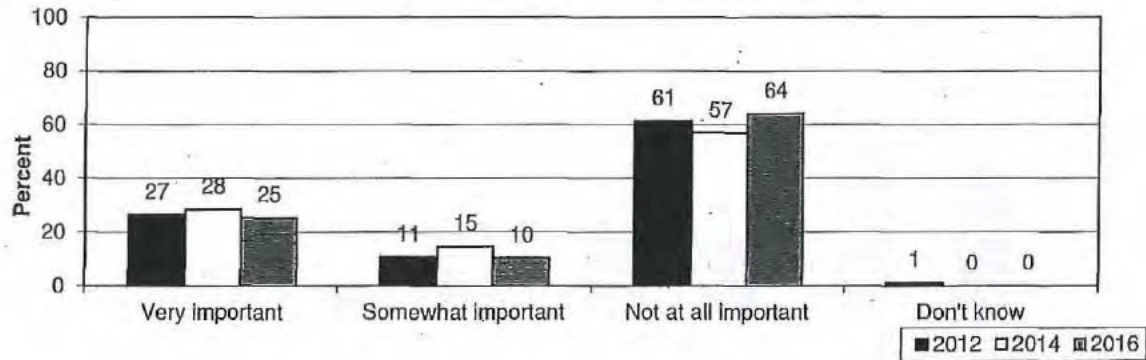
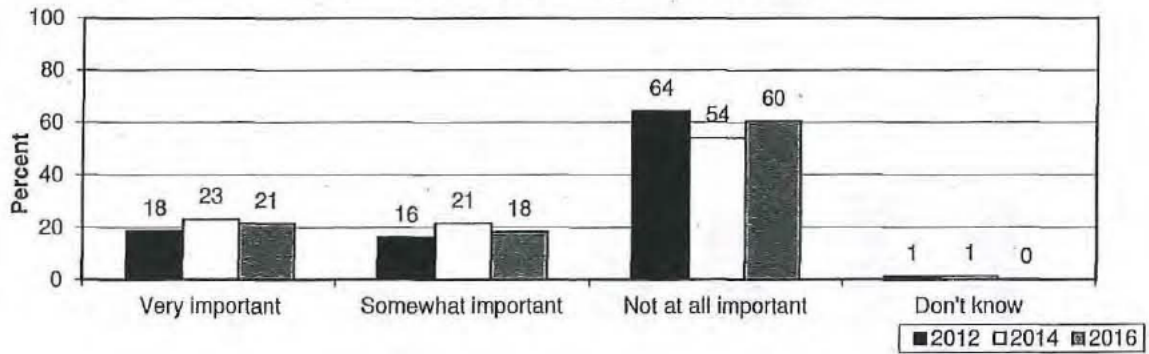


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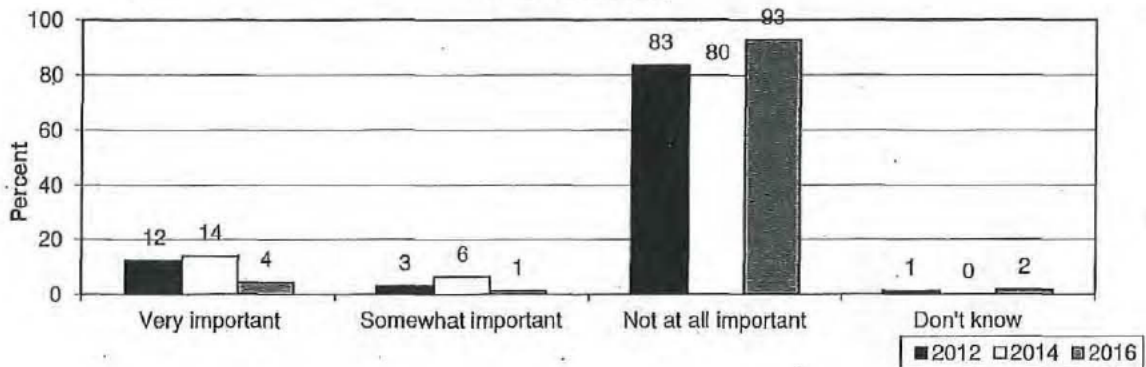
How important is to practice or prepare for hunting as a reason to go target shooting? (Among new shooters.)



How important is mentoring a new target shooter as a reason to go target shooting? (Among new shooters.)

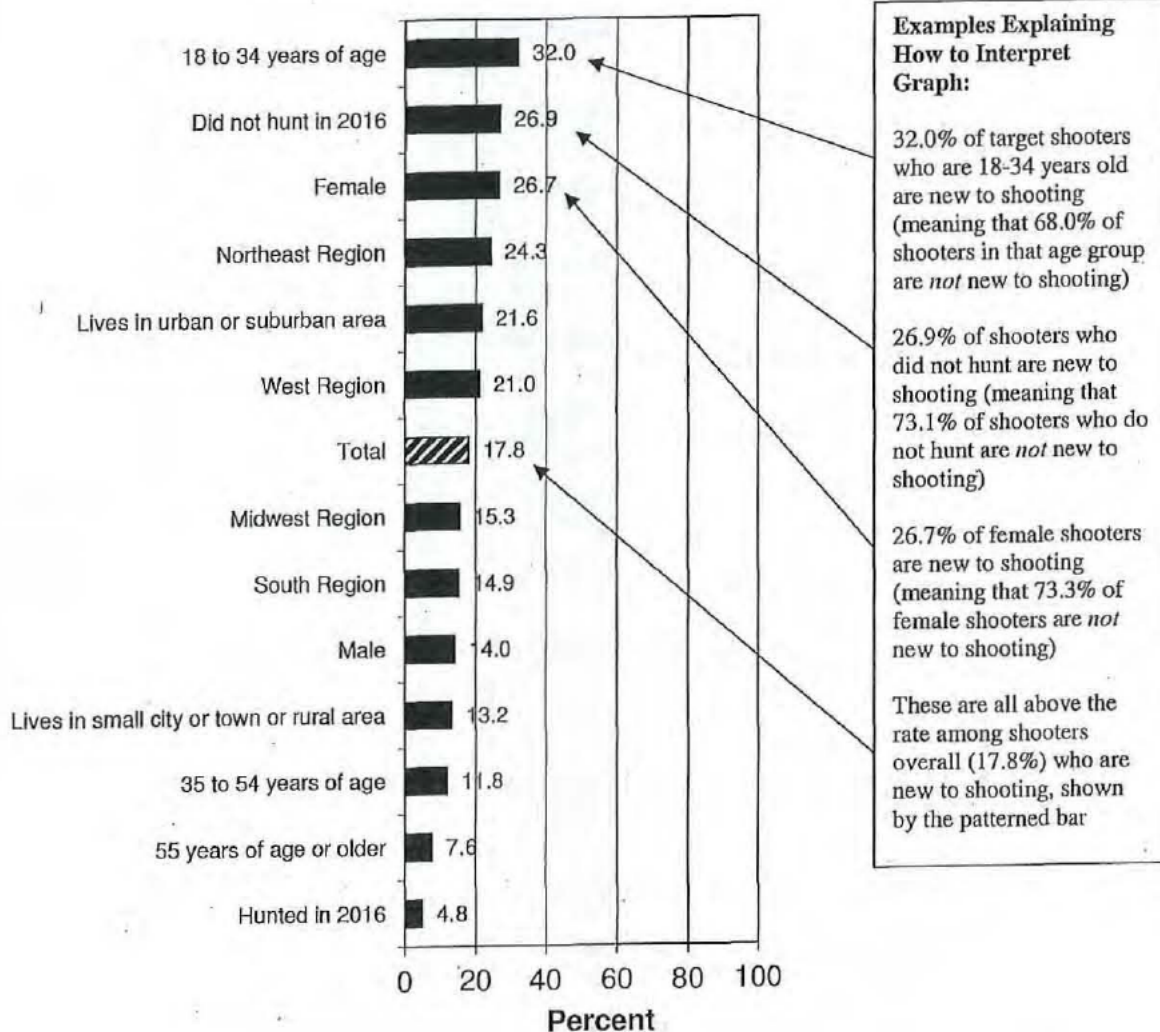


How important is your job as a reason to go target shooting? (Among new shooters.)

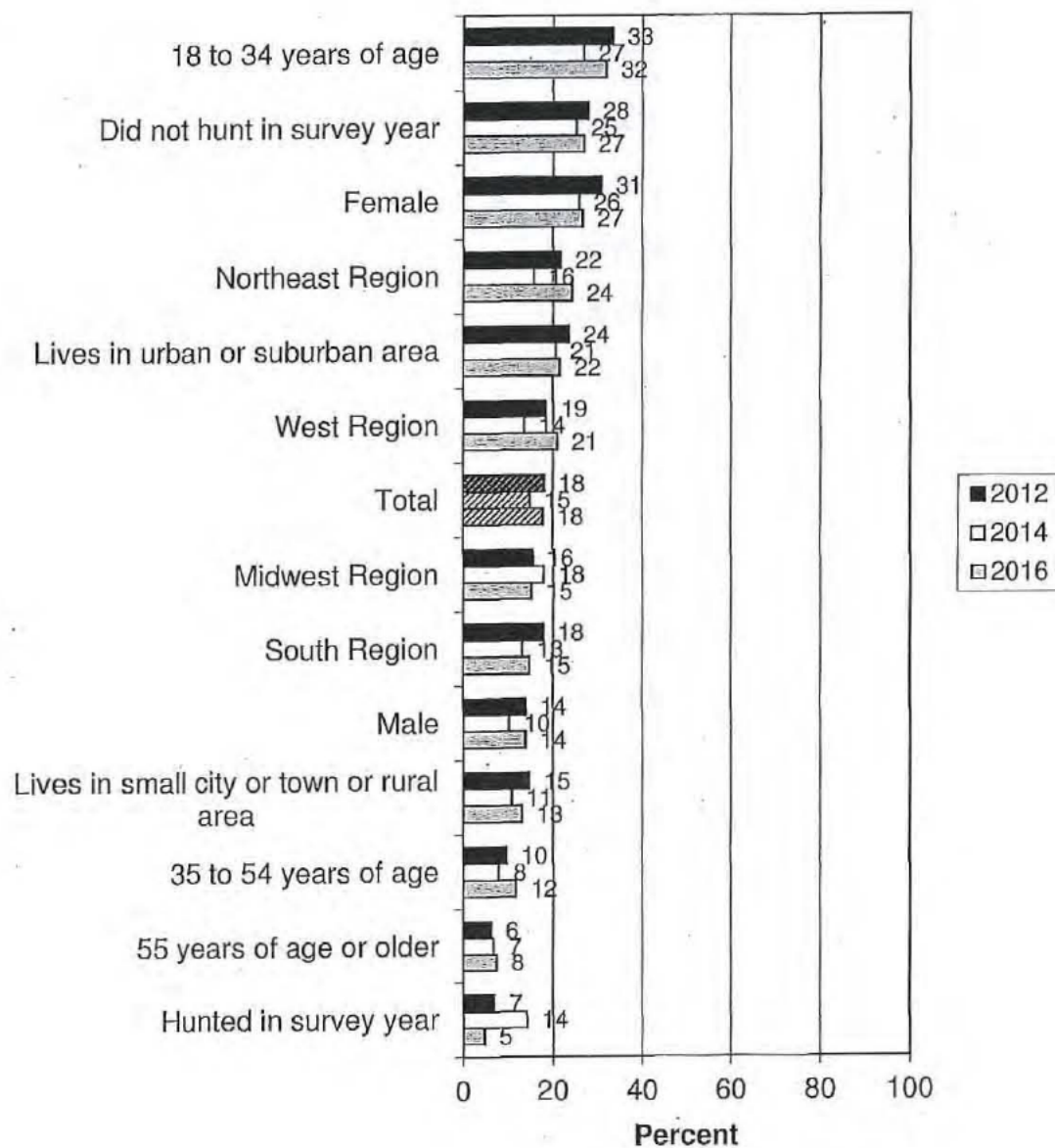


The penultimate graph in this section shows many demographic characteristics on a single graph; a trend of this graph is the final graph in this section.

Among shooters, the percent of each of the following groups who are new shooters:



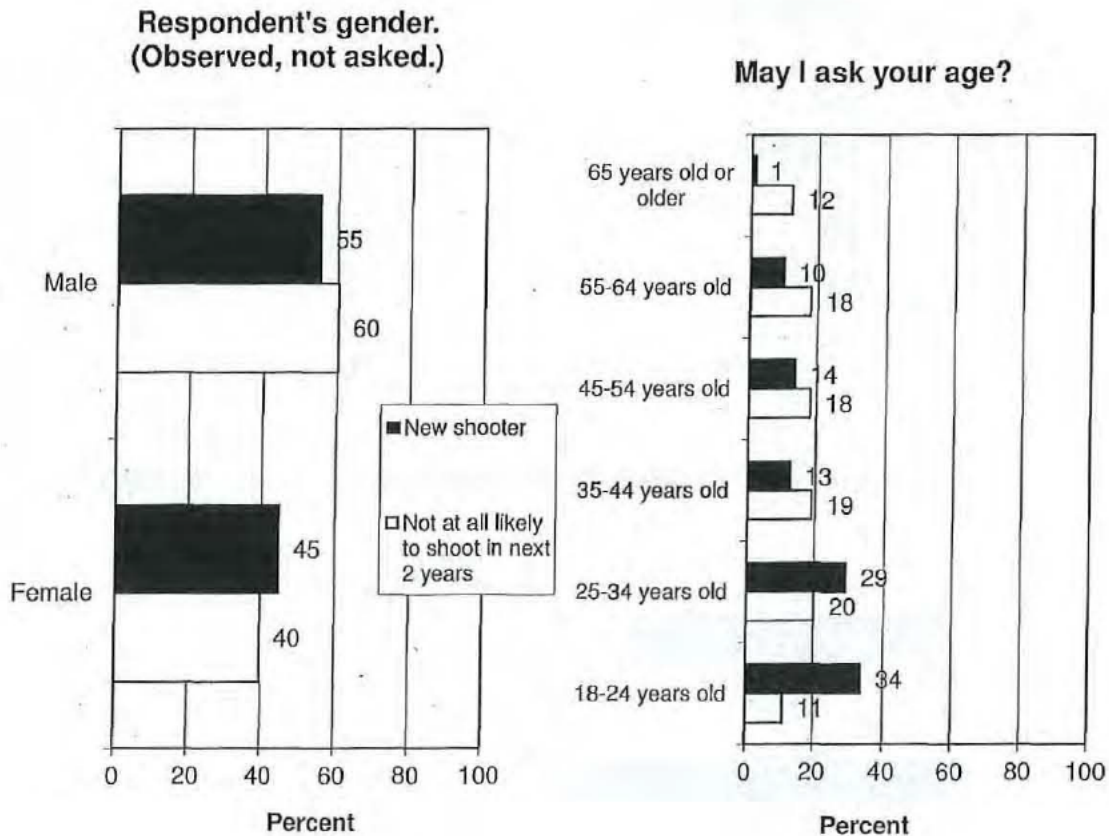
Among shooters, the percent of each of the following groups who are new shooters:



CHARACTERISTICS OF THOSE LEAVING THE SHOOTING SPORTS

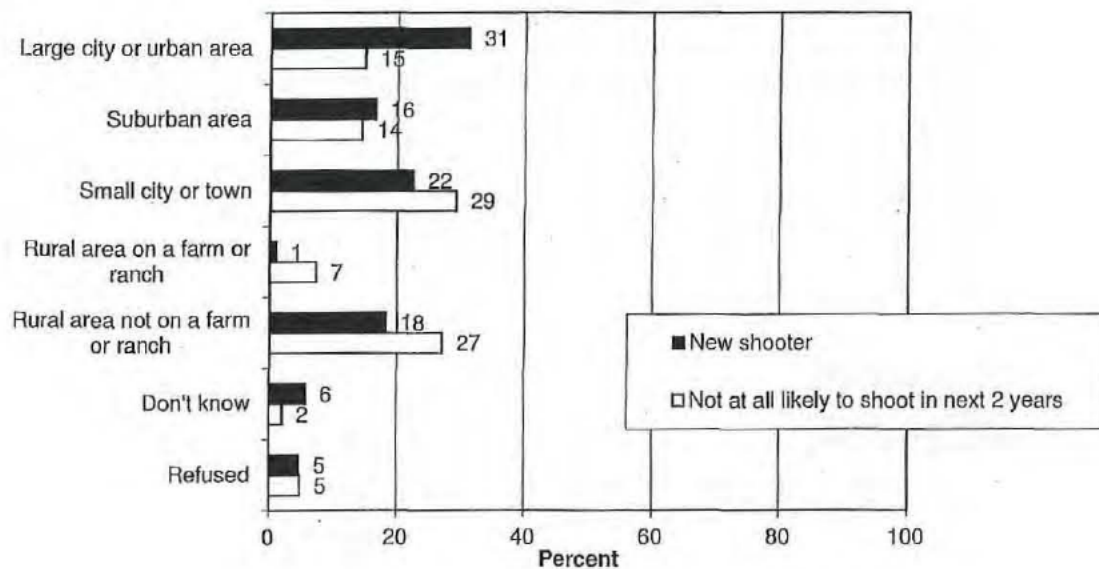
As a proxy for those leaving the shooting sports, the analysis used those who had shot in 2016 but in the survey said that they were not likely to go shooting in the next 2 years. The demographic characteristics of these people were then compared to those of new shooters (discussed previously). The data demonstrate that those leaving the sport are *not* the same as those coming into it (answering the question of whether many of those who came into the sport in the past few years had simply tried it, had not enjoyed it, and were now leaving it).

For ease of wording, those who are deemed to be leaving the sport for this analysis will be referred to as lapsers. Compared to new shooters, lapsers are more likely to be male: 55% of new shooters are male, while 60% of lapsers are male. This difference, however, is slight. A more striking difference is in age: lapsers are much older in general than new shooters.

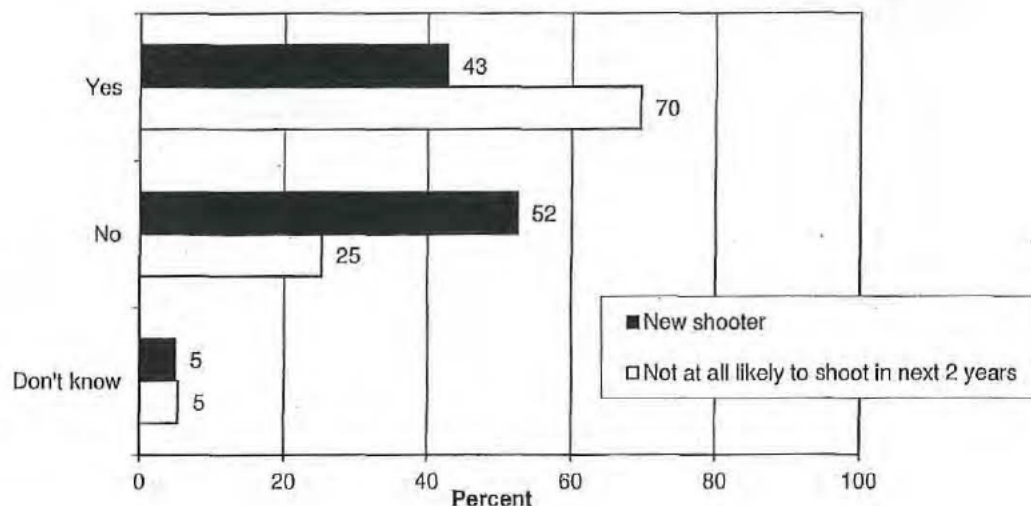


Additionally, the differences are also marked regarding residency: lapsers are more likely than new shooters to come from a small city or town or a rural area. Finally, lapsers are more likely than new shooters to have grown up in a family with firearms. It would appear that a large portion of lapsers are older established shooters.

Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



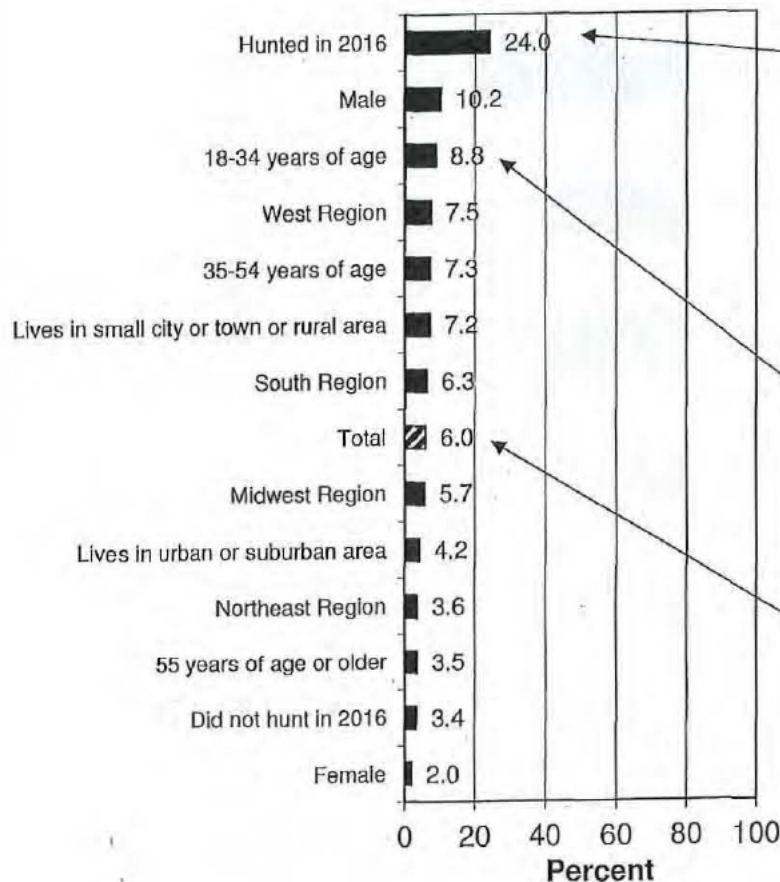
When you were growing up, did your family own any firearms?



DEMOGRAPHIC CHARACTERISTICS OF MODERN SPORTING RIFLE SHOOTERS

The analyses explored the demographic makeup of those who shoot with a modern sporting rifle. This analysis shows that hunting participation is positively correlated with shooting a modern sporting rifle (although this does not mean the modern sporting rifle was used for hunting; it may have been, but not necessarily). In addition, positive correlations were found with being male, being 18-54 years old, and being from the West Region. The groups with participation rates in shooting a modern sporting rifle that are higher than the rate of such use overall are at the top of the graph, above the percentage of U.S. residents overall who used a modern sporting rifle (6.0%, shown by the patterned bar).

Percent of each of the following groups who participated in target shooting with a modern sporting rifle in 2016:



Examples Explaining How to Interpret Graph:

24.0% of those who hunted in 2016 also target shot with a modern sporting rifle (meaning that 76.0% of those who hunted in 2016 did *not* target shoot with a modern sporting rifle) (note that these respondents did not necessarily use their modern sporting rifle for hunting)

8.8% of U.S. residents 18-34 years old target shot with a modern sporting rifle (meaning that 91.2% of residents in that age group did not use a modern sporting rifle)

These are all above the rate among U.S. residents overall (6.0%) who target shot with a modern sporting rifle, shown by the patterned bar

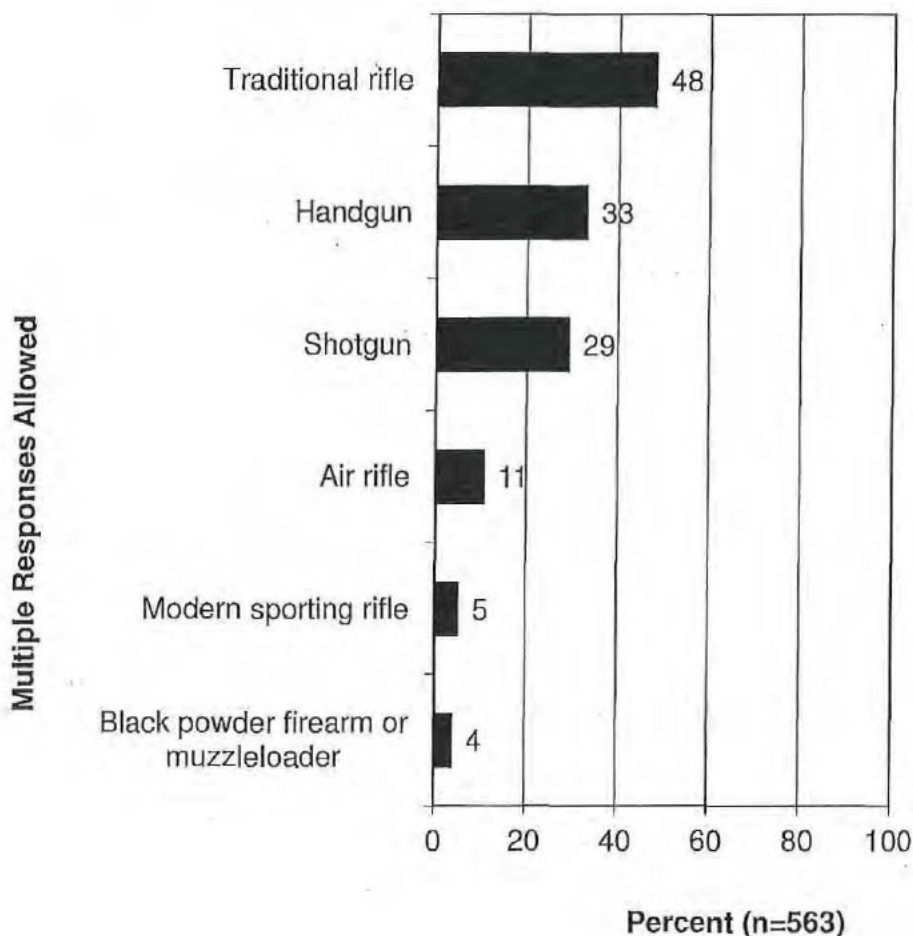
TRADITIONAL AND NON-TRADITIONAL PATHWAYS TO SPORT SHOOTING

This section looks at the non-traditional path in several ways, including a look at initiation into the sport and then how growing up with a firearm affects shooting participation (this latter section matches the previous report). This section then looks at non-traditional shooters defined by several variables and explores the non-traditional path.

Initiation Into Target/Sport Shooting

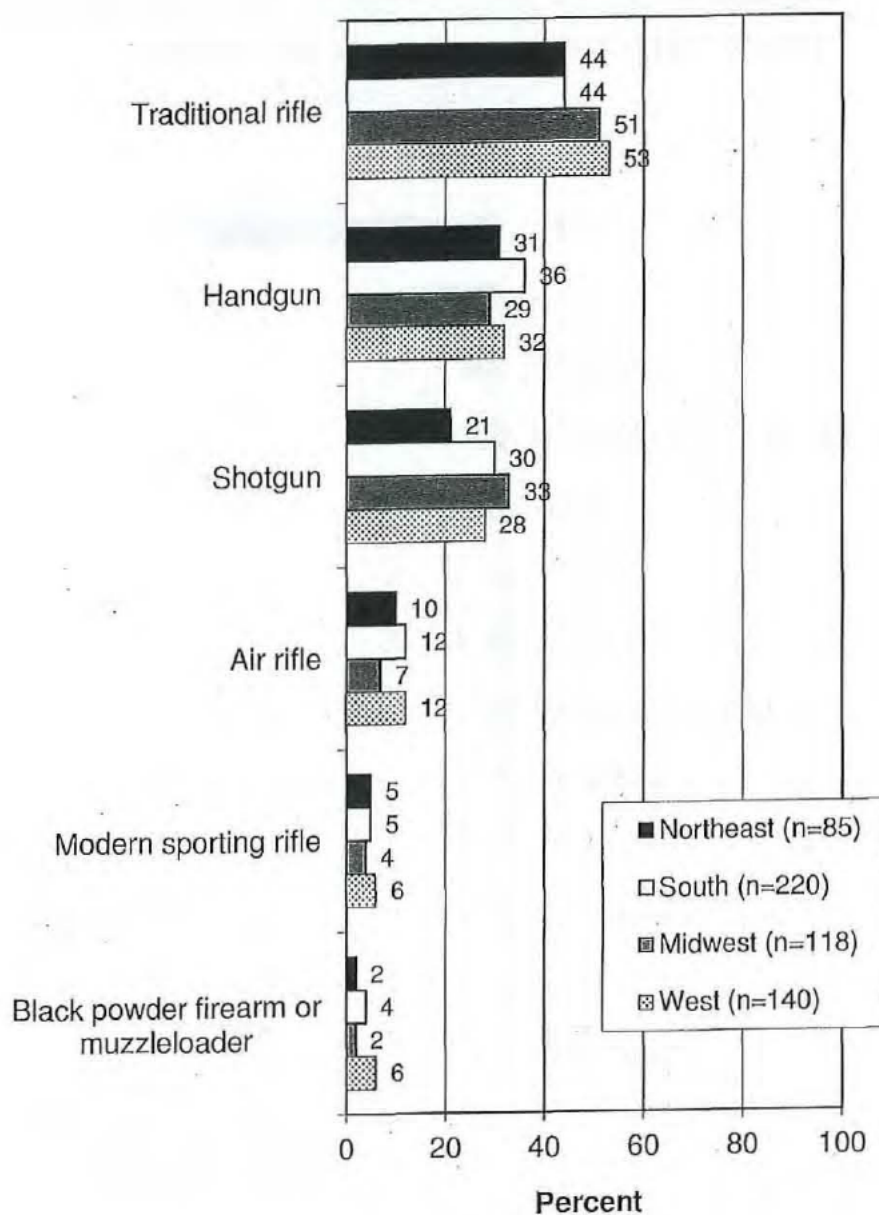
Those who target or sport shot in 2016 were asked about the firearms they used when they first learned how to target shoot. Traditional rifles lead the way (about half used them when learning), with handguns and shotguns next (each at about a third).

Which of the following firearms did you use when you first learned how to target shoot? (Asked of those who went target or sport shooting in 2016.)



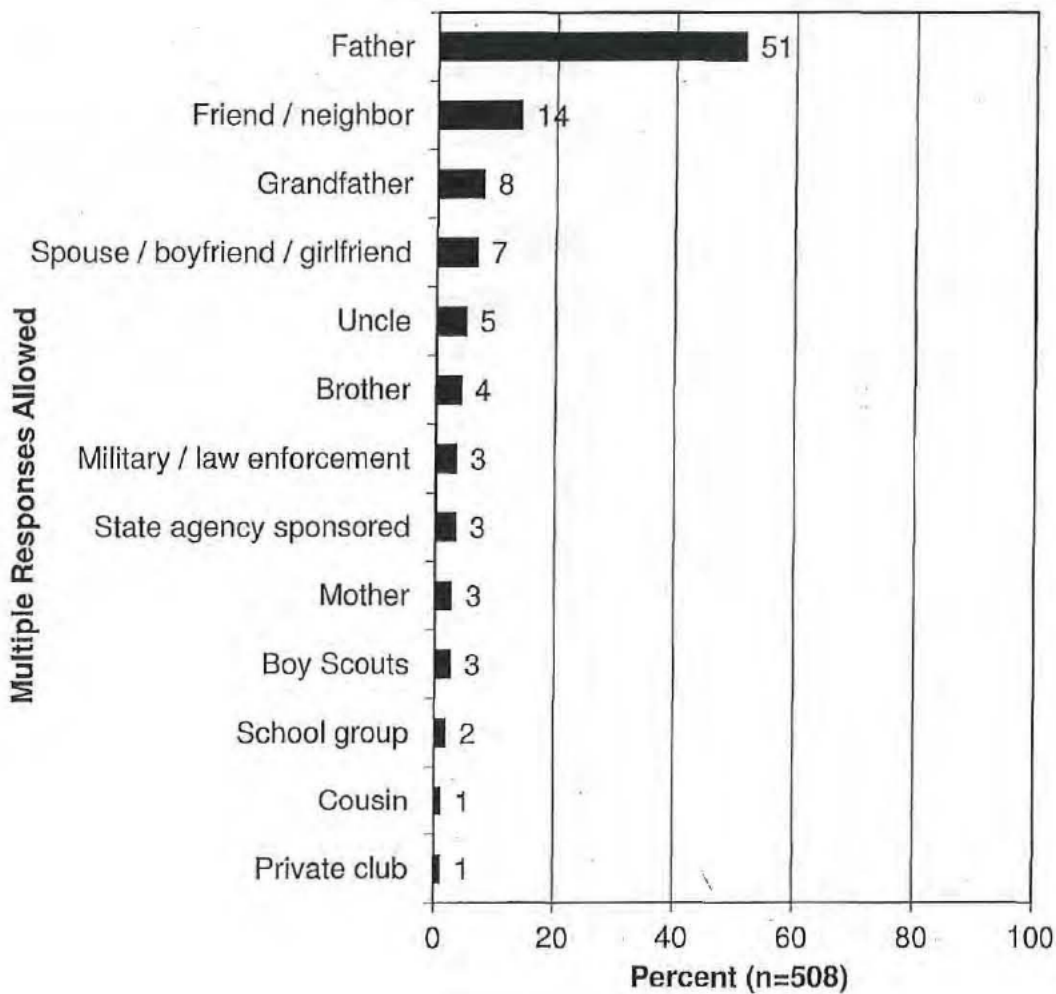
**Which of the following firearms did you use when you first learned how to target shoot?
(Asked of those who went target shooting in 2016.)**

Multiple Responses Allowed

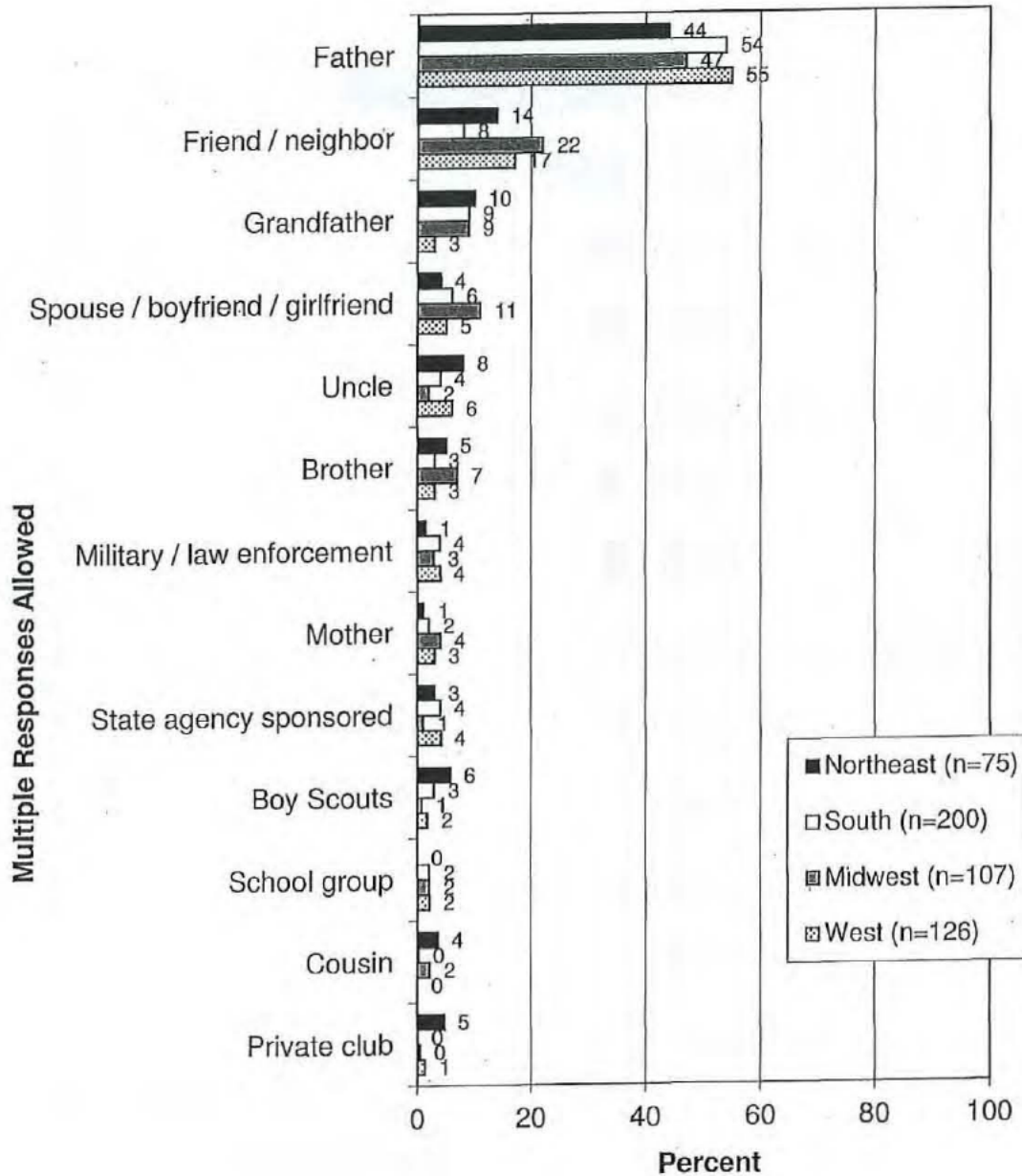


Target/sport shooters most commonly were taught to shoot by their father (51%), far exceeding any other person or entity. Friends/neighbors taught 14%. The full results are shown in the graph; note that male family members are prominent throughout. (Note that this graph excludes those who indicated that nobody had taught them.) Another graph shows the person who first took respondents shooting, again with father being the top response (this includes those who were self-taught and were not asked the first question).

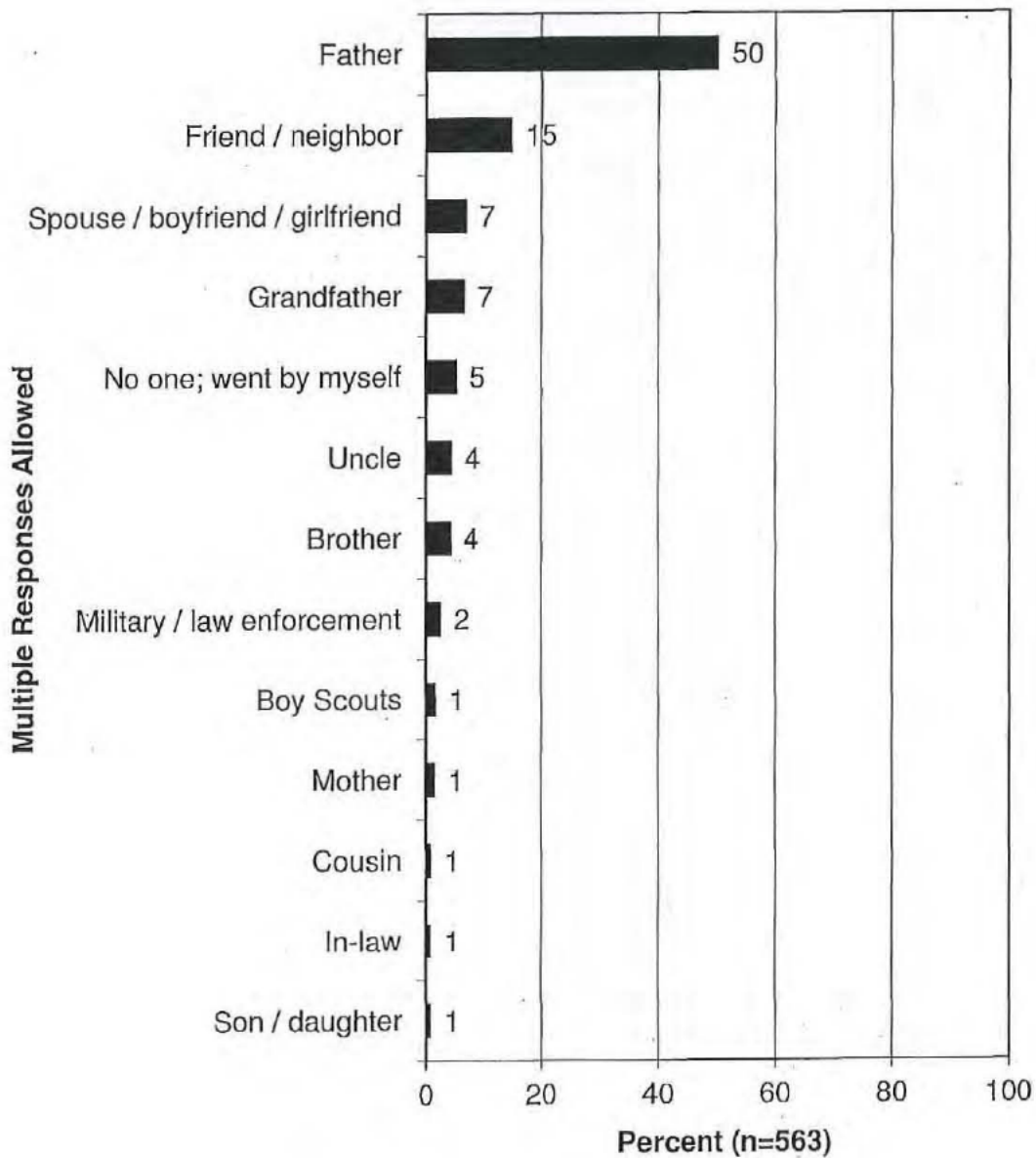
Who or which group taught you? (Asked of those who had a person or group teach them how to shoot.)



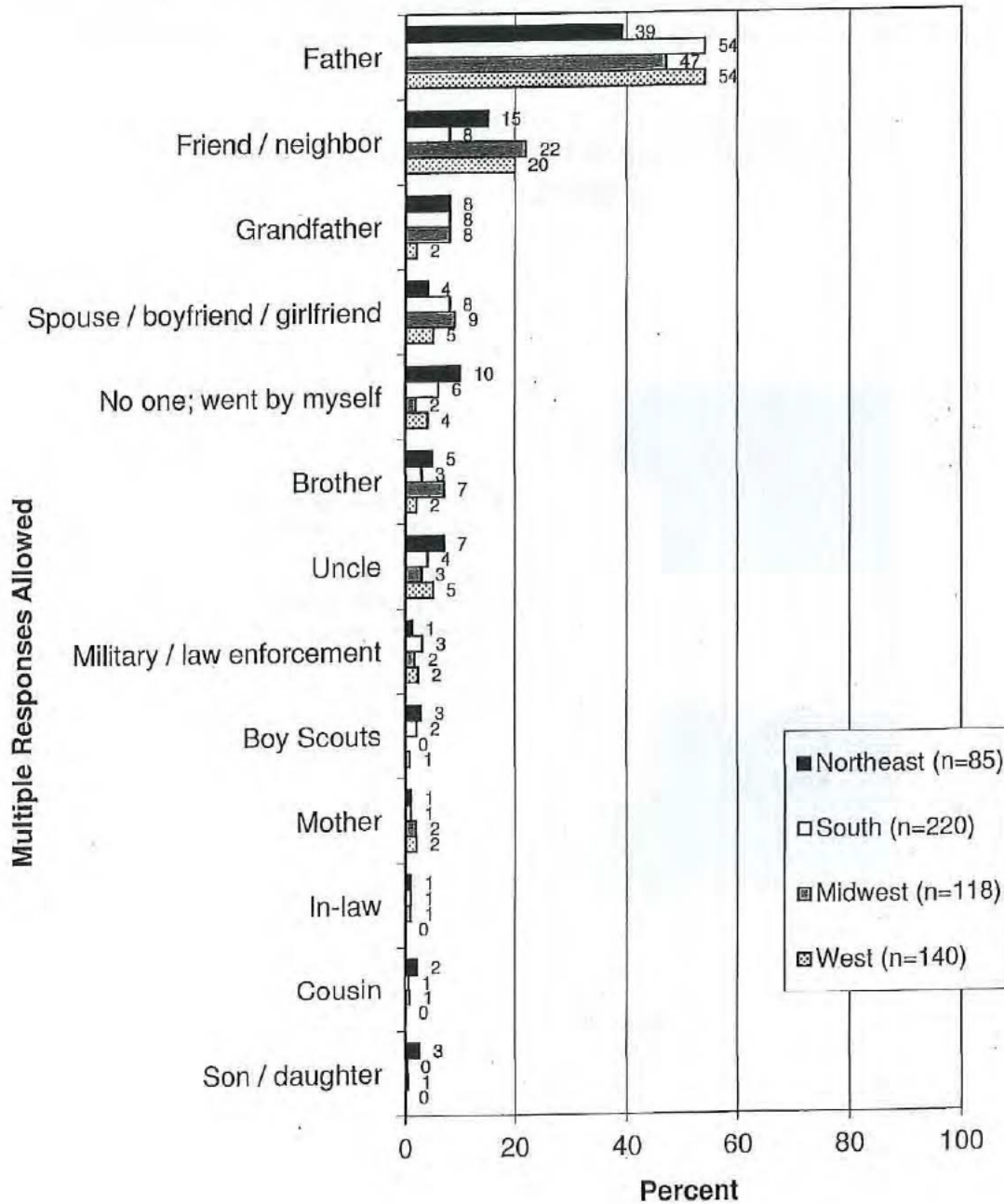
Who or which group taught you? (Asked of those who had a person or group teach them how to shoot.)



Who first took you target shooting? (Asked of those who went target shooting in 2016.)



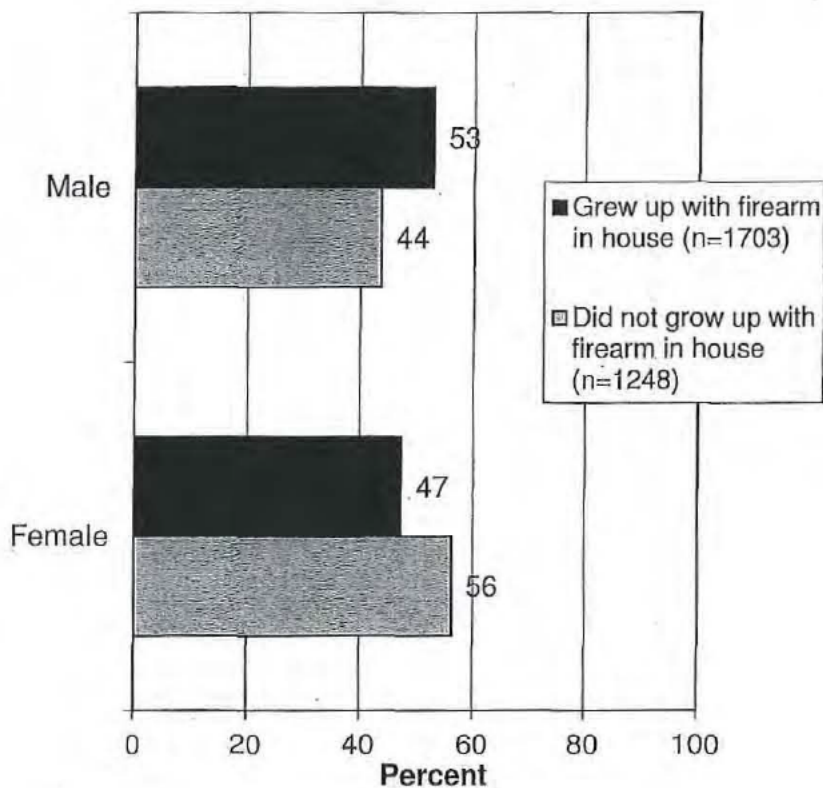
Who first took you target shooting? (Asked of those who went target shooting in 2016.)



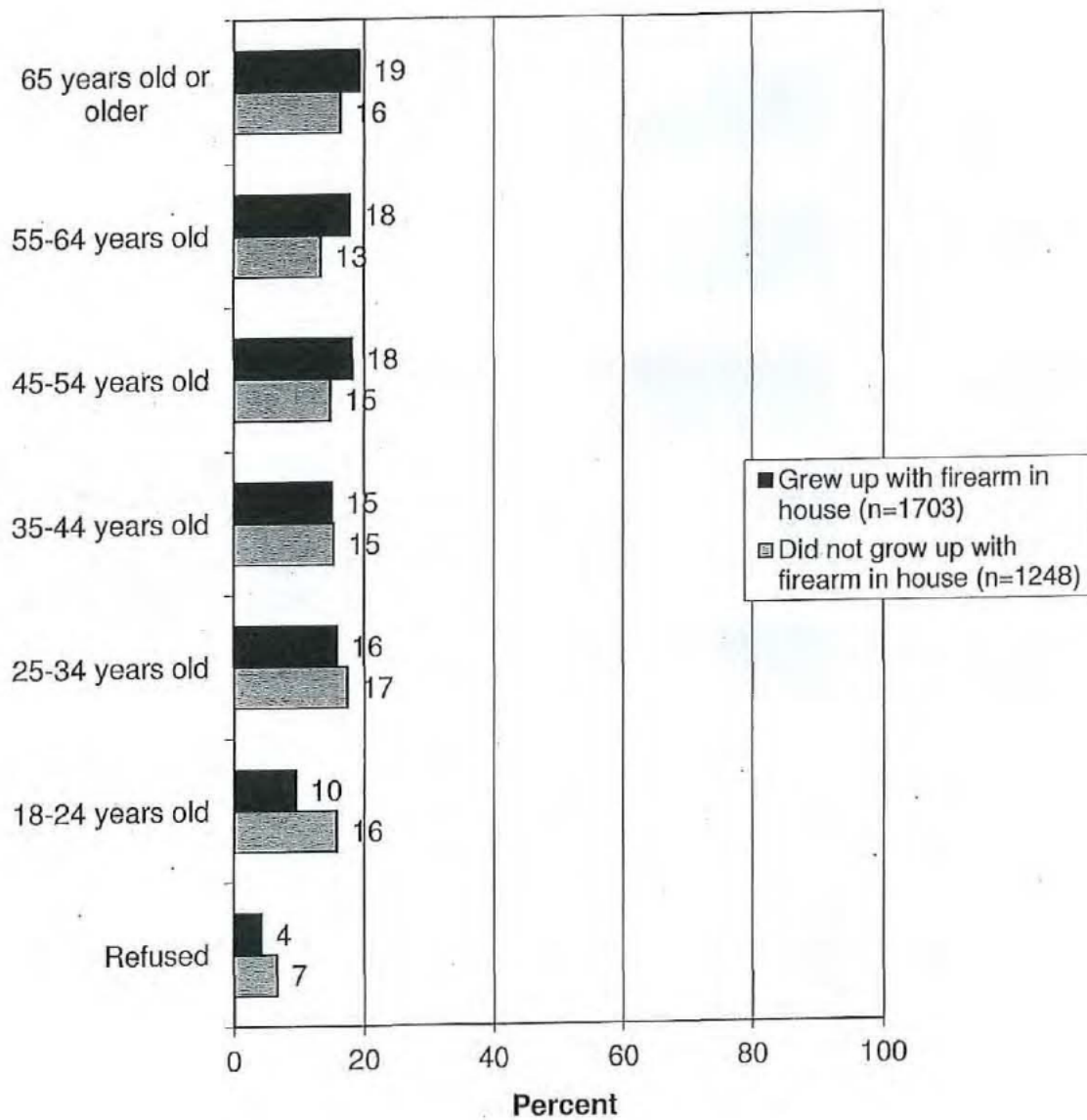
Growing Up With Firearms and Its Effect on Shooting Participation

This analysis starts with a simple look at how those who grew up with a firearm in their household differ from those who grew up without a firearm in the house. Those growing up with a firearm (or at least being aware that they did), compared to their counterparts not growing up with a firearm, are more likely to be male, older, rural, and from the South or Midwest Regions. (These are the U.S. Census Bureau regions, the same regions used by the U.S. Fish and Wildlife Service.) They are also more likely to have participated in target/sport shooting in 2016.

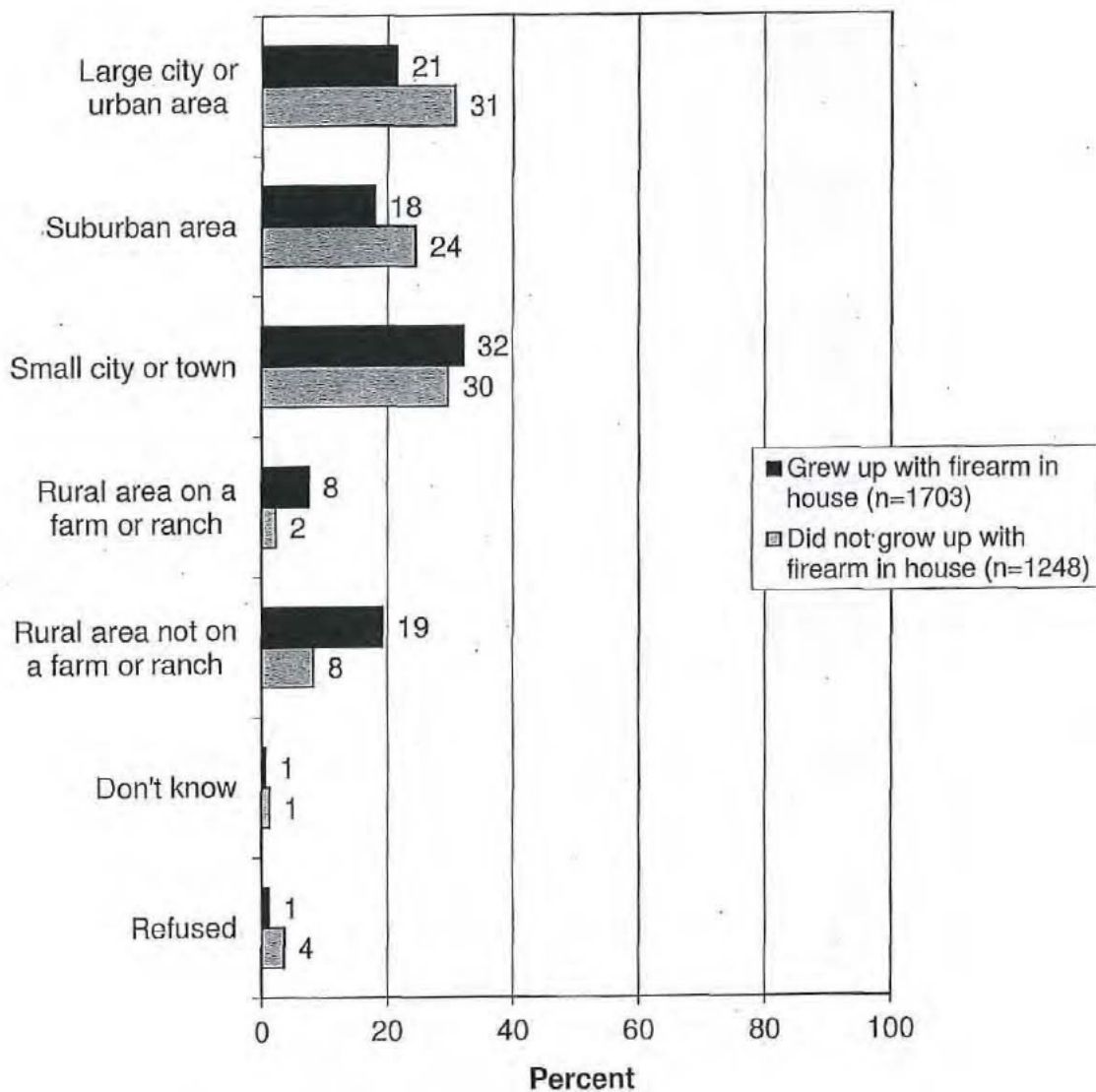
Respondent's gender. (Observed; not asked.)



May I ask your age?

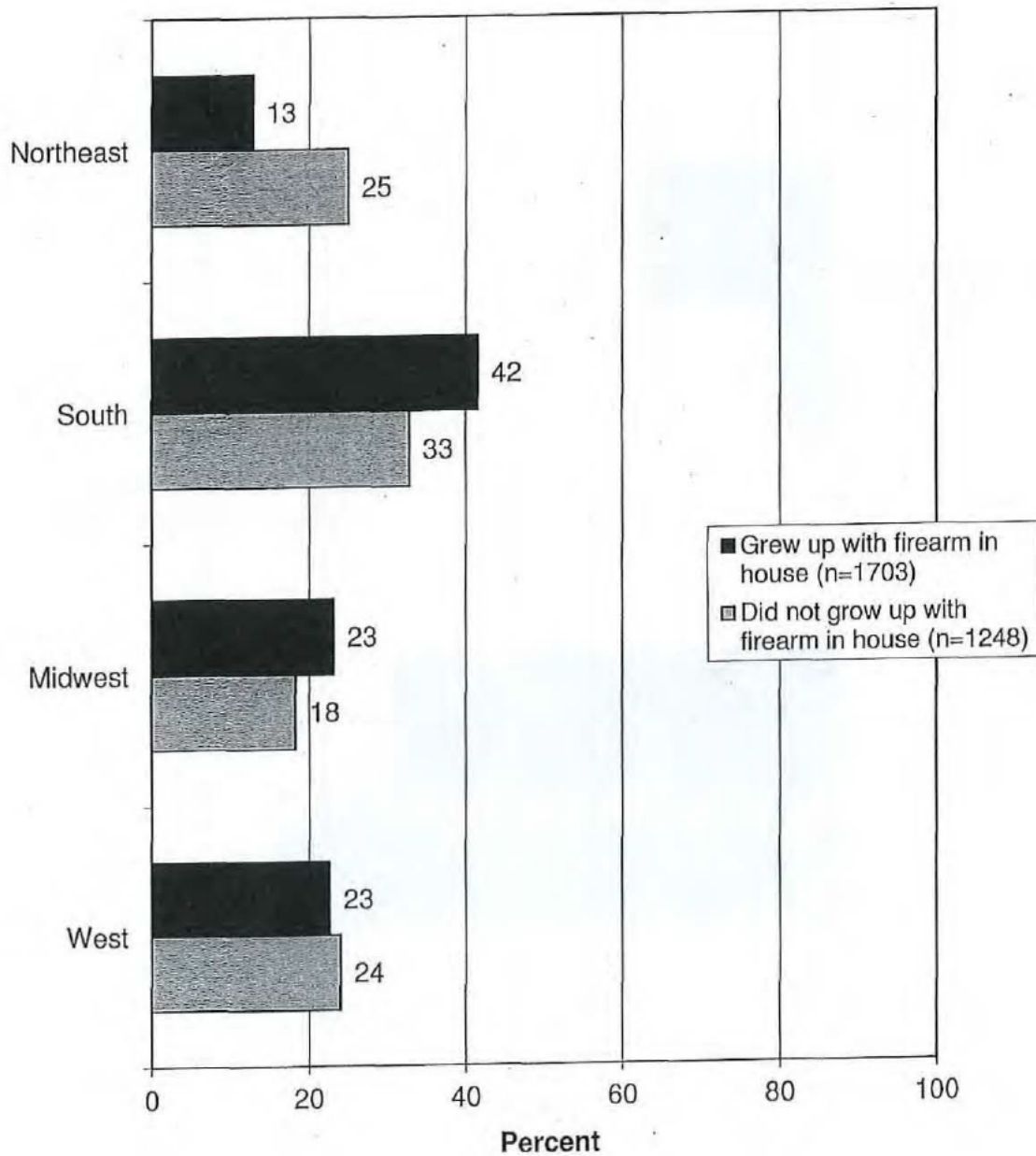


Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?

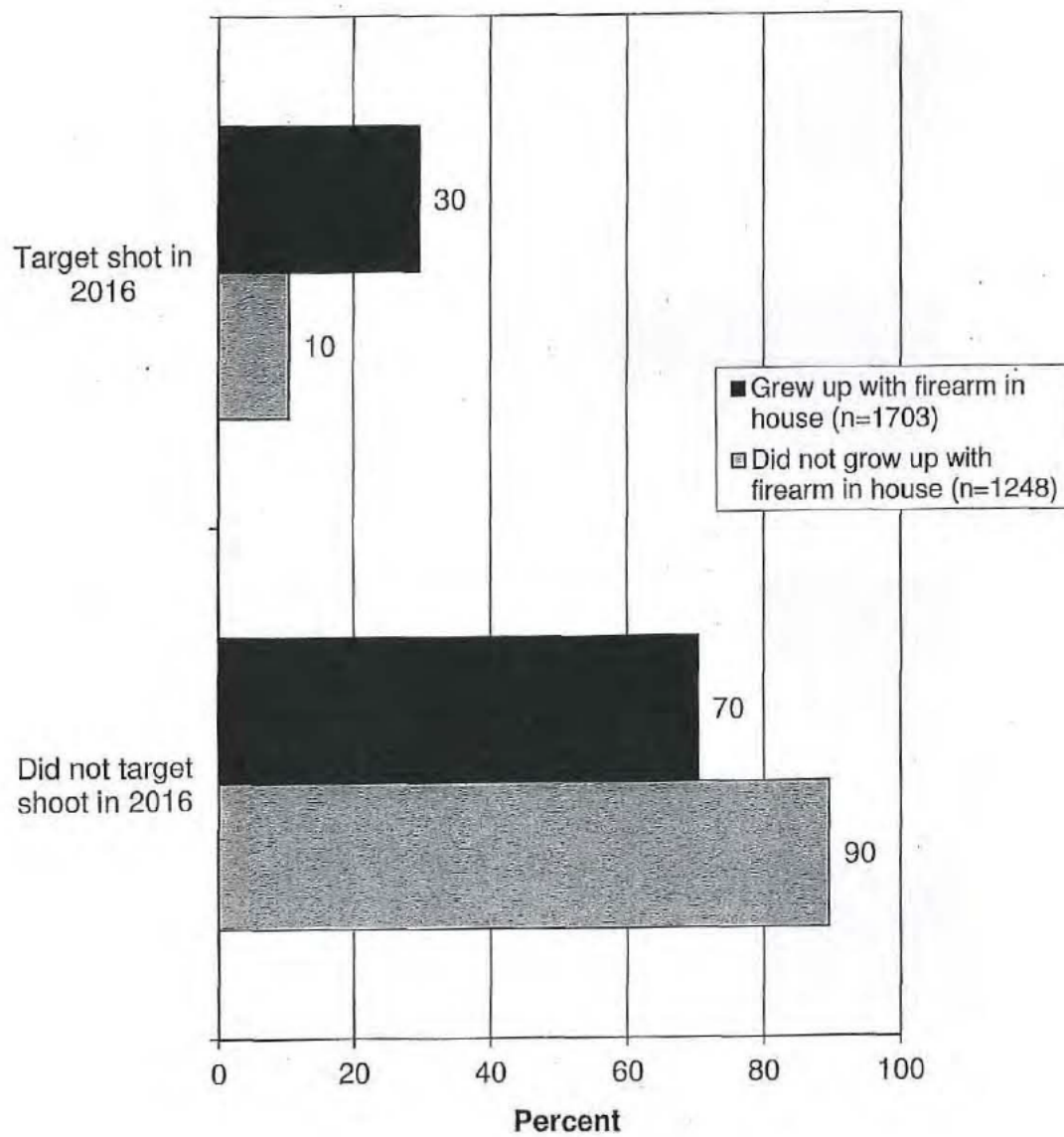


(These are the U.S. Census Bureau regions, the same regions used by the U.S. Fish and Wildlife Service.)

Region of residence.

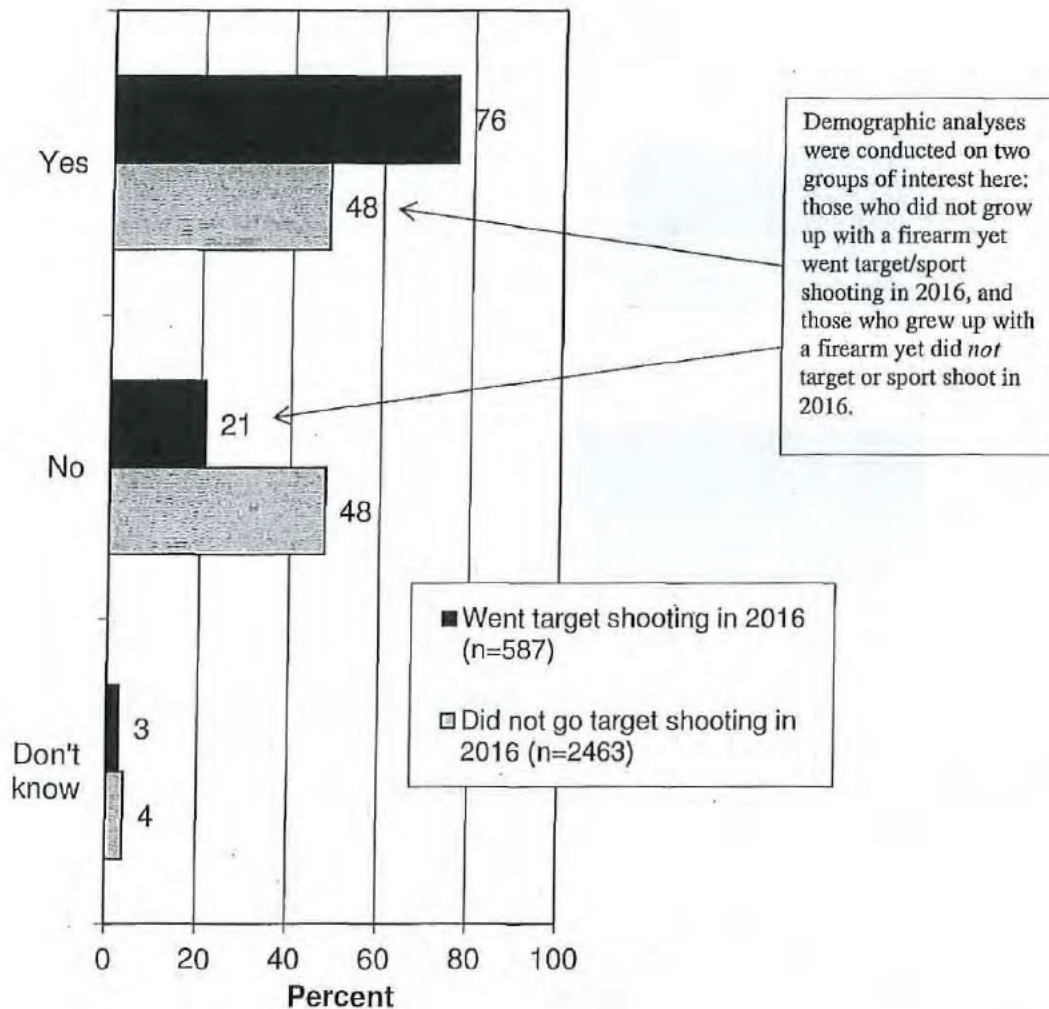


Participation in target shooting.



Another aspect of shooting that was analyzed was how growing up with a firearm in the house affects target/sport shooting participation. Shooters are much more likely to have grown up with a firearm, compared to non-shooters. The survey asked all respondents if they had grown up with a firearm in their household, and those who shot in 2016 were much more likely to say yes: 76% to 48%. While this is a fairly obvious finding, the question allows the identification of defined market groups, as discussed in the following pages.

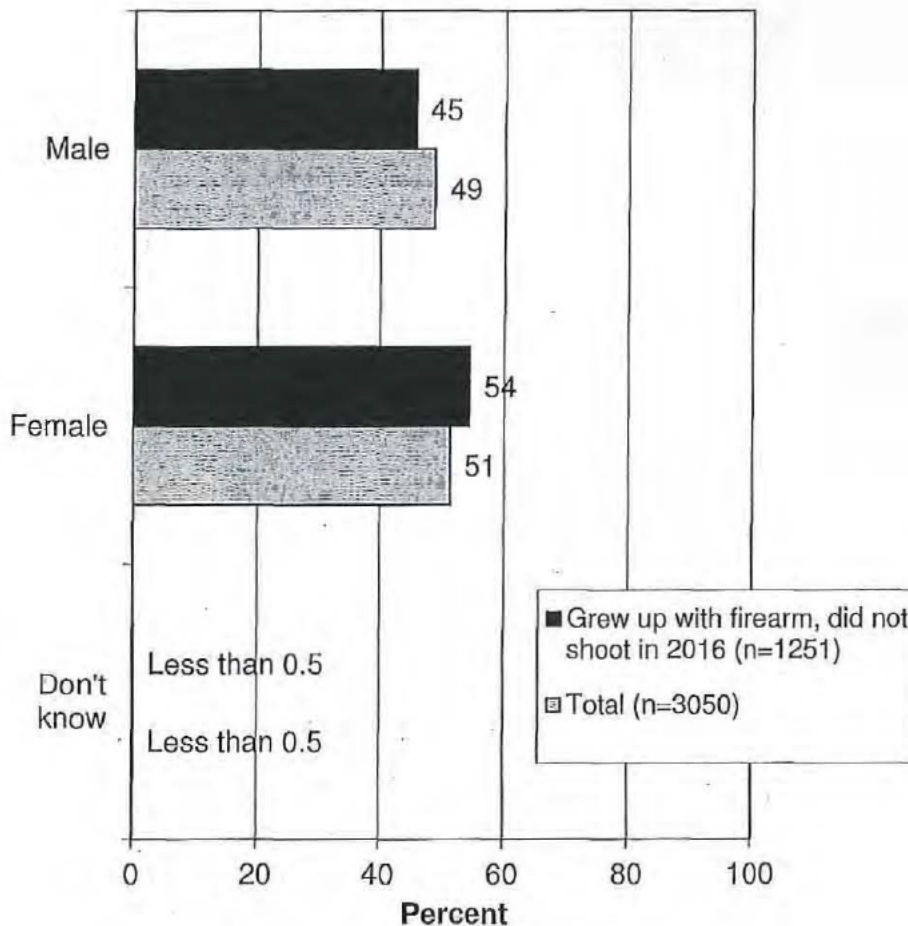
When you were growing up, did your family own any firearms?



There are two groups of interest in the previous graph. One group is of people who would seem predisposed to show interest in target/sport shooting—those who grew up with a firearm—but did not go target/sport shooting in 2016. They are examined first, then the second group will be examined.

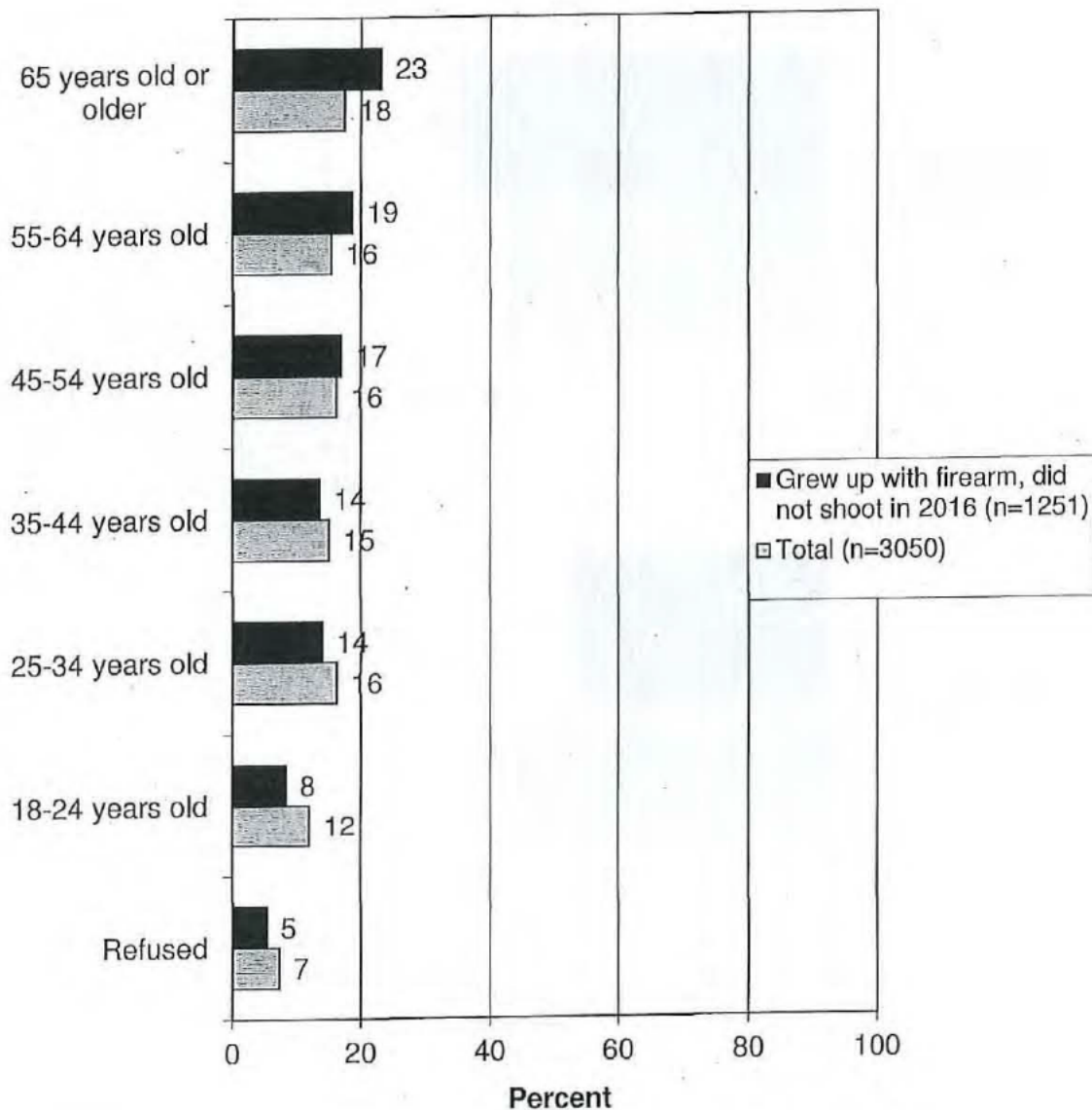
The graph below shows the gender of those non-shooters who grew up with a firearm compared to the entire sample (i.e., all Americans). This group has slightly more women than the population as a whole.

Respondent's gender. (Observed; not asked.)

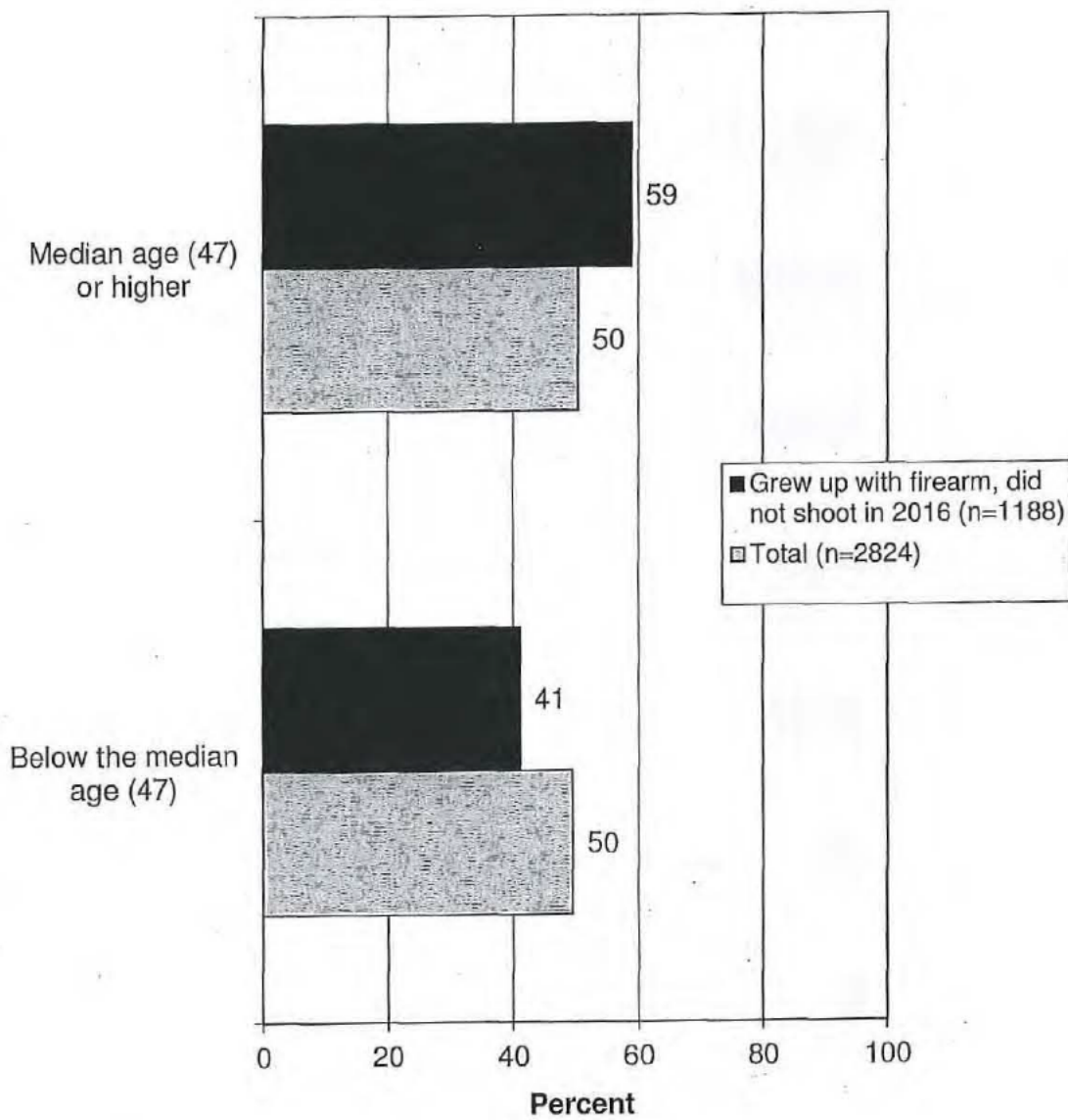


Non-shooters who grew up with a firearm are a bit older, compared to the population as a whole, as demonstrated by the two age crosstabulations.

May I ask your age?

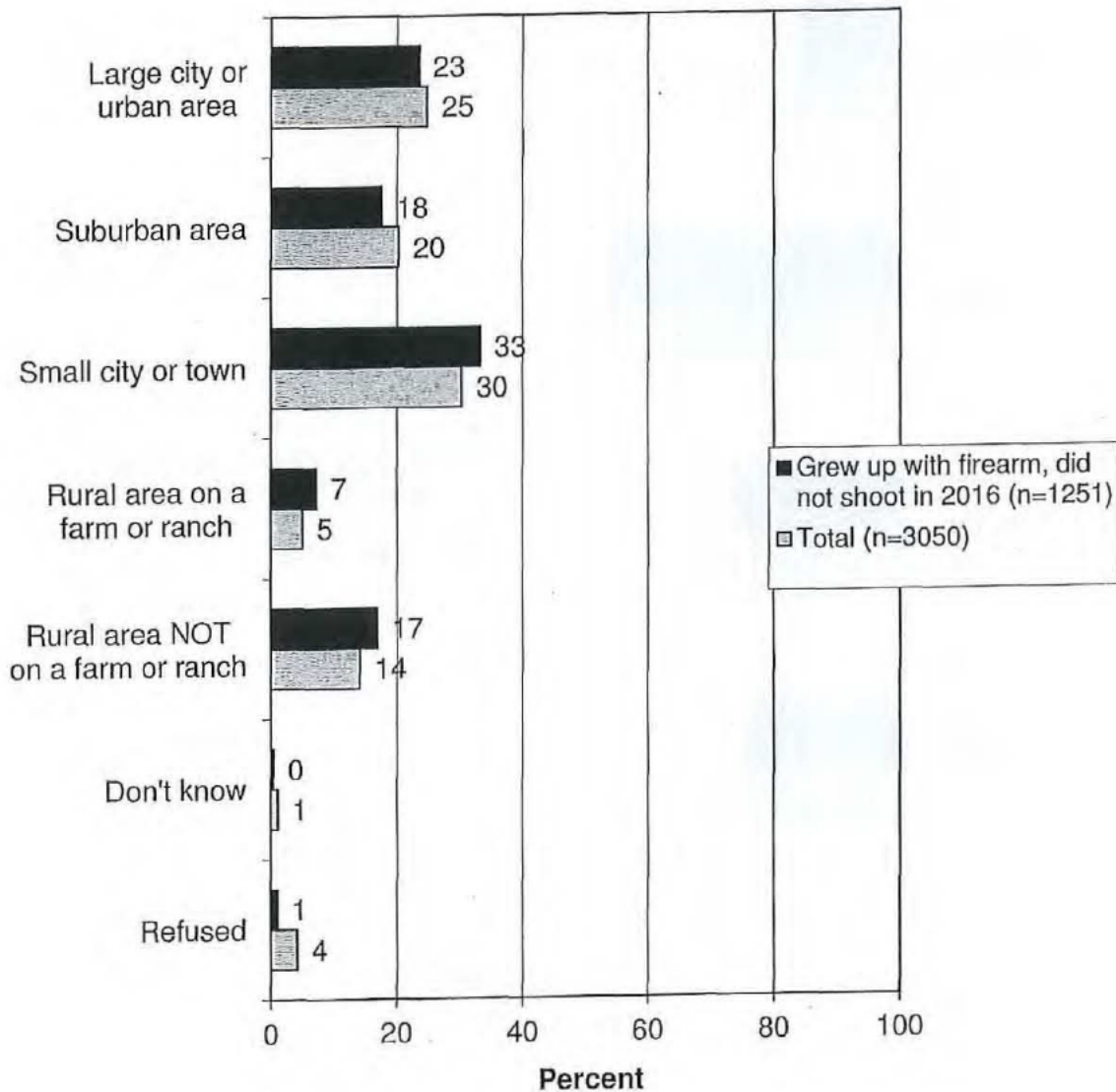


Median split of age (median calculated on entire sample).



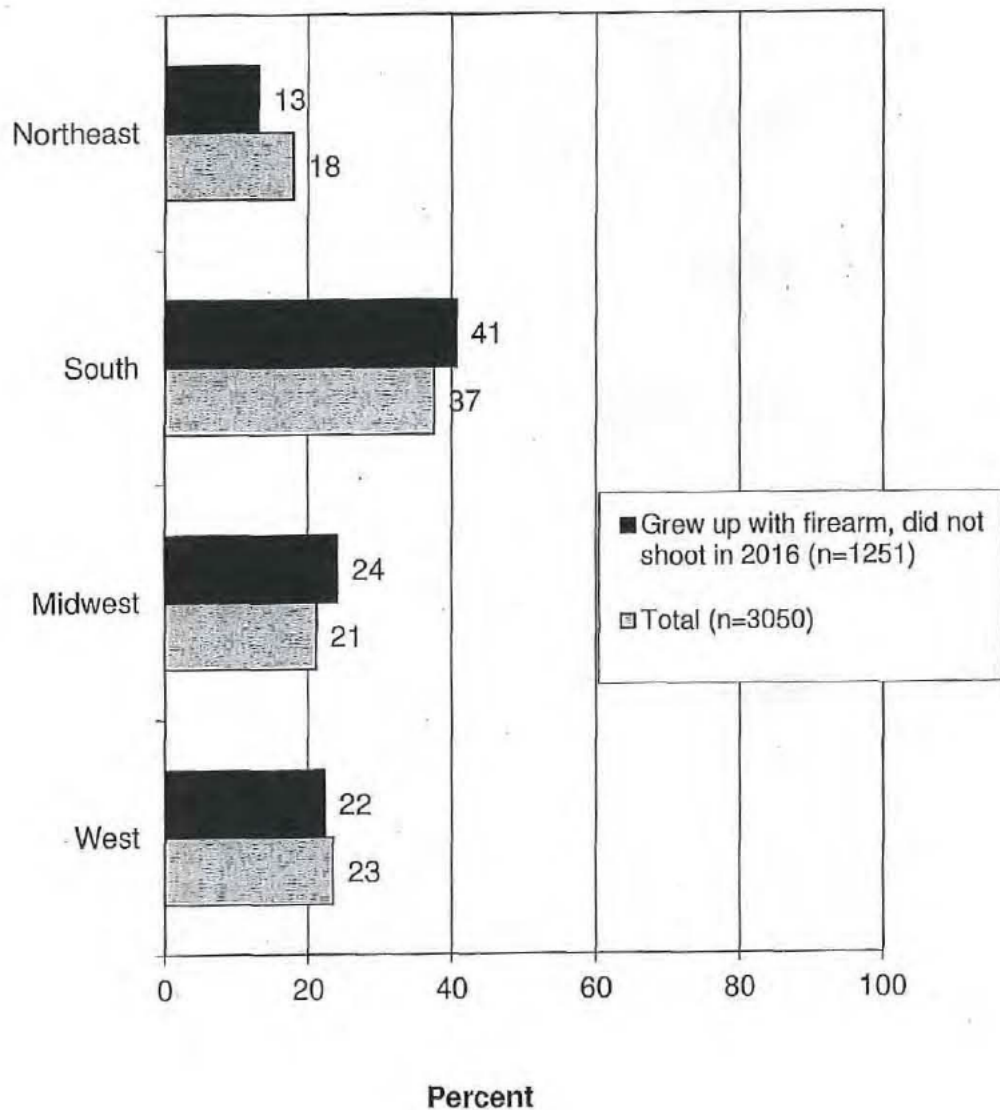
Non-shooters in 2016 who grew up with a firearm are slightly more rural, compared to the population as a whole.

Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area NOT on a farm or ranch?



The regional differences, although slight, suggest that those from the South and Midwest are more likely than the population as a whole to have grown up with a firearm yet not gone target or sport shooting in 2016. (These are the U.S. Census Bureau regions, the same regions used by the U.S. Fish and Wildlife Service.)

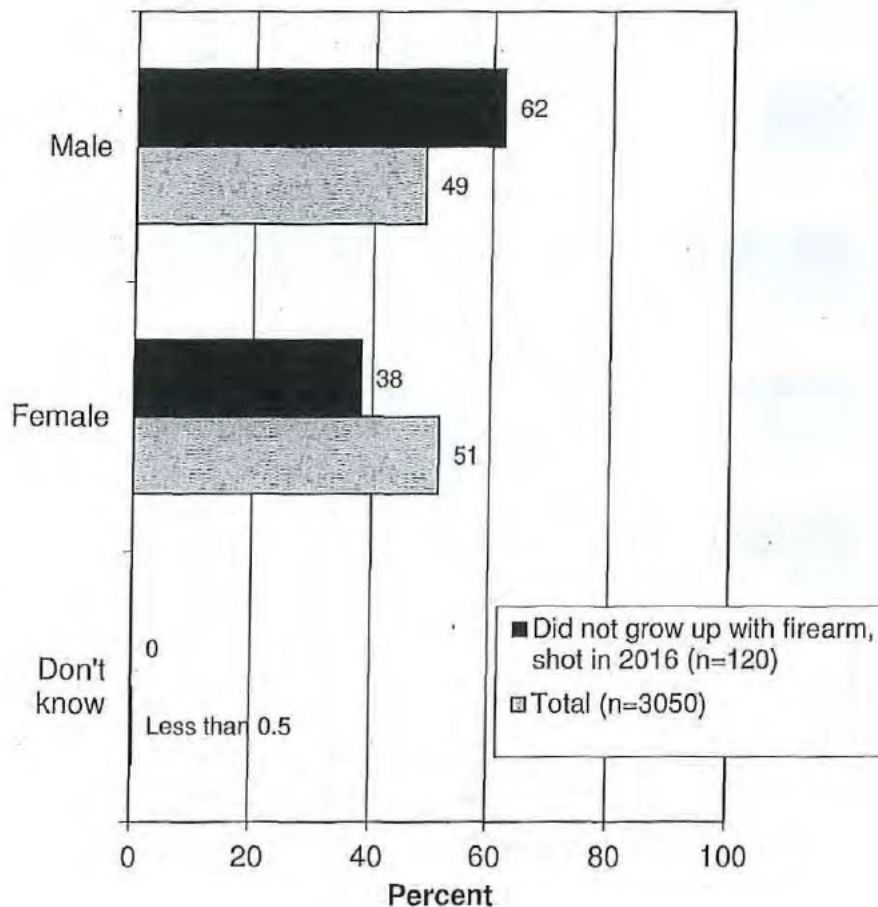
Region of residence.



The second group of interest consisted of those who went shooting in 2016 but did *not* grow up with a firearm. These would be people who appear to have entered the sport of shooting in a non-traditional path (the “traditional” path is being initiated into shooting as a child by a family member). The following shows some of the demographic characteristics of this group.

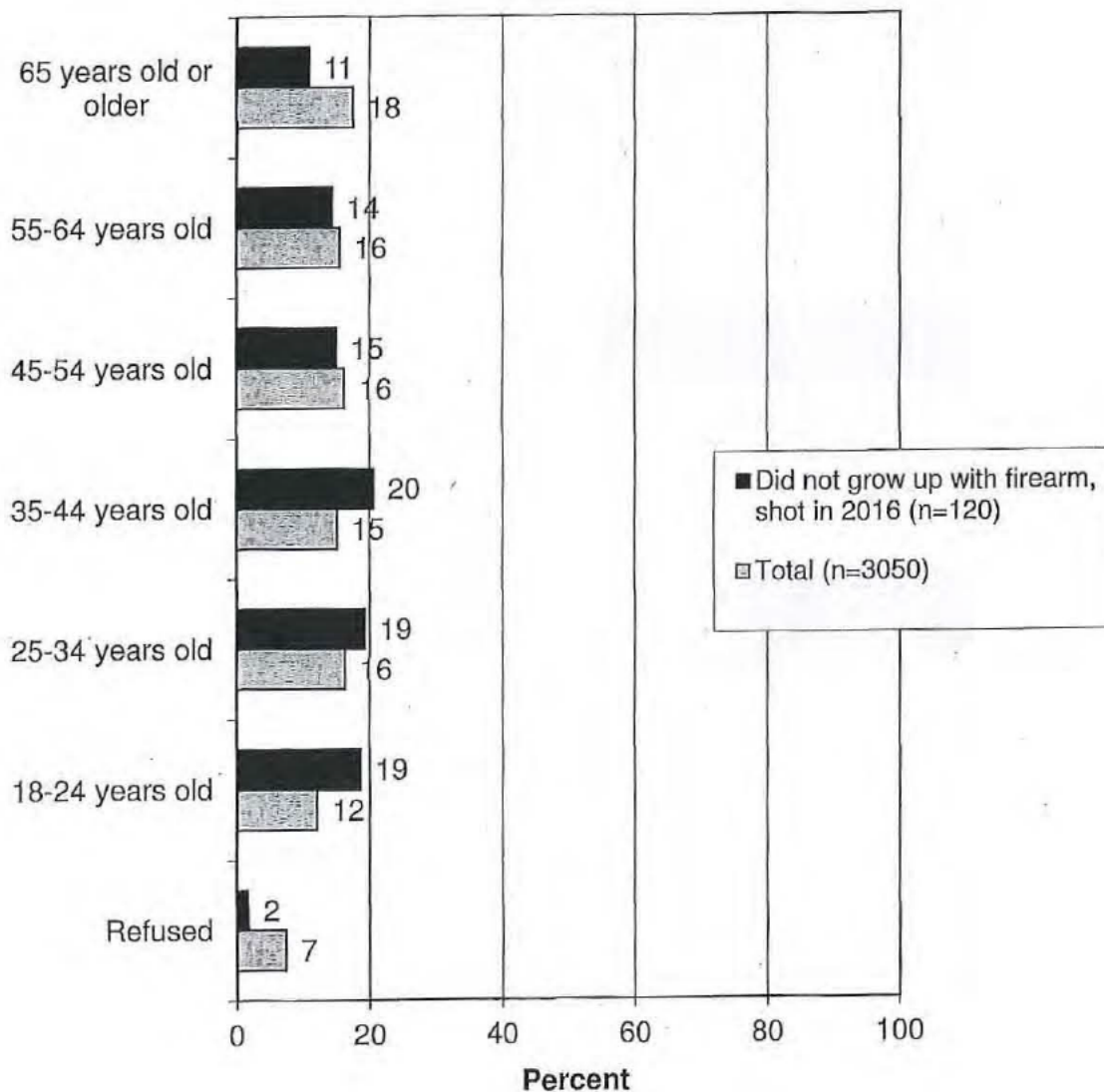
Although there has been a noted influx of women into the shooting sports in recent years, it is still males who make up the majority of those who did not grow up with a firearm but nonetheless went target or sport shooting in 2016 (62% are men, while 38% are women), and males are more *likely* than females to not grow up with a firearm yet have gone shooting in 2016 (compare the 62% in the group as opposed to 49% being male among U.S. residents as a whole).

Respondent's gender. (Observed; not asked.)

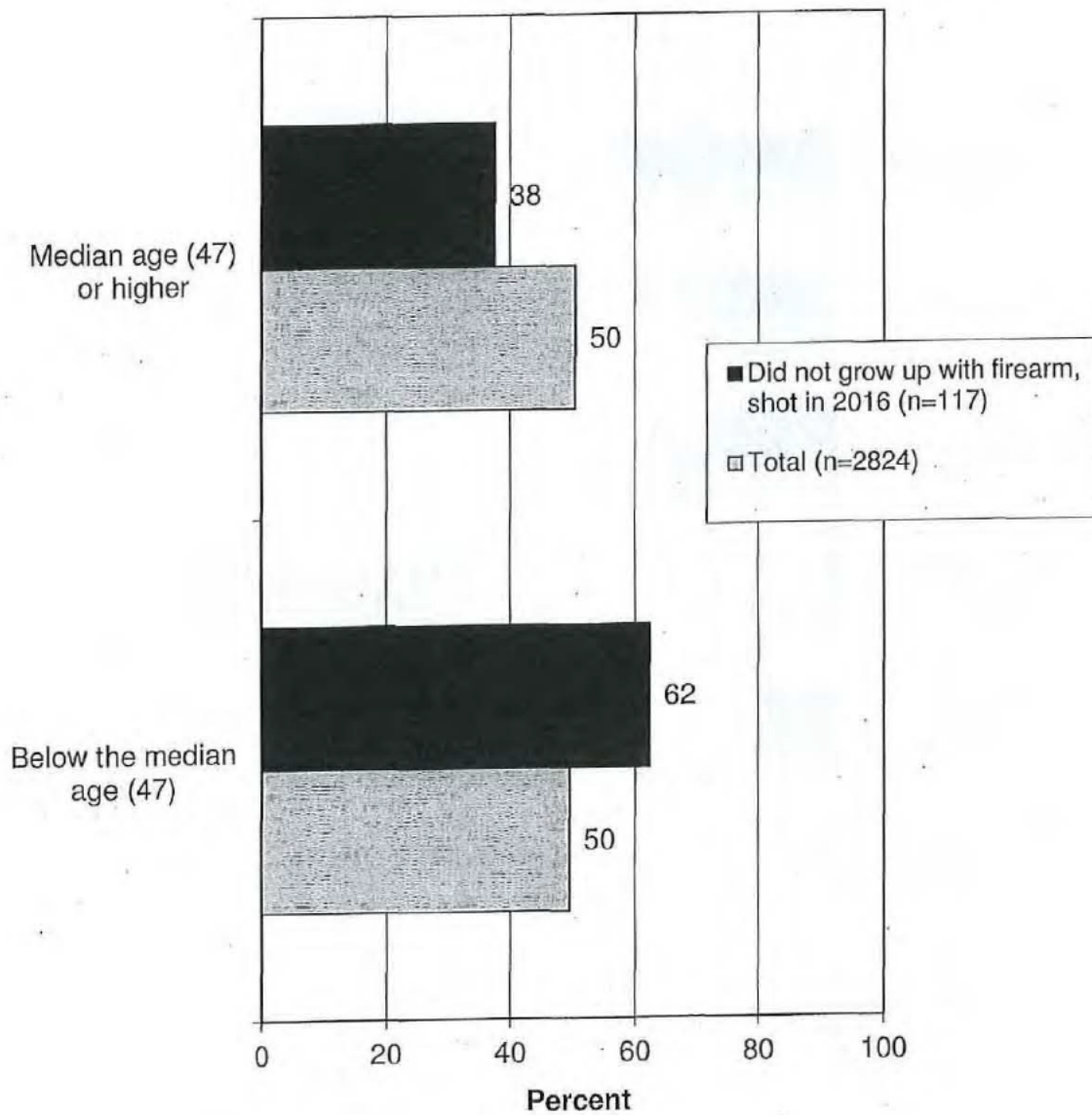


Those shooters in 2016 who came into shooting in a non-traditional way tend to be younger than the population as a whole; the three youngest age categories below show this. A split by mean age is also shown.

May I ask your age?

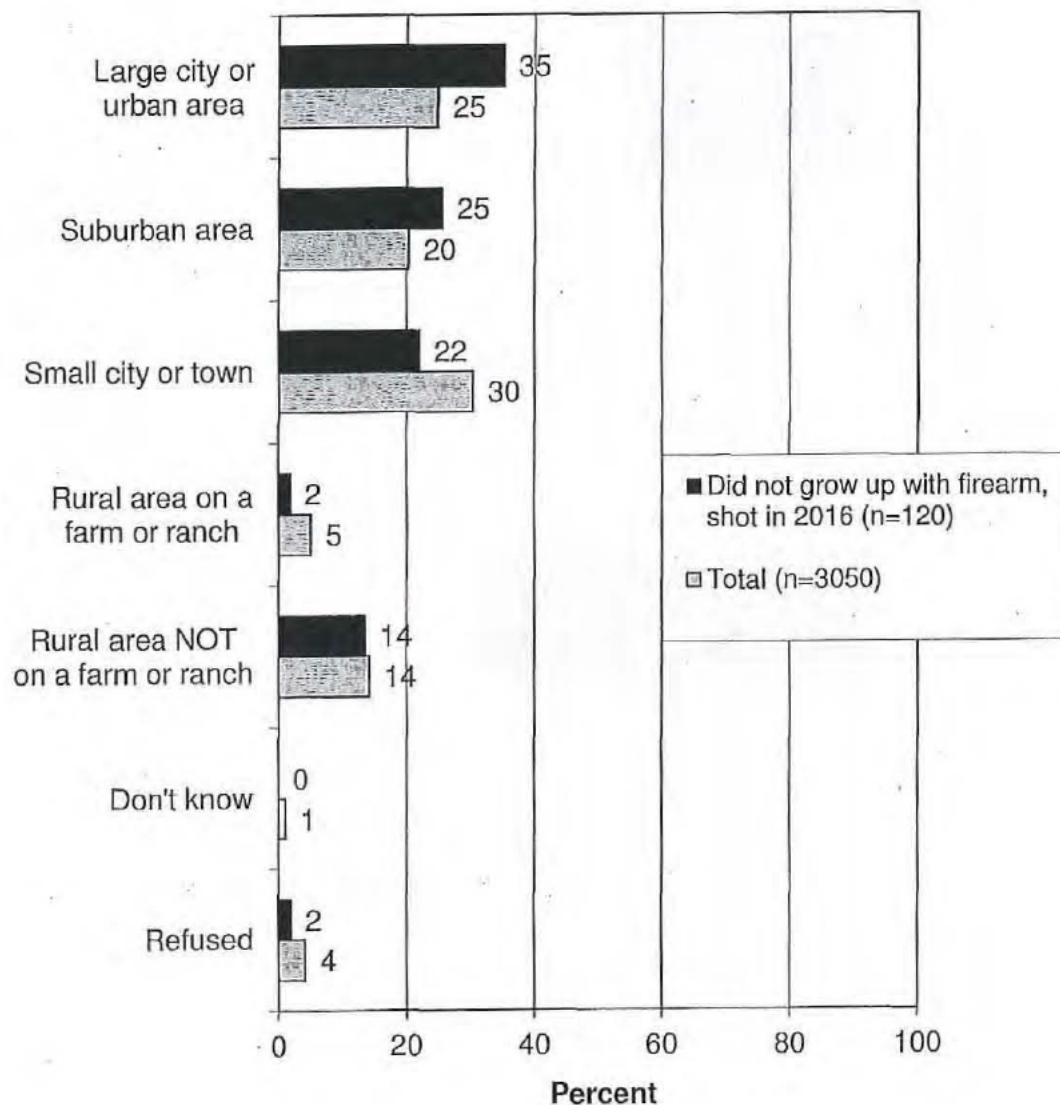


Median split of age (median calculated on entire sample).



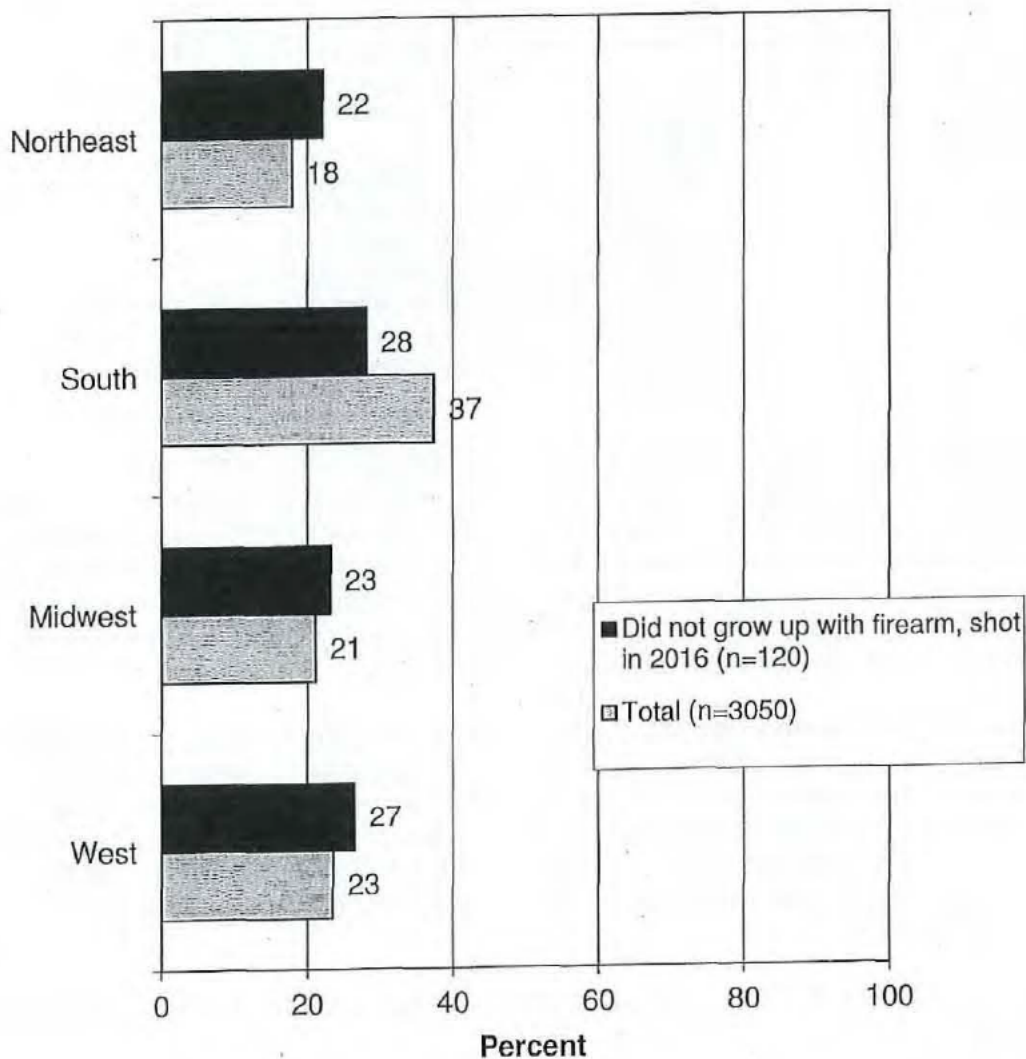
These 2016 shooters from a non-firearm background tend to be more urban than the population as a whole.

Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area NOT on a farm or ranch?



The final crosstabulation in this section shows the regions; the South is underrepresented in the group who shot in 2016 yet had not grown up with a firearm, compared to the population as a whole. (These are the U.S. Census Bureau regions, the same regions used by the U.S. Fish and Wildlife Service.)

Region of residence.



Non-Traditional Shooters

Seven characteristics were chosen as the parameters for identifying a non-traditional shooter. Each variable was made to be dichotomous: a variable had either a traditional or non-traditional side. Most of these characteristics were based on a single survey question, but two characteristics were based on the results of multiple questions. The characteristics and the question responses on which they are based are shown in the tabulation that follows.

Non-Traditional Characteristic	Question Used as Basis
Not growing up in a household with a firearm that was actively used at least two times per year	When you were growing up, did your family own any firearms? (IF YES) When you were growing up, about how many times per year did someone in your family use the firearm for target shooting?
Did not shoot until an adult	How old were you when you first went target shooting?
First experienced shooting with a handgun or a modern sporting rifle	Which of the following firearms did you use when you first learned how to target shoot?
Not mentored by a father or other close male relative	Did you have a person or group who taught you how to shoot? (IF YES): Who or which group taught you?
Ethnically non-white	What races or ethnic backgrounds do you consider yourself? Please mention all that apply.
Female	Observe and record respondent's gender.
Urban/suburban	Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area NOT on a farm or ranch?

For the purposes of this analysis, a respondent was non-traditional if four of the seven characteristics were non-traditional—in other words, if more than half of the characteristics were in the non-traditional side of the dichotomy. In the sample of shooters, 30.2% had at least four of the seven variables in the non-traditional side; 69.8% of shooters were considered traditional. These two groups (traditional and non-traditional shooters) were then crosstabulated by region, by their reasons for shooting, by what shooting activities they did, by the types of firearms they shot, and by the number of days that they shot in various activities.

The data showed, to put it succinctly, that non-traditional shooters are associated with shooting handguns at indoor ranges for self-defense practice. While the parameters chosen have some influence on two of these crosstabulations (type of firearm they currently shoot is partly, *but not wholly*, associated with what they first learned to shoot, as is type of shooting activity), the other variables are completely separate from the questions used as parameters. The region, importance of reasons for shooting, and days shooting are all fairly independent of the questions used to define the parameters.

Regionally, the West and the Northeast have the highest percentage of shooters being considered non-traditional.

For each possible reason to shoot, non-traditional shooters think it less important than do traditional shooters with two exceptions, the more important of these two being shooting for self-

defense practice, which 60% of non-traditional shooters but only 54% of traditional shooters consider to be a *very* important reason to go shooting (the other exception is shooting for a job, which is so low in importance among both groups it can be ignored here). On all other reasons, the groups are switched, with the traditional shooters having a higher percentage thinking it to be *very* important, in particular, preparing for hunting (25% of non-traditional shooters think this is *very* important, compared to 51% of traditional shooter) and mentoring another shooter (23% to 42%, respectively).

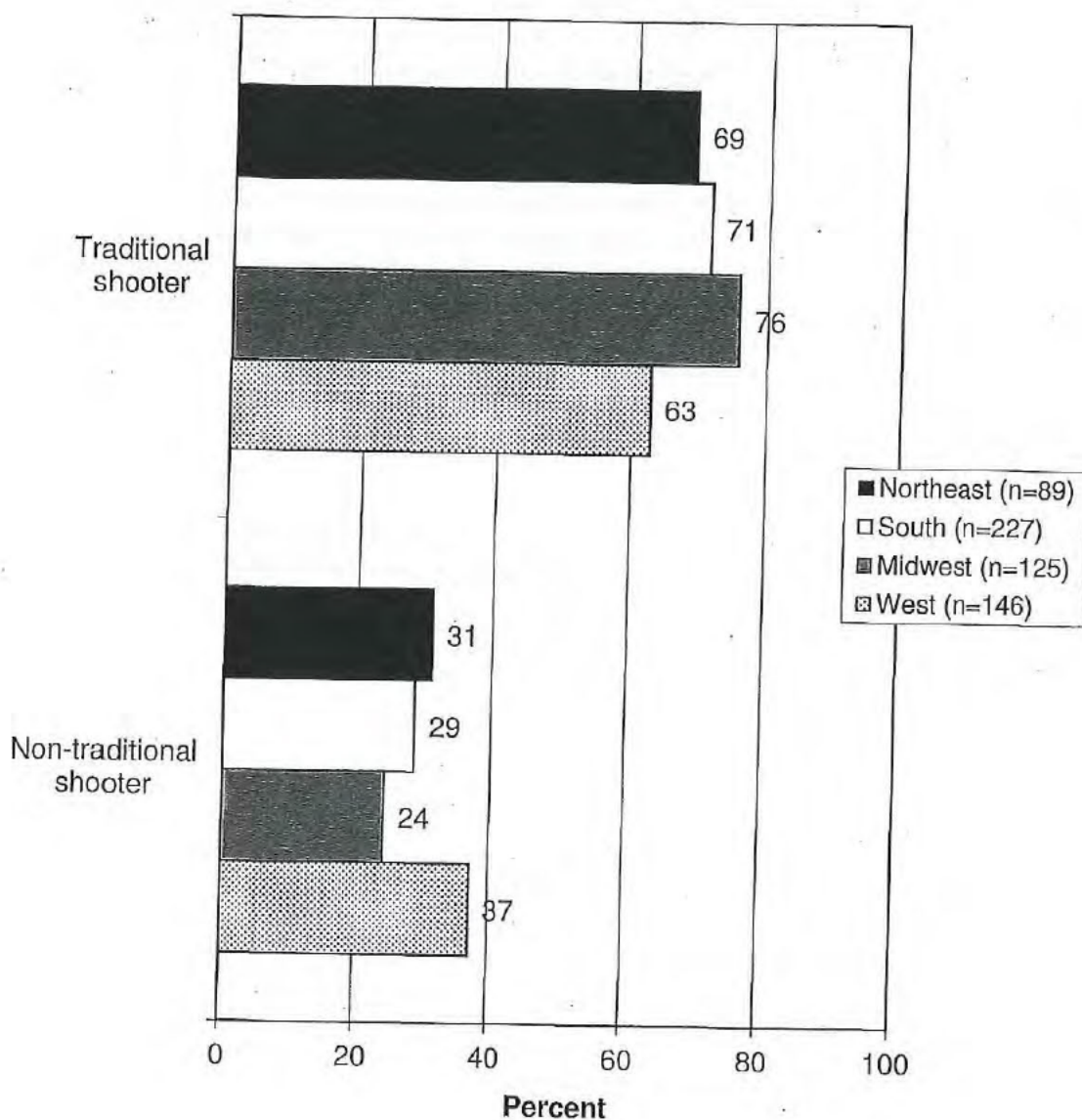
Regarding the types of activities, 78% of non-traditional shooters say that in 2016 they went target shooting with a handgun; only 63% of traditional shooters did this. Also, regarding target shooting at an indoor range, 49% of non-traditional shooters did this, compared to 23% of traditional shooters. Finally, long-range shooting had participation rates of 21% of non-traditional shooters and 17% of traditional shooters.

For every other activity, traditional shooters had the greater percentage doing it, particularly target shooting with a rifle (only 47% of non-traditional shooters, but 61% of traditional shooters), target shooting with a modern sporting rifle (19% of non-traditional shooters, compared to 32% of traditional shooters), and all types of clay target shooting (for instance, skeet, with a 7% rate among non-traditional shooters, but a 22% rate among traditional shooters).

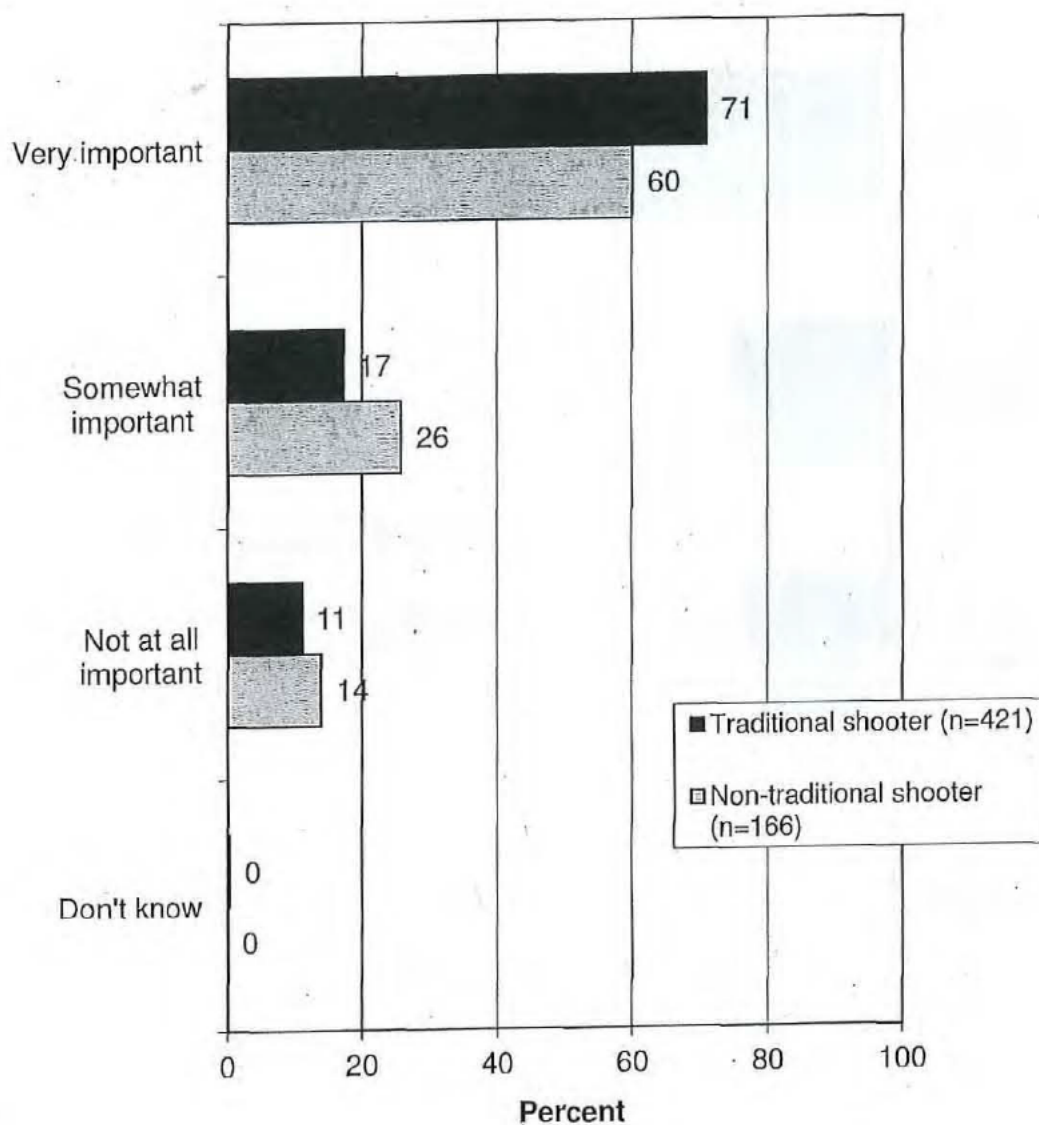
Regarding types of firearms, only handgun has a higher rate of use among non-traditional shooters (74% of non-traditional shooters, compared to 63% of traditional shooters). The largest difference the other way is shotguns: only 27% of non-traditional shooters used them in 2016, compared to 51% of traditional shooters.

Finally, the days of shooting graphs show some interesting results (although for some activities the sample sizes are low). The mean days are higher among non-traditional shooters for target shooting with a handgun (but the difference is slight), as well as for trap, skeet, and 3-gun shooting (but those latter activities have small sample sizes of non-traditional shooters doing them—although a few who are, obviously, quite avid to bring up the means).

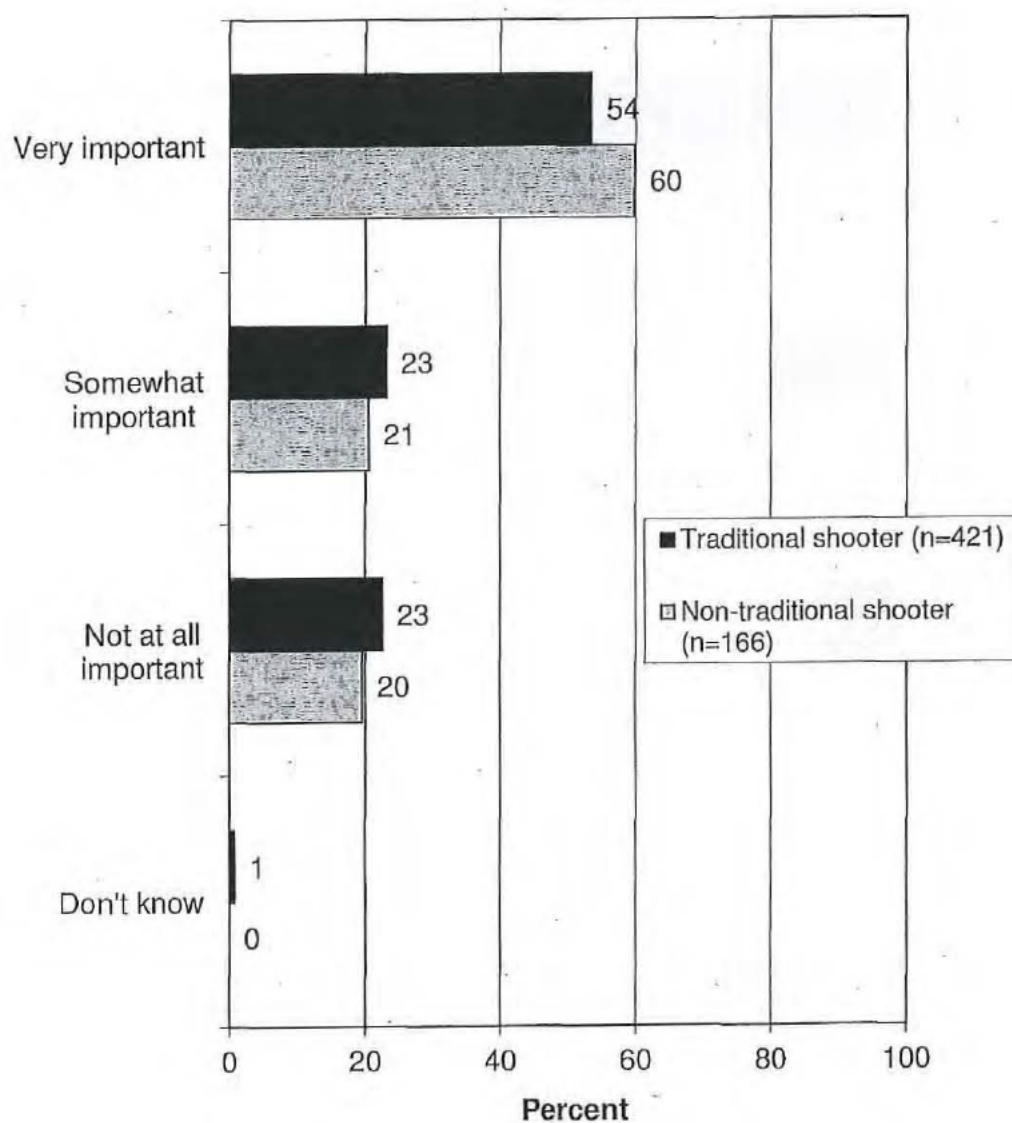
Traditional and non-traditional shooters by region.



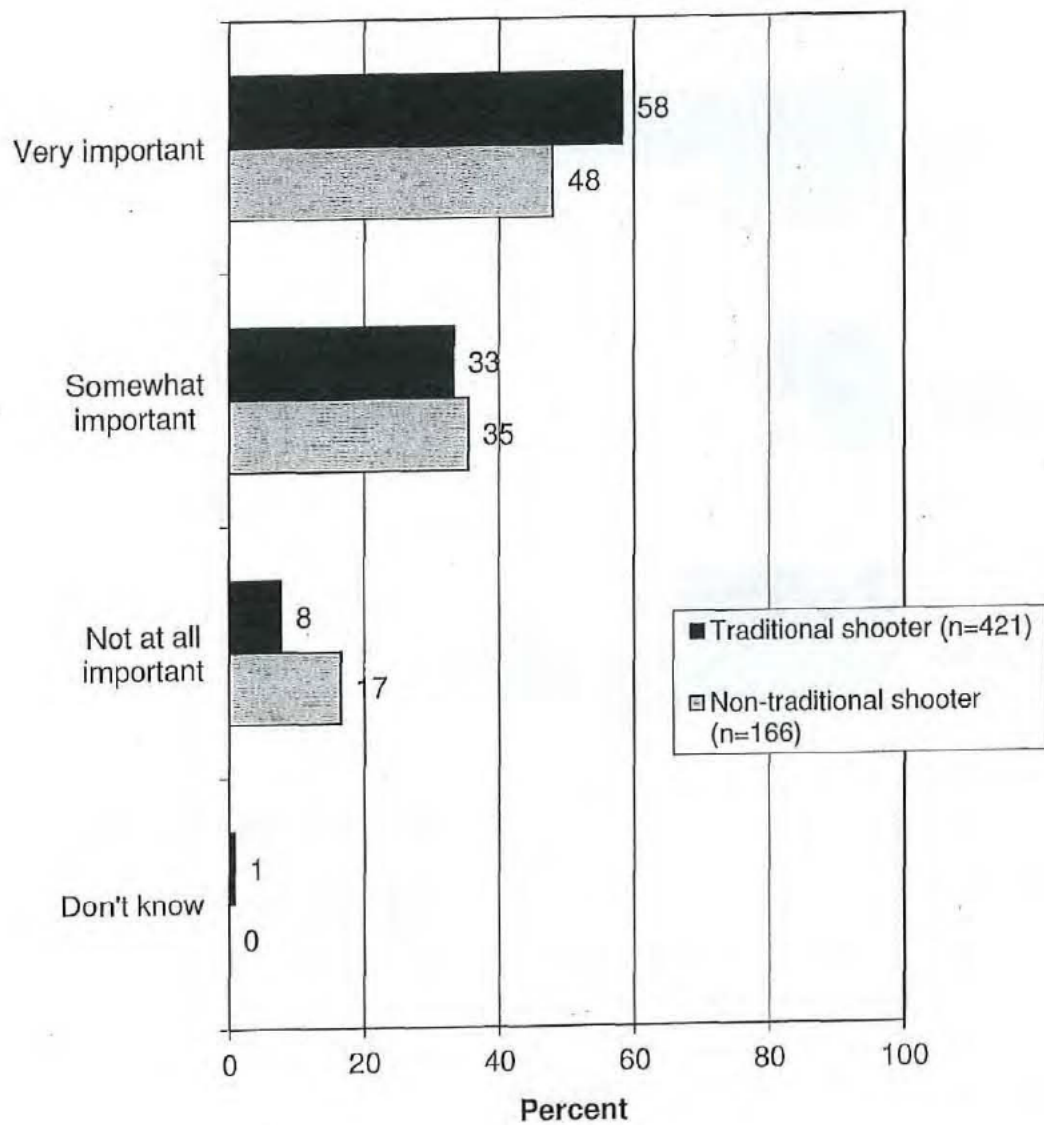
How important is being with family or friends as a reason to go target shooting?



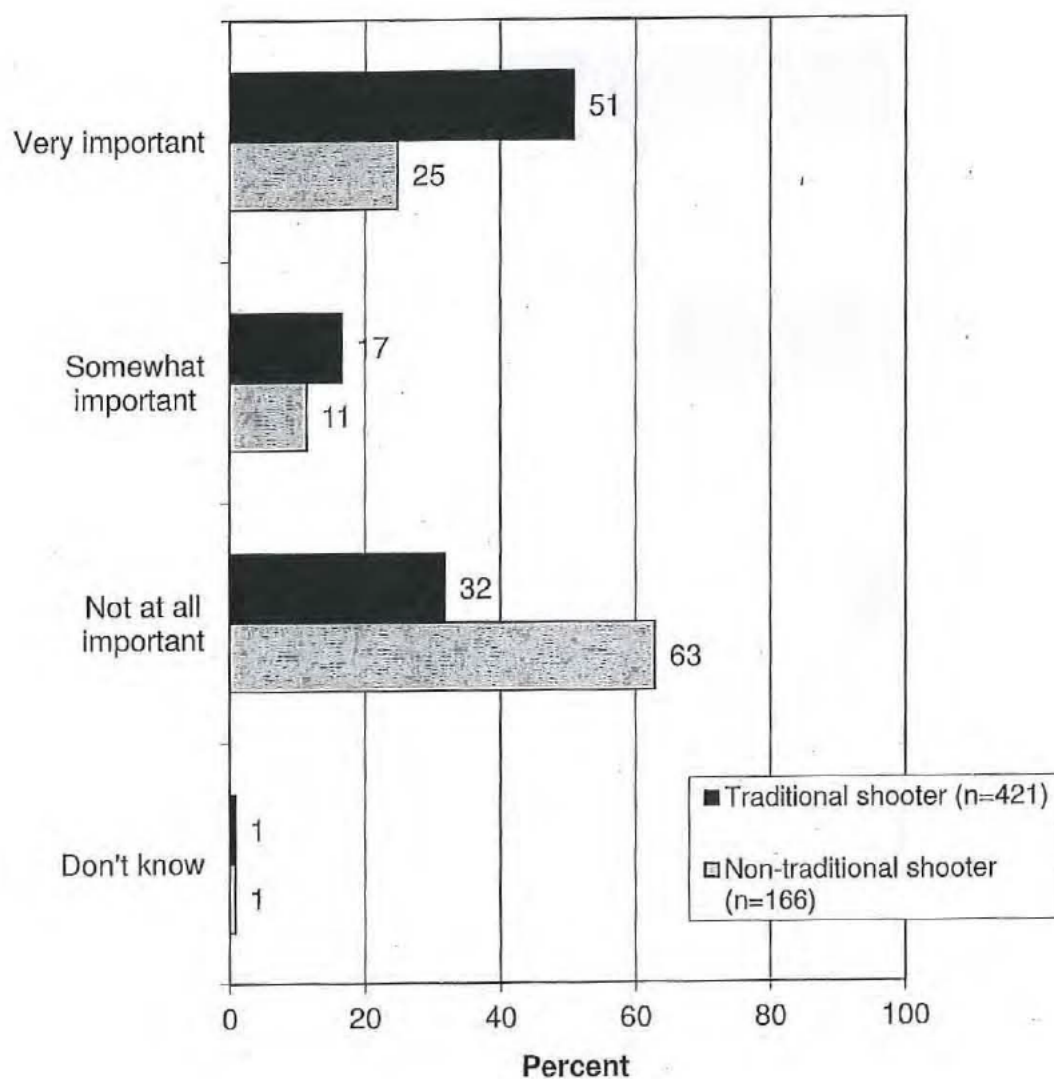
How important is self defense as a reason to go target shooting?



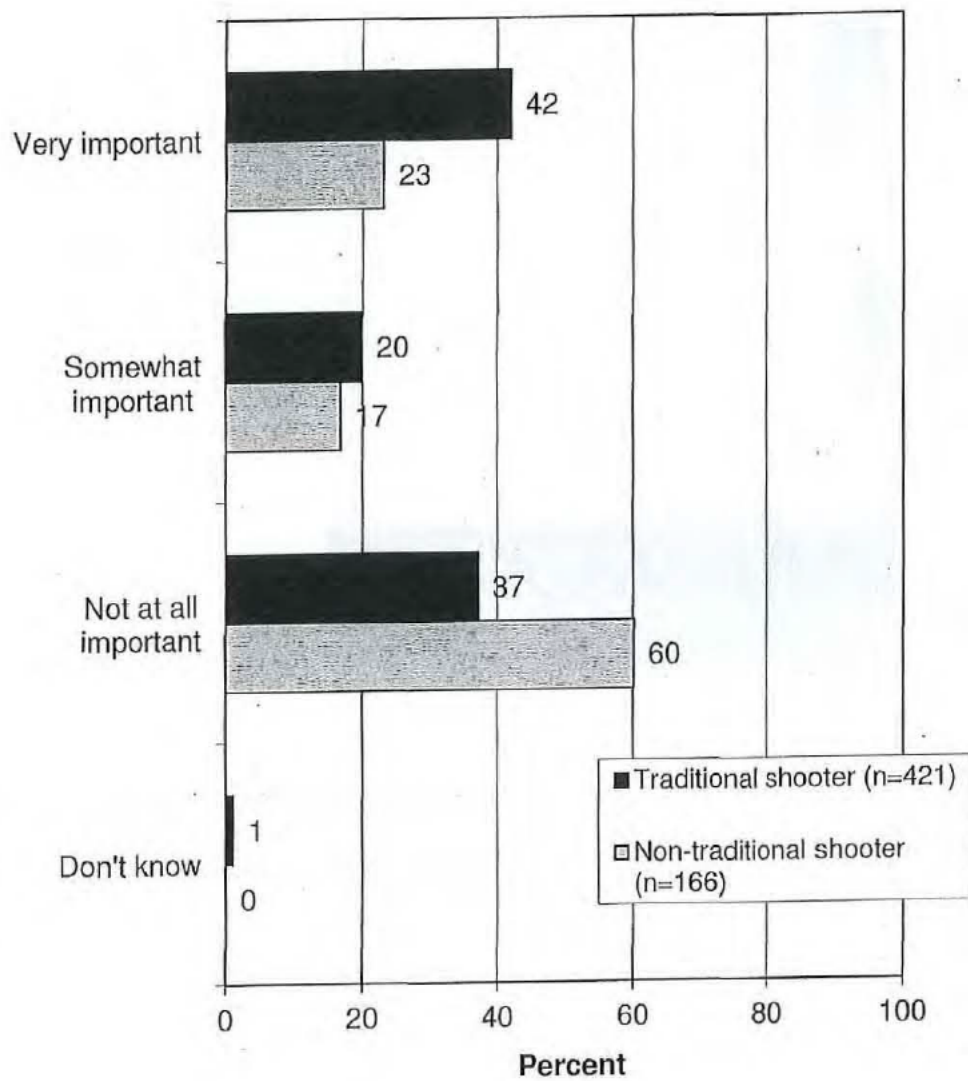
How important is sport and recreation as a reason to go target shooting?



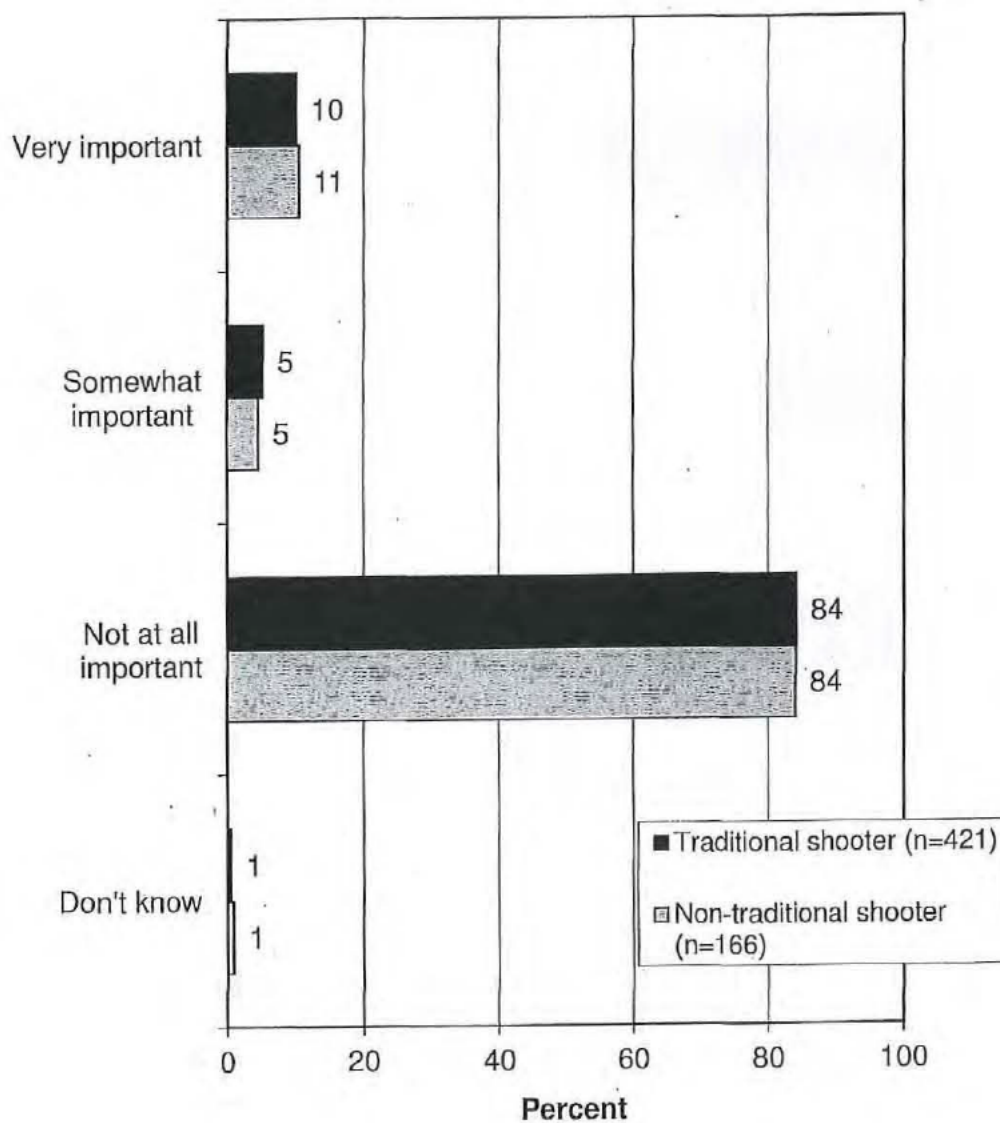
How important is to practice or prepare for hunting as a reason to go target shooting?



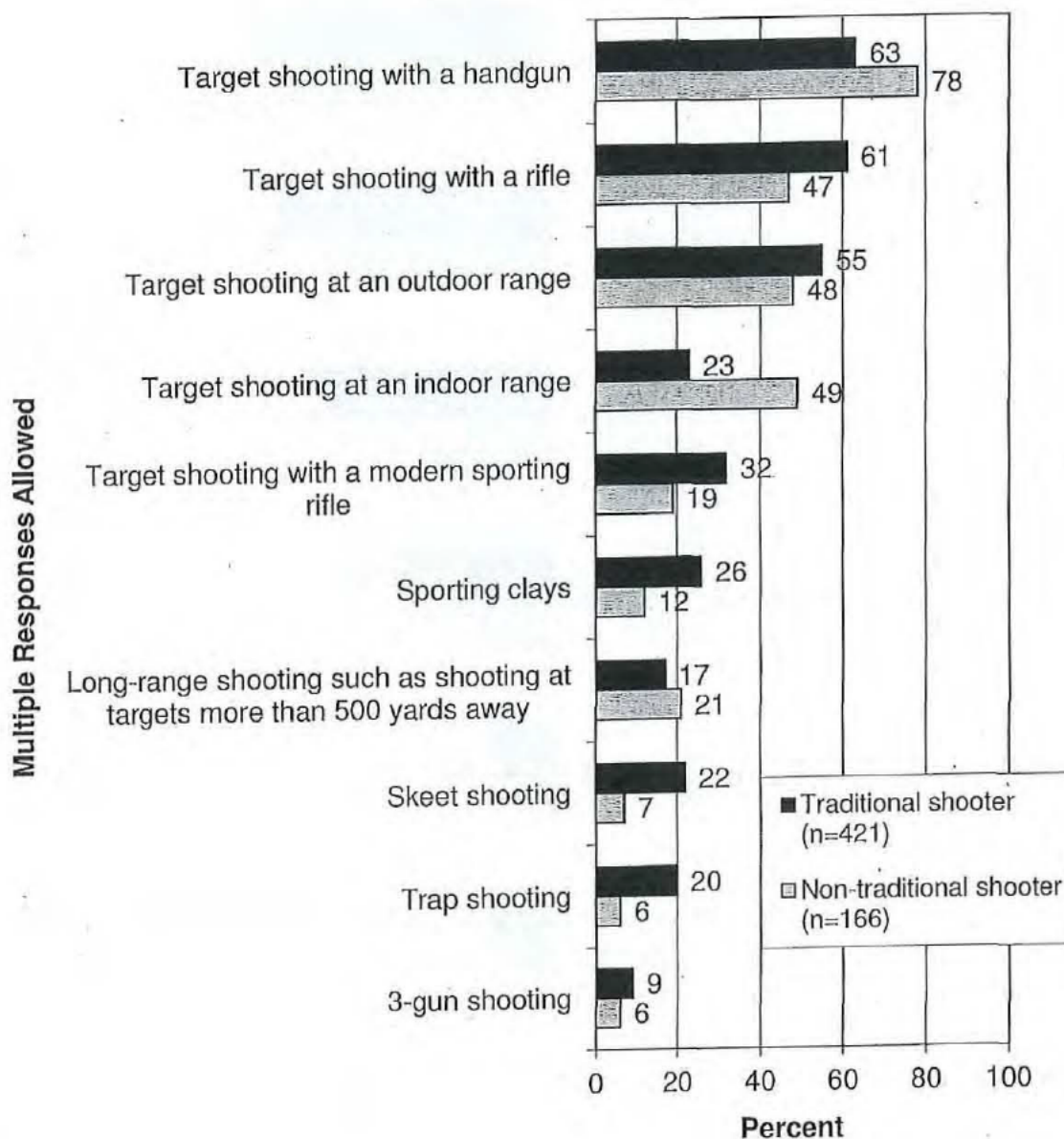
How important is mentoring a new target shooter as a reason to go target shooting?



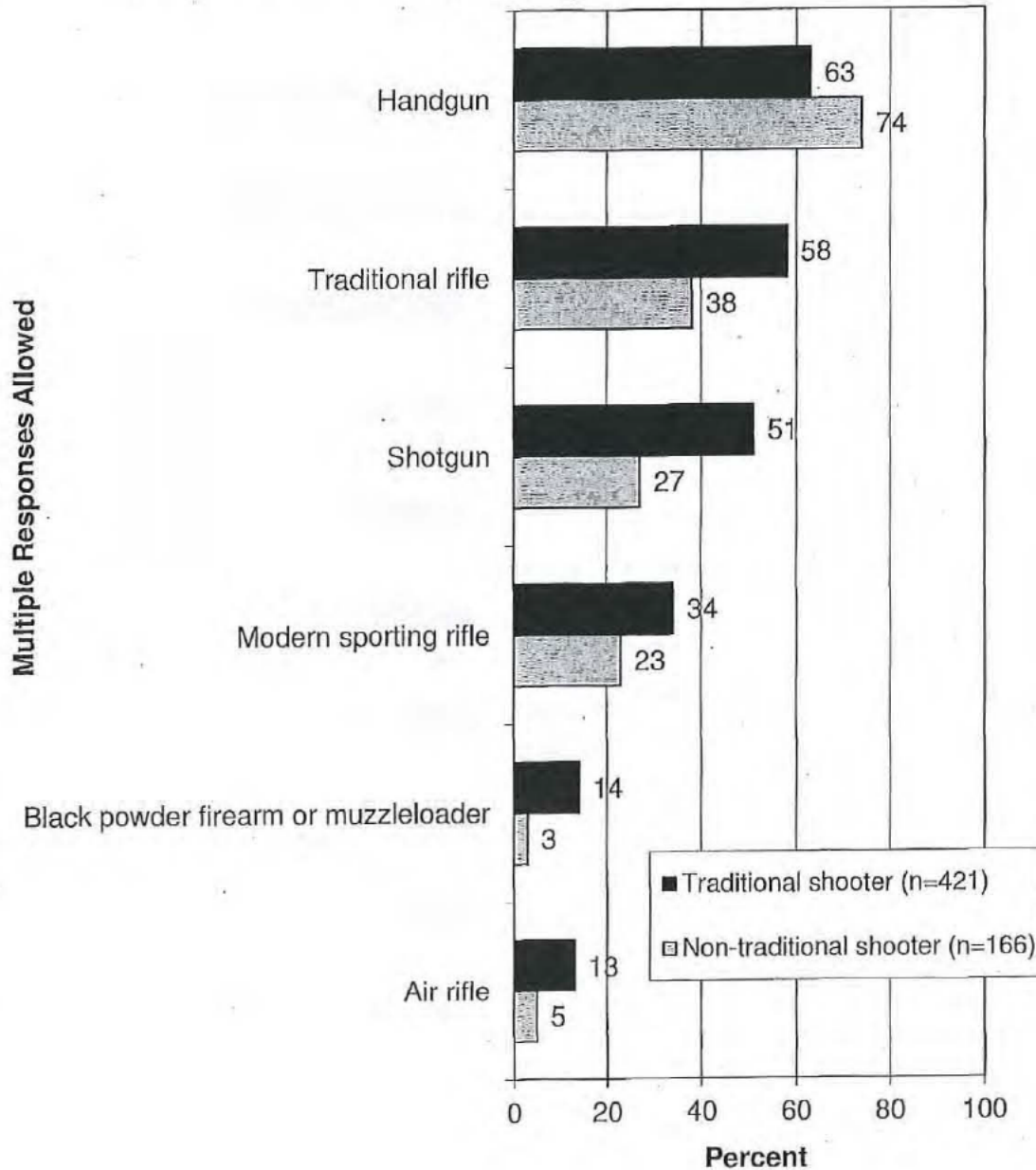
How important is your job as a reason to go target shooting?



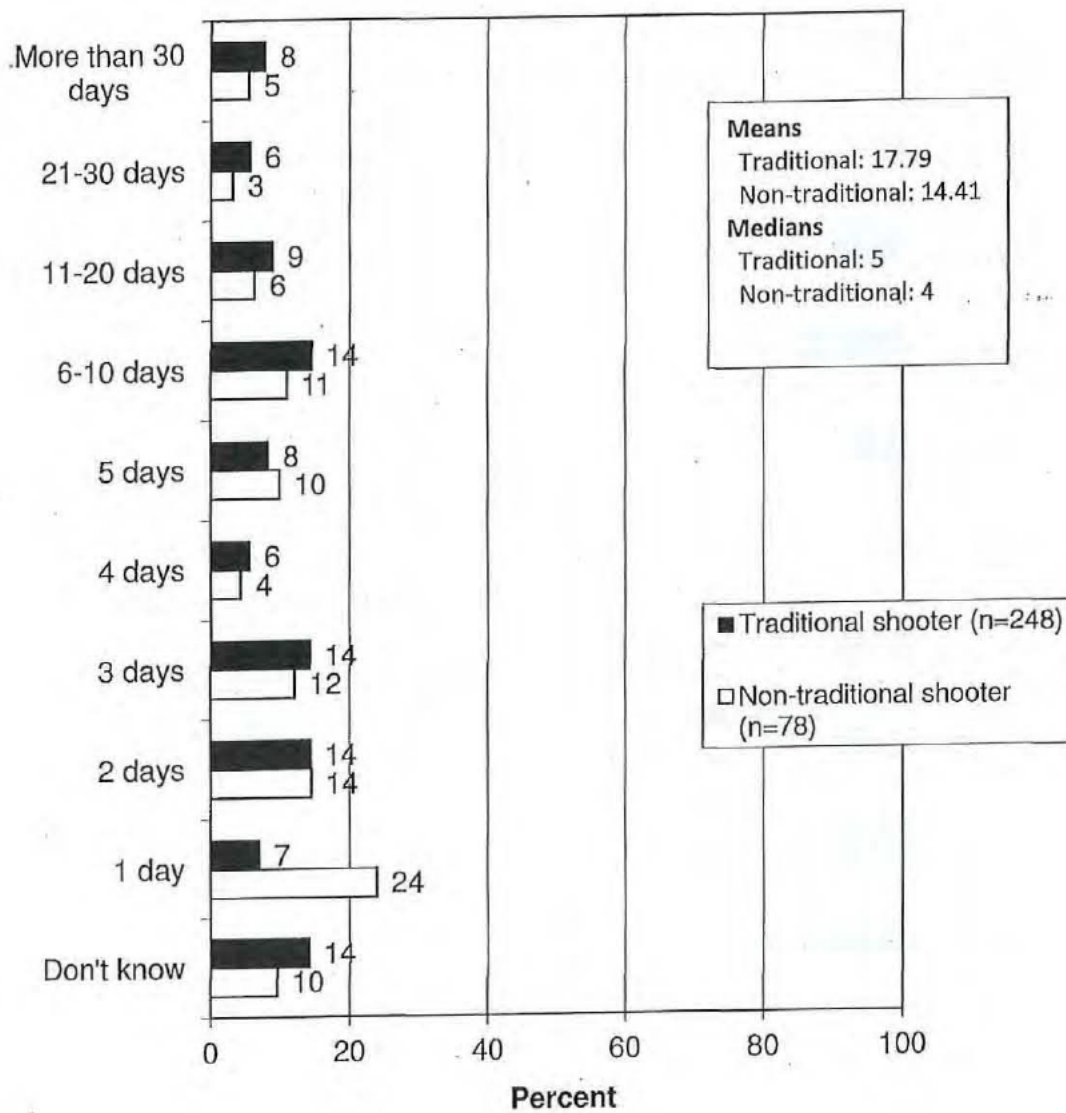
Percentage of adult target/sport shooters participating in the following target/sport shooting activities in 2016. (Among those who went target shooting in 2016.)



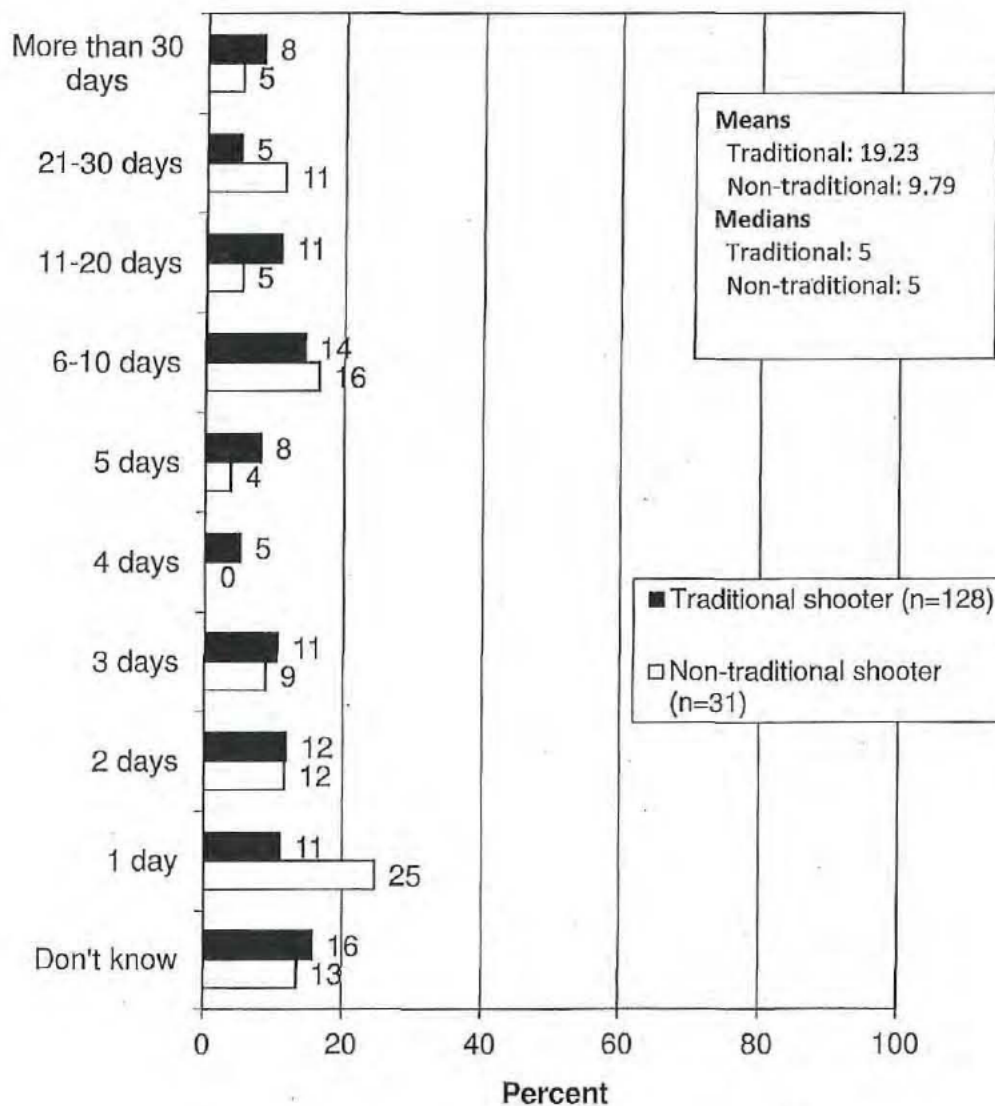
**Which of the following firearms or equipment did you use when target shooting in 2016?
(Asked of those who went target shooting in 2016.)**



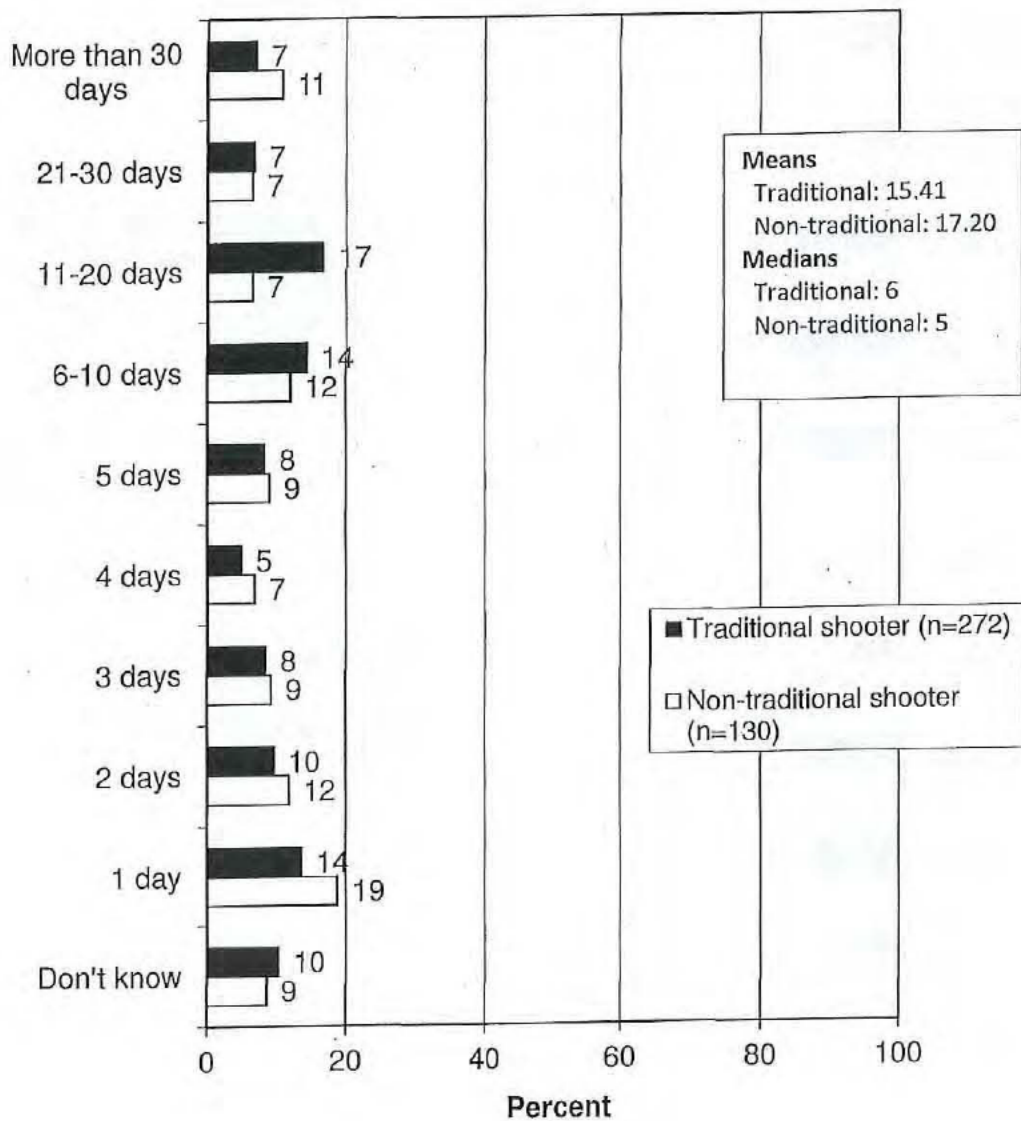
How many days did you target shoot with a traditional rifle, in other words a rifle with bolt or lever action, in 2016? (Asked of those who went target shooting with a traditional rifle in 2016.)



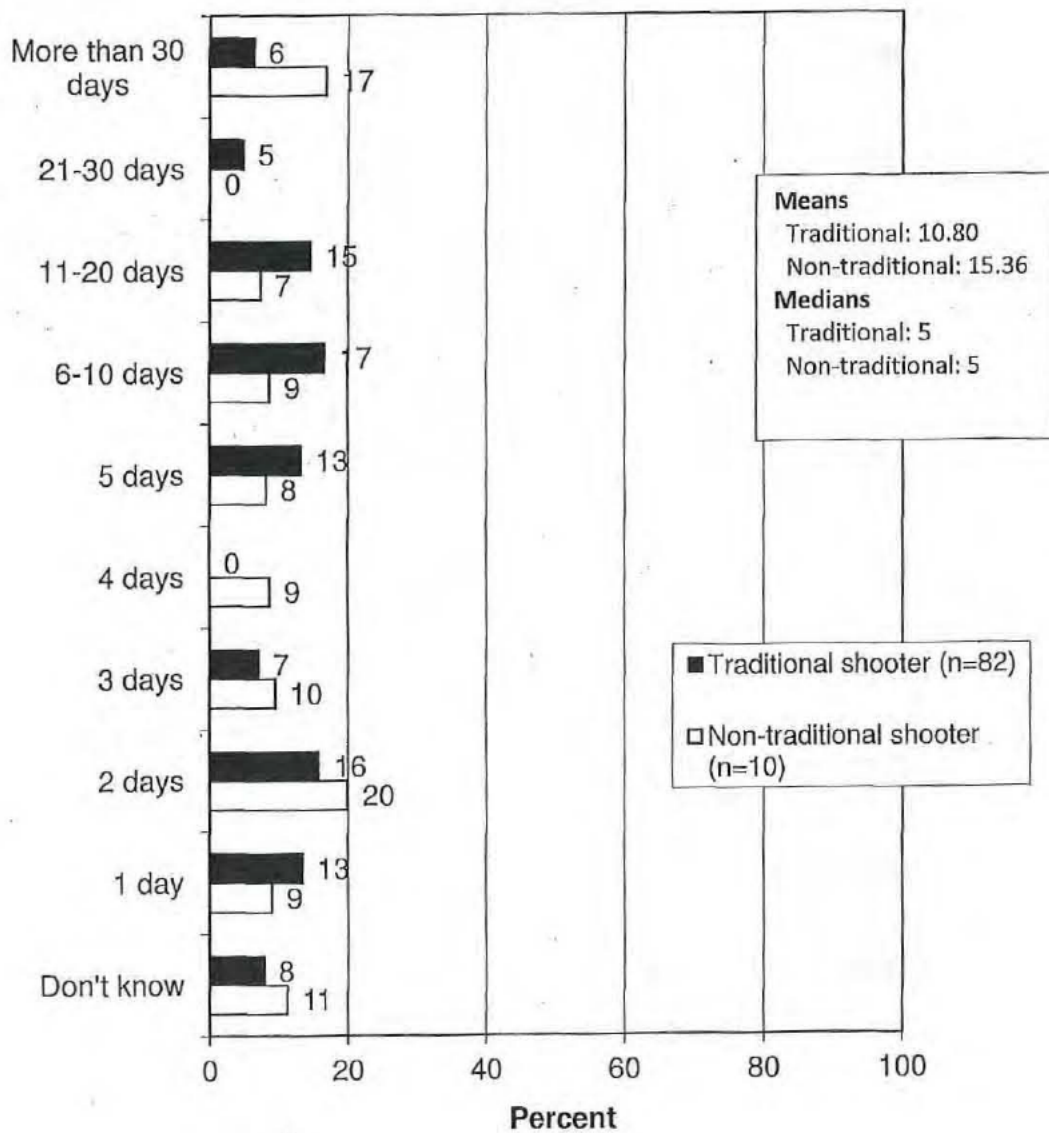
How many days did you target shoot with a modern sporting rifle in 2016? (Asked of those who went target shooting with a modern sporting rifle in 2016.)



How many days did you target shoot with a handgun in 2016? (Asked of those who went target shooting with a handgun in 2016.)



**How many days did you trap shoot in 2016?
(Asked of those who went trap shooting
in 2016.)**



**How many days did you skeet shoot in 2016?
(Asked of those who went skeet shooting
in 2016.)**

