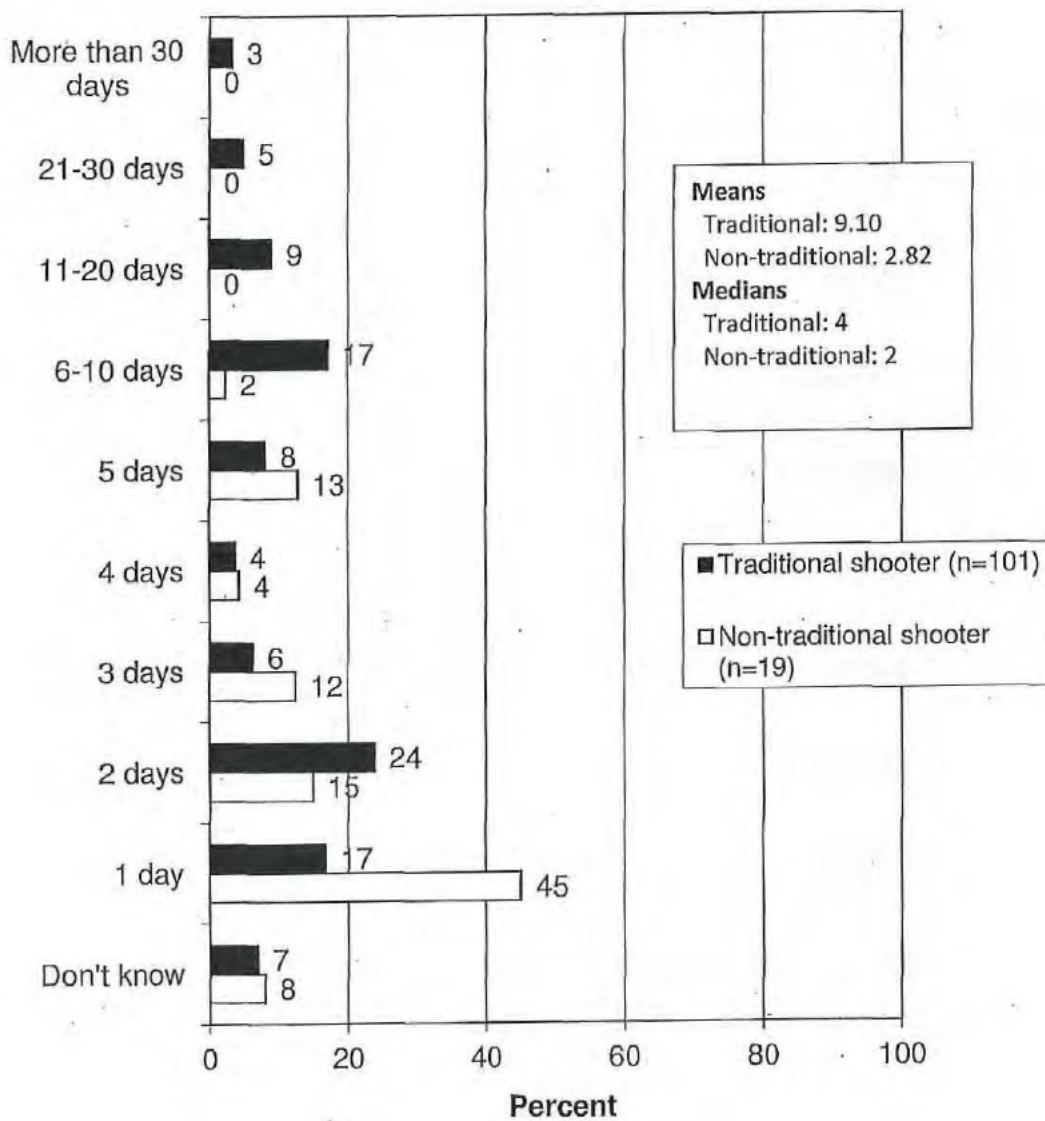
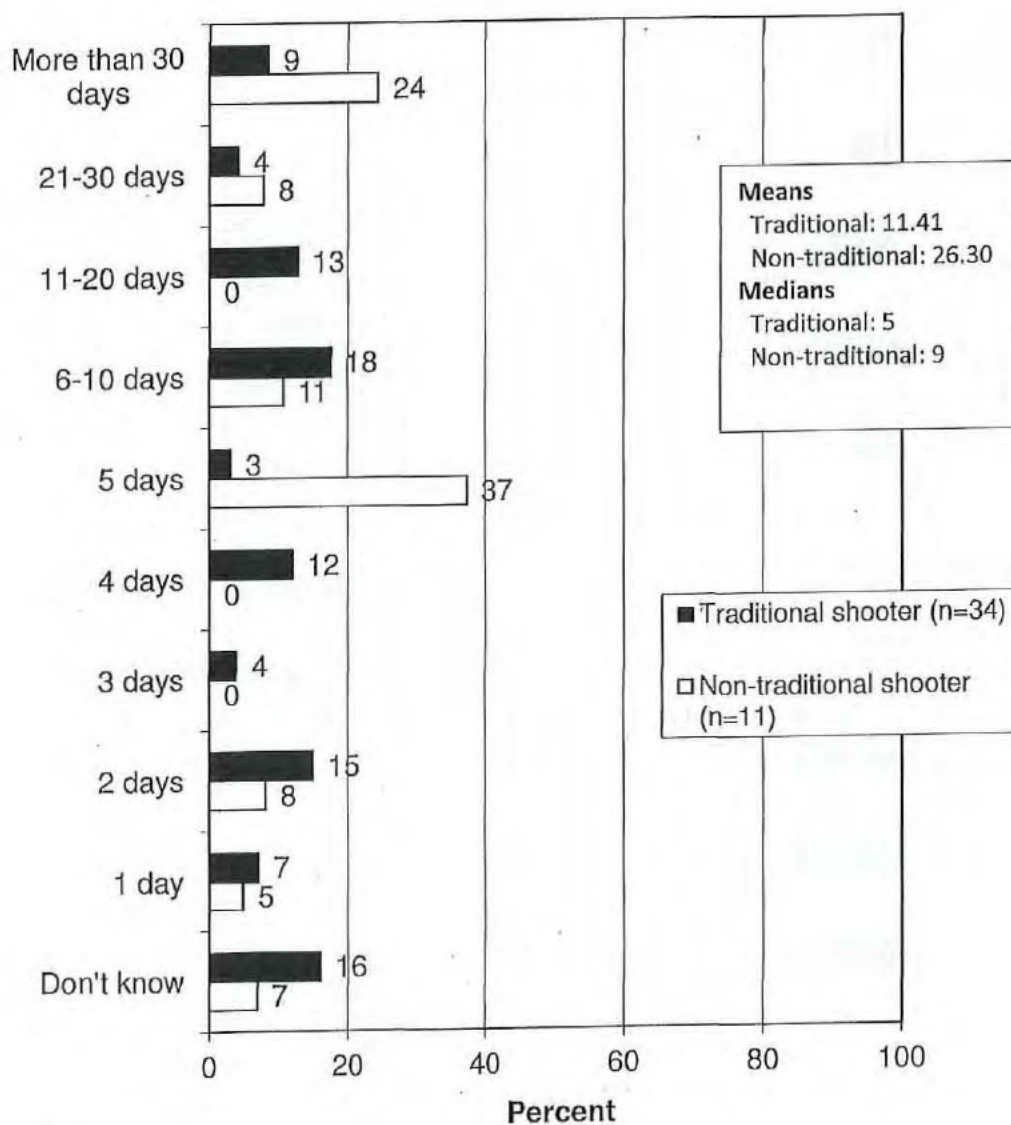


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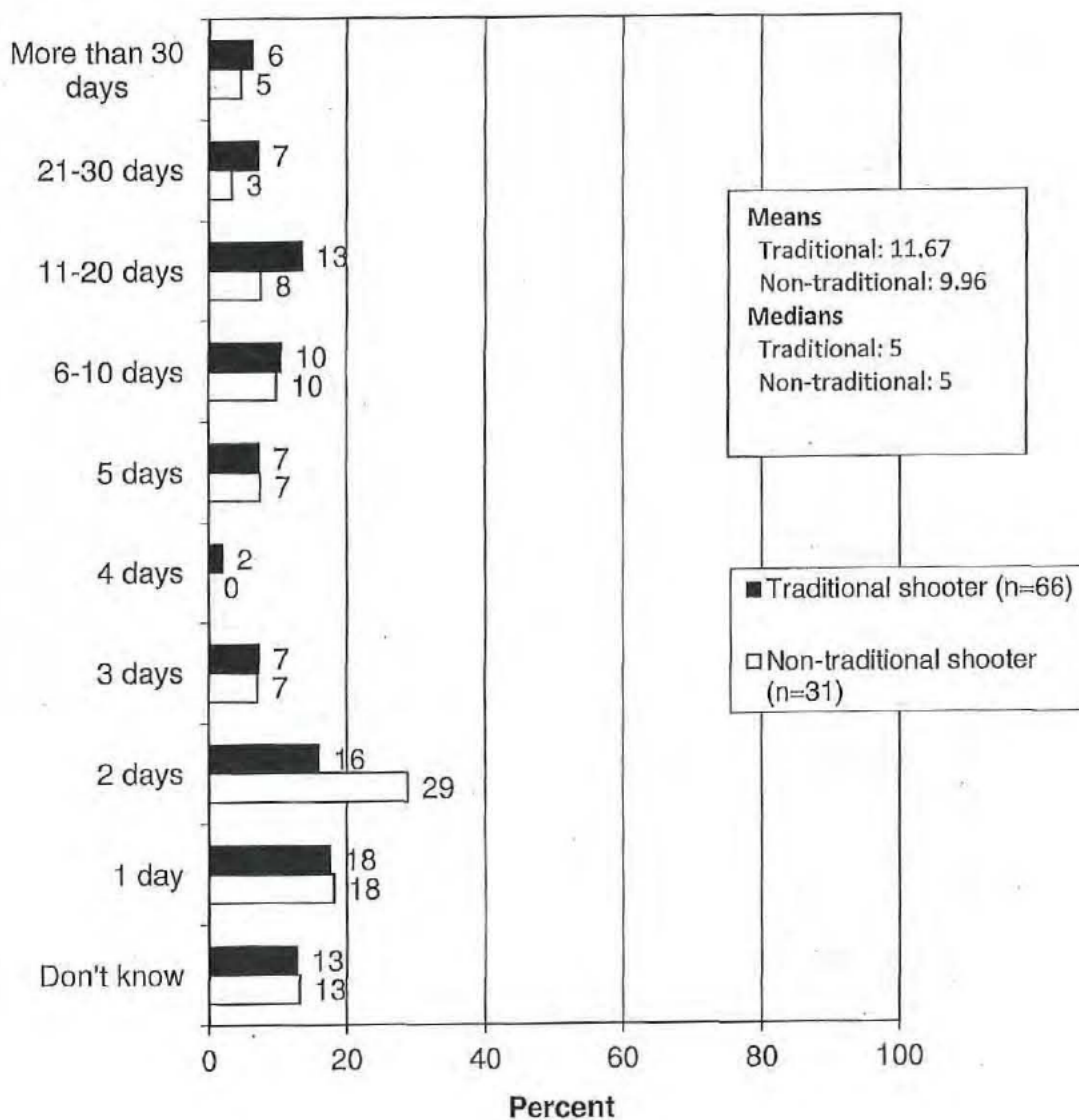
How many days did you shoot sporting clays in 2016? (Asked of those who shot sporting clays in 2016.)



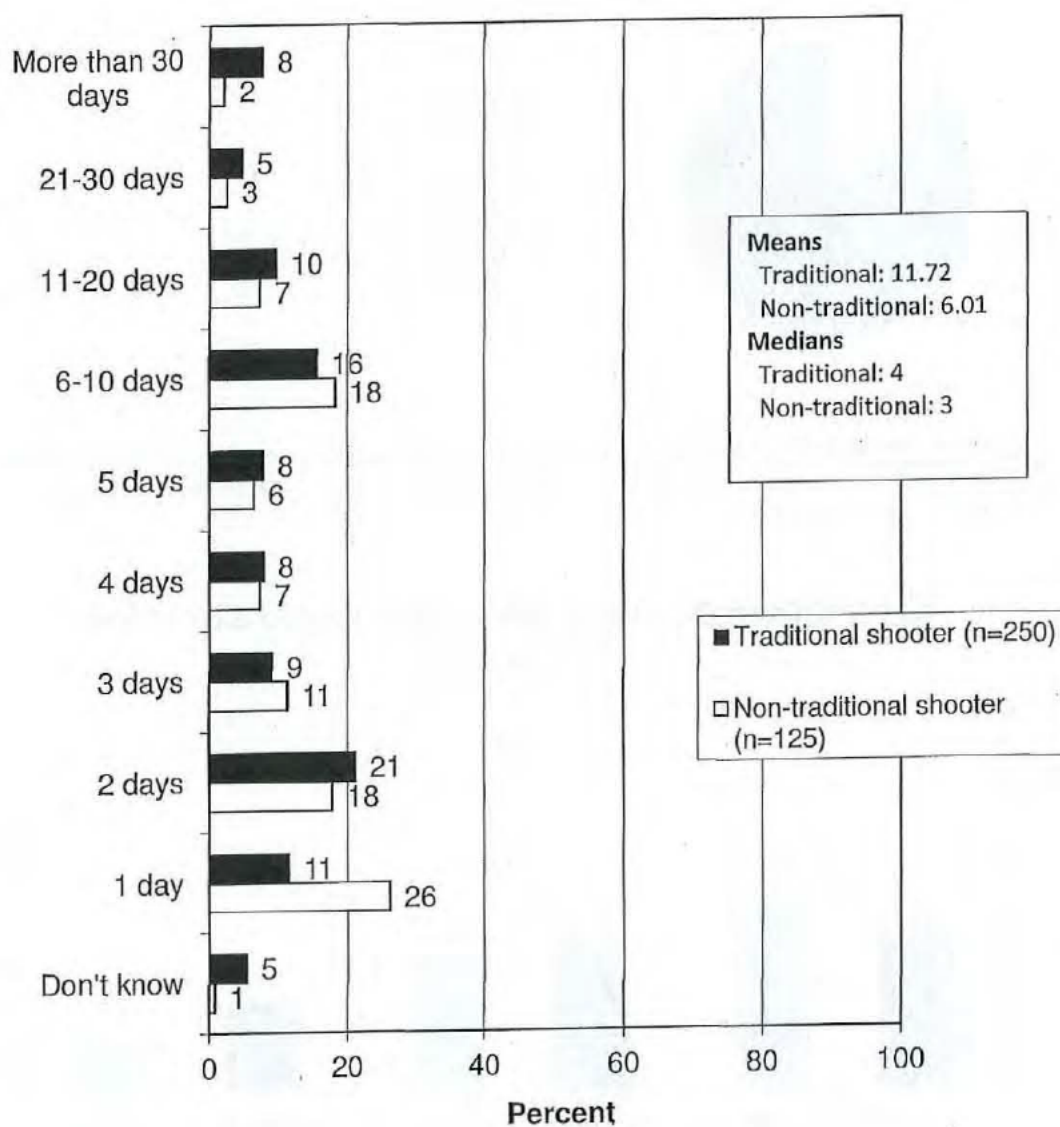
How many days did you go 3-gun shooting in 2016? (Asked of those who participated in 3-gun shooting in 2016.)



How many days did you go long-range target shooting in 2016? (Asked of those who went long-range target shooting in 2016.)

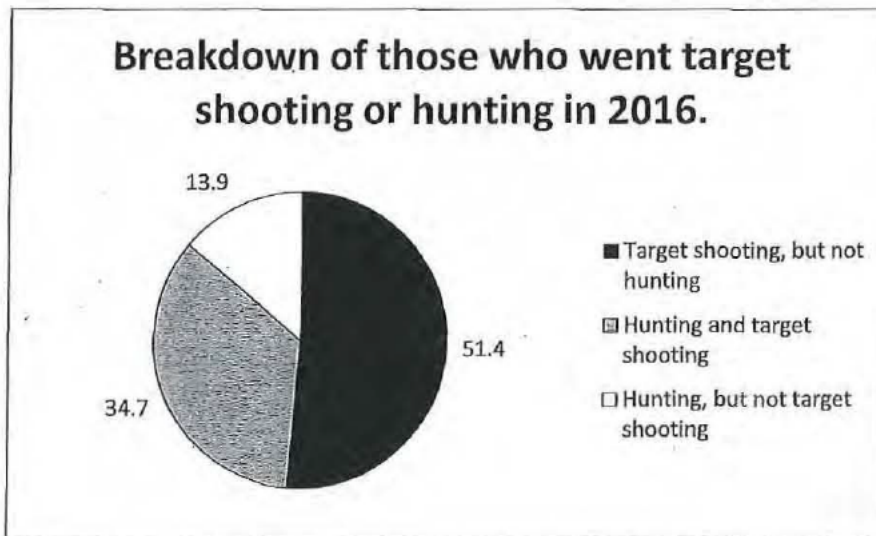


Approximately how many times did you go target shooting at a range in 2016? (Asked of those who shot at a range in 2016.)



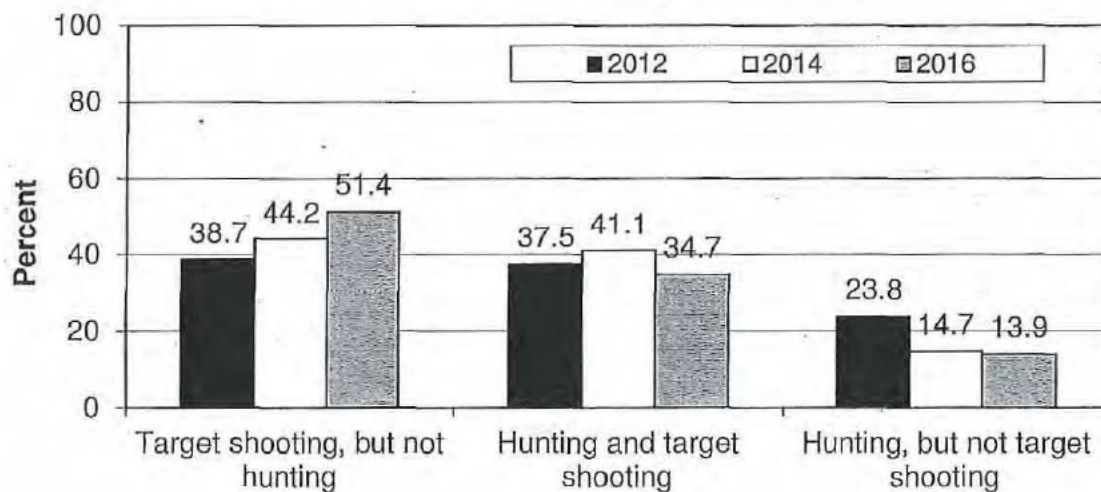
OVERLAP OF PARTICIPATION IN TARGET SHOOTING AND HUNTING

The pie graph below shows the proportions of the hunting/shooting pool of participants who went target shooting, hunting with firearms, or both in 2016. The entire pie consists of those who *either* hunted with firearms or went target/sport shooting. About half of this pool went target/sport shooting but did not hunt.



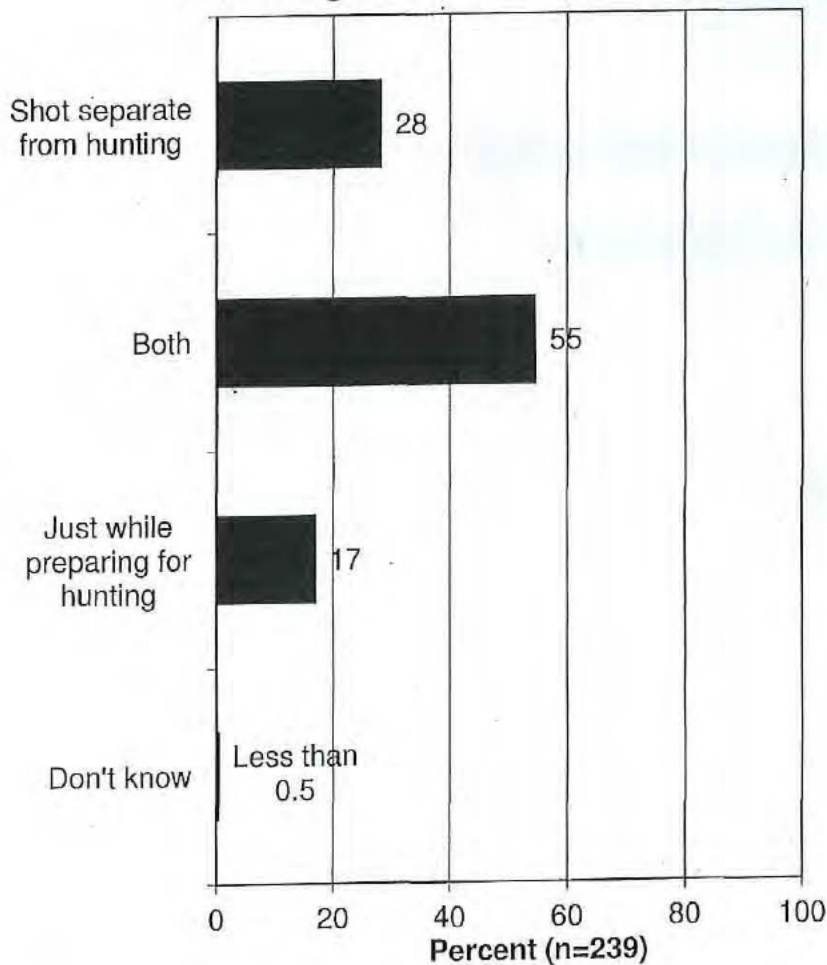
A trend graph shows that hunting exclusive of target/sport shooting has declined over the given time period from 2012, when it made up 23.8% of the hunter/shooter pool, to 2016, when it made up only 13.9% of the pool.

Breakdown of those who went target shooting or hunting.

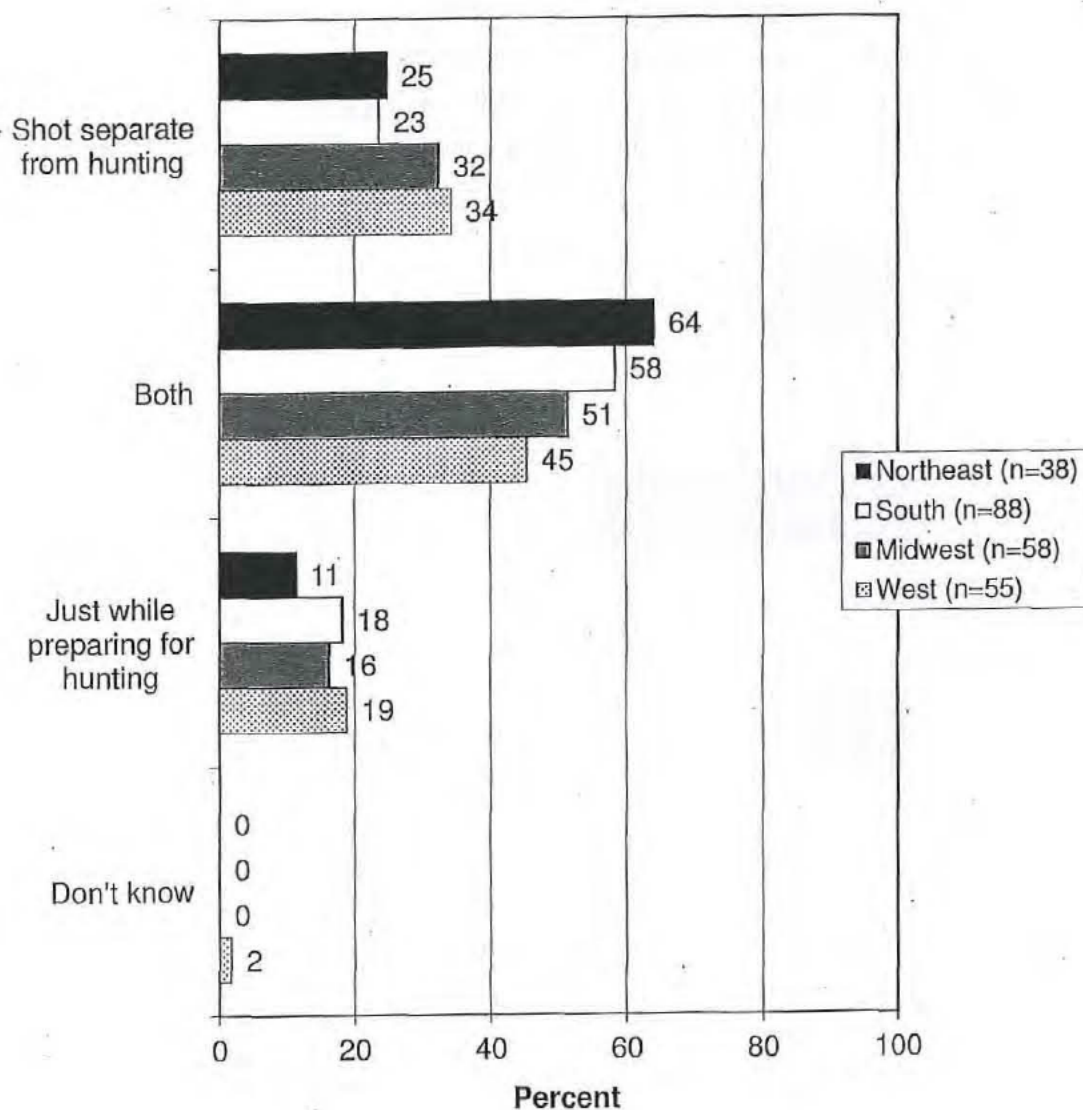


Few respondents who participated in both hunting and target/sport shooting indicated that their target/sport shooting was done "just while preparing for hunting." By far, most of those who do both firearm hunting and target/sport shooting generally spend some of their time simply shooting separate from their hunting. (In past years, those who used only archery equipment for hunting were not asked the question; in this survey, all hunters, including those exclusively bowhunting, were asked this question. This difference in methods is negligible on this question because only 7% of hunters used *only* archery equipment.)

Would you say you went target shooting separate from hunting, or just while preparing for hunting, or both? (Asked of those who went sport shooting and hunting in 2016.)



Would you say you went target shooting separate from hunting, or just while preparing for hunting, or both? (Asked of those who went sport shooting and hunting in 2016.)

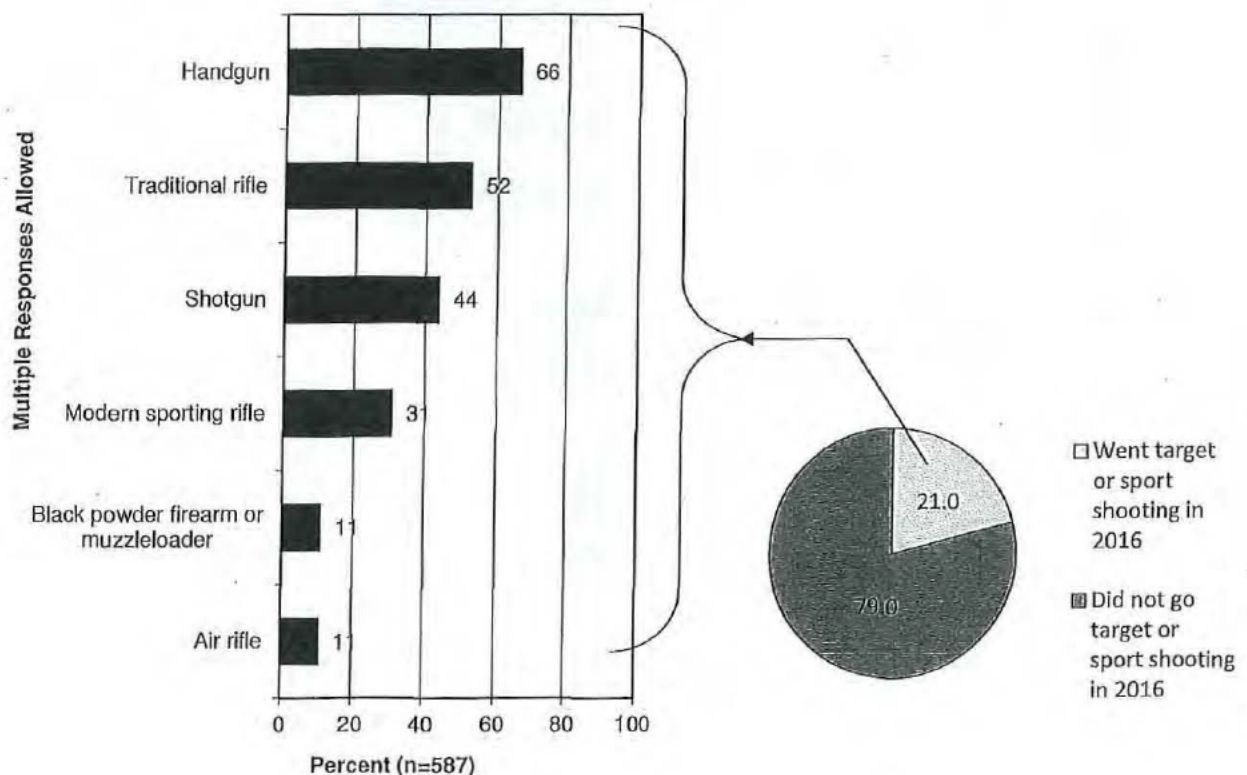


TYPES OF FIREARMS USED IN TARGET/SPORT SHOOTING AND HUNTING

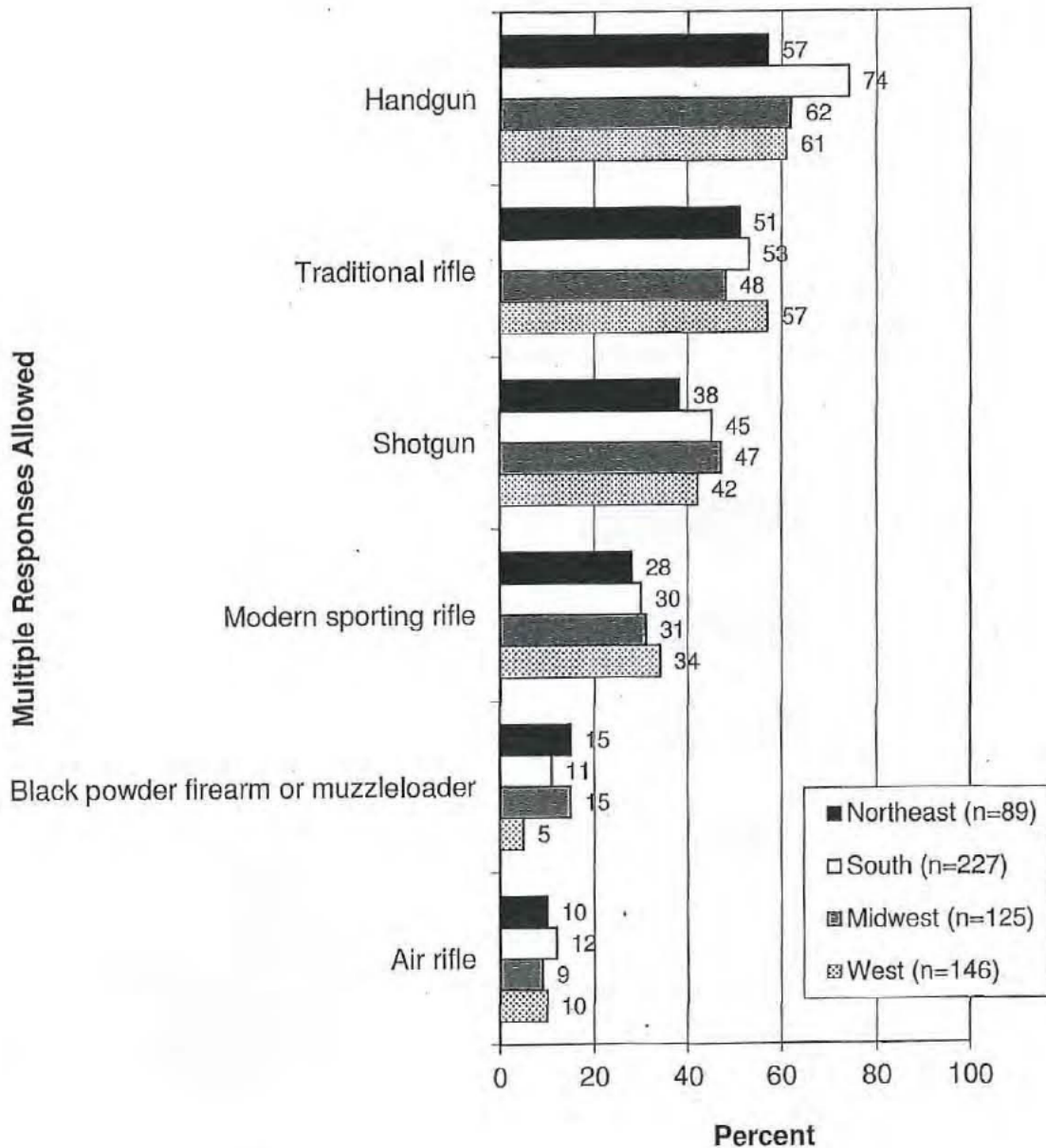
The graph below shows the percentages of target or sport shooters using various types of firearms (in total, 21.0% of all U.S. residents went target or sport shooting). Handguns and traditional rifles top the list. For each of these types, a majority of those who go target or sport shooting use it. Graphs of regional results and trends follow.

Note that two questions in the survey asked about equipment, such as modern sporting rifles. In the first, respondents were asked if they had participated in various activities, such as "target shooting with a modern sporting rifle." A later question simply asked all target or sport shooters to name all the types of firearms that they had used in 2016 for any activities. Typically, these percentages in the latter question are slightly more than those who reported that they "went target shooting" with the type of firearm. This discrepancy is accounted for by those who may have done other activities with these firearms (e.g., plinking, hunting) but not what they consider "target shooting" with them.

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

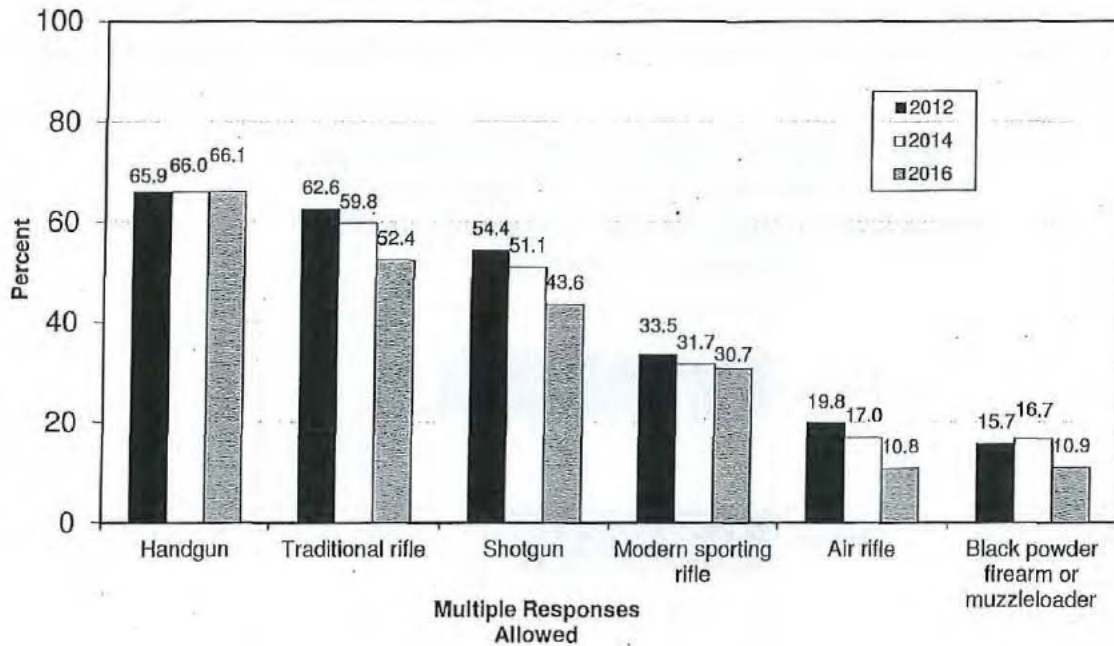


**Which of the following firearms or equipment did you use when target shooting in 2016?
(Asked of those who went target shooting in 2016.)**



With one exception, there was a drop in use of each type of firearm, particularly traditional rifle and shotgun, from 2012 to 2016. The exception is handgun use, which has remained about the same over the three surveys.

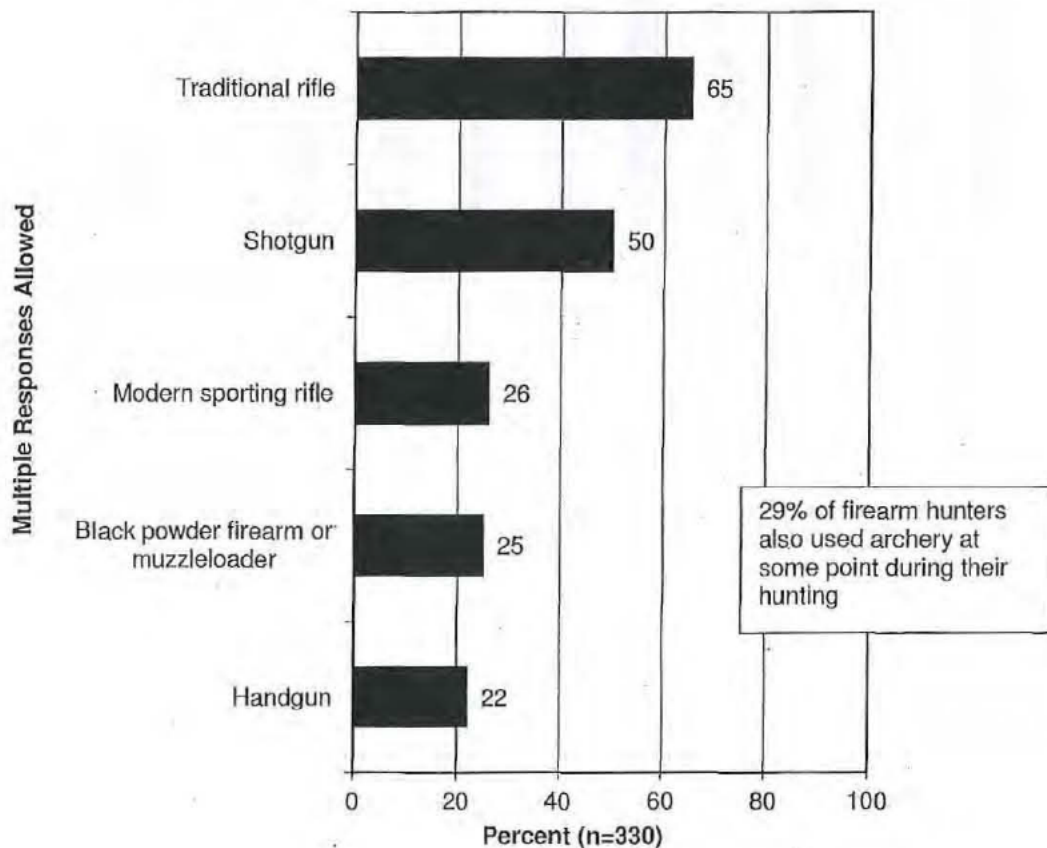
Which of the following firearms or equipment did you use when target shooting in [2014/2016]? (Asked of those who went target shooting.)



The survey also asked those who hunted to indicate the various firearms or equipment they used while hunting in 2016. The first graph shows types of firearms used by hunters who hunted with firearms (this matches the analysis methods in the previous participation report). The graph on the following page shows the types of firearms/equipment used by any hunters, including those who hunted exclusively with archery equipment.

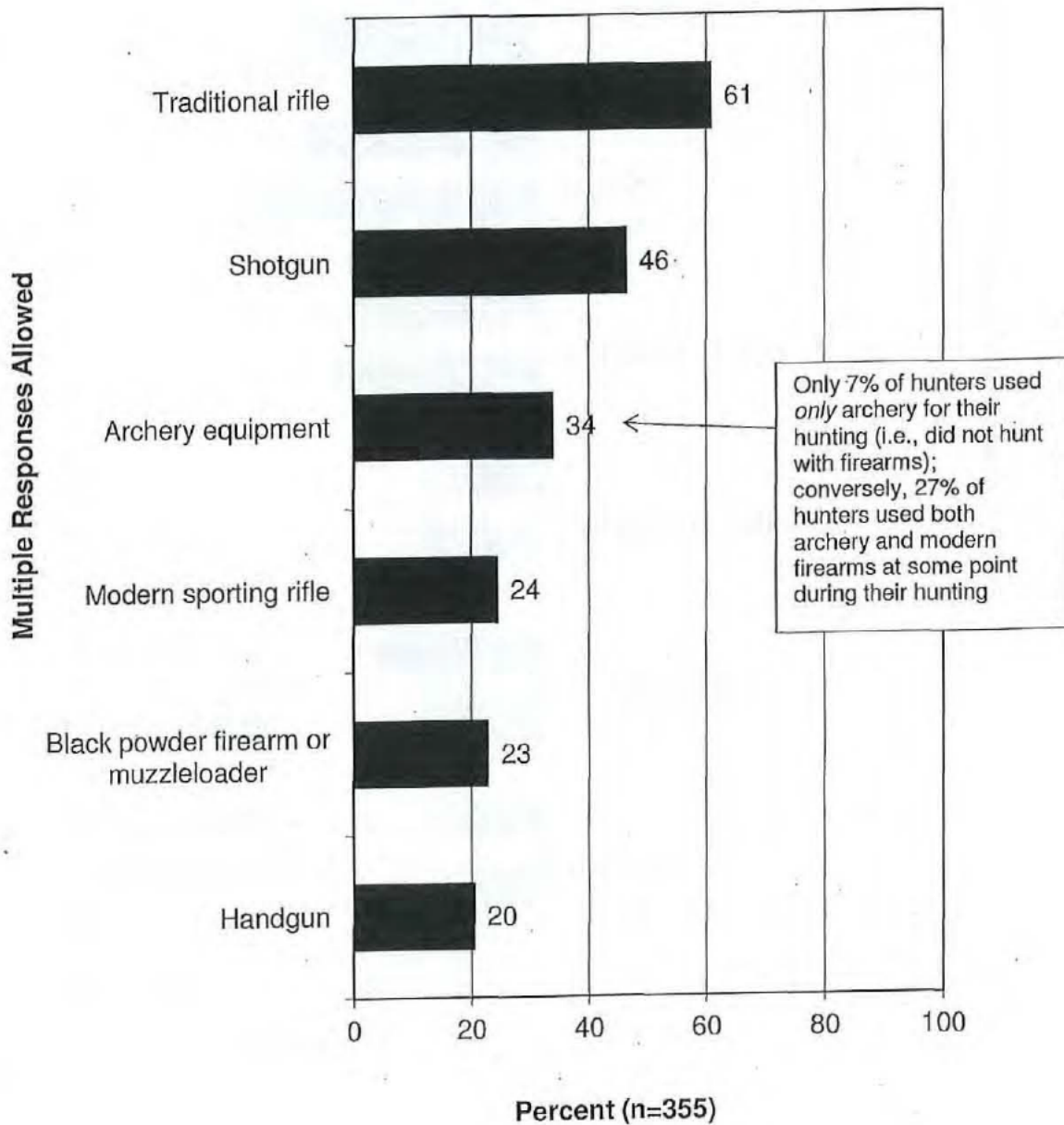
Among *firearm hunters*, traditional rifles and shotguns top the list (65% and 50%, respectively), and about a quarter use modern sporting rifles, black powder firearms, and handguns as part of their hunting (all within the range of 22% to 26%). This graph is comparable to the previous NSSF participation report regarding 2014 participation. Regional graphs are included, as well.

**Please indicate which of the following you
used for hunting in 2016. What about...?
(Asked of those who went hunting with
firearms in 2016.)**

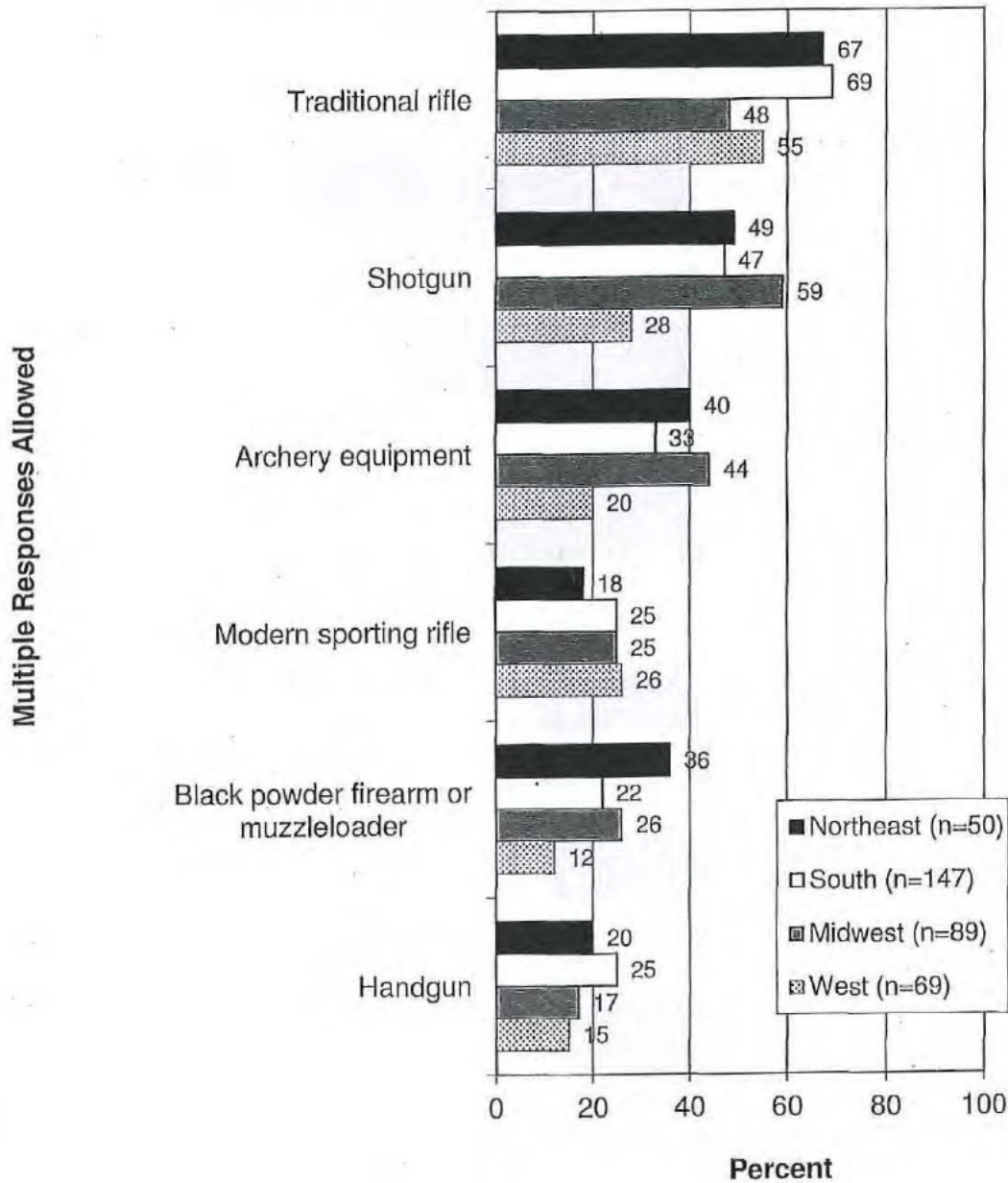


This graph is among all hunters, including those who did not use any firearms. A regional breakdown of this is shown on the following page.

Please indicate which of the following you used for hunting in 2016. What about...? (Asked of those who went hunting in 2016.)



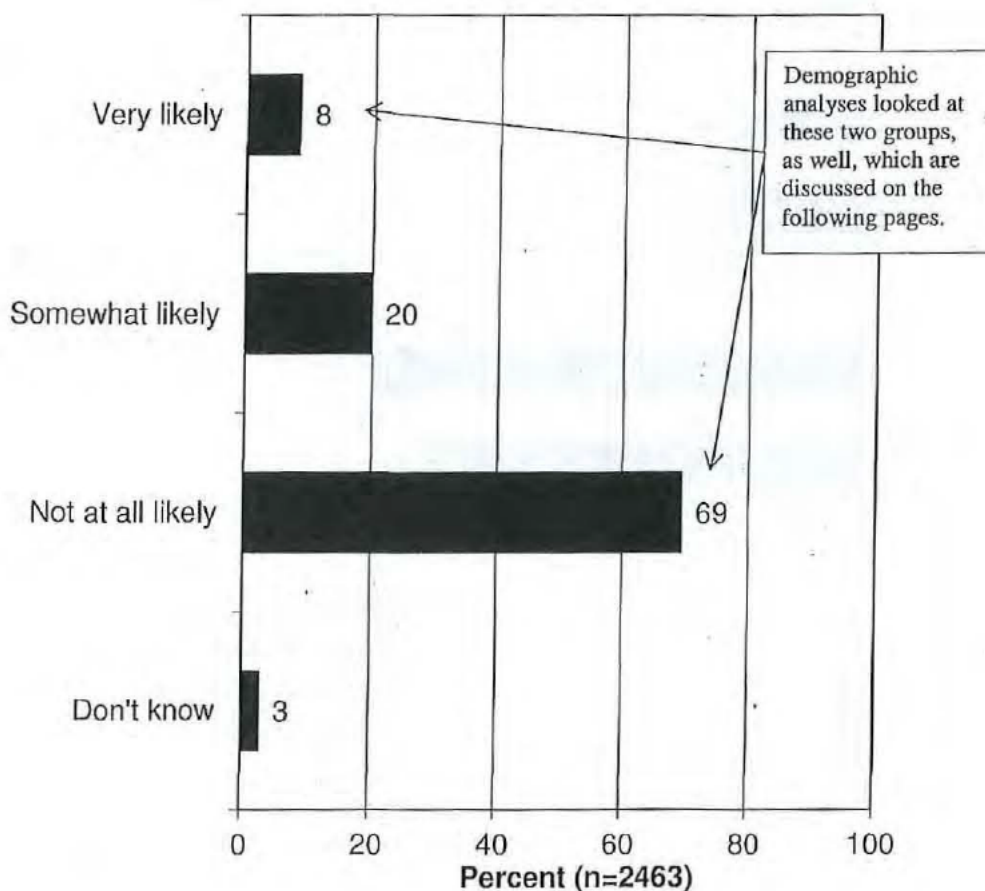
Please indicate which of the following you used for hunting in 2016. What about...? (Asked of those who went hunting in 2016.)



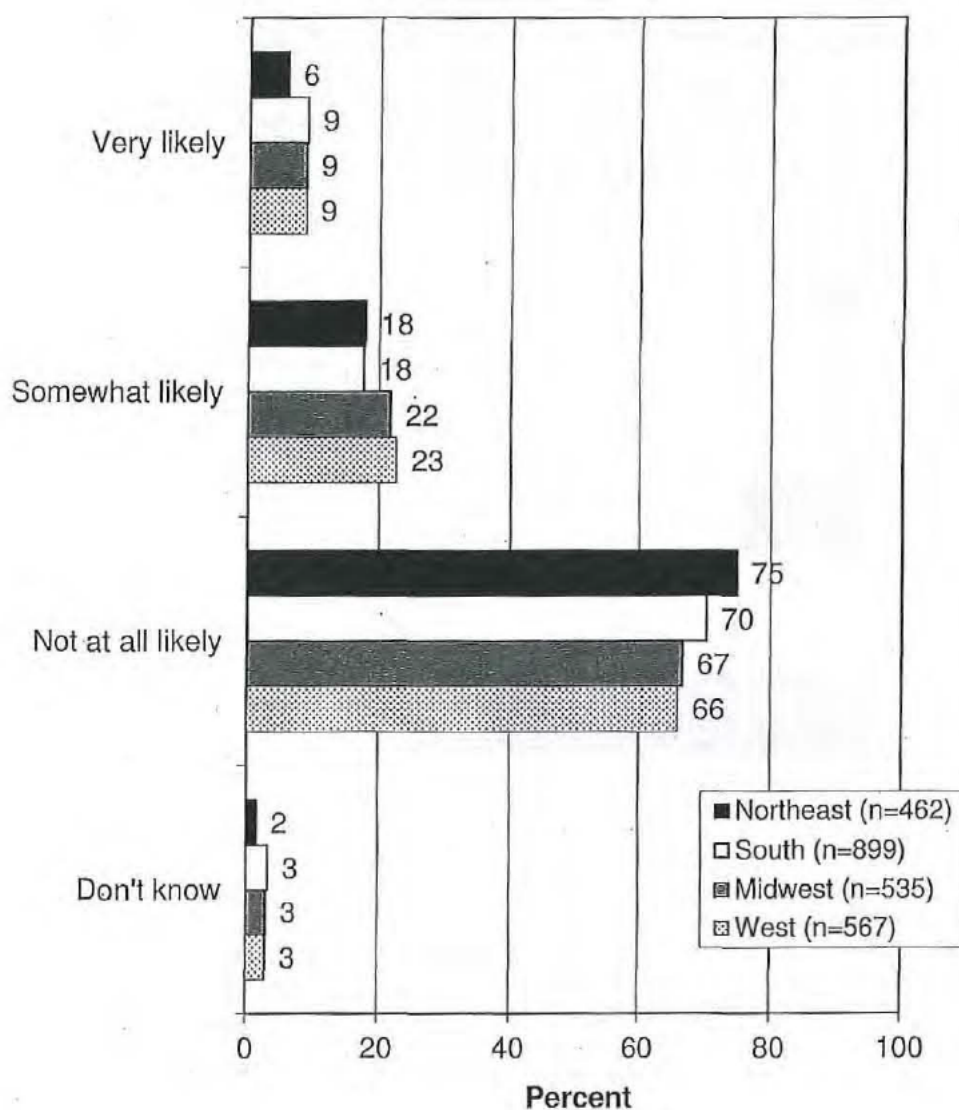
LIKELIHOOD TO GO TARGET OR SPORT SHOOTING IN THE FUTURE

A little over a quarter of those who did *not* go target or sport shooting in 2016 show some interest in target or sport shooting, with 28% saying either that they are *very likely* or *somewhat likely* to participate in target or sport shooting in the following 2 years (regional results are shown, as well). Demographic analyses compare those who say that they are *very likely* to those who are *not at all likely*, thereby giving a little insight into these people.

**What is the likelihood that you will participate in any type of sport shooting in the next 2 years? Would you say it is very likely, somewhat likely, or not at all likely?
(Asked of those who did NOT go target shooting in 2016.)**



What is the likelihood that you will participate in any type of sport shooting in the next 2 years? Would you say it is very likely, somewhat likely, or not at all likely? (Asked of those who did not go target shooting in 2016.)

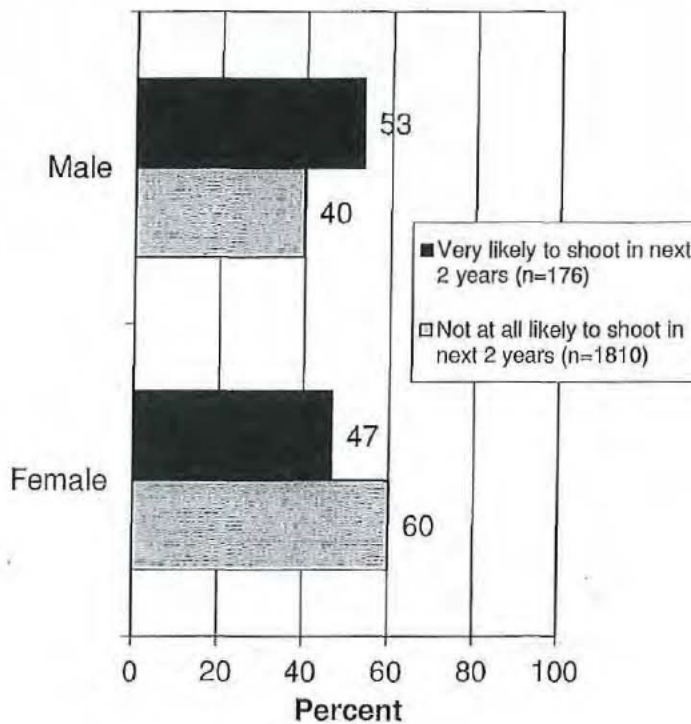


The crosstabulations are first analyzed among those who did *not* go shooting in 2016. This looks at those who said that they were *very likely* to go shooting (as the *somewhat* likely people should probably be discounted vis-à-vis their actual likelihood to go shooting), and then it looks at those who said that they were *not at all likely* as a baseline.

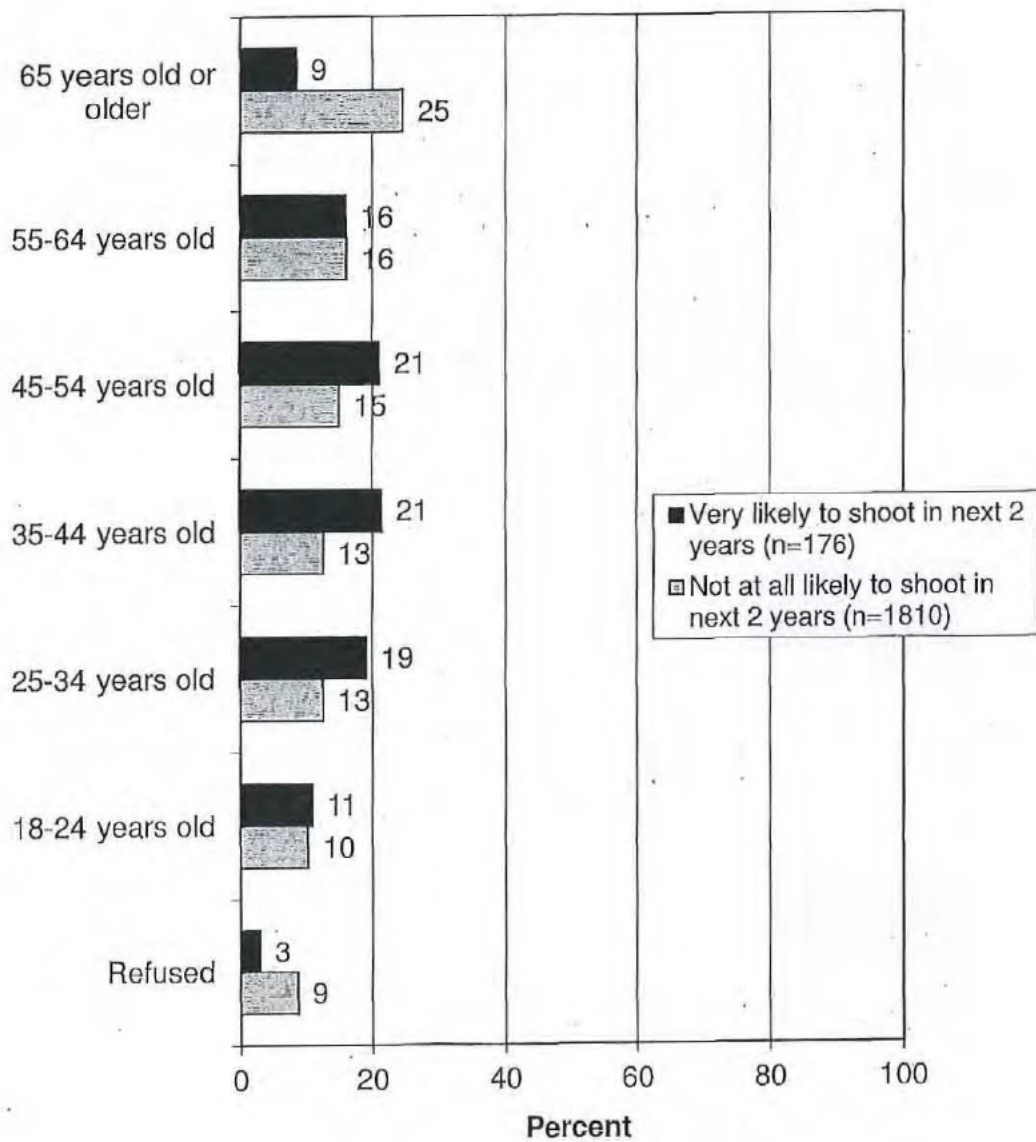
Among those who did not go shooting in 2016, men show a little more interest in target/sport shooting. Men make up 53% of those *very likely* to shoot but only 40% of those *not at all likely* to shoot in the next 2 years (note that this is among non-shooters in 2016). Young and middle-aged people have a greater propensity to say that they are very likely to go target/sport shooting in the next 2 years, whereas older people have a relatively high percentage who are not likely to go shooting.

Rural people are positively correlated with being likely to go shooting in the next 2 years; urban people are correlated with *not* being likely to go shooting. Regionally, the South shows a slightly greater percentage in the very-likely-to-shoot category (40%) than in the not-likely category (37%); in the Northeast, the situation is reversed, with 13% of those likely to shoot being from the Northeast, but 20% of those *not* likely to go shooting being from the Northeast.

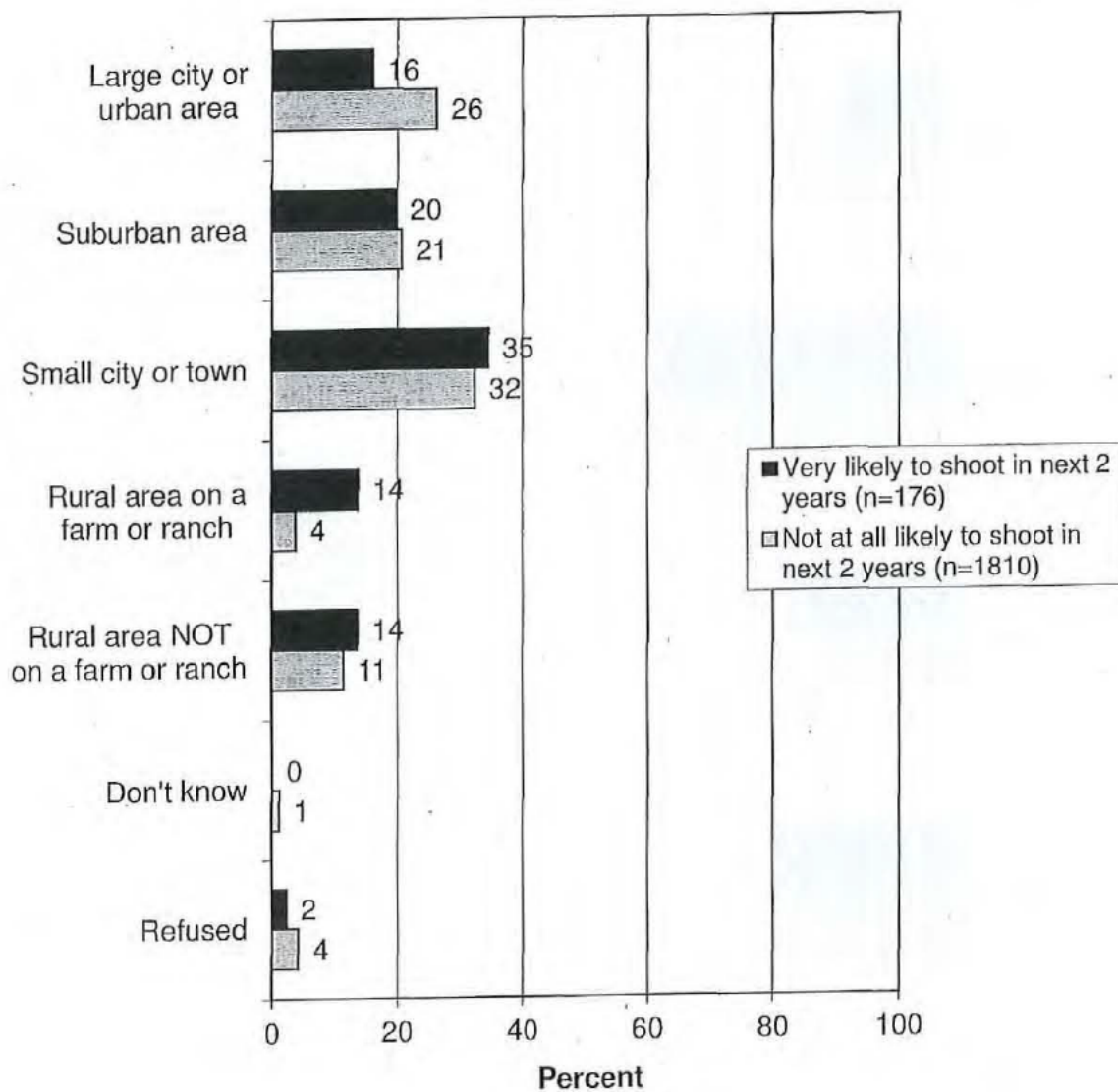
Respondent's gender. (Observed; not asked.) (Among those who did not shoot in 2016.)



May I ask your age? (Among those who did not shoot in 2016.)

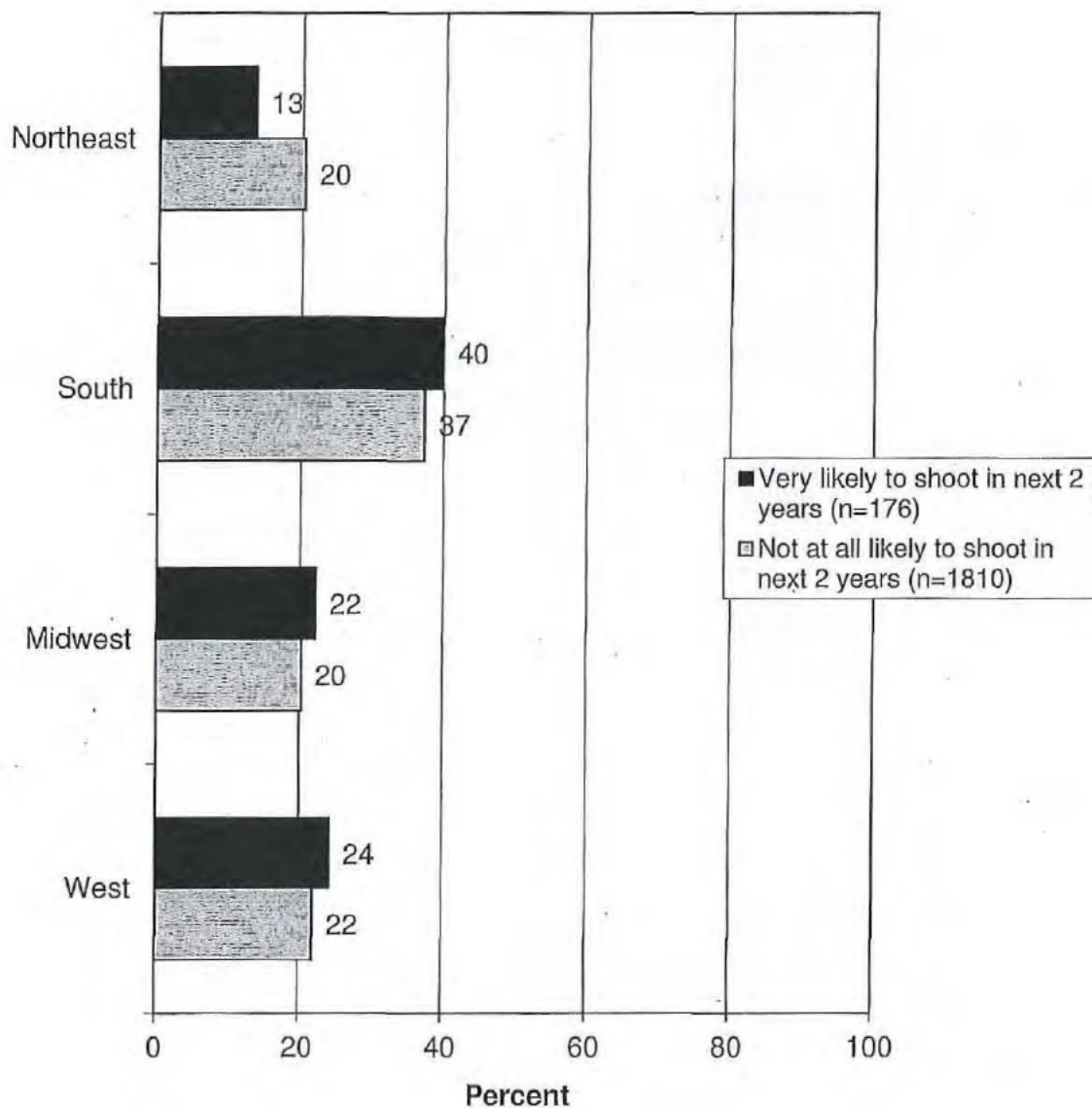


**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area NOT on a farm or ranch?
(Among those who did not shoot in 2016.)**



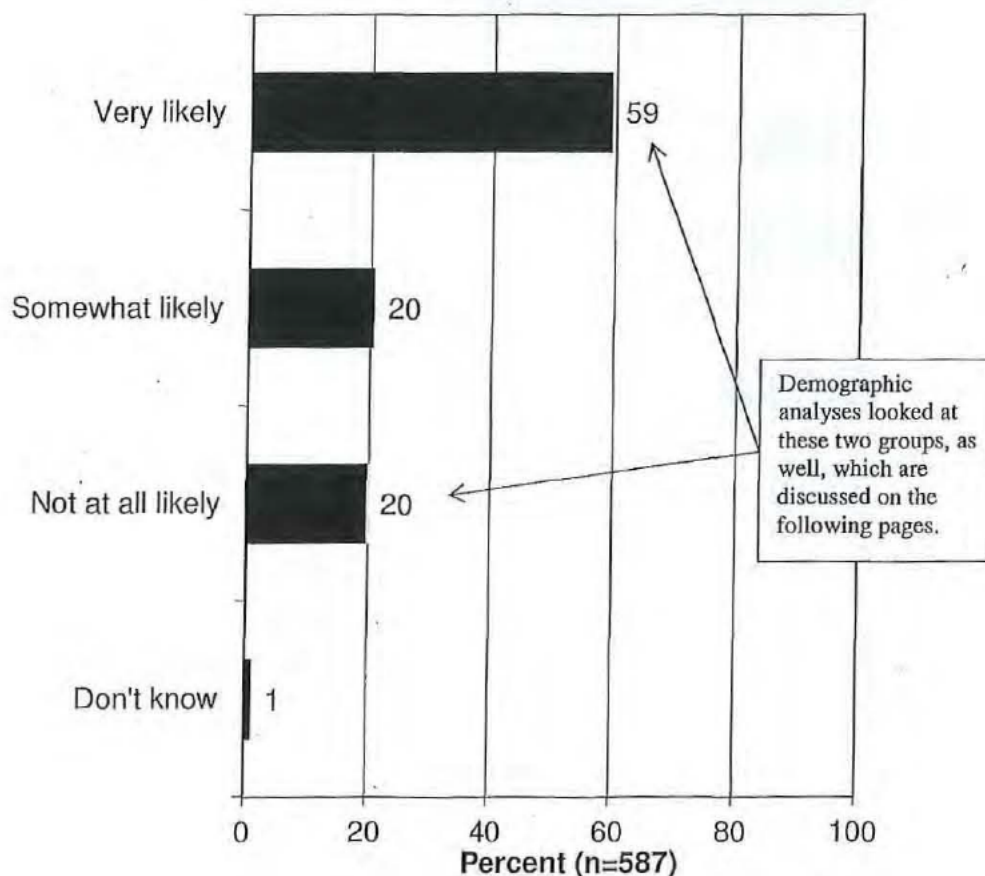
(These are the U.S. Census Bureau regions, the same regions used by the U.S. Fish and Wildlife Service.)

Region of residence. (Among those who did not shoot in 2016.)

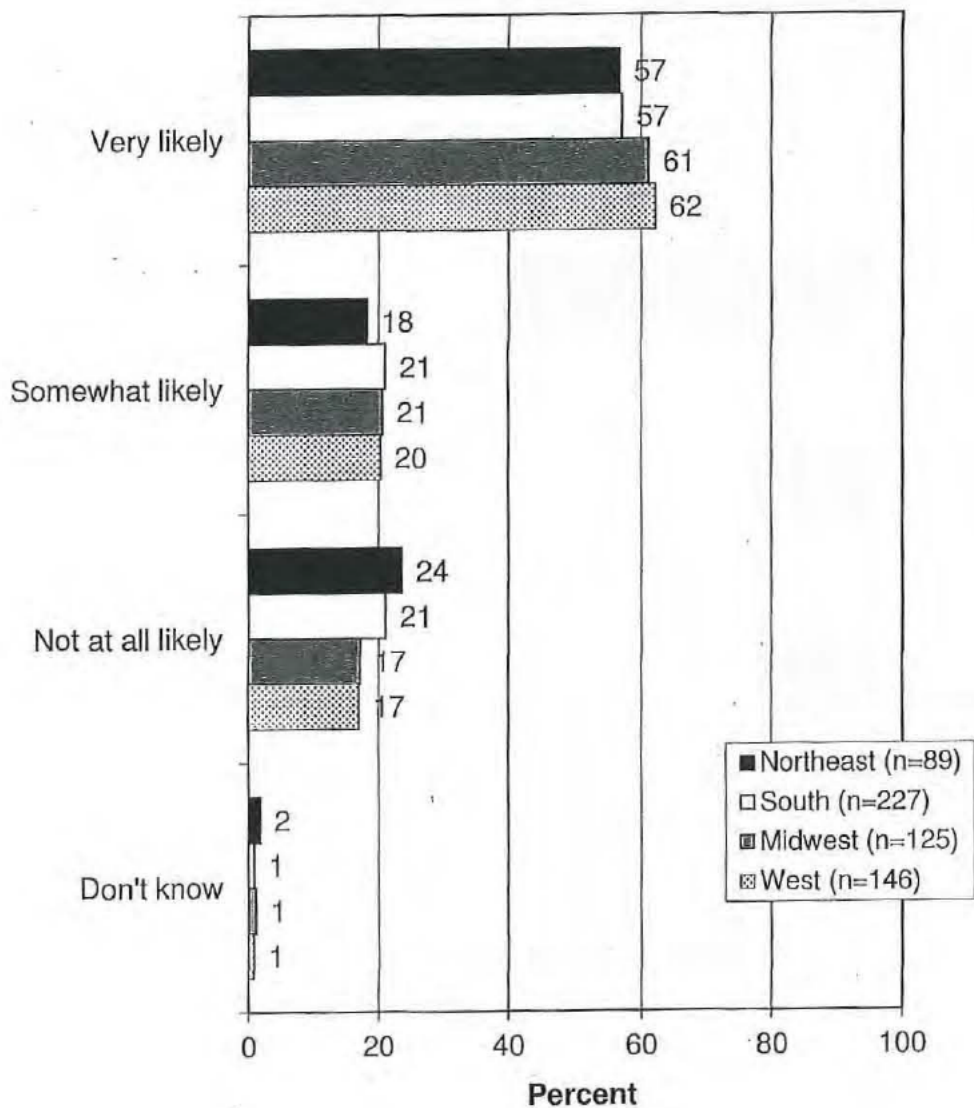


Note that the above looked at those who had *not* participated in target or sport shooting in 2016. Those who *had* participated in 2016 were also asked the same question about likelihood to participate in the coming 2 years. Of 2016 sport shooting participants, 59% are *very likely* to go sport shooting in the following 2 years, and 20% are *somewhat likely* (a sum of 79% who plan to continue in the sport). The same demographic analyses were run comparing those who are *very likely* to those who are *not at all likely* (again ignoring the *somewhat likely*).

What is the likelihood that you will participate in any type of sport shooting in the next 2 years? Would you say it is very likely, somewhat likely, or not at all likely? (Asked of those who went target or sport shooting in 2016.)



What is the likelihood that you will participate in any type of sport shooting in the next 2 years? Would you say it is very likely, somewhat likely, or not at all likely? (Asked of those who went target or sport shooting in 2016.)

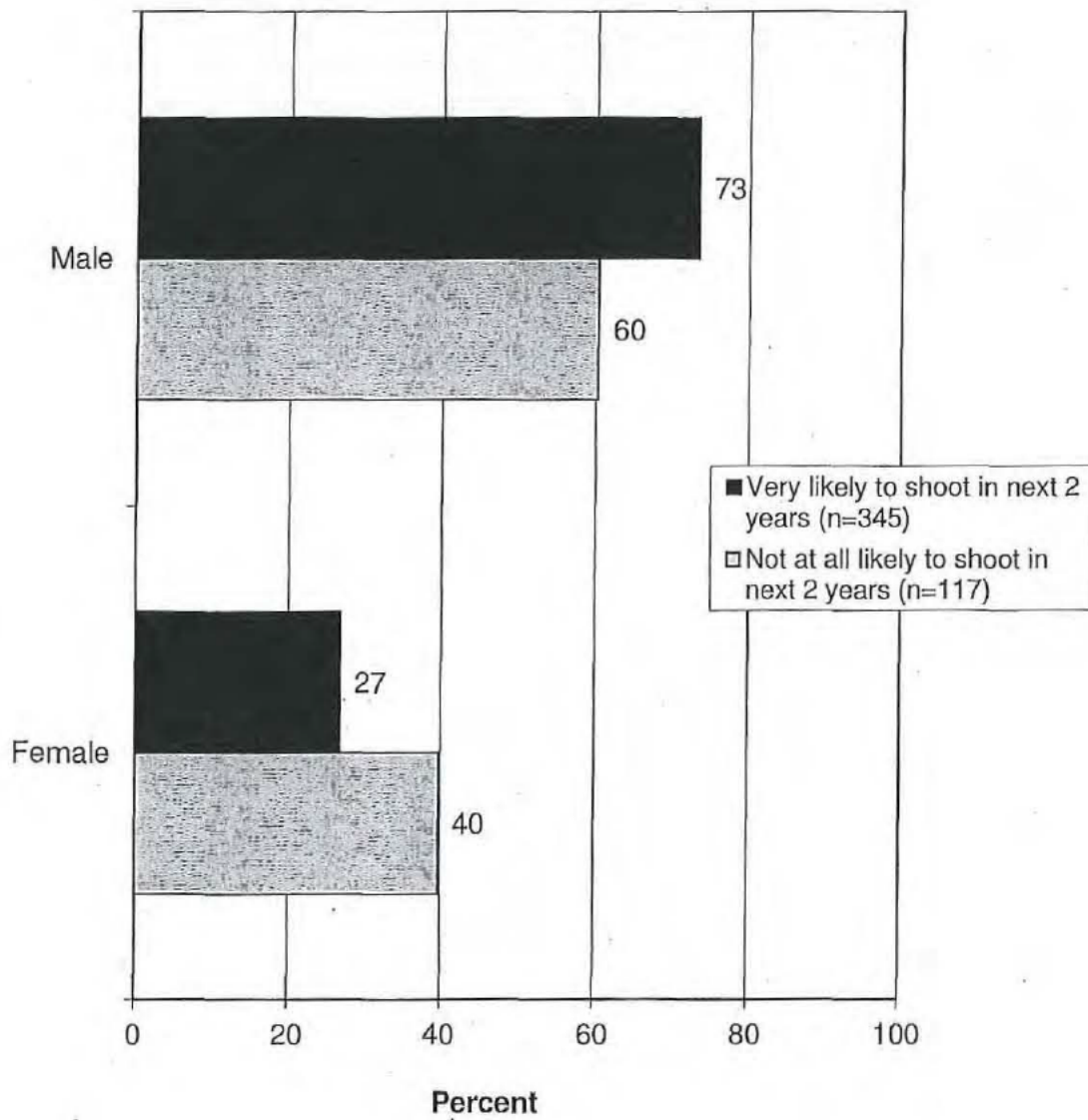


The gender crosstabulations found that women appear to be more likely to drop out of target/sport shooting: females make up only 27% of those who had shot in 2016 and are *very* likely to shoot in the next 2 years, while they make up 40% of those who had shot in 2016 but are unlikely to shoot in the next 2 years.

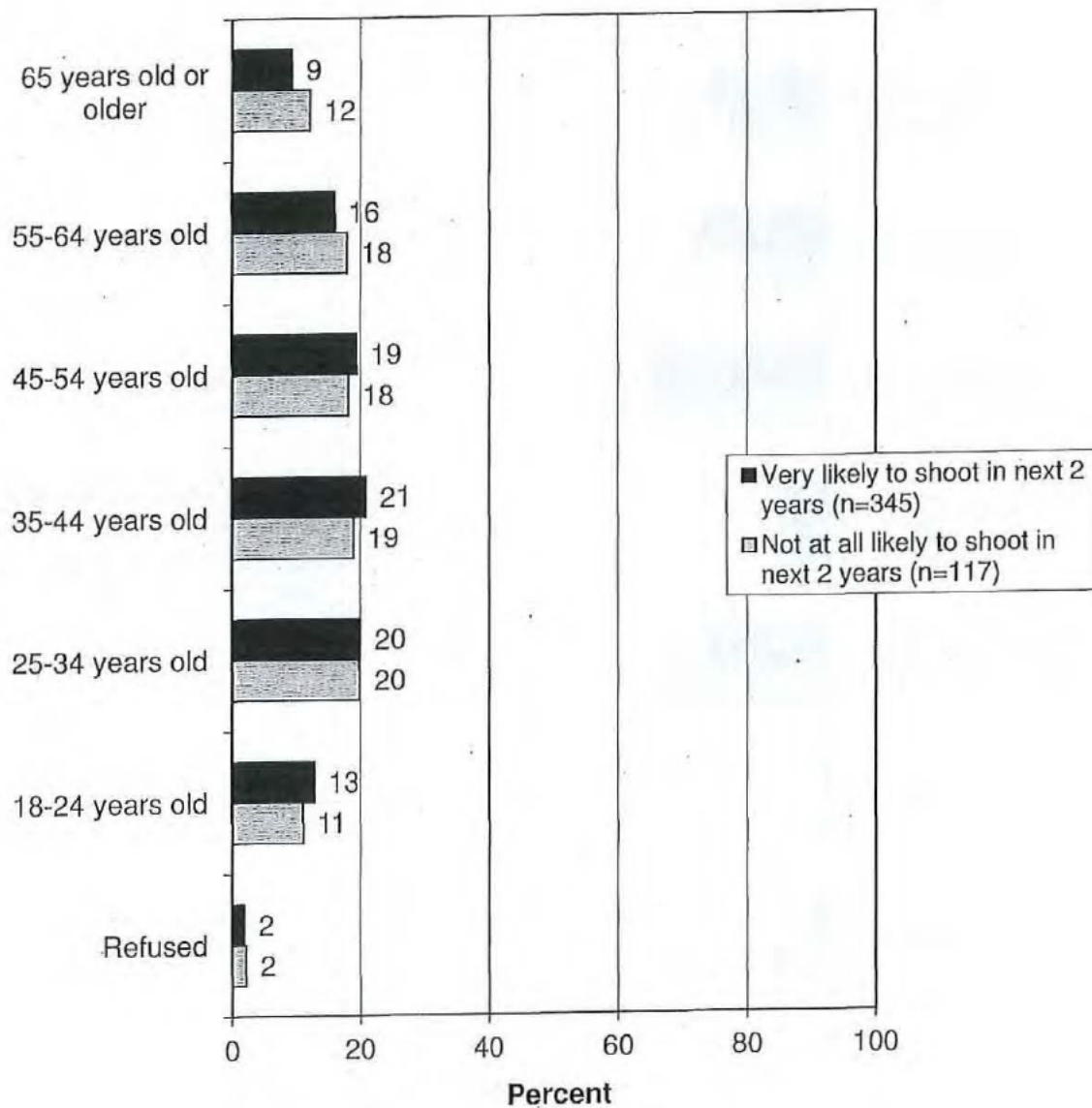
The finding from the age graphs is simply that those 2016 shooters who plan to continue shooting are about the same ages as those 2016 shooters who do not plan to continue shooting. The skew wherein the older ages have a higher percentage in the not-at-all-likely group is just slightly discernible on the graph.

The place-of-residence crosstabulation finds only small differences, but it suggests that those from the large urban areas and small cities/towns are at a *higher* likelihood to continue shooting. (And note that this is opposite of the finding in the previous survey; the previous survey suggested that the urbanites/suburbanites were dropping out of shooting at a slightly greater rate than those from suburban areas or rural areas). In this survey, both *large city or urban area* and *suburban area* have a relatively high percentage being *very likely*. Finally, the regional crosstabulation finds the Midwest and West positively associated with being *very likely* to shoot in the next 2 years. (These are the U.S. Census Bureau regions, the same regions used by the U.S. Fish and Wildlife Service.)

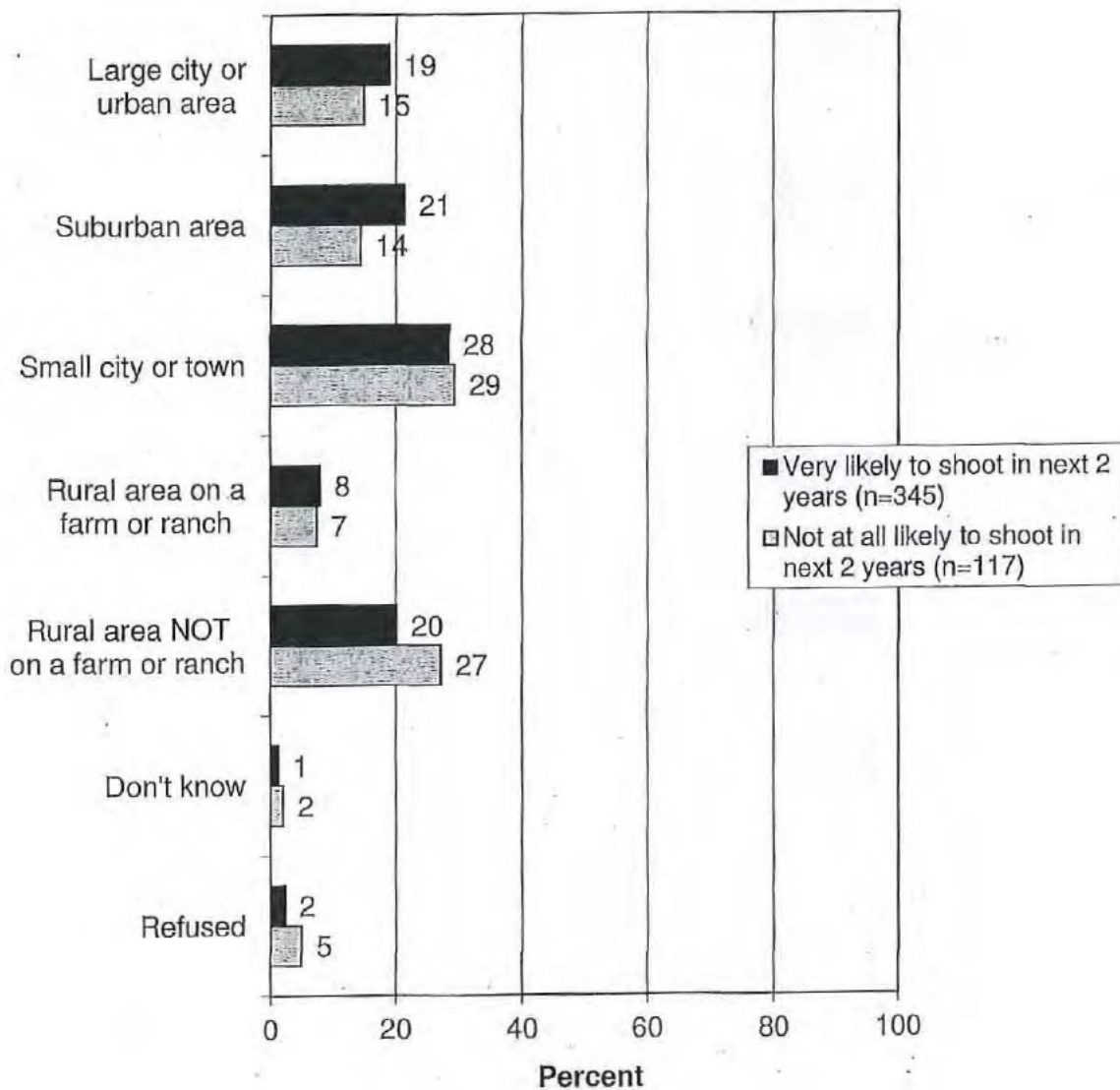
**Respondent's gender. (Observed; not asked.)
(Among those who went shooting in 2016.)**



May I ask your age? (Among those who went shooting in 2016.)

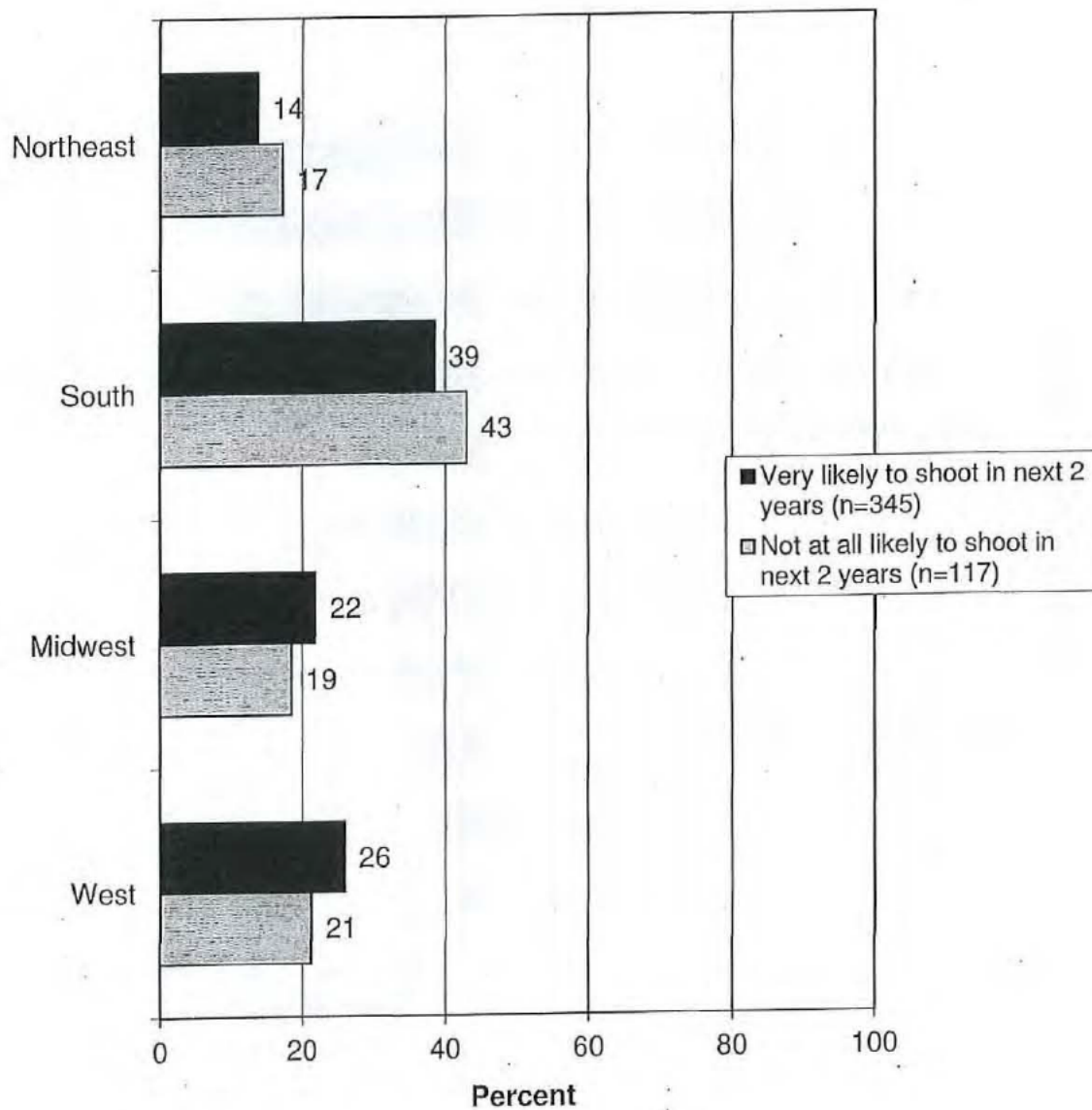


**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area NOT on a farm or ranch?
(Among those who went shooting in 2016.)**



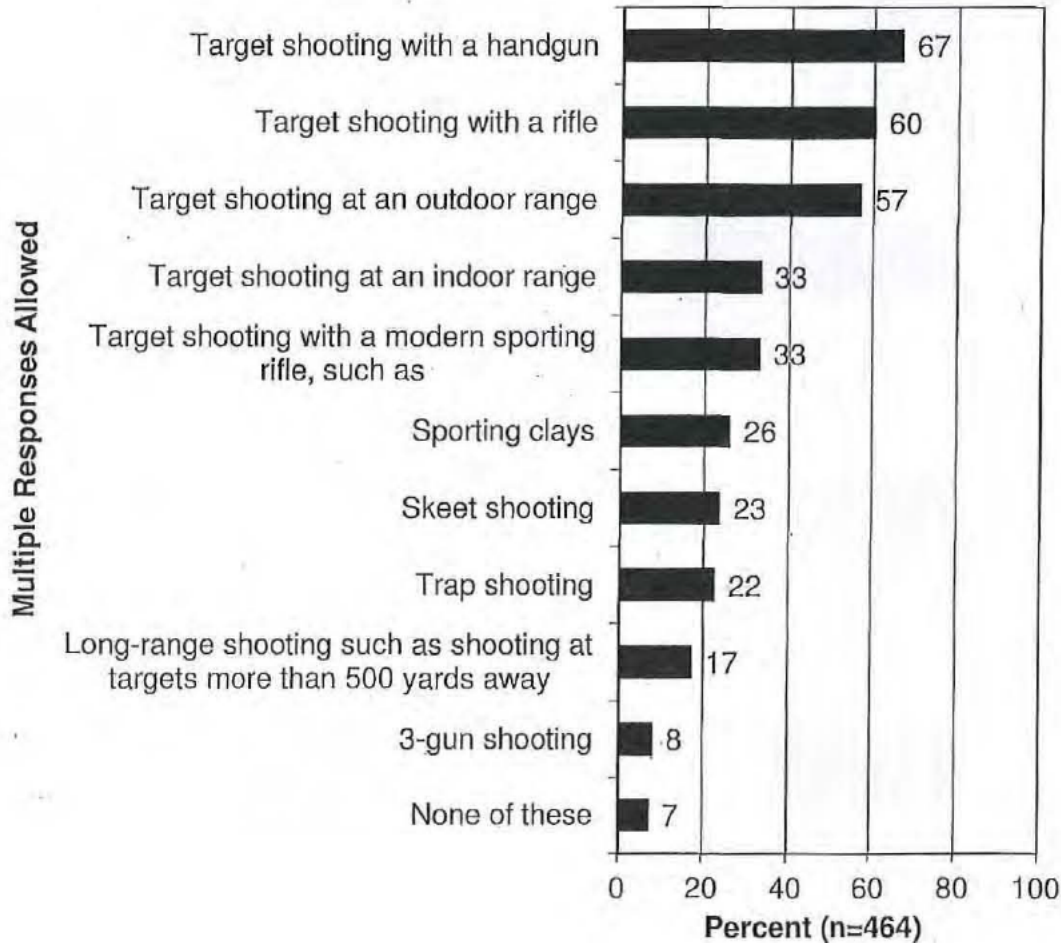
(These are the U.S. Census Bureau regions, the same regions used by the U.S. Fish and Wildlife Service.)

Region of residence. (Among those who went shooting in 2016.)

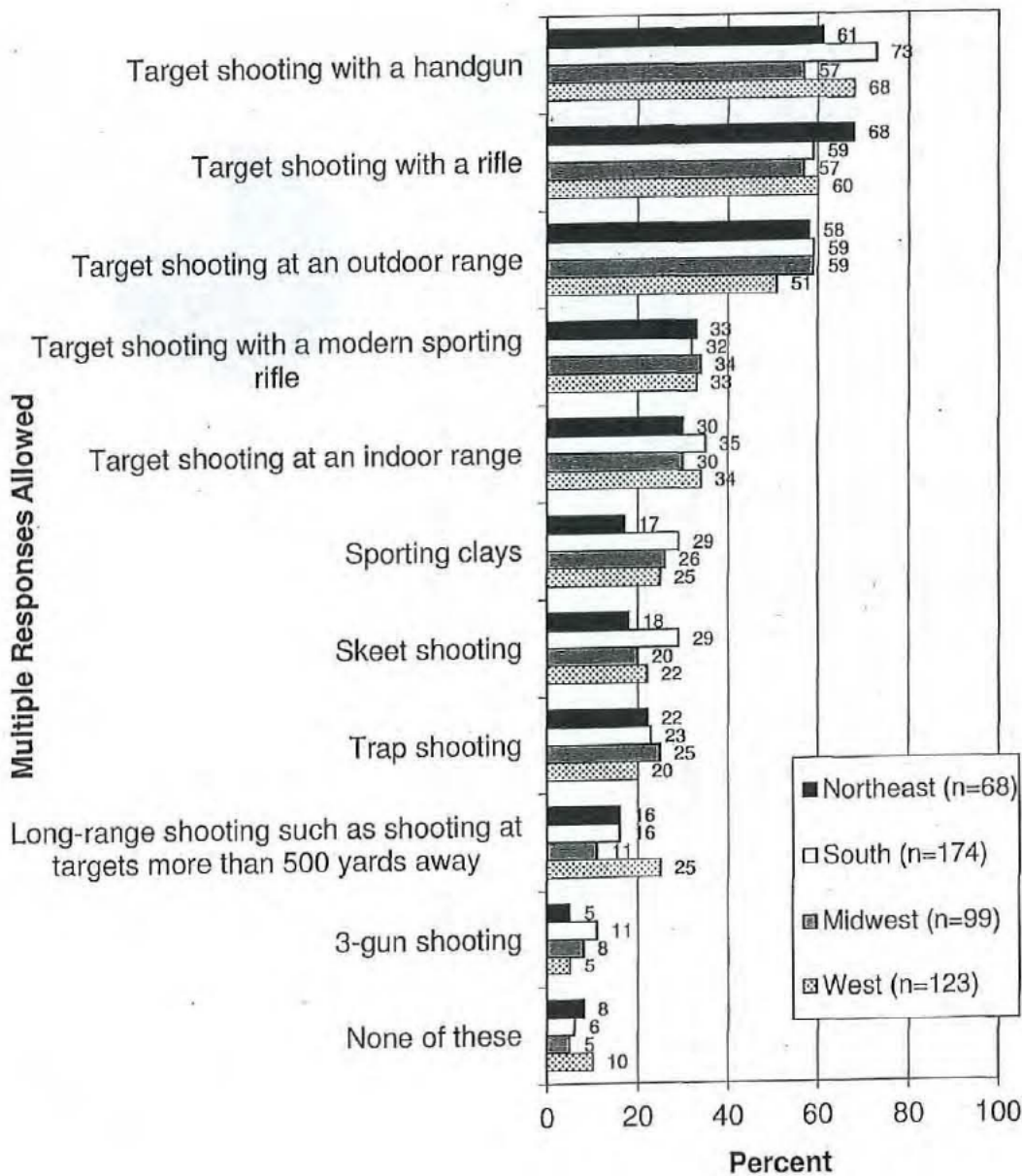


Those who had target or sport shot in 2016 and who indicated being likely to target or sport shoot in the subsequent 2 years were asked to indicate the shooting activities that they plan to do. They most commonly said that they plan to participate in target shooting with a handgun, target shooting with a rifle, and/or target shooting at an outdoor range (they could choose multiple activities). A regional graph is included, as well.

Which of those activities do you plan to do in the coming year? (Asked of those who are very or somewhat likely to go shooting in the coming year.)



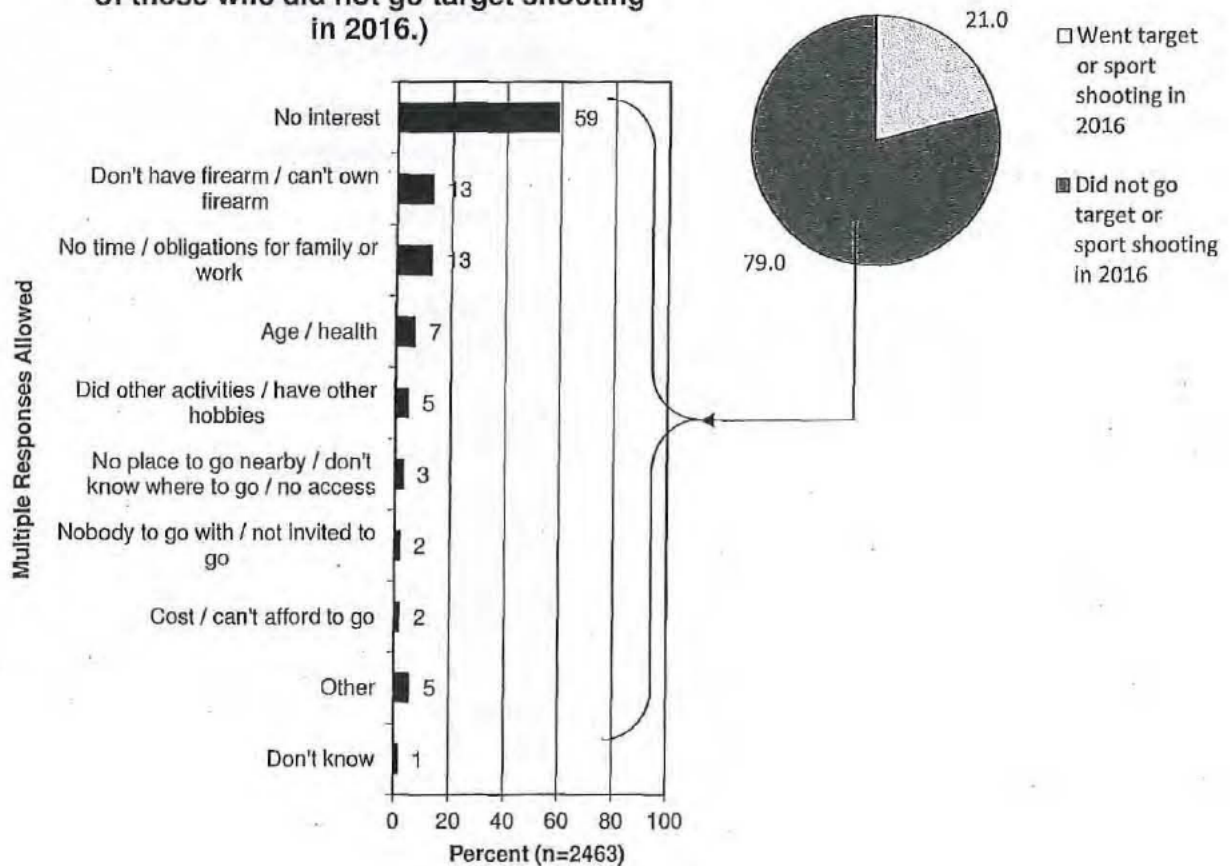
Which of those activities do you plan to do in the coming year? (Asked of those who are very or somewhat likely to go shooting in the coming year.)



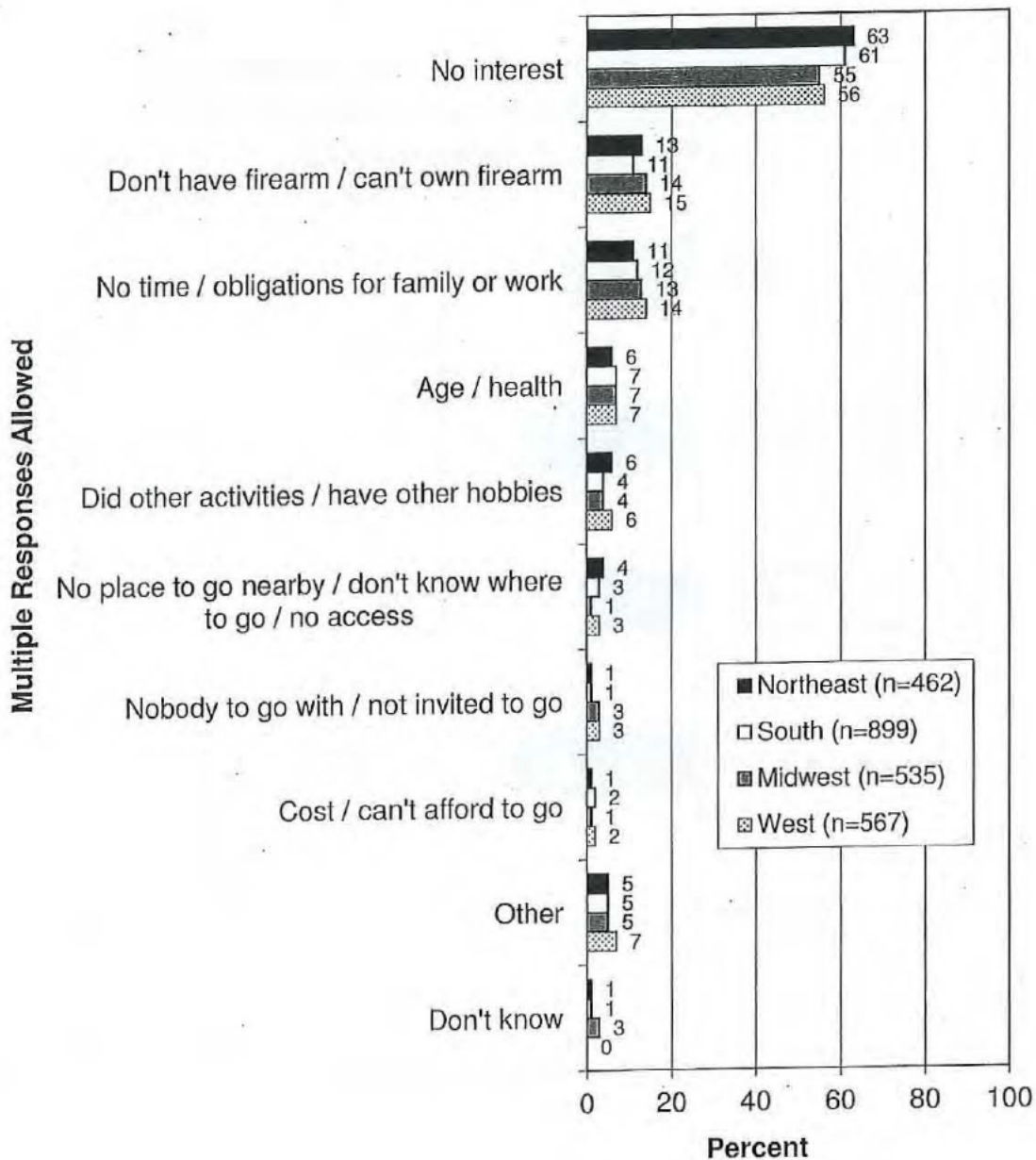
REASONS FOR NOT PARTICIPATING IN TARGET OR SPORT SHOOTING AND NON-SHOOTERS' DEMOGRAPHIC CHARACTERISTICS

The survey asked those who did not participate in target/sport shooting for their reasons for not doing so (79.0% of U.S. residents did not go target or sport shooting in 2016). While simple lack of interest is, by far, the top reason (59% of those who did not target or sport shoot), other important reasons include lacking a firearm (13%), lack of time because of family or work obligations (13%), and age/health (7%).

In just a few words, tell me why you did not go target shooting in 2016. (Asked of those who did not go target shooting in 2016.)

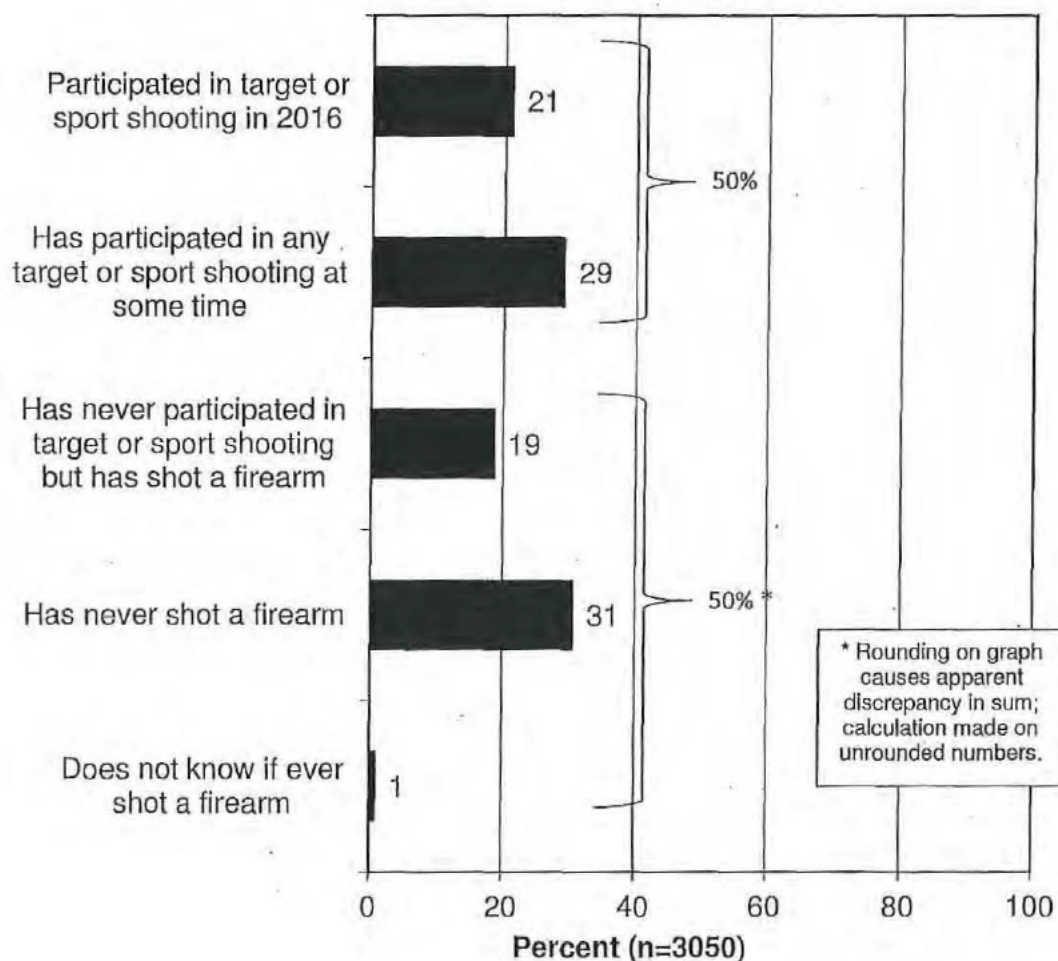


In just a few words, tell me why you did not go target shooting in 2016. (Asked of those who did not go target shooting in 2016.)

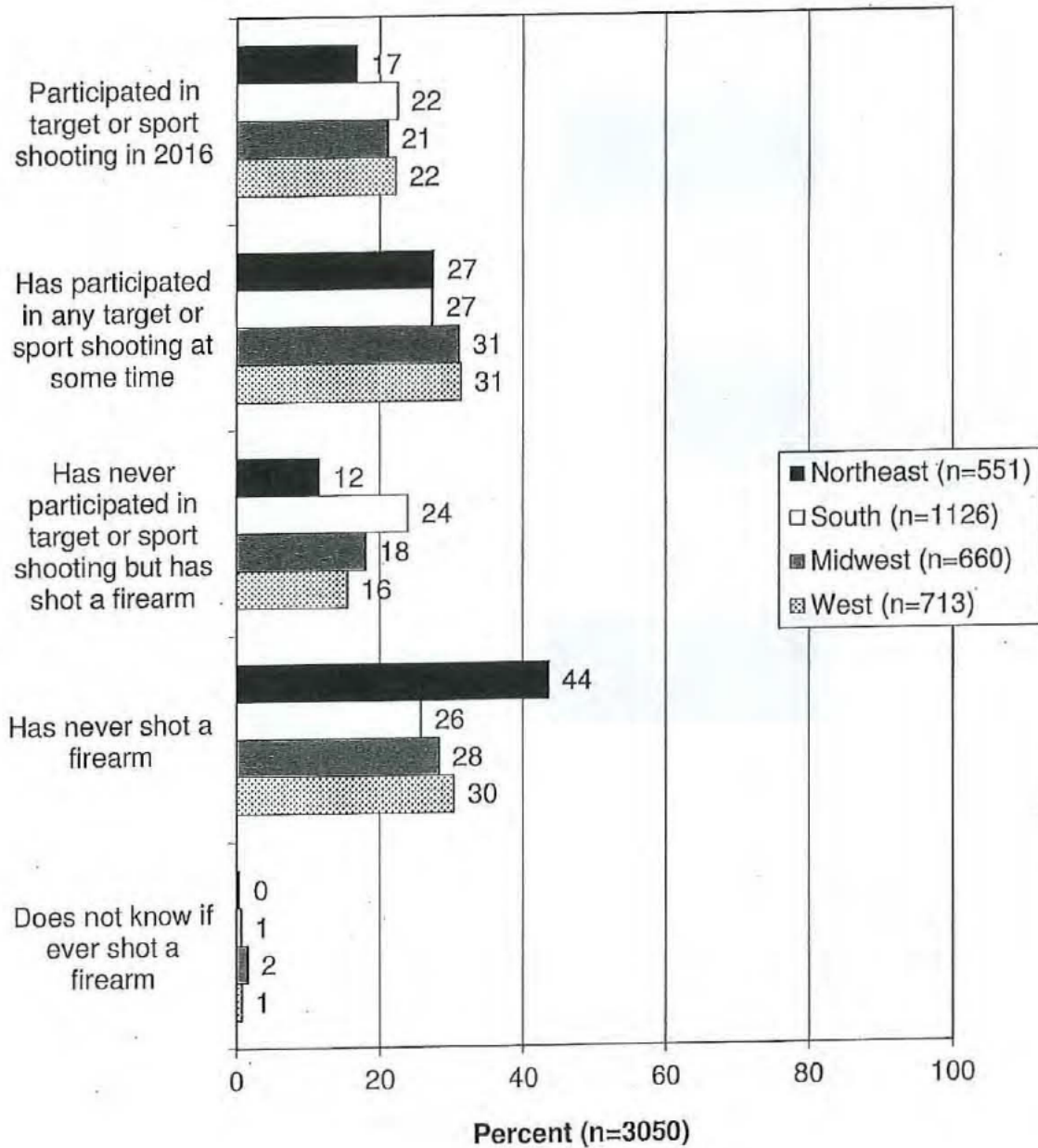


Two questions asked those who had not target or sport shot in 2016 about their status regarding having ever participated in target/sport shooting and having ever shot a firearm. The data from these questions and about participation in target/sport shooting in 2016, were put together. About a third of U.S. residents (31%) indicate that they have never shot a firearm, and about half of the residents (50%) have never done any target or sport shooting. (For the reader's convenience, the results among only those who did *not* target or sport shoot in 2016 are shown following the regional graph.)

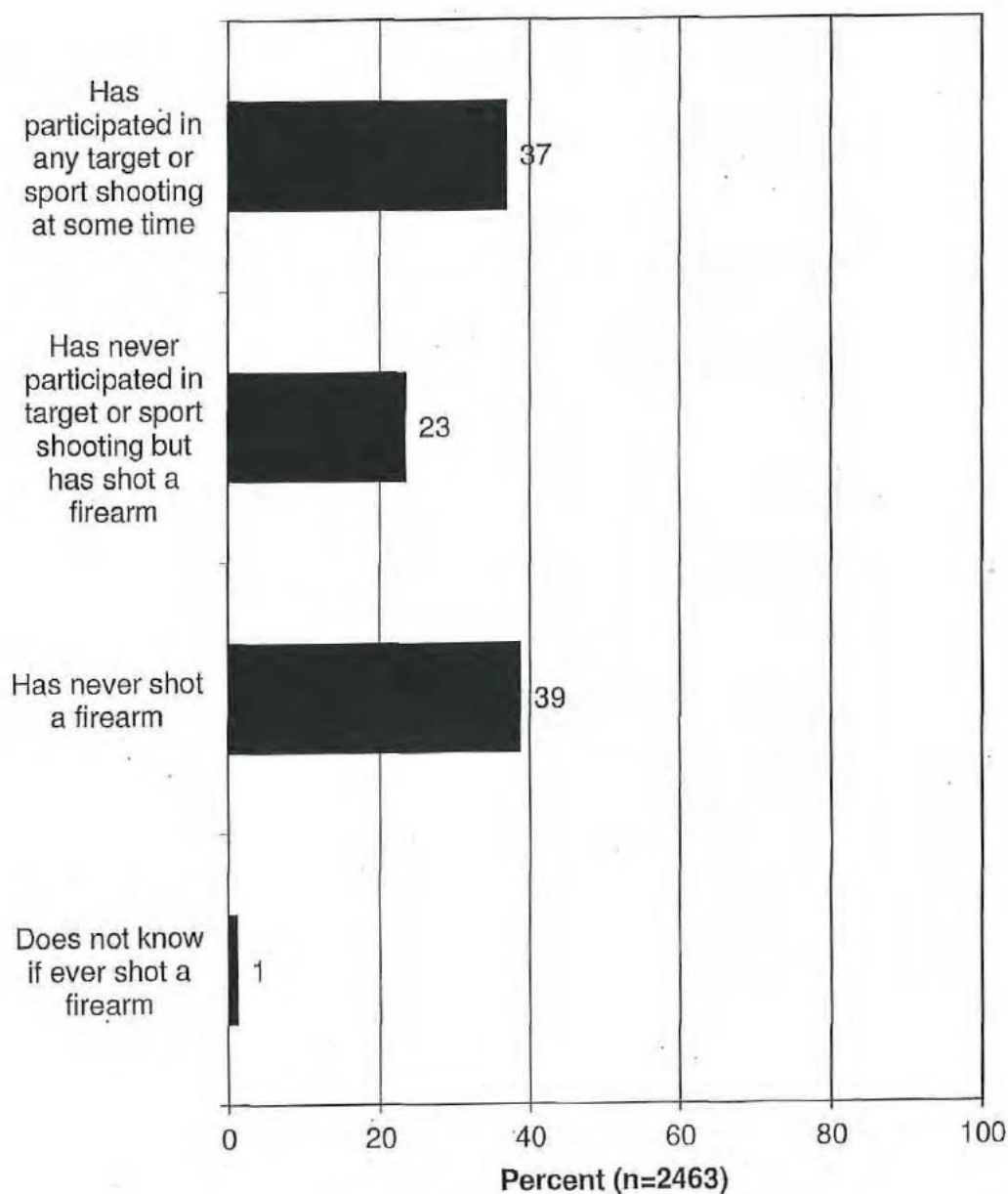
**Status regarding participation in target/sport shooting and having ever shot a firearm.
(Among all respondents.)**



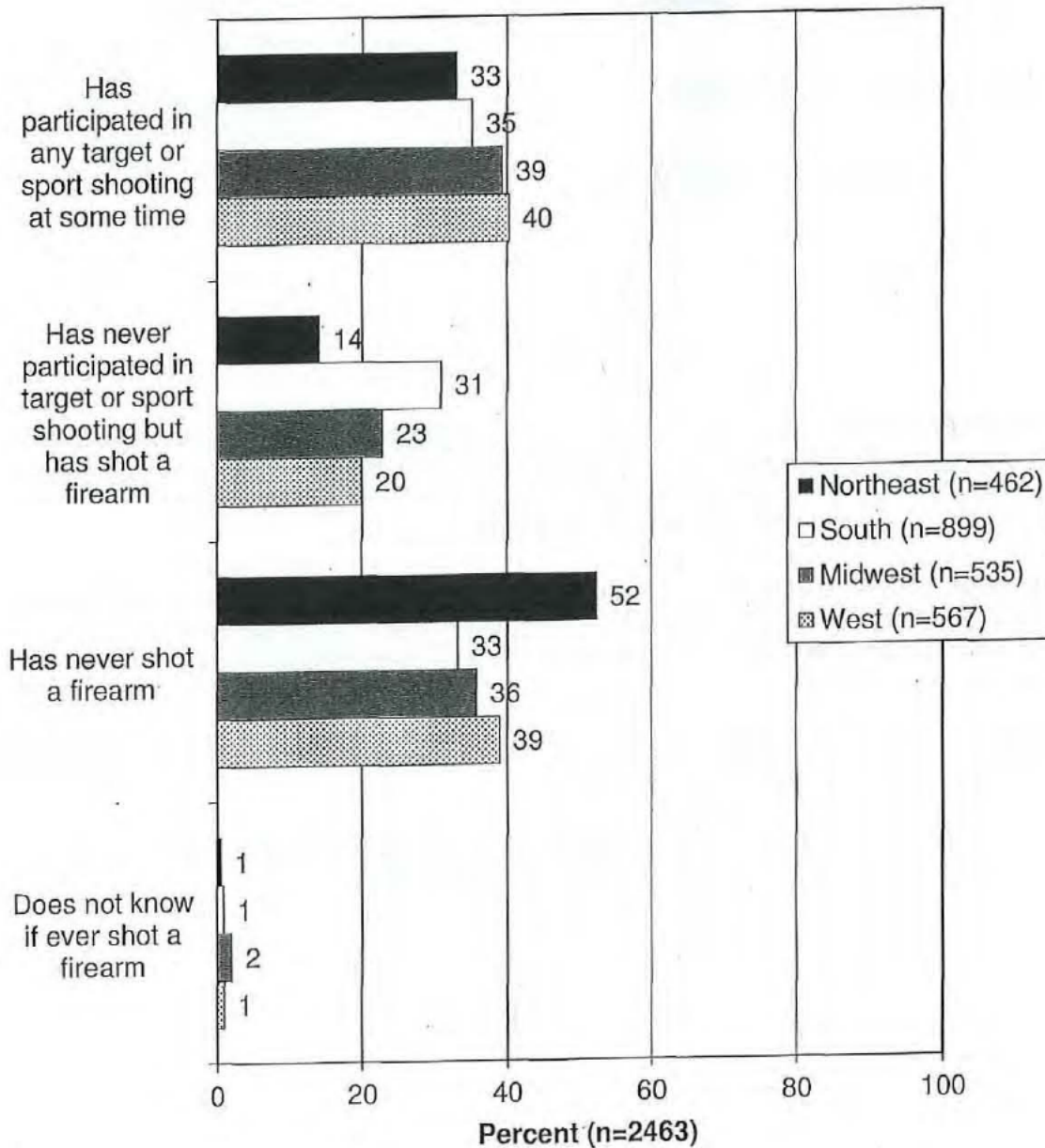
**Status regarding participation in target/sport shooting and having ever shot a firearm.
(Among all respondents.)**

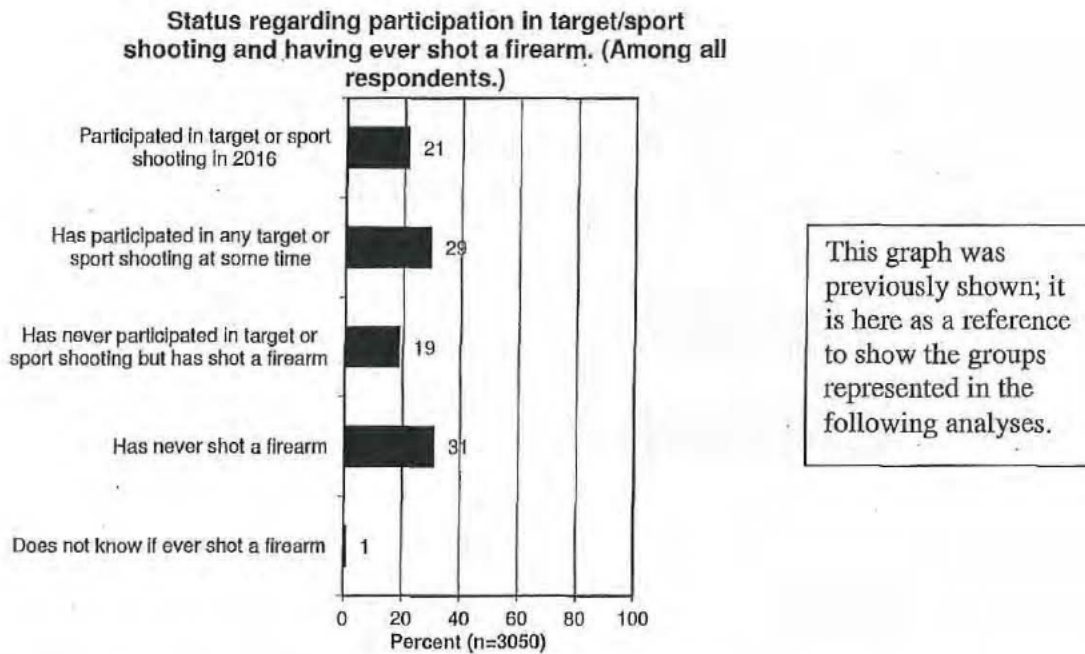


Status regarding having ever participated in target/sport shooting and having ever shot a firearm. (Among those who did not go target or sport shooting in 2016.)



Status regarding having ever participated in target/sport shooting and having ever shot a firearm. (Among those who did not go target or sport shooting in 2016.)





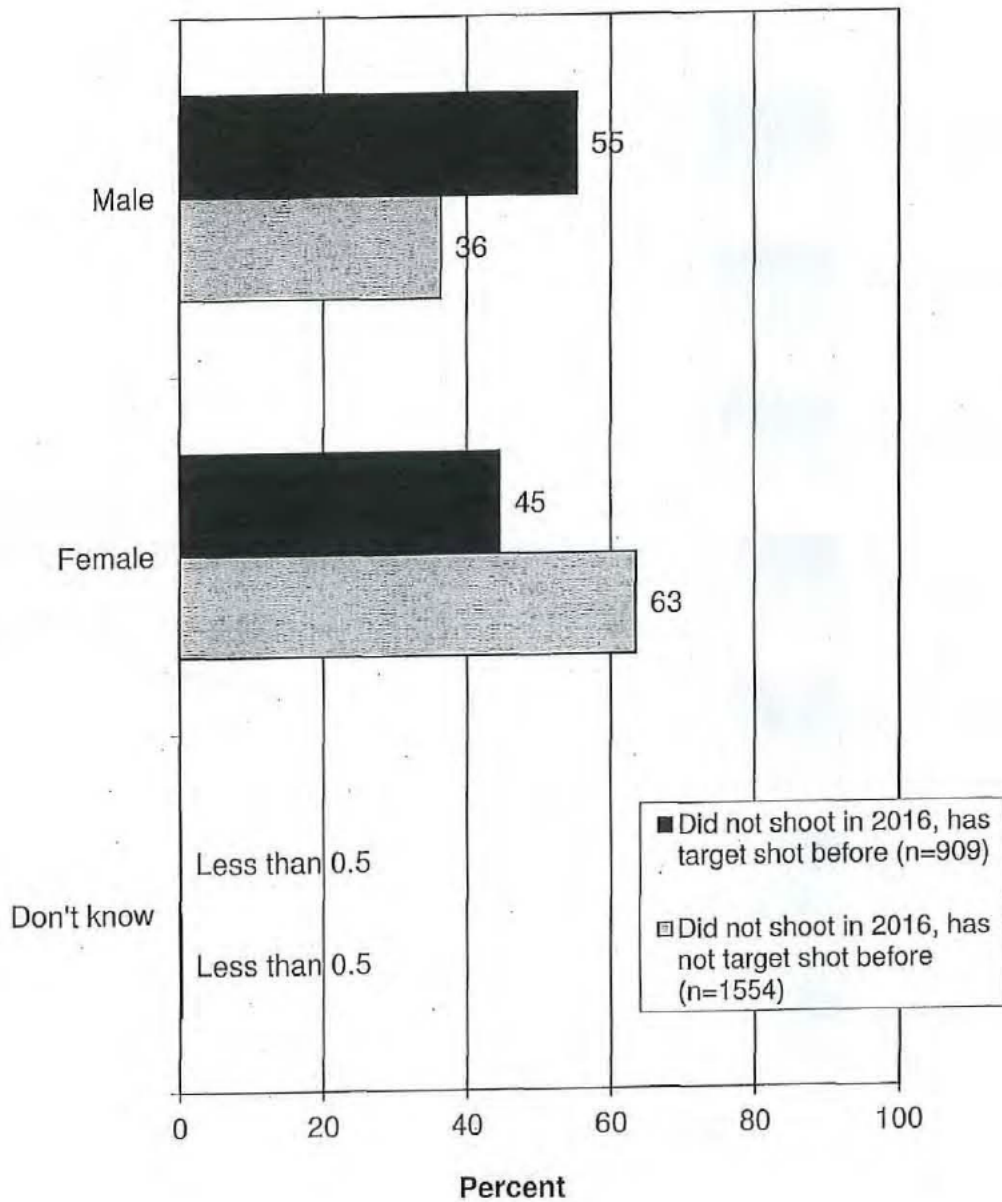
The graphs that start on the following page show the demographic characteristics of those 29% in the graph above who did not target or sport shoot in 2016 but did so at some time in the past compared to those who never participated in target or sport shooting (the last three bars in the graph above—i.e., the 19%, 31%, and 1% combined).

The gender crosstabulation shows a not substantially wide split in males to females among those who shot in the past but not in 2016 (55% of this group are males; 45% are females); it also points out the not surprising fact that men are more likely than women to have gone target or sport shooting in the past.

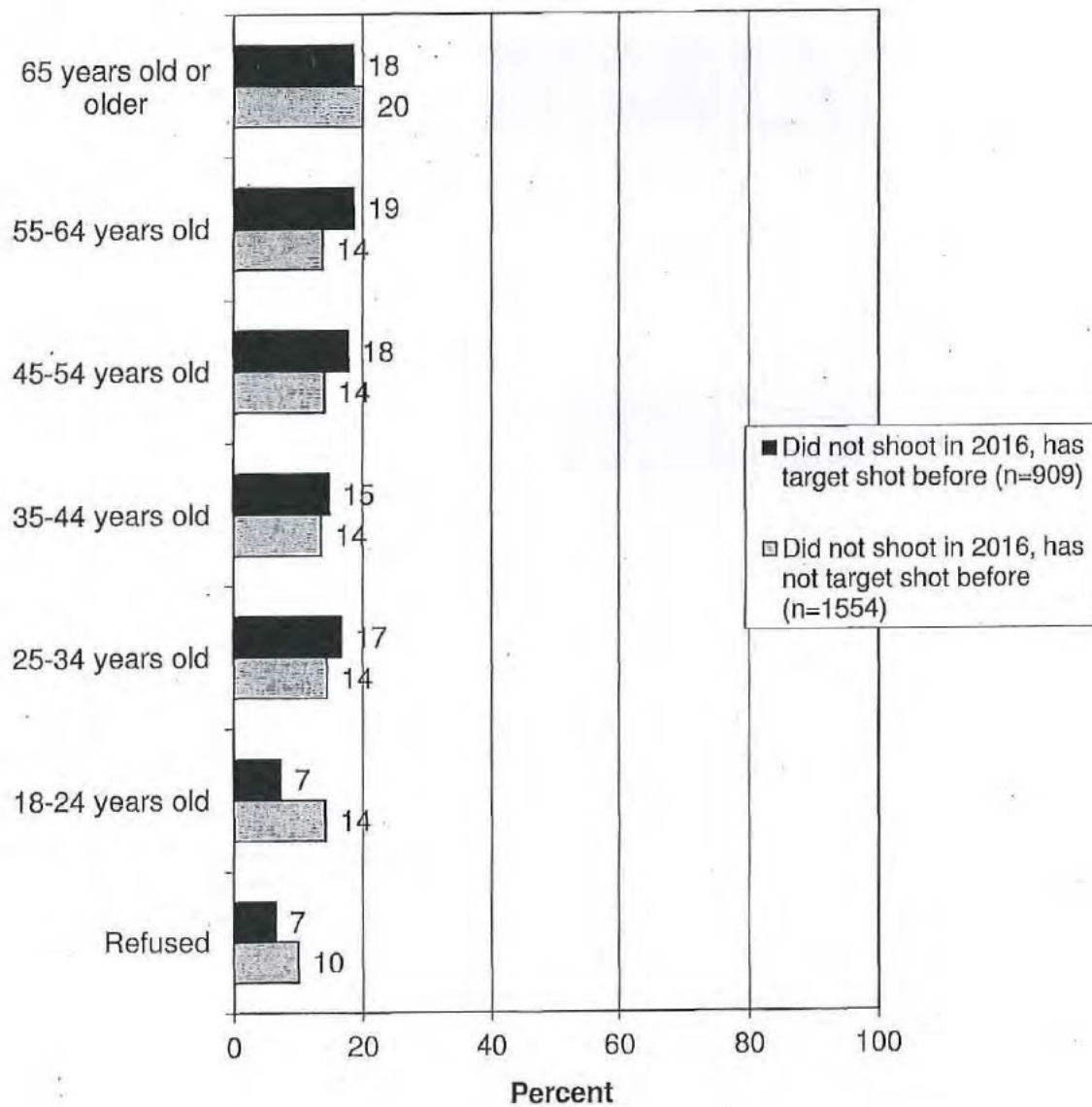
The age crosstabulation suggests that those who shot in the past but not in 2016 tend to be a little older than their counterparts who have never shot.

The final graphs show the rural-urban crosstabulation—which appears inconclusive—and the regional crosstabulation—which also has only slight differences.

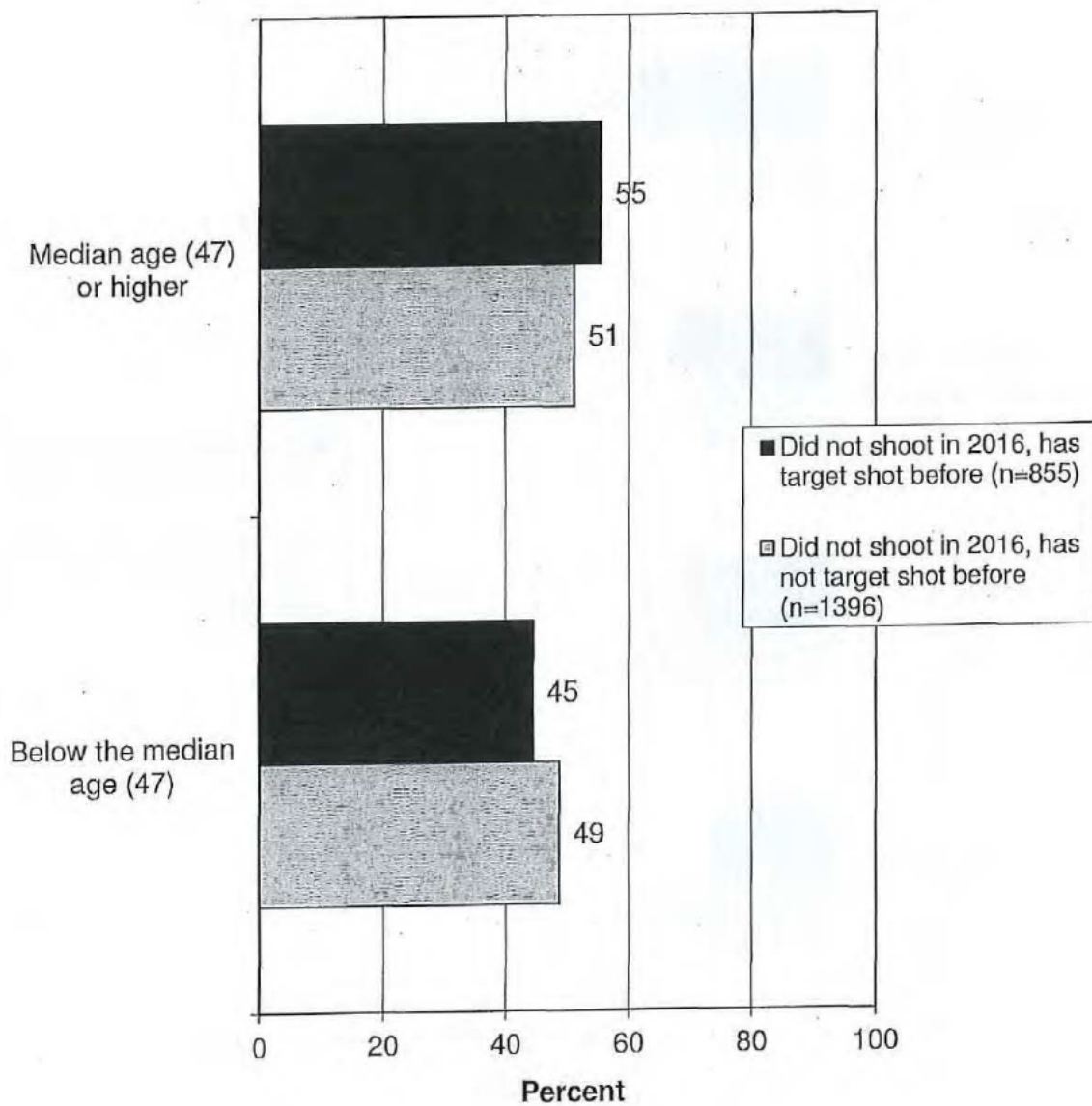
Respondent's gender. (Observed; not asked.)



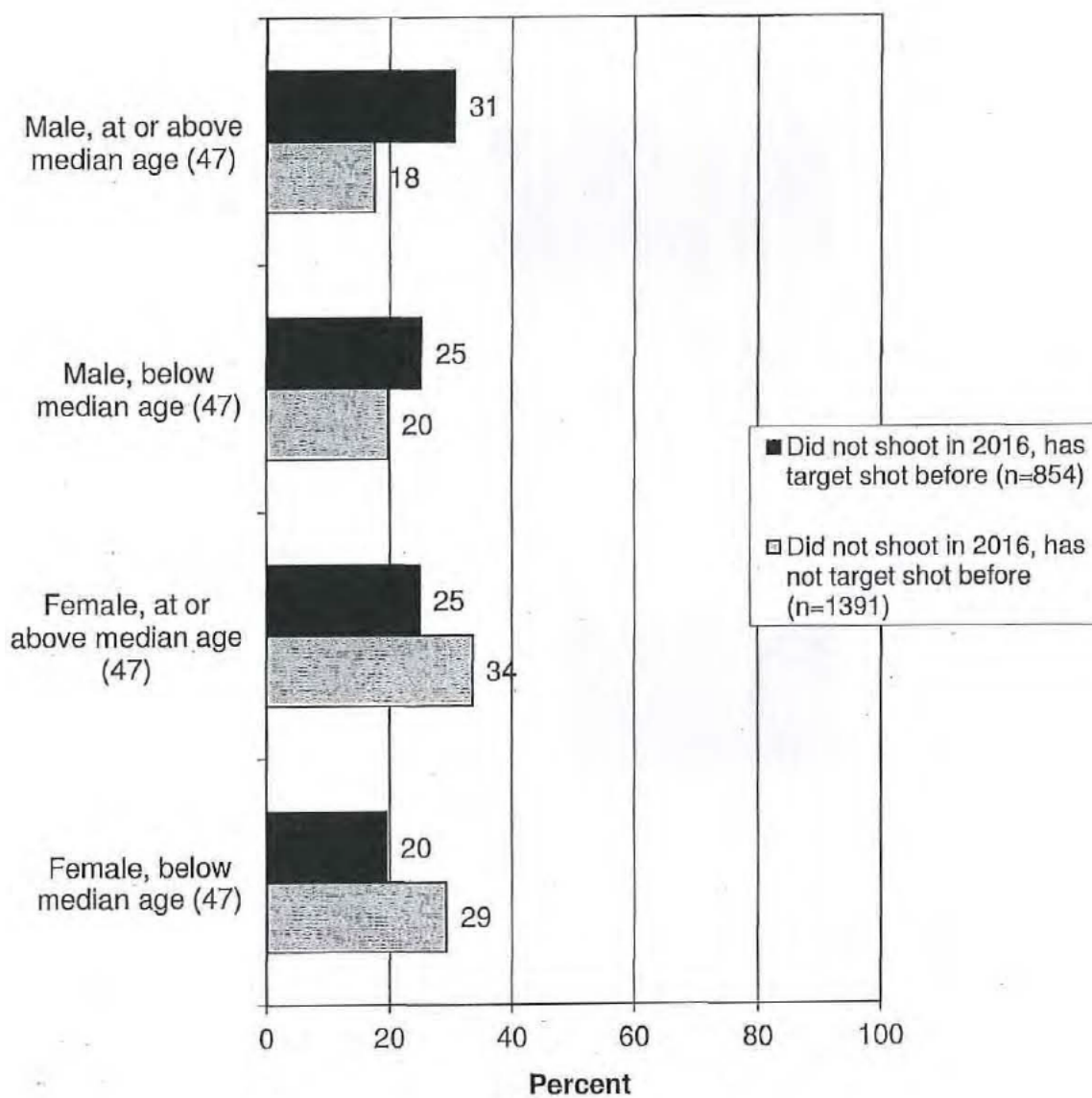
May I ask your age?



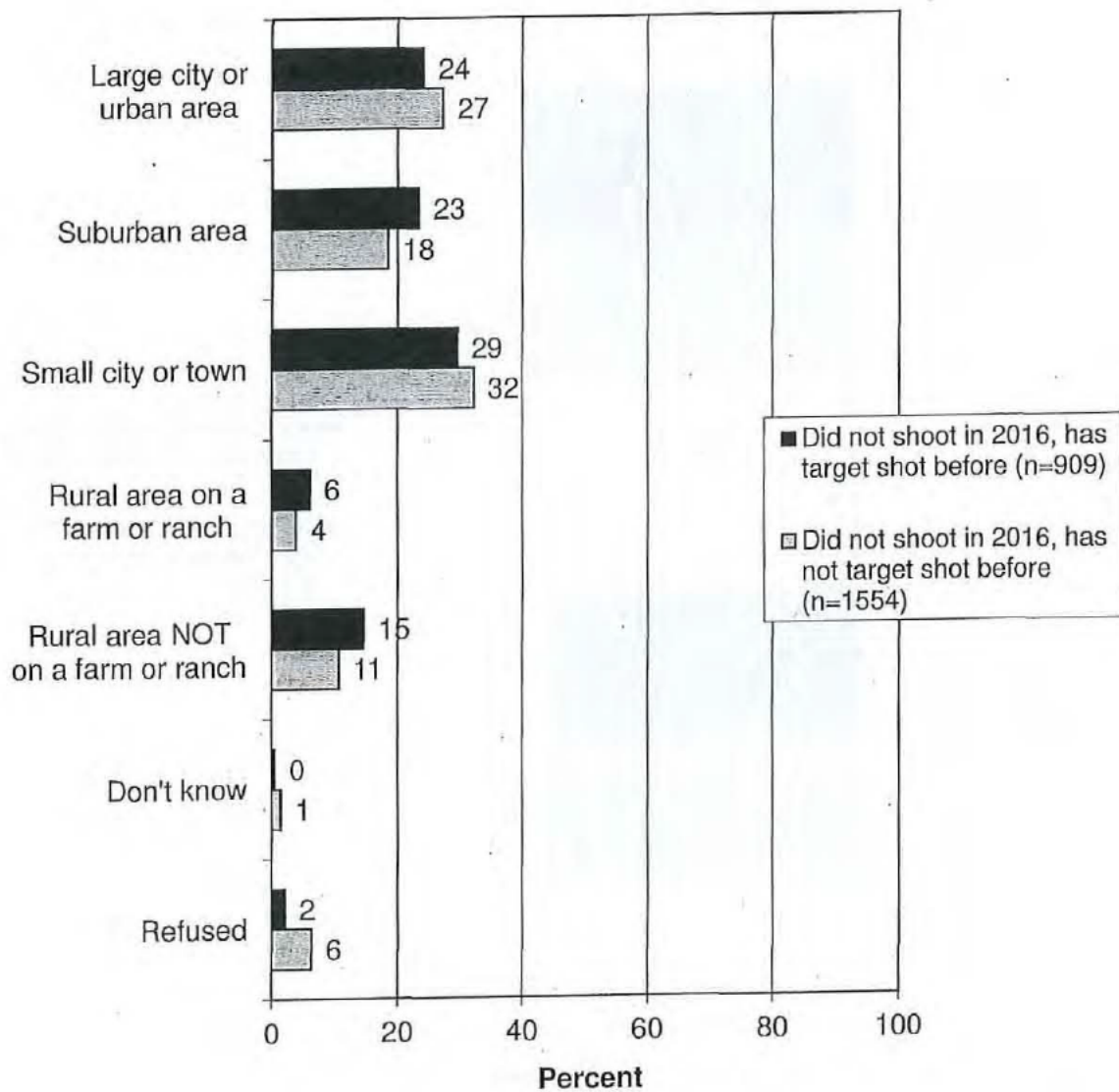
Median split of age (median calculated on entire sample).



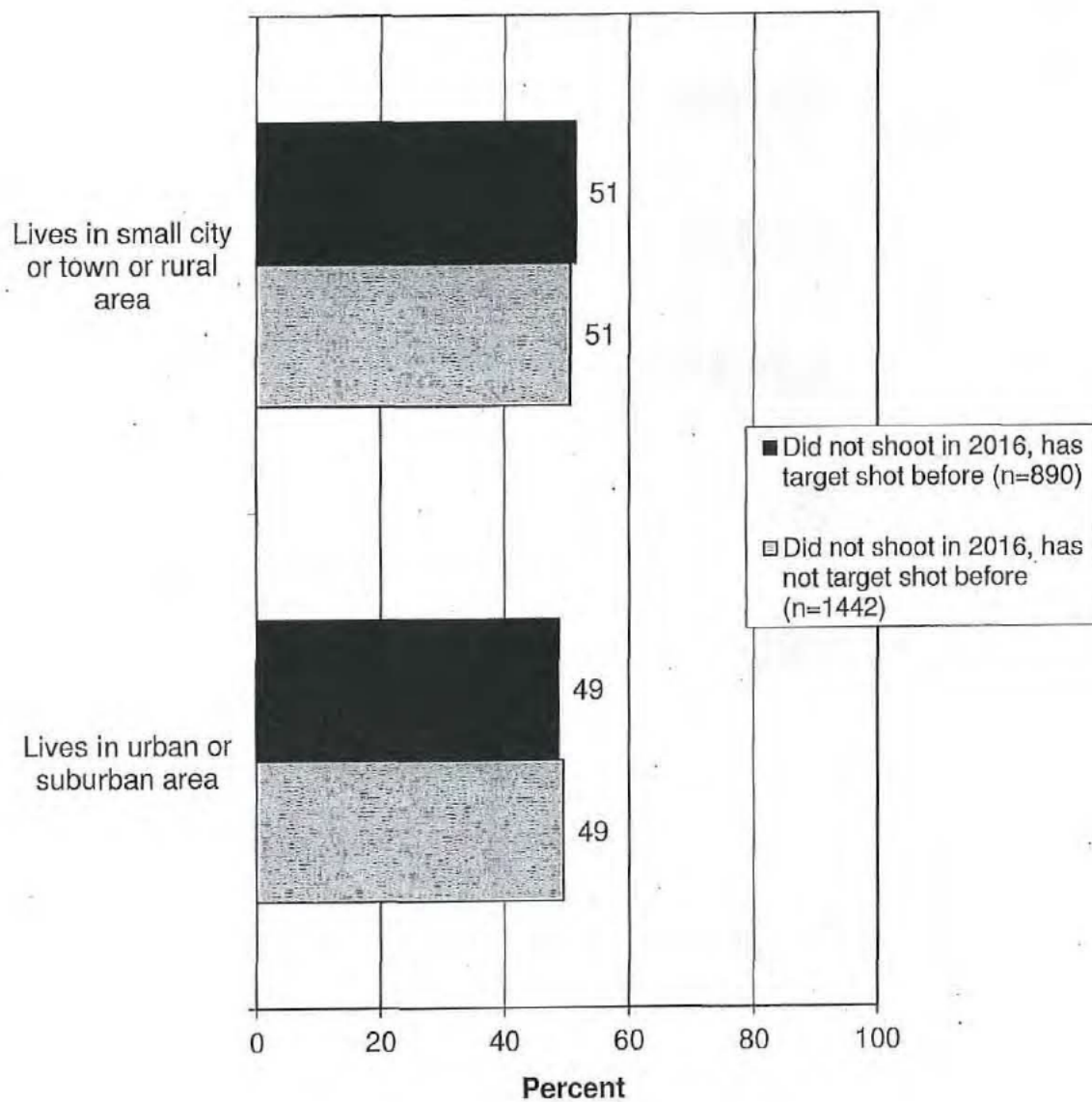
Gender / median age categories.



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?



Urban or rural split.

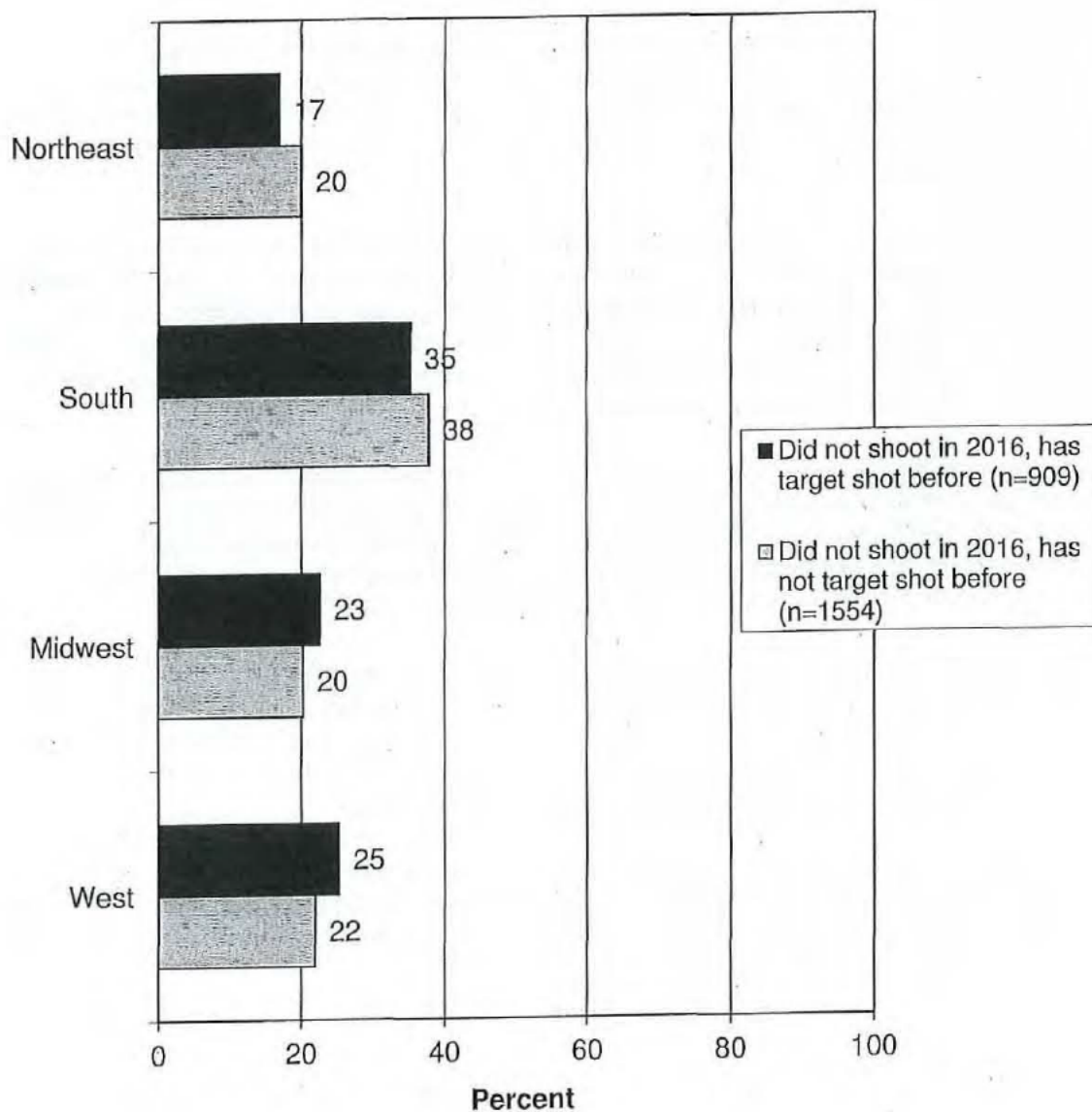


Sport Shooting Participation in the United States in 2016

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

Region of residence.



ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey facilities with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 26 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics; African-Americans; Asians; women; children; senior citizens; urban, suburban, and rural residents; large landowners; and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

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