



PATHS TO PARTICIPATION

*How to help hunters and target shooters try
new shooting sports activities.*



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 other shooting activities. To achieve this, a custom survey was fielded through NSSF partner 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 then 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. All individuals in this analysis were at least moderately interested in the addressed activity, as determined by a survey question.

The sample for this study included individuals recruited by NSSF partner organizations. The results are not representative of the population of hunters and shooters, but rather the constituency of NSSF's partner organizations. The results are not meant to be representative of all hunters and shooters, but instead were designed to support hunter and shooter *retention* efforts by explaining interest levels in new shooting sports activities and how to best help current hunters and shooters try new activities.

As a result, these results do not focus on how to recruit new, first time participants to the hunting and shooting sports, but instead focus on how to encourage our current customers to try new activities.

Introduction

As is normal, people frequently take on new recreational activities and drop others. As the shooting sports industry, the concern is our customers might drop shooting sports completely. The purpose of this study was to identify opportunities and tactics to encourage current customers to try new forms of hunting and shooting activities.

Hunters generally want to try new hunting activities that are not readily available in their home region. For example, the biggest interest for pig hunting comes from the Midwest while the greatest interest in elk and waterfowl hunting is in the South. While this makes sense, given the costs associated with travel, interest still exists in hunting different species or trying new methods close to home. For target shooting, there is little difference across the regions. Overall, the greatest interest in trying new shooting activities lies within the South and the Midwest. The many types of hunting and shooting activities available to promote are presented within this report.

There are a few hunting and shooting activities where the majority want to try it for the first time, such as target shooting with a crossbow or pig hunting. Accessibility, time and knowing how to get started are some of the most common hurdles we need to help our customers overcome. For those that want to hunt, it's difficult to find convenient and affordable lands, while target shooters often have trouble finding a local range offering the activities they are interested in trying. Both shooters and hunters hesitate in buying equipment needed for new activities before they try the sport. These and other issues are also outlined within this report.

This report presents a wealth of information. Recognizing most hunting and shooting sports programs and organizations focus on specific types of activities, after some brief overall insights, details are presented for specific types of hunting and shooting sports.

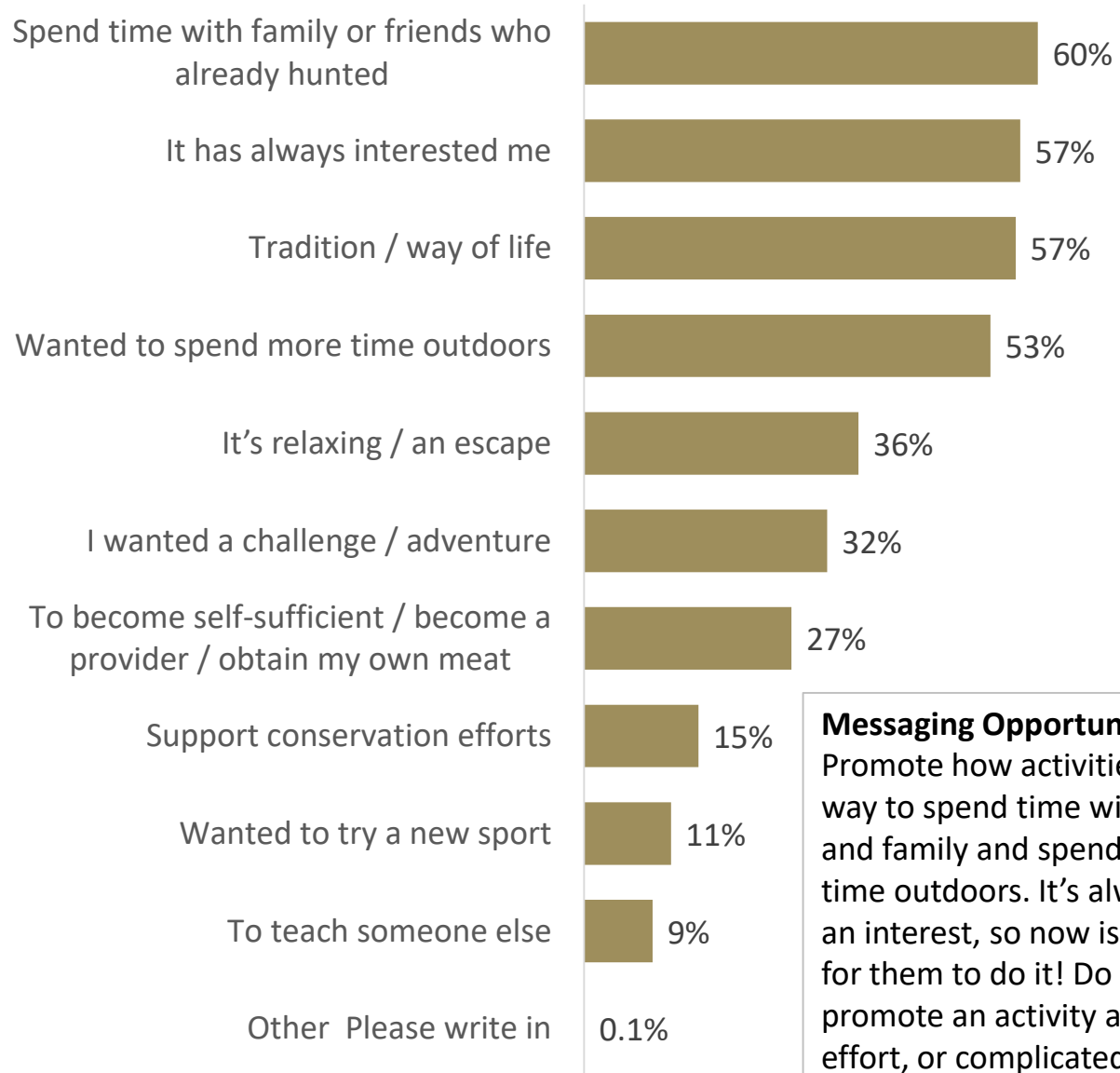
Introduction

Key takeaways regarding how to help hunters and target shooters try new activities:

- **Create easy access** – Create mobile apps and online tools to help them find places to hunt or local shooting ranges, make reservations, rent equipment, etc. In addition, create beginner apps or voice-activated assistants, like Google Assistant or Amazon's Alexa that answer questions, such as what to do with their harvest, where to rent equipment, how to aim and shoot, as well as advanced level apps on perfecting their skills. Provide equipment rentals, hunting guides and group shooting / hunting events or programs that allow them to try the sport.
- **Be simplistic / convenient** – Promote how it can fit in their busy schedules, such as “way to spend time with family,” and “spend more time outdoors” and offer more close-to-home experiences. The easier an activity appears, the more simple and convenient it becomes.
- **Influence through their friends and peers** – Hunting and shooting are social activities. Very few will participate if they do not see their friends or others like themselves participating. Leverage non-professionals' hunting and shooting videos, photos and stories through social media platforms (Instagram, Facebook, YouTube), blogs, magazines and share through television programs. Encourage friends to connect at the field or at the range.
- **Promote unique experiences** – Collaborate with cross-industry retailers, organizations and manufacturers to create events or experiences that current customers will want to make time for.
- **Educate through augmented reality / video** – To give a lasting impression on what it's like to experience new hunting and shooting activities, simulate the experience at outdoor retailers, state fairs or other outdoor events where current customers gather, or showcase professionals hunting or shooting via online video on YouTube.

Thank you for your interest in helping advance hunting and shooting sports.

MOTIVATIONS TO START HUNTING (any type of species)



Messaging Opportunity:
Promote how activities are a way to spend time with friends and family and spend more time outdoors. It's always been an interest, so now is the time for them to do it! Do not promote an activity as a solo effort, or complicated.

MOTIVATIONS TO START TARGET SHOOTING (any type of new shooting activity)

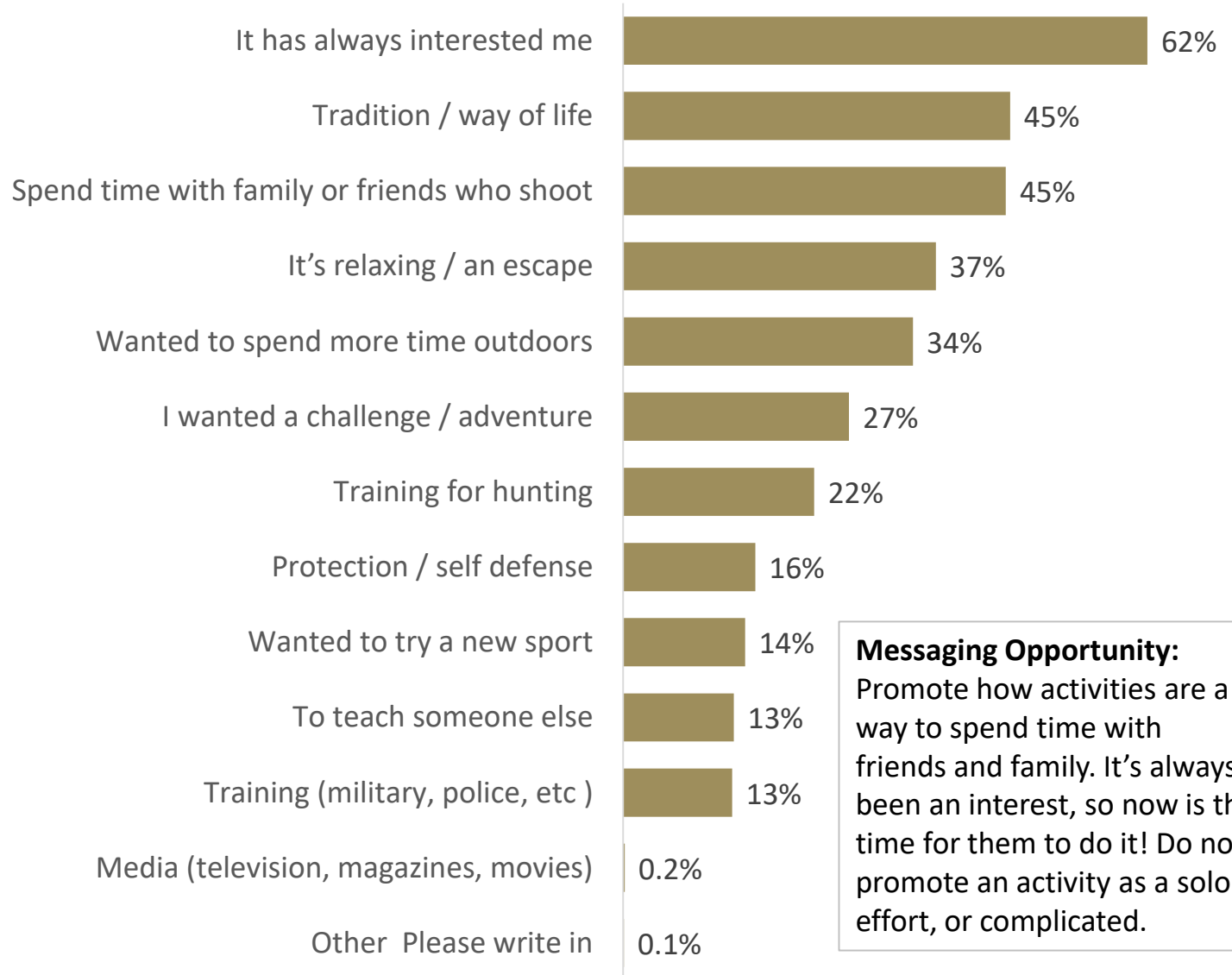


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1 Bear Hunting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Bear Hunting

More than three-fourths of the hunters and shooters interested in hunting bear want to use a traditional rifle.

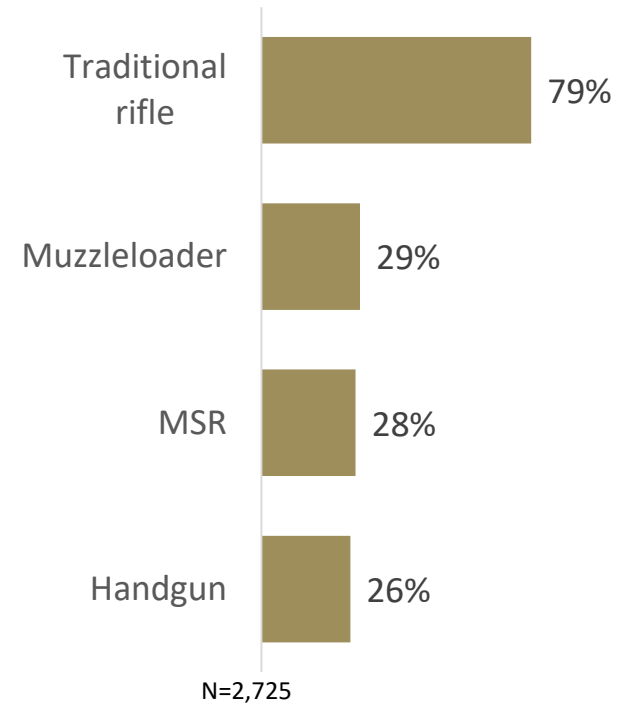
Both target shooters and hunters have never tried hunting bear, but they have experience using a traditional rifle. The majority (91%) of the hunters are currently using a traditional rifle to hunt deer and other big game. Over half of target shooters are currently using a traditional rifle for plinking or sighting-in.

Both hunters and target shooters say having the time to do the activities they want to do is not a problem. The biggest problem is not being able to hunt bear near where they live since this species is not found across the country. Also, they are most inspired by their friends to try new activities, but 23% say they don't have anyone to go with.

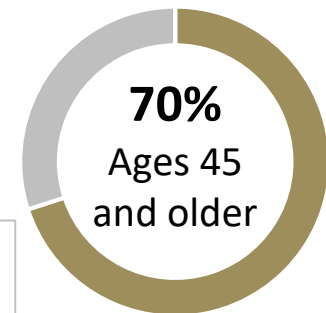
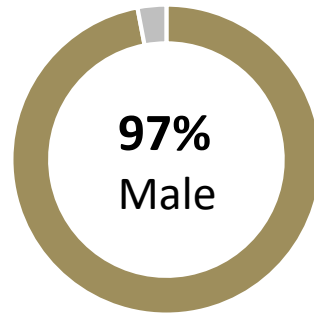
Receiving an invitation from a friend or participating in some type of program held by an organization or a retailer would encourage them to hunt a bear. In addition, how-to information and stories on professionals and non-professionals hunting bear via television, magazines, newsletters and online videos may motivate them as well.



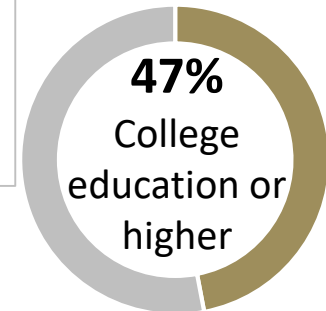
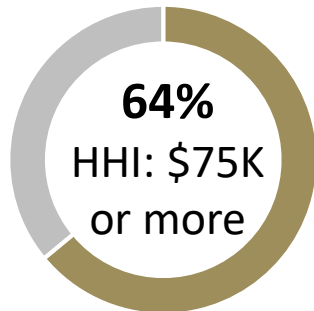
Desired Firearms to Hunt Bear



Key Demographics

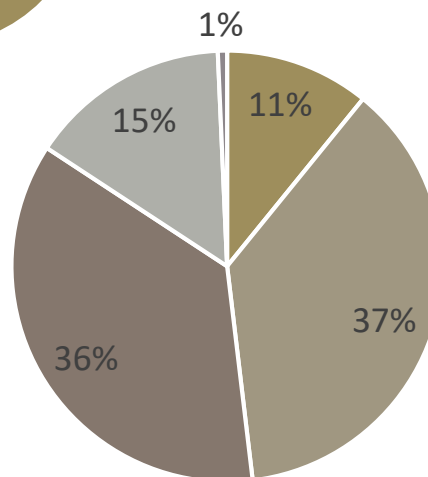


Avg. Age: 57



Of current hunters & target shooters who do not go bear hunting, but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Region



- Northeast
- Midwest
- South
- West
- Canada

MOVING HUNTERS INTO BEAR HUNTING



What Do They Currently Hunt? (THOSE WHO WANT TO TRY BEAR HUNTING)



92%

Deer



64%

Turkey



60%

Small Game



53%

Upland Game
Birds



47%

Predators



37%

Waterfowl



19%

Elk



11%

Other Big
Game



4%

Wild pig



25%

Others

These hunters are fans of big game. However, none of them have ever had the experience of hunting bear. Almost the majority of these hunters are either currently using a traditional rifle (91%) or shotgun (88%) to hunt deer. Over half (59.8%) say their father took them on their first hunt and 56% of them hunted small game. Majority (95%) have tried at least one other activity. For those that did, it took 2 – 5 years for 40% of them to try a new species and only one season for 25% of them.

MOVING TARGET SHOOTERS TO BEAR HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY BEAR HUNTING)

Plinking / Informal Target Shooting 91%

Sighting-in 82%

Pattern Shotgun 49%

Target Shooting with a traditional
or compound bow 47%

Sporting Clays with a Shotgun 45%

Skeet with a Shotgun 39%

Trap with a Shotgun 39%

Long Range with a Traditional
Centerfire Rifle 36%

Teaching / Informative 36%

Target Shooting with a
muzzleloader 35%



Over half (63%) of shooters say their father introduced them to the sport. Plinking was the most common activity to start with and then seventy-three percent tried a different activity within five years. Shooters are using a variety of firearms. Over half of them are either using a semi-automatic handgun, traditional rifle or a revolver for plinking / informal target shooting. For sighting-in, they are most likely to use a traditional rifle or a semi-automatic handgun.

PATHS TO BEAR HUNTING

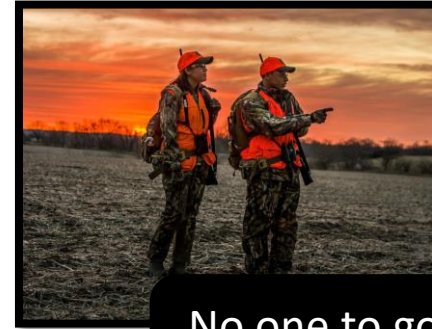


REASONS WHY THEY HAVEN'T TRIED BEAR HUNTING



Not available

39% reported “can’t find species in my part of country” and another **28%** believe “there is no convenient place to hunt.”



No one to go with

23% reported “not having anyone to go with.”



Too expensive

21% say “too expensive.”



Not enough time

14% say “do not have time.”

Providing more close-to-home opportunities that are easily accessible in regions that have bear hunts and / or educating the public on local opportunities and hosting group events may help grow the sport.

HOW TO HELP THEM TRY BEAR HUNTING



44%

“An invitation from a friend / family member”



34%

“Books / Magazines”



34%

“Program offered by a state wildlife agency”



28%

“Membership in a non-profit organization that is specific to this activity”



25%

“YouTube videos”



23%

“Program offered by an outdoor retailer”



22%

“Join a local hunt club”



18%

“Online forums / blogs”



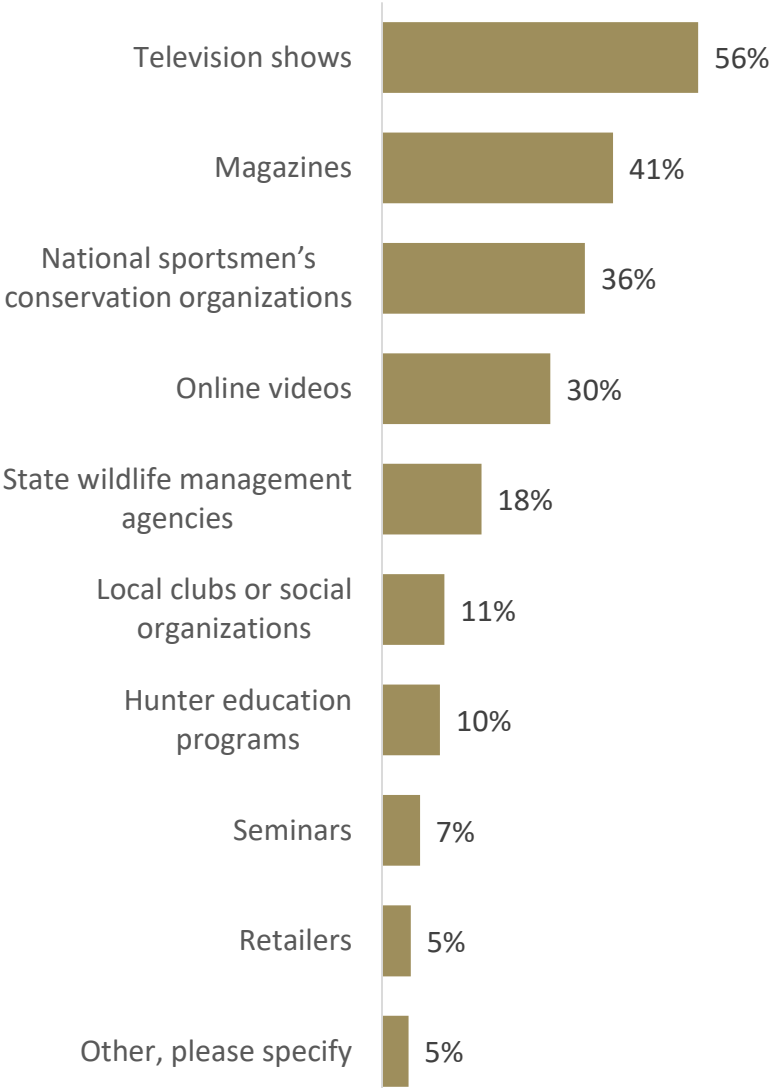
53% of hunters and 45% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through editorial content (sharing bear hunting stories and how-to information) in magazines, word-of-mouth through family and friends, providing programs hosted by outdoor retailers, state wildlife agencies and other nonprofit organizations may motivate them to hunt bear.



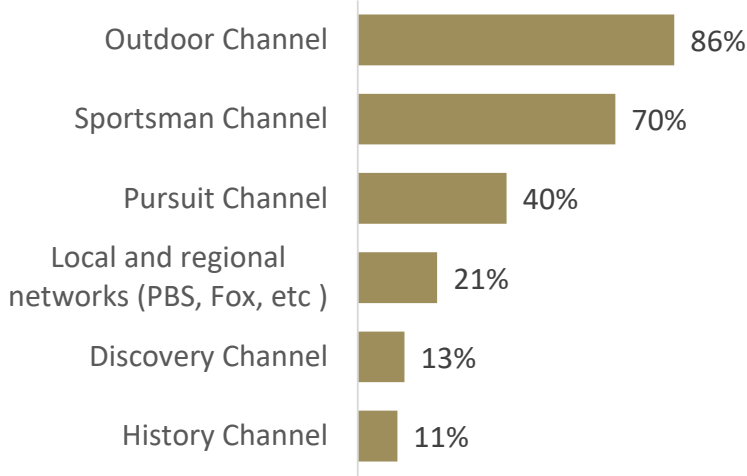
MOST INFLUENTIAL SOURCES FOR TRYING BEAR HUNTING

These hunters and shooters can be reached and influenced through television, print and online.

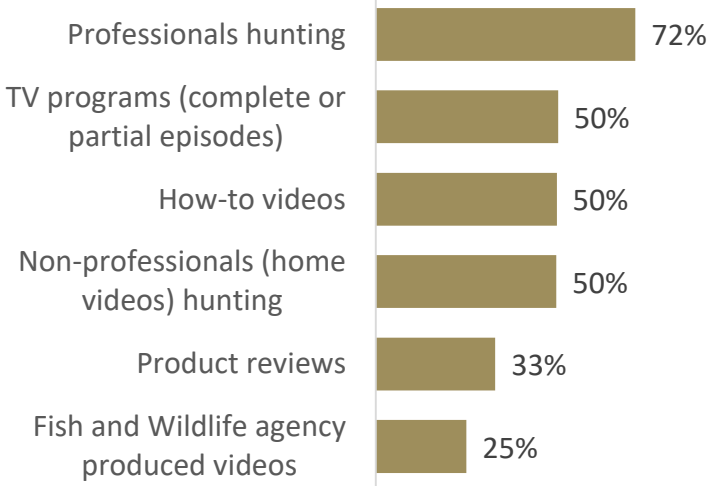
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=2,577); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=2,858). What channel did you watch hunting and fishing programs on? (N=1,431).



2 Deer Hunting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Deer Hunting

Affluent, middle-aged hunters and shooters that live in the West, South and Midwest are interested in hunting deer.

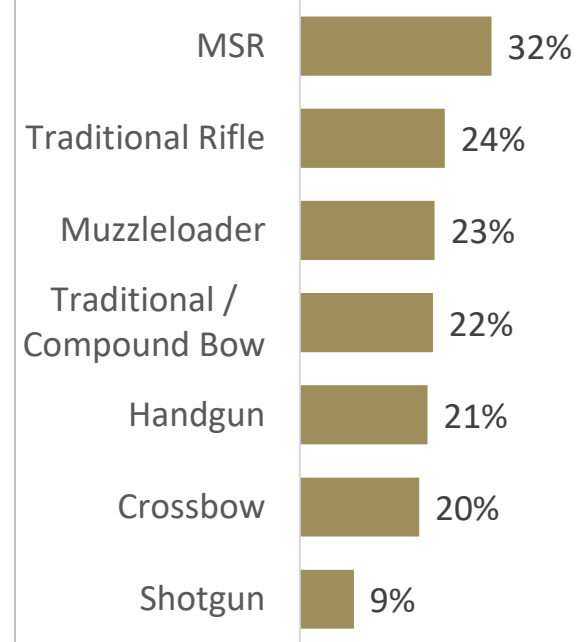
Both target shooters and hunters that are interested in hunting deer hardly have any experience hunting big game. 83% of hunters are currently using a shotgun and 70% are using a traditional rifle to hunt mostly upland game and small game. Target shooters are currently using a variety of firearms for the two most popular activities, plinking and sighting-in, which explains the preference for using different firearms with deer hunting.

Accessibility and having someone to go with are more of an issue for these hunters and shooters than not having enough time and cost. With the lack of experience in big game hunting, 22% also say not knowing what to do with their harvest is also a problem for them.

Receiving an invitation from a friend or participating in some type of program held by a state agency or a retailer would encourage them to try deer hunting. In addition, how-to information and stories on professionals' and non-professionals' deer hunts via television, magazines, newsletters and online videos may motivate them as well.

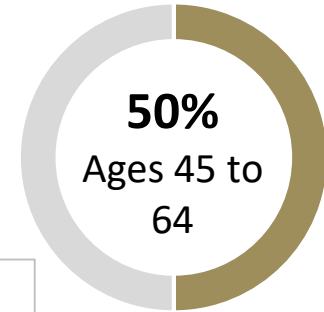
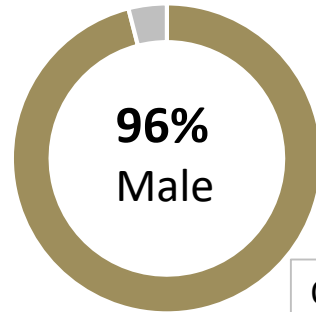


Desired Firearms to Hunt Deer



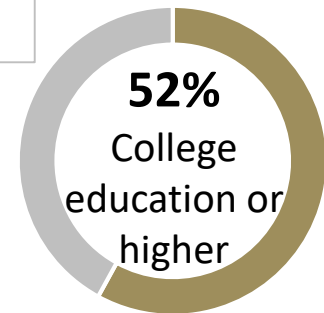
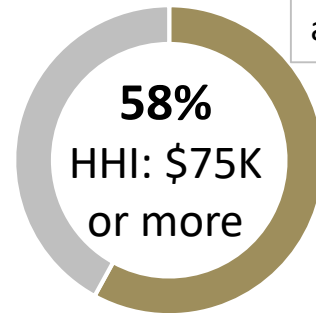
N=712

KEY DEMOGRAPHICS

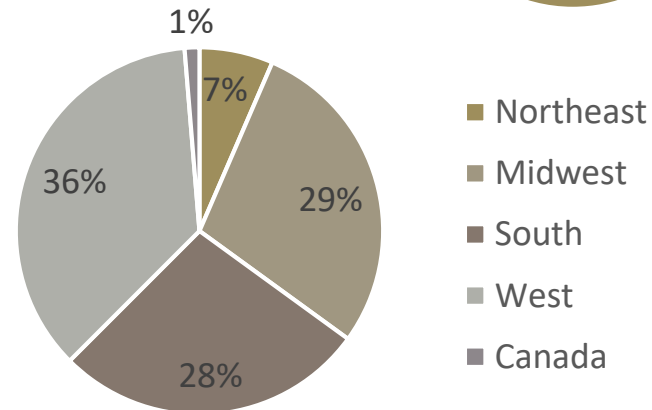


Avg. Age: **55**

Of current hunters & target shooters who do not go deer hunting but want to, most are male, middle-aged, affluent and/or educated.



Region



MOVING HUNTERS INTO DEER HUNTING



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY DEER)



50%

Upland Game



43%

Small Game



31%

Waterfowl



28%

Turkey



23%

Predators



16%

Wild pig



14%

Elk



6%

Other Big
Game



3%

Bear



4%

Others

These hunters are less likely to have hunted big game in the past three years. 83% of hunters are currently using a shotgun and 70% are using a traditional rifle and are more likely to hunt upland and small game. Over half of hunters (51%) say their father took them on their first hunt and nearly half of them (49%) started hunting small game. Roughly half of them have tried at least one other activity. For those that did, it took 2 – 5 years for 33% of them to try a new species and only one season for 18% of them.

MOVING TARGET SHOOTERS TO DEER HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY DEER HUNTING)



Plinking / Informal Target Shooting 88%

Sighting-in 70%

Sporting Clays with a Shotgun 46%

Skeet with a Shotgun 39%

Trap with a Shotgun 38%

Pattern Shotgun 36%

Teaching Informative 31%

Benchrest with a traditional
centerfire rifle, 29%

Load Testing /
Development 27%

Roughly two-thirds (61%) of shooters say their father introduced them to the sport. They started with plinking and seventy-six percent of them tried other activities within five years. Shooters are using different firearms. A semi-automatic handgun, traditional rimfire rifle, traditional centerfire rifle and/or a revolver are the most common used for plinking / informal target shooting. For sighting-in, they are most likely to use a semi-automatic handgun or a traditional rimfire rifle.

PATHS TO DEER HUNTING

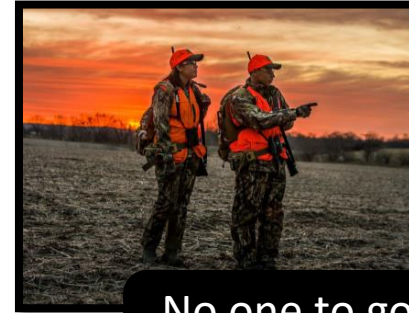


REASONS WHY THEY HAVEN'T TRIED HUNTING DEER



No land

31% reported “places to hunt are too limited” and another **20%** believe “there is no hunting land available.”



No one to go with

27% reported “not having anyone to go with.”



Don't know how

22% indicated “they don't know how to start.”



Don't know what to do

17% say “even if I had a successful hunt, I wouldn't know what to do with my harvest.”

Accessibility and having someone to go with is more of an issue than not enough time and cost. Only 14% reported not having enough time and 10% said that they did not have the proper equipment. Affordability is not an issue for them. Only 8% indicated that it was expensive. An opportunity may be to open up more lands in regions that have quality deer habitat to public hunting via public access programs or generate more awareness on local opportunities.

HOW TO HELP THEM TRY DEER HUNTING



39%

“Programs offered
by State Wildlife
Agencies”



39%

“An invitation from a
friend / family
member”



32%

“Books /
Magazines”



31%

“YouTube
Videos”



29%

“Join a local
hunt club”



28%

“Membership in a
non-profit specific
to this type of
hunting”



23%

“Program offered
by an outdoor
retailer”



20%

“Online forums /
blogs”

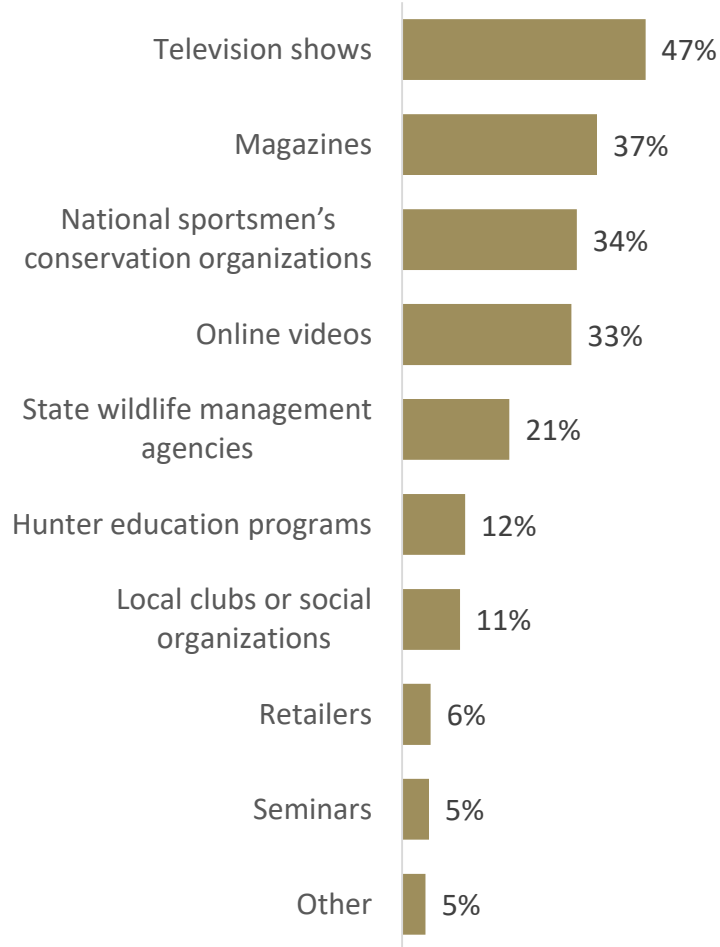
55% of hunters and 47% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Creating programs and encouraging active deer hunters to invite friends as well as educate through retailers, clubs and organizations may help drive newcomers to the sport.



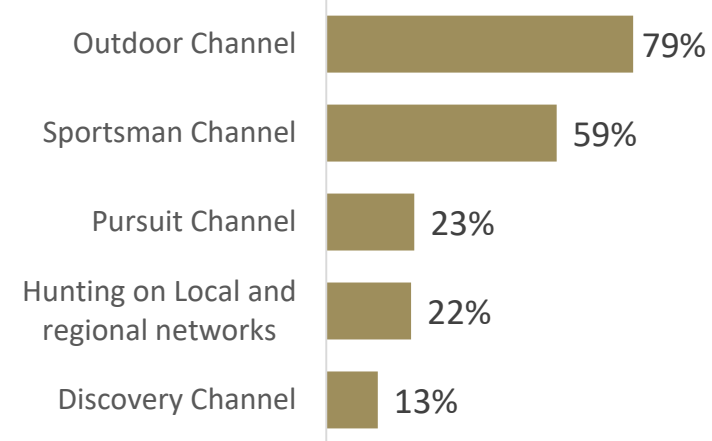
MOST INFLUENTIAL SOURCES FOR TRYING DEER HUNTING

These hunters and shooters can be reached and influenced through multiple channels.

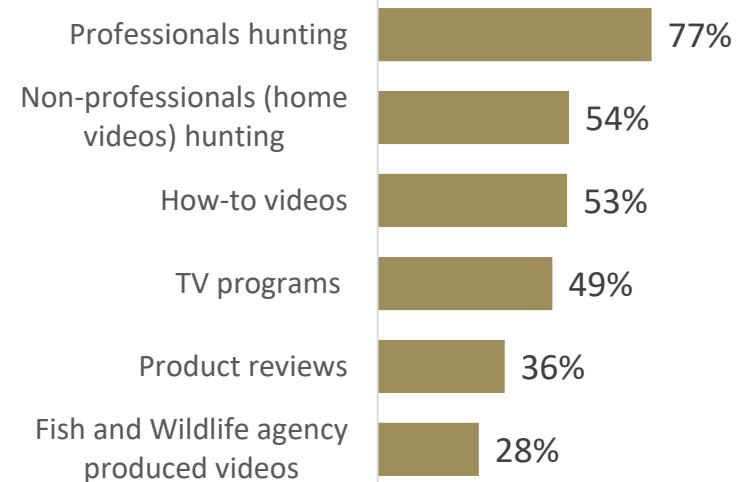
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=597); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=193). What channel did you watch hunting and fishing programs on? (N=278).



3 Elk Hunting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Elk Hunting

Affluent, middle-aged hunters and shooters that live in the South and Midwest are interested in elk hunting.

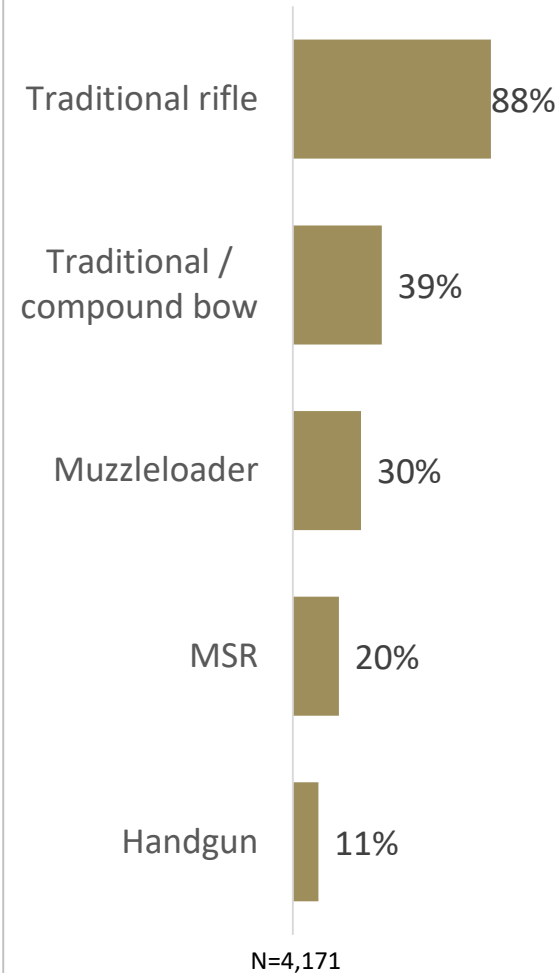
Majority of hunters (91%) have experience in deer hunting and 90% of them are currently hunting with a traditional rifle. They are hunting different species and say their friend has been their biggest influence. Although target shooters don't have any experience with big game, over half of them are using a traditional rifle at the shooting range. Like hunters, their friends have influenced them to try other shooting activities.

With elk primarily in western North America, accessibility and cost are the biggest problems for these hunters and shooters. Having the time and have someone to go with is actually not an issue for them. Providing more close-to-home opportunities that are easily accessible in regions that have elk habitat and / or educating the public on local opportunities may help grow the sport.

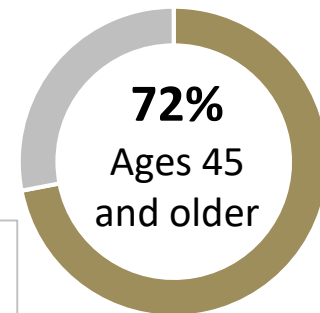
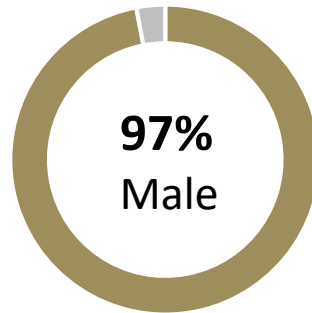
Receiving an invitation from a friend or participating in some type of program held by a state agency or a retailer may encourage them as well. In addition, stories on professionals' and non-professionals' elk hunts and promoting how-to information via television, magazines, newsletters and online videos may motivate them to go elk hunting.



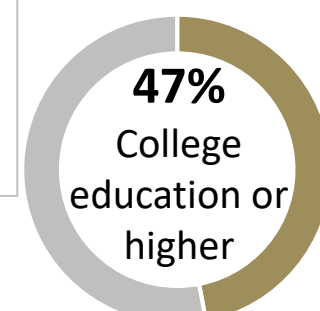
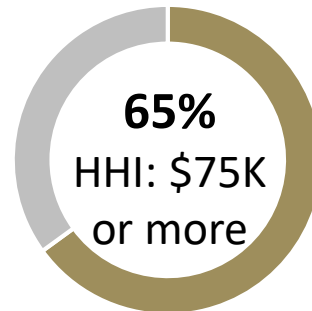
Desired Firearms to Hunt Elk



Key Demographics

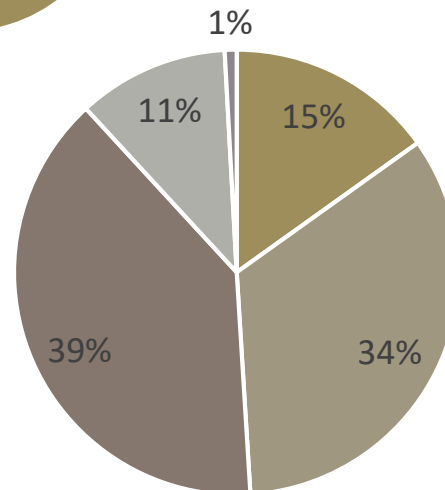


Avg. Age: 52



Of current hunters & target shooters who do not go elk hunting but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Region



- Northeast
- Midwest
- South
- West
- Canada



MOVING HUNTERS INTO ELK HUNTING



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY ELK HUNTING)



91%

Deer



70%

Turkey



59%

Small Game



54%

Upland Game



46%

Predators



38%

Waterfowl



15%

Bear



8%

Other Big
Game



5%

Wild pig



25%

Others



Majority of these hunters have experience with big game and 91% of them currently hunt with a traditional rifle and 88% hunt with a shotgun. Two thirds (61%) say their father took them on their first hunt and roughly half (56%) started with small game hunting. Majority (95%) have tried at least one other activity. For those that did, it took 2 – 5 years for 39% of them to try a new species and only one season for 30% of them.

MOVING TARGET SHOOTERS TO ELK HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY ELK HUNTING)

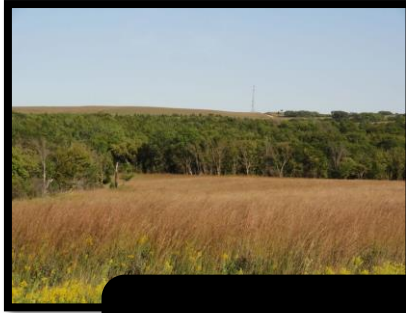


Over half (70%) of shooters say their father introduced them to the sport and only 9% were introduced by a friend. The majority say their first activity was plinking and then seventy-nine percent of them tried another shooting activity within five years. Over two thirds of them are using a traditional rifle for plinking / informal target shooting and sighting-in.

PATHS TO ELK HUNTING



REASONS WHY THEY HAVEN'T TRIED ELK HUNTING



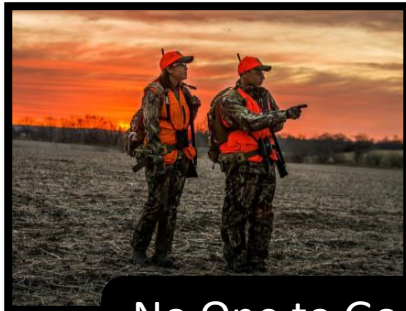
Not Available

57% reported “can’t find species in my part of country” and another **24%** believe “there is no convenient place to hunt.”



Too expensive

47% say “too expensive.”



No One to Go With

15% reported “not having anyone to go with.”



Not enough time

9% say “do not have time.”

The expense and not able to go elk hunting where they live makes the opportunity seem very unfeasible for them. Providing more close-to-home opportunities that are easily accessible in regions that have huntable elk populations via public access programs and / or educating the public on local opportunities may help grow the sport.

HOW TO HELP THEM TRY ELK HUNTING



45%

“An invitation from a friend / family member”



33%

“Books / Magazines”



31%

“Program offered by a state wildlife agency”



28%

“Membership in a non-profit organization that is specific to this activity”



23%

“YouTube videos”



23%

“Program offered by an outdoor retailer”



20%

“Join a local hunt club”



17%

“Online forums / blogs”

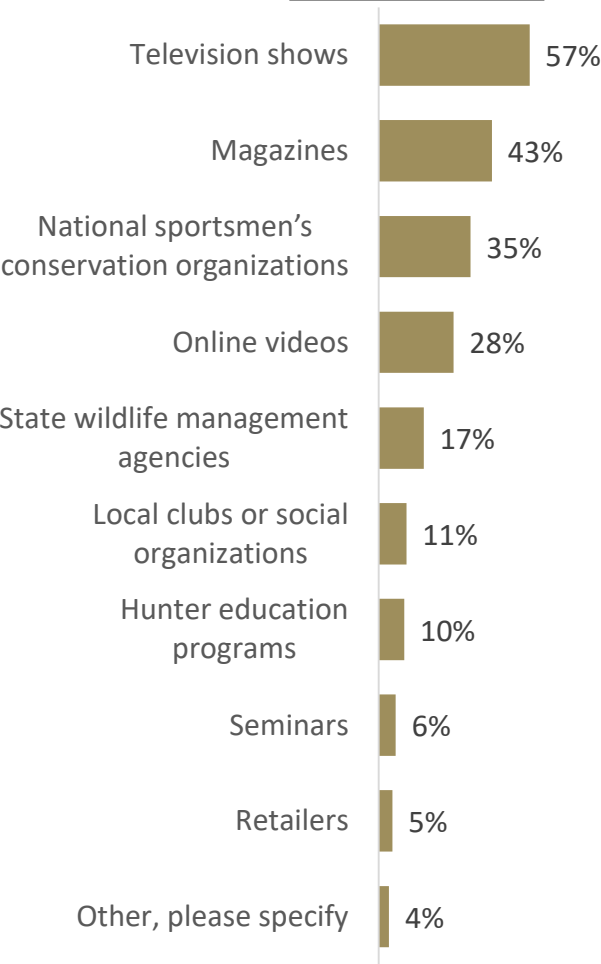


54% of hunters and 49% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through editorial content (sharing elk hunting stories) in magazines, word-of-mouth through family and friends, providing programs hosted by outdoor retailers, state wildlife agencies and other nonprofit organizations will help people try the sport.

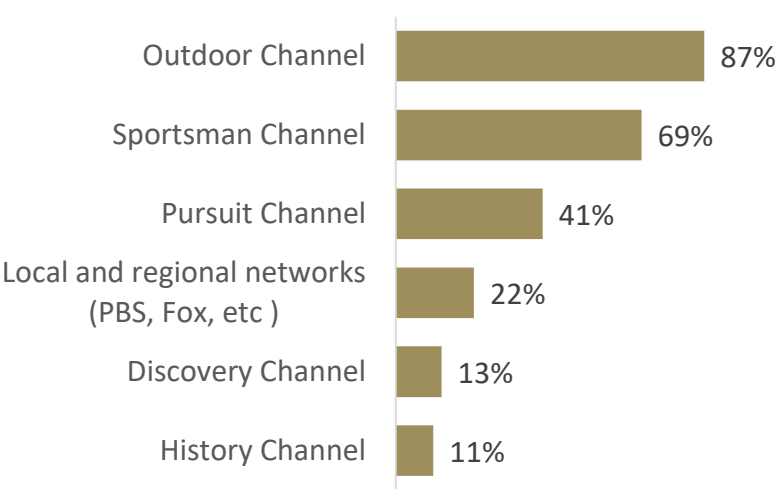
MOST INFLUENTIAL SOURCES FOR TRYING ELK HUNTING

These hunters and shooters can be reached and influenced through television, print and online.

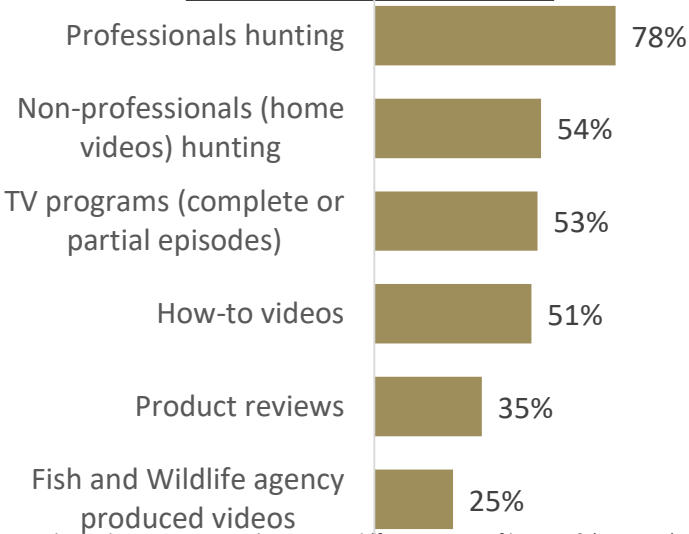
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=2,577); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=1,099). What channel did you watch hunting and fishing programs on? (N=2,217).



4 Other Big Game Hunting (Moose, Antelope, etc.)

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Other Big Game Hunting

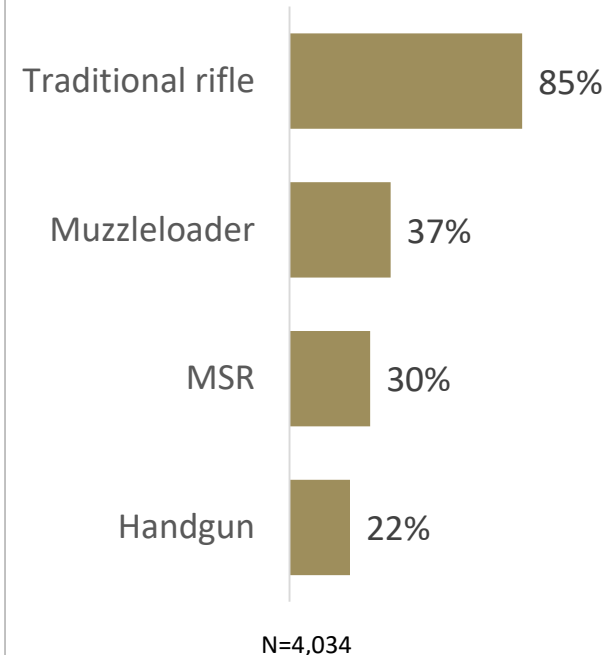
Affluent, middle-aged hunters and shooters that live in the South and Midwest are interested in hunting other big game.

Majority of hunters (92%) have experience in hunting deer and 91% of them are currently hunting with a traditional rifle. They are hunting more than one species and say their friend has been their biggest influence. Although target shooters don't have any experience with big game, more than two-thirds are using a traditional rifle at the shooting range. Like hunters, their friends have influenced them to try other shooting activities.

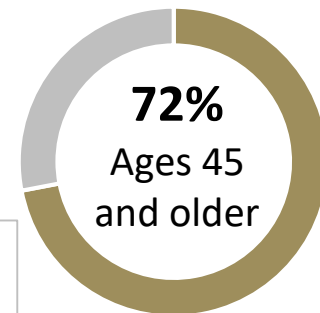
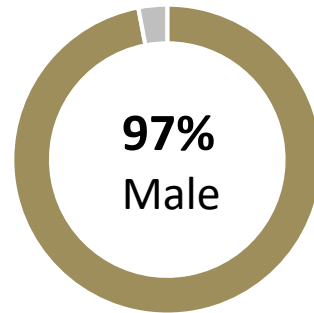
With moose in the northern part of the country and antelope in the West, accessibility and cost are the biggest problems for these hunters and shooters. Having the time and someone to go with is often not an issue for them. Planning ahead can be an issue.

Receiving an invitation from a friend or participating in some type of program held by a state agency or a retailer may encourage them to try the sport. In addition, stories on professionals and non-professionals hunting big game and promoting how-to information via television, magazines, newsletters and online videos may motivate them as well.

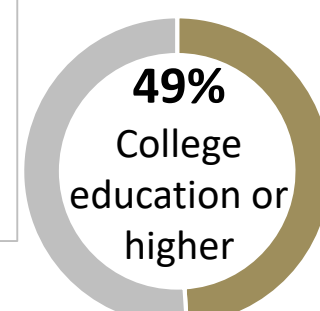
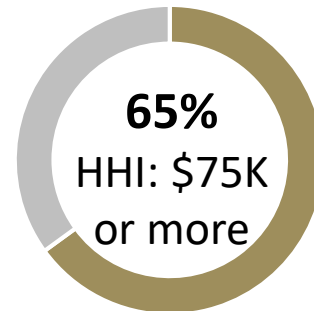
Desired Firearms to Hunt Big Game



Key Demographics

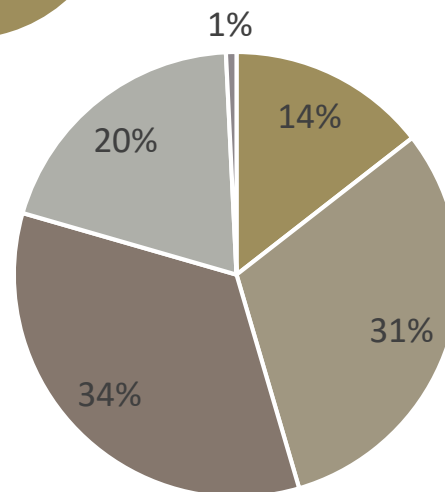


Avg. Age: 52



Of current hunters & target shooters who do not hunt other big game but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Region



- Northeast
- Midwest
- South
- West
- Canada

MOVING HUNTERS INTO OTHER BIG GAME HUNTING



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY OTHER BIG GAME HUNTING)



92%

Deer



66%

Turkey



58%

Small Game



56%

Upland Game



47%

Predators



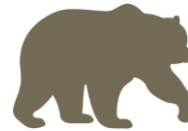
38%

Waterfowl



23%

Elk



19%

Bear



5%

Wild pig



25%

Others

91% hunt with a traditional rifle and 88% hunt with a shotgun. Over half (61%) say their father took them on their first hunt and their first firearm was a shotgun. 35% of them said their first firearm was a traditional rifle. Less than twenty percent were introduced to hunting by a friend. Over half (56%) started with small game hunting. Majority (96%) have tried at least one other activity. For those that did, it took 2 – 5 years for 41% of them to try a new species and only one season for 28% of them.

MOVING TARGET SHOOTERS TO OTHER BIG GAME HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY OTHER BIG GAME HUNTING)

Plinking / Informal Target Shooting 91%

Sighting-in 82%

Pattern Shotgun 51%

Target Shooting with a Traditional
or Compound Bow 47%

Sporting Clays with a Shotgun 46%

Trap with a Shotgun 39%

Skeet with a Shotgun 38%

Target Shooting with a
Muzzleloader 36%

Teaching / Informative 34%

Benchrest with a Traditional
Centerfire Rifle 34%

Long Range with a Traditional
Centerfire Rifle 33%



Over half (71%) of shooters say their father introduced them to the sport and seventy-nine percent tried another shooting activity within five years. They are using a variety of firearms, including traditional rifles, handguns and shotguns, for plinking / informal target shooting. For sighting-in, over half are using either a traditional centerfire rifle or a traditional rimfire rifle and 44% are using a semi-automatic handgun.

PATHS TO OTHER BIG GAME HUNTING



REASONS WHY THEY HAVEN'T TRIED OTHER BIG GAME HUNTING



Not
Available

57% reported “can’t find species in my part of country” and another **22%** believe “there is no convenient place to hunt.”



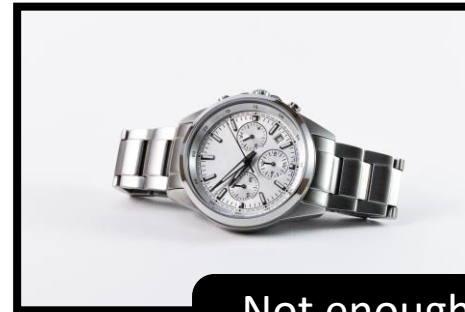
Too expensive

45% say “too expensive.”



No One to
Go With

16% reported “not having anyone to go with.”



Not enough
time

14% say “do not have time.”

The expense and not able to hunt other big game where they live makes the opportunity seem very unfeasible for them. Opening up more lands that provide quality habitat and promoting close-to-home opportunities may motivate them to try it.

HOW TO HELP THEM TRY OTHER BIG GAME HUNTING



45%

“An invitation from a friend / family member”



32%

“Books / Magazines”



31%

“Program offered by a state wildlife agency”



28%

“Membership in a non-profit organization that is specific to this activity”



23%

“YouTube videos”



23%

“Program offered by an outdoor retailer”



20%

“Join a local hunt club”



17%

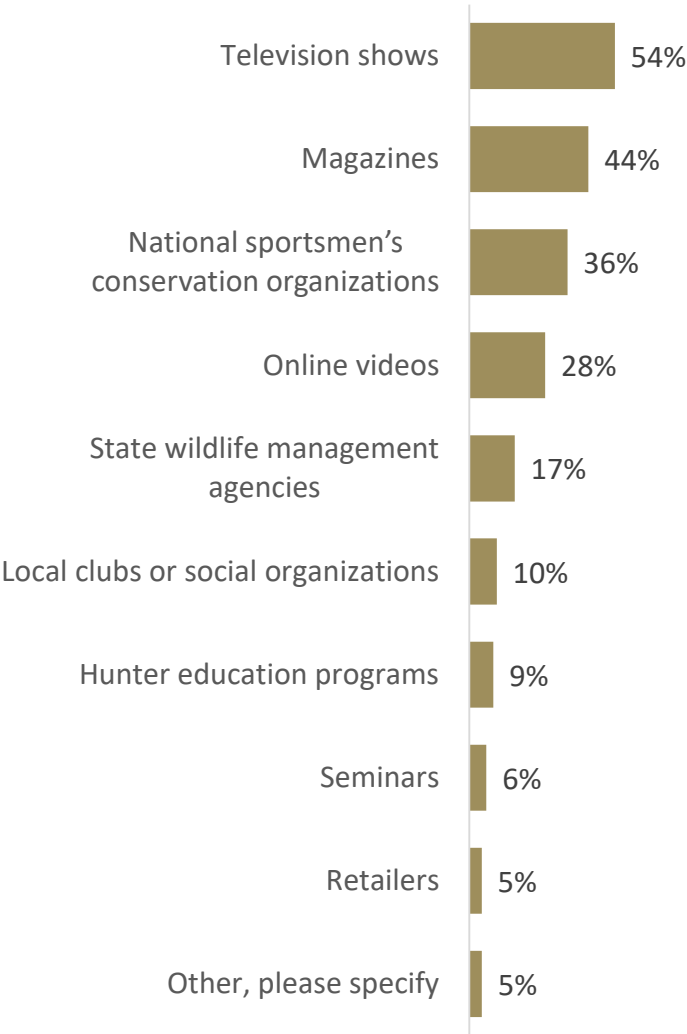
“Online forums / blogs”

54% of hunters and 49% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through editorial content (sharing moose and antelope hunting stories) in magazines, word-of-mouth through family and friends, providing programs hosted by outdoor retailers, state wildlife agencies and other nonprofit organizations will help people try the sport.

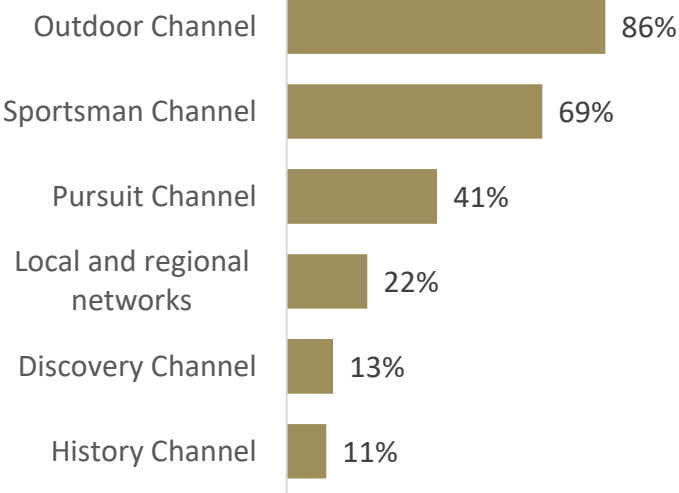
MOST INFLUENTIAL SOURCES FOR TRYING OTHER BIG GAME HUNTING

These hunters and shooters can be reached and influenced primarily through television programs, articles and newsletters.

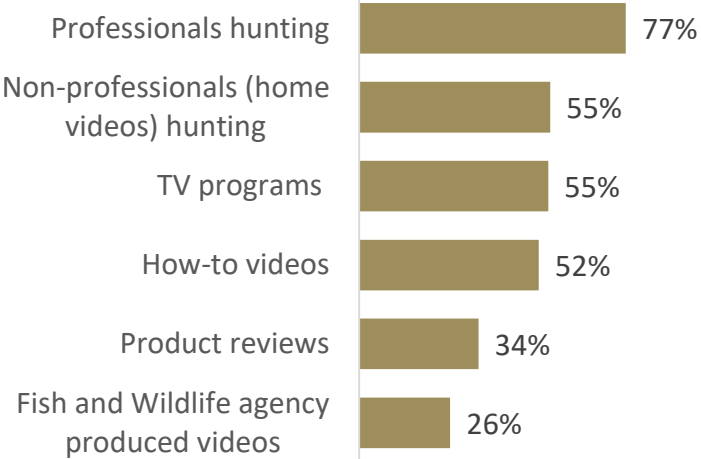
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=3,811); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=1,064). What channel did you watch hunting and fishing programs on? (N=2,040).



5 Predator Hunting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Predator Hunting

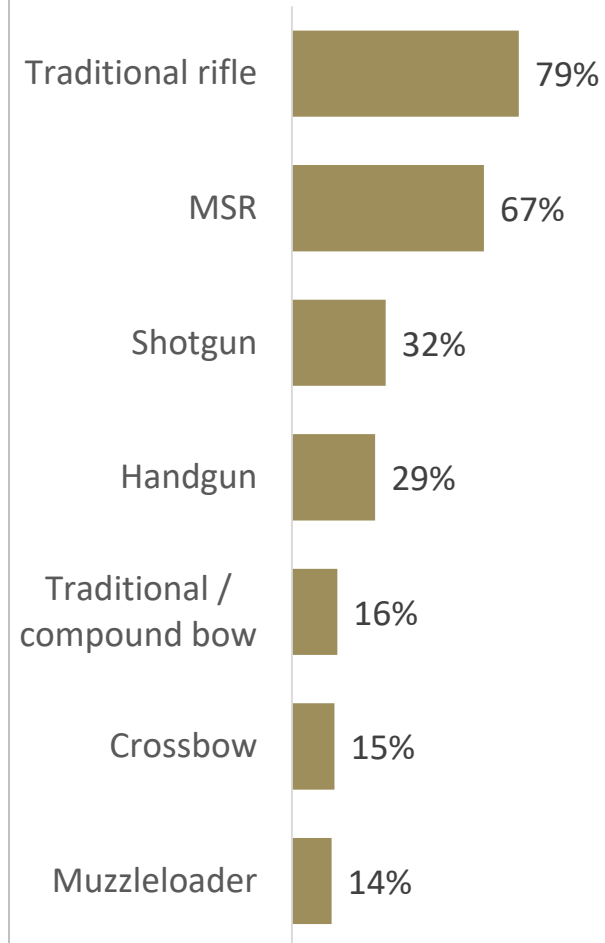
Affluent, middle-aged hunters and shooters that live in the South and Midwest are interested in predator hunting.

Majority of hunters (86%) has experience in deer hunting and 87% of them are currently hunting with a traditional rifle. Only 37% are hunting with a modern sporting rifle. They are targeting more than one species and say their friend has been their biggest influence. Similar to hunters, more than two-thirds of target shooters have experience using a traditional rifle. Their friends are their source of inspiration for doing more than one activity.

Not having a convenient place to hunt and not enough time are the two top problems for hunters and shooters. Not having anyone to go with and not knowing how to get started are also issues. Year-round hunting in most places might be a selling point.

Receiving an invitation from a friend or participating in some type of program held by a state agency or a retailer may encourage them to try the sport. In addition, stories on professionals and non-professionals hunting predators and promoting how-to information via television, magazines, newsletters and online videos may motivate them as well.

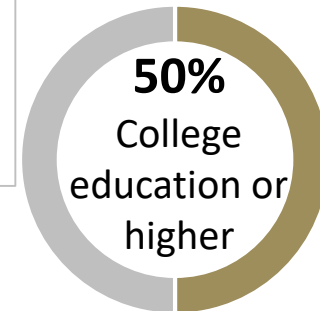
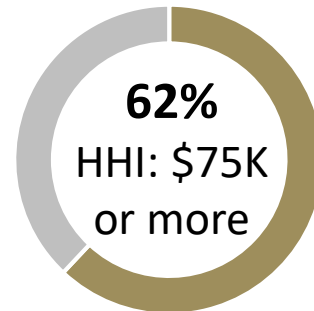
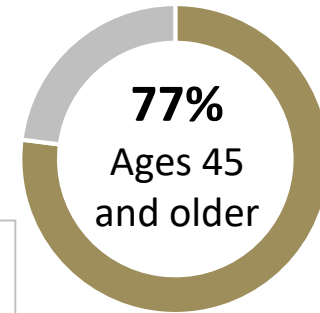
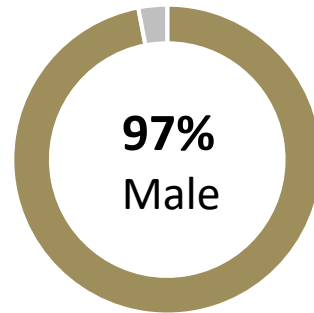
Desired Firearms to Hunt Predators



N=2,136



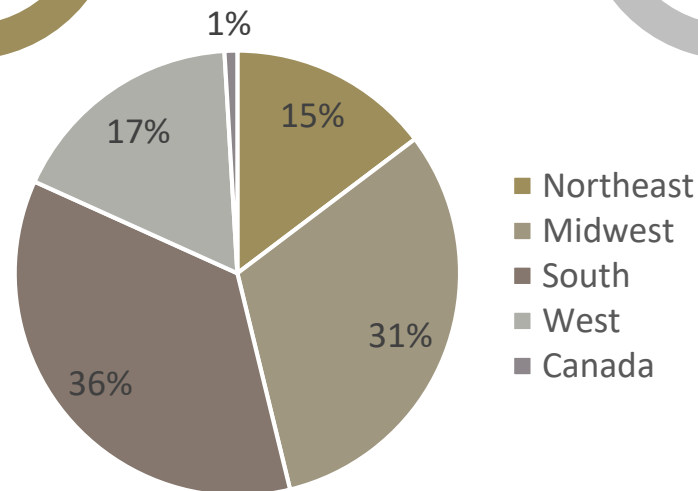
Key Demographics



Of current hunters & target shooters who do not hunt predators but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Avg. Age: 54

Region



MOVING HUNTERS INTO PREDATOR HUNTING



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY PREDATOR HUNTING)



86%

Deer



55%

Turkey



48%

Small Game



47%

Upland Game



30%

Waterfowl



18%

Elk



13%

Bear



8%

Other Big
Game



4%

Wild pig



16%

Others



87% hunt with a traditional rifle and 84% hunt with a shotgun. Over half (56%) say their father took them on their first hunt and their first firearm was a shotgun. 36% of them said their first firearm was a traditional rifle. Less than twenty percent were introduced to hunting by a friend. Over half (52%) started with small game. Majority (92%) have tried at least one other species. For those that did, it took 2 – 5 years for 40% of them to try a new activity and only one season for 25% of them.

MOVING TARGET SHOOTERS TO PREDATOR HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY PREDATOR HUNTING)

Plinking / Informal Target Shooting 90%

Sighting-in 80%

Pattern Shotgun 43%

Sporting Clays with a Shotgun 41%

Target Shooting with a Traditional
or Compound Bow 36%

Skeet with a Shotgun 35%

Trap with a Shotgun 35%

Teaching / Informative 32%

Load Testing 30%

Benchrest with a Traditional
Centerfire Rifle 30%

Long Range with a Traditional
Centerfire Rifle 30%



Over half (67%) of shooters say their father introduced them to the sport and only 11% were introduced by a friend. Roughly three-fourths (76%) tried other shooting activities within five years. They are using a variety of firearms, including traditional rifles, handguns and shotguns, for plinking / informal target shooting. For sighting-in, over half are using either a traditional centerfire rifle or a traditional rimfire rifle and 42% are using a semi-automatic handgun.

PATHS TO PREDATOR HUNTING



REASONS WHY THEY HAVEN'T TRIED PREDATOR HUNTING



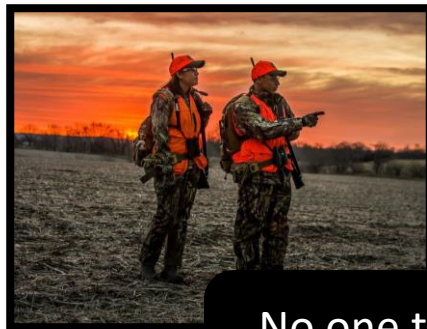
28% believe
“there is no
convenient place
to hunt.”

Not
available



23% say “do
not have
time.”

Not enough
time



22% reported
“not having
anyone to go
with.”

No one to
go with



19% say
“they don’t
know how to
get started.”

Don’t know
how

Lack of accessible hunting lands near them, lack of knowledge on where to hunt and how to get started are preventing them from trying the sport. Also, not having anyone to go with and not having enough time are also big issues for them. Providing more close-to-home opportunities that are easily accessible in regions that have suitable habitat and / or educating the public on local opportunities and hosting group events may help grow the sport.

HOW TO HELP THEM TRY PREDATOR HUNTING



43%

“An invitation from a friend / family member”



34%

“Program offered by a state wildlife agency”



33%

“Books / Magazines”



26%

“Membership in a non-profit organization that is specific to this activity”



26%

“YouTube videos”



25%

“Join a local hunt club”



24%

“Program offered by an outdoor retailer”



18%

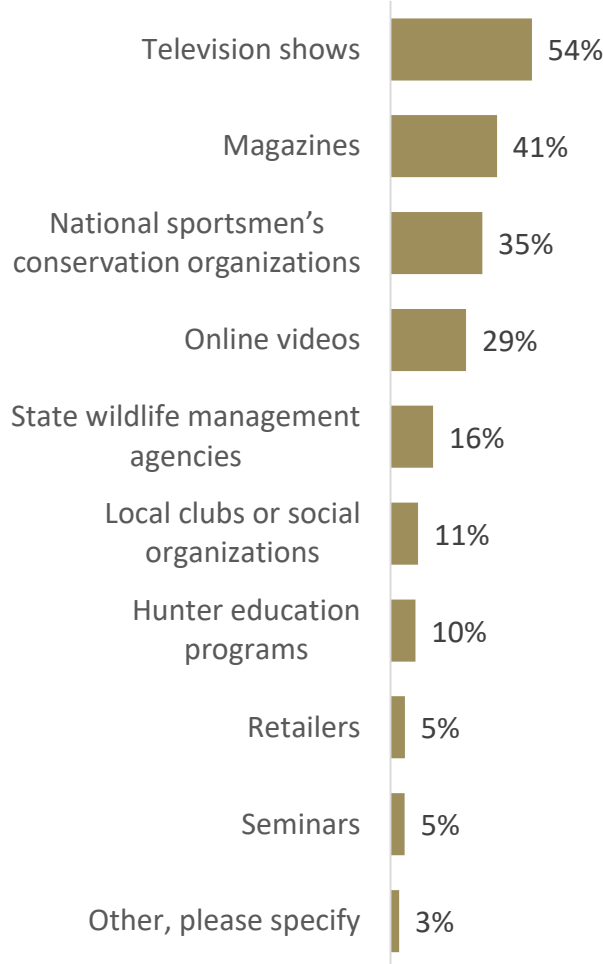
“Online forums / blogs”

57% of hunters and 48% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through editorial content (how-to information and sharing predator hunting stories) in magazines, word-of-mouth through family and friends, providing programs hosted by outdoor retailers, state wildlife agencies and other nonprofit organizations may encourage people to try the sport.

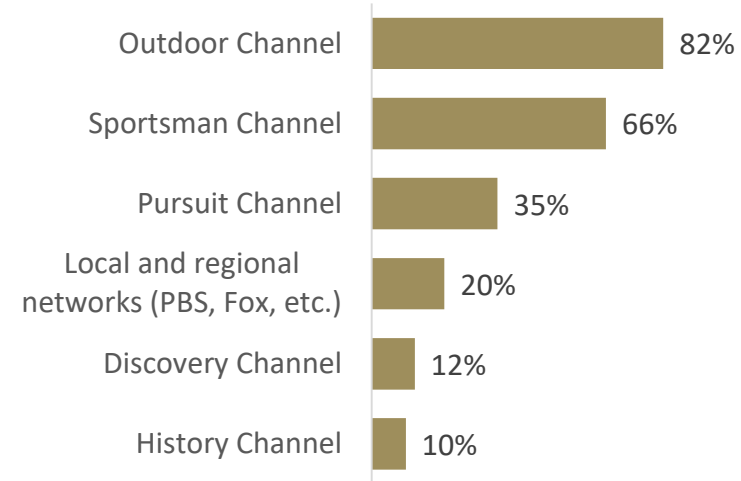
MOST INFLUENTIAL SOURCES FOR TRYING PREDATOR HUNTING

These hunters and shooters can be reached and influenced through primarily television, magazines and newsletters.

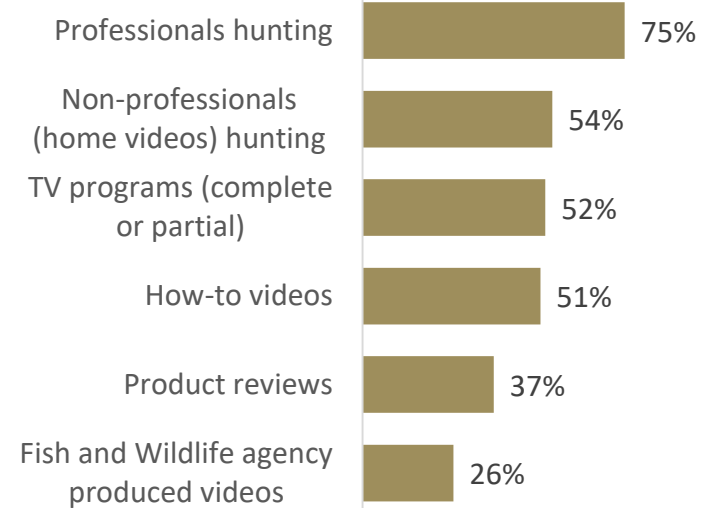
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=1,936); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=556). What channel did you watch hunting and fishing programs on? (N=1,041).



6 Small Game Hunting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Small Game Hunting

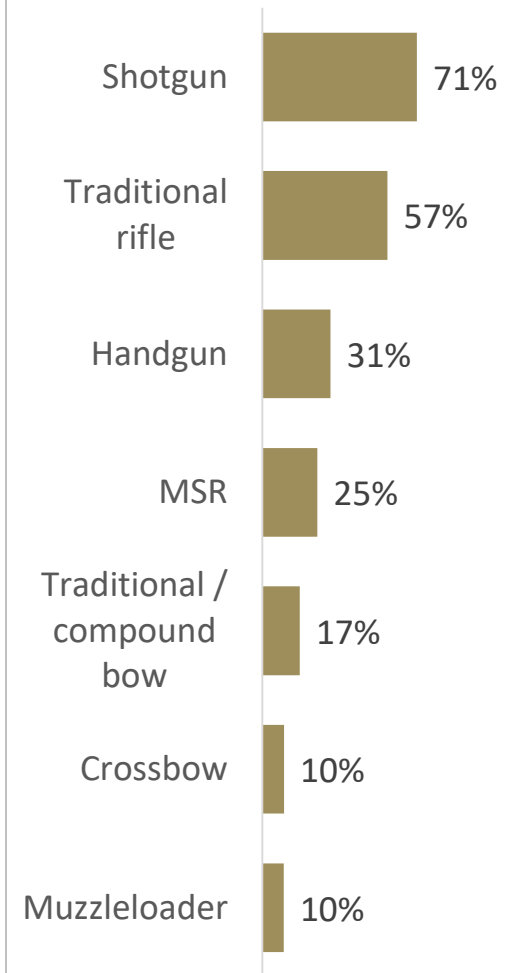
Affluent, middle-aged hunters and shooters that live in the South, Midwest and West are interested in hunting small game.

For nearly half of the hunters that are interested in small game, it's about getting back into it. Their father introduced them to small game hunting with a shotgun and then within 5 years, they were hunting other species. Like hunters, target shooters are also involved in more than one shooting activity and are using a variety of firearms. Both shooters and hunters say their friends are the biggest influence for trying new activities.

Unfortunately, nearly one-third believe that small game hunting is not a top priority during their free time and 24% claim there isn't a convenient place to hunt. Opening up new lands near urban areas and promoting the overall convenience and its benefits (more time outdoors, spending time with friends) may be an opportunity.

Receiving an invitation from a friend or participating in some type of program held by a state agency or a retailer may also encourage them to return or try the sport. In addition, stories on professionals' and non-professionals' small game hunts and promoting how-to information via television, magazines and newsletters may motivate them as well.

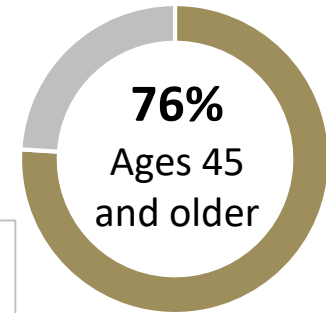
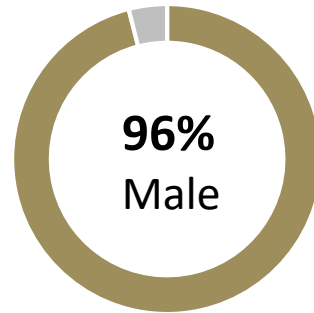
Desired Firearms to Hunt Small Game



N=996

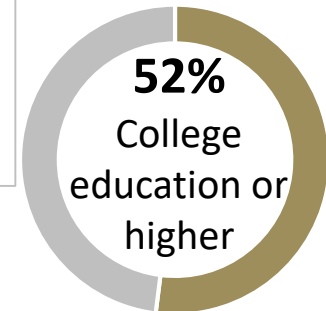
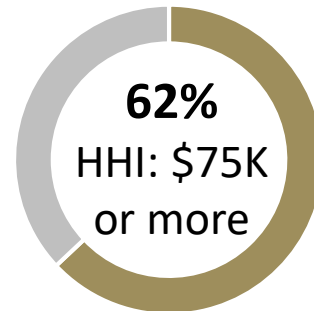


Key Demographics

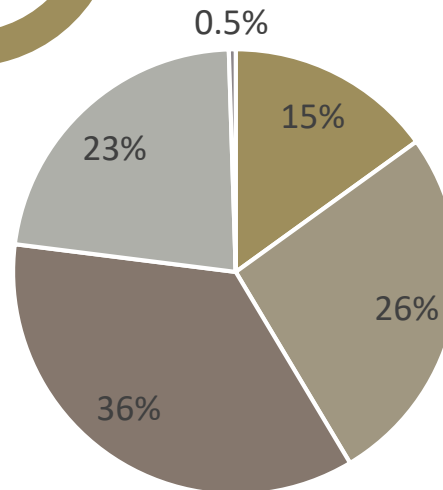


Of current hunters & target shooters who do not hunt small game but want to, most are male, middle-aged, affluent and/or educated. They are less likely to live in the Northeast.

Avg. Age: 54



Region



- Northeast
- Midwest
- South
- West
- Canada

MOVING HUNTERS INTO SMALL GAME HUNTING



What Do They Currently Hunt? (THOSE WHO WANT TO TRY SMALL GAME HUNTING)



83%

Deer



51%

Turkey



42%

Upland Game



29%

Waterfowl



26%

Predators



21%

Elk



14%

Bear



8%

Other Big
Game



3%

Wild pig



18%

Others

82% hunt with a traditional rifle and 83% hunt with a shotgun. Over half (55%) say their father took them on their first hunt and their first firearm was a shotgun. Nearly half (48%) started with small game hunting. Majority (91%) have tried at least one other species. For those that did, it took 2 – 5 years for 40% of them to try other shooting activities and only one season for 23% of them.

MOVING TARGET SHOOTERS TO SMALL GAME HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY SMALL GAME HUNTING)



Plinking / Informal Target Shooting 90%

Sighting-in 81%

Sporting Clays with a Shotgun 45%

Pattern Shotgun 43%

Target Shooting with a Traditional
or Compound Bow 39%

Skeet with a Shotgun 38%

Trap with a Shotgun 38%

Teaching / Informative 32%

Long Range with a Traditional
Centerfire Rifle 30%

Benchrest with a Traditional
Centerfire Rifle 30%

Load Testing 29%

Over half (65%) of shooters say their father introduced them to the sport and only 11% were introduced by a friend. Majority started with plinking and then within two to five years, 35% tried a new activity and 29% branched out within a year. They have experience using a variety of firearms. Traditional rifles, handguns and shotguns are used for plinking / informal target shooting and over half are using a traditional centerfire rifle, 50% are using a traditional rimfire rifle and 43% are using a semi-automatic handgun for sighting-in.

PATHS TO SMALL GAME HUNTING

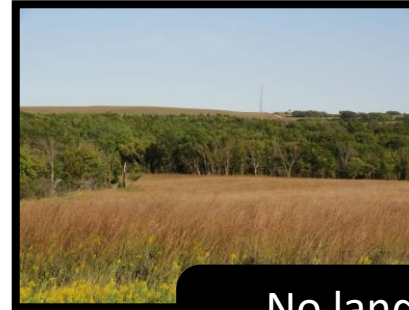


REASONS WHY THEY HAVEN'T TRIED SMALL GAME HUNTING



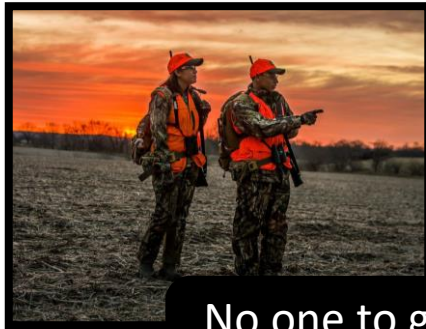
29% claim “there are other activities I’d rather do” and **21%** “do not have time.”

Not as important



24% say “no convenient place to hunt.”

No land available



23% reported “not having anyone to go with.”

No one to go with



12% say “they don’t know how to get started.”

Don’t know how

Lack of accessible hunting lands near them, time and not having anyone to go with are the biggest obstacles they face. Nearly one-third believe that small game hunting is not a top priority to do during their free time. However, if there were more convenient places to hunt and there were educational clinics along with organized hunting groups, that may encourage them to try.

HOW TO HELP THEM TRY SMALL GAME HUNTING



45%

“An invitation from a friend / family member”



36%

“Books / Magazines”



35%

“Program offered by a state wildlife agency”



30%

“Membership in a non-profit organization that is specific to this activity”



28%

“Join a local hunt club”



27%

“YouTube videos”



26%

“Program offered by an outdoor retailer”



17%

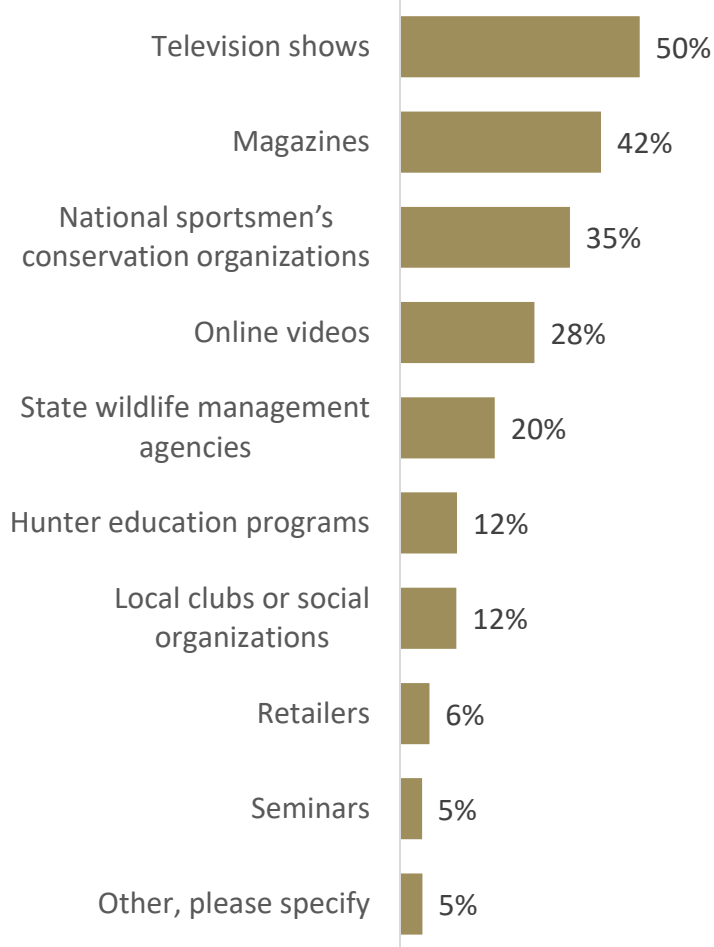
“Online forums / blogs”

53% of hunters and 46% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through editorial content (sharing hunting stories and how-to information) in magazines, word-of-mouth through family and friends, providing programs hosted by outdoor retailers, state wildlife agencies and other nonprofit organizations will help people try or return to the sport.

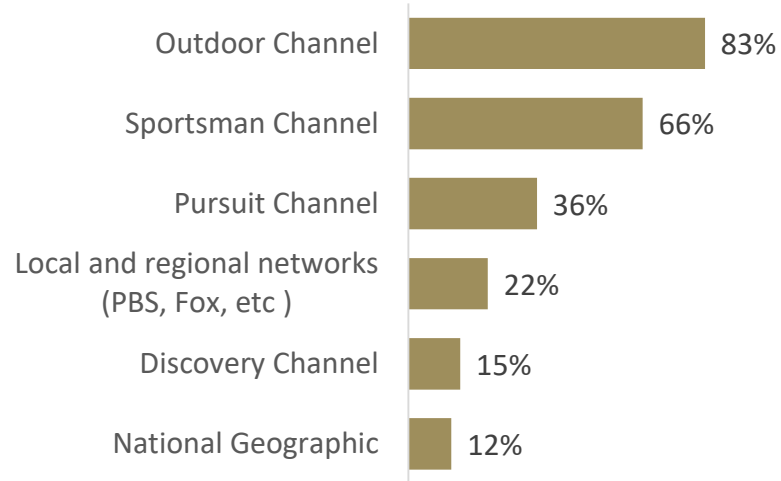
MOST INFLUENTIAL SOURCES FOR TRYING SMALL GAME HUNTING

These hunters and shooters can be reached and influenced primarily through television programs, articles and newsletters.

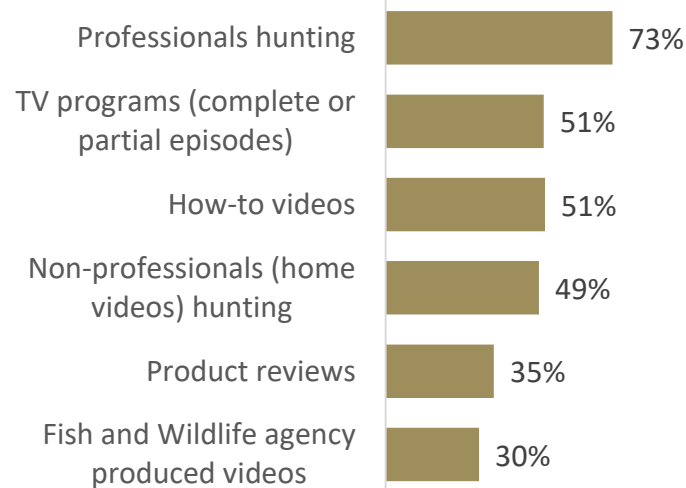
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=892); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=249). What channel did you watch hunting and fishing programs on? (N=441).



7 Turkey Hunting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Turkey Hunting

Affluent, middle-aged hunters and shooters are interested in turkey hunting, especially those that live in the South.

Less than 1% has experience in turkey hunting. Their father introduced them to the sport and nearly half of hunters started with small game. Currently, a significant amount are using either a traditional rifle or a shotgun for deer or upland game hunting.

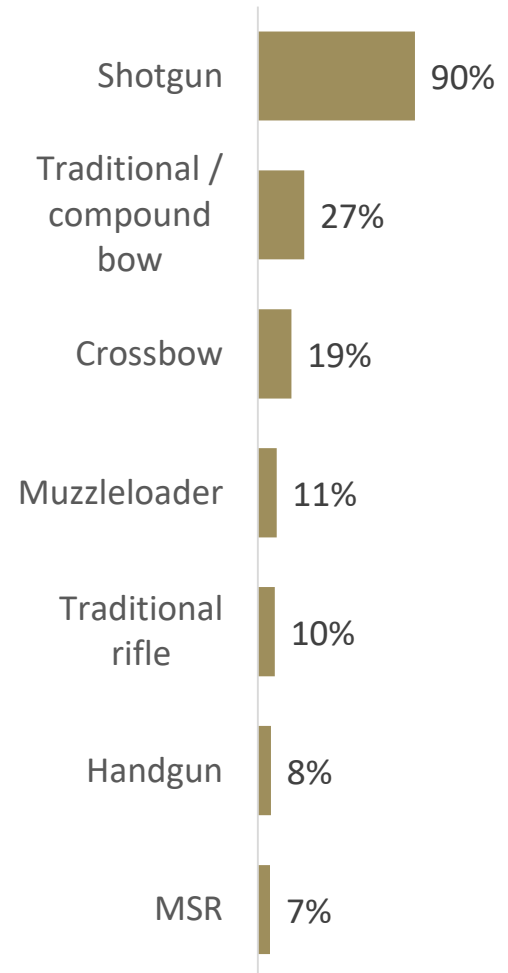
Target shooters were also introduced by their father and started with plinking/informal target shooting. Although they desire to hunt with a shotgun, they have more experience using a traditional rifle.

Both hunters and shooters have been influenced by their friends to try new activities, but not having a convenient place to hunt and not having anyone to go with have been preventing them from trying the sport.

Since wild turkeys are available in most forested areas in the south, opening up new areas near urban areas via public access programs and creating group hunt programs may be an opportunity. In addition, stories on professionals' and non-professionals' turkey hunts and promoting how-to information via television, magazines and newsletters may motivate them as well.

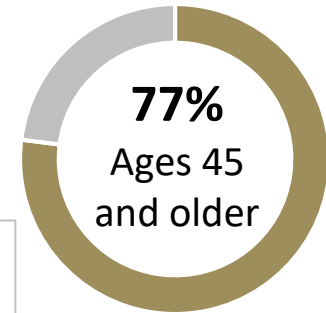
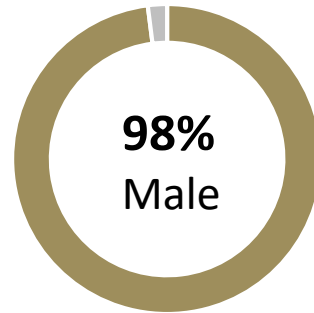


Desired Firearms to Hunt Turkey

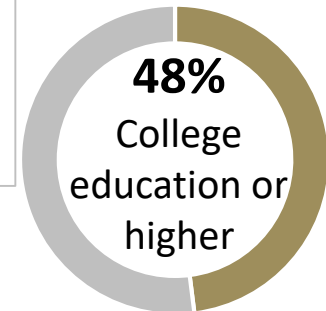
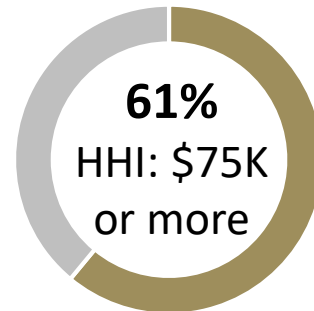


N=1,688

Key Demographics

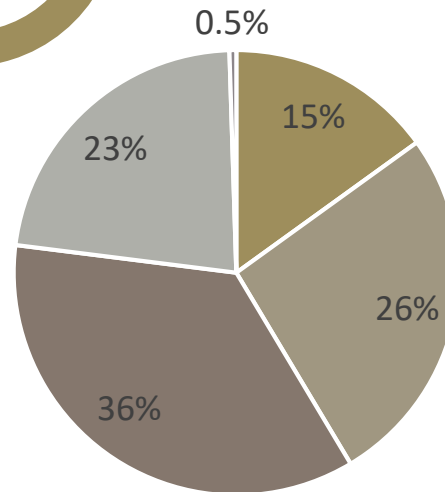


Avg. Age: 54



Of current hunters & target shooters who do not hunt turkey but want to, most are male, middle-aged, affluent and/or educated. They are less likely to live in the Northeast.

Region



- Northeast
- Midwest
- South
- West
- Canada

MOVING HUNTERS INTO TURKEY HUNTING



What Do They Currently Hunt? (THOSE WHO WANT TO TRY TURKEY HUNTING)



77%

Deer



51%

Upland Game



46%

Small Game



29%

Waterfowl



29%

Predators



22%

Elk



10%

Bear



9%

Other Big
Game



4%

Wild pig



16%

Others

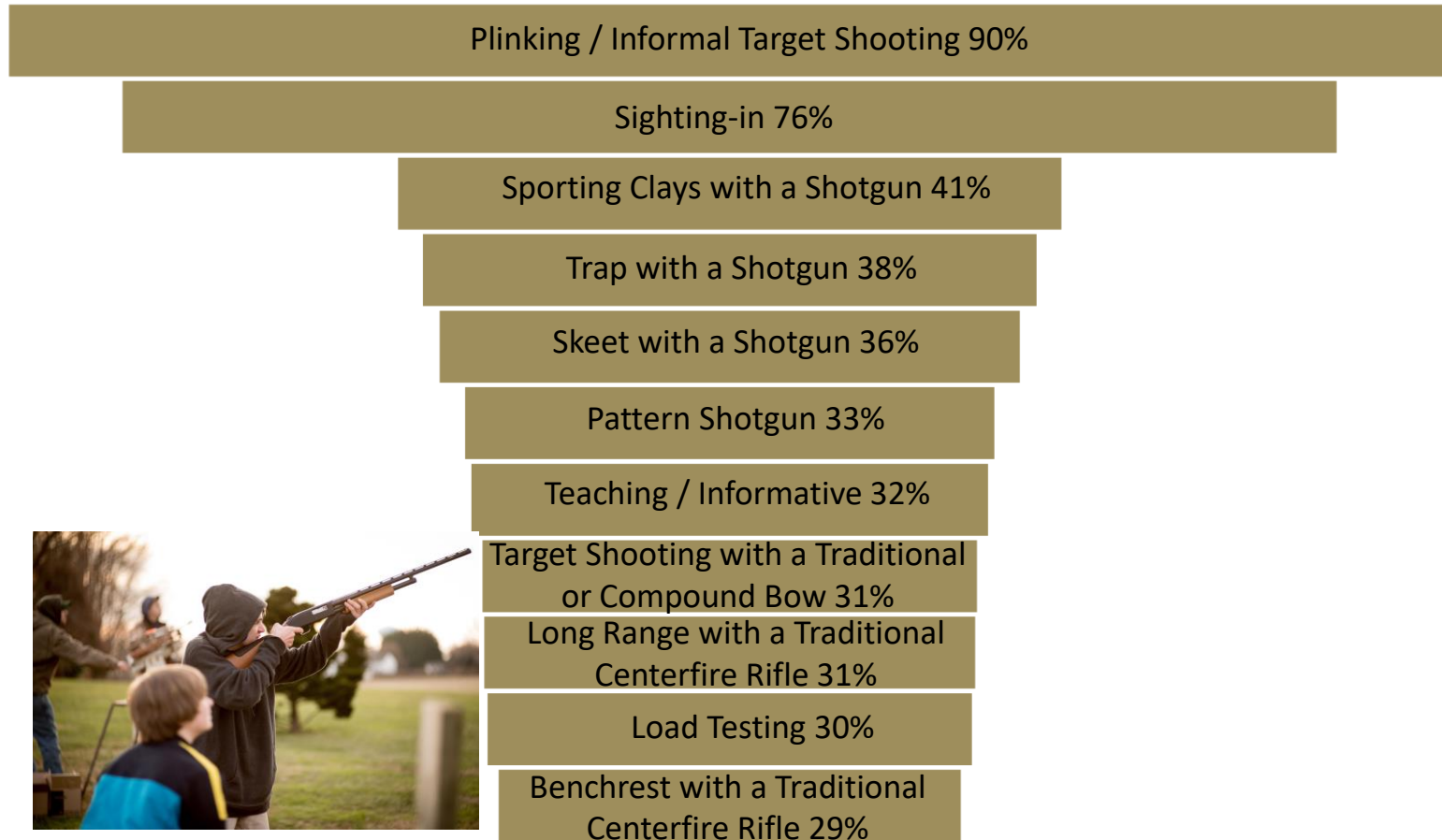


83% currently hunt with a traditional rifle and 80% hunt with a shotgun. Over half (57%) say their father took them on their first hunt and half of them started with small game and one-third started with upland game. More than three fourths (88%) have tried at least one other activity. For those that did, it took between two to five years for 37% of them to try a new species and only one season for 22% of them.

MOVING TARGET SHOOTERS TO TURKEY HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY TURKEY HUNTING)

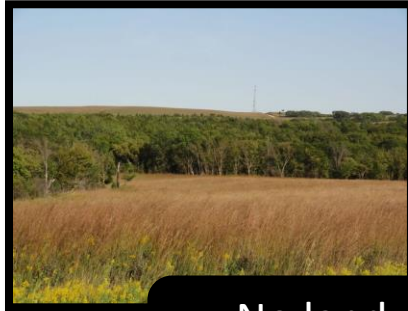


Two-thirds (66%) of shooters say their father introduced them to the sport and 82% started with plinking. Then, within two to five years, 36% of shooters tried a new activity and 26% branched out within a year. Shooters are more likely to use a traditional rifle or a semi-automatic handgun for their shooting activities. Less than half (49%) are currently using a shotgun for plinking and 23% are using one for sighting-in.

PATHS TO TURKEY HUNTING

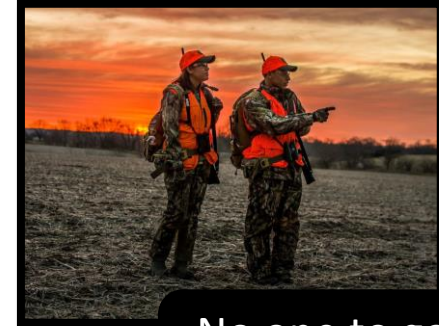


REASONS WHY THEY HAVEN'T TRIED TURKEY HUNTING



No land
available

29% say “no convenient places to hunt” and **15%** indicated “there is no land available.”



No one to go
with

28% reported “not having anyone to go with.”



No time

23% say “there is not enough time.”



Don't know
how

21% say “they don't know how to get started.”

These hunters and shooters need a helping hand. They are looking to others to take them hunting, show them where they can go and how to get started. In addition, 16% indicated that their hunting skills need improving. They have no problems with the cost, but having enough time to try it is an issue for some. Promoting turkey hunting in advance of spring and fall seasons may help some reserve the time in advance before other non-hunting activities take that time.

HOW TO HELP THEM TRY TURKEY HUNTING



40%

“An invitation from a friend / family member”



34%

“Books / Magazines”



34%

“Program offered by a state wildlife agency”



28%

“YouTube videos”



26%

“Join a local hunt club”



26%

“Membership in a non-profit organization that is specific to this activity”



24%

“Program offered by an outdoor retailer”



19%

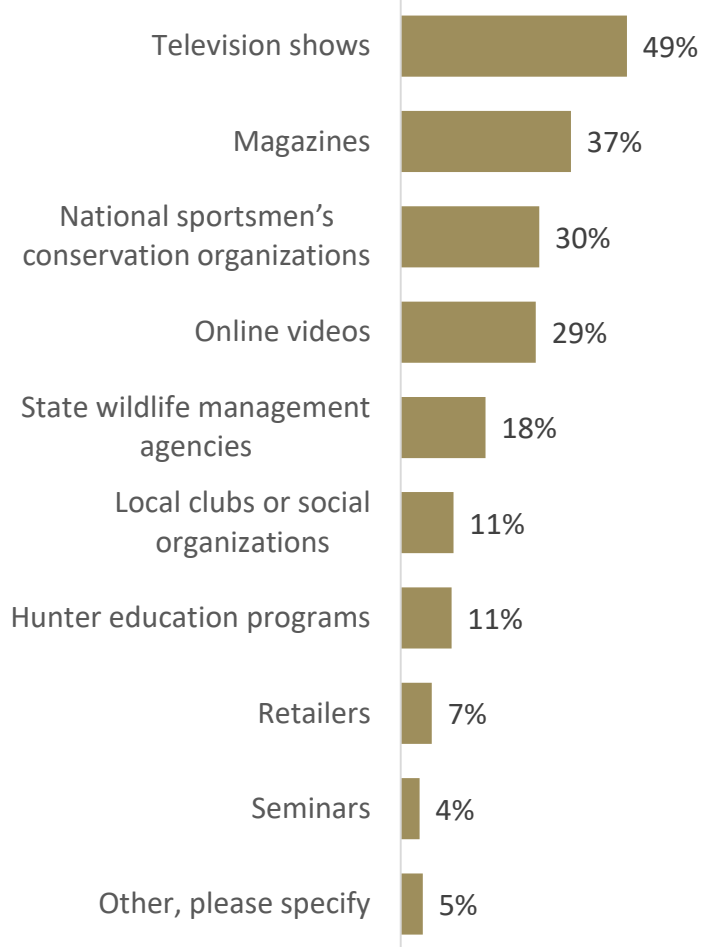
“Online forums / blogs”

55% of hunters and 49% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through editorial content (sharing hunting stories) in print and video, word-of-mouth through family and friends, providing programs hosted by outdoor retailers, state wildlife agencies and other nonprofit organizations will help people try the sport.

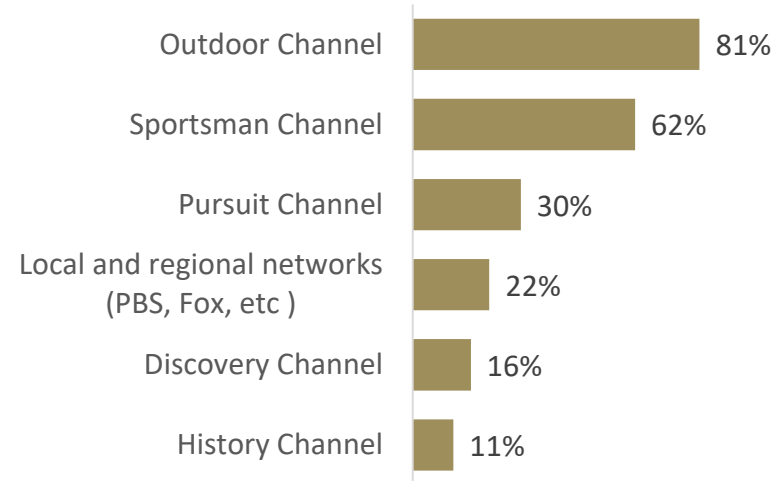
MOST INFLUENTIAL SOURCES FOR TRYING TURKEY HUNTING

These hunters and shooters can be reached and influenced primarily through television, magazines and newsletters.

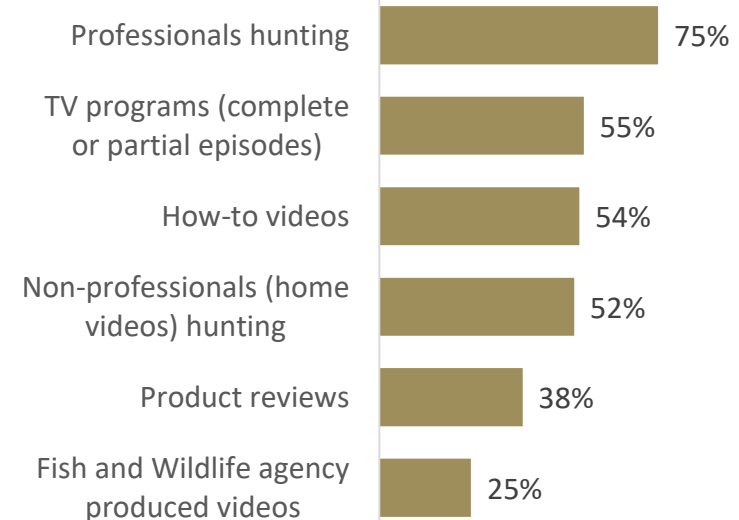
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=1,459); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=426). What channel did you watch hunting and fishing programs on? (N=711).





8 Upland Game Hunting

A look at how to help those interested, but have not tried the sport.

OVERVIEW – Moving People Into Upland Game Hunting

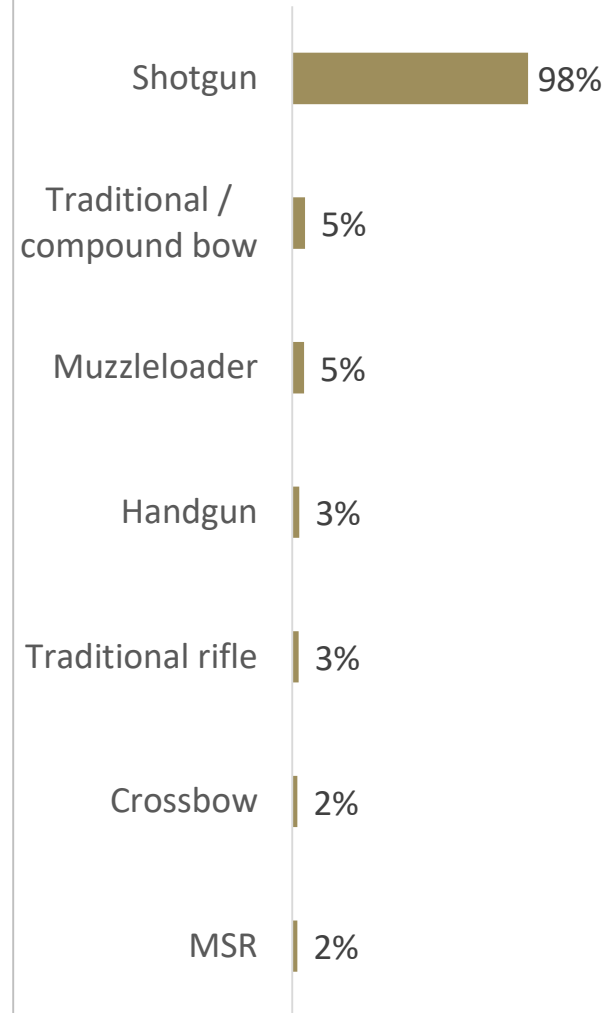
Affluent, middle-aged hunters and shooters that live in the South are frequently interested in hunting upland game.

Less than twenty percent has experience in upland game hunting. Over half of hunters said their father introduced them to small game hunting with a shotgun. 84% are currently using a shotgun to hunt different species including deer, turkey and small game. Target shooters also started out going to the range to enjoy shotguns with their father. Though they are using different firearms, roughly half (52%) are using a shotgun for plinking.

Unfortunately, upland game birds are only found in certain parts of the country and the species depends on the region. For example, in the southwest, the desert quail is the dominant bird. Not having a convenient place to hunt and not enough time are the two top problems for hunters and shooters. Not having anyone to go with and not knowing how to get started are also issues for some.

Friends are the most influential in trying new activities for them. Receiving an invitation from a friend or participating in some type of program held by a state agency, organization or retailer may encourage them to travel and try the sport. In addition, stories on professionals and non-professionals going upland game hunting and promoting how-to information via television, magazines and newsletters may motivate them as well.

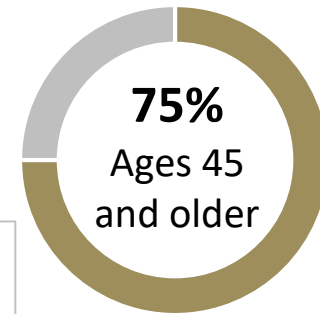
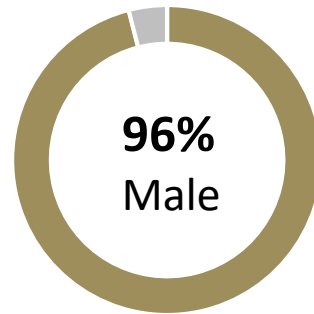
Desired Firearms to Hunt Upland Game



N=1,643

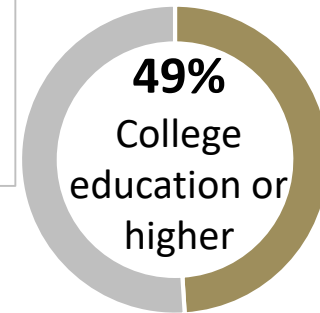
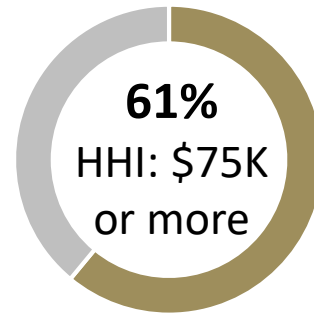


Key Demographics

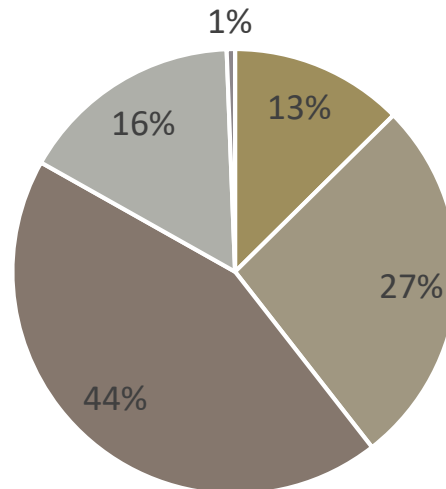


Of current hunters & target shooters who do not hunt upland game but want to, most are male, middle-aged, affluent and/or educated. They are most likely to live in the South.

Avg. Age: 54



Region



- Northeast
- Midwest
- South
- West
- Canada



MOVING HUNTERS INTO UPLAND GAME HUNTING



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY UPLAND GAME HUNTING)



88%

Deer



60%

Turkey



47%

Small Game



35%

Predators



25%

Waterfowl



17%

Elk



12%

Bear



6%

Other Big
Game



5%

Wild pig



21%

Others

87% hunt with a traditional rifle and 84% hunt with a shotgun. Over half (55%) say their father took them on their first hunt and 56% say their first firearm was a shotgun. Less than twenty percent were introduced to hunting by a friend. Half of them started with small game and roughly 20% started with upland game. Majority (93%) have tried at least one other activity. For those that did, it took between two to five years for 40% of them to hunt another species and only one season for 26% of them.

MOVING TARGET SHOOTERS TO UPLAND GAME HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY UPLAND GAME HUNTING)

Plinking / Informal Target Shooting 89%

Sighting-in 77%

Pattern Shotgun 43%

Target Shooting with a Traditional
or Compound Bow 38%

Sporting Clays with a Shotgun 38%

Skeet with a Shotgun 33%

Trap with a Shotgun 32%

Target shooting with a
muzzleloader 30%

Benchrest with a Traditional
Centerfire Rifle 30%

Teaching / Informative 30%

Load Testing 28%



Two-thirds (67%) of shooters say their father introduced them to the sport and only 10% were introduced by a friend. 80% started with plinking and then within two to five years, 35% of shooters tried a new activity and 29% branched out within a year. They are using different firearms, but roughly half (52%) are using a shotgun for plinking and pattern shotgun is the third most popular activity.

Q: What shooting activities are you participating in now? Within the past three years. (N=1,272). Who took you shooting for the first time? (N=1,484). How long did you participate in your first shooting activity before trying something else? (N=1,436)

PATHS TO UPLAND GAME HUNTING



REASONS WHY THEY HAVEN'T TRIED UPLAND GAME HUNTING



29% say “no convenient places to hunt” and **20%** indicated “this species is not found in my part of the country.”

Not Available



25% reported “not having anyone to go with.”

No One to Go with



19% say “there is not enough time.”

No Time



18% say “they don’t know how to get started.”

Don’t Know How

Access is a problem since this species is not available in some parts of the country. However, others need someone to go hunting with them, show them where they can go and how to get started. They have no problems with the cost, but having enough time is an issue for some. Encouraging these people to plan their first hunts, whether wild or game bird operations, well in advance of hunting season is important before other recreational activities claim their free time.

HOW TO HELP THEM TRY UPLAND GAME HUNTING



45%

“An invitation from a friend / family member”



35%

“Program offered by a state wildlife agency”



34%

“Books / Magazines”



27%

“Membership in a non-profit organization that is specific to this activity”



26%

“Join a local hunt club”



26%

“YouTube videos”



23%

“Program offered by an outdoor retailer”



18%

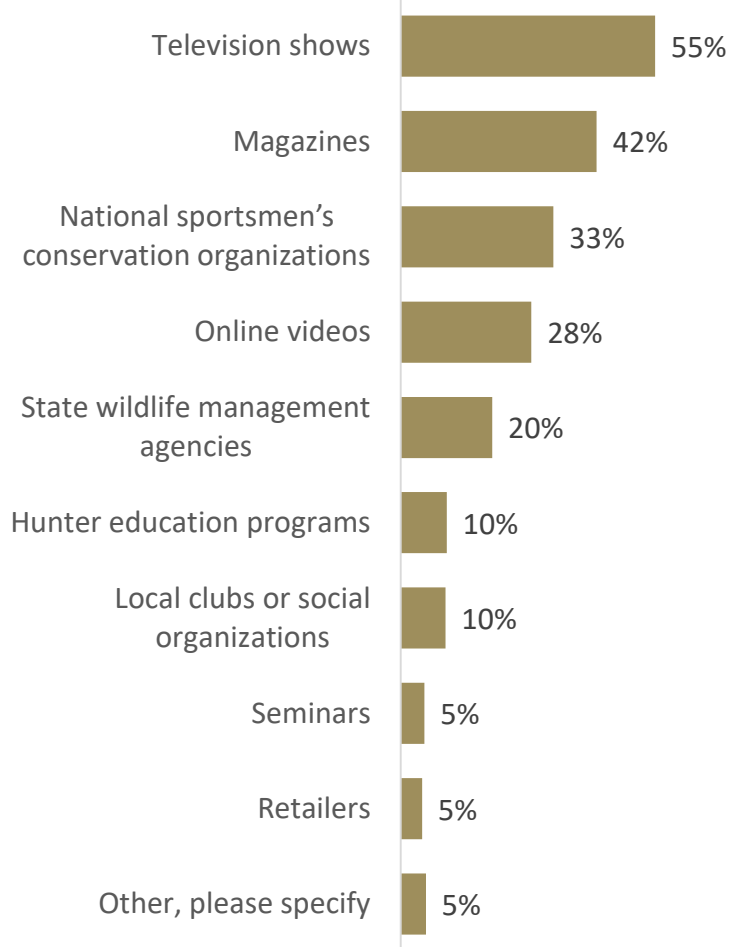
“Online forums / blogs”

51% of hunters and 45% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through editorial content (sharing hunting stories) in print and video, word-of-mouth through family and friends, providing programs hosted by state wildlife agencies and other nonprofit organizations will help them try the sport.

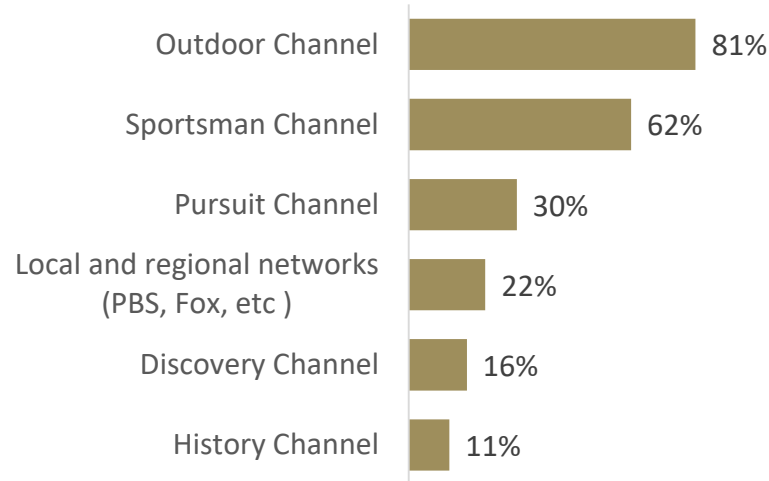
MOST INFLUENTIAL SOURCES FOR TRYING UPLAND GAME HUNTING

These hunters and shooters can be reached and influenced primarily through television, magazines and newsletters.

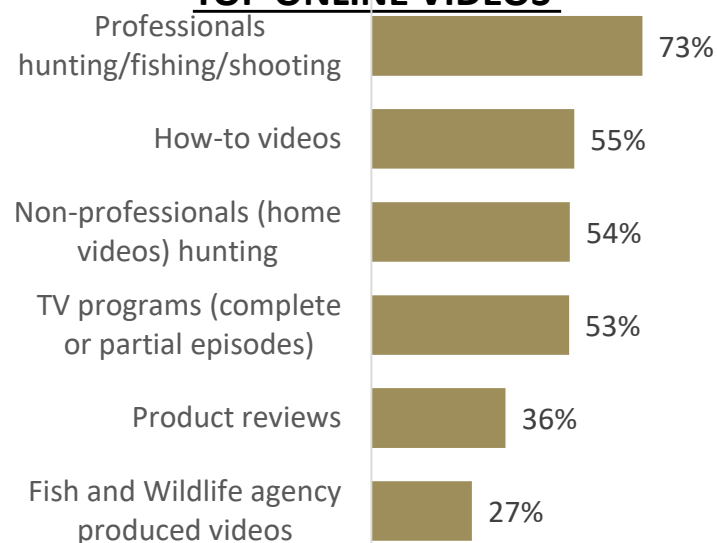
TOP SOURCES



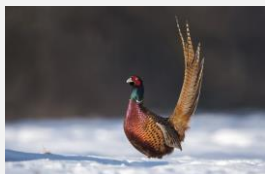
TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=1,491); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=419). What channel did you watch hunting and fishing programs on? (N=817).





9 Waterfowl Hunting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Waterfowl Hunting

Affluent, middle-aged hunters and shooters that live in the South and Midwest are frequently interested in waterfowl.

Less than five percent has experience with this species. Over half of hunters said their father introduced them to small game hunting with a shotgun. 88% are currently using a shotgun to hunt different species including deer, turkey and small game.

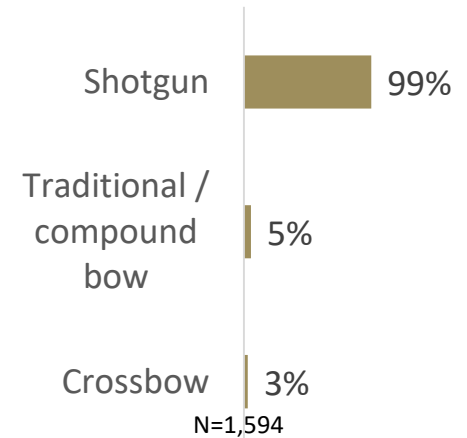
Target shooters also started out going to the range with their father and shooting with a shotgun. They are using different firearms, but roughly half (56%) are using a shotgun for plinking.

Their friends are the most influential in trying new activities, but 41% of them don't have anyone to go waterfowl hunting with. With the seasonal migration, many hunters and shooters are struggling with finding a convenient place to hunt this species. An opportunity is opening up more lands that are close-to-home or educating them on existing hunting areas.

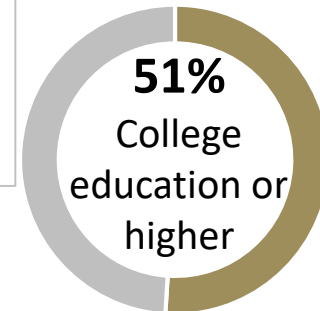
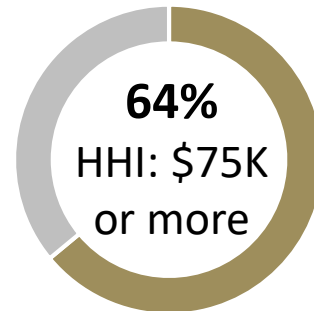
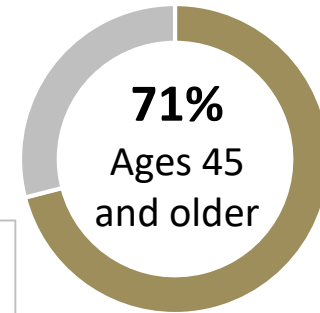
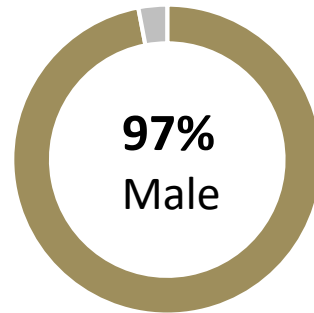
These hunters and shooters need a helping hand in getting started. Receiving an invitation or participating in some type of program held by a state agency, organization or a retailer may encourage them to try the sport. In addition, stories on professionals' and non-professionals' waterfowl hunts and promoting how-to information via television, magazines and newsletters may motivate them as well.



Desired Firearms to Hunt Waterfowl



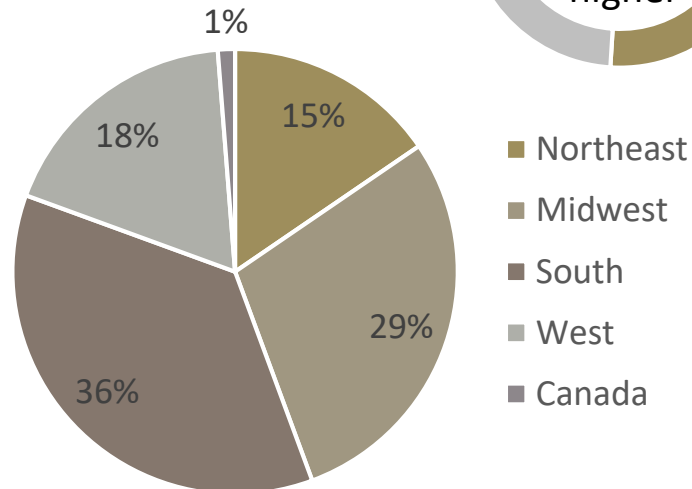
Key Demographics



Of current hunters & target shooters who do not hunt waterfowl but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and the South.

Avg. Age: 52

Region



MOVING HUNTERS INTO WATERFOWL HUNTING



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY WATERFOWL HUNTING)



86%

Deer



59%

Turkey



53%

Small Game



48%

Upland Game



37%

Predators



17%

Elk



16%

Bear



8%

Other Big
Game



4%

Wild pig



21%

Others

86% hunt with a traditional rifle and 88% hunt with a shotgun. Over half (55%) say their father took them on their first hunt and 58% say their first firearm was a shotgun. Less than twenty percent were introduced to hunting by a friend. Half of them started with small game and five percent started with waterfowl. Majority (92%) have tried at least one other activity. For those that did, it took between two to five years for 39% of them to hunt another species and only one season for 28% of them.

MOVING TARGET SHOOTERS TO WATERFOWL HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY WATERFOWL HUNTING)

Plinking / Informal Target Shooting 89%

Sighting-in 78%

Pattern Shotgun 48%

Sporting Clays with a Shotgun 45%

Trap with a Shotgun 39%

Target Shooting with a Traditional
or Compound Bow 39%

Skeet with a Shotgun 37%

Teaching / Informative 31%

Benchrest with a Traditional
Centerfire Rifle 31%

Long range with a traditional
centerfire rifle 30%

Load Testing 29%



Two-thirds (68%) of shooters say their father introduced them to the sport and only 11% were introduced by a friend. Eighty-two percent started with plinking and then within two to five years, 36% of shooters tried a new activity and 27% branched out within a year. They are using different firearms, but roughly half (56%) are using a shotgun for plinking and pattern shotgun is the third most popular activity.

PATHS TO WATERFOWL HUNTING

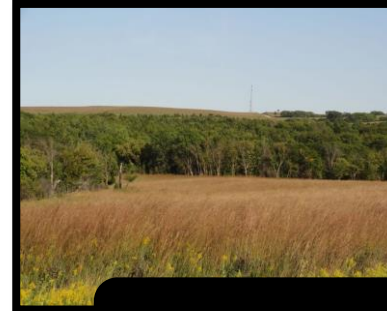


REASONS WHY THEY HAVEN'T TRIED WATERFOWL HUNTING



41% reported “not having anyone to go with.”

No one to go with



30% say “no convenient places to hunt” and **12%** indicated “no hunting land available.”

Not available



28% say “they don’t know how to get started” and **22%** “don’t own the proper equipment.”

Don’t know how



15% say “they need more training.”

Skills need improvement

These hunters and shooters are looking for assistance in how to get started, improving their hunting skills and getting connected with active waterfowl hunters that could take them along. Another opportunity is opening up more lands that are close-to-home or educating them on existing hunting areas.

HOW TO HELP THEM TRY WATERFOWL HUNTING



46%

“An invitation from a friend / family member”



37%

“Program offered by a state wildlife agency”



33%

“Books / Magazines”



30%

“Membership in a non-profit organization that is specific to this activity”



28%

“Join a local hunt club”



26%

“YouTube videos”



26%

“Program offered by an outdoor retailer”

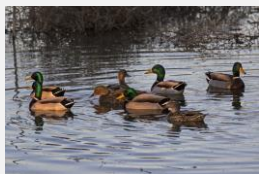


19%

“Online forums / blogs”

55% of hunters and 47% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Educational how-to programs, as well as group waterfowl hunting events hosted by wildlife agencies and other organizations can teach them how to get involved. In addition, viral marketing efforts, including sharing stories and encouraging waterfowl hunters to introduce their colleagues and friends to the sport might help.

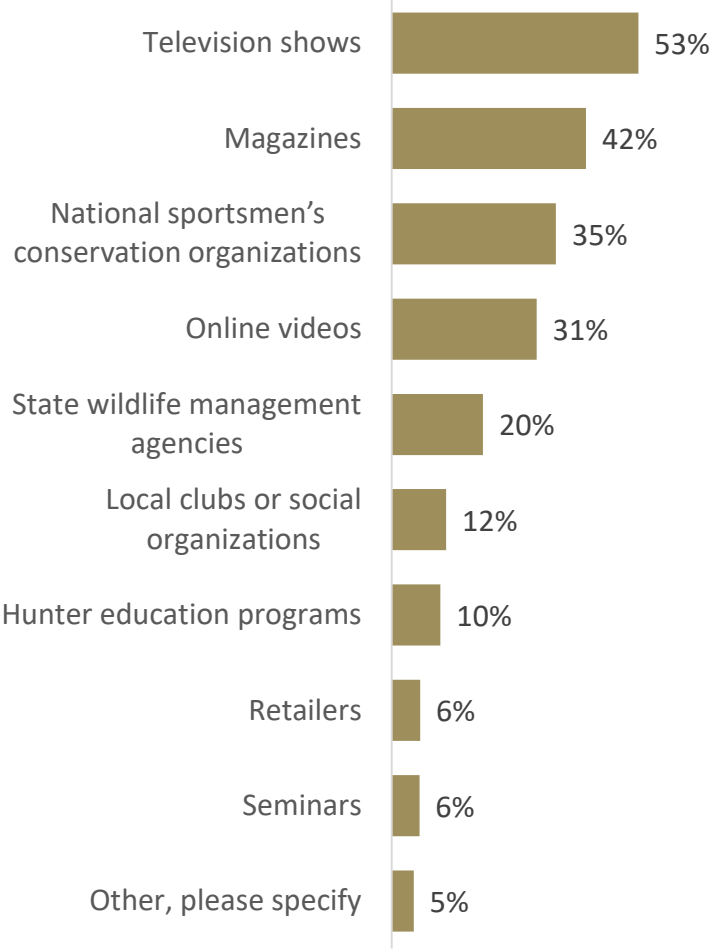
Q: What would help you get into the hunt that you are interested in? (N=1,415); When it comes to individuals, who has the greatest influence on you with regard to trying different species or trying new hunting methods? (N=1,449). When it comes to individuals, who has the greatest influence on you with regard to trying different types of shooting? (N=1,269).



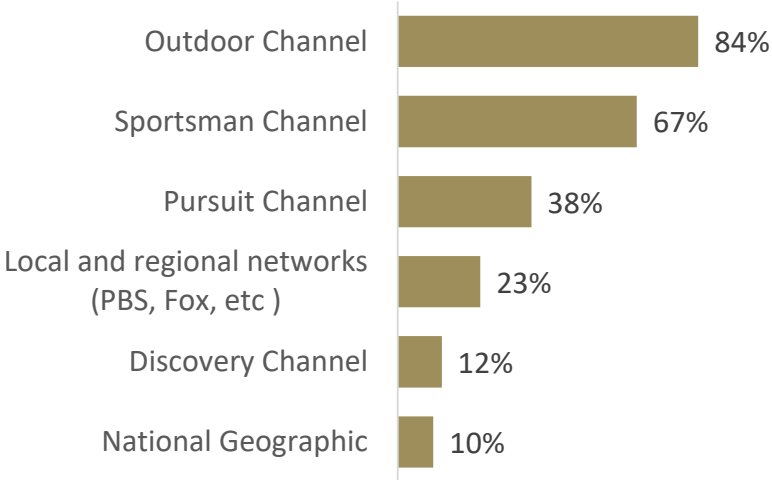
MOST INFLUENTIAL SOURCES FOR TRYING WATERFOWL HUNTING

These hunters and shooters can be reached and influenced through television programs, articles, newsletters and online videos.

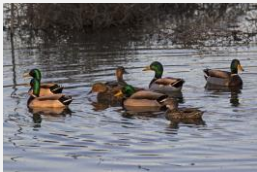
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS





10 Wild Hog Hunting

*A look at how to help those interested,
but have not tried the sport.*

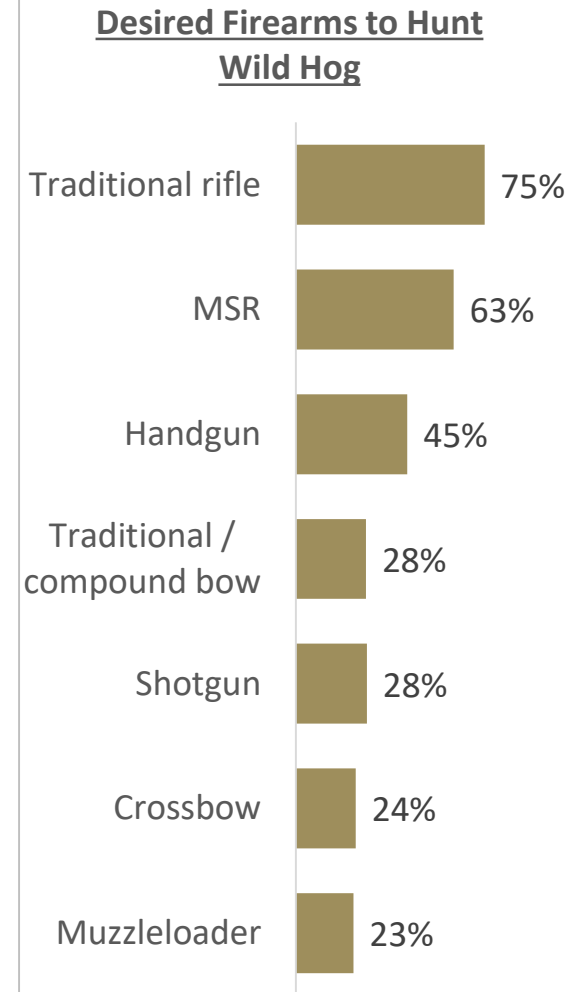
OVERVIEW – Moving People Into Wild Hog Hunting

Affluent, middle-aged hunters and shooters that live in the Midwest and South are interested in wild hog hunting.

Less than one percent has experience with this species. Over half of hunters said their father introduced them to small game hunting with a shotgun. 88% currently hunt with a traditional rifle, 87% hunt with a shotgun and only 33% hunt with a handgun. They are targeting different species including deer, turkey and small game. Target shooters were also introduced by their father and their first firearm was a shotgun. They are using different firearms, but the top three being used for plinking are traditional rimfire rifle (76%), semi-automatic handgun (74%) and a traditional centerfire rifle (68%).

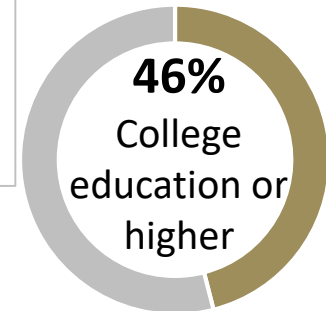
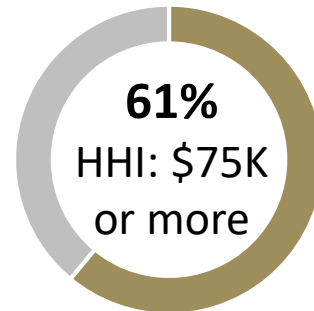
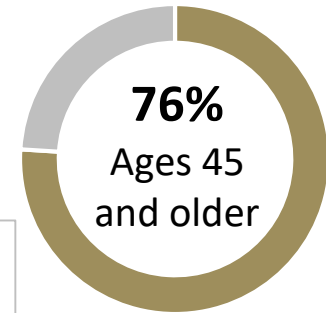
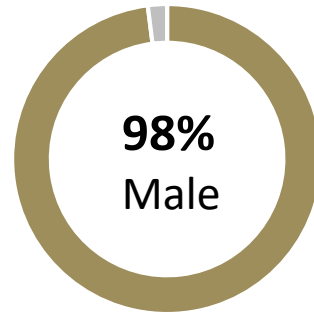
Accessibility is the biggest problem for them since wild hogs are generally found in the West and in the South. An opportunity may be to open up new habitat areas in the South near highly populated urban areas – and in areas with significant pig damage issues. Promoting year-round opportunities might encourage more hunters to try pigs.

Their friends are the most influential in trying a new activity and so receiving an invitation from a friend or participating in some type of program held by a state agency or a retailer may also encourage them. In addition, stories on professionals' and non-professionals' hunts and promoting where to hunt via television, magazines and newsletters may motivate them as well.



N=3,937

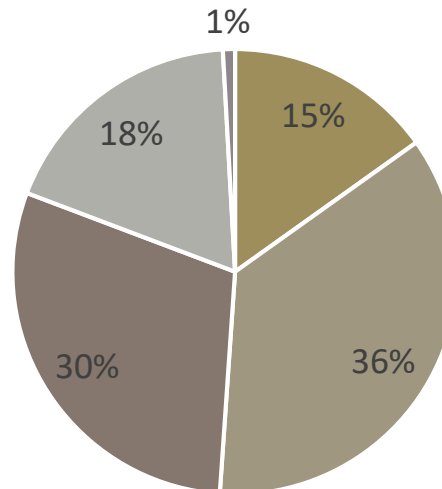
Key Demographics



Of current hunters & target shooters who do not hunt wild pig but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and the South.

Avg. Age: 54

Region



- Northeast
- Midwest
- South
- West
- Canada

MOVING HUNTERS INTO WILD HOG



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY WILD HOG)



87%

Deer



60%

Turkey



56%

Small Game



52%

Upland Game



42%

Predators



34%

Waterfowl



19%

Elk



17%

Bear



9%

Other Big
Game



4%

Others



Less than one percent has experience in wild hog hunting, so this will be a first for them. 88% currently hunt with a traditional rifle, 87% hunt with a shotgun and only 33% hunt with a handgun. A little over half (59%) say their father introduced them and 56% started with small game. However, the majority (94%) have tried another species. For those that did, it took between two to five years for 40% of them and only one season for 26% of them.

MOVING TARGET SHOOTERS TO WILD HOG HUNTING



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY WILD HOG HUNTING)

Plinking / Informal Target Shooting 90%

Sighting-in 80%

Pattern Shotgun 47%

Sporting Clays with a Shotgun 44%

Target Shooting with a Traditional
or Compound Bow 40%

Trap with a Shotgun 39%

Skeet with a Shotgun 37%

Target Shooting with a
Muzzleloader 34%

Load Testing 33%

Teaching / Informative 33%

Long range with a traditional
centerfire rifle 32%



Two-thirds (69%) of shooters say their father introduced them to the sport and only 10% were introduced by a friend. Eighty-one percent started with plinking and then within two to five years, 36% of shooters tried a new activity and 29% branched out within a year. They are using different firearms, but the top three firearms being used for plinking are traditional rimfire rifle (76%), semi-automatic handgun (74%) and a traditional centerfire rifle (68%).

PATHS TO WILD HOG HUNTING



REASONS WHY THEY HAVEN'T TRIED WILD HOG HUNTING



Not available

59% say “this species is not found where I live” and **24%** indicated “no convenient place to hunt.”



No one to go with

17% reported “not having anyone to go with.”



Don't know how

11% say “they don't know how to start.”



No time

11% say “there is not enough time.”

Accessibility is the main issue preventing them from getting involved. An opportunity is opening up more lands that are close-to-home or educating them on existing hunting areas. The expense, not having the right hunting skills or owning the right equipment is not a problem for them.

HOW TO HELP THEM TRY WILD HOG HUNTING



42%

“An invitation from a friend / family member”



33%

“Books / Magazines”



32%

“Program offered by a state wildlife agency”



25%

“Membership in a non-profit organization that is specific to this activity”



24%

“YouTube videos”



22%

“Program offered by an outdoor retailer”



21%

“Join a local hunt club”



17%

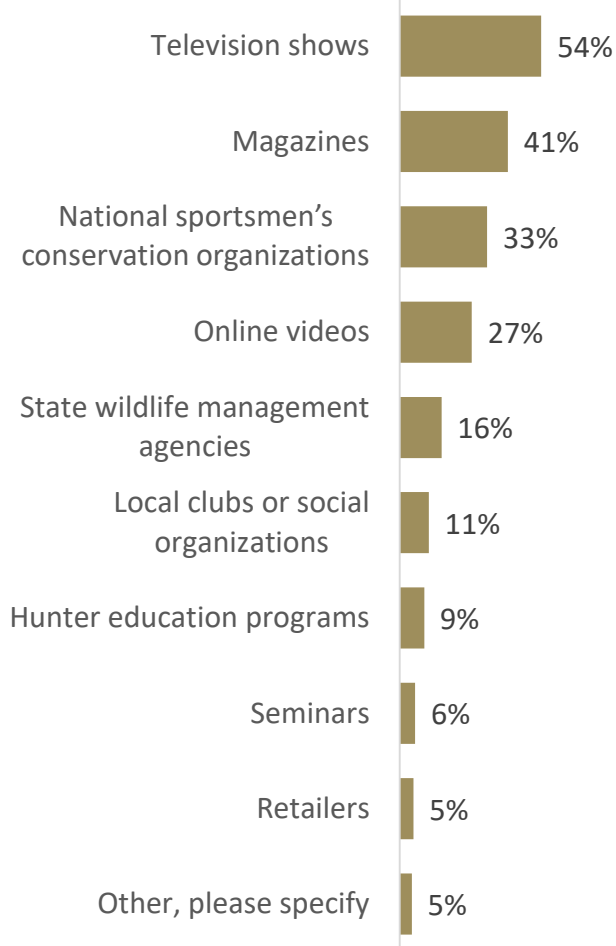
“Online forums / blogs”

55% of hunters and 50% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Editorial content on where to go to hunt, state programs that open up new lands that are close-to-home, as well as word-of-mouth marketing efforts, may help get more involved in this sport.

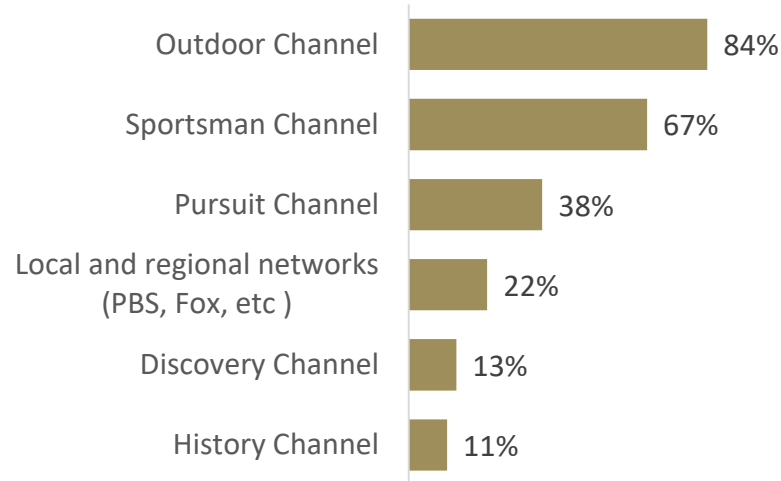
MOST INFLUENTIAL SOURCES FOR TRYING WILD HOG HUNTING

These hunters and shooters can be reached and influenced primarily through television, print and newsletters.

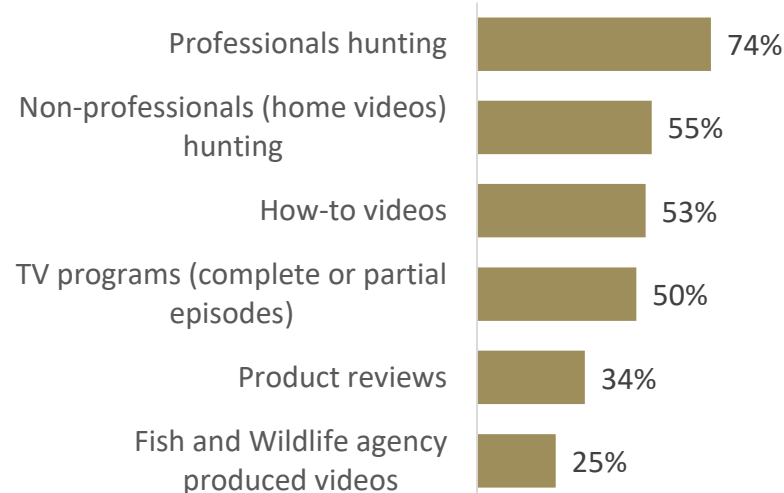
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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 hunting? (N=3,630); Which type of online videos have you viewed with respect to influencing you to try different types of hunting? (N=987). What channel did you watch hunting and fishing programs on? (N=1,940).



11 Air Rifle Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Air Rifle

Why the interest? Over half of hunters and shooters interested in air rifle say this is a means to spend more time outdoors and to spend time with friends and family.

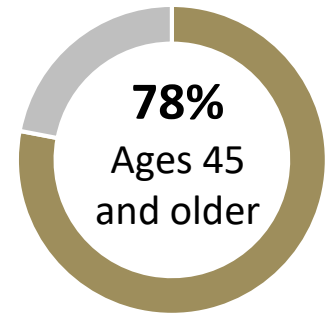
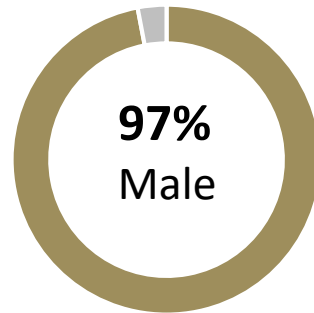
The majority (91%) of hunters that want to target shoot with air rifles currently hunt with a traditional rifle. Their father introduced them to the sport, but their first firearm was a shotgun. They started off hunting small game, but over half tried hunting other species within 5 years.

Target shooters who express an interest in air rifle have a very similar experience. They have experience in firing a traditional rimfire rifle and a traditional centerfire rifle at the shooting range. They are very familiar with plinking /informal target shooting as over half indicated this as their first shooting activity and over half of them continue to partake in it. However, only 10% are involved in only one type of shooting activity. Over half started doing different types of shooting activities within the first five years after they were also introduced to the sport by their father.

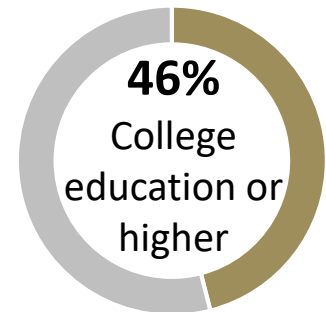
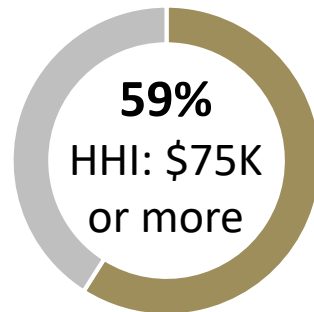
These hunters and shooters are involved in different shooting activities, but not having enough time prevents them from trying air rifle. Of course, not owning an air rifle or having access to one is a problem as well. To overcome this, respondents indicated that their friend, followed by their father, is the most influential in trying new shooting activities and not having anyone to go with is not an issue for them. In fact, receiving an invitation from a friend and joining a local range would most likely encourage them to try the sport.



Key Demographics

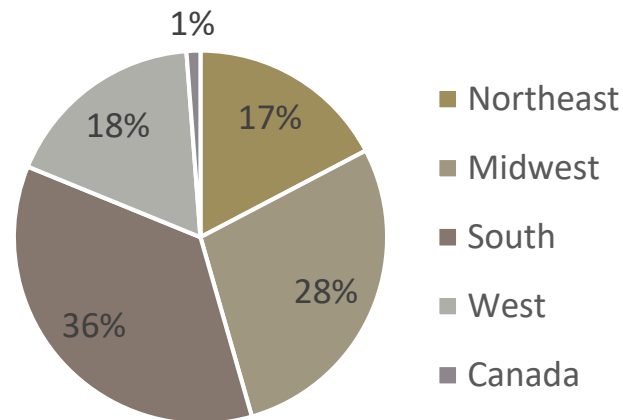


Avg. Age: 55



Of current hunters & target shooters who do not shoot air rifle but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Region



MOVING HUNTERS INTO AIR RIFLE



What Do They Currently Hunt? (THOSE WHO WANT TO TRY AIR RIFLE)



89%

Deer



63%

Turkey



62%

Small Game



53%

Upland Game
Birds



45%

Predators



35%

Waterfowl



23%

Wild pig



17%

Bear



17%

Elk



10%

Other Big
Game

91% hunt with a shotgun and 90% hunt with a traditional rifle. Over half said that their father took them on their first hunt and their first firearm was a shotgun. 35% of them said their first firearm was a traditional rifle. Less than twenty percent were introduced to hunting by a friend. Over half (58%) started with small game. Majority (95%) have tried at least one other activity. For those that did, it took 2 – 5 years for 38% of them to try a new species and only one season for 27% of them.

MOVING TARGET SHOOTERS TO AIR RIFLE



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY AIR RIFLE)

Plinking / Informal Target Shooting 90%

Sighting-in 76%

Sporting Clays with a Shotgun 39%

Pattern Shotgun 39%

Teaching / Informative 35%

Skeet with a Shotgun 33%

Trap with a Shotgun 33%

Target Shooting with a Traditional
/Compound Bow 33%

Long Range with a Traditional
Centerfire Rifle 31%



Over half (64%) of target shooters say their father introduced them to the sport and only 11% were introduced by a friend. Shooters are using several firearms with the two most popular activities, plinking / informal target shooting and sighting-in. Over half of them are plinking / informal target shooting with either using a semi-automatic handgun, traditional rimfire rifle or traditional centerfire rifle. They are most likely to shoot a traditional centerfire rifle, a traditional rimfire rifle or a semi-automatic handgun with sighting-in.

PATHS TO AIR RIFLE



REASONS WHY THEY HAVEN'T TRIED AIR RIFLE TARGET SHOOTING



33% reported
“don’t own or
have access to
the proper
equipment.”

**Don’t own proper
equipment**



32%
reported “not
having
enough time.”

Not enough time



10% indicated
“they don’t have
anyone to go
with.”

No one to go with



7% say “they
don’t know how
to get started.”

Don’t know how

Not owning or having access to an air rifle and not having enough time prevent a significant amount from getting involved. Affordability and knowing how to partake in air rifle is not an issue for them. Only 6% indicated that they didn’t know how to get started and 4% said that it was too expensive for them.

HOW TO HELP THEM TRY AIR RIFLE



43%

“Join a local
range”



39%

“An invitation from a
friend / family
member”



30%

“Books /
Magazines”



29%

“Program
offered by an
outdoor retailer”



26%

“YouTube
videos”



26%

“Program offered
by a state wildlife
agency”



21%

“Membership in a
non-profit
organization that is
specific to this activity”



15%

“Online forums /
blogs”

53% of hunters and 46% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active air rifle target shooters to invite friends will help more people engage in the sport.

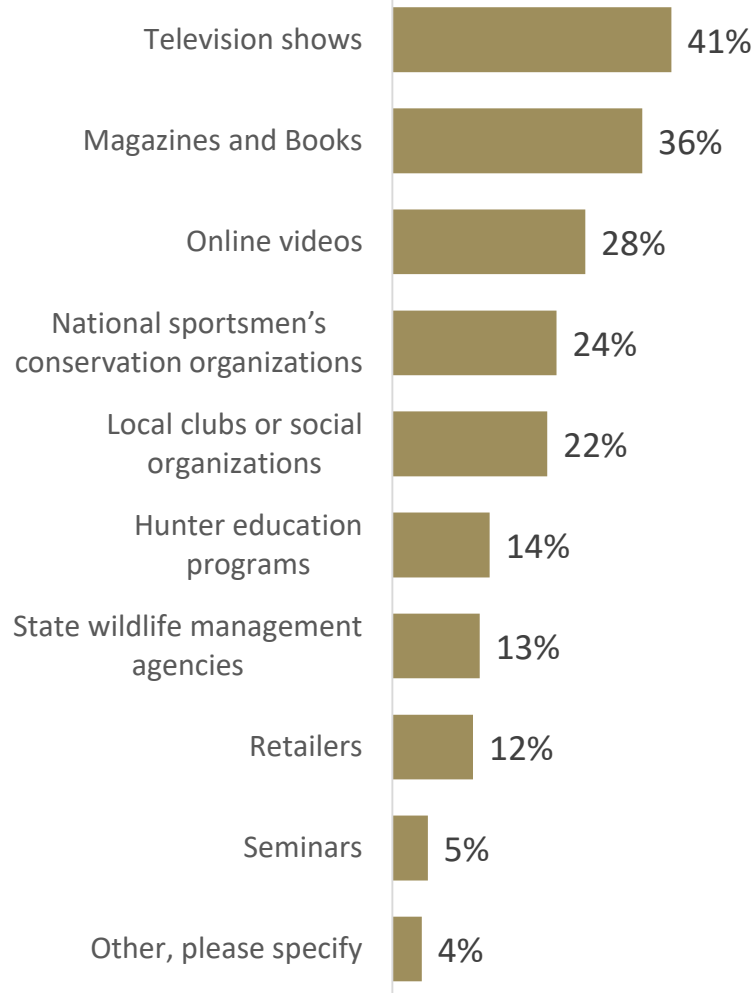
Q: What would help you get into that shooting activity that you’re interested in? (N=1,209); When it comes to individuals, who has the greatest influence on you with regard to trying different species or trying new hunting methods? (N=851). When it comes to individuals, who has the greatest influence on you with regard to trying different types of shooting? (N=1,252).



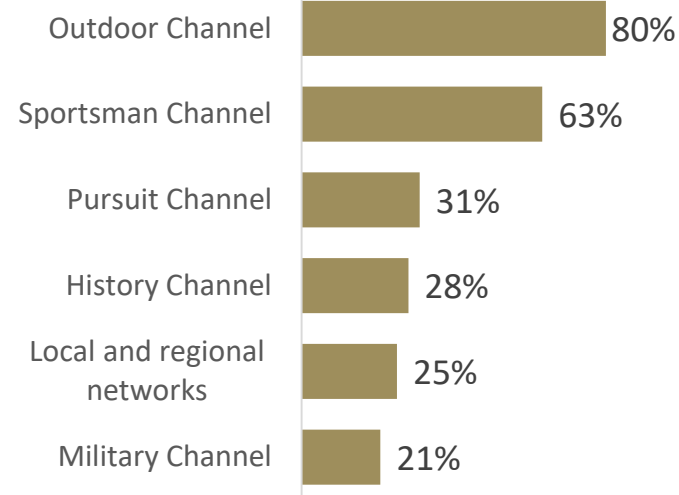
MOST INFLUENTIAL SOURCES FOR TRYING AIR RIFLE

These hunters and shooters can be reached and influenced through multiple channels.

TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=1,245); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=345). What channel did you watch hunting and fishing programs on? (N=501).



12 Crossbow Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Crossbow

Less than one percent of hunters and target shooters has experience in target shooting with a crossbow.

Twenty-seven percent of respondents have shot a crossbow while hunting in the past three years. The majority of hunters are using either a traditional rifle (89%) or shotgun (88%). A little over half (59%) say their father introduced them and 56% of them started with small game. Only 5% have not tried other species.

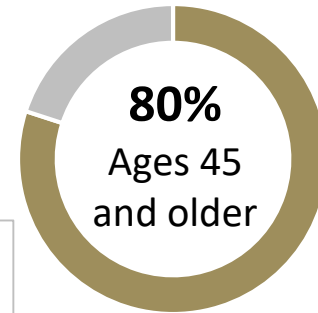
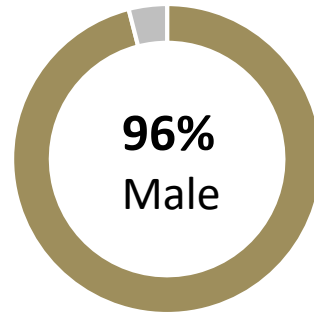
Two-thirds (69%) of shooters say their father introduced them to the sport and 81% started with plinking / informal target shooting. After starting out with a traditional rimfire rifle, they are currently using a variety of firearms. For example, the top three firearms used with plinking are semi-automatic handgun (63%), traditional rimfire rifle (61%) and a traditional centerfire rifle (56%). Only 10% have only participated in just one type of shooting activity.

Although they have friends to go to the range with, 56% say not having access to a crossbow is preventing them from shooting one. An opportunity could be to provide more rental opportunities so people can test shoot a crossbow.

Not having enough time, the expense and not knowing how to get started are also challenges for some. However, their friends are the most influential in trying a new activity and so receiving an invitation from a friend or joining a local range would motivate them to try target shooting with a crossbow. Local ranges have an opportunity to generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to engage in the sport.

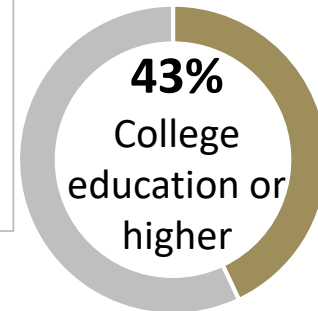
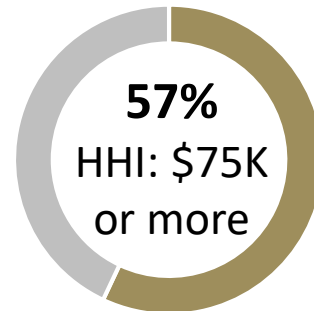


Key Demographics

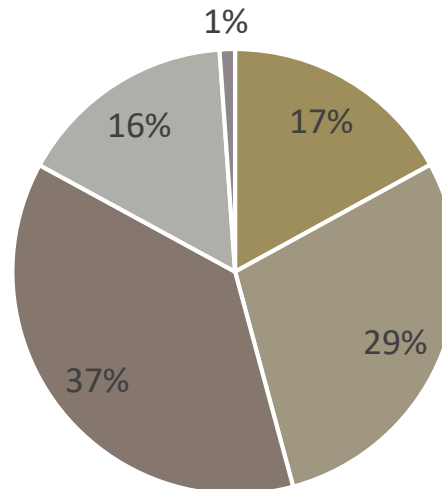


Of current hunters & target shooters who do not shoot with a crossbow but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Avg. Age: X



Region



- Northeast
- Midwest
- South
- West
- Canada



MOVING HUNTERS INTO CROSSBOW



What Do They Currently Hunt? (THOSE WHO WANT TO TRY CROSSBOW)



90%

Deer



64%

Turkey



56%

Small Game



50%

Upland Game



43%

Predators



34%

Waterfowl



23%

Wild Hog



16%

Elk



16%

Bear



8%

Other Big
Game

They are using different firearms to hunt these species. 27% of them hunt with a crossbow, but the majority are using either a traditional rifle (89%) or shotgun (88%). A little over half (59%) say their father introduced them and 56% of them started with small game. Only five percent haven't tried hunting other species. For those that did, it took between two to five years for 40% of them and only one season for 26% of them.

MOVING TARGET SHOOTERS TO CROSSBOW



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY CROSSBOW)

Plinking / Informal Target Shooting 88%

Sighting-in 77%

Pattern Shotgun 38%

Sporting Clays with a Shotgun 37%

Teaching / Informative 33%

Benchrest with a traditional
centerfire rifle 32%

Target Shooting with a Traditional
or Compound Bow 32%

Trap with a Shotgun 31%

Skeet with a Shotgun 31%

Long Range with a Traditional
Centerfire Rifle 30%

Target Shooting with a
Muzzleloader 27%



Two-thirds (69%) of shooters say their father introduced them to the sport and only 10% were introduced by a friend. Eighty-one percent started with plinking and then within two to five years, 32% of shooters tried a new activity and 29% branched out within a year. However, less than one percent has tried shooting crossbow. They are more likely to shoot a semi-automatic handgun, traditional rimfire rifle and a traditional centerfire rifle.

PATHS TO CROSSBOW



REASONS WHY THEY HAVEN'T TRIED CROSSBOW



56% say “don’t own or have access to the proper equipment.”

Don’t own equipment



18% say “there is not enough time.”

No time



15% reported “too expensive.”

Too expensive

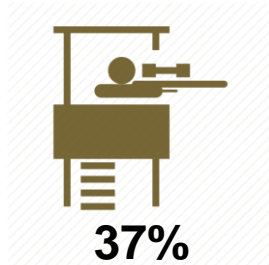


11% say “they don’t know how to start.”

Don’t know how

Not having access to a crossbow is the only significant issue for them. Time, expense and not knowing how to start are challenges for very few. An opportunity may be rental programs or events where they can try crossbow.

HOW TO HELP THEM TRY CROSSBOW



“Join a local range”



“An invitation from a friend / family member”



“Program offered by an outdoor retailer”



“Program offered by a state wildlife agency”



“YouTube videos”



“Books / Magazines”



“Membership in a non-profit organization that is specific to this activity”



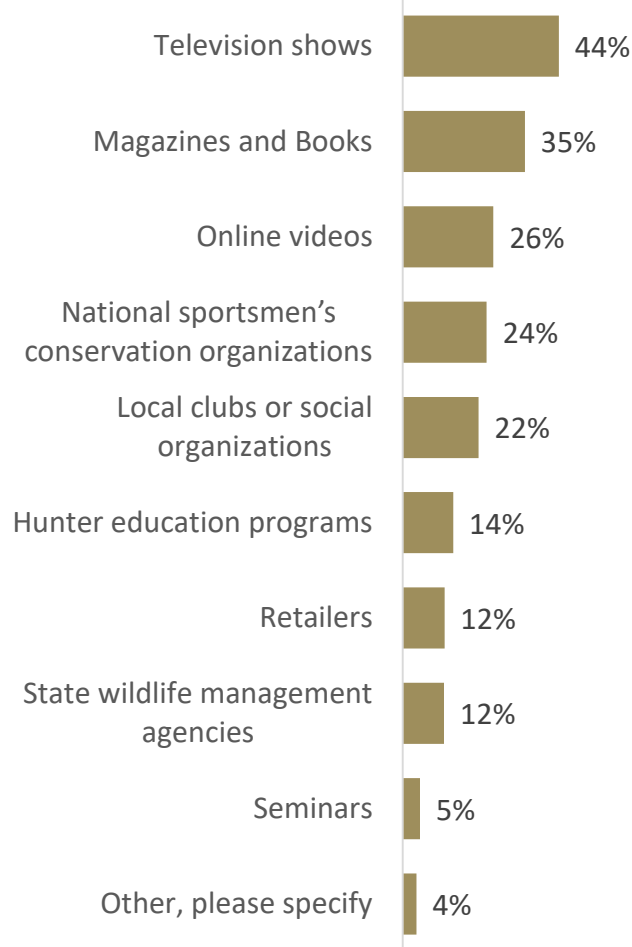
“Online forums / blogs”

55% of hunters and 46% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active shooters to invite friends will help more people engage in the sport.

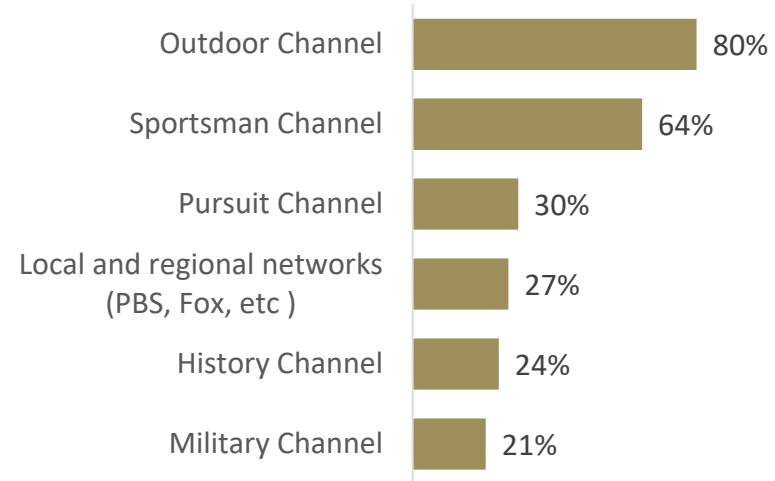
MOST INFLUENTIAL SOURCES FOR TRYING CROSSBOW

These hunters and shooters can be reached and influenced primarily through television and print.

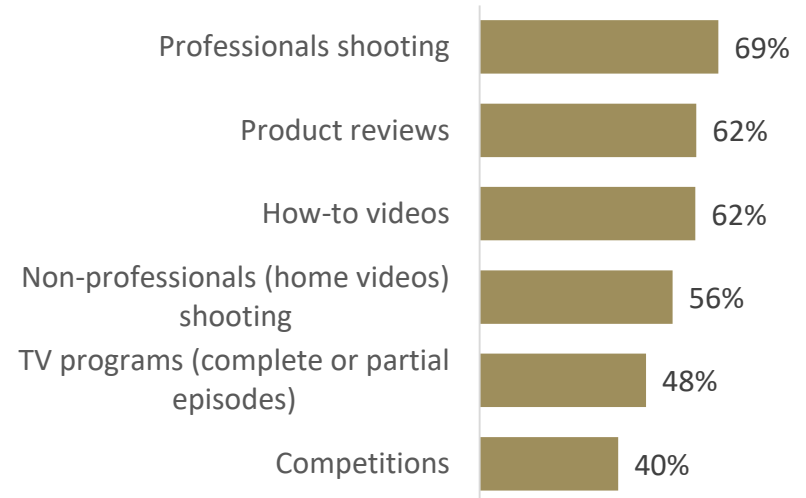
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=2,578); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=2,578). What channel did you watch shooting and fishing programs on? (N=1,141).



13 Modern Sporting Rifle Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Modern Sporting Rifle

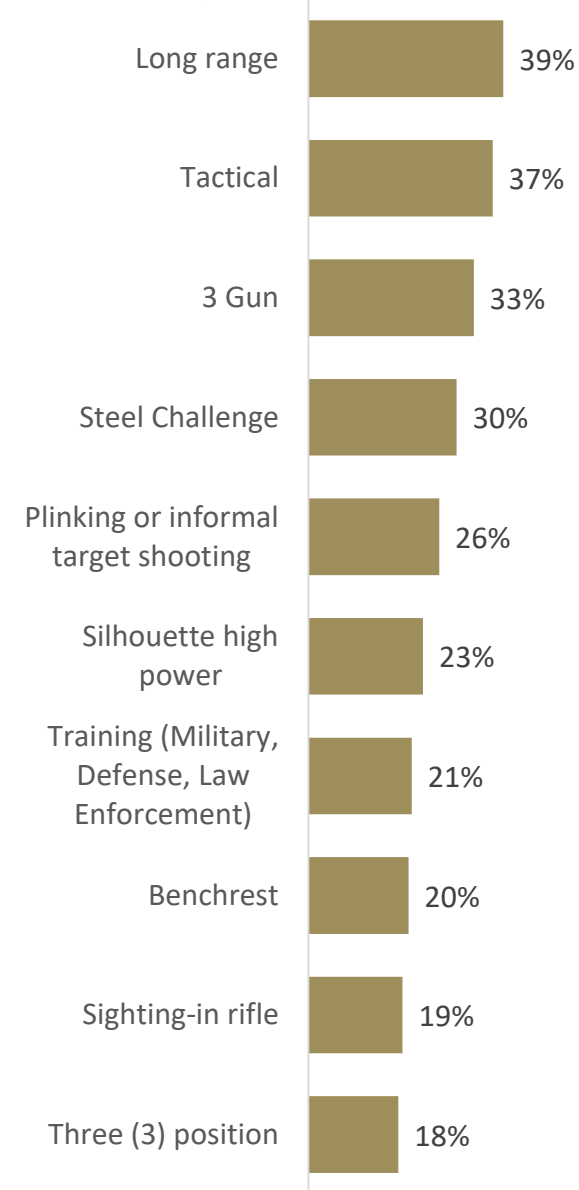
A significant amount of target shooters want to get back into shooting a modern sporting rifle (MSR). Two-thirds (69%) of shooters say their father introduced them to the sport and 81% started with plinking / informal target shooting. After starting out with a traditional rimfire rifle, 35% of them went plinking with a MSR and 26% of them went sighting-in with a MSR in the past three years.

Forty percent of respondents who use an MSR hunt big game, especially deer. They were first introduced to small game hunting by their father and their first firearm was a shotgun. They are interested in target shooting with their MSR.

Access is the biggest problem for those who want to try or get back into MSR. Hunters and shooters either don't own this firearm or they can't find a local range that offers the activities that they are interested in. Not having enough time, the expense and not knowing how to get started are also challenges. Opportunities may be to offer rentals, promote the convenience and benefits of local shooting opportunities, as well as educate them on how to get involved.

Local ranges have an opportunity to expand via rentals or activities or generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to shoot an MSR.

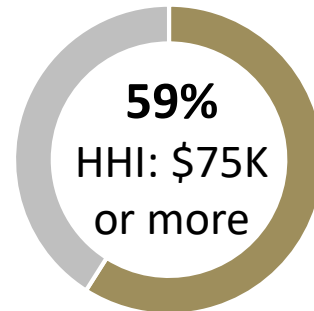
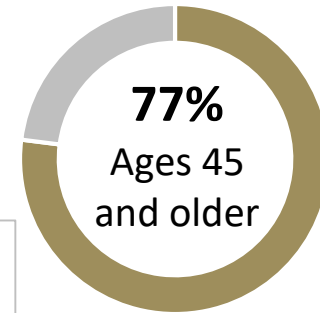
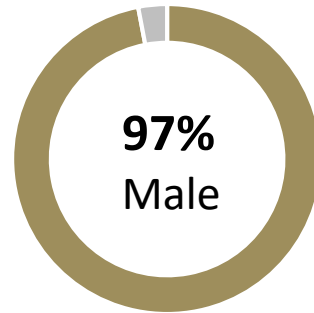
Activities they want to do with a MSR



N=4,562

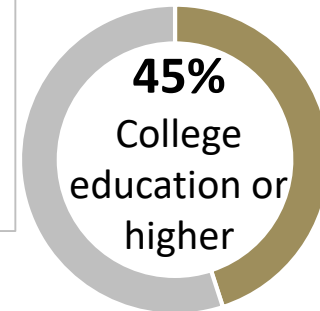


Key Demographics

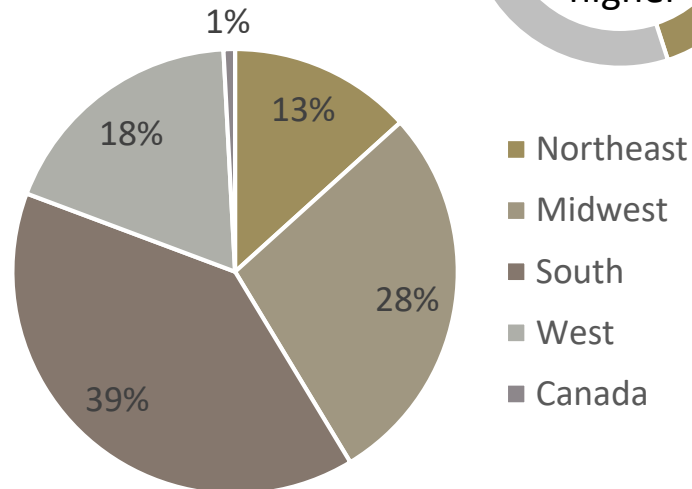


Of current hunters & target shooters who do not shoot with a modern sporting rifle but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Avg. Age: 54



Region



MOVING HUNTERS INTO MODERN SPORTING RIFLE



What Do They Currently Hunt? (THOSE WHO WANT TO TRY MODERN SPORTING RIFLE)



87%

Deer



59%

Turkey



55%

Small Game



51%

Upland Game



44%

Predators



33%

Waterfowl



23%

Wild Hog



19%

Elk



15%

Bear



9%

Other Big
Game

Roughly forty percent are currently using a modern sporting rifle to hunt. The two firearms that are used the most are traditional rifle and shotgun. Two thirds (60%) say their father introduced them and 54% of them went small game hunting. Only six percent haven't tried hunting other species. For those that did, it took between two to five years for 40% of them and only one season for 26% of them.

MOVING TARGET SHOOTERS TO MODERN SPORTING RIFLE



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY MODERN SPORTING RIFLE)

Plinking / Informal Target Shooting 90%

Sighting-in 73%

Sporting Clays with a Shotgun 37%

Pattern Shotgun 33%

Teaching / Informative 32%

Skeet with a Shotgun 31%

Trap with a Shotgun 30%

Long Range with a Traditional
Centerfire Rifle 28%

Target Shooting w/ Traditional
or Compound Bow 28%

Benchrest with a traditional
centerfire rifle 27%

Testing (Ammo & Firearm)
with a Semi-automatic 27%

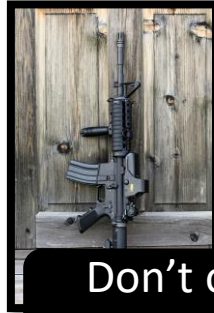


Two-thirds (62%) of shooters say their father introduced them to the sport and only 12% were introduced by a friend. Eighty percent started with plinking and then within two to five years, 33% of shooters tried a new activity and 26% branched out within a year. However, only 35 are plinking with a modern sporting rifle and 26% are sighting-in with a modern sporting rifle. The top three firearms being used with plinking are semi-automatic handgun (66%), traditional rimfire rifle (60%) and a traditional centerfire rifle (53%).

PATHS TO MODERN SPORTING RIFLE

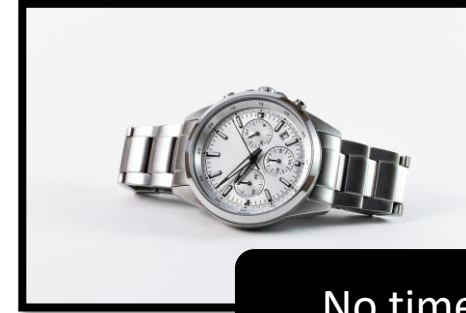


REASONS WHY THEY HAVEN'T TRIED MODERN SPORTING RIFLE



52% say “don’t own or have access to the proper equipment.”

Don’t own equipment



21% say “there is not enough time.”

No time



19% reported “too expensive.”

Too expensive



11% say “they don’t know how to start.”

Don’t know how

Not having access to a modern sporting rifle is the only significant issue for them. Time, expense and not knowing how to start are challenges for some. Offering rentals or providing events that allow them to try shooting a MSR could be an opportunity.

REASONS WHY THEY HAVEN'T RETURNED TO MODERN SPORTING RIFLE



Not
available

31% say “these activities are not offered at my local shooting range.”



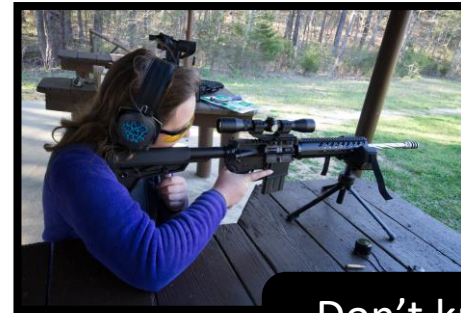
No time

42% say “there is not enough time.”



Too expensive

18% reported “not having anyone to go with.”



Don't know
how

25% say “they don't know how to start.”

Not having enough time is the biggest problem. An opportunity may be to promote the convenience and benefits of local shooting opportunities as well as educate them on how to get involved.

HOW TO HELP THEM TRY MODERN SPORTING RIFLE



43%

“Join a local range”



30%

“An invitation from a friend / family member”



26%

“Program offered by an outdoor retailer”



25%

“YouTube videos”



24%

“Program offered by a state wildlife agency”



24%

“Books / Magazines”



17%

“Membership in a non-profit organization that is specific to this activity”



13%

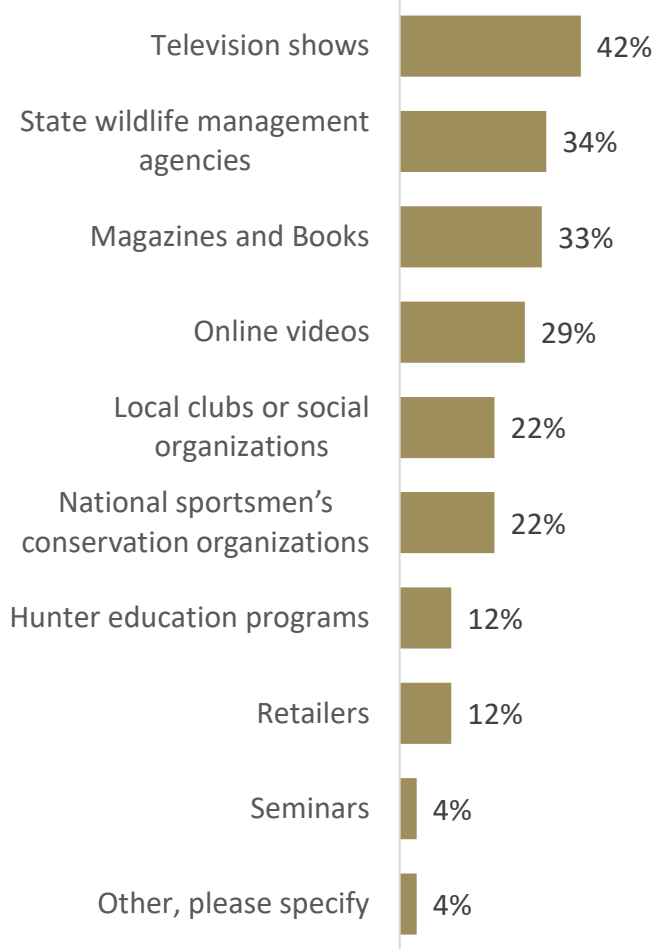
“Online forums / blogs”

53% of hunters and 45% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active MSR target shooters to invite friends will help more people engage in the sport.

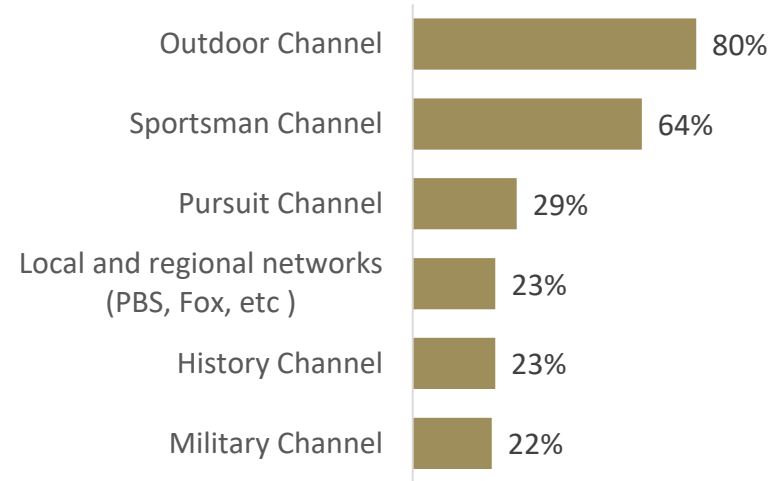
MOST INFLUENTIAL SOURCES FOR TRYING MODERN SPORTING RIFLE

These hunters and shooters can be reached and influenced through multiple channels and resources.

TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=3,928); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=1,117). What channel did you watch shooting and fishing programs on? (N=1,655).



14 Muzzleloader Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Muzzleloader

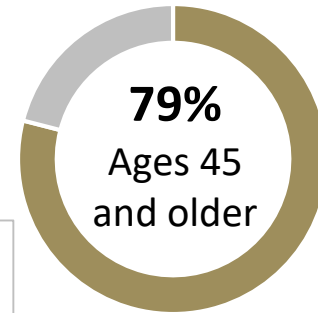
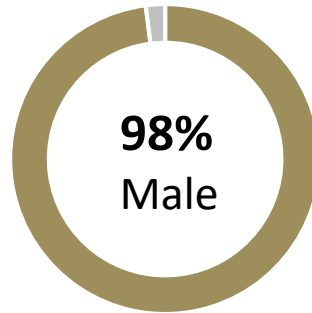
Roughly 32% of target shooters have experience in target shooting with a muzzleloader and 50% of hunters have used a muzzleloader to hunt in the past three years. Both hunters and target shooters were introduced by their father. Hunters started out going small game hunting with a shotgun and then moved on to using a traditional rifle and other firearms. Eighty-one percent of target shooters started with plinking and 40% of them had a traditional rimfire rifle as their first firearm. They have done other activities, but plinking is the most common activity. They are currently target shooting with a semi-automatic handgun, traditional rimfire rifle or a traditional centerfire rifle.

Not enough time appears to be the biggest problem for those wanting to try or return to the sport. For newcomers, not having access to a muzzleloader is preventing them from trying to shoot one for the first time. Not having anyone to go with and not knowing how to get started are also issues for some. Creating group shooting events and offering rental opportunities may motivate them to shoot a muzzleloader at the local range.

Hunters and shooters say that receiving an invitation from a friend or joining a local shooting range would motivate them the most to try or get back into target shooting with a muzzleloader. Local ranges have an opportunity to generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to engage in the sport.

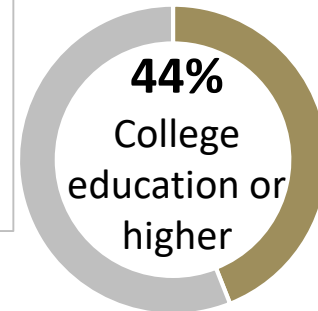
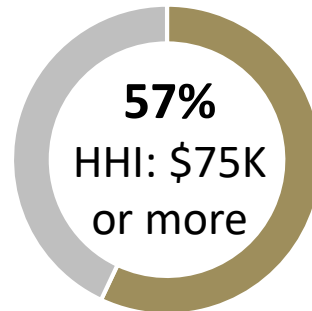


Key Demographics

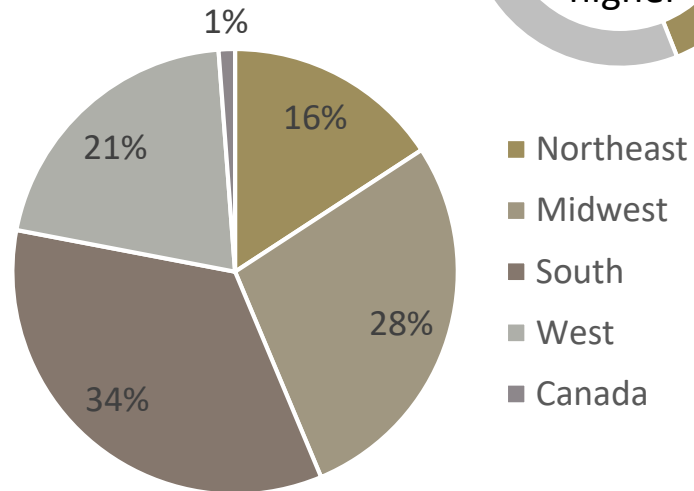


Of current hunters & target shooters who do not shoot with a muzzleloader but want to, most are male, middle-aged, affluent and/or educated. They are less likely to live in the Northeast.

Avg. Age: 55?



Region



MOVING HUNTERS INTO MUZZLELOADER



What Do They Currently Hunt? (THOSE WHO WANT TO TRY MUZZLELOADER)



90%

Deer



63%

Turkey



57%

Small Game



52%

Upland Game



44%

Predators



34%

Waterfowl



22%

Wild Hog



22%

Elk



20%

Bear



11%

Other Big
Game



They are using different firearms to hunt these species. 50% of them are using a muzzleloader, but the two most popular firearms are traditional rifle (91%) and shotgun (88%). Two-thirds say their father introduced them and 55% of them went small game hunting. Only 4% haven't tried other species. For those that did, it took between two to five years for 42% of them and only one season for 27% of them.

MOVING TARGET SHOOTERS TO MUZZLELOADER



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY MUZZLELOADER)

Plinking / Informal Target Shooting 90%

Sighting-in 78%

Pattern Shotgun 40%

Sporting Clays with a Shotgun 38%

Teaching / Informative 34%

Trap with a Shotgun 34%

Target Shooting with a Traditional
or Compound Bow 34%

Skeet with a Shotgun 33%

Target Shooting with a
Muzzleloader 32%

Benchrest with a traditional
centerfire rifle 31%



Two-thirds (64%) of shooters say their father introduced them to the sport and only 11% were introduced by a friend. Eighty-one percent started with plinking and 40% of them used a traditional rimfire rifle. Within two to five years, 33% of shooters tried a new activity and 26% branched out within a year. However, only 32% have experience in target shooting with a muzzleloader. The top three firearms being used with plinking are semi-automatic handgun (65%), traditional rimfire rifle (63%) and a traditional centerfire rifle (58%).

PATHS TO MUZZLELOADER



REASONS WHY THEY HAVEN'T TRIED MUZZLELOADER



28% say “don’t own or have access to the proper equipment.”

Don’t own equipment



23% say “there is not enough time.”

No time



11% say “they don’t know how to start.”

Don’t know how

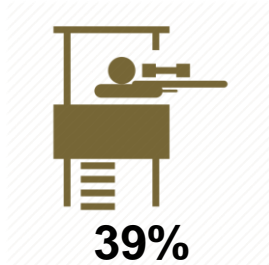


13% say “I don’t have anyone to go with.”

No one to go with

Not having access to a muzzleloader and time are the major issues for them. Some are having problems with not knowing how to start and not having anyone to go with the shooting range. Providing rental opportunities and events that allow them to shoot one may inspire them to take up the sport.

HOW TO HELP THEM TRY MUZZLELOADER



39%
“Join a local
range”



35%
“An invitation from a
friend / family
member”



26%
“Books /
Magazines”



25%
“Program offered
by a state wildlife
agency”



24%
“Program
offered by an
outdoor retailer”



23%
“YouTube
videos”



18%
“Membership in a
non-profit
organization that is
specific to this activity



13%
“Online forums /
blogs”

54% of hunters and 47% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness and offering rentals through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active target shooters to invite friends will help more people engage in the sport.

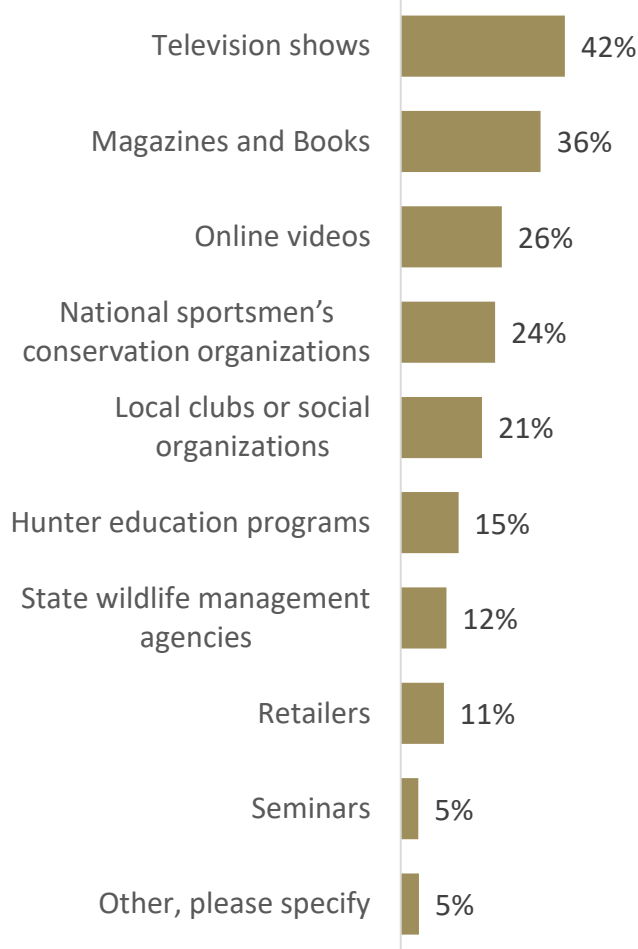
Q: What would help you get into that shooting activity that you’re interested in? (N=2,251); When it comes to individuals, who has the greatest influence on you with regard to trying different species or trying new hunting methods? (N=1,541). When it comes to individuals, who has the greatest influence on you with regard to trying different types of shooting? (N=2,121).



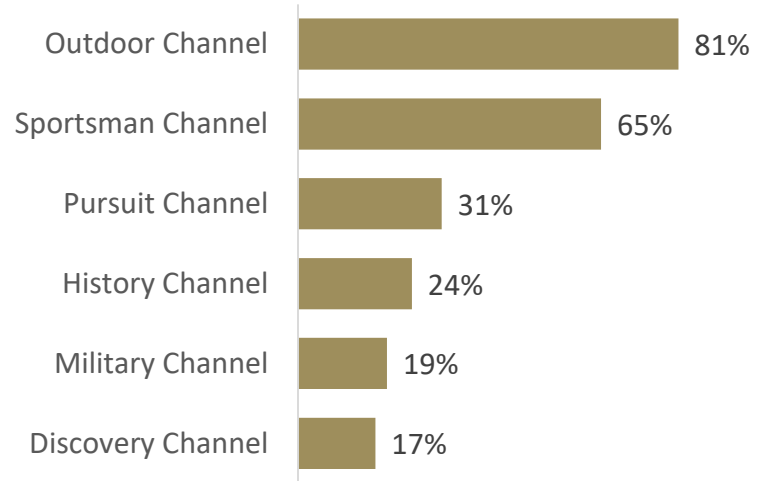
MOST INFLUENTIAL SOURCES FOR TRYING CROSSBOW

These hunters and shooters can be reached and influenced primarily through television and print.

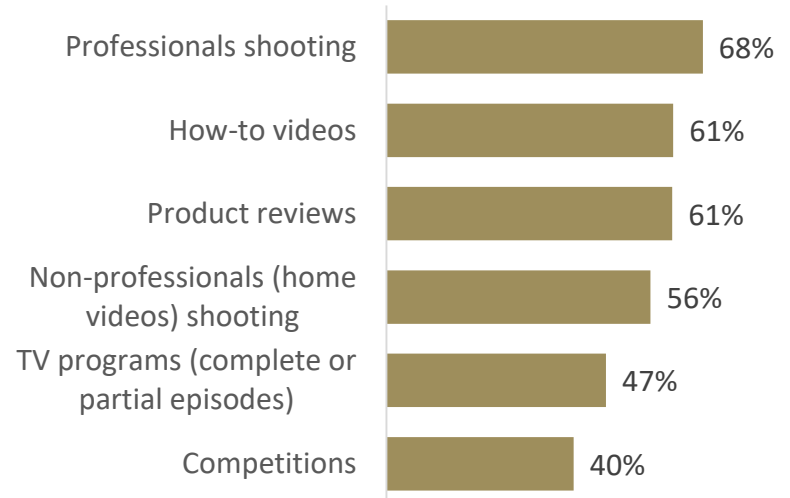
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=2,093); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=537). What channel did you watch shooting and fishing programs on? (N=870).



15 Revolver Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Revolver



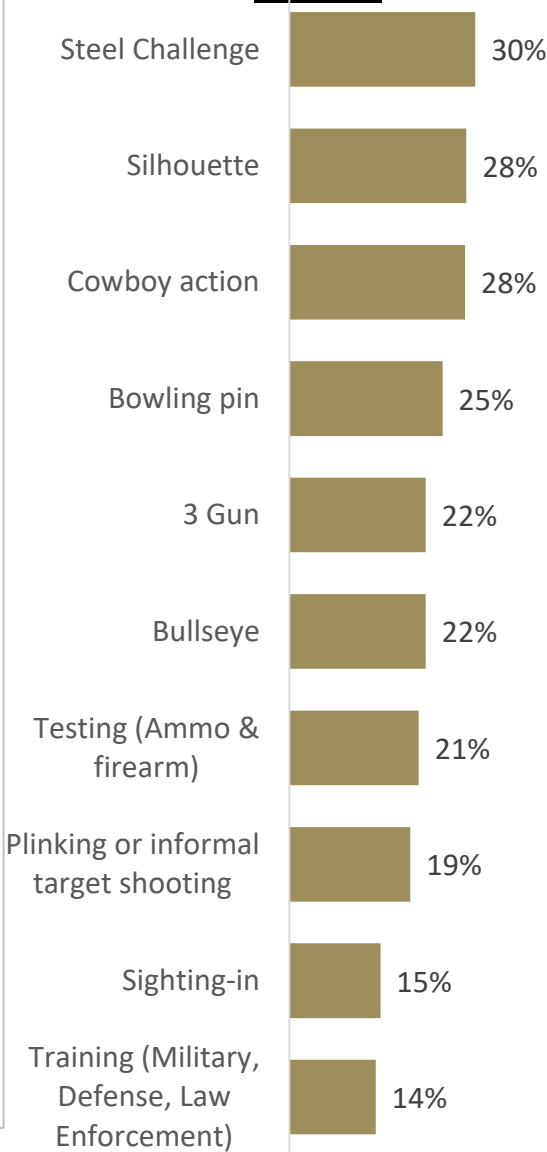
Less than 1% of hunters has experience in shooting a revolver, so this is new to them. Their first firearm was a shotgun and were introduced to hunting by their father. They are more likely to have hunted with a shotgun or a traditional rifle in the past three years.

A significant amount of shooters want to return to the sport. For example, in the past three years, 51% of that went plinking had shot a revolver. Like hunters, their father introduced them to shooting, but their first firearm was a traditional rimfire rifle.

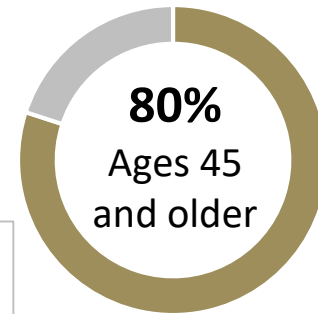
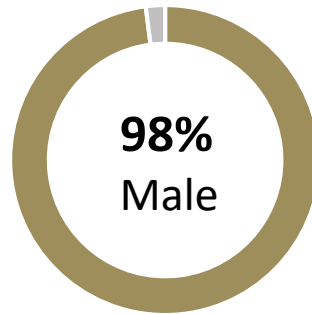
Not having access to a shooting range or access to a revolver and not having enough time appears to be common problems. Not having anyone to go with and not knowing how to get started are also issues for some. Creating group shooting events and offering rental opportunities may inspire them to shoot one.

Hunters and shooters say that receiving an invitation from a friend or joining a local shooting range would motivate them the most to try or get back into target shooting with a revolver. Local ranges have an opportunity to generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to engage in the sport.

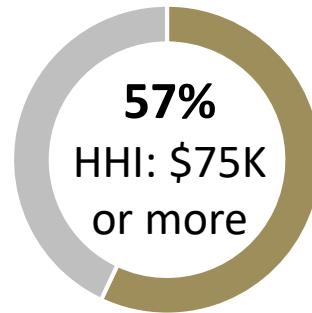
Activities they want to do with a revolver



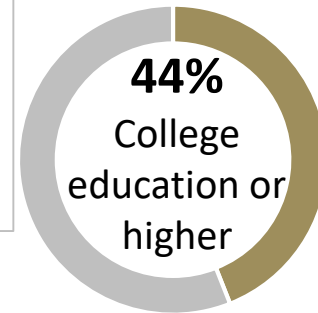
Key Demographics



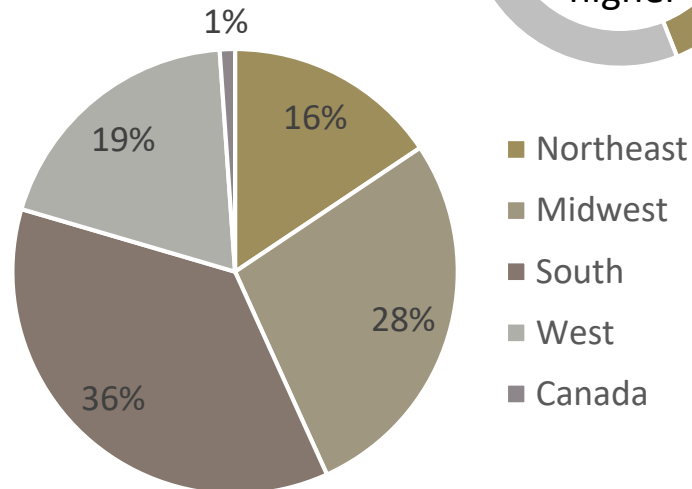
Avg. Age: 55



Of current hunters & target shooters who do not shoot with a revolver but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.



Region



MOVING HUNTERS INTO REVOLVER



What Do They Currently Hunt? (THOSE WHO WANT TO TRY REVOLVER)



87%

Deer



58%

Turkey



55%

Small Game



53%

Upland Game



43%

Predators



33%

Waterfowl



22%

Wild Hog



18%

Elk



17%

Bear



9%

Other Big
Game



Less than 1% has experience shooting a revolver. Not surprisingly, they are using either a traditional rifle (88%) or shotgun (88%) to hunt. A little over half (59%) say their father introduced them and 55% of them hunted small game. Only five percent haven't tried hunting other species. For those that did, it took between two to five years for 40% of them and only one season for 26% of them.

MOVING TARGET SHOOTERS TO REVOLVER



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY REVOLVER)



Two-thirds (62%) of shooters say their father introduced them to the sport and only 12% were introduced by a friend. Eighty-one percent started with plinking and then within two to five years, 33% of shooters tried a new activity and 25% branched out within a year. A significant amount of shooters have shot a revolver in the past and want to return to the sport. For example, in the past three years, 51% of those that participated in plinking / informal target shooting used a revolver.

PATHS TO REVOLVER



REASONS WHY THEY HAVEN'T TRIED REVOLVER



50% say
“they don’t
have access to
the proper
equipment.”

No access



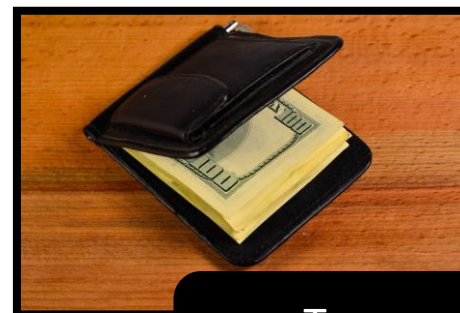
30% say “not
enough time.”

Not enough
time



11% say
“they don’t
have anyone
to go with.”

No one to go
with



10% reported
“too expensive”

Too
expensive

Not owning a revolver and not having enough time are the most common challenges. For some, not having anyone to go with and the cost are a problem for some. Local ranges and retailers have an opportunity in providing rentals or shooting events that help newcomers shoot a revolver.

REASONS WHY THEY HAVEN'T RETURNED TO REVOLVER



45% say
“there is not
enough time.”

No time



27% say “these
activities are not
offered at ranges in
my area.”

Not
available



21% say “they
don’t know how
to start.”

No one to go
with

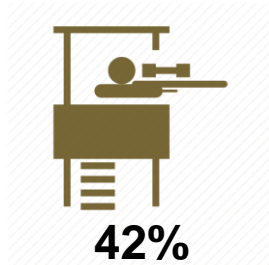


21% reported
“Don’t know
how to get
started.”

Don’t know
how

Not having enough time and finding a shooting range that offers the activities (steel challenge, silhouette and cowboy action) that they want to use a revolver with are preventing a significant amount of hunters and shooters from shooting a revolver at the range.

HOW TO HELP THEM TRY REVOLVER



“Join a local range”



“An invitation from a friend / family member”



“Program offered by an outdoor retailer”



“Program offered by a state wildlife agency”



“YouTube videos”



“Books / Magazines”



“Membership in a non-profit organization that is specific to this activity”



“Online forums / blogs”



54% of hunters and 47% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active shooters to invite friends will help more people engage in the sport. Efforts to encourage them to plan in advance before other time commitments are made should help.

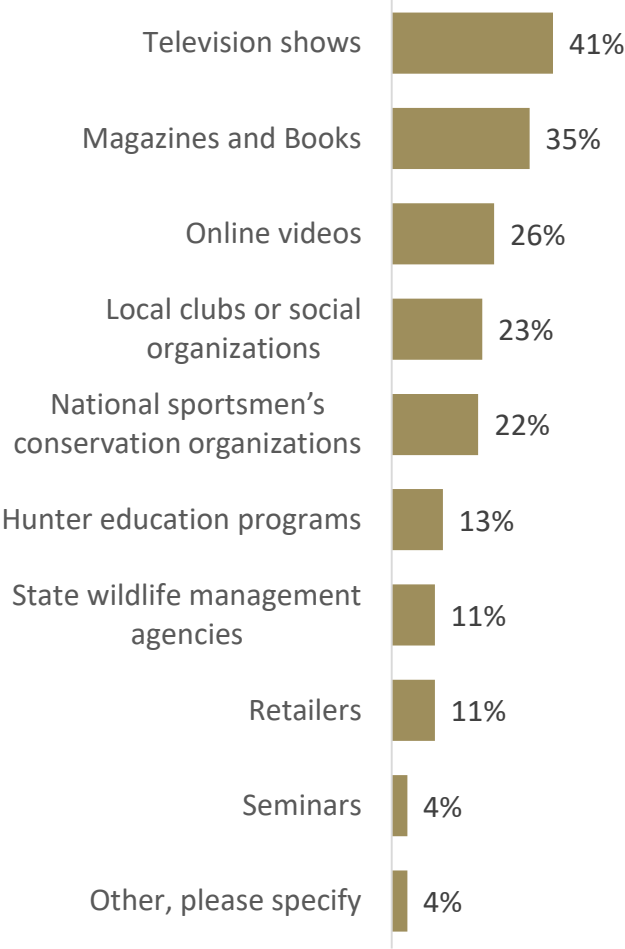
Q: What would help you get into that shooting activity that you’re interested in? (N=3,329); When it comes to individuals, who has the greatest influence on you with regard to trying different species or trying new hunting methods? (N=2,020). When it comes to individuals, who has the greatest influence on you with regard to trying different types of shooting? (N=3,041).



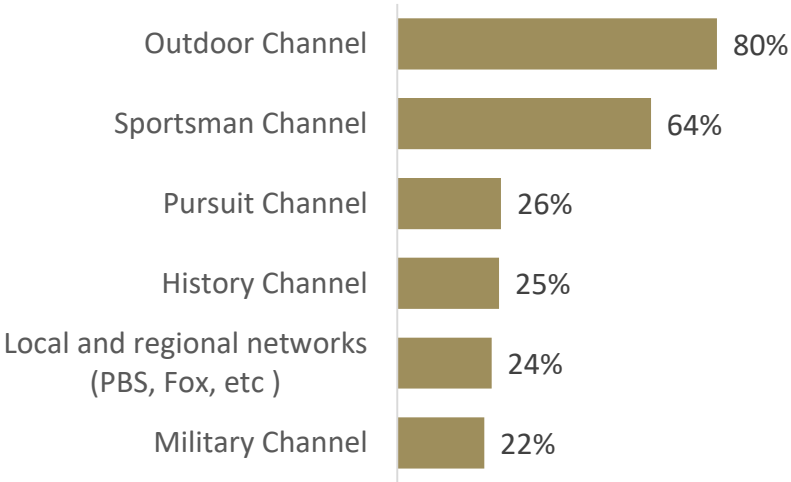
MOST INFLUENTIAL SOURCES FOR TRYING / RETURNING TO REVOLVER

These hunters and shooters can be reached and influenced primarily through television and print.

TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=3,038); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=799). What channel did you watch shooting, hunting and fishing programs on? (N=1,255).



16 Semiautomatic Handgun Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Semi-Automatic Handgun

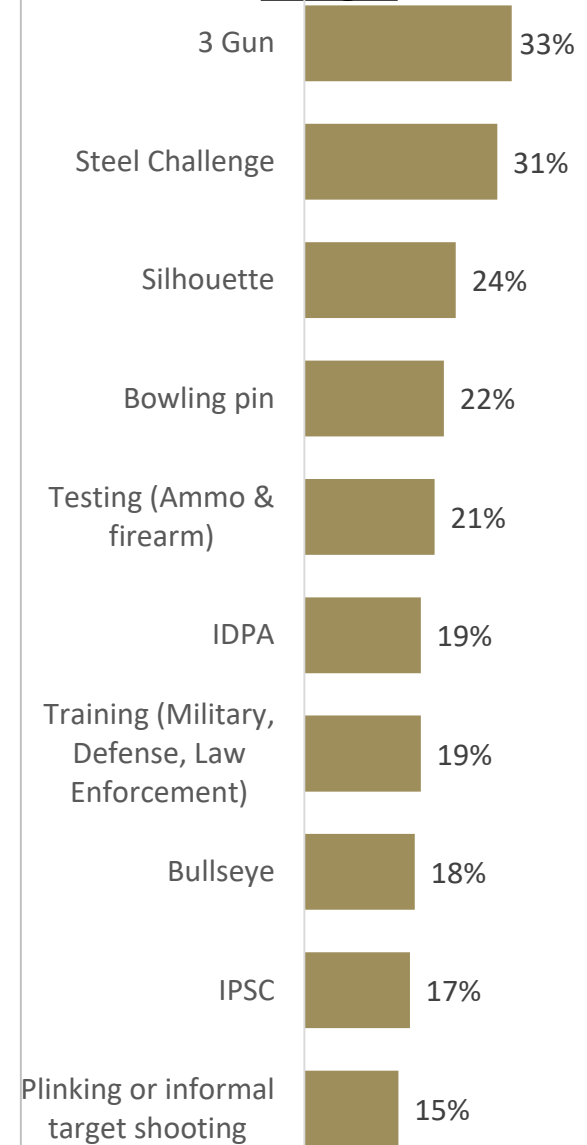
Target shooting with a handgun is new to hunters. Only 34% of hunters have used a handgun to hunt. Their first firearm was a shotgun and were introduced to hunting by their father. They are more likely to have used a shotgun or a traditional rifle to hunt in the past three years.

A significant amount of shooters want to return target shooting with handgun. For example, in the past three years, 60% of those that participated in plinking / informal target shooting used a semi-automatic handgun. Like hunters, their father introduced them to shooting, but their first firearm was a traditional rimfire rifle.

Not having access to a shooting range or access to a handgun and not having enough time appears to be common problems for those who want to try or return to the sport. Not having anyone to go with and not knowing how to get started are also issues for some. Creating group shooting events and offering rental opportunities may inspire them to get to the range to shoot one.

Hunters and shooters say that receiving an invitation from a friend or joining a local shooting range would motivate them the most to try or get back into target shooting with a revolver. Local ranges have an opportunity to generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to engage in the sport.

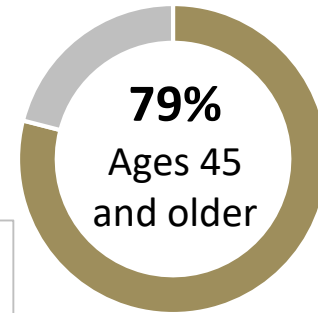
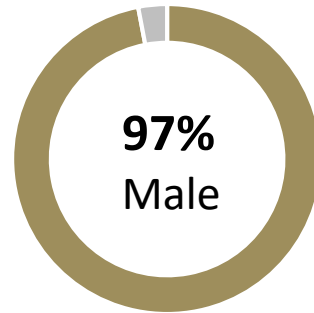
Activities they want to do with a handgun



N=4,510

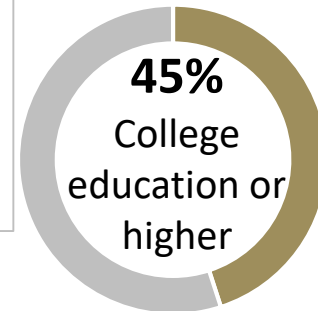
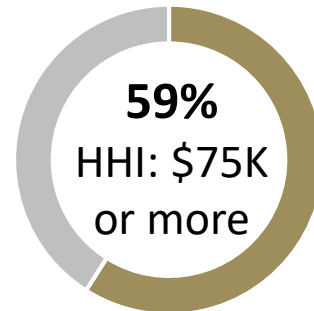


Key Demographics

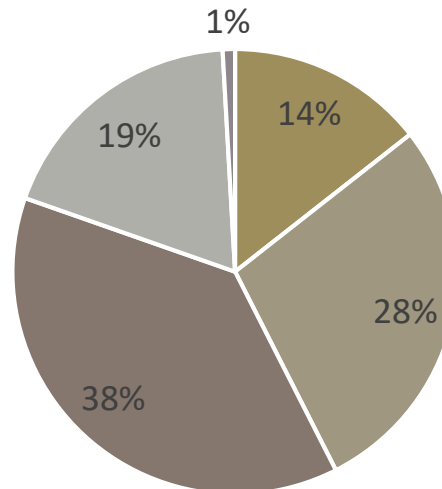


Of current hunters & target shooters who do not shoot a semi-automatic handgun but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the South and the Midwest.

Avg. Age: 55



Region



- Northeast
- Midwest
- South
- West
- Canada

MOVING HUNTERS INTO SEMI-AUTOMATIC HANDGUN



What Do They Currently Hunt? (THOSE WHO WANT TO TRY SEMI-AUTOMATIC HANDGUN)



86%

Deer



59%

Turkey



54%

Small Game



53%

Upland Game



42%

Predators



33%

Waterfowl



22%

Wild Hog



18%

Elk



16%

Bear



9%

Other Big
Game

34% are currently hunting with a handgun. Not surprisingly, they are using either a traditional rifle (88%) or shotgun (88%) to hunt. Two thirds say their father introduced them and 54% of them hunted small game. Only five percent haven't tried hunting other species. For those that did, it took between two to five years for 40% of them and only one season for 27% of them.

MOVING TARGET SHOOTERS TO SEMI-AUTOMATIC HANDGUN



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY SEMI-AUTOMATIC HANDGUN)

Plinking / Informal Target Shooting 87%

Sighting-in 71%

Sporting Clays with a Shotgun 37%

Pattern Shotgun 35%

Skeet with a Shotgun 32%

Trap with a Shotgun 31%

Teaching / Informative 31%

Long Range with a Traditional
Centerfire Rifle 27%

Benchrest with a traditional
centerfire rifle 27%

Target Shooting w/ Traditional
or Compound Bow 27%

Load Testing 25%



Two-thirds (63%) of shooters say their father introduced them to the sport and only 12% were introduced by a friend. Seventy-nine percent started with plinking and then within two to five years, 33% of shooters tried a new activity and 25% branched out within a year. A significant amount of shooters have shot a semi-automatic handgun in the past and want to return to the sport. For example, in the past three years, 60% of those that participated in plinking / informal target shooting used a semi-automatic handgun.

PATHS TO SEMI-AUTOMATIC HANDGUN



REASONS WHY THEY HAVEN'T TRIED SHOOTING A HANDGUN



38% say
“there is not
enough time.”

No time



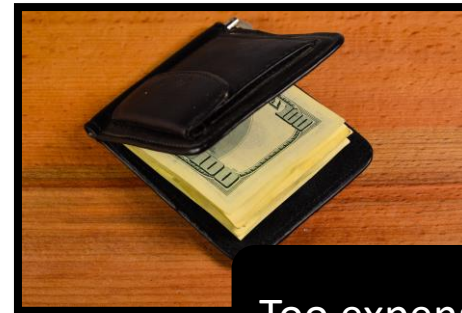
37% say “they
don’t own or have
access to
equipment.”

No access



15% say “they
don’t have
anyone to go
with.”

No one to go
with



14% reported
“Too expensive.”

Too expensive

Not having enough time or access to a semi-automatic handgun are preventing hunters and target shooters from shooting a semi-automatic at the shooting range. The expense and not having anyone to go with are affecting a few of them.

REASONS WHY THEY HAVEN'T RETURNED TO SHOOTING A HANDGUN



45% say
“there is not
enough time.”

No time



31% say “these
activities are not
offered at ranges in
my area.”

Not available



27% say “they
don’t know how
to start.”

Don’t know
how

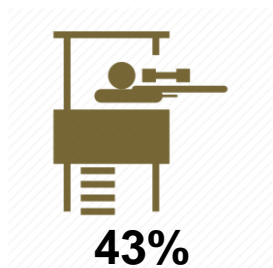


21% reported
“they don’t
have anyone to
go with.”

No one to go
with

Not having enough time and finding a shooting range that offers the activities (3 gun, steel challenge, silhouette) involving semi-automatic handguns are preventing a significant amount of hunters and shooters from getting involved in the sport. Encouraging them to plan ahead before other time commitments are made can help, as would committing to going with friends.

HOW TO HELP THEM TRY / RETURN TO HANDGUN



“Join a local range”



“An invitation from a friend / family member”



“Program offered by an outdoor retailer”



“Books / Magazines”



“YouTube videos”



“Program offered by a state wildlife agency”



“Membership in a non-profit organization that is specific to this activity”



“Online forums / blogs”



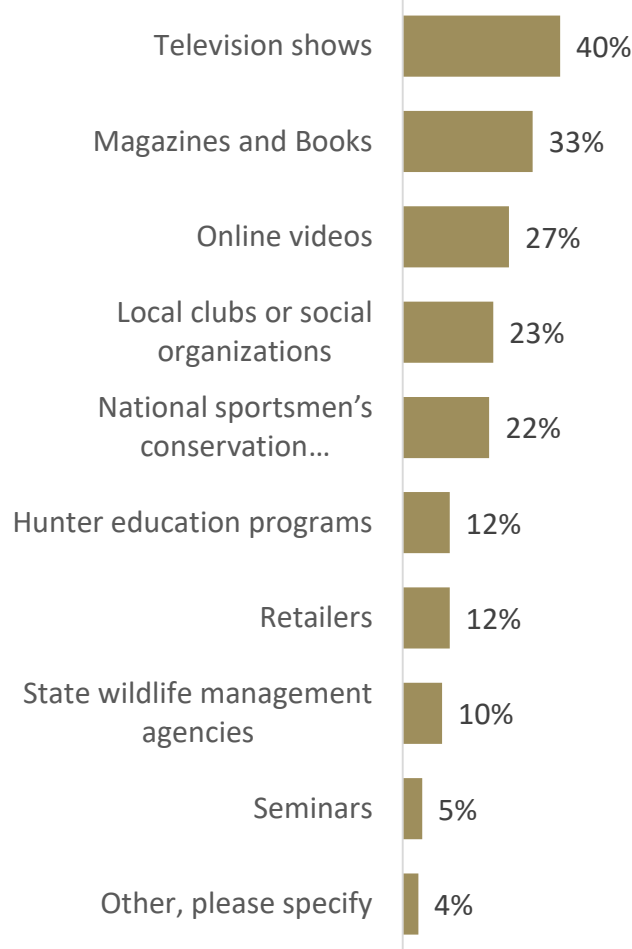
54% of hunters and 45% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, offering rental opportunities, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active shooters to invite friends will help more people engage in the sport.

Q: What would help you get into that shooting activity that you’re interested in? (N=4,233); When it comes to individuals, who has the greatest influence on you with regard to trying different species or trying new hunting methods? (N=2,585). When it comes to individuals, who has the greatest influence on you with regard to trying different types of shooting? (N=3,897).

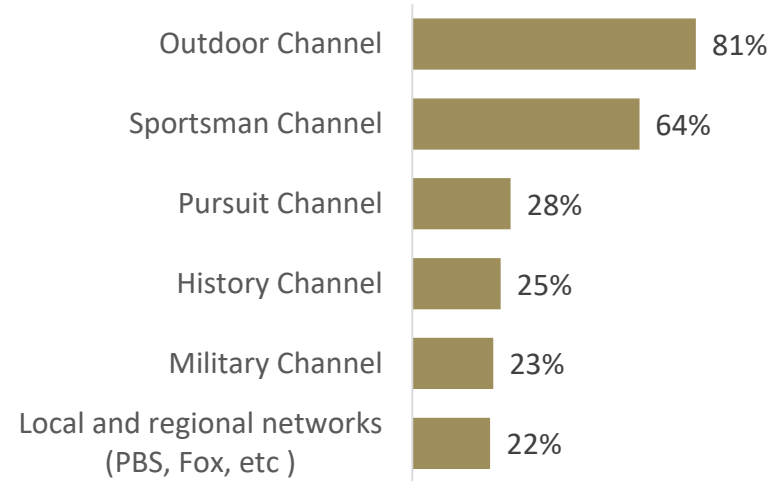
MOST INFLUENTIAL SOURCES FOR TRYING / RETURNING TO HANDGUN

These hunters and shooters can be reached and influenced primarily through television and print.

TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS





17 Shotgun Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Shotgun

In general, hunters that are interested in trying shotgun are very experienced in using the firearm. Their first firearm was a shotgun and 90% of them have used one to hunt in the past three years.

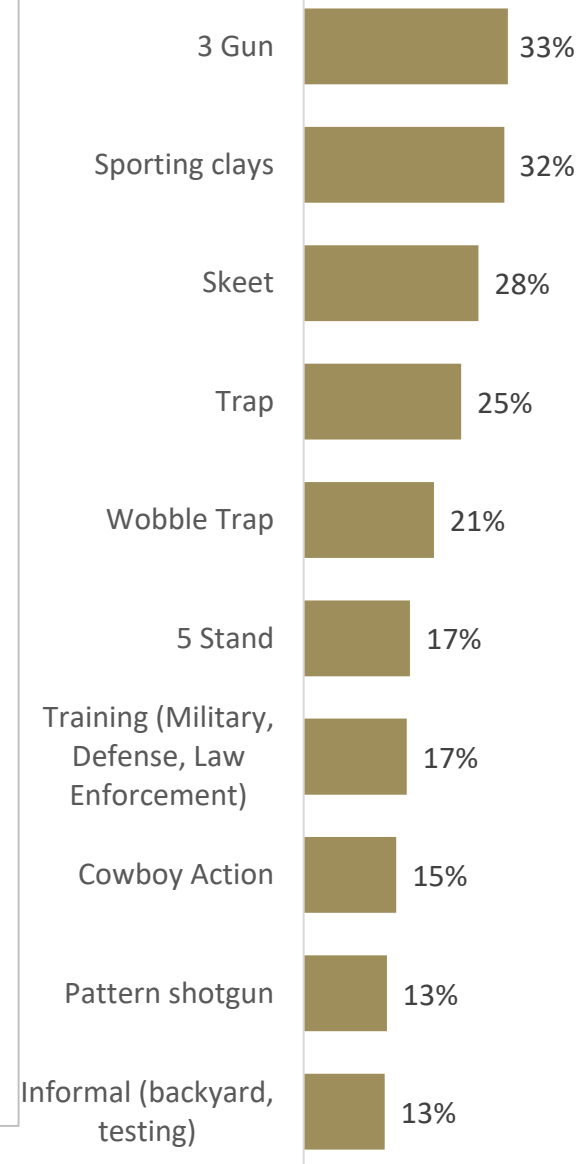
Many shooters want to return target shooting with shotgun. Nineteen percent went target shooting for the first time with a shotgun and in the past three years, roughly one-third went plinking, skeet, sporting clays and trap with a shotgun.

Not having access to a shooting range or access to a shotgun and not having enough time appears to be common problems for those who want to try or return to the sport. Not having anyone to go with and not knowing how to get started are also issues for some. Creating group shooting events and offering rental opportunities may inspire them to get to the range to shoot one.

Hunters and shooters say that receiving an invitation from a friend or joining a local shooting range would motivate them the most to try or get back into target shooting with a shotgun. Local ranges have an opportunity to generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to engage in the sport.

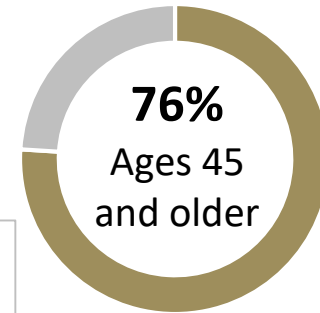
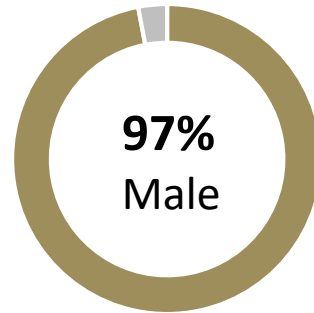


Activities they want to do with a shotgun



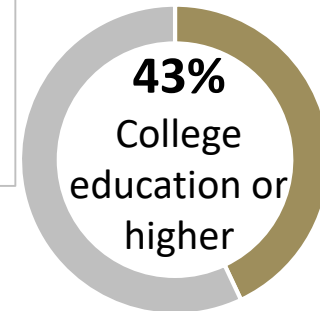
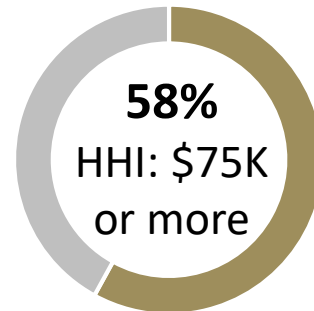
N=3,124

Key Demographics

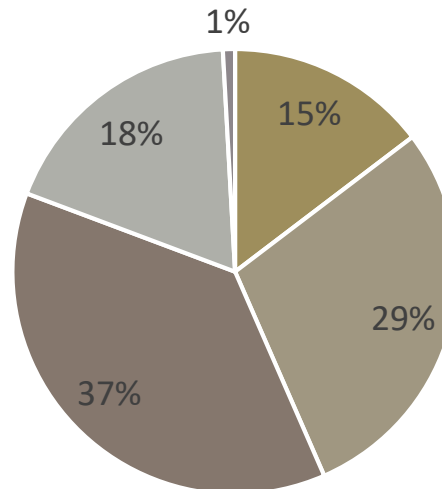


Of current hunters & target shooters who do not shoot shotgun but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Avg. Age: 54



Region



- Northeast
- Midwest
- South
- West
- Canada

MOVING HUNTERS INTO SHOTGUN



What Do They Currently Hunt? (THOSE WHO WANT TO TRY SHOTGUN)



85%

Deer



61%

Turkey



55%

Small Game



55%

Upland Game



41%

Predators



36%

Waterfowl



21%

Wild Hog



17%

Elk



15%

Bear



8%

Other Big
Game

57% of these hunters had a shotgun as their first firearm and 90% of them are currently hunting with a shotgun. Two thirds say their father introduced them and 52% of them started with small game. Only six percent haven't tried other species. For those that did, it took between two to five years for 37% of them and only one season for 27% of them.

MOVING TARGET SHOOTERS TO SHOTGUN



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY SHOTGUN)

Plinking / Informal Target Shooting 87%

Sighting-in 70%

Sporting Clays with a Shotgun 37%

Pattern Shotgun 35%

Skeet with a Shotgun 33%

Trap with a Shotgun 31%

Teaching / Informative 31%

Target Shooting w/ Traditional
or Compound Bow 27%

Benchrest with a traditional
centerfire rifle 25%

Long Range with a Traditional
Centerfire Rifle 25%

Testing (Ammo & Firearm)
with a Handgun 24%



Two-thirds (61%) of shooters say their father introduced them to the sport and only 13% were introduced by a friend. They are diverse as seventy-nine percent started with plinking and then within two to five years, 31% of shooters tried a new activity and 24% branched out within a year. Many of them want to get back into shooting a shotgun. Nineteen percent had a shotgun as their first firearm and roughly one-third went plinking, skeet shooting, sporting clays and trap shooting with one.

PATHS TO SHOTGUN



REASONS WHY THEY HAVEN'T TRIED SHOOTING A SHOTGUN



35% say
“there is not
enough time.”

No time



28% say “they
don’t own or
have access to
equipment.”

No access to
a shotgun



16% reported
“these activities
are not available
at the ranges in
my area.”

Not available



15% say “they
don’t have
anyone to go
with.”

No one to go
with

Not having enough time or access to a shotgun are preventing hunters and target shooters from shooting one at the range. Not having anywhere to go and not having anyone to go with is also an issue for some.

REASONS WHY THEY HAVEN'T RETURNED TO SHOOTING A SHOTGUN



46% say
“there is not
enough time.”

No time



27% say “these
activities are not
offered at ranges in
my area.”

Not available



23% say “they
don’t know how
to start.”

**Don’t know
how**

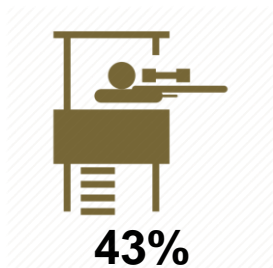


22% reported
“they don’t
have anyone to
go with.”

**No one to go
with**

Not having enough time and finding a shooting range that offers the activities (3 gun, sporting clays, skeet) that they want to use a shotgun with are preventing a significant amount of hunters and shooters from returning to the sport. Offering more close-to-home activities and/or educating them on existing activities is an opportunity. Encouraging friends to invite friends will help, too.

HOW TO HELP THEM TRY / RETURN TO SHOTGUN



“Join a local range”



32%

“An invitation from a friend / family member”



28%

“Program offered by an outdoor retailer”



26%

“Books / Magazines”



26%

“Program offered by a state wildlife agency”



25%

“YouTube videos”



19%

“Membership in a non-profit organization that is specific to this activity”



13%

“Online forums / blogs”

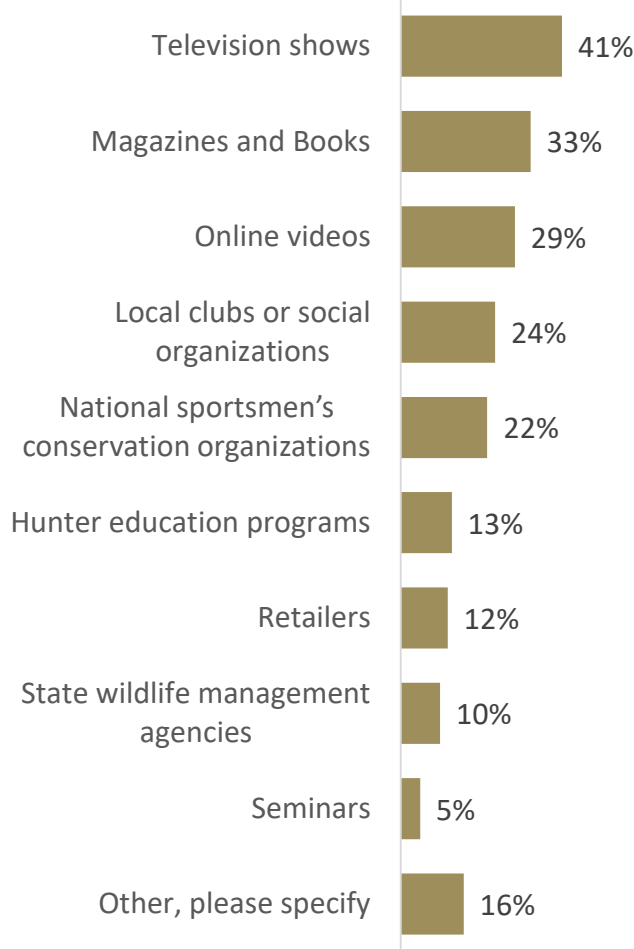


53% of hunters and 45% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active shooters to invite friends will help more people engage in the sport.

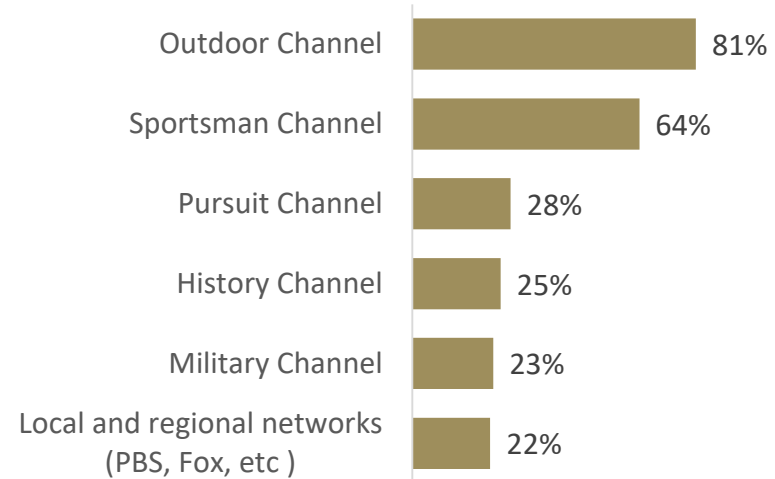
MOST INFLUENTIAL SOURCES FOR TRYING / RETURNING TO SHOTGUN

These hunters and shooters can be reached and influenced primarily through television and print.

TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=2,611); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=743). What channel did you watch shooting, hunting and fishing programs on? (N=1,073).





17 Traditional Centerfire Rifle Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

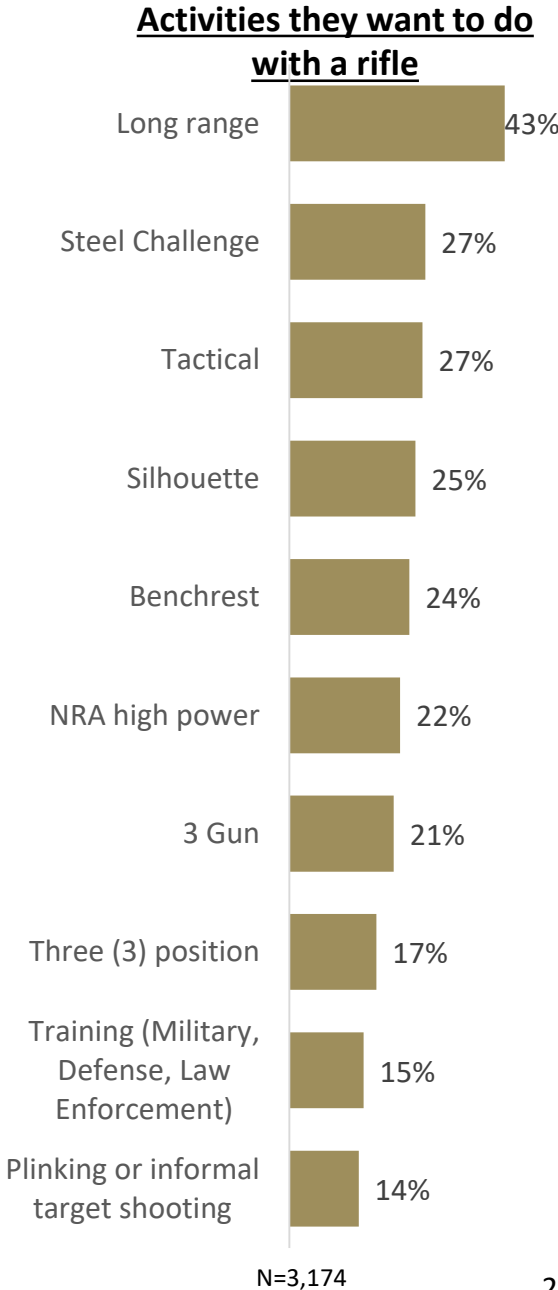
OVERVIEW – Moving People Into Traditional Centerfire Rifle

In general, hunters that are interested in trying target shooting with a traditional centerfire rifle are very experienced in using rifles. 36% of these hunters used a rifle to hunt for the first time and 89% of them have hunted with a traditional rifle in the past three years.

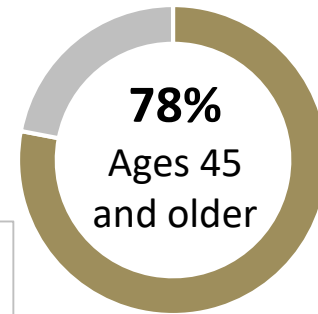
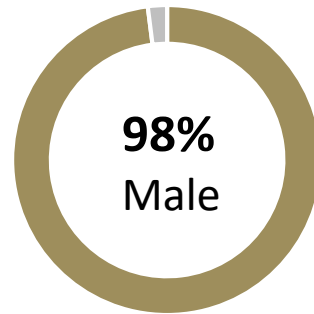
Many shooters want to return to the sport. Although only five percent started with a traditional centerfire rifle, 52% of those that went plinking used one in the past three years.

Not having access to a shooting range or access to a traditional centerfire rifle and not having enough time appears to be common problems for those who want to try or return to the sport. Not having anyone to go with and not knowing how to get started are also issues for some. Creating group shooting events and offering rental opportunities may inspire them to get to the range to shoot one.

Hunters and shooters say that receiving an invitation from a friend or joining a local shooting range would motivate them the most to try or get back into target shooting with a traditional centerfire rifle. Local ranges have an opportunity to generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to engage in the sport.

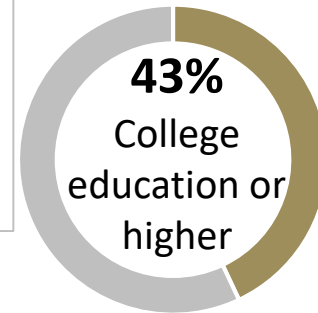
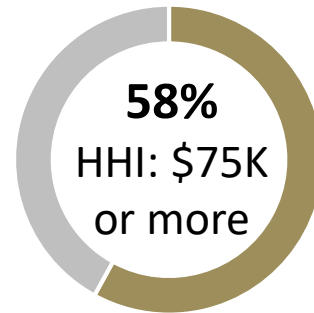


Key Demographics

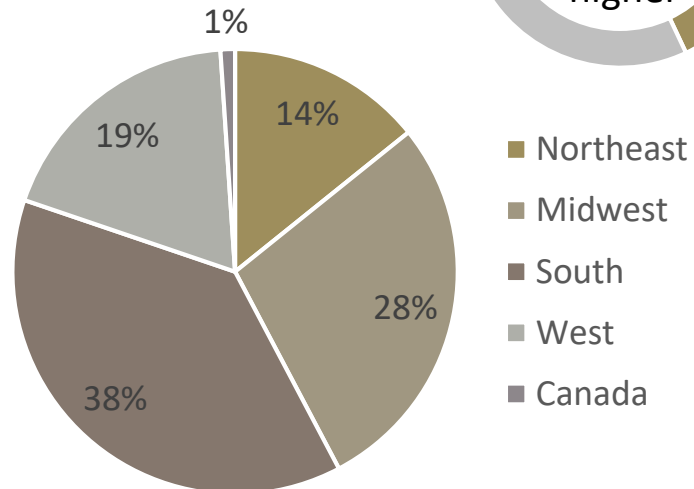


Of current hunters & target shooters who do not shoot traditional centerfire rifle but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Avg. Age: 55



Region



MOVING HUNTERS INTO TRADITIONAL CENTERFIRE RIFLE



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY / RETURN TO TRADITIONAL CENTERFIRE RIFLE)



87%

Deer



58%

Turkey



53%

Small Game



51%

Upland Game



43%

Predators



33%

Waterfowl



23%

Wild Hog



19%

Elk



17%

Bear



10%

Other Big
Game

36% of these hunters used a traditional rifle (centerfire or rimfire) to hunt for the first time and 89% of them are currently hunting with a traditional rifle (centerfire or rimfire). Two thirds say their father introduced them and 52% of them went small game hunting. Only five percent haven't tried hunting other species. For those that did, it took between two to five years for 41% of them and only one season for 26% of them.

MOVING TARGET SHOOTERS TO TRADITIONAL CENTERFIRE RIFLE



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY / RETURN TO TRADITIONAL CENTERFIRE RIFLE)

Plinking / Informal Target Shooting 88%

Sighting-in 73%

Sporting Clays with a Shotgun 37%

Pattern Shotgun 34%

Trap with a Shotgun 31%

Skeet with a Shotgun 31%

Teaching / Informative 31%

Long Range with a Traditional
Centerfire Rifle 30%

Benchrest with a traditional
centerfire rifle 28%

Load Testing 27%

Target Shooting w/ Traditional
or Compound Bow 27%



Two-thirds (63%) of shooters say their father introduced them to the sport and only 12% were introduced by a friend. They are diverse as 80% started with plinking and then within two to five years, 32% of shooters tried a new activity and 25% branched out within a year. Many of them want to get back into shooting a traditional centerfire rifle. Although only five percent started with a traditional centerfire rifle, 52% of them went plinking with a traditional centerfire rifle in the past three years.

PATHS TO TRADITIONAL CENTERFIRE RIFLE



REASONS WHY THEY HAVEN'T TRIED SHOOTING A TRADITIONAL CENTERFIRE RIFLE



32% say
“there is not
enough time.”

No time



34% say “they
don’t own or have
access to
equipment.”

No access to
a rifle



15%
reported “too
expensive.”

Too expensive



20% say “they
don’t have
anyone to go
with.”

No one to go
with

Not having enough time or access to a shotgun are preventing hunters and target shooters from shooting one at the range. Not having anywhere to go and not having anyone to go with is also an issue for some. Offering rentals and promoting the convenience and the value of spending time outdoors may inspire them to try the sport. Encouraging them to plan in advance would be helpful, too, before other time commitments are made.

REASONS WHY THEY HAVEN'T RETURNED TO SHOOTING A TRADITIONAL CENTERFIRE RIFLE



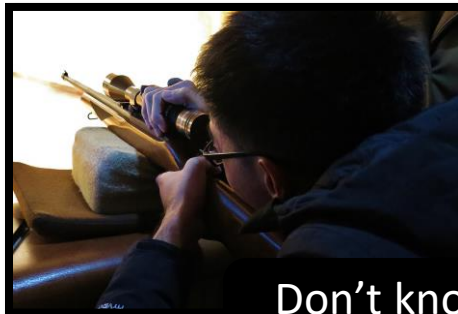
45% say
“there is not
enough time.”

No time



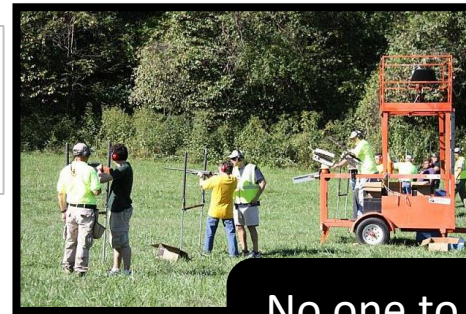
32% say “these
activities are not
offered at ranges in
my area.”

Not available



21% say “they
don’t know
how to start.”

Don’t know
how

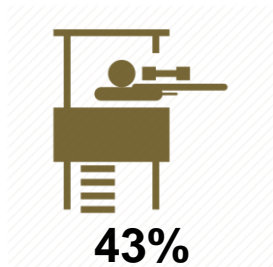


19% reported
“they don’t
have anyone to
go with.”

No one to go
with

Not having enough time and finding a shooting range that offers the activities (long range, steel challenge) that they want to use a traditional centerfire rifle with are preventing a significant amount of hunters and shooters from returning to the sport. Not knowing how to get started and not having anyone to go shooting with are challenges as well. Providing more close-to-home group events and educating them on how they can return to the sport may motivate them.

HOW TO HELP THEM TRY / RETURN TO TRADITIONAL CENTERFIRE RIFLE



“Join a local range”



“An invitation from a friend / family member”



“Program offered by an outdoor retailer”



“Books / Magazines”



“Program offered by a state wildlife agency”



“YouTube videos”



“Membership in a non-profit organization that is specific to this activity”



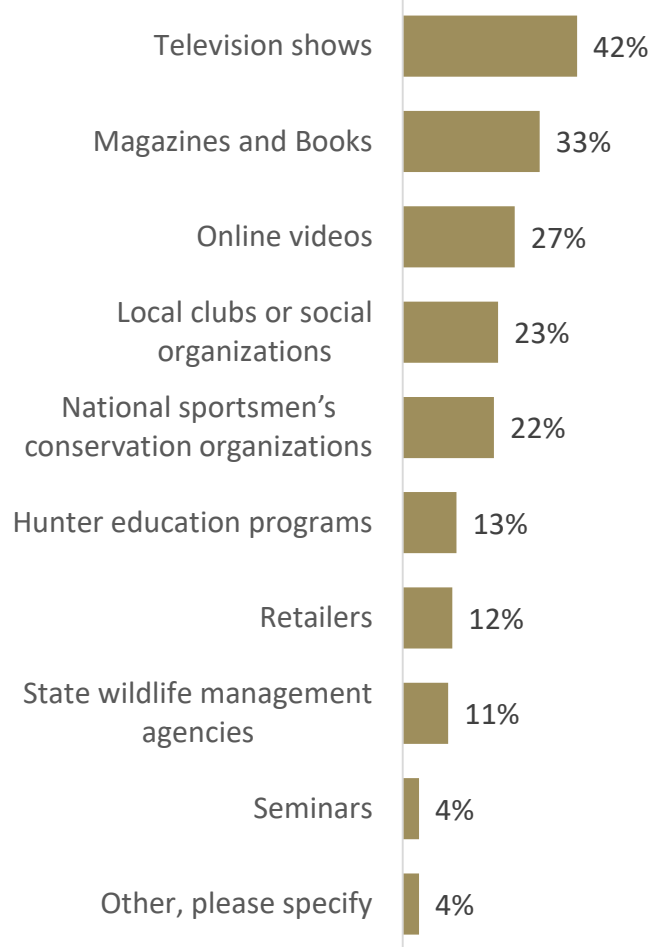
“Online forums / blogs”

54% of hunters and 46% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active shooters to invite friends will help more people engage in the sport.

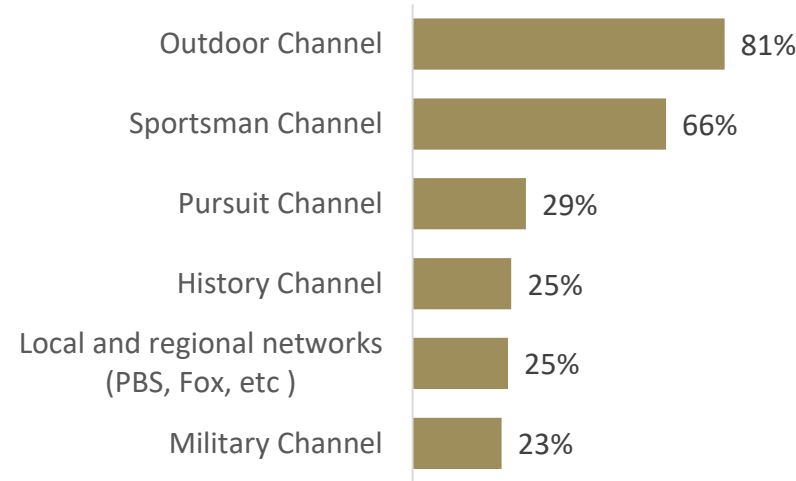
MOST INFLUENTIAL SOURCES FOR TRADITIONAL CENTERFIRE RIFLE

These hunters and shooters can be reached and influenced primarily through television and print.

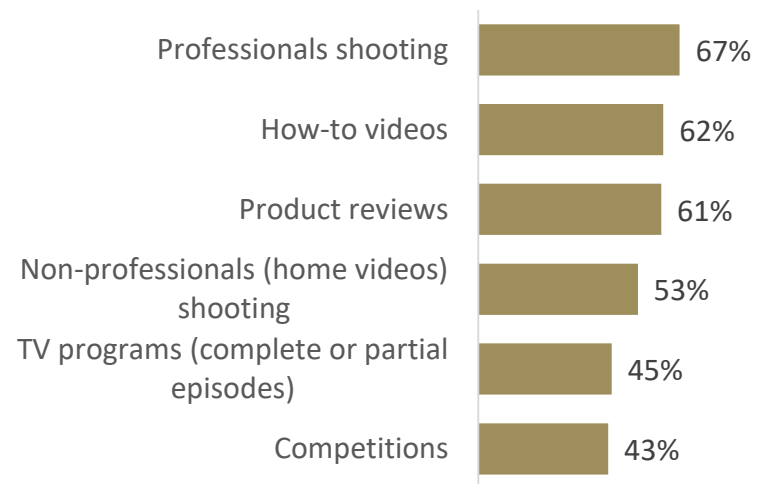
TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=3,166); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=843). What channel did you watch shooting, hunting and fishing programs on? (N=1,311).



18 Traditional Rimfire Rifle Target Shooting

*A look at how to help those interested,
but have not tried the sport.*

OVERVIEW – Moving People Into Traditional Rimfire Rifle

In general, hunters that are interested in trying target shooting with a traditional centerfire rifle are very experienced in using rifles. 38% of these hunters used a rifle to hunt for the first time and 89% of them have hunted with a traditional rifle in the past three years.

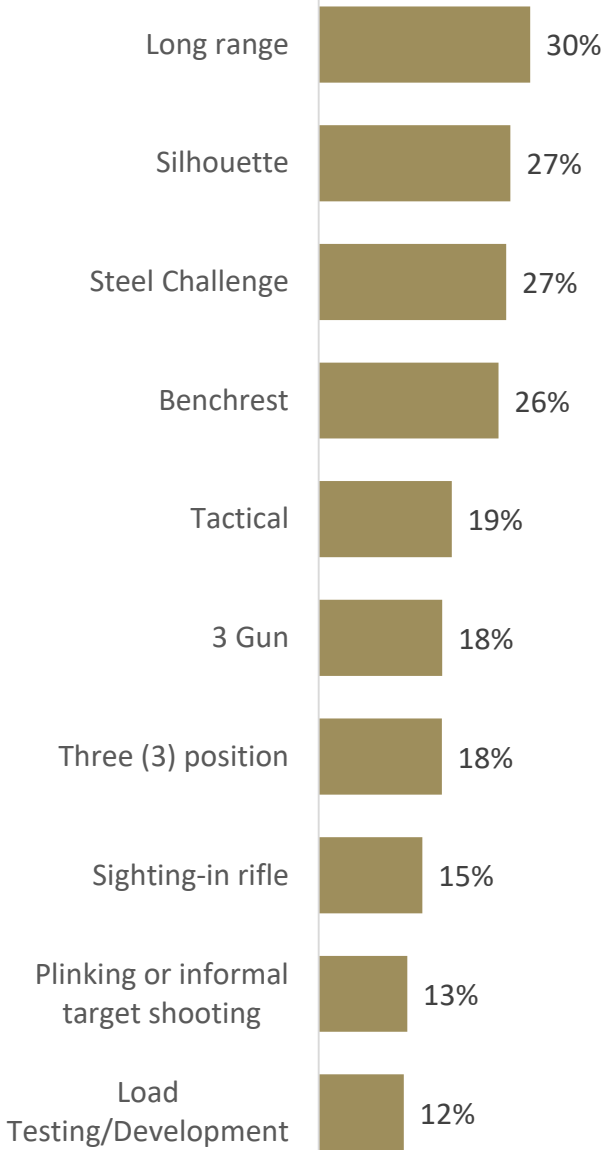
Many shooters want to return to the sport. Thirty-eight percent started with a traditional rimfire rifle and 60% of them went plinking with one in the past three years.

Not having access to a shooting range or access to a traditional centerfire rifle and not having enough time appears to be common problems for those who want to try or return to the sport. Not having anyone to go with and not knowing how to get started are also issues for some. Creating group shooting events and offering rental opportunities may inspire them to get to the range to shoot one.

Hunters and shooters say that receiving an invitation from a friend or joining a local shooting range would motivate them the most to try or get back into target shooting with a traditional centerfire rifle. Local ranges have an opportunity to generate more awareness via television, magazines and newsletters. In addition, programs hosted by state agencies and outdoor retailers can also inspire them to engage in the sport.

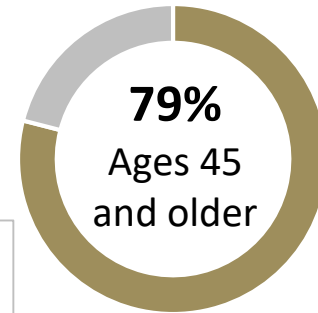
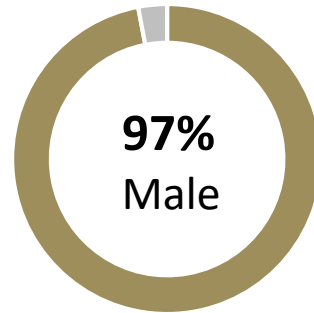


Activities they want to do with a rifle

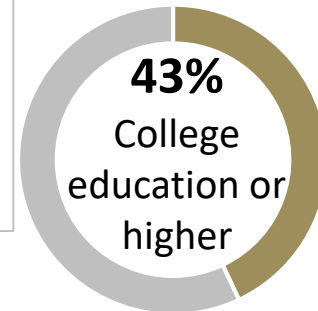
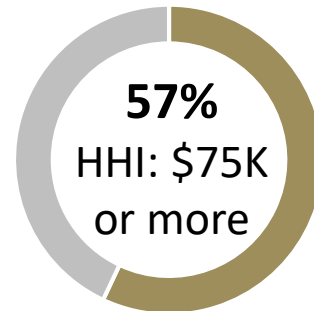


N=2,983

Key Demographics

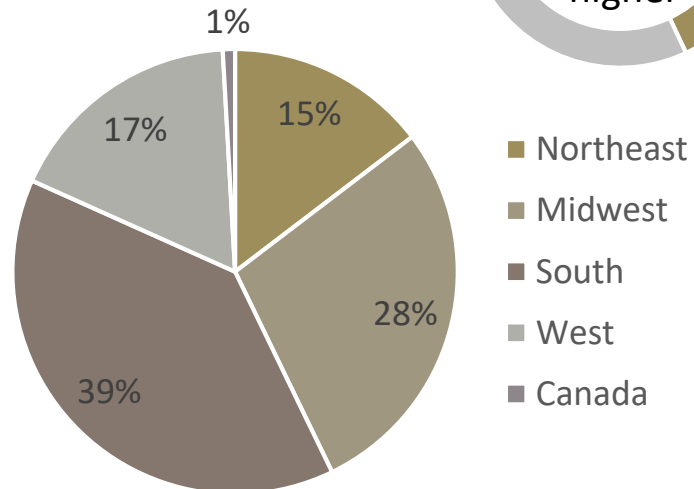


Avg. Age: 55



Of current hunters & target shooters who do not shoot traditional rimfire rifle but want to, most are male, middle-aged, affluent and/or educated. They are more likely to live in the Midwest and in the South.

Region



MOVING HUNTERS INTO TRADITIONAL RIMFIRE RIFLE



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY / RETURN TO TRADITIONAL RIMFIRE RIFLE)



87%

Deer



59%

Turkey



57%

Small Game



52%

Upland Game



44%

Predators



33%

Waterfowl



22%

Wild Hog



17%

Elk



17%

Bear



9%

Other Big
Game

36% of these hunters used a traditional rifle (centerfire or rimfire) to hunt for the first time and 89% of them are currently hunting with a traditional rifle (centerfire or rimfire). Roughly two thirds (61%) say their father introduced them and 54% of them targeted small game on their first hunt. Only 6% haven't tried hunting other species. For those that did, it took between two to five years for 40% of them and only one season for 27% of them.

MOVING TARGET SHOOTERS TO TRADITIONAL RIMFIRE RIFLE



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY / RETURN TO TRADITIONAL RIMFIRE RIFLE)

Plinking / Informal Target Shooting 89%

Sighting-in 73%

Sporting Clays with a Shotgun 37%

Pattern Shotgun 36%

Trap with a Shotgun 32%

Skeet with a Shotgun 32%

Teaching / Informative 32%

Long Range with a Traditional
Centerfire Rifle 29%

Benchrest with a traditional
centerfire rifle 27%

Target Shooting w/ Traditional
or Compound Bow 26%

Load Testing 26%



Two-thirds (64%) of shooters say their father introduced them to the sport and only 12% were introduced by a friend. They are diverse as 80% started with plinking and then within two to five years, 32% of shooters tried a new activity and 25% branched out within a year. Many of them want to get back into shooting a traditional rimfire rifle. Thirty-eight percent started with a traditional rimfire rifle and 60% of those that went plinking shot one in the past three years.

Q: What shooting activities are you participating in now? Within the past three years. (N=2,565). Who took you shooting for the first time? (N=2,951). What type of firearm did you use when you first shot? (N=2,983). How long did you participate in your first shooting activity before trying something else? (N=2,983)

PATHS TO TRADITIONAL RIMFIRE RIFLE



REASONS WHY THEY HAVEN'T TRIED SHOOTING A TRADITIONAL RIMFIRE RIFLE



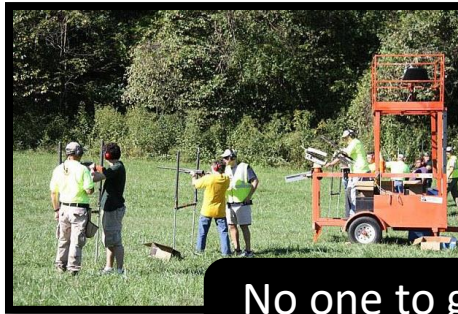
35% say
“there is not
enough time.”

No time



28% say “they
don’t own or have
access to
equipment.”

No access to
a rifle



18% say “they
don’t have
anyone to go
with.”

No one to go
with



10% reported
“these activities
are not offered
at my ranges in
my area.”

Not available

Not having enough time or access to a traditional rimfire rifle are preventing hunters and target shooters from shooting one for the first time at a range. Not having access to a range that offers the activities they are interested in (long range, silhouette and steel challenge) and not having anyone to go with are also issues for some. Offering rental opportunities and promoting group events as well as overall benefits of spending more time outdoors may inspire them.

REASONS WHY THEY HAVEN'T RETURNED TO SHOOTING A TRADITIONAL RIMFIRE RIFLE



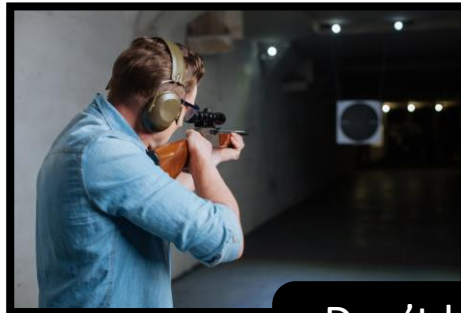
47% say
“there is not
enough time.”

No time



29% say “these
activities are not
offered at ranges in
my area.”

Not available



21% say “they
don’t know how
to start.”

Don’t know
how

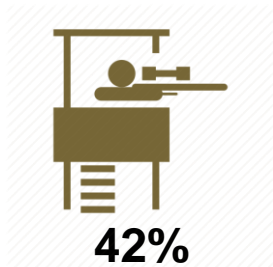


20% reported
“they don’t
have anyone to
go with.”

No one to go
with

Not having enough time and finding a shooting range that offers the activities (Long range, steel challenge) that they are interested in are preventing a significant amount of hunters and shooters from returning to traditional rimfire rifle. Not knowing how to get started and not having anyone to go shooting with are challenges as well. Promoting the convenience, offering more close-to-home activities may encourage them to return to the sport.

HOW TO HELP THEM TRY / RETURN TO TRADITIONAL RIMFIRE RIFLE



42%
“Join a local
range”



32%
“An invitation from a
friend / family
member”



27%
“Program
offered by an
outdoor retailer”



27%
“Books /
Magazines”



26%
“Program offered
by a state wildlife
agency”



24%
“YouTube
videos”



19%
“Membership in a
non-profit
organization that is
specific to this activity



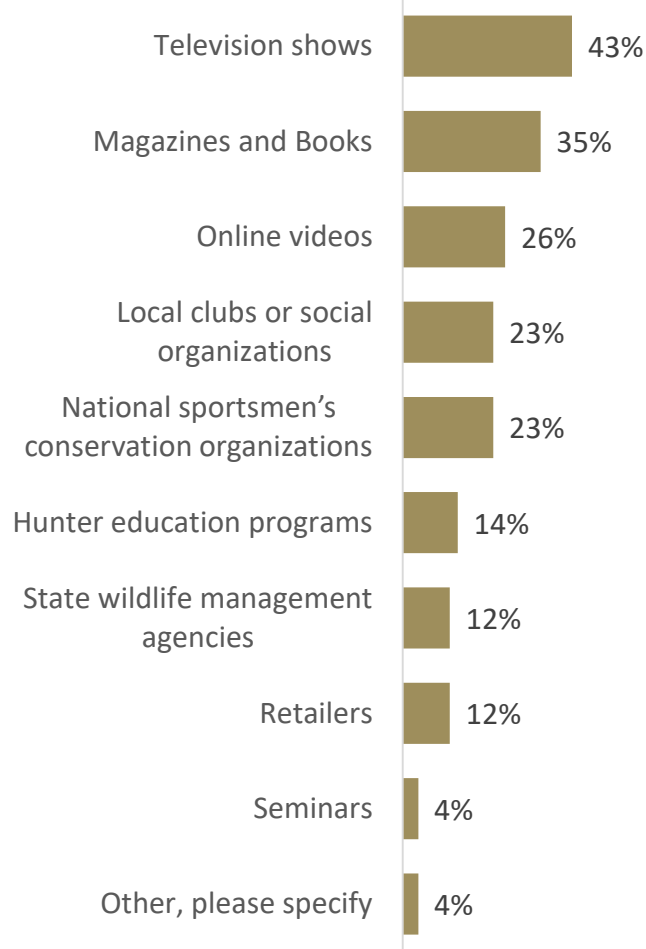
13%
“Online forums /
blogs”

54% of hunters and 45% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active shooters to invite friends will help more people engage in the sport.

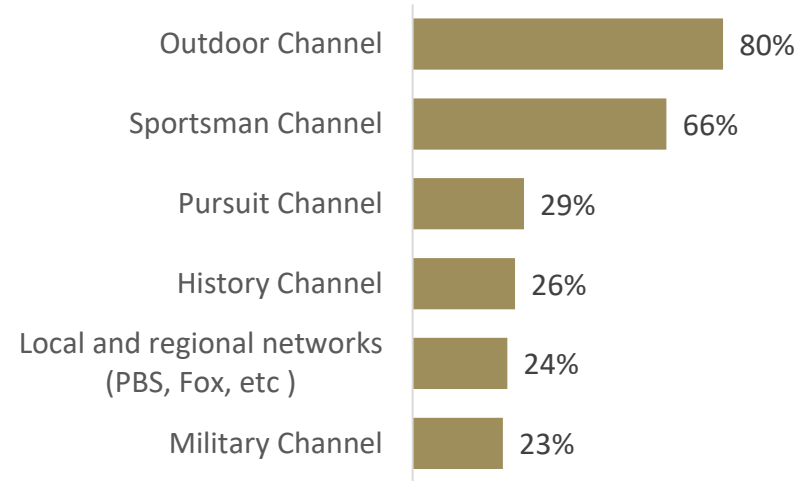
MOST INFLUENTIAL SOURCES FOR TRADITIONAL RIMFIRE RIFLE

These hunters and shooters can be reached and influenced primarily through television and print.

TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=2,530); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=651). What channel did you watch shooting, hunting and fishing programs on? (N=1,092).



19 Traditional or Compound Bow Target Shooting

A look at how to help those interested, but have not tried the sport.

OVERVIEW – Moving People Into Traditional or Compound Bow

Among those who are interested in the sport, there are a fair amount experienced with a traditional or compound bow. 57% of hunters are currently using a traditional or compound bow to hunt and 40% of target shooters have used one at the shooting range in the past three years.

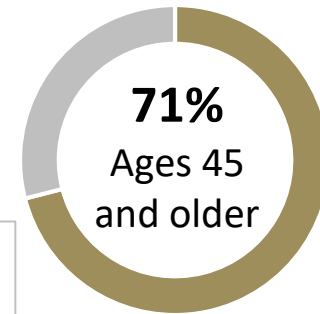
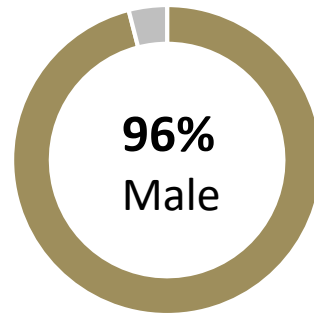
Both hunters and shooters are involved in different activities and are very much influenced by their friends. Over half of them took up another activity within five years of their first shooting / hunting experience. Although they desire to shoot bow, time and having access to a traditional or compound bow prevents them from getting involved. In addition, 17% say they don't know how to get started and 12% don't have anyone to go with.

Joining a local range, receiving an invitation from a friend and participating in an archery program that was offered by an outdoor retailer or state agency would be most helpful in trying out the sport. With not having access to a bow, having the ability to rent one or just try one out through an event or an educational program may inspire them to buy the equipment they need to get involved.

These hunters and shooters can be reached through multiple channels, primarily through television, magazines and online videos. They seek content on how to get started, stories / coverage of both professionals and non-professionals shooting a traditional or compound bow. This, in addition to word-of-mouth and promotional events, will make it easier for them to try archery.

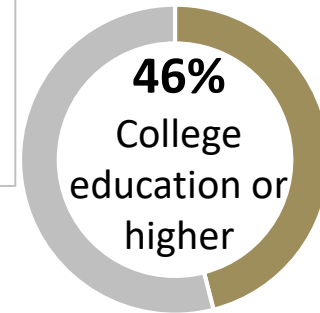
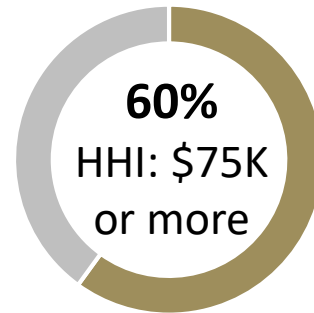


Key Demographics

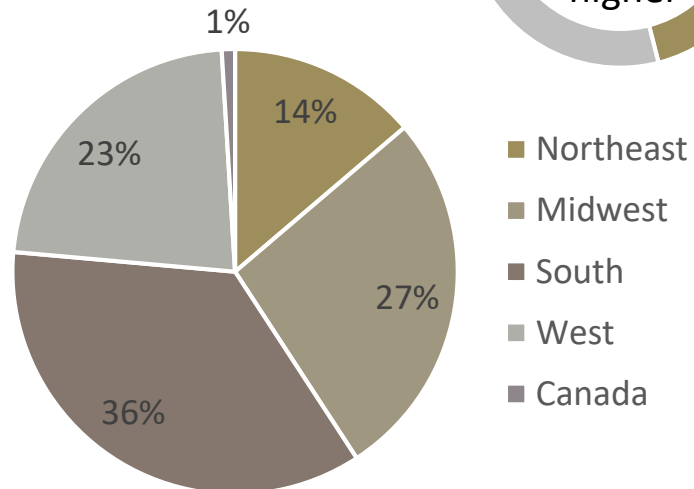


Of current hunters & target shooters who want to shoot a traditional or compound bow, most are male, middle-aged, affluent and/or educated. They are less likely to live in the Northeast.

Avg. Age: 52



Region



MOVING HUNTERS INTO TRADITIONAL OR COMPOUND BOW



What Do They Currently Hunt?

(THOSE WHO WANT TO TRY TRADITIONAL OR COMPOUND BOW)



89%

Deer



63%

Turkey



55%

Small Game



53%

Upland Game



42%

Predators



35%

Waterfowl



23%

Elk



22%

Wild Hog



18%

Bear



11%

Other Big
Game

Roughly 4% used either a traditional or compound bow on their first hunt and 57% are currently using either a traditional or compound bow to hunt. Two-thirds say their father introduced them and 51% of them went small game hunting. Only 4% haven't tried hunting other species. For those that did, it took between two to five years for 41% of them and only one season for 29% of them.

MOVING TARGET SHOOTERS TO TRADITIONAL OR COMPOUND BOW



What Types of Shooting They Currently Do? (THOSE WHO WANT TO TRY TRADITIONAL OR COMPOUND BOW)

Plinking / Informal Target Shooting 88%

Sighting-in 75%

Target Shooting with a Traditional
or Compound Bow 40%

Sporting Clays with a Shotgun 40%

Pattern Shotgun 38%

Teaching / Informative 34%

Trap with a Shotgun 33%

Skeet with a Shotgun 33%

Benchrest with a traditional
centerfire rifle 29%

Long range with a traditional
centerfire rifle 29%

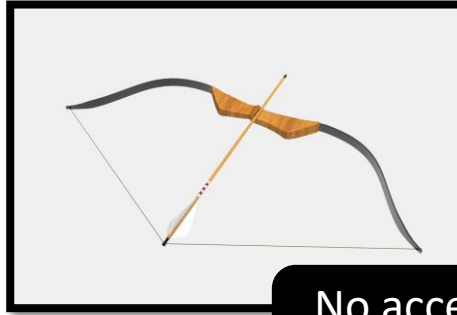


Two-thirds (64%) of shooters say their father introduced them to the sport and only 12% were introduced by a friend. Eighty percent started with plinking and then within two to five years, 32% of shooters tried a new activity and 27% branched out within a year. Less than one percent started off shooting with a compound or traditional bow, but 40% have gone target shooting with a traditional or compound bow in the past three years. Two thirds of them are more likely to shoot a traditional rifle or semi-automatic handgun.

PATHS TO TRADITIONAL OR COMPOUND BOW



REASONS WHY THEY HAVEN'T TRIED SHOOTING A TRADITIONAL OR COMPOUND BOW



35% say “they don’t own or have access to equipment.”

No access to
a bow



21% say “there is not enough time.”

No time



17% say “they don’t know how to get started.”

Don’t know
how



12% reported “they don’t have anyone to go with.”

No one to go
with

Not having enough time or access to a traditional rimfire rifle are preventing hunters and target shooters from shooting one for the first time at a range. Not having access to a range that offers the activities they are interested in (long range, silhouette and steel challenge) and not having anyone to go with are also issues for some.

HOW TO HELP THEM TRY TRADITIONAL OR COMPOUND BOW



39%

“Join a local range”



37%

“An invitation from a friend / family member”



26%

“Program offered by an outdoor retailer”



26%

“Program offered by a state wildlife agency”



24%

“Books / Magazines”



23%

“YouTube videos”



20%

“Membership in a non-profit organization that is specific to this activity”



13%

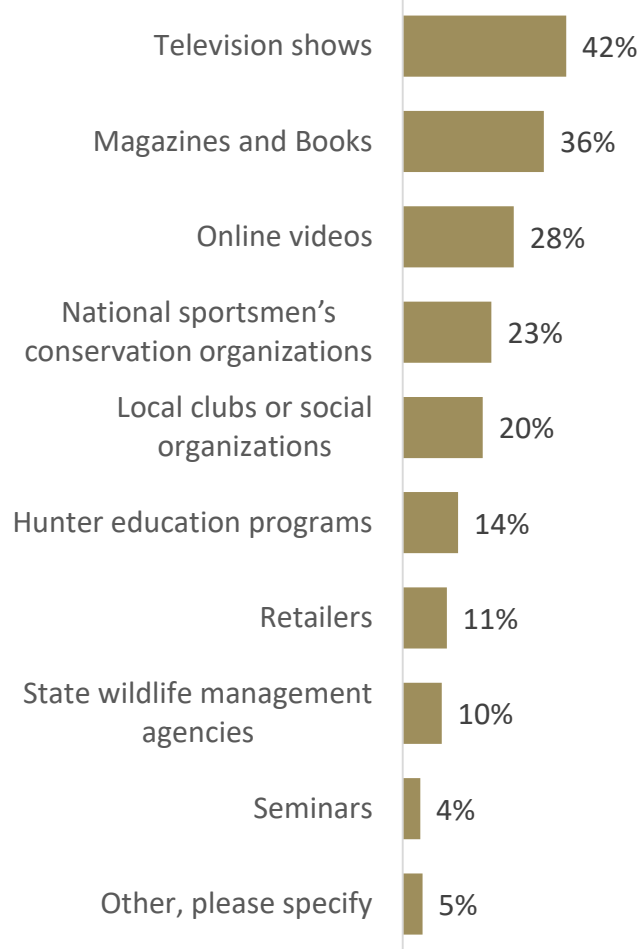
“Online forums / blogs”

55% of hunters and 46% of shooters say “friends” are the greatest influence in trying new types of hunting and shooting activities. Generating awareness through local ranges, providing programs hosted by outdoor retailers and state wildlife agencies and encouraging active shooters to invite friends will help more people engage in the sport.

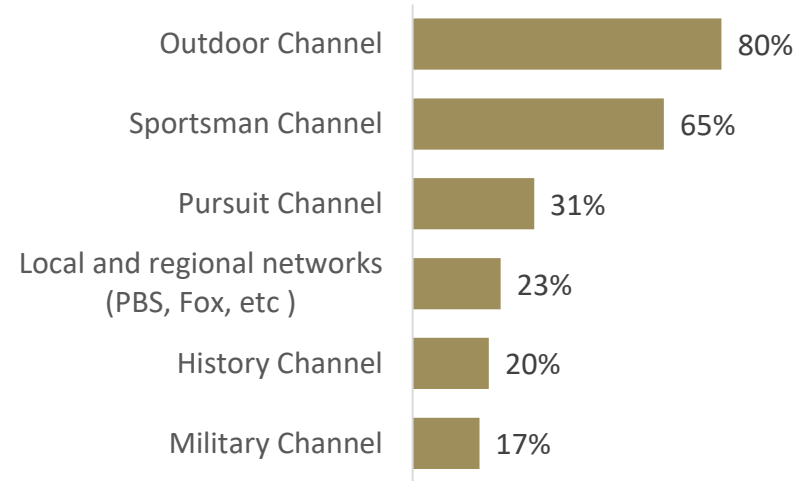
MOST INFLUENTIAL SOURCES FOR TRADITIONAL OR COMPOUND BOW

These hunters and shooters can be reached and influenced primarily through television and print.

TOP SOURCES



TOP TV CHANNELS



TOP ONLINE VIDEOS



Q: 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? (N=2,472); Which type of online videos have you viewed with respect to influencing you to try different types of shooting? (N=696). What channel did you watch shooting, hunting and fishing programs on? (N=1,019).

Authors / Contributors

Southwick Associates, Inc.

Southwick Associates is a market research, statistics and economics firm specializing in the outdoor recreation markets. For more than 25 years, Southwick Associates has delivered comprehensive insights that have advanced strategic decisions across the entire outdoor community; from resource agencies, industry associations and non-profit organizations to utilities and outdoor manufacturers and businesses. We find solutions to problems others cannot solve. For more information and solutions, contact Nancy Bacon, Vice President, at Nancy@SouthwickAssociates.com.

National Shooting Sports Foundation

The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 12,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, visit www.nssf.org/research.

