

Crossover Participation

*Evaluating the Potential for Growth Within the Hunting and
Recreational Shooting Industry*



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Executive Summary

Results show most participants lapse because other activities have caught their attention. However, an invitation from a friend could motivate them to return or pursue a new activity. Similarly, many respondents indicated they no longer participate because their friends and family members do not participate anymore. The majority of respondents were introduced to hunting and shooting by their father, but as they age, their friends are more influential in regards to trying new forms of hunting and shooting.

Many respondents indicated that magazines, television, and newsletters from hunting/wildlife groups or organization are the most preferred forms of media with regard to hunting and shooting information and entertainment. However, while media is influential, more respondents indicated an invitation from a friend or family member would be sufficient to motivate them to try a new hunting or shooting activity.

Overview

The purpose of this project is to help improve hunting and shooting sports marketing efforts by describing how current hunters and shooters can be encouraged to try bear hunting. In order to achieve this, a custom survey was fielded through NSSF member organizations from June 2017 to August 2017. Qualified survey respondents were those who participated in hunting or recreational shooting at least once within the past three years. Qualified respondents were asked questions about their introduction and evolution through various hunting and shooting activities. Previous and current activities as well as activities they would be interested in trying were all evaluated. With this understanding, and with further insights also provided regarding the forms of media used for hunting and shooting information and entertainment, R3 programs can be enhanced or developed that motivate current hunters and shooters to try activities, thus fostering growth and reducing drop-out rates.

The sample for this study included individuals recruited by NSSF partners and member organizations. Because of this, the results put forth in this study are not representative of the population of hunters and shooters, but rather the constituency of NSSF partner organizations and member companies who fielded the survey. The results are best interpreted when understood relative to each other.

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Hunting – Overview

This section includes responses from individuals who have gone hunting with a firearm, bow, or crossbow within the past three years.

- The majority (55.6%) of hunters began hunting by pursuing small game (Table 8).
- Most hunters (59.9%) began hunting with their father, but now find their friend (53%) is more influential when it comes to trying new hunting methods or targeting new species.
- More respondents indicated that an invitation from a friend / family member would help them try hunting new species or hunting with new methods than any other option (Table 26).

Demographic Information

Table 1) What is your current age?

	Count	Percent
18 to 24	130	0.9%
25 to 34	867	5.7%
35 to 44	1,557	10.2%
45 to 54	3,096	20.3%
55 to 64	4,690	30.8%
65 to 74	4,012	26.3%
75 to 84	787	5.2%
85 and older	98	0.6%
Total	15,237	100%

Table 2) What is your gender?

	Count	Percent
Male	14,815	96.9%
Female	473	3.1%
Total	15,288	100%

Table 3) What is your household income?

	Count	Percent
Less than \$20,000	567	3.8%
\$20,000 to \$29,999	505	3.3%
\$30,000 to \$39,999	801	5.3%
\$40,000 to \$49,999	1159	7.7%
\$50,000 to \$74,999	3022	20.0%
\$75,000 to \$99,999	2851	18.9%
\$100,000 to \$149,999	3517	23.3%
\$150,000 to \$200,000	1389	9.2%
More than \$200,000	1265	8.4%
Total	15,076	100%

Table 4) What is your highest level of education attained?

	Count	Percent
Less than 12 years	117	0.8%
High school graduation	3125	20.5%
Trade school, associates degree or similar	4803	31.4%
Bachelor's degree	4640	30.4%
Master's degree	1936	12.7%
Ph.D. and higher	659	4.3%
Total	15,280	100%

Table 5) What is your state of primary residence?

Count	Percent	Count	Percent	Count	Percent
Alabama	308 2.0%	Maine	68 0.4%	Oregon	257 1.7%
Alaska	45 0.3%	Maryland	201 1.3%	Pennsylvania	988 6.5%
Arizona	354 2.3%	Massachusetts	144 0.9%	Rhode Island	29 0.2%
Arkansas	177 1.2%	Michigan	584 3.8%	South Carolina	361 2.4%
California	667 4.4%	Minnesota	414 2.7%	South Dakota	85 0.6%
Colorado	407 2.7%	Mississippi	144 0.9%	Tennessee	419 2.7%
Connecticut	108 0.7%	Missouri	427 2.8%	Texas	994 6.5%
Delaware	56 0.4%	Montana	161 1.1%	Utah	169 1.1%
Florida	681 4.5%	Nebraska	201 1.3%	Vermont	62 0.4%
Georgia	512 3.4%	Nevada	122 0.8%	Virginia	459 3.0%
Hawaii	19 0.1%	New Hampshire	82 0.5%	Washington	351 2.3%
Idaho	148 1.0%	New Jersey	221 1.4%	Washington, D C	4 0.0%
Illinois	615 4.0%	New Mexico	127 0.8%	West Virginia	119 0.8%
Indiana	417 2.7%	New York	508 3.3%	Wisconsin	527 3.5%
Iowa	220 1.4%	North Carolina	545 3.6%	Wyoming	75 0.5%
Kansas	222 1.5%	North Dakota	50 0.3%	Canada	162 1.1%
Kentucky	236 1.5%	Ohio	624 4.1%	Total	15,272 100%
Louisiana	209 1.4%	Oklahoma	187 1.2%		

Table 6) Please check the types of hunting you have done at least once in the past 3 years.

	Count	Percent
Hunting with a shotgun	12,420	86.6%
Hunting with a traditional rifle (centerfire or rimfire)	12,382	86.3%
Hunting with a muzzleloader	5,810	40.5%
Hunting with a bow/compound bow	5,745	40.1%
Hunting with a MSR ¹	4,721	32.9%
Hunting with a handgun	4,315	30.1%
Hunting with a crossbow	3,312	23.1%
Other	251	1.8%
Total	14,340	100%

Table 7) How old were you when you first went hunting?

	Count	Percent
5 years or younger	728	5.2%
6 to 10 years old	5,074	36.4%
11 to 15 years old	5,566	39.9%
16 to 20 years old	1,328	9.5%
21 to 30 years old	680	4.9%
31 to 40 years old	290	2.1%
41 to 50 years old	147	1.1%
51 to 60 years old	80	0.6%
More than 60 years old	50	0.4%
Total	13,943	100%

Table 8) On your first hunt, which species did you hunt? *If more than one species was targeted on your first hunt, please select all that apply. Otherwise, please select only one species.*

	Count	Percent
Small game (rabbit, squirrel, etc.)	7,769	55.6%
Deer	4,022	28.8%
Upland game birds (pheasant, quail, grouse, etc.)	3,947	28.2%
Waterfowl	1,131	8.1%
Turkey	534	3.8%
Predators	415	3.0%
Others	327	2.3%
Wild pig / feral hog	293	2.1%
Elk	239	1.7%
Bear	134	1.0%
Other big game not listed above (moose, antelope, etc.)	103	0.7%
Total	13,982	100%

¹ The term MSR as used here refers to all modern sporting rifles and AR or AK platform or style rifles.

Table 9) What type of firearm, bow, or crossbow did you use on your first hunt?

	Count	Percent
Shotgun	8,031	57.6%
Traditional Rifle	4,662	33.4%
Compound bow	241	1.7%
Traditional bow	177	1.3%
MSR	112	0.8%
Semi-automatic handgun	68	0.5%
Blackpowder or muzzleloader	63	0.5%
Revolver	29	0.2%
Crossbow	28	0.2%
Other	541	3.9%
Total	13,952	100%

Table 10) Who took you on your first hunt? *If more than one person took you hunting for the first time, please select all that apply. Otherwise, please select only one answer option.*

	Count	Percent
Father	8,343	59.9%
Friend	2,209	15.8%
Aunt / Uncle	1,444	10.4%
Grandparent	1,371	9.8%
Nobody / I hunted alone on my first hunt	870	6.2%
Sibling	677	4.9%
Another relative	512	3.7%
Neighbor	367	2.6%
Co-worker	187	1.3%
Mother	155	1.1%
Spouse	127	0.9%
Guide / outfitter	32	0.2%
Other	141	1.0%
Total	13,937	100%

Table 11) Why did you begin hunting? Please check all that apply.

	Count	Percent
Spend time with family or friends who already hunted	8,046	59.1%
It has always interested me	7,781	57.1%
Tradition / way of life	7,681	56.4%
Wanted to spend more time outdoors	7,276	53.4%
It's relaxing / an escape	4,916	36.1%
I wanted a challenge / adventure	4,345	31.9%
To become self-sufficient / become a provider / obtain my own meat	3,702	27.2%
Support conservation efforts	2,046	15.0%
Wanted to try a new sport	1,555	11.4%
To teach someone else / introduce my children or others to hunting	1,231	9.0%
Other. Please write in:	398	2.9%
Total	13,476	100%

Table 12) How many years did you only hunt the first species targeted before attempting to hunt another species?

	Count	Percent
1 season	3,354	24.4%
1 year	953	6.9%
2 - 5 years	5,453	39.6%
6 to 10 years	1,626	11.8%
More than 10 years	1,646	12.0%
I have only ever hunted this species	738	5.4%
Total	13,770	100%

Table 13) Which species have you ever hunted? Select all that apply.

	Count	Percent
Deer	12,567	96.7%
Small game (rabbit / squirrel / etc.)	11,513	88.6%
Upland game birds (pheasant / quail / grouse / etc.)	10,902	83.9%
Turkey	10,093	77.6%
Waterfowl	8,948	68.8%
Predators	8,155	62.7%
Wild pig / feral hog	4,655	35.8%
Elk	4,580	35.2%
Bear	4,383	33.7%
Other big game not listed here (moose / antelope / etc.)	3,407	26.2%
Others	1,086	8.4%
Total	13,001	100%

Table 14) Of those species, which have you hunted within the past three years?

	Count	Percent
Deer	11,044	86.1%
Turkey	7,709	60.1%
Upland game birds (pheasant / quail / grouse / etc.)	6,779	52.9%
Small game (rabbit / squirrel / etc.)	6,572	51.3%
Predators	5,283	41.2%
Waterfowl	4,504	35.1%
Wild pig / feral hog	2,771	21.6%
Elk	2,469	19.3%
Bear	1,999	15.6%
Other big game not listed here (moose / antelope / etc.)	1,282	10.0%
Others	570	4.4%
Total	12,823	100%

**Sorted in order of overall popularity*

Table 15) Lapsed Species Supplementary Table: This was calculated measuring the difference between the species that a respondent has ever hunted, and selecting those species that they have hunted within the past three years. The “count” column represents the number of hunters who indicated that they have hunted a given species, but they have not hunted that species within the past 3 years. Percentages were calculated using the count data and the overall number of hunters who have ever hunted a given species.

	Count	Percent
Deer	1,473	11.7%
Bear	2,362	53.9%
Turkey	2,341	23.2%
Elk	2,087	45.6%
Other big game not listed here (moose / antelope / etc.)	2,105	61.8%
Small game (rabbit / squirrel / etc.)	4,893	42.5%
Waterfowl	4,389	49.1%
Upland game birds (pheasant / quail / grouse / etc.)	4,088	37.5%
Predators	2,832	34.7%
Wild pig / feral hog	1,860	40.0%
Others	134	12.3%

Table 16) Of the species that you have hunted recently, please rank them in order of your favorite hunt:

The reported “Weighted Votes” represent a weighted average of respondent rankings weighted by the number of respondents who ranked a species.²

Activity	Species	Weighted Votes	Total N
Deer		2669.01	9812
Turkey		1756.55	7140
Upland game birds (pheasant / quail / grouse / etc.)		1483.70	6194
Small game (rabbit / squirrel / etc.)		1406.15	6027
Predators		1059.23	4897
Waterfowl		920.76	4168
Wild pig / feral hog		572.49	2561
Elk		533.05	2291
Bear		360.07	1829
Other big game not listed here (moose / antelope / etc.)		225.71	1181
Others		108.27	505

² $Weighted\ Votes = \sum_{rank=1}^{11} \left(n * \left(\frac{1}{rank} \right) \right)$

Table 17) Why haven't you hunted lapsed species recently? Select all that apply.

	Overall		Deer		Bear		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	4254	14.9%	226	15.3%	311	13.2%	294	12.6%
I moved to a new location where I am not able to do this type of hunting	3009	10.5%	135	9.2%	279	11.8%	217	9.3%
No hunting land available for this species anymore	3758	13.2%	150	10.2%	151	6.4%	286	12.2%
Do not have time	7167	25.1%	284	19.3%	501	21.2%	702	30.0%
Too expensive	3016	10.6%	112	7.6%	263	11.1%	62	2.6%
No longer interested or did not enjoy this type of hunting	5795	20.3%	407	27.6%	492	20.8%	567	24.2%
I was not successful	695	2.4%	43	2.9%	99	4.2%	116	5.0%
I need more training	415	1.5%	20	1.4%	40	1.7%	70	3.0%
I have a disability, an illness or an age related reason that prevents me	2210	7.7%	157	10.7%	206	8.7%	161	6.9%
Medical reasons / disabilities	766	2.7%	41	2.8%	73	3.1%	64	2.7%
Other, please describe	4393	15.4%	317	21.5%	537	22.7%	269	11.5%
Total	28,564	100%	1,473	100%	2,362	100%	2,341	100%

Table 17) Why haven't you hunted lapsed species recently? Select all that apply. (Continued)

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	580	11.9%	1011	23.0%	314	15.0%	246	11.7%
I moved to a new location where I am not able to do this type of hunting	368	7.5%	409	9.3%	246	11.8%	238	11.3%
No hunting land available for this species anymore	522	10.7%	494	11.3%	142	6.8%	162	7.7%
Do not have time	1366	27.9%	1037	23.6%	343	16.4%	403	19.1%
Too expensive	32	0.7%	434	9.9%	900	43.1%	801	38.1%
No longer interested or did not enjoy this type of hunting	1669	34.1%	1313	29.9%	92	4.4%	106	5.0%
I was not successful	28	0.6%	62	1.4%	78	3.7%	38	1.8%
I need more training	17	0.3%	64	1.5%	25	1.2%	11	0.5%
I have a disability, an illness or an age related reason that prevents me	299	6.1%	317	7.2%	262	12.6%	192	9.1%
Medical reasons / disabilities	104	2.1%	101	2.3%	77	3.7%	76	3.6%
Other, please describe	630	12.9%	439	10.0%	418	20.0%	511	24.3%
Total	4893	100%	4,389	100%	2,087	100%	2,105	100%

Table 17) Why haven't you hunted lapsed species recently? Select all that apply. *(Continued)*

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	674	16.5%	375	13.2%	18	13.4%	205	11.0%
I moved to a new location where I am not able to do this type of hunting	505	12.4%	247	8.7%	7	5.2%	358	19.2%
No hunting land available for this species anymore	1178	28.8%	311	11.0%	18	13.4%	344	18.5%
Do not have time	882	21.6%	1158	40.9%	43	32.1%	448	24.1%
Too expensive	173	4.2%	47	1.7%	17	12.7%	175	9.4%
No longer interested or did not enjoy this type of hunting	462	11.3%	450	15.9%	16	11.9%	221	11.9%
I was not successful	62	1.5%	140	4.9%	0	0.0%	29	1.6%
I need more training	33	0.8%	114	4.0%	1	0.7%	20	1.1%
I have a disability, an illness or an age related reason that prevents me	342	8.4%	180	6.4%	11	8.2%	83	4.5%
Medical reasons / disabilities	121	3.0%	72	2.5%	4	3.0%	33	1.8%
Other, please describe	710	17.4%	268	9.5%	20	14.9%	274	14.7%
Total	4,088	100%	2,832	100%	134	100%	1,860	100%

Hunting Interest

Table 18) Please check which of the following species you would be interested in hunting:

This could be:

- Species that you currently hunt, and would be interested in hunting with a new method;
- Activities that you previously tried and do not currently do, but are interested in doing again;
- Activities that you have never done, and are interested in trying for the first time.
-

	Count	Percent
Deer	7,166	55.3%
Elk	6,814	52.6%
Wild pig / feral hog	6,362	49.1%
Other big game not listed above (moose, antelope, etc.)	5,658	43.7%
Turkey	5,564	42.9%
Predators	4,829	37.3%
Upland game birds (pheasant, quail, grouse, etc.)	4,649	35.9%
Bear	4,449	34.3%
Waterfowl	3,728	28.8%
Small game (rabbit, squirrel, etc.)	3,388	26.1%
Other	370	2.9%
None of the above - I am only interested in maintaining my current activities	1,479	11.4%
Total	12,958	100%

Table 19) Which of the following methods would you be interested in using to hunt these species?
(Respondents were only asked about the species they selected in Table 18 above).

	DEER		BEAR		TURKEY		ELK	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Shotgun	2,233	31.2%	n/a		4,361	78.4%	n/a	
Traditional rifle	4,564	63.7%	3,394	76.3%	n/a		5,621	82.5%
Traditional / compound bow	2,947	41.1%	n/a		2,063	37.1%	2,687	39.4%
Crossbow	3,108	43.4%	n/a		1,643	29.5%	n/a	
Muzzleloader	3,269	45.6%	1,331	29.9%	n/a		2,183	32.0%
Handgun	2,510	35.0%	1,160	26.1%	n/a		731	10.7%
MSR	2,396	33.4%	1,135	25.5%	n/a		1,247	18.3%
Total	7,166	100%	4,449	100%	5,564	100%	6,814	100%

Table 19) Which of the following methods would you be interested in using to hunt these species? *Continued*

	OTHER BIG GAME		SMALL GAME		WATERFOWL		UPLAND GAME BIRDS	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Shotgun	n/a		2,401	70.9%	3,557	95.4%	4,382	94.3%
Traditional rifle	4,664	82.4%	1,907	56.3%	n/a		n/a	
Traditional / compound bow	2,242	39.6%	697	20.6%	247	6.6%	335	7.2%
Crossbow	n/a		426	12.6%	106	2.8%	112	2.4%
Muzzleloader	2,038	36.0%	438	12.9%	n/a		n/a	
Handgun	1,178	20.8%	1,282	37.8%	n/a		n/a	
MSR	1,545	27.3%	889	26.2%	n/a		n/a	
Total	5,658	100%	3,388	100%	3,728	100%	4,649	100%

Table 19) Which of the following methods would you be interested in using to hunt these species?
Continued

	PREDATORS		WILD PIG / FERAL HOG		Other	
	Count	Percent	Count	Percent	Count	Percent
Shotgun	1,807	37.4%	1,758	27.6%	93	25.1%
Traditional rifle	3,689	76.4%	4,437	69.7%	280	75.7%
Traditional / compound bow	921	19.1%	1,724	27.1%	130	35.1%
Crossbow	850	17.6%	1,519	23.9%	69	18.6%
Muzzleloader	768	15.9%	1,388	21.8%	83	22.4%
Handgun	1,618	33.5%	2,688	42.3%	99	26.8%
MSR	3,204	66.3%	3,789	59.6%	106	28.6%
Total	4,829	100%	6,362	100%	370	100%

Table 20) Please describe your level of interest in hunting the species you previously selected:

	DEER		BEAR		TURKEY		ELK	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of hunting	10	1.3%	182	5.4%	38	2.0%	325	6.2%
2 - I could possibly attempt or retry this type of hunting	67	8.5%	489	14.4%	210	10.8%	709	13.6%
3 - I might attempt or retry this type of hunting	168	21.3%	1,020	30.0%	522	26.9%	1,358	26.1%
4 - I will probably attempt or retry this type of hunting	249	31.5%	1,003	29.5%	670	34.6%	1,377	26.4%
5 - I will definitely attempt or retry this type of hunting	296	37.5%	704	20.7%	498	25.7%	1,440	27.6%
Total	790	100%	3,398	100%	1,938	100%	5,209	100%

Table 20) Please describe your level of interest in hunting the species you previously selected:
(Continued)

	OTHER BIG GAME		SMALL GAME		WATERFOWL		UPLAND GAME	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of hunting	172	3.6%	4	0.4%	39	2.1%	19	1.0%
2 - I could possibly attempt or retry this type of hunting	508	10.8%	72	6.7%	212	11.5%	174	9.5%
3 - I might attempt or retry this type of hunting	1,202	25.5%	219	20.4%	504	27.3%	457	24.9%
4 - I will probably attempt or retry this type of hunting	1,404	29.8%	369	34.4%	639	34.6%	646	35.1%
5 - I will definitely attempt or retry this type of hunting	1,430	30.3%	408	38.1%	452	24.5%	543	29.5%
Total	4,716	100%	1,072	100%	1,846	100%	1,839	100%

Table 20) Please describe your level of interest in hunting the species you previously selected:
(Continued)

	PREDATORS		WILD PIG / FERAL HOG		Other	
	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of hunting	30	1.3%	131	2.9%	24	6.8%
2 - I could possibly attempt or retry this type of hunting	183	7.8%	452	10.0%	23	6.5%
3 - I might attempt or retry this type of hunting	546	23.2%	1,215	26.9%	44	12.5%
4 - I will probably attempt or retry this type of hunting	849	36.1%	1,521	33.6%	86	24.4%
5 - I will definitely attempt or retry this type of hunting	742	31.6%	1,203	26.6%	176	49.9%
Total	2,350	100%	4,522	100%	353	100%

Table 21) Please describe your level of interest in hunting with the method you previously selected:

	HANDGUN		TRADITIONAL/ COMPOUND BOW		CROSSBOW		TRADITIONAL RIFLE	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of hunting	99	4.5%	54	4.0%	67	3.0%	21	2.3%
2 - I could possibly attempt or retry this type of hunting	283	12.9%	163	12.0%	275	12.4%	76	8.3%
3 - I might attempt or retry this type of hunting	727	33.1%	415	30.6%	686	31.0%	174	19.1%
4 - I will probably attempt or retry this type of hunting	669	30.5%	456	33.7%	753	34.0%	286	31.3%
5 - I will definitely attempt or retry this type of hunting	418	19.0%	267	19.7%	433	19.6%	356	39.0%
Total	2,196	100%	1,355	100%	2,214	100%	913	100%

Table 21) Please describe your level of interest in hunting with the method you previously selected: (Continued)

	MSR		MUZZLELOADER		SHOTGUN	
	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of hunting	71	2.6%	32	1.9%	13	1.7%
2 - I could possibly attempt or retry this type of hunting	229	8.4%	166	9.8%	65	8.4%
3 - I might attempt or retry this type of hunting	615	22.6%	475	28.1%	162	21.0%
4 - I will probably attempt or retry this type of hunting	903	33.2%	614	36.3%	260	33.7%
5 - I will definitely attempt or retry this type of hunting	903	33.2%	404	23.9%	271	35.1%
Total	2,721	100%	1,691	100%	771	100%

Table 22) Why haven't you recently (or ever) hunted the species you're interested in targeting?

	DEER		BEAR		TURKEY		ELK	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
No hunting land available	24	19.8%	228	16.0%	106	14.6%	459	18.7%
Don't know how to start	26	21.5%	223	15.7%	148	20.4%	236	9.6%
I do not have anyone to go with	32	26.4%	320	22.5%	201	27.8%	365	14.9%
There are other activities I'd rather do	8	6.6%	126	8.9%	82	11.3%	67	2.7%
This species is not found in my part of the country, or it is not legal to hunt	1	0.8%	545	38.3%	30	4.1%	1,392	56.7%
My hunting skills need improving / I need more training	28	23.1%	108	7.6%	115	15.9%	148	6.0%
Too expensive	10	8.3%	298	21.0%	31	4.3%	1,138	46.3%
Places to hunt are too limited, no convenient place to hunt	36	29.8%	388	27.3%	207	28.6%	577	23.5%
I moved to a new home and don't know where to go	8	6.6%	39	2.7%	40	5.5%	34	1.4%
I am not able to buy a license	0	0.0%	42	3.0%	6	0.8%	111	4.5%
Hunting rules are too complex	3	2.5%	29	2.0%	12	1.7%	87	3.5%
I don't own the proper equipment	12	9.9%	17	1.2%	89	12.3%	75	3.1%
If I had a successful hunt I wouldn't know what to do with my harvest	20	16.5%	110	7.7%	24	3.3%	64	2.6%
Do not have time	15	12.4%	188	13.2%	165	22.8%	212	8.6%
Medical reasons / disability	1	0.8%	28	2.0%	3	0.4%	44	1.8%
Other	16	13.2%	117	8.2%	50	6.9%	192	7.8%
Total	121	100%	1,422	100%	724	100%	2,456	100%

Table 22) Why haven't you recently (or ever) hunted the species you're interested in targeting?
(Continued)

	OTHER BIG GAME		SMALL GAME		WATERFOWL		UPLAND GAME BIRDS	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
No hunting land available	379	16.6%	19	13.4%	58	11.8%	55	17.7%
Don't know how to start	173	7.6%	16	11.3%	135	27.6%	55	17.7%
I do not have anyone to go with	359	15.7%	32	22.5%	197	40.2%	75	24.2%
There are other activities I'd rather do	108	4.7%	37	26.1%	55	11.2%	23	7.4%
This species is not found in my part of the country, or it is not legal to hunt	1,284	56.2%	2	1.4%	15	3.1%	56	18.1%
My hunting skills need improving / I need more training	136	5.9%	13	9.2%	71	14.5%	38	12.3%
Too expensive	1,003	43.9%	0	0.0%	44	9.0%	23	7.4%
Places to hunt are too limited, no convenient place to hunt	492	21.5%	33	23.2%	143	29.2%	87	28.1%
I moved to a new home and don't know where to go	46	2.0%	11	7.7%	15	3.1%	12	3.9%
I am not able to buy a license	65	2.8%	0	0.0%	1	0.2%	0	0.0%
Hunting rules are too complex	69	3.0%	3	2.1%	28	5.7%	6	1.9%
I don't own the proper equipment	78	3.4%	8	5.6%	102	20.8%	17	5.5%
If I had a successful hunt I wouldn't know what to do with my harvest	43	1.9%	15	10.6%	24	4.9%	8	2.6%
Do not have time	318	13.9%	29	20.4%	68	13.9%	54	17.4%
Medical reasons / disability	50	2.2%	0	0.0%	4	0.8%	3	1.0%
Other	150	6.6%	14	9.9%	28	5.7%	14	4.5%
Total	2,286	100%	142	100%	490	100%	310	100%

Table 23) Why haven't you recently (or ever) hunted the species you're interested in targeting?
(Continued)

	PREDATORS		WILD PIG / FERAL HOG		Other	
	Count	Percent	Count	Percent	Count	Percent
No hunting land available	101	11.3%	301	20.2%	27	12.7%
Don't know how to start	169	18.8%	163	11.0%	10	4.7%
I do not have anyone to go with	191	21.3%	244	16.4%	24	11.3%
There are other activities I'd rather do	116	12.9%	83	5.6%	8	3.8%
This species is not found in my part of the country, or it is not legal to hunt	51	5.7%	851	57.2%	67	31.6%
My hunting skills need improving / I need more training	135	15.1%	37	2.5%	6	2.8%
Too expensive	27	3.0%	127	8.5%	83	39.2%
Places to hunt are too limited, no convenient place to hunt	245	27.3%	354	23.8%	39	18.4%
I moved to a new home and don't know where to go	33	3.7%	21	1.4%	4	1.9%
I am not able to buy a license	4	0.4%	3	0.2%	5	2.4%
Hunting rules are too complex	14	1.6%	6	0.4%	5	2.4%
I don't own the proper equipment	105	11.7%	18	1.2%	7	3.3%
If I had a successful hunt I wouldn't know what to do with my harvest	94	10.5%	54	3.6%	2	0.9%
Do not have time	200	22.3%	156	10.5%	31	14.6%
Medical reasons / disability	23	2.6%	21	1.4%	7	3.3%
Other	45	5.0%	54	3.6%	55	25.9%
Total	897	100%	1,487	100%	212	100%

Table 23) Why haven't you recently (or ever) hunted with the method you're interested in using?

	HANDGUN		SHOTGUN		TRADITIONAL RIFLE		TRADITIONAL / COMPOUND BOW	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Hunting regulations in my state do not permit hunting with this firearm/bow	115	8.2%	8	1.8%	173	29.6%	5	0.6%
Don't know how to start	77	5.5%	15	3.3%	19	3.2%	53	6.1%
I do not have anyone to go with	110	7.9%	109	24.0%	70	12.0%	72	8.3%
My hunting skills need improving / I need more training	273	19.6%	44	9.7%	39	6.7%	281	32.5%
Too expensive	32	2.3%	10	2.2%	38	6.5%	74	8.6%
Hunting rules are too complex for using this type of firearm/bow	53	3.8%	11	2.4%	13	2.2%	6	0.7%
I don't own the proper equipment	436	31.3%	70	15.4%	123	21.0%	375	43.4%
Do not have time to become proficient with new firearms/bows	91	6.5%	23	5.1%	22	3.8%	135	15.6%
No time	139	10.0%	50	11.0%	49	8.4%	96	11.1%
Other	290	20.8%	159	34.9%	132	22.6%	145	16.8%
Total	1,394	100%	455	100%	585	100%	864	100%

Table 23) Why haven't you recently (or ever) hunted with the method you're interested in using?
(Continued)

	CROSSBOW		MUZZLELOADER		MSR	
	Count	Percent	Count	Percent	Count	Percent
Hunting regulations in my state do not permit hunting with this firearm/bow	153	9.8%	8	0.7%	379	19.6%
Don't know how to start	52	3.3%	56	5.0%	36	1.9%
I do not have anyone to go with	61	3.9%	95	8.5%	141	7.3%
My hunting skills need improving / I need more training	146	9.4%	101	9.0%	81	4.2%
Too expensive	194	12.4%	39	3.5%	175	9.1%
Hunting rules are too complex for using this type of firearm/bow	37	2.4%	26	2.3%	57	2.9%
I don't own the proper equipment	1,047	67.2%	610	54.5%	722	37.4%
Do not have time to become proficient with new firearms/bows	122	7.8%	94	8.4%	53	2.7%
No time	80	5.1%	108	9.7%	153	7.9%
Other	162	10.4%	217	19.4%	434	22.5%
Total	1,559	100%	1,119	100%	1,933	100%

Influential Media and Individuals

Table 24) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods? Select all that apply.

	Count	Percent
Friend	6,520	53.0%
Father	3,361	27.3%
Self / nobody else	2,024	16.4%
Another relative	1,052	8.5%
Co-worker	993	8.1%
Uncle / Aunt	946	7.7%
Sibling	936	7.6%
Grandparent	732	5.9%
Children / grandchildren	448	3.6%
Neighbor	406	3.3%
Spouse	316	2.6%
Guide / outfitter	277	2.3%
Mother	56	0.5%
Other, please specify	605	4.9%
Total	12,310	100%

Table 25) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Percent
Television shows	6,223	51.2%
Magazines	4,524	37.2%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	3,881	31.9%
Online videos	2,874	23.7%
State wildlife management agencies	1,926	15.8%
Local clubs or social organizations	1,276	10.5%
Hunter education programs	1,001	8.2%
Seminars	640	5.3%
Retailers	570	4.7%
Other, please specify	1,231	10.1%
Total	12,152	100%

Table 26) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Only asked of those who selected “online videos” in Table 25 above).

	Count	Percent
Professionals hunting/fishing/shooting	2,054	71.8%
TV programs (complete or partial episodes)	1,443	50.4%
How-to videos	1,431	50.0%
Non-professionals (home videos) hunting/fishing/shooting	1,427	49.9%
Product reviews	945	33.0%
Fish and Wildlife agency produced videos	714	24.9%
Competitions	312	10.9%
Informational/political/talk show style	269	9.4%
Comedy/blooper videos	122	4.3%
Other	36	1.3%
Total	2,862	100%

Table 27) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Only asked of those who selected “television shows” in Table 25 above).

	Count	Percent
A&E	336	5.4%
Animal Planet	419	6.8%
Comcast SportsNet	36	0.6%
Discovery Channel	795	12.8%
ESPN/ESPN 2	318	5.1%
History Channel	659	10.6%
Military Channel	235	3.8%
National Geographic	591	9.5%
NBC Sports	162	2.6%
Outdoor Channel	5,222	84.3%
Pursuit Channel	2,240	36.2%
Sportsman Channel	4,081	65.9%
Sunshine Network / SUN Sports	52	0.8%
WildTV	173	2.8%
World Fishing Network	303	4.9%
Other national network	70	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	1,306	21.1%
I watched hunting/fishing TV, but don't remember the channel	1,017	16.4%
Total	6,195	100%

Table 28) Which of the following do you think would be useful to help you begin, or retry, targeting new species or hunting with new methods?

	Count	Percent
An invitation from a friend / family member	3,372	40.6%
Books/magazines	2,579	31.0%
Programming offered by the Fish/Wildlife Agency For My State Of Residence	2,316	27.9%
Membership in a non-profit organizations specific to this type of hunting (i.e. National Wild Turkey Federation, Rocky Mountain Elk Foundation, etc.)	1,901	22.9%
YouTube videos	1,842	22.2%
Programming offered by outdoor retailers (i.e. Bass Pro Shops, Cabela's, etc.)	1,637	19.7%
Joining a local hunt club	1,503	18.1%
Online forums / blogs	1,268	15.3%
Other. Please describe	925	11.1%
Total	8,309	100%

Table 29) Which of the following types of media have you used in the past three months to obtain information on hunting or have used for hunting-related entertainment?

The breakout of early recruits and adult recruits is based on hunting data.

Only asked of those who completed the hunting portion of the survey.

	Count	Percent
Magazines	6,834	70.5%
Television programs	4,800	49.5%
Fish/Wildlife Agency For My State Of Residence	4,644	47.9%
YouTube	3,715	38.3%
Newsletter from hunting/wildlife groups or organizations	3,527	36.4%
Fish/Wildlife Agency For A State Other Than My State Of Residence	3,024	31.2%
Online Forums	2,286	23.6%
Books	2,144	22.1%
Facebook	1,935	20.0%
Google+	1,826	18.8%
Instagram	499	5.1%
Pinterest	259	2.7%
Twitter	240	2.5%
Other	160	1.7%
None Of The Above	388	4.0%
Total	9,696	100%

**Sorted in order of overall popularity*

Organization Membership

Table 30) Please select which organization(s) you are currently a member of.

	Count	Percent
National Rifle Association	6,263	61.5%
Local hunt club, or rod and gun club	4,214	41.4%
National Wild Turkey Federation	3,027	29.7%
Ducks Unlimited	2,121	20.8%
Regional conservation association	1,278	12.5%
Quality Deer Management Association	568	5.6%
Union Sportsman's Alliance	381	3.7%
Safari Club International	363	3.6%
Delta Waterfowl Foundation	309	3.0%
Bass Anglers Sportsman's Society	258	2.5%
Coastal Conservation Association	171	1.7%
Isaac Walton League	135	1.3%
Other	753	7.4%
None of the above	1,072	10.5%
Total	10,186	100%

**Sorted in order of overall popularity*

***Only those organizations with greater than 1% membership are presented here.*

Table 31) How long ago did you join this organization? *Respondents were only asked about organizations to which they indicated they belong.*

	Local Hunt Club or Rod and Gun Club		Regional Conservation Organization		B.A.S.S.		Coastal Conservation Association	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Within the past year	242	5.8%	41	3.7%	12	4.7%	13	7.7%
1 - 2 years ago	294	7.1%	76	6.8%	18	7.1%	17	10.1%
3 - 5 years ago	704	17.0%	217	19.5%	27	10.6%	38	22.6%
6 - 10 years ago	684	16.5%	222	20.0%	23	9.1%	39	23.2%
11 - 20 years ago	796	19.2%	243	21.9%	57	22.4%	32	19.0%
More than 20 years ago	1423	34.3%	313	28.1%	117	46.1%	29	17.3%
Total	4,143	100%	1,112	100%	254	100%	168	100%

Table 31) How long ago did you join this organization? *Continued*

	Delta Waterfowl Foundation		Ducks Unlimited		Izaak Walton League		National Rifle Association	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Within the past year	22	7.1%	81	3.8%	5	3.7%	126	2.0%
1 - 2 years ago	31	10.0%	150	7.1%	11	8.2%	268	4.3%
3 - 5 years ago	87	28.2%	315	15.0%	21	15.7%	642	10.3%
6 - 10 years ago	70	22.7%	376	17.9%	23	17.2%	895	14.4%
11 - 20 years ago	76	24.6%	490	23.3%	31	23.1%	1302	20.9%
More than 20 years ago	23	7.4%	694	33.0%	43	32.1%	2984	48.0%
Total	309	100%	2,106	100%	134	100%	6,217	100%

Table 31) How long ago did you join this organization? *Continued*

	National Wild Turkey Federation		Pheasants Forever		Quality Deer Management Association		Rocky Mountain Elk Foundation	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
More than 20 years ago	274	9.1%	29	3.0%	35	6.2%	120	6.0%
Within the past year	337	11.2%	95	9.9%	77	13.7%	192	9.6%
1 - 2 years ago	659	21.9%	201	20.9%	171	30.3%	412	20.6%
3 - 5 years ago	607	20.2%	227	23.6%	153	27.1%	458	22.9%
6 - 10 years ago	692	23.0%	262	27.3%	99	17.6%	509	25.4%
11 - 20 years ago	436	14.5%	147	15.3%	29	5.1%	311	15.5%
Total	3,005	100%	961	100%	564	100%	2,002	100%

Table 31) How long ago did you join this organization? *Continued*

	Safari Club International		Union Sportsman's Alliance		Other	
	Count	Percent	Count	Percent	Count	Percent
Within the past year	20	5.6%	24	6.3%	91	6.7%
1 - 2 years ago	35	9.8%	74	19.5%	140	10.2%
3 - 5 years ago	76	21.2%	128	33.8%	272	19.9%
6 - 10 years ago	88	24.6%	109	28.8%	255	18.6%
11 - 20 years ago	95	26.5%	36	9.5%	310	22.7%
More than 20 years ago	44	12.3%	8	2.1%	300	21.9%
Total	358	100%	379	100%	1,368	100%

Table 32) Which organizations would you be interested in learning more about, or joining?
(You will not be contacted as a result of your response.)

	Count	Percent
Local hunt club, or rod and gun club	1,826	18.0%
Rocky Mountain Elk Foundation	1,111	10.9%
Pheasants Forever	1,099	10.8%
National Wild Turkey Federation	967	9.5%
Regional conservation association	901	8.9%
Safari Club International	792	7.8%
National Rifle Association	718	7.1%
Ducks Unlimited	713	7.0%
Delta Waterfowl Foundation	508	5.0%
Union Sportsman's Alliance	376	3.7%
Isaac Walton League	295	2.9%
Coastal Conservation Association	253	2.5%
Other	106	1.0%
None of the above	4,606	45.3%
Total	10,162	100%

**Sorted in order of overall popularity*

Bear Hunting

This section includes only those responses from individuals who do not currently bear hunt, but would be interested in doing so. Further chapters will note data collected from those who currently bear hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (63%) of those who are interested in hunting bear began hunting because they wanted to spend time with friends and family who already hunted.
- More than one-third (37.3%) of those interested in hunting bear have shot sporting clays with a shotgun within the past 3 years (Table B.18).
- Almost half (45%) of those who could be persuaded to bear hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table B.26).

Demographic Information

Table B.1) What is your current age?

	Count	Column Percent
18 to 24	35	1.6%
25 to 34	238	11.0%
35 to 44	377	17.4%
45 to 54	535	24.8%
55 to 64	630	29.2%
65 and older	346	16.0%
Total	2,161	100.0%

Table B.2) What is your gender?

	Count	Column Percent
Male	2,105	97.3%
Female	59	2.7%
Total	2,164	100.0%

Table B.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	62	2.9%
\$20,000 to \$29,999	61	2.8%
\$30,000 to \$39,999	100	4.7%
\$40,000 to \$49,999	144	6.7%
\$50,000 to \$74,999	416	19.4%
\$75,000 to \$99,999	422	19.7%
\$100,000 to \$149,999	544	25.3%
\$150,000 to \$200,000	221	10.3%
More than \$200,000	176	8.2%
Total	2,146	100.0%

Table B.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	15	0.7%
High school graduation	442	20.4%
Trade school, associates degree or similar	699	32.3%
Bachelor's degree	648	29.9%
Master's degree	278	12.8%
Ph D and higher	83	3.8%
Total	2,165	100.0%

Table B.5) In which region do you live?

	Count	Column Percent
Northeast	235	10.9%
Midwest	806	37.2%
South	782	36.1%
West	326	15.1%
Canada	15	0.7%
Total	2,164	100.0%

Introduction to Hunting

Table B.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,219	44.7%
11 to 17 years old	1,128	41.4%
18 to 24 years old	180	6.6%
25 to 34 years old	113	4.1%
35 to 44 years old	52	1.9%
45 to 54 years old	21	0.8%
55 to 64 years old	9	0.3%
65 years and older	3	0.1%
Total	2,725	100.0%

Table B.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	3	0.1%
Deer	858	31.5%
Elk	32	1.2%
Other big game	18	0.7%
Predators	59	2.2%
Small game	1,460	53.6%
Turkey	88	3.2%
Upland game birds	637	23.4%
Waterfowl	167	6.1%
Wild pig / feral hog	61	2.2%
Others	49	1.8%
Total	2,725	100.0%

Table B.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	17	0.6%
Compound bow	75	2.8%
Crossbow	6	0.2%
MSR	30	1.1%
No weapon / toy	63	2.3%
Revolver	2	0.1%
Semi-automatic handgun	10	0.4%
Shotgun	1,501	55.1%
Traditional bow	29	1.1%
Traditional rifle	986	36.2%
Other	3	0.1%
Total	2,722	100.0%

Table B.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	97	3.6%
Aunt / Uncle	294	10.8%
Co-worker	39	1.4%
Father	1,621	59.6%
Friend	435	16.0%
Grandparent	316	11.6%
Guide / outfitter	10	0.4%
Mother	24	0.9%
Neighbor	67	2.5%
Nobody / I hunted alone on my first hunt	163	6.0%
Sibling	134	4.9%
Spouse	22	0.8%
Other	38	1.4%
Total	2,719	100.0%

Table B.10) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,682	63.0%
It has always interested me	1,649	61.8%
Tradition / way of life	1,624	60.9%
Wanted to spend more time outdoors	1,510	56.6%
It's relaxing / an escape	1,108	41.5%
I wanted a challenge / adventure	976	36.6%
To become self-sufficient / become a provider / obtain my own meat	897	33.6%
Support conservation efforts	513	19.2%
Wanted to try a new sport	360	13.5%
To teach someone else / introduce my children or others to hunting	299	11.2%
Other Please write in	6	0.2%
Total	2,668	100.0%

Table B.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	755	27.9%
1 year	198	7.3%
2 - 5 years	1,141	42.1%
6 to 10 years	285	10.5%
More than 10 years	235	8.7%
I have only ever hunted [the species that I first targeted]	96	3.5%
Total	2,710	100.0%

Table B.12) Which species have you ever targeted?

	Count	Column Percent
Bear	689	26.2%
Deer	2,582	98.2%
Elk	899	34.2%
Other big game	697	26.5%
Others	63	2.4%
Predators	1,769	67.3%
Small game	2,337	88.9%
Turkey	2,119	80.6%
Upland game birds	2,150	81.8%
Waterfowl	1,783	67.8%
Wild pig / feral hog	1,052	40.0%
Total	2,629	100.0%

Current Hunting Activities

Table B.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	0	0.0%
Deer	2,406	92.1%
Elk	487	18.7%
Other big game	285	10.9%
Others	112	4.3%
Predators	1,225	46.9%
Small game	1,555	59.6%
Turkey	1,662	63.7%
Upland game birds	1,371	52.5%
Waterfowl	957	36.7%
Wild pig / feral hog	656	25.1%
Total	2,611	100.0%

Table B.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	2,477	90.9%
Shotgun	2,392	87.8%
Traditional bow/compound bow	1,411	51.8%
Muzzleloader	1,268	46.5%
Modern sporting rifle / AR platform / AK platform	1,081	39.7%
Handgun	957	35.1%
Crossbow	753	27.6%
Other	55	2.0%
Total	2,725	100.0%

Table B.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	689	100%
Deer	175	6.8%
Elk	412	45.8%
Other big game	386	55.8%
Predators	541	30.6%
Small Game	807	34.5%
Turkey	457	21.6%
Upland game birds	776	36.1%
Waterfowl	817	45.8%
Wild pig / feral hog	396	37.6%
Total number of hunters who have lapsed at least one species in their lifetime	2,062	

Table B.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Bear		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	885	16.2%	29	16.6%	111	16.1%	63	13.8%
I moved to a new location where I am not able to do this type of hunting	685	12.5%	26	14.9%	96	13.9%	60	13.1%
No hunting land available for this species anymore	827	15.1%	18	10.3%	54	7.8%	67	14.7%
Do not have time	1787	32.7%	54	30.9%	216	31.3%	166	36.3%
Too expensive	730	13.3%	16	9.1%	100	14.5%	14	3.1%
No longer interested or did not enjoy this type of hunting	766	14.0%	24	13.7%	50	7.3%	83	18.2%
I was not successful	161	2.9%	6	3.4%	37	5.4%	22	4.8%
I need more training	133	2.4%	5	2.9%	18	2.6%	27	5.9%
I have a disability, an illness or an age-related reason that prevents me	292	5.3%	22	12.6%	41	6.0%	24	5.3%
Other, please describe	595	10.9%	31	17.7%	81	11.8%	30	6.6%
Total	5,473	100%	175	100%	689	100%	457	100%

Table B.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	99	12.3%	217	26.6%	46	11.2%	47	12.2%
I moved to a new location where I am not able to do this type of hunting	65	8.1%	91	11.1%	56	13.6%	52	13.5%
No hunting land available for this species anymore	86	10.7%	97	11.9%	36	8.7%	35	9.1%
Do not have time	328	40.6%	240	29.4%	90	21.8%	92	23.8%
Too expensive	7	0.9%	106	13.0%	202	49.0%	170	44.0%
No longer interested or did not enjoy this type of hunting	236	29.2%	217	26.6%	6	1.5%	9	2.3%
I was not successful	3	0.4%	19	2.3%	14	3.4%	12	3.1%
I need more training	7	0.9%	22	2.7%	9	2.2%	5	1.3%
I have a disability, an illness or an age-related reason that prevents me	27	3.3%	42	5.1%	35	8.5%	23	6.0%
Other, please describe	79	9.8%	72	8.8%	39	9.5%	39	10.1%
Total	807	100%	817	100%	412	100%	386	100%

Table B.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	141	18.2%	85	15.7%	3	17.6%	44	11.1%
I moved to a new location where I am not able to do this type of hunting	103	13.3%	50	9.2%	1	5.9%	85	21.5%
No hunting land available for this species anymore	272	35.1%	62	11.5%	2	11.8%	98	24.7%
Do not have time	204	26.3%	270	49.9%	9	52.9%	118	29.8%
Too expensive	47	6.1%	17	3.1%	4	23.5%	47	11.9%
No longer interested or did not enjoy this type of hunting	50	6.4%	59	10.9%	1	5.9%	31	7.8%
I was not successful	10	1.3%	33	6.1%	0	0.0%	5	1.3%
I need more training	7	0.9%	29	5.4%	0	0.0%	4	1.0%
I have a disability, an illness or an age-related reason that prevents me	42	5.4%	21	3.9%	0	0.0%	15	3.8%
Other, please describe	130	16.8%	39	7.2%	3	17.6%	52	13.1%
Total	776	100%	541	100%	17	100%	396	100%

Current Shooting Activities

Table B.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,780	85.6%
Shotgun	1,742	83.8%
Semiautomatic Handgun	1,694	81.5%
Traditional Rimfire Rifle	1,679	80.8%
Revolver	1,388	66.8%
MSR	1,045	50.3%
Traditional or Compound Bow	982	47.2%
Muzzleloader	734	35.3%
Crossbow	543	26.1%
None of the Above	27	1.3%
Total	2,079	100.0%

Table B.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	10,465	69.8%
Plinking or informal target shooting with a traditional rimfire rifle	9,943	66.4%
Plinking or informal target shooting with a traditional centerfire rifle	8,845	59.0%
Plinking or informal target shooting with a Revolver	8,630	57.6%
Sighting-in rifle with a traditional centerfire rifle	7,947	53.0%
Informal (backyard or testing) with a Shotgun	6,599	44.0%
Sighting-in rifle with a traditional rimfire rifle	6,415	42.8%
Sighting-in with a Semi-automatic Handgun	5,930	39.6%
Sporting clays with a Shotgun	5,583	37.3%
Pattern shotgun	5,370	35.8%
Plinking or informal target shooting with a MSR	5,364	35.8%
Trap with a Shotgun	4,855	32.4%
Skeet with a Shotgun	4,798	32.0%
Long range with a traditional centerfire rifle	4,147	27.7%
Target shooting with a traditional or compound bow	4,094	27.3%
Benchrest with a traditional centerfire rifle	4,088	27.3%
Sighting-in rifle with a MSR	3,971	26.5%
Sighting-in with a Revolver	3,950	26.4%
Sighting-In with a Shotgun	3,722	24.8%
Testing (Ammo & firearm) with a Semi-automatic Handgun	3,608	24.1%
Target shooting with a muzzleloader	3,425	22.9%
Load Testing/Development with a traditional centerfire rifle	3,224	21.5%
Teaching/Informative with a Semi-automatic Handgun	2,837	18.9%

Current Recreational Shooting Activities	Count	Column Percent
Bullseye with a Semi-automatic Handgun	2,598	17.3%
Testing (Ammo & firearm) with a Revolver	2,596	17.3%
Benchrest with a traditional rimfire rifle	2,567	17.1%
Silhouette with a Semi-automatic Handgun	2,352	15.7%
Teaching/Informative with a Shotgun	2,290	15.3%
Teaching/Informative with a traditional rimfire rifle	2,287	15.3%
Target shooting with a crossbow	2,273	15.2%
Teaching/Informative with a traditional centerfire rifle	2,184	14.6%
5 Stand with a Shotgun	1,984	13.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	1,906	12.7%
Target shooting with an air rifle at a range	1,902	12.7%
Load Testing/Development with a Semi-automatic Handgun	1,850	12.3%
Teaching/Informative with a Revolver	1,835	12.2%
Bullseye with a Revolver	1,826	12.2%
Load Testing/Development with a Revolver	1,652	11.0%
Teaching/Informative with a MSR	1,586	10.6%
Wobble Trap with a Shotgun	1,563	10.4%
Load Testing/Development with a MSR	1,561	10.4%
Long range with a MSR	1,497	10.0%
Silhouette with a Revolver	1,428	9.5%
Test reload with a Shotgun	1,409	9.4%
Tactical with a MSR	1,387	9.3%
Silhouette with a traditional centerfire rifle	1,334	8.9%
Benchrest with a MSR	1,293	8.6%
Long range with a traditional rimfire rifle	1,226	8.2%
Silhouette with a traditional rimfire rifle	1,224	8.2%
Training (Military / Defense / Law Enforcement) with a MSR	1,209	8.1%
Dog training with a shotgun	1,143	7.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	949	6.3%
Steel Challenge with a Semi-automatic Handgun	873	5.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	807	5.4%
Tactical with a traditional centerfire rifle	799	5.3%
Bowling pin with a Semi-automatic Handgun	795	5.3%
Load Testing/Development with a traditional rimfire rifle	698	4.7%
Training (Military / Defense / Law Enforcement) with a Revolver	689	4.6%
Silhouette with a MSR	651	4.3%
IDPA with a Semi-automatic Handgun	594	4.0%
Bowling pin with a Revolver	498	3.3%
3 Gun with a Semi-automatic Handgun	497	3.3%
3 Gun with a Shotgun	478	3.2%
Cowboy action with a Revolver	449	3.0%

Current Recreational Shooting Activities	Count	Column Percent
3 Gun with a MSR	412	2.7%
IPSC with a Semi-automatic Handgun	375	2.5%
Three (3) position with a traditional centerfire rifle	353	2.4%
Steel Challenge with a traditional rimfire rifle	336	2.2%
Steel Challenge with a traditional centerfire rifle	335	2.2%
None of the above	309	2.1%
Steel Challenge with a MSR	306	2.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	297	2.0%
Steel Challenge with a Revolver	290	1.9%
Tactical with a traditional rimfire rifle	288	1.9%
Three (3) position with a traditional rimfire rifle	285	1.9%
Three (3) position with a MSR	269	1.8%
Cowboy Action with a Shotgun	265	1.8%
Cowboy action with a traditional centerfire rifle	253	1.7%
NRA high power with a traditional centerfire rifle	193	1.3%
NRA high power with a MSR	160	1.1%
3 Gun with a traditional centerfire rifle	111	0.7%
Cowboy action with a Semi-automatic Handgun	108	0.7%
IDPA with a Revolver	103	0.7%
Cowboy action with a traditional rimfire rifle	66	0.4%
IPSC with a Revolver	57	0.4%
3 Gun with a traditional rimfire rifle	45	0.3%
NRA high power with a traditional rimfire rifle	33	0.2%
Schuetzen with a traditional centerfire rifle	30	0.2%
3 Gun with a Revolver	26	0.2%
Schuetzen with a traditional rimfire rifle	18	0.1%
Cowboy action with a MSR	7	0.0%
Schuetzen with a MSR	7	0.0%
Total	14,983	100.0%

Bear Hunting Interest

Table B.19) Which methods would you be interested in using to target bear?

	Count	Column Percent
Traditional rifle	2,156	79.1%
Traditional / compound bow	1,060	38.9%
Muzzleloader	787	28.9%
MSR	753	27.6%
Handgun	709	26.0%
Total	2,725	100.0%

Table B.20) Why haven't you ever (or within the past 3 years) hunted bear?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	556	39.3%
Places to hunt are too limited, no convenient place to hunt	390	27.6%
I do not have anyone to go with	322	22.8%
Too expensive	301	21.3%
No hunting land available	228	16.1%
Don't know how to start	223	15.8%
Do not have time	192	13.6%
There are other activities I'd rather do	136	9.6%
If I had a successful hunt I wouldn't know what to do with my harvest	110	7.8%
My hunting skills need improving / I need more training	108	7.6%
I am not able to buy a license	82	5.8%
I moved to a new home and don't know where to go	39	2.8%
Medical reasons / disability	38	2.7%
Hunting rules are too complex	30	2.1%
Other	27	1.9%
I don't own the proper equipment	17	1.2%
Total	1,413	100.0%

Influential Media and Individuals

Table B.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table B.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	764	29.6%
Television shows	1,436	55.7%
Magazines	1,049	40.7%
Seminars	172	6.7%
Hunter education programs	263	10.2%
State wildlife management agencies	451	17.5%
Retailers	130	5.0%
Local clubs or social organizations	283	11.0%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	921	35.7%
Other, please specify	120	4.7%
Total	2,577	100.0%

Table B.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	423	55.7%
Fish and Wildlife agency produced videos	209	27.5%
How-to videos	414	54.5%
Informational/political/talk show style	95	12.5%
Professionals hunting/fishing/shooting	589	77.5%
Non-professionals (home videos) hunting/fishing/shooting	420	55.3%
Comedy/blooper videos	47	6.2%
Competitions	100	13.2%
Product reviews	282	37.1%
Other	7	0.9%
Total	760	100.0%

Table B.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	84	5.9%
Animal Planet	107	7.5%
Comcast SportsNet	3	0.2%
Discovery Channel	181	12.6%
ESPN/ESPN 2	77	5.4%
History Channel	153	10.7%
Military Channel	51	3.6%
National Geographic	141	9.9%
NBC Sports	42	2.9%
Outdoor Channel	1,224	85.5%
Pursuit Channel	575	40.2%
Sportsman Channel	996	69.6%
Sunshine Network / SUN Sports	8	0.6%
WildTV	43	3.0%
World Fishing Network	74	5.2%
Other national network	16	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	307	21.5%
I watched hunting/fishing TV, but don't remember the channel	230	16.1%
Total	1,431	100.0%

Table B.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,080	44.2%
Books / magazines	825	33.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	821	33.6%
Membership in a non-profit organization specific to this type of hunting	687	28.1%
YouTube videos	619	25.3%
Programming offered by outdoor retailers	555	22.7%
Joining a local hunt club	532	21.7%
Online forums / blogs	443	18.1%
Other: Please describe	235	9.6%
Total	2,446	100.0%

Table B.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	289	31.1%	154	33.0%	216	31.3%	190	33.7%
	Google+	189	20.3%	102	21.9%	145	21.0%	124	22.0%
	Twitter	33	3.6%	25	5.4%	34	4.9%	29	5.1%
	Pinterest	40	4.3%	26	5.6%	41	5.9%	26	4.6%
	Instagram	98	10.5%	62	13.3%	81	11.7%	69	12.2%
	YouTube	418	45.0%	247	53.0%	338	49.0%	297	52.7%
	Television programs	504	54.3%	288	61.8%	377	54.6%	318	56.4%
	Books	217	23.4%	137	29.4%	189	27.4%	189	33.5%
	Magazines	686	73.8%	359	77.0%	473	68.6%	417	73.9%
	Online Forums	265	28.5%	149	32.0%	240	34.8%	201	35.6%
	Newsletter from hunting / wildlife groups or organizations	403	43.4%	222	47.6%	323	46.8%	317	56.2%
	Fish / Wildlife Agency for My State of Residence	503	54.1%	271	58.2%	462	67.0%	349	61.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	351	37.8%	201	43.1%	325	47.1%	271	48.0%
	Other	17	1.8%	7	1.5%	12	1.7%	9	1.6%
None Of The Above	23	2.5%	5	1.1%	10	1.4%	8	1.4%	
Total		929	100.0%	466	100.0%	690	100.0%	564	100.0%

Table B.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	184	36.0%	147	32.6%	189	26.8%	125	34.6%	48	23.8%
	Google+	119	23.3%	98	21.7%	160	22.7%	88	24.4%	34	16.8%
	Twitter	40	7.8%	30	6.7%	34	4.8%	27	7.5%	5	2.5%
	Pinterest	40	7.8%	22	4.9%	36	5.1%	23	6.4%	6	3.0%
	Instagram	93	18.2%	57	12.6%	74	10.5%	57	15.8%	16	7.9%
	YouTube	421	82.4%	232	51.4%	360	51.1%	240	66.5%	89	44.1%
	Television programs	280	54.8%	252	55.9%	433	61.5%	199	55.1%	113	55.9%
	Books	167	32.7%	148	32.8%	281	39.9%	126	34.9%	50	24.8%
	Magazines	367	71.8%	322	71.4%	629	89.3%	263	72.9%	145	71.8%
	Online Forums	205	40.1%	158	35.0%	217	30.8%	201	55.7%	52	25.7%
	Newsletter from hunting / wildlife groups or organizations	229	44.8%	209	46.3%	333	47.3%	170	47.1%	81	40.1%
	Fish / Wildlife Agency for My State of Residence	266	52.1%	252	55.9%	397	56.4%	188	52.1%	127	62.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	207	40.5%	177	39.2%	300	42.6%	162	44.9%	71	35.1%
	Other	8	1.6%	14	3.1%	12	1.7%	10	2.8%	7	3.5%
None Of The Above	7	1.4%	7	1.6%	2	0.3%	2	0.6%	8	4.0%	
Total		511	100.0%	451	100.0%	704	100.0%	361	100.0%	202	100.0%

Bear Hunting with a Handgun

Table BH.1) **Sample frame**

	Count
Have not hunted bear in the past 3 years, and have not hunted with a handgun in that time either	210
Have not hunted bear in the past 3 years, but have hunted with a handgun recently	499
Have hunted bear in the past 3 years, but not with a handgun	120
Total sample	829

Table BH.2) How many respondents have hunted bear at some point in the past?

	Count
Have never hunted this species before	511
Have hunted this species before	318
Total	829

Demographic Information

Table BH.3) What is your current age?

	Count	Column Percent
18 to 24	8	1.2%
25 to 34	68	10.4%
35 to 44	105	16.1%
45 to 54	153	23.4%
55 to 64	209	32.0%
65 and older	111	17.0%
Total	654	100.0%

Table BH.4) What is your gender?

	Count	Column Percent
Male	649	98.8%
Female	8	1.2%
Total	657	100.0%

Table BH.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	31	4.8%
\$20,000 to \$29,999	25	3.8%
\$30,000 to \$39,999	34	5.2%
\$40,000 to \$49,999	58	8.9%
\$50,000 to \$74,999	137	21.0%
\$75,000 to \$99,999	100	15.3%
\$100,000 to \$149,999	164	25.2%
\$150,000 to \$200,000	56	8.6%
More than \$200,000	47	7.2%
Total	652	100.0%

Table BH.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	9	1.4%
High school graduation	156	23.7%
Trade school, associates degree or similar	225	34.2%
Bachelors degree	161	24.5%
Masters degree	84	12.8%
Ph D and higher	22	3.3%
Total	657	100.0%

Table BH.7) In which region do you live?

	Count	Column Percent
Northeast	86	13.1%
Midwest	242	36.8%
South	226	34.4%
West	102	15.5%
Canada	1	0.2%
Total	657	100.0%

Introduction to Hunting

Table BH.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	402	48.5%
11 to 17 years old	341	41.1%
18 to 24 years old	43	5.2%
25 to 34 years old	26	3.1%
35 to 44 years old	12	1.4%
45 to 54 years old	4	0.5%
55 to 64 years old	0	0.0%
65 years and older	1	0.1%
Total	829	100.0%

Table BH.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	1	0.1%
Deer	227	27.4%
Elk	8	1.0%
Other big game	5	0.6%
Predators	18	2.2%
Small game	513	61.9%
Turkey	19	2.3%
Upland game birds	196	23.6%
Waterfowl	49	5.9%
Wild pig / feral hog	16	1.9%
Others	20	2.4%
Total	829	100.0%

Table BH.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	8	1.0%
Compound bow	19	2.3%
Crossbow	0	0.0%
MSR	10	1.2%
No weapon / toy	25	3.0%
Revolver	2	0.2%
Semi-automatic handgun	2	0.2%
Shotgun	451	54.5%
Traditional bow	5	0.6%
Traditional rifle	303	36.6%
Other	2	0.2%
Total	827	100.0%

Table BH.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	35	4.2%
Aunt / Uncle	89	10.7%
Co-worker	11	1.3%
Father	483	58.3%
Friend	128	15.5%
Grandparent	106	12.8%
Guide / outfitter	3	0.4%
Mother	8	1.0%
Neighbor	18	2.2%
Nobody / I hunted alone on my first hunt	55	6.6%
Sibling	46	5.6%
Spouse	3	0.4%
Other	6	0.7%
Total	828	100.0%

Table BH.12) **What got you interested in hunting?**

	Count	Column Percent
It has always interested me	552	68.3%
Tradition / way of life	530	65.6%
Spend time with family or friends who already hunted	527	65.2%
Wanted to spend more time outdoors	480	59.4%
It's relaxing / an escape	355	43.9%
I wanted a challenge / adventure	316	39.1%
To become self-sufficient / become a provider / obtain my own meat	300	37.1%
Support conservation efforts	174	21.5%
Wanted to try a new sport	110	13.6%
To teach someone else / introduce my children or others to hunting	97	12.0%
Other Please write in	3	0.4%
Total	808	100.0%

Table BH.13) **For how long did you hunt the first species you targeted before targeting another species?**

	Count	Column Percent
1 season	220	26.7%
1 year	66	8.0%
2 - 5 years	351	42.6%
6 to 10 years	92	11.2%
More than 10 years	69	8.4%
I have only ever hunted [the species that I first targeted]	26	3.2%
Total	824	100.0%

Table BH.14) **Which species have you ever targeted?**

	Count	Column Percent
Bear	318	39.6%
Deer	793	98.8%
Elk	279	34.7%
Other big game	242	30.1%
Others	34	4.2%
Predators	595	74.1%
Small game	751	93.5%
Turkey	640	79.7%
Upland game birds	693	86.3%
Waterfowl	571	71.1%
Wild pig / feral hog	333	41.5%
Total	803	100.0%

Current Hunting Activities

Table BH.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	87	10.9%
Deer	734	92.0%
Elk	150	18.8%
Other big game	88	11.0%
Others	54	6.8%
Predators	423	53.0%
Small game	544	68.2%
Turkey	488	61.2%
Upland game birds	417	52.3%
Waterfowl	271	34.0%
Wild pig / feral hog	191	23.9%
Total	798	100.0%

Table BH.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	766	92.4%
Shotgun	738	89.0%
Handgun	471	56.8%
Traditional bow/compound bow	422	50.9%
Muzzleloader	420	50.7%
Modern sporting rifle / AR platform / AK platform	382	46.1%
Crossbow	228	27.5%
Other	26	3.1%
Total	829	100.0%

Table BH.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	231	35.1%
Deer	59	9.0%
Elk	129	19.6%
Other big game	145	22.0%
Predators	171	26.0%
Small Game	213	32.4%
Turkey	152	23.1%
Upland game birds	275	41.8%
Waterfowl	298	45.3%
Wild pig / feral hog	142	21.6%
Total number of hunters who have lapsed at least one species in their lifetime	658	100.0%

Table BH.18) Why have you lapsed bear hunting?

	Count	Column Percent
Do not have time	69	33.3%
I moved to a new location where I am not able to do this type of hunting	39	18.8%
Other, please describe	37	17.9%
Too expensive	31	15.0%
I do not have anybody to go with anymore	30	14.5%
Medical reasons / disabilities	29	14.0%
No hunting land available for this species anymore	21	10.1%
No longer interested or did not enjoy this type of hunting	15	7.2%
I was not successful	13	6.3%
I need more training	5	2.4%
Total	207	100.0%

Current Shooting Activities

Table BH.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	574	88.6%
Semiautomatic Handgun	570	88.0%
Traditional Rimfire Rifle	569	87.8%
Shotgun	546	84.3%
Revolver	526	81.2%
MSR	371	57.3%
Traditional or Compound Bow	305	47.1%
Muzzleloader	255	39.4%
Crossbow	179	27.6%
None of the Above	9	1.4%
Total	648	100.0%

Table BH.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	532	82.1%
Plinking or informal target shooting with a Semi-automatic Handgun	526	81.2%
Plinking or informal target shooting with a traditional centerfire rifle	489	75.5%
Plinking or informal target shooting with a Revolver	489	75.5%
Sighting-in rifle with a traditional centerfire rifle	460	71.0%
Informal (backyard or testing) with a Shotgun	445	68.7%
Sighting-in rifle with a traditional rimfire rifle	399	61.6%
Sighting-in with a Semi-automatic Handgun	373	57.6%
Pattern shotgun	344	53.1%
Plinking or informal target shooting with a MSR	326	50.3%
Sighting-in with a Revolver	315	48.6%
Target shooting with a traditional or compound bow	305	47.1%
Sighting-In with a Shotgun	284	43.8%
Sighting-in rifle with a MSR	279	43.1%
Sporting clays with a Shotgun	274	42.3%
Long range with a traditional centerfire rifle	263	40.6%
Target shooting with a muzzleloader	255	39.4%
Trap with a Shotgun	254	39.2%
Load Testing/Development with a traditional centerfire rifle	242	37.3%
Skeet with a Shotgun	238	36.7%
Testing (Ammo & firearm) with a Semi-automatic Handgun	231	35.6%
Benchrest with a traditional centerfire rifle	223	34.4%
Testing (Ammo & firearm) with a Revolver	207	31.9%

Teaching/Informative with a Semi-automatic Handgun	200	30.9%
Teaching/Informative with a traditional rimfire rifle	191	29.5%
Teaching/Informative with a Shotgun	187	28.9%
Teaching/Informative with a traditional centerfire rifle	179	27.6%
Target shooting with a crossbow	179	27.6%
Load Testing/Development with a Revolver	157	24.2%
Load Testing/Development with a Semi-automatic Handgun	155	23.9%
Benchrest with a traditional rimfire rifle	150	23.1%
Teaching/Informative with a Revolver	146	22.5%
Teaching/Informative with a MSR	142	21.9%
Load Testing/Development with a MSR	141	21.8%
Bullseye with a Semi-automatic Handgun	138	21.3%
Target shooting with an air rifle at a range	134	20.7%
Long range with a MSR	128	19.8%
Silhouette with a Semi-automatic Handgun	117	18.1%
Bullseye with a Revolver	116	17.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	106	16.4%
Test reload with a Shotgun	98	15.1%
Tactical with a MSR	97	15.0%
5 Stand with a Shotgun	90	13.9%
Benchrest with a MSR	85	13.1%
Long range with a traditional rimfire rifle	85	13.1%
Silhouette with a Revolver	84	13.0%
Training (Military / Defense / Law Enforcement) with a MSR	83	12.8%
Silhouette with a traditional centerfire rifle	79	12.2%
Dog training with a shotgun	77	11.9%
Wobble Trap with a Shotgun	75	11.6%
Silhouette with a traditional rimfire rifle	68	10.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	61	9.4%
Load Testing/Development with a traditional rimfire rifle	56	8.6%
Tactical with a traditional centerfire rifle	54	8.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	51	7.9%
Bowling pin with a Semi-automatic Handgun	51	7.9%
Silhouette with a MSR	50	7.7%
Bowling pin with a Revolver	42	6.5%
Training (Military / Defense / Law Enforcement) with a Revolver	42	6.5%
Steel Challenge with a Semi-automatic Handgun	37	5.7%
3 Gun with a Semi-automatic Handgun	32	4.9%
IDPA with a Semi-automatic Handgun	30	4.6%
Cowboy action with a Revolver	27	4.2%
3 Gun with a Shotgun	25	3.9%
Three (3) position with a traditional centerfire rifle	24	3.7%
3 Gun with a MSR	24	3.7%

Steel Challenge with a Revolver	24	3.7%
Tactical with a traditional rimfire rifle	22	3.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	21	3.2%
Steel Challenge with a traditional centerfire rifle	20	3.1%
Steel Challenge with a MSR	20	3.1%
Three (3) position with a MSR	20	3.1%
IPSC with a Semi-automatic Handgun	19	2.9%
Steel Challenge with a traditional rimfire rifle	19	2.9%
NRA high power with a traditional centerfire rifle	18	2.8%
Three (3) position with a traditional rimfire rifle	17	2.6%
Cowboy Action with a Shotgun	15	2.3%
Cowboy action with a traditional centerfire rifle	11	1.7%
NRA high power with a MSR	10	1.5%
IDPA with a Revolver	10	1.5%
None of the above	9	1.4%
3 Gun with a traditional centerfire rifle	8	1.2%
3 Gun with a Revolver	7	1.1%
IPSC with a Revolver	5	0.8%
3 Gun with a traditional rimfire rifle	4	0.6%
NRA high power with a traditional rimfire rifle	4	0.6%
Schuetzen with a MSR	3	0.5%
Cowboy action with a Semi-automatic Handgun	2	0.3%
Cowboy action with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.2%
Total	648	100.0%

Bear Hunting Interest

Table BH.21) Why haven't you ever (or within the past 3 years) hunted bear?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	145	44.1%
Places to hunt are too limited, no convenient place to hunt	113	34.3%
I do not have anyone to go with	74	22.5%
Too expensive	72	21.9%
No hunting land available	50	15.2%
Don't know how to start	50	15.2%
Do not have time	47	14.3%
If I had a successful hunt I wouldn't know what to do with my harvest	31	9.4%
There are other activities I'd rather do	28	8.5%
My hunting skills need improving / I need more training	28	8.5%
I am not able to buy a license	17	5.2%
Medical reasons / disability	14	4.3%
Hunting rules are too complex	8	2.4%
I moved to a new home and don't know where to go	7	2.1%
Other	6	1.8%
I don't own the proper equipment	4	1.2%
Total	329	100.0%

Influential Media and Individuals

Table BH.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	441	55.8%
Father	218	27.6%
Self / nobody else	179	22.6%
Co-worker	83	10.5%
Uncle / Aunt	79	10.0%
Another relative	74	9.4%
Sibling	67	8.5%
Grandparent	65	8.2%
Neighbor	43	5.4%
Children / grandchildren	30	3.8%
Guide / outfitter	20	2.5%
Other, please specify	19	2.4%
Spouse	15	1.9%
Mother	6	0.8%
Total	791	100.0%

Table BH.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	237	30.3%
Television shows	436	55.8%
Magazines	329	42.1%
Seminars	57	7.3%
Hunter education programs	98	12.5%
State wildlife management agencies	143	18.3%
Retailers	45	5.8%
Local clubs or social organizations	91	11.6%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	267	34.1%
Other, please specify	34	4.3%
Total	782	100.0%

Table BH.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	142	60.7%
Fish and Wildlife agency produced videos	69	29.5%
How-to videos	136	58.1%
Informational/political/talk show style	35	15.0%
Professionals hunting/fishing/shooting	188	80.3%
Non-professionals (home videos) hunting/fishing/shooting	140	59.8%
Comedy/blooper videos	21	9.0%
Competitions	39	16.7%
Product reviews	96	41.0%
Other	2	0.9%
Total	234	100.0%

Table BH.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	27	6.2%
Animal Planet	45	10.3%
Comcast SportsNet	3	0.7%
Discovery Channel	69	15.9%
ESPN/ESPN 2	26	6.0%
History Channel	55	12.6%
Military Channel	19	4.4%
National Geographic	48	11.0%
NBC Sports	25	5.7%
Outdoor Channel	366	84.1%
Pursuit Channel	189	43.4%
Sportsman Channel	310	71.3%
Sunshine Network / SUN Sports	2	0.5%
WildTV	17	3.9%
World Fishing Network	32	7.4%
Other national network	5	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	128	29.4%
I watched hunting/fishing TV, but don't remember the channel	75	17.2%
Total	435	100.0%

Table BH.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	299	40.2%
Books / magazines	286	38.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	258	34.7%
Membership in a non-profit organization specific to this type of hunting	216	29.1%
YouTube videos	190	25.6%
Programming offered by outdoor retailers	180	24.2%
Joining a local hunt club	164	22.1%
Online forums / blogs	146	19.7%
Other: Please describe	102	13.7%
Total	743	100.0%

Table BH.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	71	28.1%	57	37.3%	64	28.4%	65	36.1%
	Google+	55	21.7%	44	28.8%	58	25.8%	45	25.0%
	Twitter	16	6.3%	9	5.9%	11	4.9%	11	6.1%
	Pinterest	16	6.3%	12	7.8%	18	8.0%	15	8.3%
	Instagram	21	8.3%	19	12.4%	21	9.3%	20	11.1%
	YouTube	112	44.3%	87	56.9%	115	51.1%	94	52.2%
	Television programs	152	60.1%	108	70.6%	133	59.1%	114	63.3%
	Books	71	28.1%	56	36.6%	75	33.3%	69	38.3%
	Magazines	199	78.7%	126	82.4%	168	74.7%	146	81.1%
	Online Forums	73	28.9%	57	37.3%	87	38.7%	70	38.9%
	Newsletter from hunting / wildlife groups or organizations	109	43.1%	80	52.3%	103	45.8%	98	54.4%
	Fish / Wildlife Agency for My State of Residence	149	58.9%	95	62.1%	153	68.0%	111	61.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	111	43.9%	74	48.4%	111	49.3%	89	49.4%
	Other	2	0.8%	1	0.7%	4	1.8%	3	1.7%
None Of The Above	5	2.0%	2	1.3%	4	1.8%	4	2.2%	
Total		253	100.0%	153	100.0%	225	100.0%	180	100.0%

Table BH.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	63	39.6%	43	32.3%	70	27.7%	47	38.8%	27	29.3%
	Google+	46	28.9%	39	29.3%	69	27.3%	36	29.8%	19	20.7%
	Twitter	12	7.5%	12	9.0%	15	5.9%	7	5.8%	2	2.2%
	Pinterest	19	11.9%	10	7.5%	17	6.7%	12	9.9%	3	3.3%
	Instagram	24	15.1%	16	12.0%	21	8.3%	20	16.5%	8	8.7%
	YouTube	135	84.9%	78	58.6%	136	53.8%	79	65.3%	42	45.7%
	Television programs	90	56.6%	82	61.7%	167	66.0%	73	60.3%	49	53.3%
	Books	53	33.3%	51	38.3%	116	45.8%	47	38.8%	28	30.4%
	Magazines	126	79.2%	99	74.4%	230	90.9%	99	81.8%	70	76.1%
	Online Forums	73	45.9%	53	39.8%	83	32.8%	72	59.5%	22	23.9%
	Newsletter from hunting / wildlife groups or organizations	68	42.8%	64	48.1%	118	46.6%	56	46.3%	37	40.2%
	Fish / Wildlife Agency for My State of Residence	87	54.7%	80	60.2%	143	56.5%	60	49.6%	55	59.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	63	39.6%	60	45.1%	99	39.1%	47	38.8%	35	38.0%
	Other	3	1.9%	5	3.8%	4	1.6%	4	3.3%	4	4.3%
None Of The Above	1	0.6%	2	1.5%	1	0.4%	1	0.8%	2	2.2%	
Total		159	100.0%	133	100.0%	253	100.0%	121	100.0%	92	100.0%

Bear Hunting with a Modern Sporting Rifle

Table BM.1) **Sample frame**

	Count
Have not hunted bear in the past 3 years, and have not hunted with a MSR in that time either	288
Have not hunted bear in the past 3 years, but have hunted with a MSR recently	465
Have hunted bear in the past 3 years, but not with a MSR	134
Total sample	887

Table BM.2) How many respondents have hunted bear at some point in the past?

	Count
Have never hunted this species before	632
Have hunted this species before	255
Total	887

Demographic Information

Table BM.3) What is your current age?

	Count	Column Percent
18 to 24	15	2.2%
25 to 34	96	13.8%
35 to 44	156	22.4%
45 to 54	183	26.3%
55 to 64	159	22.9%
65 and older	86	12.4%
Total	695	100.0%

Table BM.4) What is your gender?

	Count	Column Percent
Male	679	97.3%
Female	19	2.7%
Total	698	100.0%

Table BM.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	29	4.2%
\$20,000 to \$29,999	22	3.2%
\$30,000 to \$39,999	32	4.6%
\$40,000 to \$49,999	57	8.2%
\$50,000 to \$74,999	142	20.5%
\$75,000 to \$99,999	121	17.5%
\$100,000 to \$149,999	168	24.3%
\$150,000 to \$200,000	70	10.1%
More than \$200,000	50	7.2%
Total	691	100.0%

Table BM.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.7%
High school graduation	160	22.9%
Trade school, associates degree or similar	241	34.5%
Bachelors degree	195	27.9%
Masters degree	79	11.3%
Ph D and higher	18	2.6%
Total	698	100.0%

Table BM.7) In which region do you live?

	Count	Column Percent
Northeast	78	11.2%
Midwest	222	31.9%
South	267	38.4%
West	124	17.8%
Canada	5	0.7%
Total	696	100.0%

Introduction to Hunting

Table BM.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	417	47.0%
11 to 17 years old	325	36.6%
18 to 24 years old	78	8.8%
25 to 34 years old	44	5.0%
35 to 44 years old	10	1.1%
45 to 54 years old	11	1.2%
55 to 64 years old	2	0.2%
65 years and older	0	0.0%
Total	887	100.0%

Table BM.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.8%
Deer	304	34.3%
Elk	11	1.2%
Other big game	8	0.9%
Predators	16	1.8%
Small game	473	53.3%
Turkey	26	2.9%
Upland game birds	172	19.4%
Waterfowl	51	5.7%
Wild pig / feral hog	21	2.4%
Others	27	3.0%
Total	887	100.0%

Table BM.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	5	0.6%
Compound bow	28	3.2%
Crossbow	1	0.1%
MSR	17	1.9%
No weapon / toy	25	2.8%
Revolver	1	0.1%
Semi-automatic handgun	4	0.5%
Shotgun	447	50.5%
Traditional bow	4	0.5%
Traditional rifle	349	39.4%
Other	4	0.5%
Total	885	100.0%

Table BM.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	40	4.5%
Aunt / Uncle	92	10.4%
Co-worker	19	2.1%
Father	495	55.9%
Friend	149	16.8%
Grandparent	103	11.6%
Guide / outfitter	5	0.6%
Mother	8	0.9%
Neighbor	19	2.1%
Nobody / I hunted alone on my first hunt	52	5.9%
Sibling	50	5.6%
Spouse	11	1.2%
Other	18	2.0%
Total	886	100.0%

Table BM.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	558	64.2%
Spend time with family or friends who already hunted	552	63.5%
Tradition / way of life	539	62.0%
Wanted to spend more time outdoors	496	57.1%
It's relaxing / an escape	376	43.3%
I wanted a challenge / adventure	345	39.7%
To become self-sufficient / become a provider / obtain my own meat	341	39.2%
Support conservation efforts	185	21.3%
Wanted to try a new sport	134	15.4%
To teach someone else / introduce my children or others to hunting	102	11.7%
Other Please write in	2	0.2%
Total	869	100.0%

Table BM.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	267	30.2%
1 year	63	7.1%
2 - 5 years	360	40.7%
6 to 10 years	80	9.0%
More than 10 years	70	7.9%
I have only ever hunted [the species that I first targeted]	45	5.1%
Total	885	100.0%

Table BM.14) Which species have you ever targeted?

	Count	Column Percent
Bear	255	30.3%
Deer	828	98.3%
Elk	241	28.6%
Other big game	188	22.3%
Others	30	3.6%
Predators	582	69.1%
Small game	745	88.5%
Turkey	647	76.8%
Upland game birds	658	78.1%
Waterfowl	545	64.7%
Wild pig / feral hog	361	42.9%
Total	842	100.0%

Current Hunting Activities

Table BM.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	72	8.6%
Deer	764	91.5%
Elk	133	15.9%
Other big game	65	7.8%
Others	41	4.9%
Predators	404	48.4%
Small game	523	62.6%
Turkey	504	60.4%
Upland game birds	407	48.7%
Waterfowl	282	33.8%
Wild pig / feral hog	241	28.9%
Total	835	100.0%

Table BM.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	802	90.4%
Shotgun	763	86.0%
Modern sporting rifle / AR platform / AK platform	444	50.1%
Traditional bow/compound bow	431	48.6%
Muzzleloader	366	41.3%
Handgun	332	37.4%
Crossbow	244	27.5%
Other	32	3.6%
Total	887	100.0%

Table BM.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	183	28.2%
Deer	64	9.8%
Elk	108	16.6%
Other big game	115	17.7%
Predators	176	27.1%
Small Game	234	36.0%
Turkey	142	21.8%
Upland game birds	250	38.5%
Waterfowl	258	39.7%
Wild pig / feral hog	120	18.5%
Total number of hunters who have lapsed at least one species in their lifetime	650	100.0%

Table BM.18) Why have you lapsed bear hunting?

	Count	Column Percent
Do not have time	55	32.2%
I moved to a new location where I am not able to do this type of hunting	37	21.6%
I do not have anybody to go with anymore	31	18.1%
Too expensive	29	17.0%
Other, please describe	26	15.2%
No hunting land available for this species anymore	23	13.5%
Medical reasons / disabilities	16	9.4%
I was not successful	10	5.8%
No longer interested or did not enjoy this type of hunting	9	5.3%
I need more training	8	4.7%
Total	171	100.0%

Current Shooting Activities

Table BM.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	603	89.2%
Traditional Centerfire Rifle	602	89.1%
Traditional Rimfire Rifle	582	86.1%
Shotgun	578	85.5%
Revolver	488	72.2%
MSR	462	68.3%
Traditional or Compound Bow	326	48.2%
Muzzleloader	240	35.5%
Crossbow	185	27.4%
None of the Above	7	1.0%
Total	676	100.0%

Table BM.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	563	82.9%
Plinking or informal target shooting with a traditional rimfire rifle	541	79.7%
Plinking or informal target shooting with a traditional centerfire rifle	517	76.1%
Sighting-in rifle with a traditional centerfire rifle	460	67.7%
Plinking or informal target shooting with a Revolver	458	67.5%
Informal (backyard or testing) with a Shotgun	445	65.5%
Plinking or informal target shooting with a MSR	411	60.5%
Sighting-in rifle with a traditional rimfire rifle	385	56.7%
Sighting-in with a Semi-automatic Handgun	358	52.7%
Pattern shotgun	338	49.8%
Sighting-in rifle with a MSR	335	49.3%
Target shooting with a traditional or compound bow	326	48.0%
Sporting clays with a Shotgun	302	44.5%
Sighting-In with a Shotgun	281	41.4%
Long range with a traditional centerfire rifle	264	38.9%
Skeet with a Shotgun	261	38.4%
Trap with a Shotgun	261	38.4%
Target shooting with a muzzleloader	240	35.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	235	34.6%
Sighting-in with a Revolver	231	34.0%
Benchrest with a traditional centerfire rifle	223	32.8%
Load Testing/Development with a traditional centerfire rifle	197	29.0%
Teaching/Informative with a Semi-automatic Handgun	192	28.3%

Target shooting with a crossbow	185	27.2%
Teaching/Informative with a Shotgun	158	23.3%
Teaching/Informative with a traditional rimfire rifle	157	23.1%
Silhouette with a Semi-automatic Handgun	155	22.8%
Benchrest with a traditional rimfire rifle	155	22.8%
Target shooting with an air rifle at a range	155	22.8%
Long range with a MSR	154	22.7%
Testing (Ammo & firearm) with a Revolver	152	22.4%
Teaching/Informative with a MSR	150	22.1%
Teaching/Informative with a traditional centerfire rifle	145	21.4%
Bullseye with a Semi-automatic Handgun	141	20.8%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	139	20.5%
Tactical with a MSR	137	20.2%
Load Testing/Development with a MSR	129	19.0%
Training (Military / Defense / Law Enforcement) with a MSR	118	17.4%
Benchrest with a MSR	117	17.2%
Load Testing/Development with a Semi-automatic Handgun	115	16.9%
Silhouette with a traditional centerfire rifle	104	15.3%
Teaching/Informative with a Revolver	104	15.3%
Bullseye with a Revolver	101	14.9%
Load Testing/Development with a Revolver	94	13.8%
5 Stand with a Shotgun	90	13.3%
Silhouette with a Revolver	90	13.3%
Silhouette with a traditional rimfire rifle	85	12.5%
Long range with a traditional rimfire rifle	81	11.9%
Test reload with a Shotgun	78	11.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	77	11.3%
Silhouette with a MSR	77	11.3%
Wobble Trap with a Shotgun	71	10.5%
Dog training with a shotgun	65	9.6%
Tactical with a traditional centerfire rifle	61	9.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	61	9.0%
Steel Challenge with a Semi-automatic Handgun	57	8.4%
Bowling pin with a Semi-automatic Handgun	50	7.4%
Training (Military / Defense / Law Enforcement) with a Revolver	47	6.9%
Load Testing/Development with a traditional rimfire rifle	46	6.8%
3 Gun with a Shotgun	39	5.7%
Steel Challenge with a MSR	39	5.7%
3 Gun with a Semi-automatic Handgun	37	5.4%
3 Gun with a MSR	35	5.2%
IDPA with a Semi-automatic Handgun	33	4.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	31	4.6%

Steel Challenge with a traditional centerfire rifle	30	4.4%
Bowling pin with a Revolver	30	4.4%
Steel Challenge with a Revolver	28	4.1%
Cowboy action with a Revolver	27	4.0%
Tactical with a traditional rimfire rifle	26	3.8%
Three (3) position with a traditional centerfire rifle	24	3.5%
Three (3) position with a MSR	24	3.5%
Steel Challenge with a traditional rimfire rifle	24	3.5%
IPSC with a Semi-automatic Handgun	19	2.8%
NRA high power with a traditional centerfire rifle	13	1.9%
Three (3) position with a traditional rimfire rifle	12	1.8%
Cowboy Action with a Shotgun	10	1.5%
Cowboy action with a traditional centerfire rifle	10	1.5%
NRA high power with a MSR	8	1.2%
3 Gun with a traditional centerfire rifle	7	1.0%
None of the above	7	1.0%
Cowboy action with a Semi-automatic Handgun	5	0.7%
3 Gun with a Revolver	4	0.6%
IDPA with a Revolver	4	0.6%
Cowboy action with a traditional rimfire rifle	4	0.6%
3 Gun with a traditional rimfire rifle	3	0.4%
Schuetzen with a MSR	2	0.3%
IPSC with a Revolver	2	0.3%
NRA high power with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.1%
Total	679	100.0%

Bear Hunting Interest

Table BM.21) Why haven't you ever (or within the past 3 years) hunted bear?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	140	37.4%
I do not have anyone to go with	111	29.7%
Places to hunt are too limited, no convenient place to hunt	111	29.7%
Too expensive	97	25.9%
Don't know how to start	83	22.2%
No hunting land available	71	19.0%
Do not have time	52	13.9%
If I had a successful hunt I wouldn't know what to do with my harvest	30	8.0%
There are other activities I'd rather do	29	7.8%
My hunting skills need improving / I need more training	26	7.0%
I am not able to buy a license	20	5.3%
I moved to a new home and don't know where to go	16	4.3%
Medical reasons / disability	15	4.0%
Hunting rules are too complex	9	2.4%
I don't own the proper equipment	9	2.4%
Other	5	1.3%
Total	374	100.0%

Influential Media and Individuals

Table BM.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	450	53.8%
Father	243	29.1%
Self / nobody else	148	17.7%
Another relative	93	11.1%
Co-worker	87	10.4%
Uncle / Aunt	80	9.6%
Sibling	79	9.4%
Grandparent	56	6.7%
Neighbor	36	4.3%
Children / grandchildren	30	3.6%
Spouse	25	3.0%
Other, please specify	20	2.4%
Guide / outfitter	19	2.3%
Mother	8	1.0%
Total	836	100.0%

Table BM.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	306	37.2%
Television shows	481	58.4%
Magazines	299	36.3%
Seminars	61	7.4%
Hunter education programs	84	10.2%
State wildlife management agencies	162	19.7%
Retailers	56	6.8%
Local clubs or social organizations	93	11.3%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	265	32.2%
Other, please specify	36	4.4%
Total	823	100.0%

Table BM.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	165	54.3%
Fish and Wildlife agency produced videos	92	30.3%
How-to videos	177	58.2%
Informational/political/talk show style	49	16.1%
Professionals hunting/fishing/shooting	243	79.9%
Non-professionals (home videos) hunting/fishing/shooting	182	59.9%
Comedy/blooper videos	24	7.9%
Competitions	50	16.4%
Product reviews	128	42.1%
Other	2	0.7%
Total	304	100.0%

Table BM.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	31	6.5%
Animal Planet	38	8.0%
Comcast SportsNet	3	0.6%
Discovery Channel	76	16.0%
ESPN/ESPN 2	28	5.9%
History Channel	63	13.2%
Military Channel	24	5.0%
National Geographic	60	12.6%
NBC Sports	23	4.8%
Outdoor Channel	397	83.4%
Pursuit Channel	193	40.5%
Sportsman Channel	336	70.6%
Sunshine Network / SUN Sports	0	0.0%
WildTV	20	4.2%
World Fishing Network	27	5.7%
Other national network	5	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	107	22.5%
I watched hunting/fishing TV, but don't remember the channel	104	21.8%
Total	476	100.0%

Table BM.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	332	40.1%
An invitation from a friend / family member	331	40.0%
Books / magazines	262	31.6%
YouTube videos	253	30.6%
Membership in a non-profit organization specific to this type of hunting	242	29.2%
Programming offered by outdoor retailers	220	26.6%
Joining a local hunt club	203	24.5%
Online forums / blogs	157	19.0%
Other: Please describe	96	11.6%
Total	828	100.0%

Table BM.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	103	37.5%	75	41.0%	104	37.3%	78	39.0%
	Google+	63	22.9%	39	21.3%	71	25.4%	50	25.0%
	Twitter	14	5.1%	16	8.7%	19	6.8%	16	8.0%
	Pinterest	17	6.2%	13	7.1%	18	6.5%	10	5.0%
	Instagram	35	12.7%	24	13.1%	33	11.8%	25	12.5%
	YouTube	138	50.2%	111	60.7%	151	54.1%	112	56.0%
	Television programs	141	51.3%	112	61.2%	156	55.9%	113	56.5%
	Books	54	19.6%	53	29.0%	78	28.0%	66	33.0%
	Magazines	194	70.5%	135	73.8%	180	64.5%	143	71.5%
	Online Forums	81	29.5%	71	38.8%	110	39.4%	79	39.5%
	Newsletter from hunting / wildlife groups or organizations	112	40.7%	90	49.2%	136	48.7%	106	53.0%
	Fish / Wildlife Agency for My State of Residence	151	54.9%	108	59.0%	194	69.5%	136	68.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	108	39.3%	74	40.4%	134	48.0%	97	48.5%
	Other	1	0.4%	2	1.1%	4	1.4%	3	1.5%
	None Of The Above	5	1.8%	1	0.5%	2	0.7%	1	0.5%
Total		275	100.0%	183	100.0%	279	100.0%	200	100.0%

Table BM.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	86	42.2%	58	33.9%	75	33.3%	53	41.7%	27	31.8%
	Google+	45	22.1%	42	24.6%	53	23.6%	30	23.6%	15	17.6%
	Twitter	22	10.8%	16	9.4%	15	6.7%	15	11.8%	3	3.5%
	Pinterest	19	9.3%	8	4.7%	11	4.9%	8	6.3%	2	2.4%
	Instagram	38	18.6%	16	9.4%	21	9.3%	24	18.9%	6	7.1%
	YouTube	168	82.4%	93	54.4%	131	58.2%	98	77.2%	39	45.9%
	Television programs	105	51.5%	90	52.6%	135	60.0%	66	52.0%	50	58.8%
	Books	62	30.4%	59	34.5%	82	36.4%	46	36.2%	19	22.4%
	Magazines	143	70.1%	109	63.7%	191	84.9%	90	70.9%	61	71.8%
	Online Forums	87	42.6%	73	42.7%	77	34.2%	74	58.3%	18	21.2%
	Newsletter from hunting / wildlife groups or organizations	94	46.1%	72	42.1%	98	43.6%	58	45.7%	25	29.4%
	Fish / Wildlife Agency for My State of Residence	106	52.0%	99	57.9%	127	56.4%	65	51.2%	49	57.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	79	38.7%	69	40.4%	85	37.8%	48	37.8%	29	34.1%
	Other	4	2.0%	5	2.9%	3	1.3%	5	3.9%	4	4.7%
None Of The Above	4	2.0%	2	1.2%	1	0.4%	0	0.0%	4	4.7%	
Total		204	100.0%	171	100.0%	225	100.0%	127	100.0%	85	100.0%

Bear Hunting with a Muzzleloader

Table BZ.1) **Sample frame**

	Count
Have not hunted bear in the past 3 years, and have not hunted with a muzzleloader in that time either	212
Have not hunted bear in the past 3 years, but have hunted with a muzzleloader recently	575
Have hunted bear in the past 3 years, but not with a muzzleloader	108
Total sample	895

Table BZ.2) How many respondents have hunted bear at some point in the past?

	Count
Have never hunted this species before	584
Have hunted this species before	311
Total	895

Demographic Information

Table BZ.3) What is your current age?

	Count	Column Percent
18 to 24	13	1.8%
25 to 34	76	10.7%
35 to 44	119	16.7%
45 to 54	175	24.6%
55 to 64	217	30.5%
65 and older	112	15.7%
Total	712	100.0%

Table BZ.4) What is your gender?

	Count	Column Percent
Male	703	98.7%
Female	9	1.3%
Total	712	100.0%

Table BZ.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	33	4.6%
\$20,000 to \$29,999	22	3.1%
\$30,000 to \$39,999	36	5.1%
\$40,000 to \$49,999	54	7.6%
\$50,000 to \$74,999	150	21.1%
\$75,000 to \$99,999	134	18.9%
\$100,000 to \$149,999	182	25.6%
\$150,000 to \$200,000	54	7.6%
More than \$200,000	45	6.3%
Total	710	100.0%

Table BZ.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.7%
High school graduation	168	23.6%
Trade school, associates degree or similar	235	33.0%
Bachelors degree	197	27.7%
Masters degree	81	11.4%
Ph D and higher	26	3.7%
Total	712	100.0%

Table BZ.7) In which region do you live?

	Count	Column Percent
Northeast	79	11.1%
Midwest	246	34.6%
South	263	36.9%
West	119	16.7%
Canada	5	0.7%
Total	712	100.0%

Introduction to Hunting

Table BZ.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	421	47.0%
11 to 17 years old	364	40.7%
18 to 24 years old	58	6.5%
25 to 34 years old	32	3.6%
35 to 44 years old	12	1.3%
45 to 54 years old	2	0.2%
55 to 64 years old	4	0.4%
65 years and older	2	0.2%
Total	895	100.0%

Table BZ.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	0	0.0%
Deer	274	30.6%
Elk	10	1.1%
Other big game	6	0.7%
Predators	21	2.3%
Small game	525	58.7%
Turkey	22	2.5%
Upland game birds	195	21.8%
Waterfowl	54	6.0%
Wild pig / feral hog	15	1.7%
Others	20	2.2%
Total	895	100.0%

Table BZ.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	8	0.9%
Compound bow	24	2.7%
Crossbow	2	0.2%
MSR	7	0.8%
No weapon / toy	26	2.9%
Revolver	2	0.2%
Semi-automatic handgun	2	0.2%
Shotgun	489	54.7%
Traditional bow	7	0.8%
Traditional rifle	325	36.4%
Other	2	0.2%
Total	894	100.0%

Table BZ.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	29	3.3%
Aunt / Uncle	104	11.7%
Co-worker	11	1.2%
Father	552	61.9%
Friend	138	15.5%
Grandparent	84	9.4%
Guide / outfitter	1	0.1%
Mother	8	0.9%
Neighbor	19	2.1%
Nobody / I hunted alone on my first hunt	55	6.2%
Sibling	39	4.4%
Spouse	4	0.4%
Other	12	1.3%
Total	892	100.0%

Table BZ.12) **What got you interested in hunting?**

	Count	Column Percent
It has always interested me	588	66.8%
Spend time with family or friends who already hunted	578	65.7%
Tradition / way of life	568	64.5%
Wanted to spend more time outdoors	539	61.3%
It's relaxing / an escape	396	45.0%
I wanted a challenge / adventure	360	40.9%
To become self-sufficient / become a provider / obtain my own meat	335	38.1%
Support conservation efforts	204	23.2%
Wanted to try a new sport	133	15.1%
To teach someone else / introduce my children or others to hunting	121	13.8%
Other Please write in	3	0.3%
Total	880	100.0%

Table BZ.13) **For how long did you hunt the first species you targeted before targeting another species?**

	Count	Column Percent
1 season	258	28.9%
1 year	70	7.8%
2 - 5 years	372	41.7%
6 to 10 years	98	11.0%
More than 10 years	68	7.6%
I have only ever hunted [the species that I first targeted]	26	2.9%
Total	892	100.0%

Table BZ.14) **Which species have you ever targeted?**

	Count	Column Percent
Bear	311	35.8%
Deer	862	99.2%
Elk	327	37.6%
Other big game	268	30.8%
Others	20	2.3%
Predators	639	73.5%
Small game	801	92.2%
Turkey	729	83.9%
Upland game birds	751	86.4%
Waterfowl	624	71.8%
Wild pig / feral hog	349	40.2%
Total	869	100.0%

Current Hunting Activities

Table BZ.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	75	8.7%
Deer	813	94.1%
Elk	188	21.8%
Other big game	106	12.3%
Others	42	4.9%
Predators	440	50.9%
Small game	555	64.2%
Turkey	584	67.6%
Upland game birds	477	55.2%
Waterfowl	336	38.9%
Wild pig / feral hog	219	25.3%
Total	864	100.0%

Table BZ.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	820	91.6%
Shotgun	793	88.6%
Muzzleloader	563	62.9%
Traditional bow/compound bow	524	58.5%
Modern sporting rifle / AR platform / AK platform	352	39.3%
Handgun	332	37.1%
Crossbow	288	32.2%
Other	30	3.4%
Total	895	100.0%

Table BZ.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	236	34.1%
Deer	49	7.1%
Elk	139	20.1%
Other big game	153	22.1%
Predators	199	28.7%
Small Game	253	36.5%
Turkey	145	20.9%
Upland game birds	273	39.4%
Waterfowl	286	41.3%
Wild pig / feral hog	130	18.8%
Total number of hunters who have lapsed at least one species in their lifetime	693	100.0%

Table BZ.18) Why have you lapsed bear hunting?

	Count	Column Percent
Do not have time	77	36.5%
I moved to a new location where I am not able to do this type of hunting	40	19.0%
I do not have anybody to go with anymore	35	16.6%
Other, please describe	35	16.6%
Too expensive	32	15.2%
No hunting land available for this species anymore	20	9.5%
Medical reasons / disabilities	17	8.1%
No longer interested or did not enjoy this type of hunting	15	7.1%
I was not successful	13	6.2%
I need more training	4	1.9%
Total	211	100.0%

Current Shooting Activities

Table BZ.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	592	86.2%
Shotgun	587	85.4%
Traditional Rimfire Rifle	578	84.1%
Semiautomatic Handgun	556	80.9%
Revolver	470	68.4%
Traditional or Compound Bow	367	53.4%
Muzzleloader	349	50.8%
MSR	346	50.4%
Crossbow	213	31.0%
None of the Above	10	1.5%
Total	687	100.0%

Table BZ.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	534	77.6%
Plinking or informal target shooting with a Semi-automatic Handgun	508	73.8%
Plinking or informal target shooting with a traditional centerfire rifle	492	71.5%
Sighting-in rifle with a traditional centerfire rifle	464	67.4%
Plinking or informal target shooting with a Revolver	438	63.7%
Informal (backyard or testing) with a Shotgun	426	61.9%
Sighting-in rifle with a traditional rimfire rifle	397	57.7%
Pattern shotgun	372	54.1%
Target shooting with a traditional or compound bow	367	53.3%
Target shooting with a muzzleloader	349	50.7%
Sighting-in with a Semi-automatic Handgun	335	48.7%
Sporting clays with a Shotgun	323	46.9%
Plinking or informal target shooting with a MSR	307	44.6%
Sighting-In with a Shotgun	286	41.6%
Trap with a Shotgun	273	39.7%
Long range with a traditional centerfire rifle	264	38.4%
Skeet with a Shotgun	261	37.9%
Sighting-in with a Revolver	248	36.0%
Sighting-in rifle with a MSR	236	34.3%
Benchrest with a traditional centerfire rifle	225	32.7%
Load Testing/Development with a traditional centerfire rifle	213	31.0%
Target shooting with a crossbow	213	31.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	184	26.7%

Teaching/Informative with a Shotgun	164	23.8%
Teaching/Informative with a traditional rimfire rifle	162	23.5%
Teaching/Informative with a traditional centerfire rifle	159	23.1%
Teaching/Informative with a Semi-automatic Handgun	156	22.7%
Benchrest with a traditional rimfire rifle	156	22.7%
Testing (Ammo & firearm) with a Revolver	154	22.4%
Bullseye with a Semi-automatic Handgun	138	20.1%
Target shooting with an air rifle at a range	121	17.6%
Load Testing/Development with a MSR	117	17.0%
5 Stand with a Shotgun	108	15.7%
Teaching/Informative with a Revolver	107	15.6%
Silhouette with a Semi-automatic Handgun	105	15.3%
Teaching/Informative with a MSR	101	14.7%
Bullseye with a Revolver	101	14.7%
Long range with a MSR	100	14.5%
Load Testing/Development with a Semi-automatic Handgun	98	14.2%
Test reload with a Shotgun	97	14.1%
Load Testing/Development with a Revolver	97	14.1%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	96	14.0%
Long range with a traditional rimfire rifle	87	12.6%
Dog training with a shotgun	83	12.1%
Tactical with a MSR	81	11.8%
Wobble Trap with a Shotgun	80	11.6%
Silhouette with a Revolver	79	11.5%
Silhouette with a traditional centerfire rifle	75	10.9%
Training (Military / Defense / Law Enforcement) with a MSR	72	10.5%
Silhouette with a traditional rimfire rifle	69	10.0%
Benchrest with a MSR	67	9.7%
Load Testing/Development with a traditional rimfire rifle	53	7.7%
Silhouette with a MSR	48	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	43	6.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	42	6.1%
Tactical with a traditional centerfire rifle	38	5.5%
Steel Challenge with a Semi-automatic Handgun	35	5.1%
Bowling pin with a Semi-automatic Handgun	32	4.7%
Training (Military / Defense / Law Enforcement) with a Revolver	30	4.4%
Bowling pin with a Revolver	27	3.9%
Cowboy action with a Revolver	25	3.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	23	3.3%
Three (3) position with a traditional centerfire rifle	21	3.1%
Steel Challenge with a traditional rimfire rifle	19	2.8%
Steel Challenge with a traditional centerfire rifle	18	2.6%

Tactical with a traditional rimfire rifle	18	2.6%
Three (3) position with a traditional rimfire rifle	18	2.6%
IDPA with a Semi-automatic Handgun	17	2.5%
Steel Challenge with a MSR	15	2.2%
Steel Challenge with a Revolver	15	2.2%
Cowboy action with a traditional centerfire rifle	14	2.0%
Three (3) position with a MSR	14	2.0%
3 Gun with a Semi-automatic Handgun	14	2.0%
NRA high power with a traditional centerfire rifle	13	1.9%
3 Gun with a Shotgun	12	1.7%
Cowboy Action with a Shotgun	12	1.7%
3 Gun with a MSR	12	1.7%
None of the above	10	1.5%
IPSC with a Semi-automatic Handgun	9	1.3%
NRA high power with a MSR	7	1.0%
Cowboy action with a Semi-automatic Handgun	7	1.0%
3 Gun with a traditional centerfire rifle	5	0.7%
3 Gun with a Revolver	5	0.7%
IDPA with a Revolver	5	0.7%
Cowboy action with a traditional rimfire rifle	5	0.7%
NRA high power with a traditional rimfire rifle	4	0.6%
Schuetzen with a traditional centerfire rifle	2	0.3%
Schuetzen with a MSR	2	0.3%
Schuetzen with a traditional rimfire rifle	2	0.3%
IPSC with a Revolver	1	0.1%
3 Gun with a traditional rimfire rifle	1	0.1%
Total	688	100.0%

Bear Hunting Interest

Table BZ.21) Why haven't you ever (or within the past 3 years) hunted bear?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	157	41.9%
Places to hunt are too limited, no convenient place to hunt	101	26.9%
I do not have anyone to go with	87	23.2%
Too expensive	78	20.8%
No hunting land available	64	17.1%
Don't know how to start	61	16.3%
Do not have time	51	13.6%
There are other activities I'd rather do	38	10.1%
My hunting skills need improving / I need more training	29	7.7%
If I had a successful hunt I wouldn't know what to do with my harvest	26	6.9%
I am not able to buy a license	23	6.1%
I moved to a new home and don't know where to go	10	2.7%
Other	10	2.7%
Hunting rules are too complex	9	2.4%
Medical reasons / disability	7	1.9%
I don't own the proper equipment	2	0.5%
Total	375	100.0%

Influential Media and Individuals

Table BZ.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	469	54.5%
Father	243	28.3%
Self / nobody else	198	23.0%
Uncle / Aunt	82	9.5%
Sibling	80	9.3%
Co-worker	78	9.1%
Another relative	77	9.0%
Grandparent	53	6.2%
Children / grandchildren	41	4.8%
Neighbor	29	3.4%
Guide / outfitter	25	2.9%
Other, please specify	22	2.6%
Spouse	16	1.9%
Mother	11	1.3%
Total	860	100.0%

Table BZ.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	258	30.0%
Television shows	506	58.8%
Magazines	382	44.4%
Seminars	73	8.5%
Hunter education programs	109	12.7%
State wildlife management agencies	178	20.7%
Retailers	44	5.1%
Local clubs or social organizations	98	11.4%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	318	37.0%
Other, please specify	41	4.8%
Total	860	100.0%

Table BZ.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	173	67.1%
Fish and Wildlife agency produced videos	84	32.6%
How-to videos	143	55.4%
Informational/political/talk show style	36	14.0%
Professionals hunting/fishing/shooting	215	83.3%
Non-professionals (home videos) hunting/fishing/shooting	148	57.4%
Comedy/blooper videos	22	8.5%
Competitions	35	13.6%
Product reviews	105	40.7%
Other	1	0.4%
Total	258	100.0%

Table BZ.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	29	5.8%
Animal Planet	40	7.9%
Comcast SportsNet	2	0.4%
Discovery Channel	74	14.7%
ESPN/ESPN 2	34	6.7%
History Channel	67	13.3%
Military Channel	16	3.2%
National Geographic	50	9.9%
NBC Sports	18	3.6%
Outdoor Channel	434	86.1%
Pursuit Channel	225	44.6%
Sportsman Channel	360	71.4%
Sunshine Network / SUN Sports	3	0.6%
WildTV	20	4.0%
World Fishing Network	28	5.6%
Other national network	8	1.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	129	25.6%
I watched hunting/fishing TV, but don't remember the channel	81	16.1%
Total	504	100.0%

Table BZ.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	366	45.1%
Programming offered by the Fish / Wildlife Agency for my state of residence	309	38.1%
Books / magazines	299	36.8%
Membership in a non-profit organization specific to this type of hunting	239	29.4%
Programming offered by outdoor retailers	203	25.0%
YouTube videos	195	24.0%
Joining a local hunt club	160	19.7%
Online forums / blogs	153	18.8%
Other: Please describe	112	13.8%
Total	812	100.0%

Table BZ.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	97	31.4%	56	33.3%	85	32.9%	69	35.4%
	Google+	75	24.3%	43	25.6%	57	22.1%	52	26.7%
	Twitter	11	3.6%	12	7.1%	10	3.9%	10	5.1%
	Pinterest	12	3.9%	10	6.0%	12	4.7%	10	5.1%
	Instagram	32	10.4%	21	12.5%	23	8.9%	21	10.8%
	YouTube	141	45.6%	90	53.6%	133	51.6%	104	53.3%
	Television programs	184	59.5%	114	67.9%	152	58.9%	119	61.0%
	Books	94	30.4%	49	29.2%	90	34.9%	75	38.5%
	Magazines	243	78.6%	134	79.8%	183	70.9%	154	79.0%
	Online Forums	86	27.8%	54	32.1%	94	36.4%	75	38.5%
	Newsletter from hunting / wildlife groups or organizations	140	45.3%	89	53.0%	130	50.4%	119	61.0%
	Fish / Wildlife Agency for My State of Residence	187	60.5%	107	63.7%	187	72.5%	138	70.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	138	44.7%	75	44.6%	130	50.4%	103	52.8%
	Other	2	0.6%	4	2.4%	5	1.9%	3	1.5%
None Of The Above	6	1.9%	3	1.8%	4	1.6%	2	1.0%	
Total		309	100.0%	168	100.0%	258	100.0%	195	100.0%

Table BZ.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	66	43.1%	43	33.9%	76	30.4%	54	46.2%	30	29.1%
	Google+	44	28.8%	36	28.3%	72	28.8%	35	29.9%	18	17.5%
	Twitter	13	8.5%	7	5.5%	12	4.8%	9	7.7%	3	2.9%
	Pinterest	13	8.5%	5	3.9%	12	4.8%	9	7.7%	4	3.9%
	Instagram	27	17.6%	13	10.2%	23	9.2%	21	17.9%	6	5.8%
	YouTube	132	86.3%	71	55.9%	137	54.8%	84	71.8%	44	42.7%
	Television programs	95	62.1%	84	66.1%	163	65.2%	69	59.0%	60	58.3%
	Books	61	39.9%	52	40.9%	111	44.4%	54	46.2%	24	23.3%
	Magazines	120	78.4%	96	75.6%	230	92.0%	92	78.6%	77	74.8%
	Online Forums	63	41.2%	52	40.9%	80	32.0%	72	61.5%	25	24.3%
	Newsletter from hunting / wildlife groups or organizations	80	52.3%	72	56.7%	128	51.2%	67	57.3%	41	39.8%
	Fish / Wildlife Agency for My State of Residence	97	63.4%	83	65.4%	162	64.8%	75	64.1%	68	66.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	72	47.1%	62	48.8%	111	44.4%	61	52.1%	35	34.0%
	Other	3	2.0%	3	2.4%	3	1.2%	3	2.6%	6	5.8%
None Of The Above	1	0.7%	0	0.0%	1	0.4%	1	0.9%	3	2.9%	
Total		153	100.0%	127	100.0%	250	100.0%	117	100.0%	103	100.0%

Bear Hunting with a Traditional Rifle

Table BR.1) **Sample frame**

	Count
Have not hunted bear in the past 3 years, and have not hunted with a traditional rifle in that time either	152
Have not hunted bear in the past 3 years, but have hunted with a traditional rifle recently	2004
Have hunted bear in the past 3 years, but not with a traditional rifle	76
Total sample	2232

Table BR.2) How many respondents have hunted bear at some point in the past?

	Count
Have never hunted this species before	1711
Have hunted this species before	521
Total	2232

Demographic Information

Table BR.3) What is your current age?

	Count	Column Percent
18 to 24	28	1.6%
25 to 34	200	11.3%
35 to 44	313	17.7%
45 to 54	431	24.3%
55 to 64	511	28.8%
65 and older	290	16.4%
Total	1,773	100.0%

Table BR.4) What is your gender?

	Count	Column Percent
Male	1,721	96.9%
Female	55	3.1%
Total	1,776	100.0%

Table BR.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	51	2.9%
\$20,000 to \$29,999	51	2.9%
\$30,000 to \$39,999	82	4.7%
\$40,000 to \$49,999	120	6.8%
\$50,000 to \$74,999	341	19.4%
\$75,000 to \$99,999	333	18.9%
\$100,000 to \$149,999	449	25.5%
\$150,000 to \$200,000	191	10.8%
More than \$200,000	143	8.1%
Total	1,761	100.0%

Table BR.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	9	0.5%
High school graduation	346	19.5%
Trade school, associates degree or similar	565	31.8%
Bachelors degree	546	30.7%
Masters degree	237	13.3%
Ph D and higher	74	4.2%
Total	1,777	100.0%

Table BR.7) In which region do you live?

	Count	Column Percent
Northeast	194	10.9%
Midwest	621	35.0%
South	665	37.4%
West	283	15.9%
Canada	13	0.7%
Total	1,776	100.0%

Introduction to Hunting

Table BR.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	965	43.2%
11 to 17 years old	917	41.1%
18 to 24 years old	160	7.2%
25 to 34 years old	108	4.8%
35 to 44 years old	49	2.2%
45 to 54 years old	22	1.0%
55 to 64 years old	9	0.4%
65 years and older	2	0.1%
Total	2,232	100.0%

Table BR.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	4	0.2%
Deer	714	32.0%
Elk	23	1.0%
Other big game	13	0.6%
Predators	49	2.2%
Small game	1,174	52.6%
Turkey	74	3.3%
Upland game birds	521	23.3%
Waterfowl	146	6.5%
Wild pig / feral hog	52	2.3%
Others	42	1.9%
Total	2,232	100.0%

Table BR.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	12	0.5%
Compound bow	59	2.6%
Crossbow	6	0.3%
MSR	21	0.9%
No weapon / toy	54	2.4%
Revolver	1	0.0%
Semi-automatic handgun	10	0.4%
Shotgun	1,223	54.8%
Traditional bow	21	0.9%
Traditional rifle	821	36.8%
Other	2	0.1%
Total	2,230	100.0%

Table BR.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	83	3.7%
Aunt / Uncle	237	10.6%
Co-worker	32	1.4%
Father	1,301	58.4%
Friend	376	16.9%
Grandparent	243	10.9%
Guide / outfitter	9	0.4%
Mother	21	0.9%
Neighbor	55	2.5%
Nobody / I hunted alone on my first hunt	135	6.1%
Sibling	110	4.9%
Spouse	22	1.0%
Other	30	1.3%
Total	2,226	100.0%

Table BR.12) **What got you interested in hunting?**

	Count	Column Percent
It has always interested me	1,366	62.5%
Spend time with family or friends who already hunted	1,365	62.5%
Tradition / way of life	1,314	60.1%
Wanted to spend more time outdoors	1,237	56.6%
It's relaxing / an escape	917	42.0%
I wanted a challenge / adventure	808	37.0%
To become self-sufficient / become a provider / obtain my own meat	746	34.1%
Support conservation efforts	430	19.7%
Wanted to try a new sport	319	14.6%
To teach someone else / introduce my children or others to hunting	248	11.4%
Other Please write in	6	0.3%
Total	2,185	100.0%

Table BR.13) **For how long did you hunt the first species you targeted before targeting another species?**

	Count	Column Percent
1 season	623	28.1%
1 year	166	7.5%
2 - 5 years	903	40.7%
6 to 10 years	236	10.6%
More than 10 years	210	9.5%
I have only ever hunted [the species that I first targeted]	81	3.7%
Total	2,219	100.0%

Table BR.14) **Which species have you ever targeted?**

	Count	Column Percent
Bear	521	24.2%
Deer	2,099	97.6%
Elk	701	32.6%
Other big game	542	25.2%
Others	59	2.7%
Predators	1,398	65.0%
Small game	1,900	88.3%
Turkey	1,695	78.8%
Upland game birds	1,747	81.2%
Waterfowl	1,440	66.9%
Wild pig / feral hog	840	39.1%
Total	2,151	100.0%

Current Hunting Activities

Table BR.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	19	0.9%
Deer	1,941	90.9%
Elk	382	17.9%
Other big game	212	9.9%
Others	98	4.6%
Predators	958	44.9%
Small game	1,238	58.0%
Turkey	1,312	61.5%
Upland game birds	1,112	52.1%
Waterfowl	769	36.0%
Wild pig / feral hog	523	24.5%
Total	2,135	100.0%

Table BR.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,994	89.3%
Shotgun	1,956	87.6%
Traditional bow/compound bow	1,053	47.2%
Muzzleloader	964	43.2%
Modern sporting rifle / AR platform / AK platform	854	38.3%
Handgun	745	33.4%
Crossbow	594	26.6%
Other	47	2.1%
Total	2,232	100.0%

Table BR.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	502	29.9%
Deer	158	9.4%
Elk	319	19.0%
Other big game	308	18.4%
Predators	438	26.1%
Small Game	684	40.8%
Turkey	383	22.8%
Upland game birds	632	37.7%
Waterfowl	660	39.4%
Wild pig / feral hog	317	18.9%
Total number of hunters who have lapsed at least one species in their lifetime	1,677	100.0%

Table BR.18) Why have you lapsed bear hunting?

	Count	Column Percent
Do not have time	163	34.9%
I do not have anybody to go with anymore	85	18.2%
I moved to a new location where I am not able to do this type of hunting	76	16.3%
Too expensive	68	14.6%
Other, please describe	56	12.0%
No hunting land available for this species anymore	49	10.5%
Medical reasons / disabilities	42	9.0%
No longer interested or did not enjoy this type of hunting	35	7.5%
I was not successful	26	5.6%
I need more training	15	3.2%
Total	467	100.0%

Current Shooting Activities

Table BR.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,479	86.9%
Shotgun	1,432	84.1%
Semiautomatic Handgun	1,407	82.7%
Traditional Rimfire Rifle	1,393	81.8%
Revolver	1,156	67.9%
MSR	865	50.8%
Traditional or Compound Bow	760	44.7%
Muzzleloader	575	33.8%
Crossbow	420	24.7%
None of the Above	21	1.2%
Total	1,702	100.0%

Table BR.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	1,268	74.3%
Plinking or informal target shooting with a Semi-automatic Handgun	1,262	73.9%
Sighting-in rifle with a traditional centerfire rifle	1,184	69.4%
Plinking or informal target shooting with a traditional centerfire rifle	1,181	69.2%
Plinking or informal target shooting with a Revolver	1,062	62.2%
Informal (backyard or testing) with a Shotgun	1,019	59.7%
Sighting-in rifle with a traditional rimfire rifle	926	54.2%
Pattern shotgun	825	48.3%
Sighting-in with a Semi-automatic Handgun	794	46.5%
Sporting clays with a Shotgun	767	44.9%
Plinking or informal target shooting with a MSR	763	44.7%
Target shooting with a traditional or compound bow	760	44.5%
Skeet with a Shotgun	681	39.9%
Trap with a Shotgun	670	39.3%
Sighting-In with a Shotgun	632	37.0%
Long range with a traditional centerfire rifle	618	36.2%
Sighting-in rifle with a MSR	595	34.9%
Benchrest with a traditional centerfire rifle	589	34.5%
Target shooting with a muzzleloader	575	33.7%
Sighting-in with a Revolver	557	32.6%
Load Testing/Development with a traditional centerfire rifle	494	28.9%
Testing (Ammo & firearm) with a Semi-automatic Handgun	464	27.2%
Target shooting with a crossbow	420	24.6%

Teaching/Informative with a Semi-automatic Handgun	389	22.8%
Benchrest with a traditional rimfire rifle	369	21.6%
Teaching/Informative with a traditional rimfire rifle	357	20.9%
Teaching/Informative with a Shotgun	356	20.9%
Testing (Ammo & firearm) with a Revolver	354	20.7%
Teaching/Informative with a traditional centerfire rifle	351	20.6%
Bullseye with a Semi-automatic Handgun	333	19.5%
Target shooting with an air rifle at a range	304	17.8%
Silhouette with a Semi-automatic Handgun	273	16.0%
Teaching/Informative with a Revolver	258	15.1%
5 Stand with a Shotgun	252	14.8%
Teaching/Informative with a MSR	252	14.8%
Load Testing/Development with a MSR	245	14.4%
Load Testing/Development with a Semi-automatic Handgun	242	14.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	240	14.1%
Bullseye with a Revolver	228	13.4%
Long range with a MSR	221	12.9%
Load Testing/Development with a Revolver	212	12.4%
Wobble Trap with a Shotgun	205	12.0%
Tactical with a MSR	201	11.8%
Benchrest with a MSR	188	11.0%
Test reload with a Shotgun	187	11.0%
Training (Military / Defense / Law Enforcement) with a MSR	179	10.5%
Dog training with a shotgun	169	9.9%
Silhouette with a traditional centerfire rifle	166	9.7%
Long range with a traditional rimfire rifle	165	9.7%
Silhouette with a traditional rimfire rifle	161	9.4%
Silhouette with a Revolver	160	9.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	119	7.0%
Load Testing/Development with a traditional rimfire rifle	111	6.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	110	6.4%
Tactical with a traditional centerfire rifle	108	6.3%
Silhouette with a MSR	101	5.9%
Bowling pin with a Semi-automatic Handgun	98	5.7%
Steel Challenge with a Semi-automatic Handgun	90	5.3%
Training (Military / Defense / Law Enforcement) with a Revolver	80	4.7%
3 Gun with a Semi-automatic Handgun	60	3.5%
3 Gun with a Shotgun	59	3.5%
Cowboy action with a Revolver	59	3.5%
IDPA with a Semi-automatic Handgun	58	3.4%
Bowling pin with a Revolver	55	3.2%
3 Gun with a MSR	54	3.2%
Three (3) position with a traditional centerfire rifle	50	2.9%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	49	2.9%
Steel Challenge with a traditional centerfire rifle	48	2.8%
Steel Challenge with a MSR	40	2.3%
Three (3) position with a MSR	38	2.2%
Three (3) position with a traditional rimfire rifle	38	2.2%
Steel Challenge with a Revolver	37	2.2%
Tactical with a traditional rimfire rifle	37	2.2%
Steel Challenge with a traditional rimfire rifle	31	1.8%
IPSC with a Semi-automatic Handgun	28	1.6%
Cowboy action with a traditional centerfire rifle	27	1.6%
Cowboy Action with a Shotgun	25	1.5%
NRA high power with a traditional centerfire rifle	22	1.3%
None of the above	21	1.2%
NRA high power with a MSR	16	0.9%
Cowboy action with a Semi-automatic Handgun	16	0.9%
3 Gun with a traditional centerfire rifle	11	0.6%
IDPA with a Revolver	11	0.6%
Cowboy action with a traditional rimfire rifle	8	0.5%
3 Gun with a traditional rimfire rifle	5	0.3%
IPSC with a Revolver	4	0.2%
Schuetzen with a traditional centerfire rifle	3	0.2%
Schuetzen with a MSR	3	0.2%
3 Gun with a Revolver	3	0.2%
Schuetzen with a traditional rimfire rifle	3	0.2%
NRA high power with a traditional rimfire rifle	2	0.1%
Cowboy action with a MSR	1	0.1%
Total	1,707	100.0%

Bear Hunting Interest

Table BR.21) Why haven't you ever (or within the past 3 years) hunted bear?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	436	38.2%
Places to hunt are too limited, no convenient place to hunt	322	28.2%
I do not have anyone to go with	281	24.6%
Too expensive	246	21.6%
Don't know how to start	189	16.6%
No hunting land available	183	16.1%
Do not have time	162	14.2%
There are other activities I'd rather do	103	9.0%
If I had a successful hunt I wouldn't know what to do with my harvest	96	8.4%
My hunting skills need improving / I need more training	92	8.1%
I am not able to buy a license	67	5.9%
Medical reasons / disability	33	2.9%
I moved to a new home and don't know where to go	32	2.8%
Hunting rules are too complex	27	2.4%
Other	24	2.1%
I don't own the proper equipment	14	1.2%
Total	1,140	100.0%

Influential Media and Individuals

Table BR.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,143	53.7%
Father	581	27.3%
Self / nobody else	415	19.5%
Another relative	188	8.8%
Uncle / Aunt	185	8.7%
Sibling	178	8.4%
Co-worker	178	8.4%
Grandparent	148	7.0%
Children / grandchildren	94	4.4%
Neighbor	81	3.8%
Guide / outfitter	61	2.9%
Spouse	58	2.7%
Other, please specify	41	1.9%
Mother	14	0.7%
Total	2,128	100.0%

Table BR.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	643	30.6%
Television shows	1,157	55.0%
Magazines	858	40.8%
Seminars	137	6.5%
Hunter education programs	214	10.2%
State wildlife management agencies	374	17.8%
Retailers	110	5.2%
Local clubs or social organizations	226	10.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	756	36.0%
Other, please specify	98	4.7%
Total	2,102	100.0%

Table BR.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	350	54.5%
Fish and Wildlife agency produced videos	177	27.6%
How-to videos	352	54.8%
Informational/political/talk show style	83	12.9%
Professionals hunting/fishing/shooting	495	77.1%
Non-professionals (home videos) hunting/fishing/shooting	364	56.7%
Comedy/blooper videos	44	6.9%
Competitions	86	13.4%
Product reviews	238	37.1%
Other	5	0.8%
Total	642	100.0%

Table BR.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	75	6.5%
Animal Planet	90	7.8%
Comcast SportsNet	4	0.3%
Discovery Channel	150	13.0%
ESPN/ESPN 2	60	5.2%
History Channel	131	11.4%
Military Channel	41	3.6%
National Geographic	117	10.2%
NBC Sports	36	3.1%
Outdoor Channel	980	85.1%
Pursuit Channel	432	37.5%
Sportsman Channel	787	68.3%
Sunshine Network / SUN Sports	7	0.6%
WildTV	29	2.5%
World Fishing Network	58	5.0%
Other national network	11	1.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	247	21.4%
I watched hunting/fishing TV, but don't remember the channel	211	18.3%
Total	1,152	100.0%

Table BR.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	899	44.3%
Programming offered by the Fish / Wildlife Agency for my state of residence	717	35.3%
Books / magazines	687	33.8%
Membership in a non-profit organization specific to this type of hunting	584	28.8%
YouTube videos	531	26.1%
Programming offered by outdoor retailers	487	24.0%
Joining a local hunt club	480	23.6%
Online forums / blogs	377	18.6%
Other: Please describe	198	9.7%
Total	2,031	100.0%

Table BR.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	243	31.2%	142	34.7%	187	31.2%	164	34.6%
	Google+	155	19.9%	91	22.2%	123	20.5%	100	21.1%
	Twitter	29	3.7%	25	6.1%	31	5.2%	25	5.3%
	Pinterest	35	4.5%	26	6.4%	37	6.2%	24	5.1%
	Instagram	84	10.8%	55	13.4%	74	12.3%	60	12.7%
	YouTube	363	46.5%	222	54.3%	297	49.5%	251	53.0%
	Television programs	422	54.1%	249	60.9%	325	54.2%	267	56.3%
	Books	192	24.6%	122	29.8%	166	27.7%	161	34.0%
	Magazines	575	73.7%	309	75.6%	403	67.2%	353	74.5%
	Online Forums	225	28.8%	137	33.5%	210	35.0%	171	36.1%
	Newsletter from hunting / wildlife groups or organizations	331	42.4%	187	45.7%	274	45.7%	257	54.2%
	Fish / Wildlife Agency for My State of Residence	433	55.5%	248	60.6%	404	67.3%	294	62.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	292	37.4%	174	42.5%	276	46.0%	222	46.8%
	Other	17	2.2%	7	1.7%	12	2.0%	8	1.7%
	None Of The Above	12	1.5%	4	1.0%	10	1.7%	6	1.3%
Total		780	100.0%	409	100.0%	600	100.0%	474	100.0%

Table BR.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	160	36.3%	133	32.6%	155	26.5%	105	34.7%	40	23.7%
	Google+	98	22.2%	87	21.3%	131	22.4%	68	22.4%	30	17.8%
	Twitter	35	7.9%	28	6.9%	31	5.3%	24	7.9%	5	3.0%
	Pinterest	36	8.2%	22	5.4%	29	5.0%	21	6.9%	5	3.0%
	Instagram	77	17.5%	52	12.7%	61	10.4%	49	16.2%	11	6.5%
	YouTube	362	82.1%	210	51.5%	300	51.4%	202	66.7%	79	46.7%
	Television programs	245	55.6%	229	56.1%	350	59.9%	164	54.1%	93	55.0%
	Books	142	32.2%	133	32.6%	235	40.2%	106	35.0%	41	24.3%
	Magazines	314	71.2%	293	71.8%	516	88.4%	215	71.0%	119	70.4%
	Online Forums	182	41.3%	143	35.0%	190	32.5%	174	57.4%	48	28.4%
	Newsletter from hunting / wildlife groups or organizations	191	43.3%	185	45.3%	264	45.2%	140	46.2%	62	36.7%
	Fish / Wildlife Agency for My State of Residence	230	52.2%	234	57.4%	336	57.5%	165	54.5%	105	62.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	173	39.2%	157	38.5%	239	40.9%	136	44.9%	59	34.9%
	Other	7	1.6%	14	3.4%	11	1.9%	10	3.3%	5	3.0%
	None Of The Above	4	0.9%	6	1.5%	3	0.5%	3	1.0%	6	3.6%
	Total		441	100.0%	408	100.0%	584	100.0%	303	100.0%	169

Deer Hunting

This section includes only those responses from individuals who do not currently deer hunt, but would be interested in doing so. Further chapters will note data collected from those who currently deer hunt and would like to hunt with a different firearm, bow or crossbow.

- More than half (54.3%) of those interested in hunting deer have hunted upland game birds within the past 3 years (Table D.13).
- 48% of those interested in deer hunting have gone shooting with an MSR within the past 3 years (Table D.17)
- Half (50.5%) of those who could be persuaded to deer hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table D.26).

Demographic Information

Table D.1) What is your current age?

	Count	Column Percent
18 to 24	10	1.8%
25 to 34	47	8.6%
35 to 44	62	11.3%
45 to 54	112	20.4%
55 to 64	160	29.2%
65 and older	157	28.6%
Total	548	100.0%

Table D.2) What is your gender?

	Count	Column Percent
Male	530	96.4%
Female	20	3.6%
Total	550	100.0%

Table D.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	25	4.6%
\$20,000 to \$29,999	12	2.2%
\$30,000 to \$39,999	23	4.2%
\$40,000 to \$49,999	49	9.0%
\$50,000 to \$74,999	117	21.5%
\$75,000 to \$99,999	82	15.1%
\$100,000 to \$149,999	139	25.6%
\$150,000 to \$200,000	62	11.4%
More than \$200,000	35	6.4%
Total	544	100.0%

Table D.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.9%
High school graduation	106	19.2%
Trade school, associates degree or similar	156	28.3%
Bachelors degree	185	33.6%
Masters degree	75	13.6%
Ph D and higher	24	4.4%
Total	551	100.0%

Table D.5) In which region do you live?

	Count	Column Percent
Northeast	36	6.5%
Midwest	157	28.5%
South	151	27.5%
West	199	36.2%
Canada	7	1.3%
Total	550	100.0%

Introduction to Hunting

Table D.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	255	35.9%
11 to 17 years old	306	43.0%
18 to 24 years old	62	8.7%
25 to 34 years old	41	5.8%
35 to 44 years old	27	3.8%
45 to 54 years old	13	1.8%
55 to 64 years old	7	1.0%
65 years and older	0	0.0%
Total	711	100.0%

Table D.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	2	0.3%
Deer	108	15.2%
Elk	19	2.7%
Other big game	8	1.1%
Predators	29	4.1%
Small game	350	49.3%
Turkey	38	5.4%
Upland game birds	253	35.6%
Waterfowl	80	11.3%
Wild pig / feral hog	25	3.5%
Others	24	3.4%
Total	710	100.0%

Table D.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	2	0.3%
Compound bow	11	1.6%
Crossbow	0	0.0%
MSR	11	1.6%
No weapon / toy	16	2.3%
Revolver	1	0.1%
Semi-automatic handgun	3	0.4%
Shotgun	407	57.4%
Traditional bow	6	0.8%
Traditional rifle	249	35.1%
Other	3	0.4%
Total	709	100.0%

Table D.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	31	4.4%
Aunt / Uncle	77	10.9%
Co-worker	15	2.1%
Father	360	51.0%
Friend	139	19.7%
Grandparent	73	10.3%
Guide / outfitter	3	0.4%
Mother	0	0.0%
Neighbor	19	2.7%
Nobody / I hunted alone on my first hunt	61	8.6%
Sibling	31	4.4%
Spouse	15	2.1%
Other	8	1.1%
Total	706	100.0%

Table D.10) What got you interested in hunting?

	Count	Column Percent
It has always interested me	396	58.5%
Spend time with family or friends who already hunted	395	58.3%
Wanted to spend more time outdoors	394	58.2%
Tradition / way of life	359	53.0%
I wanted a challenge / adventure	290	42.8%
It's relaxing / an escape	290	42.8%
To become self-sufficient / become a provider / obtain my own meat	248	36.6%
Support conservation efforts	149	22.0%
Wanted to try a new sport	121	17.9%
To teach someone else / introduce my children or others to hunting	65	9.6%
Other Please write in	5	0.7%
Total	677	100.0%

Table D.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	132	18.7%
1 year	47	6.6%
2 - 5 years	238	33.7%
6 to 10 years	79	11.2%
More than 10 years	112	15.8%
I have only ever hunted [the species that I first targeted]	99	14.0%
Total	707	100.0%

Table D.12) Which species have you ever targeted?

	Count	Column Percent
Bear	95	15.5%
Deer	480	78.3%
Elk	180	29.4%
Other big game	123	20.1%
Others	22	3.6%
Predators	293	47.8%
Small game	494	80.6%
Turkey	331	54.0%
Upland game birds	473	77.2%
Waterfowl	383	62.5%
Wild pig / feral hog	186	30.3%
Total	613	100.0%

Current Hunting Activities

Table D.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	21	3.7%
Deer	0	0.0%
Elk	85	15.0%
Other big game	38	6.7%
Others	27	4.8%
Predators	138	24.4%
Small game	264	46.7%
Turkey	173	30.6%
Upland game birds	307	54.3%
Waterfowl	191	33.8%
Wild pig / feral hog	96	17.0%
Total	565	100.0%

Table D.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	589	82.7%
Traditional rifle (centerfire or rimfire)	501	70.4%
Modern sporting rifle / AR platform / AK platform	219	30.8%
Handgun	167	23.5%
Traditional bow/compound bow	130	18.3%
Muzzleloader	82	11.5%
Crossbow	45	6.3%
Other	20	2.8%
Total	712	100.0%

Table D.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	74	77.9%
Deer	480	100%
Elk	95	52.7%
Other big game	79	64.2%
Predators	154	52.6%
Small Game	237	48.0%
Turkey	158	47.7%
Upland game birds	166	35.1%
Waterfowl	191	49.9%
Wild pig / feral hog	90	48.4%
Total number of hunters who have lapsed at least one species in their lifetime	541	

Table D.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Bear		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	369	21.3%	100	20.9%	13	17.6%	34	21.5%
I moved to a new location where I am not able to do this type of hunting	267	15.4%	73	15.2%	11	14.9%	23	14.6%
No hunting land available for this species anymore	258	14.9%	71	14.8%	5	6.8%	27	17.1%
Do not have time	469	27.1%	137	28.6%	12	16.2%	45	28.5%
Too expensive	175	10.1%	56	11.7%	8	10.8%	12	7.6%
No longer interested or did not enjoy this type of hunting	224	12.9%	30	6.3%	21	28.4%	21	13.3%
I was not successful	26	1.5%	15	3.1%	1	1.4%	2	1.3%
I need more training	32	1.8%	13	2.7%	1	1.4%	5	3.2%
I have a disability, an illness or an age-related reason that prevents me	167	9.6%	48	10.0%	12	16.2%	11	7.0%
Other, please describe	195	11.3%	71	14.8%	9	12.2%	6	3.8%
Total	1,731	100%	479	100%	74	100%	158	100%

Table D.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	36	15.2%	57	29.8%	22	23.2%	16	20.3%
I moved to a new location where I am not able to do this type of hunting	31	13.1%	24	12.6%	22	23.2%	11	13.9%
No hunting land available for this species anymore	40	16.9%	24	12.6%	9	9.5%	6	7.6%
Do not have time	63	26.6%	46	24.1%	22	23.2%	19	24.1%
Too expensive	4	1.7%	17	8.9%	28	29.5%	17	21.5%
No longer interested or did not enjoy this type of hunting	58	24.5%	42	22.0%	5	5.3%	2	2.5%
I was not successful	1	0.4%	1	0.5%	3	3.2%	0	0.0%
I need more training	3	1.3%	2	1.0%	1	1.1%	1	1.3%
I have a disability, an illness or an age-related reason that prevents me	18	7.6%	19	9.9%	13	13.7%	6	7.6%
Other, please describe	24	10.1%	18	9.4%	12	12.6%	13	16.5%
Total	237	100%	191	100%	95	100%	79	100%

Table D.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	42	25.3%	29	18.8%	1	12.5%	19	21.1%
I moved to a new location where I am not able to do this type of hunting	30	18.1%	20	13.0%	0	0.0%	22	24.4%
No hunting land available for this species anymore	36	21.7%	23	14.9%	4	50.0%	13	14.4%
Do not have time	39	23.5%	57	37.0%	2	25.0%	27	30.0%
Too expensive	15	9.0%	3	1.9%	2	25.0%	13	14.4%
No longer interested or did not enjoy this type of hunting	15	9.0%	24	15.6%	0	0.0%	6	6.7%
I was not successful	0	0.0%	1	0.6%	0	0.0%	2	2.2%
I need more training	1	0.6%	2	1.3%	0	0.0%	3	3.3%
I have a disability, an illness or an age-related reason that prevents me	22	13.3%	10	6.5%	0	0.0%	8	8.9%
Other, please describe	23	13.9%	13	8.4%	0	0.0%	6	6.7%
Total	166	100%	154	100%	8	100%	90	100%

Current Shooting Activities

Table D.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	431	79.2%
Shotgun	423	77.8%
Traditional Rimfire Rifle	405	74.4%
Traditional Centerfire Rifle	392	72.1%
Revolver	328	60.3%
MSR	261	48.0%
Traditional or Compound Bow	107	19.7%
Muzzleloader	63	11.6%
Crossbow	35	6.4%
None of the Above	13	2.4%
Total	544	100.0%

Table D.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	390	71.7%
Plinking or informal target shooting with a traditional rimfire rifle	368	67.6%
Plinking or informal target shooting with a traditional centerfire rifle	319	58.6%
Plinking or informal target shooting with a Revolver	293	53.9%
Sighting-in rifle with a traditional centerfire rifle	270	49.6%
Sporting clays with a Shotgun	252	46.3%
Informal (backyard or testing) with a Shotgun	250	46.0%
Sighting-in rifle with a traditional rimfire rifle	244	44.9%
Plinking or informal target shooting with a MSR	222	40.8%
Sighting-in with a Semi-automatic Handgun	220	40.4%
Skeet with a Shotgun	216	39.7%
Trap with a Shotgun	210	38.6%
Pattern shotgun	195	35.8%
Sighting-in rifle with a MSR	169	31.1%
Benchrest with a traditional centerfire rifle	156	28.7%
Testing (Ammo & firearm) with a Semi-automatic Handgun	144	26.5%
Long range with a traditional centerfire rifle	140	25.7%
Sighting-in with a Revolver	127	23.3%
Load Testing/Development with a traditional centerfire rifle	119	21.9%
Sighting-In with a Shotgun	117	21.5%
Teaching/Informative with a Semi-automatic Handgun	109	20.0%
Target shooting with a traditional or compound bow	107	19.7%
Bullseye with a Semi-automatic Handgun	98	18.0%

Testing (Ammo & firearm) with a Revolver	96	17.6%
Teaching/Informative with a Shotgun	91	16.7%
5 Stand with a Shotgun	90	16.5%
Teaching/Informative with a traditional rimfire rifle	90	16.5%
Benchrest with a traditional rimfire rifle	87	16.0%
Silhouette with a Semi-automatic Handgun	83	15.3%
Target shooting with an air rifle at a range	81	14.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	80	14.7%
Teaching/Informative with a traditional centerfire rifle	79	14.5%
Load Testing/Development with a Semi-automatic Handgun	74	13.6%
Bullseye with a Revolver	72	13.2%
Teaching/Informative with a Revolver	69	12.7%
Wobble Trap with a Shotgun	67	12.3%
Load Testing/Development with a MSR	64	11.8%
Long range with a MSR	64	11.8%
Dog training with a shotgun	64	11.8%
Tactical with a MSR	63	11.6%
Load Testing/Development with a Revolver	63	11.6%
Target shooting with a muzzleloader	63	11.6%
Benchrest with a MSR	62	11.4%
Test reload with a Shotgun	59	10.8%
Training (Military / Defense / Law Enforcement) with a MSR	57	10.5%
Teaching/Informative with a MSR	56	10.3%
Silhouette with a traditional centerfire rifle	52	9.6%
Long range with a traditional rimfire rifle	43	7.9%
Silhouette with a traditional rimfire rifle	41	7.5%
Bowling pin with a Semi-automatic Handgun	38	7.0%
Silhouette with a Revolver	37	6.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	35	6.4%
Target shooting with a crossbow	35	6.4%
Steel Challenge with a Semi-automatic Handgun	30	5.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	29	5.3%
Tactical with a traditional centerfire rifle	27	5.0%
Silhouette with a MSR	27	5.0%
3 Gun with a Shotgun	24	4.4%
Bowling pin with a Revolver	23	4.2%
Load Testing/Development with a traditional rimfire rifle	23	4.2%
3 Gun with a Semi-automatic Handgun	22	4.0%
3 Gun with a MSR	21	3.9%
IDPA with a Semi-automatic Handgun	21	3.9%
Training (Military / Defense / Law Enforcement) with a Revolver	21	3.9%
Steel Challenge with a traditional centerfire rifle	19	3.5%
Cowboy action with a Revolver	16	2.9%

Steel Challenge with a traditional rimfire rifle	16	2.9%
Steel Challenge with a MSR	15	2.8%
Steel Challenge with a Revolver	14	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	2.6%
Three (3) position with a traditional centerfire rifle	13	2.4%
Three (3) position with a MSR	13	2.4%
None of the above	13	2.4%
IPSC with a Semi-automatic Handgun	12	2.2%
Cowboy action with a traditional centerfire rifle	8	1.5%
Tactical with a traditional rimfire rifle	8	1.5%
Cowboy Action with a Shotgun	7	1.3%
Three (3) position with a traditional rimfire rifle	7	1.3%
NRA high power with a traditional centerfire rifle	4	0.7%
NRA high power with a MSR	4	0.7%
Cowboy action with a Semi-automatic Handgun	4	0.7%
Cowboy action with a traditional rimfire rifle	3	0.6%
IDPA with a Revolver	2	0.4%
IPSC with a Revolver	2	0.4%
3 Gun with a traditional centerfire rifle	1	0.2%
Schuetzen with a traditional centerfire rifle	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Total	544	100.0%

Deer Hunting Interest

Table D.19) Which methods would you be interested in using in order to target deer?

	Count	Column Percent
Traditional rifle	537	75.4%
MSR	284	39.9%
Traditional / compound bow	242	34.0%
Muzzleloader	212	29.8%
Shotgun	197	27.7%
Crossbow	175	24.6%
Handgun	171	24.0%
Total	712	100.0%

Table D.20) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
I do not have anyone to go with	29	33.7%
Don't know how to start	22	25.6%
This species is not found in my part of the country, or it is not legal to hunt	22	25.6%
Places to hunt are too limited, no convenient place to hunt	22	25.6%
My hunting skills need improving / I need more training	18	20.9%
Too expensive	15	17.4%
No hunting land available	14	16.3%
Do not have time	14	16.3%
If I had a successful hunt I wouldn't know what to do with my harvest	10	11.6%
There are other activities I'd rather do	6	7.0%
I moved to a new home and don't know where to go	5	5.8%
I don't own the proper equipment	4	4.7%
Medical reasons / disability	4	4.7%
Other	4	4.7%
I am not able to buy a license	3	3.5%
Hunting rules are too complex	1	1.2%
Total	86	100.0%

Influential Media and Individuals

Table D.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table D.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	194	32.5%
Television shows	279	46.7%
Magazines	223	37.4%
Seminars	31	5.2%
Hunter education programs	72	12.1%
State wildlife management agencies	123	20.6%
Retailers	33	5.5%
Local clubs or social organizations	66	11.1%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	200	33.5%
Other, please specify	27	4.5%
Total	597	100.0%

Table D.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	95	49.2%
Fish and Wildlife agency produced videos	55	28.5%
How-to videos	103	53.4%
Informational/political/talk show style	17	8.8%
Professionals hunting/fishing/shooting	149	77.2%
Non-professionals (home videos) hunting/fishing/shooting	104	53.9%
Comedy/blooper videos	8	4.1%
Competitions	23	11.9%
Product reviews	69	35.8%
Other	3	1.6%
Total	193	100.0%

Table D.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	23	8.3%
Animal Planet	16	5.8%
Comcast SportsNet	5	1.8%
Discovery Channel	37	13.3%
ESPN/ESPN 2	10	3.6%
History Channel	33	11.9%
Military Channel	16	5.8%
National Geographic	30	10.8%
NBC Sports	11	4.0%
Outdoor Channel	220	79.1%
Pursuit Channel	63	22.7%
Sportsman Channel	165	59.4%
Sunshine Network / SUN Sports	5	1.8%
WildTV	8	2.9%
World Fishing Network	25	9.0%
Other national network	4	1.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	61	21.9%
I watched hunting/fishing TV, but don't remember the channel	74	26.6%
Total	278	100.0%

Table D.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	241	39.6%
An invitation from a friend / family member	241	39.6%
Books / magazines	197	32.4%
YouTube videos	192	31.6%
Joining a local hunt club	180	29.6%
Membership in a non-profit organization specific to this type of hunting	174	28.6%
Programming offered by outdoor retailers	145	23.8%
Online forums / blogs	124	20.4%
Other: Please describe	59	9.7%
Total	608	100.0%

Table D.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	38	19.8%	31	27.0%	53	26.4%	41	30.4%
	Google+	26	13.5%	27	23.5%	41	20.4%	23	17.0%
	Twitter	9	4.7%	6	5.2%	13	6.5%	13	9.6%
	Pinterest	5	2.6%	4	3.5%	4	2.0%	3	2.2%
	Instagram	10	5.2%	11	9.6%	24	11.9%	14	10.4%
	YouTube	97	50.5%	71	61.7%	120	59.7%	72	53.3%
	Television programs	93	48.4%	64	55.7%	99	49.3%	81	60.0%
	Books	44	22.9%	30	26.1%	51	25.4%	44	32.6%
	Magazines	127	66.1%	85	73.9%	131	65.2%	106	78.5%
	Online Forums	59	30.7%	40	34.8%	78	38.8%	51	37.8%
	Newsletter from hunting / wildlife groups or organizations	77	40.1%	56	48.7%	96	47.8%	77	57.0%
	Fish / Wildlife Agency for My State of Residence	92	47.9%	69	60.0%	130	64.7%	73	54.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	67	34.9%	44	38.3%	79	39.3%	58	43.0%
	Other	3	1.6%	2	1.7%	2	1.0%	2	1.5%
	None Of The Above	7	3.6%	3	2.6%	4	2.0%	1	0.7%
Total		192	100.0%	115	100.0%	201	100.0%	135	100.0%

Table D.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	38	23.3%	41	27.7%	31	19.0%	26	26.0%	8	15.1%
	Google+	29	17.8%	26	17.6%	29	17.8%	17	17.0%	12	22.6%
	Twitter	12	7.4%	11	7.4%	11	6.7%	8	8.0%	1	1.9%
	Pinterest	9	5.5%	4	2.7%	3	1.8%	4	4.0%	1	1.9%
	Instagram	18	11.0%	15	10.1%	11	6.7%	13	13.0%	0	0.0%
	YouTube	134	82.2%	83	56.1%	85	52.1%	69	69.0%	21	39.6%
	Television programs	90	55.2%	75	50.7%	90	55.2%	56	56.0%	27	50.9%
	Books	45	27.6%	37	25.0%	70	42.9%	35	35.0%	12	22.6%
	Magazines	107	65.6%	103	69.6%	138	84.7%	61	61.0%	33	62.3%
	Online Forums	59	36.2%	56	37.8%	54	33.1%	57	57.0%	17	32.1%
	Newsletter from hunting / wildlife groups or organizations	56	34.4%	64	43.2%	77	47.2%	46	46.0%	11	20.8%
	Fish / Wildlife Agency for My State of Residence	80	49.1%	78	52.7%	90	55.2%	60	60.0%	30	56.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	44	27.0%	51	34.5%	58	35.6%	32	32.0%	18	34.0%
	Other	2	1.2%	4	2.7%	5	3.1%	4	4.0%	4	7.5%
None Of The Above	2	1.2%	5	3.4%	1	0.6%	1	1.0%	2	3.8%	
Total		163	100.0%	148	100.0%	163	100.0%	100	100.0%	53	100.0%

Deer Hunting with a Crossbow

Table DC.1) **Sample frame**

	Count
Have not hunted deer in the past 3 years, and have not hunted with a crossbow in that time either	125
Have not hunted deer in the past 3 years, but have hunted with a crossbow recently	50
Have hunted deer in the past 3 years, but not with a crossbow	1451
Total sample	1626

Table DC.2) How many respondents have hunted deer at some point in the past?

	Count
Have never hunted this species before	96
Have hunted this species before	1530
Total	1626

Demographic Information

Table DC.3) What is your current age?

	Count	Column Percent
18 to 24	11	0.8%
25 to 34	81	6.1%
35 to 44	174	13.1%
45 to 54	309	23.2%
55 to 64	435	32.7%
65 and older	322	24.2%
Total	1,332	100.0%

Table DC.4) What is your gender?

	Count	Column Percent
Male	1,306	97.8%
Female	29	2.2%
Total	1,335	100.0%

Table DC.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	33	2.5%
\$20,000 to \$29,999	39	2.9%
\$30,000 to \$39,999	67	5.1%
\$40,000 to \$49,999	109	8.2%
\$50,000 to \$74,999	264	19.9%
\$75,000 to \$99,999	265	20.0%
\$100,000 to \$149,999	322	24.3%
\$150,000 to \$200,000	128	9.7%
More than \$200,000	98	7.4%
Total	1,325	100.0%

Table DC.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	9	0.7%
High school graduation	282	21.1%
Trade school, associates degree or similar	456	34.2%
Bachelors degree	376	28.2%
Masters degree	150	11.2%
Ph D and higher	62	4.6%
Total	1,335	100.0%

Table DC.7) In which region do you live?

	Count	Column Percent
Northeast	228	17.1%
Midwest	428	32.1%
South	483	36.2%
West	179	13.4%
Canada	16	1.2%
Total	1,334	100.0%

Introduction to Hunting

Table DC.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	663	40.8%
11 to 17 years old	731	45.0%
18 to 24 years old	115	7.1%
25 to 34 years old	64	3.9%
35 to 44 years old	30	1.8%
45 to 54 years old	14	0.9%
55 to 64 years old	5	0.3%
65 years and older	4	0.2%
Total	1,626	100.0%

Table DC.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	10	0.6%
Deer	453	27.9%
Elk	17	1.0%
Other big game	8	0.5%
Predators	32	2.0%
Small game	908	55.8%
Turkey	52	3.2%
Upland game birds	431	26.5%
Waterfowl	100	6.2%
Wild pig / feral hog	29	1.8%
Others	43	2.6%
Total	1,626	100.0%

Table DC.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	6	0.4%
Compound bow	24	1.5%
Crossbow	2	0.1%
MSR	14	0.9%
No weapon / toy	58	3.6%
Revolver	3	0.2%
Semi-automatic handgun	7	0.4%
Shotgun	909	56.0%
Traditional bow	14	0.9%
Traditional rifle	582	35.9%
Other	4	0.2%
Total	1,623	100.0%

Table DC.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	68	4.2%
Aunt / Uncle	170	10.5%
Co-worker	31	1.9%
Father	971	59.8%
Friend	263	16.2%
Grandparent	164	10.1%
Guide / outfitter	3	0.2%
Mother	17	1.0%
Neighbor	41	2.5%
Nobody / I hunted alone on my first hunt	97	6.0%
Sibling	91	5.6%
Spouse	15	0.9%
Other	13	0.8%
Total	1,623	100.0%

Table DC.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,020	64.3%
It has always interested me	985	62.1%
Wanted to spend more time outdoors	968	61.0%
Tradition / way of life	952	60.0%
It's relaxing / an escape	674	42.5%
I wanted a challenge / adventure	595	37.5%
To become self-sufficient / become a provider / obtain my own meat	546	34.4%
Support conservation efforts	286	18.0%
Wanted to try a new sport	247	15.6%
To teach someone else / introduce my children or others to hunting	143	9.0%
Other Please write in	3	0.2%
Total	1,586	100.0%

Table DC.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	421	26.1%
1 year	117	7.2%
2 - 5 years	650	40.2%
6 to 10 years	201	12.4%
More than 10 years	153	9.5%
I have only ever hunted [the species that I first targeted]	74	4.6%
Total	1,616	100.0%

Table DC.14) Which species have you ever targeted?

	Count	Column Percent
Bear	505	32.5%
Deer	1,530	98.6%
Elk	493	31.8%
Other big game	379	24.4%
Others	38	2.4%
Predators	966	62.2%
Small game	1,392	89.7%
Turkey	1,234	79.5%
Upland game birds	1,317	84.9%
Waterfowl	1,061	68.4%
Wild pig / feral hog	566	36.5%
Total	1,552	100.0%

Current Hunting Activities

Table DC.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	229	14.9%
Deer	1,393	90.7%
Elk	249	16.2%
Other big game	135	8.8%
Others	64	4.2%
Predators	627	40.8%
Small game	856	55.8%
Turkey	970	63.2%
Upland game birds	789	51.4%
Waterfowl	499	32.5%
Wild pig / feral hog	344	22.4%
Total	1,535	100.0%

Table DC.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,451	89.2%
Shotgun	1,412	86.8%
Muzzleloader	676	41.6%
Traditional bow/compound bow	668	41.1%
Modern sporting rifle / AR platform / AK platform	538	33.1%
Handgun	529	32.5%
Other	41	2.5%
Crossbow	26	1.6%
Total	1,626	100.0%

Table DC.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	276	21.6%
Deer	137	10.7%
Elk	244	19.1%
Other big game	234	18.3%
Predators	338	26.4%
Small Game	554	43.3%
Turkey	264	20.6%
Upland game birds	527	41.2%
Waterfowl	554	43.3%
Wild pig / feral hog	221	17.3%
Total number of hunters who have lapsed at least one species in their lifetime	1,279	100.0%

Table DC.18) Why have you lapsed deer hunting?

	Count	Column Percent
Do not have time	45	34.9%
I do not have anybody to go with anymore	31	24.0%
Other, please describe	29	22.5%
Medical reasons / disabilities	23	17.8%
I moved to a new location where I am not able to do this type of hunting	21	16.3%
No hunting land available for this species anymore	18	14.0%
Too expensive	17	13.2%
No longer interested or did not enjoy this type of hunting	7	5.4%
I need more training	5	3.9%
I was not successful	3	2.3%
Total	129	100.0%

Current Shooting Activities

Table DC.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,064	83.5%
Shotgun	1,059	83.1%
Traditional Rimfire Rifle	1,020	80.1%
Semiautomatic Handgun	982	77.1%
Revolver	855	67.1%
MSR	580	45.5%
Traditional or Compound Bow	501	39.3%
Muzzleloader	391	30.7%
Crossbow	166	13.0%
None of the Above	16	1.3%
Total	1,274	100.0%

Table DC.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	925	72.4%
Plinking or informal target shooting with a Semi-automatic Handgun	884	69.2%
Plinking or informal target shooting with a traditional centerfire rifle	849	66.4%
Sighting-in rifle with a traditional centerfire rifle	822	64.3%
Plinking or informal target shooting with a Revolver	783	61.3%
Informal (backyard or testing) with a Shotgun	735	57.5%
Sighting-in rifle with a traditional rimfire rifle	653	51.1%
Pattern shotgun	640	50.1%
Sighting-in with a Semi-automatic Handgun	556	43.5%
Sporting clays with a Shotgun	537	42.0%
Plinking or informal target shooting with a MSR	520	40.7%
Target shooting with a traditional or compound bow	501	39.2%
Trap with a Shotgun	494	38.7%
Sighting-In with a Shotgun	464	36.3%
Skeet with a Shotgun	457	35.8%
Benchrest with a traditional centerfire rifle	424	33.2%
Long range with a traditional centerfire rifle	412	32.2%
Sighting-in with a Revolver	411	32.2%
Sighting-in rifle with a MSR	403	31.5%
Target shooting with a muzzleloader	391	30.6%
Load Testing/Development with a traditional centerfire rifle	325	25.4%
Testing (Ammo & firearm) with a Semi-automatic Handgun	320	25.0%
Benchrest with a traditional rimfire rifle	275	21.5%

Testing (Ammo & firearm) with a Revolver	248	19.4%
Teaching/Informative with a traditional rimfire rifle	238	18.6%
Teaching/Informative with a Shotgun	237	18.5%
Teaching/Informative with a Semi-automatic Handgun	231	18.1%
Bullseye with a Semi-automatic Handgun	225	17.6%
Teaching/Informative with a traditional centerfire rifle	216	16.9%
Target shooting with an air rifle at a range	196	15.3%
Silhouette with a Semi-automatic Handgun	191	14.9%
Bullseye with a Revolver	191	14.9%
5 Stand with a Shotgun	184	14.4%
Teaching/Informative with a Revolver	172	13.5%
Target shooting with a crossbow	166	13.0%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	163	12.8%
Load Testing/Development with a MSR	162	12.7%
Load Testing/Development with a Semi-automatic Handgun	162	12.7%
Load Testing/Development with a Revolver	157	12.3%
Dog training with a shotgun	153	12.0%
Wobble Trap with a Shotgun	151	11.8%
Long range with a MSR	147	11.5%
Teaching/Informative with a MSR	137	10.7%
Long range with a traditional rimfire rifle	131	10.3%
Test reload with a Shotgun	129	10.1%
Benchrest with a MSR	128	10.0%
Tactical with a MSR	123	9.6%
Silhouette with a Revolver	122	9.5%
Silhouette with a traditional centerfire rifle	116	9.1%
Training (Military / Defense / Law Enforcement) with a MSR	111	8.7%
Silhouette with a traditional rimfire rifle	105	8.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	94	7.4%
Load Testing/Development with a traditional rimfire rifle	70	5.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	67	5.2%
Bowling pin with a Semi-automatic Handgun	65	5.1%
Steel Challenge with a Semi-automatic Handgun	64	5.0%
Silhouette with a MSR	63	4.9%
Training (Military / Defense / Law Enforcement) with a Revolver	62	4.9%
Tactical with a traditional centerfire rifle	59	4.6%
Bowling pin with a Revolver	47	3.7%
Steel Challenge with a MSR	36	2.8%
IDPA with a Semi-automatic Handgun	35	2.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	35	2.7%
Steel Challenge with a traditional centerfire rifle	34	2.7%
Cowboy action with a Revolver	34	2.7%

Three (3) position with a traditional centerfire rifle	32	2.5%
Three (3) position with a MSR	32	2.5%
3 Gun with a Semi-automatic Handgun	31	2.4%
Steel Challenge with a traditional rimfire rifle	31	2.4%
3 Gun with a Shotgun	30	2.3%
Tactical with a traditional rimfire rifle	30	2.3%
Steel Challenge with a Revolver	29	2.3%
IPSC with a Semi-automatic Handgun	25	2.0%
Three (3) position with a traditional rimfire rifle	25	2.0%
3 Gun with a MSR	24	1.9%
Cowboy action with a traditional centerfire rifle	17	1.3%
None of the above	16	1.3%
Cowboy Action with a Shotgun	15	1.2%
NRA high power with a traditional centerfire rifle	14	1.1%
NRA high power with a MSR	9	0.7%
Cowboy action with a Semi-automatic Handgun	8	0.6%
3 Gun with a traditional centerfire rifle	6	0.5%
IDPA with a Revolver	5	0.4%
IPSC with a Revolver	4	0.3%
3 Gun with a traditional rimfire rifle	4	0.3%
Cowboy action with a traditional rimfire rifle	4	0.3%
Schuetzen with a traditional centerfire rifle	3	0.2%
Cowboy action with a MSR	2	0.2%
Schuetzen with a MSR	2	0.2%
3 Gun with a Revolver	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	1,278	100.0%

Deer Hunting Interest

Table DC.21) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
My hunting skills need improving / I need more training	8	33.3%
Places to hunt are too limited, no convenient place to hunt	8	33.3%
Don't know how to start	6	25.0%
I do not have anyone to go with	5	20.8%
I moved to a new home and don't know where to go	5	20.8%
I don't own the proper equipment	5	20.8%
If I had a successful hunt I wouldn't know what to do with my harvest	5	20.8%
No hunting land available	4	16.7%
Do not have time	4	16.7%
Too expensive	3	12.5%
Medical reasons / disability	2	8.3%
Hunting rules are too complex	1	4.2%
There are other activities I'd rather do	0	0.0%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
I am not able to buy a license	0	0.0%
Other	0	0.0%
Total	24	100.0%

Influential Media and Individuals

Table DC.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	857	55.7%
Father	463	30.1%
Self / nobody else	273	17.8%
Another relative	171	11.1%
Co-worker	163	10.6%
Sibling	143	9.3%
Uncle / Aunt	128	8.3%
Grandparent	97	6.3%
Children / grandchildren	68	4.4%
Neighbor	56	3.6%
Guide / outfitter	43	2.8%
Spouse	36	2.3%
Other, please specify	29	1.9%
Mother	7	0.5%
Total	1,538	100.0%

Table DC.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	413	27.0%
Television shows	889	58.1%
Magazines	666	43.5%
Seminars	93	6.1%
Hunter education programs	147	9.6%
State wildlife management agencies	256	16.7%
Retailers	90	5.9%
Local clubs or social organizations	161	10.5%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	512	33.5%
Other, please specify	65	4.2%
Total	1,530	100.0%

Table DC.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	241	58.5%
Fish and Wildlife agency produced videos	102	24.8%
How-to videos	209	50.7%
Informational/political/talk show style	53	12.9%
Professionals hunting/fishing/shooting	309	75.0%
Non-professionals (home videos) hunting/fishing/shooting	223	54.1%
Comedy/blooper videos	32	7.8%
Competitions	56	13.6%
Product reviews	140	34.0%
Other	4	1.0%
Total	412	100.0%

Table DC.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	66	7.4%
Animal Planet	74	8.3%
Comcast SportsNet	7	0.8%
Discovery Channel	128	14.4%
ESPN/ESPN 2	59	6.7%
History Channel	109	12.3%
Military Channel	34	3.8%
National Geographic	97	10.9%
NBC Sports	34	3.8%
Outdoor Channel	764	86.1%
Pursuit Channel	362	40.8%
Sportsman Channel	614	69.2%
Sunshine Network / SUN Sports	8	0.9%
WildTV	27	3.0%
World Fishing Network	46	5.2%
Other national network	15	1.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	204	23.0%
I watched hunting/fishing TV, but don't remember the channel	171	19.3%
Total	887	100.0%

Table DC.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	667	43.6%
Books / magazines	538	35.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	471	30.8%
YouTube videos	376	24.6%
Membership in a non-profit organization specific to this type of hunting	370	24.2%
Programming offered by outdoor retailers	363	23.7%
Joining a local hunt club	320	20.9%
Online forums / blogs	235	15.4%
Other: Please describe	163	10.7%
Total	1,530	100.0%

Table DC.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	148	25.2%	99	31.6%	114	28.7%	107	33.4%
	Google+	117	19.9%	89	28.4%	78	19.6%	69	21.6%
	Twitter	20	3.4%	14	4.5%	17	4.3%	15	4.7%
	Pinterest	33	5.6%	27	8.6%	29	7.3%	23	7.2%
	Instagram	25	4.3%	24	7.7%	26	6.5%	28	8.8%
	YouTube	255	43.4%	179	57.2%	198	49.9%	154	48.1%
	Television programs	337	57.4%	211	67.4%	243	61.2%	205	64.1%
	Books	123	21.0%	91	29.1%	107	27.0%	90	28.1%
	Magazines	434	73.9%	235	75.1%	274	69.0%	251	78.4%
	Online Forums	133	22.7%	95	30.4%	115	29.0%	94	29.4%
	Newsletter from hunting / wildlife groups or organizations	236	40.2%	145	46.3%	183	46.1%	185	57.8%
	Fish / Wildlife Agency for My State of Residence	294	50.1%	153	48.9%	248	62.5%	174	54.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	210	35.8%	119	38.0%	158	39.8%	137	42.8%
	Other	11	1.9%	6	1.9%	9	2.3%	6	1.9%
None Of The Above	18	3.1%	5	1.6%	9	2.3%	6	1.9%	
Total		587	100.0%	313	100.0%	397	100.0%	320	100.0%

Table DC.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	96	30.0%	87	31.0%	114	24.4%	80	40.4%	25	17.5%
	Google+	77	24.1%	61	21.7%	102	21.8%	61	30.8%	35	24.5%
	Twitter	19	5.9%	11	3.9%	21	4.5%	16	8.1%	5	3.5%
	Pinterest	33	10.3%	19	6.8%	32	6.9%	19	9.6%	4	2.8%
	Instagram	30	9.4%	24	8.5%	26	5.6%	21	10.6%	7	4.9%
	YouTube	262	81.9%	138	49.1%	222	47.5%	133	67.2%	50	35.0%
	Television programs	185	57.8%	179	63.7%	282	60.4%	113	57.1%	74	51.7%
	Books	88	27.5%	84	29.9%	166	35.5%	70	35.4%	35	24.5%
	Magazines	228	71.3%	196	69.8%	408	87.4%	154	77.8%	112	78.3%
	Online Forums	117	36.6%	81	28.8%	123	26.3%	113	57.1%	26	18.2%
	Newsletter from hunting / wildlife groups or organizations	125	39.1%	111	39.5%	200	42.8%	87	43.9%	55	38.5%
	Fish / Wildlife Agency for My State of Residence	154	48.1%	145	51.6%	237	50.7%	105	53.0%	77	53.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	112	35.0%	102	36.3%	161	34.5%	91	46.0%	46	32.2%
	Other	9	2.8%	7	2.5%	10	2.1%	6	3.0%	2	1.4%
None Of The Above	7	2.2%	11	3.9%	7	1.5%	2	1.0%	6	4.2%	
Total		320	100.0%	281	100.0%	467	100.0%	198	100.0%	143	100.0%

Deer Hunting with a Handgun

Table DH.1) Sample frame

	Count
Have not hunted deer in the past 3 years, and have not hunted with a handgun in that time either	70
Have not hunted deer in the past 3 years, but have hunted with a handgun recently	101
Have hunted deer in the past 3 years, but not with a handgun	886
Total sample	1057

Table DH.2) How many respondents have hunted deer at some point in the past?

	Count
Have never hunted this species before	80
Have hunted this species before	977
Total	1057

Demographic Information

Table DH.3) What is your current age?

	Count	Column Percent
18 to 24	12	1.4%
25 to 34	79	9.2%
35 to 44	126	14.7%
45 to 54	229	26.8%
55 to 64	264	30.8%
65 and older	146	17.1%
Total	856	100.0%

Table DH.4) What is your gender?

	Count	Column Percent
Male	853	99.2%
Female	7	0.8%
Total	860	100.0%

Table DH.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	35	4.1%
\$20,000 to \$29,999	21	2.5%
\$30,000 to \$39,999	41	4.8%
\$40,000 to \$49,999	63	7.4%
\$50,000 to \$74,999	180	21.1%
\$75,000 to \$99,999	160	18.7%
\$100,000 to \$149,999	218	25.5%
\$150,000 to \$200,000	77	9.0%
More than \$200,000	59	6.9%
Total	854	100.0%

Table DH.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	8	0.9%
High school graduation	192	22.3%
Trade school, associates degree or similar	272	31.6%
Bachelors degree	262	30.5%
Masters degree	89	10.3%
Ph D and higher	37	4.3%
Total	860	100.0%

Table DH.7) In which region do you live?

	Count	Column Percent
Northeast	137	15.9%
Midwest	267	31.0%
South	307	35.7%
West	144	16.7%
Canada	5	0.6%
Total	860	100.0%

Introduction to Hunting

Table DH.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	449	42.5%
11 to 17 years old	461	43.6%
18 to 24 years old	73	6.9%
25 to 34 years old	42	4.0%
35 to 44 years old	20	1.9%
45 to 54 years old	7	0.7%
55 to 64 years old	3	0.3%
65 years and older	2	0.2%
Total	1,057	100.0%

Table DH.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.7%
Deer	298	28.2%
Elk	12	1.1%
Other big game	6	0.6%
Predators	18	1.7%
Small game	580	54.9%
Turkey	28	2.6%
Upland game birds	281	26.6%
Waterfowl	59	5.6%
Wild pig / feral hog	15	1.4%
Others	26	2.5%
Total	1,057	100.0%

Table DH.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	5	0.5%
Compound bow	16	1.5%
Crossbow	3	0.3%
MSR	10	1.0%
No weapon / toy	25	2.4%
Revolver	3	0.3%
Semi-automatic handgun	2	0.2%
Shotgun	614	58.4%
Traditional bow	12	1.1%
Traditional rifle	361	34.3%
Other	1	0.1%
Total	1,052	100.0%

Table DH.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	41	3.9%
Aunt / Uncle	121	11.4%
Co-worker	15	1.4%
Father	631	59.7%
Friend	170	16.1%
Grandparent	120	11.4%
Guide / outfitter	5	0.5%
Mother	9	0.9%
Neighbor	23	2.2%
Nobody / I hunted alone on my first hunt	62	5.9%
Sibling	56	5.3%
Spouse	3	0.3%
Other	12	1.1%
Total	1,057	100.0%

Table DH.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	699	67.5%
Spend time with family or friends who already hunted	690	66.6%
Wanted to spend more time outdoors	632	61.0%
Tradition / way of life	628	60.6%
It's relaxing / an escape	461	44.5%
I wanted a challenge / adventure	381	36.8%
To become self-sufficient / become a provider / obtain my own meat	371	35.8%
Support conservation efforts	193	18.6%
Wanted to try a new sport	157	15.2%
To teach someone else / introduce my children or others to hunting	110	10.6%
Other Please write in	3	0.3%
Total	1,036	100.0%

Table DH.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	283	26.9%
1 year	73	6.9%
2 - 5 years	423	40.2%
6 to 10 years	121	11.5%
More than 10 years	92	8.8%
I have only ever hunted [the species that I first targeted]	59	5.6%
Total	1,051	100.0%

Table DH.14) Which species have you ever targeted?

	Count	Column Percent
Bear	349	35.0%
Deer	977	97.9%
Elk	315	31.6%
Other big game	254	25.5%
Others	34	3.4%
Predators	642	64.3%
Small game	921	92.3%
Turkey	765	76.7%
Upland game birds	833	83.5%
Waterfowl	662	66.3%
Wild pig / feral hog	360	36.1%
Total	998	100.0%

Current Hunting Activities

Table DH.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	165	16.8%
Deer	847	86.0%
Elk	172	17.5%
Other big game	99	10.1%
Others	46	4.7%
Predators	401	40.7%
Small game	551	55.9%
Turkey	569	57.8%
Upland game birds	504	51.2%
Waterfowl	318	32.3%
Wild pig / feral hog	200	20.3%
Total	985	100.0%

Table DH.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	933	88.3%
Shotgun	904	85.5%
Traditional bow/compound bow	473	44.7%
Muzzleloader	461	43.6%
Modern sporting rifle / AR platform / AK platform	352	33.3%
Crossbow	247	23.4%
Handgun	86	8.1%
Other	22	2.1%
Total	1,057	100.0%

Table DH.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	184	22.5%
Deer	130	15.9%
Elk	143	17.5%
Other big game	149	18.2%
Predators	240	29.3%
Small Game	379	46.3%
Turkey	196	23.9%
Upland game birds	328	40.0%
Waterfowl	342	41.8%
Wild pig / feral hog	160	19.5%
Total number of hunters who have lapsed at least one species in their lifetime	819	100.0%

Table DH.18) Why have you lapsed deer hunting?

	Count	Column Percent
Do not have time	38	31.9%
I do not have anybody to go with anymore	35	29.4%
I moved to a new location where I am not able to do this type of hunting	25	21.0%
No hunting land available for this species anymore	22	18.5%
Medical reasons / disabilities	21	17.6%
Other, please describe	17	14.3%
Too expensive	15	12.6%
No longer interested or did not enjoy this type of hunting	7	5.9%
I need more training	4	3.4%
I was not successful	3	2.5%
Total	119	100.0%

Current Shooting Activities

Table DH.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	724	87.0%
Semiautomatic Handgun	716	86.1%
Traditional Rimfire Rifle	711	85.5%
Shotgun	699	84.0%
Revolver	603	72.5%
MSR	431	51.8%
Traditional or Compound Bow	362	43.5%
Muzzleloader	298	35.8%
Crossbow	190	22.8%
None of the Above	7	0.8%
Total	832	100.0%

Table DH.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	665	79.9%
Plinking or informal target shooting with a traditional rimfire rifle	657	79.0%
Plinking or informal target shooting with a traditional centerfire rifle	607	73.0%
Plinking or informal target shooting with a Revolver	560	67.3%
Sighting-in rifle with a traditional centerfire rifle	558	67.1%
Informal (backyard or testing) with a Shotgun	491	59.0%
Sighting-in rifle with a traditional rimfire rifle	448	53.8%
Pattern shotgun	427	51.3%
Sighting-in with a Semi-automatic Handgun	397	47.7%
Plinking or informal target shooting with a MSR	389	46.8%
Sporting clays with a Shotgun	378	45.4%
Target shooting with a traditional or compound bow	362	43.5%
Trap with a Shotgun	330	39.7%
Skeet with a Shotgun	317	38.1%
Sighting-In with a Shotgun	303	36.4%
Target shooting with a muzzleloader	298	35.8%
Sighting-in rifle with a MSR	290	34.9%
Sighting-in with a Revolver	288	34.6%
Benchrest with a traditional centerfire rifle	272	32.7%
Long range with a traditional centerfire rifle	258	31.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	242	29.1%
Load Testing/Development with a traditional centerfire rifle	218	26.2%
Target shooting with a crossbow	190	22.8%

Teaching/Informative with a Semi-automatic Handgun	184	22.1%
Testing (Ammo & firearm) with a Revolver	178	21.4%
Teaching/Informative with a Shotgun	166	20.0%
Teaching/Informative with a traditional rimfire rifle	160	19.2%
Benchrest with a traditional rimfire rifle	155	18.6%
Teaching/Informative with a traditional centerfire rifle	150	18.0%
Bullseye with a Semi-automatic Handgun	148	17.8%
Target shooting with an air rifle at a range	148	17.8%
Load Testing/Development with a Semi-automatic Handgun	131	15.7%
Silhouette with a Semi-automatic Handgun	131	15.7%
5 Stand with a Shotgun	117	14.1%
Teaching/Informative with a MSR	116	13.9%
Load Testing/Development with a MSR	115	13.8%
Bullseye with a Revolver	113	13.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	112	13.5%
Teaching/Informative with a Revolver	112	13.5%
Wobble Trap with a Shotgun	102	12.3%
Load Testing/Development with a Revolver	99	11.9%
Tactical with a MSR	97	11.7%
Test reload with a Shotgun	93	11.2%
Benchrest with a MSR	93	11.2%
Long range with a MSR	93	11.2%
Silhouette with a Revolver	92	11.1%
Silhouette with a traditional centerfire rifle	82	9.9%
Long range with a traditional rimfire rifle	82	9.9%
Dog training with a shotgun	79	9.5%
Silhouette with a traditional rimfire rifle	70	8.4%
Training (Military / Defense / Law Enforcement) with a MSR	68	8.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	66	7.9%
Tactical with a traditional centerfire rifle	49	5.9%
Bowling pin with a Semi-automatic Handgun	49	5.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	46	5.5%
Steel Challenge with a Semi-automatic Handgun	43	5.2%
Load Testing/Development with a traditional rimfire rifle	43	5.2%
Training (Military / Defense / Law Enforcement) with a Revolver	38	4.6%
Silhouette with a MSR	37	4.4%
IDPA with a Semi-automatic Handgun	35	4.2%
3 Gun with a Semi-automatic Handgun	28	3.4%
Bowling pin with a Revolver	27	3.2%
Three (3) position with a traditional centerfire rifle	23	2.8%
3 Gun with a Shotgun	22	2.6%
Steel Challenge with a Revolver	22	2.6%
3 Gun with a MSR	19	2.3%

Steel Challenge with a MSR	19	2.3%
Three (3) position with a MSR	18	2.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	18	2.2%
IPSC with a Semi-automatic Handgun	17	2.0%
Steel Challenge with a traditional rimfire rifle	17	2.0%
Three (3) position with a traditional rimfire rifle	17	2.0%
Steel Challenge with a traditional centerfire rifle	16	1.9%
Tactical with a traditional rimfire rifle	16	1.9%
Cowboy action with a Revolver	14	1.7%
Cowboy action with a traditional centerfire rifle	9	1.1%
NRA high power with a MSR	9	1.1%
Cowboy Action with a Shotgun	8	1.0%
IDPA with a Revolver	8	1.0%
NRA high power with a traditional centerfire rifle	7	0.8%
None of the above	7	0.8%
3 Gun with a traditional centerfire rifle	5	0.6%
IPSC with a Revolver	3	0.4%
3 Gun with a Revolver	2	0.2%
NRA high power with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional centerfire rifle	1	0.1%
Cowboy action with a Semi-automatic Handgun	1	0.1%
3 Gun with a traditional rimfire rifle	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	832	100.0%

Deer Hunting Interest

Table DH.21) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
I do not have anyone to go with	6	46.2%
Don't know how to start	5	38.5%
Places to hunt are too limited, no convenient place to hunt	4	30.8%
No hunting land available	3	23.1%
My hunting skills need improving / I need more training	3	23.1%
I moved to a new home and don't know where to go	3	23.1%
Do not have time	2	15.4%
There are other activities I'd rather do	1	7.7%
Too expensive	1	7.7%
Hunting rules are too complex	1	7.7%
I don't own the proper equipment	1	7.7%
If I had a successful hunt I wouldn't know what to do with my harvest	1	7.7%
Other	1	7.7%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
I am not able to buy a license	0	0.0%
Medical reasons / disability	0	0.0%
Total	13	100.0%

Influential Media and Individuals

Table DH.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	535	54.2%
Father	283	28.7%
Self / nobody else	186	18.8%
Another relative	112	11.3%
Co-worker	100	10.1%
Sibling	90	9.1%
Uncle / Aunt	86	8.7%
Grandparent	70	7.1%
Children / grandchildren	48	4.9%
Neighbor	31	3.1%
Guide / outfitter	24	2.4%
Spouse	23	2.3%
Other, please specify	23	2.3%
Mother	4	0.4%
Total	987	100.0%

Table DH.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	295	30.2%
Television shows	573	58.6%
Magazines	417	42.7%
Seminars	70	7.2%
Hunter education programs	107	11.0%
State wildlife management agencies	160	16.4%
Retailers	54	5.5%
Local clubs or social organizations	119	12.2%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	347	35.5%
Other, please specify	37	3.8%
Total	977	100.0%

Table DH.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	166	56.3%
Fish and Wildlife agency produced videos	84	28.5%
How-to videos	165	55.9%
Informational/political/talk show style	43	14.6%
Professionals hunting/fishing/shooting	226	76.6%
Non-professionals (home videos) hunting/fishing/shooting	170	57.6%
Comedy/blooper videos	17	5.8%
Competitions	37	12.5%
Product reviews	109	36.9%
Other	4	1.4%
Total	295	100.0%

Table DH.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	32	5.6%
Animal Planet	44	7.7%
Comcast SportsNet	4	0.7%
Discovery Channel	73	12.8%
ESPN/ESPN 2	30	5.3%
History Channel	50	8.8%
Military Channel	15	2.6%
National Geographic	56	9.8%
NBC Sports	24	4.2%
Outdoor Channel	484	85.1%
Pursuit Channel	220	38.7%
Sportsman Channel	388	68.2%
Sunshine Network / SUN Sports	4	0.7%
WildTV	19	3.3%
World Fishing Network	32	5.6%
Other national network	6	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	118	20.7%
I watched hunting/fishing TV, but don't remember the channel	112	19.7%
Total	569	100.0%

Table DH.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	405	41.3%
Books / magazines	378	38.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	330	33.6%
Membership in a non-profit organization specific to this type of hunting	278	28.3%
YouTube videos	237	24.2%
Programming offered by outdoor retailers	222	22.6%
Joining a local hunt club	221	22.5%
Online forums / blogs	185	18.9%
Other: Please describe	113	11.5%
Total	981	100.0%

Table DH.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	102	28.9%	60	32.4%	72	26.3%	87	36.1%
	Google+	72	20.4%	56	30.3%	63	23.0%	49	20.3%
	Twitter	5	1.4%	10	5.4%	11	4.0%	10	4.1%
	Pinterest	14	4.0%	9	4.9%	11	4.0%	13	5.4%
	Instagram	16	4.5%	13	7.0%	15	5.5%	20	8.3%
	YouTube	147	41.6%	99	53.5%	134	48.9%	128	53.1%
	Television programs	194	55.0%	115	62.2%	143	52.2%	144	59.8%
	Books	67	19.0%	66	35.7%	86	31.4%	89	36.9%
	Magazines	249	70.5%	140	75.7%	197	71.9%	186	77.2%
	Online Forums	92	26.1%	69	37.3%	88	32.1%	74	30.7%
	Newsletter from hunting / wildlife groups or organizations	140	39.7%	85	45.9%	129	47.1%	134	55.6%
	Fish / Wildlife Agency for My State of Residence	194	55.0%	106	57.3%	183	66.8%	144	59.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	130	36.8%	82	44.3%	118	43.1%	107	44.4%
	Other	6	1.7%	3	1.6%	4	1.5%	4	1.7%
	None Of The Above	6	1.7%	3	1.6%	4	1.5%	4	1.7%
Total		353	100.0%	185	100.0%	274	100.0%	241	100.0%

Table DH.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	62	31.0%	56	29.8%	86	26.1%	52	33.3%	24	23.5%
	Google+	53	26.5%	39	20.7%	82	24.8%	33	21.2%	13	12.7%
	Twitter	13	6.5%	12	6.4%	12	3.6%	13	8.3%	2	2.0%
	Pinterest	12	6.0%	7	3.7%	11	3.3%	7	4.5%	1	1.0%
	Instagram	23	11.5%	17	9.0%	22	6.7%	18	11.5%	8	7.8%
	YouTube	157	78.5%	103	54.8%	160	48.5%	98	62.8%	32	31.4%
	Television programs	112	56.0%	105	55.9%	194	58.8%	90	57.7%	55	53.9%
	Books	64	32.0%	59	31.4%	131	39.7%	64	41.0%	22	21.6%
	Magazines	144	72.0%	139	73.9%	282	85.5%	120	76.9%	75	73.5%
	Online Forums	89	44.5%	69	36.7%	100	30.3%	91	58.3%	26	25.5%
	Newsletter from hunting / wildlife groups or organizations	80	40.0%	80	42.6%	153	46.4%	68	43.6%	40	39.2%
	Fish / Wildlife Agency for My State of Residence	107	53.5%	101	53.7%	189	57.3%	87	55.8%	53	52.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	73	36.5%	70	37.2%	127	38.5%	63	40.4%	31	30.4%
	Other	6	3.0%	5	2.7%	8	2.4%	4	2.6%	3	2.9%
	None Of The Above	1	0.5%	4	2.1%	2	0.6%	3	1.9%	4	3.9%
Total		200	100.0%	188	100.0%	330	100.0%	156	100.0%	102	100.0%

Deer Hunting with a Modern Sporting Rifle

Table DM.1) Sample frame

	Count
Have not hunted deer in the past 3 years, and have not hunted with a MSR in that time either	140
Have not hunted deer in the past 3 years, but have hunted with a MSR recently	144
Have hunted deer in the past 3 years, but not with a MSR	854
Total sample	1138

Table DM.2) How many respondents have hunted deer at some point in the past?

	Count
Have never hunted this species before	147
Have hunted this species before	991
Total	1138

Demographic Information

Table DM.3) What is your current age?

	Count	Column Percent
18 to 24	16	1.8%
25 to 34	87	9.7%
35 to 44	159	17.8%
45 to 54	223	25.0%
55 to 64	245	27.4%
65 and older	163	18.3%
Total	893	100.0%

Table DM.4) What is your gender?

	Count	Column Percent
Male	877	97.8%
Female	20	2.2%
Total	897	100.0%

Table DM.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	35	3.9%
\$20,000 to \$29,999	24	2.7%
\$30,000 to \$39,999	43	4.8%
\$40,000 to \$49,999	74	8.3%
\$50,000 to \$74,999	199	22.4%
\$75,000 to \$99,999	150	16.9%
\$100,000 to \$149,999	221	24.9%
\$150,000 to \$200,000	76	8.6%
More than \$200,000	66	7.4%
Total	888	100.0%

Table DM.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	8	0.9%
High school graduation	194	21.6%
Trade school, associates degree or similar	285	31.7%
Bachelors degree	275	30.6%
Masters degree	99	11.0%
Ph D and higher	37	4.1%
Total	898	100.0%

Table DM.7) In which region do you live?

	Count	Column Percent
Northeast	151	16.8%
Midwest	259	28.9%
South	304	33.9%
West	176	19.6%
Canada	7	0.8%
Total	897	100.0%

Introduction to Hunting

Table DM.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	447	39.3%
11 to 17 years old	498	43.8%
18 to 24 years old	93	8.2%
25 to 34 years old	56	4.9%
35 to 44 years old	29	2.6%
45 to 54 years old	9	0.8%
55 to 64 years old	5	0.4%
65 years and older	0	0.0%
Total	1,137	100.0%

Table DM.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	9	0.8%
Deer	328	28.9%
Elk	16	1.4%
Other big game	9	0.8%
Predators	25	2.2%
Small game	603	53.1%
Turkey	42	3.7%
Upland game birds	302	26.6%
Waterfowl	77	6.8%
Wild pig / feral hog	23	2.0%
Others	30	2.6%
Total	1,136	100.0%

Table DM.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	7	0.6%
Compound bow	29	2.6%
Crossbow	2	0.2%
MSR	12	1.1%
No weapon / toy	27	2.4%
Revolver	2	0.2%
Semi-automatic handgun	5	0.4%
Shotgun	631	55.8%
Traditional bow	9	0.8%
Traditional rifle	403	35.6%
Other	4	0.4%
Total	1,131	100.0%

Table DM.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	49	4.3%
Aunt / Uncle	114	10.1%
Co-worker	28	2.5%
Father	656	57.8%
Friend	202	17.8%
Grandparent	123	10.8%
Guide / outfitter	6	0.5%
Mother	12	1.1%
Neighbor	25	2.2%
Nobody / I hunted alone on my first hunt	64	5.6%
Sibling	46	4.1%
Spouse	9	0.8%
Other	13	1.1%
Total	1,134	100.0%

Table DM.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	706	64.3%
Spend time with family or friends who already hunted	704	64.1%
Wanted to spend more time outdoors	645	58.7%
Tradition / way of life	642	58.5%
It's relaxing / an escape	480	43.7%
I wanted a challenge / adventure	435	39.6%
To become self-sufficient / become a provider / obtain my own meat	429	39.1%
Support conservation efforts	227	20.7%
Wanted to try a new sport	169	15.4%
To teach someone else / introduce my children or others to hunting	112	10.2%
Other Please write in	2	0.2%
Total	1,098	100.0%

Table DM.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	318	28.1%
1 year	80	7.1%
2 - 5 years	401	35.4%
6 to 10 years	126	11.1%
More than 10 years	108	9.5%
I have only ever hunted [the species that I first targeted]	100	8.8%
Total	1,133	100.0%

Table DM.14) Which species have you ever targeted?

	Count	Column Percent
Bear	296	28.5%
Deer	991	95.5%
Elk	320	30.8%
Other big game	204	19.7%
Others	32	3.1%
Predators	600	57.8%
Small game	918	88.4%
Turkey	754	72.6%
Upland game birds	827	79.7%
Waterfowl	654	63.0%
Wild pig / feral hog	321	30.9%
Total	1,038	100.0%

Current Hunting Activities

Table DM.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	136	13.3%
Deer	790	77.5%
Elk	161	15.8%
Other big game	66	6.5%
Others	49	4.8%
Predators	364	35.7%
Small game	546	53.6%
Turkey	539	52.9%
Upland game birds	512	50.2%
Waterfowl	317	31.1%
Wild pig / feral hog	183	18.0%
Total	1,019	100.0%

Table DM.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	969	85.1%
Shotgun	958	84.2%
Traditional bow/compound bow	448	39.4%
Muzzleloader	408	35.9%
Handgun	320	28.1%
Crossbow	235	20.7%
Modern sporting rifle / AR platform / AK platform	137	12.0%
Other	21	1.8%
Total	1,138	100.0%

Table DM.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	160	19.0%
Deer	201	23.8%
Elk	159	18.9%
Other big game	129	15.3%
Predators	235	27.9%
Small Game	388	46.0%
Turkey	215	25.5%
Upland game birds	315	37.4%
Waterfowl	332	39.4%
Wild pig / feral hog	138	16.4%
Total number of hunters who have lapsed at least one species in their lifetime	843	100.0%

Table DM.18) Why have you lapsed deer hunting?

	Count	Column Percent
Do not have time	58	32.2%
I do not have anybody to go with anymore	45	25.0%
I moved to a new location where I am not able to do this type of hunting	40	22.2%
Other, please describe	32	17.8%
No hunting land available for this species anymore	29	16.1%
Medical reasons / disabilities	29	16.1%
Too expensive	18	10.0%
No longer interested or did not enjoy this type of hunting	8	4.4%
I was not successful	7	3.9%
I need more training	7	3.9%
Total	180	100.0%

Current Shooting Activities

Table DM.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	762	85.2%
Traditional Centerfire Rifle	756	84.6%
Shotgun	736	82.3%
Traditional Rimfire Rifle	736	82.3%
Revolver	626	70.0%
MSR	515	57.6%
Traditional or Compound Bow	345	38.6%
Muzzleloader	261	29.2%
Crossbow	185	20.7%
None of the Above	12	1.3%
Total	894	100.0%

Table DM.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	704	78.6%
Plinking or informal target shooting with a traditional rimfire rifle	687	76.7%
Plinking or informal target shooting with a traditional centerfire rifle	649	72.4%
Plinking or informal target shooting with a Revolver	581	64.8%
Sighting-in rifle with a traditional centerfire rifle	565	63.1%
Informal (backyard or testing) with a Shotgun	510	56.9%
Sighting-in rifle with a traditional rimfire rifle	472	52.7%
Plinking or informal target shooting with a MSR	456	50.9%
Sighting-in with a Semi-automatic Handgun	434	48.4%
Pattern shotgun	385	43.0%
Sporting clays with a Shotgun	377	42.1%
Sighting-in rifle with a MSR	357	39.8%
Target shooting with a traditional or compound bow	345	38.5%
Skeet with a Shotgun	340	37.9%
Trap with a Shotgun	340	37.9%
Sighting-In with a Shotgun	310	34.6%
Sighting-in with a Revolver	286	31.9%
Long range with a traditional centerfire rifle	278	31.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	269	30.0%
Benchrest with a traditional centerfire rifle	268	29.9%
Target shooting with a muzzleloader	261	29.1%
Load Testing/Development with a traditional centerfire rifle	230	25.7%
Teaching/Informative with a Semi-automatic Handgun	205	22.9%

Testing (Ammo & firearm) with a Revolver	199	22.2%
Target shooting with a crossbow	185	20.6%
Teaching/Informative with a traditional rimfire rifle	183	20.4%
Teaching/Informative with a traditional centerfire rifle	174	19.4%
Benchrest with a traditional rimfire rifle	173	19.3%
Silhouette with a Semi-automatic Handgun	163	18.2%
Teaching/Informative with a Shotgun	162	18.1%
Bullseye with a Semi-automatic Handgun	161	18.0%
Target shooting with an air rifle at a range	151	16.9%
Load Testing/Development with a Semi-automatic Handgun	138	15.4%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	136	15.2%
Teaching/Informative with a MSR	128	14.3%
Load Testing/Development with a Revolver	126	14.1%
Load Testing/Development with a MSR	122	13.6%
Tactical with a MSR	122	13.6%
Bullseye with a Revolver	122	13.6%
Teaching/Informative with a Revolver	122	13.6%
Long range with a MSR	121	13.5%
Benchrest with a MSR	119	13.3%
5 Stand with a Shotgun	112	12.5%
Test reload with a Shotgun	101	11.3%
Training (Military / Defense / Law Enforcement) with a MSR	97	10.8%
Wobble Trap with a Shotgun	94	10.5%
Silhouette with a Revolver	93	10.4%
Silhouette with a traditional centerfire rifle	92	10.3%
Long range with a traditional rimfire rifle	86	9.6%
Dog training with a shotgun	81	9.0%
Silhouette with a traditional rimfire rifle	75	8.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	68	7.6%
Silhouette with a MSR	60	6.7%
Tactical with a traditional centerfire rifle	52	5.8%
Bowling pin with a Semi-automatic Handgun	52	5.8%
Steel Challenge with a Semi-automatic Handgun	52	5.8%
Load Testing/Development with a traditional rimfire rifle	52	5.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	47	5.2%
Training (Military / Defense / Law Enforcement) with a Revolver	38	4.2%
3 Gun with a Shotgun	37	4.1%
3 Gun with a Semi-automatic Handgun	32	3.6%
3 Gun with a MSR	30	3.3%
Bowling pin with a Revolver	30	3.3%
Steel Challenge with a traditional rimfire rifle	29	3.2%
IDPA with a Semi-automatic Handgun	28	3.1%
Steel Challenge with a traditional centerfire rifle	27	3.0%

Steel Challenge with a MSR	27	3.0%
Three (3) position with a traditional centerfire rifle	26	2.9%
Steel Challenge with a Revolver	26	2.9%
Cowboy action with a Revolver	25	2.8%
Three (3) position with a MSR	23	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	22	2.5%
IPSC with a Semi-automatic Handgun	20	2.2%
Tactical with a traditional rimfire rifle	18	2.0%
Cowboy Action with a Shotgun	15	1.7%
Cowboy action with a traditional centerfire rifle	14	1.6%
Three (3) position with a traditional rimfire rifle	13	1.5%
NRA high power with a traditional centerfire rifle	12	1.3%
NRA high power with a MSR	12	1.3%
None of the above	12	1.3%
Cowboy action with a Semi-automatic Handgun	7	0.8%
3 Gun with a traditional centerfire rifle	6	0.7%
IPSC with a Revolver	6	0.7%
IDPA with a Revolver	5	0.6%
3 Gun with a traditional rimfire rifle	4	0.4%
3 Gun with a Revolver	3	0.3%
Cowboy action with a traditional rimfire rifle	3	0.3%
Schuetzen with a traditional centerfire rifle	2	0.2%
Schuetzen with a MSR	2	0.2%
NRA high power with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	896	100.0%

Deer Hunting Interest

Table DM.21) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	13	31.7%
My hunting skills need improving / I need more training	12	29.3%
I do not have anyone to go with	11	26.8%
If I had a successful hunt I wouldn't know what to do with my harvest	10	24.4%
No hunting land available	9	22.0%
I don't own the proper equipment	8	19.5%
Don't know how to start	7	17.1%
I moved to a new home and don't know where to go	5	12.2%
Do not have time	5	12.2%
Too expensive	4	9.8%
Hunting rules are too complex	2	4.9%
Other	2	4.9%
There are other activities I'd rather do	1	2.4%
I am not able to buy a license	1	2.4%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Medical reasons / disability	0	0.0%
Total	41	100.0%

Influential Media and Individuals

Table DM.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	575	55.9%
Father	292	28.4%
Self / nobody else	179	17.4%
Another relative	108	10.5%
Co-worker	104	10.1%
Sibling	81	7.9%
Uncle / Aunt	79	7.7%
Grandparent	65	6.3%
Children / grandchildren	42	4.1%
Neighbor	42	4.1%
Spouse	22	2.1%
Other, please specify	20	1.9%
Guide / outfitter	19	1.8%
Mother	7	0.7%
Total	1,028	100.0%

Table DM.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	353	34.7%
Television shows	586	57.6%
Magazines	403	39.6%
Seminars	61	6.0%
Hunter education programs	100	9.8%
State wildlife management agencies	193	19.0%
Retailers	55	5.4%
Local clubs or social organizations	115	11.3%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	327	32.1%
Other, please specify	45	4.4%
Total	1,018	100.0%

Table DM.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	189	54.0%
Fish and Wildlife agency produced videos	103	29.4%
How-to videos	193	55.1%
Informational/political/talk show style	43	12.3%
Professionals hunting/fishing/shooting	286	81.7%
Non-professionals (home videos) hunting/fishing/shooting	182	52.0%
Comedy/blooper videos	21	6.0%
Competitions	44	12.6%
Product reviews	138	39.4%
Other	5	1.4%
Total	350	100.0%

Table DM.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	37	6.3%
Animal Planet	49	8.4%
Comcast SportsNet	4	0.7%
Discovery Channel	92	15.8%
ESPN/ESPN 2	41	7.0%
History Channel	71	12.2%
Military Channel	30	5.1%
National Geographic	65	11.1%
NBC Sports	22	3.8%
Outdoor Channel	492	84.2%
Pursuit Channel	216	37.0%
Sportsman Channel	385	65.9%
Sunshine Network / SUN Sports	5	0.9%
WildTV	14	2.4%
World Fishing Network	33	5.7%
Other national network	6	1.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	127	21.7%
I watched hunting/fishing TV, but don't remember the channel	126	21.6%
Total	584	100.0%

Table DM.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	438	41.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	420	39.5%
Books / magazines	349	32.8%
YouTube videos	299	28.1%
Membership in a non-profit organization specific to this type of hunting	294	27.7%
Programming offered by outdoor retailers	274	25.8%
Joining a local hunt club	272	25.6%
Online forums / blogs	205	19.3%
Other: Please describe	116	10.9%
Total	1,063	100.0%

Table DM.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	105	29.1%	74	32.5%	103	30.0%	88	38.1%
	Google+	68	18.8%	55	24.1%	73	21.3%	55	23.8%
	Twitter	15	4.2%	11	4.8%	20	5.8%	16	6.9%
	Pinterest	16	4.4%	14	6.1%	18	5.2%	11	4.8%
	Instagram	31	8.6%	21	9.2%	32	9.3%	24	10.4%
	YouTube	174	48.2%	141	61.8%	194	56.6%	125	54.1%
	Television programs	185	51.2%	139	61.0%	187	54.5%	135	58.4%
	Books	75	20.8%	66	28.9%	99	28.9%	73	31.6%
	Magazines	250	69.3%	172	75.4%	224	65.3%	163	70.6%
	Online Forums	123	34.1%	88	38.6%	123	35.9%	89	38.5%
	Newsletter from hunting / wildlife groups or organizations	150	41.6%	95	41.7%	151	44.0%	126	54.5%
	Fish / Wildlife Agency for My State of Residence	190	52.6%	122	53.5%	224	65.3%	143	61.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	136	37.7%	85	37.3%	151	44.0%	99	42.9%
	Other	2	0.6%	3	1.3%	6	1.7%	3	1.3%
	None Of The Above	8	2.2%	3	1.3%	5	1.5%	2	0.9%
Total		361	100.0%	228	100.0%	343	100.0%	231	100.0%

Table DM.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	77	32.2%	70	32.6%	84	29.2%	57	36.3%	21	19.8%
	Google+	46	19.2%	45	20.9%	65	22.6%	35	22.3%	16	15.1%
	Twitter	18	7.5%	16	7.4%	16	5.6%	15	9.6%	4	3.8%
	Pinterest	14	5.9%	9	4.2%	19	6.6%	10	6.4%	2	1.9%
	Instagram	32	13.4%	23	10.7%	24	8.3%	25	15.9%	7	6.6%
	YouTube	190	79.5%	114	53.0%	158	54.9%	106	67.5%	37	34.9%
	Television programs	131	54.8%	109	50.7%	177	61.5%	96	61.1%	53	50.0%
	Books	71	29.7%	55	25.6%	110	38.2%	58	36.9%	15	14.2%
	Magazines	155	64.9%	142	66.0%	238	82.6%	106	67.5%	69	65.1%
	Online Forums	100	41.8%	72	33.5%	93	32.3%	87	55.4%	19	17.9%
	Newsletter from hunting / wildlife groups or organizations	87	36.4%	96	44.7%	135	46.9%	76	48.4%	31	29.2%
	Fish / Wildlife Agency for My State of Residence	118	49.4%	117	54.4%	169	58.7%	91	58.0%	55	51.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	81	33.9%	79	36.7%	108	37.5%	61	38.9%	28	26.4%
	Other	3	1.3%	4	1.9%	5	1.7%	4	2.5%	6	5.7%
	None Of The Above	7	2.9%	7	3.3%	4	1.4%	3	1.9%	8	7.5%
Total		239	100.0%	215	100.0%	288	100.0%	157	100.0%	106	100.0%

Deer Hunting with a Muzzleloader

Table DZ.1) **Sample frame**

	Count
Have not hunted deer in the past 3 years, and have not hunted with a muzzleloader in that time either	131
Have not hunted deer in the past 3 years, but have hunted with a muzzleloader recently	81
Have hunted deer in the past 3 years, but not with a muzzleloader	1030
Total sample	1242

Table DZ.2) How many respondents have hunted deer at some point in the past?

	Count
Have never hunted this species before	98
Have hunted this species before	1144
Total	1242

Demographic Information

Table DZ.3) What is your current age?

	Count	Column Percent
18 to 24	17	1.7%
25 to 34	114	11.3%
35 to 44	150	14.9%
45 to 54	233	23.2%
55 to 64	281	28.0%
65 and older	210	20.9%
Total	1,005	100.0%

Table DZ.4) What is your gender?

	Count	Column Percent
Male	980	97.3%
Female	27	2.7%
Total	1,007	100.0%

Table DZ.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	34	3.4%
\$20,000 to \$29,999	28	2.8%
\$30,000 to \$39,999	55	5.5%
\$40,000 to \$49,999	80	8.0%
\$50,000 to \$74,999	182	18.2%
\$75,000 to \$99,999	179	17.9%
\$100,000 to \$149,999	230	23.0%
\$150,000 to \$200,000	124	12.4%
More than \$200,000	89	8.9%
Total	1,001	100.0%

Table DZ.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	7	0.7%
High school graduation	192	19.1%
Trade school, associates degree or similar	287	28.5%
Bachelors degree	328	32.6%
Masters degree	141	14.0%
Ph D and higher	52	5.2%
Total	1,007	100.0%

Table DZ.7) In which region do you live?

	Count	Column Percent
Northeast	106	10.5%
Midwest	279	27.7%
South	339	33.7%
West	266	26.4%
Canada	16	1.6%
Total	1,006	100.0%

Introduction to Hunting

Table DZ.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	532	42.8%
11 to 17 years old	535	43.1%
18 to 24 years old	82	6.6%
25 to 34 years old	50	4.0%
35 to 44 years old	21	1.7%
45 to 54 years old	16	1.3%
55 to 64 years old	5	0.4%
65 years and older	1	0.1%
Total	1,242	100.0%

Table DZ.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	3	0.2%
Deer	364	29.3%
Elk	21	1.7%
Other big game	14	1.1%
Predators	22	1.8%
Small game	619	49.8%
Turkey	36	2.9%
Upland game birds	334	26.9%
Waterfowl	86	6.9%
Wild pig / feral hog	21	1.7%
Others	30	2.4%
Total	1,242	100.0%

Table DZ.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	7	0.6%
Compound bow	28	2.3%
Crossbow	2	0.2%
MSR	11	0.9%
No weapon / toy	30	2.4%
Revolver	2	0.2%
Semi-automatic handgun	5	0.4%
Shotgun	640	51.6%
Traditional bow	11	0.9%
Traditional rifle	503	40.5%
Other	2	0.2%
Total	1,241	100.0%

Table DZ.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	47	3.8%
Aunt / Uncle	142	11.5%
Co-worker	18	1.5%
Father	751	60.6%
Friend	207	16.7%
Grandparent	142	11.5%
Guide / outfitter	7	0.6%
Mother	12	1.0%
Neighbor	30	2.4%
Nobody / I hunted alone on my first hunt	63	5.1%
Sibling	63	5.1%
Spouse	9	0.7%
Other	18	1.5%
Total	1,240	100.0%

Table DZ.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	797	65.9%
It has always interested me	760	62.9%
Tradition / way of life	727	60.1%
Wanted to spend more time outdoors	723	59.8%
It's relaxing / an escape	514	42.5%
I wanted a challenge / adventure	470	38.9%
To become self-sufficient / become a provider / obtain my own meat	411	34.0%
Support conservation efforts	229	18.9%
Wanted to try a new sport	177	14.6%
To teach someone else / introduce my children or others to hunting	114	9.4%
Other Please write in	1	0.1%
Total	1,209	100.0%

Table DZ.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	332	26.8%
1 year	88	7.1%
2 - 5 years	493	39.9%
6 to 10 years	140	11.3%
More than 10 years	119	9.6%
I have only ever hunted [the species that I first targeted]	65	5.3%
Total	1,237	100.0%

Table DZ.14) Which species have you ever targeted?

	Count	Column Percent
Bear	375	31.9%
Deer	1,144	97.2%
Elk	466	39.6%
Other big game	345	29.3%
Others	27	2.3%
Predators	719	61.1%
Small game	1,040	88.4%
Turkey	868	73.7%
Upland game birds	991	84.2%
Waterfowl	802	68.1%
Wild pig / feral hog	435	37.0%
Total	1,177	100.0%

Current Hunting Activities

Table DZ.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	171	14.7%
Deer	985	84.7%
Elk	280	24.1%
Other big game	127	10.9%
Others	59	5.1%
Predators	443	38.1%
Small game	633	54.4%
Turkey	634	54.5%
Upland game birds	637	54.8%
Waterfowl	398	34.2%
Wild pig / feral hog	269	23.1%
Total	1,163	100.0%

Table DZ.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,102	88.7%
Shotgun	1,068	86.0%
Traditional bow/compound bow	494	39.8%
Modern sporting rifle / AR platform / AK platform	380	30.6%
Handgun	307	24.7%
Crossbow	157	12.6%
Muzzleloader	61	4.9%
Other	29	2.3%
Total	1,242	100.0%

Table DZ.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	204	21.2%
Deer	159	16.5%
Elk	186	19.3%
Other big game	207	21.5%
Predators	275	28.5%
Small Game	420	43.6%
Turkey	234	24.3%
Upland game birds	353	36.6%
Waterfowl	400	41.5%
Wild pig / feral hog	166	17.2%
Total number of hunters who have lapsed at least one species in their lifetime	964	100.0%

Table DZ.18) Why have you lapsed deer hunting?

	Count	Column Percent
Do not have time	47	33.6%
I do not have anybody to go with anymore	39	27.9%
I moved to a new location where I am not able to do this type of hunting	27	19.3%
Other, please describe	27	19.3%
No hunting land available for this species anymore	26	18.6%
Medical reasons / disabilities	22	15.7%
Too expensive	12	8.6%
No longer interested or did not enjoy this type of hunting	10	7.1%
I was not successful	4	2.9%
I need more training	2	1.4%
Total	140	100.0%

Current Shooting Activities

Table DZ.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	805	83.9%
Shotgun	796	83.0%
Traditional Rimfire Rifle	783	81.6%
Semiautomatic Handgun	775	80.8%
Revolver	652	68.0%
MSR	458	47.8%
Traditional or Compound Bow	388	40.5%
Muzzleloader	146	15.2%
Crossbow	139	14.5%
None of the Above	11	1.1%
Total	959	100.0%

Table DZ.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	730	76.0%
Plinking or informal target shooting with a Semi-automatic Handgun	700	72.8%
Plinking or informal target shooting with a traditional centerfire rifle	657	68.4%
Sighting-in rifle with a traditional centerfire rifle	638	66.4%
Plinking or informal target shooting with a Revolver	600	62.4%
Informal (backyard or testing) with a Shotgun	538	56.0%
Sighting-in rifle with a traditional rimfire rifle	492	51.2%
Pattern shotgun	446	46.4%
Sporting clays with a Shotgun	427	44.4%
Sighting-in with a Semi-automatic Handgun	427	44.4%
Plinking or informal target shooting with a MSR	406	42.2%
Trap with a Shotgun	393	40.9%
Target shooting with a traditional or compound bow	388	40.4%
Skeet with a Shotgun	334	34.8%
Long range with a traditional centerfire rifle	320	33.3%
Benchrest with a traditional centerfire rifle	311	32.4%
Sighting-in rifle with a MSR	303	31.5%
Sighting-In with a Shotgun	302	31.4%
Sighting-in with a Revolver	282	29.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	246	25.6%
Load Testing/Development with a traditional centerfire rifle	239	24.9%
Teaching/Informative with a Semi-automatic Handgun	205	21.3%
Teaching/Informative with a Shotgun	184	19.1%

Benchrest with a traditional rimfire rifle	182	18.9%
Teaching/Informative with a traditional centerfire rifle	180	18.7%
Teaching/Informative with a traditional rimfire rifle	178	18.5%
Testing (Ammo & firearm) with a Revolver	167	17.4%
Bullseye with a Semi-automatic Handgun	165	17.2%
Target shooting with a muzzleloader	146	15.2%
Target shooting with a crossbow	139	14.5%
Target shooting with an air rifle at a range	137	14.3%
Silhouette with a Semi-automatic Handgun	136	14.2%
5 Stand with a Shotgun	135	14.0%
Teaching/Informative with a MSR	129	13.4%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	125	13.0%
Teaching/Informative with a Revolver	125	13.0%
Bullseye with a Revolver	124	12.9%
Load Testing/Development with a Semi-automatic Handgun	112	11.7%
Dog training with a shotgun	112	11.7%
Wobble Trap with a Shotgun	111	11.6%
Benchrest with a MSR	105	10.9%
Load Testing/Development with a MSR	104	10.8%
Long range with a MSR	104	10.8%
Test reload with a Shotgun	100	10.4%
Tactical with a MSR	98	10.2%
Load Testing/Development with a Revolver	89	9.3%
Training (Military / Defense / Law Enforcement) with a MSR	85	8.8%
Long range with a traditional rimfire rifle	83	8.6%
Silhouette with a Revolver	78	8.1%
Silhouette with a traditional centerfire rifle	71	7.4%
Silhouette with a traditional rimfire rifle	69	7.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	64	6.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	54	5.6%
Tactical with a traditional centerfire rifle	47	4.9%
Load Testing/Development with a traditional rimfire rifle	45	4.7%
Silhouette with a MSR	43	4.5%
Bowling pin with a Semi-automatic Handgun	42	4.4%
Steel Challenge with a Semi-automatic Handgun	41	4.3%
Training (Military / Defense / Law Enforcement) with a Revolver	34	3.5%
Three (3) position with a traditional centerfire rifle	31	3.2%
IDPA with a Semi-automatic Handgun	28	2.9%
3 Gun with a Semi-automatic Handgun	27	2.8%
3 Gun with a Shotgun	24	2.5%
Bowling pin with a Revolver	23	2.4%
Steel Challenge with a traditional centerfire rifle	22	2.3%
Steel Challenge with a MSR	22	2.3%

3 Gun with a MSR	21	2.2%
Three (3) position with a MSR	21	2.2%
Cowboy action with a Revolver	21	2.2%
Three (3) position with a traditional rimfire rifle	21	2.2%
Steel Challenge with a traditional rimfire rifle	20	2.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	19	2.0%
IPSC with a Semi-automatic Handgun	18	1.9%
Steel Challenge with a Revolver	17	1.8%
Tactical with a traditional rimfire rifle	17	1.8%
NRA high power with a traditional centerfire rifle	14	1.5%
Cowboy action with a traditional centerfire rifle	13	1.4%
Cowboy Action with a Shotgun	11	1.1%
None of the above	11	1.1%
NRA high power with a MSR	10	1.0%
3 Gun with a traditional centerfire rifle	7	0.7%
IDPA with a Revolver	5	0.5%
Cowboy action with a Semi-automatic Handgun	4	0.4%
3 Gun with a traditional rimfire rifle	3	0.3%
NRA high power with a traditional rimfire rifle	3	0.3%
Schuetzen with a traditional centerfire rifle	2	0.2%
3 Gun with a Revolver	2	0.2%
IPSC with a Revolver	2	0.2%
Cowboy action with a traditional rimfire rifle	2	0.2%
Schuetzen with a MSR	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	961	100.0%

Deer Hunting Interest

Table DZ.21) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
My hunting skills need improving / I need more training	7	35.0%
Places to hunt are too limited, no convenient place to hunt	6	30.0%
No hunting land available	5	25.0%
I do not have anyone to go with	4	20.0%
I moved to a new home and don't know where to go	3	15.0%
I don't own the proper equipment	3	15.0%
Do not have time	3	15.0%
Don't know how to start	2	10.0%
I am not able to buy a license	2	10.0%
Too expensive	1	5.0%
If I had a successful hunt I wouldn't know what to do with my harvest	1	5.0%
There are other activities I'd rather do	0	0.0%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Hunting rules are too complex	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	20	100.0%

Influential Media and Individuals

Table DZ.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	619	53.0%
Father	329	28.2%
Self / nobody else	224	19.2%
Another relative	141	12.1%
Co-worker	104	8.9%
Sibling	98	8.4%
Uncle / Aunt	94	8.0%
Grandparent	83	7.1%
Children / grandchildren	61	5.2%
Neighbor	35	3.0%
Guide / outfitter	32	2.7%
Spouse	29	2.5%
Other, please specify	19	1.6%
Mother	5	0.4%
Total	1,168	100.0%

Table DZ.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	394	34.0%
Television shows	640	55.3%
Magazines	504	43.5%
Seminars	75	6.5%
Hunter education programs	121	10.4%
State wildlife management agencies	209	18.0%
Retailers	61	5.3%
Local clubs or social organizations	131	11.3%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	429	37.0%
Other, please specify	73	6.3%
Total	1,158	100.0%

Table DZ.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	215	54.6%
Fish and Wildlife agency produced videos	121	30.7%
How-to videos	223	56.6%
Informational/political/talk show style	46	11.7%
Professionals hunting/fishing/shooting	309	78.4%
Non-professionals (home videos) hunting/fishing/shooting	217	55.1%
Comedy/blooper videos	24	6.1%
Competitions	47	11.9%
Product reviews	150	38.1%
Other	4	1.0%
Total	394	100.0%

Table DZ.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	38	5.9%
Animal Planet	46	7.2%
Comcast SportsNet	7	1.1%
Discovery Channel	79	12.4%
ESPN/ESPN 2	39	6.1%
History Channel	69	10.8%
Military Channel	24	3.8%
National Geographic	63	9.9%
NBC Sports	20	3.1%
Outdoor Channel	545	85.3%
Pursuit Channel	230	36.0%
Sportsman Channel	446	69.8%
Sunshine Network / SUN Sports	4	0.6%
WildTV	26	4.1%
World Fishing Network	36	5.6%
Other national network	8	1.3%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	145	22.7%
I watched hunting/fishing TV, but don't remember the channel	118	18.5%
Total	639	100.0%

Table DZ.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	512	44.3%
Books / magazines	421	36.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	408	35.3%
Membership in a non-profit organization specific to this type of hunting	352	30.5%
YouTube videos	345	29.9%
Programming offered by outdoor retailers	272	23.5%
Joining a local hunt club	272	23.5%
Online forums / blogs	238	20.6%
Other: Please describe	132	11.4%
Total	1,155	100.0%

Table DZ.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	131	29.4%	80	33.5%	113	32.4%	103	35.2%
	Google+	89	20.0%	64	26.8%	60	17.2%	61	20.8%
	Twitter	19	4.3%	18	7.5%	19	5.4%	18	6.1%
	Pinterest	19	4.3%	15	6.3%	18	5.2%	10	3.4%
	Instagram	48	10.8%	22	9.2%	34	9.7%	30	10.2%
	YouTube	221	49.7%	139	58.2%	203	58.2%	158	53.9%
	Television programs	255	57.3%	163	68.2%	207	59.3%	177	60.4%
	Books	138	31.0%	80	33.5%	116	33.2%	107	36.5%
	Magazines	333	74.8%	175	73.2%	242	69.3%	231	78.8%
	Online Forums	142	31.9%	83	34.7%	118	33.8%	103	35.2%
	Newsletter from hunting / wildlife groups or organizations	208	46.7%	114	47.7%	172	49.3%	165	56.3%
	Fish / Wildlife Agency for My State of Residence	246	55.3%	137	57.3%	240	68.8%	190	64.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	191	42.9%	98	41.0%	158	45.3%	138	47.1%
	Other	16	3.6%	8	3.3%	13	3.7%	7	2.4%
	None Of The Above	12	2.7%	2	0.8%	3	0.9%	3	1.0%
Total		445	100.0%	239	100.0%	349	100.0%	293	100.0%

Table DZ.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	87	30.0%	60	26.9%	87	24.5%	73	36.9%	25	21.4%
	Google+	57	19.7%	47	21.1%	72	20.3%	37	18.7%	22	18.8%
	Twitter	20	6.9%	15	6.7%	20	5.6%	16	8.1%	4	3.4%
	Pinterest	17	5.9%	7	3.1%	13	3.7%	12	6.1%	5	4.3%
	Instagram	34	11.7%	27	12.1%	27	7.6%	24	12.1%	6	5.1%
	YouTube	237	81.7%	122	54.7%	189	53.2%	134	67.7%	46	39.3%
	Television programs	168	57.9%	136	61.0%	212	59.7%	120	60.6%	61	52.1%
	Books	98	33.8%	77	34.5%	155	43.7%	60	30.3%	25	21.4%
	Magazines	207	71.4%	155	69.5%	312	87.9%	137	69.2%	80	68.4%
	Online Forums	120	41.4%	81	36.3%	113	31.8%	110	55.6%	29	24.8%
	Newsletter from hunting / wildlife groups or organizations	115	39.7%	94	42.2%	170	47.9%	85	42.9%	46	39.3%
	Fish / Wildlife Agency for My State of Residence	155	53.4%	119	53.4%	199	56.1%	115	58.1%	62	53.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	116	40.0%	93	41.7%	136	38.3%	81	40.9%	37	31.6%
	Other	10	3.4%	8	3.6%	11	3.1%	10	5.1%	6	5.1%
	None Of The Above	2	0.7%	4	1.8%	2	0.6%	1	0.5%	4	3.4%
Total		290	100.0%	223	100.0%	355	100.0%	198	100.0%	117	100.0%

Deer Hunting with a Shotgun

Table DS.1) **Sample frame**

	Count
Have not hunted deer in the past 3 years, and have not hunted with a shotgun in that time either	19
Have not hunted deer in the past 3 years, but have hunted with a shotgun recently	178
Have hunted deer in the past 3 years, but not with a shotgun	115
Total sample	312

Table DS.2) How many respondents have hunted deer at some point in the past?

	Count
Have never hunted this species before	92
Have hunted this species before	220
Total	312

Demographic Information

Table DS.3) What is your current age?

	Count	Column Percent
18 to 24	6	2.6%
25 to 34	27	11.5%
35 to 44	36	15.3%
45 to 54	51	21.7%
55 to 64	66	28.1%
65 and older	49	20.9%
Total	235	100.0%

Table DS.4) What is your gender?

	Count	Column Percent
Male	222	93.7%
Female	15	6.3%
Total	237	100.0%

Table DS.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	15	6.4%
\$20,000 to \$29,999	11	4.7%
\$30,000 to \$39,999	15	6.4%
\$40,000 to \$49,999	15	6.4%
\$50,000 to \$74,999	49	20.9%
\$75,000 to \$99,999	38	16.2%
\$100,000 to \$149,999	52	22.1%
\$150,000 to \$200,000	28	11.9%
More than \$200,000	12	5.1%
Total	235	100.0%

Table DS.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	2.1%
High school graduation	46	19.4%
Trade school, associates degree or similar	72	30.4%
Bachelors degree	73	30.8%
Masters degree	32	13.5%
Ph D and higher	9	3.8%
Total	237	100.0%

Table DS.7) In which region do you live?

	Count	Column Percent
Northeast	27	11.4%
Midwest	72	30.4%
South	84	35.4%
West	49	20.7%
Canada	5	2.1%
Total	237	100.0%

Introduction to Hunting

Table DS.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	102	32.8%
11 to 17 years old	129	41.5%
18 to 24 years old	27	8.7%
25 to 34 years old	28	9.0%
35 to 44 years old	17	5.5%
45 to 54 years old	4	1.3%
55 to 64 years old	4	1.3%
65 years and older	0	0.0%
Total	311	100.0%

Table DS.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	2	0.6%
Deer	71	22.9%
Elk	3	1.0%
Other big game	5	1.6%
Predators	11	3.5%
Small game	142	45.8%
Turkey	25	8.1%
Upland game birds	90	29.0%
Waterfowl	28	9.0%
Wild pig / feral hog	9	2.9%
Others	10	3.2%
Total	310	100.0%

Table DS.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	0	0.0%
Compound bow	9	2.9%
Crossbow	2	0.6%
MSR	6	1.9%
No weapon / toy	10	3.2%
Revolver	2	0.6%
Semi-automatic handgun	1	0.3%
Shotgun	163	52.8%
Traditional bow	1	0.3%
Traditional rifle	114	36.9%
Other	1	0.3%
Total	309	100.0%

Table DS.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	20	6.5%
Aunt / Uncle	29	9.4%
Co-worker	7	2.3%
Father	152	49.2%
Friend	69	22.3%
Grandparent	35	11.3%
Guide / outfitter	2	0.6%
Mother	0	0.0%
Neighbor	4	1.3%
Nobody / I hunted alone on my first hunt	28	9.1%
Sibling	17	5.5%
Spouse	7	2.3%
Other	4	1.3%
Total	309	100.0%

Table DS.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	177	59.2%
Spend time with family or friends who already hunted	176	58.9%
Wanted to spend more time outdoors	174	58.2%
Tradition / way of life	166	55.5%
It's relaxing / an escape	133	44.5%
I wanted a challenge / adventure	130	43.5%
To become self-sufficient / become a provider / obtain my own meat	119	39.8%
Support conservation efforts	68	22.7%
Wanted to try a new sport	64	21.4%
To teach someone else / introduce my children or others to hunting	28	9.4%
Other Please write in	1	0.3%
Total	299	100.0%

Table DS.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	70	22.7%
1 year	17	5.5%
2 - 5 years	100	32.5%
6 to 10 years	30	9.7%
More than 10 years	42	13.6%
I have only ever hunted [the species that I first targeted]	49	15.9%
Total	308	100.0%

Table DS.14) Which species have you ever targeted?

	Count	Column Percent
Bear	53	20.2%
Deer	220	83.7%
Elk	69	26.2%
Other big game	51	19.4%
Others	7	2.7%
Predators	120	45.6%
Small game	218	82.9%
Turkey	145	55.1%
Upland game birds	194	73.8%
Waterfowl	158	60.1%
Wild pig / feral hog	80	30.4%
Total	263	100.0%

Current Hunting Activities

Table DS.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	15	6.0%
Deer	101	40.4%
Elk	35	14.0%
Other big game	10	4.0%
Others	11	4.4%
Predators	62	24.8%
Small game	116	46.4%
Turkey	83	33.2%
Upland game birds	98	39.2%
Waterfowl	58	23.2%
Wild pig / feral hog	44	17.6%
Total	250	100.0%

Table DS.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	225	72.1%
Shotgun	177	56.7%
Modern sporting rifle / AR platform / AK platform	99	31.7%
Traditional bow/compound bow	79	25.3%
Muzzleloader	64	20.5%
Handgun	64	20.5%
Crossbow	34	10.9%
Other	11	3.5%
Total	312	100.0%

Table DS.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	38	16.9%
Deer	119	52.9%
Elk	34	15.1%
Other big game	39	17.3%
Predators	58	25.8%
Small Game	107	47.6%
Turkey	62	27.6%
Upland game birds	95	42.2%
Waterfowl	100	44.4%
Wild pig / feral hog	36	16.0%
Total number of hunters who have lapsed at least one species in their lifetime	225	100.0%

Table DS.18) Why have you lapsed deer hunting?

	Count	Column Percent
Do not have time	44	40.4%
I do not have anybody to go with anymore	33	30.3%
I moved to a new location where I am not able to do this type of hunting	24	22.0%
Other, please describe	22	20.2%
No hunting land available for this species anymore	17	15.6%
Too expensive	14	12.8%
Medical reasons / disabilities	14	12.8%
No longer interested or did not enjoy this type of hunting	6	5.5%
I need more training	4	3.7%
I was not successful	3	2.8%
Total	109	100.0%

Current Shooting Activities

Table DS.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	191	81.3%
Shotgun	182	77.4%
Traditional Centerfire Rifle	175	74.5%
Traditional Rimfire Rifle	175	74.5%
Revolver	140	59.6%
MSR	118	50.2%
Traditional or Compound Bow	74	31.5%
Muzzleloader	44	18.7%
Crossbow	23	9.8%
None of the Above	6	2.6%
Total	235	100.0%

Table DS.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	173	73.6%
Plinking or informal target shooting with a traditional rimfire rifle	159	67.7%
Plinking or informal target shooting with a traditional centerfire rifle	153	65.1%
Plinking or informal target shooting with a Revolver	123	52.3%
Informal (backyard or testing) with a Shotgun	116	49.4%
Sighting-in rifle with a traditional centerfire rifle	115	48.9%
Sighting-in rifle with a traditional rimfire rifle	106	45.1%
Plinking or informal target shooting with a MSR	105	44.7%
Sighting-in with a Semi-automatic Handgun	104	44.3%
Sporting clays with a Shotgun	98	41.7%
Pattern shotgun	92	39.1%
Skeet with a Shotgun	85	36.2%
Sighting-in rifle with a MSR	84	35.7%
Trap with a Shotgun	77	32.8%
Target shooting with a traditional or compound bow	74	31.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	72	30.6%
Benchrest with a traditional centerfire rifle	70	29.8%
Long range with a traditional centerfire rifle	64	27.2%
Sighting-In with a Shotgun	55	23.4%
Bullseye with a Semi-automatic Handgun	54	23.0%
Sighting-in with a Revolver	51	21.7%
Benchrest with a traditional rimfire rifle	47	20.0%
Teaching/Informative with a Semi-automatic Handgun	46	19.6%

Testing (Ammo & firearm) with a Revolver	45	19.1%
Target shooting with a muzzleloader	44	18.7%
Target shooting with an air rifle at a range	44	18.7%
Silhouette with a Semi-automatic Handgun	42	17.9%
Bullseye with a Revolver	39	16.6%
Load Testing/Development with a traditional centerfire rifle	37	15.7%
Long range with a MSR	37	15.7%
Teaching/Informative with a traditional centerfire rifle	36	15.3%
Load Testing/Development with a Semi-automatic Handgun	36	15.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	35	14.9%
Teaching/Informative with a traditional rimfire rifle	35	14.9%
Benchrest with a MSR	33	14.0%
5 Stand with a Shotgun	31	13.2%
Tactical with a MSR	31	13.2%
Teaching/Informative with a Revolver	31	13.2%
Teaching/Informative with a Shotgun	28	11.9%
Test reload with a Shotgun	28	11.9%
Teaching/Informative with a MSR	27	11.5%
Wobble Trap with a Shotgun	26	11.1%
Training (Military / Defense / Law Enforcement) with a MSR	26	11.1%
Load Testing/Development with a Revolver	25	10.6%
Long range with a traditional rimfire rifle	25	10.6%
Silhouette with a traditional centerfire rifle	24	10.2%
Target shooting with a crossbow	23	9.8%
Load Testing/Development with a MSR	22	9.4%
Dog training with a shotgun	22	9.4%
Tactical with a traditional centerfire rifle	20	8.5%
Silhouette with a Revolver	19	8.1%
Silhouette with a traditional rimfire rifle	19	8.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	16	6.8%
Bowling pin with a Semi-automatic Handgun	16	6.8%
Silhouette with a MSR	15	6.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	14	6.0%
Steel Challenge with a Semi-automatic Handgun	14	6.0%
3 Gun with a Shotgun	13	5.5%
3 Gun with a Semi-automatic Handgun	11	4.7%
Steel Challenge with a traditional centerfire rifle	10	4.3%
Load Testing/Development with a traditional rimfire rifle	10	4.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	10	4.3%
3 Gun with a MSR	9	3.8%
Steel Challenge with a MSR	8	3.4%
Three (3) position with a MSR	8	3.4%

Bowling pin with a Revolver	7	3.0%
Training (Military / Defense / Law Enforcement) with a Revolver	7	3.0%
Three (3) position with a traditional centerfire rifle	6	2.6%
Steel Challenge with a traditional rimfire rifle	6	2.6%
Tactical with a traditional rimfire rifle	6	2.6%
None of the above	6	2.6%
Cowboy action with a traditional centerfire rifle	5	2.1%
IDPA with a Semi-automatic Handgun	4	1.7%
Steel Challenge with a Revolver	4	1.7%
IPSC with a Semi-automatic Handgun	3	1.3%
Cowboy action with a Revolver	3	1.3%
Three (3) position with a traditional rimfire rifle	3	1.3%
Cowboy Action with a Shotgun	2	0.9%
Cowboy action with a Semi-automatic Handgun	2	0.9%
IPSC with a Revolver	2	0.9%
3 Gun with a traditional centerfire rifle	1	0.4%
NRA high power with a traditional centerfire rifle	1	0.4%
NRA high power with a MSR	1	0.4%
IDPA with a Revolver	1	0.4%
Cowboy action with a traditional rimfire rifle	1	0.4%
NRA high power with a traditional rimfire rifle	1	0.4%
Total	235	100.0%

Deer Hunting Interest

Table DS.21) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	16	48.5%
I do not have anyone to go with	12	36.4%
No hunting land available	11	33.3%
Don't know how to start	10	30.3%
My hunting skills need improving / I need more training	9	27.3%
Do not have time	7	21.2%
If I had a successful hunt I wouldn't know what to do with my harvest	5	15.2%
Too expensive	4	12.1%
I moved to a new home and don't know where to go	4	12.1%
I don't own the proper equipment	4	12.1%
There are other activities I'd rather do	1	3.0%
Hunting rules are too complex	1	3.0%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
I am not able to buy a license	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	33	100.0%

Influential Media and Individuals

Table DS.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	138	53.7%
Father	76	29.6%
Self / nobody else	41	16.0%
Co-worker	29	11.3%
Another relative	27	10.5%
Uncle / Aunt	25	9.7%
Sibling	21	8.2%
Grandparent	17	6.6%
Neighbor	13	5.1%
Children / grandchildren	10	3.9%
Guide / outfitter	10	3.9%
Spouse	9	3.5%
Other, please specify	4	1.6%
Mother	1	0.4%
Total	257	100.0%

Table DS.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	99	39.4%
Television shows	127	50.6%
Magazines	89	35.5%
Seminars	16	6.4%
Hunter education programs	36	14.3%
State wildlife management agencies	56	22.3%
Retailers	17	6.8%
Local clubs or social organizations	34	13.5%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	92	36.7%
Other, please specify	12	4.8%
Total	251	100.0%

Table DS.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	55	55.6%
Fish and Wildlife agency produced videos	30	30.3%
How-to videos	64	64.6%
Informational/political/talk show style	6	6.1%
Professionals hunting/fishing/shooting	75	75.8%
Non-professionals (home videos) hunting/fishing/shooting	56	56.6%
Comedy/blooper videos	7	7.1%
Competitions	10	10.1%
Product reviews	37	37.4%
Other	1	1.0%
Total	99	100.0%

Table DS.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	13	10.2%
Animal Planet	14	11.0%
Comcast SportsNet	2	1.6%
Discovery Channel	21	16.5%
ESPN/ESPN 2	2	1.6%
History Channel	23	18.1%
Military Channel	12	9.4%
National Geographic	19	15.0%
NBC Sports	3	2.4%
Outdoor Channel	92	72.4%
Pursuit Channel	34	26.8%
Sportsman Channel	78	61.4%
Sunshine Network / SUN Sports	3	2.4%
WildTV	6	4.7%
World Fishing Network	13	10.2%
Other national network	1	0.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	34	26.8%
I watched hunting/fishing TV, but don't remember the channel	43	33.9%
Total	127	100.0%

Table DS.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	124	45.4%
An invitation from a friend / family member	111	40.7%
YouTube videos	97	35.5%
Books / magazines	96	35.2%
Joining a local hunt club	95	34.8%
Membership in a non-profit organization specific to this type of hunting	87	31.9%
Programming offered by outdoor retailers	83	30.4%
Online forums / blogs	63	23.1%
Other: Please describe	28	10.3%
Total	273	100.0%

Table DS.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	19	21.8%	24	35.3%	30	28.8%	22	33.3%
	Google+	13	14.9%	19	27.9%	19	18.3%	17	25.8%
	Twitter	6	6.9%	5	7.4%	9	8.7%	7	10.6%
	Pinterest	3	3.4%	4	5.9%	5	4.8%	4	6.1%
	Instagram	7	8.0%	6	8.8%	12	11.5%	7	10.6%
	YouTube	50	57.5%	49	72.1%	73	70.2%	47	71.2%
	Television programs	48	55.2%	42	61.8%	59	56.7%	40	60.6%
	Books	18	20.7%	17	25.0%	23	22.1%	22	33.3%
	Magazines	61	70.1%	52	76.5%	70	67.3%	52	78.8%
	Online Forums	27	31.0%	29	42.6%	44	42.3%	29	43.9%
	Newsletter from hunting / wildlife groups or organizations	39	44.8%	33	48.5%	54	51.9%	37	56.1%
	Fish / Wildlife Agency for My State of Residence	38	43.7%	37	54.4%	62	59.6%	36	54.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	24	27.6%	27	39.7%	38	36.5%	22	33.3%
	Other	2	2.3%	1	1.5%	2	1.9%	2	3.0%
	None Of The Above	3	3.4%	1	1.5%	1	1.0%	0	0.0%
Total		87	100.0%	68	100.0%	104	100.0%	66	100.0%

Table DS.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	27	33.8%	20	27.0%	18	23.7%	17	35.4%	1	4.0%
	Google+	17	21.3%	17	23.0%	13	17.1%	11	22.9%	6	24.0%
	Twitter	7	8.8%	4	5.4%	7	9.2%	7	14.6%	0	0.0%
	Pinterest	7	8.8%	2	2.7%	4	5.3%	3	6.3%	0	0.0%
	Instagram	8	10.0%	7	9.5%	5	6.6%	6	12.5%	1	4.0%
	YouTube	70	87.5%	50	67.6%	47	61.8%	41	85.4%	10	40.0%
	Television programs	45	56.3%	44	59.5%	38	50.0%	32	66.7%	14	56.0%
	Books	26	32.5%	19	25.7%	31	40.8%	20	41.7%	5	20.0%
	Magazines	56	70.0%	52	70.3%	67	88.2%	33	68.8%	17	68.0%
	Online Forums	37	46.3%	36	48.6%	33	43.4%	30	62.5%	7	28.0%
	Newsletter from hunting / wildlife groups or organizations	35	43.8%	36	48.6%	33	43.4%	26	54.2%	10	40.0%
	Fish / Wildlife Agency for My State of Residence	36	45.0%	45	60.8%	39	51.3%	26	54.2%	16	64.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	26	32.5%	27	36.5%	23	30.3%	19	39.6%	9	36.0%
	Other	1	1.3%	2	2.7%	5	6.6%	3	6.3%	2	8.0%
	None Of The Above	1	1.3%	1	1.4%	0	0.0%	0	0.0%	1	4.0%
Total		80	100.0%	74	100.0%	76	100.0%	48	100.0%	25	100.0%

Deer Hunting with a Traditional or Compound Bow

Table DB.1) **Sample frame**

	Count
Have not hunted deer in the past 3 years, and have not hunted with a traditional or compound bow in that time either	132
Have not hunted deer in the past 3 years, but have hunted with a traditional or compound bow recently	110
Have hunted deer in the past 3 years, but not with a traditional or compound bow	752
Total sample	994

Table DB.2) How many respondents have hunted deer at some point in the past?

	Count
Have never hunted this species before	112
Have hunted this species before	882
Total	994

Demographic Information

Table DB.3) What is your current age?

	Count	Column Percent
18 to 24	16	2.0%
25 to 34	104	12.9%
35 to 44	139	17.2%
45 to 54	199	24.6%
55 to 64	223	27.6%
65 and older	128	15.8%
Total	809	100.0%

Table DB.4) What is your gender?

	Count	Column Percent
Male	779	96.1%
Female	32	3.9%
Total	811	100.0%

Table DB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	22	2.7%
\$20,000 to \$29,999	24	3.0%
\$30,000 to \$39,999	32	4.0%
\$40,000 to \$49,999	62	7.7%
\$50,000 to \$74,999	171	21.2%
\$75,000 to \$99,999	142	17.6%
\$100,000 to \$149,999	202	25.0%
\$150,000 to \$200,000	89	11.0%
More than \$200,000	63	7.8%
Total	807	100.0%

Table DB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	3	0.4%
High school graduation	150	18.5%
Trade school, associates degree or similar	233	28.7%
Bachelors degree	267	32.9%
Masters degree	118	14.5%
Ph D and higher	40	4.9%
Total	811	100.0%

Table DB.7) In which region do you live?

	Count	Column Percent
Northeast	77	9.5%
Midwest	203	25.0%
South	269	33.2%
West	245	30.2%
Canada	17	2.1%
Total	811	100.0%

Introduction to Hunting

Table DB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	406	40.8%
11 to 17 years old	412	41.4%
18 to 24 years old	64	6.4%
25 to 34 years old	62	6.2%
35 to 44 years old	33	3.3%
45 to 54 years old	11	1.1%
55 to 64 years old	5	0.5%
65 years and older	1	0.1%
Total	994	100.0%

Table DB.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	3	0.3%
Deer	290	29.2%
Elk	22	2.2%
Other big game	8	0.8%
Predators	21	2.1%
Small game	450	45.3%
Turkey	46	4.6%
Upland game birds	284	28.6%
Waterfowl	64	6.4%
Wild pig / feral hog	20	2.0%
Others	28	2.8%
Total	994	100.0%

Table DB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	5	0.5%
Compound bow	9	0.9%
Crossbow	2	0.2%
MSR	8	0.8%
No weapon / toy	31	3.1%
Revolver	1	0.1%
Semi-automatic handgun	1	0.1%
Shotgun	522	52.5%
Traditional bow	7	0.7%
Traditional rifle	407	40.9%
Other	1	0.1%
Total	994	100.0%

Table DB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	38	3.8%
Aunt / Uncle	119	12.0%
Co-worker	19	1.9%
Father	581	58.7%
Friend	173	17.5%
Grandparent	100	10.1%
Guide / outfitter	2	0.2%
Mother	9	0.9%
Neighbor	19	1.9%
Nobody / I hunted alone on my first hunt	59	6.0%
Sibling	42	4.2%
Spouse	20	2.0%
Other	18	1.8%
Total	990	100.0%

Table DB.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	622	64.1%
Spend time with family or friends who already hunted	618	63.7%
Wanted to spend more time outdoors	606	62.5%
Tradition / way of life	567	58.5%
It's relaxing / an escape	418	43.1%
I wanted a challenge / adventure	386	39.8%
To become self-sufficient / become a provider / obtain my own meat	380	39.2%
Support conservation efforts	205	21.1%
Wanted to try a new sport	156	16.1%
To teach someone else / introduce my children or others to hunting	102	10.5%
Other Please write in	4	0.4%
Total	970	100.0%

Table DB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	279	28.2%
1 year	65	6.6%
2 - 5 years	396	40.1%
6 to 10 years	105	10.6%
More than 10 years	81	8.2%
I have only ever hunted [the species that I first targeted]	62	6.3%
Total	988	100.0%

Table DB.14) Which species have you ever targeted?

	Count	Column Percent
Bear	266	28.5%
Deer	882	94.6%
Elk	352	37.8%
Other big game	240	25.8%
Others	18	1.9%
Predators	515	55.3%
Small game	766	82.2%
Turkey	644	69.1%
Upland game birds	746	80.0%
Waterfowl	599	64.3%
Wild pig / feral hog	332	35.6%
Total	932	100.0%

Current Hunting Activities

Table DB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	112	12.2%
Deer	719	78.1%
Elk	211	22.9%
Other big game	92	10.0%
Others	45	4.9%
Predators	321	34.9%
Small game	464	50.4%
Turkey	464	50.4%
Upland game birds	493	53.5%
Waterfowl	303	32.9%
Wild pig / feral hog	197	21.4%
Total	921	100.0%

Table DB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	879	88.4%
Shotgun	824	82.9%
Modern sporting rifle / AR platform / AK platform	315	31.7%
Muzzleloader	265	26.7%
Handgun	234	23.5%
Crossbow	102	10.3%
Traditional bow/compound bow	90	9.1%
Other	20	2.0%
Total	994	100.0%

Table DB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	154	21.0%
Deer	162	22.1%
Elk	141	19.2%
Other big game	139	19.0%
Predators	191	26.1%
Small Game	318	43.4%
Turkey	180	24.6%
Upland game birds	253	34.5%
Waterfowl	290	39.6%
Wild pig / feral hog	135	18.4%
Total number of hunters who have lapsed at least one species in their lifetime	733	100.0%

Table DB.18) Why have you lapsed deer hunting?

	Count	Column Percent
Do not have time	49	35.0%
I do not have anybody to go with anymore	35	25.0%
Other, please describe	29	20.7%
I moved to a new location where I am not able to do this type of hunting	25	17.9%
No hunting land available for this species anymore	18	12.9%
Too expensive	18	12.9%
Medical reasons / disabilities	13	9.3%
No longer interested or did not enjoy this type of hunting	6	4.3%
I was not successful	6	4.3%
I need more training	6	4.3%
Total	140	100.0%

Current Shooting Activities

Table DB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	651	82.1%
Traditional Centerfire Rifle	647	81.6%
Semiautomatic Handgun	626	78.9%
Traditional Rimfire Rifle	624	78.7%
Revolver	498	62.8%
MSR	379	47.8%
Traditional or Compound Bow	253	31.9%
Muzzleloader	185	23.3%
Crossbow	88	11.1%
None of the Above	12	1.5%
Total	793	100.0%

Table DB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	573	72.3%
Plinking or informal target shooting with a traditional rimfire rifle	573	72.3%
Plinking or informal target shooting with a traditional centerfire rifle	536	67.6%
Sighting-in rifle with a traditional centerfire rifle	504	63.6%
Plinking or informal target shooting with a Revolver	463	58.4%
Informal (backyard or testing) with a Shotgun	457	57.6%
Sighting-in rifle with a traditional rimfire rifle	405	51.1%
Sporting clays with a Shotgun	375	47.3%
Pattern shotgun	348	43.9%
Plinking or informal target shooting with a MSR	343	43.3%
Sighting-in with a Semi-automatic Handgun	335	42.2%
Trap with a Shotgun	314	39.6%
Skeet with a Shotgun	312	39.3%
Target shooting with a traditional or compound bow	253	31.9%
Long range with a traditional centerfire rifle	246	31.0%
Sighting-in rifle with a MSR	245	30.9%
Benchrest with a traditional centerfire rifle	239	30.1%
Sighting-In with a Shotgun	231	29.1%
Sighting-in with a Revolver	218	27.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	211	26.6%
Load Testing/Development with a traditional centerfire rifle	203	25.6%
Target shooting with a muzzleloader	185	23.3%
Teaching/Informative with a Semi-automatic Handgun	177	22.3%

Teaching/Informative with a Shotgun	161	20.3%
Teaching/Informative with a traditional centerfire rifle	151	19.0%
Teaching/Informative with a traditional rimfire rifle	150	18.9%
Testing (Ammo & firearm) with a Revolver	148	18.7%
Bullseye with a Semi-automatic Handgun	142	17.9%
Benchrest with a traditional rimfire rifle	137	17.3%
Silhouette with a Semi-automatic Handgun	133	16.8%
Teaching/Informative with a Revolver	125	15.8%
5 Stand with a Shotgun	124	15.6%
Target shooting with an air rifle at a range	122	15.4%
Teaching/Informative with a MSR	117	14.8%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	106	13.4%
Bullseye with a Revolver	106	13.4%
Load Testing/Development with a Semi-automatic Handgun	101	12.7%
Tactical with a MSR	99	12.5%
Wobble Trap with a Shotgun	96	12.1%
Load Testing/Development with a MSR	95	12.0%
Long range with a MSR	95	12.0%
Dog training with a shotgun	94	11.9%
Target shooting with a crossbow	88	11.1%
Benchrest with a MSR	86	10.8%
Silhouette with a Revolver	82	10.3%
Load Testing/Development with a Revolver	81	10.2%
Silhouette with a traditional rimfire rifle	79	10.0%
Silhouette with a traditional centerfire rifle	76	9.6%
Test reload with a Shotgun	75	9.5%
Training (Military / Defense / Law Enforcement) with a MSR	75	9.5%
Long range with a traditional rimfire rifle	69	8.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	52	6.6%
Tactical with a traditional centerfire rifle	49	6.2%
Load Testing/Development with a traditional rimfire rifle	47	5.9%
Silhouette with a MSR	43	5.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	42	5.3%
Steel Challenge with a Semi-automatic Handgun	41	5.2%
Training (Military / Defense / Law Enforcement) with a Revolver	40	5.0%
Bowling pin with a Semi-automatic Handgun	39	4.9%
Three (3) position with a traditional centerfire rifle	34	4.3%
3 Gun with a Semi-automatic Handgun	34	4.3%
3 Gun with a Shotgun	33	4.2%
Three (3) position with a MSR	28	3.5%
3 Gun with a MSR	26	3.3%
Steel Challenge with a traditional centerfire rifle	25	3.2%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	25	3.2%
Steel Challenge with a MSR	24	3.0%
Three (3) position with a traditional rimfire rifle	24	3.0%
IDPA with a Semi-automatic Handgun	23	2.9%
Bowling pin with a Revolver	22	2.8%
Cowboy action with a Revolver	21	2.6%
Tactical with a traditional rimfire rifle	18	2.3%
Steel Challenge with a Revolver	17	2.1%
Steel Challenge with a traditional rimfire rifle	17	2.1%
IPSC with a Semi-automatic Handgun	16	2.0%
Cowboy action with a traditional centerfire rifle	12	1.5%
None of the above	12	1.5%
Cowboy Action with a Shotgun	11	1.4%
NRA high power with a traditional centerfire rifle	9	1.1%
3 Gun with a traditional centerfire rifle	8	1.0%
NRA high power with a MSR	8	1.0%
IDPA with a Revolver	8	1.0%
Cowboy action with a Semi-automatic Handgun	5	0.6%
Schuetzen with a traditional centerfire rifle	3	0.4%
Cowboy action with a traditional rimfire rifle	3	0.4%
Cowboy action with a MSR	2	0.3%
3 Gun with a Revolver	2	0.3%
3 Gun with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional rimfire rifle	2	0.3%
Schuetzen with a MSR	1	0.1%
IPSC with a Revolver	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Total	793	100.0%

Deer Hunting Interest

Table DB.21) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	13	38.2%
Don't know how to start	12	35.3%
My hunting skills need improving / I need more training	12	35.3%
I do not have anyone to go with	11	32.4%
If I had a successful hunt I wouldn't know what to do with my harvest	9	26.5%
Do not have time	8	23.5%
No hunting land available	6	17.6%
I moved to a new home and don't know where to go	6	17.6%
I don't own the proper equipment	5	14.7%
There are other activities I'd rather do	3	8.8%
Too expensive	3	8.8%
This species is not found in my part of the country, or it is not legal to hunt	1	2.9%
I am not able to buy a license	1	2.9%
Hunting rules are too complex	1	2.9%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	34	100.0%

Influential Media and Individuals

Table DB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	523	56.8%
Father	254	27.6%
Self / nobody else	167	18.1%
Another relative	102	11.1%
Co-worker	97	10.5%
Uncle / Aunt	79	8.6%
Sibling	75	8.1%
Grandparent	52	5.6%
Children / grandchildren	36	3.9%
Guide / outfitter	30	3.3%
Neighbor	29	3.1%
Spouse	24	2.6%
Other, please specify	16	1.7%
Mother	1	0.1%
Total	921	100.0%

Table DB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	305	33.3%
Television shows	476	52.0%
Magazines	375	40.9%
Seminars	65	7.1%
Hunter education programs	104	11.4%
State wildlife management agencies	182	19.9%
Retailers	47	5.1%
Local clubs or social organizations	83	9.1%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	346	37.8%
Other, please specify	56	6.1%
Total	916	100.0%

Table DB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	159	52.5%
Fish and Wildlife agency produced videos	92	30.4%
How-to videos	187	61.7%
Informational/political/talk show style	41	13.5%
Professionals hunting/fishing/shooting	233	76.9%
Non-professionals (home videos) hunting/fishing/shooting	171	56.4%
Comedy/blooper videos	22	7.3%
Competitions	45	14.9%
Product reviews	113	37.3%
Other	3	1.0%
Total	303	100.0%

Table DB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	31	6.6%
Animal Planet	31	6.6%
Comcast SportsNet	6	1.3%
Discovery Channel	63	13.3%
ESPN/ESPN 2	24	5.1%
History Channel	48	10.2%
Military Channel	26	5.5%
National Geographic	49	10.4%
NBC Sports	15	3.2%
Outdoor Channel	407	86.2%
Pursuit Channel	164	34.7%
Sportsman Channel	321	68.0%
Sunshine Network / SUN Sports	5	1.1%
WildTV	16	3.4%
World Fishing Network	24	5.1%
Other national network	4	0.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	101	21.4%
I watched hunting/fishing TV, but don't remember the channel	98	20.8%
Total	472	100.0%

Table DB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	432	46.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	329	35.4%
Books / magazines	326	35.1%
YouTube videos	279	30.0%
Membership in a non-profit organization specific to this type of hunting	268	28.8%
Joining a local hunt club	251	27.0%
Programming offered by outdoor retailers	225	24.2%
Online forums / blogs	175	18.8%
Other: Please describe	94	10.1%
Total	929	100.0%

Table DB.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	106	28.4%	69	35.4%	80	28.3%	80	34.8%
	Google+	76	20.4%	44	22.6%	55	19.4%	49	21.3%
	Twitter	18	4.8%	9	4.6%	13	4.6%	20	8.7%
	Pinterest	19	5.1%	12	6.2%	18	6.4%	12	5.2%
	Instagram	32	8.6%	25	12.8%	32	11.3%	35	15.2%
	YouTube	191	51.2%	117	60.0%	165	58.3%	126	54.8%
	Television programs	195	52.3%	120	61.5%	152	53.7%	143	62.2%
	Books	94	25.2%	64	32.8%	87	30.7%	74	32.2%
	Magazines	274	73.5%	137	70.3%	196	69.3%	179	77.8%
	Online Forums	94	25.2%	68	34.9%	97	34.3%	78	33.9%
	Newsletter from hunting / wildlife groups or organizations	177	47.5%	92	47.2%	139	49.1%	138	60.0%
	Fish / Wildlife Agency for My State of Residence	206	55.2%	119	61.0%	201	71.0%	143	62.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	127	34.0%	83	42.6%	116	41.0%	101	43.9%
	Other	9	2.4%	7	3.6%	9	3.2%	8	3.5%
	None Of The Above	9	2.4%	2	1.0%	4	1.4%	4	1.7%
Total		373	100.0%	195	100.0%	283	100.0%	230	100.0%

Table DB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	80	33.9%	66	30.3%	65	23.0%	48	34.3%	8	9.9%
	Google+	41	17.4%	44	20.2%	51	18.0%	23	16.4%	18	22.2%
	Twitter	18	7.6%	16	7.3%	18	6.4%	9	6.4%	2	2.5%
	Pinterest	21	8.9%	12	5.5%	15	5.3%	10	7.1%	1	1.2%
	Instagram	38	16.1%	30	13.8%	27	9.5%	20	14.3%	2	2.5%
	YouTube	190	80.5%	124	56.9%	139	49.1%	95	67.9%	28	34.6%
	Television programs	128	54.2%	121	55.5%	160	56.5%	78	55.7%	38	46.9%
	Books	77	32.6%	72	33.0%	115	40.6%	45	32.1%	18	22.2%
	Magazines	167	70.8%	153	70.2%	248	87.6%	100	71.4%	61	75.3%
	Online Forums	97	41.1%	71	32.6%	86	30.4%	84	60.0%	17	21.0%
	Newsletter from hunting / wildlife groups or organizations	109	46.2%	100	45.9%	147	51.9%	71	50.7%	28	34.6%
	Fish / Wildlife Agency for My State of Residence	130	55.1%	129	59.2%	167	59.0%	90	64.3%	43	53.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	83	35.2%	80	36.7%	103	36.4%	54	38.6%	34	42.0%
	Other	7	3.0%	8	3.7%	11	3.9%	4	2.9%	4	4.9%
	None Of The Above	3	1.3%	3	1.4%	1	0.4%	1	0.7%	5	6.2%
Total		236	100.0%	218	100.0%	283	100.0%	140	100.0%	81	100.0%

Deer Hunting with a Traditional Rifle

Table DR.1) Sample frame

	Count
Have not hunted deer in the past 3 years, and have not hunted with a traditional rifle in that time either	144
Have not hunted deer in the past 3 years, but have hunted with a traditional rifle recently	393
Have hunted deer in the past 3 years, but not with a traditional rifle	258
Total sample	795

Table DR.2) How many respondents have hunted deer at some point in the past?

	Count
Have never hunted this species before	210
Have hunted this species before	585
Total	795

Demographic Information

Table DR.3) What is your current age?

	Count	Column Percent
18 to 24	12	1.9%
25 to 34	66	10.7%
35 to 44	73	11.8%
45 to 54	141	22.8%
55 to 64	172	27.8%
65 and older	154	24.9%
Total	618	100.0%

Table DR.4) What is your gender?

	Count	Column Percent
Male	593	95.8%
Female	26	4.2%
Total	619	100.0%

Table DR.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	27	4.4%
\$20,000 to \$29,999	15	2.4%
\$30,000 to \$39,999	25	4.1%
\$40,000 to \$49,999	43	7.0%
\$50,000 to \$74,999	124	20.2%
\$75,000 to \$99,999	102	16.6%
\$100,000 to \$149,999	162	26.4%
\$150,000 to \$200,000	67	10.9%
More than \$200,000	49	8.0%
Total	614	100.0%

Table DR.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	1	0.2%
High school graduation	125	20.2%
Trade school, associates degree or similar	177	28.5%
Bachelors degree	209	33.7%
Masters degree	77	12.4%
Ph D and higher	31	5.0%
Total	620	100.0%

Table DR.7) In which region do you live?

	Count	Column Percent
Northeast	57	9.2%
Midwest	219	35.4%
South	167	27.0%
West	171	27.6%
Canada	5	0.8%
Total	619	100.0%

Introduction to Hunting

Table DR.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	268	33.8%
11 to 17 years old	330	41.6%
18 to 24 years old	76	9.6%
25 to 34 years old	60	7.6%
35 to 44 years old	30	3.8%
45 to 54 years old	19	2.4%
55 to 64 years old	10	1.3%
65 years and older	1	0.1%
Total	794	100.0%

Table DR.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	5	0.6%
Deer	172	21.7%
Elk	11	1.4%
Other big game	6	0.8%
Predators	25	3.2%
Small game	376	47.4%
Turkey	45	5.7%
Upland game birds	264	33.3%
Waterfowl	82	10.3%
Wild pig / feral hog	25	3.2%
Others	24	3.0%
Total	793	100.0%

Table DR.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	4	0.5%
Compound bow	26	3.3%
Crossbow	3	0.4%
MSR	9	1.1%
No weapon / toy	15	1.9%
Revolver	2	0.3%
Semi-automatic handgun	4	0.5%
Shotgun	485	61.2%
Traditional bow	5	0.6%
Traditional rifle	236	29.8%
Other	3	0.4%
Total	792	100.0%

Table DR.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	38	4.8%
Aunt / Uncle	80	10.2%
Co-worker	19	2.4%
Father	376	47.8%
Friend	162	20.6%
Grandparent	82	10.4%
Guide / outfitter	5	0.6%
Mother	2	0.3%
Neighbor	22	2.8%
Nobody / I hunted alone on my first hunt	69	8.8%
Sibling	40	5.1%
Spouse	17	2.2%
Other	11	1.4%
Total	787	100.0%

Table DR.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	465	61.0%
Wanted to spend more time outdoors	442	58.0%
Spend time with family or friends who already hunted	432	56.7%
Tradition / way of life	373	49.0%
I wanted a challenge / adventure	318	41.7%
It's relaxing / an escape	315	41.3%
To become self-sufficient / become a provider / obtain my own meat	266	34.9%
Support conservation efforts	155	20.3%
Wanted to try a new sport	140	18.4%
To teach someone else / introduce my children or others to hunting	71	9.3%
Other Please write in	4	0.5%
Total	762	100.0%

Table DR.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	177	22.4%
1 year	54	6.8%
2 - 5 years	263	33.2%
6 to 10 years	83	10.5%
More than 10 years	115	14.5%
I have only ever hunted [the species that I first targeted]	99	12.5%
Total	791	100.0%

Table DR.14) Which species have you ever targeted?

	Count	Column Percent
Bear	122	17.5%
Deer	585	84.1%
Elk	171	24.6%
Other big game	131	18.8%
Others	21	3.0%
Predators	321	46.1%
Small game	568	81.6%
Turkey	413	59.3%
Upland game birds	542	77.9%
Waterfowl	431	61.9%
Wild pig / feral hog	193	27.7%
Total	696	100.0%

Current Hunting Activities

Table DR.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	36	5.5%
Deer	230	34.9%
Elk	77	11.7%
Other big game	35	5.3%
Others	23	3.5%
Predators	160	24.3%
Small game	277	42.0%
Turkey	271	41.1%
Upland game birds	332	50.4%
Waterfowl	217	32.9%
Wild pig / feral hog	101	15.3%
Total	659	100.0%

Table DR.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	686	86.3%
Traditional rifle (centerfire or rimfire)	388	48.8%
Modern sporting rifle / AR platform / AK platform	222	27.9%
Traditional bow/compound bow	209	26.3%
Handgun	159	20.0%
Muzzleloader	151	19.0%
Crossbow	91	11.4%
Other	18	2.3%
Total	795	100.0%

Table DR.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	86	14.7%
Deer	355	60.8%
Elk	94	16.1%
Other big game	90	15.4%
Predators	161	27.6%
Small Game	295	50.5%
Turkey	142	24.3%
Upland game birds	210	36.0%
Waterfowl	214	36.6%
Wild pig / feral hog	92	15.8%
Total number of hunters who have lapsed at least one species in their lifetime	584	100.0%

Table DR.18) Why have you lapsed deer hunting?

	Count	Column Percent
Do not have time	100	31.1%
I do not have anybody to go with anymore	83	25.8%
I moved to a new location where I am not able to do this type of hunting	58	18.0%
No hunting land available for this species anymore	54	16.8%
Other, please describe	52	16.1%
Too expensive	43	13.4%
Medical reasons / disabilities	41	12.7%
No longer interested or did not enjoy this type of hunting	23	7.1%
I was not successful	10	3.1%
I need more training	9	2.8%
Total	322	100.0%

Current Shooting Activities

Table DR.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	488	81.6%
Semiautomatic Handgun	464	77.6%
Traditional Rimfire Rifle	423	70.7%
Traditional Centerfire Rifle	417	69.7%
Revolver	352	58.9%
MSR	275	46.0%
Traditional or Compound Bow	169	28.3%
Muzzleloader	94	15.7%
Crossbow	68	11.4%
None of the Above	13	2.2%
Total	598	100.0%

Table DR.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	418	69.8%
Plinking or informal target shooting with a traditional rimfire rifle	382	63.8%
Plinking or informal target shooting with a traditional centerfire rifle	336	56.1%
Plinking or informal target shooting with a Revolver	313	52.3%
Informal (backyard or testing) with a Shotgun	293	48.9%
Sighting-in rifle with a traditional centerfire rifle	287	47.9%
Sporting clays with a Shotgun	279	46.6%
Sighting-in rifle with a traditional rimfire rifle	257	42.9%
Sighting-in with a Semi-automatic Handgun	245	40.9%
Trap with a Shotgun	243	40.6%
Skeet with a Shotgun	238	39.7%
Pattern shotgun	236	39.4%
Plinking or informal target shooting with a MSR	234	39.1%
Sighting-in rifle with a MSR	180	30.1%
Sighting-In with a Shotgun	171	28.5%
Target shooting with a traditional or compound bow	169	28.2%
Benchrest with a traditional centerfire rifle	161	26.9%
Long range with a traditional centerfire rifle	149	24.9%
Sighting-in with a Revolver	142	23.7%
Testing (Ammo & firearm) with a Semi-automatic Handgun	141	23.5%
Load Testing/Development with a traditional centerfire rifle	117	19.5%
Teaching/Informative with a Semi-automatic Handgun	112	18.7%
Bullseye with a Semi-automatic Handgun	108	18.0%

Teaching/Informative with a Shotgun	106	17.7%
5 Stand with a Shotgun	101	16.9%
Silhouette with a Semi-automatic Handgun	96	16.0%
Testing (Ammo & firearm) with a Revolver	96	16.0%
Target shooting with a muzzleloader	94	15.7%
Benchrest with a traditional rimfire rifle	91	15.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	88	14.7%
Teaching/Informative with a traditional rimfire rifle	87	14.5%
Target shooting with an air rifle at a range	84	14.0%
Bullseye with a Revolver	79	13.2%
Teaching/Informative with a traditional centerfire rifle	78	13.0%
Load Testing/Development with a Semi-automatic Handgun	75	12.5%
Wobble Trap with a Shotgun	73	12.2%
Load Testing/Development with a MSR	68	11.4%
Target shooting with a crossbow	68	11.4%
Benchrest with a MSR	67	11.2%
Tactical with a MSR	67	11.2%
Test reload with a Shotgun	64	10.7%
Long range with a MSR	64	10.7%
Training (Military / Defense / Law Enforcement) with a MSR	63	10.5%
Dog training with a shotgun	63	10.5%
Teaching/Informative with a Revolver	60	10.0%
Teaching/Informative with a MSR	57	9.5%
Load Testing/Development with a Revolver	55	9.2%
Silhouette with a traditional centerfire rifle	52	8.7%
Long range with a traditional rimfire rifle	49	8.2%
Silhouette with a traditional rimfire rifle	47	7.8%
Silhouette with a Revolver	43	7.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	38	6.3%
Bowling pin with a Semi-automatic Handgun	38	6.3%
Steel Challenge with a Semi-automatic Handgun	34	5.7%
Tactical with a traditional centerfire rifle	31	5.2%
Silhouette with a MSR	30	5.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	29	4.8%
IDPA with a Semi-automatic Handgun	26	4.3%
3 Gun with a Shotgun	23	3.8%
3 Gun with a Semi-automatic Handgun	22	3.7%
Bowling pin with a Revolver	22	3.7%
Training (Military / Defense / Law Enforcement) with a Revolver	21	3.5%
Load Testing/Development with a traditional rimfire rifle	20	3.3%
3 Gun with a MSR	18	3.0%
Three (3) position with a MSR	18	3.0%
IPSC with a Semi-automatic Handgun	18	3.0%

Steel Challenge with a traditional centerfire rifle	17	2.8%
Steel Challenge with a MSR	17	2.8%
Steel Challenge with a traditional rimfire rifle	16	2.7%
Three (3) position with a traditional centerfire rifle	14	2.3%
Steel Challenge with a Revolver	13	2.2%
Tactical with a traditional rimfire rifle	13	2.2%
None of the above	13	2.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	1.8%
Cowboy action with a Revolver	10	1.7%
Three (3) position with a traditional rimfire rifle	8	1.3%
NRA high power with a MSR	7	1.2%
Cowboy action with a traditional centerfire rifle	5	0.8%
NRA high power with a traditional centerfire rifle	5	0.8%
Cowboy Action with a Shotgun	4	0.7%
3 Gun with a traditional centerfire rifle	3	0.5%
Cowboy action with a Semi-automatic Handgun	3	0.5%
IDPA with a Revolver	2	0.3%
IPSC with a Revolver	2	0.3%
Cowboy action with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Total	599	100.0%

Deer Hunting Interest

Table DR.21) Why haven't you ever (or within the past 3 years) hunted deer?

	Count	Column Percent
I do not have anyone to go with	29	31.5%
Places to hunt are too limited, no convenient place to hunt	29	31.5%
My hunting skills need improving / I need more training	25	27.2%
Don't know how to start	23	25.0%
No hunting land available	20	21.7%
If I had a successful hunt I wouldn't know what to do with my harvest	17	18.5%
Do not have time	15	16.3%
I don't own the proper equipment	11	12.0%
There are other activities I'd rather do	10	10.9%
Too expensive	10	10.9%
I moved to a new home and don't know where to go	7	7.6%
Hunting rules are too complex	3	3.3%
Other	3	3.3%
This species is not found in my part of the country, or it is not legal to hunt	2	2.2%
I am not able to buy a license	1	1.1%
Medical reasons / disability	0	0.0%
Total	92	100.0%

Influential Media and Individuals

Table DR.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	371	54.1%
Father	175	25.5%
Self / nobody else	104	15.2%
Another relative	75	10.9%
Co-worker	72	10.5%
Sibling	52	7.6%
Uncle / Aunt	49	7.1%
Grandparent	35	5.1%
Children / grandchildren	34	5.0%
Spouse	23	3.4%
Guide / outfitter	21	3.1%
Neighbor	20	2.9%
Other, please specify	12	1.7%
Mother	4	0.6%
Total	686	100.0%

Table DR.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	245	36.1%
Television shows	341	50.2%
Magazines	254	37.4%
Seminars	34	5.0%
Hunter education programs	84	12.4%
State wildlife management agencies	123	18.1%
Retailers	47	6.9%
Local clubs or social organizations	72	10.6%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	228	33.6%
Other, please specify	26	3.8%
Total	679	100.0%

Table DR.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	123	50.4%
Fish and Wildlife agency produced videos	66	27.0%
How-to videos	133	54.5%
Informational/political/talk show style	23	9.4%
Professionals hunting/fishing/shooting	182	74.6%
Non-professionals (home videos) hunting/fishing/shooting	130	53.3%
Comedy/blooper videos	13	5.3%
Competitions	31	12.7%
Product reviews	89	36.5%
Other	3	1.2%
Total	244	100.0%

Table DR.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	24	7.1%
Animal Planet	17	5.0%
Comcast SportsNet	5	1.5%
Discovery Channel	46	13.6%
ESPN/ESPN 2	13	3.8%
History Channel	37	10.9%
Military Channel	16	4.7%
National Geographic	29	8.6%
NBC Sports	13	3.8%
Outdoor Channel	275	81.4%
Pursuit Channel	87	25.7%
Sportsman Channel	214	63.3%
Sunshine Network / SUN Sports	4	1.2%
WildTV	10	3.0%
World Fishing Network	26	7.7%
Other national network	4	1.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	77	22.8%
I watched hunting/fishing TV, but don't remember the channel	90	26.6%
Total	338	100.0%

Table DR.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	281	40.3%
Programming offered by the Fish / Wildlife Agency for my state of residence	262	37.5%
Books / magazines	223	31.9%
YouTube videos	209	29.9%
Joining a local hunt club	197	28.2%
Membership in a non-profit organization specific to this type of hunting	196	28.1%
Programming offered by outdoor retailers	170	24.4%
Online forums / blogs	137	19.6%
Other: Please describe	68	9.7%
Total	698	100.0%

Table DR.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	65	28.5%	44	32.4%	68	30.9%	57	37.3%
	Google+	35	15.4%	35	25.7%	43	19.5%	21	13.7%
	Twitter	18	7.9%	9	6.6%	15	6.8%	16	10.5%
	Pinterest	11	4.8%	10	7.4%	11	5.0%	8	5.2%
	Instagram	23	10.1%	15	11.0%	30	13.6%	25	16.3%
	YouTube	114	50.0%	87	64.0%	123	55.9%	79	51.6%
	Television programs	123	53.9%	83	61.0%	114	51.8%	105	68.6%
	Books	52	22.8%	44	32.4%	62	28.2%	51	33.3%
	Magazines	150	65.8%	101	74.3%	144	65.5%	122	79.7%
	Online Forums	69	30.3%	46	33.8%	85	38.6%	58	37.9%
	Newsletter from hunting / wildlife groups or organizations	90	39.5%	63	46.3%	100	45.5%	86	56.2%
	Fish / Wildlife Agency for My State of Residence	120	52.6%	80	58.8%	147	66.8%	82	53.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	75	32.9%	52	38.2%	94	42.7%	68	44.4%
	Other	4	1.8%	2	1.5%	4	1.8%	6	3.9%
	None Of The Above	9	3.9%	4	2.9%	5	2.3%	2	1.3%
Total		228	100.0%	136	100.0%	220	100.0%	153	100.0%

Table DR.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	50	27.9%	52	31.9%	43	22.9%	30	27.3%	16	25.8%
	Google+	33	18.4%	33	20.2%	37	19.7%	24	21.8%	14	22.6%
	Twitter	14	7.8%	13	8.0%	14	7.4%	9	8.2%	1	1.6%
	Pinterest	13	7.3%	6	3.7%	9	4.8%	6	5.5%	1	1.6%
	Instagram	24	13.4%	20	12.3%	21	11.2%	16	14.5%	1	1.6%
	YouTube	144	80.4%	86	52.8%	96	51.1%	71	64.5%	26	41.9%
	Television programs	103	57.5%	82	50.3%	111	59.0%	67	60.9%	35	56.5%
	Books	53	29.6%	38	23.3%	77	41.0%	43	39.1%	15	24.2%
	Magazines	115	64.2%	109	66.9%	156	83.0%	68	61.8%	40	64.5%
	Online Forums	68	38.0%	61	37.4%	66	35.1%	64	58.2%	22	35.5%
	Newsletter from hunting / wildlife groups or organizations	63	35.2%	68	41.7%	91	48.4%	52	47.3%	18	29.0%
	Fish / Wildlife Agency for My State of Residence	87	48.6%	85	52.1%	102	54.3%	70	63.6%	37	59.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	53	29.6%	56	34.4%	65	34.6%	40	36.4%	21	33.9%
	Other	4	2.2%	6	3.7%	7	3.7%	3	2.7%	4	6.5%
	None Of The Above	1	0.6%	7	4.3%	1	0.5%	3	2.7%	0	0.0%
Total		179	100.0%	163	100.0%	188	100.0%	110	100.0%	62	100.0%

Elk Hunting

This section includes only those responses from individuals who do not currently elk hunt, but would be interested in doing so. Further chapters will note data collected from those who currently elk hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (63%) of those who are interested in hunting elk began hunting because they wanted to spend time with friends and family who already hunted.
- More than one-third (37.3%) of those interested in hunting elk have shot sporting clays with a shotgun within the past 3 years (Table B.18).
- Almost half (45%) of those who could be persuaded to elk hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table B.26).

Demographic Information

Table E.1) What is your current age?

	Count	Column Percent
18 to 24	52	1.6%
25 to 34	350	10.4%
35 to 44	525	15.7%
45 to 54	868	25.9%
55 to 64	971	29.0%
65 and older	584	17.4%
Total	3,350	100.0%

Table E.2) What is your gender?

	Count	Column Percent
Male	3,249	96.9%
Female	105	3.1%
Total	3,354	100.0%

Table E.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	106	3.2%
\$20,000 to \$29,999	79	2.4%
\$30,000 to \$39,999	151	4.5%
\$40,000 to \$49,999	224	6.7%
\$50,000 to \$74,999	598	18.0%
\$75,000 to \$99,999	638	19.2%
\$100,000 to \$149,999	871	26.1%
\$150,000 to \$200,000	369	11.1%
More than \$200,000	295	8.9%
Total	3,331	100.0%

Table E.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	23	0.7%
High school graduation	686	20.4%
Trade school, associates degree or similar	1,072	32.0%
Bachelors degree	1,046	31.2%
Masters degree	392	11.7%
Ph D and higher	136	4.1%
Total	3,355	100.0%

Table E.5) In which region do you live?

	Count	Column Percent
Northeast	507	15.1%
Midwest	1,136	33.9%
South	1,312	39.1%
West	368	11.0%
Canada	29	0.9%
Total	3,352	100.0%

Introduction to Hunting

Table E.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,854	44.5%
11 to 17 years old	1,766	42.4%
18 to 24 years old	243	5.8%
25 to 34 years old	169	4.1%
35 to 44 years old	76	1.8%
45 to 54 years old	38	0.9%
55 to 64 years old	16	0.4%
65 years and older	8	0.2%
Total	4,170	100.0%

Table E.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	16	0.4%
Deer	1,216	29.2%
Elk	9	0.2%
Other big game	15	0.4%
Predators	69	1.7%
Small game	2,252	54.0%
Turkey	141	3.4%
Upland game birds	1,051	25.2%
Waterfowl	274	6.6%
Wild pig / feral hog	77	1.8%
Others	105	2.5%
Total	4,170	100.0%

Table E.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	21	0.5%
Compound bow	98	2.4%
Crossbow	12	0.3%
MSR	30	0.7%
No weapon / toy	104	2.5%
Revolver	3	0.1%
Semi-automatic handgun	13	0.3%
Shotgun	2,468	59.2%
Traditional bow	45	1.1%
Traditional rifle	1,364	32.7%
Other	8	0.2%
Total	4,166	100.0%

Table E.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	141	3.4%
Aunt / Uncle	453	10.9%
Co-worker	44	1.1%
Father	2,527	60.8%
Friend	618	14.9%
Grandparent	495	11.9%
Guide / outfitter	13	0.3%
Mother	47	1.1%
Neighbor	98	2.4%
Nobody / I hunted alone on my first hunt	243	5.8%
Sibling	188	4.5%
Spouse	46	1.1%
Other	51	1.2%
Total	4,158	100.0%

Table E.10) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	2,582	63.3%
It has always interested me	2,488	61.0%
Tradition / way of life	2,449	60.0%
Wanted to spend more time outdoors	2,363	57.9%
It's relaxing / an escape	1,695	41.5%
I wanted a challenge / adventure	1,457	35.7%
To become self-sufficient / become a provider / obtain my own meat	1,329	32.6%
Support conservation efforts	741	18.2%
Wanted to try a new sport	542	13.3%
To teach someone else / introduce my children or others to hunting	434	10.6%
Other Please write in	12	0.3%
Total	4,081	100.0%

Table E.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	1,205	29.0%
1 year	302	7.3%
2 - 5 years	1,630	39.2%
6 to 10 years	445	10.7%
More than 10 years	378	9.1%
I have only ever hunted [the species that I first targeted]	193	4.6%
Total	4,153	100.0%

Table E.12) Which species have you ever targeted?

	Count	Column Percent
Bear	1,266	31.8%
Deer	3,898	98.0%
Elk	909	22.9%
Other big game	889	22.3%
Others	107	2.7%
Predators	2,623	65.9%
Small game	3,542	89.0%
Turkey	3,297	82.9%
Upland game birds	3,304	83.1%
Waterfowl	2,707	68.0%
Wild pig / feral hog	1,569	39.4%
Total	3,978	100.0%

Current Hunting Activities

Table E.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	610	15.4%
Deer	3,612	91.4%
Elk	0	0.0%
Other big game	295	7.5%
Others	181	4.6%
Predators	1,831	46.4%
Small game	2,313	58.6%
Turkey	2,751	69.6%
Upland game birds	2,114	53.5%
Waterfowl	1,487	37.6%
Wild pig / feral hog	1,005	25.4%
Total	3,950	100.0%

Table E.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	3,737	89.6%
Shotgun	3,735	89.5%
Traditional bow/compound bow	2,081	49.9%
Muzzleloader	1,934	46.4%
Modern sporting rifle / AR platform / AK platform	1,543	37.0%
Handgun	1,341	32.2%
Crossbow	1,188	28.5%
Other	74	1.8%
Total	4,171	100.0%

Table E.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	656	51.8%
Deer	286	7.3%
Elk	909	100%
Other big game	564	63.4%
Predators	790	30.1%
Small Game	1,279	36.4%
Turkey	545	16.5%
Upland game birds	1,187	35.9%
Waterfowl	1,203	44.4%
Wild pig / feral hog	563	35.9%
Total number of hunters who have lapsed at least one species in their lifetime	3,058	

Table E.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Elk		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	1304	16.3%	64	22.4%	97	14.8%	82	15.0%
I moved to a new location where I am not able to do this type of hunting	1016	12.7%	44	15.4%	103	15.7%	62	11.4%
No hunting land available for this species anymore	1189	14.8%	40	14.0%	54	8.2%	78	14.3%
Do not have time	2479	30.9%	86	30.1%	161	24.5%	203	37.2%
Too expensive	1167	14.6%	35	12.2%	95	14.5%	18	3.3%
No longer interested or did not enjoy this type of hunting	1315	16.4%	41	14.3%	119	18.1%	121	22.2%
I was not successful	212	2.6%	12	4.2%	33	5.0%	32	5.9%
I need more training	171	2.1%	8	2.8%	9	1.4%	28	5.1%
I have a disability, an illness or an age-related reason that prevents me	403	5.0%	23	8.0%	32	4.9%	28	5.1%
Other, please describe	859	10.7%	49	17.1%	80	12.2%	33	6.1%
Total	8,013	100%	286	100%	656	100%	545	100%

Table E.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	164	12.8%	320	26.6%	132	14.5%	69	12.2%
I moved to a new location where I am not able to do this type of hunting	99	7.7%	139	11.6%	114	12.5%	83	14.7%
No hunting land available for this species anymore	142	11.1%	128	10.6%	72	7.9%	43	7.6%
Do not have time	456	35.7%	364	30.3%	195	21.5%	136	24.1%
Too expensive	10	0.8%	156	13.0%	443	48.7%	274	48.6%
No longer interested or did not enjoy this type of hunting	422	33.0%	318	26.4%	14	1.5%	16	2.8%
I was not successful	10	0.8%	22	1.8%	35	3.9%	1	0.2%
I need more training	6	0.5%	26	2.2%	16	1.8%	6	1.1%
I have a disability, an illness or an age-related reason that prevents me	46	3.6%	56	4.7%	76	8.4%	31	5.5%
Other, please describe	132	10.3%	106	8.8%	83	9.1%	55	9.8%
Total	1,279	100%	1,203	100%	909	100%	564	100%

Table E.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	215	18.1%	101	12.8%	4	12.9%	56	9.9%
I moved to a new location where I am not able to do this type of hunting	175	14.7%	84	10.6%	0	0.0%	113	20.1%
No hunting land available for this species anymore	382	32.2%	111	14.1%	3	9.7%	136	24.2%
Do not have time	313	26.4%	376	47.6%	16	51.6%	173	30.7%
Too expensive	65	5.5%	13	1.6%	3	9.7%	55	9.8%
No longer interested or did not enjoy this type of hunting	106	8.9%	105	13.3%	4	12.9%	49	8.7%
I was not successful	12	1.0%	40	5.1%	0	0.0%	15	2.7%
I need more training	16	1.3%	46	5.8%	0	0.0%	10	1.8%
I have a disability, an illness or an age-related reason that prevents me	64	5.4%	32	4.1%	1	3.2%	14	2.5%
Other, please describe	196	16.5%	50	6.3%	3	9.7%	72	12.8%
Total	1,187	100%	790	100%	31	100%	563	100%

Current Shooting Activities

Table E.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	2,759	85.0%
Traditional Centerfire Rifle	2,728	84.0%
Traditional Rimfire Rifle	2,609	80.4%
Semiautomatic Handgun	2,555	78.7%
Revolver	2,128	65.5%
MSR	1,554	47.9%
Traditional or Compound Bow	1,484	45.7%
Muzzleloader	1,143	35.2%
Crossbow	875	26.9%
None of the Above	50	1.5%
Total	3,247	100.0%

Table E.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	2,352	72.3%
Plinking or informal target shooting with a Semi-automatic Handgun	2,323	71.5%
Plinking or informal target shooting with a traditional centerfire rifle	2,184	67.2%
Sighting-in rifle with a traditional centerfire rifle	2,093	64.4%
Plinking or informal target shooting with a Revolver	1,952	60.0%
Informal (backyard or testing) with a Shotgun	1,910	58.8%
Sighting-in rifle with a traditional rimfire rifle	1,702	52.4%
Pattern shotgun	1,693	52.1%
Sporting clays with a Shotgun	1,542	47.4%
Target shooting with a traditional or compound bow	1,484	45.6%
Sighting-in with a Semi-automatic Handgun	1,397	43.0%
Plinking or informal target shooting with a MSR	1,351	41.6%
Skeet with a Shotgun	1,286	39.6%
Trap with a Shotgun	1,269	39.0%
Sighting-In with a Shotgun	1,182	36.4%
Target shooting with a muzzleloader	1,143	35.2%
Long range with a traditional centerfire rifle	1,064	32.7%
Benchrest with a traditional centerfire rifle	1,054	32.4%
Sighting-in rifle with a MSR	1,050	32.3%
Sighting-in with a Revolver	993	30.5%
Target shooting with a crossbow	875	26.9%
Load Testing/Development with a traditional centerfire rifle	859	26.4%
Testing (Ammo & firearm) with a Semi-automatic Handgun	847	26.1%

Benchrest with a traditional rimfire rifle	666	20.5%
Teaching/Informative with a Shotgun	659	20.3%
Teaching/Informative with a Semi-automatic Handgun	645	19.8%
Testing (Ammo & firearm) with a Revolver	619	19.0%
Teaching/Informative with a traditional rimfire rifle	593	18.2%
Teaching/Informative with a traditional centerfire rifle	592	18.2%
Target shooting with an air rifle at a range	549	16.9%
Bullseye with a Semi-automatic Handgun	534	16.4%
5 Stand with a Shotgun	520	16.0%
Silhouette with a Semi-automatic Handgun	493	15.2%
Teaching/Informative with a Revolver	443	13.6%
Load Testing/Development with a MSR	428	13.2%
Teaching/Informative with a MSR	421	12.9%
Wobble Trap with a Shotgun	418	12.9%
Load Testing/Development with a Semi-automatic Handgun	415	12.8%
Bullseye with a Revolver	414	12.7%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	406	12.5%
Long range with a MSR	389	12.0%
Test reload with a Shotgun	382	11.8%
Load Testing/Development with a Revolver	372	11.4%
Dog training with a shotgun	367	11.3%
Tactical with a MSR	354	10.9%
Benchrest with a MSR	338	10.4%
Long range with a traditional rimfire rifle	309	9.5%
Silhouette with a traditional centerfire rifle	307	9.4%
Silhouette with a Revolver	304	9.4%
Training (Military / Defense / Law Enforcement) with a MSR	285	8.8%
Silhouette with a traditional rimfire rifle	276	8.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	228	7.0%
Load Testing/Development with a traditional rimfire rifle	202	6.2%
Tactical with a traditional centerfire rifle	192	5.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	192	5.9%
Bowling pin with a Semi-automatic Handgun	176	5.4%
Silhouette with a MSR	166	5.1%
Training (Military / Defense / Law Enforcement) with a Revolver	165	5.1%
Steel Challenge with a Semi-automatic Handgun	163	5.0%
IDPA with a Semi-automatic Handgun	117	3.6%
3 Gun with a Shotgun	114	3.5%
Bowling pin with a Revolver	110	3.4%
3 Gun with a Semi-automatic Handgun	106	3.3%
Cowboy action with a Revolver	99	3.0%
3 Gun with a MSR	98	3.0%
Steel Challenge with a traditional centerfire rifle	88	2.7%

Three (3) position with a traditional centerfire rifle	85	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	84	2.6%
Steel Challenge with a MSR	77	2.4%
Three (3) position with a MSR	74	2.3%
Steel Challenge with a Revolver	73	2.2%
Tactical with a traditional rimfire rifle	70	2.2%
Steel Challenge with a traditional rimfire rifle	68	2.1%
Three (3) position with a traditional rimfire rifle	68	2.1%
IPSC with a Semi-automatic Handgun	55	1.7%
None of the above	50	1.5%
Cowboy action with a traditional centerfire rifle	45	1.4%
NRA high power with a traditional centerfire rifle	44	1.4%
Cowboy Action with a Shotgun	40	1.2%
NRA high power with a MSR	32	1.0%
Cowboy action with a Semi-automatic Handgun	23	0.7%
IDPA with a Revolver	21	0.6%
3 Gun with a traditional centerfire rifle	20	0.6%
IPSC with a Revolver	13	0.4%
Cowboy action with a traditional rimfire rifle	13	0.4%
3 Gun with a Revolver	10	0.3%
3 Gun with a traditional rimfire rifle	10	0.3%
NRA high power with a traditional rimfire rifle	7	0.2%
Schuetzen with a traditional centerfire rifle	4	0.1%
Schuetzen with a MSR	4	0.1%
Schuetzen with a traditional rimfire rifle	3	0.1%
Cowboy action with a MSR	1	0.0%
Total	3,251	100.0%

Elk Hunting Interest

Table E.19) Which methods would you be interested in using in order to target elk?

	Count	Column Percent
Traditional rifle	3,661	87.8%
Traditional / compound bow	1,643	39.4%
Muzzleloader	1,258	30.2%
Crossbow	877	21.0%
MSR	848	20.3%
Handgun	469	11.2%
Shotgun	228	5.5%
Total	4,171	100.0%

Table E.20) Why haven't you ever (or within the past 3 years) hunted elk?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	361	44.0%
Places to hunt are too limited, no convenient place to hunt	231	28.1%
Too expensive	198	24.1%
I do not have anyone to go with	187	22.8%
No hunting land available	150	18.3%
Don't know how to start	142	17.3%
Do not have time	104	12.7%
If I had a successful hunt I wouldn't know what to do with my harvest	63	7.7%
There are other activities I'd rather do	60	7.3%
My hunting skills need improving / I need more training	57	6.9%
I am not able to buy a license	42	5.1%
Medical reasons / disability	26	3.2%
I moved to a new home and don't know where to go	18	2.2%
Hunting rules are too complex	15	1.8%
I don't own the proper equipment	12	1.5%
Other	12	1.5%
Total	821	100.0%

Influential Media and Individuals

Table E.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table E.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	1,103	28.2%
Television shows	2,226	56.9%
Magazines	1,668	42.7%
Seminars	254	6.5%
Hunter education programs	377	9.6%
State wildlife management agencies	666	17.0%
Retailers	203	5.2%
Local clubs or social organizations	414	10.6%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	1,354	34.6%
Other, please specify	154	3.9%
Total	3,909	100.0%

Table E.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	581	52.9%
Fish and Wildlife agency produced videos	280	25.5%
How-to videos	560	51.0%
Informational/political/talk show style	135	12.3%
Professionals hunting/fishing/shooting	859	78.2%
Non-professionals (home videos) hunting/fishing/shooting	594	54.0%
Comedy/blooper videos	54	4.9%
Competitions	128	11.6%
Product reviews	383	34.8%
Other	10	0.9%
Total	1,099	100.0%

Table E.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	132	6.0%
Animal Planet	156	7.0%
Comcast SportsNet	7	0.3%
Discovery Channel	286	12.9%
ESPN/ESPN 2	114	5.1%
History Channel	234	10.6%
Military Channel	76	3.4%
National Geographic	202	9.1%
NBC Sports	72	3.2%
Outdoor Channel	1,931	87.1%
Pursuit Channel	919	41.5%
Sportsman Channel	1,538	69.4%
Sunshine Network / SUN Sports	22	1.0%
WildTV	68	3.1%
World Fishing Network	122	5.5%
Other national network	30	1.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	489	22.1%
I watched hunting/fishing TV, but don't remember the channel	332	15.0%
Total	2,217	100.0%

Table E.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,653	44.5%
Books / magazines	1,215	32.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	1,148	30.9%
Membership in a non-profit organization specific to this type of hunting	1,018	27.4%
YouTube videos	863	23.2%
Programming offered by outdoor retailers	850	22.9%
Joining a local hunt club	726	19.5%
Online forums / blogs	615	16.6%
Other: Please describe	354	9.5%
Total	3,714	100.0%

Table E.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	430	30.5%	230	31.1%	295	30.1%	278	32.2%
	Google+	306	21.7%	173	23.4%	204	20.8%	182	21.1%
	Twitter	65	4.6%	38	5.1%	52	5.3%	56	6.5%
	Pinterest	58	4.1%	41	5.5%	49	5.0%	46	5.3%
	Instagram	151	10.7%	80	10.8%	98	10.0%	93	10.8%
	YouTube	602	42.7%	384	51.9%	469	47.9%	414	48.0%
	Television programs	799	56.6%	466	63.0%	555	56.6%	505	58.5%
	Books	319	22.6%	213	28.8%	281	28.7%	268	31.1%
	Magazines	1,024	72.6%	550	74.3%	666	68.0%	653	75.7%
	Online Forums	407	28.8%	231	31.2%	308	31.4%	293	34.0%
	Newsletter from hunting / wildlife groups or organizations	608	43.1%	344	46.5%	450	45.9%	497	57.6%
	Fish / Wildlife Agency for My State of Residence	751	53.2%	406	54.9%	662	67.6%	507	58.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	512	36.3%	281	38.0%	440	44.9%	388	45.0%
	Other	28	2.0%	12	1.6%	15	1.5%	15	1.7%
	None Of The Above	37	2.6%	12	1.6%	16	1.6%	14	1.6%
Total		1,411	100.0%	740	100.0%	980	100.0%	863	100.0%

Table E.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	256	35.0%	202	32.2%	275	26.2%	185	35.6%	72	23.8%
	Google+	154	21.1%	132	21.1%	224	21.3%	112	21.6%	55	18.2%
	Twitter	56	7.7%	42	6.7%	52	5.0%	42	8.1%	7	2.3%
	Pinterest	43	5.9%	25	4.0%	43	4.1%	30	5.8%	6	2.0%
	Instagram	120	16.4%	78	12.4%	95	9.0%	78	15.0%	19	6.3%
	YouTube	580	79.3%	307	49.0%	494	47.0%	331	63.8%	119	39.3%
	Television programs	417	57.0%	347	55.3%	633	60.3%	295	56.8%	166	54.8%
	Books	214	29.3%	176	28.1%	392	37.3%	167	32.2%	77	25.4%
	Magazines	511	69.9%	436	69.5%	909	86.6%	366	70.5%	214	70.6%
	Online Forums	292	39.9%	207	33.0%	313	29.8%	294	56.6%	77	25.4%
	Newsletter from hunting / wildlife groups or organizations	301	41.2%	279	44.5%	478	45.5%	226	43.5%	119	39.3%
	Fish / Wildlife Agency for My State of Residence	389	53.2%	345	55.0%	572	54.5%	280	53.9%	178	58.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	256	35.0%	248	39.6%	406	38.7%	204	39.3%	108	35.6%
	Other	17	2.3%	15	2.4%	19	1.8%	14	2.7%	12	4.0%
	None Of The Above	12	1.6%	15	2.4%	8	0.8%	7	1.3%	10	3.3%
Total		731	100.0%	627	100.0%	1,050	100.0%	519	100.0%	303	100.0%

Elk Hunting with a Handgun

Table EH.1) **Sample frame**

	Count
Have not hunted elk in the past 3 years, and have not hunted with a handgun in that time either	127
Have not hunted elk in the past 3 years, but have hunted with a handgun recently	342
Have hunted elk in the past 3 years, but not with a handgun	59
Total sample	528

Table EH.2) How many respondents have hunted elk at some point in the past?

	Count
Have never hunted this species before	379
Have hunted this species before	149
Total	528

Demographic Information

Table EH.3) What is your current age?

	Count	Column Percent
18 to 24	1	0.2%
25 to 34	45	10.7%
35 to 44	71	16.9%
45 to 54	104	24.8%
55 to 64	127	30.2%
65 and older	72	17.1%
Total	420	100.0%

Table EH.4) What is your gender?

	Count	Column Percent
Male	413	98.1%
Female	8	1.9%
Total	421	100.0%

Table EH.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	25	6.0%
\$20,000 to \$29,999	14	3.3%
\$30,000 to \$39,999	19	4.5%
\$40,000 to \$49,999	47	11.2%
\$50,000 to \$74,999	88	21.0%
\$75,000 to \$99,999	73	17.4%
\$100,000 to \$149,999	103	24.6%
\$150,000 to \$200,000	31	7.4%
More than \$200,000	19	4.5%
Total	419	100.0%

Table EH.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	3	0.7%
High school graduation	102	24.2%
Trade school, associates degree or similar	161	38.2%
Bachelors degree	99	23.5%
Masters degree	44	10.5%
Ph D and higher	12	2.9%
Total	421	100.0%

Table EH.7) In which region do you live?

	Count	Column Percent
Northeast	82	19.5%
Midwest	133	31.6%
South	142	33.7%
West	64	15.2%
Canada	0	0.0%
Total	421	100.0%

Introduction to Hunting

Table EH.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	236	44.7%
11 to 17 years old	241	45.6%
18 to 24 years old	20	3.8%
25 to 34 years old	16	3.0%
35 to 44 years old	6	1.1%
45 to 54 years old	3	0.6%
55 to 64 years old	3	0.6%
65 years and older	3	0.6%
Total	528	100.0%

Table EH.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	3	0.6%
Deer	156	29.5%
Elk	6	1.1%
Other big game	5	0.9%
Predators	12	2.3%
Small game	308	58.3%
Turkey	10	1.9%
Upland game birds	126	23.9%
Waterfowl	28	5.3%
Wild pig / feral hog	7	1.3%
Others	17	3.2%
Total	528	100.0%

Table EH.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	2	0.4%
Compound bow	14	2.7%
Crossbow	2	0.4%
MSR	5	0.9%
No weapon / toy	16	3.0%
Revolver	0	0.0%
Semi-automatic handgun	1	0.2%
Shotgun	292	55.4%
Traditional bow	4	0.8%
Traditional rifle	190	36.1%
Other	1	0.2%
Total	527	100.0%

Table EH.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	22	4.2%
Aunt / Uncle	63	12.0%
Co-worker	3	0.6%
Father	327	62.2%
Friend	76	14.4%
Grandparent	78	14.8%
Guide / outfitter	3	0.6%
Mother	7	1.3%
Neighbor	8	1.5%
Nobody / I hunted alone on my first hunt	31	5.9%
Sibling	22	4.2%
Spouse	5	1.0%
Other	6	1.1%
Total	526	100.0%

Table EH.12) What got you interested in hunting?

	Count	Column Percent
Tradition / way of life	357	69.6%
It has always interested me	355	69.2%
Spend time with family or friends who already hunted	344	67.1%
Wanted to spend more time outdoors	336	65.5%
It's relaxing / an escape	250	48.7%
I wanted a challenge / adventure	236	46.0%
To become self-sufficient / become a provider / obtain my own meat	224	43.7%
Support conservation efforts	131	25.5%
Wanted to try a new sport	79	15.4%
To teach someone else / introduce my children or others to hunting	67	13.1%
Other Please write in	4	0.8%
Total	513	100.0%

Table EH.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	149	28.4%
1 year	41	7.8%
2 - 5 years	210	40.0%
6 to 10 years	57	10.9%
More than 10 years	44	8.4%
I have only ever hunted [the species that I first targeted]	24	4.6%
Total	525	100.0%

Table EH.14) Which species have you ever targeted?

	Count	Column Percent
Bear	221	43.8%
Deer	501	99.4%
Elk	149	29.6%
Other big game	132	26.2%
Others	27	5.4%
Predators	377	74.8%
Small game	468	92.9%
Turkey	419	83.1%
Upland game birds	437	86.7%
Waterfowl	335	66.5%
Wild pig / feral hog	197	39.1%
Total	504	100.0%

Current Hunting Activities

Table EH.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	117	23.3%
Deer	467	93.0%
Elk	44	8.8%
Other big game	51	10.2%
Others	35	7.0%
Predators	275	54.8%
Small game	341	67.9%
Turkey	322	64.1%
Upland game birds	268	53.4%
Waterfowl	143	28.5%
Wild pig / feral hog	121	24.1%
Total	502	100.0%

Table EH.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	491	93.0%
Shotgun	461	87.3%
Handgun	334	63.3%
Muzzleloader	274	51.9%
Traditional bow/compound bow	274	51.9%
Modern sporting rifle / AR platform / AK platform	249	47.2%
Crossbow	160	30.3%
Other	16	3.0%
Total	528	100.0%

Table EH.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	104	25.6%
Deer	34	8.4%
Elk	105	25.8%
Other big game	76	18.7%
Predators	102	25.1%
Small Game	133	32.7%
Turkey	97	23.8%
Upland game birds	168	41.3%
Waterfowl	187	45.9%
Wild pig / feral hog	76	18.7%
Total number of hunters who have lapsed at least one species in their lifetime	407	100.0%

Table EH.18) Why have you lapsed elk hunting?

	Count	Column Percent
Too expensive	56	57.7%
Do not have time	30	30.9%
Medical reasons / disabilities	18	18.6%
I moved to a new location where I am not able to do this type of hunting	17	17.5%
I do not have anybody to go with anymore	13	13.4%
No hunting land available for this species anymore	12	12.4%
Other, please describe	11	11.3%
I was not successful	4	4.1%
I need more training	2	2.1%
No longer interested or did not enjoy this type of hunting	0	0.0%
Total	97	100.0%

Current Shooting Activities

Table EH.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	394	90.2%
Semiautomatic Handgun	394	90.2%
Traditional Rimfire Rifle	383	87.6%
Shotgun	370	84.7%
Revolver	364	83.3%
MSR	276	63.2%
Traditional or Compound Bow	212	48.5%
Muzzleloader	189	43.2%
Crossbow	127	29.1%
None of the Above	8	1.8%
Total	437	100.0%

Table EH.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	371	84.9%
Plinking or informal target shooting with a traditional rimfire rifle	362	82.8%
Plinking or informal target shooting with a traditional centerfire rifle	348	79.6%
Plinking or informal target shooting with a Revolver	340	77.8%
Sighting-in rifle with a traditional centerfire rifle	319	73.0%
Informal (backyard or testing) with a Shotgun	294	67.3%
Sighting-in with a Semi-automatic Handgun	278	63.6%
Sighting-in rifle with a traditional rimfire rifle	278	63.6%
Plinking or informal target shooting with a MSR	254	58.1%
Pattern shotgun	244	55.8%
Sighting-in with a Revolver	235	53.8%
Target shooting with a traditional or compound bow	212	48.5%
Sighting-in rifle with a MSR	211	48.3%
Sighting-In with a Shotgun	190	43.5%
Long range with a traditional centerfire rifle	190	43.5%
Target shooting with a muzzleloader	189	43.2%
Load Testing/Development with a traditional centerfire rifle	186	42.6%
Testing (Ammo & firearm) with a Semi-automatic Handgun	183	41.9%
Sporting clays with a Shotgun	179	41.0%
Trap with a Shotgun	167	38.2%
Testing (Ammo & firearm) with a Revolver	166	38.0%
Skeet with a Shotgun	151	34.6%
Teaching/Informative with a Semi-automatic Handgun	151	34.6%

Benchrest with a traditional centerfire rifle	144	33.0%
Teaching/Informative with a traditional rimfire rifle	137	31.4%
Target shooting with a crossbow	127	29.1%
Teaching/Informative with a Shotgun	125	28.6%
Teaching/Informative with a traditional centerfire rifle	125	28.6%
Load Testing/Development with a Semi-automatic Handgun	123	28.1%
Load Testing/Development with a MSR	115	26.3%
Load Testing/Development with a Revolver	114	26.1%
Teaching/Informative with a Revolver	114	26.1%
Benchrest with a traditional rimfire rifle	112	25.6%
Teaching/Informative with a MSR	103	23.6%
Target shooting with an air rifle at a range	102	23.3%
Bullseye with a Semi-automatic Handgun	100	22.9%
Long range with a MSR	94	21.5%
Bullseye with a Revolver	93	21.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	89	20.4%
Silhouette with a Semi-automatic Handgun	87	19.9%
Test reload with a Shotgun	86	19.7%
Tactical with a MSR	79	18.1%
Silhouette with a Revolver	69	15.8%
Long range with a traditional rimfire rifle	65	14.9%
Training (Military / Defense / Law Enforcement) with a MSR	64	14.6%
Benchrest with a MSR	62	14.2%
Silhouette with a traditional centerfire rifle	61	14.0%
Silhouette with a traditional rimfire rifle	60	13.7%
5 Stand with a Shotgun	55	12.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	55	12.6%
Load Testing/Development with a traditional rimfire rifle	52	11.9%
Wobble Trap with a Shotgun	50	11.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	47	10.8%
Dog training with a shotgun	45	10.3%
Tactical with a traditional centerfire rifle	44	10.1%
Training (Military / Defense / Law Enforcement) with a Revolver	41	9.4%
Bowling pin with a Semi-automatic Handgun	37	8.5%
Bowling pin with a Revolver	35	8.0%
Steel Challenge with a Semi-automatic Handgun	32	7.3%
Silhouette with a MSR	31	7.1%
Steel Challenge with a Revolver	23	5.3%
Steel Challenge with a traditional centerfire rifle	22	5.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	22	5.0%
Cowboy action with a Revolver	21	4.8%
Steel Challenge with a traditional rimfire rifle	21	4.8%

Steel Challenge with a MSR	20	4.6%
3 Gun with a Semi-automatic Handgun	20	4.6%
3 Gun with a MSR	19	4.3%
Three (3) position with a MSR	19	4.3%
IDPA with a Semi-automatic Handgun	18	4.1%
3 Gun with a Shotgun	17	3.9%
Three (3) position with a traditional centerfire rifle	17	3.9%
Three (3) position with a traditional rimfire rifle	17	3.9%
Tactical with a traditional rimfire rifle	16	3.7%
NRA high power with a traditional centerfire rifle	12	2.7%
Cowboy Action with a Shotgun	11	2.5%
IPSC with a Semi-automatic Handgun	11	2.5%
Cowboy action with a traditional centerfire rifle	10	2.3%
NRA high power with a MSR	9	2.1%
None of the above	8	1.8%
3 Gun with a traditional centerfire rifle	6	1.4%
IDPA with a Revolver	6	1.4%
IPSC with a Revolver	5	1.1%
NRA high power with a traditional rimfire rifle	4	0.9%
Schuetzen with a MSR	3	0.7%
Cowboy action with a Semi-automatic Handgun	3	0.7%
3 Gun with a Revolver	3	0.7%
3 Gun with a traditional rimfire rifle	3	0.7%
Cowboy action with a traditional rimfire rifle	2	0.5%
Schuetzen with a traditional rimfire rifle	2	0.5%
Schuetzen with a traditional centerfire rifle	1	0.2%
Total	437	100.0%

Elk Hunting Interest

Table EH.21) Why haven't you ever (or within the past 3 years) hunted elk?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	155	61.3%
Too expensive	113	44.7%
Places to hunt are too limited, no convenient place to hunt	74	29.2%
No hunting land available	62	24.5%
I do not have anyone to go with	44	17.4%
I am not able to buy a license	34	13.4%
Don't know how to start	32	12.6%
Do not have time	24	9.5%
My hunting skills need improving / I need more training	14	5.5%
I don't own the proper equipment	11	4.3%
Medical reasons / disability	11	4.3%
Hunting rules are too complex	9	3.6%
If I had a successful hunt I wouldn't know what to do with my harvest	6	2.4%
I moved to a new home and don't know where to go	5	2.0%
There are other activities I'd rather do	3	1.2%
Other	1	0.4%
Total	253	100.0%

Influential Media and Individuals

Table EH.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	255	51.1%
Father	148	29.7%
Self / nobody else	110	22.0%
Uncle / Aunt	58	11.6%
Co-worker	55	11.0%
Another relative	55	11.0%
Grandparent	45	9.0%
Sibling	43	8.6%
Children / grandchildren	28	5.6%
Neighbor	24	4.8%
Guide / outfitter	13	2.6%
Other, please specify	12	2.4%
Spouse	11	2.2%
Mother	6	1.2%
Total	499	100.0%

Table EH.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	135	27.6%
Television shows	282	57.6%
Magazines	226	46.1%
Seminars	45	9.2%
Hunter education programs	68	13.9%
State wildlife management agencies	103	21.0%
Retailers	31	6.3%
Local clubs or social organizations	47	9.6%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	164	33.5%
Other, please specify	24	4.9%
Total	490	100.0%

Table EH.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	78	58.2%
Fish and Wildlife agency produced videos	44	32.8%
How-to videos	74	55.2%
Informational/political/talk show style	23	17.2%
Professionals hunting/fishing/shooting	108	80.6%
Non-professionals (home videos) hunting/fishing/shooting	84	62.7%
Comedy/blooper videos	14	10.4%
Competitions	27	20.1%
Product reviews	58	43.3%
Other	1	0.7%
Total	134	100.0%

Table EH.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	27	9.6%
Animal Planet	29	10.4%
Comcast SportsNet	2	0.7%
Discovery Channel	55	19.6%
ESPN/ESPN 2	19	6.8%
History Channel	52	18.6%
Military Channel	13	4.6%
National Geographic	34	12.1%
NBC Sports	14	5.0%
Outdoor Channel	248	88.6%
Pursuit Channel	120	42.9%
Sportsman Channel	202	72.1%
Sunshine Network / SUN Sports	1	0.4%
WildTV	10	3.6%
World Fishing Network	18	6.4%
Other national network	5	1.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	89	31.8%
I watched hunting/fishing TV, but don't remember the channel	58	20.7%
Total	280	100.0%

Table EH.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	202	42.1%
Books / magazines	177	36.9%
Programming offered by the Fish / Wildlife Agency for my state of residence	170	35.4%
Programming offered by outdoor retailers	121	25.2%
Membership in a non-profit organization specific to this type of hunting	120	25.0%
YouTube videos	120	25.0%
Joining a local hunt club	96	20.0%
Online forums / blogs	83	17.3%
Other: Please describe	76	15.8%
Total	480	100.0%

Table EH.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	45	25.9%	36	36.4%	42	29.2%	37	35.9%
	Google+	33	19.0%	28	28.3%	43	29.9%	26	25.2%
	Twitter	10	5.7%	9	9.1%	12	8.3%	9	8.7%
	Pinterest	9	5.2%	10	10.1%	12	8.3%	9	8.7%
	Instagram	12	6.9%	10	10.1%	13	9.0%	7	6.8%
	YouTube	69	39.7%	53	53.5%	73	50.7%	47	45.6%
	Television programs	104	59.8%	70	70.7%	82	56.9%	60	58.3%
	Books	40	23.0%	33	33.3%	51	35.4%	38	36.9%
	Magazines	135	77.6%	78	78.8%	103	71.5%	78	75.7%
	Online Forums	47	27.0%	27	27.3%	43	29.9%	34	33.0%
	Newsletter from hunting / wildlife groups or organizations	77	44.3%	55	55.6%	69	47.9%	67	65.0%
	Fish / Wildlife Agency for My State of Residence	105	60.3%	60	60.6%	103	71.5%	64	62.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	78	44.8%	44	44.4%	69	47.9%	51	49.5%
	Other	1	0.6%	0	0.0%	3	2.1%	3	2.9%
	None Of The Above	6	3.4%	2	2.0%	3	2.1%	3	2.9%
Total		174	100.0%	99	100.0%	144	100.0%	103	100.0%

Table EH.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	36	37.1%	29	36.7%	51	32.9%	25	38.5%	15	23.1%
	Google+	23	23.7%	24	30.4%	43	27.7%	17	26.2%	10	15.4%
	Twitter	10	10.3%	10	12.7%	10	6.5%	8	12.3%	1	1.5%
	Pinterest	7	7.2%	5	6.3%	10	6.5%	7	10.8%	0	0.0%
	Instagram	10	10.3%	6	7.6%	10	6.5%	9	13.8%	4	6.2%
	YouTube	80	82.5%	38	48.1%	87	56.1%	45	69.2%	24	36.9%
	Television programs	54	55.7%	47	59.5%	99	63.9%	39	60.0%	35	53.8%
	Books	28	28.9%	28	35.4%	60	38.7%	29	44.6%	18	27.7%
	Magazines	71	73.2%	58	73.4%	140	90.3%	55	84.6%	45	69.2%
	Online Forums	40	41.2%	28	35.4%	47	30.3%	38	58.5%	17	26.2%
	Newsletter from hunting / wildlife groups or organizations	45	46.4%	39	49.4%	74	47.7%	36	55.4%	26	40.0%
	Fish / Wildlife Agency for My State of Residence	55	56.7%	49	62.0%	92	59.4%	39	60.0%	42	64.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	38	39.2%	35	44.3%	62	40.0%	25	38.5%	25	38.5%
	Other	2	2.1%	1	1.3%	1	0.6%	2	3.1%	2	3.1%
	None Of The Above	1	1.0%	3	3.8%	1	0.6%	1	1.5%	3	4.6%
Total		97	100.0%	79	100.0%	155	100.0%	65	100.0%	65	100.0%

Elk Hunting with a Modern Sporting Rifle

Table EM.1) Sample frame

	Count
Have not hunted elk in the past 3 years, and have not hunted with a MSR in that time either	321
Have not hunted elk in the past 3 years, but have hunted with a MSR recently	527
Have hunted elk in the past 3 years, but not with a MSR	152
Total sample	1000

Table EM.2) How many respondents have hunted elk at some point in the past?

	Count
Have never hunted this species before	767
Have hunted this species before	233
Total	1000

Demographic Information

Table EM.3) What is your current age?

	Count	Column Percent
18 to 24	20	2.5%
25 to 34	93	11.7%
35 to 44	158	19.9%
45 to 54	212	26.7%
55 to 64	214	26.9%
65 and older	98	12.3%
Total	795	100.0%

Table EM.4) What is your gender?

	Count	Column Percent
Male	772	96.7%
Female	26	3.3%
Total	798	100.0%

Table EM.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	33	4.2%
\$20,000 to \$29,999	25	3.2%
\$30,000 to \$39,999	35	4.4%
\$40,000 to \$49,999	65	8.2%
\$50,000 to \$74,999	162	20.5%
\$75,000 to \$99,999	141	17.8%
\$100,000 to \$149,999	194	24.5%
\$150,000 to \$200,000	82	10.4%
More than \$200,000	54	6.8%
Total	791	100.0%

Table EM.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.6%
High school graduation	192	24.0%
Trade school, associates degree or similar	252	31.5%
Bachelors degree	237	29.7%
Masters degree	88	11.0%
Ph D and higher	25	3.1%
Total	799	100.0%

Table EM.7) In which region do you live?

	Count	Column Percent
Northeast	104	13.0%
Midwest	228	28.6%
South	327	41.0%
West	133	16.7%
Canada	5	0.6%
Total	797	100.0%

Introduction to Hunting

Table EM.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	450	45.0%
11 to 17 years old	377	37.7%
18 to 24 years old	88	8.8%
25 to 34 years old	46	4.6%
35 to 44 years old	24	2.4%
45 to 54 years old	9	0.9%
55 to 64 years old	4	0.4%
65 years and older	1	0.1%
Total	999	100.0%

Table EM.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.7%
Deer	321	32.1%
Elk	11	1.1%
Other big game	7	0.7%
Predators	22	2.2%
Small game	534	53.5%
Turkey	37	3.7%
Upland game birds	233	23.3%
Waterfowl	61	6.1%
Wild pig / feral hog	23	2.3%
Others	24	2.4%
Total	999	100.0%

Table EM.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	7	0.7%
Compound bow	21	2.1%
Crossbow	3	0.3%
MSR	19	1.9%
No weapon / toy	21	2.1%
Revolver	4	0.4%
Semi-automatic handgun	4	0.4%
Shotgun	531	53.4%
Traditional bow	8	0.8%
Traditional rifle	373	37.5%
Other	4	0.4%
Total	995	100.0%

Table EM.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	38	3.8%
Aunt / Uncle	114	11.4%
Co-worker	22	2.2%
Father	579	58.0%
Friend	163	16.3%
Grandparent	149	14.9%
Guide / outfitter	6	0.6%
Mother	13	1.3%
Neighbor	21	2.1%
Nobody / I hunted alone on my first hunt	60	6.0%
Sibling	40	4.0%
Spouse	12	1.2%
Other	20	2.0%
Total	998	100.0%

Table EM.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	638	65.8%
Spend time with family or friends who already hunted	631	65.1%
Tradition / way of life	600	61.9%
Wanted to spend more time outdoors	598	61.6%
It's relaxing / an escape	464	47.8%
I wanted a challenge / adventure	420	43.3%
To become self-sufficient / become a provider / obtain my own meat	411	42.4%
Support conservation efforts	211	21.8%
Wanted to try a new sport	155	16.0%
To teach someone else / introduce my children or others to hunting	126	13.0%
Other Please write in	3	0.3%
Total	970	100.0%

Table EM.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	286	28.7%
1 year	70	7.0%
2 - 5 years	385	38.6%
6 to 10 years	101	10.1%
More than 10 years	88	8.8%
I have only ever hunted [the species that I first targeted]	68	6.8%
Total	998	100.0%

Table EM.14) Which species have you ever targeted?

	Count	Column Percent
Bear	282	30.3%
Deer	911	97.7%
Elk	233	25.0%
Other big game	185	19.8%
Others	27	2.9%
Predators	607	65.1%
Small game	830	89.1%
Turkey	717	76.9%
Upland game birds	729	78.2%
Waterfowl	573	61.5%
Wild pig / feral hog	390	41.8%
Total	932	100.0%

Current Hunting Activities

Table EM.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	140	15.2%
Deer	832	90.0%
Elk	80	8.7%
Other big game	61	6.6%
Others	41	4.4%
Predators	441	47.7%
Small game	564	61.0%
Turkey	564	61.0%
Upland game birds	465	50.3%
Waterfowl	280	30.3%
Wild pig / feral hog	269	29.1%
Total	924	100.0%

Table EM.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	883	88.3%
Shotgun	842	84.2%
Modern sporting rifle / AR platform / AK platform	509	50.9%
Traditional bow/compound bow	428	42.8%
Muzzleloader	386	38.6%
Handgun	366	36.6%
Crossbow	281	28.1%
Other	26	2.6%
Total	1,000	100.0%

Table EM.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	142	19.8%
Deer	79	11.0%
Elk	153	21.3%
Other big game	114	15.9%
Predators	166	23.1%
Small Game	277	38.6%
Turkey	152	21.2%
Upland game birds	263	36.6%
Waterfowl	290	40.4%
Wild pig / feral hog	121	16.9%
Total number of hunters who have lapsed at least one species in their lifetime	718	100.0%

Table EM.18) Why have you lapsed elk hunting?

	Count	Column Percent
Too expensive	69	51.1%
Do not have time	33	24.4%
I moved to a new location where I am not able to do this type of hunting	28	20.7%
I do not have anybody to go with anymore	24	17.8%
Medical reasons / disabilities	18	13.3%
No hunting land available for this species anymore	16	11.9%
Other, please describe	9	6.7%
I need more training	6	4.4%
I was not successful	5	3.7%
No longer interested or did not enjoy this type of hunting	0	0.0%
Total	135	100.0%

Current Shooting Activities

Table EM.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	693	88.5%
Traditional Centerfire Rifle	685	87.5%
Traditional Rimfire Rifle	662	84.5%
Shotgun	661	84.4%
Revolver	554	70.8%
MSR	516	65.9%
Traditional or Compound Bow	322	41.1%
Muzzleloader	251	32.1%
Crossbow	207	26.4%
None of the Above	12	1.5%
Total	783	100.0%

Table EM.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	643	81.8%
Plinking or informal target shooting with a traditional rimfire rifle	615	78.2%
Plinking or informal target shooting with a traditional centerfire rifle	593	75.4%
Plinking or informal target shooting with a Revolver	514	65.4%
Sighting-in rifle with a traditional centerfire rifle	505	64.2%
Informal (backyard or testing) with a Shotgun	498	63.4%
Plinking or informal target shooting with a MSR	455	57.9%
Sighting-in rifle with a traditional rimfire rifle	433	55.1%
Sighting-in with a Semi-automatic Handgun	425	54.1%
Pattern shotgun	372	47.3%
Sighting-in rifle with a MSR	365	46.4%
Sporting clays with a Shotgun	362	46.1%
Target shooting with a traditional or compound bow	322	41.0%
Sighting-In with a Shotgun	312	39.7%
Trap with a Shotgun	309	39.3%
Long range with a traditional centerfire rifle	306	38.9%
Skeet with a Shotgun	301	38.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	301	38.3%
Benchrest with a traditional centerfire rifle	276	35.1%
Sighting-in with a Revolver	276	35.1%
Target shooting with a muzzleloader	251	31.9%
Teaching/Informative with a Semi-automatic Handgun	235	29.9%
Load Testing/Development with a traditional centerfire rifle	229	29.1%

Target shooting with a crossbow	207	26.3%
Testing (Ammo & firearm) with a Revolver	198	25.2%
Teaching/Informative with a Shotgun	188	23.9%
Benchrest with a traditional rimfire rifle	187	23.8%
Teaching/Informative with a traditional rimfire rifle	187	23.8%
Teaching/Informative with a traditional centerfire rifle	178	22.6%
Long range with a MSR	178	22.6%
Silhouette with a Semi-automatic Handgun	177	22.5%
Bullseye with a Semi-automatic Handgun	172	21.9%
Teaching/Informative with a MSR	167	21.2%
Target shooting with an air rifle at a range	167	21.2%
Load Testing/Development with a MSR	154	19.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	153	19.5%
Tactical with a MSR	149	19.0%
Benchrest with a MSR	143	18.2%
Teaching/Informative with a Revolver	136	17.3%
Load Testing/Development with a Semi-automatic Handgun	131	16.7%
Training (Military / Defense / Law Enforcement) with a MSR	117	14.9%
Bullseye with a Revolver	117	14.9%
Silhouette with a traditional centerfire rifle	110	14.0%
Silhouette with a Revolver	106	13.5%
Load Testing/Development with a Revolver	103	13.1%
5 Stand with a Shotgun	96	12.2%
Long range with a traditional rimfire rifle	92	11.7%
Test reload with a Shotgun	91	11.6%
Silhouette with a traditional rimfire rifle	88	11.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	86	10.9%
Dog training with a shotgun	83	10.6%
Silhouette with a MSR	82	10.4%
Tactical with a traditional centerfire rifle	78	9.9%
Wobble Trap with a Shotgun	75	9.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	72	9.2%
Steel Challenge with a Semi-automatic Handgun	61	7.8%
Load Testing/Development with a traditional rimfire rifle	56	7.1%
Bowling pin with a Semi-automatic Handgun	51	6.5%
Training (Military / Defense / Law Enforcement) with a Revolver	50	6.4%
3 Gun with a Shotgun	40	5.1%
IDPA with a Semi-automatic Handgun	40	5.1%
3 Gun with a MSR	38	4.8%
3 Gun with a Semi-automatic Handgun	37	4.7%
Steel Challenge with a MSR	35	4.5%
Bowling pin with a Revolver	35	4.5%
Steel Challenge with a traditional centerfire rifle	32	4.1%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	32	4.1%
Steel Challenge with a traditional rimfire rifle	29	3.7%
Tactical with a traditional rimfire rifle	29	3.7%
Steel Challenge with a Revolver	28	3.6%
Three (3) position with a MSR	27	3.4%
Cowboy action with a Revolver	27	3.4%
Three (3) position with a traditional centerfire rifle	25	3.2%
IPSC with a Semi-automatic Handgun	22	2.8%
Three (3) position with a traditional rimfire rifle	18	2.3%
None of the above	12	1.5%
Cowboy Action with a Shotgun	11	1.4%
NRA high power with a traditional centerfire rifle	11	1.4%
Cowboy action with a traditional centerfire rifle	8	1.0%
NRA high power with a MSR	8	1.0%
IDPA with a Revolver	8	1.0%
3 Gun with a traditional centerfire rifle	6	0.8%
Cowboy action with a Semi-automatic Handgun	6	0.8%
IPSC with a Revolver	6	0.8%
Cowboy action with a traditional rimfire rifle	4	0.5%
3 Gun with a Revolver	3	0.4%
3 Gun with a traditional rimfire rifle	3	0.4%
Schuetzen with a MSR	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	786	100.0%

Elk Hunting Interest

Table EM.21) Why haven't you ever (or within the past 3 years) hunted elk?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	277	59.3%
Too expensive	228	48.8%
Places to hunt are too limited, no convenient place to hunt	142	30.4%
No hunting land available	108	23.1%
I do not have anyone to go with	95	20.3%
Don't know how to start	59	12.6%
I am not able to buy a license	47	10.1%
Do not have time	40	8.6%
My hunting skills need improving / I need more training	35	7.5%
I don't own the proper equipment	29	6.2%
If I had a successful hunt I wouldn't know what to do with my harvest	18	3.9%
Hunting rules are too complex	15	3.2%
Medical reasons / disability	12	2.6%
I moved to a new home and don't know where to go	11	2.4%
There are other activities I'd rather do	9	1.9%
Other	0	0.0%
Total	467	100.0%

Influential Media and Individuals

Table EM.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	502	54.2%
Father	280	30.2%
Self / nobody else	178	19.2%
Uncle / Aunt	93	10.0%
Co-worker	87	9.4%
Another relative	83	9.0%
Grandparent	75	8.1%
Sibling	71	7.7%
Children / grandchildren	42	4.5%
Neighbor	34	3.7%
Spouse	25	2.7%
Guide / outfitter	25	2.7%
Other, please specify	21	2.3%
Mother	6	0.6%
Total	926	100.0%

Table EM.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	333	36.4%
Television shows	548	60.0%
Magazines	340	37.2%
Seminars	65	7.1%
Hunter education programs	92	10.1%
State wildlife management agencies	182	19.9%
Retailers	70	7.7%
Local clubs or social organizations	109	11.9%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	297	32.5%
Other, please specify	36	3.9%
Total	914	100.0%

Table EM.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	171	51.7%
Fish and Wildlife agency produced videos	103	31.1%
How-to videos	184	55.6%
Informational/political/talk show style	54	16.3%
Professionals hunting/fishing/shooting	262	79.2%
Non-professionals (home videos) hunting/fishing/shooting	207	62.5%
Comedy/blooper videos	22	6.6%
Competitions	53	16.0%
Product reviews	128	38.7%
Other	7	2.1%
Total	331	100.0%

Table EM.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	38	7.0%
Animal Planet	53	9.7%
Comcast SportsNet	3	0.6%
Discovery Channel	93	17.1%
ESPN/ESPN 2	33	6.1%
History Channel	79	14.5%
Military Channel	26	4.8%
National Geographic	62	11.4%
NBC Sports	22	4.0%
Outdoor Channel	465	85.5%
Pursuit Channel	219	40.3%
Sportsman Channel	374	68.8%
Sunshine Network / SUN Sports	5	0.9%
WildTV	23	4.2%
World Fishing Network	34	6.3%
Other national network	5	0.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	131	24.1%
I watched hunting/fishing TV, but don't remember the channel	116	21.3%
Total	544	100.0%

Table EM.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	369	39.4%
An invitation from a friend / family member	364	38.9%
Books / magazines	314	33.5%
YouTube videos	288	30.8%
Membership in a non-profit organization specific to this type of hunting	283	30.2%
Programming offered by outdoor retailers	277	29.6%
Joining a local hunt club	231	24.7%
Online forums / blogs	168	17.9%
Other: Please describe	93	9.9%
Total	936	100.0%

Table EM.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	109	35.5%	91	38.1%	106	33.9%	92	38.8%
	Google+	61	19.9%	49	20.5%	58	18.5%	44	18.6%
	Twitter	19	6.2%	21	8.8%	24	7.7%	20	8.4%
	Pinterest	12	3.9%	15	6.3%	18	5.8%	13	5.5%
	Instagram	41	13.4%	32	13.4%	41	13.1%	30	12.7%
	YouTube	141	45.9%	132	55.2%	155	49.5%	119	50.2%
	Television programs	163	53.1%	151	63.2%	180	57.5%	140	59.1%
	Books	60	19.5%	65	27.2%	77	24.6%	70	29.5%
	Magazines	201	65.5%	171	71.5%	189	60.4%	171	72.2%
	Online Forums	97	31.6%	82	34.3%	102	32.6%	86	36.3%
	Newsletter from hunting / wildlife groups or organizations	126	41.0%	113	47.3%	148	47.3%	128	54.0%
	Fish / Wildlife Agency for My State of Residence	168	54.7%	137	57.3%	207	66.1%	152	64.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	102	33.2%	86	36.0%	136	43.5%	105	44.3%
	Other	2	0.7%	3	1.3%	5	1.6%	3	1.3%
	None Of The Above	4	1.3%	4	1.7%	3	1.0%	3	1.3%
Total		307	100.0%	239	100.0%	313	100.0%	237	100.0%

Table EM.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	98	41.9%	73	38.6%	96	35.8%	57	43.2%	22	27.5%
	Google+	41	17.5%	37	19.6%	51	19.0%	20	15.2%	15	18.8%
	Twitter	28	12.0%	18	9.5%	22	8.2%	21	15.9%	2	2.5%
	Pinterest	17	7.3%	9	4.8%	13	4.9%	8	6.1%	0	0.0%
	Instagram	51	21.8%	24	12.7%	29	10.8%	33	25.0%	3	3.8%
	YouTube	181	77.4%	93	49.2%	146	54.5%	95	72.0%	31	38.8%
	Television programs	130	55.6%	105	55.6%	155	57.8%	68	51.5%	46	57.5%
	Books	59	25.2%	55	29.1%	91	34.0%	47	35.6%	16	20.0%
	Magazines	152	65.0%	121	64.0%	221	82.5%	88	66.7%	57	71.3%
	Online Forums	102	43.6%	76	40.2%	91	34.0%	73	55.3%	19	23.8%
	Newsletter from hunting / wildlife groups or organizations	104	44.4%	85	45.0%	119	44.4%	60	45.5%	29	36.3%
	Fish / Wildlife Agency for My State of Residence	127	54.3%	106	56.1%	148	55.2%	73	55.3%	49	61.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	73	31.2%	74	39.2%	94	35.1%	47	35.6%	32	40.0%
	Other	7	3.0%	4	2.1%	2	0.7%	8	6.1%	3	3.8%
	None Of The Above	5	2.1%	4	2.1%	4	1.5%	1	0.8%	2	2.5%
Total		234	100.0%	189	100.0%	268	100.0%	132	100.0%	80	100.0%

Elk Hunting with a Muzzleloader

Table EZ.1) Sample frame

	Count
Have not hunted elk in the past 3 years, and have not hunted with a muzzleloader in that time either	307
Have not hunted elk in the past 3 years, but have hunted with a muzzleloader recently	951
Have hunted elk in the past 3 years, but not with a muzzleloader	284
Total sample	1542

Table EZ.2) How many respondents have hunted elk at some point in the past?

	Count
Have never hunted this species before	926
Have hunted this species before	616
Total	1542

Demographic Information

Table EZ.3) What is your current age?

	Count	Column Percent
18 to 24	16	1.3%
25 to 34	113	9.0%
35 to 44	206	16.4%
45 to 54	323	25.7%
55 to 64	373	29.7%
65 and older	226	18.0%
Total	1,257	100.0%

Table EZ.4) What is your gender?

	Count	Column Percent
Male	1,237	98.4%
Female	20	1.6%
Total	1,257	100.0%

Table EZ.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	50	4.0%
\$20,000 to \$29,999	35	2.8%
\$30,000 to \$39,999	54	4.3%
\$40,000 to \$49,999	103	8.2%
\$50,000 to \$74,999	247	19.7%
\$75,000 to \$99,999	241	19.2%
\$100,000 to \$149,999	303	24.2%
\$150,000 to \$200,000	129	10.3%
More than \$200,000	90	7.2%
Total	1,252	100.0%

Table EZ.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	6	0.5%
High school graduation	287	22.8%
Trade school, associates degree or similar	403	32.1%
Bachelors degree	381	30.3%
Masters degree	139	11.1%
Ph D and higher	41	3.3%
Total	1,257	100.0%

Table EZ.7) In which region do you live?

	Count	Column Percent
Northeast	177	14.1%
Midwest	386	30.7%
South	431	34.3%
West	255	20.3%
Canada	8	0.6%
Total	1,257	100.0%

Introduction to Hunting

Table EZ.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	721	46.8%
11 to 17 years old	657	42.6%
18 to 24 years old	89	5.8%
25 to 34 years old	45	2.9%
35 to 44 years old	13	0.8%
45 to 54 years old	10	0.6%
55 to 64 years old	3	0.2%
65 years and older	4	0.3%
Total	1,542	100.0%

Table EZ.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	4	0.3%
Deer	426	27.6%
Elk	22	1.4%
Other big game	10	0.6%
Predators	29	1.9%
Small game	891	57.8%
Turkey	33	2.1%
Upland game birds	399	25.9%
Waterfowl	95	6.2%
Wild pig / feral hog	18	1.2%
Others	37	2.4%
Total	1,542	100.0%

Table EZ.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	14	0.9%
Compound bow	34	2.2%
Crossbow	4	0.3%
MSR	9	0.6%
No weapon / toy	36	2.3%
Revolver	3	0.2%
Semi-automatic handgun	3	0.2%
Shotgun	870	56.5%
Traditional bow	19	1.2%
Traditional rifle	543	35.3%
Other	5	0.3%
Total	1,540	100.0%

Table EZ.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	56	3.6%
Aunt / Uncle	183	11.9%
Co-worker	16	1.0%
Father	979	63.7%
Friend	203	13.2%
Grandparent	194	12.6%
Guide / outfitter	5	0.3%
Mother	25	1.6%
Neighbor	29	1.9%
Nobody / I hunted alone on my first hunt	84	5.5%
Sibling	75	4.9%
Spouse	7	0.5%
Other	16	1.0%
Total	1,536	100.0%

Table EZ.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	999	66.0%
Tradition / way of life	987	65.2%
It has always interested me	967	63.9%
Wanted to spend more time outdoors	922	60.9%
It's relaxing / an escape	643	42.5%
I wanted a challenge / adventure	579	38.2%
To become self-sufficient / become a provider / obtain my own meat	538	35.5%
Support conservation efforts	283	18.7%
Wanted to try a new sport	191	12.6%
To teach someone else / introduce my children or others to hunting	168	11.1%
Other Please write in	6	0.4%
Total	1,514	100.0%

Table EZ.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	432	28.1%
1 year	120	7.8%
2 - 5 years	670	43.6%
6 to 10 years	160	10.4%
More than 10 years	111	7.2%
I have only ever hunted [the species that I first targeted]	42	2.7%
Total	1,535	100.0%

Table EZ.14) Which species have you ever targeted?

	Count	Column Percent
Bear	604	40.3%
Deer	1,491	99.4%
Elk	616	41.1%
Other big game	476	31.7%
Others	46	3.1%
Predators	1,078	71.9%
Small game	1,363	90.9%
Turkey	1,270	84.7%
Upland game birds	1,299	86.6%
Waterfowl	1,084	72.3%
Wild pig / feral hog	563	37.5%
Total	1,500	100.0%

Current Hunting Activities

Table EZ.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	321	21.6%
Deer	1,398	93.9%
Elk	248	16.7%
Other big game	175	11.8%
Others	70	4.7%
Predators	742	49.8%
Small game	888	59.6%
Turkey	1,061	71.3%
Upland game birds	842	56.5%
Waterfowl	565	37.9%
Wild pig / feral hog	324	21.8%
Total	1,489	100.0%

Table EZ.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,414	91.7%
Shotgun	1,386	89.9%
Muzzleloader	934	60.6%
Traditional bow/compound bow	883	57.3%
Modern sporting rifle / AR platform / AK platform	532	34.5%
Handgun	514	33.3%
Crossbow	481	31.2%
Other	37	2.4%
Total	1,542	100.0%

Table EZ.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	283	23.3%
Deer	93	7.7%
Elk	368	30.3%
Other big game	292	24.1%
Predators	336	27.7%
Small Game	489	40.3%
Turkey	209	17.2%
Upland game birds	455	37.5%
Waterfowl	514	42.4%
Wild pig / feral hog	238	19.6%
Total number of hunters who have lapsed at least one species in their lifetime	1,213	100.0%

Table EZ.18) Why have you lapsed elk hunting?

	Count	Column Percent
Too expensive	184	56.4%
Do not have time	75	23.0%
I do not have anybody to go with anymore	62	19.0%
I moved to a new location where I am not able to do this type of hunting	48	14.7%
Medical reasons / disabilities	47	14.4%
Other, please describe	33	10.1%
No hunting land available for this species anymore	30	9.2%
I was not successful	15	4.6%
I need more training	9	2.8%
No longer interested or did not enjoy this type of hunting	3	0.9%
Total	326	100.0%

Current Shooting Activities

Table EZ.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,046	86.4%
Shotgun	1,038	85.7%
Traditional Rimfire Rifle	1,023	84.5%
Semiautomatic Handgun	962	79.4%
Revolver	822	67.9%
Traditional or Compound Bow	666	55.0%
Muzzleloader	605	50.0%
MSR	559	46.2%
Crossbow	366	30.2%
None of the Above	17	1.4%
Total	1,211	100.0%

Table EZ.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	928	76.5%
Plinking or informal target shooting with a Semi-automatic Handgun	881	72.6%
Plinking or informal target shooting with a traditional centerfire rifle	857	70.7%
Sighting-in rifle with a traditional centerfire rifle	829	68.3%
Plinking or informal target shooting with a Revolver	760	62.7%
Informal (backyard or testing) with a Shotgun	739	60.9%
Sighting-in rifle with a traditional rimfire rifle	699	57.6%
Pattern shotgun	694	57.2%
Target shooting with a traditional or compound bow	666	54.9%
Target shooting with a muzzleloader	605	49.9%
Sighting-in with a Semi-automatic Handgun	561	46.2%
Sporting clays with a Shotgun	557	45.9%
Plinking or informal target shooting with a MSR	492	40.6%
Trap with a Shotgun	480	39.6%
Sighting-In with a Shotgun	479	39.5%
Skeet with a Shotgun	461	38.0%
Long range with a traditional centerfire rifle	442	36.4%
Sighting-in with a Revolver	418	34.5%
Benchrest with a traditional centerfire rifle	402	33.1%
Sighting-in rifle with a MSR	380	31.3%
Load Testing/Development with a traditional centerfire rifle	376	31.0%
Target shooting with a crossbow	366	30.2%
Testing (Ammo & firearm) with a Semi-automatic Handgun	306	25.2%

Benchrest with a traditional rimfire rifle	262	21.6%
Teaching/Informative with a Shotgun	258	21.3%
Testing (Ammo & firearm) with a Revolver	256	21.1%
Teaching/Informative with a traditional centerfire rifle	255	21.0%
Teaching/Informative with a traditional rimfire rifle	251	20.7%
Teaching/Informative with a Semi-automatic Handgun	236	19.5%
Target shooting with an air rifle at a range	227	18.7%
Bullseye with a Semi-automatic Handgun	204	16.8%
5 Stand with a Shotgun	188	15.5%
Teaching/Informative with a Revolver	176	14.5%
Bullseye with a Revolver	165	13.6%
Load Testing/Development with a MSR	159	13.1%
Load Testing/Development with a Semi-automatic Handgun	159	13.1%
Test reload with a Shotgun	157	12.9%
Load Testing/Development with a Revolver	154	12.7%
Silhouette with a Semi-automatic Handgun	151	12.4%
Wobble Trap with a Shotgun	147	12.1%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	146	12.0%
Dog training with a shotgun	138	11.4%
Long range with a MSR	134	11.0%
Long range with a traditional rimfire rifle	134	11.0%
Teaching/Informative with a MSR	133	11.0%
Silhouette with a Revolver	122	10.1%
Benchrest with a MSR	112	9.2%
Silhouette with a traditional centerfire rifle	109	9.0%
Tactical with a MSR	107	8.8%
Training (Military / Defense / Law Enforcement) with a MSR	101	8.3%
Silhouette with a traditional rimfire rifle	97	8.0%
Load Testing/Development with a traditional rimfire rifle	92	7.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	85	7.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	71	5.9%
Bowling pin with a Semi-automatic Handgun	63	5.2%
Steel Challenge with a Semi-automatic Handgun	63	5.2%
Tactical with a traditional centerfire rifle	60	4.9%
Silhouette with a MSR	60	4.9%
Training (Military / Defense / Law Enforcement) with a Revolver	52	4.3%
Bowling pin with a Revolver	47	3.9%
Cowboy action with a Revolver	42	3.5%
Three (3) position with a traditional centerfire rifle	36	3.0%
3 Gun with a Shotgun	34	2.8%
Three (3) position with a traditional rimfire rifle	33	2.7%
IDPA with a Semi-automatic Handgun	32	2.6%
Steel Challenge with a traditional centerfire rifle	31	2.6%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	30	2.5%
3 Gun with a Semi-automatic Handgun	29	2.4%
Steel Challenge with a traditional rimfire rifle	29	2.4%
Steel Challenge with a Revolver	27	2.2%
Steel Challenge with a MSR	26	2.1%
3 Gun with a MSR	23	1.9%
Three (3) position with a MSR	23	1.9%
Tactical with a traditional rimfire rifle	22	1.8%
Cowboy action with a traditional centerfire rifle	17	1.4%
IPSC with a Semi-automatic Handgun	17	1.4%
None of the above	17	1.4%
Cowboy Action with a Shotgun	16	1.3%
NRA high power with a traditional centerfire rifle	15	1.2%
3 Gun with a traditional centerfire rifle	10	0.8%
NRA high power with a MSR	10	0.8%
Cowboy action with a Semi-automatic Handgun	9	0.7%
IDPA with a Revolver	6	0.5%
NRA high power with a traditional rimfire rifle	5	0.4%
3 Gun with a Revolver	4	0.3%
Cowboy action with a traditional rimfire rifle	4	0.3%
Schuetzen with a MSR	3	0.2%
IPSC with a Revolver	3	0.2%
3 Gun with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional centerfire rifle	1	0.1%
Total	1,213	100.0%

Elk Hunting Interest

Table EZ.21) Why haven't you ever (or within the past 3 years) hunted elk?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	386	59.0%
Too expensive	324	49.5%
Places to hunt are too limited, no convenient place to hunt	165	25.2%
No hunting land available	137	20.9%
I do not have anyone to go with	108	16.5%
I am not able to buy a license	94	14.4%
Don't know how to start	74	11.3%
Do not have time	55	8.4%
My hunting skills need improving / I need more training	36	5.5%
I don't own the proper equipment	23	3.5%
Hunting rules are too complex	21	3.2%
Medical reasons / disability	18	2.8%
If I had a successful hunt I wouldn't know what to do with my harvest	17	2.6%
There are other activities I'd rather do	16	2.4%
I moved to a new home and don't know where to go	8	1.2%
Other	6	0.9%
Total	654	100.0%

Influential Media and Individuals

Table EZ.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	797	53.6%
Father	428	28.8%
Self / nobody else	355	23.9%
Uncle / Aunt	154	10.4%
Another relative	136	9.2%
Co-worker	132	8.9%
Sibling	131	8.8%
Grandparent	102	6.9%
Children / grandchildren	80	5.4%
Neighbor	55	3.7%
Guide / outfitter	42	2.8%
Spouse	30	2.0%
Other, please specify	28	1.9%
Mother	16	1.1%
Total	1,486	100.0%

Table EZ.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	409	27.7%
Television shows	849	57.4%
Magazines	691	46.8%
Seminars	111	7.5%
Hunter education programs	143	9.7%
State wildlife management agencies	292	19.8%
Retailers	68	4.6%
Local clubs or social organizations	154	10.4%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	569	38.5%
Other, please specify	68	4.6%
Total	1,478	100.0%

Table EZ.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	240	58.7%
Fish and Wildlife agency produced videos	132	32.3%
How-to videos	224	54.8%
Informational/political/talk show style	58	14.2%
Professionals hunting/fishing/shooting	334	81.7%
Non-professionals (home videos) hunting/fishing/shooting	228	55.7%
Comedy/blooper videos	25	6.1%
Competitions	40	9.8%
Product reviews	161	39.4%
Other	5	1.2%
Total	409	100.0%

Table EZ.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	41	4.9%
Animal Planet	50	5.9%
Comcast SportsNet	2	0.2%
Discovery Channel	110	13.0%
ESPN/ESPN 2	47	5.6%
History Channel	92	10.9%
Military Channel	23	2.7%
National Geographic	73	8.6%
NBC Sports	30	3.6%
Outdoor Channel	743	88.0%
Pursuit Channel	364	43.1%
Sportsman Channel	599	71.0%
Sunshine Network / SUN Sports	8	0.9%
WildTV	30	3.6%
World Fishing Network	49	5.8%
Other national network	9	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	199	23.6%
I watched hunting/fishing TV, but don't remember the channel	133	15.8%
Total	844	100.0%

Table EZ.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	675	48.9%
Books / magazines	478	34.6%
Programming offered by the Fish / Wildlife Agency for my state of residence	464	33.6%
Membership in a non-profit organization specific to this type of hunting	391	28.3%
YouTube videos	315	22.8%
Programming offered by outdoor retailers	314	22.7%
Online forums / blogs	246	17.8%
Joining a local hunt club	241	17.5%
Other: Please describe	162	11.7%
Total	1,381	100.0%

Table EZ.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	164	28.2%	80	30.0%	123	31.3%	109	32.7%
	Google+	130	22.3%	83	31.1%	83	21.1%	80	24.0%
	Twitter	20	3.4%	13	4.9%	19	4.8%	14	4.2%
	Pinterest	18	3.1%	20	7.5%	25	6.4%	19	5.7%
	Instagram	51	8.8%	23	8.6%	28	7.1%	25	7.5%
	YouTube	241	41.4%	136	50.9%	180	45.8%	153	45.9%
	Television programs	339	58.2%	175	65.5%	234	59.5%	199	59.8%
	Books	150	25.8%	80	30.0%	132	33.6%	116	34.8%
	Magazines	439	75.4%	207	77.5%	292	74.3%	260	78.1%
	Online Forums	169	29.0%	84	31.5%	128	32.6%	119	35.7%
	Newsletter from hunting / wildlife groups or organizations	263	45.2%	129	48.3%	203	51.7%	205	61.6%
	Fish / Wildlife Agency for My State of Residence	342	58.8%	160	59.9%	279	71.0%	217	65.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	260	44.7%	108	40.4%	184	46.8%	158	47.4%
	Other	11	1.9%	7	2.6%	7	1.8%	5	1.5%
	None Of The Above	17	2.9%	4	1.5%	3	0.8%	4	1.2%
Total		582	100.0%	267	100.0%	393	100.0%	333	100.0%

Table EZ.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	92	35.1%	63	31.0%	95	23.0%	75	38.5%	39	28.3%
	Google+	77	29.4%	47	23.2%	106	25.7%	47	24.1%	20	14.5%
	Twitter	21	8.0%	9	4.4%	15	3.6%	14	7.2%	4	2.9%
	Pinterest	17	6.5%	8	3.9%	18	4.4%	15	7.7%	4	2.9%
	Instagram	32	12.2%	16	7.9%	24	5.8%	25	12.8%	8	5.8%
	YouTube	210	80.2%	97	47.8%	201	48.7%	123	63.1%	50	36.2%
	Television programs	161	61.5%	124	61.1%	255	61.7%	121	62.1%	84	60.9%
	Books	97	37.0%	70	34.5%	181	43.8%	77	39.5%	38	27.5%
	Magazines	204	77.9%	153	75.4%	379	91.8%	151	77.4%	101	73.2%
	Online Forums	123	46.9%	68	33.5%	132	32.0%	114	58.5%	37	26.8%
	Newsletter from hunting / wildlife groups or organizations	131	50.0%	102	50.2%	208	50.4%	99	50.8%	62	44.9%
	Fish / Wildlife Agency for My State of Residence	153	58.4%	120	59.1%	248	60.0%	117	60.0%	91	65.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	117	44.7%	83	40.9%	174	42.1%	91	46.7%	57	41.3%
	Other	7	2.7%	3	1.5%	7	1.7%	5	2.6%	7	5.1%
	None Of The Above	1	0.4%	1	0.5%	1	0.2%	3	1.5%	3	2.2%
Total		262	100.0%	203	100.0%	413	100.0%	195	100.0%	138	100.0%

Elk Hunting with a Traditional or Compound Bow

Table EB.1) **Sample frame**

	Count
Have not hunted elk in the past 3 years, and have not hunted with a traditional or compound bow in that time either	275
Have not hunted elk in the past 3 years, but have hunted with a traditional or compound bow recently	1368
Have hunted elk in the past 3 years, but not with a traditional or compound bow	222
Total sample	1865

Table EB.2) How many respondents have hunted elk at some point in the past?

	Count
Have never hunted this species before	1296
Have hunted this species before	569
Total	1865

Demographic Information

Table EB.3) What is your current age?

	Count	Column Percent
18 to 24	32	2.1%
25 to 34	249	16.3%
35 to 44	340	22.3%
45 to 54	419	27.5%
55 to 64	334	21.9%
65 and older	150	9.8%
Total	1,524	100.0%

Table EB.4) What is your gender?

	Count	Column Percent
Male	1,481	97.1%
Female	44	2.9%
Total	1,525	100.0%

Table EB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	39	2.6%
\$20,000 to \$29,999	33	2.2%
\$30,000 to \$39,999	56	3.7%
\$40,000 to \$49,999	101	6.6%
\$50,000 to \$74,999	291	19.1%
\$75,000 to \$99,999	310	20.4%
\$100,000 to \$149,999	411	27.0%
\$150,000 to \$200,000	153	10.0%
More than \$200,000	129	8.5%
Total	1,523	100.0%

Table EB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	7	0.5%
High school graduation	321	21.0%
Trade school, associates degree or similar	456	29.9%
Bachelors degree	513	33.6%
Masters degree	166	10.9%
Ph D and higher	62	4.1%
Total	1,525	100.0%

Table EB.7) In which region do you live?

	Count	Column Percent
Northeast	208	13.6%
Midwest	506	33.2%
South	540	35.4%
West	262	17.2%
Canada	9	0.6%
Total	1,525	100.0%

Introduction to Hunting

Table EB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	886	47.5%
11 to 17 years old	730	39.1%
18 to 24 years old	110	5.9%
25 to 34 years old	87	4.7%
35 to 44 years old	34	1.8%
45 to 54 years old	12	0.6%
55 to 64 years old	3	0.2%
65 years and older	3	0.2%
Total	1,865	100.0%

Table EB.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.4%
Deer	634	34.0%
Elk	18	1.0%
Other big game	4	0.2%
Predators	29	1.6%
Small game	919	49.3%
Turkey	59	3.2%
Upland game birds	433	23.2%
Waterfowl	124	6.6%
Wild pig / feral hog	32	1.7%
Others	41	2.2%
Total	1,865	100.0%

Table EB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	11	0.6%
Compound bow	77	4.1%
Crossbow	7	0.4%
MSR	12	0.6%
No weapon / toy	48	2.6%
Revolver	1	0.1%
Semi-automatic handgun	4	0.2%
Shotgun	1,039	55.7%
Traditional bow	25	1.3%
Traditional rifle	636	34.1%
Other	4	0.2%
Total	1,864	100.0%

Table EB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	64	3.4%
Aunt / Uncle	194	10.4%
Co-worker	25	1.3%
Father	1,196	64.3%
Friend	260	14.0%
Grandparent	226	12.2%
Guide / outfitter	4	0.2%
Mother	24	1.3%
Neighbor	33	1.8%
Nobody / I hunted alone on my first hunt	95	5.1%
Sibling	78	4.2%
Spouse	22	1.2%
Other	20	1.1%
Total	1,860	100.0%

Table EB.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,196	65.0%
Tradition / way of life	1,149	62.4%
It has always interested me	1,146	62.2%
Wanted to spend more time outdoors	1,098	59.6%
It's relaxing / an escape	769	41.8%
I wanted a challenge / adventure	675	36.7%
To become self-sufficient / become a provider / obtain my own meat	664	36.1%
Support conservation efforts	371	20.2%
Wanted to try a new sport	242	13.1%
To teach someone else / introduce my children or others to hunting	206	11.2%
Other Please write in	6	0.3%
Total	1,841	100.0%

Table EB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	629	33.9%
1 year	140	7.5%
2 - 5 years	720	38.8%
6 to 10 years	176	9.5%
More than 10 years	123	6.6%
I have only ever hunted [the species that I first targeted]	69	3.7%
Total	1,857	100.0%

Table EB.14) Which species have you ever targeted?

	Count	Column Percent
Bear	628	35.0%
Deer	1,771	98.6%
Elk	569	31.7%
Other big game	460	25.6%
Others	48	2.7%
Predators	1,246	69.4%
Small game	1,570	87.4%
Turkey	1,548	86.2%
Upland game birds	1,500	83.5%
Waterfowl	1,259	70.1%
Wild pig / feral hog	708	39.4%
Total	1,796	100.0%

Current Hunting Activities

Table EB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	330	18.5%
Deer	1,685	94.3%
Elk	190	10.6%
Other big game	183	10.2%
Others	92	5.2%
Predators	899	50.3%
Small game	1,067	59.7%
Turkey	1,317	73.7%
Upland game birds	1,007	56.4%
Waterfowl	729	40.8%
Wild pig / feral hog	452	25.3%
Total	1,786	100.0%

Table EB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,678	90.0%
Shotgun	1,668	89.4%
Traditional bow/compound bow	1,346	72.2%
Muzzleloader	916	49.1%
Modern sporting rifle / AR platform / AK platform	659	35.3%
Handgun	500	26.8%
Crossbow	410	22.0%
Other	43	2.3%
Total	1,865	100.0%

Table EB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	298	22.2%
Deer	86	6.4%
Elk	379	28.2%
Other big game	258	19.2%
Predators	345	25.7%
Small Game	525	39.1%
Turkey	231	17.2%
Upland game birds	493	36.7%
Waterfowl	523	38.9%
Wild pig / feral hog	256	19.1%
Total number of hunters who have lapsed at least one species in their lifetime	1,343	100.0%

Table EB.18) Why have you lapsed elk hunting?

	Count	Column Percent
Too expensive	181	54.8%
Do not have time	103	31.2%
I do not have anybody to go with anymore	54	16.4%
I moved to a new location where I am not able to do this type of hunting	38	11.5%
Other, please describe	27	8.2%
No hunting land available for this species anymore	26	7.9%
Medical reasons / disabilities	19	5.8%
I was not successful	15	4.5%
I need more training	9	2.7%
No longer interested or did not enjoy this type of hunting	6	1.8%
Total	330	100.0%

Current Shooting Activities

Table EB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	1,263	85.9%
Traditional Centerfire Rifle	1,216	82.7%
Traditional Rimfire Rifle	1,166	79.3%
Semiautomatic Handgun	1,128	76.7%
Traditional or Compound Bow	1,016	69.1%
Revolver	887	60.3%
MSR	699	47.5%
Muzzleloader	559	38.0%
Crossbow	353	24.0%
None of the Above	17	1.2%
Total	1,471	100.0%

Table EB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	1,048	71.2%
Plinking or informal target shooting with a Semi-automatic Handgun	1,036	70.4%
Target shooting with a traditional or compound bow	1,016	69.0%
Plinking or informal target shooting with a traditional centerfire rifle	983	66.8%
Sighting-in rifle with a traditional centerfire rifle	935	63.5%
Informal (backyard or testing) with a Shotgun	905	61.5%
Plinking or informal target shooting with a Revolver	821	55.8%
Pattern shotgun	808	54.9%
Sighting-in rifle with a traditional rimfire rifle	759	51.6%
Sporting clays with a Shotgun	719	48.8%
Plinking or informal target shooting with a MSR	615	41.8%
Sighting-in with a Semi-automatic Handgun	588	39.9%
Skeet with a Shotgun	584	39.7%
Sighting-In with a Shotgun	571	38.8%
Trap with a Shotgun	571	38.8%
Target shooting with a muzzleloader	559	38.0%
Long range with a traditional centerfire rifle	487	33.1%
Sighting-in rifle with a MSR	468	31.8%
Benchrest with a traditional centerfire rifle	465	31.6%
Sighting-in with a Revolver	401	27.2%
Target shooting with a crossbow	353	24.0%
Load Testing/Development with a traditional centerfire rifle	350	23.8%
Testing (Ammo & firearm) with a Semi-automatic Handgun	341	23.2%

Teaching/Informative with a Shotgun	312	21.2%
Teaching/Informative with a Semi-automatic Handgun	289	19.6%
Teaching/Informative with a traditional centerfire rifle	276	18.8%
Benchrest with a traditional rimfire rifle	274	18.6%
Teaching/Informative with a traditional rimfire rifle	272	18.5%
Target shooting with an air rifle at a range	259	17.6%
Testing (Ammo & firearm) with a Revolver	246	16.7%
5 Stand with a Shotgun	219	14.9%
Bullseye with a Semi-automatic Handgun	214	14.5%
Silhouette with a Semi-automatic Handgun	214	14.5%
Teaching/Informative with a MSR	196	13.3%
Wobble Trap with a Shotgun	178	12.1%
Dog training with a shotgun	178	12.1%
Teaching/Informative with a Revolver	177	12.0%
Load Testing/Development with a MSR	175	11.9%
Load Testing/Development with a Semi-automatic Handgun	174	11.8%
Long range with a MSR	166	11.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	165	11.2%
Tactical with a MSR	155	10.5%
Bullseye with a Revolver	152	10.3%
Test reload with a Shotgun	149	10.1%
Long range with a traditional rimfire rifle	147	10.0%
Benchrest with a MSR	136	9.2%
Silhouette with a traditional centerfire rifle	133	9.0%
Load Testing/Development with a Revolver	129	8.8%
Training (Military / Defense / Law Enforcement) with a MSR	124	8.4%
Silhouette with a Revolver	123	8.4%
Silhouette with a traditional rimfire rifle	122	8.3%
Load Testing/Development with a traditional rimfire rifle	97	6.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	92	6.3%
Silhouette with a MSR	86	5.8%
Tactical with a traditional centerfire rifle	81	5.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	77	5.2%
Bowling pin with a Semi-automatic Handgun	74	5.0%
Steel Challenge with a Semi-automatic Handgun	67	4.6%
Training (Military / Defense / Law Enforcement) with a Revolver	61	4.1%
IDPA with a Semi-automatic Handgun	47	3.2%
Steel Challenge with a traditional centerfire rifle	41	2.8%
3 Gun with a Shotgun	40	2.7%
Bowling pin with a Revolver	40	2.7%
Steel Challenge with a traditional rimfire rifle	37	2.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	37	2.5%

Three (3) position with a MSR	35	2.4%
3 Gun with a MSR	34	2.3%
3 Gun with a Semi-automatic Handgun	34	2.3%
Three (3) position with a traditional centerfire rifle	32	2.2%
Steel Challenge with a MSR	31	2.1%
Tactical with a traditional rimfire rifle	31	2.1%
Three (3) position with a traditional rimfire rifle	30	2.0%
Cowboy action with a Revolver	28	1.9%
Steel Challenge with a Revolver	25	1.7%
IPSC with a Semi-automatic Handgun	17	1.2%
None of the above	17	1.2%
NRA high power with a traditional centerfire rifle	13	0.9%
Cowboy Action with a Shotgun	10	0.7%
NRA high power with a MSR	10	0.7%
3 Gun with a traditional centerfire rifle	9	0.6%
Cowboy action with a traditional centerfire rifle	9	0.6%
IDPA with a Revolver	8	0.5%
Cowboy action with a Semi-automatic Handgun	6	0.4%
NRA high power with a traditional rimfire rifle	3	0.2%
Schuetzen with a traditional centerfire rifle	2	0.1%
Schuetzen with a MSR	2	0.1%
IPSC with a Revolver	2	0.1%
3 Gun with a traditional rimfire rifle	2	0.1%
Cowboy action with a traditional rimfire rifle	2	0.1%
3 Gun with a Revolver	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	1,472	100.0%

Elk Hunting Interest

Table EB.21) Why haven't you ever (or within the past 3 years) hunted elk?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	570	61.2%
Too expensive	456	49.0%
Places to hunt are too limited, no convenient place to hunt	205	22.0%
No hunting land available	171	18.4%
I do not have anyone to go with	138	14.8%
Do not have time	110	11.8%
Don't know how to start	101	10.8%
I am not able to buy a license	91	9.8%
My hunting skills need improving / I need more training	62	6.7%
I don't own the proper equipment	35	3.8%
Hunting rules are too complex	28	3.0%
There are other activities I'd rather do	26	2.8%
If I had a successful hunt I wouldn't know what to do with my harvest	21	2.3%
Medical reasons / disability	15	1.6%
I moved to a new home and don't know where to go	13	1.4%
Other	12	1.3%
Total	931	100.0%

Influential Media and Individuals

Table EB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	984	55.2%
Father	527	29.6%
Self / nobody else	383	21.5%
Uncle / Aunt	170	9.5%
Co-worker	156	8.8%
Sibling	151	8.5%
Another relative	147	8.2%
Grandparent	128	7.2%
Children / grandchildren	80	4.5%
Neighbor	55	3.1%
Guide / outfitter	47	2.6%
Spouse	44	2.5%
Other, please specify	28	1.6%
Mother	13	0.7%
Total	1,782	100.0%

Table EB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	563	31.8%
Television shows	1,064	60.2%
Magazines	815	46.1%
Seminars	138	7.8%
Hunter education programs	162	9.2%
State wildlife management agencies	288	16.3%
Retailers	92	5.2%
Local clubs or social organizations	164	9.3%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	691	39.1%
Other, please specify	92	5.2%
Total	1,768	100.0%

Table EB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	334	59.4%
Fish and Wildlife agency produced videos	152	27.0%
How-to videos	310	55.2%
Informational/political/talk show style	85	15.1%
Professionals hunting/fishing/shooting	457	81.3%
Non-professionals (home videos) hunting/fishing/shooting	311	55.3%
Comedy/blooper videos	38	6.8%
Competitions	71	12.6%
Product reviews	206	36.7%
Other	3	0.5%
Total	562	100.0%

Table EB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	57	5.4%
Animal Planet	65	6.1%
Comcast SportsNet	3	0.3%
Discovery Channel	108	10.2%
ESPN/ESPN 2	56	5.3%
History Channel	89	8.4%
Military Channel	25	2.4%
National Geographic	73	6.9%
NBC Sports	37	3.5%
Outdoor Channel	931	88.0%
Pursuit Channel	493	46.6%
Sportsman Channel	781	73.8%
Sunshine Network / SUN Sports	10	0.9%
WildTV	32	3.0%
World Fishing Network	60	5.7%
Other national network	12	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	211	19.9%
I watched hunting/fishing TV, but don't remember the channel	144	13.6%
Total	1,058	100.0%

Table EB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	864	51.3%
Books / magazines	542	32.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	526	31.2%
Membership in a non-profit organization specific to this type of hunting	510	30.3%
YouTube videos	427	25.4%
Programming offered by outdoor retailers	363	21.6%
Joining a local hunt club	312	18.5%
Online forums / blogs	312	18.5%
Other: Please describe	178	10.6%
Total	1,684	100.0%

Table EB.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	271	36.4%	131	42.1%	157	34.8%	175	39.2%
	Google+	168	22.6%	69	22.2%	109	24.2%	105	23.5%
	Twitter	40	5.4%	20	6.4%	25	5.5%	36	8.1%
	Pinterest	36	4.8%	22	7.1%	32	7.1%	31	7.0%
	Instagram	104	14.0%	49	15.8%	51	11.3%	63	14.1%
	YouTube	356	47.8%	178	57.2%	232	51.4%	234	52.5%
	Television programs	437	58.7%	211	67.8%	258	57.2%	267	59.9%
	Books	192	25.8%	98	31.5%	144	31.9%	159	35.7%
	Magazines	566	76.0%	229	73.6%	314	69.6%	337	75.6%
	Online Forums	251	33.7%	109	35.0%	164	36.4%	171	38.3%
	Newsletter from hunting / wildlife groups or organizations	370	49.7%	159	51.1%	239	53.0%	281	63.0%
	Fish / Wildlife Agency for My State of Residence	414	55.6%	184	59.2%	330	73.2%	280	62.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	302	40.5%	134	43.1%	232	51.4%	216	48.4%
	Other	14	1.9%	7	2.3%	10	2.2%	9	2.0%
	None Of The Above	10	1.3%	5	1.6%	5	1.1%	8	1.8%
Total		745	100.0%	311	100.0%	451	100.0%	446	100.0%

Table EB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	147	41.2%	120	43.8%	153	32.8%	113	43.3%	46	29.9%
	Google+	76	21.3%	64	23.4%	108	23.1%	67	25.7%	30	19.5%
	Twitter	32	9.0%	20	7.3%	33	7.1%	27	10.3%	4	2.6%
	Pinterest	26	7.3%	13	4.7%	29	6.2%	17	6.5%	5	3.2%
	Instagram	69	19.3%	49	17.9%	58	12.4%	44	16.9%	16	10.4%
	YouTube	289	81.0%	146	53.3%	252	54.0%	174	66.7%	67	43.5%
	Television programs	222	62.2%	171	62.4%	298	63.8%	159	60.9%	88	57.1%
	Books	122	34.2%	92	33.6%	187	40.0%	93	35.6%	40	26.0%
	Magazines	266	74.5%	204	74.5%	411	88.0%	194	74.3%	109	70.8%
	Online Forums	159	44.5%	107	39.1%	178	38.1%	160	61.3%	45	29.2%
	Newsletter from hunting / wildlife groups or organizations	187	52.4%	141	51.5%	240	51.4%	137	52.5%	66	42.9%
	Fish / Wildlife Agency for My State of Residence	205	57.4%	163	59.5%	279	59.7%	156	59.8%	104	67.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	149	41.7%	137	50.0%	198	42.4%	121	46.4%	68	44.2%
	Other	9	2.5%	12	4.4%	7	1.5%	8	3.1%	6	3.9%
	None Of The Above	6	1.7%	3	1.1%	1	0.2%	2	0.8%	3	1.9%
Total		357	100.0%	274	100.0%	467	100.0%	261	100.0%	154	100.0%

Elk Hunting with a Traditional Rifle

Table ER.1) **Sample frame**

	Count
Have not hunted elk in the past 3 years, and have not hunted with a traditional rifle in that time either	331
Have not hunted elk in the past 3 years, but have hunted with a traditional rifle recently	3330
Have hunted elk in the past 3 years, but not with a traditional rifle	124
Total sample	3785

Table ER.2) How many respondents have hunted elk at some point in the past?

	Count
Have never hunted this species before	3034
Have hunted this species before	751
Total	3785

Demographic Information

Table ER.3) What is your current age?

	Count	Column Percent
18 to 24	45	1.5%
25 to 34	314	10.3%
35 to 44	483	15.9%
45 to 54	779	25.7%
55 to 64	879	29.0%
65 and older	536	17.7%
Total	3,036	100.0%

Table ER.4) What is your gender?

	Count	Column Percent
Male	2,939	96.7%
Female	101	3.3%
Total	3,040	100.0%

Table ER.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	101	3.3%
\$20,000 to \$29,999	75	2.5%
\$30,000 to \$39,999	128	4.2%
\$40,000 to \$49,999	206	6.8%
\$50,000 to \$74,999	542	18.0%
\$75,000 to \$99,999	579	19.2%
\$100,000 to \$149,999	790	26.2%
\$150,000 to \$200,000	337	11.2%
More than \$200,000	259	8.6%
Total	3,017	100.0%

Table ER.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	19	0.6%
High school graduation	607	20.0%
Trade school, associates degree or similar	972	32.0%
Bachelors degree	959	31.5%
Masters degree	360	11.8%
Ph D and higher	124	4.1%
Total	3,041	100.0%

Table ER.7) In which region do you live?

	Count	Column Percent
Northeast	459	15.1%
Midwest	1,039	34.2%
South	1,185	39.0%
West	328	10.8%
Canada	27	0.9%
Total	3,038	100.0%

Introduction to Hunting

Table ER.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,632	43.1%
11 to 17 years old	1,614	42.7%
18 to 24 years old	223	5.9%
25 to 34 years old	176	4.7%
35 to 44 years old	75	2.0%
45 to 54 years old	39	1.0%
55 to 64 years old	17	0.4%
65 years and older	8	0.2%
Total	3,784	100.0%

Table ER.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	16	0.4%
Deer	1,072	28.3%
Elk	8	0.2%
Other big game	14	0.4%
Predators	66	1.7%
Small game	2,049	54.1%
Turkey	132	3.5%
Upland game birds	952	25.2%
Waterfowl	261	6.9%
Wild pig / feral hog	73	1.9%
Others	95	2.5%
Total	3,784	100.0%

Table ER.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	16	0.4%
Compound bow	85	2.2%
Crossbow	9	0.2%
MSR	26	0.7%
No weapon / toy	94	2.5%
Revolver	3	0.1%
Semi-automatic handgun	13	0.3%
Shotgun	2,255	59.7%
Traditional bow	37	1.0%
Traditional rifle	1,235	32.7%
Other	7	0.2%
Total	3,780	100.0%

Table ER.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	133	3.5%
Aunt / Uncle	422	11.2%
Co-worker	45	1.2%
Father	2,241	59.4%
Friend	589	15.6%
Grandparent	440	11.7%
Guide / outfitter	13	0.3%
Mother	42	1.1%
Neighbor	95	2.5%
Nobody / I hunted alone on my first hunt	229	6.1%
Sibling	184	4.9%
Spouse	46	1.2%
Other	45	1.2%
Total	3,773	100.0%

Table ER.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	2,331	63.0%
It has always interested me	2,259	61.1%
Tradition / way of life	2,208	59.7%
Wanted to spend more time outdoors	2,157	58.3%
It's relaxing / an escape	1,550	41.9%
I wanted a challenge / adventure	1,331	36.0%
To become self-sufficient / become a provider / obtain my own meat	1,226	33.1%
Support conservation efforts	684	18.5%
Wanted to try a new sport	503	13.6%
To teach someone else / introduce my children or others to hunting	382	10.3%
Other Please write in	9	0.2%
Total	3,699	100.0%

Table ER.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	1,081	28.7%
1 year	265	7.0%
2 - 5 years	1,485	39.4%
6 to 10 years	410	10.9%
More than 10 years	348	9.2%
I have only ever hunted [the species that I first targeted]	179	4.8%
Total	3,768	100.0%

Table ER.14) Which species have you ever targeted?

	Count	Column Percent
Bear	1,098	30.4%
Deer	3,522	97.7%
Elk	751	20.8%
Other big game	756	21.0%
Others	100	2.8%
Predators	2,326	64.5%
Small game	3,206	88.9%
Turkey	2,950	81.8%
Upland game birds	2,995	83.1%
Waterfowl	2,425	67.2%
Wild pig / feral hog	1,388	38.5%
Total	3,606	100.0%

Current Hunting Activities

Table ER.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	535	14.9%
Deer	3,235	90.3%
Elk	29	0.8%
Other big game	242	6.8%
Others	166	4.6%
Predators	1,620	45.2%
Small game	2,074	57.9%
Turkey	2,438	68.1%
Upland game birds	1,915	53.5%
Waterfowl	1,325	37.0%
Wild pig / feral hog	890	24.9%
Total	3,581	100.0%

Table ER.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	3,387	89.5%
Traditional rifle (centerfire or rimfire)	3,314	87.6%
Traditional bow/compound bow	1,760	46.5%
Muzzleloader	1,706	45.1%
Modern sporting rifle / AR platform / AK platform	1,390	36.7%
Handgun	1,197	31.6%
Crossbow	1,058	28.0%
Other	72	1.9%
Total	3,785	100.0%

Table ER.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	563	20.3%
Deer	287	10.3%
Elk	722	26.0%
Other big game	486	17.5%
Predators	704	25.4%
Small Game	1,179	42.5%
Turkey	511	18.4%
Upland game birds	1,077	38.8%
Waterfowl	1,085	39.1%
Wild pig / feral hog	498	18.0%
Total number of hunters who have lapsed at least one species in their lifetime	2,773	100.0%

Table ER.18) Why have you lapsed elk hunting?

	Count	Column Percent
Too expensive	366	55.9%
Do not have time	158	24.1%
I do not have anybody to go with anymore	108	16.5%
I moved to a new location where I am not able to do this type of hunting	85	13.0%
Medical reasons / disabilities	79	12.1%
Other, please describe	66	10.1%
No hunting land available for this species anymore	61	9.3%
I was not successful	30	4.6%
I need more training	13	2.0%
No longer interested or did not enjoy this type of hunting	11	1.7%
Total	655	100.0%

Current Shooting Activities

Table ER.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	2,512	85.1%
Traditional Centerfire Rifle	2,486	84.2%
Traditional Rimfire Rifle	2,396	81.2%
Semiautomatic Handgun	2,355	79.8%
Revolver	1,951	66.1%
MSR	1,428	48.4%
Traditional or Compound Bow	1,289	43.7%
Muzzleloader	1,028	34.8%
Crossbow	782	26.5%
None of the Above	40	1.4%
Total	2,952	100.0%

Table ER.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	2,170	73.4%
Plinking or informal target shooting with a Semi-automatic Handgun	2,147	72.6%
Plinking or informal target shooting with a traditional centerfire rifle	2,005	67.8%
Sighting-in rifle with a traditional centerfire rifle	1,920	65.0%
Plinking or informal target shooting with a Revolver	1,798	60.8%
Informal (backyard or testing) with a Shotgun	1,750	59.2%
Sighting-in rifle with a traditional rimfire rifle	1,569	53.1%
Pattern shotgun	1,519	51.4%
Sporting clays with a Shotgun	1,402	47.4%
Sighting-in with a Semi-automatic Handgun	1,312	44.4%
Target shooting with a traditional or compound bow	1,289	43.6%
Plinking or informal target shooting with a MSR	1,251	42.3%
Skeet with a Shotgun	1,168	39.5%
Trap with a Shotgun	1,161	39.3%
Sighting-In with a Shotgun	1,082	36.6%
Target shooting with a muzzleloader	1,028	34.8%
Sighting-in rifle with a MSR	983	33.3%
Long range with a traditional centerfire rifle	966	32.7%
Benchrest with a traditional centerfire rifle	957	32.4%
Sighting-in with a Revolver	919	31.1%
Load Testing/Development with a traditional centerfire rifle	784	26.5%
Target shooting with a crossbow	782	26.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	775	26.2%

Benchrest with a traditional rimfire rifle	626	21.2%
Teaching/Informative with a Semi-automatic Handgun	605	20.5%
Teaching/Informative with a Shotgun	604	20.4%
Testing (Ammo & firearm) with a Revolver	574	19.4%
Teaching/Informative with a traditional rimfire rifle	561	19.0%
Teaching/Informative with a traditional centerfire rifle	545	18.4%
Target shooting with an air rifle at a range	507	17.2%
Bullseye with a Semi-automatic Handgun	490	16.6%
5 Stand with a Shotgun	471	15.9%
Silhouette with a Semi-automatic Handgun	463	15.7%
Teaching/Informative with a Revolver	410	13.9%
Load Testing/Development with a MSR	389	13.2%
Load Testing/Development with a Semi-automatic Handgun	388	13.1%
Teaching/Informative with a MSR	387	13.1%
Bullseye with a Revolver	380	12.9%
Wobble Trap with a Shotgun	373	12.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	372	12.6%
Long range with a MSR	350	11.8%
Test reload with a Shotgun	347	11.7%
Load Testing/Development with a Revolver	345	11.7%
Dog training with a shotgun	327	11.1%
Tactical with a MSR	322	10.9%
Benchrest with a MSR	318	10.8%
Long range with a traditional rimfire rifle	283	9.6%
Silhouette with a traditional centerfire rifle	280	9.5%
Silhouette with a Revolver	280	9.5%
Silhouette with a traditional rimfire rifle	258	8.7%
Training (Military / Defense / Law Enforcement) with a MSR	257	8.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	205	6.9%
Load Testing/Development with a traditional rimfire rifle	183	6.2%
Tactical with a traditional centerfire rifle	172	5.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	169	5.7%
Bowling pin with a Semi-automatic Handgun	163	5.5%
Silhouette with a MSR	152	5.1%
Training (Military / Defense / Law Enforcement) with a Revolver	150	5.1%
Steel Challenge with a Semi-automatic Handgun	148	5.0%
IDPA with a Semi-automatic Handgun	105	3.6%
3 Gun with a Shotgun	104	3.5%
3 Gun with a Semi-automatic Handgun	100	3.4%
Bowling pin with a Revolver	97	3.3%
3 Gun with a MSR	91	3.1%
Cowboy action with a Revolver	88	3.0%
Steel Challenge with a traditional centerfire rifle	80	2.7%

Three (3) position with a traditional centerfire rifle	75	2.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	75	2.5%
Steel Challenge with a MSR	69	2.3%
Three (3) position with a MSR	68	2.3%
Steel Challenge with a Revolver	67	2.3%
Three (3) position with a traditional rimfire rifle	64	2.2%
Tactical with a traditional rimfire rifle	62	2.1%
Steel Challenge with a traditional rimfire rifle	61	2.1%
IPSC with a Semi-automatic Handgun	52	1.8%
Cowboy action with a traditional centerfire rifle	41	1.4%
NRA high power with a traditional centerfire rifle	41	1.4%
None of the above	40	1.4%
Cowboy Action with a Shotgun	37	1.3%
NRA high power with a MSR	32	1.1%
Cowboy action with a Semi-automatic Handgun	23	0.8%
3 Gun with a traditional centerfire rifle	19	0.6%
IDPA with a Revolver	16	0.5%
IPSC with a Revolver	12	0.4%
Cowboy action with a traditional rimfire rifle	12	0.4%
3 Gun with a traditional rimfire rifle	10	0.3%
3 Gun with a Revolver	8	0.3%
NRA high power with a traditional rimfire rifle	6	0.2%
Schuetzen with a traditional centerfire rifle	4	0.1%
Schuetzen with a MSR	3	0.1%
Schuetzen with a traditional rimfire rifle	3	0.1%
Cowboy action with a MSR	1	0.0%
Total	2,956	100.0%

Elk Hunting Interest

Table ER.21) Why haven't you ever (or within the past 3 years) hunted elk?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	1,275	58.0%
Too expensive	1,031	46.9%
Places to hunt are too limited, no convenient place to hunt	533	24.2%
No hunting land available	423	19.2%
I do not have anyone to go with	341	15.5%
Don't know how to start	222	10.1%
I am not able to buy a license	213	9.7%
Do not have time	192	8.7%
My hunting skills need improving / I need more training	136	6.2%
Hunting rules are too complex	86	3.9%
I don't own the proper equipment	67	3.0%
If I had a successful hunt I wouldn't know what to do with my harvest	60	2.7%
There are other activities I'd rather do	58	2.6%
Medical reasons / disability	46	2.1%
I moved to a new home and don't know where to go	30	1.4%
Other	18	0.8%
Total	2,200	100.0%

Influential Media and Individuals

Table ER.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,904	53.3%
Father	1,023	28.6%
Self / nobody else	664	18.6%
Uncle / Aunt	320	9.0%
Another relative	317	8.9%
Co-worker	301	8.4%
Sibling	299	8.4%
Grandparent	242	6.8%
Children / grandchildren	152	4.3%
Neighbor	116	3.2%
Spouse	113	3.2%
Guide / outfitter	98	2.7%
Other, please specify	59	1.7%
Mother	23	0.6%
Total	3,574	100.0%

Table ER.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	1,011	28.6%
Television shows	2,018	57.0%
Magazines	1,495	42.2%
Seminars	228	6.4%
Hunter education programs	339	9.6%
State wildlife management agencies	609	17.2%
Retailers	193	5.5%
Local clubs or social organizations	378	10.7%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	1,218	34.4%
Other, please specify	140	4.0%
Total	3,541	100.0%

Table ER.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	535	53.1%
Fish and Wildlife agency produced videos	265	26.3%
How-to videos	515	51.1%
Informational/political/talk show style	121	12.0%
Professionals hunting/fishing/shooting	789	78.3%
Non-professionals (home videos) hunting/fishing/shooting	550	54.6%
Comedy/blooper videos	52	5.2%
Competitions	122	12.1%
Product reviews	347	34.4%
Other	8	0.8%
Total	1,008	100.0%

Table ER.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	125	6.2%
Animal Planet	142	7.1%
Comcast SportsNet	7	0.3%
Discovery Channel	257	12.8%
ESPN/ESPN 2	105	5.2%
History Channel	213	10.6%
Military Channel	69	3.4%
National Geographic	187	9.3%
NBC Sports	66	3.3%
Outdoor Channel	1,741	86.7%
Pursuit Channel	809	40.3%
Sportsman Channel	1,372	68.3%
Sunshine Network / SUN Sports	21	1.0%
WildTV	59	2.9%
World Fishing Network	117	5.8%
Other national network	29	1.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	467	23.2%
I watched hunting/fishing TV, but don't remember the channel	319	15.9%
Total	2,009	100.0%

Table ER.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,501	44.1%
Books / magazines	1,124	33.0%
Programming offered by the Fish / Wildlife Agency for my state of residence	1,075	31.6%
Membership in a non-profit organization specific to this type of hunting	931	27.4%
YouTube videos	810	23.8%
Programming offered by outdoor retailers	788	23.2%
Joining a local hunt club	688	20.2%
Online forums / blogs	571	16.8%
Other: Please describe	334	9.8%
Total	3,402	100.0%

Table ER.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	380	29.6%	214	31.1%	278	30.2%	255	32.4%
	Google+	274	21.4%	159	23.1%	191	20.7%	164	20.8%
	Twitter	63	4.9%	37	5.4%	52	5.6%	55	7.0%
	Pinterest	57	4.4%	38	5.5%	45	4.9%	43	5.5%
	Instagram	132	10.3%	74	10.7%	91	9.9%	84	10.7%
	YouTube	542	42.3%	352	51.1%	438	47.5%	375	47.6%
	Television programs	730	56.9%	432	62.7%	526	57.0%	461	58.5%
	Books	298	23.2%	201	29.2%	264	28.6%	247	31.3%
	Magazines	937	73.1%	513	74.5%	631	68.4%	595	75.5%
	Online Forums	359	28.0%	218	31.6%	294	31.9%	264	33.5%
	Newsletter from hunting / wildlife groups or organizations	546	42.6%	322	46.7%	424	46.0%	453	57.5%
	Fish / Wildlife Agency for My State of Residence	693	54.1%	384	55.7%	621	67.4%	463	58.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	458	35.7%	261	37.9%	410	44.5%	345	43.8%
	Other	27	2.1%	11	1.6%	16	1.7%	15	1.9%
	None Of The Above	35	2.7%	11	1.6%	16	1.7%	13	1.6%
Total		1,282	100.0%	689	100.0%	922	100.0%	788	100.0%

Table ER.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	238	34.7%	187	31.7%	250	25.7%	164	34.4%	67	23.6%
	Google+	144	21.0%	122	20.7%	207	21.3%	101	21.2%	50	17.6%
	Twitter	56	8.2%	42	7.1%	54	5.6%	42	8.8%	7	2.5%
	Pinterest	44	6.4%	25	4.2%	43	4.4%	30	6.3%	6	2.1%
	Instagram	104	15.2%	69	11.7%	85	8.7%	68	14.3%	14	4.9%
	YouTube	538	78.5%	291	49.3%	453	46.6%	306	64.2%	111	39.1%
	Television programs	388	56.6%	325	55.1%	586	60.3%	272	57.0%	158	55.6%
	Books	198	28.9%	167	28.3%	361	37.1%	156	32.7%	66	23.2%
	Magazines	477	69.6%	410	69.5%	837	86.1%	338	70.9%	200	70.4%
	Online Forums	272	39.7%	194	32.9%	288	29.6%	277	58.1%	71	25.0%
	Newsletter from hunting / wildlife groups or organizations	279	40.7%	265	44.9%	438	45.1%	213	44.7%	107	37.7%
	Fish / Wildlife Agency for My State of Residence	370	54.0%	329	55.8%	538	55.3%	265	55.6%	163	57.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	234	34.2%	227	38.5%	368	37.9%	185	38.8%	99	34.9%
	Other	15	2.2%	16	2.7%	20	2.1%	11	2.3%	11	3.9%
	None Of The Above	11	1.6%	15	2.5%	8	0.8%	7	1.5%	10	3.5%
Total		685	100.0%	590	100.0%	972	100.0%	477	100.0%	284	100.0%

Other Big Game Hunting

This section includes only those responses from individuals who do not currently other big game hunt, but would be interested in doing so. Further chapters will note data collected from those who currently other big game hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (63.7%) of those who are interested in hunting other big game began hunting because they wanted to spend time with friends and family who already hunted (Table O.10)
- Almost half (46.5%) of those interested in hunting other big game species have shot sporting clays with a shotgun within the past 3 years (Table O.18).
- 43.5% of those who could be persuaded to bear hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table O.26).

Demographic Information

Table O.1) What is your current age?

	Count	Column Percent
18 to 24	42	1.3%
25 to 34	325	9.9%
35 to 44	515	15.7%
45 to 54	819	25.0%
55 to 64	957	29.2%
65 and older	622	19.0%
Total	3,280	100.0%

Table O.2) What is your gender?

	Count	Column Percent
Male	3,194	97.2%
Female	91	2.8%
Total	3,285	100.0%

Table O.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	94	2.9%
\$20,000 to \$29,999	80	2.5%
\$30,000 to \$39,999	149	4.6%
\$40,000 to \$49,999	213	6.5%
\$50,000 to \$74,999	592	18.2%
\$75,000 to \$99,999	630	19.4%
\$100,000 to \$149,999	858	26.4%
\$150,000 to \$200,000	362	11.1%
More than \$200,000	276	8.5%
Total	3,254	100.0%

Table O.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	21	0.6%
High school graduation	613	18.7%
Trade school, associates degree or similar	1,028	31.3%
Bachelors degree	1,051	32.0%
Masters degree	426	13.0%
Ph D and higher	144	4.4%
Total	3,283	100.0%

Table O.5) In which region do you live?

	Count	Column Percent
Northeast	475	14.5%
Midwest	1,017	31.0%
South	1,116	34.0%
West	649	19.8%
Canada	25	0.8%
Total	3,282	100.0%

Introduction to Hunting

Table O.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,736	43.0%
11 to 17 years old	1,798	44.6%
18 to 24 years old	234	5.8%
25 to 34 years old	161	4.0%
35 to 44 years old	63	1.6%
45 to 54 years old	29	0.7%
55 to 64 years old	8	0.2%
65 years and older	4	0.1%
Total	4,033	100.0%

Table O.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	19	0.5%
Deer	1,224	30.3%
Elk	67	1.7%
Other big game	18	0.4%
Predators	75	1.9%
Small game	2,114	52.4%
Turkey	118	2.9%
Upland game birds	1,041	25.8%
Waterfowl	312	7.7%
Wild pig / feral hog	72	1.8%
Others	90	2.2%
Total	4,033	100.0%

Table O.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	23	0.6%
Compound bow	86	2.1%
Crossbow	8	0.2%
MSR	34	0.8%
No weapon / toy	100	2.5%
Revolver	5	0.1%
Semi-automatic handgun	13	0.3%
Shotgun	2,270	56.4%
Traditional bow	52	1.3%
Traditional rifle	1,423	35.3%
Other	12	0.3%
Total	4,026	100.0%

Table O.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	137	3.4%
Aunt / Uncle	444	11.0%
Co-worker	40	1.0%
Father	2,447	60.8%
Friend	608	15.1%
Grandparent	471	11.7%
Guide / outfitter	10	0.2%
Mother	53	1.3%
Neighbor	97	2.4%
Nobody / I hunted alone on my first hunt	211	5.2%
Sibling	190	4.7%
Spouse	40	1.0%
Other	49	1.2%
Total	4,022	100.0%

Table O.10) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	2,514	63.7%
It has always interested me	2,486	63.0%
Tradition / way of life	2,422	61.4%
Wanted to spend more time outdoors	2,311	58.6%
It's relaxing / an escape	1,628	41.3%
I wanted a challenge / adventure	1,452	36.8%
To become self-sufficient / become a provider / obtain my own meat	1,311	33.2%
Support conservation efforts	697	17.7%
Wanted to try a new sport	507	12.9%
To teach someone else / introduce my children or others to hunting	397	10.1%
Other Please write in	11	0.3%
Total	3,944	100.0%

Table O.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	1,139	28.4%
1 year	300	7.5%
2 - 5 years	1,632	40.7%
6 to 10 years	423	10.5%
More than 10 years	364	9.1%
I have only ever hunted [the species that I first targeted]	152	3.8%
Total	4,010	100.0%

Table O.12) Which species have you ever targeted?

	Count	Column Percent
Bear	1,434	36.9%
Deer	3,818	98.4%
Elk	1,559	40.2%
Other big game	962	24.8%
Others	110	2.8%
Predators	2,620	67.5%
Small game	3,443	88.7%
Turkey	3,168	81.6%
Upland game birds	3,283	84.6%
Waterfowl	2,738	70.5%
Wild pig / feral hog	1,553	40.0%
Total	3,882	100.0%

Current Hunting Activities

Table O.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	722	18.7%
Deer	3,546	91.9%
Elk	899	23.3%
Other big game	0	0.0%
Others	178	4.6%
Predators	1,812	47.0%
Small game	2,227	57.7%
Turkey	2,534	65.7%
Upland game birds	2,159	56.0%
Waterfowl	1,478	38.3%
Wild pig / feral hog	964	25.0%
Total	3,857	100.0%

Table O.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	3,675	91.1%
Shotgun	3,546	87.9%
Traditional bow/compound bow	2,022	50.1%
Muzzleloader	1,862	46.2%
Modern sporting rifle / AR platform / AK platform	1,474	36.5%
Handgun	1,344	33.3%
Crossbow	1,036	25.7%
Other	79	2.0%
Total	4,034	100.0%

Table O.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	712	49.6%
Deer	271	7.1%
Elk	660	42.3%
Other big game	917	95.3%
Predators	804	30.7%
Small Game	1,257	36.5%
Turkey	633	20.0%
Upland game birds	1,122	34.1%
Waterfowl	1,249	45.6%
Wild pig / feral hog	589	37.9%
Total number of hunters who have lapsed at least one species in their lifetime	3,076	

Table O.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Bear		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	1347	16.3%	54	19.9%	95	13.3%	88	13.9%
I moved to a new location where I am not able to do this type of hunting	1072	13.0%	39	14.4%	114	16.0%	63	10.0%
No hunting land available for this species anymore	1151	14.0%	36	13.3%	56	7.9%	87	13.7%
Do not have time	2575	31.2%	75	27.7%	184	25.8%	235	37.1%
Too expensive	1159	14.1%	29	10.7%	101	14.2%	23	3.6%
No longer interested or did not enjoy this type of hunting	1399	17.0%	34	12.5%	138	19.4%	153	24.2%
I was not successful	216	2.6%	11	4.1%	29	4.1%	37	5.8%
I need more training	163	2.0%	7	2.6%	10	1.4%	32	5.1%
I have a disability, an illness or an age-related reason that prevents me	412	5.0%	18	6.6%	46	6.5%	35	5.5%
Other, please describe	939	11.4%	55	20.3%	93	13.1%	36	5.7%
Total	8,245	100%	271	100%	712	100%	633	100%

Table O.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years? Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	163	13.0%	326	26.1%	106	16.1%	108	11.8%
I moved to a new location where I am not able to do this type of hunting	114	9.1%	151	12.1%	91	13.8%	111	12.1%
No hunting land available for this species anymore	125	9.9%	150	12.0%	51	7.7%	72	7.9%
Do not have time	451	35.9%	382	30.6%	156	23.6%	222	24.2%
Too expensive	11	0.9%	158	12.7%	317	48.0%	371	40.5%
No longer interested or did not enjoy this type of hunting	404	32.1%	330	26.4%	17	2.6%	32	3.5%
I was not successful	8	0.6%	21	1.7%	30	4.5%	18	2.0%
I need more training	9	0.7%	29	2.3%	11	1.7%	8	0.9%
I have a disability, an illness or an age-related reason that prevents me	46	3.7%	61	4.9%	51	7.7%	49	5.3%
Other, please describe	149	11.9%	123	9.8%	55	8.3%	85	9.3%
Total	1,257	100%	1,249	100%	660	100%	917	100%

Table O.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	224	20.0%	117	14.6%	3	9.7%	63	10.7%
I moved to a new location where I am not able to do this type of hunting	175	15.6%	86	10.7%	1	3.2%	127	21.6%
No hunting land available for this species anymore	351	31.3%	95	11.8%	4	12.9%	124	21.1%
Do not have time	301	26.8%	378	47.0%	16	51.6%	175	29.7%
Too expensive	66	5.9%	17	2.1%	2	6.5%	64	10.9%
No longer interested or did not enjoy this type of hunting	106	9.4%	126	15.7%	2	6.5%	57	9.7%
I was not successful	15	1.3%	35	4.4%	0	0.0%	12	2.0%
I need more training	15	1.3%	33	4.1%	0	0.0%	9	1.5%
I have a disability, an illness or an age-related reason that prevents me	58	5.2%	32	4.0%	1	3.2%	15	2.5%
Other, please describe	194	17.3%	55	6.8%	4	12.9%	90	15.3%
Total	1,122	100%	804	100%	31	100%	589	100%

Current Shooting Activities

Table O.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	2,738	86.7%
Shotgun	2,669	84.5%
Traditional Rimfire Rifle	2,606	82.5%
Semiautomatic Handgun	2,556	80.9%
Revolver	2,135	67.6%
MSR	1,516	48.0%
Traditional or Compound Bow	1,498	47.4%
Muzzleloader	1,162	36.8%
Crossbow	784	24.8%
None of the Above	35	1.1%
Total	3,158	100.0%

Table O.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	2,365	74.7%
Plinking or informal target shooting with a Semi-automatic Handgun	2,336	73.8%
Plinking or informal target shooting with a traditional centerfire rifle	2,188	69.1%
Sighting-in rifle with a traditional centerfire rifle	2,158	68.2%
Plinking or informal target shooting with a Revolver	1,967	62.1%
Informal (backyard or testing) with a Shotgun	1,825	57.7%
Sighting-in rifle with a traditional rimfire rifle	1,733	54.8%
Pattern shotgun	1,616	51.1%
Target shooting with a traditional or compound bow	1,498	47.3%
Sporting clays with a Shotgun	1,471	46.5%
Sighting-in with a Semi-automatic Handgun	1,399	44.2%
Plinking or informal target shooting with a MSR	1,322	41.8%
Trap with a Shotgun	1,257	39.7%
Skeet with a Shotgun	1,222	38.6%
Target shooting with a muzzleloader	1,162	36.7%
Sighting-In with a Shotgun	1,145	36.2%
Benchrest with a traditional centerfire rifle	1,067	33.7%
Long range with a traditional centerfire rifle	1,064	33.6%
Sighting-in rifle with a MSR	1,039	32.8%
Sighting-in with a Revolver	1,016	32.1%
Load Testing/Development with a traditional centerfire rifle	921	29.1%
Testing (Ammo & firearm) with a Semi-automatic Handgun	825	26.1%
Target shooting with a crossbow	784	24.8%

Benchrest with a traditional rimfire rifle	659	20.8%
Teaching/Informative with a Semi-automatic Handgun	657	20.8%
Testing (Ammo & firearm) with a Revolver	650	20.5%
Teaching/Informative with a Shotgun	639	20.2%
Teaching/Informative with a traditional rimfire rifle	616	19.5%
Teaching/Informative with a traditional centerfire rifle	615	19.4%
Bullseye with a Semi-automatic Handgun	537	17.0%
Target shooting with an air rifle at a range	533	16.8%
5 Stand with a Shotgun	484	15.3%
Silhouette with a Semi-automatic Handgun	483	15.3%
Teaching/Informative with a Revolver	448	14.2%
Load Testing/Development with a Semi-automatic Handgun	428	13.5%
Load Testing/Development with a MSR	427	13.5%
Teaching/Informative with a MSR	421	13.3%
Load Testing/Development with a Revolver	415	13.1%
Bullseye with a Revolver	403	12.7%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	401	12.7%
Wobble Trap with a Shotgun	395	12.5%
Test reload with a Shotgun	393	12.4%
Long range with a MSR	384	12.1%
Dog training with a shotgun	374	11.8%
Tactical with a MSR	341	10.8%
Benchrest with a MSR	329	10.4%
Silhouette with a traditional centerfire rifle	301	9.5%
Long range with a traditional rimfire rifle	299	9.4%
Silhouette with a Revolver	295	9.3%
Training (Military / Defense / Law Enforcement) with a MSR	280	8.8%
Silhouette with a traditional rimfire rifle	263	8.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	224	7.1%
Load Testing/Development with a traditional rimfire rifle	223	7.0%
Tactical with a traditional centerfire rifle	189	6.0%
Bowling pin with a Semi-automatic Handgun	174	5.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	173	5.5%
Steel Challenge with a Semi-automatic Handgun	168	5.3%
Training (Military / Defense / Law Enforcement) with a Revolver	163	5.2%
Silhouette with a MSR	157	5.0%
Bowling pin with a Revolver	115	3.6%
IDPA with a Semi-automatic Handgun	107	3.4%
Cowboy action with a Revolver	92	2.9%
3 Gun with a Shotgun	88	2.8%
Steel Challenge with a traditional centerfire rifle	88	2.8%
Three (3) position with a traditional centerfire rifle	86	2.7%
3 Gun with a Semi-automatic Handgun	85	2.7%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	83	2.6%
Steel Challenge with a MSR	78	2.5%
Steel Challenge with a traditional rimfire rifle	78	2.5%
3 Gun with a MSR	77	2.4%
Three (3) position with a traditional rimfire rifle	75	2.4%
Tactical with a traditional rimfire rifle	71	2.2%
Three (3) position with a MSR	70	2.2%
Steel Challenge with a Revolver	69	2.2%
IPSC with a Semi-automatic Handgun	62	2.0%
Cowboy Action with a Shotgun	44	1.4%
Cowboy action with a traditional centerfire rifle	43	1.4%
NRA high power with a traditional centerfire rifle	36	1.1%
None of the above	35	1.1%
NRA high power with a MSR	24	0.8%
Cowboy action with a Semi-automatic Handgun	23	0.7%
IDPA with a Revolver	23	0.7%
3 Gun with a traditional centerfire rifle	19	0.6%
Cowboy action with a traditional rimfire rifle	13	0.4%
IPSC with a Revolver	12	0.4%
3 Gun with a Revolver	8	0.3%
NRA high power with a traditional rimfire rifle	8	0.3%
3 Gun with a traditional rimfire rifle	6	0.2%
Schuetzen with a traditional centerfire rifle	5	0.2%
Schuetzen with a traditional rimfire rifle	5	0.2%
Schuetzen with a MSR	3	0.1%
Cowboy action with a MSR	1	0.0%
Total	3,165	100.0%

Other Big Game Hunting Interest

Table O.19) Which methods would you be interested in using in order to target other big game? *Error! Not a valid filename.*

Table O.20) Why haven't you ever (or within the past 3 years) hunted other big game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	325	43.0%
Places to hunt are too limited, no convenient place to hunt	223	29.5%
I do not have anyone to go with	184	24.3%
Too expensive	183	24.2%
No hunting land available	125	16.5%
Don't know how to start	118	15.6%
Do not have time	106	14.0%
There are other activities I'd rather do	71	9.4%
My hunting skills need improving / I need more training	58	7.7%
If I had a successful hunt I wouldn't know what to do with my harvest	56	7.4%
I am not able to buy a license	43	5.7%
I moved to a new home and don't know where to go	24	3.2%
Other	16	2.1%
Medical reasons / disability	15	2.0%
I don't own the proper equipment	12	1.6%
Hunting rules are too complex	11	1.5%
Total	756	100.0%

Influential Media and Individuals

Table O.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table O.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	1,068	28.0%
Television shows	2,047	53.7%
Magazines	1,675	44.0%
Seminars	239	6.3%
Hunter education programs	339	8.9%
State wildlife management agencies	640	16.8%
Retailers	176	4.6%
Local clubs or social organizations	387	10.2%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	1,381	36.2%
Other, please specify	178	4.7%
Total	3,811	100.0%

Table O.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	582	54.7%
Fish and Wildlife agency produced videos	280	26.3%
How-to videos	553	52.0%
Informational/political/talk show style	127	11.9%
Professionals hunting/fishing/shooting	821	77.2%
Non-professionals (home videos) hunting/fishing/shooting	588	55.3%
Comedy/blooper videos	54	5.1%
Competitions	133	12.5%
Product reviews	367	34.5%
Other	15	1.4%
Total	1,064	100.0%

Table O.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	116	5.7%
Animal Planet	149	7.3%
Comcast SportsNet	11	0.5%
Discovery Channel	257	12.6%
ESPN/ESPN 2	108	5.3%
History Channel	219	10.7%
Military Channel	73	3.6%
National Geographic	186	9.1%
NBC Sports	54	2.6%
Outdoor Channel	1,760	86.3%
Pursuit Channel	831	40.7%
Sportsman Channel	1,412	69.2%
Sunshine Network / SUN Sports	21	1.0%
WildTV	59	2.9%
World Fishing Network	112	5.5%
Other national network	25	1.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	445	21.8%
I watched hunting/fishing TV, but don't remember the channel	336	16.5%
Total	2,040	100.0%

Table O.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,624	45.2%
Books / magazines	1,163	32.4%
Programming offered by the Fish / Wildlife Agency for my state of residence	1,110	30.9%
Membership in a non-profit organization specific to this type of hunting	987	27.5%
YouTube videos	835	23.3%
Programming offered by outdoor retailers	815	22.7%
Joining a local hunt club	705	19.6%
Online forums / blogs	600	16.7%
Other: Please describe	416	11.6%
Total	3,589	100.0%

Table O.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	413	29.5%	233	32.6%	297	31.0%	270	32.4%
	Google+	319	22.8%	170	23.8%	196	20.4%	191	22.9%
	Twitter	66	4.7%	40	5.6%	55	5.7%	55	6.6%
	Pinterest	48	3.4%	36	5.0%	44	4.6%	39	4.7%
	Instagram	145	10.4%	77	10.8%	101	10.5%	97	11.6%
	YouTube	609	43.5%	375	52.5%	463	48.3%	413	49.6%
	Television programs	745	53.3%	440	61.6%	513	53.5%	481	57.7%
	Books	334	23.9%	201	28.2%	268	27.9%	255	30.6%
	Magazines	1,037	74.1%	548	76.8%	676	70.5%	640	76.8%
	Online Forums	410	29.3%	229	32.1%	309	32.2%	290	34.8%
	Newsletter from hunting / wildlife groups or organizations	612	43.7%	328	45.9%	446	46.5%	460	55.2%
	Fish / Wildlife Agency for My State of Residence	770	55.0%	416	58.3%	647	67.5%	502	60.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	543	38.8%	291	40.8%	441	46.0%	394	47.3%
	Other	27	1.9%	11	1.5%	20	2.1%	14	1.7%
	None of The Above	37	2.6%	14	2.0%	18	1.9%	12	1.4%
Total		1,399	100.0%	714	100.0%	959	100.0%	833	100.0%

Table O.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	254	35.9%	188	31.6%	267	26.5%	185	36.6%	73	19.8%
	Google+	165	23.3%	122	20.5%	227	22.6%	122	24.1%	62	16.8%
	Twitter	53	7.5%	37	6.2%	55	5.5%	42	8.3%	9	2.4%
	Pinterest	41	5.8%	24	4.0%	40	4.0%	23	4.5%	5	1.4%
	Instagram	114	16.1%	69	11.6%	91	9.0%	74	14.6%	21	5.7%
	YouTube	572	80.9%	290	48.7%	495	49.2%	335	66.2%	150	40.7%
	Television programs	390	55.2%	319	53.6%	595	59.1%	287	56.7%	197	53.4%
	Books	213	30.1%	171	28.7%	379	37.7%	157	31.0%	81	22.0%
	Magazines	511	72.3%	424	71.3%	888	88.3%	373	73.7%	260	70.5%
	Online Forums	292	41.3%	206	34.6%	305	30.3%	295	58.3%	87	23.6%
	Newsletter from hunting / wildlife groups or organizations	314	44.4%	261	43.9%	471	46.8%	233	46.0%	140	37.9%
	Fish / Wildlife Agency for My State of Residence	382	54.0%	334	56.1%	553	55.0%	284	56.1%	209	56.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	283	40.0%	251	42.2%	417	41.5%	216	42.7%	132	35.8%
	Other	15	2.1%	13	2.2%	15	1.5%	16	3.2%	15	4.1%
	None of The Above	14	2.0%	15	2.5%	13	1.3%	5	1.0%	20	5.4%
Total		707	100.0%	595	100.0%	1,006	100.0%	506	100.0%	369	100.0%

Other Big Game Hunting with a Handgun

Table OH.1) **Sample frame**

	Count
Have not hunted other big game in the past 3 years, and have not hunted with a handgun in that time either	270
Have not hunted other big game in the past 3 years, but have hunted with a handgun recently	621
Have hunted other big game in the past 3 years, but not with a handgun	76
Total sample	967

Table OH.2) How many respondents have hunted other big game at some point in the past?

	Count
Have never hunted this species before	705
Have hunted this species before	262
Total	967

Demographic Information

Table OH.3) What is your current age?

	Count	Column Percent
18 to 24	6	0.8%
25 to 34	75	9.5%
35 to 44	121	15.3%
45 to 54	183	23.2%
55 to 64	247	31.3%
65 and older	158	20.0%
Total	790	100.0%

Table OH.4) What is your gender?

	Count	Column Percent
Male	785	99.2%
Female	6	0.8%
Total	791	100.0%

Table OH.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	36	4.6%
\$20,000 to \$29,999	24	3.1%
\$30,000 to \$39,999	35	4.5%
\$40,000 to \$49,999	78	9.9%
\$50,000 to \$74,999	164	20.9%
\$75,000 to \$99,999	148	18.9%
\$100,000 to \$149,999	189	24.1%
\$150,000 to \$200,000	61	7.8%
More than \$200,000	50	6.4%
Total	785	100.0%

Table OH.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.6%
High school graduation	168	21.3%
Trade school, associates degree or similar	280	35.4%
Bachelors degree	208	26.3%
Masters degree	94	11.9%
Ph D and higher	35	4.4%
Total	790	100.0%

Table OH.7) In which region do you live?

	Count	Column Percent
Northeast	145	18.3%
Midwest	244	30.8%
South	261	33.0%
West	141	17.8%
Canada	0	0.0%
Total	791	100.0%

Introduction to Hunting

Table OH.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	448	46.3%
11 to 17 years old	421	43.5%
18 to 24 years old	54	5.6%
25 to 34 years old	27	2.8%
35 to 44 years old	8	0.8%
45 to 54 years old	3	0.3%
55 to 64 years old	3	0.3%
65 years and older	3	0.3%
Total	967	100.0%

Table OH.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.7%
Deer	286	29.6%
Elk	11	1.1%
Other big game	7	0.7%
Predators	17	1.8%
Small game	573	59.3%
Turkey	18	1.9%
Upland game birds	230	23.8%
Waterfowl	68	7.0%
Wild pig / feral hog	12	1.2%
Others	26	2.7%
Total	967	100.0%

Table OH.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	7	0.7%
Compound bow	20	2.1%
Crossbow	1	0.1%
MSR	11	1.1%
No weapon / toy	31	3.2%
Revolver	4	0.4%
Semi-automatic handgun	3	0.3%
Shotgun	517	53.5%
Traditional bow	16	1.7%
Traditional rifle	355	36.7%
Other	1	0.1%
Total	966	100.0%

Table OH.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	39	4.0%
Aunt / Uncle	98	10.1%
Co-worker	8	0.8%
Father	592	61.3%
Friend	139	14.4%
Grandparent	126	13.0%
Guide / outfitter	4	0.4%
Mother	9	0.9%
Neighbor	22	2.3%
Nobody / I hunted alone on my first hunt	60	6.2%
Sibling	45	4.7%
Spouse	5	0.5%
Other	13	1.3%
Total	966	100.0%

Table OH.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	640	67.7%
Spend time with family or friends who already hunted	633	67.0%
Tradition / way of life	618	65.4%
Wanted to spend more time outdoors	605	64.0%
It's relaxing / an escape	443	46.9%
I wanted a challenge / adventure	401	42.4%
To become self-sufficient / become a provider / obtain my own meat	381	40.3%
Support conservation efforts	210	22.2%
Wanted to try a new sport	140	14.8%
To teach someone else / introduce my children or others to hunting	107	11.3%
Other Please write in	3	0.3%
Total	945	100.0%

Table OH.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	273	28.3%
1 year	77	8.0%
2 - 5 years	383	39.8%
6 to 10 years	107	11.1%
More than 10 years	86	8.9%
I have only ever hunted [the species that I first targeted]	37	3.8%
Total	963	100.0%

Table OH.14) Which species have you ever targeted?

	Count	Column Percent
Bear	426	45.8%
Deer	921	99.0%
Elk	356	38.3%
Other big game	262	28.2%
Others	48	5.2%
Predators	704	75.7%
Small game	863	92.8%
Turkey	761	81.8%
Upland game birds	801	86.1%
Waterfowl	644	69.2%
Wild pig / feral hog	380	40.9%
Total	930	100.0%

Current Hunting Activities

Table OH.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	227	24.5%
Deer	870	94.1%
Elk	196	21.2%
Other big game	40	4.3%
Others	56	6.1%
Predators	506	54.7%
Small game	624	67.5%
Turkey	612	66.2%
Upland game birds	524	56.6%
Waterfowl	304	32.9%
Wild pig / feral hog	226	24.4%
Total	925	100.0%

Table OH.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	906	93.7%
Shotgun	859	88.8%
Handgun	590	61.0%
Muzzleloader	512	52.9%
Traditional bow/compound bow	481	49.7%
Modern sporting rifle / AR platform / AK platform	465	48.1%
Crossbow	279	28.9%
Other	37	3.8%
Total	967	100.0%

Table OH.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	199	26.5%
Deer	51	6.8%
Elk	160	21.3%
Other big game	215	28.7%
Predators	196	26.1%
Small Game	247	32.9%
Turkey	149	19.9%
Upland game birds	276	36.8%
Waterfowl	335	44.7%
Wild pig / feral hog	154	20.5%
Total number of hunters who have lapsed at least one species in their lifetime	750	100.0%

Table OH.18) Why have you lapsed other big game hunting?

	Count	Column Percent
Too expensive	96	53.3%
Do not have time	50	27.8%
I do not have anybody to go with anymore	38	21.1%
I moved to a new location where I am not able to do this type of hunting	33	18.3%
Medical reasons / disabilities	23	12.8%
Other, please describe	23	12.8%
No hunting land available for this species anymore	14	7.8%
I was not successful	6	3.3%
No longer interested or did not enjoy this type of hunting	4	2.2%
I need more training	2	1.1%
Total	180	100.0%

Current Shooting Activities

Table OH.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	705	90.2%
Semiautomatic Handgun	701	89.6%
Traditional Rimfire Rifle	695	88.9%
Shotgun	694	88.7%
Revolver	666	85.2%
MSR	463	59.2%
Traditional or Compound Bow	368	47.1%
Muzzleloader	338	43.2%
Crossbow	220	28.1%
None of the Above	7	0.9%
Total	782	100.0%

Table OH.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	656	83.9%
Plinking or informal target shooting with a traditional rimfire rifle	644	82.4%
Plinking or informal target shooting with a Revolver	615	78.6%
Plinking or informal target shooting with a traditional centerfire rifle	610	78.0%
Sighting-in rifle with a traditional centerfire rifle	574	73.4%
Informal (backyard or testing) with a Shotgun	537	68.7%
Sighting-in rifle with a traditional rimfire rifle	509	65.1%
Sighting-in with a Semi-automatic Handgun	479	61.3%
Pattern shotgun	454	58.1%
Plinking or informal target shooting with a MSR	416	53.2%
Sighting-in with a Revolver	416	53.2%
Target shooting with a traditional or compound bow	368	47.1%
Sighting-in rifle with a MSR	349	44.6%
Sporting clays with a Shotgun	346	44.2%
Trap with a Shotgun	343	43.9%
Sighting-In with a Shotgun	338	43.2%
Target shooting with a muzzleloader	338	43.2%
Long range with a traditional centerfire rifle	329	42.1%
Load Testing/Development with a traditional centerfire rifle	320	40.9%
Skeet with a Shotgun	310	39.6%
Testing (Ammo & firearm) with a Semi-automatic Handgun	306	39.1%
Testing (Ammo & firearm) with a Revolver	281	35.9%
Benchrest with a traditional centerfire rifle	264	33.8%

Teaching/Informative with a Semi-automatic Handgun	243	31.1%
Teaching/Informative with a traditional centerfire rifle	228	29.2%
Teaching/Informative with a traditional rimfire rifle	228	29.2%
Teaching/Informative with a Shotgun	225	28.8%
Target shooting with a crossbow	220	28.1%
Load Testing/Development with a Revolver	203	26.0%
Load Testing/Development with a Semi-automatic Handgun	198	25.3%
Teaching/Informative with a Revolver	195	24.9%
Benchrest with a traditional rimfire rifle	182	23.3%
Load Testing/Development with a MSR	175	22.4%
Bullseye with a Semi-automatic Handgun	172	22.0%
Teaching/Informative with a MSR	169	21.6%
Target shooting with an air rifle at a range	169	21.6%
Test reload with a Shotgun	152	19.4%
Bullseye with a Revolver	146	18.7%
Long range with a MSR	143	18.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	139	17.8%
Silhouette with a Semi-automatic Handgun	136	17.4%
Long range with a traditional rimfire rifle	116	14.8%
Tactical with a MSR	115	14.7%
5 Stand with a Shotgun	106	13.6%
Silhouette with a Revolver	103	13.2%
Wobble Trap with a Shotgun	96	12.3%
Training (Military / Defense / Law Enforcement) with a MSR	95	12.1%
Silhouette with a traditional centerfire rifle	91	11.6%
Benchrest with a MSR	89	11.4%
Dog training with a shotgun	88	11.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	86	11.0%
Load Testing/Development with a traditional rimfire rifle	85	10.9%
Silhouette with a traditional rimfire rifle	81	10.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	64	8.2%
Tactical with a traditional centerfire rifle	63	8.1%
Training (Military / Defense / Law Enforcement) with a Revolver	63	8.1%
Bowling pin with a Semi-automatic Handgun	61	7.8%
Bowling pin with a Revolver	48	6.1%
Steel Challenge with a Semi-automatic Handgun	47	6.0%
Silhouette with a MSR	45	5.8%
IDPA with a Semi-automatic Handgun	38	4.9%
Three (3) position with a traditional centerfire rifle	33	4.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	33	4.2%
Steel Challenge with a Revolver	32	4.1%
Cowboy action with a Revolver	31	4.0%

Steel Challenge with a traditional rimfire rifle	31	4.0%
3 Gun with a Semi-automatic Handgun	30	3.8%
Three (3) position with a traditional rimfire rifle	26	3.3%
Steel Challenge with a traditional centerfire rifle	25	3.2%
IPSC with a Semi-automatic Handgun	25	3.2%
Tactical with a traditional rimfire rifle	25	3.2%
3 Gun with a Shotgun	23	2.9%
3 Gun with a MSR	21	2.7%
Three (3) position with a MSR	21	2.7%
Steel Challenge with a MSR	20	2.6%
Cowboy Action with a Shotgun	19	2.4%
NRA high power with a traditional centerfire rifle	16	2.0%
Cowboy action with a traditional centerfire rifle	15	1.9%
IDPA with a Revolver	10	1.3%
3 Gun with a traditional centerfire rifle	7	0.9%
NRA high power with a MSR	7	0.9%
IPSC with a Revolver	7	0.9%
None of the above	7	0.9%
Cowboy action with a Semi-automatic Handgun	5	0.6%
NRA high power with a traditional rimfire rifle	5	0.6%
Cowboy action with a traditional rimfire rifle	4	0.5%
3 Gun with a Revolver	3	0.4%
3 Gun with a traditional rimfire rifle	3	0.4%
Schuetzen with a traditional rimfire rifle	3	0.4%
Schuetzen with a traditional centerfire rifle	2	0.3%
Schuetzen with a MSR	2	0.3%
Total	782	100.0%

Other Big Game Hunting Interest

Table OH.21) Why haven't you ever (or within the past 3 years) hunted other big game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	294	61.1%
Too expensive	216	44.9%
Places to hunt are too limited, no convenient place to hunt	123	25.6%
No hunting land available	109	22.7%
I do not have anyone to go with	89	18.5%
Do not have time	82	17.0%
Don't know how to start	38	7.9%
My hunting skills need improving / I need more training	33	6.9%
Medical reasons / disability	26	5.4%
I am not able to buy a license	24	5.0%
I don't own the proper equipment	18	3.7%
Hunting rules are too complex	16	3.3%
There are other activities I'd rather do	12	2.5%
I moved to a new home and don't know where to go	10	2.1%
If I had a successful hunt I wouldn't know what to do with my harvest	7	1.5%
Other	2	0.4%
Total	481	100.0%

Influential Media and Individuals

Table OH.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	479	52.2%
Father	273	29.7%
Self / nobody else	209	22.8%
Co-worker	98	10.7%
Uncle / Aunt	95	10.3%
Another relative	94	10.2%
Sibling	75	8.2%
Grandparent	73	8.0%
Neighbor	38	4.1%
Children / grandchildren	33	3.6%
Spouse	23	2.5%
Guide / outfitter	23	2.5%
Other, please specify	15	1.6%
Mother	5	0.5%
Total	918	100.0%

Table OH.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	269	29.5%
Television shows	505	55.3%
Magazines	396	43.4%
Seminars	63	6.9%
Hunter education programs	103	11.3%
State wildlife management agencies	181	19.8%
Retailers	50	5.5%
Local clubs or social organizations	104	11.4%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	335	36.7%
Other, please specify	44	4.8%
Total	913	100.0%

Table OH.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	144	53.7%
Fish and Wildlife agency produced videos	74	27.6%
How-to videos	138	51.5%
Informational/political/talk show style	32	11.9%
Professionals hunting/fishing/shooting	210	78.4%
Non-professionals (home videos) hunting/fishing/shooting	160	59.7%
Comedy/blooper videos	22	8.2%
Competitions	45	16.8%
Product reviews	100	37.3%
Other	4	1.5%
Total	268	100.0%

Table OH.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	42	8.4%
Animal Planet	48	9.6%
Comcast SportsNet	4	0.8%
Discovery Channel	81	16.1%
ESPN/ESPN 2	19	3.8%
History Channel	72	14.3%
Military Channel	26	5.2%
National Geographic	54	10.8%
NBC Sports	16	3.2%
Outdoor Channel	429	85.5%
Pursuit Channel	204	40.6%
Sportsman Channel	355	70.7%
Sunshine Network / SUN Sports	3	0.6%
WildTV	17	3.4%
World Fishing Network	34	6.8%
Other national network	11	2.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	143	28.5%
I watched hunting/fishing TV, but don't remember the channel	106	21.1%
Total	502	100.0%

Table OH.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	366	41.6%
Books / magazines	327	37.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	321	36.5%
Membership in a non-profit organization specific to this type of hunting	243	27.6%
Programming offered by outdoor retailers	224	25.5%
YouTube videos	212	24.1%
Joining a local hunt club	192	21.8%
Online forums / blogs	154	17.5%
Other: Please describe	115	13.1%
Total	879	100.0%

Table OH.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	82	25.8%	72	36.7%	79	27.6%	73	34.8%
	Google+	67	21.1%	53	27.0%	69	24.1%	51	24.3%
	Twitter	14	4.4%	11	5.6%	11	3.8%	12	5.7%
	Pinterest	12	3.8%	11	5.6%	16	5.6%	13	6.2%
	Instagram	23	7.2%	19	9.7%	17	5.9%	20	9.5%
	YouTube	130	40.9%	107	54.6%	140	49.0%	103	49.0%
	Television programs	178	56.0%	136	69.4%	164	57.3%	123	58.6%
	Books	78	24.5%	70	35.7%	100	35.0%	78	37.1%
	Magazines	240	75.5%	151	77.0%	215	75.2%	164	78.1%
	Online Forums	80	25.2%	61	31.1%	90	31.5%	75	35.7%
	Newsletter from hunting / wildlife groups or organizations	139	43.7%	96	49.0%	136	47.6%	127	60.5%
	Fish / Wildlife Agency for My State of Residence	188	59.1%	127	64.8%	199	69.6%	137	65.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	135	42.5%	83	42.3%	130	45.5%	109	51.9%
	Other	3	0.9%	2	1.0%	2	0.7%	2	1.0%
	None Of The Above	9	2.8%	6	3.1%	6	2.1%	4	1.9%
Total		318	100.0%	196	100.0%	286	100.0%	210	100.0%

Table OH.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	74	42.0%	57	35.0%	91	31.3%	54	41.2%	18	17.1%
	Google+	49	27.8%	44	27.0%	73	25.1%	36	27.5%	17	16.2%
	Twitter	11	6.3%	12	7.4%	13	4.5%	11	8.4%	1	1.0%
	Pinterest	14	8.0%	8	4.9%	13	4.5%	10	7.6%	1	1.0%
	Instagram	24	13.6%	12	7.4%	20	6.9%	18	13.7%	4	3.8%
	YouTube	153	86.9%	82	50.3%	150	51.5%	90	68.7%	41	39.0%
	Television programs	101	57.4%	97	59.5%	170	58.4%	76	58.0%	57	54.3%
	Books	54	30.7%	56	34.4%	124	42.6%	55	42.0%	29	27.6%
	Magazines	132	75.0%	120	73.6%	261	89.7%	109	83.2%	79	75.2%
	Online Forums	83	47.2%	58	35.6%	87	29.9%	80	61.1%	28	26.7%
	Newsletter from hunting / wildlife groups or organizations	81	46.0%	83	50.9%	137	47.1%	63	48.1%	42	40.0%
	Fish / Wildlife Agency for My State of Residence	98	55.7%	102	62.6%	168	57.7%	79	60.3%	62	59.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	74	42.0%	79	48.5%	118	40.5%	60	45.8%	39	37.1%
	Other	1	0.6%	2	1.2%	3	1.0%	2	1.5%	2	1.9%
	None Of The Above	2	1.1%	3	1.8%	4	1.4%	1	0.8%	6	5.7%
Total		176	100.0%	163	100.0%	291	100.0%	131	100.0%	105	100.0%

Other Big Game Hunting with a Modern Sporting Rifle

Table OM.1) Sample frame

	Count
Have not hunted other big game in the past 3 years, and have not hunted with a MSR in that time either	470
Have not hunted other big game in the past 3 years, but have hunted with a MSR recently	721
Have hunted other big game in the past 3 years, but not with a MSR	114
Total sample	1305

Table OM.2) How many respondents have hunted other big game at some point in the past?

	Count
Have never hunted this species before	1012
Have hunted this species before	293
Total	1305

Demographic Information

Table OM.3) What is your current age?

	Count	Column Percent
18 to 24	15	1.4%
25 to 34	115	11.0%
35 to 44	212	20.3%
45 to 54	281	26.9%
55 to 64	279	26.7%
65 and older	144	13.8%
Total	1,046	100.0%

Table OM.4) What is your gender?

	Count	Column Percent
Male	1,024	97.6%
Female	25	2.4%
Total	1,049	100.0%

Table OM.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	38	3.7%
\$20,000 to \$29,999	32	3.1%
\$30,000 to \$39,999	47	4.5%
\$40,000 to \$49,999	87	8.4%
\$50,000 to \$74,999	213	20.5%
\$75,000 to \$99,999	195	18.7%
\$100,000 to \$149,999	252	24.2%
\$150,000 to \$200,000	103	9.9%
More than \$200,000	74	7.1%
Total	1,041	100.0%

Table OM.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	9	0.9%
High school graduation	216	20.6%
Trade school, associates degree or similar	358	34.1%
Bachelors degree	307	29.3%
Masters degree	123	11.7%
Ph D and higher	36	3.4%
Total	1,049	100.0%

Table OM.7) In which region do you live?

	Count	Column Percent
Northeast	142	13.5%
Midwest	302	28.8%
South	388	37.0%
West	209	19.9%
Canada	7	0.7%
Total	1,048	100.0%

Introduction to Hunting

Table OM.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	595	45.6%
11 to 17 years old	516	39.6%
18 to 24 years old	106	8.1%
25 to 34 years old	55	4.2%
35 to 44 years old	18	1.4%
45 to 54 years old	10	0.8%
55 to 64 years old	2	0.2%
65 years and older	2	0.2%
Total	1,304	100.0%

Table OM.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	11	0.8%
Deer	422	32.4%
Elk	20	1.5%
Other big game	10	0.8%
Predators	19	1.5%
Small game	690	52.9%
Turkey	30	2.3%
Upland game birds	296	22.7%
Waterfowl	86	6.6%
Wild pig / feral hog	33	2.5%
Others	34	2.6%
Total	1,304	100.0%

Table OM.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	8	0.6%
Compound bow	34	2.6%
Crossbow	3	0.2%
MSR	22	1.7%
No weapon / toy	40	3.1%
Revolver	4	0.3%
Semi-automatic handgun	7	0.5%
Shotgun	682	52.4%
Traditional bow	8	0.6%
Traditional rifle	487	37.4%
Other	6	0.5%
Total	1,301	100.0%

Table OM.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	46	3.5%
Aunt / Uncle	149	11.4%
Co-worker	22	1.7%
Father	768	58.9%
Friend	196	15.0%
Grandparent	177	13.6%
Guide / outfitter	6	0.5%
Mother	12	0.9%
Neighbor	31	2.4%
Nobody / I hunted alone on my first hunt	74	5.7%
Sibling	64	4.9%
Spouse	13	1.0%
Other	21	1.6%
Total	1,303	100.0%

Table OM.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	827	65.4%
It has always interested me	826	65.3%
Tradition / way of life	801	63.3%
Wanted to spend more time outdoors	760	60.1%
It's relaxing / an escape	580	45.8%
I wanted a challenge / adventure	521	41.2%
To become self-sufficient / become a provider / obtain my own meat	517	40.9%
Support conservation efforts	271	21.4%
Wanted to try a new sport	193	15.3%
To teach someone else / introduce my children or others to hunting	146	11.5%
Other Please write in	3	0.2%
Total	1,265	100.0%

Table OM.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	379	29.1%
1 year	94	7.2%
2 - 5 years	503	38.7%
6 to 10 years	141	10.8%
More than 10 years	125	9.6%
I have only ever hunted [the species that I first targeted]	59	4.5%
Total	1,301	100.0%

Table OM.14) Which species have you ever targeted?

	Count	Column Percent
Bear	422	33.9%
Deer	1,224	98.2%
Elk	418	33.5%
Other big game	293	23.5%
Others	41	3.3%
Predators	848	68.1%
Small game	1,122	90.0%
Turkey	984	79.0%
Upland game birds	1,004	80.6%
Waterfowl	839	67.3%
Wild pig / feral hog	537	43.1%
Total	1,246	100.0%

Current Hunting Activities

Table OM.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	213	17.2%
Deer	1,115	90.1%
Elk	225	18.2%
Other big game	47	3.8%
Others	69	5.6%
Predators	615	49.7%
Small game	770	62.2%
Turkey	769	62.2%
Upland game birds	655	53.0%
Waterfowl	427	34.5%
Wild pig / feral hog	360	29.1%
Total	1,237	100.0%

Table OM.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,181	90.5%
Shotgun	1,136	87.0%
Modern sporting rifle / AR platform / AK platform	688	52.7%
Traditional bow/compound bow	604	46.3%
Muzzleloader	552	42.3%
Handgun	523	40.1%
Crossbow	343	26.3%
Other	42	3.2%
Total	1,305	100.0%

Table OM.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	209	21.3%
Deer	109	11.1%
Elk	193	19.7%
Other big game	230	23.5%
Predators	232	23.7%
Small Game	367	37.4%
Turkey	214	21.8%
Upland game birds	348	35.5%
Waterfowl	407	41.5%
Wild pig / feral hog	177	18.1%
Total number of hunters who have lapsed at least one species in their lifetime	980	100.0%

Table OM.18) Why have you lapsed other big game hunting?

	Count	Column Percent
Too expensive	98	50.8%
Do not have time	54	28.0%
I moved to a new location where I am not able to do this type of hunting	38	19.7%
Medical reasons / disabilities	26	13.5%
Other, please describe	25	13.0%
I do not have anybody to go with anymore	24	12.4%
No hunting land available for this species anymore	19	9.8%
No longer interested or did not enjoy this type of hunting	4	2.1%
I was not successful	3	1.6%
I need more training	3	1.6%
Total	193	100.0%

Current Shooting Activities

Table OM.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	926	89.7%
Traditional Centerfire Rifle	914	88.6%
Shotgun	897	86.9%
Traditional Rimfire Rifle	894	86.6%
Revolver	764	74.0%
MSR	708	68.6%
Traditional or Compound Bow	467	45.3%
Muzzleloader	368	35.7%
Crossbow	275	26.6%
None of the Above	11	1.1%
Total	1,032	100.0%

Table OM.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	861	83.2%
Plinking or informal target shooting with a traditional rimfire rifle	832	80.4%
Plinking or informal target shooting with a traditional centerfire rifle	788	76.1%
Plinking or informal target shooting with a Revolver	710	68.6%
Sighting-in rifle with a traditional centerfire rifle	702	67.8%
Informal (backyard or testing) with a Shotgun	681	65.8%
Plinking or informal target shooting with a MSR	629	60.8%
Sighting-in rifle with a traditional rimfire rifle	599	57.9%
Sighting-in with a Semi-automatic Handgun	572	55.3%
Pattern shotgun	531	51.3%
Sighting-in rifle with a MSR	521	50.3%
Sporting clays with a Shotgun	482	46.6%
Target shooting with a traditional or compound bow	467	45.1%
Sighting-In with a Shotgun	427	41.3%
Skeet with a Shotgun	421	40.7%
Trap with a Shotgun	419	40.5%
Long range with a traditional centerfire rifle	412	39.8%
Sighting-in with a Revolver	393	38.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	388	37.5%
Target shooting with a muzzleloader	368	35.6%
Benchrest with a traditional centerfire rifle	353	34.1%
Load Testing/Development with a traditional centerfire rifle	348	33.6%
Teaching/Informative with a Semi-automatic Handgun	322	31.1%

Testing (Ammo & firearm) with a Revolver	281	27.1%
Target shooting with a crossbow	275	26.6%
Teaching/Informative with a traditional rimfire rifle	273	26.4%
Teaching/Informative with a traditional centerfire rifle	269	26.0%
Teaching/Informative with a Shotgun	257	24.8%
Teaching/Informative with a MSR	250	24.2%
Benchrest with a traditional rimfire rifle	234	22.6%
Long range with a MSR	228	22.0%
Load Testing/Development with a MSR	219	21.2%
Teaching/Informative with a Revolver	215	20.8%
Silhouette with a Semi-automatic Handgun	213	20.6%
Bullseye with a Semi-automatic Handgun	212	20.5%
Target shooting with an air rifle at a range	207	20.0%
Tactical with a MSR	202	19.5%
Load Testing/Development with a Semi-automatic Handgun	200	19.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	199	19.2%
Load Testing/Development with a Revolver	175	16.9%
Benchrest with a MSR	162	15.7%
Training (Military / Defense / Law Enforcement) with a MSR	158	15.3%
Bullseye with a Revolver	146	14.1%
Test reload with a Shotgun	144	13.9%
Silhouette with a traditional centerfire rifle	141	13.6%
5 Stand with a Shotgun	137	13.2%
Silhouette with a Revolver	127	12.3%
Long range with a traditional rimfire rifle	126	12.2%
Silhouette with a traditional rimfire rifle	120	11.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	119	11.5%
Tactical with a traditional centerfire rifle	110	10.6%
Wobble Trap with a Shotgun	107	10.3%
Dog training with a shotgun	104	10.0%
Silhouette with a MSR	94	9.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	89	8.6%
Load Testing/Development with a traditional rimfire rifle	89	8.6%
Steel Challenge with a Semi-automatic Handgun	80	7.7%
Bowling pin with a Semi-automatic Handgun	77	7.4%
Training (Military / Defense / Law Enforcement) with a Revolver	73	7.1%
IDPA with a Semi-automatic Handgun	55	5.3%
3 Gun with a Shotgun	53	5.1%
3 Gun with a MSR	53	5.1%
Steel Challenge with a MSR	52	5.0%
3 Gun with a Semi-automatic Handgun	52	5.0%
Bowling pin with a Revolver	51	4.9%
Steel Challenge with a traditional rimfire rifle	46	4.4%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	44	4.3%
Tactical with a traditional rimfire rifle	42	4.1%
Steel Challenge with a traditional centerfire rifle	41	4.0%
Three (3) position with a MSR	41	4.0%
Cowboy action with a Revolver	40	3.9%
IPSC with a Semi-automatic Handgun	39	3.8%
Steel Challenge with a Revolver	37	3.6%
Three (3) position with a traditional centerfire rifle	34	3.3%
Three (3) position with a traditional rimfire rifle	26	2.5%
Cowboy Action with a Shotgun	19	1.8%
Cowboy action with a traditional centerfire rifle	16	1.5%
NRA high power with a traditional centerfire rifle	15	1.4%
NRA high power with a MSR	13	1.3%
3 Gun with a traditional centerfire rifle	11	1.1%
IDPA with a Revolver	11	1.1%
None of the above	11	1.1%
IPSC with a Revolver	8	0.8%
Cowboy action with a Semi-automatic Handgun	7	0.7%
3 Gun with a traditional rimfire rifle	6	0.6%
Cowboy action with a traditional rimfire rifle	5	0.5%
3 Gun with a Revolver	3	0.3%
Schuetzen with a MSR	2	0.2%
NRA high power with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional centerfire rifle	1	0.1%
Total	1,035	100.0%

Other Big Game Hunting Interest

Table OM.21) Why haven't you ever (or within the past 3 years) hunted other big game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	375	57.0%
Too expensive	280	42.6%
Places to hunt are too limited, no convenient place to hunt	182	27.7%
No hunting land available	142	21.6%
I do not have anyone to go with	115	17.5%
Do not have time	107	16.3%
Don't know how to start	79	12.0%
My hunting skills need improving / I need more training	57	8.7%
I don't own the proper equipment	35	5.3%
There are other activities I'd rather do	27	4.1%
I am not able to buy a license	27	4.1%
Hunting rules are too complex	27	4.1%
I moved to a new home and don't know where to go	20	3.0%
Medical reasons / disability	18	2.7%
If I had a successful hunt I wouldn't know what to do with my harvest	16	2.4%
Other	1	0.2%
Total	658	100.0%

Influential Media and Individuals

Table OM.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	680	55.1%
Father	351	28.4%
Self / nobody else	239	19.4%
Another relative	121	9.8%
Co-worker	118	9.6%
Sibling	108	8.7%
Uncle / Aunt	102	8.3%
Grandparent	86	7.0%
Neighbor	47	3.8%
Children / grandchildren	38	3.1%
Spouse	33	2.7%
Guide / outfitter	31	2.5%
Other, please specify	26	2.1%
Mother	5	0.4%
Total	1,235	100.0%

Table OM.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	401	32.8%
Television shows	709	58.1%
Magazines	473	38.7%
Seminars	74	6.1%
Hunter education programs	107	8.8%
State wildlife management agencies	220	18.0%
Retailers	76	6.2%
Local clubs or social organizations	150	12.3%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	420	34.4%
Other, please specify	54	4.4%
Total	1,221	100.0%

Table OM.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	221	55.3%
Fish and Wildlife agency produced videos	114	28.5%
How-to videos	225	56.3%
Informational/political/talk show style	61	15.3%
Professionals hunting/fishing/shooting	311	77.8%
Non-professionals (home videos) hunting/fishing/shooting	240	60.0%
Comedy/blooper videos	25	6.3%
Competitions	67	16.8%
Product reviews	163	40.8%
Other	5	1.3%
Total	400	100.0%

Table OM.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	52	7.4%
Animal Planet	65	9.2%
Comcast SportsNet	6	0.9%
Discovery Channel	106	15.1%
ESPN/ESPN 2	33	4.7%
History Channel	94	13.4%
Military Channel	39	5.5%
National Geographic	79	11.2%
NBC Sports	26	3.7%
Outdoor Channel	607	86.2%
Pursuit Channel	277	39.3%
Sportsman Channel	493	70.0%
Sunshine Network / SUN Sports	8	1.1%
WildTV	27	3.8%
World Fishing Network	39	5.5%
Other national network	8	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	171	24.3%
I watched hunting/fishing TV, but don't remember the channel	139	19.7%
Total	704	100.0%

Table OM.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	471	39.1%
Programming offered by the Fish / Wildlife Agency for my state of residence	456	37.8%
Books / magazines	392	32.5%
Membership in a non-profit organization specific to this type of hunting	351	29.1%
YouTube videos	351	29.1%
Programming offered by outdoor retailers	333	27.6%
Joining a local hunt club	271	22.5%
Online forums / blogs	226	18.7%
Other: Please describe	150	12.4%
Total	1,206	100.0%

Table OM.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	128	31.6%	114	39.7%	134	34.2%	112	38.5%
	Google+	92	22.7%	64	22.3%	75	19.1%	64	22.0%
	Twitter	24	5.9%	24	8.4%	23	5.9%	21	7.2%
	Pinterest	13	3.2%	19	6.6%	22	5.6%	18	6.2%
	Instagram	44	10.9%	37	12.9%	41	10.5%	33	11.3%
	YouTube	182	44.9%	168	58.5%	195	49.7%	162	55.7%
	Television programs	214	52.8%	182	63.4%	217	55.4%	172	59.1%
	Books	87	21.5%	82	28.6%	101	25.8%	91	31.3%
	Magazines	278	68.6%	207	72.1%	253	64.5%	218	74.9%
	Online Forums	127	31.4%	110	38.3%	142	36.2%	111	38.1%
	Newsletter from hunting / wildlife groups or organizations	179	44.2%	135	47.0%	172	43.9%	151	51.9%
	Fish / Wildlife Agency for My State of Residence	225	55.6%	162	56.4%	259	66.1%	188	64.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	149	36.8%	111	38.7%	171	43.6%	132	45.4%
	Other	3	0.7%	3	1.0%	4	1.0%	3	1.0%
	None Of The Above	9	2.2%	7	2.4%	11	2.8%	3	1.0%
Total		405	100.0%	287	100.0%	392	100.0%	291	100.0%

Table OM.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	118	40.5%	79	35.0%	110	32.5%	78	41.5%	33	24.6%
	Google+	60	20.6%	43	19.0%	79	23.4%	39	20.7%	24	17.9%
	Twitter	28	9.6%	18	8.0%	23	6.8%	22	11.7%	3	2.2%
	Pinterest	24	8.2%	13	5.8%	18	5.3%	13	6.9%	3	2.2%
	Instagram	47	16.2%	22	9.7%	26	7.7%	34	18.1%	7	5.2%
	YouTube	232	79.7%	117	51.8%	190	56.2%	135	71.8%	59	44.0%
	Television programs	159	54.6%	124	54.9%	196	58.0%	104	55.3%	77	57.5%
	Books	83	28.5%	66	29.2%	124	36.7%	61	32.4%	27	20.1%
	Magazines	196	67.4%	148	65.5%	294	87.0%	131	69.7%	96	71.6%
	Online Forums	127	43.6%	89	39.4%	115	34.0%	104	55.3%	37	27.6%
	Newsletter from hunting / wildlife groups or organizations	128	44.0%	96	42.5%	150	44.4%	84	44.7%	47	35.1%
	Fish / Wildlife Agency for My State of Residence	158	54.3%	136	60.2%	184	54.4%	106	56.4%	77	57.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	106	36.4%	95	42.0%	126	37.3%	71	37.8%	49	36.6%
	Other	3	1.0%	4	1.8%	3	0.9%	4	2.1%	5	3.7%
	None Of The Above	7	2.4%	6	2.7%	5	1.5%	2	1.1%	5	3.7%
	Total	291	100.0%	226	100.0%	338	100.0%	188	100.0%	134	100.0%

Other Big Game Hunting with a Muzzleloader

Table OZ.1) Sample frame

	Count
Have not hunted other big game in the past 3 years, and have not hunted with a muzzleloader in that time either	434
Have not hunted other big game in the past 3 years, but have hunted with a muzzleloader recently	1062
Have hunted other big game in the past 3 years, but not with a muzzleloader	121
Total sample	1617

Table OZ.2) How many respondents have hunted other big game at some point in the past?

	Count
Have never hunted this species before	1147
Have hunted this species before	470
Total	1617

Demographic Information

Table OZ.3) What is your current age?

	Count	Column Percent
18 to 24	20	1.5%
25 to 34	99	7.4%
35 to 44	218	16.4%
45 to 54	347	26.1%
55 to 64	403	30.3%
65 and older	243	18.3%
Total	1,330	100.0%

Table OZ.4) What is your gender?

	Count	Column Percent
Male	1,307	98.1%
Female	25	1.9%
Total	1,332	100.0%

Table OZ.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	52	3.9%
\$20,000 to \$29,999	38	2.9%
\$30,000 to \$39,999	53	4.0%
\$40,000 to \$49,999	97	7.3%
\$50,000 to \$74,999	272	20.5%
\$75,000 to \$99,999	254	19.2%
\$100,000 to \$149,999	336	25.4%
\$150,000 to \$200,000	131	9.9%
More than \$200,000	91	6.9%
Total	1,324	100.0%

Table OZ.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.4%
High school graduation	296	22.2%
Trade school, associates degree or similar	426	32.0%
Bachelors degree	406	30.5%
Masters degree	154	11.6%
Ph D and higher	45	3.4%
Total	1,332	100.0%

Table OZ.7) In which region do you live?

	Count	Column Percent
Northeast	193	14.5%
Midwest	409	30.7%
South	434	32.6%
West	283	21.3%
Canada	12	0.9%
Total	1,331	100.0%

Introduction to Hunting

Table OZ.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	753	46.6%
11 to 17 years old	695	43.0%
18 to 24 years old	92	5.7%
25 to 34 years old	47	2.9%
35 to 44 years old	19	1.2%
45 to 54 years old	5	0.3%
55 to 64 years old	2	0.1%
65 years and older	4	0.2%
Total	1,617	100.0%

Table OZ.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	6	0.4%
Deer	444	27.5%
Elk	24	1.5%
Other big game	10	0.6%
Predators	28	1.7%
Small game	929	57.5%
Turkey	36	2.2%
Upland game birds	429	26.5%
Waterfowl	114	7.1%
Wild pig / feral hog	19	1.2%
Others	41	2.5%
Total	1,617	100.0%

Table OZ.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	15	0.9%
Compound bow	39	2.4%
Crossbow	2	0.1%
MSR	10	0.6%
No weapon / toy	46	2.8%
Revolver	5	0.3%
Semi-automatic handgun	3	0.2%
Shotgun	923	57.2%
Traditional bow	26	1.6%
Traditional rifle	537	33.3%
Other	9	0.6%
Total	1,615	100.0%

Table OZ.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	52	3.2%
Aunt / Uncle	194	12.0%
Co-worker	15	0.9%
Father	1,024	63.6%
Friend	216	13.4%
Grandparent	196	12.2%
Guide / outfitter	5	0.3%
Mother	27	1.7%
Neighbor	34	2.1%
Nobody / I hunted alone on my first hunt	94	5.8%
Sibling	90	5.6%
Spouse	10	0.6%
Other	15	0.9%
Total	1,611	100.0%

Table OZ.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,057	66.7%
Tradition / way of life	1,041	65.7%
It has always interested me	1,040	65.6%
Wanted to spend more time outdoors	988	62.3%
It's relaxing / an escape	677	42.7%
I wanted a challenge / adventure	624	39.4%
To become self-sufficient / become a provider / obtain my own meat	559	35.3%
Support conservation efforts	310	19.6%
Wanted to try a new sport	203	12.8%
To teach someone else / introduce my children or others to hunting	177	11.2%
Other Please write in	6	0.4%
Total	1,585	100.0%

Table OZ.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	454	28.3%
1 year	121	7.5%
2 - 5 years	691	43.1%
6 to 10 years	172	10.7%
More than 10 years	122	7.6%
I have only ever hunted [the species that I first targeted]	43	2.7%
Total	1,603	100.0%

Table OZ.14) Which species have you ever targeted?

	Count	Column Percent
Bear	665	42.2%
Deer	1,565	99.4%
Elk	711	45.2%
Other Big Game	470	29.9%
Others	44	2.8%
Predators	1,131	71.9%
Small game	1,425	90.5%
Turkey	1,355	86.1%
Upland game birds	1,384	87.9%
Waterfowl	1,137	72.2%
Wild pig / feral hog	615	39.1%
Total	1,574	100.0%

Current Hunting Activities

Table OZ.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	349	22.3%
Deer	1,490	95.3%
Elk	418	26.7%
Other big game	80	5.1%
Others	80	5.1%
Predators	789	50.4%
Small game	965	61.7%
Turkey	1,120	71.6%
Upland game birds	927	59.3%
Waterfowl	595	38.0%
Wild pig / feral hog	363	23.2%
Total	1,564	100.0%

Table OZ.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,491	92.2%
Shotgun	1,463	90.5%
Muzzleloader	1,030	63.7%
Traditional bow/compound bow	930	57.5%
Handgun	578	35.7%
Modern sporting rifle / AR platform / AK platform	576	35.6%
Crossbow	488	30.2%
Other	40	2.5%
Total	1,617	100.0%

Table OZ.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	316	24.8%
Deer	75	5.9%
Elk	293	23.0%
Other big game	378	29.6%
Predators	341	26.7%
Small Game	477	37.4%
Turkey	235	18.4%
Upland game birds	456	35.7%
Waterfowl	536	42.0%
Wild pig / feral hog	252	19.7%
Total number of hunters who have lapsed at least one species in their lifetime	1,276	100.0%

Table OZ.18) Why have you lapsed other big game hunting?

	Count	Column Percent
Too expensive	158	50.6%
Do not have time	93	29.8%
I moved to a new location where I am not able to do this type of hunting	45	14.4%
I do not have anybody to go with anymore	42	13.5%
Other, please describe	39	12.5%
No hunting land available for this species anymore	29	9.3%
Medical reasons / disabilities	29	9.3%
No longer interested or did not enjoy this type of hunting	15	4.8%
I was not successful	7	2.2%
I need more training	2	0.6%
Total	312	100.0%

Current Shooting Activities

Table OZ.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	1,119	87.8%
Traditional Centerfire Rifle	1,117	87.6%
Traditional Rimfire Rifle	1,089	85.4%
Semiautomatic Handgun	1,041	81.6%
Revolver	900	70.6%
Traditional or Compound Bow	713	55.9%
Muzzleloader	694	54.4%
MSR	623	48.9%
Crossbow	395	31.0%
None of the Above	15	1.2%
Total	1,275	100.0%

Table OZ.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	999	78.2%
Plinking or informal target shooting with a Semi-automatic Handgun	960	75.2%
Plinking or informal target shooting with a traditional centerfire rifle	930	72.8%
Sighting-in rifle with a traditional centerfire rifle	891	69.8%
Plinking or informal target shooting with a Revolver	834	65.3%
Informal (backyard or testing) with a Shotgun	815	63.8%
Sighting-in rifle with a traditional rimfire rifle	758	59.4%
Pattern shotgun	742	58.1%
Target shooting with a traditional or compound bow	713	55.8%
Target shooting with a muzzleloader	694	54.3%
Sighting-in with a Semi-automatic Handgun	602	47.1%
Sporting clays with a Shotgun	601	47.1%
Plinking or informal target shooting with a MSR	556	43.5%
Sighting-In with a Shotgun	544	42.6%
Trap with a Shotgun	536	42.0%
Skeet with a Shotgun	508	39.8%
Long range with a traditional centerfire rifle	469	36.7%
Sighting-in with a Revolver	461	36.1%
Benchrest with a traditional centerfire rifle	443	34.7%
Sighting-in rifle with a MSR	428	33.5%
Load Testing/Development with a traditional centerfire rifle	414	32.4%
Target shooting with a crossbow	395	30.9%
Testing (Ammo & firearm) with a Semi-automatic Handgun	333	26.1%

Testing (Ammo & firearm) with a Revolver	297	23.3%
Teaching/Informative with a Shotgun	288	22.6%
Teaching/Informative with a traditional rimfire rifle	285	22.3%
Benchrest with a traditional rimfire rifle	284	22.2%
Teaching/Informative with a traditional centerfire rifle	282	22.1%
Teaching/Informative with a Semi-automatic Handgun	282	22.1%
Target shooting with an air rifle at a range	251	19.7%
Teaching/Informative with a Revolver	205	16.1%
Bullseye with a Semi-automatic Handgun	204	16.0%
5 Stand with a Shotgun	198	15.5%
Load Testing/Development with a Revolver	193	15.1%
Load Testing/Development with a Semi-automatic Handgun	192	15.0%
Silhouette with a Semi-automatic Handgun	191	15.0%
Test reload with a Shotgun	182	14.3%
Load Testing/Development with a MSR	179	14.0%
Teaching/Informative with a MSR	179	14.0%
Bullseye with a Revolver	168	13.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	162	12.7%
Dog training with a shotgun	159	12.5%
Wobble Trap with a Shotgun	154	12.1%
Long range with a traditional rimfire rifle	150	11.7%
Long range with a MSR	140	11.0%
Silhouette with a Revolver	140	11.0%
Silhouette with a traditional centerfire rifle	136	10.6%
Tactical with a MSR	126	9.9%
Silhouette with a traditional rimfire rifle	126	9.9%
Benchrest with a MSR	125	9.8%
Training (Military / Defense / Law Enforcement) with a MSR	113	8.8%
Load Testing/Development with a traditional rimfire rifle	104	8.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	92	7.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	76	6.0%
Tactical with a traditional centerfire rifle	71	5.6%
Bowling pin with a Semi-automatic Handgun	71	5.6%
Training (Military / Defense / Law Enforcement) with a Revolver	67	5.2%
Silhouette with a MSR	66	5.2%
Steel Challenge with a Semi-automatic Handgun	66	5.2%
Bowling pin with a Revolver	57	4.5%
Cowboy action with a Revolver	47	3.7%
IDPA with a Semi-automatic Handgun	41	3.2%
3 Gun with a Shotgun	38	3.0%
Three (3) position with a traditional centerfire rifle	38	3.0%
3 Gun with a Semi-automatic Handgun	35	2.7%
Steel Challenge with a traditional centerfire rifle	34	2.7%

Three (3) position with a traditional rimfire rifle	34	2.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	33	2.6%
Steel Challenge with a traditional rimfire rifle	32	2.5%
Steel Challenge with a Revolver	30	2.3%
Steel Challenge with a MSR	27	2.1%
Three (3) position with a MSR	26	2.0%
Tactical with a traditional rimfire rifle	26	2.0%
3 Gun with a MSR	25	2.0%
IPSC with a Semi-automatic Handgun	24	1.9%
Cowboy Action with a Shotgun	21	1.6%
NRA high power with a traditional centerfire rifle	17	1.3%
Cowboy action with a traditional centerfire rifle	16	1.3%
None of the above	15	1.2%
Cowboy action with a Semi-automatic Handgun	13	1.0%
IDPA with a Revolver	11	0.9%
3 Gun with a traditional centerfire rifle	10	0.8%
NRA high power with a MSR	10	0.8%
IPSC with a Revolver	7	0.5%
3 Gun with a Revolver	5	0.4%
Cowboy action with a traditional rimfire rifle	5	0.4%
NRA high power with a traditional rimfire rifle	5	0.4%
Schuetzen with a traditional centerfire rifle	3	0.2%
Schuetzen with a MSR	2	0.2%
3 Gun with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional rimfire rifle	2	0.2%
Total	1,277	100.0%

Other Big Game Hunting Interest

Table OZ.21) Why haven't you ever (or within the past 3 years) hunted other big game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	480	59.1%
Too expensive	373	45.9%
Places to hunt are too limited, no convenient place to hunt	190	23.4%
No hunting land available	145	17.9%
I do not have anyone to go with	121	14.9%
Do not have time	116	14.3%
I am not able to buy a license	57	7.0%
Don't know how to start	56	6.9%
My hunting skills need improving / I need more training	43	5.3%
There are other activities I'd rather do	37	4.6%
I don't own the proper equipment	31	3.8%
Medical reasons / disability	30	3.7%
Hunting rules are too complex	23	2.8%
If I had a successful hunt I wouldn't know what to do with my harvest	14	1.7%
I moved to a new home and don't know where to go	12	1.5%
Other	2	0.2%
Total	812	100.0%

Influential Media and Individuals

Table OZ.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	832	53.6%
Father	433	27.9%
Self / nobody else	367	23.7%
Uncle / Aunt	157	10.1%
Another relative	149	9.6%
Sibling	146	9.4%
Co-worker	140	9.0%
Grandparent	107	6.9%
Children / grandchildren	62	4.0%
Guide / outfitter	45	2.9%
Neighbor	42	2.7%
Spouse	40	2.6%
Other, please specify	31	2.0%
Mother	18	1.2%
Total	1,551	100.0%

Table OZ.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	411	26.5%
Television shows	881	56.8%
Magazines	733	47.3%
Seminars	118	7.6%
Hunter education programs	144	9.3%
State wildlife management agencies	291	18.8%
Retailers	73	4.7%
Local clubs or social organizations	157	10.1%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	601	38.7%
Other, please specify	74	4.8%
Total	1,551	100.0%

Table OZ.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	245	59.6%
Fish and Wildlife agency produced videos	126	30.7%
How-to videos	226	55.0%
Informational/political/talk show style	53	12.9%
Professionals hunting/fishing/shooting	335	81.5%
Non-professionals (home videos) hunting/fishing/shooting	229	55.7%
Comedy/blooper videos	23	5.6%
Competitions	47	11.4%
Product reviews	148	36.0%
Other	3	0.7%
Total	411	100.0%

Table OZ.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	53	6.1%
Animal Planet	60	6.8%
Comcast SportsNet	5	0.6%
Discovery Channel	119	13.6%
ESPN/ESPN 2	47	5.4%
History Channel	107	12.2%
Military Channel	32	3.7%
National Geographic	85	9.7%
NBC Sports	25	2.9%
Outdoor Channel	765	87.3%
Pursuit Channel	360	41.1%
Sportsman Channel	626	71.5%
Sunshine Network / SUN Sports	11	1.3%
WildTV	30	3.4%
World Fishing Network	57	6.5%
Other national network	16	1.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	227	25.9%
I watched hunting/fishing TV, but don't remember the channel	159	18.2%
Total	876	100.0%

Table OZ.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	667	45.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	508	34.8%
Books / magazines	498	34.1%
Membership in a non-profit organization specific to this type of hunting	425	29.1%
Programming offered by outdoor retailers	353	24.2%
YouTube videos	320	21.9%
Joining a local hunt club	261	17.9%
Online forums / blogs	245	16.8%
Other: Please describe	196	13.4%
Total	1,459	100.0%

Table OZ.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	165	28.6%	105	34.1%	146	33.9%	126	35.7%
	Google+	139	24.1%	87	28.2%	90	20.9%	92	26.1%
	Twitter	22	3.8%	17	5.5%	23	5.3%	17	4.8%
	Pinterest	19	3.3%	17	5.5%	24	5.6%	20	5.7%
	Instagram	56	9.7%	27	8.8%	35	8.1%	31	8.8%
	YouTube	249	43.2%	154	50.0%	194	45.0%	167	47.3%
	Television programs	323	56.1%	204	66.2%	246	57.1%	214	60.6%
	Books	152	26.4%	91	29.5%	137	31.8%	125	35.4%
	Magazines	453	78.6%	246	79.9%	323	74.9%	284	80.5%
	Online Forums	169	29.3%	95	30.8%	127	29.5%	124	35.1%
	Newsletter from hunting / wildlife groups or organizations	260	45.1%	148	48.1%	229	53.1%	210	59.5%
	Fish / Wildlife Agency for My State of Residence	341	59.2%	189	61.4%	298	69.1%	230	65.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	246	42.7%	124	40.3%	194	45.0%	175	49.6%
	Other	11	1.9%	6	1.9%	9	2.1%	4	1.1%
	None Of The Above	13	2.3%	6	1.9%	7	1.6%	4	1.1%
Total		576	100.0%	308	100.0%	431	100.0%	353	100.0%

Table OZ.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	110	41.4%	68	31.2%	125	28.7%	87	44.4%	41	24.1%
	Google+	75	28.2%	55	25.2%	119	27.3%	54	27.6%	31	18.2%
	Twitter	22	8.3%	10	4.6%	18	4.1%	14	7.1%	3	1.8%
	Pinterest	16	6.0%	8	3.7%	18	4.1%	12	6.1%	2	1.2%
	Instagram	37	13.9%	21	9.6%	33	7.6%	28	14.3%	9	5.3%
	YouTube	216	81.2%	101	46.3%	213	48.9%	127	64.8%	64	37.6%
	Television programs	161	60.5%	135	61.9%	270	61.9%	124	63.3%	100	58.8%
	Books	101	38.0%	79	36.2%	186	42.7%	76	38.8%	40	23.5%
	Magazines	208	78.2%	171	78.4%	401	92.0%	158	80.6%	124	72.9%
	Online Forums	121	45.5%	74	33.9%	129	29.6%	112	57.1%	45	26.5%
	Newsletter from hunting / wildlife groups or organizations	127	47.7%	110	50.5%	218	50.0%	99	50.5%	72	42.4%
	Fish / Wildlife Agency for My State of Residence	158	59.4%	131	60.1%	264	60.6%	122	62.2%	101	59.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	118	44.4%	102	46.8%	191	43.8%	98	50.0%	61	35.9%
	Other	4	1.5%	3	1.4%	6	1.4%	4	2.0%	9	5.3%
	None Of The Above	4	1.5%	1	0.5%	5	1.1%	3	1.5%	10	5.9%
Total		266	100.0%	218	100.0%	436	100.0%	196	100.0%	170	100.0%

Other Big Game Hunting with a Traditional or Compound Bow

Table OB.1) Sample frame

	Count
Have not hunted other big game in the past 3 years, and have not hunted with a traditional or compound bow in that time either	327
Have not hunted other big game in the past 3 years, but have hunted with a traditional or compound bow recently	1318
Have hunted other big game in the past 3 years, but not with a traditional or compound bow	81
Total sample	1726

Table OB.2) How many respondents have hunted other big game at some point in the past?

	Count
Have never hunted this species before	1299
Have hunted this species before	427
Total	1726

Demographic Information

Table OB.3) What is your current age?

	Count	Column Percent
18 to 24	25	1.8%
25 to 34	210	14.9%
35 to 44	329	23.3%
45 to 54	368	26.1%
55 to 64	335	23.8%
65 and older	143	10.1%
Total	1,410	100.0%

Table OB.4) What is your gender?

	Count	Column Percent
Male	1,374	97.4%
Female	37	2.6%
Total	1,411	100.0%

Table OB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	32	2.3%
\$20,000 to \$29,999	27	1.9%
\$30,000 to \$39,999	53	3.8%
\$40,000 to \$49,999	93	6.6%
\$50,000 to \$74,999	276	19.7%
\$75,000 to \$99,999	285	20.3%
\$100,000 to \$149,999	378	26.9%
\$150,000 to \$200,000	138	9.8%
More than \$200,000	122	8.7%
Total	1,404	100.0%

Table OB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	8	0.6%
High school graduation	271	19.2%
Trade school, associates degree or similar	428	30.3%
Bachelors degree	480	34.0%
Masters degree	169	12.0%
Ph D and higher	55	3.9%
Total	1,411	100.0%

Table OB.7) In which region do you live?

	Count	Column Percent
Northeast	180	12.8%
Midwest	451	32.0%
South	447	31.7%
West	324	23.0%
Canada	8	0.6%
Total	1,410	100.0%

Introduction to Hunting

Table OB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	783	45.4%
11 to 17 years old	722	41.9%
18 to 24 years old	92	5.3%
25 to 34 years old	86	5.0%
35 to 44 years old	30	1.7%
45 to 54 years old	9	0.5%
55 to 64 years old	2	0.1%
65 years and older	1	0.1%
Total	1,725	100.0%

Table OB.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.4%
Deer	588	34.1%
Elk	37	2.1%
Other big game	8	0.5%
Predators	28	1.6%
Small game	836	48.5%
Turkey	48	2.8%
Upland game birds	400	23.2%
Waterfowl	124	7.2%
Wild pig / feral hog	32	1.9%
Others	34	2.0%
Total	1,725	100.0%

Table OB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	9	0.5%
Compound bow	63	3.7%
Crossbow	6	0.3%
MSR	17	1.0%
No weapon / toy	44	2.6%
Revolver	1	0.1%
Semi-automatic handgun	4	0.2%
Shotgun	923	53.6%
Traditional bow	30	1.7%
Traditional rifle	618	35.9%
Other	8	0.5%
Total	1,723	100.0%

Table OB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	50	2.9%
Aunt / Uncle	183	10.6%
Co-worker	16	0.9%
Father	1,095	63.7%
Friend	250	14.5%
Grandparent	216	12.6%
Guide / outfitter	3	0.2%
Mother	23	1.3%
Neighbor	33	1.9%
Nobody / I hunted alone on my first hunt	87	5.1%
Sibling	82	4.8%
Spouse	20	1.2%
Other	19	1.1%
Total	1,720	100.0%

Table OB.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,123	66.2%
It has always interested me	1,100	64.8%
Tradition / way of life	1,077	63.5%
Wanted to spend more time outdoors	1,040	61.3%
It's relaxing / an escape	720	42.4%
I wanted a challenge / adventure	656	38.7%
To become self-sufficient / become a provider / obtain my own meat	629	37.1%
Support conservation efforts	355	20.9%
Wanted to try a new sport	230	13.6%
To teach someone else / introduce my children or others to hunting	196	11.5%
Other Please write in	4	0.2%
Total	1,697	100.0%

Table OB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	545	31.8%
1 year	133	7.8%
2 - 5 years	691	40.3%
6 to 10 years	172	10.0%
More than 10 years	118	6.9%
I have only ever hunted [the species that I first targeted]	57	3.3%
Total	1,716	100.0%

Table OB.14) Which species have you ever targeted?

	Count	Column Percent
Bear	645	38.6%
Deer	1,647	98.7%
Elk	737	44.2%
Other big game	427	25.6%
Others	47	2.8%
Predators	1,174	70.3%
Small game	1,474	88.3%
Turkey	1,420	85.1%
Upland game birds	1,398	83.8%
Waterfowl	1,182	70.8%
Wild pig / feral hog	658	39.4%
Total	1,669	100.0%

Current Hunting Activities

Table OB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	358	21.6%
Deer	1,570	94.7%
Elk	472	28.5%
Other big game	53	3.2%
Others	93	5.6%
Predators	829	50.0%
Small game	1,017	61.3%
Turkey	1,201	72.4%
Upland game birds	963	58.1%
Waterfowl	665	40.1%
Wild pig / feral hog	416	25.1%
Total	1,658	100.0%

Table OB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,557	90.2%
Shotgun	1,518	87.9%
Traditional bow/compound bow	1,294	75.0%
Muzzleloader	831	48.1%
Modern sporting rifle / AR platform / AK platform	613	35.5%
Handgun	509	29.5%
Crossbow	341	19.8%
Other	41	2.4%
Total	1,726	100.0%

Table OB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	287	22.8%
Deer	76	6.0%
Elk	265	21.0%
Other big game	351	27.9%
Predators	341	27.1%
Small Game	474	37.6%
Turkey	219	17.4%
Upland game birds	435	34.6%
Waterfowl	512	40.7%
Wild pig / feral hog	242	19.2%
Total number of hunters who have lapsed at least one species in their lifetime	1,259	100.0%

Table OB.18) Why have you lapsed other big game hunting?

	Count	Column Percent
Too expensive	149	51.0%
Do not have time	102	34.9%
I moved to a new location where I am not able to do this type of hunting	41	14.0%
No hunting land available for this species anymore	31	10.6%
I do not have anybody to go with anymore	30	10.3%
Other, please describe	28	9.6%
Medical reasons / disabilities	15	5.1%
No longer interested or did not enjoy this type of hunting	10	3.4%
I was not successful	8	2.7%
I need more training	3	1.0%
Total	292	100.0%

Current Shooting Activities

Table OB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	1,165	86.1%
Traditional Centerfire Rifle	1,156	85.4%
Traditional Rimfire Rifle	1,099	81.2%
Semiautomatic Handgun	1,075	79.5%
Traditional or Compound Bow	989	73.1%
Revolver	858	63.4%
MSR	641	47.4%
Muzzleloader	529	39.1%
Crossbow	298	22.0%
None of the Above	15	1.1%
Total	1,353	100.0%

Table OB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	997	73.6%
Target shooting with a traditional or compound bow	989	73.0%
Plinking or informal target shooting with a Semi-automatic Handgun	985	72.7%
Plinking or informal target shooting with a traditional centerfire rifle	938	69.3%
Sighting-in rifle with a traditional centerfire rifle	918	67.8%
Informal (backyard or testing) with a Shotgun	857	63.3%
Plinking or informal target shooting with a Revolver	803	59.3%
Sighting-in rifle with a traditional rimfire rifle	728	53.8%
Pattern shotgun	724	53.5%
Sporting clays with a Shotgun	650	48.0%
Sighting-in with a Semi-automatic Handgun	577	42.6%
Plinking or informal target shooting with a MSR	570	42.1%
Sighting-In with a Shotgun	532	39.3%
Skeet with a Shotgun	529	39.1%
Target shooting with a muzzleloader	529	39.1%
Trap with a Shotgun	528	39.0%
Long range with a traditional centerfire rifle	446	32.9%
Benchrest with a traditional centerfire rifle	445	32.9%
Sighting-in rifle with a MSR	431	31.8%
Sighting-in with a Revolver	403	29.8%
Load Testing/Development with a traditional centerfire rifle	358	26.4%
Testing (Ammo & firearm) with a Semi-automatic Handgun	329	24.3%
Target shooting with a crossbow	298	22.0%

Teaching/Informative with a Shotgun	286	21.1%
Benchrest with a traditional rimfire rifle	275	20.3%
Teaching/Informative with a traditional rimfire rifle	275	20.3%
Teaching/Informative with a Semi-automatic Handgun	272	20.1%
Teaching/Informative with a traditional centerfire rifle	268	19.8%
Testing (Ammo & firearm) with a Revolver	243	17.9%
Target shooting with an air rifle at a range	230	17.0%
Silhouette with a Semi-automatic Handgun	206	15.2%
Bullseye with a Semi-automatic Handgun	198	14.6%
Teaching/Informative with a MSR	184	13.6%
5 Stand with a Shotgun	177	13.1%
Dog training with a shotgun	168	12.4%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	164	12.1%
Teaching/Informative with a Revolver	161	11.9%
Load Testing/Development with a Semi-automatic Handgun	158	11.7%
Load Testing/Development with a MSR	155	11.4%
Long range with a MSR	155	11.4%
Test reload with a Shotgun	148	10.9%
Bullseye with a Revolver	146	10.8%
Wobble Trap with a Shotgun	143	10.6%
Tactical with a MSR	142	10.5%
Load Testing/Development with a Revolver	132	9.7%
Long range with a traditional rimfire rifle	128	9.5%
Silhouette with a traditional centerfire rifle	126	9.3%
Benchrest with a MSR	125	9.2%
Training (Military / Defense / Law Enforcement) with a MSR	124	9.2%
Silhouette with a Revolver	123	9.1%
Silhouette with a traditional rimfire rifle	117	8.6%
Load Testing/Development with a traditional rimfire rifle	97	7.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	94	6.9%
Tactical with a traditional centerfire rifle	77	5.7%
Silhouette with a MSR	77	5.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	75	5.5%
Bowling pin with a Semi-automatic Handgun	68	5.0%
Training (Military / Defense / Law Enforcement) with a Revolver	60	4.4%
Steel Challenge with a Semi-automatic Handgun	58	4.3%
IDPA with a Semi-automatic Handgun	43	3.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	41	3.0%
Bowling pin with a Revolver	40	3.0%
Steel Challenge with a traditional centerfire rifle	35	2.6%
Three (3) position with a traditional centerfire rifle	35	2.6%
Three (3) position with a traditional rimfire rifle	34	2.5%

Tactical with a traditional rimfire rifle	33	2.4%
Steel Challenge with a traditional rimfire rifle	32	2.4%
3 Gun with a Shotgun	29	2.1%
Steel Challenge with a MSR	29	2.1%
Three (3) position with a MSR	28	2.1%
Cowboy action with a Revolver	28	2.1%
3 Gun with a Semi-automatic Handgun	25	1.8%
Steel Challenge with a Revolver	24	1.8%
3 Gun with a MSR	23	1.7%
IPSC with a Semi-automatic Handgun	16	1.2%
None of the above	15	1.1%
NRA high power with a traditional centerfire rifle	12	0.9%
Cowboy Action with a Shotgun	11	0.8%
Cowboy action with a traditional centerfire rifle	10	0.7%
IDPA with a Revolver	7	0.5%
NRA high power with a MSR	6	0.4%
3 Gun with a traditional centerfire rifle	5	0.4%
Cowboy action with a Semi-automatic Handgun	4	0.3%
Cowboy action with a traditional rimfire rifle	3	0.2%
IPSC with a Revolver	2	0.1%
NRA high power with a traditional rimfire rifle	2	0.1%
Schuetzen with a traditional centerfire rifle	1	0.1%
Cowboy action with a MSR	1	0.1%
Schuetzen with a MSR	1	0.1%
3 Gun with a Revolver	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	1,354	100.0%

Other Big Game Hunting Interest

Table OB.21) Why haven't you ever (or within the past 3 years) hunted other big game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	515	57.8%
Too expensive	423	47.5%
Places to hunt are too limited, no convenient place to hunt	192	21.5%
Do not have time	155	17.4%
No hunting land available	146	16.4%
I do not have anyone to go with	138	15.5%
Don't know how to start	81	9.1%
I am not able to buy a license	62	7.0%
My hunting skills need improving / I need more training	59	6.6%
There are other activities I'd rather do	49	5.5%
Hunting rules are too complex	32	3.6%
I don't own the proper equipment	28	3.1%
I moved to a new home and don't know where to go	20	2.2%
Medical reasons / disability	17	1.9%
If I had a successful hunt I wouldn't know what to do with my harvest	11	1.2%
Other	3	0.3%
Total	891	100.0%

Influential Media and Individuals

Table OB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	914	55.5%
Father	444	26.9%
Self / nobody else	397	24.1%
Sibling	146	8.9%
Another relative	145	8.8%
Co-worker	141	8.6%
Uncle / Aunt	138	8.4%
Grandparent	105	6.4%
Children / grandchildren	56	3.4%
Neighbor	49	3.0%
Spouse	47	2.9%
Guide / outfitter	44	2.7%
Other, please specify	31	1.9%
Mother	12	0.7%
Total	1,648	100.0%

Table OB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	530	32.3%
Television shows	942	57.3%
Magazines	753	45.8%
Seminars	126	7.7%
Hunter education programs	148	9.0%
State wildlife management agencies	268	16.3%
Retailers	79	4.8%
Local clubs or social organizations	152	9.3%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	662	40.3%
Other, please specify	90	5.5%
Total	1,643	100.0%

Table OB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	319	60.5%
Fish and Wildlife agency produced videos	151	28.7%
How-to videos	280	53.1%
Informational/political/talk show style	81	15.4%
Professionals hunting/fishing/shooting	432	82.0%
Non-professionals (home videos) hunting/fishing/shooting	295	56.0%
Comedy/blooper videos	33	6.3%
Competitions	73	13.9%
Product reviews	190	36.1%
Other	6	1.1%
Total	527	100.0%

Table OB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	53	5.7%
Animal Planet	64	6.8%
Comcast SportsNet	6	0.6%
Discovery Channel	102	10.9%
ESPN/ESPN 2	56	6.0%
History Channel	89	9.5%
Military Channel	29	3.1%
National Geographic	73	7.8%
NBC Sports	26	2.8%
Outdoor Channel	838	89.3%
Pursuit Channel	429	45.7%
Sportsman Channel	700	74.6%
Sunshine Network / SUN Sports	10	1.1%
WildTV	32	3.4%
World Fishing Network	57	6.1%
Other national network	10	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	195	20.8%
I watched hunting/fishing TV, but don't remember the channel	142	15.1%
Total	938	100.0%

Table OB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	819	52.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	519	33.1%
Books / magazines	508	32.4%
Membership in a non-profit organization specific to this type of hunting	478	30.4%
YouTube videos	413	26.3%
Programming offered by outdoor retailers	356	22.7%
Joining a local hunt club	314	20.0%
Online forums / blogs	308	19.6%
Other: Please describe	185	11.8%
Total	1,570	100.0%

Table OB.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	244	35.0%	122	40.0%	159	35.6%	166	41.1%
	Google+	170	24.4%	76	24.9%	108	24.2%	107	26.5%
	Twitter	45	6.4%	20	6.6%	26	5.8%	33	8.2%
	Pinterest	26	3.7%	19	6.2%	28	6.3%	26	6.4%
	Instagram	107	15.3%	46	15.1%	62	13.9%	65	16.1%
	YouTube	359	51.4%	178	58.4%	249	55.7%	229	56.7%
	Television programs	394	56.4%	199	65.2%	244	54.6%	241	59.7%
	Books	194	27.8%	96	31.5%	140	31.3%	141	34.9%
	Magazines	529	75.8%	230	75.4%	315	70.5%	305	75.5%
	Online Forums	234	33.5%	105	34.4%	160	35.8%	153	37.9%
	Newsletter from hunting / wildlife groups or organizations	348	49.9%	157	51.5%	233	52.1%	251	62.1%
	Fish / Wildlife Agency for My State of Residence	415	59.5%	195	63.9%	323	72.3%	267	66.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	303	43.4%	144	47.2%	237	53.0%	208	51.5%
	Other	15	2.1%	6	2.0%	14	3.1%	10	2.5%
None Of The Above	14	2.0%	7	2.3%	7	1.6%	7	1.7%	
Total		698	100.0%	305	100.0%	447	100.0%	404	100.0%

Table OB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	150	43.6%	105	39.8%	150	34.2%	108	41.9%	43	26.5%
	Google+	85	24.7%	63	23.9%	115	26.3%	72	27.9%	36	22.2%
	Twitter	29	8.4%	16	6.1%	30	6.8%	24	9.3%	5	3.1%
	Pinterest	23	6.7%	13	4.9%	25	5.7%	11	4.3%	5	3.1%
	Instagram	77	22.4%	44	16.7%	59	13.5%	48	18.6%	16	9.9%
	YouTube	283	82.3%	135	51.1%	243	55.5%	174	67.4%	75	46.3%
	Television programs	201	58.4%	150	56.8%	274	62.6%	151	58.5%	93	57.4%
	Books	116	33.7%	88	33.3%	174	39.7%	93	36.0%	35	21.6%
	Magazines	255	74.1%	188	71.2%	399	91.1%	195	75.6%	112	69.1%
	Online Forums	153	44.5%	94	35.6%	152	34.7%	147	57.0%	40	24.7%
	Newsletter from hunting / wildlife groups or organizations	178	51.7%	136	51.5%	227	51.8%	136	52.7%	74	45.7%
	Fish / Wildlife Agency for My State of Residence	201	58.4%	163	61.7%	263	60.0%	155	60.1%	105	64.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	150	43.6%	130	49.2%	200	45.7%	126	48.8%	66	40.7%
	Other	8	2.3%	10	3.8%	6	1.4%	9	3.5%	8	4.9%
None Of The Above	7	2.0%	4	1.5%	2	0.5%	2	0.8%	6	3.7%	
Total		344	100.0%	264	100.0%	438	100.0%	258	100.0%	162	100.0%

Other Big Game Hunting with a Traditional Rifle

Table OR.1) **Sample frame**

	Count
Have not hunted other big game in the past 3 years, and have not hunted with a traditional rifle in that time either	255
Have not hunted other big game in the past 3 years, but have hunted with a traditional rifle recently	3183
Have hunted other big game in the past 3 years, but not with a traditional rifle	56
Total sample	3494

Table OR.2) How many respondents have hunted other big game at some point in the past?

	Count
Have never hunted this species before	2696
Have hunted this species before	798
Total	3494

Demographic Information

Table OR.3) What is your current age?

	Count	Column Percent
18 to 24	36	1.3%
25 to 34	300	10.5%
35 to 44	460	16.1%
45 to 54	712	24.9%
55 to 64	823	28.8%
65 and older	529	18.5%
Total	2,860	100.0%

Table OR.4) What is your gender?

	Count	Column Percent
Male	2,782	97.1%
Female	83	2.9%
Total	2,865	100.0%

Table OR.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	89	3.1%
\$20,000 to \$29,999	70	2.5%
\$30,000 to \$39,999	122	4.3%
\$40,000 to \$49,999	176	6.2%
\$50,000 to \$74,999	514	18.1%
\$75,000 to \$99,999	565	19.9%
\$100,000 to \$149,999	743	26.2%
\$150,000 to \$200,000	319	11.2%
More than \$200,000	241	8.5%
Total	2,839	100.0%

Table OR.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	16	0.6%
High school graduation	521	18.2%
Trade school, associates degree or similar	877	30.6%
Bachelors degree	943	32.9%
Masters degree	379	13.2%
Ph D and higher	128	4.5%
Total	2,864	100.0%

Table OR.7) In which region do you live?

	Count	Column Percent
Northeast	414	14.5%
Midwest	888	31.0%
South	995	34.8%
West	543	19.0%
Canada	22	0.8%
Total	2,862	100.0%

Introduction to Hunting

Table OR.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,505	43.1%
11 to 17 years old	1,539	44.1%
18 to 24 years old	206	5.9%
25 to 34 years old	148	4.2%
35 to 44 years old	56	1.6%
45 to 54 years old	27	0.8%
55 to 64 years old	9	0.3%
65 years and older	3	0.1%
Total	3,493	100.0%

Table OR.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	13	0.4%
Deer	1,041	29.8%
Elk	49	1.4%
Other big game	14	0.4%
Predators	67	1.9%
Small game	1,830	52.4%
Turkey	109	3.1%
Upland game birds	896	25.7%
Waterfowl	272	7.8%
Wild pig / feral hog	62	1.8%
Others	81	2.3%
Total	3,493	100.0%

Table OR.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	18	0.5%
Compound bow	66	1.9%
Crossbow	8	0.2%
MSR	25	0.7%
No weapon / toy	88	2.5%
Revolver	5	0.1%
Semi-automatic handgun	11	0.3%
Shotgun	1,973	56.6%
Traditional bow	40	1.1%
Traditional rifle	1,243	35.6%
Other	11	0.3%
Total	3,488	100.0%

Table OR.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	122	3.5%
Aunt / Uncle	376	10.8%
Co-worker	39	1.1%
Father	2,109	60.6%
Friend	526	15.1%
Grandparent	408	11.7%
Guide / outfitter	9	0.3%
Mother	43	1.2%
Neighbor	89	2.6%
Nobody / I hunted alone on my first hunt	180	5.2%
Sibling	164	4.7%
Spouse	36	1.0%
Other	46	1.3%
Total	3,483	100.0%

Table OR.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	2,204	64.5%
It has always interested me	2,167	63.4%
Tradition / way of life	2,097	61.4%
Wanted to spend more time outdoors	2,029	59.4%
It's relaxing / an escape	1,441	42.2%
I wanted a challenge / adventure	1,253	36.7%
To become self-sufficient / become a provider / obtain my own meat	1,152	33.7%
Support conservation efforts	620	18.1%
Wanted to try a new sport	454	13.3%
To teach someone else / introduce my children or others to hunting	335	9.8%
Other Please write in	10	0.3%
Total	3,418	100.0%

Table OR.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	994	28.6%
1 year	259	7.4%
2 - 5 years	1,417	40.8%
6 to 10 years	378	10.9%
More than 10 years	293	8.4%
I have only ever hunted [the species that I first targeted]	136	3.9%
Total	3,477	100.0%

Table OR.14) Which species have you ever targeted?

	Count	Column Percent
Bear	1,180	35.1%
Deer	3,297	98.2%
Elk	1,260	37.5%
Other big game	798	23.8%
Others	98	2.9%
Predators	2,242	66.8%
Small game	2,990	89.0%
Turkey	2,733	81.4%
Upland game birds	2,850	84.9%
Waterfowl	2,368	70.5%
Wild pig / feral hog	1,316	39.2%
Total	3,358	100.0%

Current Hunting Activities

Table OR.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	581	17.4%
Deer	3,050	91.4%
Elk	705	21.1%
Other big game	7	0.2%
Others	164	4.9%
Predators	1,555	46.6%
Small game	1,934	58.0%
Turkey	2,172	65.1%
Upland game birds	1,867	55.9%
Waterfowl	1,268	38.0%
Wild pig / feral hog	816	24.5%
Total	3,337	100.0%

Table OR.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	3,172	90.8%
Shotgun	3,101	88.8%
Traditional bow/compound bow	1,676	48.0%
Muzzleloader	1,582	45.3%
Modern sporting rifle / AR platform / AK platform	1,269	36.3%
Handgun	1,157	33.1%
Crossbow	906	25.9%
Other	67	1.9%
Total	3,494	100.0%

Table OR.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	599	22.6%
Deer	247	9.3%
Elk	555	20.9%
Other big game	750	28.3%
Predators	684	25.8%
Small Game	1,095	41.3%
Turkey	560	21.1%
Upland game birds	981	37.0%
Waterfowl	1,090	41.1%
Wild pig / feral hog	500	18.8%
Total number of hunters who have lapsed at least one species in their lifetime	2,653	100.0%

Table OR.18) Why have you lapsed other big game hunting?

	Count	Column Percent
Too expensive	309	49.0%
Do not have time	189	30.0%
I moved to a new location where I am not able to do this type of hunting	88	14.0%
I do not have anybody to go with anymore	86	13.7%
Other, please describe	67	10.6%
Medical reasons / disabilities	60	9.5%
No hunting land available for this species anymore	59	9.4%
No longer interested or did not enjoy this type of hunting	28	4.4%
I was not successful	13	2.1%
I need more training	7	1.1%
Total	630	100.0%

Current Shooting Activities

Table OR.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	2,421	87.3%
Shotgun	2,351	84.8%
Traditional Rimfire Rifle	2,302	83.0%
Semiautomatic Handgun	2,254	81.3%
Revolver	1,878	67.7%
MSR	1,340	48.3%
Traditional or Compound Bow	1,285	46.4%
Muzzleloader	1,008	36.4%
Crossbow	698	25.2%
None of the Above	32	1.2%
Total	2,772	100.0%

Table OR.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	2,100	75.6%
Plinking or informal target shooting with a Semi-automatic Handgun	2,067	74.4%
Plinking or informal target shooting with a traditional centerfire rifle	1,943	69.9%
Sighting-in rifle with a traditional centerfire rifle	1,916	68.9%
Plinking or informal target shooting with a Revolver	1,737	62.5%
Informal (backyard or testing) with a Shotgun	1,631	58.7%
Sighting-in rifle with a traditional rimfire rifle	1,535	55.2%
Pattern shotgun	1,415	50.9%
Sporting clays with a Shotgun	1,299	46.7%
Target shooting with a traditional or compound bow	1,285	46.2%
Sighting-in with a Semi-automatic Handgun	1,247	44.9%
Plinking or informal target shooting with a MSR	1,173	42.2%
Trap with a Shotgun	1,112	40.0%
Skeet with a Shotgun	1,077	38.8%
Sighting-In with a Shotgun	1,032	37.1%
Target shooting with a muzzleloader	1,008	36.3%
Benchrest with a traditional centerfire rifle	954	34.3%
Long range with a traditional centerfire rifle	943	33.9%
Sighting-in rifle with a MSR	932	33.5%
Sighting-in with a Revolver	909	32.7%
Load Testing/Development with a traditional centerfire rifle	821	29.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	733	26.4%
Target shooting with a crossbow	698	25.1%

Teaching/Informative with a Semi-automatic Handgun	594	21.4%
Benchrest with a traditional rimfire rifle	588	21.2%
Testing (Ammo & firearm) with a Revolver	570	20.5%
Teaching/Informative with a Shotgun	563	20.3%
Teaching/Informative with a traditional rimfire rifle	552	19.9%
Teaching/Informative with a traditional centerfire rifle	550	19.8%
Bullseye with a Semi-automatic Handgun	487	17.5%
Target shooting with an air rifle at a range	471	16.9%
Silhouette with a Semi-automatic Handgun	437	15.7%
5 Stand with a Shotgun	427	15.4%
Teaching/Informative with a Revolver	399	14.4%
Load Testing/Development with a Semi-automatic Handgun	384	13.8%
Teaching/Informative with a MSR	375	13.5%
Load Testing/Development with a MSR	373	13.4%
Bullseye with a Revolver	368	13.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	364	13.1%
Load Testing/Development with a Revolver	360	13.0%
Wobble Trap with a Shotgun	342	12.3%
Test reload with a Shotgun	339	12.2%
Dog training with a shotgun	330	11.9%
Long range with a MSR	327	11.8%
Tactical with a MSR	299	10.8%
Benchrest with a MSR	294	10.6%
Silhouette with a traditional centerfire rifle	271	9.8%
Silhouette with a Revolver	261	9.4%
Long range with a traditional rimfire rifle	253	9.1%
Training (Military / Defense / Law Enforcement) with a MSR	250	9.0%
Silhouette with a traditional rimfire rifle	230	8.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	199	7.2%
Load Testing/Development with a traditional rimfire rifle	187	6.7%
Tactical with a traditional centerfire rifle	175	6.3%
Bowling pin with a Semi-automatic Handgun	154	5.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	153	5.5%
Training (Military / Defense / Law Enforcement) with a Revolver	150	5.4%
Silhouette with a MSR	141	5.1%
Steel Challenge with a Semi-automatic Handgun	139	5.0%
Bowling pin with a Revolver	104	3.7%
IDPA with a Semi-automatic Handgun	89	3.2%
Three (3) position with a traditional centerfire rifle	80	2.9%
Cowboy action with a Revolver	79	2.8%
3 Gun with a Shotgun	78	2.8%
Steel Challenge with a traditional centerfire rifle	75	2.7%
3 Gun with a Semi-automatic Handgun	74	2.7%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	72	2.6%
Three (3) position with a traditional rimfire rifle	71	2.6%
3 Gun with a MSR	69	2.5%
Three (3) position with a MSR	65	2.3%
Steel Challenge with a traditional rimfire rifle	65	2.3%
Steel Challenge with a MSR	63	2.3%
Tactical with a traditional rimfire rifle	59	2.1%
IPSC with a Semi-automatic Handgun	54	1.9%
Steel Challenge with a Revolver	54	1.9%
Cowboy Action with a Shotgun	38	1.4%
Cowboy action with a traditional centerfire rifle	38	1.4%
None of the above	32	1.2%
NRA high power with a traditional centerfire rifle	29	1.0%
NRA high power with a MSR	23	0.8%
Cowboy action with a Semi-automatic Handgun	19	0.7%
IDPA with a Revolver	17	0.6%
3 Gun with a traditional centerfire rifle	15	0.5%
Cowboy action with a traditional rimfire rifle	12	0.4%
IPSC with a Revolver	9	0.3%
NRA high power with a traditional rimfire rifle	7	0.3%
3 Gun with a Revolver	6	0.2%
3 Gun with a traditional rimfire rifle	5	0.2%
Schuetzen with a traditional centerfire rifle	4	0.1%
Schuetzen with a traditional rimfire rifle	4	0.1%
Schuetzen with a MSR	2	0.1%
Total	2,779	100.0%

Other Big Game Hunting Interest

Table OR.21) Why haven't you ever (or within the past 3 years) hunted other big game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	1,135	58.5%
Too expensive	875	45.1%
Places to hunt are too limited, no convenient place to hunt	442	22.8%
No hunting land available	343	17.7%
I do not have anyone to go with	324	16.7%
Do not have time	279	14.4%
Don't know how to start	160	8.2%
My hunting skills need improving / I need more training	117	6.0%
I am not able to buy a license	113	5.8%
There are other activities I'd rather do	99	5.1%
I don't own the proper equipment	73	3.8%
Hunting rules are too complex	61	3.1%
Medical reasons / disability	56	2.9%
I moved to a new home and don't know where to go	40	2.1%
If I had a successful hunt I wouldn't know what to do with my harvest	37	1.9%
Other	10	0.5%
Total	1,941	100.0%

Influential Media and Individuals

Table OR.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,801	54.1%
Father	889	26.7%
Self / nobody else	680	20.4%
Another relative	291	8.7%
Sibling	288	8.7%
Co-worker	287	8.6%
Uncle / Aunt	284	8.5%
Grandparent	214	6.4%
Children / grandchildren	130	3.9%
Neighbor	107	3.2%
Spouse	96	2.9%
Guide / outfitter	88	2.6%
Other, please specify	63	1.9%
Mother	24	0.7%
Total	3,326	100.0%

Table OR.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	944	28.7%
Television shows	1,781	54.1%
Magazines	1,447	43.9%
Seminars	198	6.0%
Hunter education programs	284	8.6%
State wildlife management agencies	552	16.8%
Retailers	157	4.8%
Local clubs or social organizations	326	9.9%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	1,180	35.8%
Other, please specify	160	4.9%
Total	3,293	100.0%

Table OR.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	519	55.2%
Fish and Wildlife agency produced videos	250	26.6%
How-to videos	491	52.2%
Informational/political/talk show style	112	11.9%
Professionals hunting/fishing/shooting	729	77.5%
Non-professionals (home videos) hunting/fishing/shooting	531	56.4%
Comedy/blooper videos	51	5.4%
Competitions	121	12.9%
Product reviews	333	35.4%
Other	14	1.5%
Total	941	100.0%

Table OR.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	103	5.8%
Animal Planet	132	7.4%
Comcast SportsNet	11	0.6%
Discovery Channel	219	12.3%
ESPN/ESPN 2	94	5.3%
History Channel	191	10.8%
Military Channel	63	3.6%
National Geographic	163	9.2%
NBC Sports	52	2.9%
Outdoor Channel	1,526	86.0%
Pursuit Channel	702	39.6%
Sportsman Channel	1,216	68.5%
Sunshine Network / SUN Sports	18	1.0%
WildTV	52	2.9%
World Fishing Network	97	5.5%
Other national network	22	1.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	395	22.3%
I watched hunting/fishing TV, but don't remember the channel	315	17.8%
Total	1,774	100.0%

Table OR.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,420	45.3%
Books / magazines	1,043	33.3%
Programming offered by the Fish / Wildlife Agency for my state of residence	1,000	31.9%
Membership in a non-profit organization specific to this type of hunting	872	27.8%
YouTube videos	746	23.8%
Programming offered by outdoor retailers	733	23.4%
Joining a local hunt club	639	20.4%
Online forums / blogs	539	17.2%
Other: Please describe	369	11.8%
Total	3,136	100.0%

Table OR.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	368	30.2%	213	33.0%	271	31.1%	245	33.2%
	Google+	270	22.1%	154	23.9%	180	20.6%	165	22.4%
	Twitter	56	4.6%	39	6.0%	48	5.5%	49	6.6%
	Pinterest	42	3.4%	33	5.1%	42	4.8%	38	5.1%
	Instagram	128	10.5%	71	11.0%	89	10.2%	84	11.4%
	YouTube	538	44.1%	340	52.7%	418	47.9%	363	49.2%
	Television programs	652	53.5%	398	61.7%	465	53.3%	425	57.6%
	Books	293	24.0%	185	28.7%	244	28.0%	227	30.8%
	Magazines	902	74.0%	493	76.4%	617	70.8%	566	76.7%
	Online Forums	360	29.5%	212	32.9%	288	33.0%	256	34.7%
	Newsletter from hunting / wildlife groups or organizations	531	43.6%	297	46.0%	410	47.0%	411	55.7%
	Fish / Wildlife Agency for My State of Residence	687	56.4%	374	58.0%	591	67.8%	450	61.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	466	38.2%	260	40.3%	401	46.0%	346	46.9%
	Other	25	2.1%	11	1.7%	19	2.2%	13	1.8%
	None Of The Above	34	2.8%	13	2.0%	18	2.1%	11	1.5%
	Total		1,219	100.0%	645	100.0%	872	100.0%	738

Table OR.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	233	36.7%	176	32.2%	239	26.4%	165	36.0%	73	22.2%
	Google+	144	22.7%	113	20.7%	200	22.1%	108	23.6%	59	17.9%
	Twitter	48	7.6%	34	6.2%	52	5.7%	39	8.5%	9	2.7%
	Pinterest	40	6.3%	22	4.0%	40	4.4%	22	4.8%	5	1.5%
	Instagram	96	15.1%	65	11.9%	78	8.6%	64	14.0%	19	5.8%
	YouTube	510	80.3%	265	48.4%	442	48.7%	301	65.7%	135	41.0%
	Television programs	349	55.0%	290	53.0%	533	58.8%	258	56.3%	177	53.8%
	Books	192	30.2%	161	29.4%	343	37.8%	145	31.7%	74	22.5%
	Magazines	459	72.3%	390	71.3%	797	87.9%	338	73.8%	236	71.7%
	Online Forums	263	41.4%	193	35.3%	278	30.7%	268	58.5%	79	24.0%
	Newsletter from hunting / wildlife groups or organizations	275	43.3%	243	44.4%	427	47.1%	212	46.3%	124	37.7%
	Fish / Wildlife Agency for My State of Residence	343	54.0%	313	57.2%	510	56.2%	265	57.9%	190	57.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	245	38.6%	230	42.0%	369	40.7%	194	42.4%	121	36.8%
	Other	13	2.0%	13	2.4%	14	1.5%	14	3.1%	12	3.6%
	None Of The Above	12	1.9%	15	2.7%	12	1.3%	5	1.1%	13	4.0%
Total		635	100.0%	547	100.0%	907	100.0%	458	100.0%	329	100.0%

Predator Hunting

This section includes only those responses from individuals who do not currently predators hunt, but would be interested in doing so. Further chapters will note data collected from those who currently predators hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (62.2%) of those who are interested in hunting predators began hunting because they have always been interested in hunting (Table P.10).
- 41.4% of those interested in hunting predators have shot sporting clays with a shotgun within the past 3 years (Table P.18).
- Almost half (45.0%) of those who could be persuaded to predator hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table P.26).

Demographic Information

Table P.1) What is your current age?

	Count	Column Percent
18 to 24	23	1.3%
25 to 34	138	8.0%
35 to 44	231	13.4%
45 to 54	406	23.6%
55 to 64	484	28.1%
65 and older	438	25.5%
Total	1,720	100.0%

Table P.2) What is your gender?

	Count	Column Percent
Male	1,674	97.2%
Female	48	2.8%
Total	1,722	100.0%

Table P.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	60	3.5%
\$20,000 to \$29,999	53	3.1%
\$30,000 to \$39,999	86	5.0%
\$40,000 to \$49,999	129	7.5%
\$50,000 to \$74,999	328	19.2%
\$75,000 to \$99,999	332	19.4%
\$100,000 to \$149,999	430	25.1%
\$150,000 to \$200,000	161	9.4%
More than \$200,000	133	7.8%
Total	1,712	100.0%

Table P.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	11	0.6%
High school graduation	314	18.2%
Trade school, associates degree or similar	531	30.8%
Bachelors degree	563	32.7%
Masters degree	231	13.4%
Ph D and higher	72	4.2%
Total	1,722	100.0%

Table P.5) In which region do you live?

	Count	Column Percent
Northeast	253	14.7%
Midwest	542	31.5%
South	612	35.6%
West	298	17.3%
Canada	16	0.9%
Total	1,721	100.0%

Introduction to Hunting

Table P.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	801	37.5%
11 to 17 years old	989	46.3%
18 to 24 years old	147	6.9%
25 to 34 years old	103	4.8%
35 to 44 years old	54	2.5%
45 to 54 years old	24	1.1%
55 to 64 years old	15	0.7%
65 years and older	2	0.1%
Total	2,135	100.0%

Table P.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	16	0.7%
Deer	674	31.6%
Elk	28	1.3%
Other big game	13	0.6%
Predators	17	0.8%
Small game	1,107	51.9%
Turkey	76	3.6%
Upland game birds	562	26.3%
Waterfowl	166	7.8%
Wild pig / feral hog	49	2.3%
Others	42	2.0%
Total	2,135	100.0%

Table P.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	10	0.5%
Compound bow	48	2.3%
Crossbow	4	0.2%
MSR	21	1.0%
No weapon / toy	43	2.0%
Revolver	5	0.2%
Semi-automatic handgun	8	0.4%
Shotgun	1,205	56.6%
Traditional bow	21	1.0%
Traditional rifle	759	35.7%
Other	5	0.2%
Total	2,129	100.0%

Table P.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	83	3.9%
Aunt / Uncle	243	11.4%
Co-worker	33	1.5%
Father	1,193	56.0%
Friend	376	17.7%
Grandparent	198	9.3%
Guide / outfitter	12	0.6%
Mother	24	1.1%
Neighbor	56	2.6%
Nobody / I hunted alone on my first hunt	135	6.3%
Sibling	105	4.9%
Spouse	19	0.9%
Other	24	1.1%
Total	2,130	100.0%

Table P.10) What got you interested in hunting?

	Count	Column Percent
It has always interested me	1,302	62.2%
Spend time with family or friends who already hunted	1,261	60.2%
Tradition / way of life	1,203	57.5%
Wanted to spend more time outdoors	1,190	56.9%
It's relaxing / an escape	847	40.5%
I wanted a challenge / adventure	759	36.3%
To become self-sufficient / become a provider / obtain my own meat	669	32.0%
Support conservation efforts	335	16.0%
Wanted to try a new sport	291	13.9%
To teach someone else / introduce my children or others to hunting	174	8.3%
Other Please write in	6	0.3%
Total	2,093	100.0%

Table P.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	521	24.5%
1 year	140	6.6%
2 - 5 years	842	39.6%
6 to 10 years	229	10.8%
More than 10 years	229	10.8%
I have only ever hunted [the species that I first targeted]	165	7.8%
Total	2,126	100.0%

Table P.12) Which species have you ever targeted?

	Count	Column Percent
Bear	606	30.7%
Deer	1,907	96.8%
Elk	608	30.8%
Other big game	433	22.0%
Others	43	2.2%
Predators	847	43.0%
Small game	1,694	85.9%
Turkey	1,455	73.8%
Upland game birds	1,580	80.2%
Waterfowl	1,263	64.1%
Wild pig / feral hog	585	29.7%
Total	1,971	100.0%

Current Hunting Activities

Table P.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	252	13.0%
Deer	1,675	86.3%
Elk	351	18.1%
Other big game	154	7.9%
Others	72	3.7%
Predators	0	0.0%
Small game	925	47.7%
Turkey	1,072	55.2%
Upland game birds	903	46.5%
Waterfowl	583	30.0%
Wild pig / feral hog	319	16.4%
Total	1,941	100.0%

Table P.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,851	86.7%
Shotgun	1,795	84.0%
Traditional bow/compound bow	803	37.6%
Muzzleloader	758	35.5%
Modern sporting rifle / AR platform / AK platform	650	30.4%
Handgun	599	28.0%
Crossbow	468	21.9%
Other	32	1.5%
Total	2,136	100.0%

Table P.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	354	68.4%
Deer	231	12.1%
Elk	257	42.2%
Other big game	259	59.8%
Predators	843	99.5%
Small Game	789	46.6%
Turkey	382	262%
Upland game birds	676	42.8%
Waterfowl	673	53.3%
Wild pig / feral hog	266	45.5%
Total number of hunters who have lapsed at least one species in their lifetime	1,668	100.0%

Table P.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Predators		Predators		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	868	18.3%	44	19.0%	67	18.9%	69	18.1%
I moved to a new location where I am not able to do this type of hunting	681	14.3%	33	14.3%	59	16.7%	49	12.8%
No hunting land available for this species anymore	658	13.9%	27	11.7%	28	7.9%	61	16.0%
Do not have time	1478	31.1%	51	22.1%	83	23.4%	127	33.2%
Too expensive	484	10.2%	21	9.1%	42	11.9%	13	3.4%
No longer interested or did not enjoy this type of hunting	761	16.0%	44	19.0%	72	20.3%	75	19.6%
I was not successful	153	3.2%	6	2.6%	18	5.1%	30	7.9%
I need more training	139	2.9%	5	2.2%	8	2.3%	22	5.8%
I have a disability, an illness or an age-related reason that prevents me	294	6.2%	22	9.5%	26	7.3%	18	4.7%
Other, please describe	515	10.8%	38	16.5%	45	12.7%	21	5.5%
Total	4,747	100%	231	100%	354	100%	382	100%

Table P.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	113	14.3%	188	27.9%	31	12.1%	41	15.8%
I moved to a new location where I am not able to do this type of hunting	75	9.5%	95	14.1%	48	18.7%	44	17.0%
No hunting land available for this species anymore	86	10.9%	76	11.3%	20	7.8%	21	8.1%
Do not have time	265	33.6%	180	26.7%	54	21.0%	57	22.0%
Too expensive	8	1.0%	71	10.5%	126	49.0%	110	42.5%
No longer interested or did not enjoy this type of hunting	234	29.7%	180	26.7%	14	5.4%	9	3.5%
I was not successful	5	0.6%	12	1.8%	10	3.9%	7	2.7%
I need more training	8	1.0%	19	2.8%	2	0.8%	4	1.5%
I have a disability, an illness or an age-related reason that prevents me	35	4.4%	42	6.2%	22	8.6%	22	8.5%
Other, please describe	92	11.7%	57	8.5%	22	8.6%	25	9.7%
Total	789	100%	673	100%	257	100%	259	100%

Table P.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	135	20.0%	146	17.3%	5	29.4%	29	10.9%
I moved to a new location where I am not able to do this type of hunting	110	16.3%	96	11.4%	2	11.8%	70	26.3%
No hunting land available for this species anymore	168	24.9%	116	13.8%	1	5.9%	54	20.3%
Do not have time	178	26.3%	393	46.6%	9	52.9%	81	30.5%
Too expensive	44	6.5%	20	2.4%	4	23.5%	25	9.4%
No longer interested or did not enjoy this type of hunting	71	10.5%	44	5.2%	1	5.9%	17	6.4%
I was not successful	9	1.3%	51	6.0%	0	0.0%	5	1.9%
I need more training	11	1.6%	56	6.6%	1	5.9%	3	1.1%
I have a disability, an illness or an age-related reason that prevents me	50	7.4%	45	5.3%	0	0.0%	12	4.5%
Other, please describe	116	17.2%	67	7.9%	1	5.9%	31	11.7%
Total	676	100%	843	100%	17	100%	266	100%

Current Shooting Activities

Table P.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,368	83.2%
Traditional Rimfire Rifle	1,323	80.5%
Shotgun	1,313	79.9%
Semiautomatic Handgun	1,303	79.3%
Revolver	1,089	66.2%
MSR	766	46.6%
Traditional or Compound Bow	591	35.9%
Muzzleloader	443	26.9%
Crossbow	348	21.2%
None of the Above	29	1.8%
Total	1,644	100.0%

Table P.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	1,215	73.7%
Plinking or informal target shooting with a Semi-automatic Handgun	1,187	72.0%
Plinking or informal target shooting with a traditional centerfire rifle	1,072	65.0%
Sighting-in rifle with a traditional centerfire rifle	1,055	64.0%
Plinking or informal target shooting with a Revolver	988	60.0%
Informal (backyard or testing) with a Shotgun	855	51.9%
Sighting-in rifle with a traditional rimfire rifle	851	51.6%
Pattern shotgun	707	42.9%
Sighting-in with a Semi-automatic Handgun	689	41.8%
Sporting clays with a Shotgun	682	41.4%
Plinking or informal target shooting with a MSR	660	40.0%
Target shooting with a traditional or compound bow	591	35.9%
Skeet with a Shotgun	588	35.7%
Trap with a Shotgun	581	35.3%
Sighting-in rifle with a MSR	507	30.8%
Benchrest with a traditional centerfire rifle	497	30.2%
Long range with a traditional centerfire rifle	497	30.2%
Sighting-In with a Shotgun	496	30.1%
Sighting-in with a Revolver	496	30.1%
Target shooting with a muzzleloader	443	26.9%
Load Testing/Development with a traditional centerfire rifle	409	24.8%

Testing (Ammo & firearm) with a Semi-automatic Handgun	408	24.8%
Target shooting with a crossbow	348	21.1%
Teaching/Informative with a Semi-automatic Handgun	319	19.4%
Testing (Ammo & firearm) with a Revolver	309	18.8%
Benchrest with a traditional rimfire rifle	301	18.3%
Bullseye with a Semi-automatic Handgun	293	17.8%
Teaching/Informative with a Shotgun	279	16.9%
Teaching/Informative with a traditional centerfire rifle	278	16.9%
Teaching/Informative with a traditional rimfire rifle	277	16.8%
Silhouette with a Semi-automatic Handgun	244	14.8%
Target shooting with an air rifle at a range	239	14.5%
5 Stand with a Shotgun	224	13.6%
Load Testing/Development with a Semi-automatic Handgun	223	13.5%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	217	13.2%
Teaching/Informative with a Revolver	209	12.7%
Bullseye with a Revolver	207	12.6%
Load Testing/Development with a Revolver	203	12.3%
Teaching/Informative with a MSR	197	12.0%
Load Testing/Development with a MSR	189	11.5%
Wobble Trap with a Shotgun	184	11.2%
Tactical with a MSR	180	10.9%
Long range with a MSR	172	10.4%
Benchrest with a MSR	159	9.6%
Silhouette with a traditional centerfire rifle	153	9.3%
Training (Military / Defense / Law Enforcement) with a MSR	147	8.9%
Long range with a traditional rimfire rifle	136	8.3%
Silhouette with a Revolver	135	8.2%
Test reload with a Shotgun	134	8.1%
Silhouette with a traditional rimfire rifle	132	8.0%
Dog training with a shotgun	118	7.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	111	6.7%
Steel Challenge with a Semi-automatic Handgun	104	6.3%
Tactical with a traditional centerfire rifle	89	5.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	84	5.1%
Bowling pin with a Semi-automatic Handgun	84	5.1%
Silhouette with a MSR	77	4.7%
Load Testing/Development with a traditional rimfire rifle	69	4.2%
Training (Military / Defense / Law Enforcement) with a Revolver	66	4.0%
3 Gun with a Shotgun	56	3.4%
3 Gun with a Semi-automatic Handgun	56	3.4%
IDPA with a Semi-automatic Handgun	56	3.4%
Bowling pin with a Revolver	50	3.0%
3 Gun with a MSR	48	2.9%

Cowboy action with a Revolver	46	2.8%
Steel Challenge with a traditional rimfire rifle	45	2.7%
Steel Challenge with a traditional centerfire rifle	44	2.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	44	2.7%
Steel Challenge with a Revolver	43	2.6%
Tactical with a traditional rimfire rifle	38	2.3%
Three (3) position with a traditional centerfire rifle	37	2.2%
Steel Challenge with a MSR	35	2.1%
Three (3) position with a MSR	32	1.9%
Three (3) position with a traditional rimfire rifle	31	1.9%
IPSC with a Semi-automatic Handgun	29	1.8%
None of the above	29	1.8%
Cowboy action with a traditional centerfire rifle	23	1.4%
Cowboy Action with a Shotgun	20	1.2%
NRA high power with a traditional centerfire rifle	20	1.2%
NRA high power with a MSR	12	0.7%
IDPA with a Revolver	11	0.7%
Cowboy action with a Semi-automatic Handgun	9	0.5%
3 Gun with a traditional centerfire rifle	8	0.5%
3 Gun with a traditional rimfire rifle	8	0.5%
IPSC with a Revolver	6	0.4%
Cowboy action with a traditional rimfire rifle	5	0.3%
NRA high power with a traditional rimfire rifle	4	0.2%
Schuetzen with a traditional centerfire rifle	3	0.2%
3 Gun with a Revolver	3	0.2%
Schuetzen with a MSR	2	0.1%
Schuetzen with a traditional rimfire rifle	2	0.1%
Total	1,648	100.0%

Predator Hunting Interest

Table P.19) Which methods would you be interested in using in order to target predators? *Error! Not a valid filename.*

Table P.20) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	106	33.4%
I do not have anyone to go with	96	30.3%
Places to hunt are too limited, no convenient place to hunt	84	26.5%
Don't know how to start	65	20.5%
Too expensive	54	17.0%
No hunting land available	50	15.8%
Do not have time	49	15.5%
If I had a successful hunt I wouldn't know what to do with my harvest	33	10.4%
My hunting skills need improving / I need more training	31	9.8%
There are other activities I'd rather do	30	9.5%
I am not able to buy a license	23	7.3%
I moved to a new home and don't know where to go	11	3.5%
Medical reasons / disability	11	3.5%
Hunting rules are too complex	4	1.3%
Other	4	1.3%
I don't own the proper equipment	3	0.9%
Total	317	100.0%

Influential Media and Individuals

Table P.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table P.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	559	28.9%
Television shows	1,045	54.0%
Magazines	787	40.7%
Seminars	104	5.4%
Hunter education programs	185	9.6%
State wildlife management agencies	316	16.3%
Retailers	106	5.5%
Local clubs or social organizations	204	10.5%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	679	35.1%
Other, please specify	64	3.3%
Total	1,936	100.0%

Table P.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	290	52.2%
Fish and Wildlife agency produced videos	144	25.9%
How-to videos	282	50.7%
Informational/political/talk show style	57	10.3%
Professionals hunting/fishing/shooting	416	74.8%
Non-professionals (home videos) hunting/fishing/shooting	301	54.1%
Comedy/blooper videos	20	3.6%
Competitions	66	11.9%
Product reviews	208	37.4%
Other	10	1.8%
Total	556	100.0%

Table P.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	54	5.2%
Animal Planet	69	6.6%
Comcast SportsNet	8	0.8%
Discovery Channel	126	12.1%
ESPN/ESPN 2	53	5.1%
History Channel	100	9.6%
Military Channel	36	3.5%
National Geographic	100	9.6%
NBC Sports	22	2.1%
Outdoor Channel	855	82.1%
Pursuit Channel	369	35.4%
Sportsman Channel	687	66.0%
Sunshine Network / SUN Sports	13	1.2%
WildTV	26	2.5%
World Fishing Network	47	4.5%
Other national network	8	0.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	213	20.5%
I watched hunting/fishing TV, but don't remember the channel	210	20.2%
Total	1,041	100.0%

Table P.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	820	43.0%
Programming offered by the Fish / Wildlife Agency for my state of residence	643	33.7%
Books / magazines	621	32.5%
YouTube videos	503	26.4%
Membership in a non-profit organization specific to this type of hunting	492	25.8%
Joining a local hunt club	470	24.6%
Programming offered by outdoor retailers	454	23.8%
Online forums / blogs	350	18.3%
Other: Please describe	166	8.7%
Total	1,908	100.0%

Table P.26) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	204	28.6%	113	29.3%	171	30.3%	129	31.4%
Google+	143	20.0%	90	23.3%	110	19.5%	77	18.7%
Twitter	29	4.1%	19	4.9%	25	4.4%	21	5.1%
Pinterest	26	3.6%	17	4.4%	29	5.1%	15	3.6%
Instagram	54	7.6%	31	8.0%	48	8.5%	45	10.9%
YouTube	321	45.0%	201	52.1%	287	50.9%	204	49.6%
Television programs	370	51.8%	237	61.4%	298	52.8%	236	57.4%
Books	153	21.4%	99	25.6%	144	25.5%	123	29.9%
Magazines	511	71.6%	292	75.6%	384	68.1%	307	74.7%
Online Forums	187	26.2%	116	30.1%	180	31.9%	129	31.4%
Newsletter from hunting / wildlife groups or organizations	298	41.7%	167	43.3%	238	42.2%	227	55.2%
Fish / Wildlife Agency for My State of Residence	373	52.2%	207	53.6%	352	62.4%	242	58.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	248	34.7%	142	36.8%	220	39.0%	165	40.1%
Other	13	1.8%	7	1.8%	15	2.7%	10	2.4%
None Of The Above	18	2.5%	3	0.8%	9	1.6%	3	0.7%
Total	714	100.0%	386	100.0%	564	100.0%	411	100.0%

Table P.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	146	34.0%	117	29.3%	149	27.4%	98	33.0%	28	20.0%
Google+	87	20.3%	77	19.3%	104	19.1%	67	22.6%	26	18.6%
Twitter	30	7.0%	18	4.5%	29	5.3%	23	7.7%	2	1.4%
Pinterest	17	4.0%	10	2.5%	20	3.7%	16	5.4%	2	1.4%
Instagram	42	9.8%	40	10.0%	43	7.9%	42	14.1%	7	5.0%
YouTube	349	81.4%	201	50.2%	252	46.3%	175	58.9%	59	42.1%
Television programs	234	54.5%	214	53.5%	320	58.8%	166	55.9%	72	51.4%
Books	120	28.0%	102	25.5%	196	36.0%	86	29.0%	34	24.3%
Magazines	290	67.6%	276	69.0%	472	86.8%	210	70.7%	102	72.9%
Online Forums	156	36.4%	118	29.5%	146	26.8%	154	51.9%	42	30.0%
Newsletter from hunting / wildlife groups or organizations	163	38.0%	160	40.0%	227	41.7%	122	41.1%	44	31.4%
Fish / Wildlife Agency for My State of Residence	202	47.1%	202	50.5%	265	48.7%	150	50.5%	80	57.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	139	32.4%	139	34.8%	188	34.6%	110	37.0%	41	29.3%
Other	13	3.0%	8	2.0%	14	2.6%	12	4.0%	11	7.9%
None Of The Above	5	1.2%	7	1.8%	2	0.4%	3	1.0%	4	2.9%
Total	429	100.0%	400	100.0%	544	100.0%	297	100.0%	140	100.0%

Predator Hunting with a Crossbow

Table PC.1) **Sample frame**

	Count
Have not hunted predators in the past 3 years, and have not hunted with a crossbow in that time either	169
Have not hunted predators in the past 3 years, but have hunted with a crossbow recently	147
Have hunted predators in the past 3 years, but not with a crossbow	228
Total sample	544

Table PC.2) How many respondents have hunted predators at some point in the past?

	Count
Have never hunted this species before	193
Have hunted this species before	351
Total	544

Demographic Information

Table PC.3) What is your current age?

	Count	Column Percent
18 to 24	7	1.6%
25 to 34	51	11.4%
35 to 44	78	17.4%
45 to 54	102	22.8%
55 to 64	122	27.3%
65 and older	87	19.5%
Total	447	100.0%

Table PC.4) What is your gender?

	Count	Column Percent
Male	435	97.3%
Female	12	2.7%
Total	447	100.0%

Table PC.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	22	4.9%
\$20,000 to \$29,999	23	5.2%
\$30,000 to \$39,999	23	5.2%
\$40,000 to \$49,999	34	7.6%
\$50,000 to \$74,999	101	22.6%
\$75,000 to \$99,999	84	18.8%
\$100,000 to \$149,999	95	21.3%
\$150,000 to \$200,000	41	9.2%
More than \$200,000	23	5.2%
Total	446	100.0%

Table PC.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	4	0.9%
High school graduation	87	19.5%
Trade school, associates degree or similar	157	35.1%
Bachelors degree	135	30.2%
Masters degree	51	11.4%
Ph D and higher	13	2.9%
Total	447	100.0%

Table PC.7) In which region do you live?

	Count	Column Percent
Northeast	65	14.5%
Midwest	118	26.4%
South	172	38.5%
West	88	19.7%
Canada	4	0.9%
Total	447	100.0%

Introduction to Hunting

Table PC.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	231	42.5%
11 to 17 years old	240	44.1%
18 to 24 years old	33	6.1%
25 to 34 years old	24	4.4%
35 to 44 years old	9	1.7%
45 to 54 years old	4	0.7%
55 to 64 years old	3	0.6%
65 years and older	0	0.0%
Total	544	100.0%

Table PC.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	5	0.9%
Deer	167	30.7%
Elk	12	2.2%
Other big game	2	0.4%
Predators	15	2.8%
Small game	303	55.7%
Turkey	20	3.7%
Upland game birds	126	23.2%
Waterfowl	43	7.9%
Wild pig / feral hog	11	2.0%
Others	13	2.4%
Total	544	100.0%

Table PC.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	2	0.4%
Compound bow	16	2.9%
Crossbow	1	0.2%
MSR	8	1.5%
No weapon / toy	14	2.6%
Revolver	1	0.2%
Semi-automatic handgun	1	0.2%
Shotgun	286	52.6%
Traditional bow	4	0.7%
Traditional rifle	210	38.6%
Other	1	0.2%
Total	544	100.0%

Table PC.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	21	3.9%
Aunt / Uncle	63	11.6%
Co-worker	8	1.5%
Father	311	57.3%
Friend	101	18.6%
Grandparent	62	11.4%
Guide / outfitter	4	0.7%
Mother	4	0.7%
Neighbor	15	2.8%
Nobody / I hunted alone on my first hunt	30	5.5%
Sibling	27	5.0%
Spouse	4	0.7%
Other	7	1.3%
Total	543	100.0%

Table PC.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	359	67.5%
Wanted to spend more time outdoors	353	66.4%
Spend time with family or friends who already hunted	344	64.7%
Tradition / way of life	329	61.8%
It's relaxing / an escape	262	49.2%
To become self-sufficient / become a provider / obtain my own meat	223	41.9%
I wanted a challenge / adventure	214	40.2%
Support conservation efforts	122	22.9%
Wanted to try a new sport	89	16.7%
To teach someone else / introduce my children or others to hunting	65	12.2%
Other Please write in	0	0.0%
Total	532	100.0%

Table PC.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	169	31.2%
1 year	49	9.1%
2 - 5 years	208	38.4%
6 to 10 years	49	9.1%
More than 10 years	38	7.0%
I have only ever hunted [the species that I first targeted]	28	5.2%
Total	541	100.0%

Table PC.14) Which species have you ever targeted?

	Count	Column Percent
Bear	174	33.7%
Deer	513	99.4%
Elk	173	33.5%
Other big game	140	27.1%
Others	15	2.9%
Predators	351	68.0%
Small game	476	92.2%
Turkey	416	80.6%
Upland game birds	426	82.6%
Waterfowl	355	68.8%
Wild pig / feral hog	214	41.5%
Total	516	100.0%

Current Hunting Activities

Table PC.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	91	17.7%
Deer	468	91.2%
Elk	102	19.9%
Other big game	49	9.6%
Others	23	4.5%
Predators	212	41.3%
Small game	317	61.8%
Turkey	329	64.1%
Upland game birds	255	49.7%
Waterfowl	171	33.3%
Wild pig / feral hog	139	27.1%
Total	513	100.0%

Table PC.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	498	91.5%
Shotgun	473	86.9%
Traditional bow/compound bow	271	49.8%
Modern sporting rifle / AR platform / AK platform	237	43.6%
Muzzleloader	233	42.8%
Handgun	189	34.7%
Crossbow	130	23.9%
Other	12	2.2%
Total	544	100.0%

Table PC.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	83	19.3%
Deer	45	10.5%
Elk	71	16.6%
Other big game	87	20.3%
Predators	137	31.9%
Small Game	162	37.8%
Turkey	87	20.3%
Upland game birds	171	39.9%
Waterfowl	183	42.7%
Wild pig / feral hog	75	17.5%
Total number of hunters who have lapsed at least one species in their lifetime	429	100.0%

Table PC.18) Why have you lapsed Predator Hunting?

	Count	Column Percent
Do not have time	64	48.1%
I do not have anybody to go with anymore	26	19.5%
No hunting land available for this species anymore	19	14.3%
I moved to a new location where I am not able to do this type of hunting	18	13.5%
Other, please describe	15	11.3%
I was not successful	13	9.8%
I need more training	11	8.3%
Medical reasons / disabilities	9	6.8%
No longer interested or did not enjoy this type of hunting	6	4.5%
Too expensive	3	2.3%
Total	133	100.0%

Current Shooting Activities

Table PC.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	384	88.1%
Traditional Rimfire Rifle	372	85.3%
Shotgun	371	85.1%
Semiautomatic Handgun	360	82.6%
Revolver	317	72.7%
MSR	224	51.4%
Traditional or Compound Bow	206	47.2%
Muzzleloader	160	36.7%
Crossbow	130	29.8%
None of the Above	4	0.9%
Total	436	100.0%

Table PC.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	348	79.5%
Plinking or informal target shooting with a traditional centerfire rifle	327	74.7%
Plinking or informal target shooting with a Semi-automatic Handgun	327	74.7%
Informal (backyard or testing) with a Shotgun	296	67.6%
Plinking or informal target shooting with a Revolver	291	66.4%
Sighting-in rifle with a traditional centerfire rifle	288	65.8%
Sighting-in rifle with a traditional rimfire rifle	256	58.4%
Pattern shotgun	223	50.9%
Sighting-in with a Semi-automatic Handgun	214	48.9%
Target shooting with a traditional or compound bow	206	47.0%
Plinking or informal target shooting with a MSR	199	45.4%
Sighting-In with a Shotgun	189	43.2%
Sporting clays with a Shotgun	188	42.9%
Long range with a traditional centerfire rifle	181	41.3%
Skeet with a Shotgun	167	38.1%
Sighting-in with a Revolver	166	37.9%
Trap with a Shotgun	165	37.7%
Benchrest with a traditional centerfire rifle	163	37.2%
Sighting-in rifle with a MSR	163	37.2%
Target shooting with a muzzleloader	160	36.5%
Target shooting with a crossbow	130	29.7%
Testing (Ammo & firearm) with a Semi-automatic Handgun	125	28.5%
Load Testing/Development with a traditional centerfire rifle	119	27.2%

Teaching/Informative with a Semi-automatic Handgun	107	24.4%
Benchrest with a traditional rimfire rifle	107	24.4%
Teaching/Informative with a traditional rimfire rifle	103	23.5%
Teaching/Informative with a Shotgun	101	23.1%
Bullseye with a Semi-automatic Handgun	97	22.1%
Testing (Ammo & firearm) with a Revolver	97	22.1%
Teaching/Informative with a traditional centerfire rifle	96	21.9%
Silhouette with a Semi-automatic Handgun	92	21.0%
Bullseye with a Revolver	88	20.1%
Target shooting with an air rifle at a range	87	19.9%
Long range with a MSR	77	17.6%
Teaching/Informative with a Revolver	74	16.9%
Teaching/Informative with a MSR	70	16.0%
Long range with a traditional rimfire rifle	70	16.0%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	69	15.8%
Silhouette with a traditional centerfire rifle	64	14.6%
5 Stand with a Shotgun	63	14.4%
Load Testing/Development with a MSR	63	14.4%
Dog training with a shotgun	63	14.4%
Silhouette with a Revolver	62	14.2%
Test reload with a Shotgun	60	13.7%
Load Testing/Development with a Semi-automatic Handgun	60	13.7%
Tactical with a MSR	58	13.2%
Load Testing/Development with a Revolver	58	13.2%
Wobble Trap with a Shotgun	56	12.8%
Benchrest with a MSR	54	12.3%
Training (Military / Defense / Law Enforcement) with a MSR	54	12.3%
Silhouette with a traditional rimfire rifle	54	12.3%
Silhouette with a MSR	43	9.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	42	9.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	31	7.1%
Load Testing/Development with a traditional rimfire rifle	31	7.1%
Bowling pin with a Semi-automatic Handgun	28	6.4%
Steel Challenge with a Semi-automatic Handgun	28	6.4%
Tactical with a traditional centerfire rifle	25	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	25	5.7%
Bowling pin with a Revolver	21	4.8%
Steel Challenge with a traditional centerfire rifle	20	4.6%
Steel Challenge with a traditional rimfire rifle	19	4.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	19	4.3%
Steel Challenge with a MSR	17	3.9%
Three (3) position with a MSR	17	3.9%

Tactical with a traditional rimfire rifle	16	3.7%
Three (3) position with a traditional rimfire rifle	16	3.7%
Cowboy action with a Revolver	15	3.4%
Three (3) position with a traditional centerfire rifle	14	3.2%
IDPA with a Semi-automatic Handgun	14	3.2%
3 Gun with a Shotgun	11	2.5%
3 Gun with a Semi-automatic Handgun	11	2.5%
Steel Challenge with a Revolver	11	2.5%
3 Gun with a MSR	9	2.1%
Cowboy action with a traditional centerfire rifle	6	1.4%
IPSC with a Semi-automatic Handgun	6	1.4%
NRA high power with a traditional centerfire rifle	5	1.1%
Cowboy Action with a Shotgun	4	0.9%
None of the above	4	0.9%
3 Gun with a traditional centerfire rifle	3	0.7%
Cowboy action with a Semi-automatic Handgun	3	0.7%
NRA high power with a MSR	2	0.5%
IDPA with a Revolver	2	0.5%
Schuetzen with a traditional centerfire rifle	1	0.2%
Schuetzen with a MSR	1	0.2%
3 Gun with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
Total	438	100.0%

Predator Hunting Interest

Table PC.21) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	36	31.0%
Don't know how to start	31	26.7%
Do not have time	30	25.9%
I do not have anyone to go with	21	18.1%
No hunting land available	18	15.5%
If I had a successful hunt I wouldn't know what to do with my harvest	17	14.7%
There are other activities I'd rather do	10	8.6%
My hunting skills need improving / I need more training	9	7.8%
I don't own the proper equipment	8	6.9%
This species is not found in my part of the country, or it is not legal to hunt	7	6.0%
Too expensive	7	6.0%
I moved to a new home and don't know where to go	6	5.2%
Medical reasons / disability	4	3.4%
I am not able to buy a license	3	2.6%
Hunting rules are too complex	2	1.7%
Other	1	0.9%
Total	116	100.0%

Influential Media and Individuals

Table PC.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	283	55.6%
Father	155	30.5%
Self / nobody else	111	21.8%
Uncle / Aunt	66	13.0%
Another relative	59	11.6%
Co-worker	57	11.2%
Sibling	46	9.0%
Grandparent	44	8.6%
Neighbor	27	5.3%
Spouse	19	3.7%
Children / grandchildren	18	3.5%
Guide / outfitter	17	3.3%
Other, please specify	9	1.8%
Mother	2	0.4%
Total	509	100.0%

Table PC.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	186	36.5%
Television shows	299	58.6%
Magazines	228	44.7%
Seminars	46	9.0%
Hunter education programs	63	12.4%
State wildlife management agencies	106	20.8%
Retailers	32	6.3%
Local clubs or social organizations	57	11.2%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	191	37.5%
Other, please specify	18	3.5%
Total	510	100.0%

Table PC.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	116	62.4%
Fish and Wildlife agency produced videos	52	28.0%
How-to videos	107	57.5%
Informational/political/talk show style	28	15.1%
Professionals hunting/fishing/shooting	142	76.3%
Non-professionals (home videos) hunting/fishing/shooting	107	57.5%
Comedy/blooper videos	18	9.7%
Competitions	30	16.1%
Product reviews	65	34.9%
Other	3	1.6%
Total	186	100.0%

Table PC.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	29	9.7%
Animal Planet	29	9.7%
Comcast SportsNet	3	1.0%
Discovery Channel	48	16.1%
ESPN/ESPN 2	12	4.0%
History Channel	39	13.1%
Military Channel	14	4.7%
National Geographic	34	11.4%
NBC Sports	11	3.7%
Outdoor Channel	248	83.2%
Pursuit Channel	132	44.3%
Sportsman Channel	220	73.8%
Sunshine Network / SUN Sports	3	1.0%
WildTV	17	5.7%
World Fishing Network	18	6.0%
Other national network	5	1.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	70	23.5%
I watched hunting/fishing TV, but don't remember the channel	74	24.8%
Total	298	100.0%

Table PC.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	240	46.8%
Programming offered by the Fish / Wildlife Agency for my state of residence	201	39.2%
Books / magazines	178	34.7%
YouTube videos	153	29.8%
Membership in a non-profit organization specific to this type of hunting	141	27.5%
Programming offered by outdoor retailers	138	26.9%
Joining a local hunt club	132	25.7%
Online forums / blogs	98	19.1%
Other: Please describe	56	10.9%
Total	513	100.0%

Table PC.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	73	33.6%	46	41.8%	62	36.0%	47	39.2%
Google+	56	25.8%	37	33.6%	46	26.7%	38	31.7%
Twitter	9	4.1%	9	8.2%	9	5.2%	6	5.0%
Pinterest	13	6.0%	14	12.7%	16	9.3%	7	5.8%
Instagram	16	7.4%	11	10.0%	15	8.7%	9	7.5%
YouTube	103	47.5%	65	59.1%	89	51.7%	65	54.2%
Television programs	116	53.5%	78	70.9%	100	58.1%	74	61.7%
Books	56	25.8%	44	40.0%	57	33.1%	50	41.7%
Magazines	162	74.7%	83	75.5%	116	67.4%	96	80.0%
Online Forums	64	29.5%	41	37.3%	60	34.9%	42	35.0%
Newsletter from hunting / wildlife groups or organizations	96	44.2%	56	50.9%	83	48.3%	80	66.7%
Fish / Wildlife Agency for My State of Residence	110	50.7%	63	57.3%	109	63.4%	74	61.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	86	39.6%	44	40.0%	70	40.7%	55	45.8%
Other	2	0.9%	2	1.8%	4	2.3%	2	1.7%
None Of The Above	3	1.4%	0	0.0%	4	2.3%	0	0.0%
Total	217	100.0%	110	100.0%	172	100.0%	120	100.0%

Table PC.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	53	41.1%	49	41.9%	57	35.8%	38	46.3%	11	23.4%
Google+	41	31.8%	31	26.5%	44	27.7%	25	30.5%	13	27.7%
Twitter	9	7.0%	6	5.1%	7	4.4%	8	9.8%	2	4.3%
Pinterest	12	9.3%	7	6.0%	11	6.9%	7	8.5%	2	4.3%
Instagram	12	9.3%	13	11.1%	7	4.4%	10	12.2%	2	4.3%
YouTube	105	81.4%	66	56.4%	83	52.2%	56	68.3%	18	38.3%
Television programs	70	54.3%	73	62.4%	94	59.1%	51	62.2%	30	63.8%
Books	44	34.1%	37	31.6%	65	40.9%	30	36.6%	12	25.5%
Magazines	89	69.0%	79	67.5%	140	88.1%	60	73.2%	39	83.0%
Online Forums	59	45.7%	43	36.8%	52	32.7%	53	64.6%	15	31.9%
Newsletter from hunting / wildlife groups or organizations	60	46.5%	54	46.2%	75	47.2%	37	45.1%	22	46.8%
Fish / Wildlife Agency for My State of Residence	61	47.3%	64	54.7%	82	51.6%	33	40.2%	31	66.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	50	38.8%	47	40.2%	59	37.1%	35	42.7%	19	40.4%
Other	3	2.3%	4	3.4%	2	1.3%	2	2.4%	3	6.4%
None Of The Above	2	1.6%	0	0.0%	0	0.0%	1	1.2%	2	4.3%
Total	129	100.0%	117	100.0%	159	100.0%	82	100.0%	47	100.0%

Predator Hunting with a Handgun

Table PH.1) **Sample frame**

	Count
Have not hunted predators in the past 3 years, and have not hunted with a handgun in that time either	292
Have not hunted predators in the past 3 years, but have hunted with a handgun recently	324
Have hunted predators in the past 3 years, but not with a handgun	276
Total sample	892

Table PH.2) How many respondents have hunted predators at some point in the past?

	Count
Have never hunted this species before	358
Have hunted this species before	534
Total	892

Demographic Information

Table PH.3) What is your current age?

	Count	Column Percent
18 to 24	9	1.3%
25 to 34	79	11.0%
35 to 44	106	14.8%
45 to 54	178	24.8%
55 to 64	178	24.8%
65 and older	168	23.4%
Total	718	100.0%

Table PH.4) What is your gender?

	Count	Column Percent
Male	700	97.5%
Female	18	2.5%
Total	718	100.0%

Table PH.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	25	3.5%
\$20,000 to \$29,999	32	4.5%
\$30,000 to \$39,999	32	4.5%
\$40,000 to \$49,999	58	8.1%
\$50,000 to \$74,999	152	21.2%
\$75,000 to \$99,999	128	17.8%
\$100,000 to \$149,999	171	23.8%
\$150,000 to \$200,000	63	8.8%
More than \$200,000	57	7.9%
Total	718	100.0%

Table PH.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	3	0.4%
High school graduation	144	20.1%
Trade school, associates degree or similar	244	34.0%
Bachelors degree	222	30.9%
Masters degree	79	11.0%
Ph D and higher	26	3.6%
Total	718	100.0%

Table PH.7) In which region do you live?

	Count	Column Percent
Northeast	96	13.4%
Midwest	182	25.3%
South	279	38.9%
West	158	22.0%
Canada	3	0.4%
Total	718	100.0%

Introduction to Hunting

Table PH.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	380	42.6%
11 to 17 years old	386	43.3%
18 to 24 years old	53	5.9%
25 to 34 years old	45	5.1%
35 to 44 years old	14	1.6%
45 to 54 years old	6	0.7%
55 to 64 years old	7	0.8%
65 years and older	0	0.0%
Total	891	100.0%

Table PH.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	6	0.7%
Deer	281	31.5%
Elk	13	1.5%
Other big game	6	0.7%
Predators	19	2.1%
Small game	490	55.0%
Turkey	31	3.5%
Upland game birds	219	24.6%
Waterfowl	66	7.4%
Wild pig / feral hog	22	2.5%
Others	19	2.1%
Total	891	100.0%

Table PH.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	5	0.6%
Compound bow	15	1.7%
Crossbow	3	0.3%
MSR	12	1.3%
No weapon / toy	15	1.7%
Revolver	5	0.6%
Semi-automatic handgun	2	0.2%
Shotgun	461	51.9%
Traditional bow	11	1.2%
Traditional rifle	358	40.3%
Other	2	0.2%
Total	889	100.0%

Table PH.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	26	2.9%
Aunt / Uncle	75	8.4%
Co-worker	10	1.1%
Father	537	60.3%
Friend	161	18.1%
Grandparent	109	12.2%
Guide / outfitter	5	0.6%
Mother	13	1.5%
Neighbor	18	2.0%
Nobody / I hunted alone on my first hunt	54	6.1%
Sibling	48	5.4%
Spouse	4	0.4%
Other	9	1.0%
Total	891	100.0%

Table PH.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	577	66.2%
Spend time with family or friends who already hunted	556	63.8%
Tradition / way of life	542	62.2%
Wanted to spend more time outdoors	520	59.7%
It's relaxing / an escape	391	44.9%
To become self-sufficient / become a provider / obtain my own meat	346	39.7%
I wanted a challenge / adventure	340	39.0%
Support conservation efforts	175	20.1%
Wanted to try a new sport	127	14.6%
To teach someone else / introduce my children or others to hunting	97	11.1%
Other Please write in	2	0.2%
Total	871	100.0%

Table PH.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	241	27.2%
1 year	62	7.0%
2 - 5 years	349	39.3%
6 to 10 years	90	10.1%
More than 10 years	85	9.6%
I have only ever hunted [the species that I first targeted]	60	6.8%
Total	887	100.0%

Table PH.14) Which species have you ever targeted?

	Count	Column Percent
Bear	281	33.8%
Deer	809	97.2%
Elk	271	32.6%
Other big game	203	24.4%
Others	22	2.6%
Predators	534	64.2%
Small game	742	89.2%
Turkey	616	74.0%
Upland game birds	682	82.0%
Waterfowl	549	66.0%
Wild pig / feral hog	302	36.3%
Total	832	100.0%

Current Hunting Activities

Table PH.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	134	16.3%
Deer	714	86.9%
Elk	165	20.1%
Other big game	76	9.2%
Others	37	4.5%
Predators	257	31.3%
Small game	492	59.9%
Turkey	460	56.0%
Upland game birds	438	53.3%
Waterfowl	272	33.1%
Wild pig / feral hog	190	23.1%
Total	822	100.0%

Table PH.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	793	88.9%
Shotgun	774	86.8%
Traditional bow/compound bow	366	41.0%
Modern sporting rifle / AR platform / AK platform	359	40.2%
Muzzleloader	316	35.4%
Handgun	276	30.9%
Crossbow	181	20.3%
Other	23	2.6%
Total	892	100.0%

Table PH.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	147	21.9%
Deer	95	14.2%
Elk	106	15.8%
Other big game	119	17.7%
Predators	275	41.0%
Small Game	261	38.9%
Turkey	156	23.2%
Upland game birds	243	36.2%
Waterfowl	275	41.0%
Wild pig / feral hog	112	16.7%
Total number of hunters who have lapsed at least one species in their lifetime	671	100.0%

Table PH.18) Why have you lapsed Predator Hunting?

	Count	Column Percent
Do not have time	128	49.0%
I do not have anybody to go with anymore	51	19.5%
No hunting land available for this species anymore	41	15.7%
I moved to a new location where I am not able to do this type of hunting	34	13.0%
Medical reasons / disabilities	27	10.3%
Other, please describe	26	10.0%
I need more training	15	5.7%
I was not successful	11	4.2%
No longer interested or did not enjoy this type of hunting	10	3.8%
Too expensive	5	1.9%
Total	261	100.0%

Current Shooting Activities

Table PH.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	608	88.0%
Semiautomatic Handgun	604	87.4%
Traditional Rimfire Rifle	597	86.4%
Shotgun	583	84.4%
Revolver	520	75.3%
MSR	383	55.4%
Traditional or Compound Bow	273	39.5%
Muzzleloader	189	27.4%
Crossbow	140	20.3%
None of the Above	8	1.2%
Total	691	100.0%

Table PH.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	565	81.6%
Plinking or informal target shooting with a traditional rimfire rifle	558	80.6%
Plinking or informal target shooting with a traditional centerfire rifle	514	74.3%
Plinking or informal target shooting with a Revolver	484	69.9%
Sighting-in rifle with a traditional centerfire rifle	483	69.8%
Informal (backyard or testing) with a Shotgun	428	61.8%
Sighting-in rifle with a traditional rimfire rifle	409	59.1%
Sighting-in with a Semi-automatic Handgun	360	52.0%
Plinking or informal target shooting with a MSR	338	48.8%
Pattern shotgun	330	47.7%
Sporting clays with a Shotgun	311	44.9%
Sighting-in with a Revolver	279	40.3%
Target shooting with a traditional or compound bow	273	39.5%
Sighting-in rifle with a MSR	267	38.6%
Skeet with a Shotgun	265	38.3%
Trap with a Shotgun	264	38.2%
Long range with a traditional centerfire rifle	263	38.0%
Sighting-In with a Shotgun	249	36.0%
Benchrest with a traditional centerfire rifle	248	35.8%
Testing (Ammo & firearm) with a Semi-automatic Handgun	213	30.8%
Load Testing/Development with a traditional centerfire rifle	198	28.6%
Target shooting with a muzzleloader	189	27.3%
Teaching/Informative with a Semi-automatic Handgun	186	26.9%

Testing (Ammo & firearm) with a Revolver	178	25.7%
Bullseye with a Semi-automatic Handgun	174	25.1%
Teaching/Informative with a traditional rimfire rifle	156	22.5%
Teaching/Informative with a Shotgun	155	22.4%
Teaching/Informative with a traditional centerfire rifle	155	22.4%
Benchrest with a traditional rimfire rifle	154	22.3%
Target shooting with a crossbow	140	20.2%
Teaching/Informative with a Revolver	136	19.7%
Silhouette with a Semi-automatic Handgun	130	18.8%
Bullseye with a Revolver	130	18.8%
Load Testing/Development with a Semi-automatic Handgun	122	17.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	122	17.6%
Teaching/Informative with a MSR	121	17.5%
Load Testing/Development with a Revolver	119	17.2%
Target shooting with an air rifle at a range	115	16.6%
Long range with a MSR	98	14.2%
Load Testing/Development with a MSR	97	14.0%
Tactical with a MSR	97	14.0%
Wobble Trap with a Shotgun	87	12.6%
Training (Military / Defense / Law Enforcement) with a MSR	87	12.6%
Long range with a traditional rimfire rifle	87	12.6%
Benchrest with a MSR	86	12.4%
5 Stand with a Shotgun	85	12.3%
Silhouette with a traditional centerfire rifle	84	12.1%
Silhouette with a Revolver	80	11.6%
Test reload with a Shotgun	78	11.3%
Silhouette with a traditional rimfire rifle	71	10.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	70	10.1%
Dog training with a shotgun	70	10.1%
Steel Challenge with a Semi-automatic Handgun	56	8.1%
Silhouette with a MSR	51	7.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	46	6.6%
Tactical with a traditional centerfire rifle	45	6.5%
Bowling pin with a Semi-automatic Handgun	45	6.5%
Training (Military / Defense / Law Enforcement) with a Revolver	42	6.1%
Load Testing/Development with a traditional rimfire rifle	40	5.8%
IDPA with a Semi-automatic Handgun	32	4.6%
Bowling pin with a Revolver	32	4.6%
Steel Challenge with a MSR	29	4.2%
Steel Challenge with a traditional rimfire rifle	29	4.2%
Cowboy action with a Revolver	27	3.9%
Steel Challenge with a Revolver	26	3.8%
3 Gun with a Shotgun	24	3.5%

Three (3) position with a traditional centerfire rifle	24	3.5%
Steel Challenge with a traditional centerfire rifle	23	3.3%
3 Gun with a Semi-automatic Handgun	22	3.2%
Tactical with a traditional rimfire rifle	22	3.2%
Three (3) position with a MSR	21	3.0%
3 Gun with a MSR	19	2.7%
Three (3) position with a traditional rimfire rifle	19	2.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	19	2.7%
IPSC with a Semi-automatic Handgun	16	2.3%
Cowboy action with a traditional centerfire rifle	11	1.6%
Cowboy Action with a Shotgun	9	1.3%
None of the above	8	1.2%
3 Gun with a traditional centerfire rifle	7	1.0%
NRA high power with a traditional centerfire rifle	7	1.0%
NRA high power with a MSR	7	1.0%
IDPA with a Revolver	5	0.7%
3 Gun with a Revolver	4	0.6%
3 Gun with a traditional rimfire rifle	4	0.6%
Cowboy action with a Semi-automatic Handgun	3	0.4%
IPSC with a Revolver	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.1%
Schuetzen with a MSR	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	692	100.0%

Predator Hunting Interest

Table PH.21) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	66	31.4%
I do not have anyone to go with	51	24.3%
Don't know how to start	48	22.9%
Do not have time	45	21.4%
My hunting skills need improving / I need more training	31	14.8%
No hunting land available	30	14.3%
There are other activities I'd rather do	30	14.3%
If I had a successful hunt I wouldn't know what to do with my harvest	29	13.8%
I don't own the proper equipment	21	10.0%
I moved to a new home and don't know where to go	14	6.7%
This species is not found in my part of the country, or it is not legal to hunt	13	6.2%
Too expensive	8	3.8%
Medical reasons / disability	7	3.3%
Other	6	2.9%
I am not able to buy a license	4	1.9%
Hunting rules are too complex	4	1.9%
Total	210	100.0%

Influential Media and Individuals

Table PH.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	449	54.8%
Father	258	31.5%
Self / nobody else	163	19.9%
Co-worker	87	10.6%
Another relative	85	10.4%
Sibling	81	9.9%
Grandparent	75	9.1%
Uncle / Aunt	69	8.4%
Children / grandchildren	30	3.7%
Neighbor	30	3.7%
Spouse	29	3.5%
Guide / outfitter	16	2.0%
Other, please specify	15	1.8%
Mother	4	0.5%
Total	820	100.0%

Table PH.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	275	33.5%
Television shows	451	54.9%
Magazines	331	40.3%
Seminars	51	6.2%
Hunter education programs	89	10.8%
State wildlife management agencies	162	19.7%
Retailers	54	6.6%
Local clubs or social organizations	99	12.1%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	283	34.5%
Other, please specify	44	5.4%
Total	821	100.0%

Table PH.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	144	52.6%
Fish and Wildlife agency produced videos	74	27.0%
How-to videos	155	56.6%
Informational/political/talk show style	41	15.0%
Professionals hunting/fishing/shooting	215	78.5%
Non-professionals (home videos) hunting/fishing/shooting	157	57.3%
Comedy/blooper videos	18	6.6%
Competitions	43	15.7%
Product reviews	109	39.8%
Other	3	1.1%
Total	274	100.0%

Table PH.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	36	8.0%
Animal Planet	43	9.6%
Comcast SportsNet	8	1.8%
Discovery Channel	62	13.8%
ESPN/ESPN 2	24	5.3%
History Channel	51	11.4%
Military Channel	19	4.2%
National Geographic	52	11.6%
NBC Sports	14	3.1%
Outdoor Channel	380	84.6%
Pursuit Channel	188	41.9%
Sportsman Channel	309	68.8%
Sunshine Network / SUN Sports	3	0.7%
WildTV	14	3.1%
World Fishing Network	22	4.9%
Other national network	2	0.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	103	22.9%
I watched hunting/fishing TV, but don't remember the channel	101	22.5%
Total	449	100.0%

Table PH.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	352	42.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	316	38.2%
Books / magazines	296	35.7%
Membership in a non-profit organization specific to this type of hunting	241	29.1%
YouTube videos	226	27.3%
Programming offered by outdoor retailers	219	26.4%
Joining a local hunt club	212	25.6%
Online forums / blogs	166	20.0%
Other: Please describe	88	10.6%
Total	828	100.0%

Table PH.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	109	35.9%	66	36.1%	82	30.1%	72	35.6%
Google+	67	22.0%	54	29.5%	60	22.1%	46	22.8%
Twitter	11	3.6%	14	7.7%	13	4.8%	11	5.4%
Pinterest	11	3.6%	7	3.8%	12	4.4%	7	3.5%
Instagram	21	6.9%	17	9.3%	20	7.4%	20	9.9%
YouTube	142	46.7%	105	57.4%	141	51.8%	111	55.0%
Television programs	162	53.3%	121	66.1%	147	54.0%	120	59.4%
Books	61	20.1%	52	28.4%	68	25.0%	64	31.7%
Magazines	217	71.4%	138	75.4%	188	69.1%	152	75.2%
Online Forums	92	30.3%	71	38.8%	99	36.4%	72	35.6%
Newsletter from hunting / wildlife groups or organizations	141	46.4%	89	48.6%	122	44.9%	124	61.4%
Fish / Wildlife Agency for My State of Residence	179	58.9%	109	59.6%	175	64.3%	130	64.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	124	40.8%	82	44.8%	110	40.4%	89	44.1%
Other	6	2.0%	4	2.2%	5	1.8%	3	1.5%
None Of The Above	8	2.6%	2	1.1%	6	2.2%	2	1.0%
Total	304	100.0%	183	100.0%	272	100.0%	202	100.0%

Table PH.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	65	34.8%	61	34.1%	77	30.1%	52	38.2%	17	21.5%
Google+	51	27.3%	41	22.9%	67	26.2%	36	26.5%	14	17.7%
Twitter	14	7.5%	12	6.7%	10	3.9%	14	10.3%	1	1.3%
Pinterest	9	4.8%	5	2.8%	9	3.5%	6	4.4%	1	1.3%
Instagram	16	8.6%	12	6.7%	17	6.6%	18	13.2%	5	6.3%
YouTube	152	81.3%	98	54.7%	127	49.6%	87	64.0%	34	43.0%
Television programs	100	53.5%	101	56.4%	155	60.5%	75	55.1%	46	58.2%
Books	51	27.3%	48	26.8%	99	38.7%	46	33.8%	26	32.9%
Magazines	129	69.0%	121	67.6%	223	87.1%	93	68.4%	59	74.7%
Online Forums	90	48.1%	68	38.0%	81	31.6%	81	59.6%	26	32.9%
Newsletter from hunting / wildlife groups or organizations	83	44.4%	88	49.2%	114	44.5%	57	41.9%	34	43.0%
Fish / Wildlife Agency for My State of Residence	97	51.9%	102	57.0%	137	53.5%	73	53.7%	47	59.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	72	38.5%	76	42.5%	94	36.7%	48	35.3%	30	38.0%
Other	5	2.7%	5	2.8%	5	2.0%	6	4.4%	3	3.8%
None Of The Above	3	1.6%	1	0.6%	2	0.8%	2	1.5%	4	5.1%
Total	187	100.0%	179	100.0%	256	100.0%	136	100.0%	79	100.0%

Predator Hunting with a Modern Sporting Rifle

Table PM.1) **Sample frame**

	Count
Have not hunted predators in the past 3 years, and have not hunted with a MSR in that time either	811
Have not hunted predators in the past 3 years, but have hunted with a MSR recently	610
Have hunted predators in the past 3 years, but not with a MSR	617
Total sample	2038

Table PM.2) How many respondents have hunted predators at some point in the past?

	Count
Have never hunted this species before	905
Have hunted this species before	1133
Total	2038

Demographic Information

Table PM.3) What is your current age?

	Count	Column Percent
18 to 24	26	1.6%
25 to 34	155	9.6%
35 to 44	255	15.8%
45 to 54	403	24.9%
55 to 64	461	28.5%
65 and older	318	19.7%
Total	1,618	100.0%

Table PM.4) What is your gender?

	Count	Column Percent
Male	1,586	98.0%
Female	33	2.0%
Total	1,619	100.0%

Table PM.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	54	3.4%
\$20,000 to \$29,999	56	3.5%
\$30,000 to \$39,999	63	3.9%
\$40,000 to \$49,999	120	7.5%
\$50,000 to \$74,999	320	19.9%
\$75,000 to \$99,999	317	19.7%
\$100,000 to \$149,999	398	24.7%
\$150,000 to \$200,000	155	9.6%
More than \$200,000	127	7.9%
Total	1,610	100.0%

Table PM.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	9	0.6%
High school graduation	309	19.1%
Trade school, associates degree or similar	535	33.0%
Bachelors degree	521	32.2%
Masters degree	188	11.6%
Ph D and higher	58	3.6%
Total	1,620	100.0%

Table PM.7) In which region do you live?

	Count	Column Percent
Northeast	229	14.1%
Midwest	495	30.6%
South	584	36.1%
West	300	18.5%
Canada	11	0.7%
Total	1,619	100.0%

Introduction to Hunting

Table PM.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	843	41.4%
11 to 17 years old	911	44.7%
18 to 24 years old	131	6.4%
25 to 34 years old	87	4.3%
35 to 44 years old	37	1.8%
45 to 54 years old	17	0.8%
55 to 64 years old	11	0.5%
65 years and older	0	0.0%
Total	2,037	100.0%

Table PM.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	13	0.6%
Deer	619	30.4%
Elk	29	1.4%
Other big game	13	0.6%
Predators	29	1.4%
Small game	1,084	53.2%
Turkey	59	2.9%
Upland game birds	520	25.5%
Waterfowl	146	7.2%
Wild pig / feral hog	43	2.1%
Others	37	1.8%
Total	2,037	100.0%

Table PM.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	14	0.7%
Compound bow	45	2.2%
Crossbow	4	0.2%
MSR	20	1.0%
No weapon / toy	47	2.3%
Revolver	4	0.2%
Semi-automatic handgun	6	0.3%
Shotgun	1,136	55.9%
Traditional bow	17	0.8%
Traditional rifle	733	36.1%
Other	5	0.2%
Total	2,031	100.0%

Table PM.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	69	3.4%
Aunt / Uncle	225	11.1%
Co-worker	27	1.3%
Father	1,196	58.7%
Friend	356	17.5%
Grandparent	214	10.5%
Guide / outfitter	11	0.5%
Mother	25	1.2%
Neighbor	50	2.5%
Nobody / I hunted alone on my first hunt	107	5.3%
Sibling	100	4.9%
Spouse	12	0.6%
Other	26	1.3%
Total	2,036	100.0%

Table PM.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,273	64.1%
It has always interested me	1,250	62.9%
Tradition / way of life	1,200	60.4%
Wanted to spend more time outdoors	1,137	57.2%
It's relaxing / an escape	819	41.2%
I wanted a challenge / adventure	718	36.1%
To become self-sufficient / become a provider / obtain my own meat	684	34.4%
Support conservation efforts	363	18.3%
Wanted to try a new sport	278	14.0%
To teach someone else / introduce my children or others to hunting	182	9.2%
Other Please write in	4	0.2%
Total	1,987	100.0%

Table PM.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	554	27.3%
1 year	135	6.7%
2 - 5 years	786	38.8%
6 to 10 years	235	11.6%
More than 10 years	188	9.3%
I have only ever hunted [the species that I first targeted]	129	6.4%
Total	2,027	100.0%

Table PM.14) Which species have you ever targeted?

	Count	Column Percent
Bear	603	31.6%
Deer	1,851	97.0%
Elk	612	32.1%
Other big game	430	22.5%
Others	46	2.4%
Predators	1,133	59.4%
Small game	1,701	89.1%
Turkey	1,431	75.0%
Upland game birds	1,584	83.0%
Waterfowl	1,260	66.0%
Wild pig / feral hog	641	33.6%
Total	1,909	100.0%

Current Hunting Activities

Table PM.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	274	14.5%
Deer	1,639	87.0%
Elk	346	18.4%
Other big game	152	8.1%
Others	80	4.2%
Predators	565	30.0%
Small game	1,013	53.8%
Turkey	1,063	56.4%
Upland game birds	957	50.8%
Waterfowl	613	32.5%
Wild pig / feral hog	376	20.0%
Total	1,884	100.0%

Table PM.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,794	88.0%
Shotgun	1,735	85.1%
Traditional bow/compound bow	849	41.7%
Muzzleloader	791	38.8%
Handgun	624	30.6%
Modern sporting rifle / AR platform / AK platform	535	26.3%
Crossbow	486	23.8%
Other	39	1.9%
Total	2,038	100.0%

Table PM.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	329	20.7%
Deer	211	13.3%
Elk	266	16.8%
Other big game	259	16.3%
Predators	564	35.5%
Small Game	709	44.6%
Turkey	367	23.1%
Upland game birds	626	39.4%
Waterfowl	639	40.2%
Wild pig / feral hog	265	16.7%
Total number of hunters who have lapsed at least one species in their lifetime	1,588	100.0%

Table PM.18) Why have you lapsed Predator Hunting?

	Count	Column Percent
Do not have time	276	50.5%
I do not have anybody to go with anymore	114	20.9%
No hunting land available for this species anymore	88	16.1%
I moved to a new location where I am not able to do this type of hunting	70	12.8%
Medical reasons / disabilities	43	7.9%
Other, please describe	43	7.9%
I need more training	37	6.8%
I was not successful	26	4.8%
No longer interested or did not enjoy this type of hunting	19	3.5%
Too expensive	14	2.6%
Total	546	100.0%

Current Shooting Activities

Table PM.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,362	85.2%
Semiautomatic Handgun	1,357	84.9%
Traditional Rimfire Rifle	1,347	84.3%
Shotgun	1,327	83.0%
Revolver	1,123	70.3%
MSR	906	56.7%
Traditional or Compound Bow	634	39.7%
Muzzleloader	495	31.0%
Crossbow	363	22.7%
None of the Above	25	1.6%
Total	1,598	100.0%

Table PM.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	1,255	78.3%
Plinking or informal target shooting with a Semi-automatic Handgun	1,247	77.8%
Plinking or informal target shooting with a traditional centerfire rifle	1,132	70.6%
Sighting-in rifle with a traditional centerfire rifle	1,071	66.8%
Plinking or informal target shooting with a Revolver	1,029	64.2%
Informal (backyard or testing) with a Shotgun	923	57.6%
Sighting-in rifle with a traditional rimfire rifle	869	54.2%
Plinking or informal target shooting with a MSR	792	49.4%
Sighting-in with a Semi-automatic Handgun	768	47.9%
Pattern shotgun	742	46.3%
Sporting clays with a Shotgun	702	43.8%
Target shooting with a traditional or compound bow	634	39.6%
Sighting-in rifle with a MSR	625	39.0%
Trap with a Shotgun	615	38.4%
Skeet with a Shotgun	607	37.9%
Sighting-In with a Shotgun	541	33.7%
Long range with a traditional centerfire rifle	535	33.4%
Sighting-in with a Revolver	532	33.2%
Benchrest with a traditional centerfire rifle	522	32.6%
Target shooting with a muzzleloader	495	30.9%
Testing (Ammo & firearm) with a Semi-automatic Handgun	457	28.5%
Load Testing/Development with a traditional centerfire rifle	447	27.9%
Teaching/Informative with a Semi-automatic Handgun	363	22.6%

Target shooting with a crossbow	363	22.6%
Testing (Ammo & firearm) with a Revolver	357	22.3%
Benchrest with a traditional rimfire rifle	331	20.6%
Teaching/Informative with a Shotgun	328	20.5%
Teaching/Informative with a traditional rimfire rifle	326	20.3%
Teaching/Informative with a traditional centerfire rifle	324	20.2%
Bullseye with a Semi-automatic Handgun	292	18.2%
Silhouette with a Semi-automatic Handgun	261	16.3%
Load Testing/Development with a Semi-automatic Handgun	260	16.2%
Target shooting with an air rifle at a range	256	16.0%
Teaching/Informative with a Revolver	242	15.1%
Teaching/Informative with a MSR	236	14.7%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	234	14.6%
Load Testing/Development with a Revolver	233	14.5%
Load Testing/Development with a MSR	231	14.4%
5 Stand with a Shotgun	226	14.1%
Bullseye with a Revolver	213	13.3%
Tactical with a MSR	201	12.5%
Long range with a MSR	196	12.2%
Benchrest with a MSR	189	11.8%
Wobble Trap with a Shotgun	188	11.7%
Test reload with a Shotgun	170	10.6%
Training (Military / Defense / Law Enforcement) with a MSR	167	10.4%
Silhouette with a traditional centerfire rifle	163	10.2%
Silhouette with a Revolver	154	9.6%
Long range with a traditional rimfire rifle	149	9.3%
Silhouette with a traditional rimfire rifle	143	8.9%
Dog training with a shotgun	142	8.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	128	8.0%
Steel Challenge with a Semi-automatic Handgun	110	6.9%
Bowling pin with a Semi-automatic Handgun	95	5.9%
Tactical with a traditional centerfire rifle	92	5.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	85	5.3%
Silhouette with a MSR	83	5.2%
Load Testing/Development with a traditional rimfire rifle	75	4.7%
Training (Military / Defense / Law Enforcement) with a Revolver	69	4.3%
3 Gun with a Shotgun	62	3.9%
3 Gun with a Semi-automatic Handgun	59	3.7%
Bowling pin with a Revolver	59	3.7%
IDPA with a Semi-automatic Handgun	55	3.4%
3 Gun with a MSR	52	3.2%
Steel Challenge with a Revolver	50	3.1%
Steel Challenge with a traditional rimfire rifle	49	3.1%

Steel Challenge with a traditional centerfire rifle	48	3.0%
Cowboy action with a Revolver	43	2.7%
Three (3) position with a traditional centerfire rifle	39	2.4%
Steel Challenge with a MSR	38	2.4%
Tactical with a traditional rimfire rifle	38	2.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	38	2.4%
Three (3) position with a MSR	34	2.1%
IPSC with a Semi-automatic Handgun	34	2.1%
Three (3) position with a traditional rimfire rifle	29	1.8%
None of the above	25	1.6%
Cowboy Action with a Shotgun	21	1.3%
Cowboy action with a traditional centerfire rifle	20	1.2%
NRA high power with a traditional centerfire rifle	19	1.2%
NRA high power with a MSR	15	0.9%
3 Gun with a traditional centerfire rifle	11	0.7%
IDPA with a Revolver	9	0.6%
Cowboy action with a Semi-automatic Handgun	8	0.5%
IPSC with a Revolver	7	0.4%
3 Gun with a traditional rimfire rifle	6	0.4%
3 Gun with a Revolver	5	0.3%
Cowboy action with a traditional rimfire rifle	5	0.3%
Schuetzen with a traditional centerfire rifle	3	0.2%
Schuetzen with a MSR	2	0.1%
NRA high power with a traditional rimfire rifle	2	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	1,603	100.0%

Predator Hunting Interest

Table PM.21) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	169	29.2%
Do not have time	129	22.3%
I do not have anyone to go with	128	22.1%
Don't know how to start	115	19.9%
My hunting skills need improving / I need more training	96	16.6%
No hunting land available	77	13.3%
If I had a successful hunt I wouldn't know what to do with my harvest	72	12.5%
There are other activities I'd rather do	67	11.6%
I don't own the proper equipment	67	11.6%
This species is not found in my part of the country, or it is not legal to hunt	31	5.4%
I moved to a new home and don't know where to go	25	4.3%
Too expensive	18	3.1%
Hunting rules are too complex	13	2.2%
Medical reasons / disability	13	2.2%
Other	13	2.2%
I am not able to buy a license	3	0.5%
Total	578	100.0%

Influential Media and Individuals

Table PM.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,094	58.0%
Father	504	26.7%
Self / nobody else	339	18.0%
Another relative	189	10.0%
Co-worker	174	9.2%
Sibling	148	7.8%
Uncle / Aunt	136	7.2%
Grandparent	121	6.4%
Neighbor	86	4.6%
Children / grandchildren	77	4.1%
Guide / outfitter	48	2.5%
Spouse	44	2.3%
Other, please specify	26	1.4%
Mother	11	0.6%
Total	1,886	100.0%

Table PM.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	583	31.1%
Television shows	1,037	55.3%
Magazines	749	40.0%
Seminars	105	5.6%
Hunter education programs	172	9.2%
State wildlife management agencies	312	16.6%
Retailers	98	5.2%
Local clubs or social organizations	205	10.9%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	656	35.0%
Other, please specify	69	3.7%
Total	1,874	100.0%

Table PM.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	318	54.8%
Fish and Wildlife agency produced videos	143	24.7%
How-to videos	287	49.5%
Informational/political/talk show style	64	11.0%
Professionals hunting/fishing/shooting	442	76.2%
Non-professionals (home videos) hunting/fishing/shooting	329	56.7%
Comedy/blooper videos	27	4.7%
Competitions	66	11.4%
Product reviews	206	35.5%
Other	10	1.7%
Total	580	100.0%

Table PM.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	43	4.2%
Animal Planet	69	6.7%
Comcast SportsNet	8	0.8%
Discovery Channel	123	11.9%
ESPN/ESPN 2	56	5.4%
History Channel	107	10.4%
Military Channel	43	4.2%
National Geographic	92	8.9%
NBC Sports	33	3.2%
Outdoor Channel	877	85.0%
Pursuit Channel	384	37.2%
Sportsman Channel	707	68.5%
Sunshine Network / SUN Sports	11	1.1%
WildTV	25	2.4%
World Fishing Network	52	5.0%
Other national network	10	1.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	211	20.4%
I watched hunting/fishing TV, but don't remember the channel	202	19.6%
Total	1,032	100.0%

Table PM.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	801	42.6%
Programming offered by the Fish / Wildlife Agency for my state of residence	640	34.1%
Books / magazines	618	32.9%
YouTube videos	507	27.0%
Membership in a non-profit organization specific to this type of hunting	502	26.7%
Programming offered by outdoor retailers	450	23.9%
Joining a local hunt club	445	23.7%
Online forums / blogs	358	19.1%
Other: Please describe	186	9.9%
Total	1,879	100.0%

Table PM.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	198	29.1%	117	30.5%	170	30.9%	142	34.4%
Google+	147	21.6%	97	25.3%	112	20.3%	81	19.6%
Twitter	26	3.8%	23	6.0%	26	4.7%	22	5.3%
Pinterest	25	3.7%	16	4.2%	24	4.4%	14	3.4%
Instagram	56	8.2%	31	8.1%	50	9.1%	45	10.9%
YouTube	320	47.0%	208	54.3%	290	52.6%	208	50.4%
Television programs	365	53.6%	230	60.1%	291	52.8%	234	56.7%
Books	144	21.1%	101	26.4%	139	25.2%	128	31.0%
Magazines	491	72.1%	295	77.0%	381	69.1%	308	74.6%
Online Forums	209	30.7%	124	32.4%	177	32.1%	153	37.0%
Newsletter from hunting / wildlife groups or organizations	297	43.6%	158	41.3%	232	42.1%	224	54.2%
Fish / Wildlife Agency for My State of Residence	370	54.3%	211	55.1%	347	63.0%	263	63.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	245	36.0%	142	37.1%	223	40.5%	172	41.6%
Other	14	2.1%	7	1.8%	12	2.2%	5	1.2%
None Of The Above	20	2.9%	7	1.8%	12	2.2%	6	1.5%
Total	681	100.0%	383	100.0%	551	100.0%	413	100.0%

Table PM.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	150	35.8%	112	30.2%	152	28.4%	101	34.5%	36	22.9%
Google+	88	21.0%	77	20.8%	102	19.0%	63	21.5%	34	21.7%
Twitter	29	6.9%	24	6.5%	30	5.6%	24	8.2%	6	3.8%
Pinterest	19	4.5%	9	2.4%	24	4.5%	17	5.8%	3	1.9%
Instagram	47	11.2%	38	10.2%	44	8.2%	42	14.3%	10	6.4%
YouTube	330	78.8%	189	50.9%	259	48.3%	178	60.8%	64	40.8%
Television programs	229	54.7%	192	51.8%	324	60.4%	171	58.4%	80	51.0%
Books	119	28.4%	93	25.1%	187	34.9%	84	28.7%	37	23.6%
Magazines	290	69.2%	253	68.2%	467	87.1%	210	71.7%	117	74.5%
Online Forums	171	40.8%	119	32.1%	160	29.9%	158	53.9%	37	23.6%
Newsletter from hunting / wildlife groups or organizations	164	39.1%	145	39.1%	225	42.0%	119	40.6%	56	35.7%
Fish / Wildlife Agency for My State of Residence	208	49.6%	201	54.2%	277	51.7%	154	52.6%	96	61.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	138	32.9%	138	37.2%	191	35.6%	107	36.5%	54	34.4%
Other	11	2.6%	8	2.2%	11	2.1%	8	2.7%	10	6.4%
None Of The Above	8	1.9%	9	2.4%	5	0.9%	5	1.7%	5	3.2%
Total	419	100.0%	371	100.0%	536	100.0%	293	100.0%	157	100.0%

Predator Hunting with a Muzzleloader

Table PZ.1) **Sample frame**

	Count
Have not hunted predators in the past 3 years, and have not hunted with a muzzleloader in that time either	114
Have not hunted predators in the past 3 years, but have hunted with a muzzleloader recently	180
Have hunted predators in the past 3 years, but not with a muzzleloader	110
Total sample	404

Table PZ.2) How many respondents have hunted predators at some point in the past?

	Count
Have never hunted this species before	169
Have hunted this species before	235
Total	404

Demographic Information

Table PZ.3) What is your current age?

	Count	Column Percent
18 to 24	7	2.1%
25 to 34	31	9.1%
35 to 44	47	13.9%
45 to 54	78	23.0%
55 to 64	98	28.9%
65 and older	78	23.0%
Total	339	100.0%

Table PZ.4) What is your gender?

	Count	Column Percent
Male	333	98.2%
Female	6	1.8%
Total	339	100.0%

Table PZ.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	16	4.7%
\$20,000 to \$29,999	14	4.1%
\$30,000 to \$39,999	17	5.0%
\$40,000 to \$49,999	34	10.0%
\$50,000 to \$74,999	69	20.4%
\$75,000 to \$99,999	62	18.3%
\$100,000 to \$149,999	73	21.5%
\$150,000 to \$200,000	31	9.1%
More than \$200,000	23	6.8%
Total	339	100.0%

Table PZ.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	81	23.9%
Trade school, associates degree or similar	113	33.3%
Bachelors degree	96	28.3%
Masters degree	38	11.2%
Ph D and higher	11	3.2%
Total	339	100.0%

Table PZ.7) In which region do you live?

	Count	Column Percent
Northeast	44	13.0%
Midwest	80	23.6%
South	137	40.4%
West	74	21.8%
Canada	4	1.2%
Total	339	100.0%

Introduction to Hunting

Table PZ.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	187	46.3%
11 to 17 years old	161	39.9%
18 to 24 years old	27	6.7%
25 to 34 years old	17	4.2%
35 to 44 years old	8	2.0%
45 to 54 years old	1	0.2%
55 to 64 years old	2	0.5%
65 years and older	1	0.2%
Total	404	100.0%

Table PZ.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	4	1.0%
Deer	121	30.0%
Elk	3	0.7%
Other big game	1	0.2%
Predators	7	1.7%
Small game	245	60.6%
Turkey	17	4.2%
Upland game birds	90	22.3%
Waterfowl	23	5.7%
Wild pig / feral hog	9	2.2%
Others	9	2.2%
Total	404	100.0%

Table PZ.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	4	1.0%
Compound bow	9	2.2%
Crossbow	2	0.5%
MSR	8	2.0%
No weapon / toy	6	1.5%
Revolver	2	0.5%
Semi-automatic handgun	1	0.2%
Shotgun	207	51.2%
Traditional bow	5	1.2%
Traditional rifle	158	39.1%
Other	2	0.5%
Total	404	100.0%

Table PZ.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	19	4.7%
Aunt / Uncle	53	13.2%
Co-worker	9	2.2%
Father	234	58.1%
Friend	64	15.9%
Grandparent	46	11.4%
Guide / outfitter	2	0.5%
Mother	5	1.2%
Neighbor	11	2.7%
Nobody / I hunted alone on my first hunt	23	5.7%
Sibling	15	3.7%
Spouse	0	0.0%
Other	3	0.7%
Total	403	100.0%

Table PZ.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	274	68.8%
Spend time with family or friends who already hunted	260	65.3%
Tradition / way of life	255	64.1%
Wanted to spend more time outdoors	252	63.3%
It's relaxing / an escape	181	45.5%
I wanted a challenge / adventure	156	39.2%
To become self-sufficient / become a provider / obtain my own meat	151	37.9%
Support conservation efforts	84	21.1%
Wanted to try a new sport	65	16.3%
To teach someone else / introduce my children or others to hunting	43	10.8%
Other Please write in	0	0.0%
Total	398	100.0%

Table PZ.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	113	28.2%
1 year	29	7.2%
2 - 5 years	152	37.9%
6 to 10 years	47	11.7%
More than 10 years	36	9.0%
I have only ever hunted [the species that I first targeted]	24	6.0%
Total	401	100.0%

Table PZ.14) Which species have you ever targeted?

	Count	Column Percent
Bear	149	39.2%
Deer	375	98.7%
Elk	130	34.2%
Other big game	97	25.5%
Others	8	2.1%
Predators	235	61.8%
Small game	347	91.3%
Turkey	304	80.0%
Upland game birds	323	85.0%
Waterfowl	265	69.7%
Wild pig / feral hog	147	38.7%
Total	380	100.0%

Current Hunting Activities

Table PZ.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	69	18.4%
Deer	339	90.2%
Elk	80	21.3%
Other big game	34	9.0%
Others	14	3.7%
Predators	103	27.4%
Small game	235	62.5%
Turkey	232	61.7%
Upland game birds	197	52.4%
Waterfowl	128	34.0%
Wild pig / feral hog	90	23.9%
Total	376	100.0%

Table PZ.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	371	91.8%
Shotgun	359	88.9%
Traditional bow/compound bow	194	48.0%
Muzzleloader	171	42.3%
Modern sporting rifle / AR platform / AK platform	146	36.1%
Handgun	128	31.7%
Crossbow	101	25.0%
Other	11	2.7%
Total	404	100.0%

Table PZ.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	80	25.6%
Deer	36	11.5%
Elk	50	16.0%
Other big game	61	19.5%
Predators	131	41.9%
Small Game	116	37.1%
Turkey	72	23.0%
Upland game birds	126	40.3%
Waterfowl	137	43.8%
Wild pig / feral hog	57	18.2%
Total number of hunters who have lapsed at least one species in their lifetime	313	100.0%

Table PZ.18) Why have you lapsed Predator Hunting?

	Count	Column Percent
Do not have time	67	54.5%
No hunting land available for this species anymore	17	13.8%
I do not have anybody to go with anymore	15	12.2%
Other, please describe	15	12.2%
I moved to a new location where I am not able to do this type of hunting	12	9.8%
I was not successful	9	7.3%
I need more training	9	7.3%
Medical reasons / disabilities	9	7.3%
No longer interested or did not enjoy this type of hunting	5	4.1%
Too expensive	4	3.3%
Total	123	100.0%

Current Shooting Activities

Table PZ.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	277	85.5%
Traditional Centerfire Rifle	276	85.2%
Traditional Rimfire Rifle	271	83.6%
Semiautomatic Handgun	257	79.3%
Revolver	226	69.8%
MSR	145	44.8%
Traditional or Compound Bow	143	44.1%
Muzzleloader	131	40.4%
Crossbow	83	25.6%
None of the Above	6	1.9%
Total	324	100.0%

Table PZ.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	249	76.6%
Plinking or informal target shooting with a Semi-automatic Handgun	232	71.4%
Plinking or informal target shooting with a traditional centerfire rifle	230	70.8%
Sighting-in rifle with a traditional centerfire rifle	222	68.3%
Informal (backyard or testing) with a Shotgun	210	64.6%
Plinking or informal target shooting with a Revolver	203	62.5%
Sighting-in rifle with a traditional rimfire rifle	192	59.1%
Pattern shotgun	171	52.6%
Sighting-in with a Semi-automatic Handgun	155	47.7%
Target shooting with a traditional or compound bow	143	44.0%
Sporting clays with a Shotgun	136	41.8%
Sighting-In with a Shotgun	134	41.2%
Plinking or informal target shooting with a MSR	131	40.3%
Target shooting with a muzzleloader	131	40.3%
Trap with a Shotgun	129	39.7%
Skeet with a Shotgun	121	37.2%
Long range with a traditional centerfire rifle	114	35.1%
Sighting-in with a Revolver	111	34.2%
Benchrest with a traditional centerfire rifle	103	31.7%
Sighting-in rifle with a MSR	101	31.1%
Testing (Ammo & firearm) with a Semi-automatic Handgun	94	28.9%
Load Testing/Development with a traditional centerfire rifle	88	27.1%
Teaching/Informative with a traditional rimfire rifle	88	27.1%

Teaching/Informative with a traditional centerfire rifle	84	25.8%
Testing (Ammo & firearm) with a Revolver	83	25.5%
Target shooting with a crossbow	83	25.5%
Teaching/Informative with a Semi-automatic Handgun	81	24.9%
Bullseye with a Semi-automatic Handgun	75	23.1%
Teaching/Informative with a Shotgun	70	21.5%
Benchrest with a traditional rimfire rifle	69	21.2%
Silhouette with a Semi-automatic Handgun	65	20.0%
Teaching/Informative with a Revolver	65	20.0%
Target shooting with an air rifle at a range	61	18.8%
Bullseye with a Revolver	58	17.8%
Teaching/Informative with a MSR	54	16.6%
5 Stand with a Shotgun	50	15.4%
Silhouette with a traditional centerfire rifle	49	15.1%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	49	15.1%
Long range with a traditional rimfire rifle	49	15.1%
Silhouette with a Revolver	46	14.2%
Long range with a MSR	44	13.5%
Wobble Trap with a Shotgun	41	12.6%
Test reload with a Shotgun	40	12.3%
Training (Military / Defense / Law Enforcement) with a MSR	40	12.3%
Load Testing/Development with a Semi-automatic Handgun	39	12.0%
Dog training with a shotgun	39	12.0%
Load Testing/Development with a MSR	38	11.7%
Tactical with a MSR	37	11.4%
Load Testing/Development with a Revolver	37	11.4%
Silhouette with a traditional rimfire rifle	37	11.4%
Benchrest with a MSR	34	10.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	29	8.9%
Silhouette with a MSR	28	8.6%
Tactical with a traditional centerfire rifle	23	7.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	22	6.8%
Steel Challenge with a Semi-automatic Handgun	22	6.8%
Load Testing/Development with a traditional rimfire rifle	21	6.5%
Bowling pin with a Semi-automatic Handgun	20	6.2%
Training (Military / Defense / Law Enforcement) with a Revolver	18	5.5%
Bowling pin with a Revolver	16	4.9%
Cowboy action with a Revolver	15	4.6%
Steel Challenge with a traditional centerfire rifle	14	4.3%
Steel Challenge with a MSR	14	4.3%
Steel Challenge with a traditional rimfire rifle	14	4.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	4.3%

Steel Challenge with a Revolver	12	3.7%
Tactical with a traditional rimfire rifle	11	3.4%
IDPA with a Semi-automatic Handgun	10	3.1%
Three (3) position with a traditional rimfire rifle	10	3.1%
Cowboy action with a traditional centerfire rifle	9	2.8%
Three (3) position with a traditional centerfire rifle	9	2.8%
Three (3) position with a MSR	8	2.5%
3 Gun with a Shotgun	7	2.2%
3 Gun with a Semi-automatic Handgun	7	2.2%
3 Gun with a MSR	6	1.8%
None of the above	6	1.8%
Cowboy Action with a Shotgun	5	1.5%
IPSC with a Semi-automatic Handgun	5	1.5%
3 Gun with a traditional centerfire rifle	4	1.2%
NRA high power with a traditional centerfire rifle	3	0.9%
NRA high power with a MSR	3	0.9%
Cowboy action with a Semi-automatic Handgun	3	0.9%
3 Gun with a Revolver	3	0.9%
3 Gun with a traditional rimfire rifle	2	0.6%
Cowboy action with a traditional rimfire rifle	2	0.6%
NRA high power with a traditional rimfire rifle	2	0.6%
Schuetzen with a traditional centerfire rifle	1	0.3%
Schuetzen with a MSR	1	0.3%
IDPA with a Revolver	1	0.3%
IPSC with a Revolver	1	0.3%
Schuetzen with a traditional rimfire rifle	1	0.3%
Total	325	100.0%

Predator Hunting Interest

Table PZ.21) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
I do not have anyone to go with	30	29.4%
Don't know how to start	28	27.5%
Places to hunt are too limited, no convenient place to hunt	26	25.5%
Do not have time	26	25.5%
If I had a successful hunt I wouldn't know what to do with my harvest	18	17.6%
No hunting land available	14	13.7%
My hunting skills need improving / I need more training	13	12.7%
There are other activities I'd rather do	12	11.8%
I don't own the proper equipment	10	9.8%
I moved to a new home and don't know where to go	7	6.9%
This species is not found in my part of the country, or it is not legal to hunt	6	5.9%
Too expensive	5	4.9%
Medical reasons / disability	3	2.9%
I am not able to buy a license	2	2.0%
Hunting rules are too complex	2	2.0%
Other	2	2.0%
Total	102	100.0%

Influential Media and Individuals

Table PZ.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	217	57.7%
Father	116	30.9%
Self / nobody else	73	19.4%
Co-worker	44	11.7%
Another relative	42	11.2%
Uncle / Aunt	38	10.1%
Sibling	36	9.6%
Grandparent	30	8.0%
Children / grandchildren	19	5.1%
Neighbor	14	3.7%
Spouse	11	2.9%
Guide / outfitter	9	2.4%
Other, please specify	8	2.1%
Mother	5	1.3%
Total	376	100.0%

Table PZ.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	123	32.7%
Television shows	222	59.0%
Magazines	175	46.5%
Seminars	34	9.0%
Hunter education programs	50	13.3%
State wildlife management agencies	92	24.5%
Retailers	19	5.1%
Local clubs or social organizations	49	13.0%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	129	34.3%
Other, please specify	19	5.1%
Total	376	100.0%

Table PZ.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	78	63.4%
Fish and Wildlife agency produced videos	44	35.8%
How-to videos	72	58.5%
Informational/political/talk show style	17	13.8%
Professionals hunting/fishing/shooting	96	78.0%
Non-professionals (home videos) hunting/fishing/shooting	78	63.4%
Comedy/blooper videos	13	10.6%
Competitions	12	9.8%
Product reviews	50	40.7%
Other	2	1.6%
Total	123	100.0%

Table PZ.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	15	6.8%
Animal Planet	20	9.0%
Comcast SportsNet	2	0.9%
Discovery Channel	34	15.3%
ESPN/ESPN 2	14	6.3%
History Channel	28	12.6%
Military Channel	10	4.5%
National Geographic	27	12.2%
NBC Sports	7	3.2%
Outdoor Channel	190	85.6%
Pursuit Channel	96	43.2%
Sportsman Channel	155	69.8%
Sunshine Network / SUN Sports	4	1.8%
WildTV	11	5.0%
World Fishing Network	12	5.4%
Other national network	4	1.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	62	27.9%
I watched hunting/fishing TV, but don't remember the channel	46	20.7%
Total	222	100.0%

Table PZ.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	189	50.4%
Programming offered by the Fish / Wildlife Agency for my state of residence	160	42.7%
Books / magazines	138	36.8%
Membership in a non-profit organization specific to this type of hunting	111	29.6%
YouTube videos	100	26.7%
Programming offered by outdoor retailers	99	26.4%
Joining a local hunt club	98	26.1%
Online forums / blogs	72	19.2%
Other: Please describe	37	9.9%
Total	375	100.0%

Table PZ.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	58	34.3%	40	47.1%	49	34.5%	40	41.2%
Google+	42	24.9%	27	31.8%	35	24.6%	26	26.8%
Twitter	6	3.6%	8	9.4%	7	4.9%	3	3.1%
Pinterest	7	4.1%	4	4.7%	8	5.6%	2	2.1%
Instagram	10	5.9%	8	9.4%	9	6.3%	7	7.2%
YouTube	70	41.4%	49	57.6%	81	57.0%	51	52.6%
Television programs	90	53.3%	63	74.1%	83	58.5%	57	58.8%
Books	49	29.0%	28	32.9%	47	33.1%	33	34.0%
Magazines	114	67.5%	63	74.1%	100	70.4%	68	70.1%
Online Forums	47	27.8%	37	43.5%	52	36.6%	31	32.0%
Newsletter from hunting / wildlife groups or organizations	83	49.1%	46	54.1%	71	50.0%	60	61.9%
Fish / Wildlife Agency for My State of Residence	103	60.9%	52	61.2%	97	68.3%	67	69.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	67	39.6%	38	44.7%	63	44.4%	47	48.5%
Other	7	4.1%	3	3.5%	4	2.8%	4	4.1%
None Of The Above	2	1.2%	0	0.0%	4	2.8%	0	0.0%
Total	169	100.0%	85	100.0%	142	100.0%	97	100.0%

Table PZ.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	35	40.7%	30	34.1%	43	34.4%	31	49.2%	9	28.1%
Google+	25	29.1%	24	27.3%	33	26.4%	20	31.7%	7	21.9%
Twitter	6	7.0%	5	5.7%	5	4.0%	8	12.7%	2	6.3%
Pinterest	2	2.3%	2	2.3%	6	4.8%	4	6.3%	3	9.4%
Instagram	5	5.8%	7	8.0%	7	5.6%	6	9.5%	1	3.1%
YouTube	70	81.4%	45	51.1%	62	49.6%	41	65.1%	15	46.9%
Television programs	55	64.0%	56	63.6%	81	64.8%	38	60.3%	18	56.3%
Books	25	29.1%	26	29.5%	52	41.6%	20	31.7%	6	18.8%
Magazines	58	67.4%	60	68.2%	109	87.2%	43	68.3%	24	75.0%
Online Forums	38	44.2%	27	30.7%	36	28.8%	36	57.1%	12	37.5%
Newsletter from hunting / wildlife groups or organizations	37	43.0%	42	47.7%	59	47.2%	30	47.6%	15	46.9%
Fish / Wildlife Agency for My State of Residence	48	55.8%	52	59.1%	77	61.6%	38	60.3%	21	65.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	36	41.9%	38	43.2%	48	38.4%	34	54.0%	8	25.0%
Other	2	2.3%	2	2.3%	6	4.8%	3	4.8%	3	9.4%
None Of The Above	1	1.2%	0	0.0%	1	0.8%	1	1.6%	0	0.0%
Total	86	100.0%	88	100.0%	125	100.0%	63	100.0%	32	100.0%

Predator Hunting with a Shotgun

Table PS.1) **Sample frame**

	Count
Have not hunted predators in the past 3 years, and have not hunted with a shotgun in that time either	67
Have not hunted predators in the past 3 years, but have hunted with a shotgun recently	626
Have hunted predators in the past 3 years, but not with a shotgun	39
Total sample	732

Table PS.2) How many respondents have hunted predators at some point in the past?

	Count
Have never hunted this species before	407
Have hunted this species before	325
Total	732

Demographic Information

Table PS.3) What is your current age?

	Count	Column Percent
18 to 24	11	1.9%
25 to 34	70	11.8%
35 to 44	89	15.0%
45 to 54	136	22.9%
55 to 64	157	26.5%
65 and older	130	21.9%
Total	593	100.0%

Table PS.4) What is your gender?

	Count	Column Percent
Male	579	97.5%
Female	15	2.5%
Total	594	100.0%

Table PS.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	25	4.2%
\$20,000 to \$29,999	14	2.4%
\$30,000 to \$39,999	34	5.8%
\$40,000 to \$49,999	50	8.5%
\$50,000 to \$74,999	118	20.0%
\$75,000 to \$99,999	113	19.2%
\$100,000 to \$149,999	146	24.7%
\$150,000 to \$200,000	51	8.6%
More than \$200,000	39	6.6%
Total	590	100.0%

Table PS.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.8%
High school graduation	118	19.9%
Trade school, associates degree or similar	191	32.2%
Bachelors degree	192	32.3%
Masters degree	68	11.4%
Ph D and higher	20	3.4%
Total	594	100.0%

Table PS.7) In which region do you live?

	Count	Column Percent
Northeast	96	16.2%
Midwest	172	29.0%
South	217	36.5%
West	101	17.0%
Canada	8	1.3%
Total	594	100.0%

Introduction to Hunting

Table PS.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	298	40.8%
11 to 17 years old	318	43.5%
18 to 24 years old	47	6.4%
25 to 34 years old	37	5.1%
35 to 44 years old	21	2.9%
45 to 54 years old	4	0.5%
55 to 64 years old	6	0.8%
65 years and older	0	0.0%
Total	731	100.0%

Table PS.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	6	0.8%
Deer	221	30.2%
Elk	10	1.4%
Other big game	5	0.7%
Predators	11	1.5%
Small game	392	53.6%
Turkey	30	4.1%
Upland game birds	183	25.0%
Waterfowl	63	8.6%
Wild pig / feral hog	18	2.5%
Others	17	2.3%
Total	731	100.0%

Table PS.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	4	0.5%
Compound bow	15	2.1%
Crossbow	2	0.3%
MSR	9	1.2%
No weapon / toy	19	2.6%
Revolver	2	0.3%
Semi-automatic handgun	1	0.1%
Shotgun	414	56.9%
Traditional bow	4	0.5%
Traditional rifle	256	35.2%
Other	2	0.3%
Total	728	100.0%

Table PS.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	28	3.8%
Aunt / Uncle	83	11.4%
Co-worker	12	1.6%
Father	428	58.7%
Friend	127	17.4%
Grandparent	90	12.3%
Guide / outfitter	2	0.3%
Mother	6	0.8%
Neighbor	14	1.9%
Nobody / I hunted alone on my first hunt	44	6.0%
Sibling	38	5.2%
Spouse	5	0.7%
Other	10	1.4%
Total	729	100.0%

Table PS.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	471	65.0%
Spend time with family or friends who already hunted	454	62.6%
Tradition / way of life	444	61.2%
Wanted to spend more time outdoors	437	60.3%
It's relaxing / an escape	315	43.4%
I wanted a challenge / adventure	281	38.8%
To become self-sufficient / become a provider / obtain my own meat	275	37.9%
Support conservation efforts	140	19.3%
Wanted to try a new sport	115	15.9%
To teach someone else / introduce my children or others to hunting	82	11.3%
Other Please write in	4	0.6%
Total	725	100.0%

Table PS.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	199	27.3%
1 year	51	7.0%
2 - 5 years	292	40.1%
6 to 10 years	65	8.9%
More than 10 years	63	8.7%
I have only ever hunted [the species that I first targeted]	58	8.0%
Total	728	100.0%

Table PS.14) Which species have you ever targeted?

	Count	Column Percent
Bear	216	32.0%
Deer	653	96.9%
Elk	206	30.6%
Other big game	150	22.3%
Others	22	3.3%
Predators	325	48.2%
Small game	590	87.5%
Turkey	504	74.8%
Upland game birds	545	80.9%
Waterfowl	449	66.6%
Wild pig / feral hog	201	29.8%
Total	674	100.0%

Current Hunting Activities

Table PS.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	91	13.7%
Deer	578	87.3%
Elk	111	16.8%
Other big game	50	7.6%
Others	27	4.1%
Predators	38	5.7%
Small game	356	53.8%
Turkey	369	55.7%
Upland game birds	335	50.6%
Waterfowl	209	31.6%
Wild pig / feral hog	115	17.4%
Total	662	100.0%

Table PS.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	624	85.2%
Shotgun	619	84.6%
Traditional bow/compound bow	301	41.1%
Muzzleloader	257	35.1%
Modern sporting rifle / AR platform / AK platform	227	31.0%
Handgun	209	28.6%
Crossbow	159	21.7%
Other	19	2.6%
Total	732	100.0%

Table PS.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	125	22.2%
Deer	75	13.3%
Elk	95	16.8%
Other big game	94	16.7%
Predators	285	50.5%
Small Game	243	43.1%
Turkey	135	23.9%
Upland game birds	210	37.2%
Waterfowl	238	42.2%
Wild pig / feral hog	86	15.2%
Total number of hunters who have lapsed at least one species in their lifetime	564	100.0%

Table PS.18) Why have you lapsed Predator Hunting?

	Count	Column Percent
Do not have time	144	53.1%
I do not have anybody to go with anymore	44	16.2%
I moved to a new location where I am not able to do this type of hunting	33	12.2%
No hunting land available for this species anymore	32	11.8%
Other, please describe	32	11.8%
Medical reasons / disabilities	25	9.2%
I need more training	21	7.7%
I was not successful	16	5.9%
No longer interested or did not enjoy this type of hunting	13	4.8%
Too expensive	6	2.2%
Total	271	100.0%

Current Shooting Activities

Table PS.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	480	85.4%
Semiautomatic Handgun	464	82.6%
Traditional Centerfire Rifle	459	81.7%
Traditional Rimfire Rifle	451	80.2%
Revolver	381	67.8%
MSR	251	44.7%
Traditional or Compound Bow	227	40.4%
Muzzleloader	150	26.7%
Crossbow	126	22.4%
None of the Above	7	1.2%
Total	562	100.0%

Table PS.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	426	75.5%
Plinking or informal target shooting with a traditional rimfire rifle	421	74.6%
Sighting-in rifle with a traditional centerfire rifle	367	65.1%
Plinking or informal target shooting with a traditional centerfire rifle	360	63.8%
Plinking or informal target shooting with a Revolver	346	61.3%
Informal (backyard or testing) with a Shotgun	341	60.5%
Sighting-in rifle with a traditional rimfire rifle	308	54.6%
Pattern shotgun	283	50.2%
Sighting-in with a Semi-automatic Handgun	262	46.5%
Sporting clays with a Shotgun	259	45.9%
Sighting-In with a Shotgun	228	40.4%
Target shooting with a traditional or compound bow	227	40.2%
Trap with a Shotgun	220	39.0%
Plinking or informal target shooting with a MSR	218	38.7%
Skeet with a Shotgun	212	37.6%
Sighting-in with a Revolver	188	33.3%
Sighting-in rifle with a MSR	177	31.4%
Long range with a traditional centerfire rifle	176	31.2%
Benchrest with a traditional centerfire rifle	166	29.4%
Testing (Ammo & firearm) with a Semi-automatic Handgun	155	27.5%
Target shooting with a muzzleloader	150	26.6%
Load Testing/Development with a traditional centerfire rifle	129	22.9%
Target shooting with a crossbow	126	22.3%

Teaching/Informative with a Semi-automatic Handgun	124	22.0%
Testing (Ammo & firearm) with a Revolver	124	22.0%
Bullseye with a Semi-automatic Handgun	118	20.9%
Teaching/Informative with a Shotgun	110	19.5%
Silhouette with a Semi-automatic Handgun	109	19.3%
Benchrest with a traditional rimfire rifle	106	18.8%
Teaching/Informative with a traditional rimfire rifle	103	18.3%
5 Stand with a Shotgun	101	17.9%
Teaching/Informative with a traditional centerfire rifle	99	17.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	98	17.4%
Target shooting with an air rifle at a range	95	16.8%
Teaching/Informative with a Revolver	85	15.1%
Wobble Trap with a Shotgun	83	14.7%
Bullseye with a Revolver	83	14.7%
Tactical with a MSR	74	13.1%
Load Testing/Development with a Semi-automatic Handgun	74	13.1%
Silhouette with a traditional centerfire rifle	71	12.6%
Training (Military / Defense / Law Enforcement) with a MSR	67	11.9%
Load Testing/Development with a Revolver	66	11.7%
Teaching/Informative with a MSR	65	11.5%
Silhouette with a traditional rimfire rifle	63	11.2%
Long range with a traditional rimfire rifle	62	11.0%
Long range with a MSR	61	10.8%
Test reload with a Shotgun	60	10.6%
Benchrest with a MSR	58	10.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	56	9.9%
Load Testing/Development with a MSR	56	9.9%
Dog training with a shotgun	54	9.6%
Silhouette with a Revolver	53	9.4%
Steel Challenge with a Semi-automatic Handgun	49	8.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	45	8.0%
Tactical with a traditional centerfire rifle	39	6.9%
Silhouette with a MSR	35	6.2%
Bowling pin with a Semi-automatic Handgun	32	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	32	5.7%
Steel Challenge with a traditional rimfire rifle	26	4.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	25	4.4%
3 Gun with a Shotgun	22	3.9%
IDPA with a Semi-automatic Handgun	22	3.9%
Load Testing/Development with a traditional rimfire rifle	22	3.9%
Bowling pin with a Revolver	21	3.7%
Steel Challenge with a Revolver	21	3.7%

Tactical with a traditional rimfire rifle	21	3.7%
3 Gun with a Semi-automatic Handgun	20	3.5%
Steel Challenge with a traditional centerfire rifle	19	3.4%
3 Gun with a MSR	18	3.2%
Three (3) position with a traditional centerfire rifle	17	3.0%
Three (3) position with a traditional rimfire rifle	16	2.8%
Steel Challenge with a MSR	15	2.7%
Cowboy action with a Revolver	15	2.7%
Three (3) position with a MSR	13	2.3%
IPSC with a Semi-automatic Handgun	10	1.8%
Cowboy action with a traditional centerfire rifle	9	1.6%
NRA high power with a traditional centerfire rifle	9	1.6%
None of the above	7	1.2%
Cowboy Action with a Shotgun	6	1.1%
IDPA with a Revolver	6	1.1%
3 Gun with a traditional rimfire rifle	6	1.1%
3 Gun with a traditional centerfire rifle	5	0.9%
NRA high power with a MSR	4	0.7%
Cowboy action with a traditional rimfire rifle	4	0.7%
3 Gun with a Revolver	3	0.5%
IPSC with a Revolver	3	0.5%
NRA high power with a traditional rimfire rifle	3	0.5%
Schuetzen with a traditional centerfire rifle	2	0.4%
Cowboy action with a Semi-automatic Handgun	2	0.4%
Schuetzen with a MSR	1	0.2%
Schuetzen with a traditional rimfire rifle	1	0.2%
Total	564	100.0%

Predator Hunting Interest

Table PS.21) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
Don't know how to start	69	26.6%
I do not have anyone to go with	64	24.7%
Places to hunt are too limited, no convenient place to hunt	64	24.7%
Do not have time	59	22.8%
There are other activities I'd rather do	41	15.8%
My hunting skills need improving / I need more training	38	14.7%
No hunting land available	36	13.9%
I don't own the proper equipment	32	12.4%
If I had a successful hunt I wouldn't know what to do with my harvest	29	11.2%
This species is not found in my part of the country, or it is not legal to hunt	16	6.2%
Too expensive	10	3.9%
I moved to a new home and don't know where to go	9	3.5%
Medical reasons / disability	9	3.5%
Hunting rules are too complex	8	3.1%
Other	8	3.1%
I am not able to buy a license	4	1.5%
Total	259	100.0%

Influential Media and Individuals

Table PS.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	384	57.7%
Father	200	30.0%
Self / nobody else	122	18.3%
Another relative	70	10.5%
Sibling	64	9.6%
Co-worker	60	9.0%
Grandparent	53	8.0%
Uncle / Aunt	53	8.0%
Neighbor	31	4.7%
Children / grandchildren	28	4.2%
Spouse	20	3.0%
Guide / outfitter	20	3.0%
Other, please specify	11	1.7%
Mother	2	0.3%
Total	666	100.0%

Table PS.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	236	35.5%
Television shows	374	56.2%
Magazines	285	42.9%
Seminars	43	6.5%
Hunter education programs	78	11.7%
State wildlife management agencies	133	20.0%
Retailers	43	6.5%
Local clubs or social organizations	85	12.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	243	36.5%
Other, please specify	26	3.9%
Total	665	100.0%

Table PS.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	128	54.5%
Fish and Wildlife agency produced videos	64	27.2%
How-to videos	132	56.2%
Informational/political/talk show style	33	14.0%
Professionals hunting/fishing/shooting	188	80.0%
Non-professionals (home videos) hunting/fishing/shooting	135	57.4%
Comedy/blooper videos	11	4.7%
Competitions	29	12.3%
Product reviews	99	42.1%
Other	4	1.7%
Total	235	100.0%

Table PS.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	22	5.9%
Animal Planet	30	8.1%
Comcast SportsNet	3	0.8%
Discovery Channel	47	12.6%
ESPN/ESPN 2	25	6.7%
History Channel	32	8.6%
Military Channel	15	4.0%
National Geographic	32	8.6%
NBC Sports	8	2.2%
Outdoor Channel	315	84.7%
Pursuit Channel	142	38.2%
Sportsman Channel	265	71.2%
Sunshine Network / SUN Sports	6	1.6%
WildTV	13	3.5%
World Fishing Network	20	5.4%
Other national network	4	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	88	23.7%
I watched hunting/fishing TV, but don't remember the channel	82	22.0%
Total	372	100.0%

Table PS.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	301	46.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	224	34.4%
Books / magazines	223	34.2%
YouTube videos	195	29.9%
Programming offered by outdoor retailers	183	28.1%
Joining a local hunt club	179	27.5%
Membership in a non-profit organization specific to this type of hunting	175	26.8%
Online forums / blogs	134	20.6%
Other: Please describe	70	10.7%
Total	652	100.0%

Table PS.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	89	34.6%	63	40.1%	71	35.1%	59	39.6%
	Google+	62	24.1%	47	29.9%	46	22.8%	38	25.5%
	Twitter	8	3.1%	9	5.7%	9	4.5%	5	3.4%
	Pinterest	11	4.3%	6	3.8%	14	6.9%	5	3.4%
	Instagram	24	9.3%	13	8.3%	17	8.4%	16	10.7%
	YouTube	130	50.6%	95	60.5%	111	55.0%	91	61.1%
	Television programs	143	55.6%	99	63.1%	106	52.5%	89	59.7%
	Books	65	25.3%	38	24.2%	52	25.7%	50	33.6%
	Magazines	184	71.6%	117	74.5%	132	65.3%	108	72.5%
	Online Forums	75	29.2%	55	35.0%	76	37.6%	52	34.9%
	Newsletter from hunting / wildlife groups or organizations	113	44.0%	72	45.9%	98	48.5%	92	61.7%
	Fish / Wildlife Agency for My State of Residence	151	58.8%	89	56.7%	140	69.3%	99	66.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	91	35.4%	60	38.2%	89	44.1%	68	45.6%
	Other	4	1.6%	0	0.0%	3	1.5%	4	2.7%
	None Of The Above	6	2.3%	1	0.6%	4	2.0%	1	0.7%
Total		257	100.0%	157	100.0%	202	100.0%	149	100.0%

Table PS.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	73	42.4%	52	34.4%	67	34.2%	47	41.2%	10	17.5%
	Google+	39	22.7%	37	24.5%	47	24.0%	34	29.8%	9	15.8%
	Twitter	10	5.8%	6	4.0%	5	2.6%	9	7.9%	1	1.8%
	Pinterest	9	5.2%	6	4.0%	13	6.6%	7	6.1%	1	1.8%
	Instagram	15	8.7%	12	7.9%	15	7.7%	16	14.0%	1	1.8%
	YouTube	140	81.4%	81	53.6%	107	54.6%	79	69.3%	25	43.9%
	Television programs	96	55.8%	86	57.0%	116	59.2%	65	57.0%	27	47.4%
	Books	52	30.2%	39	25.8%	74	37.8%	31	27.2%	15	26.3%
	Magazines	113	65.7%	101	66.9%	169	86.2%	73	64.0%	42	73.7%
	Online Forums	70	40.7%	47	31.1%	58	29.6%	63	55.3%	18	31.6%
	Newsletter from hunting / wildlife groups or organizations	75	43.6%	64	42.4%	89	45.4%	53	46.5%	24	42.1%
	Fish / Wildlife Agency for My State of Residence	85	49.4%	87	57.6%	108	55.1%	62	54.4%	35	61.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	66	38.4%	61	40.4%	77	39.3%	47	41.2%	17	29.8%
	Other	3	1.7%	1	0.7%	3	1.5%	2	1.8%	3	5.3%
None Of The Above	5	2.9%	3	2.0%	1	0.5%	3	2.6%	2	3.5%	
Total		172	100.0%	151	100.0%	196	100.0%	114	100.0%	57	100.0%

Predator Hunting with a Traditional or Compound Bow

Table PB.1) **Sample frame**

	Count
Have not hunted predators in the past 3 years, and have not hunted with a tradbow in that time either	93
Have not hunted predators in the past 3 years, but have hunted with a tradbow recently	244
Have hunted predators in the past 3 years, but not with a tradbow	76
Total sample	413

Table PB.2) How many respondents have hunted predators at some point in the past?

	Count
Have never hunted this species before	208
Have hunted this species before	205
Total	413

Demographic Information

Table PB.3) What is your current age?

	Count	Column Percent
18 to 24	9	2.7%
25 to 34	66	19.6%
35 to 44	68	20.2%
45 to 54	71	21.1%
55 to 64	72	21.4%
65 and older	50	14.9%
Total	336	100.0%

Table PB.4) What is your gender?

	Count	Column Percent
Male	325	96.4%
Female	12	3.6%
Total	337	100.0%

Table PB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	17	5.1%
\$20,000 to \$29,999	14	4.2%
\$30,000 to \$39,999	23	6.8%
\$40,000 to \$49,999	23	6.8%
\$50,000 to \$74,999	66	19.6%
\$75,000 to \$99,999	68	20.2%
\$100,000 to \$149,999	90	26.8%
\$150,000 to \$200,000	14	4.2%
More than \$200,000	21	6.3%
Total	336	100.0%

Table PB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	1	0.3%
High school graduation	76	22.6%
Trade school, associates degree or similar	111	32.9%
Bachelors degree	107	31.8%
Masters degree	34	10.1%
Ph D and higher	8	2.4%
Total	337	100.0%

Table PB.7) In which region do you live?

	Count	Column Percent
Northeast	44	13.1%
Midwest	80	23.7%
South	114	33.8%
West	96	28.5%
Canada	3	0.9%
Total	337	100.0%

Introduction to Hunting

Table PB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	182	44.1%
11 to 17 years old	161	39.0%
18 to 24 years old	20	4.8%
25 to 34 years old	31	7.5%
35 to 44 years old	13	3.1%
45 to 54 years old	3	0.7%
55 to 64 years old	2	0.5%
65 years and older	1	0.2%
Total	413	100.0%

Table PB.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	6	1.5%
Deer	161	39.0%
Elk	11	2.7%
Other big game	2	0.5%
Predators	4	1.0%
Small game	195	47.2%
Turkey	23	5.6%
Upland game birds	95	23.0%
Waterfowl	22	5.3%
Wild pig / feral hog	16	3.9%
Others	11	2.7%
Total	413	100.0%

Table PB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	4	1.0%
Compound bow	16	3.9%
Crossbow	1	0.2%
MSR	10	2.4%
No weapon / toy	6	1.5%
Revolver	0	0.0%
Semi-automatic handgun	3	0.7%
Shotgun	201	48.8%
Traditional bow	6	1.5%
Traditional rifle	164	39.8%
Other	1	0.2%
Total	412	100.0%

Table PB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	16	3.9%
Aunt / Uncle	46	11.2%
Co-worker	8	1.9%
Father	234	56.8%
Friend	71	17.2%
Grandparent	57	13.8%
Guide / outfitter	2	0.5%
Mother	4	1.0%
Neighbor	9	2.2%
Nobody / I hunted alone on my first hunt	22	5.3%
Sibling	17	4.1%
Spouse	4	1.0%
Other	6	1.5%
Total	412	100.0%

Table PB.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	277	68.1%
Wanted to spend more time outdoors	263	64.6%
Spend time with family or friends who already hunted	261	64.1%
Tradition / way of life	258	63.4%
It's relaxing / an escape	193	47.4%
To become self-sufficient / become a provider / obtain my own meat	179	44.0%
I wanted a challenge / adventure	177	43.5%
Support conservation efforts	97	23.8%
Wanted to try a new sport	70	17.2%
To teach someone else / introduce my children or others to hunting	46	11.3%
Other Please write in	1	0.2%
Total	407	100.0%

Table PB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	139	33.8%
1 year	41	10.0%
2 - 5 years	140	34.1%
6 to 10 years	37	9.0%
More than 10 years	28	6.8%
I have only ever hunted [the species that I first targeted]	26	6.3%
Total	411	100.0%

Table PB.14) Which species have you ever targeted?

	Count	Column Percent
Bear	130	33.6%
Deer	377	97.4%
Elk	143	37.0%
Other big game	101	26.1%
Others	15	3.9%
Predators	205	53.0%
Small game	331	85.5%
Turkey	302	78.0%
Upland game birds	309	79.8%
Waterfowl	254	65.6%
Wild pig / feral hog	140	36.2%
Total	387	100.0%

Current Hunting Activities

Table PB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	69	18.0%
Deer	347	90.6%
Elk	107	27.9%
Other big game	48	12.5%
Others	15	3.9%
Predators	65	17.0%
Small game	222	58.0%
Turkey	228	59.5%
Upland game birds	198	51.7%
Waterfowl	125	32.6%
Wild pig / feral hog	79	20.6%
Total	383	100.0%

Table PB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	365	88.4%
Shotgun	357	86.4%
Traditional bow/compound bow	237	57.4%
Muzzleloader	149	36.1%
Modern sporting rifle / AR platform / AK platform	140	33.9%
Handgun	116	28.1%
Crossbow	69	16.7%
Other	11	2.7%
Total	413	100.0%

Table PB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	61	20.0%
Deer	30	9.8%
Elk	36	11.8%
Other big game	50	16.4%
Predators	139	45.6%
Small Game	112	36.7%
Turkey	74	24.3%
Upland game birds	111	36.4%
Waterfowl	129	42.3%
Wild pig / feral hog	61	20.0%
Total number of hunters who have lapsed at least one species in their lifetime	305	100.0%

Table PB.18) Why have you lapsed Predator Hunting?

	Count	Column Percent
Do not have time	75	56.8%
No hunting land available for this species anymore	19	14.4%
I do not have anybody to go with anymore	16	12.1%
I moved to a new location where I am not able to do this type of hunting	14	10.6%
Other, please describe	13	9.8%
Medical reasons / disabilities	11	8.3%
I was not successful	9	6.8%
I need more training	9	6.8%
Too expensive	5	3.8%
No longer interested or did not enjoy this type of hunting	3	2.3%
Total	132	100.0%

Current Shooting Activities

Table PB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	277	84.2%
Semiautomatic Handgun	270	82.1%
Shotgun	268	81.5%
Traditional Rimfire Rifle	264	80.2%
Revolver	209	63.5%
Traditional or Compound Bow	207	62.9%
MSR	156	47.4%
Muzzleloader	91	27.7%
Crossbow	67	20.4%
None of the Above	1	0.3%
Total	329	100.0%

Table PB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	247	75.1%
Plinking or informal target shooting with a Semi-automatic Handgun	243	73.9%
Plinking or informal target shooting with a traditional centerfire rifle	228	69.3%
Sighting-in rifle with a traditional centerfire rifle	211	64.1%
Target shooting with a traditional or compound bow	207	62.9%
Informal (backyard or testing) with a Shotgun	200	60.8%
Plinking or informal target shooting with a Revolver	193	58.7%
Sighting-in rifle with a traditional rimfire rifle	186	56.5%
Sighting-in with a Semi-automatic Handgun	160	48.6%
Sporting clays with a Shotgun	150	45.6%
Pattern shotgun	149	45.3%
Plinking or informal target shooting with a MSR	140	42.6%
Skeet with a Shotgun	126	38.3%
Sighting-In with a Shotgun	120	36.5%
Long range with a traditional centerfire rifle	116	35.3%
Trap with a Shotgun	113	34.3%
Sighting-in rifle with a MSR	113	34.3%
Benchrest with a traditional centerfire rifle	110	33.4%
Sighting-in with a Revolver	107	32.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	96	29.2%
Load Testing/Development with a traditional centerfire rifle	91	27.7%
Target shooting with a muzzleloader	91	27.7%
Teaching/Informative with a traditional rimfire rifle	82	24.9%

Teaching/Informative with a traditional centerfire rifle	77	23.4%
Teaching/Informative with a Semi-automatic Handgun	77	23.4%
Testing (Ammo & firearm) with a Revolver	75	22.8%
Teaching/Informative with a Shotgun	73	22.2%
Bullseye with a Semi-automatic Handgun	68	20.7%
Silhouette with a Semi-automatic Handgun	67	20.4%
Target shooting with a crossbow	67	20.4%
Benchrest with a traditional rimfire rifle	65	19.8%
Target shooting with an air rifle at a range	60	18.2%
Teaching/Informative with a MSR	54	16.4%
Teaching/Informative with a Revolver	51	15.5%
Long range with a MSR	50	15.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	49	14.9%
Silhouette with a traditional centerfire rifle	48	14.6%
Long range with a traditional rimfire rifle	48	14.6%
Bullseye with a Revolver	45	13.7%
Load Testing/Development with a MSR	42	12.8%
Tactical with a MSR	42	12.8%
Load Testing/Development with a Semi-automatic Handgun	41	12.5%
5 Stand with a Shotgun	39	11.9%
Silhouette with a traditional rimfire rifle	39	11.9%
Training (Military / Defense / Law Enforcement) with a MSR	38	11.6%
Silhouette with a Revolver	38	11.6%
Benchrest with a MSR	37	11.2%
Load Testing/Development with a Revolver	37	11.2%
Wobble Trap with a Shotgun	35	10.6%
Test reload with a Shotgun	33	10.0%
Dog training with a shotgun	30	9.1%
Load Testing/Development with a traditional rimfire rifle	30	9.1%
Silhouette with a MSR	29	8.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	28	8.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	7.9%
Steel Challenge with a Semi-automatic Handgun	23	7.0%
Tactical with a traditional centerfire rifle	20	6.1%
Three (3) position with a traditional centerfire rifle	18	5.5%
Training (Military / Defense / Law Enforcement) with a Revolver	15	4.6%
Steel Challenge with a traditional rimfire rifle	15	4.6%
Three (3) position with a MSR	14	4.3%
Bowling pin with a Semi-automatic Handgun	14	4.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	4.3%
3 Gun with a Shotgun	13	4.0%
Steel Challenge with a MSR	13	4.0%

IDPA with a Semi-automatic Handgun	13	4.0%
3 Gun with a Semi-automatic Handgun	12	3.6%
Three (3) position with a traditional rimfire rifle	12	3.6%
Bowling pin with a Revolver	11	3.3%
Steel Challenge with a traditional centerfire rifle	10	3.0%
Steel Challenge with a Revolver	10	3.0%
3 Gun with a MSR	9	2.7%
Tactical with a traditional rimfire rifle	9	2.7%
Cowboy action with a Revolver	7	2.1%
3 Gun with a traditional centerfire rifle	4	1.2%
Cowboy action with a traditional centerfire rifle	4	1.2%
NRA high power with a traditional centerfire rifle	4	1.2%
NRA high power with a MSR	2	0.6%
IPSC with a Semi-automatic Handgun	2	0.6%
3 Gun with a Revolver	2	0.6%
IDPA with a Revolver	2	0.6%
3 Gun with a traditional rimfire rifle	2	0.6%
Cowboy Action with a Shotgun	1	0.3%
Cowboy action with a Semi-automatic Handgun	1	0.3%
Cowboy action with a traditional rimfire rifle	1	0.3%
NRA high power with a traditional rimfire rifle	1	0.3%
None of the above	1	0.3%
Total	329	100.0%

Predator Hunting Interest

Table PB.21) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	32	26.7%
Don't know how to start	29	24.2%
Do not have time	29	24.2%
I do not have anyone to go with	25	20.8%
My hunting skills need improving / I need more training	19	15.8%
No hunting land available	17	14.2%
There are other activities I'd rather do	14	11.7%
If I had a successful hunt I wouldn't know what to do with my harvest	14	11.7%
I don't own the proper equipment	11	9.2%
This species is not found in my part of the country, or it is not legal to hunt	8	6.7%
I moved to a new home and don't know where to go	5	4.2%
Too expensive	4	3.3%
I am not able to buy a license	3	2.5%
Hunting rules are too complex	2	1.7%
Medical reasons / disability	2	1.7%
Other	1	0.8%
Total	120	100.0%

Influential Media and Individuals

Table PB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	199	52.0%
Father	112	29.2%
Self / nobody else	93	24.3%
Co-worker	45	11.7%
Another relative	43	11.2%
Uncle / Aunt	39	10.2%
Grandparent	37	9.7%
Sibling	33	8.6%
Neighbor	24	6.3%
Children / grandchildren	22	5.7%
Spouse	15	3.9%
Other, please specify	8	2.1%
Guide / outfitter	6	1.6%
Mother	3	0.8%
Total	383	100.0%

Table PB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	165	43.1%
Television shows	214	55.9%
Magazines	164	42.8%
Seminars	30	7.8%
Hunter education programs	60	15.7%
State wildlife management agencies	83	21.7%
Retailers	26	6.8%
Local clubs or social organizations	44	11.5%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	158	41.3%
Other, please specify	20	5.2%
Total	383	100.0%

Table PB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	95	57.6%
Fish and Wildlife agency produced videos	52	31.5%
How-to videos	97	58.8%
Informational/political/talk show style	23	13.9%
Professionals hunting/fishing/shooting	133	80.6%
Non-professionals (home videos) hunting/fishing/shooting	101	61.2%
Comedy/blooper videos	12	7.3%
Competitions	24	14.5%
Product reviews	59	35.8%
Other	2	1.2%
Total	165	100.0%

Table PB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	19	9.0%
Animal Planet	18	8.5%
Comcast SportsNet	2	0.9%
Discovery Channel	24	11.3%
ESPN/ESPN 2	7	3.3%
History Channel	15	7.1%
Military Channel	7	3.3%
National Geographic	19	9.0%
NBC Sports	8	3.8%
Outdoor Channel	174	82.1%
Pursuit Channel	91	42.9%
Sportsman Channel	142	67.0%
Sunshine Network / SUN Sports	2	0.9%
WildTV	11	5.2%
World Fishing Network	9	4.2%
Other national network	4	1.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	49	23.1%
I watched hunting/fishing TV, but don't remember the channel	48	22.6%
Total	212	100.0%

Table PB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	192	50.4%
Programming offered by the Fish / Wildlife Agency for my state of residence	168	44.1%
Books / magazines	132	34.6%
YouTube videos	127	33.3%
Membership in a non-profit organization specific to this type of hunting	125	32.8%
Programming offered by outdoor retailers	109	28.6%
Joining a local hunt club	107	28.1%
Online forums / blogs	93	24.4%
Other: Please describe	35	9.2%
Total	381	100.0%

Table PB.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	65	38.0%	47	51.6%	56	37.3%	56	50.9%
Google+	41	24.0%	26	28.6%	32	21.3%	28	25.5%
Twitter	13	7.6%	8	8.8%	8	5.3%	9	8.2%
Pinterest	8	4.7%	7	7.7%	14	9.3%	7	6.4%
Instagram	24	14.0%	17	18.7%	22	14.7%	22	20.0%
YouTube	88	51.5%	61	67.0%	89	59.3%	70	63.6%
Television programs	87	50.9%	57	62.6%	89	59.3%	60	54.5%
Books	49	28.7%	36	39.6%	50	33.3%	44	40.0%
Magazines	127	74.3%	62	68.1%	101	67.3%	82	74.5%
Online Forums	62	36.3%	43	47.3%	61	40.7%	45	40.9%
Newsletter from hunting / wildlife groups or organizations	80	46.8%	45	49.5%	77	51.3%	75	68.2%
Fish / Wildlife Agency for My State of Residence	104	60.8%	58	63.7%	106	70.7%	77	70.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	83	48.5%	43	47.3%	75	50.0%	58	52.7%
Other	2	1.2%	2	2.2%	4	2.7%	4	3.6%
None Of The Above	1	0.6%	0	0.0%	2	1.3%	0	0.0%
Total	171	100.0%	91	100.0%	150	100.0%	110	100.0%

Table PB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	50	47.6%	35	37.2%	49	42.6%	36	47.4%	8	27.6%
Google+	27	25.7%	24	25.5%	28	24.3%	23	30.3%	8	27.6%
Twitter	7	6.7%	8	8.5%	7	6.1%	7	9.2%	1	3.4%
Pinterest	6	5.7%	4	4.3%	6	5.2%	6	7.9%	1	3.4%
Instagram	16	15.2%	16	17.0%	15	13.0%	16	21.1%	0	0.0%
YouTube	94	89.5%	57	60.6%	70	60.9%	57	75.0%	13	44.8%
Television programs	61	58.1%	59	62.8%	69	60.0%	46	60.5%	17	58.6%
Books	40	38.1%	34	36.2%	52	45.2%	26	34.2%	5	17.2%
Magazines	74	70.5%	61	64.9%	104	90.4%	53	69.7%	21	72.4%
Online Forums	52	49.5%	39	41.5%	43	37.4%	43	56.6%	10	34.5%
Newsletter from hunting / wildlife groups or organizations	51	48.6%	42	44.7%	61	53.0%	33	43.4%	13	44.8%
Fish / Wildlife Agency for My State of Residence	56	53.3%	57	60.6%	64	55.7%	40	52.6%	20	69.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	51	48.6%	42	44.7%	54	47.0%	38	50.0%	9	31.0%
Other	3	2.9%	3	3.2%	4	3.5%	5	6.6%	2	6.9%
None Of The Above	1	1.0%	0	0.0%	0	0.0%	0	0.0%	1	3.4%
Total	105	100.0%	94	100.0%	115	100.0%	76	100.0%	29	100.0%

Predator Hunting with a Traditional Rifle

Table PR.1) **Sample frame**

	Count
Have not hunted predators in the past 3 years, and have not hunted with a tradrifle in that time either	200
Have not hunted predators in the past 3 years, but have hunted with a tradrifle recently	1479
Have hunted predators in the past 3 years, but not with a tradrifle	94
Total sample	1773

Table PR.2) How many respondents have hunted predators at some point in the past?

	Count
Have never hunted this species before	1018
Have hunted this species before	755
Total	1773

Demographic Information

Table PR.3) What is your current age?

	Count	Column Percent
18 to 24	20	1.4%
25 to 34	124	8.6%
35 to 44	186	12.9%
45 to 54	325	22.6%
55 to 64	412	28.6%
65 and older	372	25.9%
Total	1,439	100.0%

Table PR.4) What is your gender?

	Count	Column Percent
Male	1,395	96.9%
Female	44	3.1%
Total	1,439	100.0%

Table PR.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	52	3.6%
\$20,000 to \$29,999	42	2.9%
\$30,000 to \$39,999	67	4.7%
\$40,000 to \$49,999	107	7.5%
\$50,000 to \$74,999	283	19.7%
\$75,000 to \$99,999	288	20.1%
\$100,000 to \$149,999	348	24.3%
\$150,000 to \$200,000	142	9.9%
More than \$200,000	104	7.3%
Total	1,433	100.0%

Table PR.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	7	0.5%
High school graduation	264	18.3%
Trade school, associates degree or similar	446	31.0%
Bachelors degree	467	32.5%
Masters degree	190	13.2%
Ph D and higher	65	4.5%
Total	1,439	100.0%

Table PR.7) In which region do you live?

	Count	Column Percent
Northeast	206	14.3%
Midwest	478	33.2%
South	493	34.3%
West	246	17.1%
Canada	15	1.0%
Total	1,438	100.0%

Introduction to Hunting

Table PR.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	660	37.2%
11 to 17 years old	819	46.2%
18 to 24 years old	121	6.8%
25 to 34 years old	87	4.9%
35 to 44 years old	50	2.8%
45 to 54 years old	20	1.1%
55 to 64 years old	12	0.7%
65 years and older	3	0.2%
Total	1,772	100.0%

Table PR.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	13	0.7%
Deer	554	31.3%
Elk	20	1.1%
Other big game	9	0.5%
Predators	19	1.1%
Small game	913	51.5%
Turkey	64	3.6%
Upland game birds	473	26.7%
Waterfowl	141	8.0%
Wild pig / feral hog	44	2.5%
Others	37	2.1%
Total	1,772	100.0%

Table PR.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	10	0.6%
Compound bow	41	2.3%
Crossbow	6	0.3%
MSR	14	0.8%
No weapon / toy	40	2.3%
Revolver	4	0.2%
Semi-automatic handgun	4	0.2%
Shotgun	999	56.6%
Traditional bow	12	0.7%
Traditional rifle	634	35.9%
Other	2	0.1%
Total	1,766	100.0%

Table PR.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	68	3.8%
Aunt / Uncle	195	11.0%
Co-worker	27	1.5%
Father	990	56.0%
Friend	310	17.5%
Grandparent	168	9.5%
Guide / outfitter	12	0.7%
Mother	25	1.4%
Neighbor	48	2.7%
Nobody / I hunted alone on my first hunt	111	6.3%
Sibling	94	5.3%
Spouse	19	1.1%
Other	20	1.1%
Total	1,767	100.0%

Table PR.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	1,106	63.9%
Spend time with family or friends who already hunted	1,055	60.9%
Tradition / way of life	1,006	58.1%
Wanted to spend more time outdoors	1,002	57.9%
It's relaxing / an escape	707	40.8%
I wanted a challenge / adventure	637	36.8%
To become self-sufficient / become a provider / obtain my own meat	548	31.6%
Support conservation efforts	274	15.8%
Wanted to try a new sport	248	14.3%
To teach someone else / introduce my children or others to hunting	144	8.3%
Other Please write in	5	0.3%
Total	1,732	100.0%

Table PR.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	430	24.4%
1 year	111	6.3%
2 - 5 years	699	39.6%
6 to 10 years	193	10.9%
More than 10 years	191	10.8%
I have only ever hunted [the species that I first targeted]	140	7.9%
Total	1,764	100.0%

Table PR.14) Which species have you ever targeted?

	Count	Column Percent
Bear	493	30.2%
Deer	1,581	96.8%
Elk	500	30.6%
Other big game	365	22.4%
Others	39	2.4%
Predators	755	46.2%
Small game	1,404	86.0%
Turkey	1,212	74.2%
Upland game birds	1,332	81.6%
Waterfowl	1,061	65.0%
Wild pig / feral hog	481	29.5%
Total	1,633	100.0%

Current Hunting Activities

Table PR.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	207	12.9%
Deer	1,374	85.3%
Elk	285	17.7%
Other big game	118	7.3%
Others	60	3.7%
Predators	77	4.8%
Small game	782	48.6%
Turkey	900	55.9%
Upland game birds	769	47.8%
Waterfowl	500	31.1%
Wild pig / feral hog	254	15.8%
Total	1,610	100.0%

Table PR.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	1,515	85.4%
Traditional rifle (centerfire or rimfire)	1,465	82.6%
Traditional bow/compound bow	658	37.1%
Muzzleloader	638	36.0%
Modern sporting rifle / AR platform / AK platform	506	28.5%
Handgun	480	27.1%
Crossbow	384	21.7%
Other	23	1.3%
Total	1,773	100.0%

Table PR.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	286	20.8%
Deer	207	15.1%
Elk	215	15.6%
Other big game	232	16.9%
Predators	676	49.2%
Small Game	641	46.7%
Turkey	311	22.6%
Upland game birds	562	40.9%
Waterfowl	554	40.3%
Wild pig / feral hog	227	16.5%
Total number of hunters who have lapsed at least one species in their lifetime	1,374	100.0%

Table PR.18) Why have you lapsed Predator Hunting?

	Count	Column Percent
Do not have time	321	49.5%
I do not have anybody to go with anymore	108	16.6%
No hunting land available for this species anymore	97	14.9%
I moved to a new location where I am not able to do this type of hunting	79	12.2%
Other, please describe	57	8.8%
Medical reasons / disabilities	44	6.8%
No longer interested or did not enjoy this type of hunting	42	6.5%
I need more training	42	6.5%
I was not successful	40	6.2%
Too expensive	16	2.5%
Total	649	100.0%

Current Shooting Activities

Table PR.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,147	84.0%
Traditional Rimfire Rifle	1,112	81.4%
Shotgun	1,107	81.0%
Semiautomatic Handgun	1,076	78.8%
Revolver	918	67.2%
MSR	602	44.1%
Traditional or Compound Bow	501	36.7%
Muzzleloader	382	28.0%
Crossbow	287	21.0%
None of the Above	19	1.4%
Total	1,366	100.0%

Table PR.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	1,022	74.7%
Plinking or informal target shooting with a Semi-automatic Handgun	983	71.8%
Plinking or informal target shooting with a traditional centerfire rifle	897	65.5%
Sighting-in rifle with a traditional centerfire rifle	892	65.2%
Plinking or informal target shooting with a Revolver	837	61.1%
Informal (backyard or testing) with a Shotgun	727	53.1%
Sighting-in rifle with a traditional rimfire rifle	719	52.5%
Pattern shotgun	612	44.7%
Sighting-in with a Semi-automatic Handgun	580	42.4%
Sporting clays with a Shotgun	578	42.2%
Plinking or informal target shooting with a MSR	525	38.3%
Trap with a Shotgun	517	37.8%
Target shooting with a traditional or compound bow	501	36.6%
Skeet with a Shotgun	499	36.4%
Sighting-In with a Shotgun	443	32.4%
Benchrest with a traditional centerfire rifle	431	31.5%
Sighting-in with a Revolver	423	30.9%
Long range with a traditional centerfire rifle	420	30.7%
Sighting-in rifle with a MSR	408	29.8%
Target shooting with a muzzleloader	382	27.9%
Load Testing/Development with a traditional centerfire rifle	353	25.8%
Testing (Ammo & firearm) with a Semi-automatic Handgun	343	25.1%
Target shooting with a crossbow	287	21.0%

Teaching/Informative with a Semi-automatic Handgun	277	20.2%
Testing (Ammo & firearm) with a Revolver	270	19.7%
Benchrest with a traditional rimfire rifle	269	19.6%
Bullseye with a Semi-automatic Handgun	260	19.0%
Teaching/Informative with a Shotgun	242	17.7%
Teaching/Informative with a traditional centerfire rifle	242	17.7%
Teaching/Informative with a traditional rimfire rifle	242	17.7%
Silhouette with a Semi-automatic Handgun	206	15.0%
5 Stand with a Shotgun	204	14.9%
Target shooting with an air rifle at a range	202	14.8%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	191	14.0%
Load Testing/Development with a Semi-automatic Handgun	185	13.5%
Bullseye with a Revolver	184	13.4%
Teaching/Informative with a Revolver	180	13.1%
Load Testing/Development with a Revolver	167	12.2%
Wobble Trap with a Shotgun	161	11.8%
Load Testing/Development with a MSR	154	11.2%
Teaching/Informative with a MSR	154	11.2%
Tactical with a MSR	143	10.4%
Long range with a MSR	139	10.2%
Benchrest with a MSR	133	9.7%
Silhouette with a traditional centerfire rifle	132	9.6%
Training (Military / Defense / Law Enforcement) with a MSR	124	9.1%
Silhouette with a Revolver	120	8.8%
Long range with a traditional rimfire rifle	119	8.7%
Silhouette with a traditional rimfire rifle	115	8.4%
Test reload with a Shotgun	112	8.2%
Dog training with a shotgun	104	7.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	96	7.0%
Tactical with a traditional centerfire rifle	82	6.0%
Steel Challenge with a Semi-automatic Handgun	80	5.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	78	5.7%
Bowling pin with a Semi-automatic Handgun	69	5.0%
Silhouette with a MSR	67	4.9%
Load Testing/Development with a traditional rimfire rifle	64	4.7%
Training (Military / Defense / Law Enforcement) with a Revolver	57	4.2%
3 Gun with a Shotgun	43	3.1%
IDPA with a Semi-automatic Handgun	42	3.1%
Bowling pin with a Revolver	42	3.1%
3 Gun with a Semi-automatic Handgun	41	3.0%
Cowboy action with a Revolver	39	2.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	39	2.8%

Steel Challenge with a Revolver	36	2.6%
Steel Challenge with a traditional centerfire rifle	35	2.6%
3 Gun with a MSR	35	2.6%
Steel Challenge with a traditional rimfire rifle	34	2.5%
Tactical with a traditional rimfire rifle	34	2.5%
Three (3) position with a traditional centerfire rifle	33	2.4%
Three (3) position with a traditional rimfire rifle	29	2.1%
Steel Challenge with a MSR	27	2.0%
Three (3) position with a MSR	27	2.0%
IPSC with a Semi-automatic Handgun	25	1.8%
Cowboy action with a traditional centerfire rifle	19	1.4%
NRA high power with a traditional centerfire rifle	19	1.4%
None of the above	19	1.4%
Cowboy Action with a Shotgun	17	1.2%
NRA high power with a MSR	12	0.9%
IDPA with a Revolver	9	0.7%
3 Gun with a traditional centerfire rifle	8	0.6%
Cowboy action with a Semi-automatic Handgun	6	0.4%
3 Gun with a traditional rimfire rifle	5	0.4%
IPSC with a Revolver	4	0.3%
Cowboy action with a traditional rimfire rifle	4	0.3%
NRA high power with a traditional rimfire rifle	4	0.3%
Schuetzen with a traditional centerfire rifle	3	0.2%
3 Gun with a Revolver	3	0.2%
Schuetzen with a MSR	2	0.1%
Schuetzen with a traditional rimfire rifle	2	0.1%
Total	1,369	100.0%

Predator Hunting Interest

Table PR.21) Why haven't you ever (or within the past 3 years) hunted predators?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	188	27.9%
Do not have time	156	23.1%
I do not have anyone to go with	151	22.4%
Don't know how to start	136	20.2%
My hunting skills need improving / I need more training	111	16.5%
There are other activities I'd rather do	98	14.5%
I don't own the proper equipment	82	12.2%
No hunting land available	81	12.0%
If I had a successful hunt I wouldn't know what to do with my harvest	78	11.6%
This species is not found in my part of the country, or it is not legal to hunt	44	6.5%
I moved to a new home and don't know where to go	25	3.7%
Medical reasons / disability	22	3.3%
Too expensive	21	3.1%
Hunting rules are too complex	13	1.9%
Other	13	1.9%
I am not able to buy a license	4	0.6%
Total	674	100.0%

Influential Media and Individuals

Table PR.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	915	56.7%
Father	410	25.4%
Self / nobody else	277	17.2%
Another relative	159	9.8%
Co-worker	151	9.3%
Sibling	131	8.1%
Uncle / Aunt	128	7.9%
Grandparent	88	5.4%
Children / grandchildren	72	4.5%
Neighbor	65	4.0%
Spouse	56	3.5%
Guide / outfitter	49	3.0%
Other, please specify	25	1.5%
Mother	5	0.3%
Total	1,615	100.0%

Table PR.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	473	29.5%
Television shows	880	54.9%
Magazines	665	41.5%
Seminars	87	5.4%
Hunter education programs	149	9.3%
State wildlife management agencies	266	16.6%
Retailers	98	6.1%
Local clubs or social organizations	174	10.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	562	35.0%
Other, please specify	58	3.6%
Total	1,604	100.0%

Table PR.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	254	54.0%
Fish and Wildlife agency produced videos	127	27.0%
How-to videos	252	53.6%
Informational/political/talk show style	55	11.7%
Professionals hunting/fishing/shooting	362	77.0%
Non-professionals (home videos) hunting/fishing/shooting	265	56.4%
Comedy/blooper videos	19	4.0%
Competitions	61	13.0%
Product reviews	177	37.7%
Other	6	1.3%
Total	470	100.0%

Table PR.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	51	5.8%
Animal Planet	62	7.1%
Comcast SportsNet	7	0.8%
Discovery Channel	113	12.9%
ESPN/ESPN 2	50	5.7%
History Channel	90	10.3%
Military Channel	29	3.3%
National Geographic	88	10.1%
NBC Sports	19	2.2%
Outdoor Channel	728	83.2%
Pursuit Channel	317	36.2%
Sportsman Channel	586	67.0%
Sunshine Network / SUN Sports	11	1.3%
WildTV	20	2.3%
World Fishing Network	36	4.1%
Other national network	8	0.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	187	21.4%
I watched hunting/fishing TV, but don't remember the channel	183	20.9%
Total	875	100.0%

Table PR.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	691	43.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	546	34.4%
Books / magazines	538	33.9%
YouTube videos	433	27.2%
Membership in a non-profit organization specific to this type of hunting	422	26.6%
Joining a local hunt club	404	25.4%
Programming offered by outdoor retailers	394	24.8%
Online forums / blogs	289	18.2%
Other: Please describe	146	9.2%
Total	1,589	100.0%

Table PR.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	171	28.3%	98	29.4%	142	29.6%	110	31.7%
Google+	133	22.0%	81	24.3%	96	20.0%	72	20.7%
Twitter	26	4.3%	16	4.8%	20	4.2%	20	5.8%
Pinterest	24	4.0%	14	4.2%	26	5.4%	14	4.0%
Instagram	47	7.8%	27	8.1%	41	8.5%	44	12.7%
YouTube	284	46.9%	177	53.2%	255	53.1%	175	50.4%
Television programs	319	52.7%	211	63.4%	259	54.0%	207	59.7%
Books	132	21.8%	86	25.8%	121	25.2%	109	31.4%
Magazines	440	72.7%	253	76.0%	323	67.3%	261	75.2%
Online Forums	152	25.1%	93	27.9%	151	31.5%	101	29.1%
Newsletter from hunting / wildlife groups or organizations	257	42.5%	142	42.6%	207	43.1%	194	55.9%
Fish / Wildlife Agency for My State of Residence	316	52.2%	170	51.1%	301	62.7%	212	61.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	210	34.7%	122	36.6%	189	39.4%	145	41.8%
Other	10	1.7%	7	2.1%	13	2.7%	10	2.9%
None Of The Above	15	2.5%	3	0.9%	9	1.9%	4	1.2%
Total	605	100.0%	333	100.0%	480	100.0%	347	100.0%

Table PR.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	122	33.1%	98	28.5%	125	26.7%	75	30.9%	23	18.9%
	Google+	83	22.5%	67	19.5%	98	20.9%	60	24.7%	22	18.0%
	Twitter	29	7.9%	17	4.9%	28	6.0%	22	9.1%	1	0.8%
	Pinterest	18	4.9%	8	2.3%	20	4.3%	16	6.6%	1	0.8%
	Instagram	35	9.5%	34	9.9%	37	7.9%	35	14.4%	8	6.6%
	YouTube	300	81.3%	175	50.9%	213	45.4%	144	59.3%	47	38.5%
	Television programs	204	55.3%	187	54.4%	284	60.6%	142	58.4%	64	52.5%
	Books	99	26.8%	93	27.0%	168	35.8%	73	30.0%	27	22.1%
	Magazines	249	67.5%	242	70.3%	405	86.4%	169	69.5%	90	73.8%
	Online Forums	135	36.6%	100	29.1%	125	26.7%	127	52.3%	37	30.3%
	Newsletter from hunting / wildlife groups or organizations	147	39.8%	142	41.3%	200	42.6%	106	43.6%	37	30.3%
	Fish / Wildlife Agency for My State of Residence	179	48.5%	181	52.6%	236	50.3%	133	54.7%	71	58.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	128	34.7%	126	36.6%	162	34.5%	93	38.3%	34	27.9%
	Other	12	3.3%	7	2.0%	13	2.8%	11	4.5%	8	6.6%
	None Of The Above	5	1.4%	6	1.7%	2	0.4%	3	1.2%	4	3.3%
Total		369	100.0%	344	100.0%	469	100.0%	243	100.0%	122	100.0%

Small Game Hunting

This section includes only those responses from individuals who do not currently small game hunt, but would be interested in doing so. Further chapters will note data collected from those who currently small game hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (82.9%) of those who are interested in hunting small game have hunted deer within the last three years (Table S.13).
- Almost half (45.0%) of those interested in hunting small game have shot sporting clays with a shotgun within the past 3 years (Table S.18).
- 45.2% of those who could be persuaded to bear hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table S.26).

Demographic Information

Table S.1) What is your current age?

	Count	Column Percent
18 to 24	9	1.1%
25 to 34	74	9.2%
35 to 44	109	13.6%
45 to 54	168	20.9%
55 to 64	264	32.8%
65 and older	180	22.4%
Total	804	100.0%

Table S.2) What is your gender?

	Count	Column Percent
Male	772	95.9%
Female	33	4.1%
Total	805	100.0%

Table S.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	26	3.3%
\$20,000 to \$29,999	22	2.8%
\$30,000 to \$39,999	30	3.8%
\$40,000 to \$49,999	58	7.2%
\$50,000 to \$74,999	159	19.9%
\$75,000 to \$99,999	141	17.6%
\$100,000 to \$149,999	206	25.8%
\$150,000 to \$200,000	87	10.9%
More than \$200,000	71	8.9%
Total	800	100.0%

Table S.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	1	0.1%
High school graduation	164	20.4%
Trade school, associates degree or similar	222	27.6%
Bachelors degree	249	30.9%
Masters degree	127	15.8%
Ph D and higher	42	5.2%
Total	805	100.0%

Table S.5) In which region do you live?

	Count	Column Percent
Northeast	121	15.0%
Midwest	212	26.4%
South	286	35.6%
West	181	22.5%
Canada	4	0.5%
Total	804	100.0%

Introduction to Hunting

Table S.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	352	35.3%
11 to 17 years old	432	43.4%
18 to 24 years old	73	7.3%
25 to 34 years old	70	7.0%
35 to 44 years old	40	4.0%
45 to 54 years old	17	1.7%
55 to 64 years old	10	1.0%
65 years and older	2	0.2%
Total	996	100.0%

Table S.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	4	0.4%
Deer	308	30.9%
Elk	15	1.5%
Other big game	7	0.7%
Predators	18	1.8%
Small game	479	48.1%
Turkey	48	4.8%
Upland game birds	259	26.0%
Waterfowl	73	7.3%
Wild pig / feral hog	26	2.6%
Others	19	1.9%
Total	996	100.0%

Table S.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	3	0.3%
Compound bow	27	2.7%
Crossbow	2	0.2%
MSR	11	1.1%
No weapon / toy	30	3.0%
Revolver	2	0.2%
Semi-automatic handgun	4	0.4%
Shotgun	551	55.5%
Traditional bow	10	1.0%
Traditional rifle	349	35.1%
Other	4	0.4%
Total	993	100.0%

Table S.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	46	4.6%
Aunt / Uncle	113	11.4%
Co-worker	15	1.5%
Father	547	55.0%
Friend	189	19.0%
Grandparent	92	9.3%
Guide / outfitter	8	0.8%
Mother	7	0.7%
Neighbor	16	1.6%
Nobody / I hunted alone on my first hunt	65	6.5%
Sibling	48	4.8%
Spouse	17	1.7%
Other	15	1.5%
Total	994	100.0%

Table S.10) What got you interested in hunting?

	Count	Column Percent
It has always interested me	600	61.7%
Spend time with family or friends who already hunted	599	61.6%
Wanted to spend more time outdoors	578	59.5%
Tradition / way of life	572	58.8%
It's relaxing / an escape	399	41.0%
I wanted a challenge / adventure	360	37.0%
To become self-sufficient / become a provider / obtain my own meat	310	31.9%
Support conservation efforts	173	17.8%
Wanted to try a new sport	152	15.6%
To teach someone else / introduce my children or others to hunting	86	8.8%
Other Please write in	2	0.2%
Total	972	100.0%

Table S.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	231	23.3%
1 year	67	6.8%
2 - 5 years	394	39.8%
6 to 10 years	114	11.5%
More than 10 years	100	10.1%
I have only ever hunted [the species that I first targeted]	85	8.6%
Total	991	100.0%

Table S.12) Which species have you ever targeted?

	Count	Column Percent
Bear	276	30.3%
Deer	871	95.6%
Elk	297	32.6%
Other big game	218	23.9%
Others	24	2.6%
Predators	465	51.0%
Small game	706	77.5%
Turkey	649	71.2%
Upland game birds	710	77.9%
Waterfowl	540	59.3%
Wild pig / feral hog	311	34.1%
Total	911	100.0%

Current Hunting Activities

Table S.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	123	13.9%
Deer	734	82.9%
Elk	187	21.1%
Other big game	72	8.1%
Others	29	3.3%
Predators	234	26.4%
Small game	0	0.0%
Turkey	453	51.2%
Upland game birds	369	41.7%
Waterfowl	252	28.5%
Wild pig / feral hog	159	18.0%
Total	885	100.0%

Table S.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	828	83.1%
Traditional rifle (centerfire or rimfire)	812	81.5%
Traditional bow/compound bow	360	36.1%
Muzzleloader	331	33.2%
Modern sporting rifle / AR platform / AK platform	285	28.6%
Handgun	241	24.2%
Crossbow	173	17.4%
Other	14	1.4%
Total	996	100.0%

Table S.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	153	55.4%
Deer	137	15.7%
Elk	110	37.0%
Other big game	138	63.3%
Predators	230	49.4%
Small Game	706	100%
Turkey	196	30.2%
Upland game birds	339	47.7%
Waterfowl	284	52.6%
Wild pig / feral hog	152	48.9%
Total number of hunters who have lapsed at least one species in their lifetime	799	

Table S.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Bear		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	500	20.4%	21	15.3%	30	19.6%	46	23.5%
I moved to a new location where I am not able to do this type of hunting	334	13.6%	25	18.2%	25	16.3%	20	10.2%
No hunting land available for this species anymore	393	16.0%	25	18.2%	15	9.8%	29	14.8%
Do not have time	817	33.3%	27	19.7%	45	29.4%	68	34.7%
Too expensive	232	9.4%	16	11.7%	18	11.8%	8	4.1%
No longer interested or did not enjoy this type of hunting	262	10.7%	25	18.2%	16	10.5%	24	12.2%
I was not successful	58	2.4%	5	3.6%	9	5.9%	14	7.1%
I need more training	46	1.9%	2	1.5%	6	3.9%	7	3.6%
I have a disability, an illness or an age-related reason that prevents me	190	7.7%	14	10.2%	14	9.2%	14	7.1%
Other, please describe	305	12.4%	21	15.3%	25	16.3%	13	6.6%
Total	2,456	100%	137	100%	153	100%	196	100%

Table S.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	139	19.6%	78	27.5%	16	14.5%	22	15.9%
I moved to a new location where I am not able to do this type of hunting	77	10.8%	47	16.5%	15	13.6%	18	13.0%
No hunting land available for this species anymore	100	14.1%	35	12.3%	5	4.5%	14	10.1%
Do not have time	305	43.0%	76	26.8%	23	20.9%	32	23.2%
Too expensive	9	1.3%	25	8.8%	54	49.1%	44	31.9%
No longer interested or did not enjoy this type of hunting	79	11.1%	59	20.8%	3	2.7%	5	3.6%
I was not successful	2	0.3%	4	1.4%	5	4.5%	2	1.4%
I need more training	7	1.0%	8	2.8%	0	0.0%	1	0.7%
I have a disability, an illness or an age-related reason that prevents me	42	5.9%	24	8.5%	13	11.8%	13	9.4%
Other, please describe	94	13.2%	29	10.2%	6	5.5%	16	11.6%
Total	710	100%	284	100%	110	100%	138	100%

Table S.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	76	22.4%	40	17.4%	1	14.3%	31	20.4%
I moved to a new location where I am not able to do this type of hunting	55	16.2%	25	10.9%	1	14.3%	26	17.1%
No hunting land available for this species anymore	101	29.8%	29	12.6%	2	28.6%	38	25.0%
Do not have time	95	28.0%	96	41.7%	1	14.3%	49	32.2%
Too expensive	26	7.7%	9	3.9%	2	28.6%	21	13.8%
No longer interested or did not enjoy this type of hunting	22	6.5%	21	9.1%	1	14.3%	7	4.6%
I was not successful	2	0.6%	11	4.8%	0	0.0%	4	2.6%
I need more training	3	0.9%	8	3.5%	0	0.0%	4	2.6%
I have a disability, an illness or an age-related reason that prevents me	28	8.3%	20	8.7%	0	0.0%	8	5.3%
Other, please describe	55	16.2%	21	9.1%	1	14.3%	24	15.8%
Total	339	100%	230	100%	7	100%	152	100%

Current Shooting Activities

Table S.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	649	83.0%
Semiautomatic Handgun	633	80.9%
Shotgun	632	80.8%
Traditional Rimfire Rifle	623	79.7%
Revolver	512	65.5%
MSR	382	48.8%
Traditional or Compound Bow	305	39.0%
Muzzleloader	208	26.6%
Crossbow	136	17.4%
None of the Above	10	1.3%
Total	782	100.0%

Table S.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	574	73.2%
Plinking or informal target shooting with a Semi-automatic Handgun	565	72.1%
Plinking or informal target shooting with a traditional centerfire rifle	518	66.1%
Sighting-in rifle with a traditional centerfire rifle	497	63.4%
Plinking or informal target shooting with a Revolver	463	59.1%
Informal (backyard or testing) with a Shotgun	394	50.3%
Sighting-in rifle with a traditional rimfire rifle	392	50.0%
Sporting clays with a Shotgun	353	45.0%
Sighting-in with a Semi-automatic Handgun	340	43.4%
Pattern shotgun	339	43.2%
Plinking or informal target shooting with a MSR	332	42.3%
Target shooting with a traditional or compound bow	305	38.9%
Skeet with a Shotgun	300	38.3%
Trap with a Shotgun	299	38.1%
Sighting-in rifle with a MSR	254	32.4%
Sighting-in with a Revolver	238	30.4%
Sighting-In with a Shotgun	236	30.1%
Long range with a traditional centerfire rifle	236	30.1%
Benchrest with a traditional centerfire rifle	232	29.6%
Target shooting with a muzzleloader	208	26.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	205	26.1%
Load Testing/Development with a traditional centerfire rifle	185	23.6%
Testing (Ammo & firearm) with a Revolver	152	19.4%

Teaching/Informative with a Semi-automatic Handgun	140	17.9%
Benchrest with a traditional rimfire rifle	139	17.7%
Target shooting with a crossbow	136	17.3%
Teaching/Informative with a Shotgun	133	17.0%
Bullseye with a Semi-automatic Handgun	129	16.5%
Teaching/Informative with a traditional centerfire rifle	128	16.3%
5 Stand with a Shotgun	124	15.8%
Teaching/Informative with a traditional rimfire rifle	121	15.4%
Silhouette with a Semi-automatic Handgun	117	14.9%
Target shooting with an air rifle at a range	113	14.4%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	104	13.3%
Load Testing/Development with a Semi-automatic Handgun	103	13.1%
Load Testing/Development with a Revolver	100	12.8%
Load Testing/Development with a MSR	98	12.5%
Wobble Trap with a Shotgun	95	12.1%
Bullseye with a Revolver	90	11.5%
Teaching/Informative with a Revolver	88	11.2%
Benchrest with a MSR	84	10.7%
Tactical with a MSR	83	10.6%
Teaching/Informative with a MSR	81	10.3%
Training (Military / Defense / Law Enforcement) with a MSR	77	9.8%
Silhouette with a traditional centerfire rifle	73	9.3%
Silhouette with a Revolver	73	9.3%
Long range with a MSR	69	8.8%
Dog training with a shotgun	66	8.4%
Silhouette with a traditional rimfire rifle	64	8.2%
Test reload with a Shotgun	63	8.0%
Long range with a traditional rimfire rifle	63	8.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	45	5.7%
Steel Challenge with a Semi-automatic Handgun	44	5.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	40	5.1%
Tactical with a traditional centerfire rifle	38	4.8%
Load Testing/Development with a traditional rimfire rifle	36	4.6%
Silhouette with a MSR	33	4.2%
Bowling pin with a Semi-automatic Handgun	33	4.2%
3 Gun with a Semi-automatic Handgun	29	3.7%
Training (Military / Defense / Law Enforcement) with a Revolver	27	3.4%
3 Gun with a Shotgun	26	3.3%
IDPA with a Semi-automatic Handgun	24	3.1%
Steel Challenge with a traditional rimfire rifle	22	2.8%
3 Gun with a MSR	20	2.6%
Steel Challenge with a traditional centerfire rifle	19	2.4%
Three (3) position with a MSR	19	2.4%

Three (3) position with a traditional centerfire rifle	18	2.3%
Cowboy action with a Revolver	18	2.3%
Bowling pin with a Revolver	17	2.2%
Three (3) position with a traditional rimfire rifle	17	2.2%
IPSC with a Semi-automatic Handgun	15	1.9%
Steel Challenge with a MSR	14	1.8%
Steel Challenge with a Revolver	14	1.8%
Tactical with a traditional rimfire rifle	13	1.7%
Cowboy action with a traditional centerfire rifle	12	1.5%
Cowboy Action with a Shotgun	11	1.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	1.4%
None of the above	10	1.3%
NRA high power with a traditional centerfire rifle	9	1.1%
NRA high power with a MSR	9	1.1%
Cowboy action with a Semi-automatic Handgun	6	0.8%
IDPA with a Revolver	6	0.8%
IPSC with a Revolver	4	0.5%
3 Gun with a traditional centerfire rifle	3	0.4%
Cowboy action with a traditional rimfire rifle	3	0.4%
3 Gun with a Revolver	2	0.3%
3 Gun with a traditional rimfire rifle	2	0.3%
NRA high power with a traditional rimfire rifle	1	0.1%
Total	784	100.0%

Small Game Hunting Interest

Table S.19) Which methods would you be interested in using in order to target small game? *Error! Not a valid filename.*

Table S.20) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	46	35.1%
I do not have anyone to go with	38	29.0%
Places to hunt are too limited, no convenient place to hunt	32	24.4%
Don't know how to start	26	19.8%
Too expensive	23	17.6%
No hunting land available	21	16.0%
Do not have time	18	13.7%
My hunting skills need improving / I need more training	14	10.7%
There are other activities I'd rather do	10	7.6%
If I had a successful hunt I wouldn't know what to do with my harvest	9	6.9%
I am not able to buy a license	7	5.3%
I moved to a new home and don't know where to go	6	4.6%
Medical reasons / disability	4	3.1%
Other	4	3.1%
I don't own the proper equipment	3	2.3%
Hunting rules are too complex	0	0.0%
Total	131	100.0%

Influential Media and Individuals

Table S.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table S.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	250	28.0%
Television shows	446	50.0%
Magazines	374	41.9%
Seminars	41	4.6%
Hunter education programs	106	11.9%
State wildlife management agencies	176	19.7%
Retailers	55	6.2%
Local clubs or social organizations	105	11.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	316	35.4%
Other, please specify	42	4.7%
Total	892	100.0%

Table S.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	127	51.0%
Fish and Wildlife agency produced videos	75	30.1%
How-to videos	128	51.4%
Informational/political/talk show style	30	12.0%
Professionals hunting/fishing/shooting	182	73.1%
Non-professionals (home videos) hunting/fishing/shooting	123	49.4%
Comedy/blooper videos	10	4.0%
Competitions	25	10.0%
Product reviews	87	34.9%
Other	2	0.8%
Total	249	100.0%

Table S.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	19	4.3%
Animal Planet	33	7.5%
Comcast SportsNet	3	0.7%
Discovery Channel	64	14.5%
ESPN/ESPN 2	20	4.5%
History Channel	46	10.4%
Military Channel	16	3.6%
National Geographic	53	12.0%
NBC Sports	10	2.3%
Outdoor Channel	367	83.2%
Pursuit Channel	159	36.1%
Sportsman Channel	290	65.8%
Sunshine Network / SUN Sports	4	0.9%
WildTV	11	2.5%
World Fishing Network	23	5.2%
Other national network	5	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	98	22.2%
I watched hunting/fishing TV, but don't remember the channel	85	19.3%
Total	441	100.0%

Table S.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	382	44.6%
Books / magazines	304	35.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	299	34.9%
Membership in a non-profit organization specific to this type of hunting	258	30.1%
Joining a local hunt club	236	27.6%
YouTube videos	234	27.3%
Programming offered by outdoor retailers	225	26.3%
Online forums / blogs	149	17.4%
Other: Please describe	77	9.0%
Total	856	100.0%

Table S.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	99	29.8%	60	31.1%	76	29.5%	68	30.8%
	Google+	60	18.1%	38	19.7%	51	19.8%	42	19.0%
	Twitter	16	4.8%	16	8.3%	21	8.1%	22	10.0%
	Pinterest	14	4.2%	10	5.2%	16	6.2%	13	5.9%
	Instagram	37	11.1%	23	11.9%	33	12.8%	33	14.9%
	YouTube	150	45.2%	111	57.5%	140	54.3%	114	51.6%
	Television programs	158	47.6%	110	57.0%	126	48.8%	120	54.3%
	Books	83	25.0%	62	32.1%	83	32.2%	79	35.7%
	Magazines	237	71.4%	146	75.6%	172	66.7%	161	72.9%
	Online Forums	102	30.7%	62	32.1%	77	29.8%	71	32.1%
	Newsletter from hunting / wildlife groups or organizations	146	44.0%	85	44.0%	120	46.5%	127	57.5%
	Fish / Wildlife Agency for My State of Residence	178	53.6%	112	58.0%	176	68.2%	140	63.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	112	33.7%	74	38.3%	110	42.6%	93	42.1%
	Other	8	2.4%	2	1.0%	6	2.3%	5	2.3%
None Of The Above	8	2.4%	4	2.1%	7	2.7%	0	0.0%	
Total		332	100.0%	193	100.0%	258	100.0%	221	100.0%

Table S.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	67	32.1%	58	28.6%	70	26.0%	43	33.6%	14	20.9%
Google+	34	16.3%	38	18.7%	50	18.6%	27	21.1%	9	13.4%
Twitter	25	12.0%	20	9.9%	18	6.7%	14	10.9%	3	4.5%
Pinterest	21	10.0%	9	4.4%	14	5.2%	7	5.5%	3	4.5%
Instagram	32	15.3%	22	10.8%	26	9.7%	22	17.2%	4	6.0%
YouTube	170	81.3%	101	49.8%	138	51.3%	79	61.7%	30	44.8%
Television programs	117	56.0%	109	53.7%	163	60.6%	65	50.8%	32	47.8%
Books	70	33.5%	59	29.1%	114	42.4%	40	31.3%	16	23.9%
Magazines	137	65.6%	146	71.9%	237	88.1%	89	69.5%	45	67.2%
Online Forums	87	41.6%	63	31.0%	81	30.1%	76	59.4%	25	37.3%
Newsletter from hunting / wildlife groups or organizations	97	46.4%	84	41.4%	141	52.4%	60	46.9%	26	38.8%
Fish / Wildlife Agency for My State of Residence	115	55.0%	110	54.2%	163	60.6%	77	60.2%	41	61.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	73	34.9%	66	32.5%	104	38.7%	46	35.9%	21	31.3%
Other	6	2.9%	3	1.5%	6	2.2%	6	4.7%	2	3.0%
None Of The Above	5	2.4%	3	1.5%	4	1.5%	3	2.3%	2	3.0%
Total	209	100.0%	203	100.0%	269	100.0%	128	100.0%	67	100.0%

Small Game Hunting with a Crossbow

Table SC.1) **Sample frame**

	Count
Have not hunted small game in the past 3 years, and have not hunted with a crossbow in that time either	59
Have not hunted small game in the past 3 years, but have hunted with a crossbow recently	40
Have hunted small game in the past 3 years, but not with a crossbow	153
Total sample	252

Table SC.2) How many respondents have hunted small game at some point in the past?

	Count
Have never hunted this species before	36
Have hunted this species before	216
Total	252

Demographic Information

Table SC.3) What is your current age?

	Count	Column Percent
18 to 24	3	1.4%
25 to 34	19	9.0%
35 to 44	39	18.5%
45 to 54	55	26.1%
55 to 64	59	28.0%
65 and older	36	17.1%
Total	211	100.0%

Table SC.4) What is your gender?

	Count	Column Percent
Male	199	94.3%
Female	12	5.7%
Total	211	100.0%

Table SC.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	17	8.1%
\$20,000 to \$29,999	5	2.4%
\$30,000 to \$39,999	5	2.4%
\$40,000 to \$49,999	15	7.1%
\$50,000 to \$74,999	45	21.4%
\$75,000 to \$99,999	46	21.9%
\$100,000 to \$149,999	43	20.5%
\$150,000 to \$200,000	24	11.4%
More than \$200,000	10	4.8%
Total	210	100.0%

Table SC.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	1	0.5%
High school graduation	39	18.5%
Trade school, associates degree or similar	77	36.5%
Bachelors degree	58	27.5%
Masters degree	31	14.7%
Ph D and higher	5	2.4%
Total	211	100.0%

Table SC.7) In which region do you live?

	Count	Column Percent
Northeast	29	13.7%
Midwest	56	26.5%
South	69	32.7%
West	55	26.1%
Canada	2	0.9%
Total	211	100.0%

Introduction to Hunting

Table SC.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	111	44.0%
11 to 17 years old	105	41.7%
18 to 24 years old	12	4.8%
25 to 34 years old	16	6.3%
35 to 44 years old	7	2.8%
45 to 54 years old	1	0.4%
55 to 64 years old	0	0.0%
65 years and older	0	0.0%
Total	252	100.0%

Table SC.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	2	0.8%
Deer	81	32.1%
Elk	6	2.4%
Other big game	1	0.4%
Predators	3	1.2%
Small game	135	53.6%
Turkey	7	2.8%
Upland game birds	61	24.2%
Waterfowl	13	5.2%
Wild pig / feral hog	6	2.4%
Others	10	4.0%
Total	252	100.0%

Table SC.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	2	0.8%
Compound bow	8	3.2%
Crossbow	1	0.4%
MSR	4	1.6%
No weapon / toy	5	2.0%
Revolver	0	0.0%
Semi-automatic handgun	1	0.4%
Shotgun	116	46.0%
Traditional bow	1	0.4%
Traditional rifle	113	44.8%
Other	1	0.4%
Total	252	100.0%

Table SC.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	16	6.3%
Aunt / Uncle	32	12.7%
Co-worker	3	1.2%
Father	144	57.1%
Friend	44	17.5%
Grandparent	32	12.7%
Guide / outfitter	4	1.6%
Mother	4	1.6%
Neighbor	4	1.6%
Nobody / I hunted alone on my first hunt	10	4.0%
Sibling	15	6.0%
Spouse	5	2.0%
Other	3	1.2%
Total	252	100.0%

Table SC.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	169	67.9%
Spend time with family or friends who already hunted	168	67.5%
Tradition / way of life	166	66.7%
Wanted to spend more time outdoors	158	63.5%
It's relaxing / an escape	119	47.8%
I wanted a challenge / adventure	113	45.4%
To become self-sufficient / become a provider / obtain my own meat	107	43.0%
Support conservation efforts	56	22.5%
Wanted to try a new sport	42	16.9%
To teach someone else / introduce my children or others to hunting	35	14.1%
Other Please write in	1	0.4%
Total	249	100.0%

Table SC.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	73	29.2%
1 year	23	9.2%
2 - 5 years	94	37.6%
6 to 10 years	26	10.4%
More than 10 years	21	8.4%
I have only ever hunted [the species that I first targeted]	13	5.2%
Total	250	100.0%

Table SC.14) Which species have you ever targeted?

	Count	Column Percent
Bear	85	35.6%
Deer	237	99.2%
Elk	91	38.1%
Other big game	82	34.3%
Others	11	4.6%
Predators	176	73.6%
Small game	216	90.4%
Turkey	186	77.8%
Upland game birds	205	85.8%
Waterfowl	171	71.5%
Wild pig / feral hog	101	42.3%
Total	239	100.0%

Current Hunting Activities

Table SC.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	40	16.9%
Deer	207	87.7%
Elk	50	21.2%
Other big game	33	14.0%
Others	18	7.6%
Predators	114	48.3%
Small game	148	62.7%
Turkey	144	61.0%
Upland game birds	121	51.3%
Waterfowl	75	31.8%
Wild pig / feral hog	64	27.1%
Total	236	100.0%

Table SC.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	237	94.0%
Shotgun	219	86.9%
Traditional bow/compound bow	123	48.8%
Modern sporting rifle / AR platform / AK platform	118	46.8%
Handgun	99	39.3%
Muzzleloader	96	38.1%
Crossbow	32	12.7%
Other	9	3.6%
Total	252	100.0%

Table SC.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	45	22.2%
Deer	30	14.8%
Elk	41	20.2%
Other big game	48	23.6%
Predators	61	30.0%
Small Game	72	35.5%
Turkey	42	20.7%
Upland game birds	84	41.4%
Waterfowl	94	46.3%
Wild pig / feral hog	37	18.2%
Total number of hunters who have lapsed at least one species in their lifetime	203	100.0%

Table SC.18) Why have you lapsed small game hunting?

	Count	Column Percent
Do not have time	27	38.6%
Other, please describe	18	25.7%
I do not have anybody to go with anymore	12	17.1%
No hunting land available for this species anymore	10	14.3%
I moved to a new location where I am not able to do this type of hunting	9	12.9%
Medical reasons / disabilities	9	12.9%
No longer interested or did not enjoy this type of hunting	7	10.0%
Too expensive	2	2.9%
I need more training	2	2.9%
I was not successful	0	0.0%
Total	70	100.0%

Current Shooting Activities

Table SC.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	183	88.8%
Semiautomatic Handgun	182	88.3%
Traditional Rimfire Rifle	181	87.9%
Shotgun	179	86.9%
Revolver	152	73.8%
MSR	124	60.2%
Traditional or Compound Bow	100	48.5%
Muzzleloader	66	32.0%
Crossbow	49	23.8%
None of the Above	1	0.5%
Total	206	100.0%

Table SC.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	176	85.4%
Plinking or informal target shooting with a Semi-automatic Handgun	171	83.0%
Plinking or informal target shooting with a traditional centerfire rifle	163	79.1%
Sighting-in rifle with a traditional centerfire rifle	144	69.9%
Plinking or informal target shooting with a Revolver	143	69.4%
Informal (backyard or testing) with a Shotgun	137	66.5%
Sighting-in rifle with a traditional rimfire rifle	135	65.5%
Sighting-in with a Semi-automatic Handgun	117	56.8%
Plinking or informal target shooting with a MSR	112	54.4%
Pattern shotgun	111	53.9%
Sporting clays with a Shotgun	101	49.0%
Target shooting with a traditional or compound bow	100	48.5%
Sighting-In with a Shotgun	94	45.6%
Long range with a traditional centerfire rifle	94	45.6%
Sighting-in with a Revolver	92	44.7%
Sighting-in rifle with a MSR	87	42.2%
Trap with a Shotgun	84	40.8%
Skeet with a Shotgun	83	40.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	78	37.9%
Benchrest with a traditional centerfire rifle	75	36.4%
Load Testing/Development with a traditional centerfire rifle	69	33.5%
Target shooting with a muzzleloader	66	32.0%
Testing (Ammo & firearm) with a Revolver	62	30.1%

Teaching/Informative with a traditional rimfire rifle	61	29.6%
Teaching/Informative with a Semi-automatic Handgun	59	28.6%
Teaching/Informative with a traditional centerfire rifle	57	27.7%
Benchrest with a traditional rimfire rifle	57	27.7%
Teaching/Informative with a Shotgun	51	24.8%
Bullseye with a Semi-automatic Handgun	49	23.8%
Silhouette with a Semi-automatic Handgun	49	23.8%
Target shooting with a crossbow	49	23.8%
Load Testing/Development with a MSR	46	22.3%
Target shooting with an air rifle at a range	44	21.4%
Teaching/Informative with a Revolver	43	20.9%
Long range with a MSR	41	19.9%
Long range with a traditional rimfire rifle	41	19.9%
Silhouette with a traditional centerfire rifle	40	19.4%
Load Testing/Development with a Semi-automatic Handgun	39	18.9%
Teaching/Informative with a MSR	38	18.4%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	38	18.4%
Bullseye with a Revolver	38	18.4%
Tactical with a MSR	37	18.0%
5 Stand with a Shotgun	36	17.5%
Silhouette with a traditional rimfire rifle	34	16.5%
Training (Military / Defense / Law Enforcement) with a MSR	31	15.0%
Load Testing/Development with a Revolver	31	15.0%
Silhouette with a Revolver	30	14.6%
Benchrest with a MSR	29	14.1%
Test reload with a Shotgun	27	13.1%
Load Testing/Development with a traditional rimfire rifle	26	12.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	25	12.1%
Dog training with a shotgun	25	12.1%
Wobble Trap with a Shotgun	23	11.2%
Tactical with a traditional centerfire rifle	22	10.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	22	10.7%
Silhouette with a MSR	20	9.7%
Steel Challenge with a Semi-automatic Handgun	17	8.3%
Training (Military / Defense / Law Enforcement) with a Revolver	16	7.8%
Steel Challenge with a traditional rimfire rifle	15	7.3%
Steel Challenge with a traditional centerfire rifle	14	6.8%
Bowling pin with a Semi-automatic Handgun	14	6.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	12	5.8%
Tactical with a traditional rimfire rifle	11	5.3%
Bowling pin with a Revolver	9	4.4%
Three (3) position with a traditional rimfire rifle	9	4.4%

Steel Challenge with a MSR	8	3.9%
Three (3) position with a MSR	8	3.9%
IDPA with a Semi-automatic Handgun	7	3.4%
Cowboy action with a Revolver	7	3.4%
Steel Challenge with a Revolver	7	3.4%
3 Gun with a Shotgun	6	2.9%
Three (3) position with a traditional centerfire rifle	6	2.9%
3 Gun with a MSR	5	2.4%
3 Gun with a Semi-automatic Handgun	4	1.9%
IPSC with a Semi-automatic Handgun	4	1.9%
Cowboy action with a traditional centerfire rifle	3	1.5%
NRA high power with a traditional centerfire rifle	3	1.5%
Cowboy Action with a Shotgun	2	1.0%
3 Gun with a traditional centerfire rifle	2	1.0%
Cowboy action with a Semi-automatic Handgun	2	1.0%
IDPA with a Revolver	2	1.0%
Schuetzen with a traditional centerfire rifle	1	0.5%
NRA high power with a MSR	1	0.5%
Schuetzen with a MSR	1	0.5%
3 Gun with a Revolver	1	0.5%
Cowboy action with a traditional rimfire rifle	1	0.5%
None of the above	1	0.5%
Total	206	100.0%

Small Game Hunting Interest

Table SC.21) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
There are other activities I'd rather do	4	36.4%
Places to hunt are too limited, no convenient place to hunt	4	36.4%
Do not have time	4	36.4%
No hunting land available	2	18.2%
Don't know how to start	2	18.2%
I moved to a new home and don't know where to go	2	18.2%
I do not have anyone to go with	1	9.1%
My hunting skills need improving / I need more training	1	9.1%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Too expensive	0	0.0%
I am not able to buy a license	0	0.0%
Hunting rules are too complex	0	0.0%
I don't own the proper equipment	0	0.0%
If I had a successful hunt I wouldn't know what to do with my harvest	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	11	100.0%

Influential Media and Individuals

Table SC.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	129	54.7%
Father	69	29.2%
Self / nobody else	52	22.0%
Another relative	29	12.3%
Uncle / Aunt	28	11.9%
Sibling	20	8.5%
Co-worker	19	8.1%
Spouse	13	5.5%
Grandparent	12	5.1%
Children / grandchildren	10	4.2%
Neighbor	10	4.2%
Other, please specify	5	2.1%
Guide / outfitter	4	1.7%
Mother	2	0.8%
Total	236	100.0%

Table SC.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	80	34.0%
Television shows	131	55.7%
Magazines	93	39.6%
Seminars	24	10.2%
Hunter education programs	26	11.1%
State wildlife management agencies	47	20.0%
Retailers	19	8.1%
Local clubs or social organizations	32	13.6%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	80	34.0%
Other, please specify	12	5.1%
Total	235	100.0%

Table SC.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	55	68.8%
Fish and Wildlife agency produced videos	23	28.7%
How-to videos	48	60.0%
Informational/political/talk show style	19	23.8%
Professionals hunting/fishing/shooting	61	76.3%
Non-professionals (home videos) hunting/fishing/shooting	54	67.5%
Comedy/blooper videos	11	13.8%
Competitions	12	15.0%
Product reviews	34	42.5%
Other	2	2.5%
Total	80	100.0%

Table SC.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	11	8.4%
Animal Planet	14	10.7%
Comcast SportsNet	1	0.8%
Discovery Channel	31	23.7%
ESPN/ESPN 2	4	3.1%
History Channel	22	16.8%
Military Channel	7	5.3%
National Geographic	23	17.6%
NBC Sports	5	3.8%
Outdoor Channel	114	87.0%
Pursuit Channel	47	35.9%
Sportsman Channel	97	74.0%
Sunshine Network / SUN Sports	1	0.8%
WildTV	6	4.6%
World Fishing Network	9	6.9%
Other national network	2	1.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	31	23.7%
I watched hunting/fishing TV, but don't remember the channel	35	26.7%
Total	131	100.0%

Table SC.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	100	42.0%
An invitation from a friend / family member	94	39.5%
Books / magazines	88	37.0%
Programming offered by outdoor retailers	79	33.2%
Membership in a non-profit organization specific to this type of hunting	70	29.4%
YouTube videos	69	29.0%
Joining a local hunt club	56	23.5%
Online forums / blogs	43	18.1%
Other: Please describe	28	11.8%
Total	238	100.0%

Table SC.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	32	37.2%	34	48.6%	31	34.8%	25	39.7%
	Google+	22	25.6%	19	27.1%	20	22.5%	15	23.8%
	Twitter	7	8.1%	7	10.0%	6	6.7%	5	7.9%
	Pinterest	6	7.0%	12	17.1%	11	12.4%	7	11.1%
	Instagram	10	11.6%	10	14.3%	9	10.1%	6	9.5%
	YouTube	51	59.3%	42	60.0%	47	52.8%	36	57.1%
	Television programs	56	65.1%	48	68.6%	49	55.1%	43	68.3%
	Books	28	32.6%	26	37.1%	32	36.0%	24	38.1%
	Magazines	67	77.9%	54	77.1%	60	67.4%	47	74.6%
	Online Forums	26	30.2%	20	28.6%	26	29.2%	18	28.6%
	Newsletter from hunting / wildlife groups or organizations	34	39.5%	33	47.1%	41	46.1%	33	52.4%
	Fish / Wildlife Agency for My State of Residence	47	54.7%	39	55.7%	60	67.4%	41	65.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	31	36.0%	28	40.0%	42	47.2%	29	46.0%
	Other	1	1.2%	3	4.3%	3	3.4%	2	3.2%
	None Of The Above	2	2.3%	1	1.4%	4	4.5%	0	0.0%
Total		86	100.0%	70	100.0%	89	100.0%	63	100.0%

Table SC.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	28	45.2%	20	40.8%	28	35.0%	22	57.9%	5	20.8%
	Google+	17	27.4%	13	26.5%	17	21.3%	12	31.6%	5	20.8%
	Twitter	6	9.7%	6	12.2%	5	6.3%	6	15.8%	3	12.5%
	Pinterest	8	12.9%	6	12.2%	6	7.5%	6	15.8%	1	4.2%
	Instagram	7	11.3%	8	16.3%	5	6.3%	8	21.1%	1	4.2%
	YouTube	52	83.9%	30	61.2%	48	60.0%	29	76.3%	13	54.2%
	Television programs	41	66.1%	31	63.3%	52	65.0%	26	68.4%	13	54.2%
	Books	22	35.5%	20	40.8%	37	46.3%	20	52.6%	4	16.7%
	Magazines	46	74.2%	33	67.3%	72	90.0%	32	84.2%	17	70.8%
	Online Forums	24	38.7%	14	28.6%	24	30.0%	22	57.9%	7	29.2%
	Newsletter from hunting / wildlife groups or organizations	28	45.2%	24	49.0%	37	46.3%	20	52.6%	12	50.0%
	Fish / Wildlife Agency for My State of Residence	34	54.8%	25	51.0%	45	56.3%	18	47.4%	17	70.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	23	37.1%	16	32.7%	31	38.8%	16	42.1%	9	37.5%
	Other	4	6.5%	3	6.1%	3	3.8%	3	7.9%	2	8.3%
None Of The Above	0	0.0%	0	0.0%	1	1.3%	1	2.6%	0	0.0%	
Total		62	100.0%	49	100.0%	80	100.0%	38	100.0%	24	100.0%

Small Game Hunting with a Handgun

Table SH.1) **Sample frame**

	Count
Have not hunted small game in the past 3 years, and have not hunted with a handgun in that time either	151
Have not hunted small game in the past 3 years, but have hunted with a handgun recently	160
Have hunted small game in the past 3 years, but not with a handgun	314
Total sample	625

Table SH.2) How many respondents have hunted small game at some point in the past?

	Count
Have never hunted this species before	99
Have hunted this species before	526
Total	625

Demographic Information

Table SH.3) What is your current age?

	Count	Column Percent
18 to 24	8	1.6%
25 to 34	61	12.2%
35 to 44	73	14.6%
45 to 54	115	23.0%
55 to 64	156	31.2%
65 and older	87	17.4%
Total	500	100.0%

Table SH.4) What is your gender?

	Count	Column Percent
Male	486	97.2%
Female	14	2.8%
Total	500	100.0%

Table SH.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	20	4.0%
\$20,000 to \$29,999	17	3.4%
\$30,000 to \$39,999	27	5.4%
\$40,000 to \$49,999	38	7.6%
\$50,000 to \$74,999	99	19.8%
\$75,000 to \$99,999	97	19.4%
\$100,000 to \$149,999	122	24.4%
\$150,000 to \$200,000	46	9.2%
More than \$200,000	34	6.8%
Total	500	100.0%

Table SH.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	110	22.0%
Trade school, associates degree or similar	146	29.2%
Bachelors degree	161	32.2%
Masters degree	65	13.0%
Ph D and higher	18	3.6%
Total	500	100.0%

Table SH.7) In which region do you live?

	Count	Column Percent
Northeast	67	13.4%
Midwest	127	25.4%
South	178	35.6%
West	126	25.2%
Canada	2	0.4%
Total	500	100.0%

Introduction to Hunting

Table SH.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	284	45.4%
11 to 17 years old	242	38.7%
18 to 24 years old	39	6.2%
25 to 34 years old	32	5.1%
35 to 44 years old	13	2.1%
45 to 54 years old	6	1.0%
55 to 64 years old	6	1.0%
65 years and older	3	0.5%
Total	625	100.0%

Table SH.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	5	0.8%
Deer	200	32.0%
Elk	7	1.1%
Other big game	5	0.8%
Predators	16	2.6%
Small game	331	53.0%
Turkey	16	2.6%
Upland game birds	156	25.0%
Waterfowl	40	6.4%
Wild pig / feral hog	16	2.6%
Others	17	2.7%
Total	625	100.0%

Table SH.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	1	0.2%
Compound bow	18	2.9%
Crossbow	0	0.0%
MSR	7	1.1%
No weapon / toy	15	2.4%
Revolver	3	0.5%
Semi-automatic handgun	2	0.3%
Shotgun	293	47.0%
Traditional bow	9	1.4%
Traditional rifle	274	43.9%
Other	2	0.3%
Total	624	100.0%

Table SH.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	28	4.5%
Aunt / Uncle	64	10.3%
Co-worker	12	1.9%
Father	368	59.0%
Friend	114	18.3%
Grandparent	80	12.8%
Guide / outfitter	5	0.8%
Mother	11	1.8%
Neighbor	10	1.6%
Nobody / I hunted alone on my first hunt	35	5.6%
Sibling	29	4.6%
Spouse	6	1.0%
Other	6	1.0%
Total	624	100.0%

Table SH.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	406	66.9%
Spend time with family or friends who already hunted	385	63.4%
Tradition / way of life	379	62.4%
Wanted to spend more time outdoors	376	61.9%
It's relaxing / an escape	271	44.6%
To become self-sufficient / become a provider / obtain my own meat	245	40.4%
I wanted a challenge / adventure	238	39.2%
Support conservation efforts	121	19.9%
Wanted to try a new sport	95	15.7%
To teach someone else / introduce my children or others to hunting	68	11.2%
Other Please write in	1	0.2%
Total	607	100.0%

Table SH.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	169	27.1%
1 year	43	6.9%
2 - 5 years	247	39.6%
6 to 10 years	77	12.4%
More than 10 years	51	8.2%
I have only ever hunted [the species that I first targeted]	36	5.8%
Total	623	100.0%

Table SH.14) Which species have you ever targeted?

	Count	Column Percent
Small Game	186	31.6%
Deer	569	96.6%
Elk	213	36.2%
Other big game	163	27.7%
Others	17	2.9%
Predators	379	64.3%
Small game	526	89.3%
Turkey	425	72.2%
Upland game birds	479	81.3%
Waterfowl	376	63.8%
Wild pig / feral hog	233	39.6%
Total	589	100.0%

Current Hunting Activities

Table SH.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	100	17.2%
Deer	504	86.7%
Elk	133	22.9%
Other big game	63	10.8%
Others	27	4.6%
Predators	236	40.6%
Small game	291	50.1%
Turkey	306	52.7%
Upland game birds	299	51.5%
Waterfowl	183	31.5%
Wild pig / feral hog	157	27.0%
Total	581	100.0%

Table SH.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	567	90.7%
Shotgun	538	86.1%
Modern sporting rifle / AR platform / AK platform	254	40.6%
Traditional bow/compound bow	252	40.3%
Muzzleloader	196	31.4%
Handgun	129	20.6%
Crossbow	106	17.0%
Other	18	2.9%
Total	625	100.0%

Table SH.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	86	18.1%
Deer	65	13.7%
Elk	80	16.9%
Other big game	94	19.8%
Predators	141	29.7%
Small Game	243	51.3%
Turkey	119	25.1%
Upland game birds	179	37.8%
Waterfowl	188	39.7%
Wild pig / feral hog	76	16.0%
Total number of hunters who have lapsed at least one species in their lifetime	474	100.0%

Table SH.18) Why have you lapsed small game hunting?

	Count	Column Percent
Do not have time	98	41.4%
I do not have anybody to go with anymore	49	20.7%
Other, please describe	42	17.7%
No hunting land available for this species anymore	32	13.5%
I moved to a new location where I am not able to do this type of hunting	31	13.1%
No longer interested or did not enjoy this type of hunting	29	12.2%
Medical reasons / disabilities	21	8.9%
Too expensive	4	1.7%
I need more training	3	1.3%
I was not successful	1	0.4%
Total	237	100.0%

Current Shooting Activities

Table SH.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	449	89.8%
Traditional Rimfire Rifle	449	89.8%
Semiautomatic Handgun	446	89.2%
Shotgun	415	83.0%
Revolver	397	79.4%
MSR	291	58.2%
Traditional or Compound Bow	204	40.8%
Muzzleloader	140	28.0%
Crossbow	97	19.4%
None of the Above	5	1.0%
Total	500	100.0%

Table SH.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	430	85.8%
Plinking or informal target shooting with a Semi-automatic Handgun	429	85.6%
Plinking or informal target shooting with a traditional centerfire rifle	387	77.2%
Plinking or informal target shooting with a Revolver	375	74.9%
Sighting-in rifle with a traditional centerfire rifle	345	68.9%
Sighting-in rifle with a traditional rimfire rifle	299	59.7%
Informal (backyard or testing) with a Shotgun	296	59.1%
Sighting-in with a Semi-automatic Handgun	275	54.9%
Plinking or informal target shooting with a MSR	267	53.3%
Pattern shotgun	233	46.5%
Sporting clays with a Shotgun	226	45.1%
Sighting-in with a Revolver	211	42.1%
Sighting-in rifle with a MSR	204	40.7%
Target shooting with a traditional or compound bow	204	40.7%
Trap with a Shotgun	201	40.1%
Skeet with a Shotgun	194	38.7%
Long range with a traditional centerfire rifle	192	38.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	183	36.5%
Sighting-In with a Shotgun	172	34.3%
Benchrest with a traditional centerfire rifle	172	34.3%
Load Testing/Development with a traditional centerfire rifle	158	31.5%
Testing (Ammo & firearm) with a Revolver	144	28.7%
Teaching/Informative with a Semi-automatic Handgun	143	28.5%

Target shooting with a muzzleloader	140	27.9%
Teaching/Informative with a traditional rimfire rifle	121	24.2%
Teaching/Informative with a Shotgun	116	23.2%
Teaching/Informative with a traditional centerfire rifle	115	23.0%
Target shooting with an air rifle at a range	107	21.4%
Load Testing/Development with a Semi-automatic Handgun	101	20.2%
Bullseye with a Semi-automatic Handgun	100	20.0%
Benchrest with a traditional rimfire rifle	98	19.6%
Silhouette with a Semi-automatic Handgun	97	19.4%
Target shooting with a crossbow	97	19.4%
Teaching/Informative with a MSR	91	18.2%
Teaching/Informative with a Revolver	91	18.2%
Load Testing/Development with a MSR	87	17.4%
Tactical with a MSR	86	17.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	85	17.0%
Load Testing/Development with a Revolver	85	17.0%
Long range with a MSR	76	15.2%
5 Stand with a Shotgun	74	14.8%
Bullseye with a Revolver	73	14.6%
Benchrest with a MSR	70	14.0%
Training (Military / Defense / Law Enforcement) with a MSR	64	12.8%
Silhouette with a traditional centerfire rifle	63	12.6%
Silhouette with a Revolver	62	12.4%
Silhouette with a traditional rimfire rifle	59	11.8%
Wobble Trap with a Shotgun	58	11.6%
Long range with a traditional rimfire rifle	55	11.0%
Test reload with a Shotgun	52	10.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	51	10.2%
Dog training with a shotgun	49	9.8%
Tactical with a traditional centerfire rifle	44	8.8%
Steel Challenge with a Semi-automatic Handgun	41	8.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	35	7.0%
Silhouette with a MSR	32	6.4%
Bowling pin with a Semi-automatic Handgun	31	6.2%
Load Testing/Development with a traditional rimfire rifle	30	6.0%
Training (Military / Defense / Law Enforcement) with a Revolver	26	5.2%
IDPA with a Semi-automatic Handgun	25	5.0%
3 Gun with a Shotgun	24	4.8%
3 Gun with a Semi-automatic Handgun	24	4.8%
Steel Challenge with a traditional rimfire rifle	23	4.6%
Three (3) position with a traditional centerfire rifle	22	4.4%
3 Gun with a MSR	21	4.2%
Three (3) position with a MSR	19	3.8%

Tactical with a traditional rimfire rifle	19	3.8%
IPSC with a Semi-automatic Handgun	18	3.6%
Steel Challenge with a MSR	17	3.4%
Cowboy action with a Revolver	17	3.4%
Three (3) position with a traditional rimfire rifle	17	3.4%
Steel Challenge with a Revolver	15	3.0%
Bowling pin with a Revolver	13	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	2.6%
Steel Challenge with a traditional centerfire rifle	12	2.4%
Cowboy action with a traditional centerfire rifle	9	1.8%
IDPA with a Revolver	9	1.8%
NRA high power with a traditional centerfire rifle	8	1.6%
Cowboy Action with a Shotgun	7	1.4%
3 Gun with a traditional centerfire rifle	5	1.0%
NRA high power with a MSR	5	1.0%
IPSC with a Revolver	5	1.0%
None of the above	5	1.0%
Cowboy action with a Semi-automatic Handgun	4	0.8%
Cowboy action with a traditional rimfire rifle	4	0.8%
3 Gun with a Revolver	3	0.6%
NRA high power with a traditional rimfire rifle	2	0.4%
Schuetzen with a traditional centerfire rifle	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional rimfire rifle	1	0.2%
Total	501	100.0%

Small Game Hunting Interest

Table SH.21) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
There are other activities I'd rather do	13	36.1%
Places to hunt are too limited, no convenient place to hunt	10	27.8%
I do not have anyone to go with	9	25.0%
Do not have time	8	22.2%
No hunting land available	5	13.9%
I moved to a new home and don't know where to go	5	13.9%
Don't know how to start	4	11.1%
If I had a successful hunt I wouldn't know what to do with my harvest	4	11.1%
My hunting skills need improving / I need more training	2	5.6%
Hunting rules are too complex	2	5.6%
I don't own the proper equipment	2	5.6%
Other	2	5.6%
Medical reasons / disability	1	2.8%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Too expensive	0	0.0%
I am not able to buy a license	0	0.0%
Total	36	100.0%

Influential Media and Individuals

Table SH.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	322	55.3%
Father	165	28.4%
Self / nobody else	111	19.1%
Co-worker	62	10.7%
Another relative	59	10.1%
Grandparent	49	8.4%
Uncle / Aunt	49	8.4%
Sibling	43	7.4%
Children / grandchildren	18	3.1%
Neighbor	18	3.1%
Spouse	18	3.1%
Guide / outfitter	16	2.7%
Other, please specify	11	1.9%
Mother	2	0.3%
Total	582	100.0%

Table SH.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	201	34.7%
Television shows	294	50.8%
Magazines	229	39.6%
Seminars	29	5.0%
Hunter education programs	75	13.0%
State wildlife management agencies	121	20.9%
Retailers	37	6.4%
Local clubs or social organizations	75	13.0%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	186	32.1%
Other, please specify	38	6.6%
Total	579	100.0%

Table SH.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	117	58.5%
Fish and Wildlife agency produced videos	64	32.0%
How-to videos	110	55.0%
Informational/political/talk show style	28	14.0%
Professionals hunting/fishing/shooting	158	79.0%
Non-professionals (home videos) hunting/fishing/shooting	114	57.0%
Comedy/blooper videos	11	5.5%
Competitions	36	18.0%
Product reviews	84	42.0%
Other	0	0.0%
Total	200	100.0%

Table SH.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	18	6.2%
Animal Planet	29	9.9%
Comcast SportsNet	3	1.0%
Discovery Channel	47	16.1%
ESPN/ESPN 2	14	4.8%
History Channel	31	10.6%
Military Channel	13	4.5%
National Geographic	36	12.3%
NBC Sports	8	2.7%
Outdoor Channel	245	83.9%
Pursuit Channel	112	38.4%
Sportsman Channel	207	70.9%
Sunshine Network / SUN Sports	1	0.3%
WildTV	7	2.4%
World Fishing Network	10	3.4%
Other national network	2	0.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	68	23.3%
I watched hunting/fishing TV, but don't remember the channel	60	20.5%
Total	292	100.0%

Table SH.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	228	40.3%
An invitation from a friend / family member	226	39.9%
Books / magazines	222	39.2%
Membership in a non-profit organization specific to this type of hunting	175	30.9%
YouTube videos	168	29.7%
Programming offered by outdoor retailers	166	29.3%
Joining a local hunt club	153	27.0%
Online forums / blogs	115	20.3%
Other: Please describe	72	12.7%
Total	566	100.0%

Table SH.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	51	26.7%	38	27.1%	48	25.9%	44	30.3%
	Google+	33	17.3%	26	18.6%	32	17.3%	26	17.9%
	Twitter	8	4.2%	11	7.9%	11	5.9%	10	6.9%
	Pinterest	10	5.2%	10	7.1%	11	5.9%	7	4.8%
	Instagram	15	7.9%	17	12.1%	17	9.2%	19	13.1%
	YouTube	92	48.2%	79	56.4%	111	60.0%	88	60.7%
	Television programs	94	49.2%	85	60.7%	95	51.4%	83	57.2%
	Books	41	21.5%	43	30.7%	60	32.4%	55	37.9%
	Magazines	141	73.8%	108	77.1%	125	67.6%	106	73.1%
	Online Forums	52	27.2%	42	30.0%	57	30.8%	52	35.9%
	Newsletter from hunting / wildlife groups or organizations	87	45.5%	65	46.4%	88	47.6%	85	58.6%
	Fish / Wildlife Agency for My State of Residence	115	60.2%	84	60.0%	120	64.9%	89	61.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	63	33.0%	58	41.4%	80	43.2%	54	37.2%
	Other	3	1.6%	2	1.4%	3	1.6%	2	1.4%
None Of The Above	5	2.6%	1	0.7%	2	1.1%	0	0.0%	
Total		191	100.0%	140	100.0%	185	100.0%	145	100.0%

Table SH.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	44	31.9%	34	27.0%	50	26.5%	31	33.0%	13	21.0%
	Google+	26	18.8%	28	22.2%	39	20.6%	15	16.0%	10	16.1%
	Twitter	14	10.1%	9	7.1%	12	6.3%	8	8.5%	3	4.8%
	Pinterest	10	7.2%	6	4.8%	9	4.8%	3	3.2%	2	3.2%
	Instagram	17	12.3%	14	11.1%	15	7.9%	16	17.0%	3	4.8%
	YouTube	119	86.2%	70	55.6%	109	57.7%	64	68.1%	31	50.0%
	Television programs	79	57.2%	70	55.6%	112	59.3%	48	51.1%	35	56.5%
	Books	44	31.9%	36	28.6%	73	38.6%	31	33.0%	12	19.4%
	Magazines	93	67.4%	88	69.8%	162	85.7%	66	70.2%	44	71.0%
	Online Forums	56	40.6%	47	37.3%	53	28.0%	46	48.9%	18	29.0%
	Newsletter from hunting / wildlife groups or organizations	60	43.5%	58	46.0%	93	49.2%	44	46.8%	25	40.3%
	Fish / Wildlife Agency for My State of Residence	76	55.1%	73	57.9%	104	55.0%	54	57.4%	35	56.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	51	37.0%	46	36.5%	68	36.0%	29	30.9%	22	35.5%
	Other	5	3.6%	4	3.2%	4	2.1%	5	5.3%	1	1.6%
None Of The Above	0	0.0%	0	0.0%	0	0.0%	1	1.1%	2	3.2%	
Total		138	100.0%	126	100.0%	189	100.0%	94	100.0%	62	100.0%

Small Game Hunting with a Modern Sporting Rifle

Table SM.1) **Sample frame**

	Count
Have not hunted small game in the past 3 years, and have not hunted with a MSR in that time either	119
Have not hunted small game in the past 3 years, but have hunted with a MSR recently	132
Have hunted small game in the past 3 years, but not with a MSR	212
Total sample	463

Table SM.2) How many respondents have hunted small game at some point in the past?

	Count
Have never hunted this species before	108
Have hunted this species before	355
Total	463

Demographic Information

Table SM.3) What is your current age?

	Count	Column Percent
18 to 24	8	2.2%
25 to 34	50	13.6%
35 to 44	74	20.1%
45 to 54	86	23.4%
55 to 64	103	28.0%
65 and older	47	12.8%
Total	368	100.0%

Table SM.4) What is your gender?

	Count	Column Percent
Male	355	96.5%
Female	13	3.5%
Total	368	100.0%

Table SM.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	14	3.8%
\$20,000 to \$29,999	10	2.7%
\$30,000 to \$39,999	18	4.9%
\$40,000 to \$49,999	33	9.0%
\$50,000 to \$74,999	76	20.7%
\$75,000 to \$99,999	73	19.9%
\$100,000 to \$149,999	78	21.3%
\$150,000 to \$200,000	38	10.4%
More than \$200,000	27	7.4%
Total	367	100.0%

Table SM.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	2	0.5%
High school graduation	78	21.2%
Trade school, associates degree or similar	114	31.0%
Bachelors degree	115	31.3%
Masters degree	52	14.1%
Ph D and higher	7	1.9%
Total	368	100.0%

Table SM.7) In which region do you live?

	Count	Column Percent
Northeast	72	19.6%
Midwest	75	20.4%
South	107	29.1%
West	112	30.4%
Canada	2	0.5%
Total	368	100.0%

Introduction to Hunting

Table SM.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	175	37.8%
11 to 17 years old	188	40.6%
18 to 24 years old	39	8.4%
25 to 34 years old	38	8.2%
35 to 44 years old	11	2.4%
45 to 54 years old	8	1.7%
55 to 64 years old	3	0.6%
65 years and older	1	0.2%
Total	463	100.0%

Table SM.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	5	1.1%
Deer	160	34.6%
Elk	7	1.5%
Other big game	2	0.4%
Predators	14	3.0%
Small game	212	45.8%
Turkey	22	4.8%
Upland game birds	106	22.9%
Waterfowl	34	7.3%
Wild pig / feral hog	13	2.8%
Others	14	3.0%
Total	463	100.0%

Table SM.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	4	0.9%
Compound bow	18	3.9%
Crossbow	1	0.2%
MSR	8	1.7%
No weapon / toy	11	2.4%
Revolver	1	0.2%
Semi-automatic handgun	1	0.2%
Shotgun	221	47.8%
Traditional bow	3	0.6%
Traditional rifle	193	41.8%
Other	1	0.2%
Total	462	100.0%

Table SM.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	16	3.5%
Aunt / Uncle	55	11.9%
Co-worker	8	1.7%
Father	260	56.2%
Friend	107	23.1%
Grandparent	51	11.0%
Guide / outfitter	4	0.9%
Mother	6	1.3%
Neighbor	14	3.0%
Nobody / I hunted alone on my first hunt	21	4.5%
Sibling	20	4.3%
Spouse	6	1.3%
Other	10	2.2%
Total	463	100.0%

Table SM.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	295	65.6%
Spend time with family or friends who already hunted	289	64.2%
Wanted to spend more time outdoors	278	61.8%
Tradition / way of life	266	59.1%
It's relaxing / an escape	200	44.4%
To become self-sufficient / become a provider / obtain my own meat	189	42.0%
I wanted a challenge / adventure	186	41.3%
Wanted to try a new sport	93	20.7%
Support conservation efforts	92	20.4%
To teach someone else / introduce my children or others to hunting	47	10.4%
Other Please write in	0	0.0%
Total	450	100.0%

Table SM.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	139	30.2%
1 year	34	7.4%
2 - 5 years	154	33.5%
6 to 10 years	49	10.7%
More than 10 years	38	8.3%
I have only ever hunted [the species that I first targeted]	46	10.0%
Total	460	100.0%

Table SM.14) Which species have you ever targeted?

	Count	Column Percent
Small Game	139	33.3%
Deer	406	97.4%
Elk	160	38.4%
Other big game	112	26.9%
Others	15	3.6%
Predators	245	58.8%
Small game	355	85.1%
Turkey	286	68.6%
Upland game birds	325	77.9%
Waterfowl	263	63.1%
Wild pig / feral hog	140	33.6%
Total	417	100.0%

Current Hunting Activities

Table SM.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	65	15.9%
Deer	342	83.4%
Elk	103	25.1%
Other big game	44	10.7%
Others	27	6.6%
Predators	150	36.6%
Small game	189	46.1%
Turkey	212	51.7%
Upland game birds	213	52.0%
Waterfowl	126	30.7%
Wild pig / feral hog	87	21.2%
Total	410	100.0%

Table SM.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	399	86.2%
Shotgun	385	83.2%
Traditional bow/compound bow	184	39.7%
Handgun	138	29.8%
Muzzleloader	135	29.2%
Modern sporting rifle / AR platform / AK platform	126	27.2%
Crossbow	76	16.4%
Other	11	2.4%
Total	463	100.0%

Table SM.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	74	22.1%
Deer	64	19.1%
Elk	57	17.0%
Other big game	63	18.8%
Predators	93	27.8%
Small Game	170	50.7%
Turkey	74	22.1%
Upland game birds	111	33.1%
Waterfowl	135	40.3%
Wild pig / feral hog	53	15.8%
Total number of hunters who have lapsed at least one species in their lifetime	335	100.0%

Table SM.18) Why have you lapsed small game hunting?

	Count	Column Percent
Do not have time	71	42.8%
I do not have anybody to go with anymore	31	18.7%
No hunting land available for this species anymore	26	15.7%
No longer interested or did not enjoy this type of hunting	23	13.9%
Other, please describe	23	13.9%
I moved to a new location where I am not able to do this type of hunting	22	13.3%
Medical reasons / disabilities	14	8.4%
Too expensive	5	3.0%
I need more training	3	1.8%
I was not successful	1	0.6%
Total	166	100.0%

Current Shooting Activities

Table SM.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	330	90.2%
Traditional Rimfire Rifle	328	89.6%
Traditional Centerfire Rifle	325	88.8%
Shotgun	310	84.7%
Revolver	274	74.9%
MSR	238	65.0%
Traditional or Compound Bow	156	42.6%
Muzzleloader	97	26.5%
Crossbow	72	19.7%
None of the Above	2	0.5%
Total	366	100.0%

Table SM.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	314	85.1%
Plinking or informal target shooting with a Semi-automatic Handgun	313	84.8%
Plinking or informal target shooting with a traditional centerfire rifle	283	76.7%
Plinking or informal target shooting with a Revolver	257	69.6%
Sighting-in rifle with a traditional centerfire rifle	251	68.0%
Informal (backyard or testing) with a Shotgun	233	63.1%
Sighting-in rifle with a traditional rimfire rifle	222	60.2%
Plinking or informal target shooting with a MSR	216	58.5%
Sighting-in with a Semi-automatic Handgun	213	57.7%
Sighting-in rifle with a MSR	170	46.1%
Sporting clays with a Shotgun	166	45.0%
Target shooting with a traditional or compound bow	156	42.3%
Pattern shotgun	154	41.7%
Trap with a Shotgun	143	38.8%
Long range with a traditional centerfire rifle	141	38.2%
Sighting-in with a Revolver	141	38.2%
Sighting-In with a Shotgun	137	37.1%
Skeet with a Shotgun	135	36.6%
Benchrest with a traditional centerfire rifle	134	36.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	126	34.1%
Load Testing/Development with a traditional centerfire rifle	109	29.5%
Teaching/Informative with a Semi-automatic Handgun	102	27.6%
Target shooting with a muzzleloader	97	26.3%

Testing (Ammo & firearm) with a Revolver	91	24.7%
Bullseye with a Semi-automatic Handgun	88	23.8%
Benchrest with a traditional rimfire rifle	88	23.8%
Teaching/Informative with a traditional rimfire rifle	88	23.8%
Teaching/Informative with a traditional centerfire rifle	86	23.3%
Silhouette with a Semi-automatic Handgun	77	20.9%
Teaching/Informative with a Shotgun	73	19.8%
Load Testing/Development with a Semi-automatic Handgun	73	19.8%
Target shooting with a crossbow	72	19.5%
Target shooting with an air rifle at a range	71	19.2%
Teaching/Informative with a MSR	67	18.2%
Benchrest with a MSR	66	17.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	62	16.8%
Load Testing/Development with a Revolver	62	16.8%
Teaching/Informative with a Revolver	59	16.0%
Load Testing/Development with a MSR	58	15.7%
Tactical with a MSR	58	15.7%
Bullseye with a Revolver	57	15.4%
Long range with a MSR	56	15.2%
5 Stand with a Shotgun	52	14.1%
Silhouette with a traditional centerfire rifle	49	13.3%
Wobble Trap with a Shotgun	47	12.7%
Training (Military / Defense / Law Enforcement) with a MSR	47	12.7%
Long range with a traditional rimfire rifle	46	12.5%
Silhouette with a Revolver	43	11.7%
Test reload with a Shotgun	42	11.4%
Silhouette with a traditional rimfire rifle	42	11.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	35	9.5%
Steel Challenge with a Semi-automatic Handgun	34	9.2%
Dog training with a shotgun	33	8.9%
Silhouette with a MSR	32	8.7%
Tactical with a traditional centerfire rifle	27	7.3%
Bowling pin with a Semi-automatic Handgun	25	6.8%
Load Testing/Development with a traditional rimfire rifle	25	6.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	24	6.5%
IDPA with a Semi-automatic Handgun	19	5.1%
Training (Military / Defense / Law Enforcement) with a Revolver	17	4.6%
Steel Challenge with a traditional rimfire rifle	17	4.6%
3 Gun with a Shotgun	16	4.3%
3 Gun with a Semi-automatic Handgun	16	4.3%
Three (3) position with a MSR	15	4.1%
Steel Challenge with a traditional centerfire rifle	14	3.8%
Cowboy action with a Revolver	14	3.8%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	3.8%
Three (3) position with a traditional centerfire rifle	13	3.5%
3 Gun with a MSR	13	3.5%
Bowling pin with a Revolver	13	3.5%
IPSC with a Semi-automatic Handgun	12	3.3%
Steel Challenge with a Revolver	11	3.0%
Steel Challenge with a MSR	10	2.7%
Cowboy Action with a Shotgun	9	2.4%
Three (3) position with a traditional rimfire rifle	9	2.4%
Cowboy action with a traditional centerfire rifle	8	2.2%
Tactical with a traditional rimfire rifle	8	2.2%
NRA high power with a traditional centerfire rifle	7	1.9%
Cowboy action with a Semi-automatic Handgun	5	1.4%
IDPA with a Revolver	5	1.4%
IPSC with a Revolver	5	1.4%
NRA high power with a MSR	4	1.1%
3 Gun with a traditional centerfire rifle	3	0.8%
Cowboy action with a traditional rimfire rifle	2	0.5%
None of the above	2	0.5%
Schuetzen with a traditional centerfire rifle	1	0.3%
3 Gun with a Revolver	1	0.3%
3 Gun with a traditional rimfire rifle	1	0.3%
NRA high power with a traditional rimfire rifle	1	0.3%
Schuetzen with a traditional rimfire rifle	1	0.3%
Total	369	100.0%

Small Game Hunting Interest

Table SM.21) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	13	33.3%
There are other activities I'd rather do	10	25.6%
Do not have time	9	23.1%
I do not have anyone to go with	8	20.5%
No hunting land available	7	17.9%
Don't know how to start	6	15.4%
If I had a successful hunt I wouldn't know what to do with my harvest	4	10.3%
My hunting skills need improving / I need more training	3	7.7%
I moved to a new home and don't know where to go	3	7.7%
I don't own the proper equipment	2	5.1%
Hunting rules are too complex	1	2.6%
Medical reasons / disability	1	2.6%
Other	1	2.6%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Too expensive	0	0.0%
I am not able to buy a license	0	0.0%
Total	39	100.0%

Influential Media and Individuals

Table SM.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	233	56.7%
Father	107	26.0%
Self / nobody else	85	20.7%
Co-worker	43	10.5%
Uncle / Aunt	42	10.2%
Sibling	39	9.5%
Another relative	35	8.5%
Grandparent	30	7.3%
Spouse	15	3.6%
Neighbor	14	3.4%
Children / grandchildren	12	2.9%
Guide / outfitter	12	2.9%
Other, please specify	11	2.7%
Mother	1	0.2%
Total	411	100.0%

Table SM.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	155	37.9%
Television shows	200	48.9%
Magazines	153	37.4%
Seminars	24	5.9%
Hunter education programs	48	11.7%
State wildlife management agencies	70	17.1%
Retailers	32	7.8%
Local clubs or social organizations	50	12.2%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	129	31.5%
Other, please specify	27	6.6%
Total	409	100.0%

Table SM.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	89	57.4%
Fish and Wildlife agency produced videos	46	29.7%
How-to videos	80	51.6%
Informational/political/talk show style	25	16.1%
Professionals hunting/fishing/shooting	122	78.7%
Non-professionals (home videos) hunting/fishing/shooting	97	62.6%
Comedy/blooper videos	14	9.0%
Competitions	23	14.8%
Product reviews	58	37.4%
Other	2	1.3%
Total	155	100.0%

Table SM.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	11	5.6%
Animal Planet	19	9.6%
Comcast SportsNet	3	1.5%
Discovery Channel	38	19.3%
ESPN/ESPN 2	13	6.6%
History Channel	26	13.2%
Military Channel	8	4.1%
National Geographic	31	15.7%
NBC Sports	6	3.0%
Outdoor Channel	168	85.3%
Pursuit Channel	81	41.1%
Sportsman Channel	136	69.0%
Sunshine Network / SUN Sports	0	0.0%
WildTV	6	3.0%
World Fishing Network	6	3.0%
Other national network	5	2.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	44	22.3%
I watched hunting/fishing TV, but don't remember the channel	40	20.3%
Total	197	100.0%

Table SM.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	175	41.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	166	39.5%
YouTube videos	139	33.1%
Books / magazines	139	33.1%
Joining a local hunt club	132	31.4%
Programming offered by outdoor retailers	128	30.5%
Membership in a non-profit organization specific to this type of hunting	121	28.8%
Online forums / blogs	91	21.7%
Other: Please describe	56	13.3%
Total	420	100.0%

Table SM.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	51	34.7%	39	37.1%	50	36.5%	43	43.4%
	Google+	36	24.5%	27	25.7%	36	26.3%	23	23.2%
	Twitter	6	4.1%	12	11.4%	10	7.3%	10	10.1%
	Pinterest	8	5.4%	9	8.6%	10	7.3%	6	6.1%
	Instagram	16	10.9%	12	11.4%	15	10.9%	15	15.2%
	YouTube	79	53.7%	65	61.9%	84	61.3%	62	62.6%
	Television programs	79	53.7%	60	57.1%	69	50.4%	55	55.6%
	Books	31	21.1%	31	29.5%	40	29.2%	33	33.3%
	Magazines	112	76.2%	81	77.1%	90	65.7%	75	75.8%
	Online Forums	45	30.6%	38	36.2%	53	38.7%	36	36.4%
	Newsletter from hunting / wildlife groups or organizations	67	45.6%	50	47.6%	69	50.4%	60	60.6%
	Fish / Wildlife Agency for My State of Residence	86	58.5%	65	61.9%	97	70.8%	67	67.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	59	40.1%	44	41.9%	62	45.3%	42	42.4%
	Other	0	0.0%	3	2.9%	5	3.6%	2	2.0%
None Of The Above	2	1.4%	2	1.9%	2	1.5%	0	0.0%	
Total		147	100.0%	105	100.0%	137	100.0%	99	100.0%

Table SM.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	45	40.5%	37	33.0%	45	38.5%	32	44.4%	9	18.4%
	Google+	23	20.7%	23	20.5%	28	23.9%	18	25.0%	9	18.4%
	Twitter	13	11.7%	13	11.6%	10	8.5%	12	16.7%	2	4.1%
	Pinterest	8	7.2%	6	5.4%	8	6.8%	4	5.6%	1	2.0%
	Instagram	16	14.4%	14	12.5%	12	10.3%	13	18.1%	2	4.1%
	YouTube	92	82.9%	63	56.3%	70	59.8%	53	73.6%	25	51.0%
	Television programs	65	58.6%	57	50.9%	67	57.3%	46	63.9%	21	42.9%
	Books	39	35.1%	26	23.2%	48	41.0%	29	40.3%	14	28.6%
	Magazines	81	73.0%	82	73.2%	107	91.5%	59	81.9%	36	73.5%
	Online Forums	50	45.0%	41	36.6%	42	35.9%	44	61.1%	17	34.7%
	Newsletter from hunting / wildlife groups or organizations	56	50.5%	51	45.5%	64	54.7%	45	62.5%	21	42.9%
	Fish / Wildlife Agency for My State of Residence	63	56.8%	63	56.3%	69	59.0%	48	66.7%	30	61.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	43	38.7%	39	34.8%	46	39.3%	30	41.7%	22	44.9%
	Other	4	3.6%	2	1.8%	3	2.6%	4	5.6%	2	4.1%
None Of The Above	2	1.8%	2	1.8%	1	0.9%	0	0.0%	3	6.1%	
Total		111	100.0%	112	100.0%	117	100.0%	72	100.0%	49	100.0%

Small Game Hunting with a Muzzleloader

Table SZ.1) **Sample frame**

	Count
Have not hunted small game in the past 3 years, and have not hunted with a muzzleloader in that time either	38
Have not hunted small game in the past 3 years, but have hunted with a muzzleloader recently	60
Have hunted small game in the past 3 years, but not with a muzzleloader	95
Total sample	193

Table SZ.2) How many respondents have hunted small game at some point in the past?

	Count
Have never hunted this species before	25
Have hunted this species before	168
Total	193

Demographic Information

Table SZ.3) What is your current age?

	Count	Column Percent
18 to 24	3	1.9%
25 to 34	12	7.5%
35 to 44	28	17.5%
45 to 54	40	25.0%
55 to 64	44	27.5%
65 and older	33	20.6%
Total	160	100.0%

Table SZ.4) What is your gender?

	Count	Column Percent
Male	159	98.8%
Female	2	1.2%
Total	161	100.0%

Table SZ.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	10	6.3%
\$20,000 to \$29,999	6	3.8%
\$30,000 to \$39,999	10	6.3%
\$40,000 to \$49,999	12	7.5%
\$50,000 to \$74,999	27	16.9%
\$75,000 to \$99,999	27	16.9%
\$100,000 to \$149,999	46	28.7%
\$150,000 to \$200,000	9	5.6%
More than \$200,000	13	8.1%
Total	160	100.0%

Table SZ.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	26	16.1%
Trade school, associates degree or similar	53	32.9%
Bachelors degree	50	31.1%
Masters degree	25	15.5%
Ph D and higher	7	4.3%
Total	161	100.0%

Table SZ.7) In which region do you live?

	Count	Column Percent
Northeast	17	10.6%
Midwest	36	22.4%
South	55	34.2%
West	50	31.1%
Canada	3	1.9%
Total	161	100.0%

Introduction to Hunting

Table SZ.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	98	50.8%
11 to 17 years old	75	38.9%
18 to 24 years old	11	5.7%
25 to 34 years old	4	2.1%
35 to 44 years old	4	2.1%
45 to 54 years old	1	0.5%
55 to 64 years old	0	0.0%
65 years and older	0	0.0%
Total	193	100.0%

Table SZ.9) Which species did you target on your first hunt?

	Count	Column Percent
Small Game	0	0.0%
Deer	49	25.4%
Elk	0	0.0%
Other big game	1	0.5%
Predators	5	2.6%
Small game	120	62.2%
Turkey	4	2.1%
Upland game birds	48	24.9%
Waterfowl	9	4.7%
Wild pig / feral hog	4	2.1%
Others	2	1.0%
Total	193	100.0%

Table SZ.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	2	1.0%
Compound bow	3	1.6%
Crossbow	1	0.5%
MSR	3	1.6%
No weapon / toy	5	2.6%
Revolver	1	0.5%
Semi-automatic handgun	0	0.0%
Shotgun	96	49.7%
Traditional bow	2	1.0%
Traditional rifle	78	40.4%
Other	2	1.0%
Total	193	100.0%

Table SZ.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	9	4.7%
Aunt / Uncle	23	11.9%
Co-worker	5	2.6%
Father	117	60.6%
Friend	38	19.7%
Grandparent	21	10.9%
Guide / outfitter	0	0.0%
Mother	3	1.6%
Neighbor	3	1.6%
Nobody / I hunted alone on my first hunt	9	4.7%
Sibling	14	7.3%
Spouse	1	0.5%
Other	2	1.0%
Total	193	100.0%

Table SZ.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	131	70.1%
Tradition / way of life	127	67.9%
Spend time with family or friends who already hunted	127	67.9%
Wanted to spend more time outdoors	110	58.8%
It's relaxing / an escape	83	44.4%
I wanted a challenge / adventure	78	41.7%
To become self-sufficient / become a provider / obtain my own meat	72	38.5%
Support conservation efforts	30	16.0%
Wanted to try a new sport	27	14.4%
To teach someone else / introduce my children or others to hunting	16	8.6%
Other Please write in	0	0.0%
Total	187	100.0%

Table SZ.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	49	25.4%
1 year	14	7.3%
2 - 5 years	80	41.5%
6 to 10 years	28	14.5%
More than 10 years	16	8.3%
I have only ever hunted [the species that I first targeted]	6	3.1%
Total	193	100.0%

Table SZ.14) Which species have you ever targeted?

	Count	Column Percent
Small Game	90	48.1%
Deer	180	96.3%
Elk	86	46.0%
Other big game	76	40.6%
Others	4	2.1%
Predators	126	67.4%
Small game	168	89.8%
Turkey	137	73.3%
Upland game birds	158	84.5%
Waterfowl	130	69.5%
Wild pig / feral hog	73	39.0%
Total	187	100.0%

Current Hunting Activities

Table SZ.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Small Game	38	20.5%
Deer	164	88.6%
Elk	51	27.6%
Other big game	23	12.4%
Others	11	5.9%
Predators	71	38.4%
Small game	91	49.2%
Turkey	108	58.4%
Upland game birds	101	54.6%
Waterfowl	55	29.7%
Wild pig / feral hog	46	24.9%
Total	185	100.0%

Table SZ.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	179	92.7%
Shotgun	167	86.5%
Traditional bow/compound bow	89	46.1%
Handgun	76	39.4%
Modern sporting rifle / AR platform / AK platform	64	33.2%
Muzzleloader	58	30.1%
Crossbow	38	19.7%
Other	8	4.1%
Total	193	100.0%

Table SZ.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Small Game	52	31.9%
Deer	16	9.8%
Elk	35	21.5%
Other big game	53	32.5%
Predators	55	33.7%
Small Game	78	47.9%
Turkey	29	17.8%
Upland game birds	57	35.0%
Waterfowl	74	45.4%
Wild pig / feral hog	27	16.6%
Total number of hunters who have lapsed at least one species in their lifetime	163	100.0%

Table SZ.18) Why have you lapsed small game hunting?

	Count	Column Percent
Do not have time	31	41.3%
Other, please describe	16	21.3%
I do not have anybody to go with anymore	14	18.7%
I moved to a new location where I am not able to do this type of hunting	12	16.0%
No hunting land available for this species anymore	9	12.0%
No longer interested or did not enjoy this type of hunting	9	12.0%
Medical reasons / disabilities	8	10.7%
I need more training	2	2.7%
I was not successful	1	1.3%
Too expensive	0	0.0%
Total	75	100.0%

Current Shooting Activities

Table SZ.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Rimfire Rifle	141	88.7%
Traditional Centerfire Rifle	137	86.2%
Shotgun	133	83.6%
Semiautomatic Handgun	128	80.5%
Revolver	123	77.4%
MSR	86	54.1%
Traditional or Compound Bow	79	49.7%
Muzzleloader	63	39.6%
Crossbow	32	20.1%
None of the Above	3	1.9%
Total	159	100.0%

Table SZ.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	138	86.8%
Plinking or informal target shooting with a traditional centerfire rifle	125	78.6%
Plinking or informal target shooting with a Semi-automatic Handgun	120	75.5%
Sighting-in rifle with a traditional centerfire rifle	118	74.2%
Plinking or informal target shooting with a Revolver	114	71.7%
Sighting-in rifle with a traditional rimfire rifle	105	66.0%
Informal (backyard or testing) with a Shotgun	99	62.3%
Sighting-in with a Semi-automatic Handgun	85	53.5%
Pattern shotgun	84	52.8%
Plinking or informal target shooting with a MSR	79	49.7%
Target shooting with a traditional or compound bow	79	49.7%
Sporting clays with a Shotgun	69	43.4%
Sighting-in with a Revolver	69	43.4%
Trap with a Shotgun	67	42.1%
Load Testing/Development with a traditional centerfire rifle	67	42.1%
Long range with a traditional centerfire rifle	65	40.9%
Skeet with a Shotgun	64	40.3%
Target shooting with a muzzleloader	63	39.6%
Sighting-In with a Shotgun	60	37.7%
Sighting-in rifle with a MSR	58	36.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	58	36.5%
Benchrest with a traditional centerfire rifle	55	34.6%
Testing (Ammo & firearm) with a Revolver	51	32.1%

Teaching/Informative with a traditional centerfire rifle	47	29.6%
Teaching/Informative with a traditional rimfire rifle	47	29.6%
Teaching/Informative with a Shotgun	44	27.7%
Teaching/Informative with a Semi-automatic Handgun	43	27.0%
Teaching/Informative with a Revolver	34	21.4%
Bullseye with a Semi-automatic Handgun	33	20.8%
Load Testing/Development with a Semi-automatic Handgun	33	20.8%
Load Testing/Development with a Revolver	32	20.1%
Target shooting with a crossbow	32	20.1%
Load Testing/Development with a MSR	31	19.5%
Target shooting with an air rifle at a range	30	18.9%
Teaching/Informative with a MSR	28	17.6%
Bullseye with a Revolver	28	17.6%
5 Stand with a Shotgun	27	17.0%
Test reload with a Shotgun	25	15.7%
Benchrest with a traditional rimfire rifle	25	15.7%
Long range with a MSR	23	14.5%
Silhouette with a Semi-automatic Handgun	23	14.5%
Dog training with a shotgun	23	14.5%
Silhouette with a traditional centerfire rifle	22	13.8%
Tactical with a MSR	22	13.8%
Long range with a traditional rimfire rifle	22	13.8%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	21	13.2%
Wobble Trap with a Shotgun	20	12.6%
Silhouette with a Revolver	18	11.3%
Silhouette with a traditional rimfire rifle	18	11.3%
Load Testing/Development with a traditional rimfire rifle	16	10.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	15	9.4%
Training (Military / Defense / Law Enforcement) with a MSR	15	9.4%
Benchrest with a MSR	14	8.8%
Tactical with a traditional centerfire rifle	13	8.2%
Bowling pin with a Semi-automatic Handgun	10	6.3%
Training (Military / Defense / Law Enforcement) with a Revolver	10	6.3%
Three (3) position with a traditional rimfire rifle	10	6.3%
Three (3) position with a traditional centerfire rifle	9	5.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	5.7%
Silhouette with a MSR	9	5.7%
Bowling pin with a Revolver	9	5.7%
3 Gun with a Shotgun	8	5.0%
NRA high power with a traditional centerfire rifle	8	5.0%
3 Gun with a Semi-automatic Handgun	8	5.0%
Steel Challenge with a Semi-automatic Handgun	8	5.0%
Cowboy action with a Revolver	7	4.4%

Steel Challenge with a Revolver	7	4.4%
Steel Challenge with a traditional rimfire rifle	7	4.4%
Tactical with a traditional rimfire rifle	6	3.8%
Steel Challenge with a traditional centerfire rifle	5	3.1%
3 Gun with a MSR	5	3.1%
NRA high power with a MSR	5	3.1%
Three (3) position with a MSR	5	3.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	3.1%
Cowboy action with a traditional centerfire rifle	4	2.5%
Steel Challenge with a MSR	4	2.5%
IDPA with a Semi-automatic Handgun	4	2.5%
Cowboy Action with a Shotgun	3	1.9%
3 Gun with a traditional centerfire rifle	3	1.9%
IPSC with a Semi-automatic Handgun	3	1.9%
3 Gun with a Revolver	3	1.9%
IDPA with a Revolver	3	1.9%
None of the above	3	1.9%
NRA high power with a traditional rimfire rifle	2	1.3%
Schuetzen with a traditional centerfire rifle	1	0.6%
Schuetzen with a MSR	1	0.6%
IPSC with a Revolver	1	0.6%
3 Gun with a traditional rimfire rifle	1	0.6%
Schuetzen with a traditional rimfire rifle	1	0.6%
Total	159	100.0%

Small Game Hunting Interest

Table SZ.21) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
There are other activities I'd rather do	6	54.5%
No hunting land available	3	27.3%
Places to hunt are too limited, no convenient place to hunt	3	27.3%
I do not have anyone to go with	2	18.2%
Do not have time	2	18.2%
My hunting skills need improving / I need more training	1	9.1%
I moved to a new home and don't know where to go	1	9.1%
Hunting rules are too complex	1	9.1%
I don't own the proper equipment	1	9.1%
If I had a successful hunt I wouldn't know what to do with my harvest	1	9.1%
Don't know how to start	0	0.0%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Too expensive	0	0.0%
I am not able to buy a license	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	11	100.0%

Influential Media and Individuals

Table SZ.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	92	50.3%
Father	52	28.4%
Self / nobody else	40	21.9%
Co-worker	19	10.4%
Uncle / Aunt	17	9.3%
Sibling	16	8.7%
Grandparent	15	8.2%
Another relative	13	7.1%
Spouse	6	3.3%
Other, please specify	5	2.7%
Children / grandchildren	4	2.2%
Guide / outfitter	4	2.2%
Mother	2	1.1%
Neighbor	1	0.5%
Total	183	100.0%

Table SZ.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	64	34.4%
Television shows	86	46.2%
Magazines	90	48.4%
Seminars	15	8.1%
Hunter education programs	19	10.2%
State wildlife management agencies	40	21.5%
Retailers	13	7.0%
Local clubs or social organizations	23	12.4%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	61	32.8%
Other, please specify	13	7.0%
Total	186	100.0%

Table SZ.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	40	62.5%
Fish and Wildlife agency produced videos	23	35.9%
How-to videos	43	67.2%
Informational/political/talk show style	14	21.9%
Professionals hunting/fishing/shooting	47	73.4%
Non-professionals (home videos) hunting/fishing/shooting	40	62.5%
Comedy/blooper videos	9	14.1%
Competitions	9	14.1%
Product reviews	32	50.0%
Other	1	1.6%
Total	64	100.0%

Table SZ.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	5	5.8%
Animal Planet	10	11.6%
Comcast SportsNet	1	1.2%
Discovery Channel	15	17.4%
ESPN/ESPN 2	8	9.3%
History Channel	11	12.8%
Military Channel	4	4.7%
National Geographic	11	12.8%
NBC Sports	3	3.5%
Outdoor Channel	75	87.2%
Pursuit Channel	37	43.0%
Sportsman Channel	64	74.4%
Sunshine Network / SUN Sports	0	0.0%
WildTV	6	7.0%
World Fishing Network	5	5.8%
Other national network	1	1.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	23	26.7%
I watched hunting/fishing TV, but don't remember the channel	18	20.9%
Total	86	100.0%

Table SZ.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Books / magazines	78	44.3%
An invitation from a friend / family member	72	40.9%
Programming offered by the Fish / Wildlife Agency for my state of residence	66	37.5%
Membership in a non-profit organization specific to this type of hunting	52	29.5%
Joining a local hunt club	52	29.5%
YouTube videos	49	27.8%
Programming offered by outdoor retailers	36	20.5%
Online forums / blogs	34	19.3%
Other: Please describe	25	14.2%
Total	176	100.0%

Table SZ.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	12 19.4%	13 41.9%	18 31.0%	14 30.4%			
	Google+	12 19.4%	6 19.4%	9 15.5%	6 13.0%			
	Twitter	3 4.8%	6 19.4%	7 12.1%	5 10.9%			
	Pinterest	4 6.5%	4 12.9%	5 8.6%	4 8.7%			
	Instagram	5 8.1%	4 12.9%	7 12.1%	5 10.9%			
	YouTube	30 48.4%	23 74.2%	36 62.1%	23 50.0%			
	Television programs	29 46.8%	22 71.0%	34 58.6%	28 60.9%			
	Books	25 40.3%	11 35.5%	24 41.4%	19 41.3%			
	Magazines	49 79.0%	24 77.4%	45 77.6%	37 80.4%			
	Online Forums	21 33.9%	11 35.5%	22 37.9%	15 32.6%			
	Newsletter from hunting / wildlife groups or organizations	30 48.4%	16 51.6%	30 51.7%	25 54.3%			
	Fish / Wildlife Agency for My State of Residence	37 59.7%	17 54.8%	47 81.0%	25 54.3%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	30 48.4%	13 41.9%	26 44.8%	18 39.1%			
	Other	4 6.5%	1 3.2%	2 3.4%	1 2.2%			
	None Of The Above	2 3.2%	0 0.0%	0 0.0%	0 0.0%			
	Total	62 100.0%	31 100.0%	58 100.0%	46 100.0%			

Table SZ.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	19	48.7%	11	25.0%	14	20.9%	12	48.0%	5	21.7%
	Google+	6	15.4%	8	18.2%	13	19.4%	4	16.0%	2	8.7%
	Twitter	6	15.4%	6	13.6%	3	4.5%	5	20.0%	3	13.0%
	Pinterest	4	10.3%	4	9.1%	3	4.5%	3	12.0%	2	8.7%
	Instagram	7	17.9%	5	11.4%	3	4.5%	5	20.0%	2	8.7%
	YouTube	36	92.3%	20	45.5%	34	50.7%	19	76.0%	14	60.9%
	Television programs	22	56.4%	26	59.1%	41	61.2%	17	68.0%	13	56.5%
	Books	13	33.3%	19	43.2%	35	52.2%	11	44.0%	5	21.7%
	Magazines	30	76.9%	35	79.5%	61	91.0%	17	68.0%	20	87.0%
	Online Forums	16	41.0%	13	29.5%	13	19.4%	14	56.0%	8	34.8%
	Newsletter from hunting / wildlife groups or organizations	19	48.7%	18	40.9%	28	41.8%	15	60.0%	10	43.5%
	Fish / Wildlife Agency for My State of Residence	24	61.5%	20	45.5%	35	52.2%	16	64.0%	15	65.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	18	46.2%	15	34.1%	24	35.8%	10	40.0%	11	47.8%
	Other	2	5.1%	0	0.0%	2	3.0%	2	8.0%	1	4.3%
None Of The Above	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Total		39	100.0%	44	100.0%	67	100.0%	25	100.0%	23	100.0%

Small Game Hunting with a Shotgun

Table SS.1) **Sample frame**

	Count
Have not hunted small game in the past 3 years, and have not hunted with a shotgun in that time either	83
Have not hunted small game in the past 3 years, but have hunted with a shotgun recently	622
Have hunted small game in the past 3 years, but not with a shotgun	80
Total sample	785

Table SS.2) How many respondents have hunted small game at some point in the past?

	Count
Have never hunted this species before	212
Have hunted this species before	573
Total	785

Demographic Information

Table SS.3) What is your current age?

	Count	Column Percent
18 to 24	8	1.3%
25 to 34	61	9.7%
35 to 44	99	15.8%
45 to 54	120	19.1%
55 to 64	187	29.8%
65 and older	153	24.4%
Total	628	100.0%

Table SS.4) What is your gender?

	Count	Column Percent
Male	607	96.5%
Female	22	3.5%
Total	629	100.0%

Table SS.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	24	3.8%
\$20,000 to \$29,999	17	2.7%
\$30,000 to \$39,999	28	4.5%
\$40,000 to \$49,999	50	8.0%
\$50,000 to \$74,999	119	19.0%
\$75,000 to \$99,999	122	19.5%
\$100,000 to \$149,999	144	23.0%
\$150,000 to \$200,000	63	10.1%
More than \$200,000	58	9.3%
Total	625	100.0%

Table SS.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	2	0.3%
High school graduation	131	20.8%
Trade school, associates degree or similar	170	27.0%
Bachelors degree	195	31.0%
Masters degree	95	15.1%
Ph D and higher	36	5.7%
Total	629	100.0%

Table SS.7) In which region do you live?

	Count	Column Percent
Northeast	98	15.6%
Midwest	155	24.7%
South	241	38.4%
West	131	20.9%
Canada	2	0.3%
Total	627	100.0%

Introduction to Hunting

Table SS.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	286	36.4%
11 to 17 years old	352	44.8%
18 to 24 years old	58	7.4%
25 to 34 years old	49	6.2%
35 to 44 years old	25	3.2%
45 to 54 years old	6	0.8%
55 to 64 years old	7	0.9%
65 years and older	2	0.3%
Total	785	100.0%

Table SS.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	4	0.5%
Deer	242	30.8%
Elk	9	1.1%
Other big game	4	0.5%
Predators	17	2.2%
Small game	401	51.1%
Turkey	32	4.1%
Upland game birds	208	26.5%
Waterfowl	57	7.3%
Wild pig / feral hog	18	2.3%
Others	16	2.0%
Total	785	100.0%

Table SS.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	2	0.3%
Compound bow	20	2.6%
Crossbow	1	0.1%
MSR	11	1.4%
No weapon / toy	19	2.4%
Revolver	3	0.4%
Semi-automatic handgun	1	0.1%
Shotgun	460	58.7%
Traditional bow	6	0.8%
Traditional rifle	256	32.7%
Other	4	0.5%
Total	783	100.0%

Table SS.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	38	4.9%
Aunt / Uncle	90	11.5%
Co-worker	14	1.8%
Father	451	57.6%
Friend	128	16.3%
Grandparent	80	10.2%
Guide / outfitter	6	0.8%
Mother	7	0.9%
Neighbor	12	1.5%
Nobody / I hunted alone on my first hunt	42	5.4%
Sibling	36	4.6%
Spouse	9	1.1%
Other	14	1.8%
Total	783	100.0%

Table SS.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	493	64.0%
Spend time with family or friends who already hunted	482	62.6%
Wanted to spend more time outdoors	460	59.7%
Tradition / way of life	458	59.5%
It's relaxing / an escape	312	40.5%
I wanted a challenge / adventure	283	36.8%
To become self-sufficient / become a provider / obtain my own meat	237	30.8%
Support conservation efforts	135	17.5%
Wanted to try a new sport	113	14.7%
To teach someone else / introduce my children or others to hunting	66	8.6%
Other Please write in	1	0.1%
Total	770	100.0%

Table SS.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	184	23.5%
1 year	58	7.4%
2 - 5 years	308	39.4%
6 to 10 years	89	11.4%
More than 10 years	80	10.2%
I have only ever hunted [the species that I first targeted]	63	8.1%
Total	782	100.0%

Table SS.14) Which species have you ever targeted?

	Count	Column Percent
Bear	222	30.7%
Deer	687	95.2%
Elk	228	31.6%
Other big game	164	22.7%
Others	19	2.6%
Predators	377	52.2%
Small game	573	79.4%
Turkey	521	72.2%
Upland game birds	572	79.2%
Waterfowl	433	60.0%
Wild pig / feral hog	257	35.6%
Total	722	100.0%

Current Hunting Activities

Table SS.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	102	14.5%
Deer	587	83.5%
Elk	140	19.9%
Other big game	53	7.5%
Others	21	3.0%
Predators	200	28.4%
Small game	60	8.5%
Turkey	369	52.5%
Upland game birds	281	40.0%
Waterfowl	193	27.5%
Wild pig / feral hog	134	19.1%
Total	703	100.0%

Table SS.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	641	81.7%
Shotgun	613	78.1%
Traditional bow/compound bow	283	36.1%
Muzzleloader	276	35.2%
Modern sporting rifle / AR platform / AK platform	224	28.5%
Handgun	189	24.1%
Crossbow	148	18.9%
Other	16	2.0%
Total	785	100.0%

Table SS.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	120	19.1%
Deer	100	15.9%
Elk	88	14.0%
Other big game	106	16.9%
Predators	176	28.0%
Small Game	517	82.2%
Turkey	152	24.2%
Upland game birds	289	45.9%
Waterfowl	236	37.5%
Wild pig / feral hog	123	19.6%
Total number of hunters who have lapsed at least one species in their lifetime	629	100.0%

Table SS.18) Why have you lapsed small game hunting?

	Count	Column Percent
Do not have time	230	45.7%
I do not have anybody to go with anymore	101	20.1%
No hunting land available for this species anymore	73	14.5%
Other, please describe	69	13.7%
I moved to a new location where I am not able to do this type of hunting	56	11.1%
No longer interested or did not enjoy this type of hunting	55	10.9%
Medical reasons / disabilities	36	7.2%
Too expensive	6	1.2%
I need more training	5	1.0%
I was not successful	2	0.4%
Total	503	100.0%

Current Shooting Activities

Table SS.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	503	83.1%
Shotgun	498	82.3%
Semiautomatic Handgun	495	81.8%
Traditional Rimfire Rifle	466	77.0%
Revolver	397	65.6%
MSR	298	49.3%
Traditional or Compound Bow	249	41.2%
Muzzleloader	173	28.6%
Crossbow	117	19.3%
None of the Above	8	1.3%
Total	605	100.0%

Table SS.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	441	72.8%
Plinking or informal target shooting with a traditional rimfire rifle	429	70.8%
Plinking or informal target shooting with a traditional centerfire rifle	405	66.8%
Sighting-in rifle with a traditional centerfire rifle	388	64.0%
Plinking or informal target shooting with a Revolver	359	59.2%
Informal (backyard or testing) with a Shotgun	318	52.5%
Sighting-in rifle with a traditional rimfire rifle	300	49.5%
Pattern shotgun	275	45.4%
Sporting clays with a Shotgun	265	43.7%
Sighting-in with a Semi-automatic Handgun	265	43.7%
Plinking or informal target shooting with a MSR	264	43.6%
Target shooting with a traditional or compound bow	249	41.1%
Trap with a Shotgun	233	38.4%
Skeet with a Shotgun	232	38.3%
Sighting-in rifle with a MSR	213	35.1%
Sighting-In with a Shotgun	187	30.9%
Long range with a traditional centerfire rifle	187	30.9%
Benchrest with a traditional centerfire rifle	184	30.4%
Sighting-in with a Revolver	184	30.4%
Target shooting with a muzzleloader	173	28.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	164	27.1%
Load Testing/Development with a traditional centerfire rifle	138	22.8%
Testing (Ammo & firearm) with a Revolver	120	19.8%

Target shooting with a crossbow	117	19.3%
Benchrest with a traditional rimfire rifle	114	18.8%
Bullseye with a Semi-automatic Handgun	112	18.5%
Teaching/Informative with a Semi-automatic Handgun	108	17.8%
Teaching/Informative with a Shotgun	104	17.2%
Teaching/Informative with a traditional rimfire rifle	95	15.7%
5 Stand with a Shotgun	94	15.5%
Teaching/Informative with a traditional centerfire rifle	92	15.2%
Silhouette with a Semi-automatic Handgun	92	15.2%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	89	14.7%
Target shooting with an air rifle at a range	87	14.4%
Bullseye with a Revolver	81	13.4%
Load Testing/Development with a MSR	78	12.9%
Load Testing/Development with a Revolver	73	12.0%
Load Testing/Development with a Semi-automatic Handgun	72	11.9%
Teaching/Informative with a Revolver	71	11.7%
Wobble Trap with a Shotgun	70	11.6%
Tactical with a MSR	70	11.6%
Training (Military / Defense / Law Enforcement) with a MSR	68	11.2%
Teaching/Informative with a MSR	64	10.6%
Silhouette with a Revolver	63	10.4%
Benchrest with a MSR	61	10.1%
Silhouette with a traditional centerfire rifle	59	9.7%
Long range with a MSR	58	9.6%
Dog training with a shotgun	53	8.7%
Long range with a traditional rimfire rifle	51	8.4%
Silhouette with a traditional rimfire rifle	51	8.4%
Test reload with a Shotgun	50	8.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	37	6.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	36	5.9%
Steel Challenge with a Semi-automatic Handgun	36	5.9%
Tactical with a traditional centerfire rifle	30	5.0%
Silhouette with a MSR	28	4.6%
3 Gun with a Semi-automatic Handgun	26	4.3%
Bowling pin with a Semi-automatic Handgun	26	4.3%
Training (Military / Defense / Law Enforcement) with a Revolver	26	4.3%
3 Gun with a Shotgun	23	3.8%
Load Testing/Development with a traditional rimfire rifle	23	3.8%
IDPA with a Semi-automatic Handgun	21	3.5%
3 Gun with a MSR	19	3.1%
Steel Challenge with a traditional rimfire rifle	17	2.8%
Cowboy action with a Revolver	16	2.6%
Steel Challenge with a traditional centerfire rifle	14	2.3%

Bowling pin with a Revolver	14	2.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	2.3%
Cowboy action with a traditional centerfire rifle	13	2.1%
Three (3) position with a MSR	13	2.1%
Cowboy Action with a Shotgun	12	2.0%
Steel Challenge with a MSR	12	2.0%
Steel Challenge with a Revolver	12	2.0%
Three (3) position with a traditional rimfire rifle	12	2.0%
Three (3) position with a traditional centerfire rifle	11	1.8%
IPSC with a Semi-automatic Handgun	11	1.8%
Tactical with a traditional rimfire rifle	10	1.7%
None of the above	8	1.3%
NRA high power with a traditional centerfire rifle	6	1.0%
NRA high power with a MSR	6	1.0%
Cowboy action with a Semi-automatic Handgun	5	0.8%
Cowboy action with a traditional rimfire rifle	5	0.8%
IDPA with a Revolver	4	0.7%
IPSC with a Revolver	3	0.5%
3 Gun with a traditional centerfire rifle	2	0.3%
NRA high power with a traditional rimfire rifle	2	0.3%
3 Gun with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Total	606	100.0%

Small Game Hunting Interest

Table SS.21) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
There are other activities I'd rather do	23	27.7%
I do not have anyone to go with	20	24.1%
Places to hunt are too limited, no convenient place to hunt	17	20.5%
Do not have time	17	20.5%
No hunting land available	12	14.5%
Don't know how to start	10	12.0%
My hunting skills need improving / I need more training	8	9.6%
I moved to a new home and don't know where to go	7	8.4%
I don't own the proper equipment	6	7.2%
If I had a successful hunt I wouldn't know what to do with my harvest	6	7.2%
Other	5	6.0%
This species is not found in my part of the country, or it is not legal to hunt	2	2.4%
Hunting rules are too complex	2	2.4%
Medical reasons / disability	2	2.4%
Too expensive	0	0.0%
I am not able to buy a license	0	0.0%
Total	83	100.0%

Influential Media and Individuals

Table SS.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	376	53.0%
Father	204	28.8%
Self / nobody else	129	18.2%
Another relative	67	9.4%
Sibling	59	8.3%
Uncle / Aunt	59	8.3%
Co-worker	58	8.2%
Grandparent	40	5.6%
Children / grandchildren	25	3.5%
Guide / outfitter	25	3.5%
Neighbor	23	3.2%
Spouse	20	2.8%
Other, please specify	19	2.7%
Mother	3	0.4%
Total	709	100.0%

Table SS.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	212	29.9%
Television shows	372	52.4%
Magazines	303	42.7%
Seminars	34	4.8%
Hunter education programs	82	11.5%
State wildlife management agencies	142	20.0%
Retailers	39	5.5%
Local clubs or social organizations	89	12.5%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	251	35.4%
Other, please specify	39	5.5%
Total	710	100.0%

Table SS.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	110	51.9%
Fish and Wildlife agency produced videos	62	29.2%
How-to videos	106	50.0%
Informational/political/talk show style	24	11.3%
Professionals hunting/fishing/shooting	163	76.9%
Non-professionals (home videos) hunting/fishing/shooting	113	53.3%
Comedy/blooper videos	9	4.2%
Competitions	21	9.9%
Product reviews	75	35.4%
Other	3	1.4%
Total	212	100.0%

Table SS.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	15	4.1%
Animal Planet	32	8.7%
Comcast SportsNet	2	0.5%
Discovery Channel	57	15.5%
ESPN/ESPN 2	17	4.6%
History Channel	45	12.2%
Military Channel	14	3.8%
National Geographic	50	13.6%
NBC Sports	11	3.0%
Outdoor Channel	306	83.2%
Pursuit Channel	132	35.9%
Sportsman Channel	248	67.4%
Sunshine Network / SUN Sports	4	1.1%
WildTV	11	3.0%
World Fishing Network	19	5.2%
Other national network	5	1.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	83	22.6%
I watched hunting/fishing TV, but don't remember the channel	80	21.7%
Total	368	100.0%

Table SS.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	311	45.7%
Books / magazines	239	35.1%
Programming offered by the Fish / Wildlife Agency for my state of residence	234	34.4%
Membership in a non-profit organization specific to this type of hunting	202	29.7%
Joining a local hunt club	192	28.2%
YouTube videos	186	27.4%
Programming offered by outdoor retailers	183	26.9%
Online forums / blogs	122	17.9%
Other: Please describe	69	10.1%
Total	680	100.0%

Table SS.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	83	31.0%	45	28.0%	60	29.6%	54	31.2%
	Google+	53	19.8%	31	19.3%	44	21.7%	36	20.8%
	Twitter	11	4.1%	14	8.7%	14	6.9%	19	11.0%
	Pinterest	13	4.9%	7	4.3%	13	6.4%	12	6.9%
	Instagram	35	13.1%	21	13.0%	26	12.8%	27	15.6%
	YouTube	131	48.9%	95	59.0%	110	54.2%	89	51.4%
	Television programs	140	52.2%	97	60.2%	101	49.8%	99	57.2%
	Books	70	26.1%	48	29.8%	59	29.1%	59	34.1%
	Magazines	190	70.9%	118	73.3%	135	66.5%	126	72.8%
	Online Forums	91	34.0%	55	34.2%	60	29.6%	57	32.9%
	Newsletter from hunting / wildlife groups or organizations	113	42.2%	69	42.9%	95	46.8%	97	56.1%
	Fish / Wildlife Agency for My State of Residence	144	53.7%	91	56.5%	145	71.4%	109	63.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	94	35.1%	63	39.1%	87	42.9%	75	43.4%
	Other	4	1.5%	1	0.6%	1	0.5%	2	1.2%
	None Of The Above	6	2.2%	2	1.2%	4	2.0%	0	0.0%
Total		268	100.0%	161	100.0%	203	100.0%	173	100.0%

Table SS.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	50	30.1%	44	26.8%	58	27.2%	35	33.7%	14	22.6%
	Google+	36	21.7%	33	20.1%	47	22.1%	27	26.0%	8	12.9%
	Twitter	18	10.8%	16	9.8%	15	7.0%	10	9.6%	3	4.8%
	Pinterest	18	10.8%	7	4.3%	12	5.6%	7	6.7%	3	4.8%
	Instagram	26	15.7%	20	12.2%	26	12.2%	21	20.2%	5	8.1%
	YouTube	139	83.7%	92	56.1%	120	56.3%	66	63.5%	32	51.6%
	Television programs	96	57.8%	92	56.1%	132	62.0%	53	51.0%	33	53.2%
	Books	57	34.3%	45	27.4%	91	42.7%	34	32.7%	15	24.2%
	Magazines	107	64.5%	117	71.3%	185	86.9%	71	68.3%	41	66.1%
	Online Forums	69	41.6%	54	32.9%	71	33.3%	66	63.5%	25	40.3%
	Newsletter from hunting / wildlife groups or organizations	72	43.4%	61	37.2%	107	50.2%	46	44.2%	22	35.5%
	Fish / Wildlife Agency for My State of Residence	88	53.0%	85	51.8%	128	60.1%	63	60.6%	38	61.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	58	34.9%	59	36.0%	82	38.5%	41	39.4%	22	35.5%
	Other	4	2.4%	2	1.2%	2	0.9%	4	3.8%	2	3.2%
	None Of The Above	3	1.8%	3	1.8%	2	0.9%	2	1.9%	2	3.2%
Total		166	100.0%	164	100.0%	213	100.0%	104	100.0%	62	100.0%

Small Game Hunting with a Traditional or Compound Bow

Table SB.1) **Sample frame**

	Count
Have not hunted small game in the past 3 years, and have not hunted with a traditional or compound bow in that time either	41
Have not hunted small game in the past 3 years, but have hunted with a traditional or compound bow recently	130
Have hunted small game in the past 3 years, but not with a traditional or compound bow	95
Total sample	266

Table SB.2) How many respondents have hunted small game at some point in the past?

	Count
Have never hunted this species before	51
Have hunted this species before	215
Total	266

Demographic Information

Table SB.3) What is your current age?

	Count	Column Percent
18 to 24	4	1.8%
25 to 34	39	17.6%
35 to 44	41	18.5%
45 to 54	54	24.3%
55 to 64	57	25.7%
65 and older	27	12.2%
Total	222	100.0%

Table SB.4) What is your gender?

	Count	Column Percent
Male	212	95.5%
Female	10	4.5%
Total	222	100.0%

Table SB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	8	3.6%
\$20,000 to \$29,999	7	3.2%
\$30,000 to \$39,999	13	5.9%
\$40,000 to \$49,999	14	6.3%
\$50,000 to \$74,999	55	24.8%
\$75,000 to \$99,999	44	19.8%
\$100,000 to \$149,999	57	25.7%
\$150,000 to \$200,000	11	5.0%
More than \$200,000	13	5.9%
Total	222	100.0%

Table SB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	49	22.1%
Trade school, associates degree or similar	70	31.5%
Bachelors degree	66	29.7%
Masters degree	30	13.5%
Ph D and higher	7	3.2%
Total	222	100.0%

Table SB.7) In which region do you live?

	Count	Column Percent
Northeast	20	9.0%
Midwest	53	23.9%
South	64	28.8%
West	82	36.9%
Canada	3	1.4%
Total	222	100.0%

Introduction to Hunting

Table SB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	117	44.0%
11 to 17 years old	104	39.1%
18 to 24 years old	13	4.9%
25 to 34 years old	18	6.8%
35 to 44 years old	12	4.5%
45 to 54 years old	2	0.8%
55 to 64 years old	0	0.0%
65 years and older	0	0.0%
Total	266	100.0%

Table SB.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	2	0.8%
Deer	85	32.0%
Elk	7	2.6%
Other big game	1	0.4%
Predators	5	1.9%
Small game	136	51.1%
Turkey	10	3.8%
Upland game birds	57	21.4%
Waterfowl	17	6.4%
Wild pig / feral hog	10	3.8%
Others	8	3.0%
Total	266	100.0%

Table SB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	0	0.0%
Compound bow	12	4.5%
Crossbow	1	0.4%
MSR	3	1.1%
No weapon / toy	7	2.6%
Revolver	1	0.4%
Semi-automatic handgun	2	0.8%
Shotgun	126	47.5%
Traditional bow	5	1.9%
Traditional rifle	107	40.4%
Other	1	0.4%
Total	265	100.0%

Table SB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	11	4.1%
Aunt / Uncle	36	13.5%
Co-worker	3	1.1%
Father	158	59.4%
Friend	51	19.2%
Grandparent	29	10.9%
Guide / outfitter	2	0.8%
Mother	4	1.5%
Neighbor	1	0.4%
Nobody / I hunted alone on my first hunt	14	5.3%
Sibling	13	4.9%
Spouse	5	1.9%
Other	3	1.1%
Total	266	100.0%

Table SB.12) What got you interested in hunting?

	Count	Column Percent
Tradition / way of life	167	64.5%
It has always interested me	165	63.7%
Spend time with family or friends who already hunted	163	62.9%
Wanted to spend more time outdoors	159	61.4%
It's relaxing / an escape	122	47.1%
I wanted a challenge / adventure	116	44.8%
To become self-sufficient / become a provider / obtain my own meat	107	41.3%
Support conservation efforts	59	22.8%
Wanted to try a new sport	42	16.2%
To teach someone else / introduce my children or others to hunting	25	9.7%
Other Please write in	0	0.0%
Total	259	100.0%

Table SB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	78	29.4%
1 year	24	9.1%
2 - 5 years	105	39.6%
6 to 10 years	29	10.9%
More than 10 years	19	7.2%
I have only ever hunted [the species that I first targeted]	10	3.8%
Total	265	100.0%

Table SB.14) Which species have you ever targeted?

	Count	Column Percent
Bear	95	37.1%
Deer	249	97.3%
Elk	107	41.8%
Other big game	82	32.0%
Others	11	4.3%
Predators	153	59.8%
Small game	215	84.0%
Turkey	190	74.2%
Upland game birds	204	79.7%
Waterfowl	160	62.5%
Wild pig / feral hog	98	38.3%
Total	256	100.0%

Current Hunting Activities

Table SB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	54	21.3%
Deer	217	85.4%
Elk	79	31.1%
Other big game	42	16.5%
Others	15	5.9%
Predators	80	31.5%
Small game	90	35.4%
Turkey	141	55.5%
Upland game birds	125	49.2%
Waterfowl	71	28.0%
Wild pig / feral hog	56	22.0%
Total	254	100.0%

Table SB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	239	89.8%
Shotgun	226	85.0%
Traditional bow/compound bow	128	48.1%
Muzzleloader	97	36.5%
Modern sporting rifle / AR platform / AK platform	93	35.0%
Handgun	67	25.2%
Crossbow	37	13.9%
Other	6	2.3%
Total	266	100.0%

Table SB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	41	19.5%
Deer	32	15.2%
Elk	28	13.3%
Other big game	38	18.1%
Predators	71	33.8%
Small Game	128	61.0%
Turkey	49	23.3%
Upland game birds	79	37.6%
Waterfowl	89	42.4%
Wild pig / feral hog	42	20.0%
Total number of hunters who have lapsed at least one species in their lifetime	210	100.0%

Table SB.18) Why have you lapsed small game hunting?

	Count	Column Percent
Do not have time	58	46.4%
Other, please describe	27	21.6%
I do not have anybody to go with anymore	17	13.6%
No longer interested or did not enjoy this type of hunting	17	13.6%
I moved to a new location where I am not able to do this type of hunting	15	12.0%
Medical reasons / disabilities	9	7.2%
No hunting land available for this species anymore	7	5.6%
Too expensive	2	1.6%
I was not successful	0	0.0%
I need more training	0	0.0%
Total	125	100.0%

Current Shooting Activities

Table SB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Rimfire Rifle	181	83.8%
Traditional Centerfire Rifle	180	83.3%
Semiautomatic Handgun	176	81.5%
Shotgun	172	79.6%
Revolver	151	69.9%
Traditional or Compound Bow	133	61.6%
MSR	120	55.6%
Muzzleloader	75	34.7%
Crossbow	44	20.4%
None of the Above	2	0.9%
Total	216	100.0%

Table SB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	166	76.5%
Plinking or informal target shooting with a Semi-automatic Handgun	157	72.4%
Plinking or informal target shooting with a traditional centerfire rifle	152	70.0%
Sighting-in rifle with a traditional centerfire rifle	142	65.4%
Plinking or informal target shooting with a Revolver	137	63.1%
Target shooting with a traditional or compound bow	133	61.3%
Informal (backyard or testing) with a Shotgun	129	59.4%
Sighting-in rifle with a traditional rimfire rifle	129	59.4%
Plinking or informal target shooting with a MSR	110	50.7%
Sighting-in with a Semi-automatic Handgun	107	49.3%
Sporting clays with a Shotgun	100	46.1%
Pattern shotgun	97	44.7%
Skeet with a Shotgun	86	39.6%
Trap with a Shotgun	84	38.7%
Sighting-In with a Shotgun	81	37.3%
Long range with a traditional centerfire rifle	77	35.5%
Sighting-in rifle with a MSR	77	35.5%
Sighting-in with a Revolver	77	35.5%
Target shooting with a muzzleloader	75	34.6%
Benchrest with a traditional centerfire rifle	69	31.8%
Load Testing/Development with a traditional centerfire rifle	64	29.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	60	27.6%
Teaching/Informative with a traditional rimfire rifle	53	24.4%

Teaching/Informative with a traditional centerfire rifle	51	23.5%
Testing (Ammo & firearm) with a Revolver	50	23.0%
Teaching/Informative with a Shotgun	47	21.7%
Teaching/Informative with a Semi-automatic Handgun	47	21.7%
Silhouette with a Semi-automatic Handgun	46	21.2%
Target shooting with a crossbow	44	20.3%
Benchrest with a traditional rimfire rifle	43	19.8%
Teaching/Informative with a Revolver	40	18.4%
5 Stand with a Shotgun	39	18.0%
Target shooting with an air rifle at a range	38	17.5%
Load Testing/Development with a Semi-automatic Handgun	37	17.1%
Silhouette with a traditional centerfire rifle	36	16.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	36	16.6%
Long range with a MSR	35	16.1%
Teaching/Informative with a MSR	35	16.1%
Bullseye with a Semi-automatic Handgun	35	16.1%
Load Testing/Development with a MSR	33	15.2%
Load Testing/Development with a Revolver	33	15.2%
Silhouette with a Revolver	33	15.2%
Long range with a traditional rimfire rifle	31	14.3%
Silhouette with a traditional rimfire rifle	30	13.8%
Benchrest with a MSR	28	12.9%
Tactical with a MSR	28	12.9%
Training (Military / Defense / Law Enforcement) with a MSR	28	12.9%
Test reload with a Shotgun	27	12.4%
Bullseye with a Revolver	26	12.0%
Wobble Trap with a Shotgun	22	10.1%
Silhouette with a MSR	22	10.1%
Dog training with a shotgun	22	10.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	20	9.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	8.8%
Tactical with a traditional centerfire rifle	17	7.8%
Load Testing/Development with a traditional rimfire rifle	17	7.8%
Training (Military / Defense / Law Enforcement) with a Revolver	14	6.5%
Steel Challenge with a Semi-automatic Handgun	13	6.0%
Steel Challenge with a MSR	10	4.6%
Steel Challenge with a traditional rimfire rifle	10	4.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	10	4.6%
Three (3) position with a traditional centerfire rifle	8	3.7%
Three (3) position with a MSR	8	3.7%
3 Gun with a Semi-automatic Handgun	8	3.7%
3 Gun with a Shotgun	7	3.2%

Steel Challenge with a traditional centerfire rifle	7	3.2%
3 Gun with a MSR	7	3.2%
Bowling pin with a Revolver	7	3.2%
Tactical with a traditional rimfire rifle	7	3.2%
Bowling pin with a Semi-automatic Handgun	6	2.8%
Three (3) position with a traditional rimfire rifle	6	2.8%
Steel Challenge with a Revolver	5	2.3%
IDPA with a Semi-automatic Handgun	4	1.8%
3 Gun with a traditional centerfire rifle	3	1.4%
Cowboy action with a traditional centerfire rifle	3	1.4%
NRA high power with a traditional centerfire rifle	3	1.4%
Cowboy action with a Revolver	3	1.4%
NRA high power with a MSR	2	0.9%
IPSC with a Semi-automatic Handgun	2	0.9%
3 Gun with a Revolver	2	0.9%
IDPA with a Revolver	2	0.9%
None of the above	2	0.9%
Cowboy Action with a Shotgun	1	0.5%
Schuetzen with a traditional centerfire rifle	1	0.5%
IPSC with a Revolver	1	0.5%
Schuetzen with a traditional rimfire rifle	1	0.5%
Total	217	100.0%

Small Game Hunting Interest

Table SB.21) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
There are other activities I'd rather do	8	36.4%
I do not have anyone to go with	6	27.3%
Do not have time	6	27.3%
Places to hunt are too limited, no convenient place to hunt	3	13.6%
Don't know how to start	2	9.1%
I moved to a new home and don't know where to go	2	9.1%
No hunting land available	1	4.5%
My hunting skills need improving / I need more training	1	4.5%
If I had a successful hunt I wouldn't know what to do with my harvest	1	4.5%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Too expensive	0	0.0%
I am not able to buy a license	0	0.0%
Hunting rules are too complex	0	0.0%
I don't own the proper equipment	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	22	100.0%

Influential Media and Individuals

Table SB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	145	57.3%
Self / nobody else	68	26.9%
Father	66	26.1%
Co-worker	29	11.5%
Another relative	23	9.1%
Uncle / Aunt	22	8.7%
Sibling	20	7.9%
Grandparent	15	5.9%
Spouse	13	5.1%
Children / grandchildren	12	4.7%
Neighbor	7	2.8%
Other, please specify	7	2.8%
Guide / outfitter	5	2.0%
Mother	1	0.4%
Total	253	100.0%

Table SB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	104	41.1%
Television shows	122	48.2%
Magazines	114	45.1%
Seminars	19	7.5%
Hunter education programs	34	13.4%
State wildlife management agencies	52	20.6%
Retailers	14	5.5%
Local clubs or social organizations	39	15.4%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	103	40.7%
Other, please specify	20	7.9%
Total	253	100.0%

Table SB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	69	66.3%
Fish and Wildlife agency produced videos	38	36.5%
How-to videos	64	61.5%
Informational/political/talk show style	16	15.4%
Professionals hunting/fishing/shooting	82	78.8%
Non-professionals (home videos) hunting/fishing/shooting	64	61.5%
Comedy/blooper videos	11	10.6%
Competitions	14	13.5%
Product reviews	40	38.5%
Other	1	1.0%
Total	104	100.0%

Table SB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	5	4.1%
Animal Planet	10	8.3%
Comcast SportsNet	0	0.0%
Discovery Channel	21	17.4%
ESPN/ESPN 2	5	4.1%
History Channel	14	11.6%
Military Channel	6	5.0%
National Geographic	18	14.9%
NBC Sports	7	5.8%
Outdoor Channel	102	84.3%
Pursuit Channel	48	39.7%
Sportsman Channel	83	68.6%
Sunshine Network / SUN Sports	0	0.0%
WildTV	6	5.0%
World Fishing Network	7	5.8%
Other national network	1	0.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	31	25.6%
I watched hunting/fishing TV, but don't remember the channel	31	25.6%
Total	121	100.0%

Table SB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	121	47.8%
Books / magazines	104	41.1%
Programming offered by the Fish / Wildlife Agency for my state of residence	99	39.1%
Membership in a non-profit organization specific to this type of hunting	87	34.4%
YouTube videos	82	32.4%
Joining a local hunt club	71	28.1%
Programming offered by outdoor retailers	57	22.5%
Online forums / blogs	54	21.3%
Other: Please describe	33	13.0%
Total	253	100.0%

Table SB.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	43	41.7%	24	46.2%	31	35.6%	35	44.3%
	Google+	20	19.4%	9	17.3%	15	17.2%	18	22.8%
	Twitter	8	7.8%	6	11.5%	7	8.0%	11	13.9%
	Pinterest	4	3.9%	7	13.5%	8	9.2%	7	8.9%
	Instagram	15	14.6%	6	11.5%	8	9.2%	13	16.5%
	YouTube	61	59.2%	38	73.1%	55	63.2%	54	68.4%
	Television programs	59	57.3%	37	71.2%	52	59.8%	47	59.5%
	Books	35	34.0%	23	44.2%	36	41.4%	31	39.2%
	Magazines	77	74.8%	36	69.2%	60	69.0%	55	69.6%
	Online Forums	41	39.8%	20	38.5%	36	41.4%	34	43.0%
	Newsletter from hunting / wildlife groups or organizations	49	47.6%	34	65.4%	53	60.9%	53	67.1%
	Fish / Wildlife Agency for My State of Residence	54	52.4%	30	57.7%	61	70.1%	50	63.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	43	41.7%	25	48.1%	40	46.0%	37	46.8%
	Other	2	1.9%	2	3.8%	3	3.4%	3	3.8%
None Of The Above	2	1.9%	1	1.9%	2	2.3%	0	0.0%	
Total		103	100.0%	52	100.0%	87	100.0%	79	100.0%

Table SB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	36	53.7%	23	38.3%	33	35.1%	23	51.1%	6	20.7%
	Google+	14	20.9%	16	26.7%	14	14.9%	9	20.0%	6	20.7%
	Twitter	11	16.4%	7	11.7%	8	8.5%	7	15.6%	2	6.9%
	Pinterest	7	10.4%	4	6.7%	3	3.2%	4	8.9%	1	3.4%
	Instagram	13	19.4%	8	13.3%	9	9.6%	11	24.4%	1	3.4%
	YouTube	63	94.0%	39	65.0%	58	61.7%	37	82.2%	14	48.3%
	Television programs	48	71.6%	34	56.7%	65	69.1%	30	66.7%	15	51.7%
	Books	26	38.8%	24	40.0%	47	50.0%	21	46.7%	7	24.1%
	Magazines	48	71.6%	41	68.3%	85	90.4%	32	71.1%	20	69.0%
	Online Forums	33	49.3%	24	40.0%	34	36.2%	28	62.2%	11	37.9%
	Newsletter from hunting / wildlife groups or organizations	38	56.7%	32	53.3%	53	56.4%	24	53.3%	15	51.7%
	Fish / Wildlife Agency for My State of Residence	35	52.2%	35	58.3%	52	55.3%	25	55.6%	22	75.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	27	40.3%	22	36.7%	39	41.5%	24	53.3%	15	51.7%
	Other	4	6.0%	2	3.3%	4	4.3%	3	6.7%	0	0.0%
None Of The Above	0	0.0%	0	0.0%	1	1.1%	1	2.2%	0	0.0%	
Total		67	100.0%	60	100.0%	94	100.0%	45	100.0%	29	100.0%

Small Game Hunting with a Traditional Rifle

Table SR.1) **Sample frame**

	Count
Have not hunted small game in the past 3 years, and have not hunted with a traditional rifle in that time either	96
Have not hunted small game in the past 3 years, but have hunted with a traditional rifle recently	475
Have hunted small game in the past 3 years, but not with a traditional rifle	73
Total sample	644

Table SR.2) How many respondents have hunted small game at some point in the past?

	Count
Have never hunted this species before	190
Have hunted this species before	454
Total	644

Demographic Information

Table SR.3) What is your current age?

	Count	Column Percent
18 to 24	10	1.9%
25 to 34	49	9.4%
35 to 44	73	14.0%
45 to 54	122	23.4%
55 to 64	161	30.9%
65 and older	106	20.3%
Total	521	100.0%

Table SR.4) What is your gender?

	Count	Column Percent
Male	496	95.2%
Female	25	4.8%
Total	521	100.0%

Table SR.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	19	3.7%
\$20,000 to \$29,999	12	2.3%
\$30,000 to \$39,999	15	2.9%
\$40,000 to \$49,999	39	7.5%
\$50,000 to \$74,999	102	19.7%
\$75,000 to \$99,999	90	17.3%
\$100,000 to \$149,999	134	25.8%
\$150,000 to \$200,000	58	11.2%
More than \$200,000	50	9.6%
Total	519	100.0%

Table SR.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	1	0.2%
High school graduation	99	19.0%
Trade school, associates degree or similar	129	24.8%
Bachelors degree	174	33.4%
Masters degree	86	16.5%
Ph D and higher	32	6.1%
Total	521	100.0%

Table SR.7) In which region do you live?

	Count	Column Percent
Northeast	62	11.9%
Midwest	147	28.3%
South	191	36.7%
West	119	22.9%
Canada	1	0.2%
Total	520	100.0%

Introduction to Hunting

Table SR.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	226	35.1%
11 to 17 years old	269	41.8%
18 to 24 years old	58	9.0%
25 to 34 years old	50	7.8%
35 to 44 years old	21	3.3%
45 to 54 years old	12	1.9%
55 to 64 years old	7	1.1%
65 years and older	1	0.2%
Total	644	100.0%

Table SR.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	2	0.3%
Deer	201	31.2%
Elk	12	1.9%
Other big game	4	0.6%
Predators	11	1.7%
Small game	302	46.9%
Turkey	34	5.3%
Upland game birds	159	24.7%
Waterfowl	52	8.1%
Wild pig / feral hog	13	2.0%
Others	14	2.2%
Total	644	100.0%

Table SR.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	2	0.3%
Compound bow	20	3.1%
Crossbow	3	0.5%
MSR	7	1.1%
No weapon / toy	16	2.5%
Revolver	0	0.0%
Semi-automatic handgun	1	0.2%
Shotgun	324	50.5%
Traditional bow	3	0.5%
Traditional rifle	261	40.7%
Other	4	0.6%
Total	641	100.0%

Table SR.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	30	4.7%
Aunt / Uncle	74	11.5%
Co-worker	11	1.7%
Father	344	53.5%
Friend	117	18.2%
Grandparent	67	10.4%
Guide / outfitter	6	0.9%
Mother	5	0.8%
Neighbor	12	1.9%
Nobody / I hunted alone on my first hunt	52	8.1%
Sibling	25	3.9%
Spouse	14	2.2%
Other	8	1.2%
Total	643	100.0%

Table SR.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	400	63.9%
Wanted to spend more time outdoors	387	61.8%
Spend time with family or friends who already hunted	384	61.3%
Tradition / way of life	375	59.9%
It's relaxing / an escape	265	42.3%
I wanted a challenge / adventure	258	41.2%
To become self-sufficient / become a provider / obtain my own meat	229	36.6%
Support conservation efforts	115	18.4%
Wanted to try a new sport	109	17.4%
To teach someone else / introduce my children or others to hunting	60	9.6%
Other Please write in	0	0.0%
Total	626	100.0%

Table SR.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	140	21.8%
1 year	45	7.0%
2 - 5 years	262	40.8%
6 to 10 years	59	9.2%
More than 10 years	67	10.4%
I have only ever hunted [the species that I first targeted]	69	10.7%
Total	642	100.0%

Table SR.14) Which species have you ever targeted?

	Count	Column Percent
Bear	151	26.3%
Deer	546	95.0%
Elk	179	31.1%
Other big game	124	21.6%
Others	20	3.5%
Predators	297	51.7%
Small game	454	79.0%
Turkey	393	68.3%
Upland game birds	441	76.7%
Waterfowl	344	59.8%
Wild pig / feral hog	198	34.4%
Total	575	100.0%

Current Hunting Activities

Table SR.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	62	11.2%
Deer	431	77.7%
Elk	106	19.1%
Other big game	44	7.9%
Others	22	4.0%
Predators	153	27.6%
Small game	59	10.6%
Turkey	264	47.6%
Upland game birds	252	45.4%
Waterfowl	155	27.9%
Wild pig / feral hog	104	18.7%
Total	555	100.0%

Table SR.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	531	82.5%
Traditional rifle (centerfire or rimfire)	473	73.4%
Traditional bow/compound bow	208	32.3%
Modern sporting rifle / AR platform / AK platform	189	29.3%
Muzzleloader	177	27.5%
Handgun	147	22.8%
Crossbow	105	16.3%
Other	15	2.3%
Total	644	100.0%

Table SR.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	89	17.8%
Deer	115	23.0%
Elk	73	14.6%
Other big game	77	15.4%
Predators	143	28.6%
Small Game	399	79.8%
Turkey	129	25.8%
Upland game birds	188	37.6%
Waterfowl	185	37.0%
Wild pig / feral hog	94	18.8%
Total number of hunters who have lapsed at least one species in their lifetime	500	100.0%

Table SR.18) Why have you lapsed small game hunting?

	Count	Column Percent
Do not have time	163	42.1%
I do not have anybody to go with anymore	80	20.7%
No hunting land available for this species anymore	58	15.0%
Other, please describe	52	13.4%
No longer interested or did not enjoy this type of hunting	49	12.7%
I moved to a new location where I am not able to do this type of hunting	48	12.4%
Medical reasons / disabilities	33	8.5%
Too expensive	5	1.3%
I need more training	4	1.0%
I was not successful	2	0.5%
Total	387	100.0%

Current Shooting Activities

Table SR.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	425	82.7%
Shotgun	424	82.5%
Traditional Rimfire Rifle	424	82.5%
Semiautomatic Handgun	422	82.1%
Revolver	346	67.3%
MSR	272	52.9%
Traditional or Compound Bow	182	35.4%
Muzzleloader	127	24.7%
Crossbow	87	16.9%
None of the Above	6	1.2%
Total	514	100.0%

Table SR.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	395	76.7%
Plinking or informal target shooting with a Semi-automatic Handgun	385	74.8%
Plinking or informal target shooting with a traditional centerfire rifle	350	68.0%
Plinking or informal target shooting with a Revolver	317	61.6%
Sighting-in rifle with a traditional centerfire rifle	314	61.0%
Informal (backyard or testing) with a Shotgun	276	53.6%
Sighting-in rifle with a traditional rimfire rifle	269	52.2%
Sporting clays with a Shotgun	245	47.6%
Plinking or informal target shooting with a MSR	237	46.0%
Sighting-in with a Semi-automatic Handgun	223	43.3%
Skeet with a Shotgun	218	42.3%
Pattern shotgun	217	42.1%
Trap with a Shotgun	206	40.0%
Target shooting with a traditional or compound bow	182	35.3%
Sighting-in rifle with a MSR	181	35.1%
Benchrest with a traditional centerfire rifle	165	32.0%
Long range with a traditional centerfire rifle	157	30.5%
Sighting-in with a Revolver	152	29.5%
Sighting-In with a Shotgun	144	28.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	133	25.8%
Target shooting with a muzzleloader	127	24.7%
Load Testing/Development with a traditional centerfire rifle	126	24.5%
Teaching/Informative with a Semi-automatic Handgun	113	21.9%

Benchrest with a traditional rimfire rifle	104	20.2%
Teaching/Informative with a traditional centerfire rifle	101	19.6%
Teaching/Informative with a Shotgun	99	19.2%
Testing (Ammo & firearm) with a Revolver	99	19.2%
Teaching/Informative with a traditional rimfire rifle	98	19.0%
Bullseye with a Semi-automatic Handgun	96	18.6%
Silhouette with a Semi-automatic Handgun	91	17.7%
5 Stand with a Shotgun	90	17.5%
Target shooting with a crossbow	87	16.9%
Load Testing/Development with a Semi-automatic Handgun	79	15.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	79	15.3%
Target shooting with an air rifle at a range	77	15.0%
Load Testing/Development with a MSR	72	14.0%
Benchrest with a MSR	69	13.4%
Wobble Trap with a Shotgun	68	13.2%
Bullseye with a Revolver	68	13.2%
Load Testing/Development with a Revolver	68	13.2%
Tactical with a MSR	65	12.6%
Teaching/Informative with a Revolver	65	12.6%
Teaching/Informative with a MSR	61	11.8%
Training (Military / Defense / Law Enforcement) with a MSR	58	11.3%
Long range with a MSR	53	10.3%
Silhouette with a traditional centerfire rifle	50	9.7%
Silhouette with a Revolver	50	9.7%
Test reload with a Shotgun	48	9.3%
Dog training with a shotgun	48	9.3%
Long range with a traditional rimfire rifle	47	9.1%
Silhouette with a traditional rimfire rifle	47	9.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	35	6.8%
Steel Challenge with a Semi-automatic Handgun	32	6.2%
Tactical with a traditional centerfire rifle	31	6.0%
Silhouette with a MSR	31	6.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	5.0%
Bowling pin with a Semi-automatic Handgun	25	4.9%
Load Testing/Development with a traditional rimfire rifle	24	4.7%
3 Gun with a Semi-automatic Handgun	23	4.5%
3 Gun with a Shotgun	20	3.9%
IDPA with a Semi-automatic Handgun	19	3.7%
3 Gun with a MSR	17	3.3%
IPSC with a Semi-automatic Handgun	16	3.1%
Steel Challenge with a traditional rimfire rifle	16	3.1%
Three (3) position with a MSR	15	2.9%
Bowling pin with a Revolver	15	2.9%

Training (Military / Defense / Law Enforcement) with a Revolver	15	2.9%
Three (3) position with a traditional centerfire rifle	14	2.7%
Three (3) position with a traditional rimfire rifle	14	2.7%
Steel Challenge with a traditional centerfire rifle	12	2.3%
Steel Challenge with a MSR	12	2.3%
Steel Challenge with a Revolver	12	2.3%
Cowboy action with a Revolver	11	2.1%
Tactical with a traditional rimfire rifle	10	1.9%
Cowboy action with a traditional centerfire rifle	9	1.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	1.7%
Cowboy Action with a Shotgun	7	1.4%
NRA high power with a traditional centerfire rifle	6	1.2%
NRA high power with a MSR	6	1.2%
None of the above	6	1.2%
Cowboy action with a Semi-automatic Handgun	4	0.8%
IDPA with a Revolver	4	0.8%
3 Gun with a traditional centerfire rifle	3	0.6%
IPSC with a Revolver	3	0.6%
Cowboy action with a traditional rimfire rifle	3	0.6%
3 Gun with a traditional rimfire rifle	2	0.4%
3 Gun with a Revolver	1	0.2%
NRA high power with a traditional rimfire rifle	1	0.2%
Total	515	100.0%

Small Game Hunting Interest

Table SR.21) Why haven't you ever (or within the past 3 years) hunted small game?

	Count	Column Percent
There are other activities I'd rather do	26	29.9%
Places to hunt are too limited, no convenient place to hunt	22	25.3%
I do not have anyone to go with	20	23.0%
Do not have time	20	23.0%
If I had a successful hunt I wouldn't know what to do with my harvest	13	14.9%
No hunting land available	12	13.8%
Don't know how to start	12	13.8%
My hunting skills need improving / I need more training	8	9.2%
I moved to a new home and don't know where to go	8	9.2%
I don't own the proper equipment	6	6.9%
Other	3	3.4%
This species is not found in my part of the country, or it is not legal to hunt	1	1.1%
Hunting rules are too complex	1	1.1%
Too expensive	0	0.0%
I am not able to buy a license	0	0.0%
Medical reasons / disability	0	0.0%
Total	87	100.0%

Influential Media and Individuals

Table SR.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	300	53.0%
Father	156	27.6%
Self / nobody else	117	20.7%
Another relative	60	10.6%
Co-worker	55	9.7%
Uncle / Aunt	43	7.6%
Sibling	39	6.9%
Grandparent	37	6.5%
Children / grandchildren	22	3.9%
Spouse	22	3.9%
Neighbor	21	3.7%
Guide / outfitter	19	3.4%
Other, please specify	14	2.5%
Mother	2	0.4%
Total	566	100.0%

Table SR.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	179	31.7%
Television shows	279	49.5%
Magazines	231	41.0%
Seminars	25	4.4%
Hunter education programs	62	11.0%
State wildlife management agencies	113	20.0%
Retailers	44	7.8%
Local clubs or social organizations	72	12.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	192	34.0%
Other, please specify	30	5.3%
Total	564	100.0%

Table SR.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	94	52.8%
Fish and Wildlife agency produced videos	56	31.5%
How-to videos	100	56.2%
Informational/political/talk show style	24	13.5%
Professionals hunting/fishing/shooting	137	77.0%
Non-professionals (home videos) hunting/fishing/shooting	96	53.9%
Comedy/blooper videos	9	5.1%
Competitions	25	14.0%
Product reviews	70	39.3%
Other	2	1.1%
Total	178	100.0%

Table SR.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	21	7.6%
Animal Planet	27	9.8%
Comcast SportsNet	2	0.7%
Discovery Channel	48	17.4%
ESPN/ESPN 2	20	7.2%
History Channel	29	10.5%
Military Channel	14	5.1%
National Geographic	36	13.0%
NBC Sports	8	2.9%
Outdoor Channel	223	80.8%
Pursuit Channel	92	33.3%
Sportsman Channel	183	66.3%
Sunshine Network / SUN Sports	2	0.7%
WildTV	8	2.9%
World Fishing Network	16	5.8%
Other national network	6	2.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	69	25.0%
I watched hunting/fishing TV, but don't remember the channel	63	22.8%
Total	276	100.0%

Table SR.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	259	45.8%
Books / magazines	209	37.0%
Programming offered by the Fish / Wildlife Agency for my state of residence	206	36.5%
Joining a local hunt club	174	30.8%
Membership in a non-profit organization specific to this type of hunting	163	28.8%
YouTube videos	158	28.0%
Programming offered by outdoor retailers	150	26.5%
Online forums / blogs	113	20.0%
Other: Please describe	61	10.8%
Total	565	100.0%

Table SR.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	69 31.1%	45 34.9%	57 32.4%	53 38.7%			
	Google+	40 18.0%	25 19.4%	38 21.6%	31 22.6%			
	Twitter	12 5.4%	11 8.5%	13 7.4%	11 8.0%			
	Pinterest	10 4.5%	10 7.8%	11 6.3%	9 6.6%			
	Instagram	27 12.2%	17 13.2%	23 13.1%	24 17.5%			
	YouTube	104 46.8%	78 60.5%	104 59.1%	76 55.5%			
	Television programs	96 43.2%	79 61.2%	84 47.7%	72 52.6%			
	Books	55 24.8%	44 34.1%	57 32.4%	51 37.2%			
	Magazines	166 74.8%	103 79.8%	117 66.5%	104 75.9%			
	Online Forums	68 30.6%	45 34.9%	61 34.7%	51 37.2%			
	Newsletter from hunting / wildlife groups or organizations	97 43.7%	60 46.5%	83 47.2%	74 54.0%			
	Fish / Wildlife Agency for My State of Residence	118 53.2%	80 62.0%	120 68.2%	92 67.2%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	72 32.4%	52 40.3%	75 42.6%	60 43.8%			
	Other	6 2.7%	2 1.6%	5 2.8%	4 2.9%			
	None Of The Above	8 3.6%	2 1.6%	5 2.8%	0 0.0%			
	Total	222 100.0%	129 100.0%	176 100.0%	137 100.0%			

Table SR.27) **How to reach those who have identified their potential motivators (Continued)**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	51	37.0%	51	34.5%	57	31.8%	31	31.6%	13	23.6%
	Google+	23	16.7%	28	18.9%	31	17.3%	22	22.4%	9	16.4%
	Twitter	16	11.6%	13	8.8%	12	6.7%	8	8.2%	2	3.6%
	Pinterest	12	8.7%	7	4.7%	10	5.6%	5	5.1%	2	3.6%
	Instagram	22	15.9%	16	10.8%	20	11.2%	16	16.3%	3	5.5%
	YouTube	112	81.2%	76	51.4%	92	51.4%	62	63.3%	27	49.1%
	Television programs	72	52.2%	76	51.4%	103	57.5%	50	51.0%	27	49.1%
	Books	46	33.3%	42	28.4%	77	43.0%	26	26.5%	10	18.2%
	Magazines	88	63.8%	108	73.0%	158	88.3%	68	69.4%	36	65.5%
	Online Forums	66	47.8%	53	35.8%	54	30.2%	57	58.2%	21	38.2%
	Newsletter from hunting / wildlife groups or organizations	61	44.2%	67	45.3%	88	49.2%	46	46.9%	25	45.5%
	Fish / Wildlife Agency for My State of Residence	74	53.6%	84	56.8%	105	58.7%	63	64.3%	32	58.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	47	34.1%	50	33.8%	64	35.8%	35	35.7%	17	30.9%
	Other	5	3.6%	3	2.0%	5	2.8%	5	5.1%	2	3.6%
	None Of The Above	4	2.9%	1	0.7%	3	1.7%	3	3.1%	2	3.6%
Total		138	100.0%	148	100.0%	179	100.0%	98	100.0%	55	100.0%

Turkey Hunting

This section includes only those responses from individuals who do not currently turkey hunt, but would be interested in doing so. Further chapters will note data collected from those who currently turkey hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (61.3%) of those who are interested in hunting turkey began hunting because they wanted to spend time with friends and family who already hunted (Table T.10).
- 41.4% of those interested in hunting turkey have shot sporting clays with a shotgun within the past 3 years (Table T.18).
- About two-fifths (42.9%) of those who could be persuaded to turkey hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table T.26).

Demographic Information

Table T.1) What is your current age?

	Count	Column Percent
18 to 24	15	1.1%
25 to 34	114	8.5%
35 to 44	185	13.8%
45 to 54	302	22.6%
55 to 64	396	29.6%
65 and older	325	24.3%
Total	1,337	100.0%

Table T.2) What is your gender?

	Count	Column Percent
Male	1,308	97.6%
Female	32	2.4%
Total	1,340	100.0%

Table T.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	44	3.3%
\$20,000 to \$29,999	45	3.4%
\$30,000 to \$39,999	58	4.4%
\$40,000 to \$49,999	97	7.3%
\$50,000 to \$74,999	268	20.2%
\$75,000 to \$99,999	269	20.3%
\$100,000 to \$149,999	311	23.5%
\$150,000 to \$200,000	121	9.1%
More than \$200,000	111	8.4%
Total	1,324	100.0%

Table T.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	3	0.2%
High school graduation	255	19.0%
Trade school, associates degree or similar	443	33.1%
Bachelors degree	391	29.2%
Masters degree	190	14.2%
Ph D and higher	57	4.3%
Total	1,339	100.0%

Table T.5) In which region do you live?

	Count	Column Percent
Northeast	122	9.1%
Midwest	417	31.2%
South	399	29.8%
West	385	28.8%
Canada	15	1.1%
Total	1,338	100.0%

Introduction to Hunting

Table T.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	624	37.0%
11 to 17 years old	777	46.1%
18 to 24 years old	128	7.6%
25 to 34 years old	81	4.8%
35 to 44 years old	39	2.3%
45 to 54 years old	26	1.5%
55 to 64 years old	9	0.5%
65 years and older	3	0.2%
Total	1,687	100.0%

Table T.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	12	0.7%
Deer	571	33.8%
Elk	45	2.7%
Other big game	22	1.3%
Predators	34	2.0%
Small game	837	49.6%
Turkey	14	0.8%
Upland game birds	506	30.0%
Waterfowl	142	8.4%
Wild pig / feral hog	32	1.9%
Others	32	1.9%
Total	1,687	100.0%

Table T.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	9	0.5%
Compound bow	35	2.1%
Crossbow	4	0.2%
MSR	18	1.1%
No weapon / toy	39	2.3%
Revolver	1	0.1%
Semi-automatic handgun	7	0.4%
Shotgun	884	52.5%
Traditional bow	14	0.8%
Traditional rifle	670	39.8%
Other	3	0.2%
Total	1,684	100.0%

Table T.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	68	4.0%
Aunt / Uncle	182	10.8%
Co-worker	30	1.8%
Father	954	56.7%
Friend	319	19.0%
Grandparent	174	10.3%
Guide / outfitter	11	0.7%
Mother	19	1.1%
Neighbor	39	2.3%
Nobody / I hunted alone on my first hunt	99	5.9%
Sibling	96	5.7%
Spouse	13	0.8%
Other	23	1.4%
Total	1,683	100.0%

Table T.10) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,002	61.3%
It has always interested me	991	60.6%
Wanted to spend more time outdoors	941	57.6%
Tradition / way of life	919	56.2%
It's relaxing / an escape	668	40.9%
I wanted a challenge / adventure	624	38.2%
To become self-sufficient / become a provider / obtain my own meat	545	33.3%
Support conservation efforts	268	16.4%
Wanted to try a new sport	228	13.9%
To teach someone else / introduce my children or others to hunting	149	9.1%
Other Please write in	3	0.2%
Total	1,635	100.0%

Table T.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	363	21.6%
1 year	116	6.9%
2 - 5 years	614	36.5%
6 to 10 years	201	12.0%
More than 10 years	187	11.1%
I have only ever hunted [the species that I first targeted]	201	12.0%
Total	1,682	100.0%

Table T.12) Which species have you ever targeted?

	Count	Column Percent
Bear	374	25.2%
Deer	1,404	94.4%
Elk	515	34.6%
Other big game	337	22.7%
Others	35	2.4%
Predators	747	50.2%
Small game	1,244	83.7%
Turkey	619	41.6%
Upland game birds	1,179	79.3%
Waterfowl	935	62.9%
Wild pig / feral hog	412	27.7%
Total	1,487	100.0%

Current Hunting Activities

Table T.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	142	9.8%
Deer	1,121	77.2%
Elk	320	22.0%
Other big game	124	8.5%
Others	62	4.3%
Predators	424	29.2%
Small game	666	45.8%
Turkey	1	0.1%
Upland game birds	744	51.2%
Waterfowl	425	29.2%
Wild pig / feral hog	245	16.9%
Total	1,453	100.0%

Table T.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,404	83.2%
Shotgun	1,356	80.3%
Modern sporting rifle / AR platform / AK platform	537	31.8%
Traditional bow/compound bow	526	31.2%
Handgun	493	29.2%
Muzzleloader	439	26.0%
Crossbow	229	13.6%
Other	32	1.9%
Total	1,688	100.0%

Table T.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	232	62.0%
Deer	282	20.1%
Elk	195	37.9%
Other big game	205	60.1%
Predators	321	43.0%
Small Game	588	47.3%
Turkey	619	100%
Upland game birds	432	36.6%
Waterfowl	505	54.0%
Wild pig / feral hog	167	40.5%
Total number of hunters who have lapsed at least one species in their lifetime	1,251	

Table T.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Bear		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	885	16.2%	29	16.6%	111	16.1%	63	13.8%
I moved to a new location where I am not able to do this type of hunting	685	12.5%	26	14.9%	96	13.9%	60	13.1%
No hunting land available for this species anymore	827	15.1%	18	10.3%	54	7.8%	67	14.7%
Do not have time	1787	32.7%	54	30.9%	216	31.3%	166	36.3%
Too expensive	730	13.3%	16	9.1%	100	14.5%	14	3.1%
No longer interested or did not enjoy this type of hunting	766	14.0%	24	13.7%	50	7.3%	83	18.2%
I was not successful	161	2.9%	6	3.4%	37	5.4%	22	4.8%
I need more training	133	2.4%	5	2.9%	18	2.6%	27	5.9%
I have a disability, an illness or an age-related reason that prevents me	292	5.3%	22	12.6%	41	6.0%	24	5.3%
Other, please describe	595	10.9%	31	17.7%	81	11.8%	30	6.6%
Total	5,473	100%	175	100%	689	100%	457	100%

Table T.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	99	12.3%	217	26.6%	46	11.2%	47	12.2%
I moved to a new location where I am not able to do this type of hunting	65	8.1%	91	11.1%	56	13.6%	52	13.5%
No hunting land available for this species anymore	86	10.7%	97	11.9%	36	8.7%	35	9.1%
Do not have time	328	40.6%	240	29.4%	90	21.8%	92	23.8%
Too expensive	7	0.9%	106	13.0%	202	49.0%	170	44.0%
No longer interested or did not enjoy this type of hunting	236	29.2%	217	26.6%	6	1.5%	9	2.3%
I was not successful	3	0.4%	19	2.3%	14	3.4%	12	3.1%
I need more training	7	0.9%	22	2.7%	9	2.2%	5	1.3%
I have a disability, an illness or an age-related reason that prevents me	27	3.3%	42	5.1%	35	8.5%	23	6.0%
Other, please describe	79	9.8%	72	8.8%	39	9.5%	39	10.1%
Total	807	100%	817	100%	412	100%	386	100%

Table T.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	141	18.2%	85	15.7%	3	17.6%	44	11.1%
I moved to a new location where I am not able to do this type of hunting	103	13.3%	50	9.2%	1	5.9%	85	21.5%
No hunting land available for this species anymore	272	35.1%	62	11.5%	2	11.8%	98	24.7%
Do not have time	204	26.3%	270	49.9%	9	52.9%	118	29.8%
Too expensive	47	6.1%	17	3.1%	4	23.5%	47	11.9%
No longer interested or did not enjoy this type of hunting	50	6.4%	59	10.9%	1	5.9%	31	7.8%
I was not successful	10	1.3%	33	6.1%	0	0.0%	5	1.3%
I need more training	7	0.9%	29	5.4%	0	0.0%	4	1.0%
I have a disability, an illness or an age-related reason that prevents me	42	5.4%	21	3.9%	0	0.0%	15	3.8%
Other, please describe	130	16.8%	39	7.2%	3	17.6%	52	13.1%
Total	776	100%	541	100%	17	100%	396	100%

Current Shooting Activities

Table T.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,045	81.1%
Semiautomatic Handgun	1,036	80.4%
Traditional Rimfire Rifle	1,031	80.0%
Shotgun	1,015	78.8%
Revolver	840	65.2%
MSR	603	46.8%
Traditional or Compound Bow	398	30.9%
Muzzleloader	283	22.0%
Crossbow	174	13.5%
None of the Above	15	1.2%
Total	1,288	100.0%

Table T.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	951	73.7%
Plinking or informal target shooting with a Semi-automatic Handgun	937	72.6%
Plinking or informal target shooting with a traditional centerfire rifle	857	66.4%
Sighting-in rifle with a traditional centerfire rifle	779	60.3%
Plinking or informal target shooting with a Revolver	769	59.6%
Informal (backyard or testing) with a Shotgun	636	49.3%
Sighting-in rifle with a traditional rimfire rifle	612	47.4%
Sighting-in with a Semi-automatic Handgun	549	42.5%
Plinking or informal target shooting with a MSR	537	41.6%
Sporting clays with a Shotgun	534	41.4%
Trap with a Shotgun	494	38.3%
Skeet with a Shotgun	467	36.2%
Pattern shotgun	426	33.0%
Sighting-in rifle with a MSR	404	31.3%
Target shooting with a traditional or compound bow	398	30.8%
Long range with a traditional centerfire rifle	395	30.6%
Benchrest with a traditional centerfire rifle	372	28.8%
Sighting-in with a Revolver	370	28.7%
Testing (Ammo & firearm) with a Semi-automatic Handgun	343	26.6%
Load Testing/Development with a traditional centerfire rifle	327	25.3%
Sighting-In with a Shotgun	300	23.2%

Target shooting with a muzzleloader	283	21.9%
Teaching/Informative with a Semi-automatic Handgun	260	20.1%
Testing (Ammo & firearm) with a Revolver	235	18.2%
Teaching/Informative with a traditional rimfire rifle	234	18.1%
Bullseye with a Semi-automatic Handgun	226	17.5%
Teaching/Informative with a Shotgun	224	17.4%
Teaching/Informative with a traditional centerfire rifle	220	17.0%
Benchrest with a traditional rimfire rifle	217	16.8%
Silhouette with a Semi-automatic Handgun	196	15.2%
Load Testing/Development with a Semi-automatic Handgun	193	14.9%
Target shooting with an air rifle at a range	193	14.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	187	14.5%
Target shooting with a crossbow	174	13.5%
5 Stand with a Shotgun	172	13.3%
Bullseye with a Revolver	171	13.2%
Load Testing/Development with a MSR	168	13.0%
Teaching/Informative with a Revolver	168	13.0%
Teaching/Informative with a MSR	155	12.0%
Tactical with a MSR	150	11.6%
Wobble Trap with a Shotgun	147	11.4%
Long range with a MSR	146	11.3%
Load Testing/Development with a Revolver	144	11.2%
Test reload with a Shotgun	132	10.2%
Training (Military / Defense / Law Enforcement) with a MSR	128	9.9%
Benchrest with a MSR	125	9.7%
Silhouette with a traditional centerfire rifle	109	8.4%
Silhouette with a Revolver	109	8.4%
Long range with a traditional rimfire rifle	101	7.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	99	7.7%
Dog training with a shotgun	95	7.4%
Silhouette with a traditional rimfire rifle	86	6.7%
Steel Challenge with a Semi-automatic Handgun	78	6.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	76	5.9%
Tactical with a traditional centerfire rifle	73	5.7%
Silhouette with a MSR	67	5.2%
Training (Military / Defense / Law Enforcement) with a Revolver	66	5.1%
Load Testing/Development with a traditional rimfire rifle	65	5.0%
Bowling pin with a Semi-automatic Handgun	59	4.6%
3 Gun with a Semi-automatic Handgun	58	4.5%
3 Gun with a Shotgun	55	4.3%
IDPA with a Semi-automatic Handgun	51	4.0%
3 Gun with a MSR	47	3.6%
Three (3) position with a traditional centerfire rifle	46	3.6%

Cowboy action with a Revolver	37	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	37	2.9%
Steel Challenge with a traditional centerfire rifle	34	2.6%
Three (3) position with a MSR	32	2.5%
IPSC with a Semi-automatic Handgun	32	2.5%
Bowling pin with a Revolver	31	2.4%
Steel Challenge with a MSR	30	2.3%
Three (3) position with a traditional rimfire rifle	28	2.2%
Cowboy action with a traditional centerfire rifle	26	2.0%
Tactical with a traditional rimfire rifle	23	1.8%
Steel Challenge with a traditional rimfire rifle	21	1.6%
Steel Challenge with a Revolver	19	1.5%
Cowboy Action with a Shotgun	18	1.4%
None of the above	15	1.2%
NRA high power with a traditional centerfire rifle	14	1.1%
3 Gun with a traditional centerfire rifle	9	0.7%
NRA high power with a MSR	9	0.7%
IDPA with a Revolver	7	0.5%
Cowboy action with a Semi-automatic Handgun	6	0.5%
Cowboy action with a traditional rimfire rifle	6	0.5%
IPSC with a Revolver	5	0.4%
3 Gun with a traditional rimfire rifle	5	0.4%
NRA high power with a traditional rimfire rifle	3	0.2%
Schuetzen with a traditional centerfire rifle	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	1,291	100.0%

Turkey Hunting Interest

Table T.19) Which methods would you be interested in using in order to target turkey?

	Count	Column Percent
Shotgun	1,524	90.3%
Traditional / compound bow	450	26.7%
Crossbow	326	19.3%
Muzzleloader	183	10.8%
Traditional rifle	164	9.7%
Handgun	127	7.5%
MSR	120	7.1%
Total	1,688	100.0%

Table T.20) Why haven't you ever (or within the past 3 years) hunted turkey?

	Count	Column Percent
I do not have anyone to go with	76	31.9%
This species is not found in my part of the country, or it is not legal to hunt	67	28.2%
Places to hunt are too limited, no convenient place to hunt	64	26.9%
Don't know how to start	45	18.9%
Do not have time	44	18.5%
No hunting land available	43	18.1%
Too expensive	43	18.1%
My hunting skills need improving / I need more training	33	13.9%
There are other activities I'd rather do	26	10.9%
If I had a successful hunt I wouldn't know what to do with my harvest	20	8.4%
I moved to a new home and don't know where to go	11	4.6%
I am not able to buy a license	11	4.6%
I don't own the proper equipment	6	2.5%
Medical reasons / disability	5	2.1%
Hunting rules are too complex	4	1.7%
Other	3	1.3%
Total	238	100.0%

Influential Media and Individuals

Table T.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table T.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	427	29.3%
Television shows	715	49.0%
Magazines	538	36.9%
Seminars	60	4.1%
Hunter education programs	161	11.0%
State wildlife management agencies	268	18.4%
Retailers	99	6.8%
Local clubs or social organizations	167	11.4%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	438	30.0%
Other, please specify	70	4.8%
Total	1,459	100.0%

Table T.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	234	54.9%
Fish and Wildlife agency produced videos	105	24.6%
How-to videos	229	53.8%
Informational/political/talk show style	49	11.5%
Professionals hunting/fishing/shooting	319	74.9%
Non-professionals (home videos) hunting/fishing/shooting	223	52.3%
Comedy/blooper videos	19	4.5%
Competitions	56	13.1%
Product reviews	164	38.5%
Other	4	0.9%
Total	426	100.0%

Table T.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	50	7.0%
Animal Planet	64	9.0%
Comcast SportsNet	10	1.4%
Discovery Channel	116	16.3%
ESPN/ESPN 2	36	5.1%
History Channel	81	11.4%
Military Channel	30	4.2%
National Geographic	71	10.0%
NBC Sports	27	3.8%
Outdoor Channel	573	80.6%
Pursuit Channel	216	30.4%
Sportsman Channel	444	62.4%
Sunshine Network / SUN Sports	4	0.6%
WildTV	28	3.9%
World Fishing Network	46	6.5%
Other national network	7	1.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	153	21.5%
I watched hunting/fishing TV, but don't remember the channel	156	21.9%
Total	711	100.0%

Table T.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	607	40.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	511	33.9%
Books / magazines	507	33.6%
YouTube videos	407	27.0%
Membership in a non-profit organization specific to this type of hunting	399	26.4%
Joining a local hunt club	387	25.6%
Programming offered by outdoor retailers	360	23.9%
Online forums / blogs	283	18.8%
Other: Please describe	138	9.1%
Total	1,509	100.0%

Table T.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
	Facebook	105	20.7%	81	26.0%	105	23.6%	93	27.5%
	Google+	89	17.5%	54	17.4%	81	18.2%	53	15.7%
	Twitter	16	3.1%	11	3.5%	22	4.9%	14	4.1%
	Pinterest	11	2.2%	11	3.5%	16	3.6%	12	3.6%
	Instagram	34	6.7%	24	7.7%	33	7.4%	29	8.6%
	YouTube	218	42.9%	173	55.6%	227	51.0%	165	48.8%
	Television programs	234	46.1%	174	55.9%	221	49.7%	186	55.0%
	Books	91	17.9%	88	28.3%	119	26.7%	104	30.8%
	Magazines	334	65.7%	227	73.0%	285	64.0%	252	74.6%
	Online Forums	135	26.6%	91	29.3%	140	31.5%	110	32.5%
	Newsletter from hunting / wildlife groups or organizations	188	37.0%	134	43.1%	176	39.6%	167	49.4%
	Fish / Wildlife Agency for My State of Residence	248	48.8%	159	51.1%	285	64.0%	184	54.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	155	30.5%	97	31.2%	171	38.4%	133	39.3%
	Other	11	2.2%	8	2.6%	9	2.0%	7	2.1%
	None Of The Above	21	4.1%	9	2.9%	9	2.0%	5	1.5%
	Total	508	100.0%	311	100.0%	445	100.0%	338	100.0%

Table T.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	98	28.4%	82	24.8%	100	22.7%	74	30.7%	24	19.7%
Google+	60	17.4%	55	16.7%	67	15.2%	42	17.4%	21	17.2%
Twitter	19	5.5%	17	5.2%	18	4.1%	17	7.1%	2	1.6%
Pinterest	16	4.6%	13	3.9%	14	3.2%	8	3.3%	1	0.8%
Instagram	38	11.0%	27	8.2%	28	6.4%	27	11.2%	6	4.9%
YouTube	269	78.0%	156	47.3%	213	48.4%	162	67.2%	48	39.3%
Television programs	175	50.7%	160	48.5%	237	53.9%	130	53.9%	51	41.8%
Books	106	30.7%	87	26.4%	168	38.2%	76	31.5%	25	20.5%
Magazines	214	62.0%	222	67.3%	375	85.2%	158	65.6%	78	63.9%
Online Forums	133	38.6%	100	30.3%	121	27.5%	124	51.5%	30	24.6%
Newsletter from hunting / wildlife groups or organizations	126	36.5%	132	40.0%	171	38.9%	96	39.8%	29	23.8%
Fish / Wildlife Agency for My State of Residence	157	45.5%	165	50.0%	203	46.1%	113	46.9%	64	52.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	99	28.7%	103	31.2%	141	32.0%	75	31.1%	34	27.9%
Other	10	2.9%	6	1.8%	9	2.0%	9	3.7%	6	4.9%
None Of The Above	10	2.9%	11	3.3%	8	1.8%	5	2.1%	7	5.7%
Total	345	100.0%	330	100.0%	440	100.0%	241	100.0%	122	100.0%

Turkey Hunting with a Crossbow

Table TC.1) **Sample frame**

	Count
Have not hunted turkey in the past 3 years, and have not hunted with a crossbow in that time either	179
Have not hunted turkey in the past 3 years, but have hunted with a crossbow recently	147
Have hunted turkey in the past 3 years, but not with a crossbow	520
Total sample	846

Table TC.2) How many respondents have hunted turkey at some point in the past?

	Count
Have never hunted this species before	205
Have hunted this species before	641
Total	846

Demographic Information

Table TC.3) What is your current age?

	Count	Column Percent
18 to 24	11	1.6%
25 to 34	47	6.7%
35 to 44	115	16.5%
45 to 54	183	26.3%
55 to 64	197	28.3%
65 and older	144	20.7%
Total	697	100.0%

Table TC.4) What is your gender?

	Count	Column Percent
Male	674	96.7%
Female	23	3.3%
Total	697	100.0%

Table TC.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	29	4.2%
\$20,000 to \$29,999	25	3.6%
\$30,000 to \$39,999	35	5.0%
\$40,000 to \$49,999	58	8.3%
\$50,000 to \$74,999	138	19.9%
\$75,000 to \$99,999	131	18.8%
\$100,000 to \$149,999	159	22.9%
\$150,000 to \$200,000	63	9.1%
More than \$200,000	57	8.2%
Total	695	100.0%

Table TC.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	1	0.1%
High school graduation	150	21.5%
Trade school, associates degree or similar	235	33.7%
Bachelors degree	191	27.4%
Masters degree	88	12.6%
Ph D and higher	32	4.6%
Total	697	100.0%

Table TC.7) In which region do you live?

	Count	Column Percent
Northeast	99	14.2%
Midwest	228	32.7%
South	254	36.4%
West	110	15.8%
Canada	6	0.9%
Total	697	100.0%

Introduction to Hunting

Table TC.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	365	43.2%
11 to 17 years old	360	42.6%
18 to 24 years old	62	7.3%
25 to 34 years old	28	3.3%
35 to 44 years old	14	1.7%
45 to 54 years old	10	1.2%
55 to 64 years old	5	0.6%
65 years and older	1	0.1%
Total	845	100.0%

Table TC.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.8%
Deer	243	28.8%
Elk	6	0.7%
Other big game	3	0.4%
Predators	17	2.0%
Small game	473	56.0%
Turkey	27	3.2%
Upland game birds	224	26.5%
Waterfowl	56	6.6%
Wild pig / feral hog	18	2.1%
Others	30	3.6%
Total	845	100.0%

Table TC.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	3	0.4%
Compound bow	14	1.7%
Crossbow	4	0.5%
MSR	9	1.1%
No weapon / toy	27	3.2%
Revolver	0	0.0%
Semi-automatic handgun	3	0.4%
Shotgun	487	57.6%
Traditional bow	7	0.8%
Traditional rifle	289	34.2%
Other	2	0.2%
Total	845	100.0%

Table TC.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	39	4.6%
Aunt / Uncle	94	11.1%
Co-worker	14	1.7%
Father	500	59.2%
Friend	139	16.5%
Grandparent	90	10.7%
Guide / outfitter	5	0.6%
Mother	7	0.8%
Neighbor	22	2.6%
Nobody / I hunted alone on my first hunt	38	4.5%
Sibling	49	5.8%
Spouse	14	1.7%
Other	7	0.8%
Total	844	100.0%

Table TC.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	568	69.0%
Wanted to spend more time outdoors	521	63.3%
It has always interested me	517	62.8%
Tradition / way of life	498	60.5%
It's relaxing / an escape	369	44.8%
I wanted a challenge / adventure	331	40.2%
To become self-sufficient / become a provider / obtain my own meat	300	36.5%
Support conservation efforts	159	19.3%
Wanted to try a new sport	131	15.9%
To teach someone else / introduce my children or others to hunting	92	11.2%
Other Please write in	0	0.0%
Total	823	100.0%

Table TC.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	220	26.3%
1 year	66	7.9%
2 - 5 years	310	37.0%
6 to 10 years	118	14.1%
More than 10 years	74	8.8%
I have only ever hunted [the species that I first targeted]	50	6.0%
Total	838	100.0%

Table TC.14) Which species have you ever targeted?

	Count	Column Percent
Bear	237	29.8%
Deer	770	96.7%
Elk	232	29.1%
Other big game	173	21.7%
Others	24	3.0%
Predators	509	63.9%
Small game	713	89.6%
Turkey	641	80.5%
Upland game birds	660	82.9%
Waterfowl	541	68.0%
Wild pig / feral hog	292	36.7%
Total	796	100.0%

Current Hunting Activities

Table TC.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	104	13.2%
Deer	680	86.3%
Elk	108	13.7%
Other big game	63	8.0%
Others	43	5.5%
Predators	333	42.3%
Small game	448	56.9%
Turkey	499	63.3%
Upland game birds	410	52.0%
Waterfowl	278	35.3%
Wild pig / feral hog	175	22.2%
Total	788	100.0%

Table TC.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	767	90.7%
Traditional rifle (centerfire or rimfire)	748	88.4%
Traditional bow/compound bow	370	43.7%
Muzzleloader	334	39.5%
Modern sporting rifle / AR platform / AK platform	293	34.6%
Handgun	284	33.6%
Crossbow	119	14.1%
Other	22	2.6%
Total	846	100.0%

Table TC.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	133	20.7%
Deer	90	14.0%
Elk	124	19.3%
Other big game	108	16.8%
Predators	175	27.3%
Small Game	274	42.7%
Turkey	142	22.2%
Upland game birds	249	38.8%
Waterfowl	258	40.2%
Wild pig / feral hog	117	18.3%
Total number of hunters who have lapsed at least one species in their lifetime	641	100.0%

Table TC.18) Why have you lapsed turkey hunting?

	Count	Column Percent
Do not have time	50	36.2%
No hunting land available for this species anymore	32	23.2%
I do not have anybody to go with anymore	25	18.1%
I moved to a new location where I am not able to do this type of hunting	18	13.0%
Medical reasons / disabilities	14	10.1%
Other, please describe	14	10.1%
No longer interested or did not enjoy this type of hunting	11	8.0%
I need more training	10	7.2%
I was not successful	9	6.5%
Too expensive	6	4.3%
Total	138	100.0%

Current Shooting Activities

Table TC.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	573	86.7%
Traditional Centerfire Rifle	560	84.7%
Traditional Rimfire Rifle	537	81.2%
Semiautomatic Handgun	522	79.0%
Revolver	452	68.4%
MSR	309	46.7%
Traditional or Compound Bow	289	43.7%
Muzzleloader	203	30.7%
Crossbow	167	25.3%
None of the Above	6	0.9%
Total	661	100.0%

Table TC.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	496	75.0%
Plinking or informal target shooting with a Semi-automatic Handgun	482	72.9%
Plinking or informal target shooting with a traditional centerfire rifle	463	70.0%
Plinking or informal target shooting with a Revolver	416	62.9%
Sighting-in rifle with a traditional centerfire rifle	415	62.8%
Informal (backyard or testing) with a Shotgun	411	62.2%
Sighting-in rifle with a traditional rimfire rifle	362	54.8%
Pattern shotgun	357	54.0%
Sighting-in with a Semi-automatic Handgun	298	45.1%
Sporting clays with a Shotgun	292	44.2%
Target shooting with a traditional or compound bow	289	43.7%
Plinking or informal target shooting with a MSR	274	41.5%
Skeet with a Shotgun	269	40.7%
Sighting-In with a Shotgun	268	40.5%
Trap with a Shotgun	256	38.7%
Long range with a traditional centerfire rifle	226	34.2%
Sighting-in with a Revolver	219	33.1%
Sighting-in rifle with a MSR	213	32.2%
Benchrest with a traditional centerfire rifle	212	32.1%
Target shooting with a muzzleloader	203	30.7%
Load Testing/Development with a traditional centerfire rifle	169	25.6%
Target shooting with a crossbow	167	25.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	164	24.8%

Teaching/Informative with a traditional rimfire rifle	150	22.7%
Benchrest with a traditional rimfire rifle	145	21.9%
Teaching/Informative with a Shotgun	135	20.4%
Teaching/Informative with a Semi-automatic Handgun	134	20.3%
Teaching/Informative with a traditional centerfire rifle	132	20.0%
Testing (Ammo & firearm) with a Revolver	128	19.4%
Bullseye with a Semi-automatic Handgun	126	19.1%
Silhouette with a Semi-automatic Handgun	111	16.8%
5 Stand with a Shotgun	103	15.6%
Target shooting with an air rifle at a range	101	15.3%
Bullseye with a Revolver	99	15.0%
Teaching/Informative with a Revolver	99	15.0%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	93	14.1%
Load Testing/Development with a Semi-automatic Handgun	91	13.8%
Load Testing/Development with a MSR	89	13.5%
Dog training with a shotgun	82	12.4%
Wobble Trap with a Shotgun	80	12.1%
Long range with a MSR	80	12.1%
Test reload with a Shotgun	79	12.0%
Teaching/Informative with a MSR	79	12.0%
Load Testing/Development with a Revolver	79	12.0%
Tactical with a MSR	77	11.6%
Long range with a traditional rimfire rifle	76	11.5%
Silhouette with a Revolver	73	11.0%
Silhouette with a traditional centerfire rifle	69	10.4%
Benchrest with a MSR	68	10.3%
Training (Military / Defense / Law Enforcement) with a MSR	65	9.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	56	8.5%
Silhouette with a traditional rimfire rifle	53	8.0%
Silhouette with a MSR	52	7.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	41	6.2%
Load Testing/Development with a traditional rimfire rifle	41	6.2%
Tactical with a traditional centerfire rifle	37	5.6%
Steel Challenge with a Semi-automatic Handgun	37	5.6%
Training (Military / Defense / Law Enforcement) with a Revolver	37	5.6%
Bowling pin with a Semi-automatic Handgun	28	4.2%
Steel Challenge with a traditional centerfire rifle	20	3.0%
Three (3) position with a traditional centerfire rifle	19	2.9%
Steel Challenge with a MSR	19	2.9%
3 Gun with a Semi-automatic Handgun	19	2.9%
IDPA with a Semi-automatic Handgun	18	2.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	18	2.7%
Cowboy action with a Revolver	17	2.6%

Steel Challenge with a traditional rimfire rifle	17	2.6%
3 Gun with a Shotgun	16	2.4%
3 Gun with a MSR	16	2.4%
Bowling pin with a Revolver	16	2.4%
Three (3) position with a traditional rimfire rifle	16	2.4%
Three (3) position with a MSR	15	2.3%
Steel Challenge with a Revolver	13	2.0%
Tactical with a traditional rimfire rifle	12	1.8%
IPSC with a Semi-automatic Handgun	11	1.7%
Cowboy Action with a Shotgun	9	1.4%
Cowboy action with a traditional centerfire rifle	8	1.2%
NRA high power with a traditional centerfire rifle	6	0.9%
None of the above	6	0.9%
3 Gun with a traditional centerfire rifle	5	0.8%
NRA high power with a MSR	5	0.8%
IDPA with a Revolver	3	0.5%
Cowboy action with a Semi-automatic Handgun	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.2%
IPSC with a Revolver	1	0.2%
Total	661	100.0%

Turkey Hunting Interest

Table TC.21) Why haven't you ever (or within the past 3 years) hunted turkey?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	32	28.1%
Do not have time	31	27.2%
I do not have anyone to go with	25	21.9%
Don't know how to start	23	20.2%
My hunting skills need improving / I need more training	22	19.3%
I don't own the proper equipment	20	17.5%
No hunting land available	19	16.7%
There are other activities I'd rather do	18	15.8%
Too expensive	7	6.1%
If I had a successful hunt I wouldn't know what to do with my harvest	6	5.3%
I moved to a new home and don't know where to go	4	3.5%
This species is not found in my part of the country, or it is not legal to hunt	3	2.6%
Hunting rules are too complex	2	1.8%
Medical reasons / disability	2	1.8%
Other	2	1.8%
I am not able to buy a license	0	0.0%
Total	114	100.0%

Influential Media and Individuals

Table TC.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	435	55.4%
Father	220	28.0%
Self / nobody else	162	20.6%
Another relative	95	12.1%
Sibling	80	10.2%
Uncle / Aunt	77	9.8%
Co-worker	76	9.7%
Grandparent	58	7.4%
Children / grandchildren	32	4.1%
Neighbor	30	3.8%
Spouse	30	3.8%
Guide / outfitter	24	3.1%
Other, please specify	16	2.0%
Mother	4	0.5%
Total	785	100.0%

Table TC.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	242	31.1%
Television shows	471	60.5%
Magazines	331	42.5%
Seminars	62	8.0%
Hunter education programs	81	10.4%
State wildlife management agencies	137	17.6%
Retailers	47	6.0%
Local clubs or social organizations	92	11.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	289	37.1%
Other, please specify	28	3.6%
Total	779	100.0%

Table TC.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	150	62.0%
Fish and Wildlife agency produced videos	61	25.2%
How-to videos	129	53.3%
Informational/political/talk show style	33	13.6%
Professionals hunting/fishing/shooting	188	77.7%
Non-professionals (home videos) hunting/fishing/shooting	139	57.4%
Comedy/blooper videos	22	9.1%
Competitions	38	15.7%
Product reviews	76	31.4%
Other	1	0.4%
Total	242	100.0%

Table TC.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	27	5.8%
Animal Planet	37	7.9%
Comcast SportsNet	2	0.4%
Discovery Channel	72	15.4%
ESPN/ESPN 2	26	5.5%
History Channel	57	12.2%
Military Channel	13	2.8%
National Geographic	51	10.9%
NBC Sports	22	4.7%
Outdoor Channel	399	85.1%
Pursuit Channel	207	44.1%
Sportsman Channel	333	71.0%
Sunshine Network / SUN Sports	5	1.1%
WildTV	14	3.0%
World Fishing Network	25	5.3%
Other national network	8	1.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	110	23.5%
I watched hunting/fishing TV, but don't remember the channel	102	21.7%
Total	469	100.0%

Table TC.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	357	45.1%
Programming offered by the Fish / Wildlife Agency for my state of residence	276	34.9%
Books / magazines	271	34.3%
Membership in a non-profit organization specific to this type of hunting	228	28.8%
YouTube videos	210	26.5%
Programming offered by outdoor retailers	209	26.4%
Joining a local hunt club	184	23.3%
Online forums / blogs	119	15.0%
Other: Please describe	95	12.0%
Total	791	100.0%

Table TC.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	93	29.3%	71	38.4%	82	34.2%	72	35.8%
	Google+	79	24.9%	55	29.7%	56	23.3%	46	22.9%
	Twitter	14	4.4%	10	5.4%	9	3.8%	10	5.0%
	Pinterest	21	6.6%	15	8.1%	21	8.8%	16	8.0%
	Instagram	23	7.3%	15	8.1%	22	9.2%	19	9.5%
	YouTube	150	47.3%	110	59.5%	126	52.5%	102	50.7%
	Television programs	200	63.1%	134	72.4%	151	62.9%	139	69.2%
	Books	71	22.4%	56	30.3%	65	27.1%	53	26.4%
	Magazines	229	72.2%	141	76.2%	163	67.9%	159	79.1%
	Online Forums	84	26.5%	56	30.3%	74	30.8%	60	29.9%
	Newsletter from hunting / wildlife groups or organizations	145	45.7%	100	54.1%	127	52.9%	130	64.7%
	Fish / Wildlife Agency for My State of Residence	167	52.7%	101	54.6%	165	68.8%	123	61.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	115	36.3%	73	39.5%	113	47.1%	96	47.8%
	Other	8	2.5%	5	2.7%	3	1.3%	4	2.0%
	None Of The Above	9	2.8%	1	0.5%	2	0.8%	1	0.5%
Total		317	100.0%	185	100.0%	240	100.0%	201	100.0%

Table TC.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	68	37.8%	64	39.0%	79	32.6%	48	46.6%	15	18.8%
	Google+	52	28.9%	44	26.8%	63	26.0%	33	32.0%	18	22.5%
	Twitter	9	5.0%	7	4.3%	12	5.0%	9	8.7%	3	3.8%
	Pinterest	17	9.4%	12	7.3%	22	9.1%	11	10.7%	2	2.5%
	Instagram	21	11.7%	18	11.0%	19	7.9%	13	12.6%	2	2.5%
	YouTube	150	83.3%	87	53.0%	124	51.2%	69	67.0%	29	36.3%
	Television programs	117	65.0%	104	63.4%	154	63.6%	67	65.0%	52	65.0%
	Books	50	27.8%	48	29.3%	86	35.5%	33	32.0%	18	22.5%
	Magazines	133	73.9%	112	68.3%	213	88.0%	79	76.7%	64	80.0%
	Online Forums	75	41.7%	55	33.5%	67	27.7%	57	55.3%	16	20.0%
	Newsletter from hunting / wildlife groups or organizations	85	47.2%	84	51.2%	114	47.1%	52	50.5%	29	36.3%
	Fish / Wildlife Agency for My State of Residence	101	56.1%	98	59.8%	134	55.4%	56	54.4%	49	61.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	73	40.6%	64	39.0%	98	40.5%	49	47.6%	26	32.5%
	Other	4	2.2%	4	2.4%	4	1.7%	4	3.9%	1	1.3%
None Of The Above	2	1.1%	2	1.2%	3	1.2%	0	0.0%	3	3.8%	
Total		180	100.0%	164	100.0%	242	100.0%	103	100.0%	80	100.0%

Turkey Hunting with a Shotgun

Table TS.1) **Sample frame**

	Count
Have not hunted turkey in the past 3 years, and have not hunted with a shotgun in that time either	272
Have not hunted turkey in the past 3 years, but have hunted with a shotgun recently	1252
Have hunted turkey in the past 3 years, but not with a shotgun	159
Total sample	1683

Table TS.2) How many respondents have hunted turkey at some point in the past?

	Count
Have never hunted this species before	1021
Have hunted this species before	662
Total	1683

Demographic Information

Table TS.3) What is your current age?

	Count	Column Percent
18 to 24	15	1.1%
25 to 34	121	9.0%
35 to 44	173	12.9%
45 to 54	306	22.8%
55 to 64	391	29.2%
65 and older	335	25.0%
Total	1,341	100.0%

Table TS.4) What is your gender?

	Count	Column Percent
Male	1,312	97.6%
Female	32	2.4%
Total	1,344	100.0%

Table TS.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	45	3.4%
\$20,000 to \$29,999	44	3.3%
\$30,000 to \$39,999	55	4.1%
\$40,000 to \$49,999	100	7.5%
\$50,000 to \$74,999	266	20.0%
\$75,000 to \$99,999	274	20.6%
\$100,000 to \$149,999	311	23.4%
\$150,000 to \$200,000	127	9.6%
More than \$200,000	107	8.1%
Total	1,329	100.0%

Table TS.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	3	0.2%
High school graduation	254	18.9%
Trade school, associates degree or similar	439	32.7%
Bachelors degree	408	30.4%
Masters degree	183	13.6%
Ph D and higher	57	4.2%
Total	1,344	100.0%

Table TS.7) In which region do you live?

	Count	Column Percent
Northeast	124	9.2%
Midwest	406	30.3%
South	419	31.2%
West	377	28.1%
Canada	16	1.2%
Total	1,342	100.0%

Introduction to Hunting

Table TS.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	614	36.5%
11 to 17 years old	773	46.0%
18 to 24 years old	130	7.7%
25 to 34 years old	83	4.9%
35 to 44 years old	43	2.6%
45 to 54 years old	27	1.6%
55 to 64 years old	9	0.5%
65 years and older	3	0.2%
Total	1,682	100.0%

Table TS.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	9	0.5%
Deer	565	33.6%
Elk	40	2.4%
Other big game	22	1.3%
Predators	37	2.2%
Small game	826	49.1%
Turkey	26	1.5%
Upland game birds	501	29.8%
Waterfowl	139	8.3%
Wild pig / feral hog	28	1.7%
Others	29	1.7%
Total	1,682	100.0%

Table TS.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	7	0.4%
Compound bow	33	2.0%
Crossbow	4	0.2%
MSR	19	1.1%
No weapon / toy	41	2.4%
Revolver	3	0.2%
Semi-automatic handgun	7	0.4%
Shotgun	879	52.4%
Traditional bow	13	0.8%
Traditional rifle	670	39.9%
Other	3	0.2%
Total	1,679	100.0%

Table TS.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	66	3.9%
Aunt / Uncle	176	10.5%
Co-worker	29	1.7%
Father	946	56.4%
Friend	324	19.3%
Grandparent	170	10.1%
Guide / outfitter	12	0.7%
Mother	20	1.2%
Neighbor	37	2.2%
Nobody / I hunted alone on my first hunt	105	6.3%
Sibling	90	5.4%
Spouse	14	0.8%
Other	26	1.5%
Total	1,678	100.0%

Table TS.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,007	61.6%
It has always interested me	992	60.7%
Wanted to spend more time outdoors	953	58.3%
Tradition / way of life	898	55.0%
It's relaxing / an escape	672	41.1%
I wanted a challenge / adventure	614	37.6%
To become self-sufficient / become a provider / obtain my own meat	542	33.2%
Support conservation efforts	264	16.2%
Wanted to try a new sport	232	14.2%
To teach someone else / introduce my children or others to hunting	146	8.9%
Other Please write in	3	0.2%
Total	1,634	100.0%

Table TS.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	348	20.8%
1 year	113	6.7%
2 - 5 years	615	36.7%
6 to 10 years	213	12.7%
More than 10 years	186	11.1%
I have only ever hunted [the species that I first targeted]	201	12.0%
Total	1,676	100.0%

Table TS.14) Which species have you ever targeted?

	Count	Column Percent
Bear	376	25.4%
Deer	1,401	94.5%
Elk	506	34.1%
Other big game	324	21.9%
Others	34	2.3%
Predators	726	49.0%
Small game	1,244	83.9%
Turkey	662	44.7%
Upland game birds	1,155	77.9%
Waterfowl	908	61.3%
Wild pig / feral hog	419	28.3%
Total	1,482	100.0%

Current Hunting Activities

Table TS.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	150	10.4%
Deer	1,131	78.1%
Elk	316	21.8%
Other big game	117	8.1%
Others	62	4.3%
Predators	409	28.2%
Small game	641	44.3%
Turkey	108	7.5%
Upland game birds	699	48.3%
Waterfowl	397	27.4%
Wild pig / feral hog	242	16.7%
Total	1,448	100.0%

Table TS.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,401	83.2%
Shotgun	1,227	72.9%
Modern sporting rifle / AR platform / AK platform	525	31.2%
Traditional bow/compound bow	507	30.1%
Handgun	464	27.6%
Muzzleloader	443	26.3%
Crossbow	238	14.1%
Other	37	2.2%
Total	1,683	100.0%

Table TS.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	226	18.0%
Deer	270	21.5%
Elk	190	15.1%
Other big game	199	15.9%
Predators	316	25.2%
Small Game	614	48.9%
Turkey	554	44.1%
Upland game birds	453	36.1%
Waterfowl	505	40.2%
Wild pig / feral hog	177	14.1%
Total number of hunters who have lapsed at least one species in their lifetime	1,255	100.0%

Table TS.18) Why have you lapsed turkey hunting?

	Count	Column Percent
Do not have time	213	39.7%
I do not have anybody to go with anymore	101	18.8%
No hunting land available for this species anymore	99	18.5%
I moved to a new location where I am not able to do this type of hunting	72	13.4%
Medical reasons / disabilities	44	8.2%
Other, please describe	41	7.6%
No longer interested or did not enjoy this type of hunting	40	7.5%
I need more training	38	7.1%
I was not successful	36	6.7%
Too expensive	24	4.5%
Total	536	100.0%

Current Shooting Activities

Table TS.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,046	81.5%
Semiautomatic Handgun	1,033	80.5%
Traditional Rimfire Rifle	1,020	79.4%
Shotgun	1,005	78.3%
Revolver	833	64.9%
MSR	589	45.9%
Traditional or Compound Bow	398	31.0%
Muzzleloader	285	22.2%
Crossbow	176	13.7%
None of the Above	17	1.3%
Total	1,284	100.0%

Table TS.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	938	72.8%
Plinking or informal target shooting with a traditional rimfire rifle	935	72.6%
Plinking or informal target shooting with a traditional centerfire rifle	862	66.9%
Sighting-in rifle with a traditional centerfire rifle	777	60.3%
Plinking or informal target shooting with a Revolver	765	59.4%
Informal (backyard or testing) with a Shotgun	629	48.8%
Sighting-in rifle with a traditional rimfire rifle	598	46.4%
Sighting-in with a Semi-automatic Handgun	549	42.6%
Plinking or informal target shooting with a MSR	525	40.8%
Sporting clays with a Shotgun	522	40.5%
Trap with a Shotgun	481	37.3%
Skeet with a Shotgun	450	34.9%
Pattern shotgun	413	32.1%
Sighting-in rifle with a MSR	399	31.0%
Target shooting with a traditional or compound bow	398	30.9%
Long range with a traditional centerfire rifle	390	30.3%
Benchrest with a traditional centerfire rifle	386	30.0%
Sighting-in with a Revolver	360	28.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	344	26.7%
Load Testing/Development with a traditional centerfire rifle	321	24.9%
Sighting-In with a Shotgun	293	22.7%
Target shooting with a muzzleloader	285	22.1%
Teaching/Informative with a Semi-automatic Handgun	269	20.9%

Teaching/Informative with a traditional rimfire rifle	243	18.9%
Testing (Ammo & firearm) with a Revolver	237	18.4%
Benchrest with a traditional rimfire rifle	236	18.3%
Bullseye with a Semi-automatic Handgun	232	18.0%
Teaching/Informative with a traditional centerfire rifle	225	17.5%
Teaching/Informative with a Shotgun	219	17.0%
Target shooting with an air rifle at a range	208	16.1%
Silhouette with a Semi-automatic Handgun	207	16.1%
Load Testing/Development with a Semi-automatic Handgun	192	14.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	188	14.6%
Target shooting with a crossbow	176	13.7%
Bullseye with a Revolver	171	13.3%
5 Stand with a Shotgun	165	12.8%
Teaching/Informative with a Revolver	164	12.7%
Load Testing/Development with a MSR	162	12.6%
Teaching/Informative with a MSR	160	12.4%
Tactical with a MSR	148	11.5%
Long range with a MSR	143	11.1%
Wobble Trap with a Shotgun	141	10.9%
Load Testing/Development with a Revolver	140	10.9%
Benchrest with a MSR	135	10.5%
Training (Military / Defense / Law Enforcement) with a MSR	129	10.0%
Test reload with a Shotgun	122	9.5%
Silhouette with a traditional centerfire rifle	117	9.1%
Silhouette with a Revolver	115	8.9%
Long range with a traditional rimfire rifle	99	7.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	98	7.6%
Silhouette with a traditional rimfire rifle	92	7.1%
Dog training with a shotgun	91	7.1%
Steel Challenge with a Semi-automatic Handgun	85	6.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	77	6.0%
Silhouette with a MSR	71	5.5%
Tactical with a traditional centerfire rifle	70	5.4%
Training (Military / Defense / Law Enforcement) with a Revolver	61	4.7%
Load Testing/Development with a traditional rimfire rifle	58	4.5%
Bowling pin with a Semi-automatic Handgun	57	4.4%
3 Gun with a Semi-automatic Handgun	55	4.3%
3 Gun with a Shotgun	51	4.0%
IDPA with a Semi-automatic Handgun	49	3.8%
3 Gun with a MSR	46	3.6%
Three (3) position with a traditional centerfire rifle	43	3.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	39	3.0%
Cowboy action with a Revolver	35	2.7%

Steel Challenge with a MSR	32	2.5%
Three (3) position with a MSR	32	2.5%
Steel Challenge with a traditional centerfire rifle	31	2.4%
Three (3) position with a traditional rimfire rifle	30	2.3%
IPSC with a Semi-automatic Handgun	28	2.2%
Bowling pin with a Revolver	28	2.2%
Cowboy action with a traditional centerfire rifle	25	1.9%
Steel Challenge with a traditional rimfire rifle	24	1.9%
Tactical with a traditional rimfire rifle	22	1.7%
Cowboy Action with a Shotgun	20	1.6%
Steel Challenge with a Revolver	20	1.6%
None of the above	17	1.3%
NRA high power with a traditional centerfire rifle	15	1.2%
NRA high power with a MSR	10	0.8%
3 Gun with a traditional centerfire rifle	8	0.6%
Cowboy action with a Semi-automatic Handgun	7	0.5%
IDPA with a Revolver	7	0.5%
Cowboy action with a traditional rimfire rifle	6	0.5%
IPSC with a Revolver	4	0.3%
3 Gun with a traditional rimfire rifle	4	0.3%
NRA high power with a traditional rimfire rifle	4	0.3%
Schuetzen with a traditional centerfire rifle	2	0.2%
Schuetzen with a traditional rimfire rifle	2	0.2%
Total	1,288	100.0%

Turkey Hunting Interest

Table TS.21) Why haven't you ever (or within the past 3 years) hunted turkey?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	195	29.7%
I do not have anyone to go with	193	29.4%
Do not have time	153	23.3%
Don't know how to start	142	21.6%
My hunting skills need improving / I need more training	109	16.6%
No hunting land available	100	15.2%
I don't own the proper equipment	82	12.5%
There are other activities I'd rather do	80	12.2%
I moved to a new home and don't know where to go	39	5.9%
This species is not found in my part of the country, or it is not legal to hunt	31	4.7%
Too expensive	26	4.0%
If I had a successful hunt I wouldn't know what to do with my harvest	23	3.5%
Other	17	2.6%
Hunting rules are too complex	9	1.4%
I am not able to buy a license	8	1.2%
Medical reasons / disability	5	0.8%
Total	656	100.0%

Influential Media and Individuals

Table TS.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	793	54.2%
Father	404	27.6%
Self / nobody else	227	15.5%
Another relative	147	10.0%
Co-worker	142	9.7%
Sibling	128	8.7%
Uncle / Aunt	110	7.5%
Grandparent	95	6.5%
Children / grandchildren	69	4.7%
Neighbor	58	4.0%
Spouse	48	3.3%
Guide / outfitter	40	2.7%
Other, please specify	26	1.8%
Mother	7	0.5%
Total	1,463	100.0%

Table TS.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	444	30.6%
Television shows	712	49.0%
Magazines	544	37.5%
Seminars	66	4.5%
Hunter education programs	169	11.6%
State wildlife management agencies	271	18.7%
Retailers	97	6.7%
Local clubs or social organizations	165	11.4%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	447	30.8%
Other, please specify	62	4.3%
Total	1,452	100.0%

Table TS.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	237	53.5%
Fish and Wildlife agency produced videos	106	23.9%
How-to videos	237	53.5%
Informational/political/talk show style	50	11.3%
Professionals hunting/fishing/shooting	334	75.4%
Non-professionals (home videos) hunting/fishing/shooting	238	53.7%
Comedy/blooper videos	20	4.5%
Competitions	54	12.2%
Product reviews	164	37.0%
Other	3	0.7%
Total	443	100.0%

Table TS.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	51	7.2%
Animal Planet	61	8.6%
Comcast SportsNet	10	1.4%
Discovery Channel	109	15.4%
ESPN/ESPN 2	37	5.2%
History Channel	78	11.0%
Military Channel	33	4.7%
National Geographic	71	10.0%
NBC Sports	25	3.5%
Outdoor Channel	569	80.5%
Pursuit Channel	211	29.8%
Sportsman Channel	454	64.2%
Sunshine Network / SUN Sports	5	0.7%
WildTV	27	3.8%
World Fishing Network	48	6.8%
Other national network	7	1.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	153	21.6%
I watched hunting/fishing TV, but don't remember the channel	159	22.5%
Total	707	100.0%

Table TS.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	598	39.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	523	34.7%
Books / magazines	502	33.3%
YouTube videos	417	27.7%
Membership in a non-profit organization specific to this type of hunting	413	27.4%
Joining a local hunt club	411	27.3%
Programming offered by outdoor retailers	364	24.1%
Online forums / blogs	294	19.5%
Other: Please describe	138	9.2%
Total	1,508	100.0%

Table TS.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	105	20.8%	81	25.3%	107	23.2%	94	26.7%
Google+	90	17.9%	57	17.8%	85	18.4%	59	16.8%
Twitter	17	3.4%	16	5.0%	26	5.6%	18	5.1%
Pinterest	10	2.0%	12	3.8%	18	3.9%	13	3.7%
Instagram	34	6.7%	25	7.8%	34	7.4%	30	8.5%
YouTube	213	42.3%	178	55.6%	237	51.4%	174	49.4%
Television programs	229	45.4%	183	57.2%	226	49.0%	194	55.1%
Books	89	17.7%	86	26.9%	120	26.0%	101	28.7%
Magazines	342	67.9%	237	74.1%	292	63.3%	258	73.3%
Online Forums	134	26.6%	92	28.7%	143	31.0%	115	32.7%
Newsletter from hunting / wildlife groups or organizations	189	37.5%	134	41.9%	187	40.6%	173	49.1%
Fish / Wildlife Agency for My State of Residence	248	49.2%	162	50.6%	299	64.9%	189	53.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	153	30.4%	102	31.9%	182	39.5%	136	38.6%
Other	10	2.0%	7	2.2%	11	2.4%	8	2.3%
None Of The Above	20	4.0%	8	2.5%	10	2.2%	5	1.4%
Total	504	100.0%	320	100.0%	461	100.0%	352	100.0%

Table TS.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	104	29.5%	91	25.8%	104	23.5%	80	32.0%	25	20.3%
Google+	60	17.0%	58	16.4%	68	15.4%	46	18.4%	21	17.1%
Twitter	22	6.2%	20	5.7%	19	4.3%	23	9.2%	3	2.4%
Pinterest	18	5.1%	14	4.0%	16	3.6%	10	4.0%	1	0.8%
Instagram	41	11.6%	30	8.5%	31	7.0%	30	12.0%	6	4.9%
YouTube	274	77.6%	169	47.9%	220	49.8%	172	68.8%	53	43.1%
Television programs	173	49.0%	170	48.2%	237	53.6%	130	52.0%	55	44.7%
Books	105	29.7%	85	24.1%	164	37.1%	79	31.6%	24	19.5%
Magazines	224	63.5%	233	66.0%	376	85.1%	166	66.4%	83	67.5%
Online Forums	136	38.5%	108	30.6%	125	28.3%	131	52.4%	33	26.8%
Newsletter from hunting / wildlife groups or organizations	135	38.2%	142	40.2%	175	39.6%	104	41.6%	34	27.6%
Fish / Wildlife Agency for My State of Residence	161	45.6%	173	49.0%	202	45.7%	119	47.6%	68	55.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	107	30.3%	114	32.3%	143	32.4%	83	33.2%	38	30.9%
Other	11	3.1%	7	2.0%	10	2.3%	9	3.6%	7	5.7%
None Of The Above	11	3.1%	14	4.0%	8	1.8%	5	2.0%	5	4.1%
Total	353	100.0%	353	100.0%	442	100.0%	250	100.0%	123	100.0%

Turkey Hunting with a Traditional or Compound Bow

Table TB.1) **Sample frame**

	Count
Have not hunted turkey in the past 3 years, and have not hunted with a traditional or compound bow in that time either	150
Have not hunted turkey in the past 3 years, but have hunted with a traditional or compound bow recently	300
Have hunted turkey in the past 3 years, but not with a traditional or compound bow	262
Total sample	712

Table TB.2) How many respondents have hunted turkey at some point in the past?

	Count
Have never hunted this species before	276
Have hunted this species before	436
Total	712

Demographic Information

Table TB.3) What is your current age?

	Count	Column Percent
18 to 24	19	3.3%
25 to 34	85	14.9%
35 to 44	118	20.7%
45 to 54	148	26.0%
55 to 64	130	22.8%
65 and older	70	12.3%
Total	570	100.0%

Table TB.4) What is your gender?

	Count	Column Percent
Male	546	95.8%
Female	24	4.2%
Total	570	100.0%

Table TB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	17	3.0%
\$20,000 to \$29,999	20	3.5%
\$30,000 to \$39,999	28	4.9%
\$40,000 to \$49,999	44	7.8%
\$50,000 to \$74,999	108	19.0%
\$75,000 to \$99,999	112	19.8%
\$100,000 to \$149,999	146	25.7%
\$150,000 to \$200,000	39	6.9%
More than \$200,000	53	9.3%
Total	567	100.0%

Table TB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	110	19.3%
Trade school, associates degree or similar	174	30.5%
Bachelors degree	180	31.6%
Masters degree	77	13.5%
Ph D and higher	29	5.1%
Total	570	100.0%

Table TB.7) In which region do you live?

	Count	Column Percent
Northeast	39	6.9%
Midwest	164	28.8%
South	171	30.1%
West	187	32.9%
Canada	8	1.4%
Total	569	100.0%

Introduction to Hunting

Table TB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	281	39.5%
11 to 17 years old	300	42.2%
18 to 24 years old	50	7.0%
25 to 34 years old	47	6.6%
35 to 44 years old	22	3.1%
45 to 54 years old	6	0.8%
55 to 64 years old	4	0.6%
65 years and older	1	0.1%
Total	711	100.0%

Table TB.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	1.0%
Deer	263	37.0%
Elk	24	3.4%
Other big game	6	0.8%
Predators	14	2.0%
Small game	317	44.6%
Turkey	22	3.1%
Upland game birds	176	24.8%
Waterfowl	47	6.6%
Wild pig / feral hog	18	2.5%
Others	13	1.8%
Total	711	100.0%

Table TB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	6	0.8%
Compound bow	24	3.4%
Crossbow	3	0.4%
MSR	10	1.4%
No weapon / toy	7	1.0%
Revolver	0	0.0%
Semi-automatic handgun	2	0.3%
Shotgun	339	47.7%
Traditional bow	9	1.3%
Traditional rifle	308	43.4%
Other	2	0.3%
Total	710	100.0%

Table TB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	20	2.8%
Aunt / Uncle	73	10.3%
Co-worker	14	2.0%
Father	426	60.0%
Friend	118	16.6%
Grandparent	70	9.9%
Guide / outfitter	5	0.7%
Mother	9	1.3%
Neighbor	11	1.5%
Nobody / I hunted alone on my first hunt	35	4.9%
Sibling	36	5.1%
Spouse	17	2.4%
Other	11	1.5%
Total	710	100.0%

Table TB.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	465	66.9%
It has always interested me	438	63.0%
Wanted to spend more time outdoors	420	60.4%
Tradition / way of life	416	59.9%
It's relaxing / an escape	289	41.6%
I wanted a challenge / adventure	278	40.0%
To become self-sufficient / become a provider / obtain my own meat	269	38.7%
Support conservation efforts	134	19.3%
Wanted to try a new sport	112	16.1%
To teach someone else / introduce my children or others to hunting	68	9.8%
Other Please write in	0	0.0%
Total	695	100.0%

Table TB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	200	28.2%
1 year	57	8.0%
2 - 5 years	258	36.3%
6 to 10 years	87	12.3%
More than 10 years	56	7.9%
I have only ever hunted [the species that I first targeted]	52	7.3%
Total	710	100.0%

Table TB.14) Which species have you ever targeted?

	Count	Column Percent
Bear	185	28.0%
Deer	634	96.1%
Elk	258	39.1%
Other big game	179	27.1%
Others	13	2.0%
Predators	374	56.7%
Small game	562	85.2%
Turkey	436	66.1%
Upland game birds	541	82.0%
Waterfowl	431	65.3%
Wild pig / feral hog	220	33.3%
Total	660	100.0%

Current Hunting Activities

Table TB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	82	12.6%
Deer	547	83.8%
Elk	178	27.3%
Other big game	75	11.5%
Others	38	5.8%
Predators	233	35.7%
Small game	349	53.4%
Turkey	247	37.8%
Upland game birds	381	58.3%
Waterfowl	225	34.5%
Wild pig / feral hog	131	20.1%
Total	653	100.0%

Table TB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	612	86.0%
Shotgun	604	84.8%
Traditional bow/compound bow	290	40.7%
Modern sporting rifle / AR platform / AK platform	239	33.6%
Muzzleloader	204	28.7%
Handgun	191	26.8%
Crossbow	79	11.1%
Other	19	2.7%
Total	712	100.0%

Table TB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	103	20.2%
Deer	86	16.9%
Elk	80	15.7%
Other big game	99	19.4%
Predators	138	27.1%
Small Game	224	43.9%
Turkey	189	37.1%
Upland game birds	160	31.4%
Waterfowl	202	39.6%
Wild pig / feral hog	89	17.5%
Total number of hunters who have lapsed at least one species in their lifetime	510	100.0%

Table TB.18) Why have you lapsed turkey hunting?

	Count	Column Percent
Do not have time	76	42.2%
I do not have anybody to go with anymore	32	17.8%
No hunting land available for this species anymore	32	17.8%
I moved to a new location where I am not able to do this type of hunting	24	13.3%
No longer interested or did not enjoy this type of hunting	17	9.4%
Other, please describe	15	8.3%
I was not successful	13	7.2%
I need more training	12	6.7%
Too expensive	11	6.1%
Medical reasons / disabilities	8	4.4%
Total	180	100.0%

Current Shooting Activities

Table TB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	465	84.2%
Shotgun	464	84.1%
Semiautomatic Handgun	440	79.7%
Traditional Rimfire Rifle	438	79.3%
Revolver	362	65.6%
Traditional or Compound Bow	286	51.8%
MSR	283	51.3%
Muzzleloader	144	26.1%
Crossbow	73	13.2%
None of the Above	4	0.7%
Total	552	100.0%

Table TB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	406	73.6%
Plinking or informal target shooting with a traditional rimfire rifle	402	72.8%
Plinking or informal target shooting with a traditional centerfire rifle	379	68.7%
Sighting-in rifle with a traditional centerfire rifle	353	63.9%
Plinking or informal target shooting with a Revolver	332	60.1%
Informal (backyard or testing) with a Shotgun	324	58.7%
Target shooting with a traditional or compound bow	286	51.8%
Sighting-in rifle with a traditional rimfire rifle	282	51.1%
Sporting clays with a Shotgun	271	49.1%
Pattern shotgun	261	47.3%
Plinking or informal target shooting with a MSR	260	47.1%
Sighting-in with a Semi-automatic Handgun	238	43.1%
Trap with a Shotgun	230	41.7%
Skeet with a Shotgun	225	40.8%
Long range with a traditional centerfire rifle	194	35.1%
Sighting-in rifle with a MSR	191	34.6%
Sighting-In with a Shotgun	182	33.0%
Benchrest with a traditional centerfire rifle	154	27.9%
Sighting-in with a Revolver	153	27.7%
Target shooting with a muzzleloader	144	26.1%
Testing (Ammo & firearm) with a Semi-automatic Handgun	142	25.7%
Load Testing/Development with a traditional centerfire rifle	133	24.1%
Teaching/Informative with a Semi-automatic Handgun	123	22.3%

Teaching/Informative with a Shotgun	117	21.2%
Teaching/Informative with a traditional centerfire rifle	116	21.0%
Teaching/Informative with a traditional rimfire rifle	115	20.8%
Silhouette with a Semi-automatic Handgun	101	18.3%
Benchrest with a traditional rimfire rifle	101	18.3%
5 Stand with a Shotgun	97	17.6%
Bullseye with a Semi-automatic Handgun	96	17.4%
Testing (Ammo & firearm) with a Revolver	96	17.4%
Teaching/Informative with a MSR	93	16.8%
Target shooting with an air rifle at a range	90	16.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	85	15.4%
Teaching/Informative with a Revolver	82	14.9%
Tactical with a MSR	81	14.7%
Long range with a MSR	80	14.5%
Bullseye with a Revolver	74	13.4%
Load Testing/Development with a MSR	73	13.2%
Target shooting with a crossbow	73	13.2%
Load Testing/Development with a Semi-automatic Handgun	71	12.9%
Dog training with a shotgun	68	12.3%
Silhouette with a traditional centerfire rifle	67	12.1%
Training (Military / Defense / Law Enforcement) with a MSR	65	11.8%
Silhouette with a Revolver	65	11.8%
Long range with a traditional rimfire rifle	62	11.2%
Wobble Trap with a Shotgun	60	10.9%
Test reload with a Shotgun	59	10.7%
Silhouette with a traditional rimfire rifle	58	10.5%
Benchrest with a MSR	56	10.1%
Load Testing/Development with a Revolver	50	9.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	47	8.5%
Silhouette with a MSR	43	7.8%
Tactical with a traditional centerfire rifle	41	7.4%
Load Testing/Development with a traditional rimfire rifle	39	7.1%
Steel Challenge with a Semi-automatic Handgun	36	6.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	35	6.3%
IDPA with a Semi-automatic Handgun	27	4.9%
Three (3) position with a traditional centerfire rifle	25	4.5%
Training (Military / Defense / Law Enforcement) with a Revolver	25	4.5%
Steel Challenge with a MSR	23	4.2%
3 Gun with a MSR	22	4.0%
3 Gun with a Shotgun	21	3.8%
3 Gun with a Semi-automatic Handgun	21	3.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	21	3.8%
Steel Challenge with a traditional centerfire rifle	19	3.4%

Three (3) position with a MSR	18	3.3%
Bowling pin with a Semi-automatic Handgun	18	3.3%
Three (3) position with a traditional rimfire rifle	17	3.1%
Steel Challenge with a traditional rimfire rifle	14	2.5%
Tactical with a traditional rimfire rifle	14	2.5%
Bowling pin with a Revolver	11	2.0%
Cowboy action with a Revolver	11	2.0%
Steel Challenge with a Revolver	11	2.0%
IPSC with a Semi-automatic Handgun	10	1.8%
NRA high power with a traditional centerfire rifle	7	1.3%
Cowboy Action with a Shotgun	6	1.1%
3 Gun with a traditional centerfire rifle	5	0.9%
Cowboy action with a traditional centerfire rifle	5	0.9%
NRA high power with a MSR	4	0.7%
None of the above	4	0.7%
NRA high power with a traditional rimfire rifle	2	0.4%
3 Gun with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
Total	552	100.0%

Turkey Hunting Interest

Table TB.21) Why haven't you ever (or within the past 3 years) hunted turkey?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	53	31.9%
I do not have anyone to go with	45	27.1%
Don't know how to start	41	24.7%
Do not have time	39	23.5%
My hunting skills need improving / I need more training	28	16.9%
I don't own the proper equipment	22	13.3%
No hunting land available	19	11.4%
There are other activities I'd rather do	15	9.0%
I moved to a new home and don't know where to go	13	7.8%
Too expensive	9	5.4%
This species is not found in my part of the country, or it is not legal to hunt	8	4.8%
If I had a successful hunt I wouldn't know what to do with my harvest	5	3.0%
Other	5	3.0%
Hunting rules are too complex	4	2.4%
I am not able to buy a license	1	0.6%
Medical reasons / disability	0	0.0%
Total	166	100.0%

Influential Media and Individuals

Table TB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	374	56.9%
Father	171	26.0%
Self / nobody else	150	22.8%
Another relative	62	9.4%
Uncle / Aunt	60	9.1%
Co-worker	60	9.1%
Sibling	54	8.2%
Grandparent	35	5.3%
Spouse	29	4.4%
Neighbor	26	4.0%
Children / grandchildren	24	3.7%
Guide / outfitter	16	2.4%
Other, please specify	12	1.8%
Mother	4	0.6%
Total	657	100.0%

Table TB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	237	36.3%
Television shows	351	53.8%
Magazines	247	37.9%
Seminars	52	8.0%
Hunter education programs	68	10.4%
State wildlife management agencies	114	17.5%
Retailers	43	6.6%
Local clubs or social organizations	71	10.9%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	259	39.7%
Other, please specify	42	6.4%
Total	652	100.0%

Table TB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	132	55.7%
Fish and Wildlife agency produced videos	55	23.2%
How-to videos	131	55.3%
Informational/political/talk show style	32	13.5%
Professionals hunting/fishing/shooting	191	80.6%
Non-professionals (home videos) hunting/fishing/shooting	131	55.3%
Comedy/blooper videos	15	6.3%
Competitions	28	11.8%
Product reviews	83	35.0%
Other	1	0.4%
Total	237	100.0%

Table TB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	20	5.7%
Animal Planet	26	7.5%
Comcast SportsNet	1	0.3%
Discovery Channel	44	12.6%
ESPN/ESPN 2	17	4.9%
History Channel	32	9.2%
Military Channel	10	2.9%
National Geographic	38	10.9%
NBC Sports	13	3.7%
Outdoor Channel	296	85.1%
Pursuit Channel	144	41.4%
Sportsman Channel	240	69.0%
Sunshine Network / SUN Sports	3	0.9%
WildTV	14	4.0%
World Fishing Network	30	8.6%
Other national network	2	0.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	81	23.3%
I watched hunting/fishing TV, but don't remember the channel	70	20.1%
Total	348	100.0%

Table TB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	335	50.5%
Programming offered by the Fish / Wildlife Agency for my state of residence	249	37.5%
Books / magazines	225	33.9%
Membership in a non-profit organization specific to this type of hunting	205	30.9%
YouTube videos	204	30.7%
Joining a local hunt club	177	26.7%
Programming offered by outdoor retailers	166	25.0%
Online forums / blogs	126	19.0%
Other: Please describe	59	8.9%
Total	664	100.0%

Table TB.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	88	31.7%	62	43.4%	77	35.6%	75	41.9%
	Google+	58	20.9%	34	23.8%	45	20.8%	40	22.3%
	Twitter	15	5.4%	4	2.8%	9	4.2%	11	6.1%
	Pinterest	12	4.3%	8	5.6%	15	6.9%	13	7.3%
	Instagram	36	12.9%	22	15.4%	32	14.8%	29	16.2%
	YouTube	151	54.3%	92	64.3%	128	59.3%	105	58.7%
	Television programs	145	52.2%	83	58.0%	116	53.7%	105	58.7%
	Books	75	27.0%	45	31.5%	65	30.1%	53	29.6%
	Magazines	201	72.3%	98	68.5%	146	67.6%	130	72.6%
	Online Forums	86	30.9%	45	31.5%	75	34.7%	59	33.0%
	Newsletter from hunting / wildlife groups or organizations	137	49.3%	74	51.7%	115	53.2%	120	67.0%
	Fish / Wildlife Agency for My State of Residence	159	57.2%	92	64.3%	160	74.1%	122	68.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	107	38.5%	60	42.0%	94	43.5%	84	46.9%
	Other	4	1.4%	2	1.4%	4	1.9%	5	2.8%
	None Of The Above	7	2.5%	2	1.4%	2	0.9%	0	0.0%
Total		278	100.0%	143	100.0%	216	100.0%	179	100.0%

Table TB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	72	42.9%	61	39.9%	62	31.5%	40	39.2%	11	22.0%
Google+	37	22.0%	34	22.2%	41	20.8%	22	21.6%	13	26.0%
Twitter	14	8.3%	7	4.6%	10	5.1%	4	3.9%	1	2.0%
Pinterest	13	7.7%	8	5.2%	13	6.6%	8	7.8%	1	2.0%
Instagram	40	23.8%	27	17.6%	20	10.2%	17	16.7%	4	8.0%
YouTube	137	81.5%	89	58.2%	105	53.3%	74	72.5%	20	40.0%
Television programs	91	54.2%	80	52.3%	118	59.9%	56	54.9%	22	44.0%
Books	50	29.8%	48	31.4%	75	38.1%	31	30.4%	13	26.0%
Magazines	111	66.1%	105	68.6%	174	88.3%	67	65.7%	29	58.0%
Online Forums	72	42.9%	38	24.8%	54	27.4%	57	55.9%	12	24.0%
Newsletter from hunting / wildlife groups or organizations	82	48.8%	78	51.0%	107	54.3%	60	58.8%	23	46.0%
Fish / Wildlife Agency for My State of Residence	94	56.0%	90	58.8%	114	57.9%	59	57.8%	31	62.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	61	36.3%	58	37.9%	79	40.1%	44	43.1%	20	40.0%
Other	6	3.6%	3	2.0%	3	1.5%	2	2.0%	1	2.0%
None Of The Above	3	1.8%	1	0.7%	3	1.5%	2	2.0%	2	4.0%
Total	168	100.0%	153	100.0%	197	100.0%	102	100.0%	50	100.0%

Upland Game Hunting

This section includes only those responses from individuals who do not currently upland game hunt, but would be interested in doing so. Further chapters will note data collected from those who currently upland game hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (61.9%) of those who are interested in hunting upland game began hunting because they have always been interested in hunting (Table U.10).
- More than one-third (38.2%) of those interested in hunting upland game have shot sporting clays with a shotgun within the past 3 years (Table U.18).
- Almost half (45.7%) of those who could be persuaded to bear hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table U.26).

Demographic Information

Table U.1) What is your current age?

	Count	Column Percent
18 to 24	21	1.6%
25 to 34	125	9.5%
35 to 44	177	13.5%
45 to 54	298	22.7%
55 to 64	400	30.4%
65 and older	294	22.4%
Total	1,315	100.0%

Table U.2) What is your gender?

	Count	Column Percent
Male	1,268	96.1%
Female	51	3.9%
Total	1,319	100.0%

Table U.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	51	3.9%
\$20,000 to \$29,999	33	2.5%
\$30,000 to \$39,999	55	4.2%
\$40,000 to \$49,999	96	7.4%
\$50,000 to \$74,999	274	21.0%
\$75,000 to \$99,999	244	18.7%
\$100,000 to \$149,999	330	25.3%
\$150,000 to \$200,000	111	8.5%
More than \$200,000	110	8.4%
Total	1,304	100.0%

Table U.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	8	0.6%
High school graduation	265	20.1%
Trade school, associates degree or similar	404	30.6%
Bachelors degree	401	30.4%
Masters degree	177	13.4%
Ph D and higher	64	4.9%
Total	1,319	100.0%

Table U.5) In which region do you live?

	Count	Column Percent
Northeast	166	12.6%
Midwest	354	26.9%
South	576	43.7%
West	214	16.2%
Canada	8	0.6%
Total	1,318	100.0%

Introduction to Hunting

Table U.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	655	39.9%
11 to 17 years old	716	43.6%
18 to 24 years old	105	6.4%
25 to 34 years old	89	5.4%
35 to 44 years old	40	2.4%
45 to 54 years old	25	1.5%
55 to 64 years old	10	0.6%
65 years and older	2	0.1%
Total	1,642	100.0%

Table U.7) Which species did you target on your first hunt?

	Count	Column Percent
Upland game	12	0.7%
Deer	491	29.9%
Elk	27	1.6%
Other big game	12	0.7%
Predators	29	1.8%
Small game	891	54.3%
Turkey	75	4.6%
Upland game birds	320	19.5%
Waterfowl	109	6.6%
Wild pig / feral hog	29	1.8%
Others	42	2.6%
Total	1,642	100.0%

Table U.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	8	0.5%
Compound bow	36	2.2%
Crossbow	1	0.1%
MSR	15	0.9%
No weapon / toy	43	2.6%
Revolver	2	0.1%
Semi-automatic handgun	7	0.4%
Shotgun	911	55.5%
Traditional bow	22	1.3%
Traditional rifle	590	36.0%
Other	6	0.4%
Total	1,641	100.0%

Table U.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	67	4.1%
Aunt / Uncle	171	10.4%
Co-worker	22	1.3%
Father	900	54.9%
Friend	271	16.5%
Grandparent	191	11.6%
Guide / outfitter	10	0.6%
Mother	19	1.2%
Neighbor	28	1.7%
Nobody / I hunted alone on my first hunt	115	7.0%
Sibling	80	4.9%
Spouse	21	1.3%
Other	20	1.2%
Total	1,640	100.0%

Table U.10) What got you interested in hunting?

	Count	Column Percent
It has always interested me	997	61.9%
Spend time with family or friends who already hunted	976	60.6%
Wanted to spend more time outdoors	951	59.0%
Tradition / way of life	940	58.3%
It's relaxing / an escape	644	40.0%
I wanted a challenge / adventure	586	36.4%
To become self-sufficient / become a provider / obtain my own meat	529	32.8%
Support conservation efforts	270	16.8%
Wanted to try a new sport	219	13.6%
To teach someone else / introduce my children or others to hunting	150	9.3%
Other Please write in	4	0.2%
Total	1,611	100.0%

Table U.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	426	26.1%
1 year	107	6.6%
2 - 5 years	651	39.9%
6 to 10 years	189	11.6%
More than 10 years	143	8.8%
I have only ever hunted [the species that I first targeted]	116	7.1%
Total	1,632	100.0%

Table U.12) Which species have you ever targeted?

	Count	Column Percent
Upland game	417	27.3%
Deer	1,463	95.8%
Elk	467	30.6%
Other big game	321	21.0%
Others	36	2.4%
Predators	849	55.6%
Small game	1,295	84.8%
Turkey	1,170	76.6%
Upland game birds	1,075	70.4%
Waterfowl	939	61.5%
Wild pig / feral hog	530	34.7%
Total	1,527	100.0%

Current Hunting Activities

Table U.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Upland game	183	12.2%
Deer	1,311	87.7%
Elk	247	16.5%
Other big game	90	6.0%
Others	67	4.5%
Predators	521	34.8%
Small game	702	47.0%
Turkey	892	59.7%
Upland game birds	0	0.0%
Waterfowl	370	24.7%
Wild pig / feral hog	316	21.1%
Total	1,495	100.0%

Table U.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,425	86.7%
Shotgun	1,381	84.1%
Traditional bow/compound bow	658	40.0%
Muzzleloader	643	39.1%
Modern sporting rifle / AR platform / AK platform	539	32.8%
Handgun	476	29.0%
Crossbow	389	23.7%
Other	37	2.3%
Total	1,643	100.0%

Table U.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Upland game	234	56.1%
Deer	152	10.4%
Elk	220	47.1%
Other big game	219	68.2%
Predators	327	38.5%
Small Game	618	47.7%
Turkey	278	23.8%
Upland game birds	1,073	99.8%
Waterfowl	557	59.3%
Wild pig / feral hog	214	40.4%
Total number of hunters who have lapsed at least one species in their lifetime	1,313	

Table U.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Upland game		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	694	17.8%	34	22.4%	32	13.7%	44	15.8%
I moved to a new location where I am not able to do this type of hunting	533	13.7%	23	15.1%	42	17.9%	30	10.8%
No hunting land available for this species anymore	717	18.4%	19	12.5%	22	9.4%	42	15.1%
Do not have time	1155	29.6%	42	27.6%	57	24.4%	97	34.9%
Too expensive	446	11.4%	14	9.2%	29	12.4%	8	2.9%
No longer interested or did not enjoy this type of hunting	559	14.3%	23	15.1%	51	21.8%	60	21.6%
I was not successful	104	2.7%	0	0.0%	15	6.4%	16	5.8%
I need more training	86	2.2%	3	2.0%	6	2.6%	17	6.1%
I have a disability, an illness or an age-related reason that prevents me	232	5.9%	17	11.2%	14	6.0%	15	5.4%
Other, please describe	514	13.2%	27	17.8%	30	12.8%	26	9.4%
Total	3,904	100%	152	100%	234	100%	278	100%

Table U.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	93	15.0%	150	26.9%	36	16.4%	25	11.4%
I moved to a new location where I am not able to do this type of hunting	49	7.9%	85	15.3%	34	15.5%	27	12.3%
No hunting land available for this species anymore	68	11.0%	80	14.4%	16	7.3%	17	7.8%
Do not have time	212	34.3%	157	28.2%	52	23.6%	48	21.9%
Too expensive	8	1.3%	63	11.3%	117	53.2%	99	45.2%
No longer interested or did not enjoy this type of hunting	189	30.6%	117	21.0%	6	2.7%	8	3.7%
I was not successful	5	0.8%	9	1.6%	13	5.9%	3	1.4%
I need more training	4	0.6%	15	2.7%	1	0.5%	2	0.9%
I have a disability, an illness or an age-related reason that prevents me	26	4.2%	36	6.5%	27	12.3%	17	7.8%
Other, please describe	72	11.7%	62	11.1%	16	7.3%	27	12.3%
Total	618	100%	557	100%	220	100%	219	100%

Table U.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	202	18.8%	47	14.4%	1	8.3%	30	14.0%
I moved to a new location where I am not able to do this type of hunting	166	15.5%	38	11.6%	0	0.0%	39	18.2%
No hunting land available for this species anymore	371	34.6%	37	11.3%	2	16.7%	43	20.1%
Do not have time	273	25.4%	147	45.0%	4	33.3%	66	30.8%
Too expensive	75	7.0%	9	2.8%	2	16.7%	22	10.3%
No longer interested or did not enjoy this type of hunting	33	3.1%	50	15.3%	1	8.3%	21	9.8%
I was not successful	17	1.6%	20	6.1%	0	0.0%	6	2.8%
I need more training	16	1.5%	19	5.8%	0	0.0%	3	1.4%
I have a disability, an illness or an age-related reason that prevents me	49	4.6%	18	5.5%	0	0.0%	13	6.1%
Other, please describe	199	18.5%	24	7.3%	1	8.3%	30	14.0%
Total	1,073	100%	327	100%	12	100%	214	100%

Current Shooting Activities

Table U.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,026	81.5%
Shotgun	1,011	80.3%
Traditional Rimfire Rifle	995	79.0%
Semiautomatic Handgun	994	79.0%
Revolver	821	65.2%
MSR	578	45.9%
Traditional or Compound Bow	485	38.5%
Muzzleloader	383	30.4%
Crossbow	274	21.8%
None of the Above	25	2.0%
Total	1,259	100.0%

Table U.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	903	71.5%
Plinking or informal target shooting with a traditional rimfire rifle	897	71.0%
Plinking or informal target shooting with a traditional centerfire rifle	813	64.4%
Sighting-in rifle with a traditional centerfire rifle	767	60.7%
Plinking or informal target shooting with a Revolver	757	59.9%
Informal (backyard or testing) with a Shotgun	669	53.0%
Sighting-in rifle with a traditional rimfire rifle	633	50.1%
Pattern shotgun	552	43.7%
Sighting-in with a Semi-automatic Handgun	522	41.3%
Plinking or informal target shooting with a MSR	506	40.1%
Target shooting with a traditional or compound bow	485	38.4%
Sporting clays with a Shotgun	483	38.2%
Skeet with a Shotgun	414	32.8%
Trap with a Shotgun	404	32.0%
Target shooting with a muzzleloader	383	30.3%
Benchrest with a traditional centerfire rifle	382	30.2%
Sighting-In with a Shotgun	377	29.8%
Sighting-in rifle with a MSR	374	29.6%
Sighting-in with a Revolver	373	29.5%
Long range with a traditional centerfire rifle	357	28.3%
Load Testing/Development with a traditional centerfire rifle	311	24.6%

Testing (Ammo & firearm) with a Semi-automatic Handgun	301	23.8%
Target shooting with a crossbow	274	21.7%
Teaching/Informative with a Semi-automatic Handgun	244	19.3%
Benchrest with a traditional rimfire rifle	228	18.1%
Testing (Ammo & firearm) with a Revolver	212	16.8%
Bullseye with a Semi-automatic Handgun	199	15.8%
Teaching/Informative with a traditional rimfire rifle	198	15.7%
Teaching/Informative with a traditional centerfire rifle	196	15.5%
Silhouette with a Semi-automatic Handgun	191	15.1%
Teaching/Informative with a Shotgun	188	14.9%
Target shooting with an air rifle at a range	178	14.1%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	172	13.6%
Teaching/Informative with a Revolver	154	12.2%
Teaching/Informative with a MSR	153	12.1%
Load Testing/Development with a MSR	148	11.7%
Load Testing/Development with a Semi-automatic Handgun	147	11.6%
Load Testing/Development with a Revolver	137	10.8%
Bullseye with a Revolver	136	10.8%
5 Stand with a Shotgun	133	10.5%
Long range with a MSR	129	10.2%
Tactical with a MSR	117	9.3%
Wobble Trap with a Shotgun	112	8.9%
Training (Military / Defense / Law Enforcement) with a MSR	112	8.9%
Silhouette with a Revolver	112	8.9%
Silhouette with a traditional centerfire rifle	109	8.6%
Benchrest with a MSR	107	8.5%
Test reload with a Shotgun	102	8.1%
Long range with a traditional rimfire rifle	94	7.4%
Silhouette with a traditional rimfire rifle	89	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	87	6.9%
Training (Military / Defense / Law Enforcement) with a Revolver	70	5.5%
Steel Challenge with a Semi-automatic Handgun	67	5.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	66	5.2%
Load Testing/Development with a traditional rimfire rifle	60	4.8%
Tactical with a traditional centerfire rifle	58	4.6%
Bowling pin with a Semi-automatic Handgun	56	4.4%
Silhouette with a MSR	54	4.3%
Dog training with a shotgun	46	3.6%
IDPA with a Semi-automatic Handgun	44	3.5%
Three (3) position with a traditional centerfire rifle	35	2.8%
Cowboy action with a Revolver	34	2.7%
3 Gun with a Semi-automatic Handgun	32	2.5%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	28	2.2%
3 Gun with a Shotgun	27	2.1%
Steel Challenge with a traditional rimfire rifle	26	2.1%
Steel Challenge with a traditional centerfire rifle	25	2.0%
3 Gun with a MSR	25	2.0%
Steel Challenge with a MSR	25	2.0%
None of the above	25	2.0%
Three (3) position with a traditional rimfire rifle	24	1.9%
Bowling pin with a Revolver	23	1.8%
Tactical with a traditional rimfire rifle	23	1.8%
Three (3) position with a MSR	22	1.7%
Steel Challenge with a Revolver	21	1.7%
IPSC with a Semi-automatic Handgun	19	1.5%
Cowboy Action with a Shotgun	15	1.2%
Cowboy action with a traditional centerfire rifle	14	1.1%
NRA high power with a traditional centerfire rifle	10	0.8%
3 Gun with a traditional centerfire rifle	8	0.6%
NRA high power with a MSR	8	0.6%
IDPA with a Revolver	7	0.6%
Cowboy action with a Semi-automatic Handgun	6	0.5%
Cowboy action with a traditional rimfire rifle	4	0.3%
3 Gun with a traditional rimfire rifle	3	0.2%
NRA high power with a traditional rimfire rifle	3	0.2%
Schuetzen with a traditional centerfire rifle	2	0.2%
IPSC with a Revolver	2	0.2%
Schuetzen with a traditional rimfire rifle	2	0.2%
Schuetzen with a MSR	1	0.1%
Total	1,263	100.0%

Upland game Hunting Interest

Table U.19) Which methods would you be interested in using in order to target upland game? *Error! Not a valid filename.*

Table U.20) Why haven't you ever (or within the past 3 years) hunted upland game?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	98	42.4%
I do not have anyone to go with	62	26.8%
Places to hunt are too limited, no convenient place to hunt	61	26.4%
Don't know how to start	52	22.5%
Too expensive	46	19.9%
No hunting land available	44	19.0%
Do not have time	31	13.4%
If I had a successful hunt I wouldn't know what to do with my harvest	25	10.8%
My hunting skills need improving / I need more training	23	10.0%
There are other activities I'd rather do	11	4.8%
I am not able to buy a license	10	4.3%
I moved to a new home and don't know where to go	8	3.5%
Medical reasons / disability	7	3.0%
Other	6	2.6%
I don't own the proper equipment	5	2.2%
Hunting rules are too complex	4	1.7%
Total	231	100.0%

Influential Media and Individuals

Table U.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table U.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	422	28.3%
Television shows	822	55.1%
Magazines	633	42.5%
Seminars	77	5.2%
Hunter education programs	149	10.0%
State wildlife management agencies	296	19.9%
Retailers	70	4.7%
Local clubs or social organizations	145	9.7%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	493	33.1%
Other, please specify	82	5.5%
Total	1,491	100.0%

Table U.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	224	53.5%
Fish and Wildlife agency produced videos	114	27.2%
How-to videos	230	54.9%
Informational/political/talk show style	61	14.6%
Professionals hunting/fishing/shooting	307	73.3%
Non-professionals (home videos) hunting/fishing/shooting	225	53.7%
Comedy/blooper videos	20	4.8%
Competitions	39	9.3%
Product reviews	152	36.3%
Other	2	0.5%
Total	419	100.0%

Table U.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	52	6.4%
Animal Planet	49	6.0%
Comcast SportsNet	4	0.5%
Discovery Channel	96	11.8%
ESPN/ESPN 2	43	5.3%
History Channel	75	9.2%
Military Channel	25	3.1%
National Geographic	72	8.8%
NBC Sports	28	3.4%
Outdoor Channel	694	84.9%
Pursuit Channel	312	38.2%
Sportsman Channel	541	66.2%
Sunshine Network / SUN Sports	7	0.9%
WildTV	16	2.0%
World Fishing Network	33	4.0%
Other national network	6	0.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	170	20.8%
I watched hunting/fishing TV, but don't remember the channel	161	19.7%
Total	817	100.0%

Table U.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	623	44.6%
Programming offered by the Fish / Wildlife Agency for my state of residence	490	35.1%
Books / magazines	477	34.2%
Membership in a non-profit organization specific to this type of hunting	383	27.4%
Joining a local hunt club	363	26.0%
YouTube videos	361	25.9%
Programming offered by outdoor retailers	317	22.7%
Online forums / blogs	253	18.1%
Other: Please describe	136	9.7%
Total	1,396	100.0%

Table U.26) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	143	27.0%	83	29.9%	107	25.4%	90	28.0%
	Google+	101	19.1%	61	21.9%	71	16.9%	67	20.8%
	Twitter	26	4.9%	16	5.8%	26	6.2%	25	7.8%
	Pinterest	16	3.0%	17	6.1%	23	5.5%	18	5.6%
	Instagram	47	8.9%	34	12.2%	45	10.7%	37	11.5%
	YouTube	242	45.7%	156	56.1%	208	49.4%	162	50.3%
	Television programs	269	50.8%	165	59.4%	229	54.4%	173	53.7%
	Books	130	24.5%	74	26.6%	100	23.8%	96	29.8%
	Magazines	391	73.8%	203	73.0%	280	66.5%	242	75.2%
	Online Forums	156	29.4%	89	32.0%	122	29.0%	104	32.3%
	Newsletter from hunting / wildlife groups or organizations	213	40.2%	130	46.8%	180	42.8%	175	54.3%
	Fish / Wildlife Agency for My State of Residence	303	57.2%	170	61.2%	283	67.2%	200	62.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	197	37.2%	102	36.7%	177	42.0%	140	43.5%
	Other	9	1.7%	5	1.8%	10	2.4%	9	2.8%
	None Of The Above	7	1.3%	5	1.8%	9	2.1%	4	1.2%
Total		530	100.0%	278	100.0%	421	100.0%	322	100.0%

Table U.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	98	31.7%	78	24.9%	91	22.2%	73	34.9%	25	20.5%
	Google+	58	18.8%	61	19.5%	84	20.5%	42	20.1%	17	13.9%
	Twitter	27	8.7%	20	6.4%	25	6.1%	20	9.6%	4	3.3%
	Pinterest	22	7.1%	14	4.5%	17	4.1%	16	7.7%	3	2.5%
	Instagram	42	13.6%	34	10.9%	27	6.6%	24	11.5%	7	5.7%
	YouTube	254	82.2%	155	49.5%	207	50.5%	138	66.0%	54	44.3%
	Television programs	167	54.0%	170	54.3%	236	57.6%	118	56.5%	70	57.4%
	Books	84	27.2%	71	22.7%	142	34.6%	69	33.0%	31	25.4%
	Magazines	208	67.3%	210	67.1%	369	90.0%	144	68.9%	84	68.9%
	Online Forums	120	38.8%	97	31.0%	114	27.8%	111	53.1%	28	23.0%
	Newsletter from hunting / wildlife groups or organizations	121	39.2%	130	41.5%	181	44.1%	88	42.1%	39	32.0%
	Fish / Wildlife Agency for My State of Residence	159	51.5%	170	54.3%	225	54.9%	112	53.6%	65	53.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	105	34.0%	119	38.0%	152	37.1%	78	37.3%	40	32.8%
	Other	8	2.6%	7	2.2%	10	2.4%	8	3.8%	5	4.1%
None Of The Above	5	1.6%	7	2.2%	5	1.2%	2	1.0%	8	6.6%	
Total		309	100.0%	313	100.0%	410	100.0%	209	100.0%	122	100.0%

Upland game Hunting with a Crossbow

Table UC.1) **Sample frame**

	Count
Have not hunted uplandgame in the past 3 years, and have not hunted with a crossbow in that time either	26
Have not hunted uplandgame in the past 3 years, but have hunted with a crossbow recently	8
Have hunted uplandgame in the past 3 years, but not with a crossbow	41
Total sample	75

Table UC.2) How many respondents have hunted upland game at some point in the past?

	Count
Have never hunted this species before	15
Have hunted this species before	60
Total	75

Demographic Information

Table UC.3) What is your current age?

	Count	Column Percent
18 to 24	0	0.0%
25 to 34	5	7.5%
35 to 44	13	19.4%
45 to 54	18	26.9%
55 to 64	24	35.8%
65 and older	7	10.4%
Total	67	100.0%

Table UC.4) What is your gender?

	Count	Column Percent
Male	62	92.5%
Female	5	7.5%
Total	67	100.0%

Table UC.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	8	11.9%
\$20,000 to \$29,999	4	6.0%
\$30,000 to \$39,999	5	7.5%
\$40,000 to \$49,999	5	7.5%
\$50,000 to \$74,999	13	19.4%
\$75,000 to \$99,999	10	14.9%
\$100,000 to \$149,999	14	20.9%
\$150,000 to \$200,000	5	7.5%
More than \$200,000	3	4.5%
Total	67	100.0%

Table UC.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	15	22.4%
Trade school, associates degree or similar	23	34.3%
Bachelors degree	16	23.9%
Masters degree	11	16.4%
Ph D and higher	2	3.0%
Total	67	100.0%

Table UC.7) In which region do you live?

	Count	Column Percent
Northeast	6	9.0%
Midwest	12	17.9%
South	21	31.3%
West	26	38.8%
Canada	2	3.0%
Total	67	100.0%

Introduction to Hunting

Table UC.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	26	34.7%
11 to 17 years old	37	49.3%
18 to 24 years old	7	9.3%
25 to 34 years old	3	4.0%
35 to 44 years old	1	1.3%
45 to 54 years old	1	1.3%
55 to 64 years old	0	0.0%
65 years and older	0	0.0%
Total	75	100.0%

Table UC.9) Which species did you target on your first hunt?

	Count	Column Percent
Upland game	0	0.0%
Deer	31	41.3%
Elk	1	1.3%
Other big game	1	1.3%
Predators	3	4.0%
Small game	30	40.0%
Turkey	3	4.0%
Upland game birds	20	26.7%
Waterfowl	2	2.7%
Wild pig / feral hog	3	4.0%
Others	5	6.7%
Total	75	100.0%

Table UC.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	1	1.3%
Compound bow	1	1.3%
Crossbow	0	0.0%
MSR	2	2.7%
No weapon / toy	1	1.3%
Revolver	0	0.0%
Semi-automatic handgun	0	0.0%
Shotgun	36	48.0%
Traditional bow	0	0.0%
Traditional rifle	34	45.3%
Other	0	0.0%
Total	75	100.0%

Table UC.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	2	2.7%
Aunt / Uncle	7	9.3%
Co-worker	1	1.3%
Father	43	57.3%
Friend	15	20.0%
Grandparent	7	9.3%
Guide / outfitter	0	0.0%
Mother	2	2.7%
Neighbor	0	0.0%
Nobody / I hunted alone on my first hunt	0	0.0%
Sibling	3	4.0%
Spouse	4	5.3%
Other	2	2.7%
Total	75	100.0%

Table UC.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	59	78.7%
Wanted to spend more time outdoors	54	72.0%
Tradition / way of life	51	68.0%
It has always interested me	51	68.0%
To become self-sufficient / become a provider / obtain my own meat	45	60.0%
It's relaxing / an escape	41	54.7%
I wanted a challenge / adventure	35	46.7%
Wanted to try a new sport	19	25.3%
Support conservation efforts	17	22.7%
To teach someone else / introduce my children or others to hunting	14	18.7%
Other Please write in	0	0.0%
Total	75	100.0%

Table UC.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	26	34.7%
1 year	7	9.3%
2 - 5 years	27	36.0%
6 to 10 years	7	9.3%
More than 10 years	5	6.7%
I have only ever hunted [the species that I first targeted]	3	4.0%
Total	75	100.0%

Table UC.14) Which species have you ever targeted?

	Count	Column Percent
Upland game	34	47.2%
Deer	71	98.6%
Elk	37	51.4%
Other big game	29	40.3%
Others	4	5.6%
Predators	52	72.2%
Small game	65	90.3%
Turkey	54	75.0%
Upland game birds	60	83.3%
Waterfowl	49	68.1%
Wild pig / feral hog	31	43.1%
Total	72	100.0%

Current Hunting Activities

Table UC.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Upland game	23	32.4%
Deer	65	91.5%
Elk	27	38.0%
Other big game	20	28.2%
Others	4	5.6%
Predators	37	52.1%
Small game	46	64.8%
Turkey	45	63.4%
Upland game birds	40	56.3%
Waterfowl	23	32.4%
Wild pig / feral hog	21	29.6%
Total	71	100.0%

Table UC.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	68	90.7%
Shotgun	63	84.0%
Traditional bow/compound bow	43	57.3%
Modern sporting rifle / AR platform / AK platform	40	53.3%
Muzzleloader	32	42.7%
Handgun	31	41.3%
Crossbow	6	8.0%
Other	2	2.7%
Total	75	100.0%

Table UC.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Upland game	11	20.4%
Deer	6	11.1%
Elk	10	18.5%
Other big game	9	16.7%
Predators	14	25.9%
Small Game	20	37.0%
Turkey	9	16.7%
Upland game birds	20	37.0%
Waterfowl	25	46.3%
Wild pig / feral hog	10	18.5%
Total number of hunters who have lapsed at least one species in their lifetime	54	100.0%

Table UC.18) Why have you lapsed upland game hunting?

	Count	Column Percent
I do not have anybody to go with anymore	7	35.0%
Do not have time	5	25.0%
No hunting land available for this species anymore	4	20.0%
I moved to a new location where I am not able to do this type of hunting	2	10.0%
I was not successful	2	10.0%
I need more training	2	10.0%
Too expensive	1	5.0%
No longer interested or did not enjoy this type of hunting	1	5.0%
Medical reasons / disabilities	1	5.0%
Other, please describe	1	5.0%
Total	20	100.0%

Current Shooting Activities

Table UC.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	51	89.5%
Semiautomatic Handgun	51	89.5%
Shotgun	49	86.0%
Traditional Rimfire Rifle	45	78.9%
Revolver	42	73.7%
MSR	36	63.2%
Traditional or Compound Bow	30	52.6%
Muzzleloader	16	28.1%
Crossbow	8	14.0%
None of the Above	0	0.0%
Total	57	100.0%

Table UC.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	49	86.0%
Plinking or informal target shooting with a traditional rimfire rifle	45	78.9%
Plinking or informal target shooting with a traditional centerfire rifle	44	77.2%
Plinking or informal target shooting with a Revolver	39	68.4%
Informal (backyard or testing) with a Shotgun	37	64.9%
Sighting-in rifle with a traditional centerfire rifle	35	61.4%
Sighting-in rifle with a traditional rimfire rifle	33	57.9%
Sighting-in with a Semi-automatic Handgun	32	56.1%
Plinking or informal target shooting with a MSR	31	54.4%
Target shooting with a traditional or compound bow	30	52.6%
Pattern shotgun	28	49.1%
Sporting clays with a Shotgun	27	47.4%
Long range with a traditional centerfire rifle	26	45.6%
Sighting-in with a Revolver	26	45.6%
Sighting-In with a Shotgun	23	40.4%
Skeet with a Shotgun	23	40.4%
Trap with a Shotgun	22	38.6%
Load Testing/Development with a traditional centerfire rifle	21	36.8%
Sighting-in rifle with a MSR	21	36.8%
Teaching/Informative with a traditional centerfire rifle	20	35.1%
Benchrest with a traditional centerfire rifle	19	33.3%
Teaching/Informative with a traditional rimfire rifle	19	33.3%
Teaching/Informative with a Semi-automatic Handgun	16	28.1%

Target shooting with a muzzleloader	16	28.1%
Load Testing/Development with a MSR	15	26.3%
Silhouette with a Semi-automatic Handgun	15	26.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	15	26.3%
Teaching/Informative with a Revolver	15	26.3%
Benchrest with a traditional rimfire rifle	15	26.3%
Silhouette with a Revolver	13	22.8%
Bullseye with a Revolver	12	21.1%
Teaching/Informative with a Shotgun	11	19.3%
Teaching/Informative with a MSR	11	19.3%
Bullseye with a Semi-automatic Handgun	11	19.3%
Long range with a traditional rimfire rifle	11	19.3%
Load Testing/Development with a Semi-automatic Handgun	10	17.5%
Testing (Ammo & firearm) with a Revolver	10	17.5%
Silhouette with a traditional centerfire rifle	9	15.8%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	9	15.8%
Load Testing/Development with a Revolver	9	15.8%
Test reload with a Shotgun	8	14.0%
Long range with a MSR	8	14.0%
Training (Military / Defense / Law Enforcement) with a MSR	8	14.0%
Target shooting with a crossbow	8	14.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	7	12.3%
Wobble Trap with a Shotgun	7	12.3%
Tactical with a traditional centerfire rifle	7	12.3%
Benchrest with a MSR	7	12.3%
Dog training with a shotgun	7	12.3%
Target shooting with an air rifle at a range	7	12.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	6	10.5%
Tactical with a MSR	6	10.5%
Load Testing/Development with a traditional rimfire rifle	6	10.5%
Silhouette with a traditional rimfire rifle	6	10.5%
5 Stand with a Shotgun	5	8.8%
Silhouette with a MSR	5	8.8%
Training (Military / Defense / Law Enforcement) with a Revolver	5	8.8%
Bowling pin with a Semi-automatic Handgun	3	5.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	5.3%
Steel Challenge with a traditional centerfire rifle	2	3.5%
Three (3) position with a traditional centerfire rifle	2	3.5%
IPSC with a Semi-automatic Handgun	2	3.5%
Steel Challenge with a traditional rimfire rifle	2	3.5%
Three (3) position with a traditional rimfire rifle	2	3.5%
3 Gun with a Shotgun	1	1.8%

NRA high power with a traditional centerfire rifle	1	1.8%
3 Gun with a MSR	1	1.8%
Three (3) position with a MSR	1	1.8%
Cowboy action with a Semi-automatic Handgun	1	1.8%
IDPA with a Semi-automatic Handgun	1	1.8%
Steel Challenge with a Semi-automatic Handgun	1	1.8%
Bowling pin with a Revolver	1	1.8%
Cowboy action with a Revolver	1	1.8%
IPSC with a Revolver	1	1.8%
Steel Challenge with a Revolver	1	1.8%
Tactical with a traditional rimfire rifle	1	1.8%
Total	57	100.0%

Upland game Hunting Interest

Table UC.21) Why haven't you ever (or within the past 3 years) hunted upland game?

	Count	Column Percent
Do not have time	3	42.9%
I do not have anyone to go with	1	14.3%
There are other activities I'd rather do	1	14.3%
My hunting skills need improving / I need more training	1	14.3%
I moved to a new home and don't know where to go	1	14.3%
No hunting land available	0	0.0%
Don't know how to start	0	0.0%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
Too expensive	0	0.0%
Places to hunt are too limited, no convenient place to hunt	0	0.0%
I am not able to buy a license	0	0.0%
Hunting rules are too complex	0	0.0%
I don't own the proper equipment	0	0.0%
If I had a successful hunt I wouldn't know what to do with my harvest	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	7	100.0%

Influential Media and Individuals

Table UC.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	38	52.8%
Father	21	29.2%
Self / nobody else	20	27.8%
Grandparent	10	13.9%
Sibling	10	13.9%
Uncle / Aunt	8	11.1%
Co-worker	5	6.9%
Another relative	5	6.9%
Neighbor	4	5.6%
Children / grandchildren	3	4.2%
Spouse	2	2.8%
Guide / outfitter	2	2.8%
Other, please specify	2	2.8%
Mother	0	0.0%
Total	72	100.0%

Table UC.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	21	29.6%
Television shows	33	46.5%
Magazines	30	42.3%
Seminars	7	9.9%
Hunter education programs	13	18.3%
State wildlife management agencies	18	25.4%
Retailers	7	9.9%
Local clubs or social organizations	14	19.7%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	29	40.8%
Other, please specify	4	5.6%
Total	71	100.0%

Table UC.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	10	47.6%
Fish and Wildlife agency produced videos	10	47.6%
How-to videos	14	66.7%
Informational/political/talk show style	5	23.8%
Professionals hunting/fishing/shooting	17	81.0%
Non-professionals (home videos) hunting/fishing/shooting	16	76.2%
Comedy/blooper videos	6	28.6%
Competitions	5	23.8%
Product reviews	11	52.4%
Other	1	4.8%
Total	21	100.0%

Table UC.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	3	9.1%
Animal Planet	6	18.2%
Comcast SportsNet	0	0.0%
Discovery Channel	10	30.3%
ESPN/ESPN 2	3	9.1%
History Channel	7	21.2%
Military Channel	1	3.0%
National Geographic	5	15.2%
NBC Sports	2	6.1%
Outdoor Channel	27	81.8%
Pursuit Channel	15	45.5%
Sportsman Channel	23	69.7%
Sunshine Network / SUN Sports	0	0.0%
WildTV	2	6.1%
World Fishing Network	5	15.2%
Other national network	1	3.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	7	21.2%
I watched hunting/fishing TV, but don't remember the channel	8	24.2%
Total	33	100.0%

Table UC.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	38	54.3%
An invitation from a friend / family member	31	44.3%
Books / magazines	29	41.4%
Membership in a non-profit organization specific to this type of hunting	25	35.7%
Programming offered by outdoor retailers	21	30.0%
Joining a local hunt club	21	30.0%
YouTube videos	19	27.1%
Online forums / blogs	17	24.3%
Other: Please describe	7	10.0%
Total	70	100.0%

Table UC.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	13 44.8%	13 61.9%	16 45.7%	11 44.0%			
	Google+	7 24.1%	6 28.6%	8 22.9%	5 20.0%			
	Twitter	2 6.9%	4 19.0%	4 11.4%	2 8.0%			
	Pinterest	4 13.8%	4 19.0%	4 11.4%	2 8.0%			
	Instagram	5 17.2%	4 19.0%	5 14.3%	2 8.0%			
	YouTube	16 55.2%	12 57.1%	19 54.3%	14 56.0%			
	Television programs	20 69.0%	19 90.5%	22 62.9%	18 72.0%			
	Books	10 34.5%	10 47.6%	15 42.9%	9 36.0%			
	Magazines	22 75.9%	19 90.5%	25 71.4%	21 84.0%			
	Online Forums	10 34.5%	9 42.9%	13 37.1%	10 40.0%			
	Newsletter from hunting / wildlife groups or organizations	14 48.3%	13 61.9%	19 54.3%	16 64.0%			
	Fish / Wildlife Agency for My State of Residence	17 58.6%	14 66.7%	24 68.6%	17 68.0%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	13 44.8%	10 47.6%	17 48.6%	12 48.0%			
	Other	0 0.0%	1 4.8%	1 2.9%	1 4.0%			
	None Of The Above	1 3.4%	0 0.0%	0 0.0%	0 0.0%			
	Total	29 100.0%	21 100.0%	35 100.0%	25 100.0%			

Table UC.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	13	72.2%	11	55.0%	14	50.0%	12	75.0%	1	14.3%
	Google+	5	27.8%	3	15.0%	5	17.9%	6	37.5%	0	0.0%
	Twitter	3	16.7%	3	15.0%	3	10.7%	4	25.0%	1	14.3%
	Pinterest	3	16.7%	2	10.0%	2	7.1%	3	18.8%	1	14.3%
	Instagram	3	16.7%	4	20.0%	2	7.1%	3	18.8%	1	14.3%
	YouTube	15	83.3%	12	60.0%	15	53.6%	14	87.5%	4	57.1%
	Television programs	13	72.2%	14	70.0%	20	71.4%	12	75.0%	3	42.9%
	Books	8	44.4%	9	45.0%	9	32.1%	7	43.8%	3	42.9%
	Magazines	16	88.9%	16	80.0%	27	96.4%	15	93.8%	6	85.7%
	Online Forums	10	55.6%	8	40.0%	11	39.3%	10	62.5%	3	42.9%
	Newsletter from hunting / wildlife groups or organizations	10	55.6%	12	60.0%	12	42.9%	8	50.0%	4	57.1%
	Fish / Wildlife Agency for My State of Residence	11	61.1%	11	55.0%	16	57.1%	7	43.8%	6	85.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	8	44.4%	7	35.0%	12	42.9%	6	37.5%	4	57.1%
	Other	1	5.6%	1	5.0%	1	3.6%	1	6.3%	0	0.0%
None Of The Above	0	0.0%	0	0.0%	1	3.6%	0	0.0%	0	0.0%	
Total		18	100.0%	20	100.0%	28	100.0%	16	100.0%	7	100.0%

Upland game Hunting with a Shotgun

Table US.1) **Sample frame**

	Count
Have not hunted uplandgame in the past 3 years, and have not hunted with a shotgun in that time either	239
Have not hunted uplandgame in the past 3 years, but have hunted with a shotgun recently	1374
Have hunted uplandgame in the past 3 years, but not with a shotgun	104
Total sample	1717

Table US.2) How many respondents have hunted upland game at some point in the past?

	Count
Have never hunted this species before	576
Have hunted this species before	1141
Total	1717

Demographic Information

Table US.3) What is your current age?

	Count	Column Percent
18 to 24	21	1.5%
25 to 34	133	9.7%
35 to 44	182	13.2%
45 to 54	311	22.6%
55 to 64	423	30.8%
65 and older	305	22.2%
Total	1,375	100.0%

Table US.4) What is your gender?

	Count	Column Percent
Male	1,327	96.2%
Female	52	3.8%
Total	1,379	100.0%

Table US.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	53	3.9%
\$20,000 to \$29,999	36	2.6%
\$30,000 to \$39,999	55	4.0%
\$40,000 to \$49,999	104	7.6%
\$50,000 to \$74,999	276	20.2%
\$75,000 to \$99,999	259	19.0%
\$100,000 to \$149,999	347	25.4%
\$150,000 to \$200,000	119	8.7%
More than \$200,000	115	8.4%
Total	1,364	100.0%

Table US.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	8	0.6%
High school graduation	279	20.2%
Trade school, associates degree or similar	418	30.3%
Bachelors degree	419	30.4%
Masters degree	185	13.4%
Ph D and higher	70	5.1%
Total	1,379	100.0%

Table US.7) In which region do you live?

	Count	Column Percent
Northeast	171	12.4%
Midwest	364	26.4%
South	589	42.7%
West	246	17.9%
Canada	8	0.6%
Total	1,378	100.0%

Introduction to Hunting

Table US.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	682	39.7%
11 to 17 years old	758	44.2%
18 to 24 years old	110	6.4%
25 to 34 years old	90	5.2%
35 to 44 years old	39	2.3%
45 to 54 years old	25	1.5%
55 to 64 years old	10	0.6%
65 years and older	2	0.1%
Total	1,716	100.0%

Table US.9) Which species did you target on your first hunt?

	Count	Column Percent
Upland game	12	0.7%
Deer	518	30.2%
Elk	30	1.7%
Other big game	13	0.8%
Predators	30	1.7%
Small game	927	54.0%
Turkey	79	4.6%
Upland game birds	343	20.0%
Waterfowl	113	6.6%
Wild pig / feral hog	29	1.7%
Others	41	2.4%
Total	1,716	100.0%

Table US.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	8	0.5%
Compound bow	37	2.2%
Crossbow	1	0.1%
MSR	19	1.1%
No weapon / toy	49	2.9%
Revolver	3	0.2%
Semi-automatic handgun	7	0.4%
Shotgun	942	54.9%
Traditional bow	19	1.1%
Traditional rifle	624	36.4%
Other	6	0.3%
Total	1,715	100.0%

Table US.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	70	4.1%
Aunt / Uncle	180	10.5%
Co-worker	23	1.3%
Father	956	55.8%
Friend	274	16.0%
Grandparent	193	11.3%
Guide / outfitter	10	0.6%
Mother	19	1.1%
Neighbor	29	1.7%
Nobody / I hunted alone on my first hunt	121	7.1%
Sibling	85	5.0%
Spouse	20	1.2%
Other	21	1.2%
Total	1,714	100.0%

Table US.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	1,037	61.7%
Spend time with family or friends who already hunted	1,026	61.0%
Wanted to spend more time outdoors	992	59.0%
Tradition / way of life	983	58.4%
It's relaxing / an escape	668	39.7%
I wanted a challenge / adventure	607	36.1%
To become self-sufficient / become a provider / obtain my own meat	555	33.0%
Support conservation efforts	282	16.8%
Wanted to try a new sport	229	13.6%
To teach someone else / introduce my children or others to hunting	154	9.2%
Other Please write in	4	0.2%
Total	1,682	100.0%

Table US.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	448	26.3%
1 year	113	6.6%
2 - 5 years	674	39.5%
6 to 10 years	196	11.5%
More than 10 years	155	9.1%
I have only ever hunted [the species that I first targeted]	120	7.0%
Total	1,706	100.0%

Table US.14) Which species have you ever targeted?

	Count	Column Percent
Upland game	454	28.4%
Deer	1,531	95.9%
Elk	507	31.7%
Other big game	350	21.9%
Others	39	2.4%
Predators	886	55.5%
Small game	1,356	84.9%
Turkey	1,211	75.8%
Upland game birds	1,141	71.4%
Waterfowl	983	61.6%
Wild pig / feral hog	547	34.3%
Total	1,597	100.0%

Current Hunting Activities

Table US.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Upland game	201	12.8%
Deer	1,368	87.4%
Elk	281	17.9%
Other big game	105	6.7%
Others	72	4.6%
Predators	541	34.5%
Small game	720	46.0%
Turkey	912	58.2%
Upland game birds	73	4.7%
Waterfowl	383	24.5%
Wild pig / feral hog	320	20.4%
Total	1,566	100.0%

Table US.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,491	86.8%
Shotgun	1,359	79.1%
Traditional bow/compound bow	677	39.4%
Muzzleloader	657	38.3%
Modern sporting rifle / AR platform / AK platform	556	32.4%
Handgun	488	28.4%
Crossbow	393	22.9%
Other	39	2.3%
Total	1,717	100.0%

Table US.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Upland game	253	18.3%
Deer	163	11.8%
Elk	226	16.4%
Other big game	232	16.8%
Predators	344	24.9%
Small Game	662	48.0%
Turkey	299	21.7%
Upland game birds	1,066	77.3%
Waterfowl	587	42.6%
Wild pig / feral hog	227	16.5%
Total number of hunters who have lapsed at least one species in their lifetime	1,379	100.0%

Table US.18) Why have you lapsed upland game hunting?

	Count	Column Percent
No hunting land available for this species anymore	368	34.9%
Do not have time	275	26.1%
I do not have anybody to go with anymore	201	19.1%
Other, please describe	201	19.1%
I moved to a new location where I am not able to do this type of hunting	166	15.8%
Too expensive	75	7.1%
Medical reasons / disabilities	65	6.2%
No longer interested or did not enjoy this type of hunting	32	3.0%
I was not successful	17	1.6%
I need more training	16	1.5%
Total	1,053	100.0%

Current Shooting Activities

Table US.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,083	82.0%
Shotgun	1,057	80.1%
Semiautomatic Handgun	1,055	79.9%
Traditional Rimfire Rifle	1,044	79.1%
Revolver	869	65.8%
MSR	614	46.5%
Traditional or Compound Bow	500	37.9%
Muzzleloader	391	29.6%
Crossbow	279	21.1%
None of the Above	24	1.8%
Total	1,320	100.0%

Table US.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	959	72.4%
Plinking or informal target shooting with a traditional rimfire rifle	944	71.3%
Plinking or informal target shooting with a traditional centerfire rifle	861	65.0%
Sighting-in rifle with a traditional centerfire rifle	812	61.3%
Plinking or informal target shooting with a Revolver	803	60.6%
Informal (backyard or testing) with a Shotgun	692	52.3%
Sighting-in rifle with a traditional rimfire rifle	658	49.7%
Pattern shotgun	562	42.4%
Sighting-in with a Semi-automatic Handgun	550	41.5%
Plinking or informal target shooting with a MSR	539	40.7%
Sporting clays with a Shotgun	508	38.4%
Target shooting with a traditional or compound bow	500	37.8%
Skeet with a Shotgun	423	31.9%
Trap with a Shotgun	419	31.6%
Benchrest with a traditional centerfire rifle	406	30.7%
Sighting-in rifle with a MSR	398	30.1%
Target shooting with a muzzleloader	391	29.5%
Sighting-in with a Revolver	389	29.4%
Sighting-In with a Shotgun	384	29.0%
Long range with a traditional centerfire rifle	377	28.5%
Load Testing/Development with a traditional centerfire rifle	325	24.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	321	24.2%
Target shooting with a crossbow	279	21.1%

Teaching/Informative with a Semi-automatic Handgun	255	19.3%
Benchrest with a traditional rimfire rifle	240	18.1%
Testing (Ammo & firearm) with a Revolver	220	16.6%
Teaching/Informative with a traditional rimfire rifle	213	16.1%
Bullseye with a Semi-automatic Handgun	211	15.9%
Teaching/Informative with a traditional centerfire rifle	204	15.4%
Silhouette with a Semi-automatic Handgun	202	15.3%
Teaching/Informative with a Shotgun	194	14.7%
Target shooting with an air rifle at a range	187	14.1%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	179	13.5%
Teaching/Informative with a MSR	162	12.2%
Teaching/Informative with a Revolver	161	12.2%
Load Testing/Development with a MSR	160	12.1%
Load Testing/Development with a Semi-automatic Handgun	157	11.9%
Bullseye with a Revolver	145	11.0%
Load Testing/Development with a Revolver	145	11.0%
5 Stand with a Shotgun	140	10.6%
Long range with a MSR	140	10.6%
Tactical with a MSR	122	9.2%
Benchrest with a MSR	120	9.1%
Training (Military / Defense / Law Enforcement) with a MSR	118	8.9%
Silhouette with a Revolver	118	8.9%
Silhouette with a traditional centerfire rifle	115	8.7%
Wobble Trap with a Shotgun	114	8.6%
Test reload with a Shotgun	102	7.7%
Silhouette with a traditional rimfire rifle	98	7.4%
Long range with a traditional rimfire rifle	95	7.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	92	6.9%
Training (Military / Defense / Law Enforcement) with a Revolver	72	5.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	71	5.4%
Steel Challenge with a Semi-automatic Handgun	70	5.3%
Tactical with a traditional centerfire rifle	63	4.8%
Load Testing/Development with a traditional rimfire rifle	63	4.8%
Bowling pin with a Semi-automatic Handgun	62	4.7%
Silhouette with a MSR	55	4.2%
Dog training with a shotgun	49	3.7%
IDPA with a Semi-automatic Handgun	46	3.5%
Three (3) position with a traditional centerfire rifle	37	2.8%
3 Gun with a Semi-automatic Handgun	35	2.6%
Cowboy action with a Revolver	34	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	31	2.3%
3 Gun with a Shotgun	30	2.3%

3 Gun with a MSR	30	2.3%
Steel Challenge with a traditional rimfire rifle	29	2.2%
Steel Challenge with a traditional centerfire rifle	27	2.0%
Bowling pin with a Revolver	27	2.0%
Steel Challenge with a MSR	25	1.9%
Three (3) position with a traditional rimfire rifle	25	1.9%
Three (3) position with a MSR	24	1.8%
None of the above	24	1.8%
Tactical with a traditional rimfire rifle	23	1.7%
IPSC with a Semi-automatic Handgun	22	1.7%
Steel Challenge with a Revolver	21	1.6%
Cowboy Action with a Shotgun	15	1.1%
Cowboy action with a traditional centerfire rifle	14	1.1%
NRA high power with a traditional centerfire rifle	12	0.9%
NRA high power with a MSR	9	0.7%
3 Gun with a traditional centerfire rifle	8	0.6%
IDPA with a Revolver	7	0.5%
Cowboy action with a Semi-automatic Handgun	6	0.5%
Cowboy action with a traditional rimfire rifle	4	0.3%
NRA high power with a traditional rimfire rifle	4	0.3%
3 Gun with a traditional rimfire rifle	3	0.2%
Schuetzen with a traditional centerfire rifle	2	0.2%
IPSC with a Revolver	2	0.2%
Schuetzen with a traditional rimfire rifle	2	0.2%
Schuetzen with a MSR	1	0.1%
Total	1,324	100.0%

Upland game Hunting Interest

Table US.21) Why haven't you ever (or within the past 3 years) hunted upland game?

	Count	Column Percent
Places to hunt are too limited, no convenient place to hunt	86	29.5%
I do not have anyone to go with	74	25.3%
This species is not found in my part of the country, or it is not legal to hunt	58	19.9%
Do not have time	55	18.8%
Don't know how to start	54	18.5%
No hunting land available	53	18.2%
My hunting skills need improving / I need more training	36	12.3%
There are other activities I'd rather do	23	7.9%
Too expensive	22	7.5%
I don't own the proper equipment	19	6.5%
I moved to a new home and don't know where to go	12	4.1%
If I had a successful hunt I wouldn't know what to do with my harvest	8	2.7%
Hunting rules are too complex	5	1.7%
Medical reasons / disability	5	1.7%
Other	2	0.7%
I am not able to buy a license	0	0.0%
Total	292	100.0%

Influential Media and Individuals

Table US.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	812	51.5%
Father	435	27.6%
Self / nobody else	298	18.9%
Another relative	144	9.1%
Co-worker	136	8.6%
Uncle / Aunt	133	8.4%
Sibling	116	7.4%
Grandparent	104	6.6%
Children / grandchildren	57	3.6%
Spouse	54	3.4%
Neighbor	50	3.2%
Guide / outfitter	29	1.8%
Other, please specify	26	1.6%
Mother	9	0.6%
Total	1,578	100.0%

Table US.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	435	27.9%
Television shows	846	54.2%
Magazines	661	42.3%
Seminars	85	5.4%
Hunter education programs	158	10.1%
State wildlife management agencies	310	19.9%
Retailers	73	4.7%
Local clubs or social organizations	153	9.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	506	32.4%
Other, please specify	86	5.5%
Total	1,561	100.0%

Table US.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	231	53.5%
Fish and Wildlife agency produced videos	117	27.1%
How-to videos	235	54.4%
Informational/political/talk show style	60	13.9%
Professionals hunting/fishing/shooting	318	73.6%
Non-professionals (home videos) hunting/fishing/shooting	236	54.6%
Comedy/blooper videos	20	4.6%
Competitions	42	9.7%
Product reviews	152	35.2%
Other	3	0.7%
Total	432	100.0%

Table US.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	53	6.3%
Animal Planet	49	5.8%
Comcast SportsNet	4	0.5%
Discovery Channel	100	11.9%
ESPN/ESPN 2	42	5.0%
History Channel	77	9.2%
Military Channel	26	3.1%
National Geographic	74	8.8%
NBC Sports	30	3.6%
Outdoor Channel	713	84.8%
Pursuit Channel	318	37.8%
Sportsman Channel	562	66.8%
Sunshine Network / SUN Sports	9	1.1%
WildTV	17	2.0%
World Fishing Network	36	4.3%
Other national network	9	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	176	20.9%
I watched hunting/fishing TV, but don't remember the channel	167	19.9%
Total	841	100.0%

Table US.26) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
An invitation from a friend / family member	658	44.8%
Programming offered by the Fish / Wildlife Agency for my state of residence	518	35.3%
Books / magazines	497	33.8%
Membership in a non-profit organization specific to this type of hunting	402	27.4%
Joining a local hunt club	379	25.8%
YouTube videos	376	25.6%
Programming offered by outdoor retailers	334	22.7%
Online forums / blogs	266	18.1%
Other: Please describe	142	9.7%
Total	1,469	100.0%

Table US.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	151	27.0%	86	29.5%	109	24.5%	94	27.9%
	Google+	110	19.7%	64	21.9%	75	16.9%	71	21.1%
	Twitter	27	4.8%	17	5.8%	27	6.1%	25	7.4%
	Pinterest	18	3.2%	17	5.8%	24	5.4%	19	5.6%
	Instagram	49	8.8%	34	11.6%	44	9.9%	37	11.0%
	YouTube	249	44.5%	162	55.5%	214	48.2%	163	48.4%
	Television programs	281	50.3%	170	58.2%	238	53.6%	177	52.5%
	Books	138	24.7%	77	26.4%	101	22.7%	96	28.5%
	Magazines	412	73.7%	215	73.6%	296	66.7%	253	75.1%
	Online Forums	166	29.7%	93	31.8%	126	28.4%	105	31.2%
	Newsletter from hunting / wildlife groups or organizations	227	40.6%	137	46.9%	190	42.8%	187	55.5%
	Fish / Wildlife Agency for My State of Residence	318	56.9%	180	61.6%	294	66.2%	203	60.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	205	36.7%	103	35.3%	183	41.2%	141	41.8%
	Other	9	1.6%	7	2.4%	11	2.5%	9	2.7%
	None Of The Above	10	1.8%	5	1.7%	12	2.7%	5	1.5%
Total		559	100.0%	292	100.0%	444	100.0%	337	100.0%

Table US.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	99	30.7%	84	25.7%	97	22.7%	77	34.8%	25	19.7%
	Google+	61	18.9%	65	19.9%	89	20.8%	44	19.9%	19	15.0%
	Twitter	28	8.7%	20	6.1%	26	6.1%	21	9.5%	4	3.1%
	Pinterest	23	7.1%	14	4.3%	19	4.4%	16	7.2%	3	2.4%
	Instagram	42	13.0%	36	11.0%	27	6.3%	26	11.8%	7	5.5%
	YouTube	263	81.7%	164	50.2%	214	50.0%	148	67.0%	55	43.3%
	Television programs	172	53.4%	179	54.7%	241	56.3%	120	54.3%	71	55.9%
	Books	88	27.3%	75	22.9%	147	34.3%	72	32.6%	32	25.2%
	Magazines	217	67.4%	220	67.3%	383	89.5%	152	68.8%	89	70.1%
	Online Forums	125	38.8%	101	30.9%	117	27.3%	118	53.4%	28	22.0%
	Newsletter from hunting / wildlife groups or organizations	126	39.1%	137	41.9%	188	43.9%	92	41.6%	40	31.5%
	Fish / Wildlife Agency for My State of Residence	162	50.3%	174	53.2%	232	54.2%	117	52.9%	67	52.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	110	34.2%	119	36.4%	158	36.9%	81	36.7%	40	31.5%
	Other	9	2.8%	7	2.1%	11	2.6%	10	4.5%	6	4.7%
	None Of The Above	5	1.6%	7	2.1%	6	1.4%	2	0.9%	7	5.5%
Total		322	100.0%	327	100.0%	428	100.0%	221	100.0%	127	100.0%

Upland game Hunting with a Traditional or Compound Bow

Table UB.1) **Sample frame**

	Count
Have not hunted upland game in the past 3 years, and have not hunted with a traditional or compound bow in that time either	21
Have not hunted upland game in the past 3 years, but have hunted with a traditional or compound bow recently	66
Have hunted upland game in the past 3 years, but not with a traditional or compound bow	34
Total sample	121

Table UB.2) How many respondents have hunted upland game at some point in the past?

	Count
Have never hunted this species before	30
Have hunted this species before	91
Total	121

Demographic Information

Table UB.3) What is your current age?

	Count	Column Percent
18 to 24	2	1.9%
25 to 34	22	21.2%
35 to 44	22	21.2%
45 to 54	18	17.3%
55 to 64	31	29.8%
65 and older	9	8.7%
Total	104	100.0%

Table UB.4) What is your gender?

	Count	Column Percent
Male	99	95.2%
Female	5	4.8%
Total	104	100.0%

Table UB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	7	6.7%
\$20,000 to \$29,999	5	4.8%
\$30,000 to \$39,999	8	7.7%
\$40,000 to \$49,999	8	7.7%
\$50,000 to \$74,999	32	30.8%
\$75,000 to \$99,999	14	13.5%
\$100,000 to \$149,999	17	16.3%
\$150,000 to \$200,000	9	8.7%
More than \$200,000	4	3.8%
Total	104	100.0%

Table UB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	24	23.1%
Trade school, associates degree or similar	42	40.4%
Bachelors degree	25	24.0%
Masters degree	8	7.7%
Ph D and higher	5	4.8%
Total	104	100.0%

Table UB.7) In which region do you live?

	Count	Column Percent
Northeast	12	11.5%
Midwest	17	16.3%
South	29	27.9%
West	44	42.3%
Canada	2	1.9%
Total	104	100.0%

Introduction to Hunting

Table UB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	45	37.2%
11 to 17 years old	55	45.5%
18 to 24 years old	8	6.6%
25 to 34 years old	8	6.6%
35 to 44 years old	4	3.3%
45 to 54 years old	1	0.8%
55 to 64 years old	0	0.0%
65 years and older	0	0.0%
Total	121	100.0%

Table UB.9) Which species did you target on your first hunt?

	Count	Column Percent
Upland game	1	0.8%
Deer	44	36.4%
Elk	4	3.3%
Other big game	1	0.8%
Predators	5	4.1%
Small game	60	49.6%
Turkey	4	3.3%
Upland game birds	32	26.4%
Waterfowl	3	2.5%
Wild pig / feral hog	6	5.0%
Others	6	5.0%
Total	121	100.0%

Table UB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	1	0.8%
Compound bow	8	6.6%
Crossbow	0	0.0%
MSR	2	1.7%
No weapon / toy	3	2.5%
Revolver	0	0.0%
Semi-automatic handgun	0	0.0%
Shotgun	58	47.9%
Traditional bow	5	4.1%
Traditional rifle	44	36.4%
Other	0	0.0%
Total	121	100.0%

Table UB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	2	1.7%
Aunt / Uncle	10	8.3%
Co-worker	1	0.8%
Father	64	52.9%
Friend	27	22.3%
Grandparent	15	12.4%
Guide / outfitter	2	1.7%
Mother	1	0.8%
Neighbor	1	0.8%
Nobody / I hunted alone on my first hunt	3	2.5%
Sibling	5	4.1%
Spouse	4	3.3%
Other	3	2.5%
Total	121	100.0%

Table UB.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	88	74.6%
Wanted to spend more time outdoors	82	69.5%
Spend time with family or friends who already hunted	77	65.3%
Tradition / way of life	74	62.7%
It's relaxing / an escape	59	50.0%
To become self-sufficient / become a provider / obtain my own meat	58	49.2%
I wanted a challenge / adventure	52	44.1%
Support conservation efforts	24	20.3%
Wanted to try a new sport	21	17.8%
To teach someone else / introduce my children or others to hunting	14	11.9%
Other Please write in	0	0.0%
Total	118	100.0%

Table UB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	35	28.9%
1 year	10	8.3%
2 - 5 years	50	41.3%
6 to 10 years	14	11.6%
More than 10 years	10	8.3%
I have only ever hunted [the species that I first targeted]	2	1.7%
Total	121	100.0%

Table UB.14) Which species have you ever targeted?

	Count	Column Percent
Upland game	46	38.7%
Deer	117	98.3%
Elk	52	43.7%
Other big game	28	23.5%
Others	5	4.2%
Predators	76	63.9%
Small game	100	84.0%
Turkey	88	73.9%
Upland game birds	91	76.5%
Waterfowl	73	61.3%
Wild pig / feral hog	45	37.8%
Total	119	100.0%

Current Hunting Activities

Table UB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Upland game	29	25.0%
Deer	102	87.9%
Elk	38	32.8%
Other big game	14	12.1%
Others	9	7.8%
Predators	51	44.0%
Small game	67	57.8%
Turkey	63	54.3%
Upland game birds	34	29.3%
Waterfowl	26	22.4%
Wild pig / feral hog	29	25.0%
Total	116	100.0%

Table UB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	100	82.6%
Shotgun	99	81.8%
Traditional bow/compound bow	66	54.5%
Modern sporting rifle / AR platform / AK platform	57	47.1%
Muzzleloader	46	38.0%
Handgun	36	29.8%
Crossbow	15	12.4%
Other	4	3.3%
Total	121	100.0%

Table UB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Upland game	17	17.9%
Deer	15	15.8%
Elk	14	14.7%
Other big game	13	13.7%
Predators	24	25.3%
Small Game	36	37.9%
Turkey	25	26.3%
Upland game birds	57	60.0%
Waterfowl	46	48.4%
Wild pig / feral hog	16	16.8%
Total number of hunters who have lapsed at least one species in their lifetime	95	100.0%

Table UB.18) Why have you lapsed upland game hunting?

	Count	Column Percent
No hunting land available for this species anymore	16	28.1%
Do not have time	15	26.3%
I moved to a new location where I am not able to do this type of hunting	11	19.3%
Other, please describe	10	17.5%
I do not have anybody to go with anymore	9	15.8%
Too expensive	6	10.5%
No longer interested or did not enjoy this type of hunting	3	5.3%
I was not successful	2	3.5%
I need more training	2	3.5%
Medical reasons / disabilities	2	3.5%
Total	57	100.0%

Current Shooting Activities

Table UB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	78	83.9%
Traditional Rimfire Rifle	78	83.9%
Semiautomatic Handgun	76	81.7%
Shotgun	73	78.5%
Traditional or Compound Bow	57	61.3%
Revolver	56	60.2%
MSR	53	57.0%
Muzzleloader	30	32.3%
Crossbow	15	16.1%
None of the Above	1	1.1%
Total	93	100.0%

Table UB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	72	77.4%
Plinking or informal target shooting with a traditional centerfire rifle	70	75.3%
Plinking or informal target shooting with a Semi-automatic Handgun	67	72.0%
Informal (backyard or testing) with a Shotgun	58	62.4%
Sighting-in rifle with a traditional centerfire rifle	58	62.4%
Target shooting with a traditional or compound bow	57	61.3%
Plinking or informal target shooting with a Revolver	54	58.1%
Plinking or informal target shooting with a MSR	50	53.8%
Sighting-in rifle with a traditional rimfire rifle	49	52.7%
Sighting-in with a Semi-automatic Handgun	47	50.5%
Pattern shotgun	40	43.0%
Sporting clays with a Shotgun	39	41.9%
Long range with a traditional centerfire rifle	38	40.9%
Sighting-in rifle with a MSR	38	40.9%
Sighting-In with a Shotgun	34	36.6%
Trap with a Shotgun	33	35.5%
Load Testing/Development with a traditional centerfire rifle	31	33.3%
Skeet with a Shotgun	30	32.3%
Target shooting with a muzzleloader	30	32.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	26	28.0%
Sighting-in with a Revolver	26	28.0%
Teaching/Informative with a traditional rimfire rifle	26	28.0%
Teaching/Informative with a traditional centerfire rifle	24	25.8%

Benchrest with a traditional centerfire rifle	23	24.7%
Teaching/Informative with a Semi-automatic Handgun	23	24.7%
Load Testing/Development with a MSR	21	22.6%
Teaching/Informative with a MSR	20	21.5%
Teaching/Informative with a Revolver	19	20.4%
Long range with a MSR	18	19.4%
Silhouette with a Semi-automatic Handgun	18	19.4%
Long range with a traditional rimfire rifle	18	19.4%
Target shooting with an air rifle at a range	17	18.3%
Teaching/Informative with a Shotgun	16	17.2%
Load Testing/Development with a Semi-automatic Handgun	16	17.2%
Testing (Ammo & firearm) with a Revolver	15	16.1%
Target shooting with a crossbow	15	16.1%
Benchrest with a traditional rimfire rifle	15	16.1%
Tactical with a MSR	14	15.1%
Test reload with a Shotgun	13	14.0%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	13	14.0%
Silhouette with a Revolver	13	14.0%
Silhouette with a traditional centerfire rifle	12	12.9%
Silhouette with a MSR	12	12.9%
Bullseye with a Semi-automatic Handgun	12	12.9%
Benchrest with a MSR	11	11.8%
Training (Military / Defense / Law Enforcement) with a MSR	11	11.8%
Load Testing/Development with a Revolver	11	11.8%
Tactical with a traditional centerfire rifle	10	10.8%
Bullseye with a Revolver	10	10.8%
Dog training with a shotgun	9	9.7%
Load Testing/Development with a traditional rimfire rifle	9	9.7%
5 Stand with a Shotgun	8	8.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	8	8.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	8	8.6%
Wobble Trap with a Shotgun	6	6.5%
Steel Challenge with a Semi-automatic Handgun	6	6.5%
Steel Challenge with a MSR	5	5.4%
Three (3) position with a MSR	5	5.4%
Training (Military / Defense / Law Enforcement) with a Revolver	5	5.4%
Silhouette with a traditional rimfire rifle	5	5.4%
Three (3) position with a traditional centerfire rifle	4	4.3%
Steel Challenge with a traditional rimfire rifle	4	4.3%
Three (3) position with a traditional rimfire rifle	4	4.3%
3 Gun with a Shotgun	3	3.2%
Steel Challenge with a traditional centerfire rifle	3	3.2%
3 Gun with a MSR	3	3.2%

3 Gun with a Semi-automatic Handgun	3	3.2%
IDPA with a Semi-automatic Handgun	3	3.2%
Tactical with a traditional rimfire rifle	3	3.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	3.2%
IPSC with a Semi-automatic Handgun	2	2.2%
Cowboy action with a Revolver	2	2.2%
Steel Challenge with a Revolver	2	2.2%
NRA high power with a traditional centerfire rifle	1	1.1%
NRA high power with a MSR	1	1.1%
Bowling pin with a Semi-automatic Handgun	1	1.1%
Bowling pin with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
None of the above	1	1.1%
Total	93	100.0%

Upland game Hunting Interest

Table UB.21) Why haven't you ever (or within the past 3 years) hunted upland game?

	Count	Column Percent
I do not have anyone to go with	4	28.6%
Do not have time	4	28.6%
Don't know how to start	3	21.4%
This species is not found in my part of the country, or it is not legal to hunt	3	21.4%
My hunting skills need improving / I need more training	3	21.4%
No hunting land available	2	14.3%
Places to hunt are too limited, no convenient place to hunt	2	14.3%
There are other activities I'd rather do	1	7.1%
Too expensive	1	7.1%
I moved to a new home and don't know where to go	1	7.1%
Hunting rules are too complex	1	7.1%
I don't own the proper equipment	1	7.1%
I am not able to buy a license	0	0.0%
If I had a successful hunt I wouldn't know what to do with my harvest	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	14	100.0%

Influential Media and Individuals

Table UB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	65	54.6%
Self / nobody else	38	31.9%
Father	19	16.0%
Co-worker	11	9.2%
Grandparent	8	6.7%
Uncle / Aunt	8	6.7%
Sibling	7	5.9%
Spouse	7	5.9%
Other, please specify	5	4.2%
Neighbor	4	3.4%
Another relative	4	3.4%
Children / grandchildren	3	2.5%
Guide / outfitter	3	2.5%
Mother	1	0.8%
Total	119	100.0%

Table UB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	51	43.2%
Television shows	59	50.0%
Magazines	49	41.5%
Seminars	13	11.0%
Hunter education programs	15	12.7%
State wildlife management agencies	25	21.2%
Retailers	10	8.5%
Local clubs or social organizations	20	16.9%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	47	39.8%
Other, please specify	7	5.9%
Total	118	100.0%

Table UB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	27	52.9%
Fish and Wildlife agency produced videos	19	37.3%
How-to videos	28	54.9%
Informational/political/talk show style	9	17.6%
Professionals hunting/fishing/shooting	40	78.4%
Non-professionals (home videos) hunting/fishing/shooting	38	74.5%
Comedy/blooper videos	4	7.8%
Competitions	3	5.9%
Product reviews	20	39.2%
Other	0	0.0%
Total	51	100.0%

Table UB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	6	10.3%
Animal Planet	5	8.6%
Comcast SportsNet	0	0.0%
Discovery Channel	9	15.5%
ESPN/ESPN 2	2	3.4%
History Channel	8	13.8%
Military Channel	3	5.2%
National Geographic	6	10.3%
NBC Sports	3	5.2%
Outdoor Channel	49	84.5%
Pursuit Channel	30	51.7%
Sportsman Channel	39	67.2%
Sunshine Network / SUN Sports	0	0.0%
WildTV	3	5.2%
World Fishing Network	7	12.1%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	13	22.4%
I watched hunting/fishing TV, but don't remember the channel	13	22.4%
Total	58	100.0%

Table UB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	55	49.5%
An invitation from a friend / family member	54	48.6%
Books / magazines	48	43.2%
YouTube videos	42	37.8%
Membership in a non-profit organization specific to this type of hunting	38	34.2%
Joining a local hunt club	36	32.4%
Programming offered by outdoor retailers	26	23.4%
Online forums / blogs	26	23.4%
Other: Please describe	12	10.8%
Total	111	100.0%

Table UB.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	16 32.7%	12 50.0%	17 36.2%	16 43.2%			
	Google+	10 20.4%	5 20.8%	8 17.0%	8 21.6%			
	Twitter	2 4.1%	1 4.2%	1 2.1%	3 8.1%			
	Pinterest	2 4.1%	2 8.3%	3 6.4%	2 5.4%			
	Instagram	7 14.3%	4 16.7%	8 17.0%	6 16.2%			
	YouTube	23 46.9%	15 62.5%	27 57.4%	23 62.2%			
	Television programs	27 55.1%	18 75.0%	31 66.0%	25 67.6%			
	Books	16 32.7%	11 45.8%	21 44.7%	16 43.2%			
	Magazines	39 79.6%	18 75.0%	35 74.5%	29 78.4%			
	Online Forums	16 32.7%	10 41.7%	19 40.4%	14 37.8%			
	Newsletter from hunting / wildlife groups or organizations	26 53.1%	15 62.5%	28 59.6%	21 56.8%			
	Fish / Wildlife Agency for My State of Residence	29 59.2%	19 79.2%	37 78.7%	24 64.9%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	22 44.9%	10 41.7%	21 44.7%	16 43.2%			
	Other	0 0.0%	2 8.3%	3 6.4%	1 2.7%			
	None Of The Above	1 2.0%	0 0.0%	0 0.0%	0 0.0%			
	Total	49 100.0%	24 100.0%	47 100.0%	37 100.0%			

Table UB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	21	56.8%	13	38.2%	16	35.6%	14	60.9%	2	20.0%
	Google+	8	21.6%	7	20.6%	8	17.8%	5	21.7%	1	10.0%
	Twitter	2	5.4%	3	8.8%	3	6.7%	1	4.3%	0	0.0%
	Pinterest	3	8.1%	2	5.9%	2	4.4%	3	13.0%	0	0.0%
	Instagram	9	24.3%	7	20.6%	6	13.3%	5	21.7%	0	0.0%
	YouTube	34	91.9%	21	61.8%	27	60.0%	17	73.9%	5	50.0%
	Television programs	20	54.1%	21	61.8%	29	64.4%	17	73.9%	7	70.0%
	Books	16	43.2%	14	41.2%	21	46.7%	12	52.2%	3	30.0%
	Magazines	29	78.4%	27	79.4%	44	97.8%	20	87.0%	8	80.0%
	Online Forums	20	54.1%	15	44.1%	18	40.0%	15	65.2%	3	30.0%
	Newsletter from hunting / wildlife groups or organizations	17	45.9%	21	61.8%	26	57.8%	9	39.1%	5	50.0%
	Fish / Wildlife Agency for My State of Residence	22	59.5%	21	61.8%	28	62.2%	12	52.2%	7	70.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	12	32.4%	12	35.3%	19	42.2%	8	34.8%	3	30.0%
	Other	3	8.1%	2	5.9%	2	4.4%	3	13.0%	1	10.0%
None Of The Above	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Total		37	100.0%	34	100.0%	45	100.0%	23	100.0%	10	100.0%

Waterfowl Hunting

This section includes only those responses from individuals who do not currently waterfowl hunt, but would be interested in doing so. Further chapters will note data collected from those who currently waterfowl hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (62.1%) of those who are interested in hunting waterfowl began hunting because they wanted to spend time with friends and family who already hunted (Table W.10).
- Almost half (44.8%) of those interested in hunting waterfowl have shot sporting clays with a shotgun within the past 3 years (Table W.18).
- 47.1% of those who could be persuaded to waterfowl hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table W.26).

Demographic Information

Table W.1) What is your current age?

	Count	Column Percent
18 to 24	18	1.4%
25 to 34	154	12.0%
35 to 44	203	15.8%
45 to 54	330	25.7%
55 to 64	349	27.2%
65 and older	231	18.0%
Total	1,285	100.0%

Table W.2) What is your gender?

	Count	Column Percent
Male	1,246	96.8%
Female	41	3.2%
Total	1,287	100.0%

Table W.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	49	3.9%
\$20,000 to \$29,999	34	2.7%
\$30,000 to \$39,999	52	4.1%
\$40,000 to \$49,999	90	7.1%
\$50,000 to \$74,999	239	18.8%
\$75,000 to \$99,999	219	17.2%
\$100,000 to \$149,999	335	26.4%
\$150,000 to \$200,000	140	11.0%
More than \$200,000	113	8.9%
Total	1,271	100.0%

Table W.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	7	0.5%
High school graduation	252	19.6%
Trade school, associates degree or similar	375	29.2%
Bachelors degree	408	31.7%
Masters degree	182	14.2%
Ph D and higher	62	4.8%
Total	1,286	100.0%

Table W.5) In which region do you live?

	Count	Column Percent
Northeast	199	15.5%
Midwest	372	28.9%
South	466	36.2%
West	234	18.2%
Canada	16	1.2%
Total	1,287	100.0%

Introduction to Hunting

Table W.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	614	38.5%
11 to 17 years old	695	43.6%
18 to 24 years old	120	7.5%
25 to 34 years old	91	5.7%
35 to 44 years old	41	2.6%
45 to 54 years old	22	1.4%
55 to 64 years old	9	0.6%
65 years and older	1	0.1%
Total	1,593	100.0%

Table W.7) Which species did you target on your first hunt?

	Count	Column Percent
Waterfowl	13	0.8%
Deer	460	28.9%
Elk	25	1.6%
Other big game	6	0.4%
Predators	26	1.6%
Small game	838	52.6%
Turkey	70	4.4%
Upland game birds	445	27.9%
Waterfowl	71	4.5%
Wild pig / feral hog	30	1.9%
Others	31	1.9%
Total	1,593	100.0%

Table W.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	9	0.6%
Compound bow	38	2.4%
Crossbow	2	0.1%
MSR	15	0.9%
No weapon / toy	37	2.3%
Revolver	1	0.1%
Semi-automatic handgun	6	0.4%
Shotgun	920	57.9%
Traditional bow	20	1.3%
Traditional rifle	540	34.0%
Other	2	0.1%
Total	1,590	100.0%

Table W.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	56	3.5%
Aunt / Uncle	159	10.0%
Co-worker	29	1.8%
Father	876	55.1%
Friend	301	18.9%
Grandparent	163	10.2%
Guide / outfitter	8	0.5%
Mother	18	1.1%
Neighbor	40	2.5%
Nobody / I hunted alone on my first hunt	111	7.0%
Sibling	74	4.7%
Spouse	21	1.3%
Other	21	1.3%
Total	1,591	100.0%

Table W.10) What got you interested in hunting?

	Count	Column Percent
It has always interested me	969	62.1%
Spend time with family or friends who already hunted	960	61.5%
Wanted to spend more time outdoors	938	60.1%
Tradition / way of life	905	58.0%
It's relaxing / an escape	654	41.9%
I wanted a challenge / adventure	596	38.2%
To become self-sufficient / become a provider / obtain my own meat	514	32.9%
Support conservation efforts	267	17.1%
Wanted to try a new sport	234	15.0%
To teach someone else / introduce my children or others to hunting	147	9.4%
Other Please write in	6	0.4%
Total	1,560	100.0%

Table W.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	438	27.6%
1 year	102	6.4%
2 - 5 years	618	39.0%
6 to 10 years	171	10.8%
More than 10 years	133	8.4%
I have only ever hunted [the species that I first targeted]	123	7.8%
Total	1,585	100.0%

Table W.12) Which species have you ever targeted?

	Count	Column Percent
Waterfowl	444	30.2%
Deer	1,418	96.4%
Elk	439	29.8%
Other big game	335	22.8%
Others	35	2.4%
Predators	844	57.4%
Small game	1,258	85.5%
Turkey	1,110	75.5%
Upland game birds	1,180	80.2%
Waterfowl	800	54.4%
Wild pig / feral hog	498	33.9%
Total	1,471	100.0%

Current Hunting Activities

Table W.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Waterfowl	230	15.9%
Deer	1,252	86.3%
Elk	251	17.3%
Other big game	120	8.3%
Others	61	4.2%
Predators	535	36.9%
Small game	769	53.0%
Turkey	852	58.7%
Upland game birds	699	48.2%
Waterfowl	0	0.0%
Wild pig / feral hog	298	20.5%
Total	1,451	100.0%

Table W.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	1,397	87.6%
Traditional rifle (centerfire or rimfire)	1,371	86.0%
Traditional bow/compound bow	659	41.3%
Muzzleloader	601	37.7%
Modern sporting rifle / AR platform / AK platform	509	31.9%
Handgun	447	28.0%
Crossbow	345	21.6%
Other	28	1.8%
Total	1,594	100.0%

Table W.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Waterfowl	214	48.2%
Deer	166	11.7%
Elk	188	42.8%
Other big game	204	60.9%
Predators	309	36.6%
Small Game	504	40.1%
Turkey	258	23.2%
Upland game birds	481	40.7%
Waterfowl	791	98.8%
Wild pig / feral hog	200	40.2%
Total number of hunters who have lapsed at least one species in their lifetime	1,201	

Table W.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Waterfowl		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	714	21.5%	38	22.9%	36	16.8%	52	20.2%
I moved to a new location where I am not able to do this type of hunting	502	15.1%	29	17.5%	32	15.0%	41	15.9%
No hunting land available for this species anymore	504	15.2%	11	6.6%	17	7.9%	38	14.7%
Do not have time	1119	33.7%	45	27.1%	65	30.4%	97	37.6%
Too expensive	385	11.6%	17	10.2%	24	11.2%	9	3.5%
No longer interested or did not enjoy this type of hunting	380	11.4%	36	21.7%	35	16.4%	42	16.3%
I was not successful	96	2.9%	6	3.6%	13	6.1%	18	7.0%
I need more training	88	2.6%	5	3.0%	7	3.3%	12	4.7%
I have a disability, an illness or an age-related reason that prevents me	213	6.4%	18	10.8%	20	9.3%	17	6.6%
Other, please describe	355	10.7%	17	10.2%	19	8.9%	17	6.6%
Total	3,325	100%	166	100%	214	100%	258	100%

Table W.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	87	17.3%	269	34.0%	26	13.8%	21	10.3%
I moved to a new location where I am not able to do this type of hunting	50	9.9%	134	16.9%	29	15.4%	27	13.2%
No hunting land available for this species anymore	55	10.9%	144	18.2%	9	4.8%	12	5.9%
Do not have time	187	37.1%	266	33.6%	40	21.3%	61	29.9%
Too expensive	2	0.4%	96	12.1%	93	49.5%	80	39.2%
No longer interested or did not enjoy this type of hunting	136	27.0%	52	6.6%	5	2.7%	7	3.4%
I was not successful	5	1.0%	14	1.8%	4	2.1%	4	2.0%
I need more training	4	0.8%	30	3.8%	2	1.1%	1	0.5%
I have a disability, an illness or an age-related reason that prevents me	22	4.4%	40	5.1%	24	12.8%	16	7.8%
Other, please describe	55	10.9%	72	9.1%	15	8.0%	22	10.8%
Total	504	100%	791	100%	188	100%	204	100%

Table W.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years? Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	100	20.8%	55	17.8%	1	10.0%	29	14.5%
I moved to a new location where I am not able to do this type of hunting	79	16.4%	39	12.6%	0	0.0%	42	21.0%
No hunting land available for this species anymore	139	28.9%	35	11.3%	1	10.0%	43	21.5%
Do not have time	146	30.4%	144	46.6%	4	40.0%	64	32.0%
Too expensive	34	7.1%	7	2.3%	2	20.0%	21	10.5%
No longer interested or did not enjoy this type of hunting	21	4.4%	34	11.0%	0	0.0%	12	6.0%
I was not successful	10	2.1%	15	4.9%	0	0.0%	7	3.5%
I need more training	6	1.2%	18	5.8%	0	0.0%	3	1.5%
I have a disability, an illness or an age-related reason that prevents me	27	5.6%	16	5.2%	0	0.0%	13	6.5%
Other, please describe	84	17.5%	21	6.8%	1	10.0%	32	16.0%
Total	481	100%	309	100%	10	100%	200	100%

Current Shooting Activities

Table W.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	1,042	84.2%
Traditional Centerfire Rifle	1,006	81.3%
Semiautomatic Handgun	996	80.5%
Traditional Rimfire Rifle	972	78.5%
Revolver	796	64.3%
MSR	580	46.8%
Traditional or Compound Bow	484	39.1%
Muzzleloader	360	29.1%
Crossbow	248	20.0%
None of the Above	19	1.5%
Total	1,238	100.0%

Table W.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	913	73.7%
Plinking or informal target shooting with a traditional rimfire rifle	876	70.7%
Plinking or informal target shooting with a traditional centerfire rifle	830	67.0%
Sighting-in rifle with a traditional centerfire rifle	764	61.7%
Plinking or informal target shooting with a Revolver	733	59.2%
Informal (backyard or testing) with a Shotgun	696	56.2%
Sighting-in rifle with a traditional rimfire rifle	616	49.7%
Pattern shotgun	602	48.6%
Sporting clays with a Shotgun	555	44.8%
Sighting-in with a Semi-automatic Handgun	525	42.4%
Plinking or informal target shooting with a MSR	521	42.1%
Trap with a Shotgun	488	39.4%
Target shooting with a traditional or compound bow	484	39.1%
Skeet with a Shotgun	464	37.4%
Sighting-In with a Shotgun	399	32.2%
Benchrest with a traditional centerfire rifle	383	30.9%
Sighting-in rifle with a MSR	375	30.3%
Long range with a traditional centerfire rifle	372	30.0%
Target shooting with a muzzleloader	360	29.1%
Sighting-in with a Revolver	350	28.2%
Load Testing/Development with a traditional centerfire rifle	316	25.5%

Testing (Ammo & firearm) with a Semi-automatic Handgun	314	25.3%
Target shooting with a crossbow	248	20.0%
Teaching/Informative with a Semi-automatic Handgun	245	19.8%
Teaching/Informative with a traditional centerfire rifle	219	17.7%
Teaching/Informative with a traditional rimfire rifle	218	17.6%
Teaching/Informative with a Shotgun	217	17.5%
Testing (Ammo & firearm) with a Revolver	216	17.4%
Benchrest with a traditional rimfire rifle	213	17.2%
Bullseye with a Semi-automatic Handgun	212	17.1%
5 Stand with a Shotgun	190	15.3%
Silhouette with a Semi-automatic Handgun	180	14.5%
Target shooting with an air rifle at a range	168	13.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	163	13.2%
Teaching/Informative with a Revolver	160	12.9%
Load Testing/Development with a Semi-automatic Handgun	157	12.7%
Load Testing/Development with a MSR	153	12.3%
Teaching/Informative with a MSR	147	11.9%
Wobble Trap with a Shotgun	143	11.5%
Long range with a MSR	143	11.5%
Tactical with a MSR	140	11.3%
Bullseye with a Revolver	137	11.1%
Test reload with a Shotgun	130	10.5%
Load Testing/Development with a Revolver	126	10.2%
Benchrest with a MSR	108	8.7%
Training (Military / Defense / Law Enforcement) with a MSR	107	8.6%
Long range with a traditional rimfire rifle	106	8.6%
Silhouette with a traditional centerfire rifle	104	8.4%
Silhouette with a Revolver	99	8.0%
Dog training with a shotgun	99	8.0%
Silhouette with a traditional rimfire rifle	87	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	80	6.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	68	5.5%
Tactical with a traditional centerfire rifle	66	5.3%
Training (Military / Defense / Law Enforcement) with a Revolver	65	5.2%
Load Testing/Development with a traditional rimfire rifle	65	5.2%
Steel Challenge with a Semi-automatic Handgun	63	5.1%
Bowling pin with a Semi-automatic Handgun	61	4.9%
Silhouette with a MSR	49	4.0%
IDPA with a Semi-automatic Handgun	45	3.6%
3 Gun with a Shotgun	37	3.0%
3 Gun with a MSR	35	2.8%
3 Gun with a Semi-automatic Handgun	35	2.8%
Cowboy action with a Revolver	29	2.3%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	29	2.3%
Bowling pin with a Revolver	28	2.3%
Steel Challenge with a traditional centerfire rifle	26	2.1%
Three (3) position with a traditional centerfire rifle	26	2.1%
IPSC with a Semi-automatic Handgun	25	2.0%
Steel Challenge with a traditional rimfire rifle	25	2.0%
Steel Challenge with a MSR	23	1.9%
Tactical with a traditional rimfire rifle	22	1.8%
Three (3) position with a MSR	20	1.6%
None of the above	19	1.5%
Three (3) position with a traditional rimfire rifle	18	1.5%
Steel Challenge with a Revolver	14	1.1%
Cowboy Action with a Shotgun	13	1.0%
Cowboy action with a traditional centerfire rifle	13	1.0%
NRA high power with a MSR	6	0.5%
IPSC with a Revolver	6	0.5%
NRA high power with a traditional centerfire rifle	5	0.4%
IDPA with a Revolver	5	0.4%
Cowboy action with a Semi-automatic Handgun	4	0.3%
Cowboy action with a traditional rimfire rifle	3	0.2%
3 Gun with a traditional centerfire rifle	2	0.2%
NRA high power with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional centerfire rifle	1	0.1%
Schuetzen with a MSR	1	0.1%
Total	1,239	100.0%

Waterfowl Hunting Interest

Table W.19) Which methods would you be interested in using in order to target waterfowl?

	Count	Column Percent
Shotgun	1,575	98.8%
Traditional / compound bow	86	5.4%
Crossbow	47	2.9%
Traditional rifle	0	0.0%
Muzzleloader	0	0.0%
Handgun	0	0.0%
MSR	0	0.0%
Total	1,594	100.0%

Table W.20) Why haven't you ever (or within the past 3 years) hunted waterfowl?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	99	38.4%
I do not have anyone to go with	70	27.1%
Places to hunt are too limited, no convenient place to hunt	64	24.8%
Don't know how to start	52	20.2%
Too expensive	50	19.4%
No hunting land available	41	15.9%
Do not have time	40	15.5%
My hunting skills need improving / I need more training	28	10.9%
If I had a successful hunt I wouldn't know what to do with my harvest	27	10.5%
There are other activities I'd rather do	18	7.0%
I moved to a new home and don't know where to go	12	4.7%
Medical reasons / disability	10	3.9%
I am not able to buy a license	9	3.5%
Hunting rules are too complex	7	2.7%
I don't own the proper equipment	6	2.3%
Other	6	2.3%
Total	258	100.0%

Influential Media and Individuals

Table W.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table W.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	449	31.1%
Television shows	764	52.9%
Magazines	602	41.7%
Seminars	87	6.0%
Hunter education programs	151	10.5%
State wildlife management agencies	283	19.6%
Retailers	89	6.2%
Local clubs or social organizations	169	11.7%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	509	35.3%
Other, please specify	69	4.8%
Total	1,443	100.0%

Table W.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	244	54.6%
Fish and Wildlife agency produced videos	128	28.6%
How-to videos	241	53.9%
Informational/political/talk show style	51	11.4%
Professionals hunting/fishing/shooting	340	76.1%
Non-professionals (home videos) hunting/fishing/shooting	262	58.6%
Comedy/blooper videos	20	4.5%
Competitions	54	12.1%
Product reviews	174	38.9%
Other	3	0.7%
Total	447	100.0%

Table W.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	42	5.5%
Animal Planet	59	7.8%
Comcast SportsNet	6	0.8%
Discovery Channel	94	12.4%
ESPN/ESPN 2	43	5.7%
History Channel	74	9.7%
Military Channel	22	2.9%
National Geographic	76	10.0%
NBC Sports	26	3.4%
Outdoor Channel	641	84.5%
Pursuit Channel	285	37.5%
Sportsman Channel	510	67.2%
Sunshine Network / SUN Sports	9	1.2%
WildTV	22	2.9%
World Fishing Network	38	5.0%
Other national network	6	0.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	176	23.2%
I watched hunting/fishing TV, but don't remember the channel	159	20.9%
Total	759	100.0%

Table W.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	654	46.2%
Programming offered by the Fish / Wildlife Agency for my state of residence	518	36.6%
Books / magazines	473	33.4%
Membership in a non-profit organization specific to this type of hunting	428	30.2%
Joining a local hunt club	393	27.8%
YouTube videos	374	26.4%
Programming offered by outdoor retailers	363	25.7%
Online forums / blogs	265	18.7%
Other: Please describe	117	8.3%
Total	1,415	100.0%

Table W.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	167	29.8%	98	31.4%	127	28.8%	119	33.1%
	Google+	104	18.5%	73	23.4%	84	19.0%	73	20.3%
	Twitter	33	5.9%	23	7.4%	28	6.3%	29	8.1%
	Pinterest	22	3.9%	22	7.1%	23	5.2%	14	3.9%
	Instagram	54	9.6%	36	11.5%	48	10.9%	44	12.2%
	YouTube	264	47.1%	184	59.0%	243	55.1%	203	56.4%
	Television programs	293	52.2%	188	60.3%	225	51.0%	199	55.3%
	Books	147	26.2%	99	31.7%	139	31.5%	137	38.1%
	Magazines	400	71.3%	229	73.4%	293	66.4%	287	79.7%
	Online Forums	179	31.9%	113	36.2%	154	34.9%	147	40.8%
	Newsletter from hunting / wildlife groups or organizations	248	44.2%	140	44.9%	201	45.6%	210	58.3%
	Fish / Wildlife Agency for My State of Residence	312	55.6%	180	57.7%	298	67.6%	229	63.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	200	35.7%	115	36.9%	196	44.4%	167	46.4%
	Other	6	1.1%	7	2.2%	9	2.0%	8	2.2%
None Of The Above	14	2.5%	5	1.6%	6	1.4%	5	1.4%	
Total		561	100.0%	312	100.0%	441	100.0%	360	100.0%

Table W.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	105	32.6%	90	27.7%	110	27.0%	76	34.2%	19	19.2%
	Google+	69	21.4%	62	19.1%	86	21.1%	54	24.3%	16	16.2%
	Twitter	27	8.4%	22	6.8%	24	5.9%	23	10.4%	4	4.0%
	Pinterest	22	6.8%	14	4.3%	18	4.4%	13	5.9%	3	3.0%
	Instagram	56	17.4%	36	11.1%	39	9.6%	35	15.8%	6	6.1%
	YouTube	277	86.0%	161	49.5%	231	56.8%	155	69.8%	37	37.4%
	Television programs	167	51.9%	174	53.5%	239	58.7%	120	54.1%	59	59.6%
	Books	103	32.0%	99	30.5%	169	41.5%	76	34.2%	27	27.3%
	Magazines	213	66.1%	224	68.9%	352	86.5%	152	68.5%	72	72.7%
	Online Forums	142	44.1%	111	34.2%	141	34.6%	130	58.6%	28	28.3%
	Newsletter from hunting / wildlife groups or organizations	137	42.5%	141	43.4%	191	46.9%	108	48.6%	36	36.4%
	Fish / Wildlife Agency for My State of Residence	160	49.7%	167	51.4%	237	58.2%	123	55.4%	63	63.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	127	39.4%	115	35.4%	161	39.6%	101	45.5%	38	38.4%
	Other	9	2.8%	7	2.2%	9	2.2%	8	3.6%	6	6.1%
None Of The Above	3	0.9%	10	3.1%	4	1.0%	2	0.9%	2	2.0%	
Total		322	100.0%	325	100.0%	407	100.0%	222	100.0%	99	100.0%

Waterfowl Hunting with a Crossbow

Table WC.1) **Sample frame**

	Count
Have not hunted waterfowl in the past 3 years, and have not hunted with a crossbow in that time either	26
Have not hunted waterfowl in the past 3 years, but have hunted with a crossbow recently	21
Have hunted waterfowl in the past 3 years, but not with a crossbow	28
Total sample	75

Table WC.2) How many respondents have hunted waterfowl at some point in the past?

	Count
Have never hunted this species before	20
Have hunted this species before	55
Total	75

Demographic Information

Table WC.3) What is your current age?

	Count	Column Percent
18 to 24	1	1.6%
25 to 34	4	6.3%
35 to 44	12	19.0%
45 to 54	16	25.4%
55 to 64	21	33.3%
65 and older	9	14.3%
Total	63	100.0%

Table WC.4) What is your gender?

	Count	Column Percent
Male	58	92.1%
Female	5	7.9%
Total	63	100.0%

Table WC.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	7	11.1%
\$20,000 to \$29,999	3	4.8%
\$30,000 to \$39,999	2	3.2%
\$40,000 to \$49,999	5	7.9%
\$50,000 to \$74,999	10	15.9%
\$75,000 to \$99,999	9	14.3%
\$100,000 to \$149,999	18	28.6%
\$150,000 to \$200,000	6	9.5%
More than \$200,000	3	4.8%
Total	63	100.0%

Table WC.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	13	20.6%
Trade school, associates degree or similar	21	33.3%
Bachelors degree	17	27.0%
Masters degree	9	14.3%
Ph D and higher	3	4.8%
Total	63	100.0%

Table WC.7) In which region do you live?

	Count	Column Percent
Northeast	12	19.0%
Midwest	10	15.9%
South	22	34.9%
West	19	30.2%
Canada	0	0.0%
Total	63	100.0%

Introduction to Hunting

Table WC.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	27	36.0%
11 to 17 years old	34	45.3%
18 to 24 years old	8	10.7%
25 to 34 years old	3	4.0%
35 to 44 years old	1	1.3%
45 to 54 years old	2	2.7%
55 to 64 years old	0	0.0%
65 years and older	0	0.0%
Total	75	100.0%

Table WC.9) Which species did you target on your first hunt?

	Count	Column Percent
Waterfowl	0	0.0%
Deer	21	28.0%
Elk	0	0.0%
Other big game	0	0.0%
Predators	2	2.7%
Small game	37	49.3%
Turkey	3	4.0%
Upland game birds	23	30.7%
Waterfowl	5	6.7%
Wild pig / feral hog	3	4.0%
Others	5	6.7%
Total	75	100.0%

Table WC.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	0	0.0%
Compound bow	1	1.3%
Crossbow	0	0.0%
MSR	1	1.3%
No weapon / toy	0	0.0%
Revolver	0	0.0%
Semi-automatic handgun	0	0.0%
Shotgun	40	53.3%
Traditional bow	3	4.0%
Traditional rifle	30	40.0%
Other	0	0.0%
Total	75	100.0%

Table WC.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	3	4.0%
Aunt / Uncle	11	14.7%
Co-worker	0	0.0%
Father	36	48.0%
Friend	18	24.0%
Grandparent	12	16.0%
Guide / outfitter	0	0.0%
Mother	3	4.0%
Neighbor	2	2.7%
Nobody / I hunted alone on my first hunt	1	1.3%
Sibling	3	4.0%
Spouse	3	4.0%
Other	1	1.3%
Total	75	100.0%

Table WC.12) What got you interested in hunting?

	Count	Column Percent
Wanted to spend more time outdoors	58	78.4%
Spend time with family or friends who already hunted	55	74.3%
It has always interested me	53	71.6%
Tradition / way of life	51	68.9%
It's relaxing / an escape	44	59.5%
To become self-sufficient / become a provider / obtain my own meat	43	58.1%
I wanted a challenge / adventure	42	56.8%
Wanted to try a new sport	22	29.7%
Support conservation efforts	19	25.7%
To teach someone else / introduce my children or others to hunting	12	16.2%
Other Please write in	0	0.0%
Total	74	100.0%

Table WC.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	17	22.7%
1 year	8	10.7%
2 - 5 years	26	34.7%
6 to 10 years	13	17.3%
More than 10 years	7	9.3%
I have only ever hunted [the species that I first targeted]	4	5.3%
Total	75	100.0%

Table WC.14) Which species have you ever targeted?

	Count	Column Percent
Waterfowl	32	45.1%
Deer	70	98.6%
Elk	23	32.4%
Other big game	18	25.4%
Others	6	8.5%
Predators	48	67.6%
Small game	63	88.7%
Turkey	59	83.1%
Upland game birds	62	87.3%
Waterfowl	55	77.5%
Wild pig / feral hog	34	47.9%
Total	71	100.0%

Current Hunting Activities

Table WC.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Waterfowl	21	30.0%
Deer	64	91.4%
Elk	15	21.4%
Other big game	12	17.1%
Others	9	12.9%
Predators	32	45.7%
Small game	50	71.4%
Turkey	50	71.4%
Upland game birds	43	61.4%
Waterfowl	26	37.1%
Wild pig / feral hog	21	30.0%
Total	70	100.0%

Table WC.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	69	92.0%
Traditional rifle (centerfire or rimfire)	66	88.0%
Traditional bow/compound bow	37	49.3%
Handgun	37	49.3%
Muzzleloader	36	48.0%
Modern sporting rifle / AR platform / AK platform	35	46.7%
Crossbow	16	21.3%
Other	3	4.0%
Total	75	100.0%

Table WC.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Waterfowl	11	20.8%
Deer	6	11.3%
Elk	8	15.1%
Other big game	6	11.3%
Predators	15	28.3%
Small Game	14	26.4%
Turkey	9	17.0%
Upland game birds	19	35.8%
Waterfowl	28	52.8%
Wild pig / feral hog	13	24.5%
Total number of hunters who have lapsed at least one species in their lifetime	53	100.0%

Table WC.18) Why have you lapsed waterfowl hunting?

	Count	Column Percent
Do not have time	13	46.4%
I do not have anybody to go with anymore	12	42.9%
No hunting land available for this species anymore	6	21.4%
Medical reasons / disabilities	5	17.9%
I moved to a new location where I am not able to do this type of hunting	4	14.3%
Too expensive	4	14.3%
Other, please describe	4	14.3%
No longer interested or did not enjoy this type of hunting	1	3.6%
I was not successful	0	0.0%
I need more training	0	0.0%
Total	28	100.0%

Current Shooting Activities

Table WC.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	51	87.9%
Semiautomatic Handgun	50	86.2%
Traditional Centerfire Rifle	49	84.5%
Traditional Rimfire Rifle	47	81.0%
Revolver	43	74.1%
MSR	34	58.6%
Traditional or Compound Bow	22	37.9%
Muzzleloader	18	31.0%
Crossbow	14	24.1%
None of the Above	1	1.7%
Total	58	100.0%

Table WC.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	47	81.0%
Plinking or informal target shooting with a traditional rimfire rifle	43	74.1%
Plinking or informal target shooting with a traditional centerfire rifle	42	72.4%
Informal (backyard or testing) with a Shotgun	41	70.7%
Plinking or informal target shooting with a Revolver	38	65.5%
Pattern shotgun	36	62.1%
Sighting-in rifle with a traditional centerfire rifle	34	58.6%
Sighting-in rifle with a traditional rimfire rifle	33	56.9%
Sighting-In with a Shotgun	31	53.4%
Sighting-in with a Semi-automatic Handgun	31	53.4%
Plinking or informal target shooting with a MSR	30	51.7%
Sporting clays with a Shotgun	28	48.3%
Long range with a traditional centerfire rifle	27	46.6%
Sighting-in with a Revolver	26	44.8%
Skeet with a Shotgun	24	41.4%
Trap with a Shotgun	24	41.4%
Sighting-in rifle with a MSR	22	37.9%
Target shooting with a traditional or compound bow	22	37.9%
Benchrest with a traditional centerfire rifle	20	34.5%
Load Testing/Development with a traditional centerfire rifle	18	31.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	18	31.0%
Target shooting with a muzzleloader	18	31.0%
Teaching/Informative with a Semi-automatic Handgun	17	29.3%

Testing (Ammo & firearm) with a Revolver	17	29.3%
Teaching/Informative with a traditional rimfire rifle	17	29.3%
Teaching/Informative with a traditional centerfire rifle	16	27.6%
Teaching/Informative with a Shotgun	15	25.9%
Load Testing/Development with a Revolver	15	25.9%
Silhouette with a Revolver	14	24.1%
Teaching/Informative with a Revolver	14	24.1%
Target shooting with a crossbow	14	24.1%
Benchrest with a traditional rimfire rifle	14	24.1%
Load Testing/Development with a MSR	13	22.4%
Long range with a MSR	13	22.4%
Load Testing/Development with a Semi-automatic Handgun	13	22.4%
Silhouette with a Semi-automatic Handgun	13	22.4%
Bullseye with a Revolver	13	22.4%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	12	20.7%
Long range with a traditional rimfire rifle	12	20.7%
Silhouette with a traditional centerfire rifle	11	19.0%
Teaching/Informative with a MSR	11	19.0%
Test reload with a Shotgun	10	17.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	15.5%
Load Testing/Development with a traditional rimfire rifle	9	15.5%
Target shooting with an air rifle at a range	9	15.5%
5 Stand with a Shotgun	8	13.8%
Silhouette with a MSR	8	13.8%
Training (Military / Defense / Law Enforcement) with a MSR	8	13.8%
Bullseye with a Semi-automatic Handgun	8	13.8%
Training (Military / Defense / Law Enforcement) with a Revolver	8	13.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	7	12.1%
Tactical with a MSR	7	12.1%
Dog training with a shotgun	7	12.1%
Silhouette with a traditional rimfire rifle	7	12.1%
Wobble Trap with a Shotgun	6	10.3%
Tactical with a traditional centerfire rifle	6	10.3%
Benchrest with a MSR	5	8.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	8.6%
Bowling pin with a Semi-automatic Handgun	4	6.9%
Three (3) position with a traditional centerfire rifle	3	5.2%
Three (3) position with a MSR	3	5.2%
Steel Challenge with a Semi-automatic Handgun	3	5.2%
Steel Challenge with a Revolver	3	5.2%
Cowboy action with a traditional centerfire rifle	2	3.4%
NRA high power with a traditional centerfire rifle	2	3.4%

IDPA with a Semi-automatic Handgun	2	3.4%
Bowling pin with a Revolver	2	3.4%
Cowboy action with a Revolver	2	3.4%
Tactical with a traditional rimfire rifle	2	3.4%
Three (3) position with a traditional rimfire rifle	2	3.4%
3 Gun with a Shotgun	1	1.7%
Cowboy Action with a Shotgun	1	1.7%
3 Gun with a traditional centerfire rifle	1	1.7%
Steel Challenge with a traditional centerfire rifle	1	1.7%
3 Gun with a Semi-automatic Handgun	1	1.7%
Cowboy action with a Semi-automatic Handgun	1	1.7%
IPSC with a Semi-automatic Handgun	1	1.7%
IPSC with a Revolver	1	1.7%
Steel Challenge with a traditional rimfire rifle	1	1.7%
None of the above	1	1.7%
Total	58	100.0%

Waterfowl Hunting Interest

Table WC.21) Why haven't you ever (or within the past 3 years) hunted waterfowl?

	Count	Column Percent
I do not have anyone to go with	3	37.5%
Places to hunt are too limited, no convenient place to hunt	3	37.5%
Don't know how to start	2	25.0%
Do not have time	2	25.0%
No hunting land available	1	12.5%
There are other activities I'd rather do	1	12.5%
Too expensive	1	12.5%
Hunting rules are too complex	1	12.5%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
My hunting skills need improving / I need more training	0	0.0%
I moved to a new home and don't know where to go	0	0.0%
I am not able to buy a license	0	0.0%
I don't own the proper equipment	0	0.0%
If I had a successful hunt I wouldn't know what to do with my harvest	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	8	100.0%

Influential Media and Individuals

Table WC.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	45	63.4%
Father	19	26.8%
Grandparent	12	16.9%
Uncle / Aunt	11	15.5%
Self / nobody else	11	15.5%
Co-worker	7	9.9%
Sibling	5	7.0%
Neighbor	5	7.0%
Spouse	5	7.0%
Another relative	4	5.6%
Children / grandchildren	2	2.8%
Guide / outfitter	2	2.8%
Mother	1	1.4%
Other, please specify	1	1.4%
Total	71	100.0%

Table WC.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	23	32.4%
Television shows	39	54.9%
Magazines	31	43.7%
Seminars	11	15.5%
Hunter education programs	10	14.1%
State wildlife management agencies	16	22.5%
Retailers	4	5.6%
Local clubs or social organizations	12	16.9%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	32	45.1%
Other, please specify	4	5.6%
Total	71	100.0%

Table WC.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	10	43.5%
Fish and Wildlife agency produced videos	10	43.5%
How-to videos	11	47.8%
Informational/political/talk show style	3	13.0%
Professionals hunting/fishing/shooting	21	91.3%
Non-professionals (home videos) hunting/fishing/shooting	15	65.2%
Comedy/blooper videos	4	17.4%
Competitions	3	13.0%
Product reviews	12	52.2%
Other	0	0.0%
Total	23	100.0%

Table WC.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	7	17.9%
Animal Planet	7	17.9%
Comcast SportsNet	1	2.6%
Discovery Channel	8	20.5%
ESPN/ESPN 2	3	7.7%
History Channel	6	15.4%
Military Channel	1	2.6%
National Geographic	4	10.3%
NBC Sports	2	5.1%
Outdoor Channel	32	82.1%
Pursuit Channel	15	38.5%
Sportsman Channel	26	66.7%
Sunshine Network / SUN Sports	2	5.1%
WildTV	2	5.1%
World Fishing Network	4	10.3%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	13	33.3%
I watched hunting/fishing TV, but don't remember the channel	11	28.2%
Total	39	100.0%

Table WC.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for my state of residence	38	54.3%
An invitation from a friend / family member	30	42.9%
Programming offered by outdoor retailers	28	40.0%
Membership in a non-profit organization specific to this type of hunting	28	40.0%
Books / magazines	24	34.3%
Joining a local hunt club	21	30.0%
YouTube videos	19	27.1%
Online forums / blogs	15	21.4%
Other: Please describe	6	8.6%
Total	70	100.0%

Table WC.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	4	15.4%	6	25.0%	8	25.0%	7	25.9%
	Google+	3	11.5%	8	33.3%	7	21.9%	7	25.9%
	Twitter	0	0.0%	1	4.2%	0	0.0%	1	3.7%
	Pinterest	0	0.0%	2	8.3%	2	6.3%	2	7.4%
	Instagram	2	7.7%	2	8.3%	3	9.4%	2	7.4%
	YouTube	10	38.5%	12	50.0%	13	40.6%	11	40.7%
	Television programs	17	65.4%	19	79.2%	18	56.3%	16	59.3%
	Books	8	30.8%	9	37.5%	13	40.6%	9	33.3%
	Magazines	19	73.1%	21	87.5%	22	68.8%	23	85.2%
	Online Forums	9	34.6%	11	45.8%	10	31.3%	9	33.3%
	Newsletter from hunting / wildlife groups or organizations	10	38.5%	12	50.0%	18	56.3%	19	70.4%
	Fish / Wildlife Agency for My State of Residence	18	69.2%	17	70.8%	26	81.3%	19	70.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	12	46.2%	7	29.2%	14	43.8%	12	44.4%
	Other	0	0.0%	0	0.0%	1	3.1%	1	3.7%
None Of The Above	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Total		26	100.0%	24	100.0%	32	100.0%	27	100.0%

Table WC.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	6	37.5%	7	41.2%	7	30.4%	5	38.5%	0	0.0%
	Google+	6	37.5%	3	17.6%	5	21.7%	5	38.5%	0	0.0%
	Twitter	1	6.3%	1	5.9%	1	4.3%	2	15.4%	0	0.0%
	Pinterest	2	12.5%	1	5.9%	1	4.3%	2	15.4%	0	0.0%
	Instagram	2	12.5%	3	17.6%	1	4.3%	2	15.4%	0	0.0%
	YouTube	13	81.3%	8	47.1%	11	47.8%	11	84.6%	2	33.3%
	Television programs	10	62.5%	11	64.7%	15	65.2%	10	76.9%	2	33.3%
	Books	5	31.3%	5	29.4%	10	43.5%	4	30.8%	3	50.0%
	Magazines	13	81.3%	12	70.6%	22	95.7%	11	84.6%	3	50.0%
	Online Forums	7	43.8%	6	35.3%	7	30.4%	6	46.2%	2	33.3%
	Newsletter from hunting / wildlife groups or organizations	8	50.0%	10	58.8%	12	52.2%	6	46.2%	3	50.0%
	Fish / Wildlife Agency for My State of Residence	9	56.3%	8	47.1%	15	65.2%	4	30.8%	4	66.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	5	31.3%	5	29.4%	8	34.8%	3	23.1%	2	33.3%
	Other	0	0.0%	0	0.0%	1	4.3%	0	0.0%	1	16.7%
None Of The Above	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	
Total		16	100.0%	17	100.0%	23	100.0%	13	100.0%	6	100.0%

Waterfowl Hunting with a Shotgun

There are 435 individuals who are seriously interested in hunting waterfowl with a shotgun. Of those, the majority have hunted waterfowl at some point in the past. However, only 17 of the individuals in this sample have hunted waterfowl in the past 3 years; these individuals have hunted waterfowl with other methods, and would now be interested in hunting waterfowl with a shotgun.

Table WS.1) **Sample frame**

	Count
Have not hunted waterfowl in the past 3 years, and have not hunted with a shotgun in that time either	184
Have not hunted waterfowl in the past 3 years, but have hunted with a shotgun recently	1391
Have hunted waterfowl in the past 3 years, but not with a shotgun	64
Total sample	1639

Table WS.2) How many respondents have hunted waterfowl at some point in the past?

	Count
Have never hunted this species before	810
Have hunted this species before	829
Total	1639

Demographic Information

Table WS.3) What is your current age?

	Count	Column Percent
18 to 24	18	1.4%
25 to 34	158	12.0%
35 to 44	207	15.7%
45 to 54	335	25.3%
55 to 64	364	27.5%
65 and older	240	18.2%
Total	1,322	100.0%

Table WS.4) What is your gender?

	Count	Column Percent
Male	1,281	96.8%
Female	43	3.2%
Total	1,324	100.0%

Table WS.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	49	3.7%
\$20,000 to \$29,999	35	2.7%
\$30,000 to \$39,999	52	4.0%
\$40,000 to \$49,999	97	7.4%
\$50,000 to \$74,999	246	18.8%
\$75,000 to \$99,999	231	17.7%
\$100,000 to \$149,999	345	26.4%
\$150,000 to \$200,000	140	10.7%
More than \$200,000	113	8.6%
Total	1,308	100.0%

Table WS.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	7	0.5%
High school graduation	263	19.9%
Trade school, associates degree or similar	380	28.7%
Bachelors degree	423	32.0%
Masters degree	188	14.2%
Ph D and higher	62	4.7%
Total	1,323	100.0%

Table WS.7) In which region do you live?

	Count	Column Percent
Northeast	204	15.4%
Midwest	381	28.8%
South	480	36.3%
West	243	18.4%
Canada	16	1.2%
Total	1,324	100.0%

Introduction to Hunting

Table WS.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	626	38.2%
11 to 17 years old	718	43.8%
18 to 24 years old	123	7.5%
25 to 34 years old	95	5.8%
35 to 44 years old	43	2.6%
45 to 54 years old	22	1.3%
55 to 64 years old	9	0.5%
65 years and older	2	0.1%
Total	1,638	100.0%

Table WS.9) Which species did you target on your first hunt?

	Count	Column Percent
Waterfowl	13	0.8%
Deer	482	29.4%
Elk	24	1.5%
Other big game	8	0.5%
Predators	25	1.5%
Small game	855	52.2%
Turkey	73	4.5%
Upland game birds	457	27.9%
Waterfowl	74	4.5%
Wild pig / feral hog	29	1.8%
Others	30	1.8%
Total	1,638	100.0%

Table WS.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	9	0.6%
Compound bow	40	2.4%
Crossbow	1	0.1%
MSR	18	1.1%
No weapon / toy	40	2.4%
Revolver	2	0.1%
Semi-automatic handgun	7	0.4%
Shotgun	931	56.9%
Traditional bow	18	1.1%
Traditional rifle	567	34.7%
Other	2	0.1%
Total	1,635	100.0%

Table WS.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	58	3.5%
Aunt / Uncle	166	10.1%
Co-worker	30	1.8%
Father	898	54.9%
Friend	306	18.7%
Grandparent	167	10.2%
Guide / outfitter	9	0.6%
Mother	18	1.1%
Neighbor	41	2.5%
Nobody / I hunted alone on my first hunt	115	7.0%
Sibling	76	4.6%
Spouse	21	1.3%
Other	23	1.4%
Total	1,636	100.0%

Table WS.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	988	61.6%
Spend time with family or friends who already hunted	987	61.6%
Wanted to spend more time outdoors	962	60.0%
Tradition / way of life	921	57.5%
It's relaxing / an escape	664	41.4%
I wanted a challenge / adventure	605	37.7%
To become self-sufficient / become a provider / obtain my own meat	525	32.8%
Support conservation efforts	274	17.1%
Wanted to try a new sport	241	15.0%
To teach someone else / introduce my children or others to hunting	150	9.4%
Other Please write in	7	0.4%
Total	1,603	100.0%

Table WS.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	454	27.9%
1 year	105	6.4%
2 - 5 years	631	38.7%
6 to 10 years	179	11.0%
More than 10 years	136	8.3%
I have only ever hunted [the species that I first targeted]	125	7.7%
Total	1,630	100.0%

Table WS.14) Which species have you ever targeted?

	Count	Column Percent
Waterfowl	456	30.1%
Deer	1,460	96.4%
Elk	461	30.4%
Other big game	345	22.8%
Others	38	2.5%
Predators	858	56.7%
Small game	1,295	85.5%
Turkey	1,129	74.6%
Upland game birds	1,209	79.9%
Waterfowl	829	54.8%
Wild pig / feral hog	512	33.8%
Total	1,514	100.0%

Current Hunting Activities

Table WS.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Waterfowl	233	15.6%
Deer	1,294	86.6%
Elk	262	17.5%
Other big game	120	8.0%
Others	64	4.3%
Predators	540	36.1%
Small game	783	52.4%
Turkey	861	57.6%
Upland game birds	712	47.7%
Waterfowl	26	1.7%
Wild pig / feral hog	307	20.5%
Total	1,494	100.0%

Table WS.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,413	86.2%
Shotgun	1,384	84.4%
Traditional bow/compound bow	666	40.6%
Muzzleloader	614	37.5%
Modern sporting rifle / AR platform / AK platform	517	31.5%
Handgun	455	27.8%
Crossbow	349	21.3%
Other	30	1.8%
Total	1,639	100.0%

Table WS.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Waterfowl	223	18.0%
Deer	166	13.4%
Elk	199	16.1%
Other big game	214	17.3%
Predators	318	25.7%
Small Game	527	42.5%
Turkey	268	21.6%
Upland game birds	497	40.1%
Waterfowl	795	64.2%
Wild pig / feral hog	205	16.5%
Total number of hunters who have lapsed at least one species in their lifetime	1,239	100.0%

Table WS.18) Why have you lapsed waterfowl hunting?

	Count	Column Percent
I do not have anybody to go with anymore	271	34.3%
Do not have time	266	33.6%
No hunting land available for this species anymore	146	18.5%
I moved to a new location where I am not able to do this type of hunting	135	17.1%
Too expensive	101	12.8%
Other, please describe	74	9.4%
No longer interested or did not enjoy this type of hunting	53	6.7%
Medical reasons / disabilities	50	6.3%
I need more training	30	3.8%
I was not successful	15	1.9%
Total	791	100.0%

Current Shooting Activities

Table WS.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	1,068	83.6%
Traditional Centerfire Rifle	1,040	81.4%
Semiautomatic Handgun	1,033	80.9%
Traditional Rimfire Rifle	1,000	78.3%
Revolver	825	64.6%
MSR	604	47.3%
Traditional or Compound Bow	494	38.7%
Muzzleloader	369	28.9%
Crossbow	255	20.0%
None of the Above	19	1.5%
Total	1,277	100.0%

Table WS.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	949	74.3%
Plinking or informal target shooting with a traditional rimfire rifle	901	70.5%
Plinking or informal target shooting with a traditional centerfire rifle	860	67.3%
Sighting-in rifle with a traditional centerfire rifle	788	61.7%
Plinking or informal target shooting with a Revolver	762	59.6%
Informal (backyard or testing) with a Shotgun	713	55.8%
Sighting-in rifle with a traditional rimfire rifle	631	49.4%
Pattern shotgun	610	47.7%
Sporting clays with a Shotgun	569	44.5%
Plinking or informal target shooting with a MSR	539	42.2%
Sighting-in with a Semi-automatic Handgun	535	41.9%
Trap with a Shotgun	500	39.1%
Target shooting with a traditional or compound bow	494	38.7%
Skeet with a Shotgun	479	37.5%
Sighting-In with a Shotgun	400	31.3%
Benchrest with a traditional centerfire rifle	396	31.0%
Sighting-in rifle with a MSR	386	30.2%
Long range with a traditional centerfire rifle	379	29.7%
Target shooting with a muzzleloader	369	28.9%
Sighting-in with a Revolver	357	27.9%
Load Testing/Development with a traditional centerfire rifle	325	25.4%
Testing (Ammo & firearm) with a Semi-automatic Handgun	325	25.4%
Target shooting with a crossbow	255	20.0%

Teaching/Informative with a Semi-automatic Handgun	254	19.9%
Teaching/Informative with a Shotgun	225	17.6%
Teaching/Informative with a traditional rimfire rifle	225	17.6%
Teaching/Informative with a traditional centerfire rifle	224	17.5%
Benchrest with a traditional rimfire rifle	222	17.4%
Bullseye with a Semi-automatic Handgun	220	17.2%
Testing (Ammo & firearm) with a Revolver	218	17.1%
5 Stand with a Shotgun	196	15.3%
Silhouette with a Semi-automatic Handgun	185	14.5%
Target shooting with an air rifle at a range	178	13.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	166	13.0%
Teaching/Informative with a Revolver	164	12.8%
Load Testing/Development with a Semi-automatic Handgun	162	12.7%
Load Testing/Development with a MSR	156	12.2%
Teaching/Informative with a MSR	151	11.8%
Wobble Trap with a Shotgun	147	11.5%
Long range with a MSR	147	11.5%
Bullseye with a Revolver	143	11.2%
Tactical with a MSR	141	11.0%
Test reload with a Shotgun	131	10.3%
Load Testing/Development with a Revolver	130	10.2%
Benchrest with a MSR	114	8.9%
Training (Military / Defense / Law Enforcement) with a MSR	113	8.8%
Long range with a traditional rimfire rifle	108	8.5%
Silhouette with a traditional centerfire rifle	104	8.1%
Silhouette with a Revolver	102	8.0%
Dog training with a shotgun	101	7.9%
Silhouette with a traditional rimfire rifle	90	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	84	6.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	72	5.6%
Tactical with a traditional centerfire rifle	68	5.3%
Load Testing/Development with a traditional rimfire rifle	67	5.2%
Steel Challenge with a Semi-automatic Handgun	65	5.1%
Training (Military / Defense / Law Enforcement) with a Revolver	65	5.1%
Bowling pin with a Semi-automatic Handgun	63	4.9%
Silhouette with a MSR	50	3.9%
IDPA with a Semi-automatic Handgun	47	3.7%
3 Gun with a Shotgun	39	3.1%
3 Gun with a Semi-automatic Handgun	38	3.0%
3 Gun with a MSR	37	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	32	2.5%
Bowling pin with a Revolver	30	2.3%

Cowboy action with a Revolver	29	2.3%
Steel Challenge with a traditional centerfire rifle	27	2.1%
Three (3) position with a traditional centerfire rifle	27	2.1%
IPSC with a Semi-automatic Handgun	27	2.1%
Steel Challenge with a traditional rimfire rifle	27	2.1%
Tactical with a traditional rimfire rifle	23	1.8%
Steel Challenge with a MSR	22	1.7%
Three (3) position with a MSR	21	1.6%
Three (3) position with a traditional rimfire rifle	19	1.5%
None of the above	19	1.5%
Steel Challenge with a Revolver	14	1.1%
Cowboy Action with a Shotgun	13	1.0%
Cowboy action with a traditional centerfire rifle	13	1.0%
NRA high power with a traditional centerfire rifle	7	0.5%
NRA high power with a MSR	7	0.5%
IPSC with a Revolver	6	0.5%
IDPA with a Revolver	5	0.4%
Cowboy action with a Semi-automatic Handgun	4	0.3%
Cowboy action with a traditional rimfire rifle	3	0.2%
NRA high power with a traditional rimfire rifle	3	0.2%
3 Gun with a traditional centerfire rifle	2	0.2%
Schuetzen with a traditional centerfire rifle	1	0.1%
Schuetzen with a MSR	1	0.1%
Total	1,278	100.0%

Waterfowl Hunting Interest

Table WS.21) Why haven't you ever (or within the past 3 years) hunted waterfowl?

	Count	Column Percent
I do not have anyone to go with	195	41.0%
Places to hunt are too limited, no convenient place to hunt	142	29.8%
Don't know how to start	132	27.7%
I don't own the proper equipment	105	22.1%
My hunting skills need improving / I need more training	69	14.5%
Do not have time	67	14.1%
No hunting land available	58	12.2%
There are other activities I'd rather do	57	12.0%
Too expensive	44	9.2%
Hunting rules are too complex	29	6.1%
If I had a successful hunt I wouldn't know what to do with my harvest	24	5.0%
This species is not found in my part of the country, or it is not legal to hunt	18	3.8%
I moved to a new home and don't know where to go	14	2.9%
Other	5	1.1%
Medical reasons / disability	4	0.8%
I am not able to buy a license	1	0.2%
Total	476	100.0%

Influential Media and Individuals

Table WS.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	806	54.0%
Father	400	26.8%
Self / nobody else	277	18.6%
Another relative	150	10.1%
Co-worker	131	8.8%
Uncle / Aunt	124	8.3%
Sibling	99	6.6%
Grandparent	93	6.2%
Children / grandchildren	56	3.8%
Neighbor	56	3.8%
Spouse	50	3.4%
Other, please specify	29	1.9%
Guide / outfitter	26	1.7%
Mother	10	0.7%
Total	1,492	100.0%

Table WS.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	463	31.2%
Television shows	783	52.7%
Magazines	619	41.7%
Seminars	89	6.0%
Hunter education programs	154	10.4%
State wildlife management agencies	296	19.9%
Retailers	91	6.1%
Local clubs or social organizations	176	11.9%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	523	35.2%
Other, please specify	73	4.9%
Total	1,485	100.0%

Table WS.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	251	54.4%
Fish and Wildlife agency produced videos	132	28.6%
How-to videos	246	53.4%
Informational/political/talk show style	51	11.1%
Professionals hunting/fishing/shooting	350	75.9%
Non-professionals (home videos) hunting/fishing/shooting	273	59.2%
Comedy/blooper videos	19	4.1%
Competitions	56	12.1%
Product reviews	180	39.0%
Other	5	1.1%
Total	461	100.0%

Table WS.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	43	5.5%
Animal Planet	61	7.8%
Comcast SportsNet	5	0.6%
Discovery Channel	98	12.6%
ESPN/ESPN 2	44	5.7%
History Channel	77	9.9%
Military Channel	24	3.1%
National Geographic	77	9.9%
NBC Sports	27	3.5%
Outdoor Channel	655	84.2%
Pursuit Channel	291	37.4%
Sportsman Channel	525	67.5%
Sunshine Network / SUN Sports	10	1.3%
WildTV	23	3.0%
World Fishing Network	42	5.4%
Other national network	7	0.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	180	23.1%
I watched hunting/fishing TV, but don't remember the channel	167	21.5%
Total	778	100.0%

Table WS.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	669	45.8%
Programming offered by the Fish / Wildlife Agency for my state of residence	527	36.1%
Books / magazines	486	33.3%
Membership in a non-profit organization specific to this type of hunting	442	30.3%
Joining a local hunt club	404	27.7%
YouTube videos	384	26.3%
Programming offered by outdoor retailers	372	25.5%
Online forums / blogs	273	18.7%
Other: Please describe	123	8.4%
Total	1,460	100.0%

Table WS.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	171	29.7%	102	31.7%	126	28.1%	122	32.9%
	Google+	108	18.8%	76	23.6%	85	19.0%	75	20.2%
	Twitter	33	5.7%	24	7.5%	28	6.3%	29	7.8%
	Pinterest	22	3.8%	22	6.8%	24	5.4%	17	4.6%
	Instagram	54	9.4%	37	11.5%	49	10.9%	44	11.9%
	YouTube	268	46.6%	187	58.1%	244	54.5%	207	55.8%
	Television programs	297	51.7%	195	60.6%	226	50.4%	202	54.4%
	Books	149	25.9%	100	31.1%	138	30.8%	136	36.7%
	Magazines	409	71.1%	241	74.8%	299	66.7%	293	79.0%
	Online Forums	184	32.0%	117	36.3%	156	34.8%	148	39.9%
	Newsletter from hunting / wildlife groups or organizations	255	44.3%	148	46.0%	206	46.0%	218	58.8%
	Fish / Wildlife Agency for My State of Residence	323	56.2%	188	58.4%	304	67.9%	235	63.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	205	35.7%	117	36.3%	198	44.2%	169	45.6%
	Other	6	1.0%	8	2.5%	10	2.2%	8	2.2%
	None Of The Above	16	2.8%	5	1.6%	7	1.6%	6	1.6%
Total		575	100.0%	322	100.0%	448	100.0%	371	100.0%

Table WS.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	108	32.6%	92	27.3%	115	27.4%	80	34.9%	19	18.3%
	Google+	70	21.1%	65	19.3%	87	20.7%	55	24.0%	16	15.4%
	Twitter	27	8.2%	22	6.5%	24	5.7%	23	10.0%	5	4.8%
	Pinterest	23	6.9%	16	4.7%	22	5.2%	14	6.1%	3	2.9%
	Instagram	56	16.9%	37	11.0%	39	9.3%	36	15.7%	6	5.8%
	YouTube	283	85.5%	168	49.9%	239	56.9%	161	70.3%	41	39.4%
	Television programs	168	50.8%	178	52.8%	244	58.1%	121	52.8%	60	57.7%
	Books	104	31.4%	101	30.0%	170	40.5%	78	34.1%	29	27.9%
	Magazines	221	66.8%	232	68.8%	363	86.4%	156	68.1%	75	72.1%
	Online Forums	146	44.1%	115	34.1%	144	34.3%	136	59.4%	28	26.9%
	Newsletter from hunting / wildlife groups or organizations	141	42.6%	147	43.6%	196	46.7%	113	49.3%	37	35.6%
	Fish / Wildlife Agency for My State of Residence	165	49.8%	175	51.9%	247	58.8%	127	55.5%	65	62.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	131	39.6%	117	34.7%	164	39.0%	105	45.9%	37	35.6%
	Other	10	3.0%	7	2.1%	10	2.4%	9	3.9%	6	5.8%
	None Of The Above	3	0.9%	10	3.0%	4	1.0%	2	0.9%	2	1.9%
Total		331	100.0%	337	100.0%	420	100.0%	229	100.0%	104	100.0%

Waterfowl Hunting with a Traditional or Compound Bow

There are 435 individuals who are seriously interested in hunting waterfowl with a shotgun. Of those, the majority have hunted waterfowl at some point in the past. However, only 17 of the individuals in this sample have hunted waterfowl in the past 3 years; these individuals have hunted waterfowl with other methods, and would now be interested in hunting waterfowl with a shotgun.

Table WB.1) **Sample frame**

	Count
Have not hunted waterfowl in the past 3 years, and have not hunted with a traditional or compound bow in that time either	20
Have not hunted waterfowl in the past 3 years, but have hunted with a traditional or compound bow recently	66
Have hunted waterfowl in the past 3 years, but not with a traditional or compound bow	16
Total sample	102

Table WB.2) How many respondents have hunted waterfowl at some point in the past?

	Count
Have never hunted this species before	42
Have hunted this species before	60
Total	102

Demographic Information

Table WB.3) What is your current age?

	Count	Column Percent
18 to 24	1	1.2%
25 to 34	15	17.9%
35 to 44	23	27.4%
45 to 54	15	17.9%
55 to 64	21	25.0%
65 and older	9	10.7%
Total	84	100.0%

Table WB.4) What is your gender?

	Count	Column Percent
Male	81	96.4%
Female	3	3.6%
Total	84	100.0%

Table WB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	4	4.8%
\$20,000 to \$29,999	3	3.6%
\$30,000 to \$39,999	2	2.4%
\$40,000 to \$49,999	5	6.0%
\$50,000 to \$74,999	21	25.0%
\$75,000 to \$99,999	15	17.9%
\$100,000 to \$149,999	21	25.0%
\$150,000 to \$200,000	6	7.1%
More than \$200,000	7	8.3%
Total	84	100.0%

Table WB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	19	22.6%
Trade school, associates degree or similar	30	35.7%
Bachelors degree	22	26.2%
Masters degree	9	10.7%
Ph D and higher	4	4.8%
Total	84	100.0%

Table WB.7) In which region do you live?

	Count	Column Percent
Northeast	14	16.7%
Midwest	15	17.9%
South	25	29.8%
West	30	35.7%
Canada	0	0.0%
Total	84	100.0%

Introduction to Hunting

Table WB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	46	45.1%
11 to 17 years old	39	38.2%
18 to 24 years old	6	5.9%
25 to 34 years old	5	4.9%
35 to 44 years old	4	3.9%
45 to 54 years old	1	1.0%
55 to 64 years old	1	1.0%
65 years and older	0	0.0%
Total	102	100.0%

Table WB.9) Which species did you target on your first hunt?

	Count	Column Percent
Waterfowl	1	1.0%
Deer	38	37.3%
Elk	3	2.9%
Other big game	0	0.0%
Predators	4	3.9%
Small game	44	43.1%
Turkey	6	5.9%
Upland game birds	22	21.6%
Waterfowl	4	3.9%
Wild pig / feral hog	5	4.9%
Others	3	2.9%
Total	102	100.0%

Table WB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	0	0.0%
Compound bow	5	4.9%
Crossbow	1	1.0%
MSR	2	2.0%
No weapon / toy	4	3.9%
Revolver	0	0.0%
Semi-automatic handgun	1	1.0%
Shotgun	45	44.1%
Traditional bow	5	4.9%
Traditional rifle	39	38.2%
Other	0	0.0%
Total	102	100.0%

Table WB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	4	3.9%
Aunt / Uncle	8	7.8%
Co-worker	1	1.0%
Father	57	55.9%
Friend	21	20.6%
Grandparent	14	13.7%
Guide / outfitter	1	1.0%
Mother	2	2.0%
Neighbor	3	2.9%
Nobody / I hunted alone on my first hunt	4	3.9%
Sibling	6	5.9%
Spouse	3	2.9%
Other	1	1.0%
Total	102	100.0%

Table WB.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	73	73.0%
Wanted to spend more time outdoors	69	69.0%
Tradition / way of life	66	66.0%
It has always interested me	61	61.0%
It's relaxing / an escape	56	56.0%
I wanted a challenge / adventure	49	49.0%
To become self-sufficient / become a provider / obtain my own meat	47	47.0%
Support conservation efforts	25	25.0%
Wanted to try a new sport	19	19.0%
To teach someone else / introduce my children or others to hunting	14	14.0%
Other Please write in	0	0.0%
Total	100	100.0%

Table WB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	34	33.3%
1 year	6	5.9%
2 - 5 years	41	40.2%
6 to 10 years	9	8.8%
More than 10 years	7	6.9%
I have only ever hunted [the species that I first targeted]	5	4.9%
Total	102	100.0%

Table WB.14) Which species have you ever targeted?

	Count	Column Percent
Waterfowl	32	33.0%
Deer	96	99.0%
Elk	33	34.0%
Other big game	23	23.7%
Others	4	4.1%
Predators	61	62.9%
Small game	84	86.6%
Turkey	83	85.6%
Upland game birds	80	82.5%
Waterfowl	60	61.9%
Wild pig / feral hog	40	41.2%
Total	97	100.0%

Current Hunting Activities

Table WB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Waterfowl	24	25.3%
Deer	85	89.5%
Elk	26	27.4%
Other big game	14	14.7%
Others	5	5.3%
Predators	42	44.2%
Small game	63	66.3%
Turkey	67	70.5%
Upland game birds	47	49.5%
Waterfowl	16	16.8%
Wild pig / feral hog	24	25.3%
Total	95	100.0%

Table WB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	88	86.3%
Traditional rifle (centerfire or rimfire)	83	81.4%
Traditional bow/compound bow	64	62.7%
Muzzleloader	48	47.1%
Modern sporting rifle / AR platform / AK platform	46	45.1%
Handgun	37	36.3%
Crossbow	20	19.6%
Other	3	2.9%
Total	102	100.0%

Table WB.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Waterfowl	8	10.1%
Deer	11	13.9%
Elk	7	8.9%
Other big game	7	8.9%
Predators	19	24.1%
Small Game	22	27.8%
Turkey	16	20.3%
Upland game birds	33	41.8%
Waterfowl	44	55.7%
Wild pig / feral hog	16	20.3%
Total number of hunters who have lapsed at least one species in their lifetime	79	100.0%

Table WB.18) Why have you lapsed waterfowl hunting?

	Count	Column Percent
Do not have time	21	47.7%
I do not have anybody to go with anymore	14	31.8%
I moved to a new location where I am not able to do this type of hunting	6	13.6%
No hunting land available for this species anymore	6	13.6%
Too expensive	5	11.4%
Other, please describe	5	11.4%
No longer interested or did not enjoy this type of hunting	3	6.8%
Medical reasons / disabilities	3	6.8%
I was not successful	0	0.0%
I need more training	0	0.0%
Total	44	100.0%

Current Shooting Activities

Table WB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	59	81.9%
Traditional Centerfire Rifle	59	81.9%
Semiautomatic Handgun	59	81.9%
Traditional Rimfire Rifle	57	79.2%
Revolver	45	62.5%
Traditional or Compound Bow	45	62.5%
MSR	44	61.1%
Muzzleloader	23	31.9%
Crossbow	19	26.4%
None of the Above	1	1.4%
Total	72	100.0%

Table WB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	56	77.8%
Informal (backyard or testing) with a Shotgun	51	70.8%
Plinking or informal target shooting with a traditional rimfire rifle	50	69.4%
Plinking or informal target shooting with a traditional centerfire rifle	47	65.3%
Target shooting with a traditional or compound bow	45	62.5%
Sighting-in rifle with a traditional centerfire rifle	43	59.7%
Plinking or informal target shooting with a MSR	39	54.2%
Sighting-in with a Semi-automatic Handgun	38	52.8%
Sporting clays with a Shotgun	37	51.4%
Sighting-in rifle with a traditional rimfire rifle	37	51.4%
Plinking or informal target shooting with a Revolver	36	50.0%
Pattern shotgun	36	50.0%
Sighting-In with a Shotgun	32	44.4%
Long range with a traditional centerfire rifle	29	40.3%
Trap with a Shotgun	27	37.5%
Sighting-in rifle with a MSR	25	34.7%
Skeet with a Shotgun	23	31.9%
Target shooting with a muzzleloader	23	31.9%
Benchrest with a traditional centerfire rifle	22	30.6%
Load Testing/Development with a traditional centerfire rifle	22	30.6%
Sighting-in with a Revolver	22	30.6%
Testing (Ammo & firearm) with a Semi-automatic Handgun	20	27.8%
Teaching/Informative with a traditional centerfire rifle	19	26.4%

Teaching/Informative with a Semi-automatic Handgun	19	26.4%
Target shooting with a crossbow	19	26.4%
Teaching/Informative with a traditional rimfire rifle	18	25.0%
Testing (Ammo & firearm) with a Revolver	17	23.6%
Teaching/Informative with a Shotgun	16	22.2%
Load Testing/Development with a MSR	16	22.2%
Long range with a traditional rimfire rifle	16	22.2%
Target shooting with an air rifle at a range	16	22.2%
Long range with a MSR	15	20.8%
Silhouette with a Semi-automatic Handgun	15	20.8%
Test reload with a Shotgun	14	19.4%
Benchrest with a traditional rimfire rifle	14	19.4%
Teaching/Informative with a MSR	13	18.1%
Teaching/Informative with a Revolver	13	18.1%
Load Testing/Development with a Semi-automatic Handgun	11	15.3%
Bullseye with a Revolver	10	13.9%
Dog training with a shotgun	10	13.9%
5 Stand with a Shotgun	9	12.5%
Silhouette with a traditional centerfire rifle	9	12.5%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	9	12.5%
Load Testing/Development with a Revolver	9	12.5%
Load Testing/Development with a traditional rimfire rifle	9	12.5%
Silhouette with a Revolver	8	11.1%
Tactical with a MSR	7	9.7%
Training (Military / Defense / Law Enforcement) with a MSR	7	9.7%
Bullseye with a Semi-automatic Handgun	7	9.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	6	8.3%
Benchrest with a MSR	6	8.3%
Silhouette with a MSR	6	8.3%
Wobble Trap with a Shotgun	5	6.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	5	6.9%
Training (Military / Defense / Law Enforcement) with a Revolver	5	6.9%
Silhouette with a traditional rimfire rifle	5	6.9%
Tactical with a traditional centerfire rifle	4	5.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	4.2%
Three (3) position with a MSR	2	2.8%
Cowboy action with a Revolver	2	2.8%
Tactical with a traditional rimfire rifle	2	2.8%
3 Gun with a Shotgun	1	1.4%
Cowboy action with a traditional centerfire rifle	1	1.4%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Three (3) position with a traditional centerfire rifle	1	1.4%

3 Gun with a MSR	1	1.4%
Steel Challenge with a MSR	1	1.4%
3 Gun with a Semi-automatic Handgun	1	1.4%
Bowling pin with a Semi-automatic Handgun	1	1.4%
IDPA with a Semi-automatic Handgun	1	1.4%
Steel Challenge with a Semi-automatic Handgun	1	1.4%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Three (3) position with a traditional rimfire rifle	1	1.4%
None of the above	1	1.4%
Total	72	100.0%

Waterfowl Hunting Interest

Table WB.21) Why haven't you ever (or within the past 3 years) hunted waterfowl?

	Count	Column Percent
I do not have anyone to go with	9	39.1%
Don't know how to start	7	30.4%
Places to hunt are too limited, no convenient place to hunt	7	30.4%
My hunting skills need improving / I need more training	5	21.7%
Too expensive	4	17.4%
Do not have time	4	17.4%
There are other activities I'd rather do	3	13.0%
Hunting rules are too complex	3	13.0%
I don't own the proper equipment	3	13.0%
No hunting land available	1	4.3%
I moved to a new home and don't know where to go	1	4.3%
This species is not found in my part of the country, or it is not legal to hunt	0	0.0%
I am not able to buy a license	0	0.0%
If I had a successful hunt I wouldn't know what to do with my harvest	0	0.0%
Medical reasons / disability	0	0.0%
Other	0	0.0%
Total	23	100.0%

Influential Media and Individuals

Table WB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	52	54.2%
Self / nobody else	28	29.2%
Father	21	21.9%
Grandparent	11	11.5%
Uncle / Aunt	11	11.5%
Co-worker	11	11.5%
Sibling	8	8.3%
Another relative	8	8.3%
Spouse	7	7.3%
Children / grandchildren	2	2.1%
Neighbor	2	2.1%
Guide / outfitter	2	2.1%
Mother	1	1.0%
Other, please specify	0	0.0%
Total	96	100.0%

Table WB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	45	46.4%
Television shows	45	46.4%
Magazines	44	45.4%
Seminars	9	9.3%
Hunter education programs	15	15.5%
State wildlife management agencies	26	26.8%
Retailers	11	11.3%
Local clubs or social organizations	15	15.5%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	43	44.3%
Other, please specify	4	4.1%
Total	97	100.0%

Table WB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	25	55.6%
Fish and Wildlife agency produced videos	15	33.3%
How-to videos	25	55.6%
Informational/political/talk show style	5	11.1%
Professionals hunting/fishing/shooting	32	71.1%
Non-professionals (home videos) hunting/fishing/shooting	29	64.4%
Comedy/blooper videos	6	13.3%
Competitions	6	13.3%
Product reviews	11	24.4%
Other	0	0.0%
Total	45	100.0%

Table WB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	8	17.8%
Animal Planet	7	15.6%
Comcast SportsNet	1	2.2%
Discovery Channel	10	22.2%
ESPN/ESPN 2	2	4.4%
History Channel	7	15.6%
Military Channel	1	2.2%
National Geographic	7	15.6%
NBC Sports	4	8.9%
Outdoor Channel	42	93.3%
Pursuit Channel	23	51.1%
Sportsman Channel	31	68.9%
Sunshine Network / SUN Sports	0	0.0%
WildTV	2	4.4%
World Fishing Network	8	17.8%
Other national network	1	2.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	15	33.3%
I watched hunting/fishing TV, but don't remember the channel	7	15.6%
Total	45	100.0%

Table WB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	47	51.1%
Programming offered by the Fish / Wildlife Agency for my state of residence	45	48.9%
Books / magazines	30	32.6%
YouTube videos	29	31.5%
Membership in a non-profit organization specific to this type of hunting	26	28.3%
Joining a local hunt club	22	23.9%
Programming offered by outdoor retailers	21	22.8%
Online forums / blogs	18	19.6%
Other: Please describe	11	12.0%
Total	92	100.0%

Table WB.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

	An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	10 24.4%	7 41.2%	12 31.6%	10 40.0%			
	Google+	3 7.3%	4 23.5%	6 15.8%	5 20.0%			
	Twitter	3 7.3%	1 5.9%	1 2.6%	4 16.0%			
	Pinterest	2 4.9%	4 23.5%	2 5.3%	3 12.0%			
	Instagram	6 14.6%	3 17.6%	5 13.2%	3 12.0%			
	YouTube	17 41.5%	11 64.7%	21 55.3%	12 48.0%			
	Television programs	23 56.1%	15 88.2%	21 55.3%	15 60.0%			
	Books	12 29.3%	7 41.2%	20 52.6%	10 40.0%			
	Magazines	27 65.9%	12 70.6%	26 68.4%	22 88.0%			
	Online Forums	14 34.1%	8 47.1%	16 42.1%	10 40.0%			
	Newsletter from hunting / wildlife groups or organizations	21 51.2%	9 52.9%	25 65.8%	15 60.0%			
	Fish / Wildlife Agency for My State of Residence	20 48.8%	11 64.7%	27 71.1%	14 56.0%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	18 43.9%	7 41.2%	18 47.4%	9 36.0%			
	Other	1 2.4%	1 5.9%	3 7.9%	2 8.0%			
	None Of The Above	1 2.4%	0 0.0%	0 0.0%	0 0.0%			
	Total	41 100.0%	17 100.0%	38 100.0%	25 100.0%			

Table WB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	11	45.8%	7	38.9%	8	28.6%	6	42.9%	3	27.3%
	Google+	4	16.7%	5	27.8%	4	14.3%	4	28.6%	1	9.1%
	Twitter	2	8.3%	3	16.7%	2	7.1%	1	7.1%	1	9.1%
	Pinterest	3	12.5%	2	11.1%	1	3.6%	2	14.3%	1	9.1%
	Instagram	5	20.8%	4	22.2%	3	10.7%	4	28.6%	1	9.1%
	YouTube	21	87.5%	10	55.6%	12	42.9%	10	71.4%	4	36.4%
	Television programs	15	62.5%	11	61.1%	17	60.7%	10	71.4%	8	72.7%
	Books	6	25.0%	5	27.8%	11	39.3%	5	35.7%	4	36.4%
	Magazines	15	62.5%	15	83.3%	26	92.9%	8	57.1%	7	63.6%
	Online Forums	10	41.7%	8	44.4%	7	25.0%	8	57.1%	3	27.3%
	Newsletter from hunting / wildlife groups or organizations	11	45.8%	13	72.2%	18	64.3%	7	50.0%	6	54.5%
	Fish / Wildlife Agency for My State of Residence	7	29.2%	9	50.0%	15	53.6%	4	28.6%	6	54.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	5	20.8%	8	44.4%	10	35.7%	1	7.1%	6	54.5%
	Other	3	12.5%	1	5.6%	3	10.7%	3	21.4%	0	0.0%
	None Of The Above	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Total		24	100.0%	18	100.0%	28	100.0%	14	100.0%	11	100.0%

Wild Hog Hunting

This section includes only those responses from individuals who do not currently wild hog hunt, but would be interested in doing so. Further chapters will note data collected from those who currently wild hog hunt and would like to hunt with a different firearm, bow or crossbow.

- The majority (61.4%) of those who are interested in hunting hog began hunting because they have always been interested in hunting (Table H.10).
- 43.9% of those interested in hunting wild hog have shot sporting clays with a shotgun within the past 3 years (Table H.18).
- Almost half (43.7%) of those who could be persuaded to hog hunt by an invitation from a friend or family member have used YouTube within the past 3 months for hunting entertainment or gathering information on hunting (Table H.26).

Demographic Information

Table H.1) What is your current age?

	Count	Column Percent
18 to 24	41	1.3%
25 to 34	286	9.0%
35 to 44	444	13.9%
45 to 54	738	23.1%
55 to 64	968	30.4%
65 and older	712	22.3%
Total	3,189	100.0%

Table H.2) What is your gender?

	Count	Column Percent
Male	3,116	97.6%
Female	75	2.4%
Total	3,191	100.0%

Table H.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	113	3.6%
\$20,000 to \$29,999	88	2.8%
\$30,000 to \$39,999	156	4.9%
\$40,000 to \$49,999	228	7.2%
\$50,000 to \$74,999	657	20.8%
\$75,000 to \$99,999	601	19.0%
\$100,000 to \$149,999	781	24.7%
\$150,000 to \$200,000	294	9.3%
More than \$200,000	244	7.7%
Total	3,162	100.0%

Table H.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	26	0.8%
High school graduation	631	19.8%
Trade school, associates degree or similar	1,059	33.2%
Bachelors degree	953	29.9%
Masters degree	390	12.2%
Ph D and higher	132	4.1%
Total	3,191	100.0%

Table H.5) In which region do you live?

	Count	Column Percent
Northeast	483	15.1%
Midwest	1,147	36.0%
South	946	29.7%
West	586	18.4%
Canada	28	0.9%
Total	3,190	100.0%

Introduction to Hunting

Table H.6) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,567	39.8%
11 to 17 years old	1,804	45.8%
18 to 24 years old	247	6.3%
25 to 34 years old	176	4.5%
35 to 44 years old	80	2.0%
45 to 54 years old	39	1.0%
55 to 64 years old	18	0.5%
65 years and older	5	0.1%
Total	3,936	100.0%

Table H.7) Which species did you target on your first hunt?

	Count	Column Percent
Bear	18	0.5%
Deer	1,112	28.3%
Elk	55	1.4%
Other big game	15	0.4%
Predators	68	1.7%
Small game	2,186	55.6%
Turkey	112	2.8%
Upland game birds	1,013	25.7%
Waterfowl	270	6.9%
Wild pig / feral hog	20	0.5%
Others	86	2.2%
Total	3,935	100.0%

Table H.8) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	23	0.6%
Compound bow	97	2.5%
Crossbow	6	0.2%
MSR	30	0.8%
No weapon / toy	95	2.4%
Revolver	5	0.1%
Semi-automatic handgun	15	0.4%
Shotgun	2,223	56.6%
Traditional bow	37	0.9%
Traditional rifle	1,389	35.4%
Other	7	0.2%
Total	3,927	100.0%

Table H.9) Who took you hunting for the first time?

	Count	Column Percent
Another relative	140	3.6%
Aunt / Uncle	442	11.3%
Co-worker	49	1.2%
Father	2,304	58.7%
Friend	638	16.3%
Grandparent	407	10.4%
Guide / outfitter	7	0.2%
Mother	40	1.0%
Neighbor	98	2.5%
Nobody / I hunted alone on my first hunt	262	6.7%
Sibling	190	4.8%
Spouse	33	0.8%
Other	47	1.2%
Total	3,924	100.0%

Table H.10) What got you interested in hunting?

	Count	Column Percent
It has always interested me	2,339	61.4%
Spend time with family or friends who already hunted	2,337	61.3%
Tradition / way of life	2,214	58.1%
Wanted to spend more time outdoors	2,144	56.2%
It's relaxing / an escape	1,525	40.0%
I wanted a challenge / adventure	1,357	35.6%
To become self-sufficient / become a provider / obtain my own meat	1,234	32.4%
Support conservation efforts	663	17.4%
Wanted to try a new sport	525	13.8%
To teach someone else / introduce my children or others to hunting	355	9.3%
Other Please write in	13	0.3%
Total	3,812	100.0%

Table H.11) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	1,016	25.9%
1 year	269	6.9%
2 - 5 years	1,572	40.1%
6 to 10 years	449	11.5%
More than 10 years	381	9.7%
I have only ever hunted [the species that I first targeted]	229	5.8%
Total	3,916	100.0%

Table H.12) Which species have you ever targeted?

	Count	Column Percent
Bear	1,246	33.6%
Deer	3,598	97.0%
Elk	1,213	32.7%
Other big game	906	24.4%
Others	104	2.8%
Predators	2,324	62.7%
Small game	3,306	89.2%
Turkey	2,840	76.6%
Upland game birds	3,071	82.8%
Waterfowl	2,457	66.3%
Wild pig / feral hog	682	18.4%
Total	3,708	100.0%

Current Hunting Activities

Table H.13) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	618	16.8%
Deer	3,209	87.3%
Elk	684	18.6%
Other big game	344	9.4%
Others	160	4.4%
Predators	1,553	42.3%
Small game	2,062	56.1%
Turkey	2,195	59.7%
Upland game birds	1,910	52.0%
Waterfowl	1,238	33.7%
Wild pig / feral hog	0	0.0%
Total	3,674	100.0%

Table H.14) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	3,443	87.5%
Shotgun	3,410	86.6%
Muzzleloader	1,719	43.7%
Traditional bow/compound bow	1,696	43.1%
Handgun	1,304	33.1%
Modern sporting rifle / AR platform / AK platform	1,293	32.8%
Crossbow	939	23.9%
Other	80	2.0%
Total	3,937	100.0%

Table H.15) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	628	50.4%
Deer	388	10.8%
Elk	529	43.6%
Other big game	541	55.3%
Predators	766	33.0%
Small Game	1,276	38.6%
Turkey	645	22.7%
Upland game birds	1,159	37.7%
Waterfowl	1,207	49.1%
Wild pig / feral hog	682	100%
Total number of hunters who have lapsed at least one species in their lifetime	2,993	

Table H.16) Why haven't you hunted [the species that you've lapsed] in the past 3 years?

	Overall		Deer		Wild Hog		Turkey	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	1438	18.3%	69	17.8%	96	15.3%	99	15.3%
I moved to a new location where I am not able to do this type of hunting	959	12.2%	53	13.7%	86	13.7%	66	10.2%
No hunting land available for this species anymore	1230	15.7%	58	14.9%	49	7.8%	91	14.1%
Do not have time	2373	30.2%	95	24.5%	161	25.6%	229	35.5%
Too expensive	958	12.2%	36	9.3%	81	12.9%	22	3.4%
No longer interested or did not enjoy this type of hunting	1286	16.4%	78	20.1%	132	21.0%	135	20.9%
I was not successful	246	3.1%	13	3.4%	32	5.1%	44	6.8%
I need more training	167	2.1%	9	2.3%	12	1.9%	37	5.7%
I have a disability, an illness or an age-related reason that prevents me	554	7.1%	40	10.3%	51	8.1%	36	5.6%
Other, please describe	883	11.2%	52	13.4%	74	11.8%	55	8.5%
Total	7,855	100%	388	100%	628	100%	645	100%

Table H.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Small Game		Waterfowl		Elk		Other Big Game	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	193	15.1%	351	29.1%	91	17.2%	78	14.4%
I moved to a new location where I am not able to do this type of hunting	105	8.2%	133	11.0%	69	13.0%	71	13.1%
No hunting land available for this species anymore	157	12.3%	149	12.3%	42	7.9%	46	8.5%
Do not have time	451	35.3%	348	28.8%	107	20.2%	122	22.6%
Too expensive	11	0.9%	140	11.6%	257	48.6%	237	43.8%
No longer interested or did not enjoy this type of hunting	386	30.3%	310	25.7%	15	2.8%	19	3.5%
I was not successful	8	0.6%	29	2.4%	23	4.3%	9	1.7%
I need more training	10	0.8%	24	2.0%	12	2.3%	0	0.0%
I have a disability, an illness or an age-related reason that prevents me	65	5.1%	79	6.5%	70	13.2%	48	8.9%
Other, please describe	144	11.3%	123	10.2%	44	8.3%	49	9.1%
Total	1,276	100%	1,207	100%	529	100%	541	100%

Table H.16) **Why haven't you hunted [the species that you've lapsed] in the past 3 years?** Continued

	Upland Game		Predators		Other		Wild Hog	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I do not have anybody to go with anymore	245	21.1%	119	15.5%	3	8.6%	94	13.8%
I moved to a new location where I am not able to do this type of hunting	164	14.2%	73	9.5%	2	5.7%	137	20.1%
No hunting land available for this species anymore	361	31.1%	106	13.8%	7	20.0%	164	24.1%
Do not have time	294	25.4%	346	45.2%	17	48.6%	203	29.8%
Too expensive	62	5.3%	16	2.1%	7	20.0%	89	13.1%
No longer interested or did not enjoy this type of hunting	103	8.9%	79	10.3%	3	8.6%	26	3.8%
I was not successful	24	2.1%	46	6.0%	0	0.0%	18	2.6%
I need more training	14	1.2%	37	4.8%	1	2.9%	11	1.6%
I have a disability, an illness or an age-related reason that prevents me	87	7.5%	46	6.0%	0	0.0%	32	4.7%
Other, please describe	195	16.8%	53	6.9%	2	5.7%	92	13.5%
Total	1,159	100%	766	100%	35	100%	681	100%

Current Shooting Activities

Table H.17) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	2,613	84.2%
Traditional Rimfire Rifle	2,578	83.1%
Shotgun	2,543	82.0%
Semiautomatic Handgun	2,533	81.7%
Revolver	2,139	69.0%
MSR	1,502	48.4%
Traditional or Compound Bow	1,264	40.7%
Muzzleloader	1,060	34.2%
Crossbow	705	22.7%
None of the Above	38	1.2%
Total	3,102	100.0%

Table H.18) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	2,365	76.1%
Plinking or informal target shooting with a Semi-automatic Handgun	2,317	74.5%
Plinking or informal target shooting with a traditional centerfire rifle	2,135	68.7%
Sighting-in rifle with a traditional centerfire rifle	1,984	63.8%
Plinking or informal target shooting with a Revolver	1,966	63.3%
Informal (backyard or testing) with a Shotgun	1,741	56.0%
Sighting-in rifle with a traditional rimfire rifle	1,666	53.6%
Pattern shotgun	1,471	47.3%
Sighting-in with a Semi-automatic Handgun	1,372	44.1%
Sporting clays with a Shotgun	1,364	43.9%
Plinking or informal target shooting with a MSR	1,324	42.6%
Target shooting with a traditional or compound bow	1,264	40.7%
Trap with a Shotgun	1,209	38.9%
Skeet with a Shotgun	1,141	36.7%
Sighting-In with a Shotgun	1,095	35.2%
Target shooting with a muzzleloader	1,060	34.1%
Sighting-in with a Revolver	1,011	32.5%
Long range with a traditional centerfire rifle	1,001	32.2%
Sighting-in rifle with a MSR	995	32.0%
Benchrest with a traditional centerfire rifle	957	30.8%
Load Testing/Development with a traditional centerfire rifle	885	28.5%

Testing (Ammo & firearm) with a Semi-automatic Handgun	813	26.2%
Target shooting with a crossbow	705	22.7%
Teaching/Informative with a Semi-automatic Handgun	625	20.1%
Benchrest with a traditional rimfire rifle	624	20.1%
Testing (Ammo & firearm) with a Revolver	621	20.0%
Teaching/Informative with a traditional rimfire rifle	590	19.0%
Teaching/Informative with a Shotgun	585	18.8%
Teaching/Informative with a traditional centerfire rifle	583	18.8%
Bullseye with a Semi-automatic Handgun	521	16.8%
Target shooting with an air rifle at a range	505	16.2%
Load Testing/Development with a Semi-automatic Handgun	465	15.0%
Silhouette with a Semi-automatic Handgun	446	14.4%
Teaching/Informative with a Revolver	446	14.4%
5 Stand with a Shotgun	441	14.2%
Load Testing/Development with a Revolver	437	14.1%
Load Testing/Development with a MSR	423	13.6%
Bullseye with a Revolver	401	12.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	397	12.8%
Teaching/Informative with a MSR	388	12.5%
Test reload with a Shotgun	364	11.7%
Wobble Trap with a Shotgun	361	11.6%
Long range with a MSR	338	10.9%
Tactical with a MSR	325	10.5%
Dog training with a shotgun	313	10.1%
Benchrest with a MSR	305	9.8%
Long range with a traditional rimfire rifle	300	9.7%
Silhouette with a traditional centerfire rifle	290	9.3%
Silhouette with a Revolver	283	9.1%
Silhouette with a traditional rimfire rifle	271	8.7%
Training (Military / Defense / Law Enforcement) with a MSR	259	8.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	222	7.1%
Load Testing/Development with a traditional rimfire rifle	205	6.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	184	5.9%
Bowling pin with a Semi-automatic Handgun	181	5.8%
Steel Challenge with a Semi-automatic Handgun	169	5.4%
Training (Military / Defense / Law Enforcement) with a Revolver	165	5.3%
Tactical with a traditional centerfire rifle	159	5.1%
Silhouette with a MSR	133	4.3%
Bowling pin with a Revolver	113	3.6%
IDPA with a Semi-automatic Handgun	109	3.5%
3 Gun with a Semi-automatic Handgun	98	3.2%
Cowboy action with a Revolver	95	3.1%
3 Gun with a Shotgun	92	3.0%

Three (3) position with a traditional centerfire rifle	87	2.8%
Steel Challenge with a traditional rimfire rifle	87	2.8%
3 Gun with a MSR	85	2.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	82	2.6%
Steel Challenge with a traditional centerfire rifle	79	2.5%
IPSC with a Semi-automatic Handgun	70	2.3%
Steel Challenge with a Revolver	69	2.2%
Three (3) position with a traditional rimfire rifle	65	2.1%
Three (3) position with a MSR	64	2.1%
Steel Challenge with a MSR	61	2.0%
Tactical with a traditional rimfire rifle	61	2.0%
Cowboy action with a traditional centerfire rifle	49	1.6%
NRA high power with a traditional centerfire rifle	47	1.5%
Cowboy Action with a Shotgun	46	1.5%
None of the above	38	1.2%
NRA high power with a MSR	29	0.9%
IDPA with a Revolver	24	0.8%
Cowboy action with a Semi-automatic Handgun	23	0.7%
3 Gun with a traditional centerfire rifle	20	0.6%
IPSC with a Revolver	12	0.4%
3 Gun with a traditional rimfire rifle	12	0.4%
Cowboy action with a traditional rimfire rifle	12	0.4%
3 Gun with a Revolver	11	0.4%
NRA high power with a traditional rimfire rifle	9	0.3%
Schuetzen with a traditional centerfire rifle	6	0.2%
Schuetzen with a traditional rimfire rifle	2	0.1%
Schuetzen with a MSR	1	0.0%
Total	3,108	100.0%

Wild Hog Hunting Interest

Table H.19) Which methods would you be interested in using in order to target wild hog? *Error! Not a valid filename.*

Table H.20) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	243	37.0%
Places to hunt are too limited, no convenient place to hunt	195	29.7%
I do not have anyone to go with	173	26.4%
Too expensive	125	19.1%
Don't know how to start	116	17.7%
No hunting land available	105	16.0%
Do not have time	99	15.1%
My hunting skills need improving / I need more training	61	9.3%
If I had a successful hunt I wouldn't know what to do with my harvest	53	8.1%
There are other activities I'd rather do	46	7.0%
I am not able to buy a license	37	5.6%
Medical reasons / disability	25	3.8%
I moved to a new home and don't know where to go	16	2.4%
Hunting rules are too complex	11	1.7%
Other	11	1.7%
I don't own the proper equipment	7	1.1%
Total	656	100.0%

Influential Media and Individuals

Table H.21) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,408	54.1%
Father	718	27.6%
Self / nobody else	513	19.7%
Another relative	234	9.0%
Uncle / Aunt	225	8.6%
Co-worker	220	8.4%
Sibling	215	8.3%
Grandparent	183	7.0%
Children / grandchildren	112	4.3%
Neighbor	103	4.0%
Guide / outfitter	74	2.8%
Spouse	64	2.5%
Other, please specify	46	1.8%
Mother	17	0.7%
Total	2,604	100.0%

Table H.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	992	27.3%
Television shows	1,951	53.7%
Magazines	1,489	41.0%
Seminars	215	5.9%
Hunter education programs	341	9.4%
State wildlife management agencies	577	15.9%
Retailers	190	5.2%
Local clubs or social organizations	401	11.0%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	1,205	33.2%
Other, please specify	170	4.7%
Total	3,630	100.0%

Table H.23) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
TV programs (complete or partial episodes)	494	50.1%
Fish and Wildlife agency produced videos	244	24.7%
How-to videos	523	53.0%
Informational/political/talk show style	111	11.2%
Professionals hunting/fishing/shooting	726	73.6%
Non-professionals (home videos) hunting/fishing/shooting	542	54.9%
Comedy/blooper videos	46	4.7%
Competitions	116	11.8%
Product reviews	335	33.9%
Other	15	1.5%
Total	987	100.0%

Table H.24) Which television networks did you watch that influenced you to try targeting new species or new hunting methods? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	115	5.9%
Animal Planet	136	7.0%
Comcast SportsNet	10	0.5%
Discovery Channel	259	13.4%
ESPN/ESPN 2	91	4.7%
History Channel	209	10.8%
Military Channel	76	3.9%
National Geographic	184	9.5%
NBC Sports	50	2.6%
Outdoor Channel	1,628	83.9%
Pursuit Channel	728	37.5%
Sportsman Channel	1,299	67.0%
Sunshine Network / SUN Sports	6	0.3%
WildTV	57	2.9%
World Fishing Network	104	5.4%
Other national network	24	1.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	428	22.1%
I watched hunting/fishing TV, but don't remember the channel	343	17.7%
Total	1,940	100.0%

Table H.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,478	42.4%
Books / magazines	1,137	32.6%
Programming offered by the Fish / Wildlife Agency for my state of residence	1,116	32.0%
Membership in a non-profit organization specific to this type of hunting	868	24.9%
YouTube videos	826	23.7%
Programming offered by outdoor retailers	768	22.0%
Joining a local hunt club	746	21.4%
Online forums / blogs	593	17.0%
Other: Please describe	308	8.8%
Total	3,483	100.0%

Table H.26) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	347	27.5%	201	30.4%	276	28.7%	230	31.4%
	Google+	248	19.6%	139	21.0%	180	18.7%	150	20.5%
	Twitter	57	4.5%	31	4.7%	44	4.6%	39	5.3%
	Pinterest	53	4.2%	30	4.5%	48	5.0%	38	5.2%
	Instagram	108	8.6%	64	9.7%	94	9.8%	77	10.5%
	YouTube	552	43.7%	342	51.7%	464	48.2%	362	49.5%
	Television programs	648	51.3%	411	62.2%	502	52.1%	425	58.1%
	Books	289	22.9%	176	26.6%	261	27.1%	217	29.6%
	Magazines	912	72.2%	487	73.7%	652	67.7%	540	73.8%
	Online Forums	365	28.9%	192	29.0%	284	29.5%	240	32.8%
	Newsletter from hunting / wildlife groups or organizations	549	43.5%	294	44.5%	431	44.8%	416	56.8%
	Fish / Wildlife Agency for My State of Residence	688	54.5%	347	52.5%	615	63.9%	437	59.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	457	36.2%	234	35.4%	381	39.6%	311	42.5%
	Other	24	1.9%	10	1.5%	15	1.6%	11	1.5%
None Of The Above	36	2.9%	14	2.1%	27	2.8%	13	1.8%	
Total		1,263	100.0%	661	100.0%	963	100.0%	732	100.0%

Table H.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	229	33.2%	184	28.2%	235	23.8%	167	33.1%	52	19.1%
Google+	139	20.1%	129	19.8%	183	18.5%	107	21.2%	46	16.9%
Twitter	42	6.1%	33	5.1%	45	4.6%	32	6.3%	5	1.8%
Pinterest	43	6.2%	26	4.0%	43	4.4%	34	6.7%	3	1.1%
Instagram	98	14.2%	72	11.0%	76	7.7%	80	15.9%	15	5.5%
YouTube	559	81.0%	316	48.4%	463	46.9%	327	64.9%	104	38.2%
Television programs	381	55.2%	357	54.7%	564	57.1%	284	56.3%	133	48.9%
Books	202	29.3%	175	26.8%	362	36.6%	162	32.1%	62	22.8%
Magazines	472	68.4%	456	69.8%	860	87.0%	351	69.6%	186	68.4%
Online Forums	281	40.7%	202	30.9%	293	29.7%	285	56.5%	67	24.6%
Newsletter from hunting / wildlife groups or organizations	274	39.7%	290	44.4%	443	44.8%	218	43.3%	105	38.6%
Fish / Wildlife Agency for My State of Residence	345	50.0%	357	54.7%	527	53.3%	269	53.4%	149	54.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	230	33.3%	227	34.8%	345	34.9%	179	35.5%	90	33.1%
Other	14	2.0%	13	2.0%	16	1.6%	10	2.0%	11	4.0%
None Of The Above	14	2.0%	17	2.6%	10	1.0%	9	1.8%	21	7.7%
Total	690	100.0%	653	100.0%	988	100.0%	504	100.0%	272	100.0%

Wild Hog Hunting with a Crossbow

Table HC.1) Sample frame

	Count
Have not hunted hog in the past 3 years, and have not hunted with a crossbow in that time either	402
Have not hunted hog in the past 3 years, but have hunted with a crossbow recently	540
Have hunted hog in the past 3 years, but not with a crossbow	220
Total sample	1162

Table HC.2) How many respondents have hunted wild hog at some point in the past?

	Count
Have never hunted this species before	750
Have hunted this species before	412
Total	1162

Demographic Information

Table HC.3) What is your current age?

	Count	Column Percent
18 to 24	15	1.6%
25 to 34	72	7.6%
35 to 44	154	16.2%
45 to 54	253	26.7%
55 to 64	282	29.7%
65 and older	172	18.1%
Total	948	100.0%

Table HC.4) What is your gender?

	Count	Column Percent
Male	924	97.4%
Female	25	2.6%
Total	949	100.0%

Table HC.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	40	4.2%
\$20,000 to \$29,999	33	3.5%
\$30,000 to \$39,999	41	4.3%
\$40,000 to \$49,999	68	7.2%
\$50,000 to \$74,999	205	21.7%
\$75,000 to \$99,999	188	19.9%
\$100,000 to \$149,999	233	24.7%
\$150,000 to \$200,000	86	9.1%
More than \$200,000	51	5.4%
Total	945	100.0%

Table HC.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	6	0.6%
High school graduation	217	22.9%
Trade school, associates degree or similar	363	38.3%
Bachelors degree	250	26.3%
Masters degree	89	9.4%
Ph D and higher	24	2.5%
Total	949	100.0%

Table HC.7) In which region do you live?

	Count	Column Percent
Northeast	149	15.7%
Midwest	301	31.7%
South	358	37.7%
West	137	14.4%
Canada	4	0.4%
Total	949	100.0%

Introduction to Hunting

Table HC.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	509	43.8%
11 to 17 years old	482	41.5%
18 to 24 years old	68	5.9%
25 to 34 years old	57	4.9%
35 to 44 years old	29	2.5%
45 to 54 years old	14	1.2%
55 to 64 years old	2	0.2%
65 years and older	1	0.1%
Total	1,162	100.0%

Table HC.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.6%
Deer	325	28.0%
Elk	8	0.7%
Other big game	2	0.2%
Predators	20	1.7%
Small game	673	57.9%
Turkey	35	3.0%
Upland game birds	274	23.6%
Waterfowl	78	6.7%
Wild pig / feral hog	19	1.6%
Others	31	2.7%
Total	1,162	100.0%

Table HC.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	6	0.5%
Compound bow	32	2.8%
Crossbow	2	0.2%
MSR	10	0.9%
No weapon / toy	30	2.6%
Revolver	2	0.2%
Semi-automatic handgun	1	0.1%
Shotgun	652	56.4%
Traditional bow	12	1.0%
Traditional rifle	409	35.4%
Other	1	0.1%
Total	1,157	100.0%

Table HC.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	45	3.9%
Aunt / Uncle	128	11.0%
Co-worker	12	1.0%
Father	681	58.8%
Friend	186	16.0%
Grandparent	131	11.3%
Guide / outfitter	4	0.3%
Mother	11	0.9%
Neighbor	24	2.1%
Nobody / I hunted alone on my first hunt	75	6.5%
Sibling	66	5.7%
Spouse	12	1.0%
Other	10	0.9%
Total	1,159	100.0%

Table HC.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	737	64.9%
Spend time with family or friends who already hunted	723	63.7%
Wanted to spend more time outdoors	696	61.3%
Tradition / way of life	686	60.4%
It's relaxing / an escape	521	45.9%
I wanted a challenge / adventure	435	38.3%
To become self-sufficient / become a provider / obtain my own meat	417	36.7%
Support conservation efforts	231	20.4%
Wanted to try a new sport	167	14.7%
To teach someone else / introduce my children or others to hunting	139	12.2%
Other Please write in	1	0.1%
Total	1,135	100.0%

Table HC.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	336	29.1%
1 year	90	7.8%
2 - 5 years	455	39.4%
6 to 10 years	125	10.8%
More than 10 years	103	8.9%
I have only ever hunted [the species that I first targeted]	47	4.1%
Total	1,156	100.0%

Table HC.14) Which species have you ever targeted?

	Count	Column Percent
Bear	408	36.6%
Deer	1,105	99.1%
Elk	354	31.7%
Other big game	287	25.7%
Others	39	3.5%
Predators	753	67.5%
Small game	1,012	90.8%
Turkey	932	83.6%
Upland game birds	923	82.8%
Waterfowl	762	68.3%
Wild pig / feral hog	412	37.0%
Total	1,115	100.0%

Current Hunting Activities

Table HC.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	228	20.6%
Deer	1,039	93.7%
Elk	190	17.1%
Other big game	117	10.6%
Others	54	4.9%
Predators	540	48.7%
Small game	672	60.6%
Turkey	781	70.4%
Upland game birds	549	49.5%
Waterfowl	392	35.3%
Wild pig / feral hog	193	17.4%
Total	1,109	100.0%

Table HC.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,049	90.3%
Shotgun	1,033	88.9%
Traditional bow/compound bow	611	52.6%
Muzzleloader	607	52.2%
Modern sporting rifle / AR platform / AK platform	458	39.4%
Crossbow	434	37.3%
Handgun	413	35.5%
Other	28	2.4%
Total	1,162	100.0%

Table HC.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	180	20.3%
Deer	66	7.4%
Elk	164	18.5%
Other big game	161	18.2%
Predators	212	23.9%
Small Game	352	39.7%
Turkey	151	17.0%
Upland game birds	373	42.1%
Waterfowl	364	41.1%
Wild pig / feral hog	219	24.7%
Total number of hunters who have lapsed at least one species in their lifetime	886	100.0%

Table HC.18) Why have you lapsed wild hog hunting?

	Count	Column Percent
Do not have time	62	29.2%
No hunting land available for this species anymore	58	27.4%
I moved to a new location where I am not able to do this type of hunting	47	22.2%
Other, please describe	31	14.6%
Too expensive	30	14.2%
I do not have anybody to go with anymore	24	11.3%
No longer interested or did not enjoy this type of hunting	9	4.2%
I was not successful	7	3.3%
Medical reasons / disabilities	6	2.8%
I need more training	4	1.9%
Total	212	100.0%

Current Shooting Activities

Table HC.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	784	87.0%
Shotgun	774	85.9%
Traditional Rimfire Rifle	770	85.5%
Semiautomatic Handgun	736	81.7%
Revolver	638	70.8%
MSR	464	51.5%
Traditional or Compound Bow	445	49.4%
Muzzleloader	387	43.0%
Crossbow	348	38.6%
None of the Above	13	1.4%
Total	901	100.0%

Table HC.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	711	78.6%
Plinking or informal target shooting with a Semi-automatic Handgun	683	75.5%
Plinking or informal target shooting with a traditional centerfire rifle	654	72.3%
Sighting-in rifle with a traditional centerfire rifle	608	67.2%
Plinking or informal target shooting with a Revolver	587	64.9%
Informal (backyard or testing) with a Shotgun	578	63.9%
Sighting-in rifle with a traditional rimfire rifle	524	57.9%
Pattern shotgun	495	54.7%
Target shooting with a traditional or compound bow	445	49.2%
Sighting-in with a Semi-automatic Handgun	436	48.2%
Plinking or informal target shooting with a MSR	414	45.7%
Sighting-In with a Shotgun	396	43.8%
Sporting clays with a Shotgun	396	43.8%
Target shooting with a muzzleloader	387	42.8%
Skeet with a Shotgun	352	38.9%
Target shooting with a crossbow	348	38.5%
Trap with a Shotgun	336	37.1%
Long range with a traditional centerfire rifle	334	36.9%
Sighting-in with a Revolver	328	36.2%
Sighting-in rifle with a MSR	314	34.7%
Benchrest with a traditional centerfire rifle	312	34.5%
Load Testing/Development with a traditional centerfire rifle	262	29.0%
Testing (Ammo & firearm) with a Semi-automatic Handgun	256	28.3%

Benchrest with a traditional rimfire rifle	205	22.7%
Teaching/Informative with a traditional rimfire rifle	200	22.1%
Teaching/Informative with a Semi-automatic Handgun	193	21.3%
Teaching/Informative with a traditional centerfire rifle	190	21.0%
Testing (Ammo & firearm) with a Revolver	190	21.0%
Teaching/Informative with a Shotgun	189	20.9%
Target shooting with an air rifle at a range	174	19.2%
Silhouette with a Semi-automatic Handgun	158	17.5%
Bullseye with a Semi-automatic Handgun	156	17.2%
Bullseye with a Revolver	146	16.1%
Teaching/Informative with a Revolver	143	15.8%
Load Testing/Development with a MSR	138	15.2%
Load Testing/Development with a Semi-automatic Handgun	138	15.2%
5 Stand with a Shotgun	132	14.6%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	127	14.0%
Load Testing/Development with a Revolver	127	14.0%
Test reload with a Shotgun	125	13.8%
Teaching/Informative with a MSR	124	13.7%
Long range with a MSR	121	13.4%
Long range with a traditional rimfire rifle	119	13.1%
Dog training with a shotgun	109	12.0%
Silhouette with a traditional centerfire rifle	104	11.5%
Silhouette with a Revolver	104	11.5%
Wobble Trap with a Shotgun	99	10.9%
Benchrest with a MSR	93	10.3%
Training (Military / Defense / Law Enforcement) with a MSR	92	10.2%
Tactical with a MSR	91	10.1%
Silhouette with a traditional rimfire rifle	89	9.8%
Load Testing/Development with a traditional rimfire rifle	77	8.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	74	8.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	59	6.5%
Silhouette with a MSR	58	6.4%
Tactical with a traditional centerfire rifle	47	5.2%
Steel Challenge with a Semi-automatic Handgun	47	5.2%
Training (Military / Defense / Law Enforcement) with a Revolver	47	5.2%
Bowling pin with a Semi-automatic Handgun	45	5.0%
Bowling pin with a Revolver	34	3.8%
Steel Challenge with a traditional rimfire rifle	34	3.8%
Steel Challenge with a traditional centerfire rifle	26	2.9%
Three (3) position with a traditional centerfire rifle	26	2.9%
IDPA with a Semi-automatic Handgun	26	2.9%
Cowboy action with a Revolver	26	2.9%
Three (3) position with a MSR	24	2.7%

3 Gun with a Shotgun	23	2.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	23	2.5%
3 Gun with a Semi-automatic Handgun	22	2.4%
Three (3) position with a traditional rimfire rifle	22	2.4%
Steel Challenge with a MSR	21	2.3%
3 Gun with a MSR	19	2.1%
IPSC with a Semi-automatic Handgun	19	2.1%
Tactical with a traditional rimfire rifle	17	1.9%
Steel Challenge with a Revolver	16	1.8%
None of the above	13	1.4%
Cowboy Action with a Shotgun	12	1.3%
Cowboy action with a traditional centerfire rifle	11	1.2%
NRA high power with a traditional centerfire rifle	10	1.1%
Cowboy action with a Semi-automatic Handgun	6	0.7%
NRA high power with a MSR	5	0.6%
IDPA with a Revolver	4	0.4%
3 Gun with a traditional centerfire rifle	3	0.3%
IPSC with a Revolver	3	0.3%
Schuetzen with a traditional centerfire rifle	1	0.1%
Schuetzen with a MSR	1	0.1%
3 Gun with a Revolver	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Total	905	100.0%

Wild Hog Hunting Interest

Table HC.21) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	204	63.6%
Places to hunt are too limited, no convenient place to hunt	88	27.4%
No hunting land available	84	26.2%
I do not have anyone to go with	38	11.8%
Do not have time	37	11.5%
Don't know how to start	32	10.0%
Too expensive	31	9.7%
There are other activities I'd rather do	17	5.3%
My hunting skills need improving / I need more training	9	2.8%
Medical reasons / disability	9	2.8%
If I had a successful hunt I wouldn't know what to do with my harvest	6	1.9%
I don't own the proper equipment	4	1.2%
I moved to a new home and don't know where to go	3	0.9%
Other	2	0.6%
I am not able to buy a license	1	0.3%
Hunting rules are too complex	1	0.3%
Total	321	100.0%

Influential Media and Individuals

Table HC.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	599	54.3%
Father	310	28.1%
Self / nobody else	244	22.1%
Another relative	123	11.1%
Uncle / Aunt	113	10.2%
Co-worker	112	10.1%
Sibling	96	8.7%
Grandparent	82	7.4%
Children / grandchildren	47	4.3%
Neighbor	40	3.6%
Spouse	33	3.0%
Guide / outfitter	30	2.7%
Other, please specify	15	1.4%
Mother	5	0.5%
Total	1,104	100.0%

Table HC.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	323	29.4%
Television shows	687	62.5%
Magazines	474	43.1%
Seminars	84	7.6%
Hunter education programs	111	10.1%
State wildlife management agencies	193	17.6%
Retailers	60	5.5%
Local clubs or social organizations	112	10.2%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	394	35.9%
Other, please specify	40	3.6%
Total	1,099	100.0%

Table HC.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	194	60.1%
Fish and Wildlife agency produced videos	88	27.2%
How-to videos	166	51.4%
Informational/political/talk show style	42	13.0%
Professionals hunting/fishing/shooting	244	75.5%
Non-professionals (home videos) hunting/fishing/shooting	178	55.1%
Comedy/blooper videos	24	7.4%
Competitions	40	12.4%
Product reviews	99	30.7%
Other	7	2.2%
Total	323	100.0%

Table HC.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	46	6.7%
Animal Planet	49	7.2%
Comcast SportsNet	3	0.4%
Discovery Channel	105	15.4%
ESPN/ESPN 2	40	5.9%
History Channel	74	10.9%
Military Channel	28	4.1%
National Geographic	78	11.4%
NBC Sports	21	3.1%
Outdoor Channel	592	86.8%
Pursuit Channel	307	45.0%
Sportsman Channel	494	72.4%
Sunshine Network / SUN Sports	4	0.6%
WildTV	26	3.8%
World Fishing Network	42	6.2%
Other national network	12	1.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	147	21.6%
I watched hunting/fishing TV, but don't remember the channel	141	20.7%
Total	682	100.0%

Table HC.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	494	46.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	388	36.7%
Books / magazines	359	34.0%
Membership in a non-profit organization specific to this type of hunting	287	27.2%
YouTube videos	268	25.4%
Programming offered by outdoor retailers	265	25.1%
Joining a local hunt club	233	22.0%
Online forums / blogs	171	16.2%
Other: Please describe	118	11.2%
Total	1,057	100.0%

Table HC.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	138	32.4%	84	36.1%	113	33.6%	98	38.9%
	Google+	97	22.8%	65	27.9%	79	23.5%	63	25.0%
	Twitter	17	4.0%	15	6.4%	14	4.2%	13	5.2%
	Pinterest	28	6.6%	20	8.6%	28	8.3%	22	8.7%
	Instagram	36	8.5%	25	10.7%	30	8.9%	32	12.7%
	YouTube	189	44.4%	122	52.4%	159	47.3%	121	48.0%
	Television programs	261	61.3%	165	70.8%	205	61.0%	162	64.3%
	Books	103	24.2%	65	27.9%	90	26.8%	74	29.4%
	Magazines	325	76.3%	175	75.1%	233	69.3%	194	77.0%
	Online Forums	120	28.2%	69	29.6%	104	31.0%	83	32.9%
	Newsletter from hunting / wildlife groups or organizations	208	48.8%	113	48.5%	168	50.0%	156	61.9%
	Fish / Wildlife Agency for My State of Residence	243	57.0%	125	53.6%	223	66.4%	151	59.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	170	39.9%	94	40.3%	155	46.1%	116	46.0%
	Other	4	0.9%	5	2.1%	5	1.5%	4	1.6%
None Of The Above	5	1.2%	4	1.7%	7	2.1%	3	1.2%	
Total		426	100.0%	233	100.0%	336	100.0%	252	100.0%

Table HC.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	102	43.6%	83	39.5%	101	31.9%	73	49.0%	24	23.8%
	Google+	69	29.5%	51	24.3%	79	24.9%	48	32.2%	24	23.8%
	Twitter	14	6.0%	12	5.7%	17	5.4%	13	8.7%	4	4.0%
	Pinterest	28	12.0%	19	9.0%	22	6.9%	18	12.1%	3	3.0%
	Instagram	31	13.2%	26	12.4%	23	7.3%	26	17.4%	6	5.9%
	YouTube	187	79.9%	113	53.8%	158	49.8%	96	64.4%	38	37.6%
	Television programs	141	60.3%	138	65.7%	200	63.1%	97	65.1%	62	61.4%
	Books	63	26.9%	64	30.5%	108	34.1%	51	34.2%	26	25.7%
	Magazines	170	72.6%	151	71.9%	285	89.9%	113	75.8%	82	81.2%
	Online Forums	102	43.6%	70	33.3%	102	32.2%	92	61.7%	28	27.7%
	Newsletter from hunting / wildlife groups or organizations	106	45.3%	108	51.4%	150	47.3%	72	48.3%	49	48.5%
	Fish / Wildlife Agency for My State of Residence	121	51.7%	112	53.3%	182	57.4%	84	56.4%	64	63.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	86	36.8%	85	40.5%	120	37.9%	67	45.0%	42	41.6%
	Other	7	3.0%	4	1.9%	8	2.5%	6	4.0%	3	3.0%
None Of The Above	3	1.3%	1	0.5%	2	0.6%	2	1.3%	2	2.0%	
Total		234	100.0%	210	100.0%	317	100.0%	149	100.0%	101	100.0%

Wild Hog Hunting with a Handgun

Table HH.1) Sample frame

	Count
Have not hunted hog in the past 3 years, and have not hunted with a handgun in that time either	736
Have not hunted hog in the past 3 years, but have hunted with a handgun recently	1018
Have hunted hog in the past 3 years, but not with a handgun	308
Total sample	2062

Table HH.2) How many respondents have hunted wild hog at some point in the past?

	Count
Have never hunted this species before	1475
Have hunted this species before	587
Total	2062

Demographic Information

Table HH.3) What is your current age?

	Count	Column Percent
18 to 24	18	1.1%
25 to 34	140	8.4%
35 to 44	237	14.2%
45 to 54	429	25.6%
55 to 64	507	30.3%
65 and older	343	20.5%
Total	1,674	100.0%

Table HH.4) What is your gender?

	Count	Column Percent
Male	1,653	98.7%
Female	22	1.3%
Total	1,675	100.0%

Table HH.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	68	4.1%
\$20,000 to \$29,999	52	3.1%
\$30,000 to \$39,999	72	4.3%
\$40,000 to \$49,999	127	7.6%
\$50,000 to \$74,999	362	21.7%
\$75,000 to \$99,999	307	18.4%
\$100,000 to \$149,999	399	23.9%
\$150,000 to \$200,000	163	9.8%
More than \$200,000	117	7.0%
Total	1,667	100.0%

Table HH.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	16	1.0%
High school graduation	350	20.9%
Trade school, associates degree or similar	586	35.0%
Bachelors degree	473	28.3%
Masters degree	177	10.6%
Ph D and higher	72	4.3%
Total	1,674	100.0%

Table HH.7) In which region do you live?

	Count	Column Percent
Northeast	246	14.7%
Midwest	562	33.6%
South	564	33.7%
West	297	17.7%
Canada	6	0.4%
Total	1,675	100.0%

Introduction to Hunting

Table HH.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	923	44.8%
11 to 17 years old	903	43.8%
18 to 24 years old	112	5.4%
25 to 34 years old	73	3.5%
35 to 44 years old	30	1.5%
45 to 54 years old	10	0.5%
55 to 64 years old	6	0.3%
65 years and older	4	0.2%
Total	2,061	100.0%

Table HH.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	8	0.4%
Deer	539	26.2%
Elk	20	1.0%
Other big game	7	0.3%
Predators	44	2.1%
Small game	1,216	59.0%
Turkey	53	2.6%
Upland game birds	548	26.6%
Waterfowl	133	6.5%
Wild pig / feral hog	22	1.1%
Others	53	2.6%
Total	2,061	100.0%

Table HH.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	16	0.8%
Compound bow	44	2.1%
Crossbow	4	0.2%
MSR	18	0.9%
No weapon / toy	57	2.8%
Revolver	5	0.2%
Semi-automatic handgun	7	0.3%
Shotgun	1,143	55.6%
Traditional bow	24	1.2%
Traditional rifle	736	35.8%
Other	2	0.1%
Total	2,056	100.0%

Table HH.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	77	3.7%
Aunt / Uncle	234	11.4%
Co-worker	26	1.3%
Father	1,245	60.5%
Friend	325	15.8%
Grandparent	245	11.9%
Guide / outfitter	4	0.2%
Mother	20	1.0%
Neighbor	53	2.6%
Nobody / I hunted alone on my first hunt	132	6.4%
Sibling	103	5.0%
Spouse	9	0.4%
Other	16	0.8%
Total	2,057	100.0%

Table HH.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	1,303	65.3%
Spend time with family or friends who already hunted	1,277	64.0%
Tradition / way of life	1,242	62.3%
Wanted to spend more time outdoors	1,198	60.1%
It's relaxing / an escape	854	42.8%
I wanted a challenge / adventure	763	38.2%
To become self-sufficient / become a provider / obtain my own meat	736	36.9%
Support conservation efforts	378	18.9%
Wanted to try a new sport	283	14.2%
To teach someone else / introduce my children or others to hunting	205	10.3%
Other Please write in	8	0.4%
Total	1,995	100.0%

Table HH.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	542	26.4%
1 year	149	7.3%
2 - 5 years	838	40.8%
6 to 10 years	240	11.7%
More than 10 years	186	9.1%
I have only ever hunted [the species that I first targeted]	99	4.8%
Total	2,054	100.0%

Table HH.14) Which species have you ever targeted?

	Count	Column Percent
Bear	701	35.7%
Deer	1,920	97.8%
Elk	647	33.0%
Other big game	514	26.2%
Others	63	3.2%
Predators	1,357	69.1%
Small game	1,805	92.0%
Turkey	1,535	78.2%
Upland game birds	1,683	85.7%
Waterfowl	1,387	70.7%
Wild pig / feral hog	587	29.9%
Total	1,963	100.0%

Current Hunting Activities

Table HH.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	351	18.0%
Deer	1,737	89.2%
Elk	355	18.2%
Other big game	197	10.1%
Others	99	5.1%
Predators	948	48.7%
Small game	1,199	61.6%
Turkey	1,177	60.4%
Upland game birds	1,071	55.0%
Waterfowl	689	35.4%
Wild pig / feral hog	248	12.7%
Total	1,948	100.0%

Table HH.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,859	90.2%
Shotgun	1,841	89.3%
Muzzleloader	975	47.3%
Traditional bow/compound bow	943	45.7%
Handgun	885	42.9%
Modern sporting rifle / AR platform / AK platform	824	40.0%
Crossbow	505	24.5%
Other	57	2.8%
Total	2,062	100.0%

Table HH.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	350	22.2%
Deer	183	11.6%
Elk	292	18.5%
Other big game	304	19.3%
Predators	408	25.8%
Small Game	628	39.8%
Turkey	358	22.7%
Upland game birds	610	38.6%
Waterfowl	689	43.6%
Wild pig / feral hog	339	21.5%
Total number of hunters who have lapsed at least one species in their lifetime	1,579	100.0%

Table HH.18) Why have you lapsed wild hog hunting?

	Count	Column Percent
Do not have time	106	32.3%
No hunting land available for this species anymore	99	30.2%
I moved to a new location where I am not able to do this type of hunting	66	20.1%
Other, please describe	48	14.6%
I do not have anybody to go with anymore	47	14.3%
Too expensive	43	13.1%
No longer interested or did not enjoy this type of hunting	13	4.0%
Medical reasons / disabilities	13	4.0%
I was not successful	8	2.4%
I need more training	5	1.5%
Total	328	100.0%

Current Shooting Activities

Table HH.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,449	88.1%
Semiautomatic Handgun	1,443	87.8%
Traditional Rimfire Rifle	1,419	86.3%
Shotgun	1,390	84.5%
Revolver	1,292	78.6%
MSR	893	54.3%
Traditional or Compound Bow	692	42.1%
Muzzleloader	633	38.5%
Crossbow	398	24.2%
None of the Above	19	1.2%
Total	1,644	100.0%

Table HH.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	1,339	81.3%
Plinking or informal target shooting with a traditional rimfire rifle	1,331	80.8%
Plinking or informal target shooting with a traditional centerfire rifle	1,246	75.7%
Plinking or informal target shooting with a Revolver	1,195	72.6%
Sighting-in rifle with a traditional centerfire rifle	1,156	70.2%
Informal (backyard or testing) with a Shotgun	1,043	63.3%
Sighting-in rifle with a traditional rimfire rifle	970	58.9%
Sighting-in with a Semi-automatic Handgun	872	52.9%
Pattern shotgun	862	52.3%
Plinking or informal target shooting with a MSR	796	48.3%
Sporting clays with a Shotgun	745	45.2%
Sighting-in with a Revolver	720	43.7%
Target shooting with a traditional or compound bow	692	42.0%
Trap with a Shotgun	664	40.3%
Skeet with a Shotgun	652	39.6%
Sighting-in rifle with a MSR	636	38.6%
Sighting-In with a Shotgun	633	38.4%
Target shooting with a muzzleloader	633	38.4%
Long range with a traditional centerfire rifle	614	37.3%
Load Testing/Development with a traditional centerfire rifle	554	33.6%
Benchrest with a traditional centerfire rifle	552	33.5%
Testing (Ammo & firearm) with a Semi-automatic Handgun	527	32.0%
Testing (Ammo & firearm) with a Revolver	455	27.6%

Teaching/Informative with a Semi-automatic Handgun	416	25.3%
Teaching/Informative with a traditional rimfire rifle	408	24.8%
Target shooting with a crossbow	398	24.2%
Teaching/Informative with a traditional centerfire rifle	389	23.6%
Teaching/Informative with a Shotgun	383	23.3%
Benchrest with a traditional rimfire rifle	354	21.5%
Bullseye with a Semi-automatic Handgun	345	20.9%
Load Testing/Development with a Semi-automatic Handgun	330	20.0%
Load Testing/Development with a Revolver	322	19.6%
Teaching/Informative with a Revolver	311	18.9%
Target shooting with an air rifle at a range	305	18.5%
Load Testing/Development with a MSR	284	17.2%
Teaching/Informative with a MSR	282	17.1%
Bullseye with a Revolver	273	16.6%
Silhouette with a Semi-automatic Handgun	262	15.9%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	260	15.8%
5 Stand with a Shotgun	254	15.4%
Test reload with a Shotgun	241	14.6%
Long range with a MSR	230	14.0%
Tactical with a MSR	216	13.1%
Wobble Trap with a Shotgun	212	12.9%
Dog training with a shotgun	189	11.5%
Long range with a traditional rimfire rifle	186	11.3%
Benchrest with a MSR	182	11.1%
Silhouette with a traditional centerfire rifle	178	10.8%
Silhouette with a Revolver	176	10.7%
Training (Military / Defense / Law Enforcement) with a MSR	171	10.4%
Silhouette with a traditional rimfire rifle	164	10.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	149	9.0%
Load Testing/Development with a traditional rimfire rifle	143	8.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	122	7.4%
Training (Military / Defense / Law Enforcement) with a Revolver	117	7.1%
Bowling pin with a Semi-automatic Handgun	115	7.0%
Tactical with a traditional centerfire rifle	112	6.8%
Steel Challenge with a Semi-automatic Handgun	107	6.5%
Silhouette with a MSR	83	5.0%
IDPA with a Semi-automatic Handgun	79	4.8%
Bowling pin with a Revolver	77	4.7%
3 Gun with a Semi-automatic Handgun	61	3.7%
3 Gun with a Shotgun	57	3.5%
Three (3) position with a traditional centerfire rifle	57	3.5%
Cowboy action with a Revolver	57	3.5%
Steel Challenge with a traditional rimfire rifle	57	3.5%

3 Gun with a MSR	52	3.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	52	3.2%
Steel Challenge with a traditional centerfire rifle	47	2.9%
Three (3) position with a traditional rimfire rifle	47	2.9%
IPSC with a Semi-automatic Handgun	45	2.7%
Steel Challenge with a Revolver	45	2.7%
Tactical with a traditional rimfire rifle	43	2.6%
Three (3) position with a MSR	42	2.6%
Steel Challenge with a MSR	41	2.5%
Cowboy Action with a Shotgun	30	1.8%
Cowboy action with a traditional centerfire rifle	28	1.7%
NRA high power with a traditional centerfire rifle	26	1.6%
NRA high power with a MSR	19	1.2%
IDPA with a Revolver	19	1.2%
None of the above	19	1.2%
3 Gun with a traditional centerfire rifle	13	0.8%
Cowboy action with a Semi-automatic Handgun	10	0.6%
3 Gun with a Revolver	10	0.6%
IPSC with a Revolver	8	0.5%
3 Gun with a traditional rimfire rifle	7	0.4%
NRA high power with a traditional rimfire rifle	5	0.3%
Cowboy action with a traditional rimfire rifle	4	0.2%
Schuetzen with a traditional centerfire rifle	3	0.2%
Schuetzen with a traditional rimfire rifle	2	0.1%
Schuetzen with a MSR	1	0.1%
Total	1,647	100.0%

Wild Hog Hunting Interest

Table HH.21) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	366	62.5%
Places to hunt are too limited, no convenient place to hunt	161	27.5%
No hunting land available	131	22.4%
I do not have anyone to go with	96	16.4%
Don't know how to start	63	10.8%
Do not have time	57	9.7%
Too expensive	50	8.5%
There are other activities I'd rather do	30	5.1%
If I had a successful hunt I wouldn't know what to do with my harvest	20	3.4%
Medical reasons / disability	15	2.6%
My hunting skills need improving / I need more training	14	2.4%
I moved to a new home and don't know where to go	7	1.2%
Other	7	1.2%
I don't own the proper equipment	4	0.7%
Hunting rules are too complex	3	0.5%
I am not able to buy a license	2	0.3%
Total	586	100.0%

Influential Media and Individuals

Table HH.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,073	55.2%
Father	546	28.1%
Self / nobody else	397	20.4%
Uncle / Aunt	203	10.4%
Another relative	202	10.4%
Co-worker	186	9.6%
Grandparent	158	8.1%
Sibling	144	7.4%
Neighbor	85	4.4%
Children / grandchildren	84	4.3%
Guide / outfitter	50	2.6%
Spouse	45	2.3%
Other, please specify	35	1.8%
Mother	15	0.8%
Total	1,944	100.0%

Table HH.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	532	27.6%
Television shows	1,064	55.3%
Magazines	790	41.0%
Seminars	122	6.3%
Hunter education programs	195	10.1%
State wildlife management agencies	326	16.9%
Retailers	103	5.4%
Local clubs or social organizations	214	11.1%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	651	33.8%
Other, please specify	93	4.8%
Total	1,925	100.0%

Table HH.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	280	52.7%
Fish and Wildlife agency produced videos	140	26.4%
How-to videos	281	52.9%
Informational/political/talk show style	68	12.8%
Professionals hunting/fishing/shooting	400	75.3%
Non-professionals (home videos) hunting/fishing/shooting	301	56.7%
Comedy/blooper videos	38	7.2%
Competitions	75	14.1%
Product reviews	193	36.3%
Other	9	1.7%
Total	531	100.0%

Table HH.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	70	6.6%
Animal Planet	74	7.0%
Comcast SportsNet	6	0.6%
Discovery Channel	146	13.8%
ESPN/ESPN 2	49	4.6%
History Channel	126	11.9%
Military Channel	49	4.6%
National Geographic	100	9.4%
NBC Sports	33	3.1%
Outdoor Channel	908	85.7%
Pursuit Channel	412	38.9%
Sportsman Channel	742	70.0%
Sunshine Network / SUN Sports	2	0.2%
WildTV	38	3.6%
World Fishing Network	64	6.0%
Other national network	12	1.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	274	25.8%
I watched hunting/fishing TV, but don't remember the channel	188	17.7%
Total	1,060	100.0%

Table HH.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	769	41.3%
Books / magazines	667	35.8%
Programming offered by the Fish / Wildlife Agency for my state of residence	636	34.1%
Membership in a non-profit organization specific to this type of hunting	512	27.5%
YouTube videos	450	24.2%
Programming offered by outdoor retailers	423	22.7%
Joining a local hunt club	420	22.5%
Online forums / blogs	328	17.6%
Other: Please describe	193	10.4%
Total	1,863	100.0%

Table HH.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	183	27.5%	112	31.2%	150	27.3%	147	33.6%
	Google+	141	21.2%	77	21.4%	115	20.9%	94	21.5%
	Twitter	31	4.7%	17	4.7%	25	4.5%	22	5.0%
	Pinterest	29	4.4%	19	5.3%	31	5.6%	24	5.5%
	Instagram	39	5.9%	25	7.0%	37	6.7%	34	7.8%
	YouTube	277	41.6%	191	53.2%	265	48.2%	217	49.5%
	Television programs	364	54.7%	232	64.6%	295	53.6%	259	59.1%
	Books	168	25.2%	108	30.1%	166	30.2%	148	33.8%
	Magazines	487	73.1%	269	74.9%	379	68.9%	330	75.3%
	Online Forums	188	28.2%	108	30.1%	170	30.9%	140	32.0%
	Newsletter from hunting / wildlife groups or organizations	298	44.7%	162	45.1%	251	45.6%	245	55.9%
	Fish / Wildlife Agency for My State of Residence	390	58.6%	198	55.2%	356	64.7%	257	58.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	252	37.8%	129	35.9%	210	38.2%	183	41.8%
	Other	9	1.4%	6	1.7%	10	1.8%	2	0.5%
None Of The Above	12	1.8%	9	2.5%	11	2.0%	7	1.6%	
Total		666	100.0%	359	100.0%	550	100.0%	438	100.0%

Table HH.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	139	37.1%	105	28.8%	149	25.7%	104	37.4%	37	22.2%
	Google+	79	21.1%	81	22.3%	116	20.0%	59	21.2%	31	18.6%
	Twitter	26	6.9%	21	5.8%	27	4.7%	21	7.6%	4	2.4%
	Pinterest	26	6.9%	15	4.1%	23	4.0%	18	6.5%	4	2.4%
	Instagram	40	10.7%	30	8.2%	36	6.2%	34	12.2%	13	7.8%
	YouTube	300	80.0%	187	51.4%	273	47.1%	184	66.2%	64	38.3%
	Television programs	207	55.2%	203	55.8%	344	59.3%	165	59.4%	94	56.3%
	Books	116	30.9%	105	28.8%	228	39.3%	101	36.3%	38	22.8%
	Magazines	264	70.4%	261	71.7%	509	87.8%	200	71.9%	120	71.9%
	Online Forums	164	43.7%	122	33.5%	180	31.0%	167	60.1%	46	27.5%
	Newsletter from hunting / wildlife groups or organizations	147	39.2%	165	45.3%	265	45.7%	120	43.2%	68	40.7%
	Fish / Wildlife Agency for My State of Residence	187	49.9%	194	53.3%	319	55.0%	150	54.0%	102	61.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	121	32.3%	131	36.0%	207	35.7%	100	36.0%	60	35.9%
	Other	8	2.1%	8	2.2%	8	1.4%	9	3.2%	5	3.0%
None Of The Above	6	1.6%	6	1.6%	5	0.9%	7	2.5%	10	6.0%	
Total		375	100.0%	364	100.0%	580	100.0%	278	100.0%	167	100.0%

Wild Hog Hunting with a Modern Sporting Rifle

Table HM.1) Sample frame

	Count
Have not hunted hog in the past 3 years, and have not hunted with a MSR in that time either	1298
Have not hunted hog in the past 3 years, but have hunted with a MSR recently	1185
Have hunted hog in the past 3 years, but not with a MSR	399
Total sample	2882

Table HM.2) How many respondents have hunted wild hog at some point in the past?

	Count
Have never hunted this species before	2172
Have hunted this species before	710
Total	2882

Demographic Information

Table HM.3) What is your current age?

	Count	Column Percent
18 to 24	36	1.6%
25 to 34	251	10.9%
35 to 44	373	16.2%
45 to 54	589	25.6%
55 to 64	648	28.1%
65 and older	406	17.6%
Total	2,303	100.0%

Table HM.4) What is your gender?

	Count	Column Percent
Male	2,253	97.7%
Female	53	2.3%
Total	2,306	100.0%

Table HM.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	70	3.1%
\$20,000 to \$29,999	62	2.7%
\$30,000 to \$39,999	102	4.5%
\$40,000 to \$49,999	171	7.5%
\$50,000 to \$74,999	467	20.4%
\$75,000 to \$99,999	419	18.3%
\$100,000 to \$149,999	586	25.6%
\$150,000 to \$200,000	220	9.6%
More than \$200,000	192	8.4%
Total	2,289	100.0%

Table HM.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	19	0.8%
High school graduation	434	18.8%
Trade school, associates degree or similar	770	33.4%
Bachelors degree	712	30.9%
Masters degree	282	12.2%
Ph D and higher	90	3.9%
Total	2,307	100.0%

Table HM.7) In which region do you live?

	Count	Column Percent
Northeast	305	13.2%
Midwest	789	34.2%
South	776	33.7%
West	419	18.2%
Canada	17	0.7%
Total	2,306	100.0%

Introduction to Hunting

Table HM.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,203	41.8%
11 to 17 years old	1,262	43.8%
18 to 24 years old	187	6.5%
25 to 34 years old	124	4.3%
35 to 44 years old	61	2.1%
45 to 54 years old	25	0.9%
55 to 64 years old	16	0.6%
65 years and older	3	0.1%
Total	2,881	100.0%

Table HM.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	14	0.5%
Deer	820	28.5%
Elk	37	1.3%
Other big game	13	0.5%
Predators	52	1.8%
Small game	1,562	54.2%
Turkey	84	2.9%
Upland game birds	751	26.1%
Waterfowl	202	7.0%
Wild pig / feral hog	34	1.2%
Others	64	2.2%
Total	2,880	100.0%

Table HM.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	16	0.6%
Compound bow	68	2.4%
Crossbow	6	0.2%
MSR	31	1.1%
No weapon / toy	74	2.6%
Revolver	5	0.2%
Semi-automatic handgun	9	0.3%
Shotgun	1,618	56.3%
Traditional bow	24	0.8%
Traditional rifle	1,015	35.3%
Other	7	0.2%
Total	2,873	100.0%

Table HM.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	105	3.7%
Aunt / Uncle	316	11.0%
Co-worker	40	1.4%
Father	1,702	59.2%
Friend	481	16.7%
Grandparent	310	10.8%
Guide / outfitter	8	0.3%
Mother	33	1.1%
Neighbor	67	2.3%
Nobody / I hunted alone on my first hunt	172	6.0%
Sibling	126	4.4%
Spouse	19	0.7%
Other	39	1.4%
Total	2,874	100.0%

Table HM.12) What got you interested in hunting?

	Count	Column Percent
Spend time with family or friends who already hunted	1,767	63.4%
It has always interested me	1,728	62.0%
Tradition / way of life	1,676	60.1%
Wanted to spend more time outdoors	1,594	57.2%
It's relaxing / an escape	1,158	41.5%
I wanted a challenge / adventure	1,035	37.1%
To become self-sufficient / become a provider / obtain my own meat	954	34.2%
Support conservation efforts	512	18.4%
Wanted to try a new sport	406	14.6%
To teach someone else / introduce my children or others to hunting	267	9.6%
Other Please write in	8	0.3%
Total	2,789	100.0%

Table HM.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	775	27.1%
1 year	192	6.7%
2 - 5 years	1,141	39.8%
6 to 10 years	313	10.9%
More than 10 years	262	9.1%
I have only ever hunted [the species that I first targeted]	182	6.4%
Total	2,865	100.0%

Table HM.14) Which species have you ever targeted?

	Count	Column Percent
Bear	831	30.8%
Deer	2,616	96.9%
Elk	852	31.6%
Other big game	624	23.1%
Others	78	2.9%
Predators	1,747	64.7%
Small game	2,406	89.1%
Turkey	2,040	75.6%
Upland game birds	2,227	82.5%
Waterfowl	1,788	66.2%
Wild pig / feral hog	710	26.3%
Total	2,700	100.0%

Current Hunting Activities

Table HM.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	409	15.3%
Deer	2,311	86.5%
Elk	473	17.7%
Other big game	233	8.7%
Others	128	4.8%
Predators	1,216	45.5%
Small game	1,535	57.4%
Turkey	1,549	57.9%
Upland game birds	1,408	52.7%
Waterfowl	933	34.9%
Wild pig / feral hog	269	10.1%
Total	2,673	100.0%

Table HM.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	2,515	87.3%
Shotgun	2,481	86.1%
Traditional bow/compound bow	1,250	43.4%
Muzzleloader	1,169	40.6%
Modern sporting rifle / AR platform / AK platform	1,070	37.1%
Handgun	978	33.9%
Crossbow	682	23.7%
Other	69	2.4%
Total	2,882	100.0%

Table HM.17) Lapsed species (calculated, not asked).

	Count	Species Specific Lapse Rate
Bear	422	19.4%
Deer	304	14.0%
Elk	379	17.5%
Other big game	369	17.0%
Predators	528	24.3%
Small Game	906	41.7%
Turkey	491	22.6%
Upland game birds	818	37.7%
Waterfowl	840	38.7%
Wild pig / feral hog	441	20.3%
Total number of hunters who have lapsed at least one species in their lifetime	2,171	100.0%

Table HM.18) Why have you lapsed wild hog hunting?

	Count	Column Percent
Do not have time	133	31.5%
No hunting land available for this species anymore	107	25.4%
I moved to a new location where I am not able to do this type of hunting	92	21.8%
Too expensive	60	14.2%
Other, please describe	58	13.7%
I do not have anybody to go with anymore	51	12.1%
No longer interested or did not enjoy this type of hunting	17	4.0%
Medical reasons / disabilities	10	2.4%
I need more training	9	2.1%
I was not successful	8	1.9%
Total	422	100.0%

Current Shooting Activities

Table HM.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Semiautomatic Handgun	1,991	87.4%
Traditional Centerfire Rifle	1,955	85.8%
Traditional Rimfire Rifle	1,949	85.5%
Shotgun	1,905	83.6%
Revolver	1,625	71.3%
MSR	1,394	61.2%
Traditional or Compound Bow	955	41.9%
Muzzleloader	738	32.4%
Crossbow	530	23.3%
None of the Above	27	1.2%
Total	2,279	100.0%

Table HM.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a Semi-automatic Handgun	1,839	80.6%
Plinking or informal target shooting with a traditional rimfire rifle	1,812	79.4%
Plinking or informal target shooting with a traditional centerfire rifle	1,661	72.8%
Plinking or informal target shooting with a Revolver	1,513	66.3%
Sighting-in rifle with a traditional centerfire rifle	1,503	65.8%
Informal (backyard or testing) with a Shotgun	1,371	60.1%
Sighting-in rifle with a traditional rimfire rifle	1,290	56.5%
Plinking or informal target shooting with a MSR	1,245	54.5%
Sighting-in with a Semi-automatic Handgun	1,125	49.3%
Pattern shotgun	1,079	47.3%
Sporting clays with a Shotgun	1,042	45.6%
Target shooting with a traditional or compound bow	955	41.8%
Sighting-in rifle with a MSR	949	41.6%
Trap with a Shotgun	911	39.9%
Skeet with a Shotgun	888	38.9%
Sighting-In with a Shotgun	834	36.5%
Long range with a traditional centerfire rifle	805	35.3%
Sighting-in with a Revolver	768	33.6%
Benchrest with a traditional centerfire rifle	753	33.0%
Target shooting with a muzzleloader	738	32.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	695	30.4%
Load Testing/Development with a traditional centerfire rifle	690	30.2%
Teaching/Informative with a Semi-automatic Handgun	557	24.4%

Target shooting with a crossbow	530	23.2%
Testing (Ammo & firearm) with a Revolver	514	22.5%
Teaching/Informative with a traditional rimfire rifle	506	22.2%
Teaching/Informative with a traditional centerfire rifle	485	21.2%
Teaching/Informative with a Shotgun	483	21.2%
Benchrest with a traditional rimfire rifle	483	21.2%
Bullseye with a Semi-automatic Handgun	421	18.4%
Load Testing/Development with a Semi-automatic Handgun	398	17.4%
Target shooting with an air rifle at a range	397	17.4%
Load Testing/Development with a MSR	393	17.2%
Silhouette with a Semi-automatic Handgun	386	16.9%
Teaching/Informative with a MSR	378	16.6%
Teaching/Informative with a Revolver	373	16.3%
Load Testing/Development with a Revolver	357	15.6%
5 Stand with a Shotgun	355	15.5%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	339	14.8%
Long range with a MSR	330	14.5%
Tactical with a MSR	312	13.7%
Bullseye with a Revolver	308	13.5%
Benchrest with a MSR	288	12.6%
Test reload with a Shotgun	283	12.4%
Wobble Trap with a Shotgun	276	12.1%
Training (Military / Defense / Law Enforcement) with a MSR	243	10.6%
Silhouette with a traditional centerfire rifle	235	10.3%
Dog training with a shotgun	234	10.2%
Long range with a traditional rimfire rifle	231	10.1%
Silhouette with a Revolver	224	9.8%
Silhouette with a traditional rimfire rifle	216	9.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	192	8.4%
Load Testing/Development with a traditional rimfire rifle	166	7.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	155	6.8%
Steel Challenge with a Semi-automatic Handgun	149	6.5%
Bowling pin with a Semi-automatic Handgun	148	6.5%
Tactical with a traditional centerfire rifle	139	6.1%
Silhouette with a MSR	130	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	121	5.3%
IDPA with a Semi-automatic Handgun	93	4.1%
3 Gun with a Semi-automatic Handgun	92	4.0%
Bowling pin with a Revolver	88	3.9%
3 Gun with a Shotgun	87	3.8%
3 Gun with a MSR	83	3.6%
Steel Challenge with a traditional rimfire rifle	74	3.2%
Three (3) position with a traditional centerfire rifle	70	3.1%

IPSC with a Semi-automatic Handgun	67	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	65	2.8%
Cowboy action with a Revolver	64	2.8%
Steel Challenge with a traditional centerfire rifle	63	2.8%
Steel Challenge with a MSR	60	2.6%
Three (3) position with a MSR	59	2.6%
Steel Challenge with a Revolver	59	2.6%
Tactical with a traditional rimfire rifle	55	2.4%
Three (3) position with a traditional rimfire rifle	54	2.4%
NRA high power with a traditional centerfire rifle	33	1.4%
Cowboy Action with a Shotgun	32	1.4%
Cowboy action with a traditional centerfire rifle	31	1.4%
None of the above	27	1.2%
NRA high power with a MSR	26	1.1%
IDPA with a Revolver	20	0.9%
3 Gun with a traditional centerfire rifle	15	0.7%
Cowboy action with a Semi-automatic Handgun	15	0.7%
3 Gun with a traditional rimfire rifle	11	0.5%
3 Gun with a Revolver	10	0.4%
IPSC with a Revolver	8	0.4%
Cowboy action with a traditional rimfire rifle	8	0.4%
NRA high power with a traditional rimfire rifle	6	0.3%
Schuetzen with a traditional centerfire rifle	5	0.2%
Schuetzen with a traditional rimfire rifle	3	0.1%
Schuetzen with a MSR	1	0.0%
Total	2,283	100.0%

Wild Hog Hunting Interest

Table HM.21) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	513	57.8%
Places to hunt are too limited, no convenient place to hunt	229	25.8%
No hunting land available	194	21.9%
I do not have anyone to go with	141	15.9%
Don't know how to start	98	11.0%
Do not have time	97	10.9%
Too expensive	75	8.5%
There are other activities I'd rather do	49	5.5%
If I had a successful hunt I wouldn't know what to do with my harvest	40	4.5%
My hunting skills need improving / I need more training	28	3.2%
Medical reasons / disability	16	1.8%
I moved to a new home and don't know where to go	15	1.7%
I don't own the proper equipment	13	1.5%
Other	7	0.8%
Hunting rules are too complex	5	0.6%
I am not able to buy a license	2	0.2%
Total	887	100.0%

Influential Media and Individuals

Table HM.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,502	56.2%
Father	711	26.6%
Self / nobody else	504	18.9%
Another relative	265	9.9%
Co-worker	248	9.3%
Uncle / Aunt	214	8.0%
Sibling	203	7.6%
Grandparent	182	6.8%
Children / grandchildren	114	4.3%
Neighbor	104	3.9%
Spouse	65	2.4%
Guide / outfitter	65	2.4%
Other, please specify	40	1.5%
Mother	14	0.5%
Total	2,671	100.0%

Table HM.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	824	31.2%
Television shows	1,460	55.3%
Magazines	1,032	39.1%
Seminars	162	6.1%
Hunter education programs	252	9.5%
State wildlife management agencies	446	16.9%
Retailers	153	5.8%
Local clubs or social organizations	292	11.1%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	881	33.3%
Other, please specify	119	4.5%
Total	2,642	100.0%

Table HM.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	410	50.0%
Fish and Wildlife agency produced videos	207	25.2%
How-to videos	431	52.6%
Informational/political/talk show style	102	12.4%
Professionals hunting/fishing/shooting	614	74.9%
Non-professionals (home videos) hunting/fishing/shooting	458	55.9%
Comedy/blooper videos	46	5.6%
Competitions	102	12.4%
Product reviews	296	36.1%
Other	12	1.5%
Total	820	100.0%

Table HM.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	83	5.7%
Animal Planet	96	6.6%
Comcast SportsNet	11	0.8%
Discovery Channel	198	13.6%
ESPN/ESPN 2	72	5.0%
History Channel	169	11.6%
Military Channel	69	4.7%
National Geographic	135	9.3%
NBC Sports	40	2.8%
Outdoor Channel	1,227	84.4%
Pursuit Channel	577	39.7%
Sportsman Channel	994	68.4%
Sunshine Network / SUN Sports	7	0.5%
WildTV	44	3.0%
World Fishing Network	79	5.4%
Other national network	14	1.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	311	21.4%
I watched hunting/fishing TV, but don't remember the channel	277	19.1%
Total	1,453	100.0%

Table HM.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,066	40.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	881	33.6%
Books / magazines	875	33.4%
Membership in a non-profit organization specific to this type of hunting	689	26.3%
YouTube videos	687	26.2%
Programming offered by outdoor retailers	615	23.5%
Joining a local hunt club	594	22.7%
Online forums / blogs	493	18.8%
Other: Please describe	255	9.7%
Total	2,621	100.0%

Table HM.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	266	29.7%	177	33.3%	229	30.5%	194	33.6%
	Google+	188	21.0%	124	23.3%	151	20.1%	117	20.2%
	Twitter	40	4.5%	29	5.5%	34	4.5%	29	5.0%
	Pinterest	38	4.2%	25	4.7%	40	5.3%	29	5.0%
	Instagram	79	8.8%	52	9.8%	79	10.5%	66	11.4%
	YouTube	426	47.6%	288	54.1%	384	51.1%	298	51.6%
	Television programs	469	52.4%	329	61.8%	393	52.3%	343	59.3%
	Books	209	23.4%	142	26.7%	206	27.4%	167	28.9%
	Magazines	632	70.6%	392	73.7%	492	65.4%	423	73.2%
	Online Forums	290	32.4%	180	33.8%	239	31.8%	206	35.6%
	Newsletter from hunting / wildlife groups or organizations	377	42.1%	231	43.4%	325	43.2%	319	55.2%
	Fish / Wildlife Agency for My State of Residence	490	54.7%	282	53.0%	477	63.4%	358	61.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	327	36.5%	197	37.0%	306	40.7%	251	43.4%
	Other	15	1.7%	7	1.3%	11	1.5%	5	0.9%
	None Of The Above	29	3.2%	11	2.1%	22	2.9%	8	1.4%
Total		895	100.0%	532	100.0%	752	100.0%	578	100.0%

Table HM.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	200	35.2%	152	30.3%	212	28.0%	147	35.6%	50	22.8%
	Google+	112	19.7%	103	20.6%	145	19.1%	91	22.0%	41	18.7%
	Twitter	38	6.7%	31	6.2%	39	5.1%	29	7.0%	8	3.7%
	Pinterest	37	6.5%	21	4.2%	37	4.9%	29	7.0%	4	1.8%
	Instagram	80	14.1%	63	12.6%	61	8.0%	70	16.9%	17	7.8%
	YouTube	448	78.9%	257	51.3%	368	48.5%	275	66.6%	89	40.6%
	Television programs	314	55.3%	270	53.9%	440	58.0%	227	55.0%	118	53.9%
	Books	155	27.3%	129	25.7%	254	33.5%	123	29.8%	41	18.7%
	Magazines	384	67.6%	336	67.1%	650	85.8%	287	69.5%	153	69.9%
	Online Forums	246	43.3%	168	33.5%	248	32.7%	236	57.1%	55	25.1%
	Newsletter from hunting / wildlife groups or organizations	214	37.7%	207	41.3%	335	44.2%	175	42.4%	80	36.5%
	Fish / Wildlife Agency for My State of Residence	282	49.6%	271	54.1%	397	52.4%	225	54.5%	126	57.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	190	33.5%	177	35.3%	272	35.9%	148	35.8%	74	33.8%
	Other	12	2.1%	10	2.0%	12	1.6%	10	2.4%	11	5.0%
	None Of The Above	14	2.5%	16	3.2%	10	1.3%	7	1.7%	13	5.9%
Total		568	100.0%	501	100.0%	758	100.0%	413	100.0%	219	100.0%

Wild Hog Hunting with a Muzzleloader

Table HZ.1) **Sample frame**

	Count
Have not hunted hog in the past 3 years, and have not hunted with a muzzleloader in that time either	243
Have not hunted hog in the past 3 years, but have hunted with a muzzleloader recently	662
Have hunted hog in the past 3 years, but not with a muzzleloader	125
Total sample	1030

Table HZ.2) How many respondents have hunted wild hog at some point in the past?

	Count
Have never hunted this species before	716
Have hunted this species before	314
Total	1030

Demographic Information

Table HZ.3) What is your current age?

	Count	Column Percent
18 to 24	10	1.2%
25 to 34	68	8.1%
35 to 44	123	14.7%
45 to 54	216	25.8%
55 to 64	255	30.5%
65 and older	165	19.7%
Total	837	100.0%

Table HZ.4) What is your gender?

	Count	Column Percent
Male	824	98.4%
Female	13	1.6%
Total	837	100.0%

Table HZ.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	35	4.2%
\$20,000 to \$29,999	31	3.7%
\$30,000 to \$39,999	50	6.0%
\$40,000 to \$49,999	61	7.3%
\$50,000 to \$74,999	182	21.9%
\$75,000 to \$99,999	171	20.6%
\$100,000 to \$149,999	184	22.1%
\$150,000 to \$200,000	72	8.7%
More than \$200,000	46	5.5%
Total	832	100.0%

Table HZ.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	5	0.6%
High school graduation	199	23.8%
Trade school, associates degree or similar	285	34.1%
Bachelors degree	220	26.3%
Masters degree	100	11.9%
Ph D and higher	28	3.3%
Total	837	100.0%

Table HZ.7) In which region do you live?

	Count	Column Percent
Northeast	152	18.2%
Midwest	253	30.3%
South	277	33.1%
West	144	17.2%
Canada	10	1.2%
Total	836	100.0%

Introduction to Hunting

Table HZ.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	473	45.9%
11 to 17 years old	438	42.5%
18 to 24 years old	52	5.0%
25 to 34 years old	42	4.1%
35 to 44 years old	16	1.6%
45 to 54 years old	6	0.6%
55 to 64 years old	1	0.1%
65 years and older	2	0.2%
Total	1,030	100.0%

Table HZ.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	6	0.6%
Deer	266	25.8%
Elk	6	0.6%
Other big game	5	0.5%
Predators	20	1.9%
Small game	620	60.2%
Turkey	17	1.7%
Upland game birds	265	25.7%
Waterfowl	61	5.9%
Wild pig / feral hog	12	1.2%
Others	31	3.0%
Total	1,030	100.0%

Table HZ.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	11	1.1%
Compound bow	23	2.2%
Crossbow	2	0.2%
MSR	8	0.8%
No weapon / toy	21	2.0%
Revolver	2	0.2%
Semi-automatic handgun	1	0.1%
Shotgun	614	59.7%
Traditional bow	11	1.1%
Traditional rifle	332	32.3%
Other	3	0.3%
Total	1,028	100.0%

Table HZ.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	34	3.3%
Aunt / Uncle	113	11.0%
Co-worker	10	1.0%
Father	626	61.1%
Friend	154	15.0%
Grandparent	124	12.1%
Guide / outfitter	1	0.1%
Mother	12	1.2%
Neighbor	24	2.3%
Nobody / I hunted alone on my first hunt	63	6.1%
Sibling	47	4.6%
Spouse	5	0.5%
Other	11	1.1%
Total	1,025	100.0%

Table HZ.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	658	65.2%
Spend time with family or friends who already hunted	656	65.0%
Tradition / way of life	632	62.6%
Wanted to spend more time outdoors	628	62.2%
It's relaxing / an escape	437	43.3%
I wanted a challenge / adventure	385	38.2%
To become self-sufficient / become a provider / obtain my own meat	383	38.0%
Support conservation efforts	210	20.8%
Wanted to try a new sport	146	14.5%
To teach someone else / introduce my children or others to hunting	112	11.1%
Other Please write in	3	0.3%
Total	1,009	100.0%

Table HZ.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	288	28.2%
1 year	76	7.4%
2 - 5 years	433	42.3%
6 to 10 years	106	10.4%
More than 10 years	85	8.3%
I have only ever hunted [the species that I first targeted]	35	3.4%
Total	1,023	100.0%

Table HZ.14) Which species have you ever targeted?

	Count	Column Percent
Bear	404	40.6%
Deer	983	98.8%
Elk	369	37.1%
Other big game	290	29.1%
Others	31	3.1%
Predators	716	72.0%
Small game	921	92.6%
Turkey	831	83.5%
Upland game birds	872	87.6%
Waterfowl	716	72.0%
Wild pig / feral hog	314	31.6%
Total	995	100.0%

Current Hunting Activities

Table HZ.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	229	23.2%
Deer	925	93.5%
Elk	202	20.4%
Other big game	113	11.4%
Others	54	5.5%
Predators	508	51.4%
Small game	655	66.2%
Turkey	693	70.1%
Upland game birds	545	55.1%
Waterfowl	367	37.1%
Wild pig / feral hog	111	11.2%
Total	989	100.0%

Table HZ.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	942	91.5%
Traditional rifle (centerfire or rimfire)	937	91.0%
Muzzleloader	648	62.9%
Traditional bow/compound bow	584	56.7%
Handgun	378	36.7%
Modern sporting rifle / AR platform / AK platform	372	36.1%
Crossbow	313	30.4%
Other	28	2.7%
Total	1,030	100.0%

Table HZ.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	175	22.1%
Deer	58	7.3%
Elk	167	21.1%
Other big game	170	21.5%
Predators	208	26.3%
Small Game	281	35.5%
Turkey	138	17.4%
Upland game birds	326	41.2%
Waterfowl	343	43.3%
Wild pig / feral hog	202	25.5%
Total number of hunters who have lapsed at least one species in their lifetime	792	100.0%

Table HZ.18) Why have you lapsed wild hog hunting?

	Count	Column Percent
No hunting land available for this species anymore	60	30.2%
Do not have time	50	25.1%
I moved to a new location where I am not able to do this type of hunting	43	21.6%
Other, please describe	39	19.6%
Too expensive	28	14.1%
I do not have anybody to go with anymore	20	10.1%
No longer interested or did not enjoy this type of hunting	10	5.0%
Medical reasons / disabilities	7	3.5%
I was not successful	5	2.5%
I need more training	2	1.0%
Total	199	100.0%

Current Shooting Activities

Table HZ.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Rimfire Rifle	703	86.9%
Shotgun	702	86.8%
Traditional Centerfire Rifle	696	86.0%
Semiautomatic Handgun	667	82.4%
Revolver	592	73.2%
Muzzleloader	440	54.4%
Traditional or Compound Bow	422	52.2%
MSR	403	49.8%
Crossbow	238	29.4%
None of the Above	11	1.4%
Total	809	100.0%

Table HZ.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	647	79.8%
Plinking or informal target shooting with a Semi-automatic Handgun	621	76.6%
Plinking or informal target shooting with a traditional centerfire rifle	587	72.4%
Sighting-in rifle with a traditional centerfire rifle	560	69.1%
Plinking or informal target shooting with a Revolver	560	69.1%
Informal (backyard or testing) with a Shotgun	531	65.5%
Sighting-in rifle with a traditional rimfire rifle	506	62.4%
Pattern shotgun	464	57.2%
Target shooting with a muzzleloader	440	54.3%
Target shooting with a traditional or compound bow	422	52.0%
Sighting-in with a Semi-automatic Handgun	410	50.6%
Sporting clays with a Shotgun	362	44.6%
Plinking or informal target shooting with a MSR	358	44.1%
Sighting-In with a Shotgun	349	43.0%
Sighting-in with a Revolver	331	40.8%
Trap with a Shotgun	320	39.5%
Skeet with a Shotgun	312	38.5%
Long range with a traditional centerfire rifle	297	36.6%
Benchrest with a traditional centerfire rifle	281	34.6%
Load Testing/Development with a traditional centerfire rifle	279	34.4%
Sighting-in rifle with a MSR	273	33.7%
Target shooting with a crossbow	238	29.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	235	29.0%

Testing (Ammo & firearm) with a Revolver	205	25.3%
Teaching/Informative with a traditional rimfire rifle	200	24.7%
Teaching/Informative with a traditional centerfire rifle	189	23.3%
Benchrest with a traditional rimfire rifle	186	22.9%
Teaching/Informative with a Semi-automatic Handgun	182	22.4%
Teaching/Informative with a Shotgun	180	22.2%
Target shooting with an air rifle at a range	167	20.6%
Bullseye with a Semi-automatic Handgun	150	18.5%
Teaching/Informative with a Revolver	143	17.6%
Load Testing/Development with a Revolver	132	16.3%
Load Testing/Development with a Semi-automatic Handgun	131	16.2%
Test reload with a Shotgun	129	15.9%
Bullseye with a Revolver	127	15.7%
5 Stand with a Shotgun	125	15.4%
Silhouette with a Semi-automatic Handgun	125	15.4%
Load Testing/Development with a MSR	123	15.2%
Teaching/Informative with a MSR	114	14.1%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	110	13.6%
Long range with a MSR	101	12.5%
Long range with a traditional rimfire rifle	101	12.5%
Dog training with a shotgun	97	12.0%
Wobble Trap with a Shotgun	96	11.8%
Silhouette with a traditional centerfire rifle	94	11.6%
Silhouette with a Revolver	93	11.5%
Silhouette with a traditional rimfire rifle	90	11.1%
Benchrest with a MSR	85	10.5%
Load Testing/Development with a traditional rimfire rifle	82	10.1%
Training (Military / Defense / Law Enforcement) with a MSR	80	9.9%
Tactical with a MSR	76	9.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	63	7.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	54	6.7%
Training (Military / Defense / Law Enforcement) with a Revolver	50	6.2%
Silhouette with a MSR	49	6.0%
Tactical with a traditional centerfire rifle	45	5.5%
Bowling pin with a Semi-automatic Handgun	41	5.1%
Steel Challenge with a Semi-automatic Handgun	38	4.7%
Three (3) position with a traditional centerfire rifle	30	3.7%
Bowling pin with a Revolver	30	3.7%
Steel Challenge with a traditional rimfire rifle	28	3.5%
Three (3) position with a traditional rimfire rifle	28	3.5%
Cowboy action with a Revolver	27	3.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	25	3.1%

Three (3) position with a MSR	24	3.0%
Steel Challenge with a traditional centerfire rifle	23	2.8%
Steel Challenge with a MSR	22	2.7%
IDPA with a Semi-automatic Handgun	22	2.7%
Steel Challenge with a Revolver	17	2.1%
Tactical with a traditional rimfire rifle	16	2.0%
3 Gun with a Shotgun	14	1.7%
3 Gun with a MSR	13	1.6%
3 Gun with a Semi-automatic Handgun	13	1.6%
Cowboy action with a traditional centerfire rifle	12	1.5%
NRA high power with a traditional centerfire rifle	11	1.4%
IPSC with a Semi-automatic Handgun	11	1.4%
None of the above	11	1.4%
Cowboy Action with a Shotgun	10	1.2%
3 Gun with a traditional centerfire rifle	6	0.7%
NRA high power with a MSR	6	0.7%
Cowboy action with a Semi-automatic Handgun	5	0.6%
3 Gun with a Revolver	5	0.6%
NRA high power with a traditional rimfire rifle	5	0.6%
IDPA with a Revolver	3	0.4%
3 Gun with a traditional rimfire rifle	3	0.4%
Schuetzen with a traditional centerfire rifle	2	0.2%
Cowboy action with a traditional rimfire rifle	2	0.2%
Schuetzen with a MSR	1	0.1%
IPSC with a Revolver	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	811	100.0%

Wild Hog Hunting Interest

Table HZ.21) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	210	66.0%
Places to hunt are too limited, no convenient place to hunt	85	26.7%
No hunting land available	73	23.0%
I do not have anyone to go with	48	15.1%
Do not have time	36	11.3%
Too expensive	33	10.4%
Don't know how to start	32	10.1%
There are other activities I'd rather do	10	3.1%
Medical reasons / disability	9	2.8%
My hunting skills need improving / I need more training	7	2.2%
If I had a successful hunt I wouldn't know what to do with my harvest	7	2.2%
Other	4	1.3%
I moved to a new home and don't know where to go	3	0.9%
I don't own the proper equipment	2	0.6%
Hunting rules are too complex	1	0.3%
I am not able to buy a license	0	0.0%
Total	318	100.0%

Influential Media and Individuals

Table HZ.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	546	55.5%
Father	273	27.7%
Self / nobody else	223	22.7%
Another relative	109	11.1%
Uncle / Aunt	100	10.2%
Co-worker	96	9.8%
Sibling	83	8.4%
Grandparent	74	7.5%
Children / grandchildren	44	4.5%
Neighbor	36	3.7%
Guide / outfitter	26	2.6%
Other, please specify	25	2.5%
Spouse	18	1.8%
Mother	7	0.7%
Total	984	100.0%

Table HZ.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	274	28.1%
Television shows	586	60.0%
Magazines	458	46.9%
Seminars	87	8.9%
Hunter education programs	105	10.8%
State wildlife management agencies	192	19.7%
Retailers	49	5.0%
Local clubs or social organizations	105	10.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	361	37.0%
Other, please specify	46	4.7%
Total	976	100.0%

Table HZ.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	168	61.3%
Fish and Wildlife agency produced videos	89	32.5%
How-to videos	150	54.7%
Informational/political/talk show style	37	13.5%
Professionals hunting/fishing/shooting	219	79.9%
Non-professionals (home videos) hunting/fishing/shooting	155	56.6%
Comedy/blooper videos	24	8.8%
Competitions	41	15.0%
Product reviews	105	38.3%
Other	5	1.8%
Total	274	100.0%

Table HZ.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	40	6.9%
Animal Planet	50	8.6%
Comcast SportsNet	3	0.5%
Discovery Channel	99	17.0%
ESPN/ESPN 2	34	5.8%
History Channel	75	12.9%
Military Channel	17	2.9%
National Geographic	68	11.7%
NBC Sports	21	3.6%
Outdoor Channel	505	86.6%
Pursuit Channel	247	42.4%
Sportsman Channel	421	72.2%
Sunshine Network / SUN Sports	2	0.3%
WildTV	24	4.1%
World Fishing Network	40	6.9%
Other national network	7	1.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	155	26.6%
I watched hunting/fishing TV, but don't remember the channel	105	18.0%
Total	583	100.0%

Table HZ.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	426	45.9%
Programming offered by the Fish / Wildlife Agency for my state of residence	356	38.3%
Books / magazines	338	36.4%
Membership in a non-profit organization specific to this type of hunting	261	28.1%
Programming offered by outdoor retailers	237	25.5%
YouTube videos	207	22.3%
Joining a local hunt club	188	20.2%
Online forums / blogs	158	17.0%
Other: Please describe	115	12.4%
Total	929	100.0%

Table HZ.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	109	30.1%	81	39.9%	101	34.0%	79	36.2%
	Google+	90	24.9%	52	25.6%	70	23.6%	61	28.0%
	Twitter	14	3.9%	14	6.9%	17	5.7%	12	5.5%
	Pinterest	18	5.0%	13	6.4%	19	6.4%	13	6.0%
	Instagram	22	6.1%	16	7.9%	22	7.4%	19	8.7%
	YouTube	145	40.1%	107	52.7%	140	47.1%	104	47.7%
	Television programs	210	58.0%	137	67.5%	173	58.2%	136	62.4%
	Books	104	28.7%	67	33.0%	104	35.0%	82	37.6%
	Magazines	275	76.0%	149	73.4%	213	71.7%	167	76.6%
	Online Forums	99	27.3%	65	32.0%	92	31.0%	75	34.4%
	Newsletter from hunting / wildlife groups or organizations	184	50.8%	103	50.7%	154	51.9%	143	65.6%
	Fish / Wildlife Agency for My State of Residence	223	61.6%	115	56.7%	204	68.7%	143	65.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	164	45.3%	85	41.9%	138	46.5%	109	50.0%
	Other	11	3.0%	6	3.0%	6	2.0%	7	3.2%
None Of The Above	8	2.2%	5	2.5%	11	3.7%	3	1.4%	
Total		362	100.0%	203	100.0%	297	100.0%	218	100.0%

Table HZ.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	72	41.9%	51	32.1%	81	27.8%	58	45.0%	20	20.2%
	Google+	47	27.3%	39	24.5%	69	23.7%	34	26.4%	22	22.2%
	Twitter	13	7.6%	7	4.4%	13	4.5%	12	9.3%	3	3.0%
	Pinterest	13	7.6%	9	5.7%	13	4.5%	13	10.1%	3	3.0%
	Instagram	18	10.5%	14	8.8%	16	5.5%	15	11.6%	4	4.0%
	YouTube	139	80.8%	75	47.2%	141	48.5%	79	61.2%	33	33.3%
	Television programs	110	64.0%	96	60.4%	180	61.9%	83	64.3%	54	54.5%
	Books	63	36.6%	55	34.6%	131	45.0%	51	39.5%	24	24.2%
	Magazines	124	72.1%	114	71.7%	261	89.7%	94	72.9%	69	69.7%
	Online Forums	77	44.8%	48	30.2%	85	29.2%	79	61.2%	29	29.3%
	Newsletter from hunting / wildlife groups or organizations	81	47.1%	88	55.3%	150	51.5%	70	54.3%	39	39.4%
	Fish / Wildlife Agency for My State of Residence	105	61.0%	95	59.7%	172	59.1%	86	66.7%	60	60.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	72	41.9%	66	41.5%	118	40.5%	63	48.8%	37	37.4%
	Other	3	1.7%	5	3.1%	5	1.7%	2	1.6%	5	5.1%
None Of The Above	3	1.7%	1	0.6%	2	0.7%	2	1.6%	6	6.1%	
Total		172	100.0%	159	100.0%	291	100.0%	129	100.0%	99	100.0%

Wild Hog Hunting with a Shotgun

There are 435 individuals who are seriously interested in hunting wild hog with a shotgun. Of those, the majority have hunted wild hog at some point in the past. However, only 17 of the individuals in this sample have hunted wild hog in the past 3 years; these individuals have hunted wild hog with other methods, and would now be interested in hunting wild hog with a shotgun.

Table HS.1) **Sample frame**

	Count
Have not hunted hog in the past 3 years, and have not hunted with a shotgun in that time either	83
Have not hunted hog in the past 3 years, but have hunted with a shotgun recently	1033
Have hunted hog in the past 3 years, but not with a shotgun	36
Total sample	1152

Table HS.2) How many respondents have hunted wild hog at some point in the past?

	Count
Have never hunted this species before	916
Have hunted this species before	236
Total	1152

Demographic Information

Table HS.3) What is your current age?

	Count	Column Percent
18 to 24	18	1.9%
25 to 34	126	13.5%
35 to 44	167	17.9%
45 to 54	225	24.1%
55 to 64	236	25.3%
65 and older	161	17.3%
Total	933	100.0%

Table HS.4) What is your gender?

	Count	Column Percent
Male	911	97.5%
Female	23	2.5%
Total	934	100.0%

Table HS.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	36	3.9%
\$20,000 to \$29,999	30	3.2%
\$30,000 to \$39,999	51	5.5%
\$40,000 to \$49,999	72	7.7%
\$50,000 to \$74,999	207	22.2%
\$75,000 to \$99,999	184	19.8%
\$100,000 to \$149,999	207	22.2%
\$150,000 to \$200,000	72	7.7%
More than \$200,000	72	7.7%
Total	931	100.0%

Table HS.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	6	0.6%
High school graduation	192	20.6%
Trade school, associates degree or similar	328	35.1%
Bachelors degree	276	29.6%
Masters degree	95	10.2%
Ph D and higher	37	4.0%
Total	934	100.0%

Table HS.7) In which region do you live?

	Count	Column Percent
Northeast	167	17.9%
Midwest	317	34.0%
South	289	31.0%
West	149	16.0%
Canada	11	1.2%
Total	933	100.0%

Introduction to Hunting

Table HS.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	490	42.6%
11 to 17 years old	489	42.5%
18 to 24 years old	65	5.6%
25 to 34 years old	60	5.2%
35 to 44 years old	28	2.4%
45 to 54 years old	11	1.0%
55 to 64 years old	6	0.5%
65 years and older	2	0.2%
Total	1,151	100.0%

Table HS.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	4	0.3%
Deer	338	29.4%
Elk	9	0.8%
Other big game	5	0.4%
Predators	25	2.2%
Small game	629	54.6%
Turkey	33	2.9%
Upland game birds	271	23.5%
Waterfowl	91	7.9%
Wild pig / feral hog	13	1.1%
Others	26	2.3%
Total	1,151	100.0%

Table HS.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	12	1.0%
Compound bow	27	2.4%
Crossbow	3	0.3%
MSR	15	1.3%
No weapon / toy	38	3.3%
Revolver	3	0.3%
Semi-automatic handgun	2	0.2%
Shotgun	647	56.4%
Traditional bow	7	0.6%
Traditional rifle	390	34.0%
Other	3	0.3%
Total	1,147	100.0%

Table HS.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	53	4.6%
Aunt / Uncle	130	11.3%
Co-worker	17	1.5%
Father	684	59.7%
Friend	213	18.6%
Grandparent	131	11.4%
Guide / outfitter	2	0.2%
Mother	11	1.0%
Neighbor	23	2.0%
Nobody / I hunted alone on my first hunt	67	5.8%
Sibling	46	4.0%
Spouse	8	0.7%
Other	13	1.1%
Total	1,146	100.0%

Table HS.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	729	64.5%
Spend time with family or friends who already hunted	728	64.4%
Tradition / way of life	710	62.8%
Wanted to spend more time outdoors	689	61.0%
It's relaxing / an escape	508	45.0%
I wanted a challenge / adventure	443	39.2%
To become self-sufficient / become a provider / obtain my own meat	437	38.7%
Support conservation efforts	259	22.9%
Wanted to try a new sport	184	16.3%
To teach someone else / introduce my children or others to hunting	136	12.0%
Other Please write in	5	0.4%
Total	1,130	100.0%

Table HS.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	335	29.3%
1 year	80	7.0%
2 - 5 years	445	38.9%
6 to 10 years	132	11.5%
More than 10 years	78	6.8%
I have only ever hunted [the species that I first targeted]	75	6.6%
Total	1,145	100.0%

Table HS.14) Which species have you ever targeted?

	Count	Column Percent
Bear	351	32.6%
Deer	1,045	97.0%
Elk	303	28.1%
Other big game	240	22.3%
Others	36	3.3%
Predators	709	65.8%
Small game	973	90.3%
Turkey	851	79.0%
Upland game birds	890	82.6%
Waterfowl	739	68.6%
Wild pig / feral hog	236	21.9%
Total	1,077	100.0%

Current Hunting Activities

Table HS.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	193	18.1%
Deer	952	89.2%
Elk	159	14.9%
Other big game	98	9.2%
Others	59	5.5%
Predators	518	48.5%
Small game	691	64.8%
Turkey	693	64.9%
Upland game birds	571	53.5%
Waterfowl	404	37.9%
Wild pig / feral hog	23	2.2%
Total	1,067	100.0%

Table HS.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	1,028	89.2%
Traditional rifle (centerfire or rimfire)	1,006	87.3%
Traditional bow/compound bow	559	48.5%
Muzzleloader	544	47.2%
Modern sporting rifle / AR platform / AK platform	416	36.1%
Handgun	405	35.2%
Crossbow	307	26.6%
Other	42	3.6%
Total	1,152	100.0%

Table HS.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	158	19.2%
Deer	93	11.3%
Elk	144	17.5%
Other big game	137	16.6%
Predators	188	22.8%
Small Game	297	36.0%
Turkey	158	19.2%
Upland game birds	317	38.4%
Waterfowl	327	39.6%
Wild pig / feral hog	213	25.8%
Total number of hunters who have lapsed at least one species in their lifetime	825	100.0%

Table HS.18) Why have you lapsed wild hog hunting?

	Count	Column Percent
No hunting land available for this species anymore	66	31.9%
Do not have time	53	25.6%
I moved to a new location where I am not able to do this type of hunting	48	23.2%
I do not have anybody to go with anymore	32	15.5%
Too expensive	29	14.0%
Other, please describe	27	13.0%
I was not successful	7	3.4%
No longer interested or did not enjoy this type of hunting	6	2.9%
Medical reasons / disabilities	5	2.4%
I need more training	4	1.9%
Total	207	100.0%

Current Shooting Activities

Table HS.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	777	87.2%
Traditional Rimfire Rifle	754	84.6%
Traditional Centerfire Rifle	753	84.5%
Semiautomatic Handgun	738	82.8%
Revolver	622	69.8%
MSR	474	53.2%
Traditional or Compound Bow	412	46.2%
Muzzleloader	337	37.8%
Crossbow	228	25.6%
None of the Above	13	1.5%
Total	891	100.0%

Table HS.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	707	79.1%
Plinking or informal target shooting with a Semi-automatic Handgun	696	77.9%
Plinking or informal target shooting with a traditional centerfire rifle	649	72.6%
Sighting-in rifle with a traditional centerfire rifle	605	67.7%
Informal (backyard or testing) with a Shotgun	595	66.6%
Plinking or informal target shooting with a Revolver	588	65.8%
Sighting-in rifle with a traditional rimfire rifle	519	58.1%
Pattern shotgun	502	56.2%
Plinking or informal target shooting with a MSR	434	48.5%
Sighting-in with a Semi-automatic Handgun	426	47.7%
Sighting-In with a Shotgun	415	46.4%
Target shooting with a traditional or compound bow	412	46.1%
Sporting clays with a Shotgun	408	45.6%
Trap with a Shotgun	375	41.9%
Skeet with a Shotgun	361	40.4%
Sighting-in rifle with a MSR	339	37.9%
Target shooting with a muzzleloader	337	37.7%
Long range with a traditional centerfire rifle	321	35.9%
Sighting-in with a Revolver	311	34.8%
Benchrest with a traditional centerfire rifle	289	32.3%
Testing (Ammo & firearm) with a Semi-automatic Handgun	265	29.6%
Load Testing/Development with a traditional centerfire rifle	245	27.4%
Target shooting with a crossbow	228	25.5%

Teaching/Informative with a Semi-automatic Handgun	210	23.5%
Benchrest with a traditional rimfire rifle	206	23.0%
Teaching/Informative with a Shotgun	202	22.6%
Teaching/Informative with a traditional rimfire rifle	199	22.3%
Testing (Ammo & firearm) with a Revolver	198	22.1%
Teaching/Informative with a traditional centerfire rifle	187	20.9%
Target shooting with an air rifle at a range	181	20.2%
Silhouette with a Semi-automatic Handgun	170	19.0%
Bullseye with a Semi-automatic Handgun	160	17.9%
5 Stand with a Shotgun	151	16.9%
Load Testing/Development with a Semi-automatic Handgun	144	16.1%
Teaching/Informative with a Revolver	142	15.9%
Teaching/Informative with a MSR	137	15.3%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	133	14.9%
Bullseye with a Revolver	128	14.3%
Load Testing/Development with a MSR	125	14.0%
Test reload with a Shotgun	123	13.8%
Long range with a MSR	123	13.8%
Tactical with a MSR	117	13.1%
Wobble Trap with a Shotgun	113	12.6%
Load Testing/Development with a Revolver	111	12.4%
Long range with a traditional rimfire rifle	109	12.2%
Silhouette with a traditional centerfire rifle	106	11.9%
Dog training with a shotgun	105	11.7%
Silhouette with a Revolver	102	11.4%
Silhouette with a traditional rimfire rifle	101	11.3%
Benchrest with a MSR	96	10.7%
Training (Military / Defense / Law Enforcement) with a MSR	92	10.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	79	8.8%
Load Testing/Development with a traditional rimfire rifle	69	7.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	66	7.4%
Steel Challenge with a Semi-automatic Handgun	63	7.0%
Training (Military / Defense / Law Enforcement) with a Revolver	57	6.4%
Tactical with a traditional centerfire rifle	56	6.3%
Silhouette with a MSR	56	6.3%
Bowling pin with a Semi-automatic Handgun	53	5.9%
IDPA with a Semi-automatic Handgun	39	4.4%
Steel Challenge with a traditional rimfire rifle	33	3.7%
3 Gun with a Semi-automatic Handgun	32	3.6%
Bowling pin with a Revolver	32	3.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	32	3.6%
3 Gun with a Shotgun	30	3.4%

Steel Challenge with a traditional centerfire rifle	30	3.4%
Three (3) position with a traditional centerfire rifle	29	3.2%
3 Gun with a MSR	28	3.1%
Steel Challenge with a MSR	27	3.0%
Steel Challenge with a Revolver	27	3.0%
Three (3) position with a traditional rimfire rifle	27	3.0%
Cowboy action with a Revolver	24	2.7%
IPSC with a Semi-automatic Handgun	22	2.5%
Tactical with a traditional rimfire rifle	22	2.5%
Three (3) position with a MSR	21	2.3%
Cowboy action with a traditional centerfire rifle	13	1.5%
None of the above	13	1.5%
NRA high power with a traditional centerfire rifle	12	1.3%
NRA high power with a MSR	9	1.0%
Cowboy Action with a Shotgun	8	0.9%
IDPA with a Revolver	7	0.8%
3 Gun with a traditional centerfire rifle	6	0.7%
Cowboy action with a Semi-automatic Handgun	4	0.4%
IPSC with a Revolver	4	0.4%
3 Gun with a Revolver	3	0.3%
3 Gun with a traditional rimfire rifle	3	0.3%
Cowboy action with a traditional rimfire rifle	3	0.3%
NRA high power with a traditional rimfire rifle	3	0.3%
Schuetzen with a traditional centerfire rifle	1	0.1%
Schuetzen with a MSR	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	894	100.0%

Wild Hog Hunting Interest

Table HS.21) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	225	60.6%
Places to hunt are too limited, no convenient place to hunt	98	26.4%
No hunting land available	87	23.5%
I do not have anyone to go with	63	17.0%
Don't know how to start	46	12.4%
Do not have time	43	11.6%
Too expensive	32	8.6%
There are other activities I'd rather do	17	4.6%
If I had a successful hunt I wouldn't know what to do with my harvest	15	4.0%
My hunting skills need improving / I need more training	11	3.0%
Medical reasons / disability	10	2.7%
I don't own the proper equipment	6	1.6%
Other	5	1.3%
I moved to a new home and don't know where to go	4	1.1%
I am not able to buy a license	3	0.8%
Hunting rules are too complex	3	0.8%
Total	371	100.0%

Influential Media and Individuals

Table HS.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	614	57.7%
Father	265	24.9%
Self / nobody else	234	22.0%
Another relative	117	11.0%
Co-worker	115	10.8%
Uncle / Aunt	101	9.5%
Sibling	81	7.6%
Grandparent	75	7.0%
Neighbor	41	3.9%
Children / grandchildren	40	3.8%
Guide / outfitter	30	2.8%
Spouse	24	2.3%
Other, please specify	16	1.5%
Mother	7	0.7%
Total	1,064	100.0%

Table HS.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	365	34.5%
Television shows	596	56.4%
Magazines	438	41.4%
Seminars	83	7.9%
Hunter education programs	120	11.4%
State wildlife management agencies	205	19.4%
Retailers	74	7.0%
Local clubs or social organizations	119	11.3%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	369	34.9%
Other, please specify	49	4.6%
Total	1,057	100.0%

Table HS.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	197	54.0%
Fish and Wildlife agency produced videos	108	29.6%
How-to videos	197	54.0%
Informational/political/talk show style	49	13.4%
Professionals hunting/fishing/shooting	276	75.6%
Non-professionals (home videos) hunting/fishing/shooting	233	63.8%
Comedy/blooper videos	28	7.7%
Competitions	49	13.4%
Product reviews	128	35.1%
Other	5	1.4%
Total	365	100.0%

Table HS.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	36	6.1%
Animal Planet	45	7.6%
Comcast SportsNet	3	0.5%
Discovery Channel	90	15.3%
ESPN/ESPN 2	31	5.3%
History Channel	69	11.7%
Military Channel	26	4.4%
National Geographic	54	9.2%
NBC Sports	18	3.1%
Outdoor Channel	492	83.4%
Pursuit Channel	235	39.8%
Sportsman Channel	416	70.5%
Sunshine Network / SUN Sports	2	0.3%
WildTV	18	3.1%
World Fishing Network	39	6.6%
Other national network	8	1.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	149	25.3%
I watched hunting/fishing TV, but don't remember the channel	127	21.5%
Total	590	100.0%

Table HS.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	479	46.1%
Programming offered by the Fish / Wildlife Agency for my state of residence	405	38.9%
Books / magazines	382	36.7%
YouTube videos	297	28.6%
Membership in a non-profit organization specific to this type of hunting	284	27.3%
Programming offered by outdoor retailers	279	26.8%
Joining a local hunt club	265	25.5%
Online forums / blogs	201	19.3%
Other: Please describe	93	8.9%
Total	1,040	100.0%

Table HS.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	129	31.7%	92	38.0%	112	31.5%	95	38.3%
	Google+	90	22.1%	62	25.6%	82	23.0%	67	27.0%
	Twitter	20	4.9%	18	7.4%	18	5.1%	20	8.1%
	Pinterest	17	4.2%	15	6.2%	26	7.3%	15	6.0%
	Instagram	41	10.1%	26	10.7%	30	8.4%	33	13.3%
	YouTube	186	45.7%	147	60.7%	193	54.2%	142	57.3%
	Television programs	217	53.3%	157	64.9%	197	55.3%	152	61.3%
	Books	106	26.0%	74	30.6%	104	29.2%	79	31.9%
	Magazines	297	73.0%	182	75.2%	242	68.0%	186	75.0%
	Online Forums	121	29.7%	87	36.0%	123	34.6%	93	37.5%
	Newsletter from hunting / wildlife groups or organizations	195	47.9%	122	50.4%	183	51.4%	157	63.3%
	Fish / Wildlife Agency for My State of Residence	242	59.5%	129	53.3%	237	66.6%	153	61.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	159	39.1%	83	34.3%	149	41.9%	108	43.5%
	Other	8	2.0%	2	0.8%	3	0.8%	2	0.8%
	None Of The Above	8	2.0%	6	2.5%	9	2.5%	4	1.6%
Total		407	100.0%	242	100.0%	356	100.0%	248	100.0%

Table HS.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	97	39.1%	78	33.6%	102	30.4%	65	36.9%	24	29.3%
	Google+	69	27.8%	52	22.4%	77	23.0%	47	26.7%	19	23.2%
	Twitter	16	6.5%	13	5.6%	21	6.3%	15	8.5%	3	3.7%
	Pinterest	19	7.7%	13	5.6%	20	6.0%	14	8.0%	0	0.0%
	Instagram	32	12.9%	26	11.2%	33	9.9%	26	14.8%	5	6.1%
	YouTube	211	85.1%	132	56.9%	191	57.0%	123	69.9%	37	45.1%
	Television programs	140	56.5%	136	58.6%	202	60.3%	103	58.5%	47	57.3%
	Books	80	32.3%	72	31.0%	133	39.7%	60	34.1%	21	25.6%
	Magazines	164	66.1%	162	69.8%	287	85.7%	119	67.6%	64	78.0%
	Online Forums	115	46.4%	80	34.5%	118	35.2%	108	61.4%	30	36.6%
	Newsletter from hunting / wildlife groups or organizations	105	42.3%	114	49.1%	166	49.6%	79	44.9%	42	51.2%
	Fish / Wildlife Agency for My State of Residence	127	51.2%	126	54.3%	198	59.1%	92	52.3%	52	63.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	82	33.1%	89	38.4%	127	37.9%	63	35.8%	31	37.8%
	Other	2	0.8%	6	2.6%	4	1.2%	2	1.1%	2	2.4%
	None Of The Above	4	1.6%	3	1.3%	4	1.2%	4	2.3%	2	2.4%
Total		248	100.0%	232	100.0%	335	100.0%	176	100.0%	82	100.0%

Wild Hog Hunting with a Traditional or Compound Bow

There are 435 individuals who are seriously interested in hunting wild hog with a shotgun. Of those, the majority have hunted wild hog at some point in the past. However, only 17 of the individuals in this sample have hunted wild hog in the past 3 years; these individuals have hunted wild hog with other methods, and would now be interested in hunting wild hog with a shotgun.

Table HB.1) Sample frame

	Count
Have not hunted hog in the past 3 years, and have not hunted with a tradbow in that time either	199
Have not hunted hog in the past 3 years, but have hunted with a tradbow recently	903
Have hunted hog in the past 3 years, but not with a tradbow	107
Total sample	1209

Table HB.2) How many respondents have hunted wild hog at some point in the past?

	Count
Have never hunted this species before	902
Have hunted this species before	307
Total	1209

Demographic Information

Table HB.3) What is your current age?

	Count	Column Percent
18 to 24	24	2.5%
25 to 34	152	15.6%
35 to 44	215	22.0%
45 to 54	249	25.5%
55 to 64	229	23.5%
65 and older	107	11.0%
Total	976	100.0%

Table HB.4) What is your gender?

	Count	Column Percent
Male	947	97.0%
Female	29	3.0%
Total	976	100.0%

Table HB.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	28	2.9%
\$20,000 to \$29,999	27	2.8%
\$30,000 to \$39,999	44	4.5%
\$40,000 to \$49,999	56	5.7%
\$50,000 to \$74,999	219	22.5%
\$75,000 to \$99,999	194	19.9%
\$100,000 to \$149,999	254	26.1%
\$150,000 to \$200,000	80	8.2%
More than \$200,000	72	7.4%
Total	974	100.0%

Table HB.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	8	0.8%
High school graduation	217	22.2%
Trade school, associates degree or similar	307	31.5%
Bachelors degree	295	30.2%
Masters degree	110	11.3%
Ph D and higher	39	4.0%
Total	976	100.0%

Table HB.7) In which region do you live?

	Count	Column Percent
Northeast	154	15.8%
Midwest	324	33.2%
South	266	27.3%
West	226	23.2%
Canada	5	0.5%
Total	975	100.0%

Introduction to Hunting

Table HB.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	528	43.7%
11 to 17 years old	500	41.4%
18 to 24 years old	64	5.3%
25 to 34 years old	73	6.0%
35 to 44 years old	30	2.5%
45 to 54 years old	11	0.9%
55 to 64 years old	2	0.2%
65 years and older	1	0.1%
Total	1,209	100.0%

Table HB.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	7	0.6%
Deer	397	32.8%
Elk	23	1.9%
Other big game	7	0.6%
Predators	20	1.7%
Small game	610	50.5%
Turkey	39	3.2%
Upland game birds	283	23.4%
Waterfowl	82	6.8%
Wild pig / feral hog	22	1.8%
Others	26	2.2%
Total	1,209	100.0%

Table HB.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	9	0.7%
Compound bow	58	4.8%
Crossbow	3	0.2%
MSR	14	1.2%
No weapon / toy	26	2.2%
Revolver	0	0.0%
Semi-automatic handgun	6	0.5%
Shotgun	636	52.7%
Traditional bow	18	1.5%
Traditional rifle	436	36.1%
Other	1	0.1%
Total	1,207	100.0%

Table HB.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	37	3.1%
Aunt / Uncle	132	11.0%
Co-worker	10	0.8%
Father	737	61.2%
Friend	192	15.9%
Grandparent	138	11.5%
Guide / outfitter	3	0.2%
Mother	18	1.5%
Neighbor	24	2.0%
Nobody / I hunted alone on my first hunt	69	5.7%
Sibling	62	5.1%
Spouse	17	1.4%
Other	13	1.1%
Total	1,205	100.0%

Table HB.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	767	64.6%
Tradition / way of life	749	63.0%
Spend time with family or friends who already hunted	748	63.0%
Wanted to spend more time outdoors	722	60.8%
It's relaxing / an escape	529	44.5%
To become self-sufficient / become a provider / obtain my own meat	459	38.6%
I wanted a challenge / adventure	457	38.5%
Support conservation efforts	266	22.4%
Wanted to try a new sport	174	14.6%
To teach someone else / introduce my children or others to hunting	155	13.0%
Other Please write in	2	0.2%
Total	1,188	100.0%

Table HB.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	368	30.6%
1 year	96	8.0%
2 - 5 years	486	40.4%
6 to 10 years	117	9.7%
More than 10 years	85	7.1%
I have only ever hunted [the species that I first targeted]	50	4.2%
Total	1,202	100.0%

Table HB.14) Which species have you ever targeted?

	Count	Column Percent
Bear	440	38.0%
Deer	1,135	97.9%
Elk	464	40.0%
Other big game	331	28.6%
Others	32	2.8%
Predators	799	68.9%
Small game	1,029	88.8%
Turkey	963	83.1%
Upland game birds	948	81.8%
Waterfowl	778	67.1%
Wild pig / feral hog	307	26.5%
Total	1,159	100.0%

Current Hunting Activities

Table HB.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	259	22.5%
Deer	1,060	92.0%
Elk	307	26.6%
Other big game	158	13.7%
Others	56	4.9%
Predators	577	50.1%
Small game	700	60.8%
Turkey	799	69.4%
Upland game birds	642	55.7%
Waterfowl	424	36.8%
Wild pig / feral hog	83	7.2%
Total	1,152	100.0%

Table HB.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	1,072	88.7%
Traditional rifle (centerfire or rimfire)	1,069	88.4%
Traditional bow/compound bow	881	72.9%
Muzzleloader	595	49.2%
Modern sporting rifle / AR platform / AK platform	426	35.2%
Handgun	352	29.1%
Crossbow	233	19.3%
Other	30	2.5%
Total	1,209	100.0%

Table HB.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	181	20.7%
Deer	75	8.6%
Elk	157	17.9%
Other big game	167	19.1%
Predators	220	25.1%
Small Game	344	39.3%
Turkey	164	18.7%
Upland game birds	306	35.0%
Waterfowl	347	39.7%
Wild pig / feral hog	224	25.6%
Total number of hunters who have lapsed at least one species in their lifetime	875	100.0%

Table HB.18) Why have you lapsed wild hog hunting?

	Count	Column Percent
Do not have time	79	35.9%
No hunting land available for this species anymore	51	23.2%
I moved to a new location where I am not able to do this type of hunting	49	22.3%
Too expensive	38	17.3%
Other, please describe	31	14.1%
I do not have anybody to go with anymore	24	10.9%
No longer interested or did not enjoy this type of hunting	8	3.6%
I was not successful	8	3.6%
Medical reasons / disabilities	4	1.8%
I need more training	1	0.5%
Total	220	100.0%

Current Shooting Activities

Table HB.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Shotgun	811	85.6%
Traditional Centerfire Rifle	797	84.2%
Traditional Rimfire Rifle	782	82.6%
Semiautomatic Handgun	758	80.0%
Traditional or Compound Bow	679	71.7%
Revolver	611	64.5%
MSR	470	49.6%
Muzzleloader	387	40.9%
Crossbow	202	21.3%
None of the Above	10	1.1%
Total	947	100.0%

Table HB.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	713	75.2%
Plinking or informal target shooting with a Semi-automatic Handgun	701	73.9%
Target shooting with a traditional or compound bow	679	71.6%
Plinking or informal target shooting with a traditional centerfire rifle	664	70.0%
Sighting-in rifle with a traditional centerfire rifle	633	66.8%
Informal (backyard or testing) with a Shotgun	608	64.1%
Plinking or informal target shooting with a Revolver	562	59.3%
Sighting-in rifle with a traditional rimfire rifle	530	55.9%
Pattern shotgun	516	54.4%
Sporting clays with a Shotgun	443	46.7%
Sighting-in with a Semi-automatic Handgun	426	44.9%
Plinking or informal target shooting with a MSR	415	43.8%
Sighting-In with a Shotgun	396	41.8%
Target shooting with a muzzleloader	387	40.8%
Trap with a Shotgun	376	39.7%
Skeet with a Shotgun	355	37.4%
Long range with a traditional centerfire rifle	330	34.8%
Sighting-in rifle with a MSR	324	34.2%
Sighting-in with a Revolver	307	32.4%
Benchrest with a traditional centerfire rifle	291	30.7%
Load Testing/Development with a traditional centerfire rifle	269	28.4%
Testing (Ammo & firearm) with a Semi-automatic Handgun	242	25.5%
Teaching/Informative with a Shotgun	214	22.6%

Target shooting with a crossbow	202	21.3%
Teaching/Informative with a traditional centerfire rifle	201	21.2%
Teaching/Informative with a traditional rimfire rifle	197	20.8%
Teaching/Informative with a Semi-automatic Handgun	194	20.5%
Benchrest with a traditional rimfire rifle	181	19.1%
Testing (Ammo & firearm) with a Revolver	174	18.4%
Target shooting with an air rifle at a range	173	18.2%
Silhouette with a Semi-automatic Handgun	157	16.6%
Bullseye with a Semi-automatic Handgun	151	15.9%
5 Stand with a Shotgun	150	15.8%
Load Testing/Development with a MSR	131	13.8%
Teaching/Informative with a MSR	131	13.8%
Load Testing/Development with a Semi-automatic Handgun	128	13.5%
Dog training with a shotgun	123	13.0%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	122	12.9%
Teaching/Informative with a Revolver	122	12.9%
Test reload with a Shotgun	113	11.9%
Long range with a MSR	113	11.9%
Bullseye with a Revolver	109	11.5%
Load Testing/Development with a Revolver	109	11.5%
Tactical with a MSR	108	11.4%
Wobble Trap with a Shotgun	103	10.9%
Silhouette with a traditional centerfire rifle	102	10.8%
Silhouette with a traditional rimfire rifle	99	10.4%
Long range with a traditional rimfire rifle	97	10.2%
Silhouette with a Revolver	85	9.0%
Training (Military / Defense / Law Enforcement) with a MSR	84	8.9%
Benchrest with a MSR	80	8.4%
Load Testing/Development with a traditional rimfire rifle	68	7.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	65	6.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	56	5.9%
Tactical with a traditional centerfire rifle	53	5.6%
Silhouette with a MSR	53	5.6%
Steel Challenge with a Semi-automatic Handgun	44	4.6%
Bowling pin with a Semi-automatic Handgun	42	4.4%
Training (Military / Defense / Law Enforcement) with a Revolver	42	4.4%
Bowling pin with a Revolver	32	3.4%
Steel Challenge with a traditional rimfire rifle	32	3.4%
Three (3) position with a traditional centerfire rifle	31	3.3%
Steel Challenge with a traditional centerfire rifle	29	3.1%
IDPA with a Semi-automatic Handgun	29	3.1%
Three (3) position with a traditional rimfire rifle	25	2.6%
3 Gun with a Shotgun	24	2.5%

Three (3) position with a MSR	24	2.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	23	2.4%
3 Gun with a Semi-automatic Handgun	21	2.2%
3 Gun with a MSR	20	2.1%
Steel Challenge with a MSR	19	2.0%
Cowboy action with a Revolver	19	2.0%
Steel Challenge with a Revolver	18	1.9%
IPSC with a Semi-automatic Handgun	17	1.8%
Tactical with a traditional rimfire rifle	16	1.7%
None of the above	10	1.1%
NRA high power with a traditional centerfire rifle	9	0.9%
Cowboy action with a traditional centerfire rifle	6	0.6%
Cowboy Action with a Shotgun	5	0.5%
NRA high power with a MSR	5	0.5%
IDPA with a Revolver	5	0.5%
3 Gun with a traditional centerfire rifle	4	0.4%
Cowboy action with a Semi-automatic Handgun	4	0.4%
Cowboy action with a traditional rimfire rifle	3	0.3%
NRA high power with a traditional rimfire rifle	3	0.3%
IPSC with a Revolver	2	0.2%
3 Gun with a Revolver	1	0.1%
3 Gun with a traditional rimfire rifle	1	0.1%
Total	948	100.0%

Wild Hog Hunting Interest

Table HB.21) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	253	68.4%
Places to hunt are too limited, no convenient place to hunt	76	20.5%
No hunting land available	62	16.8%
Do not have time	53	14.3%
I do not have anyone to go with	40	10.8%
Don't know how to start	33	8.9%
Too expensive	28	7.6%
There are other activities I'd rather do	16	4.3%
My hunting skills need improving / I need more training	7	1.9%
I moved to a new home and don't know where to go	3	0.8%
Medical reasons / disability	3	0.8%
Other	3	0.8%
I don't own the proper equipment	2	0.5%
If I had a successful hunt I wouldn't know what to do with my harvest	2	0.5%
I am not able to buy a license	0	0.0%
Hunting rules are too complex	0	0.0%
Total	370	100.0%

Influential Media and Individuals

Table HB.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	624	54.5%
Father	308	26.9%
Self / nobody else	286	25.0%
Another relative	108	9.4%
Co-worker	103	9.0%
Uncle / Aunt	95	8.3%
Sibling	91	7.9%
Grandparent	84	7.3%
Children / grandchildren	53	4.6%
Spouse	40	3.5%
Neighbor	37	3.2%
Guide / outfitter	33	2.9%
Other, please specify	21	1.8%
Mother	7	0.6%
Total	1,146	100.0%

Table HB.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	396	34.7%
Television shows	663	58.1%
Magazines	530	46.4%
Seminars	99	8.7%
Hunter education programs	129	11.3%
State wildlife management agencies	184	16.1%
Retailers	60	5.3%
Local clubs or social organizations	111	9.7%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	437	38.3%
Other, please specify	63	5.5%
Total	1,142	100.0%

Table HB.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	227	57.6%
Fish and Wildlife agency produced videos	111	28.2%
How-to videos	214	54.3%
Informational/political/talk show style	52	13.2%
Professionals hunting/fishing/shooting	305	77.4%
Non-professionals (home videos) hunting/fishing/shooting	240	60.9%
Comedy/blooper videos	27	6.9%
Competitions	50	12.7%
Product reviews	128	32.5%
Other	5	1.3%
Total	394	100.0%

Table HB.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	39	5.9%
Animal Planet	52	7.9%
Comcast SportsNet	3	0.5%
Discovery Channel	85	12.9%
ESPN/ESPN 2	36	5.5%
History Channel	59	9.0%
Military Channel	19	2.9%
National Geographic	64	9.7%
NBC Sports	19	2.9%
Outdoor Channel	576	87.4%
Pursuit Channel	310	47.0%
Sportsman Channel	488	74.1%
Sunshine Network / SUN Sports	2	0.3%
WildTV	23	3.5%
World Fishing Network	40	6.1%
Other national network	6	0.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	138	20.9%
I watched hunting/fishing TV, but don't remember the channel	102	15.5%
Total	659	100.0%

Table HB.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	554	50.9%
Programming offered by the Fish / Wildlife Agency for my state of residence	384	35.3%
Books / magazines	378	34.7%
Membership in a non-profit organization specific to this type of hunting	323	29.7%
YouTube videos	309	28.4%
Programming offered by outdoor retailers	257	23.6%
Joining a local hunt club	227	20.9%
Online forums / blogs	220	20.2%
Other: Please describe	105	9.7%
Total	1,088	100.0%

Table HB.27) **How to reach those who have identified their potential motivators**

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	170	36.2%	105	47.3%	124	36.9%	126	45.0%
	Google+	105	22.3%	46	20.7%	78	23.2%	74	26.4%
	Twitter	23	4.9%	16	7.2%	12	3.6%	19	6.8%
	Pinterest	21	4.5%	15	6.8%	23	6.8%	19	6.8%
	Instagram	72	15.3%	41	18.5%	50	14.9%	46	16.4%
	YouTube	246	52.3%	140	63.1%	197	58.6%	164	58.6%
	Television programs	280	59.6%	153	68.9%	196	58.3%	176	62.9%
	Books	135	28.7%	74	33.3%	109	32.4%	97	34.6%
	Magazines	350	74.5%	164	73.9%	238	70.8%	206	73.6%
	Online Forums	181	38.5%	88	39.6%	132	39.3%	108	38.6%
	Newsletter from hunting / wildlife groups or organizations	239	50.9%	118	53.2%	179	53.3%	177	63.2%
	Fish / Wildlife Agency for My State of Residence	276	58.7%	123	55.4%	247	73.5%	181	64.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	211	44.9%	92	41.4%	165	49.1%	137	48.9%
	Other	11	2.3%	6	2.7%	8	2.4%	4	1.4%
None Of The Above	7	1.5%	5	2.3%	3	0.9%	3	1.1%	
Total		470	100.0%	222	100.0%	336	100.0%	280	100.0%

Table HB.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	124	48.2%	83	41.7%	119	37.0%	85	48.0%	21	22.8%
	Google+	60	23.3%	41	20.6%	73	22.7%	43	24.3%	19	20.7%
	Twitter	16	6.2%	9	4.5%	18	5.6%	13	7.3%	2	2.2%
	Pinterest	18	7.0%	10	5.0%	18	5.6%	14	7.9%	3	3.3%
	Instagram	55	21.4%	35	17.6%	42	13.0%	35	19.8%	8	8.7%
	YouTube	213	82.9%	121	60.8%	188	58.4%	125	70.6%	33	35.9%
	Television programs	163	63.4%	119	59.8%	202	62.7%	117	66.1%	45	48.9%
	Books	96	37.4%	74	37.2%	140	43.5%	75	42.4%	22	23.9%
	Magazines	194	75.5%	140	70.4%	288	89.4%	132	74.6%	60	65.2%
	Online Forums	125	48.6%	76	38.2%	127	39.4%	111	62.7%	23	25.0%
	Newsletter from hunting / wildlife groups or organizations	132	51.4%	112	56.3%	166	51.6%	97	54.8%	43	46.7%
	Fish / Wildlife Agency for My State of Residence	148	57.6%	125	62.8%	190	59.0%	106	59.9%	56	60.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	104	40.5%	89	44.7%	138	42.9%	80	45.2%	33	35.9%
	Other	8	3.1%	9	4.5%	5	1.6%	6	3.4%	2	2.2%
None Of The Above	2	0.8%	2	1.0%	0	0.0%	0	0.0%	5	5.4%	
Total		257	100.0%	199	100.0%	322	100.0%	177	100.0%	92	100.0%

Wild Hog Hunting with a Traditional Rifle

There are 435 individuals who are seriously interested in hunting wild hog with a shotgun. Of those, the majority have hunted wild hog at some point in the past. However, only 17 of the individuals in this sample have hunted wild hog in the past 3 years; these individuals have hunted wild hog with other methods, and would now be interested in hunting wild hog with a shotgun.

Table HR.1) Sample frame

	Count
Have not hunted hog in the past 3 years, and have not hunted with a tradrifle in that time either	303
Have not hunted hog in the past 3 years, but have hunted with a tradrifle recently	2667
Have hunted hog in the past 3 years, but not with a tradrifle	88
Total sample	3058

Table HR.2) How many respondents have hunted wild hog at some point in the past?

	Count
Have never hunted this species before	2520
Have hunted this species before	538
Total	3058

Demographic Information

Table HR.3) What is your current age?

	Count	Column Percent
18 to 24	35	1.4%
25 to 34	207	8.3%
35 to 44	348	14.0%
45 to 54	566	22.8%
55 to 64	752	30.3%
65 and older	577	23.2%
Total	2,485	100.0%

Table HR.4) What is your gender?

	Count	Column Percent
Male	2,419	97.3%
Female	67	2.7%
Total	2,486	100.0%

Table HR.5) What is your Household Income?

	Count	Column Percent
Less than \$20,000	91	3.7%
\$20,000 to \$29,999	71	2.9%
\$30,000 to \$39,999	125	5.1%
\$40,000 to \$49,999	172	7.0%
\$50,000 to \$74,999	505	20.5%
\$75,000 to \$99,999	485	19.7%
\$100,000 to \$149,999	587	23.8%
\$150,000 to \$200,000	237	9.6%
More than \$200,000	189	7.7%
Total	2,462	100.0%

Table HR.6) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	18	0.7%
High school graduation	484	19.5%
Trade school, associates degree or similar	828	33.3%
Bachelors degree	730	29.4%
Masters degree	314	12.6%
Ph D and higher	111	4.5%
Total	2,485	100.0%

Table HR.7) In which region do you live?

	Count	Column Percent
Northeast	375	15.1%
Midwest	889	35.8%
South	726	29.2%
West	471	19.0%
Canada	23	0.9%
Total	2,484	100.0%

Introduction to Hunting

Table HR.8) How old were you when you first went hunting?

	Count	Column Percent
10 years or younger	1,202	39.3%
11 to 17 years old	1,392	45.5%
18 to 24 years old	198	6.5%
25 to 34 years old	141	4.6%
35 to 44 years old	68	2.2%
45 to 54 years old	37	1.2%
55 to 64 years old	15	0.5%
65 years and older	4	0.1%
Total	3,057	100.0%

Table HR.9) Which species did you target on your first hunt?

	Count	Column Percent
Bear	14	0.5%
Deer	847	27.7%
Elk	42	1.4%
Other big game	12	0.4%
Predators	55	1.8%
Small game	1,678	54.9%
Turkey	97	3.2%
Upland game birds	798	26.1%
Waterfowl	218	7.1%
Wild pig / feral hog	21	0.7%
Others	70	2.3%
Total	3,057	100.0%

Table HR.10) What kind of firearm, bow, or crossbow did you use on your first hunt?

	Count	Column Percent
Blackpowder or muzzleloader	18	0.6%
Compound bow	71	2.3%
Crossbow	5	0.2%
MSR	25	0.8%
No weapon / toy	74	2.4%
Revolver	4	0.1%
Semi-automatic handgun	10	0.3%
Shotgun	1,715	56.2%
Traditional bow	28	0.9%
Traditional rifle	1,095	35.9%
Other	6	0.2%
Total	3,051	100.0%

Table HR.11) Who took you hunting for the first time?

	Count	Column Percent
Another relative	108	3.5%
Aunt / Uncle	339	11.1%
Co-worker	39	1.3%
Father	1,772	58.2%
Friend	512	16.8%
Grandparent	309	10.1%
Guide / outfitter	7	0.2%
Mother	32	1.1%
Neighbor	74	2.4%
Nobody / I hunted alone on my first hunt	208	6.8%
Sibling	153	5.0%
Spouse	27	0.9%
Other	32	1.1%
Total	3,047	100.0%

Table HR.12) What got you interested in hunting?

	Count	Column Percent
It has always interested me	1,862	62.9%
Spend time with family or friends who already hunted	1,828	61.8%
Tradition / way of life	1,724	58.3%
Wanted to spend more time outdoors	1,714	57.9%
It's relaxing / an escape	1,218	41.2%
I wanted a challenge / adventure	1,099	37.1%
To become self-sufficient / become a provider / obtain my own meat	966	32.6%
Support conservation efforts	535	18.1%
Wanted to try a new sport	415	14.0%
To teach someone else / introduce my children or others to hunting	285	9.6%
Other Please write in	12	0.4%
Total	2,959	100.0%

Table HR.13) For how long did you hunt the first species you targeted before targeting another species?

	Count	Column Percent
1 season	781	25.7%
1 year	209	6.9%
2 - 5 years	1,228	40.4%
6 to 10 years	345	11.3%
More than 10 years	304	10.0%
I have only ever hunted [the species that I first targeted]	174	5.7%
Total	3,041	100.0%

Table HR.14) Which species have you ever targeted?

	Count	Column Percent
Bear	948	32.9%
Deer	2,783	96.5%
Elk	948	32.9%
Other big game	699	24.2%
Others	84	2.9%
Predators	1,802	62.5%
Small game	2,567	89.0%
Turkey	2,196	76.1%
Upland game birds	2,391	82.9%
Waterfowl	1,902	66.0%
Wild pig / feral hog	538	18.7%
Total	2,884	100.0%

Current Hunting Activities

Table HR.15) Which species have you targeted within the past 3 years?

	Count	Column Percent
Bear	475	16.6%
Deer	2,491	87.2%
Elk	526	18.4%
Other big game	265	9.3%
Others	131	4.6%
Predators	1,215	42.5%
Small game	1,638	57.3%
Turkey	1,725	60.4%
Upland game birds	1,499	52.5%
Waterfowl	970	34.0%
Wild pig / feral hog	32	1.1%
Total	2,857	100.0%

Table HR.16) What kind of firearms, bows, or crossbows have you used to hunt within the past 3 years?

	Count	Column Percent
Shotgun	2,666	87.2%
Traditional rifle (centerfire or rimfire)	2,649	86.6%
Muzzleloader	1,347	44.0%
Traditional bow/compound bow	1,278	41.8%
Handgun	982	32.1%
Modern sporting rifle / AR platform / AK platform	919	30.1%
Crossbow	734	24.0%
Other	68	2.2%
Total	3,058	100.0%

Table HR.17) **Lapsed species (calculated, not asked).**

	Count	Species Specific Lapse Rate
Bear	473	20.4%
Deer	292	12.6%
Elk	422	18.2%
Other big game	417	18.0%
Predators	583	25.2%
Small Game	957	41.3%
Turkey	471	20.3%
Upland game birds	891	38.5%
Waterfowl	920	39.7%
Wild pig / feral hog	506	21.8%
Total number of hunters who have lapsed at least one species in their lifetime	2,317	100.0%

Table HR.18) Why have you lapsed wild hog hunting?

	Count	Column Percent
Do not have time	151	31.1%
No hunting land available for this species anymore	133	27.4%
I moved to a new location where I am not able to do this type of hunting	104	21.4%
Other, please describe	71	14.6%
I do not have anybody to go with anymore	67	13.8%
Too expensive	66	13.6%
No longer interested or did not enjoy this type of hunting	20	4.1%
I was not successful	14	2.9%
Medical reasons / disabilities	10	2.1%
I need more training	4	0.8%
Total	485	100.0%

Current Shooting Activities

Table HR.19) Which firearms, bows, or crossbows have you used for recreational shooting in the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	2,070	85.3%
Traditional Rimfire Rifle	2,025	83.4%
Shotgun	2,008	82.7%
Semiautomatic Handgun	1,978	81.5%
Revolver	1,690	69.6%
MSR	1,120	46.1%
Traditional or Compound Bow	965	39.8%
Muzzleloader	850	35.0%
Crossbow	557	23.0%
None of the Above	26	1.1%
Total	2,427	100.0%

Table HR.20) Which recreational shooting activities have you participated in within the past 3 years?

Current Recreational Shooting Activities	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	1,866	76.7%
Plinking or informal target shooting with a Semi-automatic Handgun	1,833	75.4%
Plinking or informal target shooting with a traditional centerfire rifle	1,705	70.1%
Sighting-in rifle with a traditional centerfire rifle	1,600	65.8%
Plinking or informal target shooting with a Revolver	1,564	64.3%
Informal (backyard or testing) with a Shotgun	1,395	57.4%
Sighting-in rifle with a traditional rimfire rifle	1,338	55.0%
Pattern shotgun	1,167	48.0%
Sighting-in with a Semi-automatic Handgun	1,104	45.4%
Sporting clays with a Shotgun	1,068	43.9%
Plinking or informal target shooting with a MSR	1,002	41.2%
Target shooting with a traditional or compound bow	965	39.7%
Trap with a Shotgun	963	39.6%
Skeet with a Shotgun	894	36.8%
Sighting-In with a Shotgun	881	36.2%
Target shooting with a muzzleloader	850	35.0%
Sighting-in with a Revolver	820	33.7%
Long range with a traditional centerfire rifle	802	33.0%
Benchrest with a traditional centerfire rifle	788	32.4%
Sighting-in rifle with a MSR	752	30.9%
Load Testing/Development with a traditional centerfire rifle	711	29.2%
Testing (Ammo & firearm) with a Semi-automatic Handgun	641	26.4%
Target shooting with a crossbow	557	22.9%

Benchrest with a traditional rimfire rifle	507	20.8%
Teaching/Informative with a Semi-automatic Handgun	500	20.6%
Testing (Ammo & firearm) with a Revolver	499	20.5%
Teaching/Informative with a traditional rimfire rifle	479	19.7%
Teaching/Informative with a traditional centerfire rifle	477	19.6%
Teaching/Informative with a Shotgun	458	18.8%
Bullseye with a Semi-automatic Handgun	422	17.4%
Target shooting with an air rifle at a range	400	16.4%
Load Testing/Development with a Semi-automatic Handgun	369	15.2%
Silhouette with a Semi-automatic Handgun	360	14.8%
Teaching/Informative with a Revolver	354	14.6%
5 Stand with a Shotgun	341	14.0%
Load Testing/Development with a Revolver	341	14.0%
Bullseye with a Revolver	335	13.8%
Load Testing/Development with a MSR	319	13.1%
Training (Military / Defense / Law Enforcement) with a Semi-automatic Handgun	307	12.6%
Teaching/Informative with a MSR	292	12.0%
Test reload with a Shotgun	282	11.6%
Wobble Trap with a Shotgun	278	11.4%
Long range with a MSR	255	10.5%
Dog training with a shotgun	246	10.1%
Silhouette with a traditional centerfire rifle	241	9.9%
Long range with a traditional rimfire rifle	238	9.8%
Silhouette with a Revolver	236	9.7%
Benchrest with a MSR	235	9.7%
Tactical with a MSR	231	9.5%
Silhouette with a traditional rimfire rifle	218	9.0%
Training (Military / Defense / Law Enforcement) with a MSR	193	7.9%
Load Testing/Development with a traditional rimfire rifle	167	6.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	165	6.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	148	6.1%
Training (Military / Defense / Law Enforcement) with a Revolver	133	5.5%
Tactical with a traditional centerfire rifle	128	5.3%
Bowling pin with a Semi-automatic Handgun	128	5.3%
Steel Challenge with a Semi-automatic Handgun	128	5.3%
Silhouette with a MSR	109	4.5%
Bowling pin with a Revolver	88	3.6%
IDPA with a Semi-automatic Handgun	77	3.2%
Cowboy action with a Revolver	77	3.2%
Three (3) position with a traditional centerfire rifle	73	3.0%
Steel Challenge with a traditional rimfire rifle	68	2.8%
Steel Challenge with a traditional centerfire rifle	65	2.7%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	64	2.6%
3 Gun with a Semi-automatic Handgun	59	2.4%
Three (3) position with a traditional rimfire rifle	59	2.4%
3 Gun with a Shotgun	57	2.3%
Steel Challenge with a Revolver	54	2.2%
3 Gun with a MSR	50	2.1%
IPSC with a Semi-automatic Handgun	49	2.0%
Steel Challenge with a MSR	47	1.9%
Three (3) position with a MSR	47	1.9%
Tactical with a traditional rimfire rifle	46	1.9%
Cowboy action with a traditional centerfire rifle	41	1.7%
NRA high power with a traditional centerfire rifle	37	1.5%
Cowboy Action with a Shotgun	36	1.5%
None of the above	26	1.1%
NRA high power with a MSR	24	1.0%
Cowboy action with a Semi-automatic Handgun	17	0.7%
IDPA with a Revolver	15	0.6%
3 Gun with a traditional centerfire rifle	13	0.5%
Cowboy action with a traditional rimfire rifle	10	0.4%
IPSC with a Revolver	7	0.3%
NRA high power with a traditional rimfire rifle	7	0.3%
3 Gun with a traditional rimfire rifle	6	0.2%
Schuetzen with a traditional centerfire rifle	4	0.2%
3 Gun with a Revolver	4	0.2%
Schuetzen with a MSR	1	0.0%
Schuetzen with a traditional rimfire rifle	1	0.0%
Total	2,432	100.0%

Wild Hog Hunting Interest

Table HR.21) Why haven't you ever (or within the past 3 years) hunted wild hog?

	Count	Column Percent
This species is not found in my part of the country, or it is not legal to hunt	671	61.1%
Places to hunt are too limited, no convenient place to hunt	268	24.4%
No hunting land available	231	21.0%
I do not have anyone to go with	183	16.7%
Don't know how to start	124	11.3%
Do not have time	115	10.5%
Too expensive	99	9.0%
There are other activities I'd rather do	61	5.6%
If I had a successful hunt I wouldn't know what to do with my harvest	34	3.1%
My hunting skills need improving / I need more training	28	2.5%
Medical reasons / disability	22	2.0%
I don't own the proper equipment	13	1.2%
I moved to a new home and don't know where to go	12	1.1%
Other	9	0.8%
Hunting rules are too complex	6	0.5%
I am not able to buy a license	2	0.2%
Total	1,099	100.0%

Influential Media and Individuals

Table HR.22) When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

	Count	Column Percent
Friend	1,547	54.2%
Father	723	25.3%
Self / nobody else	581	20.4%
Another relative	270	9.5%
Co-worker	247	8.7%
Uncle / Aunt	245	8.6%
Sibling	223	7.8%
Grandparent	181	6.3%
Children / grandchildren	137	4.8%
Neighbor	102	3.6%
Spouse	77	2.7%
Guide / outfitter	73	2.6%
Other, please specify	48	1.7%
Mother	16	0.6%
Total	2,853	100.0%

Table HR.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

	Count	Column Percent
Online videos	792	28.0%
Television shows	1,532	54.2%
Magazines	1,197	42.4%
Seminars	173	6.1%
Hunter education programs	263	9.3%
State wildlife management agencies	464	16.4%
Retailers	159	5.6%
Local clubs or social organizations	306	10.8%
National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others	942	33.3%
Other, please specify	140	5.0%
Total	2,825	100.0%

Table HR.24) Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

	Count	Column Percent
TV programs (complete or partial episodes)	421	53.4%
Fish and Wildlife agency produced videos	202	25.6%
How-to videos	417	52.9%
Informational/political/talk show style	87	11.0%
Professionals hunting/fishing/shooting	589	74.7%
Non-professionals (home videos) hunting/fishing/shooting	447	56.7%
Comedy/blooper videos	42	5.3%
Competitions	98	12.4%
Product reviews	270	34.3%
Other	11	1.4%
Total	788	100.0%

Table HR.25) Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

	Count	Column Percent
A&E	101	6.6%
Animal Planet	122	8.0%
Comcast SportsNet	8	0.5%
Discovery Channel	209	13.7%
ESPN/ESPN 2	77	5.1%
History Channel	169	11.1%
Military Channel	59	3.9%
National Geographic	160	10.5%
NBC Sports	42	2.8%
Outdoor Channel	1,265	83.0%
Pursuit Channel	567	37.2%
Sportsman Channel	1,027	67.4%
Sunshine Network / SUN Sports	5	0.3%
WildTV	43	2.8%
World Fishing Network	82	5.4%
Other national network	19	1.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	352	23.1%
I watched hunting/fishing TV, but don't remember the channel	305	20.0%
Total	1,524	100.0%

Table HR.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	1,186	43.4%
Books / magazines	946	34.7%
Programming offered by the Fish / Wildlife Agency for my state of residence	902	33.0%
Membership in a non-profit organization specific to this type of hunting	704	25.8%
YouTube videos	658	24.1%
Programming offered by outdoor retailers	623	22.8%
Joining a local hunt club	601	22.0%
Online forums / blogs	461	16.9%
Other: Please describe	258	9.5%
Total	2,730	100.0%

Table HR.27) How to reach those who have identified their potential motivators

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		An invitation from a friend / family member		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for my state of residence		Membership in a non-profit organization specific to this type of hunting	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	277	27.5%	168	31.7%	221	28.5%	190	32.4%
	Google+	199	19.7%	112	21.1%	145	18.7%	124	21.1%
	Twitter	47	4.7%	28	5.3%	39	5.0%	35	6.0%
	Pinterest	42	4.2%	24	4.5%	39	5.0%	33	5.6%
	Instagram	81	8.0%	55	10.4%	75	9.7%	64	10.9%
	YouTube	435	43.1%	275	51.9%	377	48.6%	296	50.4%
	Television programs	525	52.0%	341	64.3%	414	53.4%	348	59.3%
	Books	243	24.1%	151	28.5%	220	28.4%	184	31.3%
	Magazines	745	73.8%	403	76.0%	541	69.7%	444	75.6%
	Online Forums	292	28.9%	157	29.6%	235	30.3%	201	34.2%
	Newsletter from hunting / wildlife groups or organizations	450	44.6%	237	44.7%	357	46.0%	341	58.1%
	Fish / Wildlife Agency for My State of Residence	566	56.1%	282	53.2%	504	64.9%	362	61.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	372	36.9%	191	36.0%	319	41.1%	261	44.5%
	Other	20	2.0%	9	1.7%	13	1.7%	12	2.0%
	None Of The Above	26	2.6%	9	1.7%	22	2.8%	8	1.4%
Total		1,009	100.0%	530	100.0%	776	100.0%	587	100.0%

Table HR.27) **How to reach those who have identified their potential motivators** (Continued)

Which of the following do you think would be useful to help you try new types of hunting, or pick back up hunting activities that you haven't done in the past 3 years?

		YouTube videos		Joining a local hunt club		Books / magazines		Online forums / blogs		Other: Please describe	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past 3 months to obtain hunting information or for hunting-related entertainment?	Facebook	182	33.2%	149	28.6%	188	23.0%	127	32.2%	50	22.2%
	Google+	118	21.5%	100	19.2%	155	19.0%	82	20.8%	41	18.2%
	Twitter	37	6.8%	29	5.6%	40	4.9%	26	6.6%	3	1.3%
	Pinterest	32	5.8%	19	3.6%	38	4.7%	29	7.4%	2	0.9%
	Instagram	71	13.0%	56	10.7%	58	7.1%	58	14.7%	11	4.9%
	YouTube	440	80.3%	250	48.0%	388	47.5%	252	64.0%	87	38.7%
	Television programs	308	56.2%	287	55.1%	471	57.6%	224	56.9%	113	50.2%
	Books	170	31.0%	148	28.4%	310	37.9%	136	34.5%	57	25.3%
	Magazines	389	71.0%	371	71.2%	719	88.0%	273	69.3%	157	69.8%
	Online Forums	226	41.2%	166	31.9%	247	30.2%	226	57.4%	62	27.6%
	Newsletter from hunting / wildlife groups or organizations	229	41.8%	243	46.6%	367	44.9%	173	43.9%	88	39.1%
	Fish / Wildlife Agency for My State of Residence	278	50.7%	291	55.9%	449	55.0%	220	55.8%	130	57.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	187	34.1%	195	37.4%	283	34.6%	140	35.5%	80	35.6%
	Other	11	2.0%	12	2.3%	15	1.8%	7	1.8%	7	3.1%
	None Of The Above	10	1.8%	9	1.7%	7	0.9%	7	1.8%	13	5.8%
Total		548	100.0%	521	100.0%	817	100.0%	394	100.0%	225	100.0%

Recreational Shooting Overview

This section includes only those responses from individuals who have gone target shooting with a firearm, bow, crossbow, or air rifle within the past three years.

- The majority (60.5%) of shooters began when they were younger than 10 years old (Table 8).
- Most hunters (59.9%) began hunting with their father, but now find their friend (53%) is more influential when it comes to trying new hunting methods or targeting new species.
- More respondents indicated that an invitation from a friend / family member would help them try hunting new species or hunting with new methods than any other option (Table 26).

DEMOGRAPHIC INFORMATION

Table 1) Gender:

	Count	Percent
Male	14,813	96.9%
Female	473	3.1%
Total	15,286	100%

Table 2) Age:

	Count	Percent
18 to 24	130	0.9%
25 to 34	867	5.7%
35 to 44	1,557	10.2%
45 to 54	3,096	20.3%
55 to 64	4,690	30.8%
65 to 74	4,012	26.3%
75 to 84	787	5.2%
85 and older	98	0.6%
Total	15,237	100%

Table 3) Household Income:

	Count	Percent
Less than \$20,000	567	3.8%
\$20,000 to \$29,999	505	3.4%
\$30,000 to \$39,999	801	5.3%
\$40,000 to \$49,999	1159	7.7%
\$50,000 to \$74,999	3022	20.0%
\$75,000 to \$99,999	2850	18.9%
\$100,000 to \$149,999	3516	23.3%
\$150,000 to \$200,000	1389	9.2%
More than \$200,000	1265	8.4%
Total	15,074	100%

Table 4) Education:

	Count	Percent
Less than 12 years	117	0.8%
High school graduation	3125	20.5%
Trade school, associates degree or similar	4802	31.4%
Bachelor's degree	4640	30.4%
Master's degree	1935	12.7%
Ph.D. and higher	659	4.3%
Total	15,278	100%

Table 5) State of Primary Residence:

Count	Percent	Count	Percent	Count	Percent
Alabama	308 2.0%	Maine	68 0.4%	Oregon	257 1.7%
Alaska	45 0.3%	Maryland	201 1.3%	Pennsylvania	988 6.5%
Arizona	354 2.3%	Massachusetts	144 0.9%	Rhode Island	29 0.2%
Arkansas	177 1.2%	Michigan	584 3.8%	South Carolina	360 2.4%
California	667 4.4%	Minnesota	414 2.7%	South Dakota	85 0.6%
Colorado	407 2.7%	Mississippi	144 0.9%	Tennessee	419 2.7%
Connecticut	108 0.7%	Missouri	426 2.8%	Texas	994 6.5%
Delaware	56 0.4%	Montana	161 1.1%	Utah	169 1.1%
Florida	681 4.5%	Nebraska	201 1.3%	Vermont	62 0.4%
Georgia	512 3.4%	Nevada	122 0.8%	Virginia	459 3.0%
Hawaii	19 0.1%	New Hampshire	82 0.5%	Washington	351 2.3%
Idaho	148 1.0%	New Jersey	221 1.4%	Washington D.C.	4 0.0%
Illinois	615 4.0%	New Mexico	127 0.8%	West Virginia	119 0.8%
Indiana	417 2.7%	New York	508 3.3%	Wisconsin	527 3.5%
Iowa	220 1.4%	North Carolina	545 3.6%	Wyoming	75 0.5%
Kansas	222 1.5%	North Dakota	50 0.3%	Canada	162 1.1%
Kentucky	236 1.5%	Ohio	624 4.1%	Total	15,270 100%
Louisiana	209 1.4%	Oklahoma	187 1.2%		

MAIN SURVEY

Screener

Table 6): In the past 12 months, have you done any of the following activities?

Only those who selected “Target shooting with a firearm”, “target shooting with a bow/ archery equipment”, “target shooting with an air rifle at a range”, “hunting with a firearm”, or “hunting with a bow/ archery equipment” continued to the full survey.

	Count	Percent
Target shooting with a firearm	21,190	91.9%
Hunting with a firearm	14,463	62.7%
Fishing	12,795	55.5%
Riding all-terrain vehicles (ATV, ROV, 4x4, etc.)	9,715	42.1%
Camping	8,195	35.5%
Target shooting with a bow/archery equipment	7,622	33.1%
Hunting with a bow/archery equipment	6,365	27.6%
Bird watching	5,566	24.1%
Backpacking	3,602	15.6%
Target shooting with an air rifle at a range	3,313	14.4%
Mountain biking	2,362	10.2%
Snow skiing (downhill or cross-country)	1,236	5.4%
Paintball games	523	2.3%
Playing Cricket	41	0.2%
None of the above	342	1.5%
Total	23,055	100%

**Sorted in order of overall popularity*

Introduction to Recreational Shooting

Respondents only saw questions about recreational shooting if they indicated that they had participated in “target shooting with a firearm”, “target shooting with a bow/archery equipment”, or “target shooting with an air rifle at a range” in the first question, Q1.

Table 7) How old were you when you first went shooting?

	Count	Percent
10 years or younger	11162	60.5%
11 to 17 years old	5372	29.1%
18 to 24 years old	1064	5.8%
25 to 34 years old	319	1.7%
35 to 44 years old	170	0.9%
45 to 54 years old	150	0.8%
55 to 64 years old	128	0.7%
65 years and older	66	0.4%
Average Age	11.52 years old	
Total	18,431	100%

Table 8) What type of firearm, bow, or crossbow did you use when you first shot?

	Count	Percent
Traditional rifle (Rimfire)	7,257	39.5%
Air gun / air rifle	3,768	20.5%
Shotgun	3,765	20.5%
Semi-automatic handgun	1,059	5.8%
Traditional rifle (Centerfire)	950	5.2%
Revolver	945	5.1%
Traditional bow	308	1.7%
Modern sporting rifle	215	1.2%
Compound bow	64	0.3%
Blackpowder or muzzleloader	46	0.3%
Crossbow	7	0.0%
Other Write in:	39	0.2%
Total	18,423	100%

**Sorted in order of overall popularity*

Table 9) Who took you shooting for the first time?

If multiple people took you for your first experience, please select all that apply. Otherwise, please select only one option.

	Count	Percent
Father	11,390	61.8%
Friend	2,183	11.8%
Grandparent	1,789	9.7%
Aunt / Uncle	1,578	8.6%
Sibling	1,013	5.5%
Nobody / I shot alone	920	5.0%
Camp / Summer camp	576	3.1%
Another relative	528	2.9%
Mother	413	2.2%
Neighbor	368	2.0%
Military	343	1.9%
Co-worker	142	0.8%
Spouse	134	0.7%
Guide / outfitter	11	0.1%
Other. Write in:	78	0.4%
Total	18,431	100%

**Sorted in order of overall popularity*

Table 10) What got you interested in shooting? Please check all that apply.

	Count	Percent
It has always interested me	10,952	61.5%
Tradition / way of life	8,087	45.4%
Spend time with family or friends who already shot	7,993	44.9%
It's relaxing / an escape	6,534	36.7%
Wanted to spend more time outdoors	6,057	34.0%
I wanted a challenge / adventure	4,725	26.5%
Training for hunting	3,985	22.4%
Protection / self defense	2,767	15.5%
Wanted to try a new sport	2,555	14.3%
To teach someone else / introduce my children or others to shooting	2,311	13.0%
Training (military, police, etc.)	2,284	12.8%
Media (television, magazines, movies)	40	0.2%
Other. Please write in	25	0.1%
Total	17,810	100%

**Sorted in order of overall popularity*

Table 11) Which type of shooting did you do when you first went shooting?

	Traditional rifle (Centerfire)		Traditional rifle (Rimfire)		Modern Sporting Rifle		Blackpowder / muzzleloader	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Plinking or informal target shooting	649	69.2%	6,586	91.4%	46	21.6%	35	79.5%
Benchrest	96	10.2%	129	1.8%	3	1.4%	5	11.4%
Training (Military, Defense, Law Enforcement)	64	6.8%	29	0.4%	133	62.4%	0	0.0%
Long range	52	5.5%	44	0.6%	6	2.8%	0	0.0%
Silhouette	12	1.3%	24	0.3%	7	3.3%	1	2.3%
Test reload	6	0.6%	4	0.1%	1	0.5%	0	0.0%
Cowboy action	5	0.5%	3	0.0%	0	0.0%	0	0.0%
NRA high power	2	0.2%	5	0.1%	3	1.4%	0	0.0%
Steel Challenge	2	0.2%	2	0.0%	0	0.0%	0	0.0%
Tactical	1	0.1%	3	0.0%	10	4.7%	0	0.0%
3 Gun	0	0.0%	1	0.0%	1	0.5%	0	0.0%
Other. Please describe:	49	5.2%	374	5.2%	3	1.4%	3	6.8%
Total	938	100%	7,204	100%	213	100%	44	100%

Table 11) Which type of shooting did you do when you first went shooting? *Continued*

	Semi-automatic handgun		Revolver	
	Count	Percent	Count	Percent
Plinking or informal target shooting	861	82.1%	837	89.2%
Silhouette	75	7.1%	30	3.2%
Training (Military, Defense, Law Enforcement)	51	4.9%	32	3.4%
Tactical	10	1.0%	3	0.3%
Long range	7	0.7%	2	0.2%
IPSC	6	0.6%	0	0.0%
Benchrest	5	0.5%	9	1.0%
Test reload	3	0.3%	1	0.1%
Cowboy action	2	0.2%	3	0.3%
IDPA	2	0.2%	0	0.0%
Steel Challenge	2	0.2%	0	0.0%
3 Gun	0	0.0%	1	0.1%
Other. Please describe:	25	2.4%	20	2.1%
Total	1,049	100%	938	100%

Table 11) Which type of shooting did you do when you first went shooting? *Continued*

	Shotgun	
	Count	Percent
Plinking or informal target shooting	1,691	45.7%
Trap	448	12.1%
Skeet	338	9.1%
Pattern shotgun	321	8.7%
Sporting clays	287	7.8%
Silhouette	30	0.8%
5 Stand	23	0.6%
Benchrest	22	0.6%
Training (Military, Defense, Law Enforcement)	16	0.4%
3 Gun	9	0.2%
Test reload	9	0.2%
Wobble Trap	5	0.1%
Cowboy action	4	0.1%
Steel Challenge	1	0.0%
Tactical	1	0.0%
Other. Please describe:	495	13.4%
Total	3,700	100%

Table 11) Which type of shooting did you do when you first went shooting? *Continued*

	Traditional bow		Crossbow	
	Count	Percent	Count	Percent
Target archery	215	70.7%	5	71.4%
Field archery	63	20.7%	1	14.3%
3D archery	7	2.3%	1	14.3%
Other. Please describe:	19	6.3%	0	0.0%
Total	304	100%	7	100%

Table 11) Which type of shooting did you do when you first went shooting? *Continued*

	Air gun / air rifle	
	Count	Percent
Plinking or informal target shooting	3,531	94.3%
Cowboy action	12	0.3%
Silhouette	12	0.3%
Benchrest	10	0.3%
Long range	8	0.2%
IDPA	2	0.1%
Steel Challenge	2	0.1%
Tactical	2	0.1%
IPSC	1	0.0%
Other. Please describe:	164	4.4%
Total	3744	100%

Table 12) How long did you participate in *only* that shooting activity before participating in other types of shooting?

	Count	Percent
Less than one year	4,625	26.2%
1 year	2,148	12.2%
2 - 5 years	6,111	34.6%
6 - 10 years	1,384	7.8%
More than 10 years	1,944	11.0%
I have only ever participated in one activity	1,455	8.2%
Total	17,667	100%

Table 13) When it comes to individuals, who has had the most influence on you with regard to trying different types of shooting?

	Count	Percent
Friend	6,935	43.6%
Father	5,056	31.8%
Self / nobody else	2,553	16.1%
Aunt / Uncle	1,301	8.2%
Sibling	1,195	7.5%
Grandparent	1,088	6.8%
Co-worker	1,083	6.8%
Another relative	1,008	6.3%
Military	886	5.6%
Neighbor	453	2.8%
Spouse	437	2.7%
Children / grandchildren	347	2.2%
Mother	126	0.8%
Other, please specify	458	2.9%
Total	15,899	100%

**Sorted in order of overall popularity*

Table 14) Which of the following media or information sources have had the most influence, or intrigued you the most, in regards to trying different types of shooting? Select all that apply.

	Count	Percent
Television shows	5,679	35.7%
Magazines and Books	5,101	32.1%
Online videos	3,518	22.1%
Local clubs or social organizations	3,386	21.3%
National sportsmen's conservation organizations	3,057	19.2%
Hunter education programs	1,623	10.2%
Retailers	1,479	9.3%
State wildlife management agencies	1,314	8.3%
Seminars	593	3.7%
Other, please specify	788	5.0%
Total	15,899	100%

**Sorted in order of overall popularity*

Table 15) Which type of online videos have you viewed with respect to influencing you to try targeting different types of shooting? Respondents were only asked this question if they selected "online videos" in Table 14 above.

	Count	Percent
Professionals hunting/ shooting	2,147	61.3%
How-to videos	2,117	60.4%
Product reviews	2,041	58.2%
Non-professionals (home videos) hunting/ shooting	1,792	51.1%
TV programs (complete or partial episodes)	1,388	39.6%
Competitions	1,288	36.7%
Fish and Wildlife agency produced videos	486	13.9%
Informational/ political/ talk show style	431	12.3%
Comedy/blooper videos	195	5.6%
Other	91	2.6%
Total	3,505	100%

**Sorted in order of overall popularity*

Table 16) Which television networks did you watch that influenced you to try new types of shooting? (Asked only of those who selected “television shows” in Table 14 above).

	Count	Percent
A&E	316	5.6%
Animal Planet	188	3.3%
Comcast SportsNet	19	0.3%
Discovery Channel	720	12.7%
ESPN/ESPN 2	236	4.2%
History Channel	1,164	20.5%
Military Channel	1,048	18.5%
National Geographic	434	7.6%
NBC Sports	142	2.5%
Outdoor Channel	4,312	76.0%
Pursuit Channel	1,529	26.9%
Sportsman Channel	3,422	60.3%
Sunshine Network / SUN Sports	38	0.7%
WildTV	138	2.4%
World Fishing Network	147	2.6%
Other national network	142	2.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	1,233	21.7%
I watched hunting/fishing TV, but don't remember the channel	1,190	21.0%
Total	5,675	100%

Table 17) Please check which types of target shooting you have ever participated in.
Please select every type of shooting that you have done, regardless of how long ago it may have been.

	Count	Percent
Traditional rifle (Rimfire)	14,238	90.2%
Shotgun	13,561	85.9%
Semi-automatic handgun	13,494	85.5%
Traditional rifle (centerfire)	13,449	85.2%
Revolver	12,747	80.8%
Modern sporting rifle	10,283	65.2%
Traditional or compound bow	8,471	53.7%
Muzzleloader	6,454	40.9%
Air rifle at a range	6,144	38.9%
Crossbow	3,489	22.1%
Total	15,782	100%

**Sorted in order of overall popularity*

Table 18) Which activities have you participated in using [this firearm]?
Please select every type of shooting that you have done, regardless of how long ago it may have been. (Respondents were only asked this question if they indicated having shot with a firearm before.)

	Semi-automatic Handgun		Revolver	
	Count	Percent	Count	Percent
Plinking or informal target shooting	11,748	89.3%	11,354	91.2%
3 Gun	662	5.0%	108	0.9%
Bowling pin	1,560	11.9%	1,092	8.8%
Bullseye	3,397	25.8%	2,755	22.1%
Cowboy action	317	2.4%	750	6.0%
IDPA	859	6.5%	221	1.8%
IPSC	769	5.8%	243	2.0%
Load Testing/Development	2,420	18.4%	2,488	20.0%
Sighting-in	7,179	54.6%	5,658	45.5%
Silhouette	3,374	25.6%	2,550	20.5%
Steel Challenge	1,384	10.5%	609	4.9%
Teaching/Informative	3,588	27.3%	2,680	21.5%
Testing (Ammo & firearm)	4,903	37.3%	4,081	32.8%
Training (Military, Defense, Law Enforcement)	4,303	32.7%	2,379	19.1%
Other. Write in:	410	3.1%	362	2.9%
Total	13,154	100%	12,444	100%

Table 18) Which activities have you participated in using [this firearm]? *Continued*

	Traditional Rimfire Rifle		Traditional Centerfire Rifle		Modern Sporting Rifle	
	Count	Percent	Count	Percent	Count	Percent
Plinking or informal target shooting	12,958	93.4%	11,172	85.2%	8,885	88.9%
3 Gun	115	0.8%	270	2.1%	628	6.3%
Benchrest	3,516	25.3%	4,991	38.1%	2,548	25.5%
Cowboy action	142	1.0%	394	3.0%	16	0.2%
Load Testing/ Development	1,400	10.1%	4,350	33.2%	2,516	25.2%
Long range	2,143	15.4%	5,466	41.7%	2,909	29.1%
NRA high power	143	1.0%	630	4.8%	389	3.9%
Schuetzen	60	0.4%	59	0.5%	24	0.2%
Sighting-in rifle	8,632	62.2%	9,540	72.8%	6,454	64.6%
Silhouette	2,251	16.2%	2,355	18.0%	1,390	13.9%
Steel Challenge	592	4.3%	627	4.8%	661	6.6%
Tactical	639	4.6%	1,628	12.4%	2,675	26.8%
Teaching/Informative	3,543	25.5%	3,368	25.7%	2,725	27.3%
Three (3) position	947	6.8%	853	6.5%	652	6.5%
Training (Military, Defense, Law Enforcement)	1,286	9.3%	3,036	23.2%	3,513	35.2%
Other Please describe	694	5.0%	625	4.8%	229	2.3%
Total	13,880	100%	13,105	100%	9,991	100%

Table 18) Which activities have you participated in using [this firearm]? *Continued*

	Shotgun	
	Count	Percent
Informal (backyard, testing)	8,966	67.8%
Skeet	7,887	59.6%
Trap	7,745	58.5%
Pattern shotgun	7,302	55.2%
Sighting-In	5,330	40.3%
Teaching/Informative	3,207	24.2%
5 Stand	2,653	20.0%
Training (Military, Defense, Law Enforcement)	2,198	16.6%
Wobble Trap	2,167	16.4%
Dog training	2,082	15.7%
3 Gun	630	4.8%
Cowboy Action	400	3.0%
Other	171	1.3%
Other	605	4.6%
Total	13,233	100%

**Sorted in order of overall popularity*

Current Recreational Shooting Activities

Table 19) Which types of target shooting have you participated in during the past 3 years?

	Count	Percent
Semi-automatic Handgun	11,840	75.0%
Traditional centerfire rifle	11,242	71.2%
Shotgun	11,028	69.9%
Traditional rimfire rifle	11,028	69.9%
Revolver	9,621	61.0%
Modern Sporting Rifle	6,287	39.8%
Traditional or compound bow	4,094	25.9%
Muzzleloader	3,425	21.7%
Crossbow	2,273	14.4%
None of the Above	309	2.0%
Total	15,782	100%

Table 20) Please rank the following types of shooting in order of your most favorite current activity. *Respondents were only asked about their current shooting activities.*

Overall Top 15 Most Popular Activities		
Activity	Weighted Votes	Total N
Plinking or informal target shooting with a Semi-automatic Handgun	3334.09	8432
Sporting clays with a Shotgun	2209.03	4463
Plinking or informal target shooting with a traditional centerfire rifle	2125.63	6721
Plinking or informal target shooting with a traditional rimfire rifle	1957.61	7606
Plinking or informal target shooting with a Revolver	1508.69	6481
Trap with a Shotgun	1471.79	3844
Sighting-in rifle with a traditional centerfire rifle	1468.72	5835
Skeet with a Shotgun	1350.98	3699
Plinking or informal target shooting with a Modern Sporting Rifle	1258.72	4038
Target shooting with a traditional or compound bow	1133.86	3240
Informal (backyard or testing) with a Shotgun	1132.91	4715
Long range with a traditional centerfire rifle	1082.68	3071
Benchrest with a traditional centerfire rifle	842.12	2920
Sighting-in with a Semi-automatic Handgun	723.24	4113
Load Testing/Development with a traditional centerfire rifle	710.41	2316

Table 21) Top Five Shotgun Activities

Activity	Weighted Votes	Total N
Sporting clays	2209.03	4463
Trap	1471.79	3844
Skeet	1350.98	3699
Informal (backyard or testing)	1132.91	4715
Pattern shotgun	673.37	3604

Table 22) Top Five Traditional Rimfire Rifle Activities

Activity	Weighted Votes	Total N
Plinking or informal target shooting	1957.61	7606
Sighting-in rifle	683.20	4462
Benchrest	276.27	1703
Teaching/Informative	242.11	1541
Long range	146.03	807

Table 23) Top Five Traditional Centerfire Rifle Activities

Activity	Weighted Votes	Total N
Plinking or informal target shooting	2125.63	6721
Sighting-in rifle	1468.72	5835
Long range	1082.68	3071
Benchrest	842.12	2920
Load Testing/Development	710.41	2316

Table 24) Top Five Semi-Automatic Handgun Activities

Activity	Weighted Votes	Total N
Plinking or informal target shooting	3334.09	8432
Sighting-in	723.24	4113
Bullseye	553.36	1842
Silhouette	512.27	1685
Training (Military / Defense / Law Enforcement)	476.07	1411

Table 25) Top Five Revolver Activities

Activity	Weighted Votes	Total N
Plinking or informal target shooting	1508.69	6481
Sighting-in	332.28	2558
Bullseye	215.16	1185
Testing (Ammo & firearm)	212.18	1677
Teaching/Informative	170.21	1191

Table 26) Top Five MSR Activities

Activity	Weighted Votes	Total N
Plinking or informal target shooting	2209.03	4463
Sighting-in rifle	1508.69	6481
Tactical	332.28	2558
Long range	215.16	1185
Training (Military / Defense / Law Enforcement)	212.18	1677

Table 27) Other Firearms, Bows, and Crossbows

Activity	Weighted Votes	Total N
Target shooting with a traditional or compound bow	1133.86	3240
Target shooting with a muzzleloader	473.47	2563
Target shooting with a crossbow	351.11	1742
Target shooting with an air rifle at a range	191.48	1281

Table 28) Why haven't you done some of the activities that you used to participate in?
(Respondents were only asked about shooting activities that they currently participate in).

	Shotgun		Semi-automatic Handgun		Revolver		Traditional Centerfire Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	366	10.0%	195	9.1%	133	5.0%	236	9.5%
The activity was too expensive	247	6.8%	143	6.7%	91	3.4%	179	7.2%
Ammunition was too expensive	257	7.0%	300	14.0%	305	11.4%	410	16.5%
I no longer have time to do this	1,262	34.5%	679	31.8%	744	27.8%	799	32.2%
I don't have anybody to go with anymore	704	19.3%	271	12.7%	266	9.9%	351	14.1%
I was not successful	46	1.3%	14	0.7%	17	0.6%	10	0.4%
I am no longer interested	656	18.0%	288	13.5%	507	18.9%	353	14.2%
I did not enjoy this type of shooting	149	4.1%	63	2.9%	121	4.5%	56	2.3%
Medical reasons / disability	191	5.2%	97	4.5%	103	3.8%	140	5.6%
I no longer own this firearm	115	3.1%	79	3.7%	471	17.6%	128	5.2%
Other. Please describe	88	2.4%	191	8.9%	92	3.4%	138	5.6%
Total	538	14.7%	313	14.6%	383	14.3%	386	15.5%

Table 28) Why haven't you done some of the activities that you used to participate in?
Continued

	Traditional Rimfire Rifle		Modern Sporting Rifle		Traditional / Compound Bow	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	166	6.3%	215	8.6%	46	2.8%
The activity was too expensive	58	2.2%	204	8.2%	38	2.3%
Ammunition was too expensive	280	10.6%	394	15.8%	12	0.7%
I no longer have time to do this	948	35.8%	806	32.3%	367	22.6%
I don't have anybody to go with anymore	306	11.6%	316	12.7%	141	8.7%
I was not successful	9	0.3%	9	0.4%	29	1.8%
I am no longer interested	561	21.2%	275	11.0%	492	30.3%
I did not enjoy this type of shooting	66	2.5%	75	3.0%	49	3.0%
Medical reasons / disability	100	3.8%	103	4.1%	328	20.2%
I no longer own this firearm	232	8.8%	190	7.6%	310	19.1%
Other. Please describe	44	1.7%	191	7.6%	0	0.0%
Total	347	13.1%	294	11.8%	137	8.4%

Table 28) Why haven't you done some of the activities that you used to participate in?

Continued

	Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	14	4.0%	28	2.7%	52	3.0%
The activity was too expensive	9	2.6%	12	1.2%	4	0.2%
Ammunition was too expensive	3	0.9%	9	0.9%	3	0.2%
I no longer have time to do this	64	18.4%	297	28.6%	414	23.8%
I don't have anybody to go with anymore	27	7.8%	137	13.2%	75	4.3%
I was not successful	4	1.2%	15	1.4%	2	0.1%
I am no longer interested	98	28.2%	284	27.4%	819	47.2%
I did not enjoy this type of shooting	36	10.4%	71	6.8%	61	3.5%
Medical reasons / disability	12	3.5%	22	2.1%	20	1.2%
I no longer own this firearm	108	31.1%	194	18.7%	327	18.8%
Other. Please describe	0	0.0%	0	0.0%	0	0.0%
Total	33	9.5%	149	14.4%	176	10.1%

Interested Recreational Shooting Activities

Table 29) Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

This could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Activity	Count	Percent
Target shooting with a semi-automatic handgun	5,001	33.0%
Target shooting with a modern sporting rifle / AR or AK platform or style	4,983	32.9%
Target shooting with a traditional rifle (centerfire)	4,227	27.9%
Target shooting with a revolver	3,969	26.2%
Target shooting with a traditional rifle (rimfire)	3,676	24.2%
Target shooting with a shotgun	3,552	23.4%
Target shooting with a crossbow	2,936	19.4%
Target shooting with a traditional / compound bow	2,879	19.0%
Target shooting with a muzzleloader	2,407	15.9%
Target shooting with an air rifle at a range	1,439	9.5%
None of the above - I am only interested in continuing to participate in the activities that I currently do	4,895	32.3%
Total	15,166	100%

Table 30) Which activities that you currently don't do would you be interested in doing?

(Respondents were only asked about activities with firearms, bows, and crossbows that they indicated they would be interested in using, based on Q39 above).

	Semi-automatic Handgun		Revolver	
	Count	Percent	Count	Percent
Plinking or informal target shooting	681	14.0%	684	17.7%
3 Gun	1,503	30.8%	771	20.0%
Bowling pin	1,010	20.7%	866	22.4%
Bullseye	799	16.4%	771	20.0%
Cowboy action	532	10.9%	993	25.7%
IDPA	845	17.3%	474	12.3%
IPSC	764	15.7%	411	10.6%
Load Testing/Development	469	9.6%	427	11.1%
Sighting-in	544	11.2%	515	13.3%
Silhouette	1,096	22.5%	1,001	25.9%
Steel Challenge	1,397	28.7%	1,051	27.2%
Teaching/Informative	469	9.6%	388	10.0%
Testing (Ammo & firearm)	942	19.3%	731	18.9%
Training (Military, Defense, Law Enforcement)	843	17.3%	488	12.6%
Total	4,876	100%	3,863	100%

Table 30) Which activities that you currently don't do would you be interested in doing?

Continued

	Traditional Rimfire Rifle		Traditional Centerfire Rifle		Modern Sporting Rifle	
	Count	Percent	Count	Percent	Count	Percent
Plinking or informal target shooting	379	10.9%	517	12.6%	1,201	24.6%
3 Gun	529	15.2%	777	18.9%	1,519	31.1%
Benchrest	769	22.0%	895	21.8%	919	18.8%
Cowboy action	342	9.8%	439	10.7%	229	4.7%
Load Testing/ Development	364	10.4%	524	12.7%	636	13.0%
Long range	905	25.9%	1,606	39.0%	1,791	36.7%
NRA high power	337	9.7%	825	20.1%	760	15.6%
Schuetzen	167	4.8%	193	4.7%	178	3.6%
Sighting-in rifle	444	12.7%	512	12.4%	865	17.7%
Silhouette	820	23.5%	939	22.8%	1,052	21.6%
Tactical	569	16.3%	992	24.1%	1,694	34.7%
Teaching/Informative	314	9.0%	371	9.0%	484	9.9%
Three (3) position	527	15.1%	649	15.8%	825	16.9%
Steel Challenge	802	23.0%	1,013	24.6%	1,362	27.9%
Tactical	569	16.3%	992	24.1%	1,694	34.7%
Total	3,489	100%	4,114	100%	4,878	100%

Table 30) Which activities that you currently don't do would you be interested in doing?

Continued

	Shotgun	
	Count	Percent
Informal (backyard, testing)	405	11.7%
3 Gun	1,022	29.6%
5 Stand	532	15.4%
Cowboy Action	463	13.4%
Dog training	291	8.4%
Other	218	6.3%
Pattern shotgun	416	12.1%
Sighting-In	268	7.8%
Skeet	875	25.3%
Sporting clays	1,004	29.1%
Test reload	344	10.0%
Training (Military, Defense, Law Enforcement)	516	14.9%
Trap	788	22.8%
Wobble Trap	651	18.9%
Total	3,452	100%

Table 31) Please describe your level of interest in shooting these activities with the following firearms, bows, and crossbows: *Respondents were only asked about the activities and firearms that they indicated they were interested in doing in Q40 above.*

	Modern Sporting Rifle		Traditional Rimfire Rifle		Traditional Centerfire Rifle		Muzzleloader	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of recreational shooting	135	2.9%	134	4.0%	100	2.5%	87	3.8%
2 - I could possibly attempt or retry this type of recreational shooting	485	10.3%	429	12.8%	446	11.2%	280	12.1%
3 - I might attempt or retry this type of recreational shooting	1,357	28.7%	1,017	30.3%	1,185	29.8%	682	29.5%
4 - I will probably attempt or retry this type of recreational shooting	1,539	32.6%	935	27.9%	1,196	30.1%	660	28.6%
5 - I will definitely attempt or retry this type of recreational shooting	1,210	25.6%	842	25.1%	1,051	26.4%	600	26.0%
Total	4,726	100%	3,357	100%	3,978	100%	2,309	100%

Table 31) Please describe your level of interest in shooting these activities with the following firearms, bows, and crossbows. *Continued.*

	Semi-automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of recreational shooting	188	4.0%	151	4.1%	106	3.2%
2 - I could possibly attempt or retry this type of recreational shooting	567	12.1%	563	15.1%	338	10.2%
3 - I might attempt or retry this type of recreational shooting	1,511	32.3%	1,300	34.9%	994	29.9%
4 - I will probably attempt or retry this type of recreational shooting	1,320	28.2%	967	25.9%	1,045	31.4%
5 - I will definitely attempt or retry this type of recreational shooting	1,095	23.4%	747	20.0%	845	25.4%
Total	4,681	100%	3,728	100%	3,328	100%

Table 31) Please describe your level of interest in shooting these activities with the following firearms, bows, and crossbows. *Continued.*

	Crossbow		Traditional / Compound Bow		Air Gun	
	Count	Percent	Count	Percent	Count	Percent
1 - I may never actually attempt or retry this type of recreational shooting	147	5.2%	83	3.0%	74	5.9%
2 - I could possibly attempt or retry this type of recreational shooting	410	14.5%	318	11.5%	179	14.4%
3 - I might attempt or retry this type of recreational shooting	890	31.4%	757	27.4%	346	27.8%
4 - I will probably attempt or retry this type of recreational shooting	789	27.9%	743	26.9%	342	27.4%
5 - I will definitely attempt or retry this type of recreational shooting	595	21.0%	861	31.2%	305	24.5%
Total	2,831	100%	2,762	100%	1,246	100%

Table 32) Why don't you participate in new activities with a firearm/bow/crossbow that you currently use? *Respondents were asked about activities they indicated they at least "might try" (as shown in Table 31) using a firearm they already indicated using (Table 19).*

	Traditional Rimfire Rifle		Traditional Centerfire Rifle		Modern Sporting Rifle	
	Count	Percent	Count	Percent	Count	Percent
I don't have anybody to go with	219	19.5%	246	18.3%	287	18.3%
These activities are not offered at ranges in my area	307	27.3%	408	30.4%	463	29.5%
Too expensive	100	8.9%	197	14.7%	269	17.1%
Not enough time	542	48.2%	609	45.3%	664	42.2%
I don't know how to get started	217	19.3%	260	19.3%	381	24.2%
Medical reason / disability	36	3.2%	48	3.6%	45	2.9%
I no longer have access to this firearm	31	2.8%	40	3.0%	94	6.0%
Other	71	6.3%	66	4.9%	83	5.3%
Total	1,124	100%	1,344	100%	1,572	100%

Table 32) Why don't you participate in new activities with a firearm/bow/crossbow that you currently use? *Continued*

	Semi-automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
I don't have anybody to go with	349	20.7%	241	20.8%	260	21.6%
These activities are not offered at ranges in my area	500	29.7%	292	25.2%	322	26.7%
Too expensive	256	15.2%	161	13.9%	166	13.8%
Not enough time	769	45.7%	528	45.6%	550	45.7%
I don't know how to get started	439	26.1%	221	19.1%	256	21.3%
Medical reason / disability	52	3.1%	38	3.3%	42	3.5%
I no longer have access to this firearm	29	1.7%	77	6.6%	22	1.8%
Other Please describe	75	4.5%	58	5.0%	64	5.3%
Total	1,683	100%	1,158	100%	1,204	100%

Table 33) Why haven't you shot with this firearm in the past three years? *Respondents were only asked about firearms, bows, and crossbows that they had not indicated ever having shot with (Q34).*

	Traditional Rimfire Rifle		Traditional Centerfire Rifle		Modern Sporting Rifle		Muzzleloader	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
I don't have anybody to go with	25	16.3%	54	19.4%	91	10.2%	25	7.6%
These activities are not offered at ranges in my area	14	9.2%	33	11.8%	61	6.8%	34	10.4%
Too expensive	12	7.8%	40	14.3%	167	18.7%	14	4.3%
Not enough time	51	33.3%	88	31.5%	189	21.2%	58	17.7%
I don't know how to get started	13	8.5%	23	8.2%	64	7.2%	43	13.1%
I don't own or have access to the proper equipment	41	26.8%	91	32.6%	458	51.3%	104	31.8%
Medical reason / disability	4	2.6%	6	2.2%	13	1.5%	4	1.2%
Other Please describe	16	10.5%	11	3.9%	56	6.3%	90	27.5%
Total	153	100%	279	100%	893	100%	327	100%

Table 33) Why haven't you shot with this firearm in the past three years? *Continued*

	Semi-automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
I don't have anybody to go with	43	14.7%	38	11.0%	33	15.0%
These activities are not offered at ranges in my area	18	6.1%	15	4.3%	34	15.5%
Too expensive	39	13.3%	33	9.5%	16	7.3%
Not enough time	109	37.2%	102	29.5%	76	34.5%
I don't know how to get started	11	3.8%	21	6.1%	19	8.6%
I don't own or have access to the proper equipment	104	35.5%	172	49.7%	59	26.8%
Medical reason / disability	4	1.4%	7	2.0%	9	4.1%
Other Please describe	18	6.1%	20	5.8%	13	5.9%
Total	293	100%	346	100%	220	100%

Table 33) Why haven't you shot with this firearm in the past three years? (Continued)

	Crossbow		Traditional / Compound Bow		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent
I don't have anybody to go with	125	9.4%	73	14.5%	37	11.1%
These activities are not offered at ranges in my area	98	7.4%	45	8.9%	31	9.3%
Too expensive	203	15.3%	59	11.7%	16	4.8%
Not enough time	246	18.5%	124	24.6%	117	35.2%
I don't know how to get started	157	11.8%	103	20.4%	22	6.6%
I don't own or have access to the proper equipment	782	58.9%	212	42.1%	120	36.1%
Medical reason / disability	19	1.4%	17	3.4%	3	0.9%
Other Please describe	61	4.6%	27	5.4%	27	8.1%
Total	1,328	100%	504	100%	332	100%

Table 34) Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Count	Percent
Joining a local range	3,513	36.8%
An invitation from a friend / family member	2,858	29.9%
Books/magazines	2,092	21.9%
Programming offered by outdoor retailers	2,081	21.8%
YouTube videos	2,060	21.6%
Programming offered by the Fish/Wildlife Agency For My State Of Residence	1,949	20.4%
Membership in a non-profit organizations specific to this type of hunting	1,348	14.1%
Online forums / blogs	1,058	11.1%
Other Please describe	771	8.1%
None of the above	594	6.2%
Total	9,554	100%

**Sorted in order of overall popularity*

Influential Media and Organizations

Table 35) Which of the following types of media have you used to obtain information on recreational shooting, or have used for shooting-related entertainment?

	Count	Percent
Magazines	8,688	57.9%
YouTube	6,231	41.5%
Television programs	5,271	35.1%
Online Forums	3,883	25.9%
Newsletter from hunting/wildlife groups or organizations	3,182	21.2%
Facebook	2,767	18.4%
Fish/Wildlife Agency For My State Of Residence	2,735	18.2%
Google+	2,338	15.6%
Fish/Wildlife Agency For A State Other Than My State Of Residence	1,464	9.8%
Instagram	678	4.5%
Twitter	378	2.5%
Pinterest	365	2.4%
Other	398	2.7%
None of The Above	1,900	12.7%
Total	15,012	100%

**Sorted in order of overall popularity*

Q47: Please select which organization(s) you are currently a member of.

	Count	Percent
National Rifle Association	9,429	63.1%
Local hunt club, or rod and gun club	5,866	39.2%
National Wild Turkey Federation	2,960	19.8%
Ducks Unlimited	2,194	14.7%
Regional conservation association	1,489	10.0%
Quality Deer Management Association	538	3.6%
Union Sportsman's Alliance	418	2.8%
Safari Club International	380	2.5%
Bass Anglers Sportsman's Society	300	2.0%
Delta Waterfowl Foundation	299	2.0%
Coastal Conservation Association	192	1.3%
Isaac Walton League	181	1.2%
Other	1,093	7.3%
None of the above	2,157	14.4%
Total	15,535	100%

**Sorted in order of overall popularity.*

***Only those organizations with greater than 1% membership are shown here.*

Q48: How long ago did you join this organization? *Respondents were only asked about organizations to which they indicated they belong.*

	Local Hunt Club or Rod and Gun Club		Regional Conservation Organization		B.A.S.S.		Coastal Conservation Association	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Within the past year	374	6.5%	48	3.9%	12	4.1%	15	7.9%
1 - 2 years ago	525	9.1%	96	7.7%	21	7.1%	23	12.2%
3 - 5 years ago	1160	20.2%	249	20.0%	30	10.2%	43	22.8%
6 - 10 years ago	982	17.1%	259	20.9%	33	11.2%	45	23.8%
11 - 20 years ago	996	17.4%	259	20.9%	62	21.1%	34	18.0%
More than 20 years ago	1702	29.7%	331	26.7%	136	46.3%	29	15.3%
Total	5,739	100%	1,242	100%	294	100%	189	100%

Q48: How long ago did you join this organization? *Continued*

	Delta Waterfowl Foundation		Ducks Unlimited		Izaak Walton League		National Rifle Association	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
Within the past year	23	7.7%	91	4.2%	9	5.0%	263	2.8%
1 - 2 years ago	32	10.7%	165	7.6%	19	10.6%	566	6.0%
3 - 5 years ago	81	27.1%	337	15.5%	35	19.6%	1280	13.7%
6 - 10 years ago	70	23.4%	398	18.3%	30	16.8%	1452	15.5%
11 - 20 years ago	71	23.7%	508	23.3%	34	19.0%	1760	18.8%
More than 20 years ago	22	7.4%	680	31.2%	52	29.1%	4035	43.1%
Total	299	100%	2,179	100%	179	100%	9,356	100%

	National Wild Turkey Federation		Pheasants Forever		Quality Deer Management Association		Rocky Mountain Elk Foundation	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
More than 20 years ago	280	9.5%	32	3.3%	34	6.4%	130	6.4%
Within the past year	346	11.8%	96	10.0%	74	13.9%	202	9.9%
1 - 2 years ago	649	22.1%	199	20.8%	162	30.3%	430	21.2%
3 - 5 years ago	597	20.3%	230	24.1%	143	26.8%	462	22.7%
6 - 10 years ago	653	22.2%	256	26.8%	93	17.4%	508	25.0%
11 - 20 years ago	416	14.1%	143	15.0%	28	5.2%	299	14.7%
Total	2,941	100%	956	100%	534	100%	2,031	100%

Q48: How long ago did you join this organization? (Continued)

	Safari Club International		Union Sportsman's Alliance		Other	
	Count	Percent	Count	Percent	Count	Percent
Within the past year	22	5.9%	32	7.7%	171	8.1%
1 - 2 years ago	37	9.9%	78	18.8%	247	11.6%
3 - 5 years ago	79	21.1%	141	34.0%	494	23.3%
6 - 10 years ago	93	24.8%	118	28.4%	382	18.0%
11 - 20 years ago	100	26.7%	38	9.2%	411	19.4%
More than 20 years ago	44	11.7%	8	1.9%	417	19.7%
Total	375	100%	415	100%	2,122	100%

Q49: Which organizations would you be interested in learning more about, or joining?
(You will not be contacted as a result of your response.)

	Count	Percent
Local hunt club, or rod and gun club	2,996	20.1%
National Rifle Association	1,274	8.6%
Rocky Mountain Elk Foundation	1,264	8.5%
Regional conservation association	1,243	8.3%
Pheasants Forever	1,243	8.3%
National Wild Turkey Federation	1,096	7.4%
Safari Club International	902	6.1%
Ducks Unlimited	883	5.9%
Delta Waterfowl Foundation	545	3.7%
Union Sportsman's Alliance	540	3.6%
Isaac Walton League	425	2.9%
Coastal Conservation Association	363	2.4%
Other	199	1.3%
None of the above	7,081	47.5%
Total	14,894	100%

**Sorted in order of overall popularity*

Recreational Shooting with a Semi-Automatic Handgun - Overall

This section includes responses from individuals who are interested in trying a semi-automatic handgun activity that they do not currently participate in; some individuals (82.3%) have shot with a semi-automatic handgun within the past three years, while the remainder have not. Further chapters will be dedicated to specific target shooting activities, and will exclude all individuals who currently participate in that activity.

- More than one-third (35.6%) of those interested in trying new shooting activities with a semi-automatic handgun are interested in shooting steel challenge (Table H.19).
- About half (48.1%) of those interested in shooting ISPC with a semi-automatic handgun have found their friends to be the most influential person when it comes to trying new and different target shooting activities (Table H7.21).

Demographic Information

Table H.1) What is your current age?

	Count	Column Percent
18 to 24	12	1.2%
25 to 34	88	9.1%
35 to 44	124	12.8%
45 to 54	239	24.7%
55 to 64	320	33.0%
65 and older	186	19.2%
Total	969	100.0%

Table H.2) What is your gender?

	Count	Column Percent
Male	957	98.4%
Female	16	1.6%
Total	973	100.0%

Table H.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	57	5.9%
\$20,000 to \$29,999	40	4.2%
\$30,000 to \$39,999	51	5.3%
\$40,000 to \$49,999	73	7.6%
\$50,000 to \$74,999	200	20.8%
\$75,000 to \$99,999	173	18.0%
\$100,000 to \$149,999	210	21.8%
\$150,000 to \$200,000	86	8.9%
More than \$200,000	73	7.6%
Total	963	100.0%

Table H.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	0.5%
High school graduation	223	23.0%
Trade school, associates degree or similar	338	34.8%
Bachelors degree	267	27.5%
Masters degree	104	10.7%
Ph D and higher	34	3.5%
Total	971	100.0%

Table H.5) **In which region do you live?**

	Count	Column Percent
Northeast	158	16.3%
Midwest	290	29.9%
South	323	33.3%
West	185	19.1%
Canada	15	1.5%
Total	971	100.0%

Introduction to Shooting

Table H.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	710	70.7%
11 to 17 years old	229	22.8%
18 to 24 years old	41	4.1%
25 to 34 years old	11	1.1%
35 to 44 years old	6	0.6%
45 to 54 years old	2	0.2%
55 to 64 years old	3	0.3%
65 years and older	2	0.2%
Total	1,004	100.0%

Table H.7) **What did you shoot with when you first went shooting?**

	Count	Column Percent
Air gun / air rifle	234	23.3%
Blackpowder or muzzleloader	5	0.5%
Compound bow	6	0.6%
Crossbow	1	0.1%
MSR	9	0.9%
Revolver	41	4.1%
Shotgun	196	19.5%
Semi-Automatic handgun	39	3.9%
Traditional bow	23	2.3%
Traditional rifle (Centerfire)	51	5.1%
Traditional rifle (Rimfire)	397	39.5%
Other	2	0.2%
Total	1,004	100.0%

Table H.8) **What activity did you participate in when shooting for the first time?**

	Count	Column Percent
5 Stand	1	0.1%
Benchrest	20	2.0%
Cowboy action	1	0.1%
Long range	7	0.7%
Pattern shotgun	18	1.8%
Plinking or informal target shooting	805	80.3%
Silhouette	8	0.8%
Skeet	20	2.0%
Sporting clays	13	1.3%
Steel Challenge	2	0.2%
Tactical	1	0.1%
Test reload	3	0.3%
Training (Military, Defense, Law Enforcement)	12	1.2%
Trap	15	1.5%
Target archery	23	2.3%
Field archery	2	0.2%
3D archery	3	0.3%
Other Please describe:	49	4.9%
Total	1,003	100.0%

Table H.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	648	65.2%
Grandparent	117	11.8%
Aunt / Uncle	113	11.4%
Friend	107	10.8%
Sibling	56	5.6%
Nobody / I shot alone when I first went shooting	51	5.1%
Mother	38	3.8%
Camp / Summer camp	37	3.7%
Neighbor	23	2.3%
Another relative	23	2.3%
Military	13	1.3%
Co-worker	5	0.5%
Spouse	2	0.2%
Other	2	0.2%
Guide / outfitter	1	0.1%
Total	994	100.0%

Table H.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	688	70.4%
Tradition / way of life	557	57.0%
Spend time with family or friends who already shot	555	56.8%
It's relaxing / an escape	460	47.1%
Wanted to spend more time outdoors	448	45.9%
I wanted a challenge / adventure	338	34.6%
Training for hunting	301	30.8%
Wanted to try a new sport	188	19.2%
To teach someone else / introduce my children or others to shooting	182	18.6%
Protection / self defense	180	18.4%
Training (military, police, etc.)	125	12.8%
Media (television, magazines, movies)	38	3.9%
Other Please write in	12	1.2%
Total	977	100.0%

Table H.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	268	26.7%
1 year	138	13.7%
2 - 5 years	315	31.4%
6 - 10 years	71	7.1%
More than 10 years	103	10.3%
I have only ever participated in [the shooting activity that I first participated in]	109	10.9%
Total	1,004	100.0%

Table H.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	720	81.7%
3 Gun with a semi-automatic handgun	28	3.2%
Bowling pin with a semi-automatic handgun	109	12.4%
Bullseye with a semi-automatic handgun	200	22.7%
Cowboy action with a semi-automatic handgun	21	2.4%
IDPA with a semi-automatic handgun	36	4.1%
IPSC with a semi-automatic handgun	45	5.1%
Load Testing/Development with a semi-automatic handgun	174	19.8%
Sighting-in with a semi-automatic handgun	515	58.5%
Silhouette with a semi-automatic handgun	212	24.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	65	7.4%
Teaching/Informative with a semi-automatic handgun	259	29.4%
Testing (Ammo & firearm) with a semi-automatic handgun	322	36.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	241	27.4%
Other Please describe with a semi-automatic handgun	29	3.3%
Plinking or informal target shooting with a revolver	724	82.2%
3 Gun with a revolver	10	1.1%
Bowling pin with a revolver	89	10.1%
Bullseye with a revolver	185	21.0%
Cowboy action with a revolver	59	6.7%
IDPA with a revolver	14	1.6%
IPSC with a revolver	17	1.9%
Load Testing/Development with a revolver	204	23.2%
Sighting-in with a revolver	439	49.8%
Silhouette with a revolver	166	18.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	35	4.0%

Teaching/Informative with a revolver	217	24.6%
Testing (Ammo & firearm) with a revolver	306	34.7%
Training (Military, Defense, Law Enforcement) with a revolver	144	16.3%
Other Please describe with a revolver	32	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	794	90.1%
3 Gun with a traditional rimfire rifle	4	0.5%
Benchrest with a traditional rimfire rifle	256	29.1%
Cowboy action with a traditional rimfire rifle	7	0.8%
Load Testing/Development with a traditional rimfire rifle	125	14.2%
Long range with a traditional rimfire rifle	171	19.4%
NRA high power with a traditional rimfire rifle	10	1.1%
Schuetzen with a traditional rimfire rifle	2	0.2%
Sighting-in rifle with a traditional rimfire rifle	586	66.5%
Silhouette with a traditional rimfire rifle	163	18.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	33	3.7%
Tactical with a traditional rimfire rifle	38	4.3%
Teaching/Informative with a traditional rimfire rifle	283	32.1%
Three (3) position with a traditional rimfire rifle	78	8.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	89	10.1%
Other Please describe with a traditional rimfire rifle	51	5.8%
Plinking or informal target shooting with a traditional centerfire rifle	727	82.5%
3 Gun with a traditional centerfire rifle	14	1.6%
Benchrest with a traditional centerfire rifle	345	39.2%
Cowboy action with a traditional centerfire rifle	27	3.1%
Load Testing/Development with a traditional centerfire rifle	317	36.0%
Long range with a traditional centerfire rifle	391	44.4%
NRA high power with a traditional centerfire rifle	50	5.7%
Schuetzen with a traditional centerfire rifle	9	1.0%
Sighting-in rifle with a traditional centerfire rifle	637	72.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	174	19.8%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	43	4.9%
Tactical with a traditional centerfire rifle	111	12.6%
Teaching/Informative with a traditional centerfire rifle	273	31.0%
Three (3) position with a traditional centerfire rifle	71	8.1%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	183	20.8%
Other Please describe with a traditional centerfire rifle	51	5.8%
Plinking or informal target shooting with an MSR	568	64.5%
3 Gun with an MSR	24	2.7%
Benchrest with an MSR	163	18.5%
Cowboy action with an MSR	4	0.5%

Load Testing/Development with an MSR	177	20.1%
Long range with an MSR	200	22.7%
NRA high power with an MSR	27	3.1%
Schuetzen with an MSR	3	0.3%
Sighting-in rifle with an MSR	413	46.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	100	11.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	36	4.1%
Tactical with an MSR	154	17.5%
Teaching/Informative with an MSR	203	23.0%
Three (3) position with an MSR	51	5.8%
Training (Military, Defense, Law Enforcement) with an MSR	199	22.6%
Other Please describe with an MSR	21	2.4%
Informal (backyard, testing) with a shotgun	638	72.4%
3 Gun with a shotgun	25	2.8%
5 Stand with a shotgun	158	17.9%
Cowboy Action with a shotgun	27	3.1%
Dog training with a shotgun	172	19.5%
Other with a shotgun	14	1.6%
Pattern shotgun with a shotgun	533	60.5%
Sighting-In with a shotgun	412	46.8%
Skeet with a shotgun	517	58.7%
Sporting clays with a shotgun	537	61.0%
Teaching/Informative with a shotgun	248	28.1%
Test reload with a shotgun	192	21.8%
Training (Military, Defense, Law Enforcement) with a shotgun	133	15.1%
Trap with a shotgun	512	58.1%
Wobble Trap with a shotgun	135	15.3%
Other Please describe with a shotgun	51	5.8%
Total	881	100.0%

Current Recreational Shooting Activities

Table H.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	735	83.2%
Semi-Automatic Handgun	727	82.3%
Shotgun	724	82.0%
Traditional Rimfire Rifle	712	80.6%
Revolver	634	71.8%
MSR	427	48.4%
Muzzleloader	402	45.5%
Traditional or Compound Bow	362	41.0%
Crossbow	195	22.1%
None of the Above	19	2.2%
Total	883	100.0%

Table H.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	663	74.8%
Plinking or informal target shooting with a traditional rimfire rifle	652	73.6%
Plinking or informal target shooting with a traditional centerfire rifle	616	69.5%
Plinking or informal target shooting with a Revolver	583	65.8%
Sighting-in rifle with a traditional centerfire rifle	552	62.3%
Informal (backyard or testing) with a Shotgun	513	57.9%
Sighting-in rifle with a traditional rimfire rifle	462	52.1%
Sighting-in with a Semi-Automatic Handgun	447	50.5%
Pattern shotgun	417	47.1%
Target shooting with a muzzleloader	402	45.4%
Sporting clays with a Shotgun	389	43.9%
Plinking or informal target shooting with a MSR	380	42.9%
Target shooting with a traditional or compound bow	362	40.9%
Trap with a Shotgun	337	38.0%
Sighting-in with a Revolver	337	38.0%
Skeet with a Shotgun	330	37.2%
Sighting-In with a Shotgun	310	35.0%
Long range with a traditional centerfire rifle	296	33.4%
Benchrest with a traditional centerfire rifle	291	32.8%
Sighting-in rifle with a MSR	268	30.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	254	28.7%
Load Testing/Development with a traditional centerfire rifle	242	27.3%
Testing (Ammo & firearm) with a Revolver	212	23.9%

Teaching/Informative with a Semi-Automatic Handgun	204	23.0%
Teaching/Informative with a traditional rimfire rifle	198	22.3%
Target shooting with a crossbow	195	22.0%
Benchrest with a traditional rimfire rifle	192	21.7%
Teaching/Informative with a traditional centerfire rifle	179	20.2%
Teaching/Informative with a Shotgun	177	20.0%
Target shooting with an air rifle at a range	169	19.1%
Teaching/Informative with a Revolver	160	18.1%
Bullseye with a Semi-Automatic Handgun	155	17.5%
Silhouette with a Semi-Automatic Handgun	142	16.0%
Load Testing/Development with a Semi-Automatic Handgun	131	14.8%
Load Testing/Development with a Revolver	130	14.7%
Test reload with a Shotgun	125	14.1%
Teaching/Informative with a MSR	121	13.7%
Bullseye with a Revolver	117	13.2%
5 Stand with a Shotgun	116	13.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	110	12.4%
Long range with a MSR	105	11.9%
Long range with a traditional rimfire rifle	104	11.7%
Load Testing/Development with a MSR	101	11.4%
Dog training with a shotgun	101	11.4%
Wobble Trap with a Shotgun	100	11.3%
Silhouette with a Revolver	94	10.6%
Silhouette with a traditional centerfire rifle	91	10.3%
Silhouette with a traditional rimfire rifle	87	9.8%
Benchrest with a MSR	85	9.6%
Tactical with a MSR	84	9.5%
Training (Military / Defense / Law Enforcement) with a MSR	71	8.0%
Load Testing/Development with a traditional rimfire rifle	64	7.2%
Bowling pin with a Semi-Automatic Handgun	62	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	58	6.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	53	6.0%
Silhouette with a MSR	52	5.9%
Tactical with a traditional centerfire rifle	50	5.6%
Bowling pin with a Revolver	47	5.3%
Training (Military / Defense / Law Enforcement) with a Revolver	45	5.1%
Steel Challenge with a Semi-Automatic Handgun	40	4.5%
Cowboy action with a Revolver	36	4.1%
IDPA with a Semi-Automatic Handgun	26	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	26	2.9%

Steel Challenge with a traditional centerfire rifle	23	2.6%
Three (3) position with a traditional centerfire rifle	22	2.5%
IPSC with a Semi-Automatic Handgun	22	2.5%
3 Gun with a Semi-Automatic Handgun	21	2.4%
Steel Challenge with a Revolver	21	2.4%
Tactical with a traditional rimfire rifle	21	2.4%
Three (3) position with a traditional rimfire rifle	21	2.4%
Steel Challenge with a traditional rimfire rifle	19	2.1%
None of the above	19	2.1%
Cowboy Action with a Shotgun	18	2.0%
Three (3) position with a MSR	18	2.0%
Cowboy action with a traditional centerfire rifle	17	1.9%
3 Gun with a Shotgun	16	1.8%
Steel Challenge with a MSR	16	1.8%
NRA high power with a traditional centerfire rifle	15	1.7%
3 Gun with a MSR	13	1.5%
IDPA with a Revolver	10	1.1%
NRA high power with a MSR	9	1.0%
3 Gun with a traditional centerfire rifle	6	0.7%
Cowboy action with a Semi-Automatic Handgun	6	0.7%
Cowboy action with a traditional rimfire rifle	5	0.6%
Schuetzen with a traditional centerfire rifle	4	0.5%
IPSC with a Revolver	4	0.5%
Cowboy action with a MSR	3	0.3%
3 Gun with a Revolver	3	0.3%
NRA high power with a traditional rimfire rifle	3	0.3%
Schuetzen with a MSR	2	0.2%
3 Gun with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	886	100.0%

Table H.15) Lapsed shooting activities (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	59	9.4%
Revolver	136	21.6%
Traditional Rimfire Rifle	117	18.5%
Traditional Centerfire Rifle	70	11.1%
MSR	190	30.1%
Shotgun	85	13.5%
Air Rifle	250	39.6%
Traditional or Compound Bow	268	42.5%
Crossbow	91	14.4%
Muzzleloader	186	29.5%
Total	631	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	125	15.8%
3 Gun with a Shotgun	9	1.1%
5 Stand with a Shotgun	42	5.3%
Cowboy Action with a Shotgun	9	1.1%
Sighting-In with a Shotgun	102	12.9%
Skeet with a Shotgun	187	23.7%
Sporting clays with a Shotgun	148	18.8%
Teaching/Informative with a Shotgun	71	9.0%
Test reload with a Shotgun	67	8.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	75	9.5%
Trap with a Shotgun	175	22.2%
Wobble Trap with a Shotgun	35	4.4%
Plinking or informal target shooting with a traditional centerfire rifle	111	14.1%
3 Gun with a traditional centerfire rifle	8	1.0%
Benchrest with a traditional centerfire rifle	54	6.8%
Cowboy action with a traditional centerfire rifle	10	1.3%
Load Testing/Development with a traditional centerfire rifle	75	9.5%
Long range with a traditional centerfire rifle	95	12.0%
NRA high power with a traditional centerfire rifle	35	4.4%
Schuetzen with a traditional centerfire rifle	5	0.6%
Sighting-in rifle with a traditional centerfire rifle	85	10.8%
Silhouette with a traditional centerfire rifle	83	10.5%
Steel Challenge with a traditional centerfire rifle	20	2.5%
Tactical with a traditional centerfire rifle	61	7.7%
Teaching/Informative with a traditional centerfire rifle	94	11.9%
Three (3) position with a traditional centerfire rifle	49	6.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	130	16.5%
Plinking or informal target shooting with a MSR	188	23.8%
3 Gun with a MSR	11	1.4%
Benchrest with a MSR	78	9.9%

Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	76	9.6%
Long range with a MSR	95	12.0%
NRA high power with a MSR	18	2.3%
Schuetzen with a MSR	1	0.1%
Sighting-in rifle with a MSR	145	18.4%
Silhouette with a MSR	48	6.1%
Steel Challenge with a MSR	20	2.5%
Tactical with a MSR	70	8.9%
Teaching/Informative with a MSR	82	10.4%
Three (3) position with a MSR	33	4.2%
Training (Military / Defense / Law Enforcement) with a MSR	128	16.2%
Plinking or informal target shooting with a Semi-Automatic Handgun	57	7.2%
3 Gun with a Semi-Automatic Handgun	7	0.9%
Bowling pin with a Semi-Automatic Handgun	47	6.0%
Bullseye with a Semi-Automatic Handgun	45	5.7%
Cowboy action with a Semi-Automatic Handgun	15	1.9%
IDPA with a Semi-Automatic Handgun	10	1.3%
IPSC with a Semi-Automatic Handgun	23	2.9%
Load Testing/Development with a Semi-Automatic Handgun	43	5.4%
Sighting-in with a Semi-Automatic Handgun	68	8.6%
Silhouette with a Semi-Automatic Handgun	70	8.9%
Steel Challenge with a Semi-Automatic Handgun	25	3.2%
Teaching/Informative with a Semi-Automatic Handgun	55	7.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	68	8.6%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	127	16.1%
Plinking or informal target shooting with a Revolver	141	17.9%
3 Gun with a Revolver	86	10.9%
Bowling pin with a Revolver	42	5.3%
Bullseye with a Revolver	68	8.6%
Cowboy action with a Revolver	23	2.9%
IDPA with a Revolver	4	0.5%
IPSC with a Revolver	13	1.6%
Load Testing/Development with a Revolver	74	9.4%
Sighting-in with a Revolver	102	12.9%
Silhouette with a Revolver	72	9.1%
Steel Challenge with a Revolver	14	1.8%
Teaching/Informative with a Revolver	57	7.2%
Testing (Ammo & firearm) with a Revolver	94	11.9%
Training (Military / Defense / Law Enforcement) with a Revolver	93	11.8%
Dog training with a shotgun	71	9.0%
Target shooting with a traditional or compound bow	268	34.0%
Target shooting with a crossbow	91	11.5%
Target shooting with a muzzleloader	186	23.6%
Plinking or informal target shooting with a traditional rimfire rifle	142	18.0%
3 Gun with a traditional rimfire rifle	2	0.3%
Benchrest with a traditional rimfire rifle	64	8.1%

Cowboy action with a traditional rimfire rifle	2	0.3%
Load Testing/Development with a traditional rimfire rifle	61	7.7%
Long range with a traditional rimfire rifle	67	8.5%
NRA high power with a traditional rimfire rifle	7	0.9%
Schuetzen with a traditional rimfire rifle	8	1.0%
Sighting-in rifle with a traditional rimfire rifle	124	15.7%
Target shooting with an air rifle at a range	250	31.7%
Silhouette with a traditional rimfire rifle	76	9.6%
Pattern shotgun	116	14.7%
Steel Challenge with a traditional rimfire rifle	14	1.8%
Tactical with a traditional rimfire rifle	17	2.2%
Teaching/Informative with a traditional rimfire rifle	85	10.8%
Three (3) position with a traditional rimfire rifle	57	7.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	63	8.0%
Total	789	100.0%

Table H.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	15	10.2%	12	6.2%	24	9.8%
The activity was too expensive	10	6.8%	6	3.1%	21	8.5%
Ammunition was too expensive	20	13.6%	18	9.3%	22	8.9%
I no longer have time to do this	50	34.0%	73	37.8%	103	41.9%
I don't have anybody to go with anymore	22	15.0%	13	6.7%	44	17.9%
I was not successful	1	0.7%	0	0.0%	1	0.4%
I am no longer interested	13	8.8%	12	6.2%	23	9.3%
I did not enjoy this type of shooting	0	0.0%	3	1.6%	4	1.6%
Medical reasons / disability	8	5.4%	9	4.7%	12	4.9%
I no longer own a shotgun	10	6.8%	37	19.2%	10	4.1%
Other Please describe	12	8.2%	22	11.4%	29	11.8%
Total	147	100%	193	100%	246	100%

Table H.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	13	7.9%	9	5.5%	15	8.1%
The activity was too expensive	13	7.9%	4	2.5%	22	11.9%
Ammunition was too expensive	22	13.4%	15	9.2%	34	18.4%
I no longer have time to do this	67	40.9%	66	40.5%	59	31.9%
I don't have anybody to go with anymore	30	18.3%	26	16.0%	26	14.1%
I was not successful	1	0.6%	1	0.6%	2	1.1%
I am no longer interested	9	5.5%	21	12.9%	4	2.2%
I did not enjoy this type of shooting	2	1.2%	3	1.8%	4	2.2%
Medical reasons / disability	9	5.5%	7	4.3%	6	3.2%
I no longer own a shotgun	3	1.8%	7	4.3%	16	8.6%
Other Please describe	18	11.0%	22	13.5%	20	10.8%
Total	164	100%	163	100%	185	100%

Table H.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	3	2.5%	1	2.9%	6	7.9%	1	0.8%
The activity was too expensive	7	5.8%	0	0.0%	0	0.0%	0	0.0%
Ammunition was too expensive	3	2.5%	0	0.0%	0	0.0%	0	0.0%
I no longer have time to do this	26	21.5%	6	17.1%	31	40.8%	44	33.1%
I don't have anybody to go with anymore	12	9.9%	3	8.6%	14	18.4%	6	4.5%
I was not successful	1	0.8%	0	0.0%	1	1.3%	1	0.8%
I am no longer interested	22	18.2%	5	14.3%	5	6.6%	47	35.3%
I did not enjoy this type of shooting	2	1.7%	1	2.9%	2	2.6%	0	0.0%
Medical reasons / disability	31	25.6%	0	0.0%	1	1.3%	1	0.8%
I no longer own this type of firearm	25	20.7%	13	37.1%	15	19.7%	22	16.5%
Other Please describe	10	8.3%	4	11.4%	12	15.8%	13	9.8%
Total	121	100%	35	100%	76	100%	133	100%

Current Hunting Activities

Table H.17) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	716	92.7%
Shotgun	700	90.7%
Muzzleloader	455	58.9%
Traditional bow/compound bow	402	52.1%
Handgun	321	41.6%
MSR	293	38.0%
Crossbow	216	28.0%
Other	18	2.3%
Total	772	100.0%

Table H.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	163	22.2%
Deer	676	92.2%
Elk	160	21.8%
Other big game	91	12.4%
Others	35	4.8%
Predators	349	47.6%
Small game	443	60.4%
Turkey	486	66.3%
Upland game birds	397	54.2%
Waterfowl	270	36.8%
Wild pig / feral hog	162	22.1%
Total	733	100.0%

Semi-Automatic Handgun Activity Interest

Table H.19) Which activity would you be interested in trying with a semi-automatic handgun?

	Count	Column Percent
3 Gun	348	37.4%
Steel Challenge	331	35.6%
Silhouette	288	31.0%
Bowling pin	253	27.2%
Testing (Ammo & firearm)	238	25.6%
Bullseye	210	22.6%
IDPA	199	21.4%
Training (Military, Defense, Law Enforcement)	189	20.3%
IPSC	180	19.4%
Load Testing/Development	155	16.7%
Cowboy action	148	15.9%
Plinking or informal target shooting	132	14.2%
Sighting-in	119	12.8%
Teaching/Informative	104	11.2%
Total	930	100.0%

Table H.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]?

	Count	Column Percent
Not enough time	163	48.7%
These activities are not offered at ranges in my area	91	27.2%
I don't know how to get started	78	23.3%
I don't have anybody to go with	75	22.4%
Too expensive	49	14.6%
Medical reason / disability	15	4.5%
Other Please describe	15	4.5%
I do not own / have access to this firearm	7	2.1%
Total	335	100.0%

Table H.21) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	27	50.0%
I don't own or have access to the proper equipment	24	44.4%
Too expensive	8	14.8%
These activities are not offered at ranges in my area	4	7.4%
I don't know how to get started	3	5.6%
I don't have anybody to go with	1	1.9%
Other Please describe	1	1.9%
Medical reason / disability	0	0.0%
Total	54	100.0%

Influential Media and Individuals

Table H.22) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	424	48.0%
Father	334	37.8%
Self / nobody else	139	15.7%
Aunt / Uncle	115	13.0%
Sibling	97	11.0%
Grandparent	85	9.6%
Another relative	75	8.5%
Co-worker	69	7.8%
Military	48	5.4%
Other, please specify	32	3.6%
Neighbor	31	3.5%
Mother	18	2.0%
Spouse	18	2.0%
Children / grandchildren	15	1.7%
Guide / outfitter	5	0.6%
Total	883	100.0%

Table H.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	402	46.3%
Magazines and Books	325	37.4%
National sportsmen's conservation organizations	227	26.2%
Online videos	222	25.6%
Local clubs or social organizations	176	20.3%
Hunter education programs	136	15.7%
State wildlife management agencies	119	13.7%
Retailers	106	12.2%
Seminars	49	5.6%
Other, please specify	37	4.3%
Total	868	100.0%

Table H.24) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	177	80.1%
How-to videos	132	59.7%
Non-professionals (home videos) hunting/fishing/shooting	128	57.9%
Product reviews	126	57.0%
TV programs (complete or partial episodes)	112	50.7%
Competitions	102	46.2%
Fish and Wildlife agency produced videos	52	23.5%
Informational/political/talk show style	34	15.4%
Comedy/blooper videos	20	9.0%
Other	5	2.3%
Total	221	100.0%

Table H.25) **Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	28	7.0%
Animal Planet	17	4.2%
Comcast SportsNet	3	0.7%
Discovery Channel	74	18.4%
ESPN/ESPN 2	20	5.0%
History Channel	103	25.6%
Military Channel	79	19.7%
National Geographic	45	11.2%
NBC Sports	16	4.0%
Outdoor Channel	333	82.8%
Pursuit Channel	132	32.8%
Sportsman Channel	269	66.9%
Sunshine Network / SUN Sports	4	1.0%
WildTV	21	5.2%
World Fishing Network	14	3.5%
Other national network	11	2.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	110	27.4%
I watched hunting/fishing TV, but don't remember the channel	77	19.2%
Total	402	100.0%

Table H.26) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	406	42.0%
An invitation from a friend / family member	341	35.3%
Books / magazines	294	30.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	278	28.8%
Programming offered by outdoor retailers	267	27.6%
YouTube videos	228	23.6%
Membership in a non-profit organization	212	21.9%
Online forums / blogs	136	14.1%
Other Please describe	81	8.4%
None of the above	45	4.7%
Total	966	100.0%

Table H.27) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	59	22.3%	65	24.1%	54	26.1%	66	29.3%
	Google+	62	23.4%	62	23.0%	44	21.3%	49	21.8%
	Twitter	9	3.4%	11	4.1%	9	4.3%	8	3.6%
	Pinterest	15	5.7%	18	6.7%	12	5.8%	22	9.8%
	Magazines	177	66.8%	186	68.9%	140	67.6%	146	64.9%
	Instagram	21	7.9%	19	7.0%	20	9.7%	23	10.2%
	YouTube	133	50.2%	132	48.9%	106	51.2%	185	82.2%
	Television programs	138	52.1%	124	45.9%	102	49.3%	119	52.9%
	Online Forums	76	28.7%	82	30.4%	56	27.1%	88	39.1%
	Newsletter from hunting / wildlife groups or organizations	86	32.5%	106	39.3%	88	42.5%	73	32.4%
	Fish / Wildlife Agency for My State of Residence	87	32.8%	115	42.6%	81	39.1%	66	29.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	51	19.2%	71	26.3%	55	26.6%	42	18.7%
	Other	7	2.6%	8	3.0%	4	1.9%	1	0.4%
	None of The Above	17	6.4%	18	6.7%	13	6.3%	7	3.1%
	Total	265	100.0%	270	100.0%	207	100.0%	225	100.0%

Table H.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	93	23.4%	67	22.9%	42	31.1%	88	26.0%
	Google+	75	18.8%	70	23.9%	32	23.7%	72	21.3%
	Twitter	14	3.5%	11	3.8%	6	4.4%	12	3.6%
	Pinterest	18	4.5%	21	7.2%	12	8.9%	15	4.4%
	Magazines	255	64.1%	231	78.8%	93	68.9%	194	57.4%
	Instagram	26	6.5%	23	7.8%	16	11.9%	22	6.5%
	YouTube	203	51.0%	163	55.6%	95	70.4%	138	40.8%
	Television programs	201	50.5%	166	56.7%	74	54.8%	150	44.4%
	Online Forums	114	28.6%	97	33.1%	80	59.3%	71	21.0%
	Newsletter from hunting / wildlife groups or organizations	125	31.4%	108	36.9%	46	34.1%	97	28.7%
	Fish / Wildlife Agency for My State of Residence	114	28.6%	100	34.1%	44	32.6%	103	30.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	71	17.8%	57	19.5%	21	15.6%	64	18.9%
	Other	5	1.3%	4	1.4%	3	2.2%	2	0.6%
	None of The Above	31	7.8%	7	2.4%	4	3.0%	37	10.9%
Total		398	100.0%	293	100.0%	135	100.0%	338	100.0%

Plinking or Informal Target Shooting with a Semi-Automatic Handgun

This section includes those who are interested in plinking or informal target shooting with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H1.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H1.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H1.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H1.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H1.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H1.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H1.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H1.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H1.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H1.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H1.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H1.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H1.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H1.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H1.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H1.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H1.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H1.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H1.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H1.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H1.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H1.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H1.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H1.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H1.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H1.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
	Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
	Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
	Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
	Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
	YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
	Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
	Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
	Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
	Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
	Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
	None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%	

Table H1.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

3 Gun with a Semi-Automatic Handgun

This section includes those who are interested in shooting 3 GUN with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H2.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H2.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H2.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H2.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H2.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H2.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H2.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H2.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H2.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H2.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H2.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H2.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H2.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H2.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H2.15) **Lapsed firearms (calculated, not asked).**

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H2.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H2.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H2.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H2.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H2.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H2.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H2.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H2.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H2.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H2.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H2.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
	Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
	Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
	Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
	Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
	YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
	Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
	Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
	Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
	Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
	Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
	None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
	Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table H2.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Bowling Pin with a Semi-Automatic Handgun

This section includes those who are interested in shooting BOWLING PIN with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H3.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H3.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H3.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H3.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H3.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H3.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H3.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H3.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H3.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H3.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H3.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H3.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H3.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H3.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H3.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H3.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H3.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H3.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H3.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H3.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H3.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H3.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H3.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H3.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H3.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H3.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	6 21.4%	7 23.3%	5 16.7%	5 17.9%			
	Google+	7 25.0%	6 20.0%	3 10.0%	8 28.6%			
	Twitter	0 0.0%	0 0.0%	0 0.0%	0 0.0%			
	Pinterest	0 0.0%	1 3.3%	1 3.3%	2 7.1%			
	Magazines	18 64.3%	18 60.0%	19 63.3%	17 60.7%			
	Instagram	1 3.6%	0 0.0%	4 13.3%	3 10.7%			
	YouTube	13 46.4%	14 46.7%	13 43.3%	21 75.0%			
	Television programs	14 50.0%	12 40.0%	12 40.0%	15 53.6%			
	Online Forums	6 21.4%	7 23.3%	2 6.7%	9 32.1%			
	Newsletter from hunting / wildlife groups or organizations	12 42.9%	15 50.0%	14 46.7%	12 42.9%			
	Fish / Wildlife Agency for My State of Residence	7 25.0%	11 36.7%	12 40.0%	10 35.7%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	3 10.7%	5 16.7%	7 23.3%	6 21.4%			
	Other	0 0.0%	1 3.3%	0 0.0%	0 0.0%			
	None of The Above	3 10.7%	3 10.0%	4 13.3%	0 0.0%			
	Total	28 100.0%	30 100.0%	30 100.0%	28 100.0%			

Table H3.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Bullseye with a Semi-Automatic Handgun

This section includes those who are interested in shooting bullseye with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H4.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H4.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H4.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H4.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H4.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H4.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H4.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H4.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H4.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H4.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H4.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H4.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H4.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H4.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H4.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H4.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H4.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H4.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H4.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H4.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H4.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H4.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H4.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H4.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H4.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H4.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	6 21.4%	7 23.3%	5 16.7%	5 17.9%			
	Google+	7 25.0%	6 20.0%	3 10.0%	8 28.6%			
	Twitter	0 0.0%	0 0.0%	0 0.0%	0 0.0%			
	Pinterest	0 0.0%	1 3.3%	1 3.3%	2 7.1%			
	Magazines	18 64.3%	18 60.0%	19 63.3%	17 60.7%			
	Instagram	1 3.6%	0 0.0%	4 13.3%	3 10.7%			
	YouTube	13 46.4%	14 46.7%	13 43.3%	21 75.0%			
	Television programs	14 50.0%	12 40.0%	12 40.0%	15 53.6%			
	Online Forums	6 21.4%	7 23.3%	2 6.7%	9 32.1%			
	Newsletter from hunting / wildlife groups or organizations	12 42.9%	15 50.0%	14 46.7%	12 42.9%			
	Fish / Wildlife Agency for My State of Residence	7 25.0%	11 36.7%	12 40.0%	10 35.7%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	3 10.7%	5 16.7%	7 23.3%	6 21.4%			
	Other	0 0.0%	1 3.3%	0 0.0%	0 0.0%			
	None of The Above	3 10.7%	3 10.0%	4 13.3%	0 0.0%			
	Total	28 100.0%	30 100.0%	30 100.0%	28 100.0%			

Table H4.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Cowboy Action with a Semi-Automatic Handgun

This section includes those who are interested in shooting cowboy action with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H5.1) **What is your current age?**

	Count	Column Percent
18 to 24	4	2.9%
25 to 34	17	12.2%
35 to 44	20	14.4%
45 to 54	40	28.8%
55 to 64	40	28.8%
65 and older	18	12.9%
Total	139	100.0%

Table H5.2) **What is your gender?**

	Count	Column Percent
Male	138	98.6%
Female	2	1.4%
Total	140	100.0%

Table H5.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	7	5.0%
\$20,000 to \$29,999	9	6.5%
\$30,000 to \$39,999	6	4.3%
\$40,000 to \$49,999	13	9.4%
\$50,000 to \$74,999	28	20.1%
\$75,000 to \$99,999	27	19.4%
\$100,000 to \$149,999	29	20.9%
\$150,000 to \$200,000	14	10.1%
More than \$200,000	6	4.3%
Total	139	100.0%

Table H5.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	25	18.0%
Trade school, associates degree or similar	57	41.0%
Bachelors degree	44	31.7%
Masters degree	10	7.2%
Ph D and higher	3	2.2%
Total	139	100.0%

Table H5.5) In which region do you live?

	Count	Column Percent
Northeast	22	15.7%
Midwest	40	28.6%
South	46	32.9%
West	30	21.4%
Canada	2	1.4%
Total	140	100.0%

Introduction to Shooting

Table H5.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	100	67.6%
11 to 17 years old	33	22.3%
18 to 24 years old	7	4.7%
25 to 34 years old	3	2.0%
35 to 44 years old	3	2.0%
45 to 54 years old	1	0.7%
55 to 64 years old	1	0.7%
65 years and older	0	0.0%
Total	148	100.0%

Table H5.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	30	20.3%
Blackpowder or muzzleloader	1	0.7%
Compound bow	2	1.4%
Crossbow	0	0.0%
MSR	2	1.4%
Revolver	9	6.1%
Shotgun	29	19.6%
Semi-Automatic handgun	10	6.8%
Traditional bow	5	3.4%
Traditional rifle (Centerfire)	8	5.4%
Traditional rifle (Rimfire)	52	35.1%
Other	0	0.0%
Total	148	100.0%

Table H5.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	1.4%
Long range	1	0.7%
Pattern shotgun	2	1.4%
Plinking or informal target shooting	110	74.3%
Silhouette	1	0.7%
Skeet	5	3.4%
Sporting clays	5	3.4%
Steel Challenge	1	0.7%
Training (Military, Defense, Law Enforcement)	4	2.7%
Trap	1	0.7%
Target archery	6	4.1%
3D archery	1	0.7%
Other Please describe:	9	6.1%
Total	148	100.0%

Table H5.9) Who took you shooting for the first time?

	Count	Column Percent
Father	84	58.3%
Friend	23	16.0%
Aunt / Uncle	18	12.5%
Grandparent	18	12.5%
Sibling	12	8.3%
Nobody / I shot alone when I first went shooting	9	6.3%
Mother	6	4.2%
Neighbor	6	4.2%
Camp / Summer camp	6	4.2%
Another relative	5	3.5%
Military	4	2.8%
Co-worker	3	2.1%
Spouse	1	0.7%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	144	100.0%

Table H5.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	116	80.6%
Tradition / way of life	80	55.6%
Spend time with family or friends who already shot	77	53.5%
It's relaxing / an escape	74	51.4%
Wanted to spend more time outdoors	74	51.4%
I wanted a challenge / adventure	57	39.6%
Training for hunting	44	30.6%
Protection / self defense	40	27.8%
Wanted to try a new sport	39	27.1%
To teach someone else / introduce my children or others to shooting	35	24.3%
Training (military, police, etc.)	19	13.2%
Media (television, magazines, movies)	10	6.9%
Other Please write in	2	1.4%
Total	144	100.0%

Table H5.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	33	22.3%
1 year	25	16.9%
2 - 5 years	43	29.1%
6 - 10 years	8	5.4%
More than 10 years	21	14.2%
I have only ever participated in [the shooting activity that I first participated in]	18	12.2%
Total	148	100.0%

Table H5.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	107	83.6%
3 Gun with a semi-automatic handgun	6	4.7%
Bowling pin with a semi-automatic handgun	14	10.9%
Bullseye with a semi-automatic handgun	35	27.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	4	3.1%
IPSC with a semi-automatic handgun	7	5.5%
Load Testing/Development with a semi-automatic handgun	23	18.0%
Sighting-in with a semi-automatic handgun	76	59.4%
Silhouette with a semi-automatic handgun	30	23.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	11	8.6%
Teaching/Informative with a semi-automatic handgun	46	35.9%
Testing (Ammo & firearm) with a semi-automatic handgun	55	43.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	36	28.1%
Other Please describe with a semi-automatic handgun	3	2.3%
Plinking or informal target shooting with a revolver	103	80.5%
3 Gun with a revolver	1	0.8%
Bowling pin with a revolver	8	6.3%
Bullseye with a revolver	29	22.7%
Cowboy action with a revolver	6	4.7%
IDPA with a revolver	0	0.0%
IPSC with a revolver	1	0.8%
Load Testing/Development with a revolver	26	20.3%
Sighting-in with a revolver	63	49.2%
Silhouette with a revolver	21	16.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	5	3.9%
Teaching/Informative with a revolver	37	28.9%
Testing (Ammo & firearm) with a revolver	51	39.8%
Training (Military, Defense, Law Enforcement) with a revolver	20	15.6%

Other Please describe with a revolver	2	1.6%
Plinking or informal target shooting with a traditional rimfire rifle	113	88.3%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	33	25.8%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	23	18.0%
Long range with a traditional rimfire rifle	25	19.5%
NRA high power with a traditional rimfire rifle	1	0.8%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	79	61.7%
Silhouette with a traditional rimfire rifle	21	16.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	4	3.1%
Tactical with a traditional rimfire rifle	4	3.1%
Teaching/Informative with a traditional rimfire rifle	42	32.8%
Three (3) position with a traditional rimfire rifle	11	8.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	15	11.7%
Other Please describe with a traditional rimfire rifle	5	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	103	80.5%
3 Gun with a traditional centerfire rifle	4	3.1%
Benchrest with a traditional centerfire rifle	44	34.4%
Cowboy action with a traditional centerfire rifle	3	2.3%
Load Testing/Development with a traditional centerfire rifle	39	30.5%
Long range with a traditional centerfire rifle	53	41.4%
NRA high power with a traditional centerfire rifle	8	6.3%
Schuetzen with a traditional centerfire rifle	1	0.8%
Sighting-in rifle with a traditional centerfire rifle	89	69.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	22	17.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	3	2.3%
Tactical with a traditional centerfire rifle	14	10.9%
Teaching/Informative with a traditional centerfire rifle	42	32.8%
Three (3) position with a traditional centerfire rifle	14	10.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	23	18.0%
Other Please describe with a traditional centerfire rifle	5	3.9%
Plinking or informal target shooting with an MSR	86	67.2%
3 Gun with an MSR	7	5.5%
Benchrest with an MSR	21	16.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	25	19.5%
Long range with an MSR	28	21.9%
NRA high power with an MSR	4	3.1%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	55	43.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	14	10.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	2.3%
Tactical with an MSR	21	16.4%
Teaching/Informative with an MSR	33	25.8%
Three (3) position with an MSR	11	8.6%
Training (Military, Defense, Law Enforcement) with an MSR	29	22.7%
Other Please describe with an MSR	3	2.3%
Informal (backyard, testing) with a shotgun	89	69.5%
3 Gun with a shotgun	8	6.3%
5 Stand with a shotgun	24	18.8%
Cowboy Action with a shotgun	2	1.6%
Dog training with a shotgun	23	18.0%
Other with a shotgun	3	2.3%
Pattern shotgun with a shotgun	76	59.4%
Sighting-In with a shotgun	64	50.0%
Skeet with a shotgun	87	68.0%
Sporting clays with a shotgun	83	64.8%
Teaching/Informative with a shotgun	46	35.9%
Test reload with a shotgun	28	21.9%
Training (Military, Defense, Law Enforcement) with a shotgun	21	16.4%
Trap with a shotgun	81	63.3%
Wobble Trap with a shotgun	26	20.3%
Other Please describe with a shotgun	4	3.1%
Total	128	100.0%

Current Recreational Shooting Activities

Table H5.13) Which firearm have you shot with during the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	111	86.0%
Shotgun	109	84.5%
Semi-Automatic Handgun	106	82.2%
Traditional Rimfire Rifle	104	80.6%
Revolver	90	69.8%
MSR	65	50.4%
Traditional or Compound Bow	54	41.9%
Muzzleloader	50	38.8%
Crossbow	23	17.8%
None of the Above	3	2.3%
Total	129	100.0%

Table H5.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	97	74.6%
Plinking or informal target shooting with a Semi-Automatic Handgun	94	72.3%
Plinking or informal target shooting with a traditional centerfire rifle	93	71.5%
Plinking or informal target shooting with a Revolver	83	63.8%
Sighting-in rifle with a traditional centerfire rifle	82	63.1%
Informal (backyard or testing) with a Shotgun	78	60.0%
Sighting-in with a Semi-Automatic Handgun	71	54.6%
Sighting-in rifle with a traditional rimfire rifle	68	52.3%
Pattern shotgun	67	51.5%
Sporting clays with a Shotgun	64	49.2%
Plinking or informal target shooting with a MSR	62	47.7%
Trap with a Shotgun	60	46.2%
Skeet with a Shotgun	58	44.6%
Sighting-In with a Shotgun	55	42.3%
Target shooting with a traditional or compound bow	54	41.5%
Sighting-in with a Revolver	51	39.2%
Target shooting with a muzzleloader	50	38.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	46	35.4%
Long range with a traditional centerfire rifle	42	32.3%
Sighting-in rifle with a MSR	38	29.2%
Teaching/Informative with a traditional rimfire rifle	38	29.2%
Benchrest with a traditional centerfire rifle	36	27.7%
Teaching/Informative with a Semi-Automatic Handgun	36	27.7%
Testing (Ammo & firearm) with a Revolver	35	26.9%
Teaching/Informative with a Shotgun	34	26.2%
Load Testing/Development with a traditional centerfire rifle	33	25.4%
Teaching/Informative with a traditional centerfire rifle	30	23.1%
Target shooting with an air rifle at a range	30	23.1%
Teaching/Informative with a Revolver	28	21.5%
Bullseye with a Semi-Automatic Handgun	26	20.0%
Benchrest with a traditional rimfire rifle	26	20.0%
Teaching/Informative with a MSR	23	17.7%
Target shooting with a crossbow	23	17.7%
5 Stand with a Shotgun	22	16.9%
Test reload with a Shotgun	22	16.9%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	21	16.2%
Long range with a traditional rimfire rifle	21	16.2%
Wobble Trap with a Shotgun	18	13.8%

Silhouette with a Semi-Automatic Handgun	18	13.8%
Dog training with a shotgun	18	13.8%
Bullseye with a Revolver	17	13.1%
Silhouette with a traditional centerfire rifle	16	12.3%
Load Testing/Development with a MSR	16	12.3%
Load Testing/Development with a Semi-Automatic Handgun	15	11.5%
Load Testing/Development with a Revolver	15	11.5%
Tactical with a MSR	14	10.8%
Training (Military / Defense / Law Enforcement) with a MSR	14	10.8%
Load Testing/Development with a traditional rimfire rifle	14	10.8%
Long range with a MSR	13	10.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	9.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	11	8.5%
Silhouette with a Revolver	11	8.5%
Benchrest with a MSR	10	7.7%
Bowling pin with a Semi-Automatic Handgun	10	7.7%
Silhouette with a traditional rimfire rifle	10	7.7%
Steel Challenge with a Semi-Automatic Handgun	8	6.2%
Training (Military / Defense / Law Enforcement) with a Revolver	8	6.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	7	5.4%
Silhouette with a MSR	6	4.6%
3 Gun with a Shotgun	5	3.8%
Tactical with a traditional centerfire rifle	5	3.8%
3 Gun with a Semi-Automatic Handgun	5	3.8%
Bowling pin with a Revolver	5	3.8%
Three (3) position with a MSR	4	3.1%
IDPA with a Semi-Automatic Handgun	4	3.1%
IPSC with a Semi-Automatic Handgun	4	3.1%
Three (3) position with a traditional rimfire rifle	4	3.1%
3 Gun with a MSR	3	2.3%
Cowboy action with a Revolver	3	2.3%
Steel Challenge with a Revolver	3	2.3%
Tactical with a traditional rimfire rifle	3	2.3%
None of the above	3	2.3%
Cowboy Action with a Shotgun	2	1.5%
3 Gun with a traditional centerfire rifle	2	1.5%
Cowboy action with a traditional centerfire rifle	2	1.5%
NRA high power with a traditional centerfire rifle	2	1.5%
Three (3) position with a traditional centerfire rifle	2	1.5%
Schuetzen with a traditional centerfire rifle	1	0.8%
Steel Challenge with a traditional centerfire rifle	1	0.8%

NRA high power with a MSR	1	0.8%
Steel Challenge with a MSR	1	0.8%
3 Gun with a Revolver	1	0.8%
IPSC with a Revolver	1	0.8%
Steel Challenge with a traditional rimfire rifle	1	0.8%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	130	100.0%

Table H5.15) **Lapsed firearms (calculated, not asked).**

	Count	Column Percent
Semi-Automatic Handgun	11	13.1%
Revolver	19	22.6%
Traditional Rimfire Rifle	14	16.7%
Traditional Centerfire Rifle	4	4.8%
MSR	27	32.1%
Shotgun	9	10.7%
Air Rifle	29	34.5%
Traditional or Compound Bow	38	45.2%
Crossbow	18	21.4%
Muzzleloader	21	25.0%
Total	84	100.0%

Table H5.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	11	10.3%
3 Gun with a Shotgun	3	2.8%
5 Stand with a Shotgun	2	1.9%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	9	8.4%
Skeet with a Shotgun	29	27.1%
Sporting clays with a Shotgun	19	17.8%
Teaching/Informative with a Shotgun	12	11.2%
Test reload with a Shotgun	6	5.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	8.4%
Trap with a Shotgun	21	19.6%
Wobble Trap with a Shotgun	8	7.5%

Plinking or informal target shooting with a traditional centerfire rifle	10	9.3%
3 Gun with a traditional centerfire rifle	2	1.9%
Benchrest with a traditional centerfire rifle	8	7.5%
Cowboy action with a traditional centerfire rifle	1	0.9%
Load Testing/Development with a traditional centerfire rifle	6	5.6%
Long range with a traditional centerfire rifle	11	10.3%
NRA high power with a traditional centerfire rifle	6	5.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	7	6.5%
Silhouette with a traditional centerfire rifle	6	5.6%
Steel Challenge with a traditional centerfire rifle	2	1.9%
Tactical with a traditional centerfire rifle	9	8.4%
Teaching/Informative with a traditional centerfire rifle	12	11.2%
Three (3) position with a traditional centerfire rifle	12	11.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	12	11.2%
Plinking or informal target shooting with a MSR	24	22.4%
3 Gun with a MSR	4	3.7%
Benchrest with a MSR	11	10.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	9	8.4%
Long range with a MSR	15	14.0%
NRA high power with a MSR	3	2.8%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	17	15.9%
Silhouette with a MSR	8	7.5%
Steel Challenge with a MSR	2	1.9%
Tactical with a MSR	7	6.5%
Teaching/Informative with a MSR	10	9.3%
Three (3) position with a MSR	7	6.5%
Training (Military / Defense / Law Enforcement) with a MSR	15	14.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	13	12.1%
3 Gun with a Semi-Automatic Handgun	1	0.9%
Bowling pin with a Semi-Automatic Handgun	4	3.7%
Bullseye with a Semi-Automatic Handgun	9	8.4%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	2.8%
Load Testing/Development with a Semi-Automatic Handgun	8	7.5%
Sighting-in with a Semi-Automatic Handgun	5	4.7%
Silhouette with a Semi-Automatic Handgun	12	11.2%
Steel Challenge with a Semi-Automatic Handgun	3	2.8%
Teaching/Informative with a Semi-Automatic Handgun	10	9.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	9	8.4%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	14	13.1%
Plinking or informal target shooting with a Revolver	20	18.7%
3 Gun with a Revolver	7	6.5%

Bowling pin with a Revolver	3	2.8%
Bullseye with a Revolver	12	11.2%
Cowboy action with a Revolver	3	2.8%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	11	10.3%
Sighting-in with a Revolver	12	11.2%
Silhouette with a Revolver	10	9.3%
Steel Challenge with a Revolver	2	1.9%
Teaching/Informative with a Revolver	9	8.4%
Testing (Ammo & firearm) with a Revolver	16	15.0%
Training (Military / Defense / Law Enforcement) with a Revolver	11	10.3%
Dog training with a shotgun	5	4.7%
Target shooting with a traditional or compound bow	38	35.5%
Target shooting with a crossbow	18	16.8%
Target shooting with a muzzleloader	21	19.6%
Plinking or informal target shooting with a traditional rimfire rifle	16	15.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	7	6.5%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	9	8.4%
Long range with a traditional rimfire rifle	4	3.7%
NRA high power with a traditional rimfire rifle	1	0.9%
Schuetzen with a traditional rimfire rifle	1	0.9%
Sighting-in rifle with a traditional rimfire rifle	11	10.3%
Target shooting with an air rifle at a range	29	27.1%
Silhouette with a traditional rimfire rifle	11	10.3%
Pattern shotgun	9	8.4%
Steel Challenge with a traditional rimfire rifle	3	2.8%
Tactical with a traditional rimfire rifle	1	0.9%
Teaching/Informative with a traditional rimfire rifle	4	3.7%
Three (3) position with a traditional rimfire rifle	7	6.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	7.5%
Total	107	100.0%

Current Hunting Activities

Table H5.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	96	94.1%
Shotgun	94	92.2%
Muzzleloader	56	54.9%
Traditional bow/compound bow	56	54.9%
MSR	47	46.1%
Handgun	43	42.2%
Crossbow	29	28.4%
Other	5	4.9%
Total	102	100.0%

Table H5.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	25	25.8%
Deer	92	94.8%
Elk	17	17.5%
Other big game	14	14.4%
Others	4	4.1%
Predators	56	57.7%
Small game	63	64.9%
Turkey	69	71.1%
Upland game birds	54	55.7%
Waterfowl	39	40.2%
Wild pig / feral hog	28	28.9%
Total	97	100.0%

Semi-Automatic Handgun Activity Interest

Table H5.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	22	46.8%
I don't have anybody to go with	16	34.0%
I don't know how to get started	16	34.0%
These activities are not offered at ranges in my area	14	29.8%
Too expensive	4	8.5%
Other Please describe	3	6.4%
Medical reason / disability	2	4.3%
I do not own / have access to this firearm	2	4.3%
Total	47	100.0%

Table H5.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Not enough time	3	50.0%
I don't own or have access to the proper equipment	2	33.3%
Too expensive	1	16.7%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	6	100.0%

Influential Media and Individuals

Table H5.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	60	46.9%
Father	48	37.5%
Aunt / Uncle	22	17.2%
Self / nobody else	22	17.2%
Another relative	16	12.5%
Sibling	15	11.7%
Grandparent	13	10.2%
Co-worker	10	7.8%
Mother	7	5.5%
Other, please specify	6	4.7%
Neighbor	5	3.9%
Military	4	3.1%
Children / grandchildren	3	2.3%
Spouse	2	1.6%
Guide / outfitter	2	1.6%
Total	128	100.0%

Table H5.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	71	55.0%
Magazines and Books	50	38.8%
Online videos	45	34.9%
National sportsmen's conservation organizations	34	26.4%
Hunter education programs	25	19.4%
Local clubs or social organizations	25	19.4%
State wildlife management agencies	21	16.3%
Retailers	18	14.0%
Seminars	9	7.0%
Other, please specify	3	2.3%
Total	129	100.0%

Table H5.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	39	88.6%
How-to videos	29	65.9%
Competitions	29	65.9%
Product reviews	28	63.6%
TV programs (complete or partial episodes)	24	54.5%
Non-professionals (home videos) hunting/fishing/shooting	20	45.5%
Fish and Wildlife agency produced videos	8	18.2%
Informational/political/talk show style	8	18.2%
Comedy/blooper videos	4	9.1%
Other	3	6.8%
Total	44	100.0%

Table H5.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	11	15.5%
Animal Planet	6	8.5%
Comcast SportsNet	1	1.4%
Discovery Channel	16	22.5%
ESPN/ESPN 2	6	8.5%
History Channel	26	36.6%
Military Channel	20	28.2%
National Geographic	12	16.9%
NBC Sports	3	4.2%
Outdoor Channel	58	81.7%
Pursuit Channel	27	38.0%
Sportsman Channel	47	66.2%
Sunshine Network / SUN Sports	1	1.4%
WildTV	6	8.5%
World Fishing Network	2	2.8%
Other national network	2	2.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	27	38.0%
I watched hunting/fishing TV, but don't remember the channel	18	25.4%
Total	71	100.0%

Table H5.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	70	50.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	59	42.1%
Programming offered by outdoor retailers	56	40.0%
An invitation from a friend / family member	52	37.1%
Books / magazines	50	35.7%
Membership in a non-profit organization	45	32.1%
YouTube videos	42	30.0%
Online forums / blogs	31	22.1%
Other Please describe	9	6.4%
None of the above	4	2.9%
Total	140	100.0%

Table H5.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	19	35.2%	20	34.5%	17	40.5%	17	41.5%
Google+	12	22.2%	11	19.0%	10	23.8%	7	17.1%
Twitter	3	5.6%	2	3.4%	4	9.5%	3	7.3%
Pinterest	8	14.8%	6	10.3%	7	16.7%	10	24.4%
Magazines	35	64.8%	41	70.7%	31	73.8%	27	65.9%
Instagram	4	7.4%	4	6.9%	5	11.9%	5	12.2%
YouTube	35	64.8%	32	55.2%	27	64.3%	34	82.9%
Television programs	28	51.9%	31	53.4%	25	59.5%	22	53.7%
Online Forums	19	35.2%	24	41.4%	16	38.1%	21	51.2%
Newsletter from hunting / wildlife groups or organizations	20	37.0%	27	46.6%	19	45.2%	11	26.8%
Fish / Wildlife Agency for My State of Residence	19	35.2%	21	36.2%	18	42.9%	11	26.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	15	27.8%	16	27.6%	15	35.7%	9	22.0%
Other	0	0.0%	1	1.7%	0	0.0%	1	2.4%
None of The Above	5	9.3%	6	10.3%	3	7.1%	3	7.3%
Total	54	100.0%	58	100.0%	42	100.0%	41	100.0%

Table H5.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	24	34.3%	19	38.0%	13	41.9%	17	32.7%
Google+	16	22.9%	13	26.0%	7	22.6%	13	25.0%
Twitter	4	5.7%	3	6.0%	2	6.5%	4	7.7%
Pinterest	6	8.6%	10	20.0%	6	19.4%	3	5.8%
Magazines	47	67.1%	39	78.0%	22	71.0%	32	61.5%
Instagram	4	5.7%	6	12.0%	4	12.9%	4	7.7%
YouTube	36	51.4%	32	64.0%	24	77.4%	26	50.0%
Television programs	38	54.3%	31	62.0%	19	61.3%	23	44.2%
Online Forums	27	38.6%	21	42.0%	18	58.1%	15	28.8%
Newsletter from hunting / wildlife groups or organizations	22	31.4%	19	38.0%	9	29.0%	15	28.8%
Fish / Wildlife Agency for My State of Residence	23	32.9%	18	36.0%	12	38.7%	18	34.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	19	27.1%	13	26.0%	7	22.6%	10	19.2%
Other	0	0.0%	1	2.0%	1	3.2%	0	0.0%
None of The Above	6	8.6%	3	6.0%	2	6.5%	4	7.7%
Total	70	100.0%	50	100.0%	31	100.0%	52	100.0%

IDPA with a Semi-Automatic Handgun

This section includes those who are interested in shooting IDPA with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H6.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	3.6%
25 to 34	31	15.8%
35 to 44	37	18.9%
45 to 54	52	26.5%
55 to 64	46	23.5%
65 and older	23	11.7%
Total	196	100.0%

Table H6.2) **What is your gender?**

	Count	Column Percent
Male	194	99.0%
Female	2	1.0%
Total	196	100.0%

Table H6.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	15	7.7%
\$20,000 to \$29,999	11	5.6%
\$30,000 to \$39,999	8	4.1%
\$40,000 to \$49,999	12	6.2%
\$50,000 to \$74,999	40	20.5%
\$75,000 to \$99,999	42	21.5%
\$100,000 to \$149,999	39	20.0%
\$150,000 to \$200,000	13	6.7%
More than \$200,000	15	7.7%
Total	195	100.0%

Table H6.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	39	19.9%
Trade school, associates degree or similar	73	37.2%
Bachelors degree	57	29.1%
Masters degree	17	8.7%
Ph D and higher	10	5.1%
Total	196	100.0%

Table H6.5) In which region do you live?

	Count	Column Percent
Northeast	30	15.3%
Midwest	52	26.5%
South	69	35.2%
West	44	22.4%
Canada	1	0.5%
Total	196	100.0%

Introduction to Shooting

Table H6.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	144	72.4%
11 to 17 years old	36	18.1%
18 to 24 years old	9	4.5%
25 to 34 years old	2	1.0%
35 to 44 years old	5	2.5%
45 to 54 years old	2	1.0%
55 to 64 years old	1	0.5%
65 years and older	0	0.0%
Total	199	100.0%

Table H6.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	37	18.6%
Blackpowder or muzzleloader	2	1.0%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	3	1.5%
Revolver	14	7.0%
Shotgun	37	18.6%
Semi-Automatic handgun	13	6.5%
Traditional bow	4	2.0%
Traditional rifle (Centerfire)	12	6.0%
Traditional rifle (Rimfire)	77	38.7%
Other	0	0.0%
Total	199	100.0%

Table H6.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	6	3.0%
Cowboy action	1	0.5%
Long range	1	0.5%
Pattern shotgun	5	2.5%
Plinking or informal target shooting	156	78.4%
Silhouette	2	1.0%
Skeet	6	3.0%
Sporting clays	4	2.0%
Test reload	2	1.0%
Training (Military, Defense, Law Enforcement)	3	1.5%
Trap	1	0.5%
Target archery	2	1.0%
3D archery	2	1.0%
Other Please describe:	8	4.0%
Total	199	100.0%

Table H6.9) Who took you shooting for the first time?

	Count	Column Percent
Father	123	62.8%
Friend	32	16.3%
Grandparent	26	13.3%
Aunt / Uncle	21	10.7%
Nobody / I shot alone when I first went shooting	9	4.6%
Mother	8	4.1%
Camp / Summer camp	8	4.1%
Sibling	5	2.6%
Neighbor	5	2.6%
Another relative	4	2.0%
Military	3	1.5%
Spouse	2	1.0%
Co-worker	2	1.0%
Other	1	0.5%
Guide / outfitter	0	0.0%
Total	196	100.0%

Table H6.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	153	79.7%
Tradition / way of life	116	60.4%
It's relaxing / an escape	114	59.4%
Spend time with family or friends who already shot	112	58.3%
Wanted to spend more time outdoors	86	44.8%
I wanted a challenge / adventure	70	36.5%
Training for hunting	52	27.1%
To teach someone else / introduce my children or others to shooting	49	25.5%
Protection / self defense	44	22.9%
Wanted to try a new sport	43	22.4%
Training (military, police, etc.)	35	18.2%
Media (television, magazines, movies)	4	2.1%
Other Please write in	4	2.1%
Total	192	100.0%

Table H6.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	52	26.1%
1 year	36	18.1%
2 - 5 years	51	25.6%
6 - 10 years	12	6.0%
More than 10 years	23	11.6%
I have only ever participated in [the shooting activity that I first participated in]	25	12.6%
Total	199	100.0%

Table H6.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	158	91.3%
3 Gun with a semi-automatic handgun	10	5.8%
Bowling pin with a semi-automatic handgun	30	17.3%
Bullseye with a semi-automatic handgun	52	30.1%
Cowboy action with a semi-automatic handgun	5	2.9%
IDPA with a semi-automatic handgun	0	0.0%
IPSC with a semi-automatic handgun	12	6.9%
Load Testing/Development with a semi-automatic handgun	54	31.2%
Sighting-in with a semi-automatic handgun	117	67.6%
Silhouette with a semi-automatic handgun	53	30.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	20	11.6%
Teaching/Informative with a semi-automatic handgun	76	43.9%
Testing (Ammo & firearm) with a semi-automatic handgun	86	49.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	67	38.7%
Other Please describe with a semi-automatic handgun	3	1.7%
Plinking or informal target shooting with a revolver	150	86.7%
3 Gun with a revolver	1	0.6%
Bowling pin with a revolver	22	12.7%
Bullseye with a revolver	43	24.9%
Cowboy action with a revolver	15	8.7%
IDPA with a revolver	1	0.6%
IPSC with a revolver	7	4.0%
Load Testing/Development with a revolver	48	27.7%
Sighting-in with a revolver	88	50.9%
Silhouette with a revolver	35	20.2%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	9	5.2%
Teaching/Informative with a revolver	67	38.7%
Testing (Ammo & firearm) with a revolver	77	44.5%
Training (Military, Defense, Law Enforcement) with a revolver	34	19.7%

Other Please describe with a revolver	6	3.5%
Plinking or informal target shooting with a traditional rimfire rifle	158	91.3%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	44	25.4%
Cowboy action with a traditional rimfire rifle	1	0.6%
Load Testing/Development with a traditional rimfire rifle	35	20.2%
Long range with a traditional rimfire rifle	42	24.3%
NRA high power with a traditional rimfire rifle	2	1.2%
Schuetzen with a traditional rimfire rifle	1	0.6%
Sighting-in rifle with a traditional rimfire rifle	111	64.2%
Silhouette with a traditional rimfire rifle	37	21.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	6	3.5%
Tactical with a traditional rimfire rifle	4	2.3%
Teaching/Informative with a traditional rimfire rifle	72	41.6%
Three (3) position with a traditional rimfire rifle	22	12.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	21	12.1%
Other Please describe with a traditional rimfire rifle	9	5.2%
Plinking or informal target shooting with a traditional centerfire rifle	150	86.7%
3 Gun with a traditional centerfire rifle	4	2.3%
Benchrest with a traditional centerfire rifle	63	36.4%
Cowboy action with a traditional centerfire rifle	7	4.0%
Load Testing/Development with a traditional centerfire rifle	75	43.4%
Long range with a traditional centerfire rifle	84	48.6%
NRA high power with a traditional centerfire rifle	15	8.7%
Schuetzen with a traditional centerfire rifle	4	2.3%
Sighting-in rifle with a traditional centerfire rifle	130	75.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	37	21.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	12	6.9%
Tactical with a traditional centerfire rifle	34	19.7%
Teaching/Informative with a traditional centerfire rifle	72	41.6%
Three (3) position with a traditional centerfire rifle	16	9.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	46	26.6%
Other Please describe with a traditional centerfire rifle	8	4.6%
Plinking or informal target shooting with an MSR	135	78.0%
3 Gun with an MSR	9	5.2%
Benchrest with an MSR	34	19.7%
Cowboy action with an MSR	1	0.6%
Load Testing/Development with an MSR	48	27.7%
Long range with an MSR	46	26.6%
NRA high power with an MSR	7	4.0%

Schuetzen with an MSR	1	0.6%
Sighting-in rifle with an MSR	102	59.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	21	12.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	6.4%
Tactical with an MSR	44	25.4%
Teaching/Informative with an MSR	59	34.1%
Three (3) position with an MSR	13	7.5%
Training (Military, Defense, Law Enforcement) with an MSR	56	32.4%
Other Please describe with an MSR	4	2.3%
Informal (backyard, testing) with a shotgun	138	79.8%
3 Gun with a shotgun	9	5.2%
5 Stand with a shotgun	28	16.2%
Cowboy Action with a shotgun	7	4.0%
Dog training with a shotgun	37	21.4%
Other with a shotgun	3	1.7%
Pattern shotgun with a shotgun	102	59.0%
Sighting-In with a shotgun	87	50.3%
Skeet with a shotgun	112	64.7%
Sporting clays with a shotgun	105	60.7%
Teaching/Informative with a shotgun	63	36.4%
Test reload with a shotgun	35	20.2%
Training (Military, Defense, Law Enforcement) with a shotgun	39	22.5%
Trap with a shotgun	112	64.7%
Wobble Trap with a shotgun	28	16.2%
Other Please describe with a shotgun	10	5.8%
Total	173	100.0%

Current Recreational Shooting Activities

Table H6.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	159	91.9%
Traditional Centerfire Rifle	155	89.6%
Shotgun	150	86.7%
Traditional Rimfire Rifle	144	83.2%
Revolver	126	72.8%
MSR	110	63.6%
Traditional or Compound Bow	69	39.9%
Muzzleloader	65	37.6%
Crossbow	34	19.7%
None of the Above	0	0.0%
Total	173	100.0%

Table H6.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	148	85.1%
Plinking or informal target shooting with a traditional centerfire rifle	139	79.9%
Plinking or informal target shooting with a traditional rimfire rifle	137	78.7%
Plinking or informal target shooting with a Revolver	120	69.0%
Sighting-in rifle with a traditional centerfire rifle	117	67.2%
Informal (backyard or testing) with a Shotgun	112	64.4%
Sighting-in with a Semi-Automatic Handgun	105	60.3%
Plinking or informal target shooting with a MSR	103	59.2%
Sighting-in rifle with a traditional rimfire rifle	92	52.9%
Sporting clays with a Shotgun	77	44.3%
Pattern shotgun	74	42.5%
Sighting-in rifle with a MSR	72	41.4%
Trap with a Shotgun	71	40.8%
Sighting-in with a Revolver	70	40.2%
Sighting-In with a Shotgun	69	39.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	69	39.7%
Target shooting with a traditional or compound bow	69	39.7%
Skeet with a Shotgun	67	38.5%
Long range with a traditional centerfire rifle	66	37.9%
Target shooting with a muzzleloader	65	37.4%
Teaching/Informative with a Semi-Automatic Handgun	62	35.6%
Load Testing/Development with a traditional centerfire rifle	61	35.1%
Testing (Ammo & firearm) with a Revolver	56	32.2%

Teaching/Informative with a traditional rimfire rifle	56	32.2%
Benchrest with a traditional centerfire rifle	51	29.3%
Teaching/Informative with a traditional centerfire rifle	49	28.2%
Teaching/Informative with a Shotgun	48	27.6%
Teaching/Informative with a Revolver	45	25.9%
Target shooting with an air rifle at a range	43	24.7%
Bullseye with a Semi-Automatic Handgun	41	23.6%
Load Testing/Development with a Semi-Automatic Handgun	41	23.6%
Teaching/Informative with a MSR	37	21.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	37	21.3%
Silhouette with a Semi-Automatic Handgun	35	20.1%
Target shooting with a crossbow	34	19.5%
Load Testing/Development with a Revolver	31	17.8%
Benchrest with a traditional rimfire rifle	31	17.8%
Load Testing/Development with a MSR	30	17.2%
Tactical with a MSR	29	16.7%
Long range with a traditional rimfire rifle	29	16.7%
Test reload with a Shotgun	27	15.5%
Training (Military / Defense / Law Enforcement) with a MSR	27	15.5%
Silhouette with a traditional centerfire rifle	25	14.4%
Bullseye with a Revolver	24	13.8%
Long range with a MSR	23	13.2%
Dog training with a shotgun	23	13.2%
Benchrest with a MSR	21	12.1%
Silhouette with a traditional rimfire rifle	21	12.1%
Silhouette with a Revolver	20	11.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	10.9%
5 Stand with a Shotgun	18	10.3%
Wobble Trap with a Shotgun	18	10.3%
Load Testing/Development with a traditional rimfire rifle	18	10.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	17	9.8%
Tactical with a traditional centerfire rifle	15	8.6%
Bowling pin with a Semi-Automatic Handgun	15	8.6%
Silhouette with a MSR	12	6.9%
Steel Challenge with a Semi-Automatic Handgun	10	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	10	5.7%
Bowling pin with a Revolver	9	5.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	4.6%
3 Gun with a Semi-Automatic Handgun	7	4.0%
Cowboy action with a Revolver	7	4.0%

3 Gun with a Shotgun	6	3.4%
Cowboy Action with a Shotgun	5	2.9%
Steel Challenge with a traditional centerfire rifle	5	2.9%
Steel Challenge with a MSR	5	2.9%
Steel Challenge with a Revolver	5	2.9%
Cowboy action with a traditional centerfire rifle	4	2.3%
Three (3) position with a MSR	4	2.3%
IPSC with a Semi-Automatic Handgun	4	2.3%
NRA high power with a traditional centerfire rifle	3	1.7%
3 Gun with a MSR	3	1.7%
NRA high power with a MSR	3	1.7%
Steel Challenge with a traditional rimfire rifle	3	1.7%
Tactical with a traditional rimfire rifle	3	1.7%
Three (3) position with a traditional rimfire rifle	3	1.7%
3 Gun with a traditional centerfire rifle	2	1.1%
Schuetzen with a traditional centerfire rifle	1	0.6%
Three (3) position with a traditional centerfire rifle	1	0.6%
Cowboy action with a MSR	1	0.6%
Cowboy action with a Semi-Automatic Handgun	1	0.6%
IDPA with a Revolver	1	0.6%
IPSC with a Revolver	1	0.6%
Cowboy action with a traditional rimfire rifle	1	0.6%
Schuetzen with a MSR	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
None of the above	0	0.0%
Total	174	100.0%

Table H6.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	6.7%
Revolver	28	23.5%
Traditional Rimfire Rifle	19	16.0%
Traditional Centerfire Rifle	7	5.9%
MSR	35	29.4%
Shotgun	16	13.4%
Air Rifle	45	37.8%
Traditional or Compound Bow	56	47.1%
Crossbow	23	19.3%
Muzzleloader	37	31.1%
Total	119	100.0%

Table H6.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	26	17.1%
3 Gun with a Shotgun	3	2.0%
5 Stand with a Shotgun	10	6.6%
Cowboy Action with a Shotgun	2	1.3%
Sighting-In with a Shotgun	18	11.8%
Skeet with a Shotgun	45	29.6%
Sporting clays with a Shotgun	28	18.4%
Teaching/Informative with a Shotgun	15	9.9%
Test reload with a Shotgun	8	5.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	20	13.2%
Trap with a Shotgun	41	27.0%
Wobble Trap with a Shotgun	10	6.6%
Plinking or informal target shooting with a traditional centerfire rifle	11	7.2%
3 Gun with a traditional centerfire rifle	2	1.3%
Benchrest with a traditional centerfire rifle	12	7.9%
Cowboy action with a traditional centerfire rifle	3	2.0%
Load Testing/Development with a traditional centerfire rifle	14	9.2%
Long range with a traditional centerfire rifle	18	11.8%
NRA high power with a traditional centerfire rifle	12	7.9%
Schuetzen with a traditional centerfire rifle	3	2.0%
Sighting-in rifle with a traditional centerfire rifle	13	8.6%
Silhouette with a traditional centerfire rifle	12	7.9%
Steel Challenge with a traditional centerfire rifle	7	4.6%
Tactical with a traditional centerfire rifle	19	12.5%
Teaching/Informative with a traditional centerfire rifle	23	15.1%
Three (3) position with a traditional centerfire rifle	15	9.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	29	19.1%
Plinking or informal target shooting with a MSR	32	21.1%
3 Gun with a MSR	6	3.9%
Benchrest with a MSR	13	8.6%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	18	11.8%
Long range with a MSR	23	15.1%
NRA high power with a MSR	4	2.6%
Schuetzen with a MSR	1	0.7%
Sighting-in rifle with a MSR	30	19.7%
Silhouette with a MSR	9	5.9%
Steel Challenge with a MSR	6	3.9%
Tactical with a MSR	15	9.9%
Teaching/Informative with a MSR	22	14.5%
Three (3) position with a MSR	9	5.9%
Training (Military / Defense / Law Enforcement) with a MSR	29	19.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	10	6.6%
3 Gun with a Semi-Automatic Handgun	3	2.0%
Bowling pin with a Semi-Automatic Handgun	15	9.9%
Bullseye with a Semi-Automatic Handgun	11	7.2%
Cowboy action with a Semi-Automatic Handgun	4	2.6%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	8	5.3%
Load Testing/Development with a Semi-Automatic Handgun	13	8.6%
Sighting-in with a Semi-Automatic Handgun	12	7.9%
Silhouette with a Semi-Automatic Handgun	18	11.8%
Steel Challenge with a Semi-Automatic Handgun	10	6.6%
Teaching/Informative with a Semi-Automatic Handgun	14	9.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	17	11.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	28	18.4%
Plinking or informal target shooting with a Revolver	30	19.7%
3 Gun with a Revolver	22	14.5%
Bowling pin with a Revolver	13	8.6%
Bullseye with a Revolver	19	12.5%
Cowboy action with a Revolver	8	5.3%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	6	3.9%
Load Testing/Development with a Revolver	17	11.2%
Sighting-in with a Revolver	18	11.8%
Silhouette with a Revolver	15	9.9%
Steel Challenge with a Revolver	4	2.6%
Teaching/Informative with a Revolver	22	14.5%
Testing (Ammo & firearm) with a Revolver	21	13.8%
Training (Military / Defense / Law Enforcement) with a Revolver	23	15.1%
Dog training with a shotgun	14	9.2%
Target shooting with a traditional or compound bow	56	36.8%
Target shooting with a crossbow	23	15.1%
Target shooting with a muzzleloader	37	24.3%
Plinking or informal target shooting with a traditional rimfire rifle	21	13.8%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	13	8.6%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	17	11.2%
Long range with a traditional rimfire rifle	13	8.6%
NRA high power with a traditional rimfire rifle	2	1.3%
Schuetzen with a traditional rimfire rifle	4	2.6%
Sighting-in rifle with a traditional rimfire rifle	19	12.5%
Target shooting with an air rifle at a range	45	29.6%
Silhouette with a traditional rimfire rifle	16	10.5%
Pattern shotgun	28	18.4%
Steel Challenge with a traditional rimfire rifle	3	2.0%
Tactical with a traditional rimfire rifle	1	0.7%
Teaching/Informative with a traditional rimfire rifle	16	10.5%
Three (3) position with a traditional rimfire rifle	19	12.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	8.6%
Total	152	100.0%

Current Hunting Activities

Table H6.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	121	96.0%
Shotgun	112	88.9%
Traditional bow/compound bow	72	57.1%
Handgun	70	55.6%
Muzzleloader	65	51.6%
MSR	54	42.9%
Crossbow	34	27.0%
Other	8	6.3%
Total	126	100.0%

Table H6.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	27	22.3%
Deer	107	88.4%
Elk	20	16.5%
Other big game	10	8.3%
Others	10	8.3%
Predators	63	52.1%
Small game	82	67.8%
Turkey	76	62.8%
Upland game birds	71	58.7%
Waterfowl	38	31.4%
Wild pig / feral hog	33	27.3%
Total	121	100.0%

Semi-Automatic Handgun Activity Interest

Table H6.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	44	55.7%
I don't have anybody to go with	28	35.4%
I don't know how to get started	28	35.4%
These activities are not offered at ranges in my area	23	29.1%
Too expensive	12	15.2%
Other Please describe	5	6.3%
Medical reason / disability	3	3.8%
I do not own / have access to this firearm	1	1.3%
Total	79	100.0%

Table H6.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Not enough time	3	75.0%
I don't own or have access to the proper equipment	1	25.0%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	4	100.0%

Influential Media and Individuals

Table H6.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	76	44.4%
Father	60	35.1%
Self / nobody else	38	22.2%
Aunt / Uncle	22	12.9%
Grandparent	20	11.7%
Co-worker	17	9.9%
Another relative	17	9.9%
Sibling	13	7.6%
Military	10	5.8%
Other, please specify	10	5.8%
Neighbor	6	3.5%
Mother	4	2.3%
Spouse	4	2.3%
Children / grandchildren	2	1.2%
Guide / outfitter	1	0.6%
Total	171	100.0%

Table H6.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	80	47.3%
Online videos	70	41.4%
Magazines and Books	54	32.0%
Local clubs or social organizations	44	26.0%
National sportsmen's conservation organizations	39	23.1%
Hunter education programs	26	15.4%
State wildlife management agencies	24	14.2%
Retailers	21	12.4%
Seminars	12	7.1%
Other, please specify	5	3.0%
Total	169	100.0%

Table H6.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	54	78.3%
Non-professionals (home videos) hunting/fishing/shooting	41	59.4%
Competitions	41	59.4%
Product reviews	40	58.0%
How-to videos	37	53.6%
TV programs (complete or partial episodes)	30	43.5%
Informational/political/talk show style	13	18.8%
Fish and Wildlife agency produced videos	12	17.4%
Comedy/blooper videos	4	5.8%
Other	3	4.3%
Total	69	100.0%

Table H6.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	9	11.3%
Animal Planet	1	1.3%
Comcast SportsNet	0	0.0%
Discovery Channel	17	21.3%
ESPN/ESPN 2	4	5.0%
History Channel	34	42.5%
Military Channel	29	36.3%
National Geographic	11	13.8%
NBC Sports	5	6.3%
Outdoor Channel	66	82.5%
Pursuit Channel	30	37.5%
Sportsman Channel	55	68.8%
Sunshine Network / SUN Sports	0	0.0%
WildTV	4	5.0%
World Fishing Network	2	2.5%
Other national network	2	2.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	27	33.8%
I watched hunting/fishing TV, but don't remember the channel	16	20.0%
Total	80	100.0%

Table H6.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	107	55.4%
Books / magazines	77	39.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	74	38.3%
Programming offered by outdoor retailers	73	37.8%
YouTube videos	67	34.7%
An invitation from a friend / family member	61	31.6%
Membership in a non-profit organization	57	29.5%
Online forums / blogs	45	23.3%
Other Please describe	17	8.8%
None of the above	5	2.6%
Total	193	100.0%

Table H6.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	27	37.0%	23	31.5%	25	43.9%	24	35.8%
Google+	18	24.7%	15	20.5%	14	24.6%	13	19.4%
Twitter	3	4.1%	2	2.7%	4	7.0%	1	1.5%
Pinterest	7	9.6%	5	6.8%	4	7.0%	10	14.9%
Magazines	50	68.5%	49	67.1%	42	73.7%	41	61.2%
Instagram	8	11.0%	7	9.6%	8	14.0%	4	6.0%
YouTube	53	72.6%	47	64.4%	41	71.9%	61	91.0%
Television programs	40	54.8%	34	46.6%	31	54.4%	30	44.8%
Online Forums	27	37.0%	32	43.8%	26	45.6%	35	52.2%
Newsletter from hunting / wildlife groups or organizations	28	38.4%	32	43.8%	23	40.4%	23	34.3%
Fish / Wildlife Agency for My State of Residence	27	37.0%	26	35.6%	21	36.8%	16	23.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	18	24.7%	17	23.3%	15	26.3%	13	19.4%
Other	0	0.0%	0	0.0%	0	0.0%	1	1.5%
None of The Above	3	4.1%	5	6.8%	2	3.5%	2	3.0%
Total	73	100.0%	73	100.0%	57	100.0%	67	100.0%

Table H6.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	39	36.8%	26	33.8%	20	44.4%	25	41.7%
Google+	20	18.9%	22	28.6%	9	20.0%	15	25.0%
Twitter	5	4.7%	3	3.9%	1	2.2%	3	5.0%
Pinterest	7	6.6%	9	11.7%	5	11.1%	6	10.0%
Magazines	65	61.3%	60	77.9%	33	73.3%	32	53.3%
Instagram	8	7.5%	7	9.1%	3	6.7%	6	10.0%
YouTube	70	66.0%	54	70.1%	38	84.4%	37	61.7%
Television programs	53	50.0%	45	58.4%	27	60.0%	25	41.7%
Online Forums	45	42.5%	38	49.4%	33	73.3%	22	36.7%
Newsletter from hunting / wildlife groups or organizations	37	34.9%	34	44.2%	19	42.2%	17	28.3%
Fish / Wildlife Agency for My State of Residence	30	28.3%	22	28.6%	13	28.9%	17	28.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	19	17.9%	16	20.8%	8	17.8%	11	18.3%
Other	0	0.0%	1	1.3%	1	2.2%	0	0.0%
None of The Above	3	2.8%	1	1.3%	1	2.2%	4	6.7%
Total	106	100.0%	77	100.0%	45	100.0%	60	100.0%

IPSC with a Semi-Automatic Handgun

This section includes those who are interested in shooting IPSC with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H7.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	4.0%
25 to 34	27	15.3%
35 to 44	31	17.6%
45 to 54	44	25.0%
55 to 64	50	28.4%
65 and older	17	9.7%
Total	176	100.0%

Table H7.2) **What is your gender?**

	Count	Column Percent
Male	174	98.3%
Female	3	1.7%
Total	177	100.0%

Table H7.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	12	6.9%
\$20,000 to \$29,999	9	5.1%
\$30,000 to \$39,999	7	4.0%
\$40,000 to \$49,999	9	5.1%
\$50,000 to \$74,999	32	18.3%
\$75,000 to \$99,999	33	18.9%
\$100,000 to \$149,999	41	23.4%
\$150,000 to \$200,000	18	10.3%
More than \$200,000	14	8.0%
Total	175	100.0%

Table H7.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	35	19.9%
Trade school, associates degree or similar	62	35.2%
Bachelors degree	58	33.0%
Masters degree	15	8.5%
Ph D and higher	6	3.4%
Total	176	100.0%

Table H7.5) In which region do you live?

	Count	Column Percent
Northeast	27	15.3%
Midwest	45	25.4%
South	56	31.6%
West	46	26.0%
Canada	3	1.7%
Total	177	100.0%

Introduction to Shooting

Table H7.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	128	71.1%
11 to 17 years old	35	19.4%
18 to 24 years old	10	5.6%
25 to 34 years old	1	0.6%
35 to 44 years old	4	2.2%
45 to 54 years old	1	0.6%
55 to 64 years old	1	0.6%
65 years and older	0	0.0%
Total	180	100.0%

Table H7.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	35	19.4%
Blackpowder or muzzleloader	2	1.1%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	4	2.2%
Revolver	13	7.2%
Shotgun	31	17.2%
Semi-Automatic handgun	12	6.7%
Traditional bow	3	1.7%
Traditional rifle (Centerfire)	9	5.0%
Traditional rifle (Rimfire)	71	39.4%
Other	0	0.0%
Total	180	100.0%

Table H7.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	4	2.2%
Cowboy action	1	0.6%
Long range	1	0.6%
Pattern shotgun	2	1.1%
Plinking or informal target shooting	145	80.6%
Silhouette	2	1.1%
Skeet	4	2.2%
Sporting clays	4	2.2%
Test reload	1	0.6%
Training (Military, Defense, Law Enforcement)	3	1.7%
Trap	2	1.1%
Target archery	2	1.1%
3D archery	1	0.6%
Other Please describe:	8	4.4%
Total	180	100.0%

Table H7.9) Who took you shooting for the first time?

	Count	Column Percent
Father	107	60.5%
Friend	27	15.3%
Grandparent	26	14.7%
Aunt / Uncle	18	10.2%
Mother	8	4.5%
Camp / Summer camp	8	4.5%
Nobody / I shot alone when I first went shooting	8	4.5%
Another relative	6	3.4%
Sibling	4	2.3%
Neighbor	4	2.3%
Military	3	1.7%
Co-worker	2	1.1%
Spouse	1	0.6%
Other	1	0.6%
Guide / outfitter	0	0.0%
Total	177	100.0%

Table H7.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	140	80.5%
Tradition / way of life	105	60.3%
Spend time with family or friends who already shot	103	59.2%
It's relaxing / an escape	103	59.2%
Wanted to spend more time outdoors	87	50.0%
I wanted a challenge / adventure	72	41.4%
To teach someone else / introduce my children or others to shooting	49	28.2%
Training for hunting	48	27.6%
Wanted to try a new sport	39	22.4%
Protection / self defense	39	22.4%
Training (military, police, etc.)	36	20.7%
Media (television, magazines, movies)	5	2.9%
Other Please write in	3	1.7%
Total	174	100.0%

Table H7.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	52	28.9%
1 year	30	16.7%
2 - 5 years	40	22.2%
6 - 10 years	12	6.7%
More than 10 years	24	13.3%
I have only ever participated in [the shooting activity that I first participated in]	22	12.2%
Total	180	100.0%

Table H7.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	143	91.7%
3 Gun with a semi-automatic handgun	9	5.8%
Bowling pin with a semi-automatic handgun	29	18.6%
Bullseye with a semi-automatic handgun	46	29.5%
Cowboy action with a semi-automatic handgun	5	3.2%
IDPA with a semi-automatic handgun	10	6.4%
IPSC with a semi-automatic handgun	0	0.0%
Load Testing/Development with a semi-automatic handgun	43	27.6%
Sighting-in with a semi-automatic handgun	104	66.7%
Silhouette with a semi-automatic handgun	47	30.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	19	12.2%
Teaching/Informative with a semi-automatic handgun	69	44.2%
Testing (Ammo & firearm) with a semi-automatic handgun	71	45.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	62	39.7%
Other Please describe with a semi-automatic handgun	5	3.2%
Plinking or informal target shooting with a revolver	133	85.3%
3 Gun with a revolver	1	0.6%
Bowling pin with a revolver	22	14.1%
Bullseye with a revolver	37	23.7%
Cowboy action with a revolver	11	7.1%
IDPA with a revolver	2	1.3%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	38	24.4%
Sighting-in with a revolver	78	50.0%
Silhouette with a revolver	32	20.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	7	4.5%
Teaching/Informative with a revolver	58	37.2%
Testing (Ammo & firearm) with a revolver	59	37.8%
Training (Military, Defense, Law Enforcement) with a revolver	31	19.9%

Other Please describe with a revolver	5	3.2%
Plinking or informal target shooting with a traditional rimfire rifle	145	92.9%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	38	24.4%
Cowboy action with a traditional rimfire rifle	2	1.3%
Load Testing/Development with a traditional rimfire rifle	26	16.7%
Long range with a traditional rimfire rifle	35	22.4%
NRA high power with a traditional rimfire rifle	1	0.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	106	67.9%
Silhouette with a traditional rimfire rifle	34	21.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	8	5.1%
Tactical with a traditional rimfire rifle	3	1.9%
Teaching/Informative with a traditional rimfire rifle	67	42.9%
Three (3) position with a traditional rimfire rifle	16	10.3%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	19	12.2%
Other Please describe with a traditional rimfire rifle	6	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	137	87.8%
3 Gun with a traditional centerfire rifle	2	1.3%
Benchrest with a traditional centerfire rifle	63	40.4%
Cowboy action with a traditional centerfire rifle	3	1.9%
Load Testing/Development with a traditional centerfire rifle	69	44.2%
Long range with a traditional centerfire rifle	79	50.6%
NRA high power with a traditional centerfire rifle	13	8.3%
Schuetzen with a traditional centerfire rifle	3	1.9%
Sighting-in rifle with a traditional centerfire rifle	122	78.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	36	23.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	12	7.7%
Tactical with a traditional centerfire rifle	27	17.3%
Teaching/Informative with a traditional centerfire rifle	65	41.7%
Three (3) position with a traditional centerfire rifle	16	10.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	44	28.2%
Other Please describe with a traditional centerfire rifle	8	5.1%
Plinking or informal target shooting with an MSR	123	78.8%
3 Gun with an MSR	9	5.8%
Benchrest with an MSR	33	21.2%
Cowboy action with an MSR	1	0.6%
Load Testing/Development with an MSR	40	25.6%
Long range with an MSR	44	28.2%
NRA high power with an MSR	6	3.8%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	89	57.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	19	12.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	7.1%
Tactical with an MSR	39	25.0%
Teaching/Informative with an MSR	58	37.2%
Three (3) position with an MSR	12	7.7%
Training (Military, Defense, Law Enforcement) with an MSR	53	34.0%
Other Please describe with an MSR	6	3.8%
Informal (backyard, testing) with a shotgun	125	80.1%
3 Gun with a shotgun	9	5.8%
5 Stand with a shotgun	26	16.7%
Cowboy Action with a shotgun	6	3.8%
Dog training with a shotgun	33	21.2%
Other with a shotgun	3	1.9%
Pattern shotgun with a shotgun	97	62.2%
Sighting-In with a shotgun	85	54.5%
Skeet with a shotgun	105	67.3%
Sporting clays with a shotgun	105	67.3%
Teaching/Informative with a shotgun	60	38.5%
Test reload with a shotgun	31	19.9%
Training (Military, Defense, Law Enforcement) with a shotgun	37	23.7%
Trap with a shotgun	104	66.7%
Wobble Trap with a shotgun	27	17.3%
Other Please describe with a shotgun	8	5.1%
Total	156	100.0%

Current Recreational Shooting Activities

Table H7.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	143	92.3%
Traditional Centerfire Rifle	141	91.0%
Shotgun	137	88.4%
Traditional Rimfire Rifle	132	85.2%
Revolver	112	72.3%
MSR	99	63.9%
Traditional or Compound Bow	68	43.9%
Muzzleloader	63	40.6%
Crossbow	31	20.0%
None of the Above	0	0.0%
Total	155	100.0%

Table H7.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	133	85.3%
Plinking or informal target shooting with a traditional rimfire rifle	128	82.1%
Plinking or informal target shooting with a traditional centerfire rifle	125	80.1%
Sighting-in rifle with a traditional centerfire rifle	110	70.5%
Informal (backyard or testing) with a Shotgun	106	67.9%
Plinking or informal target shooting with a Revolver	106	67.9%
Plinking or informal target shooting with a MSR	91	58.3%
Sighting-in with a Semi-Automatic Handgun	91	58.3%
Sighting-in rifle with a traditional rimfire rifle	89	57.1%
Sporting clays with a Shotgun	78	50.0%
Pattern shotgun	76	48.7%
Skeet with a Shotgun	69	44.2%
Trap with a Shotgun	69	44.2%
Target shooting with a traditional or compound bow	68	43.6%
Sighting-In with a Shotgun	66	42.3%
Long range with a traditional centerfire rifle	66	42.3%
Sighting-in rifle with a MSR	63	40.4%
Target shooting with a muzzleloader	63	40.4%
Sighting-in with a Revolver	61	39.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	60	38.5%
Teaching/Informative with a Semi-Automatic Handgun	57	36.5%
Load Testing/Development with a traditional centerfire rifle	55	35.3%
Teaching/Informative with a traditional rimfire rifle	55	35.3%

Benchrest with a traditional centerfire rifle	51	32.7%
Teaching/Informative with a traditional centerfire rifle	48	30.8%
Teaching/Informative with a Shotgun	47	30.1%
Testing (Ammo & firearm) with a Revolver	47	30.1%
Target shooting with an air rifle at a range	45	28.8%
Teaching/Informative with a Revolver	43	27.6%
Bullseye with a Semi-Automatic Handgun	38	24.4%
Teaching/Informative with a MSR	37	23.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	36	23.1%
Load Testing/Development with a Semi-Automatic Handgun	34	21.8%
Silhouette with a Semi-Automatic Handgun	33	21.2%
Target shooting with a crossbow	31	19.9%
Benchrest with a traditional rimfire rifle	30	19.2%
Long range with a MSR	28	17.9%
Long range with a traditional rimfire rifle	28	17.9%
Training (Military / Defense / Law Enforcement) with a MSR	26	16.7%
Tactical with a MSR	25	16.0%
Test reload with a Shotgun	24	15.4%
Silhouette with a traditional centerfire rifle	24	15.4%
Load Testing/Development with a MSR	24	15.4%
Load Testing/Development with a Revolver	22	14.1%
5 Stand with a Shotgun	21	13.5%
Bullseye with a Revolver	21	13.5%
Silhouette with a traditional rimfire rifle	21	13.5%
Benchrest with a MSR	19	12.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	18	11.5%
Wobble Trap with a Shotgun	18	11.5%
Silhouette with a Revolver	18	11.5%
Bowling pin with a Semi-Automatic Handgun	17	10.9%
Dog training with a shotgun	17	10.9%
Load Testing/Development with a traditional rimfire rifle	17	10.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	15	9.6%
Steel Challenge with a Semi-Automatic Handgun	12	7.7%
Tactical with a traditional centerfire rifle	11	7.1%
Silhouette with a MSR	11	7.1%
Bowling pin with a Revolver	10	6.4%
IDPA with a Semi-Automatic Handgun	8	5.1%
Training (Military / Defense / Law Enforcement) with a Revolver	8	5.1%
3 Gun with a Shotgun	7	4.5%
3 Gun with a Semi-Automatic Handgun	7	4.5%
Steel Challenge with a traditional centerfire rifle	6	3.8%

Steel Challenge with a MSR	6	3.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	6	3.8%
3 Gun with a MSR	5	3.2%
Cowboy action with a Revolver	5	3.2%
Steel Challenge with a traditional rimfire rifle	5	3.2%
Cowboy Action with a Shotgun	4	2.6%
NRA high power with a traditional centerfire rifle	4	2.6%
NRA high power with a MSR	4	2.6%
Three (3) position with a MSR	4	2.6%
Steel Challenge with a Revolver	4	2.6%
Three (3) position with a traditional rimfire rifle	4	2.6%
Three (3) position with a traditional centerfire rifle	3	1.9%
Tactical with a traditional rimfire rifle	3	1.9%
Cowboy action with a Semi-Automatic Handgun	2	1.3%
3 Gun with a traditional centerfire rifle	1	0.6%
Cowboy action with a traditional centerfire rifle	1	0.6%
Schuetzen with a traditional centerfire rifle	1	0.6%
Cowboy action with a MSR	1	0.6%
IDPA with a Revolver	1	0.6%
Cowboy action with a traditional rimfire rifle	1	0.6%
Schuetzen with a MSR	0	0.0%
IPSC with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
None of the above	0	0.0%
Total	156	100.0%

Table H7.15) **Lapsed firearms (calculated, not asked).**

	Count	Column Percent
Semi-Automatic Handgun	9	8.4%
Revolver	26	24.3%
Traditional Rimfire Rifle	17	15.9%
Traditional Centerfire Rifle	8	7.5%
MSR	33	30.8%
Shotgun	14	13.1%
Air Rifle	38	35.5%
Traditional or Compound Bow	44	41.1%
Crossbow	23	21.5%
Muzzleloader	27	25.2%
Total	107	100.0%

Table H7.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	19	14.1%
3 Gun with a Shotgun	2	1.5%
5 Stand with a Shotgun	5	3.7%
Cowboy Action with a Shotgun	2	1.5%
Sighting-In with a Shotgun	19	14.1%
Skeet with a Shotgun	36	26.7%
Sporting clays with a Shotgun	27	20.0%
Teaching/Informative with a Shotgun	13	9.6%
Test reload with a Shotgun	7	5.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	14.1%
Trap with a Shotgun	35	25.9%
Wobble Trap with a Shotgun	9	6.7%
Plinking or informal target shooting with a traditional centerfire rifle	12	8.9%
3 Gun with a traditional centerfire rifle	1	0.7%
Benchrest with a traditional centerfire rifle	12	8.9%
Cowboy action with a traditional centerfire rifle	2	1.5%
Load Testing/Development with a traditional centerfire rifle	14	10.4%
Long range with a traditional centerfire rifle	13	9.6%
NRA high power with a traditional centerfire rifle	9	6.7%
Schuetzen with a traditional centerfire rifle	2	1.5%
Sighting-in rifle with a traditional centerfire rifle	12	8.9%
Silhouette with a traditional centerfire rifle	12	8.9%
Steel Challenge with a traditional centerfire rifle	6	4.4%
Tactical with a traditional centerfire rifle	16	11.9%
Teaching/Informative with a traditional centerfire rifle	17	12.6%
Three (3) position with a traditional centerfire rifle	13	9.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	29	21.5%
Plinking or informal target shooting with a MSR	32	23.7%
3 Gun with a MSR	4	3.0%
Benchrest with a MSR	14	10.4%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	16	11.9%
Long range with a MSR	16	11.9%
NRA high power with a MSR	2	1.5%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	26	19.3%
Silhouette with a MSR	8	5.9%
Steel Challenge with a MSR	5	3.7%
Tactical with a MSR	14	10.4%
Teaching/Informative with a MSR	21	15.6%
Three (3) position with a MSR	8	5.9%
Training (Military / Defense / Law Enforcement) with a MSR	27	20.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	10	7.4%
3 Gun with a Semi-Automatic Handgun	2	1.5%
Bowling pin with a Semi-Automatic Handgun	12	8.9%
Bullseye with a Semi-Automatic Handgun	8	5.9%
Cowboy action with a Semi-Automatic Handgun	3	2.2%
IDPA with a Semi-Automatic Handgun	2	1.5%
IPSC with a Semi-Automatic Handgun	0	0.0%
Load Testing/Development with a Semi-Automatic Handgun	9	6.7%
Sighting-in with a Semi-Automatic Handgun	13	9.6%
Silhouette with a Semi-Automatic Handgun	14	10.4%
Steel Challenge with a Semi-Automatic Handgun	7	5.2%
Teaching/Informative with a Semi-Automatic Handgun	12	8.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	11	8.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	25	18.5%
Plinking or informal target shooting with a Revolver	27	20.0%
3 Gun with a Revolver	22	16.3%
Bowling pin with a Revolver	12	8.9%
Bullseye with a Revolver	16	11.9%
Cowboy action with a Revolver	6	4.4%
IDPA with a Revolver	1	0.7%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	16	11.9%
Sighting-in with a Revolver	17	12.6%
Silhouette with a Revolver	14	10.4%
Steel Challenge with a Revolver	3	2.2%
Teaching/Informative with a Revolver	15	11.1%
Testing (Ammo & firearm) with a Revolver	12	8.9%
Training (Military / Defense / Law Enforcement) with a Revolver	22	16.3%
Dog training with a shotgun	16	11.9%
Target shooting with a traditional or compound bow	44	32.6%
Target shooting with a crossbow	23	17.0%
Target shooting with a muzzleloader	27	20.0%
Plinking or informal target shooting with a traditional rimfire rifle	17	12.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	8	5.9%

Cowboy action with a traditional rimfire rifle	1	0.7%
Load Testing/Development with a traditional rimfire rifle	9	6.7%
Long range with a traditional rimfire rifle	7	5.2%
NRA high power with a traditional rimfire rifle	1	0.7%
Schuetzen with a traditional rimfire rifle	3	2.2%
Sighting-in rifle with a traditional rimfire rifle	17	12.6%
Target shooting with an air rifle at a range	38	28.1%
Silhouette with a traditional rimfire rifle	13	9.6%
Pattern shotgun	21	15.6%
Steel Challenge with a traditional rimfire rifle	3	2.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	8.9%
Three (3) position with a traditional rimfire rifle	12	8.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	9.6%
Total	135	100.0%

Current Hunting Activities

Table H7.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	109	93.2%
Shotgun	108	92.3%
Traditional bow/compound bow	70	59.8%
Handgun	62	53.0%
Muzzleloader	59	50.4%
MSR	51	43.6%
Crossbow	33	28.2%
Other	7	6.0%
Total	117	100.0%

Table H7.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	29	26.1%
Deer	99	89.2%
Elk	22	19.8%
Other big game	13	11.7%
Others	10	9.0%
Predators	65	58.6%
Small game	74	66.7%
Turkey	74	66.7%
Upland game birds	72	64.9%
Waterfowl	44	39.6%
Wild pig / feral hog	32	28.8%
Total	111	100.0%

Semi-Automatic Handgun Activity Interest

Table H7.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	35	52.2%
I don't know how to get started	24	35.8%
These activities are not offered at ranges in my area	22	32.8%
I don't have anybody to go with	21	31.3%
Too expensive	9	13.4%
Other Please describe	4	6.0%
Medical reason / disability	2	3.0%
I do not own / have access to this firearm	1	1.5%
Total	67	100.0%

Table H7.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Not enough time	1	50.0%
I don't own or have access to the proper equipment	1	50.0%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	2	100.0%

Influential Media and Individuals

Table H7.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	75	48.1%
Father	59	37.8%
Self / nobody else	27	17.3%
Aunt / Uncle	19	12.2%
Grandparent	18	11.5%
Another relative	16	10.3%
Co-worker	14	9.0%
Sibling	13	8.3%
Military	12	7.7%
Other, please specify	11	7.1%
Mother	6	3.8%
Neighbor	6	3.8%
Spouse	4	2.6%
Children / grandchildren	3	1.9%
Guide / outfitter	1	0.6%
Total	156	100.0%

Table H7.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	67	43.5%
Online videos	58	37.7%
Magazines and Books	55	35.7%
National sportsmen's conservation organizations	40	26.0%
Local clubs or social organizations	36	23.4%
Hunter education programs	20	13.0%
State wildlife management agencies	18	11.7%
Retailers	18	11.7%
Seminars	7	4.5%
Other, please specify	6	3.9%
Total	154	100.0%

Table H7.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	48	84.2%
Competitions	37	64.9%
Product reviews	34	59.6%
Non-professionals (home videos) hunting/fishing/shooting	33	57.9%
How-to videos	31	54.4%
TV programs (complete or partial episodes)	27	47.4%
Fish and Wildlife agency produced videos	14	24.6%
Informational/political/talk show style	10	17.5%
Comedy/blooper videos	6	10.5%
Other	2	3.5%
Total	57	100.0%

Table H7.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	8	11.9%
Animal Planet	1	1.5%
Comcast SportsNet	0	0.0%
Discovery Channel	17	25.4%
ESPN/ESPN 2	4	6.0%
History Channel	22	32.8%
Military Channel	21	31.3%
National Geographic	10	14.9%
NBC Sports	4	6.0%
Outdoor Channel	58	86.6%
Pursuit Channel	26	38.8%
Sportsman Channel	45	67.2%
Sunshine Network / SUN Sports	0	0.0%
WildTV	5	7.5%
World Fishing Network	2	3.0%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	21	31.3%
I watched hunting/fishing TV, but don't remember the channel	13	19.4%
Total	67	100.0%

Table H7.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	87	50.3%
Books / magazines	70	40.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	67	38.7%
Programming offered by outdoor retailers	66	38.2%
YouTube videos	56	32.4%
Membership in a non-profit organization	55	31.8%
An invitation from a friend / family member	51	29.5%
Online forums / blogs	40	23.1%
Other Please describe	18	10.4%
None of the above	7	4.0%
Total	173	100.0%

Table H7.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	24	36.4%	21	31.8%	22	40.0%	23	41.1%
Google+	19	28.8%	15	22.7%	14	25.5%	14	25.0%
Twitter	3	4.5%	2	3.0%	4	7.3%	2	3.6%
Pinterest	6	9.1%	4	6.1%	4	7.3%	8	14.3%
Magazines	45	68.2%	49	74.2%	40	72.7%	37	66.1%
Instagram	6	9.1%	6	9.1%	8	14.5%	4	7.1%
YouTube	47	71.2%	43	65.2%	41	74.5%	49	87.5%
Television programs	38	57.6%	36	54.5%	32	58.2%	26	46.4%
Online Forums	24	36.4%	26	39.4%	25	45.5%	26	46.4%
Newsletter from hunting / wildlife groups or organizations	27	40.9%	33	50.0%	28	50.9%	22	39.3%
Fish / Wildlife Agency for My State of Residence	28	42.4%	26	39.4%	22	40.0%	15	26.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	19	28.8%	18	27.3%	17	30.9%	14	25.0%
Other	0	0.0%	1	1.5%	0	0.0%	1	1.8%
None of The Above	3	4.5%	3	4.5%	1	1.8%	2	3.6%
Total	66	100.0%	66	100.0%	55	100.0%	56	100.0%

Table H7.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	34	39.5%	25	35.7%	18	45.0%	22	44.0%
Google+	19	22.1%	21	30.0%	10	25.0%	12	24.0%
Twitter	7	8.1%	4	5.7%	3	7.5%	3	6.0%
Pinterest	5	5.8%	9	12.9%	4	10.0%	3	6.0%
Magazines	59	68.6%	57	81.4%	30	75.0%	28	56.0%
Instagram	7	8.1%	7	10.0%	3	7.5%	5	10.0%
YouTube	53	61.6%	48	68.6%	34	85.0%	30	60.0%
Television programs	46	53.5%	43	61.4%	26	65.0%	20	40.0%
Online Forums	39	45.3%	31	44.3%	26	65.0%	17	34.0%
Newsletter from hunting / wildlife groups or organizations	36	41.9%	30	42.9%	21	52.5%	17	34.0%
Fish / Wildlife Agency for My State of Residence	32	37.2%	24	34.3%	12	30.0%	15	30.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	20	23.3%	16	22.9%	7	17.5%	9	18.0%
Other	0	0.0%	1	1.4%	1	2.5%	0	0.0%
None of The Above	2	2.3%	1	1.4%	1	2.5%	2	4.0%
Total	86	100.0%	70	100.0%	40	100.0%	50	100.0%

Load Testing and Development with a Semi-Automatic Handgun

This section includes those who are interested in load testing and development with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H8.1) **What is your current age?**

	Count	Column Percent
18 to 24	4	2.7%
25 to 34	25	16.7%
35 to 44	21	14.0%
45 to 54	44	29.3%
55 to 64	37	24.7%
65 and older	19	12.7%
Total	150	100.0%

Table H8.2) **What is your gender?**

	Count	Column Percent
Male	150	99.3%
Female	1	0.7%
Total	151	100.0%

Table H8.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	7.4%
\$20,000 to \$29,999	15	10.1%
\$30,000 to \$39,999	6	4.0%
\$40,000 to \$49,999	11	7.4%
\$50,000 to \$74,999	33	22.1%
\$75,000 to \$99,999	24	16.1%
\$100,000 to \$149,999	33	22.1%
\$150,000 to \$200,000	9	6.0%
More than \$200,000	7	4.7%
Total	149	100.0%

Table H8.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.7%
High school graduation	43	28.5%
Trade school, associates degree or similar	61	40.4%
Bachelors degree	35	23.2%
Masters degree	11	7.3%
Ph D and higher	0	0.0%
Total	151	100.0%

Table H8.5) In which region do you live?

	Count	Column Percent
Northeast	20	13.4%
Midwest	32	21.5%
South	52	34.9%
West	41	27.5%
Canada	4	2.7%
Total	149	100.0%

Introduction to Shooting

Table H8.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	104	67.1%
11 to 17 years old	35	22.6%
18 to 24 years old	9	5.8%
25 to 34 years old	1	0.6%
35 to 44 years old	4	2.6%
45 to 54 years old	1	0.6%
55 to 64 years old	1	0.6%
65 years and older	0	0.0%
Total	155	100.0%

Table H8.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	41	26.5%
Blackpowder or muzzleloader	2	1.3%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	0	0.0%
Revolver	8	5.2%
Shotgun	30	19.4%
Semi-Automatic handgun	9	5.8%
Traditional bow	5	3.2%
Traditional rifle (Centerfire)	10	6.5%
Traditional rifle (Rimfire)	50	32.3%
Other	0	0.0%
Total	155	100.0%

Table H8.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	1	0.6%
Cowboy action	1	0.6%
Long range	2	1.3%
Pattern shotgun	2	1.3%
Plinking or informal target shooting	123	79.4%
Silhouette	1	0.6%
Skeet	5	3.2%
Sporting clays	4	2.6%
Steel Challenge	1	0.6%
Training (Military, Defense, Law Enforcement)	1	0.6%
Trap	2	1.3%
Target archery	3	1.9%
Field archery	1	0.6%
3D archery	1	0.6%
Other Please describe:	7	4.5%
Total	155	100.0%

Table H8.9) Who took you shooting for the first time?

	Count	Column Percent
Father	94	63.1%
Grandparent	20	13.4%
Friend	19	12.8%
Aunt / Uncle	16	10.7%
Nobody / I shot alone when I first went shooting	11	7.4%
Sibling	9	6.0%
Mother	7	4.7%
Neighbor	3	2.0%
Co-worker	3	2.0%
Camp / Summer camp	2	1.3%
Military	1	0.7%
Another relative	1	0.7%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	149	100.0%

Table H8.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	120	79.5%
Tradition / way of life	96	63.6%
Spend time with family or friends who already shot	89	58.9%
It's relaxing / an escape	84	55.6%
Wanted to spend more time outdoors	77	51.0%
I wanted a challenge / adventure	57	37.7%
Training for hunting	57	37.7%
To teach someone else / introduce my children or others to shooting	39	25.8%
Wanted to try a new sport	31	20.5%
Protection / self defense	31	20.5%
Training (military, police, etc.)	26	17.2%
Media (television, magazines, movies)	8	5.3%
Other Please write in	2	1.3%
Total	151	100.0%

Table H8.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	45	29.0%
1 year	25	16.1%
2 - 5 years	33	21.3%
6 - 10 years	11	7.1%

More than 10 years	13	8.4%
I have only ever participated in [the shooting activity that I first participated in]	28	18.1%
Total	155	100.0%

Table H8.12) **Which activities have you ever participated in?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	114	91.2%
3 Gun with a semi-automatic handgun	4	3.2%
Bowling pin with a semi-automatic handgun	10	8.0%
Bullseye with a semi-automatic handgun	31	24.8%
Cowboy action with a semi-automatic handgun	3	2.4%
IDPA with a semi-automatic handgun	1	0.8%
IPSC with a semi-automatic handgun	1	0.8%
Load Testing/Development with a semi-automatic handgun	0	0.0%
Sighting-in with a semi-automatic handgun	72	57.6%
Silhouette with a semi-automatic handgun	42	33.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	7	5.6%
Teaching/Informative with a semi-automatic handgun	38	30.4%
Testing (Ammo & firearm) with a semi-automatic handgun	46	36.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	34	27.2%
Other Please describe with a semi-automatic handgun	8	6.4%
Plinking or informal target shooting with a revolver	111	88.8%
3 Gun with a revolver	1	0.8%
Bowling pin with a revolver	11	8.8%
Bullseye with a revolver	28	22.4%
Cowboy action with a revolver	6	4.8%
IDPA with a revolver	1	0.8%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	14	11.2%
Sighting-in with a revolver	63	50.4%
Silhouette with a revolver	28	22.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	2.4%
Teaching/Informative with a revolver	34	27.2%
Testing (Ammo & firearm) with a revolver	37	29.6%
Training (Military, Defense, Law Enforcement) with a revolver	16	12.8%
Other Please describe with a revolver	6	4.8%
Plinking or informal target shooting with a traditional rimfire rifle	113	90.4%
3 Gun with a traditional rimfire rifle	1	0.8%
Benchrest with a traditional rimfire rifle	31	24.8%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	14	11.2%

Long range with a traditional rimfire rifle	27	21.6%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	84	67.2%
Silhouette with a traditional rimfire rifle	29	23.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	2	1.6%
Tactical with a traditional rimfire rifle	4	3.2%
Teaching/Informative with a traditional rimfire rifle	38	30.4%
Three (3) position with a traditional rimfire rifle	10	8.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	10	8.0%
Other Please describe with a traditional rimfire rifle	8	6.4%
Plinking or informal target shooting with a traditional centerfire rifle	107	85.6%
3 Gun with a traditional centerfire rifle	1	0.8%
Benchrest with a traditional centerfire rifle	44	35.2%
Cowboy action with a traditional centerfire rifle	3	2.4%
Load Testing/Development with a traditional centerfire rifle	36	28.8%
Long range with a traditional centerfire rifle	49	39.2%
NRA high power with a traditional centerfire rifle	2	1.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	88	70.4%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	30	24.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	7	5.6%
Tactical with a traditional centerfire rifle	19	15.2%
Teaching/Informative with a traditional centerfire rifle	37	29.6%
Three (3) position with a traditional centerfire rifle	11	8.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	24	19.2%
Other Please describe with a traditional centerfire rifle	7	5.6%
Plinking or informal target shooting with an MSR	87	69.6%
3 Gun with an MSR	4	3.2%
Benchrest with an MSR	25	20.0%
Cowboy action with an MSR	1	0.8%
Load Testing/Development with an MSR	20	16.0%
Long range with an MSR	26	20.8%
NRA high power with an MSR	0	0.0%
Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	58	46.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	18	14.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	5	4.0%
Tactical with an MSR	27	21.6%

Teaching/Informative with an MSR	27	21.6%
Three (3) position with an MSR	9	7.2%
Training (Military, Defense, Law Enforcement) with an MSR	28	22.4%
Other Please describe with an MSR	3	2.4%
Informal (backyard, testing) with a shotgun	93	74.4%
3 Gun with a shotgun	5	4.0%
5 Stand with a shotgun	13	10.4%
Cowboy Action with a shotgun	2	1.6%
Dog training with a shotgun	21	16.8%
Other with a shotgun	3	2.4%
Pattern shotgun with a shotgun	66	52.8%
Sighting-In with a shotgun	61	48.8%
Skeet with a shotgun	75	60.0%
Sporting clays with a shotgun	75	60.0%
Teaching/Informative with a shotgun	34	27.2%
Test reload with a shotgun	19	15.2%
Training (Military, Defense, Law Enforcement) with a shotgun	19	15.2%
Trap with a shotgun	62	49.6%
Wobble Trap with a shotgun	15	12.0%
Other Please describe with a shotgun	8	6.4%
Total	125	100.0%

Current Recreational Shooting Activities

Table H8.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	108	86.4%
Semi-Automatic Handgun	105	84.0%
Traditional Rimfire Rifle	100	80.0%
Shotgun	100	80.0%
Revolver	88	70.4%
MSR	68	54.4%
Traditional or Compound Bow	57	45.6%
Muzzleloader	47	37.6%
Crossbow	20	16.0%
None of the Above	3	2.4%
Total	125	100.0%

Table H8.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	94	75.2%
Plinking or informal target shooting with a traditional rimfire rifle	91	72.8%
Plinking or informal target shooting with a traditional centerfire rifle	90	72.0%
Plinking or informal target shooting with a Revolver	81	64.8%
Sighting-in rifle with a traditional centerfire rifle	74	59.2%
Informal (backyard or testing) with a Shotgun	73	58.4%
Sighting-in rifle with a traditional rimfire rifle	65	52.0%
Plinking or informal target shooting with a MSR	59	47.2%
Sighting-in with a Semi-Automatic Handgun	58	46.4%
Target shooting with a traditional or compound bow	57	45.6%
Sighting-In with a Shotgun	48	38.4%
Sporting clays with a Shotgun	48	38.4%
Pattern shotgun	48	38.4%
Target shooting with a muzzleloader	47	37.6%
Sighting-in with a Revolver	45	36.0%
Benchrest with a traditional centerfire rifle	38	30.4%
Skeet with a Shotgun	37	29.6%
Long range with a traditional centerfire rifle	36	28.8%
Sighting-in rifle with a MSR	34	27.2%
Silhouette with a Semi-Automatic Handgun	34	27.2%
Trap with a Shotgun	33	26.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	32	25.6%
Bullseye with a Semi-Automatic Handgun	28	22.4%

Teaching/Informative with a Semi-Automatic Handgun	27	21.6%
Teaching/Informative with a traditional rimfire rifle	27	21.6%
Teaching/Informative with a Shotgun	26	20.8%
Testing (Ammo & firearm) with a Revolver	26	20.8%
Load Testing/Development with a traditional centerfire rifle	25	20.0%
Teaching/Informative with a Revolver	25	20.0%
Teaching/Informative with a traditional centerfire rifle	22	17.6%
Benchrest with a traditional rimfire rifle	22	17.6%
Bullseye with a Revolver	21	16.8%
Target shooting with a crossbow	20	16.0%
Target shooting with an air rifle at a range	20	16.0%
Teaching/Informative with a MSR	18	14.4%
Silhouette with a Revolver	18	14.4%
Long range with a traditional rimfire rifle	18	14.4%
Silhouette with a traditional centerfire rifle	15	12.0%
Long range with a MSR	15	12.0%
Silhouette with a traditional rimfire rifle	15	12.0%
Test reload with a Shotgun	14	11.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	14	11.2%
Benchrest with a MSR	13	10.4%
Tactical with a MSR	13	10.4%
Dog training with a shotgun	11	8.8%
5 Stand with a Shotgun	10	8.0%
Wobble Trap with a Shotgun	10	8.0%
Load Testing/Development with a MSR	10	8.0%
Training (Military / Defense / Law Enforcement) with a MSR	10	8.0%
Silhouette with a MSR	9	7.2%
Load Testing/Development with a traditional rimfire rifle	7	5.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	6	4.8%
Tactical with a traditional centerfire rifle	6	4.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	6	4.8%
Load Testing/Development with a Revolver	6	4.8%
Bowling pin with a Semi-Automatic Handgun	5	4.0%
Steel Challenge with a Semi-Automatic Handgun	5	4.0%
Bowling pin with a Revolver	5	4.0%
Cowboy action with a Revolver	5	4.0%
3 Gun with a Shotgun	4	3.2%
Steel Challenge with a traditional centerfire rifle	4	3.2%
3 Gun with a Semi-Automatic Handgun	4	3.2%
Training (Military / Defense / Law Enforcement) with a Revolver	4	3.2%
Three (3) position with a traditional rimfire rifle	4	3.2%

3 Gun with a MSR	3	2.4%
None of the above	3	2.4%
Cowboy Action with a Shotgun	2	1.6%
Three (3) position with a traditional centerfire rifle	2	1.6%
Three (3) position with a MSR	2	1.6%
Steel Challenge with a Revolver	2	1.6%
Tactical with a traditional rimfire rifle	2	1.6%
3 Gun with a traditional centerfire rifle	1	0.8%
Cowboy action with a traditional centerfire rifle	1	0.8%
Cowboy action with a MSR	1	0.8%
Steel Challenge with a MSR	1	0.8%
Cowboy action with a Semi-Automatic Handgun	1	0.8%
IDPA with a Semi-Automatic Handgun	1	0.8%
IDPA with a Revolver	1	0.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	0.8%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IPSC with a Semi-Automatic Handgun	0	0.0%
Load Testing/Development with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Total	125	100.0%

Table H8.15) **Lapsed firearms (calculated, not asked).**

	Count	Column Percent
Semi-Automatic Handgun	14	14.7%
Revolver	28	29.5%
Traditional Rimfire Rifle	16	16.8%
Traditional Centerfire Rifle	8	8.4%
MSR	29	30.5%
Shotgun	15	15.8%
Air Rifle	42	44.2%
Traditional or Compound Bow	35	36.8%
Crossbow	17	17.9%
Muzzleloader	29	30.5%
Total	95	100.0%

Table H8.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	20	17.4%
3 Gun with a Shotgun	1	0.9%
5 Stand with a Shotgun	3	2.6%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	13	11.3%
Skeet with a Shotgun	38	33.0%
Sporting clays with a Shotgun	27	23.5%
Teaching/Informative with a Shotgun	8	7.0%
Test reload with a Shotgun	5	4.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	11.3%
Trap with a Shotgun	29	25.2%
Wobble Trap with a Shotgun	5	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	17	14.8%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	6	5.2%
Cowboy action with a traditional centerfire rifle	2	1.7%
Load Testing/Development with a traditional centerfire rifle	11	9.6%
Long range with a traditional centerfire rifle	13	11.3%
NRA high power with a traditional centerfire rifle	2	1.7%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	14	12.2%
Silhouette with a traditional centerfire rifle	15	13.0%
Steel Challenge with a traditional centerfire rifle	3	2.6%
Tactical with a traditional centerfire rifle	13	11.3%
Teaching/Informative with a traditional centerfire rifle	15	13.0%
Three (3) position with a traditional centerfire rifle	9	7.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	18	15.7%
Plinking or informal target shooting with a MSR	28	24.3%
3 Gun with a MSR	1	0.9%
Benchrest with a MSR	12	10.4%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	10	8.7%
Long range with a MSR	11	9.6%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	24	20.9%
Silhouette with a MSR	9	7.8%
Steel Challenge with a MSR	4	3.5%
Tactical with a MSR	14	12.2%
Teaching/Informative with a MSR	9	7.8%
Three (3) position with a MSR	7	6.1%
Training (Military / Defense / Law Enforcement) with a MSR	18	15.7%
Plinking or informal target shooting with a Semi-Automatic Handgun	20	17.4%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	5	4.3%
Bullseye with a Semi-Automatic Handgun	3	2.6%
Cowboy action with a Semi-Automatic Handgun	2	1.7%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	1	0.9%
Load Testing/Development with a Semi-Automatic Handgun	0	0.0%
Sighting-in with a Semi-Automatic Handgun	14	12.2%
Silhouette with a Semi-Automatic Handgun	8	7.0%
Steel Challenge with a Semi-Automatic Handgun	2	1.7%
Teaching/Informative with a Semi-Automatic Handgun	11	9.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	14	12.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	19	16.5%
Plinking or informal target shooting with a Revolver	30	26.1%
3 Gun with a Revolver	11	9.6%
Bowling pin with a Revolver	6	5.2%
Bullseye with a Revolver	7	6.1%
Cowboy action with a Revolver	1	0.9%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	8	7.0%
Sighting-in with a Revolver	18	15.7%
Silhouette with a Revolver	10	8.7%
Steel Challenge with a Revolver	1	0.9%
Teaching/Informative with a Revolver	9	7.8%
Testing (Ammo & firearm) with a Revolver	11	9.6%
Training (Military / Defense / Law Enforcement) with a Revolver	11	9.6%
Dog training with a shotgun	10	8.7%
Target shooting with a traditional or compound bow	35	30.4%
Target shooting with a crossbow	17	14.8%
Target shooting with a muzzleloader	29	25.2%
Plinking or informal target shooting with a traditional rimfire rifle	22	19.1%
3 Gun with a traditional rimfire rifle	1	0.9%
Benchrest with a traditional rimfire rifle	9	7.8%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	7	6.1%
Long range with a traditional rimfire rifle	9	7.8%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	19	16.5%
Target shooting with an air rifle at a range	42	36.5%
Silhouette with a traditional rimfire rifle	14	12.2%
Pattern shotgun	18	15.7%
Steel Challenge with a traditional rimfire rifle	2	1.7%
Tactical with a traditional rimfire rifle	2	1.7%
Teaching/Informative with a traditional rimfire rifle	11	9.6%
Three (3) position with a traditional rimfire rifle	6	5.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	7.8%
Total	115	100.0%

Current Hunting Activities

Table H8.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	103	97.2%
Shotgun	94	88.7%
Muzzleloader	64	60.4%
Traditional bow/compound bow	61	57.5%
Handgun	47	44.3%
MSR	43	40.6%
Crossbow	16	15.1%
Other	1	0.9%
Total	106	100.0%

Table H8.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	26	25.5%
Deer	95	93.1%
Elk	25	24.5%
Other big game	13	12.7%
Others	8	7.8%
Predators	53	52.0%
Small game	63	61.8%
Turkey	62	60.8%
Upland game birds	53	52.0%
Waterfowl	28	27.5%
Wild pig / feral hog	20	19.6%
Total	102	100.0%

Semi-Automatic Handgun Activity Interest

Table H8.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	20	43.5%
I don't know how to get started	12	26.1%
These activities are not offered at ranges in my area	10	21.7%
Too expensive	8	17.4%
I don't have anybody to go with	7	15.2%
I do not own / have access to this firearm	4	8.7%
Other Please describe	3	6.5%
Medical reason / disability	2	4.3%
Total	46	100.0%

Table H8.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	2	100.0%
Not enough time	1	50.0%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	2	100.0%

Influential Media and Individuals

Table H8.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	54	42.9%
Father	52	41.3%
Self / nobody else	25	19.8%
Aunt / Uncle	18	14.3%
Sibling	17	13.5%
Grandparent	16	12.7%
Co-worker	9	7.1%
Another relative	9	7.1%
Military	8	6.3%
Mother	5	4.0%
Neighbor	5	4.0%
Other, please specify	4	3.2%
Spouse	3	2.4%
Guide / outfitter	2	1.6%
Children / grandchildren	1	0.8%
Total	126	100.0%

Table H8.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	66	54.1%
Online videos	41	33.6%
Magazines and Books	39	32.0%
National sportsmen's conservation organizations	31	25.4%
Hunter education programs	25	20.5%
State wildlife management agencies	19	15.6%
Local clubs or social organizations	18	14.8%
Retailers	17	13.9%
Seminars	11	9.0%
Other, please specify	8	6.6%
Total	122	100.0%

Table H8.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	34	85.0%
How-to videos	28	70.0%
Non-professionals (home videos) hunting/fishing/shooting	26	65.0%
Product reviews	25	62.5%
TV programs (complete or partial episodes)	23	57.5%
Competitions	22	55.0%
Fish and Wildlife agency produced videos	11	27.5%
Informational/political/talk show style	7	17.5%
Comedy/blooper videos	5	12.5%
Other	2	5.0%
Total	40	100.0%

Table H8.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	6.1%
Animal Planet	3	4.5%
Comcast SportsNet	0	0.0%
Discovery Channel	20	30.3%
ESPN/ESPN 2	3	4.5%
History Channel	23	34.8%
Military Channel	16	24.2%
National Geographic	11	16.7%
NBC Sports	0	0.0%
Outdoor Channel	56	84.8%
Pursuit Channel	24	36.4%
Sportsman Channel	43	65.2%
Sunshine Network / SUN Sports	1	1.5%
WildTV	2	3.0%
World Fishing Network	0	0.0%
Other national network	1	1.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	16	24.2%
I watched hunting/fishing TV, but don't remember the channel	12	18.2%
Total	66	100.0%

Table H8.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	71	48.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	60	40.5%
Books / magazines	58	39.2%
An invitation from a friend / family member	53	35.8%
Programming offered by outdoor retailers	50	33.8%
YouTube videos	44	29.7%
Membership in a non-profit organization	39	26.4%
Online forums / blogs	31	20.9%
Other Please describe	17	11.5%
None of the above	4	2.7%
Total	148	100.0%

Table H8.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	10	20.0%	16	27.6%	11	28.9%	16	36.4%
Google+	12	24.0%	11	19.0%	8	21.1%	9	20.5%
Twitter	0	0.0%	3	5.2%	2	5.3%	2	4.5%
Pinterest	3	6.0%	3	5.2%	4	10.5%	8	18.2%
Magazines	31	62.0%	37	63.8%	28	73.7%	25	56.8%
Instagram	2	4.0%	5	8.6%	4	10.5%	6	13.6%
YouTube	30	60.0%	34	58.6%	28	73.7%	40	90.9%
Television programs	27	54.0%	29	50.0%	27	71.1%	29	65.9%
Online Forums	14	28.0%	15	25.9%	12	31.6%	19	43.2%
Newsletter from hunting / wildlife groups or organizations	16	32.0%	24	41.4%	17	44.7%	16	36.4%
Fish / Wildlife Agency for My State of Residence	14	28.0%	19	32.8%	13	34.2%	13	29.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	6	12.0%	8	13.8%	8	21.1%	6	13.6%
Other	1	2.0%	0	0.0%	0	0.0%	1	2.3%
None of The Above	3	6.0%	7	12.1%	0	0.0%	2	4.5%
Total	50	100.0%	58	100.0%	38	100.0%	44	100.0%

Table H8.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	16	22.9%	13	22.8%	12	40.0%	8	15.4%
Google+	18	25.7%	19	33.3%	6	20.0%	15	28.8%
Twitter	4	5.7%	3	5.3%	1	3.3%	1	1.9%
Pinterest	6	8.6%	6	10.5%	4	13.3%	4	7.7%
Magazines	43	61.4%	44	77.2%	22	73.3%	32	61.5%
Instagram	7	10.0%	4	7.0%	5	16.7%	3	5.8%
YouTube	46	65.7%	37	64.9%	27	90.0%	29	55.8%
Television programs	40	57.1%	41	71.9%	23	76.7%	31	59.6%
Online Forums	24	34.3%	18	31.6%	17	56.7%	13	25.0%
Newsletter from hunting / wildlife groups or organizations	24	34.3%	24	42.1%	11	36.7%	19	36.5%
Fish / Wildlife Agency for My State of Residence	19	27.1%	22	38.6%	9	30.0%	15	28.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	8	11.4%	12	21.1%	2	6.7%	7	13.5%
Other	0	0.0%	1	1.8%	1	3.3%	0	0.0%
None of The Above	5	7.1%	1	1.8%	1	3.3%	5	9.6%
Total	70	100.0%	57	100.0%	30	100.0%	52	100.0%

Sighting-In with a Semi-Automatic Handgun

This section includes those who are interested in sighting-in with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H9.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H9.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H9.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H9.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H9.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H9.15) **Lapsed firearms (calculated, not asked).**

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H9.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H9.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H9.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H9.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table H9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Silhouette with a Semi-Automatic Handgun

This section includes those who are interested in shooting silhouette with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H10.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H10.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H10.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H10.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H10.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H10.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H10.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H10.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H10.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H10.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H10.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H10.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H10.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H10.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H10.15) **Lapsed firearms (calculated, not asked).**

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H10.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H10.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H10.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H10.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H10.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H10.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H10.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H10.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H10.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H10.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H10.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table H10.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Steel Challenge with a Semi-Automatic Handgun

This section includes those who are interested in shooting steel challenge with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H11.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H11.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H11.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H11.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H11.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H11.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H11.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H11.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H11.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H11.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H11.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H11.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H11.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H11.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H11.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H11.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H11.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H11.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H11.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H11.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H11.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H11.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H11.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H11.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H11.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H11.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table H11.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Teaching and Informative Shooting with a Semi-Automatic Handgun

This section includes those who are interested in teaching and informative shooting with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H12.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table H12.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table H12.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table H12.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table H12.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table H12.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table H12.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table H12.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table H12.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table H12.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table H12.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table H12.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table H12.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semi-Automatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table H12.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table H12.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table H12.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table H12.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table H12.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Semi-Automatic Handgun Activity Interest

Table H12.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table H12.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table H12.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table H12.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen’s conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table H12.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table H12.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table H12.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table H12.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
	Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
	Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
	Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
	Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
	Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
	YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
	Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
	Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
	Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
	Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
	Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
	None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
	Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table H12.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Ammunition Testing with a Semi-Automatic Handgun

This section includes those who are interested in ammunition testing with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H9.1) **What is your current age?**

	Count	Column Percent
18 to 24	1	0.9%
25 to 34	11	9.7%
35 to 44	15	13.3%
45 to 54	30	26.5%
55 to 64	38	33.6%
65 and older	18	15.9%
Total	113	100.0%

Table H9.2) **What is your gender?**

	Count	Column Percent
Male	111	98.2%
Female	2	1.8%
Total	113	100.0%

Table H9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	9	8.0%
\$20,000 to \$29,999	5	4.5%
\$30,000 to \$39,999	5	4.5%
\$40,000 to \$49,999	10	8.9%
\$50,000 to \$74,999	18	16.1%
\$75,000 to \$99,999	18	16.1%
\$100,000 to \$149,999	29	25.9%
\$150,000 to \$200,000	12	10.7%
More than \$200,000	6	5.4%
Total	112	100.0%

Table H9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	33	29.2%
Trade school, associates degree or similar	41	36.3%
Bachelors degree	27	23.9%
Masters degree	11	9.7%
Ph D and higher	1	0.9%
Total	113	100.0%

Table H9.5) In which region do you live?

	Count	Column Percent
Northeast	21	18.6%
Midwest	30	26.5%
South	39	34.5%
West	20	17.7%
Canada	3	2.7%
Total	113	100.0%

Introduction to Shooting

Table H9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	78	65.5%
11 to 17 years old	26	21.8%
18 to 24 years old	7	5.9%
25 to 34 years old	4	3.4%
35 to 44 years old	2	1.7%
45 to 54 years old	1	0.8%
55 to 64 years old	1	0.8%
65 years and older	0	0.0%
Total	119	100.0%

Table H9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	24	20.2%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.7%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	9	7.6%
Shotgun	27	22.7%
Semi-Automatic handgun	10	8.4%
Traditional bow	2	1.7%
Traditional rifle (Centerfire)	8	6.7%
Traditional rifle (Rimfire)	36	30.3%
Other	0	0.0%
Total	119	100.0%

Table H9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Long range	2	1.7%
Pattern shotgun	2	1.7%
Plinking or informal target shooting	97	81.5%
Silhouette	2	1.7%
Skeet	3	2.5%
Sporting clays	1	0.8%
Training (Military, Defense, Law Enforcement)	1	0.8%
Trap	3	2.5%
Target archery	4	3.4%
Field archery	1	0.8%
Other Please describe:	3	2.5%
Total	119	100.0%

Table H9.9) Who took you shooting for the first time?

	Count	Column Percent
Father	69	59.0%
Aunt / Uncle	22	18.8%
Friend	12	10.3%
Grandparent	11	9.4%
Sibling	9	7.7%
Nobody / I shot alone when I first went shooting	7	6.0%
Mother	6	5.1%
Another relative	6	5.1%
Co-worker	3	2.6%
Camp / Summer camp	3	2.6%
Spouse	1	0.9%
Neighbor	1	0.9%
Guide / outfitter	0	0.0%
Military	0	0.0%
Other	0	0.0%
Total	117	100.0%

Table H9.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	79	67.5%
Tradition / way of life	60	51.3%
Spend time with family or friends who already shot	57	48.7%
Wanted to spend more time outdoors	57	48.7%
It's relaxing / an escape	47	40.2%
Training for hunting	45	38.5%
I wanted a challenge / adventure	42	35.9%
Wanted to try a new sport	22	18.8%
Protection / self defense	20	17.1%
To teach someone else / introduce my children or others to shooting	17	14.5%
Training (military, police, etc.)	13	11.1%
Media (television, magazines, movies)	5	4.3%
Other Please write in	2	1.7%
Total	117	100.0%

Table H9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	33	27.7%
1 year	17	14.3%
2 - 5 years	31	26.1%
6 - 10 years	3	2.5%
More than 10 years	9	7.6%
I have only ever participated in [the shooting activity that I first participated in]	26	21.8%
Total	119	100.0%

Table H9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	61	68.5%
3 Gun with a semi-automatic handgun	1	1.1%
Bowling pin with a semi-automatic handgun	3	3.4%
Bullseye with a semi-automatic handgun	12	13.5%
Cowboy action with a semi-automatic handgun	2	2.2%
IDPA with a semi-automatic handgun	1	1.1%
IPSC with a semi-automatic handgun	2	2.2%
Load Testing/Development with a semi-automatic handgun	4	4.5%
Sighting-in with a semi-automatic handgun	0	0.0%
Silhouette with a semi-automatic handgun	10	11.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	0	0.0%
Teaching/Informative with a semi-automatic handgun	9	10.1%
Testing (Ammo & firearm) with a semi-automatic handgun	14	15.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	12	13.5%
Other Please describe with a semi-automatic handgun	2	2.2%
Plinking or informal target shooting with a revolver	67	75.3%
3 Gun with a revolver	1	1.1%
Bowling pin with a revolver	5	5.6%
Bullseye with a revolver	12	13.5%
Cowboy action with a revolver	2	2.2%
IDPA with a revolver	1	1.1%
IPSC with a revolver	1	1.1%
Load Testing/Development with a revolver	6	6.7%
Sighting-in with a revolver	15	16.9%
Silhouette with a revolver	8	9.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	0	0.0%
Teaching/Informative with a revolver	11	12.4%
Testing (Ammo & firearm) with a revolver	15	16.9%
Training (Military, Defense, Law Enforcement) with a revolver	5	5.6%

Other Please describe with a revolver	1	1.1%
Plinking or informal target shooting with a traditional rimfire rifle	76	85.4%
3 Gun with a traditional rimfire rifle	1	1.1%
Benchrest with a traditional rimfire rifle	16	18.0%
Cowboy action with a traditional rimfire rifle	2	2.2%
Load Testing/Development with a traditional rimfire rifle	5	5.6%
Long range with a traditional rimfire rifle	8	9.0%
NRA high power with a traditional rimfire rifle	1	1.1%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	38	42.7%
Silhouette with a traditional rimfire rifle	9	10.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.1%
Tactical with a traditional rimfire rifle	3	3.4%
Teaching/Informative with a traditional rimfire rifle	17	19.1%
Three (3) position with a traditional rimfire rifle	6	6.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.1%
Other Please describe with a traditional rimfire rifle	4	4.5%
Plinking or informal target shooting with a traditional centerfire rifle	70	78.7%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	23	25.8%
Cowboy action with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a traditional centerfire rifle	16	18.0%
Long range with a traditional centerfire rifle	25	28.1%
NRA high power with a traditional centerfire rifle	2	2.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	50	56.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	9	10.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.1%
Tactical with a traditional centerfire rifle	7	7.9%
Teaching/Informative with a traditional centerfire rifle	14	15.7%
Three (3) position with a traditional centerfire rifle	4	4.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	13	14.6%
Other Please describe with a traditional centerfire rifle	3	3.4%
Plinking or informal target shooting with an MSR	44	49.4%
3 Gun with an MSR	1	1.1%
Benchrest with an MSR	8	9.0%
Cowboy action with an MSR	1	1.1%
Load Testing/Development with an MSR	9	10.1%
Long range with an MSR	16	18.0%
NRA high power with an MSR	1	1.1%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	19	21.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	6	6.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	3.4%
Tactical with an MSR	8	9.0%
Teaching/Informative with an MSR	7	7.9%
Three (3) position with an MSR	3	3.4%
Training (Military, Defense, Law Enforcement) with an MSR	13	14.6%
Other Please describe with an MSR	1	1.1%
Informal (backyard, testing) with a shotgun	54	60.7%
3 Gun with a shotgun	2	2.2%
5 Stand with a shotgun	15	16.9%
Cowboy Action with a shotgun	1	1.1%
Dog training with a shotgun	11	12.4%
Other with a shotgun	1	1.1%
Pattern shotgun with a shotgun	45	50.6%
Sighting-In with a shotgun	33	37.1%
Skeet with a shotgun	38	42.7%
Sporting clays with a shotgun	46	51.7%
Teaching/Informative with a shotgun	10	11.2%
Test reload with a shotgun	13	14.6%
Training (Military, Defense, Law Enforcement) with a shotgun	8	9.0%
Trap with a shotgun	37	41.6%
Wobble Trap with a shotgun	9	10.1%
Other Please describe with a shotgun	4	4.5%
Total	89	100.0%

Current Recreational Shooting Activities

Table H9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Shotgun	72	78.3%
Traditional Centerfire Rifle	68	73.9%
Traditional Rimfire Rifle	61	66.3%
Semi-Automatic Handgun	53	57.6%
Revolver	51	55.4%
Muzzleloader	36	39.1%
Traditional or Compound Bow	35	38.0%
MSR	30	32.6%
Crossbow	19	20.7%
None of the Above	6	6.5%
Total	92	100.0%

Table H9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	56	60.9%
Plinking or informal target shooting with a traditional centerfire rifle	55	59.8%
Plinking or informal target shooting with a Semi-Automatic Handgun	50	54.3%
Plinking or informal target shooting with a Revolver	44	47.8%
Informal (backyard or testing) with a Shotgun	43	46.7%
Sighting-in rifle with a traditional centerfire rifle	42	45.7%
Target shooting with a muzzleloader	36	39.1%
Pattern shotgun	36	39.1%
Target shooting with a traditional or compound bow	35	38.0%
Sporting clays with a Shotgun	33	35.9%
Trap with a Shotgun	27	29.3%
Sighting-in rifle with a traditional rimfire rifle	26	28.3%
Sighting-In with a Shotgun	25	27.2%
Skeet with a Shotgun	25	27.2%
Plinking or informal target shooting with a MSR	24	26.1%
Benchrest with a traditional centerfire rifle	19	20.7%
Target shooting with a crossbow	19	20.7%
Long range with a traditional centerfire rifle	16	17.4%
Load Testing/Development with a traditional centerfire rifle	14	15.2%
Benchrest with a traditional rimfire rifle	14	15.2%
5 Stand with a Shotgun	13	14.1%
Test reload with a Shotgun	11	12.0%
Long range with a MSR	10	10.9%

Sighting-in with a Revolver	10	10.9%
Silhouette with a Semi-Automatic Handgun	9	9.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	9	9.8%
Testing (Ammo & firearm) with a Revolver	9	9.8%
Teaching/Informative with a traditional rimfire rifle	9	9.8%
Teaching/Informative with a traditional centerfire rifle	8	8.7%
Dog training with a shotgun	8	8.7%
Target shooting with an air rifle at a range	8	8.7%
Teaching/Informative with a Shotgun	7	7.6%
Wobble Trap with a Shotgun	7	7.6%
Load Testing/Development with a MSR	7	7.6%
Sighting-in rifle with a MSR	7	7.6%
Bullseye with a Semi-Automatic Handgun	7	7.6%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	7.6%
Bullseye with a Revolver	7	7.6%
Teaching/Informative with a Semi-Automatic Handgun	6	6.5%
None of the above	6	6.5%
Teaching/Informative with a MSR	5	5.4%
Training (Military / Defense / Law Enforcement) with a MSR	5	5.4%
Silhouette with a Revolver	5	5.4%
Teaching/Informative with a Revolver	5	5.4%
Long range with a traditional rimfire rifle	5	5.4%
Silhouette with a traditional centerfire rifle	4	4.3%
Silhouette with a MSR	4	4.3%
Tactical with a MSR	4	4.3%
Load Testing/Development with a traditional rimfire rifle	4	4.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	3	3.3%
Tactical with a traditional centerfire rifle	3	3.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.3%
Benchrest with a MSR	3	3.3%
Load Testing/Development with a Revolver	3	3.3%
Silhouette with a traditional rimfire rifle	3	3.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	3.3%
Three (3) position with a MSR	2	2.2%
Load Testing/Development with a Semi-Automatic Handgun	2	2.2%
Bowling pin with a Revolver	2	2.2%
Cowboy action with a Revolver	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Tactical with a traditional rimfire rifle	2	2.2%
Three (3) position with a traditional rimfire rifle	2	2.2%
3 Gun with a Shotgun	1	1.1%

Cowboy Action with a Shotgun	1	1.1%
Cowboy action with a traditional centerfire rifle	1	1.1%
NRA high power with a traditional centerfire rifle	1	1.1%
Steel Challenge with a traditional centerfire rifle	1	1.1%
3 Gun with a MSR	1	1.1%
Cowboy action with a MSR	1	1.1%
Steel Challenge with a MSR	1	1.1%
3 Gun with a Semi-Automatic Handgun	1	1.1%
Bowling pin with a Semi-Automatic Handgun	1	1.1%
Cowboy action with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Training (Military / Defense / Law Enforcement) with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Three (3) position with a traditional centerfire rifle	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
Sighting-in with a Semi-Automatic Handgun	0	0.0%
Steel Challenge with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Steel Challenge with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Total	92	100.0%

Table H9.15) **Lapsed firearms (calculated, not asked).**

	Count	Column Percent
Semi-Automatic Handgun	14	20.6%
Revolver	20	29.4%
Traditional Rimfire Rifle	17	25.0%
Traditional Centerfire Rifle	10	14.7%
MSR	20	29.4%
Shotgun	7	10.3%
Air Rifle	24	35.3%
Traditional or Compound Bow	22	32.4%
Crossbow	11	16.2%
Muzzleloader	14	20.6%
Total	68	100.0%

Table H9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	11	13.8%
3 Gun with a Shotgun	1	1.3%
5 Stand with a Shotgun	2	2.5%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	8	10.0%
Skeet with a Shotgun	13	16.3%
Sporting clays with a Shotgun	13	16.3%
Teaching/Informative with a Shotgun	3	3.8%
Test reload with a Shotgun	2	2.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	5	6.3%
Trap with a Shotgun	10	12.5%
Wobble Trap with a Shotgun	2	2.5%
Plinking or informal target shooting with a traditional centerfire rifle	15	18.8%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.0%
Cowboy action with a traditional centerfire rifle	1	1.3%
Load Testing/Development with a traditional centerfire rifle	2	2.5%
Long range with a traditional centerfire rifle	9	11.3%
NRA high power with a traditional centerfire rifle	1	1.3%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	8	10.0%
Silhouette with a traditional centerfire rifle	5	6.3%
Steel Challenge with a traditional centerfire rifle	0	0.0%
Tactical with a traditional centerfire rifle	4	5.0%
Teaching/Informative with a traditional centerfire rifle	6	7.5%
Three (3) position with a traditional centerfire rifle	4	5.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	10	12.5%
Plinking or informal target shooting with a MSR	20	25.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	5	6.3%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	2	2.5%
Long range with a MSR	6	7.5%
NRA high power with a MSR	1	1.3%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	15.0%
Silhouette with a MSR	2	2.5%
Steel Challenge with a MSR	2	2.5%
Tactical with a MSR	4	5.0%
Teaching/Informative with a MSR	2	2.5%
Three (3) position with a MSR	1	1.3%
Training (Military / Defense / Law Enforcement) with a MSR	8	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	11	13.8%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.5%
Bullseye with a Semi-Automatic Handgun	5	6.3%
Cowboy action with a Semi-Automatic Handgun	1	1.3%
IDPA with a Semi-Automatic Handgun	1	1.3%
IPSC with a Semi-Automatic Handgun	1	1.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.5%
Sighting-in with a Semi-Automatic Handgun	0	0.0%
Silhouette with a Semi-Automatic Handgun	1	1.3%
Steel Challenge with a Semi-Automatic Handgun	0	0.0%
Teaching/Informative with a Semi-Automatic Handgun	3	3.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	5	6.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	5	6.3%
Plinking or informal target shooting with a Revolver	23	28.7%
3 Gun with a Revolver	5	6.3%
Bowling pin with a Revolver	3	3.8%
Bullseye with a Revolver	5	6.3%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.3%
Load Testing/Development with a Revolver	3	3.8%
Sighting-in with a Revolver	5	6.3%
Silhouette with a Revolver	3	3.8%
Steel Challenge with a Revolver	0	0.0%
Teaching/Informative with a Revolver	6	7.5%
Testing (Ammo & firearm) with a Revolver	6	7.5%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.8%
Dog training with a shotgun	3	3.8%
Target shooting with a traditional or compound bow	22	27.5%
Target shooting with a crossbow	11	13.8%
Target shooting with a muzzleloader	14	17.5%
Plinking or informal target shooting with a traditional rimfire rifle	20	25.0%
3 Gun with a traditional rimfire rifle	1	1.3%
Benchrest with a traditional rimfire rifle	2	2.5%

Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.3%
Long range with a traditional rimfire rifle	3	3.8%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	12	15.0%
Target shooting with an air rifle at a range	24	30.0%
Silhouette with a traditional rimfire rifle	6	7.5%
Pattern shotgun	9	11.3%
Steel Challenge with a traditional rimfire rifle	1	1.3%
Tactical with a traditional rimfire rifle	1	1.3%
Teaching/Informative with a traditional rimfire rifle	8	10.0%
Three (3) position with a traditional rimfire rifle	4	5.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	6	7.5%
Total	80	100.0%

Current Hunting Activities

Table H9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	85	93.4%
Shotgun	84	92.3%
Muzzleloader	57	62.6%
Traditional bow/compound bow	48	52.7%
Handgun	38	41.8%
Crossbow	28	30.8%
MSR	23	25.3%
Other	1	1.1%
Total	91	100.0%

Table H9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	25	28.4%
Deer	85	96.6%
Elk	24	27.3%
Other big game	9	10.2%
Others	5	5.7%
Predators	36	40.9%
Small game	48	54.5%
Turkey	56	63.6%
Upland game birds	50	56.8%
Waterfowl	34	38.6%
Wild pig / feral hog	17	19.3%
Total	88	100.0%

Semi-Automatic Handgun Activity Interest

Table H9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	16	59.3%
I don't have anybody to go with	6	22.2%
These activities are not offered at ranges in my area	5	18.5%
Too expensive	5	18.5%
I don't know how to get started	5	18.5%
Other Please describe	2	7.4%
Medical reason / disability	1	3.7%
I do not own / have access to this firearm	0	0.0%
Total	27	100.0%

Table H9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	9	69.2%
Not enough time	4	30.8%
These activities are not offered at ranges in my area	1	7.7%
Too expensive	1	7.7%
I don't have anybody to go with	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	13	100.0%

Influential Media and Individuals

Table H9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	41	44.1%
Father	33	35.5%
Self / nobody else	15	16.1%
Aunt / Uncle	12	12.9%
Sibling	11	11.8%
Grandparent	10	10.8%
Co-worker	8	8.6%
Another relative	7	7.5%
Military	7	7.5%
Mother	4	4.3%
Other, please specify	3	3.2%
Spouse	2	2.2%
Children / grandchildren	1	1.1%
Neighbor	1	1.1%
Guide / outfitter	0	0.0%
Total	93	100.0%

Table H9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	41	44.6%
Magazines and Books	35	38.0%
National sportsmen's conservation organizations	25	27.2%
Online videos	20	21.7%
Local clubs or social organizations	17	18.5%
Hunter education programs	14	15.2%
State wildlife management agencies	14	15.2%
Retailers	10	10.9%
Seminars	5	5.4%
Other, please specify	3	3.3%
Total	92	100.0%

Table H9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	13	68.4%
How-to videos	12	63.2%
TV programs (complete or partial episodes)	10	52.6%
Non-professionals (home videos) hunting/fishing/shooting	9	47.4%
Competitions	8	42.1%
Product reviews	7	36.8%
Fish and Wildlife agency produced videos	4	21.1%
Informational/political/talk show style	1	5.3%
Comedy/blooper videos	1	5.3%
Other	0	0.0%
Total	19	100.0%

Table H9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	2	4.9%
Animal Planet	2	4.9%
Comcast SportsNet	0	0.0%
Discovery Channel	8	19.5%
ESPN/ESPN 2	1	2.4%
History Channel	8	19.5%
Military Channel	7	17.1%
National Geographic	4	9.8%
NBC Sports	1	2.4%
Outdoor Channel	36	87.8%
Pursuit Channel	17	41.5%
Sportsman Channel	22	53.7%
Sunshine Network / SUN Sports	1	2.4%
WildTV	1	2.4%
World Fishing Network	1	2.4%
Other national network	1	2.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	7	17.1%
I watched hunting/fishing TV, but don't remember the channel	5	12.2%
Total	41	100.0%

Table H9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	45	40.9%
Joining a local range	42	38.2%
Books / magazines	36	32.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	33	30.0%
YouTube videos	32	29.1%
Programming offered by outdoor retailers	29	26.4%
Membership in a non-profit organization	27	24.5%
Online forums / blogs	23	20.9%
Other Please describe	10	9.1%
None of the above	4	3.6%
Total	110	100.0%

Table H9.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	7 24.1%	12 36.4%	7 25.9%	13 40.6%			
	Google+	2 6.9%	8 24.2%	6 22.2%	10 31.3%			
	Twitter	1 3.4%	4 12.1%	3 11.1%	4 12.5%			
	Pinterest	2 6.9%	4 12.1%	4 14.8%	6 18.8%			
	Magazines	19 65.5%	24 72.7%	19 70.4%	22 68.8%			
	Instagram	3 10.3%	5 15.2%	5 18.5%	4 12.5%			
	YouTube	17 58.6%	22 66.7%	16 59.3%	26 81.3%			
	Television programs	17 58.6%	16 48.5%	13 48.1%	21 65.6%			
	Online Forums	5 17.2%	12 36.4%	7 25.9%	11 34.4%			
	Newsletter from hunting / wildlife groups or organizations	8 27.6%	16 48.5%	15 55.6%	14 43.8%			
	Fish / Wildlife Agency for My State of Residence	13 44.8%	17 51.5%	14 51.9%	12 37.5%			
	Fish / Wildlife Agency for A State Other Than My State of Residence	3 10.3%	9 27.3%	8 29.6%	7 21.9%			
	Other	1 3.4%	1 3.0%	0 0.0%	1 3.1%			
	None of The Above	2 6.9%	3 9.1%	2 7.4%	1 3.1%			
	Total	29 100.0%	33 100.0%	27 100.0%	32 100.0%			

Table H9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	26.2%	14	38.9%	8	34.8%	11	24.4%
Google+	12	28.6%	10	27.8%	6	26.1%	14	31.1%
Twitter	4	9.5%	5	13.9%	3	13.0%	0	0.0%
Pinterest	4	9.5%	6	16.7%	3	13.0%	1	2.2%
Magazines	28	66.7%	27	75.0%	15	65.2%	24	53.3%
Instagram	7	16.7%	6	16.7%	3	13.0%	1	2.2%
YouTube	23	54.8%	23	63.9%	17	73.9%	21	46.7%
Television programs	22	52.4%	25	69.4%	15	65.2%	23	51.1%
Online Forums	11	26.2%	12	33.3%	12	52.2%	11	24.4%
Newsletter from hunting / wildlife groups or organizations	14	33.3%	15	41.7%	9	39.1%	13	28.9%
Fish / Wildlife Agency for My State of Residence	13	31.0%	13	36.1%	9	39.1%	12	26.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	10	23.8%	8	22.2%	3	13.0%	10	22.2%
Other	0	0.0%	2	5.6%	1	4.3%	0	0.0%
None of The Above	3	7.1%	3	8.3%	1	4.3%	5	11.1%
Total	42	100.0%	36	100.0%	23	100.0%	45	100.0%

Training with a Semi-Automatic Handgun

This section includes those who are interested in training (military, defense, law enforcement, etc.) with a semi-automatic handgun. This includes both those who currently shoot with a semi-automatic handgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table H14.1) What is your current age?

	Count	Column Percent
18 to 24	5	1.8%
25 to 34	25	8.9%
35 to 44	44	15.7%
45 to 54	80	28.6%
55 to 64	79	28.2%
65 and older	47	16.8%
Total	280	100.0%

Table H14.2) What is your gender?

	Count	Column Percent
Male	277	98.9%
Female	3	1.1%
Total	280	100.0%

Table H14.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	16	5.7%
\$20,000 to \$29,999	17	6.1%
\$30,000 to \$39,999	15	5.4%
\$40,000 to \$49,999	23	8.2%
\$50,000 to \$74,999	57	20.4%
\$75,000 to \$99,999	54	19.4%
\$100,000 to \$149,999	49	17.6%
\$150,000 to \$200,000	29	10.4%
More than \$200,000	19	6.8%
Total	279	100.0%

Table H14.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	3	1.1%
High school graduation	63	22.5%
Trade school, associates degree or similar	99	35.4%
Bachelors degree	87	31.1%
Masters degree	24	8.6%
Ph D and higher	4	1.4%
Total	280	100.0%

Table H14.5) In which region do you live?

	Count	Column Percent
Northeast	43	15.4%
Midwest	81	28.9%
South	99	35.4%
West	54	19.3%
Canada	3	1.1%
Total	280	100.0%

Introduction to Shooting

Table H14.6) How old were you when you first went shooting?

	Count	Column Percent
10 years or younger	213	74.0%
11 to 17 years old	54	18.8%
18 to 24 years old	11	3.8%
25 to 34 years old	5	1.7%
35 to 44 years old	2	0.7%
45 to 54 years old	1	0.3%
55 to 64 years old	2	0.7%
65 years and older	0	0.0%
Total	288	100.0%

Table H14.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	76	26.4%
Blackpowder or muzzleloader	1	0.3%
Compound bow	3	1.0%
Crossbow	0	0.0%
MSR	2	0.7%
Revolver	10	3.5%
Shotgun	48	16.7%
Semi-Automatic handgun	13	4.5%
Traditional bow	13	4.5%
Traditional rifle (Centerfire)	11	3.8%
Traditional rifle (Rimfire)	111	38.5%
Other	0	0.0%
Total	288	100.0%

Table H14.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	4	1.4%
Long range	1	0.3%
Pattern shotgun	3	1.0%
Plinking or informal target shooting	231	80.2%
Silhouette	1	0.3%
Skeet	7	2.4%
Sporting clays	4	1.4%
Tactical	1	0.3%
Training (Military, Defense, Law Enforcement)	4	1.4%
Trap	3	1.0%
Target archery	11	3.8%
Field archery	2	0.7%
3D archery	2	0.7%
Other Please describe:	14	4.9%
Total	288	100.0%

Table H14.9) Who took you shooting for the first time?

	Count	Column Percent
Father	189	66.5%
Friend	40	14.1%
Grandparent	31	10.9%
Aunt / Uncle	27	9.5%
Nobody / I shot alone when I first went shooting	16	5.6%
Sibling	13	4.6%
Mother	11	3.9%
Another relative	8	2.8%
Camp / Summer camp	7	2.5%
Neighbor	5	1.8%
Military	5	1.8%
Co-worker	3	1.1%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	284	100.0%

Table H14.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	209	74.1%
Tradition / way of life	178	63.1%
Spend time with family or friends who already shot	155	55.0%
It's relaxing / an escape	142	50.4%
Wanted to spend more time outdoors	135	47.9%
I wanted a challenge / adventure	110	39.0%
Training for hunting	86	30.5%
To teach someone else / introduce my children or others to shooting	61	21.6%
Wanted to try a new sport	52	18.4%
Protection / self defense	51	18.1%
Training (military, police, etc.)	41	14.5%
Media (television, magazines, movies)	19	6.7%
Other Please write in	5	1.8%
Total	282	100.0%

Table H14.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	74	25.7%
1 year	31	10.8%
2 - 5 years	96	33.3%
6 - 10 years	21	7.3%
More than 10 years	35	12.2%
I have only ever participated in [the shooting activity that I first participated in]	31	10.8%
Total	288	100.0%

Table H14.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	214	84.9%
3 Gun with a semi-automatic handgun	8	3.2%
Bowling pin with a semi-automatic handgun	23	9.1%
Bullseye with a semi-automatic handgun	51	20.2%
Cowboy action with a semi-automatic handgun	4	1.6%
IDPA with a semi-automatic handgun	14	5.6%
IPSC with a semi-automatic handgun	13	5.2%
Load Testing/Development with a semi-automatic handgun	46	18.3%
Sighting-in with a semi-automatic handgun	145	57.5%
Silhouette with a semi-automatic handgun	0	0.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	18	7.1%
Teaching/Informative with a semi-automatic handgun	62	24.6%
Testing (Ammo & firearm) with a semi-automatic handgun	87	34.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	61	24.2%
Other Please describe with a semi-automatic handgun	10	4.0%
Plinking or informal target shooting with a revolver	202	80.2%
3 Gun with a revolver	2	0.8%
Bowling pin with a revolver	16	6.3%
Bullseye with a revolver	47	18.7%
Cowboy action with a revolver	8	3.2%
IDPA with a revolver	4	1.6%
IPSC with a revolver	4	1.6%
Load Testing/Development with a revolver	45	17.9%
Sighting-in with a revolver	116	46.0%
Silhouette with a revolver	9	3.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	6	2.4%
Teaching/Informative with a revolver	52	20.6%
Testing (Ammo & firearm) with a revolver	76	30.2%
Training (Military, Defense, Law Enforcement) with a revolver	27	10.7%

Other Please describe with a revolver	11	4.4%
Plinking or informal target shooting with a traditional rimfire rifle	229	90.9%
3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	74	29.4%
Cowboy action with a traditional rimfire rifle	1	0.4%
Load Testing/Development with a traditional rimfire rifle	32	12.7%
Long range with a traditional rimfire rifle	42	16.7%
NRA high power with a traditional rimfire rifle	2	0.8%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	170	67.5%
Silhouette with a traditional rimfire rifle	25	9.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	7	2.8%
Tactical with a traditional rimfire rifle	6	2.4%
Teaching/Informative with a traditional rimfire rifle	77	30.6%
Three (3) position with a traditional rimfire rifle	19	7.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	16	6.3%
Other Please describe with a traditional rimfire rifle	19	7.5%
Plinking or informal target shooting with a traditional centerfire rifle	206	81.7%
3 Gun with a traditional centerfire rifle	3	1.2%
Benchrest with a traditional centerfire rifle	89	35.3%
Cowboy action with a traditional centerfire rifle	6	2.4%
Load Testing/Development with a traditional centerfire rifle	70	27.8%
Long range with a traditional centerfire rifle	93	36.9%
NRA high power with a traditional centerfire rifle	8	3.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	173	68.7%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	19	7.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	5	2.0%
Tactical with a traditional centerfire rifle	15	6.0%
Teaching/Informative with a traditional centerfire rifle	71	28.2%
Three (3) position with a traditional centerfire rifle	20	7.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	37	14.7%
Other Please describe with a traditional centerfire rifle	14	5.6%
Plinking or informal target shooting with an MSR	161	63.9%
3 Gun with an MSR	7	2.8%
Benchrest with an MSR	38	15.1%
Cowboy action with an MSR	1	0.4%
Load Testing/Development with an MSR	41	16.3%
Long range with an MSR	38	15.1%
NRA high power with an MSR	5	2.0%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	114	45.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	7	2.8%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	6	2.4%
Tactical with an MSR	34	13.5%
Teaching/Informative with an MSR	52	20.6%
Three (3) position with an MSR	11	4.4%
Training (Military, Defense, Law Enforcement) with an MSR	49	19.4%
Other Please describe with an MSR	6	2.4%
Informal (backyard, testing) with a shotgun	190	75.4%
3 Gun with a shotgun	7	2.8%
5 Stand with a shotgun	46	18.3%
Cowboy Action with a shotgun	8	3.2%
Dog training with a shotgun	36	14.3%
Other with a shotgun	6	2.4%
Pattern shotgun with a shotgun	145	57.5%
Sighting-In with a shotgun	113	44.8%
Skeet with a shotgun	148	58.7%
Sporting clays with a shotgun	154	61.1%
Teaching/Informative with a shotgun	65	25.8%
Test reload with a shotgun	44	17.5%
Training (Military, Defense, Law Enforcement) with a shotgun	32	12.7%
Trap with a shotgun	143	56.7%
Wobble Trap with a shotgun	36	14.3%
Other Please describe with a shotgun	14	5.6%
Total	252	100.0%

Current Recreational Shooting Activities

Table H14.13) Which firearm have you shot with during the past 3 years?

	Count	Column Percent
Semi-Automatic Handgun	216	85.0%
Traditional Rimfire Rifle	214	84.3%
Shotgun	209	82.3%
Traditional Centerfire Rifle	206	81.1%
Revolver	177	69.7%
Traditional or Compound Bow	123	48.4%
MSR	118	46.5%
Muzzleloader	112	44.1%
Crossbow	54	21.3%
None of the Above	6	2.4%
Total	254	100.0%

Table H14.14) What shooting activities have you participated in within the past 3 years?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	195	76.2%
Plinking or informal target shooting with a traditional rimfire rifle	194	75.8%
Plinking or informal target shooting with a traditional centerfire rifle	173	67.6%
Plinking or informal target shooting with a Revolver	160	62.5%
Sighting-in rifle with a traditional centerfire rifle	153	59.8%
Informal (backyard or testing) with a Shotgun	152	59.4%
Sighting-in rifle with a traditional rimfire rifle	139	54.3%
Sighting-in with a Semi-Automatic Handgun	129	50.4%
Target shooting with a traditional or compound bow	123	48.0%
Pattern shotgun	118	46.1%
Target shooting with a muzzleloader	112	43.8%
Plinking or informal target shooting with a MSR	109	42.6%
Sporting clays with a Shotgun	108	42.2%
Trap with a Shotgun	102	39.8%
Skeet with a Shotgun	97	37.9%
Sighting-in with a Revolver	94	36.7%
Sighting-In with a Shotgun	81	31.6%
Sighting-in rifle with a MSR	75	29.3%
Benchrest with a traditional centerfire rifle	74	28.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	69	27.0%
Long range with a traditional centerfire rifle	67	26.2%
Target shooting with an air rifle at a range	59	23.0%
Teaching/Informative with a traditional rimfire rifle	59	23.0%

Load Testing/Development with a traditional centerfire rifle	56	21.9%
Testing (Ammo & firearm) with a Revolver	56	21.9%
Target shooting with a crossbow	54	21.1%
Benchrest with a traditional rimfire rifle	53	20.7%
Teaching/Informative with a Semi-Automatic Handgun	49	19.1%
Teaching/Informative with a traditional centerfire rifle	48	18.8%
Teaching/Informative with a Shotgun	47	18.4%
Bullseye with a Semi-Automatic Handgun	42	16.4%
Teaching/Informative with a Revolver	40	15.6%
Load Testing/Development with a Semi-Automatic Handgun	38	14.8%
5 Stand with a Shotgun	37	14.5%
Test reload with a Shotgun	32	12.5%
Teaching/Informative with a MSR	30	11.7%
Load Testing/Development with a Revolver	30	11.7%
Wobble Trap with a Shotgun	28	10.9%
Load Testing/Development with a MSR	27	10.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	27	10.5%
Bullseye with a Revolver	27	10.5%
Long range with a traditional rimfire rifle	26	10.2%
Dog training with a shotgun	23	9.0%
Long range with a MSR	19	7.4%
Load Testing/Development with a traditional rimfire rifle	17	6.6%
Benchrest with a MSR	16	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	15	5.9%
Tactical with a MSR	14	5.5%
Silhouette with a traditional rimfire rifle	14	5.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	5.1%
Bowling pin with a Semi-Automatic Handgun	12	4.7%
IDPA with a Semi-Automatic Handgun	11	4.3%
Steel Challenge with a Semi-Automatic Handgun	11	4.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	10	3.9%
Silhouette with a traditional centerfire rifle	9	3.5%
Training (Military / Defense / Law Enforcement) with a Revolver	9	3.5%
IPSC with a Semi-Automatic Handgun	8	3.1%
3 Gun with a Semi-Automatic Handgun	7	2.7%
Three (3) position with a traditional rimfire rifle	7	2.7%
Tactical with a traditional centerfire rifle	6	2.3%
Three (3) position with a traditional centerfire rifle	6	2.3%
None of the above	6	2.3%
Bowling pin with a Revolver	5	2.0%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	2.0%
3 Gun with a Shotgun	4	1.6%
Cowboy Action with a Shotgun	4	1.6%
Three (3) position with a MSR	4	1.6%
Cowboy action with a Revolver	4	1.6%
3 Gun with a MSR	3	1.2%
Silhouette with a MSR	3	1.2%
Silhouette with a Revolver	3	1.2%
Steel Challenge with a Revolver	3	1.2%
Steel Challenge with a traditional rimfire rifle	3	1.2%
Cowboy action with a traditional centerfire rifle	2	0.8%
Steel Challenge with a traditional centerfire rifle	2	0.8%
IPSC with a Revolver	2	0.8%
Tactical with a traditional rimfire rifle	2	0.8%
3 Gun with a traditional centerfire rifle	1	0.4%
Cowboy action with a MSR	1	0.4%
NRA high power with a MSR	1	0.4%
Steel Challenge with a MSR	1	0.4%
3 Gun with a Revolver	1	0.4%
IDPA with a Revolver	1	0.4%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
Silhouette with a Semi-Automatic Handgun	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	256	100.0%

Table H14.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	15	7.9%
Revolver	41	21.7%
Traditional Rimfire Rifle	27	14.3%
Traditional Centerfire Rifle	20	10.6%
MSR	58	30.7%
Shotgun	28	14.8%
Air Rifle	72	38.1%
Traditional or Compound Bow	66	34.9%
Crossbow	27	14.3%
Muzzleloader	55	29.1%
Total	189	100.0%

Table H14.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	38	17.1%
3 Gun with a Shotgun	3	1.4%
5 Stand with a Shotgun	9	4.1%
Cowboy Action with a Shotgun	4	1.8%
Sighting-In with a Shotgun	32	14.4%
Skeet with a Shotgun	51	23.0%
Sporting clays with a Shotgun	46	20.7%
Teaching/Informative with a Shotgun	18	8.1%
Test reload with a Shotgun	12	5.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	8.6%
Trap with a Shotgun	41	18.5%
Wobble Trap with a Shotgun	8	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	33	14.9%
3 Gun with a traditional centerfire rifle	2	0.9%
Benchrest with a traditional centerfire rifle	15	6.8%
Cowboy action with a traditional centerfire rifle	4	1.8%
Load Testing/Development with a traditional centerfire rifle	14	6.3%
Long range with a traditional centerfire rifle	26	11.7%
NRA high power with a traditional centerfire rifle	8	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	20	9.0%
Silhouette with a traditional centerfire rifle	10	4.5%
Steel Challenge with a traditional centerfire rifle	3	1.4%
Tactical with a traditional centerfire rifle	9	4.1%
Teaching/Informative with a traditional centerfire rifle	23	10.4%
Three (3) position with a traditional centerfire rifle	14	6.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	27	12.2%
Plinking or informal target shooting with a MSR	52	23.4%
3 Gun with a MSR	4	1.8%
Benchrest with a MSR	22	9.9%

Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	14	6.3%
Long range with a MSR	19	8.6%
NRA high power with a MSR	4	1.8%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	39	17.6%
Silhouette with a MSR	4	1.8%
Steel Challenge with a MSR	5	2.3%
Tactical with a MSR	20	9.0%
Teaching/Informative with a MSR	22	9.9%
Three (3) position with a MSR	7	3.2%
Training (Military / Defense / Law Enforcement) with a MSR	34	15.3%
Plinking or informal target shooting with a Semi-Automatic Handgun	19	8.6%
3 Gun with a Semi-Automatic Handgun	1	0.5%
Bowling pin with a Semi-Automatic Handgun	11	5.0%
Bullseye with a Semi-Automatic Handgun	9	4.1%
Cowboy action with a Semi-Automatic Handgun	4	1.8%
IDPA with a Semi-Automatic Handgun	3	1.4%
IPSC with a Semi-Automatic Handgun	5	2.3%
Load Testing/Development with a Semi-Automatic Handgun	8	3.6%
Sighting-in with a Semi-Automatic Handgun	16	7.2%
Silhouette with a Semi-Automatic Handgun	0	0.0%
Steel Challenge with a Semi-Automatic Handgun	7	3.2%
Teaching/Informative with a Semi-Automatic Handgun	13	5.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	18	8.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	32	14.4%
Plinking or informal target shooting with a Revolver	42	18.9%
3 Gun with a Revolver	15	6.8%
Bowling pin with a Revolver	11	5.0%
Bullseye with a Revolver	20	9.0%
Cowboy action with a Revolver	4	1.8%
IDPA with a Revolver	3	1.4%
IPSC with a Revolver	2	0.9%
Load Testing/Development with a Revolver	15	6.8%
Sighting-in with a Revolver	22	9.9%
Silhouette with a Revolver	6	2.7%
Steel Challenge with a Revolver	3	1.4%
Teaching/Informative with a Revolver	12	5.4%
Testing (Ammo & firearm) with a Revolver	20	9.0%
Training (Military / Defense / Law Enforcement) with a Revolver	17	7.7%
Dog training with a shotgun	13	5.9%
Target shooting with a traditional or compound bow	66	29.7%
Target shooting with a crossbow	27	12.2%
Target shooting with a muzzleloader	55	24.8%
Plinking or informal target shooting with a traditional rimfire rifle	35	15.8%
3 Gun with a traditional rimfire rifle	1	0.5%
Benchrest with a traditional rimfire rifle	21	9.5%

Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	15	6.8%
Long range with a traditional rimfire rifle	16	7.2%
NRA high power with a traditional rimfire rifle	2	0.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	31	14.0%
Target shooting with an air rifle at a range	72	32.4%
Silhouette with a traditional rimfire rifle	11	5.0%
Pattern shotgun	27	12.2%
Steel Challenge with a traditional rimfire rifle	4	1.8%
Tactical with a traditional rimfire rifle	4	1.8%
Teaching/Informative with a traditional rimfire rifle	18	8.1%
Three (3) position with a traditional rimfire rifle	12	5.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	5.0%
Total	222	100.0%

Current Hunting Activities

Table H14.17) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	200	92.6%
Shotgun	194	89.8%
Traditional bow/compound bow	123	56.9%
Muzzleloader	122	56.5%
Handgun	90	41.7%
MSR	82	38.0%
Crossbow	55	25.5%
Other	7	3.2%
Total	216	100.0%

Table H14.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	45	21.7%
Deer	193	93.2%
Elk	54	26.1%
Other big game	25	12.1%
Others	12	5.8%
Predators	105	50.7%
Small game	114	55.1%
Turkey	143	69.1%
Upland game birds	109	52.7%
Waterfowl	72	34.8%
Wild pig / feral hog	43	20.8%
Total	207	100.0%

Semi-Automatic Handgun Activity Interest

Table H14.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	44	44.4%
I don't know how to get started	33	33.3%
These activities are not offered at ranges in my area	27	27.3%
I don't have anybody to go with	24	24.2%
Too expensive	13	13.1%
Other Please describe	4	4.0%
Medical reason / disability	3	3.0%
I do not own / have access to this firearm	3	3.0%
Total	99	100.0%

Table H14.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	5	45.5%
Not enough time	4	36.4%
Too expensive	3	27.3%
These activities are not offered at ranges in my area	2	18.2%
I don't know how to get started	2	18.2%
I don't have anybody to go with	1	9.1%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	11	100.0%

Influential Media and Individuals

Table H14.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	116	45.8%
Father	110	43.5%
Self / nobody else	43	17.0%
Aunt / Uncle	33	13.0%
Co-worker	27	10.7%
Sibling	25	9.9%
Another relative	21	8.3%
Grandparent	20	7.9%
Mother	8	3.2%
Neighbor	7	2.8%
Military	7	2.8%
Other, please specify	7	2.8%
Spouse	6	2.4%
Children / grandchildren	5	2.0%
Guide / outfitter	2	0.8%
Total	253	100.0%

Table H14.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	126	50.4%
Magazines and Books	94	37.6%
Online videos	63	25.2%
National sportsmen’s conservation organizations	60	24.0%
Local clubs or social organizations	52	20.8%
Hunter education programs	38	15.2%
State wildlife management agencies	29	11.6%
Retailers	27	10.8%
Seminars	15	6.0%
Other, please specify	11	4.4%
Total	250	100.0%

Table H14.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	52	83.9%
Product reviews	42	67.7%
Non-professionals (home videos) hunting/fishing/shooting	38	61.3%
How-to videos	37	59.7%
TV programs (complete or partial episodes)	33	53.2%
Competitions	25	40.3%
Fish and Wildlife agency produced videos	9	14.5%
Informational/political/talk show style	9	14.5%
Comedy/blooper videos	6	9.7%
Other	4	6.5%
Total	62	100.0%

Table H14.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	8	6.3%
Animal Planet	4	3.2%
Comcast SportsNet	0	0.0%
Discovery Channel	20	15.9%
ESPN/ESPN 2	5	4.0%
History Channel	29	23.0%
Military Channel	17	13.5%
National Geographic	13	10.3%
NBC Sports	5	4.0%
Outdoor Channel	98	77.8%
Pursuit Channel	42	33.3%
Sportsman Channel	79	62.7%
Sunshine Network / SUN Sports	0	0.0%
WildTV	5	4.0%
World Fishing Network	4	3.2%
Other national network	5	4.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	36	28.6%
I watched hunting/fishing TV, but don't remember the channel	28	22.2%
Total	126	100.0%

Table H14.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	126	44.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	98	34.9%
An invitation from a friend / family member	98	34.9%
Books / magazines	96	34.2%
Programming offered by outdoor retailers	91	32.4%
YouTube videos	83	29.5%
Membership in a non-profit organization	68	24.2%
Online forums / blogs	48	17.1%
Other Please describe	24	8.5%
None of the above	12	4.3%
Total	281	100.0%

Table H14.26) **How to reach those who have identified their potential motivators.**

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

	Programming offered by outdoor retailers			Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	18	20.0%	24	24.7%	15	22.1%	26	31.3%
	Google+	13	14.4%	19	19.6%	11	16.2%	15	18.1%
	Twitter	3	3.3%	5	5.2%	4	5.9%	5	6.0%
	Pinterest	3	3.3%	7	7.2%	4	5.9%	7	8.4%
	Magazines	60	66.7%	67	69.1%	50	73.5%	51	61.4%
	Instagram	7	7.8%	10	10.3%	6	8.8%	10	12.0%
	YouTube	47	52.2%	55	56.7%	36	52.9%	70	84.3%
	Television programs	48	53.3%	48	49.5%	35	51.5%	48	57.8%
	Online Forums	26	28.9%	35	36.1%	18	26.5%	37	44.6%
	Newsletter from hunting / wildlife groups or organizations	30	33.3%	41	42.3%	32	47.1%	34	41.0%
	Fish / Wildlife Agency for My State of Residence	30	33.3%	36	37.1%	28	41.2%	25	30.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	18	20.0%	24	24.7%	22	32.4%	19	22.9%
	Other	2	2.2%	4	4.1%	0	0.0%	0	0.0%
	None of The Above	8	8.9%	8	8.2%	4	5.9%	3	3.6%
	Total	90	100.0%	97	100.0%	68	100.0%	83	100.0%

Table H14.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	29	23.2%	23	24.0%	14	29.2%	24	24.5%
Google+	19	15.2%	16	16.7%	10	20.8%	15	15.3%
Twitter	5	4.0%	6	6.3%	3	6.3%	2	2.0%
Pinterest	6	4.8%	7	7.3%	4	8.3%	3	3.1%
Magazines	81	64.8%	73	76.0%	32	66.7%	58	59.2%
Instagram	10	8.0%	12	12.5%	7	14.6%	7	7.1%
YouTube	66	52.8%	59	61.5%	36	75.0%	39	39.8%
Television programs	67	53.6%	52	54.2%	29	60.4%	40	40.8%
Online Forums	38	30.4%	32	33.3%	31	64.6%	19	19.4%
Newsletter from hunting / wildlife groups or organizations	44	35.2%	39	40.6%	18	37.5%	29	29.6%
Fish / Wildlife Agency for My State of Residence	40	32.0%	31	32.3%	16	33.3%	24	24.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	23	18.4%	18	18.8%	9	18.8%	17	17.3%
Other	1	0.8%	0	0.0%	0	0.0%	0	0.0%
None of The Above	10	8.0%	5	5.2%	1	2.1%	15	15.3%
Total	125	100.0%	96	100.0%	48	100.0%	98	100.0%

Recreational Shooting with a Revolver - Overall

This section includes responses from individuals who are interested in trying a revolver activity that they do not currently participate in; some individuals (71.8%) have shot with a revolver within the past three years, while the remainder have not. Further chapters will be dedicated to specific target shooting activities, and will exclude all individuals who currently participate in that activity.

- of those who have lapsed revolver activities, 37.8% did so because they no longer had time to shoot revolver (Table V.16).
- About one-third (35.4) of those interested in shooting IDPA have not yet done so because they don't have anybody to go with (Table V6.19).

Demographic Information

Table V.1) What is your current age?

	Count	Column Percent
18 to 24	12	1.2%
25 to 34	88	9.1%
35 to 44	124	12.8%
45 to 54	239	24.7%
55 to 64	320	33.0%
65 and older	186	19.2%
Total	969	100.0%

Table V.2) What is your gender?

	Count	Column Percent
Male	957	98.4%
Female	16	1.6%
Total	973	100.0%

Table V.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	57	5.9%
\$20,000 to \$29,999	40	4.2%
\$30,000 to \$39,999	51	5.3%
\$40,000 to \$49,999	73	7.6%
\$50,000 to \$74,999	200	20.8%
\$75,000 to \$99,999	173	18.0%
\$100,000 to \$149,999	210	21.8%
\$150,000 to \$200,000	86	8.9%
More than \$200,000	73	7.6%
Total	963	100.0%

Table V.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	0.5%
High school graduation	223	23.0%
Trade school, associates degree or similar	338	34.8%
Bachelors degree	267	27.5%
Masters degree	104	10.7%
Ph D and higher	34	3.5%
Total	971	100.0%

Table V.5) **In which region do you live?**

	Count	Column Percent
Northeast	158	16.3%
Midwest	290	29.9%
South	323	33.3%
West	185	19.1%
Canada	15	1.5%
Total	971	100.0%

Introduction to Shooting

Table V.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	710	70.7%
11 to 17 years old	229	22.8%
18 to 24 years old	41	4.1%
25 to 34 years old	11	1.1%
35 to 44 years old	6	0.6%
45 to 54 years old	2	0.2%
55 to 64 years old	3	0.3%
65 years and older	2	0.2%
Total	1,004	100.0%

Table V.7) **What did you shoot with when you first went shooting?**

	Count	Column Percent
Air gun / air rifle	234	23.3%
Blackpowder or muzzleloader	5	0.5%
Compound bow	6	0.6%
Crossbow	1	0.1%
MSR	9	0.9%
Revolver	41	4.1%
Shotgun	196	19.5%
Semi-Automatic handgun	39	3.9%
Traditional bow	23	2.3%
Traditional rifle (Centerfire)	51	5.1%
Traditional rifle (Rimfire)	397	39.5%
Other	2	0.2%
Total	1,004	100.0%

Table V.8) **What activity did you participate in when shooting for the first time?**

	Count	Column Percent
5 Stand	1	0.1%
Benchrest	20	2.0%
Cowboy action	1	0.1%
Long range	7	0.7%
Pattern shotgun	18	1.8%
Plinking or informal target shooting	805	80.3%
Silhouette	8	0.8%
Skeet	20	2.0%
Sporting clays	13	1.3%
Steel Challenge	2	0.2%
Tactical	1	0.1%
Test reload	3	0.3%
Training (Military, Defense, Law Enforcement)	12	1.2%
Trap	15	1.5%
Target archery	23	2.3%
Field archery	2	0.2%
3D archery	3	0.3%
Other Please describe:	49	4.9%
Total	1,003	100.0%

Table V.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	648	65.2%
Grandparent	117	11.8%
Aunt / Uncle	113	11.4%
Friend	107	10.8%
Sibling	56	5.6%
Nobody / I shot alone when I first went shooting	51	5.1%
Mother	38	3.8%
Camp / Summer camp	37	3.7%
Neighbor	23	2.3%
Another relative	23	2.3%
Military	13	1.3%
Co-worker	5	0.5%
Spouse	2	0.2%
Other	2	0.2%
Guide / outfitter	1	0.1%
Total	994	100.0%

Table V.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	688	70.4%
Tradition / way of life	557	57.0%
Spend time with family or friends who already shot	555	56.8%
It's relaxing / an escape	460	47.1%
Wanted to spend more time outdoors	448	45.9%
I wanted a challenge / adventure	338	34.6%
Training for hunting	301	30.8%
Wanted to try a new sport	188	19.2%
To teach someone else / introduce my children or others to shooting	182	18.6%
Protection / self defense	180	18.4%
Training (military, police, etc.)	125	12.8%
Media (television, magazines, movies)	38	3.9%
Other Please write in	12	1.2%
Total	977	100.0%

Table V.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	268	26.7%
1 year	138	13.7%
2 - 5 years	315	31.4%
6 - 10 years	71	7.1%
More than 10 years	103	10.3%
I have only ever participated in [the shooting activity that I first participated in]	109	10.9%
Total	1,004	100.0%

Table V.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	720	81.7%
3 Gun with a semi-automatic handgun	28	3.2%
Bowling pin with a semi-automatic handgun	109	12.4%
Bullseye with a semi-automatic handgun	200	22.7%
Cowboy action with a semi-automatic handgun	21	2.4%
IDPA with a semi-automatic handgun	36	4.1%
IPSC with a semi-automatic handgun	45	5.1%
Load Testing/Development with a semi-automatic handgun	174	19.8%
Sighting-in with a semi-automatic handgun	515	58.5%
Silhouette with a semi-automatic handgun	212	24.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	65	7.4%
Teaching/Informative with a semi-automatic handgun	259	29.4%
Testing (Ammo & firearm) with a semi-automatic handgun	322	36.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	241	27.4%
Other Please describe with a semi-automatic handgun	29	3.3%
Plinking or informal target shooting with a revolver	724	82.2%
3 Gun with a revolver	10	1.1%
Bowling pin with a revolver	89	10.1%
Bullseye with a revolver	185	21.0%
Cowboy action with a revolver	59	6.7%
IDPA with a revolver	14	1.6%
IPSC with a revolver	17	1.9%
Load Testing/Development with a revolver	204	23.2%
Sighting-in with a revolver	439	49.8%
Silhouette with a revolver	166	18.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	35	4.0%

Teaching/Informative with a revolver	217	24.6%
Testing (Ammo & firearm) with a revolver	306	34.7%
Training (Military, Defense, Law Enforcement) with a revolver	144	16.3%
Other Please describe with a revolver	32	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	794	90.1%
3 Gun with a traditional rimfire rifle	4	0.5%
Benchrest with a traditional rimfire rifle	256	29.1%
Cowboy action with a traditional rimfire rifle	7	0.8%
Load Testing/Development with a traditional rimfire rifle	125	14.2%
Long range with a traditional rimfire rifle	171	19.4%
NRA high power with a traditional rimfire rifle	10	1.1%
Schuetzen with a traditional rimfire rifle	2	0.2%
Sighting-in rifle with a traditional rimfire rifle	586	66.5%
Silhouette with a traditional rimfire rifle	163	18.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	33	3.7%
Tactical with a traditional rimfire rifle	38	4.3%
Teaching/Informative with a traditional rimfire rifle	283	32.1%
Three (3) position with a traditional rimfire rifle	78	8.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	89	10.1%
Other Please describe with a traditional rimfire rifle	51	5.8%
Plinking or informal target shooting with a traditional centerfire rifle	727	82.5%
3 Gun with a traditional centerfire rifle	14	1.6%
Benchrest with a traditional centerfire rifle	345	39.2%
Cowboy action with a traditional centerfire rifle	27	3.1%
Load Testing/Development with a traditional centerfire rifle	317	36.0%
Long range with a traditional centerfire rifle	391	44.4%
NRA high power with a traditional centerfire rifle	50	5.7%
Schuetzen with a traditional centerfire rifle	9	1.0%
Sighting-in rifle with a traditional centerfire rifle	637	72.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	174	19.8%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	43	4.9%
Tactical with a traditional centerfire rifle	111	12.6%
Teaching/Informative with a traditional centerfire rifle	273	31.0%
Three (3) position with a traditional centerfire rifle	71	8.1%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	183	20.8%
Other Please describe with a traditional centerfire rifle	51	5.8%
Plinking or informal target shooting with an MSR	568	64.5%
3 Gun with an MSR	24	2.7%
Benchrest with an MSR	163	18.5%
Cowboy action with an MSR	4	0.5%

Load Testing/Development with an MSR	177	20.1%
Long range with an MSR	200	22.7%
NRA high power with an MSR	27	3.1%
Schuetzen with an MSR	3	0.3%
Sighting-in rifle with an MSR	413	46.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	100	11.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	36	4.1%
Tactical with an MSR	154	17.5%
Teaching/Informative with an MSR	203	23.0%
Three (3) position with an MSR	51	5.8%
Training (Military, Defense, Law Enforcement) with an MSR	199	22.6%
Other Please describe with an MSR	21	2.4%
Informal (backyard, testing) with a shotgun	638	72.4%
3 Gun with a shotgun	25	2.8%
5 Stand with a shotgun	158	17.9%
Cowboy Action with a shotgun	27	3.1%
Dog training with a shotgun	172	19.5%
Other with a shotgun	14	1.6%
Pattern shotgun with a shotgun	533	60.5%
Sighting-In with a shotgun	412	46.8%
Skeet with a shotgun	517	58.7%
Sporting clays with a shotgun	537	61.0%
Teaching/Informative with a shotgun	248	28.1%
Test reload with a shotgun	192	21.8%
Training (Military, Defense, Law Enforcement) with a shotgun	133	15.1%
Trap with a shotgun	512	58.1%
Wobble Trap with a shotgun	135	15.3%
Other Please describe with a shotgun	51	5.8%
Total	881	100.0%

Current Recreational Shooting Activities

Table V.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	735	83.2%
Semiautomatic Handgun	727	82.3%
Shotgun	724	82.0%
Traditional Rimfire Rifle	712	80.6%
Revolver	634	71.8%
MSR	427	48.4%
Muzzleloader	402	45.5%
Traditional or Compound Bow	362	41.0%
Crossbow	195	22.1%
None of the Above	19	2.2%
Total	883	100.0%

Table V.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	663	74.8%
Plinking or informal target shooting with a traditional rimfire rifle	652	73.6%
Plinking or informal target shooting with a traditional centerfire rifle	616	69.5%
Plinking or informal target shooting with a Revolver	583	65.8%
Sighting-in rifle with a traditional centerfire rifle	552	62.3%
Informal (backyard or testing) with a Shotgun	513	57.9%
Sighting-in rifle with a traditional rimfire rifle	462	52.1%
Sighting-in with a Semi-Automatic Handgun	447	50.5%
Pattern shotgun	417	47.1%
Target shooting with a muzzleloader	402	45.4%
Sporting clays with a Shotgun	389	43.9%
Plinking or informal target shooting with a MSR	380	42.9%
Target shooting with a traditional or compound bow	362	40.9%
Trap with a Shotgun	337	38.0%
Sighting-in with a Revolver	337	38.0%
Skeet with a Shotgun	330	37.2%
Sighting-In with a Shotgun	310	35.0%
Long range with a traditional centerfire rifle	296	33.4%
Benchrest with a traditional centerfire rifle	291	32.8%
Sighting-in rifle with a MSR	268	30.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	254	28.7%
Load Testing/Development with a traditional centerfire rifle	242	27.3%
Testing (Ammo & firearm) with a Revolver	212	23.9%

Teaching/Informative with a Semi-Automatic Handgun	204	23.0%
Teaching/Informative with a traditional rimfire rifle	198	22.3%
Target shooting with a crossbow	195	22.0%
Benchrest with a traditional rimfire rifle	192	21.7%
Teaching/Informative with a traditional centerfire rifle	179	20.2%
Teaching/Informative with a Shotgun	177	20.0%
Target shooting with an air rifle at a range	169	19.1%
Teaching/Informative with a Revolver	160	18.1%
Bullseye with a Semi-Automatic Handgun	155	17.5%
Silhouette with a Semi-Automatic Handgun	142	16.0%
Load Testing/Development with a Semi-Automatic Handgun	131	14.8%
Load Testing/Development with a Revolver	130	14.7%
Test reload with a Shotgun	125	14.1%
Teaching/Informative with a MSR	121	13.7%
Bullseye with a Revolver	117	13.2%
5 Stand with a Shotgun	116	13.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	110	12.4%
Long range with a MSR	105	11.9%
Long range with a traditional rimfire rifle	104	11.7%
Load Testing/Development with a MSR	101	11.4%
Dog training with a shotgun	101	11.4%
Wobble Trap with a Shotgun	100	11.3%
Silhouette with a Revolver	94	10.6%
Silhouette with a traditional centerfire rifle	91	10.3%
Silhouette with a traditional rimfire rifle	87	9.8%
Benchrest with a MSR	85	9.6%
Tactical with a MSR	84	9.5%
Training (Military / Defense / Law Enforcement) with a MSR	71	8.0%
Load Testing/Development with a traditional rimfire rifle	64	7.2%
Bowling pin with a Semi-Automatic Handgun	62	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	58	6.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	53	6.0%
Silhouette with a MSR	52	5.9%
Tactical with a traditional centerfire rifle	50	5.6%
Bowling pin with a Revolver	47	5.3%
Training (Military / Defense / Law Enforcement) with a Revolver	45	5.1%
Steel Challenge with a Semi-Automatic Handgun	40	4.5%
Cowboy action with a Revolver	36	4.1%
IDPA with a Semi-Automatic Handgun	26	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	26	2.9%

Steel Challenge with a traditional centerfire rifle	23	2.6%
Three (3) position with a traditional centerfire rifle	22	2.5%
IPSC with a Semi-Automatic Handgun	22	2.5%
3 Gun with a Semi-Automatic Handgun	21	2.4%
Steel Challenge with a Revolver	21	2.4%
Tactical with a traditional rimfire rifle	21	2.4%
Three (3) position with a traditional rimfire rifle	21	2.4%
Steel Challenge with a traditional rimfire rifle	19	2.1%
None of the above	19	2.1%
Cowboy Action with a Shotgun	18	2.0%
Three (3) position with a MSR	18	2.0%
Cowboy action with a traditional centerfire rifle	17	1.9%
3 Gun with a Shotgun	16	1.8%
Steel Challenge with a MSR	16	1.8%
NRA high power with a traditional centerfire rifle	15	1.7%
3 Gun with a MSR	13	1.5%
IDPA with a Revolver	10	1.1%
NRA high power with a MSR	9	1.0%
3 Gun with a traditional centerfire rifle	6	0.7%
Cowboy action with a Semi-Automatic Handgun	6	0.7%
Cowboy action with a traditional rimfire rifle	5	0.6%
Schuetzen with a traditional centerfire rifle	4	0.5%
IPSC with a Revolver	4	0.5%
Cowboy action with a MSR	3	0.3%
3 Gun with a Revolver	3	0.3%
NRA high power with a traditional rimfire rifle	3	0.3%
Schuetzen with a MSR	2	0.2%
3 Gun with a traditional rimfire rifle	2	0.2%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	886	100.0%

Table V.15) Lapsed shooting activities (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	59	9.4%
Revolver	136	21.6%
Traditional Rimfire Rifle	117	18.5%
Traditional Centerfire Rifle	70	11.1%
MSR	190	30.1%
Shotgun	85	13.5%
Air Rifle	250	39.6%
Traditional or Compound Bow	268	42.5%
Crossbow	91	14.4%
Muzzleloader	186	29.5%
Total	631	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	125	15.8%
3 Gun with a Shotgun	9	1.1%
5 Stand with a Shotgun	42	5.3%
Cowboy Action with a Shotgun	9	1.1%
Sighting-In with a Shotgun	102	12.9%
Skeet with a Shotgun	187	23.7%
Sporting clays with a Shotgun	148	18.8%
Teaching/Informative with a Shotgun	71	9.0%
Test reload with a Shotgun	67	8.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	75	9.5%
Trap with a Shotgun	175	22.2%
Wobble Trap with a Shotgun	35	4.4%
Plinking or informal target shooting with a traditional centerfire rifle	111	14.1%
3 Gun with a traditional centerfire rifle	8	1.0%
Benchrest with a traditional centerfire rifle	54	6.8%
Cowboy action with a traditional centerfire rifle	10	1.3%
Load Testing/Development with a traditional centerfire rifle	75	9.5%
Long range with a traditional centerfire rifle	95	12.0%
NRA high power with a traditional centerfire rifle	35	4.4%
Schuetzen with a traditional centerfire rifle	5	0.6%
Sighting-in rifle with a traditional centerfire rifle	85	10.8%
Silhouette with a traditional centerfire rifle	83	10.5%
Steel Challenge with a traditional centerfire rifle	20	2.5%
Tactical with a traditional centerfire rifle	61	7.7%
Teaching/Informative with a traditional centerfire rifle	94	11.9%
Three (3) position with a traditional centerfire rifle	49	6.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	130	16.5%
Plinking or informal target shooting with a MSR	188	23.8%
3 Gun with a MSR	11	1.4%

Benchrest with a MSR	78	9.9%
Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	76	9.6%
Long range with a MSR	95	12.0%
NRA high power with a MSR	18	2.3%
Schuetzen with a MSR	1	0.1%
Sighting-in rifle with a MSR	145	18.4%
Silhouette with a MSR	48	6.1%
Steel Challenge with a MSR	20	2.5%
Tactical with a MSR	70	8.9%
Teaching/Informative with a MSR	82	10.4%
Three (3) position with a MSR	33	4.2%
Training (Military / Defense / Law Enforcement) with a MSR	128	16.2%
Plinking or informal target shooting with a Semi-Automatic Handgun	57	7.2%
3 Gun with a Semi-Automatic Handgun	7	0.9%
Bowling pin with a Semi-Automatic Handgun	47	6.0%
Bullseye with a Semi-Automatic Handgun	45	5.7%
Cowboy action with a Semi-Automatic Handgun	15	1.9%
IDPA with a Semi-Automatic Handgun	10	1.3%
IPSC with a Semi-Automatic Handgun	23	2.9%
Load Testing/Development with a Semi-Automatic Handgun	43	5.4%
Sighting-in with a Semi-Automatic Handgun	68	8.6%
Silhouette with a Semi-Automatic Handgun	70	8.9%
Steel Challenge with a Semi-Automatic Handgun	25	3.2%
Teaching/Informative with a Semi-Automatic Handgun	55	7.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	68	8.6%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	127	16.1%
Plinking or informal target shooting with a Revolver	141	17.9%
3 Gun with a Revolver	86	10.9%
Bowling pin with a Revolver	42	5.3%
Bullseye with a Revolver	68	8.6%
Cowboy action with a Revolver	23	2.9%
IDPA with a Revolver	4	0.5%
IPSC with a Revolver	13	1.6%
Load Testing/Development with a Revolver	74	9.4%
Sighting-in with a Revolver	102	12.9%
Silhouette with a Revolver	72	9.1%
Steel Challenge with a Revolver	14	1.8%
Teaching/Informative with a Revolver	57	7.2%
Testing (Ammo & firearm) with a Revolver	94	11.9%
Training (Military / Defense / Law Enforcement) with a Revolver	93	11.8%
Dog training with a shotgun	71	9.0%
Target shooting with a traditional or compound bow	268	34.0%
Target shooting with a crossbow	91	11.5%
Target shooting with a muzzleloader	186	23.6%
Plinking or informal target shooting with a traditional rimfire rifle	142	18.0%
3 Gun with a traditional rimfire rifle	2	0.3%

Benchrest with a traditional rimfire rifle	64	8.1%
Cowboy action with a traditional rimfire rifle	2	0.3%
Load Testing/Development with a traditional rimfire rifle	61	7.7%
Long range with a traditional rimfire rifle	67	8.5%
NRA high power with a traditional rimfire rifle	7	0.9%
Schuetzen with a traditional rimfire rifle	8	1.0%
Sighting-in rifle with a traditional rimfire rifle	124	15.7%
Target shooting with an air rifle at a range	250	31.7%
Silhouette with a traditional rimfire rifle	76	9.6%
Pattern shotgun	116	14.7%
Steel Challenge with a traditional rimfire rifle	14	1.8%
Tactical with a traditional rimfire rifle	17	2.2%
Teaching/Informative with a traditional rimfire rifle	85	10.8%
Three (3) position with a traditional rimfire rifle	57	7.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	63	8.0%
Total	789	100.0%

Table V.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	43	10.0%	35	6.6%	80	11.2%
The activity was too expensive	29	6.7%	23	4.3%	53	7.4%
Ammunition was too expensive	64	14.8%	70	13.2%	55	7.7%
I no longer have time to do this	141	32.7%	167	31.5%	253	35.4%
I don't have anybody to go with anymore	57	13.2%	72	13.6%	146	20.4%
I was not successful	7	1.6%	2	0.4%	4	0.6%
I am no longer interested	35	8.1%	37	7.0%	70	9.8%
I did not enjoy this type of shooting	9	2.1%	6	1.1%	16	2.2%
Medical reasons / disability	17	3.9%	22	4.1%	34	4.8%
I no longer own a shotgun	17	3.9%	96	18.1%	26	3.6%
Other Please describe	55	12.8%	69	13.0%	101	14.1%
Total	431	100%	531	100%	714	100%

Table V.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	51	11.0%	39	7.7%	43	8.1%
The activity was too expensive	36	7.8%	16	3.2%	49	9.2%
Ammunition was too expensive	69	14.9%	57	11.3%	96	18.1%
I no longer have time to do this	153	33.0%	176	34.9%	162	30.5%
I don't have anybody to go with anymore	79	17.0%	76	15.1%	67	12.6%
I was not successful	0	0.0%	2	0.4%	1	0.2%
I am no longer interested	42	9.1%	72	14.3%	36	6.8%
I did not enjoy this type of shooting	7	1.5%	9	1.8%	17	3.2%
Medical reasons / disability	24	5.2%	30	6.0%	18	3.4%
I no longer own a shotgun	26	5.6%	43	8.5%	41	7.7%
Other Please describe	67	14.4%	62	12.3%	64	12.1%
Total	464	100%	504	100%	531	100%

Table V.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	10	3.1%	4	5.6%	6	3.0%	13	4.0%
The activity was too expensive	12	3.7%	3	4.2%	2	1.0%	2	0.6%
Ammunition was too expensive	6	1.8%	2	2.8%	3	1.5%	0	0.0%
I no longer have time to do this	72	22.1%	15	21.1%	70	35.5%	86	26.6%
I don't have anybody to go with anymore	36	11.0%	4	5.6%	36	18.3%	16	5.0%
I was not successful	6	1.8%	2	2.8%	2	1.0%	1	0.3%
I am no longer interested	83	25.5%	15	21.1%	41	20.8%	119	36.8%
I did not enjoy this type of shooting	13	4.0%	7	9.9%	15	7.6%	8	2.5%
Medical reasons / disability	64	19.6%	1	1.4%	4	2.0%	3	0.9%
I no longer own this type of firearm	72	22.1%	17	23.9%	39	19.8%	62	19.2%
Other Please describe	23	7.1%	7	9.9%	22	11.2%	34	10.5%
Total	326	100%	71	100%	197	100%	323	100%

Current Hunting Activities

Table V.17) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	716	92.7%
Shotgun	700	90.7%
Muzzleloader	455	58.9%
Traditional bow/compound bow	402	52.1%
Handgun	321	41.6%
MSR	293	38.0%
Crossbow	216	28.0%
Other	18	2.3%
Total	772	100.0%

Table V.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	163	22.2%
Deer	676	92.2%
Elk	160	21.8%
Other big game	91	12.4%
Others	35	4.8%
Predators	349	47.6%
Small game	443	60.4%
Turkey	486	66.3%
Upland game birds	397	54.2%
Waterfowl	270	36.8%
Wild pig / feral hog	162	22.1%
Total	733	100.0%

Revolver Activity Interest

Table V.19) Which activity would you be interested in trying with a revolver?

	Count	Column Percent
3 Gun	348	37.4%
Steel Challenge	331	35.6%
Silhouette	288	31.0%
Bowling pin	253	27.2%
Testing (Ammo & firearm)	238	25.6%
Bullseye	210	22.6%
IDPA	199	21.4%
Training (Military, Defense, Law Enforcement)	189	20.3%
IPSC	180	19.4%
Load Testing/Development	155	16.7%
Cowboy action	148	15.9%
Plinking or informal target shooting	132	14.2%
Sighting-in	119	12.8%
Teaching/Informative	104	11.2%
Total	930	100.0%

Table V.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]?

	Count	Column Percent
Not enough time	163	48.7%
These activities are not offered at ranges in my area	91	27.2%
I don't know how to get started	78	23.3%
I don't have anybody to go with	75	22.4%
Too expensive	49	14.6%
Medical reason / disability	15	4.5%
Other Please describe	15	4.5%
I do not own / have access to this firearm	7	2.1%
Total	335	100.0%

Table V.21) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	27	50.0%
I don't own or have access to the proper equipment	24	44.4%
Too expensive	8	14.8%
These activities are not offered at ranges in my area	4	7.4%
I don't know how to get started	3	5.6%
I don't have anybody to go with	1	1.9%
Other Please describe	1	1.9%
Medical reason / disability	0	0.0%
Total	54	100.0%

Influential Media and Individuals

Table V.22) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	424	48.0%
Father	334	37.8%
Self / nobody else	139	15.7%
Aunt / Uncle	115	13.0%
Sibling	97	11.0%
Grandparent	85	9.6%
Another relative	75	8.5%
Co-worker	69	7.8%
Military	48	5.4%
Other, please specify	32	3.6%
Neighbor	31	3.5%
Mother	18	2.0%
Spouse	18	2.0%
Children / grandchildren	15	1.7%
Guide / outfitter	5	0.6%
Total	883	100.0%

Table V.23) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	402	46.3%
Magazines and Books	325	37.4%
National sportsmen's conservation organizations	227	26.2%
Online videos	222	25.6%
Local clubs or social organizations	176	20.3%
Hunter education programs	136	15.7%
State wildlife management agencies	119	13.7%
Retailers	106	12.2%
Seminars	49	5.6%
Other, please specify	37	4.3%
Total	868	100.0%

Table V.24) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	177	80.1%
How-to videos	132	59.7%
Non-professionals (home videos) hunting/fishing/shooting	128	57.9%
Product reviews	126	57.0%
TV programs (complete or partial episodes)	112	50.7%
Competitions	102	46.2%
Fish and Wildlife agency produced videos	52	23.5%
Informational/political/talk show style	34	15.4%
Comedy/bloopers videos	20	9.0%
Other	5	2.3%
Total	221	100.0%

Table V.25) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	28	7.0%
Animal Planet	17	4.2%
Comcast SportsNet	3	0.7%
Discovery Channel	74	18.4%
ESPN/ESPN 2	20	5.0%
History Channel	103	25.6%
Military Channel	79	19.7%
National Geographic	45	11.2%
NBC Sports	16	4.0%
Outdoor Channel	333	82.8%
Pursuit Channel	132	32.8%
Sportsman Channel	269	66.9%
Sunshine Network / SUN Sports	4	1.0%
WildTV	21	5.2%
World Fishing Network	14	3.5%
Other national network	11	2.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	110	27.4%
I watched hunting/fishing TV, but don't remember the channel	77	19.2%
Total	402	100.0%

Table V.26) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	406	42.0%
An invitation from a friend / family member	341	35.3%
Books / magazines	294	30.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	278	28.8%
Programming offered by outdoor retailers	267	27.6%
YouTube videos	228	23.6%
Membership in a non-profit organization	212	21.9%
Online forums / blogs	136	14.1%
Other Please describe	81	8.4%
None of the above	45	4.7%
Total	966	100.0%

Table V.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	59	22.3%	65	24.1%	54	26.1%	66	29.3%
Google+	62	23.4%	62	23.0%	44	21.3%	49	21.8%
Twitter	9	3.4%	11	4.1%	9	4.3%	8	3.6%
Pinterest	15	5.7%	18	6.7%	12	5.8%	22	9.8%
Magazines	177	66.8%	186	68.9%	140	67.6%	146	64.9%
Instagram	21	7.9%	19	7.0%	20	9.7%	23	10.2%
YouTube	133	50.2%	132	48.9%	106	51.2%	185	82.2%
Television programs	138	52.1%	124	45.9%	102	49.3%	119	52.9%
Online Forums	76	28.7%	82	30.4%	56	27.1%	88	39.1%
Newsletter from hunting / wildlife groups or organizations	86	32.5%	106	39.3%	88	42.5%	73	32.4%
Fish / Wildlife Agency for My State of Residence	87	32.8%	115	42.6%	81	39.1%	66	29.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	51	19.2%	71	26.3%	55	26.6%	42	18.7%
Other	7	2.6%	8	3.0%	4	1.9%	1	0.4%
None of The Above	17	6.4%	18	6.7%	13	6.3%	7	3.1%
Total	265	100.0%	270	100.0%	207	100.0%	225	100.0%

Table V.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?									
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member		
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	
	Facebook	93	23.4%	67	22.9%	42	31.1%	88	26.0%
	Google+	75	18.8%	70	23.9%	32	23.7%	72	21.3%
	Twitter	14	3.5%	11	3.8%	6	4.4%	12	3.6%
	Pinterest	18	4.5%	21	7.2%	12	8.9%	15	4.4%
	Magazines	255	64.1%	231	78.8%	93	68.9%	194	57.4%
	Instagram	26	6.5%	23	7.8%	16	11.9%	22	6.5%
	YouTube	203	51.0%	163	55.6%	95	70.4%	138	40.8%
	Television programs	201	50.5%	166	56.7%	74	54.8%	150	44.4%
	Online Forums	114	28.6%	97	33.1%	80	59.3%	71	21.0%
	Newsletter from hunting / wildlife groups or organizations	125	31.4%	108	36.9%	46	34.1%	97	28.7%
	Fish / Wildlife Agency for My State of Residence	114	28.6%	100	34.1%	44	32.6%	103	30.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	71	17.8%	57	19.5%	21	15.6%	64	18.9%
	Other	5	1.3%	4	1.4%	3	2.2%	2	0.6%
	None of The Above	31	7.8%	7	2.4%	4	3.0%	37	10.9%
	Total	398	100.0%	293	100.0%	135	100.0%	338	100.0%

Plinking or Informal Target Shooting with a Revolver

This section includes those who are interested in plinking or informal target shooting with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V1.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V1.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V1.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V1.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V1.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V1.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V1.7) **What did you shoot with when you first went shooting?**

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V1.8) **What activity did you participate in when shooting for the first time?**

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V1.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V1.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V1.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V1.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V1.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V1.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V1.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V1.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V1.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V1.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V1.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V1.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V1.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V1.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V1.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V1.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V1.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V1.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V1.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

3 Gun with a Revolver

This section includes those who are interested in shooting 3 gun with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V2.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V2.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V2.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V2.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V2.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V2.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V2.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V2.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V2.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V2.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V2.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V2.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V2.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V2.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V2.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V2.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V2.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V2.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V2.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V2.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V2.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V2.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen’s conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V2.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V2.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V2.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V2.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V2.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Bowling Pin with a Revolver

This section includes those who are interested in shooting bowling pin with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V3.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V3.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V3.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V3.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V3.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V3.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V3.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V3.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V3.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V3.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V3.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V3.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V3.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V3.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V3.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V3.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V3.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V3.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V3.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V3.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V3.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V3.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen’s conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V3.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V3.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V3.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V3.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V3.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Bullseye with a Revolver

This section includes those who are interested in shooting bullseye with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V4.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V4.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V4.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V4.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V4.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V4.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V4.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V4.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V4.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V4.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V4.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V4.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V4.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V4.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V4.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V4.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V4.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V4.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V4.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V4.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a revolver within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V4.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V4.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V4.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/bloopers videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V4.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V4.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V4.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V4.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Cowboy Action with a Revolver

This section includes those who are interested in shooting cowboy action with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V5.1) What is your current age?

	Count	Column Percent
18 to 24	4	2.9%
25 to 34	17	12.2%
35 to 44	20	14.4%
45 to 54	40	28.8%
55 to 64	40	28.8%
65 and older	18	12.9%
Total	139	100.0%

Table V5.2) What is your gender?

	Count	Column Percent
Male	138	98.6%
Female	2	1.4%
Total	140	100.0%

Table V5.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	7	5.0%
\$20,000 to \$29,999	9	6.5%
\$30,000 to \$39,999	6	4.3%
\$40,000 to \$49,999	13	9.4%
\$50,000 to \$74,999	28	20.1%
\$75,000 to \$99,999	27	19.4%
\$100,000 to \$149,999	29	20.9%
\$150,000 to \$200,000	14	10.1%
More than \$200,000	6	4.3%
Total	139	100.0%

Table V5.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	25	18.0%
Trade school, associates degree or similar	57	41.0%
Bachelors degree	44	31.7%
Masters degree	10	7.2%
Ph D and higher	3	2.2%
Total	139	100.0%

Table V5.5) In which region do you live?

	Count	Column Percent
Northeast	22	15.7%
Midwest	40	28.6%
South	46	32.9%
West	30	21.4%
Canada	2	1.4%
Total	140	100.0%

Introduction to Shooting

Table V5.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	100	67.6%
11 to 17 years old	33	22.3%
18 to 24 years old	7	4.7%
25 to 34 years old	3	2.0%
35 to 44 years old	3	2.0%
45 to 54 years old	1	0.7%
55 to 64 years old	1	0.7%
65 years and older	0	0.0%
Total	148	100.0%

Table V5.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	30	20.3%
Blackpowder or muzzleloader	1	0.7%
Compound bow	2	1.4%
Crossbow	0	0.0%
MSR	2	1.4%
Revolver	9	6.1%
Shotgun	29	19.6%
Semi-Automatic handgun	10	6.8%
Traditional bow	5	3.4%
Traditional rifle (Centerfire)	8	5.4%
Traditional rifle (Rimfire)	52	35.1%
Other	0	0.0%
Total	148	100.0%

Table V5.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	1.4%
Long range	1	0.7%
Pattern shotgun	2	1.4%
Plinking or informal target shooting	110	74.3%
Silhouette	1	0.7%
Skeet	5	3.4%
Sporting clays	5	3.4%
Steel Challenge	1	0.7%
Training (Military, Defense, Law Enforcement)	4	2.7%
Trap	1	0.7%
Target archery	6	4.1%
3D archery	1	0.7%
Other Please describe:	9	6.1%
Total	148	100.0%

Table V5.9) Who took you shooting for the first time?

	Count	Column Percent
Father	84	58.3%
Friend	23	16.0%
Aunt / Uncle	18	12.5%
Grandparent	18	12.5%
Sibling	12	8.3%
Nobody / I shot alone when I first went shooting	9	6.3%
Mother	6	4.2%
Neighbor	6	4.2%
Camp / Summer camp	6	4.2%
Another relative	5	3.5%
Military	4	2.8%
Co-worker	3	2.1%
Spouse	1	0.7%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	144	100.0%

Table V5.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	116	80.6%
Tradition / way of life	80	55.6%
Spend time with family or friends who already shot	77	53.5%
It's relaxing / an escape	74	51.4%
Wanted to spend more time outdoors	74	51.4%
I wanted a challenge / adventure	57	39.6%
Training for hunting	44	30.6%
Protection / self defense	40	27.8%
Wanted to try a new sport	39	27.1%
To teach someone else / introduce my children or others to shooting	35	24.3%
Training (military, police, etc.)	19	13.2%
Media (television, magazines, movies)	10	6.9%
Other Please write in	2	1.4%
Total	144	100.0%

Table V5.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	33	22.3%
1 year	25	16.9%
2 - 5 years	43	29.1%
6 - 10 years	8	5.4%
More than 10 years	21	14.2%
I have only ever participated in [the shooting activity that I first participated in]	18	12.2%
Total	148	100.0%

Table V5.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	107	83.6%
3 Gun with a semi-automatic handgun	6	4.7%
Bowling pin with a semi-automatic handgun	14	10.9%
Bullseye with a semi-automatic handgun	35	27.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	4	3.1%
IPSC with a semi-automatic handgun	7	5.5%
Load Testing/Development with a semi-automatic handgun	23	18.0%
Sighting-in with a semi-automatic handgun	76	59.4%
Silhouette with a semi-automatic handgun	30	23.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	11	8.6%
Teaching/Informative with a semi-automatic handgun	46	35.9%
Testing (Ammo & firearm) with a semi-automatic handgun	55	43.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	36	28.1%
Other Please describe with a semi-automatic handgun	3	2.3%
Plinking or informal target shooting with a revolver	103	80.5%
3 Gun with a revolver	1	0.8%
Bowling pin with a revolver	8	6.3%
Bullseye with a revolver	29	22.7%
Cowboy action with a revolver	6	4.7%
IDPA with a revolver	0	0.0%
IPSC with a revolver	1	0.8%
Load Testing/Development with a revolver	26	20.3%
Sighting-in with a revolver	63	49.2%
Silhouette with a revolver	21	16.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	5	3.9%
Teaching/Informative with a revolver	37	28.9%
Testing (Ammo & firearm) with a revolver	51	39.8%
Training (Military, Defense, Law Enforcement) with a revolver	20	15.6%

Other Please describe with a revolver	2	1.6%
Plinking or informal target shooting with a traditional rimfire rifle	113	88.3%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	33	25.8%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	23	18.0%
Long range with a traditional rimfire rifle	25	19.5%
NRA high power with a traditional rimfire rifle	1	0.8%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	79	61.7%
Silhouette with a traditional rimfire rifle	21	16.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	4	3.1%
Tactical with a traditional rimfire rifle	4	3.1%
Teaching/Informative with a traditional rimfire rifle	42	32.8%
Three (3) position with a traditional rimfire rifle	11	8.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	15	11.7%
Other Please describe with a traditional rimfire rifle	5	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	103	80.5%
3 Gun with a traditional centerfire rifle	4	3.1%
Benchrest with a traditional centerfire rifle	44	34.4%
Cowboy action with a traditional centerfire rifle	3	2.3%
Load Testing/Development with a traditional centerfire rifle	39	30.5%
Long range with a traditional centerfire rifle	53	41.4%
NRA high power with a traditional centerfire rifle	8	6.3%
Schuetzen with a traditional centerfire rifle	1	0.8%
Sighting-in rifle with a traditional centerfire rifle	89	69.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	22	17.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	3	2.3%
Tactical with a traditional centerfire rifle	14	10.9%
Teaching/Informative with a traditional centerfire rifle	42	32.8%
Three (3) position with a traditional centerfire rifle	14	10.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	23	18.0%
Other Please describe with a traditional centerfire rifle	5	3.9%
Plinking or informal target shooting with an MSR	86	67.2%
3 Gun with an MSR	7	5.5%
Benchrest with an MSR	21	16.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	25	19.5%
Long range with an MSR	28	21.9%
NRA high power with an MSR	4	3.1%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	55	43.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	14	10.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	2.3%
Tactical with an MSR	21	16.4%
Teaching/Informative with an MSR	33	25.8%
Three (3) position with an MSR	11	8.6%
Training (Military, Defense, Law Enforcement) with an MSR	29	22.7%
Other Please describe with an MSR	3	2.3%
Informal (backyard, testing) with a shotgun	89	69.5%
3 Gun with a shotgun	8	6.3%
5 Stand with a shotgun	24	18.8%
Cowboy Action with a shotgun	2	1.6%
Dog training with a shotgun	23	18.0%
Other with a shotgun	3	2.3%
Pattern shotgun with a shotgun	76	59.4%
Sighting-In with a shotgun	64	50.0%
Skeet with a shotgun	87	68.0%
Sporting clays with a shotgun	83	64.8%
Teaching/Informative with a shotgun	46	35.9%
Test reload with a shotgun	28	21.9%
Training (Military, Defense, Law Enforcement) with a shotgun	21	16.4%
Trap with a shotgun	81	63.3%
Wobble Trap with a shotgun	26	20.3%
Other Please describe with a shotgun	4	3.1%
Total	128	100.0%

Current Recreational Shooting Activities

Table V5.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	111	86.0%
Shotgun	109	84.5%
Semiautomatic Handgun	106	82.2%
Traditional Rimfire Rifle	104	80.6%
Revolver	90	69.8%
MSR	65	50.4%
Traditional or Compound Bow	54	41.9%
Muzzleloader	50	38.8%
Crossbow	23	17.8%
None of the Above	3	2.3%
Total	129	100.0%

Table V5.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	97	74.6%
Plinking or informal target shooting with a Semi-Automatic Handgun	94	72.3%
Plinking or informal target shooting with a traditional centerfire rifle	93	71.5%
Plinking or informal target shooting with a Revolver	83	63.8%
Sighting-in rifle with a traditional centerfire rifle	82	63.1%
Informal (backyard or testing) with a Shotgun	78	60.0%
Sighting-in with a Semi-Automatic Handgun	71	54.6%
Sighting-in rifle with a traditional rimfire rifle	68	52.3%
Pattern shotgun	67	51.5%
Sporting clays with a Shotgun	64	49.2%
Plinking or informal target shooting with a MSR	62	47.7%
Trap with a Shotgun	60	46.2%
Skeet with a Shotgun	58	44.6%
Sighting-In with a Shotgun	55	42.3%
Target shooting with a traditional or compound bow	54	41.5%
Sighting-in with a Revolver	51	39.2%
Target shooting with a muzzleloader	50	38.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	46	35.4%
Long range with a traditional centerfire rifle	42	32.3%
Sighting-in rifle with a MSR	38	29.2%
Teaching/Informative with a traditional rimfire rifle	38	29.2%
Benchrest with a traditional centerfire rifle	36	27.7%
Teaching/Informative with a Semi-Automatic Handgun	36	27.7%

Testing (Ammo & firearm) with a Revolver	35	26.9%
Teaching/Informative with a Shotgun	34	26.2%
Load Testing/Development with a traditional centerfire rifle	33	25.4%
Teaching/Informative with a traditional centerfire rifle	30	23.1%
Target shooting with an air rifle at a range	30	23.1%
Teaching/Informative with a Revolver	28	21.5%
Bullseye with a Semi-Automatic Handgun	26	20.0%
Benchrest with a traditional rimfire rifle	26	20.0%
Teaching/Informative with a MSR	23	17.7%
Target shooting with a crossbow	23	17.7%
5 Stand with a Shotgun	22	16.9%
Test reload with a Shotgun	22	16.9%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	21	16.2%
Long range with a traditional rimfire rifle	21	16.2%
Wobble Trap with a Shotgun	18	13.8%
Silhouette with a Semi-Automatic Handgun	18	13.8%
Dog training with a shotgun	18	13.8%
Bullseye with a Revolver	17	13.1%
Silhouette with a traditional centerfire rifle	16	12.3%
Load Testing/Development with a MSR	16	12.3%
Load Testing/Development with a Semi-Automatic Handgun	15	11.5%
Load Testing/Development with a Revolver	15	11.5%
Tactical with a MSR	14	10.8%
Training (Military / Defense / Law Enforcement) with a MSR	14	10.8%
Load Testing/Development with a traditional rimfire rifle	14	10.8%
Long range with a MSR	13	10.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	9.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	11	8.5%
Silhouette with a Revolver	11	8.5%
Benchrest with a MSR	10	7.7%
Bowling pin with a Semi-Automatic Handgun	10	7.7%
Silhouette with a traditional rimfire rifle	10	7.7%
Steel Challenge with a Semi-Automatic Handgun	8	6.2%
Training (Military / Defense / Law Enforcement) with a Revolver	8	6.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	7	5.4%
Silhouette with a MSR	6	4.6%
3 Gun with a Shotgun	5	3.8%
Tactical with a traditional centerfire rifle	5	3.8%
3 Gun with a Semi-Automatic Handgun	5	3.8%
Bowling pin with a Revolver	5	3.8%

Three (3) position with a MSR	4	3.1%
IDPA with a Semi-Automatic Handgun	4	3.1%
IPSC with a Semi-Automatic Handgun	4	3.1%
Three (3) position with a traditional rimfire rifle	4	3.1%
3 Gun with a MSR	3	2.3%
Cowboy action with a Revolver	3	2.3%
Steel Challenge with a Revolver	3	2.3%
Tactical with a traditional rimfire rifle	3	2.3%
None of the above	3	2.3%
Cowboy Action with a Shotgun	2	1.5%
3 Gun with a traditional centerfire rifle	2	1.5%
Cowboy action with a traditional centerfire rifle	2	1.5%
NRA high power with a traditional centerfire rifle	2	1.5%
Three (3) position with a traditional centerfire rifle	2	1.5%
Schuetzen with a traditional centerfire rifle	1	0.8%
Steel Challenge with a traditional centerfire rifle	1	0.8%
NRA high power with a MSR	1	0.8%
Steel Challenge with a MSR	1	0.8%
3 Gun with a Revolver	1	0.8%
IPSC with a Revolver	1	0.8%
Steel Challenge with a traditional rimfire rifle	1	0.8%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	130	100.0%

Table V5.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	11	13.1%
Revolver	19	22.6%
Traditional Rimfire Rifle	14	16.7%
Traditional Centerfire Rifle	4	4.8%
MSR	27	32.1%
Shotgun	9	10.7%
Air Rifle	29	34.5%
Traditional or Compound Bow	38	45.2%
Crossbow	18	21.4%
Muzzleloader	21	25.0%
Total	84	100.0%

Table V5.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	11	10.3%
3 Gun with a Shotgun	3	2.8%
5 Stand with a Shotgun	2	1.9%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	9	8.4%
Skeet with a Shotgun	29	27.1%
Sporting clays with a Shotgun	19	17.8%
Teaching/Informative with a Shotgun	12	11.2%
Test reload with a Shotgun	6	5.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	8.4%
Trap with a Shotgun	21	19.6%
Wobble Trap with a Shotgun	8	7.5%
Plinking or informal target shooting with a traditional centerfire rifle	10	9.3%
3 Gun with a traditional centerfire rifle	2	1.9%
Benchrest with a traditional centerfire rifle	8	7.5%
Cowboy action with a traditional centerfire rifle	1	0.9%
Load Testing/Development with a traditional centerfire rifle	6	5.6%
Long range with a traditional centerfire rifle	11	10.3%
NRA high power with a traditional centerfire rifle	6	5.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	7	6.5%
Silhouette with a traditional centerfire rifle	6	5.6%
Steel Challenge with a traditional centerfire rifle	2	1.9%
Tactical with a traditional centerfire rifle	9	8.4%
Teaching/Informative with a traditional centerfire rifle	12	11.2%
Three (3) position with a traditional centerfire rifle	12	11.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	12	11.2%
Plinking or informal target shooting with a MSR	24	22.4%

3 Gun with a MSR	4	3.7%
Benchrest with a MSR	11	10.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	9	8.4%
Long range with a MSR	15	14.0%
NRA high power with a MSR	3	2.8%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	17	15.9%
Silhouette with a MSR	8	7.5%
Steel Challenge with a MSR	2	1.9%
Tactical with a MSR	7	6.5%
Teaching/Informative with a MSR	10	9.3%
Three (3) position with a MSR	7	6.5%
Training (Military / Defense / Law Enforcement) with a MSR	15	14.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	13	12.1%
3 Gun with a Semi-Automatic Handgun	1	0.9%
Bowling pin with a Semi-Automatic Handgun	4	3.7%
Bullseye with a Semi-Automatic Handgun	9	8.4%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	2.8%
Load Testing/Development with a Semi-Automatic Handgun	8	7.5%
Sighting-in with a Semi-Automatic Handgun	5	4.7%
Silhouette with a Semi-Automatic Handgun	12	11.2%
Steel Challenge with a Semi-Automatic Handgun	3	2.8%
Teaching/Informative with a Semi-Automatic Handgun	10	9.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	9	8.4%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	14	13.1%
Plinking or informal target shooting with a Revolver	20	18.7%
3 Gun with a Revolver	7	6.5%
Bowling pin with a Revolver	3	2.8%
Bullseye with a Revolver	12	11.2%
Cowboy action with a Revolver	3	2.8%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	11	10.3%
Sighting-in with a Revolver	12	11.2%
Silhouette with a Revolver	10	9.3%
Steel Challenge with a Revolver	2	1.9%
Teaching/Informative with a Revolver	9	8.4%
Testing (Ammo & firearm) with a Revolver	16	15.0%
Training (Military / Defense / Law Enforcement) with a Revolver	11	10.3%
Dog training with a shotgun	5	4.7%
Target shooting with a traditional or compound bow	38	35.5%
Target shooting with a crossbow	18	16.8%
Target shooting with a muzzleloader	21	19.6%
Plinking or informal target shooting with a traditional rimfire rifle	16	15.0%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	7	6.5%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	9	8.4%
Long range with a traditional rimfire rifle	4	3.7%
NRA high power with a traditional rimfire rifle	1	0.9%
Schuetzen with a traditional rimfire rifle	1	0.9%
Sighting-in rifle with a traditional rimfire rifle	11	10.3%
Target shooting with an air rifle at a range	29	27.1%
Silhouette with a traditional rimfire rifle	11	10.3%
Pattern shotgun	9	8.4%
Steel Challenge with a traditional rimfire rifle	3	2.8%
Tactical with a traditional rimfire rifle	1	0.9%
Teaching/Informative with a traditional rimfire rifle	4	3.7%
Three (3) position with a traditional rimfire rifle	7	6.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	7.5%
Total	107	100.0%

Current Hunting Activities

Table V5.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	96	94.1%
Shotgun	94	92.2%
Muzzleloader	56	54.9%
Traditional bow/compound bow	56	54.9%
MSR	47	46.1%
Handgun	43	42.2%
Crossbow	29	28.4%
Other	5	4.9%
Total	102	100.0%

Table V5.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	25	25.8%
Deer	92	94.8%
Elk	17	17.5%
Other big game	14	14.4%
Others	4	4.1%
Predators	56	57.7%
Small game	63	64.9%
Turkey	69	71.1%
Upland game birds	54	55.7%
Waterfowl	39	40.2%
Wild pig / feral hog	28	28.9%
Total	97	100.0%

Revolver Activity Interest

Table V5.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	22	46.8%
I don't have anybody to go with	16	34.0%
I don't know how to get started	16	34.0%
These activities are not offered at ranges in my area	14	29.8%
Too expensive	4	8.5%
Other Please describe	3	6.4%
Medical reason / disability	2	4.3%
I do not own / have access to this firearm	2	4.3%
Total	47	100.0%

Table V5.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	3	50.0%
I don't own or have access to the proper equipment	2	33.3%
Too expensive	1	16.7%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	6	100.0%

Influential Media and Individuals

Table V5.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	60	46.9%
Father	48	37.5%
Aunt / Uncle	22	17.2%
Self / nobody else	22	17.2%
Another relative	16	12.5%
Sibling	15	11.7%
Grandparent	13	10.2%
Co-worker	10	7.8%
Mother	7	5.5%
Other, please specify	6	4.7%
Neighbor	5	3.9%
Military	4	3.1%
Children / grandchildren	3	2.3%
Spouse	2	1.6%
Guide / outfitter	2	1.6%
Total	128	100.0%

Table V5.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	71	55.0%
Magazines and Books	50	38.8%
Online videos	45	34.9%
National sportsmen's conservation organizations	34	26.4%
Hunter education programs	25	19.4%
Local clubs or social organizations	25	19.4%
State wildlife management agencies	21	16.3%
Retailers	18	14.0%
Seminars	9	7.0%
Other, please specify	3	2.3%
Total	129	100.0%

Table V5.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	39	88.6%
How-to videos	29	65.9%
Competitions	29	65.9%
Product reviews	28	63.6%
TV programs (complete or partial episodes)	24	54.5%
Non-professionals (home videos) hunting/fishing/shooting	20	45.5%
Fish and Wildlife agency produced videos	8	18.2%
Informational/political/talk show style	8	18.2%
Comedy/blooper videos	4	9.1%
Other	3	6.8%
Total	44	100.0%

Table V5.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	11	15.5%
Animal Planet	6	8.5%
Comcast SportsNet	1	1.4%
Discovery Channel	16	22.5%
ESPN/ESPN 2	6	8.5%
History Channel	26	36.6%
Military Channel	20	28.2%
National Geographic	12	16.9%
NBC Sports	3	4.2%
Outdoor Channel	58	81.7%
Pursuit Channel	27	38.0%
Sportsman Channel	47	66.2%
Sunshine Network / SUN Sports	1	1.4%
WildTV	6	8.5%
World Fishing Network	2	2.8%
Other national network	2	2.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	27	38.0%
I watched hunting/fishing TV, but don't remember the channel	18	25.4%
Total	71	100.0%

Table V5.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	70	50.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	59	42.1%
Programming offered by outdoor retailers	56	40.0%
An invitation from a friend / family member	52	37.1%
Books / magazines	50	35.7%
Membership in a non-profit organization	45	32.1%
YouTube videos	42	30.0%
Online forums / blogs	31	22.1%
Other Please describe	9	6.4%
None of the above	4	2.9%
Total	140	100.0%

Table V5.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	19	35.2%	20	34.5%	17	40.5%	17	41.5%
Google+	12	22.2%	11	19.0%	10	23.8%	7	17.1%
Twitter	3	5.6%	2	3.4%	4	9.5%	3	7.3%
Pinterest	8	14.8%	6	10.3%	7	16.7%	10	24.4%
Magazines	35	64.8%	41	70.7%	31	73.8%	27	65.9%
Instagram	4	7.4%	4	6.9%	5	11.9%	5	12.2%
YouTube	35	64.8%	32	55.2%	27	64.3%	34	82.9%
Television programs	28	51.9%	31	53.4%	25	59.5%	22	53.7%
Online Forums	19	35.2%	24	41.4%	16	38.1%	21	51.2%
Newsletter from hunting / wildlife groups or organizations	20	37.0%	27	46.6%	19	45.2%	11	26.8%
Fish / Wildlife Agency for My State of Residence	19	35.2%	21	36.2%	18	42.9%	11	26.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	15	27.8%	16	27.6%	15	35.7%	9	22.0%
Other	0	0.0%	1	1.7%	0	0.0%	1	2.4%
None of The Above	5	9.3%	6	10.3%	3	7.1%	3	7.3%
Total	54	100.0%	58	100.0%	42	100.0%	41	100.0%

Table V5.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	24	34.3%	19	38.0%	13	41.9%	17	32.7%
Google+	16	22.9%	13	26.0%	7	22.6%	13	25.0%
Twitter	4	5.7%	3	6.0%	2	6.5%	4	7.7%
Pinterest	6	8.6%	10	20.0%	6	19.4%	3	5.8%
Magazines	47	67.1%	39	78.0%	22	71.0%	32	61.5%
Instagram	4	5.7%	6	12.0%	4	12.9%	4	7.7%
YouTube	36	51.4%	32	64.0%	24	77.4%	26	50.0%
Television programs	38	54.3%	31	62.0%	19	61.3%	23	44.2%
Online Forums	27	38.6%	21	42.0%	18	58.1%	15	28.8%
Newsletter from hunting / wildlife groups or organizations	22	31.4%	19	38.0%	9	29.0%	15	28.8%
Fish / Wildlife Agency for My State of Residence	23	32.9%	18	36.0%	12	38.7%	18	34.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	19	27.1%	13	26.0%	7	22.6%	10	19.2%
Other	0	0.0%	1	2.0%	1	3.2%	0	0.0%
None of The Above	6	8.6%	3	6.0%	2	6.5%	4	7.7%
Total	70	100.0%	50	100.0%	31	100.0%	52	100.0%

IDPA with a Revolver

This section includes those who are interested in shooting IDPA with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V6.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	3.6%
25 to 34	31	15.8%
35 to 44	37	18.9%
45 to 54	52	26.5%
55 to 64	46	23.5%
65 and older	23	11.7%
Total	196	100.0%

Table V6.2) **What is your gender?**

	Count	Column Percent
Male	194	99.0%
Female	2	1.0%
Total	196	100.0%

Table V6.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	15	7.7%
\$20,000 to \$29,999	11	5.6%
\$30,000 to \$39,999	8	4.1%
\$40,000 to \$49,999	12	6.2%
\$50,000 to \$74,999	40	20.5%
\$75,000 to \$99,999	42	21.5%
\$100,000 to \$149,999	39	20.0%
\$150,000 to \$200,000	13	6.7%
More than \$200,000	15	7.7%
Total	195	100.0%

Table V6.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	39	19.9%
Trade school, associates degree or similar	73	37.2%
Bachelors degree	57	29.1%
Masters degree	17	8.7%
Ph D and higher	10	5.1%
Total	196	100.0%

Table V6.5) In which region do you live?

	Count	Column Percent
Northeast	30	15.3%
Midwest	52	26.5%
South	69	35.2%
West	44	22.4%
Canada	1	0.5%
Total	196	100.0%

Introduction to Shooting

Table V6.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	144	72.4%
11 to 17 years old	36	18.1%
18 to 24 years old	9	4.5%
25 to 34 years old	2	1.0%
35 to 44 years old	5	2.5%
45 to 54 years old	2	1.0%
55 to 64 years old	1	0.5%
65 years and older	0	0.0%
Total	199	100.0%

Table V6.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	37	18.6%
Blackpowder or muzzleloader	2	1.0%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	3	1.5%
Revolver	14	7.0%
Shotgun	37	18.6%
Semi-Automatic handgun	13	6.5%
Traditional bow	4	2.0%
Traditional rifle (Centerfire)	12	6.0%
Traditional rifle (Rimfire)	77	38.7%
Other	0	0.0%
Total	199	100.0%

Table V6.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	6	3.0%
Cowboy action	1	0.5%
Long range	1	0.5%
Pattern shotgun	5	2.5%
Plinking or informal target shooting	156	78.4%
Silhouette	2	1.0%
Skeet	6	3.0%
Sporting clays	4	2.0%
Test reload	2	1.0%
Training (Military, Defense, Law Enforcement)	3	1.5%
Trap	1	0.5%
Target archery	2	1.0%
3D archery	2	1.0%
Other Please describe:	8	4.0%
Total	199	100.0%

Table V6.9) Who took you shooting for the first time?

	Count	Column Percent
Father	123	62.8%
Friend	32	16.3%
Grandparent	26	13.3%
Aunt / Uncle	21	10.7%
Nobody / I shot alone when I first went shooting	9	4.6%
Mother	8	4.1%
Camp / Summer camp	8	4.1%
Sibling	5	2.6%
Neighbor	5	2.6%
Another relative	4	2.0%
Military	3	1.5%
Spouse	2	1.0%
Co-worker	2	1.0%
Other	1	0.5%
Guide / outfitter	0	0.0%
Total	196	100.0%

Table V6.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	153	79.7%
Tradition / way of life	116	60.4%
It's relaxing / an escape	114	59.4%
Spend time with family or friends who already shot	112	58.3%
Wanted to spend more time outdoors	86	44.8%
I wanted a challenge / adventure	70	36.5%
Training for hunting	52	27.1%
To teach someone else / introduce my children or others to shooting	49	25.5%
Protection / self defense	44	22.9%
Wanted to try a new sport	43	22.4%
Training (military, police, etc.)	35	18.2%
Media (television, magazines, movies)	4	2.1%
Other Please write in	4	2.1%
Total	192	100.0%

Table V6.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	52	26.1%
1 year	36	18.1%
2 - 5 years	51	25.6%
6 - 10 years	12	6.0%

More than 10 years	23	11.6%
I have only ever participated in [the shooting activity that I first participated in]	25	12.6%
Total	199	100.0%

Table V6.12) **Which activities have you ever participated in?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	158	91.3%
3 Gun with a semi-automatic handgun	10	5.8%
Bowling pin with a semi-automatic handgun	30	17.3%
Bullseye with a semi-automatic handgun	52	30.1%
Cowboy action with a semi-automatic handgun	5	2.9%
IDPA with a semi-automatic handgun	0	0.0%
IPSC with a semi-automatic handgun	12	6.9%
Load Testing/Development with a semi-automatic handgun	54	31.2%
Sighting-in with a semi-automatic handgun	117	67.6%
Silhouette with a semi-automatic handgun	53	30.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	20	11.6%
Teaching/Informative with a semi-automatic handgun	76	43.9%
Testing (Ammo & firearm) with a semi-automatic handgun	86	49.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	67	38.7%
Other Please describe with a semi-automatic handgun	3	1.7%
Plinking or informal target shooting with a revolver	150	86.7%
3 Gun with a revolver	1	0.6%
Bowling pin with a revolver	22	12.7%
Bullseye with a revolver	43	24.9%
Cowboy action with a revolver	15	8.7%
IDPA with a revolver	1	0.6%
IPSC with a revolver	7	4.0%
Load Testing/Development with a revolver	48	27.7%
Sighting-in with a revolver	88	50.9%
Silhouette with a revolver	35	20.2%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	9	5.2%
Teaching/Informative with a revolver	67	38.7%
Testing (Ammo & firearm) with a revolver	77	44.5%
Training (Military, Defense, Law Enforcement) with a revolver	34	19.7%
Other Please describe with a revolver	6	3.5%
Plinking or informal target shooting with a traditional rimfire rifle	158	91.3%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	44	25.4%
Cowboy action with a traditional rimfire rifle	1	0.6%
Load Testing/Development with a traditional rimfire rifle	35	20.2%

Long range with a traditional rimfire rifle	42	24.3%
NRA high power with a traditional rimfire rifle	2	1.2%
Schuetzen with a traditional rimfire rifle	1	0.6%
Sighting-in rifle with a traditional rimfire rifle	111	64.2%
Silhouette with a traditional rimfire rifle	37	21.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	6	3.5%
Tactical with a traditional rimfire rifle	4	2.3%
Teaching/Informative with a traditional rimfire rifle	72	41.6%
Three (3) position with a traditional rimfire rifle	22	12.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	21	12.1%
Other Please describe with a traditional rimfire rifle	9	5.2%
Plinking or informal target shooting with a traditional centerfire rifle	150	86.7%
3 Gun with a traditional centerfire rifle	4	2.3%
Benchrest with a traditional centerfire rifle	63	36.4%
Cowboy action with a traditional centerfire rifle	7	4.0%
Load Testing/Development with a traditional centerfire rifle	75	43.4%
Long range with a traditional centerfire rifle	84	48.6%
NRA high power with a traditional centerfire rifle	15	8.7%
Schuetzen with a traditional centerfire rifle	4	2.3%
Sighting-in rifle with a traditional centerfire rifle	130	75.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	37	21.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	12	6.9%
Tactical with a traditional centerfire rifle	34	19.7%
Teaching/Informative with a traditional centerfire rifle	72	41.6%
Three (3) position with a traditional centerfire rifle	16	9.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	46	26.6%
Other Please describe with a traditional centerfire rifle	8	4.6%
Plinking or informal target shooting with an MSR	135	78.0%
3 Gun with an MSR	9	5.2%
Benchrest with an MSR	34	19.7%
Cowboy action with an MSR	1	0.6%
Load Testing/Development with an MSR	48	27.7%
Long range with an MSR	46	26.6%
NRA high power with an MSR	7	4.0%
Schuetzen with an MSR	1	0.6%
Sighting-in rifle with an MSR	102	59.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	21	12.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	6.4%
Tactical with an MSR	44	25.4%

Teaching/Informative with an MSR	59	34.1%
Three (3) position with an MSR	13	7.5%
Training (Military, Defense, Law Enforcement) with an MSR	56	32.4%
Other Please describe with an MSR	4	2.3%
Informal (backyard, testing) with a shotgun	138	79.8%
3 Gun with a shotgun	9	5.2%
5 Stand with a shotgun	28	16.2%
Cowboy Action with a shotgun	7	4.0%
Dog training with a shotgun	37	21.4%
Other with a shotgun	3	1.7%
Pattern shotgun with a shotgun	102	59.0%
Sighting-In with a shotgun	87	50.3%
Skeet with a shotgun	112	64.7%
Sporting clays with a shotgun	105	60.7%
Teaching/Informative with a shotgun	63	36.4%
Test reload with a shotgun	35	20.2%
Training (Military, Defense, Law Enforcement) with a shotgun	39	22.5%
Trap with a shotgun	112	64.7%
Wobble Trap with a shotgun	28	16.2%
Other Please describe with a shotgun	10	5.8%
Total	173	100.0%

Current Recreational Shooting Activities

Table V6.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semiautomatic Handgun	159	91.9%
Traditional Centerfire Rifle	155	89.6%
Shotgun	150	86.7%
Traditional Rimfire Rifle	144	83.2%
Revolver	126	72.8%
MSR	110	63.6%
Traditional or Compound Bow	69	39.9%
Muzzleloader	65	37.6%
Crossbow	34	19.7%
None of the Above	0	0.0%
Total	173	100.0%

Table V6.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	148	85.1%
Plinking or informal target shooting with a traditional centerfire rifle	139	79.9%
Plinking or informal target shooting with a traditional rimfire rifle	137	78.7%
Plinking or informal target shooting with a Revolver	120	69.0%
Sighting-in rifle with a traditional centerfire rifle	117	67.2%
Informal (backyard or testing) with a Shotgun	112	64.4%
Sighting-in with a Semi-Automatic Handgun	105	60.3%
Plinking or informal target shooting with a MSR	103	59.2%
Sighting-in rifle with a traditional rimfire rifle	92	52.9%
Sporting clays with a Shotgun	77	44.3%
Pattern shotgun	74	42.5%
Sighting-in rifle with a MSR	72	41.4%
Trap with a Shotgun	71	40.8%
Sighting-in with a Revolver	70	40.2%
Sighting-In with a Shotgun	69	39.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	69	39.7%
Target shooting with a traditional or compound bow	69	39.7%
Skeet with a Shotgun	67	38.5%
Long range with a traditional centerfire rifle	66	37.9%
Target shooting with a muzzleloader	65	37.4%
Teaching/Informative with a Semi-Automatic Handgun	62	35.6%
Load Testing/Development with a traditional centerfire rifle	61	35.1%
Testing (Ammo & firearm) with a Revolver	56	32.2%
Teaching/Informative with a traditional rimfire rifle	56	32.2%
Benchrest with a traditional centerfire rifle	51	29.3%
Teaching/Informative with a traditional centerfire rifle	49	28.2%
Teaching/Informative with a Shotgun	48	27.6%
Teaching/Informative with a Revolver	45	25.9%
Target shooting with an air rifle at a range	43	24.7%
Bullseye with a Semi-Automatic Handgun	41	23.6%
Load Testing/Development with a Semi-Automatic Handgun	41	23.6%
Teaching/Informative with a MSR	37	21.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	37	21.3%
Silhouette with a Semi-Automatic Handgun	35	20.1%
Target shooting with a crossbow	34	19.5%
Load Testing/Development with a Revolver	31	17.8%
Benchrest with a traditional rimfire rifle	31	17.8%
Load Testing/Development with a MSR	30	17.2%
Tactical with a MSR	29	16.7%

Long range with a traditional rimfire rifle	29	16.7%
Test reload with a Shotgun	27	15.5%
Training (Military / Defense / Law Enforcement) with a MSR	27	15.5%
Silhouette with a traditional centerfire rifle	25	14.4%
Bullseye with a Revolver	24	13.8%
Long range with a MSR	23	13.2%
Dog training with a shotgun	23	13.2%
Benchrest with a MSR	21	12.1%
Silhouette with a traditional rimfire rifle	21	12.1%
Silhouette with a Revolver	20	11.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	10.9%
5 Stand with a Shotgun	18	10.3%
Wobble Trap with a Shotgun	18	10.3%
Load Testing/Development with a traditional rimfire rifle	18	10.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	17	9.8%
Tactical with a traditional centerfire rifle	15	8.6%
Bowling pin with a Semi-Automatic Handgun	15	8.6%
Silhouette with a MSR	12	6.9%
Steel Challenge with a Semi-Automatic Handgun	10	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	10	5.7%
Bowling pin with a Revolver	9	5.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	4.6%
3 Gun with a Semi-Automatic Handgun	7	4.0%
Cowboy action with a Revolver	7	4.0%
3 Gun with a Shotgun	6	3.4%
Cowboy Action with a Shotgun	5	2.9%
Steel Challenge with a traditional centerfire rifle	5	2.9%
Steel Challenge with a MSR	5	2.9%
Steel Challenge with a Revolver	5	2.9%
Cowboy action with a traditional centerfire rifle	4	2.3%
Three (3) position with a MSR	4	2.3%
IPSC with a Semi-Automatic Handgun	4	2.3%
NRA high power with a traditional centerfire rifle	3	1.7%
3 Gun with a MSR	3	1.7%
NRA high power with a MSR	3	1.7%
Steel Challenge with a traditional rimfire rifle	3	1.7%
Tactical with a traditional rimfire rifle	3	1.7%
Three (3) position with a traditional rimfire rifle	3	1.7%
3 Gun with a traditional centerfire rifle	2	1.1%
Schuetzen with a traditional centerfire rifle	1	0.6%
Three (3) position with a traditional centerfire rifle	1	0.6%

Cowboy action with a MSR	1	0.6%
Cowboy action with a Semi-Automatic Handgun	1	0.6%
IDPA with a Revolver	1	0.6%
IPSC with a Revolver	1	0.6%
Cowboy action with a traditional rimfire rifle	1	0.6%
Schuetzen with a MSR	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
None of the above	0	0.0%
Total	174	100.0%

Table V6.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	6.7%
Revolver	28	23.5%
Traditional Rimfire Rifle	19	16.0%
Traditional Centerfire Rifle	7	5.9%
MSR	35	29.4%
Shotgun	16	13.4%
Air Rifle	45	37.8%
Traditional or Compound Bow	56	47.1%
Crossbow	23	19.3%
Muzzleloader	37	31.1%
Total	119	100.0%

Table V6.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	26	17.1%
3 Gun with a Shotgun	3	2.0%
5 Stand with a Shotgun	10	6.6%
Cowboy Action with a Shotgun	2	1.3%
Sighting-In with a Shotgun	18	11.8%
Skeet with a Shotgun	45	29.6%
Sporting clays with a Shotgun	28	18.4%
Teaching/Informative with a Shotgun	15	9.9%
Test reload with a Shotgun	8	5.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	20	13.2%
Trap with a Shotgun	41	27.0%

Wobble Trap with a Shotgun	10	6.6%
Plinking or informal target shooting with a traditional centerfire rifle	11	7.2%
3 Gun with a traditional centerfire rifle	2	1.3%
Benchrest with a traditional centerfire rifle	12	7.9%
Cowboy action with a traditional centerfire rifle	3	2.0%
Load Testing/Development with a traditional centerfire rifle	14	9.2%
Long range with a traditional centerfire rifle	18	11.8%
NRA high power with a traditional centerfire rifle	12	7.9%
Schuetzen with a traditional centerfire rifle	3	2.0%
Sighting-in rifle with a traditional centerfire rifle	13	8.6%
Silhouette with a traditional centerfire rifle	12	7.9%
Steel Challenge with a traditional centerfire rifle	7	4.6%
Tactical with a traditional centerfire rifle	19	12.5%
Teaching/Informative with a traditional centerfire rifle	23	15.1%
Three (3) position with a traditional centerfire rifle	15	9.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	29	19.1%
Plinking or informal target shooting with a MSR	32	21.1%
3 Gun with a MSR	6	3.9%
Benchrest with a MSR	13	8.6%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	18	11.8%
Long range with a MSR	23	15.1%
NRA high power with a MSR	4	2.6%
Schuetzen with a MSR	1	0.7%
Sighting-in rifle with a MSR	30	19.7%
Silhouette with a MSR	9	5.9%
Steel Challenge with a MSR	6	3.9%
Tactical with a MSR	15	9.9%
Teaching/Informative with a MSR	22	14.5%
Three (3) position with a MSR	9	5.9%
Training (Military / Defense / Law Enforcement) with a MSR	29	19.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	10	6.6%
3 Gun with a Semi-Automatic Handgun	3	2.0%
Bowling pin with a Semi-Automatic Handgun	15	9.9%
Bullseye with a Semi-Automatic Handgun	11	7.2%
Cowboy action with a Semi-Automatic Handgun	4	2.6%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	8	5.3%
Load Testing/Development with a Semi-Automatic Handgun	13	8.6%
Sighting-in with a Semi-Automatic Handgun	12	7.9%
Silhouette with a Semi-Automatic Handgun	18	11.8%
Steel Challenge with a Semi-Automatic Handgun	10	6.6%
Teaching/Informative with a Semi-Automatic Handgun	14	9.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	17	11.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	28	18.4%
Plinking or informal target shooting with a Revolver	30	19.7%

3 Gun with a Revolver	22	14.5%
Bowling pin with a Revolver	13	8.6%
Bullseye with a Revolver	19	12.5%
Cowboy action with a Revolver	8	5.3%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	6	3.9%
Load Testing/Development with a Revolver	17	11.2%
Sighting-in with a Revolver	18	11.8%
Silhouette with a Revolver	15	9.9%
Steel Challenge with a Revolver	4	2.6%
Teaching/Informative with a Revolver	22	14.5%
Testing (Ammo & firearm) with a Revolver	21	13.8%
Training (Military / Defense / Law Enforcement) with a Revolver	23	15.1%
Dog training with a shotgun	14	9.2%
Target shooting with a traditional or compound bow	56	36.8%
Target shooting with a crossbow	23	15.1%
Target shooting with a muzzleloader	37	24.3%
Plinking or informal target shooting with a traditional rimfire rifle	21	13.8%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	13	8.6%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	17	11.2%
Long range with a traditional rimfire rifle	13	8.6%
NRA high power with a traditional rimfire rifle	2	1.3%
Schuetzen with a traditional rimfire rifle	4	2.6%
Sighting-in rifle with a traditional rimfire rifle	19	12.5%
Target shooting with an air rifle at a range	45	29.6%
Silhouette with a traditional rimfire rifle	16	10.5%
Pattern shotgun	28	18.4%
Steel Challenge with a traditional rimfire rifle	3	2.0%
Tactical with a traditional rimfire rifle	1	0.7%
Teaching/Informative with a traditional rimfire rifle	16	10.5%
Three (3) position with a traditional rimfire rifle	19	12.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	8.6%
Total	152	100.0%

Current Hunting Activities

Table V6.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	121	96.0%
Shotgun	112	88.9%
Traditional bow/compound bow	72	57.1%
Handgun	70	55.6%
Muzzleloader	65	51.6%
MSR	54	42.9%
Crossbow	34	27.0%
Other	8	6.3%
Total	126	100.0%

Table V6.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	27	22.3%
Deer	107	88.4%
Elk	20	16.5%
Other big game	10	8.3%
Others	10	8.3%
Predators	63	52.1%
Small game	82	67.8%
Turkey	76	62.8%
Upland game birds	71	58.7%
Waterfowl	38	31.4%
Wild pig / feral hog	33	27.3%
Total	121	100.0%

Revolver Activity Interest

Table V6.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	44	55.7%
I don't have anybody to go with	28	35.4%
I don't know how to get started	28	35.4%
These activities are not offered at ranges in my area	23	29.1%
Too expensive	12	15.2%
Other Please describe	5	6.3%
Medical reason / disability	3	3.8%
I do not own / have access to this firearm	1	1.3%
Total	79	100.0%

Table V6.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	3	75.0%
I don't own or have access to the proper equipment	1	25.0%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	4	100.0%

Influential Media and Individuals

Table V6.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	76	44.4%
Father	60	35.1%
Self / nobody else	38	22.2%
Aunt / Uncle	22	12.9%
Grandparent	20	11.7%
Co-worker	17	9.9%
Another relative	17	9.9%
Sibling	13	7.6%
Military	10	5.8%
Other, please specify	10	5.8%
Neighbor	6	3.5%
Mother	4	2.3%
Spouse	4	2.3%
Children / grandchildren	2	1.2%
Guide / outfitter	1	0.6%
Total	171	100.0%

Table V6.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	80	47.3%
Online videos	70	41.4%
Magazines and Books	54	32.0%
Local clubs or social organizations	44	26.0%
National sportsmen's conservation organizations	39	23.1%
Hunter education programs	26	15.4%
State wildlife management agencies	24	14.2%
Retailers	21	12.4%
Seminars	12	7.1%
Other, please specify	5	3.0%
Total	169	100.0%

Table V6.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	54	78.3%
Non-professionals (home videos) hunting/fishing/shooting	41	59.4%
Competitions	41	59.4%
Product reviews	40	58.0%
How-to videos	37	53.6%
TV programs (complete or partial episodes)	30	43.5%
Informational/political/talk show style	13	18.8%
Fish and Wildlife agency produced videos	12	17.4%
Comedy/blooper videos	4	5.8%
Other	3	4.3%
Total	69	100.0%

Table V6.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	9	11.3%
Animal Planet	1	1.3%
Comcast SportsNet	0	0.0%
Discovery Channel	17	21.3%
ESPN/ESPN 2	4	5.0%
History Channel	34	42.5%
Military Channel	29	36.3%
National Geographic	11	13.8%
NBC Sports	5	6.3%
Outdoor Channel	66	82.5%
Pursuit Channel	30	37.5%
Sportsman Channel	55	68.8%
Sunshine Network / SUN Sports	0	0.0%
WildTV	4	5.0%
World Fishing Network	2	2.5%
Other national network	2	2.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	27	33.8%
I watched hunting/fishing TV, but don't remember the channel	16	20.0%
Total	80	100.0%

Table V6.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	107	55.4%
Books / magazines	77	39.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	74	38.3%
Programming offered by outdoor retailers	73	37.8%
YouTube videos	67	34.7%
An invitation from a friend / family member	61	31.6%
Membership in a non-profit organization	57	29.5%
Online forums / blogs	45	23.3%
Other Please describe	17	8.8%
None of the above	5	2.6%
Total	193	100.0%

Table V6.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	27	37.0%	23	31.5%	25	43.9%	24	35.8%
Google+	18	24.7%	15	20.5%	14	24.6%	13	19.4%
Twitter	3	4.1%	2	2.7%	4	7.0%	1	1.5%
Pinterest	7	9.6%	5	6.8%	4	7.0%	10	14.9%
Magazines	50	68.5%	49	67.1%	42	73.7%	41	61.2%
Instagram	8	11.0%	7	9.6%	8	14.0%	4	6.0%
YouTube	53	72.6%	47	64.4%	41	71.9%	61	91.0%
Television programs	40	54.8%	34	46.6%	31	54.4%	30	44.8%
Online Forums	27	37.0%	32	43.8%	26	45.6%	35	52.2%
Newsletter from hunting / wildlife groups or organizations	28	38.4%	32	43.8%	23	40.4%	23	34.3%
Fish / Wildlife Agency for My State of Residence	27	37.0%	26	35.6%	21	36.8%	16	23.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	18	24.7%	17	23.3%	15	26.3%	13	19.4%
Other	0	0.0%	0	0.0%	0	0.0%	1	1.5%
None of The Above	3	4.1%	5	6.8%	2	3.5%	2	3.0%
Total	73	100.0%	73	100.0%	57	100.0%	67	100.0%

Table V6.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	39	36.8%	26	33.8%	20	44.4%	25	41.7%
Google+	20	18.9%	22	28.6%	9	20.0%	15	25.0%
Twitter	5	4.7%	3	3.9%	1	2.2%	3	5.0%
Pinterest	7	6.6%	9	11.7%	5	11.1%	6	10.0%
Magazines	65	61.3%	60	77.9%	33	73.3%	32	53.3%
Instagram	8	7.5%	7	9.1%	3	6.7%	6	10.0%
YouTube	70	66.0%	54	70.1%	38	84.4%	37	61.7%
Television programs	53	50.0%	45	58.4%	27	60.0%	25	41.7%
Online Forums	45	42.5%	38	49.4%	33	73.3%	22	36.7%
Newsletter from hunting / wildlife groups or organizations	37	34.9%	34	44.2%	19	42.2%	17	28.3%
Fish / Wildlife Agency for My State of Residence	30	28.3%	22	28.6%	13	28.9%	17	28.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	19	17.9%	16	20.8%	8	17.8%	11	18.3%
Other	0	0.0%	1	1.3%	1	2.2%	0	0.0%
None of The Above	3	2.8%	1	1.3%	1	2.2%	4	6.7%
Total	106	100.0%	77	100.0%	45	100.0%	60	100.0%

IPSC with a Revolver

This section includes those who are interested in shooting IPSC with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V7.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	4.0%
25 to 34	27	15.3%
35 to 44	31	17.6%
45 to 54	44	25.0%
55 to 64	50	28.4%
65 and older	17	9.7%
Total	176	100.0%

Table V7.2) **What is your gender?**

	Count	Column Percent
Male	174	98.3%
Female	3	1.7%
Total	177	100.0%

Table V7.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	12	6.9%
\$20,000 to \$29,999	9	5.1%
\$30,000 to \$39,999	7	4.0%
\$40,000 to \$49,999	9	5.1%
\$50,000 to \$74,999	32	18.3%
\$75,000 to \$99,999	33	18.9%
\$100,000 to \$149,999	41	23.4%
\$150,000 to \$200,000	18	10.3%
More than \$200,000	14	8.0%
Total	175	100.0%

Table V7.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	35	19.9%
Trade school, associates degree or similar	62	35.2%
Bachelors degree	58	33.0%
Masters degree	15	8.5%
Ph D and higher	6	3.4%
Total	176	100.0%

Table V7.5) In which region do you live?

	Count	Column Percent
Northeast	27	15.3%
Midwest	45	25.4%
South	56	31.6%
West	46	26.0%
Canada	3	1.7%
Total	177	100.0%

Introduction to Shooting

Table V7.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	128	71.1%
11 to 17 years old	35	19.4%
18 to 24 years old	10	5.6%
25 to 34 years old	1	0.6%
35 to 44 years old	4	2.2%
45 to 54 years old	1	0.6%
55 to 64 years old	1	0.6%
65 years and older	0	0.0%
Total	180	100.0%

Table V7.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	35	19.4%
Blackpowder or muzzleloader	2	1.1%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	4	2.2%
Revolver	13	7.2%
Shotgun	31	17.2%
Semi-Automatic handgun	12	6.7%
Traditional bow	3	1.7%
Traditional rifle (Centerfire)	9	5.0%
Traditional rifle (Rimfire)	71	39.4%
Other	0	0.0%
Total	180	100.0%

Table V7.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	4	2.2%
Cowboy action	1	0.6%
Long range	1	0.6%
Pattern shotgun	2	1.1%
Plinking or informal target shooting	145	80.6%
Silhouette	2	1.1%
Skeet	4	2.2%
Sporting clays	4	2.2%
Test reload	1	0.6%
Training (Military, Defense, Law Enforcement)	3	1.7%
Trap	2	1.1%
Target archery	2	1.1%
3D archery	1	0.6%
Other Please describe:	8	4.4%
Total	180	100.0%

Table V7.9) Who took you shooting for the first time?

	Count	Column Percent
Father	107	60.5%
Friend	27	15.3%
Grandparent	26	14.7%
Aunt / Uncle	18	10.2%
Mother	8	4.5%
Camp / Summer camp	8	4.5%
Nobody / I shot alone when I first went shooting	8	4.5%
Another relative	6	3.4%
Sibling	4	2.3%
Neighbor	4	2.3%
Military	3	1.7%
Co-worker	2	1.1%
Spouse	1	0.6%
Other	1	0.6%
Guide / outfitter	0	0.0%
Total	177	100.0%

Table V7.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	140	80.5%
Tradition / way of life	105	60.3%
Spend time with family or friends who already shot	103	59.2%
It's relaxing / an escape	103	59.2%
Wanted to spend more time outdoors	87	50.0%
I wanted a challenge / adventure	72	41.4%
To teach someone else / introduce my children or others to shooting	49	28.2%
Training for hunting	48	27.6%
Wanted to try a new sport	39	22.4%
Protection / self defense	39	22.4%
Training (military, police, etc.)	36	20.7%
Media (television, magazines, movies)	5	2.9%
Other Please write in	3	1.7%
Total	174	100.0%

Table V7.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	52	28.9%
1 year	30	16.7%
2 - 5 years	40	22.2%
6 - 10 years	12	6.7%
More than 10 years	24	13.3%
I have only ever participated in [the shooting activity that I first participated in]	22	12.2%
Total	180	100.0%

Table V7.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	143	91.7%
3 Gun with a semi-automatic handgun	9	5.8%
Bowling pin with a semi-automatic handgun	29	18.6%
Bullseye with a semi-automatic handgun	46	29.5%
Cowboy action with a semi-automatic handgun	5	3.2%
IDPA with a semi-automatic handgun	10	6.4%
IPSC with a semi-automatic handgun	0	0.0%
Load Testing/Development with a semi-automatic handgun	43	27.6%
Sighting-in with a semi-automatic handgun	104	66.7%
Silhouette with a semi-automatic handgun	47	30.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	19	12.2%
Teaching/Informative with a semi-automatic handgun	69	44.2%
Testing (Ammo & firearm) with a semi-automatic handgun	71	45.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	62	39.7%
Other Please describe with a semi-automatic handgun	5	3.2%
Plinking or informal target shooting with a revolver	133	85.3%
3 Gun with a revolver	1	0.6%
Bowling pin with a revolver	22	14.1%
Bullseye with a revolver	37	23.7%
Cowboy action with a revolver	11	7.1%
IDPA with a revolver	2	1.3%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	38	24.4%
Sighting-in with a revolver	78	50.0%
Silhouette with a revolver	32	20.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	7	4.5%
Teaching/Informative with a revolver	58	37.2%
Testing (Ammo & firearm) with a revolver	59	37.8%
Training (Military, Defense, Law Enforcement) with a revolver	31	19.9%

Other Please describe with a revolver	5	3.2%
Plinking or informal target shooting with a traditional rimfire rifle	145	92.9%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	38	24.4%
Cowboy action with a traditional rimfire rifle	2	1.3%
Load Testing/Development with a traditional rimfire rifle	26	16.7%
Long range with a traditional rimfire rifle	35	22.4%
NRA high power with a traditional rimfire rifle	1	0.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	106	67.9%
Silhouette with a traditional rimfire rifle	34	21.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	8	5.1%
Tactical with a traditional rimfire rifle	3	1.9%
Teaching/Informative with a traditional rimfire rifle	67	42.9%
Three (3) position with a traditional rimfire rifle	16	10.3%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	19	12.2%
Other Please describe with a traditional rimfire rifle	6	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	137	87.8%
3 Gun with a traditional centerfire rifle	2	1.3%
Benchrest with a traditional centerfire rifle	63	40.4%
Cowboy action with a traditional centerfire rifle	3	1.9%
Load Testing/Development with a traditional centerfire rifle	69	44.2%
Long range with a traditional centerfire rifle	79	50.6%
NRA high power with a traditional centerfire rifle	13	8.3%
Schuetzen with a traditional centerfire rifle	3	1.9%
Sighting-in rifle with a traditional centerfire rifle	122	78.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	36	23.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	12	7.7%
Tactical with a traditional centerfire rifle	27	17.3%
Teaching/Informative with a traditional centerfire rifle	65	41.7%
Three (3) position with a traditional centerfire rifle	16	10.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	44	28.2%
Other Please describe with a traditional centerfire rifle	8	5.1%
Plinking or informal target shooting with an MSR	123	78.8%
3 Gun with an MSR	9	5.8%
Benchrest with an MSR	33	21.2%
Cowboy action with an MSR	1	0.6%
Load Testing/Development with an MSR	40	25.6%
Long range with an MSR	44	28.2%
NRA high power with an MSR	6	3.8%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	89	57.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	19	12.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	7.1%
Tactical with an MSR	39	25.0%
Teaching/Informative with an MSR	58	37.2%
Three (3) position with an MSR	12	7.7%
Training (Military, Defense, Law Enforcement) with an MSR	53	34.0%
Other Please describe with an MSR	6	3.8%
Informal (backyard, testing) with a shotgun	125	80.1%
3 Gun with a shotgun	9	5.8%
5 Stand with a shotgun	26	16.7%
Cowboy Action with a shotgun	6	3.8%
Dog training with a shotgun	33	21.2%
Other with a shotgun	3	1.9%
Pattern shotgun with a shotgun	97	62.2%
Sighting-In with a shotgun	85	54.5%
Skeet with a shotgun	105	67.3%
Sporting clays with a shotgun	105	67.3%
Teaching/Informative with a shotgun	60	38.5%
Test reload with a shotgun	31	19.9%
Training (Military, Defense, Law Enforcement) with a shotgun	37	23.7%
Trap with a shotgun	104	66.7%
Wobble Trap with a shotgun	27	17.3%
Other Please describe with a shotgun	8	5.1%
Total	156	100.0%

Current Recreational Shooting Activities

Table V7.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semiautomatic Handgun	143	92.3%
Traditional Centerfire Rifle	141	91.0%
Shotgun	137	88.4%
Traditional Rimfire Rifle	132	85.2%
Revolver	112	72.3%
MSR	99	63.9%
Traditional or Compound Bow	68	43.9%
Muzzleloader	63	40.6%
Crossbow	31	20.0%
None of the Above	0	0.0%
Total	155	100.0%

Table V7.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	133	85.3%
Plinking or informal target shooting with a traditional rimfire rifle	128	82.1%
Plinking or informal target shooting with a traditional centerfire rifle	125	80.1%
Sighting-in rifle with a traditional centerfire rifle	110	70.5%
Informal (backyard or testing) with a Shotgun	106	67.9%
Plinking or informal target shooting with a Revolver	106	67.9%
Plinking or informal target shooting with a MSR	91	58.3%
Sighting-in with a Semi-Automatic Handgun	91	58.3%
Sighting-in rifle with a traditional rimfire rifle	89	57.1%
Sporting clays with a Shotgun	78	50.0%
Pattern shotgun	76	48.7%
Skeet with a Shotgun	69	44.2%
Trap with a Shotgun	69	44.2%
Target shooting with a traditional or compound bow	68	43.6%
Sighting-In with a Shotgun	66	42.3%
Long range with a traditional centerfire rifle	66	42.3%
Sighting-in rifle with a MSR	63	40.4%
Target shooting with a muzzleloader	63	40.4%
Sighting-in with a Revolver	61	39.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	60	38.5%
Teaching/Informative with a Semi-Automatic Handgun	57	36.5%
Load Testing/Development with a traditional centerfire rifle	55	35.3%
Teaching/Informative with a traditional rimfire rifle	55	35.3%
Benchrest with a traditional centerfire rifle	51	32.7%
Teaching/Informative with a traditional centerfire rifle	48	30.8%
Teaching/Informative with a Shotgun	47	30.1%
Testing (Ammo & firearm) with a Revolver	47	30.1%
Target shooting with an air rifle at a range	45	28.8%
Teaching/Informative with a Revolver	43	27.6%
Bullseye with a Semi-Automatic Handgun	38	24.4%
Teaching/Informative with a MSR	37	23.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	36	23.1%
Load Testing/Development with a Semi-Automatic Handgun	34	21.8%
Silhouette with a Semi-Automatic Handgun	33	21.2%
Target shooting with a crossbow	31	19.9%
Benchrest with a traditional rimfire rifle	30	19.2%
Long range with a MSR	28	17.9%
Long range with a traditional rimfire rifle	28	17.9%
Training (Military / Defense / Law Enforcement) with a MSR	26	16.7%

Tactical with a MSR	25	16.0%
Test reload with a Shotgun	24	15.4%
Silhouette with a traditional centerfire rifle	24	15.4%
Load Testing/Development with a MSR	24	15.4%
Load Testing/Development with a Revolver	22	14.1%
5 Stand with a Shotgun	21	13.5%
Bullseye with a Revolver	21	13.5%
Silhouette with a traditional rimfire rifle	21	13.5%
Benchrest with a MSR	19	12.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	18	11.5%
Wobble Trap with a Shotgun	18	11.5%
Silhouette with a Revolver	18	11.5%
Bowling pin with a Semi-Automatic Handgun	17	10.9%
Dog training with a shotgun	17	10.9%
Load Testing/Development with a traditional rimfire rifle	17	10.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	15	9.6%
Steel Challenge with a Semi-Automatic Handgun	12	7.7%
Tactical with a traditional centerfire rifle	11	7.1%
Silhouette with a MSR	11	7.1%
Bowling pin with a Revolver	10	6.4%
IDPA with a Semi-Automatic Handgun	8	5.1%
Training (Military / Defense / Law Enforcement) with a Revolver	8	5.1%
3 Gun with a Shotgun	7	4.5%
3 Gun with a Semi-Automatic Handgun	7	4.5%
Steel Challenge with a traditional centerfire rifle	6	3.8%
Steel Challenge with a MSR	6	3.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	6	3.8%
3 Gun with a MSR	5	3.2%
Cowboy action with a Revolver	5	3.2%
Steel Challenge with a traditional rimfire rifle	5	3.2%
Cowboy Action with a Shotgun	4	2.6%
NRA high power with a traditional centerfire rifle	4	2.6%
NRA high power with a MSR	4	2.6%
Three (3) position with a MSR	4	2.6%
Steel Challenge with a Revolver	4	2.6%
Three (3) position with a traditional rimfire rifle	4	2.6%
Three (3) position with a traditional centerfire rifle	3	1.9%
Tactical with a traditional rimfire rifle	3	1.9%
Cowboy action with a Semi-Automatic Handgun	2	1.3%
3 Gun with a traditional centerfire rifle	1	0.6%
Cowboy action with a traditional centerfire rifle	1	0.6%

Schuetzen with a traditional centerfire rifle	1	0.6%
Cowboy action with a MSR	1	0.6%
IDPA with a Revolver	1	0.6%
Cowboy action with a traditional rimfire rifle	1	0.6%
Schuetzen with a MSR	0	0.0%
IPSC with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
None of the above	0	0.0%
Total	156	100.0%

Table V7.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	9	8.4%
Revolver	26	24.3%
Traditional Rimfire Rifle	17	15.9%
Traditional Centerfire Rifle	8	7.5%
MSR	33	30.8%
Shotgun	14	13.1%
Air Rifle	38	35.5%
Traditional or Compound Bow	44	41.1%
Crossbow	23	21.5%
Muzzleloader	27	25.2%
Total	107	100.0%

Table V7.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	19	14.1%
3 Gun with a Shotgun	2	1.5%
5 Stand with a Shotgun	5	3.7%
Cowboy Action with a Shotgun	2	1.5%
Sighting-In with a Shotgun	19	14.1%
Skeet with a Shotgun	36	26.7%
Sporting clays with a Shotgun	27	20.0%
Teaching/Informative with a Shotgun	13	9.6%
Test reload with a Shotgun	7	5.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	14.1%

Trap with a Shotgun	35	25.9%
Wobble Trap with a Shotgun	9	6.7%
Plinking or informal target shooting with a traditional centerfire rifle	12	8.9%
3 Gun with a traditional centerfire rifle	1	0.7%
Benchrest with a traditional centerfire rifle	12	8.9%
Cowboy action with a traditional centerfire rifle	2	1.5%
Load Testing/Development with a traditional centerfire rifle	14	10.4%
Long range with a traditional centerfire rifle	13	9.6%
NRA high power with a traditional centerfire rifle	9	6.7%
Schuetzen with a traditional centerfire rifle	2	1.5%
Sighting-in rifle with a traditional centerfire rifle	12	8.9%
Silhouette with a traditional centerfire rifle	12	8.9%
Steel Challenge with a traditional centerfire rifle	6	4.4%
Tactical with a traditional centerfire rifle	16	11.9%
Teaching/Informative with a traditional centerfire rifle	17	12.6%
Three (3) position with a traditional centerfire rifle	13	9.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	29	21.5%
Plinking or informal target shooting with a MSR	32	23.7%
3 Gun with a MSR	4	3.0%
Benchrest with a MSR	14	10.4%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	16	11.9%
Long range with a MSR	16	11.9%
NRA high power with a MSR	2	1.5%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	26	19.3%
Silhouette with a MSR	8	5.9%
Steel Challenge with a MSR	5	3.7%
Tactical with a MSR	14	10.4%
Teaching/Informative with a MSR	21	15.6%
Three (3) position with a MSR	8	5.9%
Training (Military / Defense / Law Enforcement) with a MSR	27	20.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	10	7.4%
3 Gun with a Semi-Automatic Handgun	2	1.5%
Bowling pin with a Semi-Automatic Handgun	12	8.9%
Bullseye with a Semi-Automatic Handgun	8	5.9%
Cowboy action with a Semi-Automatic Handgun	3	2.2%
IDPA with a Semi-Automatic Handgun	2	1.5%
IPSC with a Semi-Automatic Handgun	0	0.0%
Load Testing/Development with a Semi-Automatic Handgun	9	6.7%
Sighting-in with a Semi-Automatic Handgun	13	9.6%
Silhouette with a Semi-Automatic Handgun	14	10.4%
Steel Challenge with a Semi-Automatic Handgun	7	5.2%
Teaching/Informative with a Semi-Automatic Handgun	12	8.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	11	8.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	25	18.5%

Plinking or informal target shooting with a Revolver	27	20.0%
3 Gun with a Revolver	22	16.3%
Bowling pin with a Revolver	12	8.9%
Bullseye with a Revolver	16	11.9%
Cowboy action with a Revolver	6	4.4%
IDPA with a Revolver	1	0.7%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	16	11.9%
Sighting-in with a Revolver	17	12.6%
Silhouette with a Revolver	14	10.4%
Steel Challenge with a Revolver	3	2.2%
Teaching/Informative with a Revolver	15	11.1%
Testing (Ammo & firearm) with a Revolver	12	8.9%
Training (Military / Defense / Law Enforcement) with a Revolver	22	16.3%
Dog training with a shotgun	16	11.9%
Target shooting with a traditional or compound bow	44	32.6%
Target shooting with a crossbow	23	17.0%
Target shooting with a muzzleloader	27	20.0%
Plinking or informal target shooting with a traditional rimfire rifle	17	12.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	8	5.9%
Cowboy action with a traditional rimfire rifle	1	0.7%
Load Testing/Development with a traditional rimfire rifle	9	6.7%
Long range with a traditional rimfire rifle	7	5.2%
NRA high power with a traditional rimfire rifle	1	0.7%
Schuetzen with a traditional rimfire rifle	3	2.2%
Sighting-in rifle with a traditional rimfire rifle	17	12.6%
Target shooting with an air rifle at a range	38	28.1%
Silhouette with a traditional rimfire rifle	13	9.6%
Pattern shotgun	21	15.6%
Steel Challenge with a traditional rimfire rifle	3	2.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	8.9%
Three (3) position with a traditional rimfire rifle	12	8.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	9.6%
Total	135	100.0%

Current Hunting Activities

Table V7.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	109	93.2%
Shotgun	108	92.3%
Traditional bow/compound bow	70	59.8%
Handgun	62	53.0%
Muzzleloader	59	50.4%
MSR	51	43.6%
Crossbow	33	28.2%
Other	7	6.0%
Total	117	100.0%

Table V7.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	29	26.1%
Deer	99	89.2%
Elk	22	19.8%
Other big game	13	11.7%
Others	10	9.0%
Predators	65	58.6%
Small game	74	66.7%
Turkey	74	66.7%
Upland game birds	72	64.9%
Waterfowl	44	39.6%
Wild pig / feral hog	32	28.8%
Total	111	100.0%

Revolver Activity Interest

Table V7.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	35	52.2%
I don't know how to get started	24	35.8%
These activities are not offered at ranges in my area	22	32.8%
I don't have anybody to go with	21	31.3%
Too expensive	9	13.4%
Other Please describe	4	6.0%
Medical reason / disability	2	3.0%
I do not own / have access to this firearm	1	1.5%
Total	67	100.0%

Table V7.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	1	50.0%
I don't own or have access to the proper equipment	1	50.0%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	2	100.0%

Influential Media and Individuals

Table V7.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	75	48.1%
Father	59	37.8%
Self / nobody else	27	17.3%
Aunt / Uncle	19	12.2%
Grandparent	18	11.5%
Another relative	16	10.3%
Co-worker	14	9.0%
Sibling	13	8.3%
Military	12	7.7%
Other, please specify	11	7.1%
Mother	6	3.8%
Neighbor	6	3.8%
Spouse	4	2.6%
Children / grandchildren	3	1.9%
Guide / outfitter	1	0.6%
Total	156	100.0%

Table V7.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	67	43.5%
Online videos	58	37.7%
Magazines and Books	55	35.7%
National sportsmen's conservation organizations	40	26.0%
Local clubs or social organizations	36	23.4%
Hunter education programs	20	13.0%
State wildlife management agencies	18	11.7%
Retailers	18	11.7%
Seminars	7	4.5%
Other, please specify	6	3.9%
Total	154	100.0%

Table V7.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	48	84.2%
Competitions	37	64.9%
Product reviews	34	59.6%
Non-professionals (home videos) hunting/fishing/shooting	33	57.9%
How-to videos	31	54.4%
TV programs (complete or partial episodes)	27	47.4%
Fish and Wildlife agency produced videos	14	24.6%
Informational/political/talk show style	10	17.5%
Comedy/blooper videos	6	10.5%
Other	2	3.5%
Total	57	100.0%

Table V7.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	8	11.9%
Animal Planet	1	1.5%
Comcast SportsNet	0	0.0%
Discovery Channel	17	25.4%
ESPN/ESPN 2	4	6.0%
History Channel	22	32.8%
Military Channel	21	31.3%
National Geographic	10	14.9%
NBC Sports	4	6.0%
Outdoor Channel	58	86.6%
Pursuit Channel	26	38.8%
Sportsman Channel	45	67.2%
Sunshine Network / SUN Sports	0	0.0%
WildTV	5	7.5%
World Fishing Network	2	3.0%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	21	31.3%
I watched hunting/fishing TV, but don't remember the channel	13	19.4%
Total	67	100.0%

Table V7.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	87	50.3%
Books / magazines	70	40.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	67	38.7%
Programming offered by outdoor retailers	66	38.2%
YouTube videos	56	32.4%
Membership in a non-profit organization	55	31.8%
An invitation from a friend / family member	51	29.5%
Online forums / blogs	40	23.1%
Other Please describe	18	10.4%
None of the above	7	4.0%
Total	173	100.0%

Table V7.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	24	36.4%	21	31.8%	22	40.0%	23	41.1%
Google+	19	28.8%	15	22.7%	14	25.5%	14	25.0%
Twitter	3	4.5%	2	3.0%	4	7.3%	2	3.6%
Pinterest	6	9.1%	4	6.1%	4	7.3%	8	14.3%
Magazines	45	68.2%	49	74.2%	40	72.7%	37	66.1%
Instagram	6	9.1%	6	9.1%	8	14.5%	4	7.1%
YouTube	47	71.2%	43	65.2%	41	74.5%	49	87.5%
Television programs	38	57.6%	36	54.5%	32	58.2%	26	46.4%
Online Forums	24	36.4%	26	39.4%	25	45.5%	26	46.4%
Newsletter from hunting / wildlife groups or organizations	27	40.9%	33	50.0%	28	50.9%	22	39.3%
Fish / Wildlife Agency for My State of Residence	28	42.4%	26	39.4%	22	40.0%	15	26.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	19	28.8%	18	27.3%	17	30.9%	14	25.0%
Other	0	0.0%	1	1.5%	0	0.0%	1	1.8%
None of The Above	3	4.5%	3	4.5%	1	1.8%	2	3.6%
Total	66	100.0%	66	100.0%	55	100.0%	56	100.0%

Table V7.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	34	39.5%	25	35.7%	18	45.0%	22	44.0%
Google+	19	22.1%	21	30.0%	10	25.0%	12	24.0%
Twitter	7	8.1%	4	5.7%	3	7.5%	3	6.0%
Pinterest	5	5.8%	9	12.9%	4	10.0%	3	6.0%
Magazines	59	68.6%	57	81.4%	30	75.0%	28	56.0%
Instagram	7	8.1%	7	10.0%	3	7.5%	5	10.0%
YouTube	53	61.6%	48	68.6%	34	85.0%	30	60.0%
Television programs	46	53.5%	43	61.4%	26	65.0%	20	40.0%
Online Forums	39	45.3%	31	44.3%	26	65.0%	17	34.0%
Newsletter from hunting / wildlife groups or organizations	36	41.9%	30	42.9%	21	52.5%	17	34.0%
Fish / Wildlife Agency for My State of Residence	32	37.2%	24	34.3%	12	30.0%	15	30.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	20	23.3%	16	22.9%	7	17.5%	9	18.0%
Other	0	0.0%	1	1.4%	1	2.5%	0	0.0%
None of The Above	2	2.3%	1	1.4%	1	2.5%	2	4.0%
Total	86	100.0%	70	100.0%	40	100.0%	50	100.0%

Load Testing and Development with a Revolver

This section includes those who are interested in load testing and development with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V8.1) **What is your current age?**

	Count	Column Percent
18 to 24	4	2.7%
25 to 34	25	16.7%
35 to 44	21	14.0%
45 to 54	44	29.3%
55 to 64	37	24.7%
65 and older	19	12.7%
Total	150	100.0%

Table V8.2) **What is your gender?**

	Count	Column Percent
Male	150	99.3%
Female	1	0.7%
Total	151	100.0%

Table V8.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	7.4%
\$20,000 to \$29,999	15	10.1%
\$30,000 to \$39,999	6	4.0%
\$40,000 to \$49,999	11	7.4%
\$50,000 to \$74,999	33	22.1%
\$75,000 to \$99,999	24	16.1%
\$100,000 to \$149,999	33	22.1%
\$150,000 to \$200,000	9	6.0%
More than \$200,000	7	4.7%
Total	149	100.0%

Table V8.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.7%
High school graduation	43	28.5%
Trade school, associates degree or similar	61	40.4%
Bachelors degree	35	23.2%
Masters degree	11	7.3%
Ph D and higher	0	0.0%
Total	151	100.0%

Table V8.5) In which region do you live?

	Count	Column Percent
Northeast	20	13.4%
Midwest	32	21.5%
South	52	34.9%
West	41	27.5%
Canada	4	2.7%
Total	149	100.0%

Introduction to Shooting

Table V8.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	104	67.1%
11 to 17 years old	35	22.6%
18 to 24 years old	9	5.8%
25 to 34 years old	1	0.6%
35 to 44 years old	4	2.6%
45 to 54 years old	1	0.6%
55 to 64 years old	1	0.6%
65 years and older	0	0.0%
Total	155	100.0%

Table V8.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	41	26.5%
Blackpowder or muzzleloader	2	1.3%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	0	0.0%
Revolver	8	5.2%
Shotgun	30	19.4%
Semi-Automatic handgun	9	5.8%
Traditional bow	5	3.2%
Traditional rifle (Centerfire)	10	6.5%
Traditional rifle (Rimfire)	50	32.3%
Other	0	0.0%
Total	155	100.0%

Table V8.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	1	0.6%
Cowboy action	1	0.6%
Long range	2	1.3%
Pattern shotgun	2	1.3%
Plinking or informal target shooting	123	79.4%
Silhouette	1	0.6%
Skeet	5	3.2%
Sporting clays	4	2.6%
Steel Challenge	1	0.6%
Training (Military, Defense, Law Enforcement)	1	0.6%
Trap	2	1.3%
Target archery	3	1.9%
Field archery	1	0.6%
3D archery	1	0.6%
Other Please describe:	7	4.5%
Total	155	100.0%

Table V8.9) Who took you shooting for the first time?

	Count	Column Percent
Father	94	63.1%
Grandparent	20	13.4%
Friend	19	12.8%
Aunt / Uncle	16	10.7%
Nobody / I shot alone when I first went shooting	11	7.4%
Sibling	9	6.0%
Mother	7	4.7%
Neighbor	3	2.0%
Co-worker	3	2.0%
Camp / Summer camp	2	1.3%
Military	1	0.7%
Another relative	1	0.7%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	149	100.0%

Table V8.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	120	79.5%
Tradition / way of life	96	63.6%
Spend time with family or friends who already shot	89	58.9%
It's relaxing / an escape	84	55.6%
Wanted to spend more time outdoors	77	51.0%
I wanted a challenge / adventure	57	37.7%
Training for hunting	57	37.7%
To teach someone else / introduce my children or others to shooting	39	25.8%
Wanted to try a new sport	31	20.5%
Protection / self defense	31	20.5%
Training (military, police, etc.)	26	17.2%
Media (television, magazines, movies)	8	5.3%
Other Please write in	2	1.3%
Total	151	100.0%

Table V8.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	45	29.0%
1 year	25	16.1%
2 - 5 years	33	21.3%
6 - 10 years	11	7.1%
More than 10 years	13	8.4%
I have only ever participated in [the shooting activity that I first participated in]	28	18.1%
Total	155	100.0%

Table V8.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	114	91.2%
3 Gun with a semi-automatic handgun	4	3.2%
Bowling pin with a semi-automatic handgun	10	8.0%
Bullseye with a semi-automatic handgun	31	24.8%
Cowboy action with a semi-automatic handgun	3	2.4%
IDPA with a semi-automatic handgun	1	0.8%
IPSC with a semi-automatic handgun	1	0.8%
Load Testing/Development with a semi-automatic handgun	0	0.0%
Sighting-in with a semi-automatic handgun	72	57.6%
Silhouette with a semi-automatic handgun	42	33.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	7	5.6%
Teaching/Informative with a semi-automatic handgun	38	30.4%
Testing (Ammo & firearm) with a semi-automatic handgun	46	36.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	34	27.2%
Other Please describe with a semi-automatic handgun	8	6.4%
Plinking or informal target shooting with a revolver	111	88.8%
3 Gun with a revolver	1	0.8%
Bowling pin with a revolver	11	8.8%
Bullseye with a revolver	28	22.4%
Cowboy action with a revolver	6	4.8%
IDPA with a revolver	1	0.8%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	14	11.2%
Sighting-in with a revolver	63	50.4%
Silhouette with a revolver	28	22.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	2.4%
Teaching/Informative with a revolver	34	27.2%
Testing (Ammo & firearm) with a revolver	37	29.6%
Training (Military, Defense, Law Enforcement) with a revolver	16	12.8%

Other Please describe with a revolver	6	4.8%
Plinking or informal target shooting with a traditional rimfire rifle	113	90.4%
3 Gun with a traditional rimfire rifle	1	0.8%
Benchrest with a traditional rimfire rifle	31	24.8%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	14	11.2%
Long range with a traditional rimfire rifle	27	21.6%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	84	67.2%
Silhouette with a traditional rimfire rifle	29	23.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	2	1.6%
Tactical with a traditional rimfire rifle	4	3.2%
Teaching/Informative with a traditional rimfire rifle	38	30.4%
Three (3) position with a traditional rimfire rifle	10	8.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	10	8.0%
Other Please describe with a traditional rimfire rifle	8	6.4%
Plinking or informal target shooting with a traditional centerfire rifle	107	85.6%
3 Gun with a traditional centerfire rifle	1	0.8%
Benchrest with a traditional centerfire rifle	44	35.2%
Cowboy action with a traditional centerfire rifle	3	2.4%
Load Testing/Development with a traditional centerfire rifle	36	28.8%
Long range with a traditional centerfire rifle	49	39.2%
NRA high power with a traditional centerfire rifle	2	1.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	88	70.4%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	30	24.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	7	5.6%
Tactical with a traditional centerfire rifle	19	15.2%
Teaching/Informative with a traditional centerfire rifle	37	29.6%
Three (3) position with a traditional centerfire rifle	11	8.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	24	19.2%
Other Please describe with a traditional centerfire rifle	7	5.6%
Plinking or informal target shooting with an MSR	87	69.6%
3 Gun with an MSR	4	3.2%
Benchrest with an MSR	25	20.0%
Cowboy action with an MSR	1	0.8%
Load Testing/Development with an MSR	20	16.0%
Long range with an MSR	26	20.8%
NRA high power with an MSR	0	0.0%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	58	46.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	18	14.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	5	4.0%
Tactical with an MSR	27	21.6%
Teaching/Informative with an MSR	27	21.6%
Three (3) position with an MSR	9	7.2%
Training (Military, Defense, Law Enforcement) with an MSR	28	22.4%
Other Please describe with an MSR	3	2.4%
Informal (backyard, testing) with a shotgun	93	74.4%
3 Gun with a shotgun	5	4.0%
5 Stand with a shotgun	13	10.4%
Cowboy Action with a shotgun	2	1.6%
Dog training with a shotgun	21	16.8%
Other with a shotgun	3	2.4%
Pattern shotgun with a shotgun	66	52.8%
Sighting-In with a shotgun	61	48.8%
Skeet with a shotgun	75	60.0%
Sporting clays with a shotgun	75	60.0%
Teaching/Informative with a shotgun	34	27.2%
Test reload with a shotgun	19	15.2%
Training (Military, Defense, Law Enforcement) with a shotgun	19	15.2%
Trap with a shotgun	62	49.6%
Wobble Trap with a shotgun	15	12.0%
Other Please describe with a shotgun	8	6.4%
Total	125	100.0%

Current Recreational Shooting Activities

Table V8.13) Which firearm have you shot with during the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	108	86.4%
Semiautomatic Handgun	105	84.0%
Traditional Rimfire Rifle	100	80.0%
Shotgun	100	80.0%
Revolver	88	70.4%
MSR	68	54.4%
Traditional or Compound Bow	57	45.6%
Muzzleloader	47	37.6%
Crossbow	20	16.0%
None of the Above	3	2.4%
Total	125	100.0%

Table V8.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	94	75.2%
Plinking or informal target shooting with a traditional rimfire rifle	91	72.8%
Plinking or informal target shooting with a traditional centerfire rifle	90	72.0%
Plinking or informal target shooting with a Revolver	81	64.8%
Sighting-in rifle with a traditional centerfire rifle	74	59.2%
Informal (backyard or testing) with a Shotgun	73	58.4%
Sighting-in rifle with a traditional rimfire rifle	65	52.0%
Plinking or informal target shooting with a MSR	59	47.2%
Sighting-in with a Semi-Automatic Handgun	58	46.4%
Target shooting with a traditional or compound bow	57	45.6%
Sighting-In with a Shotgun	48	38.4%
Sporting clays with a Shotgun	48	38.4%
Pattern shotgun	48	38.4%
Target shooting with a muzzleloader	47	37.6%
Sighting-in with a Revolver	45	36.0%
Benchrest with a traditional centerfire rifle	38	30.4%
Skeet with a Shotgun	37	29.6%
Long range with a traditional centerfire rifle	36	28.8%
Sighting-in rifle with a MSR	34	27.2%
Silhouette with a Semi-Automatic Handgun	34	27.2%
Trap with a Shotgun	33	26.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	32	25.6%
Bullseye with a Semi-Automatic Handgun	28	22.4%
Teaching/Informative with a Semi-Automatic Handgun	27	21.6%
Teaching/Informative with a traditional rimfire rifle	27	21.6%
Teaching/Informative with a Shotgun	26	20.8%
Testing (Ammo & firearm) with a Revolver	26	20.8%
Load Testing/Development with a traditional centerfire rifle	25	20.0%
Teaching/Informative with a Revolver	25	20.0%
Teaching/Informative with a traditional centerfire rifle	22	17.6%
Benchrest with a traditional rimfire rifle	22	17.6%
Bullseye with a Revolver	21	16.8%
Target shooting with a crossbow	20	16.0%
Target shooting with an air rifle at a range	20	16.0%
Teaching/Informative with a MSR	18	14.4%
Silhouette with a Revolver	18	14.4%
Long range with a traditional rimfire rifle	18	14.4%
Silhouette with a traditional centerfire rifle	15	12.0%
Long range with a MSR	15	12.0%
Silhouette with a traditional rimfire rifle	15	12.0%

Test reload with a Shotgun	14	11.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	14	11.2%
Benchrest with a MSR	13	10.4%
Tactical with a MSR	13	10.4%
Dog training with a shotgun	11	8.8%
5 Stand with a Shotgun	10	8.0%
Wobble Trap with a Shotgun	10	8.0%
Load Testing/Development with a MSR	10	8.0%
Training (Military / Defense / Law Enforcement) with a MSR	10	8.0%
Silhouette with a MSR	9	7.2%
Load Testing/Development with a traditional rimfire rifle	7	5.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	6	4.8%
Tactical with a traditional centerfire rifle	6	4.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	6	4.8%
Load Testing/Development with a Revolver	6	4.8%
Bowling pin with a Semi-Automatic Handgun	5	4.0%
Steel Challenge with a Semi-Automatic Handgun	5	4.0%
Bowling pin with a Revolver	5	4.0%
Cowboy action with a Revolver	5	4.0%
3 Gun with a Shotgun	4	3.2%
Steel Challenge with a traditional centerfire rifle	4	3.2%
3 Gun with a Semi-Automatic Handgun	4	3.2%
Training (Military / Defense / Law Enforcement) with a Revolver	4	3.2%
Three (3) position with a traditional rimfire rifle	4	3.2%
3 Gun with a MSR	3	2.4%
None of the above	3	2.4%
Cowboy Action with a Shotgun	2	1.6%
Three (3) position with a traditional centerfire rifle	2	1.6%
Three (3) position with a MSR	2	1.6%
Steel Challenge with a Revolver	2	1.6%
Tactical with a traditional rimfire rifle	2	1.6%
3 Gun with a traditional centerfire rifle	1	0.8%
Cowboy action with a traditional centerfire rifle	1	0.8%
Cowboy action with a MSR	1	0.8%
Steel Challenge with a MSR	1	0.8%
Cowboy action with a Semi-Automatic Handgun	1	0.8%
IDPA with a Semi-Automatic Handgun	1	0.8%
IDPA with a Revolver	1	0.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	0.8%
NRA high power with a traditional centerfire rifle	0	0.0%

Schuetzen with a traditional centerfire rifle	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IPSC with a Semi-Automatic Handgun	0	0.0%
Load Testing/Development with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Total	125	100.0%

Table V8.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	14	14.7%
Revolver	28	29.5%
Traditional Rimfire Rifle	16	16.8%
Traditional Centerfire Rifle	8	8.4%
MSR	29	30.5%
Shotgun	15	15.8%
Air Rifle	42	44.2%
Traditional or Compound Bow	35	36.8%
Crossbow	17	17.9%
Muzzleloader	29	30.5%
Total	95	100.0%

Table V8.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	20	17.4%
3 Gun with a Shotgun	1	0.9%
5 Stand with a Shotgun	3	2.6%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	13	11.3%
Skeet with a Shotgun	38	33.0%
Sporting clays with a Shotgun	27	23.5%
Teaching/Informative with a Shotgun	8	7.0%
Test reload with a Shotgun	5	4.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	11.3%
Trap with a Shotgun	29	25.2%
Wobble Trap with a Shotgun	5	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	17	14.8%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	6	5.2%
Cowboy action with a traditional centerfire rifle	2	1.7%
Load Testing/Development with a traditional centerfire rifle	11	9.6%
Long range with a traditional centerfire rifle	13	11.3%
NRA high power with a traditional centerfire rifle	2	1.7%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	14	12.2%
Silhouette with a traditional centerfire rifle	15	13.0%
Steel Challenge with a traditional centerfire rifle	3	2.6%
Tactical with a traditional centerfire rifle	13	11.3%
Teaching/Informative with a traditional centerfire rifle	15	13.0%
Three (3) position with a traditional centerfire rifle	9	7.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	18	15.7%
Plinking or informal target shooting with a MSR	28	24.3%

3 Gun with a MSR	1	0.9%
Benchrest with a MSR	12	10.4%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	10	8.7%
Long range with a MSR	11	9.6%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	24	20.9%
Silhouette with a MSR	9	7.8%
Steel Challenge with a MSR	4	3.5%
Tactical with a MSR	14	12.2%
Teaching/Informative with a MSR	9	7.8%
Three (3) position with a MSR	7	6.1%
Training (Military / Defense / Law Enforcement) with a MSR	18	15.7%
Plinking or informal target shooting with a Semi-Automatic Handgun	20	17.4%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	5	4.3%
Bullseye with a Semi-Automatic Handgun	3	2.6%
Cowboy action with a Semi-Automatic Handgun	2	1.7%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	1	0.9%
Load Testing/Development with a Semi-Automatic Handgun	0	0.0%
Sighting-in with a Semi-Automatic Handgun	14	12.2%
Silhouette with a Semi-Automatic Handgun	8	7.0%
Steel Challenge with a Semi-Automatic Handgun	2	1.7%
Teaching/Informative with a Semi-Automatic Handgun	11	9.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	14	12.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	19	16.5%
Plinking or informal target shooting with a Revolver	30	26.1%
3 Gun with a Revolver	11	9.6%
Bowling pin with a Revolver	6	5.2%
Bullseye with a Revolver	7	6.1%
Cowboy action with a Revolver	1	0.9%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	8	7.0%
Sighting-in with a Revolver	18	15.7%
Silhouette with a Revolver	10	8.7%
Steel Challenge with a Revolver	1	0.9%
Teaching/Informative with a Revolver	9	7.8%
Testing (Ammo & firearm) with a Revolver	11	9.6%
Training (Military / Defense / Law Enforcement) with a Revolver	11	9.6%
Dog training with a shotgun	10	8.7%
Target shooting with a traditional or compound bow	35	30.4%
Target shooting with a crossbow	17	14.8%
Target shooting with a muzzleloader	29	25.2%
Plinking or informal target shooting with a traditional rimfire rifle	22	19.1%

3 Gun with a traditional rimfire rifle	1	0.9%
Benchrest with a traditional rimfire rifle	9	7.8%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	7	6.1%
Long range with a traditional rimfire rifle	9	7.8%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	19	16.5%
Target shooting with an air rifle at a range	42	36.5%
Silhouette with a traditional rimfire rifle	14	12.2%
Pattern shotgun	18	15.7%
Steel Challenge with a traditional rimfire rifle	2	1.7%
Tactical with a traditional rimfire rifle	2	1.7%
Teaching/Informative with a traditional rimfire rifle	11	9.6%
Three (3) position with a traditional rimfire rifle	6	5.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	7.8%
Total	115	100.0%

Current Hunting Activities

Table V8.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	103	97.2%
Shotgun	94	88.7%
Muzzleloader	64	60.4%
Traditional bow/compound bow	61	57.5%
Handgun	47	44.3%
MSR	43	40.6%
Crossbow	16	15.1%
Other	1	0.9%
Total	106	100.0%

Table V8.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	26	25.5%
Deer	95	93.1%
Elk	25	24.5%
Other big game	13	12.7%
Others	8	7.8%
Predators	53	52.0%
Small game	63	61.8%
Turkey	62	60.8%
Upland game birds	53	52.0%
Waterfowl	28	27.5%
Wild pig / feral hog	20	19.6%
Total	102	100.0%

Revolver Activity Interest

Table V8.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	20	43.5%
I don't know how to get started	12	26.1%
These activities are not offered at ranges in my area	10	21.7%
Too expensive	8	17.4%
I don't have anybody to go with	7	15.2%
I do not own / have access to this firearm	4	8.7%
Other Please describe	3	6.5%
Medical reason / disability	2	4.3%
Total	46	100.0%

Table V8.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	2	100.0%
Not enough time	1	50.0%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	2	100.0%

Influential Media and Individuals

Table V8.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	54	42.9%
Father	52	41.3%
Self / nobody else	25	19.8%
Aunt / Uncle	18	14.3%
Sibling	17	13.5%
Grandparent	16	12.7%
Co-worker	9	7.1%
Another relative	9	7.1%
Military	8	6.3%
Mother	5	4.0%
Neighbor	5	4.0%
Other, please specify	4	3.2%
Spouse	3	2.4%
Guide / outfitter	2	1.6%
Children / grandchildren	1	0.8%
Total	126	100.0%

Table V8.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	66	54.1%
Online videos	41	33.6%
Magazines and Books	39	32.0%
National sportsmen's conservation organizations	31	25.4%
Hunter education programs	25	20.5%
State wildlife management agencies	19	15.6%
Local clubs or social organizations	18	14.8%
Retailers	17	13.9%
Seminars	11	9.0%
Other, please specify	8	6.6%
Total	122	100.0%

Table V8.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	34	85.0%
How-to videos	28	70.0%
Non-professionals (home videos) hunting/fishing/shooting	26	65.0%
Product reviews	25	62.5%
TV programs (complete or partial episodes)	23	57.5%
Competitions	22	55.0%
Fish and Wildlife agency produced videos	11	27.5%
Informational/political/talk show style	7	17.5%
Comedy/blooper videos	5	12.5%
Other	2	5.0%
Total	40	100.0%

Table V8.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	6.1%
Animal Planet	3	4.5%
Comcast SportsNet	0	0.0%
Discovery Channel	20	30.3%
ESPN/ESPN 2	3	4.5%
History Channel	23	34.8%
Military Channel	16	24.2%
National Geographic	11	16.7%
NBC Sports	0	0.0%
Outdoor Channel	56	84.8%
Pursuit Channel	24	36.4%
Sportsman Channel	43	65.2%
Sunshine Network / SUN Sports	1	1.5%
WildTV	2	3.0%
World Fishing Network	0	0.0%
Other national network	1	1.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	16	24.2%
I watched hunting/fishing TV, but don't remember the channel	12	18.2%
Total	66	100.0%

Table V8.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	71	48.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	60	40.5%
Books / magazines	58	39.2%
An invitation from a friend / family member	53	35.8%
Programming offered by outdoor retailers	50	33.8%
YouTube videos	44	29.7%
Membership in a non-profit organization	39	26.4%
Online forums / blogs	31	20.9%
Other Please describe	17	11.5%
None of the above	4	2.7%
Total	148	100.0%

Table V8.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	10	20.0%	16	27.6%	11	28.9%	16	36.4%
Google+	12	24.0%	11	19.0%	8	21.1%	9	20.5%
Twitter	0	0.0%	3	5.2%	2	5.3%	2	4.5%
Pinterest	3	6.0%	3	5.2%	4	10.5%	8	18.2%
Magazines	31	62.0%	37	63.8%	28	73.7%	25	56.8%
Instagram	2	4.0%	5	8.6%	4	10.5%	6	13.6%
YouTube	30	60.0%	34	58.6%	28	73.7%	40	90.9%
Television programs	27	54.0%	29	50.0%	27	71.1%	29	65.9%
Online Forums	14	28.0%	15	25.9%	12	31.6%	19	43.2%
Newsletter from hunting / wildlife groups or organizations	16	32.0%	24	41.4%	17	44.7%	16	36.4%
Fish / Wildlife Agency for My State of Residence	14	28.0%	19	32.8%	13	34.2%	13	29.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	6	12.0%	8	13.8%	8	21.1%	6	13.6%
Other	1	2.0%	0	0.0%	0	0.0%	1	2.3%
None of The Above	3	6.0%	7	12.1%	0	0.0%	2	4.5%
Total	50	100.0%	58	100.0%	38	100.0%	44	100.0%

Table V8.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	16	22.9%	13	22.8%	12	40.0%	8	15.4%
	Google+	18	25.7%	19	33.3%	6	20.0%	15	28.8%
	Twitter	4	5.7%	3	5.3%	1	3.3%	1	1.9%
	Pinterest	6	8.6%	6	10.5%	4	13.3%	4	7.7%
	Magazines	43	61.4%	44	77.2%	22	73.3%	32	61.5%
	Instagram	7	10.0%	4	7.0%	5	16.7%	3	5.8%
	YouTube	46	65.7%	37	64.9%	27	90.0%	29	55.8%
	Television programs	40	57.1%	41	71.9%	23	76.7%	31	59.6%
	Online Forums	24	34.3%	18	31.6%	17	56.7%	13	25.0%
	Newsletter from hunting / wildlife groups or organizations	24	34.3%	24	42.1%	11	36.7%	19	36.5%
	Fish / Wildlife Agency for My State of Residence	19	27.1%	22	38.6%	9	30.0%	15	28.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	8	11.4%	12	21.1%	2	6.7%	7	13.5%
	Other	0	0.0%	1	1.8%	1	3.3%	0	0.0%
	None of The Above	5	7.1%	1	1.8%	1	3.3%	5	9.6%
Total		70	100.0%	57	100.0%	30	100.0%	52	100.0%

Sighting-In with a Revolver

This section includes those who are interested in sighting in with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V9.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V9.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V9.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V9.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V9.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a revolver within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V9.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V9.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V9.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Silhouette with a Revolver

This section includes those who are interested in shooting Silhouette with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V10.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V10.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V10.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V10.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V10.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V10.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V10.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V10.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V10.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V10.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V10.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V10.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V10.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V10.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V10.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V10.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V10.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V10.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V10.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V10.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V10.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V10.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V10.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V10.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V10.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V10.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V10.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Steel Challenge with a Revolver

This section includes those who are interested in shooting steel challenge with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V11.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V11.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V11.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V11.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V11.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V11.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V11.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V11.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V11.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V11.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V11.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V11.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V11.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V11.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V11.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V11.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V11.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V11.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V11.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V11.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V11.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V11.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	34	37.8%
National sportsmen’s conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V11.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/blooper videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V11.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V11.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V11.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V11.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Teaching or Informative Shooting with a Revolver

This section includes those who are interested in teaching or informative shooting with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V12.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.5%
25 to 34	7	5.7%
35 to 44	12	9.8%
45 to 54	22	18.0%
55 to 64	47	38.5%
65 and older	31	25.4%
Total	122	100.0%

Table V12.2) **What is your gender?**

	Count	Column Percent
Male	120	97.6%
Female	3	2.4%
Total	123	100.0%

Table V12.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	9.1%
\$20,000 to \$29,999	4	3.3%
\$30,000 to \$39,999	8	6.6%
\$40,000 to \$49,999	10	8.3%
\$50,000 to \$74,999	23	19.0%
\$75,000 to \$99,999	21	17.4%
\$100,000 to \$149,999	22	18.2%
\$150,000 to \$200,000	11	9.1%
More than \$200,000	11	9.1%
Total	121	100.0%

Table V12.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.8%
High school graduation	37	30.3%
Trade school, associates degree or similar	36	29.5%
Bachelors degree	32	26.2%
Masters degree	11	9.0%
Ph D and higher	5	4.1%
Total	122	100.0%

Table V12.5) In which region do you live?

	Count	Column Percent
Northeast	19	15.4%
Midwest	40	32.5%
South	31	25.2%
West	27	22.0%
Canada	6	4.9%
Total	123	100.0%

Introduction to Shooting

Table V12.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	84	63.6%
11 to 17 years old	37	28.0%
18 to 24 years old	4	3.0%
25 to 34 years old	4	3.0%
35 to 44 years old	0	0.0%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	1	0.8%
Total	132	100.0%

Table V12.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	29	22.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.5%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	5	3.8%
Shotgun	34	25.8%
Semi-Automatic handgun	6	4.5%
Traditional bow	4	3.0%
Traditional rifle (Centerfire)	4	3.0%
Traditional rifle (Rimfire)	47	35.6%
Other	0	0.0%
Total	132	100.0%

Table V12.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.8%
Benchrest	2	1.5%
Long range	1	0.8%
Pattern shotgun	3	2.3%
Plinking or informal target shooting	102	77.9%
Silhouette	2	1.5%
Skeet	3	2.3%
Sporting clays	2	1.5%
Steel Challenge	1	0.8%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.8%
Target archery	6	4.6%
Field archery	1	0.8%
Other Please describe:	4	3.1%
Total	131	100.0%

Table V12.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	85	64.9%
Friend	17	13.0%
Aunt / Uncle	16	12.2%
Grandparent	14	10.7%
Sibling	12	9.2%
Nobody / I shot alone when I first went shooting	7	5.3%
Neighbor	6	4.6%
Mother	5	3.8%
Co-worker	2	1.5%
Camp / Summer camp	2	1.5%
Another relative	2	1.5%
Military	1	0.8%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	131	100.0%

Table V12.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	84	65.6%
Spend time with family or friends who already shot	74	57.8%
Tradition / way of life	66	51.6%
Wanted to spend more time outdoors	58	45.3%
It's relaxing / an escape	47	36.7%
Training for hunting	44	34.4%
I wanted a challenge / adventure	41	32.0%
Protection / self defense	25	19.5%
Wanted to try a new sport	23	18.0%
To teach someone else / introduce my children or others to shooting	17	13.3%
Training (military, police, etc.)	13	10.2%
Media (television, magazines, movies)	4	3.1%
Other Please write in	1	0.8%
Total	128	100.0%

Table V12.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	22	16.7%
1 year	18	13.6%
2 - 5 years	32	24.2%
6 - 10 years	8	6.1%
More than 10 years	10	7.6%
I have only ever participated in [the shooting activity that I first participated in]	42	31.8%
Total	132	100.0%

Table V12.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	0	0.0%
3 Gun with a semi-automatic handgun	0	0.0%
Bowling pin with a semi-automatic handgun	5	6.0%
Bullseye with a semi-automatic handgun	12	14.3%
Cowboy action with a semi-automatic handgun	0	0.0%
IDPA with a semi-automatic handgun	1	1.2%
IPSC with a semi-automatic handgun	4	4.8%
Load Testing/Development with a semi-automatic handgun	5	6.0%
Sighting-in with a semi-automatic handgun	20	23.8%
Silhouette with a semi-automatic handgun	8	9.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	4	4.8%
Teaching/Informative with a semi-automatic handgun	4	4.8%
Testing (Ammo & firearm) with a semi-automatic handgun	9	10.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	11	13.1%
Other Please describe with a semi-automatic handgun	1	1.2%
Plinking or informal target shooting with a revolver	34	40.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	5	6.0%
Bullseye with a revolver	14	16.7%
Cowboy action with a revolver	5	6.0%
IDPA with a revolver	1	1.2%
IPSC with a revolver	1	1.2%
Load Testing/Development with a revolver	9	10.7%
Sighting-in with a revolver	26	31.0%
Silhouette with a revolver	7	8.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	3	3.6%
Teaching/Informative with a revolver	6	7.1%
Testing (Ammo & firearm) with a revolver	16	19.0%
Training (Military, Defense, Law Enforcement) with a revolver	9	10.7%

Other Please describe with a revolver	3	3.6%
Plinking or informal target shooting with a traditional rimfire rifle	61	72.6%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	14	16.7%
Cowboy action with a traditional rimfire rifle	2	2.4%
Load Testing/Development with a traditional rimfire rifle	5	6.0%
Long range with a traditional rimfire rifle	13	15.5%
NRA high power with a traditional rimfire rifle	1	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	36	42.9%
Silhouette with a traditional rimfire rifle	8	9.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.2%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	12	14.3%
Three (3) position with a traditional rimfire rifle	5	6.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.7%
Other Please describe with a traditional rimfire rifle	3	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	48	57.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	20	23.8%
Cowboy action with a traditional centerfire rifle	3	3.6%
Load Testing/Development with a traditional centerfire rifle	19	22.6%
Long range with a traditional centerfire rifle	29	34.5%
NRA high power with a traditional centerfire rifle	3	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	45	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	8	9.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.2%
Tactical with a traditional centerfire rifle	4	4.8%
Teaching/Informative with a traditional centerfire rifle	9	10.7%
Three (3) position with a traditional centerfire rifle	4	4.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	12	14.3%
Other Please describe with a traditional centerfire rifle	4	4.8%
Plinking or informal target shooting with an MSR	27	32.1%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	7	8.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	7	8.3%
Long range with an MSR	18	21.4%
NRA high power with an MSR	2	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	16	19.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	3	3.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	1	1.2%
Teaching/Informative with an MSR	4	4.8%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	8	9.5%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	36	42.9%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	13	15.5%
Cowboy Action with a shotgun	3	3.6%
Dog training with a shotgun	15	17.9%
Other with a shotgun	2	2.4%
Pattern shotgun with a shotgun	42	50.0%
Sighting-In with a shotgun	34	40.5%
Skeet with a shotgun	33	39.3%
Sporting clays with a shotgun	39	46.4%
Teaching/Informative with a shotgun	8	9.5%
Test reload with a shotgun	13	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	10	11.9%
Trap with a shotgun	40	47.6%
Wobble Trap with a shotgun	10	11.9%
Other Please describe with a shotgun	5	6.0%
Total	84	100.0%

Current Recreational Shooting Activities

Table V12.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Traditional Centerfire Rifle	57	64.8%
Shotgun	57	64.8%
Traditional Rimfire Rifle	53	60.2%
Revolver	36	40.9%
Muzzleloader	28	31.8%
Traditional or Compound Bow	28	31.8%
Semiautomatic Handgun	23	26.1%
Crossbow	16	18.2%
MSR	14	15.9%
None of the Above	8	9.1%
Total	88	100.0%

Table V12.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Sighting-in rifle with a traditional centerfire rifle	41	46.1%
Plinking or informal target shooting with a traditional rimfire rifle	41	46.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	40.4%
Pattern shotgun	36	40.4%
Sporting clays with a Shotgun	28	31.5%
Target shooting with a traditional or compound bow	28	31.5%
Target shooting with a muzzleloader	28	31.5%
Sighting-in rifle with a traditional rimfire rifle	28	31.5%
Informal (backyard or testing) with a Shotgun	27	30.3%
Sighting-In with a Shotgun	27	30.3%
Trap with a Shotgun	27	30.3%
Plinking or informal target shooting with a Revolver	23	25.8%
Long range with a traditional centerfire rifle	21	23.6%
Sighting-in with a Revolver	20	22.5%
Skeet with a Shotgun	19	21.3%
Load Testing/Development with a traditional centerfire rifle	17	19.1%
Benchrest with a traditional centerfire rifle	16	18.0%
Target shooting with a crossbow	16	18.0%
Sighting-in with a Semi-Automatic Handgun	14	15.7%
Testing (Ammo & firearm) with a Revolver	12	13.5%
Test reload with a Shotgun	11	12.4%
Benchrest with a traditional rimfire rifle	11	12.4%
Wobble Trap with a Shotgun	10	11.2%
Plinking or informal target shooting with a MSR	10	11.2%

Bullseye with a Semi-Automatic Handgun	9	10.1%
5 Stand with a Shotgun	8	9.0%
Bullseye with a Revolver	8	9.0%
Dog training with a shotgun	8	9.0%
Long range with a traditional rimfire rifle	8	9.0%
None of the above	8	9.0%
Target shooting with an air rifle at a range	7	7.9%
Teaching/Informative with a Shotgun	6	6.7%
Long range with a MSR	6	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	6	6.7%
Silhouette with a Revolver	6	6.7%
Silhouette with a Semi-Automatic Handgun	5	5.6%
Cowboy action with a Revolver	5	5.6%
Load Testing/Development with a Revolver	5	5.6%
Teaching/Informative with a traditional centerfire rifle	4	4.5%
Sighting-in rifle with a MSR	4	4.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	4	4.5%
Bowling pin with a Revolver	4	4.5%
Teaching/Informative with a Revolver	4	4.5%
Load Testing/Development with a traditional rimfire rifle	4	4.5%
Teaching/Informative with a traditional rimfire rifle	4	4.5%
Cowboy Action with a Shotgun	3	3.4%
Cowboy action with a traditional centerfire rifle	3	3.4%
Silhouette with a traditional centerfire rifle	3	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.4%
Bowling pin with a Semi-Automatic Handgun	3	3.4%
Load Testing/Development with a Semi-Automatic Handgun	3	3.4%
Teaching/Informative with a Semi-Automatic Handgun	3	3.4%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.4%
Silhouette with a traditional rimfire rifle	3	3.4%
Three (3) position with a traditional rimfire rifle	3	3.4%
NRA high power with a traditional centerfire rifle	2	2.2%
Three (3) position with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a MSR	2	2.2%
Steel Challenge with a Semi-Automatic Handgun	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	1	1.1%
Tactical with a traditional centerfire rifle	1	1.1%
Silhouette with a MSR	1	1.1%
Teaching/Informative with a MSR	1	1.1%
Training (Military / Defense / Law Enforcement) with a MSR	1	1.1%

IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Steel Challenge with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	1.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
3 Gun with a MSR	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	89	100.0%

Table V12.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	8	14.8%
Revolver	13	24.1%
Traditional Rimfire Rifle	18	33.3%
Traditional Centerfire Rifle	7	13.0%
MSR	20	37.0%
Shotgun	8	14.8%
Air Rifle	19	35.2%
Traditional or Compound Bow	15	27.8%
Crossbow	4	7.4%
Muzzleloader	7	13.0%
Total	54	100.0%

Table V12.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	9	12.9%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	5	7.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	7	10.0%
Skeet with a Shotgun	14	20.0%
Sporting clays with a Shotgun	11	15.7%
Teaching/Informative with a Shotgun	2	2.9%
Test reload with a Shotgun	2	2.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	12.9%
Trap with a Shotgun	13	18.6%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	12	17.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.7%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	2	2.9%
Long range with a traditional centerfire rifle	8	11.4%
NRA high power with a traditional centerfire rifle	1	1.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	4	5.7%
Silhouette with a traditional centerfire rifle	5	7.1%
Steel Challenge with a traditional centerfire rifle	1	1.4%
Tactical with a traditional centerfire rifle	3	4.3%
Teaching/Informative with a traditional centerfire rifle	5	7.1%
Three (3) position with a traditional centerfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	9	12.9%
Plinking or informal target shooting with a MSR	17	24.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	7	10.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	7.1%
Long range with a MSR	12	17.1%
NRA high power with a MSR	2	2.9%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	17.1%
Silhouette with a MSR	2	2.9%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	1	1.4%
Teaching/Informative with a MSR	3	4.3%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	7	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.9%
Bullseye with a Semi-Automatic Handgun	3	4.3%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
IPSC with a Semi-Automatic Handgun	3	4.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.9%
Sighting-in with a Semi-Automatic Handgun	6	8.6%
Silhouette with a Semi-Automatic Handgun	3	4.3%
Steel Challenge with a Semi-Automatic Handgun	2	2.9%
Teaching/Informative with a Semi-Automatic Handgun	1	1.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	3	4.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	10.0%
Plinking or informal target shooting with a Revolver	11	15.7%
3 Gun with a Revolver	5	7.1%
Bowling pin with a Revolver	1	1.4%
Bullseye with a Revolver	6	8.6%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.4%
Load Testing/Development with a Revolver	4	5.7%
Sighting-in with a Revolver	6	8.6%
Silhouette with a Revolver	1	1.4%
Steel Challenge with a Revolver	2	2.9%
Teaching/Informative with a Revolver	2	2.9%
Testing (Ammo & firearm) with a Revolver	4	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	6	8.6%
Dog training with a shotgun	7	10.0%
Target shooting with a traditional or compound bow	15	21.4%
Target shooting with a crossbow	4	5.7%
Target shooting with a muzzleloader	7	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	20	28.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	3	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.4%
Long range with a traditional rimfire rifle	5	7.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	11.4%
Target shooting with an air rifle at a range	19	27.1%
Silhouette with a traditional rimfire rifle	5	7.1%
Pattern shotgun	6	8.6%
Steel Challenge with a traditional rimfire rifle	1	1.4%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	8	11.4%
Three (3) position with a traditional rimfire rifle	2	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	11.4%
Total	70	100.0%

Current Hunting Activities

Table V12.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	100	91.7%
Traditional rifle (centerfire or rimfire)	99	90.8%
Muzzleloader	58	53.2%
Traditional bow/compound bow	56	51.4%
Crossbow	34	31.2%
Handgun	33	30.3%
MSR	29	26.6%
Other	1	0.9%
Total	109	100.0%

Table V12.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	19	19.0%
Deer	93	93.0%
Elk	24	24.0%
Other big game	14	14.0%
Others	3	3.0%
Predators	41	41.0%
Small game	49	49.0%
Turkey	63	63.0%
Upland game birds	52	52.0%
Waterfowl	31	31.0%
Wild pig / feral hog	15	15.0%
Total	100	100.0%

Revolver Activity Interest

Table V12.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	5	62.5%
Medical reason / disability	2	25.0%
Other Please describe	1	12.5%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
I do not own / have access to this firearm	0	0.0%
Total	8	100.0%

Table V12.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a revolver within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	17	54.8%
Not enough time	14	45.2%
Too expensive	3	9.7%
These activities are not offered at ranges in my area	1	3.2%
I don't know how to get started	1	3.2%
Other Please describe	1	3.2%
I don't have anybody to go with	0	0.0%
Medical reason / disability	0	0.0%
Total	31	100.0%

Influential Media and Individuals

Table V12.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	42	47.2%
Father	32	36.0%
Another relative	12	13.5%
Grandparent	10	11.2%
Self / nobody else	10	11.2%
Aunt / Uncle	8	9.0%
Sibling	7	7.9%
Co-worker	7	7.9%
Military	4	4.5%
Spouse	3	3.4%
Neighbor	3	3.4%
Mother	2	2.2%
Children / grandchildren	2	2.2%
Other, please specify	2	2.2%
Guide / outfitter	1	1.1%
Total	89	100.0%

Table V12.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	34	37.8%
National sportsmen's conservation organizations	30	33.3%
Magazines and Books	26	28.9%
Local clubs or social organizations	23	25.6%
Hunter education programs	19	21.1%
Online videos	16	17.8%
Retailers	12	13.3%
State wildlife management agencies	11	12.2%
Seminars	5	5.6%
Other, please specify	3	3.3%
Total	90	100.0%

Table V12.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	11	68.8%
Non-professionals (home videos) hunting/fishing/shooting	10	62.5%
How-to videos	9	56.3%
TV programs (complete or partial episodes)	7	43.8%
Fish and Wildlife agency produced videos	5	31.3%
Product reviews	5	31.3%
Competitions	4	25.0%
Informational/political/talk show style	2	12.5%
Comedy/bloopers videos	1	6.3%
Other	0	0.0%
Total	16	100.0%

Table V12.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	11.8%
Animal Planet	2	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	6	17.6%
ESPN/ESPN 2	1	2.9%
History Channel	8	23.5%
Military Channel	3	8.8%
National Geographic	5	14.7%
NBC Sports	3	8.8%
Outdoor Channel	28	82.4%
Pursuit Channel	11	32.4%
Sportsman Channel	24	70.6%
Sunshine Network / SUN Sports	1	2.9%
WildTV	3	8.8%
World Fishing Network	3	8.8%
Other national network	2	5.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	6	17.6%
I watched hunting/fishing TV, but don't remember the channel	3	8.8%
Total	34	100.0%

Table V12.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	50	40.7%
An invitation from a friend / family member	47	38.2%
Books / magazines	37	30.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	31	25.2%
Membership in a non-profit organization	30	24.4%
Programming offered by outdoor retailers	28	22.8%
YouTube videos	28	22.8%
Online forums / blogs	10	8.1%
None of the above	7	5.7%
Other Please describe	6	4.9%
Total	123	100.0%

Table V12.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	6	21.4%	7	23.3%	5	16.7%	5	17.9%
Google+	7	25.0%	6	20.0%	3	10.0%	8	28.6%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	3.3%	1	3.3%	2	7.1%
Magazines	18	64.3%	18	60.0%	19	63.3%	17	60.7%
Instagram	1	3.6%	0	0.0%	4	13.3%	3	10.7%
YouTube	13	46.4%	14	46.7%	13	43.3%	21	75.0%
Television programs	14	50.0%	12	40.0%	12	40.0%	15	53.6%
Online Forums	6	21.4%	7	23.3%	2	6.7%	9	32.1%
Newsletter from hunting / wildlife groups or organizations	12	42.9%	15	50.0%	14	46.7%	12	42.9%
Fish / Wildlife Agency for My State of Residence	7	25.0%	11	36.7%	12	40.0%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.7%	5	16.7%	7	23.3%	6	21.4%
Other	0	0.0%	1	3.3%	0	0.0%	0	0.0%
None of The Above	3	10.7%	3	10.0%	4	13.3%	0	0.0%
Total	28	100.0%	30	100.0%	30	100.0%	28	100.0%

Table V12.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	22.4%	5	13.5%	2	20.0%	12	25.5%
Google+	4	8.2%	8	21.6%	3	30.0%	9	19.1%
Twitter	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Pinterest	0	0.0%	1	2.7%	0	0.0%	0	0.0%
Magazines	33	67.3%	25	67.6%	6	60.0%	24	51.1%
Instagram	5	10.2%	3	8.1%	1	10.0%	5	10.6%
YouTube	21	42.9%	17	45.9%	5	50.0%	20	42.6%
Television programs	23	46.9%	21	56.8%	7	70.0%	19	40.4%
Online Forums	11	22.4%	10	27.0%	5	50.0%	7	14.9%
Newsletter from hunting / wildlife groups or organizations	18	36.7%	17	45.9%	6	60.0%	12	25.5%
Fish / Wildlife Agency for My State of Residence	12	24.5%	11	29.7%	5	50.0%	13	27.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	18.4%	6	16.2%	2	20.0%	8	17.0%
Other	0	0.0%	1	2.7%	0	0.0%	0	0.0%
None of The Above	6	12.2%	2	5.4%	0	0.0%	8	17.0%
Total	49	100.0%	37	100.0%	10	100.0%	47	100.0%

Testing (Ammo or Firearm) with a Revolver

This section includes those who are interested in testing with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V9.1) **What is your current age?**

	Count	Column Percent
18 to 24	1	0.9%
25 to 34	11	9.7%
35 to 44	15	13.3%
45 to 54	30	26.5%
55 to 64	38	33.6%
65 and older	18	15.9%
Total	113	100.0%

Table V9.2) **What is your gender?**

	Count	Column Percent
Male	111	98.2%
Female	2	1.8%
Total	113	100.0%

Table V9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	9	8.0%
\$20,000 to \$29,999	5	4.5%
\$30,000 to \$39,999	5	4.5%
\$40,000 to \$49,999	10	8.9%
\$50,000 to \$74,999	18	16.1%
\$75,000 to \$99,999	18	16.1%
\$100,000 to \$149,999	29	25.9%
\$150,000 to \$200,000	12	10.7%
More than \$200,000	6	5.4%
Total	112	100.0%

Table V9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	33	29.2%
Trade school, associates degree or similar	41	36.3%
Bachelors degree	27	23.9%
Masters degree	11	9.7%
Ph D and higher	1	0.9%
Total	113	100.0%

Table V9.5) In which region do you live?

	Count	Column Percent
Northeast	21	18.6%
Midwest	30	26.5%
South	39	34.5%
West	20	17.7%
Canada	3	2.7%
Total	113	100.0%

Introduction to Shooting

Table V9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	78	65.5%
11 to 17 years old	26	21.8%
18 to 24 years old	7	5.9%
25 to 34 years old	4	3.4%
35 to 44 years old	2	1.7%
45 to 54 years old	1	0.8%
55 to 64 years old	1	0.8%
65 years and older	0	0.0%
Total	119	100.0%

Table V9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	24	20.2%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	1.7%
Crossbow	1	0.8%
MSR	0	0.0%
Revolver	9	7.6%
Shotgun	27	22.7%
Semi-Automatic handgun	10	8.4%
Traditional bow	2	1.7%
Traditional rifle (Centerfire)	8	6.7%
Traditional rifle (Rimfire)	36	30.3%
Other	0	0.0%
Total	119	100.0%

Table V9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Long range	2	1.7%
Pattern shotgun	2	1.7%
Plinking or informal target shooting	97	81.5%
Silhouette	2	1.7%
Skeet	3	2.5%
Sporting clays	1	0.8%
Training (Military, Defense, Law Enforcement)	1	0.8%
Trap	3	2.5%
Target archery	4	3.4%
Field archery	1	0.8%
Other Please describe:	3	2.5%
Total	119	100.0%

Table V9.9) Who took you shooting for the first time?

	Count	Column Percent
Father	69	59.0%
Aunt / Uncle	22	18.8%
Friend	12	10.3%
Grandparent	11	9.4%
Sibling	9	7.7%
Nobody / I shot alone when I first went shooting	7	6.0%
Mother	6	5.1%
Another relative	6	5.1%
Co-worker	3	2.6%
Camp / Summer camp	3	2.6%
Spouse	1	0.9%
Neighbor	1	0.9%
Guide / outfitter	0	0.0%
Military	0	0.0%
Other	0	0.0%
Total	117	100.0%

Table V9.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	79	67.5%
Tradition / way of life	60	51.3%
Spend time with family or friends who already shot	57	48.7%
Wanted to spend more time outdoors	57	48.7%
It's relaxing / an escape	47	40.2%
Training for hunting	45	38.5%
I wanted a challenge / adventure	42	35.9%
Wanted to try a new sport	22	18.8%
Protection / self defense	20	17.1%
To teach someone else / introduce my children or others to shooting	17	14.5%
Training (military, police, etc.)	13	11.1%
Media (television, magazines, movies)	5	4.3%
Other Please write in	2	1.7%
Total	117	100.0%

Table V9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	33	27.7%
1 year	17	14.3%
2 - 5 years	31	26.1%
6 - 10 years	3	2.5%
More than 10 years	9	7.6%
I have only ever participated in [the shooting activity that I first participated in]	26	21.8%
Total	119	100.0%

Table V9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	61	68.5%
3 Gun with a semi-automatic handgun	1	1.1%
Bowling pin with a semi-automatic handgun	3	3.4%
Bullseye with a semi-automatic handgun	12	13.5%
Cowboy action with a semi-automatic handgun	2	2.2%
IDPA with a semi-automatic handgun	1	1.1%
IPSC with a semi-automatic handgun	2	2.2%
Load Testing/Development with a semi-automatic handgun	4	4.5%
Sighting-in with a semi-automatic handgun	0	0.0%
Silhouette with a semi-automatic handgun	10	11.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	0	0.0%
Teaching/Informative with a semi-automatic handgun	9	10.1%
Testing (Ammo & firearm) with a semi-automatic handgun	14	15.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	12	13.5%
Other Please describe with a semi-automatic handgun	2	2.2%
Plinking or informal target shooting with a revolver	67	75.3%
3 Gun with a revolver	1	1.1%
Bowling pin with a revolver	5	5.6%
Bullseye with a revolver	12	13.5%
Cowboy action with a revolver	2	2.2%
IDPA with a revolver	1	1.1%
IPSC with a revolver	1	1.1%
Load Testing/Development with a revolver	6	6.7%
Sighting-in with a revolver	15	16.9%
Silhouette with a revolver	8	9.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	0	0.0%
Teaching/Informative with a revolver	11	12.4%
Testing (Ammo & firearm) with a revolver	15	16.9%
Training (Military, Defense, Law Enforcement) with a revolver	5	5.6%

Other Please describe with a revolver	1	1.1%
Plinking or informal target shooting with a traditional rimfire rifle	76	85.4%
3 Gun with a traditional rimfire rifle	1	1.1%
Benchrest with a traditional rimfire rifle	16	18.0%
Cowboy action with a traditional rimfire rifle	2	2.2%
Load Testing/Development with a traditional rimfire rifle	5	5.6%
Long range with a traditional rimfire rifle	8	9.0%
NRA high power with a traditional rimfire rifle	1	1.1%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	38	42.7%
Silhouette with a traditional rimfire rifle	9	10.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	1	1.1%
Tactical with a traditional rimfire rifle	3	3.4%
Teaching/Informative with a traditional rimfire rifle	17	19.1%
Three (3) position with a traditional rimfire rifle	6	6.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	9	10.1%
Other Please describe with a traditional rimfire rifle	4	4.5%
Plinking or informal target shooting with a traditional centerfire rifle	70	78.7%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	23	25.8%
Cowboy action with a traditional centerfire rifle	2	2.2%
Load Testing/Development with a traditional centerfire rifle	16	18.0%
Long range with a traditional centerfire rifle	25	28.1%
NRA high power with a traditional centerfire rifle	2	2.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	50	56.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	9	10.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	1	1.1%
Tactical with a traditional centerfire rifle	7	7.9%
Teaching/Informative with a traditional centerfire rifle	14	15.7%
Three (3) position with a traditional centerfire rifle	4	4.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	13	14.6%
Other Please describe with a traditional centerfire rifle	3	3.4%
Plinking or informal target shooting with an MSR	44	49.4%
3 Gun with an MSR	1	1.1%
Benchrest with an MSR	8	9.0%
Cowboy action with an MSR	1	1.1%
Load Testing/Development with an MSR	9	10.1%
Long range with an MSR	16	18.0%
NRA high power with an MSR	1	1.1%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	19	21.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	6	6.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	3.4%
Tactical with an MSR	8	9.0%
Teaching/Informative with an MSR	7	7.9%
Three (3) position with an MSR	3	3.4%
Training (Military, Defense, Law Enforcement) with an MSR	13	14.6%
Other Please describe with an MSR	1	1.1%
Informal (backyard, testing) with a shotgun	54	60.7%
3 Gun with a shotgun	2	2.2%
5 Stand with a shotgun	15	16.9%
Cowboy Action with a shotgun	1	1.1%
Dog training with a shotgun	11	12.4%
Other with a shotgun	1	1.1%
Pattern shotgun with a shotgun	45	50.6%
Sighting-In with a shotgun	33	37.1%
Skeet with a shotgun	38	42.7%
Sporting clays with a shotgun	46	51.7%
Teaching/Informative with a shotgun	10	11.2%
Test reload with a shotgun	13	14.6%
Training (Military, Defense, Law Enforcement) with a shotgun	8	9.0%
Trap with a shotgun	37	41.6%
Wobble Trap with a shotgun	9	10.1%
Other Please describe with a shotgun	4	4.5%
Total	89	100.0%

Current Recreational Shooting Activities

Table V9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Shotgun	72	78.3%
Traditional Centerfire Rifle	68	73.9%
Traditional Rimfire Rifle	61	66.3%
Semiautomatic Handgun	53	57.6%
Revolver	51	55.4%
Muzzleloader	36	39.1%
Traditional or Compound Bow	35	38.0%
MSR	30	32.6%
Crossbow	19	20.7%
None of the Above	6	6.5%
Total	92	100.0%

Table V9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	56	60.9%
Plinking or informal target shooting with a traditional centerfire rifle	55	59.8%
Plinking or informal target shooting with a Semi-Automatic Handgun	50	54.3%
Plinking or informal target shooting with a Revolver	44	47.8%
Informal (backyard or testing) with a Shotgun	43	46.7%
Sighting-in rifle with a traditional centerfire rifle	42	45.7%
Target shooting with a muzzleloader	36	39.1%
Pattern shotgun	36	39.1%
Target shooting with a traditional or compound bow	35	38.0%
Sporting clays with a Shotgun	33	35.9%
Trap with a Shotgun	27	29.3%
Sighting-in rifle with a traditional rimfire rifle	26	28.3%
Sighting-In with a Shotgun	25	27.2%
Skeet with a Shotgun	25	27.2%
Plinking or informal target shooting with a MSR	24	26.1%
Benchrest with a traditional centerfire rifle	19	20.7%
Target shooting with a crossbow	19	20.7%
Long range with a traditional centerfire rifle	16	17.4%
Load Testing/Development with a traditional centerfire rifle	14	15.2%
Benchrest with a traditional rimfire rifle	14	15.2%
5 Stand with a Shotgun	13	14.1%
Test reload with a Shotgun	11	12.0%
Long range with a MSR	10	10.9%

Sighting-in with a Revolver	10	10.9%
Silhouette with a Semi-Automatic Handgun	9	9.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	9	9.8%
Testing (Ammo & firearm) with a Revolver	9	9.8%
Teaching/Informative with a traditional rimfire rifle	9	9.8%
Teaching/Informative with a traditional centerfire rifle	8	8.7%
Dog training with a shotgun	8	8.7%
Target shooting with an air rifle at a range	8	8.7%
Teaching/Informative with a Shotgun	7	7.6%
Wobble Trap with a Shotgun	7	7.6%
Load Testing/Development with a MSR	7	7.6%
Sighting-in rifle with a MSR	7	7.6%
Bullseye with a Semi-Automatic Handgun	7	7.6%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	7	7.6%
Bullseye with a Revolver	7	7.6%
Teaching/Informative with a Semi-Automatic Handgun	6	6.5%
None of the above	6	6.5%
Teaching/Informative with a MSR	5	5.4%
Training (Military / Defense / Law Enforcement) with a MSR	5	5.4%
Silhouette with a Revolver	5	5.4%
Teaching/Informative with a Revolver	5	5.4%
Long range with a traditional rimfire rifle	5	5.4%
Silhouette with a traditional centerfire rifle	4	4.3%
Silhouette with a MSR	4	4.3%
Tactical with a MSR	4	4.3%
Load Testing/Development with a traditional rimfire rifle	4	4.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	3	3.3%
Tactical with a traditional centerfire rifle	3	3.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	3.3%
Benchrest with a MSR	3	3.3%
Load Testing/Development with a Revolver	3	3.3%
Silhouette with a traditional rimfire rifle	3	3.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	3.3%
Three (3) position with a MSR	2	2.2%
Load Testing/Development with a Semi-Automatic Handgun	2	2.2%
Bowling pin with a Revolver	2	2.2%
Cowboy action with a Revolver	2	2.2%
Cowboy action with a traditional rimfire rifle	2	2.2%
Tactical with a traditional rimfire rifle	2	2.2%
Three (3) position with a traditional rimfire rifle	2	2.2%
3 Gun with a Shotgun	1	1.1%

Cowboy Action with a Shotgun	1	1.1%
Cowboy action with a traditional centerfire rifle	1	1.1%
NRA high power with a traditional centerfire rifle	1	1.1%
Steel Challenge with a traditional centerfire rifle	1	1.1%
3 Gun with a MSR	1	1.1%
Cowboy action with a MSR	1	1.1%
Steel Challenge with a MSR	1	1.1%
3 Gun with a Semi-Automatic Handgun	1	1.1%
Bowling pin with a Semi-Automatic Handgun	1	1.1%
Cowboy action with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	1	1.1%
IDPA with a Revolver	1	1.1%
Training (Military / Defense / Law Enforcement) with a Revolver	1	1.1%
NRA high power with a traditional rimfire rifle	1	1.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Three (3) position with a traditional centerfire rifle	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Semi-Automatic Handgun	0	0.0%
Sighting-in with a Semi-Automatic Handgun	0	0.0%
Steel Challenge with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Steel Challenge with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Total	92	100.0%

Table V9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	14	20.6%
Revolver	20	29.4%
Traditional Rimfire Rifle	17	25.0%
Traditional Centerfire Rifle	10	14.7%
MSR	20	29.4%
Shotgun	7	10.3%
Air Rifle	24	35.3%
Traditional or Compound Bow	22	32.4%
Crossbow	11	16.2%
Muzzleloader	14	20.6%
Total	68	100.0%

Table V9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	11	13.8%
3 Gun with a Shotgun	1	1.3%
5 Stand with a Shotgun	2	2.5%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	8	10.0%
Skeet with a Shotgun	13	16.3%
Sporting clays with a Shotgun	13	16.3%
Teaching/Informative with a Shotgun	3	3.8%
Test reload with a Shotgun	2	2.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	5	6.3%
Trap with a Shotgun	10	12.5%
Wobble Trap with a Shotgun	2	2.5%
Plinking or informal target shooting with a traditional centerfire rifle	15	18.8%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	4	5.0%
Cowboy action with a traditional centerfire rifle	1	1.3%
Load Testing/Development with a traditional centerfire rifle	2	2.5%
Long range with a traditional centerfire rifle	9	11.3%
NRA high power with a traditional centerfire rifle	1	1.3%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	8	10.0%
Silhouette with a traditional centerfire rifle	5	6.3%
Steel Challenge with a traditional centerfire rifle	0	0.0%
Tactical with a traditional centerfire rifle	4	5.0%
Teaching/Informative with a traditional centerfire rifle	6	7.5%
Three (3) position with a traditional centerfire rifle	4	5.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	10	12.5%
Plinking or informal target shooting with a MSR	20	25.0%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	5	6.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	2	2.5%
Long range with a MSR	6	7.5%
NRA high power with a MSR	1	1.3%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	12	15.0%
Silhouette with a MSR	2	2.5%
Steel Challenge with a MSR	2	2.5%
Tactical with a MSR	4	5.0%
Teaching/Informative with a MSR	2	2.5%
Three (3) position with a MSR	1	1.3%
Training (Military / Defense / Law Enforcement) with a MSR	8	10.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	11	13.8%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	2	2.5%
Bullseye with a Semi-Automatic Handgun	5	6.3%
Cowboy action with a Semi-Automatic Handgun	1	1.3%
IDPA with a Semi-Automatic Handgun	1	1.3%
IPSC with a Semi-Automatic Handgun	1	1.3%
Load Testing/Development with a Semi-Automatic Handgun	2	2.5%
Sighting-in with a Semi-Automatic Handgun	0	0.0%
Silhouette with a Semi-Automatic Handgun	1	1.3%
Steel Challenge with a Semi-Automatic Handgun	0	0.0%
Teaching/Informative with a Semi-Automatic Handgun	3	3.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	5	6.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	5	6.3%
Plinking or informal target shooting with a Revolver	23	28.7%
3 Gun with a Revolver	5	6.3%
Bowling pin with a Revolver	3	3.8%
Bullseye with a Revolver	5	6.3%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	1.3%
Load Testing/Development with a Revolver	3	3.8%
Sighting-in with a Revolver	5	6.3%
Silhouette with a Revolver	3	3.8%
Steel Challenge with a Revolver	0	0.0%
Teaching/Informative with a Revolver	6	7.5%
Testing (Ammo & firearm) with a Revolver	6	7.5%
Training (Military / Defense / Law Enforcement) with a Revolver	3	3.8%
Dog training with a shotgun	3	3.8%
Target shooting with a traditional or compound bow	22	27.5%
Target shooting with a crossbow	11	13.8%
Target shooting with a muzzleloader	14	17.5%
Plinking or informal target shooting with a traditional rimfire rifle	20	25.0%

3 Gun with a traditional rimfire rifle	1	1.3%
Benchrest with a traditional rimfire rifle	2	2.5%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	1	1.3%
Long range with a traditional rimfire rifle	3	3.8%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	12	15.0%
Target shooting with an air rifle at a range	24	30.0%
Silhouette with a traditional rimfire rifle	6	7.5%
Pattern shotgun	9	11.3%
Steel Challenge with a traditional rimfire rifle	1	1.3%
Tactical with a traditional rimfire rifle	1	1.3%
Teaching/Informative with a traditional rimfire rifle	8	10.0%
Three (3) position with a traditional rimfire rifle	4	5.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	6	7.5%
Total	80	100.0%

Current Hunting Activities

Table V9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	85	93.4%
Shotgun	84	92.3%
Muzzleloader	57	62.6%
Traditional bow/compound bow	48	52.7%
Handgun	38	41.8%
Crossbow	28	30.8%
MSR	23	25.3%
Other	1	1.1%
Total	91	100.0%

Table V9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	25	28.4%
Deer	85	96.6%
Elk	24	27.3%
Other big game	9	10.2%
Others	5	5.7%
Predators	36	40.9%
Small game	48	54.5%
Turkey	56	63.6%
Upland game birds	50	56.8%
Waterfowl	34	38.6%
Wild pig / feral hog	17	19.3%
Total	88	100.0%

Revolver Activity Interest

Table V9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	16	59.3%
I don't have anybody to go with	6	22.2%
These activities are not offered at ranges in my area	5	18.5%
Too expensive	5	18.5%
I don't know how to get started	5	18.5%
Other Please describe	2	7.4%
Medical reason / disability	1	3.7%
I do not own / have access to this firearm	0	0.0%
Total	27	100.0%

Table V9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	9	69.2%
Not enough time	4	30.8%
These activities are not offered at ranges in my area	1	7.7%
Too expensive	1	7.7%
I don't have anybody to go with	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	13	100.0%

Influential Media and Individuals

Table V9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	41	44.1%
Father	33	35.5%
Self / nobody else	15	16.1%
Aunt / Uncle	12	12.9%
Sibling	11	11.8%
Grandparent	10	10.8%
Co-worker	8	8.6%
Another relative	7	7.5%
Military	7	7.5%
Mother	4	4.3%
Other, please specify	3	3.2%
Spouse	2	2.2%
Children / grandchildren	1	1.1%
Neighbor	1	1.1%
Guide / outfitter	0	0.0%
Total	93	100.0%

Table V9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	41	44.6%
Magazines and Books	35	38.0%
National sportsmen's conservation organizations	25	27.2%
Online videos	20	21.7%
Local clubs or social organizations	17	18.5%
Hunter education programs	14	15.2%
State wildlife management agencies	14	15.2%
Retailers	10	10.9%
Seminars	5	5.4%
Other, please specify	3	3.3%
Total	92	100.0%

Table V9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	13	68.4%
How-to videos	12	63.2%
TV programs (complete or partial episodes)	10	52.6%
Non-professionals (home videos) hunting/fishing/shooting	9	47.4%
Competitions	8	42.1%
Product reviews	7	36.8%
Fish and Wildlife agency produced videos	4	21.1%
Informational/political/talk show style	1	5.3%
Comedy/blooper videos	1	5.3%
Other	0	0.0%
Total	19	100.0%

Table V9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	2	4.9%
Animal Planet	2	4.9%
Comcast SportsNet	0	0.0%
Discovery Channel	8	19.5%
ESPN/ESPN 2	1	2.4%
History Channel	8	19.5%
Military Channel	7	17.1%
National Geographic	4	9.8%
NBC Sports	1	2.4%
Outdoor Channel	36	87.8%
Pursuit Channel	17	41.5%
Sportsman Channel	22	53.7%
Sunshine Network / SUN Sports	1	2.4%
WildTV	1	2.4%
World Fishing Network	1	2.4%
Other national network	1	2.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	7	17.1%
I watched hunting/fishing TV, but don't remember the channel	5	12.2%
Total	41	100.0%

Table V9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
An invitation from a friend / family member	45	40.9%
Joining a local range	42	38.2%
Books / magazines	36	32.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	33	30.0%
YouTube videos	32	29.1%
Programming offered by outdoor retailers	29	26.4%
Membership in a non-profit organization	27	24.5%
Online forums / blogs	23	20.9%
Other Please describe	10	9.1%
None of the above	4	3.6%
Total	110	100.0%

Table V9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	7	24.1%	12	36.4%	7	25.9%	13	40.6%
Google+	2	6.9%	8	24.2%	6	22.2%	10	31.3%
Twitter	1	3.4%	4	12.1%	3	11.1%	4	12.5%
Pinterest	2	6.9%	4	12.1%	4	14.8%	6	18.8%
Magazines	19	65.5%	24	72.7%	19	70.4%	22	68.8%
Instagram	3	10.3%	5	15.2%	5	18.5%	4	12.5%
YouTube	17	58.6%	22	66.7%	16	59.3%	26	81.3%
Television programs	17	58.6%	16	48.5%	13	48.1%	21	65.6%
Online Forums	5	17.2%	12	36.4%	7	25.9%	11	34.4%
Newsletter from hunting / wildlife groups or organizations	8	27.6%	16	48.5%	15	55.6%	14	43.8%
Fish / Wildlife Agency for My State of Residence	13	44.8%	17	51.5%	14	51.9%	12	37.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	3	10.3%	9	27.3%	8	29.6%	7	21.9%
Other	1	3.4%	1	3.0%	0	0.0%	1	3.1%
None of The Above	2	6.9%	3	9.1%	2	7.4%	1	3.1%
Total	29	100.0%	33	100.0%	27	100.0%	32	100.0%

Table V9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	11	26.2%	14	38.9%	8	34.8%	11	24.4%
Google+	12	28.6%	10	27.8%	6	26.1%	14	31.1%
Twitter	4	9.5%	5	13.9%	3	13.0%	0	0.0%
Pinterest	4	9.5%	6	16.7%	3	13.0%	1	2.2%
Magazines	28	66.7%	27	75.0%	15	65.2%	24	53.3%
Instagram	7	16.7%	6	16.7%	3	13.0%	1	2.2%
YouTube	23	54.8%	23	63.9%	17	73.9%	21	46.7%
Television programs	22	52.4%	25	69.4%	15	65.2%	23	51.1%
Online Forums	11	26.2%	12	33.3%	12	52.2%	11	24.4%
Newsletter from hunting / wildlife groups or organizations	14	33.3%	15	41.7%	9	39.1%	13	28.9%
Fish / Wildlife Agency for My State of Residence	13	31.0%	13	36.1%	9	39.1%	12	26.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	10	23.8%	8	22.2%	3	13.0%	10	22.2%
Other	0	0.0%	2	5.6%	1	4.3%	0	0.0%
None of The Above	3	7.1%	3	8.3%	1	4.3%	5	11.1%
Total	42	100.0%	36	100.0%	23	100.0%	45	100.0%

Training with a Revolver

This section includes those who are interested in testing (military, defense, law enforcement, etc.) with a revolver. This includes both those who currently shoot with a revolver, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table V14.1) **What is your current age?**

	Count	Column Percent
18 to 24	5	1.8%
25 to 34	25	8.9%
35 to 44	44	15.7%
45 to 54	80	28.6%
55 to 64	79	28.2%
65 and older	47	16.8%
Total	280	100.0%

Table V14.2) **What is your gender?**

	Count	Column Percent
Male	277	98.9%
Female	3	1.1%
Total	280	100.0%

Table V14.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	16	5.7%
\$20,000 to \$29,999	17	6.1%
\$30,000 to \$39,999	15	5.4%
\$40,000 to \$49,999	23	8.2%
\$50,000 to \$74,999	57	20.4%
\$75,000 to \$99,999	54	19.4%
\$100,000 to \$149,999	49	17.6%
\$150,000 to \$200,000	29	10.4%
More than \$200,000	19	6.8%
Total	279	100.0%

Table V14.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	3	1.1%
High school graduation	63	22.5%
Trade school, associates degree or similar	99	35.4%
Bachelors degree	87	31.1%
Masters degree	24	8.6%
Ph D and higher	4	1.4%
Total	280	100.0%

Table V14.5) In which region do you live?

	Count	Column Percent
Northeast	43	15.4%
Midwest	81	28.9%
South	99	35.4%
West	54	19.3%
Canada	3	1.1%
Total	280	100.0%

Introduction to Shooting

Table V14.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	213	74.0%
11 to 17 years old	54	18.8%
18 to 24 years old	11	3.8%
25 to 34 years old	5	1.7%
35 to 44 years old	2	0.7%
45 to 54 years old	1	0.3%
55 to 64 years old	2	0.7%
65 years and older	0	0.0%
Total	288	100.0%

Table V14.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	76	26.4%
Blackpowder or muzzleloader	1	0.3%
Compound bow	3	1.0%
Crossbow	0	0.0%
MSR	2	0.7%
Revolver	10	3.5%
Shotgun	48	16.7%
Semi-Automatic handgun	13	4.5%
Traditional bow	13	4.5%
Traditional rifle (Centerfire)	11	3.8%
Traditional rifle (Rimfire)	111	38.5%
Other	0	0.0%
Total	288	100.0%

Table V14.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	4	1.4%
Long range	1	0.3%
Pattern shotgun	3	1.0%
Plinking or informal target shooting	231	80.2%
Silhouette	1	0.3%
Skeet	7	2.4%
Sporting clays	4	1.4%
Tactical	1	0.3%
Training (Military, Defense, Law Enforcement)	4	1.4%
Trap	3	1.0%
Target archery	11	3.8%
Field archery	2	0.7%
3D archery	2	0.7%
Other Please describe:	14	4.9%
Total	288	100.0%

Table V14.9) Who took you shooting for the first time?

	Count	Column Percent
Father	189	66.5%
Friend	40	14.1%
Grandparent	31	10.9%
Aunt / Uncle	27	9.5%
Nobody / I shot alone when I first went shooting	16	5.6%
Sibling	13	4.6%
Mother	11	3.9%
Another relative	8	2.8%
Camp / Summer camp	7	2.5%
Neighbor	5	1.8%
Military	5	1.8%
Co-worker	3	1.1%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	284	100.0%

Table V14.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	209	74.1%
Tradition / way of life	178	63.1%
Spend time with family or friends who already shot	155	55.0%
It's relaxing / an escape	142	50.4%
Wanted to spend more time outdoors	135	47.9%
I wanted a challenge / adventure	110	39.0%
Training for hunting	86	30.5%
To teach someone else / introduce my children or others to shooting	61	21.6%
Wanted to try a new sport	52	18.4%
Protection / self defense	51	18.1%
Training (military, police, etc.)	41	14.5%
Media (television, magazines, movies)	19	6.7%
Other Please write in	5	1.8%
Total	282	100.0%

Table V14.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	74	25.7%
1 year	31	10.8%
2 - 5 years	96	33.3%
6 - 10 years	21	7.3%
More than 10 years	35	12.2%
I have only ever participated in [the shooting activity that I first participated in]	31	10.8%
Total	288	100.0%

Table V14.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	214	84.9%
3 Gun with a semi-automatic handgun	8	3.2%
Bowling pin with a semi-automatic handgun	23	9.1%
Bullseye with a semi-automatic handgun	51	20.2%
Cowboy action with a semi-automatic handgun	4	1.6%
IDPA with a semi-automatic handgun	14	5.6%
IPSC with a semi-automatic handgun	13	5.2%
Load Testing/Development with a semi-automatic handgun	46	18.3%
Sighting-in with a semi-automatic handgun	145	57.5%
Silhouette with a semi-automatic handgun	0	0.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	18	7.1%
Teaching/Informative with a semi-automatic handgun	62	24.6%
Testing (Ammo & firearm) with a semi-automatic handgun	87	34.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	61	24.2%
Other Please describe with a semi-automatic handgun	10	4.0%
Plinking or informal target shooting with a revolver	202	80.2%
3 Gun with a revolver	2	0.8%
Bowling pin with a revolver	16	6.3%
Bullseye with a revolver	47	18.7%
Cowboy action with a revolver	8	3.2%
IDPA with a revolver	4	1.6%
IPSC with a revolver	4	1.6%
Load Testing/Development with a revolver	45	17.9%
Sighting-in with a revolver	116	46.0%
Silhouette with a revolver	9	3.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	6	2.4%
Teaching/Informative with a revolver	52	20.6%
Testing (Ammo & firearm) with a revolver	76	30.2%
Training (Military, Defense, Law Enforcement) with a revolver	27	10.7%

Other Please describe with a revolver	11	4.4%
Plinking or informal target shooting with a traditional rimfire rifle	229	90.9%
3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	74	29.4%
Cowboy action with a traditional rimfire rifle	1	0.4%
Load Testing/Development with a traditional rimfire rifle	32	12.7%
Long range with a traditional rimfire rifle	42	16.7%
NRA high power with a traditional rimfire rifle	2	0.8%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	170	67.5%
Silhouette with a traditional rimfire rifle	25	9.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	7	2.8%
Tactical with a traditional rimfire rifle	6	2.4%
Teaching/Informative with a traditional rimfire rifle	77	30.6%
Three (3) position with a traditional rimfire rifle	19	7.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	16	6.3%
Other Please describe with a traditional rimfire rifle	19	7.5%
Plinking or informal target shooting with a traditional centerfire rifle	206	81.7%
3 Gun with a traditional centerfire rifle	3	1.2%
Benchrest with a traditional centerfire rifle	89	35.3%
Cowboy action with a traditional centerfire rifle	6	2.4%
Load Testing/Development with a traditional centerfire rifle	70	27.8%
Long range with a traditional centerfire rifle	93	36.9%
NRA high power with a traditional centerfire rifle	8	3.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	173	68.7%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	19	7.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	5	2.0%
Tactical with a traditional centerfire rifle	15	6.0%
Teaching/Informative with a traditional centerfire rifle	71	28.2%
Three (3) position with a traditional centerfire rifle	20	7.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	37	14.7%
Other Please describe with a traditional centerfire rifle	14	5.6%
Plinking or informal target shooting with an MSR	161	63.9%
3 Gun with an MSR	7	2.8%
Benchrest with an MSR	38	15.1%
Cowboy action with an MSR	1	0.4%
Load Testing/Development with an MSR	41	16.3%
Long range with an MSR	38	15.1%
NRA high power with an MSR	5	2.0%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	114	45.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	7	2.8%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	6	2.4%
Tactical with an MSR	34	13.5%
Teaching/Informative with an MSR	52	20.6%
Three (3) position with an MSR	11	4.4%
Training (Military, Defense, Law Enforcement) with an MSR	49	19.4%
Other Please describe with an MSR	6	2.4%
Informal (backyard, testing) with a shotgun	190	75.4%
3 Gun with a shotgun	7	2.8%
5 Stand with a shotgun	46	18.3%
Cowboy Action with a shotgun	8	3.2%
Dog training with a shotgun	36	14.3%
Other with a shotgun	6	2.4%
Pattern shotgun with a shotgun	145	57.5%
Sighting-In with a shotgun	113	44.8%
Skeet with a shotgun	148	58.7%
Sporting clays with a shotgun	154	61.1%
Teaching/Informative with a shotgun	65	25.8%
Test reload with a shotgun	44	17.5%
Training (Military, Defense, Law Enforcement) with a shotgun	32	12.7%
Trap with a shotgun	143	56.7%
Wobble Trap with a shotgun	36	14.3%
Other Please describe with a shotgun	14	5.6%
Total	252	100.0%

Current Recreational Shooting Activities

Table V14.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semiautomatic Handgun	216	85.0%
Traditional Rimfire Rifle	214	84.3%
Shotgun	209	82.3%
Traditional Centerfire Rifle	206	81.1%
Revolver	177	69.7%
Traditional or Compound Bow	123	48.4%
MSR	118	46.5%
Muzzleloader	112	44.1%
Crossbow	54	21.3%
None of the Above	6	2.4%
Total	254	100.0%

Table V14.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	195	76.2%
Plinking or informal target shooting with a traditional rimfire rifle	194	75.8%
Plinking or informal target shooting with a traditional centerfire rifle	173	67.6%
Plinking or informal target shooting with a Revolver	160	62.5%
Sighting-in rifle with a traditional centerfire rifle	153	59.8%
Informal (backyard or testing) with a Shotgun	152	59.4%
Sighting-in rifle with a traditional rimfire rifle	139	54.3%
Sighting-in with a Semi-Automatic Handgun	129	50.4%
Target shooting with a traditional or compound bow	123	48.0%
Pattern shotgun	118	46.1%
Target shooting with a muzzleloader	112	43.8%
Plinking or informal target shooting with a MSR	109	42.6%
Sporting clays with a Shotgun	108	42.2%
Trap with a Shotgun	102	39.8%
Skeet with a Shotgun	97	37.9%
Sighting-in with a Revolver	94	36.7%
Sighting-In with a Shotgun	81	31.6%
Sighting-in rifle with a MSR	75	29.3%
Benchrest with a traditional centerfire rifle	74	28.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	69	27.0%
Long range with a traditional centerfire rifle	67	26.2%
Target shooting with an air rifle at a range	59	23.0%
Teaching/Informative with a traditional rimfire rifle	59	23.0%

Load Testing/Development with a traditional centerfire rifle	56	21.9%
Testing (Ammo & firearm) with a Revolver	56	21.9%
Target shooting with a crossbow	54	21.1%
Benchrest with a traditional rimfire rifle	53	20.7%
Teaching/Informative with a Semi-Automatic Handgun	49	19.1%
Teaching/Informative with a traditional centerfire rifle	48	18.8%
Teaching/Informative with a Shotgun	47	18.4%
Bullseye with a Semi-Automatic Handgun	42	16.4%
Teaching/Informative with a Revolver	40	15.6%
Load Testing/Development with a Semi-Automatic Handgun	38	14.8%
5 Stand with a Shotgun	37	14.5%
Test reload with a Shotgun	32	12.5%
Teaching/Informative with a MSR	30	11.7%
Load Testing/Development with a Revolver	30	11.7%
Wobble Trap with a Shotgun	28	10.9%
Load Testing/Development with a MSR	27	10.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	27	10.5%
Bullseye with a Revolver	27	10.5%
Long range with a traditional rimfire rifle	26	10.2%
Dog training with a shotgun	23	9.0%
Long range with a MSR	19	7.4%
Load Testing/Development with a traditional rimfire rifle	17	6.6%
Benchrest with a MSR	16	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	15	5.9%
Tactical with a MSR	14	5.5%
Silhouette with a traditional rimfire rifle	14	5.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	5.1%
Bowling pin with a Semi-Automatic Handgun	12	4.7%
IDPA with a Semi-Automatic Handgun	11	4.3%
Steel Challenge with a Semi-Automatic Handgun	11	4.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	10	3.9%
Silhouette with a traditional centerfire rifle	9	3.5%
Training (Military / Defense / Law Enforcement) with a Revolver	9	3.5%
IPSC with a Semi-Automatic Handgun	8	3.1%
3 Gun with a Semi-Automatic Handgun	7	2.7%
Three (3) position with a traditional rimfire rifle	7	2.7%
Tactical with a traditional centerfire rifle	6	2.3%
Three (3) position with a traditional centerfire rifle	6	2.3%
None of the above	6	2.3%
Bowling pin with a Revolver	5	2.0%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	2.0%
3 Gun with a Shotgun	4	1.6%
Cowboy Action with a Shotgun	4	1.6%
Three (3) position with a MSR	4	1.6%
Cowboy action with a Revolver	4	1.6%
3 Gun with a MSR	3	1.2%
Silhouette with a MSR	3	1.2%
Silhouette with a Revolver	3	1.2%
Steel Challenge with a Revolver	3	1.2%
Steel Challenge with a traditional rimfire rifle	3	1.2%
Cowboy action with a traditional centerfire rifle	2	0.8%
Steel Challenge with a traditional centerfire rifle	2	0.8%
IPSC with a Revolver	2	0.8%
Tactical with a traditional rimfire rifle	2	0.8%
3 Gun with a traditional centerfire rifle	1	0.4%
Cowboy action with a MSR	1	0.4%
NRA high power with a MSR	1	0.4%
Steel Challenge with a MSR	1	0.4%
3 Gun with a Revolver	1	0.4%
IDPA with a Revolver	1	0.4%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
Silhouette with a Semi-Automatic Handgun	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	256	100.0%

Table V14.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	15	7.9%
Revolver	41	21.7%
Traditional Rimfire Rifle	27	14.3%
Traditional Centerfire Rifle	20	10.6%
MSR	58	30.7%
Shotgun	28	14.8%
Air Rifle	72	38.1%
Traditional or Compound Bow	66	34.9%
Crossbow	27	14.3%
Muzzleloader	55	29.1%
Total	189	100.0%

Table V14.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	38	17.1%
3 Gun with a Shotgun	3	1.4%
5 Stand with a Shotgun	9	4.1%
Cowboy Action with a Shotgun	4	1.8%
Sighting-In with a Shotgun	32	14.4%
Skeet with a Shotgun	51	23.0%
Sporting clays with a Shotgun	46	20.7%
Teaching/Informative with a Shotgun	18	8.1%
Test reload with a Shotgun	12	5.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	8.6%
Trap with a Shotgun	41	18.5%
Wobble Trap with a Shotgun	8	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	33	14.9%
3 Gun with a traditional centerfire rifle	2	0.9%
Benchrest with a traditional centerfire rifle	15	6.8%
Cowboy action with a traditional centerfire rifle	4	1.8%
Load Testing/Development with a traditional centerfire rifle	14	6.3%
Long range with a traditional centerfire rifle	26	11.7%
NRA high power with a traditional centerfire rifle	8	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	20	9.0%
Silhouette with a traditional centerfire rifle	10	4.5%
Steel Challenge with a traditional centerfire rifle	3	1.4%
Tactical with a traditional centerfire rifle	9	4.1%
Teaching/Informative with a traditional centerfire rifle	23	10.4%
Three (3) position with a traditional centerfire rifle	14	6.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	27	12.2%
Plinking or informal target shooting with a MSR	52	23.4%

3 Gun with a MSR	4	1.8%
Benchrest with a MSR	22	9.9%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	14	6.3%
Long range with a MSR	19	8.6%
NRA high power with a MSR	4	1.8%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	39	17.6%
Silhouette with a MSR	4	1.8%
Steel Challenge with a MSR	5	2.3%
Tactical with a MSR	20	9.0%
Teaching/Informative with a MSR	22	9.9%
Three (3) position with a MSR	7	3.2%
Training (Military / Defense / Law Enforcement) with a MSR	34	15.3%
Plinking or informal target shooting with a Semi-Automatic Handgun	19	8.6%
3 Gun with a Semi-Automatic Handgun	1	0.5%
Bowling pin with a Semi-Automatic Handgun	11	5.0%
Bullseye with a Semi-Automatic Handgun	9	4.1%
Cowboy action with a Semi-Automatic Handgun	4	1.8%
IDPA with a Semi-Automatic Handgun	3	1.4%
IPSC with a Semi-Automatic Handgun	5	2.3%
Load Testing/Development with a Semi-Automatic Handgun	8	3.6%
Sighting-in with a Semi-Automatic Handgun	16	7.2%
Silhouette with a Semi-Automatic Handgun	0	0.0%
Steel Challenge with a Semi-Automatic Handgun	7	3.2%
Teaching/Informative with a Semi-Automatic Handgun	13	5.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	18	8.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	32	14.4%
Plinking or informal target shooting with a Revolver	42	18.9%
3 Gun with a Revolver	15	6.8%
Bowling pin with a Revolver	11	5.0%
Bullseye with a Revolver	20	9.0%
Cowboy action with a Revolver	4	1.8%
IDPA with a Revolver	3	1.4%
IPSC with a Revolver	2	0.9%
Load Testing/Development with a Revolver	15	6.8%
Sighting-in with a Revolver	22	9.9%
Silhouette with a Revolver	6	2.7%
Steel Challenge with a Revolver	3	1.4%
Teaching/Informative with a Revolver	12	5.4%
Testing (Ammo & firearm) with a Revolver	20	9.0%
Training (Military / Defense / Law Enforcement) with a Revolver	17	7.7%
Dog training with a shotgun	13	5.9%
Target shooting with a traditional or compound bow	66	29.7%
Target shooting with a crossbow	27	12.2%
Target shooting with a muzzleloader	55	24.8%
Plinking or informal target shooting with a traditional rimfire rifle	35	15.8%

3 Gun with a traditional rimfire rifle	1	0.5%
Benchrest with a traditional rimfire rifle	21	9.5%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	15	6.8%
Long range with a traditional rimfire rifle	16	7.2%
NRA high power with a traditional rimfire rifle	2	0.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	31	14.0%
Target shooting with an air rifle at a range	72	32.4%
Silhouette with a traditional rimfire rifle	11	5.0%
Pattern shotgun	27	12.2%
Steel Challenge with a traditional rimfire rifle	4	1.8%
Tactical with a traditional rimfire rifle	4	1.8%
Teaching/Informative with a traditional rimfire rifle	18	8.1%
Three (3) position with a traditional rimfire rifle	12	5.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	5.0%
Total	222	100.0%

Current Hunting Activities

Table V14.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	200	92.6%
Shotgun	194	89.8%
Traditional bow/compound bow	123	56.9%
Muzzleloader	122	56.5%
Handgun	90	41.7%
MSR	82	38.0%
Crossbow	55	25.5%
Other	7	3.2%
Total	216	100.0%

Table V14.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	45	21.7%
Deer	193	93.2%
Elk	54	26.1%
Other big game	25	12.1%
Others	12	5.8%
Predators	105	50.7%
Small game	114	55.1%
Turkey	143	69.1%
Upland game birds	109	52.7%
Waterfowl	72	34.8%
Wild pig / feral hog	43	20.8%
Total	207	100.0%

Revolver Activity Interest

Table V14.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a revolver within the past 3 years.*

	Count	Column Percent
Not enough time	44	44.4%
I don't know how to get started	33	33.3%
These activities are not offered at ranges in my area	27	27.3%
I don't have anybody to go with	24	24.2%
Too expensive	13	13.1%
Other Please describe	4	4.0%
Medical reason / disability	3	3.0%
I do not own / have access to this firearm	3	3.0%
Total	99	100.0%

Table V14.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a revolver within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	5	45.5%
Not enough time	4	36.4%
Too expensive	3	27.3%
These activities are not offered at ranges in my area	2	18.2%
I don't know how to get started	2	18.2%
I don't have anybody to go with	1	9.1%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	11	100.0%

Influential Media and Individuals

Table V14.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	116	45.8%
Father	110	43.5%
Self / nobody else	43	17.0%
Aunt / Uncle	33	13.0%
Co-worker	27	10.7%
Sibling	25	9.9%
Another relative	21	8.3%
Grandparent	20	7.9%
Mother	8	3.2%
Neighbor	7	2.8%
Military	7	2.8%
Other, please specify	7	2.8%
Spouse	6	2.4%
Children / grandchildren	5	2.0%
Guide / outfitter	2	0.8%
Total	253	100.0%

Table V14.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	126	50.4%
Magazines and Books	94	37.6%
Online videos	63	25.2%
National sportsmen's conservation organizations	60	24.0%
Local clubs or social organizations	52	20.8%
Hunter education programs	38	15.2%
State wildlife management agencies	29	11.6%
Retailers	27	10.8%
Seminars	15	6.0%
Other, please specify	11	4.4%
Total	250	100.0%

Table V14.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	52	83.9%
Product reviews	42	67.7%
Non-professionals (home videos) hunting/fishing/shooting	38	61.3%
How-to videos	37	59.7%
TV programs (complete or partial episodes)	33	53.2%
Competitions	25	40.3%
Fish and Wildlife agency produced videos	9	14.5%
Informational/political/talk show style	9	14.5%
Comedy/blooper videos	6	9.7%
Other	4	6.5%
Total	62	100.0%

Table V14.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	8	6.3%
Animal Planet	4	3.2%
Comcast SportsNet	0	0.0%
Discovery Channel	20	15.9%
ESPN/ESPN 2	5	4.0%
History Channel	29	23.0%
Military Channel	17	13.5%
National Geographic	13	10.3%
NBC Sports	5	4.0%
Outdoor Channel	98	77.8%
Pursuit Channel	42	33.3%
Sportsman Channel	79	62.7%
Sunshine Network / SUN Sports	0	0.0%
WildTV	5	4.0%
World Fishing Network	4	3.2%
Other national network	5	4.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	36	28.6%
I watched hunting/fishing TV, but don't remember the channel	28	22.2%
Total	126	100.0%

Table V14.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	126	44.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	98	34.9%
An invitation from a friend / family member	98	34.9%
Books / magazines	96	34.2%
Programming offered by outdoor retailers	91	32.4%
YouTube videos	83	29.5%
Membership in a non-profit organization	68	24.2%
Online forums / blogs	48	17.1%
Other Please describe	24	8.5%
None of the above	12	4.3%
Total	281	100.0%

Table V14.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	18	20.0%	24	24.7%	15	22.1%	26	31.3%
Google+	13	14.4%	19	19.6%	11	16.2%	15	18.1%
Twitter	3	3.3%	5	5.2%	4	5.9%	5	6.0%
Pinterest	3	3.3%	7	7.2%	4	5.9%	7	8.4%
Magazines	60	66.7%	67	69.1%	50	73.5%	51	61.4%
Instagram	7	7.8%	10	10.3%	6	8.8%	10	12.0%
YouTube	47	52.2%	55	56.7%	36	52.9%	70	84.3%
Television programs	48	53.3%	48	49.5%	35	51.5%	48	57.8%
Online Forums	26	28.9%	35	36.1%	18	26.5%	37	44.6%
Newsletter from hunting / wildlife groups or organizations	30	33.3%	41	42.3%	32	47.1%	34	41.0%
Fish / Wildlife Agency for My State of Residence	30	33.3%	36	37.1%	28	41.2%	25	30.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	18	20.0%	24	24.7%	22	32.4%	19	22.9%
Other	2	2.2%	4	4.1%	0	0.0%	0	0.0%
None of The Above	8	8.9%	8	8.2%	4	5.9%	3	3.6%
Total	90	100.0%	97	100.0%	68	100.0%	83	100.0%

Table V14.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	29	23.2%	23	24.0%	14	29.2%	24	24.5%
Google+	19	15.2%	16	16.7%	10	20.8%	15	15.3%
Twitter	5	4.0%	6	6.3%	3	6.3%	2	2.0%
Pinterest	6	4.8%	7	7.3%	4	8.3%	3	3.1%
Magazines	81	64.8%	73	76.0%	32	66.7%	58	59.2%
Instagram	10	8.0%	12	12.5%	7	14.6%	7	7.1%
YouTube	66	52.8%	59	61.5%	36	75.0%	39	39.8%
Television programs	67	53.6%	52	54.2%	29	60.4%	40	40.8%
Online Forums	38	30.4%	32	33.3%	31	64.6%	19	19.4%
Newsletter from hunting / wildlife groups or organizations	44	35.2%	39	40.6%	18	37.5%	29	29.6%
Fish / Wildlife Agency for My State of Residence	40	32.0%	31	32.3%	16	33.3%	24	24.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	23	18.4%	18	18.8%	9	18.8%	17	17.3%
Other	1	0.8%	0	0.0%	0	0.0%	0	0.0%
None of The Above	10	8.0%	5	5.2%	1	2.1%	15	15.3%
Total	125	100.0%	96	100.0%	48	100.0%	98	100.0%

Recreational Shooting with a Traditional Centerfire Rifle - Overall

This section includes responses from individuals who are interested in trying a traditional centerfire rifle activity that they do not currently participate in; some individuals (77.8%) have shot with a traditional centerfire rifle within the past three years, while the remainder have not. Further chapters will be dedicated to specific target shooting activities, and will exclude all individuals who currently participate in that activity.

- 28.1% of those interested in shooting with a traditional centerfire rifle are interested in trying tactical style shooting activities (Table C.19).
- About one third (35.4%) of those interested in shooting three position haven't done so because they don't know how to get started.

Demographic Information

Table C.1) What is your current age?

	Count	Column Percent
18 to 24	43	1.4%
25 to 34	206	6.9%
35 to 44	409	13.6%
45 to 54	664	22.1%
55 to 64	891	29.7%
65 and older	787	26.2%
Total	3,000	100.0%

Table C.2) What is your gender?

	Count	Column Percent
Male	2,943	97.9%
Female	64	2.1%
Total	3,007	100.0%

Table C.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	136	4.6%
\$20,000 to \$29,999	122	4.1%
\$30,000 to \$39,999	157	5.3%
\$40,000 to \$49,999	237	8.0%
\$50,000 to \$74,999	589	19.8%
\$75,000 to \$99,999	562	18.9%
\$100,000 to \$149,999	676	22.7%
\$150,000 to \$200,000	261	8.8%
More than \$200,000	233	7.8%
Total	2,973	100.0%

Table C.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	26	0.9%
High school graduation	617	20.5%
Trade school, associates degree or similar	1,031	34.3%
Bachelors degree	872	29.0%
Masters degree	350	11.6%
Ph D and higher	110	3.7%
Total	3,006	100.0%

Table C.5) **In which region do you live?**

	Count	Column Percent
Northeast	416	13.8%
Midwest	845	28.1%
South	1,141	38.0%
West	571	19.0%
Canada	31	1.0%
Total	3,004	100.0%

Introduction to Shooting

Table C.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	1,990	63.8%
11 to 17 years old	826	26.5%
18 to 24 years old	175	5.6%
25 to 34 years old	49	1.6%
35 to 44 years old	29	0.9%
45 to 54 years old	22	0.7%
55 to 64 years old	17	0.5%
65 years and older	10	0.3%
Total	3,118	100.0%

Table C.7) **What did you shoot with when you first went shooting?**

	Count	Column Percent
Air gun / air rifle	667	21.4%
Blackpowder or muzzleloader	13	0.4%
Compound bow	15	0.5%
Crossbow	0	0.0%
MSR	32	1.0%
Revolver	163	5.2%
Shotgun	591	19.0%
semi-automatic handgun	203	6.5%
Traditional bow	49	1.6%
Traditional rifle (Centerfire)	170	5.5%
Traditional rifle (Rimfire)	1,211	38.8%
Other	4	0.1%
Total	3,118	100.0%

Table C.8) **What activity did you participate in when shooting for the first time?**

	Count	Column Percent
3 Gun	2	0.1%
5 Stand	3	0.1%
Benchrest	43	1.4%
Cowboy action	6	0.2%
IPSC	1	0.0%
Long range	27	0.9%
NRA high power	1	0.0%
Pattern shotgun	41	1.3%
Plinking or informal target shooting	2,477	79.7%
Silhouette	32	1.0%
Skeet	58	1.9%
Sporting clays	43	1.4%
Steel Challenge	2	0.1%
Tactical	5	0.2%
Test reload	3	0.1%
Training (Military, Defense, Law Enforcement)	44	1.4%
Trap	56	1.8%
Wobble Trap	1	0.0%
Target archery	44	1.4%
Field archery	9	0.3%
3D archery	5	0.2%
Other Please describe:	205	6.6%
Total	3,108	100.0%

Table C.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	1,942	63.2%
Friend	359	11.7%
Grandparent	328	10.7%
Aunt / Uncle	308	10.0%
Sibling	160	5.2%
Nobody / I shot alone when I first went shooting	147	4.8%
Camp / Summer camp	124	4.0%
Another relative	96	3.1%
Mother	76	2.5%
Neighbor	64	2.1%
Military	55	1.8%
Co-worker	22	0.7%
Spouse	17	0.6%
Other	12	0.4%
Guide / outfitter	5	0.2%
Total	3,074	100.0%

Table C.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	2,086	69.5%
Tradition / way of life	1,501	50.0%
Spend time with family or friends who already shot	1,440	48.0%
It's relaxing / an escape	1,345	44.8%
Wanted to spend more time outdoors	1,205	40.2%
I wanted a challenge / adventure	967	32.2%
Training for hunting	748	24.9%
Protection / self defense	582	19.4%
Wanted to try a new sport	525	17.5%
To teach someone else / introduce my children or others to shooting	480	16.0%
Training (military, police, etc.)	424	14.1%
Media (television, magazines, movies)	87	2.9%
Other Please write in	30	1.0%
Total	3,000	100.0%

Table C.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	778	25.0%
1 year	370	11.9%
2 - 5 years	1,044	33.5%
6 - 10 years	255	8.2%
More than 10 years	350	11.2%
I have only ever participated in [the shooting activity that I first participated in]	321	10.3%
Total	3,118	100.0%

Table C.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	2,214	80.1%
3 Gun with a semi-automatic handgun	100	3.6%
Bowling pin with a semi-automatic handgun	303	11.0%
Bullseye with a semi-automatic handgun	634	22.9%
Cowboy action with a semi-automatic handgun	49	1.8%
IDPA with a semi-automatic handgun	160	5.8%
IPSC with a semi-automatic handgun	130	4.7%
Load Testing/Development with a semi-automatic handgun	502	18.2%
Sighting-in with a semi-automatic handgun	1,445	52.3%
Silhouette with a semi-automatic handgun	670	24.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	257	9.3%
Teaching/Informative with a semi-automatic handgun	736	26.6%
Testing (Ammo & firearm) with a semi-automatic handgun	981	35.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	834	30.2%
Other Please describe with a semi-automatic handgun	73	2.6%
Plinking or informal target shooting with a revolver	2,135	77.2%
3 Gun with a revolver	17	0.6%
Bowling pin with a revolver	209	7.6%
Bullseye with a revolver	498	18.0%
Cowboy action with a revolver	130	4.7%
IDPA with a revolver	39	1.4%
IPSC with a revolver	42	1.5%
Load Testing/Development with a revolver	515	18.6%
Sighting-in with a revolver	1,107	40.1%
Silhouette with a revolver	478	17.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	106	3.8%

Teaching/Informative with a revolver	540	19.5%
Testing (Ammo & firearm) with a revolver	818	29.6%
Training (Military, Defense, Law Enforcement) with a revolver	420	15.2%
Other Please describe with a revolver	61	2.2%
Plinking or informal target shooting with a traditional rimfire rifle	2,427	87.8%
3 Gun with a traditional rimfire rifle	10	0.4%
Benchrest with a traditional rimfire rifle	718	26.0%
Cowboy action with a traditional rimfire rifle	27	1.0%
Load Testing/Development with a traditional rimfire rifle	284	10.3%
Long range with a traditional rimfire rifle	488	17.7%
NRA high power with a traditional rimfire rifle	37	1.3%
Schuetzen with a traditional rimfire rifle	10	0.4%
Sighting-in rifle with a traditional rimfire rifle	1,680	60.8%
Silhouette with a traditional rimfire rifle	478	17.3%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	100	3.6%
Tactical with a traditional rimfire rifle	128	4.6%
Teaching/Informative with a traditional rimfire rifle	754	27.3%
Three (3) position with a traditional rimfire rifle	218	7.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	262	9.5%
Other Please describe with a traditional rimfire rifle	132	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	2,178	78.8%
3 Gun with a traditional centerfire rifle	36	1.3%
Benchrest with a traditional centerfire rifle	993	35.9%
Cowboy action with a traditional centerfire rifle	64	2.3%
Load Testing/Development with a traditional centerfire rifle	882	31.9%
Long range with a traditional centerfire rifle	1,162	42.0%
NRA high power with a traditional centerfire rifle	128	4.6%
Schuetzen with a traditional centerfire rifle	22	0.8%
Sighting-in rifle with a traditional centerfire rifle	1,852	67.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	500	18.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	122	4.4%
Tactical with a traditional centerfire rifle	339	12.3%
Teaching/Informative with a traditional centerfire rifle	744	26.9%
Three (3) position with a traditional centerfire rifle	185	6.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	612	22.1%
Other Please describe with a traditional centerfire rifle	117	4.2%
Plinking or informal target shooting with an MSR	1,730	62.6%
3 Gun with an MSR	94	3.4%
Benchrest with an MSR	503	18.2%
Cowboy action with an MSR	6	0.2%

Load Testing/Development with an MSR	497	18.0%
Long range with an MSR	620	22.4%
NRA high power with an MSR	64	2.3%
Schuetzen with an MSR	7	0.3%
Sighting-in rifle with an MSR	1,272	46.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	285	10.3%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	122	4.4%
Tactical with an MSR	533	19.3%
Teaching/Informative with an MSR	574	20.8%
Three (3) position with an MSR	148	5.4%
Training (Military, Defense, Law Enforcement) with an MSR	665	24.1%
Other Please describe with an MSR	45	1.6%
Informal (backyard, testing) with a shotgun	1,783	64.5%
3 Gun with a shotgun	95	3.4%
5 Stand with a shotgun	454	16.4%
Cowboy Action with a shotgun	58	2.1%
Dog training with a shotgun	405	14.7%
Other with a shotgun	33	1.2%
Pattern shotgun with a shotgun	1,366	49.4%
Sighting-In with a shotgun	1,059	38.3%
Skeet with a shotgun	1,510	54.6%
Sporting clays with a shotgun	1,550	56.1%
Teaching/Informative with a shotgun	636	23.0%
Test reload with a shotgun	460	16.6%
Training (Military, Defense, Law Enforcement) with a shotgun	410	14.8%
Trap with a shotgun	1,433	51.8%
Wobble Trap with a shotgun	383	13.9%
Other Please describe with a shotgun	134	4.8%
Total	2,764	100.0%

Current Recreational Shooting Activities

Table C.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	2,268	81.8%
Traditional Centerfire Rifle	2,158	77.8%
Traditional Rimfire Rifle	2,102	75.8%
Shotgun	2,077	74.9%
Revolver	1,830	66.0%
MSR	1,302	47.0%
Traditional or Compound Bow	796	28.7%
Muzzleloader	672	24.2%
Crossbow	404	14.6%
None of the Above	55	2.0%
Total	2,772	100.0%

Table C.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	2,027	72.9%
Plinking or informal target shooting with a traditional rimfire rifle	1,897	68.2%
Plinking or informal target shooting with a traditional centerfire rifle	1,756	63.2%
Plinking or informal target shooting with a Revolver	1,641	59.0%
Sighting-in rifle with a traditional centerfire rifle	1,560	56.1%
Informal (backyard or testing) with a Shotgun	1,350	48.6%
Sighting-in rifle with a traditional rimfire rifle	1,257	45.2%
Sighting-in with a semi-automatic Handgun	1,216	43.7%
Plinking or informal target shooting with a MSR	1,133	40.8%
Sporting clays with a Shotgun	1,061	38.2%
Pattern shotgun	1,009	36.3%
Trap with a Shotgun	925	33.3%
Skeet with a Shotgun	911	32.8%
Long range with a traditional centerfire rifle	899	32.3%
Benchrest with a traditional centerfire rifle	829	29.8%
Sighting-in rifle with a MSR	826	29.7%
Sighting-in with a Revolver	809	29.1%
Target shooting with a traditional or compound bow	796	28.6%
Sighting-In with a Shotgun	760	27.3%
Testing (Ammo & firearm) with a semi-automatic Handgun	747	26.9%
Target shooting with a muzzleloader	672	24.2%
Load Testing/Development with a traditional centerfire rifle	670	24.1%
Teaching/Informative with a semi-automatic Handgun	586	21.1%

Testing (Ammo & firearm) with a Revolver	539	19.4%
Benchrest with a traditional rimfire rifle	522	18.8%
Bullseye with a semi-automatic Handgun	497	17.9%
Teaching/Informative with a traditional rimfire rifle	486	17.5%
Silhouette with a semi-automatic Handgun	474	17.1%
Teaching/Informative with a traditional centerfire rifle	472	17.0%
Teaching/Informative with a Shotgun	450	16.2%
Target shooting with an air rifle at a range	417	15.0%
Target shooting with a crossbow	404	14.5%
Load Testing/Development with a semi-automatic Handgun	375	13.5%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	370	13.3%
Teaching/Informative with a Revolver	367	13.2%
Teaching/Informative with a MSR	355	12.8%
Bullseye with a Revolver	341	12.3%
Load Testing/Development with a Revolver	341	12.3%
Long range with a MSR	332	11.9%
5 Stand with a Shotgun	314	11.3%
Load Testing/Development with a MSR	303	10.9%
Silhouette with a traditional centerfire rifle	296	10.6%
Tactical with a MSR	272	9.8%
Test reload with a Shotgun	271	9.7%
Silhouette with a Revolver	268	9.6%
Long range with a traditional rimfire rifle	267	9.6%
Benchrest with a MSR	266	9.6%
Wobble Trap with a Shotgun	263	9.5%
Silhouette with a traditional rimfire rifle	254	9.1%
Training (Military / Defense / Law Enforcement) with a MSR	234	8.4%
Dog training with a shotgun	228	8.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	176	6.3%
Bowling pin with a semi-automatic Handgun	169	6.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	167	6.0%
Tactical with a traditional centerfire rifle	158	5.7%
Steel Challenge with a semi-automatic Handgun	156	5.6%
Silhouette with a MSR	145	5.2%
Load Testing/Development with a traditional rimfire rifle	145	5.2%
Training (Military / Defense / Law Enforcement) with a Revolver	119	4.3%
Bowling pin with a Revolver	105	3.8%
IDPA with a semi-automatic Handgun	101	3.6%
3 Gun with a semi-automatic Handgun	76	2.7%
Cowboy action with a Revolver	76	2.7%
Three (3) position with a traditional centerfire rifle	70	2.5%

3 Gun with a Shotgun	68	2.4%
Steel Challenge with a traditional centerfire rifle	66	2.4%
Three (3) position with a traditional rimfire rifle	64	2.3%
3 Gun with a MSR	62	2.2%
IPSC with a semi-automatic Handgun	59	2.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	59	2.1%
Steel Challenge with a MSR	58	2.1%
Three (3) position with a MSR	57	2.1%
None of the above	55	2.0%
Steel Challenge with a traditional rimfire rifle	53	1.9%
Tactical with a traditional rimfire rifle	49	1.8%
Cowboy action with a traditional centerfire rifle	46	1.7%
Steel Challenge with a Revolver	46	1.7%
NRA high power with a traditional centerfire rifle	41	1.5%
Cowboy Action with a Shotgun	36	1.3%
NRA high power with a MSR	28	1.0%
Cowboy action with a semi-automatic Handgun	18	0.6%
Cowboy action with a traditional rimfire rifle	18	0.6%
IDPA with a Revolver	12	0.4%
NRA high power with a traditional rimfire rifle	11	0.4%
3 Gun with a traditional centerfire rifle	10	0.4%
Schuetzen with a traditional centerfire rifle	9	0.3%
IPSC with a Revolver	6	0.2%
3 Gun with a Revolver	4	0.1%
Cowboy action with a MSR	2	0.1%
3 Gun with a traditional rimfire rifle	2	0.1%
Schuetzen with a traditional rimfire rifle	2	0.1%
Schuetzen with a MSR	1	0.0%
Total	2,780	100.0%

Table C.15) Lapsed shooting activities (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	178	8.8%
Revolver	460	22.7%
Traditional Rimfire Rifle	453	22.3%
Traditional Centerfire Rifle	304	15.0%
MSR	626	30.9%
Shotgun	354	17.4%
Air Rifle	754	37.2%
Traditional or Compound Bow	792	39.0%
Crossbow	196	9.7%
Muzzleloader	515	25.4%
Total	2,029	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	433	17.2%
3 Gun with a Shotgun	27	1.1%
5 Stand with a Shotgun	140	5.6%
Cowboy Action with a Shotgun	22	0.9%
Sighting-In with a Shotgun	299	11.9%
Skeet with a Shotgun	599	23.8%
Sporting clays with a Shotgun	489	19.5%
Teaching/Informative with a Shotgun	186	7.4%
Test reload with a Shotgun	189	7.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	233	9.3%
Trap with a Shotgun	508	20.2%
Wobble Trap with a Shotgun	120	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	422	16.8%
3 Gun with a traditional centerfire rifle	26	1.0%
Benchrest with a traditional centerfire rifle	164	6.5%
Cowboy action with a traditional centerfire rifle	18	0.7%
Load Testing/Development with a traditional centerfire rifle	212	8.4%
Long range with a traditional centerfire rifle	263	10.5%
NRA high power with a traditional centerfire rifle	87	3.5%
Schuetzen with a traditional centerfire rifle	13	0.5%
Sighting-in rifle with a traditional centerfire rifle	292	11.6%
Silhouette with a traditional centerfire rifle	204	8.1%
Steel Challenge with a traditional centerfire rifle	56	2.2%
Tactical with a traditional centerfire rifle	181	7.2%
Teaching/Informative with a traditional centerfire rifle	272	10.8%
Three (3) position with a traditional centerfire rifle	115	4.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	442	17.6%
Plinking or informal target shooting with a MSR	597	23.7%
3 Gun with a MSR	32	1.3%

Benchrest with a MSR	237	9.4%
Cowboy action with a MSR	4	0.2%
Load Testing/Development with a MSR	194	7.7%
Long range with a MSR	288	11.5%
NRA high power with a MSR	36	1.4%
Schuetzen with a MSR	6	0.2%
Sighting-in rifle with a MSR	446	17.7%
Silhouette with a MSR	140	5.6%
Steel Challenge with a MSR	64	2.5%
Tactical with a MSR	261	10.4%
Teaching/Informative with a MSR	219	8.7%
Three (3) position with a MSR	91	3.6%
Training (Military / Defense / Law Enforcement) with a MSR	427	17.0%
Plinking or informal target shooting with a semi-automatic Handgun	187	7.4%
3 Gun with a semi-automatic Handgun	24	1.0%
Bowling pin with a semi-automatic Handgun	134	5.3%
Bullseye with a semi-automatic Handgun	137	5.4%
Cowboy action with a semi-automatic Handgun	31	1.2%
IDPA with a semi-automatic Handgun	59	2.3%
IPSC with a semi-automatic Handgun	71	2.8%
Load Testing/Development with a semi-automatic Handgun	127	5.1%
Sighting-in with a semi-automatic Handgun	229	9.1%
Silhouette with a semi-automatic Handgun	196	7.8%
Steel Challenge with a semi-automatic Handgun	101	4.0%
Teaching/Informative with a semi-automatic Handgun	150	6.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	234	9.3%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	446	17.7%
Plinking or informal target shooting with a Revolver	494	19.6%
3 Gun with a Revolver	205	8.2%
Bowling pin with a Revolver	104	4.1%
Bullseye with a Revolver	157	6.2%
Cowboy action with a Revolver	54	2.1%
IDPA with a Revolver	27	1.1%
IPSC with a Revolver	36	1.4%
Load Testing/Development with a Revolver	174	6.9%
Sighting-in with a Revolver	298	11.9%
Silhouette with a Revolver	210	8.4%
Steel Challenge with a Revolver	60	2.4%
Teaching/Informative with a Revolver	173	6.9%
Testing (Ammo & firearm) with a Revolver	279	11.1%
Training (Military / Defense / Law Enforcement) with a Revolver	295	11.7%
Dog training with a shotgun	177	7.0%
Target shooting with a traditional or compound bow	792	31.5%
Target shooting with a crossbow	196	7.8%
Target shooting with a muzzleloader	515	20.5%
Plinking or informal target shooting with a traditional rimfire rifle	530	21.1%
3 Gun with a traditional rimfire rifle	8	0.3%

Benchrest with a traditional rimfire rifle	196	7.8%
Cowboy action with a traditional rimfire rifle	9	0.4%
Load Testing/Development with a traditional rimfire rifle	139	5.5%
Long range with a traditional rimfire rifle	221	8.8%
NRA high power with a traditional rimfire rifle	26	1.0%
Schuetzen with a traditional rimfire rifle	20	0.8%
Sighting-in rifle with a traditional rimfire rifle	423	16.8%
Target shooting with an air rifle at a range	754	30.0%
Silhouette with a traditional rimfire rifle	224	8.9%
Pattern shotgun	357	14.2%
Steel Challenge with a traditional rimfire rifle	47	1.9%
Tactical with a traditional rimfire rifle	79	3.1%
Teaching/Informative with a traditional rimfire rifle	268	10.7%
Three (3) position with a traditional rimfire rifle	154	6.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	202	8.0%
Total	2,514	100.0%

Table C.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	48	9.3%	28	4.7%	88	10.6%
The activity was too expensive	41	7.9%	25	4.2%	65	7.9%
Ammunition was too expensive	86	16.6%	71	12.0%	67	8.1%
I no longer have time to do this	162	31.3%	179	30.2%	296	35.7%
I don't have anybody to go with anymore	86	16.6%	66	11.1%	170	20.5%
I was not successful	6	1.2%	2	0.3%	8	1.0%
I am no longer interested	41	7.9%	67	11.3%	85	10.3%
I did not enjoy this type of shooting	7	1.4%	15	2.5%	23	2.8%
Medical reasons / disability	22	4.2%	25	4.2%	39	4.7%
I no longer own a shotgun	22	4.2%	111	18.8%	33	4.0%
Other Please describe	64	12.4%	69	11.7%	122	14.7%
Total	518	100%	592	100%	828	100%

Table C.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	65	11.5%	47	8.3%	59	10.0%
The activity was too expensive	47	8.3%	14	2.5%	53	9.0%
Ammunition was too expensive	87	15.4%	67	11.9%	92	15.6%
I no longer have time to do this	180	31.9%	202	35.9%	174	29.4%
I don't have anybody to go with anymore	96	17.0%	91	16.2%	71	12.0%
I was not successful	1	0.2%	4	0.7%	2	0.3%
I am no longer interested	31	5.5%	82	14.6%	32	5.4%
I did not enjoy this type of shooting	4	0.7%	10	1.8%	15	2.5%
Medical reasons / disability	32	5.7%	29	5.2%	15	2.5%
I no longer own a shotgun	30	5.3%	49	8.7%	49	8.3%
Other Please describe	78	13.8%	68	12.1%	77	13.0%
Total	564	100%	563	100%	591	100%

Table C.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	11	3.2%	2	2.7%	10	4.7%	16	4.2%
The activity was too expensive	15	4.4%	2	2.7%	2	0.9%	1	0.3%
Ammunition was too expensive	6	1.7%	2	2.7%	3	1.4%	0	0.0%
I no longer have time to do this	86	25.0%	18	24.3%	73	34.4%	95	24.7%
I don't have anybody to go with anymore	38	11.0%	4	5.4%	30	14.2%	16	4.2%
I was not successful	5	1.5%	2	2.7%	4	1.9%	1	0.3%
I am no longer interested	81	23.5%	11	14.9%	36	17.0%	157	40.8%
I did not enjoy this type of shooting	12	3.5%	8	10.8%	15	7.1%	5	1.3%
Medical reasons / disability	61	17.7%	2	2.7%	4	1.9%	4	1.0%
I no longer own this type of firearm	76	22.1%	21	28.4%	38	17.9%	70	18.2%
Other Please describe	28	8.1%	7	9.5%	25	11.8%	31	8.1%
Total	344	100%	74	100%	212	100%	385	100%

Current Hunting Activities

Table C.17) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,721	89.1%
Shotgun	1,666	86.3%
Traditional bow/compound bow	822	42.6%
Muzzleloader	821	42.5%
MSR	764	39.6%
Handgun	661	34.2%
Crossbow	425	22.0%
Other	44	2.3%
Total	1,931	100.0%

Table C.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	318	17.5%
Deer	1,564	86.2%
Elk	357	19.7%
Other big game	197	10.9%
Others	90	5.0%
Predators	802	44.2%
Small game	986	54.4%
Turkey	1,058	58.3%
Upland game birds	971	53.5%
Waterfowl	612	33.7%
Wild pig / feral hog	419	23.1%
Total	1,814	100.0%

Traditional Centerfire Rifle Activity Interest

Table C.19) Which activity would you be interested in trying with a traditional centerfire rifle?

	Count	Column Percent
Long range	1,253	43.9%
Tactical	803	28.1%
Steel Challenge	798	27.9%
Silhouette	730	25.6%
Benchrest	685	24.0%
NRA high power	673	23.6%
3 Gun	606	21.2%
Three (3) position	533	18.7%
Training (Military, Defense, Law Enforcement)	438	15.3%
Load Testing/Development	407	14.2%
Plinking or informal target shooting	384	13.4%
Sighting-in rifle	384	13.4%
Cowboy action	333	11.7%
Teaching/Informative	290	10.2%
Schuetzen	137	4.8%
Total	2,857	100.0%

Table C.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	609	45.6%
These activities are not offered at ranges in my area	408	30.5%
I don't know how to get started	260	19.5%
I don't have anybody to go with	246	18.4%
Too expensive	197	14.7%
Other Please describe	66	4.9%
Medical reason / disability	48	3.6%
I do not own / have access to this firearm	40	3.0%
Total	1,336	100.0%

Table C.21) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	91	33.8%
Not enough time	88	32.7%
I don't have anybody to go with	54	20.1%
Too expensive	40	14.9%
These activities are not offered at ranges in my area	33	12.3%
I don't know how to get started	23	8.6%
Other Please describe	11	4.1%
Medical reason / disability	6	2.2%
Total	269	100.0%

Influential Media and Individuals

Table C.22) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	1,260	45.8%
Father	960	34.9%
Self / nobody else	446	16.2%
Aunt / Uncle	275	10.0%
Grandparent	231	8.4%
Sibling	218	7.9%
Co-worker	218	7.9%
Another relative	209	7.6%
Military	184	6.7%
Neighbor	93	3.4%
Other, please specify	87	3.2%
Spouse	62	2.3%
Children / grandchildren	52	1.9%
Guide / outfitter	30	1.1%
Mother	28	1.0%
Total	2,750	100.0%

Table C.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	1,126	41.2%
Magazines and Books	945	34.6%
Online videos	727	26.6%
National sportsmen’s conservation organizations	626	22.9%
Local clubs or social organizations	615	22.5%
Hunter education programs	363	13.3%
Retailers	328	12.0%
State wildlife management agencies	307	11.2%
Seminars	114	4.2%
Other, please specify	112	4.1%
Total	2,732	100.0%

Table C.24) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	478	66.1%
How-to videos	459	63.5%
Product reviews	452	62.5%
Non-professionals (home videos) hunting/fishing/shooting	384	53.1%
Competitions	324	44.8%
TV programs (complete or partial episodes)	322	44.5%
Informational/political/talk show style	116	16.0%
Fish and Wildlife agency produced videos	109	15.1%
Comedy/blooper videos	40	5.5%
Other	21	2.9%
Total	723	100.0%

Table C.25) **Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	80	7.1%
Animal Planet	46	4.1%
Comcast SportsNet	8	0.7%
Discovery Channel	190	16.9%
ESPN/ESPN 2	69	6.2%
History Channel	289	25.8%
Military Channel	268	23.9%
National Geographic	104	9.3%
NBC Sports	26	2.3%
Outdoor Channel	898	80.1%
Pursuit Channel	320	28.5%
Sportsman Channel	733	65.4%
Sunshine Network / SUN Sports	10	0.9%
WildTV	36	3.2%
World Fishing Network	37	3.3%
Other national network	34	3.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	276	24.6%
I watched hunting/fishing TV, but don't remember the channel	217	19.4%
Total	1,121	100.0%

Table C.26) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	1,259	42.3%
An invitation from a friend / family member	920	30.9%
Programming offered by outdoor retailers	791	26.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	787	26.4%
Books / magazines	753	25.3%
YouTube videos	719	24.2%
Membership in a non-profit organization	562	18.9%
Online forums / blogs	386	13.0%
Other Please describe	250	8.4%
None of the above	147	4.9%
Total	2,977	100.0%

Table C.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	208	26.6%	193	25.1%	154	27.9%	224	31.3%
Google+	148	18.9%	138	17.9%	101	18.3%	140	19.6%
Twitter	34	4.3%	24	3.1%	25	4.5%	31	4.3%
Pinterest	42	5.4%	34	4.4%	31	5.6%	44	6.2%
Magazines	526	67.3%	498	64.8%	364	66.1%	450	62.9%
Instagram	59	7.5%	57	7.4%	49	8.9%	68	9.5%
YouTube	422	54.0%	363	47.2%	263	47.7%	606	84.8%
Television programs	369	47.2%	319	41.5%	239	43.4%	312	43.6%
Online Forums	257	32.9%	235	30.6%	167	30.3%	293	41.0%
Newsletter from hunting / wildlife groups or organizations	232	29.7%	255	33.2%	199	36.1%	153	21.4%
Fish / Wildlife Agency for My State of Residence	216	27.6%	297	38.6%	181	32.8%	138	19.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	125	16.0%	168	21.8%	122	22.1%	84	11.7%
Other	22	2.8%	24	3.1%	11	2.0%	16	2.2%
None of The Above	41	5.2%	53	6.9%	39	7.1%	20	2.8%
Total	782	100.0%	769	100.0%	551	100.0%	715	100.0%

Table C.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?									
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member		
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	
	Facebook	331	26.7%	165	22.1%	123	32.2%	221	24.3%
	Google+	217	17.5%	148	19.8%	70	18.3%	155	17.0%
	Twitter	48	3.9%	25	3.3%	21	5.5%	34	3.7%
	Pinterest	60	4.8%	41	5.5%	24	6.3%	31	3.4%
	Magazines	777	62.7%	592	79.3%	265	69.4%	553	60.7%
	Instagram	90	7.3%	50	6.7%	39	10.2%	53	5.8%
	YouTube	640	51.7%	401	53.7%	270	70.7%	405	44.5%
	Television programs	503	40.6%	372	49.8%	173	45.3%	373	40.9%
	Online Forums	394	31.8%	238	31.9%	239	62.6%	224	24.6%
	Newsletter from hunting / wildlife groups or organizations	326	26.3%	220	29.5%	108	28.3%	233	25.6%
	Fish / Wildlife Agency for My State of Residence	314	25.3%	185	24.8%	78	20.4%	226	24.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	165	13.3%	116	15.5%	38	9.9%	119	13.1%
	Other	33	2.7%	15	2.0%	9	2.4%	15	1.6%
	None of The Above	84	6.8%	23	3.1%	11	2.9%	90	9.9%
	Total	1,239	100.0%	747	100.0%	382	100.0%	911	100.0%

Plinking or Informal Target Shooting with a Traditional Centerfire Rifle

This section includes those who are interested in plinking or informal target shooting with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C1.1) **What is your current age?**

	Count	Column Percent
18 to 24	8	2.2%
25 to 34	30	8.3%
35 to 44	50	13.8%
45 to 54	82	22.7%
55 to 64	97	26.8%
65 and older	95	26.2%
Total	362	100.0%

Table C1.2) **What is your gender?**

	Count	Column Percent
Male	345	95.0%
Female	18	5.0%
Total	363	100.0%

Table C1.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	20	5.6%
\$20,000 to \$29,999	14	3.9%
\$30,000 to \$39,999	22	6.2%
\$40,000 to \$49,999	26	7.3%
\$50,000 to \$74,999	66	18.5%
\$75,000 to \$99,999	74	20.7%
\$100,000 to \$149,999	90	25.2%
\$150,000 to \$200,000	28	7.8%
More than \$200,000	17	4.8%
Total	357	100.0%

Table C1.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	3	0.8%
High school graduation	78	21.6%
Trade school, associates degree or similar	126	34.9%
Bachelors degree	105	29.1%
Masters degree	36	10.0%
Ph D and higher	13	3.6%
Total	361	100.0%

Table C1.5) In which region do you live?

	Count	Column Percent
Northeast	61	16.9%
Midwest	111	30.7%
South	128	35.5%
West	60	16.6%
Canada	1	0.3%
Total	361	100.0%

Introduction to Shooting

Table C1.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	194	50.5%
11 to 17 years old	118	30.7%
18 to 24 years old	28	7.3%
25 to 34 years old	16	4.2%
35 to 44 years old	12	3.1%
45 to 54 years old	4	1.0%
55 to 64 years old	7	1.8%
65 years and older	5	1.3%
Total	384	100.0%

Table C1.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	78	20.3%
Blackpowder or muzzleloader	2	0.5%
Compound bow	2	0.5%
Crossbow	0	0.0%
MSR	2	0.5%
Revolver	26	6.8%
Shotgun	84	21.9%
semi-automatic handgun	53	13.8%
Traditional bow	7	1.8%
Traditional rifle (Centerfire)	14	3.6%
Traditional rifle (Rimfire)	116	30.2%
Other	0	0.0%
Total	384	100.0%

Table C1.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	2	0.5%
Benchrest	4	1.0%
Cowboy action	1	0.3%
Long range	3	0.8%
Pattern shotgun	7	1.8%
Plinking or informal target shooting	286	74.5%
Silhouette	5	1.3%
Skeet	8	2.1%
Sporting clays	12	3.1%
Steel Challenge	1	0.3%
Tactical	1	0.3%
Training (Military, Defense, Law Enforcement)	5	1.3%
Trap	8	2.1%
Target archery	6	1.6%
Field archery	3	0.8%
Other Please describe:	32	8.3%
Total	384	100.0%

Table C1.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	201	53.2%
Friend	70	18.5%
Grandparent	35	9.3%
Aunt / Uncle	25	6.6%
Nobody / I shot alone when I first went shooting	25	6.6%
Sibling	21	5.6%
Camp / Summer camp	17	4.5%
Another relative	13	3.4%
Mother	10	2.6%
Neighbor	8	2.1%
Spouse	5	1.3%
Co-worker	5	1.3%
Military	5	1.3%
Other	2	0.5%
Guide / outfitter	1	0.3%
Total	378	100.0%

Table C1.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	253	68.2%
It's relaxing / an escape	165	44.5%
Spend time with family or friends who already shot	151	40.7%
Tradition / way of life	131	35.3%
Wanted to spend more time outdoors	118	31.8%
I wanted a challenge / adventure	112	30.2%
Protection / self defense	94	25.3%
Wanted to try a new sport	78	21.0%
Training for hunting	69	18.6%
To teach someone else / introduce my children or others to shooting	54	14.6%
Training (military, police, etc.)	37	10.0%
Media (television, magazines, movies)	10	2.7%
Other Please write in	3	0.8%
Total	371	100.0%

Table C1.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	71	18.5%
1 year	29	7.6%
2 - 5 years	89	23.2%
6 - 10 years	20	5.2%
More than 10 years	44	11.5%
I have only ever participated in [the shooting activity that I first participated in]	131	34.1%
Total	384	100.0%

Table C1.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	141	57.1%
3 Gun with a semi-automatic handgun	5	2.0%
Bowling pin with a semi-automatic handgun	7	2.8%
Bullseye with a semi-automatic handgun	52	21.1%
Cowboy action with a semi-automatic handgun	3	1.2%
IDPA with a semi-automatic handgun	4	1.6%
IPSC with a semi-automatic handgun	5	2.0%
Load Testing/Development with a semi-automatic handgun	8	3.2%
Sighting-in with a semi-automatic handgun	74	30.0%
Silhouette with a semi-automatic handgun	52	21.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	14	5.7%
Teaching/Informative with a semi-automatic handgun	44	17.8%
Testing (Ammo & firearm) with a semi-automatic handgun	49	19.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	47	19.0%
Other Please describe with a semi-automatic handgun	5	2.0%
Plinking or informal target shooting with a revolver	116	47.0%
3 Gun with a revolver	2	0.8%
Bowling pin with a revolver	5	2.0%
Bullseye with a revolver	37	15.0%
Cowboy action with a revolver	4	1.6%
IDPA with a revolver	0	0.0%
IPSC with a revolver	2	0.8%
Load Testing/Development with a revolver	8	3.2%
Sighting-in with a revolver	43	17.4%
Silhouette with a revolver	24	9.7%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	2	0.8%
Teaching/Informative with a revolver	23	9.3%
Testing (Ammo & firearm) with a revolver	25	10.1%
Training (Military, Defense, Law Enforcement) with a revolver	25	10.1%

Other Please describe with a revolver	3	1.2%
Plinking or informal target shooting with a traditional rimfire rifle	152	61.5%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	32	13.0%
Cowboy action with a traditional rimfire rifle	2	0.8%
Load Testing/Development with a traditional rimfire rifle	8	3.2%
Long range with a traditional rimfire rifle	19	7.7%
NRA high power with a traditional rimfire rifle	1	0.4%
Schuetzen with a traditional rimfire rifle	1	0.4%
Sighting-in rifle with a traditional rimfire rifle	90	36.4%
Silhouette with a traditional rimfire rifle	24	9.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	5	2.0%
Tactical with a traditional rimfire rifle	7	2.8%
Teaching/Informative with a traditional rimfire rifle	36	14.6%
Three (3) position with a traditional rimfire rifle	12	4.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	17	6.9%
Other Please describe with a traditional rimfire rifle	8	3.2%
Plinking or informal target shooting with a traditional centerfire rifle	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	41	16.6%
Cowboy action with a traditional centerfire rifle	1	0.4%
Load Testing/Development with a traditional centerfire rifle	16	6.5%
Long range with a traditional centerfire rifle	41	16.6%
NRA high power with a traditional centerfire rifle	5	2.0%
Schuetzen with a traditional centerfire rifle	1	0.4%
Sighting-in rifle with a traditional centerfire rifle	64	25.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	14	5.7%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	3	1.2%
Tactical with a traditional centerfire rifle	17	6.9%
Teaching/Informative with a traditional centerfire rifle	23	9.3%
Three (3) position with a traditional centerfire rifle	10	4.0%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	30	12.1%
Other Please describe with a traditional centerfire rifle	8	3.2%
Plinking or informal target shooting with an MSR	65	26.3%
3 Gun with an MSR	5	2.0%
Benchrest with an MSR	16	6.5%
Cowboy action with an MSR	1	0.4%
Load Testing/Development with an MSR	11	4.5%
Long range with an MSR	16	6.5%
NRA high power with an MSR	2	0.8%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	43	17.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	13	5.3%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	1.2%
Tactical with an MSR	17	6.9%
Teaching/Informative with an MSR	17	6.9%
Three (3) position with an MSR	6	2.4%
Training (Military, Defense, Law Enforcement) with an MSR	27	10.9%
Other Please describe with an MSR	2	0.8%
Informal (backyard, testing) with a shotgun	102	41.3%
3 Gun with a shotgun	3	1.2%
5 Stand with a shotgun	24	9.7%
Cowboy Action with a shotgun	3	1.2%
Dog training with a shotgun	21	8.5%
Other with a shotgun	1	0.4%
Pattern shotgun with a shotgun	77	31.2%
Sighting-In with a shotgun	64	25.9%
Skeet with a shotgun	96	38.9%
Sporting clays with a shotgun	98	39.7%
Teaching/Informative with a shotgun	22	8.9%
Test reload with a shotgun	14	5.7%
Training (Military, Defense, Law Enforcement) with a shotgun	20	8.1%
Trap with a shotgun	80	32.4%
Wobble Trap with a shotgun	18	7.3%
Other Please describe with a shotgun	12	4.9%
Total	247	100.0%

Current Recreational Shooting Activities

Table C1.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	156	62.9%
Shotgun	137	55.2%
Traditional Rimfire Rifle	126	50.8%
Revolver	101	40.7%
Traditional Centerfire Rifle	64	25.8%
MSR	48	19.4%
Traditional or Compound Bow	44	17.7%
Muzzleloader	39	15.7%
Crossbow	21	8.5%
None of the Above	16	6.5%
Total	248	100.0%

Table C1.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	122	48.8%
Plinking or informal target shooting with a traditional rimfire rifle	103	41.2%
Plinking or informal target shooting with a Revolver	80	32.0%
Informal (backyard or testing) with a Shotgun	65	26.0%
Sporting clays with a Shotgun	58	23.2%
Sighting-in rifle with a traditional rimfire rifle	52	20.8%
Pattern shotgun	52	20.8%
Sighting-in with a semi-automatic Handgun	51	20.4%
Skeet with a Shotgun	50	20.0%
Trap with a Shotgun	46	18.4%
Sighting-in rifle with a traditional centerfire rifle	45	18.0%
Target shooting with a traditional or compound bow	44	17.6%
Sighting-In with a Shotgun	39	15.6%
Target shooting with a muzzleloader	39	15.6%
Plinking or informal target shooting with a MSR	38	15.2%
Bullseye with a semi-automatic Handgun	37	14.8%
Benchrest with a traditional centerfire rifle	32	12.8%
Silhouette with a semi-automatic Handgun	32	12.8%
Teaching/Informative with a semi-automatic Handgun	29	11.6%
Testing (Ammo & firearm) with a semi-automatic Handgun	27	10.8%
Sighting-in with a Revolver	27	10.8%
Bullseye with a Revolver	25	10.0%
Long range with a traditional centerfire rifle	23	9.2%
Sighting-in rifle with a MSR	22	8.8%

Benchrest with a traditional rimfire rifle	22	8.8%
Target shooting with an air rifle at a range	22	8.8%
Target shooting with a crossbow	21	8.4%
5 Stand with a Shotgun	16	6.4%
Teaching/Informative with a traditional rimfire rifle	16	6.4%
None of the above	16	6.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	13	5.2%
Wobble Trap with a Shotgun	12	4.8%
Silhouette with a Revolver	12	4.8%
Testing (Ammo & firearm) with a Revolver	11	4.4%
Teaching/Informative with a Shotgun	10	4.0%
Teaching/Informative with a traditional centerfire rifle	10	4.0%
Benchrest with a MSR	10	4.0%
Silhouette with a traditional rimfire rifle	10	4.0%
Load Testing/Development with a traditional centerfire rifle	9	3.6%
Teaching/Informative with a MSR	8	3.2%
Training (Military / Defense / Law Enforcement) with a MSR	8	3.2%
Dog training with a shotgun	8	3.2%
Silhouette with a traditional centerfire rifle	6	2.4%
Test reload with a Shotgun	5	2.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	5	2.0%
Long range with a MSR	5	2.0%
Silhouette with a MSR	5	2.0%
Tactical with a MSR	5	2.0%
Teaching/Informative with a Revolver	5	2.0%
Long range with a traditional rimfire rifle	5	2.0%
3 Gun with a semi-automatic Handgun	4	1.6%
Steel Challenge with a semi-automatic Handgun	4	1.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	4	1.6%
3 Gun with a Shotgun	3	1.2%
3 Gun with a MSR	3	1.2%
Load Testing/Development with a MSR	3	1.2%
Bowling pin with a semi-automatic Handgun	3	1.2%
IDPA with a semi-automatic Handgun	3	1.2%
IPSC with a semi-automatic Handgun	3	1.2%
Load Testing/Development with a semi-automatic Handgun	3	1.2%
Load Testing/Development with a Revolver	3	1.2%
Three (3) position with a traditional rimfire rifle	3	1.2%
Cowboy Action with a Shotgun	2	0.8%
Tactical with a traditional centerfire rifle	2	0.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	2	0.8%

Cowboy action with a semi-automatic Handgun	2	0.8%
Cowboy action with a Revolver	2	0.8%
Load Testing/Development with a traditional rimfire rifle	2	0.8%
Cowboy action with a traditional centerfire rifle	1	0.4%
Three (3) position with a MSR	1	0.4%
Bowling pin with a Revolver	1	0.4%
Training (Military / Defense / Law Enforcement) with a Revolver	1	0.4%
Cowboy action with a traditional rimfire rifle	1	0.4%
Steel Challenge with a traditional rimfire rifle	1	0.4%
Tactical with a traditional rimfire rifle	1	0.4%
Plinking or informal target shooting with a traditional centerfire rifle	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
Three (3) position with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Steel Challenge with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	250	100.0%

Table C1.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	28	16.1%
Revolver	46	26.4%
Traditional Rimfire Rifle	60	34.5%
Traditional Centerfire Rifle	31	17.8%
MSR	42	24.1%
Shotgun	46	26.4%
Air Rifle	57	32.8%
Traditional or Compound Bow	55	31.6%
Crossbow	4	2.3%
Muzzleloader	21	12.1%
Total	174	100.0%

Table C1.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	37	17.6%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	8	3.8%
Cowboy Action with a Shotgun	1	0.5%
Sighting-In with a Shotgun	25	11.9%
Skeet with a Shotgun	46	21.9%
Sporting clays with a Shotgun	40	19.0%
Teaching/Informative with a Shotgun	12	5.7%
Test reload with a Shotgun	9	4.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	15	7.1%
Trap with a Shotgun	34	16.2%
Wobble Trap with a Shotgun	6	2.9%
Plinking or informal target shooting with a traditional centerfire rifle	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	9	4.3%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	7	3.3%
Long range with a traditional centerfire rifle	18	8.6%
NRA high power with a traditional centerfire rifle	5	2.4%
Schuetzen with a traditional centerfire rifle	1	0.5%
Sighting-in rifle with a traditional centerfire rifle	19	9.0%
Silhouette with a traditional centerfire rifle	8	3.8%
Steel Challenge with a traditional centerfire rifle	3	1.4%
Tactical with a traditional centerfire rifle	15	7.1%
Teaching/Informative with a traditional centerfire rifle	13	6.2%
Three (3) position with a traditional centerfire rifle	10	4.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	28	13.3%
Plinking or informal target shooting with a MSR	27	12.9%

3 Gun with a MSR	2	1.0%
Benchrest with a MSR	6	2.9%
Cowboy action with a MSR	1	0.5%
Load Testing/Development with a MSR	8	3.8%
Long range with a MSR	11	5.2%
NRA high power with a MSR	2	1.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	21	10.0%
Silhouette with a MSR	8	3.8%
Steel Challenge with a MSR	3	1.4%
Tactical with a MSR	12	5.7%
Teaching/Informative with a MSR	9	4.3%
Three (3) position with a MSR	5	2.4%
Training (Military / Defense / Law Enforcement) with a MSR	19	9.0%
Plinking or informal target shooting with a semi-automatic Handgun	19	9.0%
3 Gun with a semi-automatic Handgun	1	0.5%
Bowling pin with a semi-automatic Handgun	4	1.9%
Bullseye with a semi-automatic Handgun	15	7.1%
Cowboy action with a semi-automatic Handgun	1	0.5%
IDPA with a semi-automatic Handgun	1	0.5%
IPSC with a semi-automatic Handgun	2	1.0%
Load Testing/Development with a semi-automatic Handgun	5	2.4%
Sighting-in with a semi-automatic Handgun	23	11.0%
Silhouette with a semi-automatic Handgun	20	9.5%
Steel Challenge with a semi-automatic Handgun	10	4.8%
Teaching/Informative with a semi-automatic Handgun	15	7.1%
Testing (Ammo & firearm) with a semi-automatic Handgun	22	10.5%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	32	15.2%
Plinking or informal target shooting with a Revolver	36	17.1%
3 Gun with a Revolver	5	2.4%
Bowling pin with a Revolver	4	1.9%
Bullseye with a Revolver	12	5.7%
Cowboy action with a Revolver	2	1.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	2	1.0%
Load Testing/Development with a Revolver	5	2.4%
Sighting-in with a Revolver	16	7.6%
Silhouette with a Revolver	12	5.7%
Steel Challenge with a Revolver	2	1.0%
Teaching/Informative with a Revolver	18	8.6%
Testing (Ammo & firearm) with a Revolver	14	6.7%
Training (Military / Defense / Law Enforcement) with a Revolver	24	11.4%
Dog training with a shotgun	13	6.2%
Target shooting with a traditional or compound bow	55	26.2%
Target shooting with a crossbow	4	1.9%
Target shooting with a muzzleloader	21	10.0%
Plinking or informal target shooting with a traditional rimfire rifle	49	23.3%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	10	4.8%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	6	2.9%
Long range with a traditional rimfire rifle	14	6.7%
NRA high power with a traditional rimfire rifle	1	0.5%
Schuetzen with a traditional rimfire rifle	1	0.5%
Sighting-in rifle with a traditional rimfire rifle	38	18.1%
Target shooting with an air rifle at a range	57	27.1%
Silhouette with a traditional rimfire rifle	14	6.7%
Pattern shotgun	25	11.9%
Steel Challenge with a traditional rimfire rifle	4	1.9%
Tactical with a traditional rimfire rifle	6	2.9%
Teaching/Informative with a traditional rimfire rifle	20	9.5%
Three (3) position with a traditional rimfire rifle	9	4.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	6.2%
Total	210	100.0%

Current Hunting Activities

Table C1.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	144	86.2%
Traditional rifle (centerfire or rimfire)	126	75.4%
Traditional bow/compound bow	75	44.9%
Muzzleloader	69	41.3%
MSR	47	28.1%
Handgun	43	25.7%
Crossbow	39	23.4%
Other	3	1.8%
Total	167	100.0%

Table C1.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	23	15.0%
Deer	129	84.3%
Elk	23	15.0%
Other big game	7	4.6%
Others	2	1.3%
Predators	43	28.1%
Small game	73	47.7%
Turkey	93	60.8%
Upland game birds	66	43.1%
Waterfowl	45	29.4%
Wild pig / feral hog	21	13.7%
Total	153	100.0%

Traditional Centerfire Rifle Activity Interest

Table C1.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	34	58.6%
Too expensive	13	22.4%
These activities are not offered at ranges in my area	8	13.8%
I don't have anybody to go with	7	12.1%
Medical reason / disability	5	8.6%
I do not own / have access to this firearm	5	8.6%
Other Please describe	3	5.2%
I don't know how to get started	2	3.4%
Total	58	100.0%

Table C1.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	60	45.8%
Not enough time	41	31.3%
I don't have anybody to go with	26	19.8%
Too expensive	18	13.7%
These activities are not offered at ranges in my area	12	9.2%
I don't know how to get started	11	8.4%
Medical reason / disability	2	1.5%
Other Please describe	2	1.5%
Total	131	100.0%

Influential Media and Individuals

Table C1.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	106	42.4%
Father	79	31.6%
Self / nobody else	40	16.0%
Grandparent	23	9.2%
Co-worker	21	8.4%
Aunt / Uncle	20	8.0%
Another relative	19	7.6%
Sibling	15	6.0%
Military	15	6.0%
Other, please specify	8	3.2%
Spouse	6	2.4%
Neighbor	5	2.0%
Mother	4	1.6%
Children / grandchildren	4	1.6%
Guide / outfitter	3	1.2%
Total	250	100.0%

Table C1.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	87	35.5%
Magazines and Books	78	31.8%
Online videos	63	25.7%
Local clubs or social organizations	54	22.0%
National sportsmen’s conservation organizations	47	19.2%
Hunter education programs	28	11.4%
State wildlife management agencies	27	11.0%
Retailers	25	10.2%
Other, please specify	14	5.7%
Seminars	13	5.3%
Total	245	100.0%

Table C1.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Product reviews	43	68.3%
How-to videos	42	66.7%
Professionals hunting/fishing/shooting	38	60.3%
Non-professionals (home videos) hunting/fishing/shooting	34	54.0%
Competitions	24	38.1%
TV programs (complete or partial episodes)	23	36.5%
Fish and Wildlife agency produced videos	12	19.0%
Informational/political/talk show style	10	15.9%
Other	3	4.8%
Comedy/blooper videos	2	3.2%
Total	63	100.0%

Table C1.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	8	9.2%
Animal Planet	6	6.9%
Comcast SportsNet	1	1.1%
Discovery Channel	13	14.9%
ESPN/ESPN 2	9	10.3%
History Channel	20	23.0%
Military Channel	14	16.1%
National Geographic	9	10.3%
NBC Sports	1	1.1%
Outdoor Channel	62	71.3%
Pursuit Channel	25	28.7%
Sportsman Channel	47	54.0%
Sunshine Network / SUN Sports	0	0.0%
WildTV	2	2.3%
World Fishing Network	0	0.0%
Other national network	4	4.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	20	23.0%
I watched hunting/fishing TV, but don't remember the channel	20	23.0%
Total	87	100.0%

Table C1.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	170	47.5%
YouTube videos	106	29.6%
An invitation from a friend / family member	106	29.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	103	28.8%
Books / magazines	93	26.0%
Programming offered by outdoor retailers	90	25.1%
Membership in a non-profit organization	74	20.7%
Online forums / blogs	42	11.7%
Other Please describe	24	6.7%
None of the above	18	5.0%
Total	358	100.0%

Table C1.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	24	27.3%	33	32.7%	20	28.2%	37	35.9%
Google+	14	15.9%	17	16.8%	18	25.4%	25	24.3%
Twitter	2	2.3%	3	3.0%	2	2.8%	2	1.9%
Pinterest	5	5.7%	7	6.9%	5	7.0%	8	7.8%
Magazines	57	64.8%	62	61.4%	50	70.4%	55	53.4%
Instagram	4	4.5%	11	10.9%	5	7.0%	7	6.8%
YouTube	47	53.4%	54	53.5%	35	49.3%	88	85.4%
Television programs	39	44.3%	43	42.6%	28	39.4%	42	40.8%
Online Forums	27	30.7%	32	31.7%	25	35.2%	49	47.6%
Newsletter from hunting / wildlife groups or organizations	22	25.0%	30	29.7%	27	38.0%	18	17.5%
Fish / Wildlife Agency for My State of Residence	27	30.7%	36	35.6%	25	35.2%	17	16.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	10	11.4%	18	17.8%	13	18.3%	9	8.7%
Other	2	2.3%	2	2.0%	2	2.8%	0	0.0%
None of The Above	5	5.7%	11	10.9%	4	5.6%	3	2.9%
Total	88	100.0%	101	100.0%	71	100.0%	103	100.0%

Table C1.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	42	25.5%	18	19.6%	10	24.4%	21	19.8%
Google+	29	17.6%	20	21.7%	7	17.1%	18	17.0%
Twitter	6	3.6%	3	3.3%	1	2.4%	4	3.8%
Pinterest	10	6.1%	10	10.9%	4	9.8%	6	5.7%
Magazines	102	61.8%	63	68.5%	26	63.4%	63	59.4%
Instagram	12	7.3%	7	7.6%	2	4.9%	4	3.8%
YouTube	90	54.5%	52	56.5%	31	75.6%	51	48.1%
Television programs	56	33.9%	45	48.9%	15	36.6%	37	34.9%
Online Forums	48	29.1%	32	34.8%	30	73.2%	28	26.4%
Newsletter from hunting / wildlife groups or organizations	35	21.2%	27	29.3%	13	31.7%	24	22.6%
Fish / Wildlife Agency for My State of Residence	38	23.0%	24	26.1%	8	19.5%	21	19.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	19	11.5%	10	10.9%	5	12.2%	16	15.1%
Other	3	1.8%	0	0.0%	0	0.0%	1	0.9%
None of The Above	10	6.1%	3	3.3%	3	7.3%	12	11.3%
Total	165	100.0%	92	100.0%	41	100.0%	106	100.0%

3 Gun with a Traditional Centerfire Rifle

This section includes those who are interested in shooting 3 gun with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C2.1) **What is your current age?**

	Count	Column Percent
18 to 24	14	2.4%
25 to 34	69	11.7%
35 to 44	118	20.0%
45 to 54	154	26.1%
55 to 64	151	25.6%
65 and older	84	14.2%
Total	590	100.0%

Table C2.2) **What is your gender?**

	Count	Column Percent
Male	579	98.1%
Female	11	1.9%
Total	590	100.0%

Table C2.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	25	4.3%
\$20,000 to \$29,999	24	4.1%
\$30,000 to \$39,999	30	5.1%
\$40,000 to \$49,999	56	9.5%
\$50,000 to \$74,999	121	20.6%
\$75,000 to \$99,999	107	18.2%
\$100,000 to \$149,999	133	22.6%
\$150,000 to \$200,000	49	8.3%
More than \$200,000	43	7.3%
Total	588	100.0%

Table C2.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	6	1.0%
High school graduation	116	19.6%
Trade school, associates degree or similar	206	34.9%
Bachelors degree	171	28.9%
Masters degree	65	11.0%
Ph D and higher	27	4.6%
Total	591	100.0%

Table C2.5) In which region do you live?

	Count	Column Percent
Northeast	91	15.4%
Midwest	176	29.8%
South	207	35.1%
West	110	18.6%
Canada	6	1.0%
Total	590	100.0%

Introduction to Shooting

Table C2.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	397	65.5%
11 to 17 years old	140	23.1%
18 to 24 years old	37	6.1%
25 to 34 years old	14	2.3%
35 to 44 years old	8	1.3%
45 to 54 years old	4	0.7%
55 to 64 years old	5	0.8%
65 years and older	1	0.2%
Total	606	100.0%

Table C2.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	110	18.2%
Blackpowder or muzzleloader	3	0.5%
Compound bow	2	0.3%
Crossbow	0	0.0%
MSR	5	0.8%
Revolver	43	7.1%
Shotgun	111	18.3%
semi-automatic handgun	47	7.8%
Traditional bow	11	1.8%
Traditional rifle (Centerfire)	34	5.6%
Traditional rifle (Rimfire)	239	39.4%
Other	1	0.2%
Total	606	100.0%

Table C2.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	9	1.5%
Long range	5	0.8%
Pattern shotgun	7	1.2%
Plinking or informal target shooting	491	81.2%
Silhouette	6	1.0%
Skeet	10	1.7%
Sporting clays	12	2.0%
Tactical	1	0.2%
Test reload	2	0.3%
Training (Military, Defense, Law Enforcement)	9	1.5%
Trap	12	2.0%
Wobble Trap	1	0.2%
Target archery	11	1.8%
3D archery	1	0.2%
Other Please describe:	28	4.6%
Total	605	100.0%

Table C2.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	379	63.6%
Grandparent	78	13.1%
Friend	77	12.9%
Aunt / Uncle	54	9.1%
Sibling	31	5.2%
Camp / Summer camp	30	5.0%
Mother	24	4.0%
Nobody / I shot alone when I first went shooting	21	3.5%
Another relative	19	3.2%
Neighbor	15	2.5%
Military	12	2.0%
Spouse	5	0.8%
Other	4	0.7%
Co-worker	3	0.5%
Guide / outfitter	1	0.2%
Total	596	100.0%

Table C2.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	434	73.9%
Spend time with family or friends who already shot	304	51.8%
Tradition / way of life	301	51.3%
It's relaxing / an escape	301	51.3%
Wanted to spend more time outdoors	238	40.5%
I wanted a challenge / adventure	212	36.1%
Wanted to try a new sport	143	24.4%
Protection / self defense	136	23.2%
Training for hunting	136	23.2%
To teach someone else / introduce my children or others to shooting	120	20.4%
Training (military, police, etc.)	105	17.9%
Media (television, magazines, movies)	22	3.7%
Other Please write in	9	1.5%
Total	587	100.0%

Table C2.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	162	26.7%
1 year	73	12.0%
2 - 5 years	191	31.5%
6 - 10 years	45	7.4%
More than 10 years	65	10.7%
I have only ever participated in [the shooting activity that I first participated in]	70	11.6%
Total	606	100.0%

Table C2.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	474	88.9%
3 Gun with a semi-automatic handgun	4	0.8%
Bowling pin with a semi-automatic handgun	73	13.7%
Bullseye with a semi-automatic handgun	151	28.3%
Cowboy action with a semi-automatic handgun	15	2.8%
IDPA with a semi-automatic handgun	39	7.3%
IPSC with a semi-automatic handgun	26	4.9%
Load Testing/Development with a semi-automatic handgun	103	19.3%
Sighting-in with a semi-automatic handgun	317	59.5%
Silhouette with a semi-automatic handgun	161	30.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	68	12.8%
Teaching/Informative with a semi-automatic handgun	167	31.3%
Testing (Ammo & firearm) with a semi-automatic handgun	210	39.4%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	165	31.0%
Other Please describe with a semi-automatic handgun	14	2.6%
Plinking or informal target shooting with a revolver	433	81.2%
3 Gun with a revolver	3	0.6%
Bowling pin with a revolver	44	8.3%
Bullseye with a revolver	106	19.9%
Cowboy action with a revolver	24	4.5%
IDPA with a revolver	10	1.9%
IPSC with a revolver	7	1.3%
Load Testing/Development with a revolver	93	17.4%
Sighting-in with a revolver	211	39.6%
Silhouette with a revolver	104	19.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	23	4.3%
Teaching/Informative with a revolver	116	21.8%
Testing (Ammo & firearm) with a revolver	165	31.0%
Training (Military, Defense, Law Enforcement) with a revolver	76	14.3%

Other Please describe with a revolver	10	1.9%
Plinking or informal target shooting with a traditional rimfire rifle	494	92.7%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	158	29.6%
Cowboy action with a traditional rimfire rifle	5	0.9%
Load Testing/Development with a traditional rimfire rifle	68	12.8%
Long range with a traditional rimfire rifle	132	24.8%
NRA high power with a traditional rimfire rifle	7	1.3%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	329	61.7%
Silhouette with a traditional rimfire rifle	119	22.3%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	28	5.3%
Tactical with a traditional rimfire rifle	31	5.8%
Teaching/Informative with a traditional rimfire rifle	157	29.5%
Three (3) position with a traditional rimfire rifle	59	11.1%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	61	11.4%
Other Please describe with a traditional rimfire rifle	21	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	454	85.2%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	203	38.1%
Cowboy action with a traditional centerfire rifle	14	2.6%
Load Testing/Development with a traditional centerfire rifle	171	32.1%
Long range with a traditional centerfire rifle	249	46.7%
NRA high power with a traditional centerfire rifle	29	5.4%
Schuetzen with a traditional centerfire rifle	3	0.6%
Sighting-in rifle with a traditional centerfire rifle	353	66.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	123	23.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	35	6.6%
Tactical with a traditional centerfire rifle	80	15.0%
Teaching/Informative with a traditional centerfire rifle	155	29.1%
Three (3) position with a traditional centerfire rifle	45	8.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	120	22.5%
Other Please describe with a traditional centerfire rifle	16	3.0%
Plinking or informal target shooting with an MSR	391	73.4%
3 Gun with an MSR	6	1.1%
Benchrest with an MSR	123	23.1%
Cowboy action with an MSR	2	0.4%
Load Testing/Development with an MSR	102	19.1%
Long range with an MSR	155	29.1%
NRA high power with an MSR	14	2.6%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	282	52.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	75	14.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	36	6.8%
Tactical with an MSR	127	23.8%
Teaching/Informative with an MSR	129	24.2%
Three (3) position with an MSR	43	8.1%
Training (Military, Defense, Law Enforcement) with an MSR	139	26.1%
Other Please describe with an MSR	9	1.7%
Informal (backyard, testing) with a shotgun	381	71.5%
3 Gun with a shotgun	7	1.3%
5 Stand with a shotgun	100	18.8%
Cowboy Action with a shotgun	9	1.7%
Dog training with a shotgun	82	15.4%
Other with a shotgun	5	0.9%
Pattern shotgun with a shotgun	258	48.4%
Sighting-In with a shotgun	224	42.0%
Skeet with a shotgun	340	63.8%
Sporting clays with a shotgun	340	63.8%
Teaching/Informative with a shotgun	140	26.3%
Test reload with a shotgun	87	16.3%
Training (Military, Defense, Law Enforcement) with a shotgun	81	15.2%
Trap with a shotgun	303	56.8%
Wobble Trap with a shotgun	79	14.8%
Other Please describe with a shotgun	23	4.3%
Total	533	100.0%

Current Recreational Shooting Activities

Table C2.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	471	88.9%
Traditional Centerfire Rifle	442	83.4%
Traditional Rimfire Rifle	434	81.9%
Shotgun	431	81.3%
Revolver	371	70.0%
MSR	303	57.2%
Traditional or Compound Bow	177	33.4%
Muzzleloader	118	22.3%
Crossbow	64	12.1%
None of the Above	3	0.6%
Total	530	100.0%

Table C2.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	440	82.7%
Plinking or informal target shooting with a traditional rimfire rifle	403	75.8%
Plinking or informal target shooting with a traditional centerfire rifle	390	73.3%
Plinking or informal target shooting with a Revolver	344	64.7%
Sighting-in rifle with a traditional centerfire rifle	307	57.7%
Informal (backyard or testing) with a Shotgun	300	56.4%
Sighting-in with a semi-automatic Handgun	279	52.4%
Plinking or informal target shooting with a MSR	268	50.4%
Sighting-in rifle with a traditional rimfire rifle	258	48.5%
Sporting clays with a Shotgun	251	47.2%
Skeet with a Shotgun	227	42.7%
Trap with a Shotgun	212	39.8%
Long range with a traditional centerfire rifle	202	38.0%
Pattern shotgun	194	36.5%
Sighting-in rifle with a MSR	183	34.4%
Target shooting with a traditional or compound bow	177	33.3%
Sighting-In with a Shotgun	173	32.5%
Benchrest with a traditional centerfire rifle	164	30.8%
Sighting-in with a Revolver	163	30.6%
Testing (Ammo & firearm) with a semi-automatic Handgun	157	29.5%
Teaching/Informative with a semi-automatic Handgun	145	27.3%
Load Testing/Development with a traditional centerfire rifle	127	23.9%
Benchrest with a traditional rimfire rifle	124	23.3%

Bullseye with a semi-automatic Handgun	123	23.1%
Silhouette with a semi-automatic Handgun	119	22.4%
Teaching/Informative with a traditional centerfire rifle	118	22.2%
Target shooting with a muzzleloader	118	22.2%
Teaching/Informative with a traditional rimfire rifle	112	21.1%
Teaching/Informative with a Shotgun	110	20.7%
Testing (Ammo & firearm) with a Revolver	103	19.4%
Target shooting with an air rifle at a range	100	18.8%
Long range with a traditional rimfire rifle	87	16.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	83	15.6%
Teaching/Informative with a Revolver	82	15.4%
Teaching/Informative with a MSR	79	14.8%
Load Testing/Development with a semi-automatic Handgun	76	14.3%
Silhouette with a traditional centerfire rifle	75	14.1%
5 Stand with a Shotgun	72	13.5%
Long range with a MSR	71	13.3%
Bullseye with a Revolver	70	13.2%
Silhouette with a traditional rimfire rifle	70	13.2%
Load Testing/Development with a Revolver	64	12.0%
Target shooting with a crossbow	64	12.0%
Silhouette with a Revolver	62	11.7%
Tactical with a MSR	61	11.5%
Benchrest with a MSR	59	11.1%
Wobble Trap with a Shotgun	57	10.7%
Load Testing/Development with a MSR	57	10.7%
Test reload with a Shotgun	56	10.5%
Training (Military / Defense / Law Enforcement) with a MSR	52	9.8%
Bowling pin with a semi-automatic Handgun	48	9.0%
Dog training with a shotgun	48	9.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	47	8.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	47	8.8%
Tactical with a traditional centerfire rifle	46	8.6%
Steel Challenge with a semi-automatic Handgun	45	8.5%
Silhouette with a MSR	34	6.4%
Load Testing/Development with a traditional rimfire rifle	34	6.4%
IDPA with a semi-automatic Handgun	26	4.9%
Training (Military / Defense / Law Enforcement) with a Revolver	24	4.5%
Bowling pin with a Revolver	23	4.3%
Steel Challenge with a traditional centerfire rifle	21	3.9%
Three (3) position with a traditional rimfire rifle	21	3.9%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	20	3.8%
Three (3) position with a traditional centerfire rifle	18	3.4%
Cowboy action with a Revolver	16	3.0%
Steel Challenge with a traditional rimfire rifle	15	2.8%
Three (3) position with a MSR	14	2.6%
Steel Challenge with a MSR	13	2.4%
Tactical with a traditional rimfire rifle	13	2.4%
NRA high power with a traditional centerfire rifle	10	1.9%
IPSC with a semi-automatic Handgun	10	1.9%
Steel Challenge with a Revolver	10	1.9%
Cowboy action with a traditional centerfire rifle	9	1.7%
Cowboy action with a semi-automatic Handgun	8	1.5%
NRA high power with a MSR	7	1.3%
Cowboy Action with a Shotgun	6	1.1%
Cowboy action with a traditional rimfire rifle	4	0.8%
3 Gun with a MSR	3	0.6%
IDPA with a Revolver	3	0.6%
NRA high power with a traditional rimfire rifle	3	0.6%
None of the above	3	0.6%
3 Gun with a Shotgun	2	0.4%
3 Gun with a semi-automatic Handgun	2	0.4%
Schuetzen with a traditional centerfire rifle	1	0.2%
Cowboy action with a MSR	1	0.2%
3 Gun with a Revolver	1	0.2%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	532	100.0%

Table C2.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	28	7.8%
Revolver	83	23.0%
Traditional Rimfire Rifle	70	19.4%
Traditional Centerfire Rifle	41	11.4%
MSR	118	32.7%
Shotgun	56	15.5%
Air Rifle	133	36.8%
Traditional or Compound Bow	145	40.2%
Crossbow	38	10.5%
Muzzleloader	88	24.4%
Total	361	100.0%

Table C2.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	81	17.7%
3 Gun with a Shotgun	5	1.1%
5 Stand with a Shotgun	28	6.1%
Cowboy Action with a Shotgun	3	0.7%
Sighting-In with a Shotgun	51	11.1%
Skeet with a Shotgun	113	24.7%
Sporting clays with a Shotgun	89	19.4%
Teaching/Informative with a Shotgun	30	6.6%
Test reload with a Shotgun	31	6.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	34	7.4%
Trap with a Shotgun	91	19.9%
Wobble Trap with a Shotgun	22	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	64	14.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	39	8.5%
Cowboy action with a traditional centerfire rifle	5	1.1%
Load Testing/Development with a traditional centerfire rifle	44	9.6%
Long range with a traditional centerfire rifle	47	10.3%
NRA high power with a traditional centerfire rifle	19	4.1%
Schuetzen with a traditional centerfire rifle	2	0.4%
Sighting-in rifle with a traditional centerfire rifle	46	10.0%
Silhouette with a traditional centerfire rifle	48	10.5%
Steel Challenge with a traditional centerfire rifle	14	3.1%
Tactical with a traditional centerfire rifle	34	7.4%
Teaching/Informative with a traditional centerfire rifle	37	8.1%
Three (3) position with a traditional centerfire rifle	27	5.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	72	15.7%
Plinking or informal target shooting with a MSR	123	26.9%

3 Gun with a MSR	3	0.7%
Benchrest with a MSR	64	14.0%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	45	9.8%
Long range with a MSR	84	18.3%
NRA high power with a MSR	7	1.5%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	99	21.6%
Silhouette with a MSR	41	9.0%
Steel Challenge with a MSR	23	5.0%
Tactical with a MSR	66	14.4%
Teaching/Informative with a MSR	50	10.9%
Three (3) position with a MSR	29	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	87	19.0%
Plinking or informal target shooting with a semi-automatic Handgun	34	7.4%
3 Gun with a semi-automatic Handgun	2	0.4%
Bowling pin with a semi-automatic Handgun	25	5.5%
Bullseye with a semi-automatic Handgun	28	6.1%
Cowboy action with a semi-automatic Handgun	7	1.5%
IDPA with a semi-automatic Handgun	13	2.8%
IPSC with a semi-automatic Handgun	16	3.5%
Load Testing/Development with a semi-automatic Handgun	27	5.9%
Sighting-in with a semi-automatic Handgun	38	8.3%
Silhouette with a semi-automatic Handgun	42	9.2%
Steel Challenge with a semi-automatic Handgun	23	5.0%
Teaching/Informative with a semi-automatic Handgun	22	4.8%
Testing (Ammo & firearm) with a semi-automatic Handgun	53	11.6%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	77	16.8%
Plinking or informal target shooting with a Revolver	89	19.4%
3 Gun with a Revolver	43	9.4%
Bowling pin with a Revolver	21	4.6%
Bullseye with a Revolver	36	7.9%
Cowboy action with a Revolver	8	1.7%
IDPA with a Revolver	7	1.5%
IPSC with a Revolver	7	1.5%
Load Testing/Development with a Revolver	29	6.3%
Sighting-in with a Revolver	48	10.5%
Silhouette with a Revolver	42	9.2%
Steel Challenge with a Revolver	13	2.8%
Teaching/Informative with a Revolver	34	7.4%
Testing (Ammo & firearm) with a Revolver	62	13.5%
Training (Military / Defense / Law Enforcement) with a Revolver	50	10.9%
Dog training with a shotgun	34	7.4%
Target shooting with a traditional or compound bow	145	31.7%
Target shooting with a crossbow	38	8.3%
Target shooting with a muzzleloader	88	19.2%
Plinking or informal target shooting with a traditional rimfire rifle	91	19.9%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	34	7.4%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	34	7.4%
Long range with a traditional rimfire rifle	45	9.8%
NRA high power with a traditional rimfire rifle	4	0.9%
Schuetzen with a traditional rimfire rifle	3	0.7%
Sighting-in rifle with a traditional rimfire rifle	71	15.5%
Target shooting with an air rifle at a range	133	29.0%
Silhouette with a traditional rimfire rifle	49	10.7%
Pattern shotgun	64	14.0%
Steel Challenge with a traditional rimfire rifle	13	2.8%
Tactical with a traditional rimfire rifle	18	3.9%
Teaching/Informative with a traditional rimfire rifle	45	9.8%
Three (3) position with a traditional rimfire rifle	38	8.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	41	9.0%
Total	458	100.0%

Current Hunting Activities

Table C2.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	314	90.2%
Shotgun	303	87.1%
Traditional bow/compound bow	167	48.0%
MSR	154	44.3%
Muzzleloader	137	39.4%
Handgun	129	37.1%
Crossbow	61	17.5%
Other	8	2.3%
Total	348	100.0%

Table C2.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	52	16.1%
Deer	274	85.1%
Elk	56	17.4%
Other big game	34	10.6%
Others	18	5.6%
Predators	140	43.5%
Small game	185	57.5%
Turkey	192	59.6%
Upland game birds	182	56.5%
Waterfowl	115	35.7%
Wild pig / feral hog	68	21.1%
Total	322	100.0%

Traditional Centerfire Rifle Activity Interest

Table C2.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	97	42.7%
These activities are not offered at ranges in my area	77	33.9%
I don't know how to get started	77	33.9%
I don't have anybody to go with	50	22.0%
Too expensive	39	17.2%
Medical reason / disability	7	3.1%
Other Please describe	6	2.6%
I do not own / have access to this firearm	3	1.3%
Total	227	100.0%

Table C2.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	36.2%
Not enough time	15	31.9%
Too expensive	12	25.5%
I don't have anybody to go with	8	17.0%
These activities are not offered at ranges in my area	6	12.8%
I don't know how to get started	6	12.8%
Medical reason / disability	1	2.1%
Other Please describe	1	2.1%
Total	47	100.0%

Influential Media and Individuals

Table C2.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	235	44.8%
Father	186	35.4%
Self / nobody else	108	20.6%
Grandparent	60	11.4%
Another relative	60	11.4%
Co-worker	54	10.3%
Aunt / Uncle	53	10.1%
Sibling	41	7.8%
Military	32	6.1%
Neighbor	25	4.8%
Other, please specify	15	2.9%
Mother	11	2.1%
Spouse	10	1.9%
Children / grandchildren	7	1.3%
Guide / outfitter	6	1.1%
Total	525	100.0%

Table C2.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	236	45.1%
Online videos	172	32.9%
Magazines and Books	168	32.1%
Local clubs or social organizations	140	26.8%
National sportsmen’s conservation organizations	113	21.6%
Hunter education programs	84	16.1%
Retailers	82	15.7%
State wildlife management agencies	65	12.4%
Seminars	25	4.8%
Other, please specify	22	4.2%
Total	523	100.0%

Table C2.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	116	68.2%
How-to videos	114	67.1%
Product reviews	111	65.3%
Competitions	109	64.1%
Non-professionals (home videos) hunting/fishing/shooting	98	57.6%
TV programs (complete or partial episodes)	83	48.8%
Informational/political/talk show style	32	18.8%
Fish and Wildlife agency produced videos	29	17.1%
Comedy/blooper videos	12	7.1%
Other	5	2.9%
Total	170	100.0%

Table C2.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	22	9.4%
Animal Planet	12	5.1%
Comcast SportsNet	3	1.3%
Discovery Channel	46	19.6%
ESPN/ESPN 2	19	8.1%
History Channel	73	31.1%
Military Channel	68	28.9%
National Geographic	26	11.1%
NBC Sports	12	5.1%
Outdoor Channel	196	83.4%
Pursuit Channel	73	31.1%
Sportsman Channel	161	68.5%
Sunshine Network / SUN Sports	1	0.4%
WildTV	9	3.8%
World Fishing Network	8	3.4%
Other national network	7	3.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	58	24.7%
I watched hunting/fishing TV, but don't remember the channel	40	17.0%
Total	235	100.0%

Table C2.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	311	52.7%
Programming offered by outdoor retailers	224	38.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	208	35.3%
An invitation from a friend / family member	199	33.7%
YouTube videos	196	33.2%
Books / magazines	177	30.0%
Membership in a non-profit organization	155	26.3%
Online forums / blogs	106	18.0%
Other Please describe	38	6.4%
None of the above	16	2.7%
Total	590	100.0%

Table C2.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	83	37.4%	68	33.2%	56	37.1%	80	41.2%
Google+	42	18.9%	39	19.0%	32	21.2%	44	22.7%
Twitter	11	5.0%	8	3.9%	9	6.0%	12	6.2%
Pinterest	16	7.2%	15	7.3%	16	10.6%	20	10.3%
Magazines	153	68.9%	142	69.3%	110	72.8%	121	62.4%
Instagram	25	11.3%	22	10.7%	20	13.2%	26	13.4%
YouTube	144	64.9%	120	58.5%	81	53.6%	169	87.1%
Television programs	104	46.8%	90	43.9%	66	43.7%	89	45.9%
Online Forums	93	41.9%	81	39.5%	54	35.8%	92	47.4%
Newsletter from hunting / wildlife groups or organizations	64	28.8%	65	31.7%	55	36.4%	46	23.7%
Fish / Wildlife Agency for My State of Residence	57	25.7%	72	35.1%	60	39.7%	37	19.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	35	15.8%	48	23.4%	45	29.8%	30	15.5%
Other	8	3.6%	6	2.9%	4	2.6%	8	4.1%
None of The Above	10	4.5%	10	4.9%	10	6.6%	3	1.5%
Total	222	100.0%	205	100.0%	151	100.0%	194	100.0%

Table C2.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	109	35.9%	70	40.0%	42	39.6%	69	35.0%
	Google+	62	20.4%	40	22.9%	22	20.8%	40	20.3%
	Twitter	20	6.6%	14	8.0%	10	9.4%	14	7.1%
	Pinterest	25	8.2%	17	9.7%	11	10.4%	8	4.1%
	Magazines	200	65.8%	139	79.4%	71	67.0%	125	63.5%
	Instagram	33	10.9%	29	16.6%	17	16.0%	22	11.2%
	YouTube	183	60.2%	116	66.3%	83	78.3%	101	51.3%
	Television programs	138	45.4%	95	54.3%	57	53.8%	80	40.6%
	Online Forums	123	40.5%	78	44.6%	74	69.8%	55	27.9%
	Newsletter from hunting / wildlife groups or organizations	93	30.6%	58	33.1%	34	32.1%	46	23.4%
	Fish / Wildlife Agency for My State of Residence	79	26.0%	45	25.7%	21	19.8%	47	23.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	49	16.1%	29	16.6%	15	14.2%	24	12.2%
	Other	8	2.6%	3	1.7%	3	2.8%	4	2.0%
	None of The Above	13	4.3%	4	2.3%	2	1.9%	13	6.6%
Total		304	100.0%	175	100.0%	106	100.0%	197	100.0%

Benchrest with a Traditional Centerfire Rifle

This section includes those who are interested in shooting benchrest with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C3.1) **What is your current age?**

	Count	Column Percent
18 to 24	17	2.6%
25 to 34	52	7.9%
35 to 44	90	13.6%
45 to 54	152	23.0%
55 to 64	178	27.0%
65 and older	171	25.9%
Total	660	100.0%

Table C3.2) **What is your gender?**

	Count	Column Percent
Male	647	98.0%
Female	13	2.0%
Total	660	100.0%

Table C3.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	37	5.7%
\$20,000 to \$29,999	30	4.6%
\$30,000 to \$39,999	39	6.0%
\$40,000 to \$49,999	66	10.1%
\$50,000 to \$74,999	121	18.5%
\$75,000 to \$99,999	124	19.0%
\$100,000 to \$149,999	135	20.7%
\$150,000 to \$200,000	50	7.7%
More than \$200,000	51	7.8%
Total	653	100.0%

Table C3.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	3	0.5%
High school graduation	131	19.9%
Trade school, associates degree or similar	240	36.4%
Bachelors degree	195	29.6%
Masters degree	65	9.9%
Ph D and higher	25	3.8%
Total	659	100.0%

Table C3.5) In which region do you live?

	Count	Column Percent
Northeast	96	14.6%
Midwest	181	27.5%
South	258	39.2%
West	116	17.6%
Canada	7	1.1%
Total	658	100.0%

Introduction to Shooting

Table C3.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	431	62.9%
11 to 17 years old	180	26.3%
18 to 24 years old	40	5.8%
25 to 34 years old	10	1.5%
35 to 44 years old	9	1.3%
45 to 54 years old	3	0.4%
55 to 64 years old	7	1.0%
65 years and older	5	0.7%
Total	685	100.0%

Table C3.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	158	23.1%
Blackpowder or muzzleloader	3	0.4%
Compound bow	1	0.1%
Crossbow	0	0.0%
MSR	6	0.9%
Revolver	34	5.0%
Shotgun	127	18.5%
semi-automatic handgun	52	7.6%
Traditional bow	10	1.5%
Traditional rifle (Centerfire)	37	5.4%
Traditional rifle (Rimfire)	257	37.5%
Other	0	0.0%
Total	685	100.0%

Table C3.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.1%
Benchrest	5	0.7%
Long range	7	1.0%
Pattern shotgun	4	0.6%
Plinking or informal target shooting	560	81.9%
Silhouette	9	1.3%
Skeet	12	1.8%
Sporting clays	11	1.6%
Steel Challenge	1	0.1%
Tactical	2	0.3%
Test reload	1	0.1%
Training (Military, Defense, Law Enforcement)	7	1.0%
Trap	9	1.3%
Target archery	8	1.2%
Field archery	2	0.3%
3D archery	1	0.1%
Other Please describe:	44	6.4%
Total	684	100.0%

Table C3.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	411	61.5%
Friend	91	13.6%
Grandparent	77	11.5%
Aunt / Uncle	66	9.9%
Sibling	34	5.1%
Nobody / I shot alone when I first went shooting	31	4.6%
Camp / Summer camp	28	4.2%
Neighbor	20	3.0%
Mother	18	2.7%
Another relative	17	2.5%
Military	8	1.2%
Co-worker	6	0.9%
Spouse	5	0.7%
Other	4	0.6%
Guide / outfitter	1	0.1%
Total	668	100.0%

Table C3.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	459	70.9%
Tradition / way of life	319	49.3%
Spend time with family or friends who already shot	315	48.7%
It's relaxing / an escape	310	47.9%
Wanted to spend more time outdoors	276	42.7%
I wanted a challenge / adventure	242	37.4%
Training for hunting	174	26.9%
Wanted to try a new sport	141	21.8%
Protection / self defense	123	19.0%
To teach someone else / introduce my children or others to shooting	106	16.4%
Training (military, police, etc.)	87	13.4%
Media (television, magazines, movies)	23	3.6%
Other Please write in	7	1.1%
Total	647	100.0%

Table C3.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	164	23.9%
1 year	74	10.8%
2 - 5 years	215	31.4%
6 - 10 years	41	6.0%
More than 10 years	85	12.4%
I have only ever participated in [the shooting activity that I first participated in]	106	15.5%
Total	685	100.0%

Table C3.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	464	81.5%
3 Gun with a semi-automatic handgun	18	3.2%
Bowling pin with a semi-automatic handgun	47	8.3%
Bullseye with a semi-automatic handgun	96	16.9%
Cowboy action with a semi-automatic handgun	9	1.6%
IDPA with a semi-automatic handgun	30	5.3%
IPSC with a semi-automatic handgun	21	3.7%
Load Testing/Development with a semi-automatic handgun	89	15.6%
Sighting-in with a semi-automatic handgun	279	49.0%
Silhouette with a semi-automatic handgun	135	23.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	45	7.9%
Teaching/Informative with a semi-automatic handgun	145	25.5%
Testing (Ammo & firearm) with a semi-automatic handgun	184	32.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	163	28.6%
Other Please describe with a semi-automatic handgun	16	2.8%
Plinking or informal target shooting with a revolver	434	76.3%
3 Gun with a revolver	1	0.2%
Bowling pin with a revolver	25	4.4%
Bullseye with a revolver	67	11.8%
Cowboy action with a revolver	24	4.2%
IDPA with a revolver	6	1.1%
IPSC with a revolver	4	0.7%
Load Testing/Development with a revolver	95	16.7%
Sighting-in with a revolver	208	36.6%
Silhouette with a revolver	82	14.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	15	2.6%
Teaching/Informative with a revolver	103	18.1%
Testing (Ammo & firearm) with a revolver	151	26.5%
Training (Military, Defense, Law Enforcement) with a revolver	72	12.7%

Other Please describe with a revolver	16	2.8%
Plinking or informal target shooting with a traditional rimfire rifle	499	87.7%
3 Gun with a traditional rimfire rifle	3	0.5%
Benchrest with a traditional rimfire rifle	49	8.6%
Cowboy action with a traditional rimfire rifle	5	0.9%
Load Testing/Development with a traditional rimfire rifle	54	9.5%
Long range with a traditional rimfire rifle	80	14.1%
NRA high power with a traditional rimfire rifle	5	0.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	320	56.2%
Silhouette with a traditional rimfire rifle	68	12.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	16	2.8%
Tactical with a traditional rimfire rifle	13	2.3%
Teaching/Informative with a traditional rimfire rifle	138	24.3%
Three (3) position with a traditional rimfire rifle	23	4.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	42	7.4%
Other Please describe with a traditional rimfire rifle	33	5.8%
Plinking or informal target shooting with a traditional centerfire rifle	448	78.7%
3 Gun with a traditional centerfire rifle	8	1.4%
Benchrest with a traditional centerfire rifle	0	0.0%
Cowboy action with a traditional centerfire rifle	11	1.9%
Load Testing/Development with a traditional centerfire rifle	156	27.4%
Long range with a traditional centerfire rifle	191	33.6%
NRA high power with a traditional centerfire rifle	17	3.0%
Schuetzen with a traditional centerfire rifle	2	0.4%
Sighting-in rifle with a traditional centerfire rifle	358	62.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	78	13.7%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	22	3.9%
Tactical with a traditional centerfire rifle	50	8.8%
Teaching/Informative with a traditional centerfire rifle	133	23.4%
Three (3) position with a traditional centerfire rifle	23	4.0%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	109	19.2%
Other Please describe with a traditional centerfire rifle	34	6.0%
Plinking or informal target shooting with an MSR	347	61.0%
3 Gun with an MSR	14	2.5%
Benchrest with an MSR	36	6.3%
Cowboy action with an MSR	1	0.2%
Load Testing/Development with an MSR	86	15.1%
Long range with an MSR	105	18.5%
NRA high power with an MSR	3	0.5%

Schuetzen with an MSR	1	0.2%
Sighting-in rifle with an MSR	242	42.5%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	39	6.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	22	3.9%
Tactical with an MSR	89	15.6%
Teaching/Informative with an MSR	97	17.0%
Three (3) position with an MSR	12	2.1%
Training (Military, Defense, Law Enforcement) with an MSR	123	21.6%
Other Please describe with an MSR	6	1.1%
Informal (backyard, testing) with a shotgun	402	70.7%
3 Gun with a shotgun	18	3.2%
5 Stand with a shotgun	92	16.2%
Cowboy Action with a shotgun	11	1.9%
Dog training with a shotgun	75	13.2%
Other with a shotgun	6	1.1%
Pattern shotgun with a shotgun	254	44.6%
Sighting-In with a shotgun	210	36.9%
Skeet with a shotgun	308	54.1%
Sporting clays with a shotgun	311	54.7%
Teaching/Informative with a shotgun	111	19.5%
Test reload with a shotgun	88	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	77	13.5%
Trap with a shotgun	274	48.2%
Wobble Trap with a shotgun	82	14.4%
Other Please describe with a shotgun	32	5.6%
Total	569	100.0%

Current Recreational Shooting Activities

Table C3.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	462	80.8%
Shotgun	428	74.8%
Traditional Rimfire Rifle	415	72.6%
Traditional Centerfire Rifle	410	71.7%
Revolver	369	64.5%
MSR	267	46.7%
Traditional or Compound Bow	169	29.5%
Muzzleloader	124	21.7%
Crossbow	82	14.3%
None of the Above	15	2.6%
Total	572	100.0%

Table C3.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	427	74.4%
Plinking or informal target shooting with a traditional rimfire rifle	387	67.4%
Plinking or informal target shooting with a traditional centerfire rifle	357	62.2%
Plinking or informal target shooting with a Revolver	337	58.7%
Informal (backyard or testing) with a Shotgun	309	53.8%
Sighting-in rifle with a traditional centerfire rifle	289	50.3%
Plinking or informal target shooting with a MSR	242	42.2%
Sighting-in rifle with a traditional rimfire rifle	237	41.3%
Sighting-in with a semi-automatic Handgun	234	40.8%
Sporting clays with a Shotgun	209	36.4%
Pattern shotgun	187	32.6%
Skeet with a Shotgun	175	30.5%
Trap with a Shotgun	175	30.5%
Target shooting with a traditional or compound bow	169	29.4%
Sighting-in rifle with a MSR	160	27.9%
Sighting-in with a Revolver	160	27.9%
Sighting-In with a Shotgun	156	27.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	142	24.7%
Long range with a traditional centerfire rifle	137	23.9%
Target shooting with a muzzleloader	124	21.6%
Load Testing/Development with a traditional centerfire rifle	118	20.6%
Teaching/Informative with a semi-automatic Handgun	114	19.9%
Testing (Ammo & firearm) with a Revolver	106	18.5%

Silhouette with a semi-automatic Handgun	100	17.4%
Teaching/Informative with a traditional rimfire rifle	94	16.4%
Teaching/Informative with a traditional centerfire rifle	86	15.0%
Target shooting with an air rifle at a range	86	15.0%
Target shooting with a crossbow	82	14.3%
Teaching/Informative with a Shotgun	79	13.8%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	74	12.9%
Bullseye with a semi-automatic Handgun	73	12.7%
Teaching/Informative with a Revolver	70	12.2%
Load Testing/Development with a semi-automatic Handgun	68	11.8%
Load Testing/Development with a Revolver	67	11.7%
Teaching/Informative with a MSR	65	11.3%
5 Stand with a Shotgun	57	9.9%
Load Testing/Development with a MSR	57	9.9%
Long range with a MSR	53	9.2%
Silhouette with a traditional centerfire rifle	51	8.9%
Test reload with a Shotgun	49	8.5%
Bullseye with a Revolver	48	8.4%
Wobble Trap with a Shotgun	47	8.2%
Training (Military / Defense / Law Enforcement) with a MSR	46	8.0%
Silhouette with a Revolver	46	8.0%
Long range with a traditional rimfire rifle	43	7.5%
Tactical with a MSR	42	7.3%
Dog training with a shotgun	39	6.8%
Benchrest with a traditional rimfire rifle	37	6.4%
Silhouette with a traditional rimfire rifle	37	6.4%
Load Testing/Development with a traditional rimfire rifle	30	5.2%
Steel Challenge with a semi-automatic Handgun	28	4.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	27	4.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	22	3.8%
Silhouette with a MSR	22	3.8%
Bowling pin with a semi-automatic Handgun	22	3.8%
Benchrest with a MSR	20	3.5%
Tactical with a traditional centerfire rifle	19	3.3%
IDPA with a semi-automatic Handgun	18	3.1%
Training (Military / Defense / Law Enforcement) with a Revolver	17	3.0%
None of the above	15	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	2.3%
3 Gun with a Shotgun	11	1.9%
Steel Challenge with a MSR	11	1.9%

Steel Challenge with a traditional centerfire rifle	10	1.7%
3 Gun with a semi-automatic Handgun	10	1.7%
Bowling pin with a Revolver	9	1.6%
Cowboy action with a Revolver	9	1.6%
Steel Challenge with a traditional rimfire rifle	8	1.4%
Cowboy Action with a Shotgun	7	1.2%
Cowboy action with a traditional centerfire rifle	7	1.2%
Steel Challenge with a Revolver	7	1.2%
Three (3) position with a traditional rimfire rifle	7	1.2%
3 Gun with a MSR	6	1.0%
Tactical with a traditional rimfire rifle	5	0.9%
Three (3) position with a MSR	4	0.7%
Cowboy action with a traditional rimfire rifle	4	0.7%
Three (3) position with a traditional centerfire rifle	3	0.5%
Cowboy action with a semi-automatic Handgun	3	0.5%
IPSC with a semi-automatic Handgun	3	0.5%
NRA high power with a traditional rimfire rifle	2	0.3%
3 Gun with a traditional centerfire rifle	1	0.2%
NRA high power with a traditional centerfire rifle	1	0.2%
Schuetzen with a traditional centerfire rifle	1	0.2%
NRA high power with a MSR	1	0.2%
IDPA with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
Benchrest with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	574	100.0%

Table C3.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	36	8.6%
Revolver	91	21.6%
Traditional Rimfire Rifle	109	25.9%
Traditional Centerfire Rifle	81	19.2%
MSR	119	28.3%
Shotgun	78	18.5%
Air Rifle	155	36.8%
Traditional or Compound Bow	165	39.2%
Crossbow	31	7.4%
Muzzleloader	98	23.3%
Total	421	100.0%

Table C3.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	93	18.5%
3 Gun with a Shotgun	7	1.4%
5 Stand with a Shotgun	35	6.9%
Cowboy Action with a Shotgun	4	0.8%
Sighting-In with a Shotgun	54	10.7%
Skeet with a Shotgun	133	26.4%
Sporting clays with a Shotgun	102	20.2%
Teaching/Informative with a Shotgun	32	6.3%
Test reload with a Shotgun	39	7.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	49	9.7%
Trap with a Shotgun	99	19.6%
Wobble Trap with a Shotgun	35	6.9%
Plinking or informal target shooting with a traditional centerfire rifle	91	18.1%
3 Gun with a traditional centerfire rifle	7	1.4%
Benchrest with a traditional centerfire rifle	0	0.0%
Cowboy action with a traditional centerfire rifle	4	0.8%
Load Testing/Development with a traditional centerfire rifle	38	7.5%
Long range with a traditional centerfire rifle	54	10.7%
NRA high power with a traditional centerfire rifle	16	3.2%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	69	13.7%
Silhouette with a traditional centerfire rifle	27	5.4%
Steel Challenge with a traditional centerfire rifle	12	2.4%
Tactical with a traditional centerfire rifle	31	6.2%
Teaching/Informative with a traditional centerfire rifle	47	9.3%
Three (3) position with a traditional centerfire rifle	20	4.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	86	17.1%
Plinking or informal target shooting with a MSR	105	20.8%

3 Gun with a MSR	8	1.6%
Benchrest with a MSR	16	3.2%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	29	5.8%
Long range with a MSR	52	10.3%
NRA high power with a MSR	2	0.4%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	82	16.3%
Silhouette with a MSR	17	3.4%
Steel Challenge with a MSR	11	2.2%
Tactical with a MSR	47	9.3%
Teaching/Informative with a MSR	32	6.3%
Three (3) position with a MSR	8	1.6%
Training (Military / Defense / Law Enforcement) with a MSR	76	15.1%
Plinking or informal target shooting with a semi-automatic Handgun	37	7.3%
3 Gun with a semi-automatic Handgun	8	1.6%
Bowling pin with a semi-automatic Handgun	25	5.0%
Bullseye with a semi-automatic Handgun	23	4.6%
Cowboy action with a semi-automatic Handgun	6	1.2%
IDPA with a semi-automatic Handgun	12	2.4%
IPSC with a semi-automatic Handgun	18	3.6%
Load Testing/Development with a semi-automatic Handgun	21	4.2%
Sighting-in with a semi-automatic Handgun	45	8.9%
Silhouette with a semi-automatic Handgun	35	6.9%
Steel Challenge with a semi-automatic Handgun	17	3.4%
Teaching/Informative with a semi-automatic Handgun	31	6.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	42	8.3%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	86	17.1%
Plinking or informal target shooting with a Revolver	97	19.2%
3 Gun with a Revolver	25	5.0%
Bowling pin with a Revolver	16	3.2%
Bullseye with a Revolver	19	3.8%
Cowboy action with a Revolver	15	3.0%
IDPA with a Revolver	5	1.0%
IPSC with a Revolver	3	0.6%
Load Testing/Development with a Revolver	28	5.6%
Sighting-in with a Revolver	48	9.5%
Silhouette with a Revolver	36	7.1%
Steel Challenge with a Revolver	8	1.6%
Teaching/Informative with a Revolver	33	6.5%
Testing (Ammo & firearm) with a Revolver	45	8.9%
Training (Military / Defense / Law Enforcement) with a Revolver	53	10.5%
Dog training with a shotgun	36	7.1%
Target shooting with a traditional or compound bow	165	32.7%
Target shooting with a crossbow	31	6.2%
Target shooting with a muzzleloader	98	19.4%
Plinking or informal target shooting with a traditional rimfire rifle	112	22.2%

3 Gun with a traditional rimfire rifle	3	0.6%
Benchrest with a traditional rimfire rifle	12	2.4%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	24	4.8%
Long range with a traditional rimfire rifle	37	7.3%
NRA high power with a traditional rimfire rifle	3	0.6%
Schuetzen with a traditional rimfire rifle	2	0.4%
Sighting-in rifle with a traditional rimfire rifle	83	16.5%
Target shooting with an air rifle at a range	155	30.8%
Silhouette with a traditional rimfire rifle	31	6.2%
Pattern shotgun	67	13.3%
Steel Challenge with a traditional rimfire rifle	8	1.6%
Tactical with a traditional rimfire rifle	8	1.6%
Teaching/Informative with a traditional rimfire rifle	44	8.7%
Three (3) position with a traditional rimfire rifle	16	3.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	29	5.8%
Total	504	100.0%

Current Hunting Activities

Table C3.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	350	87.5%
Shotgun	348	87.0%
Traditional bow/compound bow	181	45.3%
Muzzleloader	171	42.8%
MSR	141	35.3%
Handgun	135	33.8%
Crossbow	86	21.5%
Other	8	2.0%
Total	400	100.0%

Table C3.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	63	16.8%
Deer	323	86.4%
Elk	67	17.9%
Other big game	40	10.7%
Others	18	4.8%
Predators	170	45.5%
Small game	206	55.1%
Turkey	215	57.5%
Upland game birds	209	55.9%
Waterfowl	127	34.0%
Wild pig / feral hog	81	21.7%
Total	374	100.0%

Traditional Centerfire Rifle Activity Interest

Table C3.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	128	48.5%
These activities are not offered at ranges in my area	70	26.5%
I don't have anybody to go with	63	23.9%
I don't know how to get started	53	20.1%
Too expensive	45	17.0%
Other Please describe	12	4.5%
I do not own / have access to this firearm	12	4.5%
Medical reason / disability	11	4.2%
Total	264	100.0%

Table C3.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	29	39.7%
Not enough time	22	30.1%
I don't have anybody to go with	15	20.5%
These activities are not offered at ranges in my area	12	16.4%
Too expensive	11	15.1%
I don't know how to get started	10	13.7%
Medical reason / disability	2	2.7%
Other Please describe	1	1.4%
Total	73	100.0%

Influential Media and Individuals

Table C3.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	264	46.6%
Father	183	32.3%
Self / nobody else	95	16.8%
Grandparent	61	10.8%
Aunt / Uncle	60	10.6%
Another relative	52	9.2%
Military	44	7.8%
Sibling	43	7.6%
Co-worker	41	7.2%
Neighbor	24	4.2%
Other, please specify	21	3.7%
Spouse	18	3.2%
Children / grandchildren	10	1.8%
Mother	7	1.2%
Guide / outfitter	5	0.9%
Total	567	100.0%

Table C3.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	245	43.1%
Magazines and Books	186	32.7%
Online videos	159	28.0%
Local clubs or social organizations	138	24.3%
National sportsmen’s conservation organizations	130	22.9%
Hunter education programs	78	13.7%
State wildlife management agencies	68	12.0%
Retailers	65	11.4%
Seminars	21	3.7%
Other, please specify	15	2.6%
Total	568	100.0%

Table C3.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	97	61.4%
Professionals hunting/fishing/shooting	97	61.4%
Product reviews	92	58.2%
Non-professionals (home videos) hunting/fishing/shooting	83	52.5%
Competitions	79	50.0%
TV programs (complete or partial episodes)	69	43.7%
Informational/political/talk show style	24	15.2%
Fish and Wildlife agency produced videos	21	13.3%
Other	9	5.7%
Comedy/blooper videos	5	3.2%
Total	158	100.0%

Table C3.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	20	8.2%
Animal Planet	11	4.5%
Comcast SportsNet	1	0.4%
Discovery Channel	46	18.8%
ESPN/ESPN 2	17	6.9%
History Channel	55	22.4%
Military Channel	61	24.9%
National Geographic	24	9.8%
NBC Sports	4	1.6%
Outdoor Channel	201	82.0%
Pursuit Channel	71	29.0%
Sportsman Channel	164	66.9%
Sunshine Network / SUN Sports	3	1.2%
WildTV	6	2.4%
World Fishing Network	9	3.7%
Other national network	9	3.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	63	25.7%
I watched hunting/fishing TV, but don't remember the channel	44	18.0%
Total	245	100.0%

Table C3.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	325	49.1%
Programming offered by outdoor retailers	207	31.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	205	31.0%
An invitation from a friend / family member	196	29.6%
YouTube videos	189	28.5%
Books / magazines	188	28.4%
Membership in a non-profit organization	139	21.0%
Online forums / blogs	108	16.3%
Other Please describe	50	7.6%
None of the above	33	5.0%
Total	662	100.0%

Table C3.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	51	25.4%	45	22.7%	39	29.1%	61	32.8%
Google+	39	19.4%	41	20.7%	29	21.6%	37	19.9%
Twitter	4	2.0%	5	2.5%	8	6.0%	13	7.0%
Pinterest	12	6.0%	12	6.1%	16	11.9%	15	8.1%
Magazines	137	68.2%	134	67.7%	94	70.1%	113	60.8%
Instagram	13	6.5%	15	7.6%	13	9.7%	22	11.8%
YouTube	102	50.7%	92	46.5%	68	50.7%	155	83.3%
Television programs	100	49.8%	84	42.4%	67	50.0%	85	45.7%
Online Forums	63	31.3%	56	28.3%	39	29.1%	69	37.1%
Newsletter from hunting / wildlife groups or organizations	60	29.9%	67	33.8%	57	42.5%	35	18.8%
Fish / Wildlife Agency for My State of Residence	62	30.8%	81	40.9%	55	41.0%	41	22.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	35	17.4%	43	21.7%	32	23.9%	24	12.9%
Other	5	2.5%	6	3.0%	5	3.7%	5	2.7%
None of The Above	10	5.0%	15	7.6%	7	5.2%	8	4.3%
Total	201	100.0%	198	100.0%	134	100.0%	186	100.0%

Table C3.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	83	26.3%	41	22.3%	32	30.2%	46	23.7%
	Google+	56	17.7%	37	20.1%	19	17.9%	34	17.5%
	Twitter	14	4.4%	9	4.9%	7	6.6%	7	3.6%
	Pinterest	22	7.0%	15	8.2%	8	7.5%	9	4.6%
	Magazines	205	64.9%	141	76.6%	68	64.2%	126	64.9%
	Instagram	24	7.6%	16	8.7%	16	15.1%	10	5.2%
	YouTube	171	54.1%	100	54.3%	73	68.9%	94	48.5%
	Television programs	137	43.4%	107	58.2%	49	46.2%	82	42.3%
	Online Forums	103	32.6%	51	27.7%	62	58.5%	39	20.1%
	Newsletter from hunting / wildlife groups or organizations	85	26.9%	60	32.6%	31	29.2%	52	26.8%
	Fish / Wildlife Agency for My State of Residence	77	24.4%	55	29.9%	26	24.5%	51	26.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	38	12.0%	27	14.7%	10	9.4%	23	11.9%
	Other	9	2.8%	5	2.7%	5	4.7%	5	2.6%
	None of The Above	24	7.6%	5	2.7%	3	2.8%	14	7.2%
Total		316	100.0%	184	100.0%	106	100.0%	194	100.0%

Cowboy Action with a Traditional Centerfire Rifle

This section includes those who are interested in shooting Cowboy Action with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C4.1) **What is your current age?**

	Count	Column Percent
18 to 24	8	2.5%
25 to 34	29	9.1%
35 to 44	51	16.0%
45 to 54	84	26.3%
55 to 64	83	26.0%
65 and older	64	20.1%
Total	319	100.0%

Table C4.2) **What is your gender?**

	Count	Column Percent
Male	314	98.4%
Female	5	1.6%
Total	319	100.0%

Table C4.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	20	6.3%
\$20,000 to \$29,999	17	5.4%
\$30,000 to \$39,999	18	5.7%
\$40,000 to \$49,999	22	7.0%
\$50,000 to \$74,999	80	25.3%
\$75,000 to \$99,999	48	15.2%
\$100,000 to \$149,999	68	21.5%
\$150,000 to \$200,000	26	8.2%
More than \$200,000	17	5.4%
Total	316	100.0%

Table C4.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.6%
High school graduation	74	23.2%
Trade school, associates degree or similar	115	36.1%
Bachelors degree	88	27.6%
Masters degree	33	10.3%
Ph D and higher	7	2.2%
Total	319	100.0%

Table C4.5) In which region do you live?

	Count	Column Percent
Northeast	54	17.0%
Midwest	84	26.4%
South	98	30.8%
West	79	24.8%
Canada	3	0.9%
Total	318	100.0%

Introduction to Shooting

Table C4.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	215	64.6%
11 to 17 years old	81	24.3%
18 to 24 years old	21	6.3%
25 to 34 years old	7	2.1%
35 to 44 years old	4	1.2%
45 to 54 years old	3	0.9%
55 to 64 years old	2	0.6%
65 years and older	0	0.0%
Total	333	100.0%

Table C4.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	77	23.1%
Blackpowder or muzzleloader	3	0.9%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	3	0.9%
Revolver	22	6.6%
Shotgun	55	16.5%
semi-automatic handgun	21	6.3%
Traditional bow	7	2.1%
Traditional rifle (Centerfire)	20	6.0%
Traditional rifle (Rimfire)	125	37.5%
Other	0	0.0%
Total	333	100.0%

Table C4.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	6	1.8%
Cowboy action	1	0.3%
IPSC	1	0.3%
Long range	2	0.6%
Pattern shotgun	2	0.6%
Plinking or informal target shooting	267	80.4%
Silhouette	5	1.5%
Skeet	4	1.2%
Sporting clays	6	1.8%
Steel Challenge	1	0.3%
Test reload	1	0.3%
Training (Military, Defense, Law Enforcement)	5	1.5%
Trap	5	1.5%
Target archery	6	1.8%
3D archery	1	0.3%
Other Please describe:	19	5.7%
Total	332	100.0%

Table C4.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	213	64.7%
Friend	41	12.5%
Grandparent	38	11.6%
Aunt / Uncle	34	10.3%
Sibling	19	5.8%
Camp / Summer camp	15	4.6%
Mother	14	4.3%
Nobody / I shot alone when I first went shooting	14	4.3%
Neighbor	10	3.0%
Another relative	9	2.7%
Military	7	2.1%
Co-worker	4	1.2%
Spouse	1	0.3%
Guide / outfitter	1	0.3%
Other	1	0.3%
Total	329	100.0%

Table C4.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	246	75.2%
Tradition / way of life	186	56.9%
It's relaxing / an escape	175	53.5%
Spend time with family or friends who already shot	172	52.6%
Wanted to spend more time outdoors	162	49.5%
I wanted a challenge / adventure	121	37.0%
Protection / self defense	90	27.5%
Training for hunting	88	26.9%
To teach someone else / introduce my children or others to shooting	73	22.3%
Wanted to try a new sport	73	22.3%
Training (military, police, etc.)	57	17.4%
Media (television, magazines, movies)	18	5.5%
Other Please write in	5	1.5%
Total	327	100.0%

Table C4.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	86	25.8%
1 year	38	11.4%
2 - 5 years	108	32.4%
6 - 10 years	20	6.0%
More than 10 years	46	13.8%
I have only ever participated in [the shooting activity that I first participated in]	35	10.5%
Total	333	100.0%

Table C4.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	252	85.4%
3 Gun with a semi-automatic handgun	8	2.7%
Bowling pin with a semi-automatic handgun	38	12.9%
Bullseye with a semi-automatic handgun	75	25.4%
Cowboy action with a semi-automatic handgun	5	1.7%
IDPA with a semi-automatic handgun	23	7.8%
IPSC with a semi-automatic handgun	20	6.8%
Load Testing/Development with a semi-automatic handgun	58	19.7%
Sighting-in with a semi-automatic handgun	164	55.6%
Silhouette with a semi-automatic handgun	70	23.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	35	11.9%
Teaching/Informative with a semi-automatic handgun	95	32.2%
Testing (Ammo & firearm) with a semi-automatic handgun	117	39.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	97	32.9%
Other Please describe with a semi-automatic handgun	8	2.7%
Plinking or informal target shooting with a revolver	251	85.1%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	26	8.8%
Bullseye with a revolver	65	22.0%
Cowboy action with a revolver	8	2.7%
IDPA with a revolver	9	3.1%
IPSC with a revolver	7	2.4%
Load Testing/Development with a revolver	59	20.0%
Sighting-in with a revolver	134	45.4%
Silhouette with a revolver	61	20.7%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	16	5.4%
Teaching/Informative with a revolver	80	27.1%
Testing (Ammo & firearm) with a revolver	103	34.9%
Training (Military, Defense, Law Enforcement) with a revolver	51	17.3%

Other Please describe with a revolver	7	2.4%
Plinking or informal target shooting with a traditional rimfire rifle	267	90.5%
3 Gun with a traditional rimfire rifle	1	0.3%
Benchrest with a traditional rimfire rifle	87	29.5%
Cowboy action with a traditional rimfire rifle	5	1.7%
Load Testing/Development with a traditional rimfire rifle	44	14.9%
Long range with a traditional rimfire rifle	71	24.1%
NRA high power with a traditional rimfire rifle	6	2.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	178	60.3%
Silhouette with a traditional rimfire rifle	62	21.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	15	5.1%
Tactical with a traditional rimfire rifle	13	4.4%
Teaching/Informative with a traditional rimfire rifle	98	33.2%
Three (3) position with a traditional rimfire rifle	31	10.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	40	13.6%
Other Please describe with a traditional rimfire rifle	16	5.4%
Plinking or informal target shooting with a traditional centerfire rifle	255	86.4%
3 Gun with a traditional centerfire rifle	6	2.0%
Benchrest with a traditional centerfire rifle	112	38.0%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	97	32.9%
Long range with a traditional centerfire rifle	129	43.7%
NRA high power with a traditional centerfire rifle	17	5.8%
Schuetzen with a traditional centerfire rifle	2	0.7%
Sighting-in rifle with a traditional centerfire rifle	202	68.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	56	19.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	11	3.7%
Tactical with a traditional centerfire rifle	36	12.2%
Teaching/Informative with a traditional centerfire rifle	99	33.6%
Three (3) position with a traditional centerfire rifle	24	8.1%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	72	24.4%
Other Please describe with a traditional centerfire rifle	12	4.1%
Plinking or informal target shooting with an MSR	197	66.8%
3 Gun with an MSR	9	3.1%
Benchrest with an MSR	55	18.6%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	52	17.6%
Long range with an MSR	69	23.4%
NRA high power with an MSR	9	3.1%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	135	45.8%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	33	11.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	12	4.1%
Tactical with an MSR	60	20.3%
Teaching/Informative with an MSR	77	26.1%
Three (3) position with an MSR	23	7.8%
Training (Military, Defense, Law Enforcement) with an MSR	71	24.1%
Other Please describe with an MSR	6	2.0%
Informal (backyard, testing) with a shotgun	209	70.8%
3 Gun with a shotgun	8	2.7%
5 Stand with a shotgun	55	18.6%
Cowboy Action with a shotgun	3	1.0%
Dog training with a shotgun	45	15.3%
Other with a shotgun	5	1.7%
Pattern shotgun with a shotgun	155	52.5%
Sighting-In with a shotgun	132	44.7%
Skeet with a shotgun	183	62.0%
Sporting clays with a shotgun	184	62.4%
Teaching/Informative with a shotgun	80	27.1%
Test reload with a shotgun	61	20.7%
Training (Military, Defense, Law Enforcement) with a shotgun	50	16.9%
Trap with a shotgun	173	58.6%
Wobble Trap with a shotgun	48	16.3%
Other Please describe with a shotgun	13	4.4%
Total	295	100.0%

Current Recreational Shooting Activities

Table C4.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	245	83.3%
Traditional Centerfire Rifle	234	79.6%
Traditional Rimfire Rifle	233	79.3%
Shotgun	232	78.9%
Revolver	218	74.1%
MSR	154	52.4%
Traditional or Compound Bow	107	36.4%
Muzzleloader	90	30.6%
Crossbow	43	14.6%
None of the Above	7	2.4%
Total	294	100.0%

Table C4.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	227	76.9%
Plinking or informal target shooting with a traditional rimfire rifle	218	73.9%
Plinking or informal target shooting with a traditional centerfire rifle	210	71.2%
Plinking or informal target shooting with a Revolver	205	69.5%
Sighting-in rifle with a traditional centerfire rifle	172	58.3%
Informal (backyard or testing) with a Shotgun	166	56.3%
Plinking or informal target shooting with a MSR	140	47.5%
Sighting-in with a semi-automatic Handgun	140	47.5%
Sighting-in rifle with a traditional rimfire rifle	140	47.5%
Sporting clays with a Shotgun	124	42.0%
Skeet with a Shotgun	116	39.3%
Trap with a Shotgun	116	39.3%
Pattern shotgun	114	38.6%
Sighting-in with a Revolver	108	36.6%
Target shooting with a traditional or compound bow	107	36.3%
Sighting-In with a Shotgun	101	34.2%
Long range with a traditional centerfire rifle	100	33.9%
Testing (Ammo & firearm) with a semi-automatic Handgun	90	30.5%
Target shooting with a muzzleloader	90	30.5%
Sighting-in rifle with a MSR	88	29.8%
Benchrest with a traditional centerfire rifle	87	29.5%
Load Testing/Development with a traditional centerfire rifle	74	25.1%
Testing (Ammo & firearm) with a Revolver	73	24.7%

Teaching/Informative with a semi-automatic Handgun	71	24.1%
Target shooting with an air rifle at a range	70	23.7%
Teaching/Informative with a traditional centerfire rifle	68	23.1%
Teaching/Informative with a traditional rimfire rifle	66	22.4%
Benchrest with a traditional rimfire rifle	61	20.7%
Teaching/Informative with a Shotgun	55	18.6%
Teaching/Informative with a Revolver	54	18.3%
Bullseye with a semi-automatic Handgun	53	18.0%
Teaching/Informative with a MSR	48	16.3%
Silhouette with a semi-automatic Handgun	48	16.3%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	45	15.3%
Target shooting with a crossbow	43	14.6%
Bullseye with a Revolver	41	13.9%
Long range with a traditional rimfire rifle	40	13.6%
Load Testing/Development with a semi-automatic Handgun	39	13.2%
Load Testing/Development with a Revolver	39	13.2%
5 Stand with a Shotgun	38	12.9%
Test reload with a Shotgun	38	12.9%
Silhouette with a traditional centerfire rifle	36	12.2%
Silhouette with a traditional rimfire rifle	35	11.9%
Long range with a MSR	34	11.5%
Wobble Trap with a Shotgun	33	11.2%
Silhouette with a Revolver	33	11.2%
Tactical with a MSR	31	10.5%
Benchrest with a MSR	30	10.2%
Load Testing/Development with a MSR	30	10.2%
Dog training with a shotgun	24	8.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	23	7.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	22	7.5%
Training (Military / Defense / Law Enforcement) with a MSR	22	7.5%
Silhouette with a MSR	19	6.4%
Bowling pin with a semi-automatic Handgun	19	6.4%
Steel Challenge with a semi-automatic Handgun	19	6.4%
Load Testing/Development with a traditional rimfire rifle	19	6.4%
Tactical with a traditional centerfire rifle	18	6.1%
IDPA with a semi-automatic Handgun	17	5.8%
Training (Military / Defense / Law Enforcement) with a Revolver	16	5.4%
Bowling pin with a Revolver	15	5.1%
IPSC with a semi-automatic Handgun	13	4.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	3.7%

NRA high power with a traditional centerfire rifle	7	2.4%
Three (3) position with a MSR	7	2.4%
Steel Challenge with a Revolver	7	2.4%
Tactical with a traditional rimfire rifle	7	2.4%
Three (3) position with a traditional rimfire rifle	7	2.4%
None of the above	7	2.4%
Steel Challenge with a MSR	6	2.0%
Steel Challenge with a traditional rimfire rifle	6	2.0%
Steel Challenge with a traditional centerfire rifle	5	1.7%
Three (3) position with a traditional centerfire rifle	5	1.7%
NRA high power with a MSR	5	1.7%
3 Gun with a semi-automatic Handgun	4	1.4%
Cowboy action with a Revolver	4	1.4%
3 Gun with a Shotgun	3	1.0%
3 Gun with a MSR	3	1.0%
IDPA with a Revolver	3	1.0%
Cowboy action with a traditional rimfire rifle	3	1.0%
Cowboy action with a semi-automatic Handgun	2	0.7%
NRA high power with a traditional rimfire rifle	2	0.7%
3 Gun with a traditional centerfire rifle	1	0.3%
Schuetzen with a traditional centerfire rifle	1	0.3%
3 Gun with a Revolver	1	0.3%
IPSC with a Revolver	1	0.3%
Cowboy Action with a Shotgun	0	0.0%
Cowboy action with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	295	100.0%

Table C4.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	22	10.6%
Revolver	41	19.8%
Traditional Rimfire Rifle	41	19.8%
Traditional Centerfire Rifle	32	15.5%
MSR	59	28.5%
Shotgun	38	18.4%
Air Rifle	86	41.5%
Traditional or Compound Bow	80	38.6%
Crossbow	30	14.5%
Muzzleloader	45	21.7%
Total	207	100.0%

Table C4.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	43	16.9%
3 Gun with a Shotgun	5	2.0%
5 Stand with a Shotgun	17	6.7%
Cowboy Action with a Shotgun	3	1.2%
Sighting-In with a Shotgun	31	12.2%
Skeet with a Shotgun	67	26.3%
Sporting clays with a Shotgun	60	23.5%
Teaching/Informative with a Shotgun	25	9.8%
Test reload with a Shotgun	23	9.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	28	11.0%
Trap with a Shotgun	57	22.4%
Wobble Trap with a Shotgun	15	5.9%
Plinking or informal target shooting with a traditional centerfire rifle	45	17.6%
3 Gun with a traditional centerfire rifle	5	2.0%
Benchrest with a traditional centerfire rifle	25	9.8%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	23	9.0%
Long range with a traditional centerfire rifle	29	11.4%
NRA high power with a traditional centerfire rifle	10	3.9%
Schuetzen with a traditional centerfire rifle	1	0.4%
Sighting-in rifle with a traditional centerfire rifle	30	11.8%
Silhouette with a traditional centerfire rifle	20	7.8%
Steel Challenge with a traditional centerfire rifle	6	2.4%
Tactical with a traditional centerfire rifle	18	7.1%
Teaching/Informative with a traditional centerfire rifle	31	12.2%
Three (3) position with a traditional centerfire rifle	19	7.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	49	19.2%
Plinking or informal target shooting with a MSR	57	22.4%

3 Gun with a MSR	6	2.4%
Benchrest with a MSR	25	9.8%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	22	8.6%
Long range with a MSR	35	13.7%
NRA high power with a MSR	4	1.6%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	47	18.4%
Silhouette with a MSR	14	5.5%
Steel Challenge with a MSR	6	2.4%
Tactical with a MSR	29	11.4%
Teaching/Informative with a MSR	29	11.4%
Three (3) position with a MSR	16	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	49	19.2%
Plinking or informal target shooting with a semi-automatic Handgun	25	9.8%
3 Gun with a semi-automatic Handgun	4	1.6%
Bowling pin with a semi-automatic Handgun	19	7.5%
Bullseye with a semi-automatic Handgun	22	8.6%
Cowboy action with a semi-automatic Handgun	3	1.2%
IDPA with a semi-automatic Handgun	6	2.4%
IPSC with a semi-automatic Handgun	7	2.7%
Load Testing/Development with a semi-automatic Handgun	19	7.5%
Sighting-in with a semi-automatic Handgun	24	9.4%
Silhouette with a semi-automatic Handgun	22	8.6%
Steel Challenge with a semi-automatic Handgun	16	6.3%
Teaching/Informative with a semi-automatic Handgun	24	9.4%
Testing (Ammo & firearm) with a semi-automatic Handgun	27	10.6%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	50	19.6%
Plinking or informal target shooting with a Revolver	46	18.0%
3 Gun with a Revolver	25	9.8%
Bowling pin with a Revolver	11	4.3%
Bullseye with a Revolver	24	9.4%
Cowboy action with a Revolver	4	1.6%
IDPA with a Revolver	6	2.4%
IPSC with a Revolver	6	2.4%
Load Testing/Development with a Revolver	20	7.8%
Sighting-in with a Revolver	26	10.2%
Silhouette with a Revolver	28	11.0%
Steel Challenge with a Revolver	9	3.5%
Teaching/Informative with a Revolver	26	10.2%
Testing (Ammo & firearm) with a Revolver	30	11.8%
Training (Military / Defense / Law Enforcement) with a Revolver	34	13.3%
Dog training with a shotgun	21	8.2%
Target shooting with a traditional or compound bow	80	31.4%
Target shooting with a crossbow	30	11.8%
Target shooting with a muzzleloader	45	17.6%
Plinking or informal target shooting with a traditional rimfire rifle	49	19.2%

3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	26	10.2%
Cowboy action with a traditional rimfire rifle	2	0.8%
Load Testing/Development with a traditional rimfire rifle	25	9.8%
Long range with a traditional rimfire rifle	31	12.2%
NRA high power with a traditional rimfire rifle	4	1.6%
Schuetzen with a traditional rimfire rifle	2	0.8%
Sighting-in rifle with a traditional rimfire rifle	38	14.9%
Target shooting with an air rifle at a range	86	33.7%
Silhouette with a traditional rimfire rifle	27	10.6%
Pattern shotgun	41	16.1%
Steel Challenge with a traditional rimfire rifle	9	3.5%
Tactical with a traditional rimfire rifle	6	2.4%
Teaching/Informative with a traditional rimfire rifle	32	12.5%
Three (3) position with a traditional rimfire rifle	24	9.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	29	11.4%
Total	255	100.0%

Current Hunting Activities

Table C4.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	187	92.6%
Shotgun	175	86.6%
Muzzleloader	102	50.5%
Handgun	97	48.0%
Traditional bow/compound bow	93	46.0%
MSR	89	44.1%
Crossbow	40	19.8%
Other	10	5.0%
Total	202	100.0%

Table C4.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	33	17.7%
Deer	157	84.4%
Elk	41	22.0%
Other big game	20	10.8%
Others	7	3.8%
Predators	94	50.5%
Small game	122	65.6%
Turkey	107	57.5%
Upland game birds	111	59.7%
Waterfowl	69	37.1%
Wild pig / feral hog	40	21.5%
Total	186	100.0%

Traditional Centerfire Rifle Activity Interest

Table C4.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	56	43.1%
These activities are not offered at ranges in my area	45	34.6%
I don't know how to get started	33	25.4%
I don't have anybody to go with	29	22.3%
Too expensive	21	16.2%
Medical reason / disability	6	4.6%
Other Please describe	5	3.8%
I do not own / have access to this firearm	2	1.5%
Total	130	100.0%

Table C4.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	12	41.4%
Not enough time	10	34.5%
These activities are not offered at ranges in my area	5	17.2%
Too expensive	5	17.2%
I don't know how to get started	4	13.8%
I don't have anybody to go with	2	6.9%
Medical reason / disability	1	3.4%
Other Please describe	0	0.0%
Total	29	100.0%

Influential Media and Individuals

Table C4.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	142	49.1%
Father	112	38.8%
Self / nobody else	49	17.0%
Grandparent	40	13.8%
Aunt / Uncle	40	13.8%
Another relative	31	10.7%
Sibling	27	9.3%
Co-worker	27	9.3%
Neighbor	18	6.2%
Military	11	3.8%
Other, please specify	10	3.5%
Spouse	9	3.1%
Mother	6	2.1%
Guide / outfitter	6	2.1%
Children / grandchildren	5	1.7%
Total	289	100.0%

Table C4.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	133	45.5%
Magazines and Books	111	38.0%
Online videos	87	29.8%
National sportsmen’s conservation organizations	74	25.3%
Local clubs or social organizations	72	24.7%
Hunter education programs	58	19.9%
State wildlife management agencies	48	16.4%
Retailers	43	14.7%
Seminars	18	6.2%
Other, please specify	6	2.1%
Total	292	100.0%

Table C4.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	66	75.9%
How-to videos	54	62.1%
Product reviews	52	59.8%
Non-professionals (home videos) hunting/fishing/shooting	49	56.3%
TV programs (complete or partial episodes)	48	55.2%
Competitions	47	54.0%
Fish and Wildlife agency produced videos	20	23.0%
Informational/political/talk show style	13	14.9%
Comedy/blooper videos	7	8.0%
Other	4	4.6%
Total	87	100.0%

Table C4.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	14	10.6%
Animal Planet	9	6.8%
Comcast SportsNet	2	1.5%
Discovery Channel	27	20.5%
ESPN/ESPN 2	7	5.3%
History Channel	48	36.4%
Military Channel	39	29.5%
National Geographic	18	13.6%
NBC Sports	6	4.5%
Outdoor Channel	112	84.8%
Pursuit Channel	40	30.3%
Sportsman Channel	88	66.7%
Sunshine Network / SUN Sports	1	0.8%
WildTV	9	6.8%
World Fishing Network	4	3.0%
Other national network	8	6.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	39	29.5%
I watched hunting/fishing TV, but don't remember the channel	30	22.7%
Total	132	100.0%

Table C4.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	142	44.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	111	34.9%
Programming offered by outdoor retailers	110	34.6%
Books / magazines	110	34.6%
An invitation from a friend / family member	109	34.3%
YouTube videos	100	31.4%
Membership in a non-profit organization	87	27.4%
Online forums / blogs	57	17.9%
Other Please describe	21	6.6%
None of the above	10	3.1%
Total	318	100.0%

Table C4.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	33	30.6%	37	33.9%	26	31.3%	38	38.4%
Google+	23	21.3%	24	22.0%	17	20.5%	20	20.2%
Twitter	10	9.3%	6	5.5%	7	8.4%	7	7.1%
Pinterest	12	11.1%	10	9.2%	9	10.8%	14	14.1%
Magazines	85	78.7%	76	69.7%	58	69.9%	67	67.7%
Instagram	15	13.9%	14	12.8%	10	12.0%	10	10.1%
YouTube	62	57.4%	56	51.4%	42	50.6%	82	82.8%
Television programs	59	54.6%	49	45.0%	37	44.6%	48	48.5%
Online Forums	37	34.3%	42	38.5%	25	30.1%	53	53.5%
Newsletter from hunting / wildlife groups or organizations	34	31.5%	40	36.7%	27	32.5%	28	28.3%
Fish / Wildlife Agency for My State of Residence	41	38.0%	46	42.2%	33	39.8%	26	26.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	23	21.3%	32	29.4%	29	34.9%	19	19.2%
Other	5	4.6%	5	4.6%	2	2.4%	3	3.0%
None of The Above	3	2.8%	7	6.4%	2	2.4%	4	4.0%
Total	108	100.0%	109	100.0%	83	100.0%	99	100.0%

Table C4.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	40	29.0%	32	29.4%	21	36.8%	28	26.2%
	Google+	29	21.0%	18	16.5%	7	12.3%	24	22.4%
	Twitter	9	6.5%	7	6.4%	2	3.5%	9	8.4%
	Pinterest	10	7.2%	11	10.1%	8	14.0%	4	3.7%
	Magazines	98	71.0%	88	80.7%	39	68.4%	70	65.4%
	Instagram	13	9.4%	13	11.9%	6	10.5%	11	10.3%
	YouTube	75	54.3%	69	63.3%	40	70.2%	48	44.9%
	Television programs	62	44.9%	57	52.3%	28	49.1%	49	45.8%
	Online Forums	50	36.2%	43	39.4%	36	63.2%	28	26.2%
	Newsletter from hunting / wildlife groups or organizations	37	26.8%	36	33.0%	14	24.6%	29	27.1%
	Fish / Wildlife Agency for My State of Residence	42	30.4%	26	23.9%	12	21.1%	27	25.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	28	20.3%	23	21.1%	8	14.0%	13	12.1%
	Other	3	2.2%	2	1.8%	1	1.8%	0	0.0%
	None of The Above	7	5.1%	6	5.5%	2	3.5%	9	8.4%
Total		138	100.0%	109	100.0%	57	100.0%	107	100.0%

Load Testing and Development with a Traditional Centerfire Rifle

This section includes those who are interested in load testing and development with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C5.1) **What is your current age?**

	Count	Column Percent
18 to 24	13	3.3%
25 to 34	38	9.7%
35 to 44	64	16.3%
45 to 54	93	23.7%
55 to 64	104	26.5%
65 and older	80	20.4%
Total	392	100.0%

Table C5.2) **What is your gender?**

	Count	Column Percent
Male	389	99.2%
Female	3	0.8%
Total	392	100.0%

Table C5.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	25	6.4%
\$20,000 to \$29,999	28	7.2%
\$30,000 to \$39,999	18	4.6%
\$40,000 to \$49,999	41	10.5%
\$50,000 to \$74,999	86	22.0%
\$75,000 to \$99,999	65	16.6%
\$100,000 to \$149,999	81	20.7%
\$150,000 to \$200,000	29	7.4%
More than \$200,000	18	4.6%
Total	391	100.0%

Table C5.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	1.3%
High school graduation	89	22.7%
Trade school, associates degree or similar	138	35.2%
Bachelors degree	113	28.8%
Masters degree	37	9.4%
Ph D and higher	10	2.6%
Total	392	100.0%

Table C5.5) In which region do you live?

	Count	Column Percent
Northeast	54	13.8%
Midwest	108	27.6%
South	142	36.2%
West	81	20.7%
Canada	7	1.8%
Total	392	100.0%

Introduction to Shooting

Table C5.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	255	62.7%
11 to 17 years old	108	26.5%
18 to 24 years old	25	6.1%
25 to 34 years old	10	2.5%
35 to 44 years old	5	1.2%
45 to 54 years old	1	0.2%
55 to 64 years old	3	0.7%
65 years and older	0	0.0%
Total	407	100.0%

Table C5.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	87	21.4%
Blackpowder or muzzleloader	2	0.5%
Compound bow	2	0.5%
Crossbow	0	0.0%
MSR	2	0.5%
Revolver	27	6.6%
Shotgun	76	18.7%
semi-automatic handgun	30	7.4%
Traditional bow	7	1.7%
Traditional rifle (Centerfire)	22	5.4%
Traditional rifle (Rimfire)	151	37.1%
Other	1	0.2%
Total	407	100.0%

Table C5.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.2%
Benchrest	7	1.7%
Cowboy action	1	0.2%
Long range	2	0.5%
NRA high power	1	0.2%
Pattern shotgun	7	1.7%
Plinking or informal target shooting	322	79.3%
Silhouette	4	1.0%
Skeet	10	2.5%
Sporting clays	6	1.5%
Tactical	1	0.2%
Training (Military, Defense, Law Enforcement)	1	0.2%
Trap	2	0.5%
Target archery	5	1.2%
Field archery	1	0.2%
3D archery	1	0.2%
Other Please describe:	34	8.4%
Total	406	100.0%

Table C5.9) Who took you shooting for the first time?

	Count	Column Percent
Father	260	65.3%
Friend	51	12.8%
Aunt / Uncle	45	11.3%
Grandparent	41	10.3%
Sibling	21	5.3%
Nobody / I shot alone when I first went shooting	17	4.3%
Camp / Summer camp	15	3.8%
Mother	11	2.8%
Another relative	10	2.5%
Neighbor	9	2.3%
Military	5	1.3%
Co-worker	3	0.8%
Spouse	2	0.5%
Other	2	0.5%
Guide / outfitter	1	0.3%
Total	398	100.0%

Table C5.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	291	72.8%
Tradition / way of life	213	53.3%
Spend time with family or friends who already shot	202	50.5%
It's relaxing / an escape	196	49.0%
Wanted to spend more time outdoors	175	43.8%
I wanted a challenge / adventure	155	38.8%
Training for hunting	120	30.0%
Wanted to try a new sport	91	22.8%
Protection / self defense	81	20.3%
To teach someone else / introduce my children or others to shooting	64	16.0%
Training (military, police, etc.)	60	15.0%
Media (television, magazines, movies)	14	3.5%
Other Please write in	7	1.8%
Total	400	100.0%

Table C5.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	93	22.9%
1 year	44	10.8%
2 - 5 years	141	34.6%
6 - 10 years	31	7.6%
More than 10 years	39	9.6%
I have only ever participated in [the shooting activity that I first participated in]	59	14.5%
Total	407	100.0%

Table C5.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	271	78.8%
3 Gun with a semi-automatic handgun	10	2.9%
Bowling pin with a semi-automatic handgun	18	5.2%
Bullseye with a semi-automatic handgun	65	18.9%
Cowboy action with a semi-automatic handgun	2	0.6%
IDPA with a semi-automatic handgun	13	3.8%
IPSC with a semi-automatic handgun	10	2.9%
Load Testing/Development with a semi-automatic handgun	23	6.7%
Sighting-in with a semi-automatic handgun	157	45.6%
Silhouette with a semi-automatic handgun	93	27.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	23	6.7%
Teaching/Informative with a semi-automatic handgun	72	20.9%
Testing (Ammo & firearm) with a semi-automatic handgun	84	24.4%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	103	29.9%
Other Please describe with a semi-automatic handgun	10	2.9%
Plinking or informal target shooting with a revolver	250	72.7%
3 Gun with a revolver	1	0.3%
Bowling pin with a revolver	16	4.7%
Bullseye with a revolver	54	15.7%
Cowboy action with a revolver	5	1.5%
IDPA with a revolver	4	1.2%
IPSC with a revolver	4	1.2%
Load Testing/Development with a revolver	25	7.3%
Sighting-in with a revolver	111	32.3%
Silhouette with a revolver	64	18.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	7	2.0%
Teaching/Informative with a revolver	52	15.1%
Testing (Ammo & firearm) with a revolver	63	18.3%
Training (Military, Defense, Law Enforcement) with a revolver	44	12.8%

Other Please describe with a revolver	12	3.5%
Plinking or informal target shooting with a traditional rimfire rifle	311	90.4%
3 Gun with a traditional rimfire rifle	1	0.3%
Benchrest with a traditional rimfire rifle	75	21.8%
Cowboy action with a traditional rimfire rifle	2	0.6%
Load Testing/Development with a traditional rimfire rifle	13	3.8%
Long range with a traditional rimfire rifle	53	15.4%
NRA high power with a traditional rimfire rifle	4	1.2%
Schuetzen with a traditional rimfire rifle	1	0.3%
Sighting-in rifle with a traditional rimfire rifle	204	59.3%
Silhouette with a traditional rimfire rifle	68	19.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	9	2.6%
Tactical with a traditional rimfire rifle	15	4.4%
Teaching/Informative with a traditional rimfire rifle	78	22.7%
Three (3) position with a traditional rimfire rifle	20	5.8%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	41	11.9%
Other Please describe with a traditional rimfire rifle	15	4.4%
Plinking or informal target shooting with a traditional centerfire rifle	275	79.9%
3 Gun with a traditional centerfire rifle	3	0.9%
Benchrest with a traditional centerfire rifle	102	29.7%
Cowboy action with a traditional centerfire rifle	3	0.9%
Load Testing/Development with a traditional centerfire rifle	0	0.0%
Long range with a traditional centerfire rifle	117	34.0%
NRA high power with a traditional centerfire rifle	14	4.1%
Schuetzen with a traditional centerfire rifle	2	0.6%
Sighting-in rifle with a traditional centerfire rifle	211	61.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	72	20.9%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	11	3.2%
Tactical with a traditional centerfire rifle	38	11.0%
Teaching/Informative with a traditional centerfire rifle	72	20.9%
Three (3) position with a traditional centerfire rifle	19	5.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	78	22.7%
Other Please describe with a traditional centerfire rifle	20	5.8%
Plinking or informal target shooting with an MSR	213	61.9%
3 Gun with an MSR	10	2.9%
Benchrest with an MSR	53	15.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	22	6.4%
Long range with an MSR	68	19.8%
NRA high power with an MSR	6	1.7%

Schuetzen with an MSR	1	0.3%
Sighting-in rifle with an MSR	141	41.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	44	12.8%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	3.2%
Tactical with an MSR	65	18.9%
Teaching/Informative with an MSR	65	18.9%
Three (3) position with an MSR	18	5.2%
Training (Military, Defense, Law Enforcement) with an MSR	91	26.5%
Other Please describe with an MSR	7	2.0%
Informal (backyard, testing) with a shotgun	231	67.2%
3 Gun with a shotgun	8	2.3%
5 Stand with a shotgun	41	11.9%
Cowboy Action with a shotgun	0	0.0%
Dog training with a shotgun	36	10.5%
Other with a shotgun	5	1.5%
Pattern shotgun with a shotgun	159	46.2%
Sighting-In with a shotgun	137	39.8%
Skeet with a shotgun	171	49.7%
Sporting clays with a shotgun	175	50.9%
Teaching/Informative with a shotgun	61	17.7%
Test reload with a shotgun	38	11.0%
Training (Military, Defense, Law Enforcement) with a shotgun	53	15.4%
Trap with a shotgun	151	43.9%
Wobble Trap with a shotgun	33	9.6%
Other Please describe with a shotgun	28	8.1%
Total	344	100.0%

Current Recreational Shooting Activities

Table C5.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	271	78.6%
Shotgun	259	75.1%
Traditional Centerfire Rifle	257	74.5%
Traditional Rimfire Rifle	247	71.6%
Revolver	202	58.6%
MSR	158	45.8%
Traditional or Compound Bow	97	28.1%
Muzzleloader	80	23.2%
Crossbow	60	17.4%
None of the Above	7	2.0%
Total	345	100.0%

Table C5.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	247	71.4%
Plinking or informal target shooting with a traditional rimfire rifle	225	65.0%
Plinking or informal target shooting with a traditional centerfire rifle	217	62.7%
Informal (backyard or testing) with a Shotgun	182	52.6%
Plinking or informal target shooting with a Revolver	181	52.3%
Sighting-in rifle with a traditional centerfire rifle	168	48.6%
Plinking or informal target shooting with a MSR	144	41.6%
Sighting-in rifle with a traditional rimfire rifle	134	38.7%
Sighting-in with a semi-automatic Handgun	127	36.7%
Pattern shotgun	115	33.2%
Sporting clays with a Shotgun	113	32.7%
Sighting-In with a Shotgun	106	30.6%
Target shooting with a traditional or compound bow	97	28.0%
Skeet with a Shotgun	90	26.0%
Trap with a Shotgun	87	25.1%
Benchrest with a traditional centerfire rifle	87	25.1%
Sighting-in rifle with a MSR	87	25.1%
Long range with a traditional centerfire rifle	86	24.9%
Sighting-in with a Revolver	81	23.4%
Target shooting with a muzzleloader	80	23.1%
Silhouette with a semi-automatic Handgun	70	20.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	60	17.3%
Target shooting with a crossbow	60	17.3%

Target shooting with an air rifle at a range	56	16.2%
Teaching/Informative with a semi-automatic Handgun	54	15.6%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	50	14.5%
Bullseye with a semi-automatic Handgun	49	14.2%
Benchrest with a traditional rimfire rifle	44	12.7%
Teaching/Informative with a traditional rimfire rifle	43	12.4%
Teaching/Informative with a Shotgun	41	11.8%
Teaching/Informative with a MSR	41	11.8%
Teaching/Informative with a traditional centerfire rifle	40	11.6%
Silhouette with a traditional centerfire rifle	39	11.3%
Training (Military / Defense / Law Enforcement) with a MSR	36	10.4%
Testing (Ammo & firearm) with a Revolver	35	10.1%
Silhouette with a Revolver	34	9.8%
Teaching/Informative with a Revolver	34	9.8%
Silhouette with a traditional rimfire rifle	34	9.8%
Long range with a MSR	31	9.0%
Tactical with a MSR	31	9.0%
Bullseye with a Revolver	31	9.0%
5 Stand with a Shotgun	27	7.8%
Benchrest with a MSR	26	7.5%
Long range with a traditional rimfire rifle	26	7.5%
Silhouette with a MSR	25	7.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	21	6.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	20	5.8%
Wobble Trap with a Shotgun	20	5.8%
Test reload with a Shotgun	19	5.5%
Dog training with a shotgun	18	5.2%
Load Testing/Development with a semi-automatic Handgun	16	4.6%
Steel Challenge with a semi-automatic Handgun	16	4.6%
Tactical with a traditional centerfire rifle	15	4.3%
Training (Military / Defense / Law Enforcement) with a Revolver	14	4.0%
Load Testing/Development with a MSR	12	3.5%
Bowling pin with a semi-automatic Handgun	11	3.2%
Load Testing/Development with a Revolver	11	3.2%
Steel Challenge with a MSR	9	2.6%
3 Gun with a semi-automatic Handgun	9	2.6%
3 Gun with a MSR	8	2.3%
IDPA with a semi-automatic Handgun	8	2.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	2.3%
3 Gun with a Shotgun	7	2.0%

Steel Challenge with a traditional centerfire rifle	7	2.0%
Three (3) position with a MSR	7	2.0%
IPSC with a semi-automatic Handgun	7	2.0%
Tactical with a traditional rimfire rifle	7	2.0%
None of the above	7	2.0%
Bowling pin with a Revolver	6	1.7%
Load Testing/Development with a traditional rimfire rifle	6	1.7%
Three (3) position with a traditional rimfire rifle	6	1.7%
Three (3) position with a traditional centerfire rifle	5	1.4%
Cowboy action with a Revolver	3	0.9%
Steel Challenge with a Revolver	3	0.9%
Steel Challenge with a traditional rimfire rifle	3	0.9%
NRA high power with a MSR	2	0.6%
Cowboy action with a traditional rimfire rifle	2	0.6%
3 Gun with a traditional centerfire rifle	1	0.3%
Cowboy action with a traditional centerfire rifle	1	0.3%
NRA high power with a traditional centerfire rifle	1	0.3%
Cowboy action with a semi-automatic Handgun	1	0.3%
IPSC with a Revolver	1	0.3%
3 Gun with a traditional rimfire rifle	1	0.3%
NRA high power with a traditional rimfire rifle	1	0.3%
Cowboy Action with a Shotgun	0	0.0%
Load Testing/Development with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	346	100.0%

Table C5.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	25	9.8%
Revolver	64	25.1%
Traditional Rimfire Rifle	77	30.2%
Traditional Centerfire Rifle	39	15.3%
MSR	72	28.2%
Shotgun	47	18.4%
Air Rifle	104	40.8%
Traditional or Compound Bow	112	43.9%
Crossbow	26	10.2%
Muzzleloader	50	19.6%
Total	255	100.0%

Table C5.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	49	15.9%
3 Gun with a Shotgun	1	0.3%
5 Stand with a Shotgun	14	4.5%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	31	10.1%
Skeet with a Shotgun	81	26.3%
Sporting clays with a Shotgun	62	20.1%
Teaching/Informative with a Shotgun	20	6.5%
Test reload with a Shotgun	19	6.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	33	10.7%
Trap with a Shotgun	64	20.8%
Wobble Trap with a Shotgun	13	4.2%
Plinking or informal target shooting with a traditional centerfire rifle	58	18.8%
3 Gun with a traditional centerfire rifle	2	0.6%
Benchrest with a traditional centerfire rifle	15	4.9%
Cowboy action with a traditional centerfire rifle	2	0.6%
Load Testing/Development with a traditional centerfire rifle	0	0.0%
Long range with a traditional centerfire rifle	31	10.1%
NRA high power with a traditional centerfire rifle	13	4.2%
Schuetzen with a traditional centerfire rifle	2	0.6%
Sighting-in rifle with a traditional centerfire rifle	43	14.0%
Silhouette with a traditional centerfire rifle	33	10.7%
Steel Challenge with a traditional centerfire rifle	4	1.3%
Tactical with a traditional centerfire rifle	23	7.5%
Teaching/Informative with a traditional centerfire rifle	32	10.4%
Three (3) position with a traditional centerfire rifle	14	4.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	57	18.5%
Plinking or informal target shooting with a MSR	69	22.4%

3 Gun with a MSR	2	0.6%
Benchrest with a MSR	27	8.8%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	10	3.2%
Long range with a MSR	37	12.0%
NRA high power with a MSR	4	1.3%
Schuetzen with a MSR	1	0.3%
Sighting-in rifle with a MSR	54	17.5%
Silhouette with a MSR	19	6.2%
Steel Challenge with a MSR	2	0.6%
Tactical with a MSR	34	11.0%
Teaching/Informative with a MSR	24	7.8%
Three (3) position with a MSR	11	3.6%
Training (Military / Defense / Law Enforcement) with a MSR	55	17.9%
Plinking or informal target shooting with a semi-automatic Handgun	24	7.8%
3 Gun with a semi-automatic Handgun	1	0.3%
Bowling pin with a semi-automatic Handgun	7	2.3%
Bullseye with a semi-automatic Handgun	16	5.2%
Cowboy action with a semi-automatic Handgun	1	0.3%
IDPA with a semi-automatic Handgun	5	1.6%
IPSC with a semi-automatic Handgun	3	1.0%
Load Testing/Development with a semi-automatic Handgun	7	2.3%
Sighting-in with a semi-automatic Handgun	30	9.7%
Silhouette with a semi-automatic Handgun	23	7.5%
Steel Challenge with a semi-automatic Handgun	7	2.3%
Teaching/Informative with a semi-automatic Handgun	18	5.8%
Testing (Ammo & firearm) with a semi-automatic Handgun	24	7.8%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	49	15.9%
Plinking or informal target shooting with a Revolver	69	22.4%
3 Gun with a Revolver	16	5.2%
Bowling pin with a Revolver	10	3.2%
Bullseye with a Revolver	23	7.5%
Cowboy action with a Revolver	2	0.6%
IDPA with a Revolver	4	1.3%
IPSC with a Revolver	3	1.0%
Load Testing/Development with a Revolver	14	4.5%
Sighting-in with a Revolver	30	9.7%
Silhouette with a Revolver	30	9.7%
Steel Challenge with a Revolver	4	1.3%
Teaching/Informative with a Revolver	18	5.8%
Testing (Ammo & firearm) with a Revolver	28	9.1%
Training (Military / Defense / Law Enforcement) with a Revolver	30	9.7%
Dog training with a shotgun	18	5.8%
Target shooting with a traditional or compound bow	112	36.4%
Target shooting with a crossbow	26	8.4%
Target shooting with a muzzleloader	50	16.2%
Plinking or informal target shooting with a traditional rimfire rifle	86	27.9%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	31	10.1%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	7	2.3%
Long range with a traditional rimfire rifle	27	8.8%
NRA high power with a traditional rimfire rifle	3	1.0%
Schuetzen with a traditional rimfire rifle	2	0.6%
Sighting-in rifle with a traditional rimfire rifle	70	22.7%
Target shooting with an air rifle at a range	104	33.8%
Silhouette with a traditional rimfire rifle	34	11.0%
Pattern shotgun	44	14.3%
Steel Challenge with a traditional rimfire rifle	6	1.9%
Tactical with a traditional rimfire rifle	8	2.6%
Teaching/Informative with a traditional rimfire rifle	35	11.4%
Three (3) position with a traditional rimfire rifle	14	4.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	33	10.7%
Total	308	100.0%

Current Hunting Activities

Table C5.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	228	92.3%
Shotgun	217	87.9%
Traditional bow/compound bow	119	48.2%
Muzzleloader	109	44.1%
MSR	90	36.4%
Handgun	81	32.8%
Crossbow	64	25.9%
Other	9	3.6%
Total	247	100.0%

Table C5.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	53	23.2%
Deer	207	90.8%
Elk	50	21.9%
Other big game	16	7.0%
Others	17	7.5%
Predators	93	40.8%
Small game	128	56.1%
Turkey	137	60.1%
Upland game birds	115	50.4%
Waterfowl	71	31.1%
Wild pig / feral hog	44	19.3%
Total	228	100.0%

Traditional Centerfire Rifle Activity Interest

Table C5.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	63	44.1%
These activities are not offered at ranges in my area	41	28.7%
I don't know how to get started	40	28.0%
I don't have anybody to go with	33	23.1%
Too expensive	30	21.0%
Medical reason / disability	7	4.9%
Other Please describe	7	4.9%
I do not own / have access to this firearm	7	4.9%
Total	143	100.0%

Table C5.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
Not enough time	16	38.1%
I don't own or have access to the proper equipment	11	26.2%
Too expensive	8	19.0%
These activities are not offered at ranges in my area	7	16.7%
I don't have anybody to go with	6	14.3%
I don't know how to get started	5	11.9%
Medical reason / disability	2	4.8%
Other Please describe	2	4.8%
Total	42	100.0%

Influential Media and Individuals

Table C5.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	159	46.8%
Father	131	38.5%
Self / nobody else	55	16.2%
Co-worker	34	10.0%
Aunt / Uncle	34	10.0%
Sibling	32	9.4%
Military	28	8.2%
Grandparent	27	7.9%
Another relative	27	7.9%
Neighbor	14	4.1%
Other, please specify	12	3.5%
Spouse	8	2.4%
Guide / outfitter	6	1.8%
Mother	5	1.5%
Children / grandchildren	5	1.5%
Total	340	100.0%

Table C5.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	160	46.6%
Online videos	109	31.8%
Magazines and Books	101	29.4%
National sportsmen’s conservation organizations	86	25.1%
Local clubs or social organizations	71	20.7%
Hunter education programs	49	14.3%
Retailers	43	12.5%
State wildlife management agencies	36	10.5%
Other, please specify	15	4.4%
Seminars	10	2.9%
Total	343	100.0%

Table C5.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	72	66.1%
Professionals hunting/fishing/shooting	72	66.1%
Non-professionals (home videos) hunting/fishing/shooting	71	65.1%
Product reviews	61	56.0%
Competitions	55	50.5%
TV programs (complete or partial episodes)	44	40.4%
Fish and Wildlife agency produced videos	13	11.9%
Informational/political/talk show style	12	11.0%
Comedy/blooper videos	8	7.3%
Other	7	6.4%
Total	109	100.0%

Table C5.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	8	5.1%
Animal Planet	2	1.3%
Comcast SportsNet	0	0.0%
Discovery Channel	29	18.4%
ESPN/ESPN 2	12	7.6%
History Channel	43	27.2%
Military Channel	41	25.9%
National Geographic	16	10.1%
NBC Sports	4	2.5%
Outdoor Channel	130	82.3%
Pursuit Channel	55	34.8%
Sportsman Channel	107	67.7%
Sunshine Network / SUN Sports	2	1.3%
WildTV	4	2.5%
World Fishing Network	2	1.3%
Other national network	5	3.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	33	20.9%
I watched hunting/fishing TV, but don't remember the channel	28	17.7%
Total	158	100.0%

Table C5.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	188	47.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	138	35.1%
Programming offered by outdoor retailers	133	33.8%
An invitation from a friend / family member	130	33.1%
Books / magazines	117	29.8%
YouTube videos	110	28.0%
Membership in a non-profit organization	97	24.7%
Online forums / blogs	59	15.0%
Other Please describe	46	11.7%
None of the above	19	4.8%
Total	393	100.0%

Table C5.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	34	26.4%	36	26.9%	32	35.2%	34	31.5%
Google+	20	15.5%	27	20.1%	18	19.8%	21	19.4%
Twitter	5	3.9%	5	3.7%	4	4.4%	6	5.6%
Pinterest	13	10.1%	13	9.7%	12	13.2%	11	10.2%
Magazines	87	67.4%	94	70.1%	62	68.1%	64	59.3%
Instagram	13	10.1%	14	10.4%	12	13.2%	15	13.9%
YouTube	71	55.0%	74	55.2%	52	57.1%	97	89.8%
Television programs	69	53.5%	67	50.0%	44	48.4%	53	49.1%
Online Forums	38	29.5%	41	30.6%	31	34.1%	43	39.8%
Newsletter from hunting / wildlife groups or organizations	36	27.9%	42	31.3%	30	33.0%	21	19.4%
Fish / Wildlife Agency for My State of Residence	36	27.9%	55	41.0%	29	31.9%	21	19.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	20	15.5%	32	23.9%	21	23.1%	11	10.2%
Other	6	4.7%	3	2.2%	3	3.3%	3	2.8%
None of The Above	7	5.4%	9	6.7%	4	4.4%	4	3.7%
Total	129	100.0%	134	100.0%	91	100.0%	108	100.0%

Table C5.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	51	28.0%	28	24.8%	21	36.2%	32	24.8%
Google+	33	18.1%	24	21.2%	4	6.9%	23	17.8%
Twitter	8	4.4%	6	5.3%	4	6.9%	4	3.1%
Pinterest	15	8.2%	13	11.5%	7	12.1%	9	7.0%
Magazines	118	64.8%	82	72.6%	42	72.4%	78	60.5%
Instagram	21	11.5%	13	11.5%	9	15.5%	9	7.0%
YouTube	103	56.6%	71	62.8%	50	86.2%	62	48.1%
Television programs	79	43.4%	66	58.4%	30	51.7%	66	51.2%
Online Forums	59	32.4%	35	31.0%	36	62.1%	27	20.9%
Newsletter from hunting / wildlife groups or organizations	45	24.7%	32	28.3%	15	25.9%	30	23.3%
Fish / Wildlife Agency for My State of Residence	47	25.8%	29	25.7%	13	22.4%	32	24.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	32	17.6%	20	17.7%	3	5.2%	15	11.6%
Other	6	3.3%	3	2.7%	2	3.4%	2	1.6%
None of The Above	12	6.6%	4	3.5%	1	1.7%	12	9.3%
Total	182	100.0%	113	100.0%	58	100.0%	129	100.0%

Long Range with a Traditional Centerfire Rifle

This section includes those who are interested in shooting long range with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C6.1) **What is your current age?**

	Count	Column Percent
18 to 24	30	2.5%
25 to 34	94	7.8%
35 to 44	194	16.1%
45 to 54	307	25.5%
55 to 64	325	27.0%
65 and older	255	21.2%
Total	1,205	100.0%

Table C6.2) **What is your gender?**

	Count	Column Percent
Male	1,184	98.1%
Female	23	1.9%
Total	1,207	100.0%

Table C6.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	58	4.8%
\$20,000 to \$29,999	54	4.5%
\$30,000 to \$39,999	59	4.9%
\$40,000 to \$49,999	88	7.3%
\$50,000 to \$74,999	246	20.5%
\$75,000 to \$99,999	219	18.3%
\$100,000 to \$149,999	277	23.1%
\$150,000 to \$200,000	96	8.0%
More than \$200,000	101	8.4%
Total	1,198	100.0%

Table C6.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	9	0.7%
High school graduation	280	23.2%
Trade school, associates degree or similar	391	32.4%
Bachelors degree	347	28.7%
Masters degree	135	11.2%
Ph D and higher	45	3.7%
Total	1,207	100.0%

Table C6.5) In which region do you live?

	Count	Column Percent
Northeast	169	14.0%
Midwest	354	29.4%
South	444	36.8%
West	222	18.4%
Canada	16	1.3%
Total	1,205	100.0%

Introduction to Shooting

Table C6.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	766	61.1%
11 to 17 years old	330	26.3%
18 to 24 years old	83	6.6%
25 to 34 years old	25	2.0%
35 to 44 years old	22	1.8%
45 to 54 years old	11	0.9%
55 to 64 years old	12	1.0%
65 years and older	4	0.3%
Total	1,253	100.0%

Table C6.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	280	22.3%
Blackpowder or muzzleloader	7	0.6%
Compound bow	5	0.4%
Crossbow	0	0.0%
MSR	11	0.9%
Revolver	85	6.8%
Shotgun	240	19.2%
semi-automatic handgun	103	8.2%
Traditional bow	17	1.4%
Traditional rifle (Centerfire)	59	4.7%
Traditional rifle (Rimfire)	446	35.6%
Other	0	0.0%
Total	1,253	100.0%

Table C6.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.1%
Benchrest	14	1.1%
Cowboy action	2	0.2%
Long range	6	0.5%
Pattern shotgun	13	1.0%
Plinking or informal target shooting	1,014	81.3%
Silhouette	13	1.0%
Skeet	20	1.6%
Sporting clays	23	1.8%
Steel Challenge	1	0.1%
Test reload	3	0.2%
Training (Military, Defense, Law Enforcement)	21	1.7%
Trap	17	1.4%
Wobble Trap	1	0.1%
Target archery	15	1.2%
Field archery	2	0.2%
3D archery	2	0.2%
Other Please describe:	80	6.4%
Total	1,248	100.0%

Table C6.9) Who took you shooting for the first time?

	Count	Column Percent
Father	766	62.2%
Friend	165	13.4%
Aunt / Uncle	122	9.9%
Grandparent	115	9.3%
Sibling	70	5.7%
Nobody / I shot alone when I first went shooting	60	4.9%
Camp / Summer camp	41	3.3%
Another relative	40	3.2%
Mother	32	2.6%
Neighbor	20	1.6%
Military	19	1.5%
Co-worker	12	1.0%
Spouse	10	0.8%
Other	9	0.7%
Guide / outfitter	2	0.2%
Total	1,232	100.0%

Table C6.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	841	69.7%
Spend time with family or friends who already shot	568	47.1%
Tradition / way of life	560	46.4%
It's relaxing / an escape	538	44.6%
Wanted to spend more time outdoors	465	38.6%
I wanted a challenge / adventure	393	32.6%
Training for hunting	277	23.0%
Protection / self defense	234	19.4%
Wanted to try a new sport	229	19.0%
To teach someone else / introduce my children or others to shooting	182	15.1%
Training (military, police, etc.)	150	12.4%
Media (television, magazines, movies)	35	2.9%
Other Please write in	15	1.2%
Total	1,206	100.0%

Table C6.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	272	21.7%
1 year	129	10.3%
2 - 5 years	407	32.5%
6 - 10 years	96	7.7%
More than 10 years	139	11.1%
I have only ever participated in [the shooting activity that I first participated in]	210	16.8%
Total	1,253	100.0%

Table C6.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	817	79.6%
3 Gun with a semi-automatic handgun	30	2.9%
Bowling pin with a semi-automatic handgun	85	8.3%
Bullseye with a semi-automatic handgun	165	16.1%
Cowboy action with a semi-automatic handgun	9	0.9%
IDPA with a semi-automatic handgun	69	6.7%
IPSC with a semi-automatic handgun	37	3.6%
Load Testing/Development with a semi-automatic handgun	131	12.8%
Sighting-in with a semi-automatic handgun	470	45.8%
Silhouette with a semi-automatic handgun	176	17.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	54	5.3%
Teaching/Informative with a semi-automatic handgun	239	23.3%
Testing (Ammo & firearm) with a semi-automatic handgun	321	31.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	261	25.4%
Other Please describe with a semi-automatic handgun	29	2.8%
Plinking or informal target shooting with a revolver	769	74.9%
3 Gun with a revolver	2	0.2%
Bowling pin with a revolver	45	4.4%
Bullseye with a revolver	117	11.4%
Cowboy action with a revolver	27	2.6%
IDPA with a revolver	14	1.4%
IPSC with a revolver	6	0.6%
Load Testing/Development with a revolver	116	11.3%
Sighting-in with a revolver	331	32.2%
Silhouette with a revolver	99	9.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	16	1.6%
Teaching/Informative with a revolver	162	15.8%
Testing (Ammo & firearm) with a revolver	247	24.1%
Training (Military, Defense, Law Enforcement) with a revolver	105	10.2%

Other Please describe with a revolver	20	1.9%
Plinking or informal target shooting with a traditional rimfire rifle	886	86.3%
3 Gun with a traditional rimfire rifle	1	0.1%
Benchrest with a traditional rimfire rifle	170	16.6%
Cowboy action with a traditional rimfire rifle	4	0.4%
Load Testing/Development with a traditional rimfire rifle	60	5.8%
Long range with a traditional rimfire rifle	45	4.4%
NRA high power with a traditional rimfire rifle	6	0.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	564	54.9%
Silhouette with a traditional rimfire rifle	88	8.6%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	19	1.9%
Tactical with a traditional rimfire rifle	13	1.3%
Teaching/Informative with a traditional rimfire rifle	219	21.3%
Three (3) position with a traditional rimfire rifle	60	5.8%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	57	5.6%
Other Please describe with a traditional rimfire rifle	51	5.0%
Plinking or informal target shooting with a traditional centerfire rifle	756	73.6%
3 Gun with a traditional centerfire rifle	7	0.7%
Benchrest with a traditional centerfire rifle	225	21.9%
Cowboy action with a traditional centerfire rifle	15	1.5%
Load Testing/Development with a traditional centerfire rifle	208	20.3%
Long range with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	20	1.9%
Schuetzen with a traditional centerfire rifle	1	0.1%
Sighting-in rifle with a traditional centerfire rifle	591	57.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	83	8.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	15	1.5%
Tactical with a traditional centerfire rifle	52	5.1%
Teaching/Informative with a traditional centerfire rifle	205	20.0%
Three (3) position with a traditional centerfire rifle	38	3.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	137	13.3%
Other Please describe with a traditional centerfire rifle	47	4.6%
Plinking or informal target shooting with an MSR	602	58.6%
3 Gun with an MSR	30	2.9%
Benchrest with an MSR	118	11.5%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	108	10.5%
Long range with an MSR	77	7.5%
NRA high power with an MSR	12	1.2%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	388	37.8%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	52	5.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	19	1.9%
Tactical with an MSR	130	12.7%
Teaching/Informative with an MSR	163	15.9%
Three (3) position with an MSR	32	3.1%
Training (Military, Defense, Law Enforcement) with an MSR	194	18.9%
Other Please describe with an MSR	16	1.6%
Informal (backyard, testing) with a shotgun	652	63.5%
3 Gun with a shotgun	27	2.6%
5 Stand with a shotgun	151	14.7%
Cowboy Action with a shotgun	15	1.5%
Dog training with a shotgun	109	10.6%
Other with a shotgun	10	1.0%
Pattern shotgun with a shotgun	465	45.3%
Sighting-In with a shotgun	344	33.5%
Skeet with a shotgun	505	49.2%
Sporting clays with a shotgun	526	51.2%
Teaching/Informative with a shotgun	181	17.6%
Test reload with a shotgun	121	11.8%
Training (Military, Defense, Law Enforcement) with a shotgun	106	10.3%
Trap with a shotgun	490	47.7%
Wobble Trap with a shotgun	126	12.3%
Other Please describe with a shotgun	53	5.2%
Total	1,027	100.0%

Current Recreational Shooting Activities

Table C6.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	824	79.8%
Shotgun	755	73.2%
Traditional Rimfire Rifle	734	71.1%
Traditional Centerfire Rifle	718	69.6%
Revolver	641	62.1%
MSR	454	44.0%
Traditional or Compound Bow	309	29.9%
Muzzleloader	222	21.5%
Crossbow	131	12.7%
None of the Above	23	2.2%
Total	1,032	100.0%

Table C6.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	747	72.0%
Plinking or informal target shooting with a traditional rimfire rifle	672	64.8%
Plinking or informal target shooting with a traditional centerfire rifle	598	57.7%
Plinking or informal target shooting with a Revolver	579	55.8%
Sighting-in rifle with a traditional centerfire rifle	488	47.1%
Informal (backyard or testing) with a Shotgun	485	46.8%
Plinking or informal target shooting with a MSR	405	39.1%
Sighting-in rifle with a traditional rimfire rifle	404	39.0%
Sighting-in with a semi-automatic Handgun	381	36.7%
Sporting clays with a Shotgun	356	34.3%
Pattern shotgun	345	33.3%
Trap with a Shotgun	310	29.9%
Target shooting with a traditional or compound bow	309	29.8%
Skeet with a Shotgun	292	28.2%
Sighting-in rifle with a MSR	260	25.1%
Sighting-In with a Shotgun	252	24.3%
Testing (Ammo & firearm) with a semi-automatic Handgun	248	23.9%
Sighting-in with a Revolver	233	22.5%
Target shooting with a muzzleloader	222	21.4%
Benchrest with a traditional centerfire rifle	184	17.7%
Teaching/Informative with a semi-automatic Handgun	181	17.5%
Testing (Ammo & firearm) with a Revolver	158	15.2%
Load Testing/Development with a traditional centerfire rifle	145	14.0%

Teaching/Informative with a traditional rimfire rifle	134	12.9%
Target shooting with a crossbow	131	12.6%
Target shooting with an air rifle at a range	128	12.3%
Silhouette with a semi-automatic Handgun	127	12.2%
Bullseye with a semi-automatic Handgun	126	12.2%
Teaching/Informative with a Shotgun	122	11.8%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	114	11.0%
Benchrest with a traditional rimfire rifle	110	10.6%
5 Stand with a Shotgun	105	10.1%
Teaching/Informative with a traditional centerfire rifle	104	10.0%
Teaching/Informative with a MSR	103	9.9%
Teaching/Informative with a Revolver	102	9.8%
Load Testing/Development with a semi-automatic Handgun	95	9.2%
Wobble Trap with a Shotgun	85	8.2%
Benchrest with a MSR	75	7.2%
Bullseye with a Revolver	74	7.1%
Load Testing/Development with a Revolver	73	7.0%
Test reload with a Shotgun	72	6.9%
Load Testing/Development with a MSR	66	6.4%
Training (Military / Defense / Law Enforcement) with a MSR	64	6.2%
Tactical with a MSR	63	6.1%
Dog training with a shotgun	59	5.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	47	4.5%
Silhouette with a traditional centerfire rifle	47	4.5%
Silhouette with a Revolver	47	4.5%
Bowling pin with a semi-automatic Handgun	46	4.4%
IDPA with a semi-automatic Handgun	41	4.0%
Silhouette with a traditional rimfire rifle	40	3.9%
Steel Challenge with a semi-automatic Handgun	33	3.2%
Long range with a MSR	32	3.1%
Silhouette with a MSR	30	2.9%
Load Testing/Development with a traditional rimfire rifle	29	2.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	27	2.6%
Training (Military / Defense / Law Enforcement) with a Revolver	26	2.5%
3 Gun with a semi-automatic Handgun	25	2.4%
Long range with a traditional rimfire rifle	24	2.3%
None of the above	23	2.2%
Bowling pin with a Revolver	22	2.1%
IPSC with a semi-automatic Handgun	21	2.0%
3 Gun with a Shotgun	20	1.9%
3 Gun with a MSR	18	1.7%

Three (3) position with a traditional rimfire rifle	18	1.7%
Tactical with a traditional centerfire rifle	17	1.6%
Cowboy action with a Revolver	15	1.4%
Three (3) position with a traditional centerfire rifle	13	1.3%
Three (3) position with a MSR	13	1.3%
Steel Challenge with a MSR	12	1.2%
Cowboy action with a traditional centerfire rifle	10	1.0%
Steel Challenge with a traditional rimfire rifle	10	1.0%
Cowboy Action with a Shotgun	9	0.9%
Steel Challenge with a traditional centerfire rifle	9	0.9%
Steel Challenge with a Revolver	9	0.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	0.9%
NRA high power with a MSR	7	0.7%
Tactical with a traditional rimfire rifle	7	0.7%
IDPA with a Revolver	5	0.5%
NRA high power with a traditional centerfire rifle	4	0.4%
Cowboy action with a semi-automatic Handgun	2	0.2%
3 Gun with a Revolver	2	0.2%
IPSC with a Revolver	2	0.2%
NRA high power with a traditional rimfire rifle	2	0.2%
3 Gun with a traditional centerfire rifle	1	0.1%
Schuetzen with a traditional centerfire rifle	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
Long range with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	1,037	100.0%

Table C6.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	66	8.8%
Revolver	179	23.9%
Traditional Rimfire Rifle	194	25.9%
Traditional Centerfire Rifle	131	17.5%
MSR	205	27.3%
Shotgun	135	18.0%
Air Rifle	273	36.4%
Traditional or Compound Bow	291	38.8%
Crossbow	62	8.3%
Muzzleloader	167	22.3%
Total	750	100.0%

Table C6.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	167	18.5%
3 Gun with a Shotgun	7	0.8%
5 Stand with a Shotgun	46	5.1%
Cowboy Action with a Shotgun	6	0.7%
Sighting-In with a Shotgun	92	10.2%
Skeet with a Shotgun	213	23.6%
Sporting clays with a Shotgun	170	18.8%
Teaching/Informative with a Shotgun	59	6.5%
Test reload with a Shotgun	49	5.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	59	6.5%
Trap with a Shotgun	180	19.9%
Wobble Trap with a Shotgun	41	4.5%
Plinking or informal target shooting with a traditional centerfire rifle	158	17.5%
3 Gun with a traditional centerfire rifle	6	0.7%
Benchrest with a traditional centerfire rifle	41	4.5%
Cowboy action with a traditional centerfire rifle	5	0.6%
Load Testing/Development with a traditional centerfire rifle	63	7.0%
Long range with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	16	1.8%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	103	11.4%
Silhouette with a traditional centerfire rifle	36	4.0%
Steel Challenge with a traditional centerfire rifle	6	0.7%
Tactical with a traditional centerfire rifle	35	3.9%
Teaching/Informative with a traditional centerfire rifle	101	11.2%
Three (3) position with a traditional centerfire rifle	25	2.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	109	12.1%
Plinking or informal target shooting with a MSR	197	21.8%

3 Gun with a MSR	12	1.3%
Benchrest with a MSR	43	4.8%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	42	4.6%
Long range with a MSR	45	5.0%
NRA high power with a MSR	5	0.6%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	128	14.2%
Silhouette with a MSR	22	2.4%
Steel Challenge with a MSR	7	0.8%
Tactical with a MSR	67	7.4%
Teaching/Informative with a MSR	60	6.6%
Three (3) position with a MSR	19	2.1%
Training (Military / Defense / Law Enforcement) with a MSR	129	14.3%
Plinking or informal target shooting with a semi-automatic Handgun	70	7.7%
3 Gun with a semi-automatic Handgun	5	0.6%
Bowling pin with a semi-automatic Handgun	39	4.3%
Bullseye with a semi-automatic Handgun	39	4.3%
Cowboy action with a semi-automatic Handgun	7	0.8%
IDPA with a semi-automatic Handgun	28	3.1%
IPSC with a semi-automatic Handgun	16	1.8%
Load Testing/Development with a semi-automatic Handgun	36	4.0%
Sighting-in with a semi-automatic Handgun	89	9.8%
Silhouette with a semi-automatic Handgun	49	5.4%
Steel Challenge with a semi-automatic Handgun	21	2.3%
Teaching/Informative with a semi-automatic Handgun	58	6.4%
Testing (Ammo & firearm) with a semi-automatic Handgun	73	8.1%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	141	15.6%
Plinking or informal target shooting with a Revolver	190	21.0%
3 Gun with a Revolver	43	4.8%
Bowling pin with a Revolver	23	2.5%
Bullseye with a Revolver	43	4.8%
Cowboy action with a Revolver	12	1.3%
IDPA with a Revolver	9	1.0%
IPSC with a Revolver	4	0.4%
Load Testing/Development with a Revolver	43	4.8%
Sighting-in with a Revolver	98	10.8%
Silhouette with a Revolver	52	5.8%
Steel Challenge with a Revolver	7	0.8%
Teaching/Informative with a Revolver	60	6.6%
Testing (Ammo & firearm) with a Revolver	89	9.8%
Training (Military / Defense / Law Enforcement) with a Revolver	76	8.4%
Dog training with a shotgun	50	5.5%
Target shooting with a traditional or compound bow	291	32.2%
Target shooting with a crossbow	62	6.9%
Target shooting with a muzzleloader	167	18.5%
Plinking or informal target shooting with a traditional rimfire rifle	214	23.7%

3 Gun with a traditional rimfire rifle	1	0.1%
Benchrest with a traditional rimfire rifle	60	6.6%
Cowboy action with a traditional rimfire rifle	3	0.3%
Load Testing/Development with a traditional rimfire rifle	31	3.4%
Long range with a traditional rimfire rifle	21	2.3%
NRA high power with a traditional rimfire rifle	4	0.4%
Schuetzen with a traditional rimfire rifle	1	0.1%
Sighting-in rifle with a traditional rimfire rifle	160	17.7%
Target shooting with an air rifle at a range	273	30.2%
Silhouette with a traditional rimfire rifle	48	5.3%
Pattern shotgun	120	13.3%
Steel Challenge with a traditional rimfire rifle	9	1.0%
Tactical with a traditional rimfire rifle	6	0.7%
Teaching/Informative with a traditional rimfire rifle	85	9.4%
Three (3) position with a traditional rimfire rifle	42	4.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	47	5.2%
Total	904	100.0%

Current Hunting Activities

Table C6.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	624	86.8%
Shotgun	612	85.1%
Traditional bow/compound bow	326	45.3%
Muzzleloader	288	40.1%
MSR	254	35.3%
Handgun	214	29.8%
Crossbow	139	19.3%
Other	10	1.4%
Total	719	100.0%

Table C6.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	111	16.6%
Deer	586	87.7%
Elk	114	17.1%
Other big game	54	8.1%
Others	38	5.7%
Predators	280	41.9%
Small game	338	50.6%
Turkey	407	60.9%
Upland game birds	328	49.1%
Waterfowl	235	35.2%
Wild pig / feral hog	122	18.3%
Total	668	100.0%

Traditional Centerfire Rifle Activity Interest

Table C6.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	216	44.5%
These activities are not offered at ranges in my area	164	33.8%
I don't know how to get started	106	21.9%
I don't have anybody to go with	96	19.8%
Too expensive	64	13.2%
Other Please describe	21	4.3%
I do not own / have access to this firearm	20	4.1%
Medical reason / disability	16	3.3%
Total	485	100.0%

Table C6.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	60	34.9%
Not enough time	55	32.0%
I don't have anybody to go with	38	22.1%
Too expensive	29	16.9%
These activities are not offered at ranges in my area	22	12.8%
I don't know how to get started	17	9.9%
Other Please describe	8	4.7%
Medical reason / disability	3	1.7%
Total	172	100.0%

Influential Media and Individuals

Table C6.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	469	45.6%
Father	365	35.5%
Self / nobody else	180	17.5%
Aunt / Uncle	104	10.1%
Co-worker	80	7.8%
Another relative	77	7.5%
Sibling	76	7.4%
Grandparent	63	6.1%
Military	48	4.7%
Neighbor	30	2.9%
Spouse	24	2.3%
Other, please specify	24	2.3%
Children / grandchildren	20	1.9%
Mother	11	1.1%
Guide / outfitter	8	0.8%
Total	1,028	100.0%

Table C6.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	436	42.5%
Magazines and Books	338	33.0%
Online videos	301	29.4%
Local clubs or social organizations	225	22.0%
National sportsmen’s conservation organizations	218	21.3%
Hunter education programs	126	12.3%
State wildlife management agencies	105	10.2%
Retailers	98	9.6%
Other, please specify	33	3.2%
Seminars	31	3.0%
Total	1,025	100.0%

Table C6.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	195	65.4%
Professionals hunting/fishing/shooting	191	64.1%
Product reviews	183	61.4%
Non-professionals (home videos) hunting/fishing/shooting	164	55.0%
TV programs (complete or partial episodes)	129	43.3%
Competitions	121	40.6%
Informational/political/talk show style	52	17.4%
Fish and Wildlife agency produced videos	39	13.1%
Other	15	5.0%
Comedy/blooper videos	13	4.4%
Total	298	100.0%

Table C6.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	27	6.2%
Animal Planet	9	2.1%
Comcast SportsNet	4	0.9%
Discovery Channel	65	15.0%
ESPN/ESPN 2	29	6.7%
History Channel	96	22.1%
Military Channel	96	22.1%
National Geographic	28	6.5%
NBC Sports	13	3.0%
Outdoor Channel	348	80.2%
Pursuit Channel	125	28.8%
Sportsman Channel	284	65.4%
Sunshine Network / SUN Sports	2	0.5%
WildTV	11	2.5%
World Fishing Network	14	3.2%
Other national network	15	3.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	95	21.9%
I watched hunting/fishing TV, but don't remember the channel	82	18.9%
Total	434	100.0%

Table C6.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	581	48.1%
An invitation from a friend / family member	386	32.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	355	29.4%
Programming offered by outdoor retailers	345	28.6%
YouTube videos	322	26.7%
Books / magazines	311	25.8%
Membership in a non-profit organization	245	20.3%
Online forums / blogs	168	13.9%
Other Please describe	93	7.7%
None of the above	41	3.4%
Total	1,207	100.0%

Table C6.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	99	29.3%	91	26.4%	75	31.4%	115	35.9%
Google+	63	18.6%	58	16.8%	42	17.6%	53	16.6%
Twitter	13	3.8%	12	3.5%	15	6.3%	17	5.3%
Pinterest	20	5.9%	18	5.2%	16	6.7%	20	6.3%
Magazines	217	64.2%	212	61.4%	146	61.1%	200	62.5%
Instagram	31	9.2%	30	8.7%	24	10.0%	41	12.8%
YouTube	203	60.1%	181	52.5%	130	54.4%	269	84.1%
Television programs	163	48.2%	141	40.9%	104	43.5%	146	45.6%
Online Forums	120	35.5%	112	32.5%	77	32.2%	149	46.6%
Newsletter from hunting / wildlife groups or organizations	96	28.4%	109	31.6%	83	34.7%	69	21.6%
Fish / Wildlife Agency for My State of Residence	85	25.1%	120	34.8%	74	31.0%	60	18.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	44	13.0%	63	18.3%	53	22.2%	33	10.3%
Other	10	3.0%	9	2.6%	7	2.9%	6	1.9%
None of The Above	17	5.0%	27	7.8%	18	7.5%	9	2.8%
Total	338	100.0%	345	100.0%	239	100.0%	320	100.0%

Table C6.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	164	28.7%	78	25.4%	54	32.7%	95	24.9%
	Google+	98	17.1%	52	16.9%	30	18.2%	60	15.7%
	Twitter	24	4.2%	18	5.9%	11	6.7%	17	4.5%
	Pinterest	28	4.9%	16	5.2%	13	7.9%	15	3.9%
	Magazines	343	60.0%	233	75.9%	116	70.3%	228	59.7%
	Instagram	51	8.9%	32	10.4%	21	12.7%	25	6.5%
	YouTube	314	54.9%	175	57.0%	122	73.9%	187	49.0%
	Television programs	233	40.7%	153	49.8%	75	45.5%	158	41.4%
	Online Forums	193	33.7%	105	34.2%	112	67.9%	99	25.9%
	Newsletter from hunting / wildlife groups or organizations	135	23.6%	84	27.4%	44	26.7%	98	25.7%
	Fish / Wildlife Agency for My State of Residence	132	23.1%	73	23.8%	28	17.0%	88	23.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	71	12.4%	45	14.7%	13	7.9%	38	9.9%
	Other	11	1.9%	5	1.6%	4	2.4%	9	2.4%
	None of The Above	42	7.3%	14	4.6%	5	3.0%	40	10.5%
Total		572	100.0%	307	100.0%	165	100.0%	382	100.0%

NRA High Power with a Traditional Centerfire Rifle

This section includes those who are interested in shooting NRA high power with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C7.1) **What is your current age?**

	Count	Column Percent
18 to 24	16	2.4%
25 to 34	53	8.1%
35 to 44	117	17.8%
45 to 54	165	25.1%
55 to 64	192	29.2%
65 and older	115	17.5%
Total	658	100.0%

Table C7.2) **What is your gender?**

	Count	Column Percent
Male	647	98.0%
Female	13	2.0%
Total	660	100.0%

Table C7.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	26	4.0%
\$20,000 to \$29,999	22	3.4%
\$30,000 to \$39,999	29	4.4%
\$40,000 to \$49,999	65	9.9%
\$50,000 to \$74,999	138	21.1%
\$75,000 to \$99,999	116	17.7%
\$100,000 to \$149,999	159	24.3%
\$150,000 to \$200,000	52	7.9%
More than \$200,000	48	7.3%
Total	655	100.0%

Table C7.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	0.8%
High school graduation	133	20.2%
Trade school, associates degree or similar	245	37.2%
Bachelors degree	194	29.4%
Masters degree	65	9.9%
Ph D and higher	17	2.6%
Total	659	100.0%

Table C7.5) In which region do you live?

	Count	Column Percent
Northeast	100	15.1%
Midwest	194	29.3%
South	248	37.5%
West	117	17.7%
Canada	2	0.3%
Total	661	100.0%

Introduction to Shooting

Table C7.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	447	66.4%
11 to 17 years old	160	23.8%
18 to 24 years old	40	5.9%
25 to 34 years old	6	0.9%
35 to 44 years old	12	1.8%
45 to 54 years old	3	0.4%
55 to 64 years old	5	0.7%
65 years and older	0	0.0%
Total	673	100.0%

Table C7.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	127	18.9%
Blackpowder or muzzleloader	6	0.9%
Compound bow	2	0.3%
Crossbow	0	0.0%
MSR	7	1.0%
Revolver	46	6.8%
Shotgun	104	15.5%
semi-automatic handgun	62	9.2%
Traditional bow	7	1.0%
Traditional rifle (Centerfire)	42	6.2%
Traditional rifle (Rimfire)	270	40.1%
Other	0	0.0%
Total	673	100.0%

Table C7.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.1%
Benchrest	9	1.3%
Cowboy action	1	0.1%
Long range	5	0.7%
Pattern shotgun	8	1.2%
Plinking or informal target shooting	556	82.7%
Silhouette	7	1.0%
Skeet	10	1.5%
Sporting clays	8	1.2%
Steel Challenge	1	0.1%
Tactical	2	0.3%
Test reload	1	0.1%
Training (Military, Defense, Law Enforcement)	11	1.6%
Trap	4	0.6%
Target archery	7	1.0%
Field archery	1	0.1%
3D archery	1	0.1%
Other Please describe:	39	5.8%
Total	672	100.0%

Table C7.9) Who took you shooting for the first time?

	Count	Column Percent
Father	421	63.8%
Friend	79	12.0%
Grandparent	74	11.2%
Aunt / Uncle	59	8.9%
Sibling	32	4.8%
Nobody / I shot alone when I first went shooting	32	4.8%
Camp / Summer camp	24	3.6%
Mother	22	3.3%
Another relative	17	2.6%
Neighbor	12	1.8%
Military	12	1.8%
Co-worker	6	0.9%
Other	3	0.5%
Spouse	2	0.3%
Guide / outfitter	1	0.2%
Total	660	100.0%

Table C7.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	506	77.8%
Tradition / way of life	346	53.2%
Spend time with family or friends who already shot	343	52.8%
It's relaxing / an escape	342	52.6%
Wanted to spend more time outdoors	288	44.3%
I wanted a challenge / adventure	248	38.2%
Training for hunting	158	24.3%
To teach someone else / introduce my children or others to shooting	143	22.0%
Protection / self defense	142	21.8%
Wanted to try a new sport	132	20.3%
Training (military, police, etc.)	122	18.8%
Media (television, magazines, movies)	25	3.8%
Other Please write in	9	1.4%
Total	650	100.0%

Table C7.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	160	23.8%
1 year	93	13.8%
2 - 5 years	231	34.3%
6 - 10 years	52	7.7%
More than 10 years	79	11.7%
I have only ever participated in [the shooting activity that I first participated in]	58	8.6%
Total	673	100.0%

Table C7.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	521	85.4%
3 Gun with a semi-automatic handgun	32	5.2%
Bowling pin with a semi-automatic handgun	70	11.5%
Bullseye with a semi-automatic handgun	156	25.6%
Cowboy action with a semi-automatic handgun	15	2.5%
IDPA with a semi-automatic handgun	52	8.5%
IPSC with a semi-automatic handgun	36	5.9%
Load Testing/Development with a semi-automatic handgun	135	22.1%
Sighting-in with a semi-automatic handgun	357	58.5%
Silhouette with a semi-automatic handgun	187	30.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	75	12.3%
Teaching/Informative with a semi-automatic handgun	226	37.0%
Testing (Ammo & firearm) with a semi-automatic handgun	278	45.6%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	217	35.6%
Other Please describe with a semi-automatic handgun	24	3.9%
Plinking or informal target shooting with a revolver	503	82.5%
3 Gun with a revolver	2	0.3%
Bowling pin with a revolver	39	6.4%
Bullseye with a revolver	119	19.5%
Cowboy action with a revolver	27	4.4%
IDPA with a revolver	11	1.8%
IPSC with a revolver	9	1.5%
Load Testing/Development with a revolver	126	20.7%
Sighting-in with a revolver	255	41.8%
Silhouette with a revolver	133	21.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	32	5.2%
Teaching/Informative with a revolver	156	25.6%
Testing (Ammo & firearm) with a revolver	217	35.6%
Training (Military, Defense, Law Enforcement) with a revolver	101	16.6%

Other Please describe with a revolver	19	3.1%
Plinking or informal target shooting with a traditional rimfire rifle	557	91.3%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	177	29.0%
Cowboy action with a traditional rimfire rifle	7	1.1%
Load Testing/Development with a traditional rimfire rifle	93	15.2%
Long range with a traditional rimfire rifle	157	25.7%
NRA high power with a traditional rimfire rifle	6	1.0%
Schuetzen with a traditional rimfire rifle	3	0.5%
Sighting-in rifle with a traditional rimfire rifle	402	65.9%
Silhouette with a traditional rimfire rifle	136	22.3%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	32	5.2%
Tactical with a traditional rimfire rifle	47	7.7%
Teaching/Informative with a traditional rimfire rifle	211	34.6%
Three (3) position with a traditional rimfire rifle	62	10.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	64	10.5%
Other Please describe with a traditional rimfire rifle	32	5.2%
Plinking or informal target shooting with a traditional centerfire rifle	515	84.4%
3 Gun with a traditional centerfire rifle	9	1.5%
Benchrest with a traditional centerfire rifle	244	40.0%
Cowboy action with a traditional centerfire rifle	11	1.8%
Load Testing/Development with a traditional centerfire rifle	248	40.7%
Long range with a traditional centerfire rifle	340	55.7%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	5	0.8%
Sighting-in rifle with a traditional centerfire rifle	445	73.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	150	24.6%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	44	7.2%
Tactical with a traditional centerfire rifle	112	18.4%
Teaching/Informative with a traditional centerfire rifle	223	36.6%
Three (3) position with a traditional centerfire rifle	50	8.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	154	25.2%
Other Please describe with a traditional centerfire rifle	26	4.3%
Plinking or informal target shooting with an MSR	430	70.5%
3 Gun with an MSR	31	5.1%
Benchrest with an MSR	138	22.6%
Cowboy action with an MSR	3	0.5%
Load Testing/Development with an MSR	147	24.1%
Long range with an MSR	191	31.3%
NRA high power with an MSR	7	1.1%

Schuetzen with an MSR	3	0.5%
Sighting-in rifle with an MSR	321	52.6%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	78	12.8%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	34	5.6%
Tactical with an MSR	149	24.4%
Teaching/Informative with an MSR	174	28.5%
Three (3) position with an MSR	36	5.9%
Training (Military, Defense, Law Enforcement) with an MSR	179	29.3%
Other Please describe with an MSR	12	2.0%
Informal (backyard, testing) with a shotgun	427	70.0%
3 Gun with a shotgun	32	5.2%
5 Stand with a shotgun	96	15.7%
Cowboy Action with a shotgun	12	2.0%
Dog training with a shotgun	107	17.5%
Other with a shotgun	10	1.6%
Pattern shotgun with a shotgun	309	50.7%
Sighting-In with a shotgun	254	41.6%
Skeet with a shotgun	359	58.9%
Sporting clays with a shotgun	364	59.7%
Teaching/Informative with a shotgun	179	29.3%
Test reload with a shotgun	129	21.1%
Training (Military, Defense, Law Enforcement) with a shotgun	120	19.7%
Trap with a shotgun	336	55.1%
Wobble Trap with a shotgun	98	16.1%
Other Please describe with a shotgun	34	5.6%
Total	610	100.0%

Current Recreational Shooting Activities

Table C7.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	536	88.0%
Traditional Centerfire Rifle	510	83.7%
Traditional Rimfire Rifle	481	79.0%
Shotgun	472	77.5%
Revolver	436	71.6%
MSR	341	56.0%
Traditional or Compound Bow	192	31.5%
Muzzleloader	150	24.6%
Crossbow	88	14.4%
None of the Above	10	1.6%
Total	609	100.0%

Table C7.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	478	78.2%
Plinking or informal target shooting with a traditional rimfire rifle	435	71.2%
Plinking or informal target shooting with a traditional centerfire rifle	427	69.9%
Plinking or informal target shooting with a Revolver	390	63.8%
Sighting-in rifle with a traditional centerfire rifle	385	63.0%
Informal (backyard or testing) with a Shotgun	314	51.4%
Sighting-in with a semi-automatic Handgun	309	50.6%
Plinking or informal target shooting with a MSR	306	50.1%
Sighting-in rifle with a traditional rimfire rifle	306	50.1%
Long range with a traditional centerfire rifle	271	44.4%
Sporting clays with a Shotgun	249	40.8%
Sighting-in rifle with a MSR	222	36.3%
Trap with a Shotgun	219	35.8%
Pattern shotgun	219	35.8%
Skeet with a Shotgun	218	35.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	213	34.9%
Benchrest with a traditional centerfire rifle	209	34.2%
Target shooting with a traditional or compound bow	192	31.4%
Teaching/Informative with a semi-automatic Handgun	187	30.6%
Sighting-in with a Revolver	185	30.3%
Sighting-In with a Shotgun	181	29.6%
Load Testing/Development with a traditional centerfire rifle	181	29.6%
Teaching/Informative with a traditional centerfire rifle	150	24.5%

Target shooting with a muzzleloader	150	24.5%
Testing (Ammo & firearm) with a Revolver	148	24.2%
Silhouette with a semi-automatic Handgun	145	23.7%
Teaching/Informative with a traditional rimfire rifle	141	23.1%
Bullseye with a semi-automatic Handgun	129	21.1%
Teaching/Informative with a Shotgun	126	20.6%
Benchrest with a traditional rimfire rifle	122	20.0%
Teaching/Informative with a MSR	114	18.7%
Teaching/Informative with a Revolver	108	17.7%
Long range with a MSR	107	17.5%
Load Testing/Development with a semi-automatic Handgun	103	16.9%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	103	16.9%
Target shooting with an air rifle at a range	102	16.7%
Silhouette with a traditional centerfire rifle	97	15.9%
Load Testing/Development with a MSR	95	15.5%
Target shooting with a crossbow	88	14.4%
Test reload with a Shotgun	87	14.2%
Long range with a traditional rimfire rifle	87	14.2%
Load Testing/Development with a Revolver	85	13.9%
Tactical with a MSR	84	13.7%
Bullseye with a Revolver	80	13.1%
Silhouette with a Revolver	80	13.1%
Benchrest with a MSR	79	12.9%
Silhouette with a traditional rimfire rifle	72	11.8%
Wobble Trap with a Shotgun	68	11.1%
Training (Military / Defense / Law Enforcement) with a MSR	67	11.0%
5 Stand with a Shotgun	65	10.6%
Dog training with a shotgun	60	9.8%
Tactical with a traditional centerfire rifle	59	9.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	53	8.7%
Load Testing/Development with a traditional rimfire rifle	47	7.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	46	7.5%
Silhouette with a MSR	43	7.0%
Steel Challenge with a semi-automatic Handgun	42	6.9%
Bowling pin with a semi-automatic Handgun	41	6.7%
Training (Military / Defense / Law Enforcement) with a Revolver	35	5.7%
IDPA with a semi-automatic Handgun	33	5.4%
Steel Challenge with a traditional centerfire rifle	28	4.6%
3 Gun with a Shotgun	25	4.1%
3 Gun with a semi-automatic Handgun	25	4.1%
3 Gun with a MSR	21	3.4%

Bowling pin with a Revolver	19	3.1%
Three (3) position with a traditional rimfire rifle	18	2.9%
Three (3) position with a traditional centerfire rifle	17	2.8%
Tactical with a traditional rimfire rifle	17	2.8%
Steel Challenge with a MSR	16	2.6%
Steel Challenge with a Revolver	16	2.6%
Steel Challenge with a traditional rimfire rifle	15	2.5%
Three (3) position with a MSR	13	2.1%
Cowboy action with a Revolver	13	2.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	12	2.0%
IPSC with a semi-automatic Handgun	10	1.6%
None of the above	10	1.6%
Cowboy action with a traditional centerfire rifle	6	1.0%
Cowboy action with a semi-automatic Handgun	6	1.0%
Cowboy Action with a Shotgun	5	0.8%
Cowboy action with a traditional rimfire rifle	5	0.8%
Schuetzen with a traditional centerfire rifle	3	0.5%
IDPA with a Revolver	3	0.5%
NRA high power with a MSR	2	0.3%
3 Gun with a Revolver	2	0.3%
NRA high power with a traditional rimfire rifle	2	0.3%
3 Gun with a traditional centerfire rifle	1	0.2%
Cowboy action with a MSR	1	0.2%
IPSC with a Revolver	1	0.2%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	611	100.0%

Table C7.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	34	7.8%
Revolver	94	21.6%
Traditional Rimfire Rifle	97	22.2%
Traditional Centerfire Rifle	47	10.8%
MSR	133	30.5%
Shotgun	76	17.4%
Air Rifle	152	34.9%
Traditional or Compound Bow	186	42.7%
Crossbow	49	11.2%
Muzzleloader	115	26.4%
Total	436	100.0%

Table C7.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	113	20.7%
3 Gun with a Shotgun	7	1.3%
5 Stand with a Shotgun	31	5.7%
Cowboy Action with a Shotgun	7	1.3%
Sighting-In with a Shotgun	73	13.3%
Skeet with a Shotgun	141	25.8%
Sporting clays with a Shotgun	115	21.0%
Teaching/Informative with a Shotgun	53	9.7%
Test reload with a Shotgun	42	7.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	66	12.1%
Trap with a Shotgun	117	21.4%
Wobble Trap with a Shotgun	30	5.5%
Plinking or informal target shooting with a traditional centerfire rifle	88	16.1%
3 Gun with a traditional centerfire rifle	8	1.5%
Benchrest with a traditional centerfire rifle	35	6.4%
Cowboy action with a traditional centerfire rifle	5	0.9%
Load Testing/Development with a traditional centerfire rifle	67	12.2%
Long range with a traditional centerfire rifle	69	12.6%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	2	0.4%
Sighting-in rifle with a traditional centerfire rifle	60	11.0%
Silhouette with a traditional centerfire rifle	53	9.7%
Steel Challenge with a traditional centerfire rifle	16	2.9%
Tactical with a traditional centerfire rifle	53	9.7%
Teaching/Informative with a traditional centerfire rifle	73	13.3%
Three (3) position with a traditional centerfire rifle	33	6.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	106	19.4%
Plinking or informal target shooting with a MSR	124	22.7%

3 Gun with a MSR	10	1.8%
Benchrest with a MSR	59	10.8%
Cowboy action with a MSR	2	0.4%
Load Testing/Development with a MSR	52	9.5%
Long range with a MSR	84	15.4%
NRA high power with a MSR	5	0.9%
Schuetzen with a MSR	3	0.5%
Sighting-in rifle with a MSR	99	18.1%
Silhouette with a MSR	35	6.4%
Steel Challenge with a MSR	18	3.3%
Tactical with a MSR	65	11.9%
Teaching/Informative with a MSR	60	11.0%
Three (3) position with a MSR	23	4.2%
Training (Military / Defense / Law Enforcement) with a MSR	110	20.1%
Plinking or informal target shooting with a semi-automatic Handgun	43	7.9%
3 Gun with a semi-automatic Handgun	7	1.3%
Bowling pin with a semi-automatic Handgun	29	5.3%
Bullseye with a semi-automatic Handgun	27	4.9%
Cowboy action with a semi-automatic Handgun	9	1.6%
IDPA with a semi-automatic Handgun	19	3.5%
IPSC with a semi-automatic Handgun	26	4.8%
Load Testing/Development with a semi-automatic Handgun	32	5.9%
Sighting-in with a semi-automatic Handgun	48	8.8%
Silhouette with a semi-automatic Handgun	42	7.7%
Steel Challenge with a semi-automatic Handgun	33	6.0%
Teaching/Informative with a semi-automatic Handgun	39	7.1%
Testing (Ammo & firearm) with a semi-automatic Handgun	65	11.9%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	106	19.4%
Plinking or informal target shooting with a Revolver	113	20.7%
3 Gun with a Revolver	37	6.8%
Bowling pin with a Revolver	20	3.7%
Bullseye with a Revolver	39	7.1%
Cowboy action with a Revolver	14	2.6%
IDPA with a Revolver	8	1.5%
IPSC with a Revolver	8	1.5%
Load Testing/Development with a Revolver	41	7.5%
Sighting-in with a Revolver	70	12.8%
Silhouette with a Revolver	53	9.7%
Steel Challenge with a Revolver	16	2.9%
Teaching/Informative with a Revolver	48	8.8%
Testing (Ammo & firearm) with a Revolver	69	12.6%
Training (Military / Defense / Law Enforcement) with a Revolver	62	11.3%
Dog training with a shotgun	47	8.6%
Target shooting with a traditional or compound bow	186	34.0%
Target shooting with a crossbow	49	9.0%
Target shooting with a muzzleloader	115	21.0%
Plinking or informal target shooting with a traditional rimfire rifle	122	22.3%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	55	10.1%
Cowboy action with a traditional rimfire rifle	2	0.4%
Load Testing/Development with a traditional rimfire rifle	46	8.4%
Long range with a traditional rimfire rifle	70	12.8%
NRA high power with a traditional rimfire rifle	4	0.7%
Schuetzen with a traditional rimfire rifle	5	0.9%
Sighting-in rifle with a traditional rimfire rifle	96	17.6%
Target shooting with an air rifle at a range	152	27.8%
Silhouette with a traditional rimfire rifle	64	11.7%
Pattern shotgun	90	16.5%
Steel Challenge with a traditional rimfire rifle	17	3.1%
Tactical with a traditional rimfire rifle	30	5.5%
Teaching/Informative with a traditional rimfire rifle	70	12.8%
Three (3) position with a traditional rimfire rifle	44	8.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	51	9.3%
Total	547	100.0%

Current Hunting Activities

Table C7.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	364	91.0%
Shotgun	344	86.0%
MSR	194	48.5%
Traditional bow/compound bow	179	44.8%
Muzzleloader	168	42.0%
Handgun	168	42.0%
Crossbow	82	20.5%
Other	16	4.0%
Total	400	100.0%

Table C7.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	64	17.2%
Deer	326	87.6%
Elk	70	18.8%
Other big game	39	10.5%
Others	22	5.9%
Predators	183	49.2%
Small game	212	57.0%
Turkey	209	56.2%
Upland game birds	207	55.6%
Waterfowl	131	35.2%
Wild pig / feral hog	100	26.9%
Total	372	100.0%

Traditional Centerfire Rifle Activity Interest

Table C7.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	127	44.4%
These activities are not offered at ranges in my area	108	37.8%
I don't know how to get started	77	26.9%
I don't have anybody to go with	64	22.4%
Too expensive	53	18.5%
Medical reason / disability	11	3.8%
Other Please describe	11	3.8%
I do not own / have access to this firearm	8	2.8%
Total	286	100.0%

Table C7.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	19	35.8%
Not enough time	18	34.0%
I don't have anybody to go with	11	20.8%
Too expensive	11	20.8%
I don't know how to get started	11	20.8%
These activities are not offered at ranges in my area	8	15.1%
Other Please describe	2	3.8%
Medical reason / disability	0	0.0%
Total	53	100.0%

Influential Media and Individuals

Table C7.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	280	46.7%
Father	220	36.7%
Self / nobody else	110	18.3%
Aunt / Uncle	65	10.8%
Grandparent	64	10.7%
Co-worker	55	9.2%
Military	49	8.2%
Sibling	46	7.7%
Another relative	44	7.3%
Neighbor	25	4.2%
Other, please specify	19	3.2%
Spouse	15	2.5%
Mother	11	1.8%
Guide / outfitter	11	1.8%
Children / grandchildren	8	1.3%
Total	600	100.0%

Table C7.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	293	48.7%
Magazines and Books	204	33.9%
Online videos	198	32.9%
Local clubs or social organizations	159	26.4%
National sportsmen’s conservation organizations	136	22.6%
Hunter education programs	97	16.1%
Retailers	85	14.1%
State wildlife management agencies	75	12.5%
Seminars	28	4.7%
Other, please specify	27	4.5%
Total	602	100.0%

Table C7.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	139	70.9%
How-to videos	131	66.8%
Product reviews	127	64.8%
Competitions	108	55.1%
Non-professionals (home videos) hunting/fishing/shooting	104	53.1%
TV programs (complete or partial episodes)	103	52.6%
Informational/political/talk show style	42	21.4%
Fish and Wildlife agency produced videos	25	12.8%
Comedy/blooper videos	13	6.6%
Other	9	4.6%
Total	196	100.0%

Table C7.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	33	11.3%
Animal Planet	10	3.4%
Comcast SportsNet	3	1.0%
Discovery Channel	64	21.9%
ESPN/ESPN 2	22	7.5%
History Channel	104	35.6%
Military Channel	99	33.9%
National Geographic	37	12.7%
NBC Sports	6	2.1%
Outdoor Channel	239	81.8%
Pursuit Channel	86	29.5%
Sportsman Channel	198	67.8%
Sunshine Network / SUN Sports	2	0.7%
WildTV	8	2.7%
World Fishing Network	8	2.7%
Other national network	11	3.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	76	26.0%
I watched hunting/fishing TV, but don't remember the channel	56	19.2%
Total	292	100.0%

Table C7.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	327	49.3%
Programming offered by outdoor retailers	244	36.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	237	35.7%
An invitation from a friend / family member	198	29.9%
Books / magazines	192	29.0%
Membership in a non-profit organization	169	25.5%
YouTube videos	169	25.5%
Online forums / blogs	115	17.3%
Other Please describe	55	8.3%
None of the above	18	2.7%
Total	663	100.0%

Table C7.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	62	25.7%	69	29.5%	48	29.4%	60	35.9%
Google+	49	20.3%	50	21.4%	37	22.7%	30	18.0%
Twitter	13	5.4%	12	5.1%	11	6.7%	12	7.2%
Pinterest	19	7.9%	15	6.4%	14	8.6%	16	9.6%
Magazines	181	75.1%	166	70.9%	114	69.9%	116	69.5%
Instagram	19	7.9%	19	8.1%	20	12.3%	15	9.0%
YouTube	127	52.7%	121	51.7%	85	52.1%	141	84.4%
Television programs	124	51.5%	114	48.7%	80	49.1%	77	46.1%
Online Forums	82	34.0%	82	35.0%	54	33.1%	73	43.7%
Newsletter from hunting / wildlife groups or organizations	83	34.4%	97	41.5%	71	43.6%	43	25.7%
Fish / Wildlife Agency for My State of Residence	77	32.0%	88	37.6%	67	41.1%	35	21.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	39	16.2%	49	20.9%	43	26.4%	22	13.2%
Other	6	2.5%	7	3.0%	5	3.1%	4	2.4%
None of The Above	13	5.4%	11	4.7%	11	6.7%	3	1.8%
Total	241	100.0%	234	100.0%	163	100.0%	167	100.0%

Table C7.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	97	30.0%	52	27.4%	34	29.8%	49	25.0%
Google+	70	21.7%	43	22.6%	21	18.4%	38	19.4%
Twitter	26	8.0%	11	5.8%	9	7.9%	8	4.1%
Pinterest	24	7.4%	16	8.4%	12	10.5%	8	4.1%
Magazines	222	68.7%	159	83.7%	88	77.2%	131	66.8%
Instagram	32	9.9%	14	7.4%	11	9.6%	12	6.1%
YouTube	173	53.6%	102	53.7%	82	71.9%	88	44.9%
Television programs	149	46.1%	116	61.1%	61	53.5%	90	45.9%
Online Forums	122	37.8%	64	33.7%	69	60.5%	51	26.0%
Newsletter from hunting / wildlife groups or organizations	101	31.3%	67	35.3%	37	32.5%	63	32.1%
Fish / Wildlife Agency for My State of Residence	96	29.7%	52	27.4%	27	23.7%	63	32.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	51	15.8%	37	19.5%	12	10.5%	29	14.8%
Other	7	2.2%	6	3.2%	3	2.6%	0	0.0%
None of The Above	18	5.6%	4	2.1%	3	2.6%	19	9.7%
Total	323	100.0%	190	100.0%	114	100.0%	196	100.0%

Schuetzen with a Traditional Centerfire Rifle

This section includes those who are interested in shooting Schuetzen with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C8.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	5.4%
25 to 34	18	13.8%
35 to 44	30	23.1%
45 to 54	29	22.3%
55 to 64	26	20.0%
65 and older	20	15.4%
Total	130	100.0%

Table C8.2) **What is your gender?**

	Count	Column Percent
Male	130	99.2%
Female	1	0.8%
Total	131	100.0%

Table C8.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	12	9.2%
\$20,000 to \$29,999	6	4.6%
\$30,000 to \$39,999	6	4.6%
\$40,000 to \$49,999	12	9.2%
\$50,000 to \$74,999	28	21.5%
\$75,000 to \$99,999	20	15.4%
\$100,000 to \$149,999	30	23.1%
\$150,000 to \$200,000	9	6.9%
More than \$200,000	7	5.4%
Total	130	100.0%

Table C8.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	29	22.1%
Trade school, associates degree or similar	37	28.2%
Bachelors degree	45	34.4%
Masters degree	17	13.0%
Ph D and higher	3	2.3%
Total	131	100.0%

Table C8.5) In which region do you live?

	Count	Column Percent
Northeast	15	11.5%
Midwest	34	26.0%
South	47	35.9%
West	35	26.7%
Canada	0	0.0%
Total	131	100.0%

Introduction to Shooting

Table C8.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	95	69.3%
11 to 17 years old	31	22.6%
18 to 24 years old	6	4.4%
25 to 34 years old	1	0.7%
35 to 44 years old	2	1.5%
45 to 54 years old	0	0.0%
55 to 64 years old	2	1.5%
65 years and older	0	0.0%
Total	137	100.0%

Table C8.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	27	19.7%
Blackpowder or muzzleloader	1	0.7%
Compound bow	1	0.7%
Crossbow	0	0.0%
MSR	1	0.7%
Revolver	13	9.5%
Shotgun	23	16.8%
semi-automatic handgun	7	5.1%
Traditional bow	0	0.0%
Traditional rifle (Centerfire)	13	9.5%
Traditional rifle (Rimfire)	51	37.2%
Other	0	0.0%
Total	137	100.0%

Table C8.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	1	0.7%
Cowboy action	2	1.5%
Long range	1	0.7%
Pattern shotgun	3	2.2%
Plinking or informal target shooting	110	80.3%
Silhouette	1	0.7%
Skeet	1	0.7%
Sporting clays	3	2.2%
Training (Military, Defense, Law Enforcement)	2	1.5%
Trap	1	0.7%
Other Please describe:	12	8.8%
Total	137	100.0%

Table C8.9) Who took you shooting for the first time?

	Count	Column Percent
Father	90	67.7%
Grandparent	20	15.0%
Friend	16	12.0%
Aunt / Uncle	15	11.3%
Sibling	8	6.0%
Mother	7	5.3%
Nobody / I shot alone when I first went shooting	6	4.5%
Military	5	3.8%
Another relative	5	3.8%
Camp / Summer camp	4	3.0%
Neighbor	3	2.3%
Co-worker	2	1.5%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	133	100.0%

Table C8.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	92	69.7%
Tradition / way of life	80	60.6%
Spend time with family or friends who already shot	76	57.6%
It's relaxing / an escape	69	52.3%
Wanted to spend more time outdoors	56	42.4%
I wanted a challenge / adventure	53	40.2%
Training for hunting	42	31.8%
Wanted to try a new sport	38	28.8%
To teach someone else / introduce my children or others to shooting	30	22.7%
Protection / self defense	30	22.7%
Training (military, police, etc.)	24	18.2%
Media (television, magazines, movies)	7	5.3%
Other Please write in	3	2.3%
Total	132	100.0%

Table C8.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	34	24.8%
1 year	20	14.6%
2 - 5 years	34	24.8%
6 - 10 years	18	13.1%
More than 10 years	18	13.1%
I have only ever participated in [the shooting activity that I first participated in]	13	9.5%
Total	137	100.0%

Table C8.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	108	87.8%
3 Gun with a semi-automatic handgun	5	4.1%
Bowling pin with a semi-automatic handgun	14	11.4%
Bullseye with a semi-automatic handgun	36	29.3%
Cowboy action with a semi-automatic handgun	5	4.1%
IDPA with a semi-automatic handgun	7	5.7%
IPSC with a semi-automatic handgun	5	4.1%
Load Testing/Development with a semi-automatic handgun	30	24.4%
Sighting-in with a semi-automatic handgun	82	66.7%
Silhouette with a semi-automatic handgun	41	33.3%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	19	15.4%
Teaching/Informative with a semi-automatic handgun	52	42.3%
Testing (Ammo & firearm) with a semi-automatic handgun	52	42.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	48	39.0%
Other Please describe with a semi-automatic handgun	1	0.8%
Plinking or informal target shooting with a revolver	107	87.0%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	10	8.1%
Bullseye with a revolver	32	26.0%
Cowboy action with a revolver	8	6.5%
IDPA with a revolver	2	1.6%
IPSC with a revolver	1	0.8%
Load Testing/Development with a revolver	24	19.5%
Sighting-in with a revolver	61	49.6%
Silhouette with a revolver	29	23.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	10	8.1%
Teaching/Informative with a revolver	42	34.1%
Testing (Ammo & firearm) with a revolver	48	39.0%
Training (Military, Defense, Law Enforcement) with a revolver	20	16.3%

Other Please describe with a revolver	2	1.6%
Plinking or informal target shooting with a traditional rimfire rifle	116	94.3%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	30	24.4%
Cowboy action with a traditional rimfire rifle	3	2.4%
Load Testing/Development with a traditional rimfire rifle	24	19.5%
Long range with a traditional rimfire rifle	34	27.6%
NRA high power with a traditional rimfire rifle	1	0.8%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	79	64.2%
Silhouette with a traditional rimfire rifle	30	24.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	11	8.9%
Tactical with a traditional rimfire rifle	10	8.1%
Teaching/Informative with a traditional rimfire rifle	49	39.8%
Three (3) position with a traditional rimfire rifle	17	13.8%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	19	15.4%
Other Please describe with a traditional rimfire rifle	7	5.7%
Plinking or informal target shooting with a traditional centerfire rifle	106	86.2%
3 Gun with a traditional centerfire rifle	3	2.4%
Benchrest with a traditional centerfire rifle	47	38.2%
Cowboy action with a traditional centerfire rifle	5	4.1%
Load Testing/Development with a traditional centerfire rifle	52	42.3%
Long range with a traditional centerfire rifle	61	49.6%
NRA high power with a traditional centerfire rifle	9	7.3%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	93	75.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	32	26.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	13	10.6%
Tactical with a traditional centerfire rifle	31	25.2%
Teaching/Informative with a traditional centerfire rifle	50	40.7%
Three (3) position with a traditional centerfire rifle	19	15.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	34	27.6%
Other Please describe with a traditional centerfire rifle	5	4.1%
Plinking or informal target shooting with an MSR	89	72.4%
3 Gun with an MSR	6	4.9%
Benchrest with an MSR	29	23.6%
Cowboy action with an MSR	1	0.8%
Load Testing/Development with an MSR	34	27.6%
Long range with an MSR	34	27.6%
NRA high power with an MSR	3	2.4%

Schuetzen with an MSR	2	1.6%
Sighting-in rifle with an MSR	65	52.8%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	20	16.3%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	8.9%
Tactical with an MSR	36	29.3%
Teaching/Informative with an MSR	40	32.5%
Three (3) position with an MSR	13	10.6%
Training (Military, Defense, Law Enforcement) with an MSR	37	30.1%
Other Please describe with an MSR	1	0.8%
Informal (backyard, testing) with a shotgun	90	73.2%
3 Gun with a shotgun	5	4.1%
5 Stand with a shotgun	21	17.1%
Cowboy Action with a shotgun	3	2.4%
Dog training with a shotgun	22	17.9%
Other with a shotgun	1	0.8%
Pattern shotgun with a shotgun	60	48.8%
Sighting-In with a shotgun	52	42.3%
Skeet with a shotgun	70	56.9%
Sporting clays with a shotgun	69	56.1%
Teaching/Informative with a shotgun	37	30.1%
Test reload with a shotgun	19	15.4%
Training (Military, Defense, Law Enforcement) with a shotgun	25	20.3%
Trap with a shotgun	67	54.5%
Wobble Trap with a shotgun	17	13.8%
Other Please describe with a shotgun	7	5.7%
Total	123	100.0%

Current Recreational Shooting Activities

Table C8.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	111	89.5%
Traditional Centerfire Rifle	107	86.3%
Traditional Rimfire Rifle	106	85.5%
Shotgun	96	77.4%
Revolver	93	75.0%
MSR	76	61.3%
Traditional or Compound Bow	50	40.3%
Muzzleloader	39	31.5%
Crossbow	17	13.7%
None of the Above	1	0.8%
Total	124	100.0%

Table C8.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	99	79.8%
Plinking or informal target shooting with a traditional rimfire rifle	98	79.0%
Plinking or informal target shooting with a traditional centerfire rifle	95	76.6%
Plinking or informal target shooting with a Revolver	86	69.4%
Sighting-in rifle with a traditional centerfire rifle	82	66.1%
Informal (backyard or testing) with a Shotgun	72	58.1%
Plinking or informal target shooting with a MSR	71	57.3%
Sighting-in rifle with a traditional rimfire rifle	71	57.3%
Sighting-in with a semi-automatic Handgun	69	55.6%
Target shooting with a traditional or compound bow	50	40.3%
Sporting clays with a Shotgun	49	39.5%
Pattern shotgun	48	38.7%
Skeet with a Shotgun	47	37.9%
Long range with a traditional centerfire rifle	47	37.9%
Sighting-in rifle with a MSR	47	37.9%
Sighting-in with a Revolver	47	37.9%
Sighting-In with a Shotgun	45	36.3%
Trap with a Shotgun	45	36.3%
Load Testing/Development with a traditional centerfire rifle	43	34.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	43	34.7%
Benchrest with a traditional centerfire rifle	41	33.1%
Teaching/Informative with a semi-automatic Handgun	41	33.1%
Target shooting with a muzzleloader	39	31.5%

Teaching/Informative with a traditional centerfire rifle	35	28.2%
Teaching/Informative with a traditional rimfire rifle	34	27.4%
Testing (Ammo & firearm) with a Revolver	33	26.6%
Target shooting with an air rifle at a range	32	25.8%
Teaching/Informative with a Revolver	31	25.0%
Bullseye with a semi-automatic Handgun	30	24.2%
Silhouette with a semi-automatic Handgun	30	24.2%
Teaching/Informative with a MSR	29	23.4%
Teaching/Informative with a Shotgun	26	21.0%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	25	20.2%
Silhouette with a traditional centerfire rifle	24	19.4%
Bullseye with a Revolver	24	19.4%
Tactical with a MSR	23	18.5%
Load Testing/Development with a semi-automatic Handgun	23	18.5%
Benchrest with a traditional rimfire rifle	23	18.5%
Long range with a traditional rimfire rifle	23	18.5%
Silhouette with a traditional rimfire rifle	22	17.7%
Load Testing/Development with a MSR	21	16.9%
Long range with a MSR	21	16.9%
Benchrest with a MSR	18	14.5%
Silhouette with a Revolver	18	14.5%
Test reload with a Shotgun	17	13.7%
Target shooting with a crossbow	17	13.7%
Tactical with a traditional centerfire rifle	16	12.9%
Training (Military / Defense / Law Enforcement) with a MSR	16	12.9%
Load Testing/Development with a Revolver	16	12.9%
5 Stand with a Shotgun	15	12.1%
Load Testing/Development with a traditional rimfire rifle	14	11.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	10.5%
Dog training with a shotgun	13	10.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	11	8.9%
Silhouette with a MSR	11	8.9%
Steel Challenge with a semi-automatic Handgun	11	8.9%
Steel Challenge with a traditional rimfire rifle	10	8.1%
Wobble Trap with a Shotgun	9	7.3%
Bowling pin with a semi-automatic Handgun	9	7.3%
Steel Challenge with a traditional centerfire rifle	8	6.5%
Training (Military / Defense / Law Enforcement) with a Revolver	7	5.6%
Tactical with a traditional rimfire rifle	7	5.6%
Steel Challenge with a MSR	6	4.8%
Bowling pin with a Revolver	6	4.8%

Steel Challenge with a Revolver	6	4.8%
IDPA with a semi-automatic Handgun	5	4.0%
Three (3) position with a traditional centerfire rifle	4	3.2%
IPSC with a semi-automatic Handgun	4	3.2%
Cowboy action with a Revolver	4	3.2%
3 Gun with a Shotgun	3	2.4%
NRA high power with a traditional centerfire rifle	3	2.4%
3 Gun with a MSR	3	2.4%
Three (3) position with a MSR	3	2.4%
3 Gun with a semi-automatic Handgun	3	2.4%
Cowboy action with a semi-automatic Handgun	3	2.4%
Cowboy action with a traditional rimfire rifle	3	2.4%
Three (3) position with a traditional rimfire rifle	3	2.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	2.4%
Cowboy Action with a Shotgun	2	1.6%
Cowboy action with a traditional centerfire rifle	2	1.6%
NRA high power with a MSR	2	1.6%
Cowboy action with a MSR	1	0.8%
3 Gun with a Revolver	1	0.8%
None of the above	1	0.8%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	124	100.0%

Table C8.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	4	5.1%
Revolver	16	20.5%
Traditional Rimfire Rifle	13	16.7%
Traditional Centerfire Rifle	7	9.0%
MSR	22	28.2%
Shotgun	14	17.9%
Air Rifle	28	35.9%
Traditional or Compound Bow	29	37.2%
Crossbow	16	20.5%
Muzzleloader	18	23.1%
Total	78	100.0%

Table C8.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	18	17.1%
3 Gun with a Shotgun	2	1.9%
5 Stand with a Shotgun	6	5.7%
Cowboy Action with a Shotgun	1	1.0%
Sighting-In with a Shotgun	7	6.7%
Skeet with a Shotgun	23	21.9%
Sporting clays with a Shotgun	20	19.0%
Teaching/Informative with a Shotgun	11	10.5%
Test reload with a Shotgun	2	1.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	11.4%
Trap with a Shotgun	22	21.0%
Wobble Trap with a Shotgun	8	7.6%
Plinking or informal target shooting with a traditional centerfire rifle	11	10.5%
3 Gun with a traditional centerfire rifle	3	2.9%
Benchrest with a traditional centerfire rifle	6	5.7%
Cowboy action with a traditional centerfire rifle	3	2.9%
Load Testing/Development with a traditional centerfire rifle	9	8.6%
Long range with a traditional centerfire rifle	14	13.3%
NRA high power with a traditional centerfire rifle	6	5.7%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	11	10.5%
Silhouette with a traditional centerfire rifle	8	7.6%
Steel Challenge with a traditional centerfire rifle	5	4.8%
Tactical with a traditional centerfire rifle	15	14.3%
Teaching/Informative with a traditional centerfire rifle	15	14.3%
Three (3) position with a traditional centerfire rifle	15	14.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	23	21.9%
Plinking or informal target shooting with a MSR	18	17.1%

3 Gun with a MSR	3	2.9%
Benchrest with a MSR	11	10.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	13	12.4%
Long range with a MSR	13	12.4%
NRA high power with a MSR	1	1.0%
Schuetzen with a MSR	2	1.9%
Sighting-in rifle with a MSR	18	17.1%
Silhouette with a MSR	9	8.6%
Steel Challenge with a MSR	5	4.8%
Tactical with a MSR	13	12.4%
Teaching/Informative with a MSR	11	10.5%
Three (3) position with a MSR	10	9.5%
Training (Military / Defense / Law Enforcement) with a MSR	21	20.0%
Plinking or informal target shooting with a semi-automatic Handgun	9	8.6%
3 Gun with a semi-automatic Handgun	2	1.9%
Bowling pin with a semi-automatic Handgun	5	4.8%
Bullseye with a semi-automatic Handgun	6	5.7%
Cowboy action with a semi-automatic Handgun	2	1.9%
IDPA with a semi-automatic Handgun	2	1.9%
IPSC with a semi-automatic Handgun	1	1.0%
Load Testing/Development with a semi-automatic Handgun	7	6.7%
Sighting-in with a semi-automatic Handgun	13	12.4%
Silhouette with a semi-automatic Handgun	11	10.5%
Steel Challenge with a semi-automatic Handgun	8	7.6%
Teaching/Informative with a semi-automatic Handgun	11	10.5%
Testing (Ammo & firearm) with a semi-automatic Handgun	9	8.6%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	21	20.0%
Plinking or informal target shooting with a Revolver	21	20.0%
3 Gun with a Revolver	9	8.6%
Bowling pin with a Revolver	4	3.8%
Bullseye with a Revolver	8	7.6%
Cowboy action with a Revolver	4	3.8%
IDPA with a Revolver	2	1.9%
IPSC with a Revolver	1	1.0%
Load Testing/Development with a Revolver	8	7.6%
Sighting-in with a Revolver	14	13.3%
Silhouette with a Revolver	11	10.5%
Steel Challenge with a Revolver	4	3.8%
Teaching/Informative with a Revolver	11	10.5%
Testing (Ammo & firearm) with a Revolver	15	14.3%
Training (Military / Defense / Law Enforcement) with a Revolver	13	12.4%
Dog training with a shotgun	9	8.6%
Target shooting with a traditional or compound bow	29	27.6%
Target shooting with a crossbow	16	15.2%
Target shooting with a muzzleloader	18	17.1%
Plinking or informal target shooting with a traditional rimfire rifle	18	17.1%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	7	6.7%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	10	9.5%
Long range with a traditional rimfire rifle	11	10.5%
NRA high power with a traditional rimfire rifle	1	1.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	8	7.6%
Target shooting with an air rifle at a range	28	26.7%
Silhouette with a traditional rimfire rifle	8	7.6%
Pattern shotgun	12	11.4%
Steel Challenge with a traditional rimfire rifle	1	1.0%
Tactical with a traditional rimfire rifle	3	2.9%
Teaching/Informative with a traditional rimfire rifle	15	14.3%
Three (3) position with a traditional rimfire rifle	14	13.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	16	15.2%
Total	105	100.0%

Current Hunting Activities

Table C8.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	82	92.1%
Shotgun	78	87.6%
Traditional bow/compound bow	49	55.1%
MSR	44	49.4%
Handgun	43	48.3%
Muzzleloader	41	46.1%
Crossbow	18	20.2%
Other	4	4.5%
Total	89	100.0%

Table C8.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	16	19.3%
Deer	72	86.7%
Elk	21	25.3%
Other big game	11	13.3%
Others	5	6.0%
Predators	45	54.2%
Small game	57	68.7%
Turkey	43	51.8%
Upland game birds	48	57.8%
Waterfowl	27	32.5%
Wild pig / feral hog	25	30.1%
Total	83	100.0%

Traditional Centerfire Rifle Activity Interest

Table C8.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	23	40.4%
Too expensive	17	29.8%
I don't know how to get started	17	29.8%
These activities are not offered at ranges in my area	15	26.3%
I don't have anybody to go with	11	19.3%
Medical reason / disability	3	5.3%
Other Please describe	2	3.5%
I do not own / have access to this firearm	0	0.0%
Total	57	100.0%

Table C8.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
Not enough time	4	57.1%
I don't own or have access to the proper equipment	4	57.1%
Too expensive	3	42.9%
I don't have anybody to go with	1	14.3%
These activities are not offered at ranges in my area	1	14.3%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	7	100.0%

Influential Media and Individuals

Table C8.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	57	47.5%
Father	51	42.5%
Self / nobody else	21	17.5%
Another relative	17	14.2%
Grandparent	15	12.5%
Aunt / Uncle	12	10.0%
Sibling	11	9.2%
Co-worker	11	9.2%
Military	8	6.7%
Neighbor	6	5.0%
Other, please specify	6	5.0%
Mother	4	3.3%
Spouse	4	3.3%
Children / grandchildren	3	2.5%
Guide / outfitter	2	1.7%
Total	120	100.0%

Table C8.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	54	43.9%
Online videos	49	39.8%
Magazines and Books	40	32.5%
National sportsmen’s conservation organizations	33	26.8%
Local clubs or social organizations	30	24.4%
Hunter education programs	18	14.6%
State wildlife management agencies	15	12.2%
Retailers	15	12.2%
Seminars	7	5.7%
Other, please specify	3	2.4%
Total	123	100.0%

Table C8.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	37	75.5%
Product reviews	35	71.4%
Competitions	34	69.4%
How-to videos	32	65.3%
Non-professionals (home videos) hunting/fishing/shooting	32	65.3%
TV programs (complete or partial episodes)	29	59.2%
Fish and Wildlife agency produced videos	9	18.4%
Informational/political/talk show style	9	18.4%
Comedy/blooper videos	4	8.2%
Other	4	8.2%
Total	49	100.0%

Table C8.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	6	11.1%
Animal Planet	2	3.7%
Comcast SportsNet	0	0.0%
Discovery Channel	12	22.2%
ESPN/ESPN 2	4	7.4%
History Channel	20	37.0%
Military Channel	17	31.5%
National Geographic	9	16.7%
NBC Sports	4	7.4%
Outdoor Channel	45	83.3%
Pursuit Channel	19	35.2%
Sportsman Channel	36	66.7%
Sunshine Network / SUN Sports	0	0.0%
WildTV	2	3.7%
World Fishing Network	3	5.6%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	14	25.9%
I watched hunting/fishing TV, but don't remember the channel	14	25.9%
Total	54	100.0%

Table C8.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	65	49.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	58	44.3%
Programming offered by outdoor retailers	57	43.5%
YouTube videos	45	34.4%
Membership in a non-profit organization	44	33.6%
Books / magazines	42	32.1%
An invitation from a friend / family member	40	30.5%
Online forums / blogs	32	24.4%
Other Please describe	12	9.2%
None of the above	4	3.1%
Total	131	100.0%

Table C8.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	16	28.6%	14	24.6%	15	35.7%	14	31.8%
Google+	13	23.2%	15	26.3%	11	26.2%	9	20.5%
Twitter	5	8.9%	1	1.8%	2	4.8%	3	6.8%
Pinterest	6	10.7%	3	5.3%	7	16.7%	7	15.9%
Magazines	38	67.9%	39	68.4%	30	71.4%	27	61.4%
Instagram	8	14.3%	7	12.3%	8	19.0%	4	9.1%
YouTube	32	57.1%	28	49.1%	27	64.3%	42	95.5%
Television programs	31	55.4%	27	47.4%	23	54.8%	25	56.8%
Online Forums	22	39.3%	22	38.6%	19	45.2%	25	56.8%
Newsletter from hunting / wildlife groups or organizations	22	39.3%	24	42.1%	15	35.7%	16	36.4%
Fish / Wildlife Agency for My State of Residence	26	46.4%	27	47.4%	22	52.4%	14	31.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	14	25.0%	19	33.3%	13	31.0%	12	27.3%
Other	2	3.6%	3	5.3%	1	2.4%	1	2.3%
None of The Above	3	5.4%	3	5.3%	0	0.0%	0	0.0%
Total	56	100.0%	57	100.0%	42	100.0%	44	100.0%

Table C8.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	21	32.8%	13	31.7%	11	34.4%	14	35.0%
	Google+	13	20.3%	10	24.4%	3	9.4%	13	32.5%
	Twitter	5	7.8%	3	7.3%	3	9.4%	2	5.0%
	Pinterest	6	9.4%	6	14.6%	4	12.5%	3	7.5%
	Magazines	42	65.6%	36	87.8%	24	75.0%	23	57.5%
	Instagram	9	14.1%	7	17.1%	5	15.6%	5	12.5%
	YouTube	37	57.8%	31	75.6%	26	81.3%	26	65.0%
	Television programs	31	48.4%	27	65.9%	23	71.9%	17	42.5%
	Online Forums	28	43.8%	23	56.1%	21	65.6%	12	30.0%
	Newsletter from hunting / wildlife groups or organizations	21	32.8%	19	46.3%	12	37.5%	12	30.0%
	Fish / Wildlife Agency for My State of Residence	22	34.4%	17	41.5%	11	34.4%	11	27.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	14	21.9%	14	34.1%	5	15.6%	6	15.0%
	Other	1	1.6%	1	2.4%	1	3.1%	0	0.0%
	None of The Above	3	4.7%	0	0.0%	0	0.0%	4	10.0%
Total		64	100.0%	41	100.0%	32	100.0%	40	100.0%

Sighting-In with a Traditional Centerfire Rifle

This section includes those who are interested in sighting-in with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C9.1) **What is your current age?**

	Count	Column Percent
18 to 24	5	1.4%
25 to 34	26	7.2%
35 to 44	62	17.1%
45 to 54	75	20.7%
55 to 64	106	29.3%
65 and older	88	24.3%
Total	362	100.0%

Table C9.2) **What is your gender?**

	Count	Column Percent
Male	354	97.5%
Female	9	2.5%
Total	363	100.0%

Table C9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	14	3.9%
\$20,000 to \$29,999	21	5.9%
\$30,000 to \$39,999	26	7.3%
\$40,000 to \$49,999	29	8.1%
\$50,000 to \$74,999	71	19.8%
\$75,000 to \$99,999	63	17.6%
\$100,000 to \$149,999	82	22.9%
\$150,000 to \$200,000	31	8.7%
More than \$200,000	21	5.9%
Total	358	100.0%

Table C9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	4	1.1%
High school graduation	83	22.9%
Trade school, associates degree or similar	133	36.6%
Bachelors degree	98	27.0%
Masters degree	33	9.1%
Ph D and higher	12	3.3%
Total	363	100.0%

Table C9.5) In which region do you live?

	Count	Column Percent
Northeast	51	14.0%
Midwest	112	30.9%
South	136	37.5%
West	62	17.1%
Canada	2	0.6%
Total	363	100.0%

Introduction to Shooting

Table C9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	203	52.9%
11 to 17 years old	131	34.1%
18 to 24 years old	24	6.3%
25 to 34 years old	11	2.9%
35 to 44 years old	4	1.0%
45 to 54 years old	3	0.8%
55 to 64 years old	6	1.6%
65 years and older	2	0.5%
Total	384	100.0%

Table C9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	78	20.3%
Blackpowder or muzzleloader	1	0.3%
Compound bow	2	0.5%
Crossbow	0	0.0%
MSR	3	0.8%
Revolver	27	7.0%
Shotgun	83	21.6%
semi-automatic handgun	46	12.0%
Traditional bow	6	1.6%
Traditional rifle (Centerfire)	23	6.0%
Traditional rifle (Rimfire)	115	29.9%
Other	0	0.0%
Total	384	100.0%

Table C9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.3%
Benchrest	4	1.0%
Cowboy action	1	0.3%
Long range	3	0.8%
Pattern shotgun	4	1.0%
Plinking or informal target shooting	304	79.2%
Silhouette	5	1.3%
Skeet	8	2.1%
Sporting clays	9	2.3%
Steel Challenge	1	0.3%
Tactical	2	0.5%
Test reload	1	0.3%
Training (Military, Defense, Law Enforcement)	3	0.8%
Trap	4	1.0%
Target archery	6	1.6%
3D archery	2	0.5%
Other Please describe:	26	6.8%
Total	384	100.0%

Table C9.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	230	60.8%
Friend	57	15.1%
Grandparent	40	10.6%
Aunt / Uncle	30	7.9%
Nobody / I shot alone when I first went shooting	23	6.1%
Another relative	18	4.8%
Camp / Summer camp	16	4.2%
Mother	12	3.2%
Sibling	12	3.2%
Neighbor	8	2.1%
Spouse	4	1.1%
Co-worker	4	1.1%
Military	2	0.5%
Other	2	0.5%
Guide / outfitter	0	0.0%
Total	378	100.0%

Table C9.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	262	70.1%
Spend time with family or friends who already shot	187	50.0%
Tradition / way of life	173	46.3%
It's relaxing / an escape	172	46.0%
Wanted to spend more time outdoors	152	40.6%
I wanted a challenge / adventure	129	34.5%
Protection / self defense	96	25.7%
Training for hunting	85	22.7%
Wanted to try a new sport	78	20.9%
To teach someone else / introduce my children or others to shooting	61	16.3%
Training (military, police, etc.)	52	13.9%
Media (television, magazines, movies)	11	2.9%
Other Please write in	6	1.6%
Total	374	100.0%

Table C9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	79	20.6%
1 year	30	7.8%
2 - 5 years	96	25.0%
6 - 10 years	24	6.3%
More than 10 years	47	12.2%
I have only ever participated in [the shooting activity that I first participated in]	108	28.1%
Total	384	100.0%

Table C9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	177	65.3%
3 Gun with a semi-automatic handgun	6	2.2%
Bowling pin with a semi-automatic handgun	10	3.7%
Bullseye with a semi-automatic handgun	47	17.3%
Cowboy action with a semi-automatic handgun	3	1.1%
IDPA with a semi-automatic handgun	7	2.6%
IPSC with a semi-automatic handgun	5	1.8%
Load Testing/Development with a semi-automatic handgun	15	5.5%
Sighting-in with a semi-automatic handgun	81	29.9%
Silhouette with a semi-automatic handgun	54	19.9%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	15	5.5%
Teaching/Informative with a semi-automatic handgun	44	16.2%
Testing (Ammo & firearm) with a semi-automatic handgun	57	21.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	64	23.6%
Other Please describe with a semi-automatic handgun	5	1.8%
Plinking or informal target shooting with a revolver	165	60.9%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	6	2.2%
Bullseye with a revolver	27	10.0%
Cowboy action with a revolver	9	3.3%
IDPA with a revolver	1	0.4%
IPSC with a revolver	1	0.4%
Load Testing/Development with a revolver	13	4.8%
Sighting-in with a revolver	44	16.2%
Silhouette with a revolver	33	12.2%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	5	1.8%
Teaching/Informative with a revolver	27	10.0%
Testing (Ammo & firearm) with a revolver	37	13.7%
Training (Military, Defense, Law Enforcement) with a revolver	28	10.3%

Other Please describe with a revolver	6	2.2%
Plinking or informal target shooting with a traditional rimfire rifle	210	77.5%
3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	40	14.8%
Cowboy action with a traditional rimfire rifle	4	1.5%
Load Testing/Development with a traditional rimfire rifle	12	4.4%
Long range with a traditional rimfire rifle	34	12.5%
NRA high power with a traditional rimfire rifle	2	0.7%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	76	28.0%
Silhouette with a traditional rimfire rifle	27	10.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	5	1.8%
Tactical with a traditional rimfire rifle	8	3.0%
Teaching/Informative with a traditional rimfire rifle	34	12.5%
Three (3) position with a traditional rimfire rifle	13	4.8%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	19	7.0%
Other Please describe with a traditional rimfire rifle	11	4.1%
Plinking or informal target shooting with a traditional centerfire rifle	154	56.8%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	50	18.5%
Cowboy action with a traditional centerfire rifle	6	2.2%
Load Testing/Development with a traditional centerfire rifle	21	7.7%
Long range with a traditional centerfire rifle	54	19.9%
NRA high power with a traditional centerfire rifle	1	0.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	0	0.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	20	7.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	6	2.2%
Tactical with a traditional centerfire rifle	17	6.3%
Teaching/Informative with a traditional centerfire rifle	28	10.3%
Three (3) position with a traditional centerfire rifle	10	3.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	38	14.0%
Other Please describe with a traditional centerfire rifle	8	3.0%
Plinking or informal target shooting with an MSR	121	44.6%
3 Gun with an MSR	5	1.8%
Benchrest with an MSR	23	8.5%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	15	5.5%
Long range with an MSR	34	12.5%
NRA high power with an MSR	1	0.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	48	17.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	16	5.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	7	2.6%
Tactical with an MSR	30	11.1%
Teaching/Informative with an MSR	23	8.5%
Three (3) position with an MSR	10	3.7%
Training (Military, Defense, Law Enforcement) with an MSR	46	17.0%
Other Please describe with an MSR	3	1.1%
Informal (backyard, testing) with a shotgun	156	57.6%
3 Gun with a shotgun	4	1.5%
5 Stand with a shotgun	30	11.1%
Cowboy Action with a shotgun	5	1.8%
Dog training with a shotgun	31	11.4%
Other with a shotgun	1	0.4%
Pattern shotgun with a shotgun	102	37.6%
Sighting-In with a shotgun	74	27.3%
Skeet with a shotgun	112	41.3%
Sporting clays with a shotgun	121	44.6%
Teaching/Informative with a shotgun	34	12.5%
Test reload with a shotgun	22	8.1%
Training (Military, Defense, Law Enforcement) with a shotgun	31	11.4%
Trap with a shotgun	100	36.9%
Wobble Trap with a shotgun	29	10.7%
Other Please describe with a shotgun	15	5.5%
Total	271	100.0%

Current Recreational Shooting Activities

Table C9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	182	66.7%
Shotgun	175	64.1%
Traditional Rimfire Rifle	165	60.4%
Traditional Centerfire Rifle	136	49.8%
Revolver	134	49.1%
MSR	75	27.5%
Traditional or Compound Bow	60	22.0%
Muzzleloader	44	16.1%
Crossbow	41	15.0%
None of the Above	9	3.3%
Total	273	100.0%

Table C9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	157	57.3%
Plinking or informal target shooting with a traditional rimfire rifle	141	51.5%
Plinking or informal target shooting with a Revolver	119	43.4%
Informal (backyard or testing) with a Shotgun	112	40.9%
Plinking or informal target shooting with a traditional centerfire rifle	110	40.1%
Sporting clays with a Shotgun	86	31.4%
Pattern shotgun	75	27.4%
Trap with a Shotgun	65	23.7%
Sighting-in with a semi-automatic Handgun	63	23.0%
Plinking or informal target shooting with a MSR	62	22.6%
Skeet with a Shotgun	61	22.3%
Target shooting with a traditional or compound bow	60	21.9%
Sighting-In with a Shotgun	53	19.3%
Sighting-in rifle with a traditional rimfire rifle	49	17.9%
Target shooting with a muzzleloader	44	16.1%
Benchrest with a traditional centerfire rifle	43	15.7%
Silhouette with a semi-automatic Handgun	41	15.0%
Target shooting with a crossbow	41	15.0%
Bullseye with a semi-automatic Handgun	37	13.5%
Long range with a traditional centerfire rifle	35	12.8%
Testing (Ammo & firearm) with a semi-automatic Handgun	35	12.8%
Teaching/Informative with a semi-automatic Handgun	34	12.4%

Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	31	11.3%
Sighting-in with a Revolver	31	11.3%
Target shooting with an air rifle at a range	28	10.2%
5 Stand with a Shotgun	25	9.1%
Sighting-in rifle with a MSR	24	8.8%
Benchrest with a traditional rimfire rifle	24	8.8%
Teaching/Informative with a Shotgun	21	7.7%
Teaching/Informative with a traditional rimfire rifle	21	7.7%
Wobble Trap with a Shotgun	20	7.3%
Teaching/Informative with a Revolver	19	6.9%
Bullseye with a Revolver	18	6.6%
Testing (Ammo & firearm) with a Revolver	18	6.6%
Dog training with a shotgun	18	6.6%
Training (Military / Defense / Law Enforcement) with a MSR	17	6.2%
Silhouette with a traditional rimfire rifle	17	6.2%
Long range with a traditional rimfire rifle	16	5.8%
Test reload with a Shotgun	15	5.5%
Silhouette with a Revolver	15	5.5%
Teaching/Informative with a traditional centerfire rifle	14	5.1%
Long range with a MSR	12	4.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	11	4.0%
Load Testing/Development with a traditional centerfire rifle	11	4.0%
Silhouette with a traditional centerfire rifle	11	4.0%
Teaching/Informative with a MSR	11	4.0%
Load Testing/Development with a semi-automatic Handgun	11	4.0%
Tactical with a MSR	10	3.6%
Load Testing/Development with a MSR	9	3.3%
Silhouette with a MSR	9	3.3%
None of the above	9	3.3%
Tactical with a traditional centerfire rifle	8	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	8	2.9%
Benchrest with a MSR	8	2.9%
Steel Challenge with a semi-automatic Handgun	8	2.9%
Load Testing/Development with a traditional rimfire rifle	8	2.9%
Three (3) position with a traditional rimfire rifle	7	2.6%
3 Gun with a semi-automatic Handgun	6	2.2%
Bowling pin with a semi-automatic Handgun	6	2.2%
Load Testing/Development with a Revolver	6	2.2%
Training (Military / Defense / Law Enforcement) with a Revolver	6	2.2%
IDPA with a semi-automatic Handgun	5	1.8%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	1.8%
Cowboy action with a traditional centerfire rifle	4	1.5%
Three (3) position with a traditional centerfire rifle	4	1.5%
Cowboy action with a Revolver	4	1.5%
3 Gun with a Shotgun	3	1.1%
Cowboy Action with a Shotgun	3	1.1%
3 Gun with a MSR	3	1.1%
Steel Challenge with a MSR	3	1.1%
IPSC with a semi-automatic Handgun	3	1.1%
Steel Challenge with a traditional rimfire rifle	3	1.1%
Steel Challenge with a traditional centerfire rifle	2	0.7%
Three (3) position with a MSR	2	0.7%
Cowboy action with a traditional rimfire rifle	2	0.7%
Tactical with a traditional rimfire rifle	2	0.7%
Cowboy action with a semi-automatic Handgun	1	0.4%
Bowling pin with a Revolver	1	0.4%
Steel Challenge with a Revolver	1	0.4%
3 Gun with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	274	100.0%

Table C9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	23	11.9%
Revolver	40	20.6%
Traditional Rimfire Rifle	59	30.4%
Traditional Centerfire Rifle	36	18.6%
MSR	68	35.1%
Shotgun	43	22.2%
Air Rifle	60	30.9%
Traditional or Compound Bow	76	39.2%
Crossbow	18	9.3%
Muzzleloader	29	14.9%
Total	194	100.0%

Table C9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	44	18.7%
3 Gun with a Shotgun	1	0.4%
5 Stand with a Shotgun	5	2.1%
Cowboy Action with a Shotgun	2	0.9%
Sighting-In with a Shotgun	21	8.9%
Skeet with a Shotgun	51	21.7%
Sporting clays with a Shotgun	35	14.9%
Teaching/Informative with a Shotgun	13	5.5%
Test reload with a Shotgun	7	3.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	20	8.5%
Trap with a Shotgun	35	14.9%
Wobble Trap with a Shotgun	9	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	44	18.7%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	7	3.0%
Cowboy action with a traditional centerfire rifle	2	0.9%
Load Testing/Development with a traditional centerfire rifle	10	4.3%
Long range with a traditional centerfire rifle	19	8.1%
NRA high power with a traditional centerfire rifle	1	0.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	9	3.8%
Steel Challenge with a traditional centerfire rifle	4	1.7%
Tactical with a traditional centerfire rifle	9	3.8%
Teaching/Informative with a traditional centerfire rifle	14	6.0%
Three (3) position with a traditional centerfire rifle	6	2.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	30	12.8%
Plinking or informal target shooting with a MSR	59	25.1%

3 Gun with a MSR	2	0.9%
Benchrest with a MSR	15	6.4%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	6	2.6%
Long range with a MSR	22	9.4%
NRA high power with a MSR	1	0.4%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	24	10.2%
Silhouette with a MSR	7	3.0%
Steel Challenge with a MSR	4	1.7%
Tactical with a MSR	20	8.5%
Teaching/Informative with a MSR	12	5.1%
Three (3) position with a MSR	8	3.4%
Training (Military / Defense / Law Enforcement) with a MSR	29	12.3%
Plinking or informal target shooting with a semi-automatic Handgun	20	8.5%
3 Gun with a semi-automatic Handgun	0	0.0%
Bowling pin with a semi-automatic Handgun	4	1.7%
Bullseye with a semi-automatic Handgun	10	4.3%
Cowboy action with a semi-automatic Handgun	2	0.9%
IDPA with a semi-automatic Handgun	2	0.9%
IPSC with a semi-automatic Handgun	2	0.9%
Load Testing/Development with a semi-automatic Handgun	4	1.7%
Sighting-in with a semi-automatic Handgun	18	7.7%
Silhouette with a semi-automatic Handgun	13	5.5%
Steel Challenge with a semi-automatic Handgun	7	3.0%
Teaching/Informative with a semi-automatic Handgun	10	4.3%
Testing (Ammo & firearm) with a semi-automatic Handgun	22	9.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	33	14.0%
Plinking or informal target shooting with a Revolver	46	19.6%
3 Gun with a Revolver	6	2.6%
Bowling pin with a Revolver	5	2.1%
Bullseye with a Revolver	9	3.8%
Cowboy action with a Revolver	5	2.1%
IDPA with a Revolver	1	0.4%
IPSC with a Revolver	1	0.4%
Load Testing/Development with a Revolver	7	3.0%
Sighting-in with a Revolver	13	5.5%
Silhouette with a Revolver	18	7.7%
Steel Challenge with a Revolver	4	1.7%
Teaching/Informative with a Revolver	8	3.4%
Testing (Ammo & firearm) with a Revolver	19	8.1%
Training (Military / Defense / Law Enforcement) with a Revolver	22	9.4%
Dog training with a shotgun	13	5.5%
Target shooting with a traditional or compound bow	76	32.3%
Target shooting with a crossbow	18	7.7%
Target shooting with a muzzleloader	29	12.3%
Plinking or informal target shooting with a traditional rimfire rifle	69	29.4%

3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	16	6.8%
Cowboy action with a traditional rimfire rifle	2	0.9%
Load Testing/Development with a traditional rimfire rifle	4	1.7%
Long range with a traditional rimfire rifle	18	7.7%
NRA high power with a traditional rimfire rifle	2	0.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	27	11.5%
Target shooting with an air rifle at a range	60	25.5%
Silhouette with a traditional rimfire rifle	10	4.3%
Pattern shotgun	27	11.5%
Steel Challenge with a traditional rimfire rifle	2	0.9%
Tactical with a traditional rimfire rifle	6	2.6%
Teaching/Informative with a traditional rimfire rifle	13	5.5%
Three (3) position with a traditional rimfire rifle	6	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	6.0%
Total	235	100.0%

Current Hunting Activities

Table C9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	183	89.3%
Traditional rifle (centerfire or rimfire)	161	78.5%
Traditional bow/compound bow	90	43.9%
Muzzleloader	86	42.0%
MSR	64	31.2%
Crossbow	61	29.8%
Handgun	58	28.3%
Other	5	2.4%
Total	205	100.0%

Table C9.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	28	15.1%
Deer	162	87.1%
Elk	32	17.2%
Other big game	11	5.9%
Others	5	2.7%
Predators	67	36.0%
Small game	86	46.2%
Turkey	111	59.7%
Upland game birds	100	53.8%
Waterfowl	59	31.7%
Wild pig / feral hog	38	20.4%
Total	186	100.0%

Traditional Centerfire Rifle Activity Interest

Table C9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	47	50.5%
These activities are not offered at ranges in my area	25	26.9%
I don't have anybody to go with	16	17.2%
Too expensive	16	17.2%
I don't know how to get started	16	17.2%
I do not own / have access to this firearm	8	8.6%
Other Please describe	7	7.5%
Medical reason / disability	3	3.2%
Total	93	100.0%

Table C9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	28	34.6%
Not enough time	26	32.1%
I don't have anybody to go with	17	21.0%
These activities are not offered at ranges in my area	16	19.8%
Too expensive	14	17.3%
I don't know how to get started	8	9.9%
Other Please describe	3	3.7%
Medical reason / disability	2	2.5%
Total	81	100.0%

Influential Media and Individuals

Table C9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	127	46.5%
Father	105	38.5%
Self / nobody else	41	15.0%
Grandparent	28	10.3%
Another relative	26	9.5%
Co-worker	25	9.2%
Aunt / Uncle	23	8.4%
Military	22	8.1%
Sibling	17	6.2%
Spouse	12	4.4%
Other, please specify	10	3.7%
Children / grandchildren	9	3.3%
Neighbor	9	3.3%
Mother	4	1.5%
Guide / outfitter	3	1.1%
Total	273	100.0%

Table C9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	115	42.4%
Magazines and Books	83	30.6%
Online videos	72	26.6%
National sportsmen’s conservation organizations	70	25.8%
Local clubs or social organizations	52	19.2%
Hunter education programs	41	15.1%
Retailers	33	12.2%
State wildlife management agencies	26	9.6%
Seminars	11	4.1%
Other, please specify	10	3.7%
Total	271	100.0%

Table C9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	52	73.2%
Professionals hunting/fishing/shooting	43	60.6%
Product reviews	42	59.2%
Non-professionals (home videos) hunting/fishing/shooting	32	45.1%
TV programs (complete or partial episodes)	30	42.3%
Competitions	27	38.0%
Informational/political/talk show style	12	16.9%
Fish and Wildlife agency produced videos	10	14.1%
Other	4	5.6%
Comedy/blooper videos	2	2.8%
Total	71	100.0%

Table C9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	12	10.4%
Animal Planet	5	4.3%
Comcast SportsNet	1	0.9%
Discovery Channel	22	19.1%
ESPN/ESPN 2	10	8.7%
History Channel	26	22.6%
Military Channel	28	24.3%
National Geographic	9	7.8%
NBC Sports	3	2.6%
Outdoor Channel	96	83.5%
Pursuit Channel	27	23.5%
Sportsman Channel	70	60.9%
Sunshine Network / SUN Sports	0	0.0%
WildTV	1	0.9%
World Fishing Network	3	2.6%
Other national network	4	3.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	32	27.8%
I watched hunting/fishing TV, but don't remember the channel	20	17.4%
Total	115	100.0%

Table C9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	193	53.0%
An invitation from a friend / family member	120	33.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	119	32.7%
Programming offered by outdoor retailers	112	30.8%
Books / magazines	98	26.9%
YouTube videos	96	26.4%
Membership in a non-profit organization	92	25.3%
Online forums / blogs	48	13.2%
Other Please describe	29	8.0%
None of the above	14	3.8%
Total	364	100.0%

Table C9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	32	29.4%	37	32.2%	22	25.0%	37	39.4%
Google+	20	18.3%	20	17.4%	18	20.5%	29	30.9%
Twitter	4	3.7%	5	4.3%	5	5.7%	5	5.3%
Pinterest	11	10.1%	10	8.7%	9	10.2%	7	7.4%
Magazines	65	59.6%	71	61.7%	57	64.8%	48	51.1%
Instagram	8	7.3%	13	11.3%	11	12.5%	12	12.8%
YouTube	64	58.7%	65	56.5%	48	54.5%	84	89.4%
Television programs	52	47.7%	53	46.1%	39	44.3%	44	46.8%
Online Forums	30	27.5%	30	26.1%	27	30.7%	40	42.6%
Newsletter from hunting / wildlife groups or organizations	26	23.9%	32	27.8%	31	35.2%	16	17.0%
Fish / Wildlife Agency for My State of Residence	34	31.2%	43	37.4%	27	30.7%	21	22.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	15	13.8%	20	17.4%	18	20.5%	12	12.8%
Other	5	4.6%	4	3.5%	3	3.4%	2	2.1%
None of The Above	4	3.7%	10	8.7%	6	6.8%	4	4.3%
Total	109	100.0%	115	100.0%	88	100.0%	94	100.0%

Table C9.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	51	27.0%	29	30.2%	16	34.0%	26	22.2%
	Google+	35	18.5%	21	21.9%	13	27.7%	24	20.5%
	Twitter	9	4.8%	5	5.2%	5	10.6%	3	2.6%
	Pinterest	10	5.3%	9	9.4%	4	8.5%	5	4.3%
	Magazines	115	60.8%	67	69.8%	23	48.9%	60	51.3%
	Instagram	16	8.5%	11	11.5%	8	17.0%	6	5.1%
	YouTube	101	53.4%	58	60.4%	37	78.7%	54	46.2%
	Television programs	80	42.3%	46	47.9%	17	36.2%	48	41.0%
	Online Forums	57	30.2%	31	32.3%	25	53.2%	25	21.4%
	Newsletter from hunting / wildlife groups or organizations	46	24.3%	31	32.3%	11	23.4%	23	19.7%
	Fish / Wildlife Agency for My State of Residence	47	24.9%	30	31.3%	10	21.3%	25	21.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	22	11.6%	16	16.7%	3	6.4%	14	12.0%
	Other	5	2.6%	2	2.1%	1	2.1%	3	2.6%
	None of The Above	13	6.9%	5	5.2%	5	10.6%	16	13.7%
Total		189	100.0%	96	100.0%	47	100.0%	117	100.0%

Silhouette with a Traditional Centerfire Rifle

This section includes those who are interested in shooting silhouette with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C10.1) **What is your current age?**

	Count	Column Percent
18 to 24	14	2.0%
25 to 34	53	7.5%
35 to 44	109	15.5%
45 to 54	150	21.3%
55 to 64	216	30.7%
65 and older	161	22.9%
Total	703	100.0%

Table C10.2) **What is your gender?**

	Count	Column Percent
Male	689	97.9%
Female	15	2.1%
Total	704	100.0%

Table C10.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	38	5.4%
\$20,000 to \$29,999	35	5.0%
\$30,000 to \$39,999	47	6.7%
\$40,000 to \$49,999	58	8.3%
\$50,000 to \$74,999	133	19.0%
\$75,000 to \$99,999	132	18.9%
\$100,000 to \$149,999	155	22.1%
\$150,000 to \$200,000	53	7.6%
More than \$200,000	49	7.0%
Total	700	100.0%

Table C10.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	0.7%
High school graduation	148	21.1%
Trade school, associates degree or similar	253	36.0%
Bachelors degree	203	28.9%
Masters degree	77	11.0%
Ph D and higher	16	2.3%
Total	702	100.0%

Table C10.5) In which region do you live?

	Count	Column Percent
Northeast	104	14.8%
Midwest	204	29.1%
South	263	37.5%
West	125	17.8%
Canada	6	0.9%
Total	702	100.0%

Introduction to Shooting

Table C10.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	480	65.8%
11 to 17 years old	176	24.1%
18 to 24 years old	46	6.3%
25 to 34 years old	12	1.6%
35 to 44 years old	4	0.5%
45 to 54 years old	5	0.7%
55 to 64 years old	5	0.7%
65 years and older	2	0.3%
Total	730	100.0%

Table C10.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	160	21.9%
Blackpowder or muzzleloader	3	0.4%
Compound bow	5	0.7%
Crossbow	0	0.0%
MSR	6	0.8%
Revolver	39	5.3%
Shotgun	124	17.0%
semi-automatic handgun	51	7.0%
Traditional bow	14	1.9%
Traditional rifle (Centerfire)	38	5.2%
Traditional rifle (Rimfire)	289	39.6%
Other	1	0.1%
Total	730	100.0%

Table C10.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	10	1.4%
Cowboy action	1	0.1%
Long range	6	0.8%
Pattern shotgun	10	1.4%
Plinking or informal target shooting	583	80.1%
Silhouette	8	1.1%
Skeet	12	1.6%
Sporting clays	7	1.0%
Tactical	3	0.4%
Test reload	1	0.1%
Training (Military, Defense, Law Enforcement)	8	1.1%
Trap	9	1.2%
Target archery	15	2.1%
Field archery	1	0.1%
3D archery	2	0.3%
Other Please describe:	51	7.0%
Total	728	100.0%

Table C10.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	485	67.4%
Grandparent	81	11.3%
Friend	77	10.7%
Aunt / Uncle	71	9.9%
Nobody / I shot alone when I first went shooting	37	5.1%
Camp / Summer camp	33	4.6%
Sibling	30	4.2%
Mother	20	2.8%
Neighbor	17	2.4%
Another relative	15	2.1%
Military	12	1.7%
Other	7	1.0%
Co-worker	6	0.8%
Spouse	2	0.3%
Guide / outfitter	2	0.3%
Total	720	100.0%

Table C10.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	527	74.9%
Tradition / way of life	413	58.7%
Spend time with family or friends who already shot	370	52.6%
It's relaxing / an escape	351	49.9%
Wanted to spend more time outdoors	302	42.9%
I wanted a challenge / adventure	262	37.2%
Training for hunting	175	24.9%
Wanted to try a new sport	143	20.3%
Protection / self defense	138	19.6%
To teach someone else / introduce my children or others to shooting	111	15.8%
Training (military, police, etc.)	92	13.1%
Media (television, magazines, movies)	27	3.8%
Other Please write in	10	1.4%
Total	704	100.0%

Table C10.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	171	23.4%
1 year	94	12.9%
2 - 5 years	255	34.9%
6 - 10 years	53	7.3%
More than 10 years	71	9.7%
I have only ever participated in [the shooting activity that I first participated in]	86	11.8%
Total	730	100.0%

Table C10.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	529	83.2%
3 Gun with a semi-automatic handgun	17	2.7%
Bowling pin with a semi-automatic handgun	62	9.7%
Bullseye with a semi-automatic handgun	147	23.1%
Cowboy action with a semi-automatic handgun	7	1.1%
IDPA with a semi-automatic handgun	40	6.3%
IPSC with a semi-automatic handgun	36	5.7%
Load Testing/Development with a semi-automatic handgun	128	20.1%
Sighting-in with a semi-automatic handgun	350	55.0%
Silhouette with a semi-automatic handgun	119	18.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	53	8.3%
Teaching/Informative with a semi-automatic handgun	185	29.1%
Testing (Ammo & firearm) with a semi-automatic handgun	229	36.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	176	27.7%
Other Please describe with a semi-automatic handgun	24	3.8%
Plinking or informal target shooting with a revolver	507	79.7%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	44	6.9%
Bullseye with a revolver	116	18.2%
Cowboy action with a revolver	20	3.1%
IDPA with a revolver	7	1.1%
IPSC with a revolver	14	2.2%
Load Testing/Development with a revolver	129	20.3%
Sighting-in with a revolver	276	43.4%
Silhouette with a revolver	71	11.2%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	19	3.0%
Teaching/Informative with a revolver	134	21.1%
Testing (Ammo & firearm) with a revolver	189	29.7%
Training (Military, Defense, Law Enforcement) with a revolver	89	14.0%

Other Please describe with a revolver	22	3.5%
Plinking or informal target shooting with a traditional rimfire rifle	567	89.2%
3 Gun with a traditional rimfire rifle	2	0.3%
Benchrest with a traditional rimfire rifle	159	25.0%
Cowboy action with a traditional rimfire rifle	2	0.3%
Load Testing/Development with a traditional rimfire rifle	79	12.4%
Long range with a traditional rimfire rifle	112	17.6%
NRA high power with a traditional rimfire rifle	10	1.6%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	404	63.5%
Silhouette with a traditional rimfire rifle	59	9.3%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	19	3.0%
Tactical with a traditional rimfire rifle	20	3.1%
Teaching/Informative with a traditional rimfire rifle	181	28.5%
Three (3) position with a traditional rimfire rifle	60	9.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	49	7.7%
Other Please describe with a traditional rimfire rifle	42	6.6%
Plinking or informal target shooting with a traditional centerfire rifle	514	80.8%
3 Gun with a traditional centerfire rifle	7	1.1%
Benchrest with a traditional centerfire rifle	219	34.4%
Cowboy action with a traditional centerfire rifle	8	1.3%
Load Testing/Development with a traditional centerfire rifle	226	35.5%
Long range with a traditional centerfire rifle	270	42.5%
NRA high power with a traditional centerfire rifle	32	5.0%
Schuetzen with a traditional centerfire rifle	3	0.5%
Sighting-in rifle with a traditional centerfire rifle	454	71.4%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	0	0.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	16	2.5%
Tactical with a traditional centerfire rifle	55	8.6%
Teaching/Informative with a traditional centerfire rifle	185	29.1%
Three (3) position with a traditional centerfire rifle	43	6.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	122	19.2%
Other Please describe with a traditional centerfire rifle	35	5.5%
Plinking or informal target shooting with an MSR	401	63.1%
3 Gun with an MSR	17	2.7%
Benchrest with an MSR	96	15.1%
Cowboy action with an MSR	1	0.2%
Load Testing/Development with an MSR	121	19.0%
Long range with an MSR	129	20.3%
NRA high power with an MSR	14	2.2%

Schuetzen with an MSR	1	0.2%
Sighting-in rifle with an MSR	294	46.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	28	4.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	19	3.0%
Tactical with an MSR	106	16.7%
Teaching/Informative with an MSR	136	21.4%
Three (3) position with an MSR	26	4.1%
Training (Military, Defense, Law Enforcement) with an MSR	142	22.3%
Other Please describe with an MSR	9	1.4%
Informal (backyard, testing) with a shotgun	443	69.7%
3 Gun with a shotgun	18	2.8%
5 Stand with a shotgun	107	16.8%
Cowboy Action with a shotgun	12	1.9%
Dog training with a shotgun	98	15.4%
Other with a shotgun	8	1.3%
Pattern shotgun with a shotgun	333	52.4%
Sighting-In with a shotgun	241	37.9%
Skeet with a shotgun	355	55.8%
Sporting clays with a shotgun	371	58.3%
Teaching/Informative with a shotgun	149	23.4%
Test reload with a shotgun	116	18.2%
Training (Military, Defense, Law Enforcement) with a shotgun	79	12.4%
Trap with a shotgun	355	55.8%
Wobble Trap with a shotgun	97	15.3%
Other Please describe with a shotgun	45	7.1%
Total	636	100.0%

Current Recreational Shooting Activities

Table C10.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	535	83.6%
Traditional Centerfire Rifle	495	77.3%
Traditional Rimfire Rifle	483	75.5%
Shotgun	480	75.0%
Revolver	435	68.0%
MSR	297	46.4%
Traditional or Compound Bow	202	31.6%
Muzzleloader	163	25.5%
Crossbow	96	15.0%
None of the Above	9	1.4%
Total	640	100.0%

Table C10.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	482	75.0%
Plinking or informal target shooting with a traditional rimfire rifle	435	67.7%
Plinking or informal target shooting with a traditional centerfire rifle	408	63.5%
Plinking or informal target shooting with a Revolver	397	61.7%
Sighting-in rifle with a traditional centerfire rifle	370	57.5%
Informal (backyard or testing) with a Shotgun	331	51.5%
Sighting-in rifle with a traditional rimfire rifle	293	45.6%
Sighting-in with a semi-automatic Handgun	290	45.1%
Plinking or informal target shooting with a MSR	272	42.3%
Sporting clays with a Shotgun	253	39.3%
Pattern shotgun	245	38.1%
Trap with a Shotgun	228	35.5%
Sighting-in with a Revolver	209	32.5%
Skeet with a Shotgun	204	31.7%
Long range with a traditional centerfire rifle	202	31.4%
Target shooting with a traditional or compound bow	202	31.4%
Sighting-in rifle with a MSR	191	29.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	182	28.3%
Benchrest with a traditional centerfire rifle	178	27.7%
Load Testing/Development with a traditional centerfire rifle	173	26.9%
Sighting-In with a Shotgun	165	25.7%
Target shooting with a muzzleloader	163	25.3%
Teaching/Informative with a semi-automatic Handgun	148	23.0%

Testing (Ammo & firearm) with a Revolver	127	19.8%
Bullseye with a semi-automatic Handgun	116	18.0%
Teaching/Informative with a traditional rimfire rifle	116	18.0%
Benchrest with a traditional rimfire rifle	113	17.6%
Target shooting with an air rifle at a range	109	17.0%
Teaching/Informative with a traditional centerfire rifle	108	16.8%
Teaching/Informative with a Shotgun	102	15.9%
Load Testing/Development with a semi-automatic Handgun	96	14.9%
Target shooting with a crossbow	96	14.9%
Teaching/Informative with a Revolver	93	14.5%
Teaching/Informative with a MSR	82	12.8%
Load Testing/Development with a Revolver	82	12.8%
5 Stand with a Shotgun	81	12.6%
Load Testing/Development with a MSR	78	12.1%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	78	12.1%
Silhouette with a semi-automatic Handgun	73	11.4%
Bullseye with a Revolver	73	11.4%
Test reload with a Shotgun	70	10.9%
Long range with a MSR	64	10.0%
Wobble Trap with a Shotgun	63	9.8%
Long range with a traditional rimfire rifle	55	8.6%
Dog training with a shotgun	50	7.8%
Benchrest with a MSR	49	7.6%
Tactical with a MSR	49	7.6%
Training (Military / Defense / Law Enforcement) with a MSR	48	7.5%
Load Testing/Development with a traditional rimfire rifle	46	7.2%
Steel Challenge with a semi-automatic Handgun	35	5.4%
Silhouette with a Revolver	35	5.4%
Bowling pin with a semi-automatic Handgun	32	5.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	30	4.7%
IDPA with a semi-automatic Handgun	29	4.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	27	4.2%
Silhouette with a traditional rimfire rifle	24	3.7%
Training (Military / Defense / Law Enforcement) with a Revolver	21	3.3%
Tactical with a traditional centerfire rifle	20	3.1%
IPSC with a semi-automatic Handgun	18	2.8%
Bowling pin with a Revolver	18	2.8%
Silhouette with a MSR	15	2.3%
3 Gun with a semi-automatic Handgun	13	2.0%
3 Gun with a Shotgun	11	1.7%
Three (3) position with a MSR	11	1.7%

Cowboy action with a Revolver	11	1.7%
Three (3) position with a traditional rimfire rifle	11	1.7%
3 Gun with a MSR	10	1.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	10	1.6%
None of the above	9	1.4%
NRA high power with a traditional centerfire rifle	8	1.2%
Three (3) position with a traditional centerfire rifle	8	1.2%
Steel Challenge with a MSR	8	1.2%
Steel Challenge with a traditional centerfire rifle	7	1.1%
Steel Challenge with a Revolver	7	1.1%
NRA high power with a MSR	6	0.9%
Tactical with a traditional rimfire rifle	6	0.9%
Cowboy Action with a Shotgun	5	0.8%
Cowboy action with a traditional centerfire rifle	5	0.8%
Steel Challenge with a traditional rimfire rifle	5	0.8%
Schuetzen with a traditional centerfire rifle	3	0.5%
IPSC with a Revolver	2	0.3%
NRA high power with a traditional rimfire rifle	2	0.3%
3 Gun with a traditional centerfire rifle	1	0.2%
Schuetzen with a MSR	1	0.2%
Cowboy action with a semi-automatic Handgun	1	0.2%
3 Gun with a Revolver	1	0.2%
IDPA with a Revolver	1	0.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional rimfire rifle	1	0.2%
Silhouette with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Total	643	100.0%

Table C10.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	38	7.8%
Revolver	106	21.7%
Traditional Rimfire Rifle	110	22.5%
Traditional Centerfire Rifle	74	15.1%
MSR	137	28.0%
Shotgun	87	17.8%
Air Rifle	176	36.0%
Traditional or Compound Bow	201	41.1%
Crossbow	54	11.0%
Muzzleloader	123	25.2%
Total	489	100.0%

Table C10.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	112	19.1%
3 Gun with a Shotgun	7	1.2%
5 Stand with a Shotgun	26	4.4%
Cowboy Action with a Shotgun	7	1.2%
Sighting-In with a Shotgun	76	12.9%
Skeet with a Shotgun	151	25.7%
Sporting clays with a Shotgun	118	20.1%
Teaching/Informative with a Shotgun	47	8.0%
Test reload with a Shotgun	46	7.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	49	8.3%
Trap with a Shotgun	127	21.6%
Wobble Trap with a Shotgun	34	5.8%
Plinking or informal target shooting with a traditional centerfire rifle	106	18.1%
3 Gun with a traditional centerfire rifle	6	1.0%
Benchrest with a traditional centerfire rifle	41	7.0%
Cowboy action with a traditional centerfire rifle	3	0.5%
Load Testing/Development with a traditional centerfire rifle	53	9.0%
Long range with a traditional centerfire rifle	68	11.6%
NRA high power with a traditional centerfire rifle	24	4.1%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	84	14.3%
Silhouette with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	9	1.5%
Tactical with a traditional centerfire rifle	35	6.0%
Teaching/Informative with a traditional centerfire rifle	77	13.1%
Three (3) position with a traditional centerfire rifle	35	6.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	95	16.2%
Plinking or informal target shooting with a MSR	129	22.0%

3 Gun with a MSR	7	1.2%
Benchrest with a MSR	47	8.0%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	43	7.3%
Long range with a MSR	65	11.1%
NRA high power with a MSR	8	1.4%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	103	17.5%
Silhouette with a MSR	13	2.2%
Steel Challenge with a MSR	11	1.9%
Tactical with a MSR	57	9.7%
Teaching/Informative with a MSR	54	9.2%
Three (3) position with a MSR	15	2.6%
Training (Military / Defense / Law Enforcement) with a MSR	94	16.0%
Plinking or informal target shooting with a semi-automatic Handgun	47	8.0%
3 Gun with a semi-automatic Handgun	4	0.7%
Bowling pin with a semi-automatic Handgun	30	5.1%
Bullseye with a semi-automatic Handgun	31	5.3%
Cowboy action with a semi-automatic Handgun	6	1.0%
IDPA with a semi-automatic Handgun	11	1.9%
IPSC with a semi-automatic Handgun	18	3.1%
Load Testing/Development with a semi-automatic Handgun	32	5.5%
Sighting-in with a semi-automatic Handgun	60	10.2%
Silhouette with a semi-automatic Handgun	46	7.8%
Steel Challenge with a semi-automatic Handgun	18	3.1%
Teaching/Informative with a semi-automatic Handgun	37	6.3%
Testing (Ammo & firearm) with a semi-automatic Handgun	47	8.0%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	93	15.8%
Plinking or informal target shooting with a Revolver	110	18.7%
3 Gun with a Revolver	43	7.3%
Bowling pin with a Revolver	26	4.4%
Bullseye with a Revolver	43	7.3%
Cowboy action with a Revolver	9	1.5%
IDPA with a Revolver	6	1.0%
IPSC with a Revolver	12	2.0%
Load Testing/Development with a Revolver	47	8.0%
Sighting-in with a Revolver	67	11.4%
Silhouette with a Revolver	36	6.1%
Steel Challenge with a Revolver	12	2.0%
Teaching/Informative with a Revolver	41	7.0%
Testing (Ammo & firearm) with a Revolver	62	10.6%
Training (Military / Defense / Law Enforcement) with a Revolver	68	11.6%
Dog training with a shotgun	48	8.2%
Target shooting with a traditional or compound bow	201	34.2%
Target shooting with a crossbow	54	9.2%
Target shooting with a muzzleloader	123	21.0%
Plinking or informal target shooting with a traditional rimfire rifle	132	22.5%

3 Gun with a traditional rimfire rifle	2	0.3%
Benchrest with a traditional rimfire rifle	46	7.8%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	33	5.6%
Long range with a traditional rimfire rifle	57	9.7%
NRA high power with a traditional rimfire rifle	8	1.4%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	111	18.9%
Target shooting with an air rifle at a range	176	30.0%
Silhouette with a traditional rimfire rifle	35	6.0%
Pattern shotgun	88	15.0%
Steel Challenge with a traditional rimfire rifle	14	2.4%
Tactical with a traditional rimfire rifle	14	2.4%
Teaching/Informative with a traditional rimfire rifle	65	11.1%
Three (3) position with a traditional rimfire rifle	49	8.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	38	6.5%
Total	587	100.0%

Current Hunting Activities

Table C10.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	419	89.9%
Shotgun	405	86.9%
Traditional bow/compound bow	201	43.1%
Muzzleloader	200	42.9%
Handgun	180	38.6%
MSR	159	34.1%
Crossbow	93	20.0%
Other	15	3.2%
Total	466	100.0%

Table C10.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	82	18.8%
Deer	378	86.5%
Elk	85	19.5%
Other big game	48	11.0%
Others	28	6.4%
Predators	215	49.2%
Small game	250	57.2%
Turkey	248	56.8%
Upland game birds	235	53.8%
Waterfowl	146	33.4%
Wild pig / feral hog	93	21.3%
Total	437	100.0%

Traditional Centerfire Rifle Activity Interest

Table C10.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	145	47.7%
These activities are not offered at ranges in my area	109	35.9%
I don't have anybody to go with	72	23.7%
I don't know how to get started	63	20.7%
Too expensive	49	16.1%
Other Please describe	11	3.6%
I do not own / have access to this firearm	9	3.0%
Medical reason / disability	5	1.6%
Total	304	100.0%

Table C10.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	22	36.1%
Not enough time	20	32.8%
I don't have anybody to go with	15	24.6%
These activities are not offered at ranges in my area	12	19.7%
Too expensive	11	18.0%
I don't know how to get started	4	6.6%
Other Please describe	4	6.6%
Medical reason / disability	1	1.6%
Total	61	100.0%

Influential Media and Individuals

Table C10.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	291	46.1%
Father	254	40.3%
Self / nobody else	100	15.8%
Aunt / Uncle	69	10.9%
Grandparent	62	9.8%
Another relative	61	9.7%
Co-worker	51	8.1%
Sibling	48	7.6%
Military	31	4.9%
Spouse	24	3.8%
Neighbor	22	3.5%
Other, please specify	19	3.0%
Children / grandchildren	13	2.1%
Mother	11	1.7%
Guide / outfitter	7	1.1%
Total	631	100.0%

Table C10.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	296	46.6%
Magazines and Books	243	38.3%
Online videos	172	27.1%
Local clubs or social organizations	159	25.0%
National sportsmen’s conservation organizations	158	24.9%
Hunter education programs	92	14.5%
State wildlife management agencies	74	11.7%
Retailers	69	10.9%
Other, please specify	23	3.6%
Seminars	22	3.5%
Total	635	100.0%

Table C10.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	122	71.3%
How-to videos	115	67.3%
Product reviews	110	64.3%
Non-professionals (home videos) hunting/fishing/shooting	100	58.5%
Competitions	85	49.7%
TV programs (complete or partial episodes)	84	49.1%
Fish and Wildlife agency produced videos	25	14.6%
Informational/political/talk show style	24	14.0%
Comedy/blooper videos	14	8.2%
Other	9	5.3%
Total	171	100.0%

Table C10.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	21	7.1%
Animal Planet	8	2.7%
Comcast SportsNet	1	0.3%
Discovery Channel	50	17.0%
ESPN/ESPN 2	17	5.8%
History Channel	80	27.2%
Military Channel	68	23.1%
National Geographic	24	8.2%
NBC Sports	4	1.4%
Outdoor Channel	230	78.2%
Pursuit Channel	82	27.9%
Sportsman Channel	180	61.2%
Sunshine Network / SUN Sports	0	0.0%
WildTV	14	4.8%
World Fishing Network	10	3.4%
Other national network	11	3.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	77	26.2%
I watched hunting/fishing TV, but don't remember the channel	67	22.8%
Total	294	100.0%

Table C10.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	336	47.5%
An invitation from a friend / family member	241	34.0%
Programming offered by outdoor retailers	231	32.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	229	32.3%
Books / magazines	196	27.7%
YouTube videos	175	24.7%
Membership in a non-profit organization	156	22.0%
Online forums / blogs	98	13.8%
Other Please describe	60	8.5%
None of the above	22	3.1%
Total	708	100.0%

Table C10.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	64	28.2%	53	23.7%	43	28.1%	59	33.9%
Google+	44	19.4%	42	18.8%	31	20.3%	34	19.5%
Twitter	10	4.4%	7	3.1%	8	5.2%	7	4.0%
Pinterest	9	4.0%	8	3.6%	7	4.6%	8	4.6%
Magazines	150	66.1%	149	66.5%	107	69.9%	110	63.2%
Instagram	19	8.4%	20	8.9%	17	11.1%	21	12.1%
YouTube	118	52.0%	110	49.1%	73	47.7%	142	81.6%
Television programs	115	50.7%	104	46.4%	75	49.0%	86	49.4%
Online Forums	70	30.8%	68	30.4%	48	31.4%	63	36.2%
Newsletter from hunting / wildlife groups or organizations	69	30.4%	82	36.6%	60	39.2%	38	21.8%
Fish / Wildlife Agency for My State of Residence	66	29.1%	96	42.9%	56	36.6%	35	20.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	28	12.3%	47	21.0%	31	20.3%	15	8.6%
Other	4	1.8%	5	2.2%	2	1.3%	2	1.1%
None of The Above	16	7.0%	17	7.6%	8	5.2%	7	4.0%
Total	227	100.0%	224	100.0%	153	100.0%	174	100.0%

Table C10.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	85	25.7%	47	24.2%	30	30.9%	62	26.2%
Google+	59	17.8%	39	20.1%	20	20.6%	43	18.1%
Twitter	11	3.3%	7	3.6%	3	3.1%	9	3.8%
Pinterest	10	3.0%	9	4.6%	5	5.2%	6	2.5%
Magazines	221	66.8%	149	76.8%	67	69.1%	148	62.4%
Instagram	28	8.5%	19	9.8%	11	11.3%	18	7.6%
YouTube	172	52.0%	108	55.7%	67	69.1%	108	45.6%
Television programs	151	45.6%	97	50.0%	48	49.5%	109	46.0%
Online Forums	96	29.0%	56	28.9%	57	58.8%	52	21.9%
Newsletter from hunting / wildlife groups or organizations	92	27.8%	58	29.9%	24	24.7%	72	30.4%
Fish / Wildlife Agency for My State of Residence	98	29.6%	51	26.3%	21	21.6%	71	30.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	38	11.5%	25	12.9%	6	6.2%	34	14.3%
Other	7	2.1%	4	2.1%	2	2.1%	2	0.8%
None of The Above	22	6.6%	9	4.6%	4	4.1%	26	11.0%
Total	331	100.0%	194	100.0%	97	100.0%	237	100.0%

Steel Challenge with a Traditional Centerfire Rifle

This section includes those who are interested in shooting steel challenge with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C11.1) **What is your current age?**

	Count	Column Percent
18 to 24	19	2.5%
25 to 34	69	8.9%
35 to 44	141	18.2%
45 to 54	191	24.7%
55 to 64	193	24.9%
65 and older	161	20.8%
Total	774	100.0%

Table C11.2) **What is your gender?**

	Count	Column Percent
Male	766	99.0%
Female	8	1.0%
Total	774	100.0%

Table C11.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	40	5.2%
\$20,000 to \$29,999	36	4.7%
\$30,000 to \$39,999	38	4.9%
\$40,000 to \$49,999	69	9.0%
\$50,000 to \$74,999	155	20.1%
\$75,000 to \$99,999	154	20.0%
\$100,000 to \$149,999	161	20.9%
\$150,000 to \$200,000	62	8.1%
More than \$200,000	55	7.1%
Total	770	100.0%

Table C11.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	8	1.0%
High school graduation	160	20.6%
Trade school, associates degree or similar	276	35.6%
Bachelors degree	216	27.9%
Masters degree	91	11.7%
Ph D and higher	24	3.1%
Total	775	100.0%

Table C11.5) In which region do you live?

	Count	Column Percent
Northeast	107	13.9%
Midwest	212	27.5%
South	304	39.4%
West	144	18.7%
Canada	5	0.6%
Total	772	100.0%

Introduction to Shooting

Table C11.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	508	63.7%
11 to 17 years old	198	24.8%
18 to 24 years old	60	7.5%
25 to 34 years old	11	1.4%
35 to 44 years old	9	1.1%
45 to 54 years old	6	0.8%
55 to 64 years old	5	0.6%
65 years and older	1	0.1%
Total	798	100.0%

Table C11.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	166	20.8%
Blackpowder or muzzleloader	3	0.4%
Compound bow	7	0.9%
Crossbow	0	0.0%
MSR	14	1.8%
Revolver	49	6.1%
Shotgun	143	17.9%
semi-automatic handgun	55	6.9%
Traditional bow	9	1.1%
Traditional rifle (Centerfire)	35	4.4%
Traditional rifle (Rimfire)	315	39.5%
Other	2	0.3%
Total	798	100.0%

Table C11.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	8	1.0%
Cowboy action	1	0.1%
Long range	4	0.5%
Pattern shotgun	8	1.0%
Plinking or informal target shooting	650	81.7%
Silhouette	7	0.9%
Skeet	15	1.9%
Sporting clays	14	1.8%
Tactical	2	0.3%
Test reload	1	0.1%
Training (Military, Defense, Law Enforcement)	14	1.8%
Trap	12	1.5%
Target archery	15	1.9%
Other Please describe:	44	5.5%
Total	796	100.0%

Table C11.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	493	62.8%
Friend	104	13.2%
Aunt / Uncle	81	10.3%
Grandparent	73	9.3%
Nobody / I shot alone when I first went shooting	43	5.5%
Camp / Summer camp	37	4.7%
Sibling	36	4.6%
Mother	22	2.8%
Neighbor	22	2.8%
Another relative	22	2.8%
Military	16	2.0%
Co-worker	4	0.5%
Spouse	3	0.4%
Other	3	0.4%
Guide / outfitter	2	0.3%
Total	785	100.0%

Table C11.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	564	73.0%
Tradition / way of life	405	52.4%
Spend time with family or friends who already shot	394	51.0%
It's relaxing / an escape	373	48.3%
Wanted to spend more time outdoors	323	41.8%
I wanted a challenge / adventure	281	36.4%
Training for hunting	184	23.8%
Wanted to try a new sport	175	22.6%
Protection / self defense	169	21.9%
To teach someone else / introduce my children or others to shooting	150	19.4%
Training (military, police, etc.)	126	16.3%
Media (television, magazines, movies)	27	3.5%
Other Please write in	11	1.4%
Total	773	100.0%

Table C11.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	198	24.8%
1 year	85	10.7%
2 - 5 years	275	34.5%
6 - 10 years	70	8.8%

More than 10 years	87	10.9%
I have only ever participated in [the shooting activity that I first participated in]	83	10.4%
Total	798	100.0%

Table C11.12) **Which activities have you ever participated in?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	628	88.1%
3 Gun with a semi-automatic handgun	21	2.9%
Bowling pin with a semi-automatic handgun	84	11.8%
Bullseye with a semi-automatic handgun	197	27.6%
Cowboy action with a semi-automatic handgun	8	1.1%
IDPA with a semi-automatic handgun	44	6.2%
IPSC with a semi-automatic handgun	31	4.3%
Load Testing/Development with a semi-automatic handgun	134	18.8%
Sighting-in with a semi-automatic handgun	418	58.6%
Silhouette with a semi-automatic handgun	201	28.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	69	9.7%
Teaching/Informative with a semi-automatic handgun	230	32.3%
Testing (Ammo & firearm) with a semi-automatic handgun	289	40.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	229	32.1%
Other Please describe with a semi-automatic handgun	17	2.4%
Plinking or informal target shooting with a revolver	579	81.2%
3 Gun with a revolver	3	0.4%
Bowling pin with a revolver	65	9.1%
Bullseye with a revolver	141	19.8%
Cowboy action with a revolver	26	3.6%
IDPA with a revolver	12	1.7%
IPSC with a revolver	15	2.1%
Load Testing/Development with a revolver	138	19.4%
Sighting-in with a revolver	299	41.9%
Silhouette with a revolver	139	19.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	21	2.9%
Teaching/Informative with a revolver	160	22.4%
Testing (Ammo & firearm) with a revolver	233	32.7%
Training (Military, Defense, Law Enforcement) with a revolver	107	15.0%
Other Please describe with a revolver	12	1.7%
Plinking or informal target shooting with a traditional rimfire rifle	664	93.1%
3 Gun with a traditional rimfire rifle	4	0.6%
Benchrest with a traditional rimfire rifle	216	30.3%
Cowboy action with a traditional rimfire rifle	3	0.4%
Load Testing/Development with a traditional rimfire rifle	89	12.5%

Long range with a traditional rimfire rifle	153	21.5%
NRA high power with a traditional rimfire rifle	7	1.0%
Schuetzen with a traditional rimfire rifle	3	0.4%
Sighting-in rifle with a traditional rimfire rifle	479	67.2%
Silhouette with a traditional rimfire rifle	136	19.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	21	2.9%
Tactical with a traditional rimfire rifle	38	5.3%
Teaching/Informative with a traditional rimfire rifle	211	29.6%
Three (3) position with a traditional rimfire rifle	70	9.8%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	83	11.6%
Other Please describe with a traditional rimfire rifle	26	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	619	86.8%
3 Gun with a traditional centerfire rifle	8	1.1%
Benchrest with a traditional centerfire rifle	291	40.8%
Cowboy action with a traditional centerfire rifle	14	2.0%
Load Testing/Development with a traditional centerfire rifle	254	35.6%
Long range with a traditional centerfire rifle	357	50.1%
NRA high power with a traditional centerfire rifle	38	5.3%
Schuetzen with a traditional centerfire rifle	5	0.7%
Sighting-in rifle with a traditional centerfire rifle	523	73.4%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	157	22.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
Tactical with a traditional centerfire rifle	106	14.9%
Teaching/Informative with a traditional centerfire rifle	231	32.4%
Three (3) position with a traditional centerfire rifle	56	7.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	169	23.7%
Other Please describe with a traditional centerfire rifle	21	2.9%
Plinking or informal target shooting with an MSR	509	71.4%
3 Gun with an MSR	20	2.8%
Benchrest with an MSR	174	24.4%
Cowboy action with an MSR	1	0.1%
Load Testing/Development with an MSR	150	21.0%
Long range with an MSR	204	28.6%
NRA high power with an MSR	20	2.8%
Schuetzen with an MSR	5	0.7%
Sighting-in rifle with an MSR	382	53.6%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	88	12.3%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	21	2.9%
Tactical with an MSR	161	22.6%

Teaching/Informative with an MSR	173	24.3%
Three (3) position with an MSR	43	6.0%
Training (Military, Defense, Law Enforcement) with an MSR	189	26.5%
Other Please describe with an MSR	7	1.0%
Informal (backyard, testing) with a shotgun	495	69.4%
3 Gun with a shotgun	19	2.7%
5 Stand with a shotgun	119	16.7%
Cowboy Action with a shotgun	12	1.7%
Dog training with a shotgun	103	14.4%
Other with a shotgun	10	1.4%
Pattern shotgun with a shotgun	367	51.5%
Sighting-In with a shotgun	292	41.0%
Skeet with a shotgun	412	57.8%
Sporting clays with a shotgun	398	55.8%
Teaching/Informative with a shotgun	181	25.4%
Test reload with a shotgun	120	16.8%
Training (Military, Defense, Law Enforcement) with a shotgun	120	16.8%
Trap with a shotgun	391	54.8%
Wobble Trap with a shotgun	113	15.8%
Other Please describe with a shotgun	28	3.9%
Total	713	100.0%

Current Recreational Shooting Activities

Table C11.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	628	88.5%
Traditional Centerfire Rifle	600	84.5%
Traditional Rimfire Rifle	574	80.8%
Shotgun	566	79.7%
Revolver	487	68.6%
MSR	402	56.6%
Traditional or Compound Bow	228	32.1%
Muzzleloader	165	23.2%
Crossbow	104	14.6%
None of the Above	9	1.3%
Total	710	100.0%

Table C11.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	583	82.0%
Plinking or informal target shooting with a traditional rimfire rifle	533	75.0%
Plinking or informal target shooting with a traditional centerfire rifle	517	72.7%
Plinking or informal target shooting with a Revolver	455	64.0%
Sighting-in rifle with a traditional centerfire rifle	446	62.7%
Informal (backyard or testing) with a Shotgun	386	54.3%
Sighting-in rifle with a traditional rimfire rifle	367	51.6%
Plinking or informal target shooting with a MSR	364	51.2%
Sighting-in with a semi-automatic Handgun	364	51.2%
Sporting clays with a Shotgun	278	39.1%
Long range with a traditional centerfire rifle	275	38.7%
Pattern shotgun	275	38.7%
Trap with a Shotgun	264	37.1%
Skeet with a Shotgun	258	36.3%
Sighting-in rifle with a MSR	258	36.3%
Benchrest with a traditional centerfire rifle	247	34.7%
Target shooting with a traditional or compound bow	228	32.1%
Sighting-in with a Revolver	223	31.4%
Testing (Ammo & firearm) with a semi-automatic Handgun	221	31.1%
Sighting-In with a Shotgun	217	30.5%
Teaching/Informative with a semi-automatic Handgun	189	26.6%
Load Testing/Development with a traditional centerfire rifle	188	26.4%
Target shooting with a muzzleloader	165	23.2%

Benchrest with a traditional rimfire rifle	156	21.9%
Bullseye with a semi-automatic Handgun	155	21.8%
Testing (Ammo & firearm) with a Revolver	154	21.7%
Teaching/Informative with a traditional centerfire rifle	151	21.2%
Teaching/Informative with a traditional rimfire rifle	150	21.1%
Silhouette with a semi-automatic Handgun	138	19.4%
Teaching/Informative with a Shotgun	129	18.1%
Teaching/Informative with a Revolver	116	16.3%
Long range with a MSR	115	16.2%
Target shooting with an air rifle at a range	110	15.5%
Load Testing/Development with a semi-automatic Handgun	108	15.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	105	14.8%
Target shooting with a crossbow	104	14.6%
Teaching/Informative with a MSR	103	14.5%
Benchrest with a MSR	95	13.4%
Load Testing/Development with a Revolver	93	13.1%
Load Testing/Development with a MSR	91	12.8%
Bullseye with a Revolver	90	12.7%
Silhouette with a traditional centerfire rifle	87	12.2%
Tactical with a MSR	83	11.7%
Long range with a traditional rimfire rifle	83	11.7%
5 Stand with a Shotgun	80	11.3%
Test reload with a Shotgun	79	11.1%
Wobble Trap with a Shotgun	79	11.1%
Silhouette with a Revolver	77	10.8%
Silhouette with a traditional rimfire rifle	68	9.6%
Training (Military / Defense / Law Enforcement) with a MSR	67	9.4%
Dog training with a shotgun	56	7.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	53	7.5%
Bowling pin with a semi-automatic Handgun	49	6.9%
Silhouette with a MSR	48	6.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	46	6.5%
Load Testing/Development with a traditional rimfire rifle	43	6.0%
Tactical with a traditional centerfire rifle	40	5.6%
Steel Challenge with a semi-automatic Handgun	37	5.2%
Bowling pin with a Revolver	31	4.4%
Training (Military / Defense / Law Enforcement) with a Revolver	31	4.4%
IDPA with a semi-automatic Handgun	26	3.7%
Three (3) position with a traditional rimfire rifle	23	3.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	20	2.8%

Three (3) position with a MSR	18	2.5%
Three (3) position with a traditional centerfire rifle	17	2.4%
3 Gun with a semi-automatic Handgun	16	2.3%
IPSC with a semi-automatic Handgun	14	2.0%
Cowboy action with a Revolver	14	2.0%
Tactical with a traditional rimfire rifle	14	2.0%
3 Gun with a Shotgun	12	1.7%
Cowboy action with a traditional centerfire rifle	12	1.7%
3 Gun with a MSR	10	1.4%
Cowboy Action with a Shotgun	9	1.3%
NRA high power with a traditional centerfire rifle	9	1.3%
Steel Challenge with a Revolver	9	1.3%
None of the above	9	1.3%
NRA high power with a MSR	8	1.1%
Steel Challenge with a MSR	7	1.0%
Steel Challenge with a traditional rimfire rifle	6	0.8%
IDPA with a Revolver	4	0.6%
Cowboy action with a semi-automatic Handgun	3	0.4%
NRA high power with a traditional rimfire rifle	2	0.3%
Schuetzen with a MSR	1	0.1%
3 Gun with a Revolver	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	711	100.0%

Table C11.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	40	7.9%
Revolver	118	23.2%
Traditional Rimfire Rifle	98	19.3%
Traditional Centerfire Rifle	60	11.8%
MSR	151	29.7%
Shotgun	76	14.9%
Air Rifle	199	39.1%
Traditional or Compound Bow	220	43.2%
Crossbow	56	11.0%
Muzzleloader	138	27.1%
Total	509	100.0%

Table C11.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	109	16.8%
3 Gun with a Shotgun	7	1.1%
5 Stand with a Shotgun	39	6.0%
Cowboy Action with a Shotgun	3	0.5%
Sighting-In with a Shotgun	75	11.6%
Skeet with a Shotgun	154	23.8%
Sporting clays with a Shotgun	120	18.5%
Teaching/Informative with a Shotgun	52	8.0%
Test reload with a Shotgun	41	6.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	73	11.3%
Trap with a Shotgun	127	19.6%
Wobble Trap with a Shotgun	34	5.2%
Plinking or informal target shooting with a traditional centerfire rifle	102	15.7%
3 Gun with a traditional centerfire rifle	8	1.2%
Benchrest with a traditional centerfire rifle	44	6.8%
Cowboy action with a traditional centerfire rifle	2	0.3%
Load Testing/Development with a traditional centerfire rifle	66	10.2%
Long range with a traditional centerfire rifle	82	12.7%
NRA high power with a traditional centerfire rifle	29	4.5%
Schuetzen with a traditional centerfire rifle	5	0.8%
Sighting-in rifle with a traditional centerfire rifle	77	11.9%
Silhouette with a traditional centerfire rifle	70	10.8%
Steel Challenge with a traditional centerfire rifle	0	0.0%
Tactical with a traditional centerfire rifle	66	10.2%
Teaching/Informative with a traditional centerfire rifle	80	12.3%
Three (3) position with a traditional centerfire rifle	39	6.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	115	17.7%
Plinking or informal target shooting with a MSR	145	22.4%

3 Gun with a MSR	10	1.5%
Benchrest with a MSR	79	12.2%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	59	9.1%
Long range with a MSR	89	13.7%
NRA high power with a MSR	12	1.9%
Schuetzen with a MSR	4	0.6%
Sighting-in rifle with a MSR	124	19.1%
Silhouette with a MSR	40	6.2%
Steel Challenge with a MSR	14	2.2%
Tactical with a MSR	78	12.0%
Teaching/Informative with a MSR	70	10.8%
Three (3) position with a MSR	25	3.9%
Training (Military / Defense / Law Enforcement) with a MSR	120	18.5%
Plinking or informal target shooting with a semi-automatic Handgun	45	6.9%
3 Gun with a semi-automatic Handgun	5	0.8%
Bowling pin with a semi-automatic Handgun	35	5.4%
Bullseye with a semi-automatic Handgun	42	6.5%
Cowboy action with a semi-automatic Handgun	5	0.8%
IDPA with a semi-automatic Handgun	18	2.8%
IPSC with a semi-automatic Handgun	17	2.6%
Load Testing/Development with a semi-automatic Handgun	26	4.0%
Sighting-in with a semi-automatic Handgun	54	8.3%
Silhouette with a semi-automatic Handgun	63	9.7%
Steel Challenge with a semi-automatic Handgun	32	4.9%
Teaching/Informative with a semi-automatic Handgun	41	6.3%
Testing (Ammo & firearm) with a semi-automatic Handgun	68	10.5%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	118	18.2%
Plinking or informal target shooting with a Revolver	124	19.1%
3 Gun with a Revolver	64	9.9%
Bowling pin with a Revolver	34	5.2%
Bullseye with a Revolver	51	7.9%
Cowboy action with a Revolver	12	1.9%
IDPA with a Revolver	8	1.2%
IPSC with a Revolver	15	2.3%
Load Testing/Development with a Revolver	45	6.9%
Sighting-in with a Revolver	76	11.7%
Silhouette with a Revolver	62	9.6%
Steel Challenge with a Revolver	12	1.9%
Teaching/Informative with a Revolver	44	6.8%
Testing (Ammo & firearm) with a Revolver	79	12.2%
Training (Military / Defense / Law Enforcement) with a Revolver	74	11.4%
Dog training with a shotgun	47	7.3%
Target shooting with a traditional or compound bow	220	34.0%
Target shooting with a crossbow	56	8.6%
Target shooting with a muzzleloader	138	21.3%
Plinking or informal target shooting with a traditional rimfire rifle	131	20.2%

3 Gun with a traditional rimfire rifle	4	0.6%
Benchrest with a traditional rimfire rifle	60	9.3%
Cowboy action with a traditional rimfire rifle	2	0.3%
Load Testing/Development with a traditional rimfire rifle	46	7.1%
Long range with a traditional rimfire rifle	70	10.8%
NRA high power with a traditional rimfire rifle	5	0.8%
Schuetzen with a traditional rimfire rifle	5	0.8%
Sighting-in rifle with a traditional rimfire rifle	112	17.3%
Target shooting with an air rifle at a range	199	30.7%
Silhouette with a traditional rimfire rifle	68	10.5%
Pattern shotgun	92	14.2%
Steel Challenge with a traditional rimfire rifle	15	2.3%
Tactical with a traditional rimfire rifle	24	3.7%
Teaching/Informative with a traditional rimfire rifle	61	9.4%
Three (3) position with a traditional rimfire rifle	47	7.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	62	9.6%
Total	648	100.0%

Current Hunting Activities

Table C11.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	431	91.7%
Shotgun	406	86.4%
Traditional bow/compound bow	222	47.2%
MSR	213	45.3%
Muzzleloader	197	41.9%
Handgun	175	37.2%
Crossbow	93	19.8%
Other	17	3.6%
Total	470	100.0%

Table C11.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	71	16.2%
Deer	380	86.8%
Elk	81	18.5%
Other big game	45	10.3%
Others	25	5.7%
Predators	211	48.2%
Small game	245	55.9%
Turkey	261	59.6%
Upland game birds	219	50.0%
Waterfowl	156	35.6%
Wild pig / feral hog	110	25.1%
Total	438	100.0%

Traditional Centerfire Rifle Activity Interest

Table C11.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	155	45.2%
These activities are not offered at ranges in my area	130	37.9%
I don't know how to get started	100	29.2%
I don't have anybody to go with	79	23.0%
Too expensive	58	16.9%
I do not own / have access to this firearm	8	2.3%
Medical reason / disability	7	2.0%
Other Please describe	6	1.7%
Total	343	100.0%

Table C11.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
Not enough time	18	35.3%
I don't have anybody to go with	15	29.4%
I don't own or have access to the proper equipment	13	25.5%
Too expensive	11	21.6%
These activities are not offered at ranges in my area	10	19.6%
I don't know how to get started	4	7.8%
Medical reason / disability	1	2.0%
Other Please describe	0	0.0%
Total	51	100.0%

Influential Media and Individuals

Table C11.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	327	47.0%
Father	247	35.5%
Self / nobody else	117	16.8%
Aunt / Uncle	84	12.1%
Co-worker	72	10.3%
Another relative	72	10.3%
Sibling	61	8.8%
Grandparent	55	7.9%
Military	49	7.0%
Neighbor	32	4.6%
Other, please specify	23	3.3%
Children / grandchildren	14	2.0%
Spouse	14	2.0%
Mother	13	1.9%
Guide / outfitter	6	0.9%
Total	696	100.0%

Table C11.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	317	45.0%
Magazines and Books	241	34.2%
Online videos	234	33.2%
Local clubs or social organizations	176	25.0%
National sportsmen’s conservation organizations	158	22.4%
Hunter education programs	98	13.9%
Retailers	90	12.8%
State wildlife management agencies	75	10.6%
Seminars	34	4.8%
Other, please specify	29	4.1%
Total	705	100.0%

Table C11.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	158	67.8%
Product reviews	157	67.4%
How-to videos	155	66.5%
Non-professionals (home videos) hunting/fishing/shooting	131	56.2%
Competitions	126	54.1%
TV programs (complete or partial episodes)	105	45.1%
Informational/political/talk show style	38	16.3%
Fish and Wildlife agency produced videos	35	15.0%
Comedy/blooper videos	18	7.7%
Other	10	4.3%
Total	233	100.0%

Table C11.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	25	8.0%
Animal Planet	10	3.2%
Comcast SportsNet	3	1.0%
Discovery Channel	57	18.2%
ESPN/ESPN 2	21	6.7%
History Channel	92	29.3%
Military Channel	92	29.3%
National Geographic	31	9.9%
NBC Sports	6	1.9%
Outdoor Channel	251	79.9%
Pursuit Channel	92	29.3%
Sportsman Channel	203	64.6%
Sunshine Network / SUN Sports	4	1.3%
WildTV	9	2.9%
World Fishing Network	9	2.9%
Other national network	10	3.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	80	25.5%
I watched hunting/fishing TV, but don't remember the channel	75	23.9%
Total	314	100.0%

Table C11.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	373	48.3%
Programming offered by outdoor retailers	270	35.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	260	33.7%
An invitation from a friend / family member	243	31.5%
YouTube videos	228	29.5%
Books / magazines	209	27.1%
Membership in a non-profit organization	180	23.3%
Online forums / blogs	135	17.5%
Other Please describe	64	8.3%
None of the above	26	3.4%
Total	772	100.0%

Table C11.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	76	28.5%	69	27.3%	57	32.4%	82	36.1%
Google+	50	18.7%	41	16.2%	33	18.8%	43	18.9%
Twitter	14	5.2%	11	4.3%	12	6.8%	11	4.8%
Pinterest	16	6.0%	15	5.9%	15	8.5%	17	7.5%
Magazines	180	67.4%	163	64.4%	121	68.8%	144	63.4%
Instagram	33	12.4%	28	11.1%	25	14.2%	28	12.3%
YouTube	157	58.8%	140	55.3%	92	52.3%	193	85.0%
Television programs	131	49.1%	114	45.1%	81	46.0%	100	44.1%
Online Forums	97	36.3%	94	37.2%	61	34.7%	93	41.0%
Newsletter from hunting / wildlife groups or organizations	73	27.3%	82	32.4%	59	33.5%	45	19.8%
Fish / Wildlife Agency for My State of Residence	72	27.0%	94	37.2%	61	34.7%	43	18.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	38	14.2%	55	21.7%	42	23.9%	25	11.0%
Other	8	3.0%	8	3.2%	4	2.3%	5	2.2%
None of The Above	12	4.5%	13	5.1%	13	7.4%	6	2.6%
Total	267	100.0%	253	100.0%	176	100.0%	227	100.0%

Table C11.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	110	30.1%	60	28.8%	45	33.8%	63	26.4%
Google+	60	16.4%	43	20.7%	22	16.5%	38	15.9%
Twitter	17	4.7%	10	4.8%	6	4.5%	10	4.2%
Pinterest	21	5.8%	14	6.7%	11	8.3%	8	3.3%
Magazines	232	63.6%	172	82.7%	90	67.7%	144	60.3%
Instagram	42	11.5%	24	11.5%	18	13.5%	21	8.8%
YouTube	210	57.5%	129	62.0%	99	74.4%	121	50.6%
Television programs	156	42.7%	111	53.4%	60	45.1%	93	38.9%
Online Forums	140	38.4%	77	37.0%	82	61.7%	63	26.4%
Newsletter from hunting / wildlife groups or organizations	85	23.3%	68	32.7%	32	24.1%	56	23.4%
Fish / Wildlife Agency for My State of Residence	96	26.3%	55	26.4%	20	15.0%	54	22.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	46	12.6%	35	16.8%	12	9.0%	29	12.1%
Other	9	2.5%	5	2.4%	3	2.3%	1	0.4%
None of The Above	20	5.5%	4	1.9%	3	2.3%	25	10.5%
Total	365	100.0%	208	100.0%	133	100.0%	239	100.0%

Tactical Shooting with a Traditional Centerfire Rifle

This section includes those who are interested in tactical shooting with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C12.1) **What is your current age?**

	Count	Column Percent
18 to 24	17	2.2%
25 to 34	86	11.2%
35 to 44	140	18.2%
45 to 54	193	25.1%
55 to 64	194	25.2%
65 and older	140	18.2%
Total	770	100.0%

Table C12.2) **What is your gender?**

	Count	Column Percent
Male	761	98.4%
Female	12	1.6%
Total	773	100.0%

Table C12.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	33	4.3%
\$20,000 to \$29,999	40	5.2%
\$30,000 to \$39,999	40	5.2%
\$40,000 to \$49,999	76	9.9%
\$50,000 to \$74,999	154	20.1%
\$75,000 to \$99,999	140	18.3%
\$100,000 to \$149,999	171	22.3%
\$150,000 to \$200,000	59	7.7%
More than \$200,000	54	7.0%
Total	767	100.0%

Table C12.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	4	0.5%
High school graduation	172	22.2%
Trade school, associates degree or similar	273	35.3%
Bachelors degree	219	28.3%
Masters degree	81	10.5%
Ph D and higher	25	3.2%
Total	774	100.0%

Table C12.5) In which region do you live?

	Count	Column Percent
Northeast	108	14.0%
Midwest	210	27.2%
South	306	39.6%
West	141	18.3%
Canada	7	0.9%
Total	772	100.0%

Introduction to Shooting

Table C12.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	502	62.5%
11 to 17 years old	202	25.2%
18 to 24 years old	60	7.5%
25 to 34 years old	14	1.7%
35 to 44 years old	9	1.1%
45 to 54 years old	6	0.7%
55 to 64 years old	8	1.0%
65 years and older	2	0.2%
Total	803	100.0%

Table C12.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	160	19.9%
Blackpowder or muzzleloader	4	0.5%
Compound bow	6	0.7%
Crossbow	0	0.0%
MSR	10	1.2%
Revolver	65	8.1%
Shotgun	136	16.9%
semi-automatic handgun	70	8.7%
Traditional bow	14	1.7%
Traditional rifle (Centerfire)	44	5.5%
Traditional rifle (Rimfire)	294	36.6%
Other	0	0.0%
Total	803	100.0%

Table C12.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
5 Stand	1	0.1%
Benchrest	6	0.8%
Cowboy action	2	0.3%
IPSC	1	0.1%
Long range	7	0.9%
Pattern shotgun	7	0.9%
Plinking or informal target shooting	648	81.1%
Silhouette	10	1.3%
Skeet	9	1.1%
Sporting clays	15	1.9%
Tactical	3	0.4%
Test reload	3	0.4%
Training (Military, Defense, Law Enforcement)	10	1.3%
Trap	11	1.4%
Wobble Trap	1	0.1%
Target archery	15	1.9%
Field archery	1	0.1%
3D archery	3	0.4%
Other Please describe:	45	5.6%
Total	799	100.0%

Table C12.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	485	61.6%
Friend	106	13.5%
Aunt / Uncle	87	11.1%
Grandparent	86	10.9%
Sibling	40	5.1%
Nobody / I shot alone when I first went shooting	33	4.2%
Camp / Summer camp	30	3.8%
Mother	26	3.3%
Another relative	25	3.2%
Neighbor	22	2.8%
Military	12	1.5%
Co-worker	8	1.0%
Spouse	5	0.6%
Other	4	0.5%
Guide / outfitter	1	0.1%
Total	787	100.0%

Table C12.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	562	72.4%
Spend time with family or friends who already shot	409	52.7%
Tradition / way of life	402	51.8%
It's relaxing / an escape	378	48.7%
Wanted to spend more time outdoors	301	38.8%
I wanted a challenge / adventure	275	35.4%
Training for hunting	185	23.8%
Protection / self defense	181	23.3%
Wanted to try a new sport	167	21.5%
To teach someone else / introduce my children or others to shooting	141	18.2%
Training (military, police, etc.)	130	16.8%
Media (television, magazines, movies)	30	3.9%
Other Please write in	9	1.2%
Total	776	100.0%

Table C12.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	199	24.8%
1 year	92	11.5%
2 - 5 years	241	30.0%
6 - 10 years	61	7.6%
More than 10 years	110	13.7%
I have only ever participated in [the shooting activity that I first participated in]	100	12.5%
Total	803	100.0%

Table C12.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	596	85.4%
3 Gun with a semi-automatic handgun	23	3.3%
Bowling pin with a semi-automatic handgun	74	10.6%
Bullseye with a semi-automatic handgun	163	23.4%
Cowboy action with a semi-automatic handgun	11	1.6%
IDPA with a semi-automatic handgun	41	5.9%
IPSC with a semi-automatic handgun	33	4.7%
Load Testing/Development with a semi-automatic handgun	114	16.3%
Sighting-in with a semi-automatic handgun	396	56.7%
Silhouette with a semi-automatic handgun	187	26.8%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	61	8.7%
Teaching/Informative with a semi-automatic handgun	215	30.8%
Testing (Ammo & firearm) with a semi-automatic handgun	265	38.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	220	31.5%
Other Please describe with a semi-automatic handgun	15	2.1%
Plinking or informal target shooting with a revolver	555	79.5%
3 Gun with a revolver	3	0.4%
Bowling pin with a revolver	46	6.6%
Bullseye with a revolver	124	17.8%
Cowboy action with a revolver	30	4.3%
IDPA with a revolver	6	0.9%
IPSC with a revolver	5	0.7%
Load Testing/Development with a revolver	106	15.2%
Sighting-in with a revolver	250	35.8%
Silhouette with a revolver	121	17.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	24	3.4%
Teaching/Informative with a revolver	140	20.1%
Testing (Ammo & firearm) with a revolver	210	30.1%
Training (Military, Defense, Law Enforcement) with a revolver	93	13.3%

Other Please describe with a revolver	13	1.9%
Plinking or informal target shooting with a traditional rimfire rifle	626	89.7%
3 Gun with a traditional rimfire rifle	2	0.3%
Benchrest with a traditional rimfire rifle	188	26.9%
Cowboy action with a traditional rimfire rifle	2	0.3%
Load Testing/Development with a traditional rimfire rifle	62	8.9%
Long range with a traditional rimfire rifle	133	19.1%
NRA high power with a traditional rimfire rifle	5	0.7%
Schuetzen with a traditional rimfire rifle	1	0.1%
Sighting-in rifle with a traditional rimfire rifle	426	61.0%
Silhouette with a traditional rimfire rifle	116	16.6%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	30	4.3%
Tactical with a traditional rimfire rifle	14	2.0%
Teaching/Informative with a traditional rimfire rifle	185	26.5%
Three (3) position with a traditional rimfire rifle	49	7.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	68	9.7%
Other Please describe with a traditional rimfire rifle	30	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	571	81.8%
3 Gun with a traditional centerfire rifle	4	0.6%
Benchrest with a traditional centerfire rifle	242	34.7%
Cowboy action with a traditional centerfire rifle	8	1.1%
Load Testing/Development with a traditional centerfire rifle	199	28.5%
Long range with a traditional centerfire rifle	295	42.3%
NRA high power with a traditional centerfire rifle	23	3.3%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	464	66.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	122	17.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	26	3.7%
Tactical with a traditional centerfire rifle	0	0.0%
Teaching/Informative with a traditional centerfire rifle	193	27.7%
Three (3) position with a traditional centerfire rifle	44	6.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	131	18.8%
Other Please describe with a traditional centerfire rifle	29	4.2%
Plinking or informal target shooting with an MSR	483	69.2%
3 Gun with an MSR	27	3.9%
Benchrest with an MSR	139	19.9%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	126	18.1%
Long range with an MSR	169	24.2%
NRA high power with an MSR	12	1.7%

Schuetzen with an MSR	2	0.3%
Sighting-in rifle with an MSR	344	49.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	76	10.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	31	4.4%
Tactical with an MSR	126	18.1%
Teaching/Informative with an MSR	161	23.1%
Three (3) position with an MSR	38	5.4%
Training (Military, Defense, Law Enforcement) with an MSR	166	23.8%
Other Please describe with an MSR	14	2.0%
Informal (backyard, testing) with a shotgun	468	67.0%
3 Gun with a shotgun	20	2.9%
5 Stand with a shotgun	94	13.5%
Cowboy Action with a shotgun	10	1.4%
Dog training with a shotgun	84	12.0%
Other with a shotgun	10	1.4%
Pattern shotgun with a shotgun	299	42.8%
Sighting-In with a shotgun	271	38.8%
Skeet with a shotgun	399	57.2%
Sporting clays with a shotgun	384	55.0%
Teaching/Informative with a shotgun	149	21.3%
Test reload with a shotgun	97	13.9%
Training (Military, Defense, Law Enforcement) with a shotgun	97	13.9%
Trap with a shotgun	354	50.7%
Wobble Trap with a shotgun	87	12.5%
Other Please describe with a shotgun	28	4.0%
Total	698	100.0%

Current Recreational Shooting Activities

Table C12.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	611	87.7%
Traditional Centerfire Rifle	547	78.5%
Traditional Rimfire Rifle	526	75.5%
Shotgun	523	75.0%
Revolver	458	65.7%
MSR	393	56.4%
Traditional or Compound Bow	204	29.3%
Muzzleloader	133	19.1%
Crossbow	91	13.1%
None of the Above	9	1.3%
Total	697	100.0%

Table C12.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	555	79.3%
Plinking or informal target shooting with a traditional rimfire rifle	467	66.7%
Plinking or informal target shooting with a traditional centerfire rifle	464	66.3%
Plinking or informal target shooting with a Revolver	412	58.9%
Sighting-in rifle with a traditional centerfire rifle	371	53.0%
Informal (backyard or testing) with a Shotgun	357	51.0%
Plinking or informal target shooting with a MSR	344	49.1%
Sighting-in with a semi-automatic Handgun	332	47.4%
Sighting-in rifle with a traditional rimfire rifle	300	42.9%
Sporting clays with a Shotgun	268	38.3%
Skeet with a Shotgun	238	34.0%
Long range with a traditional centerfire rifle	230	32.9%
Sighting-in rifle with a MSR	229	32.7%
Pattern shotgun	223	31.9%
Trap with a Shotgun	210	30.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	207	29.6%
Target shooting with a traditional or compound bow	204	29.1%
Benchrest with a traditional centerfire rifle	198	28.3%
Sighting-In with a Shotgun	195	27.9%
Sighting-in with a Revolver	184	26.3%
Teaching/Informative with a semi-automatic Handgun	178	25.4%
Silhouette with a semi-automatic Handgun	144	20.6%
Load Testing/Development with a traditional centerfire rifle	143	20.4%

Bullseye with a semi-automatic Handgun	134	19.1%
Testing (Ammo & firearm) with a Revolver	133	19.0%
Target shooting with a muzzleloader	133	19.0%
Benchrest with a traditional rimfire rifle	133	19.0%
Teaching/Informative with a traditional rimfire rifle	128	18.3%
Teaching/Informative with a traditional centerfire rifle	121	17.3%
Teaching/Informative with a MSR	112	16.0%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	108	15.4%
Target shooting with an air rifle at a range	107	15.3%
Teaching/Informative with a Shotgun	98	14.0%
Teaching/Informative with a Revolver	98	14.0%
Long range with a MSR	93	13.3%
Target shooting with a crossbow	91	13.0%
Load Testing/Development with a semi-automatic Handgun	88	12.6%
Bullseye with a Revolver	81	11.6%
Benchrest with a MSR	80	11.4%
Load Testing/Development with a MSR	77	11.0%
Long range with a traditional rimfire rifle	76	10.9%
Silhouette with a traditional centerfire rifle	73	10.4%
Silhouette with a Revolver	72	10.3%
5 Stand with a Shotgun	71	10.1%
Wobble Trap with a Shotgun	69	9.9%
Tactical with a MSR	69	9.9%
Training (Military / Defense / Law Enforcement) with a MSR	65	9.3%
Load Testing/Development with a Revolver	65	9.3%
Silhouette with a traditional rimfire rifle	62	8.9%
Test reload with a Shotgun	52	7.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	46	6.6%
Steel Challenge with a semi-automatic Handgun	46	6.6%
Dog training with a shotgun	46	6.6%
Silhouette with a MSR	44	6.3%
Bowling pin with a semi-automatic Handgun	39	5.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	36	5.1%
Load Testing/Development with a traditional rimfire rifle	31	4.4%
IDPA with a semi-automatic Handgun	28	4.0%
Training (Military / Defense / Law Enforcement) with a Revolver	26	3.7%
3 Gun with a semi-automatic Handgun	21	3.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	21	3.0%
Cowboy action with a Revolver	20	2.9%
Steel Challenge with a traditional rimfire rifle	20	2.9%

Three (3) position with a traditional rimfire rifle	19	2.7%
IPSC with a semi-automatic Handgun	18	2.6%
Bowling pin with a Revolver	18	2.6%
Three (3) position with a traditional centerfire rifle	17	2.4%
Three (3) position with a MSR	17	2.4%
3 Gun with a Shotgun	16	2.3%
Steel Challenge with a traditional centerfire rifle	16	2.3%
Steel Challenge with a MSR	16	2.3%
3 Gun with a MSR	15	2.1%
Steel Challenge with a Revolver	13	1.9%
None of the above	9	1.3%
Cowboy action with a traditional centerfire rifle	7	1.0%
NRA high power with a traditional centerfire rifle	7	1.0%
Tactical with a traditional rimfire rifle	7	1.0%
Cowboy Action with a Shotgun	6	0.9%
NRA high power with a MSR	4	0.6%
Cowboy action with a semi-automatic Handgun	4	0.6%
3 Gun with a traditional centerfire rifle	3	0.4%
IDPA with a Revolver	3	0.4%
NRA high power with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.1%
Schuetzen with a MSR	1	0.1%
3 Gun with a Revolver	1	0.1%
3 Gun with a traditional rimfire rifle	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
Tactical with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
IPSC with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	700	100.0%

Table C12.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	35	6.9%
Revolver	129	25.5%
Traditional Rimfire Rifle	120	23.7%
Traditional Centerfire Rifle	83	16.4%
MSR	144	28.5%
Shotgun	98	19.4%
Air Rifle	185	36.6%
Traditional or Compound Bow	206	40.7%
Crossbow	50	9.9%
Muzzleloader	111	21.9%
Total	506	100.0%

Table C12.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	111	17.8%
3 Gun with a Shotgun	4	0.6%
5 Stand with a Shotgun	23	3.7%
Cowboy Action with a Shotgun	4	0.6%
Sighting-In with a Shotgun	76	12.2%
Skeet with a Shotgun	161	25.8%
Sporting clays with a Shotgun	116	18.6%
Teaching/Informative with a Shotgun	51	8.2%
Test reload with a Shotgun	45	7.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	51	8.2%
Trap with a Shotgun	144	23.0%
Wobble Trap with a Shotgun	18	2.9%
Plinking or informal target shooting with a traditional centerfire rifle	107	17.1%
3 Gun with a traditional centerfire rifle	1	0.2%
Benchrest with a traditional centerfire rifle	44	7.0%
Cowboy action with a traditional centerfire rifle	1	0.2%
Load Testing/Development with a traditional centerfire rifle	56	9.0%
Long range with a traditional centerfire rifle	65	10.4%
NRA high power with a traditional centerfire rifle	16	2.6%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	93	14.9%
Silhouette with a traditional centerfire rifle	49	7.8%
Steel Challenge with a traditional centerfire rifle	10	1.6%
Tactical with a traditional centerfire rifle	0	0.0%
Teaching/Informative with a traditional centerfire rifle	72	11.5%
Three (3) position with a traditional centerfire rifle	27	4.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	94	15.0%
Plinking or informal target shooting with a MSR	139	22.2%

3 Gun with a MSR	12	1.9%
Benchrest with a MSR	59	9.4%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	49	7.8%
Long range with a MSR	76	12.2%
NRA high power with a MSR	8	1.3%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	115	18.4%
Silhouette with a MSR	32	5.1%
Steel Challenge with a MSR	15	2.4%
Tactical with a MSR	57	9.1%
Teaching/Informative with a MSR	49	7.8%
Three (3) position with a MSR	21	3.4%
Training (Military / Defense / Law Enforcement) with a MSR	100	16.0%
Plinking or informal target shooting with a semi-automatic Handgun	41	6.6%
3 Gun with a semi-automatic Handgun	2	0.3%
Bowling pin with a semi-automatic Handgun	35	5.6%
Bullseye with a semi-automatic Handgun	29	4.6%
Cowboy action with a semi-automatic Handgun	7	1.1%
IDPA with a semi-automatic Handgun	13	2.1%
IPSC with a semi-automatic Handgun	15	2.4%
Load Testing/Development with a semi-automatic Handgun	26	4.2%
Sighting-in with a semi-automatic Handgun	64	10.2%
Silhouette with a semi-automatic Handgun	43	6.9%
Steel Challenge with a semi-automatic Handgun	15	2.4%
Teaching/Informative with a semi-automatic Handgun	37	5.9%
Testing (Ammo & firearm) with a semi-automatic Handgun	58	9.3%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	106	17.0%
Plinking or informal target shooting with a Revolver	143	22.9%
3 Gun with a Revolver	45	7.2%
Bowling pin with a Revolver	28	4.5%
Bullseye with a Revolver	43	6.9%
Cowboy action with a Revolver	10	1.6%
IDPA with a Revolver	3	0.5%
IPSC with a Revolver	5	0.8%
Load Testing/Development with a Revolver	41	6.6%
Sighting-in with a Revolver	66	10.6%
Silhouette with a Revolver	49	7.8%
Steel Challenge with a Revolver	11	1.8%
Teaching/Informative with a Revolver	42	6.7%
Testing (Ammo & firearm) with a Revolver	77	12.3%
Training (Military / Defense / Law Enforcement) with a Revolver	65	10.4%
Dog training with a shotgun	38	6.1%
Target shooting with a traditional or compound bow	206	33.0%
Target shooting with a crossbow	50	8.0%
Target shooting with a muzzleloader	111	17.8%
Plinking or informal target shooting with a traditional rimfire rifle	159	25.4%

3 Gun with a traditional rimfire rifle	1	0.2%
Benchrest with a traditional rimfire rifle	55	8.8%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	31	5.0%
Long range with a traditional rimfire rifle	57	9.1%
NRA high power with a traditional rimfire rifle	3	0.5%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	126	20.2%
Target shooting with an air rifle at a range	185	29.6%
Silhouette with a traditional rimfire rifle	54	8.6%
Pattern shotgun	76	12.2%
Steel Challenge with a traditional rimfire rifle	10	1.6%
Tactical with a traditional rimfire rifle	7	1.1%
Teaching/Informative with a traditional rimfire rifle	57	9.1%
Three (3) position with a traditional rimfire rifle	30	4.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	47	7.5%
Total	625	100.0%

Current Hunting Activities

Table C12.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	390	89.7%
Shotgun	370	85.1%
MSR	208	47.8%
Traditional bow/compound bow	191	43.9%
Handgun	164	37.7%
Muzzleloader	158	36.3%
Crossbow	78	17.9%
Other	13	3.0%
Total	435	100.0%

Table C12.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	60	15.2%
Deer	340	86.3%
Elk	74	18.8%
Other big game	46	11.7%
Others	22	5.6%
Predators	181	45.9%
Small game	213	54.1%
Turkey	228	57.9%
Upland game birds	215	54.6%
Waterfowl	133	33.8%
Wild pig / feral hog	91	23.1%
Total	394	100.0%

Traditional Centerfire Rifle Activity Interest

Table C12.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	141	44.1%
These activities are not offered at ranges in my area	110	34.4%
I don't know how to get started	92	28.7%
Too expensive	57	17.8%
I don't have anybody to go with	52	16.3%
Other Please describe	15	4.7%
I do not own / have access to this firearm	8	2.5%
Medical reason / disability	7	2.2%
Total	320	100.0%

Table C12.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	24	37.5%
Not enough time	22	34.4%
I don't have anybody to go with	19	29.7%
Too expensive	13	20.3%
These activities are not offered at ranges in my area	12	18.8%
I don't know how to get started	10	15.6%
Other Please describe	2	3.1%
Medical reason / disability	1	1.6%
Total	64	100.0%

Influential Media and Individuals

Table C12.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	320	46.3%
Father	248	35.9%
Self / nobody else	130	18.8%
Aunt / Uncle	75	10.9%
Grandparent	67	9.7%
Another relative	63	9.1%
Co-worker	59	8.5%
Military	51	7.4%
Sibling	50	7.2%
Neighbor	29	4.2%
Spouse	23	3.3%
Other, please specify	20	2.9%
Mother	12	1.7%
Children / grandchildren	11	1.6%
Guide / outfitter	9	1.3%
Total	691	100.0%

Table C12.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	299	43.3%
Online videos	228	33.0%
Magazines and Books	223	32.3%
National sportsmen’s conservation organizations	156	22.6%
Local clubs or social organizations	146	21.1%
Hunter education programs	97	14.0%
Retailers	97	14.0%
State wildlife management agencies	74	10.7%
Other, please specify	33	4.8%
Seminars	27	3.9%
Total	691	100.0%

Table C12.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	157	69.5%
Professionals hunting/fishing/shooting	149	65.9%
Product reviews	139	61.5%
Non-professionals (home videos) hunting/fishing/shooting	127	56.2%
Competitions	114	50.4%
TV programs (complete or partial episodes)	100	44.2%
Informational/political/talk show style	41	18.1%
Fish and Wildlife agency produced videos	32	14.2%
Comedy/blooper videos	14	6.2%
Other	9	4.0%
Total	226	100.0%

Table C12.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	30	10.0%
Animal Planet	13	4.3%
Comcast SportsNet	1	0.3%
Discovery Channel	62	20.7%
ESPN/ESPN 2	14	4.7%
History Channel	88	29.4%
Military Channel	89	29.8%
National Geographic	33	11.0%
NBC Sports	8	2.7%
Outdoor Channel	245	81.9%
Pursuit Channel	82	27.4%
Sportsman Channel	198	66.2%
Sunshine Network / SUN Sports	1	0.3%
WildTV	8	2.7%
World Fishing Network	11	3.7%
Other national network	9	3.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	64	21.4%
I watched hunting/fishing TV, but don't remember the channel	68	22.7%
Total	299	100.0%

Table C12.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	401	51.5%
Programming offered by outdoor retailers	267	34.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	251	32.2%
YouTube videos	244	31.3%
An invitation from a friend / family member	236	30.3%
Books / magazines	229	29.4%
Membership in a non-profit organization	195	25.0%
Online forums / blogs	129	16.6%
Other Please describe	55	7.1%
None of the above	18	2.3%
Total	779	100.0%

Table C12.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	78	29.5%	80	32.7%	66	34.4%	88	36.4%
Google+	62	23.5%	53	21.6%	44	22.9%	53	21.9%
Twitter	12	4.5%	8	3.3%	9	4.7%	10	4.1%
Pinterest	24	9.1%	19	7.8%	19	9.9%	23	9.5%
Magazines	174	65.9%	158	64.5%	124	64.6%	153	63.2%
Instagram	25	9.5%	27	11.0%	24	12.5%	25	10.3%
YouTube	167	63.3%	143	58.4%	101	52.6%	208	86.0%
Television programs	113	42.8%	100	40.8%	81	42.2%	107	44.2%
Online Forums	86	32.6%	88	35.9%	63	32.8%	103	42.6%
Newsletter from hunting / wildlife groups or organizations	80	30.3%	84	34.3%	67	34.9%	51	21.1%
Fish / Wildlife Agency for My State of Residence	75	28.4%	91	37.1%	70	36.5%	50	20.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	43	16.3%	54	22.0%	50	26.0%	33	13.6%
Other	7	2.7%	8	3.3%	4	2.1%	9	3.7%
None of The Above	14	5.3%	13	5.3%	15	7.8%	7	2.9%
Total	264	100.0%	245	100.0%	192	100.0%	242	100.0%

Table C12.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
	Facebook	124	31.5%	70	30.7%	44	34.4%	68	29.2%
	Google+	85	21.6%	52	22.8%	29	22.7%	43	18.5%
	Twitter	20	5.1%	9	3.9%	10	7.8%	9	3.9%
	Pinterest	27	6.9%	18	7.9%	13	10.2%	12	5.2%
	Magazines	249	63.2%	178	78.1%	91	71.1%	143	61.4%
	Instagram	35	8.9%	22	9.6%	15	11.7%	15	6.4%
	YouTube	236	59.9%	136	59.6%	101	78.9%	116	49.8%
	Television programs	157	39.8%	118	51.8%	64	50.0%	92	39.5%
	Online Forums	141	35.8%	86	37.7%	78	60.9%	62	26.6%
	Newsletter from hunting / wildlife groups or organizations	108	27.4%	73	32.0%	37	28.9%	63	27.0%
	Fish / Wildlife Agency for My State of Residence	99	25.1%	60	26.3%	34	26.6%	62	26.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	54	13.7%	40	17.5%	16	12.5%	31	13.3%
	Other	9	2.3%	4	1.8%	2	1.6%	3	1.3%
	None of The Above	24	6.1%	8	3.5%	2	1.6%	23	9.9%
	Total	394	100.0%	228	100.0%	128	100.0%	233	100.0%

Teaching or Informative Shooting with a Traditional Centerfire Rifle

This section includes those who are interested in teaching or informative shooting with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C9.1) **What is your current age?**

	Count	Column Percent
18 to 24	8	2.9%
25 to 34	22	7.9%
35 to 44	54	19.3%
45 to 54	70	25.0%
55 to 64	74	26.4%
65 and older	52	18.6%
Total	280	100.0%

Table C9.2) **What is your gender?**

	Count	Column Percent
Male	276	98.6%
Female	4	1.4%
Total	280	100.0%

Table C9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	17	6.1%
\$20,000 to \$29,999	12	4.3%
\$30,000 to \$39,999	18	6.4%
\$40,000 to \$49,999	31	11.1%
\$50,000 to \$74,999	54	19.3%
\$75,000 to \$99,999	52	18.6%
\$100,000 to \$149,999	54	19.3%
\$150,000 to \$200,000	22	7.9%
More than \$200,000	20	7.1%
Total	280	100.0%

Table C9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	1.8%
High school graduation	52	18.6%
Trade school, associates degree or similar	98	35.0%
Bachelors degree	83	29.6%
Masters degree	34	12.1%
Ph D and higher	8	2.9%
Total	280	100.0%

Table C9.5) In which region do you live?

	Count	Column Percent
Northeast	44	15.7%
Midwest	70	25.0%
South	109	38.9%
West	55	19.6%
Canada	2	0.7%
Total	280	100.0%

Introduction to Shooting

Table C9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	185	63.8%
11 to 17 years old	62	21.4%
18 to 24 years old	24	8.3%
25 to 34 years old	7	2.4%
35 to 44 years old	8	2.8%
45 to 54 years old	1	0.3%
55 to 64 years old	3	1.0%
65 years and older	0	0.0%
Total	290	100.0%

Table C9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	50	17.2%
Blackpowder or muzzleloader	0	0.0%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	2	0.7%
Revolver	29	10.0%
Shotgun	50	17.2%
semi-automatic handgun	37	12.8%
Traditional bow	6	2.1%
Traditional rifle (Centerfire)	16	5.5%
Traditional rifle (Rimfire)	100	34.5%
Other	0	0.0%
Total	290	100.0%

Table C9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.7%
Cowboy action	1	0.3%
Long range	5	1.7%
Pattern shotgun	5	1.7%
Plinking or informal target shooting	226	78.2%
Silhouette	4	1.4%
Skeet	7	2.4%
Sporting clays	5	1.7%
Steel Challenge	1	0.3%
Test reload	2	0.7%
Training (Military, Defense, Law Enforcement)	3	1.0%
Trap	5	1.7%
Wobble Trap	1	0.3%
Target archery	2	0.7%
Field archery	2	0.7%
3D archery	1	0.3%
Other Please describe:	17	5.9%
Total	289	100.0%

Table C9.9) Who took you shooting for the first time?

	Count	Column Percent
Father	159	56.0%
Friend	45	15.8%
Grandparent	34	12.0%
Aunt / Uncle	26	9.2%
Camp / Summer camp	18	6.3%
Sibling	17	6.0%
Neighbor	12	4.2%
Mother	10	3.5%
Nobody / I shot alone when I first went shooting	9	3.2%
Another relative	8	2.8%
Spouse	4	1.4%
Military	4	1.4%
Co-worker	3	1.1%
Other	3	1.1%
Guide / outfitter	0	0.0%
Total	284	100.0%

Table C9.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	213	75.3%
It's relaxing / an escape	148	52.3%
Tradition / way of life	142	50.2%
Spend time with family or friends who already shot	142	50.2%
Wanted to spend more time outdoors	113	39.9%
I wanted a challenge / adventure	98	34.6%
Training for hunting	82	29.0%
Protection / self defense	81	28.6%
To teach someone else / introduce my children or others to shooting	68	24.0%
Wanted to try a new sport	58	20.5%
Training (military, police, etc.)	48	17.0%
Media (television, magazines, movies)	11	3.9%
Other Please write in	5	1.8%
Total	283	100.0%

Table C9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	76	26.2%
1 year	28	9.7%
2 - 5 years	80	27.6%
6 - 10 years	20	6.9%
More than 10 years	37	12.8%
I have only ever participated in [the shooting activity that I first participated in]	49	16.9%
Total	290	100.0%

Table C9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	190	79.5%
3 Gun with a semi-automatic handgun	9	3.8%
Bowling pin with a semi-automatic handgun	18	7.5%
Bullseye with a semi-automatic handgun	50	20.9%
Cowboy action with a semi-automatic handgun	6	2.5%
IDPA with a semi-automatic handgun	13	5.4%
IPSC with a semi-automatic handgun	9	3.8%
Load Testing/Development with a semi-automatic handgun	31	13.0%
Sighting-in with a semi-automatic handgun	120	50.2%
Silhouette with a semi-automatic handgun	67	28.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	13	5.4%
Teaching/Informative with a semi-automatic handgun	58	24.3%
Testing (Ammo & firearm) with a semi-automatic handgun	76	31.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	85	35.6%
Other Please describe with a semi-automatic handgun	3	1.3%
Plinking or informal target shooting with a revolver	185	77.4%
3 Gun with a revolver	2	0.8%
Bowling pin with a revolver	16	6.7%
Bullseye with a revolver	49	20.5%
Cowboy action with a revolver	11	4.6%
IDPA with a revolver	1	0.4%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	29	12.1%
Sighting-in with a revolver	83	34.7%
Silhouette with a revolver	49	20.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	4	1.7%
Teaching/Informative with a revolver	34	14.2%
Testing (Ammo & firearm) with a revolver	61	25.5%
Training (Military, Defense, Law Enforcement) with a revolver	46	19.2%

Other Please describe with a revolver	3	1.3%
Plinking or informal target shooting with a traditional rimfire rifle	209	87.4%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	64	26.8%
Cowboy action with a traditional rimfire rifle	3	1.3%
Load Testing/Development with a traditional rimfire rifle	23	9.6%
Long range with a traditional rimfire rifle	34	14.2%
NRA high power with a traditional rimfire rifle	1	0.4%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	142	59.4%
Silhouette with a traditional rimfire rifle	45	18.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	8	3.3%
Tactical with a traditional rimfire rifle	9	3.8%
Teaching/Informative with a traditional rimfire rifle	36	15.1%
Three (3) position with a traditional rimfire rifle	14	5.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	36	15.1%
Other Please describe with a traditional rimfire rifle	9	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	186	77.8%
3 Gun with a traditional centerfire rifle	2	0.8%
Benchrest with a traditional centerfire rifle	78	32.6%
Cowboy action with a traditional centerfire rifle	6	2.5%
Load Testing/Development with a traditional centerfire rifle	57	23.8%
Long range with a traditional centerfire rifle	87	36.4%
NRA high power with a traditional centerfire rifle	12	5.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	146	61.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	47	19.7%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	9	3.8%
Tactical with a traditional centerfire rifle	25	10.5%
Teaching/Informative with a traditional centerfire rifle	0	0.0%
Three (3) position with a traditional centerfire rifle	11	4.6%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	57	23.8%
Other Please describe with a traditional centerfire rifle	5	2.1%
Plinking or informal target shooting with an MSR	152	63.6%
3 Gun with an MSR	6	2.5%
Benchrest with an MSR	41	17.2%
Cowboy action with an MSR	1	0.4%
Load Testing/Development with an MSR	36	15.1%
Long range with an MSR	53	22.2%
NRA high power with an MSR	5	2.1%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	105	43.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	34	14.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	13	5.4%
Tactical with an MSR	49	20.5%
Teaching/Informative with an MSR	31	13.0%
Three (3) position with an MSR	8	3.3%
Training (Military, Defense, Law Enforcement) with an MSR	63	26.4%
Other Please describe with an MSR	5	2.1%
Informal (backyard, testing) with a shotgun	138	57.7%
3 Gun with a shotgun	6	2.5%
5 Stand with a shotgun	22	9.2%
Cowboy Action with a shotgun	4	1.7%
Dog training with a shotgun	27	11.3%
Other with a shotgun	2	0.8%
Pattern shotgun with a shotgun	100	41.8%
Sighting-In with a shotgun	93	38.9%
Skeet with a shotgun	118	49.4%
Sporting clays with a shotgun	114	47.7%
Teaching/Informative with a shotgun	37	15.5%
Test reload with a shotgun	25	10.5%
Training (Military, Defense, Law Enforcement) with a shotgun	39	16.3%
Trap with a shotgun	103	43.1%
Wobble Trap with a shotgun	20	8.4%
Other Please describe with a shotgun	13	5.4%
Total	239	100.0%

Current Recreational Shooting Activities

Table C9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	197	82.4%
Traditional Rimfire Rifle	189	79.1%
Traditional Centerfire Rifle	178	74.5%
Shotgun	171	71.5%
Revolver	166	69.5%
MSR	113	47.3%
Traditional or Compound Bow	65	27.2%
Muzzleloader	53	22.2%
Crossbow	35	14.6%
None of the Above	4	1.7%
Total	239	100.0%

Table C9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	178	74.5%
Plinking or informal target shooting with a traditional rimfire rifle	168	70.3%
Plinking or informal target shooting with a Revolver	151	63.2%
Plinking or informal target shooting with a traditional centerfire rifle	147	61.5%
Sighting-in rifle with a traditional centerfire rifle	129	54.0%
Sighting-in rifle with a traditional rimfire rifle	111	46.4%
Informal (backyard or testing) with a Shotgun	110	46.0%
Sighting-in with a semi-automatic Handgun	103	43.1%
Plinking or informal target shooting with a MSR	98	41.0%
Sporting clays with a Shotgun	83	34.7%
Pattern shotgun	80	33.5%
Sighting-In with a Shotgun	74	31.0%
Long range with a traditional centerfire rifle	70	29.3%
Sighting-in rifle with a MSR	68	28.5%
Sighting-in with a Revolver	68	28.5%
Skeet with a Shotgun	66	27.6%
Benchrest with a traditional centerfire rifle	66	27.6%
Target shooting with a traditional or compound bow	65	27.2%
Trap with a Shotgun	63	26.4%
Testing (Ammo & firearm) with a semi-automatic Handgun	59	24.7%
Target shooting with a muzzleloader	53	22.2%
Silhouette with a semi-automatic Handgun	50	20.9%
Teaching/Informative with a semi-automatic Handgun	48	20.1%

Load Testing/Development with a traditional centerfire rifle	46	19.2%
Benchrest with a traditional rimfire rifle	42	17.6%
Bullseye with a semi-automatic Handgun	41	17.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	40	16.7%
Testing (Ammo & firearm) with a Revolver	38	15.9%
Target shooting with a crossbow	35	14.6%
Bullseye with a Revolver	33	13.8%
Silhouette with a traditional rimfire rifle	30	12.6%
Silhouette with a traditional centerfire rifle	29	12.1%
Silhouette with a Revolver	28	11.7%
Target shooting with an air rifle at a range	27	11.3%
Long range with a traditional rimfire rifle	26	10.9%
Tactical with a MSR	25	10.5%
Teaching/Informative with a Shotgun	23	9.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	23	9.6%
Training (Military / Defense / Law Enforcement) with a MSR	23	9.6%
Load Testing/Development with a semi-automatic Handgun	23	9.6%
Long range with a MSR	22	9.2%
Teaching/Informative with a Revolver	22	9.2%
Teaching/Informative with a traditional rimfire rifle	22	9.2%
Benchrest with a MSR	21	8.8%
Load Testing/Development with a MSR	21	8.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	20	8.4%
Load Testing/Development with a Revolver	20	8.4%
Teaching/Informative with a MSR	18	7.5%
Training (Military / Defense / Law Enforcement) with a Revolver	16	6.7%
Test reload with a Shotgun	15	6.3%
5 Stand with a Shotgun	14	5.9%
Dog training with a shotgun	14	5.9%
Load Testing/Development with a traditional rimfire rifle	14	5.9%
Silhouette with a MSR	13	5.4%
Bowling pin with a semi-automatic Handgun	13	5.4%
Wobble Trap with a Shotgun	12	5.0%
IDPA with a semi-automatic Handgun	11	4.6%
Tactical with a traditional centerfire rifle	10	4.2%
Bowling pin with a Revolver	10	4.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	10	4.2%
3 Gun with a semi-automatic Handgun	9	3.8%
Steel Challenge with a semi-automatic Handgun	8	3.3%
Three (3) position with a traditional centerfire rifle	6	2.5%

3 Gun with a Shotgun	5	2.1%
Steel Challenge with a traditional centerfire rifle	5	2.1%
IPSC with a semi-automatic Handgun	5	2.1%
Cowboy action with a Revolver	5	2.1%
Cowboy action with a traditional centerfire rifle	4	1.7%
Steel Challenge with a MSR	4	1.7%
Tactical with a traditional rimfire rifle	4	1.7%
Three (3) position with a traditional rimfire rifle	4	1.7%
None of the above	4	1.7%
NRA high power with a traditional centerfire rifle	3	1.3%
3 Gun with a MSR	3	1.3%
NRA high power with a MSR	3	1.3%
Cowboy action with a semi-automatic Handgun	3	1.3%
Steel Challenge with a traditional rimfire rifle	3	1.3%
Cowboy Action with a Shotgun	2	0.8%
Three (3) position with a MSR	2	0.8%
Cowboy action with a traditional rimfire rifle	2	0.8%
3 Gun with a traditional centerfire rifle	1	0.4%
NRA high power with a traditional rimfire rifle	1	0.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Teaching/Informative with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Steel Challenge with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	239	100.0%

Table C9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	16	9.7%
Revolver	30	18.2%
Traditional Rimfire Rifle	30	18.2%
Traditional Centerfire Rifle	25	15.2%
MSR	56	33.9%
Shotgun	30	18.2%
Air Rifle	56	33.9%
Traditional or Compound Bow	72	43.6%
Crossbow	15	9.1%
Muzzleloader	32	19.4%
Total	165	100.0%

Table C9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	28	13.6%
3 Gun with a Shotgun	1	0.5%
5 Stand with a Shotgun	8	3.9%
Cowboy Action with a Shotgun	2	1.0%
Sighting-In with a Shotgun	19	9.2%
Skeet with a Shotgun	52	25.2%
Sporting clays with a Shotgun	31	15.0%
Teaching/Informative with a Shotgun	14	6.8%
Test reload with a Shotgun	10	4.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	16	7.8%
Trap with a Shotgun	40	19.4%
Wobble Trap with a Shotgun	8	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	39	18.9%
3 Gun with a traditional centerfire rifle	1	0.5%
Benchrest with a traditional centerfire rifle	12	5.8%
Cowboy action with a traditional centerfire rifle	2	1.0%
Load Testing/Development with a traditional centerfire rifle	11	5.3%
Long range with a traditional centerfire rifle	17	8.3%
NRA high power with a traditional centerfire rifle	9	4.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	17	8.3%
Silhouette with a traditional centerfire rifle	18	8.7%
Steel Challenge with a traditional centerfire rifle	4	1.9%
Tactical with a traditional centerfire rifle	15	7.3%
Teaching/Informative with a traditional centerfire rifle	0	0.0%
Three (3) position with a traditional centerfire rifle	5	2.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	37	18.0%
Plinking or informal target shooting with a MSR	54	26.2%

3 Gun with a MSR	3	1.5%
Benchrest with a MSR	20	9.7%
Cowboy action with a MSR	1	0.5%
Load Testing/Development with a MSR	15	7.3%
Long range with a MSR	31	15.0%
NRA high power with a MSR	2	1.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	37	18.0%
Silhouette with a MSR	21	10.2%
Steel Challenge with a MSR	9	4.4%
Tactical with a MSR	24	11.7%
Teaching/Informative with a MSR	13	6.3%
Three (3) position with a MSR	6	2.9%
Training (Military / Defense / Law Enforcement) with a MSR	40	19.4%
Plinking or informal target shooting with a semi-automatic Handgun	12	5.8%
3 Gun with a semi-automatic Handgun	0	0.0%
Bowling pin with a semi-automatic Handgun	5	2.4%
Bullseye with a semi-automatic Handgun	9	4.4%
Cowboy action with a semi-automatic Handgun	3	1.5%
IDPA with a semi-automatic Handgun	2	1.0%
IPSC with a semi-automatic Handgun	4	1.9%
Load Testing/Development with a semi-automatic Handgun	8	3.9%
Sighting-in with a semi-automatic Handgun	17	8.3%
Silhouette with a semi-automatic Handgun	17	8.3%
Steel Challenge with a semi-automatic Handgun	5	2.4%
Teaching/Informative with a semi-automatic Handgun	10	4.9%
Testing (Ammo & firearm) with a semi-automatic Handgun	17	8.3%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	41	19.9%
Plinking or informal target shooting with a Revolver	34	16.5%
3 Gun with a Revolver	16	7.8%
Bowling pin with a Revolver	6	2.9%
Bullseye with a Revolver	16	7.8%
Cowboy action with a Revolver	6	2.9%
IDPA with a Revolver	1	0.5%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	9	4.4%
Sighting-in with a Revolver	15	7.3%
Silhouette with a Revolver	21	10.2%
Steel Challenge with a Revolver	4	1.9%
Teaching/Informative with a Revolver	12	5.8%
Testing (Ammo & firearm) with a Revolver	23	11.2%
Training (Military / Defense / Law Enforcement) with a Revolver	27	13.1%
Dog training with a shotgun	13	6.3%
Target shooting with a traditional or compound bow	72	35.0%
Target shooting with a crossbow	15	7.3%
Target shooting with a muzzleloader	32	15.5%
Plinking or informal target shooting with a traditional rimfire rifle	41	19.9%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	22	10.7%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	9	4.4%
Long range with a traditional rimfire rifle	8	3.9%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	31	15.0%
Target shooting with an air rifle at a range	56	27.2%
Silhouette with a traditional rimfire rifle	15	7.3%
Pattern shotgun	20	9.7%
Steel Challenge with a traditional rimfire rifle	5	2.4%
Tactical with a traditional rimfire rifle	5	2.4%
Teaching/Informative with a traditional rimfire rifle	14	6.8%
Three (3) position with a traditional rimfire rifle	10	4.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	26	12.6%
Total	206	100.0%

Current Hunting Activities

Table C9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	136	90.1%
Shotgun	131	86.8%
Traditional bow/compound bow	73	48.3%
MSR	63	41.7%
Muzzleloader	63	41.7%
Handgun	59	39.1%
Crossbow	36	23.8%
Other	5	3.3%
Total	151	100.0%

Table C9.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	21	15.3%
Deer	118	86.1%
Elk	24	17.5%
Other big game	14	10.2%
Others	7	5.1%
Predators	62	45.3%
Small game	76	55.5%
Turkey	85	62.0%
Upland game birds	71	51.8%
Waterfowl	48	35.0%
Wild pig / feral hog	32	23.4%
Total	137	100.0%

Traditional Centerfire Rifle Activity Interest

Table C9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	44	48.9%
These activities are not offered at ranges in my area	23	25.6%
I don't know how to get started	20	22.2%
I don't have anybody to go with	17	18.9%
Too expensive	12	13.3%
Other Please describe	9	10.0%
I do not own / have access to this firearm	3	3.3%
Medical reason / disability	1	1.1%
Total	90	100.0%

Table C9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	16	48.5%
Not enough time	10	30.3%
Too expensive	6	18.2%
I don't have anybody to go with	5	15.2%
These activities are not offered at ranges in my area	5	15.2%
I don't know how to get started	5	15.2%
Medical reason / disability	2	6.1%
Other Please describe	0	0.0%
Total	33	100.0%

Influential Media and Individuals

Table C9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	101	42.8%
Father	77	32.6%
Self / nobody else	47	19.9%
Military	26	11.0%
Grandparent	25	10.6%
Sibling	19	8.1%
Aunt / Uncle	19	8.1%
Another relative	19	8.1%
Co-worker	18	7.6%
Neighbor	9	3.8%
Other, please specify	9	3.8%
Children / grandchildren	6	2.5%
Mother	5	2.1%
Spouse	4	1.7%
Guide / outfitter	3	1.3%
Total	236	100.0%

Table C9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	106	44.2%
Magazines and Books	85	35.4%
Online videos	79	32.9%
Local clubs or social organizations	56	23.3%
National sportsmen’s conservation organizations	54	22.5%
Hunter education programs	42	17.5%
State wildlife management agencies	32	13.3%
Retailers	29	12.1%
Other, please specify	11	4.6%
Seminars	10	4.2%
Total	240	100.0%

Table C9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	53	67.9%
Professionals hunting/fishing/shooting	50	64.1%
Product reviews	50	64.1%
Non-professionals (home videos) hunting/fishing/shooting	43	55.1%
TV programs (complete or partial episodes)	38	48.7%
Competitions	36	46.2%
Informational/political/talk show style	18	23.1%
Fish and Wildlife agency produced videos	15	19.2%
Comedy/blooper videos	3	3.8%
Other	2	2.6%
Total	78	100.0%

Table C9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	10	9.5%
Animal Planet	5	4.8%
Comcast SportsNet	0	0.0%
Discovery Channel	25	23.8%
ESPN/ESPN 2	11	10.5%
History Channel	36	34.3%
Military Channel	36	34.3%
National Geographic	12	11.4%
NBC Sports	1	1.0%
Outdoor Channel	87	82.9%
Pursuit Channel	34	32.4%
Sportsman Channel	71	67.6%
Sunshine Network / SUN Sports	1	1.0%
WildTV	3	2.9%
World Fishing Network	5	4.8%
Other national network	4	3.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	24	22.9%
I watched hunting/fishing TV, but don't remember the channel	12	11.4%
Total	105	100.0%

Table C9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	155	54.4%
Programming offered by outdoor retailers	112	39.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	112	39.3%
An invitation from a friend / family member	111	38.9%
Books / magazines	88	30.9%
YouTube videos	87	30.5%
Membership in a non-profit organization	83	29.1%
Online forums / blogs	51	17.9%
Other Please describe	26	9.1%
None of the above	8	2.8%
Total	285	100.0%

Table C9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	34	30.6%	33	29.7%	23	28.7%	25	29.4%
Google+	27	24.3%	24	21.6%	19	23.8%	13	15.3%
Twitter	5	4.5%	6	5.4%	4	5.0%	4	4.7%
Pinterest	10	9.0%	6	5.4%	3	3.8%	9	10.6%
Magazines	72	64.9%	78	70.3%	51	63.7%	56	65.9%
Instagram	11	9.9%	9	8.1%	6	7.5%	10	11.8%
YouTube	73	65.8%	62	55.9%	46	57.5%	73	85.9%
Television programs	52	46.8%	56	50.5%	37	46.3%	38	44.7%
Online Forums	39	35.1%	43	38.7%	28	35.0%	39	45.9%
Newsletter from hunting / wildlife groups or organizations	30	27.0%	44	39.6%	33	41.3%	22	25.9%
Fish / Wildlife Agency for My State of Residence	34	30.6%	50	45.0%	33	41.3%	19	22.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	21	18.9%	30	27.0%	27	33.8%	12	14.1%
Other	5	4.5%	2	1.8%	2	2.5%	4	4.7%
None of The Above	6	5.4%	5	4.5%	7	8.8%	3	3.5%
Total	111	100.0%	111	100.0%	80	100.0%	85	100.0%

Table C9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	49	32.2%	22	25.3%	17	33.3%	28	25.7%
Google+	29	19.1%	19	21.8%	9	17.6%	23	21.1%
Twitter	10	6.6%	5	5.7%	3	5.9%	2	1.8%
Pinterest	10	6.6%	7	8.0%	7	13.7%	5	4.6%
Magazines	101	66.4%	68	78.2%	38	74.5%	69	63.3%
Instagram	13	8.6%	9	10.3%	6	11.8%	5	4.6%
YouTube	95	62.5%	57	65.5%	41	80.4%	62	56.9%
Television programs	64	42.1%	47	54.0%	24	47.1%	49	45.0%
Online Forums	66	43.4%	39	44.8%	36	70.6%	43	39.4%
Newsletter from hunting / wildlife groups or organizations	44	28.9%	28	32.2%	16	31.4%	27	24.8%
Fish / Wildlife Agency for My State of Residence	47	30.9%	23	26.4%	12	23.5%	34	31.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	30	19.7%	14	16.1%	6	11.8%	15	13.8%
Other	3	2.0%	2	2.3%	3	5.9%	3	2.8%
None of The Above	8	5.3%	5	5.7%	1	2.0%	9	8.3%
Total	152	100.0%	87	100.0%	51	100.0%	109	100.0%

Three Position with a Traditional Centerfire Rifle

This section includes those who are interested in shooting three-position with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C14.1) **What is your current age?**

	Count	Column Percent
18 to 24	13	2.5%
25 to 34	49	9.5%
35 to 44	90	17.4%
45 to 54	128	24.7%
55 to 64	154	29.7%
65 and older	84	16.2%
Total	518	100.0%

Table C14.2) **What is your gender?**

	Count	Column Percent
Male	510	98.1%
Female	10	1.9%
Total	520	100.0%

Table C14.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	21	4.1%
\$20,000 to \$29,999	16	3.1%
\$30,000 to \$39,999	24	4.7%
\$40,000 to \$49,999	49	9.5%
\$50,000 to \$74,999	101	19.6%
\$75,000 to \$99,999	103	20.0%
\$100,000 to \$149,999	128	24.8%
\$150,000 to \$200,000	39	7.6%
More than \$200,000	35	6.8%
Total	516	100.0%

Table C14.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	4	0.8%
High school graduation	98	18.9%
Trade school, associates degree or similar	176	33.9%
Bachelors degree	158	30.4%
Masters degree	67	12.9%
Ph D and higher	16	3.1%
Total	519	100.0%

Table C14.5) In which region do you live?

	Count	Column Percent
Northeast	74	14.3%
Midwest	141	27.2%
South	197	38.0%
West	100	19.3%
Canada	7	1.3%
Total	519	100.0%

Introduction to Shooting

Table C14.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	348	65.3%
11 to 17 years old	132	24.8%
18 to 24 years old	29	5.4%
25 to 34 years old	8	1.5%
35 to 44 years old	8	1.5%
45 to 54 years old	3	0.6%
55 to 64 years old	5	0.9%
65 years and older	0	0.0%
Total	533	100.0%

Table C14.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	123	23.1%
Blackpowder or muzzleloader	4	0.8%
Compound bow	2	0.4%
Crossbow	0	0.0%
MSR	6	1.1%
Revolver	37	6.9%
Shotgun	85	15.9%
semi-automatic handgun	40	7.5%
Traditional bow	10	1.9%
Traditional rifle (Centerfire)	31	5.8%
Traditional rifle (Rimfire)	194	36.4%
Other	1	0.2%
Total	533	100.0%

Table C14.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	2	0.4%
Benchrest	4	0.8%
Long range	6	1.1%
Pattern shotgun	4	0.8%
Plinking or informal target shooting	423	79.5%
Silhouette	6	1.1%
Skeet	13	2.4%
Sporting clays	8	1.5%
Tactical	2	0.4%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	6	1.1%
Trap	10	1.9%
Target archery	10	1.9%
3D archery	1	0.2%
Other Please describe:	36	6.8%
Total	532	100.0%

Table C14.9) Who took you shooting for the first time?

	Count	Column Percent
Father	334	64.4%
Friend	66	12.7%
Aunt / Uncle	56	10.8%
Grandparent	55	10.6%
Sibling	31	6.0%
Nobody / I shot alone when I first went shooting	28	5.4%
Camp / Summer camp	21	4.0%
Another relative	19	3.7%
Mother	18	3.5%
Neighbor	12	2.3%
Military	11	2.1%
Co-worker	5	1.0%
Other	2	0.4%
Spouse	1	0.2%
Guide / outfitter	1	0.2%
Total	519	100.0%

Table C14.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	386	75.0%
Tradition / way of life	271	52.6%
Spend time with family or friends who already shot	268	52.0%
It's relaxing / an escape	263	51.1%
Wanted to spend more time outdoors	218	42.3%
I wanted a challenge / adventure	199	38.6%
Training for hunting	135	26.2%
Wanted to try a new sport	126	24.5%
Protection / self defense	118	22.9%
To teach someone else / introduce my children or others to shooting	107	20.8%
Training (military, police, etc.)	75	14.6%
Media (television, magazines, movies)	22	4.3%
Other Please write in	8	1.6%
Total	515	100.0%

Table C14.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	141	26.5%
1 year	69	12.9%
2 - 5 years	166	31.1%
6 - 10 years	44	8.3%
More than 10 years	60	11.3%
I have only ever participated in [the shooting activity that I first participated in]	53	9.9%
Total	533	100.0%

Table C14.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	411	86.0%
3 Gun with a semi-automatic handgun	21	4.4%
Bowling pin with a semi-automatic handgun	45	9.4%
Bullseye with a semi-automatic handgun	131	27.4%
Cowboy action with a semi-automatic handgun	10	2.1%
IDPA with a semi-automatic handgun	27	5.6%
IPSC with a semi-automatic handgun	24	5.0%
Load Testing/Development with a semi-automatic handgun	81	16.9%
Sighting-in with a semi-automatic handgun	292	61.1%
Silhouette with a semi-automatic handgun	160	33.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	63	13.2%
Teaching/Informative with a semi-automatic handgun	162	33.9%
Testing (Ammo & firearm) with a semi-automatic handgun	188	39.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	152	31.8%
Other Please describe with a semi-automatic handgun	13	2.7%
Plinking or informal target shooting with a revolver	383	80.1%
3 Gun with a revolver	3	0.6%
Bowling pin with a revolver	28	5.9%
Bullseye with a revolver	88	18.4%
Cowboy action with a revolver	18	3.8%
IDPA with a revolver	5	1.0%
IPSC with a revolver	5	1.0%
Load Testing/Development with a revolver	80	16.7%
Sighting-in with a revolver	199	41.6%
Silhouette with a revolver	105	22.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	21	4.4%
Teaching/Informative with a revolver	116	24.3%
Testing (Ammo & firearm) with a revolver	145	30.3%
Training (Military, Defense, Law Enforcement) with a revolver	60	12.6%

Other Please describe with a revolver	11	2.3%
Plinking or informal target shooting with a traditional rimfire rifle	437	91.4%
3 Gun with a traditional rimfire rifle	2	0.4%
Benchrest with a traditional rimfire rifle	149	31.2%
Cowboy action with a traditional rimfire rifle	2	0.4%
Load Testing/Development with a traditional rimfire rifle	59	12.3%
Long range with a traditional rimfire rifle	114	23.8%
NRA high power with a traditional rimfire rifle	4	0.8%
Schuetzen with a traditional rimfire rifle	1	0.2%
Sighting-in rifle with a traditional rimfire rifle	317	66.3%
Silhouette with a traditional rimfire rifle	120	25.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	27	5.6%
Tactical with a traditional rimfire rifle	29	6.1%
Teaching/Informative with a traditional rimfire rifle	152	31.8%
Three (3) position with a traditional rimfire rifle	28	5.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	44	9.2%
Other Please describe with a traditional rimfire rifle	23	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	399	83.5%
3 Gun with a traditional centerfire rifle	9	1.9%
Benchrest with a traditional centerfire rifle	202	42.3%
Cowboy action with a traditional centerfire rifle	8	1.7%
Load Testing/Development with a traditional centerfire rifle	154	32.2%
Long range with a traditional centerfire rifle	239	50.0%
NRA high power with a traditional centerfire rifle	20	4.2%
Schuetzen with a traditional centerfire rifle	3	0.6%
Sighting-in rifle with a traditional centerfire rifle	340	71.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	124	25.9%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	36	7.5%
Tactical with a traditional centerfire rifle	79	16.5%
Teaching/Informative with a traditional centerfire rifle	153	32.0%
Three (3) position with a traditional centerfire rifle	0	0.0%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	111	23.2%
Other Please describe with a traditional centerfire rifle	20	4.2%
Plinking or informal target shooting with an MSR	323	67.6%
3 Gun with an MSR	18	3.8%
Benchrest with an MSR	106	22.2%
Cowboy action with an MSR	2	0.4%
Load Testing/Development with an MSR	87	18.2%
Long range with an MSR	130	27.2%
NRA high power with an MSR	9	1.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	247	51.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	76	15.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	41	8.6%
Tactical with an MSR	126	26.4%
Teaching/Informative with an MSR	125	26.2%
Three (3) position with an MSR	22	4.6%
Training (Military, Defense, Law Enforcement) with an MSR	122	25.5%
Other Please describe with an MSR	10	2.1%
Informal (backyard, testing) with a shotgun	330	69.0%
3 Gun with a shotgun	20	4.2%
5 Stand with a shotgun	74	15.5%
Cowboy Action with a shotgun	7	1.5%
Dog training with a shotgun	70	14.6%
Other with a shotgun	5	1.0%
Pattern shotgun with a shotgun	236	49.4%
Sighting-In with a shotgun	212	44.4%
Skeet with a shotgun	272	56.9%
Sporting clays with a shotgun	291	60.9%
Teaching/Informative with a shotgun	133	27.8%
Test reload with a shotgun	90	18.8%
Training (Military, Defense, Law Enforcement) with a shotgun	74	15.5%
Trap with a shotgun	253	52.9%
Wobble Trap with a shotgun	62	13.0%
Other Please describe with a shotgun	20	4.2%
Total	478	100.0%

Current Recreational Shooting Activities

Table C14.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	410	86.3%
Traditional Centerfire Rifle	381	80.2%
Traditional Rimfire Rifle	379	79.8%
Shotgun	378	79.6%
Revolver	313	65.9%
MSR	260	54.7%
Traditional or Compound Bow	170	35.8%
Muzzleloader	104	21.9%
Crossbow	58	12.2%
None of the Above	4	0.8%
Total	475	100.0%

Table C14.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	370	77.6%
Plinking or informal target shooting with a traditional rimfire rifle	350	73.4%
Plinking or informal target shooting with a traditional centerfire rifle	320	67.1%
Sighting-in rifle with a traditional centerfire rifle	289	60.6%
Plinking or informal target shooting with a Revolver	289	60.6%
Sighting-in with a semi-automatic Handgun	247	51.8%
Informal (backyard or testing) with a Shotgun	243	50.9%
Sighting-in rifle with a traditional rimfire rifle	236	49.5%
Plinking or informal target shooting with a MSR	231	48.4%
Sporting clays with a Shotgun	198	41.5%
Long range with a traditional centerfire rifle	181	37.9%
Trap with a Shotgun	175	36.7%
Target shooting with a traditional or compound bow	170	35.6%
Pattern shotgun	169	35.4%
Skeet with a Shotgun	168	35.2%
Benchrest with a traditional centerfire rifle	166	34.8%
Sighting-in rifle with a MSR	163	34.2%
Sighting-In with a Shotgun	158	33.1%
Sighting-in with a Revolver	142	29.8%
Teaching/Informative with a semi-automatic Handgun	136	28.5%
Testing (Ammo & firearm) with a semi-automatic Handgun	135	28.3%
Silhouette with a semi-automatic Handgun	120	25.2%
Benchrest with a traditional rimfire rifle	111	23.3%

Bullseye with a semi-automatic Handgun	107	22.4%
Teaching/Informative with a traditional centerfire rifle	104	21.8%
Target shooting with a muzzleloader	104	21.8%
Teaching/Informative with a traditional rimfire rifle	101	21.2%
Load Testing/Development with a traditional centerfire rifle	99	20.8%
Testing (Ammo & firearm) with a Revolver	95	19.9%
Teaching/Informative with a Shotgun	92	19.3%
Silhouette with a traditional centerfire rifle	87	18.2%
Teaching/Informative with a Revolver	80	16.8%
Target shooting with an air rifle at a range	79	16.6%
Silhouette with a traditional rimfire rifle	76	15.9%
Teaching/Informative with a MSR	74	15.5%
Long range with a traditional rimfire rifle	70	14.7%
Long range with a MSR	68	14.3%
Silhouette with a Revolver	67	14.0%
Tactical with a MSR	64	13.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	62	13.0%
Bullseye with a Revolver	62	13.0%
Benchrest with a MSR	58	12.2%
Target shooting with a crossbow	58	12.2%
Load Testing/Development with a semi-automatic Handgun	56	11.7%
5 Stand with a Shotgun	51	10.7%
Load Testing/Development with a MSR	49	10.3%
Load Testing/Development with a Revolver	47	9.9%
Test reload with a Shotgun	45	9.4%
Tactical with a traditional centerfire rifle	43	9.0%
Wobble Trap with a Shotgun	41	8.6%
Silhouette with a MSR	40	8.4%
Training (Military / Defense / Law Enforcement) with a MSR	40	8.4%
Steel Challenge with a semi-automatic Handgun	40	8.4%
Dog training with a shotgun	37	7.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	35	7.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	31	6.5%
Load Testing/Development with a traditional rimfire rifle	29	6.1%
Steel Challenge with a traditional centerfire rifle	25	5.2%
Bowling pin with a semi-automatic Handgun	24	5.0%
Steel Challenge with a MSR	20	4.2%
IDPA with a semi-automatic Handgun	20	4.2%
3 Gun with a semi-automatic Handgun	18	3.8%
Steel Challenge with a traditional rimfire rifle	17	3.6%
3 Gun with a Shotgun	16	3.4%
Tactical with a traditional rimfire rifle	16	3.4%

3 Gun with a MSR	13	2.7%
Bowling pin with a Revolver	13	2.7%
Training (Military / Defense / Law Enforcement) with a Revolver	13	2.7%
Steel Challenge with a Revolver	12	2.5%
IPSC with a semi-automatic Handgun	10	2.1%
Cowboy action with a Revolver	10	2.1%
Three (3) position with a traditional rimfire rifle	9	1.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	1.9%
NRA high power with a traditional centerfire rifle	7	1.5%
Three (3) position with a MSR	6	1.3%
Cowboy action with a traditional centerfire rifle	5	1.0%
NRA high power with a MSR	4	0.8%
Cowboy action with a semi-automatic Handgun	4	0.8%
None of the above	4	0.8%
Cowboy Action with a Shotgun	3	0.6%
3 Gun with a traditional centerfire rifle	3	0.6%
Schuetzen with a traditional centerfire rifle	2	0.4%
3 Gun with a Revolver	2	0.4%
Cowboy action with a traditional rimfire rifle	2	0.4%
Cowboy action with a MSR	1	0.2%
IPSC with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
NRA high power with a traditional rimfire rifle	1	0.2%
Three (3) position with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	477	100.0%

Table C14.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	30	9.0%
Revolver	89	26.8%
Traditional Rimfire Rifle	71	21.4%
Traditional Centerfire Rifle	49	14.8%
MSR	95	28.6%
Shotgun	59	17.8%
Air Rifle	145	43.7%
Traditional or Compound Bow	132	39.8%
Crossbow	42	12.7%
Muzzleloader	74	22.3%
Total	332	100.0%

Table C14.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	87	20.7%
3 Gun with a Shotgun	4	1.0%
5 Stand with a Shotgun	23	5.5%
Cowboy Action with a Shotgun	4	1.0%
Sighting-In with a Shotgun	54	12.9%
Skeet with a Shotgun	104	24.8%
Sporting clays with a Shotgun	93	22.1%
Teaching/Informative with a Shotgun	41	9.8%
Test reload with a Shotgun	45	10.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	39	9.3%
Trap with a Shotgun	78	18.6%
Wobble Trap with a Shotgun	21	5.0%
Plinking or informal target shooting with a traditional centerfire rifle	79	18.8%
3 Gun with a traditional centerfire rifle	6	1.4%
Benchrest with a traditional centerfire rifle	36	8.6%
Cowboy action with a traditional centerfire rifle	3	0.7%
Load Testing/Development with a traditional centerfire rifle	55	13.1%
Long range with a traditional centerfire rifle	58	13.8%
NRA high power with a traditional centerfire rifle	13	3.1%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	51	12.1%
Silhouette with a traditional centerfire rifle	37	8.8%
Steel Challenge with a traditional centerfire rifle	11	2.6%
Tactical with a traditional centerfire rifle	36	8.6%
Teaching/Informative with a traditional centerfire rifle	49	11.7%
Three (3) position with a traditional centerfire rifle	0	0.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	80	19.0%
Plinking or informal target shooting with a MSR	92	21.9%

3 Gun with a MSR	5	1.2%
Benchrest with a MSR	48	11.4%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	38	9.0%
Long range with a MSR	62	14.8%
NRA high power with a MSR	5	1.2%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	84	20.0%
Silhouette with a MSR	36	8.6%
Steel Challenge with a MSR	21	5.0%
Tactical with a MSR	62	14.8%
Teaching/Informative with a MSR	51	12.1%
Three (3) position with a MSR	16	3.8%
Training (Military / Defense / Law Enforcement) with a MSR	82	19.5%
Plinking or informal target shooting with a semi-automatic Handgun	41	9.8%
3 Gun with a semi-automatic Handgun	3	0.7%
Bowling pin with a semi-automatic Handgun	21	5.0%
Bullseye with a semi-automatic Handgun	24	5.7%
Cowboy action with a semi-automatic Handgun	6	1.4%
IDPA with a semi-automatic Handgun	7	1.7%
IPSC with a semi-automatic Handgun	14	3.3%
Load Testing/Development with a semi-automatic Handgun	25	6.0%
Sighting-in with a semi-automatic Handgun	45	10.7%
Silhouette with a semi-automatic Handgun	40	9.5%
Steel Challenge with a semi-automatic Handgun	23	5.5%
Teaching/Informative with a semi-automatic Handgun	26	6.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	53	12.6%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	84	20.0%
Plinking or informal target shooting with a Revolver	94	22.4%
3 Gun with a Revolver	26	6.2%
Bowling pin with a Revolver	15	3.6%
Bullseye with a Revolver	26	6.2%
Cowboy action with a Revolver	8	1.9%
IDPA with a Revolver	5	1.2%
IPSC with a Revolver	4	1.0%
Load Testing/Development with a Revolver	33	7.9%
Sighting-in with a Revolver	57	13.6%
Silhouette with a Revolver	38	9.0%
Steel Challenge with a Revolver	9	2.1%
Teaching/Informative with a Revolver	36	8.6%
Testing (Ammo & firearm) with a Revolver	50	11.9%
Training (Military / Defense / Law Enforcement) with a Revolver	46	11.0%
Dog training with a shotgun	33	7.9%
Target shooting with a traditional or compound bow	132	31.4%
Target shooting with a crossbow	42	10.0%
Target shooting with a muzzleloader	74	17.6%
Plinking or informal target shooting with a traditional rimfire rifle	87	20.7%

3 Gun with a traditional rimfire rifle	1	0.2%
Benchrest with a traditional rimfire rifle	38	9.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	30	7.1%
Long range with a traditional rimfire rifle	44	10.5%
NRA high power with a traditional rimfire rifle	3	0.7%
Schuetzen with a traditional rimfire rifle	3	0.7%
Sighting-in rifle with a traditional rimfire rifle	81	19.3%
Target shooting with an air rifle at a range	145	34.5%
Silhouette with a traditional rimfire rifle	44	10.5%
Pattern shotgun	67	16.0%
Steel Challenge with a traditional rimfire rifle	10	2.4%
Tactical with a traditional rimfire rifle	13	3.1%
Teaching/Informative with a traditional rimfire rifle	51	12.1%
Three (3) position with a traditional rimfire rifle	19	4.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	34	8.1%
Total	420	100.0%

Current Hunting Activities

Table C14.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	282	88.1%
Shotgun	281	87.8%
Traditional bow/compound bow	157	49.1%
MSR	140	43.8%
Muzzleloader	124	38.8%
Handgun	112	35.0%
Crossbow	55	17.2%
Other	11	3.4%
Total	320	100.0%

Table C14.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	43	14.7%
Deer	252	86.0%
Elk	64	21.8%
Other big game	30	10.2%
Others	15	5.1%
Predators	127	43.3%
Small game	165	56.3%
Turkey	161	54.9%
Upland game birds	173	59.0%
Waterfowl	99	33.8%
Wild pig / feral hog	66	22.5%
Total	293	100.0%

Traditional Centerfire Rifle Activity Interest

Table C14.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	95	46.1%
I don't know how to get started	73	35.4%
These activities are not offered at ranges in my area	60	29.1%
I don't have anybody to go with	46	22.3%
Too expensive	31	15.0%
Other Please describe	8	3.9%
Medical reason / disability	4	1.9%
I do not own / have access to this firearm	3	1.5%
Total	206	100.0%

Table C14.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
Not enough time	16	40.0%
I don't have anybody to go with	10	25.0%
I don't own or have access to the proper equipment	10	25.0%
Too expensive	9	22.5%
These activities are not offered at ranges in my area	4	10.0%
I don't know how to get started	4	10.0%
Other Please describe	3	7.5%
Medical reason / disability	1	2.5%
Total	40	100.0%

Influential Media and Individuals

Table C14.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	215	45.6%
Father	166	35.2%
Self / nobody else	72	15.3%
Aunt / Uncle	62	13.1%
Another relative	48	10.2%
Military	46	9.7%
Co-worker	40	8.5%
Grandparent	40	8.5%
Sibling	36	7.6%
Neighbor	17	3.6%
Spouse	16	3.4%
Other, please specify	16	3.4%
Children / grandchildren	13	2.8%
Mother	9	1.9%
Guide / outfitter	8	1.7%
Total	472	100.0%

Table C14.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	222	47.3%
Online videos	157	33.5%
Magazines and Books	157	33.5%
Local clubs or social organizations	128	27.3%
National sportsmen's conservation organizations	116	24.7%
Hunter education programs	78	16.6%
Retailers	72	15.4%
State wildlife management agencies	67	14.3%
Other, please specify	20	4.3%
Seminars	18	3.8%
Total	469	100.0%

Table C14.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	107	69.0%
Professionals hunting/fishing/shooting	106	68.4%
Product reviews	102	65.8%
Competitions	89	57.4%
Non-professionals (home videos) hunting/fishing/shooting	88	56.8%
TV programs (complete or partial episodes)	71	45.8%
Informational/political/talk show style	30	19.4%
Fish and Wildlife agency produced videos	26	16.8%
Comedy/blooper videos	8	5.2%
Other	5	3.2%
Total	155	100.0%

Table C14.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	24	10.9%
Animal Planet	12	5.5%
Comcast SportsNet	1	0.5%
Discovery Channel	48	21.8%
ESPN/ESPN 2	19	8.6%
History Channel	76	34.5%
Military Channel	72	32.7%
National Geographic	27	12.3%
NBC Sports	7	3.2%
Outdoor Channel	179	81.4%
Pursuit Channel	55	25.0%
Sportsman Channel	147	66.8%
Sunshine Network / SUN Sports	0	0.0%
WildTV	7	3.2%
World Fishing Network	6	2.7%
Other national network	8	3.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	59	26.8%
I watched hunting/fishing TV, but don't remember the channel	47	21.4%
Total	220	100.0%

Table C14.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	268	51.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	198	38.2%
Programming offered by outdoor retailers	197	38.0%
An invitation from a friend / family member	173	33.3%
YouTube videos	166	32.0%
Books / magazines	161	31.0%
Membership in a non-profit organization	144	27.7%
Online forums / blogs	94	18.1%
Other Please describe	40	7.7%
None of the above	18	3.5%
Total	519	100.0%

Table C14.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	52	26.8%	53	27.5%	41	29.3%	61	37.2%
Google+	40	20.6%	36	18.7%	29	20.7%	36	22.0%
Twitter	15	7.7%	11	5.7%	9	6.4%	13	7.9%
Pinterest	18	9.3%	15	7.8%	12	8.6%	12	7.3%
Magazines	138	71.1%	138	71.5%	102	72.9%	116	70.7%
Instagram	20	10.3%	16	8.3%	15	10.7%	21	12.8%
YouTube	115	59.3%	105	54.4%	73	52.1%	142	86.6%
Television programs	98	50.5%	90	46.6%	72	51.4%	75	45.7%
Online Forums	68	35.1%	72	37.3%	48	34.3%	77	47.0%
Newsletter from hunting / wildlife groups or organizations	68	35.1%	76	39.4%	59	42.1%	40	24.4%
Fish / Wildlife Agency for My State of Residence	64	33.0%	81	42.0%	58	41.4%	34	20.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	35	18.0%	44	22.8%	38	27.1%	27	16.5%
Other	9	4.6%	8	4.1%	3	2.1%	4	2.4%
None of The Above	6	3.1%	5	2.6%	5	3.6%	2	1.2%
Total	194	100.0%	193	100.0%	140	100.0%	164	100.0%

Table C14.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	81	30.8%	44	27.7%	32	34.0%	47	27.6%
	Google+	52	19.8%	36	22.6%	17	18.1%	35	20.6%
	Twitter	20	7.6%	12	7.5%	9	9.6%	12	7.1%
	Pinterest	18	6.8%	13	8.2%	8	8.5%	6	3.5%
	Magazines	188	71.5%	130	81.8%	68	72.3%	110	64.7%
	Instagram	26	9.9%	21	13.2%	12	12.8%	12	7.1%
	YouTube	155	58.9%	97	61.0%	71	75.5%	88	51.8%
	Television programs	123	46.8%	85	53.5%	44	46.8%	71	41.8%
	Online Forums	97	36.9%	65	40.9%	60	63.8%	42	24.7%
	Newsletter from hunting / wildlife groups or organizations	84	31.9%	58	36.5%	23	24.5%	47	27.6%
	Fish / Wildlife Agency for My State of Residence	84	31.9%	44	27.7%	19	20.2%	48	28.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	43	16.3%	26	16.4%	7	7.4%	23	13.5%
	Other	9	3.4%	1	0.6%	1	1.1%	0	0.0%
	None of The Above	7	2.7%	3	1.9%	1	1.1%	17	10.0%
Total		263	100.0%	159	100.0%	94	100.0%	170	100.0%

Training with a Traditional Centerfire Rifle

This section includes those who are interested in training (military, defense, law enforcement, etc.) with a traditional centerfire rifle. This includes both those who currently shoot with a traditional centerfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table C15.1) **What is your current age?**

	Count	Column Percent
18 to 24	15	3.5%
25 to 34	50	11.7%
35 to 44	90	21.1%
45 to 54	113	26.5%
55 to 64	108	25.4%
65 and older	50	11.7%
Total	426	100.0%

Table C15.2) **What is your gender?**

	Count	Column Percent
Male	415	97.2%
Female	12	2.8%
Total	427	100.0%

Table C15.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	26	6.1%
\$20,000 to \$29,999	20	4.7%
\$30,000 to \$39,999	20	4.7%
\$40,000 to \$49,999	45	10.6%
\$50,000 to \$74,999	80	18.8%
\$75,000 to \$99,999	86	20.2%
\$100,000 to \$149,999	86	20.2%
\$150,000 to \$200,000	34	8.0%
More than \$200,000	29	6.8%
Total	426	100.0%

Table C15.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	4	0.9%
High school graduation	90	21.0%
Trade school, associates degree or similar	138	32.2%
Bachelors degree	134	31.3%
Masters degree	51	11.9%
Ph D and higher	11	2.6%
Total	428	100.0%

Table C15.5) In which region do you live?

	Count	Column Percent
Northeast	73	17.1%
Midwest	124	29.0%
South	153	35.8%
West	76	17.8%
Canada	1	0.2%
Total	427	100.0%

Introduction to Shooting

Table C15.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	273	62.3%
11 to 17 years old	106	24.2%
18 to 24 years old	32	7.3%
25 to 34 years old	12	2.7%
35 to 44 years old	9	2.1%
45 to 54 years old	4	0.9%
55 to 64 years old	2	0.5%
65 years and older	0	0.0%
Total	438	100.0%

Table C15.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	89	20.3%
Blackpowder or muzzleloader	1	0.2%
Compound bow	3	0.7%
Crossbow	0	0.0%
MSR	3	0.7%
Revolver	30	6.8%
Shotgun	90	20.5%
semi-automatic handgun	42	9.6%
Traditional bow	5	1.1%
Traditional rifle (Centerfire)	22	5.0%
Traditional rifle (Rimfire)	153	34.9%
Other	0	0.0%
Total	438	100.0%

Table C15.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.2%
Benchrest	4	0.9%
Cowboy action	2	0.5%
Long range	5	1.1%
Pattern shotgun	6	1.4%
Plinking or informal target shooting	345	79.3%
Silhouette	3	0.7%
Skeet	5	1.1%
Sporting clays	13	3.0%
Tactical	1	0.2%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	5	1.1%
Trap	6	1.4%
Wobble Trap	1	0.2%
Target archery	6	1.4%
Other Please describe:	31	7.1%
Total	435	100.0%

Table C15.9) Who took you shooting for the first time?

	Count	Column Percent
Father	259	60.5%
Friend	58	13.6%
Grandparent	56	13.1%
Aunt / Uncle	40	9.3%
Nobody / I shot alone when I first went shooting	27	6.3%
Mother	17	4.0%
Sibling	17	4.0%
Camp / Summer camp	15	3.5%
Another relative	15	3.5%
Neighbor	7	1.6%
Co-worker	5	1.2%
Military	3	0.7%
Other	3	0.7%
Guide / outfitter	2	0.5%
Spouse	1	0.2%
Total	428	100.0%

Table C15.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	303	72.0%
Spend time with family or friends who already shot	232	55.1%
Tradition / way of life	216	51.3%
It's relaxing / an escape	214	50.8%
Wanted to spend more time outdoors	180	42.8%
I wanted a challenge / adventure	156	37.1%
Protection / self defense	124	29.5%
Training for hunting	117	27.8%
To teach someone else / introduce my children or others to shooting	95	22.6%
Wanted to try a new sport	95	22.6%
Training (military, police, etc.)	60	14.3%
Media (television, magazines, movies)	19	4.5%
Other Please write in	5	1.2%
Total	421	100.0%

Table C15.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	114	26.0%
1 year	41	9.4%
2 - 5 years	128	29.2%
6 - 10 years	37	8.4%
More than 10 years	60	13.7%
I have only ever participated in [the shooting activity that I first participated in]	58	13.2%
Total	438	100.0%

Table C15.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	325	85.5%
3 Gun with a semi-automatic handgun	14	3.7%
Bowling pin with a semi-automatic handgun	42	11.1%
Bullseye with a semi-automatic handgun	89	23.4%
Cowboy action with a semi-automatic handgun	9	2.4%
IDPA with a semi-automatic handgun	22	5.8%
IPSC with a semi-automatic handgun	12	3.2%
Load Testing/Development with a semi-automatic handgun	53	13.9%
Sighting-in with a semi-automatic handgun	210	55.3%
Silhouette with a semi-automatic handgun	101	26.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	40	10.5%
Teaching/Informative with a semi-automatic handgun	125	32.9%
Testing (Ammo & firearm) with a semi-automatic handgun	139	36.6%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	86	22.6%
Other Please describe with a semi-automatic handgun	5	1.3%
Plinking or informal target shooting with a revolver	297	78.2%
3 Gun with a revolver	1	0.3%
Bowling pin with a revolver	27	7.1%
Bullseye with a revolver	63	16.6%
Cowboy action with a revolver	15	3.9%
IDPA with a revolver	3	0.8%
IPSC with a revolver	2	0.5%
Load Testing/Development with a revolver	51	13.4%
Sighting-in with a revolver	140	36.8%
Silhouette with a revolver	60	15.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	16	4.2%
Teaching/Informative with a revolver	76	20.0%
Testing (Ammo & firearm) with a revolver	111	29.2%
Training (Military, Defense, Law Enforcement) with a revolver	28	7.4%

Other Please describe with a revolver	2	0.5%
Plinking or informal target shooting with a traditional rimfire rifle	332	87.4%
3 Gun with a traditional rimfire rifle	3	0.8%
Benchrest with a traditional rimfire rifle	107	28.2%
Cowboy action with a traditional rimfire rifle	1	0.3%
Load Testing/Development with a traditional rimfire rifle	32	8.4%
Long range with a traditional rimfire rifle	75	19.7%
NRA high power with a traditional rimfire rifle	3	0.8%
Schuetzen with a traditional rimfire rifle	2	0.5%
Sighting-in rifle with a traditional rimfire rifle	226	59.5%
Silhouette with a traditional rimfire rifle	70	18.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	21	5.5%
Tactical with a traditional rimfire rifle	23	6.1%
Teaching/Informative with a traditional rimfire rifle	110	28.9%
Three (3) position with a traditional rimfire rifle	27	7.1%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	18	4.7%
Other Please describe with a traditional rimfire rifle	8	2.1%
Plinking or informal target shooting with a traditional centerfire rifle	307	80.8%
3 Gun with a traditional centerfire rifle	4	1.1%
Benchrest with a traditional centerfire rifle	126	33.2%
Cowboy action with a traditional centerfire rifle	4	1.1%
Load Testing/Development with a traditional centerfire rifle	105	27.6%
Long range with a traditional centerfire rifle	150	39.5%
NRA high power with a traditional centerfire rifle	11	2.9%
Schuetzen with a traditional centerfire rifle	2	0.5%
Sighting-in rifle with a traditional centerfire rifle	245	64.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	63	16.6%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	21	5.5%
Tactical with a traditional centerfire rifle	35	9.2%
Teaching/Informative with a traditional centerfire rifle	115	30.3%
Three (3) position with a traditional centerfire rifle	22	5.8%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	0	0.0%
Other Please describe with a traditional centerfire rifle	12	3.2%
Plinking or informal target shooting with an MSR	266	70.0%
3 Gun with an MSR	15	3.9%
Benchrest with an MSR	81	21.3%
Cowboy action with an MSR	1	0.3%
Load Testing/Development with an MSR	67	17.6%
Long range with an MSR	93	24.5%
NRA high power with an MSR	11	2.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	187	49.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	46	12.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	23	6.1%
Tactical with an MSR	74	19.5%
Teaching/Informative with an MSR	91	23.9%
Three (3) position with an MSR	21	5.5%
Training (Military, Defense, Law Enforcement) with an MSR	57	15.0%
Other Please describe with an MSR	6	1.6%
Informal (backyard, testing) with a shotgun	261	68.7%
3 Gun with a shotgun	13	3.4%
5 Stand with a shotgun	45	11.8%
Cowboy Action with a shotgun	3	0.8%
Dog training with a shotgun	49	12.9%
Other with a shotgun	3	0.8%
Pattern shotgun with a shotgun	172	45.3%
Sighting-In with a shotgun	162	42.6%
Skeet with a shotgun	206	54.2%
Sporting clays with a shotgun	206	54.2%
Teaching/Informative with a shotgun	83	21.8%
Test reload with a shotgun	50	13.2%
Training (Military, Defense, Law Enforcement) with a shotgun	25	6.6%
Trap with a shotgun	189	49.7%
Wobble Trap with a shotgun	35	9.2%
Other Please describe with a shotgun	16	4.2%
Total	380	100.0%

Current Recreational Shooting Activities

Table C15.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
semi-automatic Handgun	336	88.9%
Traditional Centerfire Rifle	290	76.7%
Traditional Rimfire Rifle	285	75.4%
Shotgun	277	73.3%
Revolver	252	66.7%
MSR	211	55.8%
Traditional or Compound Bow	126	33.3%
Muzzleloader	88	23.3%
Crossbow	54	14.3%
None of the Above	6	1.6%
Total	378	100.0%

Table C15.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	304	80.4%
Plinking or informal target shooting with a traditional rimfire rifle	260	68.8%
Plinking or informal target shooting with a traditional centerfire rifle	252	66.7%
Plinking or informal target shooting with a Revolver	226	59.8%
Sighting-in rifle with a traditional centerfire rifle	206	54.5%
Informal (backyard or testing) with a Shotgun	204	54.0%
Plinking or informal target shooting with a MSR	191	50.5%
Sighting-in with a semi-automatic Handgun	184	48.7%
Sighting-in rifle with a traditional rimfire rifle	169	44.7%
Sporting clays with a Shotgun	141	37.3%
Sighting-in rifle with a MSR	131	34.7%
Skeet with a Shotgun	130	34.4%
Pattern shotgun	127	33.6%
Target shooting with a traditional or compound bow	126	33.3%
Long range with a traditional centerfire rifle	125	33.1%
Sighting-In with a Shotgun	122	32.3%
Trap with a Shotgun	115	30.4%
Testing (Ammo & firearm) with a semi-automatic Handgun	112	29.6%
Benchrest with a traditional centerfire rifle	109	28.8%
Sighting-in with a Revolver	108	28.6%
Teaching/Informative with a semi-automatic Handgun	106	28.0%
Target shooting with a muzzleloader	88	23.3%
Bullseye with a semi-automatic Handgun	84	22.2%

Silhouette with a semi-automatic Handgun	82	21.7%
Benchrest with a traditional rimfire rifle	77	20.4%
Load Testing/Development with a traditional centerfire rifle	74	19.6%
Teaching/Informative with a traditional centerfire rifle	74	19.6%
Teaching/Informative with a traditional rimfire rifle	72	19.0%
Testing (Ammo & firearm) with a Revolver	68	18.0%
Target shooting with an air rifle at a range	63	16.7%
Long range with a MSR	59	15.6%
Teaching/Informative with a MSR	59	15.6%
Teaching/Informative with a Shotgun	56	14.8%
Target shooting with a crossbow	54	14.3%
Long range with a traditional rimfire rifle	53	14.0%
Teaching/Informative with a Revolver	51	13.5%
Benchrest with a MSR	49	13.0%
Tactical with a MSR	48	12.7%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	48	12.7%
Bullseye with a Revolver	48	12.7%
Silhouette with a traditional rimfire rifle	45	11.9%
Silhouette with a traditional centerfire rifle	44	11.6%
Load Testing/Development with a MSR	41	10.8%
5 Stand with a Shotgun	40	10.6%
Silhouette with a Revolver	40	10.6%
Load Testing/Development with a semi-automatic Handgun	38	10.1%
Steel Challenge with a semi-automatic Handgun	31	8.2%
Dog training with a shotgun	28	7.4%
Test reload with a Shotgun	27	7.1%
Bowling pin with a semi-automatic Handgun	27	7.1%
Silhouette with a MSR	26	6.9%
Training (Military / Defense / Law Enforcement) with a MSR	25	6.6%
Load Testing/Development with a Revolver	25	6.6%
Wobble Trap with a Shotgun	23	6.1%
Tactical with a traditional centerfire rifle	21	5.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	16	4.2%
Steel Challenge with a traditional centerfire rifle	16	4.2%
Load Testing/Development with a traditional rimfire rifle	16	4.2%
IDPA with a semi-automatic Handgun	15	4.0%
Bowling pin with a Revolver	15	4.0%
Steel Challenge with a traditional rimfire rifle	14	3.7%
3 Gun with a semi-automatic Handgun	13	3.4%
Tactical with a traditional rimfire rifle	13	3.4%
Three (3) position with a traditional rimfire rifle	13	3.4%
Three (3) position with a traditional centerfire rifle	12	3.2%
Steel Challenge with a MSR	12	3.2%

3 Gun with a Shotgun	11	2.9%
3 Gun with a MSR	10	2.6%
Three (3) position with a MSR	10	2.6%
Cowboy action with a Revolver	10	2.6%
Steel Challenge with a Revolver	10	2.6%
IPSC with a semi-automatic Handgun	8	2.1%
NRA high power with a MSR	7	1.9%
Training (Military / Defense / Law Enforcement) with a Revolver	7	1.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	6	1.6%
None of the above	6	1.6%
Cowboy action with a semi-automatic Handgun	5	1.3%
NRA high power with a traditional centerfire rifle	4	1.1%
Cowboy action with a traditional centerfire rifle	3	0.8%
Cowboy Action with a Shotgun	2	0.5%
3 Gun with a traditional centerfire rifle	1	0.3%
Schuetzen with a traditional centerfire rifle	1	0.3%
IDPA with a Revolver	1	0.3%
3 Gun with a traditional rimfire rifle	1	0.3%
Cowboy action with a traditional rimfire rifle	1	0.3%
NRA high power with a traditional rimfire rifle	1	0.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	378	100.0%

Table C15.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	15	5.8%
Revolver	59	22.8%
Traditional Rimfire Rifle	61	23.6%
Traditional Centerfire Rifle	36	13.9%
MSR	77	29.7%
Shotgun	59	22.8%
Air Rifle	92	35.5%
Traditional or Compound Bow	92	35.5%
Crossbow	33	12.7%
Muzzleloader	56	21.6%
Total	259	100.0%

Table C15.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	57	17.2%
3 Gun with a Shotgun	2	0.6%
5 Stand with a Shotgun	5	1.5%
Cowboy Action with a Shotgun	1	0.3%
Sighting-In with a Shotgun	40	12.0%
Skeet with a Shotgun	76	22.9%
Sporting clays with a Shotgun	65	19.6%
Teaching/Informative with a Shotgun	27	8.1%
Test reload with a Shotgun	23	6.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	2.7%
Trap with a Shotgun	74	22.3%
Wobble Trap with a Shotgun	12	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	55	16.6%
3 Gun with a traditional centerfire rifle	3	0.9%
Benchrest with a traditional centerfire rifle	17	5.1%
Cowboy action with a traditional centerfire rifle	1	0.3%
Load Testing/Development with a traditional centerfire rifle	31	9.3%
Long range with a traditional centerfire rifle	25	7.5%
NRA high power with a traditional centerfire rifle	7	2.1%
Schuetzen with a traditional centerfire rifle	1	0.3%
Sighting-in rifle with a traditional centerfire rifle	39	11.7%
Silhouette with a traditional centerfire rifle	19	5.7%
Steel Challenge with a traditional centerfire rifle	5	1.5%
Tactical with a traditional centerfire rifle	14	4.2%
Teaching/Informative with a traditional centerfire rifle	41	12.3%
Three (3) position with a traditional centerfire rifle	10	3.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	0	0.0%
Plinking or informal target shooting with a MSR	75	22.6%

3 Gun with a MSR	5	1.5%
Benchrest with a MSR	32	9.6%
Cowboy action with a MSR	1	0.3%
Load Testing/Development with a MSR	26	7.8%
Long range with a MSR	34	10.2%
NRA high power with a MSR	4	1.2%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	56	16.9%
Silhouette with a MSR	20	6.0%
Steel Challenge with a MSR	11	3.3%
Tactical with a MSR	26	7.8%
Teaching/Informative with a MSR	32	9.6%
Three (3) position with a MSR	11	3.3%
Training (Military / Defense / Law Enforcement) with a MSR	32	9.6%
Plinking or informal target shooting with a semi-automatic Handgun	21	6.3%
3 Gun with a semi-automatic Handgun	1	0.3%
Bowling pin with a semi-automatic Handgun	15	4.5%
Bullseye with a semi-automatic Handgun	5	1.5%
Cowboy action with a semi-automatic Handgun	4	1.2%
IDPA with a semi-automatic Handgun	7	2.1%
IPSC with a semi-automatic Handgun	4	1.2%
Load Testing/Development with a semi-automatic Handgun	15	4.5%
Sighting-in with a semi-automatic Handgun	26	7.8%
Silhouette with a semi-automatic Handgun	19	5.7%
Steel Challenge with a semi-automatic Handgun	9	2.7%
Teaching/Informative with a semi-automatic Handgun	19	5.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	27	8.1%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	31	9.3%
Plinking or informal target shooting with a Revolver	71	21.4%
3 Gun with a Revolver	27	8.1%
Bowling pin with a Revolver	12	3.6%
Bullseye with a Revolver	15	4.5%
Cowboy action with a Revolver	5	1.5%
IDPA with a Revolver	2	0.6%
IPSC with a Revolver	2	0.6%
Load Testing/Development with a Revolver	26	7.8%
Sighting-in with a Revolver	32	9.6%
Silhouette with a Revolver	20	6.0%
Steel Challenge with a Revolver	6	1.8%
Teaching/Informative with a Revolver	25	7.5%
Testing (Ammo & firearm) with a Revolver	43	13.0%
Training (Military / Defense / Law Enforcement) with a Revolver	20	6.0%
Dog training with a shotgun	21	6.3%
Target shooting with a traditional or compound bow	92	27.7%
Target shooting with a crossbow	33	9.9%
Target shooting with a muzzleloader	56	16.9%
Plinking or informal target shooting with a traditional rimfire rifle	72	21.7%

3 Gun with a traditional rimfire rifle	2	0.6%
Benchrest with a traditional rimfire rifle	30	9.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	16	4.8%
Long range with a traditional rimfire rifle	22	6.6%
NRA high power with a traditional rimfire rifle	2	0.6%
Schuetzen with a traditional rimfire rifle	2	0.6%
Sighting-in rifle with a traditional rimfire rifle	57	17.2%
Target shooting with an air rifle at a range	92	27.7%
Silhouette with a traditional rimfire rifle	25	7.5%
Pattern shotgun	45	13.6%
Steel Challenge with a traditional rimfire rifle	7	2.1%
Tactical with a traditional rimfire rifle	10	3.0%
Teaching/Informative with a traditional rimfire rifle	38	11.4%
Three (3) position with a traditional rimfire rifle	14	4.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	12	3.6%
Total	332	100.0%

Current Hunting Activities

Table C15.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	217	87.1%
Shotgun	215	86.3%
Traditional bow/compound bow	127	51.0%
MSR	113	45.4%
Muzzleloader	103	41.4%
Handgun	78	31.3%
Crossbow	59	23.7%
Other	3	1.2%
Total	249	100.0%

Table C15.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	27	11.8%
Deer	191	83.8%
Elk	41	18.0%
Other big game	18	7.9%
Others	9	3.9%
Predators	99	43.4%
Small game	132	57.9%
Turkey	135	59.2%
Upland game birds	122	53.5%
Waterfowl	81	35.5%
Wild pig / feral hog	52	22.8%
Total	228	100.0%

Traditional Centerfire Rifle Activity Interest

Table C15.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a traditional centerfire rifle within the past 3 years.*

	Count	Column Percent
Not enough time	71	44.1%
These activities are not offered at ranges in my area	53	32.9%
I don't know how to get started	48	29.8%
I don't have anybody to go with	31	19.3%
Too expensive	25	15.5%
Other Please describe	10	6.2%
I do not own / have access to this firearm	6	3.7%
Medical reason / disability	4	2.5%
Total	161	100.0%

Table C15.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a traditional centerfire rifle within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	22	48.9%
Not enough time	15	33.3%
I don't have anybody to go with	9	20.0%
Too expensive	8	17.8%
These activities are not offered at ranges in my area	7	15.6%
I don't know how to get started	6	13.3%
Other Please describe	2	4.4%
Medical reason / disability	1	2.2%
Total	45	100.0%

Influential Media and Individuals

Table C15.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	182	48.3%
Father	126	33.4%
Self / nobody else	75	19.9%
Grandparent	41	10.9%
Aunt / Uncle	38	10.1%
Co-worker	37	9.8%
Sibling	35	9.3%
Another relative	30	8.0%
Neighbor	16	4.2%
Military	16	4.2%
Other, please specify	12	3.2%
Spouse	9	2.4%
Mother	8	2.1%
Guide / outfitter	7	1.9%
Children / grandchildren	4	1.1%
Total	377	100.0%

Table C15.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	181	48.5%
Online videos	132	35.4%
Magazines and Books	119	31.9%
National sportsmen's conservation organizations	90	24.1%
Local clubs or social organizations	74	19.8%
Retailers	58	15.5%
Hunter education programs	55	14.7%
State wildlife management agencies	46	12.3%
Other, please specify	17	4.6%
Seminars	16	4.3%
Total	373	100.0%

Table C15.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	93	72.1%
Professionals hunting/fishing/shooting	91	70.5%
Product reviews	87	67.4%
Non-professionals (home videos) hunting/fishing/shooting	85	65.9%
Competitions	72	55.8%
TV programs (complete or partial episodes)	67	51.9%
Informational/political/talk show style	26	20.2%
Fish and Wildlife agency produced videos	24	18.6%
Comedy/blooper videos	9	7.0%
Other	6	4.7%
Total	129	100.0%

Table C15.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	10	5.6%
Animal Planet	6	3.3%
Comcast SportsNet	1	0.6%
Discovery Channel	25	13.9%
ESPN/ESPN 2	11	6.1%
History Channel	46	25.6%
Military Channel	55	30.6%
National Geographic	15	8.3%
NBC Sports	5	2.8%
Outdoor Channel	143	79.4%
Pursuit Channel	48	26.7%
Sportsman Channel	113	62.8%
Sunshine Network / SUN Sports	1	0.6%
WildTV	6	3.3%
World Fishing Network	5	2.8%
Other national network	4	2.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	44	24.4%
I watched hunting/fishing TV, but don't remember the channel	36	20.0%
Total	180	100.0%

Table C15.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	236	55.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	169	39.8%
Programming offered by outdoor retailers	165	38.8%
An invitation from a friend / family member	155	36.5%
Books / magazines	132	31.1%
YouTube videos	127	29.9%
Membership in a non-profit organization	105	24.7%
Online forums / blogs	67	15.8%
Other Please describe	32	7.5%
None of the above	3	0.7%
Total	425	100.0%

Table C15.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	49	30.4%	57	35.0%	37	36.6%	40	32.0%
Google+	34	21.1%	33	20.2%	18	17.8%	20	16.0%
Twitter	11	6.8%	7	4.3%	6	5.9%	5	4.0%
Pinterest	15	9.3%	14	8.6%	13	12.9%	12	9.6%
Magazines	109	67.7%	105	64.4%	66	65.3%	77	61.6%
Instagram	21	13.0%	20	12.3%	16	15.8%	16	12.8%
YouTube	95	59.0%	91	55.8%	57	56.4%	105	84.0%
Television programs	70	43.5%	71	43.6%	46	45.5%	52	41.6%
Online Forums	53	32.9%	55	33.7%	35	34.7%	46	36.8%
Newsletter from hunting / wildlife groups or organizations	53	32.9%	52	31.9%	40	39.6%	30	24.0%
Fish / Wildlife Agency for My State of Residence	55	34.2%	68	41.7%	41	40.6%	28	22.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	34	21.1%	37	22.7%	29	28.7%	20	16.0%
Other	5	3.1%	3	1.8%	1	1.0%	5	4.0%
None of The Above	7	4.3%	7	4.3%	6	5.9%	4	3.2%
Total	161	100.0%	163	100.0%	101	100.0%	125	100.0%

Table C15.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	74	31.9%	37	28.5%	17	25.4%	38	25.0%
Google+	43	18.5%	30	23.1%	14	20.9%	32	21.1%
Twitter	14	6.0%	9	6.9%	3	4.5%	7	4.6%
Pinterest	22	9.5%	15	11.5%	8	11.9%	8	5.3%
Magazines	150	64.7%	97	74.6%	48	71.6%	86	56.6%
Instagram	33	14.2%	21	16.2%	9	13.4%	16	10.5%
YouTube	137	59.1%	78	60.0%	49	73.1%	84	55.3%
Television programs	97	41.8%	65	50.0%	35	52.2%	57	37.5%
Online Forums	82	35.3%	44	33.8%	42	62.7%	37	24.3%
Newsletter from hunting / wildlife groups or organizations	61	26.3%	50	38.5%	22	32.8%	38	25.0%
Fish / Wildlife Agency for My State of Residence	71	30.6%	39	30.0%	16	23.9%	36	23.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	36	15.5%	23	17.7%	7	10.4%	12	7.9%
Other	5	2.2%	3	2.3%	3	4.5%	4	2.6%
None of The Above	10	4.3%	5	3.8%	1	1.5%	14	9.2%
Total	232	100.0%	130	100.0%	67	100.0%	152	100.0%

Recreational Shooting with a Traditional Rimfire Rifle - Overall

This section includes responses from individuals who are interested in trying a traditional rimfire rifle activity that they do not currently participate in; some individuals (79.1%) have shot with a traditional rimfire rifle within the past three years, while the remainder have not. Further chapters will be dedicated to specific target shooting activities, and will exclude all individuals who currently participate in that activity.

- More than half (59.0%) of those interested in target shooting with a traditional rimfire rifle who have hunted within the past 3 years have hunted small game (Table R.18).
- More than one-third (34.4%) of those interested in trying cowboy action with a traditional rimfire rifle have not done so because this is not offered at ranges in their area (Table R4.19).

Demographic Information

Table R.1) What is your current age?

	Count	Column Percent
18 to 24	27	1.1%
25 to 34	150	6.1%
35 to 44	302	12.2%
45 to 54	553	22.4%
55 to 64	784	31.8%
65 and older	650	26.4%
Total	2,466	100.0%

Table R.2) What is your gender?

	Count	Column Percent
Male	2,410	97.5%
Female	63	2.5%
Total	2,473	100.0%

Table R.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	114	4.7%
\$20,000 to \$29,999	90	3.7%
\$30,000 to \$39,999	152	6.2%
\$40,000 to \$49,999	192	7.8%
\$50,000 to \$74,999	495	20.2%
\$75,000 to \$99,999	480	19.6%
\$100,000 to \$149,999	536	21.9%
\$150,000 to \$200,000	215	8.8%
More than \$200,000	173	7.1%
Total	2,447	100.0%

Table R.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	25	1.0%
High school graduation	514	20.8%
Trade school, associates degree or similar	861	34.8%
Bachelors degree	713	28.8%
Masters degree	286	11.6%
Ph D and higher	75	3.0%
Total	2,474	100.0%

Table R.5) **In which region do you live?**

	Count	Column Percent
Northeast	346	14.0%
Midwest	701	28.4%
South	962	38.9%
West	442	17.9%
Canada	21	0.8%
Total	2,472	100.0%

Introduction to Shooting

Table R.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	1,659	64.7%
11 to 17 years old	678	26.5%
18 to 24 years old	130	5.1%
25 to 34 years old	33	1.3%
35 to 44 years old	27	1.1%
45 to 54 years old	18	0.7%
55 to 64 years old	12	0.5%
65 years and older	6	0.2%
Total	2,563	100.0%

Table R.7) **What did you shoot with when you first went shooting?**

	Count	Column Percent
Air gun / air rifle	545	21.3%
Blackpowder or muzzleloader	10	0.4%
Compound bow	8	0.3%
Crossbow	0	0.0%
MSR	22	0.9%
Revolver	131	5.1%
Shotgun	505	19.7%
Semi-Automatic handgun	170	6.6%
Traditional bow	38	1.5%
Traditional rifle (Centerfire)	113	4.4%
Traditional rifle (Rimfire)	1,016	39.6%
Other	5	0.2%
Total	2,563	100.0%

Table R.8) **What activity did you participate in when shooting for the first time?**

	Count	Column Percent
5 Stand	1	0.0%
Benchrest	27	1.1%
Cowboy action	3	0.1%
IPSC	2	0.1%
Long range	15	0.6%
NRA high power	1	0.0%
Pattern shotgun	31	1.2%
Plinking or informal target shooting	2,059	80.6%
Silhouette	19	0.7%
Skeet	49	1.9%
Sporting clays	42	1.6%
Tactical	1	0.0%
Test reload	4	0.2%
Training (Military, Defense, Law Enforcement)	34	1.3%
Trap	51	2.0%
Target archery	35	1.4%
Field archery	9	0.4%
3D archery	1	0.0%
Other Please describe:	171	6.7%
Total	2,555	100.0%

Table R.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	1,631	64.3%
Friend	284	11.2%
Grandparent	278	11.0%
Aunt / Uncle	265	10.4%
Sibling	149	5.9%
Nobody / I shot alone when I first went shooting	114	4.5%
Camp / Summer camp	99	3.9%
Another relative	80	3.2%
Mother	67	2.6%
Neighbor	64	2.5%
Military	38	1.5%
Co-worker	17	0.7%
Spouse	14	0.6%
Other	7	0.3%
Guide / outfitter	2	0.1%
Total	2,538	100.0%

Table R.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	1,725	69.7%
Tradition / way of life	1,316	53.2%
Spend time with family or friends who already shot	1,255	50.7%
It's relaxing / an escape	1,132	45.7%
Wanted to spend more time outdoors	1,035	41.8%
I wanted a challenge / adventure	816	33.0%
Training for hunting	644	26.0%
Protection / self defense	494	20.0%
Wanted to try a new sport	436	17.6%
To teach someone else / introduce my children or others to shooting	418	16.9%
Training (military, police, etc.)	342	13.8%
Media (television, magazines, movies)	85	3.4%
Other Please write in	23	0.9%
Total	2,476	100.0%

Table R.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	642	25.0%
1 year	292	11.4%
2 - 5 years	859	33.5%
6 - 10 years	197	7.7%
More than 10 years	292	11.4%
I have only ever participated in [the shooting activity that I first participated in]	281	11.0%
Total	2,563	100.0%

Table R.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,824	81.0%
3 Gun with a semi-automatic handgun	89	4.0%
Bowling pin with a semi-automatic handgun	275	12.2%
Bullseye with a semi-automatic handgun	553	24.5%
Cowboy action with a semi-automatic handgun	47	2.1%
IDPA with a semi-automatic handgun	132	5.9%
IPSC with a semi-automatic handgun	109	4.8%
Load Testing/Development with a semi-automatic handgun	401	17.8%
Sighting-in with a semi-automatic handgun	1,192	52.9%
Silhouette with a semi-automatic handgun	558	24.8%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	216	9.6%
Teaching/Informative with a semi-automatic handgun	628	27.9%
Testing (Ammo & firearm) with a semi-automatic handgun	831	36.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	642	28.5%
Other Please describe with a semi-automatic handgun	62	2.8%
Plinking or informal target shooting with a revolver	1,783	79.1%
3 Gun with a revolver	15	0.7%
Bowling pin with a revolver	193	8.6%
Bullseye with a revolver	439	19.5%
Cowboy action with a revolver	112	5.0%
IDPA with a revolver	33	1.5%
IPSC with a revolver	42	1.9%
Load Testing/Development with a revolver	426	18.9%
Sighting-in with a revolver	954	42.3%
Silhouette with a revolver	414	18.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	88	3.9%

Teaching/Informative with a revolver	500	22.2%
Testing (Ammo & firearm) with a revolver	711	31.6%
Training (Military, Defense, Law Enforcement) with a revolver	338	15.0%
Other Please describe with a revolver	59	2.6%
Plinking or informal target shooting with a traditional rimfire rifle	2,038	90.5%
3 Gun with a traditional rimfire rifle	14	0.6%
Benchrest with a traditional rimfire rifle	606	26.9%
Cowboy action with a traditional rimfire rifle	25	1.1%
Load Testing/Development with a traditional rimfire rifle	258	11.5%
Long range with a traditional rimfire rifle	427	19.0%
NRA high power with a traditional rimfire rifle	35	1.6%
Schuetzen with a traditional rimfire rifle	12	0.5%
Sighting-in rifle with a traditional rimfire rifle	1,440	63.9%
Silhouette with a traditional rimfire rifle	432	19.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	93	4.1%
Tactical with a traditional rimfire rifle	122	5.4%
Teaching/Informative with a traditional rimfire rifle	690	30.6%
Three (3) position with a traditional rimfire rifle	196	8.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	238	10.6%
Other Please describe with a traditional rimfire rifle	117	5.2%
Plinking or informal target shooting with a traditional centerfire rifle	1,771	78.6%
3 Gun with a traditional centerfire rifle	34	1.5%
Benchrest with a traditional centerfire rifle	801	35.6%
Cowboy action with a traditional centerfire rifle	56	2.5%
Load Testing/Development with a traditional centerfire rifle	682	30.3%
Long range with a traditional centerfire rifle	889	39.5%
NRA high power with a traditional centerfire rifle	99	4.4%
Schuetzen with a traditional centerfire rifle	15	0.7%
Sighting-in rifle with a traditional centerfire rifle	1,489	66.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	410	18.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	85	3.8%
Tactical with a traditional centerfire rifle	262	11.6%
Teaching/Informative with a traditional centerfire rifle	621	27.6%
Three (3) position with a traditional centerfire rifle	169	7.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	478	21.2%
Other Please describe with a traditional centerfire rifle	109	4.8%
Plinking or informal target shooting with an MSR	1,416	62.8%
3 Gun with an MSR	84	3.7%
Benchrest with an MSR	436	19.4%
Cowboy action with an MSR	3	0.1%

Load Testing/Development with an MSR	408	18.1%
Long range with an MSR	498	22.1%
NRA high power with an MSR	59	2.6%
Schuetzen with an MSR	5	0.2%
Sighting-in rifle with an MSR	1,045	46.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	237	10.5%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	102	4.5%
Tactical with an MSR	413	18.3%
Teaching/Informative with an MSR	486	21.6%
Three (3) position with an MSR	126	5.6%
Training (Military, Defense, Law Enforcement) with an MSR	540	24.0%
Other Please describe with an MSR	39	1.7%
Informal (backyard, testing) with a shotgun	1,475	65.5%
3 Gun with a shotgun	88	3.9%
5 Stand with a shotgun	380	16.9%
Cowboy Action with a shotgun	45	2.0%
Dog training with a shotgun	366	16.2%
Other with a shotgun	27	1.2%
Pattern shotgun with a shotgun	1,140	50.6%
Sighting-In with a shotgun	904	40.1%
Skeet with a shotgun	1,267	56.2%
Sporting clays with a shotgun	1,285	57.0%
Teaching/Informative with a shotgun	573	25.4%
Test reload with a shotgun	404	17.9%
Training (Military, Defense, Law Enforcement) with a shotgun	327	14.5%
Trap with a shotgun	1,184	52.6%
Wobble Trap with a shotgun	316	14.0%
Other Please describe with a shotgun	121	5.4%
Total	2,253	100.0%

Current Recreational Shooting Activities

Table R.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	1,849	81.8%
Traditional Rimfire Rifle	1,788	79.1%
Traditional Centerfire Rifle	1,712	75.8%
Shotgun	1,687	74.6%
Revolver	1,528	67.6%
MSR	1,065	47.1%
Traditional or Compound Bow	629	27.8%
Muzzleloader	537	23.8%
Crossbow	338	15.0%
None of the Above	45	2.0%
Total	2,260	100.0%

Table R.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	1,673	73.8%
Plinking or informal target shooting with a traditional rimfire rifle	1,640	72.3%
Plinking or informal target shooting with a traditional centerfire rifle	1,409	62.1%
Plinking or informal target shooting with a Revolver	1,391	61.3%
Sighting-in rifle with a traditional centerfire rifle	1,226	54.1%
Informal (backyard or testing) with a Shotgun	1,111	49.0%
Sighting-in rifle with a traditional rimfire rifle	1,102	48.6%
Sighting-in with a Semi-Automatic Handgun	1,023	45.1%
Plinking or informal target shooting with a MSR	942	41.5%
Sporting clays with a Shotgun	860	37.9%
Pattern shotgun	826	36.4%
Trap with a Shotgun	755	33.3%
Skeet with a Shotgun	748	33.0%
Sighting-in with a Revolver	695	30.6%
Sighting-in rifle with a MSR	692	30.5%
Long range with a traditional centerfire rifle	678	29.9%
Benchrest with a traditional centerfire rifle	653	28.8%
Sighting-In with a Shotgun	652	28.7%
Target shooting with a traditional or compound bow	629	27.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	626	27.6%
Target shooting with a muzzleloader	537	23.7%
Teaching/Informative with a Semi-Automatic Handgun	506	22.3%
Load Testing/Development with a traditional centerfire rifle	505	22.3%

Teaching/Informative with a traditional rimfire rifle	462	20.4%
Testing (Ammo & firearm) with a Revolver	458	20.2%
Benchrest with a traditional rimfire rifle	451	19.9%
Bullseye with a Semi-Automatic Handgun	432	19.0%
Teaching/Informative with a traditional centerfire rifle	411	18.1%
Teaching/Informative with a Shotgun	407	17.9%
Silhouette with a Semi-Automatic Handgun	386	17.0%
Target shooting with an air rifle at a range	373	16.4%
Teaching/Informative with a Revolver	342	15.1%
Target shooting with a crossbow	338	14.9%
Load Testing/Development with a Semi-Automatic Handgun	304	13.4%
Teaching/Informative with a MSR	302	13.3%
Bullseye with a Revolver	282	12.4%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	279	12.3%
Load Testing/Development with a Revolver	276	12.2%
Long range with a MSR	268	11.8%
5 Stand with a Shotgun	261	11.5%
Load Testing/Development with a MSR	251	11.1%
Long range with a traditional rimfire rifle	251	11.1%
Test reload with a Shotgun	243	10.7%
Silhouette with a traditional centerfire rifle	236	10.4%
Benchrest with a MSR	233	10.3%
Silhouette with a Revolver	233	10.3%
Silhouette with a traditional rimfire rifle	230	10.1%
Wobble Trap with a Shotgun	226	10.0%
Tactical with a MSR	219	9.7%
Dog training with a shotgun	210	9.3%
Training (Military / Defense / Law Enforcement) with a MSR	191	8.4%
Bowling pin with a Semi-Automatic Handgun	156	6.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	145	6.4%
Load Testing/Development with a traditional rimfire rifle	137	6.0%
Steel Challenge with a Semi-Automatic Handgun	135	6.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	128	5.6%
Silhouette with a MSR	123	5.4%
Tactical with a traditional centerfire rifle	119	5.2%
Bowling pin with a Revolver	96	4.2%
Training (Military / Defense / Law Enforcement) with a Revolver	96	4.2%
IDPA with a Semi-Automatic Handgun	84	3.7%
3 Gun with a Semi-Automatic Handgun	66	2.9%
Cowboy action with a Revolver	65	2.9%
3 Gun with a Shotgun	59	2.6%

Three (3) position with a traditional centerfire rifle	59	2.6%
3 Gun with a MSR	58	2.6%
Three (3) position with a traditional rimfire rifle	54	2.4%
IPSC with a Semi-Automatic Handgun	51	2.2%
Steel Challenge with a traditional rimfire rifle	51	2.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	51	2.2%
Steel Challenge with a MSR	50	2.2%
Three (3) position with a MSR	50	2.2%
Steel Challenge with a traditional centerfire rifle	49	2.2%
Tactical with a traditional rimfire rifle	48	2.1%
None of the above	45	2.0%
Cowboy action with a traditional centerfire rifle	40	1.8%
Steel Challenge with a Revolver	39	1.7%
NRA high power with a traditional centerfire rifle	29	1.3%
Cowboy Action with a Shotgun	27	1.2%
NRA high power with a MSR	22	1.0%
Cowboy action with a Semi-Automatic Handgun	14	0.6%
Cowboy action with a traditional rimfire rifle	13	0.6%
3 Gun with a traditional centerfire rifle	11	0.5%
IDPA with a Revolver	10	0.4%
IPSC with a Revolver	9	0.4%
NRA high power with a traditional rimfire rifle	9	0.4%
Schuetzen with a traditional centerfire rifle	5	0.2%
3 Gun with a Revolver	4	0.2%
3 Gun with a traditional rimfire rifle	4	0.2%
Cowboy action with a MSR	2	0.1%
Schuetzen with a traditional rimfire rifle	1	0.0%
Schuetzen with a MSR	0	0.0%
Total	2,268	100.0%

Table R.15) Lapsed shooting activities (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	147	8.9%
Revolver	363	22.1%
Traditional Rimfire Rifle	342	20.8%
Traditional Centerfire Rifle	262	15.9%
MSR	492	29.9%
Shotgun	297	18.0%
Air Rifle	613	37.2%
Traditional or Compound Bow	667	40.5%
Crossbow	176	10.7%
Muzzleloader	431	26.2%
Total	1,646	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	364	17.8%
3 Gun with a Shotgun	29	1.4%
5 Stand with a Shotgun	119	5.8%
Cowboy Action with a Shotgun	18	0.9%
Sighting-In with a Shotgun	252	12.3%
Skeet with a Shotgun	519	25.4%
Sporting clays with a Shotgun	425	20.8%
Teaching/Informative with a Shotgun	166	8.1%
Test reload with a Shotgun	161	7.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	182	8.9%
Trap with a Shotgun	429	21.0%
Wobble Trap with a Shotgun	90	4.4%
Plinking or informal target shooting with a traditional centerfire rifle	362	17.7%
3 Gun with a traditional centerfire rifle	23	1.1%
Benchrest with a traditional centerfire rifle	148	7.2%
Cowboy action with a traditional centerfire rifle	16	0.8%
Load Testing/Development with a traditional centerfire rifle	177	8.7%
Long range with a traditional centerfire rifle	211	10.3%
NRA high power with a traditional centerfire rifle	70	3.4%
Schuetzen with a traditional centerfire rifle	10	0.5%
Sighting-in rifle with a traditional centerfire rifle	263	12.9%
Silhouette with a traditional centerfire rifle	174	8.5%
Steel Challenge with a traditional centerfire rifle	36	1.8%
Tactical with a traditional centerfire rifle	143	7.0%
Teaching/Informative with a traditional centerfire rifle	210	10.3%
Three (3) position with a traditional centerfire rifle	110	5.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	350	17.1%
Plinking or informal target shooting with a MSR	474	23.2%
3 Gun with a MSR	26	1.3%

Benchrest with a MSR	203	9.9%
Cowboy action with a MSR	1	0.0%
Load Testing/Development with a MSR	157	7.7%
Long range with a MSR	230	11.3%
NRA high power with a MSR	37	1.8%
Schuetzen with a MSR	5	0.2%
Sighting-in rifle with a MSR	353	17.3%
Silhouette with a MSR	114	5.6%
Steel Challenge with a MSR	52	2.5%
Tactical with a MSR	194	9.5%
Teaching/Informative with a MSR	184	9.0%
Three (3) position with a MSR	76	3.7%
Training (Military / Defense / Law Enforcement) with a MSR	346	16.9%
Plinking or informal target shooting with a Semi-Automatic Handgun	151	7.4%
3 Gun with a Semi-Automatic Handgun	23	1.1%
Bowling pin with a Semi-Automatic Handgun	119	5.8%
Bullseye with a Semi-Automatic Handgun	121	5.9%
Cowboy action with a Semi-Automatic Handgun	33	1.6%
IDPA with a Semi-Automatic Handgun	48	2.4%
IPSC with a Semi-Automatic Handgun	58	2.8%
Load Testing/Development with a Semi-Automatic Handgun	97	4.8%
Sighting-in with a Semi-Automatic Handgun	169	8.3%
Silhouette with a Semi-Automatic Handgun	172	8.4%
Steel Challenge with a Semi-Automatic Handgun	81	4.0%
Teaching/Informative with a Semi-Automatic Handgun	122	6.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	205	10.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	351	17.2%
Plinking or informal target shooting with a Revolver	392	19.2%
3 Gun with a Revolver	189	9.3%
Bowling pin with a Revolver	97	4.8%
Bullseye with a Revolver	157	7.7%
Cowboy action with a Revolver	47	2.3%
IDPA with a Revolver	23	1.1%
IPSC with a Revolver	33	1.6%
Load Testing/Development with a Revolver	150	7.3%
Sighting-in with a Revolver	259	12.7%
Silhouette with a Revolver	181	8.9%
Steel Challenge with a Revolver	49	2.4%
Teaching/Informative with a Revolver	158	7.7%
Testing (Ammo & firearm) with a Revolver	253	12.4%
Training (Military / Defense / Law Enforcement) with a Revolver	234	11.5%
Dog training with a shotgun	156	7.6%
Target shooting with a traditional or compound bow	667	32.7%
Target shooting with a crossbow	176	8.6%
Target shooting with a muzzleloader	431	21.1%
Plinking or informal target shooting with a traditional rimfire rifle	398	19.5%
3 Gun with a traditional rimfire rifle	10	0.5%

Benchrest with a traditional rimfire rifle	155	7.6%
Cowboy action with a traditional rimfire rifle	12	0.6%
Load Testing/Development with a traditional rimfire rifle	120	5.9%
Long range with a traditional rimfire rifle	176	8.6%
NRA high power with a traditional rimfire rifle	26	1.3%
Schuetzen with a traditional rimfire rifle	14	0.7%
Sighting-in rifle with a traditional rimfire rifle	338	16.6%
Target shooting with an air rifle at a range	613	30.0%
Silhouette with a traditional rimfire rifle	202	9.9%
Pattern shotgun	314	15.4%
Steel Challenge with a traditional rimfire rifle	42	2.1%
Tactical with a traditional rimfire rifle	74	3.6%
Teaching/Informative with a traditional rimfire rifle	228	11.2%
Three (3) position with a traditional rimfire rifle	142	7.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	186	9.1%
Total	2,042	100.0%

Table R.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	39	9.4%	33	6.9%	71	10.5%
The activity was too expensive	30	7.2%	18	3.8%	60	8.9%
Ammunition was too expensive	57	13.7%	59	12.4%	60	8.9%
I no longer have time to do this	139	33.5%	156	32.8%	225	33.4%
I don't have anybody to go with anymore	69	16.6%	58	12.2%	142	21.1%
I was not successful	4	1.0%	2	0.4%	6	0.9%
I am no longer interested	38	9.2%	50	10.5%	58	8.6%
I did not enjoy this type of shooting	4	1.0%	12	2.5%	15	2.2%
Medical reasons / disability	22	5.3%	23	4.8%	40	5.9%
I no longer own a shotgun	18	4.3%	77	16.2%	27	4.0%
Other Please describe	48	11.6%	59	12.4%	101	15.0%
Total	415	100%	476	100%	674	100%

Table R.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	61	13.4%	44	9.1%	51	10.7%
The activity was too expensive	38	8.4%	13	2.7%	35	7.4%
Ammunition was too expensive	78	17.1%	50	10.4%	78	16.4%
I no longer have time to do this	143	31.4%	174	36.0%	128	26.9%
I don't have anybody to go with anymore	89	19.6%	76	15.7%	60	12.6%
I was not successful	0	0.0%	2	0.4%	0	0.0%
I am no longer interested	31	6.8%	41	8.5%	31	6.5%
I did not enjoy this type of shooting	7	1.5%	7	1.4%	14	2.9%
Medical reasons / disability	24	5.3%	27	5.6%	18	3.8%
I no longer own a shotgun	21	4.6%	48	9.9%	36	7.6%
Other Please describe	59	13.0%	58	12.0%	65	13.7%
Total	455	100%	483	100%	476	100%

Table R.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	7	2.4%	1	1.6%	6	3.4%	16	5.3%
The activity was too expensive	14	4.8%	2	3.2%	1	0.6%	1	0.3%
Ammunition was too expensive	6	2.0%	2	3.2%	1	0.6%	0	0.0%
I no longer have time to do this	67	22.9%	17	27.4%	60	34.3%	83	27.4%
I don't have anybody to go with anymore	35	11.9%	4	6.5%	24	13.7%	18	5.9%
I was not successful	8	2.7%	1	1.6%	2	1.1%	0	0.0%
I am no longer interested	62	21.2%	8	12.9%	34	19.4%	103	34.0%
I did not enjoy this type of shooting	10	3.4%	7	11.3%	14	8.0%	1	0.3%
Medical reasons / disability	53	18.1%	2	3.2%	3	1.7%	1	0.3%
I no longer own this type of firearm	64	21.8%	17	27.4%	37	21.1%	58	19.1%
Other Please describe	27	9.2%	7	11.3%	24	13.7%	31	10.2%
Total	293	100%	62	100%	175	100%	303	100%

Current Hunting Activities

Table R.17) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,431	89.5%
Shotgun	1,401	87.7%
Traditional bow/compound bow	665	41.6%
Muzzleloader	662	41.4%
MSR	611	38.2%
Handgun	570	35.7%
Crossbow	362	22.7%
Other	31	1.9%
Total	1,598	100.0%

Table R.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	265	17.6%
Deer	1,305	86.7%
Elk	263	17.5%
Other big game	138	9.2%
Others	77	5.1%
Predators	669	44.4%
Small game	889	59.0%
Turkey	874	58.0%
Upland game birds	803	53.3%
Waterfowl	507	33.7%
Wild pig / feral hog	343	22.8%
Total	1,506	100.0%

Traditional Rimfire Rifle Activity Interest

Table R.19) Which activity would you be interested in trying with a semi-automatic handgun?

	Count	Column Percent
Long range	707	31.6%
Steel Challenge	646	28.9%
Silhouette	624	27.9%
Benchrest	596	26.6%
Tactical	459	20.5%
3 Gun	425	19.0%
Three (3) position	416	18.6%
Sighting-in rifle	324	14.5%
Training (Military, Defense, Law Enforcement)	275	12.3%
Load Testing/Development	274	12.2%
Cowboy action	269	12.0%
NRA high power	261	11.7%
Plinking or informal target shooting	255	11.4%
Teaching/Informative	241	10.8%
Schuetzen	117	5.2%
Total	2,237	100.0%

Table R.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	542	48.7%
These activities are not offered at ranges in my area	307	27.6%
I don't have anybody to go with	219	19.7%
I don't know how to get started	217	19.5%
Too expensive	100	9.0%
Other Please describe	71	6.4%
Medical reason / disability	36	3.2%
I do not own / have access to this firearm	31	2.8%
Total	1,113	100.0%

Table R.21) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	49	33.6%
I don't own or have access to the proper equipment	41	28.1%
I don't have anybody to go with	25	17.1%
Other Please describe	16	11.0%
These activities are not offered at ranges in my area	13	8.9%
I don't know how to get started	13	8.9%
Too expensive	12	8.2%
Medical reason / disability	4	2.7%
Total	146	100.0%

Influential Media and Individuals

Table R.22) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	998	44.5%
Father	837	37.3%
Self / nobody else	361	16.1%
Aunt / Uncle	249	11.1%
Grandparent	198	8.8%
Sibling	195	8.7%
Co-worker	189	8.4%
Another relative	181	8.1%
Military	136	6.1%
Neighbor	85	3.8%
Other, please specify	63	2.8%
Spouse	50	2.2%
Children / grandchildren	42	1.9%
Mother	24	1.1%
Guide / outfitter	16	0.7%
Total	2,243	100.0%

Table R.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	943	42.3%
Magazines and Books	794	35.6%
Online videos	561	25.2%
Local clubs or social organizations	515	23.1%
National sportsmen's conservation organizations	512	23.0%
Hunter education programs	310	13.9%
Retailers	280	12.6%
State wildlife management agencies	260	11.7%
Seminars	96	4.3%
Other, please specify	94	4.2%
Total	2,228	100.0%

Table R.24) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	370	66.3%
How-to videos	347	62.2%
Product reviews	345	61.8%
Non-professionals (home videos) hunting/fishing/shooting	299	53.6%
TV programs (complete or partial episodes)	258	46.2%
Competitions	256	45.9%
Fish and Wildlife agency produced videos	97	17.4%
Informational/political/talk show style	88	15.8%
Comedy/blooper videos	31	5.6%
Other	13	2.3%
Total	558	100.0%

Table R.25) **Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	64	6.8%
Animal Planet	42	4.5%
Comcast SportsNet	6	0.6%
Discovery Channel	171	18.2%
ESPN/ESPN 2	46	4.9%
History Channel	257	27.3%
Military Channel	234	24.9%
National Geographic	100	10.6%
NBC Sports	25	2.7%
Outdoor Channel	763	81.2%
Pursuit Channel	267	28.4%
Sportsman Channel	615	65.4%
Sunshine Network / SUN Sports	10	1.1%
WildTV	35	3.7%
World Fishing Network	35	3.7%
Other national network	34	3.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	225	23.9%
I watched hunting/fishing TV, but don't remember the channel	180	19.1%
Total	940	100.0%

Table R.26) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	1,010	41.3%
An invitation from a friend / family member	803	32.8%
Programming offered by outdoor retailers	659	27.0%
Books / magazines	654	26.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	639	26.1%
YouTube videos	574	23.5%
Membership in a non-profit organization	445	18.2%
Online forums / blogs	326	13.3%
Other Please describe	204	8.3%
None of the above	133	5.4%
Total	2,445	100.0%

Table R.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	174	26.7%	164	26.3%	127	29.1%	172	30.2%
Google+	129	19.8%	112	18.0%	85	19.5%	112	19.6%
Twitter	33	5.1%	24	3.9%	19	4.4%	26	4.6%
Pinterest	42	6.5%	34	5.5%	23	5.3%	32	5.6%
Magazines	443	68.0%	406	65.2%	287	65.8%	370	64.9%
Instagram	57	8.8%	50	8.0%	38	8.7%	54	9.5%
YouTube	350	53.8%	287	46.1%	200	45.9%	479	84.0%
Television programs	327	50.2%	269	43.2%	200	45.9%	250	43.9%
Online Forums	203	31.2%	182	29.2%	126	28.9%	213	37.4%
Newsletter from hunting / wildlife groups or organizations	188	28.9%	218	35.0%	156	35.8%	124	21.8%
Fish / Wildlife Agency for My State of Residence	190	29.2%	258	41.4%	150	34.4%	112	19.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	111	17.1%	148	23.8%	104	23.9%	68	11.9%
Other	20	3.1%	14	2.2%	7	1.6%	9	1.6%
None of The Above	33	5.1%	47	7.5%	36	8.3%	19	3.3%
Total	651	100.0%	623	100.0%	436	100.0%	570	100.0%

Table R.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?									
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member		
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	
	Facebook	266	26.8%	146	22.6%	108	33.2%	200	25.2%
	Google+	165	16.6%	131	20.2%	63	19.4%	135	17.0%
	Twitter	40	4.0%	23	3.6%	16	4.9%	26	3.3%
	Pinterest	50	5.0%	38	5.9%	20	6.2%	27	3.4%
	Magazines	630	63.6%	529	81.8%	238	73.2%	483	60.8%
	Instagram	64	6.5%	45	7.0%	35	10.8%	47	5.9%
	YouTube	511	51.6%	345	53.3%	225	69.2%	337	42.4%
	Television programs	426	43.0%	335	51.8%	148	45.5%	326	41.1%
	Online Forums	301	30.4%	200	30.9%	200	61.5%	190	23.9%
	Newsletter from hunting / wildlife groups or organizations	271	27.3%	190	29.4%	87	26.8%	205	25.8%
	Fish / Wildlife Agency for My State of Residence	268	27.0%	171	26.4%	72	22.2%	207	26.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	140	14.1%	103	15.9%	34	10.5%	110	13.9%
	Other	22	2.2%	13	2.0%	6	1.8%	14	1.8%
	None of The Above	68	6.9%	18	2.8%	8	2.5%	83	10.5%
	Total	991	100.0%	647	100.0%	325	100.0%	794	100.0%

Plinking or Informal Target Shooting with a Traditional Rimfire Rifle

This section includes those who are interested in plinking or informal target shooting with a semi-automatic handgun. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R1.1) **What is your current age?**

	Count	Column Percent
18 to 24	6	2.5%
25 to 34	19	8.0%
35 to 44	33	13.9%
45 to 54	57	23.9%
55 to 64	67	28.2%
65 and older	56	23.5%
Total	238	100.0%

Table R1.2) **What is your gender?**

	Count	Column Percent
Male	224	93.3%
Female	16	6.7%
Total	240	100.0%

Table R1.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	13	5.5%
\$20,000 to \$29,999	11	4.6%
\$30,000 to \$39,999	19	8.0%
\$40,000 to \$49,999	13	5.5%
\$50,000 to \$74,999	45	19.0%
\$75,000 to \$99,999	57	24.1%
\$100,000 to \$149,999	44	18.6%
\$150,000 to \$200,000	17	7.2%
More than \$200,000	18	7.6%
Total	237	100.0%

Table R1.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	51	21.3%
Trade school, associates degree or similar	84	35.0%
Bachelors degree	72	30.0%
Masters degree	25	10.4%
Ph D and higher	8	3.3%
Total	240	100.0%

Table R1.5) In which region do you live?

	Count	Column Percent
Northeast	44	18.3%
Midwest	77	32.1%
South	83	34.6%
West	35	14.6%
Canada	1	0.4%
Total	240	100.0%

Introduction to Shooting

Table R1.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	108	42.4%
11 to 17 years old	79	31.0%
18 to 24 years old	31	12.2%
25 to 34 years old	15	5.9%
35 to 44 years old	9	3.5%
45 to 54 years old	6	2.4%
55 to 64 years old	3	1.2%
65 years and older	4	1.6%
Total	255	100.0%

Table R1.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	57	22.4%
Blackpowder or muzzleloader	1	0.4%
Compound bow	1	0.4%
Crossbow	0	0.0%
MSR	4	1.6%
Revolver	23	9.0%
Shotgun	60	23.5%
Semi-Automatic handgun	43	16.9%
Traditional bow	5	2.0%
Traditional rifle (Centerfire)	15	5.9%
Traditional rifle (Rimfire)	46	18.0%
Other	0	0.0%
Total	255	100.0%

Table R1.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	4	1.6%
Cowboy action	1	0.4%
Long range	3	1.2%
NRA high power	1	0.4%
Pattern shotgun	4	1.6%
Plinking or informal target shooting	186	73.2%
Silhouette	6	2.4%
Skeet	6	2.4%
Sporting clays	10	3.9%
Test reload	1	0.4%
Training (Military, Defense, Law Enforcement)	5	2.0%
Trap	9	3.5%
Target archery	5	2.0%
Field archery	1	0.4%
Other Please describe:	12	4.7%
Total	254	100.0%

Table R1.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	128	50.6%
Friend	47	18.6%
Aunt / Uncle	27	10.7%
Grandparent	27	10.7%
Nobody / I shot alone when I first went shooting	20	7.9%
Sibling	18	7.1%
Another relative	11	4.3%
Mother	7	2.8%
Neighbor	7	2.8%
Camp / Summer camp	7	2.8%
Military	6	2.4%
Spouse	5	2.0%
Co-worker	5	2.0%
Guide / outfitter	1	0.4%
Other	0	0.0%
Total	253	100.0%

Table R1.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	173	70.0%
Spend time with family or friends who already shot	113	45.7%
It's relaxing / an escape	110	44.5%
Tradition / way of life	99	40.1%
Wanted to spend more time outdoors	83	33.6%
I wanted a challenge / adventure	77	31.2%
Protection / self defense	63	25.5%
Training for hunting	61	24.7%
Wanted to try a new sport	52	21.1%
To teach someone else / introduce my children or others to shooting	28	11.3%
Training (military, police, etc.)	27	10.9%
Media (television, magazines, movies)	5	2.0%
Other Please write in	1	0.4%
Total	247	100.0%

Table R1.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	43	16.9%
1 year	17	6.7%
2 - 5 years	32	12.5%
6 - 10 years	12	4.7%
More than 10 years	26	10.2%
I have only ever participated in [the shooting activity that I first participated in]	125	49.0%
Total	255	100.0%

Table R1.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	60	50.0%
3 Gun with a semi-automatic handgun	3	2.5%
Bowling pin with a semi-automatic handgun	6	5.0%
Bullseye with a semi-automatic handgun	19	15.8%
Cowboy action with a semi-automatic handgun	2	1.7%
IDPA with a semi-automatic handgun	6	5.0%
IPSC with a semi-automatic handgun	1	0.8%
Load Testing/Development with a semi-automatic handgun	5	4.2%
Sighting-in with a semi-automatic handgun	34	28.3%
Silhouette with a semi-automatic handgun	26	21.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	10	8.3%
Teaching/Informative with a semi-automatic handgun	14	11.7%
Testing (Ammo & firearm) with a semi-automatic handgun	16	13.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	29	24.2%
Other Please describe with a semi-automatic handgun	3	2.5%
Plinking or informal target shooting with a revolver	54	45.0%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	3	2.5%
Bullseye with a revolver	14	11.7%
Cowboy action with a revolver	5	4.2%
IDPA with a revolver	0	0.0%
IPSC with a revolver	1	0.8%
Load Testing/Development with a revolver	5	4.2%
Sighting-in with a revolver	21	17.5%
Silhouette with a revolver	13	10.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	1	0.8%
Teaching/Informative with a revolver	14	11.7%
Testing (Ammo & firearm) with a revolver	12	10.0%
Training (Military, Defense, Law Enforcement) with a revolver	12	10.0%

Other Please describe with a revolver	1	0.8%
Plinking or informal target shooting with a traditional rimfire rifle	0	0.0%
3 Gun with a traditional rimfire rifle	1	0.8%
Benchrest with a traditional rimfire rifle	16	13.3%
Cowboy action with a traditional rimfire rifle	1	0.8%
Load Testing/Development with a traditional rimfire rifle	4	3.3%
Long range with a traditional rimfire rifle	9	7.5%
NRA high power with a traditional rimfire rifle	2	1.7%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	26	21.7%
Silhouette with a traditional rimfire rifle	11	9.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	4	3.3%
Tactical with a traditional rimfire rifle	2	1.7%
Teaching/Informative with a traditional rimfire rifle	10	8.3%
Three (3) position with a traditional rimfire rifle	5	4.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	5	4.2%
Other Please describe with a traditional rimfire rifle	2	1.7%
Plinking or informal target shooting with a traditional centerfire rifle	37	30.8%
3 Gun with a traditional centerfire rifle	1	0.8%
Benchrest with a traditional centerfire rifle	23	19.2%
Cowboy action with a traditional centerfire rifle	3	2.5%
Load Testing/Development with a traditional centerfire rifle	12	10.0%
Long range with a traditional centerfire rifle	20	16.7%
NRA high power with a traditional centerfire rifle	1	0.8%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	41	34.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	11	9.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	2	1.7%
Tactical with a traditional centerfire rifle	8	6.7%
Teaching/Informative with a traditional centerfire rifle	9	7.5%
Three (3) position with a traditional centerfire rifle	4	3.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	15	12.5%
Other Please describe with a traditional centerfire rifle	4	3.3%
Plinking or informal target shooting with an MSR	32	26.7%
3 Gun with an MSR	3	2.5%
Benchrest with an MSR	9	7.5%
Cowboy action with an MSR	1	0.8%
Load Testing/Development with an MSR	7	5.8%
Long range with an MSR	8	6.7%
NRA high power with an MSR	0	0.0%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	22	18.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	11	9.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	2.5%
Tactical with an MSR	9	7.5%
Teaching/Informative with an MSR	10	8.3%
Three (3) position with an MSR	4	3.3%
Training (Military, Defense, Law Enforcement) with an MSR	19	15.8%
Other Please describe with an MSR	1	0.8%
Informal (backyard, testing) with a shotgun	52	43.3%
3 Gun with a shotgun	3	2.5%
5 Stand with a shotgun	14	11.7%
Cowboy Action with a shotgun	2	1.7%
Dog training with a shotgun	16	13.3%
Other with a shotgun	1	0.8%
Pattern shotgun with a shotgun	35	29.2%
Sighting-In with a shotgun	27	22.5%
Skeet with a shotgun	54	45.0%
Sporting clays with a shotgun	59	49.2%
Teaching/Informative with a shotgun	19	15.8%
Test reload with a shotgun	12	10.0%
Training (Military, Defense, Law Enforcement) with a shotgun	11	9.2%
Trap with a shotgun	50	41.7%
Wobble Trap with a shotgun	12	10.0%
Other Please describe with a shotgun	4	3.3%
Total	120	100.0%

Current Recreational Shooting Activities

Table R1.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Shotgun	73	57.9%
Semi-Automatic Handgun	69	54.8%
Revolver	50	39.7%
Traditional Centerfire Rifle	49	38.9%
Traditional Rimfire Rifle	27	21.4%
MSR	27	21.4%
Traditional or Compound Bow	20	15.9%
None of the Above	13	10.3%
Muzzleloader	12	9.5%
Crossbow	9	7.1%
Total	126	100.0%

Table R1.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	50	38.8%
Informal (backyard or testing) with a Shotgun	41	31.8%
Plinking or informal target shooting with a Revolver	36	27.9%
Sporting clays with a Shotgun	35	27.1%
Trap with a Shotgun	32	24.8%
Sighting-in rifle with a traditional centerfire rifle	29	22.5%
Sighting-in with a Semi-Automatic Handgun	28	21.7%
Pattern shotgun	27	20.9%
Plinking or informal target shooting with a traditional centerfire rifle	25	19.4%
Skeet with a Shotgun	23	17.8%
Plinking or informal target shooting with a MSR	21	16.3%
Target shooting with a traditional or compound bow	20	15.5%
Silhouette with a Semi-Automatic Handgun	19	14.7%
Sighting-in rifle with a traditional rimfire rifle	19	14.7%
Sighting-In with a Shotgun	17	13.2%
Benchrest with a traditional centerfire rifle	17	13.2%
Long range with a traditional centerfire rifle	16	12.4%
Sighting-in with a Revolver	16	12.4%
Sighting-in rifle with a MSR	15	11.6%
Bullseye with a Semi-Automatic Handgun	14	10.9%
Target shooting with an air rifle at a range	14	10.9%
None of the above	13	10.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	12	9.3%

Target shooting with a muzzleloader	12	9.3%
Teaching/Informative with a Semi-Automatic Handgun	11	8.5%
Dog training with a shotgun	11	8.5%
5 Stand with a Shotgun	10	7.8%
Silhouette with a Revolver	10	7.8%
Teaching/Informative with a Shotgun	9	7.0%
Wobble Trap with a Shotgun	9	7.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	9	7.0%
Target shooting with a crossbow	9	7.0%
Benchrest with a traditional rimfire rifle	9	7.0%
Load Testing/Development with a traditional centerfire rifle	8	6.2%
Bullseye with a Revolver	8	6.2%
Test reload with a Shotgun	7	5.4%
Testing (Ammo & firearm) with a Revolver	7	5.4%
Silhouette with a traditional centerfire rifle	6	4.7%
Training (Military / Defense / Law Enforcement) with a MSR	6	4.7%
Teaching/Informative with a Revolver	6	4.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	5	3.9%
Silhouette with a MSR	5	3.9%
Tactical with a MSR	5	3.9%
Steel Challenge with a Semi-Automatic Handgun	5	3.9%
Silhouette with a traditional rimfire rifle	5	3.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	4	3.1%
Teaching/Informative with a traditional centerfire rifle	4	3.1%
Benchrest with a MSR	4	3.1%
Load Testing/Development with a MSR	4	3.1%
Long range with a MSR	4	3.1%
Teaching/Informative with a MSR	4	3.1%
IDPA with a Semi-Automatic Handgun	4	3.1%
Long range with a traditional rimfire rifle	4	3.1%
Teaching/Informative with a traditional rimfire rifle	4	3.1%
3 Gun with a Shotgun	3	2.3%
Cowboy action with a traditional centerfire rifle	3	2.3%
3 Gun with a MSR	3	2.3%
3 Gun with a Semi-Automatic Handgun	3	2.3%
Bowling pin with a Semi-Automatic Handgun	3	2.3%
Load Testing/Development with a Semi-Automatic Handgun	3	2.3%
Training (Military / Defense / Law Enforcement) with a Revolver	3	2.3%
Steel Challenge with a traditional rimfire rifle	3	2.3%
Cowboy Action with a Shotgun	2	1.6%
Tactical with a traditional centerfire rifle	2	1.6%
Steel Challenge with a MSR	2	1.6%

Cowboy action with a Semi-Automatic Handgun	2	1.6%
Bowling pin with a Revolver	2	1.6%
Cowboy action with a Revolver	2	1.6%
Load Testing/Development with a Revolver	2	1.6%
Load Testing/Development with a traditional rimfire rifle	2	1.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	2	1.6%
Steel Challenge with a traditional centerfire rifle	1	0.8%
Three (3) position with a traditional centerfire rifle	1	0.8%
Cowboy action with a MSR	1	0.8%
Steel Challenge with a Revolver	1	0.8%
3 Gun with a traditional rimfire rifle	1	0.8%
Cowboy action with a traditional rimfire rifle	1	0.8%
Tactical with a traditional rimfire rifle	1	0.8%
Three (3) position with a traditional rimfire rifle	1	0.8%
3 Gun with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
IPSC with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Plinking or informal target shooting with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	129	100.0%

Table R1.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	14	16.7%
Revolver	23	27.4%
Traditional Rimfire Rifle	21	25.0%
Traditional Centerfire Rifle	18	21.4%
MSR	22	26.2%
Shotgun	20	23.8%
Air Rifle	22	26.2%
Traditional or Compound Bow	33	39.3%
Crossbow	5	6.0%
Muzzleloader	13	15.5%
Total	84	100.0%

Table R1.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	11	10.3%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	4	3.7%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	10	9.3%
Skeet with a Shotgun	31	29.0%
Sporting clays with a Shotgun	24	22.4%
Teaching/Informative with a Shotgun	10	9.3%
Test reload with a Shotgun	5	4.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	7	6.5%
Trap with a Shotgun	18	16.8%
Wobble Trap with a Shotgun	3	2.8%
Plinking or informal target shooting with a traditional centerfire rifle	12	11.2%
3 Gun with a traditional centerfire rifle	1	0.9%
Benchrest with a traditional centerfire rifle	6	5.6%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	4	3.7%
Long range with a traditional centerfire rifle	4	3.7%
NRA high power with a traditional centerfire rifle	1	0.9%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	12	11.2%
Silhouette with a traditional centerfire rifle	5	4.7%
Steel Challenge with a traditional centerfire rifle	1	0.9%
Tactical with a traditional centerfire rifle	6	5.6%
Teaching/Informative with a traditional centerfire rifle	5	4.7%
Three (3) position with a traditional centerfire rifle	3	2.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	10	9.3%
Plinking or informal target shooting with a MSR	11	10.3%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	5	4.7%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	3	2.8%
Long range with a MSR	4	3.7%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	7	6.5%
Silhouette with a MSR	6	5.6%
Steel Challenge with a MSR	1	0.9%
Tactical with a MSR	4	3.7%
Teaching/Informative with a MSR	6	5.6%
Three (3) position with a MSR	4	3.7%
Training (Military / Defense / Law Enforcement) with a MSR	13	12.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	10	9.3%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	3	2.8%
Bullseye with a Semi-Automatic Handgun	5	4.7%
Cowboy action with a Semi-Automatic Handgun	0	0.0%
IDPA with a Semi-Automatic Handgun	2	1.9%
IPSC with a Semi-Automatic Handgun	1	0.9%
Load Testing/Development with a Semi-Automatic Handgun	2	1.9%
Sighting-in with a Semi-Automatic Handgun	6	5.6%
Silhouette with a Semi-Automatic Handgun	7	6.5%
Steel Challenge with a Semi-Automatic Handgun	5	4.7%
Teaching/Informative with a Semi-Automatic Handgun	3	2.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	7	6.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	17	15.9%
Plinking or informal target shooting with a Revolver	18	16.8%
3 Gun with a Revolver	3	2.8%
Bowling pin with a Revolver	1	0.9%
Bullseye with a Revolver	6	5.6%
Cowboy action with a Revolver	3	2.8%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	0.9%
Load Testing/Development with a Revolver	3	2.8%
Sighting-in with a Revolver	5	4.7%
Silhouette with a Revolver	3	2.8%
Steel Challenge with a Revolver	0	0.0%
Teaching/Informative with a Revolver	8	7.5%
Testing (Ammo & firearm) with a Revolver	5	4.7%
Training (Military / Defense / Law Enforcement) with a Revolver	9	8.4%
Dog training with a shotgun	5	4.7%
Target shooting with a traditional or compound bow	33	30.8%
Target shooting with a crossbow	5	4.7%
Target shooting with a muzzleloader	13	12.1%
Plinking or informal target shooting with a traditional rimfire rifle	0	0.0%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	7	6.5%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	2	1.9%
Long range with a traditional rimfire rifle	5	4.7%
NRA high power with a traditional rimfire rifle	2	1.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	7	6.5%
Target shooting with an air rifle at a range	22	20.6%
Silhouette with a traditional rimfire rifle	6	5.6%
Pattern shotgun	8	7.5%
Steel Challenge with a traditional rimfire rifle	1	0.9%
Tactical with a traditional rimfire rifle	1	0.9%
Teaching/Informative with a traditional rimfire rifle	6	5.6%
Three (3) position with a traditional rimfire rifle	4	3.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	2.8%
Total	107	100.0%

Current Hunting Activities

Table R1.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	110	85.9%
Traditional rifle (centerfire or rimfire)	99	77.3%
Traditional bow/compound bow	55	43.0%
Muzzleloader	44	34.4%
MSR	31	24.2%
Handgun	29	22.7%
Crossbow	21	16.4%
Other	0	0.0%
Total	128	100.0%

Table R1.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	21	18.6%
Deer	93	82.3%
Elk	17	15.0%
Other big game	6	5.3%
Others	2	1.8%
Predators	29	25.7%
Small game	45	39.8%
Turkey	63	55.8%
Upland game birds	59	52.2%
Waterfowl	37	32.7%
Wild pig / feral hog	17	15.0%
Total	113	100.0%

Traditional Rimfire Rifle Activity Interest

Table R1.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	18	58.1%
I don't have anybody to go with	5	16.1%
These activities are not offered at ranges in my area	4	12.9%
Too expensive	4	12.9%
Other Please describe	4	12.9%
I don't know how to get started	3	9.7%
I do not own / have access to this firearm	2	6.5%
Medical reason / disability	1	3.2%
Total	31	100.0%

Table R1.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	32	36.8%
I don't own or have access to the proper equipment	28	32.2%
I don't have anybody to go with	17	19.5%
Other Please describe	8	9.2%
Too expensive	7	8.0%
I don't know how to get started	6	6.9%
These activities are not offered at ranges in my area	5	5.7%
Medical reason / disability	1	1.1%
Total	87	100.0%

Influential Media and Individuals

Table R1.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	55	42.3%
Father	46	35.4%
Self / nobody else	22	16.9%
Co-worker	13	10.0%
Grandparent	12	9.2%
Aunt / Uncle	11	8.5%
Another relative	10	7.7%
Military	9	6.9%
Sibling	5	3.8%
Guide / outfitter	3	2.3%
Children / grandchildren	2	1.5%
Spouse	2	1.5%
Neighbor	2	1.5%
Other, please specify	1	0.8%
Mother	0	0.0%
Total	130	100.0%

Table R1.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	44	34.9%
Magazines and Books	37	29.4%
Online videos	33	26.2%
Local clubs or social organizations	33	26.2%
National sportsmen's conservation organizations	28	22.2%
Hunter education programs	20	15.9%
State wildlife management agencies	17	13.5%
Retailers	12	9.5%
Seminars	5	4.0%
Other, please specify	5	4.0%
Total	126	100.0%

Table R1.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	22	66.7%
Professionals hunting/fishing/shooting	22	66.7%
Non-professionals (home videos) hunting/fishing/shooting	17	51.5%
Product reviews	17	51.5%
TV programs (complete or partial episodes)	16	48.5%
Competitions	14	42.4%
Fish and Wildlife agency produced videos	6	18.2%
Informational/political/talk show style	5	15.2%
Other	1	3.0%
Comedy/blooper videos	0	0.0%
Total	33	100.0%

Table R1.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	3	6.8%
Animal Planet	5	11.4%
Comcast SportsNet	0	0.0%
Discovery Channel	4	9.1%
ESPN/ESPN 2	2	4.5%
History Channel	9	20.5%
Military Channel	7	15.9%
National Geographic	8	18.2%
NBC Sports	1	2.3%
Outdoor Channel	33	75.0%
Pursuit Channel	8	18.2%
Sportsman Channel	24	54.5%
Sunshine Network / SUN Sports	1	2.3%
WildTV	3	6.8%
World Fishing Network	1	2.3%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	11	25.0%
I watched hunting/fishing TV, but don't remember the channel	6	13.6%
Total	44	100.0%

Table R1.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	114	47.7%
An invitation from a friend / family member	78	32.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	72	30.1%
YouTube videos	66	27.6%
Books / magazines	65	27.2%
Membership in a non-profit organization	58	24.3%
Programming offered by outdoor retailers	57	23.8%
Online forums / blogs	33	13.8%
Other Please describe	13	5.4%
None of the above	10	4.2%
Total	239	100.0%

Table R1.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	17	29.8%	19	27.1%	20	34.5%	16	24.2%
Google+	11	19.3%	15	21.4%	16	27.6%	18	27.3%
Twitter	3	5.3%	1	1.4%	3	5.2%	3	4.5%
Pinterest	5	8.8%	5	7.1%	4	6.9%	5	7.6%
Magazines	31	54.4%	41	58.6%	39	67.2%	39	59.1%
Instagram	3	5.3%	4	5.7%	4	6.9%	3	4.5%
YouTube	35	61.4%	37	52.9%	32	55.2%	59	89.4%
Television programs	27	47.4%	31	44.3%	25	43.1%	31	47.0%
Online Forums	16	28.1%	16	22.9%	18	31.0%	30	45.5%
Newsletter from hunting / wildlife groups or organizations	14	24.6%	21	30.0%	15	25.9%	16	24.2%
Fish / Wildlife Agency for My State of Residence	14	24.6%	19	27.1%	15	25.9%	7	10.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	6	10.5%	13	18.6%	11	19.0%	8	12.1%
Other	1	1.8%	0	0.0%	0	0.0%	0	0.0%
None of The Above	4	7.0%	6	8.6%	7	12.1%	0	0.0%
Total	57	100.0%	70	100.0%	58	100.0%	66	100.0%

Table R1.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	29	25.7%	13	20.0%	7	21.2%	16	20.8%
	Google+	22	19.5%	15	23.1%	10	30.3%	13	16.9%
	Twitter	6	5.3%	2	3.1%	2	6.1%	3	3.9%
	Pinterest	5	4.4%	5	7.7%	3	9.1%	3	3.9%
	Magazines	71	62.8%	43	66.2%	23	69.7%	45	58.4%
	Instagram	6	5.3%	4	6.2%	1	3.0%	5	6.5%
	YouTube	62	54.9%	39	60.0%	26	78.8%	37	48.1%
	Television programs	47	41.6%	38	58.5%	16	48.5%	31	40.3%
	Online Forums	32	28.3%	23	35.4%	21	63.6%	22	28.6%
	Newsletter from hunting / wildlife groups or organizations	31	27.4%	15	23.1%	9	27.3%	14	18.2%
	Fish / Wildlife Agency for My State of Residence	24	21.2%	12	18.5%	5	15.2%	12	15.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	16	14.2%	9	13.8%	4	12.1%	7	9.1%
	Other	0	0.0%	0	0.0%	0	0.0%	1	1.3%
	None of The Above	10	8.8%	4	6.2%	2	6.1%	11	14.3%
Total		113	100.0%	65	100.0%	33	100.0%	77	100.0%

3 Gun with a Traditional Rimfire Rifle

This section includes those who are interested in shooting 3 gun with a semi-automatic handgun. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R2.1) **What is your current age?**

	Count	Column Percent
18 to 24	8	2.0%
25 to 34	47	11.5%
35 to 44	72	17.7%
45 to 54	111	27.3%
55 to 64	117	28.7%
65 and older	52	12.8%
Total	407	100.0%

Table R2.2) **What is your gender?**

	Count	Column Percent
Male	393	96.3%
Female	15	3.7%
Total	408	100.0%

Table R2.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	19	4.7%
\$20,000 to \$29,999	11	2.7%
\$30,000 to \$39,999	20	4.9%
\$40,000 to \$49,999	34	8.4%
\$50,000 to \$74,999	79	19.4%
\$75,000 to \$99,999	78	19.2%
\$100,000 to \$149,999	97	23.8%
\$150,000 to \$200,000	36	8.8%
More than \$200,000	33	8.1%
Total	407	100.0%

Table R2.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	1.2%
High school graduation	79	19.4%
Trade school, associates degree or similar	138	33.9%
Bachelors degree	118	29.0%
Masters degree	51	12.5%
Ph D and higher	16	3.9%
Total	407	100.0%

Table R2.5) In which region do you live?

	Count	Column Percent
Northeast	55	13.5%
Midwest	116	28.4%
South	159	39.0%
West	74	18.1%
Canada	4	1.0%
Total	408	100.0%

Introduction to Shooting

Table R2.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	289	68.0%
11 to 17 years old	100	23.5%
18 to 24 years old	18	4.2%
25 to 34 years old	7	1.6%
35 to 44 years old	3	0.7%
45 to 54 years old	4	0.9%
55 to 64 years old	4	0.9%
65 years and older	0	0.0%
Total	425	100.0%

Table R2.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	84	19.8%
Blackpowder or muzzleloader	1	0.2%
Compound bow	1	0.2%
Crossbow	0	0.0%
MSR	7	1.6%
Revolver	28	6.6%
Shotgun	86	20.2%
Semi-Automatic handgun	27	6.4%
Traditional bow	7	1.6%
Traditional rifle (Centerfire)	18	4.2%
Traditional rifle (Rimfire)	166	39.1%
Other	0	0.0%
Total	425	100.0%

Table R2.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	5	1.2%
Long range	2	0.5%
Pattern shotgun	6	1.4%
Plinking or informal target shooting	346	81.8%
Silhouette	1	0.2%
Skeet	10	2.4%
Sporting clays	6	1.4%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	4	0.9%
Trap	12	2.8%
Target archery	8	1.9%
Other Please describe:	22	5.2%
Total	423	100.0%

Table R2.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	274	65.6%
Friend	55	13.2%
Grandparent	53	12.7%
Aunt / Uncle	36	8.6%
Camp / Summer camp	21	5.0%
Sibling	20	4.8%
Mother	13	3.1%
Another relative	12	2.9%
Neighbor	9	2.2%
Military	8	1.9%
Nobody / I shot alone when I first went shooting	8	1.9%
Spouse	4	1.0%
Co-worker	3	0.7%
Other	2	0.5%
Guide / outfitter	0	0.0%
Total	418	100.0%

Table R2.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	294	71.0%
Spend time with family or friends who already shot	230	55.6%
Tradition / way of life	229	55.3%
It's relaxing / an escape	200	48.3%
Wanted to spend more time outdoors	178	43.0%
I wanted a challenge / adventure	151	36.5%
Protection / self defense	106	25.6%
Wanted to try a new sport	104	25.1%
Training for hunting	98	23.7%
To teach someone else / introduce my children or others to shooting	86	20.8%
Training (military, police, etc.)	66	15.9%
Media (television, magazines, movies)	16	3.9%
Other Please write in	3	0.7%
Total	414	100.0%

Table R2.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	108	25.4%
1 year	48	11.3%
2 - 5 years	139	32.7%
6 - 10 years	37	8.7%
More than 10 years	49	11.5%
I have only ever participated in [the shooting activity that I first participated in]	44	10.4%
Total	425	100.0%

Table R2.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	334	88.6%
3 Gun with a semi-automatic handgun	16	4.2%
Bowling pin with a semi-automatic handgun	54	14.3%
Bullseye with a semi-automatic handgun	118	31.3%
Cowboy action with a semi-automatic handgun	13	3.4%
IDPA with a semi-automatic handgun	28	7.4%
IPSC with a semi-automatic handgun	14	3.7%
Load Testing/Development with a semi-automatic handgun	68	18.0%
Sighting-in with a semi-automatic handgun	238	63.1%
Silhouette with a semi-automatic handgun	128	34.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	49	13.0%
Teaching/Informative with a semi-automatic handgun	124	32.9%
Testing (Ammo & firearm) with a semi-automatic handgun	146	38.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	104	27.6%
Other Please describe with a semi-automatic handgun	7	1.9%
Plinking or informal target shooting with a revolver	307	81.4%
3 Gun with a revolver	2	0.5%
Bowling pin with a revolver	34	9.0%
Bullseye with a revolver	88	23.3%
Cowboy action with a revolver	15	4.0%
IDPA with a revolver	2	0.5%
IPSC with a revolver	7	1.9%
Load Testing/Development with a revolver	61	16.2%
Sighting-in with a revolver	155	41.1%
Silhouette with a revolver	83	22.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	19	5.0%
Teaching/Informative with a revolver	90	23.9%
Testing (Ammo & firearm) with a revolver	115	30.5%
Training (Military, Defense, Law Enforcement) with a revolver	46	12.2%

Other Please describe with a revolver	7	1.9%
Plinking or informal target shooting with a traditional rimfire rifle	352	93.4%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	123	32.6%
Cowboy action with a traditional rimfire rifle	4	1.1%
Load Testing/Development with a traditional rimfire rifle	58	15.4%
Long range with a traditional rimfire rifle	96	25.5%
NRA high power with a traditional rimfire rifle	4	1.1%
Schuetzen with a traditional rimfire rifle	1	0.3%
Sighting-in rifle with a traditional rimfire rifle	245	65.0%
Silhouette with a traditional rimfire rifle	97	25.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	27	7.2%
Tactical with a traditional rimfire rifle	27	7.2%
Teaching/Informative with a traditional rimfire rifle	120	31.8%
Three (3) position with a traditional rimfire rifle	40	10.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	36	9.5%
Other Please describe with a traditional rimfire rifle	16	4.2%
Plinking or informal target shooting with a traditional centerfire rifle	309	82.0%
3 Gun with a traditional centerfire rifle	7	1.9%
Benchrest with a traditional centerfire rifle	150	39.8%
Cowboy action with a traditional centerfire rifle	8	2.1%
Load Testing/Development with a traditional centerfire rifle	105	27.9%
Long range with a traditional centerfire rifle	154	40.8%
NRA high power with a traditional centerfire rifle	12	3.2%
Schuetzen with a traditional centerfire rifle	1	0.3%
Sighting-in rifle with a traditional centerfire rifle	246	65.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	84	22.3%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	18	4.8%
Tactical with a traditional centerfire rifle	52	13.8%
Teaching/Informative with a traditional centerfire rifle	116	30.8%
Three (3) position with a traditional centerfire rifle	39	10.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	74	19.6%
Other Please describe with a traditional centerfire rifle	12	3.2%
Plinking or informal target shooting with an MSR	272	72.1%
3 Gun with an MSR	16	4.2%
Benchrest with an MSR	97	25.7%
Cowboy action with an MSR	1	0.3%
Load Testing/Development with an MSR	70	18.6%
Long range with an MSR	92	24.4%
NRA high power with an MSR	8	2.1%

Schuetzen with an MSR	1	0.3%
Sighting-in rifle with an MSR	190	50.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	55	14.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	29	7.7%
Tactical with an MSR	82	21.8%
Teaching/Informative with an MSR	97	25.7%
Three (3) position with an MSR	34	9.0%
Training (Military, Defense, Law Enforcement) with an MSR	94	24.9%
Other Please describe with an MSR	6	1.6%
Informal (backyard, testing) with a shotgun	264	70.0%
3 Gun with a shotgun	16	4.2%
5 Stand with a shotgun	72	19.1%
Cowboy Action with a shotgun	7	1.9%
Dog training with a shotgun	58	15.4%
Other with a shotgun	3	0.8%
Pattern shotgun with a shotgun	192	50.9%
Sighting-In with a shotgun	174	46.2%
Skeet with a shotgun	244	64.7%
Sporting clays with a shotgun	238	63.1%
Teaching/Informative with a shotgun	106	28.1%
Test reload with a shotgun	73	19.4%
Training (Military, Defense, Law Enforcement) with a shotgun	58	15.4%
Trap with a shotgun	211	56.0%
Wobble Trap with a shotgun	56	14.9%
Other Please describe with a shotgun	14	3.7%
Total	377	100.0%

Current Recreational Shooting Activities

Table R2.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	341	90.2%
Traditional Rimfire Rifle	323	85.4%
Traditional Centerfire Rifle	301	79.6%
Shotgun	301	79.6%
Revolver	266	70.4%
MSR	218	57.7%
Traditional or Compound Bow	119	31.5%
Muzzleloader	87	23.0%
Crossbow	50	13.2%
None of the Above	5	1.3%
Total	378	100.0%

Table R2.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	319	83.9%
Plinking or informal target shooting with a traditional rimfire rifle	300	78.9%
Plinking or informal target shooting with a traditional centerfire rifle	261	68.7%
Plinking or informal target shooting with a Revolver	250	65.8%
Sighting-in with a Semi-Automatic Handgun	217	57.1%
Informal (backyard or testing) with a Shotgun	211	55.5%
Sighting-in rifle with a traditional centerfire rifle	207	54.5%
Sighting-in rifle with a traditional rimfire rifle	205	53.9%
Plinking or informal target shooting with a MSR	196	51.6%
Sporting clays with a Shotgun	168	44.2%
Pattern shotgun	150	39.5%
Skeet with a Shotgun	145	38.2%
Sighting-In with a Shotgun	143	37.6%
Trap with a Shotgun	136	35.8%
Sighting-in rifle with a MSR	130	34.2%
Sighting-in with a Revolver	124	32.6%
Benchrest with a traditional centerfire rifle	122	32.1%
Target shooting with a traditional or compound bow	119	31.3%
Long range with a traditional centerfire rifle	118	31.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	112	29.5%
Teaching/Informative with a Semi-Automatic Handgun	102	26.8%
Bullseye with a Semi-Automatic Handgun	101	26.6%
Benchrest with a traditional rimfire rifle	99	26.1%

Teaching/Informative with a traditional rimfire rifle	96	25.3%
Silhouette with a Semi-Automatic Handgun	95	25.0%
Teaching/Informative with a traditional centerfire rifle	88	23.2%
Target shooting with a muzzleloader	87	22.9%
Teaching/Informative with a Shotgun	83	21.8%
Load Testing/Development with a traditional centerfire rifle	83	21.8%
Target shooting with an air rifle at a range	82	21.6%
Testing (Ammo & firearm) with a Revolver	75	19.7%
Long range with a traditional rimfire rifle	65	17.1%
Teaching/Informative with a MSR	61	16.1%
Bullseye with a Revolver	58	15.3%
Teaching/Informative with a Revolver	58	15.3%
Silhouette with a traditional rimfire rifle	58	15.3%
Silhouette with a traditional centerfire rifle	55	14.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	55	14.5%
5 Stand with a Shotgun	51	13.4%
Silhouette with a Revolver	51	13.4%
Test reload with a Shotgun	50	13.2%
Long range with a MSR	50	13.2%
Target shooting with a crossbow	50	13.2%
Benchrest with a MSR	49	12.9%
Load Testing/Development with a Semi-Automatic Handgun	46	12.1%
Tactical with a MSR	45	11.8%
Wobble Trap with a Shotgun	42	11.1%
Load Testing/Development with a MSR	41	10.8%
Load Testing/Development with a Revolver	40	10.5%
Training (Military / Defense / Law Enforcement) with a MSR	38	10.0%
Bowling pin with a Semi-Automatic Handgun	37	9.7%
Dog training with a shotgun	35	9.2%
Load Testing/Development with a traditional rimfire rifle	33	8.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	29	7.6%
Tactical with a traditional centerfire rifle	29	7.6%
Steel Challenge with a Semi-Automatic Handgun	29	7.6%
Silhouette with a MSR	27	7.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	25	6.6%
Steel Challenge with a traditional rimfire rifle	18	4.7%
IDPA with a Semi-Automatic Handgun	16	4.2%
Bowling pin with a Revolver	16	4.2%
Training (Military / Defense / Law Enforcement) with a Revolver	15	3.9%
Steel Challenge with a MSR	14	3.7%
Tactical with a traditional rimfire rifle	14	3.7%

Three (3) position with a traditional centerfire rifle	13	3.4%
Three (3) position with a MSR	13	3.4%
Three (3) position with a traditional rimfire rifle	13	3.4%
Steel Challenge with a traditional centerfire rifle	12	3.2%
3 Gun with a Semi-Automatic Handgun	11	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	2.9%
3 Gun with a MSR	10	2.6%
Cowboy action with a Revolver	10	2.6%
3 Gun with a Shotgun	9	2.4%
Steel Challenge with a Revolver	9	2.4%
Cowboy action with a Semi-Automatic Handgun	7	1.8%
Cowboy Action with a Shotgun	5	1.3%
Cowboy action with a traditional centerfire rifle	5	1.3%
NRA high power with a traditional centerfire rifle	5	1.3%
None of the above	5	1.3%
NRA high power with a MSR	4	1.1%
IPSC with a Semi-Automatic Handgun	4	1.1%
Cowboy action with a traditional rimfire rifle	3	0.8%
3 Gun with a traditional centerfire rifle	1	0.3%
Schuetzen with a traditional centerfire rifle	1	0.3%
Cowboy action with a MSR	1	0.3%
3 Gun with a Revolver	1	0.3%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	380	100.0%

Table R2.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	12	4.8%
Revolver	50	20.0%
Traditional Rimfire Rifle	38	15.2%
Traditional Centerfire Rifle	29	11.6%
MSR	75	30.0%
Shotgun	36	14.4%
Air Rifle	89	35.6%
Traditional or Compound Bow	105	42.0%
Crossbow	35	14.0%
Muzzleloader	62	24.8%
Total	250	100.0%

Table R2.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	53	16.0%
3 Gun with a Shotgun	7	2.1%
5 Stand with a Shotgun	21	6.3%
Cowboy Action with a Shotgun	2	0.6%
Sighting-In with a Shotgun	31	9.4%
Skeet with a Shotgun	99	29.9%
Sporting clays with a Shotgun	70	21.1%
Teaching/Informative with a Shotgun	23	6.9%
Test reload with a Shotgun	23	6.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	29	8.8%
Trap with a Shotgun	75	22.7%
Wobble Trap with a Shotgun	14	4.2%
Plinking or informal target shooting with a traditional centerfire rifle	48	14.5%
3 Gun with a traditional centerfire rifle	6	1.8%
Benchrest with a traditional centerfire rifle	28	8.5%
Cowboy action with a traditional centerfire rifle	3	0.9%
Load Testing/Development with a traditional centerfire rifle	22	6.6%
Long range with a traditional centerfire rifle	36	10.9%
NRA high power with a traditional centerfire rifle	7	2.1%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	39	11.8%
Silhouette with a traditional centerfire rifle	29	8.8%
Steel Challenge with a traditional centerfire rifle	6	1.8%
Tactical with a traditional centerfire rifle	23	6.9%
Teaching/Informative with a traditional centerfire rifle	28	8.5%
Three (3) position with a traditional centerfire rifle	26	7.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	49	14.8%
Plinking or informal target shooting with a MSR	76	23.0%

3 Gun with a MSR	6	1.8%
Benchrest with a MSR	48	14.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	29	8.8%
Long range with a MSR	42	12.7%
NRA high power with a MSR	4	1.2%
Schuetzen with a MSR	1	0.3%
Sighting-in rifle with a MSR	60	18.1%
Silhouette with a MSR	28	8.5%
Steel Challenge with a MSR	15	4.5%
Tactical with a MSR	37	11.2%
Teaching/Informative with a MSR	36	10.9%
Three (3) position with a MSR	21	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	56	16.9%
Plinking or informal target shooting with a Semi-Automatic Handgun	15	4.5%
3 Gun with a Semi-Automatic Handgun	5	1.5%
Bowling pin with a Semi-Automatic Handgun	17	5.1%
Bullseye with a Semi-Automatic Handgun	17	5.1%
Cowboy action with a Semi-Automatic Handgun	6	1.8%
IDPA with a Semi-Automatic Handgun	12	3.6%
IPSC with a Semi-Automatic Handgun	10	3.0%
Load Testing/Development with a Semi-Automatic Handgun	22	6.6%
Sighting-in with a Semi-Automatic Handgun	21	6.3%
Silhouette with a Semi-Automatic Handgun	33	10.0%
Steel Challenge with a Semi-Automatic Handgun	20	6.0%
Teaching/Informative with a Semi-Automatic Handgun	22	6.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	34	10.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	46	13.9%
Plinking or informal target shooting with a Revolver	57	17.2%
3 Gun with a Revolver	33	10.0%
Bowling pin with a Revolver	18	5.4%
Bullseye with a Revolver	30	9.1%
Cowboy action with a Revolver	5	1.5%
IDPA with a Revolver	2	0.6%
IPSC with a Revolver	7	2.1%
Load Testing/Development with a Revolver	21	6.3%
Sighting-in with a Revolver	31	9.4%
Silhouette with a Revolver	32	9.7%
Steel Challenge with a Revolver	10	3.0%
Teaching/Informative with a Revolver	32	9.7%
Testing (Ammo & firearm) with a Revolver	40	12.1%
Training (Military / Defense / Law Enforcement) with a Revolver	30	9.1%
Dog training with a shotgun	23	6.9%
Target shooting with a traditional or compound bow	105	31.7%
Target shooting with a crossbow	35	10.6%
Target shooting with a muzzleloader	62	18.7%
Plinking or informal target shooting with a traditional rimfire rifle	52	15.7%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	24	7.3%
Cowboy action with a traditional rimfire rifle	1	0.3%
Load Testing/Development with a traditional rimfire rifle	25	7.6%
Long range with a traditional rimfire rifle	31	9.4%
NRA high power with a traditional rimfire rifle	4	1.2%
Schuetzen with a traditional rimfire rifle	1	0.3%
Sighting-in rifle with a traditional rimfire rifle	40	12.1%
Target shooting with an air rifle at a range	89	26.9%
Silhouette with a traditional rimfire rifle	39	11.8%
Pattern shotgun	42	12.7%
Steel Challenge with a traditional rimfire rifle	9	2.7%
Tactical with a traditional rimfire rifle	13	3.9%
Teaching/Informative with a traditional rimfire rifle	24	7.3%
Three (3) position with a traditional rimfire rifle	27	8.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	25	7.6%
Total	331	100.0%

Current Hunting Activities

Table R2.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	233	87.9%
Shotgun	229	86.4%
Traditional bow/compound bow	129	48.7%
MSR	119	44.9%
Muzzleloader	97	36.6%
Handgun	93	35.1%
Crossbow	48	18.1%
Other	7	2.6%
Total	265	100.0%

Table R2.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	40	16.0%
Deer	216	86.4%
Elk	36	14.4%
Other big game	26	10.4%
Others	14	5.6%
Predators	111	44.4%
Small game	161	64.4%
Turkey	148	59.2%
Upland game birds	141	56.4%
Waterfowl	92	36.8%
Wild pig / feral hog	56	22.4%
Total	250	100.0%

Traditional Rimfire Rifle Activity Interest

Table R2.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	63	38.2%
I don't know how to get started	58	35.2%
These activities are not offered at ranges in my area	57	34.5%
I don't have anybody to go with	41	24.8%
Too expensive	29	17.6%
Other Please describe	8	4.8%
Medical reason / disability	6	3.6%
I do not own / have access to this firearm	5	3.0%
Total	165	100.0%

Table R2.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Not enough time	8	44.4%
I don't have anybody to go with	4	22.2%
I don't own or have access to the proper equipment	3	16.7%
Too expensive	2	11.1%
Other Please describe	2	11.1%
These activities are not offered at ranges in my area	1	5.6%
I don't know how to get started	1	5.6%
Medical reason / disability	1	5.6%
Total	18	100.0%

Influential Media and Individuals

Table R2.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	163	43.7%
Father	137	36.7%
Self / nobody else	72	19.3%
Grandparent	43	11.5%
Sibling	39	10.5%
Another relative	39	10.5%
Aunt / Uncle	36	9.7%
Co-worker	31	8.3%
Military	16	4.3%
Neighbor	14	3.8%
Other, please specify	13	3.5%
Spouse	12	3.2%
Children / grandchildren	6	1.6%
Mother	5	1.3%
Guide / outfitter	3	0.8%
Total	373	100.0%

Table R2.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	176	47.6%
Magazines and Books	129	34.9%
Online videos	120	32.4%
Local clubs or social organizations	101	27.3%
National sportsmen's conservation organizations	89	24.1%
Hunter education programs	65	17.6%
Retailers	63	17.0%
State wildlife management agencies	44	11.9%
Seminars	16	4.3%
Other, please specify	11	3.0%
Total	370	100.0%

Table R2.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	90	75.6%
Product reviews	84	70.6%
Competitions	78	65.5%
How-to videos	75	63.0%
Non-professionals (home videos) hunting/fishing/shooting	66	55.5%
TV programs (complete or partial episodes)	61	51.3%
Fish and Wildlife agency produced videos	23	19.3%
Informational/political/talk show style	20	16.8%
Comedy/bloopers videos	13	10.9%
Other	4	3.4%
Total	119	100.0%

Table R2.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	14	8.0%
Animal Planet	7	4.0%
Comcast SportsNet	4	2.3%
Discovery Channel	36	20.5%
ESPN/ESPN 2	8	4.5%
History Channel	58	33.0%
Military Channel	51	29.0%
National Geographic	25	14.2%
NBC Sports	8	4.5%
Outdoor Channel	149	84.7%
Pursuit Channel	49	27.8%
Sportsman Channel	127	72.2%
Sunshine Network / SUN Sports	3	1.7%
WildTV	8	4.5%
World Fishing Network	8	4.5%
Other national network	6	3.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	37	21.0%
I watched hunting/fishing TV, but don't remember the channel	27	15.3%
Total	176	100.0%

Table R2.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	204	49.8%
An invitation from a friend / family member	160	39.0%
Programming offered by outdoor retailers	157	38.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	137	33.4%
YouTube videos	122	29.8%
Books / magazines	110	26.8%
Membership in a non-profit organization	95	23.2%
Online forums / blogs	77	18.8%
Other Please describe	31	7.6%
None of the above	15	3.7%
Total	410	100.0%

Table R2.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	47	30.1%	45	32.8%	30	32.6%	45	37.2%
Google+	29	18.6%	25	18.2%	22	23.9%	30	24.8%
Twitter	10	6.4%	9	6.6%	8	8.7%	9	7.4%
Pinterest	9	5.8%	10	7.3%	6	6.5%	13	10.7%
Magazines	105	67.3%	90	65.7%	62	67.4%	73	60.3%
Instagram	21	13.5%	18	13.1%	13	14.1%	18	14.9%
YouTube	105	67.3%	76	55.5%	47	51.1%	103	85.1%
Television programs	81	51.9%	68	49.6%	48	52.2%	60	49.6%
Online Forums	51	32.7%	51	37.2%	31	33.7%	51	42.1%
Newsletter from hunting / wildlife groups or organizations	42	26.9%	48	35.0%	35	38.0%	27	22.3%
Fish / Wildlife Agency for My State of Residence	40	25.6%	51	37.2%	38	41.3%	23	19.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	24	15.4%	32	23.4%	28	30.4%	16	13.2%
Other	4	2.6%	2	1.5%	1	1.1%	3	2.5%
None of The Above	10	6.4%	10	7.3%	10	10.9%	4	3.3%
Total	156	100.0%	137	100.0%	92	100.0%	121	100.0%

Table R2.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	65	32.7%	38	34.5%	25	32.5%	52	32.7%
Google+	46	23.1%	27	24.5%	19	24.7%	38	23.9%
Twitter	15	7.5%	11	10.0%	8	10.4%	10	6.3%
Pinterest	13	6.5%	12	10.9%	7	9.1%	5	3.1%
Magazines	124	62.3%	91	82.7%	52	67.5%	96	60.4%
Instagram	21	10.6%	19	17.3%	14	18.2%	17	10.7%
YouTube	118	59.3%	66	60.0%	57	74.0%	80	50.3%
Television programs	99	49.7%	62	56.4%	41	53.2%	75	47.2%
Online Forums	64	32.2%	45	40.9%	55	71.4%	39	24.5%
Newsletter from hunting / wildlife groups or organizations	54	27.1%	35	31.8%	24	31.2%	35	22.0%
Fish / Wildlife Agency for My State of Residence	44	22.1%	28	25.5%	16	20.8%	37	23.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	25	12.6%	17	15.5%	7	9.1%	22	13.8%
Other	2	1.0%	3	2.7%	2	2.6%	2	1.3%
None of The Above	12	6.0%	3	2.7%	1	1.3%	16	10.1%
Total	199	100.0%	110	100.0%	77	100.0%	159	100.0%

Benchrest with a Traditional Rimfire Rifle

This section includes those who are interested in shooting benchrest with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R3.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	1.2%
25 to 34	36	6.3%
35 to 44	70	12.2%
45 to 54	143	25.0%
55 to 64	178	31.1%
65 and older	139	24.3%
Total	573	100.0%

Table R3.2) **What is your gender?**

	Count	Column Percent
Male	564	98.1%
Female	11	1.9%
Total	575	100.0%

Table R3.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	29	5.1%
\$20,000 to \$29,999	28	4.9%
\$30,000 to \$39,999	42	7.4%
\$40,000 to \$49,999	46	8.1%
\$50,000 to \$74,999	128	22.5%
\$75,000 to \$99,999	101	17.8%
\$100,000 to \$149,999	115	20.2%
\$150,000 to \$200,000	43	7.6%
More than \$200,000	36	6.3%
Total	568	100.0%

Table R3.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	0.9%
High school graduation	115	20.0%
Trade school, associates degree or similar	204	35.5%
Bachelors degree	171	29.7%
Masters degree	71	12.3%
Ph D and higher	9	1.6%
Total	575	100.0%

Table R3.5) In which region do you live?

	Count	Column Percent
Northeast	80	13.9%
Midwest	166	28.9%
South	222	38.6%
West	103	17.9%
Canada	4	0.7%
Total	575	100.0%

Introduction to Shooting

Table R3.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	407	68.3%
11 to 17 years old	136	22.8%
18 to 24 years old	29	4.9%
25 to 34 years old	8	1.3%
35 to 44 years old	7	1.2%
45 to 54 years old	4	0.7%
55 to 64 years old	3	0.5%
65 years and older	2	0.3%
Total	596	100.0%

Table R3.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	132	22.1%
Blackpowder or muzzleloader	2	0.3%
Compound bow	1	0.2%
Crossbow	0	0.0%
MSR	3	0.5%
Revolver	22	3.7%
Shotgun	100	16.8%
Semi-Automatic handgun	49	8.2%
Traditional bow	9	1.5%
Traditional rifle (Centerfire)	23	3.9%
Traditional rifle (Rimfire)	255	42.8%
Other	0	0.0%
Total	596	100.0%

Table R3.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.3%
IPSC	1	0.2%
Long range	4	0.7%
Pattern shotgun	9	1.5%
Plinking or informal target shooting	500	83.9%
Silhouette	4	0.7%
Skeet	10	1.7%
Sporting clays	8	1.3%
Tactical	1	0.2%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	6	1.0%
Trap	4	0.7%
Target archery	8	1.3%
Field archery	2	0.3%
Other Please describe:	36	6.0%
Total	596	100.0%

Table R3.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	385	65.1%
Grandparent	69	11.7%
Friend	63	10.7%
Aunt / Uncle	60	10.2%
Sibling	37	6.3%
Nobody / I shot alone when I first went shooting	30	5.1%
Camp / Summer camp	25	4.2%
Another relative	19	3.2%
Mother	14	2.4%
Neighbor	14	2.4%
Military	7	1.2%
Co-worker	6	1.0%
Spouse	3	0.5%
Other	2	0.3%
Guide / outfitter	0	0.0%
Total	591	100.0%

Table R3.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	407	70.9%
Tradition / way of life	300	52.3%
Spend time with family or friends who already shot	299	52.1%
It's relaxing / an escape	275	47.9%
Wanted to spend more time outdoors	238	41.5%
I wanted a challenge / adventure	210	36.6%
Training for hunting	155	27.0%
Protection / self defense	120	20.9%
Wanted to try a new sport	112	19.5%
To teach someone else / introduce my children or others to shooting	94	16.4%
Training (military, police, etc.)	75	13.1%
Media (television, magazines, movies)	30	5.2%
Other Please write in	7	1.2%
Total	574	100.0%

Table R3.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	158	26.5%
1 year	70	11.7%
2 - 5 years	196	32.9%
6 - 10 years	38	6.4%
More than 10 years	57	9.6%
I have only ever participated in [the shooting activity that I first participated in]	77	12.9%
Total	596	100.0%

Table R3.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	414	80.7%
3 Gun with a semi-automatic handgun	21	4.1%
Bowling pin with a semi-automatic handgun	44	8.6%
Bullseye with a semi-automatic handgun	111	21.6%
Cowboy action with a semi-automatic handgun	12	2.3%
IDPA with a semi-automatic handgun	25	4.9%
IPSC with a semi-automatic handgun	17	3.3%
Load Testing/Development with a semi-automatic handgun	70	13.6%
Sighting-in with a semi-automatic handgun	253	49.3%
Silhouette with a semi-automatic handgun	113	22.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	40	7.8%
Teaching/Informative with a semi-automatic handgun	129	25.1%
Testing (Ammo & firearm) with a semi-automatic handgun	180	35.1%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	131	25.5%
Other Please describe with a semi-automatic handgun	13	2.5%
Plinking or informal target shooting with a revolver	405	78.9%
3 Gun with a revolver	3	0.6%
Bowling pin with a revolver	24	4.7%
Bullseye with a revolver	82	16.0%
Cowboy action with a revolver	20	3.9%
IDPA with a revolver	4	0.8%
IPSC with a revolver	5	1.0%
Load Testing/Development with a revolver	82	16.0%
Sighting-in with a revolver	205	40.0%
Silhouette with a revolver	74	14.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	16	3.1%
Teaching/Informative with a revolver	99	19.3%
Testing (Ammo & firearm) with a revolver	149	29.0%
Training (Military, Defense, Law Enforcement) with a revolver	67	13.1%

Other Please describe with a revolver	18	3.5%
Plinking or informal target shooting with a traditional rimfire rifle	474	92.4%
3 Gun with a traditional rimfire rifle	3	0.6%
Benchrest with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	5	1.0%
Load Testing/Development with a traditional rimfire rifle	53	10.3%
Long range with a traditional rimfire rifle	80	15.6%
NRA high power with a traditional rimfire rifle	8	1.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	331	64.5%
Silhouette with a traditional rimfire rifle	92	17.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	17	3.3%
Tactical with a traditional rimfire rifle	21	4.1%
Teaching/Informative with a traditional rimfire rifle	139	27.1%
Three (3) position with a traditional rimfire rifle	28	5.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	56	10.9%
Other Please describe with a traditional rimfire rifle	39	7.6%
Plinking or informal target shooting with a traditional centerfire rifle	404	78.8%
3 Gun with a traditional centerfire rifle	9	1.8%
Benchrest with a traditional centerfire rifle	97	18.9%
Cowboy action with a traditional centerfire rifle	6	1.2%
Load Testing/Development with a traditional centerfire rifle	132	25.7%
Long range with a traditional centerfire rifle	156	30.4%
NRA high power with a traditional centerfire rifle	21	4.1%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	341	66.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	78	15.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	16	3.1%
Tactical with a traditional centerfire rifle	48	9.4%
Teaching/Informative with a traditional centerfire rifle	127	24.8%
Three (3) position with a traditional centerfire rifle	33	6.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	97	18.9%
Other Please describe with a traditional centerfire rifle	27	5.3%
Plinking or informal target shooting with an MSR	315	61.4%
3 Gun with an MSR	21	4.1%
Benchrest with an MSR	46	9.0%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	85	16.6%
Long range with an MSR	86	16.8%
NRA high power with an MSR	14	2.7%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	224	43.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	44	8.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	19	3.7%
Tactical with an MSR	72	14.0%
Teaching/Informative with an MSR	87	17.0%
Three (3) position with an MSR	22	4.3%
Training (Military, Defense, Law Enforcement) with an MSR	116	22.6%
Other Please describe with an MSR	10	1.9%
Informal (backyard, testing) with a shotgun	368	71.7%
3 Gun with a shotgun	20	3.9%
5 Stand with a shotgun	71	13.8%
Cowboy Action with a shotgun	7	1.4%
Dog training with a shotgun	68	13.3%
Other with a shotgun	6	1.2%
Pattern shotgun with a shotgun	244	47.6%
Sighting-In with a shotgun	196	38.2%
Skeet with a shotgun	278	54.2%
Sporting clays with a shotgun	286	55.8%
Teaching/Informative with a shotgun	109	21.2%
Test reload with a shotgun	80	15.6%
Training (Military, Defense, Law Enforcement) with a shotgun	69	13.5%
Trap with a shotgun	246	48.0%
Wobble Trap with a shotgun	66	12.9%
Other Please describe with a shotgun	32	6.2%
Total	513	100.0%

Current Recreational Shooting Activities

Table R3.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	420	81.6%
Traditional Rimfire Rifle	404	78.4%
Traditional Centerfire Rifle	388	75.3%
Shotgun	386	75.0%
Revolver	347	67.4%
MSR	231	44.9%
Traditional or Compound Bow	150	29.1%
Muzzleloader	120	23.3%
Crossbow	77	15.0%
None of the Above	10	1.9%
Total	515	100.0%

Table R3.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	385	74.5%
Plinking or informal target shooting with a Semi-Automatic Handgun	383	74.1%
Plinking or informal target shooting with a traditional centerfire rifle	329	63.6%
Plinking or informal target shooting with a Revolver	324	62.7%
Sighting-in rifle with a traditional centerfire rifle	276	53.4%
Informal (backyard or testing) with a Shotgun	272	52.6%
Sighting-in rifle with a traditional rimfire rifle	250	48.4%
Sighting-in with a Semi-Automatic Handgun	220	42.6%
Plinking or informal target shooting with a MSR	208	40.2%
Sporting clays with a Shotgun	184	35.6%
Pattern shotgun	182	35.2%
Skeet with a Shotgun	160	30.9%
Sighting-in with a Revolver	158	30.6%
Trap with a Shotgun	156	30.2%
Target shooting with a traditional or compound bow	150	29.0%
Sighting-In with a Shotgun	148	28.6%
Sighting-in rifle with a MSR	143	27.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	137	26.5%
Target shooting with a muzzleloader	120	23.2%
Long range with a traditional centerfire rifle	111	21.5%
Load Testing/Development with a traditional centerfire rifle	102	19.7%
Teaching/Informative with a Semi-Automatic Handgun	100	19.3%
Teaching/Informative with a traditional rimfire rifle	97	18.8%

Testing (Ammo & firearm) with a Revolver	93	18.0%
Bullseye with a Semi-Automatic Handgun	83	16.1%
Teaching/Informative with a Shotgun	81	15.7%
Target shooting with an air rifle at a range	81	15.7%
Teaching/Informative with a traditional centerfire rifle	78	15.1%
Silhouette with a Semi-Automatic Handgun	78	15.1%
Target shooting with a crossbow	77	14.9%
Benchrest with a traditional centerfire rifle	72	13.9%
Teaching/Informative with a Revolver	65	12.6%
Teaching/Informative with a MSR	58	11.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	57	11.0%
Load Testing/Development with a Revolver	57	11.0%
Load Testing/Development with a MSR	56	10.8%
Load Testing/Development with a Semi-Automatic Handgun	53	10.3%
Test reload with a Shotgun	49	9.5%
Silhouette with a traditional centerfire rifle	48	9.3%
Long range with a traditional rimfire rifle	47	9.1%
5 Stand with a Shotgun	46	8.9%
Silhouette with a traditional rimfire rifle	46	8.9%
Bullseye with a Revolver	44	8.5%
Training (Military / Defense / Law Enforcement) with a MSR	42	8.1%
Wobble Trap with a Shotgun	41	7.9%
Long range with a MSR	41	7.9%
Dog training with a shotgun	35	6.8%
Tactical with a MSR	34	6.6%
Silhouette with a Revolver	34	6.6%
Load Testing/Development with a traditional rimfire rifle	34	6.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	29	5.6%
Benchrest with a MSR	26	5.0%
Silhouette with a MSR	25	4.8%
Steel Challenge with a Semi-Automatic Handgun	25	4.8%
Bowling pin with a Semi-Automatic Handgun	20	3.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	17	3.3%
Tactical with a traditional centerfire rifle	15	2.9%
Training (Military / Defense / Law Enforcement) with a Revolver	14	2.7%
3 Gun with a Semi-Automatic Handgun	13	2.5%
IDPA with a Semi-Automatic Handgun	12	2.3%
3 Gun with a Shotgun	11	2.1%
3 Gun with a MSR	11	2.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	2.1%

Three (3) position with a MSR	10	1.9%
IPSC with a Semi-Automatic Handgun	10	1.9%
Bowling pin with a Revolver	10	1.9%
None of the above	10	1.9%
Three (3) position with a traditional centerfire rifle	9	1.7%
Cowboy action with a Revolver	9	1.7%
Steel Challenge with a Revolver	9	1.7%
Steel Challenge with a traditional rimfire rifle	9	1.7%
Tactical with a traditional rimfire rifle	8	1.5%
Steel Challenge with a traditional centerfire rifle	7	1.4%
NRA high power with a MSR	7	1.4%
Steel Challenge with a MSR	6	1.2%
Cowboy Action with a Shotgun	4	0.8%
Cowboy action with a traditional centerfire rifle	4	0.8%
Cowboy action with a traditional rimfire rifle	4	0.8%
Three (3) position with a traditional rimfire rifle	4	0.8%
NRA high power with a traditional centerfire rifle	3	0.6%
Cowboy action with a Semi-Automatic Handgun	3	0.6%
3 Gun with a traditional centerfire rifle	2	0.4%
IPSC with a Revolver	2	0.4%
NRA high power with a traditional rimfire rifle	2	0.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	517	100.0%

Table R3.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	36	9.6%
Revolver	85	22.7%
Traditional Rimfire Rifle	82	21.9%
Traditional Centerfire Rifle	60	16.0%
MSR	111	29.7%
Shotgun	75	20.1%
Air Rifle	133	35.6%
Traditional or Compound Bow	157	42.0%
Crossbow	36	9.6%
Muzzleloader	105	28.1%
Total	374	100.0%

Table R3.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	96	20.8%
3 Gun with a Shotgun	9	1.9%
5 Stand with a Shotgun	25	5.4%
Cowboy Action with a Shotgun	3	0.6%
Sighting-In with a Shotgun	48	10.4%
Skeet with a Shotgun	118	25.5%
Sporting clays with a Shotgun	102	22.1%
Teaching/Informative with a Shotgun	28	6.1%
Test reload with a Shotgun	31	6.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	40	8.7%
Trap with a Shotgun	90	19.5%
Wobble Trap with a Shotgun	25	5.4%
Plinking or informal target shooting with a traditional centerfire rifle	75	16.2%
3 Gun with a traditional centerfire rifle	7	1.5%
Benchrest with a traditional centerfire rifle	25	5.4%
Cowboy action with a traditional centerfire rifle	2	0.4%
Load Testing/Development with a traditional centerfire rifle	30	6.5%
Long range with a traditional centerfire rifle	45	9.7%
NRA high power with a traditional centerfire rifle	18	3.9%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	65	14.1%
Silhouette with a traditional centerfire rifle	30	6.5%
Steel Challenge with a traditional centerfire rifle	9	1.9%
Tactical with a traditional centerfire rifle	33	7.1%
Teaching/Informative with a traditional centerfire rifle	49	10.6%
Three (3) position with a traditional centerfire rifle	24	5.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	80	17.3%
Plinking or informal target shooting with a MSR	107	23.2%

3 Gun with a MSR	10	2.2%
Benchrest with a MSR	20	4.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	29	6.3%
Long range with a MSR	45	9.7%
NRA high power with a MSR	7	1.5%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	81	17.5%
Silhouette with a MSR	19	4.1%
Steel Challenge with a MSR	13	2.8%
Tactical with a MSR	38	8.2%
Teaching/Informative with a MSR	29	6.3%
Three (3) position with a MSR	12	2.6%
Training (Military / Defense / Law Enforcement) with a MSR	74	16.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	31	6.7%
3 Gun with a Semi-Automatic Handgun	8	1.7%
Bowling pin with a Semi-Automatic Handgun	24	5.2%
Bullseye with a Semi-Automatic Handgun	28	6.1%
Cowboy action with a Semi-Automatic Handgun	9	1.9%
IDPA with a Semi-Automatic Handgun	13	2.8%
IPSC with a Semi-Automatic Handgun	7	1.5%
Load Testing/Development with a Semi-Automatic Handgun	17	3.7%
Sighting-in with a Semi-Automatic Handgun	33	7.1%
Silhouette with a Semi-Automatic Handgun	35	7.6%
Steel Challenge with a Semi-Automatic Handgun	15	3.2%
Teaching/Informative with a Semi-Automatic Handgun	29	6.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	43	9.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	73	15.8%
Plinking or informal target shooting with a Revolver	81	17.5%
3 Gun with a Revolver	24	5.2%
Bowling pin with a Revolver	14	3.0%
Bullseye with a Revolver	38	8.2%
Cowboy action with a Revolver	11	2.4%
IDPA with a Revolver	4	0.9%
IPSC with a Revolver	3	0.6%
Load Testing/Development with a Revolver	25	5.4%
Sighting-in with a Revolver	47	10.2%
Silhouette with a Revolver	40	8.7%
Steel Challenge with a Revolver	7	1.5%
Teaching/Informative with a Revolver	34	7.4%
Testing (Ammo & firearm) with a Revolver	56	12.1%
Training (Military / Defense / Law Enforcement) with a Revolver	52	11.3%
Dog training with a shotgun	33	7.1%
Target shooting with a traditional or compound bow	157	34.0%
Target shooting with a crossbow	36	7.8%
Target shooting with a muzzleloader	105	22.7%
Plinking or informal target shooting with a traditional rimfire rifle	89	19.3%

3 Gun with a traditional rimfire rifle	3	0.6%
Benchrest with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	19	4.1%
Long range with a traditional rimfire rifle	33	7.1%
NRA high power with a traditional rimfire rifle	6	1.3%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	81	17.5%
Target shooting with an air rifle at a range	133	28.8%
Silhouette with a traditional rimfire rifle	46	10.0%
Pattern shotgun	62	13.4%
Steel Challenge with a traditional rimfire rifle	8	1.7%
Tactical with a traditional rimfire rifle	13	2.8%
Teaching/Informative with a traditional rimfire rifle	42	9.1%
Three (3) position with a traditional rimfire rifle	24	5.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	45	9.7%
Total	462	100.0%

Current Hunting Activities

Table R3.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	319	89.9%
Shotgun	310	87.3%
Traditional bow/compound bow	160	45.1%
Muzzleloader	156	43.9%
Handgun	144	40.6%
MSR	122	34.4%
Crossbow	75	21.1%
Other	6	1.7%
Total	355	100.0%

Table R3.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	61	18.2%
Deer	291	86.6%
Elk	57	17.0%
Other big game	32	9.5%
Others	19	5.7%
Predators	153	45.5%
Small game	191	56.8%
Turkey	198	58.9%
Upland game birds	166	49.4%
Waterfowl	103	30.7%
Wild pig / feral hog	61	18.2%
Total	336	100.0%

Traditional Rimfire Rifle Activity Interest

Table R3.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	148	52.3%
These activities are not offered at ranges in my area	71	25.1%
I don't have anybody to go with	62	21.9%
I don't know how to get started	53	18.7%
Too expensive	30	10.6%
Other Please describe	20	7.1%
Medical reason / disability	10	3.5%
I do not own / have access to this firearm	10	3.5%
Total	283	100.0%

Table R3.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	14	46.7%
I don't have anybody to go with	8	26.7%
Not enough time	6	20.0%
Too expensive	3	10.0%
I don't know how to get started	3	10.0%
Other Please describe	3	10.0%
These activities are not offered at ranges in my area	2	6.7%
Medical reason / disability	0	0.0%
Total	30	100.0%

Influential Media and Individuals

Table R3.21) **When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Friend	225	44.1%
Father	190	37.3%
Self / nobody else	98	19.2%
Aunt / Uncle	62	12.2%
Sibling	47	9.2%
Co-worker	47	9.2%
Grandparent	47	9.2%
Another relative	46	9.0%
Military	35	6.9%
Neighbor	20	3.9%
Other, please specify	16	3.1%
Spouse	13	2.5%
Children / grandchildren	10	2.0%
Mother	7	1.4%
Guide / outfitter	7	1.4%
Total	510	100.0%

Table R3.22) **Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?**

	Count	Column Percent
Television shows	236	46.4%
Magazines and Books	185	36.3%
Online videos	136	26.7%
Local clubs or social organizations	113	22.2%
National sportsmen's conservation organizations	110	21.6%
Retailers	65	12.8%
Hunter education programs	64	12.6%
State wildlife management agencies	61	12.0%
Other, please specify	18	3.5%
Seminars	16	3.1%
Total	509	100.0%

Table R3.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	83	61.5%
How-to videos	81	60.0%
Product reviews	80	59.3%
Non-professionals (home videos) hunting/fishing/shooting	77	57.0%
Competitions	62	45.9%
TV programs (complete or partial episodes)	58	43.0%
Informational/political/talk show style	21	15.6%
Fish and Wildlife agency produced videos	20	14.8%
Comedy/blooper videos	8	5.9%
Other	7	5.2%
Total	135	100.0%

Table R3.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	17	7.2%
Animal Planet	13	5.5%
Comcast SportsNet	2	0.9%
Discovery Channel	44	18.7%
ESPN/ESPN 2	15	6.4%
History Channel	53	22.6%
Military Channel	58	24.7%
National Geographic	23	9.8%
NBC Sports	6	2.6%
Outdoor Channel	190	80.9%
Pursuit Channel	82	34.9%
Sportsman Channel	151	64.3%
Sunshine Network / SUN Sports	3	1.3%
WildTV	10	4.3%
World Fishing Network	12	5.1%
Other national network	9	3.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	51	21.7%
I watched hunting/fishing TV, but don't remember the channel	48	20.4%
Total	235	100.0%

Table R3.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	267	46.7%
An invitation from a friend / family member	194	33.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	175	30.6%
Programming offered by outdoor retailers	172	30.1%
Books / magazines	151	26.4%
YouTube videos	140	24.5%
Membership in a non-profit organization	112	19.6%
Online forums / blogs	92	16.1%
Other Please describe	39	6.8%
None of the above	31	5.4%
Total	572	100.0%

Table R3.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	52	30.6%	44	25.4%	33	30.0%	49	35.3%
Google+	32	18.8%	34	19.7%	25	22.7%	24	17.3%
Twitter	7	4.1%	4	2.3%	6	5.5%	8	5.8%
Pinterest	14	8.2%	13	7.5%	10	9.1%	13	9.4%
Magazines	114	67.1%	113	65.3%	80	72.7%	92	66.2%
Instagram	11	6.5%	13	7.5%	9	8.2%	15	10.8%
YouTube	85	50.0%	72	41.6%	49	44.5%	118	84.9%
Television programs	96	56.5%	82	47.4%	66	60.0%	67	48.2%
Online Forums	56	32.9%	54	31.2%	38	34.5%	59	42.4%
Newsletter from hunting / wildlife groups or organizations	51	30.0%	65	37.6%	46	41.8%	28	20.1%
Fish / Wildlife Agency for My State of Residence	50	29.4%	74	42.8%	42	38.2%	27	19.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	27	15.9%	41	23.7%	26	23.6%	13	9.4%
Other	5	2.9%	2	1.2%	2	1.8%	2	1.4%
None of The Above	9	5.3%	15	8.7%	7	6.4%	5	3.6%
Total	170	100.0%	173	100.0%	110	100.0%	139	100.0%

Table R3.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	71	26.7%	38	25.2%	34	37.0%	56	28.9%
	Google+	49	18.4%	26	17.2%	19	20.7%	30	15.5%
	Twitter	7	2.6%	8	5.3%	6	6.5%	6	3.1%
	Pinterest	17	6.4%	14	9.3%	9	9.8%	6	3.1%
	Magazines	169	63.5%	121	80.1%	65	70.7%	123	63.4%
	Instagram	15	5.6%	12	7.9%	14	15.2%	12	6.2%
	YouTube	131	49.2%	79	52.3%	62	67.4%	77	39.7%
	Television programs	123	46.2%	85	56.3%	48	52.2%	83	42.8%
	Online Forums	87	32.7%	44	29.1%	51	55.4%	56	28.9%
	Newsletter from hunting / wildlife groups or organizations	75	28.2%	47	31.1%	28	30.4%	55	28.4%
	Fish / Wildlife Agency for My State of Residence	71	26.7%	34	22.5%	20	21.7%	46	23.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	34	12.8%	20	13.2%	8	8.7%	20	10.3%
	Other	6	2.3%	5	3.3%	2	2.2%	4	2.1%
	None of The Above	23	8.6%	5	3.3%	1	1.1%	21	10.8%
Total		266	100.0%	151	100.0%	92	100.0%	194	100.0%

Cowboy Action with a Traditional Rimfire Rifle

This section includes those who are interested in shooting cowboy action with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R4.1) **What is your current age?**

	Count	Column Percent
18 to 24	6	2.3%
25 to 34	21	8.1%
35 to 44	44	17.0%
45 to 54	74	28.6%
55 to 64	68	26.3%
65 and older	46	17.8%
Total	259	100.0%

Table R4.2) **What is your gender?**

	Count	Column Percent
Male	250	96.5%
Female	9	3.5%
Total	259	100.0%

Table R4.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	15	5.8%
\$20,000 to \$29,999	14	5.4%
\$30,000 to \$39,999	12	4.7%
\$40,000 to \$49,999	26	10.1%
\$50,000 to \$74,999	59	22.9%
\$75,000 to \$99,999	38	14.7%
\$100,000 to \$149,999	58	22.5%
\$150,000 to \$200,000	23	8.9%
More than \$200,000	13	5.0%
Total	258	100.0%

Table R4.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.8%
High school graduation	65	25.1%
Trade school, associates degree or similar	88	34.0%
Bachelors degree	76	29.3%
Masters degree	19	7.3%
Ph D and higher	9	3.5%
Total	259	100.0%

Table R4.5) In which region do you live?

	Count	Column Percent
Northeast	45	17.4%
Midwest	77	29.7%
South	88	34.0%
West	46	17.8%
Canada	3	1.2%
Total	259	100.0%

Introduction to Shooting

Table R4.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	179	66.5%
11 to 17 years old	63	23.4%
18 to 24 years old	13	4.8%
25 to 34 years old	4	1.5%
35 to 44 years old	3	1.1%
45 to 54 years old	5	1.9%
55 to 64 years old	2	0.7%
65 years and older	0	0.0%
Total	269	100.0%

Table R4.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	53	19.7%
Blackpowder or muzzleloader	1	0.4%
Compound bow	1	0.4%
Crossbow	0	0.0%
MSR	6	2.2%
Revolver	19	7.1%
Shotgun	59	21.9%
Semi-Automatic handgun	13	4.8%
Traditional bow	5	1.9%
Traditional rifle (Centerfire)	13	4.8%
Traditional rifle (Rimfire)	99	36.8%
Other	0	0.0%
Total	269	100.0%

Table R4.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	6	2.2%
Cowboy action	1	0.4%
Pattern shotgun	6	2.2%
Plinking or informal target shooting	209	77.7%
Silhouette	1	0.4%
Skeet	3	1.1%
Sporting clays	9	3.3%
Test reload	1	0.4%
Training (Military, Defense, Law Enforcement)	3	1.1%
Trap	10	3.7%
Target archery	6	2.2%
Other Please describe:	14	5.2%
Total	269	100.0%

Table R4.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	165	62.3%
Grandparent	40	15.1%
Friend	33	12.5%
Aunt / Uncle	29	10.9%
Sibling	15	5.7%
Camp / Summer camp	11	4.2%
Mother	9	3.4%
Nobody / I shot alone when I first went shooting	8	3.0%
Military	7	2.6%
Another relative	7	2.6%
Neighbor	6	2.3%
Spouse	2	0.8%
Co-worker	1	0.4%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	265	100.0%

Table R4.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	190	72.5%
Tradition / way of life	154	58.8%
Spend time with family or friends who already shot	147	56.1%
It's relaxing / an escape	132	50.4%
Wanted to spend more time outdoors	129	49.2%
I wanted a challenge / adventure	99	37.8%
Training for hunting	76	29.0%
Protection / self defense	67	25.6%
Wanted to try a new sport	60	22.9%
To teach someone else / introduce my children or others to shooting	57	21.8%
Training (military, police, etc.)	37	14.1%
Media (television, magazines, movies)	14	5.3%
Other Please write in	4	1.5%
Total	262	100.0%

Table R4.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	70	26.0%
1 year	38	14.1%
2 - 5 years	82	30.5%
6 - 10 years	16	5.9%
More than 10 years	32	11.9%
I have only ever participated in [the shooting activity that I first participated in]	31	11.5%
Total	269	100.0%

Table R4.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	207	87.3%
3 Gun with a semi-automatic handgun	4	1.7%
Bowling pin with a semi-automatic handgun	33	13.9%
Bullseye with a semi-automatic handgun	74	31.2%
Cowboy action with a semi-automatic handgun	7	3.0%
IDPA with a semi-automatic handgun	16	6.8%
IPSC with a semi-automatic handgun	10	4.2%
Load Testing/Development with a semi-automatic handgun	43	18.1%
Sighting-in with a semi-automatic handgun	134	56.5%
Silhouette with a semi-automatic handgun	72	30.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	27	11.4%
Teaching/Informative with a semi-automatic handgun	80	33.8%
Testing (Ammo & firearm) with a semi-automatic handgun	97	40.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	78	32.9%
Other Please describe with a semi-automatic handgun	6	2.5%
Plinking or informal target shooting with a revolver	197	83.1%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	20	8.4%
Bullseye with a revolver	61	25.7%
Cowboy action with a revolver	14	5.9%
IDPA with a revolver	3	1.3%
IPSC with a revolver	4	1.7%
Load Testing/Development with a revolver	38	16.0%
Sighting-in with a revolver	101	42.6%
Silhouette with a revolver	56	23.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	15	6.3%
Teaching/Informative with a revolver	64	27.0%
Testing (Ammo & firearm) with a revolver	78	32.9%
Training (Military, Defense, Law Enforcement) with a revolver	33	13.9%

Other Please describe with a revolver	7	3.0%
Plinking or informal target shooting with a traditional rimfire rifle	220	92.8%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	71	30.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	42	17.7%
Long range with a traditional rimfire rifle	65	27.4%
NRA high power with a traditional rimfire rifle	3	1.3%
Schuetzen with a traditional rimfire rifle	1	0.4%
Sighting-in rifle with a traditional rimfire rifle	151	63.7%
Silhouette with a traditional rimfire rifle	55	23.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	17	7.2%
Tactical with a traditional rimfire rifle	13	5.5%
Teaching/Informative with a traditional rimfire rifle	86	36.3%
Three (3) position with a traditional rimfire rifle	25	10.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	26	11.0%
Other Please describe with a traditional rimfire rifle	12	5.1%
Plinking or informal target shooting with a traditional centerfire rifle	196	82.7%
3 Gun with a traditional centerfire rifle	2	0.8%
Benchrest with a traditional centerfire rifle	91	38.4%
Cowboy action with a traditional centerfire rifle	5	2.1%
Load Testing/Development with a traditional centerfire rifle	65	27.4%
Long range with a traditional centerfire rifle	98	41.4%
NRA high power with a traditional centerfire rifle	12	5.1%
Schuetzen with a traditional centerfire rifle	2	0.8%
Sighting-in rifle with a traditional centerfire rifle	154	65.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	55	23.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	9	3.8%
Tactical with a traditional centerfire rifle	30	12.7%
Teaching/Informative with a traditional centerfire rifle	82	34.6%
Three (3) position with a traditional centerfire rifle	25	10.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	50	21.1%
Other Please describe with a traditional centerfire rifle	12	5.1%
Plinking or informal target shooting with an MSR	155	65.4%
3 Gun with an MSR	6	2.5%
Benchrest with an MSR	46	19.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	41	17.3%
Long range with an MSR	51	21.5%
NRA high power with an MSR	7	3.0%

Schuetzen with an MSR	1	0.4%
Sighting-in rifle with an MSR	103	43.5%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	29	12.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	12	5.1%
Tactical with an MSR	43	18.1%
Teaching/Informative with an MSR	60	25.3%
Three (3) position with an MSR	23	9.7%
Training (Military, Defense, Law Enforcement) with an MSR	60	25.3%
Other Please describe with an MSR	8	3.4%
Informal (backyard, testing) with a shotgun	162	68.4%
3 Gun with a shotgun	6	2.5%
5 Stand with a shotgun	39	16.5%
Cowboy Action with a shotgun	2	0.8%
Dog training with a shotgun	46	19.4%
Other with a shotgun	4	1.7%
Pattern shotgun with a shotgun	135	57.0%
Sighting-In with a shotgun	115	48.5%
Skeet with a shotgun	155	65.4%
Sporting clays with a shotgun	149	62.9%
Teaching/Informative with a shotgun	79	33.3%
Test reload with a shotgun	51	21.5%
Training (Military, Defense, Law Enforcement) with a shotgun	47	19.8%
Trap with a shotgun	136	57.4%
Wobble Trap with a shotgun	44	18.6%
Other Please describe with a shotgun	12	5.1%
Total	237	100.0%

Current Recreational Shooting Activities

Table R4.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	207	87.3%
Traditional Rimfire Rifle	199	84.0%
Shotgun	189	79.7%
Traditional Centerfire Rifle	188	79.3%
Revolver	175	73.8%
MSR	123	51.9%
Traditional or Compound Bow	87	36.7%
Muzzleloader	70	29.5%
Crossbow	39	16.5%
None of the Above	4	1.7%
Total	237	100.0%

Table R4.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	192	80.7%
Plinking or informal target shooting with a traditional rimfire rifle	186	78.2%
Plinking or informal target shooting with a traditional centerfire rifle	169	71.0%
Plinking or informal target shooting with a Revolver	160	67.2%
Sighting-in rifle with a traditional centerfire rifle	134	56.3%
Informal (backyard or testing) with a Shotgun	127	53.4%
Sighting-in with a Semi-Automatic Handgun	124	52.1%
Sighting-in rifle with a traditional rimfire rifle	124	52.1%
Pattern shotgun	109	45.8%
Plinking or informal target shooting with a MSR	107	45.0%
Sporting clays with a Shotgun	103	43.3%
Sighting-In with a Shotgun	93	39.1%
Skeet with a Shotgun	93	39.1%
Trap with a Shotgun	90	37.8%
Target shooting with a traditional or compound bow	87	36.6%
Sighting-in with a Revolver	82	34.5%
Long range with a traditional centerfire rifle	72	30.3%
Target shooting with a muzzleloader	70	29.4%
Benchrest with a traditional centerfire rifle	65	27.3%
Sighting-in rifle with a MSR	65	27.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	65	27.3%
Teaching/Informative with a traditional rimfire rifle	65	27.3%
Teaching/Informative with a Semi-Automatic Handgun	62	26.1%

Teaching/Informative with a traditional centerfire rifle	59	24.8%
Target shooting with an air rifle at a range	58	24.4%
Teaching/Informative with a Shotgun	56	23.5%
Bullseye with a Semi-Automatic Handgun	56	23.5%
Benchrest with a traditional rimfire rifle	54	22.7%
Testing (Ammo & firearm) with a Revolver	53	22.3%
Load Testing/Development with a traditional centerfire rifle	51	21.4%
Silhouette with a Semi-Automatic Handgun	51	21.4%
Teaching/Informative with a Revolver	43	18.1%
Teaching/Informative with a MSR	41	17.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	40	16.8%
Bullseye with a Revolver	40	16.8%
Target shooting with a crossbow	39	16.4%
Long range with a traditional rimfire rifle	39	16.4%
Test reload with a Shotgun	35	14.7%
Silhouette with a traditional centerfire rifle	35	14.7%
Silhouette with a traditional rimfire rifle	33	13.9%
Wobble Trap with a Shotgun	31	13.0%
5 Stand with a Shotgun	29	12.2%
Silhouette with a Revolver	29	12.2%
Dog training with a shotgun	26	10.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	25	10.5%
Load Testing/Development with a MSR	25	10.5%
Long range with a MSR	25	10.5%
Load Testing/Development with a Semi-Automatic Handgun	25	10.5%
Benchrest with a MSR	24	10.1%
Load Testing/Development with a Revolver	23	9.7%
Load Testing/Development with a traditional rimfire rifle	23	9.7%
Tactical with a MSR	22	9.2%
Training (Military / Defense / Law Enforcement) with a MSR	22	9.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	20	8.4%
Bowling pin with a Semi-Automatic Handgun	20	8.4%
Silhouette with a MSR	15	6.3%
Steel Challenge with a Semi-Automatic Handgun	14	5.9%
Tactical with a traditional centerfire rifle	13	5.5%
Training (Military / Defense / Law Enforcement) with a Revolver	13	5.5%
IDPA with a Semi-Automatic Handgun	11	4.6%
Bowling pin with a Revolver	11	4.6%
Tactical with a traditional rimfire rifle	9	3.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	3.4%

Cowboy action with a Revolver	7	2.9%
Steel Challenge with a traditional rimfire rifle	7	2.9%
Three (3) position with a MSR	6	2.5%
NRA high power with a traditional centerfire rifle	5	2.1%
Three (3) position with a traditional centerfire rifle	5	2.1%
Steel Challenge with a MSR	5	2.1%
Steel Challenge with a Revolver	5	2.1%
Three (3) position with a traditional rimfire rifle	5	2.1%
3 Gun with a MSR	4	1.7%
IPSC with a Semi-Automatic Handgun	4	1.7%
None of the above	4	1.7%
Cowboy action with a traditional centerfire rifle	3	1.3%
Steel Challenge with a traditional centerfire rifle	3	1.3%
3 Gun with a Shotgun	2	0.8%
NRA high power with a MSR	2	0.8%
3 Gun with a Semi-Automatic Handgun	2	0.8%
Cowboy Action with a Shotgun	1	0.4%
Schuetzen with a traditional centerfire rifle	1	0.4%
Cowboy action with a Semi-Automatic Handgun	1	0.4%
3 Gun with a Revolver	1	0.4%
IDPA with a Revolver	1	0.4%
IPSC with a Revolver	1	0.4%
NRA high power with a traditional rimfire rifle	1	0.4%
3 Gun with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	238	100.0%

Table R4.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	11	7.1%
Revolver	30	19.4%
Traditional Rimfire Rifle	27	17.4%
Traditional Centerfire Rifle	20	12.9%
MSR	50	32.3%
Shotgun	25	16.1%
Air Rifle	56	36.1%
Traditional or Compound Bow	60	38.7%
Crossbow	22	14.2%
Muzzleloader	33	21.3%
Total	155	100.0%

Table R4.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	35	17.2%
3 Gun with a Shotgun	4	2.0%
5 Stand with a Shotgun	10	4.9%
Cowboy Action with a Shotgun	1	0.5%
Sighting-In with a Shotgun	22	10.8%
Skeet with a Shotgun	62	30.4%
Sporting clays with a Shotgun	46	22.5%
Teaching/Informative with a Shotgun	23	11.3%
Test reload with a Shotgun	16	7.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	22	10.8%
Trap with a Shotgun	46	22.5%
Wobble Trap with a Shotgun	13	6.4%
Plinking or informal target shooting with a traditional centerfire rifle	27	13.2%
3 Gun with a traditional centerfire rifle	2	1.0%
Benchrest with a traditional centerfire rifle	26	12.7%
Cowboy action with a traditional centerfire rifle	2	1.0%
Load Testing/Development with a traditional centerfire rifle	14	6.9%
Long range with a traditional centerfire rifle	26	12.7%
NRA high power with a traditional centerfire rifle	7	3.4%
Schuetzen with a traditional centerfire rifle	1	0.5%
Sighting-in rifle with a traditional centerfire rifle	20	9.8%
Silhouette with a traditional centerfire rifle	20	9.8%
Steel Challenge with a traditional centerfire rifle	6	2.9%
Tactical with a traditional centerfire rifle	17	8.3%
Teaching/Informative with a traditional centerfire rifle	23	11.3%
Three (3) position with a traditional centerfire rifle	20	9.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	30	14.7%
Plinking or informal target shooting with a MSR	48	23.5%

3 Gun with a MSR	2	1.0%
Benchrest with a MSR	22	10.8%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	16	7.8%
Long range with a MSR	26	12.7%
NRA high power with a MSR	5	2.5%
Schuetzen with a MSR	1	0.5%
Sighting-in rifle with a MSR	38	18.6%
Silhouette with a MSR	14	6.9%
Steel Challenge with a MSR	7	3.4%
Tactical with a MSR	21	10.3%
Teaching/Informative with a MSR	19	9.3%
Three (3) position with a MSR	17	8.3%
Training (Military / Defense / Law Enforcement) with a MSR	38	18.6%
Plinking or informal target shooting with a Semi-Automatic Handgun	15	7.4%
3 Gun with a Semi-Automatic Handgun	2	1.0%
Bowling pin with a Semi-Automatic Handgun	13	6.4%
Bullseye with a Semi-Automatic Handgun	18	8.8%
Cowboy action with a Semi-Automatic Handgun	6	2.9%
IDPA with a Semi-Automatic Handgun	5	2.5%
IPSC with a Semi-Automatic Handgun	6	2.9%
Load Testing/Development with a Semi-Automatic Handgun	18	8.8%
Sighting-in with a Semi-Automatic Handgun	10	4.9%
Silhouette with a Semi-Automatic Handgun	21	10.3%
Steel Challenge with a Semi-Automatic Handgun	13	6.4%
Teaching/Informative with a Semi-Automatic Handgun	18	8.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	32	15.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	36	17.6%
Plinking or informal target shooting with a Revolver	37	18.1%
3 Gun with a Revolver	19	9.3%
Bowling pin with a Revolver	9	4.4%
Bullseye with a Revolver	21	10.3%
Cowboy action with a Revolver	7	3.4%
IDPA with a Revolver	2	1.0%
IPSC with a Revolver	3	1.5%
Load Testing/Development with a Revolver	15	7.4%
Sighting-in with a Revolver	19	9.3%
Silhouette with a Revolver	27	13.2%
Steel Challenge with a Revolver	10	4.9%
Teaching/Informative with a Revolver	21	10.3%
Testing (Ammo & firearm) with a Revolver	25	12.3%
Training (Military / Defense / Law Enforcement) with a Revolver	19	9.3%
Dog training with a shotgun	20	9.8%
Target shooting with a traditional or compound bow	60	29.4%
Target shooting with a crossbow	22	10.8%
Target shooting with a muzzleloader	33	16.2%
Plinking or informal target shooting with a traditional rimfire rifle	34	16.7%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	17	8.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	19	9.3%
Long range with a traditional rimfire rifle	26	12.7%
NRA high power with a traditional rimfire rifle	2	1.0%
Schuetzen with a traditional rimfire rifle	2	1.0%
Sighting-in rifle with a traditional rimfire rifle	27	13.2%
Target shooting with an air rifle at a range	56	27.5%
Silhouette with a traditional rimfire rifle	22	10.8%
Pattern shotgun	26	12.7%
Steel Challenge with a traditional rimfire rifle	10	4.9%
Tactical with a traditional rimfire rifle	4	2.0%
Teaching/Informative with a traditional rimfire rifle	21	10.3%
Three (3) position with a traditional rimfire rifle	20	9.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	18	8.8%
Total	204	100.0%

Current Hunting Activities

Table R4.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	162	92.6%
Shotgun	155	88.6%
Traditional bow/compound bow	80	45.7%
MSR	79	45.1%
Muzzleloader	76	43.4%
Handgun	71	40.6%
Crossbow	30	17.1%
Other	8	4.6%
Total	175	100.0%

Table R4.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	30	18.1%
Deer	144	86.7%
Elk	29	17.5%
Other big game	15	9.0%
Others	9	5.4%
Predators	86	51.8%
Small game	112	67.5%
Turkey	95	57.2%
Upland game birds	100	60.2%
Waterfowl	62	37.3%
Wild pig / feral hog	42	25.3%
Total	166	100.0%

Traditional Rimfire Rifle Activity Interest

Table R4.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	37	38.5%
These activities are not offered at ranges in my area	33	34.4%
I don't know how to get started	33	34.4%
I don't have anybody to go with	23	24.0%
Too expensive	15	15.6%
Other Please describe	4	4.2%
Medical reason / disability	3	3.1%
I do not own / have access to this firearm	2	2.1%
Total	96	100.0%

Table R4.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	4	36.4%
Not enough time	3	27.3%
I don't have anybody to go with	2	18.2%
Too expensive	2	18.2%
I don't know how to get started	1	9.1%
Other Please describe	1	9.1%
These activities are not offered at ranges in my area	0	0.0%
Medical reason / disability	0	0.0%
Total	11	100.0%

Influential Media and Individuals

Table R4.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	113	47.9%
Father	95	40.3%
Self / nobody else	40	16.9%
Grandparent	34	14.4%
Aunt / Uncle	29	12.3%
Sibling	24	10.2%
Another relative	18	7.6%
Co-worker	16	6.8%
Military	12	5.1%
Neighbor	11	4.7%
Spouse	8	3.4%
Other, please specify	8	3.4%
Mother	5	2.1%
Children / grandchildren	5	2.1%
Guide / outfitter	3	1.3%
Total	236	100.0%

Table R4.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	107	45.9%
Magazines and Books	83	35.6%
Online videos	65	27.9%
National sportsmen's conservation organizations	61	26.2%
Local clubs or social organizations	57	24.5%
Hunter education programs	45	19.3%
State wildlife management agencies	39	16.7%
Retailers	38	16.3%
Seminars	10	4.3%
Other, please specify	6	2.6%
Total	233	100.0%

Table R4.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	51	78.5%
Product reviews	41	63.1%
Competitions	40	61.5%
How-to videos	37	56.9%
TV programs (complete or partial episodes)	32	49.2%
Non-professionals (home videos) hunting/fishing/shooting	32	49.2%
Fish and Wildlife agency produced videos	17	26.2%
Informational/political/talk show style	11	16.9%
Comedy/blooper videos	5	7.7%
Other	4	6.2%
Total	65	100.0%

Table R4.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	11	10.3%
Animal Planet	5	4.7%
Comcast SportsNet	1	0.9%
Discovery Channel	24	22.4%
ESPN/ESPN 2	8	7.5%
History Channel	37	34.6%
Military Channel	28	26.2%
National Geographic	19	17.8%
NBC Sports	7	6.5%
Outdoor Channel	89	83.2%
Pursuit Channel	34	31.8%
Sportsman Channel	69	64.5%
Sunshine Network / SUN Sports	3	2.8%
WildTV	7	6.5%
World Fishing Network	4	3.7%
Other national network	7	6.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	33	30.8%
I watched hunting/fishing TV, but don't remember the channel	27	25.2%
Total	107	100.0%

Table R4.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	103	40.2%
An invitation from a friend / family member	94	36.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	90	35.2%
Programming offered by outdoor retailers	88	34.4%
Books / magazines	73	28.5%
Membership in a non-profit organization	71	27.7%
YouTube videos	66	25.8%
Online forums / blogs	36	14.1%
Other Please describe	18	7.0%
None of the above	11	4.3%
Total	256	100.0%

Table R4.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	22	25.6%	26	28.9%	22	31.9%	23	34.8%
Google+	20	23.3%	21	23.3%	18	26.1%	13	19.7%
Twitter	8	9.3%	4	4.4%	6	8.7%	6	9.1%
Pinterest	6	7.0%	6	6.7%	6	8.7%	10	15.2%
Magazines	62	72.1%	60	66.7%	48	69.6%	39	59.1%
Instagram	12	14.0%	11	12.2%	11	15.9%	9	13.6%
YouTube	51	59.3%	49	54.4%	38	55.1%	53	80.3%
Television programs	54	62.8%	45	50.0%	40	58.0%	32	48.5%
Online Forums	24	27.9%	34	37.8%	26	37.7%	30	45.5%
Newsletter from hunting / wildlife groups or organizations	29	33.7%	35	38.9%	29	42.0%	22	33.3%
Fish / Wildlife Agency for My State of Residence	38	44.2%	40	44.4%	32	46.4%	18	27.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	20	23.3%	23	25.6%	23	33.3%	14	21.2%
Other	2	2.3%	1	1.1%	1	1.4%	2	3.0%
None of The Above	4	4.7%	9	10.0%	4	5.8%	4	6.1%
Total	86	100.0%	90	100.0%	69	100.0%	66	100.0%

Table R4.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	30	30.0%	20	27.4%	12	33.3%	32	34.4%
Google+	24	24.0%	15	20.5%	7	19.4%	21	22.6%
Twitter	8	8.0%	6	8.2%	2	5.6%	8	8.6%
Pinterest	7	7.0%	9	12.3%	6	16.7%	3	3.2%
Magazines	68	68.0%	59	80.8%	23	63.9%	60	64.5%
Instagram	11	11.0%	9	12.3%	6	16.7%	13	14.0%
YouTube	51	51.0%	43	58.9%	29	80.6%	42	45.2%
Television programs	56	56.0%	46	63.0%	18	50.0%	47	50.5%
Online Forums	34	34.0%	28	38.4%	22	61.1%	26	28.0%
Newsletter from hunting / wildlife groups or organizations	33	33.0%	31	42.5%	14	38.9%	33	35.5%
Fish / Wildlife Agency for My State of Residence	33	33.0%	19	26.0%	14	38.9%	30	32.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	22	22.0%	14	19.2%	8	22.2%	17	18.3%
Other	1	1.0%	3	4.1%	2	5.6%	1	1.1%
None of The Above	7	7.0%	4	5.5%	1	2.8%	8	8.6%
Total	100	100.0%	73	100.0%	36	100.0%	93	100.0%

Load Testing and Development with a Traditional Rimfire Rifle

This section includes those who are interested in load testing and development with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R5.1) **What is your current age?**

	Count	Column Percent
18 to 24	5	1.9%
25 to 34	26	9.8%
35 to 44	31	11.7%
45 to 54	70	26.5%
55 to 64	74	28.0%
65 and older	58	22.0%
Total	264	100.0%

Table R5.2) **What is your gender?**

	Count	Column Percent
Male	257	97.3%
Female	7	2.7%
Total	264	100.0%

Table R5.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	17	6.5%
\$20,000 to \$29,999	16	6.1%
\$30,000 to \$39,999	26	9.9%
\$40,000 to \$49,999	25	9.5%
\$50,000 to \$74,999	57	21.7%
\$75,000 to \$99,999	56	21.3%
\$100,000 to \$149,999	37	14.1%
\$150,000 to \$200,000	22	8.4%
More than \$200,000	7	2.7%
Total	263	100.0%

Table R5.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	6	2.3%
High school graduation	67	25.4%
Trade school, associates degree or similar	109	41.3%
Bachelors degree	62	23.5%
Masters degree	20	7.6%
Ph D and higher	0	0.0%
Total	264	100.0%

Table R5.5) In which region do you live?

	Count	Column Percent
Northeast	34	12.9%
Midwest	83	31.6%
South	99	37.6%
West	42	16.0%
Canada	5	1.9%
Total	263	100.0%

Introduction to Shooting

Table R5.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	174	63.5%
11 to 17 years old	75	27.4%
18 to 24 years old	13	4.7%
25 to 34 years old	6	2.2%
35 to 44 years old	2	0.7%
45 to 54 years old	2	0.7%
55 to 64 years old	2	0.7%
65 years and older	0	0.0%
Total	274	100.0%

Table R5.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	56	20.4%
Blackpowder or muzzleloader	1	0.4%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	3	1.1%
Revolver	18	6.6%
Shotgun	63	23.0%
Semi-Automatic handgun	25	9.1%
Traditional bow	3	1.1%
Traditional rifle (Centerfire)	15	5.5%
Traditional rifle (Rimfire)	90	32.8%
Other	0	0.0%
Total	274	100.0%

Table R5.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	3	1.1%
Cowboy action	1	0.4%
Long range	3	1.1%
Pattern shotgun	5	1.8%
Plinking or informal target shooting	217	79.5%
Silhouette	3	1.1%
Skeet	7	2.6%
Sporting clays	4	1.5%
Training (Military, Defense, Law Enforcement)	2	0.7%
Trap	4	1.5%
Target archery	1	0.4%
Field archery	1	0.4%
Other Please describe:	22	8.1%
Total	273	100.0%

Table R5.9) Who took you shooting for the first time?

	Count	Column Percent
Father	173	64.6%
Friend	43	16.0%
Aunt / Uncle	34	12.7%
Grandparent	26	9.7%
Sibling	15	5.6%
Neighbor	11	4.1%
Camp / Summer camp	10	3.7%
Mother	9	3.4%
Nobody / I shot alone when I first went shooting	9	3.4%
Another relative	8	3.0%
Military	6	2.2%
Co-worker	2	0.7%
Spouse	1	0.4%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	268	100.0%

Table R5.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	200	74.1%
Tradition / way of life	156	57.8%
It's relaxing / an escape	151	55.9%
Spend time with family or friends who already shot	150	55.6%
Wanted to spend more time outdoors	134	49.6%
I wanted a challenge / adventure	96	35.6%
Training for hunting	86	31.9%
Protection / self defense	68	25.2%
To teach someone else / introduce my children or others to shooting	62	23.0%
Wanted to try a new sport	56	20.7%
Training (military, police, etc.)	42	15.6%
Media (television, magazines, movies)	12	4.4%
Other Please write in	5	1.9%
Total	270	100.0%

Table R5.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	73	26.6%
1 year	33	12.0%
2 - 5 years	80	29.2%
6 - 10 years	20	7.3%
More than 10 years	29	10.6%
I have only ever participated in [the shooting activity that I first participated in]	39	14.2%
Total	274	100.0%

Table R5.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	184	79.0%
3 Gun with a semi-automatic handgun	6	2.6%
Bowling pin with a semi-automatic handgun	16	6.9%
Bullseye with a semi-automatic handgun	54	23.2%
Cowboy action with a semi-automatic handgun	6	2.6%
IDPA with a semi-automatic handgun	6	2.6%
IPSC with a semi-automatic handgun	7	3.0%
Load Testing/Development with a semi-automatic handgun	20	8.6%
Sighting-in with a semi-automatic handgun	120	51.5%
Silhouette with a semi-automatic handgun	55	23.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	14	6.0%
Teaching/Informative with a semi-automatic handgun	54	23.2%
Testing (Ammo & firearm) with a semi-automatic handgun	76	32.6%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	67	28.8%
Other Please describe with a semi-automatic handgun	7	3.0%
Plinking or informal target shooting with a revolver	185	79.4%
3 Gun with a revolver	1	0.4%
Bowling pin with a revolver	12	5.2%
Bullseye with a revolver	51	21.9%
Cowboy action with a revolver	7	3.0%
IDPA with a revolver	1	0.4%
IPSC with a revolver	2	0.9%
Load Testing/Development with a revolver	28	12.0%
Sighting-in with a revolver	95	40.8%
Silhouette with a revolver	38	16.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	6	2.6%
Teaching/Informative with a revolver	48	20.6%
Testing (Ammo & firearm) with a revolver	60	25.8%
Training (Military, Defense, Law Enforcement) with a revolver	41	17.6%

Other Please describe with a revolver	11	4.7%
Plinking or informal target shooting with a traditional rimfire rifle	210	90.1%
3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	59	25.3%
Cowboy action with a traditional rimfire rifle	2	0.9%
Load Testing/Development with a traditional rimfire rifle	0	0.0%
Long range with a traditional rimfire rifle	46	19.7%
NRA high power with a traditional rimfire rifle	3	1.3%
Schuetzen with a traditional rimfire rifle	1	0.4%
Sighting-in rifle with a traditional rimfire rifle	147	63.1%
Silhouette with a traditional rimfire rifle	48	20.6%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	7	3.0%
Tactical with a traditional rimfire rifle	12	5.2%
Teaching/Informative with a traditional rimfire rifle	68	29.2%
Three (3) position with a traditional rimfire rifle	16	6.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	33	14.2%
Other Please describe with a traditional rimfire rifle	17	7.3%
Plinking or informal target shooting with a traditional centerfire rifle	188	80.7%
3 Gun with a traditional centerfire rifle	4	1.7%
Benchrest with a traditional centerfire rifle	85	36.5%
Cowboy action with a traditional centerfire rifle	1	0.4%
Load Testing/Development with a traditional centerfire rifle	42	18.0%
Long range with a traditional centerfire rifle	88	37.8%
NRA high power with a traditional centerfire rifle	10	4.3%
Schuetzen with a traditional centerfire rifle	2	0.9%
Sighting-in rifle with a traditional centerfire rifle	155	66.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	51	21.9%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	6	2.6%
Tactical with a traditional centerfire rifle	37	15.9%
Teaching/Informative with a traditional centerfire rifle	58	24.9%
Three (3) position with a traditional centerfire rifle	19	8.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	57	24.5%
Other Please describe with a traditional centerfire rifle	15	6.4%
Plinking or informal target shooting with an MSR	150	64.4%
3 Gun with an MSR	6	2.6%
Benchrest with an MSR	48	20.6%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	30	12.9%
Long range with an MSR	47	20.2%
NRA high power with an MSR	5	2.1%

Schuetzen with an MSR	1	0.4%
Sighting-in rifle with an MSR	103	44.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	33	14.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	4.7%
Tactical with an MSR	40	17.2%
Teaching/Informative with an MSR	49	21.0%
Three (3) position with an MSR	16	6.9%
Training (Military, Defense, Law Enforcement) with an MSR	57	24.5%
Other Please describe with an MSR	7	3.0%
Informal (backyard, testing) with a shotgun	161	69.1%
3 Gun with a shotgun	3	1.3%
5 Stand with a shotgun	28	12.0%
Cowboy Action with a shotgun	1	0.4%
Dog training with a shotgun	34	14.6%
Other with a shotgun	3	1.3%
Pattern shotgun with a shotgun	121	51.9%
Sighting-In with a shotgun	104	44.6%
Skeet with a shotgun	118	50.6%
Sporting clays with a shotgun	120	51.5%
Teaching/Informative with a shotgun	59	25.3%
Test reload with a shotgun	34	14.6%
Training (Military, Defense, Law Enforcement) with a shotgun	33	14.2%
Trap with a shotgun	104	44.6%
Wobble Trap with a shotgun	21	9.0%
Other Please describe with a shotgun	16	6.9%
Total	233	100.0%

Current Recreational Shooting Activities

Table R5.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	182	78.1%
Traditional Centerfire Rifle	181	77.7%
Traditional Rimfire Rifle	179	76.8%
Shotgun	177	76.0%
Revolver	158	67.8%
MSR	110	47.2%
Traditional or Compound Bow	64	27.5%
Muzzleloader	61	26.2%
Crossbow	43	18.5%
None of the Above	5	2.1%
Total	233	100.0%

Table R5.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a traditional rimfire rifle	168	71.8%
Plinking or informal target shooting with a Semi-Automatic Handgun	167	71.4%
Plinking or informal target shooting with a traditional centerfire rifle	157	67.1%
Plinking or informal target shooting with a Revolver	145	62.0%
Sighting-in rifle with a traditional centerfire rifle	130	55.6%
Informal (backyard or testing) with a Shotgun	125	53.4%
Sighting-in rifle with a traditional rimfire rifle	113	48.3%
Sighting-in with a Semi-Automatic Handgun	100	42.7%
Plinking or informal target shooting with a MSR	98	41.9%
Pattern shotgun	92	39.3%
Sighting-In with a Shotgun	77	32.9%
Sighting-in with a Revolver	77	32.9%
Sporting clays with a Shotgun	71	30.3%
Benchrest with a traditional centerfire rifle	71	30.3%
Trap with a Shotgun	68	29.1%
Target shooting with a traditional or compound bow	64	27.4%
Sighting-in rifle with a MSR	63	26.9%
Long range with a traditional centerfire rifle	62	26.5%
Skeet with a Shotgun	61	26.1%
Target shooting with a muzzleloader	61	26.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	55	23.5%
Bullseye with a Semi-Automatic Handgun	45	19.2%
Teaching/Informative with a traditional rimfire rifle	44	18.8%

Target shooting with a crossbow	43	18.4%
Benchrest with a traditional rimfire rifle	43	18.4%
Teaching/Informative with a Shotgun	41	17.5%
Teaching/Informative with a Semi-Automatic Handgun	41	17.5%
Teaching/Informative with a traditional centerfire rifle	40	17.1%
Silhouette with a Semi-Automatic Handgun	40	17.1%
Testing (Ammo & firearm) with a Revolver	36	15.4%
Target shooting with an air rifle at a range	36	15.4%
Teaching/Informative with a Revolver	33	14.1%
Teaching/Informative with a MSR	32	13.7%
Bullseye with a Revolver	32	13.7%
Silhouette with a traditional centerfire rifle	31	13.2%
Benchrest with a MSR	30	12.8%
Load Testing/Development with a traditional centerfire rifle	29	12.4%
Long range with a traditional rimfire rifle	28	12.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	27	11.5%
Long range with a MSR	26	11.1%
Silhouette with a traditional rimfire rifle	26	11.1%
Silhouette with a Revolver	24	10.3%
Test reload with a Shotgun	21	9.0%
Training (Military / Defense / Law Enforcement) with a MSR	20	8.5%
5 Stand with a Shotgun	19	8.1%
Tactical with a MSR	18	7.7%
Load Testing/Development with a Revolver	18	7.7%
Load Testing/Development with a Semi-Automatic Handgun	15	6.4%
Dog training with a shotgun	15	6.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	14	6.0%
Tactical with a traditional centerfire rifle	13	5.6%
Load Testing/Development with a MSR	13	5.6%
Silhouette with a MSR	13	5.6%
Wobble Trap with a Shotgun	11	4.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	11	4.7%
Training (Military / Defense / Law Enforcement) with a Revolver	10	4.3%
Bowling pin with a Semi-Automatic Handgun	7	3.0%
Steel Challenge with a Semi-Automatic Handgun	7	3.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	7	3.0%
Three (3) position with a MSR	6	2.6%
Tactical with a traditional rimfire rifle	5	2.1%
Three (3) position with a traditional rimfire rifle	5	2.1%
None of the above	5	2.1%

NRA high power with a traditional centerfire rifle	4	1.7%
Steel Challenge with a traditional centerfire rifle	4	1.7%
Three (3) position with a traditional centerfire rifle	4	1.7%
3 Gun with a MSR	4	1.7%
3 Gun with a Semi-Automatic Handgun	4	1.7%
NRA high power with a MSR	3	1.3%
Steel Challenge with a MSR	3	1.3%
IDPA with a Semi-Automatic Handgun	3	1.3%
Cowboy action with a Revolver	3	1.3%
Steel Challenge with a traditional rimfire rifle	3	1.3%
3 Gun with a Shotgun	2	0.9%
Cowboy action with a Semi-Automatic Handgun	2	0.9%
Bowling pin with a Revolver	2	0.9%
NRA high power with a traditional rimfire rifle	2	0.9%
3 Gun with a traditional centerfire rifle	1	0.4%
Cowboy action with a traditional centerfire rifle	1	0.4%
IPSC with a Semi-Automatic Handgun	1	0.4%
IPSC with a Revolver	1	0.4%
Steel Challenge with a Revolver	1	0.4%
3 Gun with a traditional rimfire rifle	1	0.4%
Cowboy action with a traditional rimfire rifle	1	0.4%
Cowboy Action with a Shotgun	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
Load Testing/Development with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	234	100.0%

Table R5.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	21	12.8%
Revolver	37	22.6%
Traditional Rimfire Rifle	42	25.6%
Traditional Centerfire Rifle	24	14.6%
MSR	50	30.5%
Shotgun	30	18.3%
Air Rifle	72	43.9%
Traditional or Compound Bow	79	48.2%
Crossbow	16	9.8%
Muzzleloader	40	24.4%
Total	164	100.0%

Table R5.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	36	17.5%
3 Gun with a Shotgun	1	0.5%
5 Stand with a Shotgun	9	4.4%
Cowboy Action with a Shotgun	1	0.5%
Sighting-In with a Shotgun	27	13.1%
Skeet with a Shotgun	57	27.7%
Sporting clays with a Shotgun	49	23.8%
Teaching/Informative with a Shotgun	18	8.7%
Test reload with a Shotgun	13	6.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	9.2%
Trap with a Shotgun	36	17.5%
Wobble Trap with a Shotgun	10	4.9%
Plinking or informal target shooting with a traditional centerfire rifle	31	15.0%
3 Gun with a traditional centerfire rifle	3	1.5%
Benchrest with a traditional centerfire rifle	14	6.8%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	13	6.3%
Long range with a traditional centerfire rifle	26	12.6%
NRA high power with a traditional centerfire rifle	6	2.9%
Schuetzen with a traditional centerfire rifle	2	1.0%
Sighting-in rifle with a traditional centerfire rifle	25	12.1%
Silhouette with a traditional centerfire rifle	20	9.7%
Steel Challenge with a traditional centerfire rifle	2	1.0%
Tactical with a traditional centerfire rifle	24	11.7%
Teaching/Informative with a traditional centerfire rifle	18	8.7%
Three (3) position with a traditional centerfire rifle	15	7.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	46	22.3%
Plinking or informal target shooting with a MSR	52	25.2%

3 Gun with a MSR	2	1.0%
Benchrest with a MSR	18	8.7%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	17	8.3%
Long range with a MSR	21	10.2%
NRA high power with a MSR	2	1.0%
Schuetzen with a MSR	1	0.5%
Sighting-in rifle with a MSR	40	19.4%
Silhouette with a MSR	20	9.7%
Steel Challenge with a MSR	8	3.9%
Tactical with a MSR	22	10.7%
Teaching/Informative with a MSR	17	8.3%
Three (3) position with a MSR	10	4.9%
Training (Military / Defense / Law Enforcement) with a MSR	37	18.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	17	8.3%
3 Gun with a Semi-Automatic Handgun	2	1.0%
Bowling pin with a Semi-Automatic Handgun	9	4.4%
Bullseye with a Semi-Automatic Handgun	9	4.4%
Cowboy action with a Semi-Automatic Handgun	4	1.9%
IDPA with a Semi-Automatic Handgun	3	1.5%
IPSC with a Semi-Automatic Handgun	6	2.9%
Load Testing/Development with a Semi-Automatic Handgun	5	2.4%
Sighting-in with a Semi-Automatic Handgun	20	9.7%
Silhouette with a Semi-Automatic Handgun	15	7.3%
Steel Challenge with a Semi-Automatic Handgun	7	3.4%
Teaching/Informative with a Semi-Automatic Handgun	13	6.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	21	10.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	37	18.0%
Plinking or informal target shooting with a Revolver	40	19.4%
3 Gun with a Revolver	12	5.8%
Bowling pin with a Revolver	10	4.9%
Bullseye with a Revolver	19	9.2%
Cowboy action with a Revolver	4	1.9%
IDPA with a Revolver	1	0.5%
IPSC with a Revolver	1	0.5%
Load Testing/Development with a Revolver	10	4.9%
Sighting-in with a Revolver	18	8.7%
Silhouette with a Revolver	14	6.8%
Steel Challenge with a Revolver	5	2.4%
Teaching/Informative with a Revolver	15	7.3%
Testing (Ammo & firearm) with a Revolver	24	11.7%
Training (Military / Defense / Law Enforcement) with a Revolver	29	14.1%
Dog training with a shotgun	19	9.2%
Target shooting with a traditional or compound bow	79	38.3%
Target shooting with a crossbow	16	7.8%
Target shooting with a muzzleloader	40	19.4%
Plinking or informal target shooting with a traditional rimfire rifle	42	20.4%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	16	7.8%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	0	0.0%
Long range with a traditional rimfire rifle	18	8.7%
NRA high power with a traditional rimfire rifle	1	0.5%
Schuetzen with a traditional rimfire rifle	2	1.0%
Sighting-in rifle with a traditional rimfire rifle	34	16.5%
Target shooting with an air rifle at a range	72	35.0%
Silhouette with a traditional rimfire rifle	22	10.7%
Pattern shotgun	29	14.1%
Steel Challenge with a traditional rimfire rifle	4	1.9%
Tactical with a traditional rimfire rifle	7	3.4%
Teaching/Informative with a traditional rimfire rifle	24	11.7%
Three (3) position with a traditional rimfire rifle	11	5.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	26	12.6%
Total	206	100.0%

Current Hunting Activities

Table R5.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	161	91.5%
Shotgun	159	90.3%
Muzzleloader	83	47.2%
Traditional bow/compound bow	76	43.2%
Handgun	67	38.1%
MSR	65	36.9%
Crossbow	40	22.7%
Other	1	0.6%
Total	176	100.0%

Table R5.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	34	20.7%
Deer	143	87.2%
Elk	29	17.7%
Other big game	10	6.1%
Others	8	4.9%
Predators	74	45.1%
Small game	98	59.8%
Turkey	94	57.3%
Upland game birds	84	51.2%
Waterfowl	48	29.3%
Wild pig / feral hog	27	16.5%
Total	164	100.0%

Traditional Rimfire Rifle Activity Interest

Table R5.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	52	49.1%
I don't know how to get started	36	34.0%
These activities are not offered at ranges in my area	25	23.6%
I don't have anybody to go with	21	19.8%
Too expensive	18	17.0%
Medical reason / disability	6	5.7%
Other Please describe	4	3.8%
I do not own / have access to this firearm	2	1.9%
Total	106	100.0%

Table R5.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Other Please describe	2	33.3%
Too expensive	1	16.7%
Not enough time	1	16.7%
I don't know how to get started	1	16.7%
I don't own or have access to the proper equipment	1	16.7%
I don't have anybody to go with	0	0.0%
These activities are not offered at ranges in my area	0	0.0%
Medical reason / disability	0	0.0%
Total	6	100.0%

Influential Media and Individuals

Table R5.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	98	42.4%
Father	96	41.6%
Self / nobody else	40	17.3%
Aunt / Uncle	36	15.6%
Sibling	26	11.3%
Another relative	24	10.4%
Co-worker	22	9.5%
Grandparent	20	8.7%
Military	17	7.4%
Neighbor	16	6.9%
Spouse	9	3.9%
Other, please specify	7	3.0%
Mother	4	1.7%
Children / grandchildren	4	1.7%
Guide / outfitter	4	1.7%
Total	231	100.0%

Table R5.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	122	52.1%
Magazines and Books	80	34.2%
National sportsmen's conservation organizations	71	30.3%
Online videos	65	27.8%
Local clubs or social organizations	53	22.6%
Hunter education programs	48	20.5%
Retailers	40	17.1%
State wildlife management agencies	34	14.5%
Seminars	15	6.4%
Other, please specify	7	3.0%
Total	234	100.0%

Table R5.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	52	80.0%
How-to videos	47	72.3%
Product reviews	42	64.6%
Competitions	36	55.4%
Non-professionals (home videos) hunting/fishing/shooting	35	53.8%
TV programs (complete or partial episodes)	32	49.2%
Fish and Wildlife agency produced videos	18	27.7%
Informational/political/talk show style	9	13.8%
Comedy/blooper videos	4	6.2%
Other	3	4.6%
Total	65	100.0%

Table R5.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	5	4.1%
Animal Planet	7	5.8%
Comcast SportsNet	0	0.0%
Discovery Channel	28	23.1%
ESPN/ESPN 2	10	8.3%
History Channel	37	30.6%
Military Channel	35	28.9%
National Geographic	19	15.7%
NBC Sports	4	3.3%
Outdoor Channel	101	83.5%
Pursuit Channel	39	32.2%
Sportsman Channel	81	66.9%
Sunshine Network / SUN Sports	2	1.7%
WildTV	4	3.3%
World Fishing Network	5	4.1%
Other national network	6	5.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	27	22.3%
I watched hunting/fishing TV, but don't remember the channel	25	20.7%
Total	121	100.0%

Table R5.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	123	46.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	111	42.0%
Programming offered by outdoor retailers	106	40.2%
An invitation from a friend / family member	92	34.8%
Books / magazines	85	32.2%
YouTube videos	67	25.4%
Membership in a non-profit organization	66	25.0%
Online forums / blogs	46	17.4%
Other Please describe	16	6.1%
None of the above	9	3.4%
Total	264	100.0%

Table R5.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	27	25.5%	36	33.0%	21	32.3%	22	32.8%
Google+	18	17.0%	25	22.9%	15	23.1%	12	17.9%
Twitter	6	5.7%	5	4.6%	3	4.6%	7	10.4%
Pinterest	12	11.3%	13	11.9%	8	12.3%	9	13.4%
Magazines	78	73.6%	79	72.5%	44	67.7%	48	71.6%
Instagram	12	11.3%	11	10.1%	9	13.8%	12	17.9%
YouTube	55	51.9%	58	53.2%	36	55.4%	58	86.6%
Television programs	65	61.3%	61	56.0%	36	55.4%	44	65.7%
Online Forums	23	21.7%	38	34.9%	24	36.9%	23	34.3%
Newsletter from hunting / wildlife groups or organizations	32	30.2%	42	38.5%	22	33.8%	17	25.4%
Fish / Wildlife Agency for My State of Residence	36	34.0%	54	49.5%	28	43.1%	22	32.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	21	19.8%	38	34.9%	21	32.3%	12	17.9%
Other	1	0.9%	1	0.9%	0	0.0%	1	1.5%
None of The Above	6	5.7%	9	8.3%	5	7.7%	2	3.0%
Total	106	100.0%	109	100.0%	65	100.0%	67	100.0%

Table R5.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	33	27.0%	17	20.2%	15	32.6%	30	32.6%
	Google+	23	18.9%	14	16.7%	7	15.2%	20	21.7%
	Twitter	8	6.6%	5	6.0%	4	8.7%	2	2.2%
	Pinterest	11	9.0%	11	13.1%	5	10.9%	6	6.5%
	Magazines	86	70.5%	67	79.8%	34	73.9%	63	68.5%
	Instagram	15	12.3%	9	10.7%	9	19.6%	6	6.5%
	YouTube	68	55.7%	50	59.5%	34	73.9%	47	51.1%
	Television programs	68	55.7%	57	67.9%	31	67.4%	53	57.6%
	Online Forums	43	35.2%	22	26.2%	28	60.9%	20	21.7%
	Newsletter from hunting / wildlife groups or organizations	37	30.3%	30	35.7%	17	37.0%	26	28.3%
	Fish / Wildlife Agency for My State of Residence	44	36.1%	28	33.3%	16	34.8%	31	33.7%
	Fish / Wildlife Agency for A State Other Than My State of Residence	21	17.2%	18	21.4%	7	15.2%	15	16.3%
	Other	0	0.0%	1	1.2%	1	2.2%	0	0.0%
	None of The Above	12	9.8%	4	4.8%	1	2.2%	11	12.0%
Total		122	100.0%	84	100.0%	46	100.0%	92	100.0%

Long Range with a Traditional Rimfire Rifle

This section includes those who are interested in shooting long range with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R6.1) **What is your current age?**

	Count	Column Percent
18 to 24	10	1.5%
25 to 34	58	8.6%
35 to 44	97	14.3%
45 to 54	174	25.7%
55 to 64	192	28.4%
65 and older	145	21.4%
Total	676	100.0%

Table R6.2) **What is your gender?**

	Count	Column Percent
Male	664	97.9%
Female	14	2.1%
Total	678	100.0%

Table R6.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	40	6.0%
\$20,000 to \$29,999	26	3.9%
\$30,000 to \$39,999	45	6.7%
\$40,000 to \$49,999	50	7.4%
\$50,000 to \$74,999	162	24.1%
\$75,000 to \$99,999	123	18.3%
\$100,000 to \$149,999	134	19.9%
\$150,000 to \$200,000	56	8.3%
More than \$200,000	36	5.4%
Total	672	100.0%

Table R6.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	4	0.6%
High school graduation	148	21.8%
Trade school, associates degree or similar	242	35.7%
Bachelors degree	195	28.8%
Masters degree	78	11.5%
Ph D and higher	11	1.6%
Total	678	100.0%

Table R6.5) In which region do you live?

	Count	Column Percent
Northeast	98	14.5%
Midwest	196	29.0%
South	275	40.6%
West	102	15.1%
Canada	6	0.9%
Total	677	100.0%

Introduction to Shooting

Table R6.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	438	62.0%
11 to 17 years old	196	27.7%
18 to 24 years old	35	5.0%
25 to 34 years old	12	1.7%
35 to 44 years old	12	1.7%
45 to 54 years old	7	1.0%
55 to 64 years old	6	0.8%
65 years and older	1	0.1%
Total	707	100.0%

Table R6.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	160	22.6%
Blackpowder or muzzleloader	1	0.1%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	4	0.6%
Revolver	33	4.7%
Shotgun	154	21.8%
Semi-Automatic handgun	58	8.2%
Traditional bow	9	1.3%
Traditional rifle (Centerfire)	32	4.5%
Traditional rifle (Rimfire)	255	36.1%
Other	1	0.1%
Total	707	100.0%

Table R6.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	6	0.8%
Cowboy action	1	0.1%
Long range	7	1.0%
Pattern shotgun	11	1.6%
Plinking or informal target shooting	562	79.5%
Silhouette	8	1.1%
Skeet	14	2.0%
Sporting clays	18	2.5%
Tactical	1	0.1%
Training (Military, Defense, Law Enforcement)	10	1.4%
Trap	14	2.0%
Target archery	7	1.0%
Field archery	2	0.3%
Other Please describe:	46	6.5%
Total	707	100.0%

Table R6.9) Who took you shooting for the first time?

	Count	Column Percent
Father	441	63.0%
Friend	90	12.9%
Aunt / Uncle	79	11.3%
Grandparent	70	10.0%
Sibling	39	5.6%
Nobody / I shot alone when I first went shooting	31	4.4%
Camp / Summer camp	30	4.3%
Another relative	25	3.6%
Mother	22	3.1%
Neighbor	13	1.9%
Military	8	1.1%
Co-worker	7	1.0%
Other	3	0.4%
Spouse	1	0.1%
Guide / outfitter	0	0.0%
Total	700	100.0%

Table R6.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	493	72.7%
It's relaxing / an escape	345	50.9%
Spend time with family or friends who already shot	344	50.7%
Tradition / way of life	343	50.6%
Wanted to spend more time outdoors	294	43.4%
I wanted a challenge / adventure	242	35.7%
Training for hunting	172	25.4%
Protection / self defense	149	22.0%
Wanted to try a new sport	134	19.8%
To teach someone else / introduce my children or others to shooting	122	18.0%
Training (military, police, etc.)	88	13.0%
Media (television, magazines, movies)	26	3.8%
Other Please write in	7	1.0%
Total	678	100.0%

Table R6.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	171	24.2%
1 year	68	9.6%
2 - 5 years	221	31.3%
6 - 10 years	54	7.6%
More than 10 years	72	10.2%
I have only ever participated in [the shooting activity that I first participated in]	121	17.1%
Total	707	100.0%

Table R6.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	465	80.3%
3 Gun with a semi-automatic handgun	17	2.9%
Bowling pin with a semi-automatic handgun	53	9.2%
Bullseye with a semi-automatic handgun	112	19.3%
Cowboy action with a semi-automatic handgun	8	1.4%
IDPA with a semi-automatic handgun	33	5.7%
IPSC with a semi-automatic handgun	16	2.8%
Load Testing/Development with a semi-automatic handgun	73	12.6%
Sighting-in with a semi-automatic handgun	282	48.7%
Silhouette with a semi-automatic handgun	127	21.9%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	39	6.7%
Teaching/Informative with a semi-automatic handgun	146	25.2%
Testing (Ammo & firearm) with a semi-automatic handgun	189	32.6%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	145	25.0%
Other Please describe with a semi-automatic handgun	15	2.6%
Plinking or informal target shooting with a revolver	437	75.5%
3 Gun with a revolver	1	0.2%
Bowling pin with a revolver	30	5.2%
Bullseye with a revolver	81	14.0%
Cowboy action with a revolver	19	3.3%
IDPA with a revolver	5	0.9%
IPSC with a revolver	7	1.2%
Load Testing/Development with a revolver	79	13.6%
Sighting-in with a revolver	198	34.2%
Silhouette with a revolver	87	15.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	11	1.9%
Teaching/Informative with a revolver	103	17.8%
Testing (Ammo & firearm) with a revolver	156	26.9%
Training (Military, Defense, Law Enforcement) with a revolver	70	12.1%

Other Please describe with a revolver	15	2.6%
Plinking or informal target shooting with a traditional rimfire rifle	521	90.0%
3 Gun with a traditional rimfire rifle	1	0.2%
Benchrest with a traditional rimfire rifle	134	23.1%
Cowboy action with a traditional rimfire rifle	3	0.5%
Load Testing/Development with a traditional rimfire rifle	44	7.6%
Long range with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional rimfire rifle	3	0.5%
Sighting-in rifle with a traditional rimfire rifle	340	58.7%
Silhouette with a traditional rimfire rifle	92	15.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	9	1.6%
Tactical with a traditional rimfire rifle	15	2.6%
Teaching/Informative with a traditional rimfire rifle	149	25.7%
Three (3) position with a traditional rimfire rifle	49	8.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	44	7.6%
Other Please describe with a traditional rimfire rifle	28	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	433	74.8%
3 Gun with a traditional centerfire rifle	4	0.7%
Benchrest with a traditional centerfire rifle	176	30.4%
Cowboy action with a traditional centerfire rifle	6	1.0%
Load Testing/Development with a traditional centerfire rifle	130	22.5%
Long range with a traditional centerfire rifle	170	29.4%
NRA high power with a traditional centerfire rifle	13	2.2%
Schuetzen with a traditional centerfire rifle	3	0.5%
Sighting-in rifle with a traditional centerfire rifle	348	60.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	84	14.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	9	1.6%
Tactical with a traditional centerfire rifle	45	7.8%
Teaching/Informative with a traditional centerfire rifle	132	22.8%
Three (3) position with a traditional centerfire rifle	44	7.6%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	92	15.9%
Other Please describe with a traditional centerfire rifle	27	4.7%
Plinking or informal target shooting with an MSR	335	57.9%
3 Gun with an MSR	16	2.8%
Benchrest with an MSR	89	15.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	75	13.0%
Long range with an MSR	93	16.1%
NRA high power with an MSR	11	1.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	234	40.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	56	9.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	14	2.4%
Tactical with an MSR	83	14.3%
Teaching/Informative with an MSR	98	16.9%
Three (3) position with an MSR	33	5.7%
Training (Military, Defense, Law Enforcement) with an MSR	118	20.4%
Other Please describe with an MSR	9	1.6%
Informal (backyard, testing) with a shotgun	371	64.1%
3 Gun with a shotgun	17	2.9%
5 Stand with a shotgun	96	16.6%
Cowboy Action with a shotgun	5	0.9%
Dog training with a shotgun	72	12.4%
Other with a shotgun	3	0.5%
Pattern shotgun with a shotgun	273	47.2%
Sighting-In with a shotgun	226	39.0%
Skeet with a shotgun	317	54.7%
Sporting clays with a shotgun	331	57.2%
Teaching/Informative with a shotgun	132	22.8%
Test reload with a shotgun	92	15.9%
Training (Military, Defense, Law Enforcement) with a shotgun	73	12.6%
Trap with a shotgun	280	48.4%
Wobble Trap with a shotgun	81	14.0%
Other Please describe with a shotgun	34	5.9%
Total	579	100.0%

Current Recreational Shooting Activities

Table R6.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	459	79.7%
Shotgun	432	75.0%
Traditional Rimfire Rifle	423	73.4%
Traditional Centerfire Rifle	408	70.8%
Revolver	354	61.5%
MSR	244	42.4%
Traditional or Compound Bow	177	30.7%
Muzzleloader	127	22.0%
Crossbow	91	15.8%
None of the Above	12	2.1%
Total	576	100.0%

Table R6.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	412	71.3%
Plinking or informal target shooting with a traditional rimfire rifle	395	68.3%
Plinking or informal target shooting with a traditional centerfire rifle	335	58.0%
Plinking or informal target shooting with a Revolver	322	55.7%
Informal (backyard or testing) with a Shotgun	284	49.1%
Sighting-in rifle with a traditional centerfire rifle	281	48.6%
Sighting-in rifle with a traditional rimfire rifle	255	44.1%
Sighting-in with a Semi-Automatic Handgun	246	42.6%
Sporting clays with a Shotgun	225	38.9%
Plinking or informal target shooting with a MSR	218	37.7%
Pattern shotgun	198	34.3%
Target shooting with a traditional or compound bow	177	30.6%
Skeet with a Shotgun	176	30.4%
Trap with a Shotgun	170	29.4%
Sighting-In with a Shotgun	166	28.7%
Sighting-in rifle with a MSR	146	25.3%
Sighting-in with a Revolver	144	24.9%
Benchrest with a traditional centerfire rifle	139	24.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	137	23.7%
Target shooting with a muzzleloader	127	22.0%
Long range with a traditional centerfire rifle	117	20.2%
Teaching/Informative with a Semi-Automatic Handgun	112	19.4%
Teaching/Informative with a traditional rimfire rifle	105	18.2%

Teaching/Informative with a Shotgun	100	17.3%
Testing (Ammo & firearm) with a Revolver	95	16.4%
Teaching/Informative with a traditional centerfire rifle	94	16.3%
Benchrest with a traditional rimfire rifle	94	16.3%
Load Testing/Development with a traditional centerfire rifle	93	16.1%
Silhouette with a Semi-Automatic Handgun	92	15.9%
Target shooting with a crossbow	91	15.7%
Bullseye with a Semi-Automatic Handgun	87	15.1%
Target shooting with an air rifle at a range	87	15.1%
Teaching/Informative with a Revolver	72	12.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	66	11.4%
5 Stand with a Shotgun	65	11.2%
Teaching/Informative with a MSR	61	10.6%
Wobble Trap with a Shotgun	57	9.9%
Test reload with a Shotgun	55	9.5%
Load Testing/Development with a Revolver	54	9.3%
Benchrest with a MSR	50	8.7%
Load Testing/Development with a Semi-Automatic Handgun	50	8.7%
Silhouette with a traditional centerfire rifle	49	8.5%
Silhouette with a traditional rimfire rifle	49	8.5%
Load Testing/Development with a MSR	47	8.1%
Long range with a MSR	46	8.0%
Training (Military / Defense / Law Enforcement) with a MSR	46	8.0%
Bullseye with a Revolver	45	7.8%
Tactical with a MSR	44	7.6%
Silhouette with a Revolver	44	7.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	37	6.4%
Dog training with a shotgun	37	6.4%
Bowling pin with a Semi-Automatic Handgun	32	5.5%
Silhouette with a MSR	31	5.4%
Load Testing/Development with a traditional rimfire rifle	25	4.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	24	4.2%
Steel Challenge with a Semi-Automatic Handgun	23	4.0%
IDPA with a Semi-Automatic Handgun	22	3.8%
Tactical with a traditional centerfire rifle	17	2.9%
Training (Military / Defense / Law Enforcement) with a Revolver	17	2.9%
Bowling pin with a Revolver	16	2.8%
Three (3) position with a traditional centerfire rifle	13	2.2%
Cowboy action with a Revolver	13	2.2%
Three (3) position with a traditional rimfire rifle	13	2.2%
None of the above	12	2.1%

Three (3) position with a MSR	11	1.9%
3 Gun with a Semi-Automatic Handgun	11	1.9%
3 Gun with a Shotgun	10	1.7%
3 Gun with a MSR	9	1.6%
IPSC with a Semi-Automatic Handgun	9	1.6%
Steel Challenge with a traditional centerfire rifle	7	1.2%
Steel Challenge with a MSR	6	1.0%
Steel Challenge with a Revolver	6	1.0%
Cowboy action with a traditional centerfire rifle	5	0.9%
NRA high power with a MSR	5	0.9%
Steel Challenge with a traditional rimfire rifle	5	0.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	0.9%
NRA high power with a traditional centerfire rifle	4	0.7%
Cowboy Action with a Shotgun	3	0.5%
Cowboy action with a Semi-Automatic Handgun	3	0.5%
Tactical with a traditional rimfire rifle	3	0.5%
Schuetzen with a traditional centerfire rifle	2	0.3%
Cowboy action with a traditional rimfire rifle	2	0.3%
3 Gun with a Revolver	1	0.2%
IDPA with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
Schuetzen with a traditional rimfire rifle	1	0.2%
3 Gun with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Long range with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Total	578	100.0%

Table R6.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	51	12.0%
Revolver	115	27.0%
Traditional Rimfire Rifle	114	26.8%
Traditional Centerfire Rifle	74	17.4%
MSR	118	27.7%
Shotgun	85	20.0%
Air Rifle	174	40.8%
Traditional or Compound Bow	173	40.6%
Crossbow	39	9.2%
Muzzleloader	86	20.2%
Total	426	100.0%

Table R6.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	87	16.8%
3 Gun with a Shotgun	7	1.4%
5 Stand with a Shotgun	31	6.0%
Cowboy Action with a Shotgun	2	0.4%
Sighting-In with a Shotgun	60	11.6%
Skeet with a Shotgun	141	27.2%
Sporting clays with a Shotgun	106	20.5%
Teaching/Informative with a Shotgun	32	6.2%
Test reload with a Shotgun	37	7.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	36	6.9%
Trap with a Shotgun	110	21.2%
Wobble Trap with a Shotgun	24	4.6%
Plinking or informal target shooting with a traditional centerfire rifle	98	18.9%
3 Gun with a traditional centerfire rifle	4	0.8%
Benchrest with a traditional centerfire rifle	37	7.1%
Cowboy action with a traditional centerfire rifle	1	0.2%
Load Testing/Development with a traditional centerfire rifle	37	7.1%
Long range with a traditional centerfire rifle	53	10.2%
NRA high power with a traditional centerfire rifle	9	1.7%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	67	12.9%
Silhouette with a traditional centerfire rifle	35	6.8%
Steel Challenge with a traditional centerfire rifle	2	0.4%
Tactical with a traditional centerfire rifle	28	5.4%
Teaching/Informative with a traditional centerfire rifle	38	7.3%
Three (3) position with a traditional centerfire rifle	31	6.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	68	13.1%
Plinking or informal target shooting with a MSR	117	22.6%

3 Gun with a MSR	7	1.4%
Benchrest with a MSR	39	7.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	28	5.4%
Long range with a MSR	47	9.1%
NRA high power with a MSR	6	1.2%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	88	17.0%
Silhouette with a MSR	25	4.8%
Steel Challenge with a MSR	8	1.5%
Tactical with a MSR	39	7.5%
Teaching/Informative with a MSR	37	7.1%
Three (3) position with a MSR	22	4.2%
Training (Military / Defense / Law Enforcement) with a MSR	71	13.7%
Plinking or informal target shooting with a Semi-Automatic Handgun	53	10.2%
3 Gun with a Semi-Automatic Handgun	6	1.2%
Bowling pin with a Semi-Automatic Handgun	21	4.1%
Bullseye with a Semi-Automatic Handgun	25	4.8%
Cowboy action with a Semi-Automatic Handgun	5	1.0%
IDPA with a Semi-Automatic Handgun	11	2.1%
IPSC with a Semi-Automatic Handgun	7	1.4%
Load Testing/Development with a Semi-Automatic Handgun	23	4.4%
Sighting-in with a Semi-Automatic Handgun	36	6.9%
Silhouette with a Semi-Automatic Handgun	35	6.8%
Steel Challenge with a Semi-Automatic Handgun	16	3.1%
Teaching/Informative with a Semi-Automatic Handgun	34	6.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	52	10.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	76	14.7%
Plinking or informal target shooting with a Revolver	115	22.2%
3 Gun with a Revolver	29	5.6%
Bowling pin with a Revolver	14	2.7%
Bullseye with a Revolver	36	6.9%
Cowboy action with a Revolver	6	1.2%
IDPA with a Revolver	4	0.8%
IPSC with a Revolver	6	1.2%
Load Testing/Development with a Revolver	25	4.8%
Sighting-in with a Revolver	54	10.4%
Silhouette with a Revolver	43	8.3%
Steel Challenge with a Revolver	5	1.0%
Teaching/Informative with a Revolver	31	6.0%
Testing (Ammo & firearm) with a Revolver	61	11.8%
Training (Military / Defense / Law Enforcement) with a Revolver	51	9.8%
Dog training with a shotgun	35	6.8%
Target shooting with a traditional or compound bow	173	33.4%
Target shooting with a crossbow	39	7.5%
Target shooting with a muzzleloader	86	16.6%
Plinking or informal target shooting with a traditional rimfire rifle	126	24.3%

3 Gun with a traditional rimfire rifle	1	0.2%
Benchrest with a traditional rimfire rifle	40	7.7%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	19	3.7%
Long range with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional rimfire rifle	2	0.4%
Sighting-in rifle with a traditional rimfire rifle	85	16.4%
Target shooting with an air rifle at a range	174	33.6%
Silhouette with a traditional rimfire rifle	43	8.3%
Pattern shotgun	75	14.5%
Steel Challenge with a traditional rimfire rifle	4	0.8%
Tactical with a traditional rimfire rifle	12	2.3%
Teaching/Informative with a traditional rimfire rifle	44	8.5%
Three (3) position with a traditional rimfire rifle	36	6.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	39	7.5%
Total	518	100.0%

Current Hunting Activities

Table R6.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	357	88.6%
Traditional rifle (centerfire or rimfire)	351	87.1%
Traditional bow/compound bow	183	45.4%
Muzzleloader	171	42.4%
MSR	149	37.0%
Handgun	133	33.0%
Crossbow	97	24.1%
Other	8	2.0%
Total	403	100.0%

Table R6.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	67	17.7%
Deer	328	86.5%
Elk	60	15.8%
Other big game	34	9.0%
Others	19	5.0%
Predators	172	45.4%
Small game	201	53.0%
Turkey	239	63.1%
Upland game birds	182	48.0%
Waterfowl	128	33.8%
Wild pig / feral hog	71	18.7%
Total	379	100.0%

Traditional Rimfire Rifle Activity Interest

Table R6.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	132	45.1%
These activities are not offered at ranges in my area	94	32.1%
I don't have anybody to go with	68	23.2%
I don't know how to get started	68	23.2%
Too expensive	37	12.6%
Other Please describe	22	7.5%
I do not own / have access to this firearm	13	4.4%
Medical reason / disability	6	2.0%
Total	293	100.0%

Table R6.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	17	32.1%
Not enough time	16	30.2%
I don't have anybody to go with	12	22.6%
Too expensive	10	18.9%
These activities are not offered at ranges in my area	5	9.4%
I don't know how to get started	5	9.4%
Other Please describe	5	9.4%
Medical reason / disability	0	0.0%
Total	53	100.0%

Influential Media and Individuals

Table R6.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	252	43.8%
Father	229	39.8%
Self / nobody else	100	17.4%
Aunt / Uncle	64	11.1%
Another relative	59	10.3%
Sibling	51	8.9%
Co-worker	51	8.9%
Grandparent	44	7.7%
Military	26	4.5%
Neighbor	22	3.8%
Children / grandchildren	15	2.6%
Spouse	14	2.4%
Other, please specify	14	2.4%
Mother	9	1.6%
Guide / outfitter	6	1.0%
Total	575	100.0%

Table R6.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	264	45.9%
Magazines and Books	187	32.5%
Online videos	169	29.4%
National sportsmen's conservation organizations	159	27.7%
Local clubs or social organizations	125	21.7%
Hunter education programs	75	13.0%
Retailers	74	12.9%
State wildlife management agencies	70	12.2%
Seminars	25	4.3%
Other, please specify	20	3.5%
Total	575	100.0%

Table R6.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	110	65.9%
Professionals hunting/fishing/shooting	109	65.3%
Product reviews	106	63.5%
Non-professionals (home videos) hunting/fishing/shooting	86	51.5%
TV programs (complete or partial episodes)	78	46.7%
Competitions	76	45.5%
Fish and Wildlife agency produced videos	29	17.4%
Informational/political/talk show style	25	15.0%
Comedy/blooper videos	16	9.6%
Other	5	3.0%
Total	167	100.0%

Table R6.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	14	5.3%
Animal Planet	8	3.0%
Comcast SportsNet	2	0.8%
Discovery Channel	51	19.3%
ESPN/ESPN 2	18	6.8%
History Channel	65	24.6%
Military Channel	59	22.3%
National Geographic	27	10.2%
NBC Sports	10	3.8%
Outdoor Channel	224	84.8%
Pursuit Channel	88	33.3%
Sportsman Channel	176	66.7%
Sunshine Network / SUN Sports	4	1.5%
WildTV	7	2.7%
World Fishing Network	9	3.4%
Other national network	7	2.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	68	25.8%
I watched hunting/fishing TV, but don't remember the channel	55	20.8%
Total	264	100.0%

Table R6.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	311	45.9%
An invitation from a friend / family member	225	33.2%
Programming offered by outdoor retailers	222	32.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	198	29.2%
YouTube videos	185	27.3%
Books / magazines	182	26.9%
Membership in a non-profit organization	159	23.5%
Online forums / blogs	105	15.5%
Other Please describe	57	8.4%
None of the above	17	2.5%
Total	677	100.0%

Table R6.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	64	29.4%	57	29.5%	52	33.5%	66	36.3%
Google+	46	21.1%	32	16.6%	31	20.0%	42	23.1%
Twitter	9	4.1%	7	3.6%	10	6.5%	9	4.9%
Pinterest	18	8.3%	14	7.3%	12	7.7%	15	8.2%
Magazines	150	68.8%	132	68.4%	105	67.7%	122	67.0%
Instagram	16	7.3%	12	6.2%	14	9.0%	20	11.0%
YouTube	117	53.7%	97	50.3%	81	52.3%	152	83.5%
Television programs	123	56.4%	91	47.2%	80	51.6%	83	45.6%
Online Forums	66	30.3%	57	29.5%	50	32.3%	74	40.7%
Newsletter from hunting / wildlife groups or organizations	65	29.8%	70	36.3%	59	38.1%	33	18.1%
Fish / Wildlife Agency for My State of Residence	65	29.8%	79	40.9%	54	34.8%	40	22.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	31	14.2%	40	20.7%	36	23.2%	20	11.0%
Other	1	0.5%	1	0.5%	0	0.0%	1	0.5%
None of The Above	12	5.5%	18	9.3%	12	7.7%	8	4.4%
Total	218	100.0%	193	100.0%	155	100.0%	182	100.0%

Table R6.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	94	30.6%	47	26.1%	37	35.2%	67	30.0%
Google+	49	16.0%	39	21.7%	24	22.9%	37	16.6%
Twitter	12	3.9%	11	6.1%	6	5.7%	9	4.0%
Pinterest	21	6.8%	15	8.3%	9	8.6%	11	4.9%
Magazines	190	61.9%	146	81.1%	74	70.5%	135	60.5%
Instagram	22	7.2%	15	8.3%	14	13.3%	17	7.6%
YouTube	170	55.4%	99	55.0%	78	74.3%	106	47.5%
Television programs	151	49.2%	91	50.6%	50	47.6%	95	42.6%
Online Forums	95	30.9%	61	33.9%	70	66.7%	64	28.7%
Newsletter from hunting / wildlife groups or organizations	82	26.7%	59	32.8%	22	21.0%	58	26.0%
Fish / Wildlife Agency for My State of Residence	86	28.0%	50	27.8%	22	21.0%	57	25.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	39	12.7%	30	16.7%	6	5.7%	28	12.6%
Other	3	1.0%	1	0.6%	1	1.0%	2	0.9%
None of The Above	23	7.5%	5	2.8%	3	2.9%	30	13.5%
Total	307	100.0%	180	100.0%	105	100.0%	223	100.0%

NRA High Power with a Traditional Rimfire Rifle

This section includes those who are interested in shooting NRA high power with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R7.1) **What is your current age?**

	Count	Column Percent
18 to 24	6	2.4%
25 to 34	28	11.4%
35 to 44	48	19.5%
45 to 54	63	25.6%
55 to 64	65	26.4%
65 and older	36	14.6%
Total	246	100.0%

Table R7.2) **What is your gender?**

	Count	Column Percent
Male	236	95.5%
Female	11	4.5%
Total	247	100.0%

Table R7.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	12	4.9%
\$20,000 to \$29,999	8	3.3%
\$30,000 to \$39,999	20	8.1%
\$40,000 to \$49,999	26	10.6%
\$50,000 to \$74,999	50	20.3%
\$75,000 to \$99,999	45	18.3%
\$100,000 to \$149,999	55	22.4%
\$150,000 to \$200,000	20	8.1%
More than \$200,000	10	4.1%
Total	246	100.0%

Table R7.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	3	1.2%
High school graduation	63	25.5%
Trade school, associates degree or similar	93	37.7%
Bachelors degree	61	24.7%
Masters degree	22	8.9%
Ph D and higher	5	2.0%
Total	247	100.0%

Table R7.5) In which region do you live?

	Count	Column Percent
Northeast	30	12.1%
Midwest	77	31.2%
South	102	41.3%
West	36	14.6%
Canada	2	0.8%
Total	247	100.0%

Introduction to Shooting

Table R7.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	170	65.1%
11 to 17 years old	63	24.1%
18 to 24 years old	12	4.6%
25 to 34 years old	3	1.1%
35 to 44 years old	7	2.7%
45 to 54 years old	3	1.1%
55 to 64 years old	3	1.1%
65 years and older	0	0.0%
Total	261	100.0%

Table R7.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	46	17.6%
Blackpowder or muzzleloader	2	0.8%
Compound bow	1	0.4%
Crossbow	0	0.0%
MSR	6	2.3%
Revolver	17	6.5%
Shotgun	58	22.2%
Semi-Automatic handgun	23	8.8%
Traditional bow	4	1.5%
Traditional rifle (Centerfire)	14	5.4%
Traditional rifle (Rimfire)	90	34.5%
Other	0	0.0%
Total	261	100.0%

Table R7.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	4	1.5%
Cowboy action	1	0.4%
Long range	2	0.8%
Pattern shotgun	4	1.5%
Plinking or informal target shooting	210	80.5%
Silhouette	3	1.1%
Skeet	6	2.3%
Sporting clays	7	2.7%
Training (Military, Defense, Law Enforcement)	3	1.1%
Trap	5	1.9%
Target archery	5	1.9%
Other Please describe:	11	4.2%
Total	261	100.0%

Table R7.9) Who took you shooting for the first time?

	Count	Column Percent
Father	161	62.6%
Friend	34	13.2%
Grandparent	33	12.8%
Aunt / Uncle	22	8.6%
Camp / Summer camp	15	5.8%
Sibling	14	5.4%
Nobody / I shot alone when I first went shooting	14	5.4%
Another relative	9	3.5%
Mother	8	3.1%
Neighbor	7	2.7%
Military	5	1.9%
Co-worker	3	1.2%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	257	100.0%

Table R7.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	186	73.2%
It's relaxing / an escape	145	57.1%
Tradition / way of life	141	55.5%
Spend time with family or friends who already shot	139	54.7%
Wanted to spend more time outdoors	116	45.7%
I wanted a challenge / adventure	114	44.9%
Protection / self defense	77	30.3%
To teach someone else / introduce my children or others to shooting	75	29.5%
Training for hunting	68	26.8%
Wanted to try a new sport	65	25.6%
Training (military, police, etc.)	45	17.7%
Media (television, magazines, movies)	8	3.1%
Other Please write in	2	0.8%
Total	254	100.0%

Table R7.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	78	29.9%
1 year	33	12.6%
2 - 5 years	74	28.4%
6 - 10 years	27	10.3%
More than 10 years	21	8.0%
I have only ever participated in [the shooting activity that I first participated in]	28	10.7%
Total	261	100.0%

Table R7.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	201	87.0%
3 Gun with a semi-automatic handgun	16	6.9%
Bowling pin with a semi-automatic handgun	31	13.4%
Bullseye with a semi-automatic handgun	78	33.8%
Cowboy action with a semi-automatic handgun	12	5.2%
IDPA with a semi-automatic handgun	25	10.8%
IPSC with a semi-automatic handgun	11	4.8%
Load Testing/Development with a semi-automatic handgun	40	17.3%
Sighting-in with a semi-automatic handgun	132	57.1%
Silhouette with a semi-automatic handgun	84	36.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	35	15.2%
Teaching/Informative with a semi-automatic handgun	76	32.9%
Testing (Ammo & firearm) with a semi-automatic handgun	106	45.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	67	29.0%
Other Please describe with a semi-automatic handgun	7	3.0%
Plinking or informal target shooting with a revolver	184	79.7%
3 Gun with a revolver	1	0.4%
Bowling pin with a revolver	19	8.2%
Bullseye with a revolver	57	24.7%
Cowboy action with a revolver	13	5.6%
IDPA with a revolver	1	0.4%
IPSC with a revolver	2	0.9%
Load Testing/Development with a revolver	38	16.5%
Sighting-in with a revolver	88	38.1%
Silhouette with a revolver	55	23.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	12	5.2%
Teaching/Informative with a revolver	60	26.0%
Testing (Ammo & firearm) with a revolver	83	35.9%
Training (Military, Defense, Law Enforcement) with a revolver	27	11.7%

Other Please describe with a revolver	7	3.0%
Plinking or informal target shooting with a traditional rimfire rifle	208	90.0%
3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	80	34.6%
Cowboy action with a traditional rimfire rifle	4	1.7%
Load Testing/Development with a traditional rimfire rifle	49	21.2%
Long range with a traditional rimfire rifle	84	36.4%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	2	0.9%
Sighting-in rifle with a traditional rimfire rifle	147	63.6%
Silhouette with a traditional rimfire rifle	63	27.3%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	19	8.2%
Tactical with a traditional rimfire rifle	24	10.4%
Teaching/Informative with a traditional rimfire rifle	72	31.2%
Three (3) position with a traditional rimfire rifle	33	14.3%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	36	15.6%
Other Please describe with a traditional rimfire rifle	6	2.6%
Plinking or informal target shooting with a traditional centerfire rifle	185	80.1%
3 Gun with a traditional centerfire rifle	5	2.2%
Benchrest with a traditional centerfire rifle	88	38.1%
Cowboy action with a traditional centerfire rifle	6	2.6%
Load Testing/Development with a traditional centerfire rifle	76	32.9%
Long range with a traditional centerfire rifle	104	45.0%
NRA high power with a traditional centerfire rifle	12	5.2%
Schuetzen with a traditional centerfire rifle	2	0.9%
Sighting-in rifle with a traditional centerfire rifle	150	64.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	61	26.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	13	5.6%
Tactical with a traditional centerfire rifle	35	15.2%
Teaching/Informative with a traditional centerfire rifle	73	31.6%
Three (3) position with a traditional centerfire rifle	31	13.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	51	22.1%
Other Please describe with a traditional centerfire rifle	5	2.2%
Plinking or informal target shooting with an MSR	150	64.9%
3 Gun with an MSR	16	6.9%
Benchrest with an MSR	59	25.5%
Cowboy action with an MSR	1	0.4%
Load Testing/Development with an MSR	48	20.8%
Long range with an MSR	76	32.9%
NRA high power with an MSR	8	3.5%

Schuetzen with an MSR	1	0.4%
Sighting-in rifle with an MSR	109	47.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	39	16.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	18	7.8%
Tactical with an MSR	55	23.8%
Teaching/Informative with an MSR	59	25.5%
Three (3) position with an MSR	23	10.0%
Training (Military, Defense, Law Enforcement) with an MSR	52	22.5%
Other Please describe with an MSR	2	0.9%
Informal (backyard, testing) with a shotgun	165	71.4%
3 Gun with a shotgun	16	6.9%
5 Stand with a shotgun	40	17.3%
Cowboy Action with a shotgun	6	2.6%
Dog training with a shotgun	41	17.7%
Other with a shotgun	6	2.6%
Pattern shotgun with a shotgun	120	51.9%
Sighting-In with a shotgun	105	45.5%
Skeet with a shotgun	154	66.7%
Sporting clays with a shotgun	149	64.5%
Teaching/Informative with a shotgun	69	29.9%
Test reload with a shotgun	44	19.0%
Training (Military, Defense, Law Enforcement) with a shotgun	36	15.6%
Trap with a shotgun	132	57.1%
Wobble Trap with a shotgun	31	13.4%
Other Please describe with a shotgun	8	3.5%
Total	231	100.0%

Current Recreational Shooting Activities

Table R7.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	207	89.2%
Shotgun	189	81.5%
Traditional Centerfire Rifle	175	75.4%
Traditional Rimfire Rifle	175	75.4%
Revolver	163	70.3%
MSR	114	49.1%
Traditional or Compound Bow	73	31.5%
Muzzleloader	59	25.4%
Crossbow	38	16.4%
None of the Above	4	1.7%
Total	232	100.0%

Table R7.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	186	79.8%
Plinking or informal target shooting with a traditional rimfire rifle	157	67.4%
Plinking or informal target shooting with a traditional centerfire rifle	152	65.2%
Plinking or informal target shooting with a Revolver	146	62.7%
Sighting-in rifle with a traditional centerfire rifle	133	57.1%
Informal (backyard or testing) with a Shotgun	131	56.2%
Sighting-in with a Semi-Automatic Handgun	118	50.6%
Sighting-in rifle with a traditional rimfire rifle	116	49.8%
Sporting clays with a Shotgun	107	45.9%
Pattern shotgun	101	43.3%
Skeet with a Shotgun	99	42.5%
Plinking or informal target shooting with a MSR	99	42.5%
Trap with a Shotgun	90	38.6%
Sighting-In with a Shotgun	84	36.1%
Long range with a traditional centerfire rifle	80	34.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	80	34.3%
Benchrest with a traditional centerfire rifle	73	31.3%
Target shooting with a traditional or compound bow	73	31.3%
Sighting-in with a Revolver	68	29.2%
Bullseye with a Semi-Automatic Handgun	67	28.8%
Silhouette with a Semi-Automatic Handgun	67	28.8%
Teaching/Informative with a Semi-Automatic Handgun	63	27.0%
Benchrest with a traditional rimfire rifle	61	26.2%

Testing (Ammo & firearm) with a Revolver	60	25.8%
Target shooting with a muzzleloader	59	25.3%
Teaching/Informative with a traditional rimfire rifle	59	25.3%
Sighting-in rifle with a MSR	56	24.0%
Teaching/Informative with a traditional centerfire rifle	53	22.7%
Load Testing/Development with a traditional centerfire rifle	52	22.3%
Teaching/Informative with a Shotgun	51	21.9%
Long range with a traditional rimfire rifle	51	21.9%
Teaching/Informative with a Revolver	43	18.5%
Target shooting with an air rifle at a range	41	17.6%
Silhouette with a traditional centerfire rifle	40	17.2%
Bullseye with a Revolver	40	17.2%
Target shooting with a crossbow	38	16.3%
Silhouette with a Revolver	37	15.9%
Long range with a MSR	36	15.5%
Silhouette with a traditional rimfire rifle	36	15.5%
Teaching/Informative with a MSR	35	15.0%
Test reload with a Shotgun	31	13.3%
Benchrest with a MSR	31	13.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	30	12.9%
Load Testing/Development with a traditional rimfire rifle	30	12.9%
5 Stand with a Shotgun	28	12.0%
Load Testing/Development with a Semi-Automatic Handgun	28	12.0%
Load Testing/Development with a MSR	27	11.6%
Dog training with a shotgun	27	11.6%
Tactical with a MSR	26	11.2%
Load Testing/Development with a Revolver	26	11.2%
Bowling pin with a Semi-Automatic Handgun	24	10.3%
Steel Challenge with a Semi-Automatic Handgun	23	9.9%
Wobble Trap with a Shotgun	21	9.0%
Silhouette with a MSR	19	8.2%
IDPA with a Semi-Automatic Handgun	19	8.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	18	7.7%
Tactical with a traditional centerfire rifle	18	7.7%
Training (Military / Defense / Law Enforcement) with a MSR	18	7.7%
Three (3) position with a traditional rimfire rifle	16	6.9%
Bowling pin with a Revolver	15	6.4%
Three (3) position with a traditional centerfire rifle	13	5.6%
Steel Challenge with a traditional rimfire rifle	13	5.6%
Tactical with a traditional rimfire rifle	13	5.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	12	5.2%
Three (3) position with a MSR	11	4.7%

3 Gun with a Semi-Automatic Handgun	10	4.3%
3 Gun with a Shotgun	9	3.9%
Steel Challenge with a traditional centerfire rifle	9	3.9%
Steel Challenge with a MSR	9	3.9%
Steel Challenge with a Revolver	8	3.4%
3 Gun with a MSR	7	3.0%
Cowboy action with a Revolver	7	3.0%
Training (Military / Defense / Law Enforcement) with a Revolver	7	3.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	7	3.0%
Cowboy action with a Semi-Automatic Handgun	5	2.1%
Cowboy action with a traditional centerfire rifle	4	1.7%
NRA high power with a traditional centerfire rifle	4	1.7%
IPSC with a Semi-Automatic Handgun	4	1.7%
None of the above	4	1.7%
Cowboy action with a traditional rimfire rifle	3	1.3%
Cowboy Action with a Shotgun	2	0.9%
NRA high power with a MSR	2	0.9%
Cowboy action with a MSR	1	0.4%
3 Gun with a Revolver	1	0.4%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	233	100.0%

Table R7.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	10	6.4%
Revolver	30	19.1%
Traditional Rimfire Rifle	40	25.5%
Traditional Centerfire Rifle	20	12.7%
MSR	55	35.0%
Shotgun	22	14.0%
Air Rifle	55	35.0%
Traditional or Compound Bow	69	43.9%
Crossbow	21	13.4%
Muzzleloader	34	21.7%
Total	157	100.0%

Table R7.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	34	16.6%
3 Gun with a Shotgun	7	3.4%
5 Stand with a Shotgun	12	5.9%
Cowboy Action with a Shotgun	4	2.0%
Sighting-In with a Shotgun	21	10.2%
Skeet with a Shotgun	55	26.8%
Sporting clays with a Shotgun	42	20.5%
Teaching/Informative with a Shotgun	18	8.8%
Test reload with a Shotgun	13	6.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	18	8.8%
Trap with a Shotgun	42	20.5%
Wobble Trap with a Shotgun	10	4.9%
Plinking or informal target shooting with a traditional centerfire rifle	33	16.1%
3 Gun with a traditional centerfire rifle	5	2.4%
Benchrest with a traditional centerfire rifle	15	7.3%
Cowboy action with a traditional centerfire rifle	2	1.0%
Load Testing/Development with a traditional centerfire rifle	24	11.7%
Long range with a traditional centerfire rifle	24	11.7%
NRA high power with a traditional centerfire rifle	8	3.9%
Schuetzen with a traditional centerfire rifle	2	1.0%
Sighting-in rifle with a traditional centerfire rifle	17	8.3%
Silhouette with a traditional centerfire rifle	21	10.2%
Steel Challenge with a traditional centerfire rifle	4	2.0%
Tactical with a traditional centerfire rifle	17	8.3%
Teaching/Informative with a traditional centerfire rifle	20	9.8%
Three (3) position with a traditional centerfire rifle	18	8.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	39	19.0%
Plinking or informal target shooting with a MSR	51	24.9%

3 Gun with a MSR	9	4.4%
Benchrest with a MSR	28	13.7%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	21	10.2%
Long range with a MSR	40	19.5%
NRA high power with a MSR	6	2.9%
Schuetzen with a MSR	1	0.5%
Sighting-in rifle with a MSR	53	25.9%
Silhouette with a MSR	20	9.8%
Steel Challenge with a MSR	9	4.4%
Tactical with a MSR	29	14.1%
Teaching/Informative with a MSR	24	11.7%
Three (3) position with a MSR	12	5.9%
Training (Military / Defense / Law Enforcement) with a MSR	33	16.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	15	7.3%
3 Gun with a Semi-Automatic Handgun	6	2.9%
Bowling pin with a Semi-Automatic Handgun	7	3.4%
Bullseye with a Semi-Automatic Handgun	11	5.4%
Cowboy action with a Semi-Automatic Handgun	7	3.4%
IDPA with a Semi-Automatic Handgun	6	2.9%
IPSC with a Semi-Automatic Handgun	7	3.4%
Load Testing/Development with a Semi-Automatic Handgun	12	5.9%
Sighting-in with a Semi-Automatic Handgun	14	6.8%
Silhouette with a Semi-Automatic Handgun	17	8.3%
Steel Challenge with a Semi-Automatic Handgun	12	5.9%
Teaching/Informative with a Semi-Automatic Handgun	13	6.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	26	12.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	33	16.1%
Plinking or informal target shooting with a Revolver	38	18.5%
3 Gun with a Revolver	18	8.8%
Bowling pin with a Revolver	4	2.0%
Bullseye with a Revolver	17	8.3%
Cowboy action with a Revolver	6	2.9%
IDPA with a Revolver	1	0.5%
IPSC with a Revolver	2	1.0%
Load Testing/Development with a Revolver	12	5.9%
Sighting-in with a Revolver	20	9.8%
Silhouette with a Revolver	18	8.8%
Steel Challenge with a Revolver	4	2.0%
Teaching/Informative with a Revolver	17	8.3%
Testing (Ammo & firearm) with a Revolver	23	11.2%
Training (Military / Defense / Law Enforcement) with a Revolver	19	9.3%
Dog training with a shotgun	14	6.8%
Target shooting with a traditional or compound bow	69	33.7%
Target shooting with a crossbow	21	10.2%
Target shooting with a muzzleloader	34	16.6%
Plinking or informal target shooting with a traditional rimfire rifle	51	24.9%

3 Gun with a traditional rimfire rifle	1	0.5%
Benchrest with a traditional rimfire rifle	19	9.3%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	19	9.3%
Long range with a traditional rimfire rifle	33	16.1%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	2	1.0%
Sighting-in rifle with a traditional rimfire rifle	31	15.1%
Target shooting with an air rifle at a range	55	26.8%
Silhouette with a traditional rimfire rifle	27	13.2%
Pattern shotgun	19	9.3%
Steel Challenge with a traditional rimfire rifle	6	2.9%
Tactical with a traditional rimfire rifle	11	5.4%
Teaching/Informative with a traditional rimfire rifle	13	6.3%
Three (3) position with a traditional rimfire rifle	17	8.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	29	14.1%
Total	205	100.0%

Current Hunting Activities

Table R7.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	128	85.3%
Traditional rifle (centerfire or rimfire)	128	85.3%
MSR	67	44.7%
Muzzleloader	64	42.7%
Traditional bow/compound bow	64	42.7%
Handgun	57	38.0%
Crossbow	28	18.7%
Other	5	3.3%
Total	150	100.0%

Table R7.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	18	12.8%
Deer	124	87.9%
Elk	15	10.6%
Other big game	16	11.3%
Others	5	3.5%
Predators	69	48.9%
Small game	94	66.7%
Turkey	85	60.3%
Upland game birds	83	58.9%
Waterfowl	54	38.3%
Wild pig / feral hog	41	29.1%
Total	141	100.0%

Traditional Rimfire Rifle Activity Interest

Table R7.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
These activities are not offered at ranges in my area	38	35.5%
Not enough time	37	34.6%
I don't know how to get started	34	31.8%
I don't have anybody to go with	26	24.3%
Too expensive	19	17.8%
Other Please describe	6	5.6%
I do not own / have access to this firearm	4	3.7%
Medical reason / disability	2	1.9%
Total	107	100.0%

Table R7.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Not enough time	5	31.3%
I don't own or have access to the proper equipment	4	25.0%
I don't have anybody to go with	3	18.8%
These activities are not offered at ranges in my area	3	18.8%
I don't know how to get started	2	12.5%
Other Please describe	2	12.5%
Medical reason / disability	1	6.3%
Too expensive	0	0.0%
Total	16	100.0%

Influential Media and Individuals

Table R7.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	103	45.2%
Father	98	43.0%
Self / nobody else	39	17.1%
Aunt / Uncle	28	12.3%
Grandparent	27	11.8%
Sibling	20	8.8%
Military	20	8.8%
Another relative	19	8.3%
Co-worker	16	7.0%
Neighbor	12	5.3%
Other, please specify	8	3.5%
Mother	6	2.6%
Children / grandchildren	3	1.3%
Spouse	3	1.3%
Guide / outfitter	2	0.9%
Total	228	100.0%

Table R7.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	125	54.8%
Online videos	70	30.7%
Magazines and Books	70	30.7%
National sportsmen's conservation organizations	61	26.8%
Local clubs or social organizations	57	25.0%
Hunter education programs	52	22.8%
Retailers	35	15.4%
State wildlife management agencies	33	14.5%
Seminars	7	3.1%
Other, please specify	7	3.1%
Total	228	100.0%

Table R7.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	52	74.3%
How-to videos	47	67.1%
Product reviews	46	65.7%
TV programs (complete or partial episodes)	44	62.9%
Competitions	44	62.9%
Non-professionals (home videos) hunting/fishing/shooting	37	52.9%
Informational/political/talk show style	14	20.0%
Fish and Wildlife agency produced videos	12	17.1%
Comedy/blooper videos	5	7.1%
Other	3	4.3%
Total	70	100.0%

Table R7.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	18	14.5%
Animal Planet	8	6.5%
Comcast SportsNet	1	0.8%
Discovery Channel	32	25.8%
ESPN/ESPN 2	9	7.3%
History Channel	48	38.7%
Military Channel	40	32.3%
National Geographic	20	16.1%
NBC Sports	4	3.2%
Outdoor Channel	103	83.1%
Pursuit Channel	32	25.8%
Sportsman Channel	82	66.1%
Sunshine Network / SUN Sports	3	2.4%
WildTV	3	2.4%
World Fishing Network	5	4.0%
Other national network	6	4.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	35	28.2%
I watched hunting/fishing TV, but don't remember the channel	20	16.1%
Total	124	100.0%

Table R7.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	116	46.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	94	37.8%
Programming offered by outdoor retailers	92	36.9%
An invitation from a friend / family member	84	33.7%
Membership in a non-profit organization	79	31.7%
Books / magazines	75	30.1%
YouTube videos	74	29.7%
Online forums / blogs	45	18.1%
Other Please describe	23	9.2%
None of the above	9	3.6%
Total	249	100.0%

Table R7.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	30	33.0%	33	35.5%	28	36.8%	26	36.1%
Google+	27	29.7%	27	29.0%	22	28.9%	15	20.8%
Twitter	5	5.5%	4	4.3%	4	5.3%	4	5.6%
Pinterest	11	12.1%	10	10.8%	8	10.5%	11	15.3%
Magazines	69	75.8%	65	69.9%	53	69.7%	51	70.8%
Instagram	11	12.1%	12	12.9%	13	17.1%	10	13.9%
YouTube	53	58.2%	52	55.9%	48	63.2%	58	80.6%
Television programs	50	54.9%	39	41.9%	42	55.3%	38	52.8%
Online Forums	27	29.7%	34	36.6%	31	40.8%	30	41.7%
Newsletter from hunting / wildlife groups or organizations	31	34.1%	39	41.9%	34	44.7%	20	27.8%
Fish / Wildlife Agency for My State of Residence	30	33.0%	36	38.7%	36	47.4%	21	29.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	15	16.5%	27	29.0%	28	36.8%	16	22.2%
Other	2	2.2%	3	3.2%	1	1.3%	2	2.8%
None of The Above	4	4.4%	8	8.6%	5	6.6%	4	5.6%
Total	91	100.0%	93	100.0%	76	100.0%	72	100.0%

Table R7.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	37	32.2%	29	38.7%	9	20.0%	28	33.3%
	Google+	26	22.6%	17	22.7%	11	24.4%	20	23.8%
	Twitter	6	5.2%	6	8.0%	4	8.9%	5	6.0%
	Pinterest	10	8.7%	9	12.0%	7	15.6%	6	7.1%
	Magazines	70	60.9%	63	84.0%	35	77.8%	56	66.7%
	Instagram	13	11.3%	13	17.3%	8	17.8%	12	14.3%
	YouTube	63	54.8%	46	61.3%	33	73.3%	47	56.0%
	Television programs	55	47.8%	47	62.7%	30	66.7%	39	46.4%
	Online Forums	39	33.9%	31	41.3%	26	57.8%	25	29.8%
	Newsletter from hunting / wildlife groups or organizations	33	28.7%	32	42.7%	16	35.6%	23	27.4%
	Fish / Wildlife Agency for My State of Residence	32	27.8%	23	30.7%	14	31.1%	27	32.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	20	17.4%	17	22.7%	6	13.3%	13	15.5%
	Other	0	0.0%	2	2.7%	1	2.2%	0	0.0%
	None of The Above	13	11.3%	1	1.3%	2	4.4%	11	13.1%
Total		115	100.0%	75	100.0%	45	100.0%	84	100.0%

Schuetzen with a Semi-Automatic Handgun

This section includes those who are interested in shooting Schuetzen with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R8.1) **What is your current age?**

	Count	Column Percent
18 to 24	3	2.7%
25 to 34	17	15.3%
35 to 44	27	24.3%
45 to 54	23	20.7%
55 to 64	23	20.7%
65 and older	18	16.2%
Total	111	100.0%

Table R8.2) **What is your gender?**

	Count	Column Percent
Male	111	99.1%
Female	1	0.9%
Total	112	100.0%

Table R8.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	8	7.2%
\$20,000 to \$29,999	8	7.2%
\$30,000 to \$39,999	5	4.5%
\$40,000 to \$49,999	7	6.3%
\$50,000 to \$74,999	21	18.9%
\$75,000 to \$99,999	19	17.1%
\$100,000 to \$149,999	24	21.6%
\$150,000 to \$200,000	13	11.7%
More than \$200,000	6	5.4%
Total	111	100.0%

Table R8.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.9%
High school graduation	23	20.5%
Trade school, associates degree or similar	35	31.3%
Bachelors degree	40	35.7%
Masters degree	10	8.9%
Ph D and higher	3	2.7%
Total	112	100.0%

Table R8.5) In which region do you live?

	Count	Column Percent
Northeast	15	13.4%
Midwest	37	33.0%
South	37	33.0%
West	23	20.5%
Canada	0	0.0%
Total	112	100.0%

Introduction to Shooting

Table R8.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	80	68.4%
11 to 17 years old	24	20.5%
18 to 24 years old	5	4.3%
25 to 34 years old	2	1.7%
35 to 44 years old	3	2.6%
45 to 54 years old	0	0.0%
55 to 64 years old	3	2.6%
65 years and older	0	0.0%
Total	117	100.0%

Table R8.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	23	19.7%
Blackpowder or muzzleloader	0	0.0%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	2	1.7%
Revolver	9	7.7%
Shotgun	23	19.7%
Semi-Automatic handgun	8	6.8%
Traditional bow	1	0.9%
Traditional rifle (Centerfire)	10	8.5%
Traditional rifle (Rimfire)	41	35.0%
Other	0	0.0%
Total	117	100.0%

Table R8.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	1	0.9%
Pattern shotgun	3	2.6%
Plinking or informal target shooting	89	76.1%
Silhouette	1	0.9%
Skeet	3	2.6%
Sporting clays	3	2.6%
Training (Military, Defense, Law Enforcement)	3	2.6%
Trap	3	2.6%
Field archery	1	0.9%
Other Please describe:	10	8.5%
Total	117	100.0%

Table R8.9) Who took you shooting for the first time?

	Count	Column Percent
Father	79	68.7%
Grandparent	15	13.0%
Friend	14	12.2%
Aunt / Uncle	13	11.3%
Sibling	7	6.1%
Military	5	4.3%
Another relative	5	4.3%
Mother	4	3.5%
Camp / Summer camp	4	3.5%
Nobody / I shot alone when I first went shooting	4	3.5%
Co-worker	2	1.7%
Neighbor	1	0.9%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	115	100.0%

Table R8.10) What got you interested in shooting?

	Count	Column Percent
Tradition / way of life	78	67.2%
It has always interested me	78	67.2%
Spend time with family or friends who already shot	64	55.2%
It's relaxing / an escape	58	50.0%
Wanted to spend more time outdoors	49	42.2%
I wanted a challenge / adventure	47	40.5%
Training for hunting	34	29.3%
Wanted to try a new sport	33	28.4%
Protection / self defense	31	26.7%
To teach someone else / introduce my children or others to shooting	28	24.1%
Training (military, police, etc.)	16	13.8%
Media (television, magazines, movies)	3	2.6%
Other Please write in	2	1.7%
Total	116	100.0%

Table R8.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	33	28.2%
1 year	19	16.2%
2 - 5 years	32	27.4%
6 - 10 years	11	9.4%
More than 10 years	14	12.0%
I have only ever participated in [the shooting activity that I first participated in]	8	6.8%
Total	117	100.0%

Table R8.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	96	88.9%
3 Gun with a semi-automatic handgun	9	8.3%
Bowling pin with a semi-automatic handgun	15	13.9%
Bullseye with a semi-automatic handgun	38	35.2%
Cowboy action with a semi-automatic handgun	3	2.8%
IDPA with a semi-automatic handgun	6	5.6%
IPSC with a semi-automatic handgun	5	4.6%
Load Testing/Development with a semi-automatic handgun	23	21.3%
Sighting-in with a semi-automatic handgun	75	69.4%
Silhouette with a semi-automatic handgun	40	37.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	16	14.8%
Teaching/Informative with a semi-automatic handgun	48	44.4%
Testing (Ammo & firearm) with a semi-automatic handgun	50	46.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	39	36.1%
Other Please describe with a semi-automatic handgun	1	0.9%
Plinking or informal target shooting with a revolver	91	84.3%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	10	9.3%
Bullseye with a revolver	35	32.4%
Cowboy action with a revolver	6	5.6%
IDPA with a revolver	2	1.9%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	23	21.3%
Sighting-in with a revolver	56	51.9%
Silhouette with a revolver	26	24.1%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	6	5.6%
Teaching/Informative with a revolver	45	41.7%
Testing (Ammo & firearm) with a revolver	47	43.5%
Training (Military, Defense, Law Enforcement) with a revolver	18	16.7%

Other Please describe with a revolver	3	2.8%
Plinking or informal target shooting with a traditional rimfire rifle	96	88.9%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	31	28.7%
Cowboy action with a traditional rimfire rifle	2	1.9%
Load Testing/Development with a traditional rimfire rifle	26	24.1%
Long range with a traditional rimfire rifle	37	34.3%
NRA high power with a traditional rimfire rifle	3	2.8%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	73	67.6%
Silhouette with a traditional rimfire rifle	24	22.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	13	12.0%
Tactical with a traditional rimfire rifle	14	13.0%
Teaching/Informative with a traditional rimfire rifle	53	49.1%
Three (3) position with a traditional rimfire rifle	11	10.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	16	14.8%
Other Please describe with a traditional rimfire rifle	4	3.7%
Plinking or informal target shooting with a traditional centerfire rifle	91	84.3%
3 Gun with a traditional centerfire rifle	4	3.7%
Benchrest with a traditional centerfire rifle	44	40.7%
Cowboy action with a traditional centerfire rifle	2	1.9%
Load Testing/Development with a traditional centerfire rifle	47	43.5%
Long range with a traditional centerfire rifle	58	53.7%
NRA high power with a traditional centerfire rifle	8	7.4%
Schuetzen with a traditional centerfire rifle	3	2.8%
Sighting-in rifle with a traditional centerfire rifle	84	77.8%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	25	23.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	8	7.4%
Tactical with a traditional centerfire rifle	24	22.2%
Teaching/Informative with a traditional centerfire rifle	50	46.3%
Three (3) position with a traditional centerfire rifle	17	15.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	28	25.9%
Other Please describe with a traditional centerfire rifle	5	4.6%
Plinking or informal target shooting with an MSR	79	73.1%
3 Gun with an MSR	10	9.3%
Benchrest with an MSR	24	22.2%
Cowboy action with an MSR	1	0.9%
Load Testing/Development with an MSR	30	27.8%
Long range with an MSR	31	28.7%
NRA high power with an MSR	5	4.6%

Schuetzen with an MSR	1	0.9%
Sighting-in rifle with an MSR	58	53.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	17	15.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	12	11.1%
Tactical with an MSR	28	25.9%
Teaching/Informative with an MSR	42	38.9%
Three (3) position with an MSR	16	14.8%
Training (Military, Defense, Law Enforcement) with an MSR	34	31.5%
Other Please describe with an MSR	2	1.9%
Informal (backyard, testing) with a shotgun	84	77.8%
3 Gun with a shotgun	9	8.3%
5 Stand with a shotgun	22	20.4%
Cowboy Action with a shotgun	2	1.9%
Dog training with a shotgun	17	15.7%
Other with a shotgun	3	2.8%
Pattern shotgun with a shotgun	64	59.3%
Sighting-In with a shotgun	53	49.1%
Skeet with a shotgun	75	69.4%
Sporting clays with a shotgun	73	67.6%
Teaching/Informative with a shotgun	43	39.8%
Test reload with a shotgun	22	20.4%
Training (Military, Defense, Law Enforcement) with a shotgun	18	16.7%
Trap with a shotgun	63	58.3%
Wobble Trap with a shotgun	17	15.7%
Other Please describe with a shotgun	7	6.5%
Total	108	100.0%

Current Recreational Shooting Activities

Table R8.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	99	90.8%
Traditional Centerfire Rifle	96	88.1%
Traditional Rimfire Rifle	92	84.4%
Shotgun	91	83.5%
Revolver	84	77.1%
MSR	72	66.1%
Traditional or Compound Bow	42	38.5%
Muzzleloader	41	37.6%
Crossbow	21	19.3%
None of the Above	1	0.9%
Total	109	100.0%

Table R8.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	90	82.6%
Plinking or informal target shooting with a traditional rimfire rifle	87	79.8%
Plinking or informal target shooting with a traditional centerfire rifle	82	75.2%
Plinking or informal target shooting with a Revolver	78	71.6%
Sighting-in rifle with a traditional centerfire rifle	77	70.6%
Sighting-in with a Semi-Automatic Handgun	71	65.1%
Informal (backyard or testing) with a Shotgun	68	62.4%
Sighting-in rifle with a traditional rimfire rifle	65	59.6%
Plinking or informal target shooting with a MSR	64	58.7%
Pattern shotgun	55	50.5%
Skeet with a Shotgun	52	47.7%
Sporting clays with a Shotgun	50	45.9%
Long range with a traditional centerfire rifle	50	45.9%
Sighting-in with a Revolver	49	45.0%
Trap with a Shotgun	48	44.0%
Sighting-In with a Shotgun	47	43.1%
Sighting-in rifle with a MSR	47	43.1%
Teaching/Informative with a traditional rimfire rifle	44	40.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	43	39.4%
Target shooting with a traditional or compound bow	42	38.5%
Teaching/Informative with a traditional centerfire rifle	41	37.6%
Target shooting with a muzzleloader	41	37.6%
Teaching/Informative with a Semi-Automatic Handgun	40	36.7%

Load Testing/Development with a traditional centerfire rifle	39	35.8%
Benchrest with a traditional centerfire rifle	38	34.9%
Teaching/Informative with a Revolver	36	33.0%
Testing (Ammo & firearm) with a Revolver	36	33.0%
Teaching/Informative with a Shotgun	33	30.3%
Teaching/Informative with a MSR	33	30.3%
Bullseye with a Semi-Automatic Handgun	31	28.4%
Long range with a traditional rimfire rifle	29	26.6%
Target shooting with an air rifle at a range	29	26.6%
Silhouette with a Semi-Automatic Handgun	28	25.7%
Benchrest with a traditional rimfire rifle	24	22.0%
Bullseye with a Revolver	23	21.1%
Load Testing/Development with a MSR	22	20.2%
Test reload with a Shotgun	21	19.3%
Target shooting with a crossbow	21	19.3%
Long range with a MSR	20	18.3%
Benchrest with a MSR	19	17.4%
Load Testing/Development with a Semi-Automatic Handgun	19	17.4%
5 Stand with a Shotgun	18	16.5%
Silhouette with a traditional centerfire rifle	18	16.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	18	16.5%
Silhouette with a Revolver	18	16.5%
Tactical with a MSR	17	15.6%
Load Testing/Development with a traditional rimfire rifle	17	15.6%
Load Testing/Development with a Revolver	16	14.7%
Silhouette with a traditional rimfire rifle	16	14.7%
Training (Military / Defense / Law Enforcement) with a MSR	13	11.9%
Wobble Trap with a Shotgun	12	11.0%
Dog training with a shotgun	12	11.0%
Tactical with a traditional centerfire rifle	11	10.1%
Bowling pin with a Semi-Automatic Handgun	11	10.1%
Steel Challenge with a Semi-Automatic Handgun	11	10.1%
Silhouette with a MSR	10	9.2%
Steel Challenge with a traditional rimfire rifle	10	9.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	8.3%
Bowling pin with a Revolver	9	8.3%
Tactical with a traditional rimfire rifle	9	8.3%
Steel Challenge with a traditional centerfire rifle	8	7.3%
3 Gun with a Shotgun	7	6.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	7	6.4%
3 Gun with a MSR	7	6.4%
Three (3) position with a MSR	7	6.4%

3 Gun with a Semi-Automatic Handgun	7	6.4%
Three (3) position with a traditional centerfire rifle	6	5.5%
Steel Challenge with a MSR	6	5.5%
IDPA with a Semi-Automatic Handgun	5	4.6%
Cowboy action with a Revolver	5	4.6%
Training (Military / Defense / Law Enforcement) with a Revolver	5	4.6%
Steel Challenge with a Revolver	4	3.7%
Three (3) position with a traditional rimfire rifle	4	3.7%
NRA high power with a traditional centerfire rifle	3	2.8%
NRA high power with a MSR	3	2.8%
IPSC with a Semi-Automatic Handgun	3	2.8%
Cowboy Action with a Shotgun	2	1.8%
3 Gun with a traditional centerfire rifle	2	1.8%
Cowboy action with a traditional centerfire rifle	2	1.8%
Schuetzen with a traditional centerfire rifle	2	1.8%
Cowboy action with a MSR	1	0.9%
Cowboy action with a Semi-Automatic Handgun	1	0.9%
3 Gun with a Revolver	1	0.9%
Cowboy action with a traditional rimfire rifle	1	0.9%
NRA high power with a traditional rimfire rifle	1	0.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	0.9%
None of the above	1	0.9%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	109	100.0%

Table R8.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	3	4.2%
Revolver	13	18.3%
Traditional Rimfire Rifle	8	11.3%
Traditional Centerfire Rifle	4	5.6%
MSR	16	22.5%
Shotgun	10	14.1%
Air Rifle	24	33.8%
Traditional or Compound Bow	32	45.1%
Crossbow	13	18.3%
Muzzleloader	13	18.3%
Total	71	100.0%

Table R8.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	16	17.4%
3 Gun with a Shotgun	2	2.2%
5 Stand with a Shotgun	4	4.3%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	6	6.5%
Skeet with a Shotgun	23	25.0%
Sporting clays with a Shotgun	23	25.0%
Teaching/Informative with a Shotgun	10	10.9%
Test reload with a Shotgun	1	1.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	9.8%
Trap with a Shotgun	15	16.3%
Wobble Trap with a Shotgun	5	5.4%
Plinking or informal target shooting with a traditional centerfire rifle	9	9.8%
3 Gun with a traditional centerfire rifle	2	2.2%
Benchrest with a traditional centerfire rifle	6	6.5%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	8	8.7%
Long range with a traditional centerfire rifle	8	8.7%
NRA high power with a traditional centerfire rifle	5	5.4%
Schuetzen with a traditional centerfire rifle	1	1.1%
Sighting-in rifle with a traditional centerfire rifle	7	7.6%
Silhouette with a traditional centerfire rifle	7	7.6%
Steel Challenge with a traditional centerfire rifle	0	0.0%
Tactical with a traditional centerfire rifle	13	14.1%
Teaching/Informative with a traditional centerfire rifle	9	9.8%
Three (3) position with a traditional centerfire rifle	11	12.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	21	22.8%
Plinking or informal target shooting with a MSR	15	16.3%

3 Gun with a MSR	3	3.3%
Benchrest with a MSR	5	5.4%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	8	8.7%
Long range with a MSR	11	12.0%
NRA high power with a MSR	2	2.2%
Schuetzen with a MSR	1	1.1%
Sighting-in rifle with a MSR	11	12.0%
Silhouette with a MSR	7	7.6%
Steel Challenge with a MSR	6	6.5%
Tactical with a MSR	11	12.0%
Teaching/Informative with a MSR	9	9.8%
Three (3) position with a MSR	9	9.8%
Training (Military / Defense / Law Enforcement) with a MSR	20	21.7%
Plinking or informal target shooting with a Semi-Automatic Handgun	6	6.5%
3 Gun with a Semi-Automatic Handgun	2	2.2%
Bowling pin with a Semi-Automatic Handgun	4	4.3%
Bullseye with a Semi-Automatic Handgun	7	7.6%
Cowboy action with a Semi-Automatic Handgun	2	2.2%
IDPA with a Semi-Automatic Handgun	1	1.1%
IPSC with a Semi-Automatic Handgun	2	2.2%
Load Testing/Development with a Semi-Automatic Handgun	4	4.3%
Sighting-in with a Semi-Automatic Handgun	4	4.3%
Silhouette with a Semi-Automatic Handgun	12	13.0%
Steel Challenge with a Semi-Automatic Handgun	5	5.4%
Teaching/Informative with a Semi-Automatic Handgun	8	8.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	7	7.6%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	19	20.7%
Plinking or informal target shooting with a Revolver	13	14.1%
3 Gun with a Revolver	9	9.8%
Bowling pin with a Revolver	1	1.1%
Bullseye with a Revolver	12	13.0%
Cowboy action with a Revolver	1	1.1%
IDPA with a Revolver	2	2.2%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	7	7.6%
Sighting-in with a Revolver	7	7.6%
Silhouette with a Revolver	8	8.7%
Steel Challenge with a Revolver	2	2.2%
Teaching/Informative with a Revolver	9	9.8%
Testing (Ammo & firearm) with a Revolver	11	12.0%
Training (Military / Defense / Law Enforcement) with a Revolver	12	13.0%
Dog training with a shotgun	5	5.4%
Target shooting with a traditional or compound bow	32	34.8%
Target shooting with a crossbow	13	14.1%
Target shooting with a muzzleloader	13	14.1%
Plinking or informal target shooting with a traditional rimfire rifle	9	9.8%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	7	7.6%
Cowboy action with a traditional rimfire rifle	1	1.1%
Load Testing/Development with a traditional rimfire rifle	9	9.8%
Long range with a traditional rimfire rifle	8	8.7%
NRA high power with a traditional rimfire rifle	2	2.2%
Schuetzen with a traditional rimfire rifle	3	3.3%
Sighting-in rifle with a traditional rimfire rifle	8	8.7%
Target shooting with an air rifle at a range	24	26.1%
Silhouette with a traditional rimfire rifle	8	8.7%
Pattern shotgun	9	9.8%
Steel Challenge with a traditional rimfire rifle	3	3.3%
Tactical with a traditional rimfire rifle	5	5.4%
Teaching/Informative with a traditional rimfire rifle	9	9.8%
Three (3) position with a traditional rimfire rifle	7	7.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	15	16.3%
Total	92	100.0%

Current Hunting Activities

Table R8.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	71	92.2%
Shotgun	67	87.0%
Muzzleloader	43	55.8%
Traditional bow/compound bow	40	51.9%
MSR	37	48.1%
Handgun	36	46.8%
Crossbow	19	24.7%
Other	5	6.5%
Total	77	100.0%

Table R8.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	15	21.1%
Deer	63	88.7%
Elk	11	15.5%
Other big game	6	8.5%
Others	5	7.0%
Predators	41	57.7%
Small game	52	73.2%
Turkey	46	64.8%
Upland game birds	42	59.2%
Waterfowl	29	40.8%
Wild pig / feral hog	21	29.6%
Total	71	100.0%

Traditional Rimfire Rifle Activity Interest

Table R8.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	19	46.3%
These activities are not offered at ranges in my area	12	29.3%
I don't know how to get started	12	29.3%
I don't have anybody to go with	10	24.4%
Too expensive	9	22.0%
Other Please describe	3	7.3%
Medical reason / disability	1	2.4%
I do not own / have access to this firearm	1	2.4%
Total	41	100.0%

Table R8.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	3	50.0%
Medical reason / disability	2	33.3%
I don't have anybody to go with	1	16.7%
I don't own or have access to the proper equipment	1	16.7%
These activities are not offered at ranges in my area	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Other Please describe	0	0.0%
Total	6	100.0%

Influential Media and Individuals

Table R8.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	48	45.3%
Father	42	39.6%
Self / nobody else	18	17.0%
Sibling	13	12.3%
Grandparent	12	11.3%
Aunt / Uncle	12	11.3%
Another relative	11	10.4%
Co-worker	8	7.5%
Military	7	6.6%
Neighbor	5	4.7%
Spouse	4	3.8%
Other, please specify	4	3.8%
Children / grandchildren	3	2.8%
Mother	2	1.9%
Guide / outfitter	1	0.9%
Total	106	100.0%

Table R8.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	48	45.3%
Online videos	38	35.8%
Magazines and Books	36	34.0%
Local clubs or social organizations	24	22.6%
National sportsmen's conservation organizations	23	21.7%
Hunter education programs	16	15.1%
State wildlife management agencies	15	14.2%
Retailers	15	14.2%
Seminars	4	3.8%
Other, please specify	4	3.8%
Total	106	100.0%

Table R8.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
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Professionals hunting/fishing/shooting	27	71.1%
Non-professionals (home videos) hunting/fishing/shooting	25	65.8%
Product reviews	25	65.8%
How-to videos	24	63.2%
Competitions	24	63.2%
TV programs (complete or partial episodes)	22	57.9%
Informational/political/talk show style	7	18.4%
Fish and Wildlife agency produced videos	6	15.8%
Comedy/blooper videos	4	10.5%
Other	3	7.9%
Total	38	100.0%

Table R8.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	4	8.3%
Animal Planet	0	0.0%
Comcast SportsNet	0	0.0%
Discovery Channel	10	20.8%
ESPN/ESPN 2	4	8.3%
History Channel	18	37.5%
Military Channel	18	37.5%
National Geographic	6	12.5%
NBC Sports	2	4.2%
Outdoor Channel	41	85.4%
Pursuit Channel	14	29.2%
Sportsman Channel	34	70.8%
Sunshine Network / SUN Sports	1	2.1%
WildTV	0	0.0%
World Fishing Network	0	0.0%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	13	27.1%
I watched hunting/fishing TV, but don't remember the channel	12	25.0%
Total	48	100.0%

Table R8.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	49	44.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	43	39.1%
Programming offered by outdoor retailers	36	32.7%
Membership in a non-profit organization	34	30.9%
Books / magazines	31	28.2%
An invitation from a friend / family member	31	28.2%
YouTube videos	28	25.5%
Online forums / blogs	27	24.5%
Other Please describe	13	11.8%
None of the above	2	1.8%
Total	110	100.0%

Table R8.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	13	36.1%	11	26.2%	16	47.1%	12	42.9%
Google+	9	25.0%	8	19.0%	10	29.4%	6	21.4%
Twitter	1	2.8%	1	2.4%	1	2.9%	2	7.1%
Pinterest	3	8.3%	2	4.8%	3	8.8%	4	14.3%
Magazines	27	75.0%	30	71.4%	26	76.5%	17	60.7%
Instagram	4	11.1%	6	14.3%	6	17.6%	4	14.3%
YouTube	22	61.1%	21	50.0%	23	67.6%	26	92.9%
Television programs	19	52.8%	18	42.9%	21	61.8%	17	60.7%
Online Forums	14	38.9%	20	47.6%	17	50.0%	17	60.7%
Newsletter from hunting / wildlife groups or organizations	17	47.2%	21	50.0%	15	44.1%	9	32.1%
Fish / Wildlife Agency for My State of Residence	16	44.4%	18	42.9%	16	47.1%	10	35.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	8	22.2%	13	31.0%	11	32.4%	7	25.0%
Other	1	2.8%	2	4.8%	0	0.0%	1	3.6%
None of The Above	3	8.3%	4	9.5%	0	0.0%	0	0.0%
Total	36	100.0%	42	100.0%	34	100.0%	28	100.0%

Table R8.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	18	36.7%	14	45.2%	9	33.3%	13	41.9%
Google+	7	14.3%	6	19.4%	3	11.1%	8	25.8%
Twitter	4	8.2%	3	9.7%	3	11.1%	2	6.5%
Pinterest	3	6.1%	4	12.9%	3	11.1%	1	3.2%
Magazines	34	69.4%	27	87.1%	20	74.1%	19	61.3%
Instagram	8	16.3%	5	16.1%	4	14.8%	5	16.1%
YouTube	31	63.3%	22	71.0%	21	77.8%	18	58.1%
Television programs	21	42.9%	22	71.0%	15	55.6%	14	45.2%
Online Forums	26	53.1%	17	54.8%	18	66.7%	10	32.3%
Newsletter from hunting / wildlife groups or organizations	20	40.8%	17	54.8%	8	29.6%	12	38.7%
Fish / Wildlife Agency for My State of Residence	15	30.6%	11	35.5%	9	33.3%	8	25.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	10	20.4%	8	25.8%	4	14.8%	3	9.7%
Other	0	0.0%	1	3.2%	1	3.7%	0	0.0%
None of The Above	2	4.1%	0	0.0%	0	0.0%	4	12.9%
Total	49	100.0%	31	100.0%	27	100.0%	31	100.0%

Sighting In with a Traditional Rimfire Rifle

This section includes those who are interested in sighting-in with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R9.1) **What is your current age?**

	Count	Column Percent
18 to 24	1	0.3%
25 to 34	22	7.1%
35 to 44	35	11.3%
45 to 54	82	26.4%
55 to 64	87	28.0%
65 and older	84	27.0%
Total	311	100.0%

Table R9.2) **What is your gender?**

	Count	Column Percent
Male	303	97.1%
Female	9	2.9%
Total	312	100.0%

Table R9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	3.6%
\$20,000 to \$29,999	14	4.5%
\$30,000 to \$39,999	25	8.1%
\$40,000 to \$49,999	26	8.4%
\$50,000 to \$74,999	67	21.7%
\$75,000 to \$99,999	59	19.1%
\$100,000 to \$149,999	58	18.8%
\$150,000 to \$200,000	28	9.1%
More than \$200,000	21	6.8%
Total	309	100.0%

Table R9.4) **What is your highest level of education attained?**

	Count	Column Percent
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Less than 12 years	3	1.0%
High school graduation	68	21.8%
Trade school, associates degree or similar	112	35.9%
Bachelors degree	84	26.9%
Masters degree	33	10.6%
Ph D and higher	12	3.8%
Total	312	100.0%

Table R9.5) In which region do you live?

	Count	Column Percent
Northeast	51	16.3%
Midwest	92	29.5%
South	120	38.5%
West	48	15.4%
Canada	1	0.3%
Total	312	100.0%

Introduction to Shooting

Table R9.6) How old were you when you first went shooting?

	Count	Column Percent
10 years or younger	174	53.7%
11 to 17 years old	112	34.6%
18 to 24 years old	17	5.2%
25 to 34 years old	8	2.5%
35 to 44 years old	6	1.9%
45 to 54 years old	4	1.2%
55 to 64 years old	1	0.3%
65 years and older	2	0.6%
Total	324	100.0%

Table R9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	61	18.8%
Blackpowder or muzzleloader	1	0.3%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	5	1.5%
Revolver	20	6.2%
Shotgun	69	21.3%
Semi-Automatic handgun	37	11.4%
Traditional bow	6	1.9%
Traditional rifle (Centerfire)	15	4.6%
Traditional rifle (Rimfire)	110	34.0%
Other	0	0.0%
Total	324	100.0%

Table R9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.6%
Cowboy action	1	0.3%
Long range	2	0.6%
Pattern shotgun	2	0.6%
Plinking or informal target shooting	262	80.9%
Silhouette	3	0.9%
Skeet	6	1.9%
Sporting clays	8	2.5%
Tactical	1	0.3%
Test reload	1	0.3%
Training (Military, Defense, Law Enforcement)	8	2.5%
Trap	5	1.5%
Target archery	5	1.5%
Field archery	1	0.3%
Other Please describe:	17	5.2%
Total	324	100.0%

Table R9.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	198	61.9%
Grandparent	37	11.6%
Friend	36	11.3%
Aunt / Uncle	30	9.4%
Nobody / I shot alone when I first went shooting	17	5.3%
Camp / Summer camp	15	4.7%
Sibling	14	4.4%
Another relative	12	3.8%
Mother	9	2.8%
Neighbor	8	2.5%
Military	5	1.6%
Co-worker	4	1.3%
Spouse	1	0.3%
Other	1	0.3%
Guide / outfitter	0	0.0%
Total	320	100.0%

Table R9.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	212	66.7%
Tradition / way of life	155	48.7%
Spend time with family or friends who already shot	149	46.9%
It's relaxing / an escape	147	46.2%
Wanted to spend more time outdoors	126	39.6%
I wanted a challenge / adventure	102	32.1%
Wanted to try a new sport	79	24.8%
Protection / self defense	78	24.5%
Training for hunting	78	24.5%
To teach someone else / introduce my children or others to shooting	51	16.0%
Training (military, police, etc.)	40	12.6%
Media (television, magazines, movies)	8	2.5%
Other Please write in	3	0.9%
Total	318	100.0%

Table R9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	69	21.3%
1 year	30	9.3%
2 - 5 years	88	27.2%
6 - 10 years	16	4.9%
More than 10 years	34	10.5%
I have only ever participated in [the shooting activity that I first participated in]	87	26.9%
Total	324	100.0%

Table R9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	171	73.4%
3 Gun with a semi-automatic handgun	3	1.3%
Bowling pin with a semi-automatic handgun	15	6.4%
Bullseye with a semi-automatic handgun	33	14.2%
Cowboy action with a semi-automatic handgun	4	1.7%
IDPA with a semi-automatic handgun	9	3.9%
IPSC with a semi-automatic handgun	5	2.1%
Load Testing/Development with a semi-automatic handgun	16	6.9%
Sighting-in with a semi-automatic handgun	60	25.8%
Silhouette with a semi-automatic handgun	31	13.3%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	16	6.9%
Teaching/Informative with a semi-automatic handgun	35	15.0%
Testing (Ammo & firearm) with a semi-automatic handgun	49	21.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	60	25.8%
Other Please describe with a semi-automatic handgun	3	1.3%
Plinking or informal target shooting with a revolver	161	69.1%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	10	4.3%
Bullseye with a revolver	26	11.2%
Cowboy action with a revolver	5	2.1%
IDPA with a revolver	2	0.9%
IPSC with a revolver	3	1.3%
Load Testing/Development with a revolver	14	6.0%
Sighting-in with a revolver	36	15.5%
Silhouette with a revolver	26	11.2%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	6	2.6%
Teaching/Informative with a revolver	29	12.4%
Testing (Ammo & firearm) with a revolver	34	14.6%
Training (Military, Defense, Law Enforcement) with a revolver	30	12.9%

Other Please describe with a revolver	5	2.1%
Plinking or informal target shooting with a traditional rimfire rifle	197	84.5%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	34	14.6%
Cowboy action with a traditional rimfire rifle	3	1.3%
Load Testing/Development with a traditional rimfire rifle	9	3.9%
Long range with a traditional rimfire rifle	25	10.7%
NRA high power with a traditional rimfire rifle	2	0.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	0	0.0%
Silhouette with a traditional rimfire rifle	11	4.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	3	1.3%
Tactical with a traditional rimfire rifle	5	2.1%
Teaching/Informative with a traditional rimfire rifle	35	15.0%
Three (3) position with a traditional rimfire rifle	9	3.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	21	9.0%
Other Please describe with a traditional rimfire rifle	7	3.0%
Plinking or informal target shooting with a traditional centerfire rifle	153	65.7%
3 Gun with a traditional centerfire rifle	2	0.9%
Benchrest with a traditional centerfire rifle	49	21.0%
Cowboy action with a traditional centerfire rifle	3	1.3%
Load Testing/Development with a traditional centerfire rifle	31	13.3%
Long range with a traditional centerfire rifle	51	21.9%
NRA high power with a traditional centerfire rifle	8	3.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	73	31.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	15	6.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	4	1.7%
Tactical with a traditional centerfire rifle	16	6.9%
Teaching/Informative with a traditional centerfire rifle	32	13.7%
Three (3) position with a traditional centerfire rifle	9	3.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	40	17.2%
Other Please describe with a traditional centerfire rifle	8	3.4%
Plinking or informal target shooting with an MSR	108	46.4%
3 Gun with an MSR	3	1.3%
Benchrest with an MSR	22	9.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	20	8.6%
Long range with an MSR	25	10.7%
NRA high power with an MSR	2	0.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	47	20.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	12	5.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	1.3%
Tactical with an MSR	17	7.3%
Teaching/Informative with an MSR	23	9.9%
Three (3) position with an MSR	7	3.0%
Training (Military, Defense, Law Enforcement) with an MSR	48	20.6%
Other Please describe with an MSR	3	1.3%
Informal (backyard, testing) with a shotgun	133	57.1%
3 Gun with a shotgun	2	0.9%
5 Stand with a shotgun	21	9.0%
Cowboy Action with a shotgun	3	1.3%
Dog training with a shotgun	24	10.3%
Other with a shotgun	1	0.4%
Pattern shotgun with a shotgun	88	37.8%
Sighting-In with a shotgun	67	28.8%
Skeet with a shotgun	108	46.4%
Sporting clays with a shotgun	119	51.1%
Teaching/Informative with a shotgun	38	16.3%
Test reload with a shotgun	24	10.3%
Training (Military, Defense, Law Enforcement) with a shotgun	27	11.6%
Trap with a shotgun	92	39.5%
Wobble Trap with a shotgun	24	10.3%
Other Please describe with a shotgun	13	5.6%
Total	233	100.0%

Current Recreational Shooting Activities

Table R9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	163	68.8%
Shotgun	149	62.9%
Traditional Rimfire Rifle	146	61.6%
Traditional Centerfire Rifle	141	59.5%
Revolver	136	57.4%
MSR	75	31.6%
Traditional or Compound Bow	50	21.1%
Muzzleloader	44	18.6%
Crossbow	31	13.1%
None of the Above	10	4.2%
Total	237	100.0%

Table R9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	147	62.0%
Plinking or informal target shooting with a traditional rimfire rifle	133	56.1%
Plinking or informal target shooting with a Revolver	120	50.6%
Plinking or informal target shooting with a traditional centerfire rifle	112	47.3%
Informal (backyard or testing) with a Shotgun	99	41.8%
Sporting clays with a Shotgun	78	32.9%
Pattern shotgun	66	27.8%
Plinking or informal target shooting with a MSR	64	27.0%
Trap with a Shotgun	59	24.9%
Skeet with a Shotgun	56	23.6%
Sighting-In with a Shotgun	54	22.8%
Sighting-in rifle with a traditional centerfire rifle	50	21.1%
Target shooting with a traditional or compound bow	50	21.1%
Sighting-in with a Semi-Automatic Handgun	47	19.8%
Target shooting with a muzzleloader	44	18.6%
Benchrest with a traditional centerfire rifle	38	16.0%
Long range with a traditional centerfire rifle	37	15.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	32	13.5%
Target shooting with a crossbow	31	13.1%
Sighting-in rifle with a MSR	30	12.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	30	12.7%

Target shooting with an air rifle at a range	28	11.8%
Teaching/Informative with a Shotgun	27	11.4%
Teaching/Informative with a Semi-Automatic Handgun	26	11.0%
Bullseye with a Semi-Automatic Handgun	25	10.5%
Benchrest with a traditional rimfire rifle	25	10.5%
Sighting-in with a Revolver	24	10.1%
Silhouette with a Semi-Automatic Handgun	23	9.7%
Load Testing/Development with a traditional centerfire rifle	21	8.9%
Testing (Ammo & firearm) with a Revolver	21	8.9%
Teaching/Informative with a traditional centerfire rifle	19	8.0%
5 Stand with a Shotgun	18	7.6%
Teaching/Informative with a traditional rimfire rifle	18	7.6%
Test reload with a Shotgun	17	7.2%
Teaching/Informative with a Revolver	17	7.2%
Wobble Trap with a Shotgun	16	6.8%
Teaching/Informative with a MSR	15	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	15	6.3%
Bullseye with a Revolver	15	6.3%
Load Testing/Development with a MSR	14	5.9%
Long range with a MSR	14	5.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	5.5%
Silhouette with a Revolver	13	5.5%
Dog training with a shotgun	11	4.6%
Long range with a traditional rimfire rifle	11	4.6%
Silhouette with a traditional centerfire rifle	10	4.2%
Benchrest with a MSR	10	4.2%
None of the above	10	4.2%
Load Testing/Development with a Semi-Automatic Handgun	9	3.8%
Silhouette with a traditional rimfire rifle	9	3.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	8	3.4%
Tactical with a MSR	8	3.4%
Bowling pin with a Semi-Automatic Handgun	7	3.0%
IDPA with a Semi-Automatic Handgun	7	3.0%
Steel Challenge with a Semi-Automatic Handgun	7	3.0%
Load Testing/Development with a Revolver	7	3.0%
Training (Military / Defense / Law Enforcement) with a Revolver	6	2.5%
Tactical with a traditional centerfire rifle	5	2.1%
Silhouette with a MSR	5	2.1%
Bowling pin with a Revolver	5	2.1%
Three (3) position with a MSR	3	1.3%
Cowboy action with a traditional rimfire rifle	3	1.3%
Load Testing/Development with a traditional rimfire rifle	3	1.3%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	1.3%
Cowboy Action with a Shotgun	2	0.8%
Cowboy action with a traditional centerfire rifle	2	0.8%
Steel Challenge with a traditional centerfire rifle	2	0.8%
Three (3) position with a traditional centerfire rifle	2	0.8%
3 Gun with a MSR	2	0.8%
3 Gun with a Semi-Automatic Handgun	2	0.8%
Cowboy action with a Semi-Automatic Handgun	2	0.8%
Cowboy action with a Revolver	2	0.8%
Steel Challenge with a Revolver	2	0.8%
Tactical with a traditional rimfire rifle	2	0.8%
3 Gun with a Shotgun	1	0.4%
NRA high power with a traditional centerfire rifle	1	0.4%
NRA high power with a MSR	1	0.4%
Steel Challenge with a MSR	1	0.4%
NRA high power with a traditional rimfire rifle	1	0.4%
Steel Challenge with a traditional rimfire rifle	1	0.4%
Three (3) position with a traditional rimfire rifle	1	0.4%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IPSC with a Semi-Automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	0	0.0%
Total	237	100.0%

Table R9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	25	13.9%
Revolver	37	20.6%
Traditional Rimfire Rifle	59	32.8%
Traditional Centerfire Rifle	30	16.7%
MSR	52	28.9%
Shotgun	34	18.9%
Air Rifle	56	31.1%
Traditional or Compound Bow	73	40.6%
Crossbow	14	7.8%
Muzzleloader	30	16.7%
Total	180	100.0%

Table R9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	34	16.3%
3 Gun with a Shotgun	1	0.5%
5 Stand with a Shotgun	3	1.4%
Cowboy Action with a Shotgun	1	0.5%
Sighting-In with a Shotgun	13	6.3%
Skeet with a Shotgun	52	25.0%
Sporting clays with a Shotgun	41	19.7%
Teaching/Informative with a Shotgun	11	5.3%
Test reload with a Shotgun	7	3.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	14	6.7%
Trap with a Shotgun	33	15.9%
Wobble Trap with a Shotgun	8	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	41	19.7%
3 Gun with a traditional centerfire rifle	2	1.0%
Benchrest with a traditional centerfire rifle	11	5.3%
Cowboy action with a traditional centerfire rifle	1	0.5%
Load Testing/Development with a traditional centerfire rifle	10	4.8%
Long range with a traditional centerfire rifle	14	6.7%
NRA high power with a traditional centerfire rifle	7	3.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	23	11.1%
Silhouette with a traditional centerfire rifle	5	2.4%
Steel Challenge with a traditional centerfire rifle	2	1.0%
Tactical with a traditional centerfire rifle	11	5.3%
Teaching/Informative with a traditional centerfire rifle	13	6.3%
Three (3) position with a traditional centerfire rifle	7	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	32	15.4%
Plinking or informal target shooting with a MSR	44	21.2%

3 Gun with a MSR	1	0.5%
Benchrest with a MSR	12	5.8%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	6	2.9%
Long range with a MSR	11	5.3%
NRA high power with a MSR	1	0.5%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	17	8.2%
Silhouette with a MSR	7	3.4%
Steel Challenge with a MSR	2	1.0%
Tactical with a MSR	9	4.3%
Teaching/Informative with a MSR	8	3.8%
Three (3) position with a MSR	4	1.9%
Training (Military / Defense / Law Enforcement) with a MSR	33	15.9%
Plinking or informal target shooting with a Semi-Automatic Handgun	24	11.5%
3 Gun with a Semi-Automatic Handgun	1	0.5%
Bowling pin with a Semi-Automatic Handgun	8	3.8%
Bullseye with a Semi-Automatic Handgun	8	3.8%
Cowboy action with a Semi-Automatic Handgun	2	1.0%
IDPA with a Semi-Automatic Handgun	2	1.0%
IPSC with a Semi-Automatic Handgun	5	2.4%
Load Testing/Development with a Semi-Automatic Handgun	7	3.4%
Sighting-in with a Semi-Automatic Handgun	13	6.3%
Silhouette with a Semi-Automatic Handgun	8	3.8%
Steel Challenge with a Semi-Automatic Handgun	9	4.3%
Teaching/Informative with a Semi-Automatic Handgun	9	4.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	17	8.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	29	13.9%
Plinking or informal target shooting with a Revolver	41	19.7%
3 Gun with a Revolver	10	4.8%
Bowling pin with a Revolver	5	2.4%
Bullseye with a Revolver	11	5.3%
Cowboy action with a Revolver	3	1.4%
IDPA with a Revolver	2	1.0%
IPSC with a Revolver	3	1.4%
Load Testing/Development with a Revolver	7	3.4%
Sighting-in with a Revolver	12	5.8%
Silhouette with a Revolver	13	6.3%
Steel Challenge with a Revolver	4	1.9%
Teaching/Informative with a Revolver	12	5.8%
Testing (Ammo & firearm) with a Revolver	13	6.3%
Training (Military / Defense / Law Enforcement) with a Revolver	23	11.1%
Dog training with a shotgun	13	6.3%
Target shooting with a traditional or compound bow	73	35.1%
Target shooting with a crossbow	14	6.7%
Target shooting with a muzzleloader	30	14.4%
Plinking or informal target shooting with a traditional rimfire rifle	64	30.8%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	9	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	6	2.9%
Long range with a traditional rimfire rifle	14	6.7%
NRA high power with a traditional rimfire rifle	1	0.5%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	0	0.0%
Target shooting with an air rifle at a range	56	26.9%
Silhouette with a traditional rimfire rifle	2	1.0%
Pattern shotgun	22	10.6%
Steel Challenge with a traditional rimfire rifle	2	1.0%
Tactical with a traditional rimfire rifle	3	1.4%
Teaching/Informative with a traditional rimfire rifle	17	8.2%
Three (3) position with a traditional rimfire rifle	8	3.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	18	8.7%
Total	208	100.0%

Current Hunting Activities

Table R9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	158	86.8%
Shotgun	156	85.7%
Muzzleloader	77	42.3%
Traditional bow/compound bow	74	40.7%
Handgun	54	29.7%
MSR	49	26.9%
Crossbow	42	23.1%
Other	5	2.7%
Total	182	100.0%

Table R9.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	30	17.8%
Deer	149	88.2%
Elk	30	17.8%
Other big game	11	6.5%
Others	4	2.4%
Predators	68	40.2%
Small game	81	47.9%
Turkey	95	56.2%
Upland game birds	85	50.3%
Waterfowl	53	31.4%
Wild pig / feral hog	29	17.2%
Total	169	100.0%

Traditional Rimfire Rifle Activity Interest

Table R9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	57	52.8%
I don't have anybody to go with	22	20.4%
I don't know how to get started	22	20.4%
These activities are not offered at ranges in my area	19	17.6%
Too expensive	12	11.1%
Other Please describe	10	9.3%
I do not own / have access to this firearm	5	4.6%
Medical reason / disability	4	3.7%
Total	108	100.0%

Table R9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	13	37.1%
Not enough time	11	31.4%
I don't have anybody to go with	7	20.0%
Too expensive	5	14.3%
I don't know how to get started	3	8.6%
Other Please describe	3	8.6%
These activities are not offered at ranges in my area	0	0.0%
Medical reason / disability	0	0.0%
Total	35	100.0%

Influential Media and Individuals

Table R9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Father	100	42.6%
Friend	94	40.0%
Self / nobody else	32	13.6%
Aunt / Uncle	27	11.5%
Grandparent	23	9.8%
Another relative	22	9.4%
Sibling	16	6.8%
Military	15	6.4%
Co-worker	14	6.0%
Spouse	9	3.8%
Other, please specify	9	3.8%
Children / grandchildren	6	2.6%
Neighbor	5	2.1%
Mother	3	1.3%
Guide / outfitter	1	0.4%
Total	235	100.0%

Table R9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	106	45.5%
Magazines and Books	82	35.2%
National sportsmen's conservation organizations	65	27.9%
Online videos	58	24.9%
Local clubs or social organizations	46	19.7%
Retailers	44	18.9%
Hunter education programs	31	13.3%
State wildlife management agencies	30	12.9%
Seminars	5	2.1%
Other, please specify	4	1.7%
Total	233	100.0%

Table R9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	39	68.4%
How-to videos	37	64.9%
Product reviews	32	56.1%
TV programs (complete or partial episodes)	27	47.4%
Non-professionals (home videos) hunting/fishing/shooting	26	45.6%
Competitions	26	45.6%
Fish and Wildlife agency produced videos	9	15.8%
Informational/political/talk show style	9	15.8%
Comedy/blooper videos	4	7.0%
Other	1	1.8%
Total	57	100.0%

Table R9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	7	6.6%
Animal Planet	7	6.6%
Comcast SportsNet	1	0.9%
Discovery Channel	16	15.1%
ESPN/ESPN 2	7	6.6%
History Channel	23	21.7%
Military Channel	22	20.8%
National Geographic	10	9.4%
NBC Sports	5	4.7%
Outdoor Channel	88	83.0%
Pursuit Channel	27	25.5%
Sportsman Channel	61	57.5%
Sunshine Network / SUN Sports	2	1.9%
WildTV	4	3.8%
World Fishing Network	2	1.9%
Other national network	4	3.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	22	20.8%
I watched hunting/fishing TV, but don't remember the channel	17	16.0%
Total	106	100.0%

Table R9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	155	50.0%
An invitation from a friend / family member	107	34.5%
Programming offered by outdoor retailers	86	27.7%
Books / magazines	85	27.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	84	27.1%
YouTube videos	80	25.8%
Membership in a non-profit organization	59	19.0%
Online forums / blogs	48	15.5%
Other Please describe	23	7.4%
None of the above	11	3.5%
Total	310	100.0%

Table R9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	24	28.9%	28	34.1%	20	35.1%	22	27.8%
Google+	17	20.5%	18	22.0%	12	21.1%	18	22.8%
Twitter	3	3.6%	2	2.4%	2	3.5%	3	3.8%
Pinterest	9	10.8%	7	8.5%	6	10.5%	6	7.6%
Magazines	52	62.7%	56	68.3%	38	66.7%	52	65.8%
Instagram	8	9.6%	7	8.5%	10	17.5%	10	12.7%
YouTube	46	55.4%	46	56.1%	32	56.1%	67	84.8%
Television programs	46	55.4%	44	53.7%	32	56.1%	39	49.4%
Online Forums	21	25.3%	20	24.4%	21	36.8%	32	40.5%
Newsletter from hunting / wildlife groups or organizations	27	32.5%	29	35.4%	23	40.4%	19	24.1%
Fish / Wildlife Agency for My State of Residence	30	36.1%	35	42.7%	24	42.1%	25	31.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	16	19.3%	17	20.7%	17	29.8%	12	15.2%
Other	3	3.6%	1	1.2%	1	1.8%	2	2.5%
None of The Above	5	6.0%	8	9.8%	5	8.8%	3	3.8%
Total	83	100.0%	82	100.0%	57	100.0%	79	100.0%

Table R9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	32	21.1%	21	25.3%	16	33.3%	22	21.0%
Google+	21	13.8%	16	19.3%	12	25.0%	15	14.3%
Twitter	4	2.6%	3	3.6%	2	4.2%	2	1.9%
Pinterest	8	5.3%	5	6.0%	4	8.3%	4	3.8%
Magazines	97	63.8%	61	73.5%	29	60.4%	62	59.0%
Instagram	9	5.9%	6	7.2%	7	14.6%	5	4.8%
YouTube	71	46.7%	47	56.6%	37	77.1%	49	46.7%
Television programs	66	43.4%	46	55.4%	26	54.2%	48	45.7%
Online Forums	42	27.6%	25	30.1%	25	52.1%	34	32.4%
Newsletter from hunting / wildlife groups or organizations	37	24.3%	28	33.7%	12	25.0%	23	21.9%
Fish / Wildlife Agency for My State of Residence	43	28.3%	25	30.1%	16	33.3%	25	23.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	21	13.8%	15	18.1%	7	14.6%	18	17.1%
Other	3	2.0%	1	1.2%	0	0.0%	3	2.9%
None of The Above	16	10.5%	7	8.4%	4	8.3%	14	13.3%
Total	152	100.0%	83	100.0%	48	100.0%	105	100.0%

Silhouette with a Traditional Rimfire Rifle

This section includes those who are interested in shooting silhouette with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R10.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	1.2%
25 to 34	41	6.8%
35 to 44	80	13.2%
45 to 54	150	24.8%
55 to 64	188	31.1%
65 and older	139	23.0%
Total	605	100.0%

Table R10.2) **What is your gender?**

	Count	Column Percent
Male	592	97.7%
Female	14	2.3%
Total	606	100.0%

Table R10.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	27	4.5%
\$20,000 to \$29,999	30	5.0%
\$30,000 to \$39,999	47	7.8%
\$40,000 to \$49,999	47	7.8%
\$50,000 to \$74,999	130	21.6%
\$75,000 to \$99,999	107	17.7%
\$100,000 to \$149,999	130	21.6%
\$150,000 to \$200,000	42	7.0%
More than \$200,000	43	7.1%
Total	603	100.0%

Table R10.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.3%
High school graduation	124	20.5%
Trade school, associates degree or similar	234	38.6%
Bachelors degree	167	27.6%
Masters degree	60	9.9%
Ph D and higher	19	3.1%
Total	606	100.0%

Table R10.5) In which region do you live?

	Count	Column Percent
Northeast	98	16.2%
Midwest	162	26.7%
South	229	37.8%
West	111	18.3%
Canada	6	1.0%
Total	606	100.0%

Introduction to Shooting

Table R10.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	407	65.2%
11 to 17 years old	158	25.3%
18 to 24 years old	34	5.4%
25 to 34 years old	9	1.4%
35 to 44 years old	7	1.1%
45 to 54 years old	3	0.5%
55 to 64 years old	3	0.5%
65 years and older	3	0.5%
Total	624	100.0%

Table R10.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	144	23.1%
Blackpowder or muzzleloader	2	0.3%
Compound bow	1	0.2%
Crossbow	0	0.0%
MSR	6	1.0%
Revolver	36	5.8%
Shotgun	98	15.7%
Semi-Automatic handgun	41	6.6%
Traditional bow	9	1.4%
Traditional rifle (Centerfire)	29	4.6%
Traditional rifle (Rimfire)	258	41.3%
Other	0	0.0%
Total	624	100.0%

Table R10.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	6	1.0%
Cowboy action	1	0.2%
Long range	3	0.5%
Pattern shotgun	5	0.8%
Plinking or informal target shooting	525	84.3%
Silhouette	5	0.8%
Skeet	9	1.4%
Sporting clays	5	0.8%
Tactical	1	0.2%
Training (Military, Defense, Law Enforcement)	8	1.3%
Trap	11	1.8%
Target archery	10	1.6%
Other Please describe:	34	5.5%
Total	623	100.0%

Table R10.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	415	67.3%
Aunt / Uncle	70	11.3%
Grandparent	67	10.9%
Friend	63	10.2%
Sibling	35	5.7%
Camp / Summer camp	32	5.2%
Nobody / I shot alone when I first went shooting	22	3.6%
Neighbor	20	3.2%
Mother	17	2.8%
Another relative	13	2.1%
Military	8	1.3%
Spouse	4	0.6%
Co-worker	3	0.5%
Other	2	0.3%
Guide / outfitter	1	0.2%
Total	617	100.0%

Table R10.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	429	71.4%
Tradition / way of life	348	57.9%
Spend time with family or friends who already shot	322	53.6%
It's relaxing / an escape	290	48.3%
Wanted to spend more time outdoors	257	42.8%
I wanted a challenge / adventure	219	36.4%
Training for hunting	155	25.8%
Protection / self defense	130	21.6%
Wanted to try a new sport	119	19.8%
To teach someone else / introduce my children or others to shooting	107	17.8%
Training (military, police, etc.)	83	13.8%
Media (television, magazines, movies)	24	4.0%
Other Please write in	9	1.5%
Total	601	100.0%

Table R10.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	147	23.6%
1 year	59	9.5%
2 - 5 years	231	37.0%
6 - 10 years	37	5.9%
More than 10 years	70	11.2%
I have only ever participated in [the shooting activity that I first participated in]	80	12.8%
Total	624	100.0%

Table R10.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	441	81.8%
3 Gun with a semi-automatic handgun	20	3.7%
Bowling pin with a semi-automatic handgun	58	10.8%
Bullseye with a semi-automatic handgun	121	22.4%
Cowboy action with a semi-automatic handgun	8	1.5%
IDPA with a semi-automatic handgun	37	6.9%
IPSC with a semi-automatic handgun	25	4.6%
Load Testing/Development with a semi-automatic handgun	74	13.7%
Sighting-in with a semi-automatic handgun	298	55.3%
Silhouette with a semi-automatic handgun	88	16.3%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	48	8.9%
Teaching/Informative with a semi-automatic handgun	153	28.4%
Testing (Ammo & firearm) with a semi-automatic handgun	185	34.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	155	28.8%
Other Please describe with a semi-automatic handgun	17	3.2%
Plinking or informal target shooting with a revolver	430	79.8%
3 Gun with a revolver	1	0.2%
Bowling pin with a revolver	34	6.3%
Bullseye with a revolver	99	18.4%
Cowboy action with a revolver	17	3.2%
IDPA with a revolver	11	2.0%
IPSC with a revolver	10	1.9%
Load Testing/Development with a revolver	90	16.7%
Sighting-in with a revolver	240	44.5%
Silhouette with a revolver	57	10.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	12	2.2%
Teaching/Informative with a revolver	119	22.1%
Testing (Ammo & firearm) with a revolver	162	30.1%
Training (Military, Defense, Law Enforcement) with a revolver	76	14.1%

Other Please describe with a revolver	18	3.3%
Plinking or informal target shooting with a traditional rimfire rifle	492	91.3%
3 Gun with a traditional rimfire rifle	3	0.6%
Benchrest with a traditional rimfire rifle	130	24.1%
Cowboy action with a traditional rimfire rifle	3	0.6%
Load Testing/Development with a traditional rimfire rifle	50	9.3%
Long range with a traditional rimfire rifle	91	16.9%
NRA high power with a traditional rimfire rifle	5	0.9%
Schuetzen with a traditional rimfire rifle	2	0.4%
Sighting-in rifle with a traditional rimfire rifle	351	65.1%
Silhouette with a traditional rimfire rifle	0	0.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	14	2.6%
Tactical with a traditional rimfire rifle	13	2.4%
Teaching/Informative with a traditional rimfire rifle	159	29.5%
Three (3) position with a traditional rimfire rifle	55	10.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	50	9.3%
Other Please describe with a traditional rimfire rifle	30	5.6%
Plinking or informal target shooting with a traditional centerfire rifle	430	79.8%
3 Gun with a traditional centerfire rifle	8	1.5%
Benchrest with a traditional centerfire rifle	179	33.2%
Cowboy action with a traditional centerfire rifle	10	1.9%
Load Testing/Development with a traditional centerfire rifle	160	29.7%
Long range with a traditional centerfire rifle	196	36.4%
NRA high power with a traditional centerfire rifle	20	3.7%
Schuetzen with a traditional centerfire rifle	2	0.4%
Sighting-in rifle with a traditional centerfire rifle	363	67.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	43	8.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	12	2.2%
Tactical with a traditional centerfire rifle	38	7.1%
Teaching/Informative with a traditional centerfire rifle	150	27.8%
Three (3) position with a traditional centerfire rifle	37	6.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	107	19.9%
Other Please describe with a traditional centerfire rifle	31	5.8%
Plinking or informal target shooting with an MSR	344	63.8%
3 Gun with an MSR	18	3.3%
Benchrest with an MSR	89	16.5%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	89	16.5%
Long range with an MSR	100	18.6%
NRA high power with an MSR	9	1.7%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	244	45.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	25	4.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	10	1.9%
Tactical with an MSR	78	14.5%
Teaching/Informative with an MSR	118	21.9%
Three (3) position with an MSR	30	5.6%
Training (Military, Defense, Law Enforcement) with an MSR	134	24.9%
Other Please describe with an MSR	7	1.3%
Informal (backyard, testing) with a shotgun	374	69.4%
3 Gun with a shotgun	23	4.3%
5 Stand with a shotgun	99	18.4%
Cowboy Action with a shotgun	9	1.7%
Dog training with a shotgun	84	15.6%
Other with a shotgun	8	1.5%
Pattern shotgun with a shotgun	280	51.9%
Sighting-In with a shotgun	222	41.2%
Skeet with a shotgun	314	58.3%
Sporting clays with a shotgun	320	59.4%
Teaching/Informative with a shotgun	134	24.9%
Test reload with a shotgun	99	18.4%
Training (Military, Defense, Law Enforcement) with a shotgun	84	15.6%
Trap with a shotgun	294	54.5%
Wobble Trap with a shotgun	87	16.1%
Other Please describe with a shotgun	31	5.8%
Total	539	100.0%

Current Recreational Shooting Activities

Table R10.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	454	84.1%
Traditional Rimfire Rifle	428	79.3%
Shotgun	409	75.7%
Traditional Centerfire Rifle	405	75.0%
Revolver	365	67.6%
MSR	265	49.1%
Traditional or Compound Bow	167	30.9%
Muzzleloader	134	24.8%
Crossbow	78	14.4%
None of the Above	6	1.1%
Total	540	100.0%

Table R10.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	411	75.8%
Plinking or informal target shooting with a traditional rimfire rifle	396	73.1%
Plinking or informal target shooting with a traditional centerfire rifle	343	63.3%
Plinking or informal target shooting with a Revolver	335	61.8%
Sighting-in rifle with a traditional centerfire rifle	299	55.2%
Informal (backyard or testing) with a Shotgun	280	51.7%
Sighting-in rifle with a traditional rimfire rifle	275	50.7%
Sighting-in with a Semi-Automatic Handgun	262	48.3%
Plinking or informal target shooting with a MSR	238	43.9%
Sporting clays with a Shotgun	212	39.1%
Pattern shotgun	210	38.7%
Trap with a Shotgun	179	33.0%
Sighting-in with a Revolver	174	32.1%
Skeet with a Shotgun	169	31.2%
Target shooting with a traditional or compound bow	167	30.8%
Sighting-In with a Shotgun	163	30.1%
Sighting-in rifle with a MSR	159	29.3%
Long range with a traditional centerfire rifle	147	27.1%
Benchrest with a traditional centerfire rifle	143	26.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	137	25.3%
Target shooting with a muzzleloader	134	24.7%
Teaching/Informative with a Semi-Automatic Handgun	125	23.1%
Load Testing/Development with a traditional centerfire rifle	114	21.0%

Teaching/Informative with a traditional rimfire rifle	113	20.8%
Teaching/Informative with a traditional centerfire rifle	100	18.5%
Testing (Ammo & firearm) with a Revolver	100	18.5%
Bullseye with a Semi-Automatic Handgun	96	17.7%
Target shooting with an air rifle at a range	96	17.7%
Teaching/Informative with a Shotgun	88	16.2%
Benchrest with a traditional rimfire rifle	87	16.1%
Teaching/Informative with a Revolver	84	15.5%
Teaching/Informative with a MSR	79	14.6%
Target shooting with a crossbow	78	14.4%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	70	12.9%
5 Stand with a Shotgun	69	12.7%
Bullseye with a Revolver	63	11.6%
Wobble Trap with a Shotgun	61	11.3%
Load Testing/Development with a Semi-Automatic Handgun	60	11.1%
Silhouette with a Semi-Automatic Handgun	60	11.1%
Load Testing/Development with a MSR	55	10.1%
Long range with a MSR	52	9.6%
Test reload with a Shotgun	51	9.4%
Load Testing/Development with a Revolver	51	9.4%
Dog training with a shotgun	50	9.2%
Training (Military / Defense / Law Enforcement) with a MSR	48	8.9%
Benchrest with a MSR	47	8.7%
Long range with a traditional rimfire rifle	46	8.5%
Tactical with a MSR	38	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	37	6.8%
Bowling pin with a Semi-Automatic Handgun	34	6.3%
Steel Challenge with a Semi-Automatic Handgun	34	6.3%
Load Testing/Development with a traditional rimfire rifle	28	5.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	27	5.0%
Silhouette with a Revolver	24	4.4%
IDPA with a Semi-Automatic Handgun	23	4.2%
Silhouette with a traditional centerfire rifle	21	3.9%
Bowling pin with a Revolver	18	3.3%
Training (Military / Defense / Law Enforcement) with a Revolver	17	3.1%
3 Gun with a Shotgun	16	3.0%
3 Gun with a Semi-Automatic Handgun	15	2.8%
Tactical with a traditional centerfire rifle	14	2.6%
Silhouette with a MSR	13	2.4%
3 Gun with a MSR	12	2.2%
Three (3) position with a MSR	11	2.0%

IPSC with a Semi-Automatic Handgun	11	2.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	2.0%
Three (3) position with a traditional centerfire rifle	9	1.7%
Three (3) position with a traditional rimfire rifle	9	1.7%
Steel Challenge with a traditional centerfire rifle	8	1.5%
Cowboy action with a Revolver	8	1.5%
Steel Challenge with a traditional rimfire rifle	7	1.3%
Cowboy action with a traditional centerfire rifle	6	1.1%
Steel Challenge with a Revolver	6	1.1%
None of the above	6	1.1%
NRA high power with a traditional centerfire rifle	5	0.9%
Tactical with a traditional rimfire rifle	5	0.9%
Cowboy Action with a Shotgun	4	0.7%
NRA high power with a MSR	4	0.7%
Steel Challenge with a MSR	4	0.7%
3 Gun with a traditional centerfire rifle	3	0.6%
IDPA with a Revolver	2	0.4%
NRA high power with a traditional rimfire rifle	2	0.4%
Schuetzen with a traditional centerfire rifle	1	0.2%
Cowboy action with a Semi-Automatic Handgun	1	0.2%
3 Gun with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Silhouette with a traditional rimfire rifle	0	0.0%
Total	542	100.0%

Table R10.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	27	6.7%
Revolver	93	23.1%
Traditional Rimfire Rifle	83	20.6%
Traditional Centerfire Rifle	70	17.4%
MSR	110	27.4%
Shotgun	70	17.4%
Air Rifle	154	38.3%
Traditional or Compound Bow	166	41.3%
Crossbow	42	10.4%
Muzzleloader	114	28.4%
Total	402	100.0%

Table R10.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	94	19.4%
3 Gun with a Shotgun	7	1.4%
5 Stand with a Shotgun	30	6.2%
Cowboy Action with a Shotgun	5	1.0%
Sighting-In with a Shotgun	59	12.2%
Skeet with a Shotgun	145	30.0%
Sporting clays with a Shotgun	108	22.3%
Teaching/Informative with a Shotgun	46	9.5%
Test reload with a Shotgun	48	9.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	47	9.7%
Trap with a Shotgun	115	23.8%
Wobble Trap with a Shotgun	26	5.4%
Plinking or informal target shooting with a traditional centerfire rifle	87	18.0%
3 Gun with a traditional centerfire rifle	5	1.0%
Benchrest with a traditional centerfire rifle	36	7.4%
Cowboy action with a traditional centerfire rifle	4	0.8%
Load Testing/Development with a traditional centerfire rifle	46	9.5%
Long range with a traditional centerfire rifle	49	10.1%
NRA high power with a traditional centerfire rifle	15	3.1%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	64	13.2%
Silhouette with a traditional centerfire rifle	22	4.5%
Steel Challenge with a traditional centerfire rifle	4	0.8%
Tactical with a traditional centerfire rifle	24	5.0%
Teaching/Informative with a traditional centerfire rifle	50	10.3%
Three (3) position with a traditional centerfire rifle	28	5.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	80	16.5%
Plinking or informal target shooting with a MSR	106	21.9%

3 Gun with a MSR	6	1.2%
Benchrest with a MSR	42	8.7%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	34	7.0%
Long range with a MSR	48	9.9%
NRA high power with a MSR	5	1.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	85	17.6%
Silhouette with a MSR	12	2.5%
Steel Challenge with a MSR	6	1.2%
Tactical with a MSR	40	8.3%
Teaching/Informative with a MSR	39	8.1%
Three (3) position with a MSR	19	3.9%
Training (Military / Defense / Law Enforcement) with a MSR	86	17.8%
Plinking or informal target shooting with a Semi-Automatic Handgun	30	6.2%
3 Gun with a Semi-Automatic Handgun	5	1.0%
Bowling pin with a Semi-Automatic Handgun	24	5.0%
Bullseye with a Semi-Automatic Handgun	25	5.2%
Cowboy action with a Semi-Automatic Handgun	7	1.4%
IDPA with a Semi-Automatic Handgun	14	2.9%
IPSC with a Semi-Automatic Handgun	14	2.9%
Load Testing/Development with a Semi-Automatic Handgun	14	2.9%
Sighting-in with a Semi-Automatic Handgun	36	7.4%
Silhouette with a Semi-Automatic Handgun	28	5.8%
Steel Challenge with a Semi-Automatic Handgun	14	2.9%
Teaching/Informative with a Semi-Automatic Handgun	28	5.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	48	9.9%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	83	17.1%
Plinking or informal target shooting with a Revolver	95	19.6%
3 Gun with a Revolver	33	6.8%
Bowling pin with a Revolver	16	3.3%
Bullseye with a Revolver	36	7.4%
Cowboy action with a Revolver	9	1.9%
IDPA with a Revolver	9	1.9%
IPSC with a Revolver	9	1.9%
Load Testing/Development with a Revolver	39	8.1%
Sighting-in with a Revolver	66	13.6%
Silhouette with a Revolver	33	6.8%
Steel Challenge with a Revolver	6	1.2%
Teaching/Informative with a Revolver	35	7.2%
Testing (Ammo & firearm) with a Revolver	62	12.8%
Training (Military / Defense / Law Enforcement) with a Revolver	56	11.6%
Dog training with a shotgun	34	7.0%
Target shooting with a traditional or compound bow	166	34.3%
Target shooting with a crossbow	42	8.7%
Target shooting with a muzzleloader	114	23.6%
Plinking or informal target shooting with a traditional rimfire rifle	96	19.8%

3 Gun with a traditional rimfire rifle	2	0.4%
Benchrest with a traditional rimfire rifle	43	8.9%
Cowboy action with a traditional rimfire rifle	2	0.4%
Load Testing/Development with a traditional rimfire rifle	22	4.5%
Long range with a traditional rimfire rifle	45	9.3%
NRA high power with a traditional rimfire rifle	3	0.6%
Schuetzen with a traditional rimfire rifle	2	0.4%
Sighting-in rifle with a traditional rimfire rifle	76	15.7%
Target shooting with an air rifle at a range	154	31.8%
Silhouette with a traditional rimfire rifle	0	0.0%
Pattern shotgun	70	14.5%
Steel Challenge with a traditional rimfire rifle	7	1.4%
Tactical with a traditional rimfire rifle	8	1.7%
Teaching/Informative with a traditional rimfire rifle	46	9.5%
Three (3) position with a traditional rimfire rifle	46	9.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	38	7.9%
Total	484	100.0%

Current Hunting Activities

Table R10.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	356	91.5%
Shotgun	335	86.1%
Muzzleloader	170	43.7%
Traditional bow/compound bow	168	43.2%
Handgun	138	35.5%
MSR	134	34.4%
Crossbow	81	20.8%
Other	9	2.3%
Total	389	100.0%

Table R10.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	68	18.5%
Deer	317	86.1%
Elk	73	19.8%
Other big game	38	10.3%
Others	22	6.0%
Predators	176	47.8%
Small game	212	57.6%
Turkey	215	58.4%
Upland game birds	192	52.2%
Waterfowl	126	34.2%
Wild pig / feral hog	80	21.7%
Total	368	100.0%

Traditional Rimfire Rifle Activity Interest

Table R10.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	141	49.0%
These activities are not offered at ranges in my area	94	32.6%
I don't know how to get started	69	24.0%
I don't have anybody to go with	67	23.3%
Too expensive	38	13.2%
Other Please describe	19	6.6%
Medical reason / disability	10	3.5%
I do not own / have access to this firearm	6	2.1%
Total	288	100.0%

Table R10.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	12	32.4%
I don't have anybody to go with	9	24.3%
Not enough time	8	21.6%
Other Please describe	6	16.2%
Too expensive	5	13.5%
These activities are not offered at ranges in my area	4	10.8%
I don't know how to get started	1	2.7%
Medical reason / disability	0	0.0%
Total	37	100.0%

Influential Media and Individuals

Table R10.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	232	43.6%
Father	212	39.8%
Self / nobody else	96	18.0%
Aunt / Uncle	64	12.0%
Co-worker	50	9.4%
Sibling	45	8.5%
Grandparent	44	8.3%
Another relative	44	8.3%
Military	21	3.9%
Neighbor	18	3.4%
Spouse	16	3.0%
Children / grandchildren	13	2.4%
Other, please specify	13	2.4%
Mother	11	2.1%
Guide / outfitter	5	0.9%
Total	532	100.0%

Table R10.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	236	44.1%
Magazines and Books	207	38.7%
Online videos	144	26.9%
National sportsmen’s conservation organizations	132	24.7%
Local clubs or social organizations	123	23.0%
Hunter education programs	82	15.3%
State wildlife management agencies	67	12.5%
Retailers	66	12.3%
Other, please specify	18	3.4%
Seminars	17	3.2%
Total	535	100.0%

Table R10.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	91	63.6%
How-to videos	85	59.4%
Product reviews	85	59.4%
Non-professionals (home videos) hunting/fishing/shooting	72	50.3%
Competitions	70	49.0%
TV programs (complete or partial episodes)	66	46.2%
Informational/political/talk show style	25	17.5%
Fish and Wildlife agency produced videos	23	16.1%
Comedy/blooper videos	10	7.0%
Other	6	4.2%
Total	143	100.0%

Table R10.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	16	6.8%
Animal Planet	9	3.8%
Comcast SportsNet	0	0.0%
Discovery Channel	36	15.3%
ESPN/ESPN 2	12	5.1%
History Channel	55	23.4%
Military Channel	55	23.4%
National Geographic	24	10.2%
NBC Sports	5	2.1%
Outdoor Channel	199	84.7%
Pursuit Channel	67	28.5%
Sportsman Channel	163	69.4%
Sunshine Network / SUN Sports	3	1.3%
WildTV	11	4.7%
World Fishing Network	10	4.3%
Other national network	9	3.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	52	22.1%
I watched hunting/fishing TV, but don't remember the channel	50	21.3%
Total	235	100.0%

Table R10.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	273	45.3%
An invitation from a friend / family member	228	37.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	195	32.4%
Programming offered by outdoor retailers	192	31.9%
Books / magazines	158	26.2%
YouTube videos	152	25.2%
Membership in a non-profit organization	122	20.3%
Online forums / blogs	92	15.3%
Other Please describe	41	6.8%
None of the above	21	3.5%
Total	602	100.0%

Table R10.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	51	26.7%	52	26.8%	41	33.9%	42	27.8%
Google+	38	19.9%	40	20.6%	29	24.0%	30	19.9%
Twitter	8	4.2%	6	3.1%	5	4.1%	7	4.6%
Pinterest	12	6.3%	10	5.2%	8	6.6%	9	6.0%
Magazines	130	68.1%	125	64.4%	84	69.4%	92	60.9%
Instagram	15	7.9%	18	9.3%	14	11.6%	21	13.9%
YouTube	93	48.7%	94	48.5%	62	51.2%	125	82.8%
Television programs	110	57.6%	94	48.5%	64	52.9%	75	49.7%
Online Forums	54	28.3%	61	31.4%	43	35.5%	61	40.4%
Newsletter from hunting / wildlife groups or organizations	63	33.0%	80	41.2%	55	45.5%	33	21.9%
Fish / Wildlife Agency for My State of Residence	64	33.5%	91	46.9%	50	41.3%	32	21.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	37	19.4%	50	25.8%	34	28.1%	20	13.2%
Other	3	1.6%	4	2.1%	0	0.0%	0	0.0%
None of The Above	12	6.3%	15	7.7%	8	6.6%	5	3.3%
Total	191	100.0%	194	100.0%	121	100.0%	151	100.0%

Table R10.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
	Facebook	79	29.3%	42	26.9%	27	29.7%	60	26.7%
	Google+	38	14.1%	29	18.6%	21	23.1%	42	18.7%
	Twitter	8	3.0%	6	3.8%	3	3.3%	6	2.7%
	Pinterest	10	3.7%	9	5.8%	4	4.4%	5	2.2%
	Magazines	178	65.9%	120	76.9%	66	72.5%	141	62.7%
	Instagram	26	9.6%	15	9.6%	14	15.4%	18	8.0%
	YouTube	126	46.7%	86	55.1%	63	69.2%	97	43.1%
	Television programs	117	43.3%	83	53.2%	48	52.7%	95	42.2%
	Online Forums	78	28.9%	56	35.9%	60	65.9%	52	23.1%
	Newsletter from hunting / wildlife groups or organizations	78	28.9%	48	30.8%	26	28.6%	62	27.6%
	Fish / Wildlife Agency for My State of Residence	85	31.5%	48	30.8%	22	24.2%	66	29.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	42	15.6%	26	16.7%	10	11.0%	36	16.0%
	Other	3	1.1%	3	1.9%	1	1.1%	3	1.3%
	None of The Above	22	8.1%	6	3.8%	2	2.2%	19	8.4%
	Total	270	100.0%	156	100.0%	91	100.0%	225	100.0%

Steel Challenge with a Traditional Rimfire Rifle

This section includes those who are interested in shooting steel challenge with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R11.1) **What is your current age?**

	Count	Column Percent
18 to 24	13	2.1%
25 to 34	54	8.7%
35 to 44	110	17.6%
45 to 54	166	26.6%
55 to 64	175	28.0%
65 and older	106	17.0%
Total	624	100.0%

Table R11.2) **What is your gender?**

	Count	Column Percent
Male	616	98.4%
Female	10	1.6%
Total	626	100.0%

Table R11.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	24	3.9%
\$20,000 to \$29,999	33	5.3%
\$30,000 to \$39,999	34	5.5%
\$40,000 to \$49,999	50	8.0%
\$50,000 to \$74,999	141	22.6%
\$75,000 to \$99,999	123	19.7%
\$100,000 to \$149,999	122	19.6%
\$150,000 to \$200,000	48	7.7%
More than \$200,000	48	7.7%
Total	623	100.0%

Table R11.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	6	1.0%
High school graduation	143	22.9%
Trade school, associates degree or similar	216	34.6%
Bachelors degree	179	28.6%
Masters degree	64	10.2%
Ph D and higher	17	2.7%
Total	625	100.0%

Table R11.5) In which region do you live?

	Count	Column Percent
Northeast	93	14.9%
Midwest	166	26.5%
South	253	40.4%
West	107	17.1%
Canada	7	1.1%
Total	626	100.0%

Introduction to Shooting

Table R11.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	427	66.1%
11 to 17 years old	171	26.5%
18 to 24 years old	27	4.2%
25 to 34 years old	8	1.2%
35 to 44 years old	4	0.6%
45 to 54 years old	4	0.6%
55 to 64 years old	5	0.8%
65 years and older	0	0.0%
Total	646	100.0%

Table R11.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	137	21.2%
Blackpowder or muzzleloader	3	0.5%
Compound bow	1	0.2%
Crossbow	0	0.0%
MSR	7	1.1%
Revolver	44	6.8%
Shotgun	123	19.0%
Semi-Automatic handgun	41	6.3%
Traditional bow	7	1.1%
Traditional rifle (Centerfire)	24	3.7%
Traditional rifle (Rimfire)	259	40.1%
Other	0	0.0%
Total	646	100.0%

Table R11.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	5	0.8%
Cowboy action	1	0.2%
Long range	2	0.3%
Pattern shotgun	8	1.2%
Plinking or informal target shooting	540	84.0%
Silhouette	3	0.5%
Skeet	15	2.3%
Sporting clays	9	1.4%
Training (Military, Defense, Law Enforcement)	7	1.1%
Trap	12	1.9%
Target archery	8	1.2%
Other Please describe:	33	5.1%
Total	643	100.0%

Table R11.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	419	65.3%
Aunt / Uncle	81	12.6%
Grandparent	79	12.3%
Friend	71	11.1%
Camp / Summer camp	34	5.3%
Sibling	28	4.4%
Nobody / I shot alone when I first went shooting	24	3.7%
Another relative	22	3.4%
Mother	14	2.2%
Neighbor	12	1.9%
Military	7	1.1%
Co-worker	4	0.6%
Other	1	0.2%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Total	642	100.0%

Table R11.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	442	70.2%
Tradition / way of life	345	54.8%
Spend time with family or friends who already shot	325	51.6%
It's relaxing / an escape	307	48.7%
Wanted to spend more time outdoors	268	42.5%
I wanted a challenge / adventure	234	37.1%
Training for hunting	161	25.6%
Protection / self defense	150	23.8%
To teach someone else / introduce my children or others to shooting	121	19.2%
Wanted to try a new sport	107	17.0%
Training (military, police, etc.)	98	15.6%
Media (television, magazines, movies)	27	4.3%
Other Please write in	7	1.1%
Total	630	100.0%

Table R11.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	169	26.2%
1 year	62	9.6%
2 - 5 years	228	35.3%
6 - 10 years	50	7.7%
More than 10 years	73	11.3%
I have only ever participated in [the shooting activity that I first participated in]	64	9.9%
Total	646	100.0%

Table R11.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	504	86.7%
3 Gun with a semi-automatic handgun	20	3.4%
Bowling pin with a semi-automatic handgun	69	11.9%
Bullseye with a semi-automatic handgun	157	27.0%
Cowboy action with a semi-automatic handgun	7	1.2%
IDPA with a semi-automatic handgun	37	6.4%
IPSC with a semi-automatic handgun	28	4.8%
Load Testing/Development with a semi-automatic handgun	90	15.5%
Sighting-in with a semi-automatic handgun	331	57.0%
Silhouette with a semi-automatic handgun	153	26.3%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	54	9.3%
Teaching/Informative with a semi-automatic handgun	188	32.4%
Testing (Ammo & firearm) with a semi-automatic handgun	228	39.2%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	158	27.2%
Other Please describe with a semi-automatic handgun	16	2.8%
Plinking or informal target shooting with a revolver	470	80.9%
3 Gun with a revolver	1	0.2%
Bowling pin with a revolver	51	8.8%
Bullseye with a revolver	124	21.3%
Cowboy action with a revolver	24	4.1%
IDPA with a revolver	8	1.4%
IPSC with a revolver	11	1.9%
Load Testing/Development with a revolver	99	17.0%
Sighting-in with a revolver	245	42.2%
Silhouette with a revolver	112	19.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	14	2.4%
Teaching/Informative with a revolver	139	23.9%
Testing (Ammo & firearm) with a revolver	188	32.4%
Training (Military, Defense, Law Enforcement) with a revolver	77	13.3%

Other Please describe with a revolver	13	2.2%
Plinking or informal target shooting with a traditional rimfire rifle	538	92.6%
3 Gun with a traditional rimfire rifle	5	0.9%
Benchrest with a traditional rimfire rifle	170	29.3%
Cowboy action with a traditional rimfire rifle	2	0.3%
Load Testing/Development with a traditional rimfire rifle	73	12.6%
Long range with a traditional rimfire rifle	129	22.2%
NRA high power with a traditional rimfire rifle	8	1.4%
Schuetzen with a traditional rimfire rifle	1	0.2%
Sighting-in rifle with a traditional rimfire rifle	402	69.2%
Silhouette with a traditional rimfire rifle	120	20.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	32	5.5%
Teaching/Informative with a traditional rimfire rifle	197	33.9%
Three (3) position with a traditional rimfire rifle	66	11.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	63	10.8%
Other Please describe with a traditional rimfire rifle	23	4.0%
Plinking or informal target shooting with a traditional centerfire rifle	478	82.3%
3 Gun with a traditional centerfire rifle	12	2.1%
Benchrest with a traditional centerfire rifle	215	37.0%
Cowboy action with a traditional centerfire rifle	10	1.7%
Load Testing/Development with a traditional centerfire rifle	169	29.1%
Long range with a traditional centerfire rifle	248	42.7%
NRA high power with a traditional centerfire rifle	22	3.8%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	400	68.8%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	105	18.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	16	2.8%
Tactical with a traditional centerfire rifle	70	12.0%
Teaching/Informative with a traditional centerfire rifle	192	33.0%
Three (3) position with a traditional centerfire rifle	55	9.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	115	19.8%
Other Please describe with a traditional centerfire rifle	20	3.4%
Plinking or informal target shooting with an MSR	404	69.5%
3 Gun with an MSR	23	4.0%
Benchrest with an MSR	141	24.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	109	18.8%
Long range with an MSR	146	25.1%
NRA high power with an MSR	11	1.9%

Schuetzen with an MSR	1	0.2%
Sighting-in rifle with an MSR	291	50.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	70	12.0%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	18	3.1%
Tactical with an MSR	124	21.3%
Teaching/Informative with an MSR	146	25.1%
Three (3) position with an MSR	41	7.1%
Training (Military, Defense, Law Enforcement) with an MSR	145	25.0%
Other Please describe with an MSR	3	0.5%
Informal (backyard, testing) with a shotgun	414	71.3%
3 Gun with a shotgun	20	3.4%
5 Stand with a shotgun	95	16.4%
Cowboy Action with a shotgun	8	1.4%
Dog training with a shotgun	86	14.8%
Other with a shotgun	10	1.7%
Pattern shotgun with a shotgun	308	53.0%
Sighting-In with a shotgun	258	44.4%
Skeet with a shotgun	342	58.9%
Sporting clays with a shotgun	340	58.5%
Teaching/Informative with a shotgun	159	27.4%
Test reload with a shotgun	97	16.7%
Training (Military, Defense, Law Enforcement) with a shotgun	98	16.9%
Trap with a shotgun	309	53.2%
Wobble Trap with a shotgun	85	14.6%
Other Please describe with a shotgun	23	4.0%
Total	581	100.0%

Current Recreational Shooting Activities

Table R11.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	502	86.7%
Traditional Rimfire Rifle	476	82.2%
Shotgun	467	80.7%
Traditional Centerfire Rifle	459	79.3%
Revolver	400	69.1%
MSR	327	56.5%
Traditional or Compound Bow	189	32.6%
Muzzleloader	134	23.1%
Crossbow	81	14.0%
None of the Above	7	1.2%
Total	579	100.0%

Table R11.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	470	81.2%
Plinking or informal target shooting with a traditional rimfire rifle	440	76.0%
Plinking or informal target shooting with a traditional centerfire rifle	389	67.2%
Plinking or informal target shooting with a Revolver	365	63.0%
Sighting-in rifle with a traditional centerfire rifle	333	57.5%
Informal (backyard or testing) with a Shotgun	321	55.4%
Sighting-in rifle with a traditional rimfire rifle	319	55.1%
Sighting-in with a Semi-Automatic Handgun	295	50.9%
Plinking or informal target shooting with a MSR	292	50.4%
Pattern shotgun	227	39.2%
Sporting clays with a Shotgun	221	38.2%
Sighting-in rifle with a MSR	207	35.8%
Skeet with a Shotgun	206	35.6%
Trap with a Shotgun	204	35.2%
Sighting-In with a Shotgun	194	33.5%
Sighting-in with a Revolver	191	33.0%
Long range with a traditional centerfire rifle	190	32.8%
Target shooting with a traditional or compound bow	189	32.6%
Benchrest with a traditional centerfire rifle	179	30.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	171	29.5%
Teaching/Informative with a Semi-Automatic Handgun	157	27.1%
Teaching/Informative with a traditional rimfire rifle	138	23.8%
Target shooting with a muzzleloader	134	23.1%

Teaching/Informative with a traditional centerfire rifle	129	22.3%
Benchrest with a traditional rimfire rifle	129	22.3%
Bullseye with a Semi-Automatic Handgun	128	22.1%
Load Testing/Development with a traditional centerfire rifle	126	21.8%
Testing (Ammo & firearm) with a Revolver	119	20.6%
Teaching/Informative with a Shotgun	113	19.5%
Silhouette with a Semi-Automatic Handgun	107	18.5%
Target shooting with an air rifle at a range	98	16.9%
Teaching/Informative with a Revolver	94	16.2%
Teaching/Informative with a MSR	89	15.4%
Long range with a MSR	83	14.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	82	14.2%
Bullseye with a Revolver	82	14.2%
Target shooting with a crossbow	81	14.0%
Benchrest with a MSR	77	13.3%
Long range with a traditional rimfire rifle	76	13.1%
Tactical with a MSR	72	12.4%
Load Testing/Development with a Semi-Automatic Handgun	68	11.7%
Load Testing/Development with a Revolver	65	11.2%
Silhouette with a Revolver	65	11.2%
Silhouette with a traditional centerfire rifle	64	11.1%
Load Testing/Development with a MSR	64	11.1%
5 Stand with a Shotgun	63	10.9%
Silhouette with a traditional rimfire rifle	63	10.9%
Wobble Trap with a Shotgun	61	10.5%
Test reload with a Shotgun	59	10.2%
Training (Military / Defense / Law Enforcement) with a MSR	53	9.2%
Dog training with a shotgun	49	8.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	45	7.8%
Bowling pin with a Semi-Automatic Handgun	40	6.9%
Silhouette with a MSR	39	6.7%
Load Testing/Development with a traditional rimfire rifle	37	6.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	35	6.0%
Steel Challenge with a Semi-Automatic Handgun	28	4.8%
Tactical with a traditional centerfire rifle	25	4.3%
IDPA with a Semi-Automatic Handgun	25	4.3%
Training (Military / Defense / Law Enforcement) with a Revolver	25	4.3%
Three (3) position with a traditional rimfire rifle	22	3.8%
Bowling pin with a Revolver	21	3.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	21	3.6%

Three (3) position with a MSR	18	3.1%
Three (3) position with a traditional centerfire rifle	15	2.6%
3 Gun with a MSR	15	2.6%
Tactical with a traditional rimfire rifle	15	2.6%
3 Gun with a Semi-Automatic Handgun	12	2.1%
3 Gun with a Shotgun	11	1.9%
IPSC with a Semi-Automatic Handgun	11	1.9%
Cowboy action with a Revolver	9	1.6%
NRA high power with a traditional centerfire rifle	8	1.4%
Steel Challenge with a MSR	7	1.2%
None of the above	7	1.2%
Cowboy action with a traditional centerfire rifle	5	0.9%
NRA high power with a MSR	5	0.9%
Steel Challenge with a traditional centerfire rifle	4	0.7%
Steel Challenge with a Revolver	4	0.7%
Cowboy Action with a Shotgun	3	0.5%
3 Gun with a traditional centerfire rifle	2	0.3%
IDPA with a Revolver	2	0.3%
IPSC with a Revolver	2	0.3%
NRA high power with a traditional rimfire rifle	2	0.3%
Cowboy action with a Semi-Automatic Handgun	1	0.2%
3 Gun with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Total	579	100.0%

Table R11.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	28	6.9%
Revolver	95	23.6%
Traditional Rimfire Rifle	73	18.1%
Traditional Centerfire Rifle	57	14.1%
MSR	105	26.1%
Shotgun	61	15.1%
Air Rifle	157	39.0%
Traditional or Compound Bow	177	43.9%
Crossbow	48	11.9%
Muzzleloader	110	27.3%
Total	403	100.0%

Table R11.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	93	17.9%
3 Gun with a Shotgun	9	1.7%
5 Stand with a Shotgun	32	6.2%
Cowboy Action with a Shotgun	5	1.0%
Sighting-In with a Shotgun	64	12.3%
Skeet with a Shotgun	136	26.2%
Sporting clays with a Shotgun	119	22.9%
Teaching/Informative with a Shotgun	46	8.9%
Test reload with a Shotgun	38	7.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	53	10.2%
Trap with a Shotgun	105	20.2%
Wobble Trap with a Shotgun	24	4.6%
Plinking or informal target shooting with a traditional centerfire rifle	89	17.1%
3 Gun with a traditional centerfire rifle	10	1.9%
Benchrest with a traditional centerfire rifle	36	6.9%
Cowboy action with a traditional centerfire rifle	5	1.0%
Load Testing/Development with a traditional centerfire rifle	43	8.3%
Long range with a traditional centerfire rifle	58	11.2%
NRA high power with a traditional centerfire rifle	14	2.7%
Schuetzen with a traditional centerfire rifle	2	0.4%
Sighting-in rifle with a traditional centerfire rifle	67	12.9%
Silhouette with a traditional centerfire rifle	41	7.9%
Steel Challenge with a traditional centerfire rifle	12	2.3%
Tactical with a traditional centerfire rifle	45	8.7%
Teaching/Informative with a traditional centerfire rifle	63	12.1%
Three (3) position with a traditional centerfire rifle	40	7.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	80	15.4%
Plinking or informal target shooting with a MSR	112	21.6%

3 Gun with a MSR	8	1.5%
Benchrest with a MSR	64	12.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	45	8.7%
Long range with a MSR	63	12.1%
NRA high power with a MSR	6	1.2%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	84	16.2%
Silhouette with a MSR	31	6.0%
Steel Challenge with a MSR	11	2.1%
Tactical with a MSR	52	10.0%
Teaching/Informative with a MSR	57	11.0%
Three (3) position with a MSR	23	4.4%
Training (Military / Defense / Law Enforcement) with a MSR	91	17.5%
Plinking or informal target shooting with a Semi-Automatic Handgun	34	6.6%
3 Gun with a Semi-Automatic Handgun	8	1.5%
Bowling pin with a Semi-Automatic Handgun	29	5.6%
Bullseye with a Semi-Automatic Handgun	29	5.6%
Cowboy action with a Semi-Automatic Handgun	6	1.2%
IDPA with a Semi-Automatic Handgun	12	2.3%
IPSC with a Semi-Automatic Handgun	17	3.3%
Load Testing/Development with a Semi-Automatic Handgun	22	4.2%
Sighting-in with a Semi-Automatic Handgun	36	6.9%
Silhouette with a Semi-Automatic Handgun	46	8.9%
Steel Challenge with a Semi-Automatic Handgun	26	5.0%
Teaching/Informative with a Semi-Automatic Handgun	31	6.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	57	11.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	74	14.3%
Plinking or informal target shooting with a Revolver	105	20.2%
3 Gun with a Revolver	50	9.6%
Bowling pin with a Revolver	30	5.8%
Bullseye with a Revolver	42	8.1%
Cowboy action with a Revolver	15	2.9%
IDPA with a Revolver	6	1.2%
IPSC with a Revolver	9	1.7%
Load Testing/Development with a Revolver	34	6.6%
Sighting-in with a Revolver	54	10.4%
Silhouette with a Revolver	47	9.1%
Steel Challenge with a Revolver	10	1.9%
Teaching/Informative with a Revolver	45	8.7%
Testing (Ammo & firearm) with a Revolver	69	13.3%
Training (Military / Defense / Law Enforcement) with a Revolver	51	9.8%
Dog training with a shotgun	37	7.1%
Target shooting with a traditional or compound bow	177	34.1%
Target shooting with a crossbow	48	9.2%
Target shooting with a muzzleloader	110	21.2%
Plinking or informal target shooting with a traditional rimfire rifle	98	18.9%

3 Gun with a traditional rimfire rifle	4	0.8%
Benchrest with a traditional rimfire rifle	41	7.9%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	36	6.9%
Long range with a traditional rimfire rifle	53	10.2%
NRA high power with a traditional rimfire rifle	6	1.2%
Schuetzen with a traditional rimfire rifle	2	0.4%
Sighting-in rifle with a traditional rimfire rifle	83	16.0%
Target shooting with an air rifle at a range	157	30.3%
Silhouette with a traditional rimfire rifle	57	11.0%
Pattern shotgun	81	15.6%
Steel Challenge with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	17	3.3%
Teaching/Informative with a traditional rimfire rifle	59	11.4%
Three (3) position with a traditional rimfire rifle	44	8.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	42	8.1%
Total	519	100.0%

Current Hunting Activities

Table R11.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	347	91.3%
Shotgun	336	88.4%
Traditional bow/compound bow	169	44.5%
MSR	161	42.4%
Muzzleloader	156	41.1%
Handgun	142	37.4%
Crossbow	79	20.8%
Other	12	3.2%
Total	380	100.0%

Table R11.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	67	18.6%
Deer	319	88.4%
Elk	66	18.3%
Other big game	37	10.2%
Others	25	6.9%
Predators	172	47.6%
Small game	224	62.0%
Turkey	216	59.8%
Upland game birds	177	49.0%
Waterfowl	127	35.2%
Wild pig / feral hog	84	23.3%
Total	361	100.0%

Traditional Rimfire Rifle Activity Interest

Table R11.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	135	48.6%
These activities are not offered at ranges in my area	89	32.0%
I don't know how to get started	78	28.1%
I don't have anybody to go with	60	21.6%
Too expensive	34	12.2%
Other Please describe	11	4.0%
Medical reason / disability	8	2.9%
I do not own / have access to this firearm	6	2.2%
Total	278	100.0%

Table R11.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	10	32.3%
Not enough time	6	19.4%
Too expensive	5	16.1%
I don't have anybody to go with	4	12.9%
I don't know how to get started	4	12.9%
Other Please describe	4	12.9%
These activities are not offered at ranges in my area	3	9.7%
Medical reason / disability	1	3.2%
Total	31	100.0%

Influential Media and Individuals

Table R11.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	259	45.2%
Father	207	36.1%
Self / nobody else	93	16.2%
Aunt / Uncle	81	14.1%
Grandparent	56	9.8%
Co-worker	55	9.6%
Another relative	55	9.6%
Sibling	52	9.1%
Military	38	6.6%
Neighbor	19	3.3%
Other, please specify	13	2.3%
Spouse	12	2.1%
Mother	11	1.9%
Children / grandchildren	8	1.4%
Guide / outfitter	4	0.7%
Total	573	100.0%

Table R11.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	260	45.3%
Magazines and Books	217	37.8%
Online videos	183	31.9%
Local clubs or social organizations	143	24.9%
National sportsmen's conservation organizations	130	22.6%
Hunter education programs	89	15.5%
Retailers	72	12.5%
State wildlife management agencies	65	11.3%
Seminars	30	5.2%
Other, please specify	18	3.1%
Total	574	100.0%

Table R11.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Product reviews	124	68.1%
Professionals hunting/fishing/shooting	118	64.8%
How-to videos	116	63.7%
Competitions	100	54.9%
Non-professionals (home videos) hunting/fishing/shooting	99	54.4%
TV programs (complete or partial episodes)	73	40.1%
Informational/political/talk show style	34	18.7%
Fish and Wildlife agency produced videos	30	16.5%
Comedy/blooper videos	16	8.8%
Other	8	4.4%
Total	182	100.0%

Table R11.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	20	7.7%
Animal Planet	10	3.9%
Comcast SportsNet	1	0.4%
Discovery Channel	47	18.1%
ESPN/ESPN 2	12	4.6%
History Channel	70	27.0%
Military Channel	70	27.0%
National Geographic	23	8.9%
NBC Sports	5	1.9%
Outdoor Channel	211	81.5%
Pursuit Channel	73	28.2%
Sportsman Channel	166	64.1%
Sunshine Network / SUN Sports	4	1.5%
WildTV	10	3.9%
World Fishing Network	9	3.5%
Other national network	8	3.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	68	26.3%
I watched hunting/fishing TV, but don't remember the channel	46	17.8%
Total	259	100.0%

Table R11.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	289	46.1%
An invitation from a friend / family member	219	34.9%
Programming offered by outdoor retailers	217	34.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	209	33.3%
Books / magazines	175	27.9%
YouTube videos	170	27.1%
Membership in a non-profit organization	145	23.1%
Online forums / blogs	105	16.7%
Other Please describe	51	8.1%
None of the above	21	3.3%
Total	627	100.0%

Table R11.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	72	33.5%	71	34.3%	44	30.8%	67	39.6%
Google+	45	20.9%	38	18.4%	33	23.1%	37	21.9%
Twitter	13	6.0%	10	4.8%	6	4.2%	11	6.5%
Pinterest	10	4.7%	9	4.3%	9	6.3%	11	6.5%
Magazines	156	72.6%	135	65.2%	100	69.9%	113	66.9%
Instagram	30	14.0%	22	10.6%	17	11.9%	22	13.0%
YouTube	131	60.9%	111	53.6%	70	49.0%	141	83.4%
Television programs	112	52.1%	89	43.0%	66	46.2%	79	46.7%
Online Forums	71	33.0%	75	36.2%	44	30.8%	67	39.6%
Newsletter from hunting / wildlife groups or organizations	70	32.6%	76	36.7%	53	37.1%	41	24.3%
Fish / Wildlife Agency for My State of Residence	59	27.4%	86	41.5%	52	36.4%	34	20.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	39	18.1%	52	25.1%	40	28.0%	24	14.2%
Other	5	2.3%	4	1.9%	0	0.0%	1	0.6%
None of The Above	10	4.7%	13	6.3%	10	7.0%	5	3.0%
Total	215	100.0%	207	100.0%	143	100.0%	169	100.0%

Table R11.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
	Facebook	100	35.2%	54	31.0%	41	39.0%	72	33.2%
	Google+	56	19.7%	44	25.3%	25	23.8%	36	16.6%
	Twitter	10	3.5%	9	5.2%	6	5.7%	8	3.7%
	Pinterest	14	4.9%	11	6.3%	9	8.6%	6	2.8%
	Magazines	183	64.4%	145	83.3%	80	76.2%	135	62.2%
	Instagram	28	9.9%	23	13.2%	17	16.2%	23	10.6%
	YouTube	155	54.6%	108	62.1%	80	76.2%	108	49.8%
	Television programs	130	45.8%	97	55.7%	45	42.9%	93	42.9%
	Online Forums	108	38.0%	63	36.2%	63	60.0%	63	29.0%
	Newsletter from hunting / wildlife groups or organizations	85	29.9%	57	32.8%	32	30.5%	60	27.6%
	Fish / Wildlife Agency for My State of Residence	74	26.1%	45	25.9%	21	20.0%	54	24.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	38	13.4%	28	16.1%	13	12.4%	26	12.0%
	Other	2	0.7%	2	1.1%	2	1.9%	1	0.5%
	None of The Above	19	6.7%	4	2.3%	1	1.0%	20	9.2%
	Total	284	100.0%	174	100.0%	105	100.0%	217	100.0%

Tactical Shooting with a Traditional Rimfire Rifle

This section includes those who are interested in tactical shooting with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R12.1) **What is your current age?**

	Count	Column Percent
18 to 24	10	2.3%
25 to 34	36	8.2%
35 to 44	78	17.8%
45 to 54	117	26.8%
55 to 64	123	28.1%
65 and older	73	16.7%
Total	437	100.0%

Table R12.2) **What is your gender?**

	Count	Column Percent
Male	426	97.0%
Female	13	3.0%
Total	439	100.0%

Table R12.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	27	6.2%
\$20,000 to \$29,999	21	4.8%
\$30,000 to \$39,999	26	5.9%
\$40,000 to \$49,999	39	8.9%
\$50,000 to \$74,999	87	19.9%
\$75,000 to \$99,999	86	19.7%
\$100,000 to \$149,999	88	20.1%
\$150,000 to \$200,000	32	7.3%
More than \$200,000	31	7.1%
Total	437	100.0%

Table R12.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	3	0.7%
High school graduation	81	18.5%
Trade school, associates degree or similar	161	36.7%
Bachelors degree	134	30.5%
Masters degree	48	10.9%
Ph D and higher	12	2.7%
Total	439	100.0%

Table R12.5) In which region do you live?

	Count	Column Percent
Northeast	60	13.7%
Midwest	108	24.7%
South	185	42.2%
West	80	18.3%
Canada	5	1.1%
Total	438	100.0%

Introduction to Shooting

Table R12.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	272	59.3%
11 to 17 years old	133	29.0%
18 to 24 years old	28	6.1%
25 to 34 years old	7	1.5%
35 to 44 years old	9	2.0%
45 to 54 years old	6	1.3%
55 to 64 years old	4	0.9%
65 years and older	0	0.0%
Total	459	100.0%

Table R12.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	89	19.4%
Blackpowder or muzzleloader	3	0.7%
Compound bow	2	0.4%
Crossbow	0	0.0%
MSR	5	1.1%
Revolver	29	6.3%
Shotgun	91	19.8%
Semi-Automatic handgun	34	7.4%
Traditional bow	9	2.0%
Traditional rifle (Centerfire)	24	5.2%
Traditional rifle (Rimfire)	173	37.7%
Other	0	0.0%
Total	459	100.0%

Table R12.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	5	1.1%
Cowboy action	2	0.4%
IPSC	1	0.2%
Long range	5	1.1%
Pattern shotgun	4	0.9%
Plinking or informal target shooting	368	80.3%
Silhouette	5	1.1%
Skeet	10	2.2%
Sporting clays	11	2.4%
Tactical	1	0.2%
Training (Military, Defense, Law Enforcement)	4	0.9%
Trap	9	2.0%
Target archery	10	2.2%
Field archery	1	0.2%
Other Please describe:	22	4.8%
Total	458	100.0%

Table R12.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	266	58.7%
Friend	69	15.2%
Aunt / Uncle	57	12.6%
Grandparent	47	10.4%
Sibling	22	4.9%
Camp / Summer camp	22	4.9%
Nobody / I shot alone when I first went shooting	20	4.4%
Another relative	19	4.2%
Mother	12	2.6%
Neighbor	12	2.6%
Co-worker	6	1.3%
Military	6	1.3%
Other	2	0.4%
Spouse	1	0.2%
Guide / outfitter	1	0.2%
Total	453	100.0%

Table R12.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	318	71.8%
Spend time with family or friends who already shot	242	54.6%
Tradition / way of life	240	54.2%
It's relaxing / an escape	235	53.0%
Wanted to spend more time outdoors	188	42.4%
I wanted a challenge / adventure	174	39.3%
Protection / self defense	120	27.1%
Training for hunting	113	25.5%
To teach someone else / introduce my children or others to shooting	97	21.9%
Wanted to try a new sport	92	20.8%
Training (military, police, etc.)	79	17.8%
Media (television, magazines, movies)	16	3.6%
Other Please write in	7	1.6%
Total	443	100.0%

Table R12.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	132	28.8%
1 year	43	9.4%
2 - 5 years	136	29.6%
6 - 10 years	41	8.9%
More than 10 years	52	11.3%
I have only ever participated in [the shooting activity that I first participated in]	55	12.0%
Total	459	100.0%

Table R12.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	350	87.3%
3 Gun with a semi-automatic handgun	15	3.7%
Bowling pin with a semi-automatic handgun	44	11.0%
Bullseye with a semi-automatic handgun	108	26.9%
Cowboy action with a semi-automatic handgun	11	2.7%
IDPA with a semi-automatic handgun	32	8.0%
IPSC with a semi-automatic handgun	9	2.2%
Load Testing/Development with a semi-automatic handgun	55	13.7%
Sighting-in with a semi-automatic handgun	218	54.4%
Silhouette with a semi-automatic handgun	119	29.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	36	9.0%
Teaching/Informative with a semi-automatic handgun	119	29.7%
Testing (Ammo & firearm) with a semi-automatic handgun	152	37.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	117	29.2%
Other Please describe with a semi-automatic handgun	10	2.5%
Plinking or informal target shooting with a revolver	320	79.8%
3 Gun with a revolver	2	0.5%
Bowling pin with a revolver	25	6.2%
Bullseye with a revolver	79	19.7%
Cowboy action with a revolver	19	4.7%
IDPA with a revolver	3	0.7%
IPSC with a revolver	2	0.5%
Load Testing/Development with a revolver	54	13.5%
Sighting-in with a revolver	143	35.7%
Silhouette with a revolver	88	21.9%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	11	2.7%
Teaching/Informative with a revolver	87	21.7%
Testing (Ammo & firearm) with a revolver	121	30.2%
Training (Military, Defense, Law Enforcement) with a revolver	54	13.5%

Other Please describe with a revolver	8	2.0%
Plinking or informal target shooting with a traditional rimfire rifle	372	92.8%
3 Gun with a traditional rimfire rifle	1	0.2%
Benchrest with a traditional rimfire rifle	116	28.9%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	52	13.0%
Long range with a traditional rimfire rifle	98	24.4%
NRA high power with a traditional rimfire rifle	4	1.0%
Schuetzen with a traditional rimfire rifle	2	0.5%
Sighting-in rifle with a traditional rimfire rifle	262	65.3%
Silhouette with a traditional rimfire rifle	88	21.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	23	5.7%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	127	31.7%
Three (3) position with a traditional rimfire rifle	37	9.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	45	11.2%
Other Please describe with a traditional rimfire rifle	15	3.7%
Plinking or informal target shooting with a traditional centerfire rifle	326	81.3%
3 Gun with a traditional centerfire rifle	6	1.5%
Benchrest with a traditional centerfire rifle	148	36.9%
Cowboy action with a traditional centerfire rifle	5	1.2%
Load Testing/Development with a traditional centerfire rifle	98	24.4%
Long range with a traditional centerfire rifle	156	38.9%
NRA high power with a traditional centerfire rifle	8	2.0%
Schuetzen with a traditional centerfire rifle	2	0.5%
Sighting-in rifle with a traditional centerfire rifle	257	64.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	80	20.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	16	4.0%
Tactical with a traditional centerfire rifle	41	10.2%
Teaching/Informative with a traditional centerfire rifle	119	29.7%
Three (3) position with a traditional centerfire rifle	42	10.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	80	20.0%
Other Please describe with a traditional centerfire rifle	17	4.2%
Plinking or informal target shooting with an MSR	280	69.8%
3 Gun with an MSR	13	3.2%
Benchrest with an MSR	100	24.9%
Cowboy action with an MSR	1	0.2%
Load Testing/Development with an MSR	69	17.2%
Long range with an MSR	103	25.7%
NRA high power with an MSR	3	0.7%

Schuetzen with an MSR	1	0.2%
Sighting-in rifle with an MSR	192	47.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	55	13.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	22	5.5%
Tactical with an MSR	82	20.4%
Teaching/Informative with an MSR	96	23.9%
Three (3) position with an MSR	34	8.5%
Training (Military, Defense, Law Enforcement) with an MSR	105	26.2%
Other Please describe with an MSR	6	1.5%
Informal (backyard, testing) with a shotgun	285	71.1%
3 Gun with a shotgun	11	2.7%
5 Stand with a shotgun	47	11.7%
Cowboy Action with a shotgun	4	1.0%
Dog training with a shotgun	54	13.5%
Other with a shotgun	6	1.5%
Pattern shotgun with a shotgun	174	43.4%
Sighting-In with a shotgun	171	42.6%
Skeet with a shotgun	238	59.4%
Sporting clays with a shotgun	241	60.1%
Teaching/Informative with a shotgun	105	26.2%
Test reload with a shotgun	63	15.7%
Training (Military, Defense, Law Enforcement) with a shotgun	60	15.0%
Trap with a shotgun	207	51.6%
Wobble Trap with a shotgun	49	12.2%
Other Please describe with a shotgun	13	3.2%
Total	401	100.0%

Current Recreational Shooting Activities

Table R12.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	350	87.5%
Traditional Rimfire Rifle	319	79.8%
Shotgun	304	76.0%
Traditional Centerfire Rifle	294	73.5%
Revolver	262	65.5%
MSR	207	51.7%
Traditional or Compound Bow	113	28.2%
Muzzleloader	75	18.8%
Crossbow	53	13.3%
None of the Above	7	1.8%
Total	400	100.0%

Table R12.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	326	81.3%
Plinking or informal target shooting with a traditional rimfire rifle	299	74.6%
Plinking or informal target shooting with a traditional centerfire rifle	263	65.6%
Plinking or informal target shooting with a Revolver	237	59.1%
Informal (backyard or testing) with a Shotgun	218	54.4%
Sighting-in rifle with a traditional centerfire rifle	210	52.4%
Sighting-in rifle with a traditional rimfire rifle	205	51.1%
Sighting-in with a Semi-Automatic Handgun	195	48.6%
Plinking or informal target shooting with a MSR	184	45.9%
Sporting clays with a Shotgun	164	40.9%
Skeet with a Shotgun	138	34.4%
Sighting-In with a Shotgun	131	32.7%
Pattern shotgun	130	32.4%
Sighting-in rifle with a MSR	118	29.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	117	29.2%
Benchrest with a traditional centerfire rifle	116	28.9%
Long range with a traditional centerfire rifle	115	28.7%
Target shooting with a traditional or compound bow	113	28.2%
Trap with a Shotgun	111	27.7%
Sighting-in with a Revolver	109	27.2%
Teaching/Informative with a Semi-Automatic Handgun	97	24.2%
Teaching/Informative with a traditional rimfire rifle	92	22.9%
Bullseye with a Semi-Automatic Handgun	90	22.4%

Silhouette with a Semi-Automatic Handgun	90	22.4%
Benchrest with a traditional rimfire rifle	83	20.7%
Testing (Ammo & firearm) with a Revolver	82	20.4%
Teaching/Informative with a traditional centerfire rifle	79	19.7%
Target shooting with a muzzleloader	75	18.7%
Load Testing/Development with a traditional centerfire rifle	70	17.5%
Teaching/Informative with a Shotgun	69	17.2%
Target shooting with an air rifle at a range	67	16.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	61	15.2%
Teaching/Informative with a Revolver	61	15.2%
Long range with a traditional rimfire rifle	60	15.0%
Teaching/Informative with a MSR	54	13.5%
Target shooting with a crossbow	53	13.2%
Long range with a MSR	51	12.7%
Silhouette with a Revolver	51	12.7%
Silhouette with a traditional centerfire rifle	50	12.5%
Bullseye with a Revolver	50	12.5%
Silhouette with a traditional rimfire rifle	50	12.5%
Benchrest with a MSR	48	12.0%
Load Testing/Development with a Semi-Automatic Handgun	45	11.2%
Tactical with a MSR	44	11.0%
Load Testing/Development with a MSR	39	9.7%
Training (Military / Defense / Law Enforcement) with a MSR	39	9.7%
Test reload with a Shotgun	38	9.5%
Wobble Trap with a Shotgun	35	8.7%
Load Testing/Development with a Revolver	34	8.5%
5 Stand with a Shotgun	33	8.2%
Load Testing/Development with a traditional rimfire rifle	33	8.2%
Dog training with a shotgun	32	8.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	31	7.7%
Silhouette with a MSR	27	6.7%
Bowling pin with a Semi-Automatic Handgun	25	6.2%
Steel Challenge with a Semi-Automatic Handgun	25	6.2%
IDPA with a Semi-Automatic Handgun	23	5.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	22	5.5%
Tactical with a traditional centerfire rifle	16	4.0%
Steel Challenge with a traditional centerfire rifle	14	3.5%
Training (Military / Defense / Law Enforcement) with a Revolver	14	3.5%
Steel Challenge with a traditional rimfire rifle	14	3.5%
Three (3) position with a traditional centerfire rifle	13	3.2%
Three (3) position with a MSR	12	3.0%

Bowling pin with a Revolver	12	3.0%
Cowboy action with a Revolver	11	2.7%
Three (3) position with a traditional rimfire rifle	11	2.7%
3 Gun with a Semi-Automatic Handgun	10	2.5%
Steel Challenge with a MSR	9	2.2%
3 Gun with a MSR	8	2.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	8	2.0%
3 Gun with a Shotgun	7	1.7%
Steel Challenge with a Revolver	7	1.7%
None of the above	7	1.7%
IPSC with a Semi-Automatic Handgun	5	1.2%
Cowboy action with a traditional centerfire rifle	4	1.0%
NRA high power with a traditional centerfire rifle	3	0.7%
Cowboy action with a Semi-Automatic Handgun	3	0.7%
Cowboy Action with a Shotgun	2	0.5%
NRA high power with a MSR	2	0.5%
3 Gun with a traditional centerfire rifle	1	0.2%
IPSC with a Revolver	1	0.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
NRA high power with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	401	100.0%

Table R12.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	22	7.7%
Revolver	75	26.1%
Traditional Rimfire Rifle	62	21.6%
Traditional Centerfire Rifle	53	18.5%
MSR	92	32.1%
Shotgun	61	21.3%
Air Rifle	107	37.3%
Traditional or Compound Bow	123	42.9%
Crossbow	37	12.9%
Muzzleloader	56	19.5%
Total	287	100.0%

Table R12.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	67	18.7%
3 Gun with a Shotgun	4	1.1%
5 Stand with a Shotgun	14	3.9%
Cowboy Action with a Shotgun	2	0.6%
Sighting-In with a Shotgun	40	11.1%
Skeet with a Shotgun	100	27.9%
Sporting clays with a Shotgun	77	21.4%
Teaching/Informative with a Shotgun	36	10.0%
Test reload with a Shotgun	25	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	29	8.1%
Trap with a Shotgun	96	26.7%
Wobble Trap with a Shotgun	14	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	63	17.5%
3 Gun with a traditional centerfire rifle	5	1.4%
Benchrest with a traditional centerfire rifle	32	8.9%
Cowboy action with a traditional centerfire rifle	1	0.3%
Load Testing/Development with a traditional centerfire rifle	28	7.8%
Long range with a traditional centerfire rifle	41	11.4%
NRA high power with a traditional centerfire rifle	5	1.4%
Schuetzen with a traditional centerfire rifle	2	0.6%
Sighting-in rifle with a traditional centerfire rifle	47	13.1%
Silhouette with a traditional centerfire rifle	30	8.4%
Steel Challenge with a traditional centerfire rifle	2	0.6%
Tactical with a traditional centerfire rifle	25	7.0%
Teaching/Informative with a traditional centerfire rifle	40	11.1%
Three (3) position with a traditional centerfire rifle	29	8.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	58	16.2%
Plinking or informal target shooting with a MSR	96	26.7%

3 Gun with a MSR	5	1.4%
Benchrest with a MSR	52	14.5%
Cowboy action with a MSR	1	0.3%
Load Testing/Development with a MSR	30	8.4%
Long range with a MSR	52	14.5%
NRA high power with a MSR	1	0.3%
Schuetzen with a MSR	1	0.3%
Sighting-in rifle with a MSR	74	20.6%
Silhouette with a MSR	28	7.8%
Steel Challenge with a MSR	13	3.6%
Tactical with a MSR	38	10.6%
Teaching/Informative with a MSR	42	11.7%
Three (3) position with a MSR	22	6.1%
Training (Military / Defense / Law Enforcement) with a MSR	65	18.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	24	6.7%
3 Gun with a Semi-Automatic Handgun	5	1.4%
Bowling pin with a Semi-Automatic Handgun	19	5.3%
Bullseye with a Semi-Automatic Handgun	18	5.0%
Cowboy action with a Semi-Automatic Handgun	8	2.2%
IDPA with a Semi-Automatic Handgun	9	2.5%
IPSC with a Semi-Automatic Handgun	4	1.1%
Load Testing/Development with a Semi-Automatic Handgun	10	2.8%
Sighting-in with a Semi-Automatic Handgun	23	6.4%
Silhouette with a Semi-Automatic Handgun	29	8.1%
Steel Challenge with a Semi-Automatic Handgun	11	3.1%
Teaching/Informative with a Semi-Automatic Handgun	22	6.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	35	9.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	53	14.8%
Plinking or informal target shooting with a Revolver	83	23.1%
3 Gun with a Revolver	25	7.0%
Bowling pin with a Revolver	13	3.6%
Bullseye with a Revolver	29	8.1%
Cowboy action with a Revolver	8	2.2%
IDPA with a Revolver	3	0.8%
IPSC with a Revolver	1	0.3%
Load Testing/Development with a Revolver	20	5.6%
Sighting-in with a Revolver	34	9.5%
Silhouette with a Revolver	37	10.3%
Steel Challenge with a Revolver	4	1.1%
Teaching/Informative with a Revolver	26	7.2%
Testing (Ammo & firearm) with a Revolver	39	10.9%
Training (Military / Defense / Law Enforcement) with a Revolver	39	10.9%
Dog training with a shotgun	22	6.1%
Target shooting with a traditional or compound bow	123	34.3%
Target shooting with a crossbow	37	10.3%
Target shooting with a muzzleloader	56	15.6%
Plinking or informal target shooting with a traditional rimfire rifle	73	20.3%

3 Gun with a traditional rimfire rifle	1	0.3%
Benchrest with a traditional rimfire rifle	33	9.2%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	19	5.3%
Long range with a traditional rimfire rifle	38	10.6%
NRA high power with a traditional rimfire rifle	3	0.8%
Schuetzen with a traditional rimfire rifle	2	0.6%
Sighting-in rifle with a traditional rimfire rifle	57	15.9%
Target shooting with an air rifle at a range	107	29.8%
Silhouette with a traditional rimfire rifle	38	10.6%
Pattern shotgun	44	12.3%
Steel Challenge with a traditional rimfire rifle	9	2.5%
Tactical with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	35	9.7%
Three (3) position with a traditional rimfire rifle	26	7.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	37	10.3%
Total	359	100.0%

Current Hunting Activities

Table R12.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	217	91.2%
Traditional rifle (centerfire or rimfire)	205	86.1%
Traditional bow/compound bow	119	50.0%
MSR	117	49.2%
Handgun	87	36.6%
Muzzleloader	85	35.7%
Crossbow	52	21.8%
Other	5	2.1%
Total	238	100.0%

Table R12.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	36	16.1%
Deer	192	85.7%
Elk	37	16.5%
Other big game	24	10.7%
Others	13	5.8%
Predators	100	44.6%
Small game	138	61.6%
Turkey	132	58.9%
Upland game birds	116	51.8%
Waterfowl	83	37.1%
Wild pig / feral hog	55	24.6%
Total	224	100.0%

Traditional Rimfire Rifle Activity Interest

Table R12.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	79	43.2%
I don't know how to get started	59	32.2%
These activities are not offered at ranges in my area	48	26.2%
I don't have anybody to go with	44	24.0%
Too expensive	31	16.9%
Other Please describe	11	6.0%
I do not own / have access to this firearm	7	3.8%
Medical reason / disability	4	2.2%
Total	183	100.0%

Table R12.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Not enough time	9	30.0%
I don't own or have access to the proper equipment	8	26.7%
I don't have anybody to go with	7	23.3%
I don't know how to get started	4	13.3%
Other Please describe	3	10.0%
These activities are not offered at ranges in my area	2	6.7%
Too expensive	2	6.7%
Medical reason / disability	0	0.0%
Total	30	100.0%

Influential Media and Individuals

Table R12.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	184	46.5%
Father	152	38.4%
Self / nobody else	76	19.2%
Grandparent	41	10.4%
Sibling	40	10.1%
Aunt / Uncle	40	10.1%
Co-worker	34	8.6%
Another relative	27	6.8%
Military	24	6.1%
Neighbor	19	4.8%
Spouse	10	2.5%
Other, please specify	10	2.5%
Mother	9	2.3%
Children / grandchildren	5	1.3%
Guide / outfitter	3	0.8%
Total	396	100.0%

Table R12.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	171	43.0%
Magazines and Books	136	34.2%
Online videos	125	31.4%
National sportsmen's conservation organizations	100	25.1%
Local clubs or social organizations	95	23.9%
Hunter education programs	65	16.3%
Retailers	59	14.8%
State wildlife management agencies	50	12.6%
Seminars	15	3.8%
Other, please specify	15	3.8%
Total	398	100.0%

Table R12.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	87	69.6%
Professionals hunting/fishing/shooting	85	68.0%
Product reviews	83	66.4%
Non-professionals (home videos) hunting/fishing/shooting	75	60.0%
Competitions	67	53.6%
TV programs (complete or partial episodes)	63	50.4%
Fish and Wildlife agency produced videos	26	20.8%
Informational/political/talk show style	24	19.2%
Comedy/blooper videos	12	9.6%
Other	5	4.0%
Total	125	100.0%

Table R12.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	14	8.2%
Animal Planet	10	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	36	21.2%
ESPN/ESPN 2	6	3.5%
History Channel	51	30.0%
Military Channel	55	32.4%
National Geographic	22	12.9%
NBC Sports	7	4.1%
Outdoor Channel	144	84.7%
Pursuit Channel	48	28.2%
Sportsman Channel	116	68.2%
Sunshine Network / SUN Sports	3	1.8%
WildTV	7	4.1%
World Fishing Network	6	3.5%
Other national network	9	5.3%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	47	27.6%
I watched hunting/fishing TV, but don't remember the channel	35	20.6%
Total	170	100.0%

Table R12.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	215	48.9%
Programming offered by outdoor retailers	166	37.7%
An invitation from a friend / family member	156	35.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	155	35.2%
Books / magazines	146	33.2%
YouTube videos	136	30.9%
Membership in a non-profit organization	118	26.8%
Online forums / blogs	84	19.1%
Other Please describe	34	7.7%
None of the above	10	2.3%
Total	440	100.0%

Table R12.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	47	28.7%	55	35.9%	41	35.7%	44	32.8%
	Google+	38	23.2%	29	19.0%	27	23.5%	34	25.4%
	Twitter	10	6.1%	5	3.3%	5	4.3%	6	4.5%
	Pinterest	15	9.1%	12	7.8%	10	8.7%	16	11.9%
	Magazines	113	68.9%	105	68.6%	73	63.5%	91	67.9%
	Instagram	19	11.6%	19	12.4%	15	13.0%	12	9.0%
	YouTube	99	60.4%	84	54.9%	54	47.0%	112	83.6%
	Television programs	86	52.4%	68	44.4%	50	43.5%	65	48.5%
	Online Forums	53	32.3%	55	35.9%	38	33.0%	56	41.8%
	Newsletter from hunting / wildlife groups or organizations	53	32.3%	63	41.2%	42	36.5%	33	24.6%
	Fish / Wildlife Agency for My State of Residence	62	37.8%	76	49.7%	51	44.3%	33	24.6%
	Fish / Wildlife Agency for A State Other Than My State of Residence	30	18.3%	41	26.8%	32	27.8%	24	17.9%
	Other	4	2.4%	4	2.6%	0	0.0%	3	2.2%
	None of The Above	8	4.9%	7	4.6%	12	10.4%	3	2.2%
	Total	164	100.0%	153	100.0%	115	100.0%	134	100.0%

Table R12.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	68	32.4%	43	29.7%	23	27.4%	49	32.0%
	Google+	42	20.0%	41	28.3%	23	27.4%	30	19.6%
	Twitter	9	4.3%	6	4.1%	6	7.1%	5	3.3%
	Pinterest	18	8.6%	15	10.3%	9	10.7%	7	4.6%
	Magazines	131	62.4%	119	82.1%	67	79.8%	103	67.3%
	Instagram	19	9.0%	14	9.7%	9	10.7%	13	8.5%
	YouTube	122	58.1%	85	58.6%	66	78.6%	76	49.7%
	Television programs	94	44.8%	74	51.0%	43	51.2%	73	47.7%
	Online Forums	70	33.3%	55	37.9%	55	65.5%	41	26.8%
	Newsletter from hunting / wildlife groups or organizations	69	32.9%	48	33.1%	22	26.2%	52	34.0%
	Fish / Wildlife Agency for My State of Residence	73	34.8%	44	30.3%	25	29.8%	48	31.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	33	15.7%	31	21.4%	9	10.7%	20	13.1%
	Other	5	2.4%	4	2.8%	2	2.4%	2	1.3%
	None of The Above	10	4.8%	4	2.8%	1	1.2%	15	9.8%
	Total	210	100.0%	145	100.0%	84	100.0%	153	100.0%

Teaching or Informative Shooting with a Traditional Rimfire Rifle

This section includes those who are interested in teaching or informative shooting with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R9.1) **What is your current age?**

	Count	Column Percent
18 to 24	5	2.1%
25 to 34	22	9.4%
35 to 44	32	13.7%
45 to 54	56	23.9%
55 to 64	67	28.6%
65 and older	52	22.2%
Total	234	100.0%

Table R9.2) **What is your gender?**

	Count	Column Percent
Male	231	98.7%
Female	3	1.3%
Total	234	100.0%

Table R9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	11	4.7%
\$20,000 to \$29,999	11	4.7%
\$30,000 to \$39,999	12	5.1%
\$40,000 to \$49,999	20	8.5%
\$50,000 to \$74,999	61	26.1%
\$75,000 to \$99,999	42	17.9%
\$100,000 to \$149,999	49	20.9%
\$150,000 to \$200,000	17	7.3%
More than \$200,000	11	4.7%
Total	234	100.0%

Table R9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	2.1%
High school graduation	46	19.7%
Trade school, associates degree or similar	80	34.2%
Bachelors degree	68	29.1%
Masters degree	27	11.5%
Ph D and higher	8	3.4%
Total	234	100.0%

Table R9.5) In which region do you live?

	Count	Column Percent
Northeast	33	14.1%
Midwest	78	33.3%
South	82	35.0%
West	41	17.5%
Canada	0	0.0%
Total	234	100.0%

Introduction to Shooting

Table R9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	151	62.7%
11 to 17 years old	58	24.1%
18 to 24 years old	19	7.9%
25 to 34 years old	6	2.5%
35 to 44 years old	4	1.7%
45 to 54 years old	1	0.4%
55 to 64 years old	2	0.8%
65 years and older	0	0.0%
Total	241	100.0%

Table R9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	31	12.9%
Blackpowder or muzzleloader	0	0.0%
Compound bow	1	0.4%
Crossbow	0	0.0%
MSR	4	1.7%
Revolver	22	9.1%
Shotgun	47	19.5%
Semi-Automatic handgun	26	10.8%
Traditional bow	2	0.8%
Traditional rifle (Centerfire)	13	5.4%
Traditional rifle (Rimfire)	95	39.4%
Other	0	0.0%
Total	241	100.0%

Table R9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.8%
Long range	2	0.8%
Pattern shotgun	6	2.5%
Plinking or informal target shooting	188	78.7%
Silhouette	1	0.4%
Skeet	6	2.5%
Sporting clays	3	1.3%
Training (Military, Defense, Law Enforcement)	7	2.9%
Trap	5	2.1%
Target archery	2	0.8%
Field archery	1	0.4%
Other Please describe:	16	6.7%
Total	239	100.0%

Table R9.9) Who took you shooting for the first time?

	Count	Column Percent
Father	143	60.3%
Friend	36	15.2%
Aunt / Uncle	22	9.3%
Grandparent	18	7.6%
Camp / Summer camp	16	6.8%
Sibling	14	5.9%
Nobody / I shot alone when I first went shooting	10	4.2%
Another relative	8	3.4%
Mother	6	2.5%
Military	4	1.7%
Neighbor	3	1.3%
Co-worker	1	0.4%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	237	100.0%

Table R9.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	166	70.9%
It's relaxing / an escape	115	49.1%
Tradition / way of life	113	48.3%
Spend time with family or friends who already shot	110	47.0%
Wanted to spend more time outdoors	90	38.5%
I wanted a challenge / adventure	72	30.8%
Training for hunting	61	26.1%
To teach someone else / introduce my children or others to shooting	57	24.4%
Protection / self defense	56	23.9%
Wanted to try a new sport	42	17.9%
Training (military, police, etc.)	36	15.4%
Media (television, magazines, movies)	8	3.4%
Other Please write in	4	1.7%
Total	234	100.0%

Table R9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	56	23.2%
1 year	27	11.2%
2 - 5 years	83	34.4%
6 - 10 years	16	6.6%
More than 10 years	24	10.0%
I have only ever participated in [the shooting activity that I first participated in]	35	14.5%
Total	241	100.0%

Table R9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	165	80.9%
3 Gun with a semi-automatic handgun	8	3.9%
Bowling pin with a semi-automatic handgun	17	8.3%
Bullseye with a semi-automatic handgun	49	24.0%
Cowboy action with a semi-automatic handgun	4	2.0%
IDPA with a semi-automatic handgun	14	6.9%
IPSC with a semi-automatic handgun	10	4.9%
Load Testing/Development with a semi-automatic handgun	16	7.8%
Sighting-in with a semi-automatic handgun	97	47.5%
Silhouette with a semi-automatic handgun	49	24.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	24	11.8%
Teaching/Informative with a semi-automatic handgun	50	24.5%
Testing (Ammo & firearm) with a semi-automatic handgun	69	33.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	71	34.8%
Other Please describe with a semi-automatic handgun	4	2.0%
Plinking or informal target shooting with a revolver	164	80.4%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	8	3.9%
Bullseye with a revolver	36	17.6%
Cowboy action with a revolver	11	5.4%
IDPA with a revolver	0	0.0%
IPSC with a revolver	2	1.0%
Load Testing/Development with a revolver	22	10.8%
Sighting-in with a revolver	68	33.3%
Silhouette with a revolver	37	18.1%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	6	2.9%
Teaching/Informative with a revolver	26	12.7%
Testing (Ammo & firearm) with a revolver	61	29.9%
Training (Military, Defense, Law Enforcement) with a revolver	35	17.2%

Other Please describe with a revolver	2	1.0%
Plinking or informal target shooting with a traditional rimfire rifle	181	88.7%
3 Gun with a traditional rimfire rifle	1	0.5%
Benchrest with a traditional rimfire rifle	52	25.5%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	23	11.3%
Long range with a traditional rimfire rifle	37	18.1%
NRA high power with a traditional rimfire rifle	4	2.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	110	53.9%
Silhouette with a traditional rimfire rifle	32	15.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	9	4.4%
Tactical with a traditional rimfire rifle	9	4.4%
Teaching/Informative with a traditional rimfire rifle	0	0.0%
Three (3) position with a traditional rimfire rifle	14	6.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	25	12.3%
Other Please describe with a traditional rimfire rifle	5	2.5%
Plinking or informal target shooting with a traditional centerfire rifle	156	76.5%
3 Gun with a traditional centerfire rifle	6	2.9%
Benchrest with a traditional centerfire rifle	66	32.4%
Cowboy action with a traditional centerfire rifle	7	3.4%
Load Testing/Development with a traditional centerfire rifle	44	21.6%
Long range with a traditional centerfire rifle	68	33.3%
NRA high power with a traditional centerfire rifle	5	2.5%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	120	58.8%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	29	14.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	8	3.9%
Tactical with a traditional centerfire rifle	23	11.3%
Teaching/Informative with a traditional centerfire rifle	31	15.2%
Three (3) position with a traditional centerfire rifle	15	7.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	48	23.5%
Other Please describe with a traditional centerfire rifle	6	2.9%
Plinking or informal target shooting with an MSR	129	63.2%
3 Gun with an MSR	9	4.4%
Benchrest with an MSR	38	18.6%
Cowboy action with an MSR	1	0.5%
Load Testing/Development with an MSR	28	13.7%
Long range with an MSR	40	19.6%
NRA high power with an MSR	5	2.5%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	88	43.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	24	11.8%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	5.4%
Tactical with an MSR	41	20.1%
Teaching/Informative with an MSR	31	15.2%
Three (3) position with an MSR	11	5.4%
Training (Military, Defense, Law Enforcement) with an MSR	50	24.5%
Other Please describe with an MSR	2	1.0%
Informal (backyard, testing) with a shotgun	122	59.8%
3 Gun with a shotgun	9	4.4%
5 Stand with a shotgun	22	10.8%
Cowboy Action with a shotgun	7	3.4%
Dog training with a shotgun	33	16.2%
Other with a shotgun	2	1.0%
Pattern shotgun with a shotgun	95	46.6%
Sighting-In with a shotgun	77	37.7%
Skeet with a shotgun	108	52.9%
Sporting clays with a shotgun	102	50.0%
Teaching/Informative with a shotgun	37	18.1%
Test reload with a shotgun	23	11.3%
Training (Military, Defense, Law Enforcement) with a shotgun	36	17.6%
Trap with a shotgun	77	37.7%
Wobble Trap with a shotgun	23	11.3%
Other Please describe with a shotgun	10	4.9%
Total	204	100.0%

Current Recreational Shooting Activities

Table R9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	170	83.3%
Traditional Rimfire Rifle	158	77.5%
Traditional Centerfire Rifle	150	73.5%
Shotgun	143	70.1%
Revolver	138	67.6%
MSR	101	49.5%
Traditional or Compound Bow	55	27.0%
Muzzleloader	39	19.1%
Crossbow	29	14.2%
None of the Above	2	1.0%
Total	204	100.0%

Table R9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	152	74.1%
Plinking or informal target shooting with a traditional rimfire rifle	140	68.3%
Plinking or informal target shooting with a traditional centerfire rifle	128	62.4%
Plinking or informal target shooting with a Revolver	124	60.5%
Sighting-in rifle with a traditional centerfire rifle	97	47.3%
Informal (backyard or testing) with a Shotgun	91	44.4%
Plinking or informal target shooting with a MSR	85	41.5%
Sighting-in rifle with a traditional rimfire rifle	85	41.5%
Sighting-in with a Semi-Automatic Handgun	82	40.0%
Pattern shotgun	71	34.6%
Sporting clays with a Shotgun	67	32.7%
Sighting-In with a Shotgun	60	29.3%
Sighting-in rifle with a MSR	59	28.8%
Skeet with a Shotgun	55	26.8%
Target shooting with a traditional or compound bow	55	26.8%
Sighting-in with a Revolver	53	25.9%
Benchrest with a traditional centerfire rifle	50	24.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	49	23.9%
Long range with a traditional centerfire rifle	47	22.9%
Trap with a Shotgun	46	22.4%
Target shooting with a muzzleloader	39	19.0%
Teaching/Informative with a Semi-Automatic Handgun	38	18.5%
Benchrest with a traditional rimfire rifle	37	18.0%

Bullseye with a Semi-Automatic Handgun	34	16.6%
Load Testing/Development with a traditional centerfire rifle	33	16.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	33	16.1%
Silhouette with a Semi-Automatic Handgun	32	15.6%
Testing (Ammo & firearm) with a Revolver	30	14.6%
Target shooting with a crossbow	29	14.1%
Tactical with a MSR	26	12.7%
Target shooting with an air rifle at a range	26	12.7%
Long range with a traditional rimfire rifle	24	11.7%
Training (Military / Defense / Law Enforcement) with a MSR	23	11.2%
Bullseye with a Revolver	23	11.2%
Dog training with a shotgun	21	10.2%
Teaching/Informative with a Shotgun	20	9.8%
Benchrest with a MSR	20	9.8%
Teaching/Informative with a MSR	20	9.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	19	9.3%
Long range with a MSR	19	9.3%
Silhouette with a Revolver	18	8.8%
Silhouette with a traditional rimfire rifle	18	8.8%
5 Stand with a Shotgun	17	8.3%
Silhouette with a traditional centerfire rifle	17	8.3%
Teaching/Informative with a traditional centerfire rifle	17	8.3%
Load Testing/Development with a MSR	17	8.3%
Wobble Trap with a Shotgun	15	7.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	15	7.3%
Test reload with a Shotgun	14	6.8%
Teaching/Informative with a Revolver	14	6.8%
Load Testing/Development with a Revolver	13	6.3%
Load Testing/Development with a traditional rimfire rifle	13	6.3%
Steel Challenge with a Semi-Automatic Handgun	12	5.9%
IDPA with a Semi-Automatic Handgun	10	4.9%
Load Testing/Development with a Semi-Automatic Handgun	10	4.9%
Silhouette with a MSR	9	4.4%
Bowling pin with a Semi-Automatic Handgun	8	3.9%
Training (Military / Defense / Law Enforcement) with a Revolver	8	3.9%
Cowboy action with a Revolver	7	3.4%
3 Gun with a Shotgun	6	2.9%
3 Gun with a Semi-Automatic Handgun	6	2.9%
Steel Challenge with a traditional rimfire rifle	6	2.9%
Cowboy action with a traditional centerfire rifle	5	2.4%
Tactical with a traditional centerfire rifle	5	2.4%

Three (3) position with a traditional centerfire rifle	5	2.4%
3 Gun with a MSR	5	2.4%
IPSC with a Semi-Automatic Handgun	5	2.4%
Three (3) position with a traditional rimfire rifle	5	2.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	2.4%
Cowboy Action with a Shotgun	4	2.0%
Steel Challenge with a traditional centerfire rifle	4	2.0%
Steel Challenge with a MSR	4	2.0%
Bowling pin with a Revolver	4	2.0%
Three (3) position with a MSR	3	1.5%
Steel Challenge with a Revolver	3	1.5%
Cowboy action with a Semi-Automatic Handgun	2	1.0%
IPSC with a Revolver	2	1.0%
None of the above	2	1.0%
3 Gun with a traditional centerfire rifle	1	0.5%
Cowboy action with a MSR	1	0.5%
NRA high power with a MSR	1	0.5%
Cowboy action with a traditional rimfire rifle	1	0.5%
NRA high power with a traditional rimfire rifle	1	0.5%
Tactical with a traditional rimfire rifle	1	0.5%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Teaching/Informative with a traditional rimfire rifle	0	0.0%
Total	205	100.0%

Table R9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	19	13.0%
Revolver	36	24.7%
Traditional Rimfire Rifle	37	25.3%
Traditional Centerfire Rifle	24	16.4%
MSR	44	30.1%
Shotgun	34	23.3%
Air Rifle	36	24.7%
Traditional or Compound Bow	58	39.7%
Crossbow	13	8.9%
Muzzleloader	30	20.5%
Total	146	100.0%

Table R9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	31	17.8%
3 Gun with a Shotgun	3	1.7%
5 Stand with a Shotgun	5	2.9%
Cowboy Action with a Shotgun	3	1.7%
Sighting-In with a Shotgun	17	9.8%
Skeet with a Shotgun	53	30.5%
Sporting clays with a Shotgun	35	20.1%
Teaching/Informative with a Shotgun	17	9.8%
Test reload with a Shotgun	9	5.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	17	9.8%
Trap with a Shotgun	31	17.8%
Wobble Trap with a Shotgun	8	4.6%
Plinking or informal target shooting with a traditional centerfire rifle	28	16.1%
3 Gun with a traditional centerfire rifle	5	2.9%
Benchrest with a traditional centerfire rifle	16	9.2%
Cowboy action with a traditional centerfire rifle	2	1.1%
Load Testing/Development with a traditional centerfire rifle	11	6.3%
Long range with a traditional centerfire rifle	21	12.1%
NRA high power with a traditional centerfire rifle	5	2.9%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	23	13.2%
Silhouette with a traditional centerfire rifle	12	6.9%
Steel Challenge with a traditional centerfire rifle	4	2.3%
Tactical with a traditional centerfire rifle	18	10.3%
Teaching/Informative with a traditional centerfire rifle	14	8.0%
Three (3) position with a traditional centerfire rifle	10	5.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	33	19.0%
Plinking or informal target shooting with a MSR	44	25.3%

3 Gun with a MSR	4	2.3%
Benchrest with a MSR	18	10.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	11	6.3%
Long range with a MSR	21	12.1%
NRA high power with a MSR	4	2.3%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	29	16.7%
Silhouette with a MSR	15	8.6%
Steel Challenge with a MSR	7	4.0%
Tactical with a MSR	15	8.6%
Teaching/Informative with a MSR	11	6.3%
Three (3) position with a MSR	8	4.6%
Training (Military / Defense / Law Enforcement) with a MSR	27	15.5%
Plinking or informal target shooting with a Semi-Automatic Handgun	13	7.5%
3 Gun with a Semi-Automatic Handgun	2	1.1%
Bowling pin with a Semi-Automatic Handgun	9	5.2%
Bullseye with a Semi-Automatic Handgun	15	8.6%
Cowboy action with a Semi-Automatic Handgun	2	1.1%
IDPA with a Semi-Automatic Handgun	4	2.3%
IPSC with a Semi-Automatic Handgun	5	2.9%
Load Testing/Development with a Semi-Automatic Handgun	6	3.4%
Sighting-in with a Semi-Automatic Handgun	15	8.6%
Silhouette with a Semi-Automatic Handgun	17	9.8%
Steel Challenge with a Semi-Automatic Handgun	12	6.9%
Teaching/Informative with a Semi-Automatic Handgun	12	6.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	20	11.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	34	19.5%
Plinking or informal target shooting with a Revolver	40	23.0%
3 Gun with a Revolver	8	4.6%
Bowling pin with a Revolver	4	2.3%
Bullseye with a Revolver	13	7.5%
Cowboy action with a Revolver	4	2.3%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	9	5.2%
Sighting-in with a Revolver	15	8.6%
Silhouette with a Revolver	19	10.9%
Steel Challenge with a Revolver	3	1.7%
Teaching/Informative with a Revolver	12	6.9%
Testing (Ammo & firearm) with a Revolver	31	17.8%
Training (Military / Defense / Law Enforcement) with a Revolver	25	14.4%
Dog training with a shotgun	12	6.9%
Target shooting with a traditional or compound bow	58	33.3%
Target shooting with a crossbow	13	7.5%
Target shooting with a muzzleloader	30	17.2%
Plinking or informal target shooting with a traditional rimfire rifle	41	23.6%

3 Gun with a traditional rimfire rifle	1	0.6%
Benchrest with a traditional rimfire rifle	15	8.6%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	10	5.7%
Long range with a traditional rimfire rifle	13	7.5%
NRA high power with a traditional rimfire rifle	3	1.7%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	25	14.4%
Target shooting with an air rifle at a range	36	20.7%
Silhouette with a traditional rimfire rifle	14	8.0%
Pattern shotgun	24	13.8%
Steel Challenge with a traditional rimfire rifle	3	1.7%
Tactical with a traditional rimfire rifle	8	4.6%
Teaching/Informative with a traditional rimfire rifle	0	0.0%
Three (3) position with a traditional rimfire rifle	9	5.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	20	11.5%
Total	174	100.0%

Current Hunting Activities

Table R9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	118	90.1%
Traditional rifle (centerfire or rimfire)	116	88.5%
Traditional bow/compound bow	61	46.6%
MSR	56	42.7%
Handgun	56	42.7%
Muzzleloader	50	38.2%
Crossbow	31	23.7%
Other	4	3.1%
Total	131	100.0%

Table R9.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	17	13.7%
Deer	108	87.1%
Elk	19	15.3%
Other big game	9	7.3%
Others	7	5.6%
Predators	56	45.2%
Small game	68	54.8%
Turkey	76	61.3%
Upland game birds	72	58.1%
Waterfowl	45	36.3%
Wild pig / feral hog	27	21.8%
Total	124	100.0%

Traditional Rimfire Rifle Activity Interest

Table R9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	44	43.1%
These activities are not offered at ranges in my area	25	24.5%
I don't know how to get started	24	23.5%
I don't have anybody to go with	17	16.7%
Too expensive	15	14.7%
Other Please describe	8	7.8%
Medical reason / disability	7	6.9%
I do not own / have access to this firearm	6	5.9%
Total	102	100.0%

Table R9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	7	58.3%
I don't have anybody to go with	3	25.0%
Not enough time	2	16.7%
These activities are not offered at ranges in my area	1	8.3%
Other Please describe	1	8.3%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Total	12	100.0%

Influential Media and Individuals

Table R9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	79	39.5%
Father	76	38.0%
Self / nobody else	37	18.5%
Sibling	23	11.5%
Aunt / Uncle	21	10.5%
Another relative	19	9.5%
Military	18	9.0%
Grandparent	14	7.0%
Co-worker	13	6.5%
Mother	7	3.5%
Other, please specify	7	3.5%
Neighbor	4	2.0%
Children / grandchildren	2	1.0%
Spouse	2	1.0%
Guide / outfitter	2	1.0%
Total	200	100.0%

Table R9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	85	41.7%
Magazines and Books	76	37.3%
National sportsmen's conservation organizations	55	27.0%
Online videos	54	26.5%
Local clubs or social organizations	42	20.6%
Hunter education programs	37	18.1%
State wildlife management agencies	27	13.2%
Retailers	21	10.3%
Seminars	10	4.9%
Other, please specify	8	3.9%
Total	204	100.0%

Table R9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	38	71.7%
How-to videos	32	60.4%
Product reviews	31	58.5%
TV programs (complete or partial episodes)	30	56.6%
Non-professionals (home videos) hunting/fishing/shooting	28	52.8%
Competitions	26	49.1%
Informational/political/talk show style	10	18.9%
Fish and Wildlife agency produced videos	9	17.0%
Comedy/blooper videos	3	5.7%
Other	1	1.9%
Total	53	100.0%

Table R9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	6	7.1%
Animal Planet	4	4.7%
Comcast SportsNet	1	1.2%
Discovery Channel	22	25.9%
ESPN/ESPN 2	9	10.6%
History Channel	30	35.3%
Military Channel	27	31.8%
National Geographic	8	9.4%
NBC Sports	1	1.2%
Outdoor Channel	73	85.9%
Pursuit Channel	27	31.8%
Sportsman Channel	55	64.7%
Sunshine Network / SUN Sports	0	0.0%
WildTV	0	0.0%
World Fishing Network	4	4.7%
Other national network	4	4.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	22	25.9%
I watched hunting/fishing TV, but don't remember the channel	11	12.9%
Total	85	100.0%

Table R9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	108	46.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	91	39.1%
An invitation from a friend / family member	87	37.3%
Programming offered by outdoor retailers	78	33.5%
Books / magazines	78	33.5%
Membership in a non-profit organization	64	27.5%
YouTube videos	57	24.5%
Online forums / blogs	41	17.6%
Other Please describe	23	9.9%
None of the above	7	3.0%
Total	233	100.0%

Table R9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	29	37.7%	35	38.9%	22	34.9%	17	30.4%
Google+	14	18.2%	13	14.4%	7	11.1%	6	10.7%
Twitter	5	6.5%	5	5.6%	3	4.8%	4	7.1%
Pinterest	9	11.7%	10	11.1%	5	7.9%	7	12.5%
Magazines	53	68.8%	59	65.6%	37	58.7%	39	69.6%
Instagram	9	11.7%	11	12.2%	8	12.7%	9	16.1%
YouTube	46	59.7%	44	48.9%	29	46.0%	46	82.1%
Television programs	37	48.1%	41	45.6%	27	42.9%	28	50.0%
Online Forums	27	35.1%	35	38.9%	22	34.9%	29	51.8%
Newsletter from hunting / wildlife groups or organizations	24	31.2%	38	42.2%	24	38.1%	13	23.2%
Fish / Wildlife Agency for My State of Residence	25	32.5%	40	44.4%	26	41.3%	13	23.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	12	15.6%	20	22.2%	16	25.4%	7	12.5%
Other	2	2.6%	1	1.1%	0	0.0%	2	3.6%
None of The Above	6	7.8%	5	5.6%	7	11.1%	4	7.1%
Total	77	100.0%	90	100.0%	63	100.0%	56	100.0%

Table R9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	33	31.1%	23	30.7%	12	29.3%	28	32.6%
Google+	11	10.4%	11	14.7%	5	12.2%	13	15.1%
Twitter	7	6.6%	4	5.3%	1	2.4%	2	2.3%
Pinterest	9	8.5%	10	13.3%	6	14.6%	5	5.8%
Magazines	70	66.0%	60	80.0%	30	73.2%	56	65.1%
Instagram	13	12.3%	9	12.0%	6	14.6%	8	9.3%
YouTube	53	50.0%	41	54.7%	29	70.7%	43	50.0%
Television programs	47	44.3%	40	53.3%	22	53.7%	31	36.0%
Online Forums	41	38.7%	31	41.3%	27	65.9%	26	30.2%
Newsletter from hunting / wildlife groups or organizations	29	27.4%	22	29.3%	12	29.3%	19	22.1%
Fish / Wildlife Agency for My State of Residence	34	32.1%	21	28.0%	12	29.3%	24	27.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	16	15.1%	12	16.0%	4	9.8%	9	10.5%
Other	2	1.9%	3	4.0%	1	2.4%	1	1.2%
None of The Above	10	9.4%	6	8.0%	1	2.4%	10	11.6%
Total	106	100.0%	75	100.0%	41	100.0%	86	100.0%

Three Position with a Traditional Rimfire Rifle

This section includes those who are interested in shooting three-position with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R14.1) **What is your current age?**

	Count	Column Percent
18 to 24	6	1.5%
25 to 34	33	8.2%
35 to 44	75	18.7%
45 to 54	98	24.4%
55 to 64	113	28.1%
65 and older	77	19.2%
Total	402	100.0%

Table R14.2) **What is your gender?**

	Count	Column Percent
Male	392	97.3%
Female	11	2.7%
Total	403	100.0%

Table R14.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	13	3.2%
\$20,000 to \$29,999	11	2.7%
\$30,000 to \$39,999	22	5.5%
\$40,000 to \$49,999	38	9.5%
\$50,000 to \$74,999	80	20.0%
\$75,000 to \$99,999	77	19.2%
\$100,000 to \$149,999	97	24.2%
\$150,000 to \$200,000	34	8.5%
More than \$200,000	29	7.2%
Total	401	100.0%

Table R14.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.5%
High school graduation	78	19.4%
Trade school, associates degree or similar	144	35.7%
Bachelors degree	124	30.8%
Masters degree	42	10.4%
Ph D and higher	13	3.2%
Total	403	100.0%

Table R14.5) In which region do you live?

	Count	Column Percent
Northeast	55	13.7%
Midwest	109	27.1%
South	157	39.1%
West	76	18.9%
Canada	5	1.2%
Total	402	100.0%

Introduction to Shooting

Table R14.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	265	63.7%
11 to 17 years old	108	26.0%
18 to 24 years old	21	5.0%
25 to 34 years old	8	1.9%
35 to 44 years old	6	1.4%
45 to 54 years old	5	1.2%
55 to 64 years old	3	0.7%
65 years and older	0	0.0%
Total	416	100.0%

Table R14.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	85	20.4%
Blackpowder or muzzleloader	2	0.5%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	4	1.0%
Revolver	23	5.5%
Shotgun	87	20.9%
Semi-Automatic handgun	25	6.0%
Traditional bow	7	1.7%
Traditional rifle (Centerfire)	19	4.6%
Traditional rifle (Rimfire)	163	39.2%
Other	1	0.2%
Total	416	100.0%

Table R14.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.5%
Cowboy action	1	0.2%
Long range	2	0.5%
Pattern shotgun	6	1.4%
Plinking or informal target shooting	333	80.2%
Silhouette	2	0.5%
Skeet	11	2.7%
Sporting clays	11	2.7%
Tactical	1	0.2%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	6	1.4%
Trap	10	2.4%
Target archery	7	1.7%
Other Please describe:	22	5.3%
Total	415	100.0%

Table R14.9) Who took you shooting for the first time?

	Count	Column Percent
Father	252	61.8%
Aunt / Uncle	61	15.0%
Grandparent	52	12.7%
Friend	48	11.8%
Sibling	20	4.9%
Nobody / I shot alone when I first went shooting	20	4.9%
Camp / Summer camp	13	3.2%
Another relative	12	2.9%
Mother	11	2.7%
Military	9	2.2%
Neighbor	8	2.0%
Co-worker	3	0.7%
Other	2	0.5%
Spouse	1	0.2%
Guide / outfitter	0	0.0%
Total	408	100.0%

Table R14.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	296	72.5%
Tradition / way of life	242	59.3%
Spend time with family or friends who already shot	232	56.9%
It's relaxing / an escape	206	50.5%
Wanted to spend more time outdoors	177	43.4%
I wanted a challenge / adventure	163	40.0%
Training for hunting	116	28.4%
Protection / self defense	106	26.0%
Wanted to try a new sport	102	25.0%
To teach someone else / introduce my children or others to shooting	92	22.5%
Training (military, police, etc.)	63	15.4%
Media (television, magazines, movies)	17	4.2%
Other Please write in	5	1.2%
Total	408	100.0%

Table R14.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	106	25.5%
1 year	47	11.3%
2 - 5 years	135	32.5%
6 - 10 years	35	8.4%
More than 10 years	44	10.6%
I have only ever participated in [the shooting activity that I first participated in]	49	11.8%
Total	416	100.0%

Table R14.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	307	84.1%
3 Gun with a semi-automatic handgun	17	4.7%
Bowling pin with a semi-automatic handgun	41	11.2%
Bullseye with a semi-automatic handgun	105	28.8%
Cowboy action with a semi-automatic handgun	11	3.0%
IDPA with a semi-automatic handgun	23	6.3%
IPSC with a semi-automatic handgun	18	4.9%
Load Testing/Development with a semi-automatic handgun	67	18.4%
Sighting-in with a semi-automatic handgun	213	58.4%
Silhouette with a semi-automatic handgun	112	30.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	46	12.6%
Teaching/Informative with a semi-automatic handgun	118	32.3%
Testing (Ammo & firearm) with a semi-automatic handgun	142	38.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	106	29.0%
Other Please describe with a semi-automatic handgun	8	2.2%
Plinking or informal target shooting with a revolver	293	80.3%
3 Gun with a revolver	2	0.5%
Bowling pin with a revolver	25	6.8%
Bullseye with a revolver	78	21.4%
Cowboy action with a revolver	20	5.5%
IDPA with a revolver	3	0.8%
IPSC with a revolver	2	0.5%
Load Testing/Development with a revolver	70	19.2%
Sighting-in with a revolver	155	42.5%
Silhouette with a revolver	74	20.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	14	3.8%
Teaching/Informative with a revolver	98	26.8%
Testing (Ammo & firearm) with a revolver	123	33.7%
Training (Military, Defense, Law Enforcement) with a revolver	49	13.4%

Other Please describe with a revolver	8	2.2%
Plinking or informal target shooting with a traditional rimfire rifle	339	92.9%
3 Gun with a traditional rimfire rifle	3	0.8%
Benchrest with a traditional rimfire rifle	121	33.2%
Cowboy action with a traditional rimfire rifle	4	1.1%
Load Testing/Development with a traditional rimfire rifle	53	14.5%
Long range with a traditional rimfire rifle	96	26.3%
NRA high power with a traditional rimfire rifle	4	1.1%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	252	69.0%
Silhouette with a traditional rimfire rifle	93	25.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	20	5.5%
Tactical with a traditional rimfire rifle	21	5.8%
Teaching/Informative with a traditional rimfire rifle	132	36.2%
Three (3) position with a traditional rimfire rifle	0	0.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	40	11.0%
Other Please describe with a traditional rimfire rifle	18	4.9%
Plinking or informal target shooting with a traditional centerfire rifle	300	82.2%
3 Gun with a traditional centerfire rifle	8	2.2%
Benchrest with a traditional centerfire rifle	138	37.8%
Cowboy action with a traditional centerfire rifle	9	2.5%
Load Testing/Development with a traditional centerfire rifle	105	28.8%
Long range with a traditional centerfire rifle	165	45.2%
NRA high power with a traditional centerfire rifle	11	3.0%
Schuetzen with a traditional centerfire rifle	3	0.8%
Sighting-in rifle with a traditional centerfire rifle	257	70.4%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	87	23.8%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	17	4.7%
Tactical with a traditional centerfire rifle	47	12.9%
Teaching/Informative with a traditional centerfire rifle	116	31.8%
Three (3) position with a traditional centerfire rifle	19	5.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	82	22.5%
Other Please describe with a traditional centerfire rifle	13	3.6%
Plinking or informal target shooting with an MSR	246	67.4%
3 Gun with an MSR	20	5.5%
Benchrest with an MSR	77	21.1%
Cowboy action with an MSR	1	0.3%
Load Testing/Development with an MSR	68	18.6%
Long range with an MSR	84	23.0%
NRA high power with an MSR	3	0.8%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	191	52.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	51	14.0%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	23	6.3%
Tactical with an MSR	83	22.7%
Teaching/Informative with an MSR	95	26.0%
Three (3) position with an MSR	24	6.6%
Training (Military, Defense, Law Enforcement) with an MSR	91	24.9%
Other Please describe with an MSR	8	2.2%
Informal (backyard, testing) with a shotgun	269	73.7%
3 Gun with a shotgun	19	5.2%
5 Stand with a shotgun	60	16.4%
Cowboy Action with a shotgun	7	1.9%
Dog training with a shotgun	62	17.0%
Other with a shotgun	4	1.1%
Pattern shotgun with a shotgun	191	52.3%
Sighting-In with a shotgun	163	44.7%
Skeet with a shotgun	230	63.0%
Sporting clays with a shotgun	243	66.6%
Teaching/Informative with a shotgun	105	28.8%
Test reload with a shotgun	72	19.7%
Training (Military, Defense, Law Enforcement) with a shotgun	52	14.2%
Trap with a shotgun	214	58.6%
Wobble Trap with a shotgun	58	15.9%
Other Please describe with a shotgun	15	4.1%
Total	365	100.0%

Current Recreational Shooting Activities

Table R14.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	305	84.3%
Traditional Rimfire Rifle	295	81.5%
Shotgun	295	81.5%
Traditional Centerfire Rifle	280	77.3%
Revolver	246	68.0%
MSR	199	55.0%
Traditional or Compound Bow	131	36.2%
Muzzleloader	82	22.7%
Crossbow	43	11.9%
None of the Above	3	0.8%
Total	362	100.0%

Table R14.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	281	77.4%
Plinking or informal target shooting with a traditional rimfire rifle	278	76.6%
Plinking or informal target shooting with a traditional centerfire rifle	234	64.5%
Plinking or informal target shooting with a Revolver	225	62.0%
Sighting-in rifle with a traditional centerfire rifle	207	57.0%
Informal (backyard or testing) with a Shotgun	206	56.7%
Sighting-in rifle with a traditional rimfire rifle	202	55.6%
Sighting-in with a Semi-Automatic Handgun	188	51.8%
Plinking or informal target shooting with a MSR	177	48.8%
Sporting clays with a Shotgun	170	46.8%
Pattern shotgun	145	39.9%
Trap with a Shotgun	141	38.8%
Skeet with a Shotgun	134	36.9%
Target shooting with a traditional or compound bow	131	36.1%
Sighting-in rifle with a MSR	129	35.5%
Long range with a traditional centerfire rifle	127	35.0%
Sighting-In with a Shotgun	125	34.4%
Benchrest with a traditional centerfire rifle	116	32.0%
Sighting-in with a Revolver	115	31.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	103	28.4%
Teaching/Informative with a Semi-Automatic Handgun	100	27.5%
Teaching/Informative with a traditional rimfire rifle	99	27.3%
Benchrest with a traditional rimfire rifle	96	26.4%

Teaching/Informative with a traditional centerfire rifle	87	24.0%
Bullseye with a Semi-Automatic Handgun	87	24.0%
Silhouette with a Semi-Automatic Handgun	87	24.0%
Target shooting with a muzzleloader	82	22.6%
Testing (Ammo & firearm) with a Revolver	79	21.8%
Target shooting with an air rifle at a range	75	20.7%
Teaching/Informative with a Shotgun	74	20.4%
Load Testing/Development with a traditional centerfire rifle	73	20.1%
Long range with a traditional rimfire rifle	66	18.2%
Teaching/Informative with a Revolver	63	17.4%
Silhouette with a traditional rimfire rifle	61	16.8%
Teaching/Informative with a MSR	60	16.5%
Silhouette with a traditional centerfire rifle	59	16.3%
Bullseye with a Revolver	56	15.4%
Long range with a MSR	52	14.3%
Load Testing/Development with a Semi-Automatic Handgun	52	14.3%
Silhouette with a Revolver	48	13.2%
Tactical with a MSR	47	12.9%
Benchrest with a MSR	46	12.7%
Load Testing/Development with a MSR	46	12.7%
Test reload with a Shotgun	45	12.4%
5 Stand with a Shotgun	43	11.8%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	43	11.8%
Target shooting with a crossbow	43	11.8%
Wobble Trap with a Shotgun	41	11.3%
Load Testing/Development with a Revolver	40	11.0%
Silhouette with a MSR	34	9.4%
Dog training with a shotgun	34	9.4%
Training (Military / Defense / Law Enforcement) with a MSR	31	8.5%
Load Testing/Development with a traditional rimfire rifle	30	8.3%
Steel Challenge with a Semi-Automatic Handgun	28	7.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	25	6.9%
Bowling pin with a Semi-Automatic Handgun	22	6.1%
Tactical with a traditional centerfire rifle	20	5.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	16	4.4%
IDPA with a Semi-Automatic Handgun	15	4.1%
Bowling pin with a Revolver	14	3.9%
Steel Challenge with a traditional centerfire rifle	13	3.6%
3 Gun with a MSR	13	3.6%
Steel Challenge with a traditional rimfire rifle	13	3.6%
Tactical with a traditional rimfire rifle	13	3.6%
3 Gun with a Semi-Automatic Handgun	12	3.3%

3 Gun with a Shotgun	11	3.0%
Steel Challenge with a MSR	11	3.0%
Three (3) position with a MSR	10	2.8%
Cowboy action with a Revolver	10	2.8%
Steel Challenge with a Revolver	9	2.5%
Training (Military / Defense / Law Enforcement) with a Revolver	9	2.5%
IPSC with a Semi-Automatic Handgun	8	2.2%
Three (3) position with a traditional centerfire rifle	7	1.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	6	1.7%
Cowboy action with a traditional centerfire rifle	5	1.4%
Cowboy action with a Semi-Automatic Handgun	4	1.1%
Cowboy Action with a Shotgun	3	0.8%
None of the above	3	0.8%
3 Gun with a traditional centerfire rifle	2	0.6%
NRA high power with a traditional centerfire rifle	2	0.6%
Schuetzen with a traditional centerfire rifle	2	0.6%
NRA high power with a MSR	2	0.6%
3 Gun with a Revolver	2	0.6%
Cowboy action with a traditional rimfire rifle	2	0.6%
Cowboy action with a MSR	1	0.3%
3 Gun with a traditional rimfire rifle	1	0.3%
NRA high power with a traditional rimfire rifle	1	0.3%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Three (3) position with a traditional rimfire rifle	0	0.0%
Total	363	100.0%

Table R14.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	22	8.8%
Revolver	63	25.2%
Traditional Rimfire Rifle	52	20.8%
Traditional Centerfire Rifle	42	16.8%
MSR	68	27.2%
Shotgun	40	16.0%
Air Rifle	96	38.4%
Traditional or Compound Bow	99	39.6%
Crossbow	33	13.2%
Muzzleloader	55	22.0%
Total	250	100.0%

Table R14.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	63	19.4%
3 Gun with a Shotgun	8	2.5%
5 Stand with a Shotgun	17	5.2%
Cowboy Action with a Shotgun	4	1.2%
Sighting-In with a Shotgun	38	11.7%
Skeet with a Shotgun	96	29.5%
Sporting clays with a Shotgun	73	22.5%
Teaching/Informative with a Shotgun	31	9.5%
Test reload with a Shotgun	27	8.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	27	8.3%
Trap with a Shotgun	73	22.5%
Wobble Trap with a Shotgun	17	5.2%
Plinking or informal target shooting with a traditional centerfire rifle	66	20.3%
3 Gun with a traditional centerfire rifle	6	1.8%
Benchrest with a traditional centerfire rifle	22	6.8%
Cowboy action with a traditional centerfire rifle	4	1.2%
Load Testing/Development with a traditional centerfire rifle	32	9.8%
Long range with a traditional centerfire rifle	38	11.7%
NRA high power with a traditional centerfire rifle	9	2.8%
Schuetzen with a traditional centerfire rifle	1	0.3%
Sighting-in rifle with a traditional centerfire rifle	50	15.4%
Silhouette with a traditional centerfire rifle	28	8.6%
Steel Challenge with a traditional centerfire rifle	4	1.2%
Tactical with a traditional centerfire rifle	27	8.3%
Teaching/Informative with a traditional centerfire rifle	29	8.9%
Three (3) position with a traditional centerfire rifle	12	3.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	66	20.3%
Plinking or informal target shooting with a MSR	69	21.2%

3 Gun with a MSR	7	2.2%
Benchrest with a MSR	31	9.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	22	6.8%
Long range with a MSR	32	9.8%
NRA high power with a MSR	1	0.3%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	62	19.1%
Silhouette with a MSR	17	5.2%
Steel Challenge with a MSR	12	3.7%
Tactical with a MSR	36	11.1%
Teaching/Informative with a MSR	35	10.8%
Three (3) position with a MSR	14	4.3%
Training (Military / Defense / Law Enforcement) with a MSR	60	18.5%
Plinking or informal target shooting with a Semi-Automatic Handgun	26	8.0%
3 Gun with a Semi-Automatic Handgun	5	1.5%
Bowling pin with a Semi-Automatic Handgun	19	5.8%
Bullseye with a Semi-Automatic Handgun	18	5.5%
Cowboy action with a Semi-Automatic Handgun	7	2.2%
IDPA with a Semi-Automatic Handgun	8	2.5%
IPSC with a Semi-Automatic Handgun	10	3.1%
Load Testing/Development with a Semi-Automatic Handgun	15	4.6%
Sighting-in with a Semi-Automatic Handgun	25	7.7%
Silhouette with a Semi-Automatic Handgun	25	7.7%
Steel Challenge with a Semi-Automatic Handgun	18	5.5%
Teaching/Informative with a Semi-Automatic Handgun	18	5.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	39	12.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	60	18.5%
Plinking or informal target shooting with a Revolver	68	20.9%
3 Gun with a Revolver	23	7.1%
Bowling pin with a Revolver	11	3.4%
Bullseye with a Revolver	22	6.8%
Cowboy action with a Revolver	10	3.1%
IDPA with a Revolver	3	0.9%
IPSC with a Revolver	2	0.6%
Load Testing/Development with a Revolver	30	9.2%
Sighting-in with a Revolver	40	12.3%
Silhouette with a Revolver	26	8.0%
Steel Challenge with a Revolver	5	1.5%
Teaching/Informative with a Revolver	35	10.8%
Testing (Ammo & firearm) with a Revolver	44	13.5%
Training (Military / Defense / Law Enforcement) with a Revolver	37	11.4%
Dog training with a shotgun	28	8.6%
Target shooting with a traditional or compound bow	99	30.5%
Target shooting with a crossbow	33	10.2%
Target shooting with a muzzleloader	55	16.9%
Plinking or informal target shooting with a traditional rimfire rifle	61	18.8%

3 Gun with a traditional rimfire rifle	2	0.6%
Benchrest with a traditional rimfire rifle	25	7.7%
Cowboy action with a traditional rimfire rifle	2	0.6%
Load Testing/Development with a traditional rimfire rifle	23	7.1%
Long range with a traditional rimfire rifle	30	9.2%
NRA high power with a traditional rimfire rifle	3	0.9%
Schuetzen with a traditional rimfire rifle	3	0.9%
Sighting-in rifle with a traditional rimfire rifle	50	15.4%
Target shooting with an air rifle at a range	96	29.5%
Silhouette with a traditional rimfire rifle	32	9.8%
Pattern shotgun	46	14.2%
Steel Challenge with a traditional rimfire rifle	7	2.2%
Tactical with a traditional rimfire rifle	8	2.5%
Teaching/Informative with a traditional rimfire rifle	33	10.2%
Three (3) position with a traditional rimfire rifle	0	0.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	34	10.5%
Total	325	100.0%

Current Hunting Activities

Table R14.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	232	87.5%
Traditional rifle (centerfire or rimfire)	231	87.2%
Traditional bow/compound bow	118	44.5%
MSR	112	42.3%
Handgun	105	39.6%
Muzzleloader	101	38.1%
Crossbow	41	15.5%
Other	10	3.8%
Total	265	100.0%

Table R14.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	38	15.5%
Deer	208	84.9%
Elk	46	18.8%
Other big game	23	9.4%
Others	15	6.1%
Predators	107	43.7%
Small game	141	57.6%
Turkey	137	55.9%
Upland game birds	148	60.4%
Waterfowl	91	37.1%
Wild pig / feral hog	61	24.9%
Total	245	100.0%

Traditional Rimfire Rifle Activity Interest

Table R14.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	74	43.0%
These activities are not offered at ranges in my area	58	33.7%
I don't know how to get started	56	32.6%
I don't have anybody to go with	43	25.0%
Too expensive	28	16.3%
Other Please describe	9	5.2%
Medical reason / disability	7	4.1%
I do not own / have access to this firearm	5	2.9%
Total	172	100.0%

Table R14.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	9	34.6%
Not enough time	8	30.8%
I don't have anybody to go with	4	15.4%
I don't know how to get started	4	15.4%
Other Please describe	3	11.5%
These activities are not offered at ranges in my area	2	7.7%
Too expensive	2	7.7%
Medical reason / disability	1	3.8%
Total	26	100.0%

Influential Media and Individuals

Table R14.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	157	43.5%
Father	130	36.0%
Self / nobody else	63	17.5%
Aunt / Uncle	53	14.7%
Grandparent	38	10.5%
Co-worker	33	9.1%
Sibling	31	8.6%
Another relative	31	8.6%
Military	30	8.3%
Neighbor	14	3.9%
Spouse	13	3.6%
Children / grandchildren	7	1.9%
Other, please specify	6	1.7%
Mother	5	1.4%
Guide / outfitter	2	0.6%
Total	361	100.0%

Table R14.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	163	45.5%
Magazines and Books	118	33.0%
Online videos	113	31.6%
National sportsmen's conservation organizations	96	26.8%
Local clubs or social organizations	84	23.5%
Hunter education programs	57	15.9%
State wildlife management agencies	52	14.5%
Retailers	50	14.0%
Other, please specify	14	3.9%
Seminars	12	3.4%
Total	358	100.0%

Table R14.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	81	71.7%
How-to videos	76	67.3%
Competitions	70	61.9%
Non-professionals (home videos) hunting/fishing/shooting	66	58.4%
Product reviews	66	58.4%
TV programs (complete or partial episodes)	57	50.4%
Fish and Wildlife agency produced videos	17	15.0%
Informational/political/talk show style	17	15.0%
Comedy/blooper videos	10	8.8%
Other	5	4.4%
Total	113	100.0%

Table R14.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	18	11.2%
Animal Planet	10	6.2%
Comcast SportsNet	0	0.0%
Discovery Channel	36	22.4%
ESPN/ESPN 2	11	6.8%
History Channel	63	39.1%
Military Channel	50	31.1%
National Geographic	22	13.7%
NBC Sports	5	3.1%
Outdoor Channel	134	83.2%
Pursuit Channel	41	25.5%
Sportsman Channel	114	70.8%
Sunshine Network / SUN Sports	1	0.6%
WildTV	5	3.1%
World Fishing Network	6	3.7%
Other national network	5	3.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	46	28.6%
I watched hunting/fishing TV, but don't remember the channel	33	20.5%
Total	161	100.0%

Table R14.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	189	47.1%
An invitation from a friend / family member	149	37.2%
Programming offered by outdoor retailers	148	36.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	145	36.2%
Books / magazines	130	32.4%
YouTube videos	118	29.4%
Membership in a non-profit organization	112	27.9%
Online forums / blogs	70	17.5%
Other Please describe	31	7.7%
None of the above	16	4.0%
Total	401	100.0%

Table R14.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	37	25.2%	34	23.6%	28	25.5%	42	35.9%
Google+	33	22.4%	27	18.8%	28	25.5%	27	23.1%
Twitter	11	7.5%	7	4.9%	5	4.5%	9	7.7%
Pinterest	14	9.5%	14	9.7%	10	9.1%	13	11.1%
Magazines	107	72.8%	93	64.6%	79	71.8%	76	65.0%
Instagram	14	9.5%	15	10.4%	10	9.1%	14	12.0%
YouTube	90	61.2%	72	50.0%	50	45.5%	94	80.3%
Television programs	75	51.0%	60	41.7%	55	50.0%	51	43.6%
Online Forums	45	30.6%	44	30.6%	30	27.3%	46	39.3%
Newsletter from hunting / wildlife groups or organizations	44	29.9%	49	34.0%	42	38.2%	31	26.5%
Fish / Wildlife Agency for My State of Residence	51	34.7%	62	43.1%	47	42.7%	26	22.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	29	19.7%	36	25.0%	33	30.0%	17	14.5%
Other	5	3.4%	5	3.5%	2	1.8%	1	0.9%
None of The Above	6	4.1%	8	5.6%	6	5.5%	4	3.4%
Total	147	100.0%	144	100.0%	110	100.0%	117	100.0%

Table R14.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
	Facebook	55	29.7%	34	26.2%	18	25.7%	38	25.7%
	Google+	40	21.6%	31	23.8%	15	21.4%	30	20.3%
	Twitter	10	5.4%	7	5.4%	6	8.6%	4	2.7%
	Pinterest	17	9.2%	14	10.8%	9	12.9%	6	4.1%
	Magazines	130	70.3%	107	82.3%	50	71.4%	89	60.1%
	Instagram	16	8.6%	14	10.8%	8	11.4%	8	5.4%
	YouTube	102	55.1%	75	57.7%	53	75.7%	71	48.0%
	Television programs	86	46.5%	69	53.1%	33	47.1%	60	40.5%
	Online Forums	66	35.7%	54	41.5%	39	55.7%	38	25.7%
	Newsletter from hunting / wildlife groups or organizations	53	28.6%	47	36.2%	23	32.9%	35	23.6%
	Fish / Wildlife Agency for My State of Residence	58	31.4%	38	29.2%	18	25.7%	42	28.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	34	18.4%	26	20.0%	6	8.6%	25	16.9%
	Other	2	1.1%	4	3.1%	4	5.7%	2	1.4%
	None of The Above	11	5.9%	4	3.1%	2	2.9%	17	11.5%
	Total	185	100.0%	130	100.0%	70	100.0%	148	100.0%

Training with a Traditional Rimfire Rifle

This section includes those who are interested in training (military, defense, law enforcement, etc.) with a traditional rimfire rifle. This includes both those who currently shoot with a traditional rimfire rifle, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table R15.1) **What is your current age?**

	Count	Column Percent
18 to 24	7	2.7%
25 to 34	26	9.9%
35 to 44	56	21.4%
45 to 54	58	22.1%
55 to 64	79	30.2%
65 and older	36	13.7%
Total	262	100.0%

Table R15.2) **What is your gender?**

	Count	Column Percent
Male	255	97.0%
Female	8	3.0%
Total	263	100.0%

Table R15.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	18	6.9%
\$20,000 to \$29,999	19	7.3%
\$30,000 to \$39,999	17	6.5%
\$40,000 to \$49,999	25	9.5%
\$50,000 to \$74,999	48	18.3%
\$75,000 to \$99,999	51	19.5%
\$100,000 to \$149,999	49	18.7%
\$150,000 to \$200,000	16	6.1%
More than \$200,000	19	7.3%
Total	262	100.0%

Table R15.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.8%
High school graduation	58	22.1%
Trade school, associates degree or similar	94	35.7%
Bachelors degree	75	28.5%
Masters degree	29	11.0%
Ph D and higher	5	1.9%
Total	263	100.0%

Table R15.5) In which region do you live?

	Count	Column Percent
Northeast	39	14.8%
Midwest	79	30.0%
South	103	39.2%
West	41	15.6%
Canada	1	0.4%
Total	263	100.0%

Introduction to Shooting

Table R15.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	168	61.1%
11 to 17 years old	75	27.3%
18 to 24 years old	18	6.5%
25 to 34 years old	5	1.8%
35 to 44 years old	5	1.8%
45 to 54 years old	3	1.1%
55 to 64 years old	1	0.4%
65 years and older	0	0.0%
Total	275	100.0%

Table R15.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	60	21.8%
Blackpowder or muzzleloader	1	0.4%
Compound bow	2	0.7%
Crossbow	0	0.0%
MSR	3	1.1%
Revolver	18	6.5%
Shotgun	65	23.6%
Semi-Automatic handgun	20	7.3%
Traditional bow	4	1.5%
Traditional rifle (Centerfire)	16	5.8%
Traditional rifle (Rimfire)	86	31.3%
Other	0	0.0%
Total	275	100.0%

Table R15.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.4%
Benchrest	2	0.7%
Cowboy action	2	0.7%
Long range	2	0.7%
Pattern shotgun	4	1.5%
Plinking or informal target shooting	207	75.8%
Silhouette	4	1.5%
Skeet	8	2.9%
Sporting clays	7	2.6%
Training (Military, Defense, Law Enforcement)	3	1.1%
Trap	8	2.9%
Target archery	6	2.2%
Other Please describe:	19	7.0%
Total	273	100.0%

Table R15.9) Who took you shooting for the first time?

	Count	Column Percent
Father	166	61.7%
Friend	36	13.4%
Aunt / Uncle	32	11.9%
Grandparent	32	11.9%
Camp / Summer camp	14	5.2%
Nobody / I shot alone when I first went shooting	13	4.8%
Another relative	12	4.5%
Sibling	11	4.1%
Mother	7	2.6%
Neighbor	5	1.9%
Military	5	1.9%
Co-worker	2	0.7%
Guide / outfitter	1	0.4%
Other	1	0.4%
Spouse	0	0.0%
Total	269	100.0%

Table R15.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	176	66.4%
Tradition / way of life	143	54.0%
Spend time with family or friends who already shot	139	52.5%
It's relaxing / an escape	136	51.3%
Wanted to spend more time outdoors	113	42.6%
I wanted a challenge / adventure	108	40.8%
Protection / self defense	78	29.4%
Training for hunting	75	28.3%
To teach someone else / introduce my children or others to shooting	65	24.5%
Wanted to try a new sport	61	23.0%
Training (military, police, etc.)	42	15.8%
Media (television, magazines, movies)	18	6.8%
Other Please write in	2	0.8%
Total	265	100.0%

Table R15.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	72	26.2%
1 year	20	7.3%
2 - 5 years	94	34.2%
6 - 10 years	25	9.1%
More than 10 years	32	11.6%
I have only ever participated in [the shooting activity that I first participated in]	32	11.6%
Total	275	100.0%

Table R15.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	210	86.8%
3 Gun with a semi-automatic handgun	6	2.5%
Bowling pin with a semi-automatic handgun	24	9.9%
Bullseye with a semi-automatic handgun	72	29.8%
Cowboy action with a semi-automatic handgun	7	2.9%
IDPA with a semi-automatic handgun	13	5.4%
IPSC with a semi-automatic handgun	3	1.2%
Load Testing/Development with a semi-automatic handgun	32	13.2%
Sighting-in with a semi-automatic handgun	140	57.9%
Silhouette with a semi-automatic handgun	76	31.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	27	11.2%
Teaching/Informative with a semi-automatic handgun	80	33.1%
Testing (Ammo & firearm) with a semi-automatic handgun	100	41.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	62	25.6%
Other Please describe with a semi-automatic handgun	6	2.5%
Plinking or informal target shooting with a revolver	189	78.1%
3 Gun with a revolver	1	0.4%
Bowling pin with a revolver	18	7.4%
Bullseye with a revolver	50	20.7%
Cowboy action with a revolver	8	3.3%
IDPA with a revolver	0	0.0%
IPSC with a revolver	1	0.4%
Load Testing/Development with a revolver	31	12.8%
Sighting-in with a revolver	85	35.1%
Silhouette with a revolver	43	17.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	11	4.5%
Teaching/Informative with a revolver	63	26.0%
Testing (Ammo & firearm) with a revolver	84	34.7%
Training (Military, Defense, Law Enforcement) with a revolver	28	11.6%

Other Please describe with a revolver	5	2.1%
Plinking or informal target shooting with a traditional rimfire rifle	215	88.8%
3 Gun with a traditional rimfire rifle	1	0.4%
Benchrest with a traditional rimfire rifle	72	29.8%
Cowboy action with a traditional rimfire rifle	1	0.4%
Load Testing/Development with a traditional rimfire rifle	26	10.7%
Long range with a traditional rimfire rifle	54	22.3%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	1	0.4%
Sighting-in rifle with a traditional rimfire rifle	162	66.9%
Silhouette with a traditional rimfire rifle	59	24.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	11	4.5%
Tactical with a traditional rimfire rifle	15	6.2%
Teaching/Informative with a traditional rimfire rifle	82	33.9%
Three (3) position with a traditional rimfire rifle	17	7.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	0	0.0%
Other Please describe with a traditional rimfire rifle	7	2.9%
Plinking or informal target shooting with a traditional centerfire rifle	195	80.6%
3 Gun with a traditional centerfire rifle	3	1.2%
Benchrest with a traditional centerfire rifle	87	36.0%
Cowboy action with a traditional centerfire rifle	4	1.7%
Load Testing/Development with a traditional centerfire rifle	61	25.2%
Long range with a traditional centerfire rifle	88	36.4%
NRA high power with a traditional centerfire rifle	3	1.2%
Schuetzen with a traditional centerfire rifle	1	0.4%
Sighting-in rifle with a traditional centerfire rifle	164	67.8%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	48	19.8%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	15	6.2%
Tactical with a traditional centerfire rifle	31	12.8%
Teaching/Informative with a traditional centerfire rifle	79	32.6%
Three (3) position with a traditional centerfire rifle	22	9.1%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	39	16.1%
Other Please describe with a traditional centerfire rifle	8	3.3%
Plinking or informal target shooting with an MSR	162	66.9%
3 Gun with an MSR	8	3.3%
Benchrest with an MSR	59	24.4%
Cowboy action with an MSR	1	0.4%
Load Testing/Development with an MSR	39	16.1%
Long range with an MSR	60	24.8%
NRA high power with an MSR	4	1.7%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	121	50.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	38	15.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	15	6.2%
Tactical with an MSR	54	22.3%
Teaching/Informative with an MSR	61	25.2%
Three (3) position with an MSR	19	7.9%
Training (Military, Defense, Law Enforcement) with an MSR	47	19.4%
Other Please describe with an MSR	1	0.4%
Informal (backyard, testing) with a shotgun	168	69.4%
3 Gun with a shotgun	10	4.1%
5 Stand with a shotgun	33	13.6%
Cowboy Action with a shotgun	2	0.8%
Dog training with a shotgun	33	13.6%
Other with a shotgun	2	0.8%
Pattern shotgun with a shotgun	117	48.3%
Sighting-In with a shotgun	111	45.9%
Skeet with a shotgun	141	58.3%
Sporting clays with a shotgun	139	57.4%
Teaching/Informative with a shotgun	70	28.9%
Test reload with a shotgun	43	17.8%
Training (Military, Defense, Law Enforcement) with a shotgun	33	13.6%
Trap with a shotgun	127	52.5%
Wobble Trap with a shotgun	25	10.3%
Other Please describe with a shotgun	11	4.5%
Total	242	100.0%

Current Recreational Shooting Activities

Table R15.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	219	90.1%
Traditional Rimfire Rifle	188	77.4%
Traditional Centerfire Rifle	186	76.5%
Shotgun	179	73.7%
Revolver	160	65.8%
MSR	130	53.5%
Traditional or Compound Bow	81	33.3%
Muzzleloader	54	22.2%
Crossbow	37	15.2%
None of the Above	2	0.8%
Total	243	100.0%

Table R15.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	201	82.7%
Plinking or informal target shooting with a traditional rimfire rifle	173	71.2%
Plinking or informal target shooting with a traditional centerfire rifle	161	66.3%
Plinking or informal target shooting with a Revolver	143	58.8%
Informal (backyard or testing) with a Shotgun	135	55.6%
Sighting-in rifle with a traditional centerfire rifle	135	55.6%
Sighting-in with a Semi-Automatic Handgun	124	51.0%
Sighting-in rifle with a traditional rimfire rifle	120	49.4%
Plinking or informal target shooting with a MSR	114	46.9%
Sporting clays with a Shotgun	93	38.3%
Pattern shotgun	90	37.0%
Sighting-In with a Shotgun	88	36.2%
Skeet with a Shotgun	88	36.2%
Target shooting with a traditional or compound bow	81	33.3%
Sighting-in rifle with a MSR	79	32.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	79	32.5%
Trap with a Shotgun	76	31.3%
Benchrest with a traditional centerfire rifle	73	30.0%
Teaching/Informative with a Semi-Automatic Handgun	65	26.7%
Long range with a traditional centerfire rifle	64	26.3%
Bullseye with a Semi-Automatic Handgun	64	26.3%
Sighting-in with a Revolver	64	26.3%
Silhouette with a Semi-Automatic Handgun	61	25.1%

Teaching/Informative with a traditional rimfire rifle	58	23.9%
Benchrest with a traditional rimfire rifle	56	23.0%
Testing (Ammo & firearm) with a Revolver	54	22.2%
Target shooting with a muzzleloader	54	22.2%
Teaching/Informative with a traditional centerfire rifle	49	20.2%
Teaching/Informative with a Shotgun	46	18.9%
Teaching/Informative with a Revolver	43	17.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	41	16.9%
Load Testing/Development with a traditional centerfire rifle	40	16.5%
Target shooting with an air rifle at a range	40	16.5%
Teaching/Informative with a MSR	39	16.0%
Bullseye with a Revolver	39	16.0%
Long range with a traditional rimfire rifle	38	15.6%
Target shooting with a crossbow	37	15.2%
Benchrest with a MSR	35	14.4%
Silhouette with a traditional rimfire rifle	35	14.4%
Long range with a MSR	34	14.0%
Silhouette with a traditional centerfire rifle	32	13.2%
Silhouette with a Revolver	32	13.2%
Tactical with a MSR	28	11.5%
5 Stand with a Shotgun	27	11.1%
Test reload with a Shotgun	27	11.1%
Training (Military / Defense / Law Enforcement) with a MSR	24	9.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	21	8.6%
Load Testing/Development with a MSR	21	8.6%
Silhouette with a MSR	21	8.6%
Load Testing/Development with a Semi-Automatic Handgun	21	8.6%
Steel Challenge with a Semi-Automatic Handgun	20	8.2%
Dog training with a shotgun	20	8.2%
Bowling pin with a Semi-Automatic Handgun	17	7.0%
Load Testing/Development with a traditional rimfire rifle	17	7.0%
Wobble Trap with a Shotgun	16	6.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	13	5.3%
Load Testing/Development with a Revolver	13	5.3%
Steel Challenge with a traditional centerfire rifle	11	4.5%
Tactical with a traditional centerfire rifle	11	4.5%
Bowling pin with a Revolver	11	4.5%
IDPA with a Semi-Automatic Handgun	10	4.1%
Three (3) position with a traditional centerfire rifle	9	3.7%
Steel Challenge with a traditional rimfire rifle	9	3.7%
Three (3) position with a MSR	8	3.3%
Cowboy action with a Revolver	8	3.3%

Training (Military / Defense / Law Enforcement) with a Revolver	8	3.3%
3 Gun with a Shotgun	7	2.9%
Steel Challenge with a MSR	7	2.9%
Steel Challenge with a Revolver	7	2.9%
Tactical with a traditional rimfire rifle	7	2.9%
Three (3) position with a traditional rimfire rifle	7	2.9%
3 Gun with a Semi-Automatic Handgun	6	2.5%
3 Gun with a MSR	5	2.1%
Cowboy action with a traditional centerfire rifle	4	1.6%
Cowboy action with a Semi-Automatic Handgun	4	1.6%
Cowboy Action with a Shotgun	2	0.8%
None of the above	2	0.8%
NRA high power with a traditional centerfire rifle	1	0.4%
NRA high power with a MSR	1	0.4%
IPSC with a Semi-Automatic Handgun	1	0.4%
Cowboy action with a traditional rimfire rifle	1	0.4%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	0	0.0%
Total	243	100.0%

Table R15.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	10	6.0%
Revolver	40	24.1%
Traditional Rimfire Rifle	36	21.7%
Traditional Centerfire Rifle	23	13.9%
MSR	49	29.5%
Shotgun	40	24.1%
Air Rifle	57	34.3%
Traditional or Compound Bow	64	38.6%
Crossbow	18	10.8%
Muzzleloader	33	19.9%
Total	166	100.0%

Table R15.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	33	15.6%
3 Gun with a Shotgun	3	1.4%
5 Stand with a Shotgun	6	2.8%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	23	10.9%
Skeet with a Shotgun	53	25.1%
Sporting clays with a Shotgun	46	21.8%
Teaching/Informative with a Shotgun	24	11.4%
Test reload with a Shotgun	16	7.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	5.7%
Trap with a Shotgun	51	24.2%
Wobble Trap with a Shotgun	9	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	34	16.1%
3 Gun with a traditional centerfire rifle	3	1.4%
Benchrest with a traditional centerfire rifle	14	6.6%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	21	10.0%
Long range with a traditional centerfire rifle	24	11.4%
NRA high power with a traditional centerfire rifle	2	0.9%
Schuetzen with a traditional centerfire rifle	1	0.5%
Sighting-in rifle with a traditional centerfire rifle	29	13.7%
Silhouette with a traditional centerfire rifle	16	7.6%
Steel Challenge with a traditional centerfire rifle	4	1.9%
Tactical with a traditional centerfire rifle	20	9.5%
Teaching/Informative with a traditional centerfire rifle	30	14.2%
Three (3) position with a traditional centerfire rifle	13	6.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	12.3%
Plinking or informal target shooting with a MSR	48	22.7%

3 Gun with a MSR	3	1.4%
Benchrest with a MSR	24	11.4%
Cowboy action with a MSR	1	0.5%
Load Testing/Development with a MSR	18	8.5%
Long range with a MSR	26	12.3%
NRA high power with a MSR	3	1.4%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	42	19.9%
Silhouette with a MSR	17	8.1%
Steel Challenge with a MSR	8	3.8%
Tactical with a MSR	26	12.3%
Teaching/Informative with a MSR	22	10.4%
Three (3) position with a MSR	11	5.2%
Training (Military / Defense / Law Enforcement) with a MSR	23	10.9%
Plinking or informal target shooting with a Semi-Automatic Handgun	9	4.3%
3 Gun with a Semi-Automatic Handgun	0	0.0%
Bowling pin with a Semi-Automatic Handgun	7	3.3%
Bullseye with a Semi-Automatic Handgun	8	3.8%
Cowboy action with a Semi-Automatic Handgun	3	1.4%
IDPA with a Semi-Automatic Handgun	3	1.4%
IPSC with a Semi-Automatic Handgun	2	0.9%
Load Testing/Development with a Semi-Automatic Handgun	11	5.2%
Sighting-in with a Semi-Automatic Handgun	16	7.6%
Silhouette with a Semi-Automatic Handgun	15	7.1%
Steel Challenge with a Semi-Automatic Handgun	7	3.3%
Teaching/Informative with a Semi-Automatic Handgun	15	7.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	21	10.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	17	8.1%
Plinking or informal target shooting with a Revolver	46	21.8%
3 Gun with a Revolver	18	8.5%
Bowling pin with a Revolver	7	3.3%
Bullseye with a Revolver	11	5.2%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	0.5%
Load Testing/Development with a Revolver	18	8.5%
Sighting-in with a Revolver	21	10.0%
Silhouette with a Revolver	11	5.2%
Steel Challenge with a Revolver	4	1.9%
Teaching/Informative with a Revolver	20	9.5%
Testing (Ammo & firearm) with a Revolver	30	14.2%
Training (Military / Defense / Law Enforcement) with a Revolver	18	8.5%
Dog training with a shotgun	13	6.2%
Target shooting with a traditional or compound bow	64	30.3%
Target shooting with a crossbow	18	8.5%
Target shooting with a muzzleloader	33	15.6%
Plinking or informal target shooting with a traditional rimfire rifle	42	19.9%

3 Gun with a traditional rimfire rifle	1	0.5%
Benchrest with a traditional rimfire rifle	16	7.6%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	9	4.3%
Long range with a traditional rimfire rifle	16	7.6%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	1	0.5%
Sighting-in rifle with a traditional rimfire rifle	42	19.9%
Target shooting with an air rifle at a range	57	27.0%
Silhouette with a traditional rimfire rifle	24	11.4%
Pattern shotgun	27	12.8%
Steel Challenge with a traditional rimfire rifle	2	0.9%
Tactical with a traditional rimfire rifle	8	3.8%
Teaching/Informative with a traditional rimfire rifle	24	11.4%
Three (3) position with a traditional rimfire rifle	10	4.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	0	0.0%
Total	211	100.0%

Current Hunting Activities

Table R15.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	131	86.8%
Traditional rifle (centerfire or rimfire)	130	86.1%
Traditional bow/compound bow	76	50.3%
MSR	74	49.0%
Muzzleloader	62	41.1%
Handgun	52	34.4%
Crossbow	38	25.2%
Other	4	2.6%
Total	151	100.0%

Table R15.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	17	12.2%
Deer	121	87.1%
Elk	17	12.2%
Other big game	9	6.5%
Others	4	2.9%
Predators	62	44.6%
Small game	84	60.4%
Turkey	86	61.9%
Upland game birds	75	54.0%
Waterfowl	53	38.1%
Wild pig / feral hog	35	25.2%
Total	139	100.0%

Traditional Rimfire Rifle Activity Interest

Table R15.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a semi-automatic handgun within the past 3 years.*

	Count	Column Percent
Not enough time	41	37.3%
I don't know how to get started	36	32.7%
These activities are not offered at ranges in my area	32	29.1%
I don't have anybody to go with	22	20.0%
Too expensive	20	18.2%
Other Please describe	7	6.4%
I do not own / have access to this firearm	7	6.4%
Medical reason / disability	4	3.6%
Total	110	100.0%

Table R15.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a semi-automatic handgun within the past 3 years.

	Count	Column Percent
Not enough time	9	39.1%
I don't own or have access to the proper equipment	6	26.1%
I don't have anybody to go with	5	21.7%
Too expensive	2	8.7%
I don't know how to get started	2	8.7%
Other Please describe	2	8.7%
These activities are not offered at ranges in my area	1	4.3%
Medical reason / disability	1	4.3%
Total	23	100.0%

Influential Media and Individuals

Table R15.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	111	45.9%
Father	89	36.8%
Self / nobody else	46	19.0%
Aunt / Uncle	30	12.4%
Grandparent	29	12.0%
Co-worker	25	10.3%
Sibling	24	9.9%
Neighbor	14	5.8%
Another relative	14	5.8%
Military	14	5.8%
Spouse	5	2.1%
Other, please specify	5	2.1%
Mother	4	1.7%
Children / grandchildren	3	1.2%
Guide / outfitter	2	0.8%
Total	242	100.0%

Table R15.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	117	49.2%
Magazines and Books	87	36.6%
Online videos	74	31.1%
National sportsmen's conservation organizations	62	26.1%
Local clubs or social organizations	52	21.8%
Hunter education programs	45	18.9%
Retailers	41	17.2%
State wildlife management agencies	32	13.4%
Seminars	13	5.5%
Other, please specify	9	3.8%
Total	238	100.0%

Table R15.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	50	67.6%
Professionals hunting/fishing/shooting	50	67.6%
Product reviews	49	66.2%
Non-professionals (home videos) hunting/fishing/shooting	43	58.1%
TV programs (complete or partial episodes)	37	50.0%
Competitions	37	50.0%
Fish and Wildlife agency produced videos	15	20.3%
Informational/political/talk show style	12	16.2%
Comedy/blooper videos	8	10.8%
Other	4	5.4%
Total	74	100.0%

Table R15.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	12	10.3%
Animal Planet	6	5.1%
Comcast SportsNet	1	0.9%
Discovery Channel	23	19.7%
ESPN/ESPN 2	6	5.1%
History Channel	35	29.9%
Military Channel	38	32.5%
National Geographic	11	9.4%
NBC Sports	3	2.6%
Outdoor Channel	90	76.9%
Pursuit Channel	33	28.2%
Sportsman Channel	76	65.0%
Sunshine Network / SUN Sports	1	0.9%
WildTV	5	4.3%
World Fishing Network	6	5.1%
Other national network	6	5.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	30	25.6%
I watched hunting/fishing TV, but don't remember the channel	25	21.4%
Total	117	100.0%

Table R15.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	135	50.9%
Programming offered by outdoor retailers	110	41.5%
An invitation from a friend / family member	104	39.2%
Programming offered by the Fish / Wildlife Agency for My State of Residence	99	37.4%
Books / magazines	80	30.2%
Membership in a non-profit organization	75	28.3%
YouTube videos	72	27.2%
Online forums / blogs	45	17.0%
Other Please describe	21	7.9%
None of the above	3	1.1%
Total	265	100.0%

Table R15.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	29	26.9%	33	34.4%	23	31.9%	25	35.7%
Google+	26	24.1%	18	18.8%	16	22.2%	15	21.4%
Twitter	7	6.5%	6	6.3%	3	4.2%	5	7.1%
Pinterest	10	9.3%	8	8.3%	7	9.7%	9	12.9%
Magazines	71	65.7%	62	64.6%	46	63.9%	47	67.1%
Instagram	16	14.8%	16	16.7%	11	15.3%	9	12.9%
YouTube	64	59.3%	56	58.3%	34	47.2%	58	82.9%
Television programs	54	50.0%	45	46.9%	36	50.0%	38	54.3%
Online Forums	27	25.0%	32	33.3%	18	25.0%	27	38.6%
Newsletter from hunting / wildlife groups or organizations	34	31.5%	33	34.4%	30	41.7%	18	25.7%
Fish / Wildlife Agency for My State of Residence	37	34.3%	44	45.8%	33	45.8%	21	30.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	21	19.4%	23	24.0%	24	33.3%	14	20.0%
Other	2	1.9%	1	1.0%	1	1.4%	2	2.9%
None of The Above	9	8.3%	5	5.2%	7	9.7%	3	4.3%
Total	108	100.0%	96	100.0%	72	100.0%	70	100.0%

Table R15.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	43	32.3%	25	31.6%	14	31.1%	32	31.1%
	Google+	27	20.3%	18	22.8%	11	24.4%	24	23.3%
	Twitter	9	6.8%	6	7.6%	4	8.9%	4	3.9%
	Pinterest	13	9.8%	10	12.7%	6	13.3%	5	4.9%
	Magazines	87	65.4%	63	79.7%	37	82.2%	68	66.0%
	Instagram	17	12.8%	13	16.5%	7	15.6%	12	11.7%
	YouTube	83	62.4%	48	60.8%	37	82.2%	54	52.4%
	Television programs	66	49.6%	48	60.8%	28	62.2%	45	43.7%
	Online Forums	45	33.8%	23	29.1%	31	68.9%	24	23.3%
	Newsletter from hunting / wildlife groups or organizations	41	30.8%	32	40.5%	13	28.9%	29	28.2%
	Fish / Wildlife Agency for My State of Residence	40	30.1%	24	30.4%	12	26.7%	27	26.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	23	17.3%	16	20.3%	5	11.1%	13	12.6%
	Other	2	1.5%	2	2.5%	1	2.2%	0	0.0%
	None of The Above	5	3.8%	2	2.5%	0	0.0%	9	8.7%
Total		133	100.0%	79	100.0%	45	100.0%	103	100.0%

Recreational Shooting with an MSR - Overall

This section includes responses from individuals who are interested in trying an MSR activity that they do not currently participate in; some individuals (49.3%) have shot with an MSR within the past three years, while the remainder have not. Further chapters will be dedicated to specific target shooting activities, and will exclude all individuals who currently participate in that activity.

- About one-third (34.7%) of those interested in shooting an MSR are interested in trying 3 gun (Table M.19).
- 31.1% of those who have shot with an MSR in the past three years and are interested in shooting long range have not done so because this is not offered at ranges in their area (Table M6.19).

Demographic Information

Table M.1) **What is your current age?**

	Count	Column Percent
18 to 24	59	1.6%
25 to 34	277	7.5%
35 to 44	522	14.2%
45 to 54	887	24.1%
55 to 64	1,099	29.9%
65 and older	830	22.6%
Total	3,674	100.0%

Table M.2) **What is your gender?**

	Count	Column Percent
Male	3,581	97.3%
Female	100	2.7%
Total	3,681	100.0%

Table M.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	143	3.9%
\$20,000 to \$29,999	123	3.4%
\$30,000 to \$39,999	187	5.1%
\$40,000 to \$49,999	269	7.4%
\$50,000 to \$74,999	750	20.6%
\$75,000 to \$99,999	711	19.5%
\$100,000 to \$149,999	817	22.4%
\$150,000 to \$200,000	336	9.2%
More than \$200,000	311	8.5%
Total	3,647	100.0%

Table M.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	26	0.7%
High school graduation	723	19.6%
Trade school, associates degree or similar	1,248	33.9%
Bachelors degree	1,113	30.2%
Masters degree	427	11.6%
Ph D and higher	143	3.9%
Total	3,680	100.0%

Table M.5) **In which region do you live?**

	Count	Column Percent
Northeast	488	13.3%
Midwest	1,016	27.6%
South	1,461	39.7%
West	685	18.6%
Canada	29	0.8%
Total	3,679	100.0%

Introduction to Shooting

Table M.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	2,371	62.1%
11 to 17 years old	1,047	27.4%
18 to 24 years old	220	5.8%
25 to 34 years old	65	1.7%
35 to 44 years old	43	1.1%
45 to 54 years old	33	0.9%
55 to 64 years old	22	0.6%
65 years and older	18	0.5%
Total	3,819	100.0%

Table M.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	765	20.0%
Blackpowder or muzzleloader	13	0.3%
Compound bow	14	0.4%
Crossbow	2	0.1%
MSR	43	1.1%
Revolver	220	5.8%
Shotgun	725	19.0%
Semi-Automatic handgun	267	7.0%
Traditional bow	64	1.7%
Traditional rifle (Centerfire)	201	5.3%
Traditional rifle (Rimfire)	1,499	39.3%
Other	6	0.2%
Total	3,819	100.0%

Table M.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	2	0.1%
5 Stand	5	0.1%
Benchrest	54	1.4%
Cowboy action	6	0.2%
IPSC	1	0.0%
Long range	36	0.9%
NRA high power	3	0.1%
Pattern shotgun	48	1.3%
Plinking or informal target shooting	3,025	79.5%
Silhouette	45	1.2%
Skeet	70	1.8%
Sporting clays	50	1.3%
Steel Challenge	1	0.0%
Tactical	7	0.2%
Test reload	4	0.1%
Training (Military, Defense, Law Enforcement)	54	1.4%
Trap	75	2.0%
Wobble Trap	2	0.1%
Target archery	58	1.5%
Field archery	11	0.3%
3D archery	5	0.1%
Other Please describe:	244	6.4%
Total	3,806	100.0%

Table M.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	2,345	62.5%
Friend	443	11.8%
Grandparent	404	10.8%
Aunt / Uncle	361	9.6%
Sibling	213	5.7%
Nobody / I shot alone when I first went shooting	187	5.0%
Camp / Summer camp	136	3.6%
Another relative	118	3.1%
Mother	112	3.0%
Neighbor	80	2.1%
Military	58	1.5%
Co-worker	38	1.0%
Spouse	21	0.6%
Other	14	0.4%
Guide / outfitter	6	0.2%
Total	3,751	100.0%

Table M.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	2,531	69.0%
Tradition / way of life	1,805	49.2%
Spend time with family or friends who already shot	1,760	48.0%
It's relaxing / an escape	1,591	43.4%
Wanted to spend more time outdoors	1,415	38.6%
I wanted a challenge / adventure	1,163	31.7%
Training for hunting	860	23.4%
Protection / self defense	715	19.5%
Wanted to try a new sport	672	18.3%
To teach someone else / introduce my children or others to shooting	596	16.2%
Training (military, police, etc.)	550	15.0%
Media (television, magazines, movies)	100	2.7%
Other Please write in	30	0.8%
Total	3,668	100.0%

Table M.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	1,017	26.6%
1 year	425	11.1%
2 - 5 years	1,299	34.0%
6 - 10 years	308	8.1%
More than 10 years	409	10.7%
I have only ever participated in [the shooting activity that I first participated in]	361	9.5%
Total	3,819	100.0%

Table M.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	2,848	83.1%
3 Gun with a semi-automatic handgun	137	4.0%
Bowling pin with a semi-automatic handgun	400	11.7%
Bullseye with a semi-automatic handgun	835	24.4%
Cowboy action with a semi-automatic handgun	78	2.3%
IDPA with a semi-automatic handgun	215	6.3%
IPSC with a semi-automatic handgun	187	5.5%
Load Testing/Development with a semi-automatic handgun	611	17.8%
Sighting-in with a semi-automatic handgun	1,825	53.3%
Silhouette with a semi-automatic handgun	889	25.9%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	341	10.0%
Teaching/Informative with a semi-automatic handgun	993	29.0%
Testing (Ammo & firearm) with a semi-automatic handgun	1,239	36.2%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	1,052	30.7%
Other Please describe with a semi-automatic handgun	104	3.0%
Plinking or informal target shooting with a revolver	2,672	78.0%
3 Gun with a revolver	22	0.6%
Bowling pin with a revolver	275	8.0%
Bullseye with a revolver	651	19.0%
Cowboy action with a revolver	168	4.9%
IDPA with a revolver	49	1.4%
IPSC with a revolver	53	1.5%
Load Testing/Development with a revolver	607	17.7%
Sighting-in with a revolver	1,345	39.3%
Silhouette with a revolver	629	18.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	138	4.0%

Teaching/Informative with a revolver	710	20.7%
Testing (Ammo & firearm) with a revolver	1,006	29.4%
Training (Military, Defense, Law Enforcement) with a revolver	521	15.2%
Other Please describe with a revolver	84	2.5%
Plinking or informal target shooting with a traditional rimfire rifle	2,979	87.0%
3 Gun with a traditional rimfire rifle	20	0.6%
Benchrest with a traditional rimfire rifle	858	25.0%
Cowboy action with a traditional rimfire rifle	34	1.0%
Load Testing/Development with a traditional rimfire rifle	333	9.7%
Long range with a traditional rimfire rifle	584	17.0%
NRA high power with a traditional rimfire rifle	31	0.9%
Schuetzen with a traditional rimfire rifle	13	0.4%
Sighting-in rifle with a traditional rimfire rifle	2,044	59.7%
Silhouette with a traditional rimfire rifle	590	17.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	139	4.1%
Tactical with a traditional rimfire rifle	171	5.0%
Teaching/Informative with a traditional rimfire rifle	951	27.8%
Three (3) position with a traditional rimfire rifle	253	7.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	313	9.1%
Other Please describe with a traditional rimfire rifle	156	4.6%
Plinking or informal target shooting with a traditional centerfire rifle	2,648	77.3%
3 Gun with a traditional centerfire rifle	54	1.6%
Benchrest with a traditional centerfire rifle	1,181	34.5%
Cowboy action with a traditional centerfire rifle	82	2.4%
Load Testing/Development with a traditional centerfire rifle	989	28.9%
Long range with a traditional centerfire rifle	1,342	39.2%
NRA high power with a traditional centerfire rifle	132	3.9%
Schuetzen with a traditional centerfire rifle	18	0.5%
Sighting-in rifle with a traditional centerfire rifle	2,228	65.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	607	17.7%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	145	4.2%
Tactical with a traditional centerfire rifle	422	12.3%
Teaching/Informative with a traditional centerfire rifle	888	25.9%
Three (3) position with a traditional centerfire rifle	220	6.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	688	20.1%
Other Please describe with a traditional centerfire rifle	157	4.6%
Plinking or informal target shooting with an MSR	2,266	66.1%
3 Gun with an MSR	129	3.8%
Benchrest with an MSR	660	19.3%
Cowboy action with an MSR	8	0.2%

Load Testing/Development with an MSR	624	18.2%
Long range with an MSR	795	23.2%
NRA high power with an MSR	89	2.6%
Schuetzen with an MSR	7	0.2%
Sighting-in rifle with an MSR	1,668	48.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	395	11.5%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	172	5.0%
Tactical with an MSR	706	20.6%
Teaching/Informative with an MSR	752	21.9%
Three (3) position with an MSR	193	5.6%
Training (Military, Defense, Law Enforcement) with an MSR	887	25.9%
Other Please describe with an MSR	61	1.8%
Informal (backyard, testing) with a shotgun	2,206	64.4%
3 Gun with a shotgun	127	3.7%
5 Stand with a shotgun	512	14.9%
Cowboy Action with a shotgun	81	2.4%
Dog training with a shotgun	459	13.4%
Other with a shotgun	36	1.1%
Pattern shotgun with a shotgun	1,590	46.4%
Sighting-In with a shotgun	1,263	36.9%
Skeet with a shotgun	1,829	53.4%
Sporting clays with a shotgun	1,882	54.9%
Teaching/Informative with a shotgun	789	23.0%
Test reload with a shotgun	497	14.5%
Training (Military, Defense, Law Enforcement) with a shotgun	513	15.0%
Trap with a shotgun	1,721	50.2%
Wobble Trap with a shotgun	429	12.5%
Other Please describe with a shotgun	153	4.5%
Total	3,426	100.0%

Current Recreational Shooting Activities

Table M.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	2,953	86.0%
Traditional Centerfire Rifle	2,652	77.2%
Traditional Rimfire Rifle	2,605	75.8%
Shotgun	2,541	74.0%
Revolver	2,291	66.7%
MSR	1,695	49.3%
Traditional or Compound Bow	997	29.0%
Muzzleloader	764	22.2%
Crossbow	533	15.5%
None of the Above	54	1.6%
Total	3,435	100.0%

Table M.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	2,643	76.8%
Plinking or informal target shooting with a traditional rimfire rifle	2,369	68.8%
Plinking or informal target shooting with a traditional centerfire rifle	2,168	63.0%
Plinking or informal target shooting with a Revolver	2,061	59.9%
Sighting-in rifle with a traditional centerfire rifle	1,873	54.4%
Informal (backyard or testing) with a Shotgun	1,646	47.8%
Sighting-in with a Semi-Automatic Handgun	1,556	45.2%
Sighting-in rifle with a traditional rimfire rifle	1,539	44.7%
Plinking or informal target shooting with a MSR	1,464	42.5%
Sporting clays with a Shotgun	1,301	37.8%
Pattern shotgun	1,166	33.9%
Skeet with a Shotgun	1,104	32.1%
Sighting-in rifle with a MSR	1,075	31.2%
Trap with a Shotgun	1,072	31.1%
Long range with a traditional centerfire rifle	1,031	29.9%
Target shooting with a traditional or compound bow	997	29.0%
Benchrest with a traditional centerfire rifle	975	28.3%
Sighting-in with a Revolver	968	28.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	963	28.0%
Sighting-In with a Shotgun	911	26.5%
Teaching/Informative with a Semi-Automatic Handgun	803	23.3%
Target shooting with a muzzleloader	764	22.2%
Load Testing/Development with a traditional centerfire rifle	736	21.4%

Bullseye with a Semi-Automatic Handgun	680	19.8%
Silhouette with a Semi-Automatic Handgun	671	19.5%
Testing (Ammo & firearm) with a Revolver	663	19.3%
Benchrest with a traditional rimfire rifle	624	18.1%
Teaching/Informative with a traditional rimfire rifle	616	17.9%
Teaching/Informative with a traditional centerfire rifle	567	16.5%
Teaching/Informative with a Shotgun	551	16.0%
Target shooting with a crossbow	533	15.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	495	14.4%
Teaching/Informative with a Revolver	488	14.2%
Target shooting with an air rifle at a range	485	14.1%
Load Testing/Development with a Semi-Automatic Handgun	470	13.7%
Teaching/Informative with a MSR	454	13.2%
Bullseye with a Revolver	442	12.8%
Load Testing/Development with a Revolver	399	11.6%
Long range with a MSR	398	11.6%
Load Testing/Development with a MSR	374	10.9%
Silhouette with a Revolver	372	10.8%
Tactical with a MSR	371	10.8%
5 Stand with a Shotgun	367	10.7%
Benchrest with a MSR	354	10.3%
Silhouette with a traditional centerfire rifle	352	10.2%
Long range with a traditional rimfire rifle	335	9.7%
Silhouette with a traditional rimfire rifle	326	9.5%
Wobble Trap with a Shotgun	304	8.8%
Training (Military / Defense / Law Enforcement) with a MSR	299	8.7%
Test reload with a Shotgun	290	8.4%
Dog training with a shotgun	261	7.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	233	6.8%
Bowling pin with a Semi-Automatic Handgun	218	6.3%
Steel Challenge with a Semi-Automatic Handgun	218	6.3%
Tactical with a traditional centerfire rifle	204	5.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	192	5.6%
Silhouette with a MSR	189	5.5%
Load Testing/Development with a traditional rimfire rifle	166	4.8%
Training (Military / Defense / Law Enforcement) with a Revolver	150	4.4%
IDPA with a Semi-Automatic Handgun	148	4.3%
Bowling pin with a Revolver	123	3.6%
Cowboy action with a Revolver	104	3.0%
3 Gun with a Semi-Automatic Handgun	102	3.0%
IPSC with a Semi-Automatic Handgun	99	2.9%

Three (3) position with a traditional centerfire rifle	90	2.6%
3 Gun with a Shotgun	89	2.6%
Steel Challenge with a MSR	86	2.5%
3 Gun with a MSR	85	2.5%
Steel Challenge with a traditional centerfire rifle	80	2.3%
Steel Challenge with a traditional rimfire rifle	76	2.2%
Three (3) position with a traditional rimfire rifle	76	2.2%
Three (3) position with a MSR	73	2.1%
Tactical with a traditional rimfire rifle	72	2.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	72	2.1%
Steel Challenge with a Revolver	66	1.9%
Cowboy Action with a Shotgun	54	1.6%
None of the above	54	1.6%
Cowboy action with a traditional centerfire rifle	52	1.5%
NRA high power with a MSR	35	1.0%
NRA high power with a traditional centerfire rifle	34	1.0%
Cowboy action with a Semi-Automatic Handgun	31	0.9%
IDPA with a Revolver	24	0.7%
3 Gun with a traditional centerfire rifle	19	0.6%
Cowboy action with a traditional rimfire rifle	16	0.5%
IPSC with a Revolver	12	0.3%
3 Gun with a traditional rimfire rifle	8	0.2%
Schuetzen with a traditional centerfire rifle	7	0.2%
NRA high power with a traditional rimfire rifle	7	0.2%
Cowboy action with a MSR	4	0.1%
Schuetzen with a traditional rimfire rifle	4	0.1%
3 Gun with a Revolver	2	0.1%
Schuetzen with a MSR	1	0.0%
Total	3,443	100.0%

Table M.15) Lapsed shooting activities (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	192	7.7%
Revolver	582	23.3%
Traditional Rimfire Rifle	542	21.7%
Traditional Centerfire Rifle	359	14.4%
MSR	820	32.8%
Shotgun	451	18.0%
Air Rifle	924	37.0%
Traditional or Compound Bow	963	38.5%
Crossbow	245	9.8%
Muzzleloader	631	25.3%
Total	2,499	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	559	18.2%
3 Gun with a Shotgun	38	1.2%
5 Stand with a Shotgun	145	4.7%
Cowboy Action with a Shotgun	27	0.9%
Sighting-In with a Shotgun	352	11.5%
Skeet with a Shotgun	725	23.6%
Sporting clays with a Shotgun	581	18.9%
Teaching/Informative with a Shotgun	238	7.8%
Test reload with a Shotgun	207	6.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	279	9.1%
Trap with a Shotgun	648	21.1%
Wobble Trap with a Shotgun	125	4.1%
Plinking or informal target shooting with a traditional centerfire rifle	479	15.6%
3 Gun with a traditional centerfire rifle	35	1.1%
Benchrest with a traditional centerfire rifle	206	6.7%
Cowboy action with a traditional centerfire rifle	30	1.0%
Load Testing/Development with a traditional centerfire rifle	253	8.2%
Long range with a traditional centerfire rifle	311	10.1%
NRA high power with a traditional centerfire rifle	98	3.2%
Schuetzen with a traditional centerfire rifle	11	0.4%
Sighting-in rifle with a traditional centerfire rifle	355	11.6%
Silhouette with a traditional centerfire rifle	255	8.3%
Steel Challenge with a traditional centerfire rifle	65	2.1%
Tactical with a traditional centerfire rifle	218	7.1%
Teaching/Informative with a traditional centerfire rifle	321	10.5%
Three (3) position with a traditional centerfire rifle	130	4.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	496	16.2%
Plinking or informal target shooting with a MSR	802	26.1%
3 Gun with a MSR	44	1.4%

Benchrest with a MSR	306	10.0%
Cowboy action with a MSR	4	0.1%
Load Testing/Development with a MSR	249	8.1%
Long range with a MSR	397	12.9%
NRA high power with a MSR	54	1.8%
Schuetzen with a MSR	6	0.2%
Sighting-in rifle with a MSR	593	19.3%
Silhouette with a MSR	206	6.7%
Steel Challenge with a MSR	86	2.8%
Tactical with a MSR	335	10.9%
Teaching/Informative with a MSR	298	9.7%
Three (3) position with a MSR	120	3.9%
Training (Military / Defense / Law Enforcement) with a MSR	584	19.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	204	6.6%
3 Gun with a Semi-Automatic Handgun	35	1.1%
Bowling pin with a Semi-Automatic Handgun	182	5.9%
Bullseye with a Semi-Automatic Handgun	153	5.0%
Cowboy action with a Semi-Automatic Handgun	47	1.5%
IDPA with a Semi-Automatic Handgun	67	2.2%
IPSC with a Semi-Automatic Handgun	88	2.9%
Load Testing/Development with a Semi-Automatic Handgun	141	4.6%
Sighting-in with a Semi-Automatic Handgun	269	8.8%
Silhouette with a Semi-Automatic Handgun	218	7.1%
Steel Challenge with a Semi-Automatic Handgun	123	4.0%
Teaching/Informative with a Semi-Automatic Handgun	190	6.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	276	9.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	537	17.5%
Plinking or informal target shooting with a Revolver	610	19.9%
3 Gun with a Revolver	273	8.9%
Bowling pin with a Revolver	152	5.0%
Bullseye with a Revolver	208	6.8%
Cowboy action with a Revolver	64	2.1%
IDPA with a Revolver	25	0.8%
IPSC with a Revolver	41	1.3%
Load Testing/Development with a Revolver	208	6.8%
Sighting-in with a Revolver	377	12.3%
Silhouette with a Revolver	257	8.4%
Steel Challenge with a Revolver	72	2.3%
Teaching/Informative with a Revolver	222	7.2%
Testing (Ammo & firearm) with a Revolver	343	11.2%
Training (Military / Defense / Law Enforcement) with a Revolver	359	11.7%
Dog training with a shotgun	198	6.5%
Target shooting with a traditional or compound bow	963	31.4%
Target shooting with a crossbow	245	8.0%
Target shooting with a muzzleloader	631	20.6%
Plinking or informal target shooting with a traditional rimfire rifle	609	19.8%
3 Gun with a traditional rimfire rifle	12	0.4%

Benchrest with a traditional rimfire rifle	234	7.6%
Cowboy action with a traditional rimfire rifle	18	0.6%
Load Testing/Development with a traditional rimfire rifle	165	5.4%
Long range with a traditional rimfire rifle	249	8.1%
NRA high power with a traditional rimfire rifle	24	0.8%
Schuetzen with a traditional rimfire rifle	14	0.5%
Sighting-in rifle with a traditional rimfire rifle	505	16.5%
Target shooting with an air rifle at a range	923	30.1%
Silhouette with a traditional rimfire rifle	264	8.6%
Pattern shotgun	424	13.8%
Steel Challenge with a traditional rimfire rifle	63	2.1%
Tactical with a traditional rimfire rifle	99	3.2%
Teaching/Informative with a traditional rimfire rifle	335	10.9%
Three (3) position with a traditional rimfire rifle	177	5.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	241	7.9%
Total	3,069	100.0%

Table M.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	60	9.2%	42	5.8%	87	9.0%
The activity was too expensive	44	6.8%	19	2.6%	67	7.0%
Ammunition was too expensive	82	12.6%	83	11.4%	68	7.1%
I no longer have time to do this	200	30.8%	203	27.8%	329	34.2%
I don't have anybody to go with anymore	94	14.5%	80	11.0%	211	21.9%
I was not successful	6	0.9%	2	0.3%	8	0.8%
I am no longer interested	53	8.2%	101	13.8%	111	11.5%
I did not enjoy this type of shooting	11	1.7%	26	3.6%	25	2.6%
Medical reasons / disability	29	4.5%	29	4.0%	39	4.0%
I no longer own a shotgun	19	2.9%	141	19.3%	40	4.2%
Other Please describe	85	13.1%	99	13.6%	146	15.2%
Total	649	100%	730	100%	963	100%

Table M.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	68	10.1%	43	6.4%	85	10.7%
The activity was too expensive	47	7.0%	17	2.5%	73	9.2%
Ammunition was too expensive	105	15.6%	74	10.9%	134	16.8%
I no longer have time to do this	204	30.4%	242	35.7%	232	29.1%
I don't have anybody to go with anymore	108	16.1%	89	13.1%	108	13.6%
I was not successful	3	0.4%	4	0.6%	2	0.3%
I am no longer interested	47	7.0%	97	14.3%	43	5.4%
I did not enjoy this type of shooting	6	0.9%	13	1.9%	9	1.1%
Medical reasons / disability	33	4.9%	31	4.6%	24	3.0%
I no longer own a shotgun	39	5.8%	60	8.9%	71	8.9%
Other Please describe	101	15.1%	81	12.0%	96	12.0%
Total	671	100%	677	100%	797	100%

Table M.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	12	2.8%	4	4.8%	8	3.0%	14	3.0%
The activity was too expensive	9	2.1%	3	3.6%	5	1.9%	1	0.2%
Ammunition was too expensive	3	0.7%	2	2.4%	2	0.8%	0	0.0%
I no longer have time to do this	105	24.6%	20	24.1%	88	33.2%	99	21.2%
I don't have anybody to go with anymore	32	7.5%	8	9.6%	44	16.6%	18	3.8%
I was not successful	5	1.2%	3	3.6%	3	1.1%	1	0.2%
I am no longer interested	111	26.0%	12	14.5%	56	21.1%	203	43.4%
I did not enjoy this type of shooting	15	3.5%	10	12.0%	20	7.5%	13	2.8%
Medical reasons / disability	80	18.7%	0	0.0%	3	1.1%	5	1.1%
I no longer own this type of firearm	81	19.0%	29	34.9%	48	18.1%	88	18.8%
Other Please describe	39	9.1%	7	8.4%	33	12.5%	42	9.0%
Total	427	100%	83	100%	265	100%	468	100%

Current Hunting Activities

Table M.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	2,012	88.8%
Shotgun	1,965	86.8%
Traditional bow/compound bow	1,004	44.3%
MSR	937	41.4%
Muzzleloader	932	41.1%
Handgun	791	34.9%
Crossbow	514	22.7%
Other	56	2.5%
Total	2,265	100.0%

Table M.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	328	15.3%
Deer	1,859	86.8%
Elk	399	18.6%
Other big game	195	9.1%
Others	92	4.3%
Predators	958	44.7%
Small game	1,185	55.3%
Turkey	1,260	58.9%
Upland game birds	1,106	51.7%
Waterfowl	730	34.1%
Wild pig / feral hog	510	23.8%
Total	2,141	100.0%

MSR Activity Interest

Table M.19) Which activity would you be interested in trying with an MSR?

	Count	Column Percent
Long range	1,447	39.8%
Tactical	1,401	38.5%
3 Gun	1,262	34.7%
Steel Challenge	1,129	31.1%
Plinking or informal target shooting	920	25.3%
Silhouette high power	873	24.0%
Training (Military, Defense, Law Enforcement)	797	21.9%
Benchrest	741	20.4%
Sighting-in rifle	701	19.3%
Three (3) position	688	18.9%
NRA high power	635	17.5%
Load Testing/Development	510	14.0%
Teaching/Informative	401	11.0%
Cowboy action	174	4.8%
Schuetzen	141	3.9%
Total	3,635	100.0%

Table M.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	664	42.6%
These activities are not offered at ranges in my area	463	29.7%
I don't know how to get started	381	24.4%
I don't have anybody to go with	287	18.4%
Too expensive	269	17.2%
I do not own / have access to this firearm	94	6.0%
Other Please describe	83	5.3%
Medical reason / disability	45	2.9%
Total	1,560	100.0%

Table M.21 Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot an MSR within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	458	51.9%
Not enough time	189	21.4%
Too expensive	167	18.9%
I don't have anybody to go with	91	10.3%
I don't know how to get started	64	7.2%
These activities are not offered at ranges in my area	61	6.9%
Other Please describe	56	6.3%
Medical reason / disability	13	1.5%
Total	883	100.0%

Influential Media and Individuals

Table M.22 When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	1,509	44.4%
Father	1,125	33.1%
Self / nobody else	579	17.0%
Aunt / Uncle	298	8.8%
Co-worker	294	8.6%
Sibling	283	8.3%
Grandparent	266	7.8%
Another relative	242	7.1%
Military	216	6.4%
Other, please specify	113	3.3%
Neighbor	111	3.3%
Spouse	91	2.7%
Children / grandchildren	66	1.9%
Mother	37	1.1%
Guide / outfitter	33	1.0%
Total	3,399	100.0%

Table M.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	1,427	42.4%
Magazines and Books	1,107	32.9%
Online videos	967	28.8%
National sportsmen’s conservation organizations	740	22.0%
Local clubs or social organizations	730	21.7%
Hunter education programs	414	12.3%
Retailers	413	12.3%
State wildlife management agencies	334	9.9%
Other, please specify	155	4.6%
Seminars	145	4.3%
Total	3,363	100.0%

Table M.24) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	629	65.3%
How-to videos	613	63.7%
Product reviews	600	62.3%
Non-professionals (home videos) hunting/fishing/shooting	511	53.1%
Competitions	432	44.9%
TV programs (complete or partial episodes)	420	43.6%
Informational/political/talk show style	154	16.0%
Fish and Wildlife agency produced videos	137	14.2%
Comedy/blooper videos	70	7.3%
Other	20	2.1%
Total	963	100.0%

Table M.25) **Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	86	6.1%
Animal Planet	49	3.5%
Comcast SportsNet	6	0.4%
Discovery Channel	199	14.0%
ESPN/ESPN 2	66	4.6%
History Channel	323	22.7%
Military Channel	313	22.0%
National Geographic	111	7.8%
NBC Sports	40	2.8%
Outdoor Channel	1,134	79.9%
Pursuit Channel	415	29.2%
Sportsman Channel	916	64.5%
Sunshine Network / SUN Sports	9	0.6%
WildTV	46	3.2%
World Fishing Network	41	2.9%
Other national network	40	2.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	322	22.7%
I watched hunting/fishing TV, but don't remember the channel	271	19.1%
Total	1,420	100.0%

Table M.26) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	1,549	42.2%
An invitation from a friend / family member	1,111	30.3%
Programming offered by outdoor retailers	971	26.5%
YouTube videos	910	24.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	903	24.6%
Books / magazines	859	23.4%
Membership in a non-profit organization	637	17.4%
Online forums / blogs	498	13.6%
Other Please describe	311	8.5%
None of the above	179	4.9%
Total	3,667	100.0%

Table M.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	247	25.7%	218	24.6%	176	28.3%	274	30.3%
Google+	199	20.7%	157	17.7%	106	17.0%	168	18.6%
Twitter	48	5.0%	30	3.4%	27	4.3%	46	5.1%
Pinterest	46	4.8%	38	4.3%	31	5.0%	46	5.1%
Magazines	637	66.2%	560	63.3%	403	64.7%	535	59.2%
Instagram	76	7.9%	54	6.1%	52	8.3%	89	9.9%
YouTube	531	55.2%	432	48.8%	308	49.4%	758	83.9%
Television programs	466	48.4%	380	42.9%	270	43.3%	368	40.8%
Online Forums	343	35.7%	286	32.3%	203	32.6%	372	41.2%
Newsletter from hunting / wildlife groups or organizations	266	27.7%	280	31.6%	207	33.2%	189	20.9%
Fish / Wildlife Agency for My State of Residence	242	25.2%	331	37.4%	206	33.1%	152	16.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	139	14.4%	185	20.9%	141	22.6%	97	10.7%
Other	28	2.9%	18	2.0%	11	1.8%	18	2.0%
None of The Above	47	4.9%	60	6.8%	39	6.3%	26	2.9%
Total	962	100.0%	885	100.0%	623	100.0%	903	100.0%

Table M.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	398	26.1%	197	23.3%	158	32.0%	286	26.1%
Google+	259	17.0%	178	21.0%	83	16.8%	188	17.2%
Twitter	70	4.6%	33	3.9%	24	4.9%	40	3.6%
Pinterest	65	4.3%	42	5.0%	24	4.9%	32	2.9%
Magazines	916	60.1%	669	79.1%	323	65.5%	658	60.0%
Instagram	114	7.5%	57	6.7%	50	10.1%	70	6.4%
YouTube	838	55.0%	477	56.4%	353	71.6%	503	45.9%
Television programs	611	40.1%	428	50.6%	220	44.6%	462	42.2%
Online Forums	513	33.7%	290	34.3%	314	63.7%	276	25.2%
Newsletter from hunting / wildlife groups or organizations	366	24.0%	235	27.8%	122	24.7%	261	23.8%
Fish / Wildlife Agency for My State of Residence	323	21.2%	191	22.6%	89	18.1%	282	25.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	178	11.7%	114	13.5%	49	9.9%	150	13.7%
Other	35	2.3%	14	1.7%	12	2.4%	21	1.9%
None of The Above	111	7.3%	26	3.1%	12	2.4%	93	8.5%
Total	1,523	100.0%	846	100.0%	493	100.0%	1,096	100.0%

Plinking or Informal Target Shooting with an MSR

This section includes those who are interested in plinking or informal target shooting with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M1.1) **What is your current age?**

	Count	Column Percent
18 to 24	19	2.2%
25 to 34	58	6.6%
35 to 44	105	12.0%
45 to 54	209	23.8%
55 to 64	256	29.2%
65 and older	231	26.3%
Total	878	100.0%

Table M1.2) **What is your gender?**

	Count	Column Percent
Male	844	95.8%
Female	37	4.2%
Total	881	100.0%

Table M1.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	46	5.3%
\$20,000 to \$29,999	32	3.7%
\$30,000 to \$39,999	53	6.1%
\$40,000 to \$49,999	76	8.7%
\$50,000 to \$74,999	192	22.1%
\$75,000 to \$99,999	167	19.2%
\$100,000 to \$149,999	182	20.9%
\$150,000 to \$200,000	56	6.4%
More than \$200,000	66	7.6%
Total	870	100.0%

Table M1.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	8	0.9%
High school graduation	186	21.2%
Trade school, associates degree or similar	285	32.4%
Bachelors degree	265	30.1%
Masters degree	97	11.0%
Ph D and higher	38	4.3%
Total	879	100.0%

Table M1.5) In which region do you live?

	Count	Column Percent
Northeast	149	16.9%
Midwest	262	29.7%
South	312	35.4%
West	145	16.5%
Canada	13	1.5%
Total	881	100.0%

Introduction to Shooting

Table M1.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	537	58.4%
11 to 17 years old	263	28.6%
18 to 24 years old	55	6.0%
25 to 34 years old	24	2.6%
35 to 44 years old	12	1.3%
45 to 54 years old	10	1.1%
55 to 64 years old	9	1.0%
65 years and older	10	1.1%
Total	920	100.0%

Table M1.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	213	23.2%
Blackpowder or muzzleloader	4	0.4%
Compound bow	3	0.3%
Crossbow	1	0.1%
MSR	7	0.8%
Revolver	52	5.7%
Shotgun	164	17.8%
Semi-Automatic handgun	76	8.3%
Traditional bow	19	2.1%
Traditional rifle (Centerfire)	52	5.7%
Traditional rifle (Rimfire)	328	35.7%
Other	1	0.1%
Total	920	100.0%

Table M1.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
5 Stand	1	0.1%
Benchrest	19	2.1%
Cowboy action	2	0.2%
Long range	9	1.0%
NRA high power	2	0.2%
Pattern shotgun	11	1.2%
Plinking or informal target shooting	703	76.8%
Silhouette	11	1.2%
Skeet	13	1.4%
Sporting clays	18	2.0%
Tactical	2	0.2%
Training (Military, Defense, Law Enforcement)	14	1.5%
Trap	22	2.4%
Target archery	16	1.7%
Field archery	5	0.5%
3D archery	1	0.1%
Other Please describe:	65	7.1%
Total	915	100.0%

Table M1.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	536	59.4%
Friend	113	12.5%
Grandparent	99	11.0%
Aunt / Uncle	78	8.6%
Sibling	55	6.1%
Nobody / I shot alone when I first went shooting	52	5.8%
Camp / Summer camp	40	4.4%
Another relative	35	3.9%
Mother	25	2.8%
Neighbor	22	2.4%
Co-worker	13	1.4%
Military	13	1.4%
Spouse	3	0.3%
Other	3	0.3%
Guide / outfitter	1	0.1%
Total	903	100.0%

Table M1.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	589	67.1%
Tradition / way of life	410	46.7%
Spend time with family or friends who already shot	409	46.6%
It's relaxing / an escape	358	40.8%
Wanted to spend more time outdoors	306	34.9%
I wanted a challenge / adventure	270	30.8%
Training for hunting	208	23.7%
Protection / self defense	170	19.4%
Wanted to try a new sport	167	19.0%
To teach someone else / introduce my children or others to shooting	126	14.4%
Training (military, police, etc.)	91	10.4%
Media (television, magazines, movies)	28	3.2%
Other Please write in	5	0.6%
Total	878	100.0%

Table M1.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	207	22.5%
1 year	84	9.1%
2 - 5 years	299	32.5%
6 - 10 years	53	5.8%
More than 10 years	89	9.7%
I have only ever participated in [the shooting activity that I first participated in]	188	20.4%
Total	920	100.0%

Table M1.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	513	71.6%
3 Gun with a semi-automatic handgun	7	1.0%
Bowling pin with a semi-automatic handgun	41	5.7%
Bullseye with a semi-automatic handgun	154	21.5%
Cowboy action with a semi-automatic handgun	5	0.7%
IDPA with a semi-automatic handgun	17	2.4%
IPSC with a semi-automatic handgun	12	1.7%
Load Testing/Development with a semi-automatic handgun	56	7.8%
Sighting-in with a semi-automatic handgun	276	38.5%
Silhouette with a semi-automatic handgun	130	18.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	25	3.5%
Teaching/Informative with a semi-automatic handgun	128	17.9%
Testing (Ammo & firearm) with a semi-automatic handgun	181	25.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	140	19.6%
Other Please describe with a semi-automatic handgun	20	2.8%
Plinking or informal target shooting with a revolver	479	66.9%
3 Gun with a revolver	1	0.1%
Bowling pin with a revolver	33	4.6%
Bullseye with a revolver	123	17.2%
Cowboy action with a revolver	19	2.7%
IDPA with a revolver	1	0.1%
IPSC with a revolver	4	0.6%
Load Testing/Development with a revolver	65	9.1%
Sighting-in with a revolver	200	27.9%
Silhouette with a revolver	93	13.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	12	1.7%
Teaching/Informative with a revolver	101	14.1%
Testing (Ammo & firearm) with a revolver	153	21.4%
Training (Military, Defense, Law Enforcement) with a revolver	68	9.5%

Other Please describe with a revolver	17	2.4%
Plinking or informal target shooting with a traditional rimfire rifle	578	80.7%
3 Gun with a traditional rimfire rifle	2	0.3%
Benchrest with a traditional rimfire rifle	149	20.8%
Cowboy action with a traditional rimfire rifle	5	0.7%
Load Testing/Development with a traditional rimfire rifle	49	6.8%
Long range with a traditional rimfire rifle	102	14.2%
NRA high power with a traditional rimfire rifle	7	1.0%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	371	51.8%
Silhouette with a traditional rimfire rifle	89	12.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	20	2.8%
Tactical with a traditional rimfire rifle	17	2.4%
Teaching/Informative with a traditional rimfire rifle	135	18.9%
Three (3) position with a traditional rimfire rifle	46	6.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	49	6.8%
Other Please describe with a traditional rimfire rifle	38	5.3%
Plinking or informal target shooting with a traditional centerfire rifle	443	61.9%
3 Gun with a traditional centerfire rifle	3	0.4%
Benchrest with a traditional centerfire rifle	210	29.3%
Cowboy action with a traditional centerfire rifle	9	1.3%
Load Testing/Development with a traditional centerfire rifle	134	18.7%
Long range with a traditional centerfire rifle	182	25.4%
NRA high power with a traditional centerfire rifle	11	1.5%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	367	51.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	79	11.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	9	1.3%
Tactical with a traditional centerfire rifle	34	4.7%
Teaching/Informative with a traditional centerfire rifle	116	16.2%
Three (3) position with a traditional centerfire rifle	25	3.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	93	13.0%
Other Please describe with a traditional centerfire rifle	34	4.7%
Plinking or informal target shooting with an MSR	0	0.0%
3 Gun with an MSR	4	0.6%
Benchrest with an MSR	16	2.2%
Cowboy action with an MSR	1	0.1%
Load Testing/Development with an MSR	8	1.1%
Long range with an MSR	33	4.6%
NRA high power with an MSR	5	0.7%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	34	4.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	19	2.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	0.4%
Tactical with an MSR	29	4.1%
Teaching/Informative with an MSR	16	2.2%
Three (3) position with an MSR	6	0.8%
Training (Military, Defense, Law Enforcement) with an MSR	57	8.0%
Other Please describe with an MSR	2	0.3%
Informal (backyard, testing) with a shotgun	395	55.2%
3 Gun with a shotgun	8	1.1%
5 Stand with a shotgun	84	11.7%
Cowboy Action with a shotgun	7	1.0%
Dog training with a shotgun	85	11.9%
Other with a shotgun	3	0.4%
Pattern shotgun with a shotgun	302	42.2%
Sighting-In with a shotgun	223	31.1%
Skeet with a shotgun	328	45.8%
Sporting clays with a shotgun	335	46.8%
Teaching/Informative with a shotgun	96	13.4%
Test reload with a shotgun	82	11.5%
Training (Military, Defense, Law Enforcement) with a shotgun	54	7.5%
Trap with a shotgun	328	45.8%
Wobble Trap with a shotgun	75	10.5%
Other Please describe with a shotgun	41	5.7%
Total	716	100.0%

Current Recreational Shooting Activities

Table M1.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	521	72.0%
Traditional Rimfire Rifle	477	65.9%
Shotgun	464	64.1%
Traditional Centerfire Rifle	424	58.6%
Revolver	385	53.2%
Traditional or Compound Bow	198	27.3%
Muzzleloader	141	19.5%
Crossbow	101	14.0%
MSR	27	3.7%
None of the Above	26	3.6%
Total	724	100.0%

Table M1.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	454	62.4%
Plinking or informal target shooting with a traditional rimfire rifle	418	57.5%
Plinking or informal target shooting with a Revolver	342	47.0%
Plinking or informal target shooting with a traditional centerfire rifle	313	43.1%
Sighting-in rifle with a traditional centerfire rifle	293	40.3%
Informal (backyard or testing) with a Shotgun	274	37.7%
Sighting-in rifle with a traditional rimfire rifle	253	34.8%
Pattern shotgun	226	31.1%
Sporting clays with a Shotgun	223	30.7%
Sighting-in with a Semi-Automatic Handgun	218	30.0%
Trap with a Shotgun	205	28.2%
Target shooting with a traditional or compound bow	198	27.2%
Skeet with a Shotgun	176	24.2%
Benchrest with a traditional centerfire rifle	167	23.0%
Sighting-In with a Shotgun	156	21.5%
Sighting-in with a Revolver	145	19.9%
Target shooting with a muzzleloader	141	19.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	132	18.2%
Long range with a traditional centerfire rifle	129	17.7%
Bullseye with a Semi-Automatic Handgun	124	17.1%
Benchrest with a traditional rimfire rifle	102	14.0%
Testing (Ammo & firearm) with a Revolver	101	13.9%
Target shooting with a crossbow	101	13.9%

Teaching/Informative with a Semi-Automatic Handgun	98	13.5%
Silhouette with a Semi-Automatic Handgun	97	13.3%
Load Testing/Development with a traditional centerfire rifle	94	12.9%
Target shooting with an air rifle at a range	88	12.1%
Bullseye with a Revolver	84	11.6%
Teaching/Informative with a traditional rimfire rifle	84	11.6%
Teaching/Informative with a traditional centerfire rifle	74	10.2%
Teaching/Informative with a Shotgun	68	9.4%
5 Stand with a Shotgun	63	8.7%
Teaching/Informative with a Revolver	61	8.4%
Wobble Trap with a Shotgun	60	8.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	54	7.4%
Silhouette with a Revolver	53	7.3%
Long range with a traditional rimfire rifle	45	6.2%
Load Testing/Development with a Semi-Automatic Handgun	44	6.1%
Dog training with a shotgun	44	6.1%
Test reload with a Shotgun	42	5.8%
Load Testing/Development with a Revolver	42	5.8%
Silhouette with a traditional rimfire rifle	42	5.8%
Silhouette with a traditional centerfire rifle	35	4.8%
None of the above	26	3.6%
Load Testing/Development with a traditional rimfire rifle	25	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	18	2.5%
Bowling pin with a Semi-Automatic Handgun	15	2.1%
Steel Challenge with a Semi-Automatic Handgun	14	1.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	1.8%
IDPA with a Semi-Automatic Handgun	13	1.8%
Long range with a MSR	12	1.7%
Three (3) position with a traditional rimfire rifle	12	1.7%
Tactical with a traditional centerfire rifle	11	1.5%
Sighting-in rifle with a MSR	11	1.5%
Cowboy action with a Revolver	11	1.5%
Training (Military / Defense / Law Enforcement) with a Revolver	11	1.5%
Tactical with a MSR	10	1.4%
Three (3) position with a traditional centerfire rifle	9	1.2%
Training (Military / Defense / Law Enforcement) with a MSR	9	1.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	1.2%
Bowling pin with a Revolver	8	1.1%
Steel Challenge with a traditional rimfire rifle	8	1.1%
Cowboy Action with a Shotgun	6	0.8%

Cowboy action with a traditional centerfire rifle	6	0.8%
IPSC with a Semi-Automatic Handgun	6	0.8%
3 Gun with a Shotgun	5	0.7%
Silhouette with a MSR	5	0.7%
Teaching/Informative with a MSR	5	0.7%
3 Gun with a Semi-Automatic Handgun	5	0.7%
Tactical with a traditional rimfire rifle	5	0.7%
Benchrest with a MSR	4	0.6%
Steel Challenge with a traditional centerfire rifle	3	0.4%
Load Testing/Development with a MSR	3	0.4%
Steel Challenge with a Revolver	3	0.4%
Cowboy action with a traditional rimfire rifle	3	0.4%
3 Gun with a traditional centerfire rifle	2	0.3%
NRA high power with a traditional centerfire rifle	2	0.3%
3 Gun with a MSR	2	0.3%
Steel Challenge with a MSR	2	0.3%
Three (3) position with a MSR	2	0.3%
Cowboy action with a Semi-Automatic Handgun	2	0.3%
3 Gun with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.1%
Cowboy action with a MSR	1	0.1%
NRA high power with a MSR	1	0.1%
IDPA with a Revolver	1	0.1%
IPSC with a Revolver	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Plinking or informal target shooting with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Total	727	100.0%

Table M1.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	60	12.0%
Revolver	135	27.0%
Traditional Rimfire Rifle	151	30.2%
Traditional Centerfire Rifle	111	22.2%
MSR	61	12.2%
Shotgun	105	21.0%
Air Rifle	182	36.4%
Traditional or Compound Bow	189	37.8%
Crossbow	34	6.8%
Muzzleloader	104	20.8%
Total	500	100.0%

Table M1.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	120	19.8%
3 Gun with a Shotgun	3	0.5%
5 Stand with a Shotgun	21	3.5%
Cowboy Action with a Shotgun	1	0.2%
Sighting-In with a Shotgun	67	11.1%
Skeet with a Shotgun	152	25.1%
Sporting clays with a Shotgun	112	18.5%
Teaching/Informative with a Shotgun	28	4.6%
Test reload with a Shotgun	40	6.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	41	6.8%
Trap with a Shotgun	122	20.1%
Wobble Trap with a Shotgun	15	2.5%
Plinking or informal target shooting with a traditional centerfire rifle	129	21.3%
3 Gun with a traditional centerfire rifle	1	0.2%
Benchrest with a traditional centerfire rifle	43	7.1%
Cowboy action with a traditional centerfire rifle	3	0.5%
Load Testing/Development with a traditional centerfire rifle	40	6.6%
Long range with a traditional centerfire rifle	53	8.7%
NRA high power with a traditional centerfire rifle	9	1.5%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	74	12.2%
Silhouette with a traditional centerfire rifle	44	7.3%
Steel Challenge with a traditional centerfire rifle	6	1.0%
Tactical with a traditional centerfire rifle	23	3.8%
Teaching/Informative with a traditional centerfire rifle	42	6.9%
Three (3) position with a traditional centerfire rifle	16	2.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	75	12.4%
Plinking or informal target shooting with a MSR	0	0.0%

3 Gun with a MSR	2	0.3%
Benchrest with a MSR	12	2.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	0.8%
Long range with a MSR	21	3.5%
NRA high power with a MSR	4	0.7%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	23	3.8%
Silhouette with a MSR	14	2.3%
Steel Challenge with a MSR	1	0.2%
Tactical with a MSR	19	3.1%
Teaching/Informative with a MSR	11	1.8%
Three (3) position with a MSR	4	0.7%
Training (Military / Defense / Law Enforcement) with a MSR	48	7.9%
Plinking or informal target shooting with a Semi-Automatic Handgun	58	9.6%
3 Gun with a Semi-Automatic Handgun	2	0.3%
Bowling pin with a Semi-Automatic Handgun	26	4.3%
Bullseye with a Semi-Automatic Handgun	29	4.8%
Cowboy action with a Semi-Automatic Handgun	3	0.5%
IDPA with a Semi-Automatic Handgun	4	0.7%
IPSC with a Semi-Automatic Handgun	6	1.0%
Load Testing/Development with a Semi-Automatic Handgun	12	2.0%
Sighting-in with a Semi-Automatic Handgun	58	9.6%
Silhouette with a Semi-Automatic Handgun	33	5.4%
Steel Challenge with a Semi-Automatic Handgun	11	1.8%
Teaching/Informative with a Semi-Automatic Handgun	30	5.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	49	8.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	82	13.5%
Plinking or informal target shooting with a Revolver	136	22.4%
3 Gun with a Revolver	33	5.4%
Bowling pin with a Revolver	25	4.1%
Bullseye with a Revolver	38	6.3%
Cowboy action with a Revolver	8	1.3%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	3	0.5%
Load Testing/Development with a Revolver	23	3.8%
Sighting-in with a Revolver	55	9.1%
Silhouette with a Revolver	40	6.6%
Steel Challenge with a Revolver	9	1.5%
Teaching/Informative with a Revolver	40	6.6%
Testing (Ammo & firearm) with a Revolver	52	8.6%
Training (Military / Defense / Law Enforcement) with a Revolver	55	9.1%
Dog training with a shotgun	41	6.8%
Target shooting with a traditional or compound bow	189	31.2%
Target shooting with a crossbow	34	5.6%
Target shooting with a muzzleloader	104	17.2%
Plinking or informal target shooting with a traditional rimfire rifle	159	26.2%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	47	7.8%
Cowboy action with a traditional rimfire rifle	2	0.3%
Load Testing/Development with a traditional rimfire rifle	24	4.0%
Long range with a traditional rimfire rifle	57	9.4%
NRA high power with a traditional rimfire rifle	6	1.0%
Schuetzen with a traditional rimfire rifle	1	0.2%
Sighting-in rifle with a traditional rimfire rifle	118	19.5%
Target shooting with an air rifle at a range	181	29.9%
Silhouette with a traditional rimfire rifle	47	7.8%
Pattern shotgun	76	12.5%
Steel Challenge with a traditional rimfire rifle	12	2.0%
Tactical with a traditional rimfire rifle	12	2.0%
Teaching/Informative with a traditional rimfire rifle	51	8.4%
Three (3) position with a traditional rimfire rifle	34	5.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	40	6.6%
Total	606	100.0%

Current Hunting Activities

Table M1.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	473	88.2%
Traditional rifle (centerfire or rimfire)	466	86.9%
Traditional bow/compound bow	245	45.7%
Muzzleloader	220	41.0%
Handgun	136	25.4%
Crossbow	116	21.6%
MSR	70	13.1%
Other	11	2.1%
Total	536	100.0%

Table M1.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	79	15.7%
Deer	446	88.5%
Elk	92	18.3%
Other big game	42	8.3%
Others	18	3.6%
Predators	188	37.3%
Small game	263	52.2%
Turkey	307	60.9%
Upland game birds	257	51.0%
Waterfowl	169	33.5%
Wild pig / feral hog	73	14.5%
Total	504	100.0%

MSR Activity Interest

Table M1.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
I do not own / have access to this firearm	17	30.9%
These activities are not offered at ranges in my area	14	25.5%
Too expensive	12	21.8%
Not enough time	12	21.8%
Other Please describe	6	10.9%
I don't have anybody to go with	4	7.3%
I don't know how to get started	1	1.8%
Medical reason / disability	1	1.8%
Total	55	100.0%

Table M1.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	346	56.6%
Too expensive	126	20.6%
Not enough time	118	19.3%
I don't have anybody to go with	63	10.3%
I don't know how to get started	41	6.7%
These activities are not offered at ranges in my area	35	5.7%
Other Please describe	34	5.6%
Medical reason / disability	9	1.5%
Total	611	100.0%

Influential Media and Individuals

Table M1.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	302	41.9%
Father	252	35.0%
Self / nobody else	107	14.9%
Sibling	68	9.4%
Co-worker	58	8.1%
Grandparent	55	7.6%
Aunt / Uncle	52	7.2%
Another relative	47	6.5%
Military	39	5.4%
Neighbor	27	3.8%
Spouse	26	3.6%
Other, please specify	23	3.2%
Children / grandchildren	16	2.2%
Mother	7	1.0%
Guide / outfitter	7	1.0%
Total	720	100.0%

Table M1.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	300	41.8%
Magazines and Books	248	34.6%
National sportsmen’s conservation organizations	165	23.0%
Online videos	163	22.7%
Local clubs or social organizations	146	20.4%
Hunter education programs	92	12.8%
State wildlife management agencies	82	11.4%
Retailers	82	11.4%
Other, please specify	37	5.2%
Seminars	29	4.0%
Total	717	100.0%

Table M1.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	115	70.6%
Professionals hunting/fishing/shooting	112	68.7%
Product reviews	97	59.5%
Non-professionals (home videos) hunting/fishing/shooting	70	42.9%
TV programs (complete or partial episodes)	69	42.3%
Competitions	51	31.3%
Fish and Wildlife agency produced videos	28	17.2%
Informational/political/talk show style	22	13.5%
Comedy/blooper videos	8	4.9%
Other	2	1.2%
Total	163	100.0%

Table M1.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	13	4.3%
Animal Planet	11	3.7%
Comcast SportsNet	1	0.3%
Discovery Channel	28	9.3%
ESPN/ESPN 2	25	8.3%
History Channel	49	16.3%
Military Channel	42	14.0%
National Geographic	19	6.3%
NBC Sports	10	3.3%
Outdoor Channel	241	80.3%
Pursuit Channel	82	27.3%
Sportsman Channel	189	63.0%
Sunshine Network / SUN Sports	2	0.7%
WildTV	10	3.3%
World Fishing Network	8	2.7%
Other national network	6	2.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	71	23.7%
I watched hunting/fishing TV, but don't remember the channel	67	22.3%
Total	300	100.0%

Table M1.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	387	43.7%
An invitation from a friend / family member	291	32.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	222	25.1%
Programming offered by outdoor retailers	221	25.0%
YouTube videos	203	22.9%
Books / magazines	197	22.3%
Membership in a non-profit organization	154	17.4%
Online forums / blogs	92	10.4%
Other Please describe	84	9.5%
None of the above	44	5.0%
Total	885	100.0%

Table M1.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	45	20.5%	52	23.6%	39	25.8%	61	30.7%
Google+	45	20.5%	32	14.5%	27	17.9%	40	20.1%
Twitter	8	3.7%	6	2.7%	4	2.6%	10	5.0%
Pinterest	9	4.1%	10	4.5%	8	5.3%	11	5.5%
Magazines	142	64.8%	136	61.8%	91	60.3%	106	53.3%
Instagram	10	4.6%	11	5.0%	11	7.3%	13	6.5%
YouTube	110	50.2%	98	44.5%	74	49.0%	160	80.4%
Television programs	103	47.0%	80	36.4%	65	43.0%	85	42.7%
Online Forums	61	27.9%	51	23.2%	42	27.8%	75	37.7%
Newsletter from hunting / wildlife groups or organizations	61	27.9%	76	34.5%	51	33.8%	45	22.6%
Fish / Wildlife Agency for My State of Residence	59	26.9%	95	43.2%	58	38.4%	33	16.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	30	13.7%	53	24.1%	39	25.8%	24	12.1%
Other	9	4.1%	5	2.3%	3	2.0%	2	1.0%
None of The Above	13	5.9%	13	5.9%	9	6.0%	11	5.5%
Total	219	100.0%	220	100.0%	151	100.0%	199	100.0%

Table M1.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	88	23.2%	38	19.7%	18	19.6%	62	21.6%
Google+	63	16.6%	35	18.1%	17	18.5%	45	15.7%
Twitter	17	4.5%	8	4.1%	1	1.1%	8	2.8%
Pinterest	13	3.4%	9	4.7%	5	5.4%	6	2.1%
Magazines	216	56.8%	149	77.2%	58	63.0%	169	58.9%
Instagram	24	6.3%	8	4.1%	5	5.4%	17	5.9%
YouTube	198	52.1%	103	53.4%	64	69.6%	110	38.3%
Television programs	136	35.8%	99	51.3%	44	47.8%	118	41.1%
Online Forums	108	28.4%	59	30.6%	52	56.5%	61	21.3%
Newsletter from hunting / wildlife groups or organizations	86	22.6%	59	30.6%	22	23.9%	67	23.3%
Fish / Wildlife Agency for My State of Residence	87	22.9%	53	27.5%	17	18.5%	85	29.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	48	12.6%	30	15.5%	10	10.9%	41	14.3%
Other	9	2.4%	3	1.6%	3	3.3%	5	1.7%
None of The Above	33	8.7%	11	5.7%	5	5.4%	29	10.1%
Total	380	100.0%	193	100.0%	92	100.0%	287	100.0%

3 Gun with an MSR

This section includes those who are interested in shooting 3 gun with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M2.1) **What is your current age?**

	Count	Column Percent
18 to 24	38	3.1%
25 to 34	157	12.8%
35 to 44	254	20.8%
45 to 54	336	27.5%
55 to 64	317	25.9%
65 and older	121	9.9%
Total	1,223	100.0%

Table M2.2) **What is your gender?**

	Count	Column Percent
Male	1,199	98.0%
Female	24	2.0%
Total	1,223	100.0%

Table M2.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	49	4.0%
\$20,000 to \$29,999	36	3.0%
\$30,000 to \$39,999	63	5.2%
\$40,000 to \$49,999	94	7.7%
\$50,000 to \$74,999	226	18.6%
\$75,000 to \$99,999	243	20.0%
\$100,000 to \$149,999	283	23.3%
\$150,000 to \$200,000	115	9.5%
More than \$200,000	107	8.8%
Total	1,216	100.0%

Table M2.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	12	1.0%
High school graduation	221	18.0%
Trade school, associates degree or similar	430	35.1%
Bachelors degree	379	30.9%
Masters degree	135	11.0%
Ph D and higher	48	3.9%
Total	1,225	100.0%

Table M2.5) In which region do you live?

	Count	Column Percent
Northeast	176	14.4%
Midwest	343	28.0%
South	461	37.7%
West	238	19.5%
Canada	5	0.4%
Total	1,223	100.0%

Introduction to Shooting

Table M2.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	799	63.3%
11 to 17 years old	326	25.8%
18 to 24 years old	73	5.8%
25 to 34 years old	25	2.0%
35 to 44 years old	19	1.5%
45 to 54 years old	11	0.9%
55 to 64 years old	6	0.5%
65 years and older	3	0.2%
Total	1,262	100.0%

Table M2.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	236	18.7%
Blackpowder or muzzleloader	5	0.4%
Compound bow	4	0.3%
Crossbow	0	0.0%
MSR	18	1.4%
Revolver	85	6.7%
Shotgun	234	18.5%
Semi-Automatic handgun	101	8.0%
Traditional bow	27	2.1%
Traditional rifle (Centerfire)	54	4.3%
Traditional rifle (Rimfire)	497	39.4%
Other	1	0.1%
Total	1,262	100.0%

Table M2.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	20	1.6%
Cowboy action	1	0.1%
Long range	2	0.2%
NRA high power	1	0.1%
Pattern shotgun	12	1.0%
Plinking or informal target shooting	1,020	81.0%
Silhouette	12	1.0%
Skeet	23	1.8%
Sporting clays	19	1.5%
Tactical	3	0.2%
Test reload	3	0.2%
Training (Military, Defense, Law Enforcement)	21	1.7%
Trap	25	2.0%
Wobble Trap	1	0.1%
Target archery	26	2.1%
Field archery	2	0.2%
3D archery	1	0.1%
Other Please describe:	68	5.4%
Total	1,260	100.0%

Table M2.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	767	62.0%
Friend	156	12.6%
Grandparent	148	12.0%
Aunt / Uncle	127	10.3%
Sibling	66	5.3%
Camp / Summer camp	48	3.9%
Nobody / I shot alone when I first went shooting	48	3.9%
Mother	41	3.3%
Another relative	40	3.2%
Neighbor	21	1.7%
Military	21	1.7%
Spouse	10	0.8%
Co-worker	10	0.8%
Other	10	0.8%
Guide / outfitter	4	0.3%
Total	1,237	100.0%

Table M2.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	902	73.6%
Tradition / way of life	620	50.6%
Spend time with family or friends who already shot	604	49.3%
It's relaxing / an escape	580	47.3%
Wanted to spend more time outdoors	479	39.1%
I wanted a challenge / adventure	437	35.6%
Wanted to try a new sport	272	22.2%
Training for hunting	270	22.0%
Protection / self defense	256	20.9%
To teach someone else / introduce my children or others to shooting	228	18.6%
Training (military, police, etc.)	215	17.5%
Media (television, magazines, movies)	43	3.5%
Other Please write in	14	1.1%
Total	1,226	100.0%

Table M2.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	356	28.2%
1 year	139	11.0%
2 - 5 years	418	33.1%
6 - 10 years	110	8.7%
More than 10 years	137	10.9%
I have only ever participated in [the shooting activity that I first participated in]	102	8.1%
Total	1,262	100.0%

Table M2.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,040	90.0%
3 Gun with a semi-automatic handgun	8	0.7%
Bowling pin with a semi-automatic handgun	161	13.9%
Bullseye with a semi-automatic handgun	295	25.5%
Cowboy action with a semi-automatic handgun	25	2.2%
IDPA with a semi-automatic handgun	96	8.3%
IPSC with a semi-automatic handgun	73	6.3%
Load Testing/Development with a semi-automatic handgun	249	21.6%
Sighting-in with a semi-automatic handgun	683	59.1%
Silhouette with a semi-automatic handgun	348	30.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	162	14.0%
Teaching/Informative with a semi-automatic handgun	424	36.7%
Testing (Ammo & firearm) with a semi-automatic handgun	462	40.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	405	35.1%
Other Please describe with a semi-automatic handgun	41	3.5%
Plinking or informal target shooting with a revolver	945	81.8%
3 Gun with a revolver	3	0.3%
Bowling pin with a revolver	92	8.0%
Bullseye with a revolver	210	18.2%
Cowboy action with a revolver	54	4.7%
IDPA with a revolver	15	1.3%
IPSC with a revolver	17	1.5%
Load Testing/Development with a revolver	226	19.6%
Sighting-in with a revolver	472	40.9%
Silhouette with a revolver	225	19.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	57	4.9%
Teaching/Informative with a revolver	286	24.8%
Testing (Ammo & firearm) with a revolver	344	29.8%
Training (Military, Defense, Law Enforcement) with a revolver	182	15.8%

Other Please describe with a revolver	27	2.3%
Plinking or informal target shooting with a traditional rimfire rifle	1,048	90.7%
3 Gun with a traditional rimfire rifle	4	0.3%
Benchrest with a traditional rimfire rifle	297	25.7%
Cowboy action with a traditional rimfire rifle	11	1.0%
Load Testing/Development with a traditional rimfire rifle	125	10.8%
Long range with a traditional rimfire rifle	205	17.7%
NRA high power with a traditional rimfire rifle	7	0.6%
Schuetzen with a traditional rimfire rifle	3	0.3%
Sighting-in rifle with a traditional rimfire rifle	720	62.3%
Silhouette with a traditional rimfire rifle	227	19.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	59	5.1%
Tactical with a traditional rimfire rifle	65	5.6%
Teaching/Informative with a traditional rimfire rifle	369	31.9%
Three (3) position with a traditional rimfire rifle	103	8.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	116	10.0%
Other Please describe with a traditional rimfire rifle	49	4.2%
Plinking or informal target shooting with a traditional centerfire rifle	962	83.3%
3 Gun with a traditional centerfire rifle	4	0.3%
Benchrest with a traditional centerfire rifle	402	34.8%
Cowboy action with a traditional centerfire rifle	29	2.5%
Load Testing/Development with a traditional centerfire rifle	369	31.9%
Long range with a traditional centerfire rifle	487	42.2%
NRA high power with a traditional centerfire rifle	46	4.0%
Schuetzen with a traditional centerfire rifle	4	0.3%
Sighting-in rifle with a traditional centerfire rifle	780	67.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	235	20.3%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	62	5.4%
Tactical with a traditional centerfire rifle	175	15.2%
Teaching/Informative with a traditional centerfire rifle	360	31.2%
Three (3) position with a traditional centerfire rifle	84	7.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	235	20.3%
Other Please describe with a traditional centerfire rifle	42	3.6%
Plinking or informal target shooting with an MSR	972	84.2%
3 Gun with an MSR	0	0.0%
Benchrest with an MSR	277	24.0%
Cowboy action with an MSR	4	0.3%
Load Testing/Development with an MSR	257	22.3%
Long range with an MSR	343	29.7%
NRA high power with an MSR	34	2.9%

Schuetzen with an MSR	1	0.1%
Sighting-in rifle with an MSR	708	61.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	181	15.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	81	7.0%
Tactical with an MSR	347	30.0%
Teaching/Informative with an MSR	354	30.6%
Three (3) position with an MSR	93	8.1%
Training (Military, Defense, Law Enforcement) with an MSR	361	31.3%
Other Please describe with an MSR	26	2.3%
Informal (backyard, testing) with a shotgun	829	71.8%
3 Gun with a shotgun	10	0.9%
5 Stand with a shotgun	198	17.1%
Cowboy Action with a shotgun	25	2.2%
Dog training with a shotgun	154	13.3%
Other with a shotgun	11	1.0%
Pattern shotgun with a shotgun	551	47.7%
Sighting-In with a shotgun	466	40.3%
Skeet with a shotgun	669	57.9%
Sporting clays with a shotgun	702	60.8%
Teaching/Informative with a shotgun	312	27.0%
Test reload with a shotgun	176	15.2%
Training (Military, Defense, Law Enforcement) with a shotgun	200	17.3%
Trap with a shotgun	615	53.2%
Wobble Trap with a shotgun	157	13.6%
Other Please describe with a shotgun	45	3.9%
Total	1,155	100.0%

Current Recreational Shooting Activities

Table M2.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	1,065	92.2%
Traditional Centerfire Rifle	955	82.7%
Shotgun	932	80.7%
Traditional Rimfire Rifle	916	79.3%
Revolver	815	70.6%
MSR	790	68.4%
Traditional or Compound Bow	397	34.4%
Muzzleloader	245	21.2%
Crossbow	163	14.1%
None of the Above	11	1.0%
Total	1,155	100.0%

Table M2.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	987	85.3%
Plinking or informal target shooting with a traditional rimfire rifle	860	74.3%
Plinking or informal target shooting with a traditional centerfire rifle	830	71.7%
Plinking or informal target shooting with a Revolver	756	65.3%
Plinking or informal target shooting with a MSR	718	62.1%
Sighting-in rifle with a traditional centerfire rifle	670	57.9%
Informal (backyard or testing) with a Shotgun	643	55.6%
Sighting-in with a Semi-Automatic Handgun	603	52.1%
Sighting-in rifle with a traditional rimfire rifle	569	49.2%
Sighting-in rifle with a MSR	512	44.3%
Sporting clays with a Shotgun	501	43.3%
Skeet with a Shotgun	433	37.4%
Trap with a Shotgun	412	35.6%
Pattern shotgun	412	35.6%
Target shooting with a traditional or compound bow	397	34.3%
Long range with a traditional centerfire rifle	393	34.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	365	31.5%
Teaching/Informative with a Semi-Automatic Handgun	361	31.2%
Sighting-in with a Revolver	347	30.0%
Sighting-In with a Shotgun	337	29.1%
Benchrest with a traditional centerfire rifle	337	29.1%
Load Testing/Development with a traditional centerfire rifle	279	24.1%
Teaching/Informative with a traditional rimfire rifle	268	23.2%

Silhouette with a Semi-Automatic Handgun	264	22.8%
Teaching/Informative with a traditional centerfire rifle	248	21.4%
Target shooting with a muzzleloader	245	21.2%
Bullseye with a Semi-Automatic Handgun	244	21.1%
Testing (Ammo & firearm) with a Revolver	229	19.8%
Teaching/Informative with a MSR	226	19.5%
Teaching/Informative with a Shotgun	225	19.4%
Benchrest with a traditional rimfire rifle	224	19.4%
Teaching/Informative with a Revolver	207	17.9%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	202	17.5%
Tactical with a MSR	198	17.1%
Load Testing/Development with a Semi-Automatic Handgun	195	16.9%
Target shooting with an air rifle at a range	194	16.8%
Long range with a MSR	185	16.0%
Benchrest with a MSR	171	14.8%
Target shooting with a crossbow	163	14.1%
Load Testing/Development with a MSR	161	13.9%
Silhouette with a traditional centerfire rifle	147	12.7%
Load Testing/Development with a Revolver	147	12.7%
Training (Military / Defense / Law Enforcement) with a MSR	145	12.5%
Bullseye with a Revolver	144	12.4%
5 Stand with a Shotgun	140	12.1%
Silhouette with a traditional rimfire rifle	134	11.6%
Long range with a traditional rimfire rifle	128	11.1%
Silhouette with a Revolver	126	10.9%
Steel Challenge with a Semi-Automatic Handgun	114	9.9%
Wobble Trap with a Shotgun	113	9.8%
Test reload with a Shotgun	108	9.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	108	9.3%
Bowling pin with a Semi-Automatic Handgun	100	8.6%
Tactical with a traditional centerfire rifle	98	8.5%
Silhouette with a MSR	96	8.3%
Dog training with a shotgun	94	8.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	71	6.1%
IDPA with a Semi-Automatic Handgun	69	6.0%
Load Testing/Development with a traditional rimfire rifle	57	4.9%
Training (Military / Defense / Law Enforcement) with a Revolver	44	3.8%
Three (3) position with a traditional centerfire rifle	41	3.5%
Bowling pin with a Revolver	41	3.5%
Steel Challenge with a MSR	39	3.4%
Three (3) position with a MSR	38	3.3%

IPSC with a Semi-Automatic Handgun	37	3.2%
Steel Challenge with a traditional centerfire rifle	35	3.0%
Cowboy action with a Revolver	34	2.9%
Steel Challenge with a traditional rimfire rifle	34	2.9%
Three (3) position with a traditional rimfire rifle	33	2.9%
Tactical with a traditional rimfire rifle	32	2.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	32	2.8%
Steel Challenge with a Revolver	28	2.4%
Cowboy Action with a Shotgun	20	1.7%
Cowboy action with a traditional centerfire rifle	19	1.6%
NRA high power with a MSR	16	1.4%
NRA high power with a traditional centerfire rifle	12	1.0%
Cowboy action with a Semi-Automatic Handgun	11	1.0%
None of the above	11	1.0%
IDPA with a Revolver	6	0.5%
IPSC with a Revolver	6	0.5%
3 Gun with a Semi-Automatic Handgun	5	0.4%
Cowboy action with a traditional rimfire rifle	5	0.4%
3 Gun with a Shotgun	4	0.3%
Schuetzen with a traditional centerfire rifle	2	0.2%
Cowboy action with a MSR	2	0.2%
3 Gun with a traditional rimfire rifle	2	0.2%
NRA high power with a traditional rimfire rifle	2	0.2%
3 Gun with a traditional centerfire rifle	1	0.1%
3 Gun with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	1,157	100.0%

Table M2.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	44	5.5%
Revolver	175	21.9%
Traditional Rimfire Rifle	159	19.9%
Traditional Centerfire Rifle	85	10.7%
MSR	235	29.4%
Shotgun	121	15.2%
Air Rifle	303	38.0%
Traditional or Compound Bow	330	41.4%
Crossbow	83	10.4%
Muzzleloader	210	26.3%
Total	798	100.0%

Table M2.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	186	18.2%
3 Gun with a Shotgun	6	0.6%
5 Stand with a Shotgun	58	5.7%
Cowboy Action with a Shotgun	5	0.5%
Sighting-In with a Shotgun	129	12.6%
Skeet with a Shotgun	236	23.1%
Sporting clays with a Shotgun	201	19.6%
Teaching/Informative with a Shotgun	87	8.5%
Test reload with a Shotgun	68	6.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	92	9.0%
Trap with a Shotgun	203	19.8%
Wobble Trap with a Shotgun	44	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	132	12.9%
3 Gun with a traditional centerfire rifle	3	0.3%
Benchrest with a traditional centerfire rifle	65	6.4%
Cowboy action with a traditional centerfire rifle	10	1.0%
Load Testing/Development with a traditional centerfire rifle	90	8.8%
Long range with a traditional centerfire rifle	94	9.2%
NRA high power with a traditional centerfire rifle	34	3.3%
Schuetzen with a traditional centerfire rifle	2	0.2%
Sighting-in rifle with a traditional centerfire rifle	110	10.8%
Silhouette with a traditional centerfire rifle	88	8.6%
Steel Challenge with a traditional centerfire rifle	27	2.6%
Tactical with a traditional centerfire rifle	77	7.5%
Teaching/Informative with a traditional centerfire rifle	112	10.9%
Three (3) position with a traditional centerfire rifle	43	4.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	164	16.0%
Plinking or informal target shooting with a MSR	254	24.8%

3 Gun with a MSR	0	0.0%
Benchrest with a MSR	106	10.4%
Cowboy action with a MSR	2	0.2%
Load Testing/Development with a MSR	96	9.4%
Long range with a MSR	158	15.4%
NRA high power with a MSR	18	1.8%
Schuetzen with a MSR	1	0.1%
Sighting-in rifle with a MSR	196	19.2%
Silhouette with a MSR	85	8.3%
Steel Challenge with a MSR	42	4.1%
Tactical with a MSR	149	14.6%
Teaching/Informative with a MSR	128	12.5%
Three (3) position with a MSR	55	5.4%
Training (Military / Defense / Law Enforcement) with a MSR	216	21.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	53	5.2%
3 Gun with a Semi-Automatic Handgun	3	0.3%
Bowling pin with a Semi-Automatic Handgun	61	6.0%
Bullseye with a Semi-Automatic Handgun	50	4.9%
Cowboy action with a Semi-Automatic Handgun	14	1.4%
IDPA with a Semi-Automatic Handgun	27	2.6%
IPSC with a Semi-Automatic Handgun	36	3.5%
Load Testing/Development with a Semi-Automatic Handgun	54	5.3%
Sighting-in with a Semi-Automatic Handgun	80	7.8%
Silhouette with a Semi-Automatic Handgun	84	8.2%
Steel Challenge with a Semi-Automatic Handgun	48	4.7%
Teaching/Informative with a Semi-Automatic Handgun	63	6.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	97	9.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	194	19.0%
Plinking or informal target shooting with a Revolver	189	18.5%
3 Gun with a Revolver	92	9.0%
Bowling pin with a Revolver	51	5.0%
Bullseye with a Revolver	66	6.5%
Cowboy action with a Revolver	20	2.0%
IDPA with a Revolver	9	0.9%
IPSC with a Revolver	11	1.1%
Load Testing/Development with a Revolver	79	7.7%
Sighting-in with a Revolver	125	12.2%
Silhouette with a Revolver	99	9.7%
Steel Challenge with a Revolver	29	2.8%
Teaching/Informative with a Revolver	79	7.7%
Testing (Ammo & firearm) with a Revolver	115	11.2%
Training (Military / Defense / Law Enforcement) with a Revolver	133	13.0%
Dog training with a shotgun	60	5.9%
Target shooting with a traditional or compound bow	330	32.3%
Target shooting with a crossbow	83	8.1%
Target shooting with a muzzleloader	210	20.5%
Plinking or informal target shooting with a traditional rimfire rifle	188	18.4%

3 Gun with a traditional rimfire rifle	2	0.2%
Benchrest with a traditional rimfire rifle	73	7.1%
Cowboy action with a traditional rimfire rifle	6	0.6%
Load Testing/Development with a traditional rimfire rifle	68	6.6%
Long range with a traditional rimfire rifle	77	7.5%
NRA high power with a traditional rimfire rifle	5	0.5%
Schuetzen with a traditional rimfire rifle	4	0.4%
Sighting-in rifle with a traditional rimfire rifle	151	14.8%
Target shooting with an air rifle at a range	303	29.6%
Silhouette with a traditional rimfire rifle	93	9.1%
Pattern shotgun	139	13.6%
Steel Challenge with a traditional rimfire rifle	25	2.4%
Tactical with a traditional rimfire rifle	33	3.2%
Teaching/Informative with a traditional rimfire rifle	101	9.9%
Three (3) position with a traditional rimfire rifle	70	6.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	84	8.2%
Total	1,023	100.0%

Current Hunting Activities

Table M2.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	652	88.0%
Shotgun	645	87.0%
MSR	390	52.6%
Traditional bow/compound bow	356	48.0%
Handgun	274	37.0%
Muzzleloader	273	36.8%
Crossbow	140	18.9%
Other	24	3.2%
Total	741	100.0%

Table M2.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	100	14.2%
Deer	610	86.5%
Elk	120	17.0%
Other big game	55	7.8%
Others	33	4.7%
Predators	316	44.8%
Small game	420	59.6%
Turkey	410	58.2%
Upland game birds	394	55.9%
Waterfowl	250	35.5%
Wild pig / feral hog	172	24.4%
Total	705	100.0%

MSR Activity Interest

Table M2.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	271	43.6%
I don't know how to get started	240	38.6%
These activities are not offered at ranges in my area	207	33.3%
I don't have anybody to go with	137	22.1%
Too expensive	117	18.8%
I do not own / have access to this firearm	21	3.4%
Other Please describe	17	2.7%
Medical reason / disability	16	2.6%
Total	621	100.0%

Table M2.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	58	48.7%
Not enough time	32	26.9%
Too expensive	28	23.5%
I don't know how to get started	15	12.6%
I don't have anybody to go with	14	11.8%
These activities are not offered at ranges in my area	10	8.4%
Other Please describe	9	7.6%
Medical reason / disability	1	0.8%
Total	119	100.0%

Influential Media and Individuals

Table M2.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	504	44.1%
Father	359	31.4%
Self / nobody else	241	21.1%
Co-worker	110	9.6%
Grandparent	106	9.3%
Aunt / Uncle	99	8.7%
Another relative	97	8.5%
Sibling	86	7.5%
Military	71	6.2%
Other, please specify	42	3.7%
Neighbor	35	3.1%
Spouse	30	2.6%
Guide / outfitter	17	1.5%
Mother	16	1.4%
Children / grandchildren	13	1.1%
Total	1,142	100.0%

Table M2.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	485	42.8%
Online videos	443	39.1%
Magazines and Books	347	30.6%
Local clubs or social organizations	291	25.7%
National sportsmen's conservation organizations	231	20.4%
Retailers	145	12.8%
Hunter education programs	122	10.8%
State wildlife management agencies	100	8.8%
Seminars	52	4.6%
Other, please specify	45	4.0%
Total	1,133	100.0%

Table M2.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	298	67.4%
How-to videos	293	66.3%
Product reviews	287	64.9%
Non-professionals (home videos) hunting/fishing/shooting	254	57.5%
Competitions	252	57.0%
TV programs (complete or partial episodes)	196	44.3%
Informational/political/talk show style	90	20.4%
Fish and Wildlife agency produced videos	52	11.8%
Comedy/blooper videos	40	9.0%
Other	13	2.9%
Total	442	100.0%

Table M2.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	33	6.8%
Animal Planet	16	3.3%
Comcast SportsNet	2	0.4%
Discovery Channel	85	17.6%
ESPN/ESPN 2	20	4.1%
History Channel	128	26.6%
Military Channel	135	28.0%
National Geographic	38	7.9%
NBC Sports	17	3.5%
Outdoor Channel	396	82.2%
Pursuit Channel	150	31.1%
Sportsman Channel	322	66.8%
Sunshine Network / SUN Sports	2	0.4%
WildTV	17	3.5%
World Fishing Network	13	2.7%
Other national network	13	2.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	96	19.9%
I watched hunting/fishing TV, but don't remember the channel	86	17.8%
Total	482	100.0%

Table M2.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	611	49.8%
Programming offered by outdoor retailers	393	32.1%
YouTube videos	385	31.4%
An invitation from a friend / family member	380	31.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	359	29.3%
Books / magazines	307	25.0%
Membership in a non-profit organization	267	21.8%
Online forums / blogs	221	18.0%
Other Please describe	92	7.5%
None of the above	37	3.0%
Total	1,226	100.0%

Table M2.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	127	32.6%	107	30.4%	93	35.8%	138	36.1%
Google+	72	18.5%	62	17.6%	49	18.8%	67	17.5%
Twitter	30	7.7%	16	4.5%	18	6.9%	28	7.3%
Pinterest	25	6.4%	21	6.0%	19	7.3%	24	6.3%
Magazines	258	66.3%	226	64.2%	171	65.8%	230	60.2%
Instagram	51	13.1%	34	9.7%	33	12.7%	49	12.8%
YouTube	253	65.0%	212	60.2%	154	59.2%	329	86.1%
Television programs	195	50.1%	157	44.6%	112	43.1%	157	41.1%
Online Forums	175	45.0%	160	45.5%	108	41.5%	175	45.8%
Newsletter from hunting / wildlife groups or organizations	124	31.9%	127	36.1%	89	34.2%	87	22.8%
Fish / Wildlife Agency for My State of Residence	103	26.5%	118	33.5%	88	33.8%	63	16.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	63	16.2%	70	19.9%	62	23.8%	40	10.5%
Other	11	2.8%	6	1.7%	5	1.9%	11	2.9%
None of The Above	14	3.6%	19	5.4%	14	5.4%	9	2.4%
Total	389	100.0%	352	100.0%	260	100.0%	382	100.0%

Table M2.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	192	32.0%	96	31.7%	82	37.3%	135	35.8%
	Google+	103	17.2%	65	21.5%	37	16.8%	71	18.8%
	Twitter	45	7.5%	17	5.6%	17	7.7%	23	6.1%
	Pinterest	34	5.7%	22	7.3%	12	5.5%	12	3.2%
	Magazines	370	61.7%	247	81.5%	138	62.7%	233	61.8%
	Instagram	69	11.5%	32	10.6%	26	11.8%	39	10.3%
	YouTube	391	65.2%	209	69.0%	174	79.1%	226	59.9%
	Television programs	254	42.3%	164	54.1%	97	44.1%	155	41.1%
	Online Forums	253	42.2%	134	44.2%	156	70.9%	128	34.0%
	Newsletter from hunting / wildlife groups or organizations	159	26.5%	91	30.0%	60	27.3%	91	24.1%
	Fish / Wildlife Agency for My State of Residence	131	21.8%	62	20.5%	36	16.4%	88	23.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	68	11.3%	37	12.2%	18	8.2%	50	13.3%
	Other	12	2.0%	6	2.0%	7	3.2%	7	1.9%
	None of The Above	23	3.8%	5	1.7%	4	1.8%	20	5.3%
Total		600	100.0%	303	100.0%	220	100.0%	377	100.0%

Benchrest with an MSR

This section includes those who are interested in shooting benchrest with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M3.1) **What is your current age?**

	Count	Column Percent
18 to 24	16	2.3%
25 to 34	56	7.9%
35 to 44	105	14.8%
45 to 54	159	22.4%
55 to 64	212	29.9%
65 and older	162	22.8%
Total	710	100.0%

Table M3.2) **What is your gender?**

	Count	Column Percent
Male	698	98.2%
Female	13	1.8%
Total	711	100.0%

Table M3.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	40	5.7%
\$20,000 to \$29,999	25	3.5%
\$30,000 to \$39,999	36	5.1%
\$40,000 to \$49,999	59	8.4%
\$50,000 to \$74,999	156	22.1%
\$75,000 to \$99,999	140	19.8%
\$100,000 to \$149,999	151	21.4%
\$150,000 to \$200,000	51	7.2%
More than \$200,000	48	6.8%
Total	706	100.0%

Table M3.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	7	1.0%
High school graduation	160	22.5%
Trade school, associates degree or similar	258	36.3%
Bachelors degree	193	27.1%
Masters degree	67	9.4%
Ph D and higher	26	3.7%
Total	711	100.0%

Table M3.5) In which region do you live?

	Count	Column Percent
Northeast	96	13.5%
Midwest	215	30.3%
South	266	37.5%
West	129	18.2%
Canada	4	0.6%
Total	710	100.0%

Introduction to Shooting

Table M3.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	461	62.2%
11 to 17 years old	196	26.5%
18 to 24 years old	46	6.2%
25 to 34 years old	12	1.6%
35 to 44 years old	7	0.9%
45 to 54 years old	8	1.1%
55 to 64 years old	5	0.7%
65 years and older	6	0.8%
Total	741	100.0%

Table M3.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	156	21.1%
Blackpowder or muzzleloader	1	0.1%
Compound bow	0	0.0%
Crossbow	1	0.1%
MSR	6	0.8%
Revolver	52	7.0%
Shotgun	149	20.1%
Semi-Automatic handgun	54	7.3%
Traditional bow	13	1.8%
Traditional rifle (Centerfire)	38	5.1%
Traditional rifle (Rimfire)	270	36.4%
Other	1	0.1%
Total	741	100.0%

Table M3.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	10	1.4%
Cowboy action	1	0.1%
Long range	3	0.4%
Pattern shotgun	12	1.6%
Plinking or informal target shooting	586	79.3%
Silhouette	15	2.0%
Skeet	8	1.1%
Sporting clays	15	2.0%
Tactical	2	0.3%
Test reload	2	0.3%
Training (Military, Defense, Law Enforcement)	10	1.4%
Trap	10	1.4%
Target archery	11	1.5%
Field archery	1	0.1%
3D archery	1	0.1%
Other Please describe:	51	6.9%
Total	739	100.0%

Table M3.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	454	62.6%
Grandparent	101	13.9%
Friend	82	11.3%
Aunt / Uncle	68	9.4%
Nobody / I shot alone when I first went shooting	47	6.5%
Sibling	35	4.8%
Mother	27	3.7%
Camp / Summer camp	21	2.9%
Neighbor	15	2.1%
Another relative	14	1.9%
Military	12	1.7%
Co-worker	6	0.8%
Spouse	2	0.3%
Other	2	0.3%
Guide / outfitter	1	0.1%
Total	725	100.0%

Table M3.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	502	70.9%
Spend time with family or friends who already shot	383	54.1%
Tradition / way of life	361	51.0%
It's relaxing / an escape	350	49.4%
Wanted to spend more time outdoors	322	45.5%
I wanted a challenge / adventure	251	35.5%
Training for hunting	185	26.1%
Wanted to try a new sport	157	22.2%
Protection / self defense	142	20.1%
To teach someone else / introduce my children or others to shooting	138	19.5%
Training (military, police, etc.)	107	15.1%
Media (television, magazines, movies)	22	3.1%
Other Please write in	5	0.7%
Total	708	100.0%

Table M3.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	206	27.8%
1 year	83	11.2%
2 - 5 years	226	30.5%
6 - 10 years	53	7.2%
More than 10 years	81	10.9%
I have only ever participated in [the shooting activity that I first participated in]	92	12.4%
Total	741	100.0%

Table M3.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	545	84.4%
3 Gun with a semi-automatic handgun	18	2.8%
Bowling pin with a semi-automatic handgun	60	9.3%
Bullseye with a semi-automatic handgun	148	22.9%
Cowboy action with a semi-automatic handgun	12	1.9%
IDPA with a semi-automatic handgun	20	3.1%
IPSC with a semi-automatic handgun	20	3.1%
Load Testing/Development with a semi-automatic handgun	93	14.4%
Sighting-in with a semi-automatic handgun	345	53.4%
Silhouette with a semi-automatic handgun	178	27.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	42	6.5%
Teaching/Informative with a semi-automatic handgun	171	26.5%
Testing (Ammo & firearm) with a semi-automatic handgun	213	33.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	183	28.3%
Other Please describe with a semi-automatic handgun	13	2.0%
Plinking or informal target shooting with a revolver	502	77.7%
3 Gun with a revolver	4	0.6%
Bowling pin with a revolver	49	7.6%
Bullseye with a revolver	123	19.0%
Cowboy action with a revolver	24	3.7%
IDPA with a revolver	4	0.6%
IPSC with a revolver	5	0.8%
Load Testing/Development with a revolver	100	15.5%
Sighting-in with a revolver	259	40.1%
Silhouette with a revolver	123	19.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	19	2.9%
Teaching/Informative with a revolver	130	20.1%
Testing (Ammo & firearm) with a revolver	182	28.2%
Training (Military, Defense, Law Enforcement) with a revolver	99	15.3%

Other Please describe with a revolver	18	2.8%
Plinking or informal target shooting with a traditional rimfire rifle	573	88.7%
3 Gun with a traditional rimfire rifle	5	0.8%
Benchrest with a traditional rimfire rifle	150	23.2%
Cowboy action with a traditional rimfire rifle	5	0.8%
Load Testing/Development with a traditional rimfire rifle	57	8.8%
Long range with a traditional rimfire rifle	107	16.6%
NRA high power with a traditional rimfire rifle	3	0.5%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	392	60.7%
Silhouette with a traditional rimfire rifle	115	17.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	23	3.6%
Tactical with a traditional rimfire rifle	20	3.1%
Teaching/Informative with a traditional rimfire rifle	159	24.6%
Three (3) position with a traditional rimfire rifle	30	4.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	58	9.0%
Other Please describe with a traditional rimfire rifle	27	4.2%
Plinking or informal target shooting with a traditional centerfire rifle	496	76.8%
3 Gun with a traditional centerfire rifle	7	1.1%
Benchrest with a traditional centerfire rifle	221	34.2%
Cowboy action with a traditional centerfire rifle	7	1.1%
Load Testing/Development with a traditional centerfire rifle	176	27.2%
Long range with a traditional centerfire rifle	249	38.5%
NRA high power with a traditional centerfire rifle	16	2.5%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	425	65.8%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	116	18.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	25	3.9%
Tactical with a traditional centerfire rifle	67	10.4%
Teaching/Informative with a traditional centerfire rifle	161	24.9%
Three (3) position with a traditional centerfire rifle	34	5.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	123	19.0%
Other Please describe with a traditional centerfire rifle	27	4.2%
Plinking or informal target shooting with an MSR	387	59.9%
3 Gun with an MSR	17	2.6%
Benchrest with an MSR	0	0.0%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	86	13.3%
Long range with an MSR	123	19.0%
NRA high power with an MSR	7	1.1%

Schuetzen with an MSR	2	0.3%
Sighting-in rifle with an MSR	258	39.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	53	8.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	21	3.3%
Tactical with an MSR	90	13.9%
Teaching/Informative with an MSR	108	16.7%
Three (3) position with an MSR	16	2.5%
Training (Military, Defense, Law Enforcement) with an MSR	140	21.7%
Other Please describe with an MSR	8	1.2%
Informal (backyard, testing) with a shotgun	450	69.7%
3 Gun with a shotgun	14	2.2%
5 Stand with a shotgun	84	13.0%
Cowboy Action with a shotgun	5	0.8%
Dog training with a shotgun	90	13.9%
Other with a shotgun	6	0.9%
Pattern shotgun with a shotgun	315	48.8%
Sighting-In with a shotgun	264	40.9%
Skeet with a shotgun	364	56.3%
Sporting clays with a shotgun	357	55.3%
Teaching/Informative with a shotgun	134	20.7%
Test reload with a shotgun	91	14.1%
Training (Military, Defense, Law Enforcement) with a shotgun	88	13.6%
Trap with a shotgun	322	49.8%
Wobble Trap with a shotgun	81	12.5%
Other Please describe with a shotgun	30	4.6%
Total	646	100.0%

Current Recreational Shooting Activities

Table M3.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	549	85.0%
Traditional Centerfire Rifle	494	76.5%
Traditional Rimfire Rifle	490	75.9%
Shotgun	481	74.5%
Revolver	421	65.2%
MSR	262	40.6%
Traditional or Compound Bow	204	31.6%
Muzzleloader	143	22.1%
Crossbow	104	16.1%
None of the Above	15	2.3%
Total	646	100.0%

Table M3.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	498	77.1%
Plinking or informal target shooting with a traditional rimfire rifle	454	70.3%
Plinking or informal target shooting with a traditional centerfire rifle	402	62.2%
Plinking or informal target shooting with a Revolver	386	59.8%
Sighting-in rifle with a traditional centerfire rifle	354	54.8%
Informal (backyard or testing) with a Shotgun	338	52.3%
Sighting-in with a Semi-Automatic Handgun	296	45.8%
Sighting-in rifle with a traditional rimfire rifle	290	44.9%
Sporting clays with a Shotgun	240	37.2%
Plinking or informal target shooting with a MSR	233	36.1%
Pattern shotgun	228	35.3%
Skeet with a Shotgun	222	34.4%
Target shooting with a traditional or compound bow	204	31.6%
Trap with a Shotgun	201	31.1%
Sighting-In with a Shotgun	193	29.9%
Sighting-in with a Revolver	189	29.3%
Long range with a traditional centerfire rifle	173	26.8%
Benchrest with a traditional centerfire rifle	167	25.9%
Sighting-in rifle with a MSR	158	24.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	155	24.0%
Target shooting with a muzzleloader	143	22.1%
Silhouette with a Semi-Automatic Handgun	134	20.7%
Teaching/Informative with a Semi-Automatic Handgun	132	20.4%

Load Testing/Development with a traditional centerfire rifle	127	19.7%
Bullseye with a Semi-Automatic Handgun	122	18.9%
Testing (Ammo & firearm) with a Revolver	119	18.4%
Teaching/Informative with a traditional rimfire rifle	106	16.4%
Target shooting with a crossbow	104	16.1%
Target shooting with an air rifle at a range	104	16.1%
Teaching/Informative with a traditional centerfire rifle	96	14.9%
Benchrest with a traditional rimfire rifle	96	14.9%
Teaching/Informative with a Shotgun	89	13.8%
Bullseye with a Revolver	88	13.6%
Teaching/Informative with a Revolver	84	13.0%
Silhouette with a Revolver	73	11.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	71	11.0%
Silhouette with a traditional centerfire rifle	67	10.4%
Load Testing/Development with a Semi-Automatic Handgun	67	10.4%
Load Testing/Development with a Revolver	66	10.2%
5 Stand with a Shotgun	62	9.6%
Test reload with a Shotgun	62	9.6%
Long range with a traditional rimfire rifle	61	9.4%
Silhouette with a traditional rimfire rifle	61	9.4%
Wobble Trap with a Shotgun	59	9.1%
Teaching/Informative with a MSR	54	8.4%
Load Testing/Development with a MSR	50	7.7%
Long range with a MSR	47	7.3%
Dog training with a shotgun	47	7.3%
Tactical with a MSR	42	6.5%
Training (Military / Defense / Law Enforcement) with a MSR	38	5.9%
Load Testing/Development with a traditional rimfire rifle	32	5.0%
Steel Challenge with a Semi-Automatic Handgun	29	4.5%
Bowling pin with a Semi-Automatic Handgun	28	4.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	4.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	25	3.9%
Tactical with a traditional centerfire rifle	25	3.9%
Silhouette with a MSR	24	3.7%
Training (Military / Defense / Law Enforcement) with a Revolver	22	3.4%
Bowling pin with a Revolver	20	3.1%
None of the above	15	2.3%
3 Gun with a Semi-Automatic Handgun	14	2.2%
Steel Challenge with a traditional centerfire rifle	13	2.0%
IDPA with a Semi-Automatic Handgun	13	2.0%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	12	1.9%
3 Gun with a Shotgun	11	1.7%
Steel Challenge with a MSR	11	1.7%
IPSC with a Semi-Automatic Handgun	11	1.7%
Steel Challenge with a traditional rimfire rifle	11	1.7%
Cowboy action with a Revolver	10	1.5%
Tactical with a traditional rimfire rifle	10	1.5%
Three (3) position with a traditional centerfire rifle	9	1.4%
Steel Challenge with a Revolver	9	1.4%
3 Gun with a MSR	8	1.2%
Three (3) position with a traditional rimfire rifle	6	0.9%
3 Gun with a traditional centerfire rifle	4	0.6%
Cowboy action with a traditional centerfire rifle	4	0.6%
Three (3) position with a MSR	4	0.6%
Cowboy action with a Semi-Automatic Handgun	4	0.6%
Cowboy action with a traditional rimfire rifle	4	0.6%
Cowboy Action with a Shotgun	3	0.5%
NRA high power with a traditional centerfire rifle	3	0.5%
3 Gun with a traditional rimfire rifle	3	0.5%
NRA high power with a MSR	2	0.3%
IDPA with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
NRA high power with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	646	100.0%

Table M3.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	42	9.1%
Revolver	116	25.2%
Traditional Rimfire Rifle	106	23.0%
Traditional Centerfire Rifle	69	15.0%
MSR	160	34.7%
Shotgun	91	19.7%
Air Rifle	163	35.4%
Traditional or Compound Bow	186	40.3%
Crossbow	42	9.1%
Muzzleloader	111	24.1%
Total	461	100.0%

Table M3.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	112	19.4%
3 Gun with a Shotgun	3	0.5%
5 Stand with a Shotgun	22	3.8%
Cowboy Action with a Shotgun	2	0.3%
Sighting-In with a Shotgun	71	12.3%
Skeet with a Shotgun	142	24.7%
Sporting clays with a Shotgun	117	20.3%
Teaching/Informative with a Shotgun	45	7.8%
Test reload with a Shotgun	29	5.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	63	10.9%
Trap with a Shotgun	121	21.0%
Wobble Trap with a Shotgun	22	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	94	16.3%
3 Gun with a traditional centerfire rifle	3	0.5%
Benchrest with a traditional centerfire rifle	54	9.4%
Cowboy action with a traditional centerfire rifle	3	0.5%
Load Testing/Development with a traditional centerfire rifle	49	8.5%
Long range with a traditional centerfire rifle	76	13.2%
NRA high power with a traditional centerfire rifle	13	2.3%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	71	12.3%
Silhouette with a traditional centerfire rifle	49	8.5%
Steel Challenge with a traditional centerfire rifle	12	2.1%
Tactical with a traditional centerfire rifle	42	7.3%
Teaching/Informative with a traditional centerfire rifle	65	11.3%
Three (3) position with a traditional centerfire rifle	25	4.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	97	16.8%
Plinking or informal target shooting with a MSR	154	26.7%

3 Gun with a MSR	9	1.6%
Benchrest with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	36	6.3%
Long range with a MSR	76	13.2%
NRA high power with a MSR	5	0.9%
Schuetzen with a MSR	2	0.3%
Sighting-in rifle with a MSR	100	17.4%
Silhouette with a MSR	29	5.0%
Steel Challenge with a MSR	10	1.7%
Tactical with a MSR	48	8.3%
Teaching/Informative with a MSR	54	9.4%
Three (3) position with a MSR	12	2.1%
Training (Military / Defense / Law Enforcement) with a MSR	102	17.7%
Plinking or informal target shooting with a Semi-Automatic Handgun	47	8.2%
3 Gun with a Semi-Automatic Handgun	4	0.7%
Bowling pin with a Semi-Automatic Handgun	32	5.6%
Bullseye with a Semi-Automatic Handgun	26	4.5%
Cowboy action with a Semi-Automatic Handgun	8	1.4%
IDPA with a Semi-Automatic Handgun	7	1.2%
IPSC with a Semi-Automatic Handgun	9	1.6%
Load Testing/Development with a Semi-Automatic Handgun	26	4.5%
Sighting-in with a Semi-Automatic Handgun	49	8.5%
Silhouette with a Semi-Automatic Handgun	44	7.6%
Steel Challenge with a Semi-Automatic Handgun	13	2.3%
Teaching/Informative with a Semi-Automatic Handgun	39	6.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	58	10.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	111	19.3%
Plinking or informal target shooting with a Revolver	116	20.1%
3 Gun with a Revolver	49	8.5%
Bowling pin with a Revolver	29	5.0%
Bullseye with a Revolver	35	6.1%
Cowboy action with a Revolver	14	2.4%
IDPA with a Revolver	3	0.5%
IPSC with a Revolver	4	0.7%
Load Testing/Development with a Revolver	34	5.9%
Sighting-in with a Revolver	70	12.2%
Silhouette with a Revolver	50	8.7%
Steel Challenge with a Revolver	10	1.7%
Teaching/Informative with a Revolver	46	8.0%
Testing (Ammo & firearm) with a Revolver	63	10.9%
Training (Military / Defense / Law Enforcement) with a Revolver	76	13.2%
Dog training with a shotgun	43	7.5%
Target shooting with a traditional or compound bow	186	32.3%
Target shooting with a crossbow	42	7.3%
Target shooting with a muzzleloader	111	19.3%
Plinking or informal target shooting with a traditional rimfire rifle	119	20.7%

3 Gun with a traditional rimfire rifle	2	0.3%
Benchrest with a traditional rimfire rifle	54	9.4%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	25	4.3%
Long range with a traditional rimfire rifle	46	8.0%
NRA high power with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	102	17.7%
Target shooting with an air rifle at a range	163	28.3%
Silhouette with a traditional rimfire rifle	54	9.4%
Pattern shotgun	87	15.1%
Steel Challenge with a traditional rimfire rifle	12	2.1%
Tactical with a traditional rimfire rifle	10	1.7%
Teaching/Informative with a traditional rimfire rifle	53	9.2%
Three (3) position with a traditional rimfire rifle	24	4.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	46	8.0%
Total	576	100.0%

Current Hunting Activities

Table M3.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	386	88.7%
Shotgun	377	86.7%
Traditional bow/compound bow	215	49.4%
Muzzleloader	179	41.1%
Handgun	153	35.2%
MSR	142	32.6%
Crossbow	97	22.3%
Other	15	3.4%
Total	435	100.0%

Table M3.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	48	11.8%
Deer	346	85.2%
Elk	79	19.5%
Other big game	34	8.4%
Others	17	4.2%
Predators	174	42.9%
Small game	230	56.7%
Turkey	228	56.2%
Upland game birds	213	52.5%
Waterfowl	141	34.7%
Wild pig / feral hog	93	22.9%
Total	406	100.0%

MSR Activity Interest

Table M3.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	120	44.9%
These activities are not offered at ranges in my area	79	29.6%
I don't know how to get started	74	27.7%
I don't have anybody to go with	56	21.0%
Too expensive	44	16.5%
I do not own / have access to this firearm	28	10.5%
Other Please describe	12	4.5%
Medical reason / disability	11	4.1%
Total	267	100.0%

Table M3.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	124	59.3%
Too expensive	44	21.1%
Not enough time	43	20.6%
I don't have anybody to go with	21	10.0%
I don't know how to get started	16	7.7%
These activities are not offered at ranges in my area	13	6.2%
Other Please describe	9	4.3%
Medical reason / disability	3	1.4%
Total	209	100.0%

Influential Media and Individuals

Table M3.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	293	45.9%
Father	217	34.0%
Self / nobody else	110	17.2%
Grandparent	69	10.8%
Aunt / Uncle	64	10.0%
Another relative	58	9.1%
Sibling	57	8.9%
Co-worker	55	8.6%
Military	40	6.3%
Neighbor	32	5.0%
Spouse	18	2.8%
Other, please specify	15	2.3%
Mother	13	2.0%
Children / grandchildren	11	1.7%
Guide / outfitter	7	1.1%
Total	639	100.0%

Table M3.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	271	42.8%
Online videos	193	30.5%
Magazines and Books	188	29.7%
National sportsmen's conservation organizations	171	27.0%
Local clubs or social organizations	152	24.0%
Retailers	86	13.6%
Hunter education programs	85	13.4%
State wildlife management agencies	78	12.3%
Seminars	29	4.6%
Other, please specify	21	3.3%
Total	633	100.0%

Table M3.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	132	68.4%
Product reviews	124	64.2%
How-to videos	122	63.2%
Non-professionals (home videos) hunting/fishing/shooting	102	52.8%
Competitions	96	49.7%
TV programs (complete or partial episodes)	78	40.4%
Fish and Wildlife agency produced videos	34	17.6%
Informational/political/talk show style	31	16.1%
Comedy/blooper videos	12	6.2%
Other	7	3.6%
Total	193	100.0%

Table M3.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	21	7.7%
Animal Planet	15	5.5%
Comcast SportsNet	0	0.0%
Discovery Channel	49	18.1%
ESPN/ESPN 2	15	5.5%
History Channel	67	24.7%
Military Channel	60	22.1%
National Geographic	25	9.2%
NBC Sports	6	2.2%
Outdoor Channel	225	83.0%
Pursuit Channel	95	35.1%
Sportsman Channel	193	71.2%
Sunshine Network / SUN Sports	2	0.7%
WildTV	8	3.0%
World Fishing Network	11	4.1%
Other national network	8	3.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	79	29.2%
I watched hunting/fishing TV, but don't remember the channel	52	19.2%
Total	271	100.0%

Table M3.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	347	48.2%
An invitation from a friend / family member	235	32.6%
Programming offered by the Fish / Wildlife Agency for My State of Residence	223	31.0%
Programming offered by outdoor retailers	216	30.0%
YouTube videos	196	27.2%
Books / magazines	193	26.8%
Membership in a non-profit organization	157	21.8%
Online forums / blogs	122	16.9%
Other Please describe	59	8.2%
None of the above	28	3.9%
Total	720	100.0%

Table M3.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	54	25.4%	47	21.8%	40	26.3%	61	31.1%
Google+	42	19.7%	33	15.3%	25	16.4%	36	18.4%
Twitter	7	3.3%	6	2.8%	8	5.3%	10	5.1%
Pinterest	15	7.0%	11	5.1%	13	8.6%	13	6.6%
Magazines	138	64.8%	132	61.1%	99	65.1%	115	58.7%
Instagram	12	5.6%	13	6.0%	12	7.9%	13	6.6%
YouTube	114	53.5%	107	49.5%	79	52.0%	166	84.7%
Television programs	111	52.1%	105	48.6%	82	53.9%	88	44.9%
Online Forums	68	31.9%	64	29.6%	54	35.5%	83	42.3%
Newsletter from hunting / wildlife groups or organizations	64	30.0%	69	31.9%	55	36.2%	47	24.0%
Fish / Wildlife Agency for My State of Residence	55	25.8%	88	40.7%	52	34.2%	33	16.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	29	13.6%	43	19.9%	37	24.3%	23	11.7%
Other	4	1.9%	3	1.4%	3	2.0%	1	0.5%
None of The Above	14	6.6%	18	8.3%	11	7.2%	6	3.1%
Total	213	100.0%	216	100.0%	152	100.0%	196	100.0%

Table M3.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
	Facebook	91	26.9%	39	20.7%	35	28.9%	56	24.2%
	Google+	54	16.0%	31	16.5%	16	13.2%	44	19.0%
	Twitter	12	3.6%	11	5.9%	4	3.3%	6	2.6%
	Pinterest	17	5.0%	13	6.9%	6	5.0%	12	5.2%
	Magazines	205	60.7%	146	77.7%	74	61.2%	140	60.6%
	Instagram	23	6.8%	12	6.4%	9	7.4%	9	3.9%
	YouTube	191	56.5%	105	55.9%	81	66.9%	108	46.8%
	Television programs	152	45.0%	112	59.6%	56	46.3%	104	45.0%
	Online Forums	119	35.2%	59	31.4%	73	60.3%	51	22.1%
	Newsletter from hunting / wildlife groups or organizations	92	27.2%	58	30.9%	34	28.1%	60	26.0%
	Fish / Wildlife Agency for My State of Residence	80	23.7%	45	23.9%	24	19.8%	61	26.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	42	12.4%	27	14.4%	12	9.9%	29	12.6%
	Other	5	1.5%	1	0.5%	1	0.8%	0	0.0%
	None of The Above	24	7.1%	7	3.7%	5	4.1%	17	7.4%
	Total	338	100.0%	188	100.0%	121	100.0%	231	100.0%

Cowboy Action with an MSR

This section includes those who are interested in shooting cowboy action with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M4.1) **What is your current age?**

	Count	Column Percent
18 to 24	6	3.7%
25 to 34	20	12.3%
35 to 44	33	20.4%
45 to 54	39	24.1%
55 to 64	37	22.8%
65 and older	27	16.7%
Total	162	100.0%

Table M4.2) **What is your gender?**

	Count	Column Percent
Male	155	95.1%
Female	8	4.9%
Total	163	100.0%

Table M4.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	8	5.0%
\$20,000 to \$29,999	7	4.3%
\$30,000 to \$39,999	4	2.5%
\$40,000 to \$49,999	14	8.7%
\$50,000 to \$74,999	43	26.7%
\$75,000 to \$99,999	31	19.3%
\$100,000 to \$149,999	28	17.4%
\$150,000 to \$200,000	13	8.1%
More than \$200,000	13	8.1%
Total	161	100.0%

Table M4.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	1.2%
High school graduation	42	25.8%
Trade school, associates degree or similar	56	34.4%
Bachelors degree	44	27.0%
Masters degree	15	9.2%
Ph D and higher	4	2.5%
Total	163	100.0%

Table M4.5) In which region do you live?

	Count	Column Percent
Northeast	28	17.2%
Midwest	49	30.1%
South	52	31.9%
West	33	20.2%
Canada	1	0.6%
Total	163	100.0%

Introduction to Shooting

Table M4.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	108	62.1%
11 to 17 years old	46	26.4%
18 to 24 years old	8	4.6%
25 to 34 years old	5	2.9%
35 to 44 years old	2	1.1%
45 to 54 years old	2	1.1%
55 to 64 years old	2	1.1%
65 years and older	1	0.6%
Total	174	100.0%

Table M4.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	32	18.4%
Blackpowder or muzzleloader	1	0.6%
Compound bow	1	0.6%
Crossbow	0	0.0%
MSR	2	1.1%
Revolver	16	9.2%
Shotgun	41	23.6%
Semi-Automatic handgun	12	6.9%
Traditional bow	5	2.9%
Traditional rifle (Centerfire)	9	5.2%
Traditional rifle (Rimfire)	55	31.6%
Other	0	0.0%
Total	174	100.0%

Table M4.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	1	0.6%
Cowboy action	2	1.1%
Long range	3	1.7%
Pattern shotgun	4	2.3%
Plinking or informal target shooting	127	73.0%
Silhouette	3	1.7%
Skeet	6	3.4%
Sporting clays	7	4.0%
Test reload	1	0.6%
Training (Military, Defense, Law Enforcement)	4	2.3%
Trap	4	2.3%
Target archery	5	2.9%
3D archery	1	0.6%
Other Please describe:	6	3.4%
Total	174	100.0%

Table M4.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	101	60.1%
Friend	30	17.9%
Aunt / Uncle	24	14.3%
Grandparent	16	9.5%
Nobody / I shot alone when I first went shooting	8	4.8%
Another relative	7	4.2%
Mother	6	3.6%
Camp / Summer camp	5	3.0%
Military	5	3.0%
Neighbor	4	2.4%
Sibling	3	1.8%
Co-worker	3	1.8%
Spouse	2	1.2%
Other	1	0.6%
Guide / outfitter	0	0.0%
Total	168	100.0%

Table M4.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	120	69.8%
Tradition / way of life	88	51.2%
It's relaxing / an escape	81	47.1%
Spend time with family or friends who already shot	79	45.9%
Wanted to spend more time outdoors	77	44.8%
I wanted a challenge / adventure	67	39.0%
Training for hunting	54	31.4%
To teach someone else / introduce my children or others to shooting	42	24.4%
Wanted to try a new sport	41	23.8%
Protection / self defense	41	23.8%
Training (military, police, etc.)	33	19.2%
Media (television, magazines, movies)	11	6.4%
Other Please write in	4	2.3%
Total	172	100.0%

Table M4.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	57	32.8%
1 year	16	9.2%
2 - 5 years	42	24.1%
6 - 10 years	18	10.3%
More than 10 years	19	10.9%
I have only ever participated in [the shooting activity that I first participated in]	22	12.6%
Total	174	100.0%

Table M4.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	126	82.9%
3 Gun with a semi-automatic handgun	7	4.6%
Bowling pin with a semi-automatic handgun	14	9.2%
Bullseye with a semi-automatic handgun	41	27.0%
Cowboy action with a semi-automatic handgun	6	3.9%
IDPA with a semi-automatic handgun	12	7.9%
IPSC with a semi-automatic handgun	6	3.9%
Load Testing/Development with a semi-automatic handgun	20	13.2%
Sighting-in with a semi-automatic handgun	77	50.7%
Silhouette with a semi-automatic handgun	45	29.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	18	11.8%
Teaching/Informative with a semi-automatic handgun	52	34.2%
Testing (Ammo & firearm) with a semi-automatic handgun	58	38.2%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	53	34.9%
Other Please describe with a semi-automatic handgun	6	3.9%
Plinking or informal target shooting with a revolver	120	78.9%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	9	5.9%
Bullseye with a revolver	31	20.4%
Cowboy action with a revolver	9	5.9%
IDPA with a revolver	4	2.6%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	17	11.2%
Sighting-in with a revolver	60	39.5%
Silhouette with a revolver	29	19.1%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	5	3.3%
Teaching/Informative with a revolver	38	25.0%
Testing (Ammo & firearm) with a revolver	50	32.9%
Training (Military, Defense, Law Enforcement) with a revolver	26	17.1%

Other Please describe with a revolver	2	1.3%
Plinking or informal target shooting with a traditional rimfire rifle	132	86.8%
3 Gun with a traditional rimfire rifle	1	0.7%
Benchrest with a traditional rimfire rifle	42	27.6%
Cowboy action with a traditional rimfire rifle	2	1.3%
Load Testing/Development with a traditional rimfire rifle	23	15.1%
Long range with a traditional rimfire rifle	43	28.3%
NRA high power with a traditional rimfire rifle	2	1.3%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	90	59.2%
Silhouette with a traditional rimfire rifle	26	17.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	7	4.6%
Tactical with a traditional rimfire rifle	10	6.6%
Teaching/Informative with a traditional rimfire rifle	49	32.2%
Three (3) position with a traditional rimfire rifle	11	7.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	23	15.1%
Other Please describe with a traditional rimfire rifle	6	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	118	77.6%
3 Gun with a traditional centerfire rifle	4	2.6%
Benchrest with a traditional centerfire rifle	44	28.9%
Cowboy action with a traditional centerfire rifle	2	1.3%
Load Testing/Development with a traditional centerfire rifle	41	27.0%
Long range with a traditional centerfire rifle	63	41.4%
NRA high power with a traditional centerfire rifle	7	4.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	96	63.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	32	21.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	3	2.0%
Tactical with a traditional centerfire rifle	25	16.4%
Teaching/Informative with a traditional centerfire rifle	45	29.6%
Three (3) position with a traditional centerfire rifle	10	6.6%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	39	25.7%
Other Please describe with a traditional centerfire rifle	4	2.6%
Plinking or informal target shooting with an MSR	102	67.1%
3 Gun with an MSR	6	3.9%
Benchrest with an MSR	31	20.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	30	19.7%
Long range with an MSR	41	27.0%
NRA high power with an MSR	4	2.6%

Schuetzen with an MSR	2	1.3%
Sighting-in rifle with an MSR	75	49.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	29	19.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	9	5.9%
Tactical with an MSR	40	26.3%
Teaching/Informative with an MSR	39	25.7%
Three (3) position with an MSR	12	7.9%
Training (Military, Defense, Law Enforcement) with an MSR	39	25.7%
Other Please describe with an MSR	3	2.0%
Informal (backyard, testing) with a shotgun	99	65.1%
3 Gun with a shotgun	7	4.6%
5 Stand with a shotgun	17	11.2%
Cowboy Action with a shotgun	5	3.3%
Dog training with a shotgun	21	13.8%
Other with a shotgun	2	1.3%
Pattern shotgun with a shotgun	71	46.7%
Sighting-In with a shotgun	64	42.1%
Skeet with a shotgun	96	63.2%
Sporting clays with a shotgun	94	61.8%
Teaching/Informative with a shotgun	41	27.0%
Test reload with a shotgun	24	15.8%
Training (Military, Defense, Law Enforcement) with a shotgun	30	19.7%
Trap with a shotgun	80	52.6%
Wobble Trap with a shotgun	21	13.8%
Other Please describe with a shotgun	7	4.6%
Total	152	100.0%

Current Recreational Shooting Activities

Table M4.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	126	82.9%
Shotgun	122	80.3%
Traditional Centerfire Rifle	121	79.6%
Traditional Rimfire Rifle	116	76.3%
Revolver	108	71.1%
MSR	80	52.6%
Traditional or Compound Bow	59	38.8%
Muzzleloader	32	21.1%
Crossbow	23	15.1%
None of the Above	4	2.6%
Total	152	100.0%

Table M4.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	109	71.7%
Plinking or informal target shooting with a traditional rimfire rifle	104	68.4%
Plinking or informal target shooting with a traditional centerfire rifle	102	67.1%
Plinking or informal target shooting with a Revolver	93	61.2%
Sighting-in rifle with a traditional centerfire rifle	85	55.9%
Informal (backyard or testing) with a Shotgun	84	55.3%
Sighting-in with a Semi-Automatic Handgun	71	46.7%
Sighting-in rifle with a traditional rimfire rifle	69	45.4%
Plinking or informal target shooting with a MSR	68	44.7%
Sporting clays with a Shotgun	65	42.8%
Skeet with a Shotgun	64	42.1%
Target shooting with a traditional or compound bow	59	38.8%
Pattern shotgun	58	38.2%
Trap with a Shotgun	54	35.5%
Sighting-In with a Shotgun	50	32.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	48	31.6%
Sighting-in with a Revolver	48	31.6%
Long range with a traditional centerfire rifle	47	30.9%
Sighting-in rifle with a MSR	46	30.3%
Testing (Ammo & firearm) with a Revolver	40	26.3%
Benchrest with a traditional centerfire rifle	37	24.3%
Teaching/Informative with a Semi-Automatic Handgun	37	24.3%
Silhouette with a Semi-Automatic Handgun	36	23.7%

Teaching/Informative with a traditional rimfire rifle	36	23.7%
Bullseye with a Semi-Automatic Handgun	35	23.0%
Load Testing/Development with a traditional centerfire rifle	33	21.7%
Benchrest with a traditional rimfire rifle	33	21.7%
Target shooting with an air rifle at a range	33	21.7%
Target shooting with a muzzleloader	32	21.1%
Teaching/Informative with a traditional centerfire rifle	31	20.4%
Teaching/Informative with a Shotgun	28	18.4%
Teaching/Informative with a Revolver	28	18.4%
Long range with a traditional rimfire rifle	27	17.8%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	24	15.8%
Teaching/Informative with a MSR	23	15.1%
Target shooting with a crossbow	23	15.1%
Bullseye with a Revolver	22	14.5%
Tactical with a MSR	21	13.8%
Long range with a MSR	19	12.5%
Test reload with a Shotgun	18	11.8%
Silhouette with a traditional centerfire rifle	18	11.8%
Silhouette with a traditional rimfire rifle	18	11.8%
Benchrest with a MSR	17	11.2%
Load Testing/Development with a MSR	16	10.5%
Load Testing/Development with a Semi-Automatic Handgun	16	10.5%
Silhouette with a Revolver	16	10.5%
Wobble Trap with a Shotgun	15	9.9%
Dog training with a shotgun	15	9.9%
Load Testing/Development with a traditional rimfire rifle	15	9.9%
5 Stand with a Shotgun	14	9.2%
Silhouette with a MSR	13	8.6%
Training (Military / Defense / Law Enforcement) with a MSR	13	8.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	7.9%
Steel Challenge with a Semi-Automatic Handgun	12	7.9%
Tactical with a traditional centerfire rifle	11	7.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	11	7.2%
Load Testing/Development with a Revolver	11	7.2%
IDPA with a Semi-Automatic Handgun	10	6.6%
Bowling pin with a Semi-Automatic Handgun	9	5.9%
Three (3) position with a MSR	6	3.9%
Training (Military / Defense / Law Enforcement) with a Revolver	6	3.9%
Tactical with a traditional rimfire rifle	6	3.9%
Steel Challenge with a MSR	5	3.3%
Cowboy action with a Revolver	5	3.3%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	3.3%
3 Gun with a Semi-Automatic Handgun	4	2.6%
IPSC with a Semi-Automatic Handgun	4	2.6%
Steel Challenge with a Revolver	4	2.6%
Steel Challenge with a traditional rimfire rifle	4	2.6%
Three (3) position with a traditional rimfire rifle	4	2.6%
None of the above	4	2.6%
3 Gun with a Shotgun	3	2.0%
Cowboy Action with a Shotgun	3	2.0%
Bowling pin with a Revolver	3	2.0%
3 Gun with a MSR	2	1.3%
NRA high power with a MSR	2	1.3%
IDPA with a Revolver	2	1.3%
3 Gun with a traditional centerfire rifle	1	0.7%
Cowboy action with a traditional centerfire rifle	1	0.7%
NRA high power with a traditional centerfire rifle	1	0.7%
Steel Challenge with a traditional centerfire rifle	1	0.7%
Three (3) position with a traditional centerfire rifle	1	0.7%
Cowboy action with a Semi-Automatic Handgun	1	0.7%
3 Gun with a Revolver	1	0.7%
3 Gun with a traditional rimfire rifle	1	0.7%
Cowboy action with a traditional rimfire rifle	1	0.7%
NRA high power with a traditional rimfire rifle	1	0.7%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IPSC with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	152	100.0%

Table M4.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	12	12.1%
Revolver	20	20.2%
Traditional Rimfire Rifle	22	22.2%
Traditional Centerfire Rifle	9	9.1%
MSR	39	39.4%
Shotgun	14	14.1%
Air Rifle	36	36.4%
Traditional or Compound Bow	36	36.4%
Crossbow	14	14.1%
Muzzleloader	15	15.2%
Total	99	100.0%

Table M4.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	15	12.1%
3 Gun with a Shotgun	4	3.2%
5 Stand with a Shotgun	3	2.4%
Cowboy Action with a Shotgun	2	1.6%
Sighting-In with a Shotgun	14	11.3%
Skeet with a Shotgun	32	25.8%
Sporting clays with a Shotgun	29	23.4%
Teaching/Informative with a Shotgun	13	10.5%
Test reload with a Shotgun	6	4.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	18	14.5%
Trap with a Shotgun	26	21.0%
Wobble Trap with a Shotgun	6	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	16	12.9%
3 Gun with a traditional centerfire rifle	3	2.4%
Benchrest with a traditional centerfire rifle	7	5.6%
Cowboy action with a traditional centerfire rifle	1	0.8%
Load Testing/Development with a traditional centerfire rifle	8	6.5%
Long range with a traditional centerfire rifle	16	12.9%
NRA high power with a traditional centerfire rifle	6	4.8%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	11	8.9%
Silhouette with a traditional centerfire rifle	14	11.3%
Steel Challenge with a traditional centerfire rifle	2	1.6%
Tactical with a traditional centerfire rifle	14	11.3%
Teaching/Informative with a traditional centerfire rifle	14	11.3%
Three (3) position with a traditional centerfire rifle	9	7.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	28	22.6%
Plinking or informal target shooting with a MSR	34	27.4%

3 Gun with a MSR	4	3.2%
Benchrest with a MSR	14	11.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	14	11.3%
Long range with a MSR	22	17.7%
NRA high power with a MSR	2	1.6%
Schuetzen with a MSR	2	1.6%
Sighting-in rifle with a MSR	29	23.4%
Silhouette with a MSR	16	12.9%
Steel Challenge with a MSR	4	3.2%
Tactical with a MSR	19	15.3%
Teaching/Informative with a MSR	16	12.9%
Three (3) position with a MSR	6	4.8%
Training (Military / Defense / Law Enforcement) with a MSR	26	21.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	17	13.7%
3 Gun with a Semi-Automatic Handgun	3	2.4%
Bowling pin with a Semi-Automatic Handgun	5	4.0%
Bullseye with a Semi-Automatic Handgun	6	4.8%
Cowboy action with a Semi-Automatic Handgun	5	4.0%
IDPA with a Semi-Automatic Handgun	2	1.6%
IPSC with a Semi-Automatic Handgun	2	1.6%
Load Testing/Development with a Semi-Automatic Handgun	4	3.2%
Sighting-in with a Semi-Automatic Handgun	6	4.8%
Silhouette with a Semi-Automatic Handgun	9	7.3%
Steel Challenge with a Semi-Automatic Handgun	6	4.8%
Teaching/Informative with a Semi-Automatic Handgun	15	12.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	10	8.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	27	21.8%
Plinking or informal target shooting with a Revolver	27	21.8%
3 Gun with a Revolver	8	6.5%
Bowling pin with a Revolver	6	4.8%
Bullseye with a Revolver	9	7.3%
Cowboy action with a Revolver	4	3.2%
IDPA with a Revolver	2	1.6%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	6	4.8%
Sighting-in with a Revolver	12	9.7%
Silhouette with a Revolver	13	10.5%
Steel Challenge with a Revolver	1	0.8%
Teaching/Informative with a Revolver	10	8.1%
Testing (Ammo & firearm) with a Revolver	10	8.1%
Training (Military / Defense / Law Enforcement) with a Revolver	19	15.3%
Dog training with a shotgun	6	4.8%
Target shooting with a traditional or compound bow	36	29.0%
Target shooting with a crossbow	14	11.3%
Target shooting with a muzzleloader	15	12.1%
Plinking or informal target shooting with a traditional rimfire rifle	28	22.6%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	9	7.3%
Cowboy action with a traditional rimfire rifle	1	0.8%
Load Testing/Development with a traditional rimfire rifle	8	6.5%
Long range with a traditional rimfire rifle	16	12.9%
NRA high power with a traditional rimfire rifle	1	0.8%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	21	16.9%
Target shooting with an air rifle at a range	36	29.0%
Silhouette with a traditional rimfire rifle	8	6.5%
Pattern shotgun	13	10.5%
Steel Challenge with a traditional rimfire rifle	3	2.4%
Tactical with a traditional rimfire rifle	4	3.2%
Teaching/Informative with a traditional rimfire rifle	13	10.5%
Three (3) position with a traditional rimfire rifle	7	5.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	18	14.5%
Total	124	100.0%

Current Hunting Activities

Table M4.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	90	88.2%
Shotgun	84	82.4%
Traditional bow/compound bow	53	52.0%
Handgun	46	45.1%
MSR	44	43.1%
Muzzleloader	39	38.2%
Crossbow	18	17.6%
Other	5	4.9%
Total	102	100.0%

Table M4.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	10	10.8%
Deer	78	83.9%
Elk	17	18.3%
Other big game	12	12.9%
Others	2	2.2%
Predators	44	47.3%
Small game	62	66.7%
Turkey	56	60.2%
Upland game birds	49	52.7%
Waterfowl	37	39.8%
Wild pig / feral hog	26	28.0%
Total	93	100.0%

MSR Activity Interest

Table M4.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
I don't know how to get started	29	40.8%
These activities are not offered at ranges in my area	27	38.0%
Not enough time	23	32.4%
I don't have anybody to go with	20	28.2%
Too expensive	10	14.1%
Medical reason / disability	3	4.2%
Other Please describe	3	4.2%
I do not own / have access to this firearm	2	2.8%
Total	71	100.0%

Table M4.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	16	61.5%
Not enough time	5	19.2%
I don't have anybody to go with	4	15.4%
Too expensive	4	15.4%
These activities are not offered at ranges in my area	2	7.7%
I don't know how to get started	1	3.8%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	26	100.0%

Influential Media and Individuals

Table M4.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	64	42.4%
Father	59	39.1%
Self / nobody else	30	19.9%
Grandparent	22	14.6%
Another relative	20	13.2%
Co-worker	15	9.9%
Aunt / Uncle	15	9.9%
Military	13	8.6%
Sibling	10	6.6%
Neighbor	8	5.3%
Spouse	7	4.6%
Mother	5	3.3%
Other, please specify	5	3.3%
Guide / outfitter	2	1.3%
Children / grandchildren	0	0.0%
Total	151	100.0%

Table M4.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	58	38.4%
Online videos	46	30.5%
National sportsmen’s conservation organizations	46	30.5%
Magazines and Books	45	29.8%
Local clubs or social organizations	34	22.5%
Hunter education programs	26	17.2%
State wildlife management agencies	25	16.6%
Retailers	23	15.2%
Seminars	12	7.9%
Other, please specify	7	4.6%
Total	151	100.0%

Table M4.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	33	71.7%
How-to videos	28	60.9%
Product reviews	28	60.9%
Non-professionals (home videos) hunting/fishing/shooting	27	58.7%
Competitions	24	52.2%
TV programs (complete or partial episodes)	22	47.8%
Fish and Wildlife agency produced videos	10	21.7%
Informational/political/talk show style	6	13.0%
Comedy/blooper videos	2	4.3%
Other	2	4.3%
Total	46	100.0%

Table M4.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	6	10.3%
Animal Planet	3	5.2%
Comcast SportsNet	0	0.0%
Discovery Channel	12	20.7%
ESPN/ESPN 2	4	6.9%
History Channel	17	29.3%
Military Channel	15	25.9%
National Geographic	8	13.8%
NBC Sports	0	0.0%
Outdoor Channel	48	82.8%
Pursuit Channel	24	41.4%
Sportsman Channel	39	67.2%
Sunshine Network / SUN Sports	1	1.7%
WildTV	5	8.6%
World Fishing Network	2	3.4%
Other national network	2	3.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	19	32.8%
I watched hunting/fishing TV, but don't remember the channel	14	24.1%
Total	58	100.0%

Table M4.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	80	49.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	60	37.0%
Programming offered by outdoor retailers	58	35.8%
YouTube videos	56	34.6%
An invitation from a friend / family member	54	33.3%
Books / magazines	48	29.6%
Membership in a non-profit organization	45	27.8%
Online forums / blogs	27	16.7%
Other Please describe	12	7.4%
None of the above	5	3.1%
Total	162	100.0%

Table M4.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	18	31.6%	17	28.8%	13	30.2%	16	29.1%
Google+	17	29.8%	14	23.7%	8	18.6%	12	21.8%
Twitter	4	7.0%	2	3.4%	3	7.0%	5	9.1%
Pinterest	5	8.8%	5	8.5%	6	14.0%	5	9.1%
Magazines	38	66.7%	33	55.9%	28	65.1%	26	47.3%
Instagram	10	17.5%	9	15.3%	9	20.9%	6	10.9%
YouTube	27	47.4%	26	44.1%	21	48.8%	41	74.5%
Television programs	31	54.4%	27	45.8%	19	44.2%	21	38.2%
Online Forums	16	28.1%	23	39.0%	14	32.6%	17	30.9%
Newsletter from hunting / wildlife groups or organizations	20	35.1%	23	39.0%	17	39.5%	15	27.3%
Fish / Wildlife Agency for My State of Residence	19	33.3%	25	42.4%	16	37.2%	13	23.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	15	26.3%	21	35.6%	16	37.2%	13	23.6%
Other	3	5.3%	3	5.1%	3	7.0%	2	3.6%
None of The Above	6	10.5%	8	13.6%	4	9.3%	6	10.9%
Total	57	100.0%	59	100.0%	43	100.0%	55	100.0%

Table M4.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	20	25.6%	11	23.4%	11	40.7%	16	29.6%
Google+	20	25.6%	9	19.1%	5	18.5%	11	20.4%
Twitter	7	9.0%	5	10.6%	4	14.8%	3	5.6%
Pinterest	6	7.7%	6	12.8%	5	18.5%	1	1.9%
Magazines	46	59.0%	32	68.1%	15	55.6%	31	57.4%
Instagram	10	12.8%	8	17.0%	5	18.5%	8	14.8%
YouTube	33	42.3%	28	59.6%	19	70.4%	26	48.1%
Television programs	35	44.9%	26	55.3%	15	55.6%	23	42.6%
Online Forums	25	32.1%	14	29.8%	15	55.6%	14	25.9%
Newsletter from hunting / wildlife groups or organizations	23	29.5%	15	31.9%	9	33.3%	17	31.5%
Fish / Wildlife Agency for My State of Residence	21	26.9%	11	23.4%	8	29.6%	16	29.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	16	20.5%	13	27.7%	8	29.6%	9	16.7%
Other	4	5.1%	2	4.3%	1	3.7%	1	1.9%
None of The Above	6	7.7%	4	8.5%	2	7.4%	6	11.1%
Total	78	100.0%	47	100.0%	27	100.0%	54	100.0%

Load Testing and Development with an MSR

This section includes those who are interested in shooting load testing and development with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M5.1) **What is your current age?**

	Count	Column Percent
18 to 24	14	2.9%
25 to 34	41	8.4%
35 to 44	81	16.6%
45 to 54	108	22.2%
55 to 64	151	31.0%
65 and older	92	18.9%
Total	487	100.0%

Table M5.2) **What is your gender?**

	Count	Column Percent
Male	480	98.2%
Female	9	1.8%
Total	489	100.0%

Table M5.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	28	5.8%
\$20,000 to \$29,999	31	6.4%
\$30,000 to \$39,999	28	5.8%
\$40,000 to \$49,999	36	7.4%
\$50,000 to \$74,999	112	23.0%
\$75,000 to \$99,999	95	19.5%
\$100,000 to \$149,999	93	19.1%
\$150,000 to \$200,000	37	7.6%
More than \$200,000	26	5.3%
Total	486	100.0%

Table M5.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	1.0%
High school graduation	116	23.8%
Trade school, associates degree or similar	183	37.5%
Bachelors degree	133	27.3%
Masters degree	40	8.2%
Ph D and higher	11	2.3%
Total	488	100.0%

Table M5.5) In which region do you live?

	Count	Column Percent
Northeast	66	13.6%
Midwest	129	26.5%
South	182	37.4%
West	107	22.0%
Canada	3	0.6%
Total	487	100.0%

Introduction to Shooting

Table M5.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	325	63.7%
11 to 17 years old	135	26.5%
18 to 24 years old	30	5.9%
25 to 34 years old	7	1.4%
35 to 44 years old	6	1.2%
45 to 54 years old	2	0.4%
55 to 64 years old	4	0.8%
65 years and older	1	0.2%
Total	510	100.0%

Table M5.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	101	19.8%
Blackpowder or muzzleloader	2	0.4%
Compound bow	2	0.4%
Crossbow	0	0.0%
MSR	3	0.6%
Revolver	38	7.5%
Shotgun	96	18.8%
Semi-Automatic handgun	43	8.4%
Traditional bow	12	2.4%
Traditional rifle (Centerfire)	30	5.9%
Traditional rifle (Rimfire)	181	35.5%
Other	2	0.4%
Total	510	100.0%

Table M5.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.2%
5 Stand	1	0.2%
Benchrest	8	1.6%
Cowboy action	1	0.2%
Long range	7	1.4%
Pattern shotgun	5	1.0%
Plinking or informal target shooting	394	77.3%
Silhouette	9	1.8%
Skeet	10	2.0%
Sporting clays	5	1.0%
Tactical	1	0.2%
Training (Military, Defense, Law Enforcement)	5	1.0%
Trap	9	1.8%
Wobble Trap	1	0.2%
Target archery	9	1.8%
3D archery	1	0.2%
Other Please describe:	43	8.4%
Total	510	100.0%

Table M5.9) Who took you shooting for the first time?

	Count	Column Percent
Father	320	64.3%
Friend	66	13.3%
Grandparent	59	11.8%
Aunt / Uncle	57	11.4%
Sibling	28	5.6%
Another relative	23	4.6%
Mother	16	3.2%
Nobody / I shot alone when I first went shooting	16	3.2%
Camp / Summer camp	15	3.0%
Neighbor	13	2.6%
Military	10	2.0%
Co-worker	6	1.2%
Spouse	2	0.4%
Guide / outfitter	1	0.2%
Other	0	0.0%
Total	498	100.0%

Table M5.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	365	73.6%
Tradition / way of life	269	54.2%
Spend time with family or friends who already shot	269	54.2%
It's relaxing / an escape	247	49.8%
Wanted to spend more time outdoors	218	44.0%
I wanted a challenge / adventure	180	36.3%
Training for hunting	128	25.8%
To teach someone else / introduce my children or others to shooting	108	21.8%
Protection / self defense	106	21.4%
Wanted to try a new sport	90	18.1%
Training (military, police, etc.)	84	16.9%
Media (television, magazines, movies)	16	3.2%
Other Please write in	8	1.6%
Total	496	100.0%

Table M5.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	132	25.9%
1 year	60	11.8%
2 - 5 years	162	31.8%
6 - 10 years	39	7.6%
More than 10 years	53	10.4%
I have only ever participated in [the shooting activity that I first participated in]	64	12.5%
Total	510	100.0%

Table M5.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	377	84.9%
3 Gun with a semi-automatic handgun	17	3.8%
Bowling pin with a semi-automatic handgun	44	9.9%
Bullseye with a semi-automatic handgun	106	23.9%
Cowboy action with a semi-automatic handgun	8	1.8%
IDPA with a semi-automatic handgun	23	5.2%
IPSC with a semi-automatic handgun	15	3.4%
Load Testing/Development with a semi-automatic handgun	63	14.2%
Sighting-in with a semi-automatic handgun	244	55.0%
Silhouette with a semi-automatic handgun	121	27.3%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	30	6.8%
Teaching/Informative with a semi-automatic handgun	139	31.3%
Testing (Ammo & firearm) with a semi-automatic handgun	141	31.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	140	31.5%
Other Please describe with a semi-automatic handgun	14	3.2%
Plinking or informal target shooting with a revolver	353	79.5%
3 Gun with a revolver	2	0.5%
Bowling pin with a revolver	37	8.3%
Bullseye with a revolver	85	19.1%
Cowboy action with a revolver	15	3.4%
IDPA with a revolver	8	1.8%
IPSC with a revolver	7	1.6%
Load Testing/Development with a revolver	69	15.5%
Sighting-in with a revolver	173	39.0%
Silhouette with a revolver	86	19.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	13	2.9%
Teaching/Informative with a revolver	108	24.3%
Testing (Ammo & firearm) with a revolver	116	26.1%
Training (Military, Defense, Law Enforcement) with a revolver	68	15.3%

Other Please describe with a revolver	14	3.2%
Plinking or informal target shooting with a traditional rimfire rifle	401	90.3%
3 Gun with a traditional rimfire rifle	2	0.5%
Benchrest with a traditional rimfire rifle	123	27.7%
Cowboy action with a traditional rimfire rifle	4	0.9%
Load Testing/Development with a traditional rimfire rifle	36	8.1%
Long range with a traditional rimfire rifle	89	20.0%
NRA high power with a traditional rimfire rifle	4	0.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	275	61.9%
Silhouette with a traditional rimfire rifle	84	18.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	11	2.5%
Tactical with a traditional rimfire rifle	24	5.4%
Teaching/Informative with a traditional rimfire rifle	126	28.4%
Three (3) position with a traditional rimfire rifle	25	5.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	41	9.2%
Other Please describe with a traditional rimfire rifle	20	4.5%
Plinking or informal target shooting with a traditional centerfire rifle	349	78.6%
3 Gun with a traditional centerfire rifle	5	1.1%
Benchrest with a traditional centerfire rifle	152	34.2%
Cowboy action with a traditional centerfire rifle	5	1.1%
Load Testing/Development with a traditional centerfire rifle	105	23.6%
Long range with a traditional centerfire rifle	162	36.5%
NRA high power with a traditional centerfire rifle	19	4.3%
Schuetzen with a traditional centerfire rifle	2	0.5%
Sighting-in rifle with a traditional centerfire rifle	285	64.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	81	18.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	16	3.6%
Tactical with a traditional centerfire rifle	53	11.9%
Teaching/Informative with a traditional centerfire rifle	124	27.9%
Three (3) position with a traditional centerfire rifle	24	5.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	98	22.1%
Other Please describe with a traditional centerfire rifle	27	6.1%
Plinking or informal target shooting with an MSR	287	64.6%
3 Gun with an MSR	11	2.5%
Benchrest with an MSR	80	18.0%
Cowboy action with an MSR	1	0.2%
Load Testing/Development with an MSR	0	0.0%
Long range with an MSR	88	19.8%
NRA high power with an MSR	6	1.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	196	44.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	53	11.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	17	3.8%
Tactical with an MSR	93	20.9%
Teaching/Informative with an MSR	94	21.2%
Three (3) position with an MSR	21	4.7%
Training (Military, Defense, Law Enforcement) with an MSR	118	26.6%
Other Please describe with an MSR	8	1.8%
Informal (backyard, testing) with a shotgun	300	67.6%
3 Gun with a shotgun	11	2.5%
5 Stand with a shotgun	50	11.3%
Cowboy Action with a shotgun	7	1.6%
Dog training with a shotgun	48	10.8%
Other with a shotgun	7	1.6%
Pattern shotgun with a shotgun	208	46.8%
Sighting-In with a shotgun	176	39.6%
Skeet with a shotgun	243	54.7%
Sporting clays with a shotgun	229	51.6%
Teaching/Informative with a shotgun	108	24.3%
Test reload with a shotgun	55	12.4%
Training (Military, Defense, Law Enforcement) with a shotgun	70	15.8%
Trap with a shotgun	206	46.4%
Wobble Trap with a shotgun	49	11.0%
Other Please describe with a shotgun	26	5.9%
Total	444	100.0%

Current Recreational Shooting Activities

Table M5.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	378	85.1%
Traditional Rimfire Rifle	350	78.8%
Traditional Centerfire Rifle	349	78.6%
Shotgun	329	74.1%
Revolver	289	65.1%
MSR	207	46.6%
Traditional or Compound Bow	140	31.5%
Muzzleloader	102	23.0%
Crossbow	70	15.8%
None of the Above	9	2.0%
Total	444	100.0%

Table M5.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	347	78.2%
Plinking or informal target shooting with a traditional rimfire rifle	332	74.8%
Plinking or informal target shooting with a traditional centerfire rifle	301	67.8%
Plinking or informal target shooting with a Revolver	267	60.1%
Sighting-in rifle with a traditional centerfire rifle	244	55.0%
Informal (backyard or testing) with a Shotgun	233	52.5%
Sighting-in with a Semi-Automatic Handgun	207	46.6%
Sighting-in rifle with a traditional rimfire rifle	206	46.4%
Plinking or informal target shooting with a MSR	183	41.2%
Pattern shotgun	153	34.5%
Sporting clays with a Shotgun	147	33.1%
Skeet with a Shotgun	142	32.0%
Target shooting with a traditional or compound bow	140	31.5%
Benchrest with a traditional centerfire rifle	133	30.0%
Sighting-In with a Shotgun	132	29.7%
Trap with a Shotgun	128	28.8%
Sighting-in with a Revolver	127	28.6%
Long range with a traditional centerfire rifle	125	28.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	117	26.4%
Sighting-in rifle with a MSR	116	26.1%
Teaching/Informative with a Semi-Automatic Handgun	113	25.5%
Target shooting with a muzzleloader	102	23.0%
Silhouette with a Semi-Automatic Handgun	93	20.9%

Benchrest with a traditional rimfire rifle	88	19.8%
Teaching/Informative with a traditional rimfire rifle	88	19.8%
Bullseye with a Semi-Automatic Handgun	84	18.9%
Teaching/Informative with a traditional centerfire rifle	83	18.7%
Testing (Ammo & firearm) with a Revolver	80	18.0%
Load Testing/Development with a traditional centerfire rifle	79	17.8%
Teaching/Informative with a Revolver	75	16.9%
Teaching/Informative with a Shotgun	74	16.7%
Target shooting with a crossbow	70	15.8%
Target shooting with an air rifle at a range	67	15.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	65	14.6%
Long range with a traditional rimfire rifle	57	12.8%
Load Testing/Development with a Semi-Automatic Handgun	56	12.6%
Bullseye with a Revolver	56	12.6%
Teaching/Informative with a MSR	54	12.2%
Silhouette with a Revolver	53	11.9%
Load Testing/Development with a Revolver	48	10.8%
Training (Military / Defense / Law Enforcement) with a MSR	47	10.6%
Tactical with a MSR	46	10.4%
Silhouette with a traditional rimfire rifle	45	10.1%
Silhouette with a traditional centerfire rifle	44	9.9%
Benchrest with a MSR	39	8.8%
Long range with a MSR	39	8.8%
Test reload with a Shotgun	36	8.1%
Wobble Trap with a Shotgun	36	8.1%
5 Stand with a Shotgun	32	7.2%
Silhouette with a MSR	30	6.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	29	6.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	5.9%
Tactical with a traditional centerfire rifle	25	5.6%
Load Testing/Development with a traditional rimfire rifle	24	5.4%
Bowling pin with a Semi-Automatic Handgun	23	5.2%
Dog training with a shotgun	23	5.2%
Steel Challenge with a Semi-Automatic Handgun	21	4.7%
Training (Military / Defense / Law Enforcement) with a Revolver	17	3.8%
IDPA with a Semi-Automatic Handgun	16	3.6%
3 Gun with a Semi-Automatic Handgun	13	2.9%
Bowling pin with a Revolver	12	2.7%
Tactical with a traditional rimfire rifle	12	2.7%
Steel Challenge with a MSR	10	2.3%
IPSC with a Semi-Automatic Handgun	10	2.3%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	10	2.3%
3 Gun with a Shotgun	9	2.0%
Steel Challenge with a traditional centerfire rifle	9	2.0%
Three (3) position with a traditional centerfire rifle	9	2.0%
Three (3) position with a traditional rimfire rifle	9	2.0%
None of the above	9	2.0%
Cowboy action with a Revolver	8	1.8%
Steel Challenge with a traditional rimfire rifle	8	1.8%
3 Gun with a MSR	7	1.6%
Three (3) position with a MSR	7	1.6%
Steel Challenge with a Revolver	7	1.6%
NRA high power with a traditional centerfire rifle	5	1.1%
Cowboy Action with a Shotgun	4	0.9%
Cowboy action with a traditional centerfire rifle	4	0.9%
NRA high power with a MSR	2	0.5%
IDPA with a Revolver	2	0.5%
IPSC with a Revolver	2	0.5%
3 Gun with a traditional rimfire rifle	2	0.5%
Cowboy action with a traditional rimfire rifle	2	0.5%
NRA high power with a traditional rimfire rifle	2	0.5%
3 Gun with a traditional centerfire rifle	1	0.2%
Cowboy action with a Semi-Automatic Handgun	1	0.2%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	444	100.0%

Table M5.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	26	8.2%
Revolver	84	26.4%
Traditional Rimfire Rifle	63	19.8%
Traditional Centerfire Rifle	35	11.0%
MSR	102	32.1%
Shotgun	62	19.5%
Air Rifle	124	39.0%
Traditional or Compound Bow	129	40.6%
Crossbow	28	8.8%
Muzzleloader	58	18.2%
Total	318	100.0%

Table M5.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	67	17.2%
3 Gun with a Shotgun	2	0.5%
5 Stand with a Shotgun	18	4.6%
Cowboy Action with a Shotgun	3	0.8%
Sighting-In with a Shotgun	44	11.3%
Skeet with a Shotgun	101	25.9%
Sporting clays with a Shotgun	82	21.0%
Teaching/Informative with a Shotgun	34	8.7%
Test reload with a Shotgun	19	4.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	41	10.5%
Trap with a Shotgun	78	20.0%
Wobble Trap with a Shotgun	13	3.3%
Plinking or informal target shooting with a traditional centerfire rifle	48	12.3%
3 Gun with a traditional centerfire rifle	4	1.0%
Benchrest with a traditional centerfire rifle	19	4.9%
Cowboy action with a traditional centerfire rifle	1	0.3%
Load Testing/Development with a traditional centerfire rifle	26	6.7%
Long range with a traditional centerfire rifle	37	9.5%
NRA high power with a traditional centerfire rifle	14	3.6%
Schuetzen with a traditional centerfire rifle	2	0.5%
Sighting-in rifle with a traditional centerfire rifle	41	10.5%
Silhouette with a traditional centerfire rifle	37	9.5%
Steel Challenge with a traditional centerfire rifle	7	1.8%
Tactical with a traditional centerfire rifle	28	7.2%
Teaching/Informative with a traditional centerfire rifle	41	10.5%
Three (3) position with a traditional centerfire rifle	15	3.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	72	18.5%
Plinking or informal target shooting with a MSR	104	26.7%

3 Gun with a MSR	4	1.0%
Benchrest with a MSR	41	10.5%
Cowboy action with a MSR	1	0.3%
Load Testing/Development with a MSR	0	0.0%
Long range with a MSR	49	12.6%
NRA high power with a MSR	4	1.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	80	20.5%
Silhouette with a MSR	23	5.9%
Steel Challenge with a MSR	7	1.8%
Tactical with a MSR	47	12.1%
Teaching/Informative with a MSR	40	10.3%
Three (3) position with a MSR	14	3.6%
Training (Military / Defense / Law Enforcement) with a MSR	71	18.2%
Plinking or informal target shooting with a Semi-Automatic Handgun	30	7.7%
3 Gun with a Semi-Automatic Handgun	4	1.0%
Bowling pin with a Semi-Automatic Handgun	21	5.4%
Bullseye with a Semi-Automatic Handgun	22	5.6%
Cowboy action with a Semi-Automatic Handgun	7	1.8%
IDPA with a Semi-Automatic Handgun	7	1.8%
IPSC with a Semi-Automatic Handgun	5	1.3%
Load Testing/Development with a Semi-Automatic Handgun	7	1.8%
Sighting-in with a Semi-Automatic Handgun	37	9.5%
Silhouette with a Semi-Automatic Handgun	28	7.2%
Steel Challenge with a Semi-Automatic Handgun	9	2.3%
Teaching/Informative with a Semi-Automatic Handgun	26	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	24	6.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	71	18.2%
Plinking or informal target shooting with a Revolver	86	22.1%
3 Gun with a Revolver	37	9.5%
Bowling pin with a Revolver	25	6.4%
Bullseye with a Revolver	29	7.4%
Cowboy action with a Revolver	7	1.8%
IDPA with a Revolver	6	1.5%
IPSC with a Revolver	5	1.3%
Load Testing/Development with a Revolver	21	5.4%
Sighting-in with a Revolver	46	11.8%
Silhouette with a Revolver	33	8.5%
Steel Challenge with a Revolver	6	1.5%
Teaching/Informative with a Revolver	33	8.5%
Testing (Ammo & firearm) with a Revolver	36	9.2%
Training (Military / Defense / Law Enforcement) with a Revolver	48	12.3%
Dog training with a shotgun	25	6.4%
Target shooting with a traditional or compound bow	129	33.1%
Target shooting with a crossbow	28	7.2%
Target shooting with a muzzleloader	58	14.9%
Plinking or informal target shooting with a traditional rimfire rifle	69	17.7%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	35	9.0%
Cowboy action with a traditional rimfire rifle	2	0.5%
Load Testing/Development with a traditional rimfire rifle	12	3.1%
Long range with a traditional rimfire rifle	32	8.2%
NRA high power with a traditional rimfire rifle	2	0.5%
Schuetzen with a traditional rimfire rifle	2	0.5%
Sighting-in rifle with a traditional rimfire rifle	69	17.7%
Target shooting with an air rifle at a range	124	31.8%
Silhouette with a traditional rimfire rifle	39	10.0%
Pattern shotgun	55	14.1%
Steel Challenge with a traditional rimfire rifle	3	0.8%
Tactical with a traditional rimfire rifle	12	3.1%
Teaching/Informative with a traditional rimfire rifle	38	9.7%
Three (3) position with a traditional rimfire rifle	16	4.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	31	7.9%
Total	390	100.0%

Current Hunting Activities

Table M5.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	286	92.6%
Shotgun	262	84.8%
Traditional bow/compound bow	150	48.5%
Muzzleloader	126	40.8%
Handgun	124	40.1%
MSR	122	39.5%
Crossbow	63	20.4%
Other	10	3.2%
Total	309	100.0%

Table M5.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	51	17.5%
Deer	257	88.3%
Elk	57	19.6%
Other big game	20	6.9%
Others	14	4.8%
Predators	134	46.0%
Small game	161	55.3%
Turkey	161	55.3%
Upland game birds	141	48.5%
Waterfowl	86	29.6%
Wild pig / feral hog	54	18.6%
Total	291	100.0%

MSR Activity Interest

Table M5.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	73	40.8%
I don't know how to get started	48	26.8%
These activities are not offered at ranges in my area	46	25.7%
Too expensive	45	25.1%
I don't have anybody to go with	33	18.4%
Other Please describe	12	6.7%
I do not own / have access to this firearm	12	6.7%
Medical reason / disability	11	6.1%
Total	179	100.0%

Table M5.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	55	48.2%
Too expensive	28	24.6%
Not enough time	26	22.8%
I don't have anybody to go with	10	8.8%
These activities are not offered at ranges in my area	8	7.0%
I don't know how to get started	8	7.0%
Other Please describe	8	7.0%
Medical reason / disability	5	4.4%
Total	114	100.0%

Influential Media and Individuals

Table M5.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	193	43.8%
Father	155	35.1%
Self / nobody else	79	17.9%
Co-worker	46	10.4%
Sibling	41	9.3%
Aunt / Uncle	41	9.3%
Another relative	38	8.6%
Grandparent	37	8.4%
Military	25	5.7%
Neighbor	18	4.1%
Spouse	11	2.5%
Other, please specify	10	2.3%
Mother	7	1.6%
Children / grandchildren	5	1.1%
Guide / outfitter	4	0.9%
Total	441	100.0%

Table M5.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	180	40.7%
Online videos	142	32.1%
Magazines and Books	129	29.2%
National sportsmen’s conservation organizations	113	25.6%
Local clubs or social organizations	98	22.2%
Hunter education programs	71	16.1%
Retailers	63	14.3%
State wildlife management agencies	59	13.3%
Other, please specify	29	6.6%
Seminars	22	5.0%
Total	442	100.0%

Table M5.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	104	73.2%
Professionals hunting/fishing/shooting	104	73.2%
Product reviews	85	59.9%
Non-professionals (home videos) hunting/fishing/shooting	81	57.0%
Competitions	73	51.4%
TV programs (complete or partial episodes)	63	44.4%
Fish and Wildlife agency produced videos	24	16.9%
Informational/political/talk show style	23	16.2%
Comedy/blooper videos	8	5.6%
Other	6	4.2%
Total	142	100.0%

Table M5.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	11	6.2%
Animal Planet	7	3.9%
Comcast SportsNet	0	0.0%
Discovery Channel	36	20.2%
ESPN/ESPN 2	13	7.3%
History Channel	54	30.3%
Military Channel	43	24.2%
National Geographic	19	10.7%
NBC Sports	0	0.0%
Outdoor Channel	146	82.0%
Pursuit Channel	59	33.1%
Sportsman Channel	121	68.0%
Sunshine Network / SUN Sports	1	0.6%
WildTV	4	2.2%
World Fishing Network	5	2.8%
Other national network	7	3.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	43	24.2%
I watched hunting/fishing TV, but don't remember the channel	44	24.7%
Total	178	100.0%

Table M5.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	229	46.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	167	33.8%
Programming offered by outdoor retailers	165	33.4%
YouTube videos	157	31.8%
Books / magazines	153	31.0%
An invitation from a friend / family member	152	30.8%
Membership in a non-profit organization	114	23.1%
Online forums / blogs	83	16.8%
Other Please describe	42	8.5%
None of the above	20	4.0%
Total	494	100.0%

Table M5.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	39	23.9%	41	25.2%	33	30.6%	44	28.4%
Google+	38	23.3%	32	19.6%	27	25.0%	36	23.2%
Twitter	5	3.1%	4	2.5%	5	4.6%	11	7.1%
Pinterest	13	8.0%	13	8.0%	13	12.0%	13	8.4%
Magazines	107	65.6%	100	61.3%	66	61.1%	98	63.2%
Instagram	11	6.7%	12	7.4%	12	11.1%	15	9.7%
YouTube	95	58.3%	85	52.1%	60	55.6%	135	87.1%
Television programs	81	49.7%	70	42.9%	48	44.4%	68	43.9%
Online Forums	51	31.3%	52	31.9%	39	36.1%	63	40.6%
Newsletter from hunting / wildlife groups or organizations	56	34.4%	56	34.4%	45	41.7%	38	24.5%
Fish / Wildlife Agency for My State of Residence	48	29.4%	62	38.0%	43	39.8%	32	20.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	34	20.9%	48	29.4%	32	29.6%	24	15.5%
Other	3	1.8%	3	1.8%	2	1.9%	3	1.9%
None of The Above	9	5.5%	16	9.8%	9	8.3%	4	2.6%
Total	163	100.0%	163	100.0%	108	100.0%	155	100.0%

Table M5.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	54	24.2%	31	20.9%	26	31.3%	40	26.5%
	Google+	50	22.4%	39	26.4%	14	16.9%	33	21.9%
	Twitter	14	6.3%	8	5.4%	6	7.2%	6	4.0%
	Pinterest	15	6.7%	13	8.8%	9	10.8%	9	6.0%
	Magazines	139	62.3%	108	73.0%	55	66.3%	87	57.6%
	Instagram	23	10.3%	12	8.1%	10	12.0%	12	7.9%
	YouTube	133	59.6%	91	61.5%	67	80.7%	81	53.6%
	Television programs	102	45.7%	77	52.0%	40	48.2%	70	46.4%
	Online Forums	82	36.8%	56	37.8%	55	66.3%	38	25.2%
	Newsletter from hunting / wildlife groups or organizations	64	28.7%	44	29.7%	23	27.7%	47	31.1%
	Fish / Wildlife Agency for My State of Residence	58	26.0%	37	25.0%	22	26.5%	43	28.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	40	17.9%	30	20.3%	10	12.0%	28	18.5%
	Other	4	1.8%	1	0.7%	2	2.4%	1	0.7%
	None of The Above	15	6.7%	6	4.1%	3	3.6%	14	9.3%
Total		223	100.0%	148	100.0%	83	100.0%	151	100.0%

Long Range with an MSR

This section includes those who are interested in shooting long range with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M6.1) **What is your current age?**

	Count	Column Percent
18 to 24	33	2.4%
25 to 34	107	7.7%
35 to 44	231	16.6%
45 to 54	348	25.0%
55 to 64	393	28.2%
65 and older	281	20.2%
Total	1,393	100.0%

Table M6.2) **What is your gender?**

	Count	Column Percent
Male	1,360	97.4%
Female	37	2.6%
Total	1,397	100.0%

Table M6.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	66	4.8%
\$20,000 to \$29,999	49	3.5%
\$30,000 to \$39,999	74	5.4%
\$40,000 to \$49,999	106	7.7%
\$50,000 to \$74,999	317	22.9%
\$75,000 to \$99,999	270	19.5%
\$100,000 to \$149,999	269	19.5%
\$150,000 to \$200,000	123	8.9%
More than \$200,000	109	7.9%
Total	1,383	100.0%

Table M6.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	11	0.8%
High school graduation	294	21.1%
Trade school, associates degree or similar	489	35.1%
Bachelors degree	413	29.6%
Masters degree	143	10.3%
Ph D and higher	44	3.2%
Total	1,394	100.0%

Table M6.5) In which region do you live?

	Count	Column Percent
Northeast	183	13.1%
Midwest	397	28.4%
South	555	39.7%
West	250	17.9%
Canada	12	0.9%
Total	1,397	100.0%

Introduction to Shooting

Table M6.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	893	61.7%
11 to 17 years old	377	26.1%
18 to 24 years old	97	6.7%
25 to 34 years old	28	1.9%
35 to 44 years old	25	1.7%
45 to 54 years old	12	0.8%
55 to 64 years old	10	0.7%
65 years and older	5	0.3%
Total	1,447	100.0%

Table M6.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	306	21.1%
Blackpowder or muzzleloader	7	0.5%
Compound bow	6	0.4%
Crossbow	2	0.1%
MSR	13	0.9%
Revolver	103	7.1%
Shotgun	275	19.0%
Semi-Automatic handgun	109	7.5%
Traditional bow	31	2.1%
Traditional rifle (Centerfire)	63	4.4%
Traditional rifle (Rimfire)	529	36.6%
Other	3	0.2%
Total	1,447	100.0%

Table M6.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	2	0.1%
Benchrest	18	1.2%
Cowboy action	2	0.1%
Long range	14	1.0%
NRA high power	1	0.1%
Pattern shotgun	20	1.4%
Plinking or informal target shooting	1,124	77.9%
Silhouette	20	1.4%
Skeet	29	2.0%
Sporting clays	29	2.0%
Tactical	5	0.3%
Test reload	2	0.1%
Training (Military, Defense, Law Enforcement)	20	1.4%
Trap	25	1.7%
Wobble Trap	1	0.1%
Target archery	30	2.1%
Field archery	2	0.1%
3D archery	4	0.3%
Other Please describe:	95	6.6%
Total	1,443	100.0%

Table M6.9) Who took you shooting for the first time?

	Count	Column Percent
Father	841	59.3%
Friend	199	14.0%
Grandparent	169	11.9%
Aunt / Uncle	138	9.7%
Sibling	85	6.0%
Nobody / I shot alone when I first went shooting	78	5.5%
Camp / Summer camp	60	4.2%
Mother	46	3.2%
Another relative	45	3.2%
Neighbor	25	1.8%
Military	24	1.7%
Co-worker	15	1.1%
Spouse	8	0.6%
Other	6	0.4%
Guide / outfitter	1	0.1%
Total	1,419	100.0%

Table M6.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	955	69.1%
Spend time with family or friends who already shot	705	51.0%
Tradition / way of life	670	48.5%
It's relaxing / an escape	608	44.0%
Wanted to spend more time outdoors	541	39.1%
I wanted a challenge / adventure	452	32.7%
Training for hunting	323	23.4%
Protection / self defense	280	20.3%
Wanted to try a new sport	278	20.1%
To teach someone else / introduce my children or others to shooting	238	17.2%
Training (military, police, etc.)	201	14.5%
Media (television, magazines, movies)	42	3.0%
Other Please write in	17	1.2%
Total	1,382	100.0%

Table M6.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	348	24.0%
1 year	149	10.3%
2 - 5 years	511	35.3%
6 - 10 years	98	6.8%
More than 10 years	161	11.1%
I have only ever participated in [the shooting activity that I first participated in]	180	12.4%
Total	1,447	100.0%

Table M6.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,053	84.0%
3 Gun with a semi-automatic handgun	35	2.8%
Bowling pin with a semi-automatic handgun	128	10.2%
Bullseye with a semi-automatic handgun	267	21.3%
Cowboy action with a semi-automatic handgun	24	1.9%
IDPA with a semi-automatic handgun	69	5.5%
IPSC with a semi-automatic handgun	56	4.5%
Load Testing/Development with a semi-automatic handgun	183	14.6%
Sighting-in with a semi-automatic handgun	626	50.0%
Silhouette with a semi-automatic handgun	315	25.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	85	6.8%
Teaching/Informative with a semi-automatic handgun	348	27.8%
Testing (Ammo & firearm) with a semi-automatic handgun	409	32.6%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	349	27.9%
Other Please describe with a semi-automatic handgun	30	2.4%
Plinking or informal target shooting with a revolver	959	76.5%
3 Gun with a revolver	3	0.2%
Bowling pin with a revolver	81	6.5%
Bullseye with a revolver	207	16.5%
Cowboy action with a revolver	59	4.7%
IDPA with a revolver	12	1.0%
IPSC with a revolver	14	1.1%
Load Testing/Development with a revolver	187	14.9%
Sighting-in with a revolver	427	34.1%
Silhouette with a revolver	207	16.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	32	2.6%
Teaching/Informative with a revolver	245	19.6%
Testing (Ammo & firearm) with a revolver	312	24.9%
Training (Military, Defense, Law Enforcement) with a revolver	157	12.5%

Other Please describe with a revolver	28	2.2%
Plinking or informal target shooting with a traditional rimfire rifle	1,075	85.8%
3 Gun with a traditional rimfire rifle	5	0.4%
Benchrest with a traditional rimfire rifle	284	22.7%
Cowboy action with a traditional rimfire rifle	5	0.4%
Load Testing/Development with a traditional rimfire rifle	98	7.8%
Long range with a traditional rimfire rifle	162	12.9%
NRA high power with a traditional rimfire rifle	9	0.7%
Schuetzen with a traditional rimfire rifle	3	0.2%
Sighting-in rifle with a traditional rimfire rifle	717	57.2%
Silhouette with a traditional rimfire rifle	169	13.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	37	3.0%
Tactical with a traditional rimfire rifle	45	3.6%
Teaching/Informative with a traditional rimfire rifle	332	26.5%
Three (3) position with a traditional rimfire rifle	76	6.1%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	95	7.6%
Other Please describe with a traditional rimfire rifle	59	4.7%
Plinking or informal target shooting with a traditional centerfire rifle	948	75.7%
3 Gun with a traditional centerfire rifle	12	1.0%
Benchrest with a traditional centerfire rifle	394	31.4%
Cowboy action with a traditional centerfire rifle	25	2.0%
Load Testing/Development with a traditional centerfire rifle	289	23.1%
Long range with a traditional centerfire rifle	366	29.2%
NRA high power with a traditional centerfire rifle	36	2.9%
Schuetzen with a traditional centerfire rifle	3	0.2%
Sighting-in rifle with a traditional centerfire rifle	763	60.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	165	13.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	31	2.5%
Tactical with a traditional centerfire rifle	106	8.5%
Teaching/Informative with a traditional centerfire rifle	305	24.3%
Three (3) position with a traditional centerfire rifle	57	4.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	204	16.3%
Other Please describe with a traditional centerfire rifle	58	4.6%
Plinking or informal target shooting with an MSR	770	61.5%
3 Gun with an MSR	32	2.6%
Benchrest with an MSR	178	14.2%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	146	11.7%
Long range with an MSR	0	0.0%
NRA high power with an MSR	16	1.3%

Schuetzen with an MSR	2	0.2%
Sighting-in rifle with an MSR	505	40.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	82	6.5%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	29	2.3%
Tactical with an MSR	178	14.2%
Teaching/Informative with an MSR	207	16.5%
Three (3) position with an MSR	37	3.0%
Training (Military, Defense, Law Enforcement) with an MSR	254	20.3%
Other Please describe with an MSR	17	1.4%
Informal (backyard, testing) with a shotgun	790	63.0%
3 Gun with a shotgun	27	2.2%
5 Stand with a shotgun	166	13.2%
Cowboy Action with a shotgun	26	2.1%
Dog training with a shotgun	144	11.5%
Other with a shotgun	10	0.8%
Pattern shotgun with a shotgun	560	44.7%
Sighting-In with a shotgun	450	35.9%
Skeet with a shotgun	664	53.0%
Sporting clays with a shotgun	654	52.2%
Teaching/Informative with a shotgun	258	20.6%
Test reload with a shotgun	151	12.1%
Training (Military, Defense, Law Enforcement) with a shotgun	168	13.4%
Trap with a shotgun	622	49.6%
Wobble Trap with a shotgun	137	10.9%
Other Please describe with a shotgun	60	4.8%
Total	1,253	100.0%

Current Recreational Shooting Activities

Table M6.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	1,068	84.9%
Shotgun	915	72.7%
Traditional Rimfire Rifle	913	72.6%
Traditional Centerfire Rifle	912	72.5%
Revolver	804	63.9%
MSR	539	42.8%
Traditional or Compound Bow	379	30.1%
Muzzleloader	260	20.7%
Crossbow	191	15.2%
None of the Above	29	2.3%
Total	1,258	100.0%

Table M6.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	970	77.0%
Plinking or informal target shooting with a traditional rimfire rifle	828	65.7%
Plinking or informal target shooting with a traditional centerfire rifle	751	59.6%
Plinking or informal target shooting with a Revolver	734	58.3%
Sighting-in rifle with a traditional centerfire rifle	641	50.9%
Informal (backyard or testing) with a Shotgun	594	47.1%
Sighting-in rifle with a traditional rimfire rifle	534	42.4%
Sighting-in with a Semi-Automatic Handgun	532	42.2%
Plinking or informal target shooting with a MSR	482	38.3%
Sporting clays with a Shotgun	437	34.7%
Pattern shotgun	411	32.6%
Skeet with a Shotgun	383	30.4%
Target shooting with a traditional or compound bow	379	30.1%
Trap with a Shotgun	370	29.4%
Sighting-In with a Shotgun	333	26.4%
Sighting-in rifle with a MSR	322	25.6%
Benchrest with a traditional centerfire rifle	310	24.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	307	24.4%
Sighting-in with a Revolver	301	23.9%
Teaching/Informative with a Semi-Automatic Handgun	277	22.0%
Long range with a traditional centerfire rifle	268	21.3%
Target shooting with a muzzleloader	260	20.6%
Silhouette with a Semi-Automatic Handgun	234	18.6%

Bullseye with a Semi-Automatic Handgun	215	17.1%
Load Testing/Development with a traditional centerfire rifle	210	16.7%
Testing (Ammo & firearm) with a Revolver	205	16.3%
Teaching/Informative with a traditional rimfire rifle	204	16.2%
Target shooting with a crossbow	191	15.2%
Benchrest with a traditional rimfire rifle	190	15.1%
Teaching/Informative with a traditional centerfire rifle	176	14.0%
Teaching/Informative with a Shotgun	175	13.9%
Teaching/Informative with a Revolver	161	12.8%
Target shooting with an air rifle at a range	152	12.1%
Load Testing/Development with a Semi-Automatic Handgun	146	11.6%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	139	11.0%
Bullseye with a Revolver	131	10.4%
Teaching/Informative with a MSR	124	9.8%
5 Stand with a Shotgun	121	9.6%
Load Testing/Development with a Revolver	117	9.3%
Silhouette with a Revolver	112	8.9%
Wobble Trap with a Shotgun	99	7.9%
Benchrest with a MSR	92	7.3%
Silhouette with a traditional rimfire rifle	91	7.2%
Tactical with a MSR	88	7.0%
Silhouette with a traditional centerfire rifle	87	6.9%
Load Testing/Development with a MSR	82	6.5%
Training (Military / Defense / Law Enforcement) with a MSR	80	6.3%
Long range with a traditional rimfire rifle	79	6.3%
Test reload with a Shotgun	78	6.2%
Dog training with a shotgun	74	5.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	61	4.8%
Bowling pin with a Semi-Automatic Handgun	59	4.7%
IDPA with a Semi-Automatic Handgun	47	3.7%
Steel Challenge with a Semi-Automatic Handgun	47	3.7%
Load Testing/Development with a traditional rimfire rifle	47	3.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	40	3.2%
Tactical with a traditional centerfire rifle	38	3.0%
Silhouette with a MSR	35	2.8%
IPSC with a Semi-Automatic Handgun	34	2.7%
Training (Military / Defense / Law Enforcement) with a Revolver	33	2.6%
Cowboy action with a Revolver	31	2.5%
Bowling pin with a Revolver	29	2.3%
None of the above	29	2.3%
3 Gun with a Semi-Automatic Handgun	26	2.1%

3 Gun with a MSR	21	1.7%
Steel Challenge with a traditional rimfire rifle	20	1.6%
Three (3) position with a traditional centerfire rifle	19	1.5%
3 Gun with a Shotgun	18	1.4%
Tactical with a traditional rimfire rifle	17	1.3%
Three (3) position with a traditional rimfire rifle	16	1.3%
Cowboy Action with a Shotgun	15	1.2%
Cowboy action with a traditional centerfire rifle	15	1.2%
Steel Challenge with a traditional centerfire rifle	15	1.2%
Steel Challenge with a Revolver	15	1.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	15	1.2%
Steel Challenge with a MSR	14	1.1%
Three (3) position with a MSR	11	0.9%
NRA high power with a MSR	9	0.7%
IDPA with a Revolver	6	0.5%
3 Gun with a traditional centerfire rifle	4	0.3%
NRA high power with a traditional centerfire rifle	4	0.3%
Cowboy action with a Semi-Automatic Handgun	4	0.3%
IPSC with a Revolver	3	0.2%
Schuetzen with a traditional centerfire rifle	2	0.2%
3 Gun with a traditional rimfire rifle	2	0.2%
3 Gun with a Revolver	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Cowboy action with a MSR	0	0.0%
Long range with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Total	1,260	100.0%

Table M6.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	78	8.5%
Revolver	223	24.2%
Traditional Rimfire Rifle	221	23.9%
Traditional Centerfire Rifle	151	16.4%
MSR	301	32.6%
Shotgun	178	19.3%
Air Rifle	342	37.1%
Traditional or Compound Bow	343	37.2%
Crossbow	87	9.4%
Muzzleloader	196	21.2%
Total	923	100.0%

Table M6.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	195	17.4%
3 Gun with a Shotgun	9	0.8%
5 Stand with a Shotgun	45	4.0%
Cowboy Action with a Shotgun	11	1.0%
Sighting-In with a Shotgun	117	10.4%
Skeet with a Shotgun	281	25.0%
Sporting clays with a Shotgun	217	19.3%
Teaching/Informative with a Shotgun	83	7.4%
Test reload with a Shotgun	73	6.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	106	9.4%
Trap with a Shotgun	251	22.4%
Wobble Trap with a Shotgun	38	3.4%
Plinking or informal target shooting with a traditional centerfire rifle	196	17.5%
3 Gun with a traditional centerfire rifle	8	0.7%
Benchrest with a traditional centerfire rifle	84	7.5%
Cowboy action with a traditional centerfire rifle	10	0.9%
Load Testing/Development with a traditional centerfire rifle	79	7.0%
Long range with a traditional centerfire rifle	98	8.7%
NRA high power with a traditional centerfire rifle	32	2.9%
Schuetzen with a traditional centerfire rifle	1	0.1%
Sighting-in rifle with a traditional centerfire rifle	122	10.9%
Silhouette with a traditional centerfire rifle	78	7.0%
Steel Challenge with a traditional centerfire rifle	16	1.4%
Tactical with a traditional centerfire rifle	68	6.1%
Teaching/Informative with a traditional centerfire rifle	129	11.5%
Three (3) position with a traditional centerfire rifle	38	3.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	164	14.6%
Plinking or informal target shooting with a MSR	288	25.7%

3 Gun with a MSR	11	1.0%
Benchrest with a MSR	86	7.7%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	64	5.7%
Long range with a MSR	0	0.0%
NRA high power with a MSR	7	0.6%
Schuetzen with a MSR	2	0.2%
Sighting-in rifle with a MSR	183	16.3%
Silhouette with a MSR	47	4.2%
Steel Challenge with a MSR	15	1.3%
Tactical with a MSR	90	8.0%
Teaching/Informative with a MSR	83	7.4%
Three (3) position with a MSR	26	2.3%
Training (Military / Defense / Law Enforcement) with a MSR	174	15.5%
Plinking or informal target shooting with a Semi-Automatic Handgun	82	7.3%
3 Gun with a Semi-Automatic Handgun	9	0.8%
Bowling pin with a Semi-Automatic Handgun	69	6.1%
Bullseye with a Semi-Automatic Handgun	50	4.5%
Cowboy action with a Semi-Automatic Handgun	20	1.8%
IDPA with a Semi-Automatic Handgun	22	2.0%
IPSC with a Semi-Automatic Handgun	22	2.0%
Load Testing/Development with a Semi-Automatic Handgun	37	3.3%
Sighting-in with a Semi-Automatic Handgun	94	8.4%
Silhouette with a Semi-Automatic Handgun	81	7.2%
Steel Challenge with a Semi-Automatic Handgun	38	3.4%
Teaching/Informative with a Semi-Automatic Handgun	71	6.3%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	102	9.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	204	18.2%
Plinking or informal target shooting with a Revolver	224	20.0%
3 Gun with a Revolver	80	7.1%
Bowling pin with a Revolver	52	4.6%
Bullseye with a Revolver	75	6.7%
Cowboy action with a Revolver	28	2.5%
IDPA with a Revolver	6	0.5%
IPSC with a Revolver	11	1.0%
Load Testing/Development with a Revolver	70	6.2%
Sighting-in with a Revolver	126	11.2%
Silhouette with a Revolver	95	8.5%
Steel Challenge with a Revolver	17	1.5%
Teaching/Informative with a Revolver	84	7.5%
Testing (Ammo & firearm) with a Revolver	107	9.5%
Training (Military / Defense / Law Enforcement) with a Revolver	118	10.5%
Dog training with a shotgun	70	6.2%
Target shooting with a traditional or compound bow	343	30.6%
Target shooting with a crossbow	87	7.8%
Target shooting with a muzzleloader	196	17.5%
Plinking or informal target shooting with a traditional rimfire rifle	246	21.9%

3 Gun with a traditional rimfire rifle	3	0.3%
Benchrest with a traditional rimfire rifle	94	8.4%
Cowboy action with a traditional rimfire rifle	4	0.4%
Load Testing/Development with a traditional rimfire rifle	50	4.5%
Long range with a traditional rimfire rifle	83	7.4%
NRA high power with a traditional rimfire rifle	8	0.7%
Schuetzen with a traditional rimfire rifle	2	0.2%
Sighting-in rifle with a traditional rimfire rifle	183	16.3%
Target shooting with an air rifle at a range	341	30.4%
Silhouette with a traditional rimfire rifle	78	7.0%
Pattern shotgun	149	13.3%
Steel Challenge with a traditional rimfire rifle	17	1.5%
Tactical with a traditional rimfire rifle	28	2.5%
Teaching/Informative with a traditional rimfire rifle	128	11.4%
Three (3) position with a traditional rimfire rifle	60	5.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	80	7.1%
Total	1,122	100.0%

Current Hunting Activities

Table M6.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	723	87.3%
Shotgun	719	86.8%
Traditional bow/compound bow	393	47.5%
Muzzleloader	333	40.2%
MSR	312	37.7%
Handgun	268	32.4%
Crossbow	188	22.7%
Other	23	2.8%
Total	828	100.0%

Table M6.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	105	13.6%
Deer	675	87.3%
Elk	137	17.7%
Other big game	58	7.5%
Others	27	3.5%
Predators	344	44.5%
Small game	404	52.3%
Turkey	442	57.2%
Upland game birds	367	47.5%
Waterfowl	243	31.4%
Wild pig / feral hog	168	21.7%
Total	773	100.0%

MSR Activity Interest

Table M6.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	236	45.9%
These activities are not offered at ranges in my area	160	31.1%
I don't know how to get started	121	23.5%
Too expensive	110	21.4%
I don't have anybody to go with	108	21.0%
I do not own / have access to this firearm	41	8.0%
Other Please describe	31	6.0%
Medical reason / disability	8	1.6%
Total	514	100.0%

Table M6.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	215	54.8%
Too expensive	87	22.2%
Not enough time	76	19.4%
I don't have anybody to go with	40	10.2%
These activities are not offered at ranges in my area	31	7.9%
I don't know how to get started	29	7.4%
Other Please describe	21	5.4%
Medical reason / disability	6	1.5%
Total	392	100.0%

Influential Media and Individuals

Table M6.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	566	45.3%
Father	392	31.4%
Self / nobody else	214	17.1%
Sibling	113	9.0%
Co-worker	112	9.0%
Aunt / Uncle	111	8.9%
Grandparent	100	8.0%
Another relative	96	7.7%
Military	77	6.2%
Spouse	38	3.0%
Neighbor	37	3.0%
Other, please specify	33	2.6%
Children / grandchildren	25	2.0%
Guide / outfitter	15	1.2%
Mother	10	0.8%
Total	1,249	100.0%

Table M6.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	565	45.7%
Magazines and Books	403	32.6%
Online videos	380	30.8%
Local clubs or social organizations	278	22.5%
National sportsmen’s conservation organizations	265	21.5%
Hunter education programs	158	12.8%
Retailers	139	11.3%
State wildlife management agencies	124	10.0%
Seminars	54	4.4%
Other, please specify	48	3.9%
Total	1,235	100.0%

Table M6.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	259	68.3%
How-to videos	254	67.0%
Product reviews	248	65.4%
Non-professionals (home videos) hunting/fishing/shooting	210	55.4%
TV programs (complete or partial episodes)	178	47.0%
Competitions	163	43.0%
Informational/political/talk show style	66	17.4%
Fish and Wildlife agency produced videos	60	15.8%
Comedy/bloopers videos	33	8.7%
Other	10	2.6%
Total	379	100.0%

Table M6.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	33	5.9%
Animal Planet	18	3.2%
Comcast SportsNet	3	0.5%
Discovery Channel	71	12.6%
ESPN/ESPN 2	30	5.3%
History Channel	117	20.7%
Military Channel	124	22.0%
National Geographic	36	6.4%
NBC Sports	19	3.4%
Outdoor Channel	441	78.2%
Pursuit Channel	168	29.8%
Sportsman Channel	362	64.2%
Sunshine Network / SUN Sports	4	0.7%
WildTV	15	2.7%
World Fishing Network	15	2.7%
Other national network	16	2.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	133	23.6%
I watched hunting/fishing TV, but don't remember the channel	119	21.1%
Total	564	100.0%

Table M6.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	637	45.3%
An invitation from a friend / family member	453	32.2%
Programming offered by outdoor retailers	407	29.0%
YouTube videos	381	27.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	374	26.6%
Books / magazines	337	24.0%
Membership in a non-profit organization	261	18.6%
Online forums / blogs	215	15.3%
Other Please describe	100	7.1%
None of the above	57	4.1%
Total	1,405	100.0%

Table M6.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	109	27.1%	100	27.3%	83	32.4%	125	33.2%
Google+	87	21.6%	69	18.9%	47	18.4%	68	18.0%
Twitter	23	5.7%	15	4.1%	14	5.5%	29	7.7%
Pinterest	19	4.7%	18	4.9%	16	6.3%	18	4.8%
Magazines	262	65.2%	224	61.2%	162	63.3%	224	59.4%
Instagram	36	9.0%	27	7.4%	24	9.4%	47	12.5%
YouTube	224	55.7%	181	49.5%	128	50.0%	309	82.0%
Television programs	202	50.2%	165	45.1%	117	45.7%	164	43.5%
Online Forums	144	35.8%	115	31.4%	87	34.0%	160	42.4%
Newsletter from hunting / wildlife groups or organizations	117	29.1%	117	32.0%	92	35.9%	87	23.1%
Fish / Wildlife Agency for My State of Residence	95	23.6%	131	35.8%	76	29.7%	59	15.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	58	14.4%	80	21.9%	56	21.9%	43	11.4%
Other	12	3.0%	7	1.9%	7	2.7%	9	2.4%
None of The Above	19	4.7%	27	7.4%	16	6.3%	13	3.4%
Total	402	100.0%	366	100.0%	256	100.0%	377	100.0%

Table M6.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	180	28.8%	81	24.4%	68	32.1%	137	30.7%
	Google+	107	17.1%	71	21.4%	35	16.5%	85	19.1%
	Twitter	31	5.0%	23	6.9%	13	6.1%	21	4.7%
	Pinterest	24	3.8%	17	5.1%	7	3.3%	13	2.9%
	Magazines	374	59.8%	262	78.9%	137	64.6%	268	60.1%
	Instagram	51	8.2%	30	9.0%	22	10.4%	32	7.2%
	YouTube	347	55.5%	199	59.9%	158	74.5%	202	45.3%
	Television programs	262	41.9%	182	54.8%	104	49.1%	202	45.3%
	Online Forums	219	35.0%	123	37.0%	141	66.5%	107	24.0%
	Newsletter from hunting / wildlife groups or organizations	148	23.7%	94	28.3%	51	24.1%	117	26.2%
	Fish / Wildlife Agency for My State of Residence	134	21.4%	77	23.2%	37	17.5%	120	26.9%
	Fish / Wildlife Agency for A State Other Than My State of Residence	73	11.7%	45	13.6%	21	9.9%	63	14.1%
	Other	14	2.2%	5	1.5%	6	2.8%	9	2.0%
	None of The Above	49	7.8%	10	3.0%	6	2.8%	42	9.4%
Total		625	100.0%	332	100.0%	212	100.0%	446	100.0%

NRA High Power with an MSR

This section includes those who are interested in shooting NRA high power with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M7.1) **What is your current age?**

	Count	Column Percent
18 to 24	11	1.8%
25 to 34	57	9.3%
35 to 44	115	18.7%
45 to 54	149	24.3%
55 to 64	185	30.1%
65 and older	97	15.8%
Total	614	100.0%

Table M7.2) **What is your gender?**

	Count	Column Percent
Male	600	97.2%
Female	17	2.8%
Total	617	100.0%

Table M7.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	31	5.1%
\$20,000 to \$29,999	25	4.1%
\$30,000 to \$39,999	35	5.7%
\$40,000 to \$49,999	53	8.7%
\$50,000 to \$74,999	135	22.1%
\$75,000 to \$99,999	113	18.5%
\$100,000 to \$149,999	130	21.3%
\$150,000 to \$200,000	45	7.4%
More than \$200,000	44	7.2%
Total	611	100.0%

Table M7.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	7	1.1%
High school graduation	115	18.6%
Trade school, associates degree or similar	239	38.7%
Bachelors degree	178	28.8%
Masters degree	61	9.9%
Ph D and higher	17	2.8%
Total	617	100.0%

Table M7.5) In which region do you live?

	Count	Column Percent
Northeast	93	15.1%
Midwest	171	27.8%
South	239	38.8%
West	110	17.9%
Canada	3	0.5%
Total	616	100.0%

Introduction to Shooting

Table M7.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	405	63.8%
11 to 17 years old	175	27.6%
18 to 24 years old	35	5.5%
25 to 34 years old	7	1.1%
35 to 44 years old	6	0.9%
45 to 54 years old	3	0.5%
55 to 64 years old	4	0.6%
65 years and older	0	0.0%
Total	635	100.0%

Table M7.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	108	17.0%
Blackpowder or muzzleloader	4	0.6%
Compound bow	2	0.3%
Crossbow	0	0.0%
MSR	6	0.9%
Revolver	60	9.4%
Shotgun	110	17.3%
Semi-Automatic handgun	46	7.2%
Traditional bow	14	2.2%
Traditional rifle (Centerfire)	34	5.4%
Traditional rifle (Rimfire)	250	39.4%
Other	1	0.2%
Total	635	100.0%

Table M7.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.2%
5 Stand	1	0.2%
Benchrest	8	1.3%
Cowboy action	2	0.3%
Long range	8	1.3%
NRA high power	1	0.2%
Pattern shotgun	12	1.9%
Plinking or informal target shooting	495	78.2%
Silhouette	12	1.9%
Skeet	8	1.3%
Sporting clays	11	1.7%
Tactical	2	0.3%
Test reload	4	0.6%
Training (Military, Defense, Law Enforcement)	9	1.4%
Trap	6	0.9%
Target archery	11	1.7%
Field archery	2	0.3%
3D archery	3	0.5%
Other Please describe:	37	5.8%
Total	633	100.0%

Table M7.9) Who took you shooting for the first time?

	Count	Column Percent
Father	389	62.6%
Friend	90	14.5%
Grandparent	72	11.6%
Aunt / Uncle	64	10.3%
Sibling	41	6.6%
Nobody / I shot alone when I first went shooting	26	4.2%
Camp / Summer camp	25	4.0%
Another relative	24	3.9%
Mother	19	3.1%
Neighbor	17	2.7%
Military	14	2.3%
Co-worker	6	1.0%
Spouse	2	0.3%
Guide / outfitter	1	0.2%
Other	1	0.2%
Total	621	100.0%

Table M7.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	465	76.6%
Tradition / way of life	324	53.4%
Spend time with family or friends who already shot	318	52.4%
It's relaxing / an escape	308	50.7%
Wanted to spend more time outdoors	273	45.0%
I wanted a challenge / adventure	232	38.2%
Protection / self defense	152	25.0%
Training for hunting	148	24.4%
To teach someone else / introduce my children or others to shooting	139	22.9%
Training (military, police, etc.)	129	21.3%
Wanted to try a new sport	129	21.3%
Media (television, magazines, movies)	19	3.1%
Other Please write in	9	1.5%
Total	607	100.0%

Table M7.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	171	26.9%
1 year	81	12.8%
2 - 5 years	197	31.0%
6 - 10 years	58	9.1%
More than 10 years	72	11.3%
I have only ever participated in [the shooting activity that I first participated in]	56	8.8%
Total	635	100.0%

Table M7.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	494	85.6%
3 Gun with a semi-automatic handgun	38	6.6%
Bowling pin with a semi-automatic handgun	62	10.7%
Bullseye with a semi-automatic handgun	185	32.1%
Cowboy action with a semi-automatic handgun	16	2.8%
IDPA with a semi-automatic handgun	53	9.2%
IPSC with a semi-automatic handgun	40	6.9%
Load Testing/Development with a semi-automatic handgun	129	22.4%
Sighting-in with a semi-automatic handgun	341	59.1%
Silhouette with a semi-automatic handgun	191	33.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	77	13.3%
Teaching/Informative with a semi-automatic handgun	217	37.6%
Testing (Ammo & firearm) with a semi-automatic handgun	252	43.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	220	38.1%
Other Please describe with a semi-automatic handgun	21	3.6%
Plinking or informal target shooting with a revolver	454	78.7%
3 Gun with a revolver	6	1.0%
Bowling pin with a revolver	46	8.0%
Bullseye with a revolver	150	26.0%
Cowboy action with a revolver	36	6.2%
IDPA with a revolver	14	2.4%
IPSC with a revolver	10	1.7%
Load Testing/Development with a revolver	109	18.9%
Sighting-in with a revolver	238	41.2%
Silhouette with a revolver	132	22.9%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	40	6.9%
Teaching/Informative with a revolver	150	26.0%
Testing (Ammo & firearm) with a revolver	197	34.1%
Training (Military, Defense, Law Enforcement) with a revolver	115	19.9%

Other Please describe with a revolver	16	2.8%
Plinking or informal target shooting with a traditional rimfire rifle	520	90.1%
3 Gun with a traditional rimfire rifle	6	1.0%
Benchrest with a traditional rimfire rifle	153	26.5%
Cowboy action with a traditional rimfire rifle	5	0.9%
Load Testing/Development with a traditional rimfire rifle	92	15.9%
Long range with a traditional rimfire rifle	145	25.1%
NRA high power with a traditional rimfire rifle	5	0.9%
Schuetzen with a traditional rimfire rifle	3	0.5%
Sighting-in rifle with a traditional rimfire rifle	364	63.1%
Silhouette with a traditional rimfire rifle	141	24.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	42	7.3%
Tactical with a traditional rimfire rifle	56	9.7%
Teaching/Informative with a traditional rimfire rifle	201	34.8%
Three (3) position with a traditional rimfire rifle	63	10.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	82	14.2%
Other Please describe with a traditional rimfire rifle	31	5.4%
Plinking or informal target shooting with a traditional centerfire rifle	464	80.4%
3 Gun with a traditional centerfire rifle	13	2.3%
Benchrest with a traditional centerfire rifle	210	36.4%
Cowboy action with a traditional centerfire rifle	11	1.9%
Load Testing/Development with a traditional centerfire rifle	205	35.5%
Long range with a traditional centerfire rifle	277	48.0%
NRA high power with a traditional centerfire rifle	28	4.9%
Schuetzen with a traditional centerfire rifle	3	0.5%
Sighting-in rifle with a traditional centerfire rifle	388	67.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	141	24.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	42	7.3%
Tactical with a traditional centerfire rifle	113	19.6%
Teaching/Informative with a traditional centerfire rifle	200	34.7%
Three (3) position with a traditional centerfire rifle	52	9.0%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	154	26.7%
Other Please describe with a traditional centerfire rifle	25	4.3%
Plinking or informal target shooting with an MSR	425	73.7%
3 Gun with an MSR	38	6.6%
Benchrest with an MSR	150	26.0%
Cowboy action with an MSR	3	0.5%
Load Testing/Development with an MSR	150	26.0%
Long range with an MSR	217	37.6%
NRA high power with an MSR	0	0.0%

Schuetzen with an MSR	3	0.5%
Sighting-in rifle with an MSR	331	57.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	108	18.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	50	8.7%
Tactical with an MSR	169	29.3%
Teaching/Informative with an MSR	175	30.3%
Three (3) position with an MSR	47	8.1%
Training (Military, Defense, Law Enforcement) with an MSR	184	31.9%
Other Please describe with an MSR	12	2.1%
Informal (backyard, testing) with a shotgun	409	70.9%
3 Gun with a shotgun	37	6.4%
5 Stand with a shotgun	79	13.7%
Cowboy Action with a shotgun	14	2.4%
Dog training with a shotgun	81	14.0%
Other with a shotgun	11	1.9%
Pattern shotgun with a shotgun	277	48.0%
Sighting-In with a shotgun	242	41.9%
Skeet with a shotgun	341	59.1%
Sporting clays with a shotgun	324	56.2%
Teaching/Informative with a shotgun	157	27.2%
Test reload with a shotgun	103	17.9%
Training (Military, Defense, Law Enforcement) with a shotgun	121	21.0%
Trap with a shotgun	304	52.7%
Wobble Trap with a shotgun	70	12.1%
Other Please describe with a shotgun	28	4.9%
Total	577	100.0%

Current Recreational Shooting Activities

Table M7.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	520	90.4%
Traditional Centerfire Rifle	460	80.0%
Shotgun	453	78.8%
Traditional Rimfire Rifle	442	76.9%
Revolver	397	69.0%
MSR	328	57.0%
Traditional or Compound Bow	185	32.2%
Muzzleloader	130	22.6%
Crossbow	75	13.0%
None of the Above	5	0.9%
Total	575	100.0%

Table M7.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	458	79.4%
Plinking or informal target shooting with a traditional rimfire rifle	400	69.3%
Plinking or informal target shooting with a traditional centerfire rifle	395	68.5%
Plinking or informal target shooting with a Revolver	349	60.5%
Sighting-in rifle with a traditional centerfire rifle	328	56.8%
Informal (backyard or testing) with a Shotgun	320	55.5%
Sighting-in with a Semi-Automatic Handgun	298	51.6%
Plinking or informal target shooting with a MSR	290	50.3%
Sighting-in rifle with a traditional rimfire rifle	277	48.0%
Sporting clays with a Shotgun	227	39.3%
Long range with a traditional centerfire rifle	219	38.0%
Sighting-in rifle with a MSR	217	37.6%
Skeet with a Shotgun	206	35.7%
Trap with a Shotgun	198	34.3%
Pattern shotgun	194	33.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	192	33.3%
Target shooting with a traditional or compound bow	185	32.1%
Sighting-In with a Shotgun	181	31.4%
Benchrest with a traditional centerfire rifle	178	30.8%
Teaching/Informative with a Semi-Automatic Handgun	178	30.8%
Sighting-in with a Revolver	174	30.2%
Silhouette with a Semi-Automatic Handgun	156	27.0%
Bullseye with a Semi-Automatic Handgun	154	26.7%

Load Testing/Development with a traditional centerfire rifle	146	25.3%
Teaching/Informative with a traditional rimfire rifle	140	24.3%
Teaching/Informative with a traditional centerfire rifle	138	23.9%
Target shooting with a muzzleloader	130	22.5%
Testing (Ammo & firearm) with a Revolver	125	21.7%
Benchrest with a traditional rimfire rifle	112	19.4%
Teaching/Informative with a Shotgun	111	19.2%
Long range with a MSR	108	18.7%
Teaching/Informative with a Revolver	106	18.4%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	105	18.2%
Teaching/Informative with a MSR	104	18.0%
Target shooting with an air rifle at a range	104	18.0%
Silhouette with a traditional centerfire rifle	100	17.3%
Load Testing/Development with a Semi-Automatic Handgun	99	17.2%
Bullseye with a Revolver	98	17.0%
Tactical with a MSR	92	15.9%
Load Testing/Development with a MSR	88	15.3%
Long range with a traditional rimfire rifle	88	15.3%
Silhouette with a traditional rimfire rifle	86	14.9%
Benchrest with a MSR	80	13.9%
Silhouette with a Revolver	80	13.9%
Target shooting with a crossbow	75	13.0%
Load Testing/Development with a Revolver	69	12.0%
Test reload with a Shotgun	68	11.8%
Tactical with a traditional centerfire rifle	66	11.4%
Training (Military / Defense / Law Enforcement) with a MSR	60	10.4%
5 Stand with a Shotgun	56	9.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	56	9.7%
Steel Challenge with a Semi-Automatic Handgun	55	9.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	50	8.7%
Silhouette with a MSR	50	8.7%
Wobble Trap with a Shotgun	49	8.5%
Load Testing/Development with a traditional rimfire rifle	49	8.5%
Dog training with a shotgun	44	7.6%
Bowling pin with a Semi-Automatic Handgun	42	7.3%
IDPA with a Semi-Automatic Handgun	38	6.6%
Training (Military / Defense / Law Enforcement) with a Revolver	37	6.4%
3 Gun with a Semi-Automatic Handgun	32	5.5%
3 Gun with a Shotgun	29	5.0%
Tactical with a traditional rimfire rifle	29	5.0%
Steel Challenge with a traditional centerfire rifle	26	4.5%

3 Gun with a MSR	26	4.5%
Bowling pin with a Revolver	26	4.5%
Steel Challenge with a traditional rimfire rifle	25	4.3%
Steel Challenge with a MSR	22	3.8%
Steel Challenge with a Revolver	21	3.6%
Three (3) position with a traditional rimfire rifle	21	3.6%
Three (3) position with a traditional centerfire rifle	20	3.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	20	3.5%
IPSC with a Semi-Automatic Handgun	19	3.3%
Three (3) position with a MSR	16	2.8%
Cowboy action with a Revolver	16	2.8%
IDPA with a Revolver	7	1.2%
Cowboy Action with a Shotgun	6	1.0%
3 Gun with a traditional centerfire rifle	6	1.0%
Cowboy action with a traditional centerfire rifle	6	1.0%
NRA high power with a traditional centerfire rifle	6	1.0%
Cowboy action with a Semi-Automatic Handgun	5	0.9%
None of the above	5	0.9%
3 Gun with a traditional rimfire rifle	3	0.5%
3 Gun with a Revolver	2	0.3%
Cowboy action with a traditional rimfire rifle	2	0.3%
NRA high power with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.2%
Cowboy action with a MSR	1	0.2%
IPSC with a Revolver	1	0.2%
Schuetzen with a traditional rimfire rifle	1	0.2%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Total	577	100.0%

Table M7.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	30	7.3%
Revolver	89	21.7%
Traditional Rimfire Rifle	99	24.1%
Traditional Centerfire Rifle	44	10.7%
MSR	141	34.3%
Shotgun	72	17.5%
Air Rifle	142	34.5%
Traditional or Compound Bow	167	40.6%
Crossbow	51	12.4%
Muzzleloader	99	24.1%
Total	411	100.0%

Table M7.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	89	17.4%
3 Gun with a Shotgun	8	1.6%
5 Stand with a Shotgun	23	4.5%
Cowboy Action with a Shotgun	8	1.6%
Sighting-In with a Shotgun	61	11.9%
Skeet with a Shotgun	135	26.4%
Sporting clays with a Shotgun	97	18.9%
Teaching/Informative with a Shotgun	46	9.0%
Test reload with a Shotgun	35	6.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	65	12.7%
Trap with a Shotgun	106	20.7%
Wobble Trap with a Shotgun	21	4.1%
Plinking or informal target shooting with a traditional centerfire rifle	69	13.5%
3 Gun with a traditional centerfire rifle	7	1.4%
Benchrest with a traditional centerfire rifle	32	6.3%
Cowboy action with a traditional centerfire rifle	5	1.0%
Load Testing/Development with a traditional centerfire rifle	59	11.5%
Long range with a traditional centerfire rifle	58	11.3%
NRA high power with a traditional centerfire rifle	22	4.3%
Schuetzen with a traditional centerfire rifle	2	0.4%
Sighting-in rifle with a traditional centerfire rifle	60	11.7%
Silhouette with a traditional centerfire rifle	41	8.0%
Steel Challenge with a traditional centerfire rifle	16	3.1%
Tactical with a traditional centerfire rifle	47	9.2%
Teaching/Informative with a traditional centerfire rifle	62	12.1%
Three (3) position with a traditional centerfire rifle	32	6.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	104	20.3%
Plinking or informal target shooting with a MSR	135	26.4%

3 Gun with a MSR	12	2.3%
Benchrest with a MSR	70	13.7%
Cowboy action with a MSR	2	0.4%
Load Testing/Development with a MSR	62	12.1%
Long range with a MSR	109	21.3%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	3	0.6%
Sighting-in rifle with a MSR	114	22.3%
Silhouette with a MSR	58	11.3%
Steel Challenge with a MSR	28	5.5%
Tactical with a MSR	77	15.0%
Teaching/Informative with a MSR	71	13.9%
Three (3) position with a MSR	31	6.1%
Training (Military / Defense / Law Enforcement) with a MSR	123	24.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	36	7.0%
3 Gun with a Semi-Automatic Handgun	6	1.2%
Bowling pin with a Semi-Automatic Handgun	20	3.9%
Bullseye with a Semi-Automatic Handgun	30	5.9%
Cowboy action with a Semi-Automatic Handgun	11	2.1%
IDPA with a Semi-Automatic Handgun	15	2.9%
IPSC with a Semi-Automatic Handgun	21	4.1%
Load Testing/Development with a Semi-Automatic Handgun	30	5.9%
Sighting-in with a Semi-Automatic Handgun	43	8.4%
Silhouette with a Semi-Automatic Handgun	35	6.8%
Steel Challenge with a Semi-Automatic Handgun	22	4.3%
Teaching/Informative with a Semi-Automatic Handgun	39	7.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	60	11.7%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	111	21.7%
Plinking or informal target shooting with a Revolver	105	20.5%
3 Gun with a Revolver	44	8.6%
Bowling pin with a Revolver	20	3.9%
Bullseye with a Revolver	52	10.2%
Cowboy action with a Revolver	20	3.9%
IDPA with a Revolver	7	1.4%
IPSC with a Revolver	9	1.8%
Load Testing/Development with a Revolver	40	7.8%
Sighting-in with a Revolver	64	12.5%
Silhouette with a Revolver	52	10.2%
Steel Challenge with a Revolver	19	3.7%
Teaching/Informative with a Revolver	44	8.6%
Testing (Ammo & firearm) with a Revolver	72	14.1%
Training (Military / Defense / Law Enforcement) with a Revolver	73	14.3%
Dog training with a shotgun	37	7.2%
Target shooting with a traditional or compound bow	167	32.6%
Target shooting with a crossbow	51	10.0%
Target shooting with a muzzleloader	99	19.3%
Plinking or informal target shooting with a traditional rimfire rifle	120	23.4%

3 Gun with a traditional rimfire rifle	3	0.6%
Benchrest with a traditional rimfire rifle	41	8.0%
Cowboy action with a traditional rimfire rifle	3	0.6%
Load Testing/Development with a traditional rimfire rifle	43	8.4%
Long range with a traditional rimfire rifle	57	11.1%
NRA high power with a traditional rimfire rifle	3	0.6%
Schuetzen with a traditional rimfire rifle	2	0.4%
Sighting-in rifle with a traditional rimfire rifle	87	17.0%
Target shooting with an air rifle at a range	142	27.7%
Silhouette with a traditional rimfire rifle	55	10.7%
Pattern shotgun	83	16.2%
Steel Challenge with a traditional rimfire rifle	17	3.3%
Tactical with a traditional rimfire rifle	27	5.3%
Teaching/Informative with a traditional rimfire rifle	61	11.9%
Three (3) position with a traditional rimfire rifle	42	8.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	62	12.1%
Total	512	100.0%

Current Hunting Activities

Table M7.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	322	88.5%
Shotgun	312	85.7%
MSR	183	50.3%
Traditional bow/compound bow	171	47.0%
Handgun	145	39.8%
Muzzleloader	142	39.0%
Crossbow	66	18.1%
Other	13	3.6%
Total	364	100.0%

Table M7.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	45	13.4%
Deer	290	86.6%
Elk	53	15.8%
Other big game	25	7.5%
Others	19	5.7%
Predators	156	46.6%
Small game	199	59.4%
Turkey	176	52.5%
Upland game birds	176	52.5%
Waterfowl	102	30.4%
Wild pig / feral hog	86	25.7%
Total	335	100.0%

MSR Activity Interest

Table M7.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	101	39.3%
These activities are not offered at ranges in my area	93	36.2%
I don't know how to get started	92	35.8%
I don't have anybody to go with	62	24.1%
Too expensive	41	16.0%
Other Please describe	12	4.7%
I do not own / have access to this firearm	9	3.5%
Medical reason / disability	8	3.1%
Total	257	100.0%

Table M7.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	52	53.6%
Too expensive	24	24.7%
Not enough time	16	16.5%
I don't have anybody to go with	13	13.4%
I don't know how to get started	13	13.4%
These activities are not offered at ranges in my area	8	8.2%
Other Please describe	6	6.2%
Medical reason / disability	1	1.0%
Total	97	100.0%

Influential Media and Individuals

Table M7.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	249	43.8%
Father	198	34.9%
Self / nobody else	108	19.0%
Grandparent	61	10.7%
Co-worker	60	10.6%
Another relative	56	9.9%
Aunt / Uncle	54	9.5%
Military	52	9.2%
Sibling	51	9.0%
Neighbor	25	4.4%
Other, please specify	18	3.2%
Spouse	17	3.0%
Mother	9	1.6%
Guide / outfitter	6	1.1%
Children / grandchildren	3	0.5%
Total	568	100.0%

Table M7.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	260	45.9%
Online videos	191	33.7%
Magazines and Books	183	32.3%
National sportsmen’s conservation organizations	146	25.7%
Local clubs or social organizations	145	25.6%
Retailers	88	15.5%
Hunter education programs	86	15.2%
State wildlife management agencies	70	12.3%
Seminars	34	6.0%
Other, please specify	18	3.2%
Total	567	100.0%

Table M7.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	132	69.5%
How-to videos	126	66.3%
Product reviews	125	65.8%
Competitions	107	56.3%
Non-professionals (home videos) hunting/fishing/shooting	99	52.1%
TV programs (complete or partial episodes)	90	47.4%
Informational/political/talk show style	42	22.1%
Fish and Wildlife agency produced videos	26	13.7%
Comedy/blooper videos	17	8.9%
Other	6	3.2%
Total	190	100.0%

Table M7.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	30	11.6%
Animal Planet	12	4.6%
Comcast SportsNet	2	0.8%
Discovery Channel	56	21.6%
ESPN/ESPN 2	10	3.9%
History Channel	89	34.4%
Military Channel	90	34.7%
National Geographic	29	11.2%
NBC Sports	10	3.9%
Outdoor Channel	206	79.5%
Pursuit Channel	74	28.6%
Sportsman Channel	175	67.6%
Sunshine Network / SUN Sports	1	0.4%
WildTV	10	3.9%
World Fishing Network	8	3.1%
Other national network	12	4.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	72	27.8%
I watched hunting/fishing TV, but don't remember the channel	61	23.6%
Total	259	100.0%

Table M7.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	300	48.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	244	39.4%
Programming offered by outdoor retailers	231	37.3%
Books / magazines	184	29.7%
An invitation from a friend / family member	184	29.7%
YouTube videos	178	28.8%
Membership in a non-profit organization	173	27.9%
Online forums / blogs	111	17.9%
Other Please describe	49	7.9%
None of the above	23	3.7%
Total	619	100.0%

Table M7.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	67	29.1%	70	29.0%	50	29.6%	66	37.3%
Google+	46	20.0%	48	19.9%	30	17.8%	31	17.5%
Twitter	12	5.2%	7	2.9%	11	6.5%	10	5.6%
Pinterest	15	6.5%	13	5.4%	17	10.1%	18	10.2%
Magazines	169	73.5%	160	66.4%	117	69.2%	119	67.2%
Instagram	24	10.4%	19	7.9%	19	11.2%	19	10.7%
YouTube	134	58.3%	128	53.1%	97	57.4%	148	83.6%
Television programs	127	55.2%	112	46.5%	80	47.3%	83	46.9%
Online Forums	84	36.5%	84	34.9%	62	36.7%	79	44.6%
Newsletter from hunting / wildlife groups or organizations	85	37.0%	92	38.2%	62	36.7%	56	31.6%
Fish / Wildlife Agency for My State of Residence	75	32.6%	96	39.8%	63	37.3%	43	24.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	39	17.0%	61	25.3%	46	27.2%	29	16.4%
Other	4	1.7%	3	1.2%	3	1.8%	3	1.7%
None of The Above	13	5.7%	19	7.9%	10	5.9%	6	3.4%
Total	230	100.0%	241	100.0%	169	100.0%	177	100.0%

Table M7.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	104	35.3%	54	29.5%	40	36.0%	55	30.2%
Google+	57	19.3%	43	23.5%	24	21.6%	39	21.4%
Twitter	23	7.8%	10	5.5%	7	6.3%	11	6.0%
Pinterest	18	6.1%	17	9.3%	10	9.0%	8	4.4%
Magazines	198	67.1%	156	85.2%	81	73.0%	118	64.8%
Instagram	34	11.5%	20	10.9%	12	10.8%	20	11.0%
YouTube	178	60.3%	117	63.9%	84	75.7%	103	56.6%
Television programs	134	45.4%	106	57.9%	61	55.0%	78	42.9%
Online Forums	109	36.9%	74	40.4%	73	65.8%	57	31.3%
Newsletter from hunting / wildlife groups or organizations	91	30.8%	64	35.0%	36	32.4%	55	30.2%
Fish / Wildlife Agency for My State of Residence	74	25.1%	44	24.0%	29	26.1%	58	31.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	44	14.9%	36	19.7%	13	11.7%	26	14.3%
Other	6	2.0%	2	1.1%	1	0.9%	1	0.5%
None of The Above	22	7.5%	3	1.6%	3	2.7%	16	8.8%
Total	295	100.0%	183	100.0%	111	100.0%	182	100.0%

Schuetzen with an MSR

This section includes those who are interested in shooting Schuetzen with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M8.1) **What is your current age?**

	Count	Column Percent
18 to 24	6	4.5%
25 to 34	19	14.3%
35 to 44	31	23.3%
45 to 54	33	24.8%
55 to 64	27	20.3%
65 and older	17	12.8%
Total	133	100.0%

Table M8.2) **What is your gender?**

	Count	Column Percent
Male	130	97.7%
Female	3	2.3%
Total	133	100.0%

Table M8.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	12	9.1%
\$20,000 to \$29,999	6	4.5%
\$30,000 to \$39,999	3	2.3%
\$40,000 to \$49,999	14	10.6%
\$50,000 to \$74,999	34	25.8%
\$75,000 to \$99,999	23	17.4%
\$100,000 to \$149,999	28	21.2%
\$150,000 to \$200,000	7	5.3%
More than \$200,000	5	3.8%
Total	132	100.0%

Table M8.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	0	0.0%
High school graduation	34	25.6%
Trade school, associates degree or similar	45	33.8%
Bachelors degree	40	30.1%
Masters degree	11	8.3%
Ph D and higher	3	2.3%
Total	133	100.0%

Table M8.5) In which region do you live?

	Count	Column Percent
Northeast	21	15.8%
Midwest	37	27.8%
South	43	32.3%
West	32	24.1%
Canada	0	0.0%
Total	133	100.0%

Introduction to Shooting

Table M8.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	95	67.4%
11 to 17 years old	36	25.5%
18 to 24 years old	5	3.5%
25 to 34 years old	1	0.7%
35 to 44 years old	3	2.1%
45 to 54 years old	0	0.0%
55 to 64 years old	1	0.7%
65 years and older	0	0.0%
Total	141	100.0%

Table M8.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	25	17.7%
Blackpowder or muzzleloader	1	0.7%
Compound bow	1	0.7%
Crossbow	0	0.0%
MSR	2	1.4%
Revolver	16	11.3%
Shotgun	28	19.9%
Semi-Automatic handgun	5	3.5%
Traditional bow	3	2.1%
Traditional rifle (Centerfire)	9	6.4%
Traditional rifle (Rimfire)	51	36.2%
Other	0	0.0%
Total	141	100.0%

Table M8.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	1	0.7%
Cowboy action	1	0.7%
Long range	1	0.7%
Pattern shotgun	2	1.4%
Plinking or informal target shooting	112	79.4%
Silhouette	2	1.4%
Skeet	3	2.1%
Sporting clays	3	2.1%
Training (Military, Defense, Law Enforcement)	3	2.1%
Trap	2	1.4%
Target archery	2	1.4%
3D archery	1	0.7%
Other Please describe:	8	5.7%
Total	141	100.0%

Table M8.9) Who took you shooting for the first time?

	Count	Column Percent
Father	93	67.4%
Grandparent	21	15.2%
Friend	20	14.5%
Aunt / Uncle	12	8.7%
Nobody / I shot alone when I first went shooting	6	4.3%
Mother	4	2.9%
Sibling	4	2.9%
Neighbor	4	2.9%
Another relative	4	2.9%
Military	3	2.2%
Co-worker	2	1.4%
Camp / Summer camp	2	1.4%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Other	0	0.0%
Total	138	100.0%

Table M8.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	96	70.1%
Tradition / way of life	77	56.2%
Spend time with family or friends who already shot	76	55.5%
It's relaxing / an escape	73	53.3%
Wanted to spend more time outdoors	65	47.4%
I wanted a challenge / adventure	59	43.1%
Training for hunting	42	30.7%
To teach someone else / introduce my children or others to shooting	37	27.0%
Wanted to try a new sport	35	25.5%
Protection / self defense	33	24.1%
Training (military, police, etc.)	27	19.7%
Media (television, magazines, movies)	7	5.1%
Other Please write in	3	2.2%
Total	137	100.0%

Table M8.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	38	27.0%
1 year	18	12.8%
2 - 5 years	37	26.2%
6 - 10 years	19	13.5%
More than 10 years	17	12.1%
I have only ever participated in [the shooting activity that I first participated in]	12	8.5%
Total	141	100.0%

Table M8.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	117	90.7%
3 Gun with a semi-automatic handgun	9	7.0%
Bowling pin with a semi-automatic handgun	13	10.1%
Bullseye with a semi-automatic handgun	43	33.3%
Cowboy action with a semi-automatic handgun	8	6.2%
IDPA with a semi-automatic handgun	9	7.0%
IPSC with a semi-automatic handgun	6	4.7%
Load Testing/Development with a semi-automatic handgun	33	25.6%
Sighting-in with a semi-automatic handgun	89	69.0%
Silhouette with a semi-automatic handgun	53	41.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	20	15.5%
Teaching/Informative with a semi-automatic handgun	59	45.7%
Testing (Ammo & firearm) with a semi-automatic handgun	58	45.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	52	40.3%
Other Please describe with a semi-automatic handgun	2	1.6%
Plinking or informal target shooting with a revolver	110	85.3%
3 Gun with a revolver	3	2.3%
Bowling pin with a revolver	13	10.1%
Bullseye with a revolver	34	26.4%
Cowboy action with a revolver	9	7.0%
IDPA with a revolver	2	1.6%
IPSC with a revolver	3	2.3%
Load Testing/Development with a revolver	30	23.3%
Sighting-in with a revolver	66	51.2%
Silhouette with a revolver	37	28.7%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	10	7.8%
Teaching/Informative with a revolver	45	34.9%
Testing (Ammo & firearm) with a revolver	51	39.5%
Training (Military, Defense, Law Enforcement) with a revolver	28	21.7%

Other Please describe with a revolver	4	3.1%
Plinking or informal target shooting with a traditional rimfire rifle	117	90.7%
3 Gun with a traditional rimfire rifle	2	1.6%
Benchrest with a traditional rimfire rifle	34	26.4%
Cowboy action with a traditional rimfire rifle	1	0.8%
Load Testing/Development with a traditional rimfire rifle	28	21.7%
Long range with a traditional rimfire rifle	41	31.8%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	1	0.8%
Sighting-in rifle with a traditional rimfire rifle	82	63.6%
Silhouette with a traditional rimfire rifle	33	25.6%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	14	10.9%
Tactical with a traditional rimfire rifle	12	9.3%
Teaching/Informative with a traditional rimfire rifle	55	42.6%
Three (3) position with a traditional rimfire rifle	17	13.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	19	14.7%
Other Please describe with a traditional rimfire rifle	4	3.1%
Plinking or informal target shooting with a traditional centerfire rifle	106	82.2%
3 Gun with a traditional centerfire rifle	7	5.4%
Benchrest with a traditional centerfire rifle	44	34.1%
Cowboy action with a traditional centerfire rifle	2	1.6%
Load Testing/Development with a traditional centerfire rifle	52	40.3%
Long range with a traditional centerfire rifle	67	51.9%
NRA high power with a traditional centerfire rifle	9	7.0%
Schuetzen with a traditional centerfire rifle	3	2.3%
Sighting-in rifle with a traditional centerfire rifle	98	76.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	36	27.9%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	11	8.5%
Tactical with a traditional centerfire rifle	29	22.5%
Teaching/Informative with a traditional centerfire rifle	53	41.1%
Three (3) position with a traditional centerfire rifle	16	12.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	34	26.4%
Other Please describe with a traditional centerfire rifle	5	3.9%
Plinking or informal target shooting with an MSR	99	76.7%
3 Gun with an MSR	8	6.2%
Benchrest with an MSR	39	30.2%
Cowboy action with an MSR	1	0.8%
Load Testing/Development with an MSR	39	30.2%
Long range with an MSR	52	40.3%
NRA high power with an MSR	5	3.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	79	61.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	34	26.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	14	10.9%
Tactical with an MSR	42	32.6%
Teaching/Informative with an MSR	53	41.1%
Three (3) position with an MSR	17	13.2%
Training (Military, Defense, Law Enforcement) with an MSR	46	35.7%
Other Please describe with an MSR	3	2.3%
Informal (backyard, testing) with a shotgun	92	71.3%
3 Gun with a shotgun	8	6.2%
5 Stand with a shotgun	21	16.3%
Cowboy Action with a shotgun	4	3.1%
Dog training with a shotgun	19	14.7%
Other with a shotgun	1	0.8%
Pattern shotgun with a shotgun	64	49.6%
Sighting-In with a shotgun	62	48.1%
Skeet with a shotgun	79	61.2%
Sporting clays with a shotgun	72	55.8%
Teaching/Informative with a shotgun	44	34.1%
Test reload with a shotgun	23	17.8%
Training (Military, Defense, Law Enforcement) with a shotgun	29	22.5%
Trap with a shotgun	73	56.6%
Wobble Trap with a shotgun	15	11.6%
Other Please describe with a shotgun	8	6.2%
Total	129	100.0%

Current Recreational Shooting Activities

Table M8.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	117	90.7%
Traditional Centerfire Rifle	109	84.5%
Traditional Rimfire Rifle	106	82.2%
Shotgun	106	82.2%
Revolver	98	76.0%
MSR	79	61.2%
Traditional or Compound Bow	59	45.7%
Muzzleloader	39	30.2%
Crossbow	17	13.2%
None of the Above	1	0.8%
Total	129	100.0%

Table M8.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	107	82.9%
Plinking or informal target shooting with a traditional rimfire rifle	100	77.5%
Plinking or informal target shooting with a traditional centerfire rifle	97	75.2%
Plinking or informal target shooting with a Revolver	90	69.8%
Sighting-in rifle with a traditional centerfire rifle	87	67.4%
Informal (backyard or testing) with a Shotgun	78	60.5%
Sighting-in with a Semi-Automatic Handgun	78	60.5%
Plinking or informal target shooting with a MSR	71	55.0%
Sighting-in rifle with a traditional rimfire rifle	69	53.5%
Target shooting with a traditional or compound bow	59	45.7%
Long range with a traditional centerfire rifle	54	41.9%
Sighting-in rifle with a MSR	54	41.9%
Pattern shotgun	54	41.9%
Sighting-In with a Shotgun	53	41.1%
Skeet with a Shotgun	52	40.3%
Sporting clays with a Shotgun	52	40.3%
Trap with a Shotgun	52	40.3%
Sighting-in with a Revolver	49	38.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	47	36.4%
Silhouette with a Semi-Automatic Handgun	44	34.1%
Teaching/Informative with a Semi-Automatic Handgun	44	34.1%
Teaching/Informative with a traditional rimfire rifle	44	34.1%
Load Testing/Development with a traditional centerfire rifle	41	31.8%

Target shooting with a muzzleloader	39	30.2%
Teaching/Informative with a traditional centerfire rifle	38	29.5%
Benchrest with a traditional centerfire rifle	37	28.7%
Bullseye with a Semi-Automatic Handgun	37	28.7%
Testing (Ammo & firearm) with a Revolver	37	28.7%
Teaching/Informative with a Shotgun	33	25.6%
Teaching/Informative with a MSR	33	25.6%
Teaching/Informative with a Revolver	31	24.0%
Target shooting with an air rifle at a range	31	24.0%
Silhouette with a traditional centerfire rifle	27	20.9%
Bullseye with a Revolver	27	20.9%
Benchrest with a traditional rimfire rifle	27	20.9%
Long range with a traditional rimfire rifle	27	20.9%
Long range with a MSR	26	20.2%
Tactical with a MSR	26	20.2%
Load Testing/Development with a Semi-Automatic Handgun	26	20.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	25	19.4%
Benchrest with a MSR	24	18.6%
Load Testing/Development with a MSR	23	17.8%
Silhouette with a Revolver	23	17.8%
Silhouette with a traditional rimfire rifle	23	17.8%
Test reload with a Shotgun	20	15.5%
Load Testing/Development with a Revolver	20	15.5%
Training (Military / Defense / Law Enforcement) with a MSR	18	14.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	17	13.2%
Target shooting with a crossbow	17	13.2%
5 Stand with a Shotgun	16	12.4%
Silhouette with a MSR	16	12.4%
Tactical with a traditional centerfire rifle	15	11.6%
Load Testing/Development with a traditional rimfire rifle	15	11.6%
Dog training with a shotgun	14	10.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	13	10.1%
Steel Challenge with a Semi-Automatic Handgun	13	10.1%
Bowling pin with a Semi-Automatic Handgun	10	7.8%
Training (Military / Defense / Law Enforcement) with a Revolver	10	7.8%
Wobble Trap with a Shotgun	9	7.0%
Steel Challenge with a traditional centerfire rifle	8	6.2%
Steel Challenge with a traditional rimfire rifle	8	6.2%
Tactical with a traditional rimfire rifle	8	6.2%
Three (3) position with a traditional centerfire rifle	7	5.4%
Steel Challenge with a MSR	7	5.4%

IDPA with a Semi-Automatic Handgun	7	5.4%
Bowling pin with a Revolver	7	5.4%
Steel Challenge with a Revolver	7	5.4%
Three (3) position with a traditional rimfire rifle	7	5.4%
3 Gun with a Shotgun	6	4.7%
3 Gun with a MSR	6	4.7%
Three (3) position with a MSR	6	4.7%
3 Gun with a Semi-Automatic Handgun	6	4.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	3.9%
IPSC with a Semi-Automatic Handgun	4	3.1%
3 Gun with a traditional centerfire rifle	3	2.3%
NRA high power with a traditional centerfire rifle	3	2.3%
NRA high power with a MSR	3	2.3%
Cowboy action with a Revolver	3	2.3%
Schuetzen with a traditional centerfire rifle	2	1.6%
Cowboy action with a Semi-Automatic Handgun	2	1.6%
IDPA with a Revolver	2	1.6%
3 Gun with a traditional rimfire rifle	2	1.6%
Cowboy Action with a Shotgun	1	0.8%
Cowboy action with a traditional centerfire rifle	1	0.8%
Cowboy action with a MSR	1	0.8%
3 Gun with a Revolver	1	0.8%
IPSC with a Revolver	1	0.8%
Cowboy action with a traditional rimfire rifle	1	0.8%
Schuetzen with a traditional rimfire rifle	1	0.8%
None of the above	1	0.8%
Schuetzen with a MSR	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Total	129	100.0%

Table M8.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	5	6.0%
Revolver	17	20.2%
Traditional Rimfire Rifle	15	17.9%
Traditional Centerfire Rifle	7	8.3%
MSR	31	36.9%
Shotgun	13	15.5%
Air Rifle	28	33.3%
Traditional or Compound Bow	27	32.1%
Crossbow	15	17.9%
Muzzleloader	17	20.2%
Total	84	100.0%

Table M8.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	14	12.6%
3 Gun with a Shotgun	2	1.8%
5 Stand with a Shotgun	5	4.5%
Cowboy Action with a Shotgun	3	2.7%
Sighting-In with a Shotgun	9	8.1%
Skeet with a Shotgun	27	24.3%
Sporting clays with a Shotgun	20	18.0%
Teaching/Informative with a Shotgun	11	9.9%
Test reload with a Shotgun	3	2.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	10.8%
Trap with a Shotgun	21	18.9%
Wobble Trap with a Shotgun	6	5.4%
Plinking or informal target shooting with a traditional centerfire rifle	9	8.1%
3 Gun with a traditional centerfire rifle	4	3.6%
Benchrest with a traditional centerfire rifle	7	6.3%
Cowboy action with a traditional centerfire rifle	1	0.9%
Load Testing/Development with a traditional centerfire rifle	11	9.9%
Long range with a traditional centerfire rifle	13	11.7%
NRA high power with a traditional centerfire rifle	6	5.4%
Schuetzen with a traditional centerfire rifle	1	0.9%
Sighting-in rifle with a traditional centerfire rifle	11	9.9%
Silhouette with a traditional centerfire rifle	9	8.1%
Steel Challenge with a traditional centerfire rifle	3	2.7%
Tactical with a traditional centerfire rifle	14	12.6%
Teaching/Informative with a traditional centerfire rifle	15	13.5%
Three (3) position with a traditional centerfire rifle	9	8.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	21	18.9%
Plinking or informal target shooting with a MSR	28	25.2%

3 Gun with a MSR	2	1.8%
Benchrest with a MSR	15	13.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	16	14.4%
Long range with a MSR	26	23.4%
NRA high power with a MSR	2	1.8%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	25	22.5%
Silhouette with a MSR	18	16.2%
Steel Challenge with a MSR	7	6.3%
Tactical with a MSR	16	14.4%
Teaching/Informative with a MSR	20	18.0%
Three (3) position with a MSR	11	9.9%
Training (Military / Defense / Law Enforcement) with a MSR	28	25.2%
Plinking or informal target shooting with a Semi-Automatic Handgun	10	9.0%
3 Gun with a Semi-Automatic Handgun	3	2.7%
Bowling pin with a Semi-Automatic Handgun	3	2.7%
Bullseye with a Semi-Automatic Handgun	6	5.4%
Cowboy action with a Semi-Automatic Handgun	6	5.4%
IDPA with a Semi-Automatic Handgun	2	1.8%
IPSC with a Semi-Automatic Handgun	2	1.8%
Load Testing/Development with a Semi-Automatic Handgun	7	6.3%
Sighting-in with a Semi-Automatic Handgun	11	9.9%
Silhouette with a Semi-Automatic Handgun	9	8.1%
Steel Challenge with a Semi-Automatic Handgun	7	6.3%
Teaching/Informative with a Semi-Automatic Handgun	15	13.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	11	9.9%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	25	22.5%
Plinking or informal target shooting with a Revolver	20	18.0%
3 Gun with a Revolver	12	10.8%
Bowling pin with a Revolver	6	5.4%
Bullseye with a Revolver	7	6.3%
Cowboy action with a Revolver	6	5.4%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	2	1.8%
Load Testing/Development with a Revolver	10	9.0%
Sighting-in with a Revolver	17	15.3%
Silhouette with a Revolver	14	12.6%
Steel Challenge with a Revolver	3	2.7%
Teaching/Informative with a Revolver	14	12.6%
Testing (Ammo & firearm) with a Revolver	14	12.6%
Training (Military / Defense / Law Enforcement) with a Revolver	17	15.3%
Dog training with a shotgun	5	4.5%
Target shooting with a traditional or compound bow	27	24.3%
Target shooting with a crossbow	15	13.5%
Target shooting with a muzzleloader	17	15.3%
Plinking or informal target shooting with a traditional rimfire rifle	17	15.3%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	7	6.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	13	11.7%
Long range with a traditional rimfire rifle	14	12.6%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	2	1.8%
Sighting-in rifle with a traditional rimfire rifle	13	11.7%
Target shooting with an air rifle at a range	28	25.2%
Silhouette with a traditional rimfire rifle	10	9.0%
Pattern shotgun	10	9.0%
Steel Challenge with a traditional rimfire rifle	6	5.4%
Tactical with a traditional rimfire rifle	4	3.6%
Teaching/Informative with a traditional rimfire rifle	11	9.9%
Three (3) position with a traditional rimfire rifle	10	9.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	12.6%
Total	111	100.0%

Current Hunting Activities

Table M8.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	77	88.5%
Shotgun	75	86.2%
Traditional bow/compound bow	53	60.9%
MSR	47	54.0%
Muzzleloader	38	43.7%
Handgun	38	43.7%
Crossbow	15	17.2%
Other	4	4.6%
Total	87	100.0%

Table M8.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	16	19.5%
Deer	71	86.6%
Elk	12	14.6%
Other big game	8	9.8%
Others	3	3.7%
Predators	42	51.2%
Small game	58	70.7%
Turkey	52	63.4%
Upland game birds	47	57.3%
Waterfowl	30	36.6%
Wild pig / feral hog	29	35.4%
Total	82	100.0%

MSR Activity Interest

Table M8.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
I don't know how to get started	25	38.5%
These activities are not offered at ranges in my area	23	35.4%
Not enough time	21	32.3%
I don't have anybody to go with	13	20.0%
Too expensive	8	12.3%
Medical reason / disability	8	12.3%
I do not own / have access to this firearm	2	3.1%
Other Please describe	1	1.5%
Total	65	100.0%

Table M8.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot an MSR within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	10	58.8%
Too expensive	7	41.2%
Not enough time	4	23.5%
I don't have anybody to go with	3	17.6%
These activities are not offered at ranges in my area	2	11.8%
I don't know how to get started	1	5.9%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	17	100.0%

Influential Media and Individuals

Table M8.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	55	43.7%
Father	53	42.1%
Self / nobody else	24	19.0%
Grandparent	20	15.9%
Another relative	15	11.9%
Aunt / Uncle	14	11.1%
Sibling	12	9.5%
Co-worker	11	8.7%
Neighbor	8	6.3%
Military	8	6.3%
Other, please specify	6	4.8%
Mother	3	2.4%
Spouse	2	1.6%
Children / grandchildren	1	0.8%
Guide / outfitter	1	0.8%
Total	126	100.0%

Table M8.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	53	42.1%
Online videos	46	36.5%
Magazines and Books	38	30.2%
Local clubs or social organizations	34	27.0%
National sportsmen's conservation organizations	34	27.0%
Hunter education programs	22	17.5%
Retailers	21	16.7%
State wildlife management agencies	16	12.7%
Seminars	8	6.3%
Other, please specify	6	4.8%
Total	126	100.0%

Table M8.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	37	80.4%
Product reviews	31	67.4%
Competitions	30	65.2%
Non-professionals (home videos) hunting/fishing/shooting	29	63.0%
How-to videos	28	60.9%
TV programs (complete or partial episodes)	23	50.0%
Informational/political/talk show style	10	21.7%
Fish and Wildlife agency produced videos	9	19.6%
Comedy/blooper videos	3	6.5%
Other	3	6.5%
Total	46	100.0%

Table M8.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	6	11.3%
Animal Planet	2	3.8%
Comcast SportsNet	0	0.0%
Discovery Channel	12	22.6%
ESPN/ESPN 2	3	5.7%
History Channel	20	37.7%
Military Channel	21	39.6%
National Geographic	10	18.9%
NBC Sports	4	7.5%
Outdoor Channel	40	75.5%
Pursuit Channel	24	45.3%
Sportsman Channel	35	66.0%
Sunshine Network / SUN Sports	0	0.0%
WildTV	3	5.7%
World Fishing Network	2	3.8%
Other national network	0	0.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	12	22.6%
I watched hunting/fishing TV, but don't remember the channel	13	24.5%
Total	53	100.0%

Table M8.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Programming offered by the Fish / Wildlife Agency for My State of Residence	55	40.7%
Joining a local range	54	40.0%
Programming offered by outdoor retailers	51	37.8%
Membership in a non-profit organization	48	35.6%
YouTube videos	47	34.8%
Books / magazines	43	31.9%
An invitation from a friend / family member	41	30.4%
Online forums / blogs	30	22.2%
Other Please describe	10	7.4%
None of the above	5	3.7%
Total	135	100.0%

Table M8.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	10	20.4%	12	22.6%	13	28.3%	12	26.1%
Google+	10	20.4%	12	22.6%	10	21.7%	11	23.9%
Twitter	2	4.1%	0	0.0%	1	2.2%	3	6.5%
Pinterest	3	6.1%	3	5.7%	6	13.0%	5	10.9%
Magazines	32	65.3%	33	62.3%	31	67.4%	28	60.9%
Instagram	7	14.3%	7	13.2%	8	17.4%	4	8.7%
YouTube	29	59.2%	29	54.7%	27	58.7%	39	84.8%
Television programs	30	61.2%	28	52.8%	25	54.3%	25	54.3%
Online Forums	18	36.7%	21	39.6%	19	41.3%	24	52.2%
Newsletter from hunting / wildlife groups or organizations	19	38.8%	22	41.5%	18	39.1%	15	32.6%
Fish / Wildlife Agency for My State of Residence	17	34.7%	21	39.6%	17	37.0%	13	28.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	13	26.5%	18	34.0%	14	30.4%	12	26.1%
Other	2	4.1%	2	3.8%	1	2.2%	1	2.2%
None of The Above	5	10.2%	7	13.2%	3	6.5%	3	6.5%
Total	49	100.0%	53	100.0%	46	100.0%	46	100.0%

Table M8.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	15	28.3%	11	26.2%	9	30.0%	12	29.3%
Google+	10	18.9%	11	26.2%	5	16.7%	12	29.3%
Twitter	4	7.5%	3	7.1%	2	6.7%	2	4.9%
Pinterest	3	5.7%	6	14.3%	3	10.0%	3	7.3%
Magazines	33	62.3%	36	85.7%	20	66.7%	24	58.5%
Instagram	6	11.3%	7	16.7%	5	16.7%	6	14.6%
YouTube	29	54.7%	31	73.8%	24	80.0%	26	63.4%
Television programs	25	47.2%	30	71.4%	19	63.3%	22	53.7%
Online Forums	22	41.5%	18	42.9%	20	66.7%	13	31.7%
Newsletter from hunting / wildlife groups or organizations	18	34.0%	17	40.5%	10	33.3%	17	41.5%
Fish / Wildlife Agency for My State of Residence	14	26.4%	11	26.2%	11	36.7%	12	29.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	10	18.9%	12	28.6%	6	20.0%	8	19.5%
Other	2	3.8%	1	2.4%	1	3.3%	1	2.4%
None of The Above	6	11.3%	1	2.4%	1	3.3%	6	14.6%
Total	53	100.0%	42	100.0%	30	100.0%	41	100.0%

Sighting-In with an MSR

This section includes those who are interested in sighting-in with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M9.1) **What is your current age?**

	Count	Column Percent
18 to 24	10	1.5%
25 to 34	48	7.2%
35 to 44	99	14.8%
45 to 54	154	23.0%
55 to 64	196	29.2%
65 and older	164	24.4%
Total	671	100.0%

Table M9.2) **What is your gender?**

	Count	Column Percent
Male	657	97.5%
Female	17	2.5%
Total	674	100.0%

Table M9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	33	5.0%
\$20,000 to \$29,999	30	4.5%
\$30,000 to \$39,999	39	5.9%
\$40,000 to \$49,999	59	8.9%
\$50,000 to \$74,999	147	22.1%
\$75,000 to \$99,999	140	21.0%
\$100,000 to \$149,999	129	19.4%
\$150,000 to \$200,000	54	8.1%
More than \$200,000	35	5.3%
Total	666	100.0%

Table M9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	0.7%
High school graduation	144	21.4%
Trade school, associates degree or similar	236	35.1%
Bachelors degree	201	29.9%
Masters degree	65	9.7%
Ph D and higher	21	3.1%
Total	672	100.0%

Table M9.5) **In which region do you live?**

	Count	Column Percent
Northeast	105	15.6%
Midwest	193	28.6%
South	249	36.9%
West	116	17.2%
Canada	11	1.6%
Total	674	100.0%

Introduction to Shooting

Table M9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	428	61.1%
11 to 17 years old	195	27.8%
18 to 24 years old	44	6.3%
25 to 34 years old	10	1.4%
35 to 44 years old	10	1.4%
45 to 54 years old	7	1.0%
55 to 64 years old	4	0.6%
65 years and older	3	0.4%
Total	701	100.0%

Table M9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	153	21.8%
Blackpowder or muzzleloader	2	0.3%
Compound bow	2	0.3%
Crossbow	0	0.0%
MSR	6	0.9%
Revolver	45	6.4%
Shotgun	123	17.5%
Semi-Automatic handgun	56	8.0%
Traditional bow	14	2.0%
Traditional rifle (Centerfire)	36	5.1%
Traditional rifle (Rimfire)	263	37.5%
Other	1	0.1%
Total	701	100.0%

Table M9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	14	2.0%
Cowboy action	2	0.3%
Long range	7	1.0%
NRA high power	1	0.1%
Pattern shotgun	9	1.3%
Plinking or informal target shooting	551	78.8%
Silhouette	12	1.7%
Skeet	11	1.6%
Sporting clays	8	1.1%
Tactical	2	0.3%
Training (Military, Defense, Law Enforcement)	9	1.3%
Trap	10	1.4%
Target archery	12	1.7%
Field archery	2	0.3%
3D archery	2	0.3%
Other Please describe:	47	6.7%
Total	699	100.0%

Table M9.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	430	62.8%
Grandparent	79	11.5%
Friend	78	11.4%
Aunt / Uncle	58	8.5%
Sibling	45	6.6%
Nobody / I shot alone when I first went shooting	42	6.1%
Camp / Summer camp	21	3.1%
Another relative	19	2.8%
Mother	18	2.6%
Neighbor	13	1.9%
Military	9	1.3%
Co-worker	5	0.7%
Guide / outfitter	1	0.1%
Spouse	0	0.0%
Other	0	0.0%
Total	685	100.0%

Table M9.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	479	70.4%
Spend time with family or friends who already shot	352	51.8%
Tradition / way of life	340	50.0%
It's relaxing / an escape	293	43.1%
Wanted to spend more time outdoors	279	41.0%
I wanted a challenge / adventure	235	34.6%
Training for hunting	183	26.9%
Protection / self defense	138	20.3%
Wanted to try a new sport	128	18.8%
To teach someone else / introduce my children or others to shooting	100	14.7%
Training (military, police, etc.)	92	13.5%
Media (television, magazines, movies)	21	3.1%
Other Please write in	9	1.3%
Total	680	100.0%

Table M9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	170	24.3%
1 year	62	8.8%
2 - 5 years	235	33.5%
6 - 10 years	37	5.3%
More than 10 years	74	10.6%
I have only ever participated in [the shooting activity that I first participated in]	123	17.5%
Total	701	100.0%

Table M9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	443	77.6%
3 Gun with a semi-automatic handgun	10	1.8%
Bowling pin with a semi-automatic handgun	37	6.5%
Bullseye with a semi-automatic handgun	114	20.0%
Cowboy action with a semi-automatic handgun	10	1.8%
IDPA with a semi-automatic handgun	19	3.3%
IPSC with a semi-automatic handgun	10	1.8%
Load Testing/Development with a semi-automatic handgun	49	8.6%
Sighting-in with a semi-automatic handgun	236	41.3%
Silhouette with a semi-automatic handgun	123	21.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	23	4.0%
Teaching/Informative with a semi-automatic handgun	126	22.1%
Testing (Ammo & firearm) with a semi-automatic handgun	151	26.4%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	134	23.5%
Other Please describe with a semi-automatic handgun	12	2.1%
Plinking or informal target shooting with a revolver	417	73.0%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	21	3.7%
Bullseye with a revolver	89	15.6%
Cowboy action with a revolver	20	3.5%
IDPA with a revolver	3	0.5%
IPSC with a revolver	1	0.2%
Load Testing/Development with a revolver	50	8.8%
Sighting-in with a revolver	180	31.5%
Silhouette with a revolver	88	15.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	9	1.6%
Teaching/Informative with a revolver	93	16.3%
Testing (Ammo & firearm) with a revolver	112	19.6%
Training (Military, Defense, Law Enforcement) with a revolver	56	9.8%

Other Please describe with a revolver	15	2.6%
Plinking or informal target shooting with a traditional rimfire rifle	477	83.5%
3 Gun with a traditional rimfire rifle	5	0.9%
Benchrest with a traditional rimfire rifle	142	24.9%
Cowboy action with a traditional rimfire rifle	2	0.4%
Load Testing/Development with a traditional rimfire rifle	49	8.6%
Long range with a traditional rimfire rifle	94	16.5%
NRA high power with a traditional rimfire rifle	6	1.1%
Schuetzen with a traditional rimfire rifle	1	0.2%
Sighting-in rifle with a traditional rimfire rifle	302	52.9%
Silhouette with a traditional rimfire rifle	63	11.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	16	2.8%
Tactical with a traditional rimfire rifle	14	2.5%
Teaching/Informative with a traditional rimfire rifle	115	20.1%
Three (3) position with a traditional rimfire rifle	31	5.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	42	7.4%
Other Please describe with a traditional rimfire rifle	24	4.2%
Plinking or informal target shooting with a traditional centerfire rifle	383	67.1%
3 Gun with a traditional centerfire rifle	4	0.7%
Benchrest with a traditional centerfire rifle	186	32.6%
Cowboy action with a traditional centerfire rifle	4	0.7%
Load Testing/Development with a traditional centerfire rifle	98	17.2%
Long range with a traditional centerfire rifle	176	30.8%
NRA high power with a traditional centerfire rifle	7	1.2%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	306	53.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	60	10.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	8	1.4%
Tactical with a traditional centerfire rifle	33	5.8%
Teaching/Informative with a traditional centerfire rifle	103	18.0%
Three (3) position with a traditional centerfire rifle	26	4.6%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	80	14.0%
Other Please describe with a traditional centerfire rifle	23	4.0%
Plinking or informal target shooting with an MSR	199	34.9%
3 Gun with an MSR	4	0.7%
Benchrest with an MSR	37	6.5%
Cowboy action with an MSR	1	0.2%
Load Testing/Development with an MSR	22	3.9%
Long range with an MSR	47	8.2%
NRA high power with an MSR	2	0.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	0	0.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	16	2.8%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	0.5%
Tactical with an MSR	37	6.5%
Teaching/Informative with an MSR	31	5.4%
Three (3) position with an MSR	4	0.7%
Training (Military, Defense, Law Enforcement) with an MSR	63	11.0%
Other Please describe with an MSR	3	0.5%
Informal (backyard, testing) with a shotgun	352	61.6%
3 Gun with a shotgun	10	1.8%
5 Stand with a shotgun	75	13.1%
Cowboy Action with a shotgun	5	0.9%
Dog training with a shotgun	73	12.8%
Other with a shotgun	6	1.1%
Pattern shotgun with a shotgun	255	44.7%
Sighting-In with a shotgun	197	34.5%
Skeet with a shotgun	283	49.6%
Sporting clays with a shotgun	288	50.4%
Teaching/Informative with a shotgun	88	15.4%
Test reload with a shotgun	55	9.6%
Training (Military, Defense, Law Enforcement) with a shotgun	54	9.5%
Trap with a shotgun	263	46.1%
Wobble Trap with a shotgun	55	9.6%
Other Please describe with a shotgun	25	4.4%
Total	571	100.0%

Current Recreational Shooting Activities

Table M9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	448	78.0%
Shotgun	395	68.8%
Traditional Rimfire Rifle	386	67.2%
Traditional Centerfire Rifle	369	64.3%
Revolver	331	57.7%
Traditional or Compound Bow	176	30.7%
Muzzleloader	126	22.0%
MSR	105	18.3%
Crossbow	84	14.6%
None of the Above	17	3.0%
Total	574	100.0%

Table M9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	399	69.4%
Plinking or informal target shooting with a traditional rimfire rifle	350	60.9%
Plinking or informal target shooting with a Revolver	296	51.5%
Plinking or informal target shooting with a traditional centerfire rifle	283	49.2%
Informal (backyard or testing) with a Shotgun	257	44.7%
Sighting-in rifle with a traditional centerfire rifle	243	42.3%
Sighting-in rifle with a traditional rimfire rifle	205	35.7%
Sighting-in with a Semi-Automatic Handgun	191	33.2%
Sporting clays with a Shotgun	188	32.7%
Pattern shotgun	185	32.2%
Target shooting with a traditional or compound bow	176	30.6%
Trap with a Shotgun	153	26.6%
Skeet with a Shotgun	150	26.1%
Benchrest with a traditional centerfire rifle	145	25.2%
Sighting-In with a Shotgun	139	24.2%
Sighting-in with a Revolver	128	22.3%
Target shooting with a muzzleloader	126	21.9%
Long range with a traditional centerfire rifle	125	21.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	104	18.1%
Teaching/Informative with a Semi-Automatic Handgun	98	17.0%
Benchrest with a traditional rimfire rifle	98	17.0%
Bullseye with a Semi-Automatic Handgun	97	16.9%

Plinking or informal target shooting with a MSR	95	16.5%
Silhouette with a Semi-Automatic Handgun	94	16.3%
Target shooting with a crossbow	84	14.6%
Target shooting with an air rifle at a range	77	13.4%
Testing (Ammo & firearm) with a Revolver	76	13.2%
Teaching/Informative with a traditional rimfire rifle	75	13.0%
Load Testing/Development with a traditional centerfire rifle	70	12.2%
Teaching/Informative with a Shotgun	62	10.8%
Bullseye with a Revolver	62	10.8%
Teaching/Informative with a traditional centerfire rifle	61	10.6%
Teaching/Informative with a Revolver	60	10.4%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	55	9.6%
Silhouette with a Revolver	51	8.9%
5 Stand with a Shotgun	49	8.5%
Long range with a traditional rimfire rifle	48	8.3%
Wobble Trap with a Shotgun	43	7.5%
Load Testing/Development with a Semi-Automatic Handgun	38	6.6%
Dog training with a shotgun	34	5.9%
Silhouette with a traditional rimfire rifle	34	5.9%
Load Testing/Development with a Revolver	33	5.7%
Test reload with a Shotgun	30	5.2%
Silhouette with a traditional centerfire rifle	28	4.9%
Load Testing/Development with a traditional rimfire rifle	24	4.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	21	3.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	18	3.1%
Long range with a MSR	17	3.0%
None of the above	17	3.0%
Training (Military / Defense / Law Enforcement) with a MSR	16	2.8%
Training (Military / Defense / Law Enforcement) with a Revolver	16	2.8%
Tactical with a MSR	15	2.6%
Benchrest with a MSR	14	2.4%
Load Testing/Development with a MSR	12	2.1%
Teaching/Informative with a MSR	12	2.1%
Steel Challenge with a Semi-Automatic Handgun	12	2.1%
Cowboy action with a Revolver	12	2.1%
Bowling pin with a Semi-Automatic Handgun	11	1.9%
IDPA with a Semi-Automatic Handgun	11	1.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	1.6%
Three (3) position with a traditional centerfire rifle	8	1.4%
Silhouette with a MSR	7	1.2%

Tactical with a traditional centerfire rifle	6	1.0%
Steel Challenge with a traditional rimfire rifle	6	1.0%
Three (3) position with a traditional rimfire rifle	6	1.0%
3 Gun with a Shotgun	5	0.9%
3 Gun with a Semi-Automatic Handgun	5	0.9%
IPSC with a Semi-Automatic Handgun	5	0.9%
Cowboy Action with a Shotgun	4	0.7%
Steel Challenge with a traditional centerfire rifle	4	0.7%
Cowboy action with a traditional centerfire rifle	3	0.5%
Cowboy action with a Semi-Automatic Handgun	3	0.5%
Bowling pin with a Revolver	3	0.5%
NRA high power with a traditional rimfire rifle	3	0.5%
NRA high power with a traditional centerfire rifle	2	0.3%
Steel Challenge with a Revolver	2	0.3%
3 Gun with a traditional rimfire rifle	2	0.3%
3 Gun with a traditional centerfire rifle	1	0.2%
Schuetzen with a traditional centerfire rifle	1	0.2%
Steel Challenge with a MSR	1	0.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
3 Gun with a MSR	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	0	0.0%
Three (3) position with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Tactical with a traditional rimfire rifle	0	0.0%
Total	575	100.0%

Table M9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	37	8.8%
Revolver	115	27.4%
Traditional Rimfire Rifle	118	28.1%
Traditional Centerfire Rifle	88	21.0%
MSR	126	30.0%
Shotgun	80	19.0%
Air Rifle	155	36.9%
Traditional or Compound Bow	158	37.6%
Crossbow	36	8.6%
Muzzleloader	88	21.0%
Total	420	100.0%

Table M9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	95	18.8%
3 Gun with a Shotgun	5	1.0%
5 Stand with a Shotgun	26	5.1%
Cowboy Action with a Shotgun	1	0.2%
Sighting-In with a Shotgun	58	11.5%
Skeet with a Shotgun	133	26.3%
Sporting clays with a Shotgun	100	19.8%
Teaching/Informative with a Shotgun	26	5.1%
Test reload with a Shotgun	25	4.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	33	6.5%
Trap with a Shotgun	110	21.7%
Wobble Trap with a Shotgun	12	2.4%
Plinking or informal target shooting with a traditional centerfire rifle	100	19.8%
3 Gun with a traditional centerfire rifle	3	0.6%
Benchrest with a traditional centerfire rifle	41	8.1%
Cowboy action with a traditional centerfire rifle	1	0.2%
Load Testing/Development with a traditional centerfire rifle	28	5.5%
Long range with a traditional centerfire rifle	51	10.1%
NRA high power with a traditional centerfire rifle	5	1.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	63	12.5%
Silhouette with a traditional centerfire rifle	32	6.3%
Steel Challenge with a traditional centerfire rifle	4	0.8%
Tactical with a traditional centerfire rifle	27	5.3%
Teaching/Informative with a traditional centerfire rifle	42	8.3%
Three (3) position with a traditional centerfire rifle	18	3.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	62	12.3%
Plinking or informal target shooting with a MSR	104	20.6%

3 Gun with a MSR	4	0.8%
Benchrest with a MSR	23	4.5%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	10	2.0%
Long range with a MSR	30	5.9%
NRA high power with a MSR	2	0.4%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	0	0.0%
Silhouette with a MSR	9	1.8%
Steel Challenge with a MSR	2	0.4%
Tactical with a MSR	22	4.3%
Teaching/Informative with a MSR	19	3.8%
Three (3) position with a MSR	4	0.8%
Training (Military / Defense / Law Enforcement) with a MSR	47	9.3%
Plinking or informal target shooting with a Semi-Automatic Handgun	44	8.7%
3 Gun with a Semi-Automatic Handgun	5	1.0%
Bowling pin with a Semi-Automatic Handgun	26	5.1%
Bullseye with a Semi-Automatic Handgun	17	3.4%
Cowboy action with a Semi-Automatic Handgun	7	1.4%
IDPA with a Semi-Automatic Handgun	8	1.6%
IPSC with a Semi-Automatic Handgun	5	1.0%
Load Testing/Development with a Semi-Automatic Handgun	11	2.2%
Sighting-in with a Semi-Automatic Handgun	45	8.9%
Silhouette with a Semi-Automatic Handgun	29	5.7%
Steel Challenge with a Semi-Automatic Handgun	11	2.2%
Teaching/Informative with a Semi-Automatic Handgun	28	5.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	47	9.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	76	15.0%
Plinking or informal target shooting with a Revolver	121	23.9%
3 Gun with a Revolver	21	4.2%
Bowling pin with a Revolver	18	3.6%
Bullseye with a Revolver	27	5.3%
Cowboy action with a Revolver	8	1.6%
IDPA with a Revolver	3	0.6%
IPSC with a Revolver	1	0.2%
Load Testing/Development with a Revolver	17	3.4%
Sighting-in with a Revolver	52	10.3%
Silhouette with a Revolver	37	7.3%
Steel Challenge with a Revolver	7	1.4%
Teaching/Informative with a Revolver	33	6.5%
Testing (Ammo & firearm) with a Revolver	36	7.1%
Training (Military / Defense / Law Enforcement) with a Revolver	38	7.5%
Dog training with a shotgun	39	7.7%
Target shooting with a traditional or compound bow	158	31.2%
Target shooting with a crossbow	36	7.1%
Target shooting with a muzzleloader	88	17.4%
Plinking or informal target shooting with a traditional rimfire rifle	127	25.1%

3 Gun with a traditional rimfire rifle	3	0.6%
Benchrest with a traditional rimfire rifle	44	8.7%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	25	4.9%
Long range with a traditional rimfire rifle	46	9.1%
NRA high power with a traditional rimfire rifle	3	0.6%
Schuetzen with a traditional rimfire rifle	1	0.2%
Sighting-in rifle with a traditional rimfire rifle	97	19.2%
Target shooting with an air rifle at a range	155	30.6%
Silhouette with a traditional rimfire rifle	29	5.7%
Pattern shotgun	70	13.8%
Steel Challenge with a traditional rimfire rifle	10	2.0%
Tactical with a traditional rimfire rifle	14	2.8%
Teaching/Informative with a traditional rimfire rifle	40	7.9%
Three (3) position with a traditional rimfire rifle	25	4.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	33	6.5%
Total	506	100.0%

Current Hunting Activities

Table M9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	388	90.2%
Shotgun	381	88.6%
Traditional bow/compound bow	199	46.3%
Muzzleloader	170	39.5%
Handgun	135	31.4%
MSR	97	22.6%
Crossbow	89	20.7%
Other	16	3.7%
Total	430	100.0%

Table M9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	53	13.1%
Deer	354	87.6%
Elk	76	18.8%
Other big game	32	7.9%
Others	13	3.2%
Predators	165	40.8%
Small game	215	53.2%
Turkey	242	59.9%
Upland game birds	202	50.0%
Waterfowl	136	33.7%
Wild pig / feral hog	94	23.3%
Total	404	100.0%

MSR Activity Interest

Table M9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	56	40.3%
I don't have anybody to go with	31	22.3%
These activities are not offered at ranges in my area	29	20.9%
I do not own / have access to this firearm	29	20.9%
Too expensive	26	18.7%
I don't know how to get started	21	15.1%
Other Please describe	12	8.6%
Medical reason / disability	2	1.4%
Total	139	100.0%

Table M9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	187	59.0%
Too expensive	65	20.5%
Not enough time	62	19.6%
I don't have anybody to go with	31	9.8%
These activities are not offered at ranges in my area	23	7.3%
Other Please describe	23	7.3%
I don't know how to get started	22	6.9%
Medical reason / disability	4	1.3%
Total	317	100.0%

Influential Media and Individuals

Table M9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	236	41.7%
Father	204	36.0%
Self / nobody else	99	17.5%
Sibling	62	11.0%
Co-worker	53	9.4%
Aunt / Uncle	52	9.2%
Grandparent	47	8.3%
Another relative	46	8.1%
Military	29	5.1%
Spouse	21	3.7%
Other, please specify	20	3.5%
Neighbor	19	3.4%
Children / grandchildren	17	3.0%
Guide / outfitter	10	1.8%
Mother	6	1.1%
Total	566	100.0%

Table M9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	266	46.7%
Magazines and Books	203	35.6%
Online videos	148	26.0%
National sportsmen’s conservation organizations	142	24.9%
Local clubs or social organizations	100	17.5%
Hunter education programs	80	14.0%
State wildlife management agencies	72	12.6%
Retailers	64	11.2%
Other, please specify	32	5.6%
Seminars	25	4.4%
Total	570	100.0%

Table M9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	106	71.6%
How-to videos	104	70.3%
Product reviews	90	60.8%
Non-professionals (home videos) hunting/fishing/shooting	72	48.6%
TV programs (complete or partial episodes)	61	41.2%
Competitions	58	39.2%
Fish and Wildlife agency produced videos	21	14.2%
Informational/political/talk show style	16	10.8%
Comedy/blooper videos	9	6.1%
Other	5	3.4%
Total	148	100.0%

Table M9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	10	3.8%
Animal Planet	7	2.7%
Comcast SportsNet	1	0.4%
Discovery Channel	30	11.4%
ESPN/ESPN 2	14	5.3%
History Channel	48	18.2%
Military Channel	36	13.6%
National Geographic	19	7.2%
NBC Sports	10	3.8%
Outdoor Channel	212	80.3%
Pursuit Channel	88	33.3%
Sportsman Channel	177	67.0%
Sunshine Network / SUN Sports	2	0.8%
WildTV	5	1.9%
World Fishing Network	7	2.7%
Other national network	11	4.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	63	23.9%
I watched hunting/fishing TV, but don't remember the channel	54	20.5%
Total	264	100.0%

Table M9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	336	49.8%
An invitation from a friend / family member	248	36.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	212	31.4%
Programming offered by outdoor retailers	205	30.4%
Books / magazines	174	25.8%
YouTube videos	167	24.7%
Membership in a non-profit organization	141	20.9%
Online forums / blogs	86	12.7%
Other Please describe	60	8.9%
None of the above	23	3.4%
Total	675	100.0%

Table M9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	48	23.6%	51	24.5%	36	26.1%	52	31.1%
Google+	45	22.2%	35	16.8%	32	23.2%	37	22.2%
Twitter	9	4.4%	6	2.9%	7	5.1%	9	5.4%
Pinterest	15	7.4%	10	4.8%	9	6.5%	10	6.0%
Magazines	135	66.5%	129	62.0%	84	60.9%	101	60.5%
Instagram	13	6.4%	14	6.7%	13	9.4%	17	10.2%
YouTube	110	54.2%	106	51.0%	72	52.2%	136	81.4%
Television programs	100	49.3%	82	39.4%	57	41.3%	71	42.5%
Online Forums	56	27.6%	49	23.6%	39	28.3%	61	36.5%
Newsletter from hunting / wildlife groups or organizations	61	30.0%	73	35.1%	50	36.2%	43	25.7%
Fish / Wildlife Agency for My State of Residence	57	28.1%	87	41.8%	55	39.9%	40	24.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	31	15.3%	46	22.1%	37	26.8%	27	16.2%
Other	7	3.4%	4	1.9%	4	2.9%	3	1.8%
None of The Above	13	6.4%	20	9.6%	10	7.2%	6	3.6%
Total	203	100.0%	208	100.0%	138	100.0%	167	100.0%

Table M9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	75	22.7%	40	23.4%	18	20.9%	53	21.6%
Google+	63	19.0%	36	21.1%	20	23.3%	52	21.2%
Twitter	16	4.8%	12	7.0%	3	3.5%	5	2.0%
Pinterest	15	4.5%	11	6.4%	4	4.7%	6	2.4%
Magazines	203	61.3%	135	78.9%	52	60.5%	141	57.6%
Instagram	24	7.3%	14	8.2%	7	8.1%	14	5.7%
YouTube	173	52.3%	94	55.0%	59	68.6%	104	42.4%
Television programs	128	38.7%	89	52.0%	40	46.5%	110	44.9%
Online Forums	98	29.6%	52	30.4%	46	53.5%	51	20.8%
Newsletter from hunting / wildlife groups or organizations	85	25.7%	54	31.6%	21	24.4%	68	27.8%
Fish / Wildlife Agency for My State of Residence	91	27.5%	56	32.7%	24	27.9%	71	29.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	46	13.9%	32	18.7%	5	5.8%	33	13.5%
Other	8	2.4%	4	2.3%	2	2.3%	1	0.4%
None of The Above	27	8.2%	9	5.3%	6	7.0%	30	12.2%
Total	331	100.0%	171	100.0%	86	100.0%	245	100.0%

Silhouette with an MSR

This section includes those who are interested in shooting silhouette with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M10.1) **What is your current age?**

	Count	Column Percent
18 to 24	14	1.7%
25 to 34	63	7.5%
35 to 44	132	15.7%
45 to 54	190	22.6%
55 to 64	256	30.4%
65 and older	186	22.1%
Total	841	100.0%

Table M10.2) **What is your gender?**

	Count	Column Percent
Male	825	98.0%
Female	17	2.0%
Total	842	100.0%

Table M10.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	48	5.7%
\$20,000 to \$29,999	42	5.0%
\$30,000 to \$39,999	51	6.1%
\$40,000 to \$49,999	62	7.4%
\$50,000 to \$74,999	181	21.6%
\$75,000 to \$99,999	165	19.7%
\$100,000 to \$149,999	168	20.0%
\$150,000 to \$200,000	69	8.2%
More than \$200,000	52	6.2%
Total	838	100.0%

Table M10.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	10	1.2%
High school graduation	174	20.7%
Trade school, associates degree or similar	299	35.5%
Bachelors degree	244	29.0%
Masters degree	92	10.9%
Ph D and higher	23	2.7%
Total	842	100.0%

Table M10.5) In which region do you live?

	Count	Column Percent
Northeast	119	14.1%
Midwest	221	26.2%
South	344	40.9%
West	152	18.1%
Canada	6	0.7%
Total	842	100.0%

Introduction to Shooting

Table M10.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	562	64.4%
11 to 17 years old	233	26.7%
18 to 24 years old	44	5.0%
25 to 34 years old	14	1.6%
35 to 44 years old	6	0.7%
45 to 54 years old	7	0.8%
55 to 64 years old	4	0.5%
65 years and older	3	0.3%
Total	873	100.0%

Table M10.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	165	18.9%
Blackpowder or muzzleloader	5	0.6%
Compound bow	5	0.6%
Crossbow	0	0.0%
MSR	6	0.7%
Revolver	60	6.9%
Shotgun	156	17.9%
Semi-Automatic handgun	52	6.0%
Traditional bow	19	2.2%
Traditional rifle (Centerfire)	54	6.2%
Traditional rifle (Rimfire)	349	40.0%
Other	2	0.2%
Total	873	100.0%

Table M10.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	13	1.5%
Cowboy action	2	0.2%
Long range	11	1.3%
NRA high power	1	0.1%
Pattern shotgun	11	1.3%
Plinking or informal target shooting	696	79.9%
Silhouette	11	1.3%
Skeet	15	1.7%
Sporting clays	10	1.1%
Tactical	4	0.5%
Test reload	2	0.2%
Training (Military, Defense, Law Enforcement)	9	1.0%
Trap	10	1.1%
Wobble Trap	1	0.1%
Target archery	16	1.8%
Field archery	3	0.3%
3D archery	3	0.3%
Other Please describe:	52	6.0%
Total	871	100.0%

Table M10.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	539	62.4%
Friend	101	11.7%
Grandparent	97	11.2%
Aunt / Uncle	76	8.8%
Sibling	50	5.8%
Nobody / I shot alone when I first went shooting	43	5.0%
Camp / Summer camp	40	4.6%
Mother	31	3.6%
Neighbor	20	2.3%
Military	16	1.9%
Another relative	15	1.7%
Co-worker	8	0.9%
Other	3	0.3%
Spouse	2	0.2%
Guide / outfitter	0	0.0%
Total	864	100.0%

Table M10.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	614	73.2%
Tradition / way of life	440	52.4%
Spend time with family or friends who already shot	432	51.5%
It's relaxing / an escape	402	47.9%
Wanted to spend more time outdoors	356	42.4%
I wanted a challenge / adventure	287	34.2%
Training for hunting	217	25.9%
Protection / self defense	180	21.5%
Wanted to try a new sport	170	20.3%
To teach someone else / introduce my children or others to shooting	159	19.0%
Training (military, police, etc.)	140	16.7%
Media (television, magazines, movies)	28	3.3%
Other Please write in	7	0.8%
Total	839	100.0%

Table M10.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	226	25.9%
1 year	103	11.8%
2 - 5 years	286	32.8%
6 - 10 years	73	8.4%
More than 10 years	97	11.1%
I have only ever participated in [the shooting activity that I first participated in]	88	10.1%
Total	873	100.0%

Table M10.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	648	83.1%
3 Gun with a semi-automatic handgun	29	3.7%
Bowling pin with a semi-automatic handgun	77	9.9%
Bullseye with a semi-automatic handgun	208	26.7%
Cowboy action with a semi-automatic handgun	14	1.8%
IDPA with a semi-automatic handgun	43	5.5%
IPSC with a semi-automatic handgun	39	5.0%
Load Testing/Development with a semi-automatic handgun	126	16.2%
Sighting-in with a semi-automatic handgun	429	55.0%
Silhouette with a semi-automatic handgun	223	28.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	67	8.6%
Teaching/Informative with a semi-automatic handgun	225	28.8%
Testing (Ammo & firearm) with a semi-automatic handgun	269	34.5%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	234	30.0%
Other Please describe with a semi-automatic handgun	18	2.3%
Plinking or informal target shooting with a revolver	605	77.6%
3 Gun with a revolver	4	0.5%
Bowling pin with a revolver	58	7.4%
Bullseye with a revolver	170	21.8%
Cowboy action with a revolver	30	3.8%
IDPA with a revolver	11	1.4%
IPSC with a revolver	14	1.8%
Load Testing/Development with a revolver	126	16.2%
Sighting-in with a revolver	328	42.1%
Silhouette with a revolver	153	19.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	33	4.2%
Teaching/Informative with a revolver	157	20.1%
Testing (Ammo & firearm) with a revolver	215	27.6%
Training (Military, Defense, Law Enforcement) with a revolver	116	14.9%

Other Please describe with a revolver	25	3.2%
Plinking or informal target shooting with a traditional rimfire rifle	700	89.7%
3 Gun with a traditional rimfire rifle	9	1.2%
Benchrest with a traditional rimfire rifle	238	30.5%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	87	11.2%
Long range with a traditional rimfire rifle	175	22.4%
NRA high power with a traditional rimfire rifle	7	0.9%
Schuetzen with a traditional rimfire rifle	3	0.4%
Sighting-in rifle with a traditional rimfire rifle	503	64.5%
Silhouette with a traditional rimfire rifle	129	16.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	28	3.6%
Tactical with a traditional rimfire rifle	37	4.7%
Teaching/Informative with a traditional rimfire rifle	220	28.2%
Three (3) position with a traditional rimfire rifle	72	9.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	75	9.6%
Other Please describe with a traditional rimfire rifle	30	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	605	77.6%
3 Gun with a traditional centerfire rifle	12	1.5%
Benchrest with a traditional centerfire rifle	293	37.6%
Cowboy action with a traditional centerfire rifle	12	1.5%
Load Testing/Development with a traditional centerfire rifle	211	27.1%
Long range with a traditional centerfire rifle	349	44.7%
NRA high power with a traditional centerfire rifle	34	4.4%
Schuetzen with a traditional centerfire rifle	3	0.4%
Sighting-in rifle with a traditional centerfire rifle	528	67.7%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	129	16.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	25	3.2%
Tactical with a traditional centerfire rifle	102	13.1%
Teaching/Informative with a traditional centerfire rifle	222	28.5%
Three (3) position with a traditional centerfire rifle	60	7.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	164	21.0%
Other Please describe with a traditional centerfire rifle	37	4.7%
Plinking or informal target shooting with an MSR	503	64.5%
3 Gun with an MSR	26	3.3%
Benchrest with an MSR	153	19.6%
Cowboy action with an MSR	1	0.1%
Load Testing/Development with an MSR	141	18.1%
Long range with an MSR	204	26.2%
NRA high power with an MSR	19	2.4%

Schuetzen with an MSR	1	0.1%
Sighting-in rifle with an MSR	382	49.0%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	0	0.0%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	27	3.5%
Tactical with an MSR	154	19.7%
Teaching/Informative with an MSR	165	21.2%
Three (3) position with an MSR	44	5.6%
Training (Military, Defense, Law Enforcement) with an MSR	190	24.4%
Other Please describe with an MSR	12	1.5%
Informal (backyard, testing) with a shotgun	516	66.2%
3 Gun with a shotgun	28	3.6%
5 Stand with a shotgun	115	14.7%
Cowboy Action with a shotgun	13	1.7%
Dog training with a shotgun	107	13.7%
Other with a shotgun	8	1.0%
Pattern shotgun with a shotgun	361	46.3%
Sighting-In with a shotgun	309	39.6%
Skeet with a shotgun	429	55.0%
Sporting clays with a shotgun	429	55.0%
Teaching/Informative with a shotgun	163	20.9%
Test reload with a shotgun	117	15.0%
Training (Military, Defense, Law Enforcement) with a shotgun	112	14.4%
Trap with a shotgun	407	52.2%
Wobble Trap with a shotgun	103	13.2%
Other Please describe with a shotgun	41	5.3%
Total	780	100.0%

Current Recreational Shooting Activities

Table M10.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	657	84.2%
Traditional Rimfire Rifle	602	77.2%
Traditional Centerfire Rifle	589	75.5%
Shotgun	559	71.7%
Revolver	505	64.7%
MSR	365	46.8%
Traditional or Compound Bow	234	30.0%
Muzzleloader	177	22.7%
Crossbow	136	17.4%
None of the Above	9	1.2%
Total	780	100.0%

Table M10.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	597	76.2%
Plinking or informal target shooting with a traditional rimfire rifle	545	69.6%
Plinking or informal target shooting with a traditional centerfire rifle	481	61.4%
Plinking or informal target shooting with a Revolver	457	58.4%
Sighting-in rifle with a traditional centerfire rifle	433	55.3%
Sighting-in rifle with a traditional rimfire rifle	381	48.7%
Informal (backyard or testing) with a Shotgun	368	47.0%
Sighting-in with a Semi-Automatic Handgun	368	47.0%
Plinking or informal target shooting with a MSR	321	41.0%
Sporting clays with a Shotgun	295	37.7%
Pattern shotgun	265	33.8%
Trap with a Shotgun	254	32.4%
Long range with a traditional centerfire rifle	248	31.7%
Skeet with a Shotgun	243	31.0%
Benchrest with a traditional centerfire rifle	239	30.5%
Sighting-in with a Revolver	237	30.3%
Target shooting with a traditional or compound bow	234	29.9%
Sighting-in rifle with a MSR	232	29.6%
Sighting-In with a Shotgun	208	26.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	202	25.8%
Teaching/Informative with a Semi-Automatic Handgun	181	23.1%
Target shooting with a muzzleloader	177	22.6%
Benchrest with a traditional rimfire rifle	166	21.2%

Bullseye with a Semi-Automatic Handgun	165	21.1%
Silhouette with a Semi-Automatic Handgun	161	20.6%
Load Testing/Development with a traditional centerfire rifle	146	18.6%
Teaching/Informative with a traditional rimfire rifle	144	18.4%
Target shooting with a crossbow	136	17.4%
Teaching/Informative with a traditional centerfire rifle	133	17.0%
Testing (Ammo & firearm) with a Revolver	126	16.1%
Target shooting with an air rifle at a range	121	15.5%
Bullseye with a Revolver	112	14.3%
Teaching/Informative with a Shotgun	107	13.7%
Teaching/Informative with a Revolver	103	13.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	98	12.5%
Long range with a traditional rimfire rifle	95	12.1%
Load Testing/Development with a Semi-Automatic Handgun	93	11.9%
Long range with a MSR	92	11.7%
Teaching/Informative with a MSR	91	11.6%
Silhouette with a Revolver	81	10.3%
Load Testing/Development with a MSR	80	10.2%
5 Stand with a Shotgun	79	10.1%
Benchrest with a MSR	77	9.8%
Wobble Trap with a Shotgun	73	9.3%
Load Testing/Development with a Revolver	73	9.3%
Silhouette with a traditional centerfire rifle	70	8.9%
Silhouette with a traditional rimfire rifle	66	8.4%
Test reload with a Shotgun	63	8.0%
Tactical with a MSR	63	8.0%
Training (Military / Defense / Law Enforcement) with a MSR	53	6.8%
Dog training with a shotgun	50	6.4%
Steel Challenge with a Semi-Automatic Handgun	41	5.2%
Load Testing/Development with a traditional rimfire rifle	40	5.1%
Bowling pin with a Semi-Automatic Handgun	38	4.9%
Tactical with a traditional centerfire rifle	34	4.3%
IDPA with a Semi-Automatic Handgun	33	4.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	32	4.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	32	4.1%
3 Gun with a Semi-Automatic Handgun	25	3.2%
Training (Military / Defense / Law Enforcement) with a Revolver	24	3.1%
3 Gun with a Shotgun	22	2.8%
IPSC with a Semi-Automatic Handgun	20	2.6%
Three (3) position with a traditional rimfire rifle	20	2.6%
Bowling pin with a Revolver	19	2.4%

3 Gun with a MSR	18	2.3%
Three (3) position with a traditional centerfire rifle	17	2.2%
Three (3) position with a MSR	16	2.0%
Cowboy action with a Revolver	15	1.9%
Steel Challenge with a Revolver	14	1.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	1.8%
Steel Challenge with a traditional centerfire rifle	13	1.7%
Steel Challenge with a traditional rimfire rifle	13	1.7%
Tactical with a traditional rimfire rifle	11	1.4%
Steel Challenge with a MSR	9	1.1%
None of the above	9	1.1%
NRA high power with a MSR	8	1.0%
Cowboy Action with a Shotgun	5	0.6%
Cowboy action with a traditional centerfire rifle	5	0.6%
NRA high power with a traditional centerfire rifle	5	0.6%
Cowboy action with a Semi-Automatic Handgun	5	0.6%
IDPA with a Revolver	5	0.6%
3 Gun with a traditional rimfire rifle	5	0.6%
3 Gun with a traditional centerfire rifle	3	0.4%
IPSC with a Revolver	2	0.3%
Schuetzen with a traditional centerfire rifle	1	0.1%
3 Gun with a Revolver	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Silhouette with a MSR	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	783	100.0%

Table M10.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	50	8.6%
Revolver	139	23.9%
Traditional Rimfire Rifle	127	21.8%
Traditional Centerfire Rifle	99	17.0%
MSR	187	32.1%
Shotgun	115	19.8%
Air Rifle	201	34.5%
Traditional or Compound Bow	242	41.6%
Crossbow	58	10.0%
Muzzleloader	151	25.9%
Total	582	100.0%

Table M10.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	148	21.0%
3 Gun with a Shotgun	6	0.9%
5 Stand with a Shotgun	36	5.1%
Cowboy Action with a Shotgun	8	1.1%
Sighting-In with a Shotgun	101	14.3%
Skeet with a Shotgun	186	26.4%
Sporting clays with a Shotgun	134	19.0%
Teaching/Informative with a Shotgun	56	7.9%
Test reload with a Shotgun	54	7.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	79	11.2%
Trap with a Shotgun	153	21.7%
Wobble Trap with a Shotgun	30	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	124	17.6%
3 Gun with a traditional centerfire rifle	9	1.3%
Benchrest with a traditional centerfire rifle	54	7.7%
Cowboy action with a traditional centerfire rifle	7	1.0%
Load Testing/Development with a traditional centerfire rifle	65	9.2%
Long range with a traditional centerfire rifle	101	14.3%
NRA high power with a traditional centerfire rifle	29	4.1%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	95	13.5%
Silhouette with a traditional centerfire rifle	59	8.4%
Steel Challenge with a traditional centerfire rifle	12	1.7%
Tactical with a traditional centerfire rifle	68	9.6%
Teaching/Informative with a traditional centerfire rifle	89	12.6%
Three (3) position with a traditional centerfire rifle	43	6.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	132	18.7%
Plinking or informal target shooting with a MSR	182	25.8%

3 Gun with a MSR	8	1.1%
Benchrest with a MSR	76	10.8%
Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	61	8.7%
Long range with a MSR	112	15.9%
NRA high power with a MSR	11	1.6%
Schuetzen with a MSR	1	0.1%
Sighting-in rifle with a MSR	150	21.3%
Silhouette with a MSR	0	0.0%
Steel Challenge with a MSR	18	2.6%
Tactical with a MSR	91	12.9%
Teaching/Informative with a MSR	74	10.5%
Three (3) position with a MSR	28	4.0%
Training (Military / Defense / Law Enforcement) with a MSR	137	19.4%
Plinking or informal target shooting with a Semi-Automatic Handgun	51	7.2%
3 Gun with a Semi-Automatic Handgun	4	0.6%
Bowling pin with a Semi-Automatic Handgun	39	5.5%
Bullseye with a Semi-Automatic Handgun	43	6.1%
Cowboy action with a Semi-Automatic Handgun	9	1.3%
IDPA with a Semi-Automatic Handgun	10	1.4%
IPSC with a Semi-Automatic Handgun	19	2.7%
Load Testing/Development with a Semi-Automatic Handgun	33	4.7%
Sighting-in with a Semi-Automatic Handgun	61	8.7%
Silhouette with a Semi-Automatic Handgun	62	8.8%
Steel Challenge with a Semi-Automatic Handgun	26	3.7%
Teaching/Informative with a Semi-Automatic Handgun	44	6.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	67	9.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	132	18.7%
Plinking or informal target shooting with a Revolver	148	21.0%
3 Gun with a Revolver	57	8.1%
Bowling pin with a Revolver	39	5.5%
Bullseye with a Revolver	58	8.2%
Cowboy action with a Revolver	15	2.1%
IDPA with a Revolver	6	0.9%
IPSC with a Revolver	12	1.7%
Load Testing/Development with a Revolver	53	7.5%
Sighting-in with a Revolver	91	12.9%
Silhouette with a Revolver	72	10.2%
Steel Challenge with a Revolver	19	2.7%
Teaching/Informative with a Revolver	54	7.7%
Testing (Ammo & firearm) with a Revolver	89	12.6%
Training (Military / Defense / Law Enforcement) with a Revolver	91	12.9%
Dog training with a shotgun	57	8.1%
Target shooting with a traditional or compound bow	242	34.3%
Target shooting with a crossbow	58	8.2%
Target shooting with a muzzleloader	151	21.4%
Plinking or informal target shooting with a traditional rimfire rifle	155	22.0%

3 Gun with a traditional rimfire rifle	4	0.6%
Benchrest with a traditional rimfire rifle	72	10.2%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	47	6.7%
Long range with a traditional rimfire rifle	80	11.3%
NRA high power with a traditional rimfire rifle	6	0.9%
Schuetzen with a traditional rimfire rifle	3	0.4%
Sighting-in rifle with a traditional rimfire rifle	122	17.3%
Target shooting with an air rifle at a range	201	28.5%
Silhouette with a traditional rimfire rifle	63	8.9%
Pattern shotgun	96	13.6%
Steel Challenge with a traditional rimfire rifle	15	2.1%
Tactical with a traditional rimfire rifle	26	3.7%
Teaching/Informative with a traditional rimfire rifle	76	10.8%
Three (3) position with a traditional rimfire rifle	52	7.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	61	8.7%
Total	705	100.0%

Current Hunting Activities

Table M10.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	460	90.4%
Shotgun	450	88.4%
Traditional bow/compound bow	257	50.5%
MSR	215	42.2%
Muzzleloader	211	41.5%
Handgun	189	37.1%
Crossbow	130	25.5%
Other	15	2.9%
Total	509	100.0%

Table M10.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	74	15.4%
Deer	423	87.8%
Elk	84	17.4%
Other big game	38	7.9%
Others	20	4.1%
Predators	229	47.5%
Small game	285	59.1%
Turkey	275	57.1%
Upland game birds	251	52.1%
Waterfowl	159	33.0%
Wild pig / feral hog	129	26.8%
Total	482	100.0%

MSR Activity Interest

Table M10.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	125	38.9%
These activities are not offered at ranges in my area	101	31.5%
I don't know how to get started	95	29.6%
I don't have anybody to go with	71	22.1%
Too expensive	48	15.0%
I do not own / have access to this firearm	23	7.2%
Medical reason / disability	15	4.7%
Other Please describe	15	4.7%
Total	321	100.0%

Table M10.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	118	54.1%
Too expensive	56	25.7%
Not enough time	41	18.8%
I don't have anybody to go with	31	14.2%
These activities are not offered at ranges in my area	22	10.1%
I don't know how to get started	19	8.7%
Other Please describe	14	6.4%
Medical reason / disability	4	1.8%
Total	218	100.0%

Influential Media and Individuals

Table M10.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	320	41.5%
Father	258	33.5%
Self / nobody else	130	16.9%
Sibling	74	9.6%
Aunt / Uncle	72	9.3%
Grandparent	60	7.8%
Another relative	60	7.8%
Co-worker	58	7.5%
Military	56	7.3%
Neighbor	31	4.0%
Spouse	27	3.5%
Other, please specify	26	3.4%
Mother	16	2.1%
Children / grandchildren	16	2.1%
Guide / outfitter	7	0.9%
Total	771	100.0%

Table M10.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	342	44.6%
Magazines and Books	279	36.4%
Online videos	220	28.7%
National sportsmen’s conservation organizations	184	24.0%
Local clubs or social organizations	176	23.0%
Hunter education programs	105	13.7%
Retailers	91	11.9%
State wildlife management agencies	80	10.4%
Seminars	33	4.3%
Other, please specify	28	3.7%
Total	766	100.0%

Table M10.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	151	68.9%
How-to videos	145	66.2%
Product reviews	141	64.4%
Competitions	116	53.0%
Non-professionals (home videos) hunting/fishing/shooting	113	51.6%
TV programs (complete or partial episodes)	99	45.2%
Fish and Wildlife agency produced videos	35	16.0%
Informational/political/talk show style	35	16.0%
Comedy/blooper videos	19	8.7%
Other	8	3.7%
Total	219	100.0%

Table M10.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	24	7.1%
Animal Planet	17	5.0%
Comcast SportsNet	2	0.6%
Discovery Channel	57	16.9%
ESPN/ESPN 2	17	5.0%
History Channel	96	28.4%
Military Channel	75	22.2%
National Geographic	32	9.5%
NBC Sports	11	3.3%
Outdoor Channel	262	77.5%
Pursuit Channel	104	30.8%
Sportsman Channel	208	61.5%
Sunshine Network / SUN Sports	2	0.6%
WildTV	12	3.6%
World Fishing Network	14	4.1%
Other national network	14	4.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	87	25.7%
I watched hunting/fishing TV, but don't remember the channel	72	21.3%
Total	338	100.0%

Table M10.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	397	46.8%
An invitation from a friend / family member	305	35.9%
Programming offered by outdoor retailers	291	34.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	280	33.0%
YouTube videos	220	25.9%
Books / magazines	218	25.7%
Membership in a non-profit organization	193	22.7%
Online forums / blogs	119	14.0%
Other Please describe	75	8.8%
None of the above	27	3.2%
Total	849	100.0%

Table M10.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	88	30.3%	77	28.0%	57	30.0%	76	34.7%
Google+	57	19.7%	48	17.5%	36	18.9%	45	20.5%
Twitter	15	5.2%	8	2.9%	10	5.3%	14	6.4%
Pinterest	17	5.9%	13	4.7%	14	7.4%	11	5.0%
Magazines	190	65.5%	182	66.2%	127	66.8%	135	61.6%
Instagram	25	8.6%	22	8.0%	17	8.9%	25	11.4%
YouTube	153	52.8%	137	49.8%	96	50.5%	184	84.0%
Television programs	151	52.1%	123	44.7%	91	47.9%	97	44.3%
Online Forums	95	32.8%	87	31.6%	54	28.4%	99	45.2%
Newsletter from hunting / wildlife groups or organizations	92	31.7%	92	33.5%	68	35.8%	59	26.9%
Fish / Wildlife Agency for My State of Residence	88	30.3%	116	42.2%	70	36.8%	50	22.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	45	15.5%	58	21.1%	46	24.2%	33	15.1%
Other	6	2.1%	3	1.1%	3	1.6%	1	0.5%
None of The Above	18	6.2%	22	8.0%	12	6.3%	8	3.7%
Total	290	100.0%	275	100.0%	190	100.0%	219	100.0%

Table M10.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	114	29.1%	58	27.2%	42	35.3%	80	26.6%
	Google+	70	17.9%	45	21.1%	21	17.6%	55	18.3%
	Twitter	19	4.8%	11	5.2%	5	4.2%	12	4.0%
	Pinterest	18	4.6%	13	6.1%	4	3.4%	7	2.3%
	Magazines	247	63.0%	165	77.5%	84	70.6%	184	61.1%
	Instagram	29	7.4%	21	9.9%	13	10.9%	18	6.0%
	YouTube	198	50.5%	118	55.4%	84	70.6%	130	43.2%
	Television programs	177	45.2%	114	53.5%	59	49.6%	130	43.2%
	Online Forums	118	30.1%	69	32.4%	77	64.7%	77	25.6%
	Newsletter from hunting / wildlife groups or organizations	103	26.3%	72	33.8%	34	28.6%	74	24.6%
	Fish / Wildlife Agency for My State of Residence	102	26.0%	57	26.8%	26	21.8%	82	27.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	55	14.0%	32	15.0%	12	10.1%	41	13.6%
	Other	8	2.0%	0	0.0%	0	0.0%	3	1.0%
	None of The Above	31	7.9%	8	3.8%	5	4.2%	31	10.3%
Total		392	100.0%	213	100.0%	119	100.0%	301	100.0%

Steel Challenge with an MSR

This section includes those who are interested in shooting steel challenge with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M11.1) **What is your current age?**

	Count	Column Percent
18 to 24	30	2.8%
25 to 34	110	10.1%
35 to 44	201	18.5%
45 to 54	277	25.5%
55 to 64	297	27.4%
65 and older	170	15.7%
Total	1,085	100.0%

Table M11.2) **What is your gender?**

	Count	Column Percent
Male	1,073	98.9%
Female	12	1.1%
Total	1,085	100.0%

Table M11.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	46	4.3%
\$20,000 to \$29,999	49	4.5%
\$30,000 to \$39,999	61	5.6%
\$40,000 to \$49,999	82	7.6%
\$50,000 to \$74,999	214	19.8%
\$75,000 to \$99,999	216	20.0%
\$100,000 to \$149,999	240	22.2%
\$150,000 to \$200,000	90	8.3%
More than \$200,000	84	7.8%
Total	1,082	100.0%

Table M11.4) **What is your highest level of education attained?**

	Count	Column Percent
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Less than 12 years	13	1.2%
High school graduation	210	19.3%
Trade school, associates degree or similar	399	36.7%
Bachelors degree	320	29.5%
Masters degree	112	10.3%
Ph D and higher	32	2.9%
Total	1,086	100.0%

Table M11.5) In which region do you live?

	Count	Column Percent
Northeast	164	15.1%
Midwest	285	26.3%
South	444	40.9%
West	188	17.3%
Canada	4	0.4%
Total	1,085	100.0%

Introduction to Shooting

Table M11.6) How old were you when you first went shooting?

	Count	Column Percent
10 years or younger	705	62.4%
11 to 17 years old	293	26.0%
18 to 24 years old	72	6.4%
25 to 34 years old	21	1.9%
35 to 44 years old	20	1.8%
45 to 54 years old	10	0.9%
55 to 64 years old	4	0.4%
65 years and older	4	0.4%
Total	1,129	100.0%

Table M11.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	219	19.4%
Blackpowder or muzzleloader	6	0.5%
Compound bow	6	0.5%
Crossbow	0	0.0%
MSR	14	1.2%
Revolver	82	7.3%
Shotgun	203	18.0%
Semi-Automatic handgun	88	7.8%
Traditional bow	16	1.4%
Traditional rifle (Centerfire)	52	4.6%
Traditional rifle (Rimfire)	441	39.1%
Other	2	0.2%
Total	1,129	100.0%

Table M11.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
5 Stand	1	0.1%
Benchrest	15	1.3%
Cowboy action	1	0.1%
Long range	5	0.4%
NRA high power	2	0.2%
Pattern shotgun	17	1.5%
Plinking or informal target shooting	910	80.8%
Silhouette	14	1.2%
Skeet	21	1.9%
Sporting clays	19	1.7%
Tactical	2	0.2%
Test reload	1	0.1%
Training (Military, Defense, Law Enforcement)	18	1.6%
Trap	15	1.3%
Target archery	17	1.5%
Field archery	2	0.2%
3D archery	2	0.2%
Other Please describe:	63	5.6%
Total	1,126	100.0%

Table M11.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	666	60.2%
Friend	137	12.4%
Grandparent	123	11.1%
Aunt / Uncle	107	9.7%
Nobody / I shot alone when I first went shooting	53	4.8%
Sibling	52	4.7%
Camp / Summer camp	51	4.6%
Mother	38	3.4%
Another relative	37	3.3%
Neighbor	32	2.9%
Military	18	1.6%
Co-worker	13	1.2%
Other	6	0.5%
Spouse	4	0.4%
Guide / outfitter	1	0.1%
Total	1,106	100.0%

Table M11.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	808	74.1%
Spend time with family or friends who already shot	549	50.4%
Tradition / way of life	548	50.3%
It's relaxing / an escape	528	48.4%
Wanted to spend more time outdoors	437	40.1%
I wanted a challenge / adventure	398	36.5%
Training for hunting	245	22.5%
Wanted to try a new sport	220	20.2%
Protection / self defense	215	19.7%
To teach someone else / introduce my children or others to shooting	208	19.1%
Training (military, police, etc.)	171	15.7%
Media (television, magazines, movies)	36	3.3%
Other Please write in	11	1.0%
Total	1,090	100.0%

Table M11.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	296	26.2%
1 year	116	10.3%
2 - 5 years	380	33.7%
6 - 10 years	99	8.8%

More than 10 years	136	12.0%
I have only ever participated in [the shooting activity that I first participated in]	102	9.0%
Total	1,129	100.0%

Table M11.12) **Which activities have you ever participated in?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	907	88.7%
3 Gun with a semi-automatic handgun	44	4.3%
Bowling pin with a semi-automatic handgun	141	13.8%
Bullseye with a semi-automatic handgun	262	25.6%
Cowboy action with a semi-automatic handgun	18	1.8%
IDPA with a semi-automatic handgun	80	7.8%
IPSC with a semi-automatic handgun	63	6.2%
Load Testing/Development with a semi-automatic handgun	203	19.8%
Sighting-in with a semi-automatic handgun	595	58.2%
Silhouette with a semi-automatic handgun	278	27.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	115	11.2%
Teaching/Informative with a semi-automatic handgun	364	35.6%
Testing (Ammo & firearm) with a semi-automatic handgun	418	40.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	330	32.3%
Other Please describe with a semi-automatic handgun	29	2.8%
Plinking or informal target shooting with a revolver	807	78.9%
3 Gun with a revolver	3	0.3%
Bowling pin with a revolver	83	8.1%
Bullseye with a revolver	199	19.5%
Cowboy action with a revolver	39	3.8%
IDPA with a revolver	18	1.8%
IPSC with a revolver	16	1.6%
Load Testing/Development with a revolver	177	17.3%
Sighting-in with a revolver	415	40.6%
Silhouette with a revolver	185	18.1%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	29	2.8%
Teaching/Informative with a revolver	236	23.1%
Testing (Ammo & firearm) with a revolver	314	30.7%
Training (Military, Defense, Law Enforcement) with a revolver	144	14.1%
Other Please describe with a revolver	24	2.3%
Plinking or informal target shooting with a traditional rimfire rifle	925	90.4%
3 Gun with a traditional rimfire rifle	7	0.7%
Benchrest with a traditional rimfire rifle	284	27.8%
Cowboy action with a traditional rimfire rifle	3	0.3%
Load Testing/Development with a traditional rimfire rifle	115	11.2%

Long range with a traditional rimfire rifle	188	18.4%
NRA high power with a traditional rimfire rifle	7	0.7%
Schuetzen with a traditional rimfire rifle	2	0.2%
Sighting-in rifle with a traditional rimfire rifle	653	63.8%
Silhouette with a traditional rimfire rifle	185	18.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	33	3.2%
Tactical with a traditional rimfire rifle	47	4.6%
Teaching/Informative with a traditional rimfire rifle	319	31.2%
Three (3) position with a traditional rimfire rifle	84	8.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	98	9.6%
Other Please describe with a traditional rimfire rifle	40	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	832	81.3%
3 Gun with a traditional centerfire rifle	16	1.6%
Benchrest with a traditional centerfire rifle	378	37.0%
Cowboy action with a traditional centerfire rifle	14	1.4%
Load Testing/Development with a traditional centerfire rifle	306	29.9%
Long range with a traditional centerfire rifle	435	42.5%
NRA high power with a traditional centerfire rifle	46	4.5%
Schuetzen with a traditional centerfire rifle	2	0.2%
Sighting-in rifle with a traditional centerfire rifle	717	70.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	201	19.6%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	19	1.9%
Tactical with a traditional centerfire rifle	135	13.2%
Teaching/Informative with a traditional centerfire rifle	308	30.1%
Three (3) position with a traditional centerfire rifle	78	7.6%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	201	19.6%
Other Please describe with a traditional centerfire rifle	40	3.9%
Plinking or informal target shooting with an MSR	782	76.4%
3 Gun with an MSR	41	4.0%
Benchrest with an MSR	261	25.5%
Cowboy action with an MSR	1	0.1%
Load Testing/Development with an MSR	230	22.5%
Long range with an MSR	295	28.8%
NRA high power with an MSR	30	2.9%
Schuetzen with an MSR	2	0.2%
Sighting-in rifle with an MSR	600	58.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	142	13.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	0	0.0%
Tactical with an MSR	275	26.9%

Teaching/Informative with an MSR	287	28.1%
Three (3) position with an MSR	70	6.8%
Training (Military, Defense, Law Enforcement) with an MSR	281	27.5%
Other Please describe with an MSR	15	1.5%
Informal (backyard, testing) with a shotgun	683	66.8%
3 Gun with a shotgun	40	3.9%
5 Stand with a shotgun	157	15.3%
Cowboy Action with a shotgun	19	1.9%
Dog training with a shotgun	133	13.0%
Other with a shotgun	15	1.5%
Pattern shotgun with a shotgun	477	46.6%
Sighting-In with a shotgun	414	40.5%
Skeet with a shotgun	576	56.3%
Sporting clays with a shotgun	584	57.1%
Teaching/Informative with a shotgun	261	25.5%
Test reload with a shotgun	156	15.2%
Training (Military, Defense, Law Enforcement) with a shotgun	172	16.8%
Trap with a shotgun	525	51.3%
Wobble Trap with a shotgun	142	13.9%
Other Please describe with a shotgun	37	3.6%
Total	1,023	100.0%

Current Recreational Shooting Activities

Table M11.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	919	89.8%
Traditional Centerfire Rifle	812	79.4%
Traditional Rimfire Rifle	803	78.5%
Shotgun	772	75.5%
Revolver	687	67.2%
MSR	625	61.1%
Traditional or Compound Bow	320	31.3%
Muzzleloader	216	21.1%
Crossbow	164	16.0%
None of the Above	11	1.1%
Total	1,023	100.0%

Table M11.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	849	82.9%
Plinking or informal target shooting with a traditional rimfire rifle	746	72.9%
Plinking or informal target shooting with a traditional centerfire rifle	695	67.9%
Plinking or informal target shooting with a Revolver	633	61.8%
Sighting-in rifle with a traditional centerfire rifle	591	57.7%
Plinking or informal target shooting with a MSR	565	55.2%
Sighting-in with a Semi-Automatic Handgun	525	51.3%
Informal (backyard or testing) with a Shotgun	516	50.4%
Sighting-in rifle with a traditional rimfire rifle	504	49.2%
Sighting-in rifle with a MSR	417	40.7%
Sporting clays with a Shotgun	409	39.9%
Skeet with a Shotgun	364	35.5%
Pattern shotgun	363	35.4%
Long range with a traditional centerfire rifle	335	32.7%
Trap with a Shotgun	330	32.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	327	31.9%
Benchrest with a traditional centerfire rifle	321	31.3%
Target shooting with a traditional or compound bow	320	31.3%
Sighting-in with a Revolver	308	30.1%
Teaching/Informative with a Semi-Automatic Handgun	302	29.5%
Sighting-In with a Shotgun	299	29.2%
Load Testing/Development with a traditional centerfire rifle	228	22.3%
Teaching/Informative with a traditional rimfire rifle	218	21.3%
Silhouette with a Semi-Automatic Handgun	217	21.2%
Target shooting with a muzzleloader	216	21.1%
Bullseye with a Semi-Automatic Handgun	214	20.9%
Benchrest with a traditional rimfire rifle	204	19.9%
Testing (Ammo & firearm) with a Revolver	202	19.7%
Teaching/Informative with a traditional centerfire rifle	199	19.4%
Teaching/Informative with a Shotgun	184	18.0%
Teaching/Informative with a MSR	175	17.1%
Teaching/Informative with a Revolver	167	16.3%
Target shooting with a crossbow	164	16.0%
Load Testing/Development with a Semi-Automatic Handgun	162	15.8%
Long range with a MSR	159	15.5%
Benchrest with a MSR	157	15.3%
Tactical with a MSR	152	14.8%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	146	14.3%
Target shooting with an air rifle at a range	144	14.1%

Load Testing/Development with a MSR	143	14.0%
Bullseye with a Revolver	134	13.1%
Silhouette with a traditional centerfire rifle	119	11.6%
Load Testing/Development with a Revolver	114	11.1%
5 Stand with a Shotgun	108	10.5%
Long range with a traditional rimfire rifle	106	10.4%
Wobble Trap with a Shotgun	102	10.0%
Training (Military / Defense / Law Enforcement) with a MSR	102	10.0%
Silhouette with a traditional rimfire rifle	102	10.0%
Silhouette with a Revolver	101	9.9%
Test reload with a Shotgun	95	9.3%
Bowling pin with a Semi-Automatic Handgun	73	7.1%
Silhouette with a MSR	72	7.0%
Dog training with a shotgun	72	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	71	6.9%
Steel Challenge with a Semi-Automatic Handgun	67	6.5%
Load Testing/Development with a traditional rimfire rifle	61	6.0%
Tactical with a traditional centerfire rifle	60	5.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	56	5.5%
IDPA with a Semi-Automatic Handgun	54	5.3%
Training (Military / Defense / Law Enforcement) with a Revolver	38	3.7%
Bowling pin with a Revolver	34	3.3%
3 Gun with a Semi-Automatic Handgun	32	3.1%
IPSC with a Semi-Automatic Handgun	32	3.1%
Three (3) position with a traditional centerfire rifle	31	3.0%
Three (3) position with a traditional rimfire rifle	27	2.6%
3 Gun with a Shotgun	26	2.5%
Three (3) position with a MSR	25	2.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	25	2.4%
3 Gun with a MSR	22	2.1%
Cowboy action with a Revolver	22	2.1%
Tactical with a traditional rimfire rifle	19	1.9%
Steel Challenge with a Revolver	15	1.5%
NRA high power with a traditional centerfire rifle	13	1.3%
Steel Challenge with a traditional rimfire rifle	13	1.3%
Cowboy Action with a Shotgun	12	1.2%
NRA high power with a MSR	12	1.2%
None of the above	11	1.1%
IDPA with a Revolver	10	1.0%
Steel Challenge with a traditional centerfire rifle	9	0.9%
Cowboy action with a traditional centerfire rifle	7	0.7%

IPSC with a Revolver	5	0.5%
Cowboy action with a Semi-Automatic Handgun	4	0.4%
3 Gun with a traditional rimfire rifle	3	0.3%
NRA high power with a traditional rimfire rifle	3	0.3%
3 Gun with a traditional centerfire rifle	1	0.1%
3 Gun with a Revolver	1	0.1%
Cowboy action with a traditional rimfire rifle	1	0.1%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	1,024	100.0%

Table M11.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	43	5.9%
Revolver	167	23.0%
Traditional Rimfire Rifle	144	19.8%
Traditional Centerfire Rifle	98	13.5%
MSR	210	28.9%
Shotgun	136	18.7%
Air Rifle	275	37.9%
Traditional or Compound Bow	305	42.0%
Crossbow	65	9.0%
Muzzleloader	193	26.6%
Total	726	100.0%

Table M11.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	167	18.3%
3 Gun with a Shotgun	14	1.5%
5 Stand with a Shotgun	49	5.4%
Cowboy Action with a Shotgun	7	0.8%
Sighting-In with a Shotgun	115	12.6%
Skeet with a Shotgun	212	23.2%
Sporting clays with a Shotgun	175	19.2%
Teaching/Informative with a Shotgun	77	8.4%
Test reload with a Shotgun	61	6.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	101	11.1%
Trap with a Shotgun	195	21.4%

Wobble Trap with a Shotgun	40	4.4%
Plinking or informal target shooting with a traditional centerfire rifle	137	15.0%
3 Gun with a traditional centerfire rifle	15	1.6%
Benchrest with a traditional centerfire rifle	57	6.2%
Cowboy action with a traditional centerfire rifle	7	0.8%
Load Testing/Development with a traditional centerfire rifle	78	8.5%
Long range with a traditional centerfire rifle	100	11.0%
NRA high power with a traditional centerfire rifle	33	3.6%
Schuetzen with a traditional centerfire rifle	2	0.2%
Sighting-in rifle with a traditional centerfire rifle	126	13.8%
Silhouette with a traditional centerfire rifle	82	9.0%
Steel Challenge with a traditional centerfire rifle	10	1.1%
Tactical with a traditional centerfire rifle	75	8.2%
Teaching/Informative with a traditional centerfire rifle	109	11.9%
Three (3) position with a traditional centerfire rifle	47	5.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	145	15.9%
Plinking or informal target shooting with a MSR	217	23.8%
3 Gun with a MSR	19	2.1%
Benchrest with a MSR	104	11.4%
Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	87	9.5%
Long range with a MSR	136	14.9%
NRA high power with a MSR	18	2.0%
Schuetzen with a MSR	2	0.2%
Sighting-in rifle with a MSR	183	20.0%
Silhouette with a MSR	70	7.7%
Steel Challenge with a MSR	0	0.0%
Tactical with a MSR	123	13.5%
Teaching/Informative with a MSR	112	12.3%
Three (3) position with a MSR	45	4.9%
Training (Military / Defense / Law Enforcement) with a MSR	178	19.5%
Plinking or informal target shooting with a Semi-Automatic Handgun	58	6.4%
3 Gun with a Semi-Automatic Handgun	12	1.3%
Bowling pin with a Semi-Automatic Handgun	68	7.4%
Bullseye with a Semi-Automatic Handgun	48	5.3%
Cowboy action with a Semi-Automatic Handgun	14	1.5%
IDPA with a Semi-Automatic Handgun	26	2.8%
IPSC with a Semi-Automatic Handgun	31	3.4%
Load Testing/Development with a Semi-Automatic Handgun	41	4.5%
Sighting-in with a Semi-Automatic Handgun	70	7.7%
Silhouette with a Semi-Automatic Handgun	61	6.7%
Steel Challenge with a Semi-Automatic Handgun	48	5.3%
Teaching/Informative with a Semi-Automatic Handgun	62	6.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	91	10.0%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	179	19.6%
Plinking or informal target shooting with a Revolver	174	19.1%

3 Gun with a Revolver	82	9.0%
Bowling pin with a Revolver	49	5.4%
Bullseye with a Revolver	65	7.1%
Cowboy action with a Revolver	17	1.9%
IDPA with a Revolver	8	0.9%
IPSC with a Revolver	11	1.2%
Load Testing/Development with a Revolver	63	6.9%
Sighting-in with a Revolver	107	11.7%
Silhouette with a Revolver	84	9.2%
Steel Challenge with a Revolver	14	1.5%
Teaching/Informative with a Revolver	69	7.6%
Testing (Ammo & firearm) with a Revolver	112	12.3%
Training (Military / Defense / Law Enforcement) with a Revolver	104	11.4%
Dog training with a shotgun	61	6.7%
Target shooting with a traditional or compound bow	305	33.4%
Target shooting with a crossbow	65	7.1%
Target shooting with a muzzleloader	193	21.1%
Plinking or informal target shooting with a traditional rimfire rifle	179	19.6%
3 Gun with a traditional rimfire rifle	4	0.4%
Benchrest with a traditional rimfire rifle	80	8.8%
Cowboy action with a traditional rimfire rifle	2	0.2%
Load Testing/Development with a traditional rimfire rifle	54	5.9%
Long range with a traditional rimfire rifle	82	9.0%
NRA high power with a traditional rimfire rifle	4	0.4%
Schuetzen with a traditional rimfire rifle	2	0.2%
Sighting-in rifle with a traditional rimfire rifle	149	16.3%
Target shooting with an air rifle at a range	275	30.1%
Silhouette with a traditional rimfire rifle	83	9.1%
Pattern shotgun	114	12.5%
Steel Challenge with a traditional rimfire rifle	20	2.2%
Tactical with a traditional rimfire rifle	28	3.1%
Teaching/Informative with a traditional rimfire rifle	101	11.1%
Three (3) position with a traditional rimfire rifle	57	6.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	73	8.0%
Total	913	100.0%

Current Hunting Activities

Table M11.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	579	90.0%
Shotgun	565	87.9%
MSR	305	47.4%
Traditional bow/compound bow	299	46.5%
Muzzleloader	265	41.2%
Handgun	258	40.1%
Crossbow	146	22.7%
Other	23	3.6%
Total	643	100.0%

Table M11.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	85	14.0%
Deer	536	88.4%
Elk	97	16.0%
Other big game	47	7.8%
Others	31	5.1%
Predators	302	49.8%
Small game	367	60.6%
Turkey	350	57.8%
Upland game birds	307	50.7%
Waterfowl	206	34.0%
Wild pig / feral hog	156	25.7%
Total	606	100.0%

MSR Activity Interest

Table M11.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	211	41.5%
These activities are not offered at ranges in my area	175	34.4%
I don't know how to get started	159	31.2%
I don't have anybody to go with	101	19.8%
Too expensive	91	17.9%
I do not own / have access to this firearm	26	5.1%
Other Please describe	25	4.9%
Medical reason / disability	12	2.4%
Total	509	100.0%

Table M11.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot an MSR within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	89	50.0%
Too expensive	43	24.2%
Not enough time	38	21.3%
These activities are not offered at ranges in my area	16	9.0%
I don't have anybody to go with	15	8.4%
I don't know how to get started	13	7.3%
Other Please describe	13	7.3%
Medical reason / disability	4	2.2%
Total	178	100.0%

Influential Media and Individuals

Table M11.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	468	46.5%
Father	319	31.7%
Self / nobody else	186	18.5%
Co-worker	100	9.9%
Another relative	96	9.5%
Aunt / Uncle	95	9.4%
Sibling	89	8.8%
Grandparent	89	8.8%
Military	64	6.4%
Neighbor	39	3.9%
Other, please specify	32	3.2%
Spouse	23	2.3%
Mother	16	1.6%
Children / grandchildren	15	1.5%
Guide / outfitter	13	1.3%
Total	1,007	100.0%

Table M11.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	447	44.4%
Online videos	358	35.6%
Magazines and Books	314	31.2%
Local clubs or social organizations	240	23.9%
National sportsmen's conservation organizations	216	21.5%
Hunter education programs	129	12.8%
Retailers	114	11.3%
State wildlife management agencies	99	9.8%
Other, please specify	50	5.0%
Seminars	41	4.1%
Total	1,006	100.0%

Table M11.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	246	69.1%
How-to videos	236	66.3%
Product reviews	229	64.3%
Non-professionals (home videos) hunting/fishing/shooting	201	56.5%
Competitions	186	52.2%
TV programs (complete or partial episodes)	146	41.0%
Informational/political/talk show style	64	18.0%
Fish and Wildlife agency produced videos	46	12.9%
Comedy/blooper videos	32	9.0%
Other	15	4.2%
Total	356	100.0%

Table M11.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	28	6.3%
Animal Planet	13	2.9%
Comcast SportsNet	3	0.7%
Discovery Channel	66	14.9%
ESPN/ESPN 2	23	5.2%
History Channel	110	24.9%
Military Channel	117	26.5%
National Geographic	33	7.5%
NBC Sports	9	2.0%
Outdoor Channel	357	80.8%
Pursuit Channel	138	31.2%
Sportsman Channel	288	65.2%
Sunshine Network / SUN Sports	4	0.9%
WildTV	13	2.9%
World Fishing Network	10	2.3%
Other national network	15	3.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	97	21.9%
I watched hunting/fishing TV, but don't remember the channel	90	20.4%
Total	442	100.0%

Table M11.25) **Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?**

	Count	Column Percent
Joining a local range	529	48.3%
Programming offered by outdoor retailers	361	33.0%
YouTube videos	333	30.4%
An invitation from a friend / family member	329	30.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	324	29.6%
Books / magazines	283	25.8%
Membership in a non-profit organization	240	21.9%
Online forums / blogs	195	17.8%
Other Please describe	89	8.1%
None of the above	34	3.1%
Total	1,095	100.0%

Table M11.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	105	29.2%	90	28.4%	66	28.1%	114	34.4%
Google+	78	21.7%	53	16.7%	45	19.1%	60	18.1%
Twitter	17	4.7%	10	3.2%	11	4.7%	18	5.4%
Pinterest	19	5.3%	18	5.7%	19	8.1%	20	6.0%
Magazines	237	66.0%	200	63.1%	155	66.0%	189	57.1%
Instagram	44	12.3%	28	8.8%	27	11.5%	40	12.1%
YouTube	223	62.1%	186	58.7%	140	59.6%	278	84.0%
Television programs	186	51.8%	136	42.9%	109	46.4%	147	44.4%
Online Forums	141	39.3%	126	39.7%	87	37.0%	149	45.0%
Newsletter from hunting / wildlife groups or organizations	106	29.5%	106	33.4%	78	33.2%	76	23.0%
Fish / Wildlife Agency for My State of Residence	89	24.8%	107	33.8%	75	31.9%	56	16.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	54	15.0%	64	20.2%	51	21.7%	42	12.7%
Other	10	2.8%	6	1.9%	2	0.9%	5	1.5%
None of The Above	13	3.6%	17	5.4%	9	3.8%	9	2.7%
Total	359	100.0%	317	100.0%	235	100.0%	331	100.0%

Table M11.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	157	30.3%	80	28.5%	69	35.4%	99	30.3%
Google+	88	17.0%	64	22.8%	31	15.9%	63	19.3%
Twitter	25	4.8%	14	5.0%	9	4.6%	12	3.7%
Pinterest	26	5.0%	19	6.8%	13	6.7%	10	3.1%
Magazines	320	61.8%	223	79.4%	128	65.6%	189	57.8%
Instagram	55	10.6%	34	12.1%	25	12.8%	29	8.9%
YouTube	321	62.0%	180	64.1%	146	74.9%	176	53.8%
Television programs	231	44.6%	150	53.4%	88	45.1%	137	41.9%
Online Forums	209	40.3%	118	42.0%	129	66.2%	94	28.7%
Newsletter from hunting / wildlife groups or organizations	128	24.7%	89	31.7%	55	28.2%	83	25.4%
Fish / Wildlife Agency for My State of Residence	107	20.7%	63	22.4%	33	16.9%	75	22.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	60	11.6%	40	14.2%	17	8.7%	46	14.1%
Other	11	2.1%	4	1.4%	4	2.1%	8	2.4%
None of The Above	25	4.8%	8	2.8%	6	3.1%	27	8.3%
Total	518	100.0%	281	100.0%	195	100.0%	327	100.0%

Tactical Shooting with an MSR

This section includes those who are interested in tactical shooting with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M12.1) **What is your current age?**

	Count	Column Percent
18 to 24	24	1.8%
25 to 34	123	9.2%
35 to 44	215	16.0%
45 to 54	351	26.1%
55 to 64	386	28.7%
65 and older	245	18.2%
Total	1,344	100.0%

Table M12.2) **What is your gender?**

	Count	Column Percent
Male	1,314	97.6%
Female	33	2.4%
Total	1,347	100.0%

Table M12.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	50	3.7%
\$20,000 to \$29,999	51	3.8%
\$30,000 to \$39,999	66	4.9%
\$40,000 to \$49,999	104	7.8%
\$50,000 to \$74,999	282	21.0%
\$75,000 to \$99,999	260	19.4%
\$100,000 to \$149,999	281	21.0%
\$150,000 to \$200,000	120	9.0%
More than \$200,000	126	9.4%
Total	1,340	100.0%

Table M12.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	8	0.6%
High school graduation	277	20.6%
Trade school, associates degree or similar	468	34.8%
Bachelors degree	395	29.3%
Masters degree	151	11.2%
Ph D and higher	47	3.5%
Total	1,346	100.0%

Table M12.5) In which region do you live?

	Count	Column Percent
Northeast	187	13.9%
Midwest	337	25.0%
South	539	40.0%
West	269	20.0%
Canada	15	1.1%
Total	1,347	100.0%

Introduction to Shooting

Table M12.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	856	61.1%
11 to 17 years old	380	27.1%
18 to 24 years old	92	6.6%
25 to 34 years old	24	1.7%
35 to 44 years old	23	1.6%
45 to 54 years old	11	0.8%
55 to 64 years old	12	0.9%
65 years and older	3	0.2%
Total	1,401	100.0%

Table M12.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	273	19.5%
Blackpowder or muzzleloader	4	0.3%
Compound bow	7	0.5%
Crossbow	1	0.1%
MSR	14	1.0%
Revolver	99	7.1%
Shotgun	255	18.2%
Semi-Automatic handgun	102	7.3%
Traditional bow	31	2.2%
Traditional rifle (Centerfire)	71	5.1%
Traditional rifle (Rimfire)	543	38.8%
Other	1	0.1%
Total	1,401	100.0%

Table M12.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	2	0.1%
Benchrest	19	1.4%
Cowboy action	3	0.2%
Long range	16	1.1%
NRA high power	2	0.1%
Pattern shotgun	17	1.2%
Plinking or informal target shooting	1,111	79.5%
Silhouette	22	1.6%
Skeet	25	1.8%
Sporting clays	20	1.4%
Steel Challenge	1	0.1%
Tactical	4	0.3%
Test reload	1	0.1%
Training (Military, Defense, Law Enforcement)	15	1.1%
Trap	21	1.5%
Wobble Trap	1	0.1%
Target archery	28	2.0%
Field archery	3	0.2%
3D archery	5	0.4%
Other Please describe:	81	5.8%
Total	1,397	100.0%

Table M12.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	838	61.3%
Friend	173	12.6%
Grandparent	151	11.0%
Aunt / Uncle	110	8.0%
Sibling	77	5.6%
Nobody / I shot alone when I first went shooting	68	5.0%
Camp / Summer camp	51	3.7%
Another relative	42	3.1%
Mother	40	2.9%
Neighbor	28	2.0%
Co-worker	16	1.2%
Military	16	1.2%
Spouse	9	0.7%
Other	8	0.6%
Guide / outfitter	3	0.2%
Total	1,368	100.0%

Table M12.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	964	71.7%
Tradition / way of life	681	50.6%
Spend time with family or friends who already shot	647	48.1%
It's relaxing / an escape	612	45.5%
Wanted to spend more time outdoors	524	39.0%
I wanted a challenge / adventure	430	32.0%
Training for hunting	334	24.8%
Protection / self defense	306	22.8%
Wanted to try a new sport	264	19.6%
To teach someone else / introduce my children or others to shooting	220	16.4%
Training (military, police, etc.)	176	13.1%
Media (television, magazines, movies)	36	2.7%
Other Please write in	11	0.8%
Total	1,345	100.0%

Table M12.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	376	26.8%
1 year	142	10.1%
2 - 5 years	477	34.0%
6 - 10 years	105	7.5%
More than 10 years	143	10.2%
I have only ever participated in [the shooting activity that I first participated in]	158	11.3%
Total	1,401	100.0%

Table M12.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,057	85.6%
3 Gun with a semi-automatic handgun	29	2.3%
Bowling pin with a semi-automatic handgun	119	9.6%
Bullseye with a semi-automatic handgun	280	22.7%
Cowboy action with a semi-automatic handgun	17	1.4%
IDPA with a semi-automatic handgun	68	5.5%
IPSC with a semi-automatic handgun	53	4.3%
Load Testing/Development with a semi-automatic handgun	199	16.1%
Sighting-in with a semi-automatic handgun	648	52.5%
Silhouette with a semi-automatic handgun	303	24.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	85	6.9%
Teaching/Informative with a semi-automatic handgun	364	29.5%
Testing (Ammo & firearm) with a semi-automatic handgun	441	35.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	336	27.2%
Other Please describe with a semi-automatic handgun	45	3.6%
Plinking or informal target shooting with a revolver	960	77.7%
3 Gun with a revolver	4	0.3%
Bowling pin with a revolver	77	6.2%
Bullseye with a revolver	206	16.7%
Cowboy action with a revolver	47	3.8%
IDPA with a revolver	10	0.8%
IPSC with a revolver	6	0.5%
Load Testing/Development with a revolver	194	15.7%
Sighting-in with a revolver	447	36.2%
Silhouette with a revolver	204	16.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	31	2.5%
Teaching/Informative with a revolver	253	20.5%
Testing (Ammo & firearm) with a revolver	350	28.3%
Training (Military, Defense, Law Enforcement) with a revolver	157	12.7%

Other Please describe with a revolver	32	2.6%
Plinking or informal target shooting with a traditional rimfire rifle	1,085	87.9%
3 Gun with a traditional rimfire rifle	7	0.6%
Benchrest with a traditional rimfire rifle	288	23.3%
Cowboy action with a traditional rimfire rifle	4	0.3%
Load Testing/Development with a traditional rimfire rifle	103	8.3%
Long range with a traditional rimfire rifle	191	15.5%
NRA high power with a traditional rimfire rifle	7	0.6%
Schuetzen with a traditional rimfire rifle	2	0.2%
Sighting-in rifle with a traditional rimfire rifle	730	59.1%
Silhouette with a traditional rimfire rifle	175	14.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	43	3.5%
Tactical with a traditional rimfire rifle	24	1.9%
Teaching/Informative with a traditional rimfire rifle	332	26.9%
Three (3) position with a traditional rimfire rifle	81	6.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	86	7.0%
Other Please describe with a traditional rimfire rifle	64	5.2%
Plinking or informal target shooting with a traditional centerfire rifle	953	77.2%
3 Gun with a traditional centerfire rifle	11	0.9%
Benchrest with a traditional centerfire rifle	404	32.7%
Cowboy action with a traditional centerfire rifle	17	1.4%
Load Testing/Development with a traditional centerfire rifle	319	25.8%
Long range with a traditional centerfire rifle	436	35.3%
NRA high power with a traditional centerfire rifle	33	2.7%
Schuetzen with a traditional centerfire rifle	1	0.1%
Sighting-in rifle with a traditional centerfire rifle	791	64.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	192	15.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	32	2.6%
Tactical with a traditional centerfire rifle	54	4.4%
Teaching/Informative with a traditional centerfire rifle	314	25.4%
Three (3) position with a traditional centerfire rifle	68	5.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	181	14.7%
Other Please describe with a traditional centerfire rifle	59	4.8%
Plinking or informal target shooting with an MSR	853	69.1%
3 Gun with an MSR	24	1.9%
Benchrest with an MSR	214	17.3%
Cowboy action with an MSR	1	0.1%
Load Testing/Development with an MSR	179	14.5%
Long range with an MSR	203	16.4%
NRA high power with an MSR	17	1.4%

Schuetzen with an MSR	2	0.2%
Sighting-in rifle with an MSR	586	47.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	113	9.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	37	3.0%
Tactical with an MSR	0	0.0%
Teaching/Informative with an MSR	238	19.3%
Three (3) position with an MSR	38	3.1%
Training (Military, Defense, Law Enforcement) with an MSR	225	18.2%
Other Please describe with an MSR	28	2.3%
Informal (backyard, testing) with a shotgun	813	65.8%
3 Gun with a shotgun	27	2.2%
5 Stand with a shotgun	166	13.4%
Cowboy Action with a shotgun	16	1.3%
Dog training with a shotgun	148	12.0%
Other with a shotgun	12	1.0%
Pattern shotgun with a shotgun	543	44.0%
Sighting-In with a shotgun	437	35.4%
Skeet with a shotgun	654	53.0%
Sporting clays with a shotgun	663	53.7%
Teaching/Informative with a shotgun	258	20.9%
Test reload with a shotgun	153	12.4%
Training (Military, Defense, Law Enforcement) with a shotgun	145	11.7%
Trap with a shotgun	608	49.2%
Wobble Trap with a shotgun	134	10.9%
Other Please describe with a shotgun	56	4.5%
Total	1,235	100.0%

Current Recreational Shooting Activities

Table M12.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	1,098	88.7%
Traditional Centerfire Rifle	926	74.8%
Traditional Rimfire Rifle	924	74.6%
Shotgun	903	72.9%
Revolver	810	65.4%
MSR	622	50.2%
Traditional or Compound Bow	365	29.5%
Muzzleloader	242	19.5%
Crossbow	178	14.4%
None of the Above	18	1.5%
Total	1,238	100.0%

Table M12.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	998	80.5%
Plinking or informal target shooting with a traditional rimfire rifle	851	68.6%
Plinking or informal target shooting with a traditional centerfire rifle	762	61.5%
Plinking or informal target shooting with a Revolver	739	59.6%
Sighting-in rifle with a traditional centerfire rifle	644	51.9%
Informal (backyard or testing) with a Shotgun	614	49.5%
Plinking or informal target shooting with a MSR	552	44.5%
Sighting-in with a Semi-Automatic Handgun	549	44.3%
Sighting-in rifle with a traditional rimfire rifle	539	43.5%
Sporting clays with a Shotgun	453	36.5%
Pattern shotgun	402	32.4%
Skeet with a Shotgun	383	30.9%
Sighting-in rifle with a MSR	376	30.3%
Target shooting with a traditional or compound bow	365	29.4%
Trap with a Shotgun	361	29.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	339	27.3%
Sighting-in with a Revolver	331	26.7%
Long range with a traditional centerfire rifle	329	26.5%
Benchrest with a traditional centerfire rifle	322	26.0%
Sighting-In with a Shotgun	315	25.4%
Teaching/Informative with a Semi-Automatic Handgun	289	23.3%
Target shooting with a muzzleloader	242	19.5%
Silhouette with a Semi-Automatic Handgun	241	19.4%

Bullseye with a Semi-Automatic Handgun	232	18.7%
Load Testing/Development with a traditional centerfire rifle	229	18.5%
Testing (Ammo & firearm) with a Revolver	225	18.1%
Benchrest with a traditional rimfire rifle	209	16.9%
Teaching/Informative with a traditional rimfire rifle	209	16.9%
Teaching/Informative with a traditional centerfire rifle	187	15.1%
Target shooting with a crossbow	178	14.4%
Teaching/Informative with a Shotgun	172	13.9%
Target shooting with an air rifle at a range	172	13.9%
Teaching/Informative with a Revolver	167	13.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	158	12.7%
Bullseye with a Revolver	151	12.2%
Load Testing/Development with a Semi-Automatic Handgun	148	11.9%
Teaching/Informative with a MSR	143	11.5%
Load Testing/Development with a Revolver	123	9.9%
Silhouette with a Revolver	122	9.8%
5 Stand with a Shotgun	117	9.4%
Benchrest with a MSR	111	9.0%
Long range with a traditional rimfire rifle	103	8.3%
Load Testing/Development with a MSR	102	8.2%
Silhouette with a traditional centerfire rifle	100	8.1%
Silhouette with a traditional rimfire rifle	95	7.7%
Wobble Trap with a Shotgun	91	7.3%
Long range with a MSR	89	7.2%
Test reload with a Shotgun	86	6.9%
Dog training with a shotgun	78	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	64	5.2%
Bowling pin with a Semi-Automatic Handgun	64	5.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	62	5.0%
Steel Challenge with a Semi-Automatic Handgun	58	4.7%
Load Testing/Development with a traditional rimfire rifle	53	4.3%
Silhouette with a MSR	52	4.2%
IDPA with a Semi-Automatic Handgun	45	3.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	43	3.5%
Training (Military / Defense / Law Enforcement) with a Revolver	42	3.4%
Bowling pin with a Revolver	35	2.8%
Tactical with a traditional centerfire rifle	27	2.2%
IPSC with a Semi-Automatic Handgun	26	2.1%
Cowboy action with a Revolver	26	2.1%
Three (3) position with a traditional rimfire rifle	25	2.0%
Three (3) position with a traditional centerfire rifle	24	1.9%

3 Gun with a Semi-Automatic Handgun	24	1.9%
Steel Challenge with a traditional rimfire rifle	22	1.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	20	1.6%
3 Gun with a Shotgun	18	1.5%
Steel Challenge with a traditional centerfire rifle	18	1.5%
None of the above	18	1.5%
3 Gun with a MSR	17	1.4%
Three (3) position with a MSR	16	1.3%
Steel Challenge with a MSR	13	1.0%
Steel Challenge with a Revolver	13	1.0%
Cowboy Action with a Shotgun	10	0.8%
Tactical with a traditional rimfire rifle	10	0.8%
Cowboy action with a traditional centerfire rifle	8	0.6%
NRA high power with a MSR	7	0.6%
Cowboy action with a Semi-Automatic Handgun	7	0.6%
3 Gun with a traditional centerfire rifle	3	0.2%
NRA high power with a traditional centerfire rifle	3	0.2%
IDPA with a Revolver	3	0.2%
3 Gun with a traditional rimfire rifle	3	0.2%
Cowboy action with a traditional rimfire rifle	2	0.2%
IPSC with a Revolver	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Tactical with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	1,240	100.0%

Table M12.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	56	6.1%
Revolver	211	23.1%
Traditional Rimfire Rifle	202	22.1%
Traditional Centerfire Rifle	142	15.6%
MSR	310	34.0%
Shotgun	174	19.1%
Air Rifle	331	36.3%
Traditional or Compound Bow	367	40.2%
Crossbow	93	10.2%
Muzzleloader	212	23.2%
Total	913	100.0%

Table M12.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	199	18.1%
3 Gun with a Shotgun	9	0.8%
5 Stand with a Shotgun	49	4.5%
Cowboy Action with a Shotgun	6	0.5%
Sighting-In with a Shotgun	122	11.1%
Skeet with a Shotgun	271	24.7%
Sporting clays with a Shotgun	210	19.1%
Teaching/Informative with a Shotgun	86	7.8%
Test reload with a Shotgun	67	6.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	83	7.6%
Trap with a Shotgun	247	22.5%
Wobble Trap with a Shotgun	43	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	191	17.4%
3 Gun with a traditional centerfire rifle	8	0.7%
Benchrest with a traditional centerfire rifle	82	7.5%
Cowboy action with a traditional centerfire rifle	9	0.8%
Load Testing/Development with a traditional centerfire rifle	90	8.2%
Long range with a traditional centerfire rifle	107	9.8%
NRA high power with a traditional centerfire rifle	30	2.7%
Schuetzen with a traditional centerfire rifle	1	0.1%
Sighting-in rifle with a traditional centerfire rifle	147	13.4%
Silhouette with a traditional centerfire rifle	92	8.4%
Steel Challenge with a traditional centerfire rifle	14	1.3%
Tactical with a traditional centerfire rifle	27	2.5%
Teaching/Informative with a traditional centerfire rifle	127	11.6%
Three (3) position with a traditional centerfire rifle	44	4.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	138	12.6%
Plinking or informal target shooting with a MSR	301	27.4%

3 Gun with a MSR	7	0.6%
Benchrest with a MSR	103	9.4%
Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	77	7.0%
Long range with a MSR	114	10.4%
NRA high power with a MSR	10	0.9%
Schuetzen with a MSR	2	0.2%
Sighting-in rifle with a MSR	210	19.1%
Silhouette with a MSR	61	5.6%
Steel Challenge with a MSR	24	2.2%
Tactical with a MSR	0	0.0%
Teaching/Informative with a MSR	95	8.7%
Three (3) position with a MSR	22	2.0%
Training (Military / Defense / Law Enforcement) with a MSR	159	14.5%
Plinking or informal target shooting with a Semi-Automatic Handgun	59	5.4%
3 Gun with a Semi-Automatic Handgun	5	0.5%
Bowling pin with a Semi-Automatic Handgun	55	5.0%
Bullseye with a Semi-Automatic Handgun	47	4.3%
Cowboy action with a Semi-Automatic Handgun	10	0.9%
IDPA with a Semi-Automatic Handgun	23	2.1%
IPSC with a Semi-Automatic Handgun	27	2.5%
Load Testing/Development with a Semi-Automatic Handgun	51	4.6%
Sighting-in with a Semi-Automatic Handgun	99	9.0%
Silhouette with a Semi-Automatic Handgun	62	5.7%
Steel Challenge with a Semi-Automatic Handgun	27	2.5%
Teaching/Informative with a Semi-Automatic Handgun	75	6.8%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	102	9.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	169	15.4%
Plinking or informal target shooting with a Revolver	221	20.1%
3 Gun with a Revolver	77	7.0%
Bowling pin with a Revolver	42	3.8%
Bullseye with a Revolver	55	5.0%
Cowboy action with a Revolver	21	1.9%
IDPA with a Revolver	7	0.6%
IPSC with a Revolver	5	0.5%
Load Testing/Development with a Revolver	71	6.5%
Sighting-in with a Revolver	116	10.6%
Silhouette with a Revolver	82	7.5%
Steel Challenge with a Revolver	18	1.6%
Teaching/Informative with a Revolver	86	7.8%
Testing (Ammo & firearm) with a Revolver	125	11.4%
Training (Military / Defense / Law Enforcement) with a Revolver	107	9.8%
Dog training with a shotgun	70	6.4%
Target shooting with a traditional or compound bow	367	33.5%
Target shooting with a crossbow	93	8.5%
Target shooting with a muzzleloader	212	19.3%
Plinking or informal target shooting with a traditional rimfire rifle	234	21.3%

3 Gun with a traditional rimfire rifle	4	0.4%
Benchrest with a traditional rimfire rifle	79	7.2%
Cowboy action with a traditional rimfire rifle	2	0.2%
Load Testing/Development with a traditional rimfire rifle	50	4.6%
Long range with a traditional rimfire rifle	88	8.0%
NRA high power with a traditional rimfire rifle	6	0.5%
Schuetzen with a traditional rimfire rifle	1	0.1%
Sighting-in rifle with a traditional rimfire rifle	191	17.4%
Target shooting with an air rifle at a range	331	30.2%
Silhouette with a traditional rimfire rifle	80	7.3%
Pattern shotgun	141	12.9%
Steel Challenge with a traditional rimfire rifle	21	1.9%
Tactical with a traditional rimfire rifle	14	1.3%
Teaching/Informative with a traditional rimfire rifle	123	11.2%
Three (3) position with a traditional rimfire rifle	56	5.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	66	6.0%
Total	1,097	100.0%

Current Hunting Activities

Table M12.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	696	88.5%
Shotgun	683	86.9%
Traditional bow/compound bow	361	45.9%
MSR	333	42.4%
Muzzleloader	299	38.0%
Handgun	271	34.5%
Crossbow	171	21.8%
Other	25	3.2%
Total	786	100.0%

Table M12.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	115	15.7%
Deer	643	88.0%
Elk	142	19.4%
Other big game	68	9.3%
Others	28	3.8%
Predators	336	46.0%
Small game	390	53.4%
Turkey	428	58.5%
Upland game birds	369	50.5%
Waterfowl	248	33.9%
Wild pig / feral hog	166	22.7%
Total	731	100.0%

MSR Activity Interest

Table M12.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	241	42.7%
These activities are not offered at ranges in my area	183	32.4%
I don't know how to get started	169	30.0%
I don't have anybody to go with	121	21.5%
Too expensive	100	17.7%
I do not own / have access to this firearm	39	6.9%
Other Please describe	24	4.3%
Medical reason / disability	11	2.0%
Total	564	100.0%

Table M12.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	140	50.4%
Too expensive	58	20.9%
Not enough time	53	19.1%
I don't have anybody to go with	39	14.0%
I don't know how to get started	28	10.1%
These activities are not offered at ranges in my area	24	8.6%
Other Please describe	20	7.2%
Medical reason / disability	4	1.4%
Total	278	100.0%

Influential Media and Individuals

Table M12.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	551	45.3%
Father	422	34.7%
Self / nobody else	222	18.3%
Grandparent	105	8.6%
Co-worker	101	8.3%
Aunt / Uncle	98	8.1%
Another relative	94	7.7%
Sibling	93	7.6%
Military	62	5.1%
Neighbor	45	3.7%
Other, please specify	41	3.4%
Spouse	32	2.6%
Children / grandchildren	21	1.7%
Guide / outfitter	16	1.3%
Mother	15	1.2%
Total	1,216	100.0%

Table M12.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	528	43.4%
Magazines and Books	408	33.6%
Online videos	373	30.7%
National sportsmen’s conservation organizations	262	21.5%
Local clubs or social organizations	237	19.5%
Hunter education programs	168	13.8%
Retailers	151	12.4%
State wildlife management agencies	130	10.7%
Seminars	49	4.0%
Other, please specify	47	3.9%
Total	1,216	100.0%

Table M12.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	239	64.2%
Professionals hunting/fishing/shooting	234	62.9%
Product reviews	223	59.9%
Non-professionals (home videos) hunting/fishing/shooting	210	56.5%
Competitions	165	44.4%
TV programs (complete or partial episodes)	157	42.2%
Informational/political/talk show style	60	16.1%
Fish and Wildlife agency produced videos	45	12.1%
Comedy/blooper videos	29	7.8%
Other	10	2.7%
Total	372	100.0%

Table M12.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	30	5.7%
Animal Planet	21	4.0%
Comcast SportsNet	3	0.6%
Discovery Channel	84	16.0%
ESPN/ESPN 2	24	4.6%
History Channel	128	24.4%
Military Channel	120	22.9%
National Geographic	38	7.3%
NBC Sports	14	2.7%
Outdoor Channel	412	78.6%
Pursuit Channel	153	29.2%
Sportsman Channel	327	62.4%
Sunshine Network / SUN Sports	4	0.8%
WildTV	14	2.7%
World Fishing Network	14	2.7%
Other national network	16	3.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	115	21.9%
I watched hunting/fishing TV, but don't remember the channel	96	18.3%
Total	524	100.0%

Table M12.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	637	47.0%
An invitation from a friend / family member	437	32.3%
Programming offered by outdoor retailers	424	31.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	385	28.4%
YouTube videos	376	27.7%
Books / magazines	335	24.7%
Membership in a non-profit organization	293	21.6%
Online forums / blogs	229	16.9%
Other Please describe	106	7.8%
None of the above	37	2.7%
Total	1,355	100.0%

Table M12.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	113	27.0%	103	27.0%	85	29.3%	124	33.2%
Google+	94	22.4%	76	19.9%	55	19.0%	69	18.4%
Twitter	18	4.3%	11	2.9%	14	4.8%	20	5.3%
Pinterest	27	6.4%	21	5.5%	18	6.2%	24	6.4%
Magazines	284	67.8%	252	66.1%	186	64.1%	226	60.4%
Instagram	34	8.1%	27	7.1%	26	9.0%	35	9.4%
YouTube	251	59.9%	208	54.6%	161	55.5%	311	83.2%
Television programs	201	48.0%	156	40.9%	119	41.0%	155	41.4%
Online Forums	144	34.4%	129	33.9%	99	34.1%	158	42.2%
Newsletter from hunting / wildlife groups or organizations	120	28.6%	126	33.1%	97	33.4%	83	22.2%
Fish / Wildlife Agency for My State of Residence	105	25.1%	129	33.9%	92	31.7%	63	16.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	57	13.6%	72	18.9%	56	19.3%	41	11.0%
Other	11	2.6%	8	2.1%	7	2.4%	10	2.7%
None of The Above	24	5.7%	24	6.3%	21	7.2%	9	2.4%
Total	419	100.0%	381	100.0%	290	100.0%	374	100.0%

Table M12.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	170	27.1%	88	26.5%	74	32.6%	122	28.5%
Google+	106	16.9%	70	21.1%	43	18.9%	75	17.5%
Twitter	27	4.3%	16	4.8%	13	5.7%	20	4.7%
Pinterest	30	4.8%	24	7.2%	10	4.4%	14	3.3%
Magazines	388	61.8%	262	78.9%	150	66.1%	264	61.7%
Instagram	47	7.5%	29	8.7%	22	9.7%	27	6.3%
YouTube	371	59.1%	203	61.1%	166	73.1%	208	48.6%
Television programs	256	40.8%	160	48.2%	94	41.4%	169	39.5%
Online Forums	224	35.7%	122	36.7%	141	62.1%	111	25.9%
Newsletter from hunting / wildlife groups or organizations	148	23.6%	103	31.0%	54	23.8%	106	24.8%
Fish / Wildlife Agency for My State of Residence	138	22.0%	79	23.8%	45	19.8%	101	23.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	67	10.7%	42	12.7%	19	8.4%	55	12.9%
Other	12	1.9%	5	1.5%	6	2.6%	8	1.9%
None of The Above	42	6.7%	12	3.6%	6	2.6%	41	9.6%
Total	628	100.0%	332	100.0%	227	100.0%	428	100.0%

Teaching or Informative Shooting with an MSR

This section includes those who are interested in teaching or informative shooting with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M9.1) **What is your current age?**

	Count	Column Percent
18 to 24	9	2.3%
25 to 34	43	11.0%
35 to 44	72	18.5%
45 to 54	99	25.4%
55 to 64	103	26.4%
65 and older	64	16.4%
Total	390	100.0%

Table M9.2) **What is your gender?**

	Count	Column Percent
Male	382	97.9%
Female	8	2.1%
Total	390	100.0%

Table M9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	18	4.6%
\$20,000 to \$29,999	18	4.6%
\$30,000 to \$39,999	25	6.4%
\$40,000 to \$49,999	28	7.2%
\$50,000 to \$74,999	86	22.1%
\$75,000 to \$99,999	87	22.4%
\$100,000 to \$149,999	74	19.0%
\$150,000 to \$200,000	26	6.7%
More than \$200,000	27	6.9%
Total	389	100.0%

Table M9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	6	1.5%
High school graduation	76	19.5%
Trade school, associates degree or similar	138	35.4%
Bachelors degree	105	26.9%
Masters degree	52	13.3%
Ph D and higher	13	3.3%
Total	390	100.0%

Table M9.5) In which region do you live?

	Count	Column Percent
Northeast	65	16.7%
Midwest	104	26.7%
South	138	35.4%
West	78	20.0%
Canada	5	1.3%
Total	390	100.0%

Introduction to Shooting

Table M9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	254	63.3%
11 to 17 years old	98	24.4%
18 to 24 years old	29	7.2%
25 to 34 years old	7	1.7%
35 to 44 years old	7	1.7%
45 to 54 years old	2	0.5%
55 to 64 years old	3	0.7%
65 years and older	1	0.2%
Total	401	100.0%

Table M9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	62	15.5%
Blackpowder or muzzleloader	2	0.5%
Compound bow	1	0.2%
Crossbow	0	0.0%
MSR	8	2.0%
Revolver	39	9.7%
Shotgun	70	17.5%
Semi-Automatic handgun	41	10.2%
Traditional bow	10	2.5%
Traditional rifle (Centerfire)	22	5.5%
Traditional rifle (Rimfire)	146	36.4%
Other	0	0.0%
Total	401	100.0%

Table M9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	7	1.8%
Long range	4	1.0%
NRA high power	1	0.3%
Pattern shotgun	5	1.3%
Plinking or informal target shooting	309	77.4%
Silhouette	10	2.5%
Skeet	8	2.0%
Sporting clays	3	0.8%
Tactical	1	0.3%
Test reload	3	0.8%
Training (Military, Defense, Law Enforcement)	5	1.3%
Trap	7	1.8%
Wobble Trap	1	0.3%
Target archery	9	2.3%
Field archery	1	0.3%
3D archery	1	0.3%
Other Please describe:	24	6.0%
Total	399	100.0%

Table M9.9) Who took you shooting for the first time?

	Count	Column Percent
Father	223	57.6%
Friend	52	13.4%
Aunt / Uncle	42	10.9%
Grandparent	39	10.1%
Camp / Summer camp	29	7.5%
Sibling	20	5.2%
Nobody / I shot alone when I first went shooting	15	3.9%
Neighbor	10	2.6%
Mother	8	2.1%
Military	8	2.1%
Another relative	6	1.6%
Co-worker	4	1.0%
Spouse	3	0.8%
Other	3	0.8%
Guide / outfitter	0	0.0%
Total	387	100.0%

Table M9.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	289	74.1%
Tradition / way of life	197	50.5%
It's relaxing / an escape	193	49.5%
Spend time with family or friends who already shot	192	49.2%
Wanted to spend more time outdoors	155	39.7%
I wanted a challenge / adventure	150	38.5%
Training for hunting	104	26.7%
To teach someone else / introduce my children or others to shooting	97	24.9%
Protection / self defense	93	23.8%
Wanted to try a new sport	89	22.8%
Training (military, police, etc.)	78	20.0%
Media (television, magazines, movies)	11	2.8%
Other Please write in	6	1.5%
Total	390	100.0%

Table M9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	114	28.4%
1 year	39	9.7%
2 - 5 years	118	29.4%
6 - 10 years	27	6.7%
More than 10 years	55	13.7%
I have only ever participated in [the shooting activity that I first participated in]	48	12.0%
Total	401	100.0%

Table M9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	295	84.3%
3 Gun with a semi-automatic handgun	15	4.3%
Bowling pin with a semi-automatic handgun	38	10.9%
Bullseye with a semi-automatic handgun	84	24.0%
Cowboy action with a semi-automatic handgun	8	2.3%
IDPA with a semi-automatic handgun	26	7.4%
IPSC with a semi-automatic handgun	23	6.6%
Load Testing/Development with a semi-automatic handgun	54	15.4%
Sighting-in with a semi-automatic handgun	178	50.9%
Silhouette with a semi-automatic handgun	97	27.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	34	9.7%
Teaching/Informative with a semi-automatic handgun	120	34.3%
Testing (Ammo & firearm) with a semi-automatic handgun	124	35.4%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	119	34.0%
Other Please describe with a semi-automatic handgun	8	2.3%
Plinking or informal target shooting with a revolver	267	76.3%
3 Gun with a revolver	3	0.9%
Bowling pin with a revolver	25	7.1%
Bullseye with a revolver	59	16.9%
Cowboy action with a revolver	15	4.3%
IDPA with a revolver	3	0.9%
IPSC with a revolver	4	1.1%
Load Testing/Development with a revolver	48	13.7%
Sighting-in with a revolver	118	33.7%
Silhouette with a revolver	63	18.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	13	3.7%
Teaching/Informative with a revolver	77	22.0%
Testing (Ammo & firearm) with a revolver	99	28.3%
Training (Military, Defense, Law Enforcement) with a revolver	55	15.7%

Other Please describe with a revolver	9	2.6%
Plinking or informal target shooting with a traditional rimfire rifle	296	84.6%
3 Gun with a traditional rimfire rifle	4	1.1%
Benchrest with a traditional rimfire rifle	93	26.6%
Cowboy action with a traditional rimfire rifle	4	1.1%
Load Testing/Development with a traditional rimfire rifle	35	10.0%
Long range with a traditional rimfire rifle	68	19.4%
NRA high power with a traditional rimfire rifle	2	0.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	201	57.4%
Silhouette with a traditional rimfire rifle	54	15.4%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	14	4.0%
Tactical with a traditional rimfire rifle	14	4.0%
Teaching/Informative with a traditional rimfire rifle	97	27.7%
Three (3) position with a traditional rimfire rifle	33	9.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	40	11.4%
Other Please describe with a traditional rimfire rifle	18	5.1%
Plinking or informal target shooting with a traditional centerfire rifle	264	75.4%
3 Gun with a traditional centerfire rifle	10	2.9%
Benchrest with a traditional centerfire rifle	110	31.4%
Cowboy action with a traditional centerfire rifle	7	2.0%
Load Testing/Development with a traditional centerfire rifle	86	24.6%
Long range with a traditional centerfire rifle	124	35.4%
NRA high power with a traditional centerfire rifle	10	2.9%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	214	61.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	57	16.3%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	11	3.1%
Tactical with a traditional centerfire rifle	39	11.1%
Teaching/Informative with a traditional centerfire rifle	78	22.3%
Three (3) position with a traditional centerfire rifle	24	6.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	75	21.4%
Other Please describe with a traditional centerfire rifle	14	4.0%
Plinking or informal target shooting with an MSR	220	62.9%
3 Gun with an MSR	16	4.6%
Benchrest with an MSR	57	16.3%
Cowboy action with an MSR	2	0.6%
Load Testing/Development with an MSR	41	11.7%
Long range with an MSR	73	20.9%
NRA high power with an MSR	3	0.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	150	42.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	36	10.3%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	14	4.0%
Tactical with an MSR	72	20.6%
Teaching/Informative with an MSR	0	0.0%
Three (3) position with an MSR	17	4.9%
Training (Military, Defense, Law Enforcement) with an MSR	90	25.7%
Other Please describe with an MSR	5	1.4%
Informal (backyard, testing) with a shotgun	217	62.0%
3 Gun with a shotgun	17	4.9%
5 Stand with a shotgun	31	8.9%
Cowboy Action with a shotgun	5	1.4%
Dog training with a shotgun	44	12.6%
Other with a shotgun	6	1.7%
Pattern shotgun with a shotgun	137	39.1%
Sighting-In with a shotgun	132	37.7%
Skeet with a shotgun	171	48.9%
Sporting clays with a shotgun	164	46.9%
Teaching/Informative with a shotgun	79	22.6%
Test reload with a shotgun	45	12.9%
Training (Military, Defense, Law Enforcement) with a shotgun	61	17.4%
Trap with a shotgun	156	44.6%
Wobble Trap with a shotgun	28	8.0%
Other Please describe with a shotgun	17	4.9%
Total	350	100.0%

Current Recreational Shooting Activities

Table M9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	308	87.5%
Traditional Centerfire Rifle	257	73.0%
Traditional Rimfire Rifle	255	72.4%
Shotgun	248	70.5%
Revolver	224	63.6%
MSR	156	44.3%
Traditional or Compound Bow	104	29.5%
Muzzleloader	63	17.9%
Crossbow	47	13.4%
None of the Above	7	2.0%
Total	352	100.0%

Table M9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	274	77.8%
Plinking or informal target shooting with a traditional rimfire rifle	233	66.2%
Plinking or informal target shooting with a traditional centerfire rifle	210	59.7%
Plinking or informal target shooting with a Revolver	201	57.1%
Sighting-in rifle with a traditional centerfire rifle	179	50.9%
Informal (backyard or testing) with a Shotgun	163	46.3%
Sighting-in with a Semi-Automatic Handgun	155	44.0%
Sighting-in rifle with a traditional rimfire rifle	152	43.2%
Plinking or informal target shooting with a MSR	129	36.6%
Sporting clays with a Shotgun	113	32.1%
Target shooting with a traditional or compound bow	104	29.5%
Pattern shotgun	103	29.3%
Teaching/Informative with a Semi-Automatic Handgun	101	28.7%
Sighting-In with a Shotgun	97	27.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	96	27.3%
Skeet with a Shotgun	94	26.7%
Trap with a Shotgun	94	26.7%
Sighting-in rifle with a MSR	90	25.6%
Sighting-in with a Revolver	88	25.0%
Long range with a traditional centerfire rifle	87	24.7%
Benchrest with a traditional centerfire rifle	84	23.9%
Silhouette with a Semi-Automatic Handgun	76	21.6%
Bullseye with a Semi-Automatic Handgun	72	20.5%

Testing (Ammo & firearm) with a Revolver	64	18.2%
Benchrest with a traditional rimfire rifle	64	18.2%
Teaching/Informative with a traditional rimfire rifle	64	18.2%
Target shooting with a muzzleloader	63	17.9%
Load Testing/Development with a traditional centerfire rifle	62	17.6%
Teaching/Informative with a Shotgun	57	16.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	54	15.3%
Teaching/Informative with a Revolver	53	15.1%
Target shooting with an air rifle at a range	49	13.9%
Teaching/Informative with a traditional centerfire rifle	47	13.4%
Target shooting with a crossbow	47	13.4%
Load Testing/Development with a Semi-Automatic Handgun	42	11.9%
Bullseye with a Revolver	42	11.9%
Long range with a traditional rimfire rifle	38	10.8%
Silhouette with a Revolver	35	9.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	34	9.7%
Silhouette with a traditional centerfire rifle	33	9.4%
Silhouette with a traditional rimfire rifle	31	8.8%
Long range with a MSR	30	8.5%
Tactical with a MSR	30	8.5%
Load Testing/Development with a Revolver	30	8.5%
Benchrest with a MSR	29	8.2%
Training (Military / Defense / Law Enforcement) with a MSR	28	8.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	27	7.7%
5 Stand with a Shotgun	22	6.3%
Load Testing/Development with a MSR	22	6.3%
Dog training with a shotgun	22	6.3%
Load Testing/Development with a traditional rimfire rifle	22	6.3%
Silhouette with a MSR	20	5.7%
IDPA with a Semi-Automatic Handgun	20	5.7%
Steel Challenge with a Semi-Automatic Handgun	20	5.7%
Training (Military / Defense / Law Enforcement) with a Revolver	20	5.7%
Test reload with a Shotgun	18	5.1%
Bowling pin with a Semi-Automatic Handgun	18	5.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	17	4.8%
Wobble Trap with a Shotgun	14	4.0%
Tactical with a traditional centerfire rifle	14	4.0%
3 Gun with a Semi-Automatic Handgun	12	3.4%
IPSC with a Semi-Automatic Handgun	12	3.4%
3 Gun with a Shotgun	10	2.8%

Cowboy action with a Revolver	9	2.6%
Bowling pin with a Revolver	8	2.3%
Three (3) position with a traditional centerfire rifle	7	2.0%
Three (3) position with a MSR	7	2.0%
Steel Challenge with a Revolver	7	2.0%
Steel Challenge with a traditional rimfire rifle	7	2.0%
Three (3) position with a traditional rimfire rifle	7	2.0%
None of the above	7	2.0%
Cowboy action with a traditional centerfire rifle	6	1.7%
3 Gun with a MSR	6	1.7%
Steel Challenge with a MSR	5	1.4%
Cowboy Action with a Shotgun	4	1.1%
Steel Challenge with a traditional centerfire rifle	4	1.1%
3 Gun with a traditional centerfire rifle	3	0.9%
NRA high power with a traditional centerfire rifle	3	0.9%
Tactical with a traditional rimfire rifle	3	0.9%
NRA high power with a MSR	2	0.6%
Cowboy action with a Semi-Automatic Handgun	2	0.6%
IDPA with a Revolver	2	0.6%
3 Gun with a traditional rimfire rifle	2	0.6%
Cowboy action with a traditional rimfire rifle	2	0.6%
NRA high power with a traditional rimfire rifle	2	0.6%
Cowboy action with a MSR	1	0.3%
IPSC with a Revolver	1	0.3%
Schuetzen with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
Teaching/Informative with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	352	100.0%

Table M9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	19	7.5%
Revolver	63	24.7%
Traditional Rimfire Rifle	59	23.1%
Traditional Centerfire Rifle	42	16.5%
MSR	99	38.8%
Shotgun	53	20.8%
Air Rifle	86	33.7%
Traditional or Compound Bow	92	36.1%
Crossbow	22	8.6%
Muzzleloader	59	23.1%
Total	255	100.0%

Table M9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	54	17.6%
3 Gun with a Shotgun	7	2.3%
5 Stand with a Shotgun	9	2.9%
Cowboy Action with a Shotgun	1	0.3%
Sighting-In with a Shotgun	35	11.4%
Skeet with a Shotgun	77	25.2%
Sporting clays with a Shotgun	51	16.7%
Teaching/Informative with a Shotgun	22	7.2%
Test reload with a Shotgun	27	8.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	27	8.8%
Trap with a Shotgun	62	20.3%
Wobble Trap with a Shotgun	14	4.6%
Plinking or informal target shooting with a traditional centerfire rifle	54	17.6%
3 Gun with a traditional centerfire rifle	7	2.3%
Benchrest with a traditional centerfire rifle	26	8.5%
Cowboy action with a traditional centerfire rifle	1	0.3%
Load Testing/Development with a traditional centerfire rifle	24	7.8%
Long range with a traditional centerfire rifle	37	12.1%
NRA high power with a traditional centerfire rifle	7	2.3%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	35	11.4%
Silhouette with a traditional centerfire rifle	24	7.8%
Steel Challenge with a traditional centerfire rifle	7	2.3%
Tactical with a traditional centerfire rifle	25	8.2%
Teaching/Informative with a traditional centerfire rifle	31	10.1%
Three (3) position with a traditional centerfire rifle	17	5.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	48	15.7%
Plinking or informal target shooting with a MSR	91	29.7%

3 Gun with a MSR	10	3.3%
Benchrest with a MSR	28	9.2%
Cowboy action with a MSR	1	0.3%
Load Testing/Development with a MSR	19	6.2%
Long range with a MSR	43	14.1%
NRA high power with a MSR	1	0.3%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	60	19.6%
Silhouette with a MSR	16	5.2%
Steel Challenge with a MSR	9	2.9%
Tactical with a MSR	42	13.7%
Teaching/Informative with a MSR	0	0.0%
Three (3) position with a MSR	10	3.3%
Training (Military / Defense / Law Enforcement) with a MSR	62	20.3%
Plinking or informal target shooting with a Semi-Automatic Handgun	21	6.9%
3 Gun with a Semi-Automatic Handgun	3	1.0%
Bowling pin with a Semi-Automatic Handgun	20	6.5%
Bullseye with a Semi-Automatic Handgun	12	3.9%
Cowboy action with a Semi-Automatic Handgun	6	2.0%
IDPA with a Semi-Automatic Handgun	6	2.0%
IPSC with a Semi-Automatic Handgun	11	3.6%
Load Testing/Development with a Semi-Automatic Handgun	12	3.9%
Sighting-in with a Semi-Automatic Handgun	23	7.5%
Silhouette with a Semi-Automatic Handgun	21	6.9%
Steel Challenge with a Semi-Automatic Handgun	14	4.6%
Teaching/Informative with a Semi-Automatic Handgun	19	6.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	28	9.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	61	19.9%
Plinking or informal target shooting with a Revolver	66	21.6%
3 Gun with a Revolver	25	8.2%
Bowling pin with a Revolver	17	5.6%
Bullseye with a Revolver	17	5.6%
Cowboy action with a Revolver	6	2.0%
IDPA with a Revolver	1	0.3%
IPSC with a Revolver	3	1.0%
Load Testing/Development with a Revolver	18	5.9%
Sighting-in with a Revolver	30	9.8%
Silhouette with a Revolver	28	9.2%
Steel Challenge with a Revolver	6	2.0%
Teaching/Informative with a Revolver	24	7.8%
Testing (Ammo & firearm) with a Revolver	35	11.4%
Training (Military / Defense / Law Enforcement) with a Revolver	32	10.5%
Dog training with a shotgun	22	7.2%
Target shooting with a traditional or compound bow	92	30.1%
Target shooting with a crossbow	22	7.2%
Target shooting with a muzzleloader	59	19.3%
Plinking or informal target shooting with a traditional rimfire rifle	63	20.6%

3 Gun with a traditional rimfire rifle	2	0.7%
Benchrest with a traditional rimfire rifle	29	9.5%
Cowboy action with a traditional rimfire rifle	2	0.7%
Load Testing/Development with a traditional rimfire rifle	13	4.2%
Long range with a traditional rimfire rifle	30	9.8%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	49	16.0%
Target shooting with an air rifle at a range	86	28.1%
Silhouette with a traditional rimfire rifle	23	7.5%
Pattern shotgun	34	11.1%
Steel Challenge with a traditional rimfire rifle	7	2.3%
Tactical with a traditional rimfire rifle	11	3.6%
Teaching/Informative with a traditional rimfire rifle	33	10.8%
Three (3) position with a traditional rimfire rifle	26	8.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	23	7.5%
Total	306	100.0%

Current Hunting Activities

Table M9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	187	86.6%
Traditional rifle (centerfire or rimfire)	186	86.1%
Traditional bow/compound bow	109	50.5%
MSR	83	38.4%
Muzzleloader	81	37.5%
Handgun	79	36.6%
Crossbow	48	22.2%
Other	10	4.6%
Total	216	100.0%

Table M9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	26	13.1%
Deer	171	85.9%
Elk	38	19.1%
Other big game	17	8.5%
Others	6	3.0%
Predators	79	39.7%
Small game	99	49.7%
Turkey	110	55.3%
Upland game birds	94	47.2%
Waterfowl	71	35.7%
Wild pig / feral hog	45	22.6%
Total	199	100.0%

MSR Activity Interest

Table M9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	56	39.4%
These activities are not offered at ranges in my area	43	30.3%
I don't know how to get started	38	26.8%
Too expensive	34	23.9%
I don't have anybody to go with	27	19.0%
I do not own / have access to this firearm	13	9.2%
Other Please describe	11	7.7%
Medical reason / disability	4	2.8%
Total	142	100.0%

Table M9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	39	46.4%
Too expensive	24	28.6%
Not enough time	16	19.0%
I don't know how to get started	13	15.5%
I don't have anybody to go with	9	10.7%
Other Please describe	7	8.3%
These activities are not offered at ranges in my area	6	7.1%
Medical reason / disability	3	3.6%
Total	84	100.0%

Influential Media and Individuals

Table M9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	152	43.6%
Father	119	34.1%
Self / nobody else	68	19.5%
Co-worker	34	9.7%
Grandparent	28	8.0%
Aunt / Uncle	26	7.4%
Another relative	26	7.4%
Sibling	25	7.2%
Military	23	6.6%
Other, please specify	17	4.9%
Spouse	11	3.2%
Neighbor	10	2.9%
Guide / outfitter	7	2.0%
Children / grandchildren	6	1.7%
Mother	4	1.1%
Total	349	100.0%

Table M9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	139	40.3%
Online videos	124	35.9%
Magazines and Books	103	29.9%
Local clubs or social organizations	72	20.9%
National sportsmen's conservation organizations	72	20.9%
Hunter education programs	62	18.0%
Retailers	49	14.2%
State wildlife management agencies	44	12.8%
Other, please specify	22	6.4%
Seminars	14	4.1%
Total	345	100.0%

Table M9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	83	67.5%
Professionals hunting/fishing/shooting	83	67.5%
Product reviews	81	65.9%
Non-professionals (home videos) hunting/fishing/shooting	69	56.1%
Competitions	62	50.4%
TV programs (complete or partial episodes)	58	47.2%
Informational/political/talk show style	22	17.9%
Fish and Wildlife agency produced videos	16	13.0%
Comedy/bloopers videos	11	8.9%
Other	1	0.8%
Total	123	100.0%

Table M9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	13	9.4%
Animal Planet	3	2.2%
Comcast SportsNet	0	0.0%
Discovery Channel	23	16.5%
ESPN/ESPN 2	7	5.0%
History Channel	43	30.9%
Military Channel	37	26.6%
National Geographic	13	9.4%
NBC Sports	2	1.4%
Outdoor Channel	118	84.9%
Pursuit Channel	45	32.4%
Sportsman Channel	89	64.0%
Sunshine Network / SUN Sports	1	0.7%
WildTV	2	1.4%
World Fishing Network	4	2.9%
Other national network	8	5.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	39	28.1%
I watched hunting/fishing TV, but don't remember the channel	21	15.1%
Total	139	100.0%

Table M9.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	194	49.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	147	37.4%
Programming offered by outdoor retailers	139	35.4%
YouTube videos	137	34.9%
An invitation from a friend / family member	128	32.6%
Books / magazines	121	30.8%
Membership in a non-profit organization	108	27.5%
Online forums / blogs	75	19.1%
Other Please describe	40	10.2%
None of the above	13	3.3%
Total	393	100.0%

Table M9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	46	33.6%	51	35.4%	33	31.7%	50	37.0%
Google+	36	26.3%	28	19.4%	21	20.2%	25	18.5%
Twitter	6	4.4%	9	6.3%	5	4.8%	9	6.7%
Pinterest	10	7.3%	8	5.6%	8	7.7%	7	5.2%
Magazines	96	70.1%	101	70.1%	71	68.3%	79	58.5%
Instagram	15	10.9%	14	9.7%	10	9.6%	18	13.3%
YouTube	91	66.4%	85	59.0%	65	62.5%	118	87.4%
Television programs	69	50.4%	60	41.7%	46	44.2%	61	45.2%
Online Forums	45	32.8%	51	35.4%	37	35.6%	61	45.2%
Newsletter from hunting / wildlife groups or organizations	42	30.7%	58	40.3%	39	37.5%	38	28.1%
Fish / Wildlife Agency for My State of Residence	38	27.7%	57	39.6%	38	36.5%	32	23.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	27	19.7%	39	27.1%	30	28.8%	18	13.3%
Other	6	4.4%	2	1.4%	2	1.9%	3	2.2%
None of The Above	7	5.1%	8	5.6%	7	6.7%	3	2.2%
Total	137	100.0%	144	100.0%	104	100.0%	135	100.0%

Table M9.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	66	35.3%	35	29.7%	29	39.2%	35	27.6%
	Google+	37	19.8%	26	22.0%	15	20.3%	23	18.1%
	Twitter	12	6.4%	6	5.1%	4	5.4%	3	2.4%
	Pinterest	11	5.9%	9	7.6%	4	5.4%	4	3.1%
	Magazines	117	62.6%	92	78.0%	50	67.6%	71	55.9%
	Instagram	21	11.2%	13	11.0%	10	13.5%	8	6.3%
	YouTube	123	65.8%	77	65.3%	61	82.4%	74	58.3%
	Television programs	77	41.2%	64	54.2%	37	50.0%	46	36.2%
	Online Forums	68	36.4%	38	32.2%	46	62.2%	40	31.5%
	Newsletter from hunting / wildlife groups or organizations	47	25.1%	41	34.7%	23	31.1%	34	26.8%
	Fish / Wildlife Agency for My State of Residence	44	23.5%	33	28.0%	16	21.6%	27	21.3%
	Fish / Wildlife Agency for A State Other Than My State of Residence	30	16.0%	22	18.6%	8	10.8%	16	12.6%
	Other	5	2.7%	1	0.8%	2	2.7%	1	0.8%
	None of The Above	14	7.5%	5	4.2%	2	2.7%	15	11.8%
Total		187	100.0%	118	100.0%	74	100.0%	127	100.0%

Three Position with an MSR

This section includes those who are interested in shooting three-position with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M14.1) **What is your current age?**

	Count	Column Percent
18 to 24	14	2.1%
25 to 34	73	10.9%
35 to 44	123	18.4%
45 to 54	162	24.3%
55 to 64	197	29.5%
65 and older	99	14.8%
Total	668	100.0%

Table M14.2) **What is your gender?**

	Count	Column Percent
Male	652	97.6%
Female	16	2.4%
Total	668	100.0%

Table M14.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	29	4.4%
\$20,000 to \$29,999	26	3.9%
\$30,000 to \$39,999	35	5.3%
\$40,000 to \$49,999	55	8.3%
\$50,000 to \$74,999	145	21.8%
\$75,000 to \$99,999	136	20.5%
\$100,000 to \$149,999	128	19.2%
\$150,000 to \$200,000	65	9.8%
More than \$200,000	46	6.9%
Total	665	100.0%

Table M14.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	9	1.3%
High school graduation	130	19.5%
Trade school, associates degree or similar	241	36.1%
Bachelors degree	197	29.5%
Masters degree	74	11.1%
Ph D and higher	17	2.5%
Total	668	100.0%

Table M14.5) In which region do you live?

	Count	Column Percent
Northeast	93	13.9%
Midwest	163	24.4%
South	273	40.9%
West	136	20.4%
Canada	3	0.4%
Total	668	100.0%

Introduction to Shooting

Table M14.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	432	62.8%
11 to 17 years old	187	27.2%
18 to 24 years old	38	5.5%
25 to 34 years old	15	2.2%
35 to 44 years old	8	1.2%
45 to 54 years old	4	0.6%
55 to 64 years old	4	0.6%
65 years and older	0	0.0%
Total	688	100.0%

Table M14.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	124	18.0%
Blackpowder or muzzleloader	3	0.4%
Compound bow	2	0.3%
Crossbow	0	0.0%
MSR	5	0.7%
Revolver	60	8.7%
Shotgun	121	17.6%
Semi-Automatic handgun	49	7.1%
Traditional bow	16	2.3%
Traditional rifle (Centerfire)	49	7.1%
Traditional rifle (Rimfire)	259	37.6%
Other	0	0.0%
Total	688	100.0%

Table M14.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	10	1.5%
Cowboy action	3	0.4%
Long range	5	0.7%
Pattern shotgun	8	1.2%
Plinking or informal target shooting	541	78.7%
Silhouette	11	1.6%
Skeet	20	2.9%
Sporting clays	7	1.0%
Tactical	3	0.4%
Test reload	2	0.3%
Training (Military, Defense, Law Enforcement)	11	1.6%
Trap	13	1.9%
Target archery	13	1.9%
Field archery	2	0.3%
3D archery	2	0.3%
Other Please describe:	36	5.2%
Total	687	100.0%

Table M14.9) Who took you shooting for the first time?

	Count	Column Percent
Father	416	62.2%
Friend	90	13.5%
Aunt / Uncle	81	12.1%
Grandparent	78	11.7%
Sibling	41	6.1%
Nobody / I shot alone when I first went shooting	31	4.6%
Another relative	30	4.5%
Camp / Summer camp	22	3.3%
Mother	19	2.8%
Neighbor	13	1.9%
Military	12	1.8%
Co-worker	8	1.2%
Other	3	0.4%
Spouse	1	0.1%
Guide / outfitter	1	0.1%
Total	669	100.0%

Table M14.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	485	72.6%
Tradition / way of life	364	54.5%
It's relaxing / an escape	354	53.0%
Spend time with family or friends who already shot	341	51.0%
Wanted to spend more time outdoors	285	42.7%
I wanted a challenge / adventure	264	39.5%
Wanted to try a new sport	164	24.6%
Training for hunting	164	24.6%
Protection / self defense	156	23.4%
To teach someone else / introduce my children or others to shooting	150	22.5%
Training (military, police, etc.)	119	17.8%
Media (television, magazines, movies)	28	4.2%
Other Please write in	8	1.2%
Total	668	100.0%

Table M14.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	188	27.3%
1 year	80	11.6%
2 - 5 years	225	32.7%
6 - 10 years	60	8.7%
More than 10 years	79	11.5%
I have only ever participated in [the shooting activity that I first participated in]	56	8.1%
Total	688	100.0%

Table M14.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	562	89.2%
3 Gun with a semi-automatic handgun	25	4.0%
Bowling pin with a semi-automatic handgun	75	11.9%
Bullseye with a semi-automatic handgun	187	29.7%
Cowboy action with a semi-automatic handgun	19	3.0%
IDPA with a semi-automatic handgun	37	5.9%
IPSC with a semi-automatic handgun	31	4.9%
Load Testing/Development with a semi-automatic handgun	109	17.3%
Sighting-in with a semi-automatic handgun	387	61.4%
Silhouette with a semi-automatic handgun	220	34.9%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	90	14.3%
Teaching/Informative with a semi-automatic handgun	253	40.2%
Testing (Ammo & firearm) with a semi-automatic handgun	263	41.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	210	33.3%
Other Please describe with a semi-automatic handgun	21	3.3%
Plinking or informal target shooting with a revolver	513	81.4%
3 Gun with a revolver	5	0.8%
Bowling pin with a revolver	52	8.3%
Bullseye with a revolver	131	20.8%
Cowboy action with a revolver	36	5.7%
IDPA with a revolver	8	1.3%
IPSC with a revolver	6	1.0%
Load Testing/Development with a revolver	111	17.6%
Sighting-in with a revolver	254	40.3%
Silhouette with a revolver	146	23.2%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	31	4.9%
Teaching/Informative with a revolver	167	26.5%
Testing (Ammo & firearm) with a revolver	205	32.5%
Training (Military, Defense, Law Enforcement) with a revolver	86	13.7%

Other Please describe with a revolver	22	3.5%
Plinking or informal target shooting with a traditional rimfire rifle	564	89.5%
3 Gun with a traditional rimfire rifle	5	0.8%
Benchrest with a traditional rimfire rifle	196	31.1%
Cowboy action with a traditional rimfire rifle	4	0.6%
Load Testing/Development with a traditional rimfire rifle	72	11.4%
Long range with a traditional rimfire rifle	141	22.4%
NRA high power with a traditional rimfire rifle	4	0.6%
Schuetzen with a traditional rimfire rifle	4	0.6%
Sighting-in rifle with a traditional rimfire rifle	420	66.7%
Silhouette with a traditional rimfire rifle	159	25.2%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	36	5.7%
Tactical with a traditional rimfire rifle	40	6.3%
Teaching/Informative with a traditional rimfire rifle	215	34.1%
Three (3) position with a traditional rimfire rifle	55	8.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	67	10.6%
Other Please describe with a traditional rimfire rifle	37	5.9%
Plinking or informal target shooting with a traditional centerfire rifle	517	82.1%
3 Gun with a traditional centerfire rifle	8	1.3%
Benchrest with a traditional centerfire rifle	250	39.7%
Cowboy action with a traditional centerfire rifle	13	2.1%
Load Testing/Development with a traditional centerfire rifle	179	28.4%
Long range with a traditional centerfire rifle	298	47.3%
NRA high power with a traditional centerfire rifle	24	3.8%
Schuetzen with a traditional centerfire rifle	5	0.8%
Sighting-in rifle with a traditional centerfire rifle	434	68.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	154	24.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	39	6.2%
Tactical with a traditional centerfire rifle	104	16.5%
Teaching/Informative with a traditional centerfire rifle	203	32.2%
Three (3) position with a traditional centerfire rifle	37	5.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	138	21.9%
Other Please describe with a traditional centerfire rifle	30	4.8%
Plinking or informal target shooting with an MSR	469	74.4%
3 Gun with an MSR	24	3.8%
Benchrest with an MSR	154	24.4%
Cowboy action with an MSR	2	0.3%
Load Testing/Development with an MSR	121	19.2%
Long range with an MSR	189	30.0%
NRA high power with an MSR	10	1.6%

Schuetzen with an MSR	2	0.3%
Sighting-in rifle with an MSR	360	57.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	105	16.7%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	49	7.8%
Tactical with an MSR	180	28.6%
Teaching/Informative with an MSR	172	27.3%
Three (3) position with an MSR	0	0.0%
Training (Military, Defense, Law Enforcement) with an MSR	170	27.0%
Other Please describe with an MSR	16	2.5%
Informal (backyard, testing) with a shotgun	437	69.4%
3 Gun with a shotgun	23	3.7%
5 Stand with a shotgun	82	13.0%
Cowboy Action with a shotgun	13	2.1%
Dog training with a shotgun	93	14.8%
Other with a shotgun	6	1.0%
Pattern shotgun with a shotgun	287	45.6%
Sighting-In with a shotgun	255	40.5%
Skeet with a shotgun	370	58.7%
Sporting clays with a shotgun	357	56.7%
Teaching/Informative with a shotgun	190	30.2%
Test reload with a shotgun	91	14.4%
Training (Military, Defense, Law Enforcement) with a shotgun	101	16.0%
Trap with a shotgun	328	52.1%
Wobble Trap with a shotgun	80	12.7%
Other Please describe with a shotgun	32	5.1%
Total	630	100.0%

Current Recreational Shooting Activities

Table M14.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	573	91.1%
Traditional Centerfire Rifle	495	78.7%
Traditional Rimfire Rifle	487	77.4%
Shotgun	483	76.8%
Revolver	432	68.7%
MSR	358	56.9%
Traditional or Compound Bow	206	32.8%
Muzzleloader	121	19.2%
Crossbow	80	12.7%
None of the Above	6	1.0%
Total	629	100.0%

Table M14.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	520	82.5%
Plinking or informal target shooting with a traditional rimfire rifle	450	71.4%
Plinking or informal target shooting with a traditional centerfire rifle	418	66.3%
Plinking or informal target shooting with a Revolver	387	61.4%
Sighting-in rifle with a traditional centerfire rifle	358	56.8%
Sighting-in with a Semi-Automatic Handgun	327	51.9%
Informal (backyard or testing) with a Shotgun	323	51.3%
Plinking or informal target shooting with a MSR	317	50.3%
Sighting-in rifle with a traditional rimfire rifle	314	49.8%
Sporting clays with a Shotgun	245	38.9%
Sighting-in rifle with a MSR	233	37.0%
Skeet with a Shotgun	227	36.0%
Long range with a traditional centerfire rifle	227	36.0%
Trap with a Shotgun	210	33.3%
Benchrest with a traditional centerfire rifle	206	32.7%
Target shooting with a traditional or compound bow	206	32.7%
Pattern shotgun	205	32.5%
Teaching/Informative with a Semi-Automatic Handgun	200	31.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	189	30.0%
Sighting-In with a Shotgun	185	29.4%
Sighting-in with a Revolver	183	29.0%
Silhouette with a Semi-Automatic Handgun	170	27.0%
Bullseye with a Semi-Automatic Handgun	157	24.9%

Benchrest with a traditional rimfire rifle	140	22.2%
Teaching/Informative with a traditional rimfire rifle	139	22.1%
Teaching/Informative with a traditional centerfire rifle	133	21.1%
Testing (Ammo & firearm) with a Revolver	129	20.5%
Teaching/Informative with a Shotgun	127	20.2%
Load Testing/Development with a traditional centerfire rifle	121	19.2%
Target shooting with a muzzleloader	121	19.2%
Teaching/Informative with a Revolver	114	18.1%
Tactical with a MSR	102	16.2%
Target shooting with an air rifle at a range	99	15.7%
Teaching/Informative with a MSR	98	15.6%
Bullseye with a Revolver	97	15.4%
Long range with a MSR	96	15.2%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	96	15.2%
Silhouette with a traditional centerfire rifle	92	14.6%
Benchrest with a MSR	92	14.6%
Silhouette with a Revolver	92	14.6%
Silhouette with a traditional rimfire rifle	91	14.4%
Long range with a traditional rimfire rifle	83	13.2%
Target shooting with a crossbow	80	12.7%
Load Testing/Development with a Semi-Automatic Handgun	78	12.4%
Training (Military / Defense / Law Enforcement) with a MSR	62	9.8%
Steel Challenge with a Semi-Automatic Handgun	62	9.8%
Load Testing/Development with a MSR	61	9.7%
Wobble Trap with a Shotgun	60	9.5%
Load Testing/Development with a Revolver	60	9.5%
5 Stand with a Shotgun	57	9.0%
Test reload with a Shotgun	55	8.7%
Tactical with a traditional centerfire rifle	55	8.7%
Silhouette with a MSR	54	8.6%
Dog training with a shotgun	49	7.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	48	7.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	40	6.3%
Bowling pin with a Semi-Automatic Handgun	37	5.9%
Load Testing/Development with a traditional rimfire rifle	34	5.4%
Steel Challenge with a MSR	27	4.3%
Training (Military / Defense / Law Enforcement) with a Revolver	25	4.0%
Steel Challenge with a traditional centerfire rifle	24	3.8%
IDPA with a Semi-Automatic Handgun	24	3.8%
Steel Challenge with a Revolver	23	3.7%
Steel Challenge with a traditional rimfire rifle	22	3.5%

3 Gun with a Semi-Automatic Handgun	20	3.2%
Bowling pin with a Revolver	20	3.2%
Cowboy action with a Revolver	18	2.9%
Tactical with a traditional rimfire rifle	18	2.9%
3 Gun with a Shotgun	16	2.5%
3 Gun with a MSR	16	2.5%
IPSC with a Semi-Automatic Handgun	16	2.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	15	2.4%
Three (3) position with a traditional rimfire rifle	14	2.2%
Three (3) position with a traditional centerfire rifle	12	1.9%
Cowboy Action with a Shotgun	7	1.1%
Cowboy action with a traditional centerfire rifle	7	1.1%
Cowboy action with a Semi-Automatic Handgun	7	1.1%
None of the above	6	1.0%
NRA high power with a traditional centerfire rifle	5	0.8%
Schuetzen with a traditional centerfire rifle	4	0.6%
NRA high power with a MSR	4	0.6%
IDPA with a Revolver	4	0.6%
3 Gun with a traditional centerfire rifle	3	0.5%
IPSC with a Revolver	2	0.3%
3 Gun with a traditional rimfire rifle	2	0.3%
Cowboy action with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional rimfire rifle	2	0.3%
Cowboy action with a MSR	1	0.2%
Schuetzen with a MSR	1	0.2%
3 Gun with a Revolver	1	0.2%
Three (3) position with a MSR	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Total	630	100.0%

Table M14.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	31	6.9%
Revolver	109	24.4%
Traditional Rimfire Rifle	98	21.9%
Traditional Centerfire Rifle	65	14.5%
MSR	153	34.2%
Shotgun	79	17.7%
Air Rifle	168	37.6%
Traditional or Compound Bow	182	40.7%
Crossbow	51	11.4%
Muzzleloader	112	25.1%
Total	447	100.0%

Table M14.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	114	20.1%
3 Gun with a Shotgun	7	1.2%
5 Stand with a Shotgun	25	4.4%
Cowboy Action with a Shotgun	6	1.1%
Sighting-In with a Shotgun	70	12.4%
Skeet with a Shotgun	143	25.3%
Sporting clays with a Shotgun	112	19.8%
Teaching/Informative with a Shotgun	63	11.1%
Test reload with a Shotgun	36	6.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	53	9.4%
Trap with a Shotgun	118	20.8%
Wobble Trap with a Shotgun	20	3.5%
Plinking or informal target shooting with a traditional centerfire rifle	99	17.5%
3 Gun with a traditional centerfire rifle	5	0.9%
Benchrest with a traditional centerfire rifle	44	7.8%
Cowboy action with a traditional centerfire rifle	6	1.1%
Load Testing/Development with a traditional centerfire rifle	58	10.2%
Long range with a traditional centerfire rifle	71	12.5%
NRA high power with a traditional centerfire rifle	19	3.4%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	76	13.4%
Silhouette with a traditional centerfire rifle	62	11.0%
Steel Challenge with a traditional centerfire rifle	15	2.7%
Tactical with a traditional centerfire rifle	49	8.7%
Teaching/Informative with a traditional centerfire rifle	70	12.4%
Three (3) position with a traditional centerfire rifle	25	4.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	98	17.3%
Plinking or informal target shooting with a MSR	152	26.9%

3 Gun with a MSR	8	1.4%
Benchrest with a MSR	62	11.0%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	60	10.6%
Long range with a MSR	93	16.4%
NRA high power with a MSR	6	1.1%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	127	22.4%
Silhouette with a MSR	51	9.0%
Steel Challenge with a MSR	22	3.9%
Tactical with a MSR	78	13.8%
Teaching/Informative with a MSR	74	13.1%
Three (3) position with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	108	19.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	42	7.4%
3 Gun with a Semi-Automatic Handgun	5	0.9%
Bowling pin with a Semi-Automatic Handgun	38	6.7%
Bullseye with a Semi-Automatic Handgun	30	5.3%
Cowboy action with a Semi-Automatic Handgun	12	2.1%
IDPA with a Semi-Automatic Handgun	13	2.3%
IPSC with a Semi-Automatic Handgun	15	2.7%
Load Testing/Development with a Semi-Automatic Handgun	31	5.5%
Sighting-in with a Semi-Automatic Handgun	60	10.6%
Silhouette with a Semi-Automatic Handgun	50	8.8%
Steel Challenge with a Semi-Automatic Handgun	28	4.9%
Teaching/Informative with a Semi-Automatic Handgun	53	9.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	74	13.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	109	19.3%
Plinking or informal target shooting with a Revolver	126	22.3%
3 Gun with a Revolver	51	9.0%
Bowling pin with a Revolver	32	5.7%
Bullseye with a Revolver	34	6.0%
Cowboy action with a Revolver	18	3.2%
IDPA with a Revolver	4	0.7%
IPSC with a Revolver	4	0.7%
Load Testing/Development with a Revolver	51	9.0%
Sighting-in with a Revolver	71	12.5%
Silhouette with a Revolver	54	9.5%
Steel Challenge with a Revolver	8	1.4%
Teaching/Informative with a Revolver	53	9.4%
Testing (Ammo & firearm) with a Revolver	76	13.4%
Training (Military / Defense / Law Enforcement) with a Revolver	57	10.1%
Dog training with a shotgun	44	7.8%
Target shooting with a traditional or compound bow	182	32.2%
Target shooting with a crossbow	51	9.0%
Target shooting with a muzzleloader	112	19.8%
Plinking or informal target shooting with a traditional rimfire rifle	114	20.1%

3 Gun with a traditional rimfire rifle	3	0.5%
Benchrest with a traditional rimfire rifle	56	9.9%
Cowboy action with a traditional rimfire rifle	2	0.4%
Load Testing/Development with a traditional rimfire rifle	38	6.7%
Long range with a traditional rimfire rifle	58	10.2%
NRA high power with a traditional rimfire rifle	4	0.7%
Schuetzen with a traditional rimfire rifle	3	0.5%
Sighting-in rifle with a traditional rimfire rifle	106	18.7%
Target shooting with an air rifle at a range	168	29.7%
Silhouette with a traditional rimfire rifle	68	12.0%
Pattern shotgun	82	14.5%
Steel Challenge with a traditional rimfire rifle	14	2.5%
Tactical with a traditional rimfire rifle	22	3.9%
Teaching/Informative with a traditional rimfire rifle	76	13.4%
Three (3) position with a traditional rimfire rifle	41	7.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	52	9.2%
Total	566	100.0%

Current Hunting Activities

Table M14.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	334	87.4%
Shotgun	327	85.6%
MSR	183	47.9%
Traditional bow/compound bow	182	47.6%
Handgun	147	38.5%
Muzzleloader	144	37.7%
Crossbow	67	17.5%
Other	15	3.9%
Total	382	100.0%

Table M14.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	57	16.2%
Deer	306	87.2%
Elk	60	17.1%
Other big game	27	7.7%
Others	18	5.1%
Predators	154	43.9%
Small game	207	59.0%
Turkey	198	56.4%
Upland game birds	196	55.8%
Waterfowl	121	34.5%
Wild pig / feral hog	94	26.8%
Total	351	100.0%

MSR Activity Interest

Table M14.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
I don't know how to get started	125	38.9%
Not enough time	118	36.8%
These activities are not offered at ranges in my area	112	34.9%
I don't have anybody to go with	74	23.1%
Too expensive	59	18.4%
I do not own / have access to this firearm	17	5.3%
Other Please describe	15	4.7%
Medical reason / disability	6	1.9%
Total	321	100.0%

Table M14.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	56	54.4%
Too expensive	25	24.3%
Not enough time	25	24.3%
I don't know how to get started	15	14.6%
I don't have anybody to go with	14	13.6%
These activities are not offered at ranges in my area	10	9.7%
Other Please describe	6	5.8%
Medical reason / disability	1	1.0%
Total	103	100.0%

Influential Media and Individuals

Table M14.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	253	40.8%
Father	208	33.5%
Self / nobody else	116	18.7%
Aunt / Uncle	63	10.2%
Co-worker	58	9.4%
Grandparent	54	8.7%
Another relative	54	8.7%
Sibling	53	8.5%
Military	49	7.9%
Neighbor	26	4.2%
Other, please specify	23	3.7%
Spouse	22	3.5%
Children / grandchildren	13	2.1%
Guide / outfitter	12	1.9%
Mother	8	1.3%
Total	620	100.0%

Table M14.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	289	47.1%
Online videos	217	35.4%
Magazines and Books	183	29.9%
Local clubs or social organizations	145	23.7%
National sportsmen's conservation organizations	141	23.0%
Hunter education programs	94	15.3%
Retailers	94	15.3%
State wildlife management agencies	65	10.6%
Other, please specify	30	4.9%
Seminars	28	4.6%
Total	613	100.0%

Table M14.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	153	70.8%
Professionals hunting/fishing/shooting	150	69.4%
Product reviews	141	65.3%
Non-professionals (home videos) hunting/fishing/shooting	126	58.3%
Competitions	119	55.1%
TV programs (complete or partial episodes)	104	48.1%
Informational/political/talk show style	38	17.6%
Fish and Wildlife agency produced videos	34	15.7%
Comedy/blooper videos	18	8.3%
Other	7	3.2%
Total	216	100.0%

Table M14.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	32	11.2%
Animal Planet	16	5.6%
Comcast SportsNet	0	0.0%
Discovery Channel	64	22.5%
ESPN/ESPN 2	16	5.6%
History Channel	98	34.4%
Military Channel	95	33.3%
National Geographic	36	12.6%
NBC Sports	13	4.6%
Outdoor Channel	213	74.7%
Pursuit Channel	68	23.9%
Sportsman Channel	169	59.3%
Sunshine Network / SUN Sports	1	0.4%
WildTV	9	3.2%
World Fishing Network	8	2.8%
Other national network	16	5.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	70	24.6%
I watched hunting/fishing TV, but don't remember the channel	66	23.2%
Total	285	100.0%

Table M14.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	342	51.0%
Programming offered by outdoor retailers	261	38.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	238	35.5%
An invitation from a friend / family member	225	33.5%
YouTube videos	223	33.2%
Books / magazines	192	28.6%
Membership in a non-profit organization	170	25.3%
Online forums / blogs	127	18.9%
Other Please describe	49	7.3%
None of the above	19	2.8%
Total	671	100.0%

Table M14.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	69	26.5%	64	27.4%	52	31.3%	80	36.0%
Google+	57	21.9%	49	20.9%	34	20.5%	49	22.1%
Twitter	17	6.5%	8	3.4%	11	6.6%	16	7.2%
Pinterest	15	5.8%	14	6.0%	12	7.2%	15	6.8%
Magazines	167	64.2%	146	62.4%	112	67.5%	132	59.5%
Instagram	24	9.2%	19	8.1%	18	10.8%	27	12.2%
YouTube	156	60.0%	137	58.5%	96	57.8%	187	84.2%
Television programs	126	48.5%	99	42.3%	74	44.6%	90	40.5%
Online Forums	94	36.2%	84	35.9%	61	36.7%	100	45.0%
Newsletter from hunting / wildlife groups or organizations	78	30.0%	80	34.2%	60	36.1%	51	23.0%
Fish / Wildlife Agency for My State of Residence	77	29.6%	87	37.2%	66	39.8%	40	18.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	44	16.9%	51	21.8%	45	27.1%	28	12.6%
Other	12	4.6%	9	3.8%	3	1.8%	3	1.4%
None of The Above	12	4.6%	13	5.6%	6	3.6%	7	3.2%
Total	260	100.0%	234	100.0%	166	100.0%	222	100.0%

Table M14.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	92	27.4%	54	28.4%	43	33.9%	67	30.2%
Google+	60	17.9%	47	24.7%	22	17.3%	45	20.3%
Twitter	25	7.4%	11	5.8%	9	7.1%	11	5.0%
Pinterest	17	5.1%	14	7.4%	8	6.3%	9	4.1%
Magazines	222	66.1%	148	77.9%	84	66.1%	138	62.2%
Instagram	25	7.4%	21	11.1%	14	11.0%	12	5.4%
YouTube	201	59.8%	121	63.7%	99	78.0%	122	55.0%
Television programs	149	44.3%	100	52.6%	52	40.9%	98	44.1%
Online Forums	122	36.3%	75	39.5%	84	66.1%	63	28.4%
Newsletter from hunting / wildlife groups or organizations	94	28.0%	63	33.2%	33	26.0%	64	28.8%
Fish / Wildlife Agency for My State of Residence	82	24.4%	48	25.3%	22	17.3%	67	30.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	47	14.0%	30	15.8%	11	8.7%	35	15.8%
Other	8	2.4%	3	1.6%	4	3.1%	5	2.3%
None of The Above	18	5.4%	5	2.6%	3	2.4%	14	6.3%
Total	336	100.0%	190	100.0%	127	100.0%	222	100.0%

Training with an MSR

This section includes those who are interested in training (military, defense, law enforcement, etc.) ACTIVITY15 with an MSR. This includes both those who currently shoot with an MSR, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table M15.1) **What is your current age?**

	Count	Column Percent
18 to 24	18	2.4%
25 to 34	93	12.2%
35 to 44	156	20.5%
45 to 54	180	23.7%
55 to 64	220	28.9%
65 and older	94	12.4%
Total	761	100.0%

Table M15.2) **What is your gender?**

	Count	Column Percent
Male	746	97.8%
Female	17	2.2%
Total	763	100.0%

Table M15.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	34	4.5%
\$20,000 to \$29,999	32	4.2%
\$30,000 to \$39,999	37	4.9%
\$40,000 to \$49,999	59	7.8%
\$50,000 to \$74,999	145	19.1%
\$75,000 to \$99,999	158	20.8%
\$100,000 to \$149,999	152	20.0%
\$150,000 to \$200,000	80	10.5%
More than \$200,000	63	8.3%
Total	760	100.0%

Table M15.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	7	0.9%
High school graduation	148	19.4%
Trade school, associates degree or similar	256	33.5%
Bachelors degree	235	30.8%
Masters degree	98	12.8%
Ph D and higher	20	2.6%
Total	764	100.0%

Table M15.5) In which region do you live?

	Count	Column Percent
Northeast	128	16.8%
Midwest	197	25.8%
South	290	38.0%
West	144	18.9%
Canada	4	0.5%
Total	763	100.0%

Introduction to Shooting

Table M15.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	512	64.2%
11 to 17 years old	194	24.3%
18 to 24 years old	49	6.1%
25 to 34 years old	15	1.9%
35 to 44 years old	15	1.9%
45 to 54 years old	4	0.5%
55 to 64 years old	6	0.8%
65 years and older	2	0.3%
Total	797	100.0%

Table M15.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	159	19.9%
Blackpowder or muzzleloader	3	0.4%
Compound bow	5	0.6%
Crossbow	0	0.0%
MSR	5	0.6%
Revolver	55	6.9%
Shotgun	151	18.9%
Semi-Automatic handgun	63	7.9%
Traditional bow	15	1.9%
Traditional rifle (Centerfire)	42	5.3%
Traditional rifle (Rimfire)	297	37.3%
Other	2	0.3%
Total	797	100.0%

Table M15.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	7	0.9%
Cowboy action	3	0.4%
Long range	11	1.4%
NRA high power	1	0.1%
Pattern shotgun	6	0.8%
Plinking or informal target shooting	624	78.7%
Silhouette	12	1.5%
Skeet	20	2.5%
Sporting clays	13	1.6%
Tactical	3	0.4%
Training (Military, Defense, Law Enforcement)	6	0.8%
Trap	13	1.6%
Wobble Trap	1	0.1%
Target archery	13	1.6%
Field archery	1	0.1%
3D archery	3	0.4%
Other Please describe:	55	6.9%
Total	793	100.0%

Table M15.9) Who took you shooting for the first time?

	Count	Column Percent
Father	486	62.5%
Friend	109	14.0%
Grandparent	96	12.3%
Aunt / Uncle	74	9.5%
Nobody / I shot alone when I first went shooting	45	5.8%
Camp / Summer camp	31	4.0%
Sibling	28	3.6%
Another relative	25	3.2%
Mother	21	2.7%
Neighbor	16	2.1%
Co-worker	10	1.3%
Spouse	4	0.5%
Military	4	0.5%
Guide / outfitter	2	0.3%
Other	1	0.1%
Total	778	100.0%

Table M15.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	555	71.9%
Spend time with family or friends who already shot	388	50.3%
Tradition / way of life	385	49.9%
It's relaxing / an escape	352	45.6%
Wanted to spend more time outdoors	300	38.9%
I wanted a challenge / adventure	270	35.0%
Training for hunting	184	23.8%
Protection / self defense	174	22.5%
Wanted to try a new sport	166	21.5%
To teach someone else / introduce my children or others to shooting	135	17.5%
Training (military, police, etc.)	75	9.7%
Media (television, magazines, movies)	31	4.0%
Other Please write in	8	1.0%
Total	772	100.0%

Table M15.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	228	28.6%
1 year	75	9.4%
2 - 5 years	261	32.7%
6 - 10 years	58	7.3%
More than 10 years	83	10.4%
I have only ever participated in [the shooting activity that I first participated in]	92	11.5%
Total	797	100.0%

Table M15.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	609	86.6%
3 Gun with a semi-automatic handgun	23	3.3%
Bowling pin with a semi-automatic handgun	59	8.4%
Bullseye with a semi-automatic handgun	146	20.8%
Cowboy action with a semi-automatic handgun	17	2.4%
IDPA with a semi-automatic handgun	41	5.8%
IPSC with a semi-automatic handgun	29	4.1%
Load Testing/Development with a semi-automatic handgun	111	15.8%
Sighting-in with a semi-automatic handgun	388	55.2%
Silhouette with a semi-automatic handgun	174	24.8%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	72	10.2%
Teaching/Informative with a semi-automatic handgun	229	32.6%
Testing (Ammo & firearm) with a semi-automatic handgun	266	37.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	124	17.6%
Other Please describe with a semi-automatic handgun	23	3.3%
Plinking or informal target shooting with a revolver	546	77.7%
3 Gun with a revolver	3	0.4%
Bowling pin with a revolver	42	6.0%
Bullseye with a revolver	107	15.2%
Cowboy action with a revolver	35	5.0%
IDPA with a revolver	6	0.9%
IPSC with a revolver	7	1.0%
Load Testing/Development with a revolver	104	14.8%
Sighting-in with a revolver	268	38.1%
Silhouette with a revolver	121	17.2%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	26	3.7%
Teaching/Informative with a revolver	146	20.8%
Testing (Ammo & firearm) with a revolver	214	30.4%
Training (Military, Defense, Law Enforcement) with a revolver	54	7.7%

Other Please describe with a revolver	18	2.6%
Plinking or informal target shooting with a traditional rimfire rifle	614	87.3%
3 Gun with a traditional rimfire rifle	3	0.4%
Benchrest with a traditional rimfire rifle	193	27.5%
Cowboy action with a traditional rimfire rifle	7	1.0%
Load Testing/Development with a traditional rimfire rifle	67	9.5%
Long range with a traditional rimfire rifle	138	19.6%
NRA high power with a traditional rimfire rifle	3	0.4%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	439	62.4%
Silhouette with a traditional rimfire rifle	118	16.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	34	4.8%
Tactical with a traditional rimfire rifle	35	5.0%
Teaching/Informative with a traditional rimfire rifle	200	28.4%
Three (3) position with a traditional rimfire rifle	39	5.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	28	4.0%
Other Please describe with a traditional rimfire rifle	40	5.7%
Plinking or informal target shooting with a traditional centerfire rifle	549	78.1%
3 Gun with a traditional centerfire rifle	9	1.3%
Benchrest with a traditional centerfire rifle	244	34.7%
Cowboy action with a traditional centerfire rifle	18	2.6%
Load Testing/Development with a traditional centerfire rifle	201	28.6%
Long range with a traditional centerfire rifle	269	38.3%
NRA high power with a traditional centerfire rifle	18	2.6%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	449	63.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	115	16.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	33	4.7%
Tactical with a traditional centerfire rifle	65	9.2%
Teaching/Informative with a traditional centerfire rifle	194	27.6%
Three (3) position with a traditional centerfire rifle	31	4.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	47	6.7%
Other Please describe with a traditional centerfire rifle	33	4.7%
Plinking or informal target shooting with an MSR	485	69.0%
3 Gun with an MSR	22	3.1%
Benchrest with an MSR	156	22.2%
Cowboy action with an MSR	2	0.3%
Load Testing/Development with an MSR	120	17.1%
Long range with an MSR	164	23.3%
NRA high power with an MSR	9	1.3%

Schuetzen with an MSR	1	0.1%
Sighting-in rifle with an MSR	346	49.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	79	11.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	36	5.1%
Tactical with an MSR	107	15.2%
Teaching/Informative with an MSR	158	22.5%
Three (3) position with an MSR	22	3.1%
Training (Military, Defense, Law Enforcement) with an MSR	1	0.1%
Other Please describe with an MSR	15	2.1%
Informal (backyard, testing) with a shotgun	469	66.7%
3 Gun with a shotgun	25	3.6%
5 Stand with a shotgun	90	12.8%
Cowboy Action with a shotgun	15	2.1%
Dog training with a shotgun	99	14.1%
Other with a shotgun	11	1.6%
Pattern shotgun with a shotgun	312	44.4%
Sighting-In with a shotgun	266	37.8%
Skeet with a shotgun	386	54.9%
Sporting clays with a shotgun	382	54.3%
Teaching/Informative with a shotgun	175	24.9%
Test reload with a shotgun	104	14.8%
Training (Military, Defense, Law Enforcement) with a shotgun	40	5.7%
Trap with a shotgun	341	48.5%
Wobble Trap with a shotgun	75	10.7%
Other Please describe with a shotgun	37	5.3%
Total	703	100.0%

Current Recreational Shooting Activities

Table M15.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	631	89.8%
Traditional Rimfire Rifle	541	77.0%
Traditional Centerfire Rifle	538	76.5%
Shotgun	519	73.8%
Revolver	470	66.9%
MSR	371	52.8%
Traditional or Compound Bow	237	33.7%
Muzzleloader	150	21.3%
Crossbow	97	13.8%
None of the Above	8	1.1%
Total	703	100.0%

Table M15.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	574	81.7%
Plinking or informal target shooting with a traditional rimfire rifle	503	71.6%
Plinking or informal target shooting with a traditional centerfire rifle	456	64.9%
Plinking or informal target shooting with a Revolver	427	60.7%
Sighting-in rifle with a traditional centerfire rifle	372	52.9%
Informal (backyard or testing) with a Shotgun	367	52.2%
Sighting-in with a Semi-Automatic Handgun	347	49.4%
Plinking or informal target shooting with a MSR	335	47.7%
Sighting-in rifle with a traditional rimfire rifle	333	47.4%
Sporting clays with a Shotgun	263	37.4%
Skeet with a Shotgun	251	35.7%
Sighting-in rifle with a MSR	241	34.3%
Target shooting with a traditional or compound bow	237	33.7%
Pattern shotgun	235	33.4%
Trap with a Shotgun	224	31.9%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	214	30.4%
Long range with a traditional centerfire rifle	211	30.0%
Sighting-in with a Revolver	207	29.4%
Benchrest with a traditional centerfire rifle	202	28.7%
Sighting-In with a Shotgun	197	28.0%
Teaching/Informative with a Semi-Automatic Handgun	188	26.7%
Load Testing/Development with a traditional centerfire rifle	150	21.3%
Target shooting with a muzzleloader	150	21.3%

Silhouette with a Semi-Automatic Handgun	144	20.5%
Teaching/Informative with a traditional rimfire rifle	142	20.2%
Testing (Ammo & firearm) with a Revolver	141	20.1%
Benchrest with a traditional rimfire rifle	135	19.2%
Teaching/Informative with a traditional centerfire rifle	129	18.3%
Bullseye with a Semi-Automatic Handgun	129	18.3%
Teaching/Informative with a Shotgun	113	16.1%
Target shooting with an air rifle at a range	104	14.8%
Teaching/Informative with a Revolver	102	14.5%
Benchrest with a MSR	98	13.9%
Teaching/Informative with a MSR	98	13.9%
Target shooting with a crossbow	97	13.8%
Long range with a MSR	86	12.2%
Bullseye with a Revolver	86	12.2%
Long range with a traditional rimfire rifle	86	12.2%
Load Testing/Development with a Semi-Automatic Handgun	85	12.1%
Silhouette with a Revolver	80	11.4%
5 Stand with a Shotgun	70	10.0%
Silhouette with a traditional centerfire rifle	70	10.0%
Silhouette with a traditional rimfire rifle	70	10.0%
Load Testing/Development with a MSR	69	9.8%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	69	9.8%
Tactical with a MSR	66	9.4%
Test reload with a Shotgun	62	8.8%
Load Testing/Development with a Revolver	61	8.7%
Wobble Trap with a Shotgun	56	8.0%
Steel Challenge with a Semi-Automatic Handgun	54	7.7%
Dog training with a shotgun	48	6.8%
Silhouette with a MSR	38	5.4%
Tactical with a traditional centerfire rifle	34	4.8%
Bowling pin with a Semi-Automatic Handgun	34	4.8%
Load Testing/Development with a traditional rimfire rifle	34	4.8%
IDPA with a Semi-Automatic Handgun	31	4.4%
Cowboy action with a Revolver	25	3.6%
Bowling pin with a Revolver	23	3.3%
3 Gun with a Semi-Automatic Handgun	22	3.1%
Tactical with a traditional rimfire rifle	22	3.1%
Steel Challenge with a traditional centerfire rifle	21	3.0%
IPSC with a Semi-Automatic Handgun	20	2.8%
3 Gun with a Shotgun	19	2.7%
Training (Military / Defense / Law Enforcement) with a Revolver	18	2.6%
Steel Challenge with a traditional rimfire rifle	18	2.6%
3 Gun with a MSR	16	2.3%

Steel Challenge with a MSR	16	2.3%
Steel Challenge with a Revolver	15	2.1%
Three (3) position with a traditional rimfire rifle	15	2.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	1.8%
Three (3) position with a traditional centerfire rifle	13	1.8%
Cowboy Action with a Shotgun	11	1.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	11	1.6%
Three (3) position with a MSR	11	1.6%
Cowboy action with a traditional centerfire rifle	10	1.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	9	1.3%
Cowboy action with a Semi-Automatic Handgun	8	1.1%
None of the above	8	1.1%
NRA high power with a MSR	6	0.9%
NRA high power with a traditional centerfire rifle	5	0.7%
IDPA with a Revolver	4	0.6%
Cowboy action with a traditional rimfire rifle	4	0.6%
3 Gun with a traditional centerfire rifle	3	0.4%
3 Gun with a traditional rimfire rifle	3	0.4%
Schuetzen with a traditional centerfire rifle	1	0.1%
Cowboy action with a MSR	1	0.1%
IPSC with a Revolver	1	0.1%
NRA high power with a traditional rimfire rifle	1	0.1%
Schuetzen with a MSR	0	0.0%
Training (Military / Defense / Law Enforcement) with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	703	100.0%

Table M15.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-automatic Handgun	22	4.5%
Revolver	116	23.8%
Traditional Rimfire Rifle	107	22.0%
Traditional Centerfire Rifle	70	14.4%
MSR	143	29.4%
Shotgun	96	19.7%
Air Rifle	173	35.5%
Traditional or Compound Bow	186	38.2%
Crossbow	52	10.7%
Muzzleloader	117	24.0%
Total	487	100.0%

Table M15.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	102	16.7%
3 Gun with a Shotgun	6	1.0%
5 Stand with a Shotgun	20	3.3%
Cowboy Action with a Shotgun	4	0.7%
Sighting-In with a Shotgun	69	11.3%
Skeet with a Shotgun	135	22.1%
Sporting clays with a Shotgun	119	19.5%
Teaching/Informative with a Shotgun	62	10.1%
Test reload with a Shotgun	42	6.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	27	4.4%
Trap with a Shotgun	117	19.1%
Wobble Trap with a Shotgun	19	3.1%
Plinking or informal target shooting with a traditional centerfire rifle	93	15.2%
3 Gun with a traditional centerfire rifle	6	1.0%
Benchrest with a traditional centerfire rifle	42	6.9%
Cowboy action with a traditional centerfire rifle	8	1.3%
Load Testing/Development with a traditional centerfire rifle	51	8.3%
Long range with a traditional centerfire rifle	58	9.5%
NRA high power with a traditional centerfire rifle	13	2.1%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	77	12.6%
Silhouette with a traditional centerfire rifle	45	7.4%
Steel Challenge with a traditional centerfire rifle	12	2.0%
Tactical with a traditional centerfire rifle	31	5.1%
Teaching/Informative with a traditional centerfire rifle	65	10.6%
Three (3) position with a traditional centerfire rifle	18	2.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	36	5.9%
Plinking or informal target shooting with a MSR	150	24.5%

3 Gun with a MSR	6	1.0%
Benchrest with a MSR	58	9.5%
Cowboy action with a MSR	1	0.2%
Load Testing/Development with a MSR	50	8.2%
Long range with a MSR	78	12.8%
NRA high power with a MSR	3	0.5%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	105	17.2%
Silhouette with a MSR	41	6.7%
Steel Challenge with a MSR	20	3.3%
Tactical with a MSR	41	6.7%
Teaching/Informative with a MSR	60	9.8%
Three (3) position with a MSR	11	1.8%
Training (Military / Defense / Law Enforcement) with a MSR	0	0.0%
Plinking or informal target shooting with a Semi-Automatic Handgun	35	5.7%
3 Gun with a Semi-Automatic Handgun	1	0.2%
Bowling pin with a Semi-Automatic Handgun	25	4.1%
Bullseye with a Semi-Automatic Handgun	16	2.6%
Cowboy action with a Semi-Automatic Handgun	9	1.5%
IDPA with a Semi-Automatic Handgun	10	1.6%
IPSC with a Semi-Automatic Handgun	9	1.5%
Load Testing/Development with a Semi-Automatic Handgun	26	4.3%
Sighting-in with a Semi-Automatic Handgun	41	6.7%
Silhouette with a Semi-Automatic Handgun	30	4.9%
Steel Challenge with a Semi-Automatic Handgun	18	2.9%
Teaching/Informative with a Semi-Automatic Handgun	41	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	52	8.5%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	44	7.2%
Plinking or informal target shooting with a Revolver	119	19.5%
3 Gun with a Revolver	42	6.9%
Bowling pin with a Revolver	19	3.1%
Bullseye with a Revolver	21	3.4%
Cowboy action with a Revolver	10	1.6%
IDPA with a Revolver	2	0.3%
IPSC with a Revolver	6	1.0%
Load Testing/Development with a Revolver	43	7.0%
Sighting-in with a Revolver	61	10.0%
Silhouette with a Revolver	41	6.7%
Steel Challenge with a Revolver	11	1.8%
Teaching/Informative with a Revolver	44	7.2%
Testing (Ammo & firearm) with a Revolver	73	11.9%
Training (Military / Defense / Law Enforcement) with a Revolver	34	5.6%
Dog training with a shotgun	51	8.3%
Target shooting with a traditional or compound bow	186	30.4%
Target shooting with a crossbow	52	8.5%
Target shooting with a muzzleloader	117	19.1%
Plinking or informal target shooting with a traditional rimfire rifle	111	18.2%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	58	9.5%
Cowboy action with a traditional rimfire rifle	3	0.5%
Load Testing/Development with a traditional rimfire rifle	32	5.2%
Long range with a traditional rimfire rifle	52	8.5%
NRA high power with a traditional rimfire rifle	2	0.3%
Schuetzen with a traditional rimfire rifle	2	0.3%
Sighting-in rifle with a traditional rimfire rifle	106	17.3%
Target shooting with an air rifle at a range	173	28.3%
Silhouette with a traditional rimfire rifle	48	7.9%
Pattern shotgun	77	12.6%
Steel Challenge with a traditional rimfire rifle	16	2.6%
Tactical with a traditional rimfire rifle	13	2.1%
Teaching/Informative with a traditional rimfire rifle	58	9.5%
Three (3) position with a traditional rimfire rifle	24	3.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	19	3.1%
Total	611	100.0%

Current Hunting Activities

Table M15.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	395	89.4%
Traditional rifle (centerfire or rimfire)	390	88.2%
Traditional bow/compound bow	228	51.6%
MSR	196	44.3%
Muzzleloader	172	38.9%
Handgun	147	33.3%
Crossbow	89	20.1%
Other	13	2.9%
Total	442	100.0%

Table M15.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	59	14.3%
Deer	358	86.5%
Elk	82	19.8%
Other big game	31	7.5%
Others	18	4.3%
Predators	196	47.3%
Small game	230	55.6%
Turkey	240	58.0%
Upland game birds	222	53.6%
Waterfowl	146	35.3%
Wild pig / feral hog	101	24.4%
Total	414	100.0%

MSR Activity Interest

Table M15.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with an MSR within the past 3 years.*

	Count	Column Percent
Not enough time	131	42.8%
These activities are not offered at ranges in my area	106	34.6%
I don't know how to get started	93	30.4%
Too expensive	67	21.9%
I don't have anybody to go with	59	19.3%
I do not own / have access to this firearm	15	4.9%
Other Please describe	10	3.3%
Medical reason / disability	5	1.6%
Total	306	100.0%

Table M15.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot an MSR within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	81	48.5%
Not enough time	43	25.7%
Too expensive	41	24.6%
I don't have anybody to go with	20	12.0%
Other Please describe	19	11.4%
I don't know how to get started	16	9.6%
These activities are not offered at ranges in my area	11	6.6%
Medical reason / disability	3	1.8%
Total	167	100.0%

Influential Media and Individuals

Table M15.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	312	45.0%
Father	247	35.6%
Self / nobody else	135	19.5%
Co-worker	63	9.1%
Grandparent	57	8.2%
Aunt / Uncle	56	8.1%
Sibling	53	7.6%
Another relative	51	7.4%
Other, please specify	26	3.8%
Neighbor	23	3.3%
Military	16	2.3%
Spouse	15	2.2%
Guide / outfitter	9	1.3%
Mother	7	1.0%
Children / grandchildren	4	0.6%
Total	693	100.0%

Table M15.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	299	43.6%
Online videos	232	33.8%
Magazines and Books	213	31.0%
National sportsmen's conservation organizations	154	22.4%
Local clubs or social organizations	137	20.0%
Retailers	108	15.7%
Hunter education programs	93	13.6%
State wildlife management agencies	76	11.1%
Other, please specify	30	4.4%
Seminars	28	4.1%
Total	686	100.0%

Table M15.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	154	66.7%
Professionals hunting/fishing/shooting	153	66.2%
Product reviews	146	63.2%
Non-professionals (home videos) hunting/fishing/shooting	138	59.7%
Competitions	111	48.1%
TV programs (complete or partial episodes)	95	41.1%
Informational/political/talk show style	36	15.6%
Fish and Wildlife agency produced videos	33	14.3%
Comedy/blooper videos	22	9.5%
Other	8	3.5%
Total	231	100.0%

Table M15.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	17	5.7%
Animal Planet	12	4.1%
Comcast SportsNet	2	0.7%
Discovery Channel	46	15.5%
ESPN/ESPN 2	12	4.1%
History Channel	68	23.0%
Military Channel	71	24.0%
National Geographic	22	7.4%
NBC Sports	6	2.0%
Outdoor Channel	222	75.0%
Pursuit Channel	81	27.4%
Sportsman Channel	181	61.1%
Sunshine Network / SUN Sports	3	1.0%
WildTV	11	3.7%
World Fishing Network	12	4.1%
Other national network	13	4.4%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	62	20.9%
I watched hunting/fishing TV, but don't remember the channel	52	17.6%
Total	296	100.0%

Table M15.25) Which of the following do you think would be useful to help you begin (or retry) targeting new species, or hunting with new methods?

	Count	Column Percent
Joining a local range	381	49.2%
Programming offered by outdoor retailers	254	32.8%
An invitation from a friend / family member	253	32.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	243	31.4%
YouTube videos	223	28.8%
Books / magazines	196	25.3%
Membership in a non-profit organization	177	22.9%
Online forums / blogs	142	18.3%
Other Please describe	71	9.2%
None of the above	11	1.4%
Total	774	100.0%

Table M15.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	72	28.7%	62	26.4%	49	28.8%	75	34.1%
Google+	62	24.7%	55	23.4%	35	20.6%	42	19.1%
Twitter	20	8.0%	9	3.8%	9	5.3%	17	7.7%
Pinterest	15	6.0%	14	6.0%	11	6.5%	15	6.8%
Magazines	163	64.9%	139	59.1%	100	58.8%	122	55.5%
Instagram	27	10.8%	20	8.5%	17	10.0%	35	15.9%
YouTube	152	60.6%	126	53.6%	86	50.6%	190	86.4%
Television programs	111	44.2%	87	37.0%	67	39.4%	79	35.9%
Online Forums	92	36.7%	83	35.3%	50	29.4%	94	42.7%
Newsletter from hunting / wildlife groups or organizations	73	29.1%	74	31.5%	63	37.1%	49	22.3%
Fish / Wildlife Agency for My State of Residence	70	27.9%	79	33.6%	59	34.7%	40	18.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	50	19.9%	53	22.6%	51	30.0%	30	13.6%
Other	6	2.4%	4	1.7%	4	2.4%	7	3.2%
None of The Above	12	4.8%	16	6.8%	12	7.1%	6	2.7%
Total	251	100.0%	235	100.0%	170	100.0%	220	100.0%

Table M15.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	105	28.2%	53	27.9%	44	31.4%	64	25.8%
Google+	74	19.8%	38	20.0%	28	20.0%	52	21.0%
Twitter	22	5.9%	12	6.3%	8	5.7%	13	5.2%
Pinterest	19	5.1%	15	7.9%	8	5.7%	6	2.4%
Magazines	222	59.5%	142	74.7%	86	61.4%	140	56.5%
Instagram	43	11.5%	23	12.1%	19	13.6%	19	7.7%
YouTube	223	59.8%	119	62.6%	108	77.1%	121	48.8%
Television programs	150	40.2%	97	51.1%	59	42.1%	86	34.7%
Online Forums	142	38.1%	68	35.8%	92	65.7%	64	25.8%
Newsletter from hunting / wildlife groups or organizations	88	23.6%	58	30.5%	32	22.9%	61	24.6%
Fish / Wildlife Agency for My State of Residence	86	23.1%	44	23.2%	22	15.7%	61	24.6%
Fish / Wildlife Agency for A State Other Than My State of Residence	50	13.4%	29	15.3%	14	10.0%	32	12.9%
Other	12	3.2%	4	2.1%	3	2.1%	4	1.6%
None of The Above	18	4.8%	6	3.2%	4	2.9%	24	9.7%
Total	373	100.0%	190	100.0%	140	100.0%	248	100.0%

Recreational Shooting with a Shotgun - Overall

This section includes responses from individuals who are interested in trying a shotgun activity that they do not currently participate in; some individuals (77.1%) have shot with a shotgun within the past three years, while the remainder have not. Further chapters will be dedicated to specific target shooting activities, and will exclude all individuals who currently participate in that activity.

- Most (90.2%) of those interested in target shooting with a shotgun have hunted with a shotgun within the past three years (Table S.17).
- About one-fourth (26.3%) of those who are interested in shooting sporting clays, but have not shot with a shotgun within the past three years, have not done so because they do not own or have access to the proper equipment (Table S10.20).

Demographic Information

Table S.1) What is your current age?

	Count	Column Percent
18 to 24	46	1.8%
25 to 34	212	8.4%
35 to 44	343	13.5%
45 to 54	617	24.3%
55 to 64	730	28.8%
65 and older	590	23.2%
Total	2,538	100.0%

Table S.2) What is your gender?

	Count	Column Percent
Male	2,467	97.0%
Female	77	3.0%
Total	2,544	100.0%

Table S.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	112	4.4%
\$20,000 to \$29,999	84	3.3%
\$30,000 to \$39,999	141	5.6%
\$40,000 to \$49,999	202	8.0%
\$50,000 to \$74,999	510	20.3%
\$75,000 to \$99,999	472	18.7%
\$100,000 to \$149,999	585	23.2%
\$150,000 to \$200,000	227	9.0%
More than \$200,000	185	7.3%
Total	2,518	100.0%

Table S.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	21	0.8%
High school graduation	531	20.9%
Trade school, associates degree or similar	866	34.1%
Bachelors degree	746	29.4%
Masters degree	285	11.2%
Ph D and higher	92	3.6%
Total	2,541	100.0%

Table S.5) **In which region do you live?**

	Count	Column Percent
Northeast	382	15.0%
Midwest	728	28.7%
South	954	37.5%
West	454	17.9%
Canada	23	0.9%
Total	2,541	100.0%

Introduction to Shooting

Table S.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	1,629	61.8%
11 to 17 years old	706	26.8%
18 to 24 years old	163	6.2%
25 to 34 years old	45	1.7%
35 to 44 years old	36	1.4%
45 to 54 years old	27	1.0%
55 to 64 years old	19	0.7%
65 years and older	10	0.4%
Total	2,635	100.0%

Table S.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	547	20.8%
Blackpowder or muzzleloader	11	0.4%
Compound bow	8	0.3%
Crossbow	3	0.1%
MSR	27	1.0%
Revolver	171	6.5%
Shotgun	509	19.3%
semi-automatic handgun	204	7.7%
Traditional bow	46	1.7%
Traditional rifle (Centerfire)	151	5.7%
Traditional rifle (Rimfire)	954	36.2%
Other	4	0.2%
Total	2,635	100.0%

Table S.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.0%
5 Stand	2	0.1%
Benchrest	39	1.5%
Cowboy action	6	0.2%
IPSC	2	0.1%
Long range	21	0.8%
NRA high power	5	0.2%
Pattern shotgun	32	1.2%
Plinking or informal target shooting	2,068	78.7%
Silhouette	29	1.1%
Skeet	42	1.6%
Sporting clays	38	1.4%
Steel Challenge	1	0.0%
Tactical	4	0.2%
Test reload	2	0.1%
Training (Military, Defense, Law Enforcement)	47	1.8%
Trap	59	2.2%
Target archery	39	1.5%
Field archery	10	0.4%
3D archery	3	0.1%
Other Please describe:	178	6.8%
Total	2,628	100.0%

Table S.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	1,614	62.0%
Friend	338	13.0%
Grandparent	281	10.8%
Aunt / Uncle	243	9.3%
Sibling	130	5.0%
Nobody / I shot alone when I first went shooting	127	4.9%
Camp / Summer camp	98	3.8%
Another relative	84	3.2%
Mother	75	2.9%
Neighbor	55	2.1%
Military	54	2.1%
Spouse	23	0.9%
Co-worker	21	0.8%
Other	8	0.3%
Guide / outfitter	3	0.1%
Total	2,604	100.0%

Table S.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	1,744	68.2%
Spend time with family or friends who already shot	1,264	49.5%
Tradition / way of life	1,259	49.3%
It's relaxing / an escape	1,146	44.8%
Wanted to spend more time outdoors	996	39.0%
I wanted a challenge / adventure	840	32.9%
Training for hunting	632	24.7%
Wanted to try a new sport	508	19.9%
Protection / self defense	501	19.6%
To teach someone else / introduce my children or others to shooting	442	17.3%
Training (military, police, etc.)	354	13.8%
Media (television, magazines, movies)	96	3.8%
Other Please write in	23	0.9%
Total	2,556	100.0%

Table S.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	645	24.5%
1 year	330	12.5%
2 - 5 years	851	32.3%
6 - 10 years	215	8.2%
More than 10 years	298	11.3%
I have only ever participated in [the shooting activity that I first participated in]	296	11.2%
Total	2,635	100.0%

Table S.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,798	78.0%
3 Gun with a semi-automatic handgun	76	3.3%
Bowling pin with a semi-automatic handgun	252	10.9%
Bullseye with a semi-automatic handgun	523	22.7%
Cowboy action with a semi-automatic handgun	42	1.8%
IDPA with a semi-automatic handgun	133	5.8%
IPSC with a semi-automatic handgun	102	4.4%
Load Testing/Development with a semi-automatic handgun	373	16.2%
Sighting-in with a semi-automatic handgun	1,126	48.9%
Silhouette with a semi-automatic handgun	563	24.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	209	9.1%
Teaching/Informative with a semi-automatic handgun	606	26.3%
Testing (Ammo & firearm) with a semi-automatic handgun	768	33.3%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	649	28.2%
Other Please describe with a semi-automatic handgun	66	2.9%
Plinking or informal target shooting with a revolver	1,733	75.2%
3 Gun with a revolver	11	0.5%
Bowling pin with a revolver	165	7.2%
Bullseye with a revolver	415	18.0%
Cowboy action with a revolver	107	4.6%
IDPA with a revolver	29	1.3%
IPSC with a revolver	35	1.5%
Load Testing/Development with a revolver	379	16.4%
Sighting-in with a revolver	857	37.2%
Silhouette with a revolver	391	17.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	89	3.9%

Teaching/Informative with a revolver	460	20.0%
Testing (Ammo & firearm) with a revolver	654	28.4%
Training (Military, Defense, Law Enforcement) with a revolver	347	15.1%
Other Please describe with a revolver	48	2.1%
Plinking or informal target shooting with a traditional rimfire rifle	1,946	84.4%
3 Gun with a traditional rimfire rifle	11	0.5%
Benchrest with a traditional rimfire rifle	563	24.4%
Cowboy action with a traditional rimfire rifle	21	0.9%
Load Testing/Development with a traditional rimfire rifle	220	9.5%
Long range with a traditional rimfire rifle	389	16.9%
NRA high power with a traditional rimfire rifle	27	1.2%
Schuetzen with a traditional rimfire rifle	6	0.3%
Sighting-in rifle with a traditional rimfire rifle	1,293	56.1%
Silhouette with a traditional rimfire rifle	399	17.3%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	94	4.1%
Tactical with a traditional rimfire rifle	114	4.9%
Teaching/Informative with a traditional rimfire rifle	614	26.6%
Three (3) position with a traditional rimfire rifle	170	7.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	206	8.9%
Other Please describe with a traditional rimfire rifle	102	4.4%
Plinking or informal target shooting with a traditional centerfire rifle	1,719	74.6%
3 Gun with a traditional centerfire rifle	28	1.2%
Benchrest with a traditional centerfire rifle	756	32.8%
Cowboy action with a traditional centerfire rifle	53	2.3%
Load Testing/Development with a traditional centerfire rifle	624	27.1%
Long range with a traditional centerfire rifle	820	35.6%
NRA high power with a traditional centerfire rifle	93	4.0%
Schuetzen with a traditional centerfire rifle	13	0.6%
Sighting-in rifle with a traditional centerfire rifle	1,454	63.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	402	17.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	87	3.8%
Tactical with a traditional centerfire rifle	253	11.0%
Teaching/Informative with a traditional centerfire rifle	568	24.6%
Three (3) position with a traditional centerfire rifle	149	6.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	445	19.3%
Other Please describe with a traditional centerfire rifle	90	3.9%
Plinking or informal target shooting with an MSR	1,407	61.0%
3 Gun with an MSR	71	3.1%
Benchrest with an MSR	418	18.1%
Cowboy action with an MSR	4	0.2%

Load Testing/Development with an MSR	357	15.5%
Long range with an MSR	475	20.6%
NRA high power with an MSR	56	2.4%
Schuetzen with an MSR	5	0.2%
Sighting-in rifle with an MSR	1,016	44.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	255	11.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	103	4.5%
Tactical with an MSR	425	18.4%
Teaching/Informative with an MSR	456	19.8%
Three (3) position with an MSR	126	5.5%
Training (Military, Defense, Law Enforcement) with an MSR	510	22.1%
Other Please describe with an MSR	30	1.3%
Informal (backyard, testing) with a shotgun	1,508	65.4%
3 Gun with a shotgun	76	3.3%
5 Stand with a shotgun	415	18.0%
Cowboy Action with a shotgun	54	2.3%
Dog training with a shotgun	378	16.4%
Other with a shotgun	25	1.1%
Pattern shotgun with a shotgun	1,150	49.9%
Sighting-In with a shotgun	888	38.5%
Skeet with a shotgun	1,273	55.2%
Sporting clays with a shotgun	1,329	57.7%
Teaching/Informative with a shotgun	559	24.3%
Test reload with a shotgun	408	17.7%
Training (Military, Defense, Law Enforcement) with a shotgun	333	14.4%
Trap with a shotgun	1,239	53.8%
Wobble Trap with a shotgun	327	14.2%
Other Please describe with a shotgun	108	4.7%
Total	2,305	100.0%

Current Recreational Shooting Activities

Table S.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	1,830	79.0%
Shotgun	1,786	77.1%
Traditional Centerfire Rifle	1,697	73.2%
Traditional Rimfire Rifle	1,685	72.7%
Revolver	1,499	64.7%
MSR	1,060	45.7%
Traditional or Compound Bow	675	29.1%
Muzzleloader	512	22.1%
Crossbow	321	13.9%
None of the Above	57	2.5%
Total	2,317	100.0%

Table S.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	1,633	70.2%
Plinking or informal target shooting with a traditional rimfire rifle	1,523	65.4%
Plinking or informal target shooting with a traditional centerfire rifle	1,382	59.4%
Plinking or informal target shooting with a Revolver	1,351	58.1%
Sighting-in rifle with a traditional centerfire rifle	1,222	52.5%
Informal (backyard or testing) with a Shotgun	1,167	50.2%
Sighting-in rifle with a traditional rimfire rifle	999	42.9%
Sighting-in with a semi-automatic Handgun	971	41.7%
Plinking or informal target shooting with a MSR	920	39.5%
Sporting clays with a Shotgun	904	38.8%
Pattern shotgun	882	37.9%
Skeet with a Shotgun	812	34.9%
Trap with a Shotgun	801	34.4%
Target shooting with a traditional or compound bow	675	29.0%
Sighting-In with a Shotgun	668	28.7%
Sighting-in rifle with a MSR	662	28.4%
Sighting-in with a Revolver	639	27.5%
Long range with a traditional centerfire rifle	616	26.5%
Benchrest with a traditional centerfire rifle	615	26.4%
Testing (Ammo & firearm) with a semi-automatic Handgun	595	25.6%
Target shooting with a muzzleloader	512	22.0%
Teaching/Informative with a semi-automatic Handgun	499	21.4%
Load Testing/Development with a traditional centerfire rifle	464	19.9%

Testing (Ammo & firearm) with a Revolver	439	18.9%
Silhouette with a semi-automatic Handgun	417	17.9%
Benchrest with a traditional rimfire rifle	415	17.8%
Bullseye with a semi-automatic Handgun	413	17.7%
Teaching/Informative with a traditional rimfire rifle	407	17.5%
Teaching/Informative with a Shotgun	390	16.8%
Teaching/Informative with a traditional centerfire rifle	368	15.8%
Target shooting with an air rifle at a range	343	14.7%
Target shooting with a crossbow	321	13.8%
Teaching/Informative with a Revolver	315	13.5%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	291	12.5%
Load Testing/Development with a semi-automatic Handgun	286	12.3%
5 Stand with a Shotgun	283	12.2%
Bullseye with a Revolver	282	12.1%
Teaching/Informative with a MSR	269	11.6%
Load Testing/Development with a Revolver	252	10.8%
Test reload with a Shotgun	245	10.5%
Long range with a MSR	238	10.2%
Silhouette with a traditional centerfire rifle	232	10.0%
Long range with a traditional rimfire rifle	232	10.0%
Benchrest with a MSR	231	9.9%
Wobble Trap with a Shotgun	230	9.9%
Silhouette with a Revolver	227	9.8%
Dog training with a shotgun	225	9.7%
Tactical with a MSR	216	9.3%
Load Testing/Development with a MSR	215	9.2%
Silhouette with a traditional rimfire rifle	213	9.2%
Training (Military / Defense / Law Enforcement) with a MSR	179	7.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	149	6.4%
Bowling pin with a semi-automatic Handgun	143	6.1%
Silhouette with a MSR	141	6.1%
Steel Challenge with a semi-automatic Handgun	139	6.0%
Tactical with a traditional centerfire rifle	118	5.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	117	5.0%
Load Testing/Development with a traditional rimfire rifle	115	4.9%
Training (Military / Defense / Law Enforcement) with a Revolver	97	4.2%
Bowling pin with a Revolver	84	3.6%
IDPA with a semi-automatic Handgun	83	3.6%
Cowboy action with a Revolver	62	2.7%
Three (3) position with a traditional centerfire rifle	61	2.6%
None of the above	57	2.4%

Steel Challenge with a traditional rimfire rifle	56	2.4%
Steel Challenge with a MSR	54	2.3%
Three (3) position with a MSR	54	2.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	54	2.3%
Steel Challenge with a traditional centerfire rifle	52	2.2%
3 Gun with a semi-automatic Handgun	52	2.2%
Three (3) position with a traditional rimfire rifle	52	2.2%
IPSC with a semi-automatic Handgun	51	2.2%
3 Gun with a Shotgun	47	2.0%
Steel Challenge with a Revolver	47	2.0%
Tactical with a traditional rimfire rifle	45	1.9%
3 Gun with a MSR	40	1.7%
Cowboy action with a traditional centerfire rifle	35	1.5%
Cowboy Action with a Shotgun	33	1.4%
NRA high power with a traditional centerfire rifle	27	1.2%
NRA high power with a MSR	22	0.9%
Cowboy action with a traditional rimfire rifle	13	0.6%
IDPA with a Revolver	12	0.5%
3 Gun with a traditional centerfire rifle	11	0.5%
Cowboy action with a semi-automatic Handgun	11	0.5%
NRA high power with a traditional rimfire rifle	8	0.3%
IPSC with a Revolver	6	0.3%
Schuetzen with a traditional centerfire rifle	5	0.2%
3 Gun with a Revolver	4	0.2%
3 Gun with a traditional rimfire rifle	4	0.2%
Cowboy action with a MSR	3	0.1%
Schuetzen with a traditional rimfire rifle	2	0.1%
Schuetzen with a MSR	0	0.0%
Total	2,327	100.0%

Table S.15) Lapsed shooting activities (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	175	10.4%
Revolver	375	22.3%
Traditional Rimfire Rifle	378	22.5%
Traditional Centerfire Rifle	269	16.0%
MSR	502	29.9%
Shotgun	276	16.4%
Air Rifle	617	36.7%
Traditional or Compound Bow	666	39.6%
Crossbow	195	11.6%
Muzzleloader	438	26.1%
Total	1,680	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	341	16.5%
3 Gun with a Shotgun	29	1.4%
5 Stand with a Shotgun	132	6.4%
Cowboy Action with a Shotgun	21	1.0%
Sighting-In with a Shotgun	220	10.7%
Skeet with a Shotgun	462	22.4%
Sporting clays with a Shotgun	425	20.6%
Teaching/Informative with a Shotgun	169	8.2%
Test reload with a Shotgun	163	7.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	184	8.9%
Trap with a Shotgun	438	21.2%
Wobble Trap with a Shotgun	97	4.7%
Plinking or informal target shooting with a traditional centerfire rifle	337	16.3%
3 Gun with a traditional centerfire rifle	17	0.8%
Benchrest with a traditional centerfire rifle	141	6.8%
Cowboy action with a traditional centerfire rifle	18	0.9%
Load Testing/Development with a traditional centerfire rifle	160	7.7%
Long range with a traditional centerfire rifle	204	9.9%
NRA high power with a traditional centerfire rifle	66	3.2%
Schuetzen with a traditional centerfire rifle	8	0.4%
Sighting-in rifle with a traditional centerfire rifle	232	11.2%
Silhouette with a traditional centerfire rifle	170	8.2%
Steel Challenge with a traditional centerfire rifle	35	1.7%
Tactical with a traditional centerfire rifle	135	6.5%
Teaching/Informative with a traditional centerfire rifle	200	9.7%
Three (3) position with a traditional centerfire rifle	88	4.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	327	15.8%
Plinking or informal target shooting with a MSR	487	23.6%
3 Gun with a MSR	31	1.5%

Benchrest with a MSR	187	9.1%
Cowboy action with a MSR	1	0.0%
Load Testing/Development with a MSR	142	6.9%
Long range with a MSR	237	11.5%
NRA high power with a MSR	34	1.6%
Schuetzen with a MSR	5	0.2%
Sighting-in rifle with a MSR	354	17.1%
Silhouette with a MSR	114	5.5%
Steel Challenge with a MSR	49	2.4%
Tactical with a MSR	209	10.1%
Teaching/Informative with a MSR	187	9.1%
Three (3) position with a MSR	72	3.5%
Training (Military / Defense / Law Enforcement) with a MSR	329	15.9%
Plinking or informal target shooting with a semi-automatic Handgun	165	8.0%
3 Gun with a semi-automatic Handgun	24	1.2%
Bowling pin with a semi-automatic Handgun	109	5.3%
Bullseye with a semi-automatic Handgun	109	5.3%
Cowboy action with a semi-automatic Handgun	31	1.5%
IDPA with a semi-automatic Handgun	50	2.4%
IPSC with a semi-automatic Handgun	51	2.5%
Load Testing/Development with a semi-automatic Handgun	87	4.2%
Sighting-in with a semi-automatic Handgun	155	7.5%
Silhouette with a semi-automatic Handgun	146	7.1%
Steel Challenge with a semi-automatic Handgun	70	3.4%
Teaching/Informative with a semi-automatic Handgun	107	5.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	173	8.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	343	16.6%
Plinking or informal target shooting with a Revolver	382	18.5%
3 Gun with a Revolver	161	7.8%
Bowling pin with a Revolver	81	3.9%
Bullseye with a Revolver	133	6.4%
Cowboy action with a Revolver	45	2.2%
IDPA with a Revolver	17	0.8%
IPSC with a Revolver	29	1.4%
Load Testing/Development with a Revolver	127	6.2%
Sighting-in with a Revolver	218	10.6%
Silhouette with a Revolver	164	7.9%
Steel Challenge with a Revolver	42	2.0%
Teaching/Informative with a Revolver	145	7.0%
Testing (Ammo & firearm) with a Revolver	215	10.4%
Training (Military / Defense / Law Enforcement) with a Revolver	243	11.8%
Dog training with a shotgun	153	7.4%
Target shooting with a traditional or compound bow	666	32.3%
Target shooting with a crossbow	195	9.4%
Target shooting with a muzzleloader	438	21.2%
Plinking or informal target shooting with a traditional rimfire rifle	423	20.5%
3 Gun with a traditional rimfire rifle	7	0.3%

Benchrest with a traditional rimfire rifle	148	7.2%
Cowboy action with a traditional rimfire rifle	8	0.4%
Load Testing/Development with a traditional rimfire rifle	105	5.1%
Long range with a traditional rimfire rifle	156	7.6%
NRA high power with a traditional rimfire rifle	19	0.9%
Schuetzen with a traditional rimfire rifle	11	0.5%
Sighting-in rifle with a traditional rimfire rifle	294	14.2%
Target shooting with an air rifle at a range	617	29.9%
Silhouette with a traditional rimfire rifle	186	9.0%
Pattern shotgun	268	13.0%
Steel Challenge with a traditional rimfire rifle	38	1.8%
Tactical with a traditional rimfire rifle	69	3.3%
Teaching/Informative with a traditional rimfire rifle	207	10.0%
Three (3) position with a traditional rimfire rifle	118	5.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	150	7.3%
Total	2,065	100.0%

Table S.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	34	8.5%	26	5.4%	78	11.4%
The activity was too expensive	28	7.0%	16	3.3%	56	8.2%
Ammunition was too expensive	59	14.7%	49	10.1%	62	9.1%
I no longer have time to do this	123	30.7%	137	28.2%	233	34.0%
I don't have anybody to go with anymore	62	15.5%	61	12.6%	169	24.7%
I was not successful	5	1.2%	3	0.6%	4	0.6%
I am no longer interested	43	10.7%	48	9.9%	38	5.5%
I did not enjoy this type of shooting	6	1.5%	15	3.1%	11	1.6%
Medical reasons / disability	14	3.5%	23	4.7%	29	4.2%
I no longer own a shotgun	15	3.7%	93	19.2%	35	5.1%
Other Please describe	44	11.0%	66	13.6%	100	14.6%
Total	401	100%	485	100%	685	100%

Table S.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	40	9.5%	34	7.9%	49	10.2%
The activity was too expensive	33	7.9%	14	3.2%	44	9.1%
Ammunition was too expensive	65	15.5%	44	10.2%	74	15.4%
I no longer have time to do this	134	31.9%	156	36.1%	133	27.7%
I don't have anybody to go with anymore	70	16.7%	66	15.3%	69	14.3%
I was not successful	1	0.2%	3	0.7%	2	0.4%
I am no longer interested	30	7.1%	57	13.2%	34	7.1%
I did not enjoy this type of shooting	9	2.1%	5	1.2%	13	2.7%
Medical reasons / disability	17	4.0%	22	5.1%	13	2.7%
I no longer own a shotgun	24	5.7%	49	11.3%	40	8.3%
Other Please describe	64	15.2%	55	12.7%	50	10.4%
Total	420	100%	432	100%	481	100%

Table S.16) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	8	2.7%	2	2.7%	4	2.1%	14	4.2%
The activity was too expensive	11	3.7%	1	1.4%	2	1.0%	1	0.3%
Ammunition was too expensive	4	1.3%	0	0.0%	2	1.0%	0	0.0%
I no longer have time to do this	69	22.9%	15	20.3%	61	31.8%	80	24.0%
I don't have anybody to go with anymore	34	11.3%	5	6.8%	26	13.5%	17	5.1%
I was not successful	6	2.0%	1	1.4%	5	2.6%	1	0.3%
I am no longer interested	74	24.6%	12	16.2%	37	19.3%	129	38.6%
I did not enjoy this type of shooting	11	3.7%	10	13.5%	21	10.9%	6	1.8%
Medical reasons / disability	51	16.9%	1	1.4%	5	2.6%	4	1.2%
I no longer own this type of firearm	67	22.3%	25	33.8%	40	20.8%	64	19.2%
Other Please describe	31	10.3%	11	14.9%	26	13.5%	33	9.9%
Total	301	100%	74	100%	192	100%	334	100%

Current Hunting Activities

Table S.17) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Shotgun	1,439	90.2%
Traditional rifle (centerfire or rimfire)	1,380	86.5%
Traditional bow/compound bow	693	43.4%
Muzzleloader	630	39.5%
MSR	583	36.6%
Handgun	523	32.8%
Crossbow	328	20.6%
Other	30	1.9%
Total	1,595	100.0%

Table S.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	242	16.1%
Deer	1,282	85.5%
Elk	256	17.1%
Other big game	131	8.7%
Others	65	4.3%
Predators	617	41.1%
Small game	838	55.9%
Turkey	920	61.3%
Upland game birds	848	56.5%
Waterfowl	562	37.5%
Wild pig / feral hog	319	21.3%
Total	1,500	100.0%

Shotgun Activity Interest

Table S.19) Which activity would you be interested in trying with a semi-automatic handgun?

	Count	Column Percent
3 Gun	850	35.0%
Sporting clays	785	32.3%
Skeet	676	27.8%
Trap	617	25.4%
Wobble Trap	534	22.0%
5 Stand	428	17.6%
Training (Military, Defense, Law Enforcement)	418	17.2%
Cowboy Action	371	15.3%
Pattern shotgun	325	13.4%
Informal (backyard, testing)	287	11.8%
Test reload	270	11.1%
Teaching/Informative	247	10.2%
Dog training	219	9.0%
Sighting-In	215	8.8%
Other	178	7.3%
Total	2,432	100.0%

Table S.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]?

	Count	Column Percent
Not enough time	550	46.2%
These activities are not offered at ranges in my area	322	27.1%
I don't have anybody to go with	260	21.8%
I don't know how to get started	255	21.4%
Too expensive	166	13.9%
Other Please describe	64	5.4%
Medical reason / disability	42	3.5%
I do not own / have access to this firearm	22	1.8%
Total	1,190	100.0%

Table S.21) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	76	35.2%
I don't own or have access to the proper equipment	59	27.3%
These activities are not offered at ranges in my area	34	15.7%
I don't have anybody to go with	33	15.3%
I don't know how to get started	19	8.8%
Too expensive	16	7.4%
Other Please describe	13	6.0%
Medical reason / disability	9	4.2%
Total	216	100.0%

Influential Media and Individuals

Table S.22) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	1,038	45.3%
Father	810	35.3%
Self / nobody else	376	16.4%
Aunt / Uncle	238	10.4%
Grandparent	203	8.9%
Sibling	177	7.7%
Co-worker	177	7.7%
Another relative	169	7.4%
Military	136	5.9%
Neighbor	81	3.5%
Spouse	71	3.1%
Other, please specify	71	3.1%
Children / grandchildren	42	1.8%
Mother	25	1.1%
Guide / outfitter	22	1.0%
Total	2,292	100.0%

Table S.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	963	42.3%
Magazines and Books	773	34.0%
Online videos	652	28.7%
Local clubs or social organizations	524	23.0%
National sportsmen’s conservation organizations	512	22.5%
Hunter education programs	309	13.6%
Retailers	267	11.7%
State wildlife management agencies	242	10.6%
Seminars	116	5.1%
Other, please specify	100	4.4%
Total	2,275	100.0%

Table S.24) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	433	66.8%
How-to videos	411	63.4%
Product reviews	394	60.8%
Non-professionals (home videos) hunting/fishing/shooting	348	53.7%
TV programs (complete or partial episodes)	287	44.3%
Competitions	285	44.0%
Informational/political/talk show style	102	15.7%
Fish and Wildlife agency produced videos	93	14.4%
Comedy/blooper videos	46	7.1%
Other	15	2.3%
Total	648	100.0%

Table S.25) **Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	66	6.9%
Animal Planet	32	3.3%
Comcast SportsNet	8	0.8%
Discovery Channel	168	17.5%
ESPN/ESPN 2	44	4.6%
History Channel	248	25.8%
Military Channel	214	22.3%
National Geographic	94	9.8%
NBC Sports	33	3.4%
Outdoor Channel	771	80.2%
Pursuit Channel	264	27.5%
Sportsman Channel	612	63.7%
Sunshine Network / SUN Sports	14	1.5%
WildTV	32	3.3%
World Fishing Network	28	2.9%
Other national network	26	2.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	219	22.8%
I watched hunting/fishing TV, but don't remember the channel	181	18.8%
Total	961	100.0%

Table S.26) **Which of the following do you think would be useful to help you begin (or retry) different shooting activities?**

	Count	Column Percent
Joining a local range	1,088	43.1%
An invitation from a friend / family member	826	32.7%
Programming offered by outdoor retailers	706	28.0%
Programming offered by the Fish / Wildlife Agency for My State of Residence	664	26.3%
Books / magazines	642	25.4%
YouTube videos	622	24.7%
Membership in a non-profit organization	504	20.0%
Online forums / blogs	332	13.2%
Other Please describe	201	8.0%
None of the above	135	5.4%
Total	2,523	100.0%

Table S.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	190	27.3%	178	27.3%	133	27.0%	190	30.8%
Google+	148	21.3%	136	20.8%	94	19.1%	118	19.2%
Twitter	33	4.7%	24	3.7%	23	4.7%	32	5.2%
Pinterest	40	5.7%	34	5.2%	29	5.9%	43	7.0%
Magazines	445	63.9%	430	65.8%	324	65.7%	374	60.7%
Instagram	57	8.2%	51	7.8%	42	8.5%	62	10.1%
YouTube	390	56.0%	332	50.8%	236	47.9%	517	83.9%
Television programs	321	46.1%	279	42.7%	220	44.6%	264	42.9%
Online Forums	246	35.3%	213	32.6%	162	32.9%	268	43.5%
Newsletter from hunting / wildlife groups or organizations	195	28.0%	229	35.1%	166	33.7%	141	22.9%
Fish / Wildlife Agency for My State of Residence	193	27.7%	257	39.4%	166	33.7%	109	17.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	112	16.1%	153	23.4%	109	22.1%	73	11.9%
Other	17	2.4%	14	2.1%	9	1.8%	14	2.3%
None of The Above	38	5.5%	36	5.5%	37	7.5%	17	2.8%
Total	696	100.0%	653	100.0%	493	100.0%	616	100.0%

Table S.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?									
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member		
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	
	Facebook	284	26.5%	135	21.2%	107	32.5%	209	25.6%
	Google+	191	17.8%	134	21.1%	64	19.5%	156	19.1%
	Twitter	47	4.4%	22	3.5%	19	5.8%	26	3.2%
	Pinterest	60	5.6%	41	6.4%	21	6.4%	29	3.5%
	Magazines	658	61.4%	511	80.3%	222	67.5%	487	59.6%
	Instagram	81	7.6%	47	7.4%	34	10.3%	57	7.0%
	YouTube	583	54.4%	367	57.7%	233	70.8%	371	45.4%
	Television programs	427	39.8%	313	49.2%	151	45.9%	325	39.8%
	Online Forums	378	35.3%	233	36.6%	226	68.7%	191	23.4%
	Newsletter from hunting / wildlife groups or organizations	273	25.5%	195	30.7%	91	27.7%	210	25.7%
	Fish / Wildlife Agency for My State of Residence	249	23.2%	154	24.2%	65	19.8%	219	26.8%
	Fish / Wildlife Agency for A State Other Than My State of Residence	138	12.9%	97	15.3%	36	10.9%	117	14.3%
	Other	25	2.3%	13	2.0%	8	2.4%	12	1.5%
	None of The Above	73	6.8%	16	2.5%	8	2.4%	79	9.7%
	Total	1,072	100.0%	636	100.0%	329	100.0%	817	100.0%

Informal or Backyard Shooting with a Shotgun

This section includes those who are interested in informal or backyard shooting with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S1.1) **What is your current age?**

	Count	Column Percent
18 to 24	9	3.3%
25 to 34	29	10.6%
35 to 44	43	15.7%
45 to 54	80	29.2%
55 to 64	59	21.5%
65 and older	54	19.7%
Total	274	100.0%

Table S1.2) **What is your gender?**

	Count	Column Percent
Male	263	96.0%
Female	11	4.0%
Total	274	100.0%

Table S1.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	17	6.2%
\$20,000 to \$29,999	13	4.8%
\$30,000 to \$39,999	18	6.6%
\$40,000 to \$49,999	26	9.5%
\$50,000 to \$74,999	59	21.6%
\$75,000 to \$99,999	59	21.6%
\$100,000 to \$149,999	54	19.8%
\$150,000 to \$200,000	15	5.5%
More than \$200,000	12	4.4%
Total	273	100.0%

Table S1.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	4	1.5%
High school graduation	58	21.2%
Trade school, associates degree or similar	95	34.7%
Bachelors degree	91	33.2%
Masters degree	22	8.0%
Ph D and higher	4	1.5%
Total	274	100.0%

Table S1.5) In which region do you live?

	Count	Column Percent
Northeast	41	15.0%
Midwest	68	24.8%
South	109	39.8%
West	53	19.3%
Canada	3	1.1%
Total	274	100.0%

Introduction to Shooting

Table S1.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	133	46.3%
11 to 17 years old	87	30.3%
18 to 24 years old	30	10.5%
25 to 34 years old	11	3.8%
35 to 44 years old	10	3.5%
45 to 54 years old	7	2.4%
55 to 64 years old	6	2.1%
65 years and older	3	1.0%
Total	287	100.0%

Table S1.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	49	17.1%
Blackpowder or muzzleloader	1	0.3%
Compound bow	1	0.3%
Crossbow	1	0.3%
MSR	6	2.1%
Revolver	33	11.5%
Shotgun	37	12.9%
semi-automatic handgun	47	16.4%
Traditional bow	5	1.7%
Traditional rifle (Centerfire)	21	7.3%
Traditional rifle (Rimfire)	86	30.0%
Other	0	0.0%
Total	287	100.0%

Table S1.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	5	1.7%
Cowboy action	1	0.3%
Long range	5	1.7%
NRA high power	1	0.3%
Pattern shotgun	3	1.0%
Plinking or informal target shooting	218	76.0%
Silhouette	5	1.7%
Skeet	2	0.7%
Sporting clays	7	2.4%
Tactical	2	0.7%
Training (Military, Defense, Law Enforcement)	11	3.8%
Trap	3	1.0%
Target archery	5	1.7%
Field archery	2	0.7%
Other Please describe:	17	5.9%
Total	287	100.0%

Table S1.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	142	50.9%
Friend	46	16.5%
Aunt / Uncle	26	9.3%
Grandparent	23	8.2%
Nobody / I shot alone when I first went shooting	22	7.9%
Camp / Summer camp	16	5.7%
Another relative	12	4.3%
Sibling	11	3.9%
Military	10	3.6%
Mother	9	3.2%
Spouse	9	3.2%
Neighbor	4	1.4%
Co-worker	3	1.1%
Other	2	0.7%
Guide / outfitter	1	0.4%
Total	279	100.0%

Table S1.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	191	69.7%
It's relaxing / an escape	130	47.4%
Spend time with family or friends who already shot	114	41.6%
Tradition / way of life	106	38.7%
I wanted a challenge / adventure	81	29.6%
Wanted to spend more time outdoors	81	29.6%
Protection / self defense	72	26.3%
Wanted to try a new sport	64	23.4%
To teach someone else / introduce my children or others to shooting	63	23.0%
Training for hunting	56	20.4%
Training (military, police, etc.)	50	18.2%
Media (television, magazines, movies)	13	4.7%
Other Please write in	3	1.1%
Total	274	100.0%

Table S1.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	36	12.5%
1 year	25	8.7%
2 - 5 years	61	21.3%
6 - 10 years	16	5.6%
More than 10 years	40	13.9%
I have only ever participated in [the shooting activity that I first participated in]	109	38.0%
Total	287	100.0%

Table S1.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	114	67.1%
3 Gun with a semi-automatic handgun	5	2.9%
Bowling pin with a semi-automatic handgun	13	7.6%
Bullseye with a semi-automatic handgun	30	17.6%
Cowboy action with a semi-automatic handgun	1	0.6%
IDPA with a semi-automatic handgun	5	2.9%
IPSC with a semi-automatic handgun	2	1.2%
Load Testing/Development with a semi-automatic handgun	14	8.2%
Sighting-in with a semi-automatic handgun	68	40.0%
Silhouette with a semi-automatic handgun	40	23.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	10	5.9%
Teaching/Informative with a semi-automatic handgun	42	24.7%
Testing (Ammo & firearm) with a semi-automatic handgun	41	24.1%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	46	27.1%
Other Please describe with a semi-automatic handgun	5	2.9%
Plinking or informal target shooting with a revolver	94	55.3%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	6	3.5%
Bullseye with a revolver	21	12.4%
Cowboy action with a revolver	1	0.6%
IDPA with a revolver	0	0.0%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	10	5.9%
Sighting-in with a revolver	33	19.4%
Silhouette with a revolver	18	10.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	0	0.0%
Teaching/Informative with a revolver	21	12.4%
Testing (Ammo & firearm) with a revolver	26	15.3%
Training (Military, Defense, Law Enforcement) with a revolver	27	15.9%

Other Please describe with a revolver	3	1.8%
Plinking or informal target shooting with a traditional rimfire rifle	120	70.6%
3 Gun with a traditional rimfire rifle	1	0.6%
Benchrest with a traditional rimfire rifle	39	22.9%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	8	4.7%
Long range with a traditional rimfire rifle	27	15.9%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	1	0.6%
Sighting-in rifle with a traditional rimfire rifle	72	42.4%
Silhouette with a traditional rimfire rifle	28	16.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	4	2.4%
Tactical with a traditional rimfire rifle	8	4.7%
Teaching/Informative with a traditional rimfire rifle	22	12.9%
Three (3) position with a traditional rimfire rifle	8	4.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	17	10.0%
Other Please describe with a traditional rimfire rifle	4	2.4%
Plinking or informal target shooting with a traditional centerfire rifle	93	54.7%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	37	21.8%
Cowboy action with a traditional centerfire rifle	1	0.6%
Load Testing/Development with a traditional centerfire rifle	13	7.6%
Long range with a traditional centerfire rifle	44	25.9%
NRA high power with a traditional centerfire rifle	1	0.6%
Schuetzen with a traditional centerfire rifle	2	1.2%
Sighting-in rifle with a traditional centerfire rifle	78	45.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	21	12.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	2	1.2%
Tactical with a traditional centerfire rifle	11	6.5%
Teaching/Informative with a traditional centerfire rifle	19	11.2%
Three (3) position with a traditional centerfire rifle	6	3.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	24	14.1%
Other Please describe with a traditional centerfire rifle	7	4.1%
Plinking or informal target shooting with an MSR	69	40.6%
3 Gun with an MSR	3	1.8%
Benchrest with an MSR	25	14.7%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	8	4.7%
Long range with an MSR	27	15.9%
NRA high power with an MSR	0	0.0%

Schuetzen with an MSR	1	0.6%
Sighting-in rifle with an MSR	53	31.2%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	12	7.1%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	1.8%
Tactical with an MSR	22	12.9%
Teaching/Informative with an MSR	26	15.3%
Three (3) position with an MSR	8	4.7%
Training (Military, Defense, Law Enforcement) with an MSR	32	18.8%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	0	0.0%
3 Gun with a shotgun	2	1.2%
5 Stand with a shotgun	12	7.1%
Cowboy Action with a shotgun	2	1.2%
Dog training with a shotgun	11	6.5%
Other with a shotgun	2	1.2%
Pattern shotgun with a shotgun	37	21.8%
Sighting-In with a shotgun	29	17.1%
Skeet with a shotgun	50	29.4%
Sporting clays with a shotgun	55	32.4%
Teaching/Informative with a shotgun	12	7.1%
Test reload with a shotgun	9	5.3%
Training (Military, Defense, Law Enforcement) with a shotgun	14	8.2%
Trap with a shotgun	43	25.3%
Wobble Trap with a shotgun	11	6.5%
Other Please describe with a shotgun	5	2.9%
Total	170	100.0%

Current Recreational Shooting Activities

Table S1.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	122	68.9%
Traditional Rimfire Rifle	105	59.3%
Traditional Centerfire Rifle	95	53.7%
Revolver	81	45.8%
Shotgun	59	33.3%
MSR	50	28.2%
Traditional or Compound Bow	28	15.8%
Muzzleloader	13	7.3%
None of the Above	12	6.8%
Crossbow	9	5.1%
Total	177	100.0%

Table S1.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	105	59.3%
Plinking or informal target shooting with a traditional rimfire rifle	88	49.7%
Plinking or informal target shooting with a traditional centerfire rifle	71	40.1%
Plinking or informal target shooting with a Revolver	69	39.0%
Sighting-in rifle with a traditional centerfire rifle	66	37.3%
Sighting-in rifle with a traditional rimfire rifle	52	29.4%
Sighting-in with a semi-automatic Handgun	49	27.7%
Plinking or informal target shooting with a MSR	37	20.9%
Testing (Ammo & firearm) with a semi-automatic Handgun	37	20.9%
Long range with a traditional centerfire rifle	36	20.3%
Silhouette with a semi-automatic Handgun	35	19.8%
Benchrest with a traditional centerfire rifle	32	18.1%
Pattern shotgun	32	18.1%
Sporting clays with a Shotgun	31	17.5%
Teaching/Informative with a semi-automatic Handgun	30	16.9%
Target shooting with a traditional or compound bow	28	15.8%
Benchrest with a traditional rimfire rifle	28	15.8%
Skeet with a Shotgun	27	15.3%
Sighting-in with a Revolver	25	14.1%
Bullseye with a semi-automatic Handgun	24	13.6%
Sighting-In with a Shotgun	22	12.4%
Sighting-in rifle with a MSR	22	12.4%

Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	22	12.4%
Trap with a Shotgun	21	11.9%
Testing (Ammo & firearm) with a Revolver	18	10.2%
Silhouette with a traditional rimfire rifle	17	9.6%
Teaching/Informative with a traditional rimfire rifle	17	9.6%
Long range with a traditional rimfire rifle	16	9.0%
Target shooting with an air rifle at a range	16	9.0%
Bullseye with a Revolver	15	8.5%
Benchrest with a MSR	14	7.9%
Target shooting with a muzzleloader	13	7.3%
Teaching/Informative with a MSR	12	6.8%
Silhouette with a Revolver	12	6.8%
None of the above	12	6.8%
5 Stand with a Shotgun	11	6.2%
Teaching/Informative with a traditional centerfire rifle	11	6.2%
Teaching/Informative with a Revolver	11	6.2%
Silhouette with a traditional centerfire rifle	10	5.6%
Training (Military / Defense / Law Enforcement) with a MSR	10	5.6%
Load Testing/Development with a semi-automatic Handgun	10	5.6%
Load Testing/Development with a traditional centerfire rifle	9	5.1%
Bowling pin with a semi-automatic Handgun	9	5.1%
Training (Military / Defense / Law Enforcement) with a Revolver	9	5.1%
Target shooting with a crossbow	9	5.1%
Long range with a MSR	8	4.5%
Dog training with a shotgun	8	4.5%
Teaching/Informative with a Shotgun	7	4.0%
Test reload with a Shotgun	7	4.0%
Wobble Trap with a Shotgun	7	4.0%
Silhouette with a MSR	7	4.0%
Tactical with a MSR	6	3.4%
Steel Challenge with a semi-automatic Handgun	6	3.4%
Load Testing/Development with a Revolver	6	3.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	5	2.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	5	2.8%
3 Gun with a semi-automatic Handgun	4	2.3%
IDPA with a semi-automatic Handgun	4	2.3%
Tactical with a traditional centerfire rifle	3	1.7%
Load Testing/Development with a MSR	3	1.7%
Three (3) position with a MSR	3	1.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	3	1.7%

Three (3) position with a traditional centerfire rifle	2	1.1%
IPSC with a semi-automatic Handgun	2	1.1%
Bowling pin with a Revolver	2	1.1%
Load Testing/Development with a traditional rimfire rifle	2	1.1%
Steel Challenge with a traditional rimfire rifle	2	1.1%
Three (3) position with a traditional rimfire rifle	2	1.1%
3 Gun with a Shotgun	1	0.6%
Cowboy Action with a Shotgun	1	0.6%
Schuetzen with a traditional centerfire rifle	1	0.6%
Steel Challenge with a traditional centerfire rifle	1	0.6%
3 Gun with a MSR	1	0.6%
3 Gun with a traditional rimfire rifle	1	0.6%
Tactical with a traditional rimfire rifle	1	0.6%
Informal (backyard or testing) with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Cowboy action with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
Cowboy action with a semi-automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Steel Challenge with a Revolver	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	177	100.0%

Table S1.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	14	11.8%
Revolver	31	26.1%
Traditional Rimfire Rifle	31	26.1%
Traditional Centerfire Rifle	18	15.1%
MSR	40	33.6%
Shotgun	25	21.0%
Air Rifle	32	26.9%
Traditional or Compound Bow	36	30.3%
Crossbow	10	8.4%
Muzzleloader	18	15.1%
Total	119	100.0%

Table S1.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	0	0.0%
3 Gun with a Shotgun	1	0.7%
5 Stand with a Shotgun	1	0.7%
Cowboy Action with a Shotgun	1	0.7%
Sighting-In with a Shotgun	7	4.9%
Skeet with a Shotgun	23	16.2%
Sporting clays with a Shotgun	24	16.9%
Teaching/Informative with a Shotgun	5	3.5%
Test reload with a Shotgun	2	1.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	6.3%
Trap with a Shotgun	22	15.5%
Wobble Trap with a Shotgun	4	2.8%
Plinking or informal target shooting with a traditional centerfire rifle	22	15.5%
3 Gun with a traditional centerfire rifle	0	0.0%
Benchrest with a traditional centerfire rifle	5	3.5%
Cowboy action with a traditional centerfire rifle	1	0.7%
Load Testing/Development with a traditional centerfire rifle	4	2.8%
Long range with a traditional centerfire rifle	8	5.6%
NRA high power with a traditional centerfire rifle	1	0.7%
Schuetzen with a traditional centerfire rifle	1	0.7%
Sighting-in rifle with a traditional centerfire rifle	12	8.5%
Silhouette with a traditional centerfire rifle	11	7.7%
Steel Challenge with a traditional centerfire rifle	1	0.7%
Tactical with a traditional centerfire rifle	8	5.6%
Teaching/Informative with a traditional centerfire rifle	8	5.6%
Three (3) position with a traditional centerfire rifle	4	2.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	19	13.4%
Plinking or informal target shooting with a MSR	32	22.5%

3 Gun with a MSR	2	1.4%
Benchrest with a MSR	11	7.7%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	3.5%
Long range with a MSR	19	13.4%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	1	0.7%
Sighting-in rifle with a MSR	31	21.8%
Silhouette with a MSR	5	3.5%
Steel Challenge with a MSR	3	2.1%
Tactical with a MSR	16	11.3%
Teaching/Informative with a MSR	14	9.9%
Three (3) position with a MSR	5	3.5%
Training (Military / Defense / Law Enforcement) with a MSR	22	15.5%
Plinking or informal target shooting with a semi-automatic Handgun	9	6.3%
3 Gun with a semi-automatic Handgun	1	0.7%
Bowling pin with a semi-automatic Handgun	4	2.8%
Bullseye with a semi-automatic Handgun	6	4.2%
Cowboy action with a semi-automatic Handgun	1	0.7%
IDPA with a semi-automatic Handgun	1	0.7%
IPSC with a semi-automatic Handgun	0	0.0%
Load Testing/Development with a semi-automatic Handgun	4	2.8%
Sighting-in with a semi-automatic Handgun	19	13.4%
Silhouette with a semi-automatic Handgun	5	3.5%
Steel Challenge with a semi-automatic Handgun	4	2.8%
Teaching/Informative with a semi-automatic Handgun	12	8.5%
Testing (Ammo & firearm) with a semi-automatic Handgun	4	2.8%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	23	16.2%
Plinking or informal target shooting with a Revolver	25	17.6%
3 Gun with a Revolver	6	4.2%
Bowling pin with a Revolver	4	2.8%
Bullseye with a Revolver	6	4.2%
Cowboy action with a Revolver	1	0.7%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	4	2.8%
Sighting-in with a Revolver	8	5.6%
Silhouette with a Revolver	6	4.2%
Steel Challenge with a Revolver	0	0.0%
Teaching/Informative with a Revolver	10	7.0%
Testing (Ammo & firearm) with a Revolver	8	5.6%
Training (Military / Defense / Law Enforcement) with a Revolver	18	12.7%
Dog training with a shotgun	3	2.1%
Target shooting with a traditional or compound bow	36	25.4%
Target shooting with a crossbow	10	7.0%
Target shooting with a muzzleloader	18	12.7%
Plinking or informal target shooting with a traditional rimfire rifle	32	22.5%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	11	7.7%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	6	4.2%
Long range with a traditional rimfire rifle	11	7.7%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	2	1.4%
Sighting-in rifle with a traditional rimfire rifle	20	14.1%
Target shooting with an air rifle at a range	32	22.5%
Silhouette with a traditional rimfire rifle	11	7.7%
Pattern shotgun	5	3.5%
Steel Challenge with a traditional rimfire rifle	2	1.4%
Tactical with a traditional rimfire rifle	7	4.9%
Teaching/Informative with a traditional rimfire rifle	5	3.5%
Three (3) position with a traditional rimfire rifle	6	4.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	9.2%
Total	142	100.0%

Current Hunting Activities

Table S1.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	109	92.4%
Shotgun	100	84.7%
Traditional bow/compound bow	52	44.1%
Muzzleloader	41	34.7%
Handgun	37	31.4%
MSR	36	30.5%
Crossbow	18	15.3%
Other	4	3.4%
Total	118	100.0%

Table S1.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	17	15.9%
Deer	89	83.2%
Elk	19	17.8%
Other big game	9	8.4%
Others	2	1.9%
Predators	41	38.3%
Small game	50	46.7%
Turkey	55	51.4%
Upland game birds	51	47.7%
Waterfowl	32	29.9%
Wild pig / feral hog	19	17.8%
Total	107	100.0%

Shotgun Activity Interest

Table S1.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	20	40.8%
These activities are not offered at ranges in my area	14	28.6%
I don't have anybody to go with	7	14.3%
I don't know how to get started	7	14.3%
Too expensive	6	12.2%
Other Please describe	3	6.1%
I do not own / have access to this firearm	3	6.1%
Medical reason / disability	0	0.0%
Total	49	100.0%

Table S1.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	28	39.4%
These activities are not offered at ranges in my area	16	22.5%
Not enough time	16	22.5%
I don't have anybody to go with	12	16.9%
I don't know how to get started	7	9.9%
Too expensive	4	5.6%
Other Please describe	3	4.2%
Medical reason / disability	1	1.4%
Total	71	100.0%

Influential Media and Individuals

Table S1.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	61	34.9%
Father	50	28.6%
Self / nobody else	32	18.3%
Aunt / Uncle	17	9.7%
Military	16	9.1%
Sibling	14	8.0%
Co-worker	14	8.0%
Another relative	13	7.4%
Grandparent	10	5.7%
Spouse	7	4.0%
Neighbor	4	2.3%
Other, please specify	4	2.3%
Children / grandchildren	3	1.7%
Mother	0	0.0%
Guide / outfitter	0	0.0%
Total	175	100.0%

Table S1.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	69	39.2%
Online videos	66	37.5%
Magazines and Books	52	29.5%
Local clubs or social organizations	40	22.7%
National sportsmen's conservation organizations	33	18.8%
Retailers	23	13.1%
State wildlife management agencies	19	10.8%
Hunter education programs	17	9.7%
Other, please specify	13	7.4%
Seminars	10	5.7%
Total	176	100.0%

Table S1.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	47	72.3%
How-to videos	40	61.5%
Product reviews	40	61.5%
Non-professionals (home videos) hunting/fishing/shooting	33	50.8%
Competitions	31	47.7%
TV programs (complete or partial episodes)	22	33.8%
Informational/political/talk show style	12	18.5%
Fish and Wildlife agency produced videos	9	13.8%
Comedy/blooper videos	8	12.3%
Other	1	1.5%
Total	65	100.0%

Table S1.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	3	4.3%
Animal Planet	2	2.9%
Comcast SportsNet	0	0.0%
Discovery Channel	12	17.4%
ESPN/ESPN 2	6	8.7%
History Channel	19	27.5%
Military Channel	23	33.3%
National Geographic	8	11.6%
NBC Sports	1	1.4%
Outdoor Channel	59	85.5%
Pursuit Channel	17	24.6%
Sportsman Channel	44	63.8%
Sunshine Network / SUN Sports	1	1.4%
WildTV	3	4.3%
World Fishing Network	2	2.9%
Other national network	2	2.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	18	26.1%
I watched hunting/fishing TV, but don't remember the channel	9	13.0%
Total	69	100.0%

Table S1.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	126	45.7%
An invitation from a friend / family member	105	38.0%
Programming offered by outdoor retailers	96	34.8%
YouTube videos	96	34.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	89	32.2%
Books / magazines	78	28.3%
Membership in a non-profit organization	62	22.5%
Online forums / blogs	38	13.8%
Other Please describe	16	5.8%
None of the above	9	3.3%
Total	276	100.0%

Table S1.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	28	30.1%	25	28.4%	21	35.0%	31	33.0%
Google+	23	24.7%	25	28.4%	15	25.0%	24	25.5%
Twitter	5	5.4%	2	2.3%	5	8.3%	4	4.3%
Pinterest	7	7.5%	6	6.8%	6	10.0%	7	7.4%
Magazines	59	63.4%	55	62.5%	46	76.7%	56	59.6%
Instagram	4	4.3%	5	5.7%	7	11.7%	10	10.6%
YouTube	66	71.0%	53	60.2%	35	58.3%	86	91.5%
Television programs	41	44.1%	34	38.6%	28	46.7%	43	45.7%
Online Forums	32	34.4%	35	39.8%	24	40.0%	44	46.8%
Newsletter from hunting / wildlife groups or organizations	26	28.0%	29	33.0%	20	33.3%	26	27.7%
Fish / Wildlife Agency for My State of Residence	20	21.5%	30	34.1%	22	36.7%	17	18.1%
Fish / Wildlife Agency for A State Other Than My State of Residence	15	16.1%	22	25.0%	17	28.3%	11	11.7%
Other	1	1.1%	1	1.1%	0	0.0%	2	2.1%
None of The Above	6	6.5%	7	8.0%	6	10.0%	1	1.1%
Total	93	100.0%	88	100.0%	60	100.0%	94	100.0%

Table S1.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	37	29.8%	16	21.1%	13	34.2%	29	27.9%
	Google+	23	18.5%	21	27.6%	11	28.9%	20	19.2%
	Twitter	7	5.6%	3	3.9%	2	5.3%	4	3.8%
	Pinterest	7	5.6%	3	3.9%	2	5.3%	3	2.9%
	Magazines	78	62.9%	59	77.6%	25	65.8%	64	61.5%
	Instagram	11	8.9%	7	9.2%	3	7.9%	10	9.6%
	YouTube	91	73.4%	51	67.1%	32	84.2%	55	52.9%
	Television programs	48	38.7%	41	53.9%	20	52.6%	34	32.7%
	Online Forums	58	46.8%	34	44.7%	27	71.1%	30	28.8%
	Newsletter from hunting / wildlife groups or organizations	31	25.0%	24	31.6%	11	28.9%	26	25.0%
	Fish / Wildlife Agency for My State of Residence	23	18.5%	17	22.4%	8	21.1%	24	23.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	22	17.7%	12	15.8%	5	13.2%	17	16.3%
	Other	2	1.6%	0	0.0%	1	2.6%	1	1.0%
	None of The Above	8	6.5%	2	2.6%	0	0.0%	14	13.5%
Total		124	100.0%	76	100.0%	38	100.0%	104	100.0%

3 Gun with a Shotgun

This section includes those who are interested in shooting 3 gun with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S2.1) **What is your current age?**

	Count	Column Percent
18 to 24	26	3.1%
25 to 34	114	13.7%
35 to 44	168	20.1%
45 to 54	241	28.9%
55 to 64	206	24.7%
65 and older	79	9.5%
Total	834	100.0%

Table S2.2) **What is your gender?**

	Count	Column Percent
Male	812	97.4%
Female	22	2.6%
Total	834	100.0%

Table S2.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	36	4.3%
\$20,000 to \$29,999	25	3.0%
\$30,000 to \$39,999	39	4.7%
\$40,000 to \$49,999	71	8.5%
\$50,000 to \$74,999	158	19.0%
\$75,000 to \$99,999	161	19.3%
\$100,000 to \$149,999	207	24.8%
\$150,000 to \$200,000	70	8.4%
More than \$200,000	66	7.9%
Total	833	100.0%

Table S2.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	7	0.8%
High school graduation	149	17.9%
Trade school, associates degree or similar	305	36.6%
Bachelors degree	259	31.1%
Masters degree	83	10.0%
Ph D and higher	31	3.7%
Total	834	100.0%

Table S2.5) In which region do you live?

	Count	Column Percent
Northeast	123	14.7%
Midwest	235	28.2%
South	316	37.9%
West	157	18.8%
Canada	3	0.4%
Total	834	100.0%

Introduction to Shooting

Table S2.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	556	65.4%
11 to 17 years old	196	23.1%
18 to 24 years old	57	6.7%
25 to 34 years old	11	1.3%
35 to 44 years old	15	1.8%
45 to 54 years old	10	1.2%
55 to 64 years old	4	0.5%
65 years and older	1	0.1%
Total	850	100.0%

Table S2.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	157	18.5%
Blackpowder or muzzleloader	2	0.2%
Compound bow	4	0.5%
Crossbow	1	0.1%
MSR	14	1.6%
Revolver	62	7.3%
Shotgun	156	18.4%
semi-automatic handgun	85	10.0%
Traditional bow	17	2.0%
Traditional rifle (Centerfire)	39	4.6%
Traditional rifle (Rimfire)	313	36.8%
Other	0	0.0%
Total	850	100.0%

Table S2.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	12	1.4%
Long range	4	0.5%
NRA high power	1	0.1%
Pattern shotgun	12	1.4%
Plinking or informal target shooting	681	80.3%
Silhouette	9	1.1%
Skeet	11	1.3%
Sporting clays	15	1.8%
Tactical	3	0.4%
Test reload	2	0.2%
Training (Military, Defense, Law Enforcement)	17	2.0%
Trap	20	2.4%
Target archery	17	2.0%
Field archery	2	0.2%
3D archery	1	0.1%
Other Please describe:	41	4.8%
Total	848	100.0%

Table S2.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	522	62.2%
Grandparent	110	13.1%
Friend	106	12.6%
Aunt / Uncle	80	9.5%
Sibling	41	4.9%
Camp / Summer camp	35	4.2%
Nobody / I shot alone when I first went shooting	35	4.2%
Mother	32	3.8%
Another relative	28	3.3%
Neighbor	21	2.5%
Military	20	2.4%
Spouse	8	1.0%
Co-worker	5	0.6%
Other	4	0.5%
Guide / outfitter	2	0.2%
Total	839	100.0%

Table S2.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	604	72.9%
Tradition / way of life	426	51.4%
Spend time with family or friends who already shot	414	49.9%
It's relaxing / an escape	410	49.5%
Wanted to spend more time outdoors	321	38.7%
I wanted a challenge / adventure	300	36.2%
Training for hunting	198	23.9%
Protection / self defense	197	23.8%
Wanted to try a new sport	194	23.4%
To teach someone else / introduce my children or others to shooting	179	21.6%
Training (military, police, etc.)	143	17.2%
Media (television, magazines, movies)	43	5.2%
Other Please write in	10	1.2%
Total	829	100.0%

Table S2.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	223	26.2%
1 year	107	12.6%
2 - 5 years	273	32.1%
6 - 10 years	71	8.4%
More than 10 years	96	11.3%
I have only ever participated in [the shooting activity that I first participated in]	80	9.4%
Total	850	100.0%

Table S2.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	671	87.4%
3 Gun with a semi-automatic handgun	6	0.8%
Bowling pin with a semi-automatic handgun	111	14.5%
Bullseye with a semi-automatic handgun	201	26.2%
Cowboy action with a semi-automatic handgun	11	1.4%
IDPA with a semi-automatic handgun	69	9.0%
IPSC with a semi-automatic handgun	45	5.9%
Load Testing/Development with a semi-automatic handgun	157	20.4%
Sighting-in with a semi-automatic handgun	435	56.6%
Silhouette with a semi-automatic handgun	226	29.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	103	13.4%
Teaching/Informative with a semi-automatic handgun	280	36.5%
Testing (Ammo & firearm) with a semi-automatic handgun	306	39.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	257	33.5%
Other Please describe with a semi-automatic handgun	27	3.5%
Plinking or informal target shooting with a revolver	622	81.0%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	64	8.3%
Bullseye with a revolver	156	20.3%
Cowboy action with a revolver	30	3.9%
IDPA with a revolver	13	1.7%
IPSC with a revolver	11	1.4%
Load Testing/Development with a revolver	140	18.2%
Sighting-in with a revolver	301	39.2%
Silhouette with a revolver	160	20.8%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	39	5.1%
Teaching/Informative with a revolver	197	25.7%
Testing (Ammo & firearm) with a revolver	246	32.0%
Training (Military, Defense, Law Enforcement) with a revolver	129	16.8%

Other Please describe with a revolver	17	2.2%
Plinking or informal target shooting with a traditional rimfire rifle	667	86.8%
3 Gun with a traditional rimfire rifle	1	0.1%
Benchrest with a traditional rimfire rifle	219	28.5%
Cowboy action with a traditional rimfire rifle	7	0.9%
Load Testing/Development with a traditional rimfire rifle	94	12.2%
Long range with a traditional rimfire rifle	143	18.6%
NRA high power with a traditional rimfire rifle	7	0.9%
Schuetzen with a traditional rimfire rifle	1	0.1%
Sighting-in rifle with a traditional rimfire rifle	463	60.3%
Silhouette with a traditional rimfire rifle	166	21.6%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	52	6.8%
Tactical with a traditional rimfire rifle	41	5.3%
Teaching/Informative with a traditional rimfire rifle	241	31.4%
Three (3) position with a traditional rimfire rifle	67	8.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	70	9.1%
Other Please describe with a traditional rimfire rifle	37	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	626	81.5%
3 Gun with a traditional centerfire rifle	3	0.4%
Benchrest with a traditional centerfire rifle	274	35.7%
Cowboy action with a traditional centerfire rifle	17	2.2%
Load Testing/Development with a traditional centerfire rifle	235	30.6%
Long range with a traditional centerfire rifle	314	40.9%
NRA high power with a traditional centerfire rifle	28	3.6%
Schuetzen with a traditional centerfire rifle	4	0.5%
Sighting-in rifle with a traditional centerfire rifle	517	67.3%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	172	22.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	36	4.7%
Tactical with a traditional centerfire rifle	109	14.2%
Teaching/Informative with a traditional centerfire rifle	239	31.1%
Three (3) position with a traditional centerfire rifle	63	8.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	152	19.8%
Other Please describe with a traditional centerfire rifle	22	2.9%
Plinking or informal target shooting with an MSR	590	76.8%
3 Gun with an MSR	8	1.0%
Benchrest with an MSR	177	23.0%
Cowboy action with an MSR	2	0.3%
Load Testing/Development with an MSR	158	20.6%
Long range with an MSR	203	26.4%
NRA high power with an MSR	21	2.7%

Schuetzen with an MSR	1	0.1%
Sighting-in rifle with an MSR	444	57.8%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	118	15.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	51	6.6%
Tactical with an MSR	202	26.3%
Teaching/Informative with an MSR	226	29.4%
Three (3) position with an MSR	65	8.5%
Training (Military, Defense, Law Enforcement) with an MSR	217	28.3%
Other Please describe with an MSR	14	1.8%
Informal (backyard, testing) with a shotgun	566	73.7%
3 Gun with a shotgun	0	0.0%
5 Stand with a shotgun	150	19.5%
Cowboy Action with a shotgun	13	1.7%
Dog training with a shotgun	121	15.8%
Other with a shotgun	9	1.2%
Pattern shotgun with a shotgun	392	51.0%
Sighting-In with a shotgun	320	41.7%
Skeet with a shotgun	457	59.5%
Sporting clays with a shotgun	480	62.5%
Teaching/Informative with a shotgun	218	28.4%
Test reload with a shotgun	138	18.0%
Training (Military, Defense, Law Enforcement) with a shotgun	132	17.2%
Trap with a shotgun	434	56.5%
Wobble Trap with a shotgun	114	14.8%
Other Please describe with a shotgun	37	4.8%
Total	768	100.0%

Current Recreational Shooting Activities

Table S2.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	679	88.5%
Shotgun	628	81.9%
Traditional Centerfire Rifle	619	80.7%
Traditional Rimfire Rifle	601	78.4%
Revolver	539	70.3%
MSR	497	64.8%
Traditional or Compound Bow	269	35.1%
Muzzleloader	172	22.4%
Crossbow	109	14.2%
None of the Above	6	0.8%
Total	767	100.0%

Table S2.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	632	82.2%
Plinking or informal target shooting with a traditional rimfire rifle	550	71.5%
Plinking or informal target shooting with a traditional centerfire rifle	539	70.1%
Plinking or informal target shooting with a Revolver	502	65.3%
Informal (backyard or testing) with a Shotgun	456	59.3%
Plinking or informal target shooting with a MSR	444	57.7%
Sighting-in rifle with a traditional centerfire rifle	442	57.5%
Sighting-in with a semi-automatic Handgun	384	49.9%
Sighting-in rifle with a traditional rimfire rifle	375	48.8%
Sporting clays with a Shotgun	348	45.3%
Sighting-in rifle with a MSR	333	43.3%
Skeet with a Shotgun	306	39.8%
Pattern shotgun	300	39.0%
Trap with a Shotgun	294	38.2%
Target shooting with a traditional or compound bow	269	35.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	251	32.6%
Sighting-In with a Shotgun	250	32.5%
Teaching/Informative with a semi-automatic Handgun	247	32.1%
Long range with a traditional centerfire rifle	239	31.1%
Sighting-in with a Revolver	239	31.1%
Benchrest with a traditional centerfire rifle	224	29.1%
Testing (Ammo & firearm) with a Revolver	185	24.1%
Teaching/Informative with a traditional rimfire rifle	183	23.8%

Load Testing/Development with a traditional centerfire rifle	174	22.6%
Benchrest with a traditional rimfire rifle	173	22.5%
Target shooting with a muzzleloader	172	22.4%
Teaching/Informative with a traditional centerfire rifle	171	22.2%
Silhouette with a semi-automatic Handgun	169	22.0%
Teaching/Informative with a Shotgun	164	21.3%
Bullseye with a semi-automatic Handgun	164	21.3%
Teaching/Informative with a MSR	151	19.6%
Teaching/Informative with a Revolver	143	18.6%
Target shooting with an air rifle at a range	140	18.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	135	17.6%
Load Testing/Development with a semi-automatic Handgun	125	16.3%
Tactical with a MSR	120	15.6%
Benchrest with a MSR	115	15.0%
Long range with a MSR	113	14.7%
Target shooting with a crossbow	109	14.2%
5 Stand with a Shotgun	107	13.9%
Load Testing/Development with a MSR	106	13.8%
Silhouette with a traditional centerfire rifle	105	13.7%
Bullseye with a Revolver	105	13.7%
Long range with a traditional rimfire rifle	100	13.0%
Load Testing/Development with a Revolver	97	12.6%
Silhouette with a traditional rimfire rifle	97	12.6%
Training (Military / Defense / Law Enforcement) with a MSR	91	11.8%
Test reload with a Shotgun	90	11.7%
Wobble Trap with a Shotgun	88	11.4%
Silhouette with a Revolver	85	11.1%
Steel Challenge with a semi-automatic Handgun	78	10.1%
Silhouette with a MSR	77	10.0%
Dog training with a shotgun	77	10.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	75	9.8%
Bowling pin with a semi-automatic Handgun	69	9.0%
Tactical with a traditional centerfire rifle	65	8.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	50	6.5%
IDPA with a semi-automatic Handgun	49	6.4%
Load Testing/Development with a traditional rimfire rifle	45	5.9%
Steel Challenge with a traditional rimfire rifle	37	4.8%
Training (Military / Defense / Law Enforcement) with a Revolver	34	4.4%
Three (3) position with a MSR	32	4.2%
Bowling pin with a Revolver	32	4.2%
Three (3) position with a traditional centerfire rifle	28	3.6%

Steel Challenge with a traditional centerfire rifle	26	3.4%
Steel Challenge with a MSR	26	3.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	26	3.4%
Steel Challenge with a Revolver	25	3.3%
IPSC with a semi-automatic Handgun	24	3.1%
Three (3) position with a traditional rimfire rifle	24	3.1%
Tactical with a traditional rimfire rifle	21	2.7%
Cowboy action with a Revolver	20	2.6%
Cowboy action with a traditional centerfire rifle	14	1.8%
Cowboy Action with a Shotgun	10	1.3%
NRA high power with a traditional centerfire rifle	10	1.3%
NRA high power with a MSR	8	1.0%
Cowboy action with a traditional rimfire rifle	6	0.8%
None of the above	6	0.8%
3 Gun with a semi-automatic Handgun	5	0.7%
Cowboy action with a semi-automatic Handgun	5	0.7%
IDPA with a Revolver	4	0.5%
3 Gun with a MSR	3	0.4%
IPSC with a Revolver	3	0.4%
NRA high power with a traditional rimfire rifle	3	0.4%
Schuetzen with a traditional centerfire rifle	2	0.3%
Cowboy action with a MSR	2	0.3%
3 Gun with a Revolver	1	0.1%
3 Gun with a traditional rimfire rifle	1	0.1%
3 Gun with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	769	100.0%

Table S2.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	39	7.7%
Revolver	114	22.4%
Traditional Rimfire Rifle	94	18.5%
Traditional Centerfire Rifle	64	12.6%
MSR	138	27.1%
Shotgun	73	14.3%
Air Rifle	196	38.5%
Traditional or Compound Bow	225	44.2%
Crossbow	63	12.4%
Muzzleloader	128	25.1%
Total	509	100.0%

Table S2.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	110	16.7%
3 Gun with a Shotgun	0	0.0%
5 Stand with a Shotgun	43	6.5%
Cowboy Action with a Shotgun	3	0.5%
Sighting-In with a Shotgun	70	10.6%
Skeet with a Shotgun	152	23.1%
Sporting clays with a Shotgun	132	20.1%
Teaching/Informative with a Shotgun	54	8.2%
Test reload with a Shotgun	48	7.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	57	8.7%
Trap with a Shotgun	140	21.3%
Wobble Trap with a Shotgun	26	4.0%
Plinking or informal target shooting with a traditional centerfire rifle	87	13.2%
3 Gun with a traditional centerfire rifle	3	0.5%
Benchrest with a traditional centerfire rifle	50	7.6%
Cowboy action with a traditional centerfire rifle	3	0.5%
Load Testing/Development with a traditional centerfire rifle	61	9.3%
Long range with a traditional centerfire rifle	75	11.4%
NRA high power with a traditional centerfire rifle	18	2.7%
Schuetzen with a traditional centerfire rifle	2	0.3%
Sighting-in rifle with a traditional centerfire rifle	75	11.4%
Silhouette with a traditional centerfire rifle	67	10.2%
Steel Challenge with a traditional centerfire rifle	10	1.5%
Tactical with a traditional centerfire rifle	44	6.7%
Teaching/Informative with a traditional centerfire rifle	68	10.3%
Three (3) position with a traditional centerfire rifle	35	5.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	102	15.5%
Plinking or informal target shooting with a MSR	146	22.2%

3 Gun with a MSR	5	0.8%
Benchrest with a MSR	62	9.4%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	52	7.9%
Long range with a MSR	90	13.7%
NRA high power with a MSR	13	2.0%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	111	16.9%
Silhouette with a MSR	41	6.2%
Steel Challenge with a MSR	25	3.8%
Tactical with a MSR	82	12.5%
Teaching/Informative with a MSR	75	11.4%
Three (3) position with a MSR	33	5.0%
Training (Military / Defense / Law Enforcement) with a MSR	126	19.1%
Plinking or informal target shooting with a semi-automatic Handgun	39	5.9%
3 Gun with a semi-automatic Handgun	1	0.2%
Bowling pin with a semi-automatic Handgun	42	6.4%
Bullseye with a semi-automatic Handgun	37	5.6%
Cowboy action with a semi-automatic Handgun	6	0.9%
IDPA with a semi-automatic Handgun	20	3.0%
IPSC with a semi-automatic Handgun	21	3.2%
Load Testing/Development with a semi-automatic Handgun	32	4.9%
Sighting-in with a semi-automatic Handgun	51	7.8%
Silhouette with a semi-automatic Handgun	57	8.7%
Steel Challenge with a semi-automatic Handgun	25	3.8%
Teaching/Informative with a semi-automatic Handgun	33	5.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	55	8.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	116	17.6%
Plinking or informal target shooting with a Revolver	120	18.2%
3 Gun with a Revolver	63	9.6%
Bowling pin with a Revolver	32	4.9%
Bullseye with a Revolver	51	7.8%
Cowboy action with a Revolver	10	1.5%
IDPA with a Revolver	9	1.4%
IPSC with a Revolver	8	1.2%
Load Testing/Development with a Revolver	43	6.5%
Sighting-in with a Revolver	62	9.4%
Silhouette with a Revolver	75	11.4%
Steel Challenge with a Revolver	14	2.1%
Teaching/Informative with a Revolver	54	8.2%
Testing (Ammo & firearm) with a Revolver	61	9.3%
Training (Military / Defense / Law Enforcement) with a Revolver	93	14.1%
Dog training with a shotgun	44	6.7%
Target shooting with a traditional or compound bow	225	34.2%
Target shooting with a crossbow	63	9.6%
Target shooting with a muzzleloader	128	19.5%
Plinking or informal target shooting with a traditional rimfire rifle	117	17.8%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	46	7.0%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	49	7.4%
Long range with a traditional rimfire rifle	42	6.4%
NRA high power with a traditional rimfire rifle	4	0.6%
Schuetzen with a traditional rimfire rifle	4	0.6%
Sighting-in rifle with a traditional rimfire rifle	88	13.4%
Target shooting with an air rifle at a range	196	29.8%
Silhouette with a traditional rimfire rifle	69	10.5%
Pattern shotgun	92	14.0%
Steel Challenge with a traditional rimfire rifle	15	2.3%
Tactical with a traditional rimfire rifle	20	3.0%
Teaching/Informative with a traditional rimfire rifle	58	8.8%
Three (3) position with a traditional rimfire rifle	43	6.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	44	6.7%
Total	658	100.0%

Current Hunting Activities

Table S2.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	443	88.4%
Traditional rifle (centerfire or rimfire)	429	85.6%
Traditional bow/compound bow	244	48.7%
MSR	242	48.3%
Handgun	183	36.5%
Muzzleloader	173	34.5%
Crossbow	91	18.2%
Other	16	3.2%
Total	501	100.0%

Table S2.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	73	15.8%
Deer	389	84.2%
Elk	84	18.2%
Other big game	43	9.3%
Others	27	5.8%
Predators	210	45.5%
Small game	273	59.1%
Turkey	282	61.0%
Upland game birds	271	58.7%
Waterfowl	180	39.0%
Wild pig / feral hog	119	25.8%
Total	462	100.0%

Shotgun Activity Interest

Table S2.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	195	50.5%
I don't know how to get started	132	34.2%
These activities are not offered at ranges in my area	115	29.8%
I don't have anybody to go with	94	24.4%
Too expensive	51	13.2%
Medical reason / disability	10	2.6%
Other Please describe	9	2.3%
I do not own / have access to this firearm	7	1.8%
Total	386	100.0%

Table S2.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	22	37.3%
I don't own or have access to the proper equipment	19	32.2%
These activities are not offered at ranges in my area	14	23.7%
I don't know how to get started	8	13.6%
I don't have anybody to go with	6	10.2%
Too expensive	3	5.1%
Other Please describe	3	5.1%
Medical reason / disability	1	1.7%
Total	59	100.0%

Influential Media and Individuals

Table S2.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	343	45.4%
Father	264	35.0%
Self / nobody else	149	19.7%
Grandparent	75	9.9%
Aunt / Uncle	74	9.8%
Co-worker	73	9.7%
Another relative	63	8.3%
Sibling	61	8.1%
Military	43	5.7%
Neighbor	29	3.8%
Other, please specify	29	3.8%
Spouse	26	3.4%
Mother	8	1.1%
Children / grandchildren	6	0.8%
Guide / outfitter	5	0.7%
Total	755	100.0%

Table S2.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	342	45.4%
Online videos	283	37.5%
Magazines and Books	239	31.7%
Local clubs or social organizations	175	23.2%
National sportsmen's conservation organizations	163	21.6%
Retailers	97	12.9%
Hunter education programs	78	10.3%
State wildlife management agencies	73	9.7%
Seminars	41	5.4%
Other, please specify	34	4.5%
Total	754	100.0%

Table S2.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	194	68.8%
How-to videos	192	68.1%
Product reviews	185	65.6%
Non-professionals (home videos) hunting/fishing/shooting	164	58.2%
Competitions	160	56.7%
TV programs (complete or partial episodes)	138	48.9%
Informational/political/talk show style	58	20.6%
Fish and Wildlife agency produced videos	36	12.8%
Comedy/blooper videos	30	10.6%
Other	6	2.1%
Total	282	100.0%

Table S2.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	27	7.9%
Animal Planet	11	3.2%
Comcast SportsNet	3	0.9%
Discovery Channel	61	17.8%
ESPN/ESPN 2	13	3.8%
History Channel	107	31.3%
Military Channel	100	29.2%
National Geographic	34	9.9%
NBC Sports	15	4.4%
Outdoor Channel	286	83.6%
Pursuit Channel	105	30.7%
Sportsman Channel	231	67.5%
Sunshine Network / SUN Sports	5	1.5%
WildTV	9	2.6%
World Fishing Network	11	3.2%
Other national network	8	2.3%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	68	19.9%
I watched hunting/fishing TV, but don't remember the channel	58	17.0%
Total	342	100.0%

Table S2.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	409	49.2%
Programming offered by outdoor retailers	288	34.7%
An invitation from a friend / family member	284	34.2%
Programming offered by the Fish / Wildlife Agency for My State of Residence	269	32.4%
YouTube videos	262	31.5%
Books / magazines	227	27.3%
Membership in a non-profit organization	195	23.5%
Online forums / blogs	160	19.3%
Other Please describe	68	8.2%
None of the above	24	2.9%
Total	831	100.0%

Table S2.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	98	34.1%	88	33.2%	67	34.9%	106	40.8%
Google+	56	19.5%	56	21.1%	38	19.8%	40	15.4%
Twitter	18	6.3%	12	4.5%	12	6.3%	18	6.9%
Pinterest	23	8.0%	20	7.5%	16	8.3%	25	9.6%
Magazines	190	66.2%	177	66.8%	129	67.2%	160	61.5%
Instagram	39	13.6%	31	11.7%	26	13.5%	38	14.6%
YouTube	187	65.2%	152	57.4%	113	58.9%	227	87.3%
Television programs	145	50.5%	122	46.0%	92	47.9%	114	43.8%
Online Forums	127	44.3%	121	45.7%	82	42.7%	127	48.8%
Newsletter from hunting / wildlife groups or organizations	87	30.3%	103	38.9%	68	35.4%	58	22.3%
Fish / Wildlife Agency for My State of Residence	84	29.3%	99	37.4%	77	40.1%	40	15.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	48	16.7%	56	21.1%	51	26.6%	30	11.5%
Other	8	2.8%	5	1.9%	3	1.6%	5	1.9%
None of The Above	6	2.1%	11	4.2%	8	4.2%	7	2.7%
Total	287	100.0%	265	100.0%	192	100.0%	260	100.0%

Table S2.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	137	33.9%	74	32.7%	61	38.1%	96	34.0%
Google+	80	19.8%	44	19.5%	28	17.5%	56	19.9%
Twitter	26	6.4%	10	4.4%	9	5.6%	12	4.3%
Pinterest	27	6.7%	21	9.3%	12	7.5%	13	4.6%
Magazines	261	64.6%	190	84.1%	110	68.8%	170	60.3%
Instagram	45	11.1%	29	12.8%	19	11.9%	31	11.0%
YouTube	263	65.1%	153	67.7%	123	76.9%	152	53.9%
Television programs	172	42.6%	131	58.0%	73	45.6%	117	41.5%
Online Forums	178	44.1%	104	46.0%	114	71.3%	90	31.9%
Newsletter from hunting / wildlife groups or organizations	106	26.2%	75	33.2%	47	29.4%	78	27.7%
Fish / Wildlife Agency for My State of Residence	94	23.3%	52	23.0%	31	19.4%	77	27.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	56	13.9%	35	15.5%	21	13.1%	40	14.2%
Other	8	2.0%	5	2.2%	4	2.5%	5	1.8%
None of The Above	12	3.0%	3	1.3%	1	0.6%	18	6.4%
Total	404	100.0%	226	100.0%	160	100.0%	282	100.0%

5 Stand with a Shotgun

This section includes those who are interested in shooting 5-stand with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S3.1) **What is your current age?**

	Count	Column Percent
18 to 24	13	3.2%
25 to 34	48	11.7%
35 to 44	77	18.7%
45 to 54	102	24.8%
55 to 64	100	24.3%
65 and older	72	17.5%
Total	412	100.0%

Table S3.2) **What is your gender?**

	Count	Column Percent
Male	405	98.1%
Female	8	1.9%
Total	413	100.0%

Table S3.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	22	5.4%
\$20,000 to \$29,999	10	2.4%
\$30,000 to \$39,999	15	3.7%
\$40,000 to \$49,999	40	9.8%
\$50,000 to \$74,999	84	20.5%
\$75,000 to \$99,999	79	19.3%
\$100,000 to \$149,999	100	24.4%
\$150,000 to \$200,000	39	9.5%
More than \$200,000	20	4.9%
Total	409	100.0%

Table S3.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	3	0.7%
High school graduation	76	18.5%
Trade school, associates degree or similar	150	36.5%
Bachelors degree	134	32.6%
Masters degree	36	8.8%
Ph D and higher	12	2.9%
Total	411	100.0%

Table S3.5) In which region do you live?

	Count	Column Percent
Northeast	69	16.7%
Midwest	125	30.3%
South	146	35.4%
West	69	16.7%
Canada	4	1.0%
Total	413	100.0%

Introduction to Shooting

Table S3.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	282	65.9%
11 to 17 years old	103	24.1%
18 to 24 years old	23	5.4%
25 to 34 years old	7	1.6%
35 to 44 years old	8	1.9%
45 to 54 years old	4	0.9%
55 to 64 years old	1	0.2%
65 years and older	0	0.0%
Total	428	100.0%

Table S3.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	99	23.1%
Blackpowder or muzzleloader	2	0.5%
Compound bow	2	0.5%
Crossbow	1	0.2%
MSR	3	0.7%
Revolver	29	6.8%
Shotgun	84	19.6%
semi-automatic handgun	29	6.8%
Traditional bow	10	2.3%
Traditional rifle (Centerfire)	20	4.7%
Traditional rifle (Rimfire)	149	34.8%
Other	0	0.0%
Total	428	100.0%

Table S3.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	4	0.9%
Cowboy action	1	0.2%
NRA high power	2	0.5%
Pattern shotgun	6	1.4%
Plinking or informal target shooting	336	78.7%
Silhouette	4	0.9%
Skeet	9	2.1%
Sporting clays	8	1.9%
Test reload	2	0.5%
Training (Military, Defense, Law Enforcement)	4	0.9%
Trap	12	2.8%
Target archery	10	2.3%
Field archery	2	0.5%
Other Please describe:	27	6.3%
Total	427	100.0%

Table S3.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	262	61.6%
Grandparent	62	14.6%
Friend	59	13.9%
Aunt / Uncle	44	10.4%
Sibling	22	5.2%
Camp / Summer camp	19	4.5%
Nobody / I shot alone when I first went shooting	17	4.0%
Mother	12	2.8%
Neighbor	11	2.6%
Another relative	11	2.6%
Co-worker	5	1.2%
Military	4	0.9%
Spouse	3	0.7%
Guide / outfitter	2	0.5%
Other	1	0.2%
Total	425	100.0%

Table S3.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	297	70.5%
Tradition / way of life	232	55.1%
Spend time with family or friends who already shot	216	51.3%
It's relaxing / an escape	198	47.0%
Wanted to spend more time outdoors	183	43.5%
I wanted a challenge / adventure	160	38.0%
Training for hunting	130	30.9%
Wanted to try a new sport	115	27.3%
Protection / self defense	99	23.5%
To teach someone else / introduce my children or others to shooting	90	21.4%
Training (military, police, etc.)	54	12.8%
Media (television, magazines, movies)	22	5.2%
Other Please write in	3	0.7%
Total	421	100.0%

Table S3.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	105	24.5%
1 year	53	12.4%
2 - 5 years	151	35.3%
6 - 10 years	34	7.9%
More than 10 years	43	10.0%
I have only ever participated in [the shooting activity that I first participated in]	42	9.8%
Total	428	100.0%

Table S3.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	319	84.4%
3 Gun with a semi-automatic handgun	14	3.7%
Bowling pin with a semi-automatic handgun	45	11.9%
Bullseye with a semi-automatic handgun	88	23.3%
Cowboy action with a semi-automatic handgun	6	1.6%
IDPA with a semi-automatic handgun	27	7.1%
IPSC with a semi-automatic handgun	16	4.2%
Load Testing/Development with a semi-automatic handgun	73	19.3%
Sighting-in with a semi-automatic handgun	208	55.0%
Silhouette with a semi-automatic handgun	103	27.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	37	9.8%
Teaching/Informative with a semi-automatic handgun	123	32.5%
Testing (Ammo & firearm) with a semi-automatic handgun	143	37.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	103	27.2%
Other Please describe with a semi-automatic handgun	8	2.1%
Plinking or informal target shooting with a revolver	288	76.2%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	23	6.1%
Bullseye with a revolver	72	19.0%
Cowboy action with a revolver	13	3.4%
IDPA with a revolver	5	1.3%
IPSC with a revolver	5	1.3%
Load Testing/Development with a revolver	60	15.9%
Sighting-in with a revolver	140	37.0%
Silhouette with a revolver	69	18.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	14	3.7%
Teaching/Informative with a revolver	90	23.8%
Testing (Ammo & firearm) with a revolver	118	31.2%
Training (Military, Defense, Law Enforcement) with a revolver	45	11.9%

Other Please describe with a revolver	4	1.1%
Plinking or informal target shooting with a traditional rimfire rifle	342	90.5%
3 Gun with a traditional rimfire rifle	1	0.3%
Benchrest with a traditional rimfire rifle	107	28.3%
Cowboy action with a traditional rimfire rifle	1	0.3%
Load Testing/Development with a traditional rimfire rifle	59	15.6%
Long range with a traditional rimfire rifle	87	23.0%
NRA high power with a traditional rimfire rifle	5	1.3%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	241	63.8%
Silhouette with a traditional rimfire rifle	86	22.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	20	5.3%
Tactical with a traditional rimfire rifle	19	5.0%
Teaching/Informative with a traditional rimfire rifle	134	35.4%
Three (3) position with a traditional rimfire rifle	33	8.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	41	10.8%
Other Please describe with a traditional rimfire rifle	12	3.2%
Plinking or informal target shooting with a traditional centerfire rifle	306	81.0%
3 Gun with a traditional centerfire rifle	3	0.8%
Benchrest with a traditional centerfire rifle	130	34.4%
Cowboy action with a traditional centerfire rifle	8	2.1%
Load Testing/Development with a traditional centerfire rifle	123	32.5%
Long range with a traditional centerfire rifle	153	40.5%
NRA high power with a traditional centerfire rifle	17	4.5%
Schuetzen with a traditional centerfire rifle	3	0.8%
Sighting-in rifle with a traditional centerfire rifle	253	66.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	80	21.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	17	4.5%
Tactical with a traditional centerfire rifle	43	11.4%
Teaching/Informative with a traditional centerfire rifle	126	33.3%
Three (3) position with a traditional centerfire rifle	31	8.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	72	19.0%
Other Please describe with a traditional centerfire rifle	10	2.6%
Plinking or informal target shooting with an MSR	251	66.4%
3 Gun with an MSR	16	4.2%
Benchrest with an MSR	69	18.3%
Cowboy action with an MSR	1	0.3%
Load Testing/Development with an MSR	71	18.8%
Long range with an MSR	81	21.4%
NRA high power with an MSR	9	2.4%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	183	48.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	62	16.4%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	22	5.8%
Tactical with an MSR	69	18.3%
Teaching/Informative with an MSR	94	24.9%
Three (3) position with an MSR	27	7.1%
Training (Military, Defense, Law Enforcement) with an MSR	82	21.7%
Other Please describe with an MSR	6	1.6%
Informal (backyard, testing) with a shotgun	279	73.8%
3 Gun with a shotgun	14	3.7%
5 Stand with a shotgun	0	0.0%
Cowboy Action with a shotgun	6	1.6%
Dog training with a shotgun	60	15.9%
Other with a shotgun	5	1.3%
Pattern shotgun with a shotgun	211	55.8%
Sighting-In with a shotgun	166	43.9%
Skeet with a shotgun	248	65.6%
Sporting clays with a shotgun	258	68.3%
Teaching/Informative with a shotgun	126	33.3%
Test reload with a shotgun	72	19.0%
Training (Military, Defense, Law Enforcement) with a shotgun	50	13.2%
Trap with a shotgun	232	61.4%
Wobble Trap with a shotgun	52	13.8%
Other Please describe with a shotgun	15	4.0%
Total	378	100.0%

Current Recreational Shooting Activities

Table S3.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Shotgun	326	85.1%
Semi-Automatic Handgun	309	80.7%
Traditional Rimfire Rifle	301	78.6%
Traditional Centerfire Rifle	295	77.0%
Revolver	249	65.0%
MSR	189	49.3%
Traditional or Compound Bow	138	36.0%
Muzzleloader	93	24.3%
Crossbow	51	13.3%
None of the Above	10	2.6%
Total	383	100.0%

Table S3.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	289	75.1%
Plinking or informal target shooting with a traditional rimfire rifle	276	71.7%
Plinking or informal target shooting with a traditional centerfire rifle	256	66.5%
Informal (backyard or testing) with a Shotgun	241	62.6%
Plinking or informal target shooting with a Revolver	233	60.5%
Sighting-in rifle with a traditional centerfire rifle	221	57.4%
Sighting-in rifle with a traditional rimfire rifle	200	51.9%
Sighting-in with a semi-automatic Handgun	191	49.6%
Sporting clays with a Shotgun	186	48.3%
Plinking or informal target shooting with a MSR	176	45.7%
Skeet with a Shotgun	171	44.4%
Pattern shotgun	165	42.9%
Trap with a Shotgun	164	42.6%
Target shooting with a traditional or compound bow	138	35.8%
Sighting-In with a Shotgun	128	33.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	116	30.1%
Sighting-in rifle with a MSR	114	29.6%
Long range with a traditional centerfire rifle	110	28.6%
Benchrest with a traditional centerfire rifle	107	27.8%
Sighting-in with a Revolver	107	27.8%
Teaching/Informative with a semi-automatic Handgun	106	27.5%
Teaching/Informative with a traditional rimfire rifle	101	26.2%
Teaching/Informative with a Shotgun	97	25.2%

Load Testing/Development with a traditional centerfire rifle	95	24.7%
Target shooting with a muzzleloader	93	24.2%
Teaching/Informative with a traditional centerfire rifle	88	22.9%
Testing (Ammo & firearm) with a Revolver	85	22.1%
Benchrest with a traditional rimfire rifle	84	21.8%
Silhouette with a semi-automatic Handgun	76	19.7%
Bullseye with a semi-automatic Handgun	72	18.7%
Teaching/Informative with a Revolver	68	17.7%
Target shooting with an air rifle at a range	66	17.1%
Long range with a traditional rimfire rifle	61	15.8%
Load Testing/Development with a semi-automatic Handgun	56	14.5%
Bullseye with a Revolver	56	14.5%
Silhouette with a traditional centerfire rifle	54	14.0%
Teaching/Informative with a MSR	54	14.0%
Silhouette with a traditional rimfire rifle	53	13.8%
Target shooting with a crossbow	51	13.2%
Test reload with a Shotgun	47	12.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	45	11.7%
Load Testing/Development with a MSR	43	11.2%
Long range with a MSR	41	10.6%
Load Testing/Development with a Revolver	41	10.6%
Silhouette with a Revolver	40	10.4%
Benchrest with a MSR	38	9.9%
Wobble Trap with a Shotgun	36	9.4%
Bowling pin with a semi-automatic Handgun	35	9.1%
Load Testing/Development with a traditional rimfire rifle	34	8.8%
Dog training with a shotgun	33	8.6%
Silhouette with a MSR	32	8.3%
Tactical with a MSR	31	8.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	25	6.5%
Training (Military / Defense / Law Enforcement) with a MSR	23	6.0%
Steel Challenge with a semi-automatic Handgun	23	6.0%
Tactical with a traditional centerfire rifle	22	5.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	20	5.2%
Training (Military / Defense / Law Enforcement) with a Revolver	16	4.2%
Steel Challenge with a traditional rimfire rifle	16	4.2%
IDPA with a semi-automatic Handgun	15	3.9%
Steel Challenge with a MSR	13	3.4%
Bowling pin with a Revolver	13	3.4%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	13	3.4%

Three (3) position with a traditional centerfire rifle	12	3.1%
Three (3) position with a traditional rimfire rifle	12	3.1%
Tactical with a traditional rimfire rifle	11	2.9%
3 Gun with a semi-automatic Handgun	10	2.6%
None of the above	10	2.6%
Three (3) position with a MSR	9	2.3%
3 Gun with a Shotgun	8	2.1%
Steel Challenge with a traditional centerfire rifle	8	2.1%
3 Gun with a MSR	8	2.1%
Steel Challenge with a Revolver	8	2.1%
NRA high power with a traditional centerfire rifle	7	1.8%
Cowboy action with a Revolver	7	1.8%
IPSC with a semi-automatic Handgun	6	1.6%
Cowboy action with a traditional centerfire rifle	5	1.3%
NRA high power with a MSR	5	1.3%
Cowboy Action with a Shotgun	3	0.8%
Schuetzen with a traditional centerfire rifle	2	0.5%
Cowboy action with a semi-automatic Handgun	2	0.5%
NRA high power with a traditional rimfire rifle	2	0.5%
3 Gun with a traditional centerfire rifle	1	0.3%
Cowboy action with a MSR	1	0.3%
IPSC with a Revolver	1	0.3%
3 Gun with a traditional rimfire rifle	1	0.3%
Cowboy action with a traditional rimfire rifle	1	0.3%
5 Stand with a Shotgun	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	385	100.0%

Table S3.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	29	11.1%
Revolver	56	21.4%
Traditional Rimfire Rifle	54	20.6%
Traditional Centerfire Rifle	36	13.7%
MSR	80	30.5%
Shotgun	26	9.9%
Air Rifle	101	38.5%
Traditional or Compound Bow	98	37.4%
Crossbow	34	13.0%
Muzzleloader	64	24.4%
Total	262	100.0%

Table S3.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	38	11.4%
3 Gun with a Shotgun	6	1.8%
5 Stand with a Shotgun	0	0.0%
Cowboy Action with a Shotgun	3	0.9%
Sighting-In with a Shotgun	38	11.4%
Skeet with a Shotgun	77	23.2%
Sporting clays with a Shotgun	72	21.7%
Teaching/Informative with a Shotgun	29	8.7%
Test reload with a Shotgun	25	7.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	25	7.5%
Trap with a Shotgun	68	20.5%
Wobble Trap with a Shotgun	16	4.8%
Plinking or informal target shooting with a traditional centerfire rifle	50	15.1%
3 Gun with a traditional centerfire rifle	2	0.6%
Benchrest with a traditional centerfire rifle	23	6.9%
Cowboy action with a traditional centerfire rifle	3	0.9%
Load Testing/Development with a traditional centerfire rifle	28	8.4%
Long range with a traditional centerfire rifle	43	13.0%
NRA high power with a traditional centerfire rifle	10	3.0%
Schuetzen with a traditional centerfire rifle	1	0.3%
Sighting-in rifle with a traditional centerfire rifle	32	9.6%
Silhouette with a traditional centerfire rifle	26	7.8%
Steel Challenge with a traditional centerfire rifle	9	2.7%
Tactical with a traditional centerfire rifle	21	6.3%
Teaching/Informative with a traditional centerfire rifle	38	11.4%
Three (3) position with a traditional centerfire rifle	19	5.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	52	15.7%
Plinking or informal target shooting with a MSR	75	22.6%

3 Gun with a MSR	8	2.4%
Benchrest with a MSR	31	9.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	28	8.4%
Long range with a MSR	40	12.0%
NRA high power with a MSR	4	1.2%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	69	20.8%
Silhouette with a MSR	30	9.0%
Steel Challenge with a MSR	9	2.7%
Tactical with a MSR	38	11.4%
Teaching/Informative with a MSR	40	12.0%
Three (3) position with a MSR	18	5.4%
Training (Military / Defense / Law Enforcement) with a MSR	59	17.8%
Plinking or informal target shooting with a semi-automatic Handgun	30	9.0%
3 Gun with a semi-automatic Handgun	4	1.2%
Bowling pin with a semi-automatic Handgun	10	3.0%
Bullseye with a semi-automatic Handgun	15	4.5%
Cowboy action with a semi-automatic Handgun	4	1.2%
IDPA with a semi-automatic Handgun	12	3.6%
IPSC with a semi-automatic Handgun	10	3.0%
Load Testing/Development with a semi-automatic Handgun	17	5.1%
Sighting-in with a semi-automatic Handgun	17	5.1%
Silhouette with a semi-automatic Handgun	27	8.1%
Steel Challenge with a semi-automatic Handgun	14	4.2%
Teaching/Informative with a semi-automatic Handgun	17	5.1%
Testing (Ammo & firearm) with a semi-automatic Handgun	27	8.1%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	55	16.6%
Plinking or informal target shooting with a Revolver	55	16.6%
3 Gun with a Revolver	23	6.9%
Bowling pin with a Revolver	10	3.0%
Bullseye with a Revolver	16	4.8%
Cowboy action with a Revolver	6	1.8%
IDPA with a Revolver	5	1.5%
IPSC with a Revolver	4	1.2%
Load Testing/Development with a Revolver	19	5.7%
Sighting-in with a Revolver	33	9.9%
Silhouette with a Revolver	29	8.7%
Steel Challenge with a Revolver	6	1.8%
Teaching/Informative with a Revolver	22	6.6%
Testing (Ammo & firearm) with a Revolver	33	9.9%
Training (Military / Defense / Law Enforcement) with a Revolver	27	8.1%
Dog training with a shotgun	27	8.1%
Target shooting with a traditional or compound bow	98	29.5%
Target shooting with a crossbow	34	10.2%
Target shooting with a muzzleloader	64	19.3%
Plinking or informal target shooting with a traditional rimfire rifle	66	19.9%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	23	6.9%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	25	7.5%
Long range with a traditional rimfire rifle	25	7.5%
NRA high power with a traditional rimfire rifle	3	0.9%
Schuetzen with a traditional rimfire rifle	3	0.9%
Sighting-in rifle with a traditional rimfire rifle	41	12.3%
Target shooting with an air rifle at a range	101	30.4%
Silhouette with a traditional rimfire rifle	33	9.9%
Pattern shotgun	46	13.9%
Steel Challenge with a traditional rimfire rifle	4	1.2%
Tactical with a traditional rimfire rifle	8	2.4%
Teaching/Informative with a traditional rimfire rifle	33	9.9%
Three (3) position with a traditional rimfire rifle	21	6.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	28	8.4%
Total	332	100.0%

Current Hunting Activities

Table S3.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	265	92.0%
Traditional rifle (centerfire or rimfire)	251	87.2%
Traditional bow/compound bow	132	45.8%
Handgun	114	39.6%
Muzzleloader	110	38.2%
MSR	109	37.8%
Crossbow	49	17.0%
Other	12	4.2%
Total	288	100.0%

Table S3.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	48	17.6%
Deer	230	84.6%
Elk	43	15.8%
Other big game	30	11.0%
Others	16	5.9%
Predators	128	47.1%
Small game	168	61.8%
Turkey	178	65.4%
Upland game birds	165	60.7%
Waterfowl	111	40.8%
Wild pig / feral hog	59	21.7%
Total	272	100.0%

Shotgun Activity Interest

Table S3.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	76	42.5%
These activities are not offered at ranges in my area	56	31.3%
I don't know how to get started	55	30.7%
I don't have anybody to go with	47	26.3%
Too expensive	19	10.6%
Other Please describe	10	5.6%
Medical reason / disability	8	4.5%
I do not own / have access to this firearm	2	1.1%
Total	179	100.0%

Table S3.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	9	50.0%
These activities are not offered at ranges in my area	4	22.2%
I don't know how to get started	4	22.2%
Too expensive	3	16.7%
I don't have anybody to go with	2	11.1%
I don't own or have access to the proper equipment	2	11.1%
Medical reason / disability	1	5.6%
Other Please describe	1	5.6%
Total	18	100.0%

Influential Media and Individuals

Table S3.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	184	48.4%
Father	137	36.1%
Self / nobody else	65	17.1%
Grandparent	50	13.2%
Aunt / Uncle	48	12.6%
Another relative	37	9.7%
Sibling	28	7.4%
Co-worker	28	7.4%
Military	26	6.8%
Neighbor	18	4.7%
Spouse	14	3.7%
Other, please specify	13	3.4%
Children / grandchildren	11	2.9%
Mother	9	2.4%
Guide / outfitter	5	1.3%
Total	380	100.0%

Table S3.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	171	45.5%
Magazines and Books	131	34.8%
Online videos	129	34.3%
Local clubs or social organizations	102	27.1%
National sportsmen's conservation organizations	97	25.8%
Hunter education programs	50	13.3%
State wildlife management agencies	42	11.2%
Retailers	40	10.6%
Seminars	15	4.0%
Other, please specify	7	1.9%
Total	376	100.0%

Table S3.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	88	69.3%
How-to videos	84	66.1%
Product reviews	75	59.1%
Competitions	71	55.9%
Non-professionals (home videos) hunting/fishing/shooting	68	53.5%
TV programs (complete or partial episodes)	61	48.0%
Informational/political/talk show style	24	18.9%
Fish and Wildlife agency produced videos	20	15.7%
Comedy/blooper videos	13	10.2%
Other	4	3.1%
Total	127	100.0%

Table S3.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	14	8.2%
Animal Planet	10	5.8%
Comcast SportsNet	1	0.6%
Discovery Channel	31	18.1%
ESPN/ESPN 2	12	7.0%
History Channel	52	30.4%
Military Channel	45	26.3%
National Geographic	14	8.2%
NBC Sports	10	5.8%
Outdoor Channel	136	79.5%
Pursuit Channel	54	31.6%
Sportsman Channel	111	64.9%
Sunshine Network / SUN Sports	2	1.2%
WildTV	9	5.3%
World Fishing Network	4	2.3%
Other national network	7	4.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	56	32.7%
I watched hunting/fishing TV, but don't remember the channel	38	22.2%
Total	171	100.0%

Table S3.25) **Which of the following do you think would be useful to help you begin (or retry) different shooting activities?**

	Count	Column Percent
Joining a local range	192	46.5%
An invitation from a friend / family member	164	39.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	143	34.6%
Programming offered by outdoor retailers	129	31.2%
YouTube videos	114	27.6%
Books / magazines	113	27.4%
Membership in a non-profit organization	109	26.4%
Online forums / blogs	65	15.7%
Other Please describe	32	7.7%
None of the above	18	4.4%
Total	413	100.0%

Table S3.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	36	28.1%	42	29.8%	39	36.1%	45	40.2%
Google+	29	22.7%	34	24.1%	23	21.3%	26	23.2%
Twitter	8	6.3%	7	5.0%	7	6.5%	8	7.1%
Pinterest	11	8.6%	12	8.5%	11	10.2%	16	14.3%
Magazines	89	69.5%	96	68.1%	68	63.0%	71	63.4%
Instagram	12	9.4%	15	10.6%	13	12.0%	17	15.2%
YouTube	77	60.2%	75	53.2%	55	50.9%	90	80.4%
Television programs	66	51.6%	63	44.7%	45	41.7%	52	46.4%
Online Forums	42	32.8%	48	34.0%	39	36.1%	62	55.4%
Newsletter from hunting / wildlife groups or organizations	43	33.6%	59	41.8%	46	42.6%	36	32.1%
Fish / Wildlife Agency for My State of Residence	40	31.3%	59	41.8%	47	43.5%	23	20.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	26	20.3%	35	24.8%	29	26.9%	16	14.3%
Other	3	2.3%	2	1.4%	2	1.9%	1	0.9%
None of The Above	5	3.9%	6	4.3%	8	7.4%	3	2.7%
Total	128	100.0%	141	100.0%	108	100.0%	112	100.0%

Table S3.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	59	31.4%	35	31.3%	28	43.1%	49	30.1%
Google+	38	20.2%	29	25.9%	15	23.1%	34	20.9%
Twitter	12	6.4%	8	7.1%	5	7.7%	8	4.9%
Pinterest	14	7.4%	14	12.5%	8	12.3%	8	4.9%
Magazines	120	63.8%	90	80.4%	41	63.1%	107	65.6%
Instagram	19	10.1%	17	15.2%	10	15.4%	20	12.3%
YouTube	94	50.0%	65	58.0%	49	75.4%	82	50.3%
Television programs	84	44.7%	65	58.0%	34	52.3%	69	42.3%
Online Forums	85	45.2%	51	45.5%	45	69.2%	49	30.1%
Newsletter from hunting / wildlife groups or organizations	56	29.8%	44	39.3%	20	30.8%	47	28.8%
Fish / Wildlife Agency for My State of Residence	57	30.3%	28	25.0%	15	23.1%	50	30.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	31	16.5%	21	18.8%	9	13.8%	30	18.4%
Other	4	2.1%	3	2.7%	2	3.1%	1	0.6%
None of The Above	10	5.3%	1	0.9%	0	0.0%	15	9.2%
Total	188	100.0%	112	100.0%	65	100.0%	163	100.0%

Cowboy Action with a Shotgun

This section includes those who are interested in shooting cowboy action with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S4.1) **What is your current age?**

	Count	Column Percent
18 to 24	9	2.5%
25 to 34	47	12.9%
35 to 44	63	17.4%
45 to 54	94	25.9%
55 to 64	94	25.9%
65 and older	56	15.4%
Total	363	100.0%

Table S4.2) **What is your gender?**

	Count	Column Percent
Male	355	97.8%
Female	8	2.2%
Total	363	100.0%

Table S4.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	22	6.1%
\$20,000 to \$29,999	18	5.0%
\$30,000 to \$39,999	20	5.5%
\$40,000 to \$49,999	33	9.1%
\$50,000 to \$74,999	83	23.0%
\$75,000 to \$99,999	59	16.3%
\$100,000 to \$149,999	79	21.9%
\$150,000 to \$200,000	28	7.8%
More than \$200,000	19	5.3%
Total	361	100.0%

Table S4.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	3	0.8%
High school graduation	76	20.9%
Trade school, associates degree or similar	140	38.6%
Bachelors degree	104	28.7%
Masters degree	29	8.0%
Ph D and higher	11	3.0%
Total	363	100.0%

Table S4.5) In which region do you live?

	Count	Column Percent
Northeast	65	17.9%
Midwest	102	28.1%
South	111	30.6%
West	81	22.3%
Canada	4	1.1%
Total	363	100.0%

Introduction to Shooting

Table S4.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	253	68.2%
11 to 17 years old	75	20.2%
18 to 24 years old	27	7.3%
25 to 34 years old	7	1.9%
35 to 44 years old	4	1.1%
45 to 54 years old	3	0.8%
55 to 64 years old	2	0.5%
65 years and older	0	0.0%
Total	371	100.0%

Table S4.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	71	19.1%
Blackpowder or muzzleloader	2	0.5%
Compound bow	2	0.5%
Crossbow	1	0.3%
MSR	5	1.3%
Revolver	20	5.4%
Shotgun	77	20.8%
semi-automatic handgun	25	6.7%
Traditional bow	10	2.7%
Traditional rifle (Centerfire)	20	5.4%
Traditional rifle (Rimfire)	138	37.2%
Other	0	0.0%
Total	371	100.0%

Table S4.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	3	0.8%
Long range	2	0.5%
NRA high power	1	0.3%
Pattern shotgun	5	1.4%
Plinking or informal target shooting	284	76.8%
Silhouette	2	0.5%
Skeet	8	2.2%
Sporting clays	12	3.2%
Training (Military, Defense, Law Enforcement)	7	1.9%
Trap	7	1.9%
Target archery	11	3.0%
Field archery	1	0.3%
3D archery	1	0.3%
Other Please describe:	26	7.0%
Total	370	100.0%

Table S4.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	236	64.1%
Friend	45	12.2%
Grandparent	45	12.2%
Aunt / Uncle	36	9.8%
Sibling	21	5.7%
Nobody / I shot alone when I first went shooting	17	4.6%
Camp / Summer camp	16	4.3%
Another relative	15	4.1%
Mother	14	3.8%
Military	9	2.4%
Neighbor	7	1.9%
Co-worker	6	1.6%
Spouse	3	0.8%
Other	1	0.3%
Guide / outfitter	0	0.0%
Total	368	100.0%

Table S4.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	283	78.4%
Tradition / way of life	210	58.2%
Spend time with family or friends who already shot	203	56.2%
It's relaxing / an escape	192	53.2%
Wanted to spend more time outdoors	167	46.3%
I wanted a challenge / adventure	141	39.1%
Training for hunting	113	31.3%
To teach someone else / introduce my children or others to shooting	96	26.6%
Protection / self defense	96	26.6%
Wanted to try a new sport	85	23.5%
Training (military, police, etc.)	62	17.2%
Media (television, magazines, movies)	24	6.6%
Other Please write in	6	1.7%
Total	361	100.0%

Table S4.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	101	27.2%
1 year	50	13.5%
2 - 5 years	113	30.5%
6 - 10 years	40	10.8%
More than 10 years	38	10.2%
I have only ever participated in [the shooting activity that I first participated in]	29	7.8%
Total	371	100.0%

Table S4.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	295	86.5%
3 Gun with a semi-automatic handgun	13	3.8%
Bowling pin with a semi-automatic handgun	57	16.7%
Bullseye with a semi-automatic handgun	94	27.6%
Cowboy action with a semi-automatic handgun	7	2.1%
IDPA with a semi-automatic handgun	30	8.8%
IPSC with a semi-automatic handgun	21	6.2%
Load Testing/Development with a semi-automatic handgun	73	21.4%
Sighting-in with a semi-automatic handgun	208	61.0%
Silhouette with a semi-automatic handgun	94	27.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	40	11.7%
Teaching/Informative with a semi-automatic handgun	129	37.8%
Testing (Ammo & firearm) with a semi-automatic handgun	150	44.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	122	35.8%
Other Please describe with a semi-automatic handgun	9	2.6%
Plinking or informal target shooting with a revolver	288	84.5%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	36	10.6%
Bullseye with a revolver	84	24.6%
Cowboy action with a revolver	16	4.7%
IDPA with a revolver	4	1.2%
IPSC with a revolver	5	1.5%
Load Testing/Development with a revolver	78	22.9%
Sighting-in with a revolver	168	49.3%
Silhouette with a revolver	78	22.9%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	19	5.6%
Teaching/Informative with a revolver	105	30.8%
Testing (Ammo & firearm) with a revolver	135	39.6%
Training (Military, Defense, Law Enforcement) with a revolver	66	19.4%

Other Please describe with a revolver	7	2.1%
Plinking or informal target shooting with a traditional rimfire rifle	306	89.7%
3 Gun with a traditional rimfire rifle	2	0.6%
Benchrest with a traditional rimfire rifle	100	29.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	51	15.0%
Long range with a traditional rimfire rifle	89	26.1%
NRA high power with a traditional rimfire rifle	6	1.8%
Schuetzen with a traditional rimfire rifle	2	0.6%
Sighting-in rifle with a traditional rimfire rifle	204	59.8%
Silhouette with a traditional rimfire rifle	72	21.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	18	5.3%
Tactical with a traditional rimfire rifle	21	6.2%
Teaching/Informative with a traditional rimfire rifle	128	37.5%
Three (3) position with a traditional rimfire rifle	39	11.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	36	10.6%
Other Please describe with a traditional rimfire rifle	18	5.3%
Plinking or informal target shooting with a traditional centerfire rifle	285	83.6%
3 Gun with a traditional centerfire rifle	6	1.8%
Benchrest with a traditional centerfire rifle	124	36.4%
Cowboy action with a traditional centerfire rifle	5	1.5%
Load Testing/Development with a traditional centerfire rifle	118	34.6%
Long range with a traditional centerfire rifle	152	44.6%
NRA high power with a traditional centerfire rifle	18	5.3%
Schuetzen with a traditional centerfire rifle	3	0.9%
Sighting-in rifle with a traditional centerfire rifle	235	68.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	69	20.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	14	4.1%
Tactical with a traditional centerfire rifle	49	14.4%
Teaching/Informative with a traditional centerfire rifle	126	37.0%
Three (3) position with a traditional centerfire rifle	33	9.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	73	21.4%
Other Please describe with a traditional centerfire rifle	12	3.5%
Plinking or informal target shooting with an MSR	244	71.6%
3 Gun with an MSR	15	4.4%
Benchrest with an MSR	77	22.6%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	83	24.3%
Long range with an MSR	94	27.6%
NRA high power with an MSR	13	3.8%

Schuetzen with an MSR	2	0.6%
Sighting-in rifle with an MSR	171	50.1%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	44	12.9%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	22	6.5%
Tactical with an MSR	86	25.2%
Teaching/Informative with an MSR	104	30.5%
Three (3) position with an MSR	34	10.0%
Training (Military, Defense, Law Enforcement) with an MSR	91	26.7%
Other Please describe with an MSR	9	2.6%
Informal (backyard, testing) with a shotgun	257	75.4%
3 Gun with a shotgun	18	5.3%
5 Stand with a shotgun	70	20.5%
Cowboy Action with a shotgun	0	0.0%
Dog training with a shotgun	68	19.9%
Other with a shotgun	3	0.9%
Pattern shotgun with a shotgun	196	57.5%
Sighting-In with a shotgun	160	46.9%
Skeet with a shotgun	227	66.6%
Sporting clays with a shotgun	219	64.2%
Teaching/Informative with a shotgun	123	36.1%
Test reload with a shotgun	89	26.1%
Training (Military, Defense, Law Enforcement) with a shotgun	62	18.2%
Trap with a shotgun	203	59.5%
Wobble Trap with a shotgun	65	19.1%
Other Please describe with a shotgun	20	5.9%
Total	341	100.0%

Current Recreational Shooting Activities

Table S4.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	291	85.3%
Shotgun	281	82.4%
Traditional Centerfire Rifle	274	80.4%
Traditional Rimfire Rifle	273	80.1%
Revolver	254	74.5%
MSR	194	56.9%
Traditional or Compound Bow	128	37.5%
Muzzleloader	105	30.8%
Crossbow	54	15.8%
None of the Above	3	0.9%
Total	341	100.0%

Table S4.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	270	78.9%
Plinking or informal target shooting with a traditional rimfire rifle	249	72.8%
Plinking or informal target shooting with a traditional centerfire rifle	236	69.0%
Plinking or informal target shooting with a Revolver	235	68.7%
Informal (backyard or testing) with a Shotgun	207	60.5%
Sighting-in rifle with a traditional centerfire rifle	201	58.8%
Sighting-in with a semi-automatic Handgun	186	54.4%
Sighting-in rifle with a traditional rimfire rifle	169	49.4%
Plinking or informal target shooting with a MSR	168	49.1%
Sporting clays with a Shotgun	153	44.7%
Pattern shotgun	150	43.9%
Skeet with a Shotgun	145	42.4%
Trap with a Shotgun	139	40.6%
Sighting-in with a Revolver	134	39.2%
Sighting-In with a Shotgun	129	37.7%
Target shooting with a traditional or compound bow	128	37.4%
Testing (Ammo & firearm) with a semi-automatic Handgun	120	35.1%
Sighting-in rifle with a MSR	118	34.5%
Long range with a traditional centerfire rifle	109	31.9%
Target shooting with a muzzleloader	105	30.7%
Teaching/Informative with a semi-automatic Handgun	104	30.4%
Testing (Ammo & firearm) with a Revolver	100	29.2%
Teaching/Informative with a traditional rimfire rifle	97	28.4%

Benchrest with a traditional centerfire rifle	96	28.1%
Teaching/Informative with a Shotgun	93	27.2%
Teaching/Informative with a traditional centerfire rifle	89	26.0%
Load Testing/Development with a traditional centerfire rifle	87	25.4%
Bullseye with a semi-automatic Handgun	76	22.2%
Teaching/Informative with a Revolver	75	21.9%
Benchrest with a traditional rimfire rifle	74	21.6%
Target shooting with an air rifle at a range	68	19.9%
Silhouette with a semi-automatic Handgun	65	19.0%
Teaching/Informative with a MSR	64	18.7%
Test reload with a Shotgun	62	18.1%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	62	18.1%
Bullseye with a Revolver	58	17.0%
Long range with a traditional rimfire rifle	58	17.0%
Load Testing/Development with a semi-automatic Handgun	57	16.7%
Load Testing/Development with a Revolver	55	16.1%
Target shooting with a crossbow	54	15.8%
5 Stand with a Shotgun	51	14.9%
Long range with a MSR	51	14.9%
Load Testing/Development with a MSR	50	14.6%
Benchrest with a MSR	48	14.0%
Tactical with a MSR	48	14.0%
Wobble Trap with a Shotgun	44	12.9%
Dog training with a shotgun	40	11.7%
Silhouette with a traditional centerfire rifle	38	11.1%
Silhouette with a traditional rimfire rifle	36	10.5%
Training (Military / Defense / Law Enforcement) with a MSR	35	10.2%
Silhouette with a Revolver	34	9.9%
Bowling pin with a semi-automatic Handgun	32	9.4%
Tactical with a traditional centerfire rifle	28	8.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	27	7.9%
Load Testing/Development with a traditional rimfire rifle	27	7.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	7.6%
Steel Challenge with a semi-automatic Handgun	25	7.3%
IDPA with a semi-automatic Handgun	23	6.7%
Silhouette with a MSR	22	6.4%
Training (Military / Defense / Law Enforcement) with a Revolver	19	5.6%
Bowling pin with a Revolver	18	5.3%
Three (3) position with a MSR	15	4.4%
Steel Challenge with a traditional rimfire rifle	12	3.5%
Steel Challenge with a MSR	11	3.2%

IPSC with a semi-automatic Handgun	11	3.2%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	10	2.9%
3 Gun with a Shotgun	9	2.6%
Three (3) position with a traditional centerfire rifle	9	2.6%
3 Gun with a semi-automatic Handgun	9	2.6%
Steel Challenge with a Revolver	9	2.6%
Tactical with a traditional rimfire rifle	9	2.6%
Steel Challenge with a traditional centerfire rifle	8	2.3%
3 Gun with a MSR	8	2.3%
Cowboy action with a Revolver	8	2.3%
Three (3) position with a traditional rimfire rifle	7	2.0%
NRA high power with a MSR	6	1.8%
Cowboy action with a traditional centerfire rifle	4	1.2%
NRA high power with a traditional centerfire rifle	4	1.2%
Cowboy action with a semi-automatic Handgun	3	0.9%
None of the above	3	0.9%
3 Gun with a traditional centerfire rifle	2	0.6%
NRA high power with a traditional rimfire rifle	2	0.6%
Schuetzen with a traditional centerfire rifle	1	0.3%
3 Gun with a Revolver	1	0.3%
IPSC with a Revolver	1	0.3%
3 Gun with a traditional rimfire rifle	1	0.3%
Cowboy Action with a Shotgun	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	342	100.0%

Table S4.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	26	10.7%
Revolver	49	20.2%
Traditional Rimfire Rifle	42	17.4%
Traditional Centerfire Rifle	36	14.9%
MSR	68	28.1%
Shotgun	39	16.1%
Air Rifle	101	41.7%
Traditional or Compound Bow	114	47.1%
Crossbow	40	16.5%
Muzzleloader	58	24.0%
Total	242	100.0%

Table S4.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	50	16.4%
3 Gun with a Shotgun	9	3.0%
5 Stand with a Shotgun	19	6.3%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	31	10.2%
Skeet with a Shotgun	83	27.3%
Sporting clays with a Shotgun	66	21.7%
Teaching/Informative with a Shotgun	30	9.9%
Test reload with a Shotgun	27	8.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	35	11.5%
Trap with a Shotgun	64	21.1%
Wobble Trap with a Shotgun	21	6.9%
Plinking or informal target shooting with a traditional centerfire rifle	49	16.1%
3 Gun with a traditional centerfire rifle	4	1.3%
Benchrest with a traditional centerfire rifle	28	9.2%
Cowboy action with a traditional centerfire rifle	1	0.3%
Load Testing/Development with a traditional centerfire rifle	31	10.2%
Long range with a traditional centerfire rifle	43	14.1%
NRA high power with a traditional centerfire rifle	14	4.6%
Schuetzen with a traditional centerfire rifle	2	0.7%
Sighting-in rifle with a traditional centerfire rifle	34	11.2%
Silhouette with a traditional centerfire rifle	31	10.2%
Steel Challenge with a traditional centerfire rifle	6	2.0%
Tactical with a traditional centerfire rifle	21	6.9%
Teaching/Informative with a traditional centerfire rifle	37	12.2%
Three (3) position with a traditional centerfire rifle	24	7.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	47	15.5%
Plinking or informal target shooting with a MSR	76	25.0%

3 Gun with a MSR	7	2.3%
Benchrest with a MSR	29	9.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	33	10.9%
Long range with a MSR	43	14.1%
NRA high power with a MSR	7	2.3%
Schuetzen with a MSR	2	0.7%
Sighting-in rifle with a MSR	53	17.4%
Silhouette with a MSR	22	7.2%
Steel Challenge with a MSR	11	3.6%
Tactical with a MSR	38	12.5%
Teaching/Informative with a MSR	40	13.2%
Three (3) position with a MSR	19	6.3%
Training (Military / Defense / Law Enforcement) with a MSR	56	18.4%
Plinking or informal target shooting with a semi-automatic Handgun	25	8.2%
3 Gun with a semi-automatic Handgun	4	1.3%
Bowling pin with a semi-automatic Handgun	25	8.2%
Bullseye with a semi-automatic Handgun	18	5.9%
Cowboy action with a semi-automatic Handgun	4	1.3%
IDPA with a semi-automatic Handgun	7	2.3%
IPSC with a semi-automatic Handgun	10	3.3%
Load Testing/Development with a semi-automatic Handgun	16	5.3%
Sighting-in with a semi-automatic Handgun	22	7.2%
Silhouette with a semi-automatic Handgun	29	9.5%
Steel Challenge with a semi-automatic Handgun	15	4.9%
Teaching/Informative with a semi-automatic Handgun	25	8.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	30	9.9%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	59	19.4%
Plinking or informal target shooting with a Revolver	53	17.4%
3 Gun with a Revolver	35	11.5%
Bowling pin with a Revolver	18	5.9%
Bullseye with a Revolver	26	8.6%
Cowboy action with a Revolver	8	2.6%
IDPA with a Revolver	4	1.3%
IPSC with a Revolver	4	1.3%
Load Testing/Development with a Revolver	23	7.6%
Sighting-in with a Revolver	34	11.2%
Silhouette with a Revolver	44	14.5%
Steel Challenge with a Revolver	10	3.3%
Teaching/Informative with a Revolver	30	9.9%
Testing (Ammo & firearm) with a Revolver	35	11.5%
Training (Military / Defense / Law Enforcement) with a Revolver	43	14.1%
Dog training with a shotgun	28	9.2%
Target shooting with a traditional or compound bow	114	37.5%
Target shooting with a crossbow	40	13.2%
Target shooting with a muzzleloader	58	19.1%
Plinking or informal target shooting with a traditional rimfire rifle	57	18.8%

3 Gun with a traditional rimfire rifle	1	0.3%
Benchrest with a traditional rimfire rifle	26	8.6%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	24	7.9%
Long range with a traditional rimfire rifle	30	9.9%
NRA high power with a traditional rimfire rifle	4	1.3%
Schuetzen with a traditional rimfire rifle	3	1.0%
Sighting-in rifle with a traditional rimfire rifle	35	11.5%
Target shooting with an air rifle at a range	101	33.2%
Silhouette with a traditional rimfire rifle	36	11.8%
Pattern shotgun	46	15.1%
Steel Challenge with a traditional rimfire rifle	6	2.0%
Tactical with a traditional rimfire rifle	12	3.9%
Teaching/Informative with a traditional rimfire rifle	31	10.2%
Three (3) position with a traditional rimfire rifle	32	10.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	26	8.6%
Total	304	100.0%

Current Hunting Activities

Table S4.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	214	92.2%
Traditional rifle (centerfire or rimfire)	207	89.2%
Traditional bow/compound bow	121	52.2%
MSR	107	46.1%
Muzzleloader	107	46.1%
Handgun	95	40.9%
Crossbow	43	18.5%
Other	11	4.7%
Total	232	100.0%

Table S4.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	38	17.0%
Deer	189	84.8%
Elk	33	14.8%
Other big game	19	8.5%
Others	11	4.9%
Predators	109	48.9%
Small game	152	68.2%
Turkey	141	63.2%
Upland game birds	143	64.1%
Waterfowl	95	42.6%
Wild pig / feral hog	57	25.6%
Total	223	100.0%

Shotgun Activity Interest

Table S4.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	81	48.8%
I don't know how to get started	60	36.1%
These activities are not offered at ranges in my area	56	33.7%
I don't have anybody to go with	44	26.5%
Too expensive	27	16.3%
Medical reason / disability	6	3.6%
Other Please describe	5	3.0%
I do not own / have access to this firearm	3	1.8%
Total	166	100.0%

Table S4.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	5	33.3%
Not enough time	4	26.7%
I don't have anybody to go with	3	20.0%
These activities are not offered at ranges in my area	3	20.0%
I don't know how to get started	2	13.3%
Medical reason / disability	2	13.3%
Other Please describe	1	6.7%
Too expensive	0	0.0%
Total	15	100.0%

Influential Media and Individuals

Table S4.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	156	47.3%
Father	132	40.0%
Self / nobody else	60	18.2%
Aunt / Uncle	45	13.6%
Grandparent	42	12.7%
Sibling	31	9.4%
Co-worker	29	8.8%
Another relative	29	8.8%
Neighbor	18	5.5%
Military	18	5.5%
Other, please specify	14	4.2%
Spouse	13	3.9%
Mother	5	1.5%
Children / grandchildren	3	0.9%
Guide / outfitter	3	0.9%
Total	330	100.0%

Table S4.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	165	49.3%
Online videos	116	34.6%
Magazines and Books	115	34.3%
National sportsmen’s conservation organizations	89	26.6%
Local clubs or social organizations	80	23.9%
Hunter education programs	60	17.9%
Retailers	44	13.1%
State wildlife management agencies	43	12.8%
Seminars	18	5.4%
Other, please specify	13	3.9%
Total	335	100.0%

Table S4.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	81	71.1%
How-to videos	79	69.3%
Product reviews	76	66.7%
Competitions	68	59.6%
Non-professionals (home videos) hunting/fishing/shooting	64	56.1%
TV programs (complete or partial episodes)	57	50.0%
Fish and Wildlife agency produced videos	24	21.1%
Informational/political/talk show style	22	19.3%
Comedy/blooper videos	9	7.9%
Other	4	3.5%
Total	114	100.0%

Table S4.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	13	7.9%
Animal Planet	8	4.8%
Comcast SportsNet	0	0.0%
Discovery Channel	34	20.6%
ESPN/ESPN 2	8	4.8%
History Channel	60	36.4%
Military Channel	49	29.7%
National Geographic	22	13.3%
NBC Sports	4	2.4%
Outdoor Channel	134	81.2%
Pursuit Channel	47	28.5%
Sportsman Channel	112	67.9%
Sunshine Network / SUN Sports	2	1.2%
WildTV	10	6.1%
World Fishing Network	2	1.2%
Other national network	9	5.5%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	43	26.1%
I watched hunting/fishing TV, but don't remember the channel	38	23.0%
Total	165	100.0%

Table S4.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	159	43.9%
An invitation from a friend / family member	140	38.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	131	36.2%
Books / magazines	119	32.9%
Programming offered by outdoor retailers	117	32.3%
YouTube videos	116	32.0%
Membership in a non-profit organization	105	29.0%
Online forums / blogs	60	16.6%
Other Please describe	24	6.6%
None of the above	13	3.6%
Total	362	100.0%

Table S4.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	36	31.3%	43	33.1%	31	30.1%	48	42.1%
Google+	23	20.0%	28	21.5%	18	17.5%	17	14.9%
Twitter	7	6.1%	6	4.6%	6	5.8%	9	7.9%
Pinterest	10	8.7%	8	6.2%	6	5.8%	14	12.3%
Magazines	79	68.7%	88	67.7%	72	69.9%	73	64.0%
Instagram	13	11.3%	16	12.3%	9	8.7%	16	14.0%
YouTube	67	58.3%	73	56.2%	54	52.4%	94	82.5%
Television programs	68	59.1%	68	52.3%	58	56.3%	57	50.0%
Online Forums	40	34.8%	56	43.1%	39	37.9%	58	50.9%
Newsletter from hunting / wildlife groups or organizations	35	30.4%	49	37.7%	40	38.8%	31	27.2%
Fish / Wildlife Agency for My State of Residence	47	40.9%	59	45.4%	45	43.7%	26	22.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	22	19.1%	32	24.6%	26	25.2%	18	15.8%
Other	2	1.7%	2	1.5%	1	1.0%	2	1.8%
None of The Above	4	3.5%	10	7.7%	4	3.9%	4	3.5%
Total	115	100.0%	130	100.0%	103	100.0%	114	100.0%

Table S4.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	52	33.3%	34	28.6%	26	43.3%	44	31.4%
Google+	30	19.2%	22	18.5%	8	13.3%	27	19.3%
Twitter	11	7.1%	6	5.0%	1	1.7%	6	4.3%
Pinterest	11	7.1%	10	8.4%	7	11.7%	1	0.7%
Magazines	109	69.9%	99	83.2%	42	70.0%	84	60.0%
Instagram	15	9.6%	12	10.1%	6	10.0%	12	8.6%
YouTube	86	55.1%	76	63.9%	48	80.0%	66	47.1%
Television programs	72	46.2%	69	58.0%	34	56.7%	56	40.0%
Online Forums	63	40.4%	52	43.7%	40	66.7%	39	27.9%
Newsletter from hunting / wildlife groups or organizations	46	29.5%	38	31.9%	16	26.7%	42	30.0%
Fish / Wildlife Agency for My State of Residence	54	34.6%	36	30.3%	18	30.0%	44	31.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	28	17.9%	23	19.3%	11	18.3%	23	16.4%
Other	2	1.3%	1	0.8%	1	1.7%	3	2.1%
None of The Above	9	5.8%	2	1.7%	1	1.7%	13	9.3%
Total	156	100.0%	119	100.0%	60	100.0%	140	100.0%

Dog Training with a Shotgun

This section includes those who are interested in dog training with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S5.1) **What is your current age?**

	Count	Column Percent
18 to 24	6	2.9%
25 to 34	40	19.2%
35 to 44	49	23.6%
45 to 54	50	24.0%
55 to 64	35	16.8%
65 and older	28	13.5%
Total	208	100.0%

Table S5.2) **What is your gender?**

	Count	Column Percent
Male	203	97.1%
Female	6	2.9%
Total	209	100.0%

Table S5.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	9	4.3%
\$20,000 to \$29,999	7	3.4%
\$30,000 to \$39,999	12	5.8%
\$40,000 to \$49,999	21	10.1%
\$50,000 to \$74,999	45	21.7%
\$75,000 to \$99,999	44	21.3%
\$100,000 to \$149,999	49	23.7%
\$150,000 to \$200,000	12	5.8%
More than \$200,000	8	3.9%
Total	207	100.0%

Table S5.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.5%
High school graduation	42	20.2%
Trade school, associates degree or similar	71	34.1%
Bachelors degree	66	31.7%
Masters degree	22	10.6%
Ph D and higher	6	2.9%
Total	208	100.0%

Table S5.5) In which region do you live?

	Count	Column Percent
Northeast	29	13.9%
Midwest	56	26.8%
South	71	34.0%
West	49	23.4%
Canada	4	1.9%
Total	209	100.0%

Introduction to Shooting

Table S5.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	134	61.2%
11 to 17 years old	58	26.5%
18 to 24 years old	17	7.8%
25 to 34 years old	4	1.8%
35 to 44 years old	4	1.8%
45 to 54 years old	2	0.9%
55 to 64 years old	0	0.0%
65 years and older	0	0.0%
Total	219	100.0%

Table S5.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	46	21.0%
Blackpowder or muzzleloader	1	0.5%
Compound bow	0	0.0%
Crossbow	1	0.5%
MSR	3	1.4%
Revolver	16	7.3%
Shotgun	52	23.7%
semi-automatic handgun	17	7.8%
Traditional bow	4	1.8%
Traditional rifle (Centerfire)	17	7.8%
Traditional rifle (Rimfire)	61	27.9%
Other	1	0.5%
Total	219	100.0%

Table S5.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.9%
Cowboy action	1	0.5%
Long range	3	1.4%
NRA high power	1	0.5%
Pattern shotgun	5	2.3%
Plinking or informal target shooting	164	75.6%
Silhouette	3	1.4%
Skeet	1	0.5%
Sporting clays	9	4.1%
Training (Military, Defense, Law Enforcement)	6	2.8%
Trap	5	2.3%
Target archery	3	1.4%
Field archery	1	0.5%
3D archery	1	0.5%
Other Please describe:	12	5.5%
Total	217	100.0%

Table S5.9) Who took you shooting for the first time?

	Count	Column Percent
Father	134	61.2%
Grandparent	35	16.0%
Friend	24	11.0%
Aunt / Uncle	19	8.7%
Sibling	9	4.1%
Nobody / I shot alone when I first went shooting	9	4.1%
Neighbor	8	3.7%
Another relative	7	3.2%
Camp / Summer camp	6	2.7%
Military	6	2.7%
Mother	4	1.8%
Co-worker	4	1.8%
Spouse	3	1.4%
Guide / outfitter	1	0.5%
Other	0	0.0%
Total	219	100.0%

Table S5.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	151	71.6%
Spend time with family or friends who already shot	118	55.9%
Tradition / way of life	111	52.6%
Wanted to spend more time outdoors	105	49.8%
It's relaxing / an escape	101	47.9%
I wanted a challenge / adventure	76	36.0%
Training for hunting	76	36.0%
Protection / self defense	65	30.8%
To teach someone else / introduce my children or others to shooting	53	25.1%
Wanted to try a new sport	53	25.1%
Training (military, police, etc.)	41	19.4%
Media (television, magazines, movies)	10	4.7%
Other Please write in	0	0.0%
Total	211	100.0%

Table S5.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	51	23.3%
1 year	33	15.1%
2 - 5 years	71	32.4%
6 - 10 years	14	6.4%
More than 10 years	19	8.7%
I have only ever participated in [the shooting activity that I first participated in]	31	14.2%
Total	219	100.0%

Table S5.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	142	77.6%
3 Gun with a semi-automatic handgun	3	1.6%
Bowling pin with a semi-automatic handgun	11	6.0%
Bullseye with a semi-automatic handgun	41	22.4%
Cowboy action with a semi-automatic handgun	4	2.2%
IDPA with a semi-automatic handgun	9	4.9%
IPSC with a semi-automatic handgun	2	1.1%
Load Testing/Development with a semi-automatic handgun	25	13.7%
Sighting-in with a semi-automatic handgun	93	50.8%
Silhouette with a semi-automatic handgun	57	31.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	21	11.5%
Teaching/Informative with a semi-automatic handgun	45	24.6%
Testing (Ammo & firearm) with a semi-automatic handgun	60	32.8%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	54	29.5%
Other Please describe with a semi-automatic handgun	3	1.6%
Plinking or informal target shooting with a revolver	128	69.9%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	8	4.4%
Bullseye with a revolver	36	19.7%
Cowboy action with a revolver	7	3.8%
IDPA with a revolver	1	0.5%
IPSC with a revolver	1	0.5%
Load Testing/Development with a revolver	21	11.5%
Sighting-in with a revolver	60	32.8%
Silhouette with a revolver	32	17.5%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	11	6.0%
Teaching/Informative with a revolver	33	18.0%
Testing (Ammo & firearm) with a revolver	41	22.4%
Training (Military, Defense, Law Enforcement) with a revolver	25	13.7%

Other Please describe with a revolver	3	1.6%
Plinking or informal target shooting with a traditional rimfire rifle	149	81.4%
3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	43	23.5%
Cowboy action with a traditional rimfire rifle	2	1.1%
Load Testing/Development with a traditional rimfire rifle	22	12.0%
Long range with a traditional rimfire rifle	39	21.3%
NRA high power with a traditional rimfire rifle	3	1.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	103	56.3%
Silhouette with a traditional rimfire rifle	40	21.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	10	5.5%
Tactical with a traditional rimfire rifle	12	6.6%
Teaching/Informative with a traditional rimfire rifle	53	29.0%
Three (3) position with a traditional rimfire rifle	12	6.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	23	12.6%
Other Please describe with a traditional rimfire rifle	5	2.7%
Plinking or informal target shooting with a traditional centerfire rifle	139	76.0%
3 Gun with a traditional centerfire rifle	1	0.5%
Benchrest with a traditional centerfire rifle	58	31.7%
Cowboy action with a traditional centerfire rifle	4	2.2%
Load Testing/Development with a traditional centerfire rifle	47	25.7%
Long range with a traditional centerfire rifle	67	36.6%
NRA high power with a traditional centerfire rifle	5	2.7%
Schuetzen with a traditional centerfire rifle	1	0.5%
Sighting-in rifle with a traditional centerfire rifle	115	62.8%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	40	21.9%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	11	6.0%
Tactical with a traditional centerfire rifle	28	15.3%
Teaching/Informative with a traditional centerfire rifle	53	29.0%
Three (3) position with a traditional centerfire rifle	15	8.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	40	21.9%
Other Please describe with a traditional centerfire rifle	5	2.7%
Plinking or informal target shooting with an MSR	108	59.0%
3 Gun with an MSR	3	1.6%
Benchrest with an MSR	30	16.4%
Cowboy action with an MSR	1	0.5%
Load Testing/Development with an MSR	30	16.4%
Long range with an MSR	40	21.9%
NRA high power with an MSR	4	2.2%

Schuetzen with an MSR	1	0.5%
Sighting-in rifle with an MSR	69	37.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	27	14.8%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	14	7.7%
Tactical with an MSR	35	19.1%
Teaching/Informative with an MSR	37	20.2%
Three (3) position with an MSR	17	9.3%
Training (Military, Defense, Law Enforcement) with an MSR	39	21.3%
Other Please describe with an MSR	4	2.2%
Informal (backyard, testing) with a shotgun	128	69.9%
3 Gun with a shotgun	4	2.2%
5 Stand with a shotgun	20	10.9%
Cowboy Action with a shotgun	1	0.5%
Dog training with a shotgun	0	0.0%
Other with a shotgun	1	0.5%
Pattern shotgun with a shotgun	107	58.5%
Sighting-In with a shotgun	84	45.9%
Skeet with a shotgun	103	56.3%
Sporting clays with a shotgun	119	65.0%
Teaching/Informative with a shotgun	53	29.0%
Test reload with a shotgun	27	14.8%
Training (Military, Defense, Law Enforcement) with a shotgun	32	17.5%
Trap with a shotgun	92	50.3%
Wobble Trap with a shotgun	20	10.9%
Other Please describe with a shotgun	8	4.4%
Total	183	100.0%

Current Recreational Shooting Activities

Table S5.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Shotgun	155	83.3%
Traditional Centerfire Rifle	137	73.7%
Semi-Automatic Handgun	135	72.6%
Traditional Rimfire Rifle	134	72.0%
Revolver	102	54.8%
MSR	84	45.2%
Traditional or Compound Bow	68	36.6%
Muzzleloader	39	21.0%
Crossbow	23	12.4%
None of the Above	7	3.8%
Total	186	100.0%

Table S5.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	122	65.6%
Plinking or informal target shooting with a traditional rimfire rifle	116	62.4%
Plinking or informal target shooting with a traditional centerfire rifle	115	61.8%
Informal (backyard or testing) with a Shotgun	105	56.5%
Sighting-in rifle with a traditional centerfire rifle	95	51.1%
Plinking or informal target shooting with a Revolver	87	46.8%
Sighting-in rifle with a traditional rimfire rifle	87	46.8%
Sporting clays with a Shotgun	85	45.7%
Sighting-in with a semi-automatic Handgun	81	43.5%
Pattern shotgun	80	43.0%
Plinking or informal target shooting with a MSR	72	38.7%
Skeet with a Shotgun	71	38.2%
Target shooting with a traditional or compound bow	68	36.6%
Sighting-In with a Shotgun	66	35.5%
Trap with a Shotgun	61	32.8%
Long range with a traditional centerfire rifle	52	28.0%
Benchrest with a traditional centerfire rifle	51	27.4%
Sighting-in rifle with a MSR	45	24.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	43	23.1%
Sighting-in with a Revolver	42	22.6%
Silhouette with a semi-automatic Handgun	41	22.0%
Teaching/Informative with a Shotgun	39	21.0%
Target shooting with a muzzleloader	39	21.0%

Teaching/Informative with a traditional rimfire rifle	37	19.9%
Bullseye with a semi-automatic Handgun	36	19.4%
Load Testing/Development with a traditional centerfire rifle	34	18.3%
Teaching/Informative with a traditional centerfire rifle	33	17.7%
Target shooting with an air rifle at a range	33	17.7%
Silhouette with a traditional centerfire rifle	32	17.2%
Benchrest with a traditional rimfire rifle	32	17.2%
Teaching/Informative with a semi-automatic Handgun	31	16.7%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	29	15.6%
Bullseye with a Revolver	29	15.6%
Testing (Ammo & firearm) with a Revolver	27	14.5%
Long range with a traditional rimfire rifle	27	14.5%
Long range with a MSR	26	14.0%
Teaching/Informative with a Revolver	24	12.9%
Target shooting with a crossbow	23	12.4%
Teaching/Informative with a MSR	22	11.8%
Load Testing/Development with a MSR	21	11.3%
Tactical with a MSR	21	11.3%
Load Testing/Development with a semi-automatic Handgun	21	11.3%
Test reload with a Shotgun	20	10.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	20	10.8%
Training (Military / Defense / Law Enforcement) with a MSR	20	10.8%
Silhouette with a Revolver	19	10.2%
Silhouette with a traditional rimfire rifle	19	10.2%
Benchrest with a MSR	18	9.7%
Silhouette with a MSR	17	9.1%
5 Stand with a Shotgun	15	8.1%
Load Testing/Development with a Revolver	15	8.1%
Load Testing/Development with a traditional rimfire rifle	15	8.1%
Wobble Trap with a Shotgun	14	7.5%
Tactical with a traditional centerfire rifle	14	7.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	14	7.5%
Steel Challenge with a semi-automatic Handgun	14	7.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	12	6.5%
Three (3) position with a MSR	10	5.4%
Training (Military / Defense / Law Enforcement) with a Revolver	10	5.4%
Steel Challenge with a MSR	9	4.8%
Bowling pin with a semi-automatic Handgun	8	4.3%
Steel Challenge with a traditional centerfire rifle	7	3.8%
Three (3) position with a traditional centerfire rifle	7	3.8%

None of the above	7	3.8%
Steel Challenge with a Revolver	6	3.2%
Three (3) position with a traditional rimfire rifle	6	3.2%
Bowling pin with a Revolver	5	2.7%
Cowboy action with a Revolver	5	2.7%
Steel Challenge with a traditional rimfire rifle	5	2.7%
Tactical with a traditional rimfire rifle	5	2.7%
IDPA with a semi-automatic Handgun	4	2.2%
Cowboy action with a traditional centerfire rifle	3	1.6%
NRA high power with a MSR	3	1.6%
3 Gun with a Shotgun	2	1.1%
3 Gun with a semi-automatic Handgun	2	1.1%
Cowboy action with a semi-automatic Handgun	2	1.1%
Cowboy action with a traditional rimfire rifle	2	1.1%
Cowboy Action with a Shotgun	1	0.5%
NRA high power with a traditional centerfire rifle	1	0.5%
3 Gun with a MSR	1	0.5%
Cowboy action with a MSR	1	0.5%
NRA high power with a traditional rimfire rifle	1	0.5%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Schuetzen with a MSR	0	0.0%
IPSC with a semi-automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Dog training with a shotgun	0	0.0%
3 Gun with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	186	100.0%

Table S5.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	24	19.7%
Revolver	38	31.1%
Traditional Rimfire Rifle	27	22.1%
Traditional Centerfire Rifle	18	14.8%
MSR	34	27.9%
Shotgun	12	9.8%
Air Rifle	49	40.2%
Traditional or Compound Bow	44	36.1%
Crossbow	18	14.8%
Muzzleloader	32	26.2%
Total	122	100.0%

Table S5.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	23	14.3%
3 Gun with a Shotgun	2	1.2%
5 Stand with a Shotgun	5	3.1%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	18	11.2%
Skeet with a Shotgun	32	19.9%
Sporting clays with a Shotgun	34	21.1%
Teaching/Informative with a Shotgun	14	8.7%
Test reload with a Shotgun	7	4.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	7.5%
Trap with a Shotgun	31	19.3%
Wobble Trap with a Shotgun	6	3.7%
Plinking or informal target shooting with a traditional centerfire rifle	24	14.9%
3 Gun with a traditional centerfire rifle	1	0.6%
Benchrest with a traditional centerfire rifle	7	4.3%
Cowboy action with a traditional centerfire rifle	1	0.6%
Load Testing/Development with a traditional centerfire rifle	13	8.1%
Long range with a traditional centerfire rifle	15	9.3%
NRA high power with a traditional centerfire rifle	4	2.5%
Schuetzen with a traditional centerfire rifle	1	0.6%
Sighting-in rifle with a traditional centerfire rifle	20	12.4%
Silhouette with a traditional centerfire rifle	8	5.0%
Steel Challenge with a traditional centerfire rifle	4	2.5%
Tactical with a traditional centerfire rifle	14	8.7%
Teaching/Informative with a traditional centerfire rifle	20	12.4%
Three (3) position with a traditional centerfire rifle	8	5.0%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	16.1%
Plinking or informal target shooting with a MSR	36	22.4%

3 Gun with a MSR	2	1.2%
Benchrest with a MSR	12	7.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	9	5.6%
Long range with a MSR	14	8.7%
NRA high power with a MSR	1	0.6%
Schuetzen with a MSR	1	0.6%
Sighting-in rifle with a MSR	24	14.9%
Silhouette with a MSR	10	6.2%
Steel Challenge with a MSR	5	3.1%
Tactical with a MSR	14	8.7%
Teaching/Informative with a MSR	15	9.3%
Three (3) position with a MSR	7	4.3%
Training (Military / Defense / Law Enforcement) with a MSR	19	11.8%
Plinking or informal target shooting with a semi-automatic Handgun	20	12.4%
3 Gun with a semi-automatic Handgun	1	0.6%
Bowling pin with a semi-automatic Handgun	3	1.9%
Bullseye with a semi-automatic Handgun	5	3.1%
Cowboy action with a semi-automatic Handgun	2	1.2%
IDPA with a semi-automatic Handgun	5	3.1%
IPSC with a semi-automatic Handgun	2	1.2%
Load Testing/Development with a semi-automatic Handgun	4	2.5%
Sighting-in with a semi-automatic Handgun	12	7.5%
Silhouette with a semi-automatic Handgun	16	9.9%
Steel Challenge with a semi-automatic Handgun	7	4.3%
Teaching/Informative with a semi-automatic Handgun	14	8.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	17	10.6%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	23	14.3%
Plinking or informal target shooting with a Revolver	41	25.5%
3 Gun with a Revolver	8	5.0%
Bowling pin with a Revolver	3	1.9%
Bullseye with a Revolver	7	4.3%
Cowboy action with a Revolver	2	1.2%
IDPA with a Revolver	1	0.6%
IPSC with a Revolver	1	0.6%
Load Testing/Development with a Revolver	6	3.7%
Sighting-in with a Revolver	18	11.2%
Silhouette with a Revolver	13	8.1%
Steel Challenge with a Revolver	5	3.1%
Teaching/Informative with a Revolver	9	5.6%
Testing (Ammo & firearm) with a Revolver	14	8.7%
Training (Military / Defense / Law Enforcement) with a Revolver	14	8.7%
Dog training with a shotgun	0	0.0%
Target shooting with a traditional or compound bow	44	27.3%
Target shooting with a crossbow	18	11.2%
Target shooting with a muzzleloader	32	19.9%
Plinking or informal target shooting with a traditional rimfire rifle	33	20.5%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	11	6.8%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	7	4.3%
Long range with a traditional rimfire rifle	11	6.8%
NRA high power with a traditional rimfire rifle	2	1.2%
Schuetzen with a traditional rimfire rifle	1	0.6%
Sighting-in rifle with a traditional rimfire rifle	16	9.9%
Target shooting with an air rifle at a range	49	30.4%
Silhouette with a traditional rimfire rifle	21	13.0%
Pattern shotgun	27	16.8%
Steel Challenge with a traditional rimfire rifle	5	3.1%
Tactical with a traditional rimfire rifle	7	4.3%
Teaching/Informative with a traditional rimfire rifle	16	9.9%
Three (3) position with a traditional rimfire rifle	6	3.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	6.8%
Total	161	100.0%

Current Hunting Activities

Table S5.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	147	89.6%
Shotgun	146	89.0%
Traditional bow/compound bow	88	53.7%
Muzzleloader	58	35.4%
MSR	57	34.8%
Handgun	46	28.0%
Crossbow	29	17.7%
Other	8	4.9%
Total	164	100.0%

Table S5.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	28	18.7%
Deer	130	86.7%
Elk	22	14.7%
Other big game	12	8.0%
Others	3	2.0%
Predators	52	34.7%
Small game	85	56.7%
Turkey	94	62.7%
Upland game birds	95	63.3%
Waterfowl	56	37.3%
Wild pig / feral hog	30	20.0%
Total	150	100.0%

Shotgun Activity Interest

Table S5.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	44	51.2%
I don't know how to get started	27	31.4%
I don't have anybody to go with	18	20.9%
These activities are not offered at ranges in my area	18	20.9%
Too expensive	12	14.0%
Other Please describe	4	4.7%
Medical reason / disability	3	3.5%
I do not own / have access to this firearm	2	2.3%
Total	86	100.0%

Table S5.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	4	36.4%
I don't own or have access to the proper equipment	4	36.4%
These activities are not offered at ranges in my area	3	27.3%
I don't have anybody to go with	2	18.2%
Too expensive	2	18.2%
Other Please describe	1	9.1%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Total	11	100.0%

Influential Media and Individuals

Table S5.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Father	85	45.9%
Friend	82	44.3%
Grandparent	25	13.5%
Self / nobody else	25	13.5%
Sibling	18	9.7%
Aunt / Uncle	17	9.2%
Co-worker	16	8.6%
Another relative	16	8.6%
Military	12	6.5%
Neighbor	9	4.9%
Spouse	5	2.7%
Other, please specify	4	2.2%
Mother	3	1.6%
Guide / outfitter	3	1.6%
Children / grandchildren	2	1.1%
Total	185	100.0%

Table S5.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	81	44.3%
National sportsmen’s conservation organizations	56	30.6%
Magazines and Books	55	30.1%
Online videos	54	29.5%
Hunter education programs	39	21.3%
Local clubs or social organizations	37	20.2%
State wildlife management agencies	25	13.7%
Retailers	22	12.0%
Seminars	10	5.5%
Other, please specify	8	4.4%
Total	183	100.0%

Table S5.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	40	76.9%
How-to videos	37	71.2%
Product reviews	36	69.2%
Competitions	31	59.6%
Non-professionals (home videos) hunting/fishing/shooting	30	57.7%
TV programs (complete or partial episodes)	28	53.8%
Fish and Wildlife agency produced videos	9	17.3%
Informational/political/talk show style	9	17.3%
Comedy/blooper videos	8	15.4%
Other	1	1.9%
Total	52	100.0%

Table S5.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	5	6.3%
Animal Planet	2	2.5%
Comcast SportsNet	1	1.3%
Discovery Channel	10	12.5%
ESPN/ESPN 2	6	7.5%
History Channel	20	25.0%
Military Channel	18	22.5%
National Geographic	8	10.0%
NBC Sports	4	5.0%
Outdoor Channel	71	88.8%
Pursuit Channel	30	37.5%
Sportsman Channel	56	70.0%
Sunshine Network / SUN Sports	0	0.0%
WildTV	1	1.3%
World Fishing Network	4	5.0%
Other national network	3	3.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	18	22.5%
I watched hunting/fishing TV, but don't remember the channel	12	15.0%
Total	80	100.0%

Table S5.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	96	45.1%
Programming offered by outdoor retailers	79	37.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	77	36.2%
Membership in a non-profit organization	74	34.7%
An invitation from a friend / family member	73	34.3%
YouTube videos	64	30.0%
Books / magazines	56	26.3%
Online forums / blogs	39	18.3%
Other Please describe	15	7.0%
None of the above	10	4.7%
Total	213	100.0%

Table S5.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	21	27.3%	22	28.9%	21	29.2%	20	32.3%
Google+	17	22.1%	16	21.1%	13	18.1%	13	21.0%
Twitter	0	0.0%	2	2.6%	1	1.4%	1	1.6%
Pinterest	4	5.2%	2	2.6%	6	8.3%	4	6.5%
Magazines	44	57.1%	48	63.2%	45	62.5%	34	54.8%
Instagram	5	6.5%	8	10.5%	7	9.7%	6	9.7%
YouTube	44	57.1%	37	48.7%	33	45.8%	48	77.4%
Television programs	39	50.6%	32	42.1%	31	43.1%	31	50.0%
Online Forums	20	26.0%	25	32.9%	19	26.4%	24	38.7%
Newsletter from hunting / wildlife groups or organizations	20	26.0%	29	38.2%	24	33.3%	19	30.6%
Fish / Wildlife Agency for My State of Residence	19	24.7%	29	38.2%	29	40.3%	12	19.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	11	14.3%	16	21.1%	17	23.6%	12	19.4%
Other	2	2.6%	2	2.6%	2	2.8%	0	0.0%
None of The Above	7	9.1%	6	7.9%	7	9.7%	4	6.5%
Total	77	100.0%	76	100.0%	72	100.0%	62	100.0%

Table S5.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	30	31.9%	15	27.8%	16	41.0%	18	25.0%
	Google+	20	21.3%	13	24.1%	12	30.8%	13	18.1%
	Twitter	2	2.1%	2	3.7%	1	2.6%	0	0.0%
	Pinterest	6	6.4%	4	7.4%	2	5.1%	3	4.2%
	Magazines	51	54.3%	38	70.4%	25	64.1%	44	61.1%
	Instagram	10	10.6%	7	13.0%	5	12.8%	3	4.2%
	YouTube	49	52.1%	36	66.7%	32	82.1%	28	38.9%
	Television programs	43	45.7%	35	64.8%	23	59.0%	32	44.4%
	Online Forums	34	36.2%	18	33.3%	25	64.1%	19	26.4%
	Newsletter from hunting / wildlife groups or organizations	26	27.7%	20	37.0%	12	30.8%	22	30.6%
	Fish / Wildlife Agency for My State of Residence	28	29.8%	14	25.9%	12	30.8%	18	25.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	15	16.0%	14	25.9%	10	25.6%	11	15.3%
	Other	2	2.1%	1	1.9%	1	2.6%	1	1.4%
	None of The Above	5	5.3%	1	1.9%	0	0.0%	8	11.1%
Total		94	100.0%	54	100.0%	39	100.0%	72	100.0%

Pattern Shooting with a Shotgun

This section includes those who are interested in pattern shooting with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S7.1) **What is your current age?**

	Count	Column Percent
18 to 24	5	1.6%
25 to 34	30	9.7%
35 to 44	54	17.4%
45 to 54	83	26.8%
55 to 64	76	24.5%
65 and older	62	20.0%
Total	310	100.0%

Table S7.2) **What is your gender?**

	Count	Column Percent
Male	301	96.8%
Female	10	3.2%
Total	311	100.0%

Table S7.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	19	6.1%
\$20,000 to \$29,999	11	3.6%
\$30,000 to \$39,999	17	5.5%
\$40,000 to \$49,999	32	10.4%
\$50,000 to \$74,999	73	23.6%
\$75,000 to \$99,999	53	17.2%
\$100,000 to \$149,999	61	19.7%
\$150,000 to \$200,000	29	9.4%
More than \$200,000	14	4.5%
Total	309	100.0%

Table S7.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.6%
High school graduation	69	22.2%
Trade school, associates degree or similar	124	39.9%
Bachelors degree	79	25.4%
Masters degree	26	8.4%
Ph D and higher	11	3.5%
Total	311	100.0%

Table S7.5) In which region do you live?

	Count	Column Percent
Northeast	44	14.1%
Midwest	71	22.8%
South	124	39.9%
West	69	22.2%
Canada	3	1.0%
Total	311	100.0%

Introduction to Shooting

Table S7.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	176	54.2%
11 to 17 years old	93	28.6%
18 to 24 years old	33	10.2%
25 to 34 years old	7	2.2%
35 to 44 years old	9	2.8%
45 to 54 years old	3	0.9%
55 to 64 years old	4	1.2%
65 years and older	0	0.0%
Total	325	100.0%

Table S7.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	46	14.2%
Blackpowder or muzzleloader	2	0.6%
Compound bow	0	0.0%
Crossbow	1	0.3%
MSR	2	0.6%
Revolver	31	9.5%
Shotgun	64	19.7%
semi-automatic handgun	35	10.8%
Traditional bow	4	1.2%
Traditional rifle (Centerfire)	29	8.9%
Traditional rifle (Rimfire)	111	34.2%
Other	0	0.0%
Total	325	100.0%

Table S7.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.3%
Benchrest	3	0.9%
Long range	7	2.2%
NRA high power	2	0.6%
Pattern shotgun	2	0.6%
Plinking or informal target shooting	253	78.3%
Silhouette	4	1.2%
Skeet	5	1.5%
Sporting clays	10	3.1%
Tactical	2	0.6%
Test reload	1	0.3%
Training (Military, Defense, Law Enforcement)	5	1.5%
Trap	5	1.5%
Target archery	2	0.6%
Field archery	3	0.9%
Other Please describe:	18	5.6%
Total	323	100.0%

Table S7.9) Who took you shooting for the first time?

	Count	Column Percent
Father	185	57.8%
Friend	47	14.7%
Aunt / Uncle	30	9.4%
Grandparent	27	8.4%
Nobody / I shot alone when I first went shooting	22	6.9%
Camp / Summer camp	17	5.3%
Another relative	17	5.3%
Sibling	15	4.7%
Mother	10	3.1%
Military	7	2.2%
Co-worker	5	1.6%
Neighbor	4	1.3%
Other	1	0.3%
Spouse	0	0.0%
Guide / outfitter	0	0.0%
Total	320	100.0%

Table S7.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	237	76.7%
It's relaxing / an escape	167	54.0%
Spend time with family or friends who already shot	154	49.8%
Tradition / way of life	150	48.5%
Wanted to spend more time outdoors	141	45.6%
I wanted a challenge / adventure	116	37.5%
Protection / self defense	77	24.9%
Wanted to try a new sport	75	24.3%
Training for hunting	71	23.0%
To teach someone else / introduce my children or others to shooting	66	21.4%
Training (military, police, etc.)	50	16.2%
Media (television, magazines, movies)	12	3.9%
Other Please write in	3	1.0%
Total	309	100.0%

Table S7.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	74	22.8%
1 year	41	12.6%
2 - 5 years	84	25.8%
6 - 10 years	17	5.2%
More than 10 years	40	12.3%
I have only ever participated in [the shooting activity that I first participated in]	69	21.2%
Total	325	100.0%

Table S7.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	181	72.1%
3 Gun with a semi-automatic handgun	9	3.6%
Bowling pin with a semi-automatic handgun	18	7.2%
Bullseye with a semi-automatic handgun	53	21.1%
Cowboy action with a semi-automatic handgun	3	1.2%
IDPA with a semi-automatic handgun	11	4.4%
IPSC with a semi-automatic handgun	8	3.2%
Load Testing/Development with a semi-automatic handgun	14	5.6%
Sighting-in with a semi-automatic handgun	103	41.0%
Silhouette with a semi-automatic handgun	54	21.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	18	7.2%
Teaching/Informative with a semi-automatic handgun	49	19.5%
Testing (Ammo & firearm) with a semi-automatic handgun	65	25.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	66	26.3%
Other Please describe with a semi-automatic handgun	4	1.6%
Plinking or informal target shooting with a revolver	164	65.3%
3 Gun with a revolver	1	0.4%
Bowling pin with a revolver	12	4.8%
Bullseye with a revolver	38	15.1%
Cowboy action with a revolver	5	2.0%
IDPA with a revolver	0	0.0%
IPSC with a revolver	1	0.4%
Load Testing/Development with a revolver	14	5.6%
Sighting-in with a revolver	62	24.7%
Silhouette with a revolver	33	13.1%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	6	2.4%
Teaching/Informative with a revolver	37	14.7%
Testing (Ammo & firearm) with a revolver	42	16.7%
Training (Military, Defense, Law Enforcement) with a revolver	27	10.8%

Other Please describe with a revolver	1	0.4%
Plinking or informal target shooting with a traditional rimfire rifle	198	78.9%
3 Gun with a traditional rimfire rifle	3	1.2%
Benchrest with a traditional rimfire rifle	53	21.1%
Cowboy action with a traditional rimfire rifle	1	0.4%
Load Testing/Development with a traditional rimfire rifle	11	4.4%
Long range with a traditional rimfire rifle	35	13.9%
NRA high power with a traditional rimfire rifle	1	0.4%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	105	41.8%
Silhouette with a traditional rimfire rifle	36	14.3%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	9	3.6%
Tactical with a traditional rimfire rifle	14	5.6%
Teaching/Informative with a traditional rimfire rifle	49	19.5%
Three (3) position with a traditional rimfire rifle	14	5.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	19	7.6%
Other Please describe with a traditional rimfire rifle	1	0.4%
Plinking or informal target shooting with a traditional centerfire rifle	168	66.9%
3 Gun with a traditional centerfire rifle	2	0.8%
Benchrest with a traditional centerfire rifle	74	29.5%
Cowboy action with a traditional centerfire rifle	3	1.2%
Load Testing/Development with a traditional centerfire rifle	26	10.4%
Long range with a traditional centerfire rifle	73	29.1%
NRA high power with a traditional centerfire rifle	3	1.2%
Schuetzen with a traditional centerfire rifle	1	0.4%
Sighting-in rifle with a traditional centerfire rifle	127	50.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	42	16.7%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	7	2.8%
Tactical with a traditional centerfire rifle	25	10.0%
Teaching/Informative with a traditional centerfire rifle	50	19.9%
Three (3) position with a traditional centerfire rifle	15	6.0%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	35	13.9%
Other Please describe with a traditional centerfire rifle	4	1.6%
Plinking or informal target shooting with an MSR	142	56.6%
3 Gun with an MSR	10	4.0%
Benchrest with an MSR	44	17.5%
Cowboy action with an MSR	1	0.4%
Load Testing/Development with an MSR	17	6.8%
Long range with an MSR	40	15.9%
NRA high power with an MSR	2	0.8%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	90	35.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	34	13.5%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	10	4.0%
Tactical with an MSR	44	17.5%
Teaching/Informative with an MSR	37	14.7%
Three (3) position with an MSR	11	4.4%
Training (Military, Defense, Law Enforcement) with an MSR	47	18.7%
Other Please describe with an MSR	0	0.0%
Informal (backyard, testing) with a shotgun	149	59.4%
3 Gun with a shotgun	8	3.2%
5 Stand with a shotgun	21	8.4%
Cowboy Action with a shotgun	2	0.8%
Dog training with a shotgun	10	4.0%
Other with a shotgun	1	0.4%
Pattern shotgun with a shotgun	0	0.0%
Sighting-In with a shotgun	60	23.9%
Skeet with a shotgun	114	45.4%
Sporting clays with a shotgun	115	45.8%
Teaching/Informative with a shotgun	33	13.1%
Test reload with a shotgun	14	5.6%
Training (Military, Defense, Law Enforcement) with a shotgun	23	9.2%
Trap with a shotgun	79	31.5%
Wobble Trap with a shotgun	10	4.0%
Other Please describe with a shotgun	11	4.4%
Total	251	100.0%

Current Recreational Shooting Activities

Table S7.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	188	74.0%
Traditional Centerfire Rifle	161	63.4%
Shotgun	157	61.8%
Traditional Rimfire Rifle	155	61.0%
Revolver	140	55.1%
MSR	107	42.1%
Traditional or Compound Bow	46	18.1%
Muzzleloader	31	12.2%
Crossbow	18	7.1%
None of the Above	11	4.3%
Total	254	100.0%

Table S7.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	164	64.6%
Plinking or informal target shooting with a traditional rimfire rifle	138	54.3%
Plinking or informal target shooting with a traditional centerfire rifle	130	51.2%
Plinking or informal target shooting with a Revolver	120	47.2%
Sighting-in rifle with a traditional centerfire rifle	108	42.5%
Informal (backyard or testing) with a Shotgun	98	38.6%
Plinking or informal target shooting with a MSR	96	37.8%
Sighting-in with a semi-automatic Handgun	89	35.0%
Sighting-in rifle with a traditional rimfire rifle	76	29.9%
Sporting clays with a Shotgun	70	27.6%
Skeet with a Shotgun	62	24.4%
Benchrest with a traditional centerfire rifle	60	23.6%
Sighting-in rifle with a MSR	60	23.6%
Long range with a traditional centerfire rifle	52	20.5%
Silhouette with a semi-automatic Handgun	49	19.3%
Testing (Ammo & firearm) with a semi-automatic Handgun	49	19.3%
Sighting-in with a Revolver	48	18.9%
Target shooting with a traditional or compound bow	46	18.1%
Sighting-In with a Shotgun	43	16.9%
Trap with a Shotgun	43	16.9%
Bullseye with a semi-automatic Handgun	41	16.1%
Teaching/Informative with a semi-automatic Handgun	36	14.2%
Benchrest with a traditional rimfire rifle	34	13.4%

Silhouette with a traditional centerfire rifle	32	12.6%
Target shooting with a muzzleloader	31	12.2%
Teaching/Informative with a traditional rimfire rifle	31	12.2%
Teaching/Informative with a traditional centerfire rifle	30	11.8%
Testing (Ammo & firearm) with a Revolver	29	11.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	28	11.0%
Bullseye with a Revolver	25	9.8%
Target shooting with an air rifle at a range	25	9.8%
Teaching/Informative with a Shotgun	24	9.4%
Benchrest with a MSR	24	9.4%
Silhouette with a traditional rimfire rifle	24	9.4%
Teaching/Informative with a Revolver	22	8.7%
Long range with a MSR	21	8.3%
Silhouette with a MSR	21	8.3%
Teaching/Informative with a MSR	21	8.3%
Tactical with a MSR	20	7.9%
Load Testing/Development with a traditional centerfire rifle	19	7.5%
Silhouette with a Revolver	19	7.5%
Target shooting with a crossbow	18	7.1%
Long range with a traditional rimfire rifle	18	7.1%
5 Stand with a Shotgun	17	6.7%
Training (Military / Defense / Law Enforcement) with a MSR	16	6.3%
Steel Challenge with a semi-automatic Handgun	15	5.9%
Bowling pin with a semi-automatic Handgun	13	5.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	12	4.7%
None of the above	11	4.3%
Tactical with a traditional centerfire rifle	10	3.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	10	3.9%
Load Testing/Development with a MSR	10	3.9%
Wobble Trap with a Shotgun	9	3.5%
Load Testing/Development with a semi-automatic Handgun	9	3.5%
3 Gun with a semi-automatic Handgun	7	2.8%
IDPA with a semi-automatic Handgun	7	2.8%
Steel Challenge with a MSR	6	2.4%
Training (Military / Defense / Law Enforcement) with a Revolver	6	2.4%
Three (3) position with a traditional centerfire rifle	5	2.0%
Three (3) position with a MSR	5	2.0%
IPSC with a semi-automatic Handgun	5	2.0%
Load Testing/Development with a Revolver	5	2.0%
Load Testing/Development with a traditional rimfire rifle	5	2.0%
Steel Challenge with a traditional rimfire rifle	5	2.0%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	5	2.0%
3 Gun with a Shotgun	4	1.6%
Test reload with a Shotgun	4	1.6%
Steel Challenge with a traditional centerfire rifle	4	1.6%
3 Gun with a MSR	4	1.6%
Bowling pin with a Revolver	4	1.6%
Three (3) position with a traditional rimfire rifle	4	1.6%
Cowboy action with a Revolver	3	1.2%
Steel Challenge with a Revolver	3	1.2%
Tactical with a traditional rimfire rifle	3	1.2%
Cowboy action with a traditional centerfire rifle	2	0.8%
Dog training with a shotgun	2	0.8%
Cowboy Action with a Shotgun	1	0.4%
3 Gun with a traditional centerfire rifle	1	0.4%
NRA high power with a traditional centerfire rifle	1	0.4%
Schuetzen with a traditional centerfire rifle	1	0.4%
Cowboy action with a MSR	1	0.4%
Cowboy action with a semi-automatic Handgun	1	0.4%
3 Gun with a traditional rimfire rifle	1	0.4%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Pattern shotgun	0	0.0%
Total	254	100.0%

Table S7.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	18	10.2%
Revolver	42	23.9%
Traditional Rimfire Rifle	53	30.1%
Traditional Centerfire Rifle	32	18.2%
MSR	56	31.8%
Shotgun	47	26.7%
Air Rifle	61	34.7%
Traditional or Compound Bow	71	40.3%
Crossbow	17	9.7%
Muzzleloader	30	17.0%
Total	176	100.0%

Table S7.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	51	24.4%
3 Gun with a Shotgun	4	1.9%
5 Stand with a Shotgun	4	1.9%
Cowboy Action with a Shotgun	1	0.5%
Sighting-In with a Shotgun	17	8.1%
Skeet with a Shotgun	52	24.9%
Sporting clays with a Shotgun	45	21.5%
Teaching/Informative with a Shotgun	9	4.3%
Test reload with a Shotgun	10	4.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	11	5.3%
Trap with a Shotgun	36	17.2%
Wobble Trap with a Shotgun	1	0.5%
Plinking or informal target shooting with a traditional centerfire rifle	38	18.2%
3 Gun with a traditional centerfire rifle	1	0.5%
Benchrest with a traditional centerfire rifle	14	6.7%
Cowboy action with a traditional centerfire rifle	1	0.5%
Load Testing/Development with a traditional centerfire rifle	7	3.3%
Long range with a traditional centerfire rifle	21	10.0%
NRA high power with a traditional centerfire rifle	2	1.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	19	9.1%
Silhouette with a traditional centerfire rifle	10	4.8%
Steel Challenge with a traditional centerfire rifle	3	1.4%
Tactical with a traditional centerfire rifle	15	7.2%
Teaching/Informative with a traditional centerfire rifle	20	9.6%
Three (3) position with a traditional centerfire rifle	10	4.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	25	12.0%
Plinking or informal target shooting with a MSR	46	22.0%

3 Gun with a MSR	6	2.9%
Benchrest with a MSR	20	9.6%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	7	3.3%
Long range with a MSR	19	9.1%
NRA high power with a MSR	2	1.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	30	14.4%
Silhouette with a MSR	13	6.2%
Steel Challenge with a MSR	4	1.9%
Tactical with a MSR	24	11.5%
Teaching/Informative with a MSR	16	7.7%
Three (3) position with a MSR	6	2.9%
Training (Military / Defense / Law Enforcement) with a MSR	30	14.4%
Plinking or informal target shooting with a semi-automatic Handgun	17	8.1%
3 Gun with a semi-automatic Handgun	2	1.0%
Bowling pin with a semi-automatic Handgun	5	2.4%
Bullseye with a semi-automatic Handgun	12	5.7%
Cowboy action with a semi-automatic Handgun	2	1.0%
IDPA with a semi-automatic Handgun	4	1.9%
IPSC with a semi-automatic Handgun	3	1.4%
Load Testing/Development with a semi-automatic Handgun	5	2.4%
Sighting-in with a semi-automatic Handgun	14	6.7%
Silhouette with a semi-automatic Handgun	5	2.4%
Steel Challenge with a semi-automatic Handgun	3	1.4%
Teaching/Informative with a semi-automatic Handgun	13	6.2%
Testing (Ammo & firearm) with a semi-automatic Handgun	16	7.7%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	35	16.7%
Plinking or informal target shooting with a Revolver	44	21.1%
3 Gun with a Revolver	12	5.7%
Bowling pin with a Revolver	8	3.8%
Bullseye with a Revolver	13	6.2%
Cowboy action with a Revolver	2	1.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	0.5%
Load Testing/Development with a Revolver	9	4.3%
Sighting-in with a Revolver	14	6.7%
Silhouette with a Revolver	14	6.7%
Steel Challenge with a Revolver	3	1.4%
Teaching/Informative with a Revolver	15	7.2%
Testing (Ammo & firearm) with a Revolver	13	6.2%
Training (Military / Defense / Law Enforcement) with a Revolver	21	10.0%
Dog training with a shotgun	8	3.8%
Target shooting with a traditional or compound bow	71	34.0%
Target shooting with a crossbow	17	8.1%
Target shooting with a muzzleloader	30	14.4%
Plinking or informal target shooting with a traditional rimfire rifle	60	28.7%

3 Gun with a traditional rimfire rifle	2	1.0%
Benchrest with a traditional rimfire rifle	19	9.1%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	6	2.9%
Long range with a traditional rimfire rifle	17	8.1%
NRA high power with a traditional rimfire rifle	1	0.5%
Schuetzen with a traditional rimfire rifle	1	0.5%
Sighting-in rifle with a traditional rimfire rifle	29	13.9%
Target shooting with an air rifle at a range	61	29.2%
Silhouette with a traditional rimfire rifle	12	5.7%
Pattern shotgun	0	0.0%
Steel Challenge with a traditional rimfire rifle	4	1.9%
Tactical with a traditional rimfire rifle	11	5.3%
Teaching/Informative with a traditional rimfire rifle	18	8.6%
Three (3) position with a traditional rimfire rifle	10	4.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	14	6.7%
Total	209	100.0%

Current Hunting Activities

Table S7.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	139	90.8%
Shotgun	138	90.2%
Traditional bow/compound bow	67	43.8%
Muzzleloader	54	35.3%
MSR	47	30.7%
Handgun	45	29.4%
Crossbow	28	18.3%
Other	1	0.7%
Total	153	100.0%

Table S7.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	21	14.8%
Deer	121	85.2%
Elk	22	15.5%
Other big game	11	7.7%
Others	4	2.8%
Predators	51	35.9%
Small game	68	47.9%
Turkey	76	53.5%
Upland game birds	75	52.8%
Waterfowl	38	26.8%
Wild pig / feral hog	27	19.0%
Total	142	100.0%

Shotgun Activity Interest

Table S7.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	56	45.2%
I don't know how to get started	36	29.0%
These activities are not offered at ranges in my area	34	27.4%
I don't have anybody to go with	29	23.4%
Too expensive	20	16.1%
I do not own / have access to this firearm	5	4.0%
Medical reason / disability	3	2.4%
Other Please describe	3	2.4%
Total	124	100.0%

Table S7.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	10	35.7%
I don't own or have access to the proper equipment	8	28.6%
I don't have anybody to go with	6	21.4%
These activities are not offered at ranges in my area	4	14.3%
Too expensive	3	10.7%
I don't know how to get started	3	10.7%
Other Please describe	2	7.1%
Medical reason / disability	1	3.6%
Total	28	100.0%

Influential Media and Individuals

Table S7.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	111	44.0%
Father	80	31.7%
Self / nobody else	35	13.9%
Aunt / Uncle	25	9.9%
Grandparent	23	9.1%
Sibling	22	8.7%
Co-worker	22	8.7%
Another relative	19	7.5%
Military	19	7.5%
Spouse	9	3.6%
Neighbor	9	3.6%
Other, please specify	5	2.0%
Mother	4	1.6%
Children / grandchildren	4	1.6%
Guide / outfitter	3	1.2%
Total	252	100.0%

Table S7.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	104	41.4%
Online videos	81	32.3%
Magazines and Books	74	29.5%
National sportsmen’s conservation organizations	57	22.7%
Local clubs or social organizations	56	22.3%
Hunter education programs	35	13.9%
Retailers	35	13.9%
State wildlife management agencies	23	9.2%
Other, please specify	8	3.2%
Seminars	7	2.8%
Total	251	100.0%

Table S7.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	56	70.0%
Product reviews	53	66.3%
How-to videos	50	62.5%
Non-professionals (home videos) hunting/fishing/shooting	42	52.5%
Competitions	34	42.5%
TV programs (complete or partial episodes)	32	40.0%
Informational/political/talk show style	18	22.5%
Fish and Wildlife agency produced videos	11	13.8%
Comedy/blooper videos	6	7.5%
Other	2	2.5%
Total	80	100.0%

Table S7.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	10	9.7%
Animal Planet	5	4.9%
Comcast SportsNet	0	0.0%
Discovery Channel	28	27.2%
ESPN/ESPN 2	4	3.9%
History Channel	31	30.1%
Military Channel	20	19.4%
National Geographic	14	13.6%
NBC Sports	3	2.9%
Outdoor Channel	76	73.8%
Pursuit Channel	27	26.2%
Sportsman Channel	61	59.2%
Sunshine Network / SUN Sports	4	3.9%
WildTV	5	4.9%
World Fishing Network	0	0.0%
Other national network	4	3.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	26	25.2%
I watched hunting/fishing TV, but don't remember the channel	21	20.4%
Total	103	100.0%

Table S7.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	152	49.0%
Programming offered by outdoor retailers	120	38.7%
An invitation from a friend / family member	106	34.2%
Programming offered by the Fish / Wildlife Agency for My State of Residence	104	33.5%
Books / magazines	96	31.0%
YouTube videos	94	30.3%
Membership in a non-profit organization	80	25.8%
Online forums / blogs	61	19.7%
Other Please describe	16	5.2%
None of the above	9	2.9%
Total	310	100.0%

Table S7.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	37	31.6%	37	35.9%	26	32.9%	30	32.6%
Google+	25	21.4%	21	20.4%	18	22.8%	24	26.1%
Twitter	6	5.1%	4	3.9%	8	10.1%	8	8.7%
Pinterest	7	6.0%	7	6.8%	9	11.4%	10	10.9%
Magazines	72	61.5%	66	64.1%	57	72.2%	55	59.8%
Instagram	7	6.0%	11	10.7%	10	12.7%	10	10.9%
YouTube	70	59.8%	59	57.3%	45	57.0%	84	91.3%
Television programs	57	48.7%	48	46.6%	39	49.4%	44	47.8%
Online Forums	42	35.9%	42	40.8%	39	49.4%	49	53.3%
Newsletter from hunting / wildlife groups or organizations	31	26.5%	34	33.0%	25	31.6%	16	17.4%
Fish / Wildlife Agency for My State of Residence	32	27.4%	36	35.0%	27	34.2%	21	22.8%
Fish / Wildlife Agency for A State Other Than My State of Residence	14	12.0%	20	19.4%	15	19.0%	13	14.1%
Other	2	1.7%	3	2.9%	1	1.3%	3	3.3%
None of The Above	11	9.4%	9	8.7%	9	11.4%	2	2.2%
Total	117	100.0%	103	100.0%	79	100.0%	92	100.0%

Table S7.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	45	30.4%	24	25.5%	19	31.7%	31	29.5%
Google+	31	20.9%	24	25.5%	16	26.7%	25	23.8%
Twitter	15	10.1%	6	6.4%	8	13.3%	4	3.8%
Pinterest	12	8.1%	8	8.5%	8	13.3%	7	6.7%
Magazines	99	66.9%	70	74.5%	40	66.7%	61	58.1%
Instagram	14	9.5%	9	9.6%	9	15.0%	7	6.7%
YouTube	95	64.2%	67	71.3%	49	81.7%	54	51.4%
Television programs	68	45.9%	52	55.3%	32	53.3%	44	41.9%
Online Forums	63	42.6%	42	44.7%	45	75.0%	32	30.5%
Newsletter from hunting / wildlife groups or organizations	38	25.7%	28	29.8%	19	31.7%	22	21.0%
Fish / Wildlife Agency for My State of Residence	34	23.0%	22	23.4%	17	28.3%	23	21.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	16	10.8%	11	11.7%	7	11.7%	9	8.6%
Other	2	1.4%	2	2.1%	2	3.3%	1	1.0%
None of The Above	11	7.4%	1	1.1%	2	3.3%	14	13.3%
Total	148	100.0%	94	100.0%	60	100.0%	105	100.0%

Sighting-In with a Shotgun

This section includes those who are interested in sighting-in with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S8.1) **What is your current age?**

	Count	Column Percent
18 to 24	5	2.4%
25 to 34	19	9.1%
35 to 44	30	14.4%
45 to 54	56	26.8%
55 to 64	51	24.4%
65 and older	48	23.0%
Total	209	100.0%

Table S8.2) **What is your gender?**

	Count	Column Percent
Male	199	95.2%
Female	10	4.8%
Total	209	100.0%

Table S8.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	13	6.3%
\$20,000 to \$29,999	20	9.6%
\$30,000 to \$39,999	17	8.2%
\$40,000 to \$49,999	15	7.2%
\$50,000 to \$74,999	42	20.2%
\$75,000 to \$99,999	46	22.1%
\$100,000 to \$149,999	33	15.9%
\$150,000 to \$200,000	14	6.7%
More than \$200,000	8	3.8%
Total	208	100.0%

Table S8.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	1	0.5%
High school graduation	49	23.4%
Trade school, associates degree or similar	80	38.3%
Bachelors degree	55	26.3%
Masters degree	14	6.7%
Ph D and higher	10	4.8%
Total	209	100.0%

Table S8.5) In which region do you live?

	Count	Column Percent
Northeast	22	10.6%
Midwest	47	22.6%
South	93	44.7%
West	41	19.7%
Canada	5	2.4%
Total	208	100.0%

Introduction to Shooting

Table S8.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	105	48.8%
11 to 17 years old	67	31.2%
18 to 24 years old	23	10.7%
25 to 34 years old	8	3.7%
35 to 44 years old	6	2.8%
45 to 54 years old	3	1.4%
55 to 64 years old	3	1.4%
65 years and older	0	0.0%
Total	215	100.0%

Table S8.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	33	15.3%
Blackpowder or muzzleloader	0	0.0%
Compound bow	2	0.9%
Crossbow	0	0.0%
MSR	3	1.4%
Revolver	22	10.2%
Shotgun	34	15.8%
semi-automatic handgun	27	12.6%
Traditional bow	7	3.3%
Traditional rifle (Centerfire)	15	7.0%
Traditional rifle (Rimfire)	72	33.5%
Other	0	0.0%
Total	215	100.0%

Table S8.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.9%
Long range	5	2.3%
NRA high power	1	0.5%
Pattern shotgun	2	0.9%
Plinking or informal target shooting	159	74.3%
Silhouette	3	1.4%
Skeet	1	0.5%
Sporting clays	5	2.3%
Tactical	1	0.5%
Test reload	1	0.5%
Training (Military, Defense, Law Enforcement)	9	4.2%
Target archery	5	2.3%
Field archery	2	0.9%
3D archery	1	0.5%
Other Please describe:	17	7.9%
Total	214	100.0%

Table S8.9) Who took you shooting for the first time?

	Count	Column Percent
Father	109	51.4%
Friend	35	16.5%
Grandparent	18	8.5%
Aunt / Uncle	17	8.0%
Camp / Summer camp	14	6.6%
Nobody / I shot alone when I first went shooting	14	6.6%
Military	9	4.2%
Sibling	8	3.8%
Another relative	8	3.8%
Neighbor	5	2.4%
Mother	4	1.9%
Co-worker	4	1.9%
Spouse	2	0.9%
Other	1	0.5%
Guide / outfitter	0	0.0%
Total	212	100.0%

Table S8.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	141	68.1%
Tradition / way of life	104	50.2%
It's relaxing / an escape	96	46.4%
Spend time with family or friends who already shot	94	45.4%
I wanted a challenge / adventure	75	36.2%
Wanted to spend more time outdoors	75	36.2%
Protection / self defense	59	28.5%
Training for hunting	48	23.2%
Wanted to try a new sport	47	22.7%
To teach someone else / introduce my children or others to shooting	45	21.7%
Training (military, police, etc.)	40	19.3%
Media (television, magazines, movies)	12	5.8%
Other Please write in	4	1.9%
Total	207	100.0%

Table S8.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	53	24.7%
1 year	18	8.4%
2 - 5 years	54	25.1%
6 - 10 years	11	5.1%
More than 10 years	32	14.9%
I have only ever participated in [the shooting activity that I first participated in]	47	21.9%
Total	215	100.0%

Table S8.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	114	68.7%
3 Gun with a semi-automatic handgun	3	1.8%
Bowling pin with a semi-automatic handgun	11	6.6%
Bullseye with a semi-automatic handgun	28	16.9%
Cowboy action with a semi-automatic handgun	1	0.6%
IDPA with a semi-automatic handgun	3	1.8%
IPSC with a semi-automatic handgun	3	1.8%
Load Testing/Development with a semi-automatic handgun	12	7.2%
Sighting-in with a semi-automatic handgun	55	33.1%
Silhouette with a semi-automatic handgun	40	24.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	8	4.8%
Teaching/Informative with a semi-automatic handgun	36	21.7%
Testing (Ammo & firearm) with a semi-automatic handgun	38	22.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	47	28.3%
Other Please describe with a semi-automatic handgun	7	4.2%
Plinking or informal target shooting with a revolver	108	65.1%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	8	4.8%
Bullseye with a revolver	25	15.1%
Cowboy action with a revolver	2	1.2%
IDPA with a revolver	0	0.0%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	10	6.0%
Sighting-in with a revolver	35	21.1%
Silhouette with a revolver	25	15.1%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	1	0.6%
Teaching/Informative with a revolver	19	11.4%
Testing (Ammo & firearm) with a revolver	26	15.7%
Training (Military, Defense, Law Enforcement) with a revolver	25	15.1%

Other Please describe with a revolver	3	1.8%
Plinking or informal target shooting with a traditional rimfire rifle	127	76.5%
3 Gun with a traditional rimfire rifle	1	0.6%
Benchrest with a traditional rimfire rifle	30	18.1%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	5	3.0%
Long range with a traditional rimfire rifle	21	12.7%
NRA high power with a traditional rimfire rifle	2	1.2%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	60	36.1%
Silhouette with a traditional rimfire rifle	21	12.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	3	1.8%
Tactical with a traditional rimfire rifle	9	5.4%
Teaching/Informative with a traditional rimfire rifle	25	15.1%
Three (3) position with a traditional rimfire rifle	12	7.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	13	7.8%
Other Please describe with a traditional rimfire rifle	6	3.6%
Plinking or informal target shooting with a traditional centerfire rifle	108	65.1%
3 Gun with a traditional centerfire rifle	1	0.6%
Benchrest with a traditional centerfire rifle	36	21.7%
Cowboy action with a traditional centerfire rifle	1	0.6%
Load Testing/Development with a traditional centerfire rifle	17	10.2%
Long range with a traditional centerfire rifle	41	24.7%
NRA high power with a traditional centerfire rifle	3	1.8%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	72	43.4%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	20	12.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	3	1.8%
Tactical with a traditional centerfire rifle	17	10.2%
Teaching/Informative with a traditional centerfire rifle	23	13.9%
Three (3) position with a traditional centerfire rifle	10	6.0%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	27	16.3%
Other Please describe with a traditional centerfire rifle	10	6.0%
Plinking or informal target shooting with an MSR	82	49.4%
3 Gun with an MSR	3	1.8%
Benchrest with an MSR	25	15.1%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	9	5.4%
Long range with an MSR	22	13.3%
NRA high power with an MSR	1	0.6%

Schuetzen with an MSR	1	0.6%
Sighting-in rifle with an MSR	52	31.3%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	12	7.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	3	1.8%
Tactical with an MSR	25	15.1%
Teaching/Informative with an MSR	13	7.8%
Three (3) position with an MSR	8	4.8%
Training (Military, Defense, Law Enforcement) with an MSR	31	18.7%
Other Please describe with an MSR	2	1.2%
Informal (backyard, testing) with a shotgun	93	56.0%
3 Gun with a shotgun	2	1.2%
5 Stand with a shotgun	13	7.8%
Cowboy Action with a shotgun	2	1.2%
Dog training with a shotgun	8	4.8%
Other with a shotgun	2	1.2%
Pattern shotgun with a shotgun	35	21.1%
Sighting-In with a shotgun	0	0.0%
Skeet with a shotgun	61	36.7%
Sporting clays with a shotgun	63	38.0%
Teaching/Informative with a shotgun	16	9.6%
Test reload with a shotgun	13	7.8%
Training (Military, Defense, Law Enforcement) with a shotgun	19	11.4%
Trap with a shotgun	51	30.7%
Wobble Trap with a shotgun	5	3.0%
Other Please describe with a shotgun	15	9.0%
Total	166	100.0%

Current Recreational Shooting Activities

Table S8.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	120	71.4%
Traditional Centerfire Rifle	94	56.0%
Traditional Rimfire Rifle	91	54.2%
Shotgun	85	50.6%
Revolver	83	49.4%
MSR	60	35.7%
Traditional or Compound Bow	30	17.9%
Crossbow	16	9.5%
Muzzleloader	15	8.9%
None of the Above	8	4.8%
Total	168	100.0%

Table S8.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	102	60.7%
Plinking or informal target shooting with a traditional rimfire rifle	85	50.6%
Plinking or informal target shooting with a traditional centerfire rifle	75	44.6%
Plinking or informal target shooting with a Revolver	71	42.3%
Informal (backyard or testing) with a Shotgun	64	38.1%
Sighting-in rifle with a traditional centerfire rifle	55	32.7%
Plinking or informal target shooting with a MSR	50	29.8%
Sighting-in with a semi-automatic Handgun	43	25.6%
Sporting clays with a Shotgun	37	22.0%
Sighting-in rifle with a traditional rimfire rifle	36	21.4%
Silhouette with a semi-automatic Handgun	34	20.2%
Skeet with a Shotgun	30	17.9%
Target shooting with a traditional or compound bow	30	17.9%
Long range with a traditional centerfire rifle	28	16.7%
Sighting-in rifle with a MSR	28	16.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	27	16.1%
Pattern shotgun	27	16.1%
Benchrest with a traditional centerfire rifle	26	15.5%
Teaching/Informative with a semi-automatic Handgun	26	15.5%
Sighting-in with a Revolver	25	14.9%
Trap with a Shotgun	24	14.3%
Bullseye with a semi-automatic Handgun	21	12.5%
Benchrest with a traditional rimfire rifle	18	10.7%

Benchrest with a MSR	16	9.5%
Testing (Ammo & firearm) with a Revolver	16	9.5%
Target shooting with a crossbow	16	9.5%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	15	8.9%
Target shooting with a muzzleloader	15	8.9%
Target shooting with an air rifle at a range	15	8.9%
Teaching/Informative with a traditional rimfire rifle	15	8.9%
Bullseye with a Revolver	14	8.3%
Silhouette with a Revolver	14	8.3%
Teaching/Informative with a traditional centerfire rifle	13	7.7%
Silhouette with a traditional centerfire rifle	12	7.1%
Teaching/Informative with a Revolver	12	7.1%
Silhouette with a traditional rimfire rifle	12	7.1%
5 Stand with a Shotgun	11	6.5%
Teaching/Informative with a Shotgun	10	6.0%
Load Testing/Development with a traditional centerfire rifle	10	6.0%
Long range with a MSR	10	6.0%
Teaching/Informative with a MSR	10	6.0%
Long range with a traditional rimfire rifle	10	6.0%
Training (Military / Defense / Law Enforcement) with a MSR	9	5.4%
Tactical with a MSR	8	4.8%
Load Testing/Development with a semi-automatic Handgun	8	4.8%
None of the above	8	4.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	6	3.6%
Silhouette with a MSR	6	3.6%
Training (Military / Defense / Law Enforcement) with a Revolver	6	3.6%
Tactical with a traditional centerfire rifle	4	2.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	4	2.4%
Load Testing/Development with a MSR	4	2.4%
Steel Challenge with a semi-automatic Handgun	4	2.4%
Test reload with a Shotgun	3	1.8%
Wobble Trap with a Shotgun	3	1.8%
Load Testing/Development with a traditional rimfire rifle	3	1.8%
3 Gun with a MSR	2	1.2%
Steel Challenge with a MSR	2	1.2%
Three (3) position with a MSR	2	1.2%
3 Gun with a semi-automatic Handgun	2	1.2%
Bowling pin with a semi-automatic Handgun	2	1.2%
IPSC with a semi-automatic Handgun	2	1.2%
Load Testing/Development with a Revolver	2	1.2%
Dog training with a shotgun	2	1.2%

Steel Challenge with a traditional rimfire rifle	2	1.2%
Tactical with a traditional rimfire rifle	2	1.2%
Three (3) position with a traditional rimfire rifle	2	1.2%
3 Gun with a Shotgun	1	0.6%
Cowboy action with a traditional centerfire rifle	1	0.6%
Steel Challenge with a traditional centerfire rifle	1	0.6%
Three (3) position with a traditional centerfire rifle	1	0.6%
IDPA with a semi-automatic Handgun	1	0.6%
Bowling pin with a Revolver	1	0.6%
3 Gun with a traditional rimfire rifle	1	0.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	1	0.6%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
NRA high power with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Cowboy action with a semi-automatic Handgun	0	0.0%
3 Gun with a Revolver	0	0.0%
Cowboy action with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Steel Challenge with a Revolver	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	168	100.0%

Table S8.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	13	10.6%
Revolver	38	30.9%
Traditional Rimfire Rifle	41	33.3%
Traditional Centerfire Rifle	30	24.4%
MSR	38	30.9%
Shotgun	37	30.1%
Air Rifle	37	30.1%
Traditional or Compound Bow	50	40.7%
Crossbow	10	8.1%
Muzzleloader	17	13.8%
Total	123	100.0%

Table S8.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	29	20.3%
3 Gun with a Shotgun	1	0.7%
5 Stand with a Shotgun	2	1.4%
Cowboy Action with a Shotgun	2	1.4%
Sighting-In with a Shotgun	0	0.0%
Skeet with a Shotgun	31	21.7%
Sporting clays with a Shotgun	26	18.2%
Teaching/Informative with a Shotgun	6	4.2%
Test reload with a Shotgun	10	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	13	9.1%
Trap with a Shotgun	27	18.9%
Wobble Trap with a Shotgun	2	1.4%
Plinking or informal target shooting with a traditional centerfire rifle	33	23.1%
3 Gun with a traditional centerfire rifle	1	0.7%
Benchrest with a traditional centerfire rifle	10	7.0%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	7	4.9%
Long range with a traditional centerfire rifle	13	9.1%
NRA high power with a traditional centerfire rifle	3	2.1%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	17	11.9%
Silhouette with a traditional centerfire rifle	8	5.6%
Steel Challenge with a traditional centerfire rifle	2	1.4%
Tactical with a traditional centerfire rifle	13	9.1%
Teaching/Informative with a traditional centerfire rifle	10	7.0%
Three (3) position with a traditional centerfire rifle	9	6.3%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	23	16.1%
Plinking or informal target shooting with a MSR	32	22.4%

3 Gun with a MSR	1	0.7%
Benchrest with a MSR	9	6.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	5	3.5%
Long range with a MSR	12	8.4%
NRA high power with a MSR	1	0.7%
Schuetzen with a MSR	1	0.7%
Sighting-in rifle with a MSR	24	16.8%
Silhouette with a MSR	6	4.2%
Steel Challenge with a MSR	1	0.7%
Tactical with a MSR	17	11.9%
Teaching/Informative with a MSR	3	2.1%
Three (3) position with a MSR	6	4.2%
Training (Military / Defense / Law Enforcement) with a MSR	22	15.4%
Plinking or informal target shooting with a semi-automatic Handgun	12	8.4%
3 Gun with a semi-automatic Handgun	1	0.7%
Bowling pin with a semi-automatic Handgun	9	6.3%
Bullseye with a semi-automatic Handgun	7	4.9%
Cowboy action with a semi-automatic Handgun	1	0.7%
IDPA with a semi-automatic Handgun	2	1.4%
IPSC with a semi-automatic Handgun	1	0.7%
Load Testing/Development with a semi-automatic Handgun	4	2.8%
Sighting-in with a semi-automatic Handgun	12	8.4%
Silhouette with a semi-automatic Handgun	6	4.2%
Steel Challenge with a semi-automatic Handgun	4	2.8%
Teaching/Informative with a semi-automatic Handgun	10	7.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	11	7.7%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	29	20.3%
Plinking or informal target shooting with a Revolver	37	25.9%
3 Gun with a Revolver	8	5.6%
Bowling pin with a Revolver	7	4.9%
Bullseye with a Revolver	11	7.7%
Cowboy action with a Revolver	2	1.4%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	8	5.6%
Sighting-in with a Revolver	10	7.0%
Silhouette with a Revolver	11	7.7%
Steel Challenge with a Revolver	1	0.7%
Teaching/Informative with a Revolver	7	4.9%
Testing (Ammo & firearm) with a Revolver	10	7.0%
Training (Military / Defense / Law Enforcement) with a Revolver	19	13.3%
Dog training with a shotgun	6	4.2%
Target shooting with a traditional or compound bow	50	35.0%
Target shooting with a crossbow	10	7.0%
Target shooting with a muzzleloader	17	11.9%
Plinking or informal target shooting with a traditional rimfire rifle	42	29.4%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	12	8.4%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	2	1.4%
Long range with a traditional rimfire rifle	11	7.7%
NRA high power with a traditional rimfire rifle	2	1.4%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	24	16.8%
Target shooting with an air rifle at a range	37	25.9%
Silhouette with a traditional rimfire rifle	9	6.3%
Pattern shotgun	8	5.6%
Steel Challenge with a traditional rimfire rifle	1	0.7%
Tactical with a traditional rimfire rifle	7	4.9%
Teaching/Informative with a traditional rimfire rifle	10	7.0%
Three (3) position with a traditional rimfire rifle	10	7.0%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	12	8.4%
Total	143	100.0%

Current Hunting Activities

Table S8.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	76	85.4%
Traditional rifle (centerfire or rimfire)	73	82.0%
Traditional bow/compound bow	40	44.9%
Muzzleloader	33	37.1%
MSR	32	36.0%
Handgun	26	29.2%
Crossbow	17	19.1%
Other	0	0.0%
Total	89	100.0%

Table S8.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	18	22.2%
Deer	74	91.4%
Elk	12	14.8%
Other big game	6	7.4%
Others	2	2.5%
Predators	35	43.2%
Small game	37	45.7%
Turkey	47	58.0%
Upland game birds	39	48.1%
Waterfowl	20	24.7%
Wild pig / feral hog	13	16.0%
Total	81	100.0%

Shotgun Activity Interest

Table S8.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	31	45.6%
I don't have anybody to go with	20	29.4%
These activities are not offered at ranges in my area	19	27.9%
I don't know how to get started	18	26.5%
Too expensive	13	19.1%
Other Please describe	6	8.8%
I do not own / have access to this firearm	5	7.4%
Medical reason / disability	1	1.5%
Total	68	100.0%

Table S8.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had not shot a shotgun within the past 3 years.*

	Count	Column Percent
I don't own or have access to the proper equipment	14	36.8%
Not enough time	12	31.6%
I don't have anybody to go with	7	18.4%
These activities are not offered at ranges in my area	4	10.5%
Too expensive	4	10.5%
I don't know how to get started	4	10.5%
Other Please describe	2	5.3%
Medical reason / disability	0	0.0%
Total	38	100.0%

Influential Media and Individuals

Table S8.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	63	38.0%
Father	49	29.5%
Self / nobody else	30	18.1%
Military	19	11.4%
Co-worker	17	10.2%
Aunt / Uncle	15	9.0%
Another relative	15	9.0%
Sibling	12	7.2%
Grandparent	11	6.6%
Other, please specify	8	4.8%
Neighbor	6	3.6%
Children / grandchildren	5	3.0%
Spouse	4	2.4%
Guide / outfitter	3	1.8%
Mother	2	1.2%
Total	166	100.0%

Table S8.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	63	38.2%
Magazines and Books	63	38.2%
Online videos	54	32.7%
National sportsmen's conservation organizations	35	21.2%
Local clubs or social organizations	33	20.0%
Hunter education programs	32	19.4%
Retailers	25	15.2%
State wildlife management agencies	13	7.9%
Other, please specify	9	5.5%
Seminars	3	1.8%
Total	165	100.0%

Table S8.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	39	73.6%
Professionals hunting/fishing/shooting	37	69.8%
Product reviews	35	66.0%
Non-professionals (home videos) hunting/fishing/shooting	29	54.7%
Competitions	24	45.3%
TV programs (complete or partial episodes)	22	41.5%
Informational/political/talk show style	12	22.6%
Fish and Wildlife agency produced videos	9	17.0%
Comedy/blooper videos	7	13.2%
Other	1	1.9%
Total	53	100.0%

Table S8.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	6	9.5%
Animal Planet	2	3.2%
Comcast SportsNet	0	0.0%
Discovery Channel	16	25.4%
ESPN/ESPN 2	2	3.2%
History Channel	22	34.9%
Military Channel	19	30.2%
National Geographic	11	17.5%
NBC Sports	2	3.2%
Outdoor Channel	43	68.3%
Pursuit Channel	14	22.2%
Sportsman Channel	35	55.6%
Sunshine Network / SUN Sports	1	1.6%
WildTV	1	1.6%
World Fishing Network	2	3.2%
Other national network	3	4.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	15	23.8%
I watched hunting/fishing TV, but don't remember the channel	18	28.6%
Total	63	100.0%

Table S8.25) **Which of the following do you think would be useful to help you begin (or retry) different shooting activities?**

	Count	Column Percent
Joining a local range	111	53.9%
Programming offered by outdoor retailers	79	38.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	78	37.9%
YouTube videos	66	32.0%
Books / magazines	66	32.0%
An invitation from a friend / family member	66	32.0%
Membership in a non-profit organization	57	27.7%
Online forums / blogs	36	17.5%
Other Please describe	10	4.9%
None of the above	5	2.4%
Total	206	100.0%

Table S8.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	26	33.3%	22	28.6%	15	26.8%	20	30.3%
Google+	17	21.8%	16	20.8%	17	30.4%	17	25.8%
Twitter	2	2.6%	2	2.6%	4	7.1%	4	6.1%
Pinterest	8	10.3%	4	5.2%	7	12.5%	7	10.6%
Magazines	53	67.9%	49	63.6%	39	69.6%	32	48.5%
Instagram	6	7.7%	5	6.5%	6	10.7%	7	10.6%
YouTube	46	59.0%	42	54.5%	29	51.8%	58	87.9%
Television programs	35	44.9%	26	33.8%	27	48.2%	29	43.9%
Online Forums	29	37.2%	27	35.1%	19	33.9%	30	45.5%
Newsletter from hunting / wildlife groups or organizations	28	35.9%	26	33.8%	21	37.5%	15	22.7%
Fish / Wildlife Agency for My State of Residence	19	24.4%	28	36.4%	22	39.3%	13	19.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	6	7.7%	10	13.0%	9	16.1%	6	9.1%
Other	1	1.3%	2	2.6%	1	1.8%	2	3.0%
None of The Above	7	9.0%	10	13.0%	6	10.7%	3	4.5%
Total	78	100.0%	77	100.0%	56	100.0%	66	100.0%

Table S8.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	29	26.6%	14	21.5%	14	38.9%	19	29.7%
Google+	22	20.2%	17	26.2%	9	25.0%	17	26.6%
Twitter	5	4.6%	4	6.2%	2	5.6%	1	1.6%
Pinterest	7	6.4%	7	10.8%	4	11.1%	3	4.7%
Magazines	71	65.1%	51	78.5%	21	58.3%	45	70.3%
Instagram	10	9.2%	6	9.2%	4	11.1%	4	6.3%
YouTube	60	55.0%	43	66.2%	30	83.3%	29	45.3%
Television programs	46	42.2%	36	55.4%	19	52.8%	30	46.9%
Online Forums	40	36.7%	22	33.8%	25	69.4%	15	23.4%
Newsletter from hunting / wildlife groups or organizations	27	24.8%	20	30.8%	11	30.6%	19	29.7%
Fish / Wildlife Agency for My State of Residence	26	23.9%	15	23.1%	12	33.3%	15	23.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	8.3%	7	10.8%	3	8.3%	3	4.7%
Other	3	2.8%	1	1.5%	2	5.6%	1	1.6%
None of The Above	11	10.1%	2	3.1%	1	2.8%	8	12.5%
Total	109	100.0%	65	100.0%	36	100.0%	64	100.0%

Skeet with a Shotgun

This section includes those who are interested in shooting skeet with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S9.1) **What is your current age?**

	Count	Column Percent
18 to 24	20	3.1%
25 to 34	66	10.1%
35 to 44	110	16.8%
45 to 54	169	25.8%
55 to 64	157	24.0%
65 and older	133	20.3%
Total	655	100.0%

Table S9.2) **What is your gender?**

	Count	Column Percent
Male	638	97.0%
Female	20	3.0%
Total	658	100.0%

Table S9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	29	4.4%
\$20,000 to \$29,999	30	4.6%
\$30,000 to \$39,999	42	6.4%
\$40,000 to \$49,999	50	7.6%
\$50,000 to \$74,999	138	21.1%
\$75,000 to \$99,999	127	19.4%
\$100,000 to \$149,999	144	22.0%
\$150,000 to \$200,000	59	9.0%
More than \$200,000	35	5.4%
Total	654	100.0%

Table S9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	7	1.1%
High school graduation	148	22.5%
Trade school, associates degree or similar	220	33.5%
Bachelors degree	192	29.2%
Masters degree	72	11.0%
Ph D and higher	18	2.7%
Total	657	100.0%

Table S9.5) In which region do you live?

	Count	Column Percent
Northeast	105	16.0%
Midwest	193	29.4%
South	215	32.8%
West	135	20.6%
Canada	8	1.2%
Total	656	100.0%

Introduction to Shooting

Table S9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	367	54.3%
11 to 17 years old	204	30.2%
18 to 24 years old	46	6.8%
25 to 34 years old	22	3.3%
35 to 44 years old	13	1.9%
45 to 54 years old	12	1.8%
55 to 64 years old	8	1.2%
65 years and older	4	0.6%
Total	676	100.0%

Table S9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	139	20.6%
Blackpowder or muzzleloader	3	0.4%
Compound bow	5	0.7%
Crossbow	2	0.3%
MSR	3	0.4%
Revolver	60	8.9%
Shotgun	105	15.5%
semi-automatic handgun	80	11.8%
Traditional bow	9	1.3%
Traditional rifle (Centerfire)	47	7.0%
Traditional rifle (Rimfire)	223	33.0%
Other	0	0.0%
Total	676	100.0%

Table S9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	9	1.3%
Cowboy action	3	0.4%
IPSC	1	0.1%
Long range	3	0.4%
NRA high power	1	0.1%
Pattern shotgun	9	1.3%
Plinking or informal target shooting	543	80.4%
Silhouette	13	1.9%
Sporting clays	8	1.2%
Tactical	1	0.1%
Test reload	2	0.3%
Training (Military, Defense, Law Enforcement)	9	1.3%
Trap	13	1.9%
Target archery	10	1.5%
Field archery	4	0.6%
3D archery	1	0.1%
Other Please describe:	44	6.5%
Total	675	100.0%

Table S9.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	385	57.8%
Friend	100	15.0%
Aunt / Uncle	59	8.9%
Grandparent	55	8.3%
Nobody / I shot alone when I first went shooting	48	7.2%
Sibling	29	4.4%
Another relative	27	4.1%
Camp / Summer camp	25	3.8%
Mother	20	3.0%
Neighbor	11	1.7%
Co-worker	10	1.5%
Military	10	1.5%
Spouse	7	1.1%
Other	2	0.3%
Guide / outfitter	0	0.0%
Total	666	100.0%

Table S9.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	427	65.7%
It's relaxing / an escape	303	46.6%
Spend time with family or friends who already shot	299	46.0%
Tradition / way of life	276	42.5%
Wanted to spend more time outdoors	232	35.7%
I wanted a challenge / adventure	211	32.5%
Protection / self defense	156	24.0%
Wanted to try a new sport	146	22.5%
Training for hunting	132	20.3%
To teach someone else / introduce my children or others to shooting	109	16.8%
Training (military, police, etc.)	95	14.6%
Media (television, magazines, movies)	28	4.3%
Other Please write in	6	0.9%
Total	650	100.0%

Table S9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	137	20.3%
1 year	73	10.8%
2 - 5 years	185	27.4%
6 - 10 years	47	7.0%
More than 10 years	82	12.1%
I have only ever participated in [the shooting activity that I first participated in]	152	22.5%
Total	676	100.0%

Table S9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	383	75.5%
3 Gun with a semi-automatic handgun	14	2.8%
Bowling pin with a semi-automatic handgun	32	6.3%
Bullseye with a semi-automatic handgun	104	20.5%
Cowboy action with a semi-automatic handgun	6	1.2%
IDPA with a semi-automatic handgun	26	5.1%
IPSC with a semi-automatic handgun	14	2.8%
Load Testing/Development with a semi-automatic handgun	55	10.8%
Sighting-in with a semi-automatic handgun	213	42.0%
Silhouette with a semi-automatic handgun	114	22.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	39	7.7%
Teaching/Informative with a semi-automatic handgun	123	24.3%
Testing (Ammo & firearm) with a semi-automatic handgun	142	28.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	137	27.0%
Other Please describe with a semi-automatic handgun	15	3.0%
Plinking or informal target shooting with a revolver	342	67.5%
3 Gun with a revolver	1	0.2%
Bowling pin with a revolver	19	3.7%
Bullseye with a revolver	75	14.8%
Cowboy action with a revolver	12	2.4%
IDPA with a revolver	3	0.6%
IPSC with a revolver	5	1.0%
Load Testing/Development with a revolver	50	9.9%
Sighting-in with a revolver	141	27.8%
Silhouette with a revolver	69	13.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	10	2.0%
Teaching/Informative with a revolver	76	15.0%
Testing (Ammo & firearm) with a revolver	113	22.3%
Training (Military, Defense, Law Enforcement) with a revolver	63	12.4%

Other Please describe with a revolver	8	1.6%
Plinking or informal target shooting with a traditional rimfire rifle	413	81.5%
3 Gun with a traditional rimfire rifle	5	1.0%
Benchrest with a traditional rimfire rifle	97	19.1%
Cowboy action with a traditional rimfire rifle	3	0.6%
Load Testing/Development with a traditional rimfire rifle	24	4.7%
Long range with a traditional rimfire rifle	59	11.6%
NRA high power with a traditional rimfire rifle	3	0.6%
Schuetzen with a traditional rimfire rifle	2	0.4%
Sighting-in rifle with a traditional rimfire rifle	249	49.1%
Silhouette with a traditional rimfire rifle	81	16.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	19	3.7%
Tactical with a traditional rimfire rifle	21	4.1%
Teaching/Informative with a traditional rimfire rifle	115	22.7%
Three (3) position with a traditional rimfire rifle	24	4.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	40	7.9%
Other Please describe with a traditional rimfire rifle	15	3.0%
Plinking or informal target shooting with a traditional centerfire rifle	351	69.2%
3 Gun with a traditional centerfire rifle	7	1.4%
Benchrest with a traditional centerfire rifle	146	28.8%
Cowboy action with a traditional centerfire rifle	7	1.4%
Load Testing/Development with a traditional centerfire rifle	91	17.9%
Long range with a traditional centerfire rifle	136	26.8%
NRA high power with a traditional centerfire rifle	14	2.8%
Schuetzen with a traditional centerfire rifle	3	0.6%
Sighting-in rifle with a traditional centerfire rifle	279	55.0%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	81	16.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	11	2.2%
Tactical with a traditional centerfire rifle	41	8.1%
Teaching/Informative with a traditional centerfire rifle	102	20.1%
Three (3) position with a traditional centerfire rifle	19	3.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	83	16.4%
Other Please describe with a traditional centerfire rifle	14	2.8%
Plinking or informal target shooting with an MSR	279	55.0%
3 Gun with an MSR	15	3.0%
Benchrest with an MSR	83	16.4%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	44	8.7%
Long range with an MSR	81	16.0%
NRA high power with an MSR	13	2.6%

Schuetzen with an MSR	3	0.6%
Sighting-in rifle with an MSR	191	37.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	56	11.0%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	14	2.8%
Tactical with an MSR	86	17.0%
Teaching/Informative with an MSR	74	14.6%
Three (3) position with an MSR	22	4.3%
Training (Military, Defense, Law Enforcement) with an MSR	96	18.9%
Other Please describe with an MSR	4	0.8%
Informal (backyard, testing) with a shotgun	294	58.0%
3 Gun with a shotgun	13	2.6%
5 Stand with a shotgun	21	4.1%
Cowboy Action with a shotgun	5	1.0%
Dog training with a shotgun	43	8.5%
Other with a shotgun	6	1.2%
Pattern shotgun with a shotgun	169	33.3%
Sighting-In with a shotgun	147	29.0%
Skeet with a shotgun	0	0.0%
Sporting clays with a shotgun	175	34.5%
Teaching/Informative with a shotgun	68	13.4%
Test reload with a shotgun	45	8.9%
Training (Military, Defense, Law Enforcement) with a shotgun	62	12.2%
Trap with a shotgun	140	27.6%
Wobble Trap with a shotgun	24	4.7%
Other Please describe with a shotgun	15	3.0%
Total	507	100.0%

Current Recreational Shooting Activities

Table S9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	392	76.0%
Traditional Centerfire Rifle	350	67.8%
Traditional Rimfire Rifle	345	66.9%
Shotgun	310	60.1%
Revolver	293	56.8%
MSR	203	39.3%
Traditional or Compound Bow	132	25.6%
Muzzleloader	91	17.6%
Crossbow	59	11.4%
None of the Above	25	4.8%
Total	516	100.0%

Table S9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	350	67.2%
Plinking or informal target shooting with a traditional rimfire rifle	316	60.7%
Plinking or informal target shooting with a traditional centerfire rifle	288	55.3%
Plinking or informal target shooting with a Revolver	259	49.7%
Sighting-in rifle with a traditional centerfire rifle	235	45.1%
Informal (backyard or testing) with a Shotgun	209	40.1%
Sighting-in rifle with a traditional rimfire rifle	186	35.7%
Plinking or informal target shooting with a MSR	182	34.9%
Sighting-in with a semi-automatic Handgun	179	34.4%
Target shooting with a traditional or compound bow	132	25.3%
Sighting-in rifle with a MSR	129	24.8%
Pattern shotgun	125	24.0%
Benchrest with a traditional centerfire rifle	120	23.0%
Sporting clays with a Shotgun	109	20.9%
Long range with a traditional centerfire rifle	107	20.5%
Testing (Ammo & firearm) with a semi-automatic Handgun	106	20.3%
Sighting-In with a Shotgun	105	20.2%
Teaching/Informative with a semi-automatic Handgun	103	19.8%
Sighting-in with a Revolver	100	19.2%
Target shooting with a muzzleloader	91	17.5%
Trap with a Shotgun	89	17.1%
Silhouette with a semi-automatic Handgun	88	16.9%

Bullseye with a semi-automatic Handgun	87	16.7%
Testing (Ammo & firearm) with a Revolver	77	14.8%
Benchrest with a traditional rimfire rifle	75	14.4%
Target shooting with an air rifle at a range	70	13.4%
Load Testing/Development with a traditional centerfire rifle	65	12.5%
Teaching/Informative with a traditional rimfire rifle	65	12.5%
Teaching/Informative with a traditional centerfire rifle	61	11.7%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	60	11.5%
Target shooting with a crossbow	59	11.3%
Bullseye with a Revolver	55	10.6%
Benchrest with a MSR	54	10.4%
Teaching/Informative with a Revolver	49	9.4%
Silhouette with a traditional centerfire rifle	48	9.2%
Teaching/Informative with a Shotgun	46	8.8%
Long range with a MSR	45	8.6%
Teaching/Informative with a MSR	45	8.6%
Silhouette with a traditional rimfire rifle	44	8.4%
Tactical with a MSR	43	8.3%
Load Testing/Development with a semi-automatic Handgun	43	8.3%
Silhouette with a Revolver	42	8.1%
Long range with a traditional rimfire rifle	42	8.1%
Silhouette with a MSR	38	7.3%
Training (Military / Defense / Law Enforcement) with a MSR	38	7.3%
Load Testing/Development with a Revolver	33	6.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	28	5.4%
None of the above	25	4.8%
Steel Challenge with a semi-automatic Handgun	24	4.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	23	4.4%
Test reload with a Shotgun	22	4.2%
Load Testing/Development with a MSR	22	4.2%
Dog training with a shotgun	22	4.2%
Bowling pin with a semi-automatic Handgun	21	4.0%
5 Stand with a Shotgun	18	3.5%
Wobble Trap with a Shotgun	18	3.5%
Tactical with a traditional centerfire rifle	17	3.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	17	3.3%
IDPA with a semi-automatic Handgun	16	3.1%
Training (Military / Defense / Law Enforcement) with a Revolver	16	3.1%
Load Testing/Development with a traditional rimfire rifle	14	2.7%
Three (3) position with a MSR	12	2.3%

3 Gun with a semi-automatic Handgun	12	2.3%
Bowling pin with a Revolver	11	2.1%
Steel Challenge with a traditional rimfire rifle	11	2.1%
Tactical with a traditional rimfire rifle	11	2.1%
Three (3) position with a traditional rimfire rifle	11	2.1%
3 Gun with a Shotgun	10	1.9%
Three (3) position with a traditional centerfire rifle	9	1.7%
Steel Challenge with a MSR	9	1.7%
IPSC with a semi-automatic Handgun	9	1.7%
Cowboy action with a Revolver	9	1.7%
Steel Challenge with a traditional centerfire rifle	8	1.5%
3 Gun with a MSR	8	1.5%
Steel Challenge with a Revolver	8	1.5%
NRA high power with a MSR	6	1.2%
Cowboy action with a traditional centerfire rifle	5	1.0%
NRA high power with a traditional centerfire rifle	5	1.0%
Cowboy Action with a Shotgun	4	0.8%
3 Gun with a traditional centerfire rifle	4	0.8%
Cowboy action with a semi-automatic Handgun	3	0.6%
IPSC with a Revolver	3	0.6%
3 Gun with a traditional rimfire rifle	3	0.6%
Cowboy action with a traditional rimfire rifle	2	0.4%
NRA high power with a traditional rimfire rifle	2	0.4%
IDPA with a Revolver	1	0.2%
Skeet with a Shotgun	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	521	100.0%

Table S9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	34	9.1%
Revolver	80	21.5%
Traditional Rimfire Rifle	91	24.5%
Traditional Centerfire Rifle	50	13.4%
MSR	105	28.2%
Shotgun	83	22.3%
Air Rifle	135	36.3%
Traditional or Compound Bow	134	36.0%
Crossbow	39	10.5%
Muzzleloader	65	17.5%
Total	372	100.0%

Table S9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	85	18.9%
3 Gun with a Shotgun	3	0.7%
5 Stand with a Shotgun	3	0.7%
Cowboy Action with a Shotgun	1	0.2%
Sighting-In with a Shotgun	42	9.4%
Skeet with a Shotgun	0	0.0%
Sporting clays with a Shotgun	66	14.7%
Teaching/Informative with a Shotgun	22	4.9%
Test reload with a Shotgun	23	5.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	34	7.6%
Trap with a Shotgun	51	11.4%
Wobble Trap with a Shotgun	6	1.3%
Plinking or informal target shooting with a traditional centerfire rifle	63	14.0%
3 Gun with a traditional centerfire rifle	3	0.7%
Benchrest with a traditional centerfire rifle	26	5.8%
Cowboy action with a traditional centerfire rifle	2	0.4%
Load Testing/Development with a traditional centerfire rifle	26	5.8%
Long range with a traditional centerfire rifle	29	6.5%
NRA high power with a traditional centerfire rifle	9	2.0%
Schuetzen with a traditional centerfire rifle	3	0.7%
Sighting-in rifle with a traditional centerfire rifle	44	9.8%
Silhouette with a traditional centerfire rifle	33	7.3%
Steel Challenge with a traditional centerfire rifle	3	0.7%
Tactical with a traditional centerfire rifle	24	5.3%
Teaching/Informative with a traditional centerfire rifle	41	9.1%
Three (3) position with a traditional centerfire rifle	10	2.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	60	13.4%
Plinking or informal target shooting with a MSR	97	21.6%

3 Gun with a MSR	7	1.6%
Benchrest with a MSR	29	6.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	22	4.9%
Long range with a MSR	36	8.0%
NRA high power with a MSR	7	1.6%
Schuetzen with a MSR	3	0.7%
Sighting-in rifle with a MSR	62	13.8%
Silhouette with a MSR	18	4.0%
Steel Challenge with a MSR	5	1.1%
Tactical with a MSR	43	9.6%
Teaching/Informative with a MSR	29	6.5%
Three (3) position with a MSR	10	2.2%
Training (Military / Defense / Law Enforcement) with a MSR	58	12.9%
Plinking or informal target shooting with a semi-automatic Handgun	33	7.3%
3 Gun with a semi-automatic Handgun	2	0.4%
Bowling pin with a semi-automatic Handgun	11	2.4%
Bullseye with a semi-automatic Handgun	17	3.8%
Cowboy action with a semi-automatic Handgun	3	0.7%
IDPA with a semi-automatic Handgun	10	2.2%
IPSC with a semi-automatic Handgun	5	1.1%
Load Testing/Development with a semi-automatic Handgun	12	2.7%
Sighting-in with a semi-automatic Handgun	34	7.6%
Silhouette with a semi-automatic Handgun	26	5.8%
Steel Challenge with a semi-automatic Handgun	15	3.3%
Teaching/Informative with a semi-automatic Handgun	20	4.5%
Testing (Ammo & firearm) with a semi-automatic Handgun	36	8.0%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	72	16.0%
Plinking or informal target shooting with a Revolver	83	18.5%
3 Gun with a Revolver	19	4.2%
Bowling pin with a Revolver	8	1.8%
Bullseye with a Revolver	20	4.5%
Cowboy action with a Revolver	3	0.7%
IDPA with a Revolver	2	0.4%
IPSC with a Revolver	2	0.4%
Load Testing/Development with a Revolver	17	3.8%
Sighting-in with a Revolver	41	9.1%
Silhouette with a Revolver	27	6.0%
Steel Challenge with a Revolver	2	0.4%
Teaching/Informative with a Revolver	27	6.0%
Testing (Ammo & firearm) with a Revolver	36	8.0%
Training (Military / Defense / Law Enforcement) with a Revolver	46	10.2%
Dog training with a shotgun	21	4.7%
Target shooting with a traditional or compound bow	134	29.8%
Target shooting with a crossbow	39	8.7%
Target shooting with a muzzleloader	65	14.5%
Plinking or informal target shooting with a traditional rimfire rifle	97	21.6%

3 Gun with a traditional rimfire rifle	2	0.4%
Benchrest with a traditional rimfire rifle	22	4.9%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	10	2.2%
Long range with a traditional rimfire rifle	17	3.8%
NRA high power with a traditional rimfire rifle	1	0.2%
Schuetzen with a traditional rimfire rifle	3	0.7%
Sighting-in rifle with a traditional rimfire rifle	63	14.0%
Target shooting with an air rifle at a range	135	30.1%
Silhouette with a traditional rimfire rifle	37	8.2%
Pattern shotgun	44	9.8%
Steel Challenge with a traditional rimfire rifle	8	1.8%
Tactical with a traditional rimfire rifle	10	2.2%
Teaching/Informative with a traditional rimfire rifle	50	11.1%
Three (3) position with a traditional rimfire rifle	13	2.9%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	23	5.1%
Total	449	100.0%

Current Hunting Activities

Table S9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	293	86.2%
Shotgun	291	85.6%
Traditional bow/compound bow	159	46.8%
Muzzleloader	123	36.2%
MSR	107	31.5%
Handgun	97	28.5%
Crossbow	68	20.0%
Other	6	1.8%
Total	340	100.0%

Table S9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	54	17.4%
Deer	273	88.1%
Elk	57	18.4%
Other big game	19	6.1%
Others	10	3.2%
Predators	108	34.8%
Small game	154	49.7%
Turkey	169	54.5%
Upland game birds	143	46.1%
Waterfowl	87	28.1%
Wild pig / feral hog	47	15.2%
Total	310	100.0%

Shotgun Activity Interest

Table S9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	126	49.4%
I don't have anybody to go with	75	29.4%
I don't know how to get started	68	26.7%
These activities are not offered at ranges in my area	59	23.1%
Too expensive	46	18.0%
Medical reason / disability	6	2.4%
Other Please describe	5	2.0%
I do not own / have access to this firearm	4	1.6%
Total	255	100.0%

Table S9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	46	41.1%
I don't own or have access to the proper equipment	28	25.0%
I don't have anybody to go with	17	15.2%
These activities are not offered at ranges in my area	15	13.4%
I don't know how to get started	13	11.6%
Other Please describe	8	7.1%
Too expensive	7	6.3%
Medical reason / disability	4	3.6%
Total	112	100.0%

Influential Media and Individuals

Table S9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	232	45.1%
Father	154	30.0%
Self / nobody else	91	17.7%
Aunt / Uncle	53	10.3%
Co-worker	51	9.9%
Another relative	41	8.0%
Military	38	7.4%
Sibling	34	6.6%
Grandparent	31	6.0%
Spouse	17	3.3%
Other, please specify	17	3.3%
Neighbor	13	2.5%
Mother	7	1.4%
Children / grandchildren	7	1.4%
Guide / outfitter	5	1.0%
Total	514	100.0%

Table S9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	216	42.3%
Online videos	173	33.9%
Magazines and Books	143	28.0%
Local clubs or social organizations	116	22.7%
National sportsmen's conservation organizations	100	19.6%
Hunter education programs	72	14.1%
Retailers	48	9.4%
State wildlife management agencies	45	8.8%
Seminars	25	4.9%
Other, please specify	21	4.1%
Total	511	100.0%

Table S9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	117	68.8%
Product reviews	113	66.5%
How-to videos	111	65.3%
Non-professionals (home videos) hunting/fishing/shooting	89	52.4%
Competitions	68	40.0%
TV programs (complete or partial episodes)	64	37.6%
Informational/political/talk show style	29	17.1%
Fish and Wildlife agency produced videos	19	11.2%
Comedy/blooper videos	13	7.6%
Other	7	4.1%
Total	170	100.0%

Table S9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	17	7.9%
Animal Planet	9	4.2%
Comcast SportsNet	0	0.0%
Discovery Channel	45	20.9%
ESPN/ESPN 2	8	3.7%
History Channel	53	24.7%
Military Channel	52	24.2%
National Geographic	23	10.7%
NBC Sports	7	3.3%
Outdoor Channel	162	75.3%
Pursuit Channel	51	23.7%
Sportsman Channel	116	54.0%
Sunshine Network / SUN Sports	2	0.9%
WildTV	7	3.3%
World Fishing Network	4	1.9%
Other national network	8	3.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	51	23.7%
I watched hunting/fishing TV, but don't remember the channel	48	22.3%
Total	215	100.0%

Table S9.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	303	46.0%
An invitation from a friend / family member	216	32.8%
Programming offered by outdoor retailers	212	32.2%
Programming offered by the Fish / Wildlife Agency for My State of Residence	201	30.5%
YouTube videos	185	28.1%
Books / magazines	182	27.7%
Membership in a non-profit organization	158	24.0%
Online forums / blogs	94	14.3%
Other Please describe	49	7.4%
None of the above	26	4.0%
Total	658	100.0%

Table S9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	60	29.0%	52	26.4%	34	22.2%	50	27.5%
Google+	46	22.2%	49	24.9%	28	18.3%	41	22.5%
Twitter	14	6.8%	10	5.1%	8	5.2%	12	6.6%
Pinterest	16	7.7%	12	6.1%	9	5.9%	14	7.7%
Magazines	128	61.8%	130	66.0%	102	66.7%	104	57.1%
Instagram	17	8.2%	15	7.6%	15	9.8%	17	9.3%
YouTube	128	61.8%	109	55.3%	79	51.6%	154	84.6%
Television programs	95	45.9%	84	42.6%	68	44.4%	72	39.6%
Online Forums	86	41.5%	69	35.0%	56	36.6%	85	46.7%
Newsletter from hunting / wildlife groups or organizations	51	24.6%	64	32.5%	49	32.0%	43	23.6%
Fish / Wildlife Agency for My State of Residence	59	28.5%	69	35.0%	46	30.1%	35	19.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	25	12.1%	33	16.8%	30	19.6%	18	9.9%
Other	9	4.3%	6	3.0%	4	2.6%	9	4.9%
None of The Above	11	5.3%	11	5.6%	15	9.8%	5	2.7%
Total	207	100.0%	197	100.0%	153	100.0%	182	100.0%

Table S9.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	70	23.4%	29	16.3%	27	29.0%	63	29.9%
	Google+	53	17.7%	43	24.2%	22	23.7%	39	18.5%
	Twitter	19	6.4%	6	3.4%	8	8.6%	10	4.7%
	Pinterest	18	6.0%	13	7.3%	7	7.5%	8	3.8%
	Magazines	173	57.9%	134	75.3%	59	63.4%	119	56.4%
	Instagram	26	8.7%	11	6.2%	11	11.8%	18	8.5%
	YouTube	187	62.5%	114	64.0%	71	76.3%	110	52.1%
	Television programs	111	37.1%	83	46.6%	39	41.9%	74	35.1%
	Online Forums	118	39.5%	68	38.2%	63	67.7%	62	29.4%
	Newsletter from hunting / wildlife groups or organizations	70	23.4%	51	28.7%	26	28.0%	47	22.3%
	Fish / Wildlife Agency for My State of Residence	68	22.7%	39	21.9%	18	19.4%	43	20.4%
	Fish / Wildlife Agency for A State Other Than My State of Residence	29	9.7%	21	11.8%	8	8.6%	18	8.5%
	Other	12	4.0%	6	3.4%	3	3.2%	3	1.4%
	None of The Above	22	7.4%	6	3.4%	0	0.0%	23	10.9%
Total		299	100.0%	178	100.0%	93	100.0%	211	100.0%

Sporting Clays with a Shotgun

This section includes those who are interested in shooting sporting clays with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S10.1) **What is your current age?**

	Count	Column Percent
18 to 24	19	2.5%
25 to 34	61	8.1%
35 to 44	112	14.8%
45 to 54	190	25.1%
55 to 64	207	27.4%
65 and older	167	22.1%
Total	756	100.0%

Table S10.2) **What is your gender?**

	Count	Column Percent
Male	730	96.2%
Female	29	3.8%
Total	759	100.0%

Table S10.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	37	4.9%
\$20,000 to \$29,999	29	3.9%
\$30,000 to \$39,999	41	5.5%
\$40,000 to \$49,999	58	7.7%
\$50,000 to \$74,999	150	19.9%
\$75,000 to \$99,999	151	20.1%
\$100,000 to \$149,999	178	23.7%
\$150,000 to \$200,000	60	8.0%
More than \$200,000	48	6.4%
Total	752	100.0%

Table S10.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	9	1.2%
High school graduation	170	22.5%
Trade school, associates degree or similar	236	31.2%
Bachelors degree	221	29.2%
Masters degree	93	12.3%
Ph D and higher	28	3.7%
Total	757	100.0%

Table S10.5) In which region do you live?

	Count	Column Percent
Northeast	130	17.2%
Midwest	198	26.1%
South	269	35.5%
West	154	20.3%
Canada	7	0.9%
Total	758	100.0%

Introduction to Shooting

Table S10.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	442	56.3%
11 to 17 years old	223	28.4%
18 to 24 years old	64	8.2%
25 to 34 years old	18	2.3%
35 to 44 years old	15	1.9%
45 to 54 years old	13	1.7%
55 to 64 years old	7	0.9%
65 years and older	3	0.4%
Total	785	100.0%

Table S10.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	143	18.2%
Blackpowder or muzzleloader	3	0.4%
Compound bow	4	0.5%
Crossbow	1	0.1%
MSR	5	0.6%
Revolver	70	8.9%
Shotgun	121	15.4%
semi-automatic handgun	84	10.7%
Traditional bow	16	2.0%
Traditional rifle (Centerfire)	56	7.1%
Traditional rifle (Rimfire)	280	35.7%
Other	2	0.3%
Total	785	100.0%

Table S10.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	11	1.4%
Cowboy action	2	0.3%
IPSC	1	0.1%
Long range	4	0.5%
NRA high power	1	0.1%
Pattern shotgun	7	0.9%
Plinking or informal target shooting	626	79.8%
Silhouette	8	1.0%
Skeet	9	1.1%
Sporting clays	6	0.8%
Steel Challenge	1	0.1%
Tactical	1	0.1%
Test reload	2	0.3%
Training (Military, Defense, Law Enforcement)	14	1.8%
Trap	15	1.9%
Target archery	12	1.5%
Field archery	6	0.8%
Other Please describe:	57	7.3%
Total	784	100.0%

Table S10.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	449	58.1%
Friend	115	14.9%
Aunt / Uncle	74	9.6%
Grandparent	69	8.9%
Nobody / I shot alone when I first went shooting	49	6.3%
Sibling	31	4.0%
Camp / Summer camp	30	3.9%
Another relative	24	3.1%
Mother	23	3.0%
Military	18	2.3%
Neighbor	17	2.2%
Spouse	11	1.4%
Co-worker	10	1.3%
Other	2	0.3%
Guide / outfitter	1	0.1%
Total	773	100.0%

Table S10.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	527	69.3%
Spend time with family or friends who already shot	362	47.6%
Tradition / way of life	358	47.1%
It's relaxing / an escape	345	45.4%
Wanted to spend more time outdoors	284	37.4%
I wanted a challenge / adventure	245	32.2%
Training for hunting	169	22.2%
Protection / self defense	164	21.6%
Wanted to try a new sport	158	20.8%
To teach someone else / introduce my children or others to shooting	122	16.1%
Training (military, police, etc.)	110	14.5%
Media (television, magazines, movies)	28	3.7%
Other Please write in	9	1.2%
Total	760	100.0%

Table S10.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	159	20.3%
1 year	80	10.2%
2 - 5 years	226	28.8%
6 - 10 years	59	7.5%
More than 10 years	92	11.7%
I have only ever participated in [the shooting activity that I first participated in]	169	21.5%
Total	785	100.0%

Table S10.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	448	74.8%
3 Gun with a semi-automatic handgun	9	1.5%
Bowling pin with a semi-automatic handgun	42	7.0%
Bullseye with a semi-automatic handgun	108	18.0%
Cowboy action with a semi-automatic handgun	7	1.2%
IDPA with a semi-automatic handgun	29	4.8%
IPSC with a semi-automatic handgun	19	3.2%
Load Testing/Development with a semi-automatic handgun	67	11.2%
Sighting-in with a semi-automatic handgun	256	42.7%
Silhouette with a semi-automatic handgun	116	19.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	32	5.3%
Teaching/Informative with a semi-automatic handgun	139	23.2%
Testing (Ammo & firearm) with a semi-automatic handgun	193	32.2%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	162	27.0%
Other Please describe with a semi-automatic handgun	17	2.8%
Plinking or informal target shooting with a revolver	417	69.6%
3 Gun with a revolver	1	0.2%
Bowling pin with a revolver	26	4.3%
Bullseye with a revolver	79	13.2%
Cowboy action with a revolver	16	2.7%
IDPA with a revolver	6	1.0%
IPSC with a revolver	6	1.0%
Load Testing/Development with a revolver	63	10.5%
Sighting-in with a revolver	184	30.7%
Silhouette with a revolver	78	13.0%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	9	1.5%
Teaching/Informative with a revolver	89	14.9%
Testing (Ammo & firearm) with a revolver	142	23.7%
Training (Military, Defense, Law Enforcement) with a revolver	82	13.7%

Other Please describe with a revolver	16	2.7%
Plinking or informal target shooting with a traditional rimfire rifle	495	82.6%
3 Gun with a traditional rimfire rifle	3	0.5%
Benchrest with a traditional rimfire rifle	111	18.5%
Cowboy action with a traditional rimfire rifle	3	0.5%
Load Testing/Development with a traditional rimfire rifle	26	4.3%
Long range with a traditional rimfire rifle	58	9.7%
NRA high power with a traditional rimfire rifle	4	0.7%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	302	50.4%
Silhouette with a traditional rimfire rifle	82	13.7%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	14	2.3%
Tactical with a traditional rimfire rifle	15	2.5%
Teaching/Informative with a traditional rimfire rifle	136	22.7%
Three (3) position with a traditional rimfire rifle	24	4.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	47	7.8%
Other Please describe with a traditional rimfire rifle	40	6.7%
Plinking or informal target shooting with a traditional centerfire rifle	413	68.9%
3 Gun with a traditional centerfire rifle	3	0.5%
Benchrest with a traditional centerfire rifle	152	25.4%
Cowboy action with a traditional centerfire rifle	8	1.3%
Load Testing/Development with a traditional centerfire rifle	116	19.4%
Long range with a traditional centerfire rifle	143	23.9%
NRA high power with a traditional centerfire rifle	20	3.3%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	342	57.1%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	73	12.2%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	7	1.2%
Tactical with a traditional centerfire rifle	46	7.7%
Teaching/Informative with a traditional centerfire rifle	117	19.5%
Three (3) position with a traditional centerfire rifle	24	4.0%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	100	16.7%
Other Please describe with a traditional centerfire rifle	39	6.5%
Plinking or informal target shooting with an MSR	332	55.4%
3 Gun with an MSR	11	1.8%
Benchrest with an MSR	83	13.9%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	58	9.7%
Long range with an MSR	70	11.7%
NRA high power with an MSR	11	1.8%

Schuetzen with an MSR	1	0.2%
Sighting-in rifle with an MSR	231	38.6%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	50	8.3%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	8	1.3%
Tactical with an MSR	81	13.5%
Teaching/Informative with an MSR	85	14.2%
Three (3) position with an MSR	18	3.0%
Training (Military, Defense, Law Enforcement) with an MSR	112	18.7%
Other Please describe with an MSR	11	1.8%
Informal (backyard, testing) with a shotgun	342	57.1%
3 Gun with a shotgun	8	1.3%
5 Stand with a shotgun	16	2.7%
Cowboy Action with a shotgun	7	1.2%
Dog training with a shotgun	36	6.0%
Other with a shotgun	9	1.5%
Pattern shotgun with a shotgun	189	31.6%
Sighting-In with a shotgun	151	25.2%
Skeet with a shotgun	181	30.2%
Sporting clays with a shotgun	0	0.0%
Teaching/Informative with a shotgun	79	13.2%
Test reload with a shotgun	49	8.2%
Training (Military, Defense, Law Enforcement) with a shotgun	70	11.7%
Trap with a shotgun	208	34.7%
Wobble Trap with a shotgun	22	3.7%
Other Please describe with a shotgun	33	5.5%
Total	599	100.0%

Current Recreational Shooting Activities

Table S10.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	447	73.6%
Traditional Rimfire Rifle	415	68.4%
Traditional Centerfire Rifle	404	66.6%
Revolver	366	60.3%
Shotgun	355	58.5%
MSR	229	37.7%
Traditional or Compound Bow	140	23.1%
Muzzleloader	110	18.1%
Crossbow	70	11.5%
None of the Above	26	4.3%
Total	607	100.0%

Table S10.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	409	67.0%
Plinking or informal target shooting with a traditional rimfire rifle	384	63.0%
Plinking or informal target shooting with a traditional centerfire rifle	335	54.9%
Plinking or informal target shooting with a Revolver	329	53.9%
Sighting-in rifle with a traditional centerfire rifle	281	46.1%
Informal (backyard or testing) with a Shotgun	244	40.0%
Sighting-in rifle with a traditional rimfire rifle	232	38.0%
Sighting-in with a semi-automatic Handgun	223	36.6%
Plinking or informal target shooting with a MSR	205	33.6%
Testing (Ammo & firearm) with a semi-automatic Handgun	154	25.2%
Target shooting with a traditional or compound bow	140	23.0%
Pattern shotgun	139	22.8%
Sighting-in with a Revolver	137	22.5%
Sighting-in rifle with a MSR	135	22.1%
Trap with a Shotgun	121	19.8%
Benchrest with a traditional centerfire rifle	120	19.7%
Teaching/Informative with a semi-automatic Handgun	111	18.2%
Target shooting with a muzzleloader	110	18.0%
Sighting-In with a Shotgun	107	17.5%
Long range with a traditional centerfire rifle	105	17.2%
Testing (Ammo & firearm) with a Revolver	98	16.1%
Bullseye with a semi-automatic Handgun	88	14.4%
Teaching/Informative with a traditional rimfire rifle	85	13.9%

Skeet with a Shotgun	84	13.8%
Load Testing/Development with a traditional centerfire rifle	83	13.6%
Silhouette with a semi-automatic Handgun	83	13.6%
Benchrest with a traditional rimfire rifle	79	13.0%
Teaching/Informative with a traditional centerfire rifle	76	12.5%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	70	11.5%
Target shooting with a crossbow	70	11.5%
Target shooting with an air rifle at a range	64	10.5%
Teaching/Informative with a Revolver	62	10.2%
Bullseye with a Revolver	57	9.3%
Load Testing/Development with a semi-automatic Handgun	52	8.5%
Teaching/Informative with a MSR	51	8.4%
Benchrest with a MSR	50	8.2%
Teaching/Informative with a Shotgun	46	7.5%
Silhouette with a Revolver	43	7.0%
Silhouette with a traditional rimfire rifle	43	7.0%
Silhouette with a traditional centerfire rifle	42	6.9%
Load Testing/Development with a Revolver	40	6.6%
Tactical with a MSR	39	6.4%
Training (Military / Defense / Law Enforcement) with a MSR	38	6.2%
Long range with a traditional rimfire rifle	38	6.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	35	5.7%
Load Testing/Development with a MSR	33	5.4%
Silhouette with a MSR	29	4.8%
Bowling pin with a semi-automatic Handgun	29	4.8%
Long range with a MSR	28	4.6%
Test reload with a Shotgun	27	4.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	26	4.3%
None of the above	26	4.3%
Training (Military / Defense / Law Enforcement) with a Revolver	22	3.6%
Steel Challenge with a semi-automatic Handgun	21	3.4%
Tactical with a traditional centerfire rifle	20	3.3%
IDPA with a semi-automatic Handgun	19	3.1%
Wobble Trap with a Shotgun	17	2.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	17	2.8%
Bowling pin with a Revolver	16	2.6%
Load Testing/Development with a traditional rimfire rifle	15	2.5%
Dog training with a shotgun	14	2.3%
IPSC with a semi-automatic Handgun	12	2.0%
Three (3) position with a traditional centerfire rifle	10	1.6%

Steel Challenge with a traditional rimfire rifle	10	1.6%
Three (3) position with a traditional rimfire rifle	10	1.6%
Three (3) position with a MSR	9	1.5%
NRA high power with a MSR	8	1.3%
Cowboy action with a Revolver	8	1.3%
5 Stand with a Shotgun	7	1.1%
3 Gun with a semi-automatic Handgun	7	1.1%
Tactical with a traditional rimfire rifle	7	1.1%
3 Gun with a Shotgun	5	0.8%
Cowboy Action with a Shotgun	5	0.8%
Cowboy action with a traditional centerfire rifle	5	0.8%
3 Gun with a MSR	5	0.8%
Steel Challenge with a MSR	5	0.8%
Steel Challenge with a Revolver	5	0.8%
NRA high power with a traditional centerfire rifle	4	0.7%
Steel Challenge with a traditional centerfire rifle	4	0.7%
Cowboy action with a traditional rimfire rifle	3	0.5%
3 Gun with a traditional centerfire rifle	2	0.3%
IPSC with a Revolver	2	0.3%
3 Gun with a traditional rimfire rifle	2	0.3%
Cowboy action with a semi-automatic Handgun	1	0.2%
IDPA with a Revolver	1	0.2%
NRA high power with a traditional rimfire rifle	1	0.2%
Sporting clays with a Shotgun	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	610	100.0%

Table S10.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	48	11.1%
Revolver	86	19.8%
Traditional Rimfire Rifle	105	24.2%
Traditional Centerfire Rifle	69	15.9%
MSR	136	31.3%
Shotgun	99	22.8%
Air Rifle	140	32.3%
Traditional or Compound Bow	145	33.4%
Crossbow	39	9.0%
Muzzleloader	84	19.4%
Total	434	100.0%

Table S10.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	98	18.6%
3 Gun with a Shotgun	3	0.6%
5 Stand with a Shotgun	9	1.7%
Cowboy Action with a Shotgun	2	0.4%
Sighting-In with a Shotgun	44	8.3%
Skeet with a Shotgun	97	18.4%
Sporting clays with a Shotgun	0	0.0%
Teaching/Informative with a Shotgun	33	6.3%
Test reload with a Shotgun	22	4.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	35	6.6%
Trap with a Shotgun	87	16.5%
Wobble Trap with a Shotgun	5	0.9%
Plinking or informal target shooting with a traditional centerfire rifle	78	14.8%
3 Gun with a traditional centerfire rifle	1	0.2%
Benchrest with a traditional centerfire rifle	32	6.1%
Cowboy action with a traditional centerfire rifle	3	0.6%
Load Testing/Development with a traditional centerfire rifle	33	6.3%
Long range with a traditional centerfire rifle	38	7.2%
NRA high power with a traditional centerfire rifle	16	3.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	61	11.6%
Silhouette with a traditional centerfire rifle	31	5.9%
Steel Challenge with a traditional centerfire rifle	3	0.6%
Tactical with a traditional centerfire rifle	26	4.9%
Teaching/Informative with a traditional centerfire rifle	41	7.8%
Three (3) position with a traditional centerfire rifle	14	2.7%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	74	14.0%
Plinking or informal target shooting with a MSR	127	24.1%

3 Gun with a MSR	6	1.1%
Benchrest with a MSR	33	6.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	25	4.7%
Long range with a MSR	42	8.0%
NRA high power with a MSR	3	0.6%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	96	18.2%
Silhouette with a MSR	21	4.0%
Steel Challenge with a MSR	3	0.6%
Tactical with a MSR	42	8.0%
Teaching/Informative with a MSR	34	6.5%
Three (3) position with a MSR	9	1.7%
Training (Military / Defense / Law Enforcement) with a MSR	74	14.0%
Plinking or informal target shooting with a semi-automatic Handgun	39	7.4%
3 Gun with a semi-automatic Handgun	2	0.4%
Bowling pin with a semi-automatic Handgun	13	2.5%
Bullseye with a semi-automatic Handgun	20	3.8%
Cowboy action with a semi-automatic Handgun	6	1.1%
IDPA with a semi-automatic Handgun	10	1.9%
IPSC with a semi-automatic Handgun	7	1.3%
Load Testing/Development with a semi-automatic Handgun	15	2.8%
Sighting-in with a semi-automatic Handgun	33	6.3%
Silhouette with a semi-automatic Handgun	33	6.3%
Steel Challenge with a semi-automatic Handgun	11	2.1%
Teaching/Informative with a semi-automatic Handgun	28	5.3%
Testing (Ammo & firearm) with a semi-automatic Handgun	39	7.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	88	16.7%
Plinking or informal target shooting with a Revolver	88	16.7%
3 Gun with a Revolver	26	4.9%
Bowling pin with a Revolver	10	1.9%
Bullseye with a Revolver	22	4.2%
Cowboy action with a Revolver	8	1.5%
IDPA with a Revolver	5	0.9%
IPSC with a Revolver	4	0.8%
Load Testing/Development with a Revolver	23	4.4%
Sighting-in with a Revolver	47	8.9%
Silhouette with a Revolver	35	6.6%
Steel Challenge with a Revolver	4	0.8%
Teaching/Informative with a Revolver	27	5.1%
Testing (Ammo & firearm) with a Revolver	44	8.3%
Training (Military / Defense / Law Enforcement) with a Revolver	59	11.2%
Dog training with a shotgun	22	4.2%
Target shooting with a traditional or compound bow	145	27.5%
Target shooting with a crossbow	39	7.4%
Target shooting with a muzzleloader	84	15.9%
Plinking or informal target shooting with a traditional rimfire rifle	111	21.1%

3 Gun with a traditional rimfire rifle	1	0.2%
Benchrest with a traditional rimfire rifle	32	6.1%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	11	2.1%
Long range with a traditional rimfire rifle	20	3.8%
NRA high power with a traditional rimfire rifle	3	0.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	70	13.3%
Target shooting with an air rifle at a range	140	26.6%
Silhouette with a traditional rimfire rifle	39	7.4%
Pattern shotgun	50	9.5%
Steel Challenge with a traditional rimfire rifle	4	0.8%
Tactical with a traditional rimfire rifle	8	1.5%
Teaching/Informative with a traditional rimfire rifle	51	9.7%
Three (3) position with a traditional rimfire rifle	14	2.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	29	5.5%
Total	527	100.0%

Current Hunting Activities

Table S10.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	334	86.8%
Shotgun	315	81.8%
Traditional bow/compound bow	167	43.4%
Muzzleloader	152	39.5%
Handgun	119	30.9%
MSR	113	29.4%
Crossbow	82	21.3%
Other	5	1.3%
Total	385	100.0%

Table S10.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	73	20.8%
Deer	314	89.5%
Elk	63	17.9%
Other big game	28	8.0%
Others	13	3.7%
Predators	124	35.3%
Small game	163	46.4%
Turkey	204	58.1%
Upland game birds	158	45.0%
Waterfowl	94	26.8%
Wild pig / feral hog	51	14.5%
Total	351	100.0%

Shotgun Activity Interest

Table S10.19) *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	123	43.3%
I don't have anybody to go with	82	28.9%
These activities are not offered at ranges in my area	70	24.6%
I don't know how to get started	63	22.2%
Too expensive	45	15.8%
Other Please describe	14	4.9%
Medical reason / disability	9	3.2%
I do not own / have access to this firearm	3	1.1%
Total	284	100.0%

Table S10.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	48	38.4%
I don't own or have access to the proper equipment	33	26.4%
I don't have anybody to go with	21	16.8%
These activities are not offered at ranges in my area	16	12.8%
I don't know how to get started	12	9.6%
Too expensive	10	8.0%
Other Please describe	8	6.4%
Medical reason / disability	4	3.2%
Total	125	100.0%

Influential Media and Individuals

Table S10.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	254	42.2%
Father	185	30.7%
Self / nobody else	97	16.1%
Aunt / Uncle	54	9.0%
Co-worker	52	8.6%
Another relative	46	7.6%
Sibling	43	7.1%
Grandparent	38	6.3%
Military	35	5.8%
Spouse	24	4.0%
Other, please specify	20	3.3%
Neighbor	18	3.0%
Children / grandchildren	10	1.7%
Guide / outfitter	8	1.3%
Mother	7	1.2%
Total	602	100.0%

Table S10.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	231	38.4%
Magazines and Books	189	31.4%
Online videos	186	30.9%
Local clubs or social organizations	135	22.4%
National sportsmen's conservation organizations	110	18.3%
Hunter education programs	71	11.8%
Retailers	64	10.6%
State wildlife management agencies	59	9.8%
Other, please specify	27	4.5%
Seminars	25	4.2%
Total	602	100.0%

Table S10.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	122	66.3%
Professionals hunting/fishing/shooting	122	66.3%
Product reviews	111	60.3%
Non-professionals (home videos) hunting/fishing/shooting	98	53.3%
Competitions	76	41.3%
TV programs (complete or partial episodes)	73	39.7%
Fish and Wildlife agency produced videos	25	13.6%
Informational/political/talk show style	24	13.0%
Comedy/blooper videos	11	6.0%
Other	5	2.7%
Total	184	100.0%

Table S10.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	20	8.7%
Animal Planet	5	2.2%
Comcast SportsNet	0	0.0%
Discovery Channel	42	18.3%
ESPN/ESPN 2	7	3.0%
History Channel	59	25.7%
Military Channel	49	21.3%
National Geographic	18	7.8%
NBC Sports	4	1.7%
Outdoor Channel	175	76.1%
Pursuit Channel	53	23.0%
Sportsman Channel	136	59.1%
Sunshine Network / SUN Sports	1	0.4%
WildTV	6	2.6%
World Fishing Network	3	1.3%
Other national network	7	3.0%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	49	21.3%
I watched hunting/fishing TV, but don't remember the channel	48	20.9%
Total	230	100.0%

Table S10.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	361	47.3%
An invitation from a friend / family member	259	33.9%
Programming offered by outdoor retailers	247	32.4%
Programming offered by the Fish / Wildlife Agency for My State of Residence	229	30.0%
YouTube videos	222	29.1%
Books / magazines	204	26.7%
Membership in a non-profit organization	157	20.6%
Online forums / blogs	120	15.7%
Other Please describe	47	6.2%
None of the above	30	3.9%
Total	763	100.0%

Table S10.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	68	27.9%	61	27.1%	38	24.7%	57	26.0%
Google+	53	21.7%	55	24.4%	30	19.5%	46	21.0%
Twitter	18	7.4%	11	4.9%	12	7.8%	13	5.9%
Pinterest	20	8.2%	14	6.2%	10	6.5%	15	6.8%
Magazines	155	63.5%	144	64.0%	104	67.5%	135	61.6%
Instagram	22	9.0%	17	7.6%	11	7.1%	21	9.6%
YouTube	151	61.9%	126	56.0%	87	56.5%	186	84.9%
Television programs	106	43.4%	82	36.4%	62	40.3%	89	40.6%
Online Forums	101	41.4%	78	34.7%	59	38.3%	96	43.8%
Newsletter from hunting / wildlife groups or organizations	66	27.0%	69	30.7%	51	33.1%	45	20.5%
Fish / Wildlife Agency for My State of Residence	67	27.5%	75	33.3%	46	29.9%	42	19.2%
Fish / Wildlife Agency for A State Other Than My State of Residence	30	12.3%	37	16.4%	25	16.2%	21	9.6%
Other	8	3.3%	7	3.1%	4	2.6%	9	4.1%
None of The Above	12	4.9%	13	5.8%	9	5.8%	4	1.8%
Total	244	100.0%	225	100.0%	154	100.0%	219	100.0%

Table S10.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	90	25.3%	36	18.0%	31	25.8%	67	26.4%
	Google+	59	16.6%	44	22.0%	25	20.8%	39	15.4%
	Twitter	20	5.6%	8	4.0%	9	7.5%	11	4.3%
	Pinterest	23	6.5%	14	7.0%	10	8.3%	9	3.5%
	Magazines	221	62.1%	158	79.0%	82	68.3%	154	60.6%
	Instagram	24	6.7%	15	7.5%	12	10.0%	20	7.9%
	YouTube	209	58.7%	125	62.5%	88	73.3%	123	48.4%
	Television programs	137	38.5%	91	45.5%	53	44.2%	92	36.2%
	Online Forums	129	36.2%	78	39.0%	79	65.8%	70	27.6%
	Newsletter from hunting / wildlife groups or organizations	74	20.8%	51	25.5%	30	25.0%	63	24.8%
	Fish / Wildlife Agency for My State of Residence	72	20.2%	48	24.0%	22	18.3%	61	24.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	36	10.1%	24	12.0%	10	8.3%	22	8.7%
	Other	11	3.1%	7	3.5%	4	3.3%	5	2.0%
	None of The Above	28	7.9%	5	2.5%	2	1.7%	27	10.6%
Total		356	100.0%	200	100.0%	120	100.0%	254	100.0%

Teaching or Informative Shooting with a Shotgun

This section includes those who are interested in teaching or informative shooting with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S11.1) **What is your current age?**

	Count	Column Percent
18 to 24	9	3.7%
25 to 34	29	11.8%
35 to 44	46	18.8%
45 to 54	53	21.6%
55 to 64	60	24.5%
65 and older	48	19.6%
Total	245	100.0%

Table S11.2) **What is your gender?**

	Count	Column Percent
Male	240	98.0%
Female	5	2.0%
Total	245	100.0%

Table S11.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	7	2.9%
\$20,000 to \$29,999	10	4.1%
\$30,000 to \$39,999	15	6.1%
\$40,000 to \$49,999	25	10.2%
\$50,000 to \$74,999	62	25.4%
\$75,000 to \$99,999	60	24.6%
\$100,000 to \$149,999	45	18.4%
\$150,000 to \$200,000	9	3.7%
More than \$200,000	11	4.5%
Total	244	100.0%

Table S11.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.8%
High school graduation	45	18.4%
Trade school, associates degree or similar	84	34.3%
Bachelors degree	69	28.2%
Masters degree	36	14.7%
Ph D and higher	9	3.7%
Total	245	100.0%

Table S11.5) In which region do you live?

	Count	Column Percent
Northeast	32	13.1%
Midwest	59	24.2%
South	101	41.4%
West	50	20.5%
Canada	2	0.8%
Total	244	100.0%

Introduction to Shooting

Table S11.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	155	62.8%
11 to 17 years old	64	25.9%
18 to 24 years old	18	7.3%
25 to 34 years old	6	2.4%
35 to 44 years old	2	0.8%
45 to 54 years old	1	0.4%
55 to 64 years old	1	0.4%
65 years and older	0	0.0%
Total	247	100.0%

Table S11.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	42	17.0%
Blackpowder or muzzleloader	0	0.0%
Compound bow	0	0.0%
Crossbow	0	0.0%
MSR	4	1.6%
Revolver	25	10.1%
Shotgun	46	18.6%
semi-automatic handgun	23	9.3%
Traditional bow	8	3.2%
Traditional rifle (Centerfire)	15	6.1%
Traditional rifle (Rimfire)	84	34.0%
Other	0	0.0%
Total	247	100.0%

Table S11.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.8%
Cowboy action	1	0.4%
Long range	5	2.0%
NRA high power	1	0.4%
Pattern shotgun	7	2.9%
Plinking or informal target shooting	179	73.1%
Silhouette	2	0.8%
Skeet	3	1.2%
Sporting clays	7	2.9%
Tactical	1	0.4%
Test reload	1	0.4%
Training (Military, Defense, Law Enforcement)	7	2.9%
Trap	4	1.6%
Target archery	6	2.4%
Field archery	1	0.4%
3D archery	1	0.4%
Other Please describe:	17	6.9%
Total	245	100.0%

Table S11.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	143	58.4%
Friend	40	16.3%
Grandparent	25	10.2%
Sibling	20	8.2%
Aunt / Uncle	18	7.3%
Camp / Summer camp	11	4.5%
Mother	9	3.7%
Nobody / I shot alone when I first went shooting	8	3.3%
Military	7	2.9%
Another relative	6	2.4%
Neighbor	5	2.0%
Co-worker	2	0.8%
Other	2	0.8%
Spouse	1	0.4%
Guide / outfitter	0	0.0%
Total	245	100.0%

Table S11.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	178	73.6%
Tradition / way of life	123	50.8%
Spend time with family or friends who already shot	123	50.8%
It's relaxing / an escape	113	46.7%
Wanted to spend more time outdoors	98	40.5%
I wanted a challenge / adventure	83	34.3%
Training for hunting	71	29.3%
Protection / self defense	62	25.6%
To teach someone else / introduce my children or others to shooting	59	24.4%
Wanted to try a new sport	51	21.1%
Training (military, police, etc.)	44	18.2%
Media (television, magazines, movies)	14	5.8%
Other Please write in	2	0.8%
Total	242	100.0%

Table S11.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	63	25.5%
1 year	30	12.1%
2 - 5 years	63	25.5%
6 - 10 years	25	10.1%
More than 10 years	31	12.6%
I have only ever participated in [the shooting activity that I first participated in]	35	14.2%
Total	247	100.0%

Table S11.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	169	82.0%
3 Gun with a semi-automatic handgun	7	3.4%
Bowling pin with a semi-automatic handgun	14	6.8%
Bullseye with a semi-automatic handgun	45	21.8%
Cowboy action with a semi-automatic handgun	5	2.4%
IDPA with a semi-automatic handgun	10	4.9%
IPSC with a semi-automatic handgun	8	3.9%
Load Testing/Development with a semi-automatic handgun	30	14.6%
Sighting-in with a semi-automatic handgun	109	52.9%
Silhouette with a semi-automatic handgun	55	26.7%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	17	8.3%
Teaching/Informative with a semi-automatic handgun	67	32.5%
Testing (Ammo & firearm) with a semi-automatic handgun	74	35.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	71	34.5%
Other Please describe with a semi-automatic handgun	6	2.9%
Plinking or informal target shooting with a revolver	157	76.2%
3 Gun with a revolver	1	0.5%
Bowling pin with a revolver	8	3.9%
Bullseye with a revolver	37	18.0%
Cowboy action with a revolver	7	3.4%
IDPA with a revolver	0	0.0%
IPSC with a revolver	2	1.0%
Load Testing/Development with a revolver	29	14.1%
Sighting-in with a revolver	73	35.4%
Silhouette with a revolver	38	18.4%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	4	1.9%
Teaching/Informative with a revolver	34	16.5%
Testing (Ammo & firearm) with a revolver	60	29.1%
Training (Military, Defense, Law Enforcement) with a revolver	41	19.9%

Other Please describe with a revolver	3	1.5%
Plinking or informal target shooting with a traditional rimfire rifle	175	85.0%
3 Gun with a traditional rimfire rifle	1	0.5%
Benchrest with a traditional rimfire rifle	45	21.8%
Cowboy action with a traditional rimfire rifle	1	0.5%
Load Testing/Development with a traditional rimfire rifle	20	9.7%
Long range with a traditional rimfire rifle	34	16.5%
NRA high power with a traditional rimfire rifle	4	1.9%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	108	52.4%
Silhouette with a traditional rimfire rifle	36	17.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	6	2.9%
Tactical with a traditional rimfire rifle	7	3.4%
Teaching/Informative with a traditional rimfire rifle	54	26.2%
Three (3) position with a traditional rimfire rifle	8	3.9%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	23	11.2%
Other Please describe with a traditional rimfire rifle	7	3.4%
Plinking or informal target shooting with a traditional centerfire rifle	152	73.8%
3 Gun with a traditional centerfire rifle	2	1.0%
Benchrest with a traditional centerfire rifle	62	30.1%
Cowboy action with a traditional centerfire rifle	2	1.0%
Load Testing/Development with a traditional centerfire rifle	41	19.9%
Long range with a traditional centerfire rifle	59	28.6%
NRA high power with a traditional centerfire rifle	7	3.4%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	124	60.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	34	16.5%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	6	2.9%
Tactical with a traditional centerfire rifle	20	9.7%
Teaching/Informative with a traditional centerfire rifle	56	27.2%
Three (3) position with a traditional centerfire rifle	13	6.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	43	20.9%
Other Please describe with a traditional centerfire rifle	7	3.4%
Plinking or informal target shooting with an MSR	117	56.8%
3 Gun with an MSR	6	2.9%
Benchrest with an MSR	35	17.0%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	25	12.1%
Long range with an MSR	37	18.0%
NRA high power with an MSR	4	1.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	84	40.8%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	21	10.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	4	1.9%
Tactical with an MSR	39	18.9%
Teaching/Informative with an MSR	31	15.0%
Three (3) position with an MSR	13	6.3%
Training (Military, Defense, Law Enforcement) with an MSR	48	23.3%
Other Please describe with an MSR	1	0.5%
Informal (backyard, testing) with a shotgun	130	63.1%
3 Gun with a shotgun	5	2.4%
5 Stand with a shotgun	25	12.1%
Cowboy Action with a shotgun	3	1.5%
Dog training with a shotgun	24	11.7%
Other with a shotgun	2	1.0%
Pattern shotgun with a shotgun	89	43.2%
Sighting-In with a shotgun	73	35.4%
Skeet with a shotgun	102	49.5%
Sporting clays with a shotgun	97	47.1%
Teaching/Informative with a shotgun	0	0.0%
Test reload with a shotgun	32	15.5%
Training (Military, Defense, Law Enforcement) with a shotgun	27	13.1%
Trap with a shotgun	89	43.2%
Wobble Trap with a shotgun	15	7.3%
Other Please describe with a shotgun	11	5.3%
Total	206	100.0%

Current Recreational Shooting Activities

Table S11.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	171	81.4%
Traditional Centerfire Rifle	147	70.0%
Traditional Rimfire Rifle	147	70.0%
Shotgun	141	67.1%
Revolver	128	61.0%
MSR	89	42.4%
Traditional or Compound Bow	61	29.0%
Muzzleloader	36	17.1%
Crossbow	26	12.4%
None of the Above	8	3.8%
Total	210	100.0%

Table S11.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	152	72.0%
Plinking or informal target shooting with a traditional rimfire rifle	125	59.2%
Plinking or informal target shooting with a traditional centerfire rifle	116	55.0%
Plinking or informal target shooting with a Revolver	113	53.6%
Sighting-in rifle with a traditional centerfire rifle	102	48.3%
Informal (backyard or testing) with a Shotgun	98	46.4%
Sighting-in with a semi-automatic Handgun	90	42.7%
Sighting-in rifle with a traditional rimfire rifle	81	38.4%
Plinking or informal target shooting with a MSR	73	34.6%
Pattern shotgun	66	31.3%
Skeet with a Shotgun	63	29.9%
Sporting clays with a Shotgun	62	29.4%
Target shooting with a traditional or compound bow	61	28.9%
Sighting-In with a Shotgun	59	28.0%
Sighting-in with a Revolver	56	26.5%
Trap with a Shotgun	54	25.6%
Sighting-in rifle with a MSR	52	24.6%
Teaching/Informative with a semi-automatic Handgun	52	24.6%
Testing (Ammo & firearm) with a semi-automatic Handgun	52	24.6%
Benchrest with a traditional centerfire rifle	50	23.7%
Bullseye with a semi-automatic Handgun	39	18.5%
Silhouette with a semi-automatic Handgun	39	18.5%
Long range with a traditional centerfire rifle	36	17.1%

Target shooting with a muzzleloader	36	17.1%
Testing (Ammo & firearm) with a Revolver	35	16.6%
Benchrest with a traditional rimfire rifle	35	16.6%
Teaching/Informative with a traditional rimfire rifle	34	16.1%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	30	14.2%
Teaching/Informative with a traditional centerfire rifle	28	13.3%
Target shooting with a crossbow	26	12.3%
Load Testing/Development with a traditional centerfire rifle	25	11.8%
Bullseye with a Revolver	25	11.8%
Target shooting with an air rifle at a range	25	11.8%
Long range with a traditional rimfire rifle	23	10.9%
Silhouette with a traditional centerfire rifle	21	10.0%
Benchrest with a MSR	21	10.0%
Teaching/Informative with a Revolver	21	10.0%
Silhouette with a Revolver	20	9.5%
Silhouette with a traditional rimfire rifle	20	9.5%
5 Stand with a Shotgun	18	8.5%
Test reload with a Shotgun	16	7.6%
Tactical with a MSR	16	7.6%
Load Testing/Development with a semi-automatic Handgun	16	7.6%
Teaching/Informative with a MSR	15	7.1%
Load Testing/Development with a Revolver	15	7.1%
Long range with a MSR	14	6.6%
Training (Military / Defense / Law Enforcement) with a MSR	14	6.6%
Training (Military / Defense / Law Enforcement) with a Revolver	14	6.6%
Load Testing/Development with a MSR	13	6.2%
Dog training with a shotgun	13	6.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	11	5.2%
Load Testing/Development with a traditional rimfire rifle	10	4.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	9	4.3%
Wobble Trap with a Shotgun	9	4.3%
Silhouette with a MSR	9	4.3%
None of the above	8	3.8%
Bowling pin with a semi-automatic Handgun	7	3.3%
Steel Challenge with a semi-automatic Handgun	7	3.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	7	3.3%
Tactical with a traditional centerfire rifle	6	2.8%
Three (3) position with a traditional centerfire rifle	6	2.8%
3 Gun with a semi-automatic Handgun	6	2.8%
IDPA with a semi-automatic Handgun	6	2.8%

IPSC with a semi-automatic Handgun	6	2.8%
Cowboy action with a Revolver	5	2.4%
3 Gun with a Shotgun	4	1.9%
Three (3) position with a MSR	4	1.9%
Steel Challenge with a traditional rimfire rifle	4	1.9%
3 Gun with a MSR	3	1.4%
Tactical with a traditional rimfire rifle	3	1.4%
Three (3) position with a traditional rimfire rifle	3	1.4%
Cowboy action with a traditional centerfire rifle	2	0.9%
NRA high power with a MSR	2	0.9%
Cowboy action with a semi-automatic Handgun	2	0.9%
Bowling pin with a Revolver	2	0.9%
Cowboy Action with a Shotgun	1	0.5%
Steel Challenge with a traditional centerfire rifle	1	0.5%
IPSC with a Revolver	1	0.5%
Steel Challenge with a Revolver	1	0.5%
3 Gun with a traditional rimfire rifle	1	0.5%
Cowboy action with a traditional rimfire rifle	1	0.5%
NRA high power with a traditional rimfire rifle	1	0.5%
Teaching/Informative with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
NRA high power with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
Steel Challenge with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	211	100.0%

Table S11.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	18	11.3%
Revolver	42	26.3%
Traditional Rimfire Rifle	43	26.9%
Traditional Centerfire Rifle	32	20.0%
MSR	52	32.5%
Shotgun	32	20.0%
Air Rifle	40	25.0%
Traditional or Compound Bow	62	38.8%
Crossbow	16	10.0%
Muzzleloader	30	18.8%
Total	160	100.0%

Table S11.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	32	16.6%
3 Gun with a Shotgun	1	0.5%
5 Stand with a Shotgun	7	3.6%
Cowboy Action with a Shotgun	2	1.0%
Sighting-In with a Shotgun	14	7.3%
Skeet with a Shotgun	39	20.2%
Sporting clays with a Shotgun	35	18.1%
Teaching/Informative with a Shotgun	0	0.0%
Test reload with a Shotgun	16	8.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	18	9.3%
Trap with a Shotgun	35	18.1%
Wobble Trap with a Shotgun	6	3.1%
Plinking or informal target shooting with a traditional centerfire rifle	36	18.7%
3 Gun with a traditional centerfire rifle	2	1.0%
Benchrest with a traditional centerfire rifle	12	6.2%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	16	8.3%
Long range with a traditional centerfire rifle	23	11.9%
NRA high power with a traditional centerfire rifle	7	3.6%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	22	11.4%
Silhouette with a traditional centerfire rifle	13	6.7%
Steel Challenge with a traditional centerfire rifle	5	2.6%
Tactical with a traditional centerfire rifle	14	7.3%
Teaching/Informative with a traditional centerfire rifle	28	14.5%
Three (3) position with a traditional centerfire rifle	7	3.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	32	16.6%
Plinking or informal target shooting with a MSR	44	22.8%

3 Gun with a MSR	3	1.6%
Benchrest with a MSR	14	7.3%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	12	6.2%
Long range with a MSR	23	11.9%
NRA high power with a MSR	2	1.0%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	32	16.6%
Silhouette with a MSR	12	6.2%
Steel Challenge with a MSR	4	2.1%
Tactical with a MSR	23	11.9%
Teaching/Informative with a MSR	16	8.3%
Three (3) position with a MSR	9	4.7%
Training (Military / Defense / Law Enforcement) with a MSR	34	17.6%
Plinking or informal target shooting with a semi-automatic Handgun	17	8.8%
3 Gun with a semi-automatic Handgun	1	0.5%
Bowling pin with a semi-automatic Handgun	7	3.6%
Bullseye with a semi-automatic Handgun	6	3.1%
Cowboy action with a semi-automatic Handgun	3	1.6%
IDPA with a semi-automatic Handgun	4	2.1%
IPSC with a semi-automatic Handgun	2	1.0%
Load Testing/Development with a semi-automatic Handgun	14	7.3%
Sighting-in with a semi-automatic Handgun	19	9.8%
Silhouette with a semi-automatic Handgun	16	8.3%
Steel Challenge with a semi-automatic Handgun	10	5.2%
Teaching/Informative with a semi-automatic Handgun	15	7.8%
Testing (Ammo & firearm) with a semi-automatic Handgun	22	11.4%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	37	19.2%
Plinking or informal target shooting with a Revolver	44	22.8%
3 Gun with a Revolver	8	4.1%
Bowling pin with a Revolver	6	3.1%
Bullseye with a Revolver	12	6.2%
Cowboy action with a Revolver	2	1.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	0.5%
Load Testing/Development with a Revolver	14	7.3%
Sighting-in with a Revolver	17	8.8%
Silhouette with a Revolver	18	9.3%
Steel Challenge with a Revolver	3	1.6%
Teaching/Informative with a Revolver	13	6.7%
Testing (Ammo & firearm) with a Revolver	25	13.0%
Training (Military / Defense / Law Enforcement) with a Revolver	27	14.0%
Dog training with a shotgun	11	5.7%
Target shooting with a traditional or compound bow	62	32.1%
Target shooting with a crossbow	16	8.3%
Target shooting with a muzzleloader	30	15.5%
Plinking or informal target shooting with a traditional rimfire rifle	50	25.9%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	10	5.2%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	10	5.2%
Long range with a traditional rimfire rifle	11	5.7%
NRA high power with a traditional rimfire rifle	3	1.6%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	27	14.0%
Target shooting with an air rifle at a range	40	20.7%
Silhouette with a traditional rimfire rifle	16	8.3%
Pattern shotgun	23	11.9%
Steel Challenge with a traditional rimfire rifle	2	1.0%
Tactical with a traditional rimfire rifle	4	2.1%
Teaching/Informative with a traditional rimfire rifle	20	10.4%
Three (3) position with a traditional rimfire rifle	5	2.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	16	8.3%
Total	193	100.0%

Current Hunting Activities

Table S11.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	116	89.2%
Traditional rifle (centerfire or rimfire)	105	80.8%
Traditional bow/compound bow	64	49.2%
MSR	46	35.4%
Muzzleloader	44	33.8%
Handgun	42	32.3%
Crossbow	26	20.0%
Other	2	1.5%
Total	130	100.0%

Table S11.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	14	11.9%
Deer	102	86.4%
Elk	22	18.6%
Other big game	9	7.6%
Others	5	4.2%
Predators	49	41.5%
Small game	59	50.0%
Turkey	67	56.8%
Upland game birds	64	54.2%
Waterfowl	42	35.6%
Wild pig / feral hog	22	18.6%
Total	118	100.0%

Shotgun Activity Interest

Table S11.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	39	45.9%
I don't know how to get started	26	30.6%
These activities are not offered at ranges in my area	19	22.4%
I don't have anybody to go with	13	15.3%
Too expensive	11	12.9%
Medical reason / disability	4	4.7%
I do not own / have access to this firearm	3	3.5%
Other Please describe	2	2.4%
Total	85	100.0%

Table S11.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	14	50.0%
Not enough time	9	32.1%
I don't have anybody to go with	4	14.3%
These activities are not offered at ranges in my area	3	10.7%
I don't know how to get started	2	7.1%
Too expensive	1	3.6%
Medical reason / disability	1	3.6%
Other Please describe	0	0.0%
Total	28	100.0%

Influential Media and Individuals

Table S11.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	88	42.3%
Father	68	32.7%
Self / nobody else	40	19.2%
Grandparent	19	9.1%
Aunt / Uncle	17	8.2%
Another relative	17	8.2%
Co-worker	16	7.7%
Military	15	7.2%
Sibling	12	5.8%
Other, please specify	10	4.8%
Neighbor	9	4.3%
Mother	6	2.9%
Children / grandchildren	3	1.4%
Spouse	3	1.4%
Guide / outfitter	2	1.0%
Total	208	100.0%

Table S11.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	85	41.1%
Online videos	76	36.7%
Magazines and Books	71	34.3%
National sportsmen's conservation organizations	54	26.1%
Local clubs or social organizations	45	21.7%
State wildlife management agencies	31	15.0%
Hunter education programs	30	14.5%
Retailers	17	8.2%
Seminars	10	4.8%
Other, please specify	7	3.4%
Total	207	100.0%

Table S11.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	57	75.0%
Professionals hunting/fishing/shooting	54	71.1%
Product reviews	51	67.1%
TV programs (complete or partial episodes)	38	50.0%
Non-professionals (home videos) hunting/fishing/shooting	37	48.7%
Competitions	36	47.4%
Informational/political/talk show style	15	19.7%
Fish and Wildlife agency produced videos	12	15.8%
Comedy/blooper videos	5	6.6%
Other	1	1.3%
Total	76	100.0%

Table S11.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	3	3.5%
Animal Planet	5	5.9%
Comcast SportsNet	0	0.0%
Discovery Channel	20	23.5%
ESPN/ESPN 2	5	5.9%
History Channel	28	32.9%
Military Channel	24	28.2%
National Geographic	10	11.8%
NBC Sports	1	1.2%
Outdoor Channel	74	87.1%
Pursuit Channel	21	24.7%
Sportsman Channel	57	67.1%
Sunshine Network / SUN Sports	1	1.2%
WildTV	1	1.2%
World Fishing Network	4	4.7%
Other national network	4	4.7%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	25	29.4%
I watched hunting/fishing TV, but don't remember the channel	12	14.1%
Total	85	100.0%

Table S11.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	127	51.8%
Programming offered by the Fish / Wildlife Agency for My State of Residence	104	42.4%
Programming offered by outdoor retailers	91	37.1%
An invitation from a friend / family member	86	35.1%
Books / magazines	83	33.9%
YouTube videos	78	31.8%
Membership in a non-profit organization	72	29.4%
Online forums / blogs	45	18.4%
Other Please describe	16	6.5%
None of the above	7	2.9%
Total	245	100.0%

Table S11.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	30	33.3%	29	28.2%	19	26.8%	28	36.4%
Google+	23	25.6%	25	24.3%	17	23.9%	14	18.2%
Twitter	5	5.6%	6	5.8%	5	7.0%	4	5.2%
Pinterest	4	4.4%	4	3.9%	7	9.9%	6	7.8%
Magazines	67	74.4%	70	68.0%	50	70.4%	46	59.7%
Instagram	12	13.3%	13	12.6%	6	8.5%	12	15.6%
YouTube	54	60.0%	57	55.3%	43	60.6%	68	88.3%
Television programs	46	51.1%	45	43.7%	33	46.5%	36	46.8%
Online Forums	34	37.8%	38	36.9%	28	39.4%	42	54.5%
Newsletter from hunting / wildlife groups or organizations	26	28.9%	32	31.1%	29	40.8%	24	31.2%
Fish / Wildlife Agency for My State of Residence	25	27.8%	38	36.9%	30	42.3%	15	19.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	13	14.4%	22	21.4%	21	29.6%	14	18.2%
Other	0	0.0%	0	0.0%	0	0.0%	0	0.0%
None of The Above	6	6.7%	6	5.8%	5	7.0%	3	3.9%
Total	90	100.0%	103	100.0%	71	100.0%	77	100.0%

Table S11.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	40	32.0%	18	22.0%	16	35.6%	23	27.1%
	Google+	23	18.4%	23	28.0%	6	13.3%	17	20.0%
	Twitter	9	7.2%	6	7.3%	4	8.9%	3	3.5%
	Pinterest	7	5.6%	8	9.8%	3	6.7%	5	5.9%
	Magazines	84	67.2%	62	75.6%	30	66.7%	56	65.9%
	Instagram	17	13.6%	12	14.6%	10	22.2%	8	9.4%
	YouTube	70	56.0%	53	64.6%	37	82.2%	43	50.6%
	Television programs	48	38.4%	42	51.2%	22	48.9%	32	37.6%
	Online Forums	47	37.6%	32	39.0%	34	75.6%	25	29.4%
	Newsletter from hunting / wildlife groups or organizations	34	27.2%	26	31.7%	20	44.4%	22	25.9%
	Fish / Wildlife Agency for My State of Residence	31	24.8%	22	26.8%	13	28.9%	24	28.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	24	19.2%	17	20.7%	7	15.6%	11	12.9%
	Other	1	0.8%	0	0.0%	0	0.0%	1	1.2%
	None of The Above	8	6.4%	4	4.9%	0	0.0%	9	10.6%
Total		125	100.0%	82	100.0%	45	100.0%	85	100.0%

Testing Reloads with a Shotgun

This section includes those who are interested in testing reloads with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S12.1) **What is your current age?**

	Count	Column Percent
18 to 24	4	1.5%
25 to 34	31	11.8%
35 to 44	45	17.1%
45 to 54	67	25.5%
55 to 64	60	22.8%
65 and older	56	21.3%
Total	263	100.0%

Table S12.2) **What is your gender?**

	Count	Column Percent
Male	261	99.2%
Female	2	0.8%
Total	263	100.0%

Table S12.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	16	6.1%
\$20,000 to \$29,999	19	7.2%
\$30,000 to \$39,999	16	6.1%
\$40,000 to \$49,999	34	12.9%
\$50,000 to \$74,999	57	21.7%
\$75,000 to \$99,999	49	18.6%
\$100,000 to \$149,999	45	17.1%
\$150,000 to \$200,000	18	6.8%
More than \$200,000	9	3.4%
Total	263	100.0%

Table S12.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	6	2.3%
High school graduation	57	21.7%
Trade school, associates degree or similar	105	39.9%
Bachelors degree	71	27.0%
Masters degree	21	8.0%
Ph D and higher	3	1.1%
Total	263	100.0%

Table S12.5) In which region do you live?

	Count	Column Percent
Northeast	33	12.6%
Midwest	74	28.2%
South	100	38.2%
West	49	18.7%
Canada	6	2.3%
Total	262	100.0%

Introduction to Shooting

Table S12.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	171	63.3%
11 to 17 years old	68	25.2%
18 to 24 years old	19	7.0%
25 to 34 years old	5	1.9%
35 to 44 years old	5	1.9%
45 to 54 years old	1	0.4%
55 to 64 years old	1	0.4%
65 years and older	0	0.0%
Total	270	100.0%

Table S12.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	65	24.1%
Blackpowder or muzzleloader	0	0.0%
Compound bow	1	0.4%
Crossbow	1	0.4%
MSR	6	2.2%
Revolver	19	7.0%
Shotgun	61	22.6%
semi-automatic handgun	21	7.8%
Traditional bow	2	0.7%
Traditional rifle (Centerfire)	12	4.4%
Traditional rifle (Rimfire)	82	30.4%
Other	0	0.0%
Total	270	100.0%

Table S12.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.7%
Cowboy action	2	0.7%
Long range	4	1.5%
NRA high power	1	0.4%
Pattern shotgun	4	1.5%
Plinking or informal target shooting	216	80.6%
Silhouette	3	1.1%
Skeet	7	2.6%
Sporting clays	5	1.9%
Tactical	1	0.4%
Test reload	1	0.4%
Training (Military, Defense, Law Enforcement)	5	1.9%
Trap	2	0.7%
Target archery	2	0.7%
Field archery	1	0.4%
Other Please describe:	12	4.5%
Total	268	100.0%

Table S12.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	167	62.3%
Friend	40	14.9%
Grandparent	29	10.8%
Aunt / Uncle	27	10.1%
Nobody / I shot alone when I first went shooting	14	5.2%
Sibling	12	4.5%
Military	10	3.7%
Camp / Summer camp	9	3.4%
Mother	8	3.0%
Neighbor	8	3.0%
Another relative	5	1.9%
Co-worker	3	1.1%
Spouse	1	0.4%
Other	1	0.4%
Guide / outfitter	0	0.0%
Total	268	100.0%

Table S12.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	181	69.1%
Tradition / way of life	147	56.1%
Spend time with family or friends who already shot	136	51.9%
It's relaxing / an escape	128	48.9%
Wanted to spend more time outdoors	114	43.5%
I wanted a challenge / adventure	106	40.5%
To teach someone else / introduce my children or others to shooting	69	26.3%
Training for hunting	66	25.2%
Wanted to try a new sport	65	24.8%
Protection / self defense	60	22.9%
Training (military, police, etc)	44	16.8%
Media (television, magazines, movies)	12	4.6%
Other Please write in	4	1.5%
Total	262	100.0%

Table S12.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	67	24.8%
1 year	35	13.0%
2 - 5 years	79	29.3%
6 - 10 years	25	9.3%
More than 10 years	28	10.4%
I have only ever participated in [the shooting activity that I first participated in]	36	13.3%
Total	270	100.0%

Table S12.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	176	77.9%
3 Gun with a semi-automatic handgun	7	3.1%
Bowling pin with a semi-automatic handgun	11	4.9%
Bullseye with a semi-automatic handgun	43	19.0%
Cowboy action with a semi-automatic handgun	7	3.1%
IDPA with a semi-automatic handgun	10	4.4%
IPSC with a semi-automatic handgun	6	2.7%
Load Testing/Development with a semi-automatic handgun	27	11.9%
Sighting-in with a semi-automatic handgun	111	49.1%
Silhouette with a semi-automatic handgun	63	27.9%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	14	6.2%
Teaching/Informative with a semi-automatic handgun	55	24.3%
Testing (Ammo & firearm) with a semi-automatic handgun	68	30.1%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	70	31.0%
Other Please describe with a semi-automatic handgun	3	1.3%
Plinking or informal target shooting with a revolver	158	69.9%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	11	4.9%
Bullseye with a revolver	37	16.4%
Cowboy action with a revolver	11	4.9%
IDPA with a revolver	2	0.9%
IPSC with a revolver	0	0.0%
Load Testing/Development with a revolver	24	10.6%
Sighting-in with a revolver	78	34.5%
Silhouette with a revolver	39	17.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	4	1.8%
Teaching/Informative with a revolver	40	17.7%
Testing (Ammo & firearm) with a revolver	53	23.5%
Training (Military, Defense, Law Enforcement) with a revolver	38	16.8%

Other Please describe with a revolver	2	0.9%
Plinking or informal target shooting with a traditional rimfire rifle	192	85.0%
3 Gun with a traditional rimfire rifle	2	0.9%
Benchrest with a traditional rimfire rifle	44	19.5%
Cowboy action with a traditional rimfire rifle	3	1.3%
Load Testing/Development with a traditional rimfire rifle	17	7.5%
Long range with a traditional rimfire rifle	51	22.6%
NRA high power with a traditional rimfire rifle	1	0.4%
Schuetzen with a traditional rimfire rifle	0	0.0%
Sighting-in rifle with a traditional rimfire rifle	124	54.9%
Silhouette with a traditional rimfire rifle	44	19.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	8	3.5%
Tactical with a traditional rimfire rifle	12	5.3%
Teaching/Informative with a traditional rimfire rifle	60	26.5%
Three (3) position with a traditional rimfire rifle	13	5.8%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	26	11.5%
Other Please describe with a traditional rimfire rifle	6	2.7%
Plinking or informal target shooting with a traditional centerfire rifle	177	78.3%
3 Gun with a traditional centerfire rifle	1	0.4%
Benchrest with a traditional centerfire rifle	63	27.9%
Cowboy action with a traditional centerfire rifle	4	1.8%
Load Testing/Development with a traditional centerfire rifle	50	22.1%
Long range with a traditional centerfire rifle	77	34.1%
NRA high power with a traditional centerfire rifle	5	2.2%
Schuetzen with a traditional centerfire rifle	1	0.4%
Sighting-in rifle with a traditional centerfire rifle	137	60.6%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	43	19.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	6	2.7%
Tactical with a traditional centerfire rifle	30	13.3%
Teaching/Informative with a traditional centerfire rifle	53	23.5%
Three (3) position with a traditional centerfire rifle	10	4.4%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	44	19.5%
Other Please describe with a traditional centerfire rifle	7	3.1%
Plinking or informal target shooting with an MSR	140	61.9%
3 Gun with an MSR	4	1.8%
Benchrest with an MSR	39	17.3%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	35	15.5%
Long range with an MSR	49	21.7%
NRA high power with an MSR	2	0.9%

Schuetzen with an MSR	0	0.0%
Sighting-in rifle with an MSR	94	41.6%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	33	14.6%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	11	4.9%
Tactical with an MSR	42	18.6%
Teaching/Informative with an MSR	46	20.4%
Three (3) position with an MSR	15	6.6%
Training (Military, Defense, Law Enforcement) with an MSR	63	27.9%
Other Please describe with an MSR	1	0.4%
Informal (backyard, testing) with a shotgun	158	69.9%
3 Gun with a shotgun	5	2.2%
5 Stand with a shotgun	26	11.5%
Cowboy Action with a shotgun	5	2.2%
Dog training with a shotgun	30	13.3%
Other with a shotgun	4	1.8%
Pattern shotgun with a shotgun	117	51.8%
Sighting-In with a shotgun	95	42.0%
Skeet with a shotgun	129	57.1%
Sporting clays with a shotgun	134	59.3%
Teaching/Informative with a shotgun	54	23.9%
Test reload with a shotgun	0	0.0%
Training (Military, Defense, Law Enforcement) with a shotgun	36	15.9%
Trap with a shotgun	111	49.1%
Wobble Trap with a shotgun	20	8.8%
Other Please describe with a shotgun	7	3.1%
Total	226	100.0%

Current Recreational Shooting Activities

Table S12.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Shotgun	183	79.9%
Semi-Automatic Handgun	177	77.3%
Traditional Centerfire Rifle	171	74.7%
Traditional Rimfire Rifle	168	73.4%
Revolver	141	61.6%
MSR	111	48.5%
Traditional or Compound Bow	69	30.1%
Muzzleloader	54	23.6%
Crossbow	39	17.0%
None of the Above	8	3.5%
Total	229	100.0%

Table S12.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	160	69.6%
Plinking or informal target shooting with a traditional rimfire rifle	152	66.1%
Plinking or informal target shooting with a traditional centerfire rifle	149	64.8%
Informal (backyard or testing) with a Shotgun	129	56.1%
Plinking or informal target shooting with a Revolver	126	54.8%
Sighting-in rifle with a traditional centerfire rifle	114	49.6%
Sighting-in with a semi-automatic Handgun	100	43.5%
Sighting-in rifle with a traditional rimfire rifle	99	43.0%
Plinking or informal target shooting with a MSR	94	40.9%
Pattern shotgun	91	39.6%
Sporting clays with a Shotgun	77	33.5%
Sighting-In with a Shotgun	75	32.6%
Skeet with a Shotgun	74	32.2%
Target shooting with a traditional or compound bow	69	30.0%
Sighting-in with a Revolver	64	27.8%
Trap with a Shotgun	63	27.4%
Sighting-in rifle with a MSR	62	27.0%
Long range with a traditional centerfire rifle	57	24.8%
Target shooting with a muzzleloader	54	23.5%
Benchrest with a traditional centerfire rifle	53	23.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	53	23.0%
Silhouette with a semi-automatic Handgun	46	20.0%
Teaching/Informative with a semi-automatic Handgun	41	17.8%

Testing (Ammo & firearm) with a Revolver	39	17.0%
Target shooting with a crossbow	39	17.0%
Load Testing/Development with a traditional centerfire rifle	37	16.1%
Target shooting with an air rifle at a range	37	16.1%
Teaching/Informative with a traditional centerfire rifle	35	15.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	35	15.2%
Benchrest with a traditional rimfire rifle	35	15.2%
Teaching/Informative with a traditional rimfire rifle	35	15.2%
Bullseye with a semi-automatic Handgun	34	14.8%
Teaching/Informative with a Shotgun	31	13.5%
Silhouette with a traditional centerfire rifle	29	12.6%
Long range with a traditional rimfire rifle	29	12.6%
Teaching/Informative with a Revolver	28	12.2%
Bullseye with a Revolver	27	11.7%
Teaching/Informative with a MSR	25	10.9%
Long range with a MSR	24	10.4%
Load Testing/Development with a semi-automatic Handgun	24	10.4%
Silhouette with a traditional rimfire rifle	24	10.4%
Training (Military / Defense / Law Enforcement) with a MSR	23	10.0%
Silhouette with a Revolver	22	9.6%
Training (Military / Defense / Law Enforcement) with a Shotgun	20	8.7%
Tactical with a MSR	19	8.3%
Load Testing/Development with a MSR	18	7.8%
Silhouette with a MSR	18	7.8%
Benchrest with a MSR	17	7.4%
5 Stand with a Shotgun	16	7.0%
Load Testing/Development with a Revolver	16	7.0%
Dog training with a shotgun	16	7.0%
Training (Military / Defense / Law Enforcement) with a Revolver	14	6.1%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	12	5.2%
Wobble Trap with a Shotgun	11	4.8%
Tactical with a traditional centerfire rifle	11	4.8%
Load Testing/Development with a traditional rimfire rifle	10	4.3%
Steel Challenge with a semi-automatic Handgun	9	3.9%
Three (3) position with a MSR	8	3.5%
Cowboy action with a Revolver	8	3.5%
None of the above	8	3.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	7	3.0%
Steel Challenge with a traditional rimfire rifle	6	2.6%
Tactical with a traditional rimfire rifle	6	2.6%

Cowboy Action with a Shotgun	5	2.2%
Three (3) position with a traditional centerfire rifle	5	2.2%
Steel Challenge with a MSR	5	2.2%
3 Gun with a semi-automatic Handgun	5	2.2%
IDPA with a semi-automatic Handgun	5	2.2%
Three (3) position with a traditional rimfire rifle	5	2.2%
Cowboy action with a traditional centerfire rifle	4	1.7%
Steel Challenge with a traditional centerfire rifle	4	1.7%
Bowling pin with a semi-automatic Handgun	4	1.7%
Bowling pin with a Revolver	4	1.7%
3 Gun with a Shotgun	3	1.3%
3 Gun with a MSR	3	1.3%
Cowboy action with a semi-automatic Handgun	3	1.3%
IPSC with a semi-automatic Handgun	3	1.3%
Cowboy action with a traditional rimfire rifle	3	1.3%
NRA high power with a traditional centerfire rifle	2	0.9%
Steel Challenge with a Revolver	2	0.9%
3 Gun with a traditional rimfire rifle	2	0.9%
NRA high power with a MSR	1	0.4%
NRA high power with a traditional rimfire rifle	1	0.4%
Test reload with a Shotgun	0	0.0%
3 Gun with a traditional centerfire rifle	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	230	100.0%

Table S12.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	18	10.8%
Revolver	35	21.0%
Traditional Rimfire Rifle	35	21.0%
Traditional Centerfire Rifle	22	13.2%
MSR	46	27.5%
Shotgun	28	16.8%
Air Rifle	62	37.1%
Traditional or Compound Bow	67	40.1%
Crossbow	20	12.0%
Muzzleloader	45	26.9%
Total	167	100.0%

Table S12.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	29	13.9%
3 Gun with a Shotgun	2	1.0%
5 Stand with a Shotgun	10	4.8%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	20	9.6%
Skeet with a Shotgun	55	26.3%
Sporting clays with a Shotgun	57	27.3%
Teaching/Informative with a Shotgun	23	11.0%
Test reload with a Shotgun	0	0.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	16	7.7%
Trap with a Shotgun	48	23.0%
Wobble Trap with a Shotgun	9	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	28	13.4%
3 Gun with a traditional centerfire rifle	1	0.5%
Benchrest with a traditional centerfire rifle	10	4.8%
Cowboy action with a traditional centerfire rifle	0	0.0%
Load Testing/Development with a traditional centerfire rifle	13	6.2%
Long range with a traditional centerfire rifle	20	9.6%
NRA high power with a traditional centerfire rifle	3	1.4%
Schuetzen with a traditional centerfire rifle	1	0.5%
Sighting-in rifle with a traditional centerfire rifle	23	11.0%
Silhouette with a traditional centerfire rifle	14	6.7%
Steel Challenge with a traditional centerfire rifle	2	1.0%
Tactical with a traditional centerfire rifle	19	9.1%
Teaching/Informative with a traditional centerfire rifle	18	8.6%
Three (3) position with a traditional centerfire rifle	5	2.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	32	15.3%
Plinking or informal target shooting with a MSR	46	22.0%

3 Gun with a MSR	1	0.5%
Benchrest with a MSR	22	10.5%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	17	8.1%
Long range with a MSR	25	12.0%
NRA high power with a MSR	1	0.5%
Schuetzen with a MSR	0	0.0%
Sighting-in rifle with a MSR	32	15.3%
Silhouette with a MSR	15	7.2%
Steel Challenge with a MSR	6	2.9%
Tactical with a MSR	23	11.0%
Teaching/Informative with a MSR	21	10.0%
Three (3) position with a MSR	7	3.3%
Training (Military / Defense / Law Enforcement) with a MSR	40	19.1%
Plinking or informal target shooting with a semi-automatic Handgun	16	7.7%
3 Gun with a semi-automatic Handgun	2	1.0%
Bowling pin with a semi-automatic Handgun	7	3.3%
Bullseye with a semi-automatic Handgun	9	4.3%
Cowboy action with a semi-automatic Handgun	4	1.9%
IDPA with a semi-automatic Handgun	5	2.4%
IPSC with a semi-automatic Handgun	3	1.4%
Load Testing/Development with a semi-automatic Handgun	3	1.4%
Sighting-in with a semi-automatic Handgun	11	5.3%
Silhouette with a semi-automatic Handgun	17	8.1%
Steel Challenge with a semi-automatic Handgun	5	2.4%
Teaching/Informative with a semi-automatic Handgun	14	6.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	15	7.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	34	16.3%
Plinking or informal target shooting with a Revolver	32	15.3%
3 Gun with a Revolver	11	5.3%
Bowling pin with a Revolver	7	3.3%
Bullseye with a Revolver	10	4.8%
Cowboy action with a Revolver	3	1.4%
IDPA with a Revolver	2	1.0%
IPSC with a Revolver	0	0.0%
Load Testing/Development with a Revolver	8	3.8%
Sighting-in with a Revolver	14	6.7%
Silhouette with a Revolver	17	8.1%
Steel Challenge with a Revolver	2	1.0%
Teaching/Informative with a Revolver	12	5.7%
Testing (Ammo & firearm) with a Revolver	14	6.7%
Training (Military / Defense / Law Enforcement) with a Revolver	24	11.5%
Dog training with a shotgun	14	6.7%
Target shooting with a traditional or compound bow	67	32.1%
Target shooting with a crossbow	20	9.6%
Target shooting with a muzzleloader	45	21.5%
Plinking or informal target shooting with a traditional rimfire rifle	40	19.1%

3 Gun with a traditional rimfire rifle	0	0.0%
Benchrest with a traditional rimfire rifle	9	4.3%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	7	3.3%
Long range with a traditional rimfire rifle	22	10.5%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	1	0.5%
Sighting-in rifle with a traditional rimfire rifle	25	12.0%
Target shooting with an air rifle at a range	62	29.7%
Silhouette with a traditional rimfire rifle	20	9.6%
Pattern shotgun	26	12.4%
Steel Challenge with a traditional rimfire rifle	2	1.0%
Tactical with a traditional rimfire rifle	6	2.9%
Teaching/Informative with a traditional rimfire rifle	25	12.0%
Three (3) position with a traditional rimfire rifle	8	3.8%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	19	9.1%
Total	209	100.0%

Current Hunting Activities

Table S12.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	167	91.3%
Traditional rifle (centerfire or rimfire)	162	88.5%
Traditional bow/compound bow	88	48.1%
Muzzleloader	83	45.4%
Handgun	71	38.8%
MSR	70	38.3%
Crossbow	36	19.7%
Other	3	1.6%
Total	183	100.0%

Table S12.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	30	17.5%
Deer	152	88.9%
Elk	29	17.0%
Other big game	11	6.4%
Others	6	3.5%
Predators	72	42.1%
Small game	103	60.2%
Turkey	105	61.4%
Upland game birds	92	53.8%
Waterfowl	59	34.5%
Wild pig / feral hog	33	19.3%
Total	171	100.0%

Shotgun Activity Interest

Table S12.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	52	46.8%
These activities are not offered at ranges in my area	30	27.0%
I don't know how to get started	30	27.0%
I don't have anybody to go with	27	24.3%
Too expensive	24	21.6%
Medical reason / disability	5	4.5%
Other Please describe	2	1.8%
I do not own / have access to this firearm	1	0.9%
Total	111	100.0%

Table S12.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	7	50.0%
I don't own or have access to the proper equipment	7	50.0%
These activities are not offered at ranges in my area	2	14.3%
I don't have anybody to go with	0	0.0%
Too expensive	0	0.0%
I don't know how to get started	0	0.0%
Medical reason / disability	0	0.0%
Other Please describe	0	0.0%
Total	14	100.0%

Influential Media and Individuals

Table S12.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Father	96	42.3%
Friend	94	41.4%
Self / nobody else	35	15.4%
Aunt / Uncle	30	13.2%
Grandparent	28	12.3%
Sibling	23	10.1%
Another relative	22	9.7%
Co-worker	19	8.4%
Neighbor	17	7.5%
Military	16	7.0%
Other, please specify	7	3.1%
Spouse	6	2.6%
Mother	5	2.2%
Guide / outfitter	3	1.3%
Children / grandchildren	2	0.9%
Total	227	100.0%

Table S12.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	109	47.0%
Magazines and Books	70	30.2%
National sportsmen’s conservation organizations	69	29.7%
Online videos	68	29.3%
Local clubs or social organizations	53	22.8%
Hunter education programs	39	16.8%
Retailers	39	16.8%
State wildlife management agencies	31	13.4%
Other, please specify	11	4.7%
Seminars	9	3.9%
Total	232	100.0%

Table S12.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” in the previous question)

	Count	Column Percent
How-to videos	53	79.1%
Professionals hunting/fishing/shooting	48	71.6%
TV programs (complete or partial episodes)	38	56.7%
Product reviews	38	56.7%
Non-professionals (home videos) hunting/fishing/shooting	36	53.7%
Competitions	36	53.7%
Fish and Wildlife agency produced videos	18	26.9%
Informational/political/talk show style	11	16.4%
Comedy/blooper videos	6	9.0%
Other	1	1.5%
Total	67	100.0%

Table S12.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	10	9.2%
Animal Planet	4	3.7%
Comcast SportsNet	0	0.0%
Discovery Channel	25	22.9%
ESPN/ESPN 2	8	7.3%
History Channel	34	31.2%
Military Channel	27	24.8%
National Geographic	16	14.7%
NBC Sports	1	0.9%
Outdoor Channel	90	82.6%
Pursuit Channel	29	26.6%
Sportsman Channel	68	62.4%
Sunshine Network / SUN Sports	1	0.9%
WildTV	4	3.7%
World Fishing Network	1	0.9%
Other national network	3	2.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc)	35	32.1%
I watched hunting/fishing TV, but don't remember the channel	18	16.5%
Total	109	100.0%

Table S12.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	135	51.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	101	38.5%
Programming offered by outdoor retailers	94	35.9%
An invitation from a friend / family member	94	35.9%
Books / magazines	79	30.2%
YouTube videos	75	28.6%
Membership in a non-profit organization	65	24.8%
Online forums / blogs	44	16.8%
Other Please describe	13	5.0%
None of the above	10	3.8%
Total	262	100.0%

Table S12.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	21	22.8%	29	29.3%	21	33.3%	25	34.2%
Google+	20	21.7%	21	21.2%	13	20.6%	13	17.8%
Twitter	5	5.4%	4	4.0%	6	9.5%	4	5.5%
Pinterest	4	4.3%	7	7.1%	7	11.1%	7	9.6%
Magazines	63	68.5%	69	69.7%	41	65.1%	41	56.2%
Instagram	5	5.4%	9	9.1%	10	15.9%	7	9.6%
YouTube	47	51.1%	49	49.5%	35	55.6%	59	80.8%
Television programs	52	56.5%	47	47.5%	35	55.6%	41	56.2%
Online Forums	23	25.0%	27	27.3%	23	36.5%	29	39.7%
Newsletter from hunting / wildlife groups or organizations	26	28.3%	35	35.4%	21	33.3%	20	27.4%
Fish / Wildlife Agency for My State of Residence	24	26.1%	43	43.4%	26	41.3%	19	26.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	9	9.8%	25	25.3%	18	28.6%	15	20.5%
Other	2	2.2%	2	2.0%	2	3.2%	1	1.4%
None of The Above	5	5.4%	7	7.1%	4	6.3%	4	5.5%
Total	92	100.0%	99	100.0%	63	100.0%	73	100.0%

Table S12.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	36	27.3%	16	21.1%	18	40.9%	23	25.3%
Google+	25	18.9%	18	23.7%	8	18.2%	23	25.3%
Twitter	7	5.3%	4	5.3%	3	6.8%	1	1.1%
Pinterest	9	6.8%	7	9.2%	5	11.4%	2	2.2%
Magazines	82	62.1%	61	80.3%	28	63.6%	61	67.0%
Instagram	9	6.8%	6	7.9%	5	11.4%	4	4.4%
YouTube	66	50.0%	50	65.8%	30	68.2%	47	51.6%
Television programs	69	52.3%	54	71.1%	23	52.3%	47	51.6%
Online Forums	46	34.8%	27	35.5%	29	65.9%	20	22.0%
Newsletter from hunting / wildlife groups or organizations	34	25.8%	24	31.6%	17	38.6%	21	23.1%
Fish / Wildlife Agency for My State of Residence	40	30.3%	20	26.3%	13	29.5%	24	26.4%
Fish / Wildlife Agency for A State Other Than My State of Residence	23	17.4%	12	15.8%	7	15.9%	9	9.9%
Other	2	1.5%	1	1.3%	1	2.3%	0	0.0%
None of The Above	10	7.6%	1	1.3%	2	4.5%	11	12.1%
Total	132	100.0%	76	100.0%	44	100.0%	91	100.0%

Training with a Shotgun

This section includes those who are interested in training (military, defense, law enforcement, etc.) with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S9.1) **What is your current age?**

	Count	Column Percent
18 to 24	13	3.2%
25 to 34	54	13.3%
35 to 44	82	20.2%
45 to 54	115	28.3%
55 to 64	95	23.4%
65 and older	47	11.6%
Total	406	100.0%

Table S9.2) **What is your gender?**

	Count	Column Percent
Male	399	98.0%
Female	8	2.0%
Total	407	100.0%

Table S9.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	22	5.4%
\$20,000 to \$29,999	19	4.7%
\$30,000 to \$39,999	22	5.4%
\$40,000 to \$49,999	37	9.2%
\$50,000 to \$74,999	76	18.8%
\$75,000 to \$99,999	86	21.3%
\$100,000 to \$149,999	93	23.0%
\$150,000 to \$200,000	26	6.4%
More than \$200,000	23	5.7%
Total	404	100.0%

Table S9.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	2	0.5%
High school graduation	77	18.9%
Trade school, associates degree or similar	137	33.7%
Bachelors degree	133	32.7%
Masters degree	43	10.6%
Ph D and higher	15	3.7%
Total	407	100.0%

Table S9.5) In which region do you live?

	Count	Column Percent
Northeast	72	17.7%
Midwest	96	23.6%
South	165	40.6%
West	72	17.7%
Canada	1	0.2%
Total	406	100.0%

Introduction to Shooting

Table S9.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	261	62.4%
11 to 17 years old	97	23.2%
18 to 24 years old	35	8.4%
25 to 34 years old	9	2.2%
35 to 44 years old	10	2.4%
45 to 54 years old	3	0.7%
55 to 64 years old	1	0.2%
65 years and older	2	0.5%
Total	418	100.0%

Table S9.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	76	18.2%
Blackpowder or muzzleloader	1	0.2%
Compound bow	1	0.2%
Crossbow	1	0.2%
MSR	2	0.5%
Revolver	33	7.9%
Shotgun	77	18.4%
semi-automatic handgun	46	11.0%
Traditional bow	9	2.2%
Traditional rifle (Centerfire)	25	6.0%
Traditional rifle (Rimfire)	147	35.2%
Other	0	0.0%
Total	418	100.0%

Table S9.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
Benchrest	2	0.5%
Cowboy action	1	0.2%
Long range	7	1.7%
Pattern shotgun	4	1.0%
Plinking or informal target shooting	318	76.4%
Silhouette	7	1.7%
Skeet	9	2.2%
Sporting clays	13	3.1%
Tactical	2	0.5%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	5	1.2%
Trap	11	2.6%
Target archery	7	1.7%
Field archery	2	0.5%
Other Please describe:	27	6.5%
Total	416	100.0%

Table S9.9) Who took you shooting for the first time?

	Count	Column Percent
Father	242	59.3%
Friend	67	16.4%
Grandparent	44	10.8%
Aunt / Uncle	42	10.3%
Nobody / I shot alone when I first went shooting	22	5.4%
Another relative	19	4.7%
Sibling	15	3.7%
Camp / Summer camp	14	3.4%
Mother	13	3.2%
Neighbor	10	2.5%
Military	7	1.7%
Co-worker	5	1.2%
Guide / outfitter	2	0.5%
Other	2	0.5%
Spouse	1	0.2%
Total	408	100.0%

Table S9.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	297	73.5%
It's relaxing / an escape	210	52.0%
Spend time with family or friends who already shot	199	49.3%
Tradition / way of life	197	48.8%
Wanted to spend more time outdoors	164	40.6%
I wanted a challenge / adventure	153	37.9%
Protection / self defense	123	30.4%
Training for hunting	117	29.0%
Wanted to try a new sport	95	23.5%
To teach someone else / introduce my children or others to shooting	93	23.0%
Training (military, police, etc)	60	14.9%
Media (television, magazines, movies)	23	5.7%
Other Please write in	5	1.2%
Total	404	100.0%

Table S9.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	115	27.5%
1 year	51	12.2%
2 - 5 years	122	29.2%
6 - 10 years	33	7.9%
More than 10 years	50	12.0%
I have only ever participated in [the shooting activity that I first participated in]	47	11.2%
Total	418	100.0%

Table S9.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	319	86.2%
3 Gun with a semi-automatic handgun	9	2.4%
Bowling pin with a semi-automatic handgun	35	9.5%
Bullseye with a semi-automatic handgun	92	24.9%
Cowboy action with a semi-automatic handgun	6	1.6%
IDPA with a semi-automatic handgun	18	4.9%
IPSC with a semi-automatic handgun	9	2.4%
Load Testing/Development with a semi-automatic handgun	45	12.2%
Sighting-in with a semi-automatic handgun	201	54.3%
Silhouette with a semi-automatic handgun	100	27.0%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	36	9.7%
Teaching/Informative with a semi-automatic handgun	128	34.6%
Testing (Ammo & firearm) with a semi-automatic handgun	137	37.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	97	26.2%
Other Please describe with a semi-automatic handgun	11	3.0%
Plinking or informal target shooting with a revolver	286	77.3%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	23	6.2%
Bullseye with a revolver	70	18.9%
Cowboy action with a revolver	15	4.1%
IDPA with a revolver	1	0.3%
IPSC with a revolver	1	0.3%
Load Testing/Development with a revolver	42	11.4%
Sighting-in with a revolver	133	35.9%
Silhouette with a revolver	64	17.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	17	4.6%
Teaching/Informative with a revolver	97	26.2%
Testing (Ammo & firearm) with a revolver	113	30.5%
Training (Military, Defense, Law Enforcement) with a revolver	41	11.1%

Other Please describe with a revolver	6	1.6%
Plinking or informal target shooting with a traditional rimfire rifle	320	86.5%
3 Gun with a traditional rimfire rifle	2	0.5%
Benchrest with a traditional rimfire rifle	97	26.2%
Cowboy action with a traditional rimfire rifle	2	0.5%
Load Testing/Development with a traditional rimfire rifle	38	10.3%
Long range with a traditional rimfire rifle	68	18.4%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	1	0.3%
Sighting-in rifle with a traditional rimfire rifle	210	56.8%
Silhouette with a traditional rimfire rifle	66	17.8%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	21	5.7%
Tactical with a traditional rimfire rifle	19	5.1%
Teaching/Informative with a traditional rimfire rifle	109	29.5%
Three (3) position with a traditional rimfire rifle	21	5.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	21	5.7%
Other Please describe with a traditional rimfire rifle	11	3.0%
Plinking or informal target shooting with a traditional centerfire rifle	295	79.7%
3 Gun with a traditional centerfire rifle	3	0.8%
Benchrest with a traditional centerfire rifle	118	31.9%
Cowboy action with a traditional centerfire rifle	7	1.9%
Load Testing/Development with a traditional centerfire rifle	85	23.0%
Long range with a traditional centerfire rifle	128	34.6%
NRA high power with a traditional centerfire rifle	8	2.2%
Schuetzen with a traditional centerfire rifle	2	0.5%
Sighting-in rifle with a traditional centerfire rifle	232	62.7%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	68	18.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	15	4.1%
Tactical with a traditional centerfire rifle	40	10.8%
Teaching/Informative with a traditional centerfire rifle	114	30.8%
Three (3) position with a traditional centerfire rifle	24	6.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	40	10.8%
Other Please describe with a traditional centerfire rifle	12	3.2%
Plinking or informal target shooting with an MSR	256	69.2%
3 Gun with an MSR	9	2.4%
Benchrest with an MSR	87	23.5%
Cowboy action with an MSR	1	0.3%
Load Testing/Development with an MSR	58	15.7%
Long range with an MSR	90	24.3%
NRA high power with an MSR	7	1.9%

Schuetzen with an MSR	1	0.3%
Sighting-in rifle with an MSR	184	49.7%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	60	16.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	19	5.1%
Tactical with an MSR	80	21.6%
Teaching/Informative with an MSR	85	23.0%
Three (3) position with an MSR	22	5.9%
Training (Military, Defense, Law Enforcement) with an MSR	68	18.4%
Other Please describe with an MSR	5	1.4%
Informal (backyard, testing) with a shotgun	256	69.2%
3 Gun with a shotgun	11	3.0%
5 Stand with a shotgun	54	14.6%
Cowboy Action with a shotgun	3	0.8%
Dog training with a shotgun	54	14.6%
Other with a shotgun	4	1.1%
Pattern shotgun with a shotgun	160	43.2%
Sighting-In with a shotgun	160	43.2%
Skeet with a shotgun	206	55.7%
Sporting clays with a shotgun	203	54.9%
Teaching/Informative with a shotgun	95	25.7%
Test reload with a shotgun	62	16.8%
Training (Military, Defense, Law Enforcement) with a shotgun	0	0.0%
Trap with a shotgun	182	49.2%
Wobble Trap with a shotgun	37	10.0%
Other Please describe with a shotgun	14	3.8%
Total	370	100.0%

Current Recreational Shooting Activities

Table S9.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	327	88.4%
Traditional Centerfire Rifle	282	76.2%
Shotgun	281	75.9%
Traditional Rimfire Rifle	271	73.2%
Revolver	247	66.8%
MSR	208	56.2%
Traditional or Compound Bow	117	31.6%
Muzzleloader	67	18.1%
Crossbow	53	14.3%
None of the Above	6	1.6%
Total	370	100.0%

Table S9.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	296	80.0%
Plinking or informal target shooting with a traditional rimfire rifle	248	67.0%
Plinking or informal target shooting with a traditional centerfire rifle	246	66.5%
Plinking or informal target shooting with a Revolver	226	61.1%
Informal (backyard or testing) with a Shotgun	207	55.9%
Sighting-in rifle with a traditional centerfire rifle	186	50.3%
Plinking or informal target shooting with a MSR	183	49.5%
Sighting-in with a semi-automatic Handgun	181	48.9%
Sighting-in rifle with a traditional rimfire rifle	161	43.5%
Sporting clays with a Shotgun	139	37.6%
Skeet with a Shotgun	131	35.4%
Sighting-In with a Shotgun	130	35.1%
Pattern shotgun	128	34.6%
Sighting-in rifle with a MSR	127	34.3%
Trap with a Shotgun	118	31.9%
Target shooting with a traditional or compound bow	117	31.6%
Testing (Ammo & firearm) with a semi-automatic Handgun	110	29.7%
Teaching/Informative with a semi-automatic Handgun	108	29.2%
Benchrest with a traditional centerfire rifle	105	28.4%
Long range with a traditional centerfire rifle	103	27.8%
Sighting-in with a Revolver	95	25.7%
Bullseye with a semi-automatic Handgun	83	22.4%
Silhouette with a semi-automatic Handgun	79	21.4%

Benchrest with a traditional rimfire rifle	77	20.8%
Testing (Ammo & firearm) with a Revolver	75	20.3%
Teaching/Informative with a traditional rimfire rifle	73	19.7%
Teaching/Informative with a traditional centerfire rifle	72	19.5%
Target shooting with a muzzleloader	67	18.1%
Teaching/Informative with a Shotgun	64	17.3%
Teaching/Informative with a Revolver	61	16.5%
Load Testing/Development with a traditional centerfire rifle	55	14.9%
Benchrest with a MSR	54	14.6%
Bullseye with a Revolver	53	14.3%
Target shooting with a crossbow	53	14.3%
Target shooting with an air rifle at a range	51	13.8%
Teaching/Informative with a MSR	50	13.5%
Long range with a traditional rimfire rifle	50	13.5%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	49	13.2%
Long range with a MSR	44	11.9%
Tactical with a MSR	43	11.6%
Silhouette with a traditional rimfire rifle	42	11.4%
Silhouette with a traditional centerfire rifle	41	11.1%
Test reload with a Shotgun	40	10.8%
Silhouette with a Revolver	39	10.5%
5 Stand with a Shotgun	38	10.3%
Silhouette with a MSR	34	9.2%
Load Testing/Development with a MSR	30	8.1%
Load Testing/Development with a semi-automatic Handgun	29	7.8%
Wobble Trap with a Shotgun	28	7.6%
Steel Challenge with a semi-automatic Handgun	27	7.3%
Dog training with a shotgun	25	6.8%
Tactical with a traditional centerfire rifle	24	6.5%
Training (Military / Defense / Law Enforcement) with a MSR	24	6.5%
Load Testing/Development with a traditional rimfire rifle	22	5.9%
Load Testing/Development with a Revolver	21	5.7%
Bowling pin with a semi-automatic Handgun	20	5.4%
IDPA with a semi-automatic Handgun	17	4.6%
Training (Military / Defense / Law Enforcement) with a Revolver	13	3.5%
Steel Challenge with a traditional centerfire rifle	12	3.2%
Tactical with a traditional rimfire rifle	12	3.2%
Cowboy action with a Revolver	11	3.0%
Steel Challenge with a traditional rimfire rifle	11	3.0%
Three (3) position with a MSR	10	2.7%
Bowling pin with a Revolver	10	2.7%
Steel Challenge with a Revolver	10	2.7%
Three (3) position with a traditional rimfire rifle	9	2.4%

Three (3) position with a traditional centerfire rifle	8	2.2%
Steel Challenge with a MSR	8	2.2%
3 Gun with a semi-automatic Handgun	8	2.2%
IPSC with a semi-automatic Handgun	8	2.2%
3 Gun with a Shotgun	6	1.6%
3 Gun with a MSR	6	1.6%
None of the above	6	1.6%
Cowboy action with a traditional centerfire rifle	5	1.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	3	0.8%
Cowboy action with a semi-automatic Handgun	3	0.8%
Cowboy Action with a Shotgun	2	0.5%
Schuetzen with a traditional centerfire rifle	2	0.5%
NRA high power with a MSR	2	0.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	2	0.5%
3 Gun with a traditional centerfire rifle	1	0.3%
NRA high power with a traditional centerfire rifle	1	0.3%
IDPA with a Revolver	1	0.3%
3 Gun with a traditional rimfire rifle	1	0.3%
Cowboy action with a traditional rimfire rifle	1	0.3%
Training (Military / Defense / Law Enforcement) with a Shotgun	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
3 Gun with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	370	100.0%

Table S9.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	17	6.4%
Revolver	58	21.9%
Traditional Rimfire Rifle	66	24.9%
Traditional Centerfire Rifle	39	14.7%
MSR	70	26.4%
Shotgun	47	17.7%
Air Rifle	92	34.7%
Traditional or Compound Bow	99	37.4%
Crossbow	38	14.3%
Muzzleloader	51	19.2%
Total	265	100.0%

Table S9.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	49	14.9%
3 Gun with a Shotgun	5	1.5%
5 Stand with a Shotgun	16	4.9%
Cowboy Action with a Shotgun	1	0.3%
Sighting-In with a Shotgun	30	9.1%
Skeet with a Shotgun	75	22.9%
Sporting clays with a Shotgun	64	19.5%
Teaching/Informative with a Shotgun	31	9.5%
Test reload with a Shotgun	22	6.7%
Training (Military / Defense / Law Enforcement) with a Shotgun	0	0.0%
Trap with a Shotgun	64	19.5%
Wobble Trap with a Shotgun	9	2.7%
Plinking or informal target shooting with a traditional centerfire rifle	49	14.9%
3 Gun with a traditional centerfire rifle	2	0.6%
Benchrest with a traditional centerfire rifle	13	4.0%
Cowboy action with a traditional centerfire rifle	2	0.6%
Load Testing/Development with a traditional centerfire rifle	30	9.1%
Long range with a traditional centerfire rifle	25	7.6%
NRA high power with a traditional centerfire rifle	7	2.1%
Schuetzen with a traditional centerfire rifle	0	0.0%
Sighting-in rifle with a traditional centerfire rifle	46	14.0%
Silhouette with a traditional centerfire rifle	27	8.2%
Steel Challenge with a traditional centerfire rifle	3	0.9%
Tactical with a traditional centerfire rifle	16	4.9%
Teaching/Informative with a traditional centerfire rifle	42	12.8%
Three (3) position with a traditional centerfire rifle	16	4.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	37	11.3%
Plinking or informal target shooting with a MSR	73	22.3%

3 Gun with a MSR	3	0.9%
Benchrest with a MSR	33	10.1%
Cowboy action with a MSR	1	0.3%
Load Testing/Development with a MSR	28	8.5%
Long range with a MSR	46	14.0%
NRA high power with a MSR	5	1.5%
Schuetzen with a MSR	1	0.3%
Sighting-in rifle with a MSR	57	17.4%
Silhouette with a MSR	26	7.9%
Steel Challenge with a MSR	11	3.4%
Tactical with a MSR	37	11.3%
Teaching/Informative with a MSR	35	10.7%
Three (3) position with a MSR	12	3.7%
Training (Military / Defense / Law Enforcement) with a MSR	44	13.4%
Plinking or informal target shooting with a semi-automatic Handgun	23	7.0%
3 Gun with a semi-automatic Handgun	1	0.3%
Bowling pin with a semi-automatic Handgun	15	4.6%
Bullseye with a semi-automatic Handgun	9	2.7%
Cowboy action with a semi-automatic Handgun	3	0.9%
IDPA with a semi-automatic Handgun	1	0.3%
IPSC with a semi-automatic Handgun	1	0.3%
Load Testing/Development with a semi-automatic Handgun	16	4.9%
Sighting-in with a semi-automatic Handgun	20	6.1%
Silhouette with a semi-automatic Handgun	21	6.4%
Steel Challenge with a semi-automatic Handgun	9	2.7%
Teaching/Informative with a semi-automatic Handgun	20	6.1%
Testing (Ammo & firearm) with a semi-automatic Handgun	27	8.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	42	12.8%
Plinking or informal target shooting with a Revolver	60	18.3%
3 Gun with a Revolver	23	7.0%
Bowling pin with a Revolver	13	4.0%
Bullseye with a Revolver	17	5.2%
Cowboy action with a Revolver	4	1.2%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	1	0.3%
Load Testing/Development with a Revolver	21	6.4%
Sighting-in with a Revolver	38	11.6%
Silhouette with a Revolver	25	7.6%
Steel Challenge with a Revolver	7	2.1%
Teaching/Informative with a Revolver	36	11.0%
Testing (Ammo & firearm) with a Revolver	38	11.6%
Training (Military / Defense / Law Enforcement) with a Revolver	24	7.3%
Dog training with a shotgun	29	8.8%
Target shooting with a traditional or compound bow	99	30.2%
Target shooting with a crossbow	38	11.6%
Target shooting with a muzzleloader	51	15.5%
Plinking or informal target shooting with a traditional rimfire rifle	72	22.0%

3 Gun with a traditional rimfire rifle	1	0.3%
Benchrest with a traditional rimfire rifle	20	6.1%
Cowboy action with a traditional rimfire rifle	1	0.3%
Load Testing/Development with a traditional rimfire rifle	16	4.9%
Long range with a traditional rimfire rifle	18	5.5%
NRA high power with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	2	0.6%
Sighting-in rifle with a traditional rimfire rifle	49	14.9%
Target shooting with an air rifle at a range	92	28.0%
Silhouette with a traditional rimfire rifle	24	7.3%
Pattern shotgun	32	9.8%
Steel Challenge with a traditional rimfire rifle	10	3.0%
Tactical with a traditional rimfire rifle	7	2.1%
Teaching/Informative with a traditional rimfire rifle	36	11.0%
Three (3) position with a traditional rimfire rifle	12	3.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	19	5.8%
Total	328	100.0%

Current Hunting Activities

Table S9.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	197	90.4%
Traditional rifle (centerfire or rimfire)	186	85.3%
Traditional bow/compound bow	104	47.7%
MSR	94	43.1%
Muzzleloader	76	34.9%
Handgun	65	29.8%
Crossbow	50	22.9%
Other	8	3.7%
Total	218	100.0%

Table S9.18) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	28	14.1%
Deer	166	83.4%
Elk	24	12.1%
Other big game	10	5.0%
Others	8	4.0%
Predators	88	44.2%
Small game	114	57.3%
Turkey	126	63.3%
Upland game birds	110	55.3%
Waterfowl	80	40.2%
Wild pig / feral hog	46	23.1%
Total	199	100.0%

Shotgun Activity Interest

Table S9.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	84	48.3%
I don't know how to get started	60	34.5%
These activities are not offered at ranges in my area	56	32.2%
I don't have anybody to go with	41	23.6%
Too expensive	26	14.9%
Other Please describe	7	4.0%
Medical reason / disability	6	3.4%
I do not own / have access to this firearm	5	2.9%
Total	174	100.0%

Table S9.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
I don't own or have access to the proper equipment	14	37.8%
Not enough time	13	35.1%
These activities are not offered at ranges in my area	8	21.6%
I don't know how to get started	5	13.5%
I don't have anybody to go with	4	10.8%
Other Please describe	2	5.4%
Too expensive	1	2.7%
Medical reason / disability	1	2.7%
Total	37	100.0%

Influential Media and Individuals

Table S9.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	160	44.0%
Father	118	32.4%
Self / nobody else	79	21.7%
Aunt / Uncle	42	11.5%
Grandparent	41	11.3%
Co-worker	38	10.4%
Another relative	30	8.2%
Sibling	29	8.0%
Military	19	5.2%
Neighbor	16	4.4%
Spouse	12	3.3%
Other, please specify	12	3.3%
Guide / outfitter	7	1.9%
Children / grandchildren	6	1.6%
Mother	5	1.4%
Total	364	100.0%

Table S9.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	157	43.3%
Online videos	133	36.6%
Magazines and Books	114	31.4%
National sportsmen's conservation organizations	94	25.9%
Local clubs or social organizations	84	23.1%
Retailers	55	15.2%
State wildlife management agencies	44	12.1%
Hunter education programs	43	11.8%
Seminars	14	3.9%
Other, please specify	13	3.6%
Total	363	100.0%

Table S9.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	92	69.7%
Professionals hunting/fishing/shooting	92	69.7%
Product reviews	86	65.2%
Non-professionals (home videos) hunting/fishing/shooting	81	61.4%
Competitions	70	53.0%
TV programs (complete or partial episodes)	63	47.7%
Informational/political/talk show style	30	22.7%
Fish and Wildlife agency produced videos	17	12.9%
Comedy/blooper videos	12	9.1%
Other	3	2.3%
Total	132	100.0%

Table S9.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	14	8.9%
Animal Planet	3	1.9%
Comcast SportsNet	1	0.6%
Discovery Channel	28	17.8%
ESPN/ESPN 2	6	3.8%
History Channel	45	28.7%
Military Channel	52	33.1%
National Geographic	21	13.4%
NBC Sports	5	3.2%
Outdoor Channel	119	75.8%
Pursuit Channel	38	24.2%
Sportsman Channel	95	60.5%
Sunshine Network / SUN Sports	3	1.9%
WildTV	2	1.3%
World Fishing Network	5	3.2%
Other national network	5	3.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	35	22.3%
I watched hunting/fishing TV, but don't remember the channel	34	21.7%
Total	157	100.0%

Table S9.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	201	49.3%
Programming offered by outdoor retailers	166	40.7%
Programming offered by the Fish / Wildlife Agency for My State of Residence	164	40.2%
An invitation from a friend / family member	153	37.5%
Books / magazines	124	30.4%
YouTube videos	120	29.4%
Membership in a non-profit organization	118	28.9%
Online forums / blogs	74	18.1%
Other Please describe	34	8.3%
None of the above	7	1.7%
Total	408	100.0%

Table S9.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	49	30.2%	44	27.5%	33	28.9%	39	33.3%
Google+	39	24.1%	34	21.3%	25	21.9%	18	15.4%
Twitter	9	5.6%	5	3.1%	5	4.4%	8	6.8%
Pinterest	9	5.6%	8	5.0%	8	7.0%	12	10.3%
Magazines	107	66.0%	106	66.3%	77	67.5%	68	58.1%
Instagram	20	12.3%	19	11.9%	14	12.3%	15	12.8%
YouTube	101	62.3%	95	59.4%	62	54.4%	100	85.5%
Television programs	75	46.3%	68	42.5%	52	45.6%	50	42.7%
Online Forums	65	40.1%	65	40.6%	40	35.1%	59	50.4%
Newsletter from hunting / wildlife groups or organizations	55	34.0%	60	37.5%	53	46.5%	29	24.8%
Fish / Wildlife Agency for My State of Residence	51	31.5%	61	38.1%	47	41.2%	23	19.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	27	16.7%	35	21.9%	27	23.7%	17	14.5%
Other	1	0.6%	0	0.0%	1	0.9%	2	1.7%
None of The Above	8	4.9%	7	4.4%	9	7.9%	7	6.0%
Total	162	100.0%	160	100.0%	114	100.0%	117	100.0%

Table S9.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	53	27.0%	30	24.6%	24	32.4%	42	28.0%
Google+	42	21.4%	31	25.4%	14	18.9%	31	20.7%
Twitter	13	6.6%	7	5.7%	5	6.8%	3	2.0%
Pinterest	11	5.6%	13	10.7%	8	10.8%	4	2.7%
Magazines	132	67.3%	103	84.4%	55	74.3%	90	60.0%
Instagram	24	12.2%	14	11.5%	9	12.2%	14	9.3%
YouTube	124	63.3%	72	59.0%	59	79.7%	81	54.0%
Television programs	82	41.8%	64	52.5%	37	50.0%	62	41.3%
Online Forums	97	49.5%	45	36.9%	54	73.0%	39	26.0%
Newsletter from hunting / wildlife groups or organizations	56	28.6%	46	37.7%	21	28.4%	44	29.3%
Fish / Wildlife Agency for My State of Residence	60	30.6%	30	24.6%	17	23.0%	40	26.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	29	14.8%	18	14.8%	5	6.8%	18	12.0%
Other	2	1.0%	2	1.6%	2	2.7%	2	1.3%
None of The Above	8	4.1%	4	3.3%	1	1.4%	15	10.0%
Total	196	100.0%	122	100.0%	74	100.0%	150	100.0%

Trap with a Shotgun

This section includes those who are interested in shooting trap with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S14.1) **What is your current age?**

	Count	Column Percent
18 to 24	19	3.2%
25 to 34	54	9.1%
35 to 44	101	17.0%
45 to 54	162	27.3%
55 to 64	147	24.7%
65 and older	111	18.7%
Total	594	100.0%

Table S14.2) **What is your gender?**

	Count	Column Percent
Male	576	96.6%
Female	20	3.4%
Total	596	100.0%

Table S14.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	33	5.6%
\$20,000 to \$29,999	21	3.5%
\$30,000 to \$39,999	31	5.2%
\$40,000 to \$49,999	52	8.8%
\$50,000 to \$74,999	128	21.6%
\$75,000 to \$99,999	114	19.2%
\$100,000 to \$149,999	148	25.0%
\$150,000 to \$200,000	36	6.1%
More than \$200,000	30	5.1%
Total	593	100.0%

Table S14.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	6	1.0%
High school graduation	130	21.8%
Trade school, associates degree or similar	203	34.1%
Bachelors degree	166	27.9%
Masters degree	73	12.3%
Ph D and higher	17	2.9%
Total	595	100.0%

Table S14.5) In which region do you live?

	Count	Column Percent
Northeast	104	17.5%
Midwest	135	22.7%
South	229	38.6%
West	120	20.2%
Canada	6	1.0%
Total	594	100.0%

Introduction to Shooting

Table S14.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	341	55.3%
11 to 17 years old	187	30.3%
18 to 24 years old	44	7.1%
25 to 34 years old	15	2.4%
35 to 44 years old	11	1.8%
45 to 54 years old	11	1.8%
55 to 64 years old	5	0.8%
65 years and older	3	0.5%
Total	617	100.0%

Table S14.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	109	17.7%
Blackpowder or muzzleloader	3	0.5%
Compound bow	2	0.3%
Crossbow	2	0.3%
MSR	8	1.3%
Revolver	54	8.8%
Shotgun	99	16.0%
semi-automatic handgun	64	10.4%
Traditional bow	9	1.5%
Traditional rifle (Centerfire)	50	8.1%
Traditional rifle (Rimfire)	217	35.2%
Other	0	0.0%
Total	617	100.0%

Table S14.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.2%
Benchrest	10	1.6%
Cowboy action	2	0.3%
IPSC	1	0.2%
Long range	5	0.8%
NRA high power	2	0.3%
Pattern shotgun	8	1.3%
Plinking or informal target shooting	485	79.0%
Silhouette	11	1.8%
Skeet	4	0.7%
Sporting clays	11	1.8%
Tactical	1	0.2%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	14	2.3%
Trap	7	1.1%
Target archery	9	1.5%
Field archery	2	0.3%
Other Please describe:	40	6.5%
Total	614	100.0%

Table S14.9) Who took you shooting for the first time?

	Count	Column Percent
Father	351	58.1%
Friend	85	14.1%
Grandparent	54	8.9%
Aunt / Uncle	52	8.6%
Nobody / I shot alone when I first went shooting	44	7.3%
Sibling	27	4.5%
Camp / Summer camp	23	3.8%
Another relative	17	2.8%
Neighbor	15	2.5%
Military	14	2.3%
Mother	12	2.0%
Spouse	7	1.2%
Co-worker	6	1.0%
Other	3	0.5%
Guide / outfitter	0	0.0%
Total	604	100.0%

Table S14.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	414	69.5%
Spend time with family or friends who already shot	284	47.7%
It's relaxing / an escape	259	43.5%
Tradition / way of life	256	43.0%
Wanted to spend more time outdoors	213	35.7%
I wanted a challenge / adventure	201	33.7%
Protection / self defense	139	23.3%
Training for hunting	130	21.8%
Wanted to try a new sport	118	19.8%
To teach someone else / introduce my children or others to shooting	105	17.6%
Training (military, police, etc.)	88	14.8%
Media (television, magazines, movies)	25	4.2%
Other Please write in	6	1.0%
Total	596	100.0%

Table S14.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	130	21.1%
1 year	67	10.9%
2 - 5 years	168	27.2%
6 - 10 years	42	6.8%
More than 10 years	76	12.3%
I have only ever participated in [the shooting activity that I first participated in]	134	21.7%
Total	617	100.0%

Table S14.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	356	75.6%
3 Gun with a semi-automatic handgun	13	2.8%
Bowling pin with a semi-automatic handgun	38	8.1%
Bullseye with a semi-automatic handgun	97	20.6%
Cowboy action with a semi-automatic handgun	5	1.1%
IDPA with a semi-automatic handgun	31	6.6%
IPSC with a semi-automatic handgun	15	3.2%
Load Testing/Development with a semi-automatic handgun	54	11.5%
Sighting-in with a semi-automatic handgun	211	44.8%
Silhouette with a semi-automatic handgun	120	25.5%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	41	8.7%
Teaching/Informative with a semi-automatic handgun	117	24.8%
Testing (Ammo & firearm) with a semi-automatic handgun	151	32.1%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	137	29.1%
Other Please describe with a semi-automatic handgun	11	2.3%
Plinking or informal target shooting with a revolver	326	69.2%
3 Gun with a revolver	0	0.0%
Bowling pin with a revolver	19	4.0%
Bullseye with a revolver	66	14.0%
Cowboy action with a revolver	14	3.0%
IDPA with a revolver	1	0.2%
IPSC with a revolver	2	0.4%
Load Testing/Development with a revolver	45	9.6%
Sighting-in with a revolver	135	28.7%
Silhouette with a revolver	78	16.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	10	2.1%
Teaching/Informative with a revolver	69	14.6%
Testing (Ammo & firearm) with a revolver	112	23.8%
Training (Military, Defense, Law Enforcement) with a revolver	66	14.0%

Other Please describe with a revolver	8	1.7%
Plinking or informal target shooting with a traditional rimfire rifle	380	80.7%
3 Gun with a traditional rimfire rifle	2	0.4%
Benchrest with a traditional rimfire rifle	100	21.2%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	28	5.9%
Long range with a traditional rimfire rifle	66	14.0%
NRA high power with a traditional rimfire rifle	5	1.1%
Schuetzen with a traditional rimfire rifle	1	0.2%
Sighting-in rifle with a traditional rimfire rifle	232	49.3%
Silhouette with a traditional rimfire rifle	75	15.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	17	3.6%
Tactical with a traditional rimfire rifle	14	3.0%
Teaching/Informative with a traditional rimfire rifle	102	21.7%
Three (3) position with a traditional rimfire rifle	27	5.7%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	37	7.9%
Other Please describe with a traditional rimfire rifle	22	4.7%
Plinking or informal target shooting with a traditional centerfire rifle	326	69.2%
3 Gun with a traditional centerfire rifle	2	0.4%
Benchrest with a traditional centerfire rifle	139	29.5%
Cowboy action with a traditional centerfire rifle	5	1.1%
Load Testing/Development with a traditional centerfire rifle	86	18.3%
Long range with a traditional centerfire rifle	140	29.7%
NRA high power with a traditional centerfire rifle	6	1.3%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	271	57.5%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	80	17.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	14	3.0%
Tactical with a traditional centerfire rifle	42	8.9%
Teaching/Informative with a traditional centerfire rifle	93	19.7%
Three (3) position with a traditional centerfire rifle	28	5.9%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	82	17.4%
Other Please describe with a traditional centerfire rifle	21	4.5%
Plinking or informal target shooting with an MSR	275	58.4%
3 Gun with an MSR	15	3.2%
Benchrest with an MSR	97	20.6%
Cowboy action with an MSR	0	0.0%
Load Testing/Development with an MSR	50	10.6%
Long range with an MSR	83	17.6%
NRA high power with an MSR	11	2.3%

Schuetzen with an MSR	1	0.2%
Sighting-in rifle with an MSR	207	43.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	53	11.3%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	19	4.0%
Tactical with an MSR	78	16.6%
Teaching/Informative with an MSR	77	16.3%
Three (3) position with an MSR	24	5.1%
Training (Military, Defense, Law Enforcement) with an MSR	105	22.3%
Other Please describe with an MSR	3	0.6%
Informal (backyard, testing) with a shotgun	281	59.7%
3 Gun with a shotgun	14	3.0%
5 Stand with a shotgun	22	4.7%
Cowboy Action with a shotgun	4	0.8%
Dog training with a shotgun	25	5.3%
Other with a shotgun	7	1.5%
Pattern shotgun with a shotgun	139	29.5%
Sighting-In with a shotgun	143	30.4%
Skeet with a shotgun	160	34.0%
Sporting clays with a shotgun	196	41.6%
Teaching/Informative with a shotgun	64	13.6%
Test reload with a shotgun	24	5.1%
Training (Military, Defense, Law Enforcement) with a shotgun	57	12.1%
Trap with a shotgun	0	0.0%
Wobble Trap with a shotgun	8	1.7%
Other Please describe with a shotgun	17	3.6%
Total	471	100.0%

Current Recreational Shooting Activities

Table S14.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	366	77.1%
Traditional Rimfire Rifle	332	69.9%
Traditional Centerfire Rifle	326	68.6%
Shotgun	300	63.2%
Revolver	271	57.1%
MSR	217	45.7%
Traditional or Compound Bow	118	24.8%
Muzzleloader	75	15.8%
Crossbow	48	10.1%
None of the Above	18	3.8%
Total	475	100.0%

Table S14.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	316	66.1%
Plinking or informal target shooting with a traditional rimfire rifle	300	62.8%
Plinking or informal target shooting with a traditional centerfire rifle	263	55.0%
Plinking or informal target shooting with a Revolver	238	49.8%
Sighting-in rifle with a traditional centerfire rifle	218	45.6%
Informal (backyard or testing) with a Shotgun	204	42.7%
Sighting-in with a semi-automatic Handgun	188	39.3%
Sighting-in rifle with a traditional rimfire rifle	186	38.9%
Plinking or informal target shooting with a MSR	181	37.9%
Sporting clays with a Shotgun	133	27.8%
Sighting-in rifle with a MSR	129	27.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	122	25.5%
Target shooting with a traditional or compound bow	118	24.7%
Benchrest with a traditional centerfire rifle	116	24.3%
Long range with a traditional centerfire rifle	113	23.6%
Pattern shotgun	109	22.8%
Sighting-In with a Shotgun	102	21.3%
Sighting-in with a Revolver	101	21.1%
Teaching/Informative with a semi-automatic Handgun	97	20.3%
Silhouette with a semi-automatic Handgun	89	18.6%
Skeet with a Shotgun	83	17.4%
Bullseye with a semi-automatic Handgun	80	16.7%
Target shooting with a muzzleloader	75	15.7%

Benchrest with a traditional rimfire rifle	74	15.5%
Testing (Ammo & firearm) with a Revolver	71	14.9%
Target shooting with an air rifle at a range	71	14.9%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	66	13.8%
Teaching/Informative with a traditional rimfire rifle	66	13.8%
Teaching/Informative with a traditional centerfire rifle	59	12.3%
Load Testing/Development with a traditional centerfire rifle	58	12.1%
Benchrest with a MSR	53	11.1%
Silhouette with a traditional centerfire rifle	50	10.5%
Teaching/Informative with a MSR	48	10.0%
Target shooting with a crossbow	48	10.0%
Silhouette with a Revolver	46	9.6%
Teaching/Informative with a Revolver	46	9.6%
Training (Military / Defense / Law Enforcement) with a MSR	44	9.2%
Bullseye with a Revolver	44	9.2%
Silhouette with a traditional rimfire rifle	43	9.0%
Tactical with a MSR	41	8.6%
Long range with a traditional rimfire rifle	41	8.6%
Teaching/Informative with a Shotgun	40	8.4%
Load Testing/Development with a semi-automatic Handgun	38	7.9%
Long range with a MSR	34	7.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	32	6.7%
Load Testing/Development with a Revolver	31	6.5%
Load Testing/Development with a MSR	27	5.6%
Silhouette with a MSR	25	5.2%
Bowling pin with a semi-automatic Handgun	23	4.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	22	4.6%
Steel Challenge with a semi-automatic Handgun	22	4.6%
Tactical with a traditional centerfire rifle	21	4.4%
IDPA with a semi-automatic Handgun	20	4.2%
Training (Military / Defense / Law Enforcement) with a Revolver	18	3.8%
None of the above	18	3.8%
Load Testing/Development with a traditional rimfire rifle	16	3.3%
5 Stand with a Shotgun	14	2.9%
Dog training with a shotgun	13	2.7%
Three (3) position with a traditional centerfire rifle	12	2.5%
3 Gun with a semi-automatic Handgun	12	2.5%
Steel Challenge with a traditional rimfire rifle	12	2.5%
Three (3) position with a traditional rimfire rifle	12	2.5%
3 Gun with a Shotgun	11	2.3%
3 Gun with a MSR	11	2.3%

IPSC with a semi-automatic Handgun	11	2.3%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	11	2.3%
Test reload with a Shotgun	10	2.1%
Steel Challenge with a MSR	10	2.1%
Three (3) position with a MSR	9	1.9%
Bowling pin with a Revolver	9	1.9%
Cowboy action with a Revolver	9	1.9%
Steel Challenge with a traditional centerfire rifle	8	1.7%
NRA high power with a MSR	6	1.3%
Tactical with a traditional rimfire rifle	6	1.3%
Wobble Trap with a Shotgun	5	1.0%
Steel Challenge with a Revolver	5	1.0%
Cowboy Action with a Shotgun	4	0.8%
Cowboy action with a traditional centerfire rifle	4	0.8%
NRA high power with a traditional centerfire rifle	3	0.6%
Cowboy action with a semi-automatic Handgun	2	0.4%
NRA high power with a traditional rimfire rifle	2	0.4%
3 Gun with a traditional centerfire rifle	1	0.2%
3 Gun with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Trap with a Shotgun	0	0.0%
Schuetzen with a traditional centerfire rifle	0	0.0%
Cowboy action with a MSR	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
Cowboy action with a traditional rimfire rifle	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	478	100.0%

Table S14.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	41	12.3%
Revolver	89	26.8%
Traditional Rimfire Rifle	79	23.8%
Traditional Centerfire Rifle	59	17.8%
MSR	98	29.5%
Shotgun	70	21.1%
Air Rifle	113	34.0%
Traditional or Compound Bow	116	34.9%
Crossbow	33	9.9%
Muzzleloader	64	19.3%
Total	332	100.0%

Table S14.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	77	18.6%
3 Gun with a Shotgun	3	0.7%
5 Stand with a Shotgun	8	1.9%
Cowboy Action with a Shotgun	0	0.0%
Sighting-In with a Shotgun	41	9.9%
Skeet with a Shotgun	77	18.6%
Sporting clays with a Shotgun	63	15.2%
Teaching/Informative with a Shotgun	24	5.8%
Test reload with a Shotgun	14	3.4%
Training (Military / Defense / Law Enforcement) with a Shotgun	25	6.0%
Trap with a Shotgun	0	0.0%
Wobble Trap with a Shotgun	3	0.7%
Plinking or informal target shooting with a traditional centerfire rifle	63	15.2%
3 Gun with a traditional centerfire rifle	1	0.2%
Benchrest with a traditional centerfire rifle	23	5.6%
Cowboy action with a traditional centerfire rifle	1	0.2%
Load Testing/Development with a traditional centerfire rifle	28	6.8%
Long range with a traditional centerfire rifle	27	6.5%
NRA high power with a traditional centerfire rifle	3	0.7%
Schuetzen with a traditional centerfire rifle	1	0.2%
Sighting-in rifle with a traditional centerfire rifle	53	12.8%
Silhouette with a traditional centerfire rifle	30	7.2%
Steel Challenge with a traditional centerfire rifle	6	1.4%
Tactical with a traditional centerfire rifle	21	5.1%
Teaching/Informative with a traditional centerfire rifle	34	8.2%
Three (3) position with a traditional centerfire rifle	16	3.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	60	14.5%
Plinking or informal target shooting with a MSR	94	22.7%

3 Gun with a MSR	4	1.0%
Benchrest with a MSR	44	10.6%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	23	5.6%
Long range with a MSR	49	11.8%
NRA high power with a MSR	5	1.2%
Schuetzen with a MSR	1	0.2%
Sighting-in rifle with a MSR	78	18.8%
Silhouette with a MSR	28	6.8%
Steel Challenge with a MSR	9	2.2%
Tactical with a MSR	37	8.9%
Teaching/Informative with a MSR	29	7.0%
Three (3) position with a MSR	15	3.6%
Training (Military / Defense / Law Enforcement) with a MSR	61	14.7%
Plinking or informal target shooting with a semi-automatic Handgun	40	9.7%
3 Gun with a semi-automatic Handgun	1	0.2%
Bowling pin with a semi-automatic Handgun	15	3.6%
Bullseye with a semi-automatic Handgun	17	4.1%
Cowboy action with a semi-automatic Handgun	3	0.7%
IDPA with a semi-automatic Handgun	11	2.7%
IPSC with a semi-automatic Handgun	4	1.0%
Load Testing/Development with a semi-automatic Handgun	16	3.9%
Sighting-in with a semi-automatic Handgun	23	5.6%
Silhouette with a semi-automatic Handgun	31	7.5%
Steel Challenge with a semi-automatic Handgun	19	4.6%
Teaching/Informative with a semi-automatic Handgun	20	4.8%
Testing (Ammo & firearm) with a semi-automatic Handgun	29	7.0%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	68	16.4%
Plinking or informal target shooting with a Revolver	88	21.3%
3 Gun with a Revolver	18	4.3%
Bowling pin with a Revolver	10	2.4%
Bullseye with a Revolver	22	5.3%
Cowboy action with a Revolver	5	1.2%
IDPA with a Revolver	1	0.2%
IPSC with a Revolver	1	0.2%
Load Testing/Development with a Revolver	14	3.4%
Sighting-in with a Revolver	34	8.2%
Silhouette with a Revolver	32	7.7%
Steel Challenge with a Revolver	5	1.2%
Teaching/Informative with a Revolver	23	5.6%
Testing (Ammo & firearm) with a Revolver	41	9.9%
Training (Military / Defense / Law Enforcement) with a Revolver	47	11.4%
Dog training with a shotgun	12	2.9%
Target shooting with a traditional or compound bow	116	28.0%
Target shooting with a crossbow	33	8.0%
Target shooting with a muzzleloader	64	15.5%
Plinking or informal target shooting with a traditional rimfire rifle	80	19.3%

3 Gun with a traditional rimfire rifle	1	0.2%
Benchrest with a traditional rimfire rifle	26	6.3%
Cowboy action with a traditional rimfire rifle	1	0.2%
Load Testing/Development with a traditional rimfire rifle	12	2.9%
Long range with a traditional rimfire rifle	25	6.0%
NRA high power with a traditional rimfire rifle	3	0.7%
Schuetzen with a traditional rimfire rifle	1	0.2%
Sighting-in rifle with a traditional rimfire rifle	46	11.1%
Target shooting with an air rifle at a range	113	27.3%
Silhouette with a traditional rimfire rifle	32	7.7%
Pattern shotgun	30	7.2%
Steel Challenge with a traditional rimfire rifle	5	1.2%
Tactical with a traditional rimfire rifle	8	1.9%
Teaching/Informative with a traditional rimfire rifle	36	8.7%
Three (3) position with a traditional rimfire rifle	15	3.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	26	6.3%
Total	414	100.0%

Current Hunting Activities

Table S14.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	267	88.7%
Shotgun	256	85.0%
Traditional bow/compound bow	145	48.2%
MSR	120	39.9%
Muzzleloader	108	35.9%
Handgun	86	28.6%
Crossbow	56	18.6%
Other	3	1.0%
Total	301	100.0%

Table S14.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	53	18.9%
Deer	242	86.4%
Elk	53	18.9%
Other big game	21	7.5%
Others	4	1.4%
Predators	99	35.4%
Small game	147	52.5%
Turkey	168	60.0%
Upland game birds	124	44.3%
Waterfowl	86	30.7%
Wild pig / feral hog	59	21.1%
Total	280	100.0%

Shotgun Activity Interest

Table S14.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	100	46.7%
These activities are not offered at ranges in my area	61	28.5%
I don't have anybody to go with	58	27.1%
I don't know how to get started	58	27.1%
Too expensive	40	18.7%
Other Please describe	9	4.2%
Medical reason / disability	8	3.7%
I do not own / have access to this firearm	3	1.4%
Total	214	100.0%

Table S14.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	33	35.1%
I don't own or have access to the proper equipment	27	28.7%
I don't have anybody to go with	14	14.9%
These activities are not offered at ranges in my area	14	14.9%
I don't know how to get started	14	14.9%
Too expensive	7	7.4%
Other Please describe	5	5.3%
Medical reason / disability	3	3.2%
Total	94	100.0%

Influential Media and Individuals

Table S14.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	212	44.6%
Father	139	29.3%
Self / nobody else	89	18.7%
Co-worker	45	9.5%
Aunt / Uncle	44	9.3%
Sibling	35	7.4%
Grandparent	33	6.9%
Another relative	32	6.7%
Military	30	6.3%
Neighbor	16	3.4%
Other, please specify	14	2.9%
Spouse	13	2.7%
Children / grandchildren	9	1.9%
Guide / outfitter	8	1.7%
Mother	4	0.8%
Total	475	100.0%

Table S14.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	204	44.1%
Online videos	164	35.4%
Magazines and Books	148	32.0%
Local clubs or social organizations	97	21.0%
National sportsmen's conservation organizations	97	21.0%
Hunter education programs	59	12.7%
Retailers	44	9.5%
State wildlife management agencies	42	9.1%
Seminars	26	5.6%
Other, please specify	18	3.9%
Total	463	100.0%

Table S14.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
How-to videos	111	68.5%
Professionals hunting/fishing/shooting	111	68.5%
Product reviews	104	64.2%
Non-professionals (home videos) hunting/fishing/shooting	91	56.2%
TV programs (complete or partial episodes)	72	44.4%
Competitions	68	42.0%
Informational/political/talk show style	22	13.6%
Fish and Wildlife agency produced videos	21	13.0%
Comedy/blooper videos	8	4.9%
Other	6	3.7%
Total	162	100.0%

Table S14.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	19	9.3%
Animal Planet	7	3.4%
Comcast SportsNet	3	1.5%
Discovery Channel	49	24.0%
ESPN/ESPN 2	10	4.9%
History Channel	59	28.9%
Military Channel	58	28.4%
National Geographic	23	11.3%
NBC Sports	6	2.9%
Outdoor Channel	166	81.4%
Pursuit Channel	54	26.5%
Sportsman Channel	130	63.7%
Sunshine Network / SUN Sports	4	2.0%
WildTV	7	3.4%
World Fishing Network	7	3.4%
Other national network	8	3.9%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	53	26.0%
I watched hunting/fishing TV, but don't remember the channel	31	15.2%
Total	204	100.0%

Table S14.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	291	48.4%
Programming offered by outdoor retailers	211	35.1%
An invitation from a friend / family member	186	30.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	182	30.3%
YouTube videos	178	29.6%
Books / magazines	155	25.8%
Membership in a non-profit organization	148	24.6%
Online forums / blogs	94	15.6%
Other Please describe	40	6.7%
None of the above	19	3.2%
Total	601	100.0%

Table S14.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	65	31.4%	51	28.7%	37	25.7%	55	31.4%
Google+	42	20.3%	40	22.5%	27	18.8%	37	21.1%
Twitter	11	5.3%	9	5.1%	7	4.9%	11	6.3%
Pinterest	16	7.7%	13	7.3%	12	8.3%	14	8.0%
Magazines	132	63.8%	114	64.0%	103	71.5%	96	54.9%
Instagram	25	12.1%	24	13.5%	19	13.2%	21	12.0%
YouTube	134	64.7%	114	64.0%	85	59.0%	152	86.9%
Television programs	96	46.4%	71	39.9%	56	38.9%	72	41.1%
Online Forums	81	39.1%	71	39.9%	59	41.0%	90	51.4%
Newsletter from hunting / wildlife groups or organizations	53	25.6%	54	30.3%	47	32.6%	35	20.0%
Fish / Wildlife Agency for My State of Residence	53	25.6%	66	37.1%	43	29.9%	31	17.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	29	14.0%	42	23.6%	34	23.6%	20	11.4%
Other	7	3.4%	7	3.9%	4	2.8%	8	4.6%
None of The Above	7	3.4%	5	2.8%	7	4.9%	5	2.9%
Total	207	100.0%	178	100.0%	144	100.0%	175	100.0%

Table S14.26) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	77	27.2%	30	19.7%	26	28.0%	54	29.8%
	Google+	51	18.0%	41	27.0%	20	21.5%	34	18.8%
	Twitter	15	5.3%	7	4.6%	7	7.5%	8	4.4%
	Pinterest	17	6.0%	12	7.9%	8	8.6%	10	5.5%
	Magazines	174	61.5%	116	76.3%	51	54.8%	107	59.1%
	Instagram	27	9.5%	19	12.5%	12	12.9%	25	13.8%
	YouTube	183	64.7%	109	71.7%	74	79.6%	98	54.1%
	Television programs	108	38.2%	75	49.3%	42	45.2%	65	35.9%
	Online Forums	118	41.7%	74	48.7%	69	74.2%	52	28.7%
	Newsletter from hunting / wildlife groups or organizations	58	20.5%	39	25.7%	24	25.8%	43	23.8%
	Fish / Wildlife Agency for My State of Residence	55	19.4%	30	19.7%	18	19.4%	48	26.5%
	Fish / Wildlife Agency for A State Other Than My State of Residence	35	12.4%	21	13.8%	8	8.6%	24	13.3%
	Other	8	2.8%	6	3.9%	5	5.4%	3	1.7%
	None of The Above	15	5.3%	2	1.3%	1	1.1%	17	9.4%
Total		283	100.0%	152	100.0%	93	100.0%	181	100.0%

Wobble Trap with a Shotgun

This section includes those who are interested in shooting wobble trap with a shotgun. This includes both those who currently shoot with a shotgun, and those who have not shot with this firearm within the past 3 years.

Demographic Information

Table S15.1) **What is your current age?**

	Count	Column Percent
18 to 24	17	3.3%
25 to 34	64	12.5%
35 to 44	79	15.4%
45 to 54	131	25.5%
55 to 64	127	24.7%
65 and older	96	18.7%
Total	514	100.0%

Table S15.2) **What is your gender?**

	Count	Column Percent
Male	501	97.3%
Female	14	2.7%
Total	515	100.0%

Table S15.3) **What is your Household Income?**

	Count	Column Percent
Less than \$20,000	24	4.7%
\$20,000 to \$29,999	19	3.7%
\$30,000 to \$39,999	25	4.9%
\$40,000 to \$49,999	42	8.2%
\$50,000 to \$74,999	100	19.5%
\$75,000 to \$99,999	112	21.8%
\$100,000 to \$149,999	121	23.6%
\$150,000 to \$200,000	39	7.6%
More than \$200,000	31	6.0%
Total	513	100.0%

Table S15.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	5	1.0%
High school graduation	111	21.6%
Trade school, associates degree or similar	177	34.4%
Bachelors degree	150	29.2%
Masters degree	53	10.3%
Ph D and higher	18	3.5%
Total	514	100.0%

Table S15.5) In which region do you live?

	Count	Column Percent
Northeast	75	14.6%
Midwest	162	31.5%
South	177	34.4%
West	94	18.3%
Canada	6	1.2%
Total	514	100.0%

Introduction to Shooting

Table S15.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	361	67.6%
11 to 17 years old	119	22.3%
18 to 24 years old	32	6.0%
25 to 34 years old	9	1.7%
35 to 44 years old	5	0.9%
45 to 54 years old	4	0.7%
55 to 64 years old	4	0.7%
65 years and older	0	0.0%
Total	534	100.0%

Table S15.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	131	24.5%
Blackpowder or muzzleloader	3	0.6%
Compound bow	2	0.4%
Crossbow	1	0.2%
MSR	3	0.6%
Revolver	41	7.7%
Shotgun	90	16.9%
semi-automatic handgun	31	5.8%
Traditional bow	8	1.5%
Traditional rifle (Centerfire)	26	4.9%
Traditional rifle (Rimfire)	198	37.1%
Other	0	0.0%
Total	534	100.0%

Table S15.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	1	0.2%
Benchrest	7	1.3%
Cowboy action	3	0.6%
Pattern shotgun	7	1.3%
Plinking or informal target shooting	432	81.1%
Silhouette	4	0.8%
Skeet	10	1.9%
Sporting clays	7	1.3%
Test reload	1	0.2%
Training (Military, Defense, Law Enforcement)	4	0.8%
Trap	11	2.1%
Target archery	8	1.5%
Field archery	1	0.2%
3D archery	1	0.2%
Other Please describe:	36	6.8%
Total	533	100.0%

Table S15.9) Who took you shooting for the first time?

	Count	Column Percent
Father	351	66.9%
Friend	64	12.2%
Grandparent	63	12.0%
Aunt / Uncle	51	9.7%
Nobody / I shot alone when I first went shooting	25	4.8%
Sibling	22	4.2%
Camp / Summer camp	16	3.0%
Mother	15	2.9%
Neighbor	15	2.9%
Another relative	15	2.9%
Military	8	1.5%
Spouse	4	0.8%
Co-worker	3	0.6%
Other	2	0.4%
Guide / outfitter	0	0.0%
Total	525	100.0%

Table S15.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	364	69.6%
Spend time with family or friends who already shot	301	57.6%
Tradition / way of life	283	54.1%
It's relaxing / an escape	256	48.9%
Wanted to spend more time outdoors	227	43.4%
I wanted a challenge / adventure	191	36.5%
Training for hunting	143	27.3%
Wanted to try a new sport	122	23.3%
To teach someone else / introduce my children or others to shooting	107	20.5%
Protection / self defense	104	19.9%
Training (military, police, etc.)	63	12.0%
Media (television, magazines, movies)	18	3.4%
Other Please write in	6	1.1%
Total	523	100.0%

Table S15.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	132	24.7%
1 year	74	13.9%
2 - 5 years	179	33.5%
6 - 10 years	39	7.3%
More than 10 years	55	10.3%
I have only ever participated in [the shooting activity that I first participated in]	55	10.3%
Total	534	100.0%

Table S15.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	398	84.1%
3 Gun with a semi-automatic handgun	16	3.4%
Bowling pin with a semi-automatic handgun	51	10.8%
Bullseye with a semi-automatic handgun	118	24.9%
Cowboy action with a semi-automatic handgun	15	3.2%
IDPA with a semi-automatic handgun	30	6.3%
IPSC with a semi-automatic handgun	19	4.0%
Load Testing/Development with a semi-automatic handgun	84	17.8%
Sighting-in with a semi-automatic handgun	261	55.2%
Silhouette with a semi-automatic handgun	140	29.6%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	48	10.1%
Teaching/Informative with a semi-automatic handgun	135	28.5%
Testing (Ammo & firearm) with a semi-automatic handgun	175	37.0%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	128	27.1%
Other Please describe with a semi-automatic handgun	11	2.3%
Plinking or informal target shooting with a revolver	379	80.1%
3 Gun with a revolver	2	0.4%
Bowling pin with a revolver	37	7.8%
Bullseye with a revolver	96	20.3%
Cowboy action with a revolver	30	6.3%
IDPA with a revolver	4	0.8%
IPSC with a revolver	5	1.1%
Load Testing/Development with a revolver	78	16.5%
Sighting-in with a revolver	194	41.0%
Silhouette with a revolver	100	21.1%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	18	3.8%
Teaching/Informative with a revolver	108	22.8%
Testing (Ammo & firearm) with a revolver	152	32.1%
Training (Military, Defense, Law Enforcement) with a revolver	67	14.2%

Other Please describe with a revolver	9	1.9%
Plinking or informal target shooting with a traditional rimfire rifle	419	88.6%
3 Gun with a traditional rimfire rifle	4	0.8%
Benchrest with a traditional rimfire rifle	143	30.2%
Cowboy action with a traditional rimfire rifle	4	0.8%
Load Testing/Development with a traditional rimfire rifle	69	14.6%
Long range with a traditional rimfire rifle	117	24.7%
NRA high power with a traditional rimfire rifle	6	1.3%
Schuetzen with a traditional rimfire rifle	3	0.6%
Sighting-in rifle with a traditional rimfire rifle	302	63.8%
Silhouette with a traditional rimfire rifle	109	23.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	28	5.9%
Tactical with a traditional rimfire rifle	30	6.3%
Teaching/Informative with a traditional rimfire rifle	166	35.1%
Three (3) position with a traditional rimfire rifle	49	10.4%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	58	12.3%
Other Please describe with a traditional rimfire rifle	21	4.4%
Plinking or informal target shooting with a traditional centerfire rifle	377	79.7%
3 Gun with a traditional centerfire rifle	7	1.5%
Benchrest with a traditional centerfire rifle	189	40.0%
Cowboy action with a traditional centerfire rifle	13	2.7%
Load Testing/Development with a traditional centerfire rifle	148	31.3%
Long range with a traditional centerfire rifle	195	41.2%
NRA high power with a traditional centerfire rifle	19	4.0%
Schuetzen with a traditional centerfire rifle	5	1.1%
Sighting-in rifle with a traditional centerfire rifle	332	70.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	101	21.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	27	5.7%
Tactical with a traditional centerfire rifle	55	11.6%
Teaching/Informative with a traditional centerfire rifle	145	30.7%
Three (3) position with a traditional centerfire rifle	44	9.3%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	85	18.0%
Other Please describe with a traditional centerfire rifle	20	4.2%
Plinking or informal target shooting with an MSR	306	64.7%
3 Gun with an MSR	15	3.2%
Benchrest with an MSR	102	21.6%
Cowboy action with an MSR	1	0.2%
Load Testing/Development with an MSR	86	18.2%
Long range with an MSR	109	23.0%
NRA high power with an MSR	10	2.1%

Schuetzen with an MSR	2	0.4%
Sighting-in rifle with an MSR	220	46.5%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	72	15.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	35	7.4%
Tactical with an MSR	83	17.5%
Teaching/Informative with an MSR	113	23.9%
Three (3) position with an MSR	42	8.9%
Training (Military, Defense, Law Enforcement) with an MSR	98	20.7%
Other Please describe with an MSR	8	1.7%
Informal (backyard, testing) with a shotgun	345	72.9%
3 Gun with a shotgun	16	3.4%
5 Stand with a shotgun	79	16.7%
Cowboy Action with a shotgun	13	2.7%
Dog training with a shotgun	95	20.1%
Other with a shotgun	5	1.1%
Pattern shotgun with a shotgun	282	59.6%
Sighting-In with a shotgun	208	44.0%
Skeet with a shotgun	315	66.6%
Sporting clays with a shotgun	331	70.0%
Teaching/Informative with a shotgun	138	29.2%
Test reload with a shotgun	97	20.5%
Training (Military, Defense, Law Enforcement) with a shotgun	65	13.7%
Trap with a shotgun	311	65.8%
Wobble Trap with a shotgun	0	0.0%
Other Please describe with a shotgun	17	3.6%
Total	473	100.0%

Current Recreational Shooting Activities

Table S15.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Shotgun	409	85.9%
Semi-Automatic Handgun	384	80.7%
Traditional Centerfire Rifle	372	78.2%
Traditional Rimfire Rifle	354	74.4%
Revolver	320	67.2%
MSR	230	48.3%
Traditional or Compound Bow	156	32.8%
Muzzleloader	120	25.2%
Crossbow	71	14.9%
None of the Above	7	1.5%
Total	476	100.0%

Table S15.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic Handgun	356	74.6%
Plinking or informal target shooting with a traditional rimfire rifle	323	67.7%
Plinking or informal target shooting with a traditional centerfire rifle	310	65.0%
Informal (backyard or testing) with a Shotgun	282	59.1%
Plinking or informal target shooting with a Revolver	282	59.1%
Sighting-in rifle with a traditional centerfire rifle	278	58.3%
Sporting clays with a Shotgun	239	50.1%
Sighting-in rifle with a traditional rimfire rifle	234	49.1%
Sighting-in with a semi-automatic Handgun	229	48.0%
Pattern shotgun	222	46.5%
Skeet with a Shotgun	221	46.3%
Trap with a Shotgun	220	46.1%
Plinking or informal target shooting with a MSR	204	42.8%
Sighting-In with a Shotgun	159	33.3%
Benchrest with a traditional centerfire rifle	159	33.3%
Target shooting with a traditional or compound bow	156	32.7%
Long range with a traditional centerfire rifle	150	31.4%
Sighting-in with a Revolver	149	31.2%
Sighting-in rifle with a MSR	143	30.0%
Testing (Ammo & firearm) with a semi-automatic Handgun	142	29.8%
Target shooting with a muzzleloader	120	25.2%
Teaching/Informative with a semi-automatic Handgun	115	24.1%
Teaching/Informative with a traditional rimfire rifle	114	23.9%

Load Testing/Development with a traditional centerfire rifle	109	22.9%
Bullseye with a semi-automatic Handgun	104	21.8%
Silhouette with a semi-automatic Handgun	102	21.4%
Testing (Ammo & firearm) with a Revolver	102	21.4%
Benchrest with a traditional rimfire rifle	98	20.5%
Teaching/Informative with a Shotgun	97	20.3%
Teaching/Informative with a traditional centerfire rifle	96	20.1%
Target shooting with an air rifle at a range	86	18.0%
Teaching/Informative with a Revolver	79	16.6%
Bullseye with a Revolver	74	15.5%
Target shooting with a crossbow	71	14.9%
Long range with a traditional rimfire rifle	71	14.9%
Test reload with a Shotgun	67	14.0%
Load Testing/Development with a semi-automatic Handgun	67	14.0%
Benchrest with a MSR	65	13.6%
Long range with a MSR	64	13.4%
Teaching/Informative with a MSR	63	13.2%
Silhouette with a traditional rimfire rifle	59	12.4%
Silhouette with a traditional centerfire rifle	58	12.2%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	56	11.7%
Load Testing/Development with a Revolver	56	11.7%
Dog training with a shotgun	56	11.7%
Silhouette with a Revolver	55	11.5%
Load Testing/Development with a MSR	54	11.3%
Tactical with a MSR	51	10.7%
5 Stand with a Shotgun	50	10.5%
Silhouette with a MSR	41	8.6%
Load Testing/Development with a traditional rimfire rifle	41	8.6%
Training (Military / Defense / Law Enforcement) with a MSR	36	7.5%
Bowling pin with a semi-automatic Handgun	32	6.7%
Steel Challenge with a semi-automatic Handgun	31	6.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	29	6.1%
Tactical with a traditional centerfire rifle	25	5.2%
Three (3) position with a MSR	23	4.8%
Three (3) position with a traditional centerfire rifle	20	4.2%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	19	4.0%
IDPA with a semi-automatic Handgun	19	4.0%
Bowling pin with a Revolver	19	4.0%
Cowboy action with a Revolver	19	4.0%
Training (Military / Defense / Law Enforcement) with a Revolver	19	4.0%
Steel Challenge with a MSR	18	3.8%

Steel Challenge with a traditional centerfire rifle	16	3.4%
Three (3) position with a traditional rimfire rifle	16	3.4%
Steel Challenge with a traditional rimfire rifle	15	3.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	15	3.1%
3 Gun with a semi-automatic Handgun	14	2.9%
Tactical with a traditional rimfire rifle	13	2.7%
Cowboy action with a traditional centerfire rifle	12	2.5%
3 Gun with a Shotgun	11	2.3%
3 Gun with a MSR	11	2.3%
Steel Challenge with a Revolver	11	2.3%
Cowboy Action with a Shotgun	9	1.9%
IPSC with a semi-automatic Handgun	7	1.5%
None of the above	7	1.5%
NRA high power with a traditional centerfire rifle	6	1.3%
Cowboy action with a semi-automatic Handgun	5	1.0%
Cowboy action with a traditional rimfire rifle	4	0.8%
NRA high power with a MSR	3	0.6%
NRA high power with a traditional rimfire rifle	2	0.4%
3 Gun with a traditional centerfire rifle	1	0.2%
Schuetzen with a traditional centerfire rifle	1	0.2%
Cowboy action with a MSR	1	0.2%
3 Gun with a Revolver	1	0.2%
3 Gun with a traditional rimfire rifle	1	0.2%
Wobble Trap with a Shotgun	0	0.0%
Schuetzen with a MSR	0	0.0%
IDPA with a Revolver	0	0.0%
IPSC with a Revolver	0	0.0%
Schuetzen with a traditional rimfire rifle	0	0.0%
Total	477	100.0%

Table S15.15) Lapsed firearms (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	38	11.2%
Revolver	79	23.3%
Traditional Rimfire Rifle	84	24.8%
Traditional Centerfire Rifle	49	14.5%
MSR	96	28.3%
Shotgun	36	10.6%
Air Rifle	131	38.6%
Traditional or Compound Bow	145	42.8%
Crossbow	54	15.9%
Muzzleloader	97	28.6%
Total	339	100.0%

Table S15.16) Lapsed recreational shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	63	14.7%
3 Gun with a Shotgun	5	1.2%
5 Stand with a Shotgun	29	6.8%
Cowboy Action with a Shotgun	4	0.9%
Sighting-In with a Shotgun	49	11.4%
Skeet with a Shotgun	94	22.0%
Sporting clays with a Shotgun	92	21.5%
Teaching/Informative with a Shotgun	41	9.6%
Test reload with a Shotgun	30	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	36	8.4%
Trap with a Shotgun	91	21.3%
Wobble Trap with a Shotgun	0	0.0%
Plinking or informal target shooting with a traditional centerfire rifle	67	15.7%
3 Gun with a traditional centerfire rifle	6	1.4%
Benchrest with a traditional centerfire rifle	30	7.0%
Cowboy action with a traditional centerfire rifle	1	0.2%
Load Testing/Development with a traditional centerfire rifle	39	9.1%
Long range with a traditional centerfire rifle	45	10.5%
NRA high power with a traditional centerfire rifle	13	3.0%
Schuetzen with a traditional centerfire rifle	4	0.9%
Sighting-in rifle with a traditional centerfire rifle	54	12.6%
Silhouette with a traditional centerfire rifle	43	10.0%
Steel Challenge with a traditional centerfire rifle	11	2.6%
Tactical with a traditional centerfire rifle	30	7.0%
Teaching/Informative with a traditional centerfire rifle	49	11.4%
Three (3) position with a traditional centerfire rifle	24	5.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	66	15.4%
Plinking or informal target shooting with a MSR	102	23.8%

3 Gun with a MSR	4	0.9%
Benchrest with a MSR	37	8.6%
Cowboy action with a MSR	0	0.0%
Load Testing/Development with a MSR	32	7.5%
Long range with a MSR	45	10.5%
NRA high power with a MSR	7	1.6%
Schuetzen with a MSR	2	0.5%
Sighting-in rifle with a MSR	77	18.0%
Silhouette with a MSR	31	7.2%
Steel Challenge with a MSR	17	4.0%
Tactical with a MSR	32	7.5%
Teaching/Informative with a MSR	50	11.7%
Three (3) position with a MSR	19	4.4%
Training (Military / Defense / Law Enforcement) with a MSR	62	14.5%
Plinking or informal target shooting with a semi-automatic Handgun	42	9.8%
3 Gun with a semi-automatic Handgun	2	0.5%
Bowling pin with a semi-automatic Handgun	19	4.4%
Bullseye with a semi-automatic Handgun	14	3.3%
Cowboy action with a semi-automatic Handgun	10	2.3%
IDPA with a semi-automatic Handgun	11	2.6%
IPSC with a semi-automatic Handgun	12	2.8%
Load Testing/Development with a semi-automatic Handgun	17	4.0%
Sighting-in with a semi-automatic Handgun	32	7.5%
Silhouette with a semi-automatic Handgun	38	8.9%
Steel Challenge with a semi-automatic Handgun	17	4.0%
Teaching/Informative with a semi-automatic Handgun	20	4.7%
Testing (Ammo & firearm) with a semi-automatic Handgun	33	7.7%
Training (Military / Defense / Law Enforcement) with a semi-automatic Handgun	69	16.1%
Plinking or informal target shooting with a Revolver	97	22.7%
3 Gun with a Revolver	36	8.4%
Bowling pin with a Revolver	18	4.2%
Bullseye with a Revolver	22	5.1%
Cowboy action with a Revolver	11	2.6%
IDPA with a Revolver	4	0.9%
IPSC with a Revolver	5	1.2%
Load Testing/Development with a Revolver	22	5.1%
Sighting-in with a Revolver	45	10.5%
Silhouette with a Revolver	45	10.5%
Steel Challenge with a Revolver	7	1.6%
Teaching/Informative with a Revolver	29	6.8%
Testing (Ammo & firearm) with a Revolver	50	11.7%
Training (Military / Defense / Law Enforcement) with a Revolver	47	11.0%
Dog training with a shotgun	39	9.1%
Target shooting with a traditional or compound bow	145	33.9%
Target shooting with a crossbow	54	12.6%
Target shooting with a muzzleloader	97	22.7%
Plinking or informal target shooting with a traditional rimfire rifle	96	22.4%

3 Gun with a traditional rimfire rifle	3	0.7%
Benchrest with a traditional rimfire rifle	45	10.5%
Cowboy action with a traditional rimfire rifle	0	0.0%
Load Testing/Development with a traditional rimfire rifle	28	6.5%
Long range with a traditional rimfire rifle	46	10.7%
NRA high power with a traditional rimfire rifle	4	0.9%
Schuetzen with a traditional rimfire rifle	5	1.2%
Sighting-in rifle with a traditional rimfire rifle	68	15.9%
Target shooting with an air rifle at a range	131	30.6%
Silhouette with a traditional rimfire rifle	50	11.7%
Pattern shotgun	60	14.0%
Steel Challenge with a traditional rimfire rifle	13	3.0%
Tactical with a traditional rimfire rifle	17	4.0%
Teaching/Informative with a traditional rimfire rifle	52	12.1%
Three (3) position with a traditional rimfire rifle	33	7.7%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	43	10.0%
Total	428	100.0%

Current Hunting Activities

Table S15.17) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Shotgun	351	92.4%
Traditional rifle (centerfire or rimfire)	333	87.6%
Traditional bow/compound bow	170	44.7%
MSR	146	38.4%
Muzzleloader	145	38.2%
Handgun	129	33.9%
Crossbow	63	16.6%
Other	9	2.4%
Total	380	100.0%

Table S15.18) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	58	16.0%
Deer	304	84.0%
Elk	64	17.7%
Other big game	26	7.2%
Others	11	3.0%
Predators	148	40.9%
Small game	213	58.8%
Turkey	227	62.7%
Upland game birds	225	62.2%
Waterfowl	152	42.0%
Wild pig / feral hog	81	22.4%
Total	362	100.0%

Shotgun Activity Interest

Table S15.19) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? *This question was presented to those who had shot with a shotgun within the past 3 years.*

	Count	Column Percent
Not enough time	108	45.0%
These activities are not offered at ranges in my area	80	33.3%
I don't know how to get started	72	30.0%
I don't have anybody to go with	61	25.4%
Too expensive	27	11.3%
Other Please describe	13	5.4%
Medical reason / disability	8	3.3%
I do not own / have access to this firearm	2	0.8%
Total	240	100.0%

Table S15.20) Why haven't you ever (or within the past 3 years) participated in [the activity you're interested in trying]? This question was presented to those who had not shot a shotgun within the past 3 years.

	Count	Column Percent
Not enough time	7	35.0%
I don't own or have access to the proper equipment	6	30.0%
These activities are not offered at ranges in my area	4	20.0%
I don't have anybody to go with	3	15.0%
Too expensive	3	15.0%
I don't know how to get started	3	15.0%
Other Please describe	2	10.0%
Medical reason / disability	0	0.0%
Total	20	100.0%

Influential Media and Individuals

Table S15.21) When it comes to individuals, who has had the most influence on you with regard to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Friend	220	46.5%
Father	188	39.7%
Self / nobody else	76	16.1%
Aunt / Uncle	58	12.3%
Grandparent	49	10.4%
Another relative	43	9.1%
Sibling	40	8.5%
Co-worker	36	7.6%
Military	25	5.3%
Spouse	17	3.6%
Neighbor	16	3.4%
Other, please specify	15	3.2%
Children / grandchildren	7	1.5%
Guide / outfitter	7	1.5%
Mother	6	1.3%
Total	473	100.0%

Table S15.22) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying new shooting activities or shooting with new firearms?

	Count	Column Percent
Television shows	214	45.7%
Magazines and Books	145	31.0%
Online videos	134	28.6%
National sportsmen's conservation organizations	122	26.1%
Local clubs or social organizations	110	23.5%
Hunter education programs	74	15.8%
State wildlife management agencies	63	13.5%
Retailers	47	10.0%
Seminars	24	5.1%
Other, please specify	15	3.2%
Total	468	100.0%

Table S15.23) Which type of online videos have you viewed with respect to influencing you to try targeting new shooting activities or shooting with new firearms? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	100	75.2%
How-to videos	92	69.2%
Product reviews	81	60.9%
Non-professionals (home videos) hunting/fishing/shooting	80	60.2%
Competitions	75	56.4%
TV programs (complete or partial episodes)	69	51.9%
Informational/political/talk show style	26	19.5%
Fish and Wildlife agency produced videos	24	18.0%
Comedy/blooper videos	17	12.8%
Other	5	3.8%
Total	133	100.0%

Table S15.24) Which television networks did you watch that influenced you to try new shooting activities or shooting with new firearms? (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	12	5.6%
Animal Planet	12	5.6%
Comcast SportsNet	2	0.9%
Discovery Channel	41	19.2%
ESPN/ESPN 2	13	6.1%
History Channel	67	31.3%
Military Channel	56	26.2%
National Geographic	20	9.3%
NBC Sports	9	4.2%
Outdoor Channel	176	82.2%
Pursuit Channel	63	29.4%
Sportsman Channel	138	64.5%
Sunshine Network / SUN Sports	3	1.4%
WildTV	9	4.2%
World Fishing Network	7	3.3%
Other national network	6	2.8%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	67	31.3%
I watched hunting/fishing TV, but don't remember the channel	45	21.0%
Total	214	100.0%

Table S15.25) Which of the following do you think would be useful to help you begin (or retry) different shooting activities?

	Count	Column Percent
Joining a local range	235	45.5%
An invitation from a friend / family member	192	37.2%
Programming offered by the Fish / Wildlife Agency for My State of Residence	180	34.9%
Programming offered by outdoor retailers	170	32.9%
Membership in a non-profit organization	144	27.9%
Books / magazines	144	27.9%
YouTube videos	140	27.1%
Online forums / blogs	91	17.6%
Other Please describe	43	8.3%
None of the above	18	3.5%
Total	516	100.0%

Table S15.26) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	51	30.2%	52	29.1%	43	30.1%	46	33.3%
Google+	29	17.2%	32	17.9%	26	18.2%	24	17.4%
Twitter	7	4.1%	3	1.7%	5	3.5%	6	4.3%
Pinterest	9	5.3%	10	5.6%	11	7.7%	10	7.2%
Magazines	105	62.1%	111	62.0%	87	60.8%	75	54.3%
Instagram	16	9.5%	19	10.6%	14	9.8%	16	11.6%
YouTube	82	48.5%	84	46.9%	67	46.9%	107	77.5%
Television programs	98	58.0%	89	49.7%	69	48.3%	67	48.6%
Online Forums	53	31.4%	60	33.5%	50	35.0%	67	48.6%
Newsletter from hunting / wildlife groups or organizations	54	32.0%	65	36.3%	49	34.3%	41	29.7%
Fish / Wildlife Agency for My State of Residence	71	42.0%	89	49.7%	57	39.9%	39	28.3%
Fish / Wildlife Agency for A State Other Than My State of Residence	37	21.9%	46	25.7%	35	24.5%	23	16.7%
Other	4	2.4%	5	2.8%	2	1.4%	3	2.2%
None of The Above	10	5.9%	11	6.1%	11	7.7%	6	4.3%
Total	169	100.0%	179	100.0%	143	100.0%	138	100.0%

Table S15.26) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	60	26.0%	31	21.7%	30	33.0%	53	27.9%
Google+	40	17.3%	28	19.6%	15	16.5%	36	18.9%
Twitter	10	4.3%	6	4.2%	4	4.4%	4	2.1%
Pinterest	13	5.6%	12	8.4%	7	7.7%	8	4.2%
Magazines	129	55.8%	113	79.0%	63	69.2%	105	55.3%
Instagram	17	7.4%	13	9.1%	7	7.7%	13	6.8%
YouTube	114	49.4%	80	55.9%	62	68.1%	93	48.9%
Television programs	102	44.2%	86	60.1%	52	57.1%	88	46.3%
Online Forums	80	34.6%	57	39.9%	63	69.2%	51	26.8%
Newsletter from hunting / wildlife groups or organizations	60	26.0%	52	36.4%	35	38.5%	54	28.4%
Fish / Wildlife Agency for My State of Residence	63	27.3%	46	32.2%	24	26.4%	58	30.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	24	10.4%	23	16.1%	10	11.0%	30	15.8%
Other	6	2.6%	6	4.2%	3	3.3%	3	1.6%
None of The Above	20	8.7%	3	2.1%	2	2.2%	19	10.0%
Total	231	100.0%	143	100.0%	91	100.0%	190	100.0%

Recreational Shooting with a Traditional or Compound Bow

This section includes only those responses from individuals who do not currently shoot with a traditional or compound bow, but would be interested in doing so.

- More than half (58.7%) of those interested in target shooting with a traditional or compound bow have gone hunting with a traditional or compound bow within the past 3 years (Table B.19).
- 61.1% of those who could be persuaded to try target shooting with a traditional or compound bow by joining a local range have used magazines within the past 3 months for recreational shooting entertainment or gathering information on shooting (Table B.27).

Demographic Information

Table B.1) What is your current age?

	Count	Column Percent
18 to 24	37	1.7%
25 to 34	262	12.0%
35 to 44	374	17.1%
45 to 54	542	24.8%
55 to 64	612	28.0%
65 and older	362	16.5%
Total	2,189	100.0%

Table B.2) What is your gender?

	Count	Column Percent
Male	2,123	96.8%
Female	71	3.2%
Total	2,194	100.0%

Table B.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	82	3.8%
\$20,000 to \$29,999	64	2.9%
\$30,000 to \$39,999	125	5.7%
\$40,000 to \$49,999	169	7.8%
\$50,000 to \$74,999	426	19.6%
\$75,000 to \$99,999	427	19.6%
\$100,000 to \$149,999	511	23.5%
\$150,000 to \$200,000	185	8.5%
More than \$200,000	189	8.7%
Total	2,178	100.0%

Table B.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	10	0.5%
High school graduation	436	19.9%
Trade school, associates degree or similar	720	32.8%
Bachelors degree	657	30.0%
Masters degree	273	12.5%
Ph D and higher	96	4.4%
Total	2,192	100.0%

Table B.5) **In which region do you live?**

	Count	Column Percent
Northeast	310	14.1%
Midwest	599	27.3%
South	773	35.3%
West	493	22.5%
Canada	17	0.8%
Total	2,192	100.0%

Introduction to Shooting

Table B.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	1,507	66.7%
11 to 17 years old	558	24.7%
18 to 24 years old	115	5.1%
25 to 34 years old	33	1.5%
35 to 44 years old	26	1.2%
45 to 54 years old	10	0.4%
55 to 64 years old	8	0.4%
65 years and older	3	0.1%
Total	2,260	100.0%

Table B.7) **What did you shoot with when you first went shooting?**

	Count	Column Percent
Air gun / air rifle	519	23.0%
Blackpowder or muzzleloader	10	0.4%
Compound bow	18	0.8%
Crossbow	2	0.1%
MSR	26	1.2%
Revolver	110	4.9%
Shotgun	440	19.5%
Semi-Automatic handgun	129	5.7%
Traditional bow	60	2.7%
Traditional rifle (Centerfire)	100	4.4%
Traditional rifle (Rimfire)	842	37.3%
Other	4	0.2%
Total	2,260	100.0%

Table B.8) **What activity did you participate in when shooting for the first time?**

	Count	Column Percent
3 Gun	1	0.0%
5 Stand	2	0.1%
Benchrest	34	1.5%
Cowboy action	4	0.2%
Long range	14	0.6%
NRA high power	1	0.0%
Pattern shotgun	44	1.9%
Plinking or informal target shooting	1,797	79.6%
Silhouette	18	0.8%
Skeet	38	1.7%
Sporting clays	34	1.5%
Tactical	3	0.1%
Test reload	1	0.0%
Training (Military, Defense, Law Enforcement)	34	1.5%
Trap	50	2.2%
Target archery	59	2.6%
Field archery	12	0.5%
3D archery	4	0.2%
Other Please describe:	107	4.7%
Total	2,257	100.0%

Table B.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	1,433	64.0%
Grandparent	262	11.7%
Friend	247	11.0%
Aunt / Uncle	193	8.6%
Sibling	127	5.7%
Nobody / I shot alone when I first went shooting	107	4.8%
Camp / Summer camp	95	4.2%
Another relative	65	2.9%
Mother	62	2.8%
Military	39	1.7%
Neighbor	37	1.7%
Other	16	0.7%
Spouse	11	0.5%
Co-worker	7	0.3%
Guide / outfitter	5	0.2%
Total	2,238	100.0%

Table B.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	1,484	67.6%
Tradition / way of life	1,172	53.4%
Spend time with family or friends who already shot	1,152	52.5%
It's relaxing / an escape	935	42.6%
Wanted to spend more time outdoors	932	42.5%
I wanted a challenge / adventure	705	32.1%
Training for hunting	653	29.8%
Protection / self defense	418	19.1%
Wanted to try a new sport	391	17.8%
To teach someone else / introduce my children or others to shooting	346	15.8%
Training (military, police, etc.)	270	12.3%
Media (television, magazines, movies)	82	3.7%
Other Please write in	20	0.9%
Total	2,194	100.0%

Table B.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	643	28.5%
1 year	296	13.1%
2 - 5 years	749	33.1%
6 - 10 years	165	7.3%
More than 10 years	212	9.4%
I have only ever participated in [the shooting activity that I first participated in]	195	8.6%
Total	2,260	100.0%

Table B.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,645	80.6%
3 Gun with a semi-automatic handgun	91	4.5%
Bowling pin with a semi-automatic handgun	210	10.3%
Bullseye with a semi-automatic handgun	447	21.9%
Cowboy action with a semi-automatic handgun	41	2.0%
IDPA with a semi-automatic handgun	109	5.3%
IPSC with a semi-automatic handgun	90	4.4%
Load Testing/Development with a semi-automatic handgun	313	15.3%
Sighting-in with a semi-automatic handgun	1,080	52.9%
Silhouette with a semi-automatic handgun	493	24.1%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	188	9.2%
Teaching/Informative with a semi-automatic handgun	569	27.9%
Testing (Ammo & firearm) with a semi-automatic handgun	689	33.7%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	561	27.5%
Other Please describe with a semi-automatic handgun	56	2.7%
Plinking or informal target shooting with a revolver	1,572	77.0%
3 Gun with a revolver	16	0.8%
Bowling pin with a revolver	134	6.6%
Bullseye with a revolver	352	17.2%
Cowboy action with a revolver	84	4.1%
IDPA with a revolver	27	1.3%
IPSC with a revolver	33	1.6%
Load Testing/Development with a revolver	330	16.2%
Sighting-in with a revolver	801	39.2%
Silhouette with a revolver	353	17.3%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	80	3.9%

Teaching/Informative with a revolver	432	21.2%
Testing (Ammo & firearm) with a revolver	576	28.2%
Training (Military, Defense, Law Enforcement) with a revolver	277	13.6%
Other Please describe with a revolver	46	2.3%
Plinking or informal target shooting with a traditional rimfire rifle	1,774	86.9%
3 Gun with a traditional rimfire rifle	20	1.0%
Benchrest with a traditional rimfire rifle	526	25.8%
Cowboy action with a traditional rimfire rifle	12	0.6%
Load Testing/Development with a traditional rimfire rifle	190	9.3%
Long range with a traditional rimfire rifle	335	16.4%
NRA high power with a traditional rimfire rifle	18	0.9%
Schuetzen with a traditional rimfire rifle	9	0.4%
Sighting-in rifle with a traditional rimfire rifle	1,259	61.7%
Silhouette with a traditional rimfire rifle	345	16.9%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	78	3.8%
Tactical with a traditional rimfire rifle	74	3.6%
Teaching/Informative with a traditional rimfire rifle	562	27.5%
Three (3) position with a traditional rimfire rifle	153	7.5%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	145	7.1%
Other Please describe with a traditional rimfire rifle	86	4.2%
Plinking or informal target shooting with a traditional centerfire rifle	1,577	77.2%
3 Gun with a traditional centerfire rifle	33	1.6%
Benchrest with a traditional centerfire rifle	741	36.3%
Cowboy action with a traditional centerfire rifle	42	2.1%
Load Testing/Development with a traditional centerfire rifle	578	28.3%
Long range with a traditional centerfire rifle	797	39.0%
NRA high power with a traditional centerfire rifle	68	3.3%
Schuetzen with a traditional centerfire rifle	7	0.3%
Sighting-in rifle with a traditional centerfire rifle	1,393	68.2%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	356	17.4%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	90	4.4%
Tactical with a traditional centerfire rifle	228	11.2%
Teaching/Informative with a traditional centerfire rifle	549	26.9%
Three (3) position with a traditional centerfire rifle	127	6.2%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	363	17.8%
Other Please describe with a traditional centerfire rifle	86	4.2%
Plinking or informal target shooting with an MSR	1,278	62.6%
3 Gun with an MSR	86	4.2%
Benchrest with an MSR	367	18.0%
Cowboy action with an MSR	5	0.2%

Load Testing/Development with an MSR	336	16.5%
Long range with an MSR	435	21.3%
NRA high power with an MSR	38	1.9%
Schuetzen with an MSR	4	0.2%
Sighting-in rifle with an MSR	910	44.6%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	229	11.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	89	4.4%
Tactical with an MSR	389	19.0%
Teaching/Informative with an MSR	418	20.5%
Three (3) position with an MSR	100	4.9%
Training (Military, Defense, Law Enforcement) with an MSR	460	22.5%
Other Please describe with an MSR	33	1.6%
Informal (backyard, testing) with a shotgun	1,377	67.4%
3 Gun with a shotgun	87	4.3%
5 Stand with a shotgun	353	17.3%
Cowboy Action with a shotgun	45	2.2%
Dog training with a shotgun	322	15.8%
Other with a shotgun	23	1.1%
Pattern shotgun with a shotgun	1,051	51.5%
Sighting-In with a shotgun	842	41.2%
Skeet with a shotgun	1,139	55.8%
Sporting clays with a shotgun	1,214	59.5%
Teaching/Informative with a shotgun	526	25.8%
Test reload with a shotgun	324	15.9%
Training (Military, Defense, Law Enforcement) with a shotgun	288	14.1%
Trap with a shotgun	1,074	52.6%
Wobble Trap with a shotgun	292	14.3%
Other Please describe with a shotgun	96	4.7%
Total	2,042	100.0%

Current Recreational Shooting Activities

Table B.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semiautomatic Handgun	1,658	80.8%
Shotgun	1,621	79.0%
Traditional Centerfire Rifle	1,614	78.6%
Traditional Rimfire Rifle	1,567	76.3%
Revolver	1,298	63.2%
MSR	954	46.5%
Traditional or Compound Bow	941	45.8%
Muzzleloader	559	27.2%
Crossbow	311	15.1%
None of the Above	34	1.7%
Total	2,053	100.0%

Table B.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	1,491	72.5%
Plinking or informal target shooting with a traditional rimfire rifle	1,412	68.6%
Plinking or informal target shooting with a traditional centerfire rifle	1,298	63.1%
Sighting-in rifle with a traditional centerfire rifle	1,198	58.2%
Plinking or informal target shooting with a Revolver	1,173	57.0%
Informal (backyard or testing) with a Shotgun	1,080	52.5%
Sighting-in rifle with a traditional rimfire rifle	951	46.2%
Target shooting with a traditional or compound bow	941	45.7%
Sighting-in with a Semi-Automatic Handgun	892	43.4%
Sporting clays with a Shotgun	858	41.7%
Pattern shotgun	831	40.4%
Plinking or informal target shooting with a MSR	823	40.0%
Trap with a Shotgun	714	34.7%
Skeet with a Shotgun	693	33.7%
Long range with a traditional centerfire rifle	626	30.4%
Benchrest with a traditional centerfire rifle	620	30.1%
Sighting-in rifle with a MSR	613	29.8%
Sighting-In with a Shotgun	609	29.6%
Sighting-in with a Revolver	565	27.5%
Target shooting with a muzzleloader	559	27.2%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	525	25.5%
Teaching/Informative with a Semi-Automatic Handgun	459	22.3%
Load Testing/Development with a traditional centerfire rifle	448	21.8%

Benchrest with a traditional rimfire rifle	391	19.0%
Teaching/Informative with a Shotgun	386	18.8%
Teaching/Informative with a traditional rimfire rifle	381	18.5%
Silhouette with a Semi-Automatic Handgun	376	18.3%
Testing (Ammo & firearm) with a Revolver	375	18.2%
Teaching/Informative with a traditional centerfire rifle	362	17.6%
Bullseye with a Semi-Automatic Handgun	357	17.4%
Target shooting with an air rifle at a range	347	16.9%
Teaching/Informative with a Revolver	313	15.2%
Target shooting with a crossbow	311	15.1%
Teaching/Informative with a MSR	271	13.2%
5 Stand with a Shotgun	263	12.8%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	263	12.8%
Long range with a MSR	256	12.4%
Load Testing/Development with a Semi-Automatic Handgun	256	12.4%
Bullseye with a Revolver	238	11.6%
Silhouette with a traditional centerfire rifle	221	10.7%
Wobble Trap with a Shotgun	220	10.7%
Tactical with a MSR	213	10.4%
Load Testing/Development with a Revolver	213	10.4%
Silhouette with a Revolver	211	10.3%
Load Testing/Development with a MSR	207	10.1%
Benchrest with a MSR	200	9.7%
Silhouette with a traditional rimfire rifle	197	9.6%
Test reload with a Shotgun	195	9.5%
Dog training with a shotgun	189	9.2%
Long range with a traditional rimfire rifle	184	8.9%
Training (Military / Defense / Law Enforcement) with a MSR	163	7.9%
Training (Military / Defense / Law Enforcement) with a Shotgun	130	6.3%
Silhouette with a MSR	126	6.1%
Tactical with a traditional centerfire rifle	115	5.6%
Steel Challenge with a Semi-Automatic Handgun	115	5.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	114	5.5%
Bowling pin with a Semi-Automatic Handgun	107	5.2%
Load Testing/Development with a traditional rimfire rifle	100	4.9%
Training (Military / Defense / Law Enforcement) with a Revolver	84	4.1%
IDPA with a Semi-Automatic Handgun	81	3.9%
3 Gun with a Semi-Automatic Handgun	69	3.4%
3 Gun with a Shotgun	64	3.1%
Bowling pin with a Revolver	63	3.1%
Three (3) position with a traditional centerfire rifle	57	2.8%

Cowboy action with a Revolver	54	2.6%
3 Gun with a MSR	53	2.6%
Three (3) position with a traditional rimfire rifle	50	2.4%
Steel Challenge with a traditional centerfire rifle	49	2.4%
IPSC with a Semi-Automatic Handgun	47	2.3%
Steel Challenge with a MSR	45	2.2%
Three (3) position with a MSR	45	2.2%
Steel Challenge with a traditional rimfire rifle	44	2.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	38	1.8%
Steel Challenge with a Revolver	37	1.8%
Tactical with a traditional rimfire rifle	34	1.7%
None of the above	34	1.7%
Cowboy Action with a Shotgun	30	1.5%
NRA high power with a traditional centerfire rifle	25	1.2%
Cowboy action with a traditional centerfire rifle	24	1.2%
NRA high power with a MSR	24	1.2%
3 Gun with a traditional centerfire rifle	18	0.9%
Cowboy action with a Semi-Automatic Handgun	14	0.7%
IDPA with a Revolver	12	0.6%
3 Gun with a traditional rimfire rifle	11	0.5%
IPSC with a Revolver	6	0.3%
Cowboy action with a traditional rimfire rifle	5	0.2%
NRA high power with a traditional rimfire rifle	5	0.2%
Schuetzen with a traditional centerfire rifle	4	0.2%
3 Gun with a Revolver	4	0.2%
Cowboy action with a MSR	3	0.1%
Schuetzen with a traditional rimfire rifle	3	0.1%
Schuetzen with a MSR	1	0.0%
Total	2,057	100.0%

Table B.15) Lapsed firearms used (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	160	10.7%
Revolver	393	26.3%
Traditional Rimfire Rifle	328	21.9%
Traditional Centerfire Rifle	208	13.9%
MSR	453	30.3%
Shotgun	220	14.7%
Air Rifle	596	39.8%
Traditional or Compound Bow	588	39.3%
Crossbow	177	11.8%
Muzzleloader	397	26.5%
Total	1,497	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	297	16.2%
3 Gun with a Shotgun	23	1.3%
5 Stand with a Shotgun	90	4.9%
Cowboy Action with a Shotgun	15	0.8%
Sighting-In with a Shotgun	233	12.7%
Skeet with a Shotgun	447	24.4%
Sporting clays with a Shotgun	356	19.4%
Teaching/Informative with a Shotgun	140	7.6%
Test reload with a Shotgun	129	7.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	158	8.6%
Trap with a Shotgun	361	19.7%
Wobble Trap with a Shotgun	72	3.9%
Plinking or informal target shooting with a traditional centerfire rifle	279	15.2%
3 Gun with a traditional centerfire rifle	15	0.8%
Benchrest with a traditional centerfire rifle	121	6.6%
Cowboy action with a traditional centerfire rifle	18	1.0%
Load Testing/Development with a traditional centerfire rifle	130	7.1%
Long range with a traditional centerfire rifle	171	9.3%
NRA high power with a traditional centerfire rifle	43	2.3%
Schuetzen with a traditional centerfire rifle	3	0.2%
Sighting-in rifle with a traditional centerfire rifle	195	10.6%
Silhouette with a traditional centerfire rifle	135	7.4%
Steel Challenge with a traditional centerfire rifle	41	2.2%
Tactical with a traditional centerfire rifle	113	6.2%
Teaching/Informative with a traditional centerfire rifle	187	10.2%
Three (3) position with a traditional centerfire rifle	70	3.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	249	13.6%
Plinking or informal target shooting with a MSR	455	24.8%
3 Gun with a MSR	33	1.8%

Benchrest with a MSR	167	9.1%
Cowboy action with a MSR	2	0.1%
Load Testing/Development with a MSR	129	7.0%
Long range with a MSR	179	9.8%
NRA high power with a MSR	14	0.8%
Schuetzen with a MSR	3	0.2%
Sighting-in rifle with a MSR	297	16.2%
Silhouette with a MSR	103	5.6%
Steel Challenge with a MSR	44	2.4%
Tactical with a MSR	176	9.6%
Teaching/Informative with a MSR	147	8.0%
Three (3) position with a MSR	55	3.0%
Training (Military / Defense / Law Enforcement) with a MSR	296	16.1%
Plinking or informal target shooting with a Semi-Automatic Handgun	154	8.4%
3 Gun with a Semi-Automatic Handgun	22	1.2%
Bowling pin with a Semi-Automatic Handgun	103	5.6%
Bullseye with a Semi-Automatic Handgun	89	4.9%
Cowboy action with a Semi-Automatic Handgun	27	1.5%
IDPA with a Semi-Automatic Handgun	28	1.5%
IPSC with a Semi-Automatic Handgun	43	2.3%
Load Testing/Development with a Semi-Automatic Handgun	57	3.1%
Sighting-in with a Semi-Automatic Handgun	188	10.3%
Silhouette with a Semi-Automatic Handgun	117	6.4%
Steel Challenge with a Semi-Automatic Handgun	73	4.0%
Teaching/Informative with a Semi-Automatic Handgun	110	6.0%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	164	8.9%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	288	15.7%
Plinking or informal target shooting with a Revolver	399	21.8%
3 Gun with a Revolver	130	7.1%
Bowling pin with a Revolver	71	3.9%
Bullseye with a Revolver	114	6.2%
Cowboy action with a Revolver	30	1.6%
IDPA with a Revolver	15	0.8%
IPSC with a Revolver	27	1.5%
Load Testing/Development with a Revolver	117	6.4%
Sighting-in with a Revolver	236	12.9%
Silhouette with a Revolver	142	7.7%
Steel Challenge with a Revolver	43	2.3%
Teaching/Informative with a Revolver	119	6.5%
Testing (Ammo & firearm) with a Revolver	201	11.0%
Training (Military / Defense / Law Enforcement) with a Revolver	188	10.3%
Dog training with a shotgun	133	7.3%
Target shooting with a traditional or compound bow	588	32.1%
Target shooting with a crossbow	177	9.7%
Target shooting with a muzzleloader	397	21.7%
Plinking or informal target shooting with a traditional rimfire rifle	362	19.7%
3 Gun with a traditional rimfire rifle	9	0.5%

Benchrest with a traditional rimfire rifle	135	7.4%
Cowboy action with a traditional rimfire rifle	7	0.4%
Load Testing/Development with a traditional rimfire rifle	90	4.9%
Long range with a traditional rimfire rifle	151	8.2%
NRA high power with a traditional rimfire rifle	13	0.7%
Schuetzen with a traditional rimfire rifle	4	0.2%
Sighting-in rifle with a traditional rimfire rifle	308	16.8%
Target shooting with an air rifle at a range	596	32.5%
Silhouette with a traditional rimfire rifle	148	8.1%
Pattern shotgun	220	12.0%
Steel Challenge with a traditional rimfire rifle	34	1.9%
Tactical with a traditional rimfire rifle	40	2.2%
Teaching/Informative with a traditional rimfire rifle	181	9.9%
Three (3) position with a traditional rimfire rifle	103	5.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	107	5.8%
Total	1,833	100.0%

Table B.17) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	29	8.3%	20	4.6%	71	11.9%
The activity was too expensive	21	6.0%	17	3.9%	49	8.2%
Ammunition was too expensive	45	12.8%	44	10.2%	48	8.0%
I no longer have time to do this	111	31.6%	128	29.6%	223	37.2%
I don't have anybody to go with anymore	41	11.7%	42	9.7%	105	17.5%
I was not successful	3	0.9%	4	0.9%	7	1.2%
I am no longer interested	32	9.1%	52	12.0%	60	10.0%
I did not enjoy this type of shooting	5	1.4%	12	2.8%	16	2.7%
Medical reasons / disability	6	1.7%	14	3.2%	15	2.5%
I no longer own a shotgun	17	4.8%	100	23.1%	35	5.8%
Other Please describe	53	15.1%	56	13.0%	74	12.4%
Total	351	100%	432	100%	599	100%

Table B.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	21	5.7%	24	5.9%	47	10.4%
The activity was too expensive	30	8.2%	8	2.0%	37	8.2%
Ammunition was too expensive	65	17.7%	41	10.1%	72	16.0%
I no longer have time to do this	134	36.4%	152	37.4%	141	31.3%
I don't have anybody to go with anymore	48	13.0%	48	11.8%	50	11.1%
I was not successful	1	0.3%	4	1.0%	0	0.0%
I am no longer interested	26	7.1%	58	14.3%	29	6.4%
I did not enjoy this type of shooting	1	0.3%	6	1.5%	8	1.8%
Medical reasons / disability	9	2.4%	8	2.0%	7	1.6%
I no longer own a shotgun	17	4.6%	38	9.4%	47	10.4%
Other Please describe	48	13.0%	56	13.8%	42	9.3%
Total	368	100%	406	100%	450	100%

Table B.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	8	3.0%	3	4.5%	6	3.8%	6	2.0%
The activity was too expensive	14	5.3%	0	0.0%	3	1.9%	0	0.0%
Ammunition was too expensive	2	0.8%	0	0.0%	4	2.6%	0	0.0%
I no longer have time to do this	78	29.4%	7	10.6%	46	29.5%	80	26.5%
I don't have anybody to go with anymore	38	14.3%	3	4.5%	28	17.9%	10	3.3%
I was not successful	2	0.8%	0	0.0%	3	1.9%	0	0.0%
I am no longer interested	20	7.5%	10	15.2%	21	13.5%	112	37.1%
I did not enjoy this type of shooting	1	0.4%	8	12.1%	14	9.0%	3	1.0%
Medical reasons / disability	17	6.4%	1	1.5%	1	0.6%	1	0.3%
I no longer own this type of firearm	82	30.9%	25	37.9%	30	19.2%	70	23.2%
Other Please describe	33	12.5%	6	9.1%	28	17.9%	33	10.9%
Total	265	100%	66	100%	156	100%	302	100%

Current Hunting Activities

Table B.19) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,401	89.5%
Shotgun	1,375	87.8%
Traditional bow/compound bow	920	58.7%
Muzzleloader	651	41.6%
MSR	542	34.6%
Handgun	463	29.6%
Crossbow	288	18.4%
Other	37	2.4%
Total	1,566	100.0%

Table B.20) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	284	18.9%
Deer	1,348	89.9%
Elk	360	24.0%
Other big game	162	10.8%
Others	76	5.1%
Predators	625	41.7%
Small game	838	55.9%
Turkey	956	63.8%
Upland game birds	815	54.4%
Waterfowl	549	36.6%
Wild pig / feral hog	336	22.4%
Total	1,499	100.0%

Traditional or Compound Bow Interest

Table B.21) Why haven't you ever (or within the past 3 years) participated in target shooting with a traditional or compound bow.

	Count	Column Percent
I don't own or have access to the proper equipment	212	42.4%
Not enough time	124	24.8%
I don't know how to get started	103	20.6%
I don't have anybody to go with	73	14.6%
Too expensive	59	11.8%
These activities are not offered at ranges in my area	45	9.0%
Other Please describe	27	5.4%
Medical reason / disability	17	3.4%
Total	500	100.0%

Influential Media and Individuals

Table B.22) When it comes to individuals, who has had the most influence on you with regard to trying different types of shooting?

	Count	Column Percent
Friend	930	45.6%
Father	738	36.2%
Self / nobody else	365	17.9%
Grandparent	189	9.3%
Aunt / Uncle	189	9.3%
Sibling	182	8.9%
Co-worker	156	7.7%
Another relative	141	6.9%
Military	107	5.2%
Spouse	70	3.4%
Other, please specify	65	3.2%
Neighbor	63	3.1%
Children / grandchildren	52	2.6%
Mother	30	1.5%
Guide / outfitter	21	1.0%
Total	2,039	100.0%

Table B.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different types of shooting?

	Count	Column Percent
Television shows	848	42.5%
Magazines and Books	740	37.1%
Online videos	565	28.3%
National sportsmen's conservation organizations	463	23.2%
Local clubs or social organizations	395	19.8%
Hunter education programs	284	14.2%
Retailers	230	11.5%
State wildlife management agencies	202	10.1%
Other, please specify	95	4.8%
Seminars	92	4.6%
Total	1,997	100.0%

Table B.24) Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	389	68.8%
Product reviews	350	61.9%
How-to videos	348	61.6%
Non-professionals (home videos) hunting/fishing/shooting	330	58.4%
TV programs (complete or partial episodes)	258	45.7%
Competitions	232	41.1%
Fish and Wildlife agency produced videos	98	17.3%
Informational/political/talk show style	83	14.7%
Comedy/blooper videos	46	8.1%
Other	18	3.2%
Total	565	100.0%

Table B.25) **Which television networks did you watch that influenced you to try different types of shooting?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	40	4.7%
Animal Planet	30	3.6%
Comcast SportsNet	4	0.5%
Discovery Channel	115	13.6%
ESPN/ESPN 2	46	5.5%
History Channel	157	18.6%
Military Channel	134	15.9%
National Geographic	62	7.4%
NBC Sports	24	2.8%
Outdoor Channel	680	80.7%
Pursuit Channel	266	31.6%
Sportsman Channel	549	65.1%
Sunshine Network / SUN Sports	7	0.8%
WildTV	27	3.2%
World Fishing Network	32	3.8%
Other national network	30	3.6%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	196	23.3%
I watched hunting/fishing TV, but don't remember the channel	172	20.4%
Total	843	100.0%

Table B.26) **Which of the following do you think would be useful to help you begin (or retry) different types of shooting?**

	Count	Column Percent
Joining a local range	871	39.8%
An invitation from a friend / family member	829	37.9%
Programming offered by the Fish / Wildlife Agency for My State of Residence	574	26.2%
Programming offered by outdoor retailers	568	26.0%
Books / magazines	513	23.4%
YouTube videos	500	22.9%
Membership in a non-profit organization	446	20.4%
Online forums / blogs	292	13.3%
Other Please describe	170	7.8%
None of the above	118	5.4%
Total	2,188	100.0%

Table B.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	159	28.5%	136	24.3%	122	28.1%	167	33.8%
Google+	115	20.6%	111	19.8%	95	21.9%	98	19.8%
Twitter	28	5.0%	19	3.4%	21	4.8%	24	4.9%
Pinterest	34	6.1%	36	6.4%	29	6.7%	39	7.9%
Magazines	349	62.5%	342	61.1%	285	65.7%	305	61.7%
Instagram	54	9.7%	46	8.2%	50	11.5%	61	12.3%
YouTube	305	54.7%	279	49.8%	213	49.1%	416	84.2%
Television programs	268	48.0%	244	43.6%	192	44.2%	218	44.1%
Online Forums	166	29.7%	162	28.9%	132	30.4%	219	44.3%
Newsletter from hunting / wildlife groups or organizations	191	34.2%	211	37.7%	178	41.0%	137	27.7%
Fish / Wildlife Agency for My State of Residence	168	30.1%	214	38.2%	155	35.7%	106	21.5%
Fish / Wildlife Agency for A State Other Than My State of Residence	108	19.4%	145	25.9%	119	27.4%	82	16.6%
Other	15	2.7%	17	3.0%	11	2.5%	6	1.2%
None of The Above	33	5.9%	46	8.2%	30	6.9%	19	3.8%
Total	558	100.0%	560	100.0%	434	100.0%	494	100.0%

Table B.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?									
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member		
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	
Facebook	229	26.8%	134	26.4%	100	34.7%	218	26.7%	
Google+	151	17.7%	114	22.4%	59	20.5%	148	18.1%	
Twitter	38	4.4%	23	4.5%	16	5.6%	24	2.9%	
Pinterest	43	5.0%	35	6.9%	25	8.7%	32	3.9%	
Magazines	522	61.1%	398	78.3%	187	64.9%	479	58.6%	
Instagram	77	9.0%	43	8.5%	37	12.8%	63	7.7%	
YouTube	425	49.7%	268	52.8%	206	71.5%	361	44.1%	
Television programs	354	41.4%	263	51.8%	129	44.8%	337	41.2%	
Online Forums	250	29.2%	171	33.7%	190	66.0%	197	24.1%	
Newsletter from hunting / wildlife groups or organizations	254	29.7%	190	37.4%	86	29.9%	235	28.7%	
Fish / Wildlife Agency for My State of Residence	220	25.7%	142	28.0%	69	24.0%	212	25.9%	
Fish / Wildlife Agency for A State Other Than My State of Residence	142	16.6%	101	19.9%	46	16.0%	129	15.8%	
Other	20	2.3%	5	1.0%	8	2.8%	10	1.2%	
None of The Above	69	8.1%	22	4.3%	13	4.5%	92	11.2%	
Total	855	100.0%	508	100.0%	288	100.0%	818	100.0%	

Recreational Shooting with a Crossbow

This section includes only those responses from individuals who do not currently shoot with a crossbow, but would be interested in doing so.

- Only about one-quarter (28%) of those interested in target shooting with a crossbow have gone hunting with a crossbow within the past 3 years (Table CR.19).
- 48.1% of those who could be persuaded to try target shooting with a crossbow by joining a local range have used YouTube within the past 3 months for recreational shooting entertainment or gathering information on shooting (Table CR.27).

Demographic Information

Table CR.1) What is your current age?

	Count	Column Percent
18 to 24	24	1.1%
25 to 34	135	6.4%
35 to 44	265	12.5%
45 to 54	520	24.5%
55 to 64	649	30.6%
65 and older	527	24.9%
Total	2,120	100.0%

Table CR.2) What is your gender?

	Count	Column Percent
Male	2,055	96.7%
Female	71	3.3%
Total	2,126	100.0%

Table CR.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	87	4.1%
\$20,000 to \$29,999	70	3.3%
\$30,000 to \$39,999	132	6.3%
\$40,000 to \$49,999	161	7.6%
\$50,000 to \$74,999	447	21.2%
\$75,000 to \$99,999	411	19.5%
\$100,000 to \$149,999	455	21.6%
\$150,000 to \$200,000	185	8.8%
More than \$200,000	161	7.6%
Total	2,109	100.0%

Table CR.4) **What is your highest level of education attained?**

	Count	Column Percent
Less than 12 years	14	0.7%
High school graduation	442	20.8%
Trade school, associates degree or similar	759	35.7%
Bachelors degree	583	27.4%
Masters degree	250	11.8%
Ph D and higher	77	3.6%
Total	2,125	100.0%

Table CR.5) **In which region do you live?**

	Count	Column Percent
Northeast	363	17.1%
Midwest	621	29.2%
South	800	37.7%
West	319	15.0%
Canada	21	1.0%
Total	2,124	100.0%

Introduction to Shooting

Table CR.6) **How old were you when you first went shooting?**

	Count	Column Percent
10 years or younger	1,392	63.5%
11 to 17 years old	597	27.2%
18 to 24 years old	126	5.8%
25 to 34 years old	29	1.3%
35 to 44 years old	19	0.9%
45 to 54 years old	15	0.7%
55 to 64 years old	9	0.4%
65 years and older	4	0.2%
Total	2,191	100.0%

Table CR.7) **What did you shoot with when you first went shooting?**

	Count	Column Percent
Air gun / air rifle	492	22.5%
Blackpowder or muzzleloader	9	0.4%
Compound bow	8	0.4%
Crossbow	1	0.0%
MSR	33	1.5%
Revolver	100	4.6%
Shotgun	446	20.4%
Semi-Automatic handgun	118	5.4%
Traditional bow	48	2.2%
Traditional rifle (Centerfire)	124	5.7%
Traditional rifle (Rimfire)	806	36.8%
Other	6	0.3%
Total	2,191	100.0%

Table CR.8) **What activity did you participate in when shooting for the first time?**

	Count	Column Percent
5 Stand	3	0.1%
Benchrest	48	2.2%
Cowboy action	5	0.2%
Long range	16	0.7%
NRA high power	1	0.0%
Pattern shotgun	44	2.0%
Plinking or informal target shooting	1,691	77.3%
Silhouette	22	1.0%
Skeet	37	1.7%
Sporting clays	30	1.4%
Steel Challenge	1	0.0%
Tactical	4	0.2%
Test reload	2	0.1%
Training (Military, Defense, Law Enforcement)	45	2.1%
Trap	47	2.1%
Target archery	40	1.8%
Field archery	10	0.5%
3D archery	3	0.1%
Other Please describe:	138	6.3%
Total	2,187	100.0%

Table CR.9) **Who took you shooting for the first time?**

	Count	Column Percent
Father	1,373	63.5%
Friend	258	11.9%
Grandparent	242	11.2%
Aunt / Uncle	208	9.6%
Sibling	115	5.3%
Nobody / I shot alone when I first went shooting	109	5.0%
Camp / Summer camp	93	4.3%
Mother	59	2.7%
Another relative	59	2.7%
Military	53	2.5%
Neighbor	50	2.3%
Spouse	10	0.5%
Other	9	0.4%
Co-worker	8	0.4%
Guide / outfitter	1	0.0%
Total	2,161	100.0%

Table CR.10) **What got you interested in shooting?**

	Count	Column Percent
It has always interested me	1,440	68.0%
Tradition / way of life	1,113	52.6%
Spend time with family or friends who already shot	1,088	51.4%
It's relaxing / an escape	918	43.4%
Wanted to spend more time outdoors	908	42.9%
I wanted a challenge / adventure	682	32.2%
Training for hunting	610	28.8%
Protection / self defense	400	18.9%
Wanted to try a new sport	363	17.1%
To teach someone else / introduce my children or others to shooting	339	16.0%
Training (military, police, etc.)	289	13.7%
Media (television, magazines, movies)	69	3.3%
Other Please write in	14	0.7%
Total	2,117	100.0%

Table CR.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	639	29.2%
1 year	280	12.8%
2 - 5 years	732	33.4%
6 - 10 years	149	6.8%
More than 10 years	211	9.6%
I have only ever participated in [the shooting activity that I first participated in]	180	8.2%
Total	2,191	100.0%

Table CR.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,554	78.2%
3 Gun with a semi-automatic handgun	75	3.8%
Bowling pin with a semi-automatic handgun	213	10.7%
Bullseye with a semi-automatic handgun	481	24.2%
Cowboy action with a semi-automatic handgun	43	2.2%
IDPA with a semi-automatic handgun	111	5.6%
IPSC with a semi-automatic handgun	82	4.1%
Load Testing/Development with a semi-automatic handgun	299	15.0%
Sighting-in with a semi-automatic handgun	1,082	54.5%
Silhouette with a semi-automatic handgun	501	25.2%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	179	9.0%
Teaching/Informative with a semi-automatic handgun	534	26.9%
Testing (Ammo & firearm) with a semi-automatic handgun	694	34.9%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	587	29.5%
Other Please describe with a semi-automatic handgun	50	2.5%
Plinking or informal target shooting with a revolver	1,521	76.5%
3 Gun with a revolver	14	0.7%
Bowling pin with a revolver	157	7.9%
Bullseye with a revolver	427	21.5%
Cowboy action with a revolver	98	4.9%
IDPA with a revolver	26	1.3%
IPSC with a revolver	29	1.5%
Load Testing/Development with a revolver	319	16.1%
Sighting-in with a revolver	880	44.3%
Silhouette with a revolver	370	18.6%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	84	4.2%

Teaching/Informative with a revolver	400	20.1%
Testing (Ammo & firearm) with a revolver	596	30.0%
Training (Military, Defense, Law Enforcement) with a revolver	329	16.6%
Other Please describe with a revolver	48	2.4%
Plinking or informal target shooting with a traditional rimfire rifle	1,717	86.4%
3 Gun with a traditional rimfire rifle	12	0.6%
Benchrest with a traditional rimfire rifle	591	29.7%
Cowboy action with a traditional rimfire rifle	22	1.1%
Load Testing/Development with a traditional rimfire rifle	207	10.4%
Long range with a traditional rimfire rifle	366	18.4%
NRA high power with a traditional rimfire rifle	17	0.9%
Schuetzen with a traditional rimfire rifle	12	0.6%
Sighting-in rifle with a traditional rimfire rifle	1,280	64.4%
Silhouette with a traditional rimfire rifle	360	18.1%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	82	4.1%
Tactical with a traditional rimfire rifle	101	5.1%
Teaching/Informative with a traditional rimfire rifle	538	27.1%
Three (3) position with a traditional rimfire rifle	151	7.6%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	200	10.1%
Other Please describe with a traditional rimfire rifle	86	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	1,517	76.3%
3 Gun with a traditional centerfire rifle	32	1.6%
Benchrest with a traditional centerfire rifle	775	39.0%
Cowboy action with a traditional centerfire rifle	45	2.3%
Load Testing/Development with a traditional centerfire rifle	550	27.7%
Long range with a traditional centerfire rifle	812	40.9%
NRA high power with a traditional centerfire rifle	77	3.9%
Schuetzen with a traditional centerfire rifle	12	0.6%
Sighting-in rifle with a traditional centerfire rifle	1,369	68.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	378	19.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	92	4.6%
Tactical with a traditional centerfire rifle	244	12.3%
Teaching/Informative with a traditional centerfire rifle	549	27.6%
Three (3) position with a traditional centerfire rifle	142	7.1%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	435	21.9%
Other Please describe with a traditional centerfire rifle	80	4.0%
Plinking or informal target shooting with an MSR	1,197	60.2%
3 Gun with an MSR	71	3.6%
Benchrest with an MSR	404	20.3%
Cowboy action with an MSR	5	0.3%

Load Testing/Development with an MSR	337	17.0%
Long range with an MSR	446	22.4%
NRA high power with an MSR	46	2.3%
Schuetzen with an MSR	5	0.3%
Sighting-in rifle with an MSR	946	47.6%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	228	11.5%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	109	5.5%
Tactical with an MSR	396	19.9%
Teaching/Informative with an MSR	415	20.9%
Three (3) position with an MSR	113	5.7%
Training (Military, Defense, Law Enforcement) with an MSR	509	25.6%
Other Please describe with an MSR	23	1.2%
Informal (backyard, testing) with a shotgun	1,316	66.2%
3 Gun with a shotgun	70	3.5%
5 Stand with a shotgun	305	15.3%
Cowboy Action with a shotgun	40	2.0%
Dog training with a shotgun	301	15.1%
Other with a shotgun	28	1.4%
Pattern shotgun with a shotgun	1,047	52.7%
Sighting-In with a shotgun	869	43.7%
Skeet with a shotgun	1,093	55.0%
Sporting clays with a shotgun	1,120	56.4%
Teaching/Informative with a shotgun	491	24.7%
Test reload with a shotgun	315	15.9%
Training (Military, Defense, Law Enforcement) with a shotgun	332	16.7%
Trap with a shotgun	1,030	51.8%
Wobble Trap with a shotgun	234	11.8%
Other Please describe with a shotgun	91	4.6%
Total	1,987	100.0%

Current Recreational Shooting Activities

Table CR.13) **Which firearm have you shot with during the past 3 years?**

	Count	Column Percent
Semi-Automatic Handgun	1,604	80.3%
Traditional Centerfire Rifle	1,596	79.9%
Shotgun	1,558	78.0%
Traditional Rimfire Rifle	1,543	77.3%
Revolver	1,321	66.1%
MSR	908	45.5%
Traditional or Compound Bow	699	35.0%
Muzzleloader	589	29.5%
Crossbow	446	22.3%
None of the Above	33	1.7%
Total	1,997	100.0%

Table CR.14) **What shooting activities have you participated in within the past 3 years?**

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	1,414	70.6%
Plinking or informal target shooting with a traditional rimfire rifle	1,362	68.0%
Plinking or informal target shooting with a traditional centerfire rifle	1,252	62.5%
Sighting-in rifle with a traditional centerfire rifle	1,187	59.3%
Plinking or informal target shooting with a Revolver	1,184	59.1%
Informal (backyard or testing) with a Shotgun	1,041	52.0%
Sighting-in rifle with a traditional rimfire rifle	990	49.4%
Sighting-in with a Semi-Automatic Handgun	928	46.3%
Pattern shotgun	809	40.4%
Plinking or informal target shooting with a MSR	771	38.5%
Sporting clays with a Shotgun	769	38.4%
Target shooting with a traditional or compound bow	699	34.9%
Benchrest with a traditional centerfire rifle	662	33.1%
Skeet with a Shotgun	646	32.3%
Sighting-In with a Shotgun	645	32.2%
Trap with a Shotgun	637	31.8%
Long range with a traditional centerfire rifle	636	31.8%
Sighting-in with a Revolver	624	31.2%
Sighting-in rifle with a MSR	592	29.6%
Target shooting with a muzzleloader	589	29.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	553	27.6%
Target shooting with a crossbow	446	22.3%
Load Testing/Development with a traditional centerfire rifle	437	21.8%

Teaching/Informative with a Semi-Automatic Handgun	436	21.8%
Benchrest with a traditional rimfire rifle	434	21.7%
Testing (Ammo & firearm) with a Revolver	410	20.5%
Teaching/Informative with a traditional rimfire rifle	389	19.4%
Bullseye with a Semi-Automatic Handgun	386	19.3%
Silhouette with a Semi-Automatic Handgun	381	19.0%
Teaching/Informative with a traditional centerfire rifle	376	18.8%
Teaching/Informative with a Shotgun	359	17.9%
Target shooting with an air rifle at a range	339	16.9%
Bullseye with a Revolver	313	15.6%
Teaching/Informative with a Revolver	297	14.8%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	284	14.2%
Teaching/Informative with a MSR	248	12.4%
Long range with a MSR	240	12.0%
Silhouette with a traditional centerfire rifle	238	11.9%
Load Testing/Development with a Semi-Automatic Handgun	233	11.6%
Tactical with a MSR	229	11.4%
Long range with a traditional rimfire rifle	224	11.2%
5 Stand with a Shotgun	222	11.1%
Silhouette with a Revolver	222	11.1%
Load Testing/Development with a Revolver	221	11.0%
Load Testing/Development with a MSR	218	10.9%
Benchrest with a MSR	213	10.6%
Silhouette with a traditional rimfire rifle	209	10.4%
Training (Military / Defense / Law Enforcement) with a MSR	199	9.9%
Test reload with a Shotgun	182	9.1%
Wobble Trap with a Shotgun	167	8.3%
Dog training with a shotgun	165	8.2%
Training (Military / Defense / Law Enforcement) with a Shotgun	157	7.8%
Tactical with a traditional centerfire rifle	130	6.5%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	128	6.4%
Bowling pin with a Semi-Automatic Handgun	125	6.2%
Silhouette with a MSR	123	6.1%
Load Testing/Development with a traditional rimfire rifle	120	6.0%
Steel Challenge with a Semi-Automatic Handgun	118	5.9%
Training (Military / Defense / Law Enforcement) with a Revolver	101	5.0%
IDPA with a Semi-Automatic Handgun	89	4.4%
Bowling pin with a Revolver	81	4.0%
Tactical with a traditional rimfire rifle	64	3.2%
Three (3) position with a traditional centerfire rifle	63	3.1%

Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	61	3.0%
3 Gun with a Semi-Automatic Handgun	60	3.0%
Three (3) position with a traditional rimfire rifle	60	3.0%
Steel Challenge with a traditional centerfire rifle	57	2.8%
Three (3) position with a MSR	55	2.7%
3 Gun with a Shotgun	54	2.7%
Steel Challenge with a MSR	54	2.7%
Steel Challenge with a traditional rimfire rifle	52	2.6%
Cowboy action with a Revolver	51	2.5%
3 Gun with a MSR	46	2.3%
Steel Challenge with a Revolver	46	2.3%
IPSC with a Semi-Automatic Handgun	44	2.2%
None of the above	33	1.6%
NRA high power with a traditional centerfire rifle	29	1.4%
Cowboy Action with a Shotgun	26	1.3%
Cowboy action with a traditional centerfire rifle	25	1.2%
NRA high power with a MSR	24	1.2%
3 Gun with a traditional centerfire rifle	17	0.8%
IDPA with a Revolver	17	0.8%
Cowboy action with a Semi-Automatic Handgun	15	0.7%
Cowboy action with a traditional rimfire rifle	10	0.5%
IPSC with a Revolver	8	0.4%
3 Gun with a Revolver	7	0.3%
Schuetzen with a traditional centerfire rifle	6	0.3%
3 Gun with a traditional rimfire rifle	6	0.3%
Schuetzen with a traditional rimfire rifle	5	0.2%
Cowboy action with a MSR	4	0.2%
NRA high power with a traditional rimfire rifle	4	0.2%
Schuetzen with a MSR	1	0.0%
Total	2,003	100.0%

Table CR.15) Lapsed firearms used (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	139	9.5%
Revolver	339	23.1%
Traditional Rimfire Rifle	301	20.5%
Traditional Centerfire Rifle	166	11.3%
MSR	444	30.3%
Shotgun	223	15.2%
Air Rifle	568	38.7%
Traditional or Compound Bow	605	41.2%
Crossbow	195	13.3%
Muzzleloader	381	26.0%
Total	1,467	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	274	15.4%
3 Gun with a Shotgun	16	0.9%
5 Stand with a Shotgun	83	4.7%
Cowboy Action with a Shotgun	14	0.8%
Sighting-In with a Shotgun	224	12.6%
Skeet with a Shotgun	449	25.2%
Sporting clays with a Shotgun	351	19.7%
Teaching/Informative with a Shotgun	131	7.4%
Test reload with a Shotgun	133	7.5%
Training (Military / Defense / Law Enforcement) with a Shotgun	172	9.7%
Trap with a Shotgun	392	22.0%
Wobble Trap with a Shotgun	67	3.8%
Plinking or informal target shooting with a traditional centerfire rifle	265	14.9%
3 Gun with a traditional centerfire rifle	15	0.8%
Benchrest with a traditional centerfire rifle	113	6.3%
Cowboy action with a traditional centerfire rifle	20	1.1%
Load Testing/Development with a traditional centerfire rifle	113	6.3%
Long range with a traditional centerfire rifle	176	9.9%
NRA high power with a traditional centerfire rifle	48	2.7%
Schuetzen with a traditional centerfire rifle	6	0.3%
Sighting-in rifle with a traditional centerfire rifle	182	10.2%
Silhouette with a traditional centerfire rifle	140	7.9%
Steel Challenge with a traditional centerfire rifle	35	2.0%
Tactical with a traditional centerfire rifle	114	6.4%
Teaching/Informative with a traditional centerfire rifle	173	9.7%
Three (3) position with a traditional centerfire rifle	79	4.4%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	305	17.1%
Plinking or informal target shooting with a MSR	425	23.8%
3 Gun with a MSR	25	1.4%

Benchrest with a MSR	191	10.7%
Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	118	6.6%
Long range with a MSR	205	11.5%
NRA high power with a MSR	22	1.2%
Schuetzen with a MSR	4	0.2%
Sighting-in rifle with a MSR	353	19.8%
Silhouette with a MSR	105	5.9%
Steel Challenge with a MSR	55	3.1%
Tactical with a MSR	166	9.3%
Teaching/Informative with a MSR	166	9.3%
Three (3) position with a MSR	57	3.2%
Training (Military / Defense / Law Enforcement) with a MSR	306	17.2%
Plinking or informal target shooting with a Semi-Automatic Handgun	139	7.8%
3 Gun with a Semi-Automatic Handgun	15	0.8%
Bowling pin with a Semi-Automatic Handgun	88	4.9%
Bullseye with a Semi-Automatic Handgun	95	5.3%
Cowboy action with a Semi-Automatic Handgun	28	1.6%
IDPA with a Semi-Automatic Handgun	22	1.2%
IPSC with a Semi-Automatic Handgun	38	2.1%
Load Testing/Development with a Semi-Automatic Handgun	66	3.7%
Sighting-in with a Semi-Automatic Handgun	154	8.6%
Silhouette with a Semi-Automatic Handgun	120	6.7%
Steel Challenge with a Semi-Automatic Handgun	61	3.4%
Teaching/Informative with a Semi-Automatic Handgun	98	5.5%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	141	7.9%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	298	16.7%
Plinking or informal target shooting with a Revolver	337	18.9%
3 Gun with a Revolver	150	8.4%
Bowling pin with a Revolver	76	4.3%
Bullseye with a Revolver	114	6.4%
Cowboy action with a Revolver	47	2.6%
IDPA with a Revolver	9	0.5%
IPSC with a Revolver	21	1.2%
Load Testing/Development with a Revolver	98	5.5%
Sighting-in with a Revolver	256	14.4%
Silhouette with a Revolver	148	8.3%
Steel Challenge with a Revolver	38	2.1%
Teaching/Informative with a Revolver	103	5.8%
Testing (Ammo & firearm) with a Revolver	186	10.4%
Training (Military / Defense / Law Enforcement) with a Revolver	224	12.6%
Dog training with a shotgun	136	7.6%
Target shooting with a traditional or compound bow	605	34.0%
Target shooting with a crossbow	195	10.9%
Target shooting with a muzzleloader	381	21.4%
Plinking or informal target shooting with a traditional rimfire rifle	355	19.9%
3 Gun with a traditional rimfire rifle	6	0.3%

Benchrest with a traditional rimfire rifle	157	8.8%
Cowboy action with a traditional rimfire rifle	12	0.7%
Load Testing/Development with a traditional rimfire rifle	86	4.8%
Long range with a traditional rimfire rifle	142	8.0%
NRA high power with a traditional rimfire rifle	13	0.7%
Schuetzen with a traditional rimfire rifle	7	0.4%
Sighting-in rifle with a traditional rimfire rifle	290	16.3%
Target shooting with an air rifle at a range	568	31.9%
Silhouette with a traditional rimfire rifle	151	8.5%
Pattern shotgun	238	13.4%
Steel Challenge with a traditional rimfire rifle	30	1.7%
Tactical with a traditional rimfire rifle	37	2.1%
Teaching/Informative with a traditional rimfire rifle	149	8.4%
Three (3) position with a traditional rimfire rifle	91	5.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	136	7.6%
Total	1,782	100.0%

Table CR.17) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	22	6.6%	20	4.8%	73	12.5%
The activity was too expensive	23	6.9%	10	2.4%	49	8.4%
Ammunition was too expensive	43	13.0%	39	9.3%	48	8.2%
I no longer have time to do this	113	34.0%	105	25.1%	208	35.6%
I don't have anybody to go with anymore	45	13.6%	46	11.0%	110	18.8%
I was not successful	4	1.2%	4	1.0%	6	1.0%
I am no longer interested	23	6.9%	54	12.9%	55	9.4%
I did not enjoy this type of shooting	4	1.2%	18	4.3%	13	2.2%
Medical reasons / disability	11	3.3%	19	4.5%	30	5.1%
I no longer own a shotgun	19	5.7%	84	20.1%	25	4.3%
Other Please describe	36	10.8%	45	10.8%	64	10.9%
Total	332	100%	418	100%	585	100%

Table CR.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	31	8.1%	24	6.2%	43	10.5%
The activity was too expensive	31	8.1%	13	3.4%	35	8.5%
Ammunition was too expensive	69	18.1%	34	8.8%	67	16.3%
I no longer have time to do this	124	32.5%	141	36.6%	128	31.2%
I don't have anybody to go with anymore	60	15.7%	50	13.0%	55	13.4%
I was not successful	4	1.0%	2	0.5%	0	0.0%
I am no longer interested	26	6.8%	55	14.3%	19	4.6%
I did not enjoy this type of shooting	4	1.0%	8	2.1%	9	2.2%
Medical reasons / disability	11	2.9%	11	2.9%	19	4.6%
I no longer own a shotgun	24	6.3%	39	10.1%	30	7.3%
Other Please describe	41	10.7%	42	10.9%	39	9.5%
Total	382	100%	385	100%	410	100%

Table CR.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	7	2.5%	5	7.7%	3	1.9%	11	3.8%
The activity was too expensive	13	4.7%	1	1.5%	1	0.6%	1	0.3%
Ammunition was too expensive	3	1.1%	0	0.0%	2	1.3%	1	0.3%
I no longer have time to do this	69	24.9%	12	18.5%	35	21.9%	85	29.7%
I don't have anybody to go with anymore	32	11.6%	6	9.2%	25	15.6%	10	3.5%
I was not successful	4	1.4%	1	1.5%	5	3.1%	0	0.0%
I am no longer interested	40	14.4%	3	4.6%	30	18.8%	91	31.8%
I did not enjoy this type of shooting	8	2.9%	0	0.0%	8	5.0%	4	1.4%
Medical reasons / disability	63	22.7%	1	1.5%	6	3.8%	3	1.0%
I no longer own this type of firearm	68	24.5%	30	46.2%	39	24.4%	60	21.0%
Other Please describe	27	9.7%	7	10.8%	25	15.6%	27	9.4%
Total	277	100%	65	100%	160	100%	286	100%

Current Hunting Activities

Table CR.19) **Which firearms, bows, or crossbows have you used for hunting in the past 3 years?**

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,360	89.2%
Shotgun	1,346	88.3%
Muzzleloader	690	45.2%
Traditional bow/compound bow	683	44.8%
MSR	551	36.1%
Handgun	531	34.8%
Crossbow	433	28.4%
Other	30	2.0%
Total	1,525	100.0%

Table CR.20) **Which species have you hunted within the past 3 years?**

	Count	Column Percent
Bear	230	15.9%
Deer	1,319	91.2%
Elk	229	15.8%
Other big game	118	8.2%
Others	64	4.4%
Predators	619	42.8%
Small game	819	56.6%
Turkey	956	66.1%
Upland game birds	720	49.8%
Waterfowl	487	33.7%
Wild pig / feral hog	342	23.6%
Total	1,447	100.0%

Crossbow Interest

Table CR.21) Why haven't you ever (or within the past 3 years) participated in target shooting with a crossbow?

	Count	Column Percent
I don't own or have access to the proper equipment	782	59.4%
Not enough time	246	18.7%
Too expensive	203	15.4%
I don't know how to get started	157	11.9%
I don't have anybody to go with	125	9.5%
These activities are not offered at ranges in my area	98	7.4%
Other Please describe	61	4.6%
Medical reason / disability	19	1.4%
Total	1,316	100.0%

Influential Media and Individuals

Table CR.22) When it comes to individuals, who has had the most influence on you with regard to trying different types of shooting?

	Count	Column Percent
Friend	921	46.7%
Father	701	35.5%
Self / nobody else	329	16.7%
Sibling	191	9.7%
Aunt / Uncle	183	9.3%
Grandparent	173	8.8%
Co-worker	160	8.1%
Another relative	152	7.7%
Military	129	6.5%
Other, please specify	59	3.0%
Spouse	57	2.9%
Neighbor	57	2.9%
Children / grandchildren	33	1.7%
Mother	22	1.1%
Guide / outfitter	18	0.9%
Total	1,974	100.0%

Table CR.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different types of shooting?

	Count	Column Percent
Television shows	893	45.6%
Magazines and Books	685	35.0%
Online videos	497	25.4%
National sportsmen's conservation organizations	489	25.0%
Local clubs or social organizations	413	21.1%
Hunter education programs	298	15.2%
State wildlife management agencies	246	12.6%
Retailers	237	12.1%
Seminars	105	5.4%
Other, please specify	73	3.7%
Total	1,959	100.0%

Table CR.24) Which type of online videos have you viewed with respect to influencing you to try targeting different types of shooting? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	347	70.2%
How-to videos	312	63.2%
Product reviews	304	61.5%
Non-professionals (home videos) hunting/fishing/shooting	281	56.9%
TV programs (complete or partial episodes)	245	49.6%
Competitions	202	40.9%
Fish and Wildlife agency produced videos	95	19.2%
Informational/political/talk show style	74	15.0%
Comedy/blooper videos	43	8.7%
Other	9	1.8%
Total	494	100.0%

Table CR.25) **Which television networks did you watch that influenced you to trying different types of shooting?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	51	5.7%
Animal Planet	42	4.7%
Comcast SportsNet	2	0.2%
Discovery Channel	142	16.0%
ESPN/ESPN 2	51	5.7%
History Channel	205	23.0%
Military Channel	174	19.6%
National Geographic	79	8.9%
NBC Sports	33	3.7%
Outdoor Channel	716	80.4%
Pursuit Channel	269	30.2%
Sportsman Channel	578	64.9%
Sunshine Network / SUN Sports	4	0.4%
WildTV	31	3.5%
World Fishing Network	32	3.6%
Other national network	28	3.1%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	239	26.9%
I watched hunting/fishing TV, but don't remember the channel	185	20.8%
Total	890	100.0%

Table CR.26) **Which of the following do you think would be useful to help you begin (or retry) different types of shooting?**

	Count	Column Percent
Joining a local range	767	36.0%
An invitation from a friend / family member	730	34.2%
Programming offered by outdoor retailers	578	27.1%
Programming offered by the Fish / Wildlife Agency for My State of Residence	573	26.9%
Books / magazines	542	25.4%
YouTube videos	494	23.2%
Membership in a non-profit organization	419	19.7%
Online forums / blogs	251	11.8%
Other Please describe	172	8.1%
None of the above	132	6.2%
Total	2,132	100.0%

Table CR.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	137	24.0%	146	25.7%	122	29.8%	144	29.5%
Google+	127	22.2%	115	20.3%	87	21.2%	110	22.5%
Twitter	24	4.2%	18	3.2%	18	4.4%	28	5.7%
Pinterest	39	6.8%	33	5.8%	32	7.8%	48	9.8%
Magazines	362	63.3%	348	61.4%	256	62.4%	292	59.8%
Instagram	39	6.8%	32	5.6%	35	8.5%	50	10.2%
YouTube	305	53.3%	273	48.1%	206	50.2%	402	82.4%
Television programs	282	49.3%	245	43.2%	184	44.9%	227	46.5%
Online Forums	160	28.0%	157	27.7%	122	29.8%	199	40.8%
Newsletter from hunting / wildlife groups or organizations	183	32.0%	193	34.0%	163	39.8%	135	27.7%
Fish / Wildlife Agency for My State of Residence	175	30.6%	240	42.3%	144	35.1%	111	22.7%
Fish / Wildlife Agency for A State Other Than My State of Residence	102	17.8%	141	24.9%	107	26.1%	89	18.2%
Other	16	2.8%	14	2.5%	10	2.4%	11	2.3%
None of The Above	34	5.9%	40	7.1%	28	6.8%	12	2.5%
Total	572	100.0%	567	100.0%	410	100.0%	488	100.0%

Table CR.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?									
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member		
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count
	Facebook	190	25.3%	123	22.8%	92	36.7%	168	23.2%
	Google+	144	19.1%	121	22.4%	56	22.3%	137	18.9%
	Twitter	26	3.5%	22	4.1%	13	5.2%	15	2.1%
	Pinterest	44	5.9%	44	8.2%	28	11.2%	34	4.7%
	Magazines	451	60.0%	419	77.7%	168	66.9%	428	59.2%
	Instagram	44	5.9%	37	6.9%	27	10.8%	44	6.1%
	YouTube	362	48.1%	286	53.1%	180	71.7%	290	40.1%
	Television programs	344	45.7%	281	52.1%	128	51.0%	304	42.0%
	Online Forums	206	27.4%	164	30.4%	159	63.3%	151	20.9%
	Newsletter from hunting / wildlife groups or organizations	232	30.9%	182	33.8%	73	29.1%	211	29.2%
	Fish / Wildlife Agency for My State of Residence	215	28.6%	147	27.3%	66	26.3%	197	27.2%
	Fish / Wildlife Agency for A State Other Than My State of Residence	123	16.4%	94	17.4%	47	18.7%	109	15.1%
	Other	17	2.3%	7	1.3%	9	3.6%	10	1.4%
	None of The Above	59	7.8%	19	3.5%	9	3.6%	78	10.8%
	Total	752	100.0%	539	100.0%	251	100.0%	723	100.0%

Recreational Shooting with a Muzzleloader

This section includes only those responses from individuals who do not currently shoot with a muzzleloader, but would be interested in doing so.

- More than half (52.0%) of those interested in target shooting with a muzzleloader have hunted with a muzzleloader within the past three years (Table Z.19).
-

Demographic Information

Table Z.1) What is your current age?

	Count	Column Percent
18 to 24	23	1.2%
25 to 34	142	7.6%
35 to 44	222	11.9%
45 to 54	421	22.6%
55 to 64	584	31.4%
65 and older	469	25.2%
Total	1,861	100.0%

Table Z.2) What is your gender?

	Count	Column Percent
Male	1,836	98.3%
Female	32	1.7%
Total	1,868	100.0%

Table Z.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	98	5.3%
\$20,000 to \$29,999	77	4.2%
\$30,000 to \$39,999	107	5.8%
\$40,000 to \$49,999	149	8.0%
\$50,000 to \$74,999	373	20.1%
\$75,000 to \$99,999	357	19.3%
\$100,000 to \$149,999	397	21.4%
\$150,000 to \$200,000	158	8.5%
More than \$200,000	136	7.3%
Total	1,852	100.0%

Table Z.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	15	0.8%
High school graduation	401	21.5%
Trade school, associates degree or similar	632	33.9%
Bachelors degree	517	27.7%
Masters degree	219	11.7%
Ph D and higher	82	4.4%
Total	1,866	100.0%

Table Z.5) In which region do you live?

	Count	Column Percent
Northeast	301	16.1%
Midwest	530	28.4%
South	632	33.9%
West	382	20.5%
Canada	20	1.1%
Total	1,865	100.0%

Introduction to Shooting

Table Z.6) How old were you when you first went shooting?

	Count	Column Percent
10 years or younger	1,303	68.0%
11 to 17 years old	481	25.1%
18 to 24 years old	85	4.4%
25 to 34 years old	20	1.0%
35 to 44 years old	10	0.5%
45 to 54 years old	9	0.5%
55 to 64 years old	6	0.3%
65 years and older	3	0.2%
Total	1,917	100.0%

Table Z.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	447	23.3%
Blackpowder or muzzleloader	12	0.6%
Compound bow	9	0.5%
Crossbow	0	0.0%
MSR	19	1.0%
Revolver	80	4.2%
Shotgun	366	19.1%
Semi-automatic handgun	69	3.6%
Traditional bow	40	2.1%
Traditional rifle (Centerfire)	107	5.6%
Traditional rifle (Rimfire)	763	39.8%
Other	5	0.3%
Total	1,917	100.0%

Table Z.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
5 Stand	2	0.1%
Benchrest	37	1.9%
Cowboy action	2	0.1%
Long range	11	0.6%
NRA high power	1	0.1%
Pattern shotgun	38	2.0%
Plinking or informal target shooting	1,517	79.3%
Silhouette	18	0.9%
Skeet	26	1.4%
Sporting clays	25	1.3%
Steel Challenge	2	0.1%
Tactical	1	0.1%
Test reload	2	0.1%
Training (Military, Defense, Law Enforcement)	25	1.3%
Trap	41	2.1%
Target archery	38	2.0%
Field archery	6	0.3%
3D archery	3	0.2%
Other Please describe:	118	6.2%
Total	1,913	100.0%

Table Z.9) Who took you shooting for the first time?

	Count	Column Percent
Father	1,233	65.0%
Grandparent	206	10.9%
Friend	204	10.8%
Aunt / Uncle	182	9.6%
Sibling	116	6.1%
Nobody / I shot alone when I first went shooting	91	4.8%
Mother	71	3.7%
Camp / Summer camp	70	3.7%
Another relative	60	3.2%
Neighbor	42	2.2%
Military	32	1.7%
Co-worker	9	0.5%
Other	4	0.2%
Spouse	3	0.2%
Guide / outfitter	2	0.1%
Total	1,896	100.0%

Table Z.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	1,255	68.2%
Tradition / way of life	1,024	55.7%
Spend time with family or friends who already shot	969	52.7%
It's relaxing / an escape	799	43.4%
Wanted to spend more time outdoors	774	42.1%
I wanted a challenge / adventure	606	32.9%
Training for hunting	556	30.2%
Protection / self defense	312	17.0%
To teach someone else / introduce my children or others to shooting	301	16.4%
Wanted to try a new sport	294	16.0%
Training (military, police, etc.)	244	13.3%
Media (television, magazines, movies)	64	3.5%
Other Please write in	15	0.8%
Total	1,840	100.0%

Table Z.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	512	26.7%
1 year	259	13.5%
2 - 5 years	641	33.4%
6 - 10 years	142	7.4%
More than 10 years	184	9.6%
I have only ever participated in [the shooting activity that I first participated in]	179	9.3%
Total	1,917	100.0%

Table Z.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a semi-automatic handgun	1,375	80.3%
3 Gun with a semi-automatic handgun	71	4.1%
Bowling pin with a semi-automatic handgun	197	11.5%
Bullseye with a semi-automatic handgun	407	23.8%
Cowboy action with a semi-automatic handgun	44	2.6%
IDPA with a semi-automatic handgun	77	4.5%
IPSC with a semi-automatic handgun	81	4.7%
Load Testing/Development with a semi-automatic handgun	303	17.7%
Sighting-in with a semi-automatic handgun	922	53.9%
Silhouette with a semi-automatic handgun	401	23.4%
Silhouette rimfire with a semi-automatic handgun	0	0.0%
Steel Challenge with a semi-automatic handgun	143	8.4%
Teaching/Informative with a semi-automatic handgun	471	27.5%
Testing (Ammo & firearm) with a semi-automatic handgun	592	34.6%
Training (Military, Defense, Law Enforcement) with a semi-automatic handgun	498	29.1%
Other Please describe with a semi-automatic handgun	50	2.9%
Plinking or informal target shooting with a revolver	1,359	79.4%
3 Gun with a revolver	19	1.1%
Bowling pin with a revolver	152	8.9%
Bullseye with a revolver	357	20.9%
Cowboy action with a revolver	105	6.1%
IDPA with a revolver	24	1.4%
IPSC with a revolver	37	2.2%
Load Testing/Development with a revolver	358	20.9%
Sighting-in with a revolver	782	45.7%
Silhouette with a revolver	320	18.7%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	69	4.0%

Teaching/Informative with a revolver	372	21.7%
Testing (Ammo & firearm) with a revolver	546	31.9%
Training (Military, Defense, Law Enforcement) with a revolver	285	16.6%
Other Please describe with a revolver	57	3.3%
Plinking or informal target shooting with a traditional rimfire rifle	1,529	89.3%
3 Gun with a traditional rimfire rifle	13	0.8%
Benchrest with a traditional rimfire rifle	491	28.7%
Cowboy action with a traditional rimfire rifle	19	1.1%
Load Testing/Development with a traditional rimfire rifle	197	11.5%
Long range with a traditional rimfire rifle	296	17.3%
NRA high power with a traditional rimfire rifle	12	0.7%
Schuetzen with a traditional rimfire rifle	10	0.6%
Sighting-in rifle with a traditional rimfire rifle	1,111	64.9%
Silhouette with a traditional rimfire rifle	300	17.5%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	66	3.9%
Tactical with a traditional rimfire rifle	67	3.9%
Teaching/Informative with a traditional rimfire rifle	521	30.4%
Three (3) position with a traditional rimfire rifle	137	8.0%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	152	8.9%
Other Please describe with a traditional rimfire rifle	98	5.7%
Plinking or informal target shooting with a traditional centerfire rifle	1,360	79.4%
3 Gun with a traditional centerfire rifle	35	2.0%
Benchrest with a traditional centerfire rifle	675	39.4%
Cowboy action with a traditional centerfire rifle	52	3.0%
Load Testing/Development with a traditional centerfire rifle	576	33.6%
Long range with a traditional centerfire rifle	722	42.2%
NRA high power with a traditional centerfire rifle	80	4.7%
Schuetzen with a traditional centerfire rifle	12	0.7%
Sighting-in rifle with a traditional centerfire rifle	1,213	70.9%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	309	18.0%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	79	4.6%
Tactical with a traditional centerfire rifle	203	11.9%
Teaching/Informative with a traditional centerfire rifle	494	28.9%
Three (3) position with a traditional centerfire rifle	128	7.5%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	376	22.0%
Other Please describe with a traditional centerfire rifle	103	6.0%
Plinking or informal target shooting with an MSR	1,037	60.6%
3 Gun with an MSR	66	3.9%
Benchrest with an MSR	315	18.4%
Cowboy action with an MSR	4	0.2%

Load Testing/Development with an MSR	325	19.0%
Long range with an MSR	371	21.7%
NRA high power with an MSR	49	2.9%
Schuetzen with an MSR	5	0.3%
Sighting-in rifle with an MSR	777	45.4%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	179	10.5%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	81	4.7%
Tactical with an MSR	317	18.5%
Teaching/Informative with an MSR	361	21.1%
Three (3) position with an MSR	92	5.4%
Training (Military, Defense, Law Enforcement) with an MSR	408	23.8%
Other Please describe with an MSR	38	2.2%
Informal (backyard, testing) with a shotgun	1,155	67.5%
3 Gun with a shotgun	62	3.6%
5 Stand with a shotgun	274	16.0%
Cowboy Action with a shotgun	50	2.9%
Dog training with a shotgun	276	16.1%
Other with a shotgun	24	1.4%
Pattern shotgun with a shotgun	971	56.7%
Sighting-In with a shotgun	756	44.2%
Skeet with a shotgun	960	56.1%
Sporting clays with a shotgun	976	57.0%
Teaching/Informative with a shotgun	441	25.8%
Test reload with a shotgun	338	19.7%
Training (Military, Defense, Law Enforcement) with a shotgun	260	15.2%
Trap with a shotgun	975	57.0%
Wobble Trap with a shotgun	235	13.7%
Other Please describe with a shotgun	94	5.5%
Total	1,712	100.0%

Current Recreational Shooting Activities

Table Z.13) Which firearm have you shot with during the past 3 years?

	Count	Column Percent
Traditional Centerfire Rifle	1,410	81.9%
Semi-Automatic Handgun	1,393	80.9%
Traditional Rimfire Rifle	1,374	79.8%
Shotgun	1,362	79.1%
Revolver	1,191	69.2%
MSR	773	44.9%
Traditional or Compound Bow	623	36.2%
Muzzleloader	616	35.8%
Crossbow	332	19.3%
None of the Above	31	1.8%
Total	1,721	100.0%

Table Z.14) What shooting activities have you participated in within the past 3 years?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	1,254	72.7%
Plinking or informal target shooting with a traditional rimfire rifle	1,248	72.3%
Plinking or informal target shooting with a traditional centerfire rifle	1,149	66.6%
Plinking or informal target shooting with a Revolver	1,068	61.9%
Sighting-in rifle with a traditional centerfire rifle	1,055	61.1%
Informal (backyard or testing) with a Shotgun	917	53.1%
Sighting-in rifle with a traditional rimfire rifle	862	49.9%
Sighting-in with a Semi-Automatic Handgun	787	45.6%
Pattern shotgun	738	42.8%
Sporting clays with a Shotgun	686	39.7%
Plinking or informal target shooting with a MSR	676	39.2%
Trap with a Shotgun	623	36.1%
Target shooting with a traditional or compound bow	623	36.1%
Target shooting with a muzzleloader	616	35.7%
Skeet with a Shotgun	584	33.8%
Sighting-in with a Revolver	579	33.5%
Benchrest with a traditional centerfire rifle	566	32.8%
Sighting-In with a Shotgun	565	32.7%
Long range with a traditional centerfire rifle	555	32.2%
Sighting-in rifle with a MSR	508	29.4%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	452	26.2%
Load Testing/Development with a traditional centerfire rifle	439	25.4%
Benchrest with a traditional rimfire rifle	372	21.6%

Teaching/Informative with a Semi-Automatic Handgun	368	21.3%
Testing (Ammo & firearm) with a Revolver	365	21.1%
Teaching/Informative with a traditional rimfire rifle	348	20.2%
Target shooting with a crossbow	332	19.2%
Teaching/Informative with a traditional centerfire rifle	328	19.0%
Bullseye with a Semi-Automatic Handgun	321	18.6%
Teaching/Informative with a Shotgun	304	17.6%
Target shooting with an air rifle at a range	280	16.2%
Silhouette with a Semi-Automatic Handgun	277	16.0%
Teaching/Informative with a Revolver	262	15.2%
Bullseye with a Revolver	244	14.1%
Load Testing/Development with a Semi-Automatic Handgun	239	13.8%
Load Testing/Development with a Revolver	239	13.8%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	224	13.0%
Teaching/Informative with a MSR	215	12.5%
Long range with a MSR	209	12.1%
5 Stand with a Shotgun	204	11.8%
Test reload with a Shotgun	199	11.5%
Load Testing/Development with a MSR	198	11.5%
Silhouette with a Revolver	190	11.0%
Long range with a traditional rimfire rifle	184	10.7%
Tactical with a MSR	173	10.0%
Wobble Trap with a Shotgun	169	9.8%
Dog training with a shotgun	166	9.6%
Benchrest with a MSR	159	9.2%
Silhouette with a traditional centerfire rifle	158	9.2%
Silhouette with a traditional rimfire rifle	154	8.9%
Training (Military / Defense / Law Enforcement) with a MSR	139	8.1%
Training (Military / Defense / Law Enforcement) with a Shotgun	117	6.8%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	107	6.2%
Tactical with a traditional centerfire rifle	104	6.0%
Bowling pin with a Semi-Automatic Handgun	98	5.7%
Load Testing/Development with a traditional rimfire rifle	96	5.6%
Silhouette with a MSR	94	5.4%
Steel Challenge with a Semi-Automatic Handgun	82	4.8%
Training (Military / Defense / Law Enforcement) with a Revolver	80	4.6%
Bowling pin with a Revolver	69	4.0%
Cowboy action with a Revolver	61	3.5%
Three (3) position with a traditional centerfire rifle	53	3.1%
3 Gun with a Semi-Automatic Handgun	52	3.0%
IDPA with a Semi-Automatic Handgun	52	3.0%

Steel Challenge with a traditional centerfire rifle	46	2.7%
Three (3) position with a traditional rimfire rifle	44	2.5%
3 Gun with a Shotgun	43	2.5%
Steel Challenge with a traditional rimfire rifle	43	2.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	43	2.5%
3 Gun with a MSR	41	2.4%
Steel Challenge with a MSR	41	2.4%
Tactical with a traditional rimfire rifle	37	2.1%
Steel Challenge with a Revolver	35	2.0%
Cowboy action with a traditional centerfire rifle	34	2.0%
IPSC with a Semi-Automatic Handgun	34	2.0%
Cowboy Action with a Shotgun	31	1.8%
Three (3) position with a MSR	31	1.8%
None of the above	31	1.8%
NRA high power with a traditional centerfire rifle	26	1.5%
NRA high power with a MSR	17	1.0%
IDPA with a Revolver	17	1.0%
3 Gun with a traditional centerfire rifle	15	0.9%
Cowboy action with a Semi-Automatic Handgun	12	0.7%
3 Gun with a traditional rimfire rifle	9	0.5%
Cowboy action with a traditional rimfire rifle	9	0.5%
IPSC with a Revolver	6	0.3%
NRA high power with a traditional rimfire rifle	5	0.3%
Schuetzen with a traditional centerfire rifle	4	0.2%
3 Gun with a Revolver	4	0.2%
Cowboy action with a MSR	3	0.2%
Schuetzen with a MSR	2	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	1,726	100.0%

Table Z.15) Lapsed firearms used (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	111	8.9%
Revolver	269	21.5%
Traditional Rimfire Rifle	240	19.1%
Traditional Centerfire Rifle	138	11.0%
MSR	373	29.7%
Shotgun	189	15.1%
Air Rifle	520	41.5%
Traditional or Compound Bow	531	42.3%
Crossbow	158	12.6%
Muzzleloader	382	30.5%
Total	1,254	100.0%

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	237	15.4%
3 Gun with a Shotgun	19	1.2%
5 Stand with a Shotgun	70	4.6%
Cowboy Action with a Shotgun	19	1.2%
Sighting-In with a Shotgun	191	12.4%
Skeet with a Shotgun	375	24.4%
Sporting clays with a Shotgun	290	18.9%
Teaching/Informative with a Shotgun	136	8.8%
Test reload with a Shotgun	139	9.0%
Training (Military / Defense / Law Enforcement) with a Shotgun	141	9.2%
Trap with a Shotgun	352	22.9%
Wobble Trap with a Shotgun	66	4.3%
Plinking or informal target shooting with a traditional centerfire rifle	211	13.7%
3 Gun with a traditional centerfire rifle	20	1.3%
Benchrest with a traditional centerfire rifle	109	7.1%
Cowboy action with a traditional centerfire rifle	18	1.2%
Load Testing/Development with a traditional centerfire rifle	137	8.9%
Long range with a traditional centerfire rifle	167	10.9%
NRA high power with a traditional centerfire rifle	54	3.5%
Schuetzen with a traditional centerfire rifle	8	0.5%
Sighting-in rifle with a traditional centerfire rifle	158	10.3%
Silhouette with a traditional centerfire rifle	151	9.8%
Steel Challenge with a traditional centerfire rifle	33	2.1%
Tactical with a traditional centerfire rifle	99	6.4%
Teaching/Informative with a traditional centerfire rifle	166	10.8%
Three (3) position with a traditional centerfire rifle	75	4.9%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	269	17.5%
Plinking or informal target shooting with a MSR	360	23.4%
3 Gun with a MSR	25	1.6%

Benchrest with a MSR	156	10.1%
Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	127	8.3%
Long range with a MSR	161	10.5%
NRA high power with a MSR	32	2.1%
Schuetzen with a MSR	3	0.2%
Sighting-in rifle with a MSR	268	17.4%
Silhouette with a MSR	85	5.5%
Steel Challenge with a MSR	40	2.6%
Tactical with a MSR	143	9.3%
Teaching/Informative with a MSR	145	9.4%
Three (3) position with a MSR	60	3.9%
Training (Military / Defense / Law Enforcement) with a MSR	267	17.4%
Plinking or informal target shooting with a Semi-Automatic Handgun	121	7.9%
3 Gun with a Semi-Automatic Handgun	19	1.2%
Bowling pin with a Semi-Automatic Handgun	99	6.4%
Bullseye with a Semi-Automatic Handgun	86	5.6%
Cowboy action with a Semi-Automatic Handgun	32	2.1%
IDPA with a Semi-Automatic Handgun	25	1.6%
IPSC with a Semi-Automatic Handgun	47	3.1%
Load Testing/Development with a Semi-Automatic Handgun	64	4.2%
Sighting-in with a Semi-Automatic Handgun	135	8.8%
Silhouette with a Semi-Automatic Handgun	124	8.1%
Steel Challenge with a Semi-Automatic Handgun	61	4.0%
Teaching/Informative with a Semi-Automatic Handgun	103	6.7%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	140	9.1%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	267	17.4%
Plinking or informal target shooting with a Revolver	291	18.9%
3 Gun with a Revolver	148	9.6%
Bowling pin with a Revolver	83	5.4%
Bullseye with a Revolver	113	7.4%
Cowboy action with a Revolver	44	2.9%
IDPA with a Revolver	7	0.5%
IPSC with a Revolver	31	2.0%
Load Testing/Development with a Revolver	119	7.7%
Sighting-in with a Revolver	203	13.2%
Silhouette with a Revolver	130	8.5%
Steel Challenge with a Revolver	34	2.2%
Teaching/Informative with a Revolver	110	7.2%
Testing (Ammo & firearm) with a Revolver	181	11.8%
Training (Military / Defense / Law Enforcement) with a Revolver	199	12.9%
Dog training with a shotgun	110	7.2%
Target shooting with a traditional or compound bow	531	34.5%
Target shooting with a crossbow	158	10.3%
Target shooting with a muzzleloader	382	24.9%
Plinking or informal target shooting with a traditional rimfire rifle	281	18.3%
3 Gun with a traditional rimfire rifle	4	0.3%

Benchrest with a traditional rimfire rifle	119	7.7%
Cowboy action with a traditional rimfire rifle	10	0.7%
Load Testing/Development with a traditional rimfire rifle	101	6.6%
Long range with a traditional rimfire rifle	112	7.3%
NRA high power with a traditional rimfire rifle	7	0.5%
Schuetzen with a traditional rimfire rifle	11	0.7%
Sighting-in rifle with a traditional rimfire rifle	249	16.2%
Target shooting with an air rifle at a range	520	33.8%
Silhouette with a traditional rimfire rifle	146	9.5%
Pattern shotgun	233	15.2%
Steel Challenge with a traditional rimfire rifle	23	1.5%
Tactical with a traditional rimfire rifle	30	2.0%
Teaching/Informative with a traditional rimfire rifle	173	11.3%
Three (3) position with a traditional rimfire rifle	93	6.1%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	109	7.1%
Total	1,537	100.0%

Table Z.17) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	26	9.0%	22	6.3%	58	11.5%
The activity was too expensive	24	8.3%	15	4.3%	42	8.3%
Ammunition was too expensive	41	14.2%	41	11.7%	45	8.9%
I no longer have time to do this	87	30.1%	108	30.9%	187	37.0%
I don't have anybody to go with anymore	46	15.9%	32	9.1%	89	17.6%
I was not successful	3	1.0%	2	0.6%	4	0.8%
I am no longer interested	30	10.4%	40	11.4%	50	9.9%
I did not enjoy this type of shooting	3	1.0%	4	1.1%	6	1.2%
Medical reasons / disability	10	3.5%	17	4.9%	21	4.2%
I no longer own a shotgun	17	5.9%	59	16.9%	16	3.2%
Other Please describe	28	9.7%	47	13.4%	68	13.4%
Total	289	100%	350	100%	506	100%

Table Z.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	27	8.4%	18	5.4%	27	7.8%
The activity was too expensive	24	7.5%	9	2.7%	30	8.6%
Ammunition was too expensive	48	15.0%	27	8.0%	56	16.1%
I no longer have time to do this	109	34.1%	127	37.8%	119	34.3%
I don't have anybody to go with anymore	48	15.0%	47	14.0%	47	13.5%
I was not successful	2	0.6%	1	0.3%	2	0.6%
I am no longer interested	21	6.6%	46	13.7%	14	4.0%
I did not enjoy this type of shooting	2	0.6%	3	0.9%	8	2.3%
Medical reasons / disability	14	4.4%	7	2.1%	8	2.3%
I no longer own a shotgun	14	4.4%	17	5.1%	29	8.4%
Other Please describe	43	13.4%	44	13.1%	41	11.8%
Total	320	100%	336	100%	347	100%

Table Z.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Muzzleloader		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	12	5.2%	5	8.2%	10	6.5%	8	3.2%
The activity was too expensive	9	3.9%	1	1.6%	0	0.0%	0	0.0%
Ammunition was too expensive	4	1.7%	0	0.0%	1	0.6%	0	0.0%
I no longer have time to do this	66	28.4%	9	14.8%	56	36.4%	69	27.3%
I don't have anybody to go with anymore	25	10.8%	5	8.2%	39	25.3%	9	3.6%
I was not successful	1	0.4%	0	0.0%	2	1.3%	0	0.0%
I am no longer interested	43	18.5%	14	23.0%	7	4.5%	85	33.6%
I did not enjoy this type of shooting	4	1.7%	7	11.5%	1	0.6%	2	0.8%
Medical reasons / disability	51	22.0%	0	0.0%	2	1.3%	0	0.0%
I no longer own this type of firearm	44	19.0%	18	29.5%	37	24.0%	46	18.2%
Other Please describe	22	9.5%	6	9.8%	26	16.9%	33	13.0%
Total	232	100%	61	100%	154	100%	253	100%

Current Hunting Activities

Table Z.19) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	1,242	91.3%
Shotgun	1,197	88.0%
Muzzleloader	708	52.0%
Traditional bow/compound bow	640	47.0%
Handgun	492	36.1%
MSR	466	34.2%
Crossbow	344	25.3%
Other	30	2.2%
Total	1,361	100.0%

Table Z.20) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	273	21.0%
Deer	1,183	90.8%
Elk	298	22.9%
Other big game	146	11.2%
Others	55	4.2%
Predators	575	44.1%
Small game	747	57.3%
Turkey	832	63.9%
Upland game birds	683	52.4%
Waterfowl	449	34.5%
Wild pig / feral hog	283	21.7%
Total	1,303	100.0%

Muzzleloader Interest

Table Z.21) Why haven't you ever (or within the past 3 years) participated target shooting with a muzzleloader?

	Count	Column Percent
Not enough time	17	36.2%
I don't own or have access to the proper equipment	16	34.0%
I don't know how to get started	9	19.1%
I don't have anybody to go with	7	14.9%
These activities are not offered at ranges in my area	4	8.5%
Other Please describe	3	6.4%
Too expensive	2	4.3%
Medical reason / disability	2	4.3%
Total	47	100.0%

Influential Media and Individuals

Table Z.22) When it comes to individuals, who has had the most influence on you with regard to trying different types of shooting?

	Count	Column Percent
Friend	796	46.7%
Father	617	36.2%
Self / nobody else	289	17.0%
Aunt / Uncle	199	11.7%
Sibling	168	9.9%
Grandparent	137	8.0%
Another relative	136	8.0%
Co-worker	115	6.7%
Military	99	5.8%
Other, please specify	58	3.4%
Neighbor	53	3.1%
Spouse	39	2.3%
Children / grandchildren	35	2.1%
Mother	26	1.5%
Guide / outfitter	12	0.7%
Total	1,704	100.0%

Table Z.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different types of shooting?

	Count	Column Percent
Television shows	701	41.5%
Magazines and Books	615	36.4%
National sportsmen's conservation organizations	432	25.6%
Online videos	412	24.4%
Local clubs or social organizations	345	20.4%
Hunter education programs	265	15.7%
State wildlife management agencies	205	12.1%
Retailers	188	11.1%
Seminars	87	5.2%
Other, please specify	74	4.4%
Total	1,688	100.0%

Table Z.24) Which type of online videos have you viewed with respect to influencing you to try targeting different types of shooting? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	283	68.7%
How-to videos	251	60.9%
Product reviews	249	60.4%
Non-professionals (home videos) hunting/fishing/shooting	234	56.8%
TV programs (complete or partial episodes)	205	49.8%
Competitions	167	40.5%
Fish and Wildlife agency produced videos	83	20.1%
Informational/political/talk show style	67	16.3%
Comedy/blooper videos	33	8.0%
Other	12	2.9%
Total	412	100.0%

Table Z.25) **Which television networks did you watch that influenced you to try targeting new types of shooting?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	42	6.0%
Animal Planet	26	3.7%
Comcast SportsNet	3	0.4%
Discovery Channel	117	16.7%
ESPN/ESPN 2	31	4.4%
History Channel	172	24.6%
Military Channel	133	19.0%
National Geographic	71	10.2%
NBC Sports	19	2.7%
Outdoor Channel	571	81.7%
Pursuit Channel	218	31.2%
Sportsman Channel	462	66.1%
Sunshine Network / SUN Sports	9	1.3%
WildTV	26	3.7%
World Fishing Network	27	3.9%
Other national network	23	3.3%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	183	26.2%
I watched hunting/fishing TV, but don't remember the channel	130	18.6%
Total	699	100.0%

Table Z.26) Which of the following do you think would be useful to help you begin (or retry) new types of shooting?

	Count	Column Percent
Joining a local range	706	38.2%
An invitation from a friend / family member	652	35.3%
Books / magazines	490	26.5%
Programming offered by the Fish / Wildlife Agency for My State of Residence	482	26.1%
Programming offered by outdoor retailers	450	24.4%
YouTube videos	395	21.4%
Membership in a non-profit organization	351	19.0%
Online forums / blogs	225	12.2%
Other Please describe	153	8.3%
None of the above	99	5.4%
Total	1,846	100.0%

Table Z.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	109	24.4%	106	22.4%	85	24.6%	119	30.4%
Google+	101	22.6%	99	20.9%	78	22.6%	83	21.2%
Twitter	18	4.0%	16	3.4%	14	4.1%	17	4.3%
Pinterest	26	5.8%	28	5.9%	17	4.9%	30	7.7%
Magazines	295	66.0%	314	66.4%	228	66.1%	252	64.3%
Instagram	36	8.1%	29	6.1%	27	7.8%	43	11.0%
YouTube	230	51.5%	225	47.6%	158	45.8%	330	84.2%
Television programs	234	52.3%	212	44.8%	152	44.1%	195	49.7%
Online Forums	134	30.0%	143	30.2%	94	27.2%	167	42.6%
Newsletter from hunting / wildlife groups or organizations	146	32.7%	177	37.4%	149	43.2%	105	26.8%
Fish / Wildlife Agency for My State of Residence	133	29.8%	189	40.0%	125	36.2%	98	25.0%
Fish / Wildlife Agency for A State Other Than My State of Residence	82	18.3%	112	23.7%	84	24.3%	70	17.9%
Other	12	2.7%	17	3.6%	8	2.3%	9	2.3%
None of The Above	25	5.6%	30	6.3%	22	6.4%	11	2.8%
Total	447	100.0%	473	100.0%	345	100.0%	392	100.0%

Table Z.27) How to reach those who have identified their potential motivators (Continued)

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Facebook	155	22.2%	109	22.3%	82	36.8%	156	24.1%
Google+	134	19.2%	118	24.2%	52	23.3%	122	18.9%
Twitter	26	3.7%	15	3.1%	13	5.8%	20	3.1%
Pinterest	27	3.9%	28	5.7%	16	7.2%	25	3.9%
Magazines	449	64.3%	389	79.7%	148	66.4%	391	60.5%
Instagram	38	5.4%	34	7.0%	28	12.6%	40	6.2%
YouTube	358	51.3%	262	53.7%	161	72.2%	264	40.9%
Television programs	324	46.4%	254	52.0%	111	49.8%	272	42.1%
Online Forums	208	29.8%	159	32.6%	144	64.6%	146	22.6%
Newsletter from hunting / wildlife groups or organizations	208	29.8%	167	34.2%	67	30.0%	183	28.3%
Fish / Wildlife Agency for My State of Residence	184	26.4%	157	32.2%	66	29.6%	174	26.9%
Fish / Wildlife Agency for A State Other Than My State of Residence	118	16.9%	94	19.3%	39	17.5%	109	16.9%
Other	21	3.0%	11	2.3%	7	3.1%	11	1.7%
None of The Above	52	7.4%	16	3.3%	5	2.2%	68	10.5%
Total	698	100.0%	488	100.0%	223	100.0%	646	100.0%

Recreational Shooting with an Air Rifle

This section includes only those responses from individuals who do not currently shoot with an air rifle, but would be interested in doing so.

- Almost two-thirds (65.6%) of those interested in target shooting with an air rifle have hunted small game in the past three years (Table A.20).
- The most common reason that interested individuals have not tried target shooting with an air rifle is that they do not own, or do not have access to, the proper equipment (37.2%) (Table A.21).

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Demographic Information

Table A.1) What is your current age?

	Count	Column Percent
18 to 24	11	1.2%
25 to 34	71	7.8%
35 to 44	112	12.3%
45 to 54	214	23.5%
55 to 64	290	31.8%
65 and older	214	23.5%
Total	912	100.0%

Table A.2) What is your gender?

	Count	Column Percent
Male	890	96.9%
Female	28	3.1%
Total	918	100.0%

Table A.3) What is your Household Income?

	Count	Column Percent
Less than \$20,000	43	4.7%
\$20,000 to \$29,999	34	3.7%
\$30,000 to \$39,999	44	4.9%
\$40,000 to \$49,999	79	8.7%
\$50,000 to \$74,999	179	19.7%
\$75,000 to \$99,999	164	18.1%
\$100,000 to \$149,999	203	22.4%
\$150,000 to \$200,000	82	9.0%
More than \$200,000	79	8.7%
Total	907	100.0%

Table A.4) What is your highest level of education attained?

	Count	Column Percent
Less than 12 years	6	0.7%
High school graduation	172	18.8%
Trade school, associates degree or similar	327	35.7%
Bachelors degree	266	29.0%
Masters degree	110	12.0%
Ph D and higher	36	3.9%
Total	917	100.0%

Table A.5) In which region do you live?

	Count	Column Percent
Northeast	150	16.4%
Midwest	256	28.0%
South	325	35.6%
West	170	18.6%
Canada	13	1.4%
Total	914	100.0%

Introduction to Shooting

Table A.6) How old were you when you first went shooting?

	Count	Column Percent
10 years or younger	640	67.3%
11 to 17 years old	221	23.2%
18 to 24 years old	50	5.3%
25 to 34 years old	13	1.4%
35 to 44 years old	12	1.3%
45 to 54 years old	8	0.8%
55 to 64 years old	5	0.5%
65 years and older	2	0.2%
Total	951	100.0%

Table A.7) What did you shoot with when you first went shooting?

	Count	Column Percent
Air gun / air rifle	233	24.5%
Blackpowder or muzzleloader	5	0.5%
Compound bow	2	0.2%
Crossbow	1	0.1%
MSR	9	0.9%
Revolver	42	4.4%
Shotgun	166	17.5%
Semi-Automatic handgun	54	5.7%
Traditional bow	20	2.1%
Traditional rifle (Centerfire)	60	6.3%
Traditional rifle (Rimfire)	358	37.6%
Other	1	0.1%
Total	951	100.0%

Table A.8) What activity did you participate in when shooting for the first time?

	Count	Column Percent
3 Gun	1	0.1%
Benchrest	20	2.1%
Long range	12	1.3%
Pattern shotgun	11	1.2%
Plinking or informal target shooting	745	78.5%
Silhouette	9	0.9%
Skeet	16	1.7%
Sporting clays	12	1.3%
Tactical	1	0.1%
Training (Military, Defense, Law Enforcement)	13	1.4%
Trap	19	2.0%
Target archery	15	1.6%
Field archery	5	0.5%
3D archery	2	0.2%
Other Please describe:	68	7.2%
Total	949	100.0%

Table A.9) Who took you shooting for the first time?

	Count	Column Percent
Father	595	63.7%
Friend	105	11.2%
Aunt / Uncle	100	10.7%
Grandparent	98	10.5%
Nobody / I shot alone when I first went shooting	52	5.6%
Sibling	46	4.9%
Camp / Summer camp	36	3.9%
Mother	25	2.7%
Another relative	25	2.7%
Neighbor	21	2.2%
Military	19	2.0%
Co-worker	10	1.1%
Spouse	8	0.9%
Guide / outfitter	2	0.2%
Other	1	0.1%
Total	934	100.0%

Table A.10) What got you interested in shooting?

	Count	Column Percent
It has always interested me	647	71.2%
Tradition / way of life	481	52.9%
Spend time with family or friends who already shot	470	51.7%
It's relaxing / an escape	436	48.0%
Wanted to spend more time outdoors	405	44.6%
I wanted a challenge / adventure	339	37.3%
Training for hunting	238	26.2%
Wanted to try a new sport	173	19.0%
Protection / self defense	173	19.0%
To teach someone else / introduce my children or others to shooting	170	18.7%
Training (military, police, etc.)	128	14.1%
Media (television, magazines, movies)	31	3.4%
Other Please write in	10	1.1%
Total	909	100.0%

Table A.11) How long did you only participate in [the activity that you first shot] before participating in other types of shooting?

	Count	Column Percent
Less than one year	255	26.8%
1 year	124	13.0%
2 - 5 years	304	32.0%
6 - 10 years	76	8.0%
More than 10 years	94	9.9%
I have only ever participated in [the shooting activity that I first participated in]	98	10.3%
Total	951	100.0%

Table A.12) Which activities have you ever participated in?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic handgun	681	80.8%
3 Gun with a Semi-Automatic handgun	49	5.8%
Bowling pin with a Semi-Automatic handgun	94	11.2%
Bullseye with a Semi-Automatic handgun	212	25.1%
Cowboy action with a Semi-Automatic handgun	27	3.2%
IDPA with a Semi-Automatic handgun	50	5.9%
IPSC with a Semi-Automatic handgun	48	5.7%
Load Testing/Development with a Semi-Automatic handgun	152	18.0%
Sighting-in with a Semi-Automatic handgun	475	56.3%
Silhouette with a Semi-Automatic handgun	208	24.7%
Silhouette rimfire with a Semi-Automatic handgun	0	0.0%
Steel Challenge with a Semi-Automatic handgun	86	10.2%
Teaching/Informative with a Semi-Automatic handgun	262	31.1%
Testing (Ammo & firearm) with a Semi-Automatic handgun	322	38.2%
Training (Military, Defense, Law Enforcement) with a Semi-Automatic handgun	252	29.9%
Other Please describe with a Semi-Automatic handgun	27	3.2%
Plinking or informal target shooting with a revolver	664	78.8%
3 Gun with a revolver	13	1.5%
Bowling pin with a revolver	73	8.7%
Bullseye with a revolver	170	20.2%
Cowboy action with a revolver	51	6.0%
IDPA with a revolver	12	1.4%
IPSC with a revolver	21	2.5%
Load Testing/Development with a revolver	169	20.0%
Sighting-in with a revolver	376	44.6%
Silhouette with a revolver	158	18.7%
Silhouette rimfire with a revolver	0	0.0%
Steel Challenge with a revolver	33	3.9%

Teaching/Informative with a revolver	207	24.6%
Testing (Ammo & firearm) with a revolver	283	33.6%
Training (Military, Defense, Law Enforcement) with a revolver	146	17.3%
Other Please describe with a revolver	26	3.1%
Plinking or informal target shooting with a traditional rimfire rifle	751	89.1%
3 Gun with a traditional rimfire rifle	7	0.8%
Benchrest with a traditional rimfire rifle	278	33.0%
Cowboy action with a traditional rimfire rifle	11	1.3%
Load Testing/Development with a traditional rimfire rifle	111	13.2%
Long range with a traditional rimfire rifle	179	21.2%
NRA high power with a traditional rimfire rifle	19	2.3%
Schuetzen with a traditional rimfire rifle	6	0.7%
Sighting-in rifle with a traditional rimfire rifle	542	64.3%
Silhouette with a traditional rimfire rifle	177	21.0%
Silhouette high power with a traditional rimfire rifle	0	0.0%
Silhouette rimfire with a traditional rimfire rifle	0	0.0%
Steel Challenge with a traditional rimfire rifle	42	5.0%
Tactical with a traditional rimfire rifle	45	5.3%
Teaching/Informative with a traditional rimfire rifle	272	32.3%
Three (3) position with a traditional rimfire rifle	86	10.2%
Training (Military, Defense, Law Enforcement) with a traditional rimfire rifle	83	9.8%
Other Please describe with a traditional rimfire rifle	47	5.6%
Plinking or informal target shooting with a traditional centerfire rifle	643	76.3%
3 Gun with a traditional centerfire rifle	19	2.3%
Benchrest with a traditional centerfire rifle	331	39.3%
Cowboy action with a traditional centerfire rifle	28	3.3%
Load Testing/Development with a traditional centerfire rifle	269	31.9%
Long range with a traditional centerfire rifle	361	42.8%
NRA high power with a traditional centerfire rifle	55	6.5%
Schuetzen with a traditional centerfire rifle	8	0.9%
Sighting-in rifle with a traditional centerfire rifle	585	69.4%
Silhouette black powder with a traditional centerfire rifle	0	0.0%
Silhouette with a traditional centerfire rifle	161	19.1%
Silhouette rimfire with a traditional centerfire rifle	0	0.0%
Steel Challenge with a traditional centerfire rifle	35	4.2%
Tactical with a traditional centerfire rifle	106	12.6%
Teaching/Informative with a traditional centerfire rifle	257	30.5%
Three (3) position with a traditional centerfire rifle	65	7.7%
Training (Military, Defense, Law Enforcement) with a traditional centerfire rifle	175	20.8%
Other Please describe with a traditional centerfire rifle	34	4.0%
Plinking or informal target shooting with an MSR	519	61.6%
3 Gun with an MSR	36	4.3%
Benchrest with an MSR	170	20.2%
Cowboy action with an MSR	3	0.4%

Load Testing/Development with an MSR	169	20.0%
Long range with an MSR	198	23.5%
NRA high power with an MSR	29	3.4%
Schuetzen with an MSR	3	0.4%
Sighting-in rifle with an MSR	395	46.9%
Silhouette black powder with an MSR	0	0.0%
Silhouette high power with an MSR	94	11.2%
Silhouette rimfire with an MSR	0	0.0%
Steel Challenge with an MSR	46	5.5%
Tactical with an MSR	161	19.1%
Teaching/Informative with an MSR	187	22.2%
Three (3) position with an MSR	49	5.8%
Training (Military, Defense, Law Enforcement) with an MSR	208	24.7%
Other Please describe with an MSR	6	0.7%
Informal (backyard, testing) with a shotgun	587	69.6%
3 Gun with a shotgun	36	4.3%
5 Stand with a shotgun	125	14.8%
Cowboy Action with a shotgun	29	3.4%
Dog training with a shotgun	141	16.7%
Other with a shotgun	11	1.3%
Pattern shotgun with a shotgun	455	54.0%
Sighting-In with a shotgun	364	43.2%
Skeet with a shotgun	461	54.7%
Sporting clays with a shotgun	489	58.0%
Teaching/Informative with a shotgun	223	26.5%
Test reload with a shotgun	153	18.1%
Training (Military, Defense, Law Enforcement) with a shotgun	133	15.8%
Trap with a shotgun	444	52.7%
Wobble Trap with a shotgun	113	13.4%
Other Please describe with a shotgun	47	5.6%
Total	843	100.0%

Current Recreational Shooting Activities

Table A.13) Which firearm have you shot with during the past 3 years?

	Count	Column Percent
Semi-Automatic Handgun	686	81.6%
Traditional Rimfire Rifle	677	80.5%
Traditional Centerfire Rifle	662	78.7%
Shotgun	645	76.7%
Revolver	572	68.0%
MSR	404	48.0%
Traditional or Compound Bow	283	33.7%
Muzzleloader	233	27.7%
Crossbow	151	18.0%
None of the Above	12	1.4%
Total	841	100.0%

Table A.14) What shooting activities have you participated in within the past 3 years?

Shooting activity that they have ever participated in	Count	Column Percent
Plinking or informal target shooting with a Semi-Automatic Handgun	620	73.2%
Plinking or informal target shooting with a traditional rimfire rifle	620	73.2%
Plinking or informal target shooting with a traditional centerfire rifle	529	62.5%
Plinking or informal target shooting with a Revolver	509	60.1%
Sighting-in rifle with a traditional centerfire rifle	494	58.3%
Informal (backyard or testing) with a Shotgun	453	53.5%
Sighting-in rifle with a traditional rimfire rifle	433	51.1%
Sighting-in with a Semi-Automatic Handgun	407	48.1%
Plinking or informal target shooting with a MSR	346	40.9%
Sporting clays with a Shotgun	345	40.7%
Pattern shotgun	335	39.6%
Sighting-in with a Revolver	288	34.0%
Target shooting with a traditional or compound bow	283	33.4%
Trap with a Shotgun	279	32.9%
Benchrest with a traditional centerfire rifle	273	32.2%
Skeet with a Shotgun	272	32.1%
Target shooting with an air rifle at a range	269	31.8%
Long range with a traditional centerfire rifle	267	31.5%
Sighting-In with a Shotgun	256	30.2%
Sighting-in rifle with a MSR	255	30.1%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	245	28.9%
Target shooting with a muzzleloader	233	27.5%
Benchrest with a traditional rimfire rifle	217	25.6%

Teaching/Informative with a Semi-Automatic Handgun	205	24.2%
Load Testing/Development with a traditional centerfire rifle	198	23.4%
Testing (Ammo & firearm) with a Revolver	191	22.6%
Teaching/Informative with a traditional rimfire rifle	187	22.1%
Bullseye with a Semi-Automatic Handgun	175	20.7%
Teaching/Informative with a traditional centerfire rifle	169	20.0%
Teaching/Informative with a Shotgun	160	18.9%
Target shooting with a crossbow	151	17.8%
Silhouette with a Semi-Automatic Handgun	147	17.4%
Teaching/Informative with a Revolver	134	15.8%
Load Testing/Development with a Revolver	129	15.2%
Long range with a traditional rimfire rifle	123	14.5%
Load Testing/Development with a Semi-Automatic Handgun	121	14.3%
Teaching/Informative with a MSR	113	13.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	110	13.0%
Bullseye with a Revolver	107	12.6%
Load Testing/Development with a MSR	101	11.9%
Long range with a MSR	98	11.6%
Silhouette with a Revolver	97	11.5%
Test reload with a Shotgun	95	11.2%
Silhouette with a traditional centerfire rifle	93	11.0%
5 Stand with a Shotgun	92	10.9%
Silhouette with a traditional rimfire rifle	92	10.9%
Tactical with a MSR	88	10.4%
Dog training with a shotgun	86	10.2%
Benchrest with a MSR	85	10.0%
Training (Military / Defense / Law Enforcement) with a MSR	84	9.9%
Wobble Trap with a Shotgun	83	9.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	63	7.4%
Steel Challenge with a Semi-Automatic Handgun	62	7.3%
Load Testing/Development with a traditional rimfire rifle	56	6.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	50	5.9%
Silhouette with a MSR	50	5.9%
Bowling pin with a Semi-Automatic Handgun	50	5.9%
Tactical with a traditional centerfire rifle	49	5.8%
Training (Military / Defense / Law Enforcement) with a Revolver	43	5.1%
IDPA with a Semi-Automatic Handgun	35	4.1%
Cowboy action with a Revolver	35	4.1%
3 Gun with a Semi-Automatic Handgun	33	3.9%
Bowling pin with a Revolver	33	3.9%
Steel Challenge with a traditional rimfire rifle	32	3.8%

Tactical with a traditional rimfire rifle	26	3.1%
3 Gun with a Shotgun	25	3.0%
Steel Challenge with a traditional centerfire rifle	25	3.0%
Steel Challenge with a MSR	24	2.8%
IPSC with a Semi-Automatic Handgun	22	2.6%
Three (3) position with a traditional rimfire rifle	22	2.6%
3 Gun with a MSR	21	2.5%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	21	2.5%
Cowboy action with a traditional centerfire rifle	20	2.4%
Steel Challenge with a Revolver	19	2.2%
Three (3) position with a MSR	18	2.1%
Cowboy Action with a Shotgun	17	2.0%
Three (3) position with a traditional centerfire rifle	16	1.9%
NRA high power with a traditional centerfire rifle	15	1.8%
NRA high power with a MSR	14	1.7%
3 Gun with a traditional centerfire rifle	12	1.4%
None of the above	12	1.4%
Cowboy action with a Semi-Automatic Handgun	9	1.1%
Cowboy action with a traditional rimfire rifle	7	0.8%
IDPA with a Revolver	6	0.7%
NRA high power with a traditional rimfire rifle	6	0.7%
3 Gun with a Revolver	4	0.5%
IPSC with a Revolver	4	0.5%
3 Gun with a traditional rimfire rifle	4	0.5%
Schuetzen with a traditional centerfire rifle	2	0.2%
Cowboy action with a MSR	2	0.2%
Schuetzen with a MSR	1	0.1%
Schuetzen with a traditional rimfire rifle	1	0.1%
Total	847	100.0%

Table A.15) Lapsed firearms used (calculated, not asked).

	Count	Column Percent
Semi-Automatic Handgun	57	9.8%
Revolver	135	23.1%
Traditional Rimfire Rifle	106	18.2%
Traditional Centerfire Rifle	72	12.3%
MSR	171	29.3%
Shotgun	106	18.2%
Air Rifle	227	38.9%
Traditional or Compound Bow	246	42.1%
Crossbow	87	14.9%
Muzzleloader	168	28.8%
Total	584	100.0%

Table A.16) Lapsed shooting activities.

Lapsed shooting activities	Count	Column Percent
Informal (backyard or testing) with a Shotgun	134	18.0%
3 Gun with a Shotgun	11	1.5%
5 Stand with a Shotgun	33	4.4%
Cowboy Action with a Shotgun	12	1.6%
Sighting-In with a Shotgun	108	14.5%
Skeet with a Shotgun	189	25.3%
Sporting clays with a Shotgun	144	19.3%
Teaching/Informative with a Shotgun	63	8.4%
Test reload with a Shotgun	58	7.8%
Training (Military / Defense / Law Enforcement) with a Shotgun	70	9.4%
Trap with a Shotgun	165	22.1%
Wobble Trap with a Shotgun	30	4.0%
Plinking or informal target shooting with a traditional centerfire rifle	114	15.3%
3 Gun with a traditional centerfire rifle	7	0.9%
Benchrest with a traditional centerfire rifle	58	7.8%
Cowboy action with a traditional centerfire rifle	8	1.1%
Load Testing/Development with a traditional centerfire rifle	71	9.5%
Long range with a traditional centerfire rifle	94	12.6%
NRA high power with a traditional centerfire rifle	40	5.4%
Schuetzen with a traditional centerfire rifle	6	0.8%
Sighting-in rifle with a traditional centerfire rifle	91	12.2%
Silhouette with a traditional centerfire rifle	68	9.1%
Steel Challenge with a traditional centerfire rifle	10	1.3%
Tactical with a traditional centerfire rifle	57	7.6%
Teaching/Informative with a traditional centerfire rifle	88	11.8%
Three (3) position with a traditional centerfire rifle	49	6.6%
Training (Military / Defense / Law Enforcement) with a traditional centerfire rifle	125	16.8%
Plinking or informal target shooting with a MSR	173	23.2%
3 Gun with a MSR	15	2.0%

Benchrest with a MSR	85	11.4%
Cowboy action with a MSR	1	0.1%
Load Testing/Development with a MSR	68	9.1%
Long range with a MSR	100	13.4%
NRA high power with a MSR	15	2.0%
Schuetzen with a MSR	2	0.3%
Sighting-in rifle with a MSR	140	18.8%
Silhouette with a MSR	44	5.9%
Steel Challenge with a MSR	22	2.9%
Tactical with a MSR	73	9.8%
Teaching/Informative with a MSR	74	9.9%
Three (3) position with a MSR	31	4.2%
Training (Military / Defense / Law Enforcement) with a MSR	124	16.6%
Plinking or informal target shooting with a Semi-Automatic Handgun	61	8.2%
3 Gun with a Semi-Automatic Handgun	16	2.1%
Bowling pin with a Semi-Automatic Handgun	44	5.9%
Bullseye with a Semi-Automatic Handgun	37	5.0%
Cowboy action with a Semi-Automatic Handgun	18	2.4%
IDPA with a Semi-Automatic Handgun	15	2.0%
IPSC with a Semi-Automatic Handgun	26	3.5%
Load Testing/Development with a Semi-Automatic Handgun	31	4.2%
Sighting-in with a Semi-Automatic Handgun	68	9.1%
Silhouette with a Semi-Automatic Handgun	61	8.2%
Steel Challenge with a Semi-Automatic Handgun	24	3.2%
Teaching/Informative with a Semi-Automatic Handgun	57	7.6%
Testing (Ammo & firearm) with a Semi-Automatic Handgun	77	10.3%
Training (Military / Defense / Law Enforcement) with a Semi-Automatic Handgun	139	18.6%
Plinking or informal target shooting with a Revolver	155	20.8%
3 Gun with a Revolver	69	9.2%
Bowling pin with a Revolver	40	5.4%
Bullseye with a Revolver	63	8.4%
Cowboy action with a Revolver	16	2.1%
IDPA with a Revolver	6	0.8%
IPSC with a Revolver	17	2.3%
Load Testing/Development with a Revolver	40	5.4%
Sighting-in with a Revolver	88	11.8%
Silhouette with a Revolver	61	8.2%
Steel Challenge with a Revolver	14	1.9%
Teaching/Informative with a Revolver	73	9.8%
Testing (Ammo & firearm) with a Revolver	92	12.3%
Training (Military / Defense / Law Enforcement) with a Revolver	97	13.0%
Dog training with a shotgun	55	7.4%
Target shooting with a traditional or compound bow	246	33.0%
Target shooting with a crossbow	87	11.7%
Target shooting with a muzzleloader	168	22.5%
Plinking or informal target shooting with a traditional rimfire rifle	131	17.6%
3 Gun with a traditional rimfire rifle	3	0.4%

Benchrest with a traditional rimfire rifle	61	8.2%
Cowboy action with a traditional rimfire rifle	4	0.5%
Load Testing/Development with a traditional rimfire rifle	54	7.2%
Long range with a traditional rimfire rifle	56	7.5%
NRA high power with a traditional rimfire rifle	13	1.7%
Schuetzen with a traditional rimfire rifle	7	0.9%
Sighting-in rifle with a traditional rimfire rifle	109	14.6%
Target shooting with an air rifle at a range	227	30.4%
Silhouette with a traditional rimfire rifle	85	11.4%
Pattern shotgun	120	16.1%
Steel Challenge with a traditional rimfire rifle	10	1.3%
Tactical with a traditional rimfire rifle	19	2.5%
Teaching/Informative with a traditional rimfire rifle	85	11.4%
Three (3) position with a traditional rimfire rifle	64	8.6%
Training (Military / Defense / Law Enforcement) with a traditional rimfire rifle	62	8.3%
Total	746	100.0%

Table A.17) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years?

	Semi-Automatic Handgun		Revolver		Shotgun	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	8	4.8%	8	4.7%	32	13.3%
The activity was too expensive	12	7.1%	8	4.7%	19	7.9%
Ammunition was too expensive	22	13.1%	21	12.3%	18	7.5%
I no longer have time to do this	69	41.1%	43	25.1%	84	34.9%
I don't have anybody to go with anymore	29	17.3%	27	15.8%	47	19.5%
I was not successful	2	1.2%	0	0.0%	2	0.8%
I am no longer interested	14	8.3%	16	9.4%	20	8.3%
I did not enjoy this type of shooting	3	1.8%	2	1.2%	3	1.2%
Medical reasons / disability	11	6.5%	15	8.8%	11	4.6%
I no longer own a shotgun	7	4.2%	36	21.1%	10	4.1%
Other Please describe	23	13.7%	22	12.9%	26	10.8%
Total	168	100%	171	100%	241	100%

Table A.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional Centerfire Rifle		Traditional Rimfire Rifle		MSR	
	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	18	10.9%	10	6.1%	15	8.8%
The activity was too expensive	16	9.7%	5	3.0%	12	7.0%
Ammunition was too expensive	28	17.0%	13	7.9%	31	18.1%
I no longer have time to do this	55	33.3%	62	37.8%	55	32.2%
I don't have anybody to go with anymore	29	17.6%	24	14.6%	22	12.9%
I was not successful	1	0.6%	2	1.2%	2	1.2%
I am no longer interested	9	5.5%	16	9.8%	5	2.9%
I did not enjoy this type of shooting	3	1.8%	1	0.6%	3	1.8%
Medical reasons / disability	9	5.5%	8	4.9%	5	2.9%
I no longer own a shotgun	5	3.0%	15	9.1%	14	8.2%
Other Please describe	19	11.5%	25	15.2%	27	15.8%
Total	165	100%	164	100%	171	100%

Table A.18) Why haven't you participated in [the shooting activity that you've lapsed] in the past 3 years? Continued

	Traditional / Compound Bow		Crossbow		Muzzleloader		Air Rifle	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
My range no longer offers these activities	3	2.8%	1	3.1%	2	3.5%	6	5.9%
The activity was too expensive	8	7.4%	0	0.0%	3	5.3%	1	1.0%
Ammunition was too expensive	3	2.8%	0	0.0%	2	3.5%	0	0.0%
I no longer have time to do this	27	25.0%	5	15.6%	17	29.8%	35	34.3%
I don't have anybody to go with anymore	14	13.0%	2	6.3%	8	14.0%	1	1.0%
I was not successful	1	0.9%	1	3.1%	1	1.8%	0	0.0%
I am no longer interested	15	13.9%	2	6.3%	13	22.8%	17	16.7%
I did not enjoy this type of shooting	2	1.9%	4	12.5%	5	8.8%	1	1.0%
Medical reasons / disability	22	20.4%	0	0.0%	2	3.5%	1	1.0%
I no longer own this type of firearm	21	19.4%	10	31.3%	10	17.5%	23	22.5%
Other Please describe	15	13.9%	6	18.8%	7	12.3%	16	15.7%
Total	108	100%	32	100%	57	100%	102	100%

Current Hunting Activities

Table A.19) Which firearms, bows, or crossbows have you used for hunting in the past 3 years?

	Count	Column Percent
Traditional rifle (centerfire or rimfire)	556	91.1%
Shotgun	552	90.5%
Traditional bow/compound bow	289	47.4%
Muzzleloader	279	45.7%
MSR	231	37.9%
Handgun	212	34.8%
Crossbow	140	23.0%
Other	24	3.9%
Total	610	100.0%

Table A.20) Which species have you hunted within the past 3 years?

	Count	Column Percent
Bear	103	17.8%
Deer	510	88.2%
Elk	106	18.3%
Other big game	52	9.0%
Others	33	5.7%
Predators	255	44.1%
Small game	379	65.6%
Turkey	367	63.5%
Upland game birds	324	56.1%
Waterfowl	220	38.1%
Wild pig / feral hog	128	22.1%
Total	578	100.0%

Air Rifle Interest

Table A.21) Why haven't you ever (or within the past 3 years) participated in target shooting with an air rifle?

	Count	Column Percent
I don't own or have access to the proper equipment	120	37.2%
Not enough time	117	36.2%
I don't have anybody to go with	37	11.5%
These activities are not offered at ranges in my area	30	9.3%
Other Please describe	27	8.4%
I don't know how to get started	22	6.8%
Too expensive	16	5.0%
Medical reason / disability	3	0.9%
Total	323	100.0%

Influential Media and Individuals

Table A.22) When it comes to individuals, who has had the most influence on you with regard to trying different types of shooting?

	Count	Column Percent
Friend	379	45.3%
Father	312	37.3%
Self / nobody else	130	15.6%
Aunt / Uncle	101	12.1%
Sibling	80	9.6%
Co-worker	77	9.2%
Grandparent	71	8.5%
Another relative	66	7.9%
Military	45	5.4%
Other, please specify	29	3.5%
Neighbor	28	3.3%
Spouse	26	3.1%
Children / grandchildren	18	2.2%
Mother	12	1.4%
Guide / outfitter	8	1.0%
Total	836	100.0%

Table A.23) Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different types of shooting?

	Count	Column Percent
Television shows	342	41.5%
Magazines and Books	308	37.3%
Online videos	244	29.6%
National sportsmen's conservation organizations	203	24.6%
Local clubs or social organizations	183	22.2%
Hunter education programs	129	15.6%
State wildlife management agencies	113	13.7%
Retailers	103	12.5%
Seminars	43	5.2%
Other, please specify	31	3.8%
Total	825	100.0%

Table A.24) Which type of online videos have you viewed with respect to influencing you to try new types of shooting? (Asked only of those who selected "online videos" in the previous question)

	Count	Column Percent
Professionals hunting/fishing/shooting	182	75.2%
Product reviews	157	64.9%
How-to videos	153	63.2%
Non-professionals (home videos) hunting/fishing/shooting	144	59.5%
TV programs (complete or partial episodes)	109	45.0%
Competitions	106	43.8%
Fish and Wildlife agency produced videos	52	21.5%
Informational/political/talk show style	39	16.1%
Comedy/blooper videos	25	10.3%
Other	8	3.3%
Total	242	100.0%

Table A.25) **Which television networks did you watch that influenced you to try new types of shooting?** (Asked only of those who selected “online videos” above)

	Count	Column Percent
A&E	24	7.1%
Animal Planet	14	4.1%
Comcast SportsNet	3	0.9%
Discovery Channel	65	19.1%
ESPN/ESPN 2	16	4.7%
History Channel	103	30.3%
Military Channel	73	21.5%
National Geographic	41	12.1%
NBC Sports	15	4.4%
Outdoor Channel	275	80.9%
Pursuit Channel	106	31.2%
Sportsman Channel	224	65.9%
Sunshine Network / SUN Sports	3	0.9%
WildTV	10	2.9%
World Fishing Network	12	3.5%
Other national network	11	3.2%
I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)	94	27.6%
I watched hunting/fishing TV, but don't remember the channel	60	17.6%
Total	340	100.0%

Table A.26) Which of the following do you think would be useful to help you begin (or retry) new types of shooting?

	Count	Column Percent
Joining a local range	387	42.6%
An invitation from a friend / family member	297	32.7%
Books / magazines	275	30.3%
Programming offered by outdoor retailers	257	28.3%
Programming offered by the Fish / Wildlife Agency for My State of Residence	244	26.8%
YouTube videos	230	25.3%
Membership in a non-profit organization	190	20.9%
Online forums / blogs	135	14.9%
Other Please describe	76	8.4%
None of the above	49	5.4%
Total	909	100.0%

Table A.27) How to reach those who have identified their potential motivators.

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

		Programming offered by outdoor retailers		Programming offered by the Fish / Wildlife Agency for My State of Residence		Membership in a non-profit organization		YouTube videos	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	65	25.6%	61	25.5%	58	31.0%	79	34.3%
	Google+	69	27.2%	54	22.6%	47	25.1%	48	20.9%
	Twitter	13	5.1%	12	5.0%	11	5.9%	10	4.3%
	Pinterest	17	6.7%	11	4.6%	14	7.5%	27	11.7%
	Magazines	168	66.1%	157	65.7%	126	67.4%	146	63.5%
	Instagram	21	8.3%	15	6.3%	16	8.6%	23	10.0%
	YouTube	133	52.4%	117	49.0%	91	48.7%	186	80.9%
	Television programs	131	51.6%	103	43.1%	95	50.8%	106	46.1%
	Online Forums	83	32.7%	66	27.6%	59	31.6%	110	47.8%
	Newsletter from hunting / wildlife groups or organizations	81	31.9%	83	34.7%	66	35.3%	59	25.7%
	Fish / Wildlife Agency for My State of Residence	79	31.1%	107	44.8%	74	39.6%	62	27.0%
	Fish / Wildlife Agency for A State Other Than My State of Residence	44	17.3%	68	28.5%	45	24.1%	42	18.3%
	Other	10	3.9%	9	3.8%	5	2.7%	7	3.0%
	None of The Above	12	4.7%	18	7.5%	9	4.8%	6	2.6%
	Total	254	100.0%	239	100.0%	187	100.0%	230	100.0%

Table A.27) How to reach those who have identified their potential motivators (Continued)

		Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?							
		Joining a local range		Books / magazines		Online forums / blogs		An invitation from a friend / family member	
		Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.	Count	Col. Pct.
Media Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?	Facebook	101	26.4%	64	23.5%	51	38.1%	72	24.3%
	Google+	70	18.3%	65	23.9%	33	24.6%	62	20.9%
	Twitter	21	5.5%	12	4.4%	9	6.7%	11	3.7%
	Pinterest	24	6.3%	26	9.6%	14	10.4%	16	5.4%
	Magazines	234	61.1%	222	81.6%	97	72.4%	178	60.1%
	Instagram	24	6.3%	17	6.3%	17	12.7%	18	6.1%
	YouTube	191	49.9%	150	55.1%	91	67.9%	132	44.6%
	Television programs	165	43.1%	135	49.6%	67	50.0%	133	44.9%
	Online Forums	124	32.4%	97	35.7%	91	67.9%	74	25.0%
	Newsletter from hunting / wildlife groups or organizations	106	27.7%	80	29.4%	35	26.1%	77	26.0%
	Fish / Wildlife Agency for My State of Residence	119	31.1%	82	30.1%	39	29.1%	89	30.1%
	Fish / Wildlife Agency for A State Other Than My State of Residence	63	16.4%	47	17.3%	17	12.7%	49	16.6%
	Other	13	3.4%	6	2.2%	5	3.7%	4	1.4%
	None of The Above	27	7.0%	6	2.2%	2	1.5%	32	10.8%
	Total	383	100.0%	272	100.0%	134	100.0%	296	100.0%

Appendix 1: Questionnaire

Page exit logic: Skip / Disqualify Logic**IF:** (#1 Question "In the past 12 months, have you done any of the following activities?" is not one of the following answers ("Target shooting with a firearm", "Target shooting with a bow/archery equipment", "Hunting with a firearm", "Hunting with a bow/archery equipment", "Target shooting with an air rifle at a range") OR #1 Question "In the past 12 months, have you done any of the following activities?" is one of the following answers ("Playing Cricket")) **THEN:** Jump to [page 48 - Thank You!](#)

Logic: Show/hide trigger exists.

ID: 5

In the past 12 months, have you done any of the following activities?*

- ☐ Target shooting with a firearm
- ☐ Target shooting with a bow/archery equipment
- ☐ Hunting with a firearm
- ☐ Hunting with a bow/archery equipment
- ☐ Target shooting with an air rifle at a range
- ☐ Camping
- ☐ Fishing
- ☐ Playing Cricket
- ☐ Backpacking
- ☐ Riding all-terrain vehicles (ATV, ROV, 4x4, etc.)
- ☐ Paintball games
- ☐ Mountain biking
- ☐ Bird watching
- ☐ Snow skiing (downhill or cross-country)
- ☐ None of the above

Page entry logic: This page will show when: #1 Question "In the past 12 months, have you done any of the following activities?" is one of the following answers ("Hunting with a firearm", "Hunting with a bow/archery equipment")

ID: 6

Please check the types of hunting you have done at least once in the past 3 years.*

- ☐ Hunting with a shotgun
 - ☐ Hunting with a traditional rifle (centerfire or rimfire)
 - ☐ Hunting with a modern sporting rifle / AR platform / AK platform
 - ☐ Hunting with a muzzleloader
 - ☐ Hunting with a bow/compound bow
 - ☐ Hunting with a crossbow
 - ☐ Hunting with a handgun
 - ☐ Other
-

Page entry logic: This page will show when: #1 Question "In the past 12 months, have you done any of the following activities?" is one of the following answers ("Hunting with a firearm", "Hunting with a bow/archery equipment")

ID: 9

How old were you when you first went hunting? *

ID: 12

On your first hunt, which species did you target?

*If more than one species was targeted on your first hunt, please select all that apply. Otherwise please select only one species. **

- ☐ Deer
- ☐ Bear
- ☐ Turkey
- ☐ Elk
- ☐ Other big game not listed above (moose, antelope, etc.)
- ☐ Small game (rabbit, squirrel, etc.)
- ☐ Waterfowl
- ☐ Upland game birds (pheasant, quail, grouse, etc.)
- ☐ Predators
- ☐ Wild pig / feral hog
- ☐ Others

ID: 13

What type of firearm, bow or crossbow did you use on your first hunt?

- ☐ Semi-automatic handgun
- ☐ Revolver
- ☐ Shotgun
- ☐ Traditional Rifle
- ☐ Modern Sporting Rifle (AR/AK platform or style rifle)
- ☐ Blackpowder or muzzleloader
- ☐ Compound bow
- ☐ Traditional bow
- ☐ Crossbow
- ☐ Other: _____

ID: 234

Who took you on your first hunt?

If more than one person took you hunting for the first time, please select all that apply. Otherwise, please select only one answer option.

- ☐ Father
- ☐ Mother
- ☐ Grandparent
- ☐ Aunt / Uncle
- ☐ Sibling
- ☐ Friend
- ☐ Neighbor
- ☐ Co-worker
- ☐ Spouse
- ☐ Guide / outfitter
- ☐ Another relative
- ☐ Nobody / I hunted alone on my first hunt
- ☐ Other

ID: 371

Why did you begin hunting? Please check all that apply.

- ☐ Tradition / way of life
- ☐ To teach someone else / introduce my children or others to hunting
- ☐ Spend time with family or friends who already hunted
- ☐ I wanted a challenge / adventure
- ☐ Support conservation efforts
- ☐ To become self-sufficient / become a provider / obtain my own meat
- ☐ It's relaxing / an escape
- ☐ It has always interested me
- ☐ Wanted to try a new sport
- ☐ Wanted to spend more time outdoors
- ☐ Other. Please write in:: _____

Page entry logic: This page will show when: #3 Question "How old were you when you first went hunting? "

Page exit logic: Skip / Disqualify Logic**IF:** New Hidden Value is greater than "4" **THEN:** Jump to [page 48 - Thank You!](#)

Logic: Show/hide trigger exists.

ID: 173

How many years did you hunt ONLY [question('value'), id='12', delimiter=', ', finaldelimiter=' and '] before attempting to hunt another species?

- ☐ I have only ever hunted [question("value"), id="12"]
- ☐ 1 season
- ☐ 1 year
- ☐ 2 - 5 years
- ☐ 6 to 10 years
- ☐ More than 10 years

Page entry logic: This page will show when: #2 Question "Please check the types of hunting you have done at least once in the past 3 years."

Logic: Hidden unless: #8 Question "How many years did you hunt ONLY [question('value'), id='12', delimiter=', ', finaldelimiter=' and '] before attempting to hunt another species?" is not one of the following answers ("I have only ever hunted [question("value"), id="12"]")

ID: 15

Which species have you *EVER* hunted? Please select all that apply. *

- ☐ Deer
- ☐ Bear
- ☐ Turkey
- ☐ Elk

- ☐ Other big game not listed here (moose / antelope / etc.)
- ☐ Small game (rabbit / squirrel / etc.)
- ☐ Waterfowl
- ☐ Upland game birds (pheasant / quail / grouse / etc.)
- ☐ Predators
- ☐ Wild pig / feral hog
- ☐ Others: _____

Page entry logic: This page will show when: #9 Question "Which species have you *EVER* hunted? Please select all that apply. "

ID: 176

Piping: Piped Values From Question 9. (Which species have you *EVER* hunted? Please select all that apply.)

Which species have you hunted *in the past 3 years?*
The list below is made up of every species you have ever hunted.

Page entry logic: This page will show when: #10 Question "Which species have you hunted *in the past 3 years?*
The list below is made up of every species you have ever hunted. "

Logic: Hidden unless: New Hidden Value is greater than or equal to "2"

ID: 17

Piping: Piped Values From Question 10. (Which species have you hunted *in the past 3 years*?
The list below is made up of every species you have ever hunted.)

Of these species that you have hunted recently, please rank them in order of your favorite hunt:

_____ Deer
_____ Bear
_____ Turkey
_____ Elk
_____ Other big game not listed above (moose, antelope, etc.)
_____ Small game (rabbit, squirrel, etc.)
_____ Waterfowl
_____ Upland game birds (pheasant, quail, grouse, etc.)
_____ Predators
_____ Wild pig / feral hog
_____ Other:

Page entry logic: This page will show when: #12 Question "LAPSED SPECIES"

ID: 175

Piping: Piped From Question 12. (LAPSED SPECIES)

Why haven't you hunted [question("piped title")] recently?

- ☐ I do not have anybody to go with anymore
- ☐ I moved to a new location where I am not able to do this type of hunting
- ☐ No hunting land available for this species anymore
- ☐ Do not have time
- ☐ Too expensive

- ☐ No longer interested or did not enjoy this type of hunting
- ☐ I was not successful
- ☐ I need more training
- ☐ I have a disability, an illness or an age related reason that prevents me
- ☐ Medical reasons / disabilities
- ☐ Other, please describe:: _____

Page entry logic: This page will show when: (#8 Question "How many years did you hunt **ONLY** [question('value'), id='12', delimiter=',', finaldelimiter=' and '] before attempting to hunt another species?" is not one of the following answers ("I have only ever hunted [question("value"), id="12"]") AND #8 Question "How many years did you hunt **ONLY** [question('value'), id='12', delimiter=',', finaldelimiter=' and '] before attempting to hunt another species?")

ID: 329

When it comes to individuals, who has had the most influence on you with regard to trying different species or new hunting methods?

- | | |
|---|--|
| <input type="checkbox"/> Father | <input type="checkbox"/> Neighbor |
| <input type="checkbox"/> Mother | <input type="checkbox"/> Spouse |
| <input type="checkbox"/> Children / grandchildren | <input type="checkbox"/> Co-worker |
| <input type="checkbox"/> Grandparent | <input type="checkbox"/> Another relative |
| <input type="checkbox"/> Friend | <input type="checkbox"/> Guide / outfitter |
| <input type="checkbox"/> Sibling | <input type="checkbox"/> Self / nobody else |
| <input type="checkbox"/> Uncle / Aunt | <input type="checkbox"/> Other, please specify:: _____ |

Logic: Show/hide trigger exists.

ID: 330

Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?

- ☐ Online videos
- ☐ Television shows
- ☐ Magazines
- ☐ Seminars
- ☐ Hunter education programs
- ☐ State wildlife management agencies
- ☐ Retailers
- ☐ Local clubs or social organizations
- ☐ National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others
- ☐ Other, please specify: _____

Logic: Hidden unless: #14 Question "Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?" is one of the following answers ("Online videos")

ID: 294

Which type of online videos have you viewed with respect to influencing you to try targeting different species or new hunting methods?

- ☐ TV programs (complete or partial episodes)
- ☐ Fish and Wildlife agency produced videos
- ☐ How-to videos
- ☐ Informational/political/talk show style
- ☐ Professionals hunting/fishing/shooting
- ☐ Non-professionals (home videos) hunting/fishing/shooting
- ☐ Comedy/blooper videos
- ☐ Competitions
- ☐ Product reviews
- ☐ Other

Logic: Hidden unless: #14 Question "Which of the following media or information sources have had the most influence on you, or intrigued you the most, in regards to trying different species or new hunting methods?" is one of the following answers ("Television shows")

ID: 21

Which television networks did you watch that influenced you to try targeting new species or new hunting methods?

- ☐ A&E
- ☐ Animal Planet
- ☐ Comcast SportsNet
- ☐ Discovery Channel
- ☐ ESPN/ESPN 2
- ☐ History Channel
- ☐ Military Channel
- ☐ National Geographic
- ☐ NBC Sports
- ☐ Outdoor Channel
- ☐ Pursuit Channel
- ☐ Sportsman Channel
- ☐ Sunshine Network / SUN Sports
- ☐ WildTV
- ☐ World Fishing Network
- ☐ Other national network
- ☐ I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)
- ☐ I watched hunting/fishing TV, but don't remember the channel

Page entry logic: This page will show when: #2 Question "Please check the types of hunting you have done at least once in the past 3 years."

Page exit logic: Skip / Disqualify Logic**IF:** #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("None of the above - I am only interested in maintaining my current activities") **THEN:** Jump to [page 23 - Introduction to Shooting Activities](#)

Logic: Show/hide trigger exists.

ID: 204

Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

*

[] Deer

- ☐ Bear
- ☐ Turkey
- ☐ Elk
- ☐ Other big game not listed above (moose, antelope, etc.)
- ☐ Small game (rabbit, squirrel, etc.)
- ☐ Waterfowl
- ☐ Upland game birds (pheasant, quail, grouse, etc.)
- ☐ Predators
- ☐ Wild pig / feral hog
- ☐ Other:: _____
- ☐ None of the above - I am only interested in maintaining my current activities

Page entry logic: This page will show when: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Deer", "Bear", "Turkey", "Elk", "Other big game not listed above (moose, antelope, etc.)", "Small game (rabbit, squirrel, etc.)", "Waterfowl", "Upland game birds (pheasant, quail, grouse, etc.)", "Predators", "Other:")

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Deer")

ID: 205

Which of the following methods would you be interested in using to hunt deer?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Bear")

ID: 206

Which of the following methods would you be interested in using to hunt bear?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Turkey")

ID: 207

Which of the following methods would you be interested in using to hunt turkey?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Elk")

ID: 208

Which of the following methods would you be interested in using to hunt elk?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Other big game not listed above (moose, antelope, etc.)")

ID: 209

Which of the following methods would you be interested in using to hunt other big game?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Small game (rabbit, squirrel, etc.)")

ID: 210

Which of the following methods would you be interested in using to hunt small game?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Waterfowl")

ID: 211

Which of the following methods would you be interested in using to hunt waterfowl?

- ☐ Shotgun
- ☐ Traditional / compound bow
- ☐ Crossbow

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Upland game birds (pheasant, quail, grouse, etc.)")

ID: 212

Which of the following methods would you be interested in using to hunt upland game birds?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Predators")

ID: 213

Which of the following methods would you be interested in using to hunt predators?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Wild pig / feral hog")

ID: 236

Which of the following methods would you be interested in using to hunt wild pig / feral hog?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden unless: #17 Question "Please check which of the following species you would be interested in hunting:

These could be:

- *species that you currently hunt, and would be interested in hunting with a new method;*
- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently hunt deer with a shotgun, and would be interested in hunting deer with a crossbow, please select "deer" below.

" is one of the following answers ("Other:")

ID: 214

Which of the following methods would you be interested in using to hunt [question("option value"), id="204", option="11430"]?

- ☐ Shotgun
- ☐ Traditional rifle
- ☐ Traditional / compound bow
- ☐ Crossbow
- ☐ Muzzleloader
- ☐ Handgun
- ☐ Modern sporting rifle / AR or AK platform or style rifle

Logic: Hidden by default
ID: 356

Current species

- ☐ Deer
- ☐ Bear
- ☐ Turkey
- ☐ Elk
- ☐ Other big game not listed here (moose / antelope / etc.)
- ☐ Small game (rabbit / squirrel / etc.)
- ☐ Waterfowl
- ☐ Upland game birds (pheasant / quail / grouse / etc.)
- ☐ Predators
- ☐ Wild pig / feral hog

Logic: Hidden by default
ID: 363

Only Ever Species

- ☐ Deer
- ☐ Bear
- ☐ Turkey
- ☐ Elk
- ☐ Other big game not listed here (moose / antelope / etc.)
- ☐ Small game (rabbit / squirrel / etc.)
- ☐ Waterfowl
- ☐ Upland game birds (pheasant / quail / grouse / etc.)
- ☐ Predators
- ☐ Wild pig / feral hog

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("DEER")

ID: 45

Please describe your level of interest in hunting DEER.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("BEAR")

ID: 48

Please describe your level of interest in hunting BEAR.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("TURKEY")

ID: 49

Please describe your level of interest in hunting TURKEY.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("ELK")

ID: 50

Please describe your level of interest in hunting ELK.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("OTHER BIG GAME")

ID: 51

Please describe your level of interest in hunting OTHER BIG GAME.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("SMALL GAME")

ID: 52

Please describe your level of interest in hunting SMALL GAME.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("WATERFOWL")

ID: 53

Please describe your level of interest in hunting WATERFOWL.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("UPLAND GAME")

ID: 54

Please describe your level of interest in hunting UPLAND GAME.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("PREDATORS")

ID: 55

Please describe your level of interest in hunting PREDATORS.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("WILD PIG / FERAL HOG")

ID: 237

Please describe your level of interest in hunting WILD PIG / FERAL HOG.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: Question "SPECIES [HIDDEN FOR LOGIC]" is one of the following answers ("OTHER SPECIES")

ID: 56

Please describe your level of interest in hunting [question('option value'), id='204', option='11430'].

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: (Question "METHOD [HIDDEN FOR REPORTING]. " is one of the following answers ("HANDGUN") AND #2 Question "Please check the types of hunting you have done at least once in the past 3 years." is not one of the following answers ("Hunting with a handgun"))

ID: 58

Please describe your level of interest in hunting with a HANDGUN.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: (Question "METHOD [HIDDEN FOR REPORTING]. " is one of the following answers ("BOW / COMPOUND") AND #2 Question "Please check the types of hunting you have done at least once in the past 3 years." is not one of the following answers ("Hunting with a bow/compound bow"))

ID: 62

Please describe your level of interest in hunting with a TRADITIONAL / COMPOUND BOW.

() 1 - I may never actually attempt or retry this type of hunting () 2 - I could possibly attempt or retry this type of hunting () 3 - I might attempt or retry this type of hunting. () 4 - I will probably attempt or retry this type of hunting () 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: (Question "METHOD [HIDDEN FOR REPORTING]. " is one of the following answers ("CROSSBOW") AND #2 Question "Please check the types of hunting you have done at least once in the past 3 years." is not one of the following answers ("Hunting with a crossbow"))

ID: 63

Please describe your level of interest in hunting with a CROSSBOW.

() 1 - I may never actually attempt or retry this type of hunting () 2 - I could possibly attempt or retry this type of hunting () 3 - I might attempt or retry this type of hunting. () 4 - I will probably attempt or retry this type of hunting () 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: (Question "METHOD [HIDDEN FOR REPORTING]. " is one of the following answers ("TRADITIONAL RIFLE CENTERFIRE") AND #2 Question "Please check the types of hunting you have done at least once in the past 3 years." is not one of the following answers ("Hunting with a traditional rifle (centerfire or rimfire"))

ID: 64

Please describe your level of interest in hunting with a TRADITIONAL RIFLE.

() 1 - I may never actually attempt or retry this type of hunting () 2 - I could possibly attempt or retry this type of hunting () 3 - I might attempt or retry this type of hunting. () 4 -

I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: (Question "METHOD [HIDDEN FOR REPORTING]. " is one of the following answers ("MSR / AR / AK") AND #2 Question "Please check the types of hunting you have done at least once in the past 3 years." is not one of the following answers ("Hunting with a modern sporting rifle / AR platform / AK platform"))

ID: 65

Please describe your level of interest in hunting with a MODERN SPORTING RIFLE / AR or AK STYLE or PLATFORM.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: (Question "METHOD [HIDDEN FOR REPORTING]. " is one of the following answers ("MUZZLELOADER") AND #2 Question "Please check the types of hunting you have done at least once in the past 3 years." is not one of the following answers ("Hunting with a muzzleloader"))

ID: 66

Please describe your level of interest in hunting with a MUZZLELOADER.

☐ 1 - I may never actually attempt or retry this type of hunting ☐ 2 - I could possibly attempt or retry this type of hunting ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 - I will probably attempt or retry this type of hunting ☐ 5 - I will definitely attempt or retry this type of hunting.

Logic: Hidden unless: (Question "METHOD [HIDDEN FOR REPORTING]. " is one of the following answers ("SHOTGUN") AND #2 Question "Please check the types of hunting you have done at least once in the past 3 years." is not one of the following answers ("Hunting with a shotgun"))

ID: 67

Please describe your level of interest in hunting with a SHOTGUN.

☐ 1 - I may never actually attempt or retry this type of hunting. ☐ 2 - I could possibly attempt or retry this type of hunting. ☐ 3 - I might attempt or retry this type of hunting. ☐ 4 -

I will probably attempt or retry this type of hunting. () 5 - I will definitely attempt or retry this type of hunting.

Page entry logic: This page will show when: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
"

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("deer")**

ID: 68

Why haven't you recently (or ever) hunted DEER?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt deer

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("bear")**

ID: 263

Why haven't you recently (or ever) hunted BEAR?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt bear

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("turkey")**

ID: 264

Why haven't you recently (or ever) hunted TURKEY?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt turkey

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("elk")**

ID: 265

Why haven't you recently (or ever) hunted ELK?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt elk

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("other big game")**

ID: 266

Why haven't you recently (or ever) hunted OTHER BIG GAME?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt other big game

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("small game")**

ID: 267

Why haven't you recently (or ever) hunted SMALL GAME?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt small game

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("waterfowl")**

ID: 268

Why haven't you recently (or ever) hunted WATERFOWL?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt waterfowl

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("upland game birds")**

ID: 269

Why haven't you recently (or ever) hunted UPLAND GAME BIRDS?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt upland game

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("predators")**

ID: 270

Why haven't you recently (or ever) hunted PREDATORS?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt predators

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("wild pig / feral hog")**

ID: 271

Why haven't you recently (or ever) hunted WILD PIG / FERAL HOG?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt wild pig / feral hog

**Logic: Hidden unless: #47 Question "Hidden for species logic 1
Excludes species that they've hunted w/i last 3 years
" is one of the following answers ("other species")**

ID: 272

Why haven't you recently (or ever) hunted [question("option value"), id="204", option="11430"]?

- ☐ No hunting land available
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ There are other activities I'd rather do
- ☐ This species is not found in my part of the country, or it is not legal to hunt
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Places to hunt are too limited, no convenient place to hunt
- ☐ I moved to a new home and don't know where to go
- ☐ I am not able to buy a license
- ☐ Hunting rules are too complex
- ☐ I don't own the proper equipment
- ☐ If I had a successful hunt I wouldn't know what to do with my harvest
- ☐ Do not have time
- ☐ Medical reasons / disability
- ☐ Other: _____
- ☐ I do hunt [question("option value"), id="204", option="11430"]

Page entry logic: This page will show when: #48 Question "HIDDEN FOR METHOD LOGIC New method, new species"

Logic: Hidden unless: #48 Question "HIDDEN FOR METHOD LOGIC New method, new species" is one of the following answers ("handgun")

ID: 111

Why haven't you recently (or ever) hunted with a HANDGUN?

- ☐ Hunting regulations in my state do not permit hunting with this firearm/bow
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Hunting rules are too complex for using this type of firearm/bow
- ☐ I don't own the proper equipment
- ☐ Do not have time to become proficient with new firearms/bows
- ☐ No time
- ☐ Other: _____
- ☐ I do hunt with a handgun

**Logic: Hidden unless: #48 Question "HIDDEN FOR METHOD LOGIC
New method, new species" is one of the following answers ("shotgun")**

ID: 273

Why haven't you recently (or ever) hunted with a SHOTGUN?

- ☐ Hunting regulations in my state do not permit hunting with this firearm/bow
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Hunting rules are too complex for using this type of firearm/bow
- ☐ I don't own the proper equipment
- ☐ Do not have time to become proficient with new firearms/bows
- ☐ No time
- ☐ Other: _____
- ☐ I do hunt with a shotgun

**Logic: Hidden unless: #48 Question "HIDDEN FOR METHOD LOGIC
New method, new species" is one of the following answers ("traditional rifle")**

ID: 274

Why haven't you recently (or ever) hunted with a TRADITIONAL RIFLE?

- ☐ Hunting regulations in my state do not permit hunting with this firearm/bow
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Hunting rules are too complex for using this type of firearm/bow
- ☐ I don't own the proper equipment
- ☐ Do not have time to become proficient with new firearms/bows
- ☐ No time
- ☐ Other: _____
- ☐ I do hunt with a traditional rifle

**Logic: Hidden unless: #48 Question "HIDDEN FOR METHOD LOGIC
New method, new species" is one of the following answers ("bow/compound bow")**

ID: 275

Why haven't you recently (or ever) hunted with a TRADITIONAL / COMPOUND BOW?

- ☐ Hunting regulations in my state do not permit hunting with this firearm/bow
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Hunting rules are too complex for using this type of firearm/bow
- ☐ I don't own the proper equipment
- ☐ Do not have time to become proficient with new firearms/bows
- ☐ No time
- ☐ Other: _____
- ☐ I do hunt with a traditional / compound bow

**Logic: Hidden unless: #48 Question "HIDDEN FOR METHOD LOGIC
New method, new species" is one of the following answers ("crossbow")**

ID: 276

Why haven't you recently (or ever) hunted with a CROSSBOW?

- ☐ Hunting regulations in my state do not permit hunting with this firearm/bow
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Hunting rules are too complex for using this type of firearm/bow
- ☐ I don't own the proper equipment
- ☐ Do not have time to become proficient with new firearms/bows
- ☐ No time
- ☐ Other: _____
- ☐ I do hunt with a crossbow

**Logic: Hidden unless: #48 Question "HIDDEN FOR METHOD LOGIC
New method, new species" is one of the following answers ("muzzleloader")**

ID: 277

Why haven't you recently (or ever) hunted with a MUZZLELOADER?

- ☐ Hunting regulations in my state do not permit hunting with this firearm/bow
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Hunting rules are too complex for using this type of firearm/bow
- ☐ I don't own the proper equipment
- ☐ Do not have time to become proficient with new firearms/bows
- ☐ No time
- ☐ Other: _____
- ☐ I do hunt with a muzzleloader

**Logic: Hidden unless: #48 Question "HIDDEN FOR METHOD LOGIC
New method, new species" is one of the following answers ("MSR/AK/AR")**

ID: 278

**Why haven't you recently (or ever) hunted with a MODERN SPORTING RIFLE / AR or
AK PLATFORM or STYLE?**

- ☐ Hunting regulations in my state do not permit hunting with this firearm/bow
- ☐ Don't know how to start
- ☐ I do not have anyone to go with
- ☐ My hunting skills need improving / I need more training
- ☐ Too expensive
- ☐ Hunting rules are too complex for using this type of firearm/bow
- ☐ I don't own the proper equipment
- ☐ Do not have time to become proficient with new firearms/bows
- ☐ No time
- ☐ Other: _____
- ☐ I do hunt with a MSR / AR or AK style or platform rifle

Page entry logic: This page will show when: (#47 Question "Hidden for species logic 1 Excludes species that they've hunted w/i last 3 years
" OR #48 Question "HIDDEN FOR METHOD LOGIC
New method, new species")

ID: 193

Which of the following do you think would be useful to help you begin or retry targeting new species or hunting with new methods?

- ☐ Programming offered by outdoor retailers (i.e. Bass Pro Shops, Cabela's, etc.)
 - ☐ Programming offered by the Fish/Wildlife Agency For My State Of Residence
 - ☐ Membership in a non-profit organizations specific to this type of hunting (i.e. Ducks Unlimited, National Wild Turkey Federation, Rocky Mountain Elk Foundation, etc.)
 - ☐ YouTube videos
 - ☐ Joining a local hunt club
 - ☐ Books/magazines
 - ☐ Online forums / blogs
 - ☐ An invitation from a friend / family member
 - ☐ Other. Please describe:: _____
-

Page entry logic: This page will show when: #1 Question "In the past 12 months, have you done any of the following activities?" is one of the following answers ("Target shooting with a firearm", "Target shooting with a bow/archery equipment", "Target shooting with an air rifle at a range")

ID: 10

How old were you when you first went shooting?*

ID: 23

What type of firearm, bow, or crossbow did you use when you first shot? *

- ☐ Semi-automatic handgun
- ☐ Revolver
- ☐ Shotgun
- ☐ Traditional rifle (Rimfire)
- ☐ Traditional rifle (Centerfire)
- ☐ Modern sporting rifle (AR/AK platform or style rifle)
- ☐ Air gun / air rifle
- ☐ Blackpowder or muzzleloader
- ☐ Compound bow
- ☐ Traditional bow
- ☐ Crossbow
- ☐ Other: _____

ID: 254

Who took you shooting for the first time?

If multiple people took you shooting for your first experience, please select all that apply. Otherwise, please select only one option.

- | | |
|---------------------------------------|---|
| <input type="checkbox"/> Father | <input type="checkbox"/> Co-worker |
| <input type="checkbox"/> Mother | <input type="checkbox"/> Camp / Summer camp |
| <input type="checkbox"/> Sibling | <input type="checkbox"/> Guide / outfitter |
| <input type="checkbox"/> Friend | <input type="checkbox"/> Military |
| <input type="checkbox"/> Aunt / Uncle | <input type="checkbox"/> Another relative |
| <input type="checkbox"/> Grandparent | <input type="checkbox"/> Nobody / I shot alone when I first went shooting |
| <input type="checkbox"/> Spouse | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Neighbor | |

ID: 372

What got you interested in shooting? Please check all that apply.

- ☐ Tradition / way of life
- ☐ To teach someone else / introduce my children or others to shooting
- ☐ Spend time with family or friends who already shot
- ☐ I wanted a challenge / adventure
- ☐ Training (military, police, etc.)
- ☐ It's relaxing / an escape
- ☐ It has always interested me
- ☐ Wanted to try a new sport
- ☐ Wanted to spend more time outdoors
- ☐ Protection / self defense
- ☐ Media (television, magazines, movies)
- ☐ Training for hunting
- ☐ Other. Please write in:: _____

Page entry logic: This page will show when: #68 Question "How old were you when you first went shooting?"

ID: 22

Which type of shooting did you do with a [question("value"), id="23"] when you first went shooting?

- ☐ Plinking or informal target shooting
 - ☐ 3 Gun
 - ☐ 5 Stand
 - ☐ Benchrest
 - ☐ Cowboy action
 - ☐ IDPA
 - ☐ IPSC
 - ☐ Long range
 - ☐ NRA high power
 - ☐ Pattern shotgun
 - ☐ Silhouette
 - ☐ Skeet
 - ☐ Sporting clays
 - ☐ Steel Challenge
 - ☐ Tactical
 - ☐ Test reload
 - ☐ Training (Military, Defense, Law Enforcement)
 - ☐ Trap
 - ☐ Wobble Trap
 - ☐ Target archery
 - ☐ Field archery
 - ☐ 3D archery
 - ☐ Other. Please describe:: _____
-

Page entry logic: This page will show when: #68 Question "How old were you when you first went shooting?"

ID: 177

How long did you ONLY PARTICIPATE IN [question("value"), id="22"] with a [question("value"), id="23"] before participating in other types of shooting?

- ☐ I have only ever participated in [question("value"), id="22"]
- ☐ Less than one year
- ☐ 1 year
- ☐ 2 - 5 years
- ☐ 6 - 10 years
- ☐ More than 10 years

Page entry logic: This page will show when: #73 Question "How long did you ONLY PARTICIPATE IN [question("value"), id="22"] with a [question("value"), id="23"] before participating in other types of shooting?" is one of the following answers ("Less than one year", "1 year", "2 - 5 years", "6 - 10 years", "More than 10 years")

ID: 327

When it comes to individuals, who has had the most influence on you with regard to trying different types of shooting?

- | | |
|---|---|
| <input type="checkbox"/> Father | <input type="checkbox"/> Co-worker |
| <input type="checkbox"/> Mother | <input type="checkbox"/> Grandparent |
| <input type="checkbox"/> Children / grandchildren | <input type="checkbox"/> Aunt / Uncle |
| <input type="checkbox"/> Friend | <input type="checkbox"/> Another relative |
| <input type="checkbox"/> Sibling | <input type="checkbox"/> Guide / outfitter |
| <input type="checkbox"/> Spouse | <input type="checkbox"/> Military |
| <input type="checkbox"/> Neighbor | <input type="checkbox"/> Self / nobody else |
| <input type="checkbox"/> Other, please specify: _____ | |

Logic: Show/hide trigger exists.

ID: 328

Which of the following media or information sources have had the most influence, or intrigued you the most, in regards to trying different types of shooting?

- ☐ Online videos
- ☐ Television shows
- ☐ Magazines
- ☐ Seminars
- ☐ Hunter education programs
- ☐ State wildlife management agencies
- ☐ Retailers
- ☐ Local clubs or social organizations
- ☐ National sportsmen's conservation organizations, such as NWTF, DU, RMEF, PF or others
- ☐ Other, please specify: _____

Logic: Hidden unless: #75 Question "Which of the following media or information sources have had the most influence, or intrigued you the most, in regards to trying different types of shooting?" is one of the following answers ("Online videos")

ID: 233

Which type of online videos have you viewed with respect to influencing you to try targeting different types of shooting?

- ☐ TV programs (complete or partial episodes)
- ☐ Fish and Wildlife agency produced videos
- ☐ How-to videos
- ☐ Informational/political/talk show style
- ☐ Professionals hunting/fishing/shooting
- ☐ Non-professionals (home videos) hunting/fishing/shooting
- ☐ Comedy/blooper videos
- ☐ Competitions
- ☐ Product reviews
- ☐ Other

Logic: Hidden unless: #75 Question "Which of the following media or information sources have had the most influence, or intrigued you the most, in regards to trying different types of shooting?" is one of the following answers ("Television shows")

ID: 31

Which television networks did you watch that influenced you to try new types of shooting?

- ☐ A&E
 - ☐ Animal Planet
 - ☐ Comcast SportsNet
 - ☐ Discovery Channel
 - ☐ ESPN/ESPN 2
 - ☐ History Channel
 - ☐ Military Channel
 - ☐ National Geographic
 - ☐ NBC Sports
 - ☐ Outdoor Channel
 - ☐ Pursuit Channel
 - ☐ Sportsman Channel
 - ☐ Sunshine Network / SUN Sports
 - ☐ WildTV
 - ☐ World Fishing Network
 - ☐ Other national network
 - ☐ I watched hunting/fishing TV on local and regional networks (PBS, Fox, etc.)
 - ☐ I watched hunting/fishing TV, but don't remember the channel
-

Page entry logic: This page will show when: (#73 Question "How long did you ONLY PARTICIPATE IN [question("value"), id="22"] with a [question("value"), id="23"] before participating in other types of shooting?" AND #73 Question "How long did you ONLY PARTICIPATE IN [question("value"), id="22"] with a [question("value"), id="23"] before participating in other types of shooting?" is not one of the following answers ("I have only ever participated in [question("value"), id="22"]"))

Logic: Show/hide trigger exists.

ID: 113

Please check which types of target shooting you have EVER participated in.

*Please select every type of shooting that you have done, regardless of how long ago it may have been. **

- ☐ Target shooting with a semi-automatic handgun
- ☐ Target shooting with a revolver
- ☐ Target shooting with a traditional rifle (Rimfire)
- ☐ Target shooting with a traditional rifle (centerfire)
- ☐ Target shooting with a modern sporting rifle / AR or AK platform or style
- ☐ Target shooting with a shotgun
- ☐ Target shooting with an air rifle at a range
- ☐ Target shooting with a traditional or compound bow
- ☐ Target shooting with a crossbow
- ☐ Target shooting with a muzzleloader

Page entry logic: This page will show when: #78 Question "Please check which types of target shooting you have **EVER** participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. "

Logic: Hidden unless: #78 Question "Please check which types of target shooting you have EVER participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. " is one of the following answers ("Target shooting with a semi-automatic handgun")

ID: 117

Which shooting activities have you participated in using a semi-automatic handgun?

Please select every type of shooting that you have done, regardless of how long ago it may have been.

- ☐ Plinking or informal target shooting
- ☐ 3 Gun
- ☐ Bowling pin
- ☐ Bullseye
- ☐ Cowboy action
- ☐ IDPA
- ☐ IPSC
- ☐ Load Testing/Development
- ☐ Sighting-in
- ☐ Silhouette
- ☐ Steel Challenge
- ☐ Teaching/Informative
- ☐ Testing (Ammo & firearm)
- ☐ Training (Military, Defense, Law Enforcement)
- ☐ Other. Please describe: : _____

Logic: Hidden unless: #78 Question "Please check which types of target shooting you have EVER participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. " is one of the following answers ("Target shooting with a revolver")

ID: 118

Which shooting activities have you participated in using a revolver?

Please select every type of shooting that you have done, regardless of how long ago it may have been.

- ☐ Plinking or informal target shooting
- ☐ 3 Gun
- ☐ Bowling pin
- ☐ Bullseye
- ☐ Cowboy action
- ☐ IDPA
- ☐ IPSC
- ☐ Load Testing/Development
- ☐ Sighting-in

- ☐ Silhouette
- ☐ Steel Challenge
- ☐ Teaching/Informative
- ☐ Testing (Ammo & firearm)
- ☐ Training (Military, Defense, Law Enforcement)
- ☐ Other. Please describe: : _____

Logic: Hidden unless: #78 Question "Please check which types of target shooting you have EVER participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. " is one of the following answers ("Target shooting with a traditional rifle (Rimfire)")

ID: 249

Which shooting activities have you participated in using a traditional rifle (rimfire)?

Please select every type of shooting that you have done, regardless of how long ago it may have been.

- ☐ Plinking or informal target shooting
- ☐ 3 Gun
- ☐ Benchrest
- ☐ Cowboy action
- ☐ Load Testing/Development
- ☐ Long range
- ☐ NRA high power
- ☐ Schuetzen
- ☐ Sighting-in rifle
- ☐ Silhouette
- ☐ Steel Challenge
- ☐ Tactical
- ☐ Teaching/Informative
- ☐ Three (3) position
- ☐ Training (Military, Defense, Law Enforcement)
- ☐ Other. Please describe: : _____

Logic: Hidden unless: #78 Question "Please check which types of target shooting you have EVER participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. " is one of the following answers ("Target shooting with a traditional rifle (centerfire)")

ID: 119

Which shooting activities have you participated in using a traditional rifle (centerfire)?

Please select every type of shooting that you have done, regardless of how long ago it may have been.

- ☐ Plinking or informal target shooting
- ☐ 3 Gun
- ☐ Benchrest
- ☐ Cowboy action
- ☐ Load Testing/Development
- ☐ Long range
- ☐ NRA high power
- ☐ Schuetzen
- ☐ Sighting-in rifle
- ☐ Silhouette
- ☐ Steel Challenge
- ☐ Tactical
- ☐ Teaching/Informative
- ☐ Three (3) position
- ☐ Training (Military, Defense, Law Enforcement)
- ☐ Other. Please describe: : _____

Logic: Hidden unless: #78 Question "Please check which types of target shooting you have EVER participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. " is one of the following answers ("Target shooting with a modern sporting rifle / AR or AK platform or style")

ID: 116

Which shooting activities have you participated in using a modern sporting rifle / AR or AK platform or style rifle?

Please select every type of shooting that you have done, regardless of how long ago it may have been.

- ☐ Plinking or informal target shooting
- ☐ 3 Gun
- ☐ Benchrest
- ☐ Cowboy action
- ☐ Load Testing/Development
- ☐ Long range
- ☐ NRA high power
- ☐ Schuetzen
- ☐ Sighting-in rifle
- ☐ Silhouette high power
- ☐ Steel Challenge
- ☐ Tactical
- ☐ Teaching/Informative
- ☐ Three (3) position
- ☐ Training (Military, Defense, Law Enforcement)
- ☐ Other. Please describe: : _____

Logic: Hidden unless: #78 Question "Please check which types of target shooting you have EVER participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. " is one of the following answers ("Target shooting with a shotgun")

ID: 115

What kinds of shotgun sports have you participated in?

Please select every type of shooting that you have done, regardless of how long ago it may have been.

☐ Informal (backyard, testing)

☐ 3 Gun

☐ 5 Stand

☐ Cowboy Action

☐ Dog training

☐ Other

☐ Pattern shotgun

☐ Sighting-In

☐ Skeet

☐ Sporting clays

☐ Teaching/Informative

☐ Test reload

☐ Training (Military, Defense, Law Enforcement)

☐ Trap

☐ Wobble Trap

☐ Other. Please describe: : _____

Page entry logic: This page will show when: #78 Question "Please check which types of target shooting you have **EVER** participated in.

Please select every type of shooting that you have done, regardless of how long ago it may have been. " is one of the following answers ("Target shooting with a semi-automatic handgun", "Target shooting with a revolver", "Target shooting with a traditional rifle (Rimfire)", "Target shooting with a traditional rifle (centerfire)", "Target shooting with a modern sporting rifle / AR or AK platform or style", "Target shooting with a shotgun", "Target shooting with an air rifle at a range", "Target shooting with a traditional or compound bow", "Target shooting with a crossbow", "Target shooting with a muzzleloader")

ID: 298

Piping: Piped Values From Question 85. (Hidden for ranking)

Please select which of these activities you have done within the past 3 years.

The list below is made up of every activity that you have ever participated in. Please select only those activities that you have done within the past 3 years.

☐ None of the above

Page entry logic: This page will show when: New Hidden Value is greater than or equal to "2"

ID: 27

Piping: Piped Values From Question 86. (Please select which of these activities you have done within the **past 3 years**.

The list below is made up of every activity that you have ever participated in. Please select only those activities that you have done within the past 3 years.)

Please rank the following types of shooting in order of your *most favorite current activity*:

ID: 312

Piping: Piped Values From Question 86. (Please select which of these activities you have done within the **past 3 years**.

The list below is made up of every activity that you have ever participated in. Please select only those activities that you have done within the past 3 years.)

Page entry logic: This page will show when: #88 Question "lapsed"

Logic: Hidden unless: #89 Question "LAPSED SHOTGUN ACTIVITIES"

ID: 335

Why haven't you recently done some of the *shotgun* activities that you used to participate in?

You reported participating in [question("value"), id="331", delimiter=", ", finaldelimiter=", and "] in the past, but not in the past 3 years. Why is this?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reasons / disability

☐ I no longer own a shotgun

☐ Other. Please describe:: _____

☐ I do currently shoot shotgun

Logic: Hidden unless: #92 Question "LAPSED SEMI AUTO HANDGUN ACTIVITIES"

ID: 336

Why haven't you recently done some of the *semi-automatic handgun* activities that you used to participate in?

You reported participating in [question("value"), id="341", delimiter=", ", finaldelimiter=", and "] in the past, but not in the past 3 years. Why is this?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reasons / disability

☐ I no longer own a semi-automatic handgun

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Logic: Hidden unless: #93 Question "LAPSED REVOLVER ACTIVITIES"

ID: 345

Why haven't you recently done some of the *revolver* activities that you used to participate in?

You reported participating in [question("value"), id="342", delimiter=", ", finaldelimiter=", and "] in the past, but not in the past 3 years. Why is this?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reasons / disability

☐ I no longer own a revolver

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Logic: Hidden unless: #90 Question "LAPSED CENTERFIRE ACTIVITIES"

ID: 346

Why haven't you recently done some of the *traditional centerfire rifle* activities that you used to participate in?

You reported participating in [question("value"), id="339", delimiter=", ", finaldelimiter=", and "] in the past, but not in the past 3 years. Why is this?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reasons / disability

☐ I no longer own a traditional centerfire rifle

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Logic: Hidden unless: #94 Question "LAPSED RIMFIRE ACTIVITIES"

ID: 347

Why haven't you recently done some of the *traditional rimfire rifle* activities that you used to participate in?

You reported participating in [question("value"), id="343", delimiter=", ", finaldelimiter=", and "] in the past, but not in the past 3 years. Why is this?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reasons / disability

☐ I no longer own a traditional rimfire rifle

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Logic: Hidden unless: #91 Question "LAPSED MSR ACTIVITIES"

ID: 348

Why haven't you recently done some of the *modern sporting rifle* activities that you used to participate in?

You reported participating in [question("value"), id="340", delimiter=", ", finaldelimiter=", and "] in the past, but not in the past 3 years. Why is this?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reason / disability

☐ I no longer own a modern sporting rifle

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Logic: Hidden unless: #95 Question "LAPSED OTHER ACTIVITIES" is one of the following answers ("Target shooting with a traditional or compound bow")

ID: 349

Why haven't you recently done some of the *traditional / compound bow* activities that you used to participate in?

- ☐ My range no longer offers these activities
- ☐ The activity was too expensive
- ☐ Ammunition was too expensive
- ☐ I no longer have time to do this
- ☐ I don't have anybody to go with anymore
- ☐ I was not successful
- ☐ I am no longer interested
- ☐ I did not enjoy this type of shooting
- ☐ Medical reasons / disability
- ☐ I no longer own a traditional / compound bow
- ☐ Other. Please describe:: _____
- ☐ I do currently participate in these activities

Logic: Hidden unless: #95 Question "LAPSED OTHER ACTIVITIES" is one of the following answers ("Target shooting with a crossbow")

ID: 350

Why haven't you recently done some of the *crossbow* activities that you used to participate in?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reason / disability

☐ I no longer own a crossbow

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Logic: Hidden unless: #95 Question "LAPSED OTHER ACTIVITIES" is one of the following answers ("Target shooting with a muzzleloader")

ID: 351

Why haven't you recently done some of the *muzzleloader* activities that you used to participate in?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reason / disability

☐ I no longer own a muzzleloader

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Logic: Hidden unless: #95 Question "LAPSED OTHER ACTIVITIES" is one of the following answers ("Target shooting with an air rifle at a range")

ID: 353

Why haven't you recently done some of the air rifle activities that you used to participate in?

☐ My range no longer offers these activities

☐ The activity was too expensive

☐ Ammunition was too expensive

☐ I no longer have time to do this

☐ I don't have anybody to go with anymore

☐ I was not successful

☐ I am no longer interested

☐ I did not enjoy this type of shooting

☐ Medical reason / disability

☐ I no longer own an air rifle

☐ Other. Please describe:: _____

☐ I do currently participate in these activities

Page entry logic: This page will show when: #73 Question "How long did you ONLY PARTICIPATE IN [question("value"), id="22"] with a [question("value"), id="23"] before participating in other types of shooting?"

Page exit logic: Skip / Disqualify Logic**IF:** #106 Question "Please check which types of firearms, bow, or crossbow you **would be interested in using** for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("None of the above - I am only interested in continuing to participate in the activities that I currently do.") **THEN:** Jump to [page 43 - Communication Channels](#)

Logic: Show/hide trigger exists.

ID: 127

Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

- ☐ Target shooting with a semi-automatic handgun
- ☐ Target shooting with a revolver
- ☐ Target shooting with a traditional rifle (rimfire)
- ☐ Target shooting with a traditional rifle (centerfire)
- ☐ Target shooting with a modern sporting rifle / AR or AK platform or style
- ☐ Target shooting with a shotgun
- ☐ Target shooting with an air rifle at a range
- ☐ Target shooting with a muzzleloader
- ☐ Target shooting with a traditional / compound bow
- ☐ Target shooting with a crossbow
- ☐ None of the above - I am only interested in continuing to participate in the activities that I currently do.

Page entry logic: This page will show when: #106 Question "Please check which types of firearms, bow, or crossbow you **would be interested in using** for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a semi-automatic handgun","Target shooting with a revolver","Target shooting with a traditional rifle (centerfire)","Target shooting with a modern sporting rifle / AR or AK platform or style","Target shooting with a shotgun","Target shooting with a muzzleloader","Target shooting with a traditional / compound bow","Target shooting with a crossbow")

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a semi-automatic handgun")

ID: 128

Piping: Piped Values From Question 79. (Which shooting activities have you participated in using a **semi-automatic handgun**?

Please select every type of shooting that you have done, regardless of how long ago it may have been.)

Which semi-automatic handgun shooting activities that you *currently don't do* would you be interested doing?

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a revolver")

ID: 129

Piping: Piped Values From Question 80. (Which shooting activities have you participated in using a **revolver**?

Please select every type of shooting that you have done, regardless of how long ago it may have been.)

Which revolver shooting activities that you *currently don't do* would you be interested doing?

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a traditional rifle (rimfire)")

ID: 251

Piping: Piped Values From Question 81. (Which shooting activities have you participated in using a **traditional rifle (rimfire)**?)

Please select every type of shooting that you have done, regardless of how long ago it may have been.)

Which traditional *rimfire* rifle shooting activities that you *currently don't do* would you be interested doing?

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a traditional rifle (centerfire)")

ID: 130

Piping: Piped Values From Question 82. (Which shooting activities have you participated in using a **traditional rifle (centerfire)**?)

Please select every type of shooting that you have done, regardless of how long ago it may have been.)

Which traditional *centerfire* rifle shooting activities that you *currently don't do* would you be interested doing?

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a modern sporting rifle / AR or AK platform or style")

ID: 131

Piping: Piped Values From Question 83. (Which shooting activities have you participated in using a **modern sporting rifle / AR or AK platform or style rifle**?

Please select every type of shooting that you have done, regardless of how long ago it may have been.)

Which modern sporting rifle / AR or AK platform or style rifle shooting activities that you *currently don't do* would you be interested doing?

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a shotgun")

ID: 132

Piping: Piped Values From Question 84. (What kinds of **shotgun** sports have you participated in?

Please select every type of shooting that you have done, regardless of how long ago it may have been.)

What shotgun shooting activities that you *currently don't do* would you be interested doing?

Page entry logic: This page will show when: #106 Question "Please check which types of firearms, bow, or crossbow you **would be interested in using** for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a semi-automatic handgun", "Target shooting with a revolver", "Target shooting with a traditional rifle (centerfire)", "Target shooting with a modern sporting rifle / AR or AK platform or style", "Target shooting with a shotgun", "Target shooting with a muzzleloader", "Target shooting with a traditional / compound bow", "Target shooting with a crossbow")

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a semi-automatic handgun")

ID: 133

Please describe your level of interest in shooting [question("value"), id="128", delimiter=",", finaldelimiter=",", and "] with a semi-automatic handgun:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a revolver")

ID: 134

Please describe your level of interest in shooting [question("value"), id="129", delimiter=",", finaldelimiter=",", and "] with a revolver:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 - I could possibly attempt or retry this type of recreational shooting. () 3 - I might attempt or retry this type of recreational shooting. () 4 - I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a traditional rifle (rimfire)")

ID: 252

Please describe your level of interest in shooting [question("value"), id="130", delimiter=",", finaldelimiter=",", and "] with a traditional rimfire rifle:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a traditional rifle (centerfire)")

ID: 135

Please describe your level of interest in shooting [question("value"), id="130", delimiter=",", finaldelimiter=",", and "] with a traditional centerfire rifle:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a modern sporting rifle / AR or AK platform or style")

ID: 136

Please describe your level of interest in shooting [question("value"), id="131", delimiter=",", finaldelimiter=",", and "] with a modern sporting rifle/AR or AK platform or style rifle:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting. () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting. () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a shotgun")

ID: 137

Please describe your level of interest in shooting [question("value"), id="132", delimiter=",", finaldelimiter=",", and "] with a shotgun:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a traditional / compound bow")

ID: 194

Please describe your level of interest in target shooting with a traditional / compound bow:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a crossbow")

ID: 195

Please describe your level of interest in target shooting with a crossbow:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a muzzleloader")

ID: 196

Please describe your level of interest in target shooting with a muzzleloader:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Logic: Hidden unless: #106 Question "Please check which types of firearms, bow, or crossbow you would be interested in using for recreational shooting activities that you do not currently participate in:

These could be:

- *activities that you previously tried and do not currently do, but are interested in doing again;*
- *new activities with a firearm that you currently use;*
- *activities that you have never done, and are interested in trying for the first time.*

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with an air rifle at a range")

ID: 354

Please describe your level of interest in target shooting with an air gun:

() 1 - I may never actually attempt or retry this type of recreational shooting. () 2 – I could possibly attempt or retry this type of recreational shooting () 3 - I might attempt or retry this type of recreational shooting. () 4 – I will probably attempt or retry this type of recreational shooting () 5 - I will definitely attempt or retry this type of recreational shooting.

Page entry logic: This page will show when: #123 Question "Current firearm, new activity" is one of the following answers ("semi-automatic handgun", "revolver", "traditional centerfire rifle", "traditional rimfire rifle", "shotgun", "modern sporting rifle")

Logic: Hidden unless: #123 Question "Current firearm, new activity" is one of the following answers ("semi-automatic handgun")

ID: 244

Why don't you participate in [question("value"), id="128", delimiter=", ", finaldelimiter=", and "] with a semi-automatic handgun since you have already shot with this?

- ☐ I don't have anybody to go with
- ☐ These activities are not offered at ranges in my area
- ☐ Too expensive
- ☐ Not enough time
- ☐ I don't know how to get started
- ☐ Medical reason / disability
- ☐ Other. Please describe:: _____
- ☐ I currently do this

Logic: Hidden unless: #123 Question "Current firearm, new activity" is one of the following answers ("revolver")

ID: 279

Why don't you participate in [question("value"), id="129", delimiter=", ", finaldelimiter=", and "] with a revolver since you have already shot with this?

- | | |
|--|--|
| <input type="checkbox"/> I don't have anybody to go with | <input type="checkbox"/> I don't know how to get started |
| <input type="checkbox"/> These activities are not offered at ranges in my area | <input type="checkbox"/> Medical reason / disability |
| <input type="checkbox"/> Too expensive | <input type="checkbox"/> Other. Please describe:: _____ |
| <input type="checkbox"/> Not enough time | <input type="checkbox"/> I currently do this |

Logic: Hidden unless: #123 Question "Current firearm, new activity" is one of the following answers ("traditional rimfire rifle")

ID: 280

Why don't you participate in [question("value"), id="251", delimiter=", ", finaldelimiter=", and "] with a traditional rimfire rifle since you have already shot with this?

- ☐ I don't have anybody to go with
- ☐ These activities are not offered at ranges in my area
- ☐ Too expensive
- ☐ Not enough time
- ☐ I don't know how to get started
- ☐ Medical reason / disability
- ☐ Other. Please describe:: _____
- ☐ I currently do this

Logic: Hidden unless: #123 Question "Current firearm, new activity" is one of the following answers ("traditional centerfire rifle")

ID: 281

Why don't you participate in [question("value"), id="130", delimiter=", ", finaldelimiter=", and "] with a traditional centerfire rifle since you have already shot with this?

- ☐ I don't have anybody to go with
- ☐ These activities are not offered at ranges in my area
- ☐ Too expensive
- ☐ Not enough time
- ☐ I don't know how to get started
- ☐ Medical reason / disability
- ☐ Other. Please describe:: _____
- ☐ I currently do this

Logic: Hidden unless: #123 Question "Current firearm, new activity" is one of the following answers ("modern sporting rifle")

ID: 282

Why don't you participate in [question("value"), id="131", delimiter=", ", finaldelimiter=", and "] with a modern sporting rifle / AR or AK platform or style rifle since you have already shot with this?

- ☐ I don't have anybody to go with
- ☐ These activities are not offered at ranges in my area
- ☐ Too expensive
- ☐ Not enough time
- ☐ I don't know how to get started
- ☐ Medical reason / disability
- ☐ Other. Please describe:: _____
- ☐ I currently do this

Logic: Hidden unless: #123 Question "Current firearm, new activity" is one of the following answers ("shotgun")

ID: 283

Why don't you participate in [question("value"), id="132", delimiter=", ", finaldelimiter=", and "] with a shotgun since you have already shot with this?

- ☐ I don't have anybody to go with
- ☐ These activities are not offered at ranges in my area
- ☐ Too expensive
- ☐ Not enough time
- ☐ I don't know how to get started
- ☐ Medical reason / disability
- ☐ Other. Please describe:: _____
- ☐ I currently do this

Page entry logic: This page will show when: #124 Question "NEW firearm, new activity"

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("semi-automatic handgun")

ID: 285

Why haven't you shot with a semi-automatic handgun in the past 3 years?

☐ **I don't have anybody to go with**

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with a semi-automatic handgun in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("revolver")

ID: 286

Why haven't you shot with a revolver in the past 3 years?

☐ **I don't have anybody to go with**

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with a revolver in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("traditional rimfire rifle")

ID: 287

Why haven't you shot with a traditional rimfire rifle in the past 3 years?

☐ **I don't have anybody to go with**

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with a traditional rimfire rifle in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("traditional centerfire rifle")

ID: 288

Why haven't you shot with a traditional centerfire rifle in the past 3 years?

☐ **I don't have anybody to go with**

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with a traditional centerfire rifle in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("modern sporting rifle")

ID: 289

Why haven't you shot with a modern sporting rifle / AR or AK platform or style rifle in the past 3 years?

☐ **I don't have anybody to go with**

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with an MSR in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("shotgun")

ID: 290

Why haven't you shot with a shotgun within the past 3 years?

☐ **I don't have anybody to go with**

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with a shotgun in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("shotgun")

ID: 291

Why haven't you shot with a muzzleloader within the past 3 years?

☐ I don't have anybody to go with

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with a muzzleloader in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("crossbow")

ID: 292

Why haven't you shot with a crossbow within the past 3 years?

☐ I don't have anybody to go with

☐ These activities are not offered at ranges in my area

☐ Too expensive

☐ Not enough time

☐ I don't know how to get started

☐ I don't own or have access to the proper equipment

☐ Medical reason / disability

☐ Other. Please describe:: _____

☐ I have shot with a crossbow in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("traditional / compound bow")

ID: 293

Why haven't you shot with a traditional / compound bow within the past 3 years?

- ☐ I don't have anybody to go with
- ☐ These activities are not offered at ranges in my area
- ☐ Too expensive
- ☐ Not enough time
- ☐ I don't know how to get started
- ☐ I don't own or have access to the proper equipment
- ☐ Medical reason / disability
- ☐ Other. Please describe:: _____
- ☐ I have shot with a traditional / compound bow in the past 3 years

Logic: Hidden unless: #124 Question "NEW firearm, new activity" is one of the following answers ("air rifle")

ID: 355

Why haven't you shot with an air rifle within the past 3 years?

- ☐ I don't have anybody to go with
- ☐ These activities are not offered at ranges in my area
- ☐ Too expensive
- ☐ Not enough time
- ☐ I don't know how to get started
- ☐ I don't own or have access to the proper equipment
- ☐ Medical reason / disability
- ☐ Other. Please describe:: _____
- ☐ I have shot with a traditional / compound bow in the past 3 years

Page entry logic: This page will show when: #106 Question "Please check which types of firearms, bow, or crossbow you **would be interested in using** for recreational shooting activities that you do not currently participate in:

These could be:

- activities that you previously tried and do not currently do, but are interested in doing again;
- new activities with a firearm that you currently use;
- activities that you have never done, and are interested in trying for the first time.

Example: if you currently use a revolver for plinking, but would be interested in shooting 3-gun with a revolver, please select revolver.

" is one of the following answers ("Target shooting with a semi-automatic handgun", "Target shooting with a revolver", "Target shooting with a traditional rifle (centerfire)", "Target shooting with a modern sporting rifle / AR or AK platform or style", "Target shooting with a shotgun", "Target shooting with a muzzleloader", "Target shooting with a traditional / compound bow", "Target shooting with a crossbow")

ID: 203

Which of the following do you think would be useful to help you try new types of recreational shooting, or pick back up recreational shooting activities that you haven't done in the past 3 years?

- ☐ Programming offered by outdoor retailers (i.e. Bass Pro Shops, Cabela's, etc.)
- ☐ Programming offered by the Fish/Wildlife Agency For My State Of Residence
- ☐ Membership in a non-profit organizations specific to this type of hunting (i.e. Ducks Unlimited, National Wild Turkey Federation, Rocky Mountain Elk Foundation, etc.)
- ☐ YouTube videos
- ☐ Joining a local range
- ☐ Books/magazines
- ☐ Online forums / blogs
- ☐ An invitation from a friend / family member
- ☐ Other. Please describe:: _____
- ☐ None of the above

Logic: Hidden unless: #1 Question "In the past 12 months, have you done any of the following activities?" is one of the following answers ("Hunting with a firearm", "Hunting with a bow/archery equipment")

ID: 81

Which of the following types of media have you used in the past three months to obtain information on hunting or have used for hunting-related entertainment?

- ☐ Facebook
- ☐ Google+
- ☐ Twitter
- ☐ Pinterest
- ☐ Instagram
- ☐ YouTube
- ☐ Television programs
- ☐ Books
- ☐ Magazines
- ☐ Online Forums (i.e. Texashuntingforum.Com, RefugeForums.Com, MyHuntingForum.Com, etc.)
- ☐ Newsletter from hunting/wildlife groups or organizations
- ☐ Fish/Wildlife Agency For My State Of Residence
- ☐ Fish/Wildlife Agency For A State Other Than My State Of Residence
- ☐ Other: _____
- ☐ None Of The Above

Logic: Hidden unless: #1 Question "In the past 12 months, have you done any of the following activities?" is one of the following answers ("Target shooting with a firearm", "Target shooting with a bow/archery equipment")

ID: 82

Which of the following types of media have you used in the past three months to obtain information on recreational shooting or have used for shooting-related entertainment?

- ☐ Facebook
 - ☐ Google+
 - ☐ Twitter
 - ☐ Pinterest
 - ☐ Magazines
 - ☐ Instagram
 - ☐ YouTube
 - ☐ Television programs
 - ☐ Online Forums
 - ☐ Newsletter from hunting/wildlife groups or organizations
 - ☐ Fish/Wildlife Agency For My State Of Residence
 - ☐ Fish/Wildlife Agency For A State Other Than My State Of Residence
 - ☐ Other: _____
 - ☐ None of The Above
-

Logic: Show/hide trigger exists.

ID: 86

Please select which organization(s) you are currently a member of.

- ☐ Local hunt club, or rod and gun club
 - ☐ Regional conservation association
 - ☐ Bass Anglers Sportsman's Society
 - ☐ Coastal Conservation Association
 - ☐ Delta Waterfowl Foundation
 - ☐ Ducks Unlimited
 - ☐ Isaac Walton League
 - ☐ National Rifle Association
 - ☐ National Wild Turkey Federation
 - ☐ Pheasants Forever
 - ☐ Quality Deer Management Association
 - ☐ Rocky Mountain Elk Foundation
 - ☐ Safari Club International
 - ☐ Union Sportsman's Alliance
 - ☐ Other:: _____
 - ☐ None of the above
-

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Local hunt club, or rod and gun club")

ID: 181

How long ago did you join your local hunt club, or rod and gun club?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago

☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Regional conservation association")

ID: 182

How long ago did you join your regional conservation organization?

☐ Within the past year

☐ 1 - 2 years ago

☐ 3 - 5 years ago

☐ 6 - 10 years ago

☐ 11 - 20 years ago

☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Bass Anglers Sportsman's Society")

ID: 230

How long ago did you join Bass Anglers Sportsman's Society?

☐ Within the past year

☐ 1 - 2 years ago

☐ 3 - 5 years ago

☐ 6 - 10 years ago

☐ 11 - 20 years ago

☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Coastal Conservation Association")

ID: 231

How long ago did you join Coastal Conservation Association?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Delta Waterfowl Foundation")

ID: 187

How long ago did you join Delta Waterfowl Foundation?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Ducks Unlimited")

ID: 188

How long ago did you join Ducks Unlimited?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Isaac Walton League")

ID: 185

How long ago did you join Isaac Walton League?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("National Rifle Association")

ID: 232

How long ago did you join the National Rifle Association?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("National Wild Turkey Federation")

ID: 183

How long ago did you join National Wild Turkey Federation?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Pheasants Forever")

ID: 184

How long ago did you join Pheasants Forever?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Quality Deer Management Association")

ID: 190

How long ago did you join Quality Deer Management Association?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Rocky Mountain Elk Foundation")

ID: 186

How long ago did you join Rocky Mountain Elk Foundation?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Safari Club International")

ID: 189

How long ago did you join Safari Club International?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Union Sportsman's Alliance")

ID: 228

How long ago did you join Union Sportsman's Alliance?

- ☐ Within the past year
- ☐ 1 - 2 years ago
- ☐ 3 - 5 years ago
- ☐ 6 - 10 years ago
- ☐ 11 - 20 years ago
- ☐ More than 20 years ago

Logic: Hidden unless: #144 Question "Please select which organization(s) you are currently a member of. " is one of the following answers ("Other:")

ID: 191

How long ago did you join [question("option value"), id="86", option="10529"]?

- ☐ Within the past year
 - ☐ 1 - 2 years ago
 - ☐ 3 - 5 years ago
 - ☐ 6 - 10 years ago
 - ☐ 11 - 20 years ago
 - ☐ More than 20 years ago
-

ID: 88

Piping: Piped Values From Question 144. (Please select which organization(s) you are currently a member of.)

Which organizations would you be interested in learning more about, or joining?
(*You will not be contacted as a result of your response.*)

☐ Other:: _____

☐ None of the above

ID: 83

What is your gender? *

☐ Male

☐ Female

ID: 84

In what year were you born? *

What is your state of primary residence? *

- | | |
|--|---|
| <input type="checkbox"/> Alabama | <input type="checkbox"/> New Jersey |
| <input type="checkbox"/> Alaska | <input type="checkbox"/> New Mexico |
| <input type="checkbox"/> Arizona | <input type="checkbox"/> New York |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> North Carolina |
| <input type="checkbox"/> California | <input type="checkbox"/> North Dakota |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> Ohio |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Oklahoma |
| <input type="checkbox"/> Delaware | <input type="checkbox"/> Oregon |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Pennsylvania |
| <input type="checkbox"/> Georgia | <input type="checkbox"/> Rhode Island |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Idaho | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> Illinois | <input type="checkbox"/> Tennessee |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Iowa | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Kansas | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> Kentucky | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Louisiana | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Maine | <input type="checkbox"/> Washington, D.C. |
| <input type="checkbox"/> Maryland | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Massachusetts | <input type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Michigan | <input type="checkbox"/> Wyoming |
| <input type="checkbox"/> Minnesota | <input type="checkbox"/> Canada |
| <input type="checkbox"/> Mississippi | |
| <input type="checkbox"/> Missouri | |
| <input type="checkbox"/> Montana | |
| <input type="checkbox"/> Nebraska | |
| <input type="checkbox"/> Nevada | |
| <input type="checkbox"/> New Hampshire | |

ID: 99

How many years of education have you completed? *

- ☐ Less than 12 years
- ☐ High school graduation
- ☐ Trade school, associates degree or similar
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Ph.D. and higher

ID: 100

What is your household income category? *

- ☐ Less than \$20,000
- ☐ \$20,000 to \$29,999
- ☐ \$30,000 to \$39,999
- ☐ \$40,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$200,000
- ☐ More than \$200,000

Thank You!
