

Non-Hunting Sport Shooters’ and Firearm Owners’ Attitudes Toward the Federal Aid in Wildlife Restoration Program



**Conducted by the Southeastern Association of Fish
and Wildlife Agencies and Responsive Management
under Multistate Conservation Grant F23AP00486**

2023



Non-Hunting Sport Shooters' and Firearm Owners' Attitudes Toward the Federal Aid in Wildlife Restoration Program

2023

Southeastern Association of Fish and Wildlife Agencies

Justin Grider, R3 Committee Chair
Brian Clark, R3 Committee Vice-Chair
Olivia Harmsen, Regional R3 Coordinator

Responsive Management National Office

Mark Damian Duda, Executive Director
Martin Jones, Senior Research Associate
Tom Bepler, Senior Research Associate
Steven J. Bissell, Ph.D., Qualitative Research Associate
Amanda Center, Research Associate
Andrea Criscione, Senior Research Associate
Patrick Doherty, Research Associate
Gregory L. Hughes, P.E., Research Associate
Jeremiah Morris, Survey Center Manager
Alison Lanier, Business Manager

PO Box 1828
Harrisonburg, VA 22801-9500
540/432-1888
Email: mark@responsivemanagement.com
www.responsivemanagement.com

The Southeastern Association of Fish and Wildlife Agencies and Responsive Management would like to thank the following individuals for their input and guidance on this project:

Breanna Bashford, Georgia Wildlife Federation

Cory Chandler, Texas Parks and Wildlife Department

Matt Clarey, Tennessee Wildlife Resources Agency

Lou Cornicelli, Southwick Associates

Mischelle Diaz, Texas Parks and Wildlife Department

Jeremy Elrod, Blue Ion

Charles “Swanny” Evans, Council to Advance Hunting and the Shooting Sports

Robert Prioleau, Blue Ion

Amanda Stroud, South Carolina Department of Natural Resources

Timothy Tassitano, Virginia Department of Wildlife Resources

Jenifer Wisniewski, National Deer Association

Although the Southeastern Association of Fish and Wildlife Agencies partnered with Responsive Management for this report and the Association of Fish and Wildlife Agencies provided funding for it, any errors in the report are the sole responsibility of Responsive Management.

The views expressed in this report may not be those of the Association of Fish and Wildlife Agencies; rather, they reflect the views of Responsive Management based on the research.

EXECUTIVE SUMMARY

INTRODUCTION AND BACKGROUND

This project was conducted by the Southeastern Association of Fish and Wildlife Agencies (SEAFWA) and Responsive Management under Multistate Conservation Grant F23AP00486 to better understand the attitudes and knowledge levels of non-hunting sport shooters and firearm owners regarding the Federal Aid in Wildlife Restoration Program. Specifically, the project was undertaken to determine what non-hunting sport shooters and firearms owners think and know about the wildlife conservation efforts and other work carried out by state fish and wildlife agencies that are funded through the Federal Aid in Wildlife Restoration Program. A further objective of the study was to identify effective messaging strategies and themes to increase non-hunting sport shooters' and firearm owners' awareness of and support for the Federal Aid in Wildlife Restoration Program and the associated work of the agencies.

The Federal Aid in Wildlife Restoration Program, established by the Pittman-Robertson Act of 1937, includes a funding mechanism for wildlife conservation through an excise tax on firearms, ammunition, and archery equipment, with revenues apportioned to state fish and wildlife agencies. Today, long-term participation in hunting is declining (despite an uptick during the Covid-19 pandemic) just as sport shooting participation and firearms purchases continue to increase. For example, the National Shooting Sports Foundation (NSSF) reported that at least 5.4 million people purchased a firearm for the first time in 2021, with almost 30% of all gun purchases that year being from new gun owners.¹ Similarly, ongoing sport shooting participation surveys for the NSSF have shown increasing shooting participation over the past decade (for example, target shooting with a handgun went from 10% of the U.S. population in 2009 to 17% of the population in 2022). Taken together, these trends mean that an increasing proportion of the overall Pittman-Robertson funding base is made up of non-hunting sport shooters and firearms owners. The critical implication is that the most successful wildlife conservation model in the world is increasingly relying on funding support from non-hunters.²

The growing disconnect between conservation programs of the Federal Aid in Wildlife Restoration Program and the groups whose purchases are paying for these efforts suggests that the Pittman-Robertson excise tax fund may be more vulnerable than ever to raids by legislators seeking to reallocate this dedicated conservation funding or end it entirely. For example, in 2022, Georgia Representative Andrew Clyde introduced the "RETURN (Repealing Excise Tax on Unalienable Rights Now) our Constitutional Rights Act" (H.R. 8167), which would eliminate current Pittman-Robertson excise taxes on firearms and ammunition and replace them with general fund appropriations.³ This and other legislative developments, such as the potential passage of the Recovering America's Wildlife Act, could give some lawmakers the impression that Federal Aid funding is no longer essential and is therefore available for any number of non-

¹ National Shooting Sports Foundation. January 25, 2022. "NSSF Retailer Surveys Indicate 5.4 Million First-Time Gun Buyers in 2021." Available at <https://www.nssf.org/articles/nssf-retailer-surveys-indicate-5-4-million-first-time-gun-buyers-in-2021/>.

² Two sources provide data on the changing composition of the wildlife conservation funding base:

Duda, M.D.; T. Beppler; D.J. Austen; and J.F. Organ. 2021. The Precarious Position of Wildlife Conservation Funding in the United States, *Human Dimensions of Wildlife*, DOI: 10.1080/10871209.2021.1904307.

Duda, M.D.; T. Beppler; and J.F. Organ. 2017. The Growth of Sport Shooting Participation: What Does This Trend Mean for Conservation Revenue? *The Wildlife Professional*, Vol. 11, Issue 2, pp. 38-41.

³ Wildlife Management Institute. July 2022. "House Bill Would Repeal Pittman-Robertson Act." Available at <https://wildlifemanagement.institute/brief/july-2022/house-bill-would-repeal-pittman-robertson-act>.

wildlife-related purposes. There is a pressing need to maintain a strong and stable Pittman-Robertson funding structure by understanding the attitudes, knowledge levels, and information needs of non-hunting sport shooters and firearms owners with regard to the Federal Aid in Wildlife Restoration Program. This project is intended to fulfill this need by creating a stronger connection between non-hunting wildlife conservation funding contributors and the Federal Aid in Wildlife Restoration Program itself.

PROJECT METHODOLOGY

This project comprises two major phases, including a research phase and a communications phase. The research phase consisted of a scientific, multi-modal nationwide survey of adult non-hunting sport shooters and firearm owners (n=2,919), hereinafter referred to as shooters-owners (but keep in mind they are non-hunting shooters-owners). The communications phase consists of a new campaign in two southeastern pilot states (Tennessee and Texas) to educate shooters-owners about the Federal Aid in Wildlife Restoration Program and increase support for the program among these audiences—the campaign will be developed based on findings from the survey. The communications campaign will be designed and implemented by Blue Ion, a South Carolina-based marketing firm experienced in outdoor recreation and conservation-related communications initiatives; details about the upcoming campaign will be covered in a separate report.

To be eligible for the survey, respondents had to meet at least one of two major criteria: participation in either target shooting with firearms for recreation or target archery shooting in the past 5 years (regardless of firearm ownership) *or* current personal ownership of a firearm (regardless of participation in shooting in the past 5 years). Additionally, a third criterion had to be met: a screener question verified that respondents had *not* hunted within the previous 5 years.

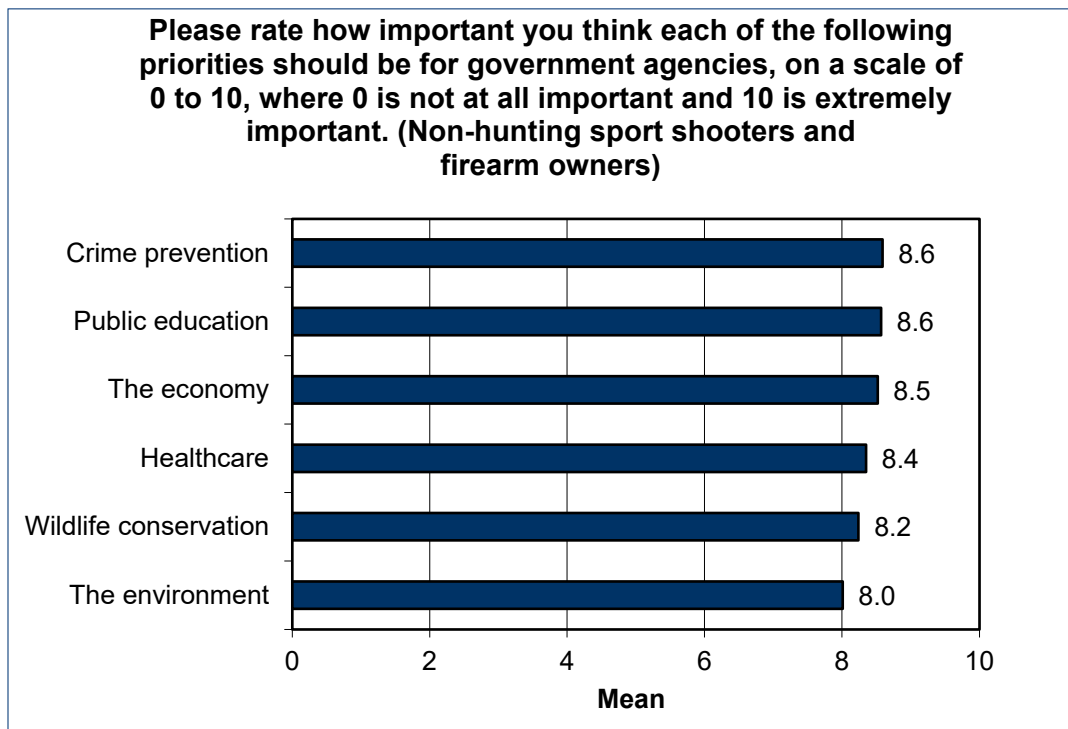
The survey instrument was developed cooperatively by Responsive Management and SEAFWA. The questionnaire was administered online and by telephone, with the latter component including interviews with both landline and cellphone respondents in their proper proportions (text messages with a link to the online survey were also used to reach cellphone respondents). The sample of non-hunting sport shooters and firearm owners was stratified by the four major regions of the Association of Fish and Wildlife Agencies, with a goal of 500 completed survey interviews in each region. Additionally, the research team oversampled shooters-owners in Tennessee and Texas, the two southeastern states in which the pilot communications campaign will be implemented; the oversampling goal was to obtain at least 400 completed survey interviews in each test state (note that the state and region-specific samples were weighted to ensure their proper proportions in the overall national and regional samples). The body of the report fully explains the methods and includes numerous crosstabulations of the survey results by AFWA regions and the two pilot states.

All surveys were obtained between August and September 2023.

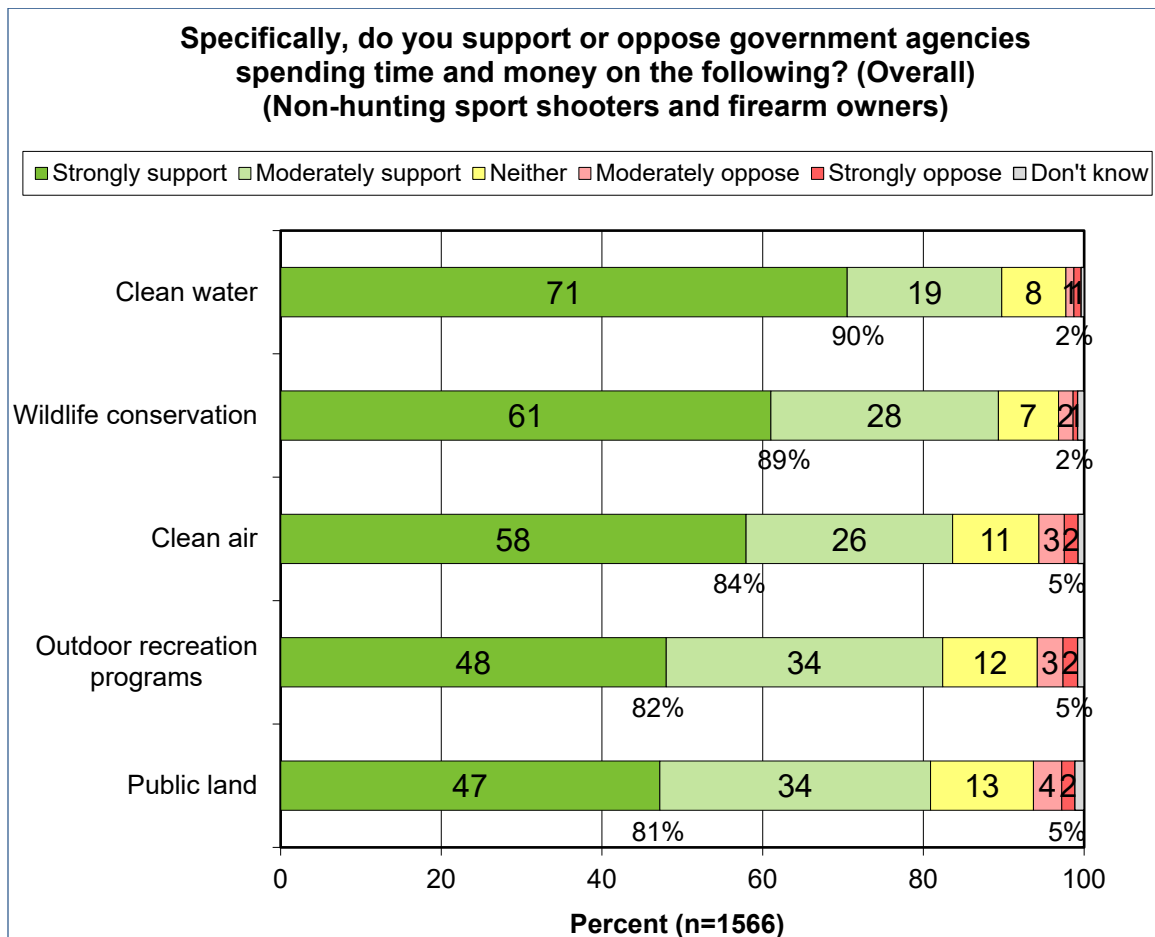
MAJOR FINDINGS AND KEY TAKEAWAYS

- **The overall population of shooters-owners is diverse.**
 - For example, it encompasses people who go target or sport shooting but who do not own a firearm, people who own a firearm but do not regularly shoot it (or who do not shoot at all), and sport shooters of varying avidity levels. Some sport shooters, for example, may go shooting multiple times a year (or even multiple times a month), whereas others may visit a range only once a year. This is not to mention the numerous demographic differences that exist among the members of this population (age, gender, race/ethnicity, etc.). In summary, shooters-owners should not be thought of as monolithic in their interests and opinions.

- **As a general issue, wildlife conservation is important to shooters-owners.**
 - One series of questions in the survey measured opinions on six potential priorities for government agencies: crime prevention, public education, the environment, wildlife conservation, healthcare, and the economy. While wildlife conservation is near the bottom of this ranking, it is important to consider that it still received a mean importance rating of 8.2 on a scale of 0 to 10 (by comparison, the top item in the ranking, crime prevention, has a mean rating of 8.6). This suggests that shooters-owners consider wildlife conservation to be only marginally less important than other critical national issues like crime prevention, public education, the economy, and healthcare.

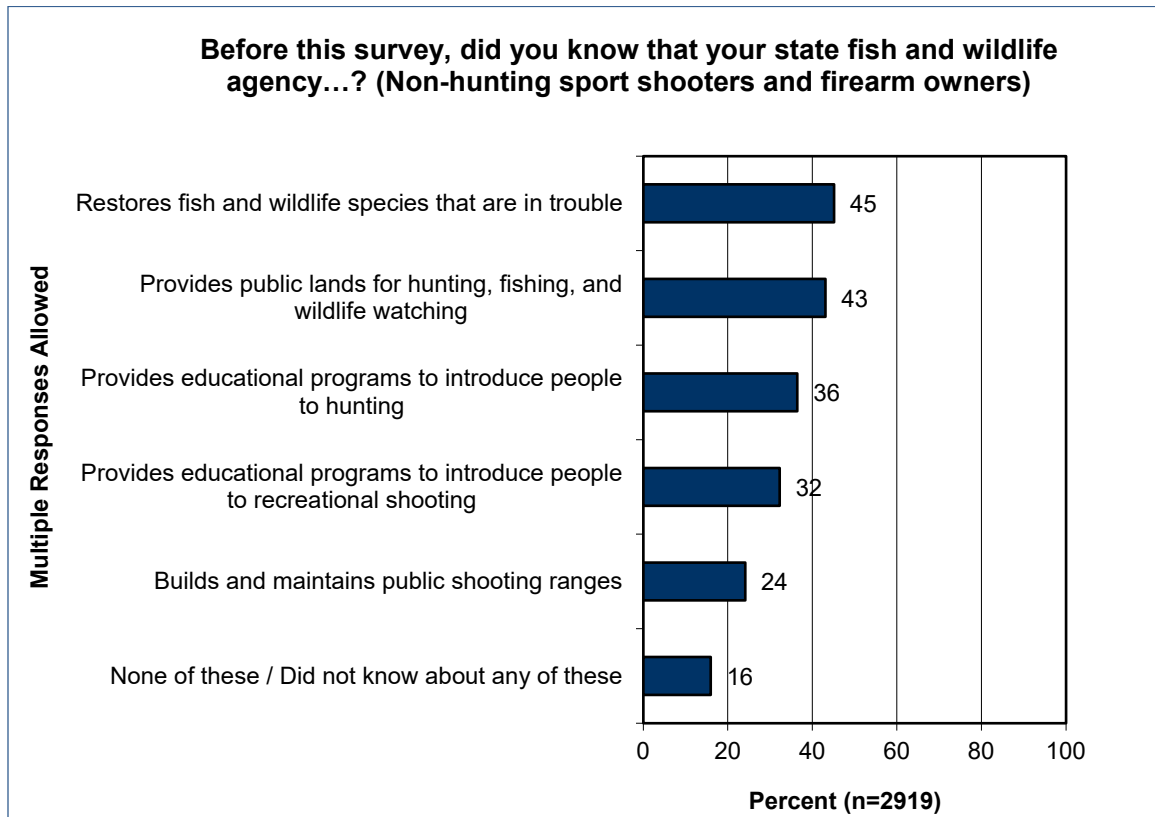


- Another series of questions asked whether shooters-owners supported or opposed having government agencies spend time and money on five different efforts. Wildlife conservation was second in the overall ranking, behind only clean water—roughly 9 out of 10 shooters-owners support having the government spend time and money on wildlife conservation, ahead of such areas as clean air, outdoor recreation, and public land.



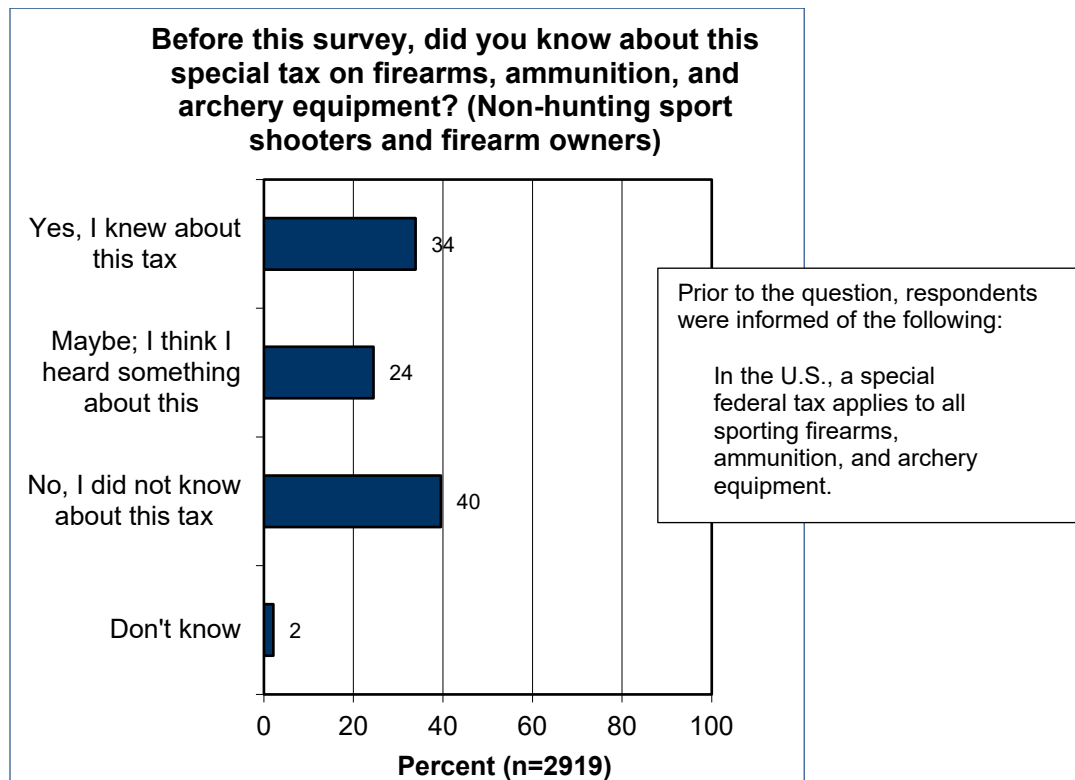
- **Shooters-owners have low knowledge levels about many of the core areas in which state fish and wildlife agencies work. Relatively few shooters-owners are aware that state fish and wildlife agencies build and maintain public shooting ranges.**
 - Among the many efforts that state fish and wildlife agencies undertake are five that were tested in the survey. Shooters-owners were asked if they knew that their state fish and wildlife agency did each effort. The efforts asked about were as follows:
 - Provides educational programs to introduce people to recreational shooting.
 - Builds and maintains public shooting ranges.
 - Provides educational programs to introduce people to hunting.
 - Provides public lands for hunting, fishing, and wildlife watching.
 - Restores fish and wildlife species that are in trouble.
 - The responses from shooters-owners are illuminating: less than half know that their state fish and wildlife agency restores fish and wildlife species that are in trouble, and

provides public lands for hunting, fishing, and wildlife watching. Meanwhile, only about a third know that their agency provides educational programs to introduce people to hunting or to recreational shooting. Of particular interest is the fact that less than a quarter know that their state fish and wildlife agency offers target shooting opportunities through public shooting ranges—a key area that would seem to be directly relevant to the interests and needs of shooters-owners.



➤ **There is low knowledge of the federal excise tax on sporting arms, archery equipment, and ammunition and of the Federal Aid in Wildlife Restoration Program itself among shooters-owners. However, once they learn about the program, they overwhelmingly support it.**

- In the survey, shooters-owners were informed, “In the U.S., a special federal tax applies to all sporting firearms, ammunition, and archery equipment.” They were then asked whether they knew, before the survey, about this tax; in response, just a third of shooters-owners indicated that they did (see graph on the following page).



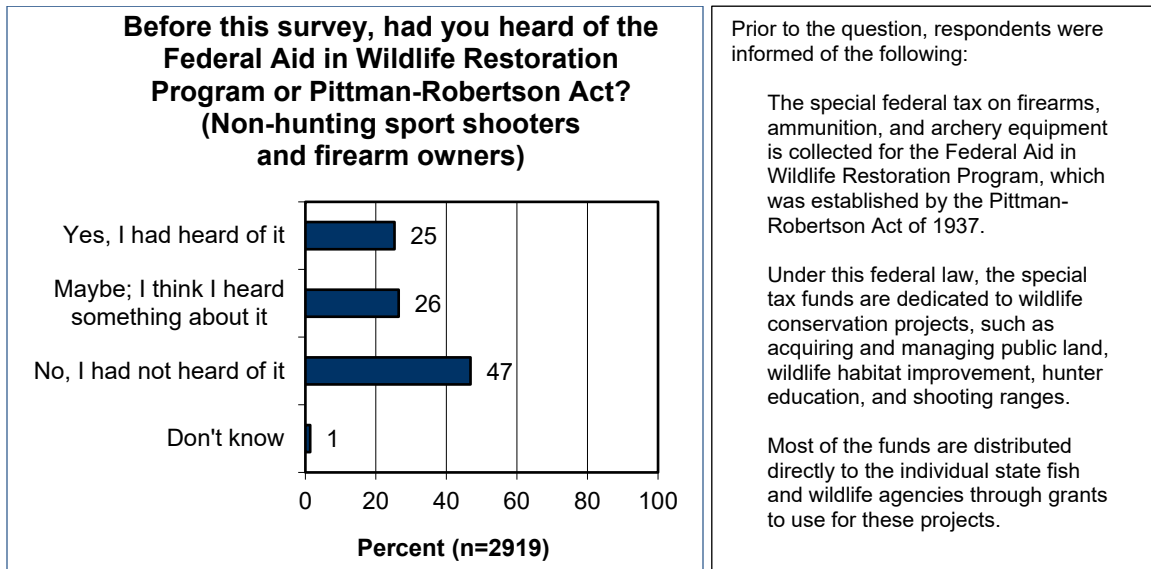
- Shooters-owners were next given a brief description of the Federal Aid in Wildlife Restoration Program, which was as follows:

The special federal tax on firearms, ammunition, and archery equipment is collected for the Federal Aid in Wildlife Restoration Program, which was established by the Pittman-Robertson Act of 1937.

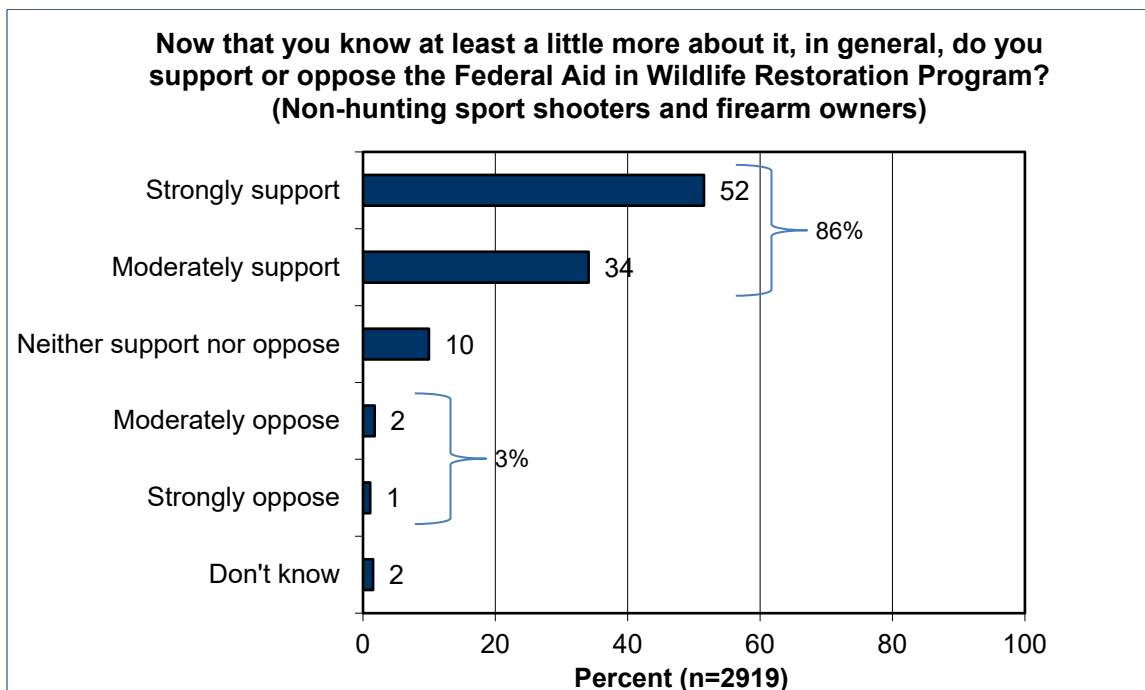
Under this federal law, the special tax funds are dedicated to wildlife conservation projects, such as acquiring and managing public land, wildlife habitat improvement, hunter education, and shooting ranges.

Most of the funds are distributed directly to the individual state fish and wildlife agencies through grants to use for these projects.

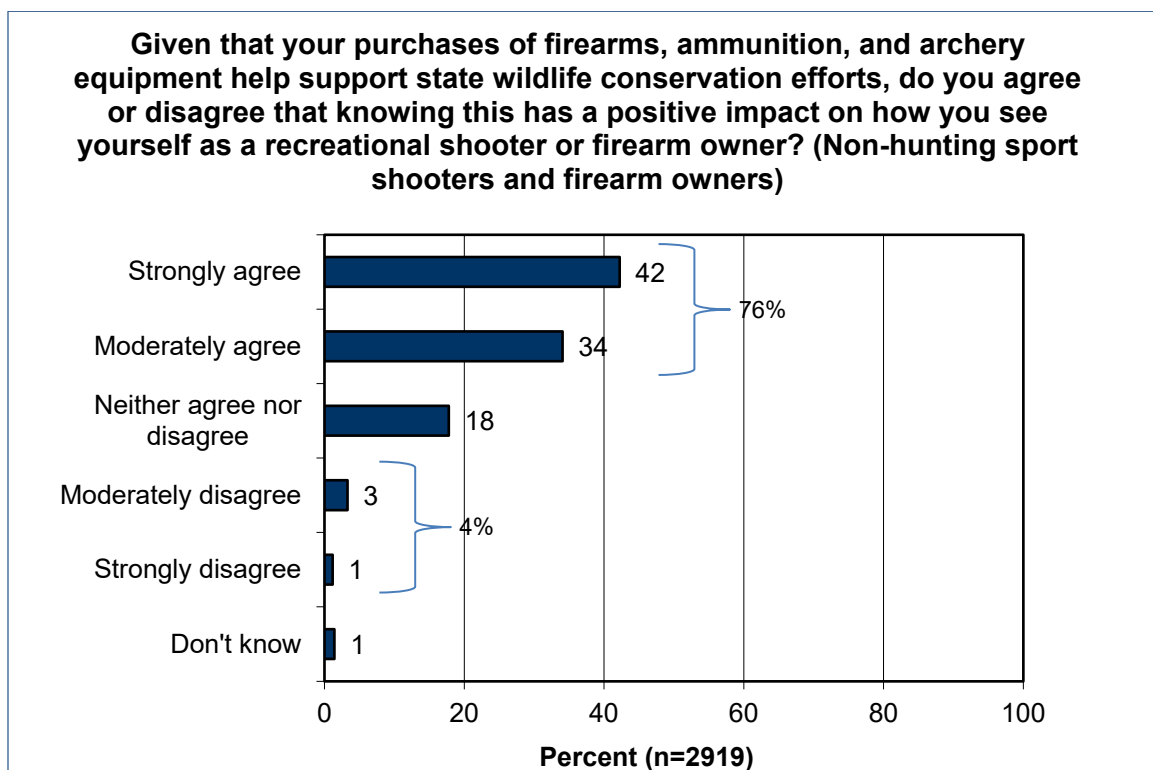
- Asked whether they had ever heard of the Federal Aid Program or the Pittman-Robertson Act before the survey, only a quarter of shooters-owners said that they had (see graph on the following page).



- The survey then asked specifically whether shooters-owners knew that the taxes collected through the program are distributed directly to state fish and wildlife agencies to help fund their work. Among all of the shooters-owners, only 17% knew of this funding mechanism, while another 7% had heard of the Program/Act but did not know of this link in the funding of fish and wildlife agencies.
- The final question in this section measured support for or opposition to the Federal Aid in Wildlife Restoration Program based on the information provided previously. Here, the survey found that an overwhelming majority of shooters-owners—86%—support the program.

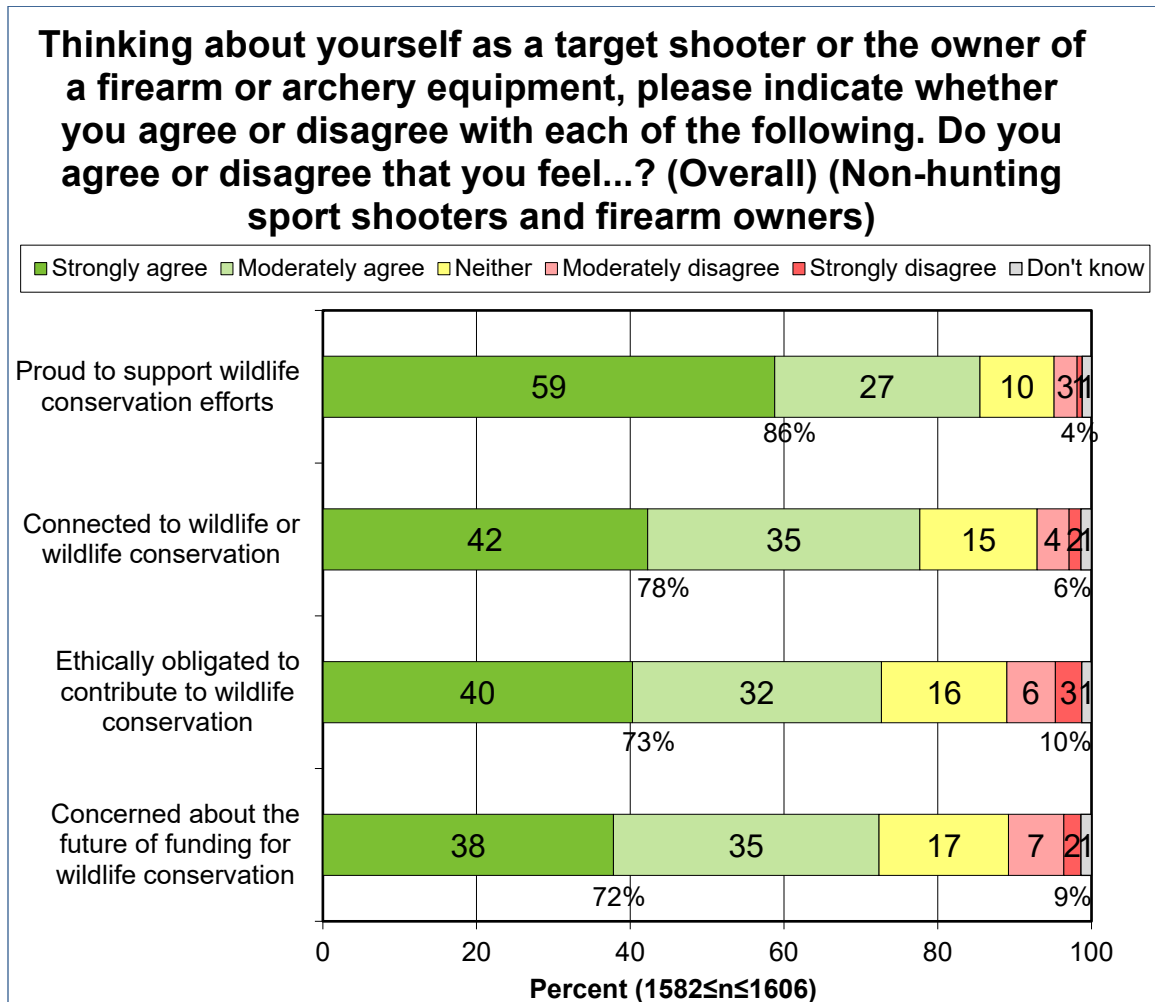


- Note that this overwhelming level of support is consistent across the four AFWA regions and in Texas and Tennessee, the two states in which the pilot communications campaign will be implemented.
- **Messages to increase support for the Federal Aid in Wildlife Restoration Program should emphasize non-hunting sport shooters' and firearm owners' pride in supporting wildlife conservation efforts.**
- Two findings from the survey make clear that the concept of pride in supporting wildlife conservation is likely to be a winning communications strategy when solidifying support for the Federal Aid Program among shooters-owners.
 - First, the survey found that three quarters of shooters-owners agree that knowing about the link between their purchases of equipment and conservation has a positive impact on the way they see themselves as recreational shooters and firearm owners—in other words, they take pride in knowing that they are helping to support the worthy cause of wildlife conservation. This benefit to self-esteem would seemingly present a blueprint for messaging.



- Elsewhere in the survey, shooters-owners were asked whether they agreed or disagreed with four statements relating to their feelings about wildlife conservation. In these results, pride in supporting wildlife conservation efforts resonates better than the other three statements about being a target shooter/firearm owner that were tested. A majority of shooters-owners (59%) *strongly* agree that they feel proud to support wildlife conservation efforts, and an overwhelming percentage (86%) are in overall agreement with the statement. The concept of pride in this line of questioning tested better than concepts relating to the respondent's overall connection to wildlife

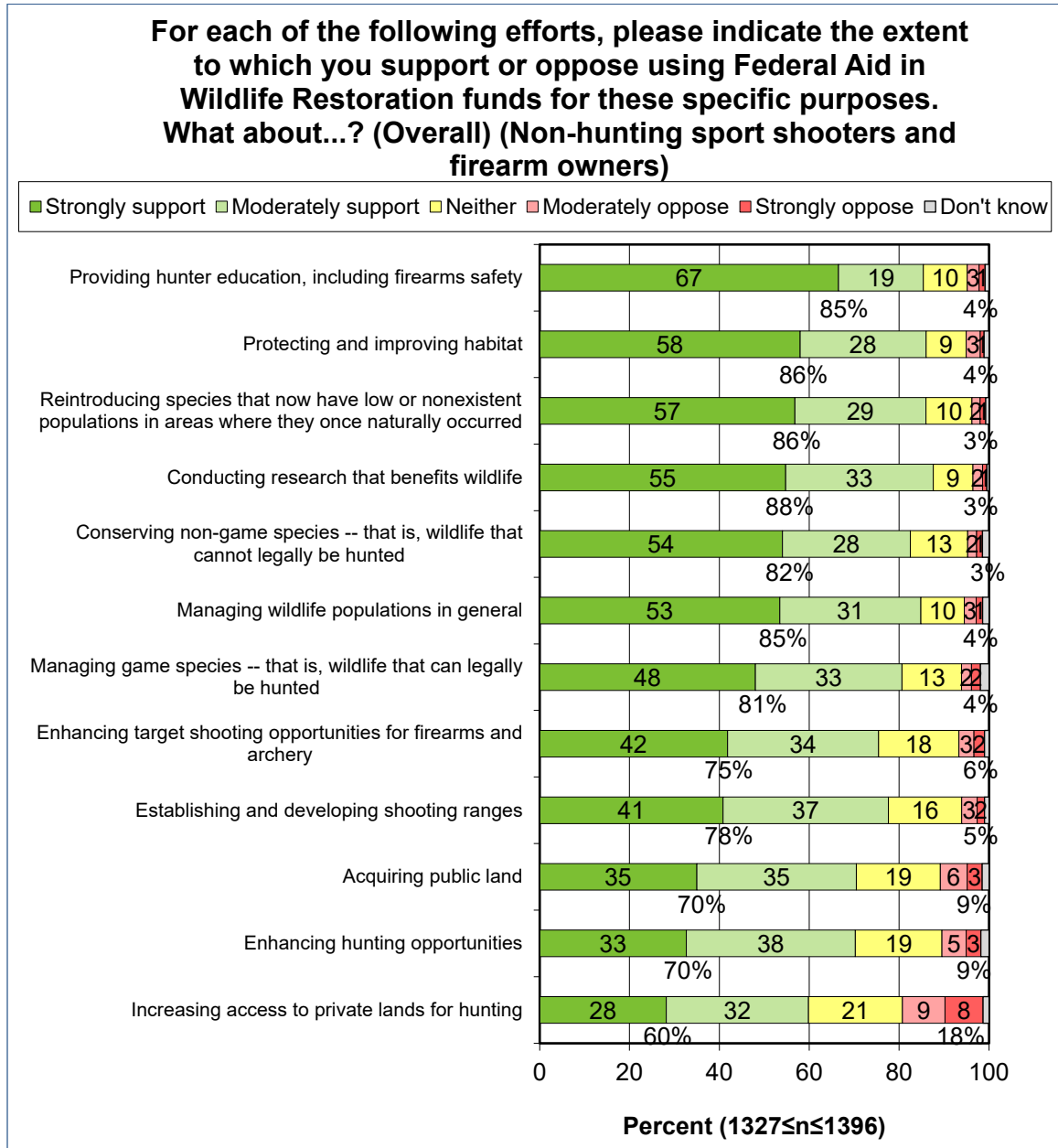
conservation, the ethical obligation to support wildlife conservation, and concern about the future of funding for wildlife conservation.



➤ **The considerable support for Federal Aid among shooters-owners does not appear to be based purely on self-interest (i.e., the provision of shooting ranges by the agencies). Rather, shooters-owners' considerable support for Federal Aid seems to be directly related to the stated goals of the program, including its emphasis on wildlife conservation efforts and habitat improvement.**

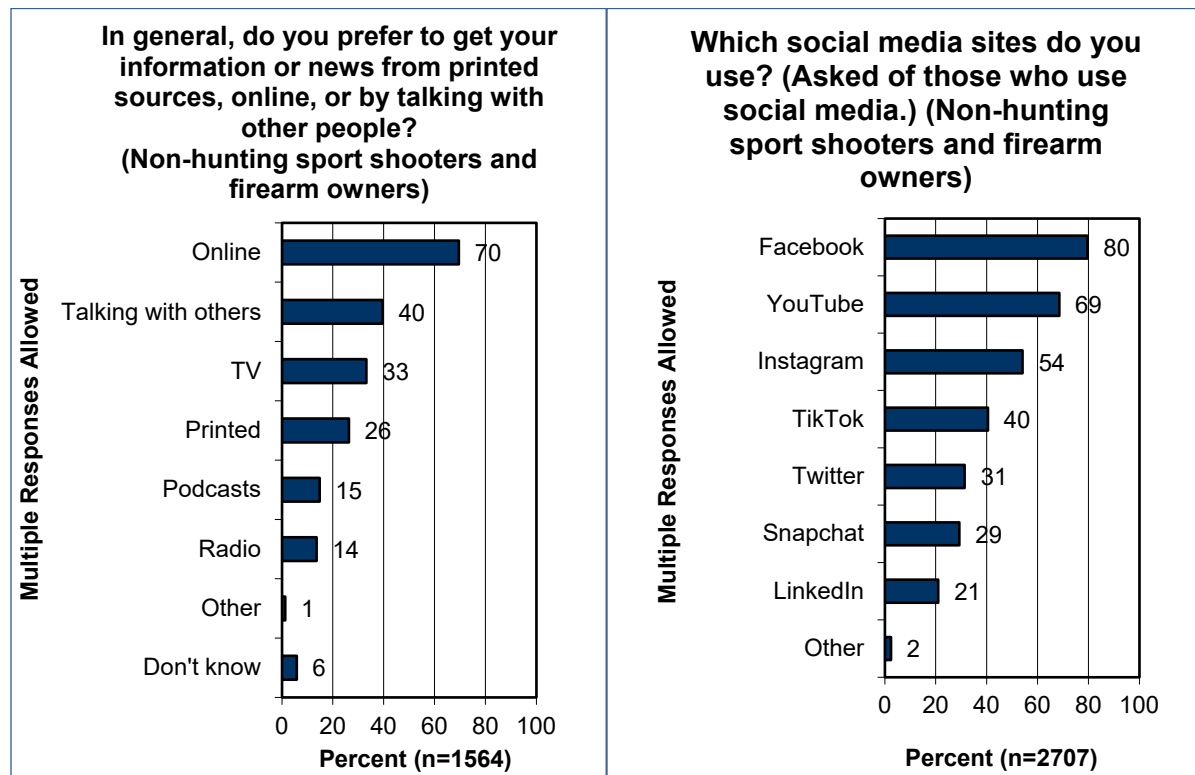
- In addition to the initial results that demonstrate the importance of wildlife conservation as a general issue to shooters-owners, and the findings relating to the pride that these non-hunters take in supporting wildlife conservation efforts, another finding from the survey shows that the provision of public shooting ranges does *not* represent the most important use of Federal Aid funds for shooters-owners—in fact, numerous other efforts relating to wildlife conservation outrank the provision of shooting ranges in terms of the top priorities of the Federal Aid in Wildlife Restoration Program.
- While the top item that is supported is providing hunter education/firearms safety, most of the other top efforts that shooters-owners want to see supported relate to

ecological efforts (such as protecting and improving habitat, reintroducing species, conducting research that benefits wildlife, and conserving non-game species) rather than efforts that benefit humans directly (such as establishing and developing shooting ranges). Ecological- and wildlife-related efforts in the ranking all have a majority *strongly* supporting them and more than 80% in overall support.



- **In short, wildlife conservation appears to be an issue that is important to hunters and non-hunters alike.**
 - On this point, it is also interesting to note that a 2022 nationwide survey of adult U.S. residents conducted by Responsive Management regarding support for the Recovering America's Wildlife Act found that substantial majorities of Democrats, Republicans, and Independents all supported the proposed legislation to generate new funding for the conservation of America's wildlife species.⁴ This provides more evidence that wildlife conservation appears to be a largely unifying issue among Americans, non-hunting sport shooters and firearm owners being no exception.

- **Most shooters-owners prefer to get information and news online (70% do).**
 - Otherwise, the most preferred ways of getting information and news include talking with others (40%), television (33%), and printed material (33%). Also, Facebook and YouTube are the most popular social media sites among shooters-owners, followed more distantly by Instagram, TikTok, Twitter (now also known as X), and Snapchat.



⁴ Association of Fish and Wildlife Agencies. September 15, 2022. "Significant Majority of Americans Support the Recovering America's Wildlife Act." Available at <https://www.fishwildlife.org/landing/blog/significant-majority-americans-support-recovering-americas-wildlife-act>.

TABLE OF CONTENTS

Introduction and Methodology.....	1
Questionnaire Design	2
Survey Samples.....	2
Multi-Modal Survey Administration.....	3
Survey Quality Control.....	6
Data Analysis.....	6
Presentation of Data.....	7
Participation in Shooting and Ownership of Firearms.....	10
Opinions on General Issues of Importance	29
Knowledge of Agency Efforts	33
Awareness, Knowledge, and Support of Federal Aid Taxes.....	36
Priorities of Agency Efforts.....	74
Opinions on Wildlife Conservation and Involvement with Organizations	91
Message Testing.....	112
Use of and Preferences Regarding Shooting Ranges.....	119
Information Sources.....	161
Demographic Information.....	177
About Responsive Management.....	191

INTRODUCTION AND METHODOLOGY

This project was conducted by the Southeastern Association of Fish and Wildlife Agencies (SEAFWA) and Responsive Management under Multistate Conservation Grant F23AP00486 to better understand the attitudes and knowledge levels of non-hunting sport shooters and firearm owners regarding the Federal Aid in Wildlife Restoration Program. Specifically, the project was undertaken to determine what non-hunting sport shooters and firearm owners think and know about the wildlife conservation efforts and other work carried out by state fish and wildlife agencies that are funded through the Federal Aid in Wildlife Restoration Program. A further objective of the study was to identify effective messaging strategies and themes to increase non-hunting sport shooters' and firearm owners' awareness of and support for the Federal Aid in Wildlife Restoration Program and the associated work of the agencies.

The Federal Aid in Wildlife Restoration Program, established by the Pittman-Robertson Act of 1937, includes a funding mechanism for wildlife conservation through an excise tax on firearms, ammunition, and archery equipment, with revenues apportioned to state fish and wildlife agencies. Today, long-term participation in hunting is declining (despite an uptick during the Covid-19 pandemic) just as sport shooting participation and firearms purchases continue to increase. For example, the National Shooting Sports Foundation (NSSF) reported that at least 5.4 million people purchased a firearm for the first time in 2021, with almost 30% of all gun purchases that year being from new gun owners.⁵ Similarly, ongoing sport shooting participation surveys for the NSSF have shown increasing shooting participation over the past decade (for example, target shooting with a handgun increased from 10% of the population in 2009 to 17% of the population in 2022). Taken together, these trends mean that an increasing proportion of the overall Pittman-Robertson funding base is made up of non-hunting sport shooters and firearms owners. The critical implication is that the most successful wildlife conservation model in the world is increasingly relying on funding support from non-hunters.⁶

The growing disconnect between conservation programs of the Federal Aid in Wildlife Restoration Program and the groups whose purchases are paying for these efforts suggests that the Pittman-Robertson excise tax fund may be more vulnerable than ever to raids by legislators seeking to reallocate this dedicated conservation funding or end it entirely. For example, in 2022, Georgia Representative Andrew Clyde introduced the "RETURN (Repealing Excise Tax on Unalienable Rights Now) our Constitutional Rights Act" (H.R. 8167), which would eliminate current Pittman-Robertson excise taxes on firearms and ammunition and replace them with general fund appropriations.⁷ This and other legislative developments, such as the potential passage of the Recovering America's Wildlife Act, could give some lawmakers the impression that Federal Aid funding is no longer essential and is therefore available for any number of non-wildlife-related purposes. There is a pressing need to maintain a strong and stable Pittman-

⁵ National Shooting Sports Foundation. January 25, 2022. "NSSF Retailer Surveys Indicate 5.4 Million First-Time Gun Buyers in 2021." Available at <https://www.nssf.org/articles/nssf-retailer-surveys-indicate-5-4-million-first-time-gun-buyers-in-2021/>.

⁶ Two sources provide data on the changing composition of the wildlife conservation funding base:

Duda, M.D.; T. Beppler; D.J. Austen; and J.F. Organ. 2021. The Precarious Position of Wildlife Conservation Funding in the United States, *Human Dimensions of Wildlife*, DOI: 10.1080/10871209.2021.1904307.

Duda, M.D.; T. Beppler; and J.F. Organ. 2017. The Growth of Sport Shooting Participation: What Does This Trend Mean for Conservation Revenue? *The Wildlife Professional*, Vol. 11, Issue 2, pp. 38-41.

⁷ Wildlife Management Institute. July 2022. "House Bill Would Repeal Pittman-Robertson Act." Available at <https://wildlifemanagement.institute/brief/july-2022/house-bill-would-repeal-pittman-robertson-act>.

Robertson funding structure by understanding the attitudes, knowledge levels, and information needs of non-hunting sport shooters and firearms owners with regard to the Federal Aid in Wildlife Restoration Program. This project is intended to fulfill this need by creating a stronger connection between non-hunting wildlife conservation funding contributors and the Federal Aid in Wildlife Restoration Program itself.

Specific aspects of the research methodology are discussed below.

QUESTIONNAIRE DESIGN

The telephone and online questionnaires were developed cooperatively by Responsive Management and SEAFWA, based on the research team's familiarity with sport shooting, firearms, and outdoor recreation. There were slight differences between the telephone and online versions of the survey to accommodate each survey mode, but otherwise the surveys were identical. Note that the online survey was closed, meaning it was available only to respondents who were specifically selected for the survey.

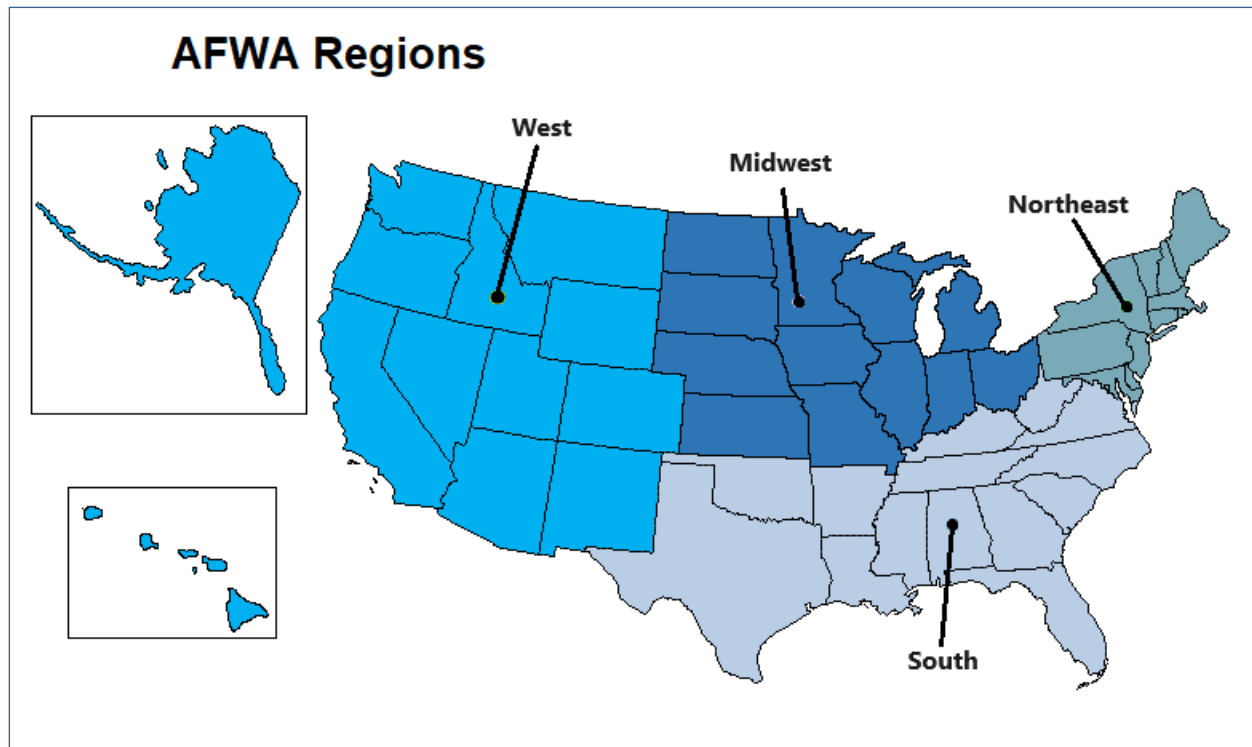
For both the online and telephone versions of the survey, the questionnaire was programmed to branch and substitute phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

Screeners in the survey removed any respondent who had hunted in the previous 5 years and ensured that those who remained either target shot in the past 5 years (including target archery) or owned a firearm. For convenience in the report, they will be referred to as "shooters-owners." Note that shooters in this context include archery shooters as well as firearm shooters; any reference to shooters refers to these shooters of archery and shooters of firearms collectively.

Because there were many more questions than could be asked of a single respondent, the sample was randomly split in some places in the survey so that no single respondent would get every question, thereby shortening the survey for respondents. For this reason, the sample size on some questions that were designed to be asked of everybody is less than the total sample of 2,919. Because these questions were asked on a *randomly selected* sub-sample, the results of this partial sample still validly represent all shooters-owners. Responsive Management conducted pre-tests of the questionnaires to ensure proper wording, flow, and logic in the survey.

SURVEY SAMPLES

The samples of shooters-owners (telephone and online) were obtained from and maintained by Marketing Systems Group (MSG), a firm that specializes in providing scientifically valid samples for survey research. The samples were stratified into four Association of Fish and Wildlife Agencies regions (see accompanying map), and separate state samples were obtained for Tennessee and Texas, the pilot states for an upcoming communications campaign that will be developed based on the survey results.



For the telephone portion of the survey, the sample used a probability-based selection process that ensured that all shooters-owners had an approximately equal chance of being selected for the survey within each stratification area. Note that landlines and cellphones were sampled in their proper proportions, with 93.5% of the telephone portion of the sample consisting of cellphone surveys.

To produce the nationwide sample, weighting by age, gender, ethnicity, and region was applied to ensure that the nationwide sample matched demographic data from a study Responsive Management conducted for the National Shooting Sports Foundation on shooting participation and firearm ownership (*Firearm Ownership and Sport Shooting Participation in the United States, 2023*). Note that Tennessee and Texas shooters-owners were weighted to be in their proper proportions in their region and in the nationwide data. The final nationwide and regional samples were representative of all shooters-owners 18 years old and older who had not hunted in the previous 5 years.

MULTI-MODAL SURVEY ADMINISTRATION

The version of the survey conducted by telephone was coded for integration with Responsive Management's computer-assisted telephone interviewing system. An important aspect of both versions of the survey is that the computer controls which questions are asked and allows for immediate data entry. Surveys conducted by telephone, however, are administered by a live interviewer.

Telephone interviews were conducted Monday through Friday from noon to 9:00 p.m., local time, using interviewers with experience conducting computer-assisted surveys about sport shooting, firearms, and outdoor recreation. A five-callback design was used to avoid bias

toward people easy to reach by telephone and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted at the time of initial contact, or a callback time was set that was more convenient for the respondent.

To boost the response rate, those with a cellular number who could not be reached after five attempts were sent a text message inviting them to participate in the survey online. Those who did not respond to the text were called at least one more time, and then a reminder text was sent to nonrespondents a week after the initial text invitation. An example of the text message follows. The text message provided a link to the online survey featuring an introduction with more information and instructions to begin the survey; the text and online survey introduction are shown below.

Text Message

This is Amanda with Responsive Management. Together, under a grant, your state's fish and wildlife agency and the US Fish and Wildlife Service would like to know more about recreational and sport shooting in your state. Consider taking this brief survey to give your input [survey link].

Online Survey Introduction and Instructions

This scientific survey is being conducted under a grant from the [U.S. Fish and Wildlife Service](#) (USFWS) for state fish and wildlife agencies across the United States. The purpose of the survey is to better understand public interest and participation in recreational target or sport shooting.

Your answers will be kept completely confidential and will not be associated with your contact information in any way.

Thank you for your time and willingness to participate.

[Responsive Management](#), an independent research firm, is conducting this study under the USFWS grant. If you need technical assistance with completing the survey or if you prefer to complete it by phone, please contact Responsive Management via email at research@responsivemanagement.com

Please click "Next" or the arrow below to begin the survey.

Some of the online sample were sent email invitations directly from Responsive Management, while others were contacted and given the survey through MSG. Those in the sample contacted directly by Responsive Management were sent the email as shown on the following page.

After the initial text message or email was sent to potential respondents, reminder texts or emails were sent to nonrespondents approximately 4 days following the original text/email invitation. As shown in the above examples, a support email address was provided for text and email recipients who needed assistance. Any potential respondents who had reached out to the technical assistance email contact were offered the opportunity to take the survey by telephone if they preferred that mode.

Email Survey Invitation and Instructions

Hello,

You are invited to participate in a scientific survey being conducted under a grant from the U.S. Fish and Wildlife Service (USFWS). The purpose of the study is to better understand public interest and participation in recreational target or sport shooting, and your response is very important to us.

[Click Here to Start the Survey](#)

Please respond by September 22. Your answers will be kept completely confidential and will not be associated with your contact information in any way.

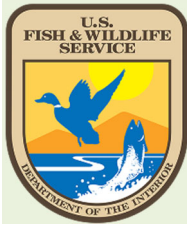
Thank you for your time and willingness to participate.

[Responsive Management](#), an independent research firm, is conducting this study under the USFWS grant. If you need technical assistance with completing the survey or if you prefer to complete it by phone, please contact Responsive Management via email at research@responsivemanagement.com

Recreational Shooting and Firearms Survey

Conducted by Responsive Management, in partnership with the Southeastern Association of Fish and Wildlife Agencies (SEAFWA)

Funded through a grant from the U.S. Fish and Wildlife Service



The survey was conducted in August and September 2023. Responsive Management obtained 2,919 completed questionnaires. This includes the sampling breakdown shown in the table that follows. Note that weighting was applied to ensure the individual states of focus (Tennessee and Texas) were in their proper proportions in the South Region, and the regions were weighted to ensure that they were in their proper proportions for the nationwide data.

Location	Number of Completed Surveys
Northeast Region	514
South Region	1,351
Tennessee	457
Texas	470
Rest of South Region	424
Midwest Region	507
West Region	547

SURVEY QUALITY CONTROL

As stated previously, the questionnaires were programmed to branch and substitute phrases in each survey based on previous responses to ensure the integrity and consistency of the data collection. The survey questionnaire also contained error checkers and computation statements to ensure quality and consistent data.

For quality control, Survey Center managers monitored the telephone interviews in real time and provided feedback to the interviewers. To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the highest industry standards originally established by the American Association for Public Opinion Research. Methods of instruction included lecture and role-playing. The Survey Center managers and other professional staff conducted briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaires.

As an additional quality control measure for the online surveys, a question developed by Responsive Management was used to identify and filter out any automated responses and people who were not taking the survey seriously, both of which generate illegitimate results. After the surveys were obtained, the Survey Center managers and statisticians checked each completed survey to ensure clarity and completeness. Additionally, analysts reviewed all individual survey responses to identify potentially invalid submittals, such as online surveys that were completed in an unrealistically brief timeframe, which suggests that respondents were clicking through responses without reading and evaluating the questions. Analysts also checked for the related issue of “straight-lining” of responses, which is when respondents select (for example) the first or same response options throughout the survey. Also, open-ended responses were used to identify and remove invalid respondents. All completed surveys of questionable quality were removed prior to data analysis.

DATA ANALYSIS

The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management. As discussed previously, weighting was applied to the final data by age, gender, ethnicity, and region to match demographic data from a study Responsive Management conducted for the National Shooting Sports Foundation on shooting participation and firearm ownership (*Firearm Ownership and Sport Shooting Participation in the United States*, 2023). Additionally, Tennessee and Texas results were weighted to be in their proper proportions in their region and in the nationwide data. The final nationwide and regional samples were representative of all shooters-owners 18 years old and older who had not hunted in the previous 5 years.

On questions that asked respondents to provide a number (e.g., days of participation), graphs may show ranges of numbers rather than the precise numbers. Nonetheless, in the survey, each respondent provided a precise number, and the dataset includes this precise number,

even if the graph shows only ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

The analyses for this project included an examination of regional results, based on the four regions that were previously shown. Tennessee and Texas were also examined separately.

On open-ended questions, after the data were obtained, analysts reviewed verbatim responses to assign them to the appropriate response categories. Overall, analysts assigned more than a thousand verbatim responses into response categories to be quantified on the graphs.

PRESENTATION OF DATA

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Single response questions: Some questions allow only a single response.
- Multiple response questions: Other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Closed-ended questions have an answer set from which to choose.
- Open-ended questions are those in which no answer set is presented to the respondents; rather, they can respond with anything that comes to mind.
- Scaled questions: Some closed-ended questions (but not all) are in a scale, such as one that ranges from strongly support to strongly oppose.

Graphs typically show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some graphs may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when "strongly support" and "moderately support" are summed to determine the total percentage who support).

Note that target shooting and sport shooting are used interchangeably in this report. No difference is intended in these terms.

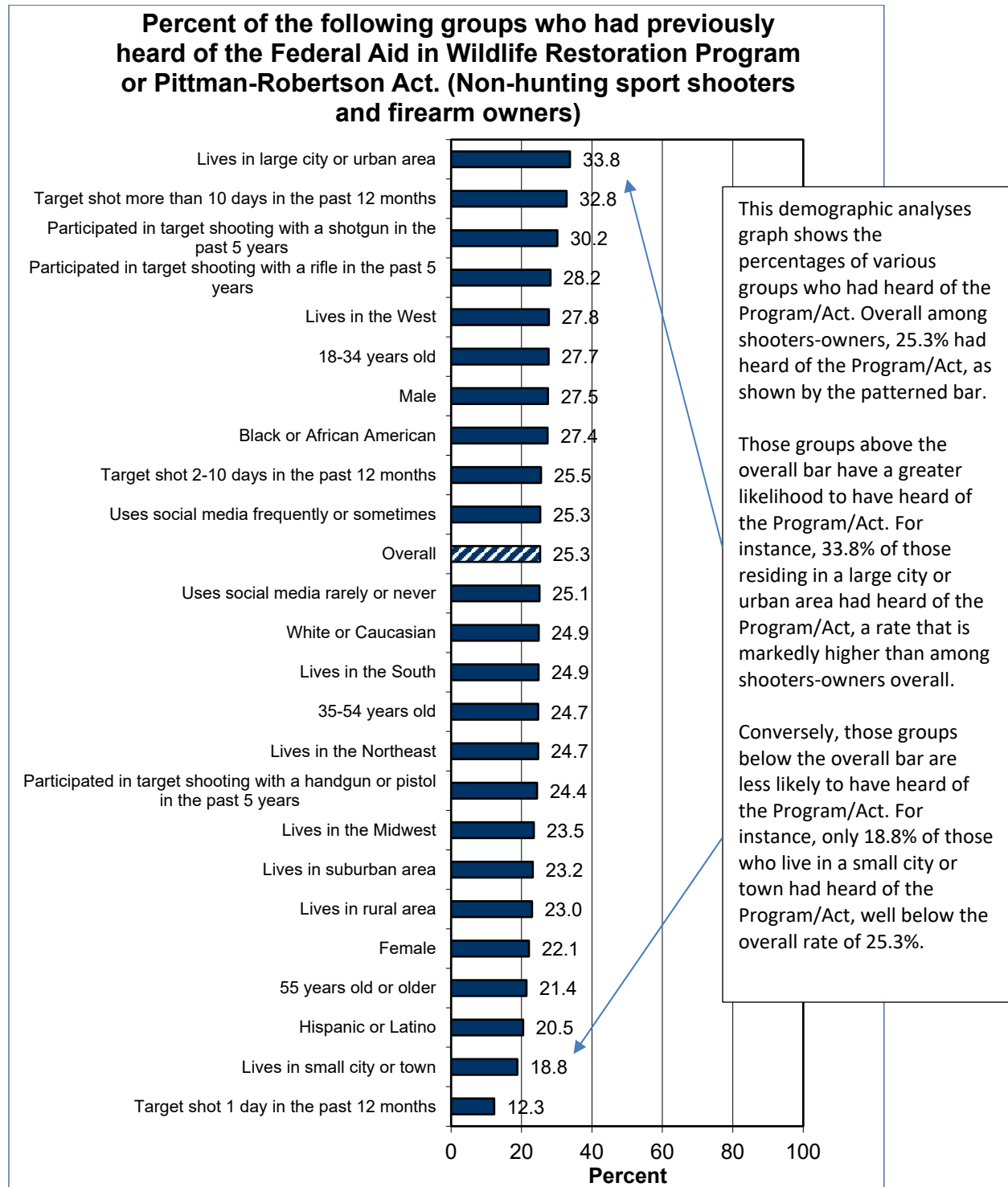
When examining the data, it is important to remember that the sample, although consisting largely of shooters, excluded those who had hunted in the previous 5 years. Non-hunting shooters are slightly different than shooters overall.

The report also includes special graphs that show how various demographic and participatory groups respond to certain questions, hereinafter simply referred to as demographic analyses graphs. Only select questions were analyzed in this way. The example on the following page explains how to interpret these graphs; although used as an example, the graph shows actual data from this project.

The example graph shows the percentages of the various groups of shooters-owners who had, prior to the survey, heard of the Federal Aid in Wildlife Restoration Program or the Pittman-Robertson Act. Overall, 25.3% of shooters-owners had heard of the Program/Act, as shown by the patterned bar. Specific shooter-owner groups shown above the overall bar have a higher percentage who had heard of the Program/Act. For instance, 33.8% of shooters-owners living in large cities/urban areas had heard of the Program/Act, a markedly higher rate than that of shooters-owners overall. Likewise, those shooters-owners who had participated in target shooting more than 10 days in the previous year were more likely to have heard of the Program/Act.

Those groups below the overall bar are less likely than shooters-owners overall to have heard of the Program/Act. For instance, only 12.3% of those who shot only 1 day in the previous year had heard of the Program/Act, well below the overall percentage.

When one group is above the overall bar (for instance, in this example, large city/urban area residents), its counterpart or one of its counterparts (in this instance, those living in a small city or town) will typically be below the overall bar. The distance from the overall bar matters, as well. If a group is close to the overall bar (for instance, Whites/Caucasians in this example), then the group should not be considered markedly different from respondents overall. A rule of thumb is that the difference should be 5 percentage points or more for the difference to be noteworthy.



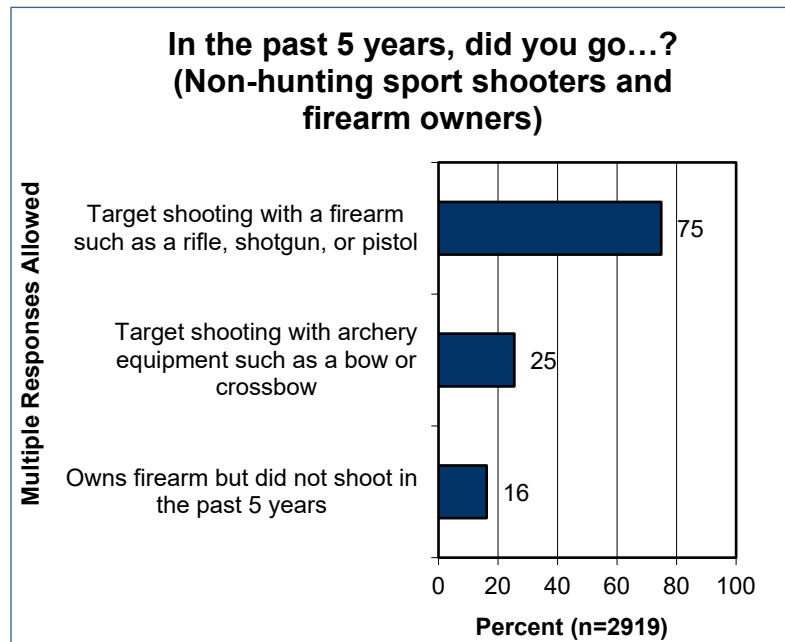
PARTICIPATION IN SHOOTING AND OWNERSHIP OF FIREARMS

This section of the report looks at active participation in target shooting, ownership of firearms, and past participation in target shooting and hunting. Some measures of participation, such as days of participation, are also included. Each section starts with a summary, which is followed by the data that support the summary.

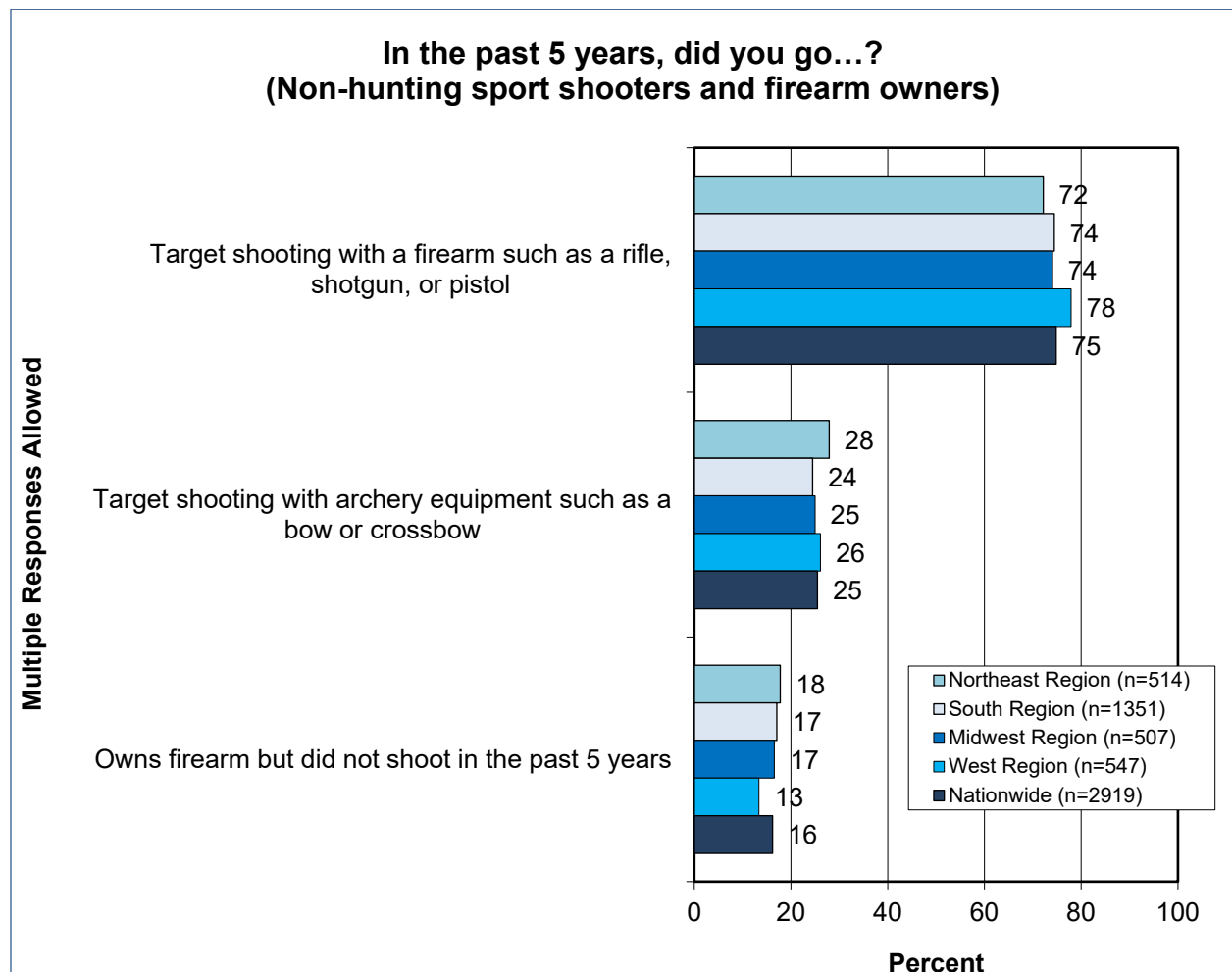
CHAPTER SUMMARY

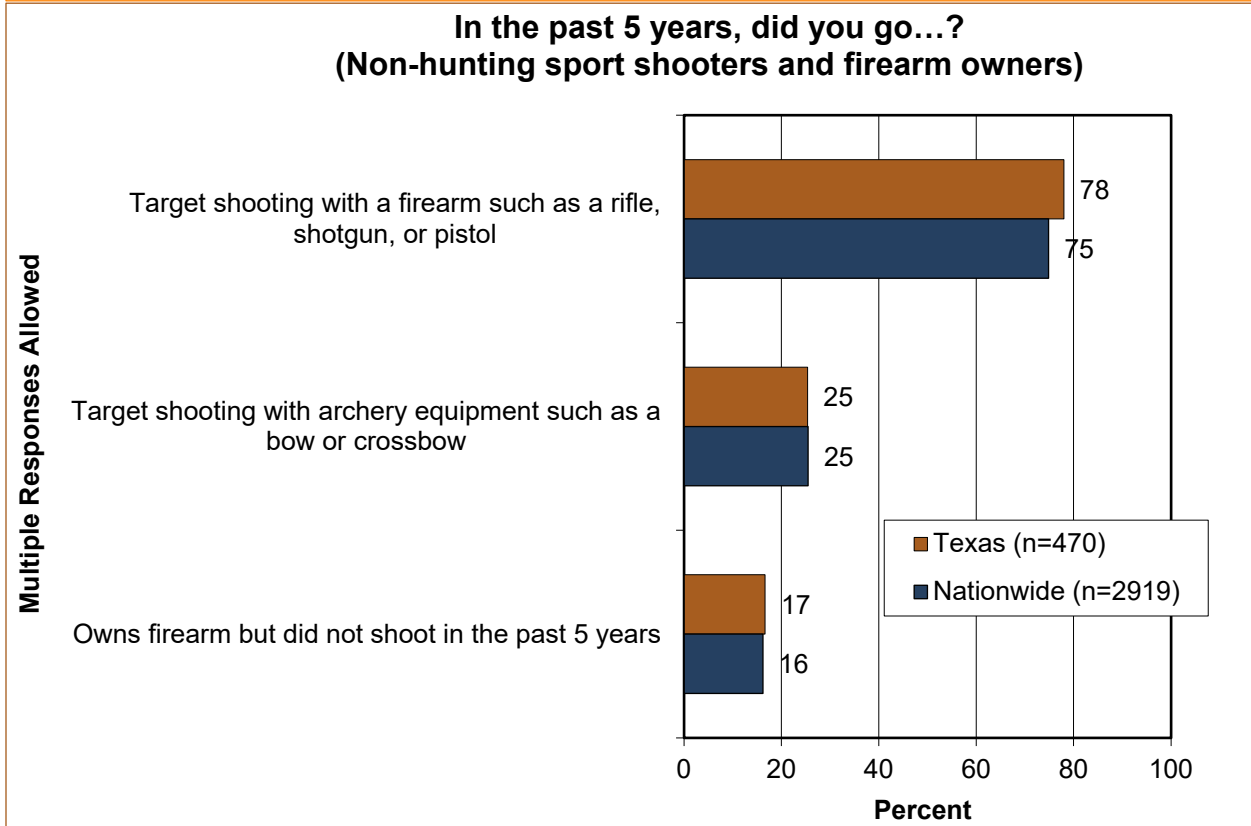
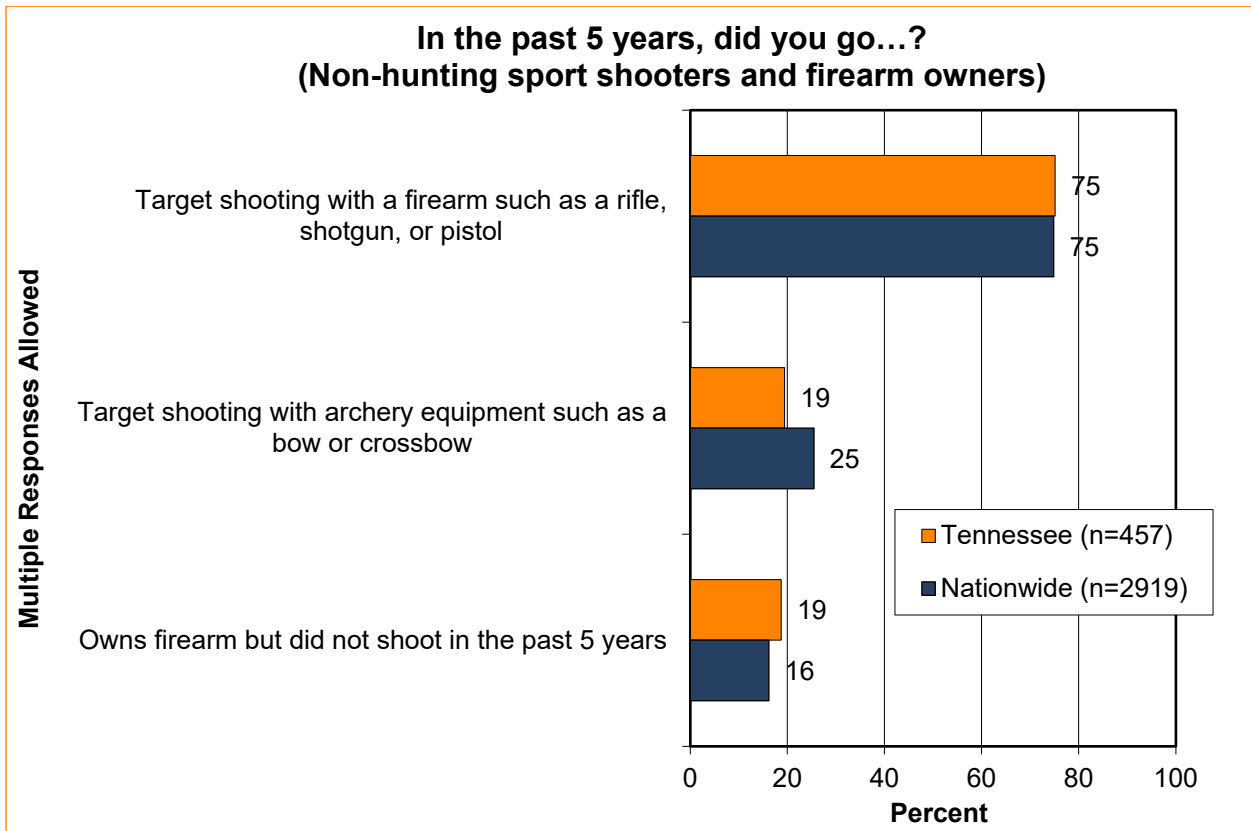
- **In the sample, 84% did some type of shooting in the previous 5 years; 16% owned a firearm but had not done any shooting.**
 - This proportion was fairly consistent across all the regions.
- **The sample included 61% who owned a firearm, 11% who had a firearm in their household that they did not own (these people had, however, gone shooting in the previous 5 years), and 28% who had no firearm in their household (these people, too, had gone shooting in the previous 5 years).**
 - Northeast Region shooters-owners were the most likely to be shooting participants without having a firearm.
- **In looking at participation over respondents' lifetimes, the survey found that 5% of the sample owned a firearm but had never hunted or done target shooting.**
 - This rate holds fairly steady across all the regions.
- **The most popular type of shooting that had been done, among those who had gone shooting in the previous 5 years, was target shooting with a handgun: 72% of shooters had done so. About half (53%) had target shot with a rifle. About two thirds of shooters had used a range.**
 - Also, 24% had used archery. The body of the section shows the full list of shooting activities.
- **Target shooting with a handgun is most commonly named as the shooting activity that respondents want to do more of: 61% indicated this. Just under half (49%) want to do more rifle shooting. Additionally, 64% want to do more range shooting.**
 - Just under a quarter (22%) want to do more archery shooting. The body of the section shows the full list of desired shooting activities.
- **The section includes information on days of shooting. Active sport shooters (those who had shot in the previous 5 years) had a mean of 11.0 days of annual shooting and a median of 4 days.**
 - The body of the section also shows data on shooting at a range: the mean is 7.8 annual days, and the median is 3 days.

RESULTS

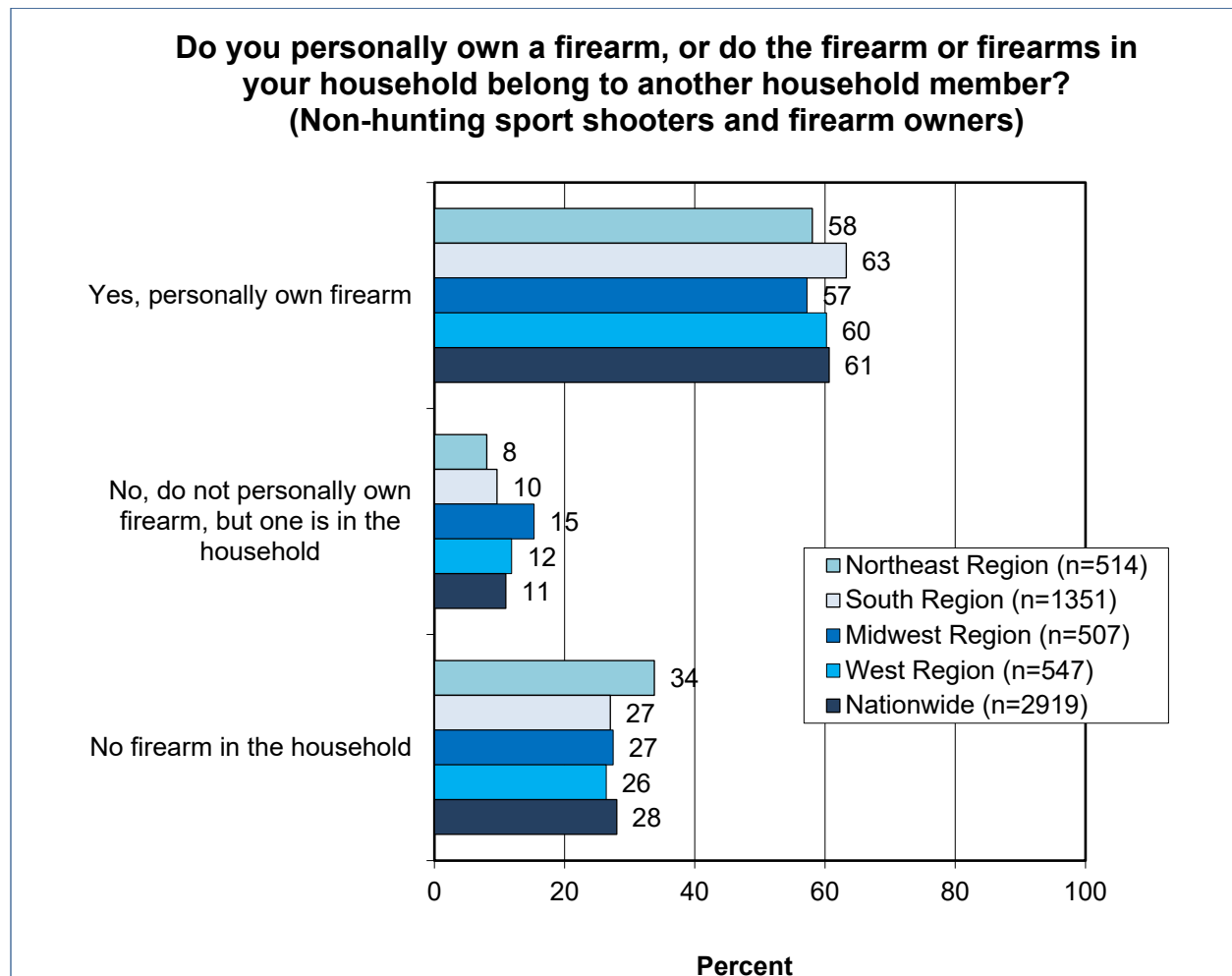
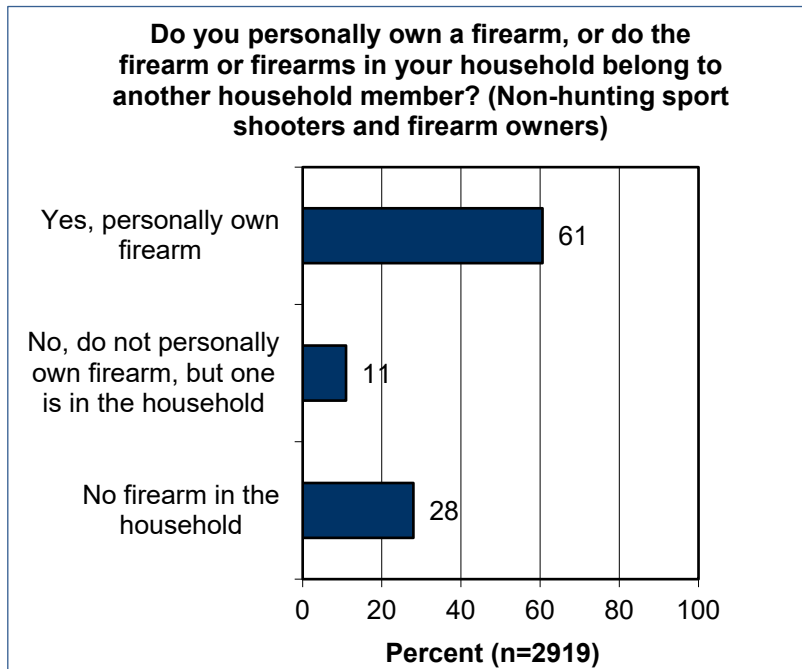


The mix of target shooters and firearm owners is shown: 16% owned a firearm but did not do any target shooting; the converse means that 84% did some type of target shooting. This is consistent across all the regions as well as in the two states of focus (Tennessee and Texas).

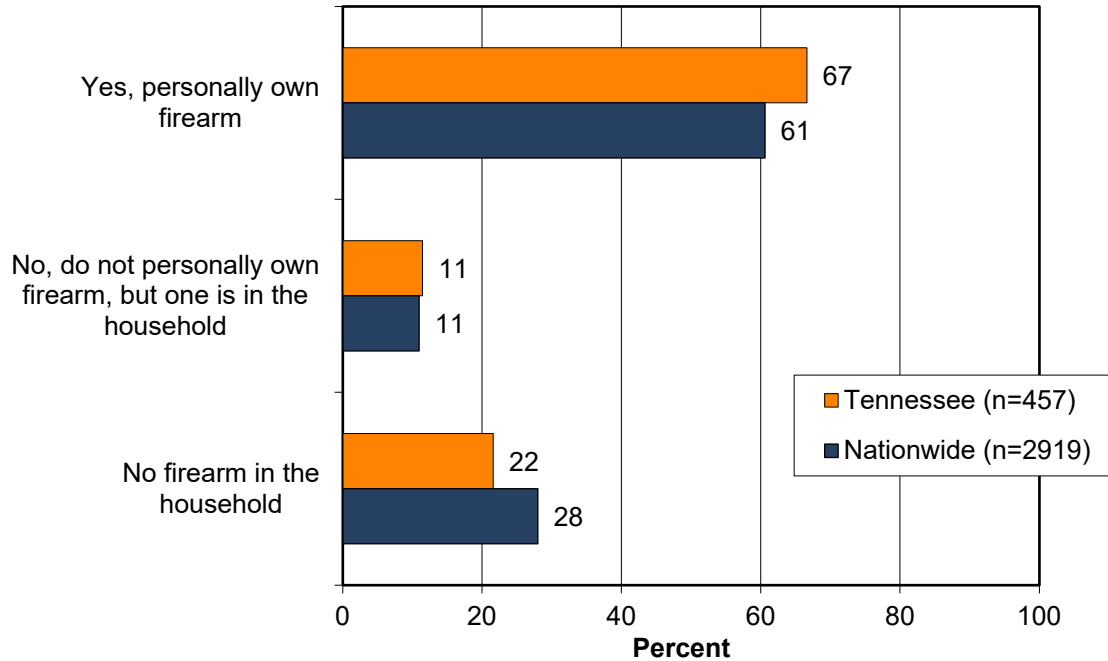




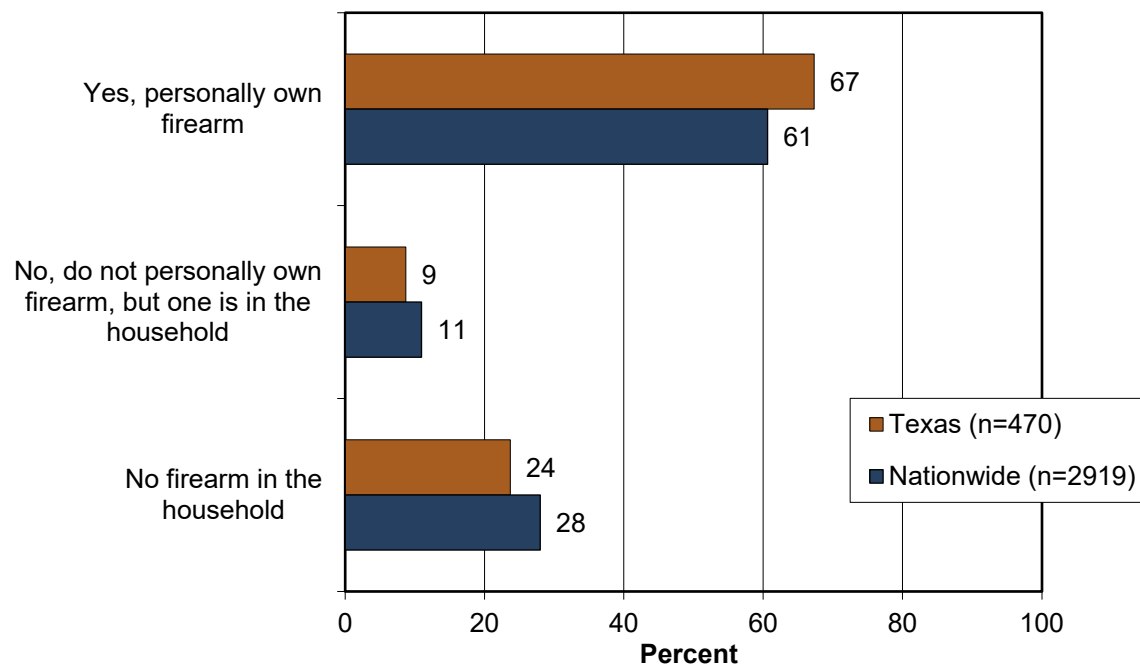
Another graph shows that 28% of shooters-owners participated in some shooting activities but do not have a firearm in their household. Regionally, shooters-owners from the Northeast Region are the most likely to be shooting participants without having a firearm. Also, as shown on the next page, ownership in both the states is higher than ownership nationally, among shooters-owners.

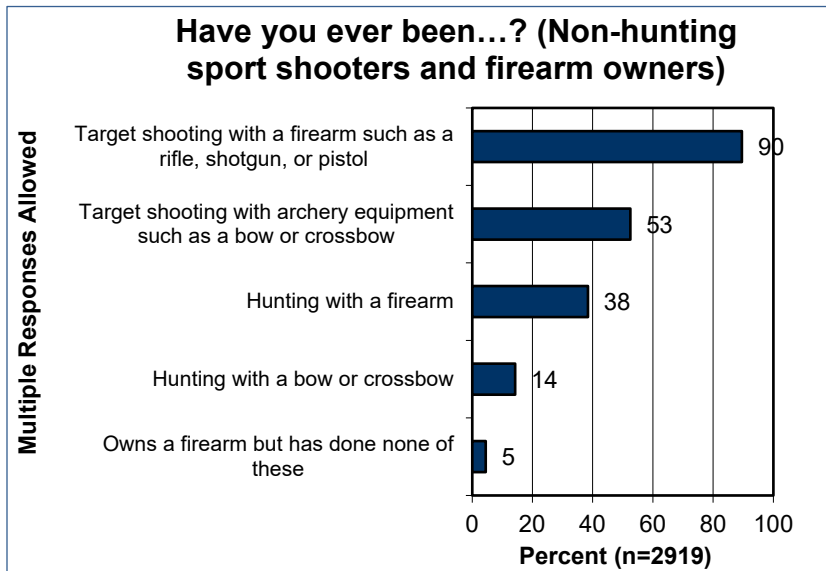


**Do you personally own a firearm, or do the firearm or firearms in your household belong to another household member?
(Non-hunting sport shooters and firearm owners)**

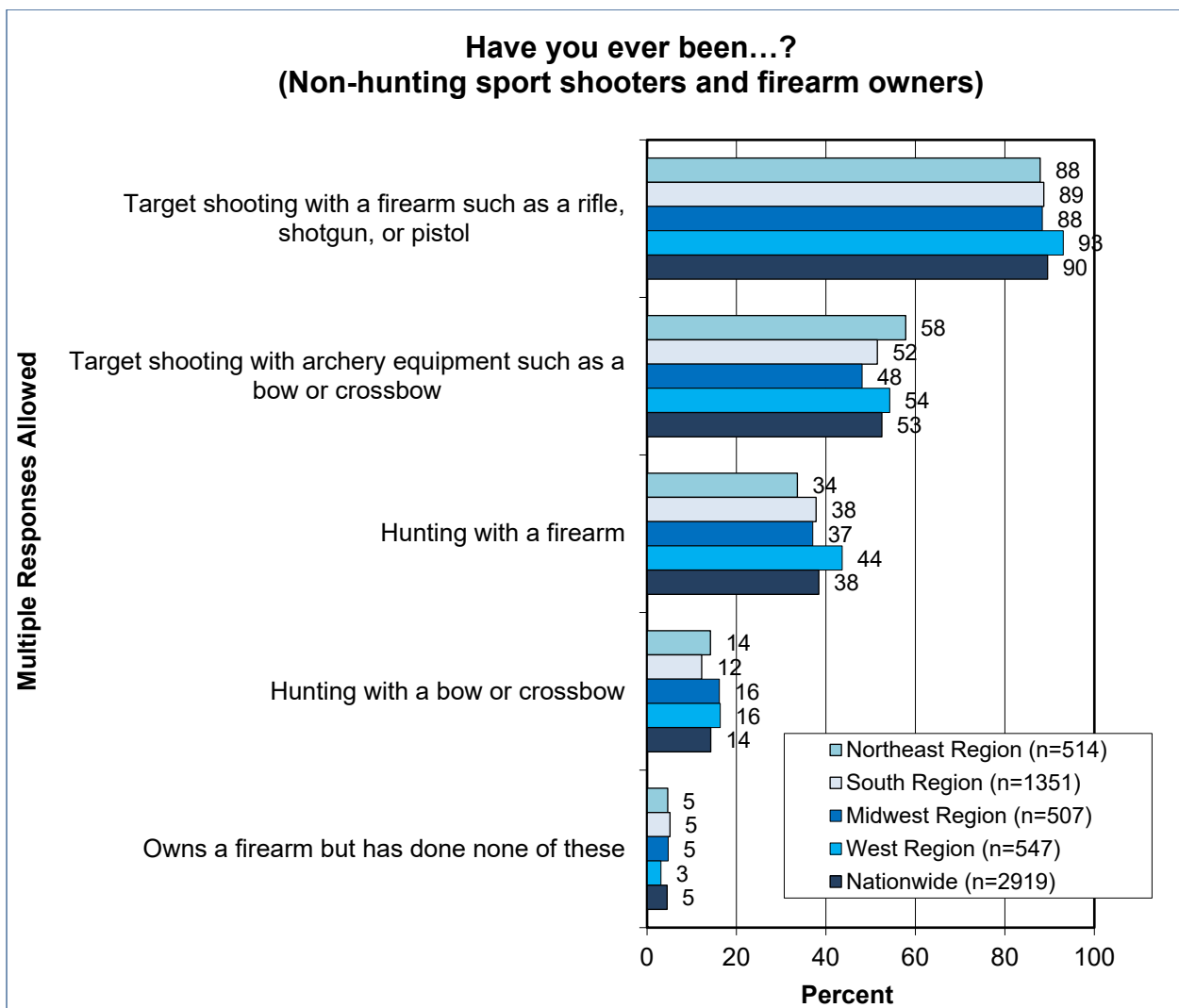


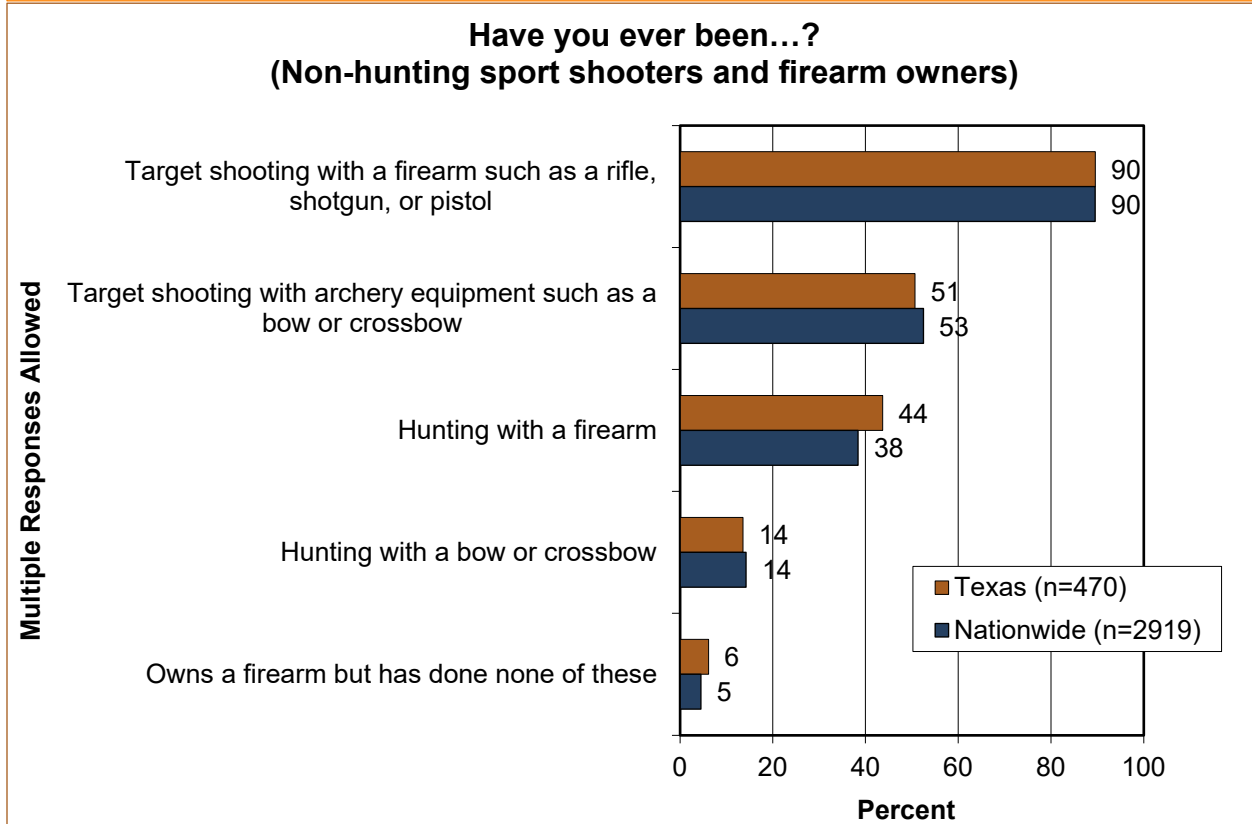
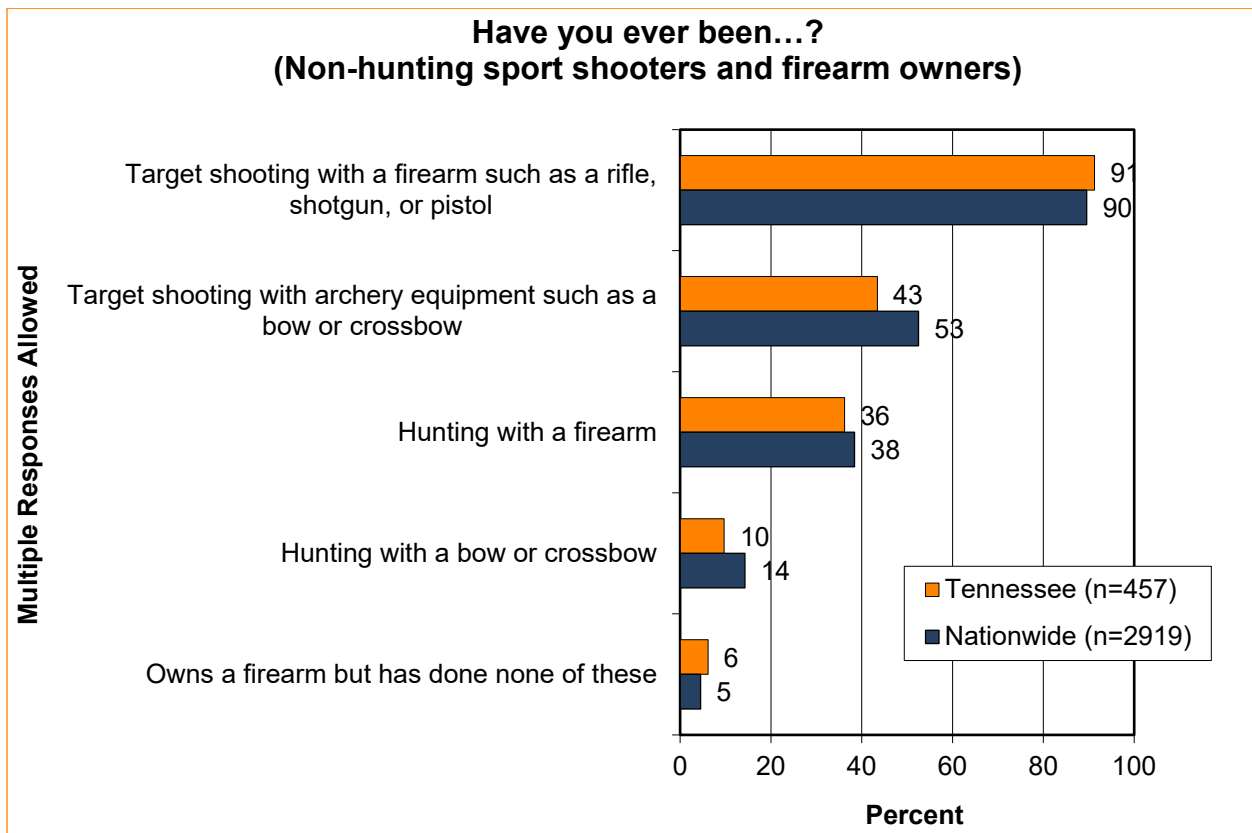
**Do you personally own a firearm, or do the firearm or firearms in your household belong to another household member?
(Non-hunting sport shooters and firearm owners)**



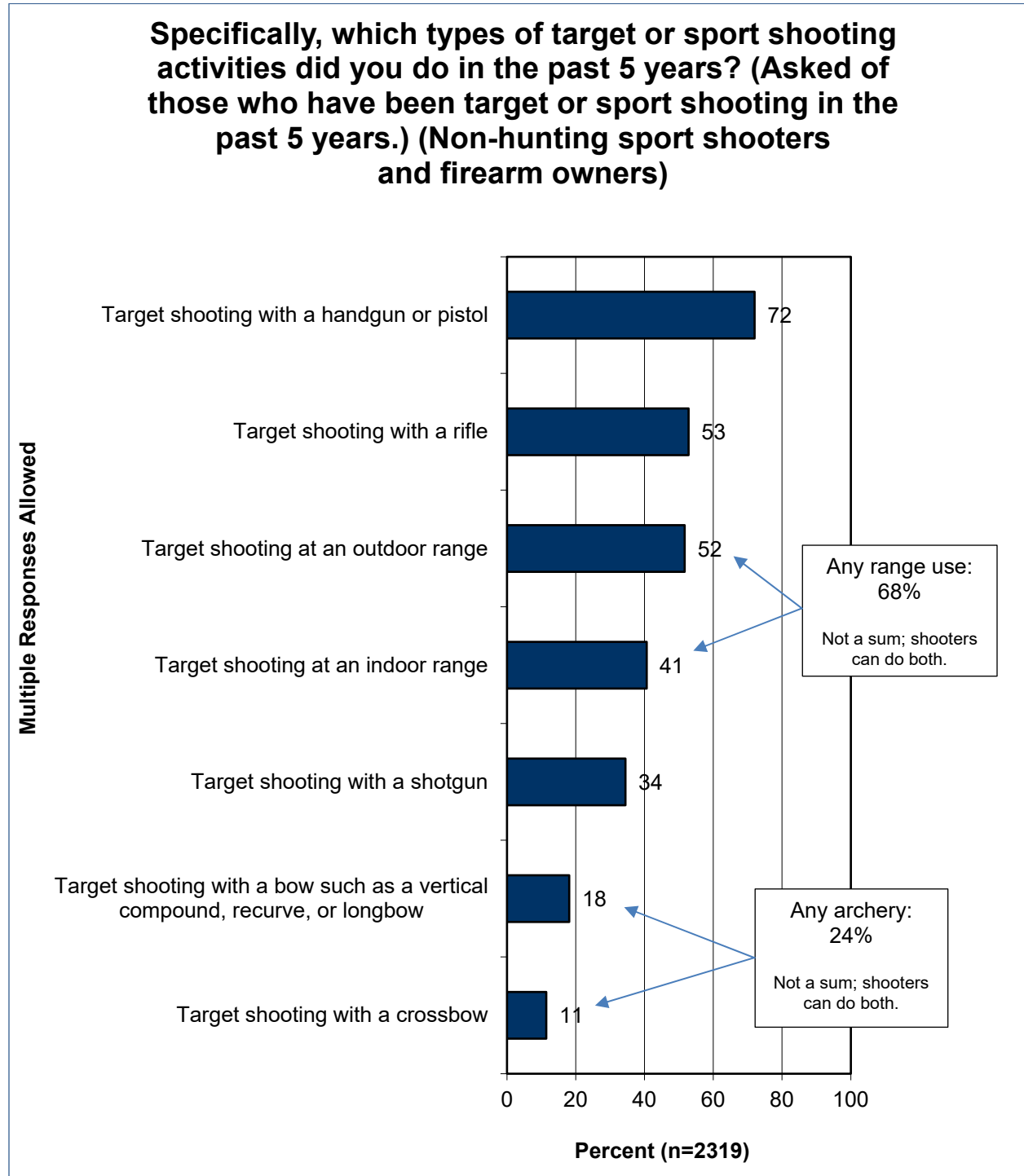


The survey also looked at participation over shooters-owners' lifetimes. More than a third had been hunting with a firearm at some time (but, by definition, not in the past 5 years). Also of interest is that 5% of shooters-owners have a firearm that they do not use for target shooting or hunting, a lack of use which suggests that they might be unprepared if they had to use their firearm.



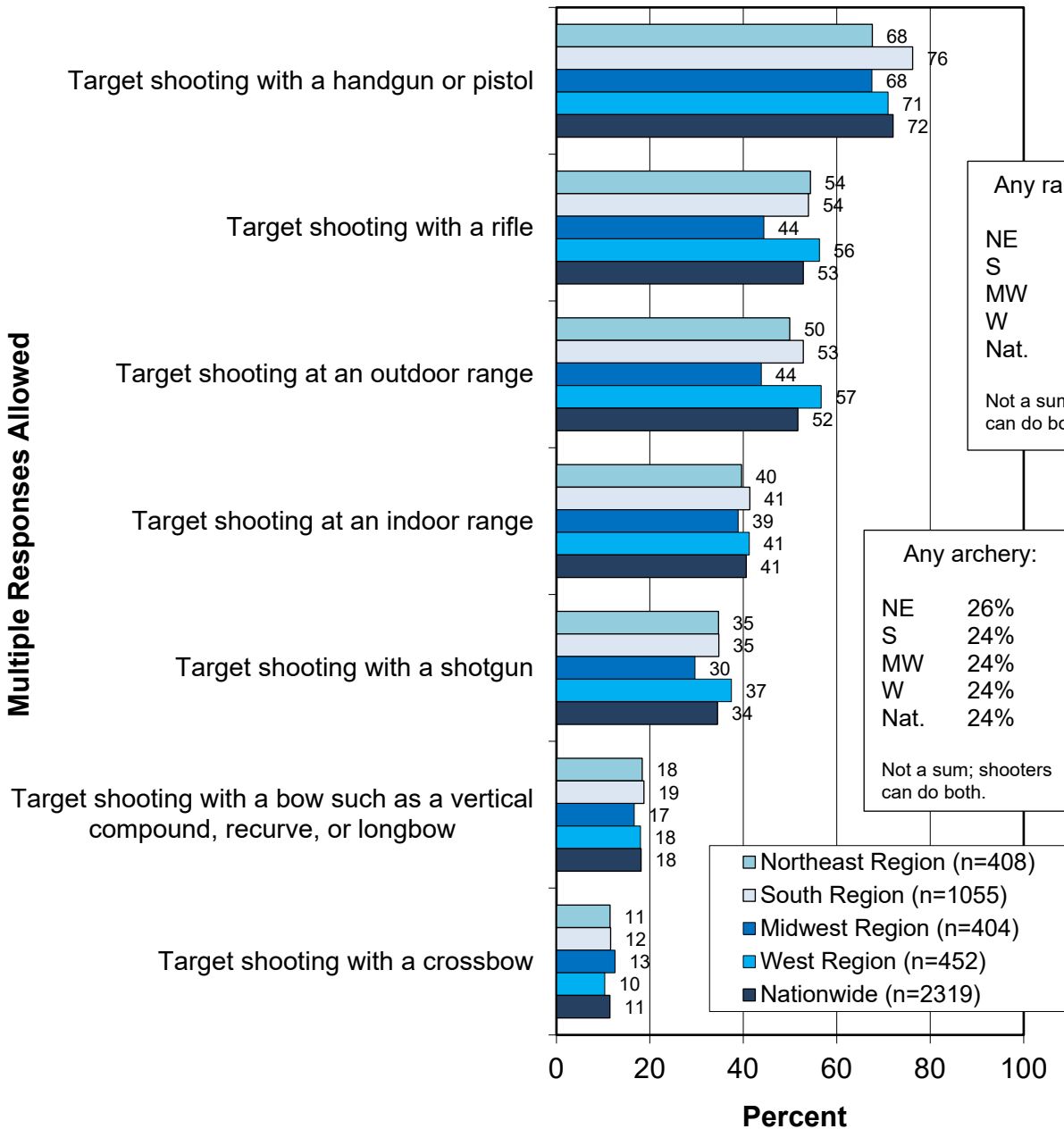


Those shooters-owners who had participated in target shooting most commonly used a handgun for target shooting (72% did so), followed by rifle target shooting (53%). The percentage shooting at a range is not the sum of the two because shooters can do both. The same applies to archery shooting. Regional and the two state graphs are included on the following pages, as well.

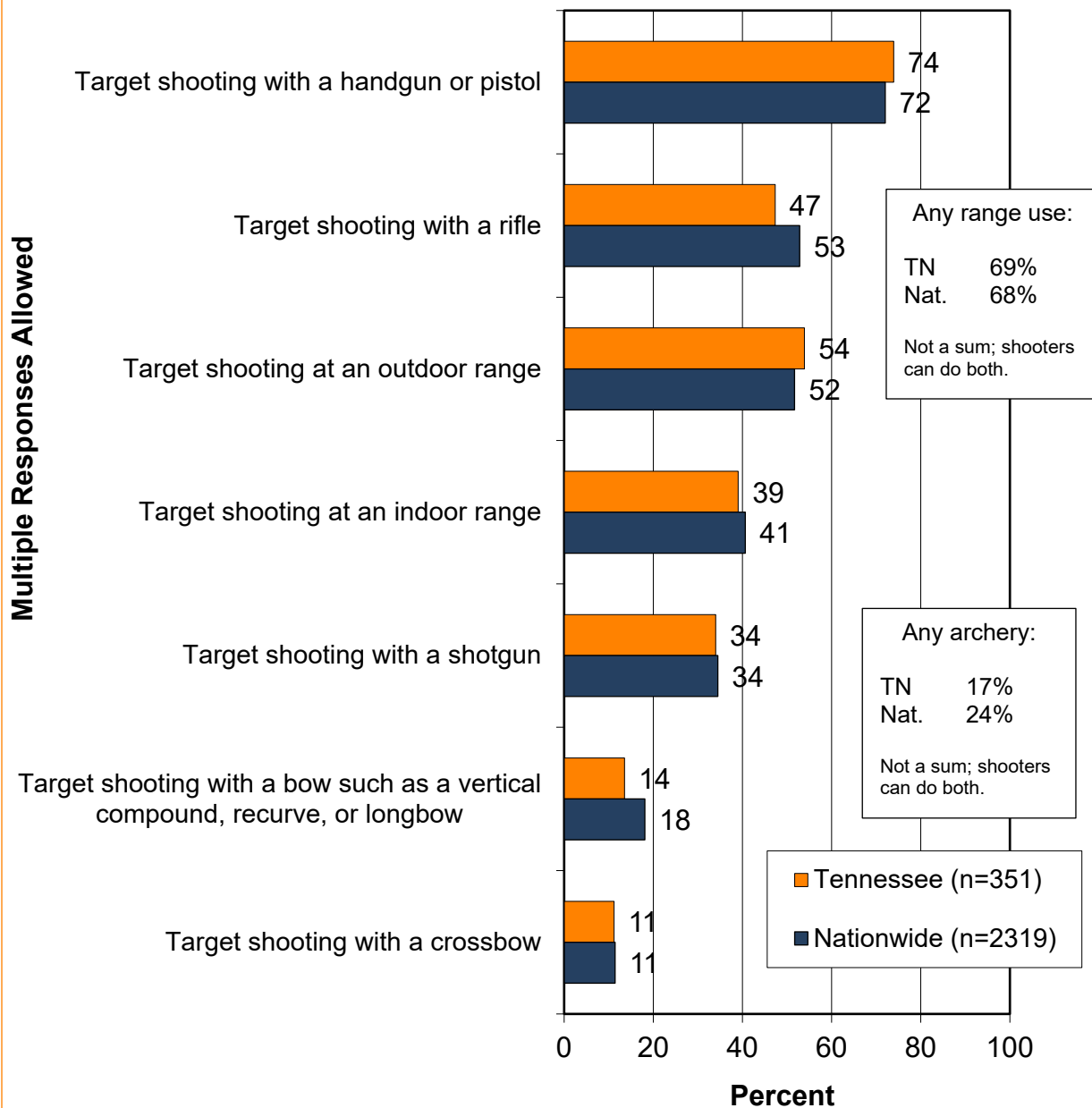


Specifically, which types of target or sport shooting activities did you do in the past 5 years? (Asked of those who have been target or sport shooting in the past 5 years.) (Non-hunting sport shooters and firearm owners)

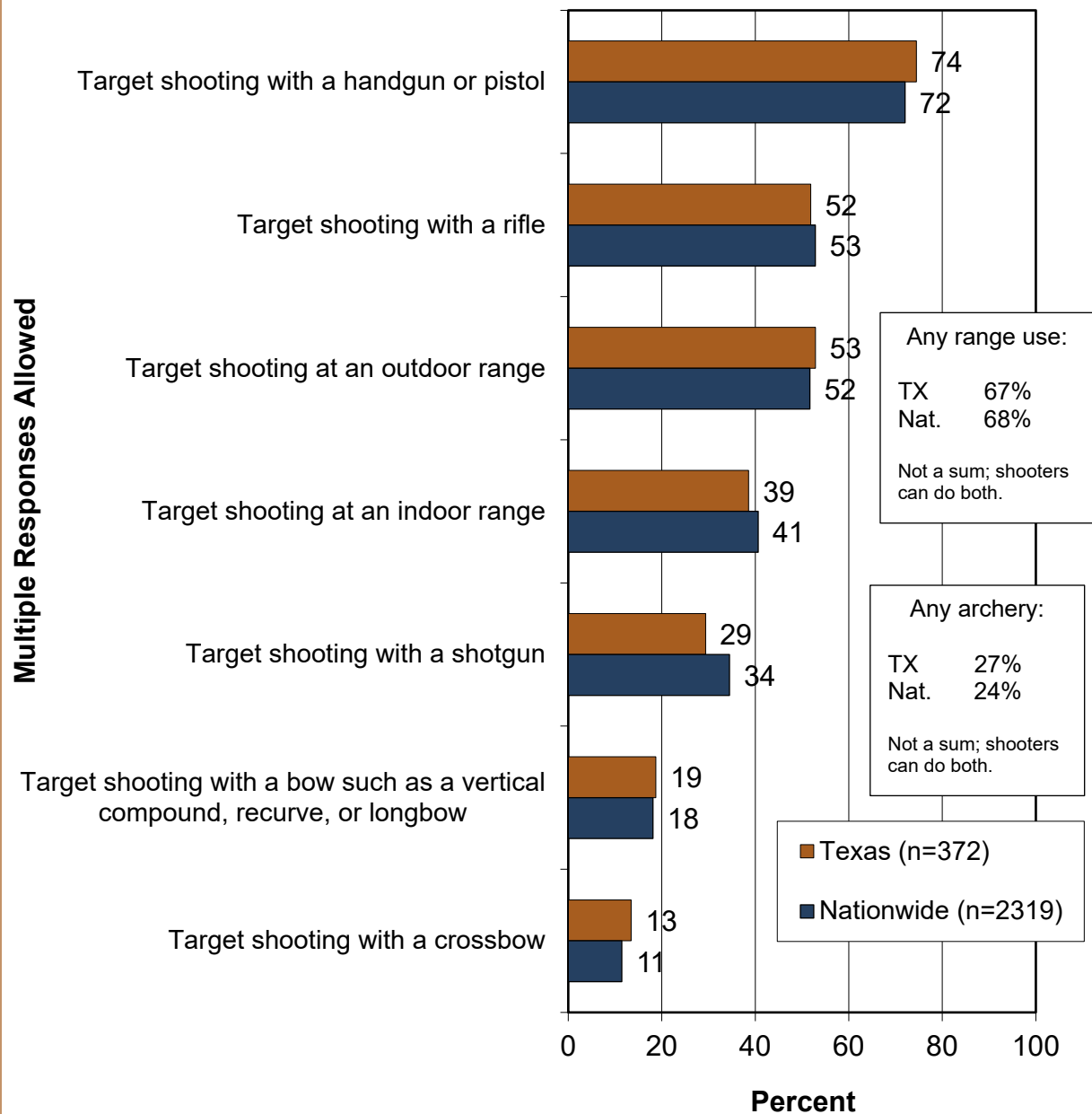
Multiple Responses Allowed



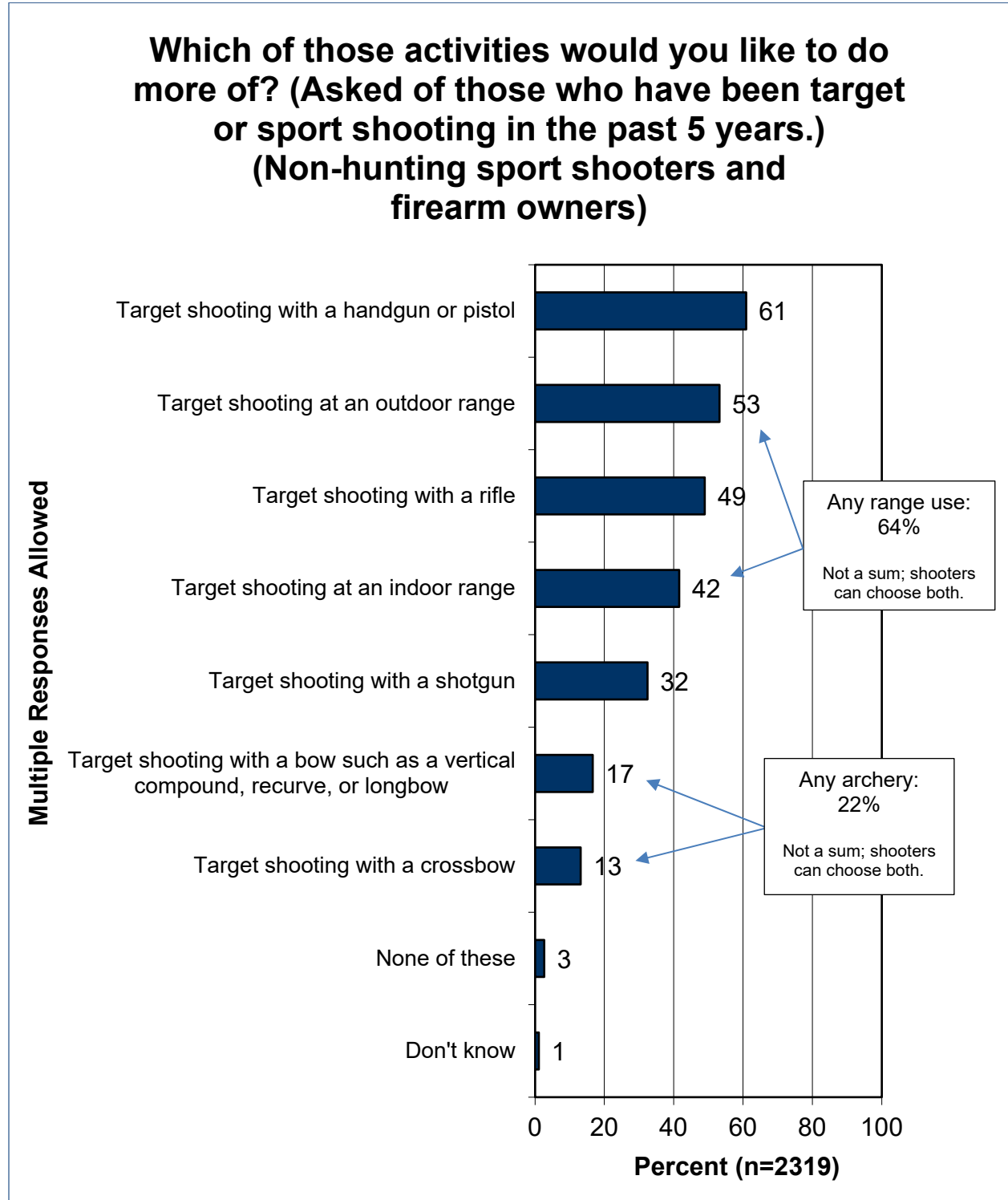
**Specifically, which types of target or sport shooting activities did you do in the past 5 years? (Asked of those who have been target or sport shooting in the past 5 years.)
(Non-hunting sport shooters and firearm owners)**



Specifically, which types of target or sport shooting activities did you do in the past 5 years? (Asked of those who have been target or sport shooting in the past 5 years.) (Non-hunting sport shooters and firearm owners)

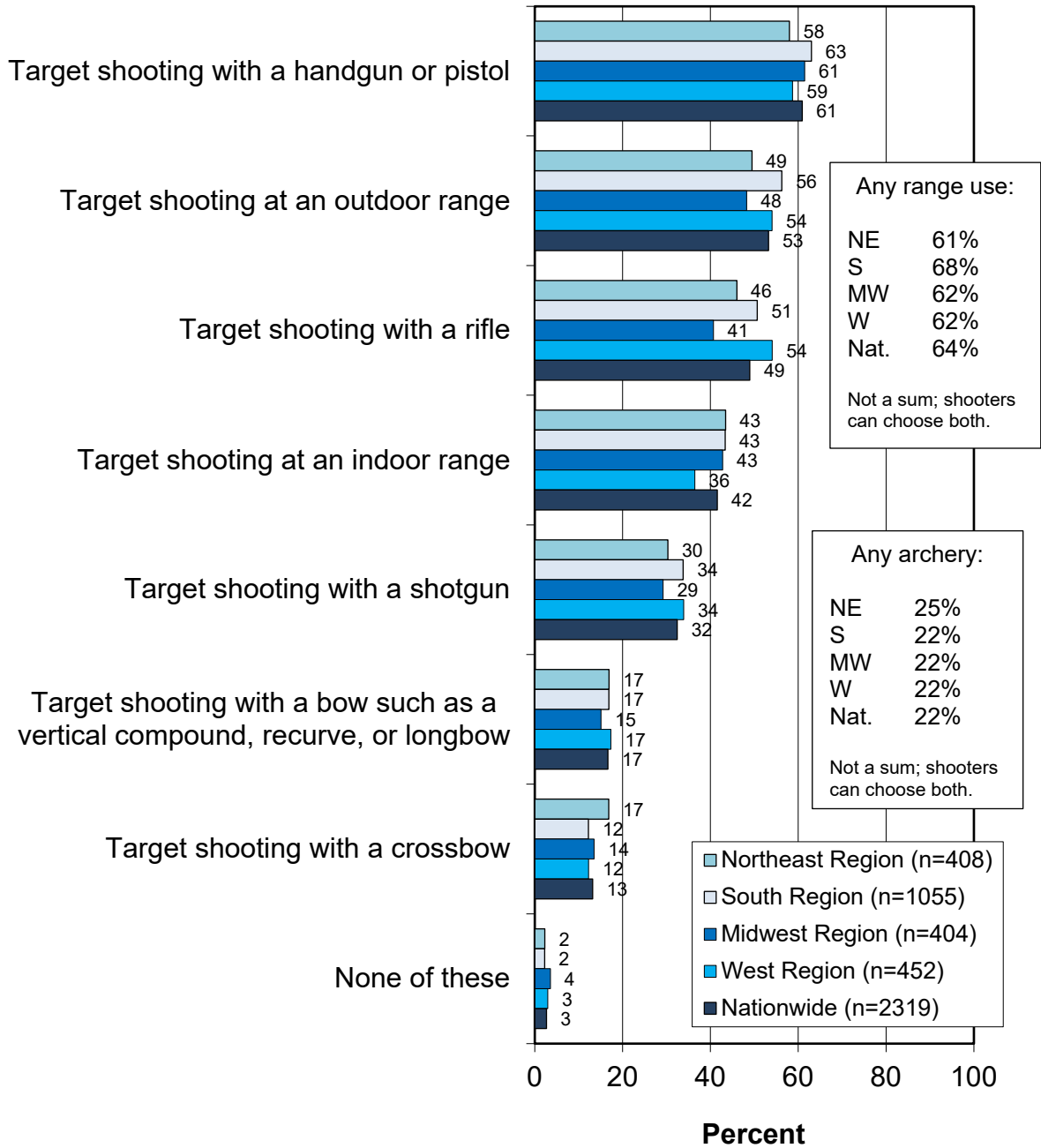


Of particular interest in identifying audiences for outreach are the following results regarding the activities in which shooters-owners would like to participate more often. Handguns top the list, with 61% of those who target shot in the past 5 years wanting to do more handgun shooting. The regional and state graphs are included.

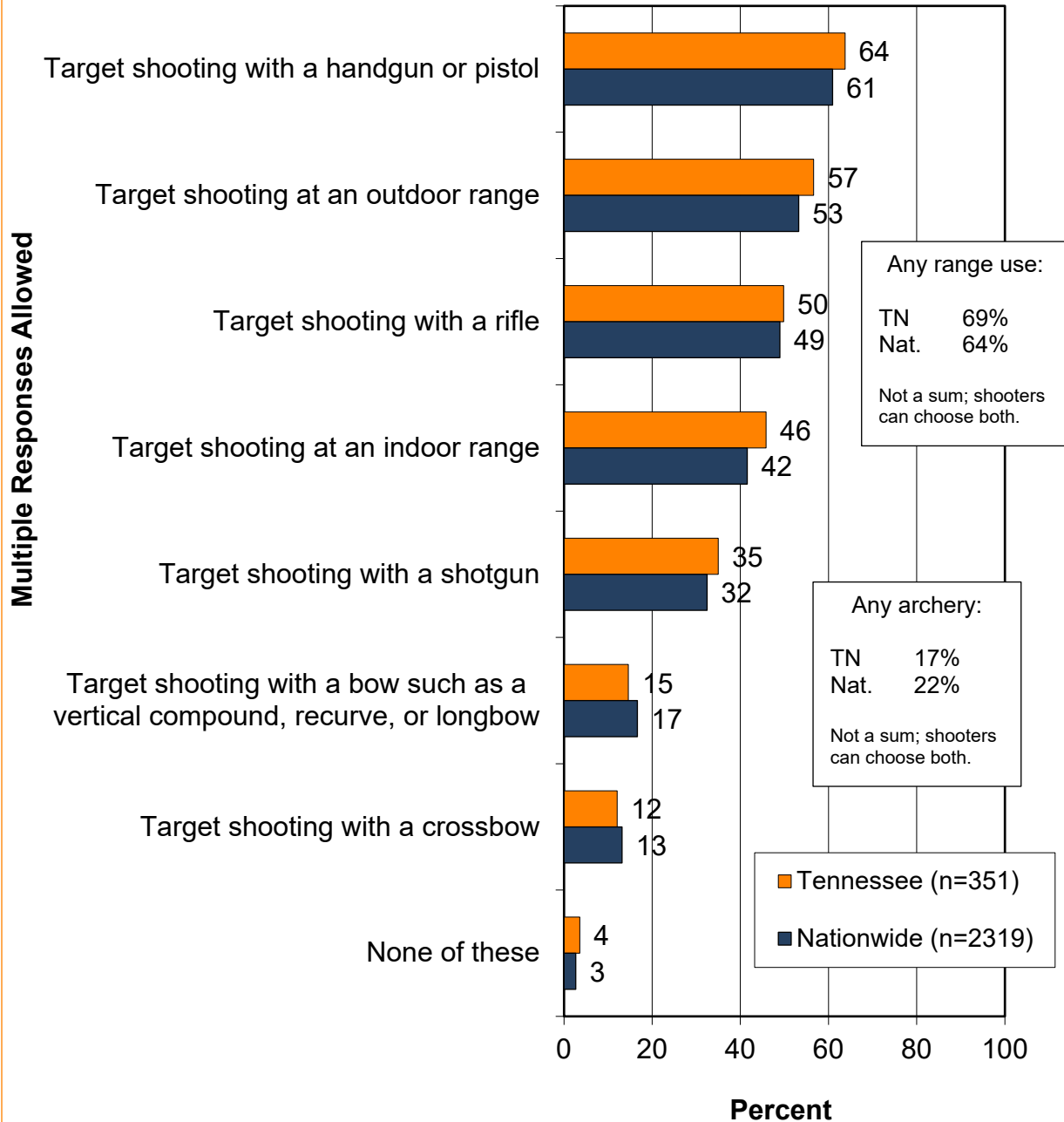


**Which of those activities would you like to do more of? (Asked of those who have been target or sport shooting in the past 5 years.)
(Non-hunting sport shooters and firearm owners)**

Multiple Responses Allowed

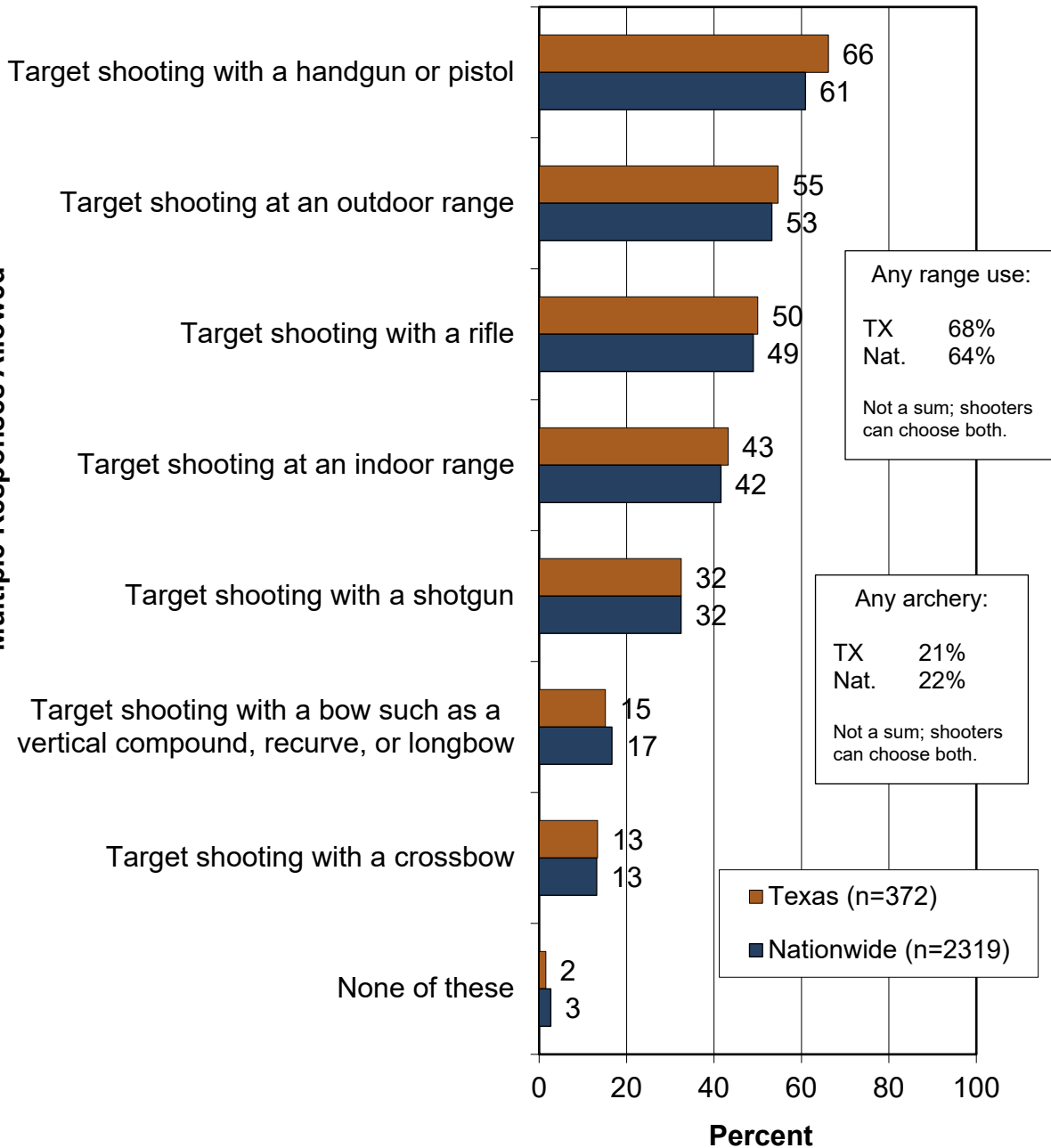


**Which of those activities would you like to do more of? (Asked of those who have been target or sport shooting in the past 5 years.)
(Non-hunting sport shooters and firearm owners)**

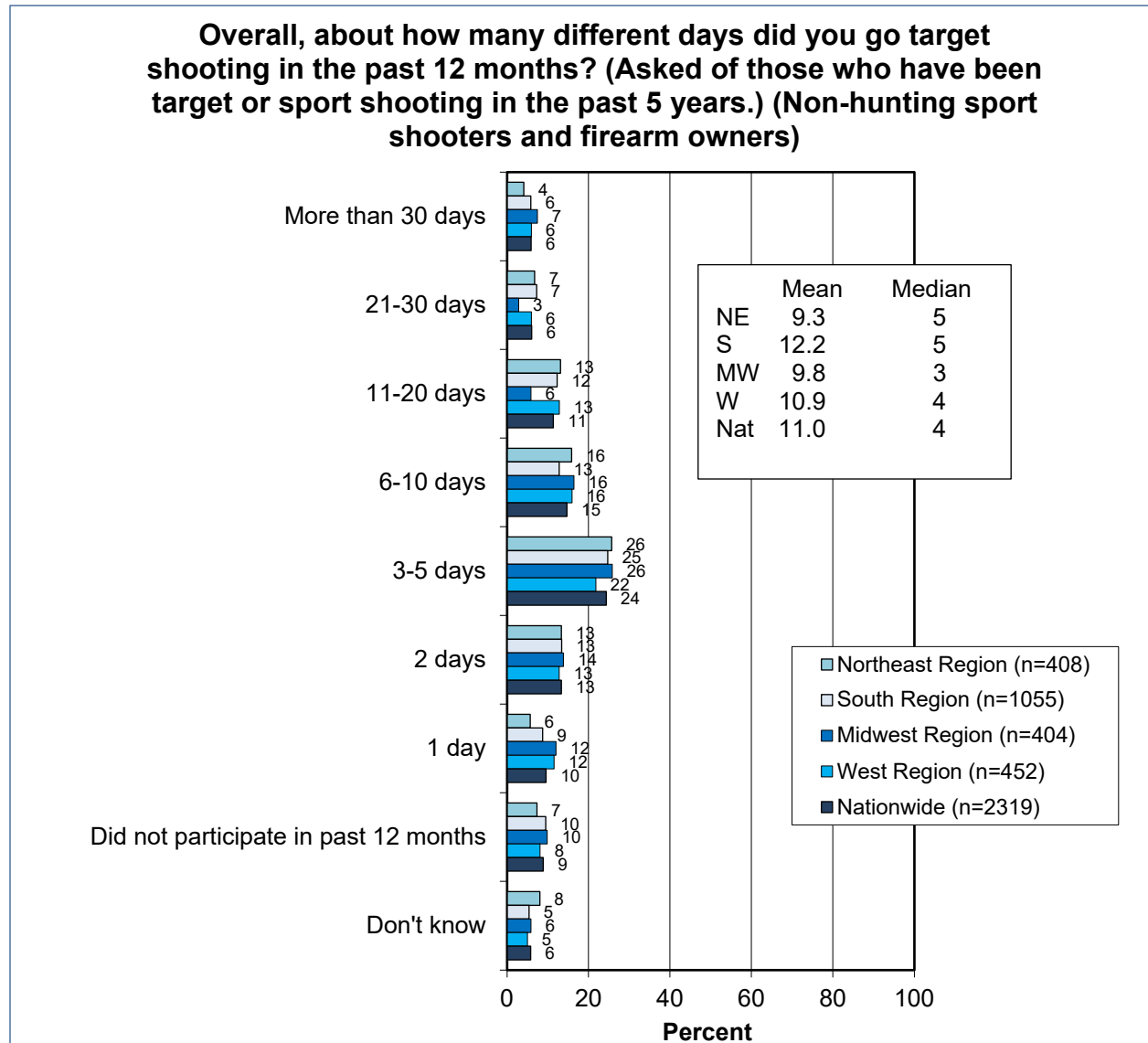
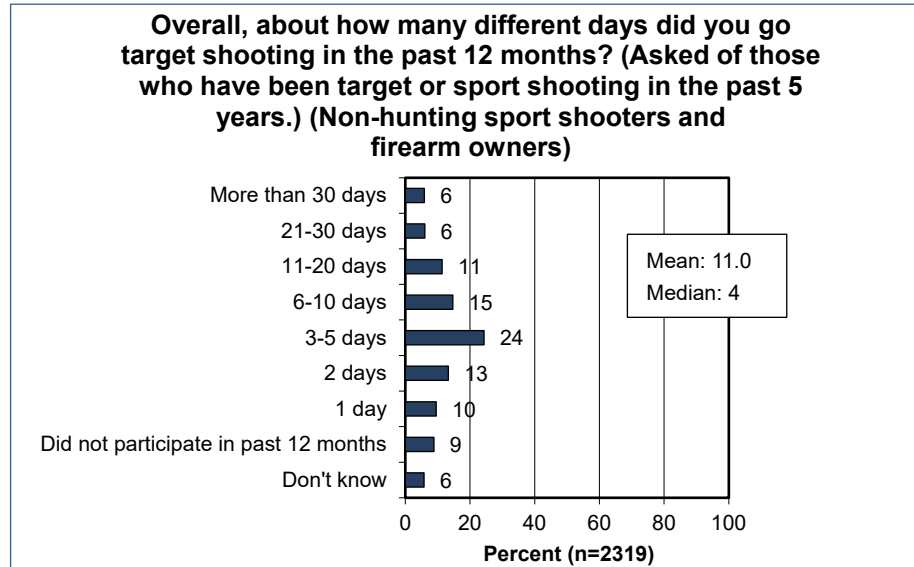


**Which of those activities would you like to do more of? (Asked of those who have been target or sport shooting in the past 5 years.)
(Non-hunting sport shooters and firearm owners)**

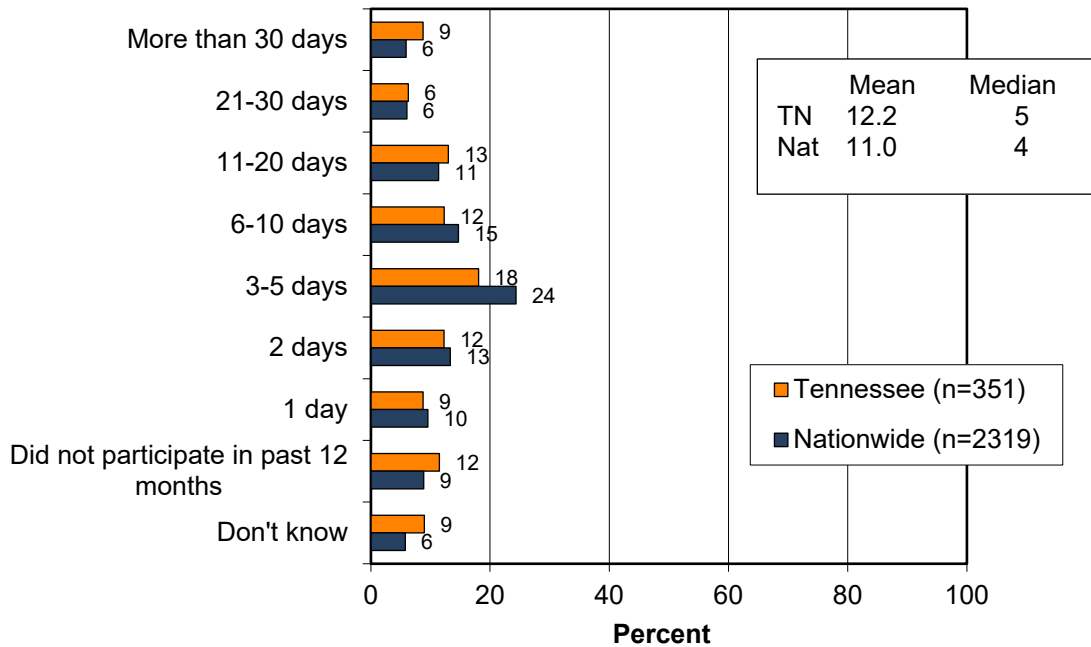
Multiple Responses Allowed



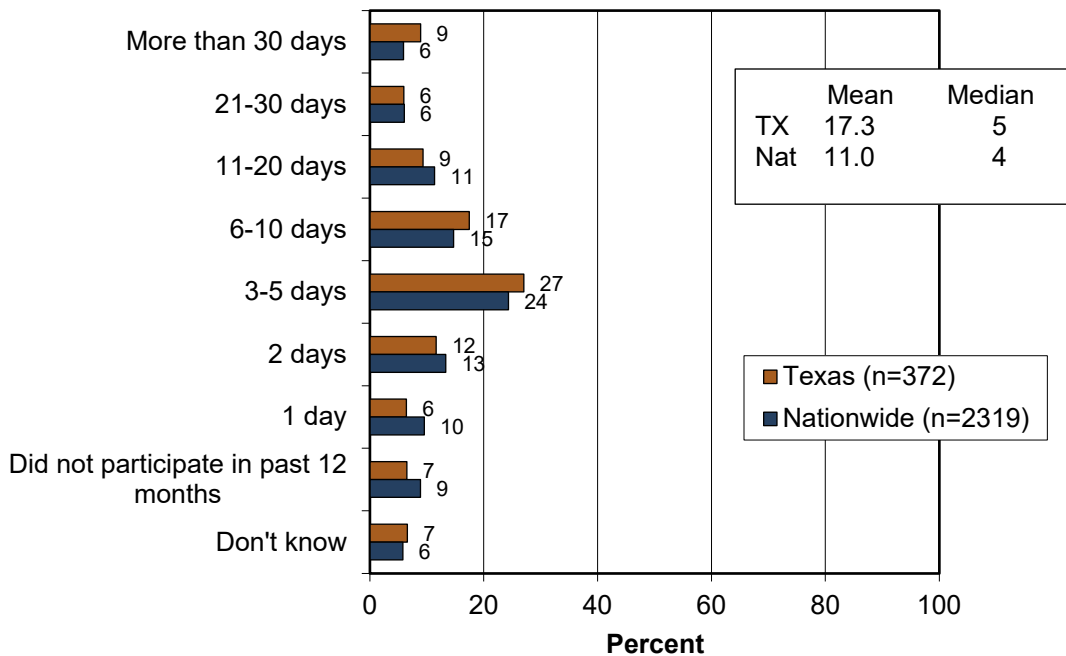
Another question related to participation asked days of target shooting overall (starting on this page) and days of target shooting at ranges (following the target shooting overall graphs).

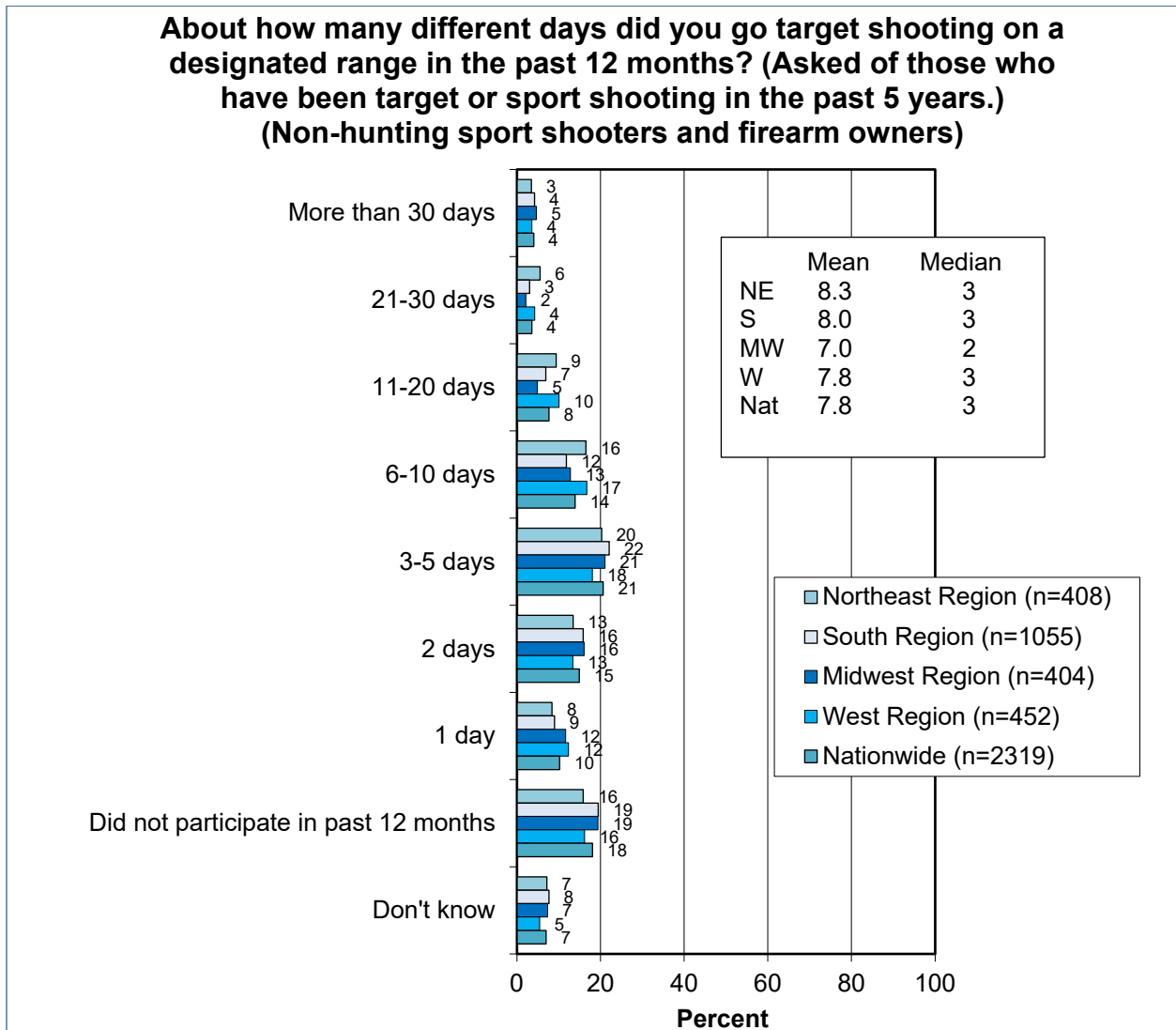
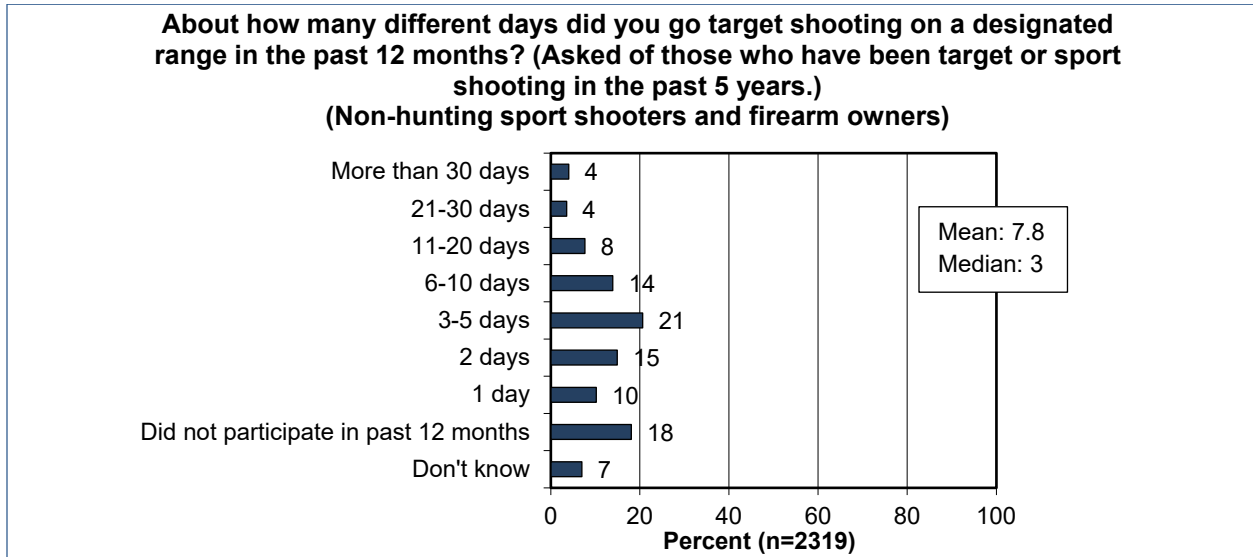


Overall, about how many different days did you go target shooting in the past 12 months? (Asked of those who have been target or sport shooting in the past 5 years.) (Non-hunting sport shooters and firearm owners)

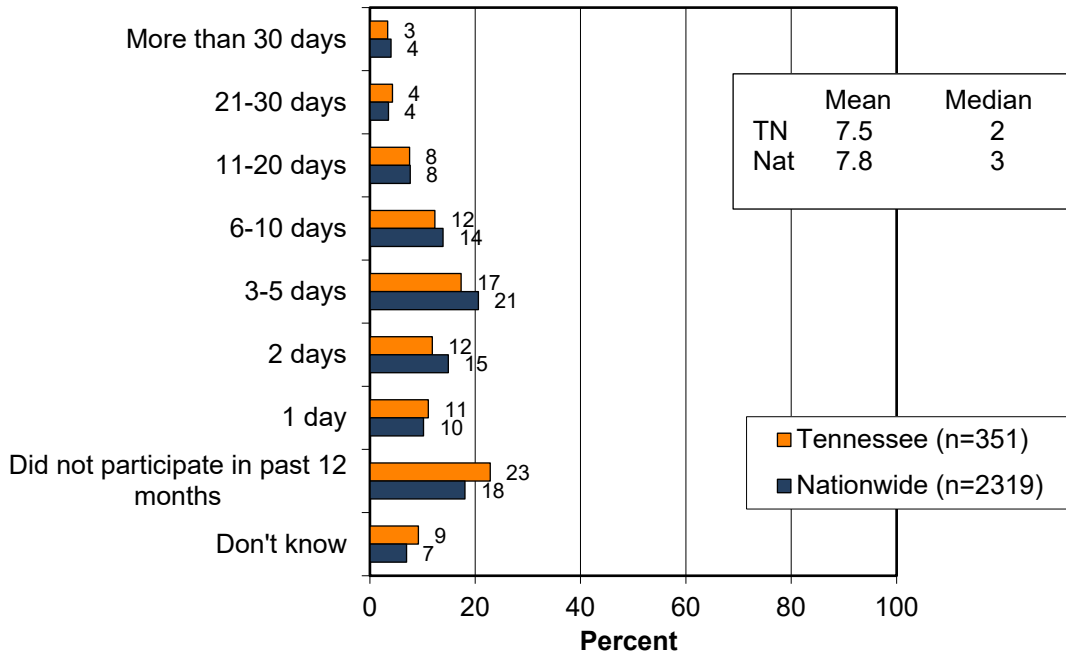


Overall, about how many different days did you go target shooting in the past 12 months? (Asked of those who have been target or sport shooting in the past 5 years.) (Non-hunting sport shooters and firearm owners)

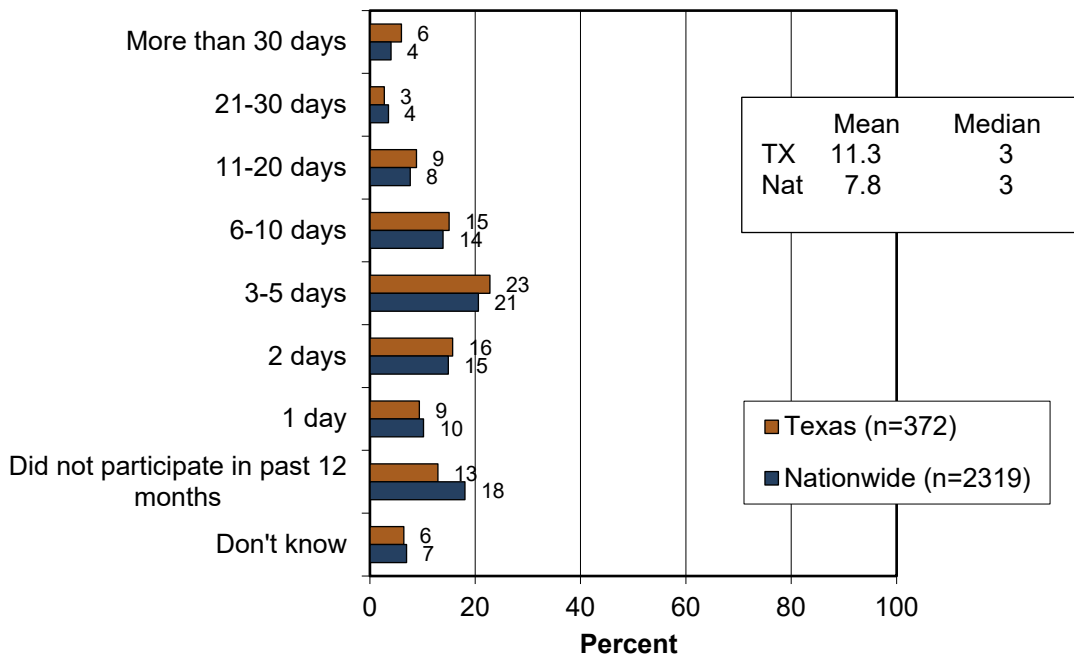




About how many different days did you go target shooting on a designated range in the past 12 months? (Asked of those who have been target or sport shooting in the past 5 years.) (Non-hunting sport shooters and firearm owners)



About how many different days did you go target shooting on a designated range in the past 12 months? (Asked of those who have been target or sport shooting in the past 5 years.) (Non-hunting sport shooters and firearm owners)



OPINIONS ON GENERAL ISSUES OF IMPORTANCE

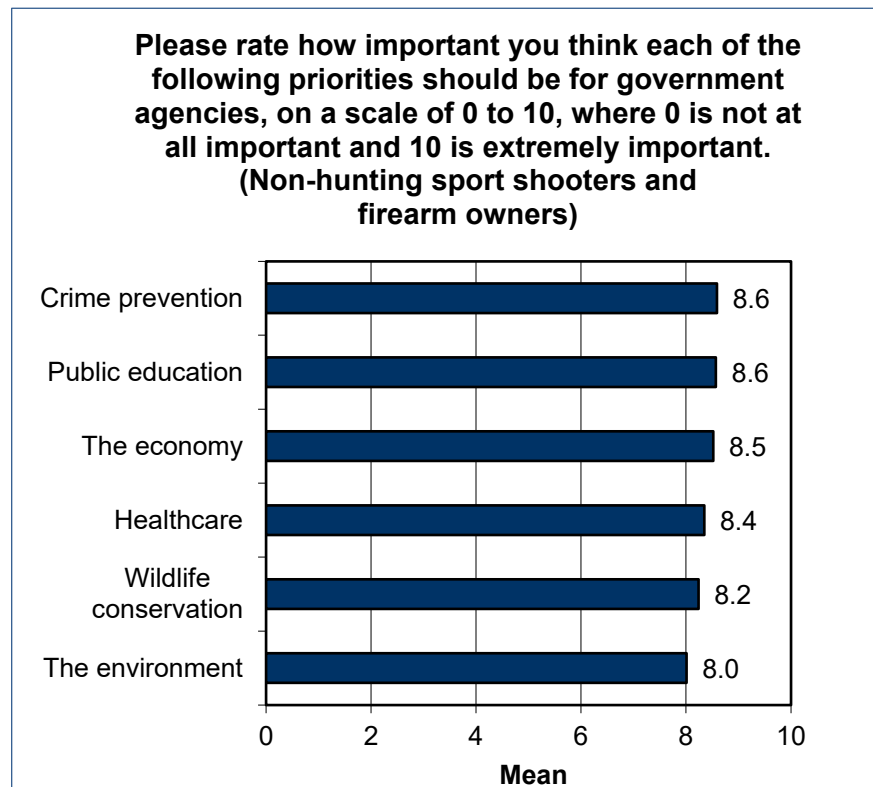
This section shows the results of a series of questions that compared wildlife conservation and the environment with other issues of the day.

CHAPTER SUMMARY

- **Wildlife conservation and the environment both are at the bottom of priorities among shooters-owners, although still rated highly (see the next bullet).**
 - In the ranking of the six potential agency priorities that the survey asked about, wildlife conservation was fifth and the environment was last.
- **Despite their places in the ranking, there is still high concern about wildlife conservation and the environment among shooters-owners, as both of them had mean ratings of 8.0 or higher.**
 - Wildlife conservation had a mean rating of 8.2 on the 0 to 10 scale, and the environment had a mean rating of 8.0. By way of comparison, the top priority among shooters-owners was crime prevention, with a mean rating of 8.6.

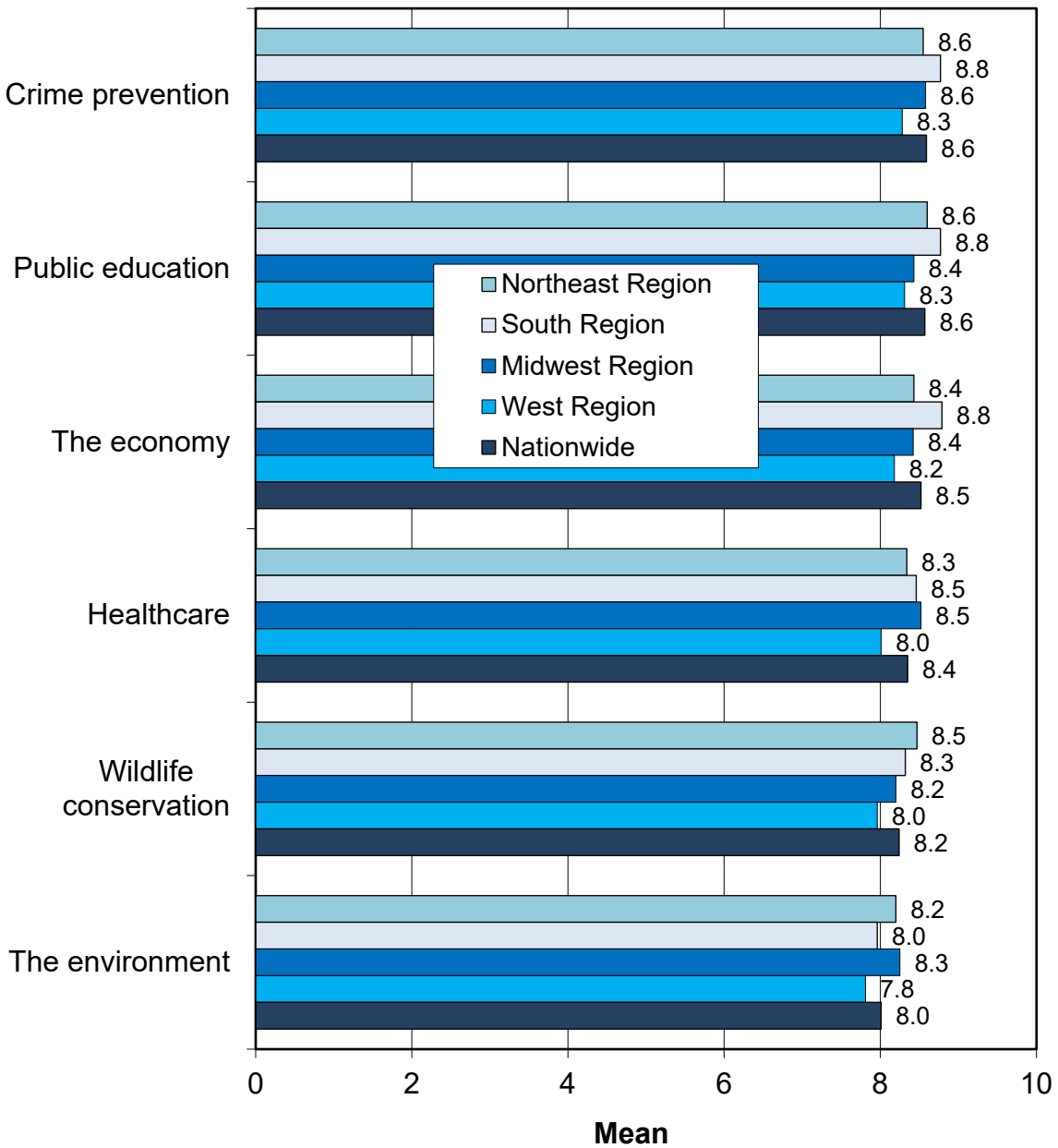
RESULTS

Shooters-owners collectively put crime prevention and public education at the top of their list of concerns—each has a mean among all shooters-owners of 8.6. Close to this is the economy at 8.5. Wildlife conservation, despite being near the bottom, is still rated highly in importance, with a mean of 8.2 on the 0 to 10 scale. The term, “environment,” does not elicit concern as much as the term, “conservation,” as evidenced by the mean scores of the two.

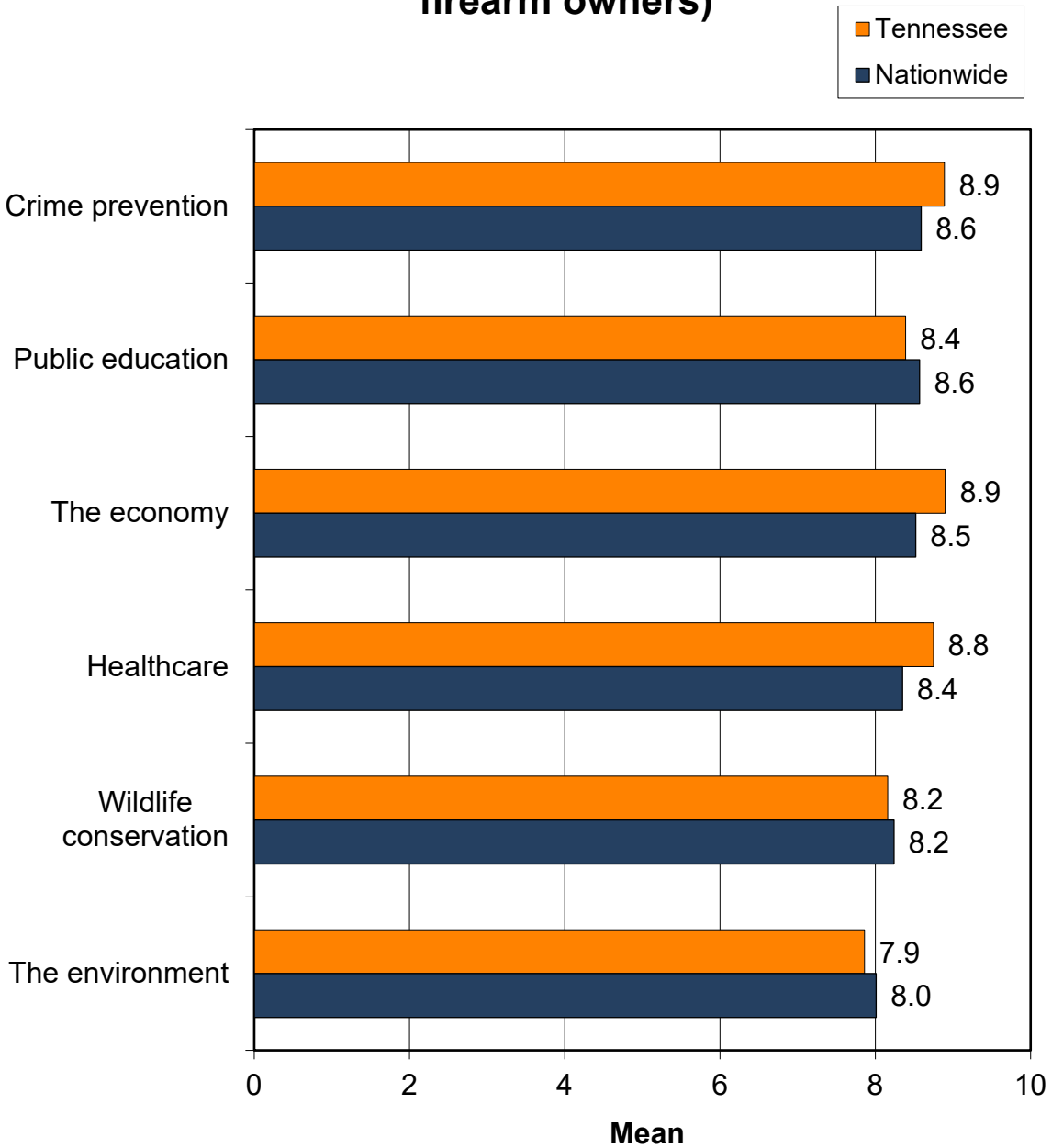


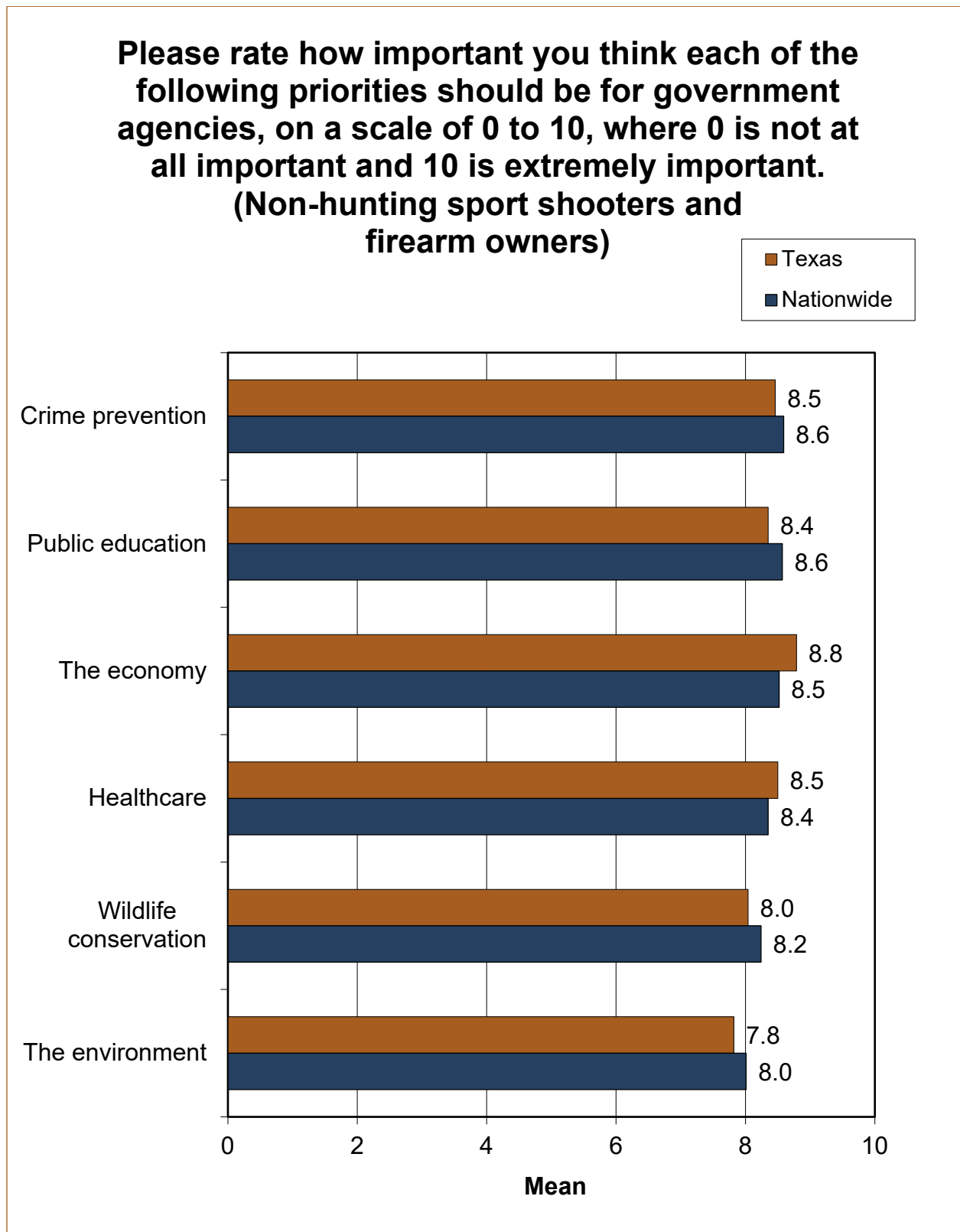
The regional graph that follows shows only small differences among the regions. In all regions, crime prevention is at the top. The West Region has the lowest mean for each of the items. The succeeding pages show the results among Tennessee and Texas shooters-owners, each compared to the results nationwide.

**Please rate how important you think each of the following priorities should be for government agencies, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important.
(Non-hunting sport shooters and firearm owners)**



**Please rate how important you think each of the following priorities should be for government agencies, on a scale of 0 to 10, where 0 is not at all important and 10 is extremely important.
(Non-hunting sport shooters and firearm owners)**





KNOWLEDGE OF AGENCY EFFORTS

Among the many efforts that state fish and wildlife agencies undertake are five that were tested in the survey. Shooters-owners were asked if they knew that their state fish and wildlife agency did each effort. The efforts asked about were as follows:

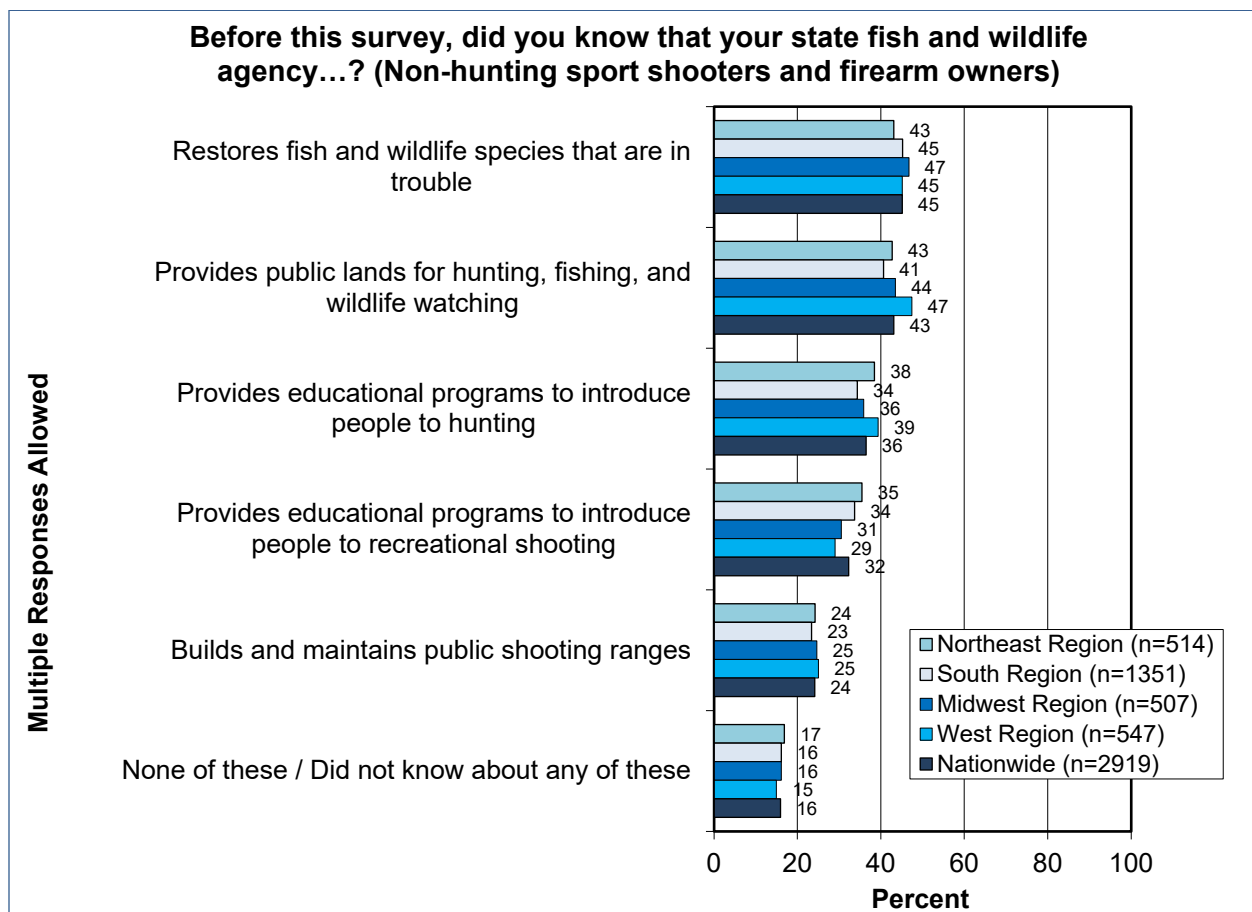
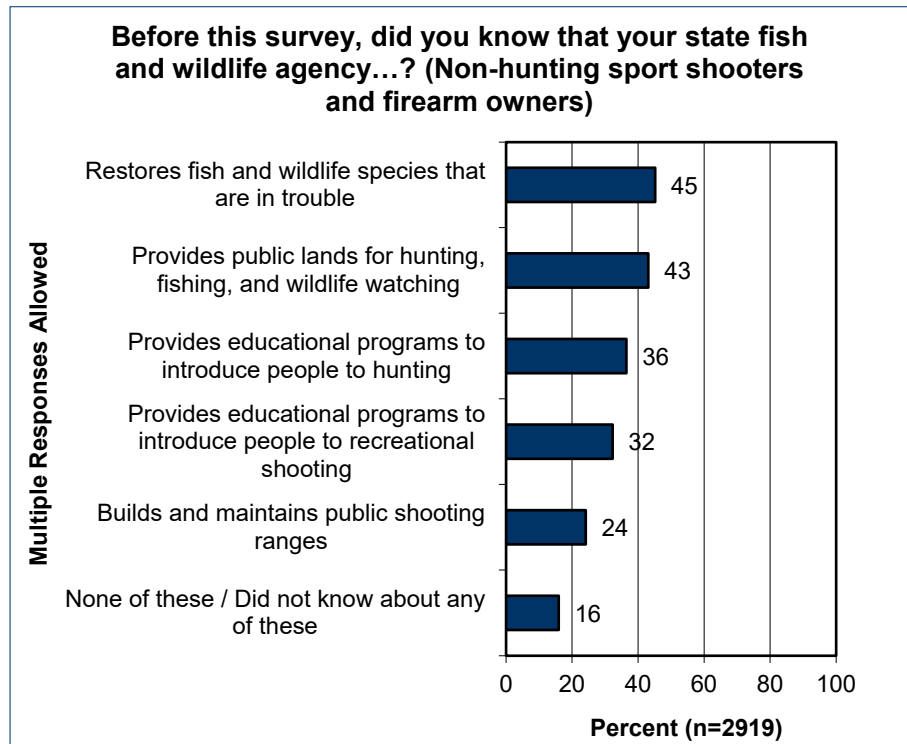
- Provides educational programs to introduce people to recreational shooting.
- Builds and maintains public shooting ranges.
- Provides educational programs to introduce people to hunting.
- Provides public lands for hunting, fishing, and wildlife watching.
- Restores fish and wildlife species that are in trouble.

CHAPTER SUMMARY

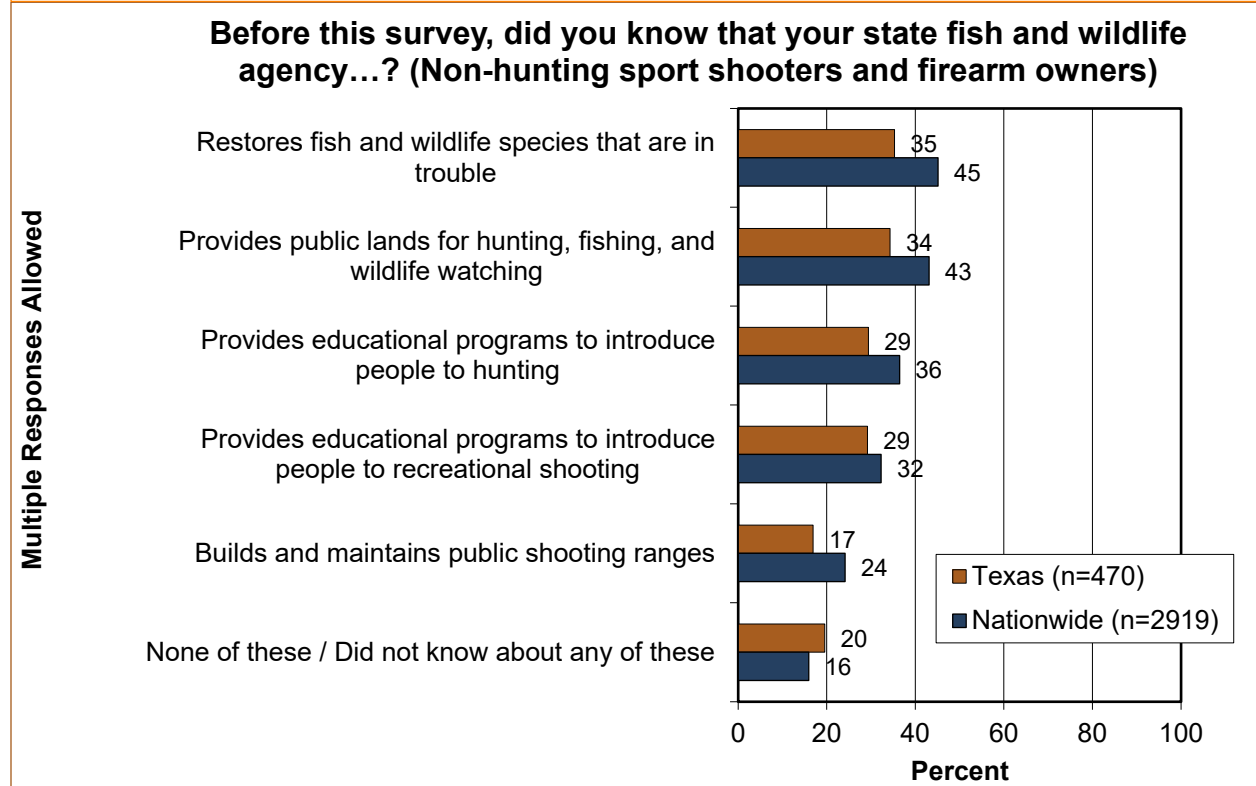
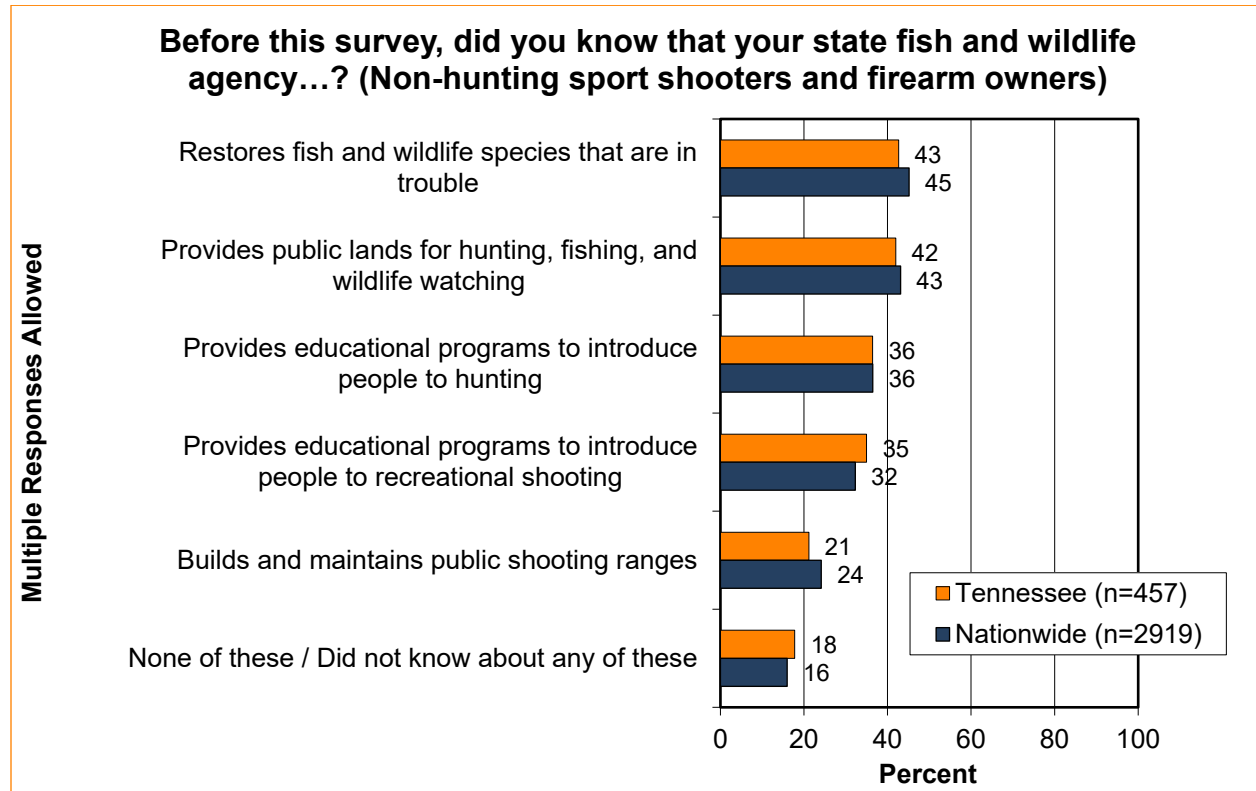
- **Less than a majority know of any given effort that was asked about. At the top, only 45% know that the agency restores fish and wildlife species that are in trouble. Also near the top, 43% know that the agency provides public lands for hunting, fishing, and wildlife watching.**
 - All other efforts were known by 36% or less.
- **Only about a quarter (24%) know that their state fish and wildlife agency builds and maintains public shooting ranges—the least known of the five efforts.**
 - This is also the bottom effort in the regional results, which are quite similar to the overall results.
- **Knowledge that the state fish and wildlife agency builds and maintains public shooting ranges is particularly low in Texas: only 17% of shooters-owners know this.**
 - Tennessee is a little better, at 21%, but still lower than shooters-owners as a whole nationwide.

RESULTS

For each of five efforts that state fish and wildlife agencies typically undertake, less than half of residents know about it. Only 45% know that their state fish and wildlife agency restores fish and wildlife species that are in trouble—the effort at the top of the list. Of particular interest is that only 24% know that their state fish and wildlife agency offers target shooting opportunities through public shooting ranges.



Knowledge is lower in Texas than in Tennessee for each item.



AWARENESS, KNOWLEDGE, AND SUPPORT OF FEDERAL AID TAXES

This section focuses on the federal excise taxes on firearms, archery equipment, and ammunition that are collected through the Federal Aid in Wildlife Restoration Program. These taxes are sometimes referred to as Pittman-Robertson taxes after the name of the original Act that established the Program in 1937.

This section of the report looks at the following:

- Knowledge of the tax.
- Knowledge of how the taxes are used.
- Knowledge of the Pittman-Robertson Act.
- Knowledge that the taxes go directly to the agencies.
- Support for or opposition to the Program.
- Impact on shooters-owners' self-esteem of knowing the link between shooting and conservation.
- Support of using the tax for conservation and public recreation that benefits all people.

CHAPTER SUMMARY

- **About a third of shooters-owners indicated that they knew of the federal excise tax.**
 - In the survey, 34% indicated knowing about the tax. Although another 24% indicated that they might have heard about it, only the 34% above should be considered as really knowing about it, suggesting that 66% of shooters-owners do not know about the tax.
- **Demographic analyses and other crosstabulations suggest that knowledge of the tax is associated with being avid as a target shooter, living in the West Region, and having hunted at some time.**
 - Avidity in this case means the respondent shot for more than 10 days in the past year. Having hunted at some time means more than 5 years ago because a stipulation to take the survey is no hunting participation within the previous 5 years.
- **About a fourth of shooters-owners (26%) think that the tax is used for conservation (it is). Unfortunately, a substantial percentage (17%) think that the tax funds are wasted and/or they gave an anti-government response to the question.**
 - The question was open-ended. The body of the report has the full list of responses.
- **When asked directly about the Federal Aid in Wildlife Restoration Program or the Pittman-Robertson Act, a quarter (25%) of shooters-owners indicated definitely having heard of it. However, only 17% knew that the funds went directly to state fish and wildlife agencies.**
 - In the survey, 25% heard of it, while another 26% indicated that they might have heard of it. Again, though, they can be discounted as having real knowledge. The overall finding is that 75% do not really know of the Program/Act. A crosstabulation found that former hunters have a higher knowledge level than do those shooters-owners who have never hunted.

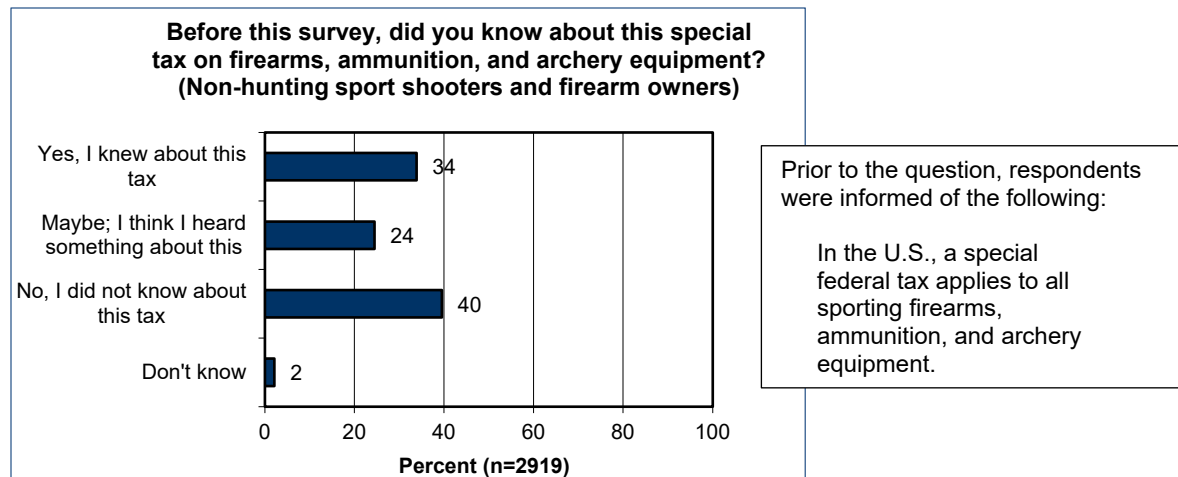
- **Support for the Program is overwhelming: 86% of shooters-owners support it. Furthermore, that support is across the board—all demographic groups that were analyzed had similarly high support, as did all the regions.**
 - The overwhelming majority (86%) support, while only 3% oppose.
 - Support in the regions ranges from 82% to 88%.

- **About three quarters (76%) of shooters-owners get a boost in self-esteem knowing that their participation in shooting sports benefits conservation through the Program.**
 - Only 4% disagree that their self-esteem is positively impacted.
 - Those with an anti-government stance receive less of a positive impact to their self-esteem because of the Program.

- **Support is overwhelming (85%) for using the tax funds to benefit everyone, not just shooters, hunters, and firearm owners.**
 - The question asked about support for or opposition to the tax being used for “conservation and public recreation opportunities that benefit everyone, not just target shooters, hunters, and firearm owners.” Only 4% oppose.

RESULTS

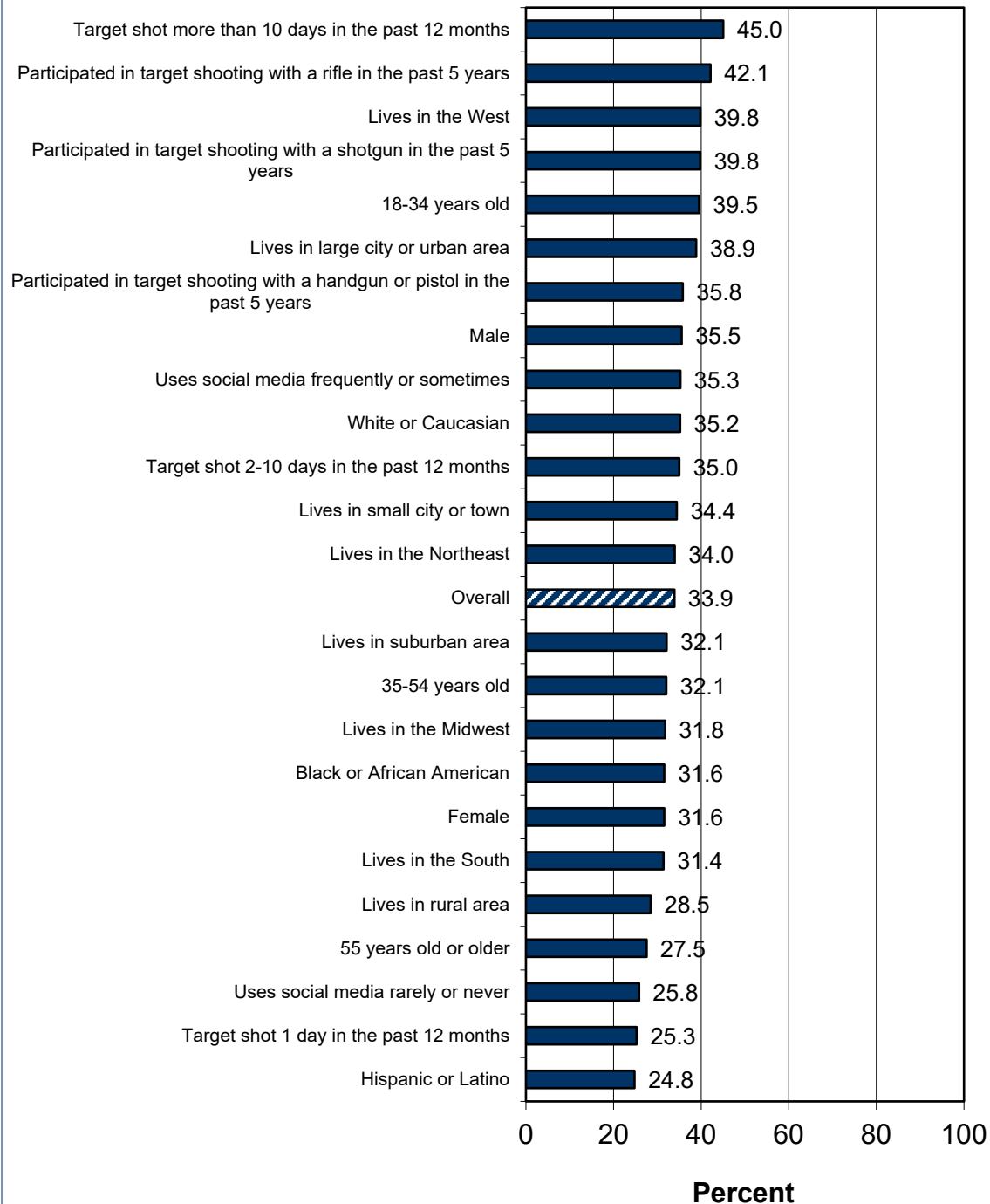
About a third of shooters-owners (34%) knew of the federal tax on firearms, ammunition, and archery equipment, which is a major source of conservation funding.



Demographic analyses were run of those 34% who knew of the tax and the 40% who indicated that they did not know about it. Regarding the former, knowledge of the tax is associated with being avid as a target shooter (as measured by shooting more than 10 days annually) and living in the West Region, as shown in the demographic analyses graph on the following page.

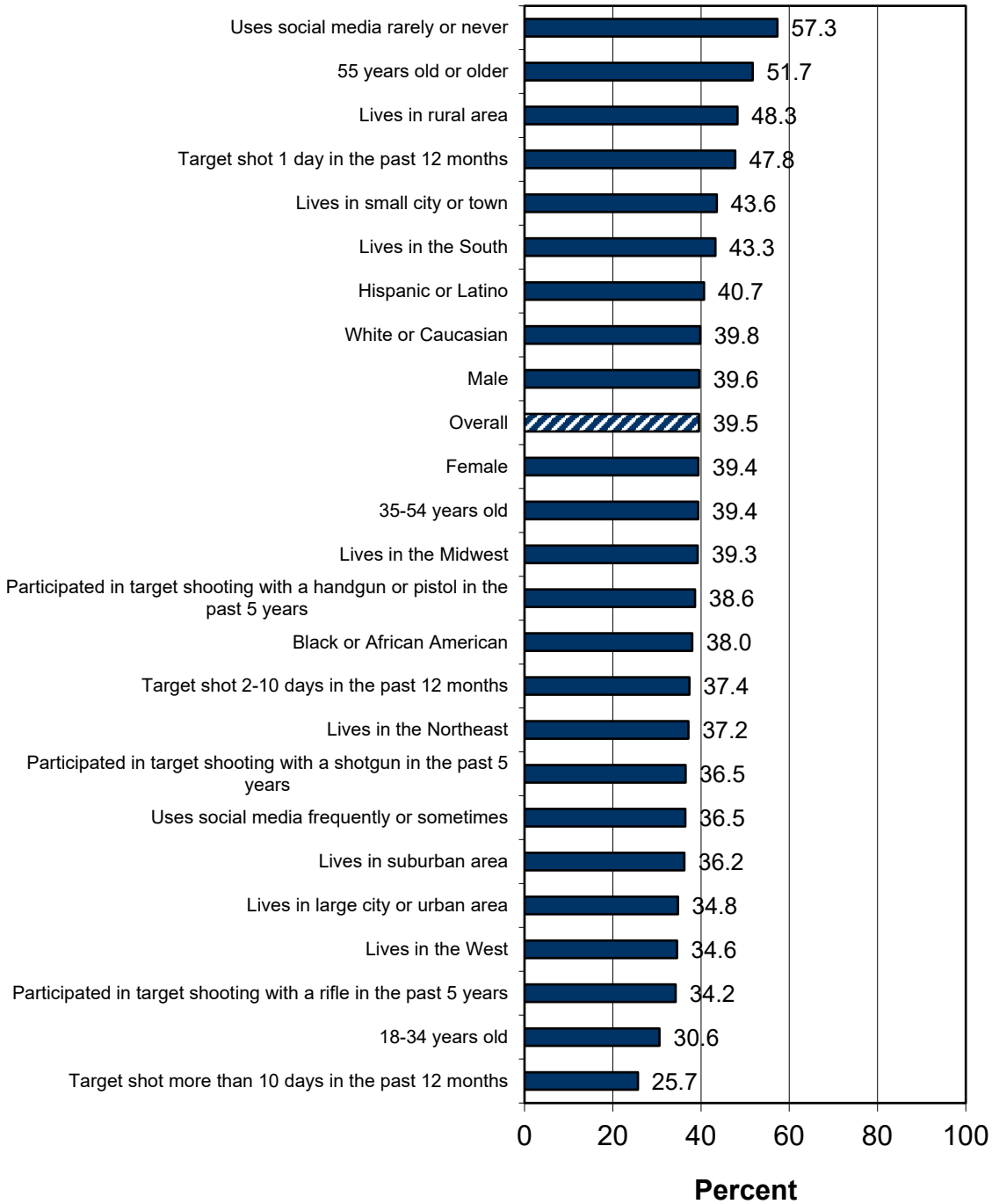
On the page after that is the demographic analyses graph for not knowing about the tax. The shooter-owner groups particularly unaware of the tax are those shooters-owners who do not use social media, who are older, who live in a rural area, and who are not particularly active as a shooter.

Percent of the following groups who previously knew of the special tax. (Non-hunting sport shooters and firearm owners)



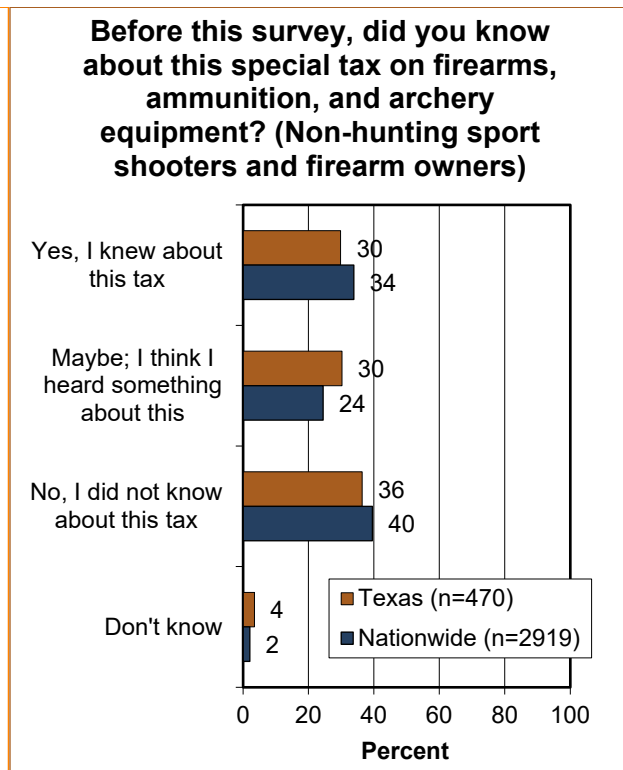
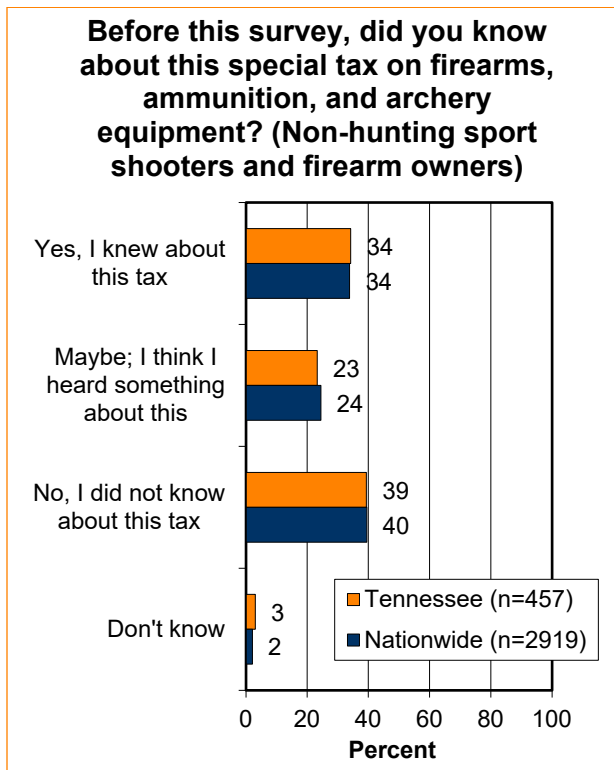
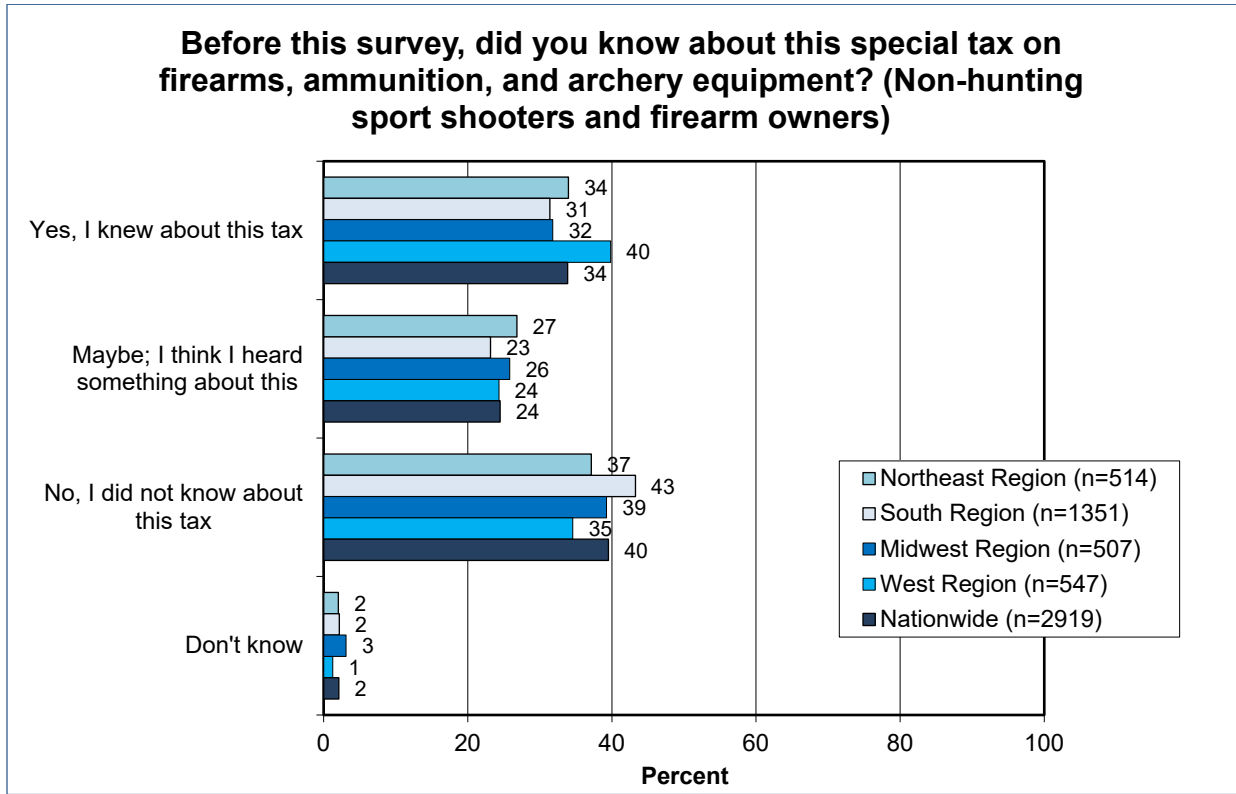
See pages 8-9 for an explanation of how to interpret these types of graphs.

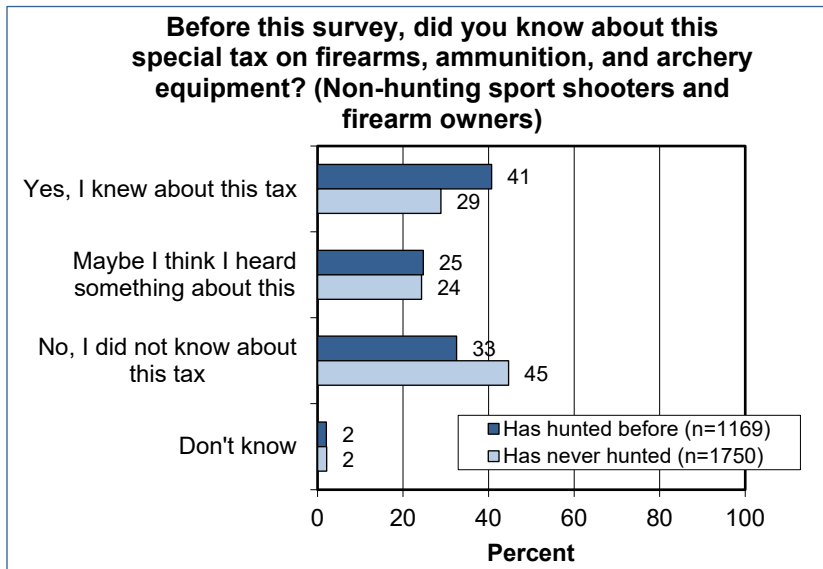
Percent of the following groups who did not previously know of the special tax. (Non-hunting sport shooters and firearm owners)



See pages 8-9 for an explanation of how to interpret these types of graphs.

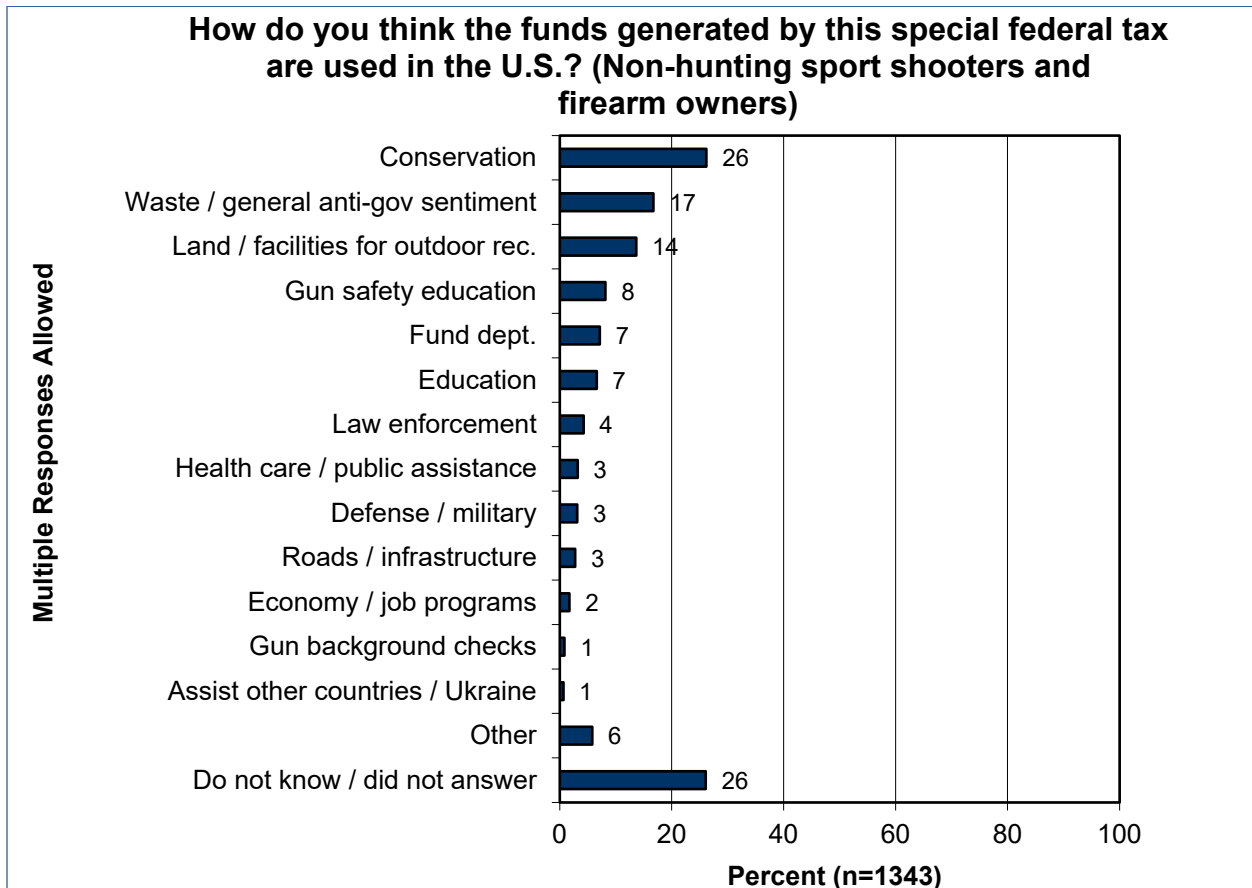
The regional graph shows that West Region residents are more knowledgeable about the tax than their counterparts in the rest of the country.



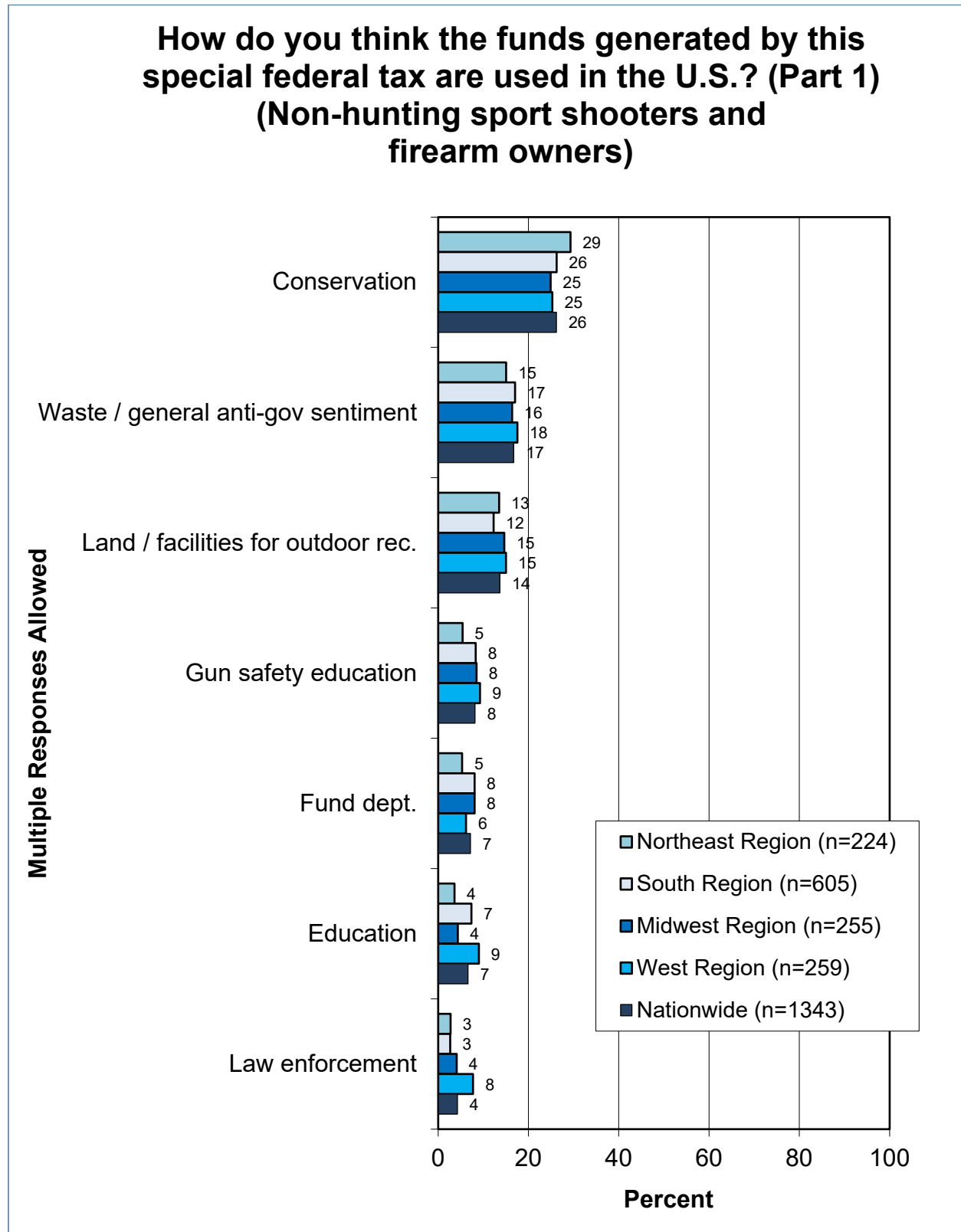


A crosstabulation is included that shows that those who have ever hunted are more knowledgeable about the tax than are those who have never hunted (41% versus 29% knowing about it).

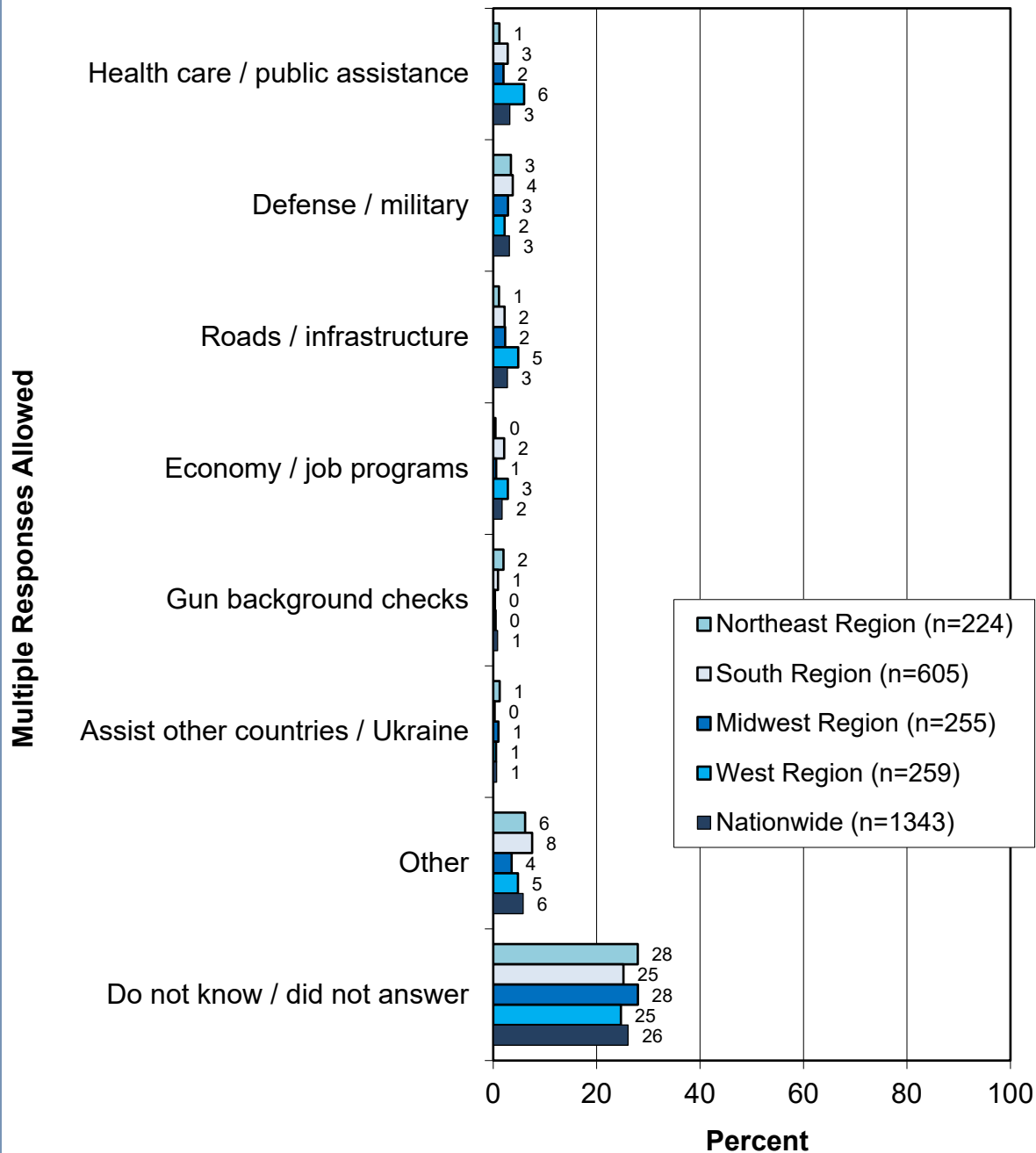
When shooters-owners were asked in a follow-up question to say where the funding goes from the tax, conservation was the most common response. Unfortunately, a response indicating that the money is wasted or showing an anti-government sentiment is the second most common category of response.



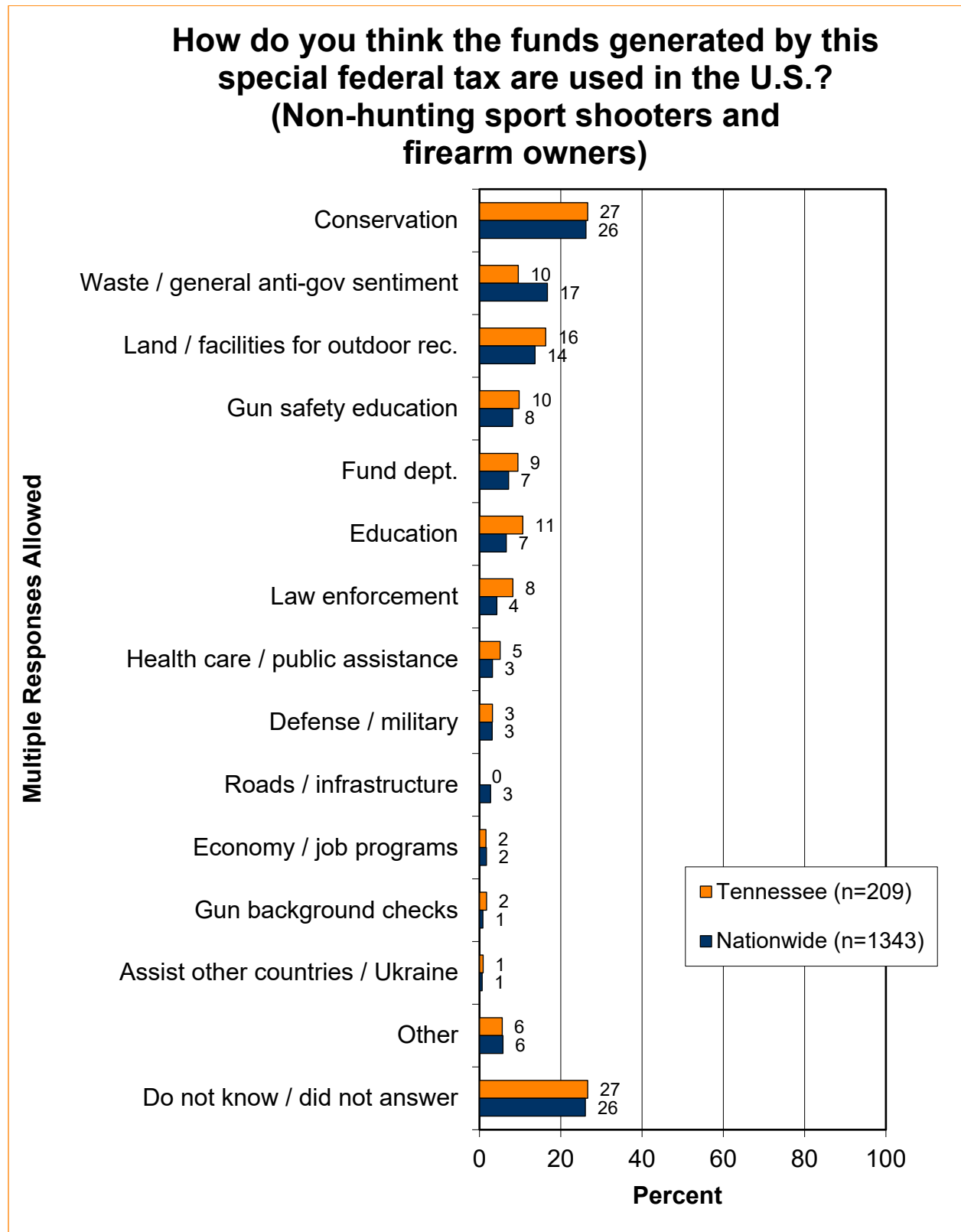
For legibility, the regional graph is broken into two parts. There is not a marked difference between regions.



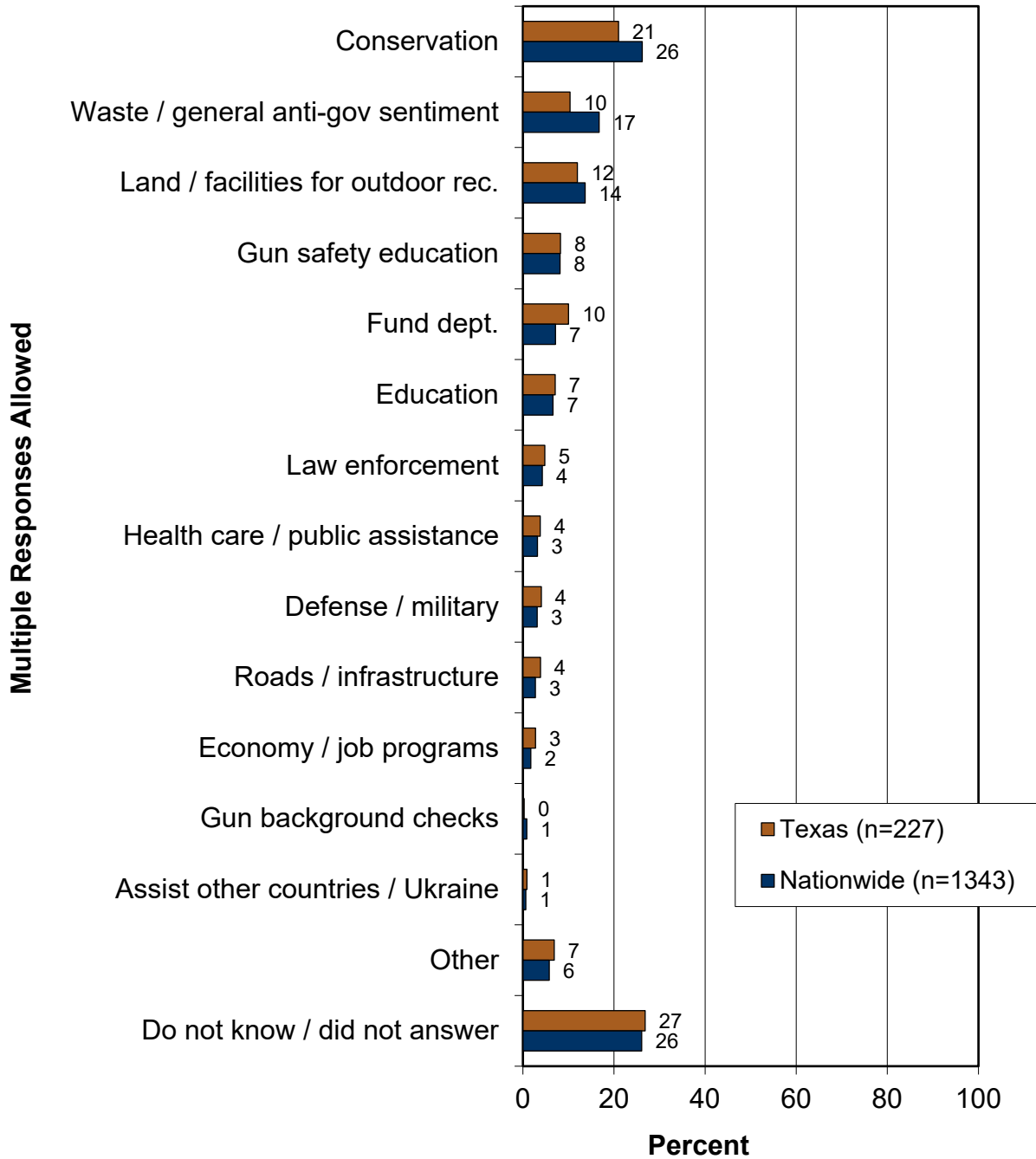
How do you think the funds generated by this special federal tax are used in the U.S.? (Part 2) (Non-hunting sport shooters and firearm owners)

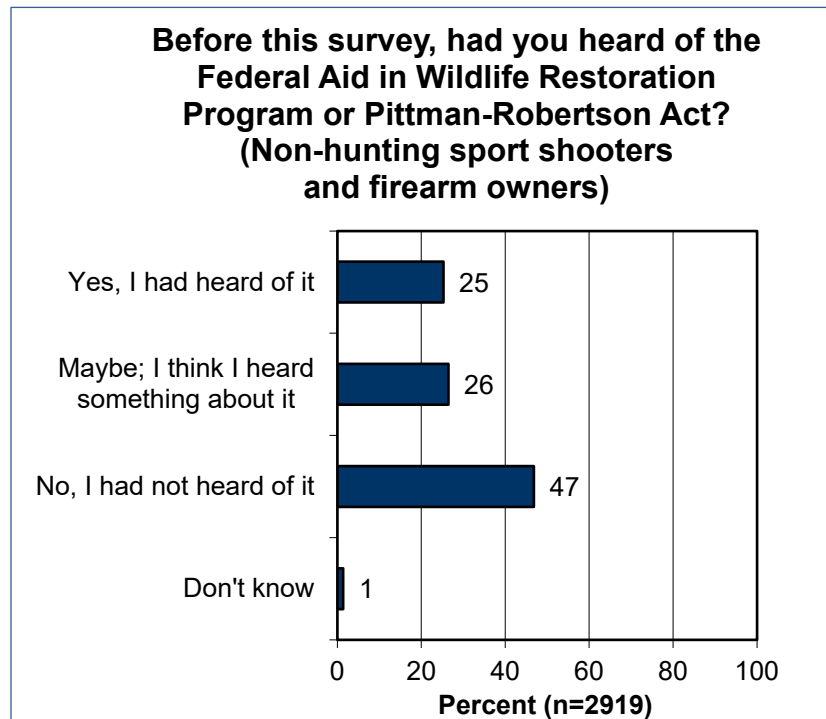


The state graphs for Tennessee and Texas are shown below and on the next page.



How do you think the funds generated by this special federal tax are used in the U.S.? (Non-hunting sport shooters and firearm owners)





Shooters-owners in the survey were informed about the Federal Aid in Wildlife Restoration Program that was established by the Pittman-Robertson Act. A quarter of them had heard of the Program/Act prior to the survey.

Prior to the question, respondents were informed of the following:

The special federal tax on firearms, ammunition, and archery equipment is collected for the Federal Aid in Wildlife Restoration Program, which was established by the Pittman-Robertson Act of 1937.

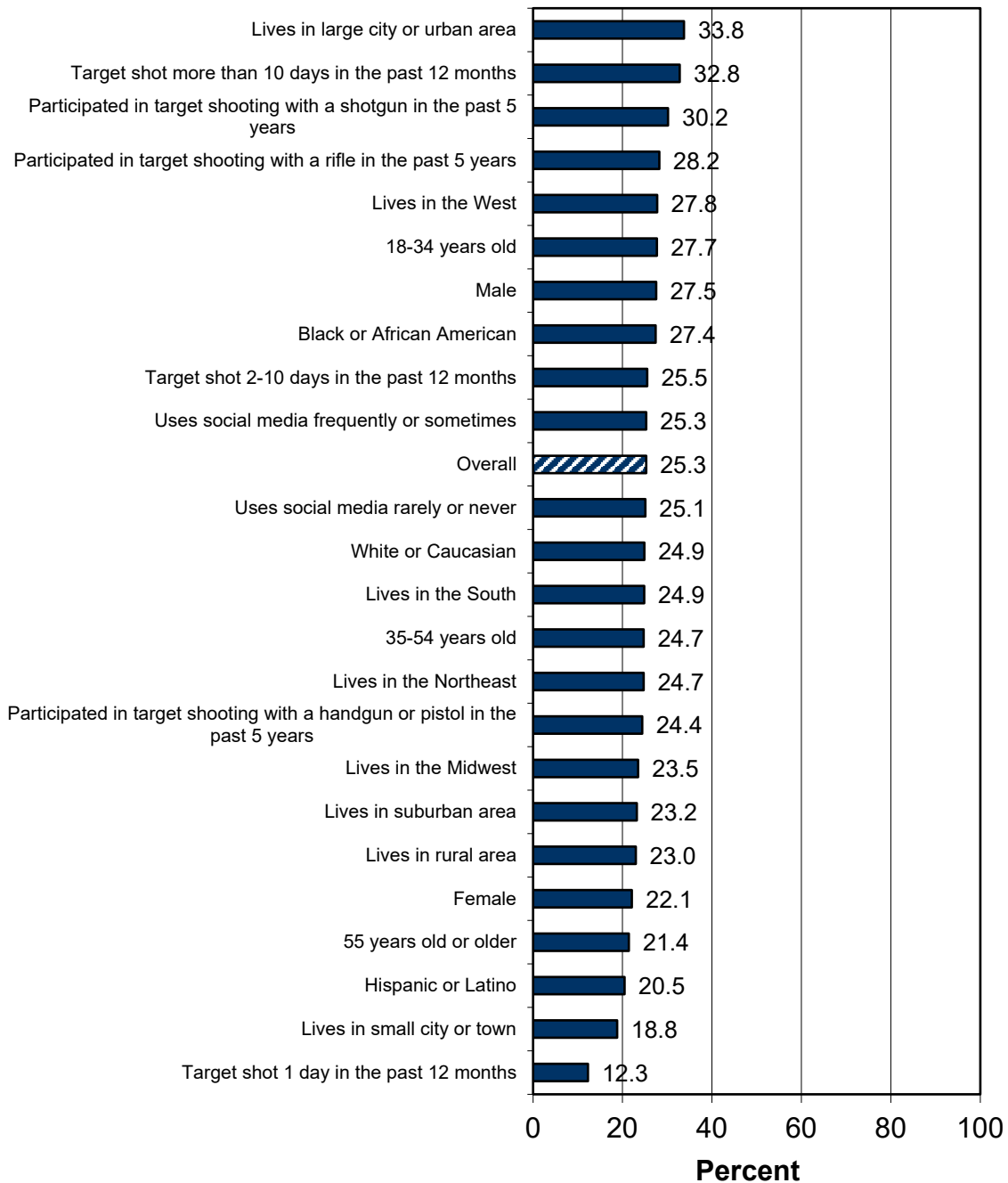
Under this federal law, the special tax funds are dedicated to wildlife conservation projects, such as acquiring and managing public land, wildlife habitat improvement, hunter education, and shooting ranges.

Most of the funds are distributed directly to the individual state fish and wildlife agencies through grants to use for these projects.

The demographic analyses, as presented in the graphs on the following pages, show that the shooter-owner groups most aware of the Program/Act are those living in large city or urban areas, avid target shooters measured by annual days of shooting, and those target shooting with shotguns.

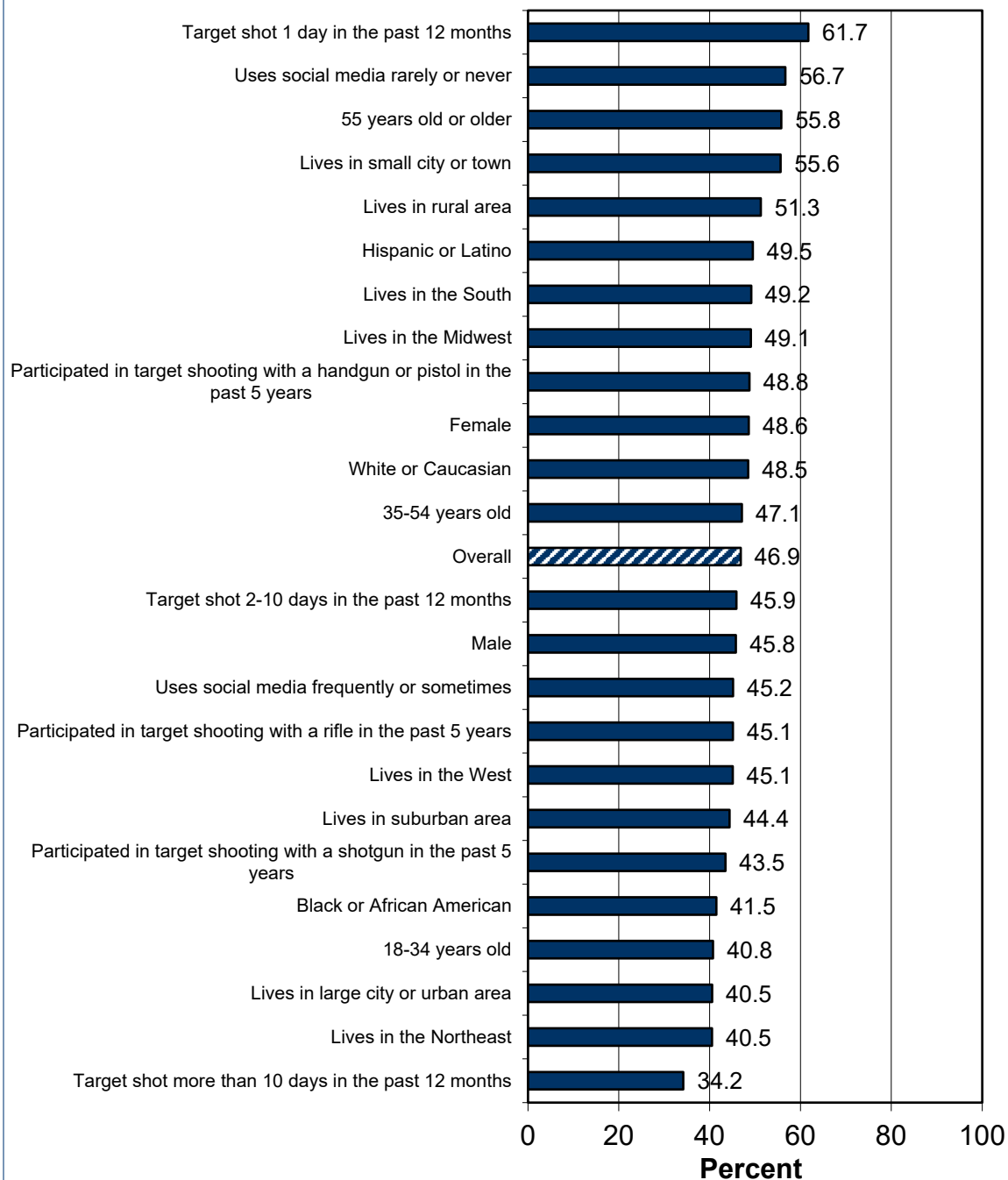
On the other hand, the demographic analyses found that the groups most unaware of the Program/Act are non-avid target shooters (shot only a single day in the past 12 months), those *not* on social media, older shooters-owners, and those living in a small city or town or a rural area.

Percent of the following groups who had previously heard of the Federal Aid in Wildlife Restoration Program or Pittman-Robertson Act. (Non-hunting sport shooters and firearm owners)



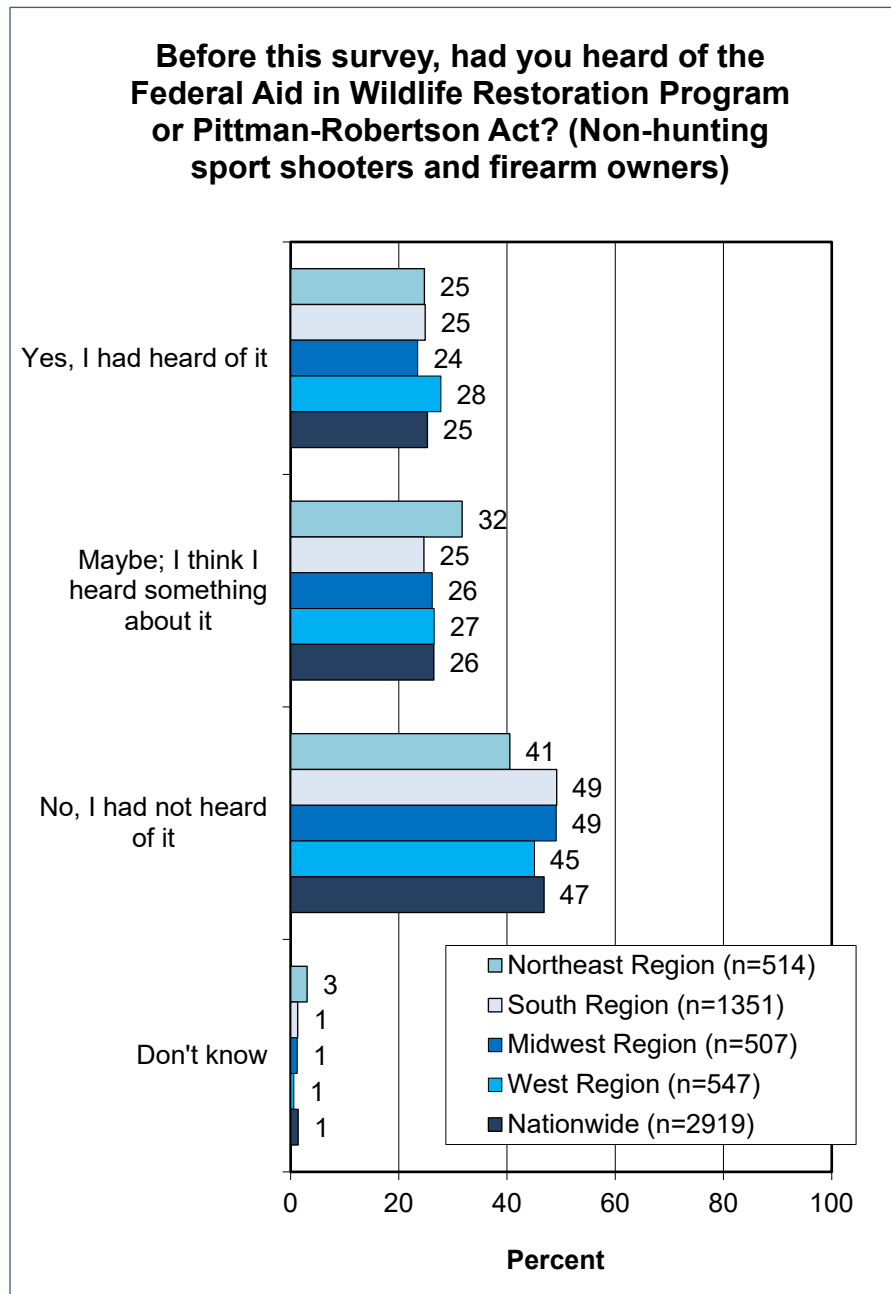
See pages 8-9 for an explanation of how to interpret these types of graphs.

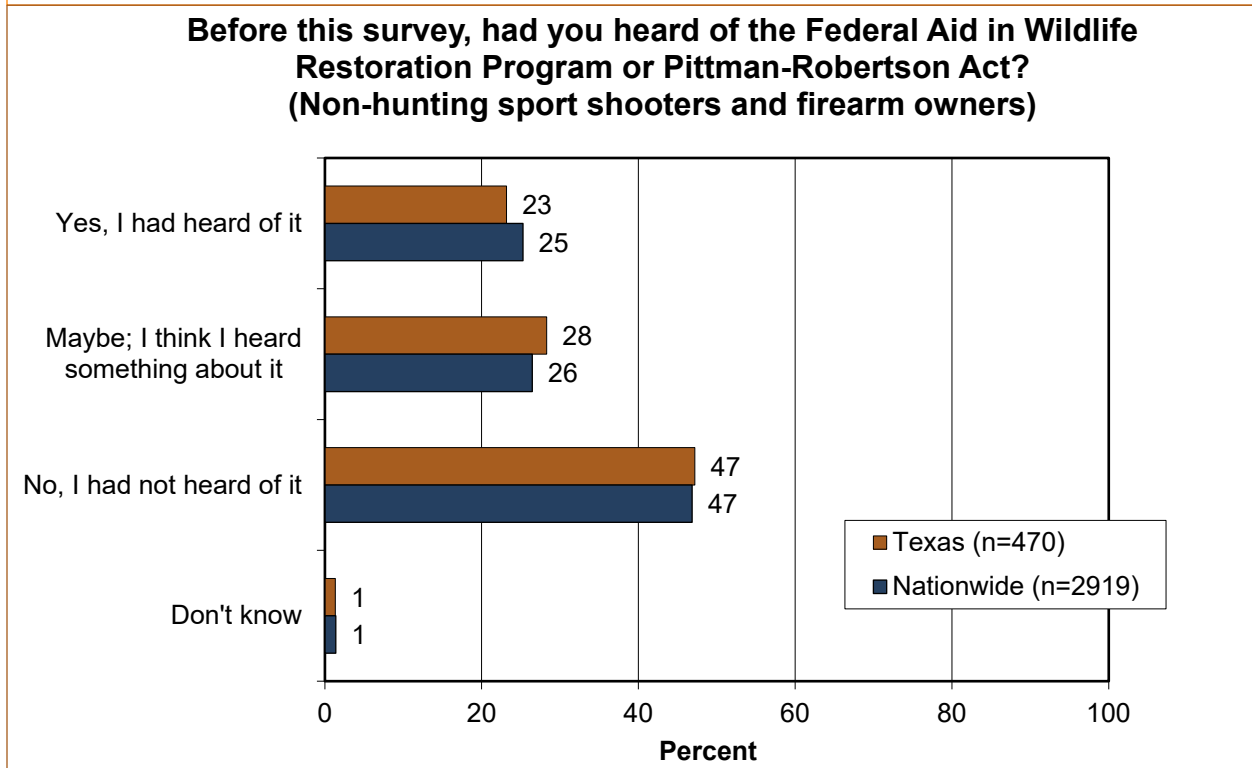
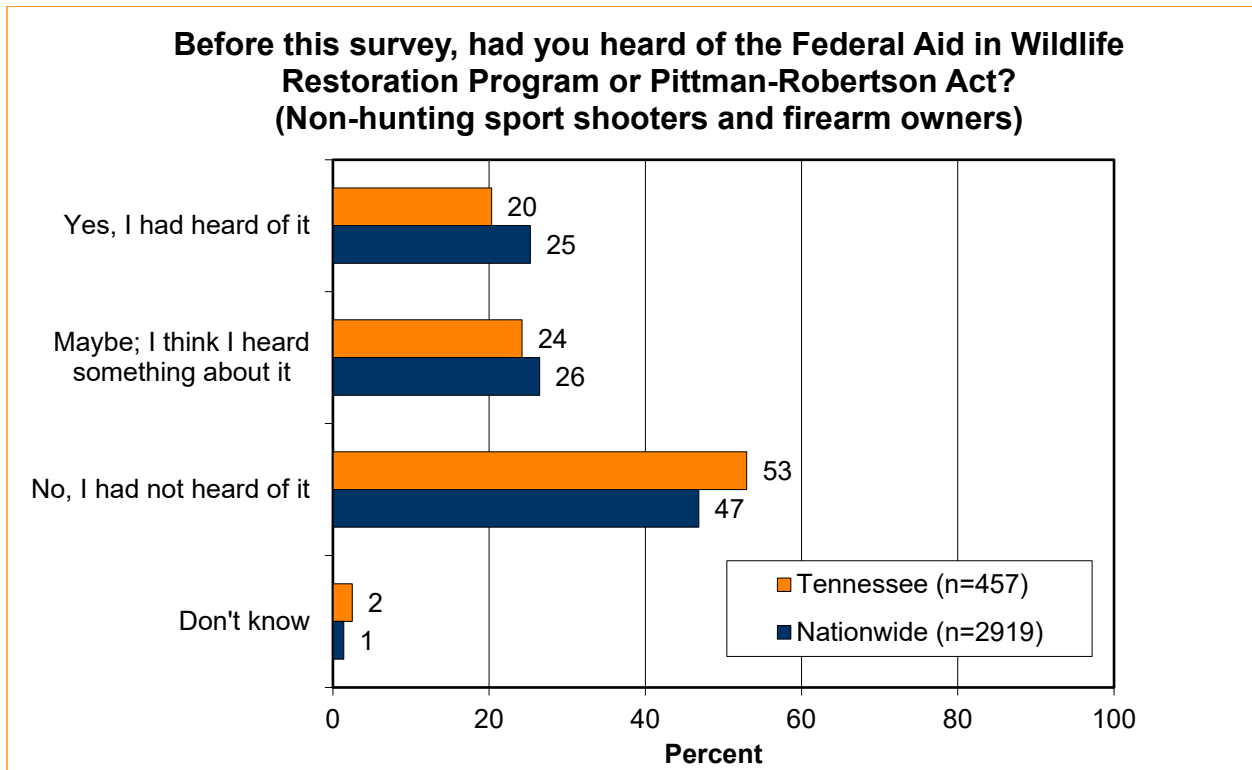
**Percent of the following groups who had not previously heard of the Federal Aid in Wildlife Restoration Program or Pittman-Robertson Act.
(Non-hunting sport shooters and firearm owners)**



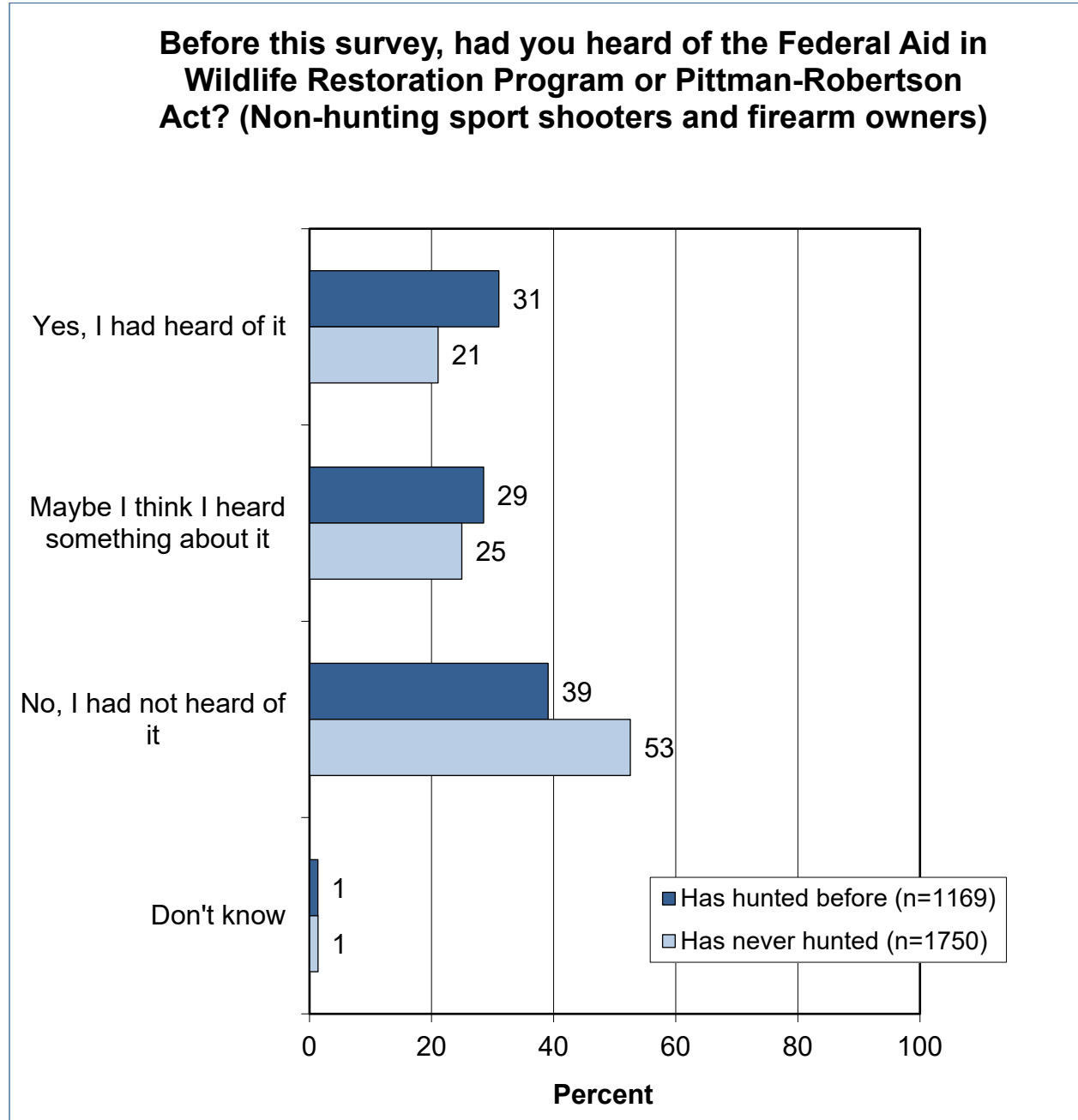
See pages 8-9 for an explanation of how to interpret these types of graphs.

The results are consistent across all regions (from 24% to 28% had heard of the Program/Act). The individual state graphs, however, show slightly lower knowledge in Tennessee (20% know of it) and Texas (23%).

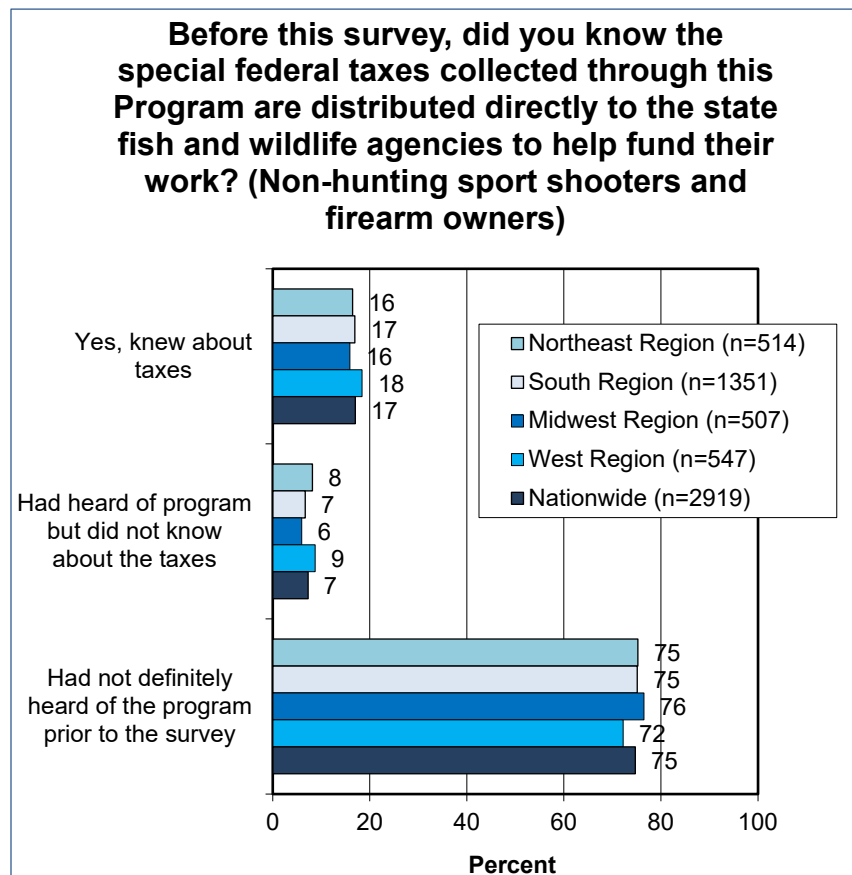
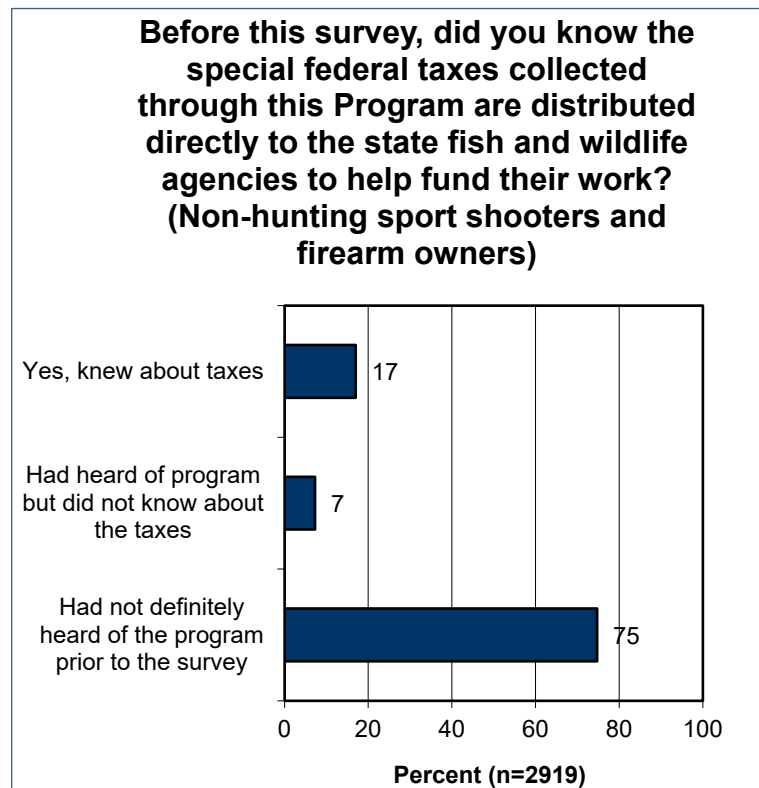




Those shooters-owners who have hunted at some time in their lives are more likely to be aware of the Program/Act than are those who have never hunted. The former have a rate of 31% hearing of the Program/Act, while those who have never hunted have a rate of 21% hearing of it.

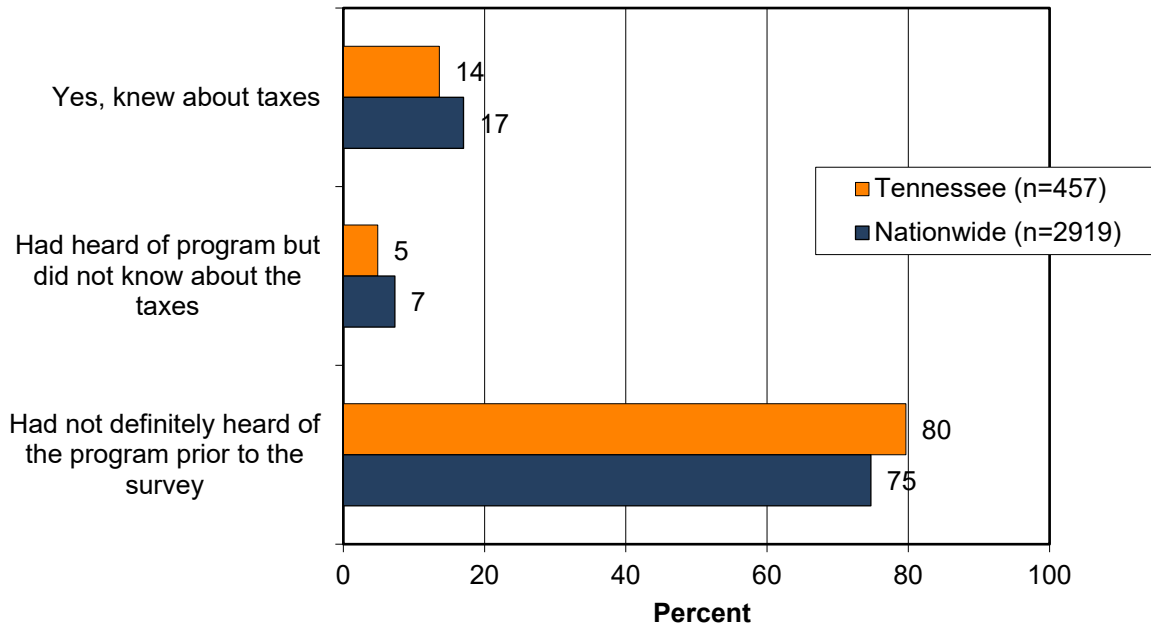


There is low knowledge of the link between the Federal Aid in Wildlife Restoration Program and the funding of fish and wildlife agencies. The survey asked specifically if shooters-owners knew that the taxes collected through the Program are distributed directly to state fish and wildlife agencies to help fund their work. Among all shooters-owners, only 17% knew of this funding mechanism, while another 7% had heard of the Program/Act but did not know of this link in the funding of fish and wildlife agencies.

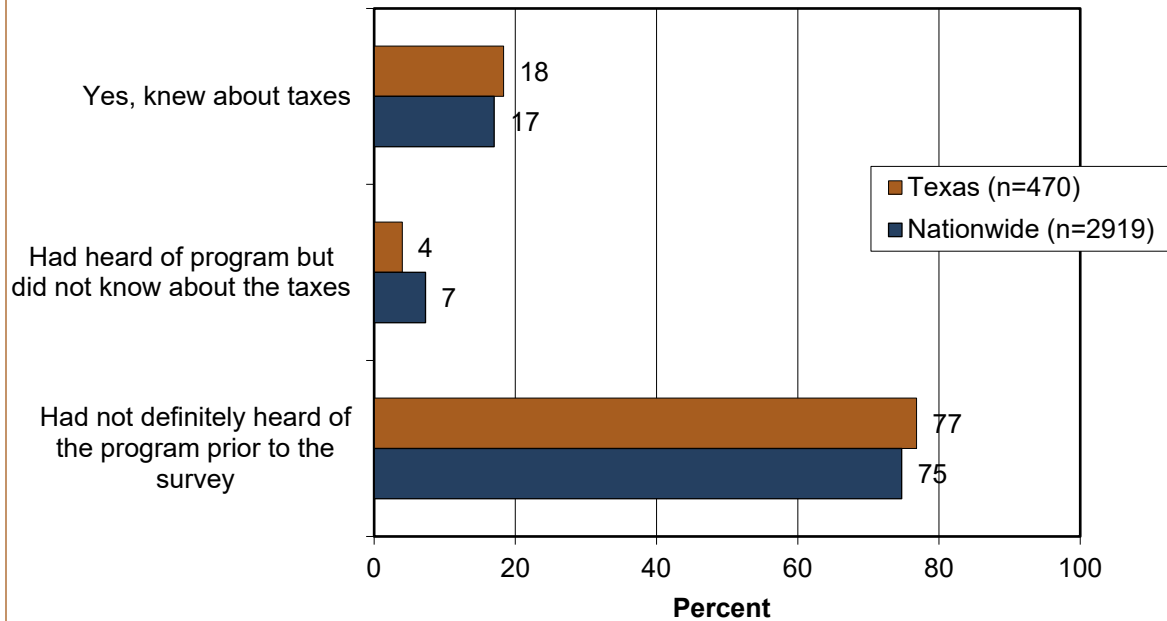


The results are quite similar across the regions, with a range of 16% to 18% knowing of the funding mechanism. The state results are shown on the following page, with knowledge higher in Texas than in Tennessee.

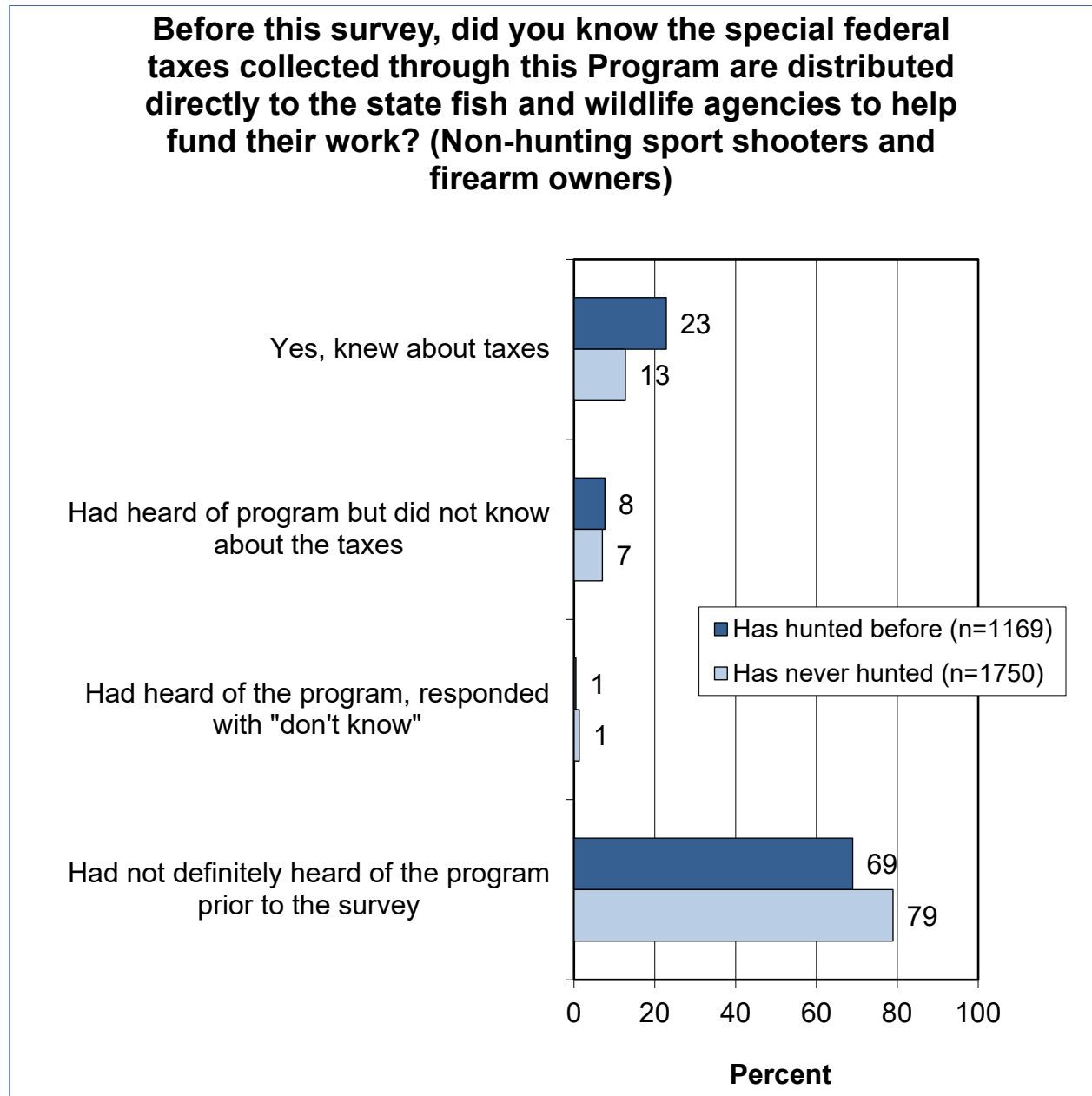
**Before this survey, did you know the special federal taxes collected through this program are distributed directly to the state fish and wildlife agencies to help fund their work?
(Non-hunting sport shooters and firearm owners)**



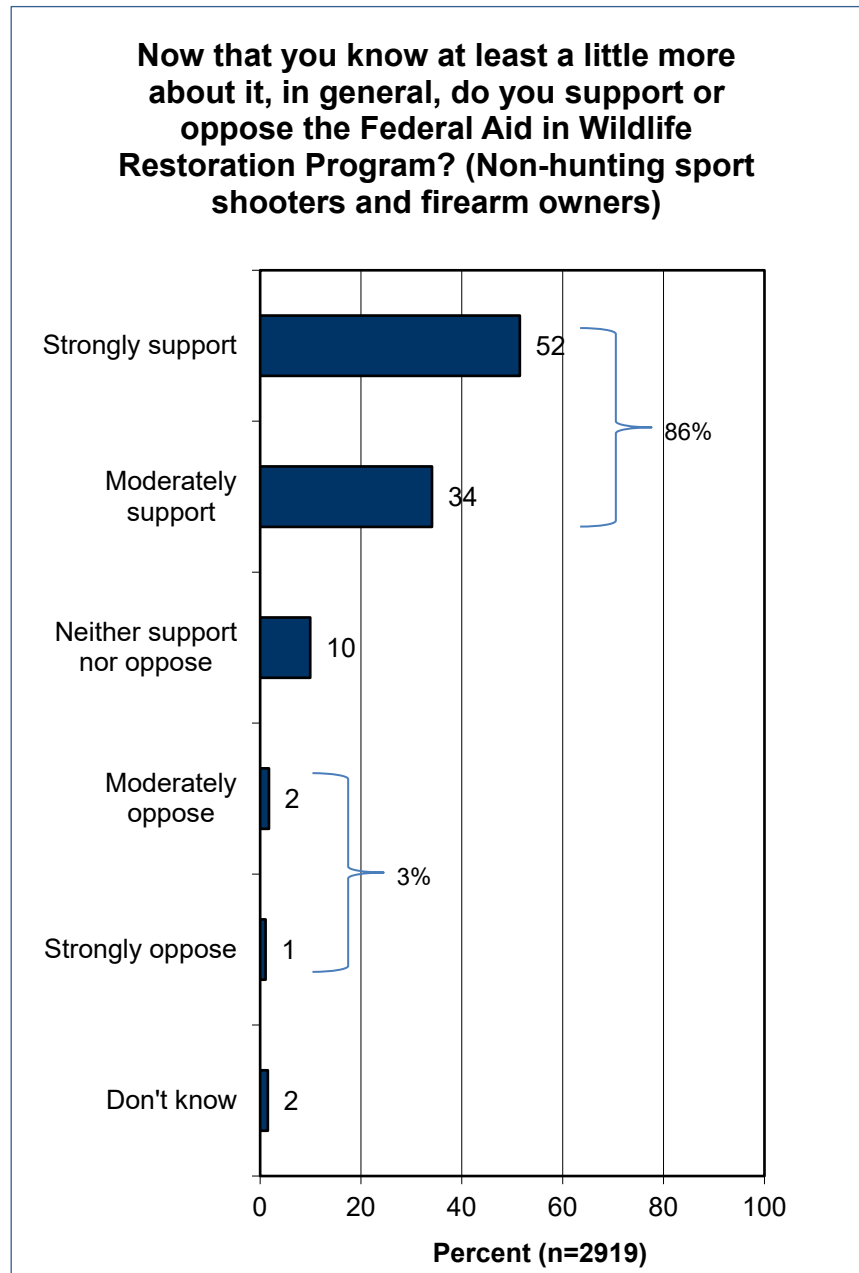
**Before this survey, did you know the special federal taxes collected through this program are distributed directly to the state fish and wildlife agencies to help fund their work?
(Non-hunting sport shooters and firearm owners)**



The crosstabulation by past hunting participation shows shooters-owners who have ever hunted to have a higher knowledge level.

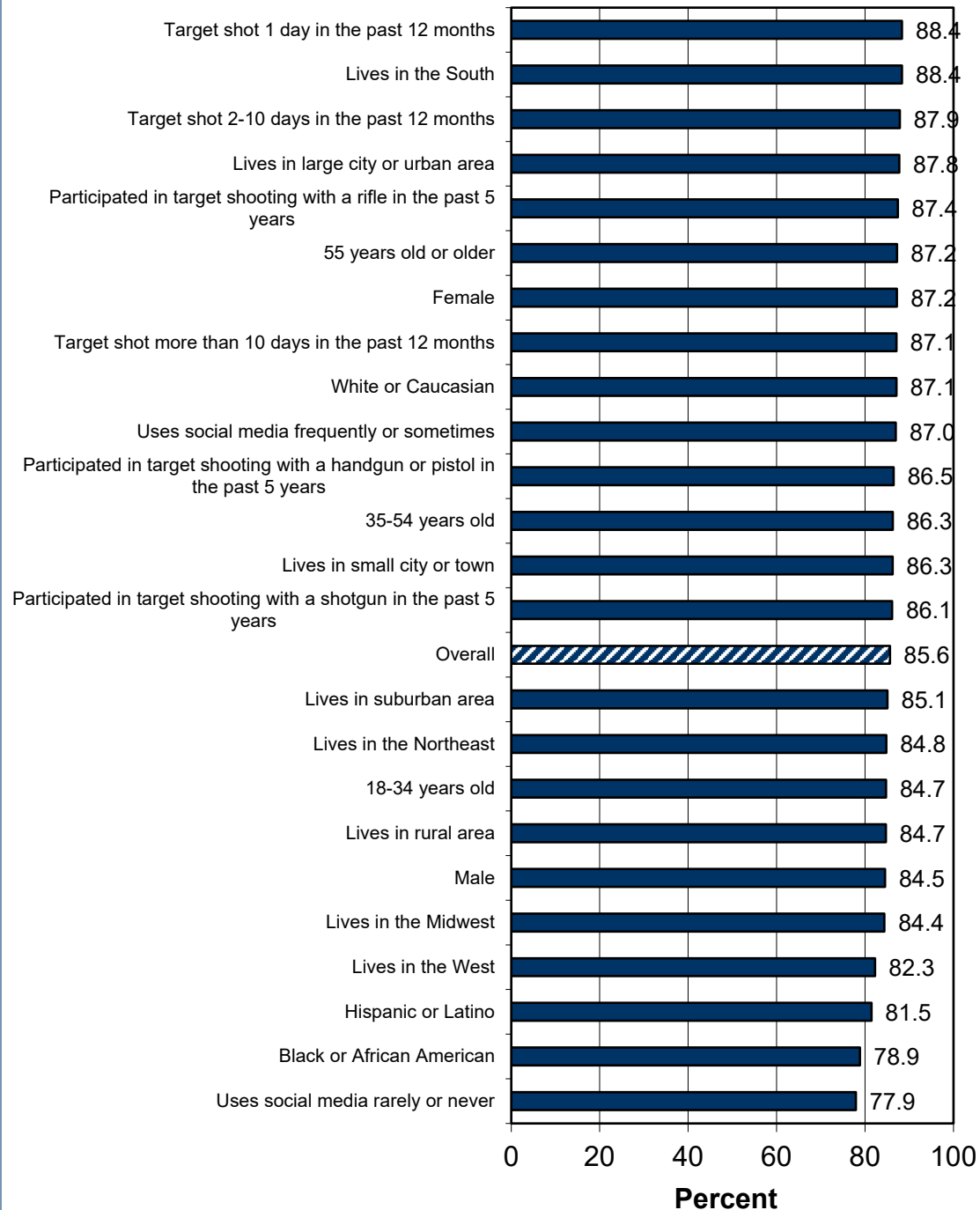


Two questions examined in this section are support for/opposition to the Program and the effect of the Program on shooters-owners' self-esteem. To give context to the findings, it is important to realize that the Act was originally envisioned as a way that *hunters* would help fund the restoration of many of the species that they hunted. (The Program nowadays also helps non-game species, as well.) Therefore, the tax applied to firearms, as well as other equipment, because firearm use at that time was heavily hunting-related. Sport shooters who do not hunt are still taxed under this Program, and one could conjecture that there might be some resentment of the tax by pure shooters who do not hunt. However, support for the Program among the shooters-owners in the survey (who, by definition, are not active hunters) is quite high: 86% support the Program.



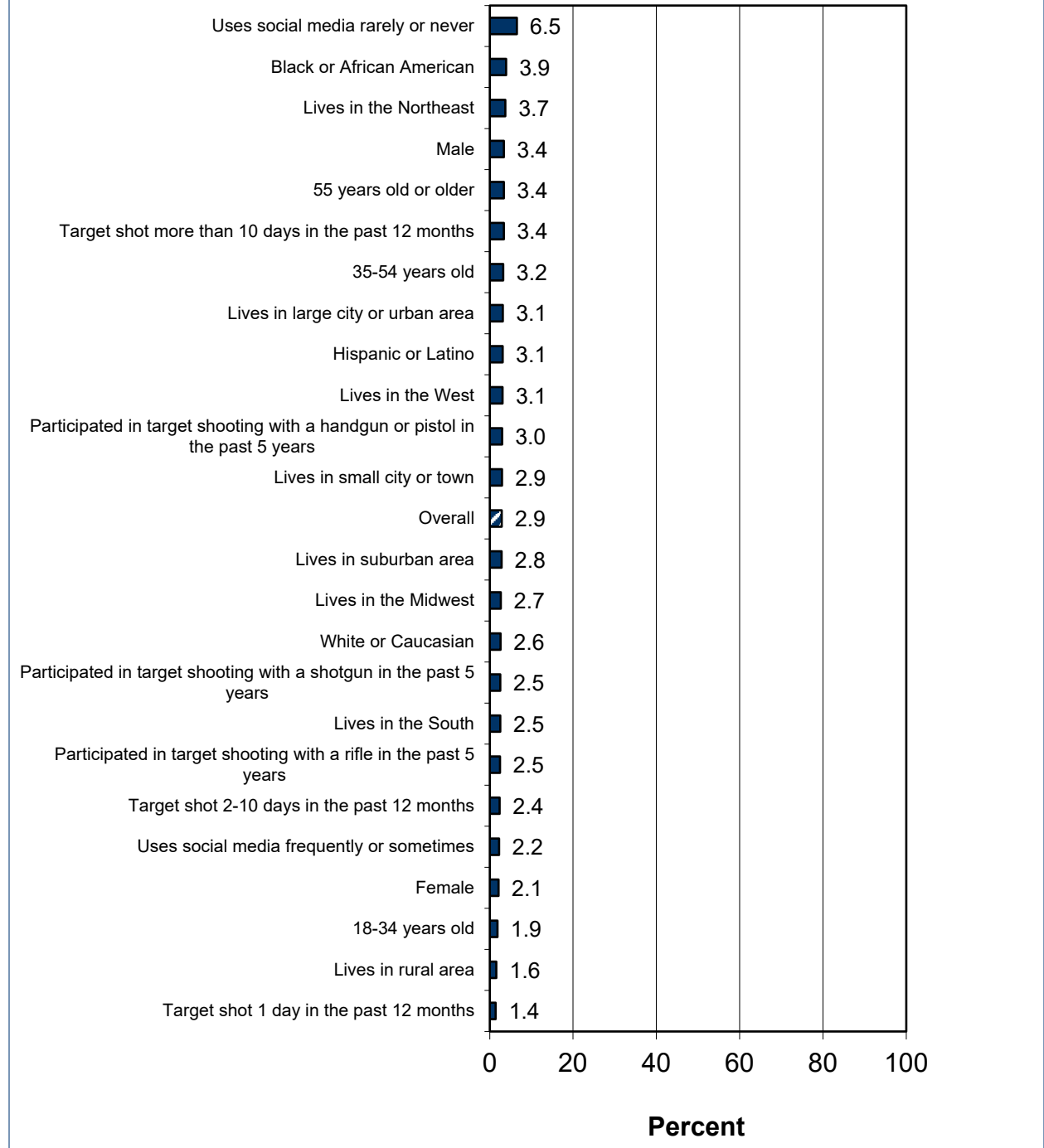
The demographic analyses graphs that follow show the shooter-owner groups that are most supportive of the program and the most opposed. However, the shooter-owner groups most in support are not much higher than support overall (the highest group is at 88.4% support, compared to the overall support at 85.6%). With the difference being only 2.8%, no group is markedly more likely to support than shooters-owners overall. At the bottom of that graph, however, two groups are markedly lower in support: Black/African American shooters-owners and those who use social media rarely or never. Note that this lower support does not automatically mean higher opposition, as the next graphs show that opposition is low across the board.

Percent of the following groups who support the Federal Aid in Wildlife Restoration Program or Pittman-Robertson Act. (Non-hunting sport shooters and firearm owners)



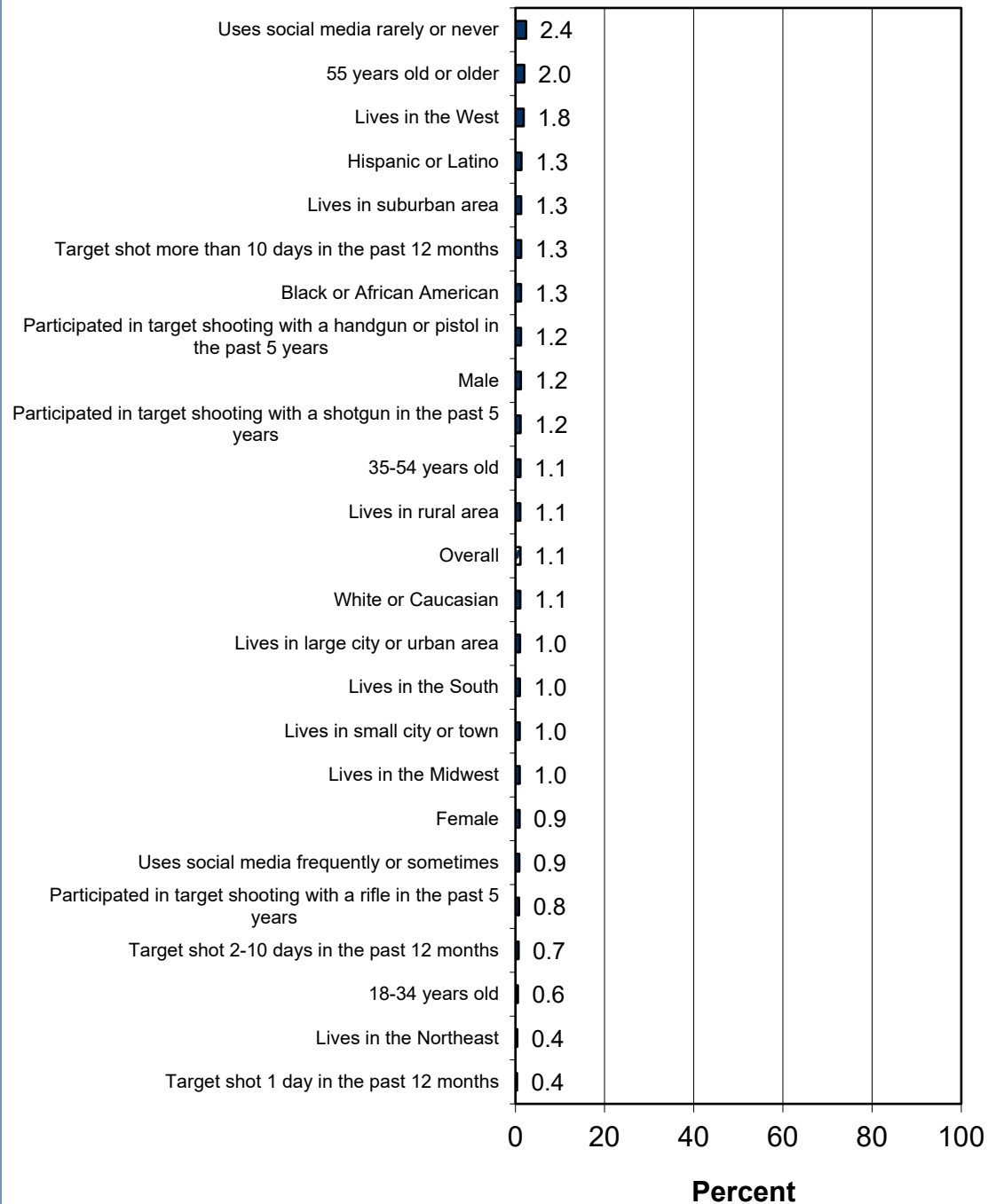
See pages 8-9 for an explanation of how to interpret these types of graphs.

Percent of the following groups who oppose the Federal Aid in Wildlife Restoration Program or Pittman-Robertson Act. (Non-hunting sport shooters and firearm owners)



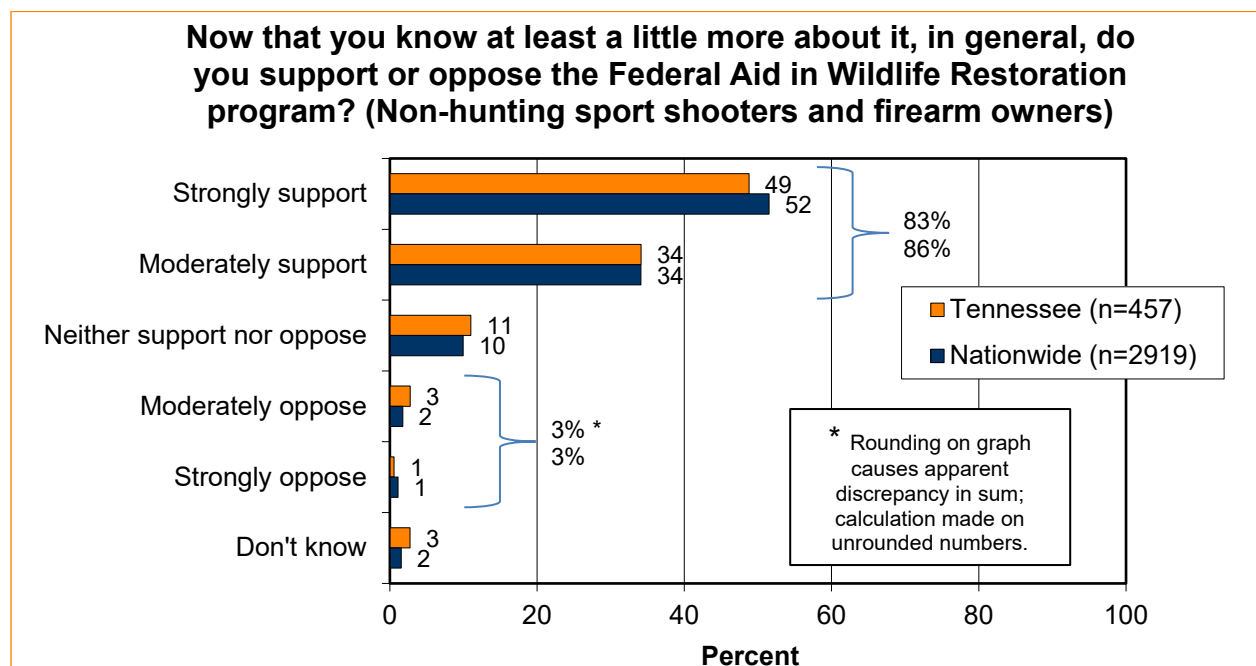
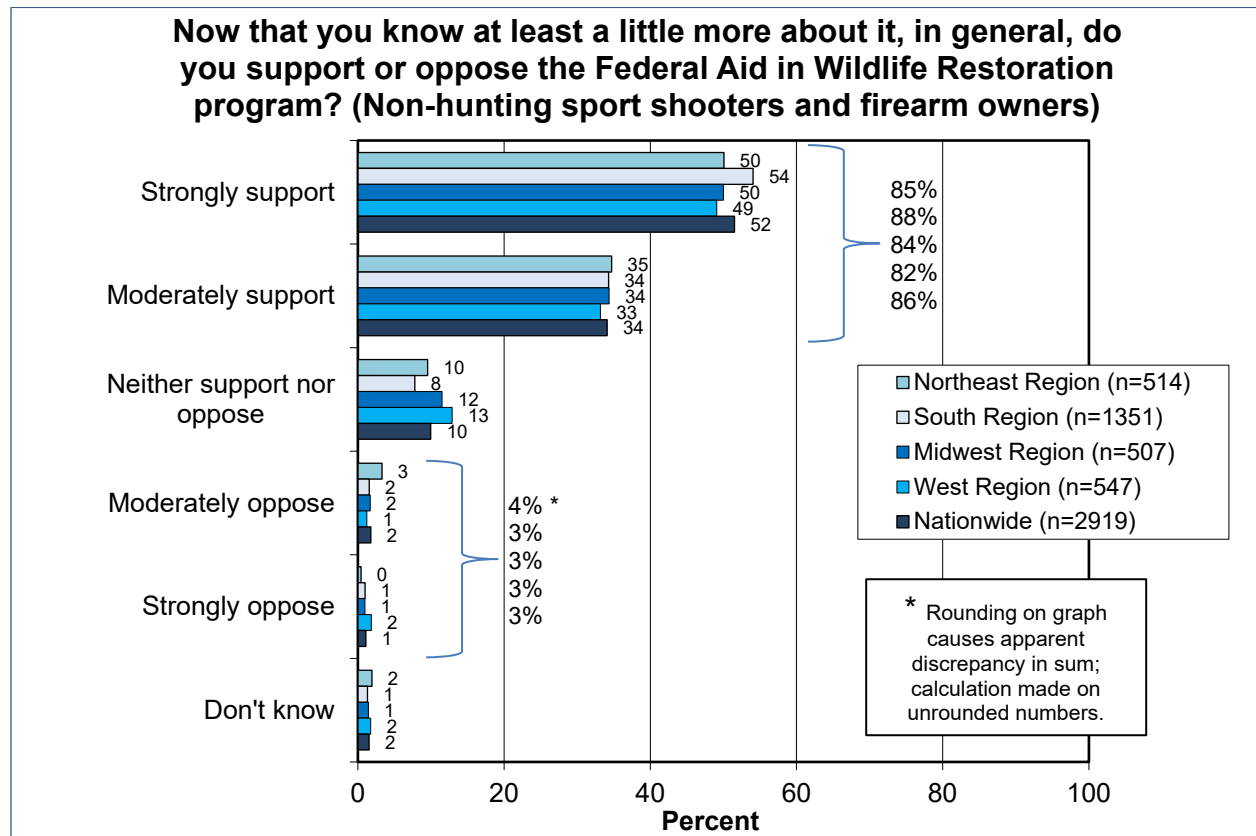
See pages 8-9 for an explanation of how to interpret these types of graphs.

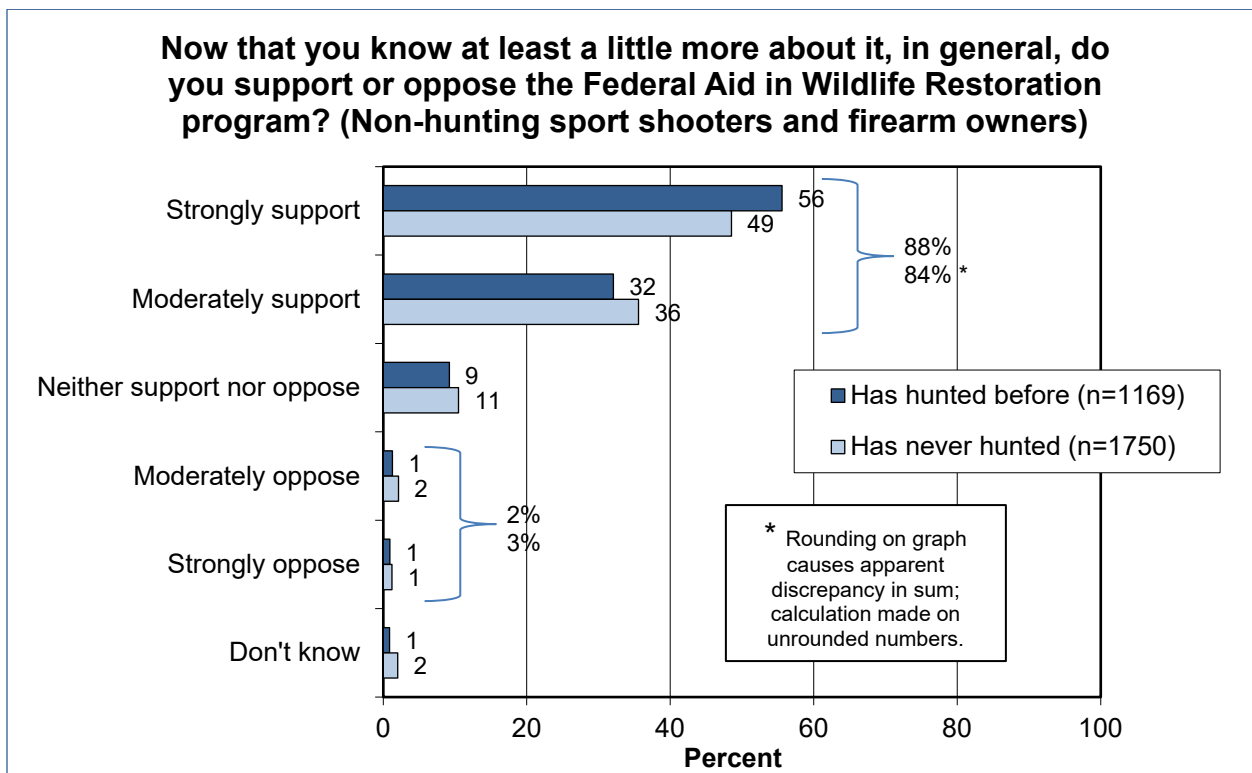
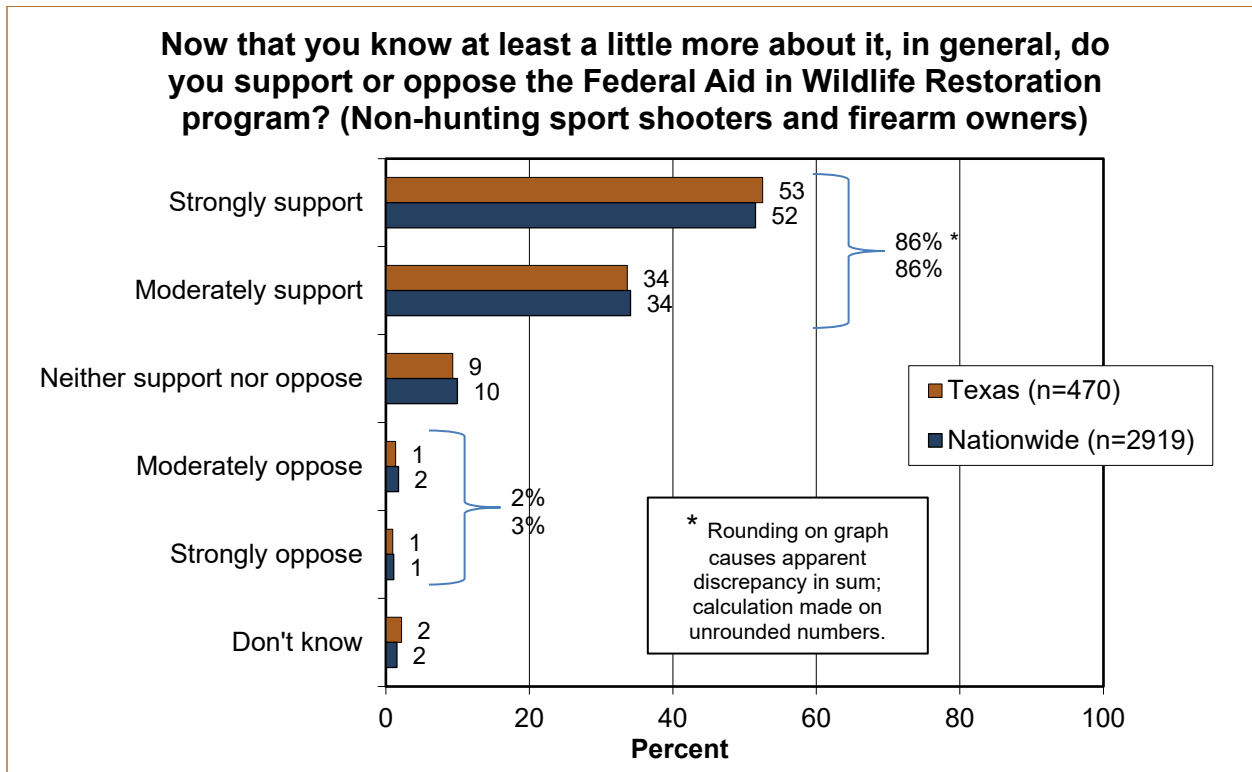
Percent of the following groups who *strongly* oppose the Federal Aid in Wildlife Restoration Program or Pittman-Robertson Act. (Non-hunting sport shooters and firearm owners)



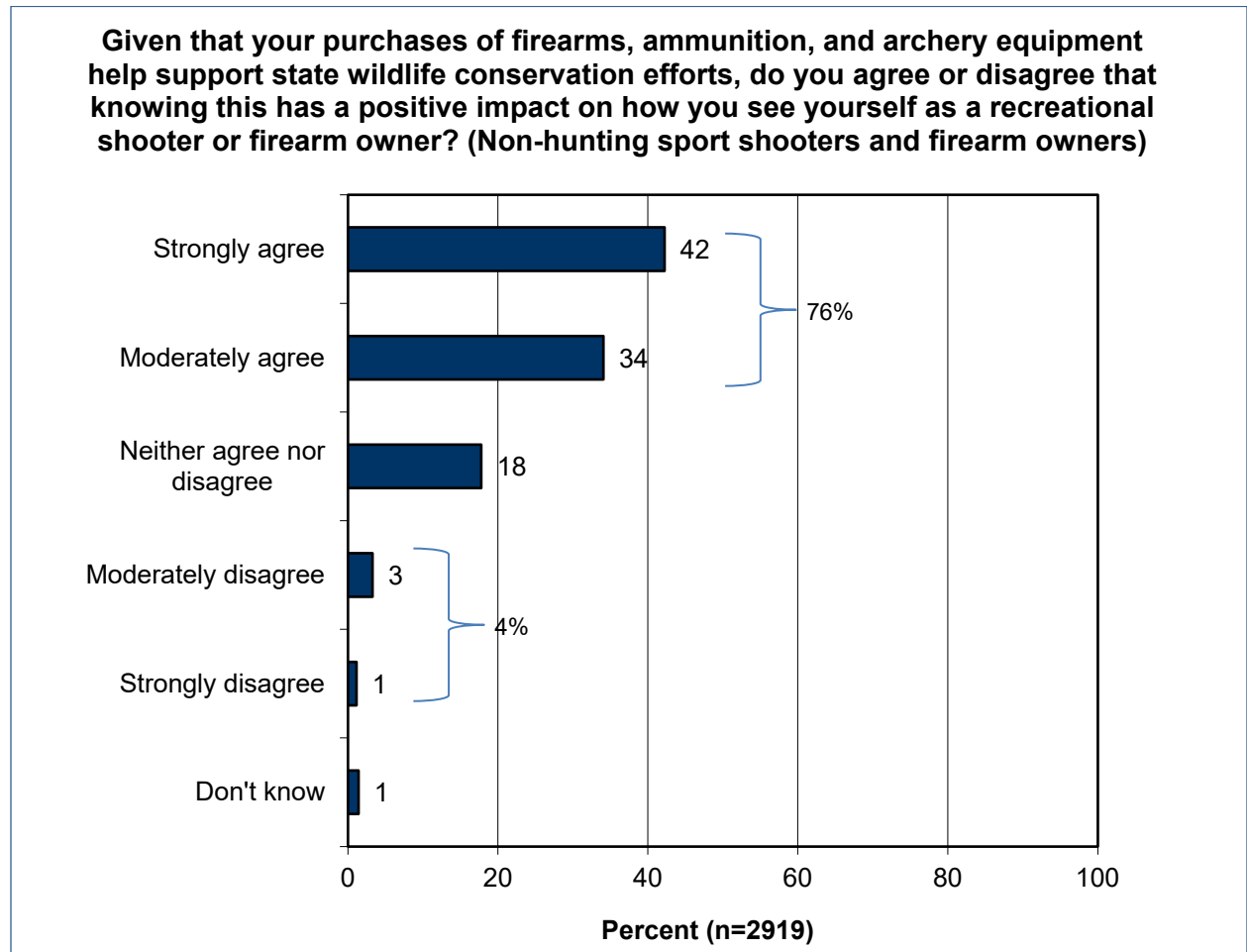
See pages 8-9 for an explanation of how to interpret these types of graphs.

The regions are fairly consistent, with no marked differences emerging in the regional graph. The same goes for the two individual state graphs, which are close to the overall results. Finally for this question, the crosstabulation by having ever hunted versus never having hunted shows more *strong* support among those who have ever hunted; however, overall support is not greatly different (and opposition is uniformly low).



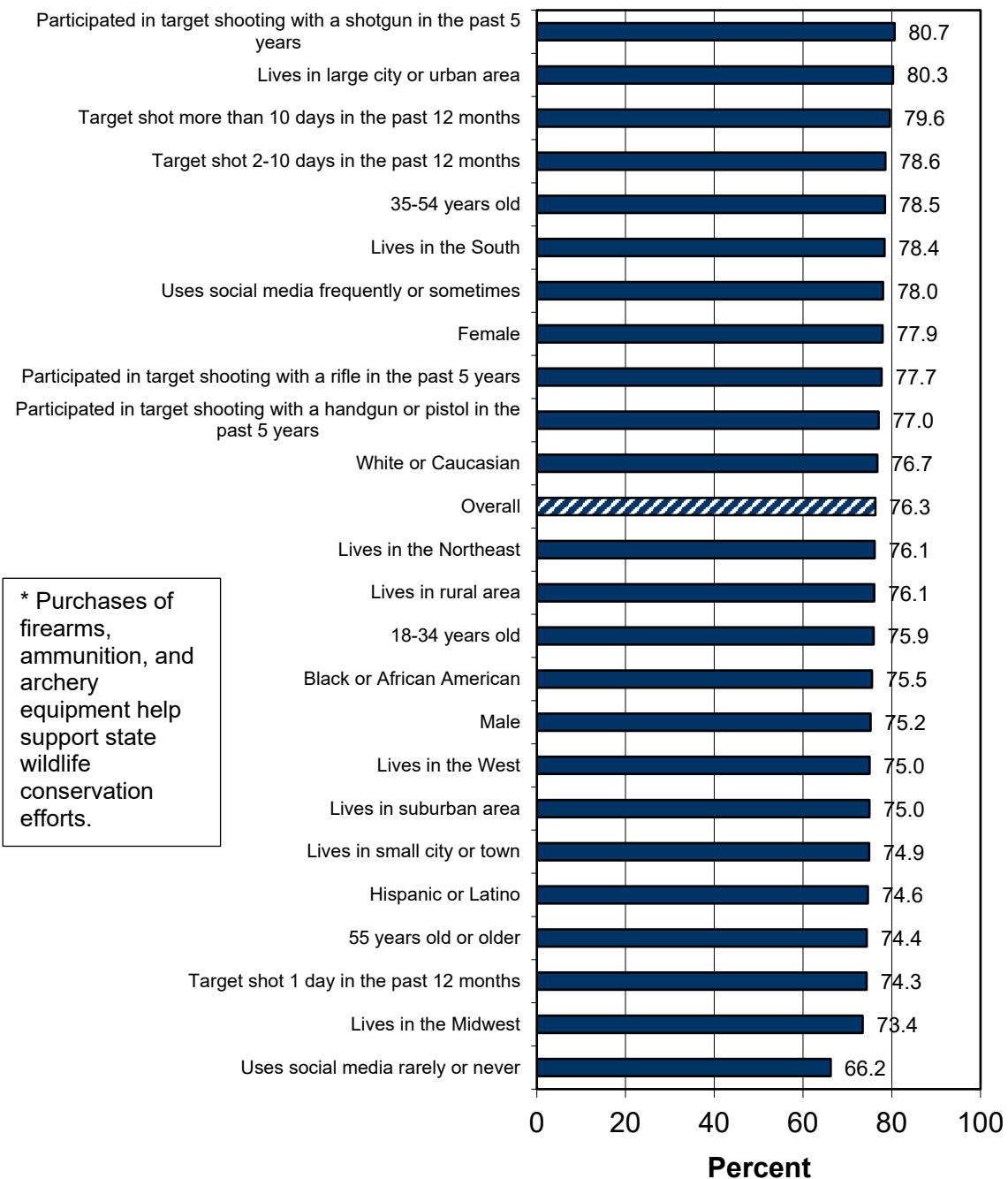


Along with their high level of support, three quarters of shooters-owners also have improved self-esteem because of the tax—that some of their money spent on firearms and equipment goes to conservation. As shown, 76% of shooters-owners agree that knowing about the link between their purchases of equipment and conservation has a positive impact on the way they see themselves as recreational shooters and firearm owners. Only 4% disagree (the rest being neutral). This benefit to self-esteem would seemingly present a blueprint for messaging.



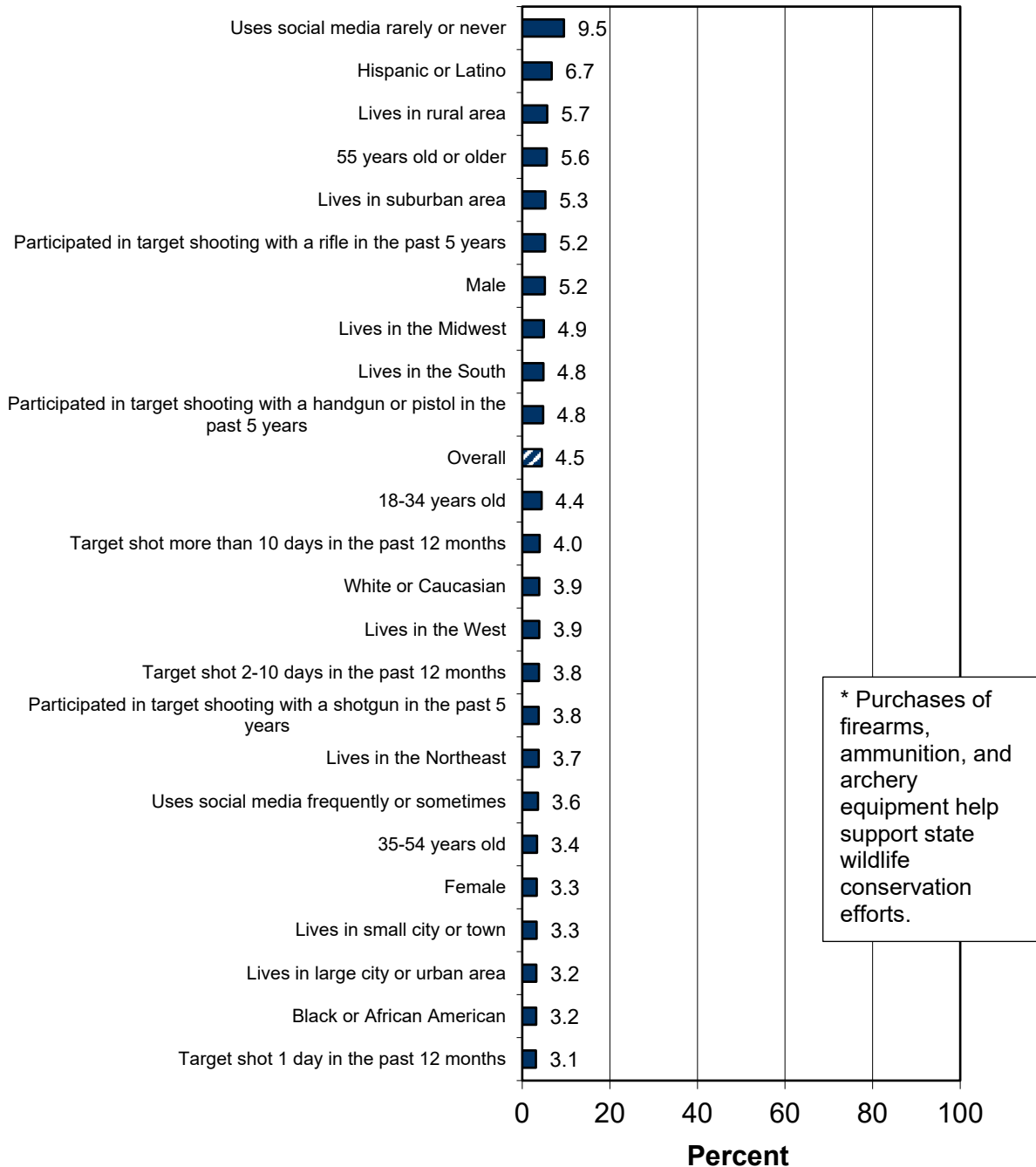
The demographic analyses graph on the next page shows no marked differences on the upper end of the graph, with a higher percentage of active target shooters agreeing than shooters-owners overall, but with a difference that is less than 5 percentage points—the rule-of-thumb threshold for differences to be noted. On the lower end of that graph, one group is markedly less likely to agree: those shooters-owners who do not regularly use social media. (This same group shows up as being markedly more likely to disagree, as well, which is on the subsequent demographic analyses graph.)

Percent of the following groups who agree that knowing this* has a positive impact on how they see themselves as a recreational shooter or firearm owner. (Non-hunting sport shooters and firearm owners)



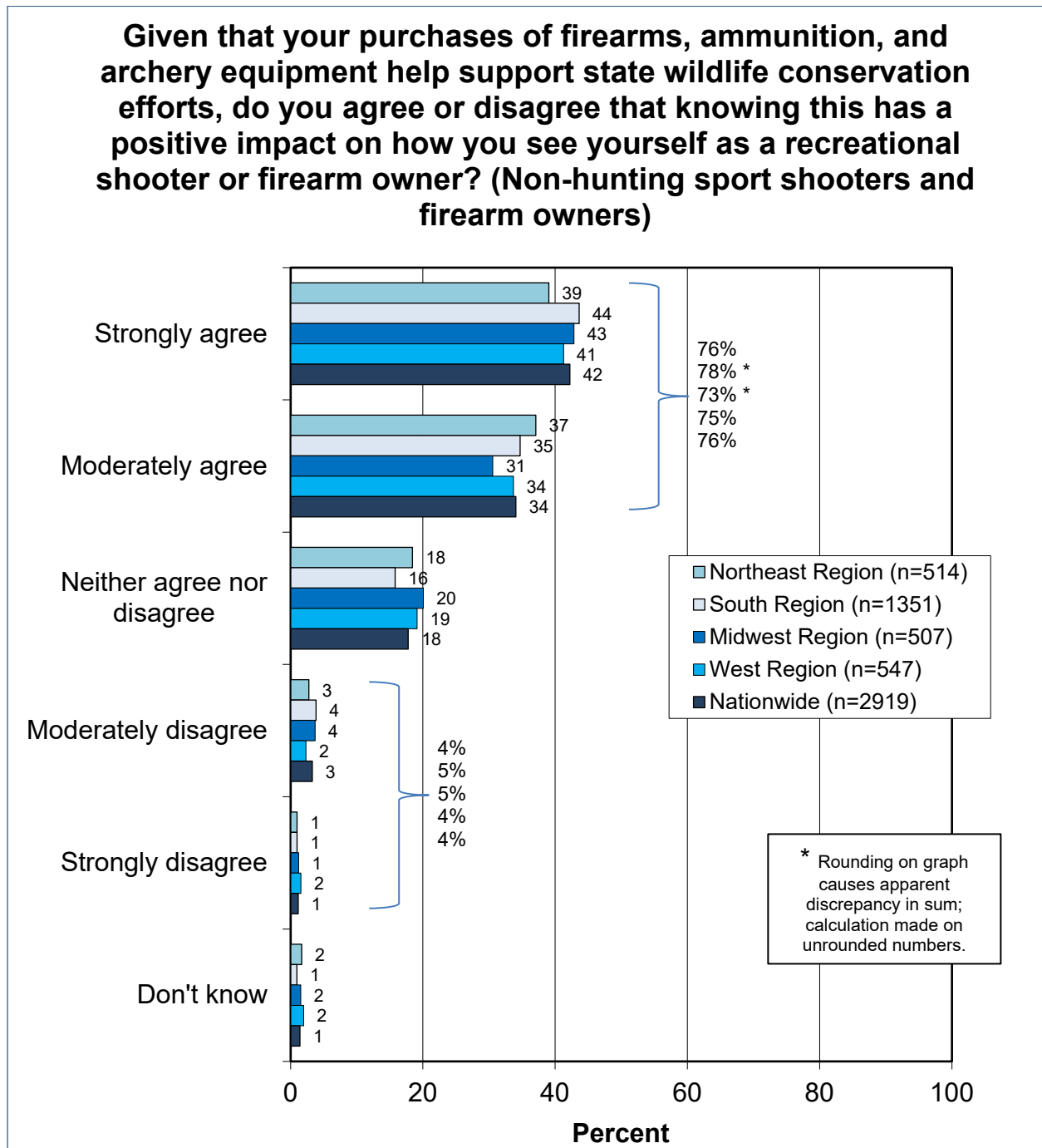
See pages 8-9 for an explanation of how to interpret these types of graphs.

Percent of the following groups who disagree that knowing this* has a positive impact on how they see themselves as a recreational shooter or firearm owner. (Non-hunting sport shooters and firearm owners)

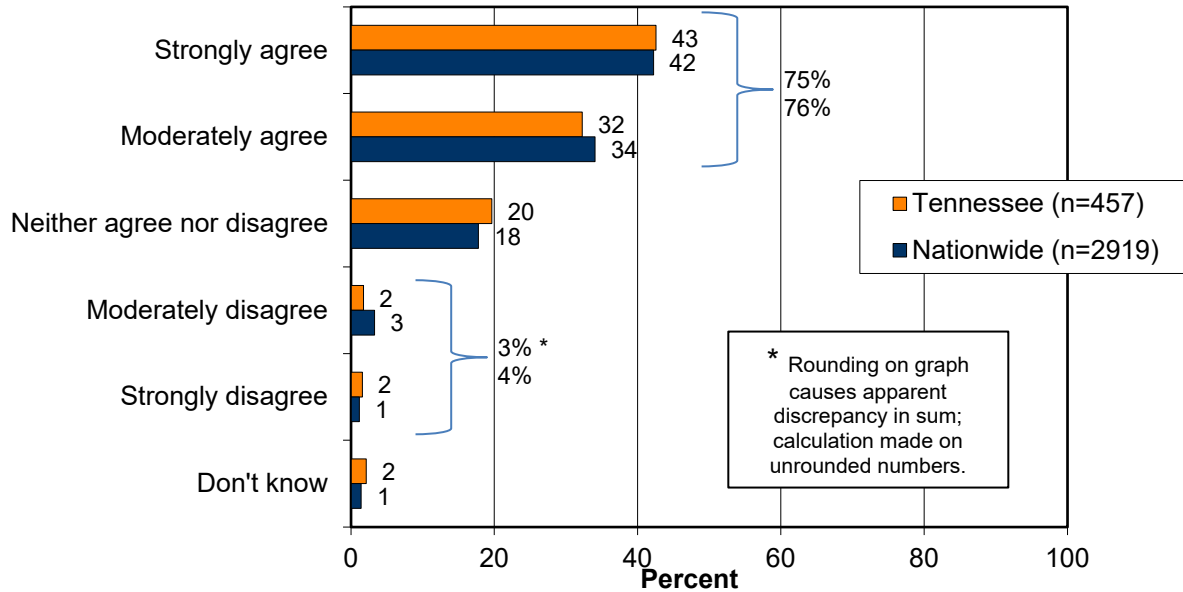


See pages 8-9 for an explanation of how to interpret these types of graphs.

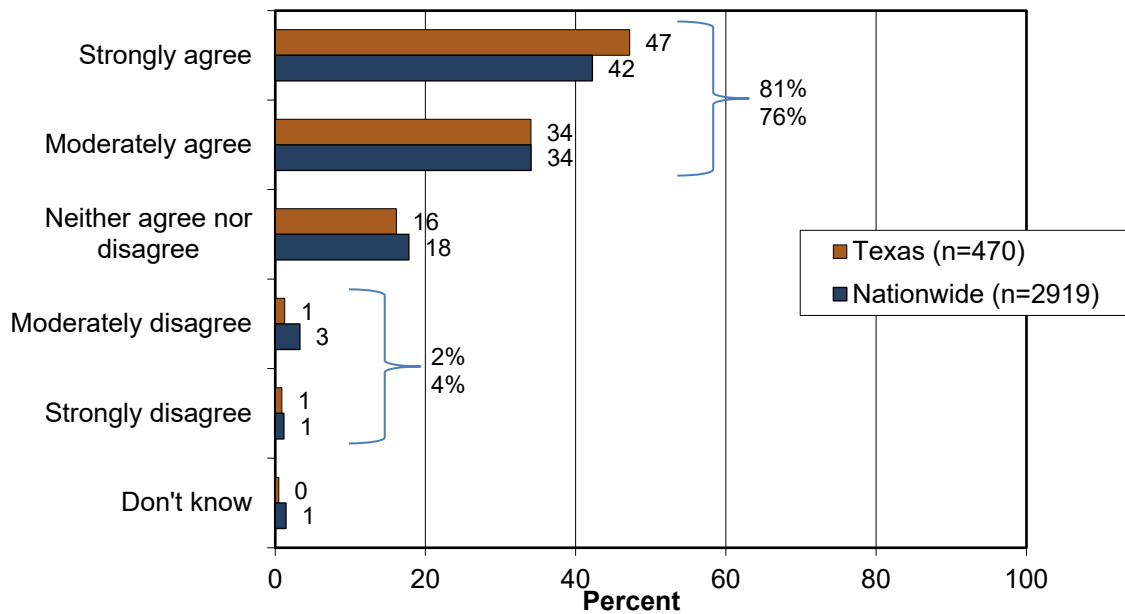
The regional analysis shows support ranging from 73% to 78%, with little marked differences among the regions. Opposition, likewise, is close in the regions: 4% or 5% in the regions. The two individual states are shown, as well, with no marked difference in shooters-owners overall and in Tennessee. However, Texas shooters-owners are a little more likely to agree than are shooters-owners overall.



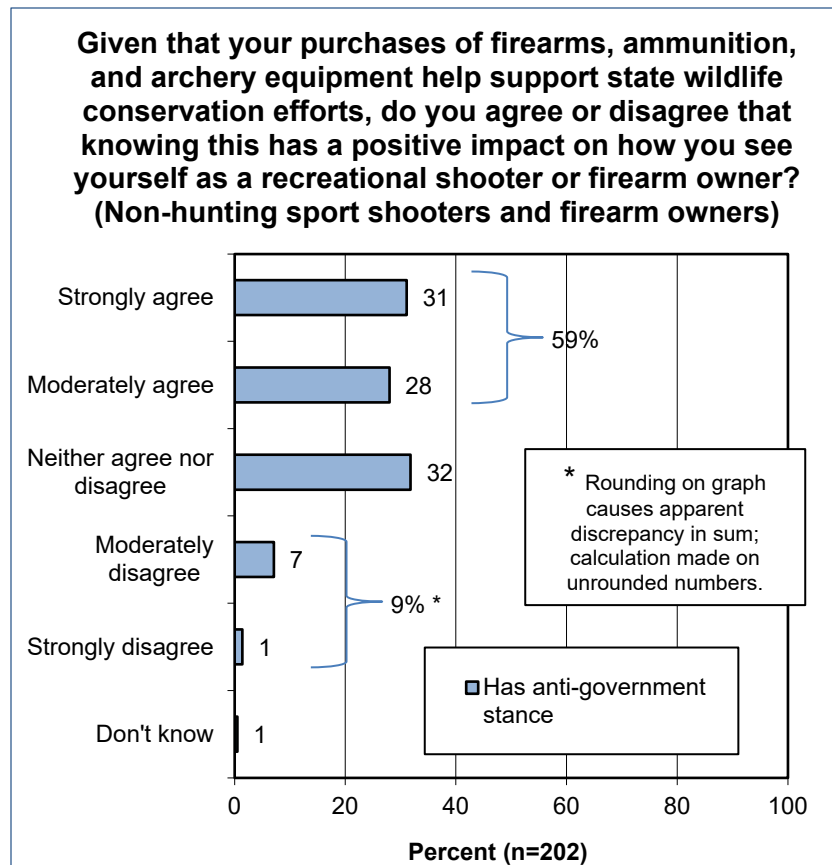
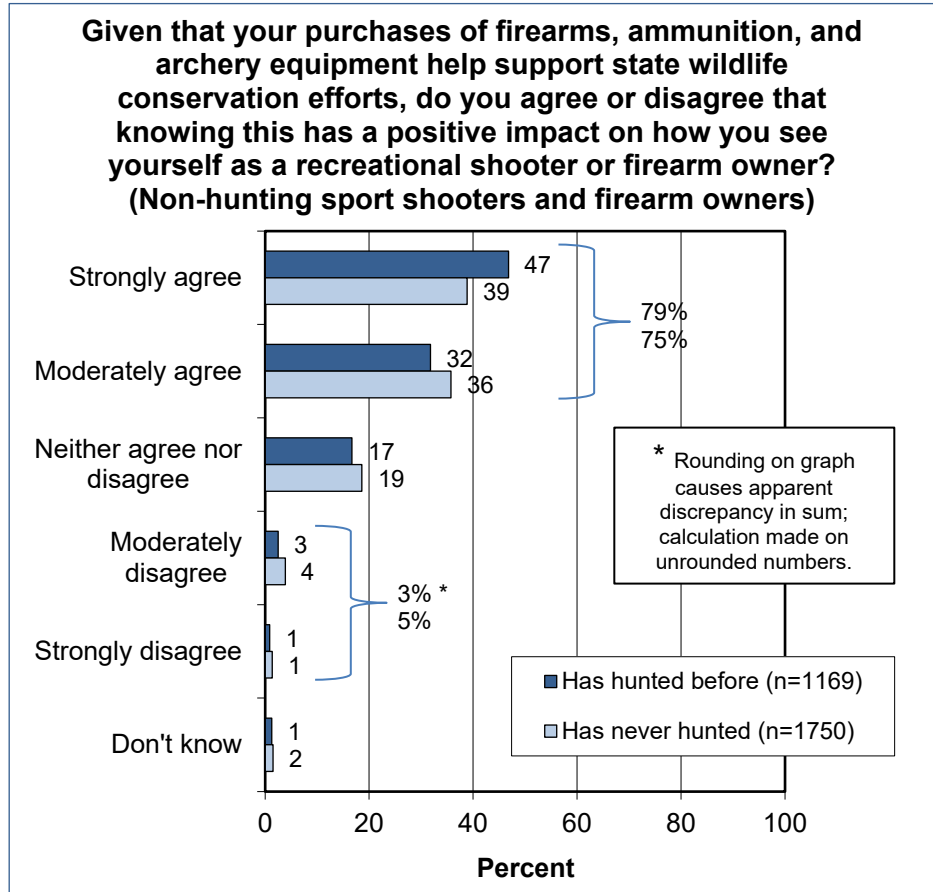
Given that your purchases of firearms, ammunition, and archery equipment help support state wildlife conservation efforts, do you agree or disagree that knowing this has a positive impact on how you see yourself as a recreational shooter or firearm owner? (Non-hunting sport shooters and firearm owners)



Given that your purchases of firearms, ammunition, and archery equipment help support state wildlife conservation efforts, do you agree or disagree that knowing this has a positive impact on how you see yourself as a recreational shooter or firearm owner? (Non-hunting sport shooters and firearm owners)

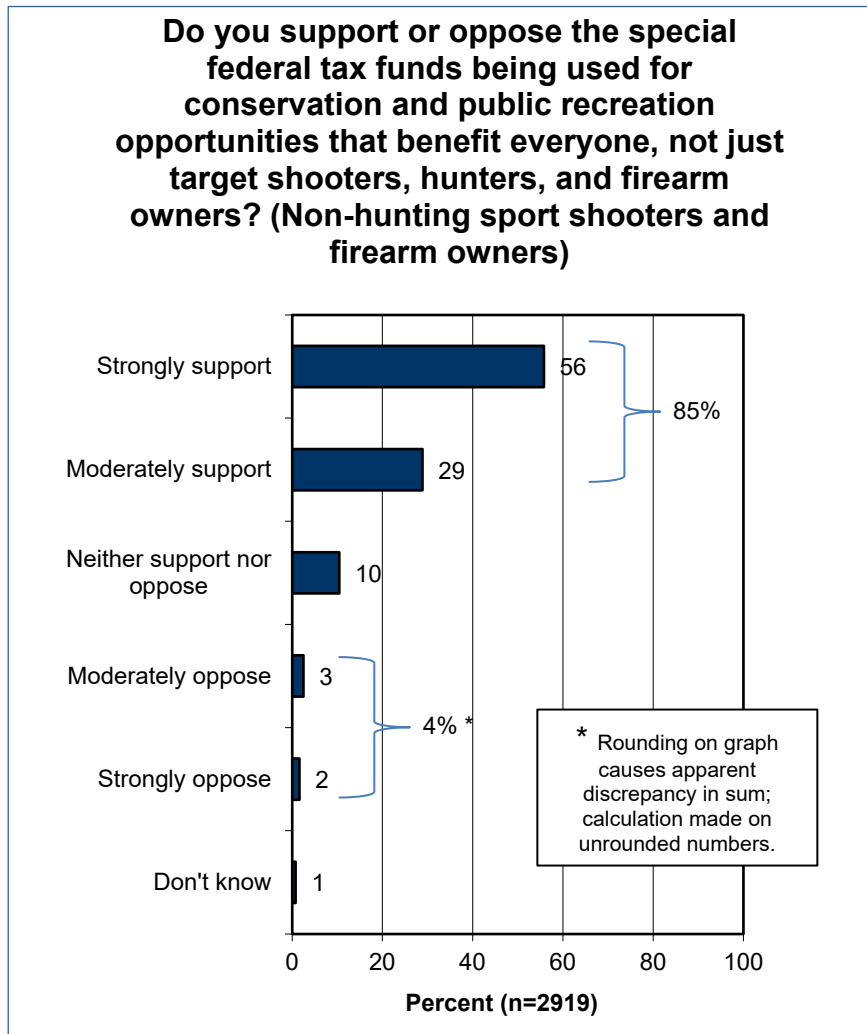


The graph is included of the crosstabulation of this question by having ever hunted versus never having hunted. Those who have hunted before are more likely to *strongly* agree on this question, while they are just slightly more likely to agree overall. Disagreement is not greatly different between the two groups.



One other analysis on this self-esteem question was run. A previously shown question in this section of the report (How do you think the funds generated by this special federal tax are used in the US?) found that 17% of shooters-owners gave a response that was related to the funds being wasted and/or an anti-government sentiment. These people are much less likely to agree than are shooters-owners overall: only 59% of them agree, while 9% disagree (compared to 76% and 4%, respectively, among all shooters-owners).

There is overwhelming support for using Federal Aid in Wildlife Restoration Program funds to benefit society as a whole, not just target shooters, hunters, and firearm owners: 85% support doing so, while only 4% are opposed. Note that the shooters-owners were first given information about the Program so that they could make an informed decision; that information is shown.



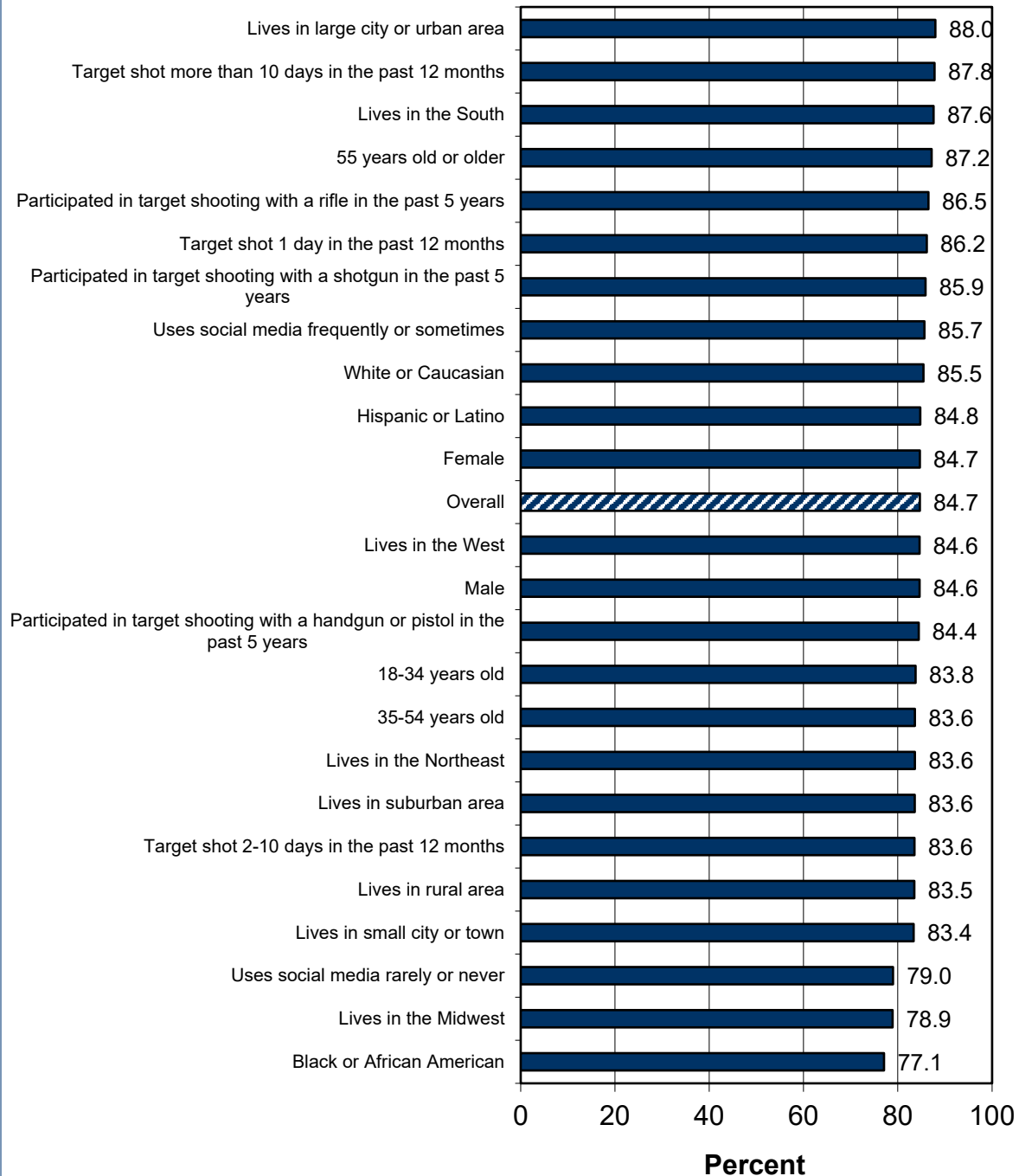
Prior to the next question, the following statement was made:

Currently, funds from the special federal tax on firearms, ammunition, and archery equipment contribute to the efforts we just asked you about. Therefore, through their spending on their activities and equipment, target shooters, firearm owners, and hunters all contribute significantly to wildlife and habitat conservation in the U.S.

While the funds do enhance hunting and target shooting opportunities, the funds also contribute to many aspects of wildlife conservation that benefit non-shooters and non-hunters as well. For example, wildlife viewers, photographers, hikers, mountain bikers, campers, artists, recreationists who use public lands, and general citizens who enjoy the results of healthy and well-managed wildlife populations and habitat all benefit.

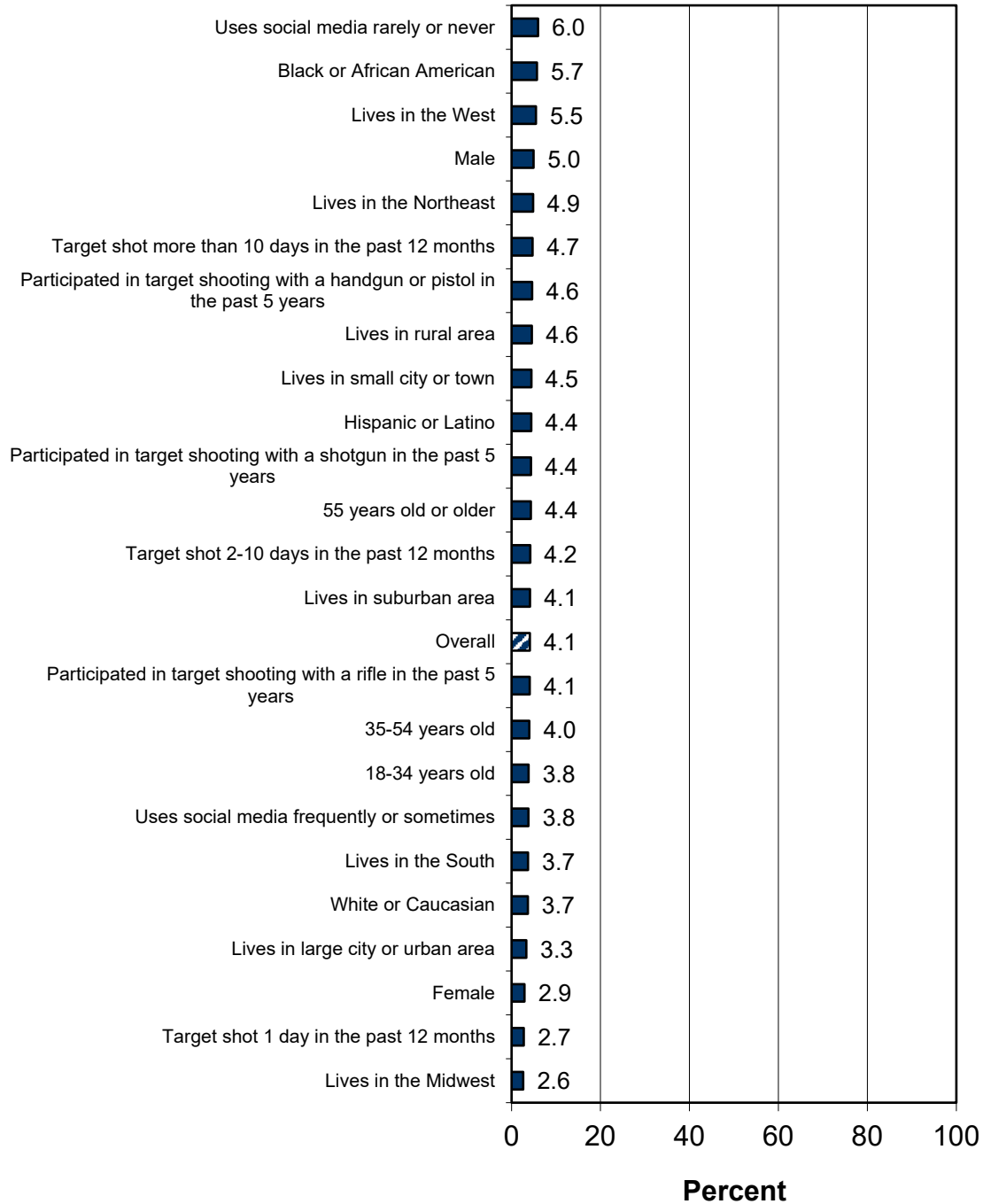
Demographic analyses were run on this question, which showed no marked differences among the groups on support for or opposition to this. The top group in support is less than 4 percentage points higher than shooters-owners overall, while the entire range of opposition is less than 4 percentage points (2.6% to 6.0%). These graphs start on the next page.

Percent of the following groups who support the special federal tax funds being used for conservation and public recreation opportunities that benefit everyone, not just target shooters, hunters, and firearm owners. (Non-hunting sport shooters and firearm owners)



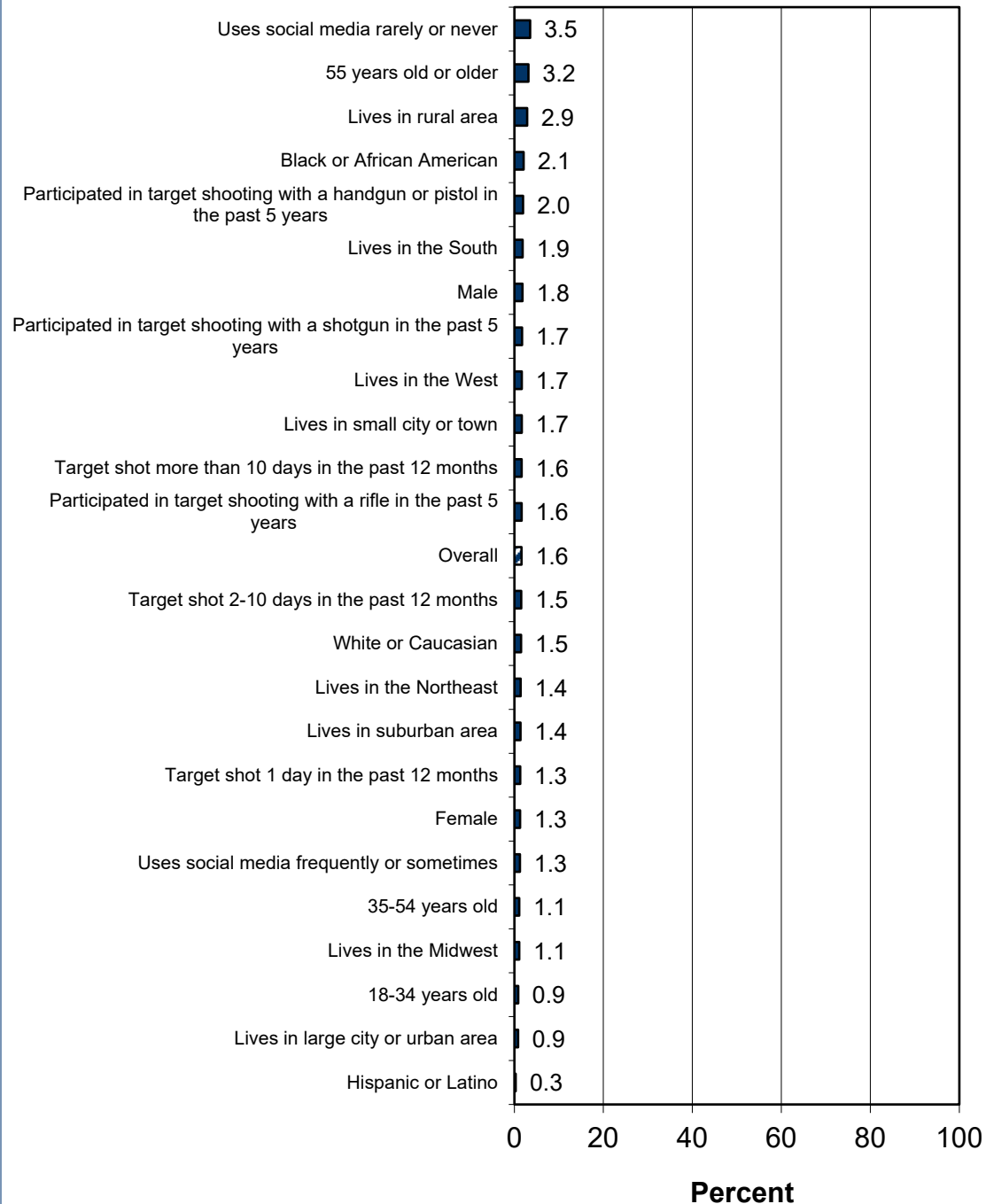
See pages 8-9 for an explanation of how to interpret these types of graphs.

Percent of the following groups who oppose the special federal tax funds being used for conservation and public recreation opportunities that benefit everyone, not just target shooters, hunters, and firearm owners. (Non-hunting sport shooters and firearm owners)



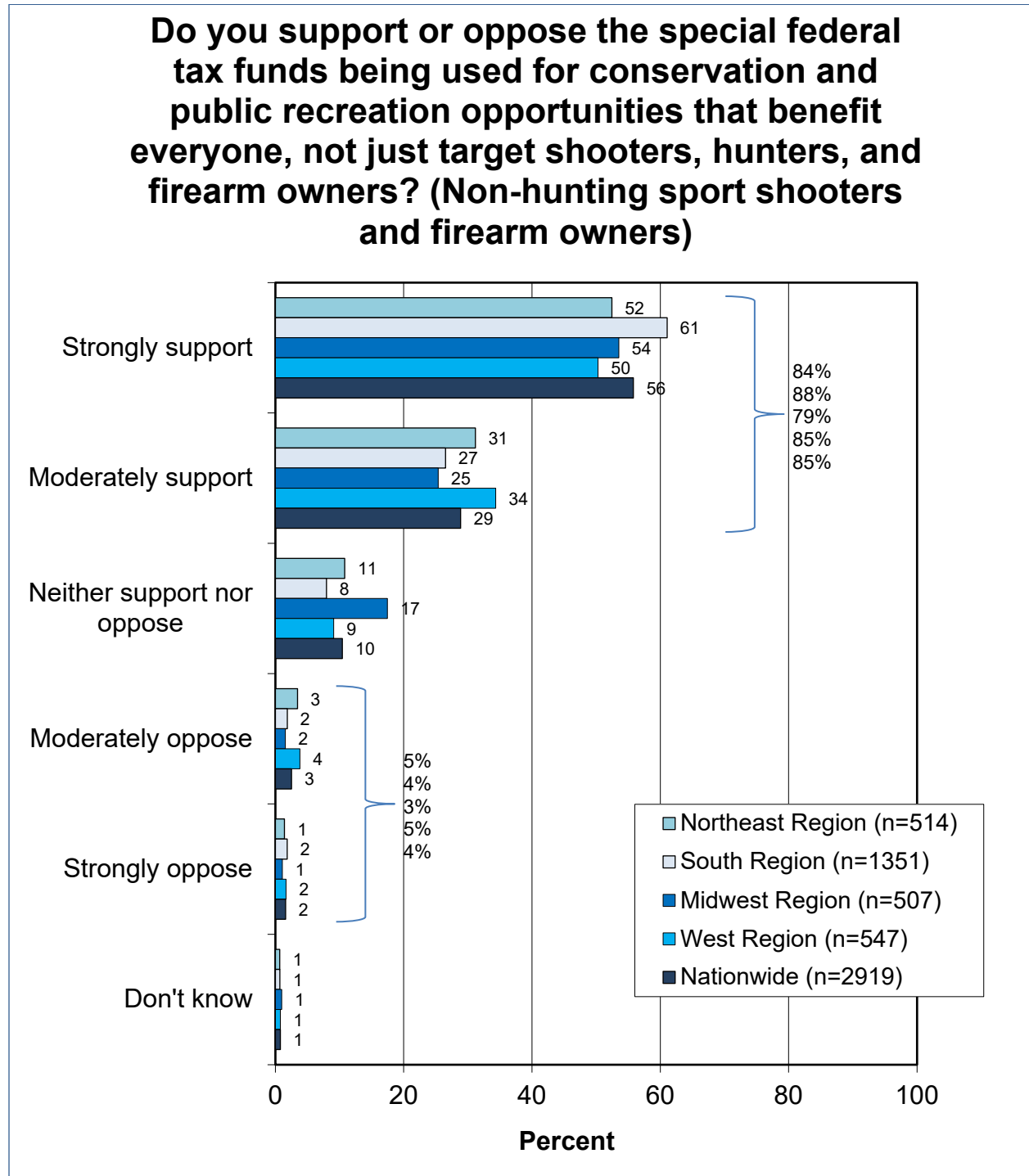
See pages 8-9 for an explanation of how to interpret these types of graphs.

Percent of the following groups who *strongly* oppose the special federal tax funds being used for conservation and public recreation opportunities that benefit everyone, not just target shooters, hunters, and firearm owners. (Non-hunting sport shooters and firearm owners)

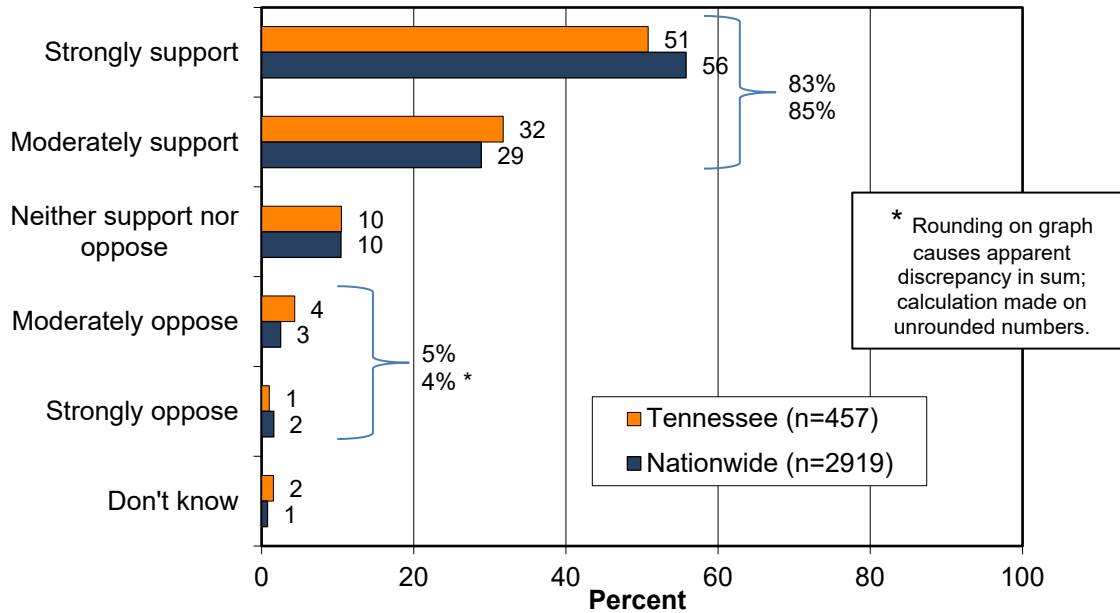


See pages 8-9 for an explanation of how to interpret these types of graphs.

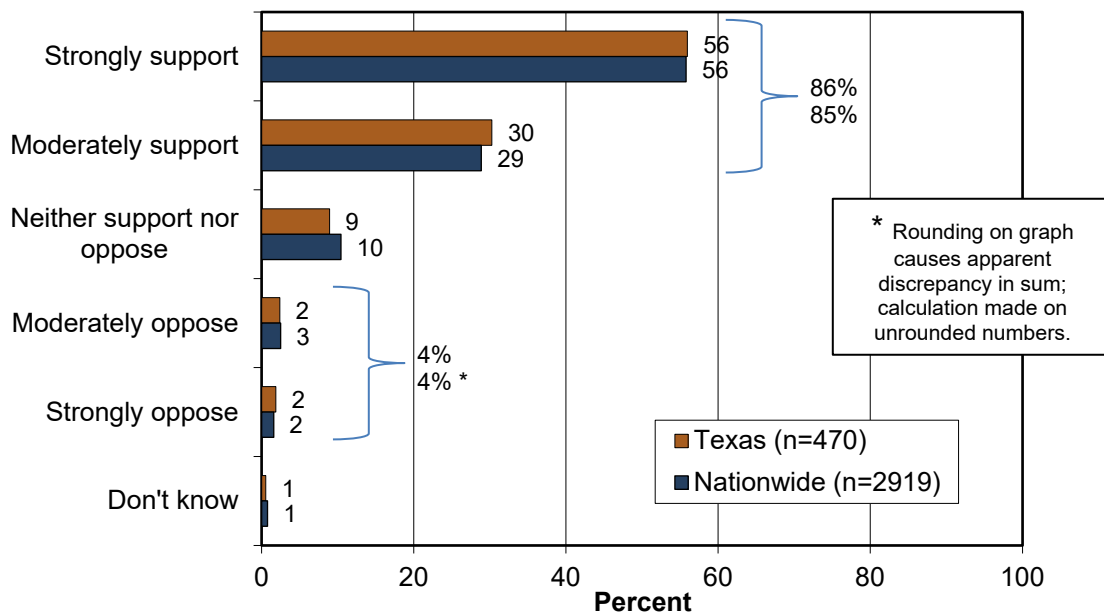
The South Region has the highest support (88% support this), while the Midwest Region has the lowest support (79%). Nonetheless, support is still overwhelmingly high, particularly compared to opposition, which is no more than 5% in any region. The states are not much different from nationwide results in overall support or opposition (graphs appear on the next page).



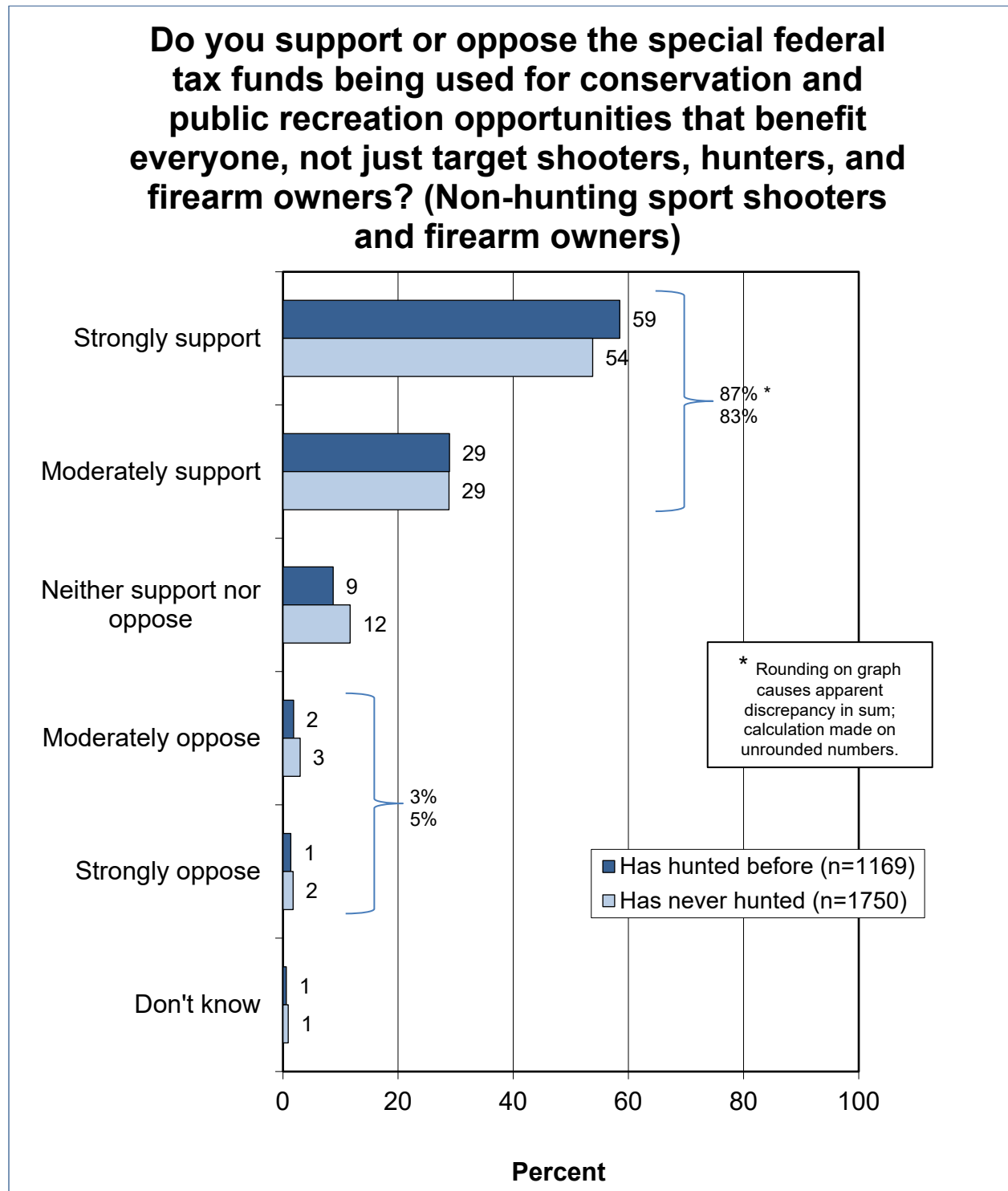
Do you support or oppose the special federal tax funds being used for conservation and public recreation opportunities that benefit everyone, not just target shooters, hunters, and firearm owners? (Non-hunting sport shooters and firearm owners)



Do you support or oppose the special federal tax funds being used for conservation and public recreation opportunities that benefit everyone, not just target shooters, hunters, and firearm owners? (Non-hunting sport shooters and firearm owners)



Those who have hunted previously (but not within the past 5 years, as determined by a screener question in the survey) are more supportive than those who have never hunted, but only by a relatively small amount (87% to 83%).



PRIORITIES OF AGENCY EFFORTS

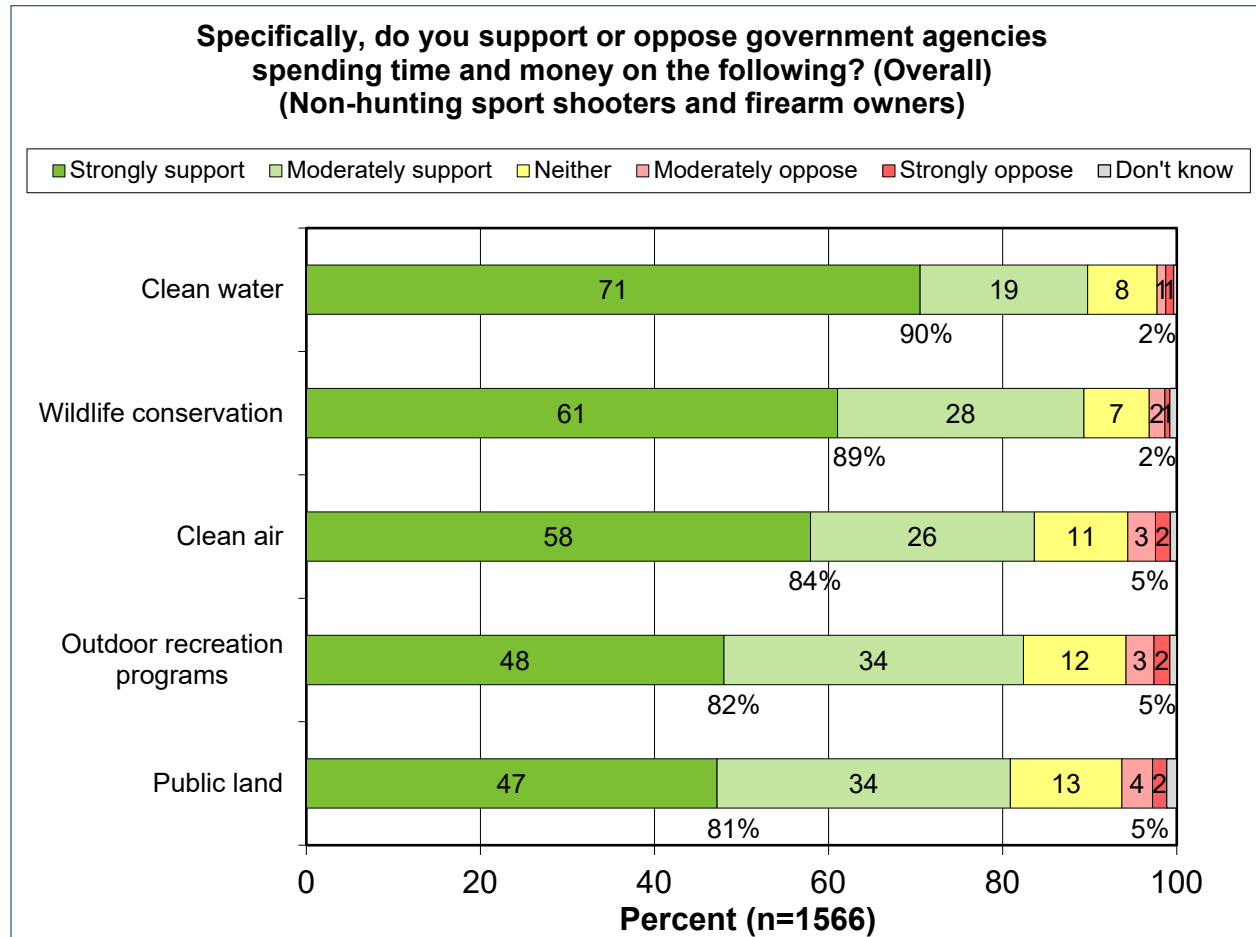
Two series of questions probed the opinions of shooters-owners on agency priorities. The first had very general efforts/goals (e.g., clean water), while the second series had more specific efforts (e.g., providing hunter education, including firearm safety). The section ended with an open-ended question asking about other programs and efforts that shooters-owners wanted to see funded with the taxes.

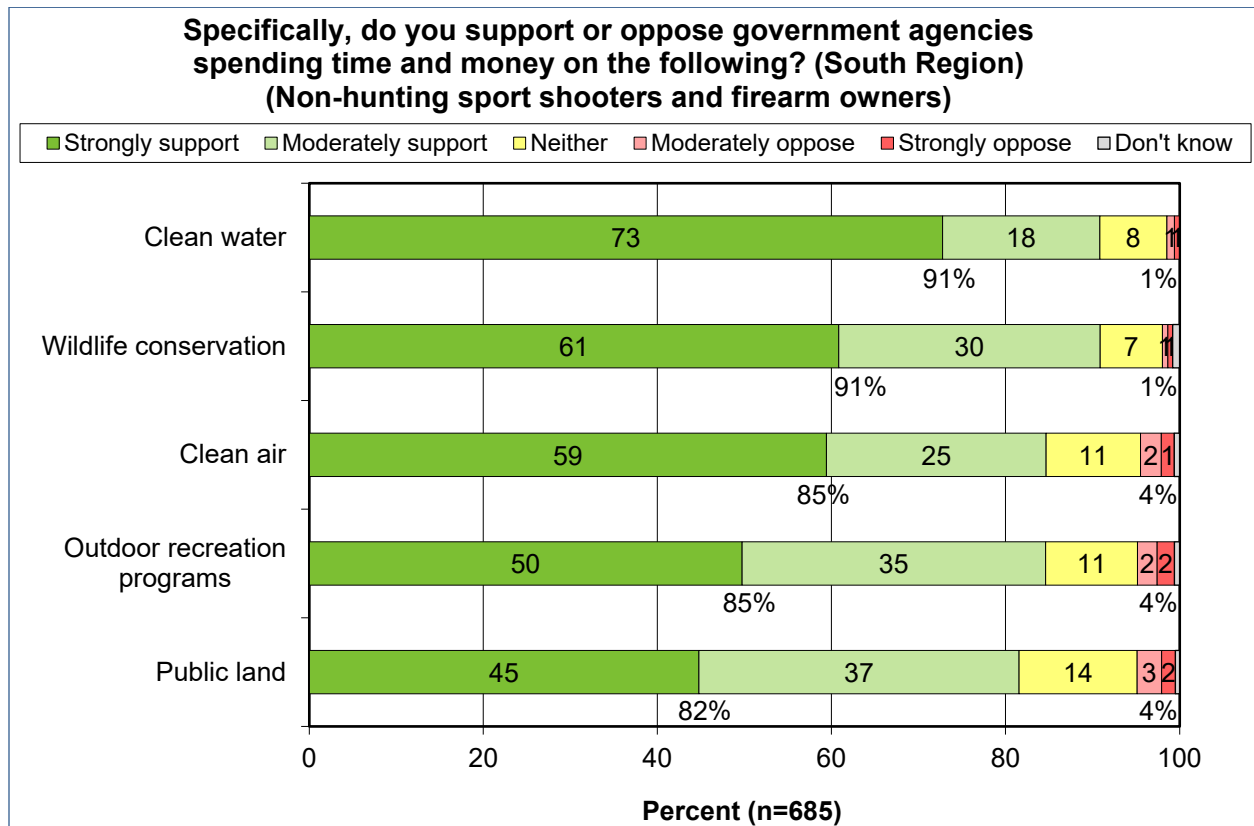
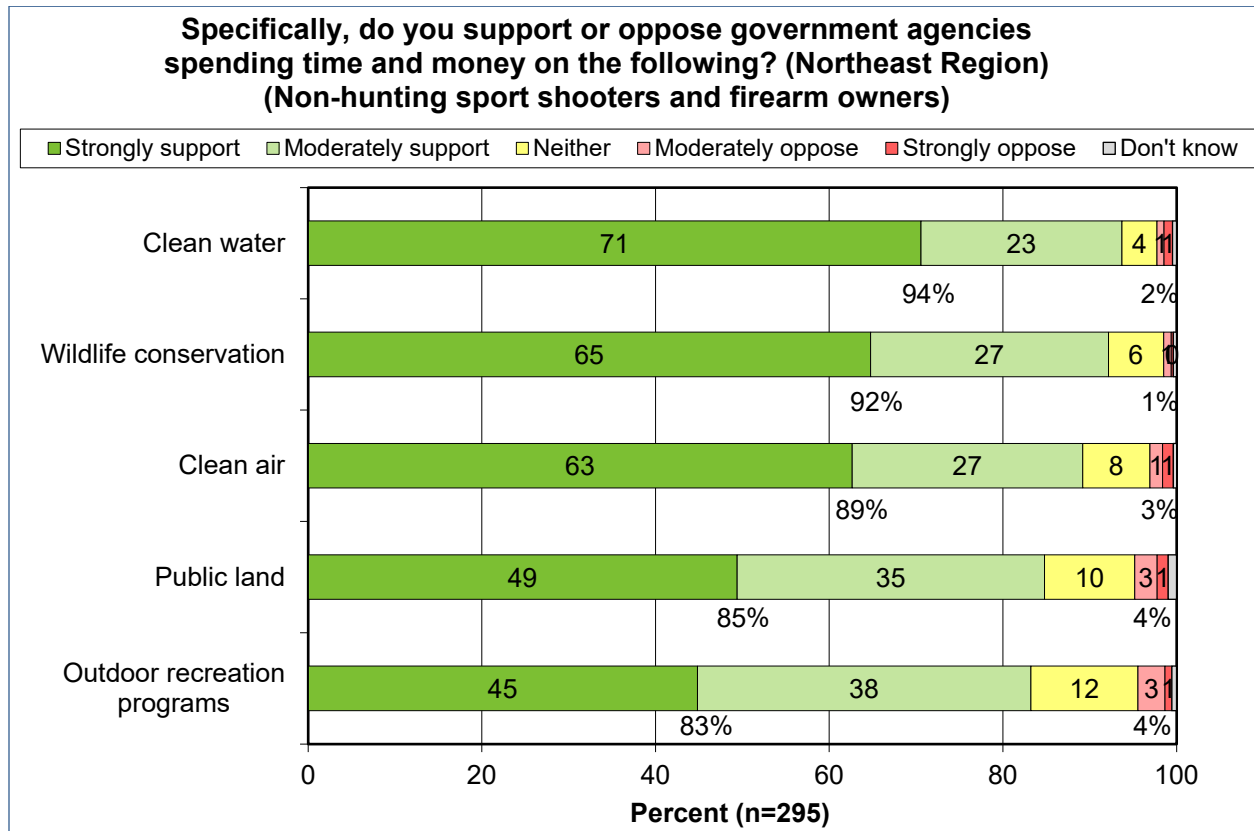
CHAPTER SUMMARY

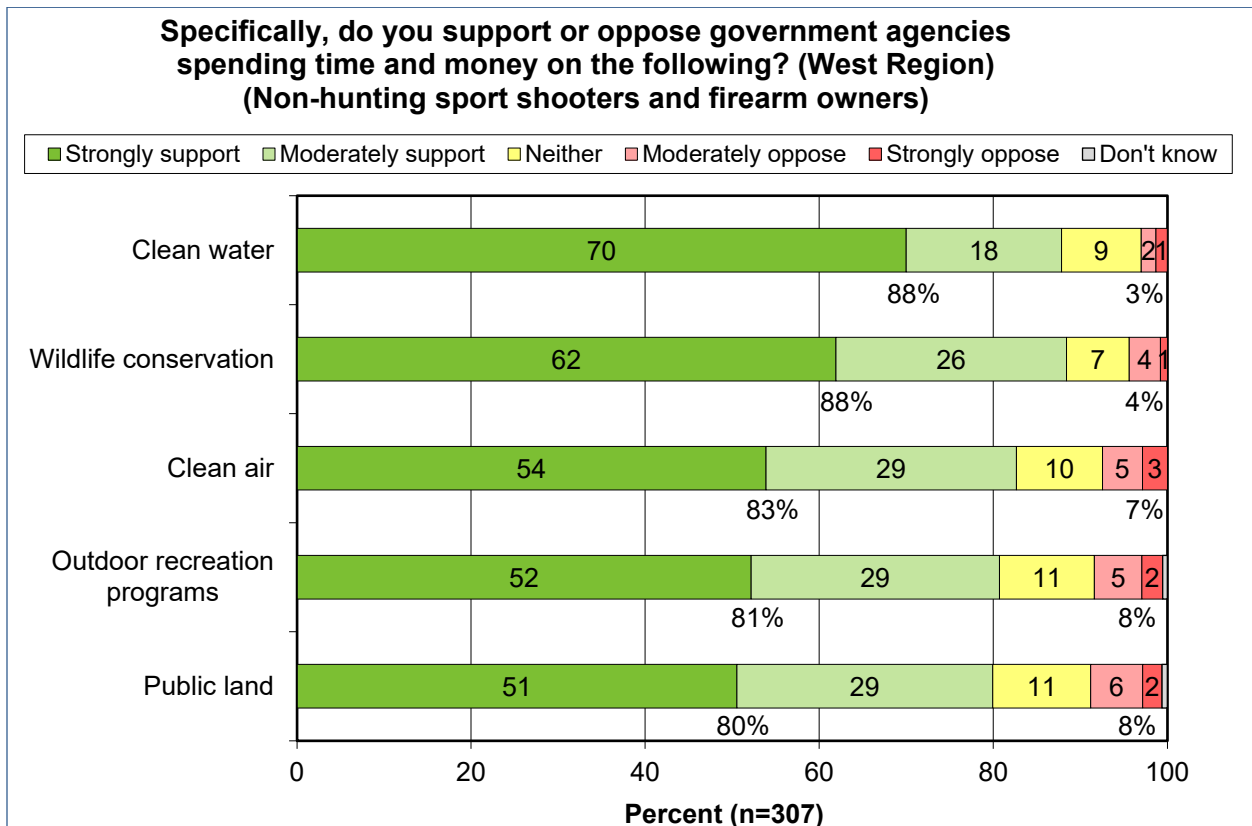
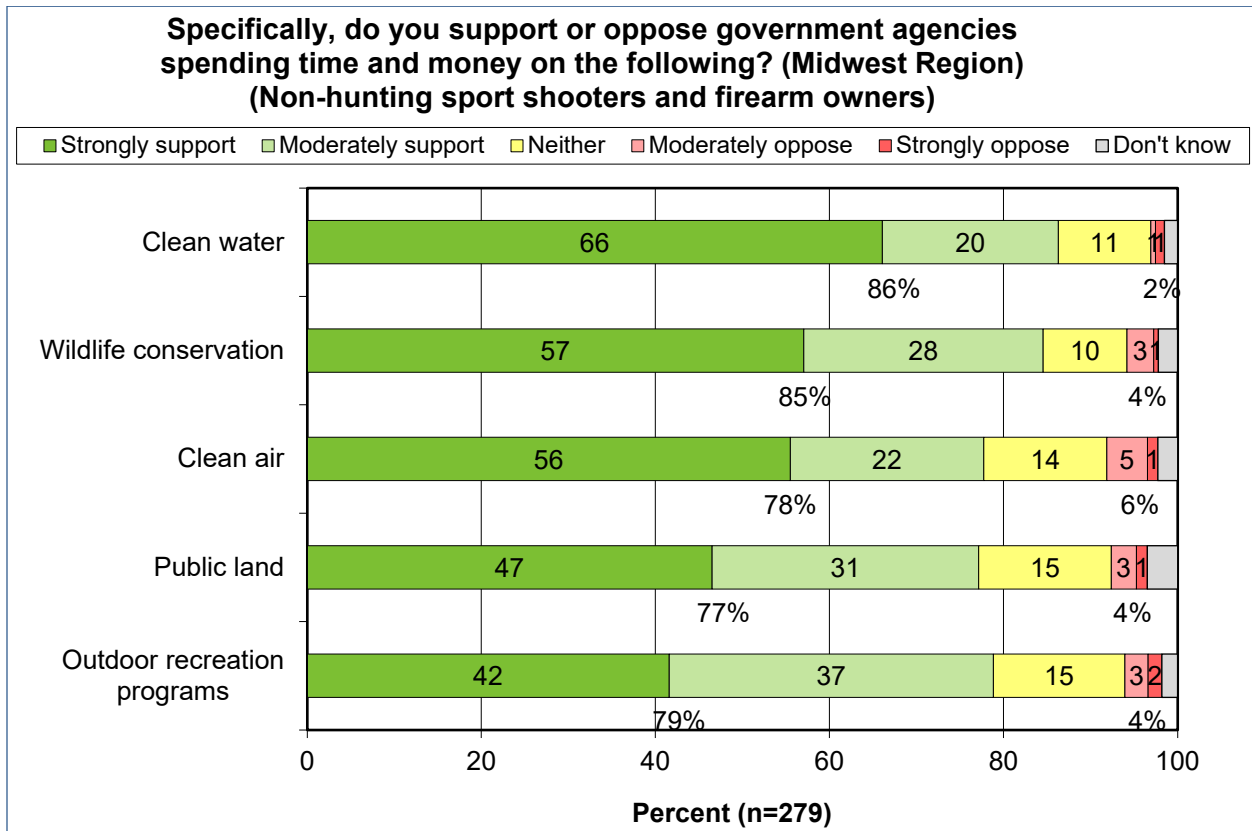
- **Clean water as an agency goal resonates well—it is the top-named item on which shooters-owners want government agencies to spend time and money. Wildlife conservation also resonates well. They both resonate better than the human-benefiting effort of outdoor recreation programs.**
 - Among shooters-owners, 71% *strongly* support and 90% support overall (*strongly* and *moderately* combined) having government agencies spend time and money on clean water. Wildlife conservation has 61% *strongly* supporting and 89% supporting overall. The results are similar in all the regions.
- **In the series of more specific agency efforts, the provision of hunter education is the top-ranked priority of state fish and wildlife agencies, among shooters-owners. A second tier of efforts highly supported are ecological efforts (such as protecting and improving habitat) rather than efforts that benefit humans directly (such as establishing and developing shooting ranges).**
 - The top item was well supported even though this sample does not hunt yet pays the Program taxes.
- **Two shooting-related efforts are of interest: 75% support (with 42% *strongly* supporting) having the agency enhance target shooting opportunities for firearms and archery, and 78% support (with 41% *strongly* supporting) having the agency establish and develop shooting ranges.**
 - Opposition is low to both: 6% oppose the former and 5% oppose the latter effort.
- **In the open-ended question, protecting wildlife and habitat are the most commonly named efforts that shooters-owners want funded with the federal taxes.**
 - Education, including firearm safety education, was also deemed important.

RESULTS

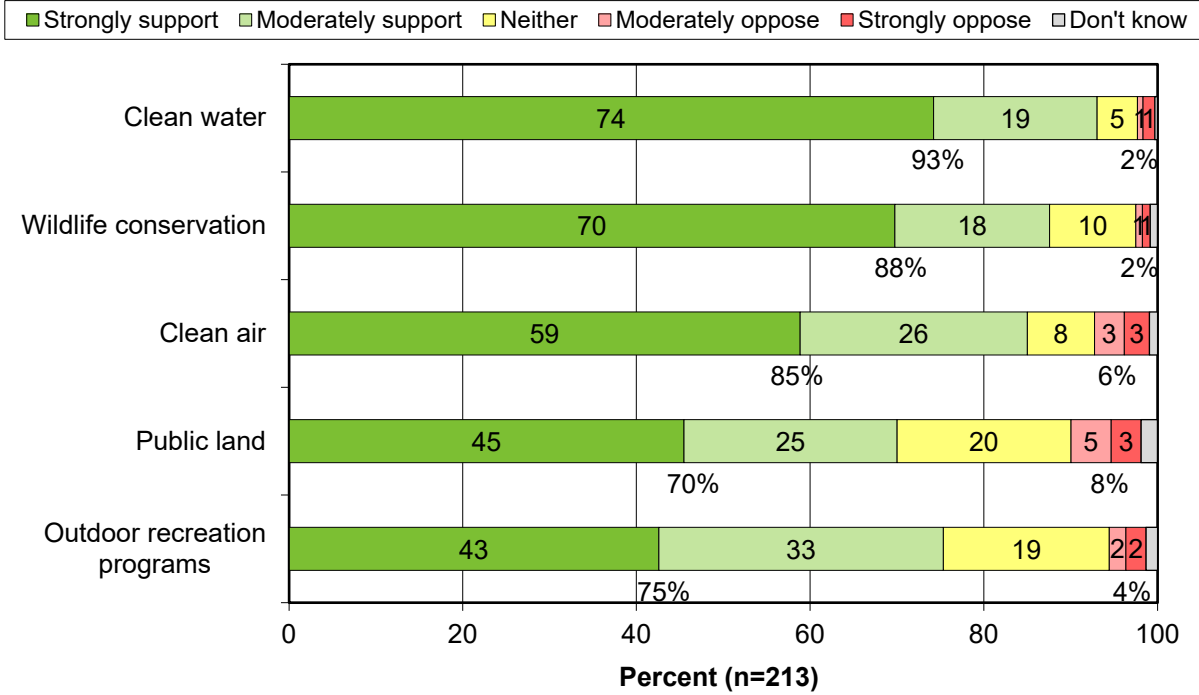
One set of questions explored agency priorities, asking about support for or opposition to having government agencies spend time and money on various general efforts. Clean water resonates very well, with 90% supporting spending on that. Also high is wildlife conservation (89% support). These two in the top tier are much more supported than the rest, although all have high support. (On these graphs, the sums of support and oppose are shown below each bar; they are summed on unrounded numbers. Additionally, the values for “don’t know” were removed from the graph for legibility.)



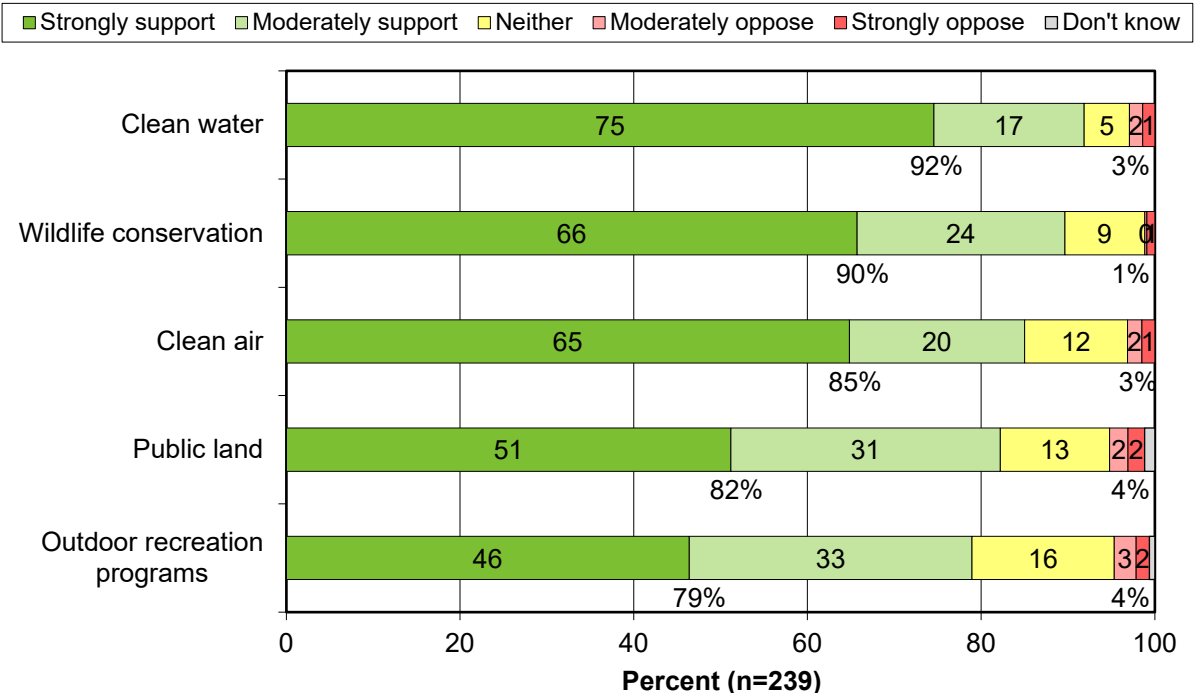




**Specifically, do you support or oppose government agencies spending time and money on the following? (Tennessee)
(Non-hunting sport shooters and firearm owners)**

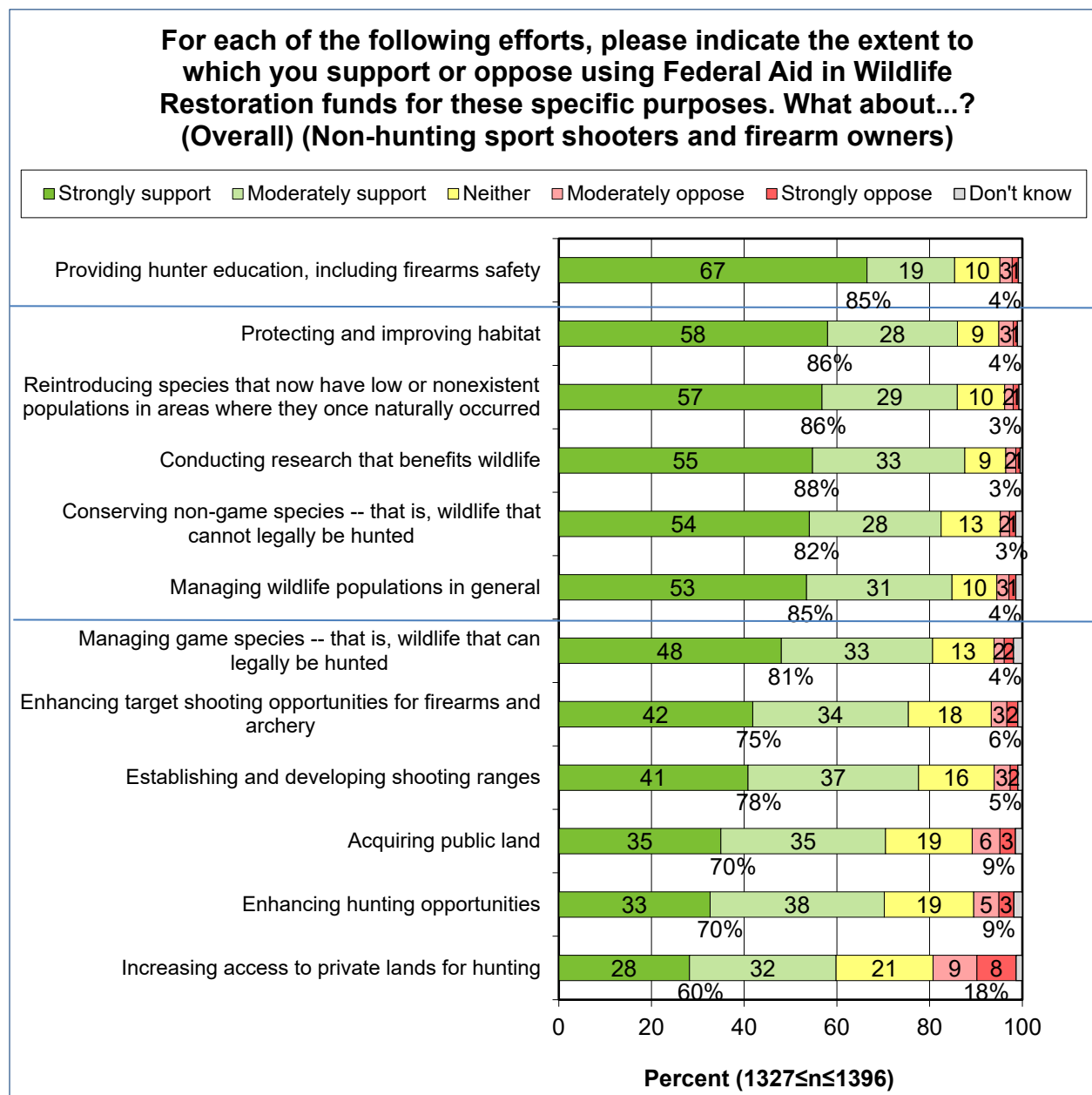


**Specifically, do you support or oppose government agencies spending time and money on the following? (Texas)
(Non-hunting sport shooters and firearm owners)**



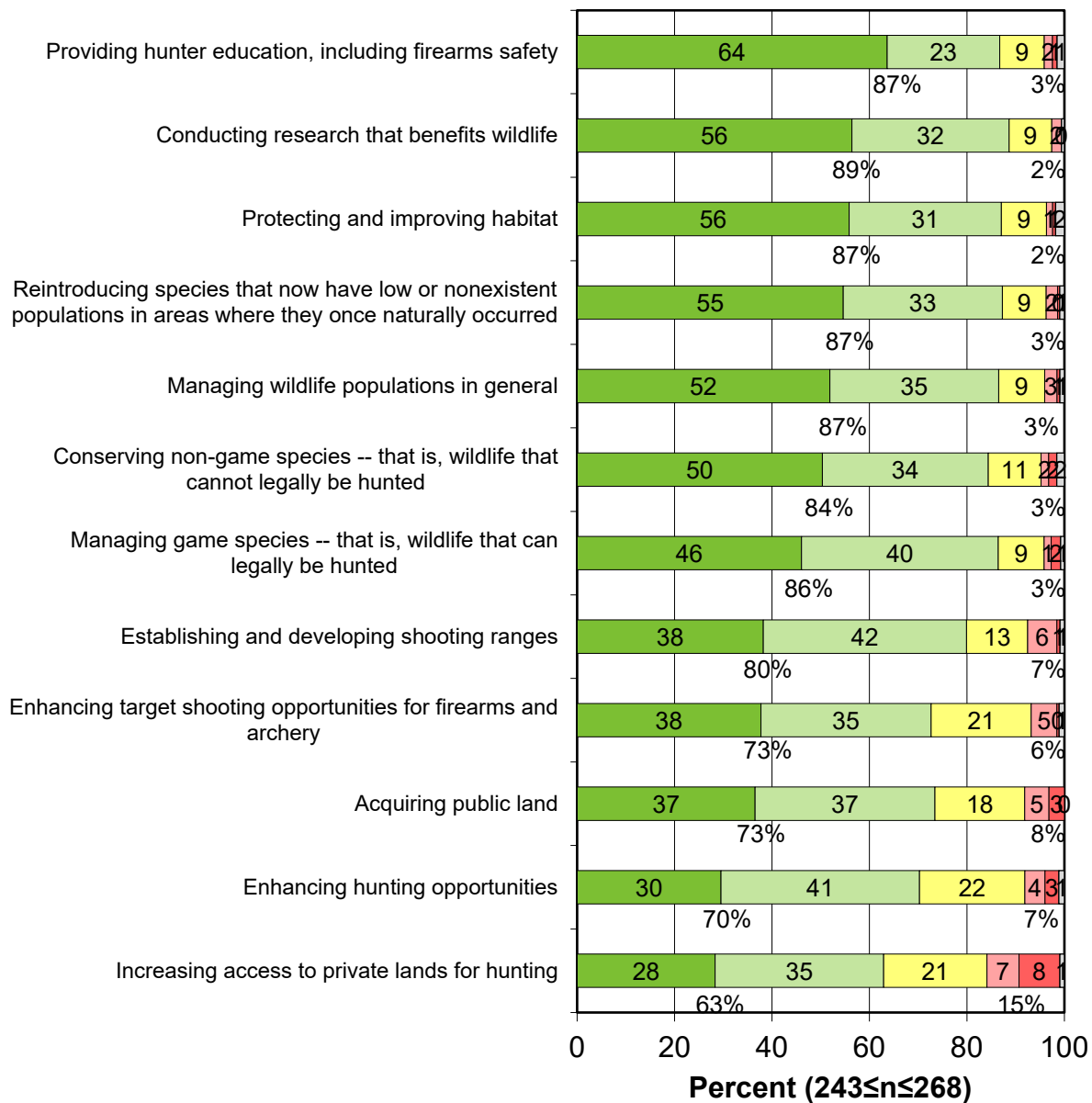
The provision of hunter education is the top-ranked priority of state fish and wildlife agencies, among shooters-owners. This is interesting in light of the fact that this sample does not hunt yet pays the Program taxes. This was determined from a series of questions that presented 12 efforts for which Federal Aid in Wildlife Restoration funds are used to shooters-owners, asking them if they supported or opposed each effort.

A second tier of efforts (indicated by lines across the graph) in the survey rankings are mostly related to ecological efforts (such as protecting and improving habitat) rather than efforts that benefit humans directly (such as establishing and developing shooting ranges). These second tier efforts have a majority *strongly* supporting and more than 80% in overall support. The “don’t know” values have been removed from the graph for legibility. The four regional and two state graphs are also presented.

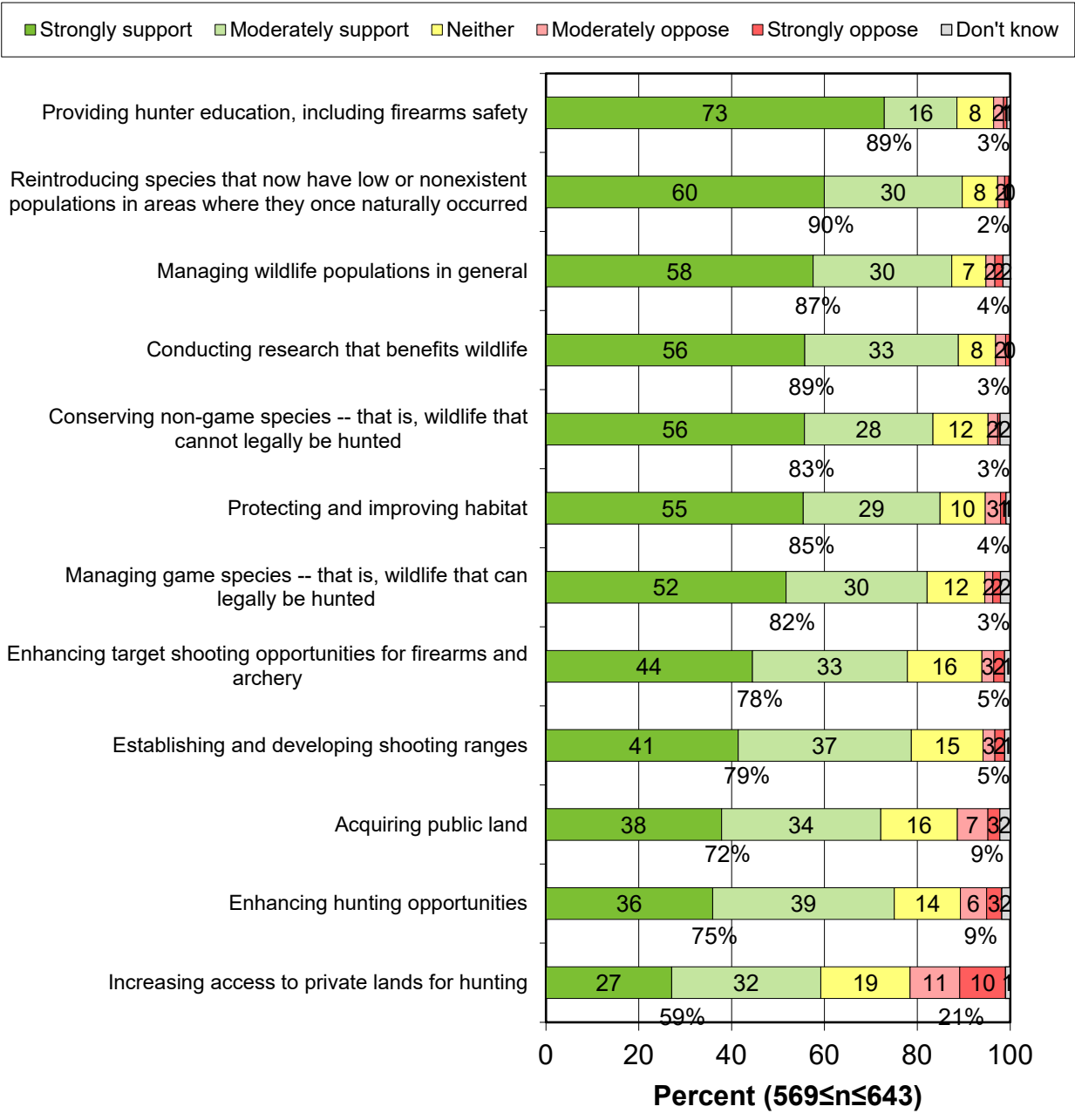


For each of the following efforts, please indicate the extent to which you support or oppose using Federal Aid in Wildlife Restoration funds for these specific purposes. What about...? (Northeast Region) (Non-hunting sport shooters and firearm owners)

■ Strongly support
 ■ Moderately support
 ■ Neither
 ■ Moderately oppose
 ■ Strongly oppose
 ■ Don't know

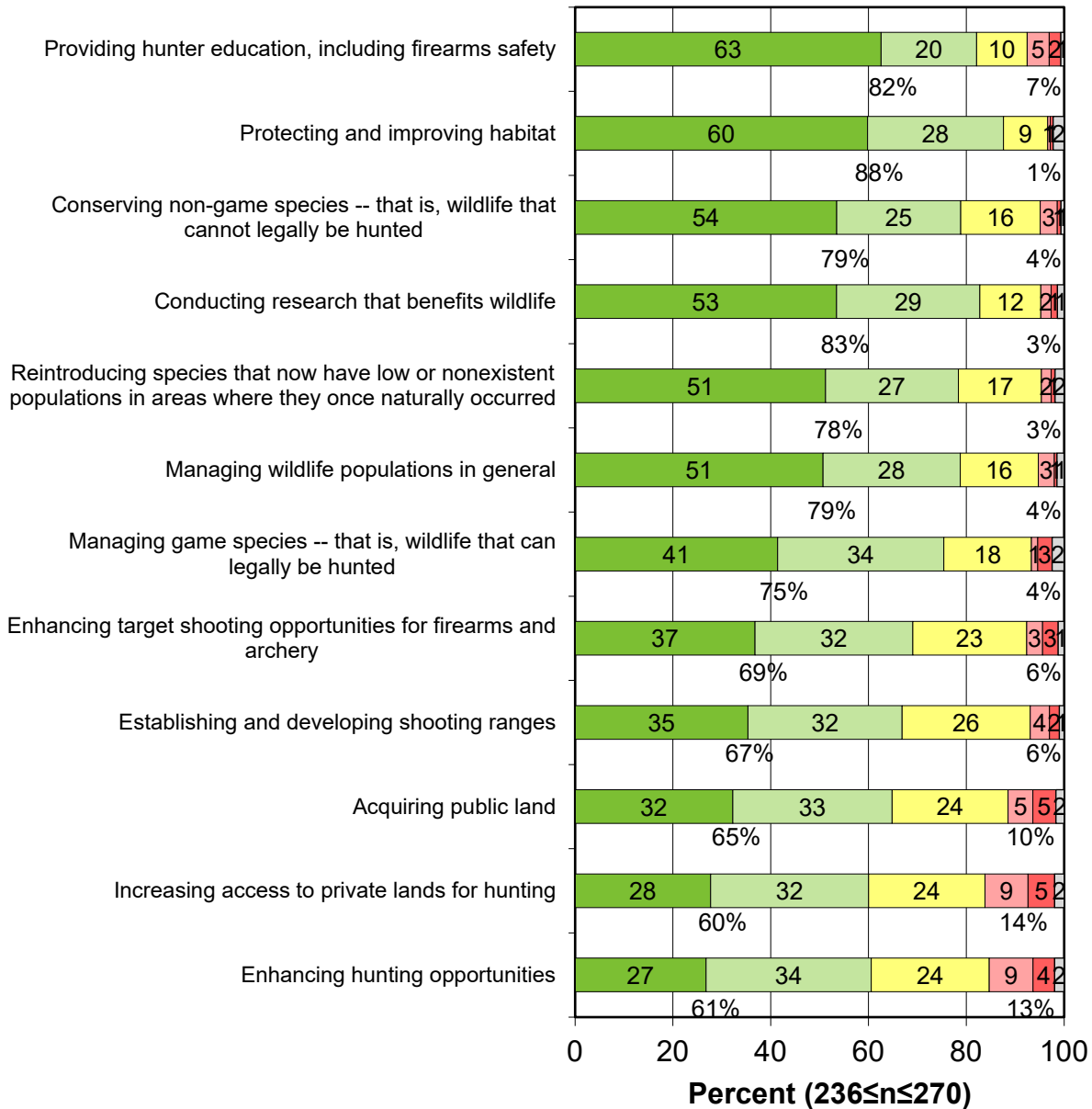


For each of the following efforts, please indicate the extent to which you support or oppose using Federal Aid in Wildlife Restoration funds for these specific purposes. What about...? (South Region) (Non-hunting sport shooters and firearm owners)



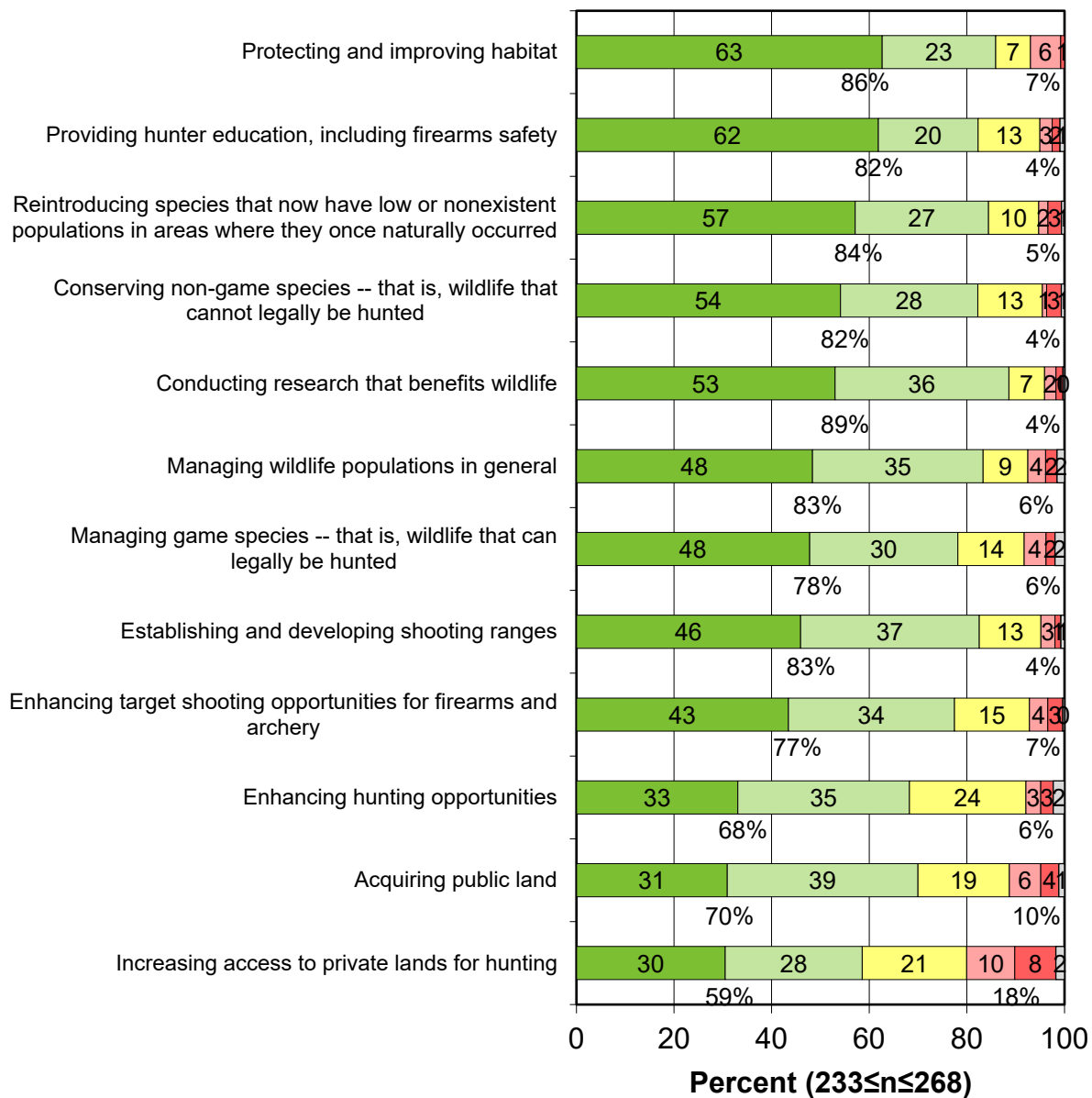
For each of the following efforts, please indicate the extent to which you support or oppose using Federal Aid in Wildlife Restoration funds for these specific purposes. What about...? (Midwest Region) (Non-hunting sport shooters and firearm owners)

■ Strongly support
 ■ Moderately support
 ■ Neither
 ■ Moderately oppose
 ■ Strongly oppose
 ■ Don't know



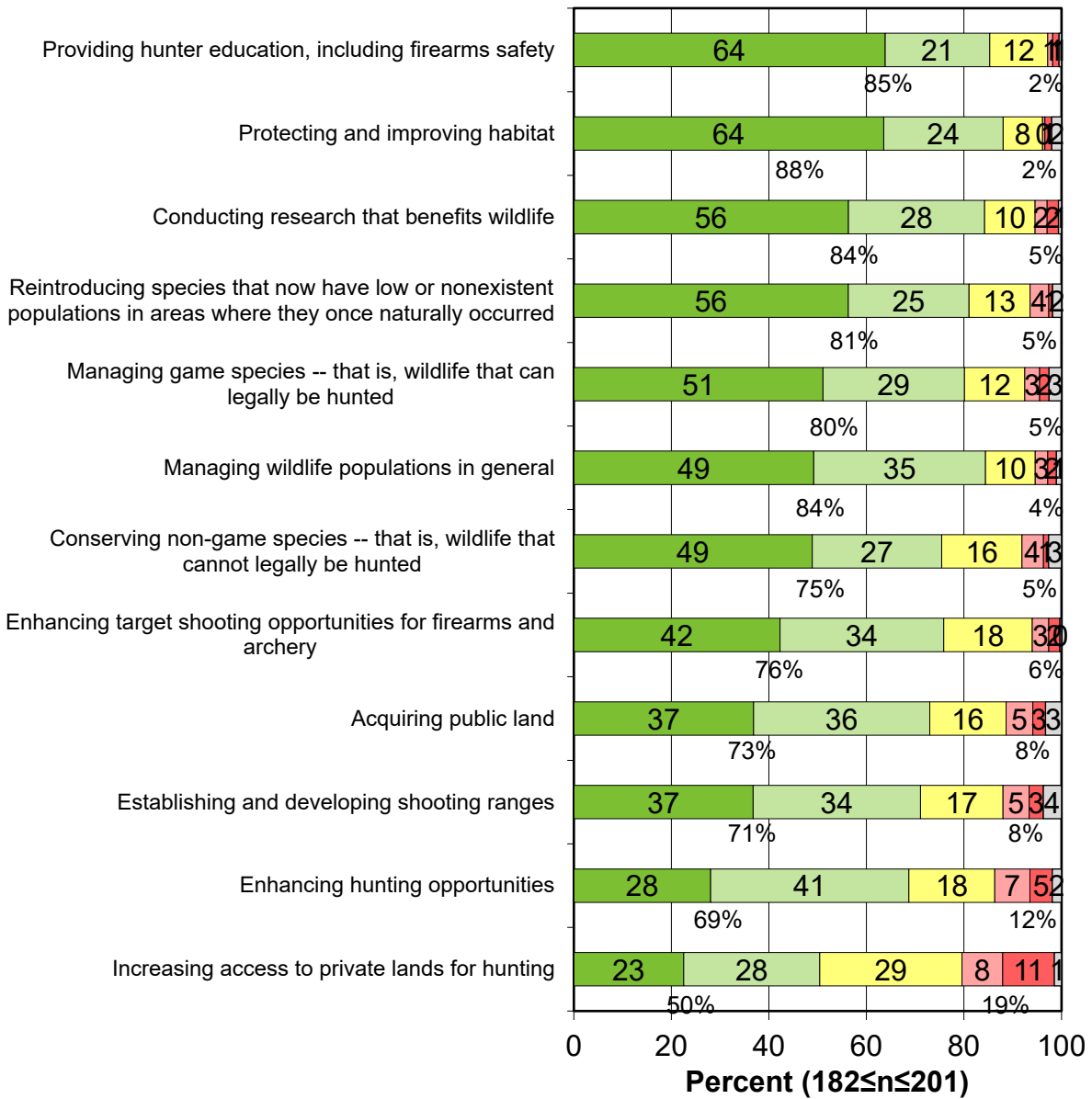
For each of the following efforts, please indicate the extent to which you support or oppose using Federal Aid in Wildlife Restoration funds for these specific purposes. What about...? (West Region) (Non-hunting sport shooters and firearm owners)

■ Strongly support
 ■ Moderately support
 ■ Neither
 ■ Moderately oppose
 ■ Strongly oppose
 ■ Don't know



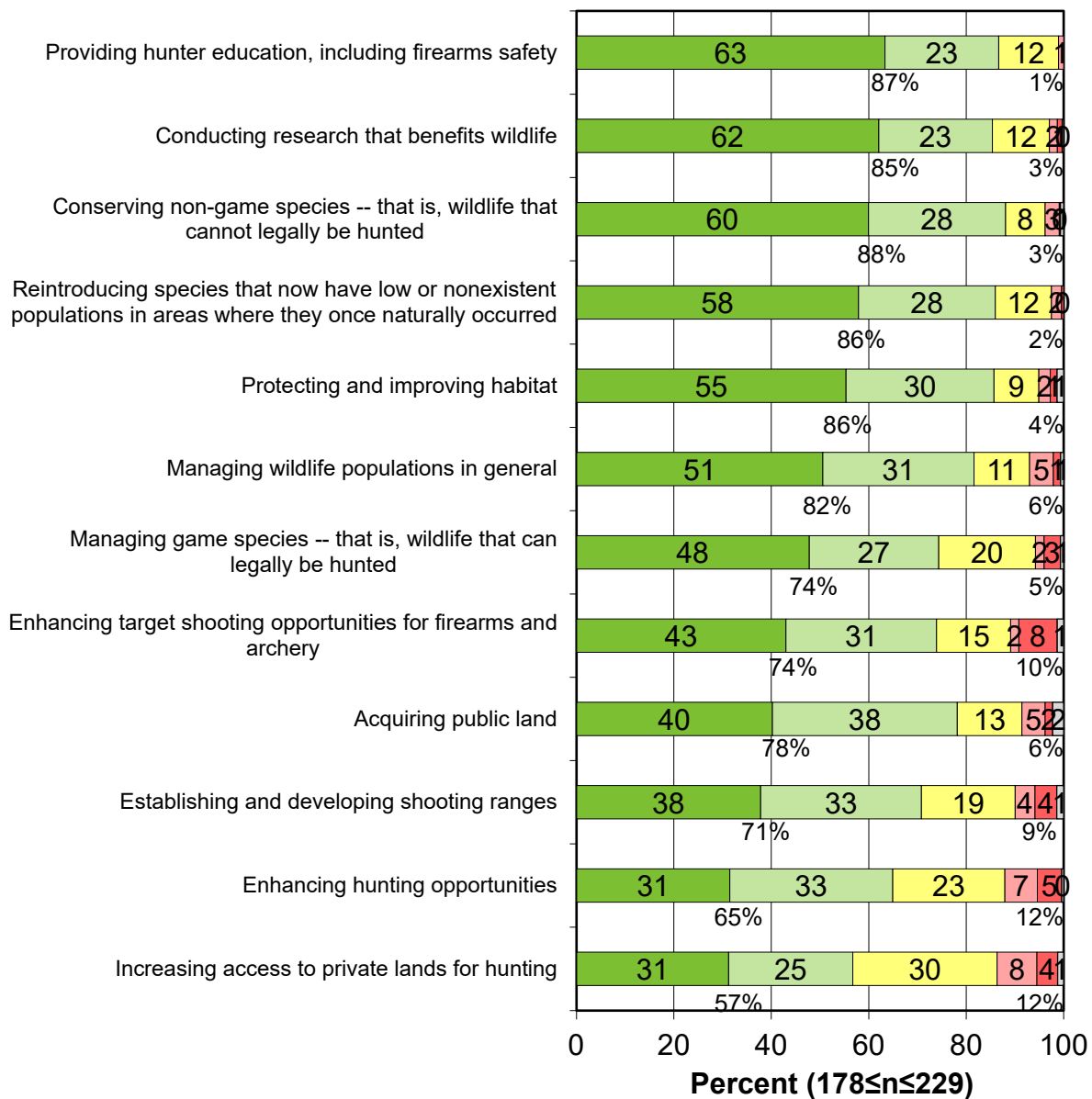
For each of the following efforts, please indicate the extent to which you support or oppose using Federal Aid in Wildlife Restoration funds for these specific purposes. What about...? (Tennessee) (Non-hunting sport shooters and firearm owners)

■ Strongly support
 ■ Moderately support
 ■ Neither
 ■ Moderately oppose
 ■ Strongly oppose
 ■ Don't know

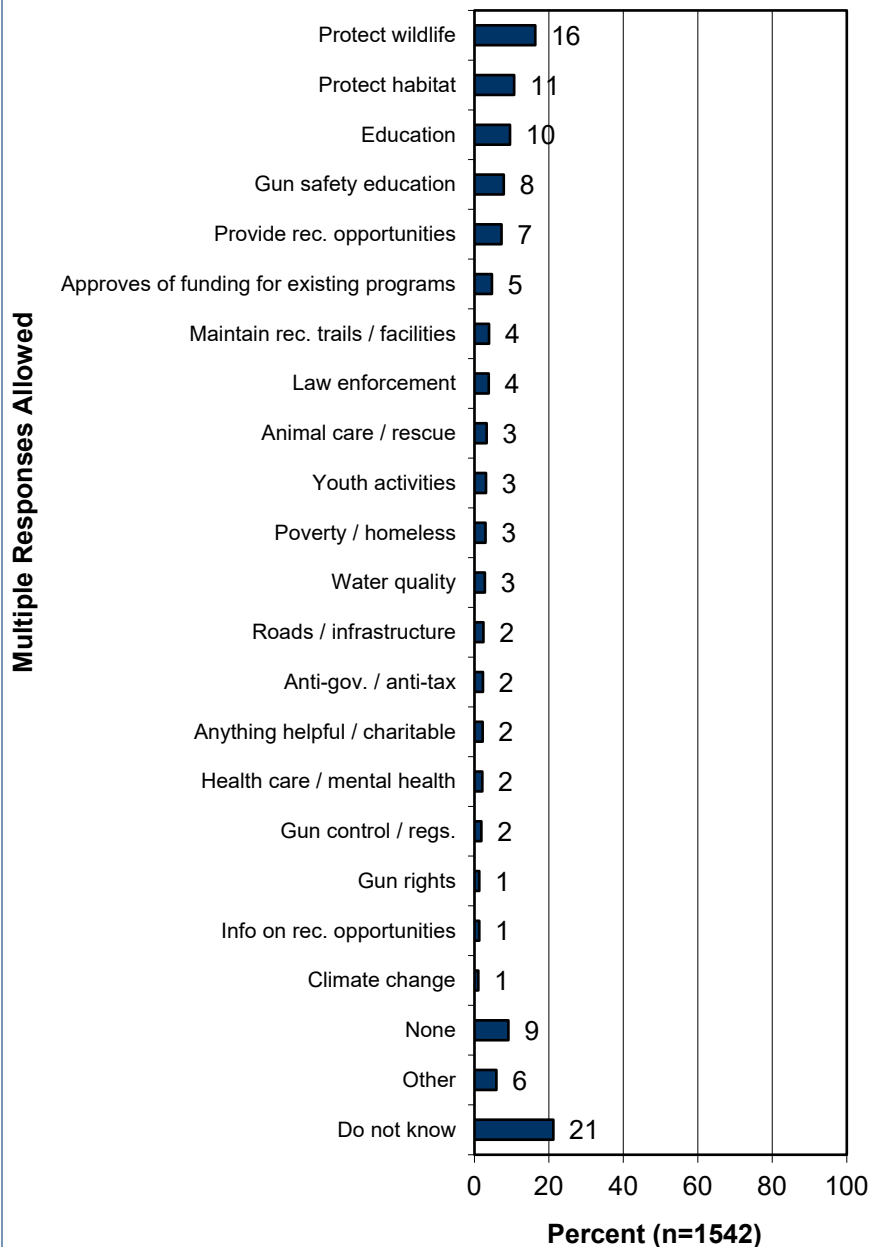


For each of the following efforts, please indicate the extent to which you support or oppose using Federal Aid in Wildlife Restoration funds for these specific purposes. What about...? (Texas) (Non-hunting sport shooters and firearm owners)

■ Strongly support
 ■ Moderately support
 ■ Neither
 ■ Moderately oppose
 ■ Strongly oppose
 ■ Don't know



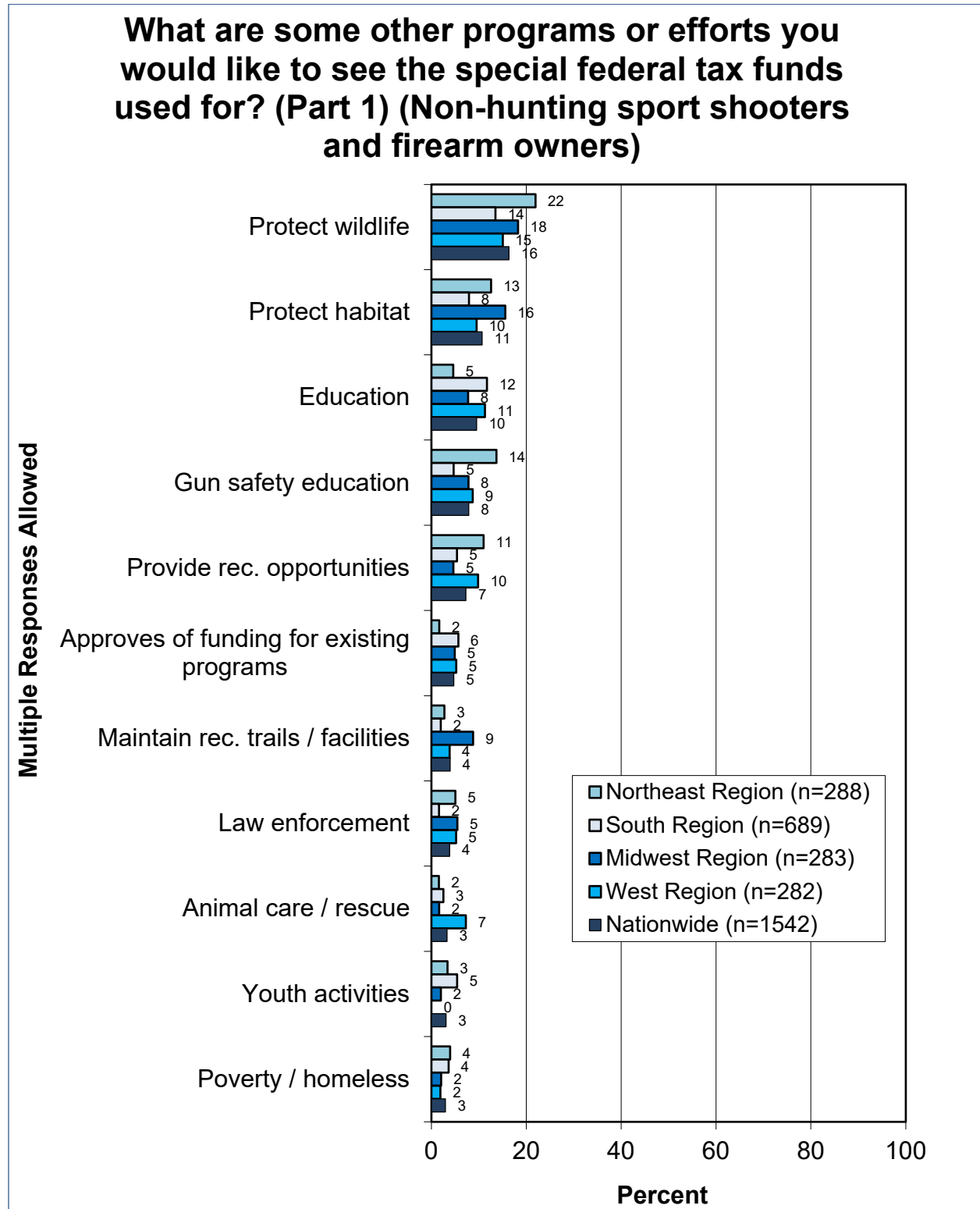
What are some other programs or efforts you would like to see the special federal tax funds used for? (Non-hunting sport shooters and firearm owners)



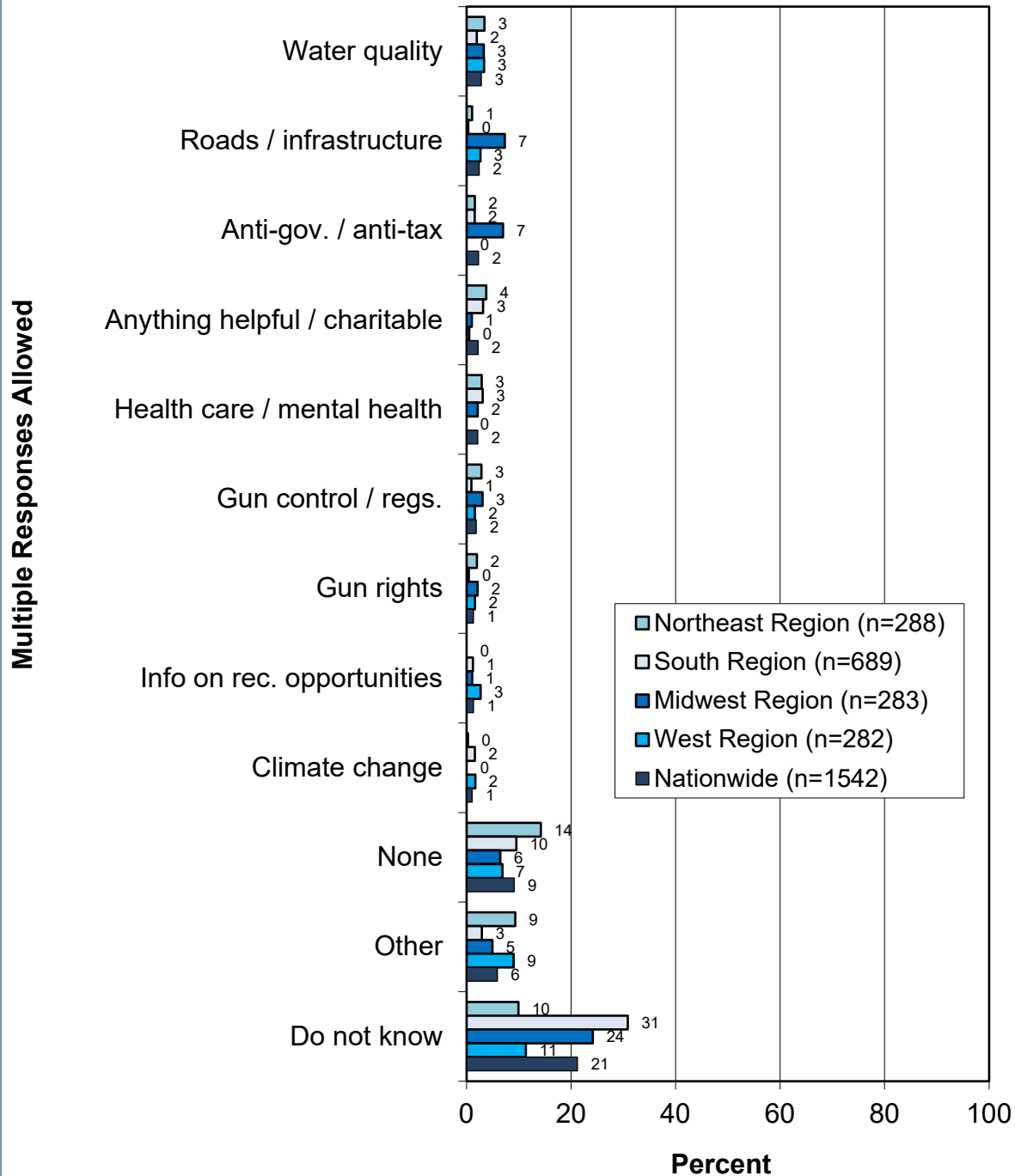
Protecting wildlife and habitat were the most commonly named efforts that shooters-owners want funded with the federal taxes, in an open-ended question that followed the series above. Specifically, the survey asked shooters-owners to name programs or efforts that they want to fund with the aforementioned federal tax, and two ecological efforts topped the list of response categories: responses related to protecting wildlife and responses related to protecting habitat. Education was also a top-named effort.

Also commonly named were gun safety education specifically (the "Education" category above it consists of responses that were not specific to the type of education) and providing recreational opportunities. The graph shows the full list of response categories.

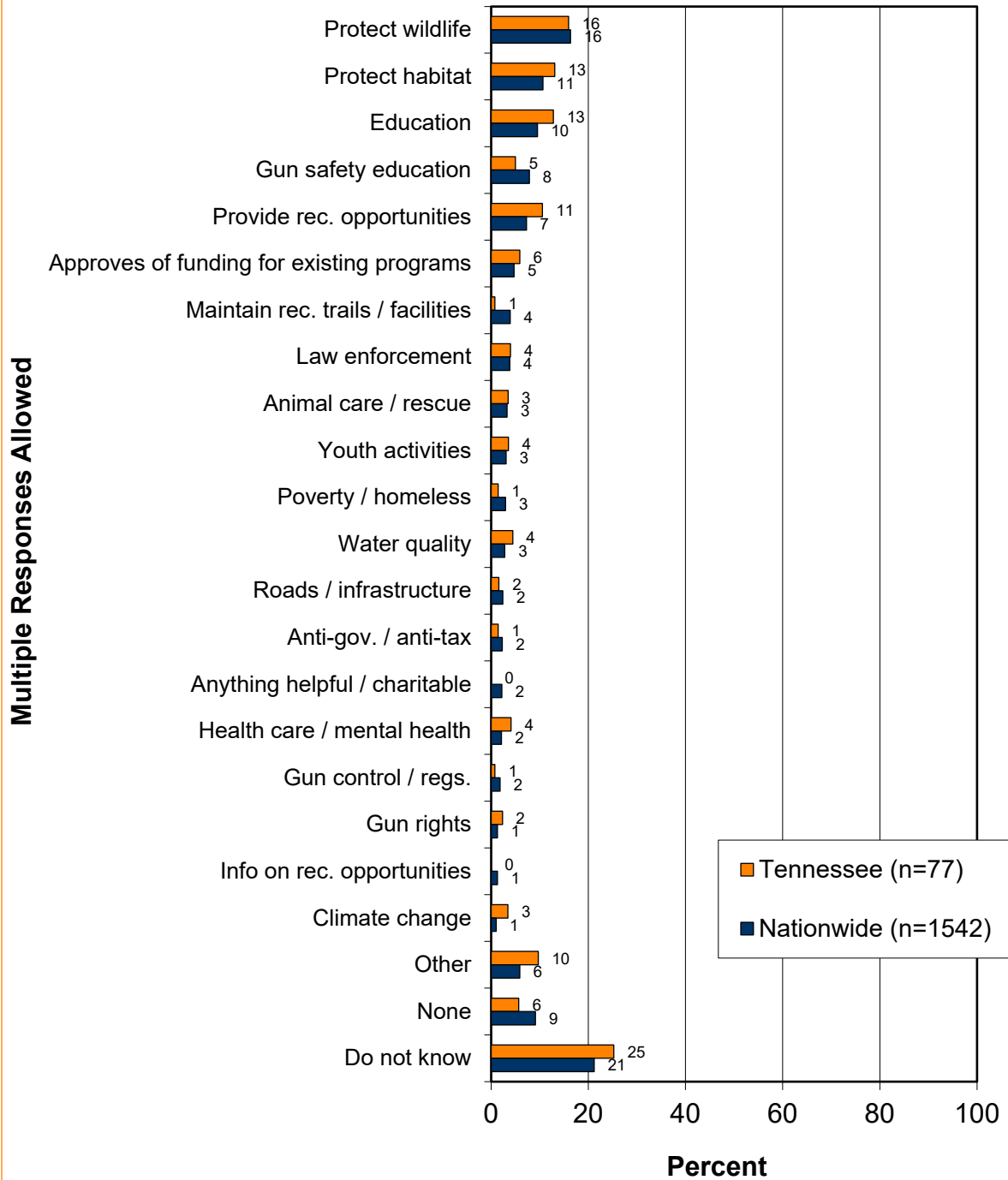
In the regional analysis, the ecological reasons were particularly associated with shooters-owners from the Northeast Region, as was gun safety education. The regional graph is divided into two parts for better legibility. State graphs are presented following the regional graph.



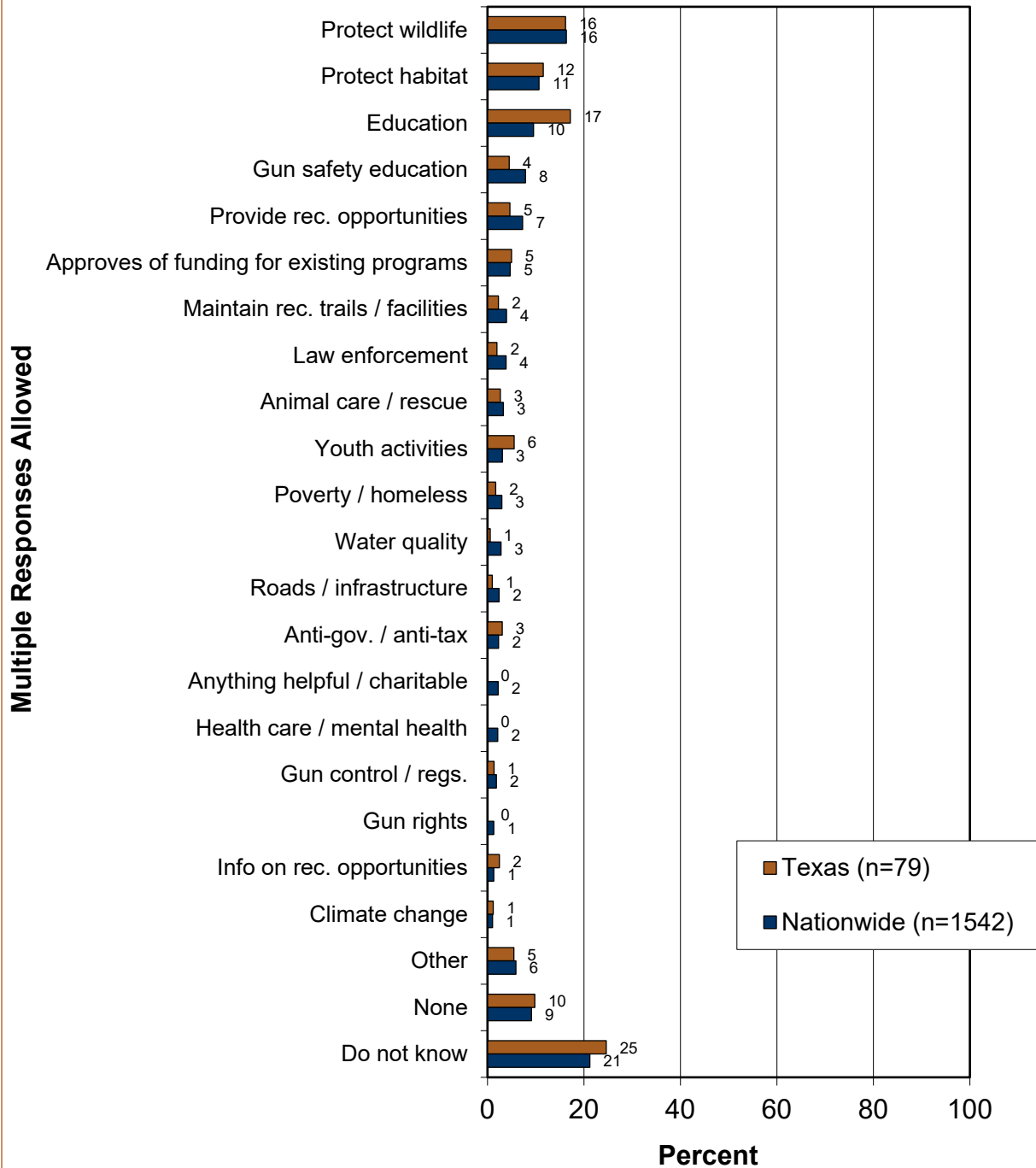
What are some other programs or efforts you would like to see the special federal tax funds used for? (Part 2) (Non-hunting sport shooters and firearm owners)



What are some other programs or efforts you would like to see the special federal tax funds used for? (Non-hunting sport shooters and firearm owners)



What are some other programs or efforts you would like to see the special federal tax funds used for? (Non-hunting sport shooters and firearm owners)



OPINIONS ON WILDLIFE CONSERVATION AND INVOLVEMENT WITH ORGANIZATIONS

This section included a series of four questions that asked about feelings produced by being a sport shooter or firearm/archery owner. The section also included questions on involvement (through membership or donations) in non-governmental organizations, including the specific organizations with which shooters-owners are involved.

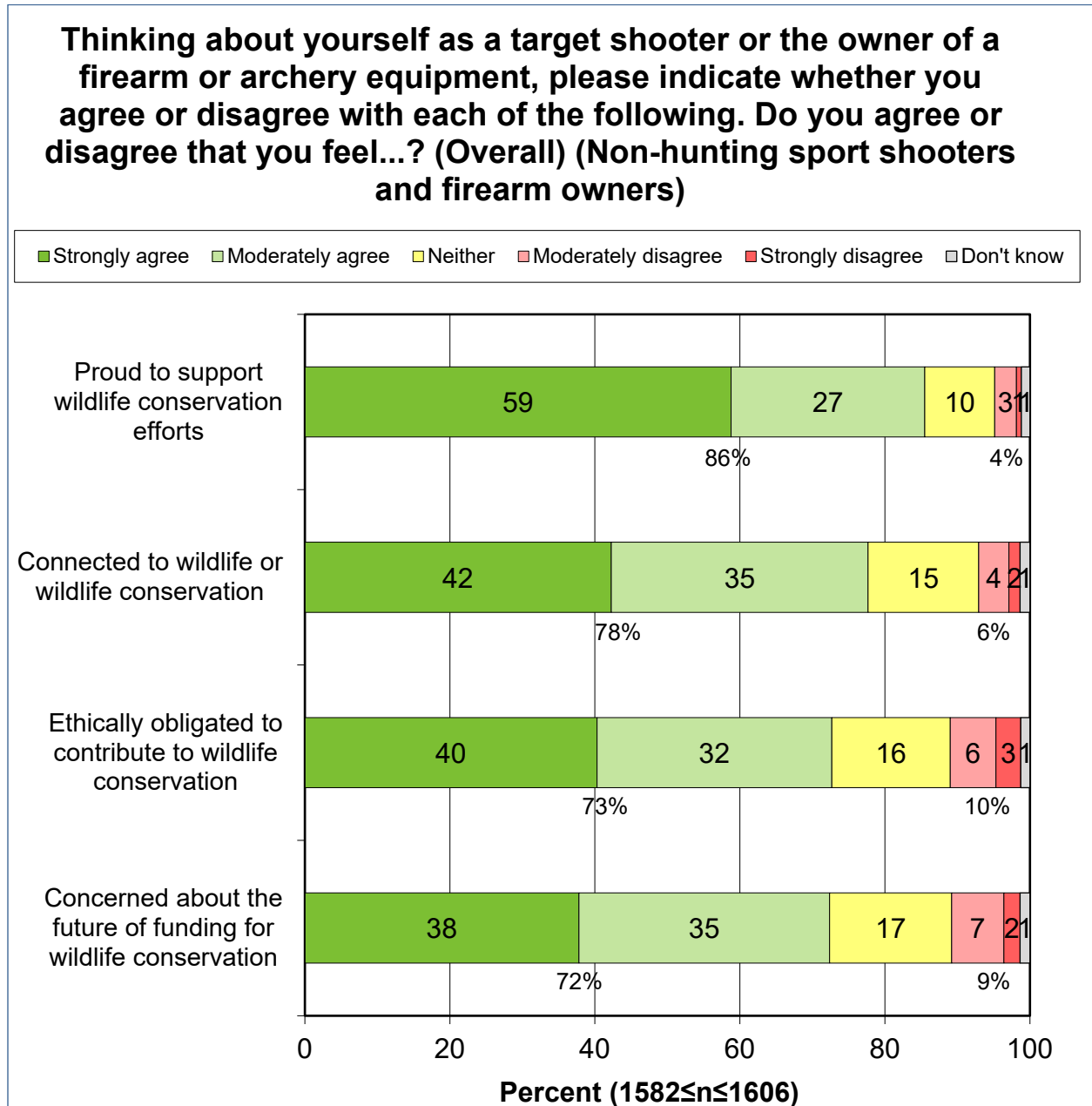
CHAPTER SUMMARY

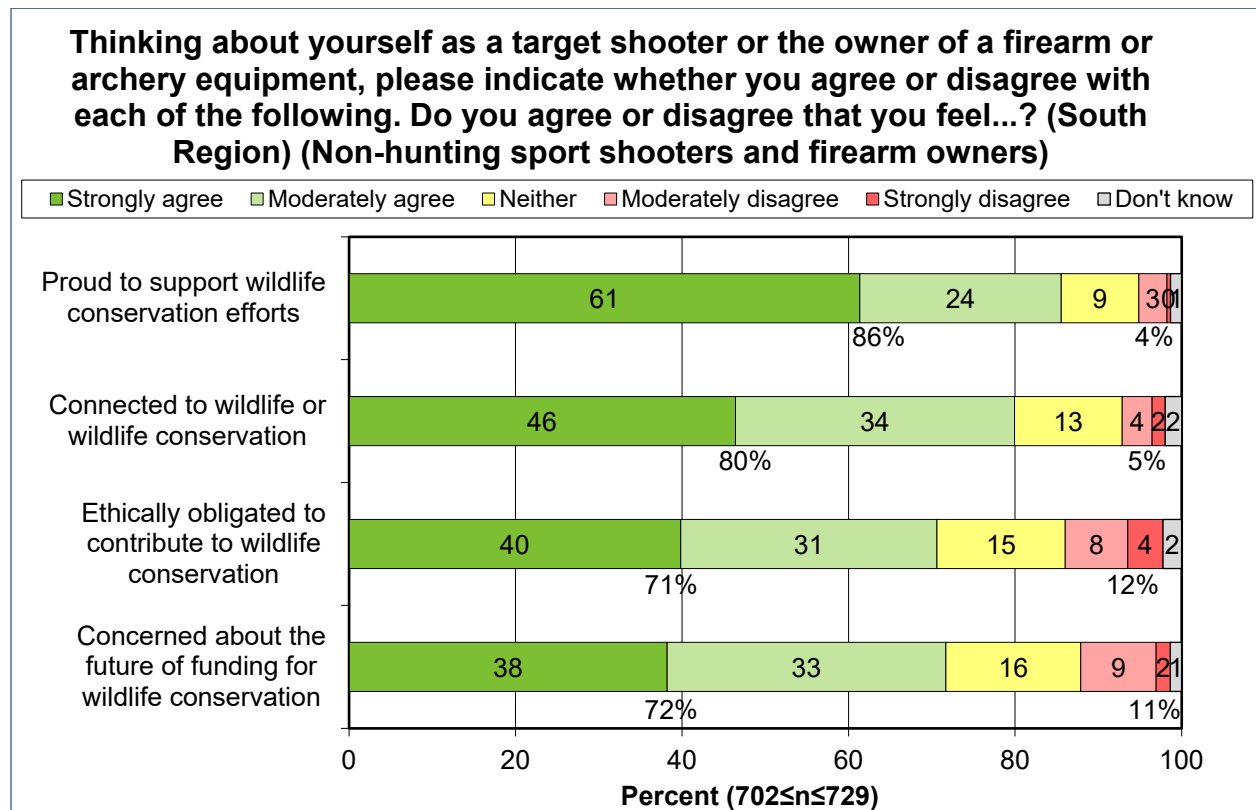
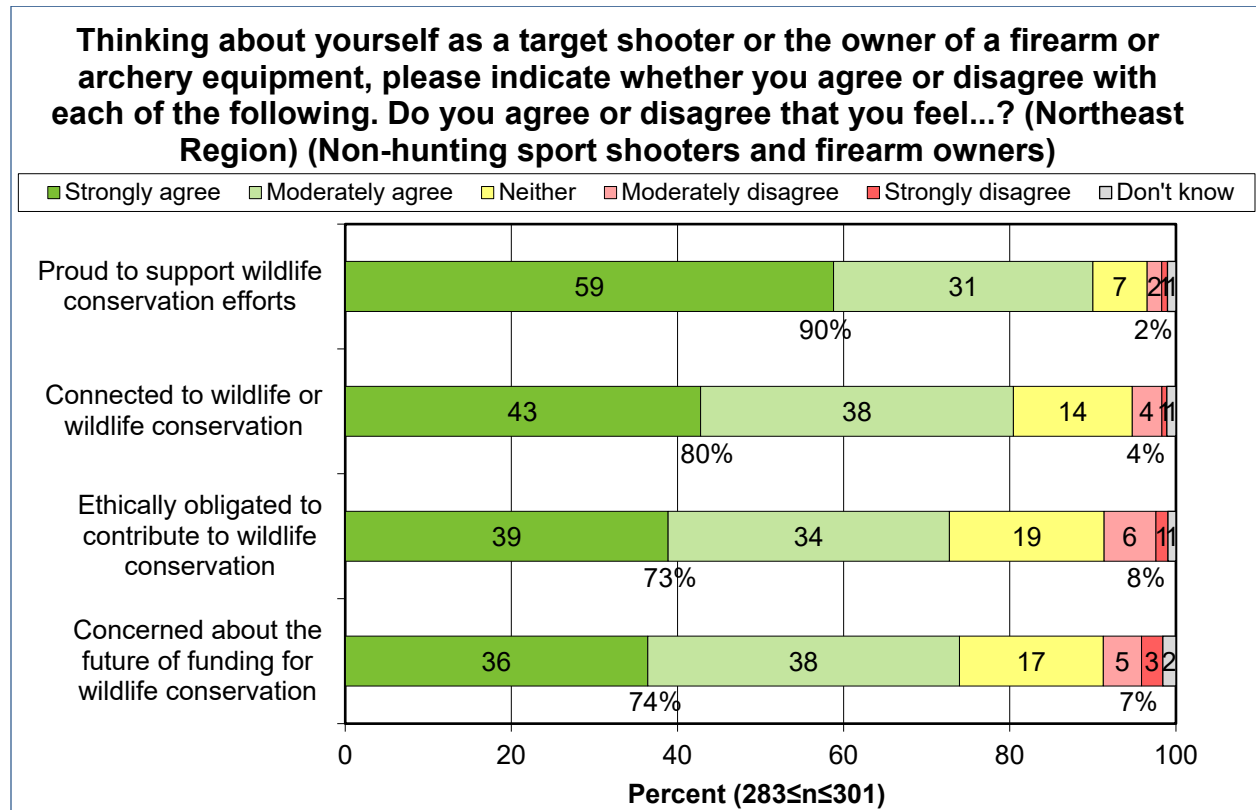
- **Being proud to support conservation efforts is the top-rated feeling related to being a sport shooter or firearm owner. There is overwhelming agreement that this feeling is produced by being a shooter or owner of shooting/archery equipment and the links to conservation through the Federal Aid in Wildlife Restoration Program.**
 - On this question, 59% *strongly* agreed, and 86% agreed overall. This exceeded the agreement with any of the other potential feelings evoked: connected to wildlife or wildlife conservation, ethically obligated to contribute to wildlife conservation, and concerned about the future of funding for wildlife conservation.

- **About a quarter of shooters-owners (28%) are involved with a non-governmental club or organization involved with conservation, recreational shooting, or other outdoor activities.**
 - Specifically, 16% are involved with a conservation or environmental organization, 12% are involved with a shooting club or firearms organization, and 9% are involved with an outdoor club or organization. (The overall involvement of 28% is not a sum of these three because shooters-owners could be involved with more than one type of organization.)
 - The body of this section includes graphs on the particular organizations in which shooters-owners are involved. Three in particular were commonly named: the Sierra Club, the World Wildlife Fund (or WWF), and the National Rifle Association (or NRA).

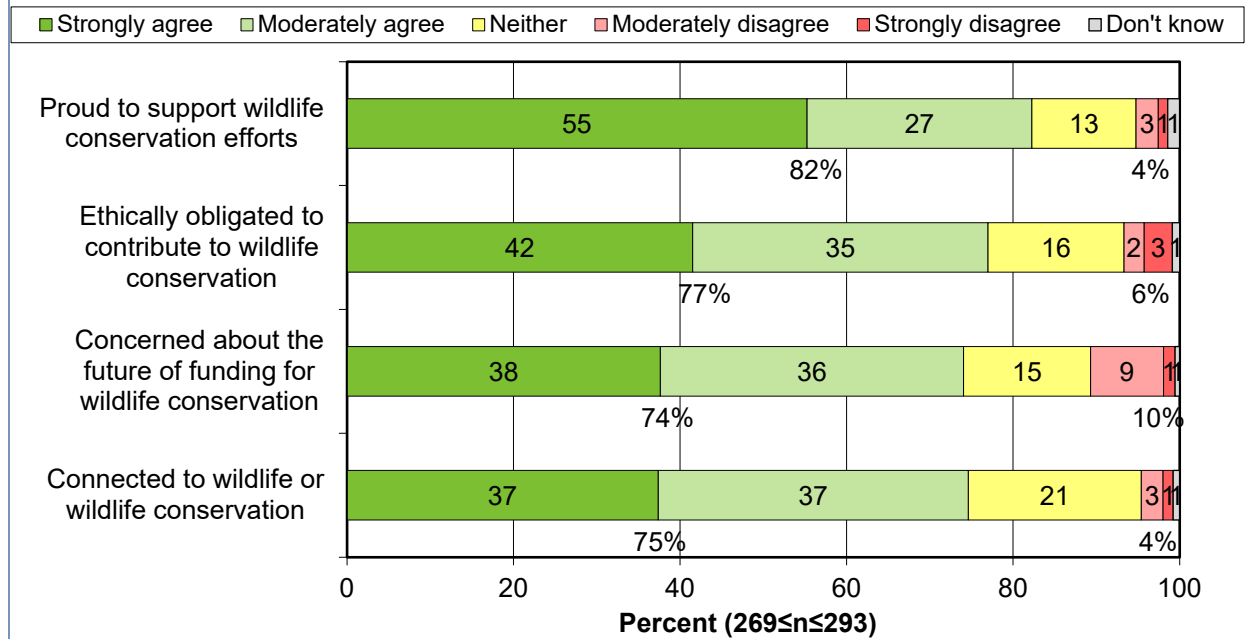
RESULTS

Pride in supporting wildlife conservation efforts resonates better than the other three statements about being a target shooter/firearm owner that were tested in the survey. A majority of shooters-owners *strongly* agree (59% do), and an overwhelming majority are in overall agreement (86%). After the overall results, the regional results and individual state graphs are also shown.

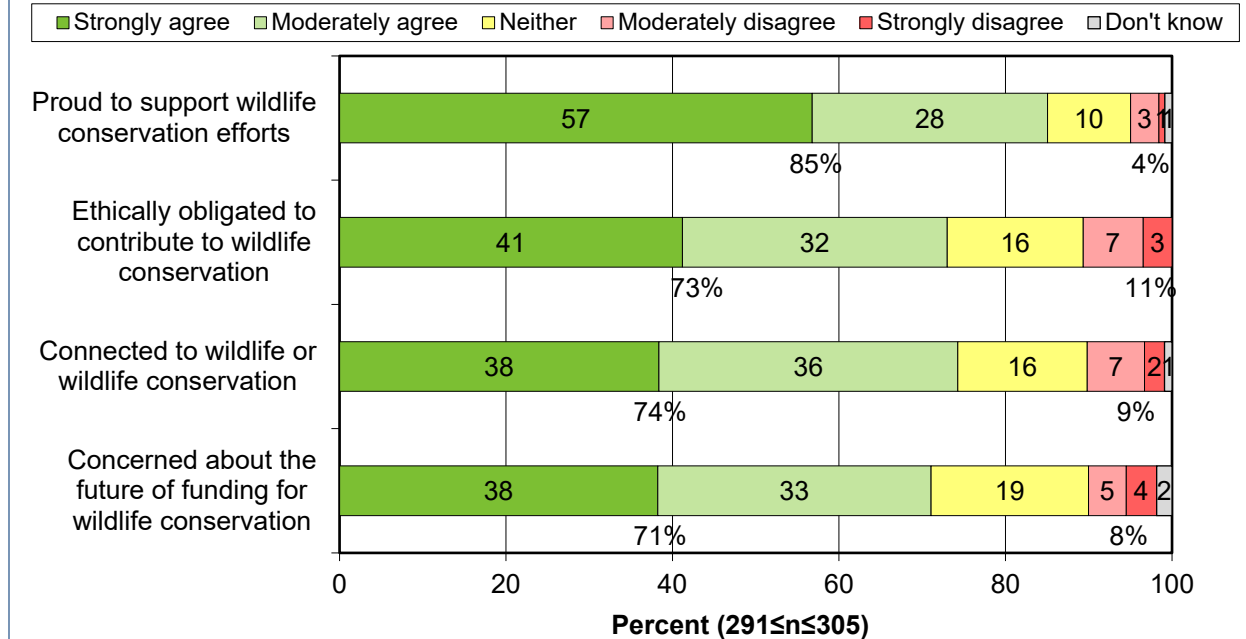




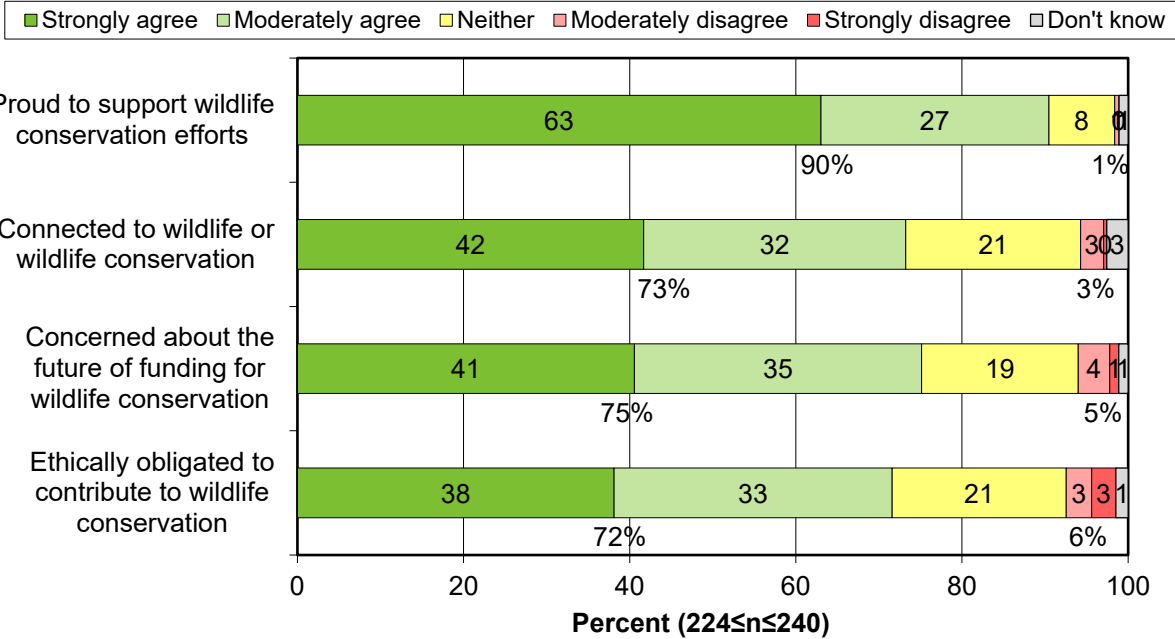
Thinking about yourself as a target shooter or the owner of a firearm or archery equipment, please indicate whether you agree or disagree with each of the following. Do you agree or disagree that you feel...? (Midwest Region) (Non-hunting sport shooters and firearm owners)



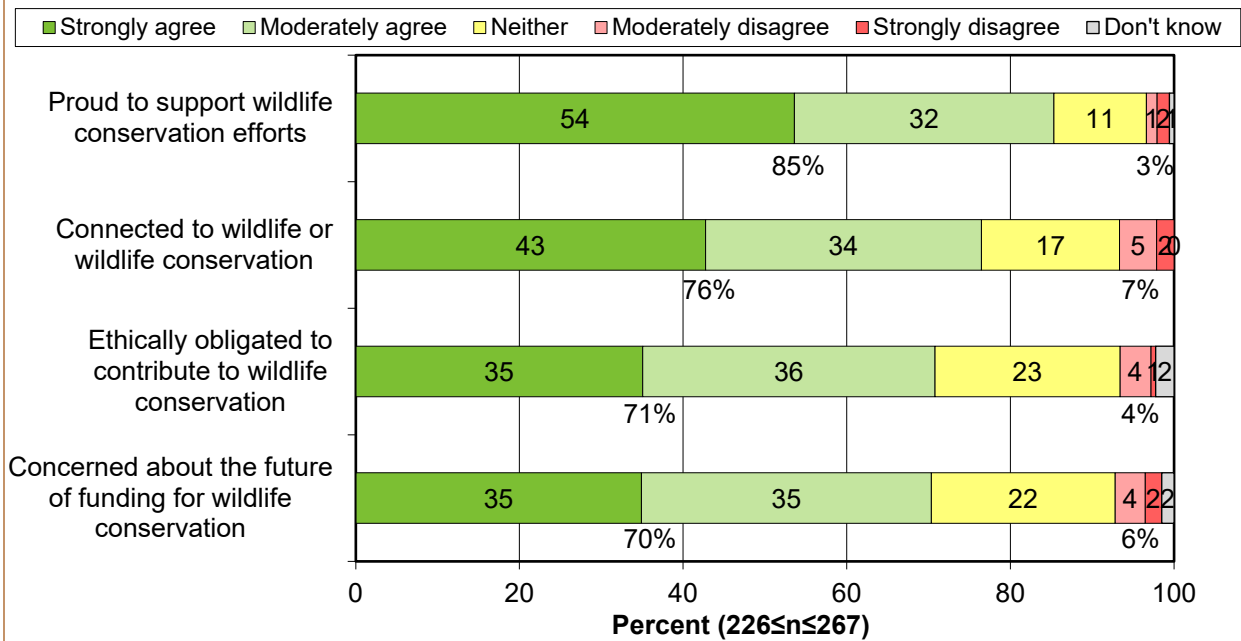
Thinking about yourself as a target shooter or the owner of a firearm or archery equipment, please indicate whether you agree or disagree with each of the following. Do you agree or disagree that you feel...? (West Region) (Non-hunting sport shooters and firearm owners)



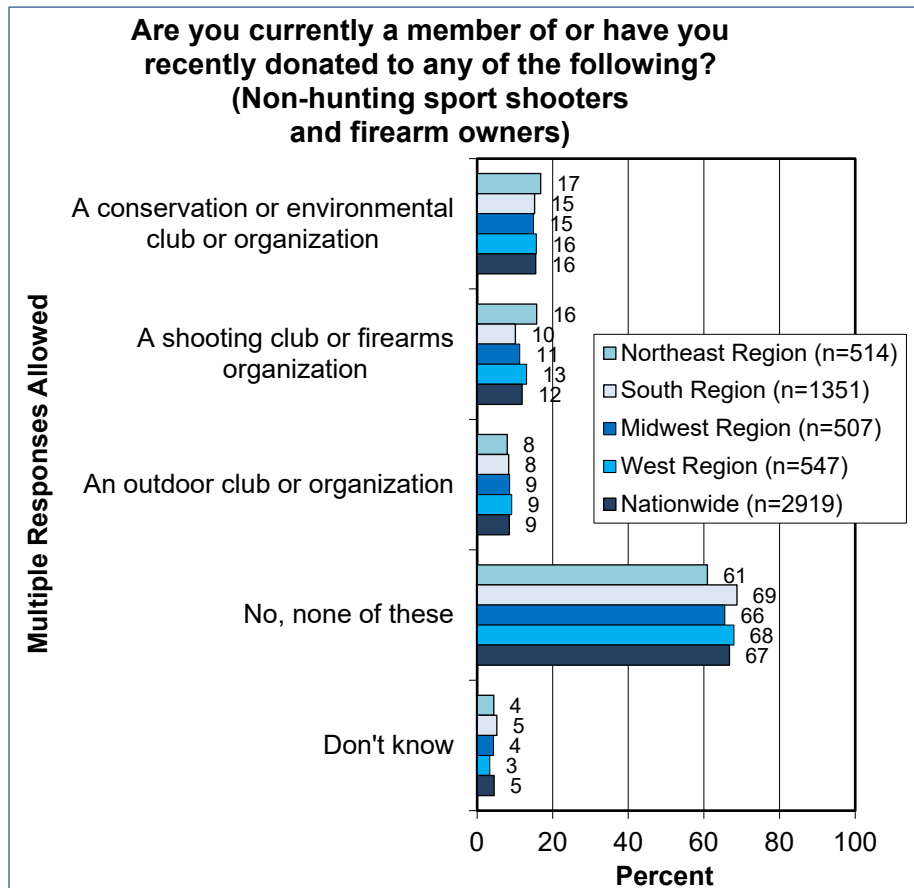
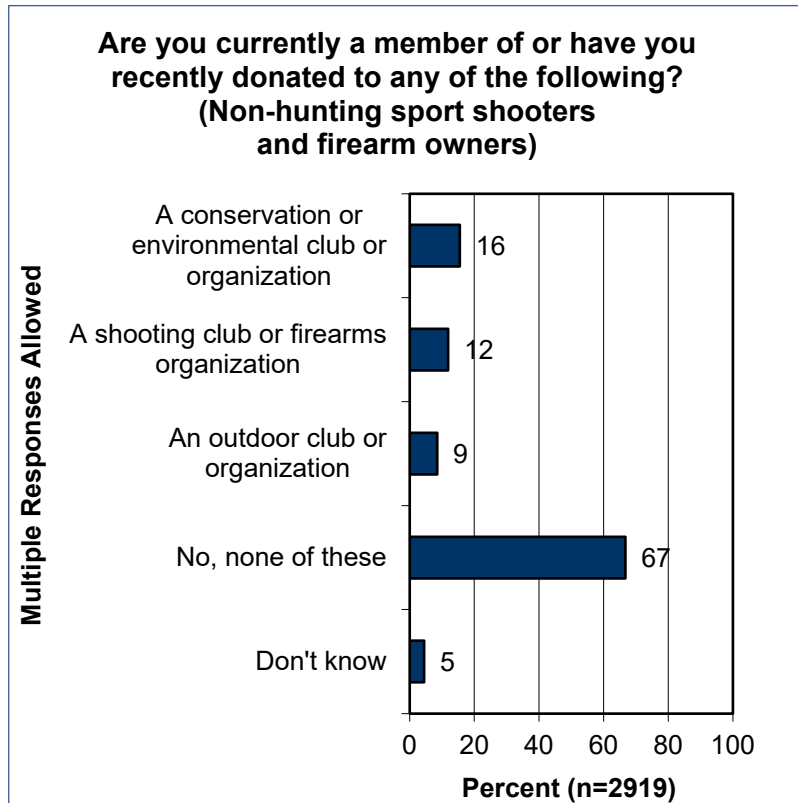
Thinking about yourself as a target shooter or the owner of a firearm or archery equipment, please indicate whether you agree or disagree with each of the following. Do you agree or disagree that you feel...? (Tennessee) (Non-hunting sport shooters and firearm owners)



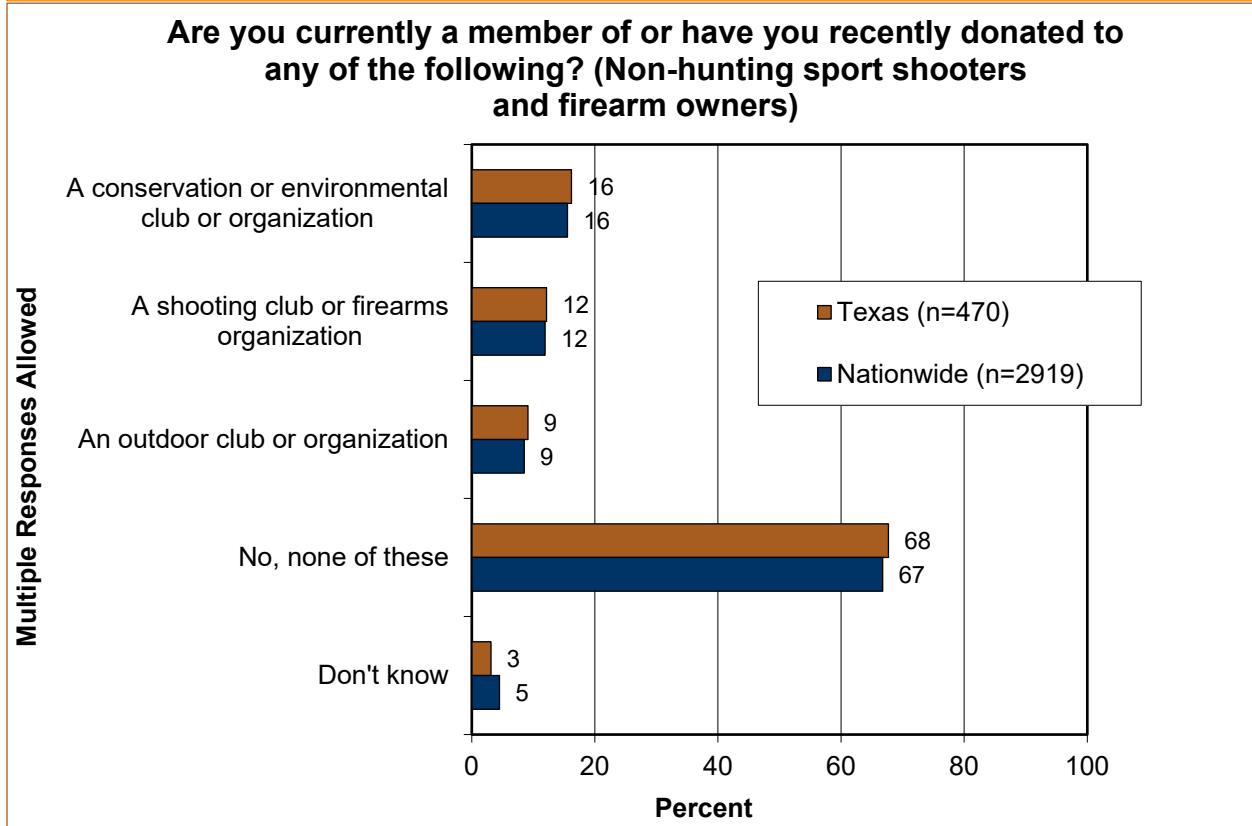
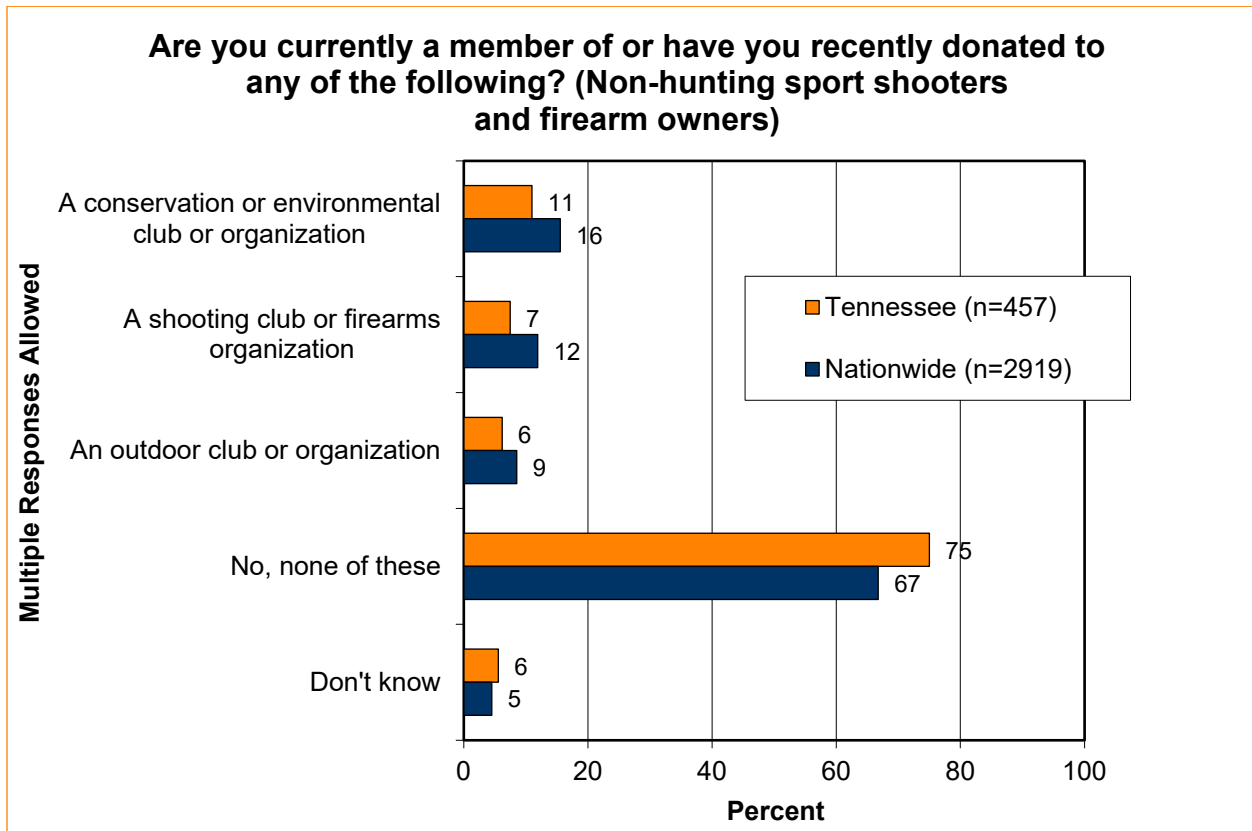
Thinking about yourself as a target shooter or the owner of a firearm or archery equipment, please indicate whether you agree or disagree with each of the following. Do you agree or disagree that you feel...? (Texas) (Non-hunting sport shooters and firearm owners)



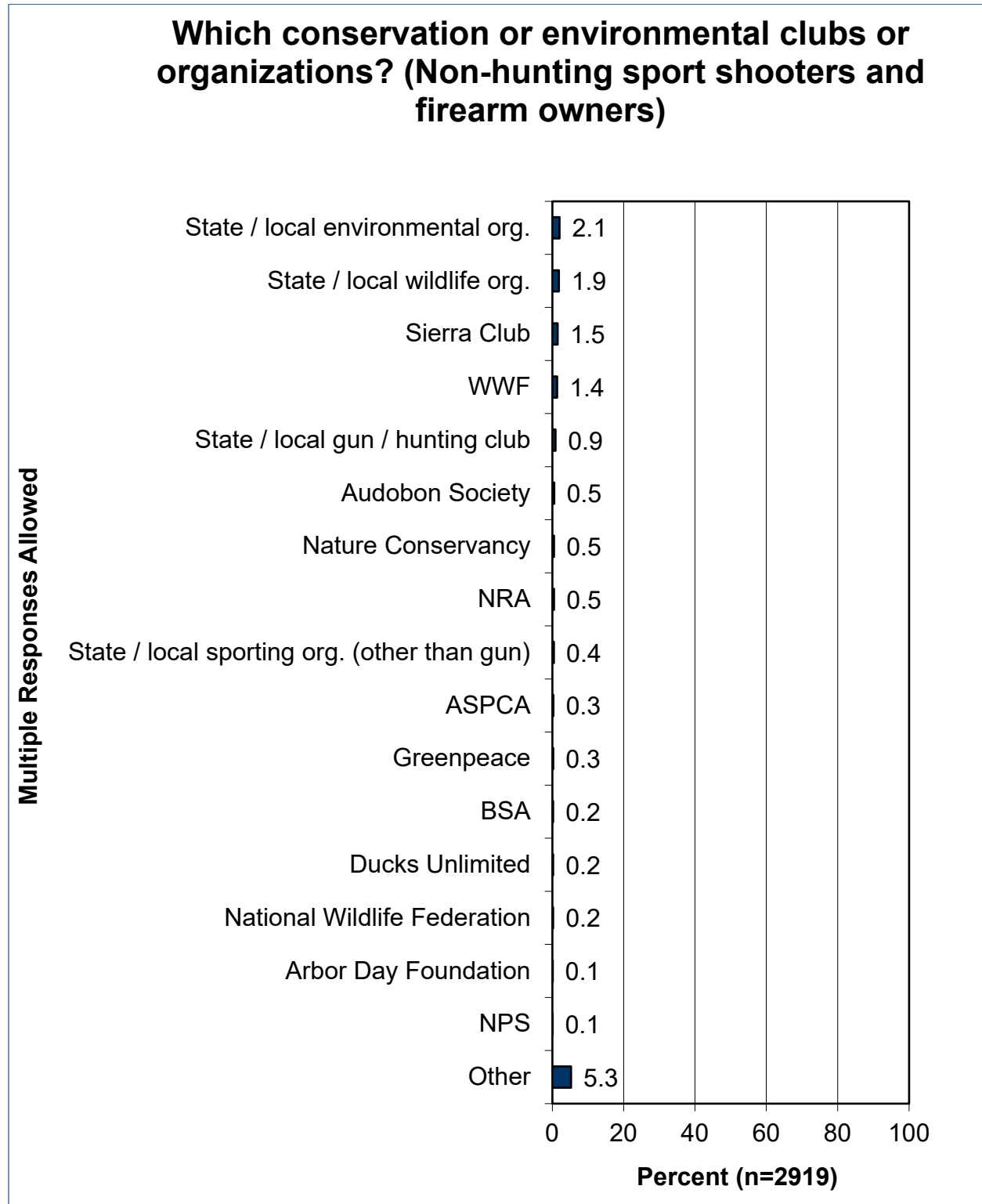
Another question showed that a little more than a quarter of shooters-owners (28%) are currently a member of or have recently donated to a non-governmental club or organization involved with conservation, recreational shooting, or other outdoor activities. (The 28% is not a sum of the three types of organizations because a respondent can choose more than one. Also note that a single organization might also have been included as more than one type.)



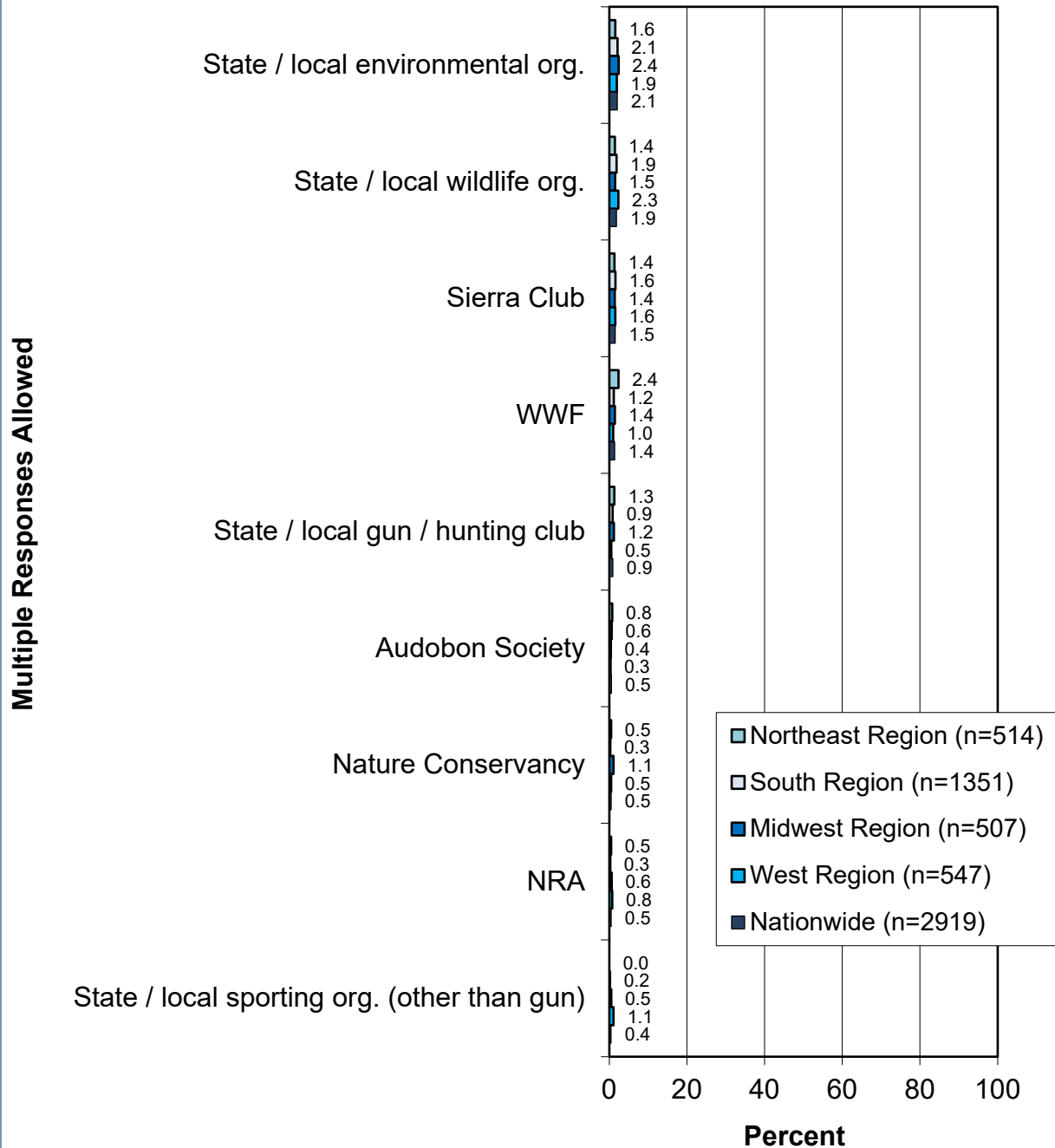
Regionally, the South Region has the lowest rate of membership or donation. In the individual states that were examined, Tennessee has low participation relative to shooters-owners nationally, while shooters-owners from Texas are much like the rest of the nation.



The specific organizations to which shooters-owners belong or to which they have donated are shown on the following pages; the graphs are shown out of all shooters-owners. The use of one decimal place is not to imply that the survey is accurate to that level; rather, it was done so that items would not round to 0 on the graphs.

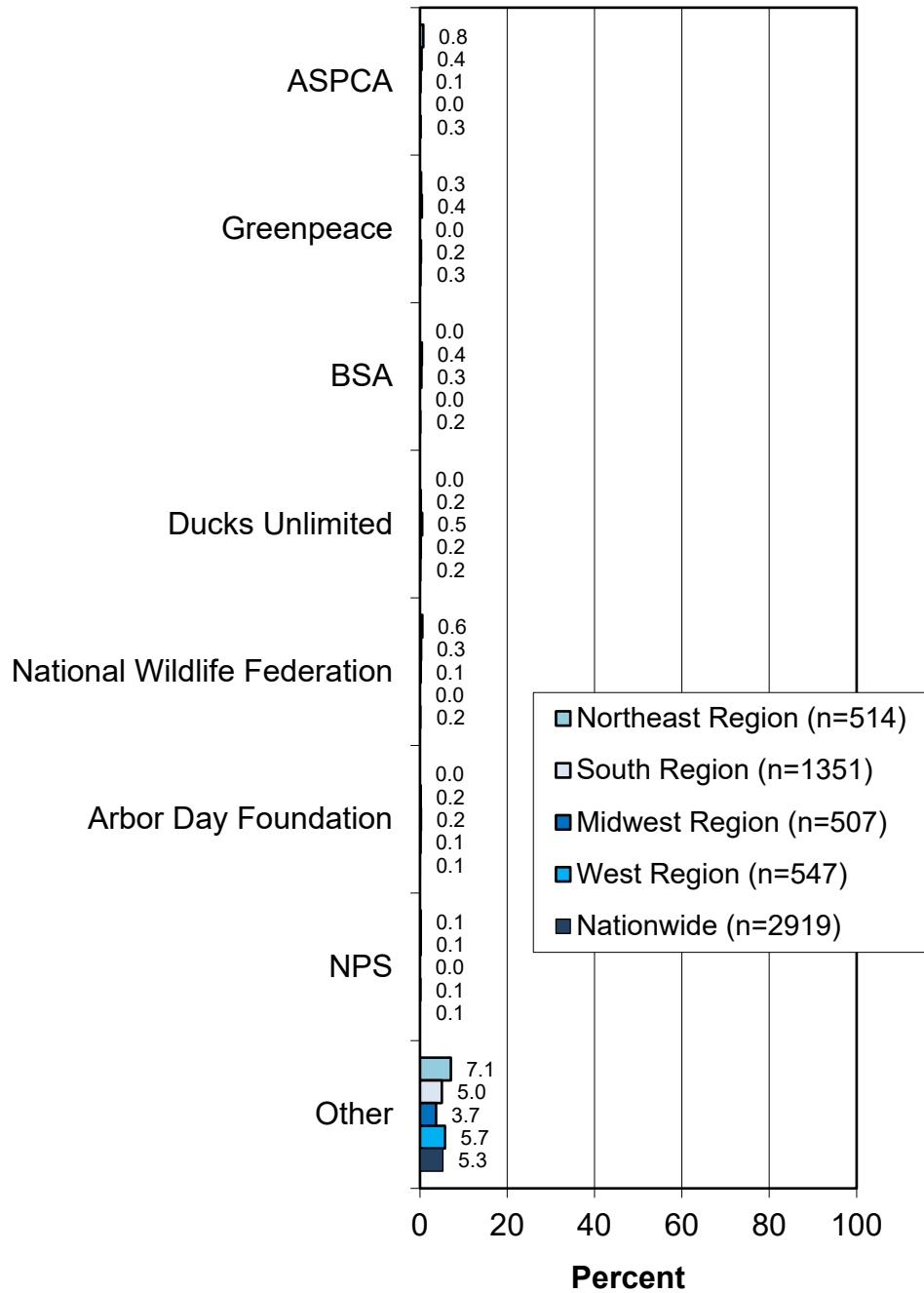


Which conservation or environmental clubs or organizations? (Part 1) (Non-hunting sport shooters and firearm owners)

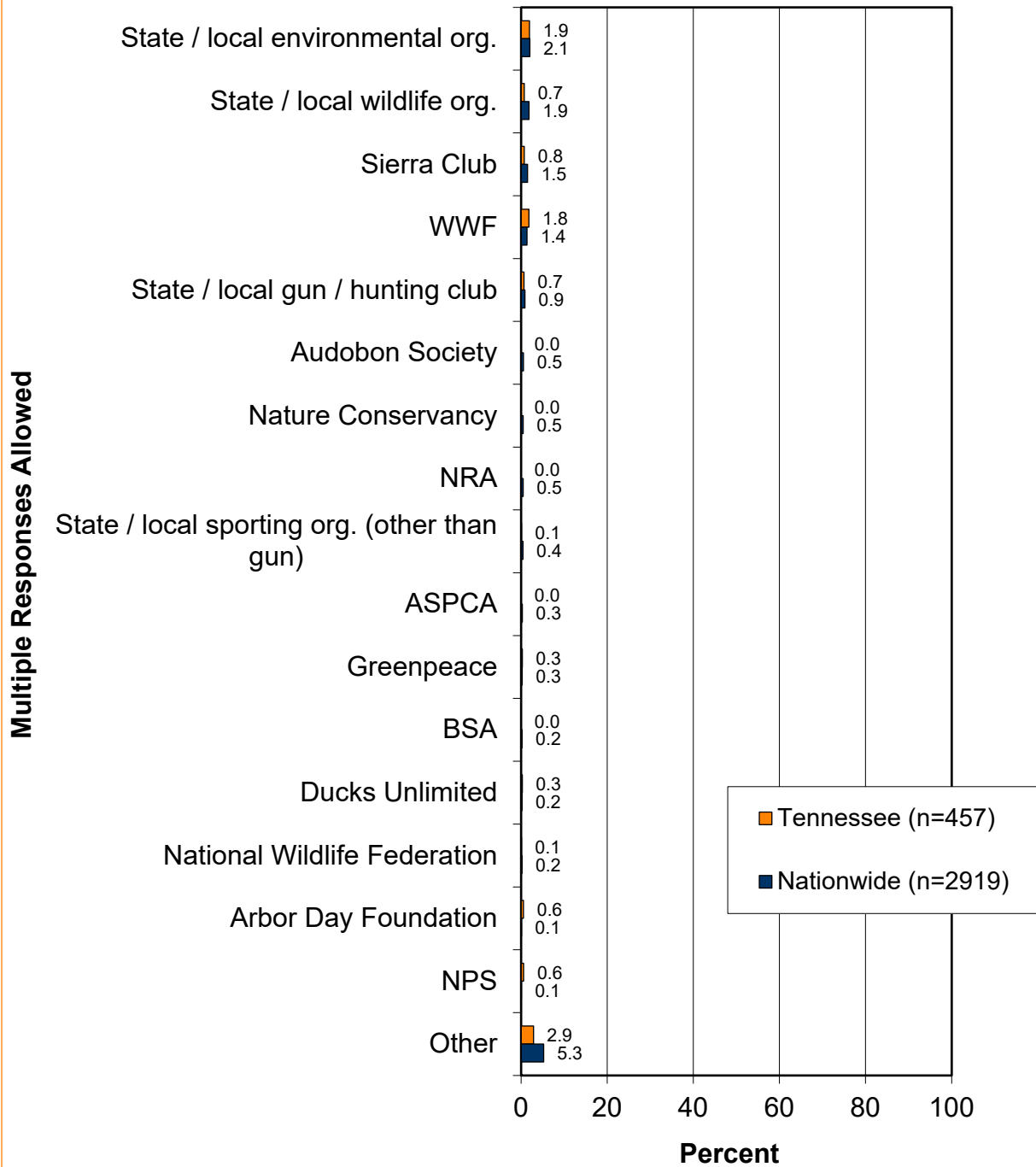


Which conservation or environmental clubs or organizations? (Part 2) (Non-hunting sport shooters and firearm owners)

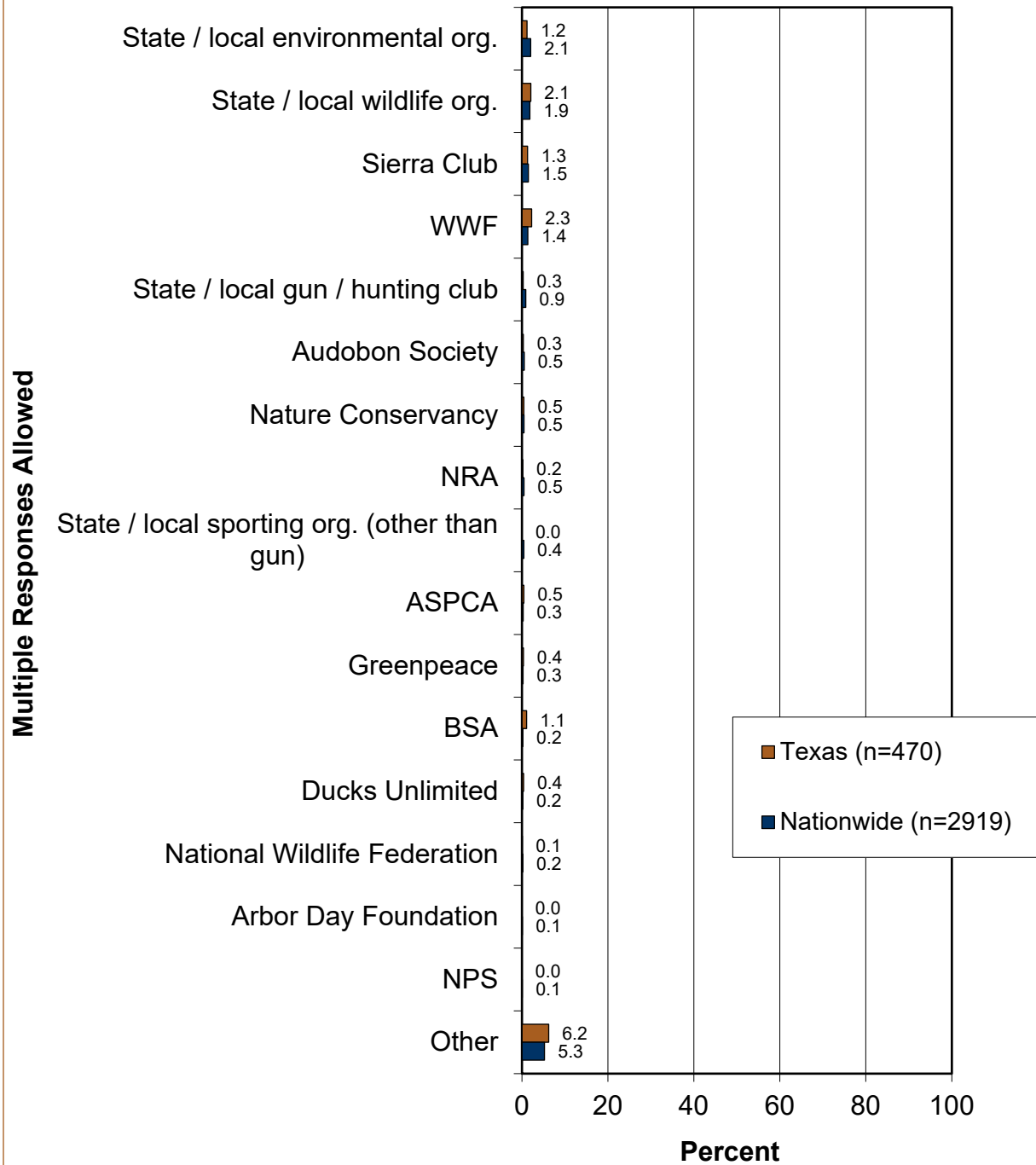
Multiple Responses Allowed



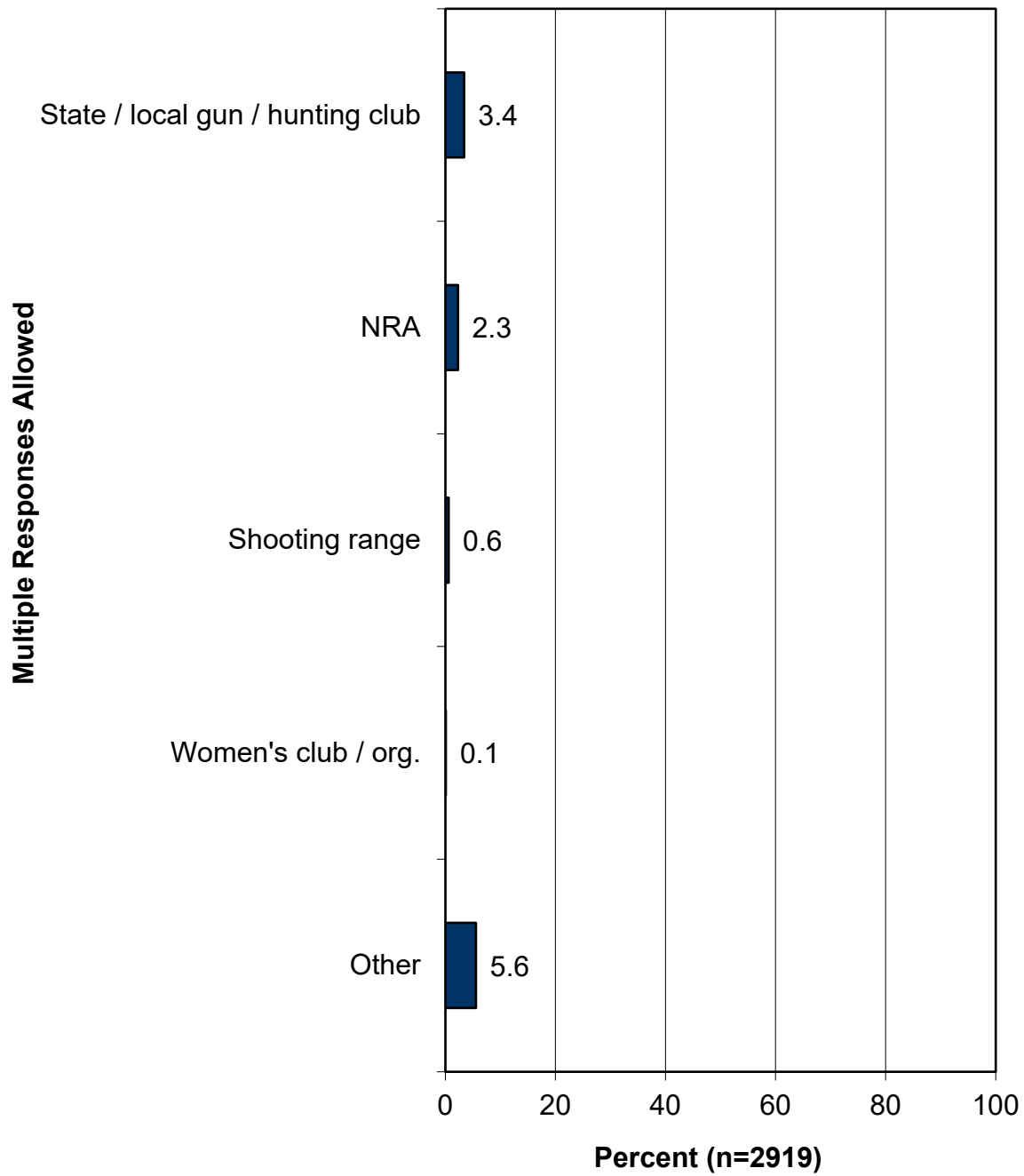
Which conservation or environmental clubs or organizations? (Non-hunting sport shooters and firearm owners)



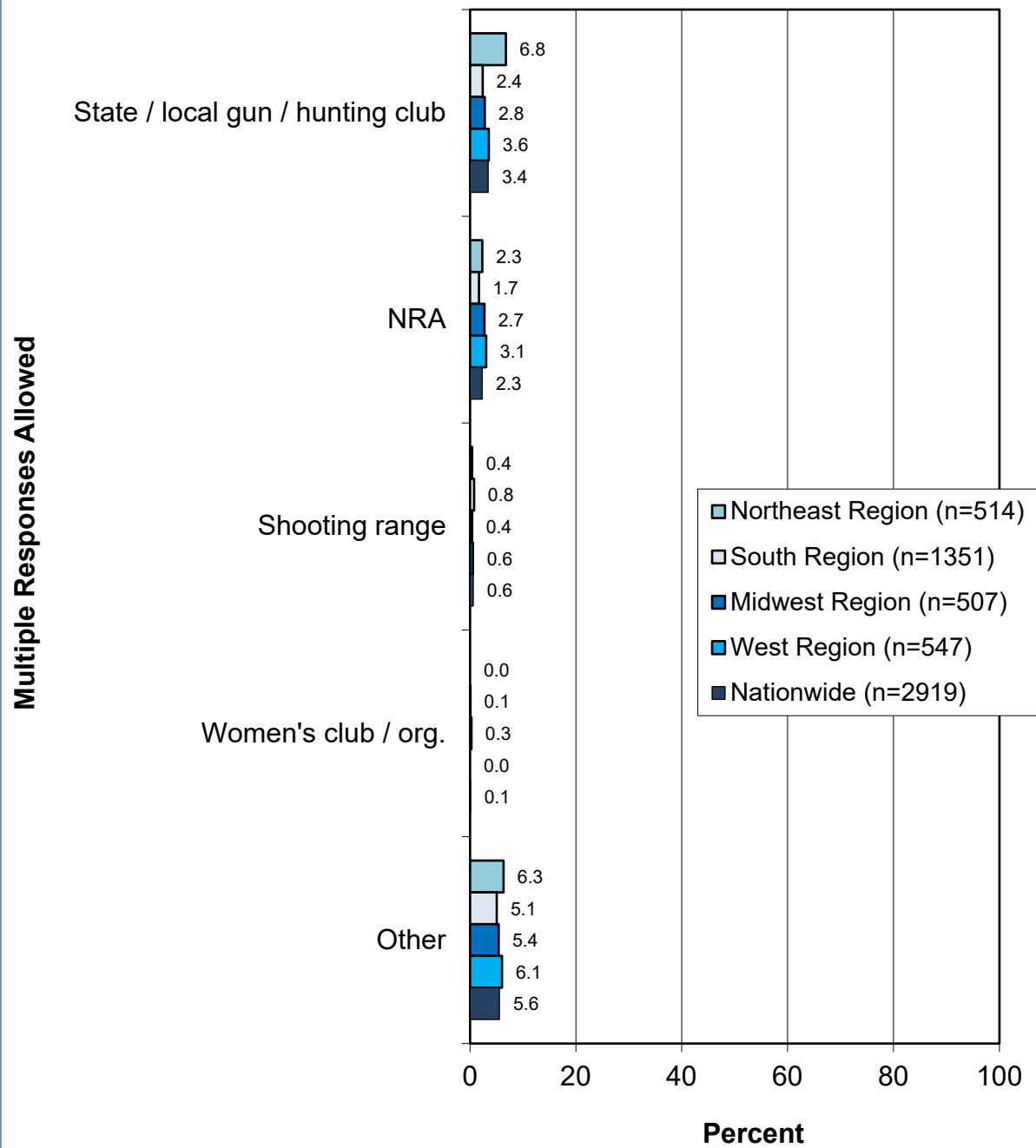
Which conservation or environmental clubs or organizations? (Non-hunting sport shooters and firearm owners)



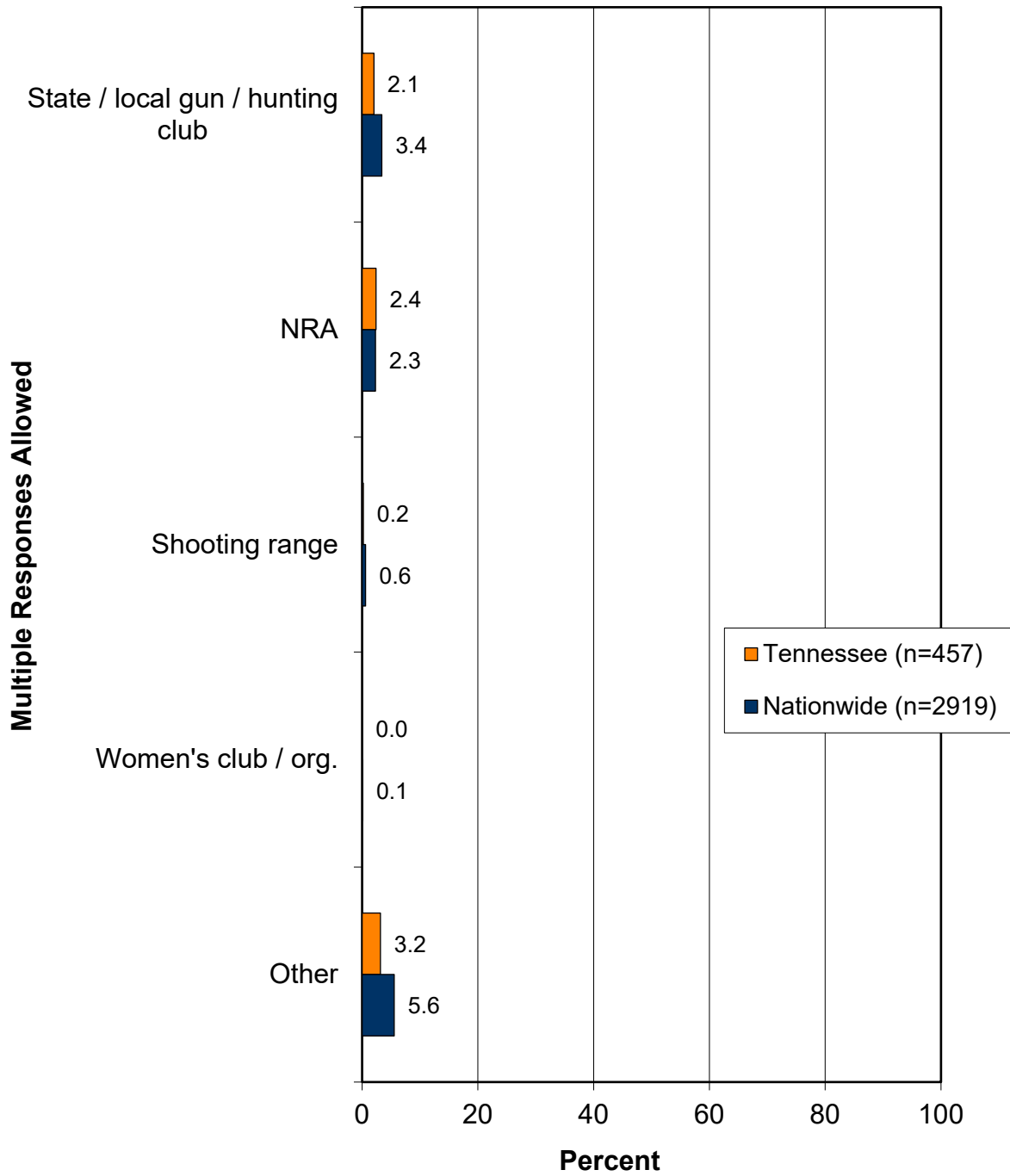
Which shooting clubs or firearms organizations? (Non-hunting sport shooters and firearm owners)



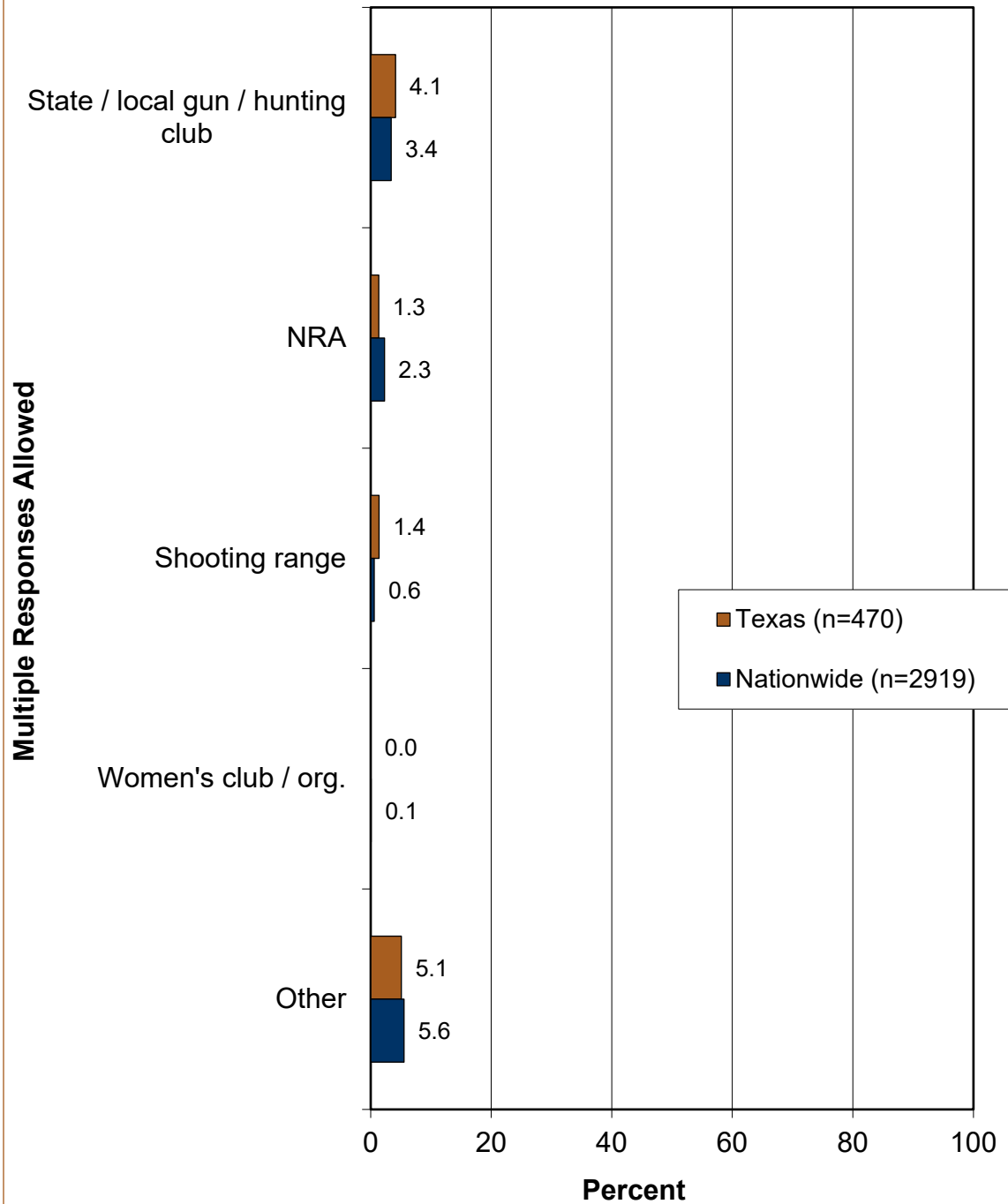
Which shooting clubs or firearms organizations? (Non-hunting sport shooters and firearm owners)



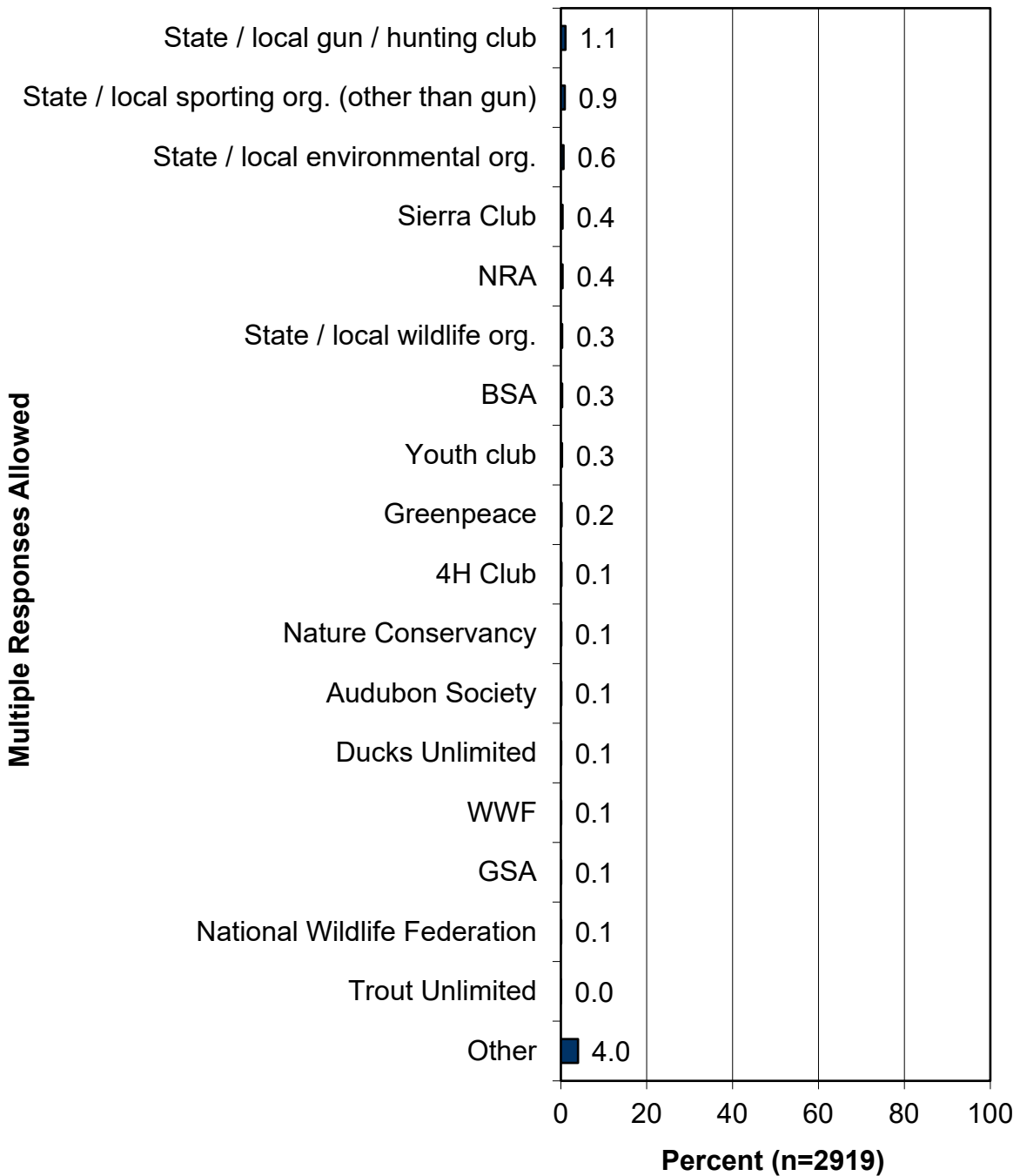
Which shooting clubs or firearms organizations? (Non-hunting sport shooters and firearm owners)



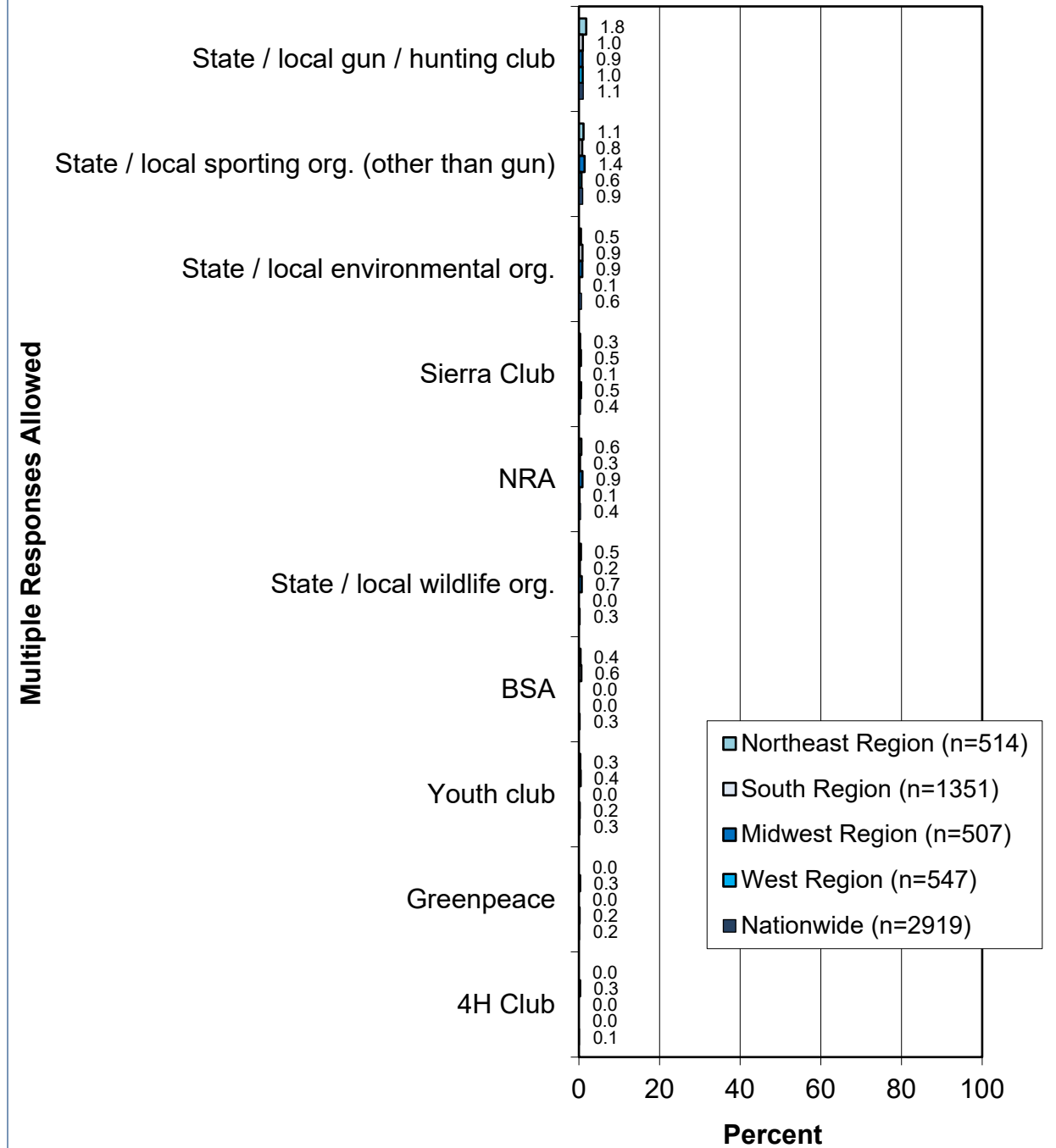
Which shooting clubs or firearms organizations? (Non-hunting sport shooters and firearm owners)



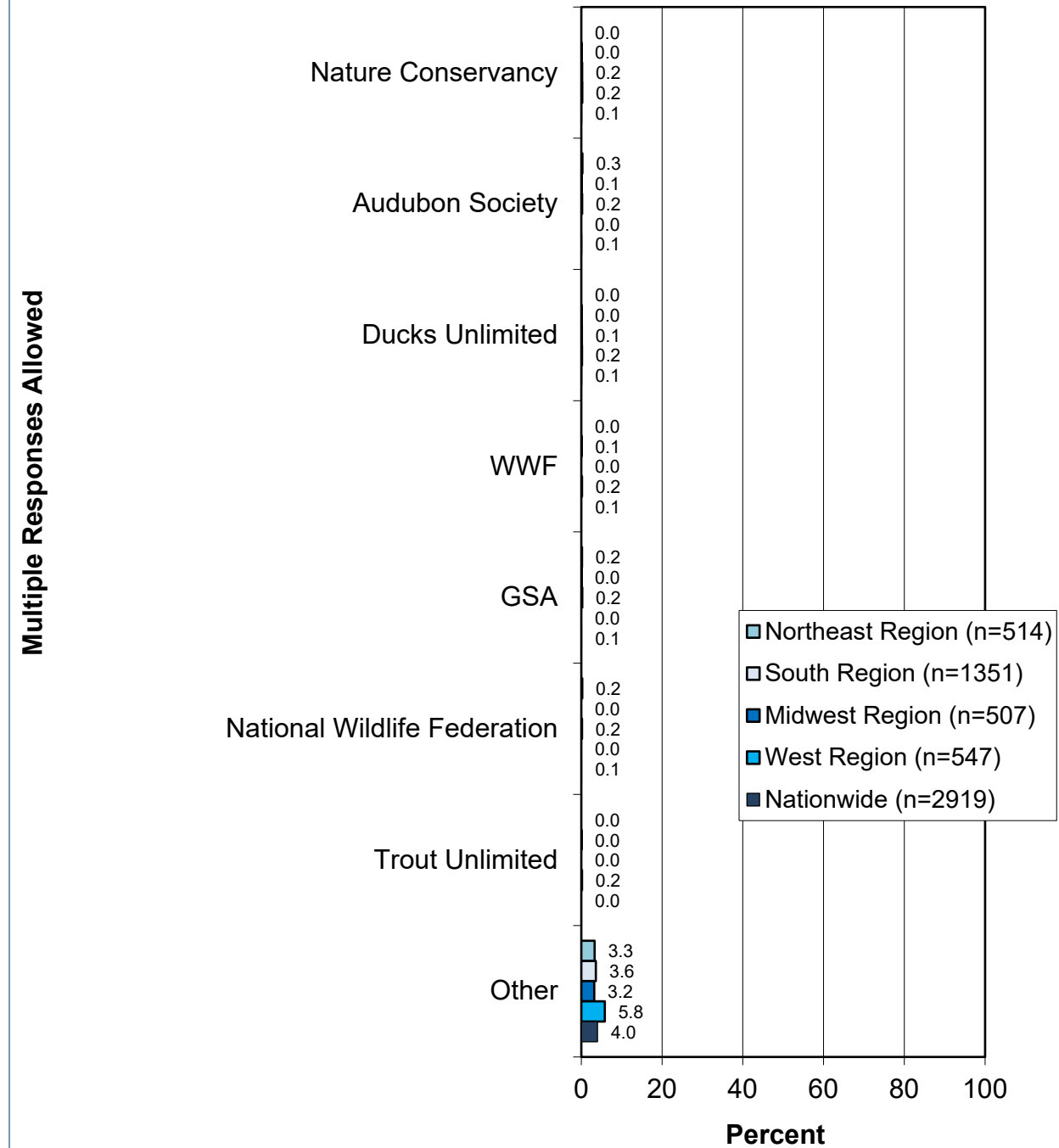
Which outdoor clubs or organizations? (Non-hunting sport shooters and firearm owners)



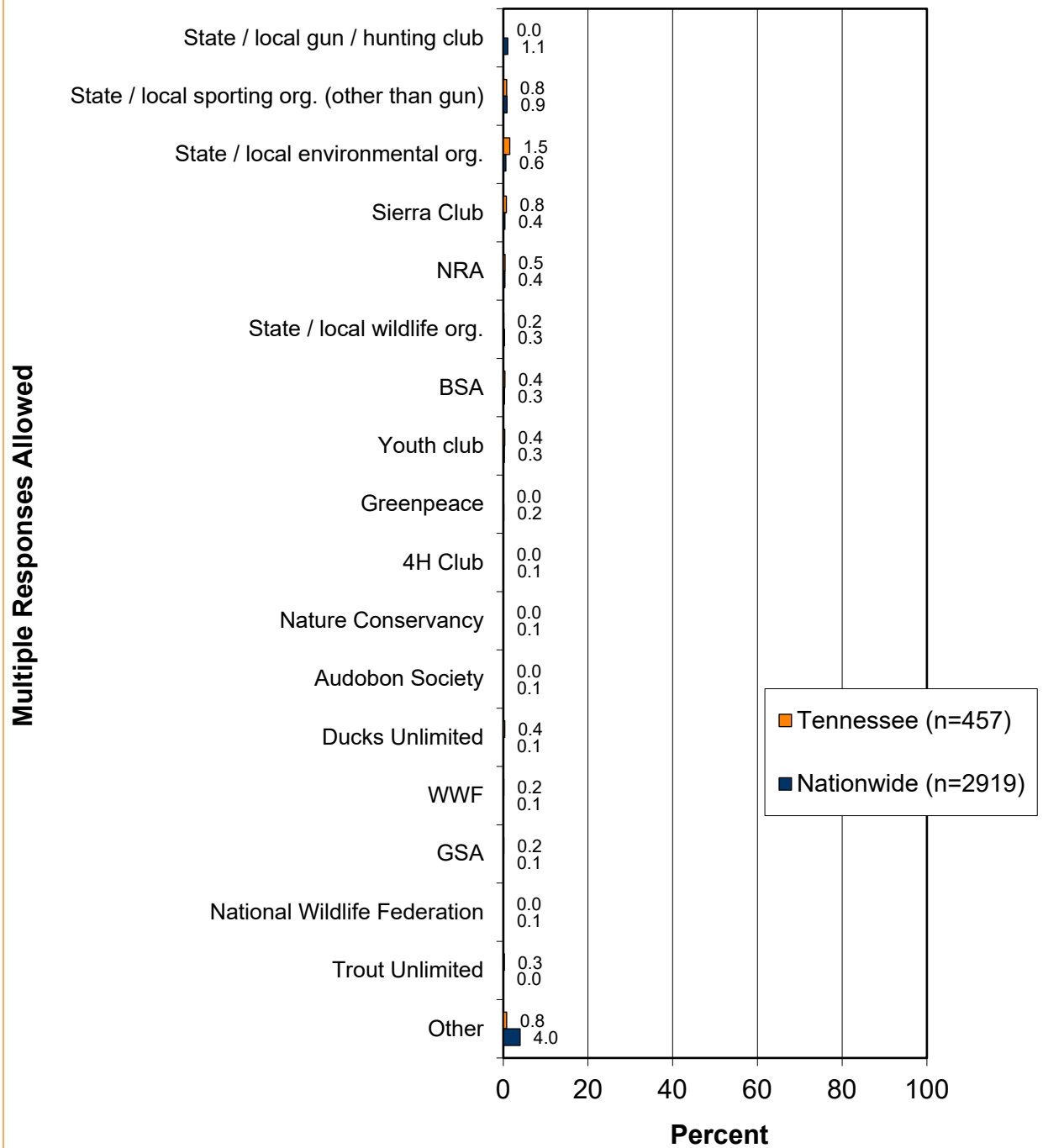
Which outdoor clubs or organizations? (Part 1) (Non-hunting sport shooters and firearm owners)



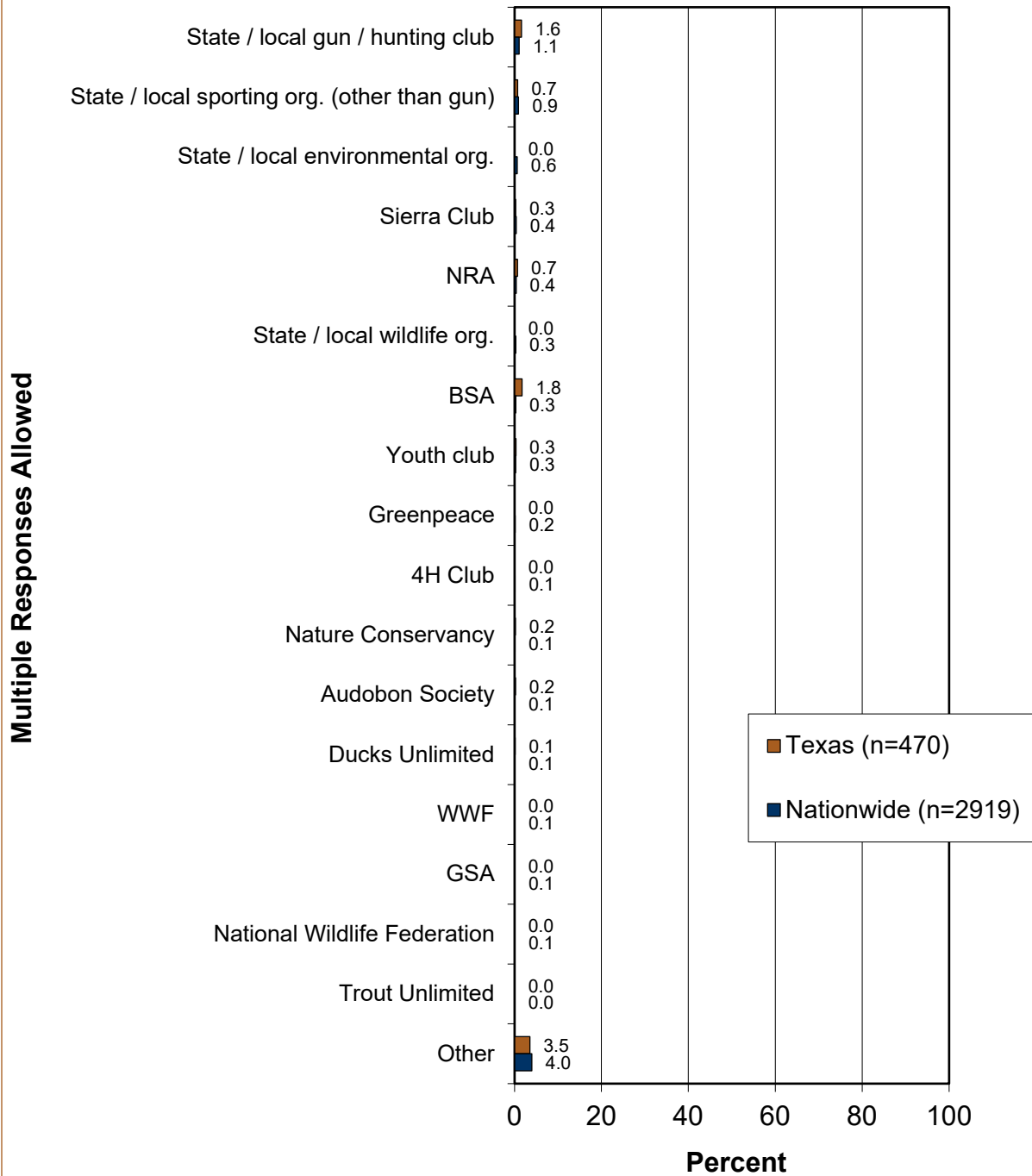
Which outdoor clubs or organizations? (Part 2) (Non-hunting sport shooters and firearm owners)



Which outdoor clubs or organizations? (Non-hunting sport shooters and firearm owners)



Which outdoor clubs or organizations? (Non-hunting sport shooters and firearm owners)



MESSAGE TESTING

Sixteen phrases were tested in the survey, with respondents saying whether each phrase evoked a positive or a negative reaction from them. The rating scale used a 0 to 10 scale, with 0 being extremely negative and 10 being extremely positive. In this scale, 5 is the exact midpoint of neutrality about the phrase. (The 16 phrases were culled from an original list of 22 phrases. After a short surveying time, the 6 bottom phrases were removed to make a more manageable list to test.)

Also note that no single respondent rated all 16 phrases; rather, each respondent rated a random set of 8 of the 16 phrases. This was done to keep the survey from being onerously long for any single respondent.

The primary way to examine the results is through the mean scores. A second examination looked at the ranking by the percentage who gave a very high rating (a 9 or 10 rating).

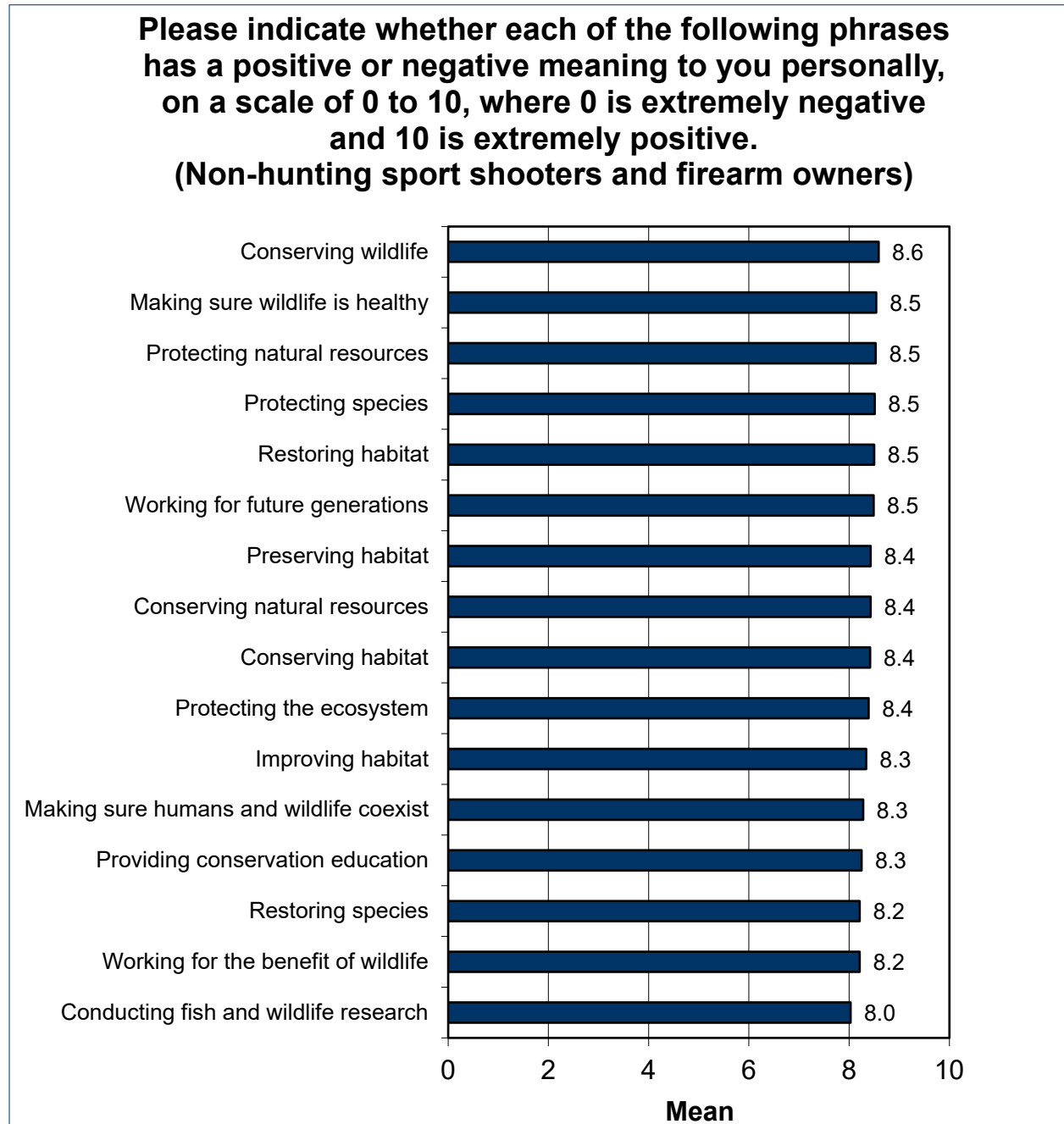
CHAPTER SUMMARY

- **Conserving wildlife is the top-rated phrase. However, the differences among the top phrases were slight (all 16 phrases had mean scores ranging from 8.0 to 8.6—a total range of only 0.6).**
 - The rating for conserving wildlife was 8.6 on the 0 to 10 scale.

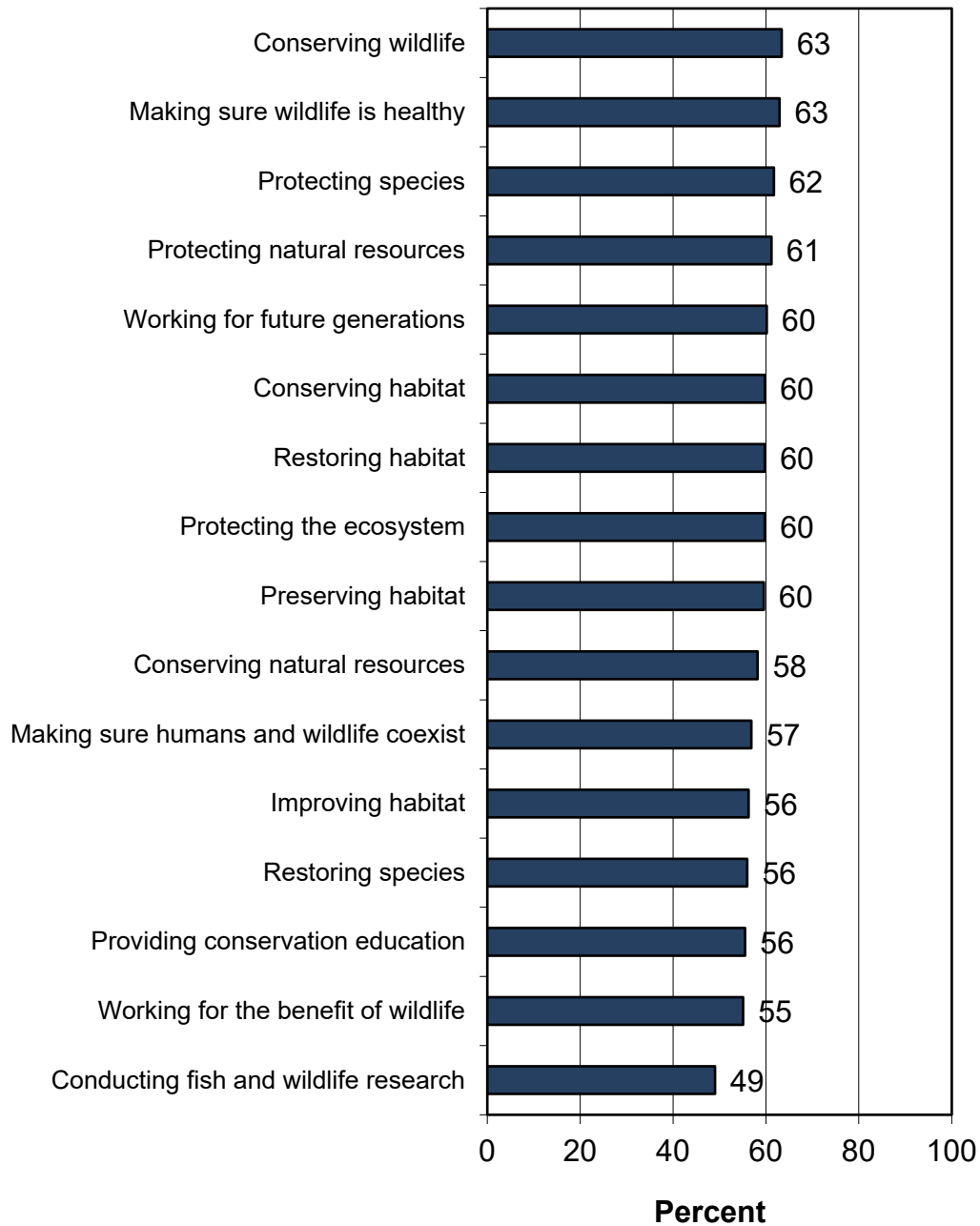
- **Other top-rated phrases include making sure wildlife is healthy, protecting natural resources, and protecting species.**
 - These all have mean ratings of 8.5 or higher and were given very high scores by more than 60% of shooters-owners.

RESULTS

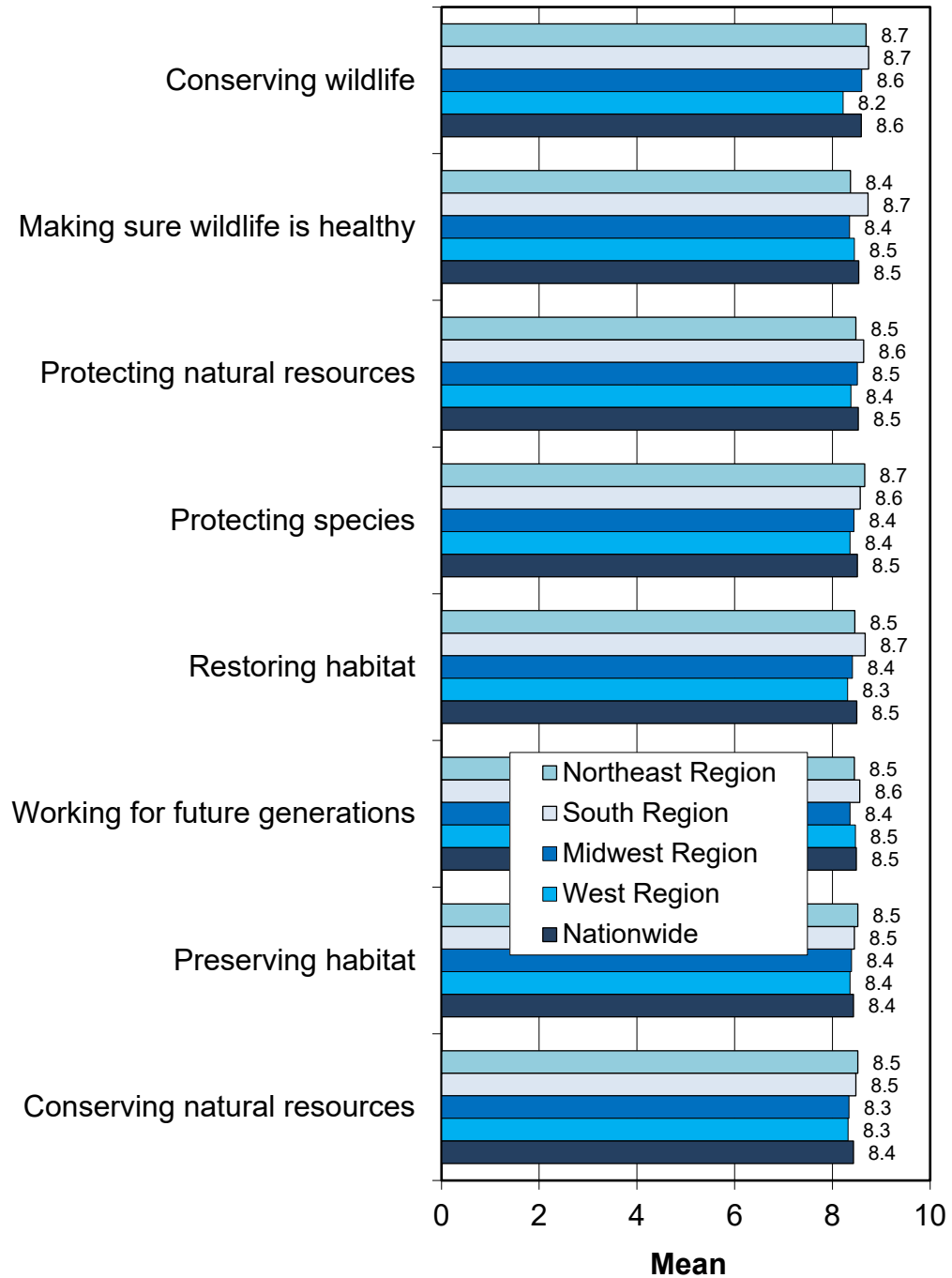
The survey tested 16 phrases, and the ones related to conserving and protecting wildlife are at or near the top (conserving wildlife, making sure wildlife is healthy, protecting species). In the mean ratings, 6 of the 16 phrases had mean ratings of 8.5 or better. Because of the closeness of the mean ratings across the board—all had mean ratings of 8.0 or better—the analysis also looked at the percentage of shooters-owners who gave a rating of 9 or 10. That graph reiterates the findings of the ranking of mean scores, with the same two on top: conserving wildlife and making sure wildlife is healthy. Regional and state results are also shown.



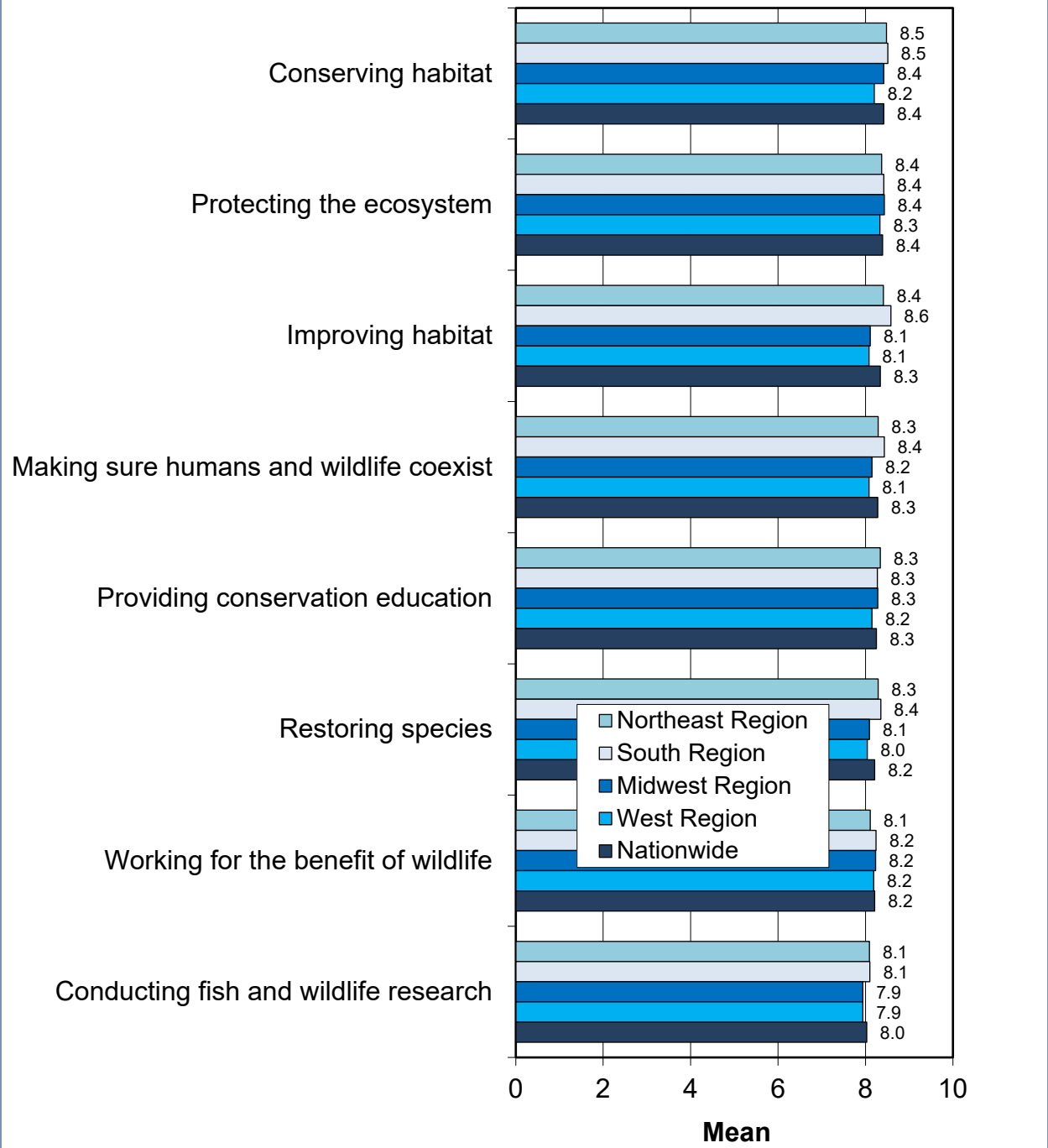
**Please indicate whether each of the following phrases has a positive or negative meaning to you personally. (Gave a rating of 9 or 10.)
(Non-hunting sport shooters and firearm owners)**



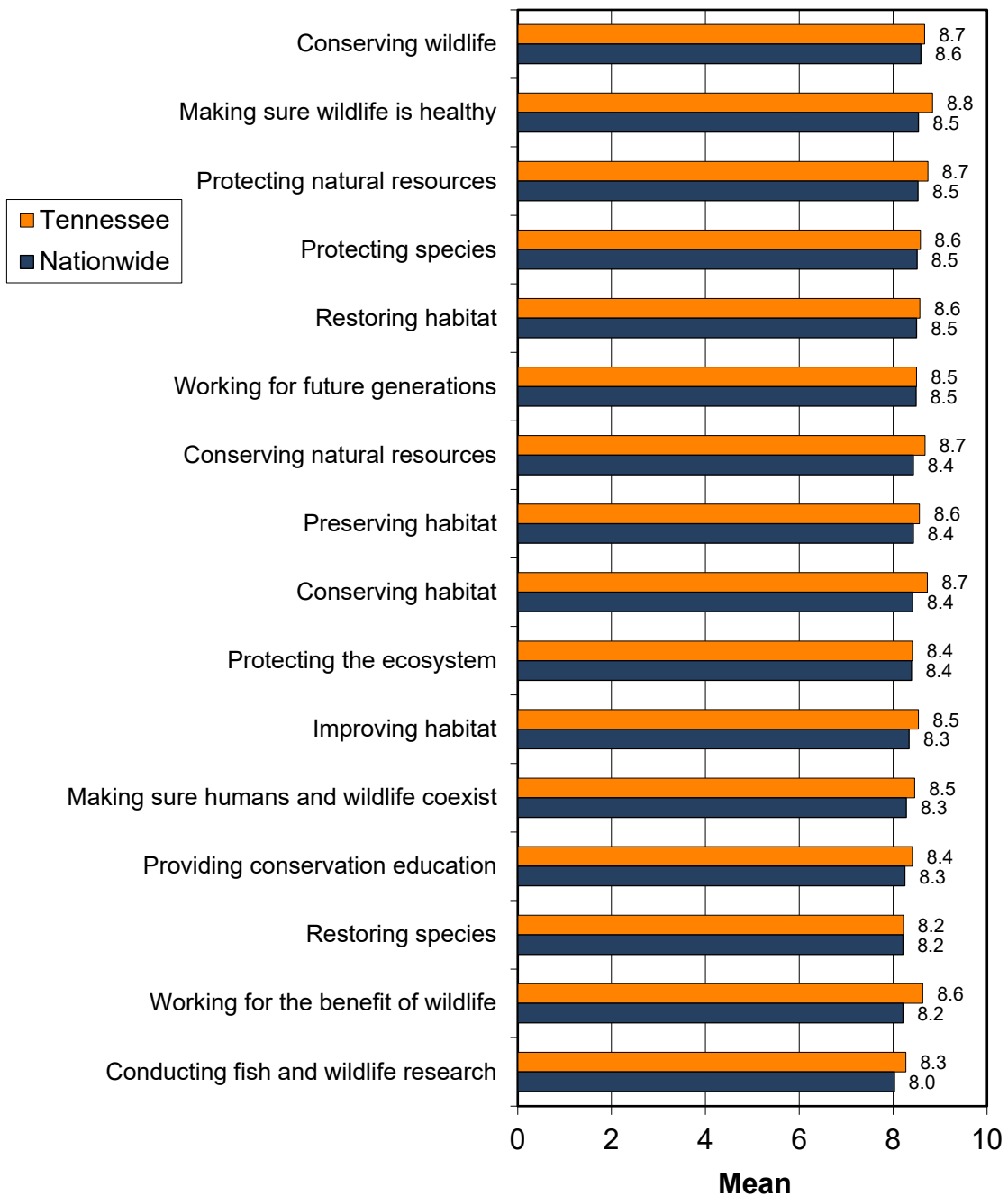
Please indicate whether each of the following phrases has a positive or negative meaning to you personally, on a scale of 0 to 10, where 0 is extremely negative and 10 is extremely positive. (Part 1) (Non-hunting sport shooters and firearm owners)



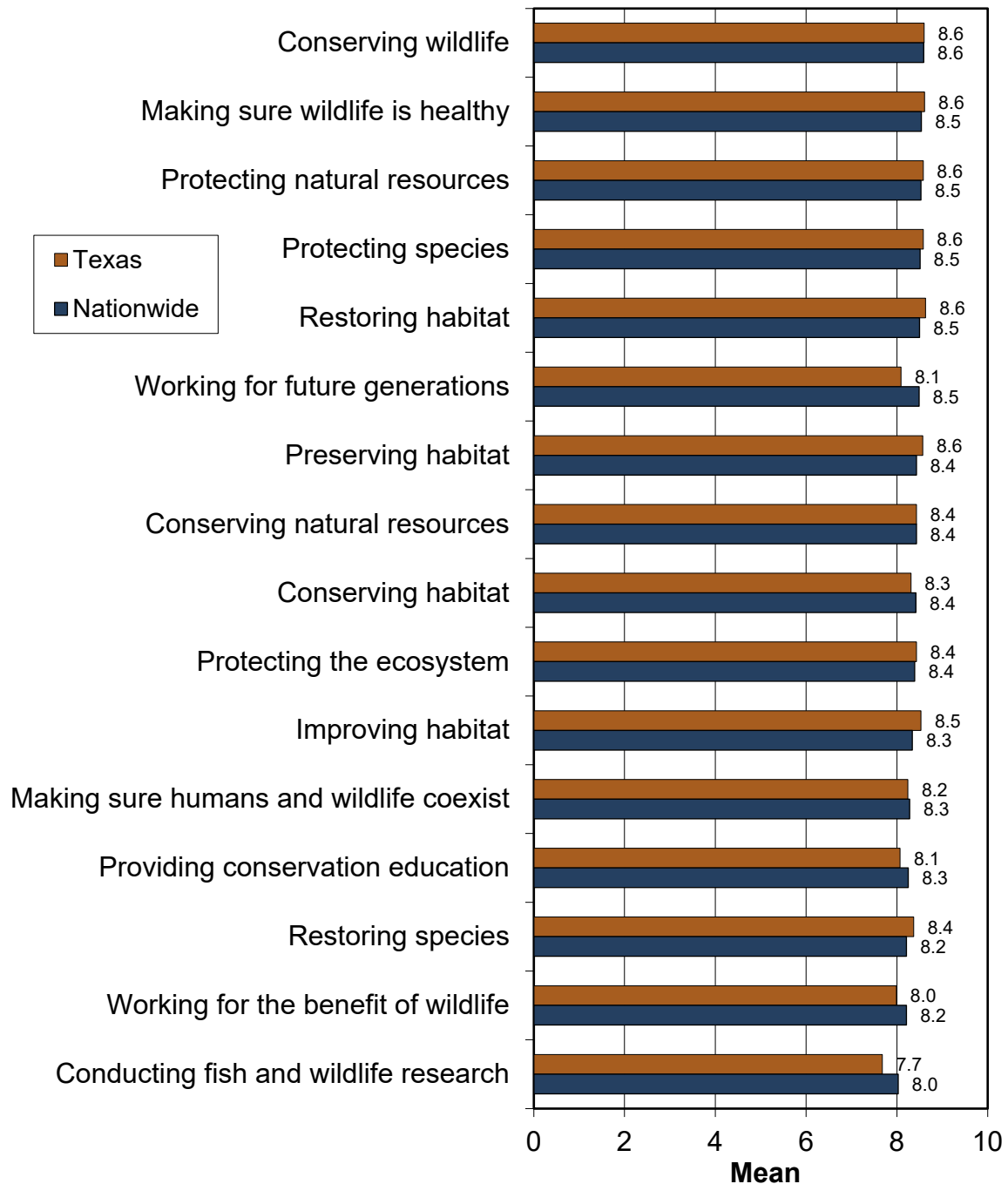
Please indicate whether each of the following phrases has a positive or negative meaning to you personally, on a scale of 0 to 10, where 0 is extremely negative and 10 is extremely positive. (Part 2) (Non-hunting sport shooters and firearm owners)



Please indicate whether each of the following phrases has a positive or negative meaning to you personally. (Non-hunting sport shooters and firearm owners)



Please indicate whether each of the following phrases has a positive or negative meaning to you personally. (Non-hunting sport shooters and firearm owners)



USE OF AND PREFERENCES REGARDING SHOOTING RANGES

Explored in this section were use of shooting ranges, reasons for not using shooting ranges, and opinions on whether there are enough shooting ranges. It also looked at the amenities and activities that shooters-owners would like to have at shooting ranges. The section then looked at whether more shooting ranges would encourage greater participation in shooting, as well as what a reasonable fee for access to a shooting range would be. The section ends with a look at support for or opposition to having the state fund shooting ranges, as well as reasons for opposition.

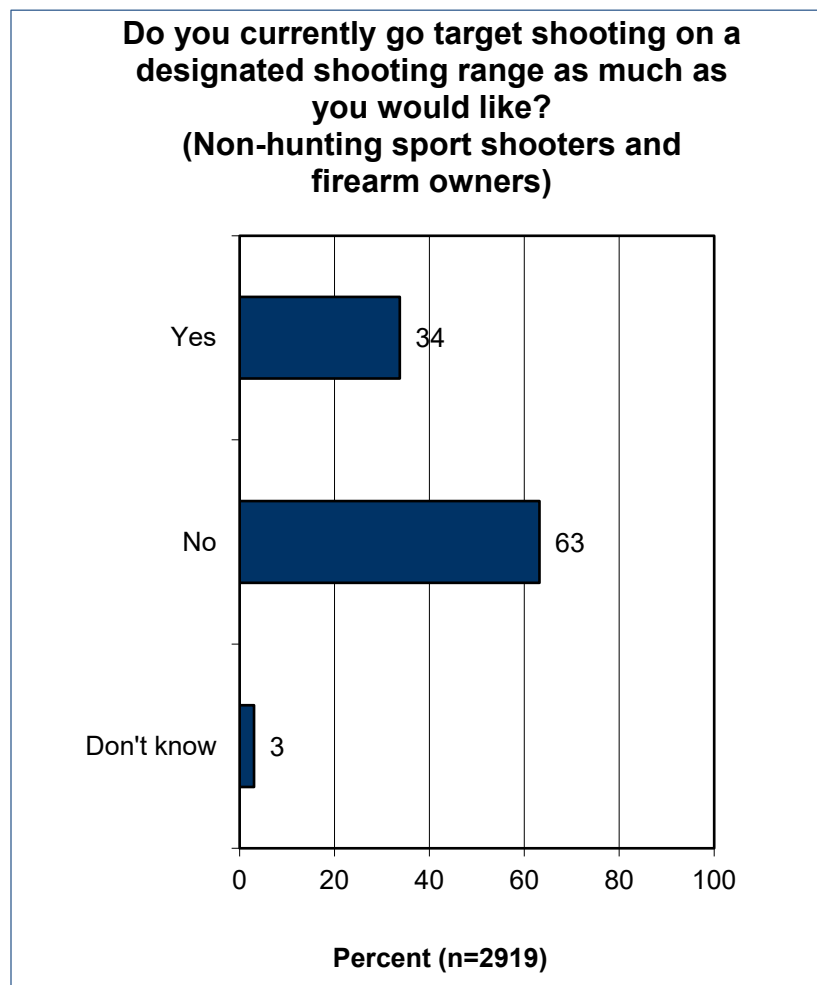
CHAPTER SUMMARY

- **About a third of shooters-owners (34%) indicate that they go target shooting at a range as much as they would like.**
 - Northeast Region shooters-owners are the most likely to shoot at a range as much as they would like.
- **The top reasons for not target shooting at a range are personal: lack of time because of work and family. However, the cost of ammunition and the cost of access to a range are also commonly named.**
 - Just more than half (51%) of those who do not shoot at a range as much as they would like cite work/family obligations as a constraint. Meanwhile, 22% say the price of ammunition is a constraint, and 20% say the cost of access to a range is a constraint.
- **Just over half of shooters-owners (53%) agree that there are enough shooting ranges available to them. And while 25% disagree, it is worth noting that 47% did not agree that there are enough (“not agree” here means disagreeing and neutral/don’t know responses).**
 - Agreement is highest in the Northeast Region.
- **The top desired amenities that should be provided at shooting ranges are restrooms (by far the most commonly selected amenity) and better facilities, more staff, rental firearms, and security.**
 - In this series of questions, 57% wanted restrooms on site, while the rest of the amenities named above range from 43% to 49% wanting them.
- **The top desired activities that should be provided in shooters-owners’ areas are outdoor range shooting in general and indoor range shooting in general. These are more commonly selected from a list than are more specific activities, such as long-range shooting or skeet shooting.**
 - In the series, 62% wanted outdoor range shooting, and 51% wanted indoor range shooting. All other activities were at 35% or lower.

- **Having nearby shooting ranges that have reasonable fees would encourage a majority of shooters-owners to go shooting more: 71% would be encouraged by having a public range nearby, and 63% would be encouraged by having a private range nearby. The median “reasonable” fee is \$20 per day.**
 - Those who are most in agreement that they would use a public range are active target shooters and Hispanics/Latinos.
 - Those most in agreement that they would use a private range are active target shooters, Hispanics/Latinos, and shooters-owners from a large city or urban area.

- **The large majority of shooters-owners support having their state fish and wildlife agency fund shooting ranges in their state: 77% support.**
 - Only 5% oppose.

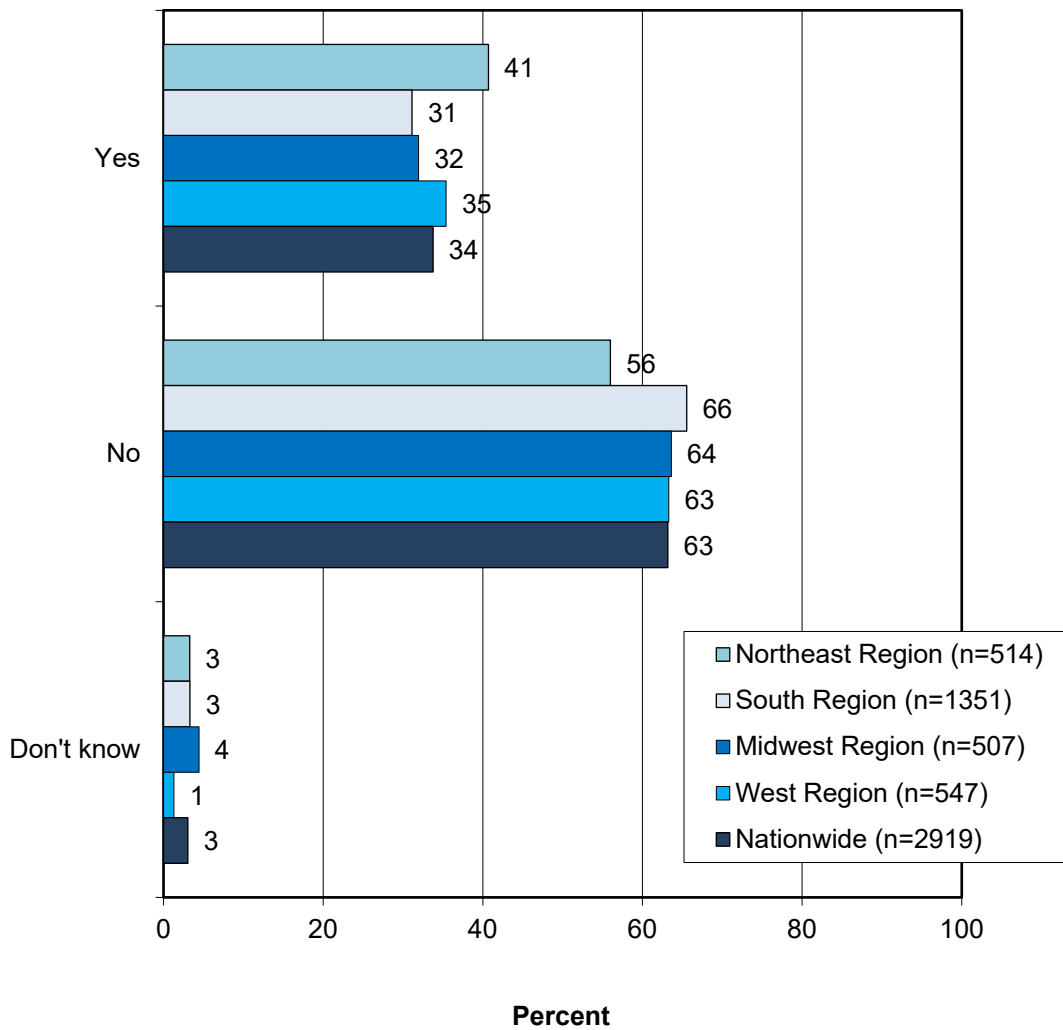
RESULTS



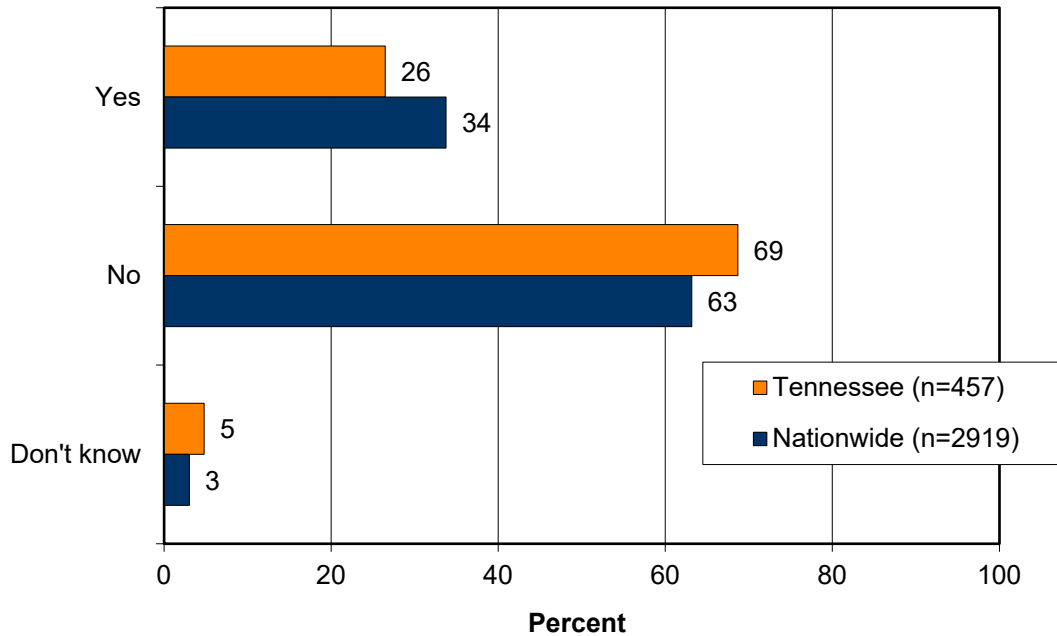
All shooters-owners were asked if they go target shooting on a range as much as they want. The question was directed at all, including those who currently do not shoot. This was done because some of those who do not actively shoot may be constrained by not having enough access to places to go shooting. Therefore, their opinion, even if they do not shoot, is valid. Only about a third of shooters-owners (34%) currently shoot at a range as much as they would like, while 63% indicate that they do *not* do so.

Regionally, Northeast Region shooters-owners are the most likely to shoot at a range as much as they would like. In the state results, only 26% of Tennessee shooters-owners do so. Texas shooters-owners, on the other hand, are almost exactly like shooters-owners overall.

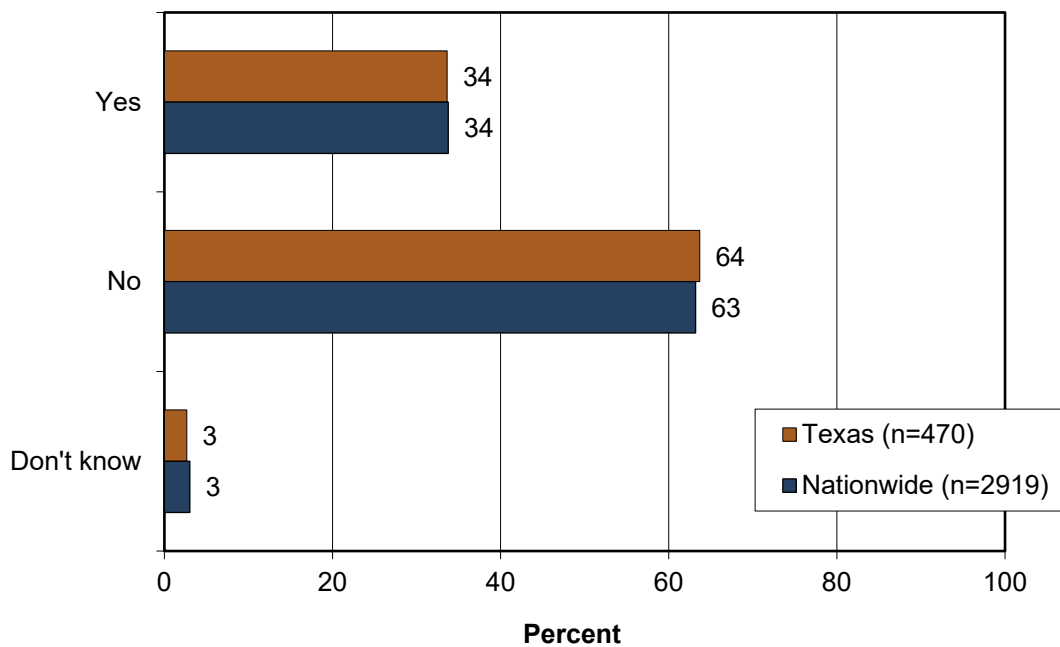
**Do you currently go target shooting on a designated shooting range as much as you would like?
(Non-hunting sport shooters and firearm owners)**



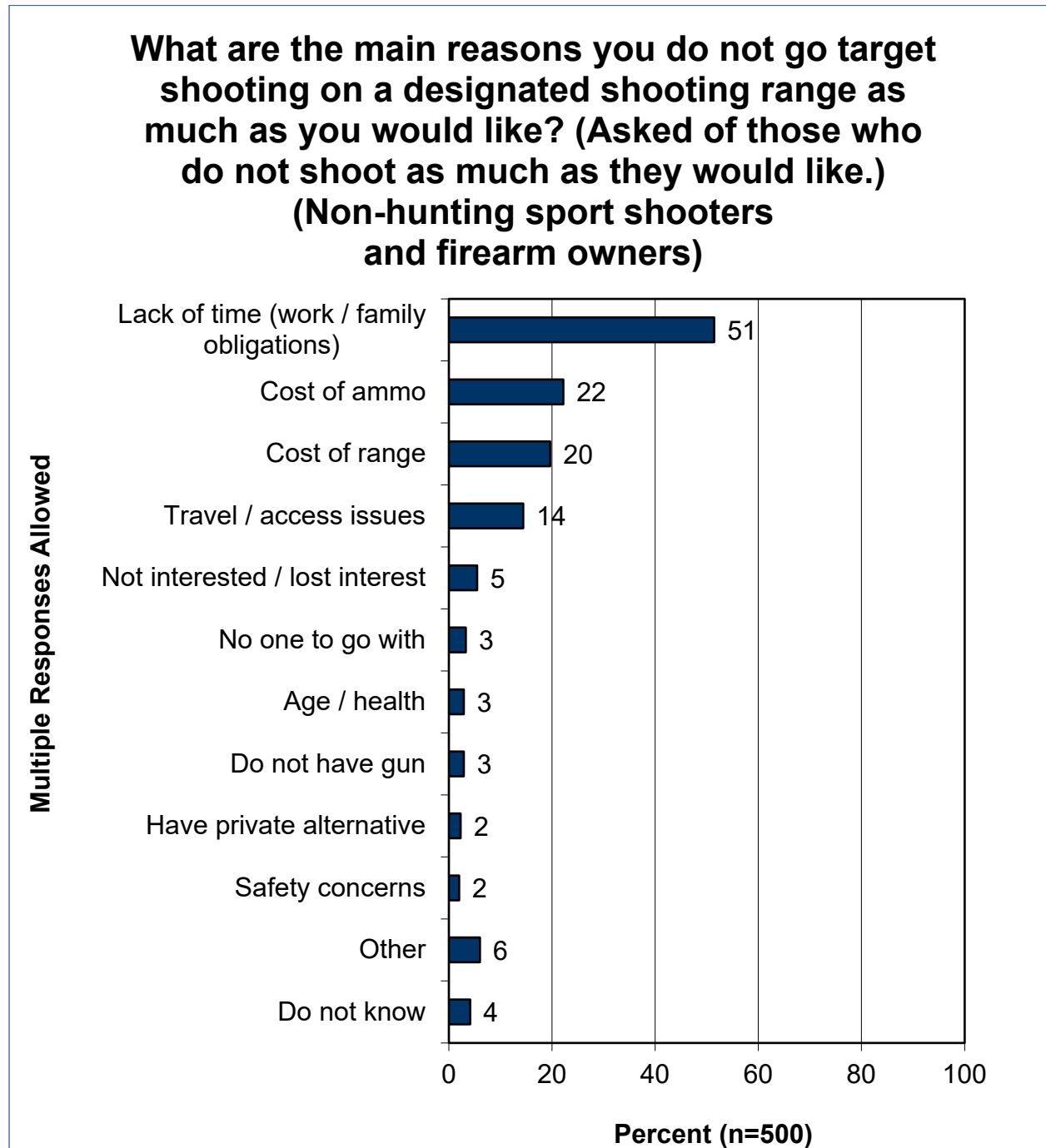
Do you currently go target shooting on a designated shooting range as much as you would like? (Non-hunting sport shooters and firearm owners)



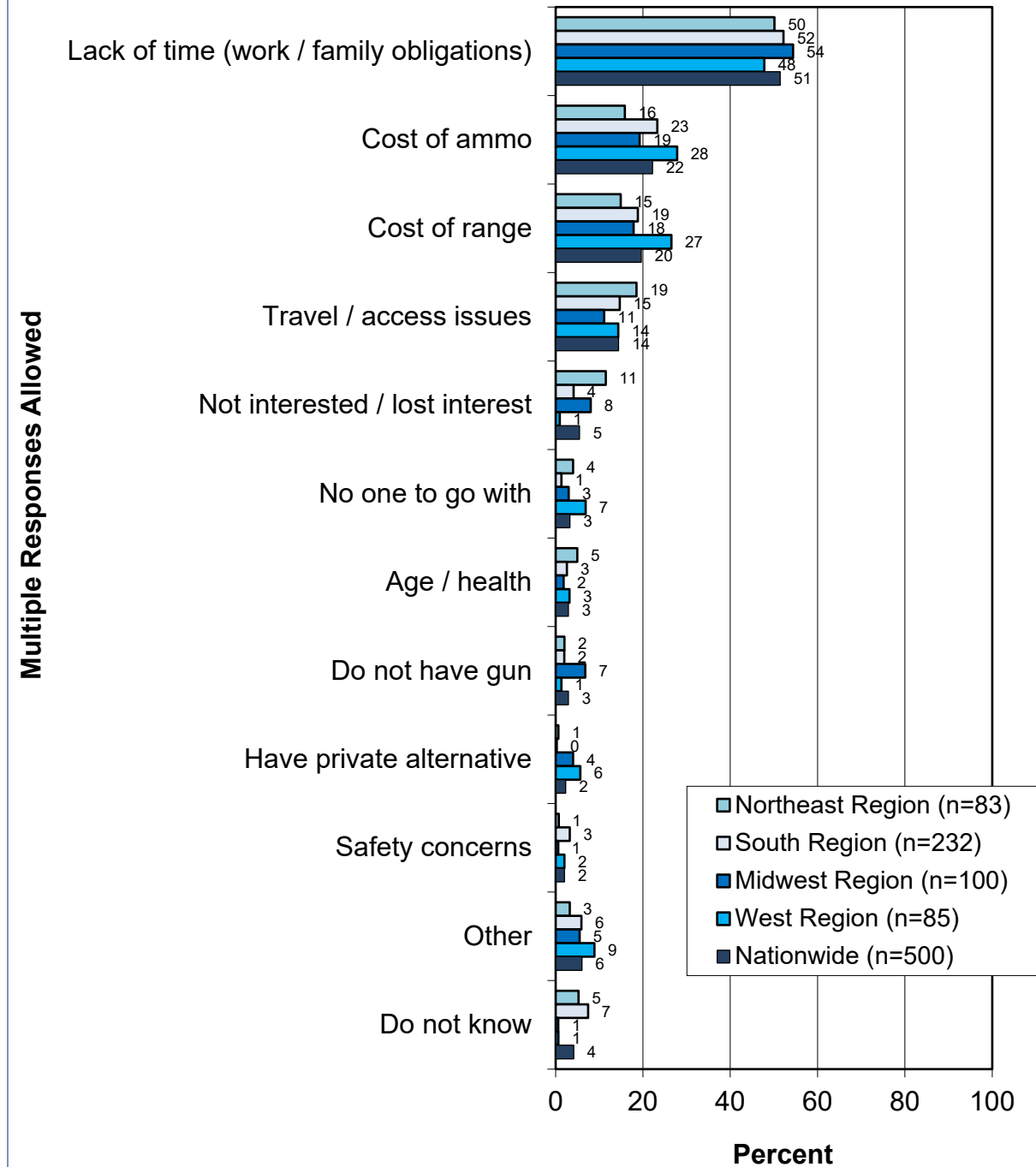
Do you currently go target shooting on a designated shooting range as much as you would like? (Non-hunting sport shooters and firearm owners)



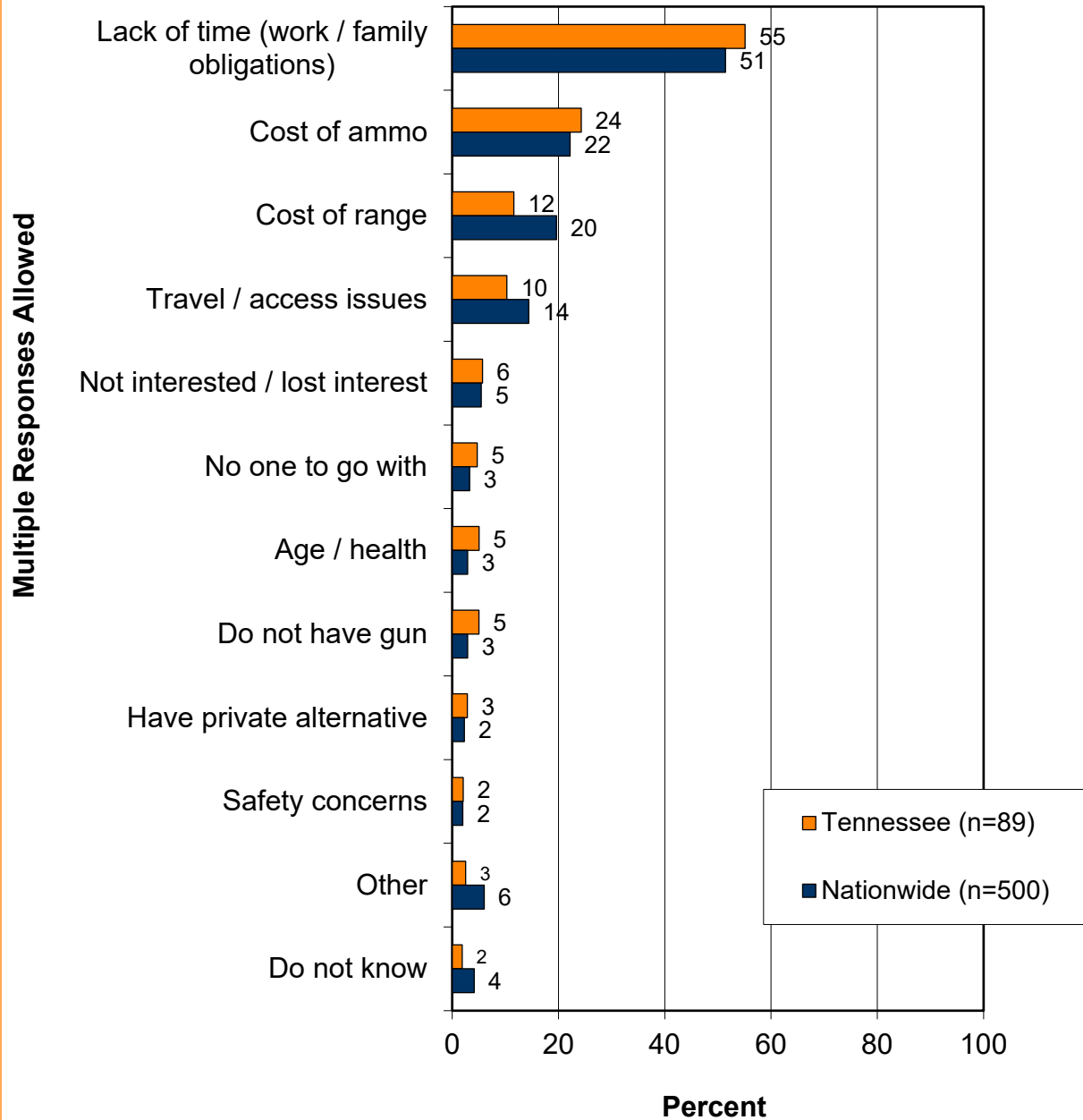
A follow-up question that was open-ended found that personal reasons are the primary constraint to participation in target shooting at ranges, asked of those who do not go to a range as much as they want. Lack of time for work and family obligations is the top-named constraint. However, costs also are a major constraint: cost of ammunition and cost of the ranges themselves. Travel/access issues were also commonly named. The regional and state graphs are presented as well.



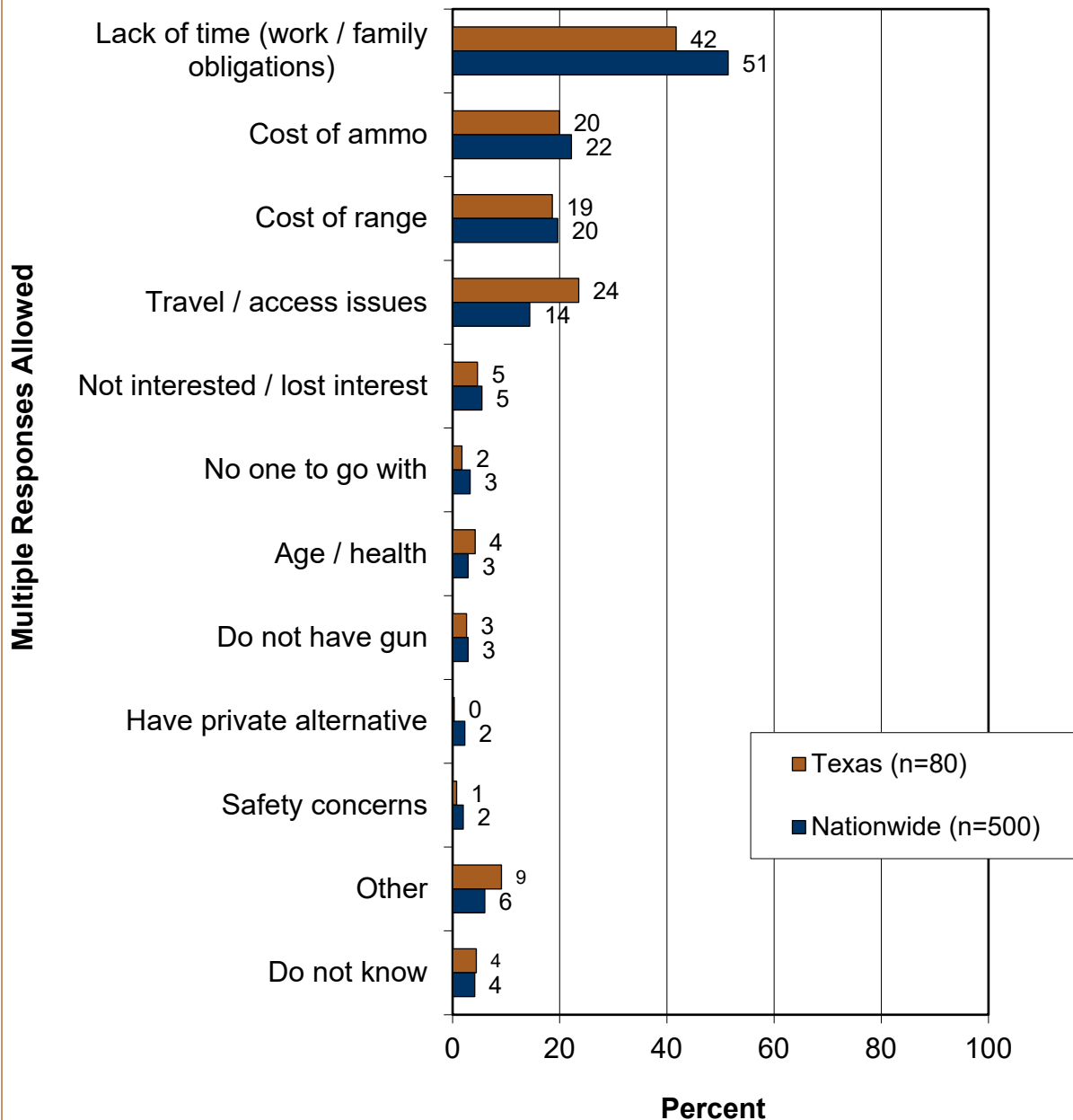
What are the main reasons you do not go target shooting on a designated shooting range as much as you would like? (Asked of those who do not shoot as much as they would like.) (Non-hunting sport shooters and firearm owners)



**What are the main reasons you do not go target shooting on a designated shooting range as much as you would like? (Asked of those who do not shoot as much as they would like.)
(Non-hunting sport shooters and firearm owners)**

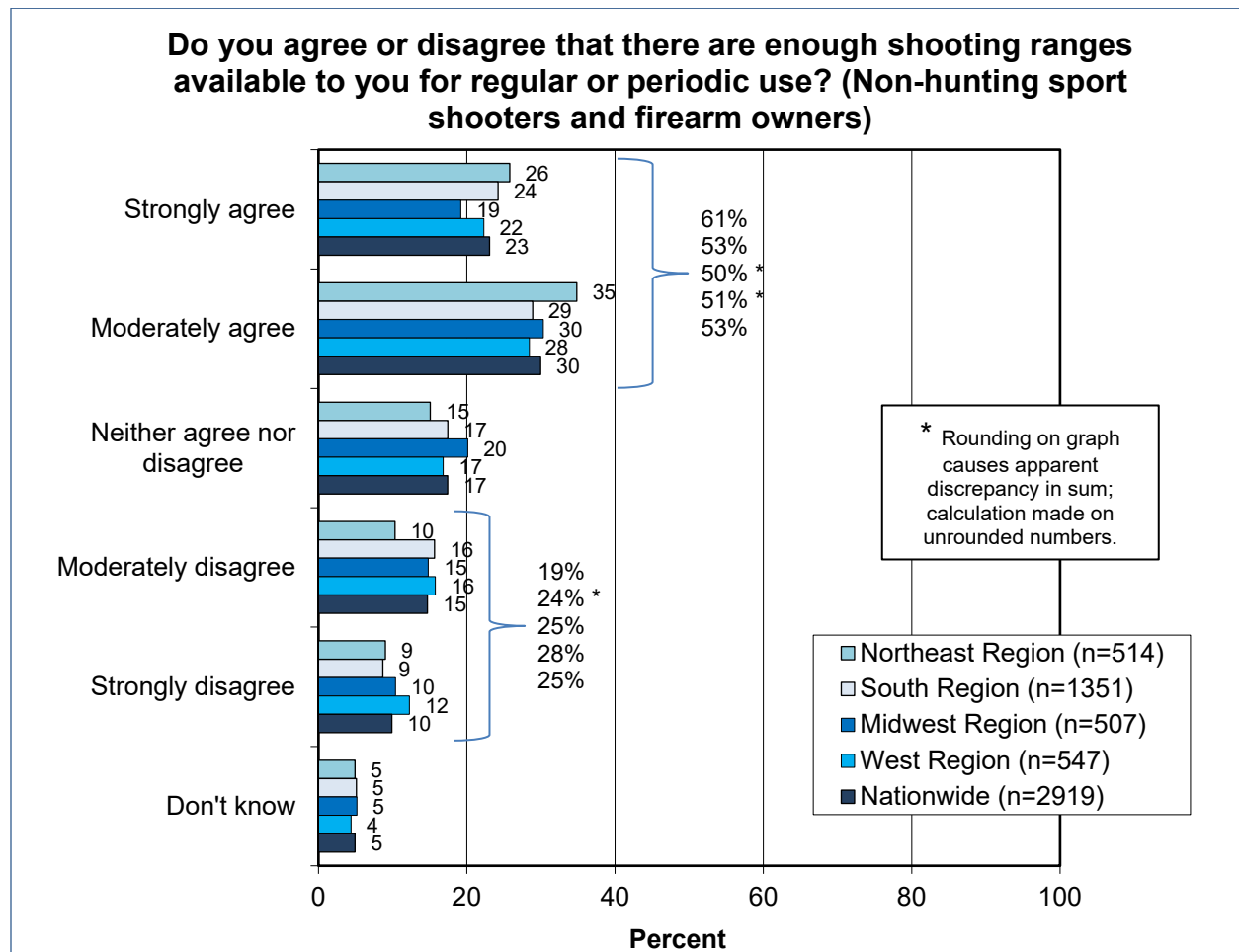
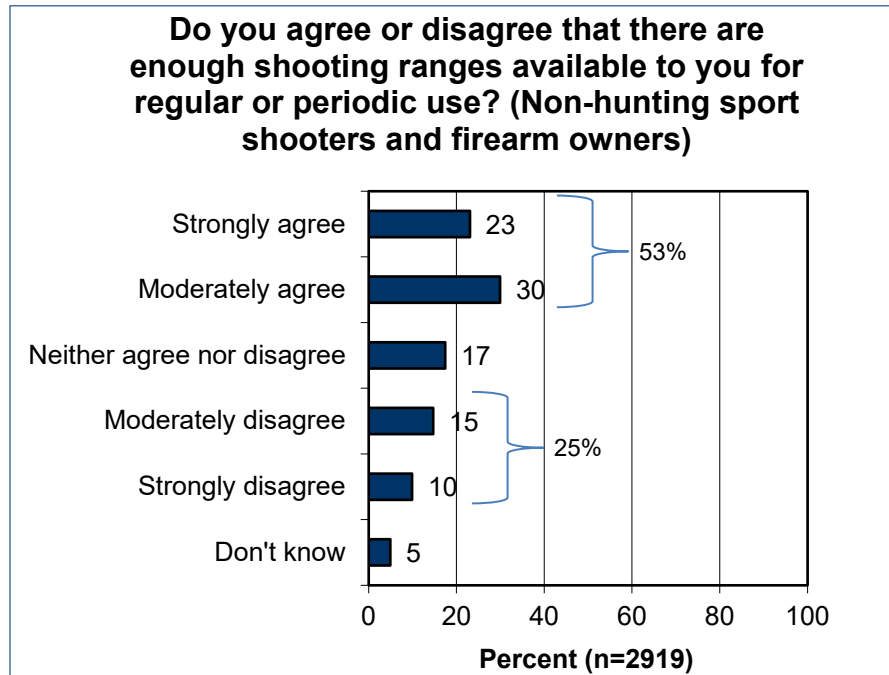


**What are the main reasons you do not go target shooting on a designated shooting range as much as you would like? (Asked of those who do not shoot as much as they would like.)
(Non-hunting sport shooters and firearm owners)**

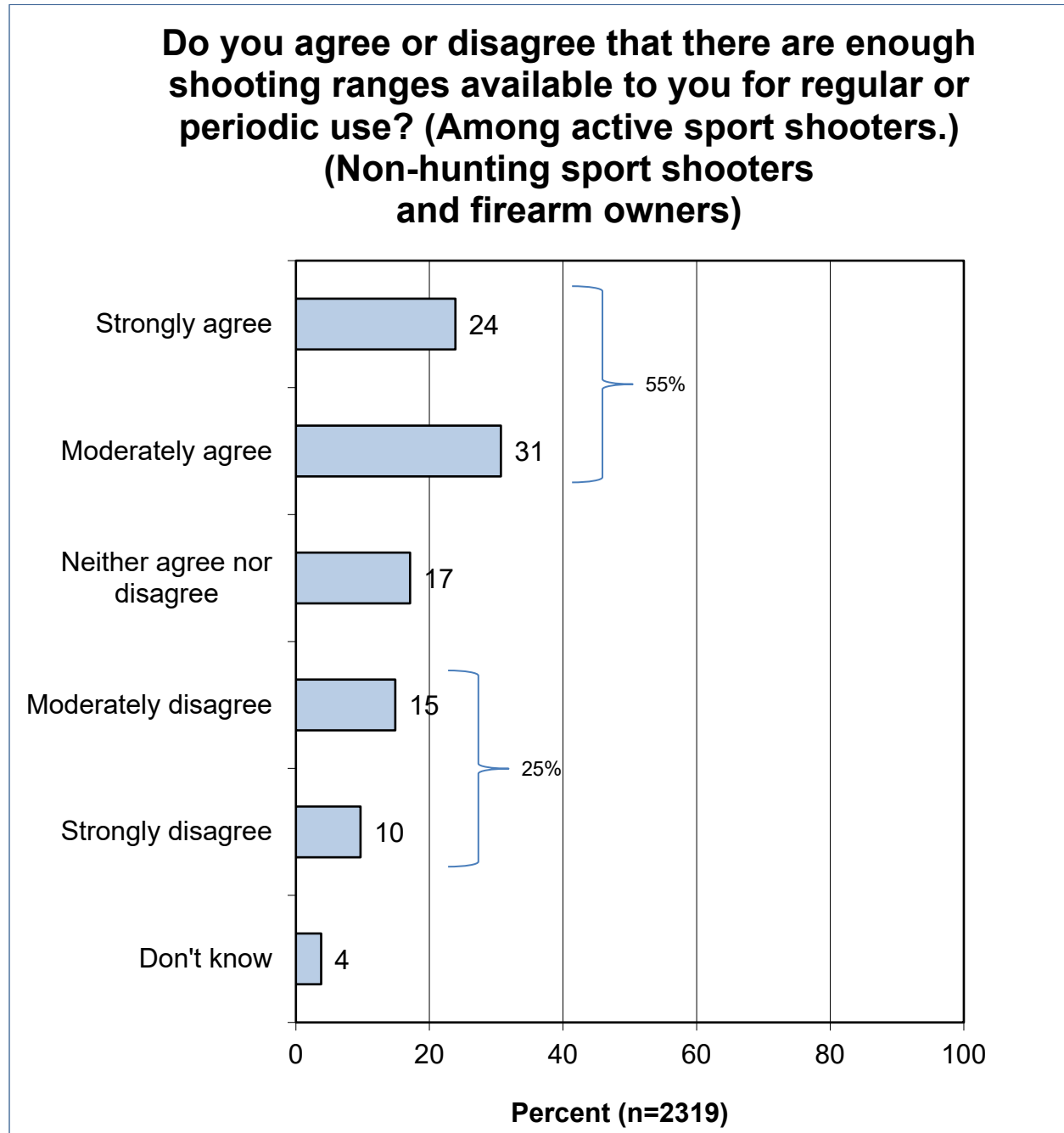


The survey also directly asked shooters-owners if they agreed or disagreed that there are enough shooting ranges available to them. Nationally, agreement (53%) is about twice the disagreement (25%) that this is so.

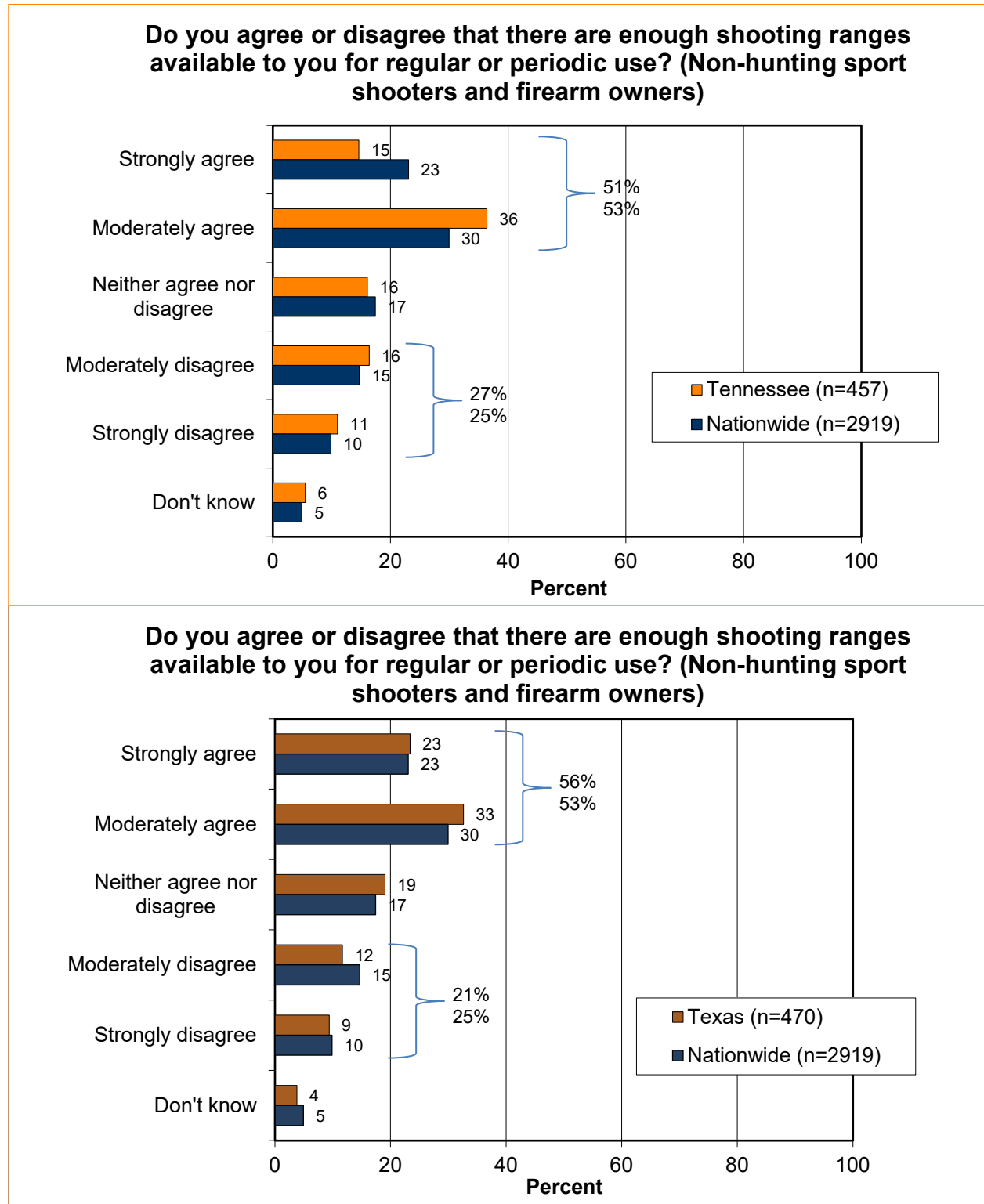
Regionally, agreement is highest in the Northeast Region, markedly higher than in the other regions.



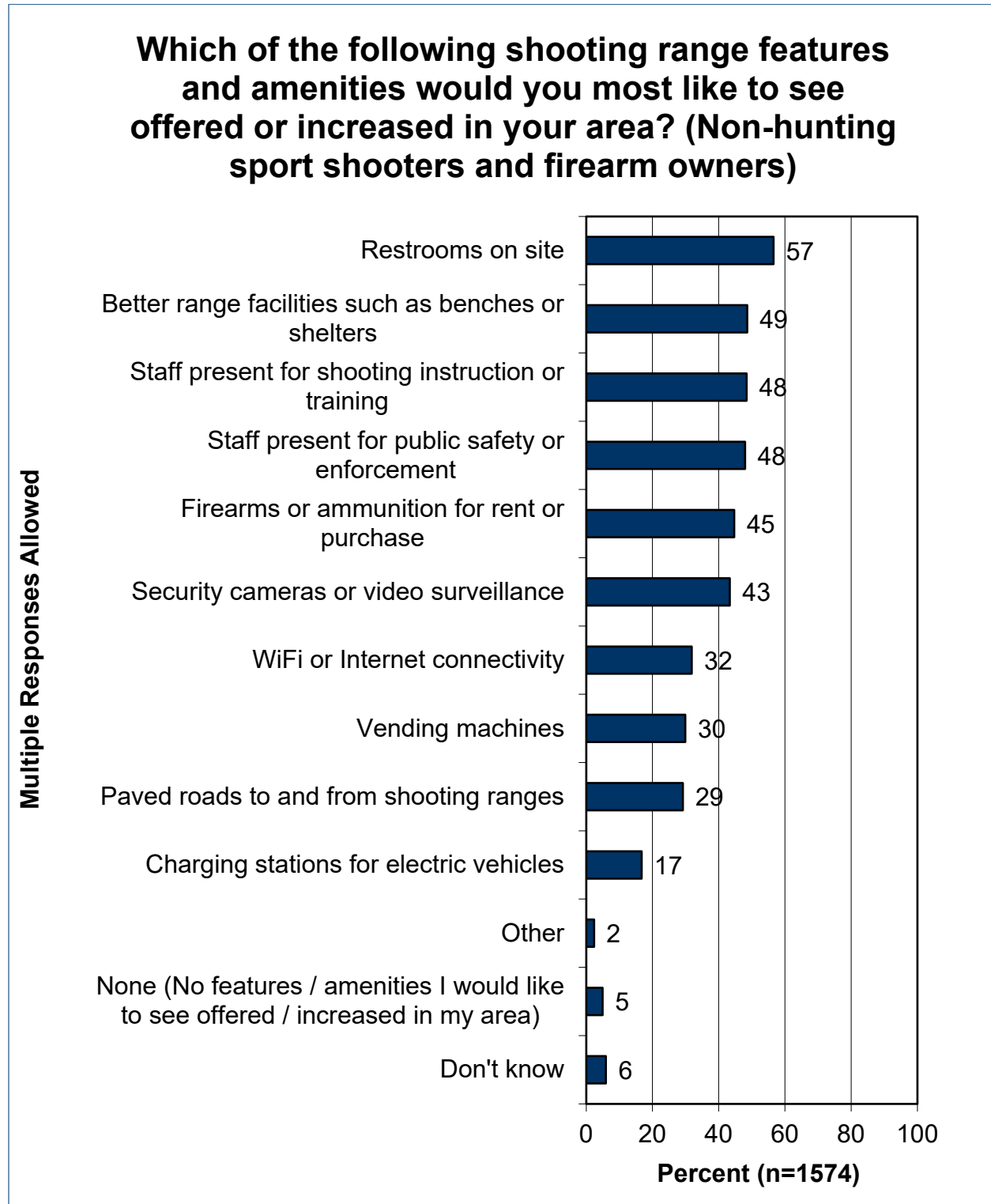
The previous question was also run among active sport shooters (excluding those in the sample who own firearms but have not shot in the past 5 years). Active sport shooters are almost exactly like shooters-owners overall: 55% agree (compared to 53% overall), and 25% disagree (which matches the 25% who disagree overall).



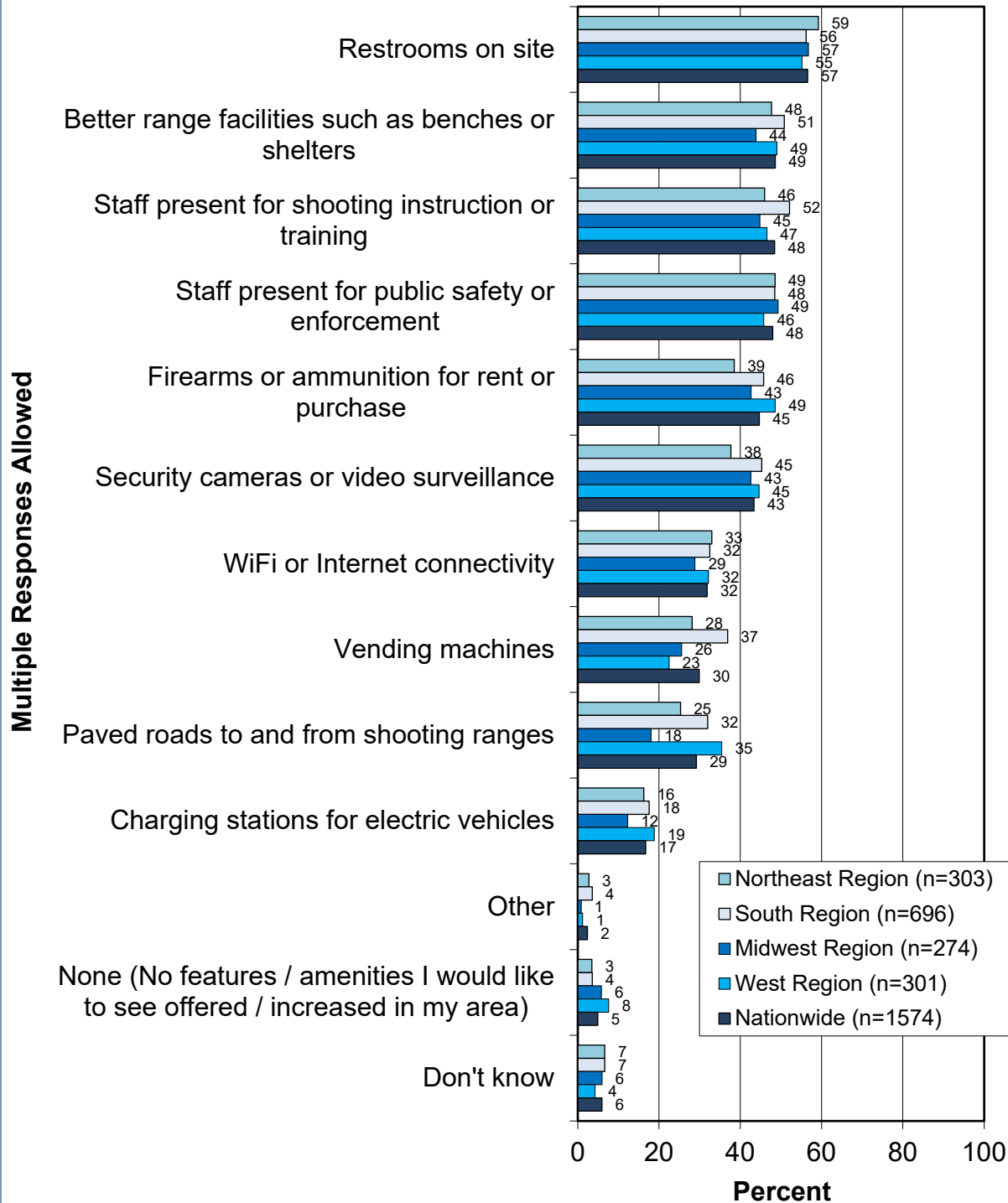
Individual state graphs are included. In Tennessee, overall agreement is about the same as nationwide, but *strong* agreement is lower in the state than nationwide. In Texas, agreement is slightly higher than nationwide.



Shooters-owners were asked to indicate the shooting range features/amenities that they would like from a list presented to them. Restrooms on site topped the list, followed by a second tier consisting of better facilities, more staff, firearms or ammunition for rent or purchase, and security features. The following page has the regional results.

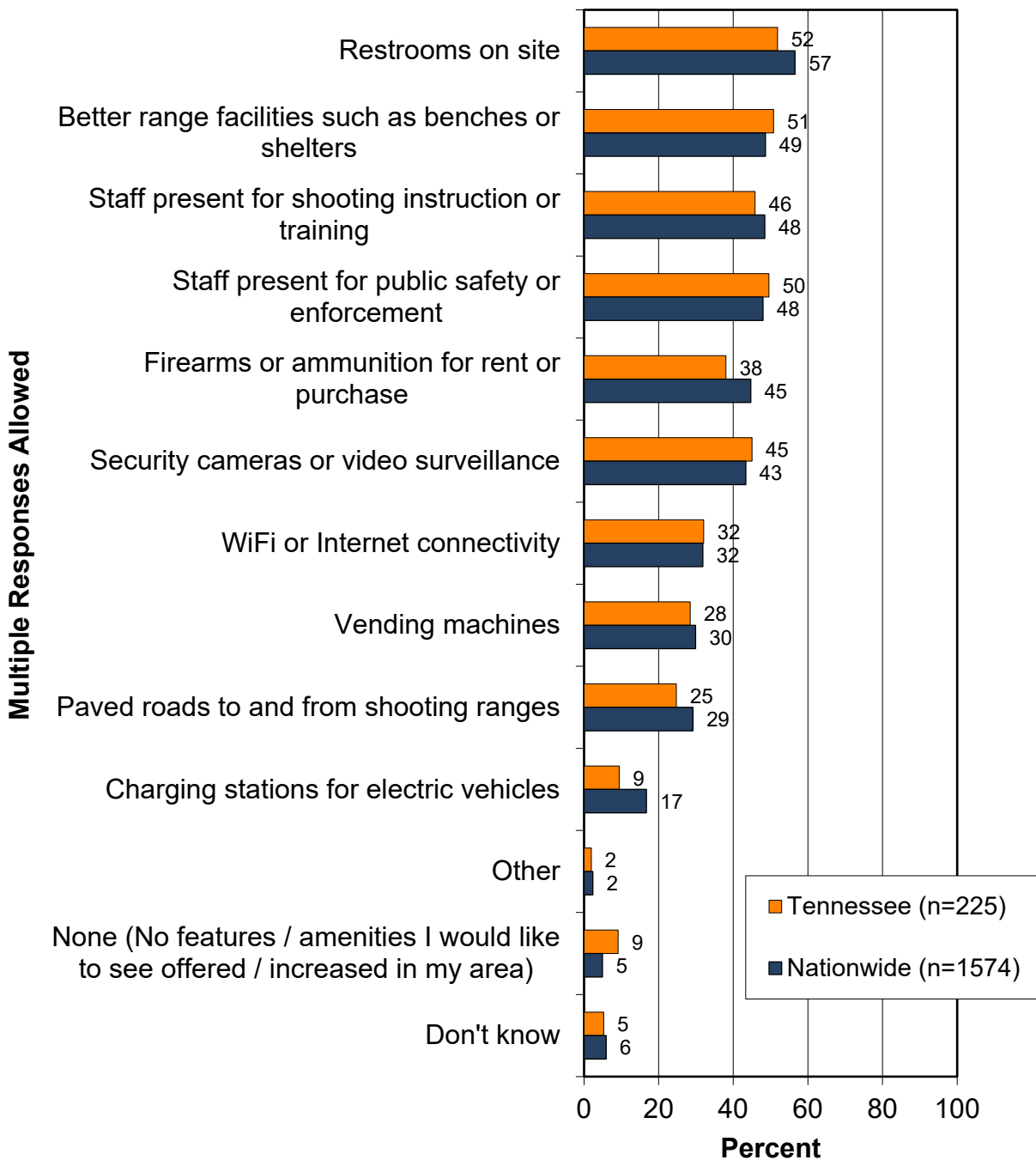


Which of the following shooting range features and amenities would you most like to see offered or increased in your area? (Non-hunting sport shooters and firearm owners)

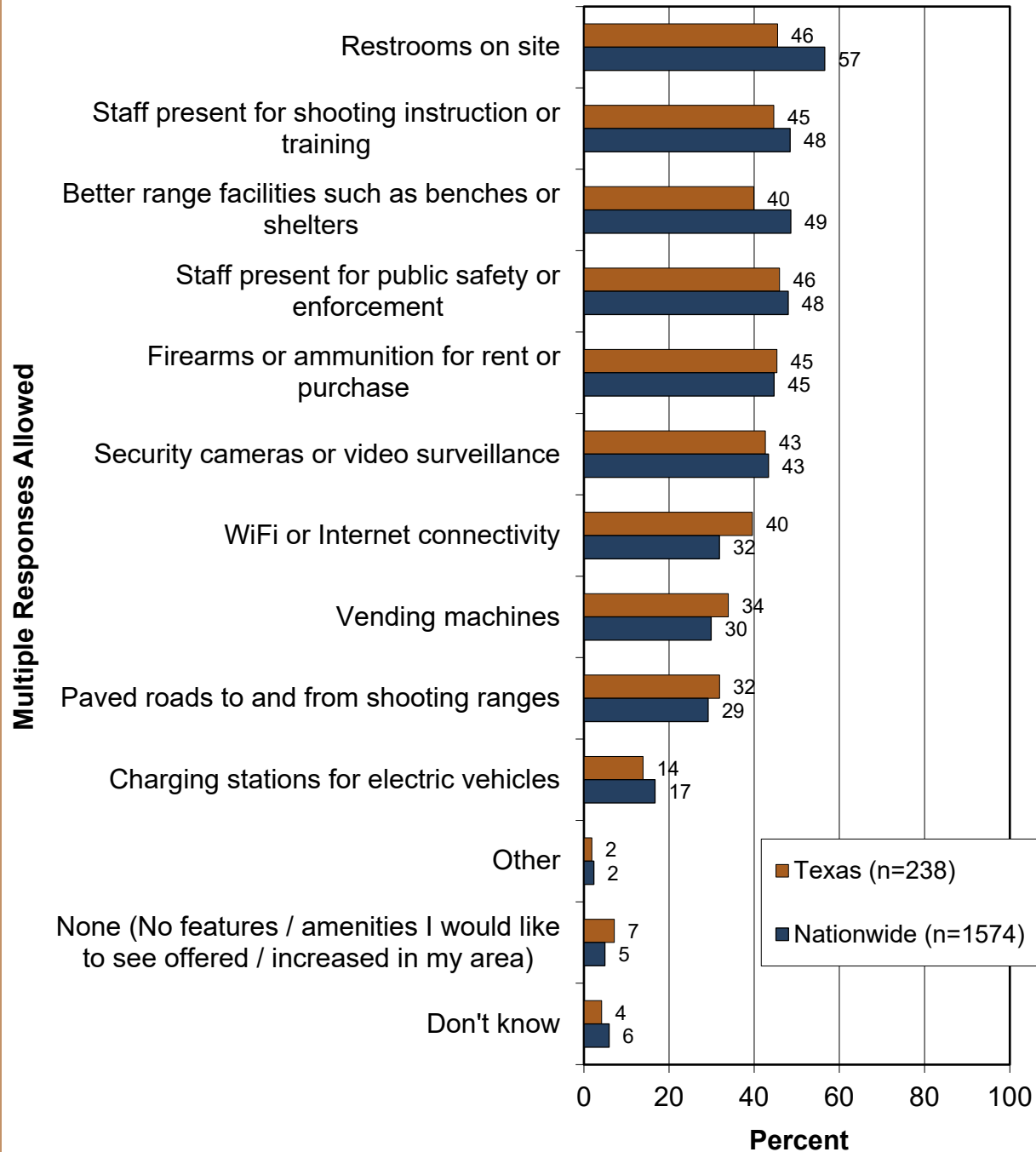


State results are shown on this page and the next.

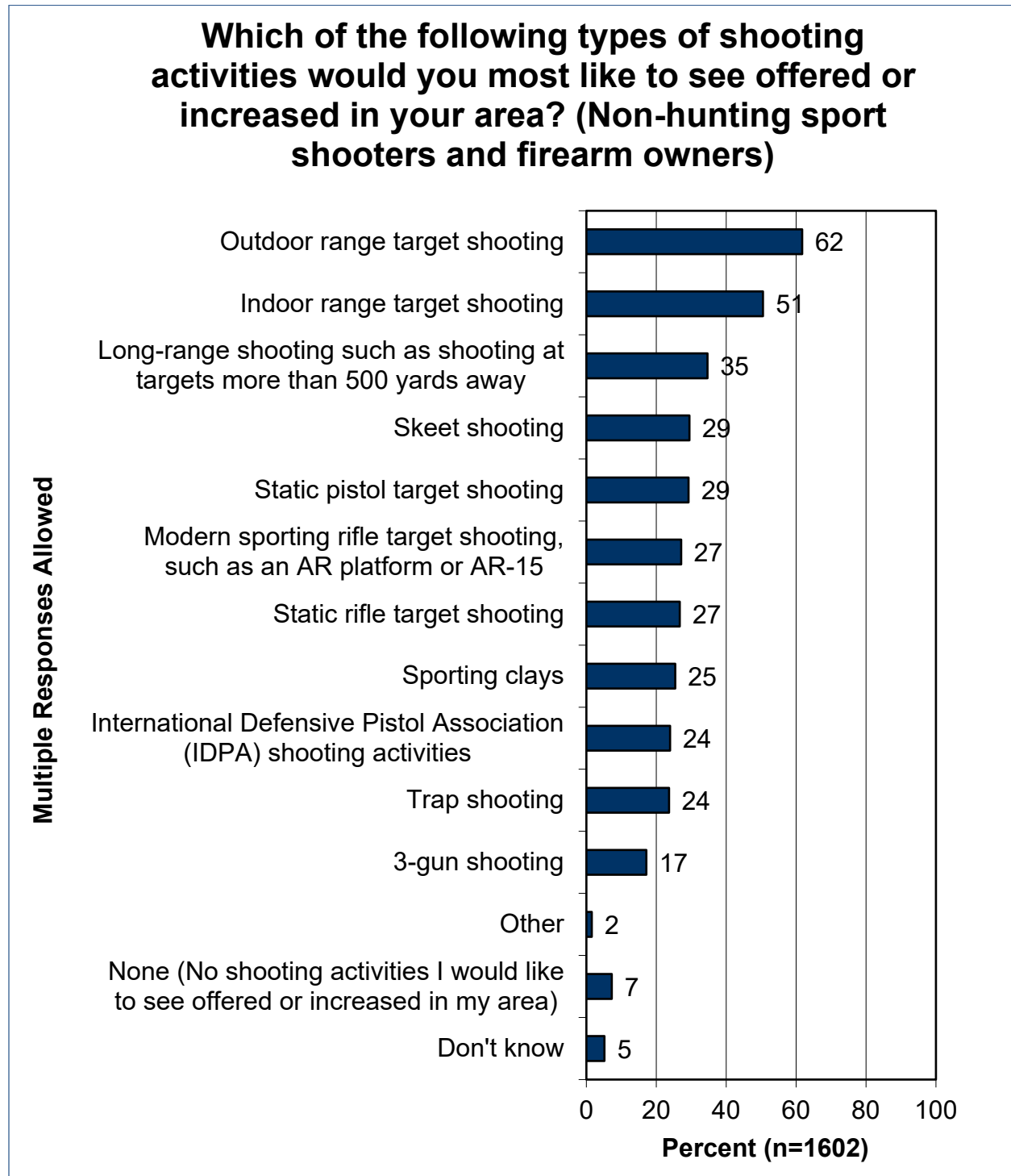
Which of the following shooting range features and amenities would you most like to see offered or increased in your area? (Non-hunting sport shooters and firearm owners)



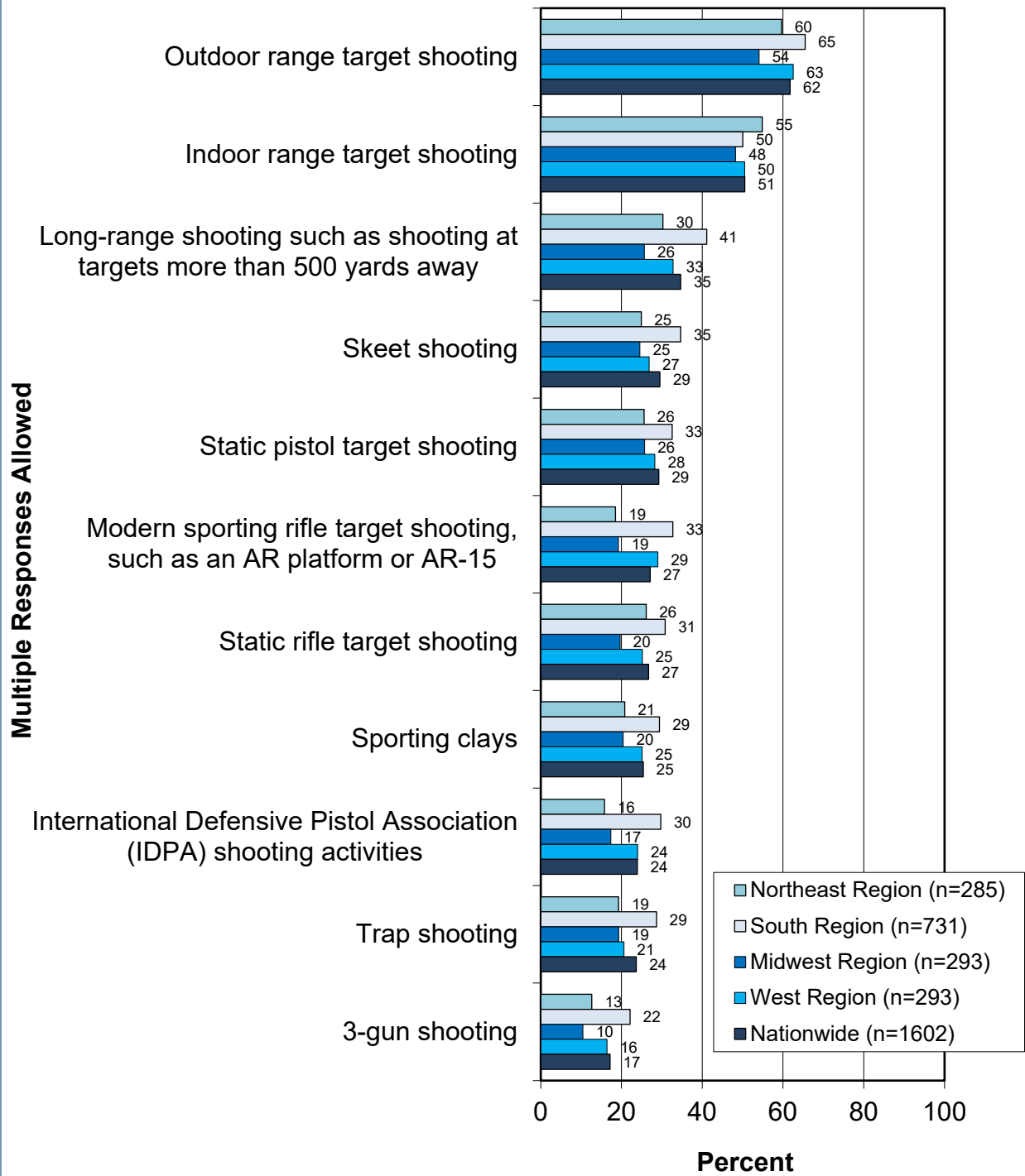
Which of the following shooting range features and amenities would you most like to see offered or increased in your area? (Non-hunting sport shooters and firearm owners)



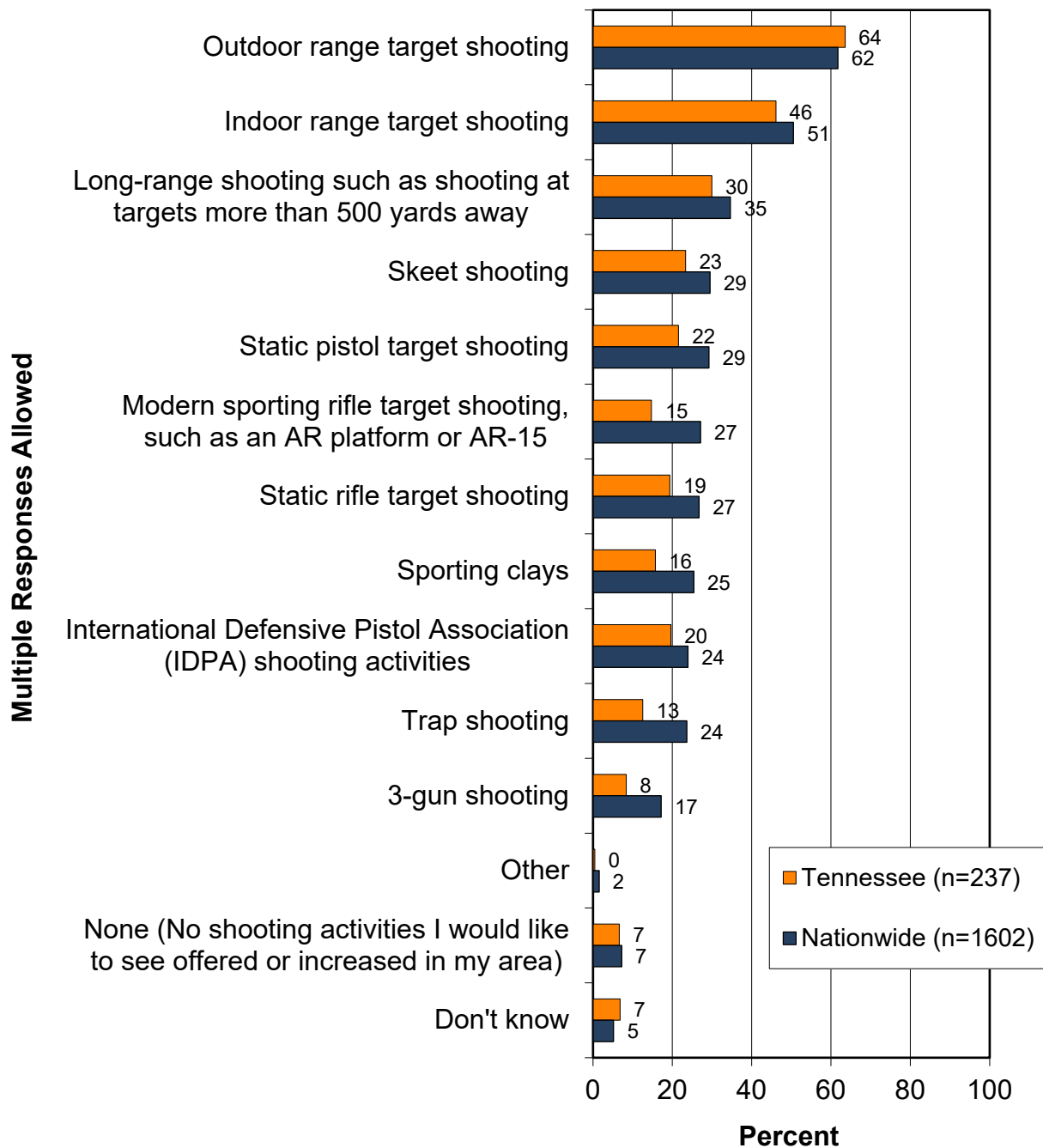
In the same manner, the survey presented a list of shooting activities and asked shooters-owners to indicate which they would want offered in their area. Outdoor range shooting topped the list (62% wanted this—they could select all that applied). Indoor shooting was also high, with 51% wanting this. These two were far above the more specific activities, such as long-range shooting, skeet shooting, and so forth. Regional and state results follow the overall results.



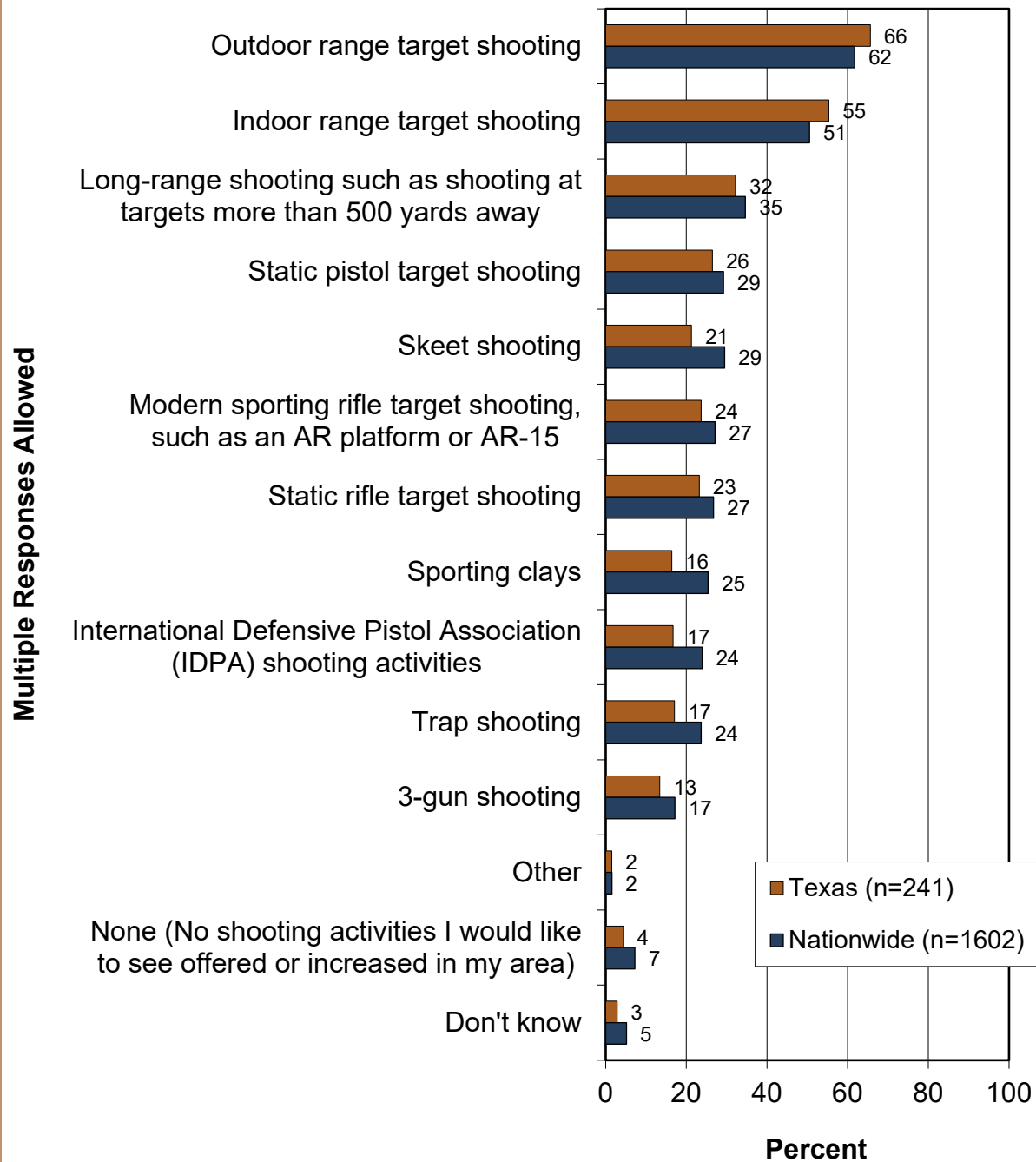
Which of the following types of shooting activities would you most like to see offered or increased in your area? (Non-hunting sport shooters and firearm owners)

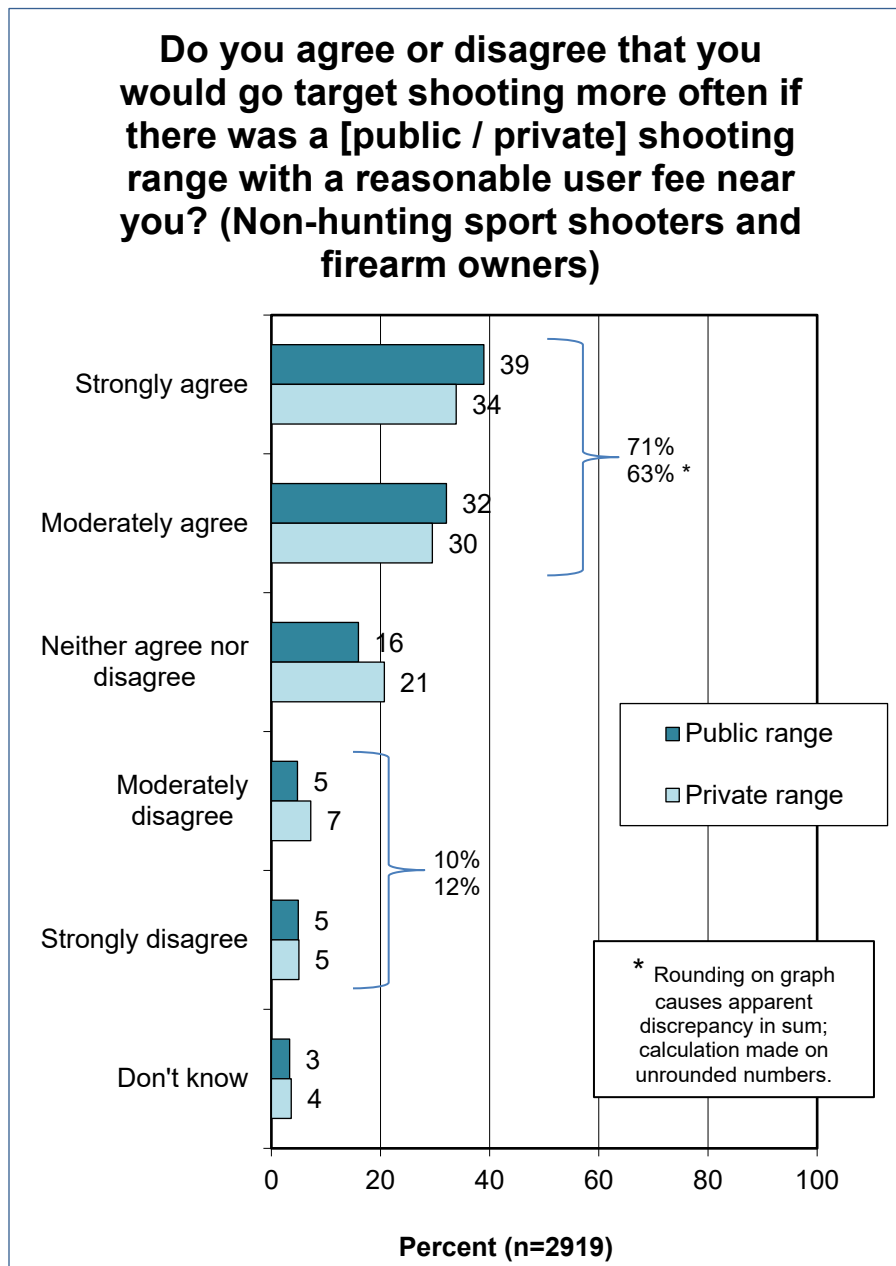


Which of the following types of shooting activities would you most like to see offered or increased in your area? (Non-hunting sport shooters and firearm owners)



Which of the following types of shooting activities would you most like to see offered or increased in your area? (Non-hunting sport shooters and firearm owners)

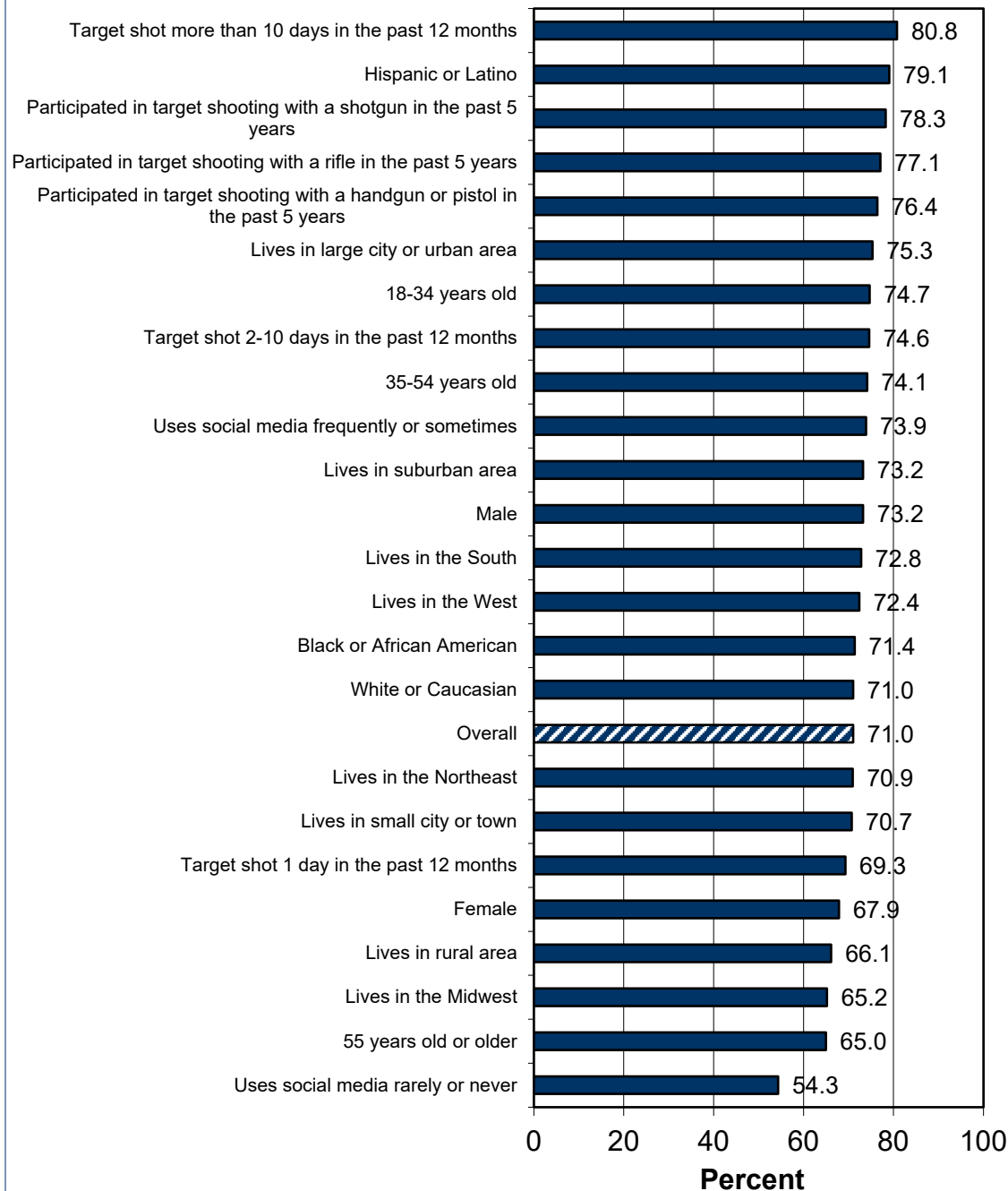




Shooters-owners were then asked if they would go to a shooting range if there was one in their area that had a “reasonable” user fee, and they were asked about a public range and a private range separately. There is more interest in a public range, although both had a large majority agreeing that they would use it. The accompanying graph shows opinions on both public and private ranges. (The subsequent regional and state graphs show public and private ranges separately.)

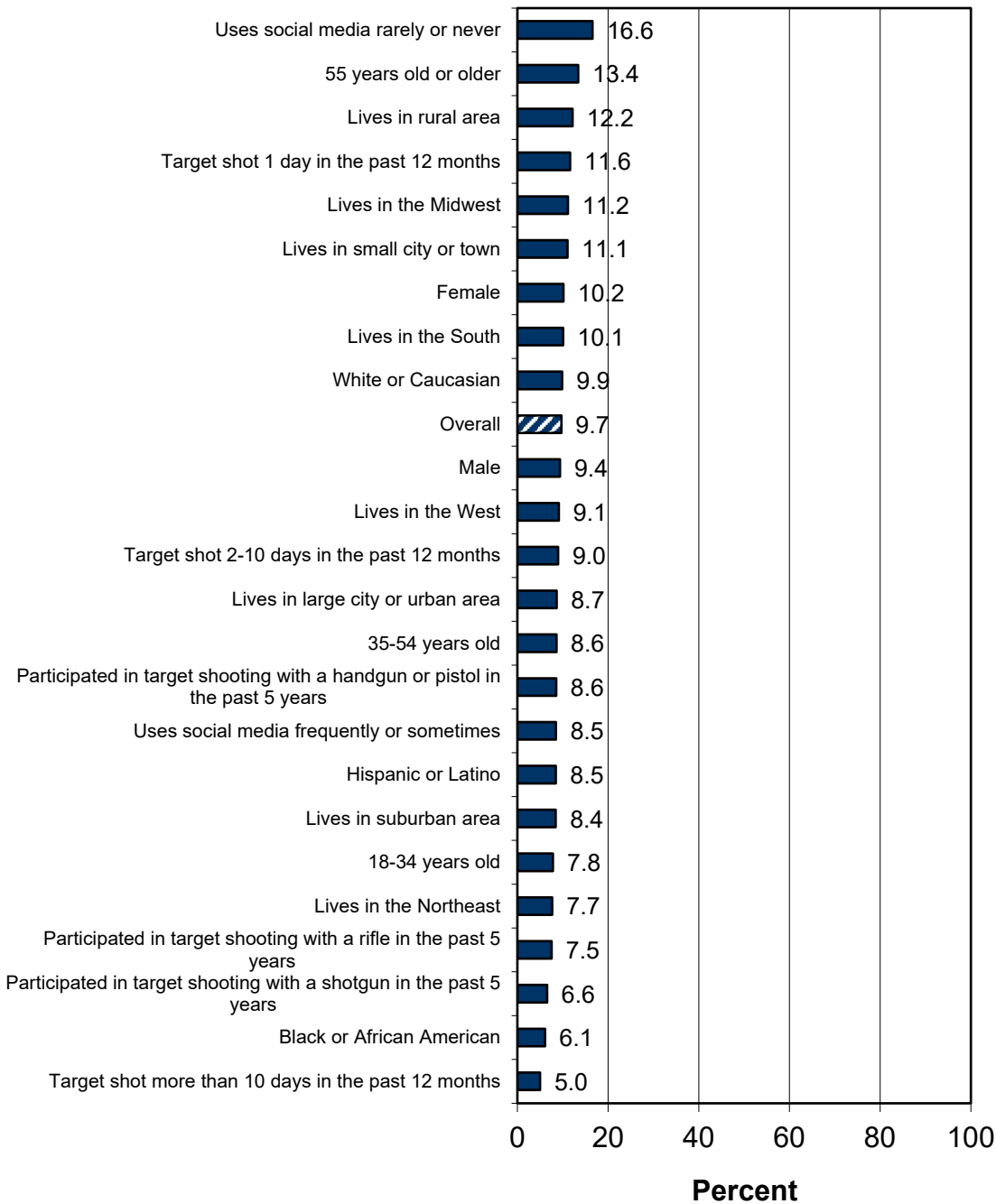
Demographic analyses were run of these questions, as shown on the following pages. Those who are most in agreement that they would use a public range are active target shooters and Hispanics/Latinos. Those most in agreement that they would use a private range are active target shooters, Hispanics/Latinos, and shooters-owners from a large city or urban area. The demographic analyses graphs include those who disagree, as well.

Percent of the following groups who agree that they would go target shooting more often if there was a public shooting range with a reasonable user fee near them. (Non-hunting sport shooters and firearm owners)

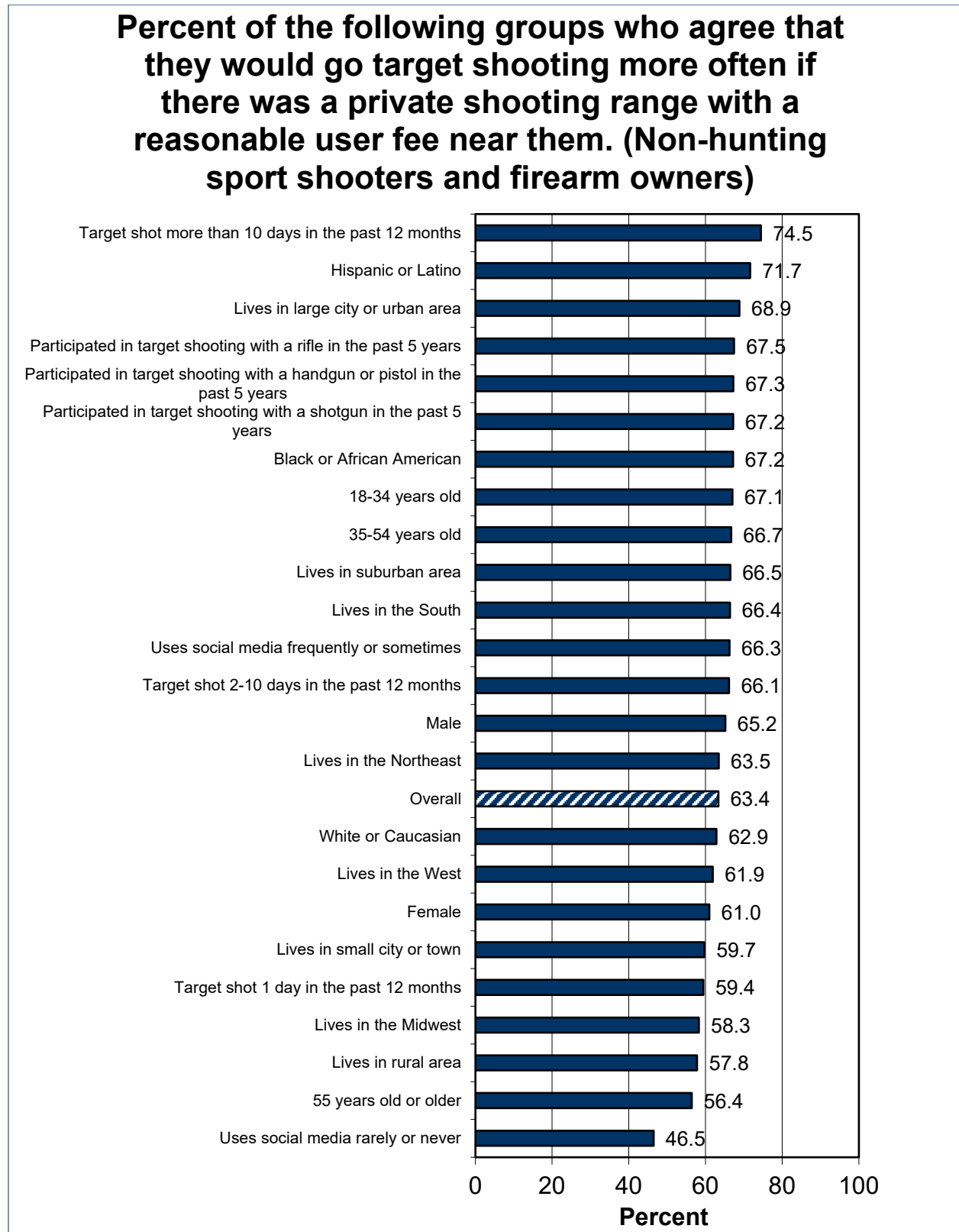


See pages 8-9 for an explanation of how to interpret these types of graphs.

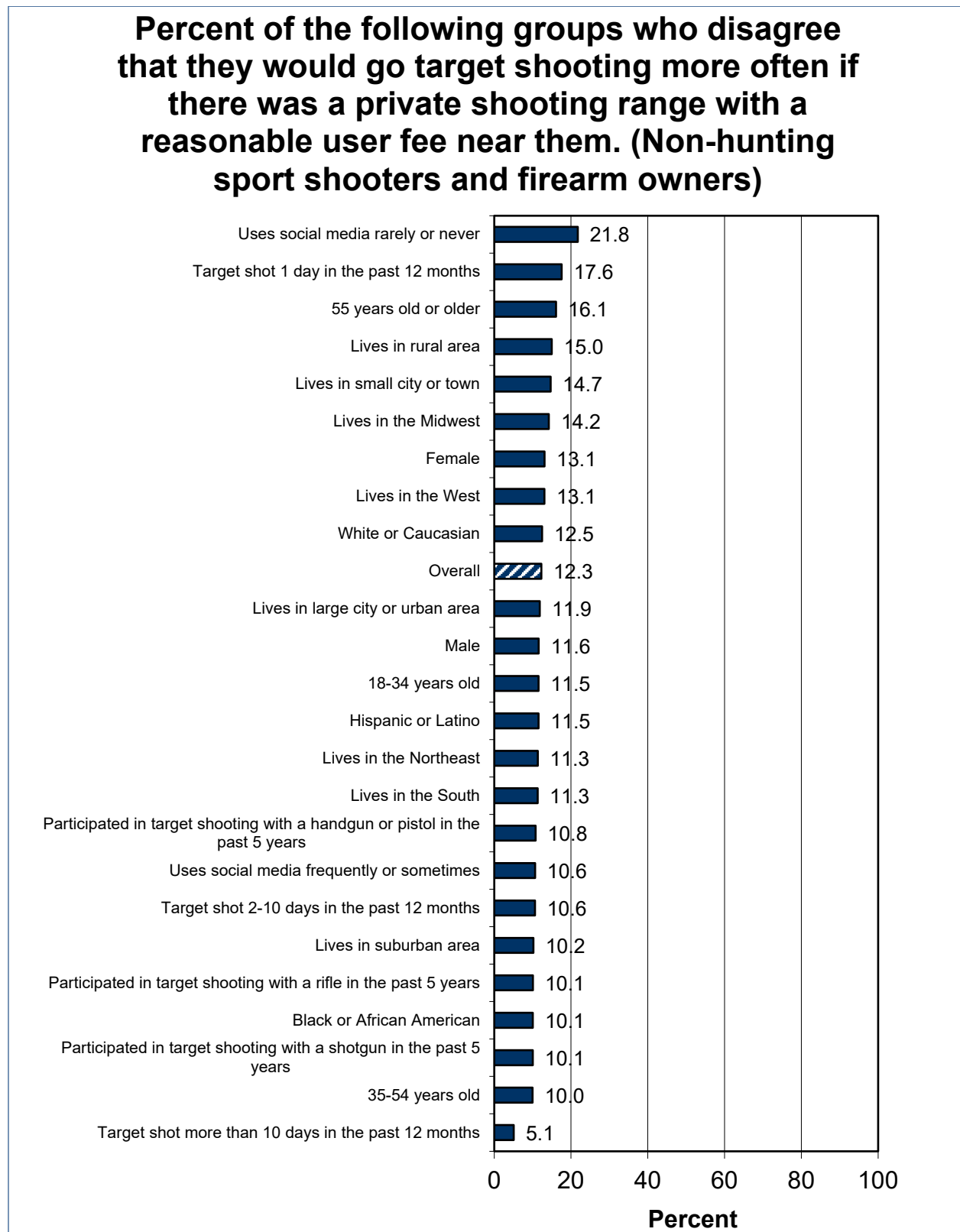
Percent of the following groups who disagree that they would go target shooting more often if there was a public shooting range with a reasonable user fee near them. (Non-hunting sport shooters and firearm owners)



See pages 8-9 for an explanation of how to interpret these types of graphs.

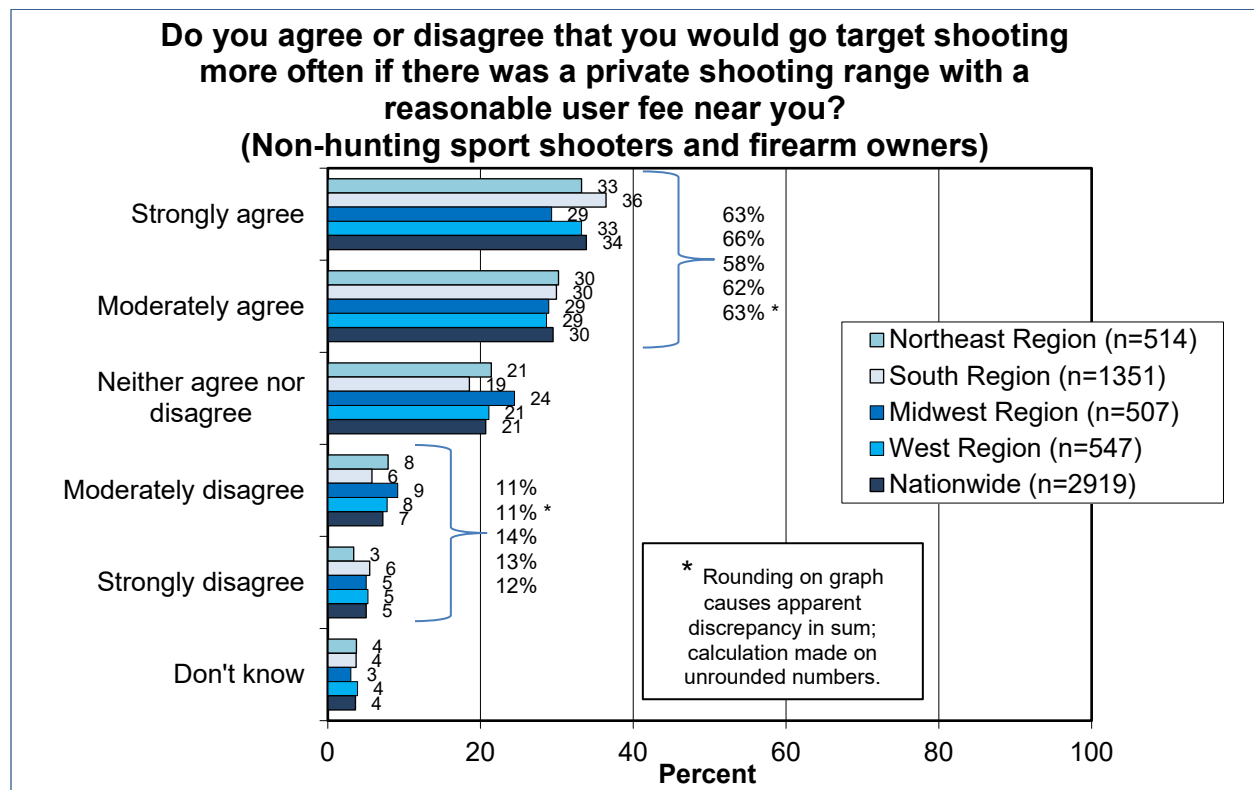
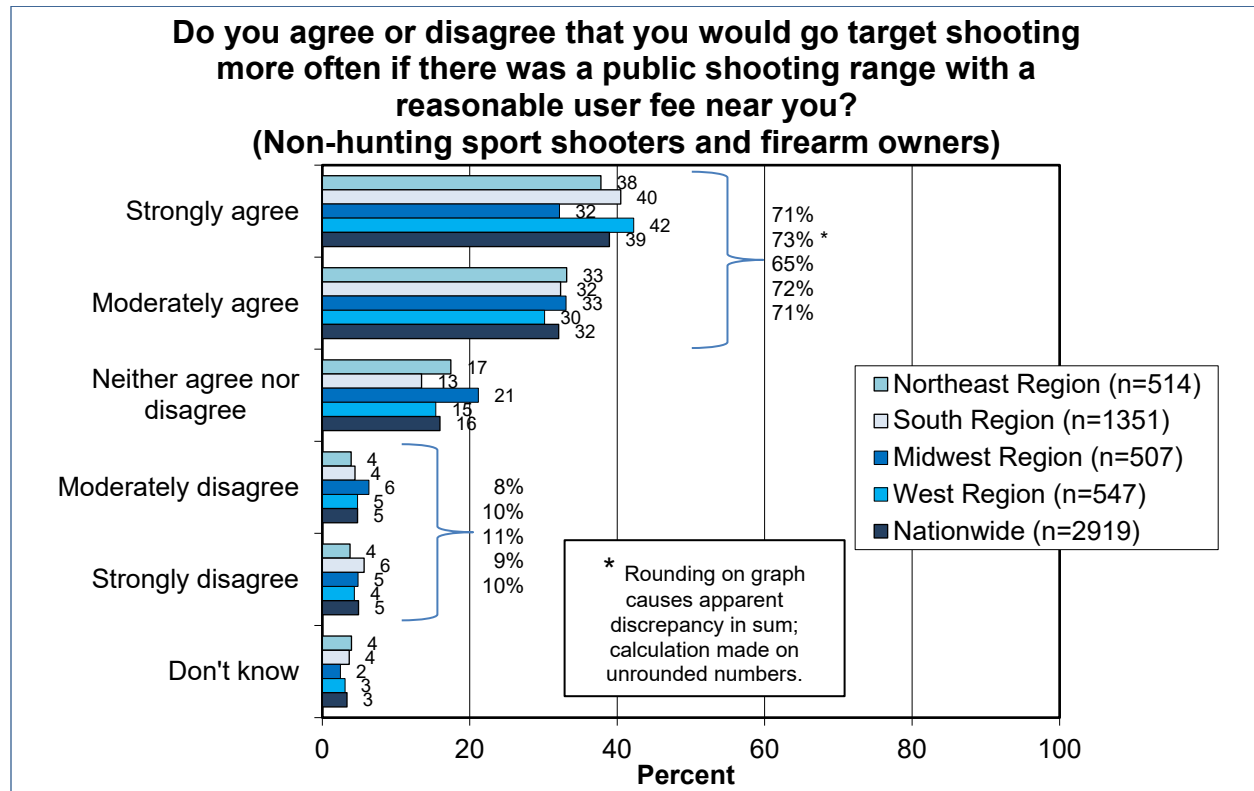


See pages 8-9 for an explanation of how to interpret these types of graphs.

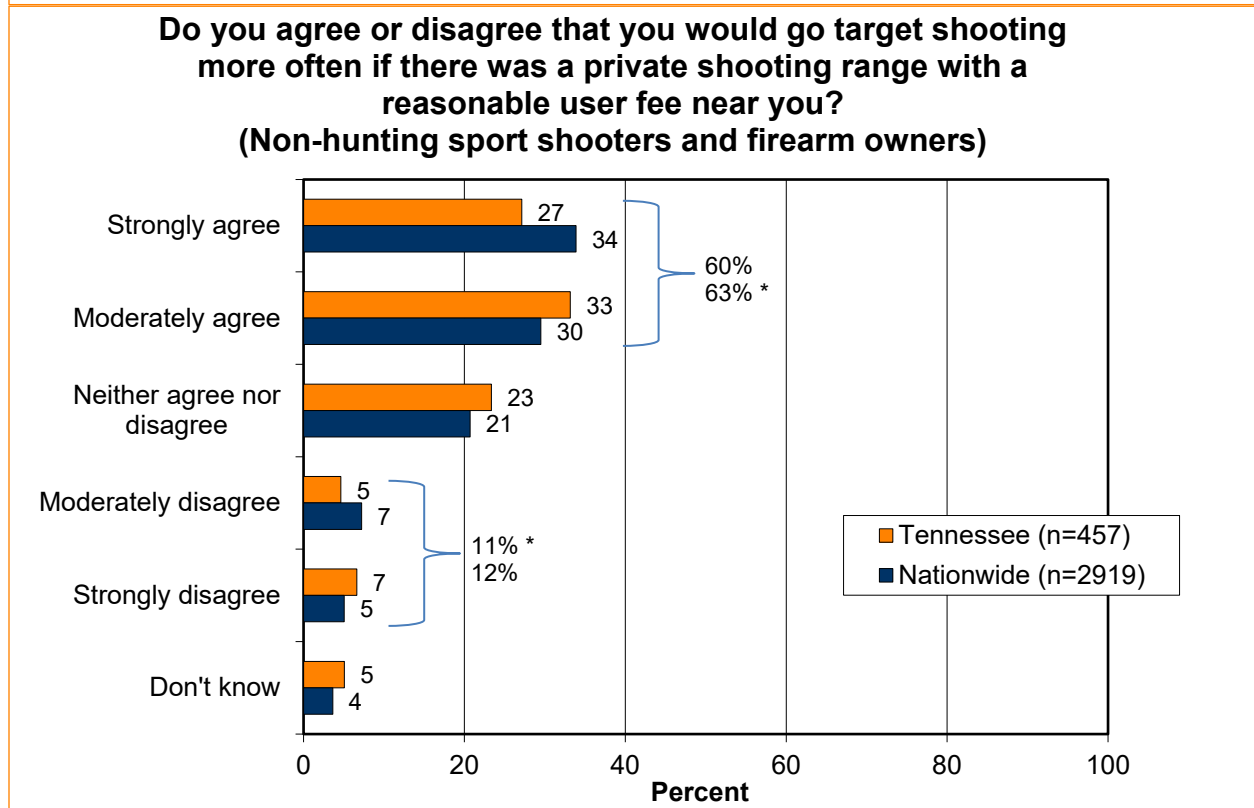
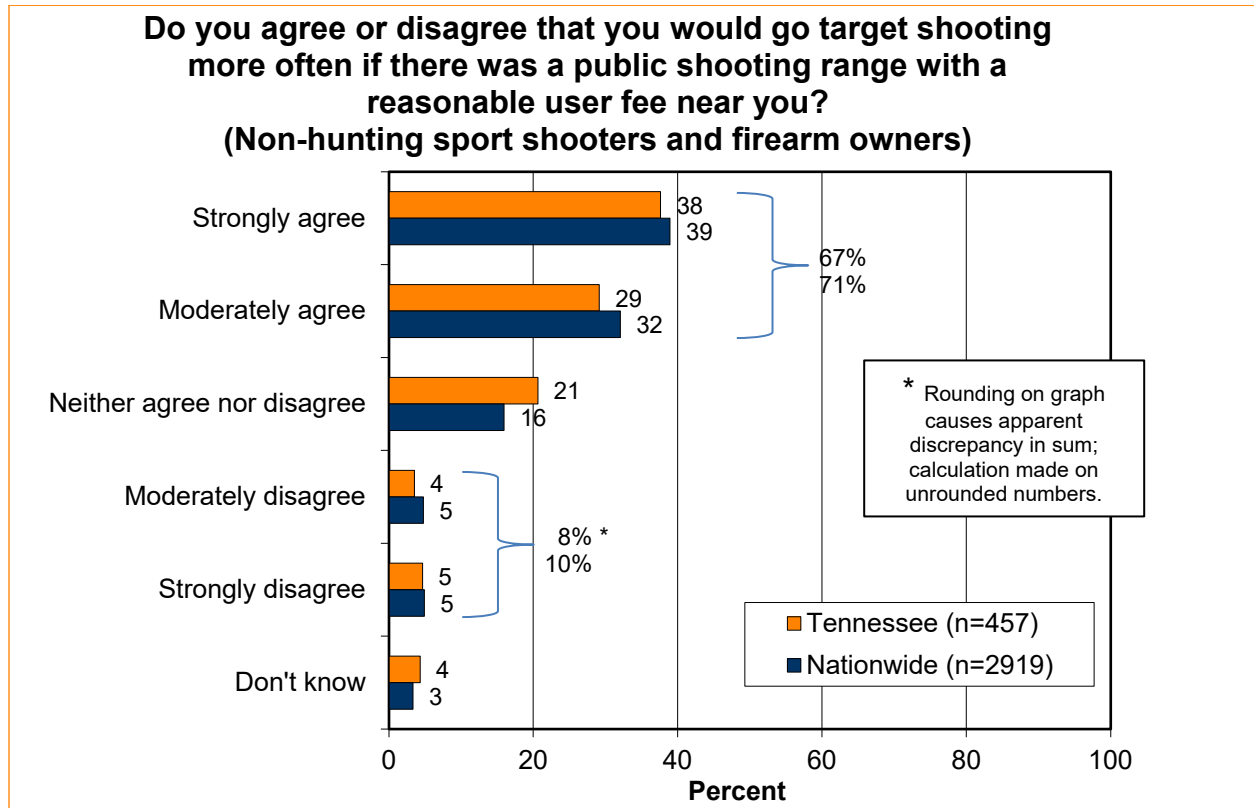


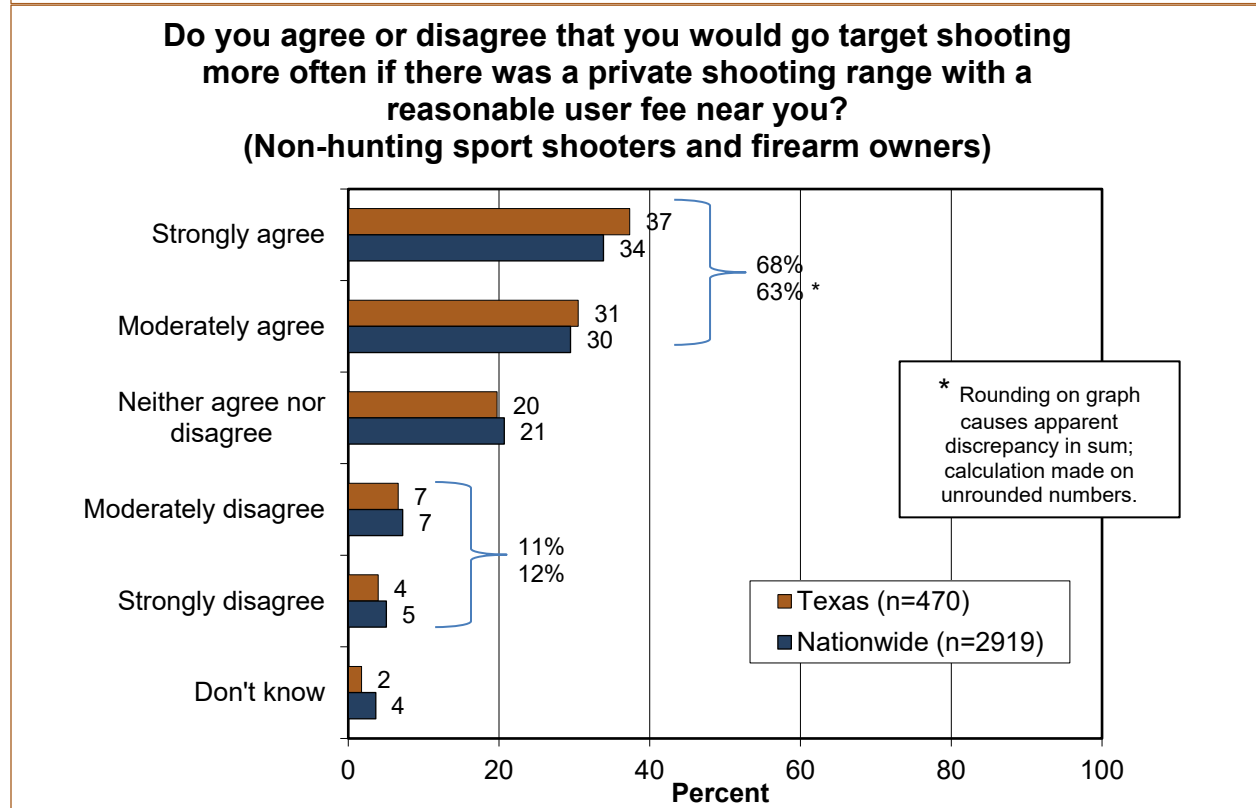
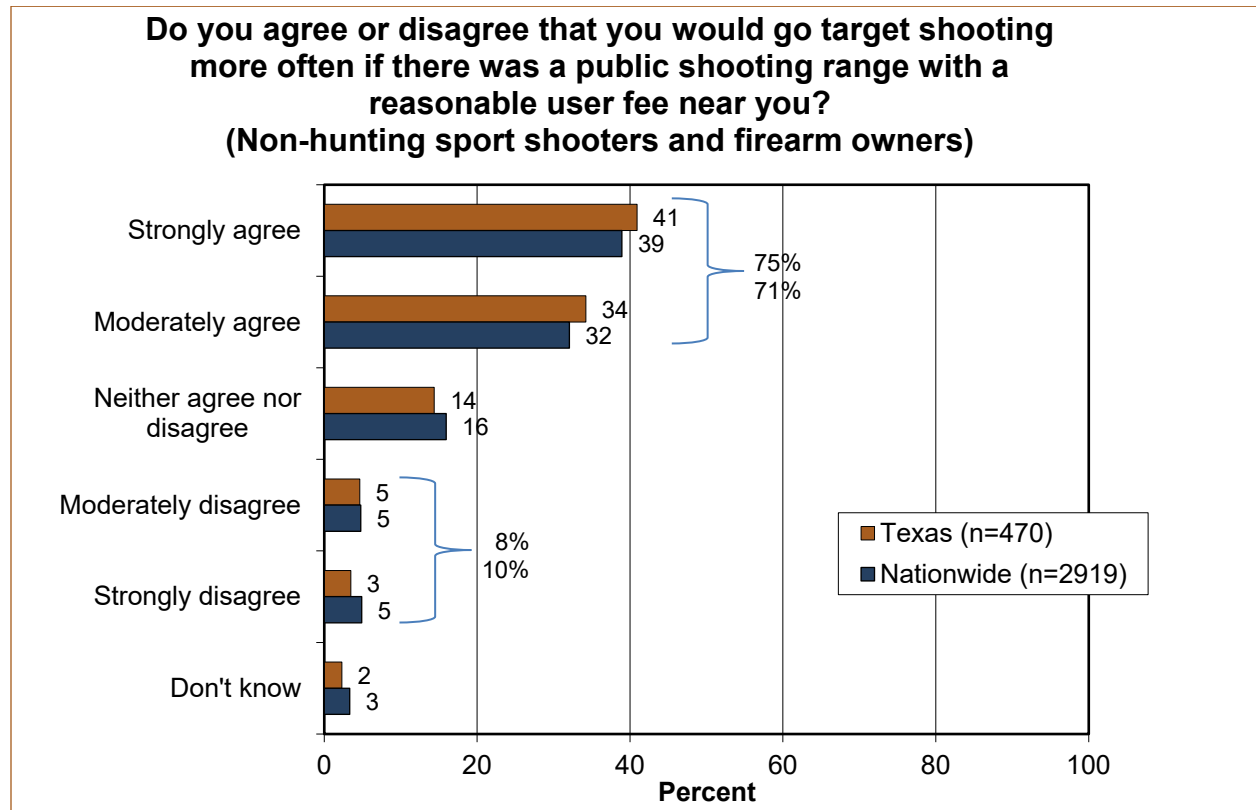
See pages 8-9 for an explanation of how to interpret these types of graphs.

Regional results of these graphs are presented below. There is markedly less interest in ranges (public and private) among Midwest Region shooters-owners, compared to the other regions.

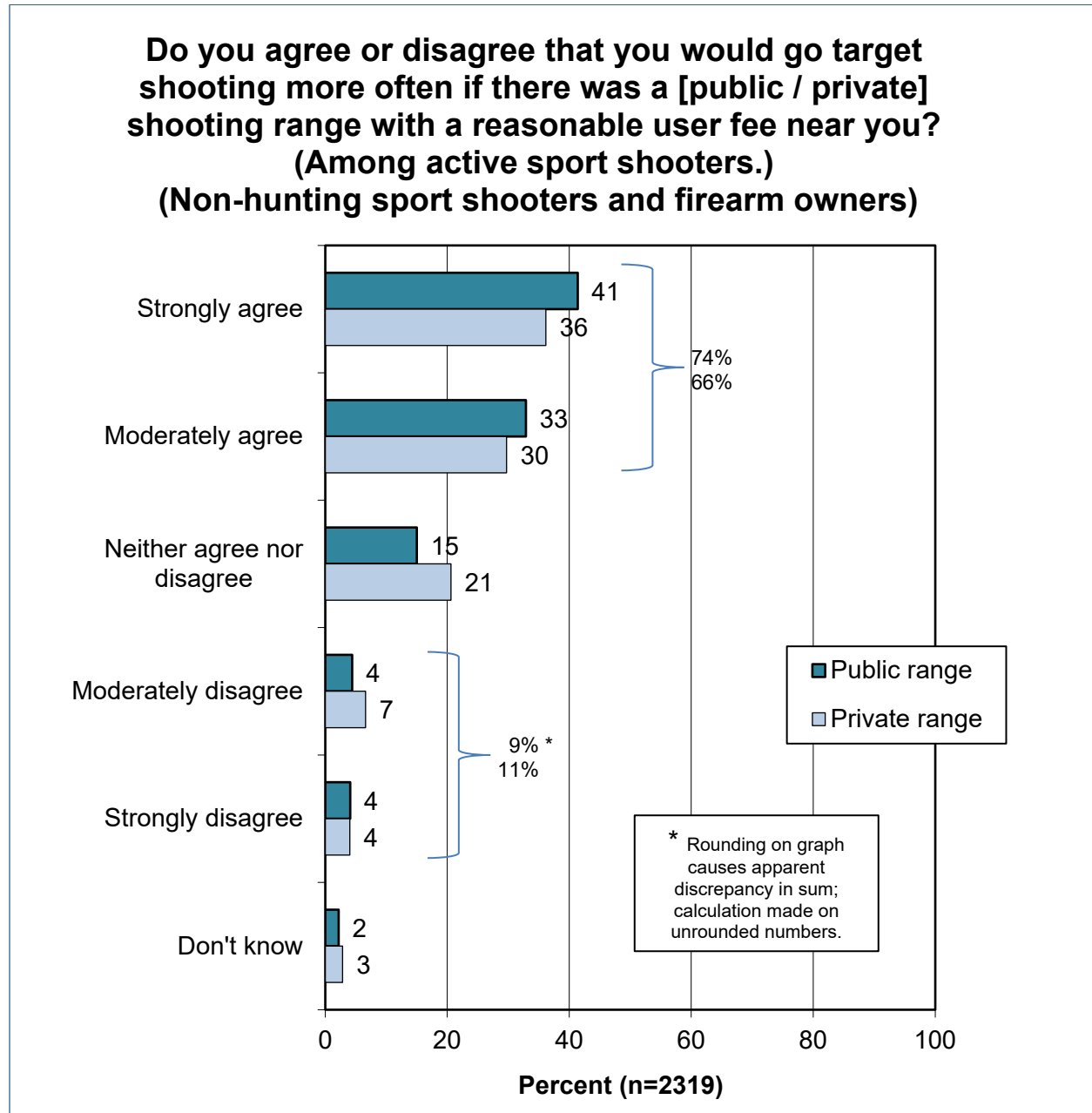


State results are also included on the following pages.

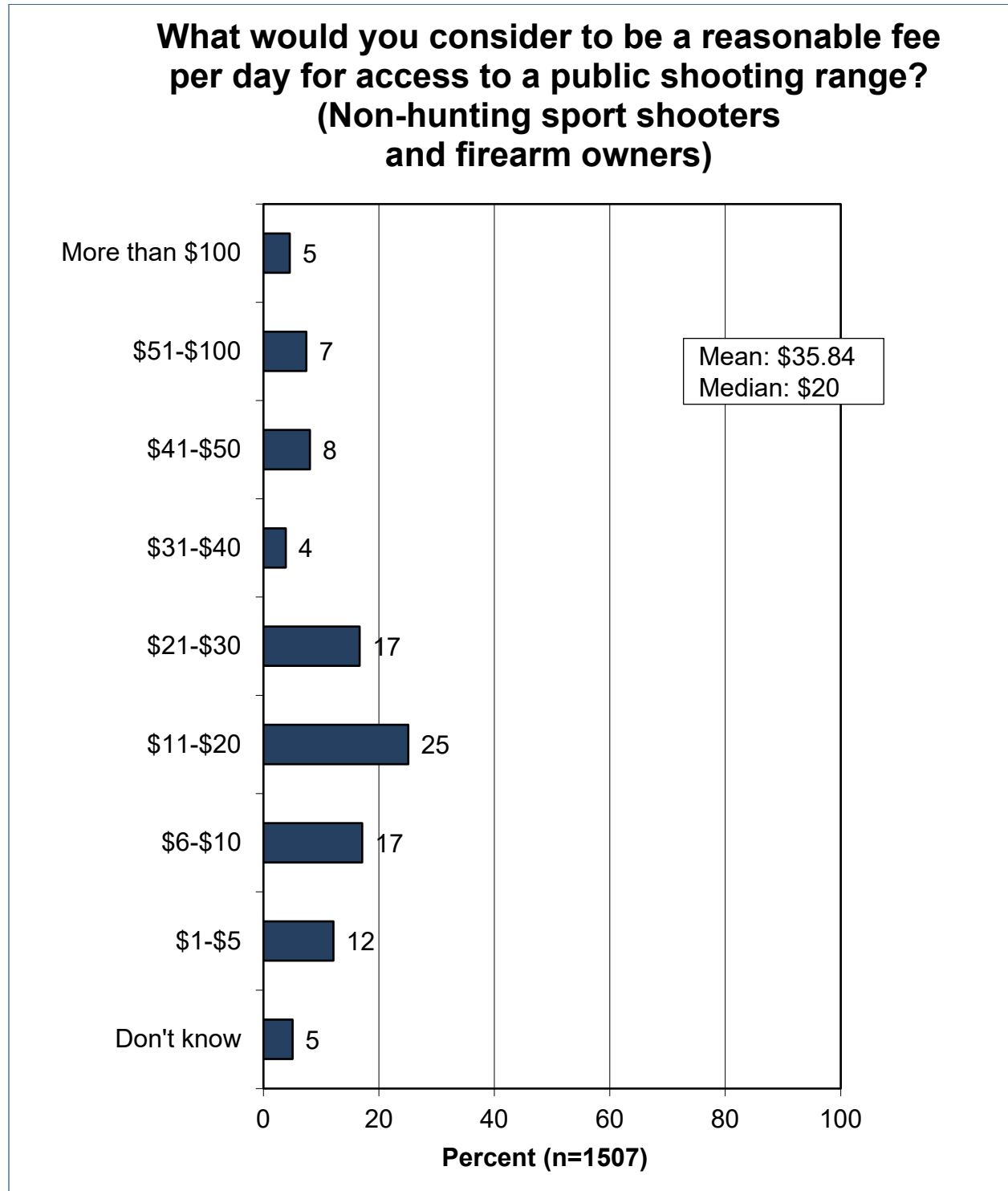




The above questions were examined among active sport shooters. They are just slightly more likely to agree than shooters-owners overall (recall that overall, 71% agreed regarding public ranges and 63% agreed regarding private ranges), and likewise they are slightly less likely to disagree (overall disagreement was 10% and 12% for public and private ranges, respectively).

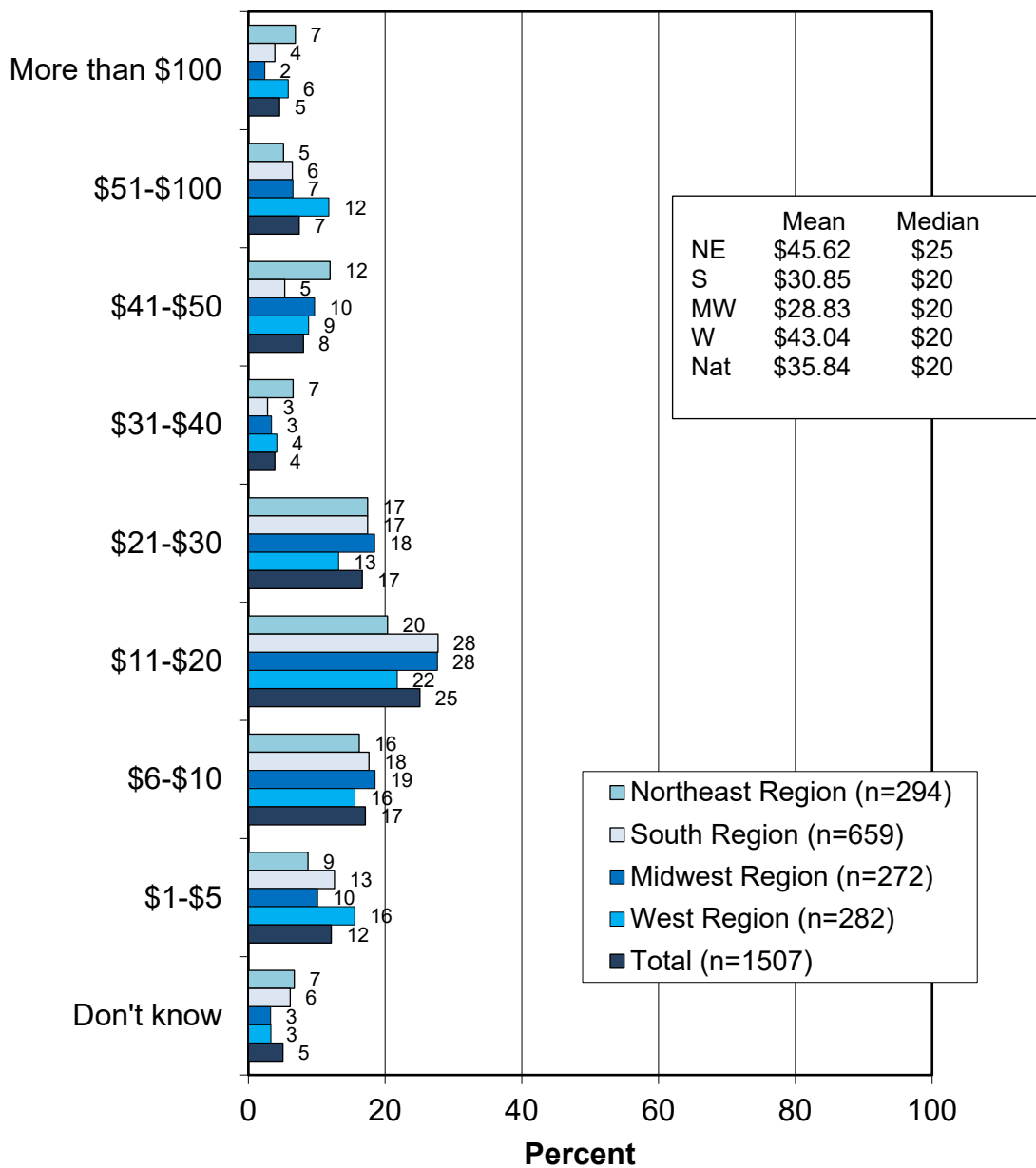


The survey also looked at what a “reasonable” fee might be. Among shooters-owners overall, the median response is a fee of \$20 per day. The mean was a little higher (\$35.84), pulled up by some at the top willing to pay much more than the median.

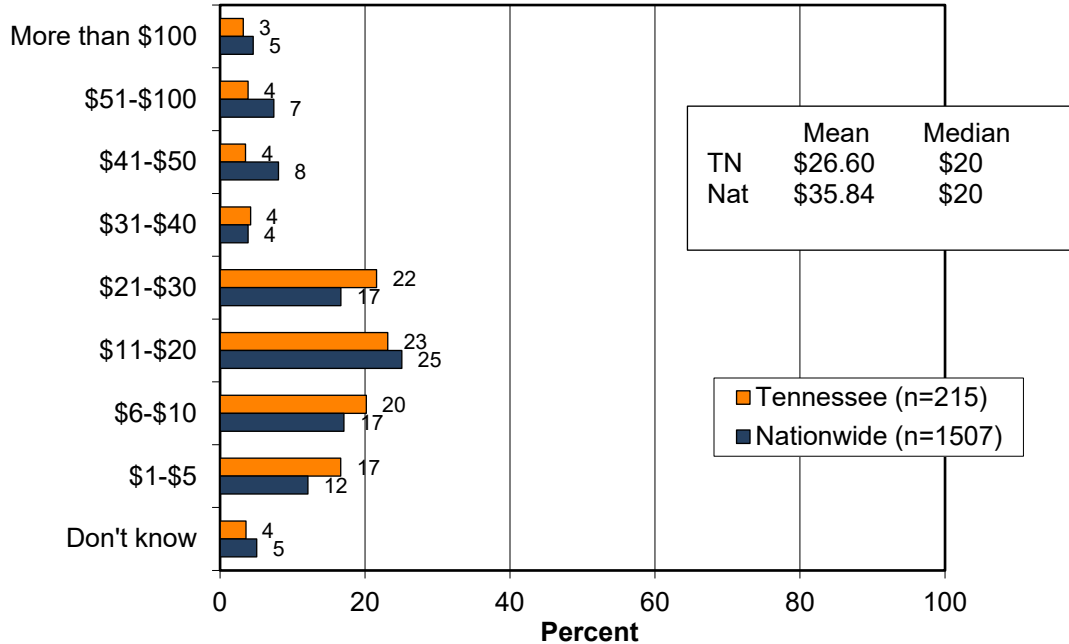


In the regional results, Northeast and West Region shooters-owners are willing to pay the most, while Midwest Region shooters-owners have the lowest mean. Note, however, that the medians are the same in three of the regions as the nationwide median. Tennessee and Texas graphs are shown on the next page.

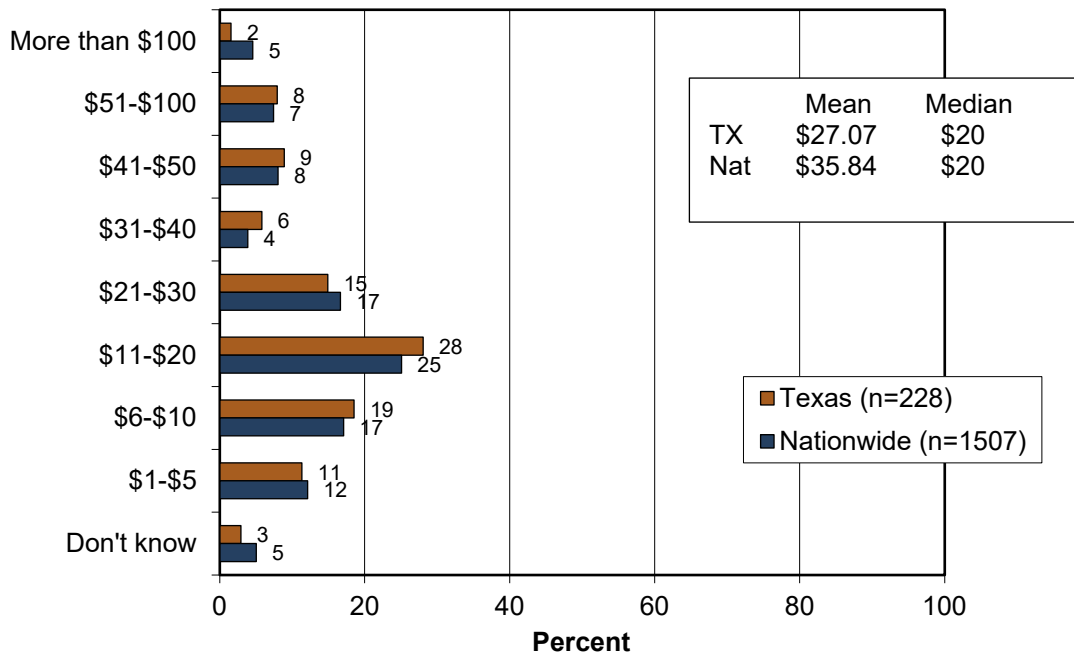
What would you consider to be a reasonable fee per day for access to a public shooting range? (Non-hunting sport shooters and firearm owners)



**What would you consider to be a reasonable fee per day for access to a public shooting range?
(Non-hunting sport shooters and firearm owners)**



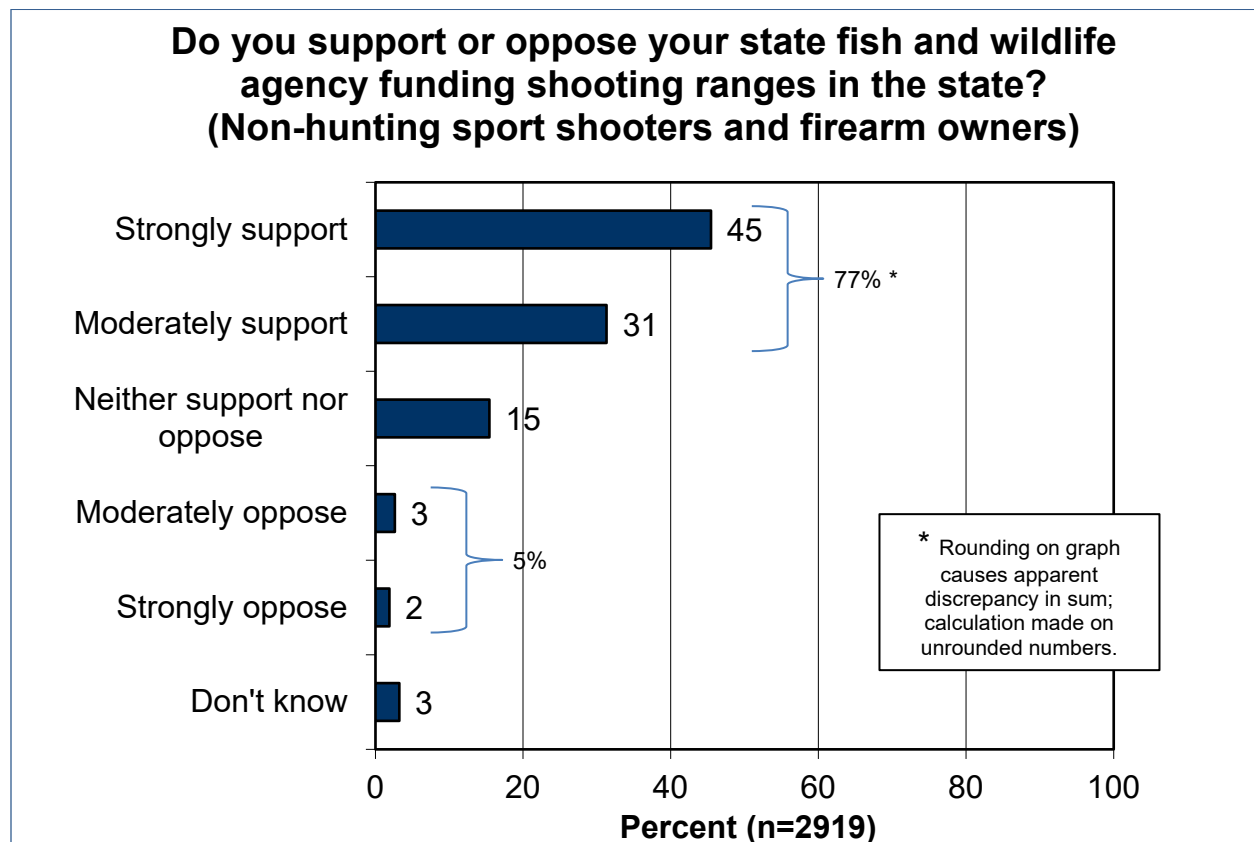
**What would you consider to be a reasonable fee per day for access to a public shooting range?
(Non-hunting sport shooters and firearm owners)**



Some previous results from the section on knowledge of agency efforts are of interest in this section. Recall that only about a quarter of shooters-owners nationally know that their state fish and wildlife agency funds the provision of shooting ranges. Nationally, 24% knew this. Regionally and in the two individual states, the percentage of shooters-owners who knew this is as follows:

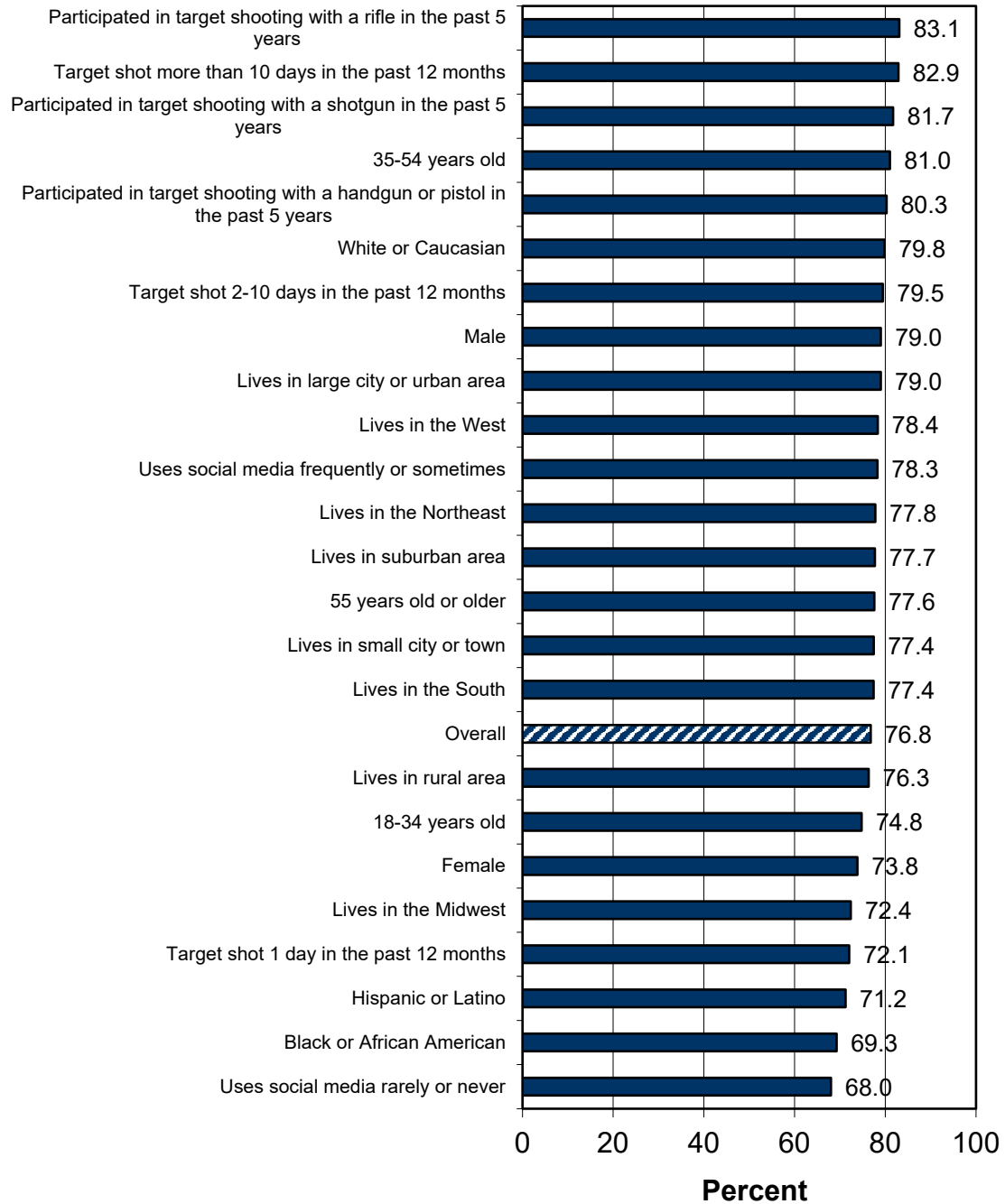
- Northeast: 24%
- South: 23%
- Midwest: 25%
- West: 25%
- Tennessee: 21%
- Texas: 17%

The survey then directly asked all shooters-owners about support for or opposition to having the state agency fund shooting ranges in the state. More than three quarters of shooters-owners nationally support this (77% support), while only 5% oppose.



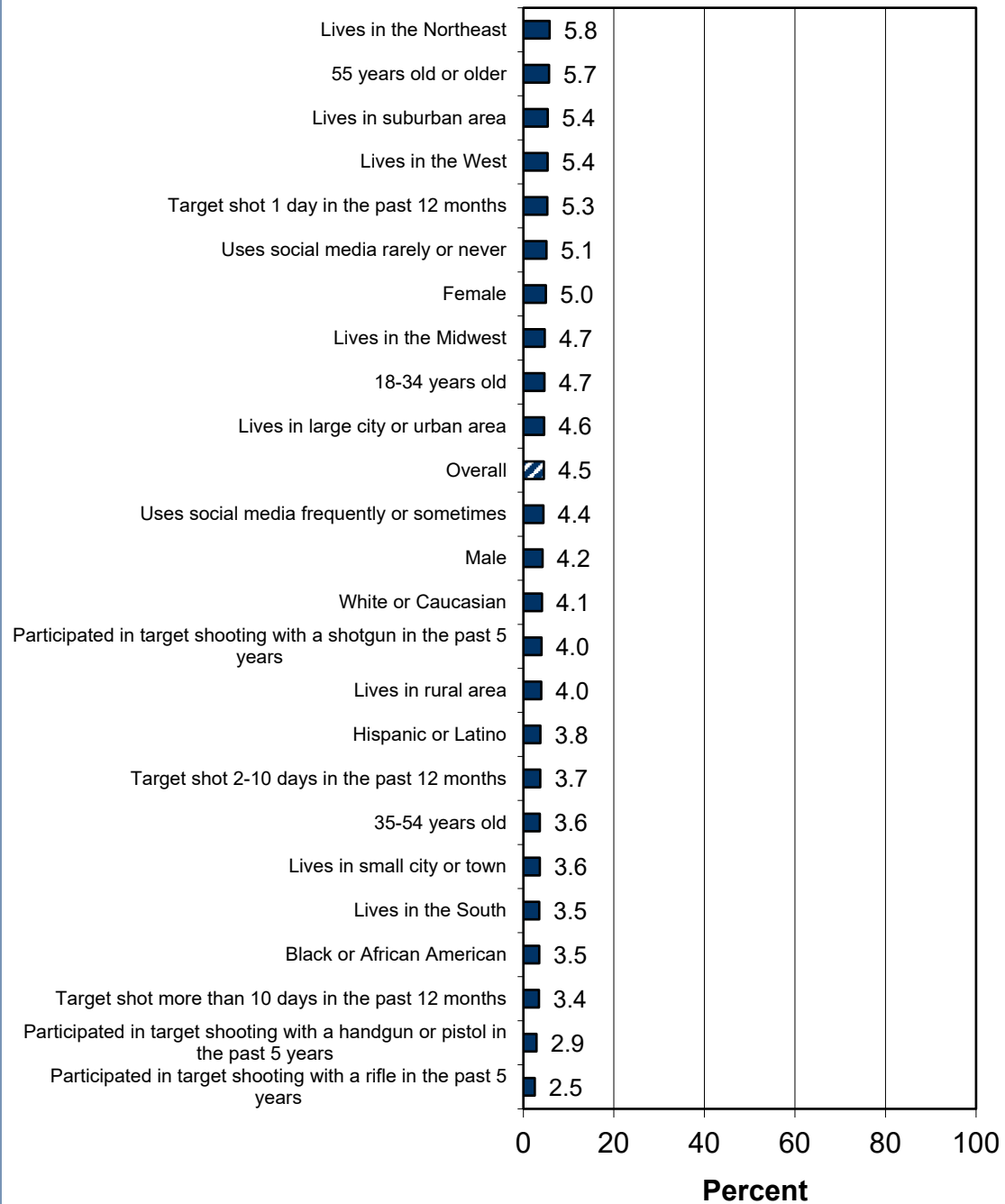
The following demographic analyses graphs show that the most support is among active target shooters; no other group is markedly more in support than shooters-owners overall. Opposition does not vary much among groups.

Percent of the following groups who support their state fish and wildlife agency funding shooting ranges in the state. (Non-hunting sport shooters and firearm owners)



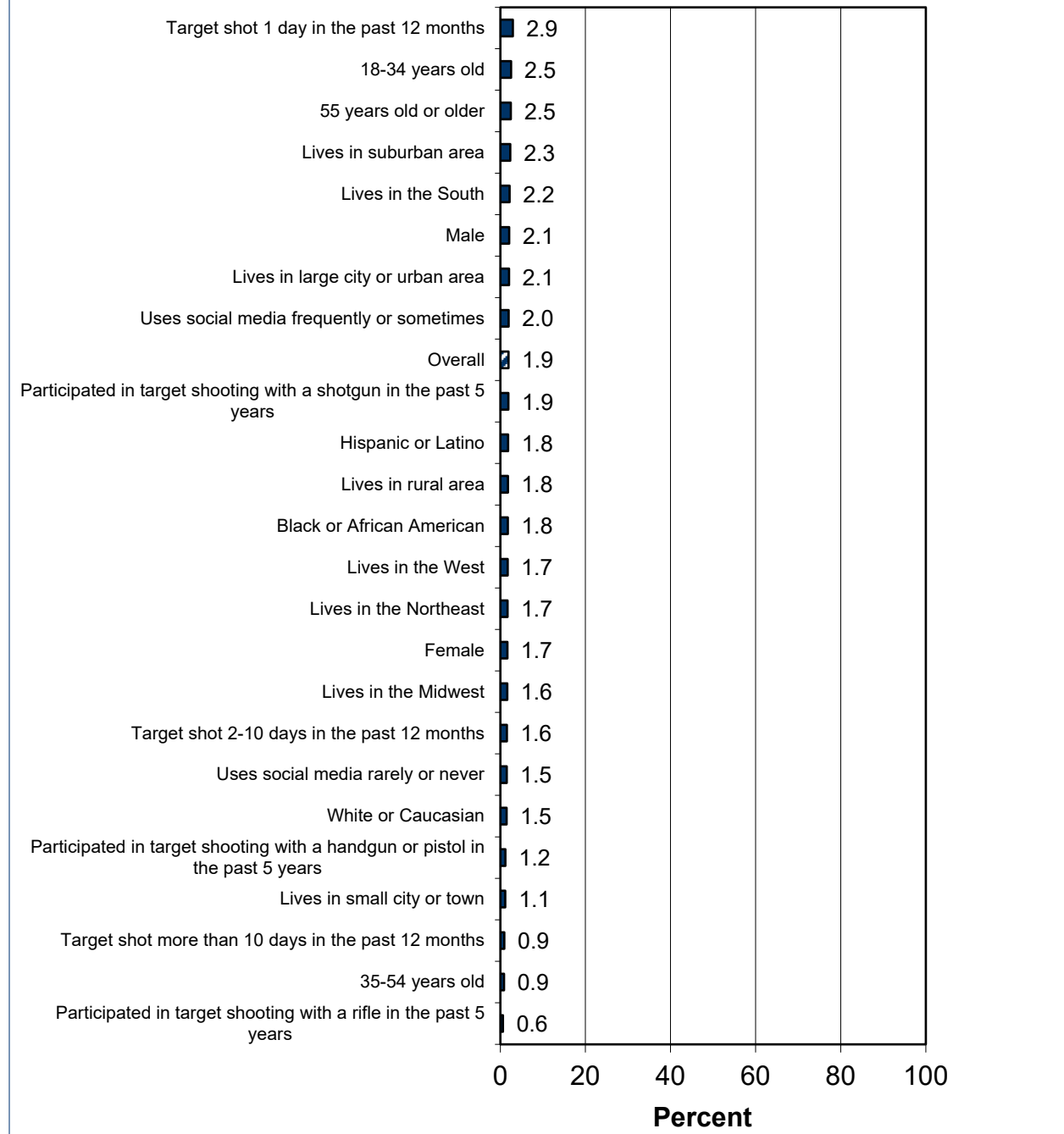
See pages 8-9 for an explanation of how to interpret these types of graphs.

Percent of the following groups who oppose their state fish and wildlife agency funding shooting ranges in the state. (Non-hunting sport shooters and firearm owners)



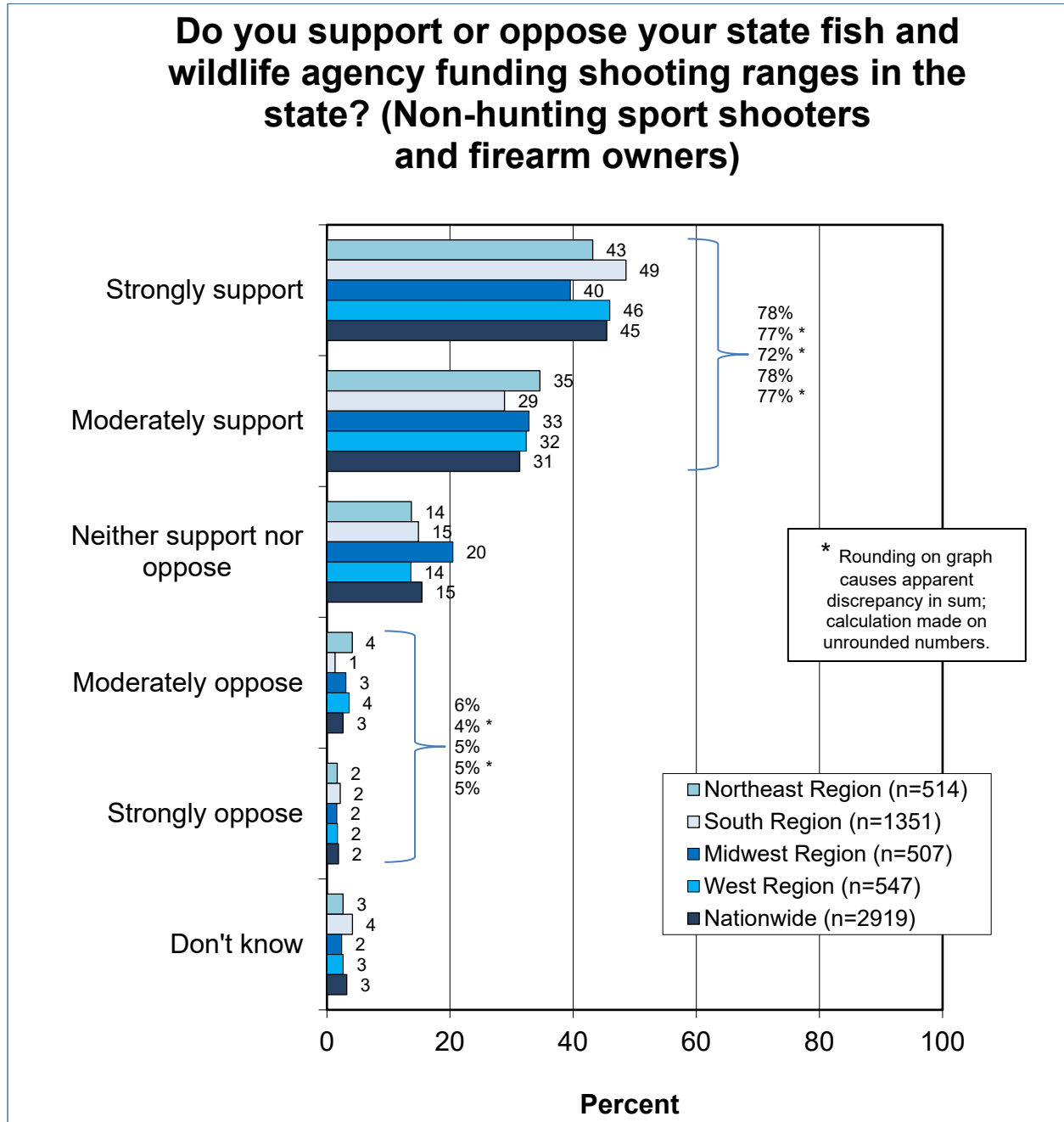
See pages 8-9 for an explanation of how to interpret these types of graphs.

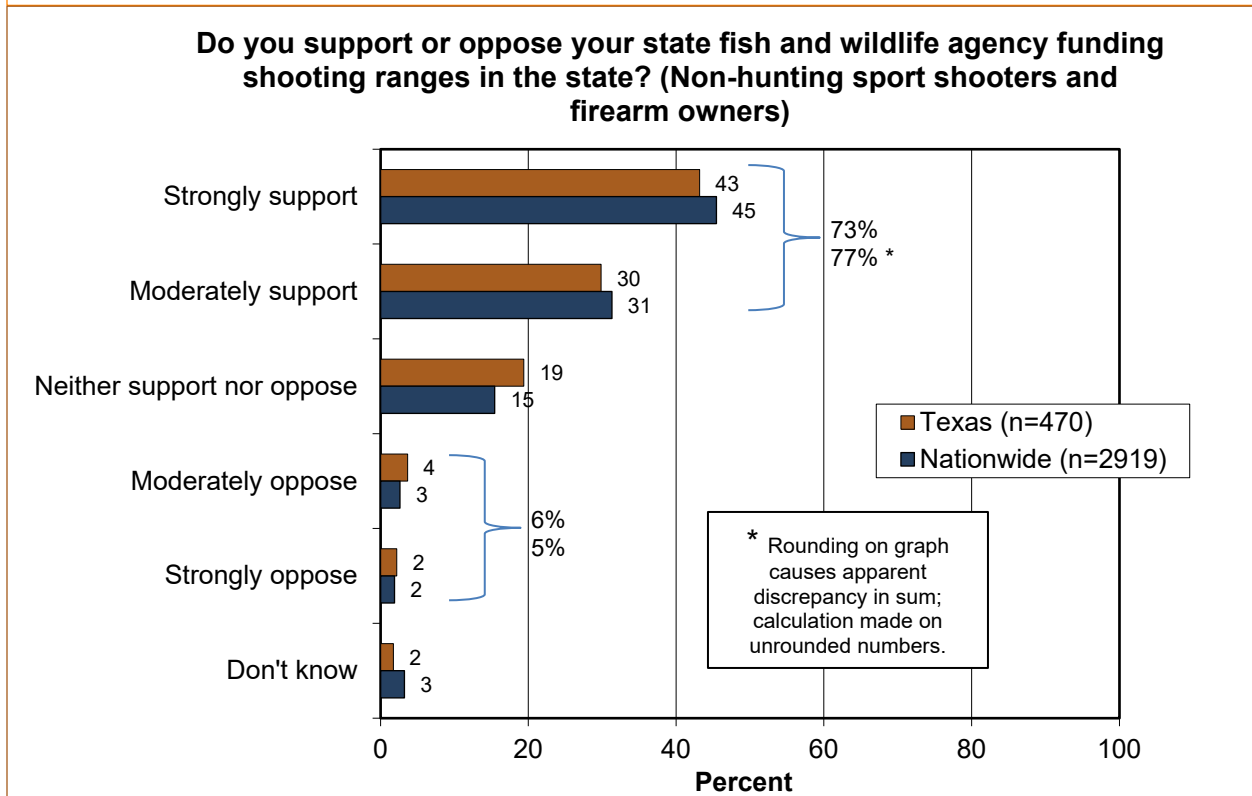
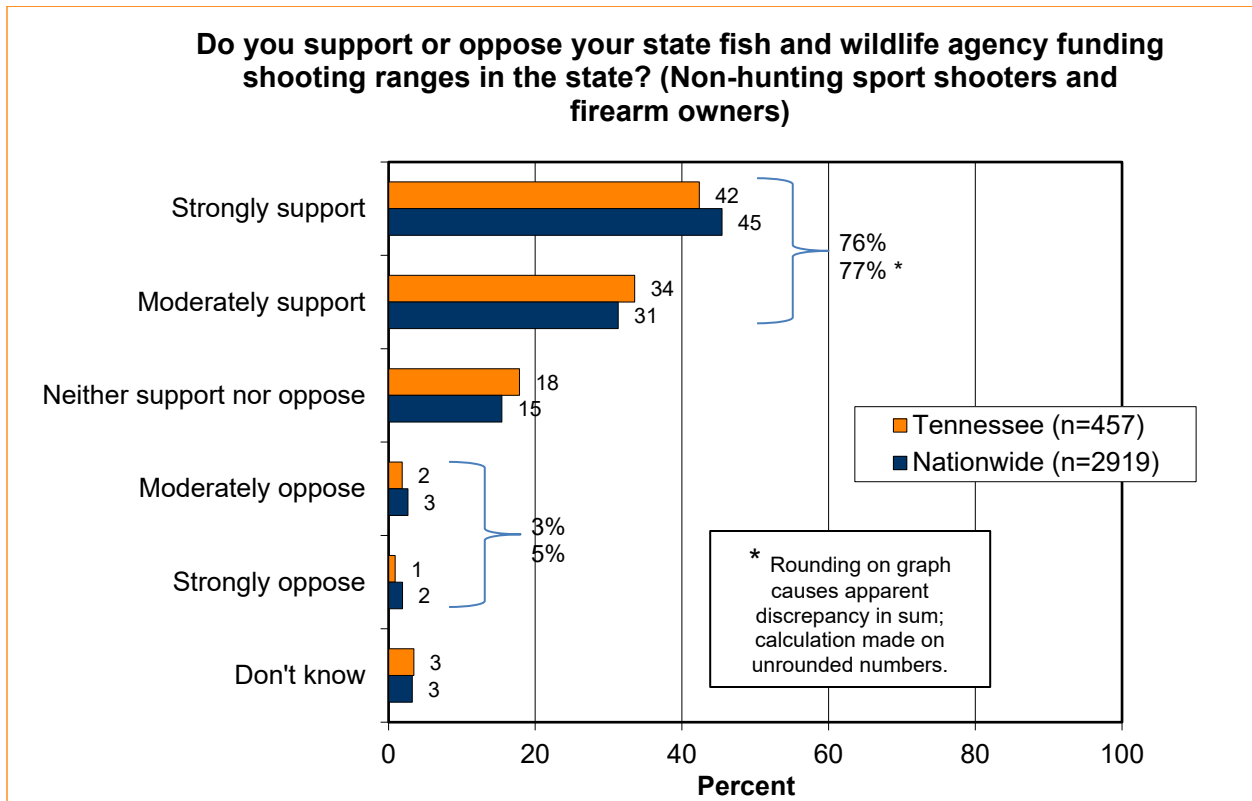
**Percent of the following groups who *strongly* oppose their state fish and wildlife agency funding shooting ranges in the state.
(Non-hunting sport shooters and firearm owners)**



See pages 8-9 for an explanation of how to interpret these types of graphs.

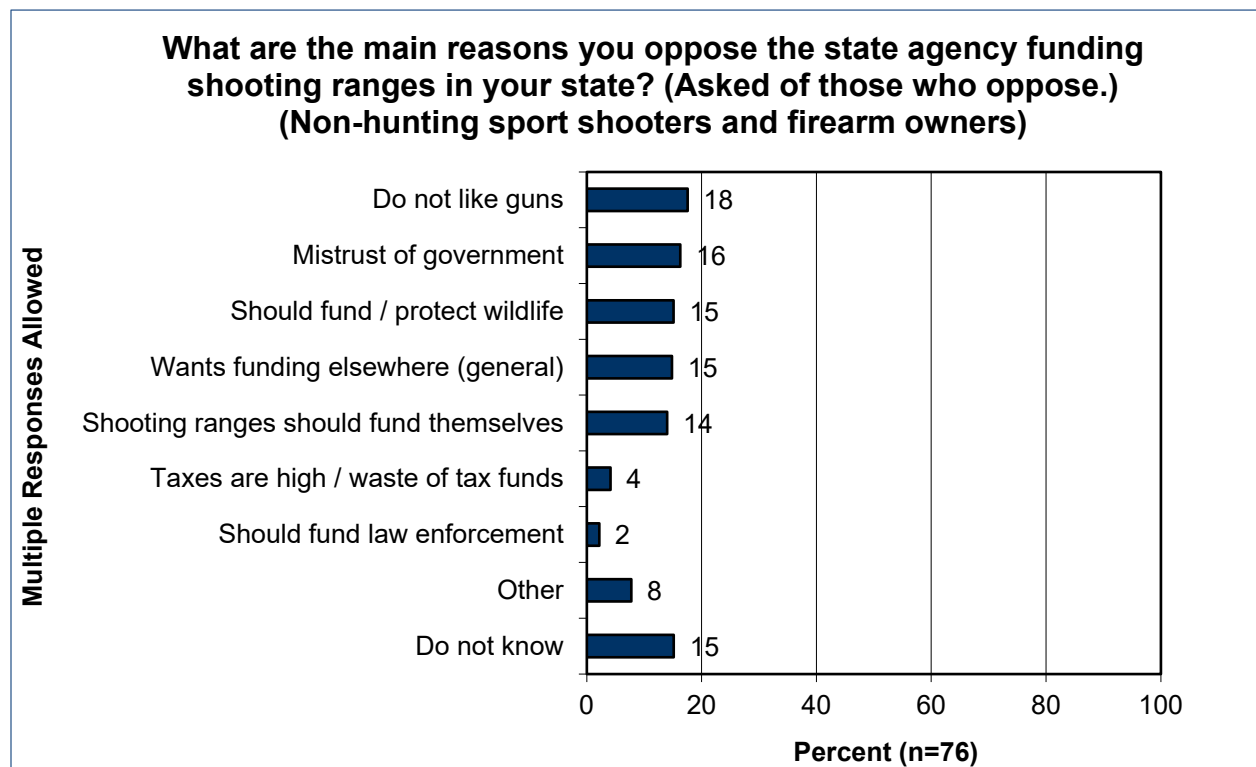
Regional and Tennessee/Texas results are shown as well. Support is lowest in the Midwest Region.





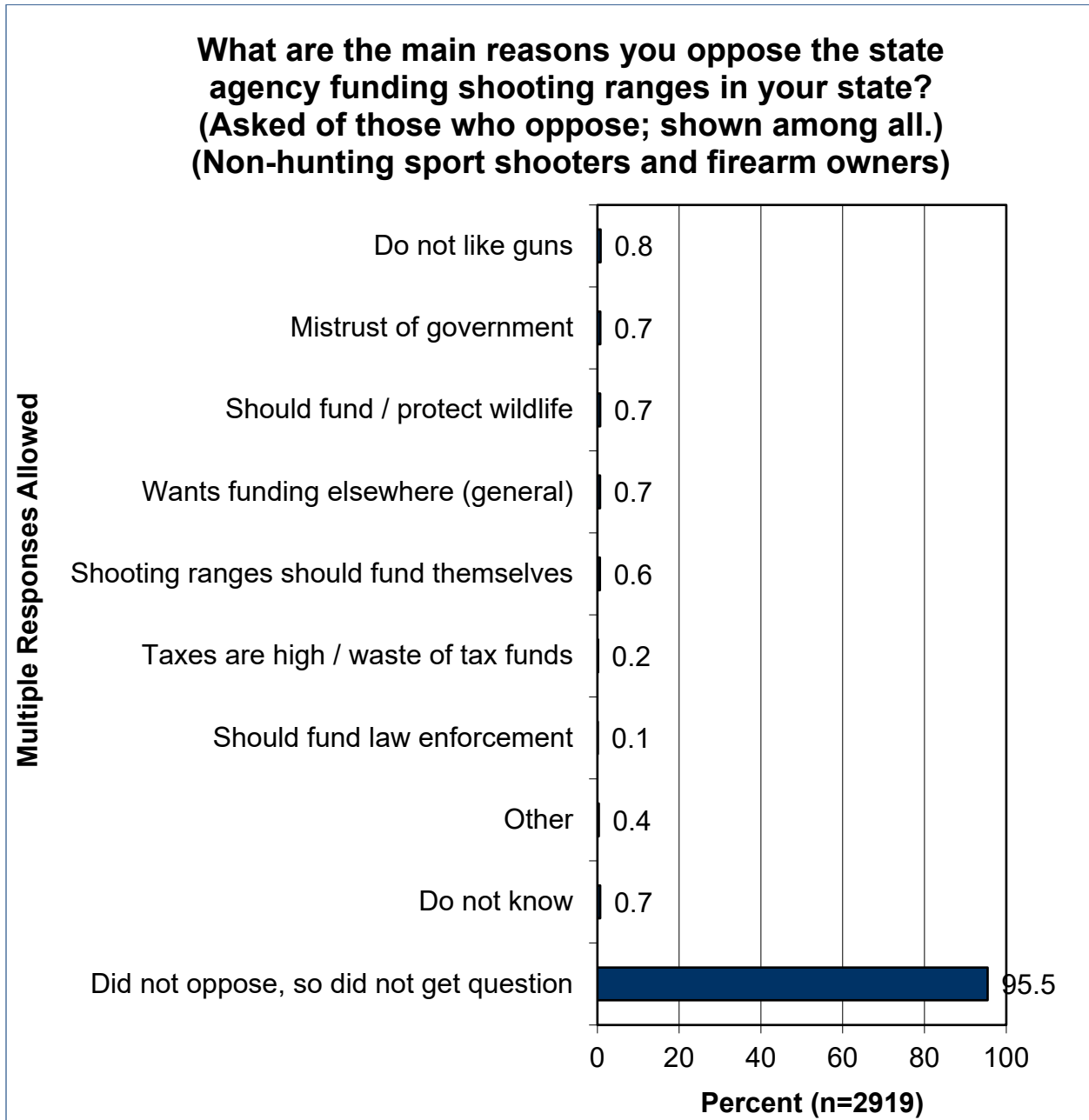
The reasons for opposing having the state agency fund shooting ranges are varied. Note that only those opposed were asked, which was a small percentage, so the sample size is necessarily low on this question. The top reason was an unease about or dislike of firearms, named by 18% of these respondents. This response represents somewhat of a disconnect in that the sample is supposedly those who shot in the past 5 years or own a firearm, so a dislike of firearms would seemingly be odd. Therefore, that response was examined more closely.

Because of the low percentage who even got the question, this 18% is 8 respondents out of the 76 who got the question. The 8 verbatim responses of those who do not like firearms as a reason for opposing the state’s funding of ranges are shown. Also note that 5 of the 8 were non-owners who shot, so somebody took them shooting, and perhaps they did not like it much. Another respondent owns a firearm but is not an active sport shooter. The 2 of the 8 who shot and own are presumably (one might conjecture) people who are starting to have doubts about the gun culture, perhaps.

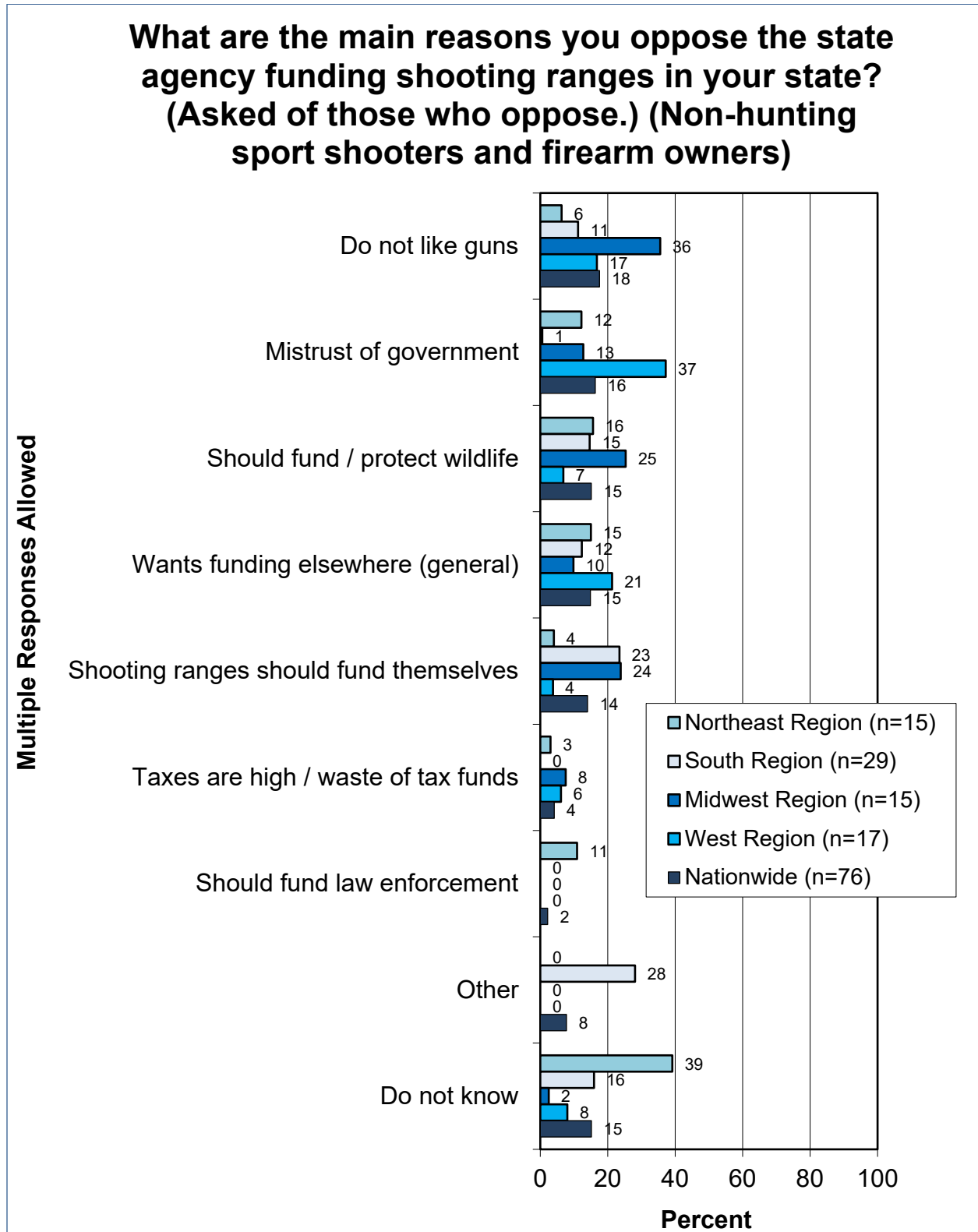


I am not the biggest fan of firearms
I do not support gun ownership or use
I don't like guns
I don't think more guns is the answer. However, I think people need trained about guns and gun safety.
I feel like there are enough of these already. Plus shootings are becoming more common around here. I don't think we need to bring more guns into the picture.
My state has a lot of hunters and I worry about over encouraging people to shoot. I don't feel like there's good hunting enforcement in the rural section of the state.
They are typically not safe
Too many people have guns that should not have them.

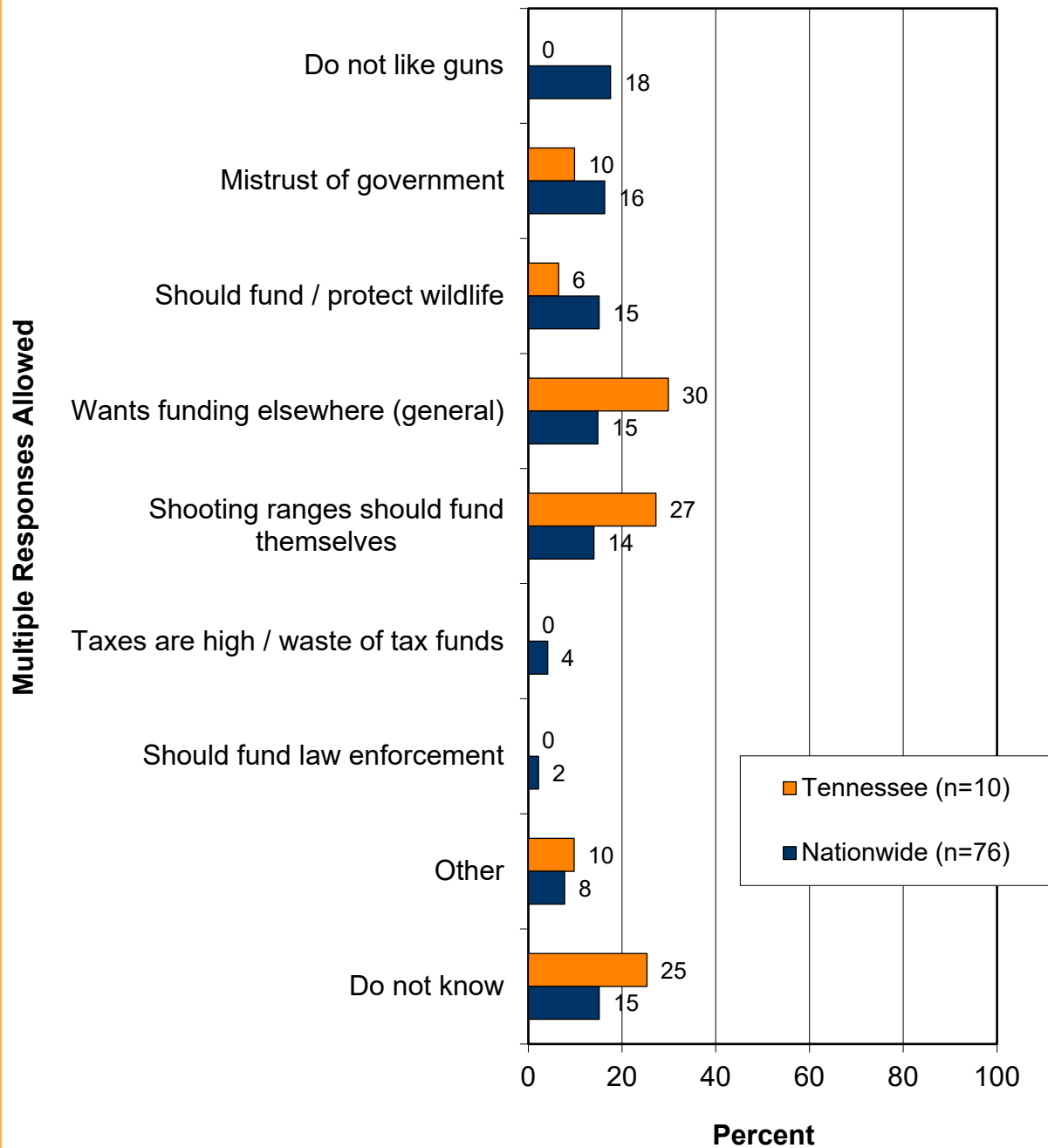
To put the opposition to the state's funding of shooting ranges into perspective, the following graph shows the reasons for opposition among all shooters-owners. Clearly, in the overall results, these reasons for opposition are minor.



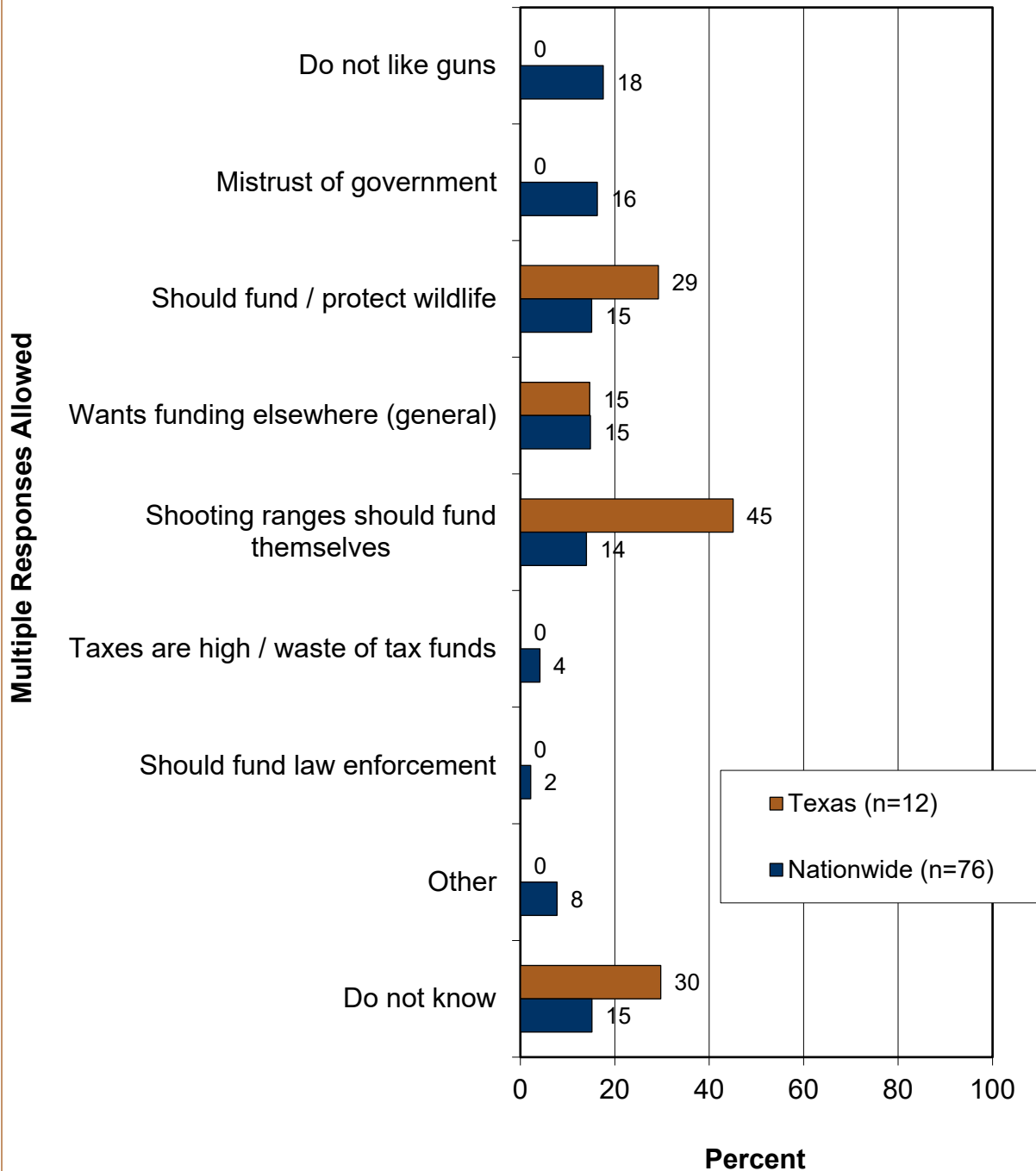
Regional and state results are shown below and on the following pages. Both regional and state results are in the descending order of nationwide percentages. Because so few respondents opposed, the sample sizes are low regionally and in the states.



What are the main reasons you oppose the state agency funding shooting ranges in your state? (Non-hunting sport shooters and firearm owners)



What are the main reasons you oppose the state agency funding shooting ranges in your state? (Non-hunting sport shooters and firearm owners)



INFORMATION SOURCES

This section looked at preferred information sources. The section then looked at social media use among shooters-owners.

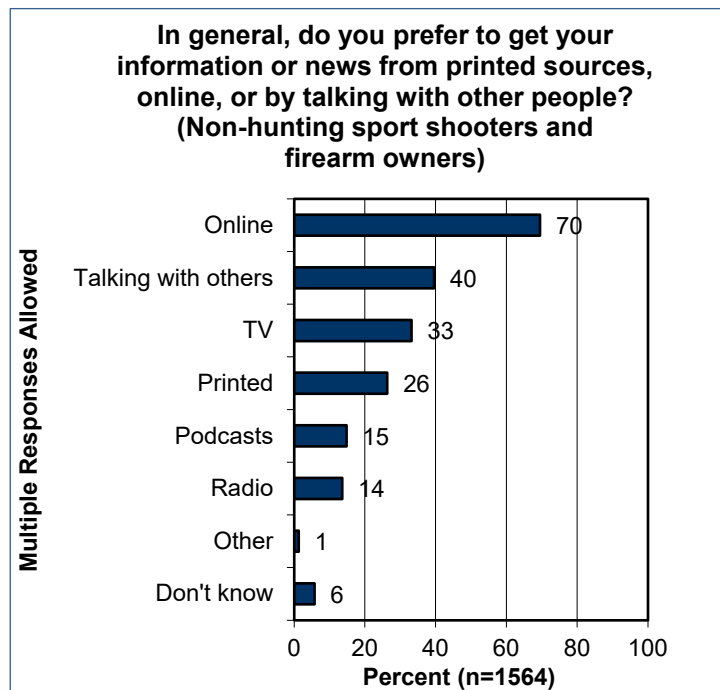
CHAPTER SUMMARY

- **Online is the preferred way to get information and news among shooters-owners.**
 - When presented with six broad ways to get information, 70% selected online.
- **Online is particularly preferred by those shooters-owners living in a suburban area or a large city/urban area, Hispanic/Latino shooters-owners, and those in the middle age bracket.**
 - These findings are in the demographic analyses graphs included in this section.
- **About two-thirds of shooters-owners frequently use social media.**
 - Among shooters-owners overall, 65% use social media frequently, and another 21% use it sometimes. Facebook is the most-used social media platform.

RESULTS

Among shooters-owners, online is the preferred method to get information and news: 70% selected this as a preferred way. In a second tier are through talking with others, television, and printed material. The graph shows the full list that was presented to respondents.

Demographic analyses graphs are included for the four top preferred ways of getting information. Online is particularly preferred by those shooters-owners living in a suburban area or a large city/urban area, Hispanic/Latino shooters-owners, and those in the middle age bracket.

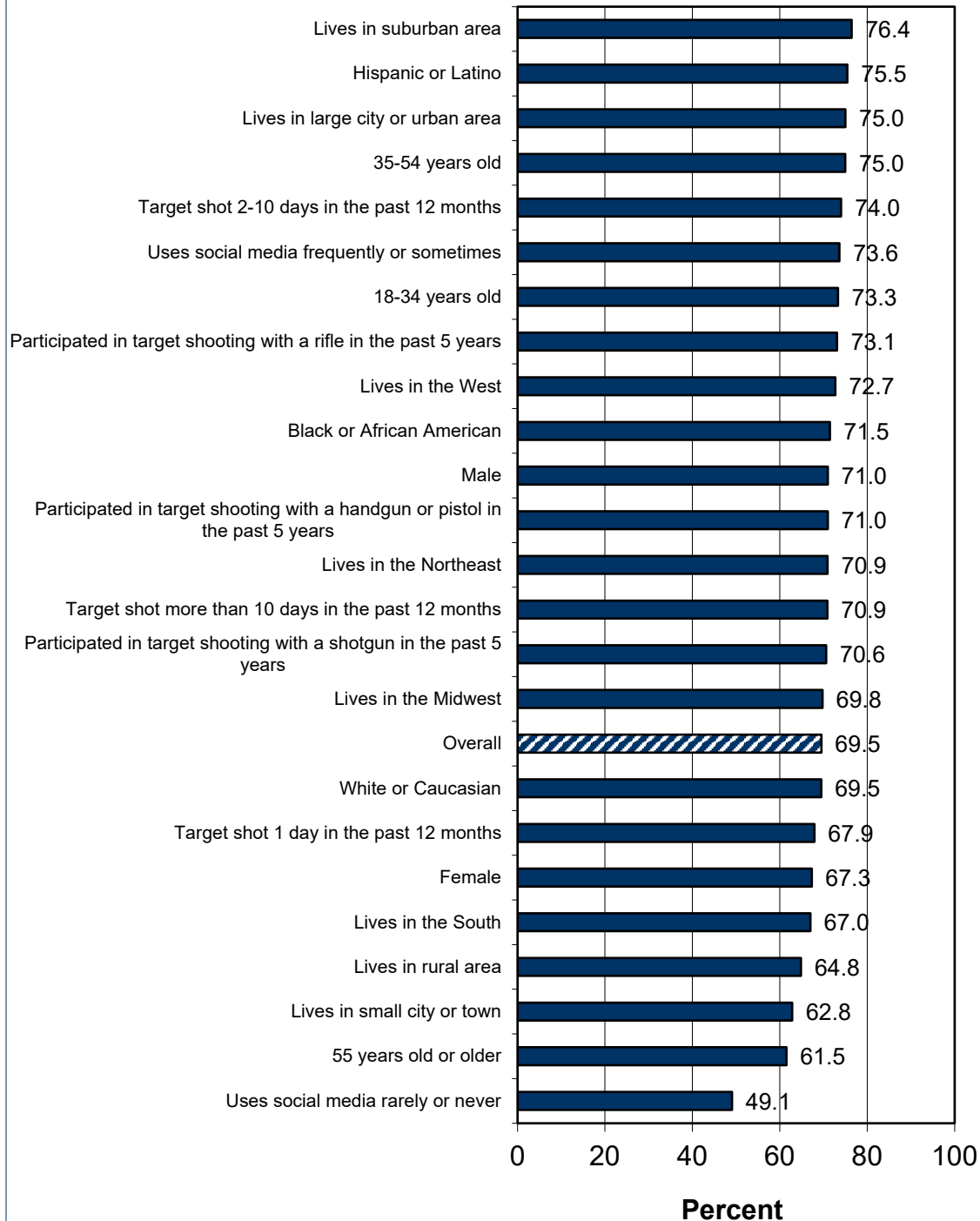


Active sport shooters make up the group that has a high percentage wanting to get information through talking with others, compared with shooters-owners overall.

Television is particularly preferred by Black and Hispanic shooters-owners and those living in a large city or urban area.

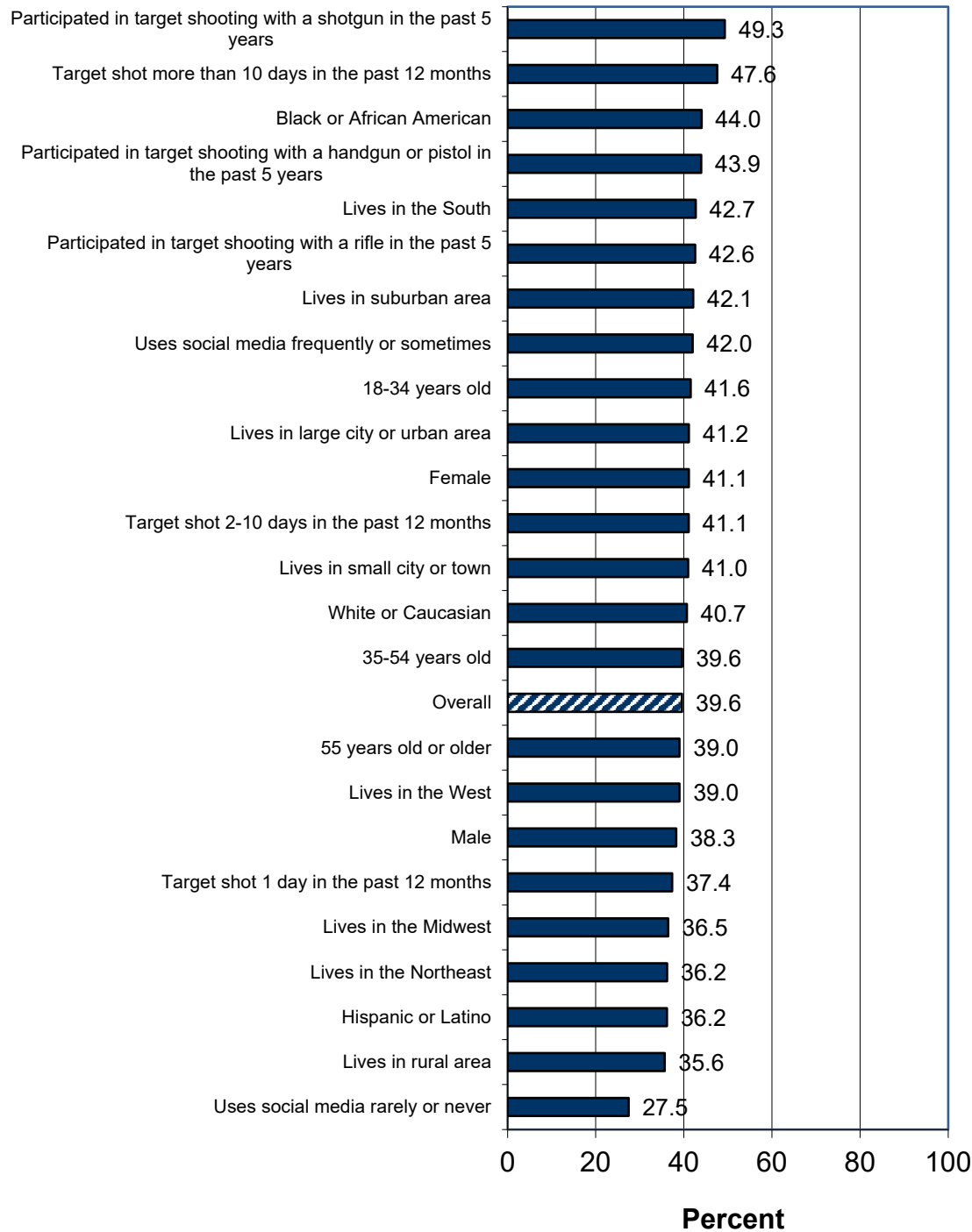
Finally, printed material is particularly preferred by older (55 years old and older) and rural shooters-owners.

Percent of the following groups preferring to get information online. (Non-hunting sport shooters and firearm owners)



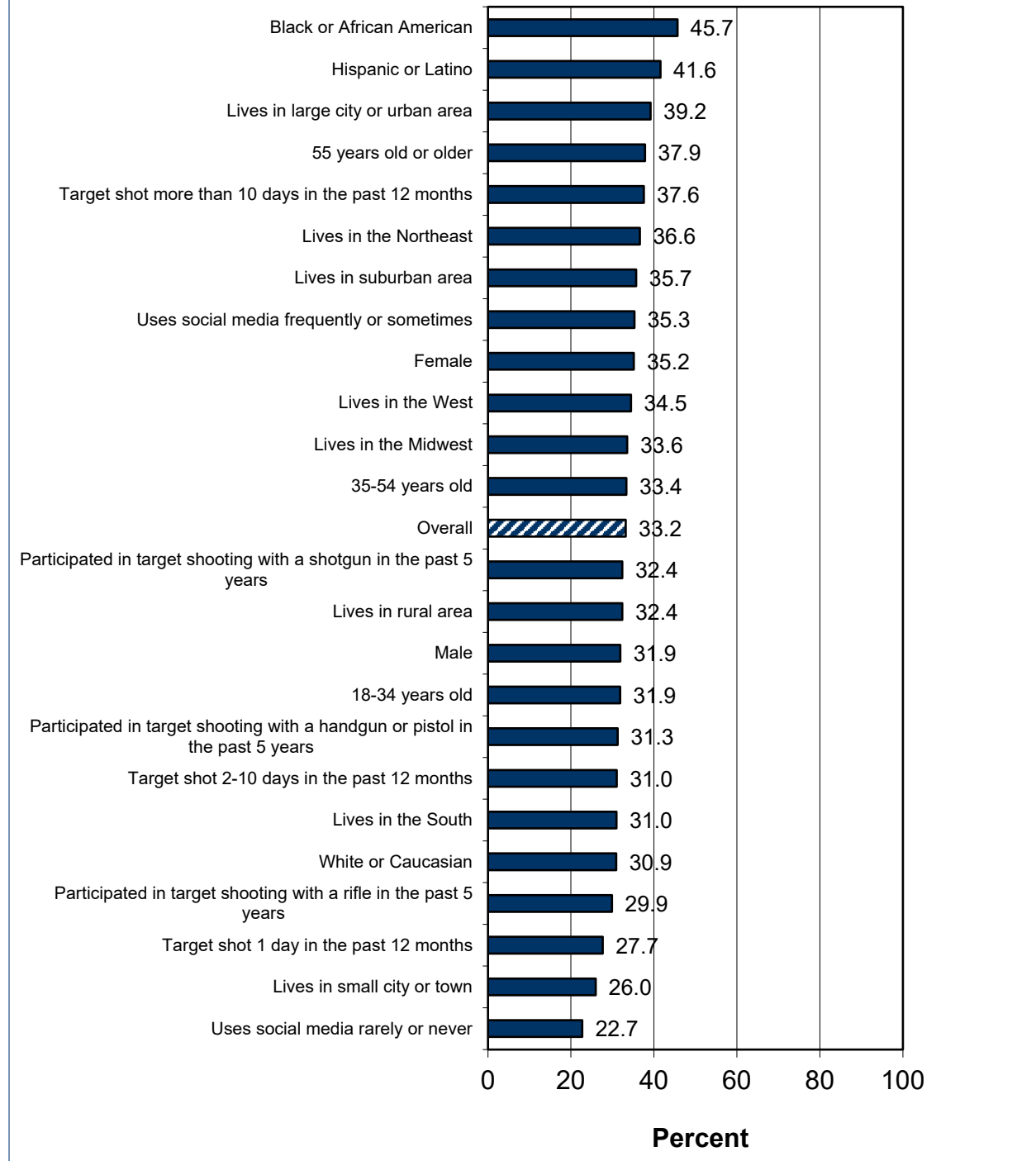
See pages 8-9 for an explanation of how to interpret these types of graphs.

Percent of the following groups preferring to get information by talking with others. (Non-hunting sport shooters and firearm owners)



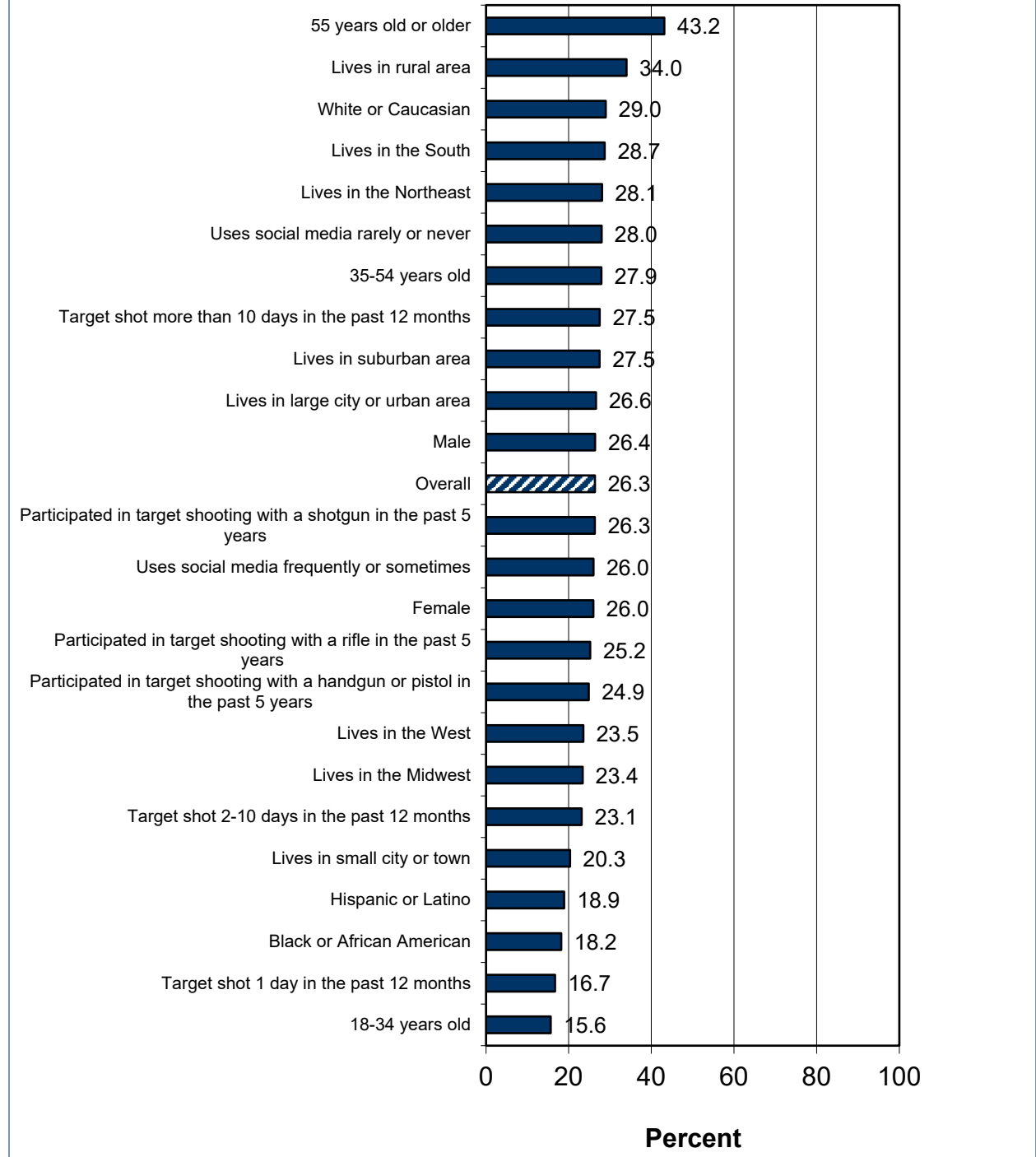
See pages 8-9 for an explanation of how to interpret these types of graphs.

Percent of the following groups preferring to get information from TV. (Non-hunting sport shooters and firearm owners)



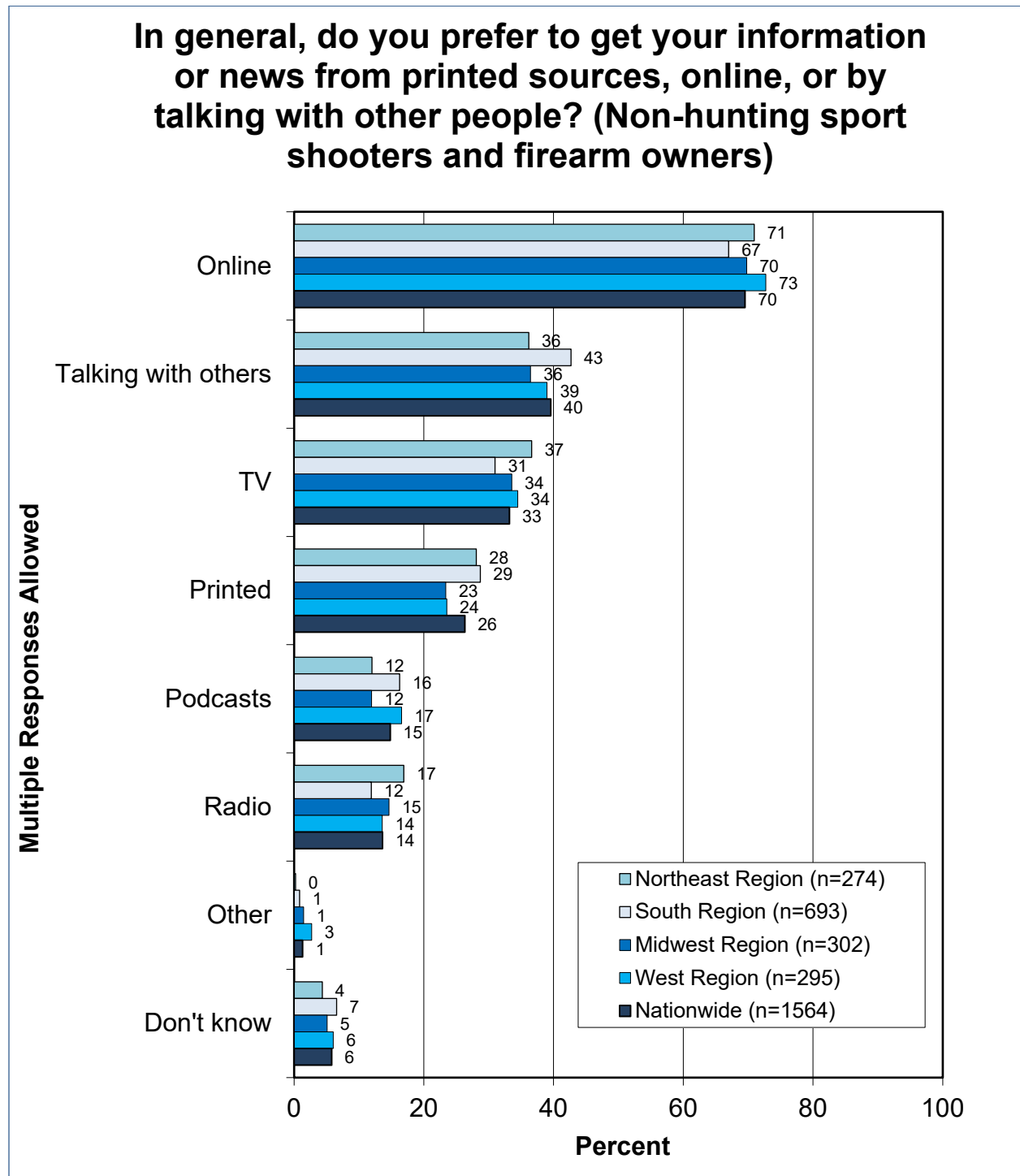
See pages 8-9 for an explanation of how to interpret these types of graphs.

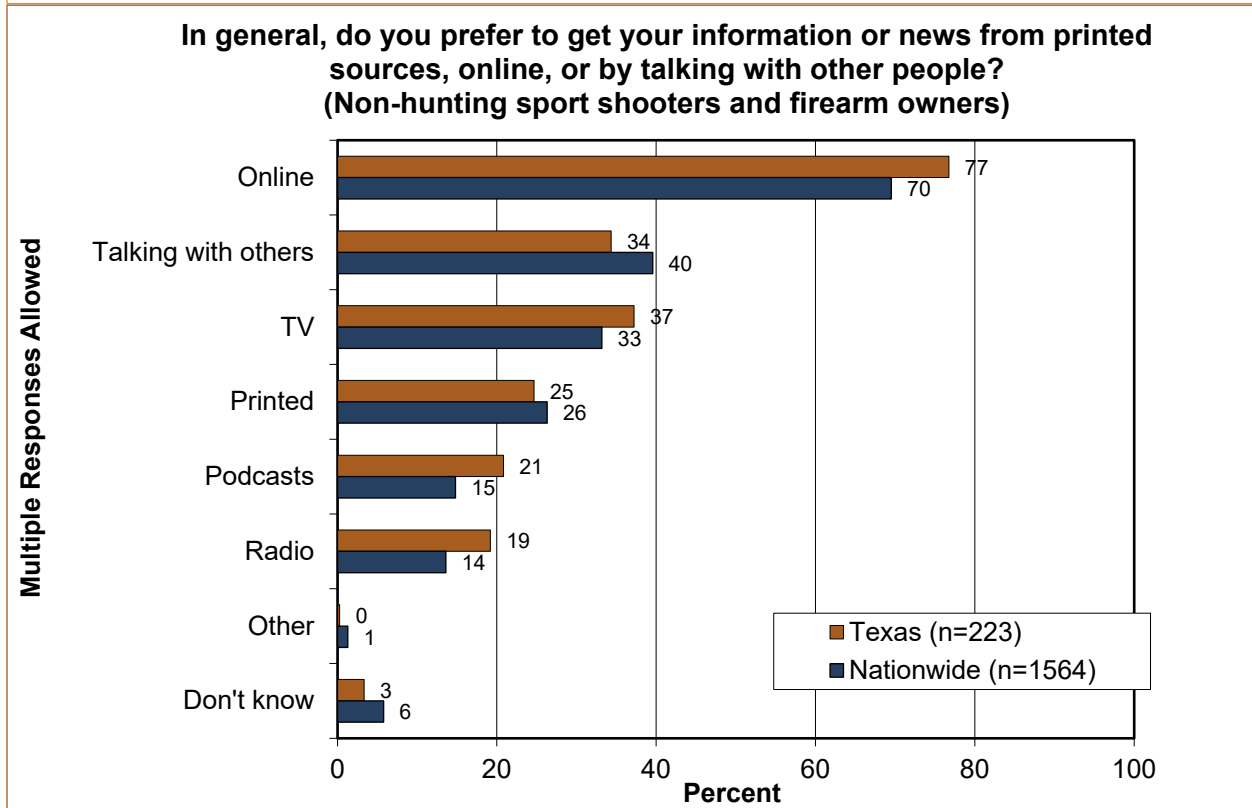
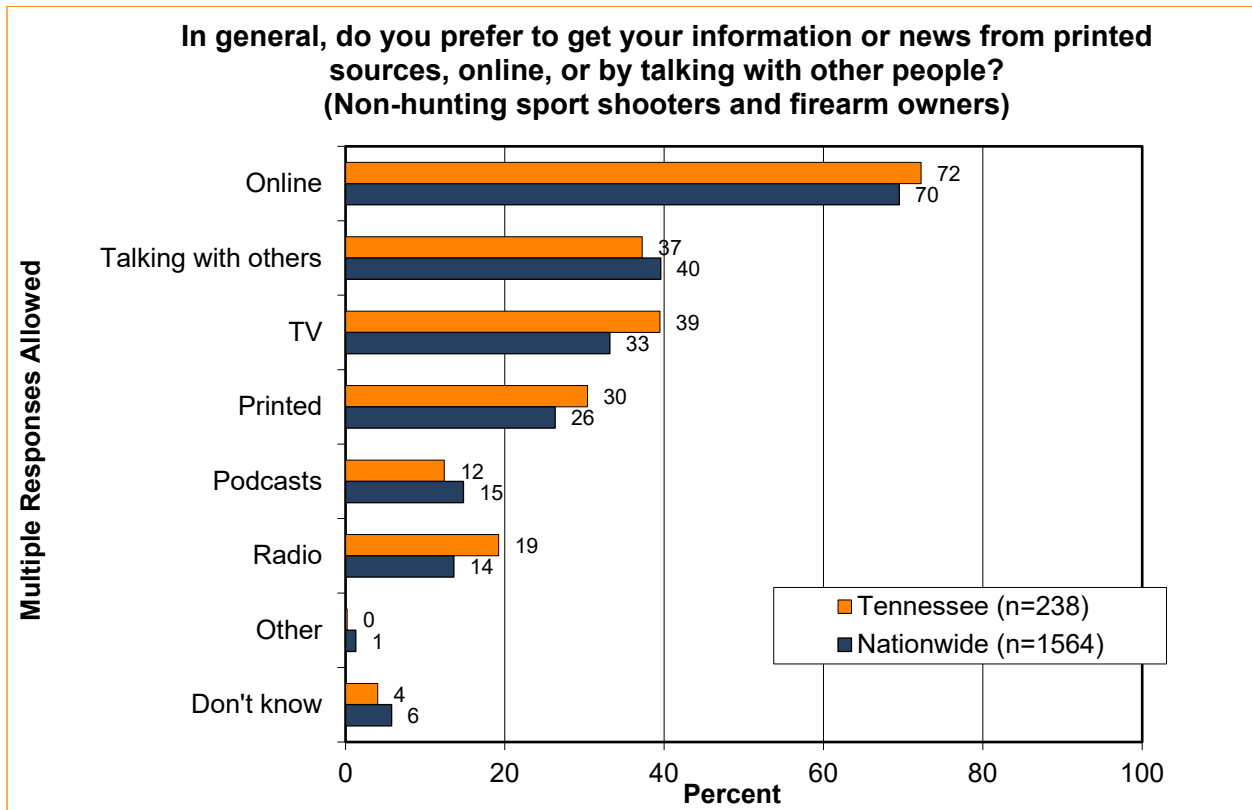
Percent of the following groups preferring to get information from printed sources. (Non-hunting sport shooters and firearm owners)



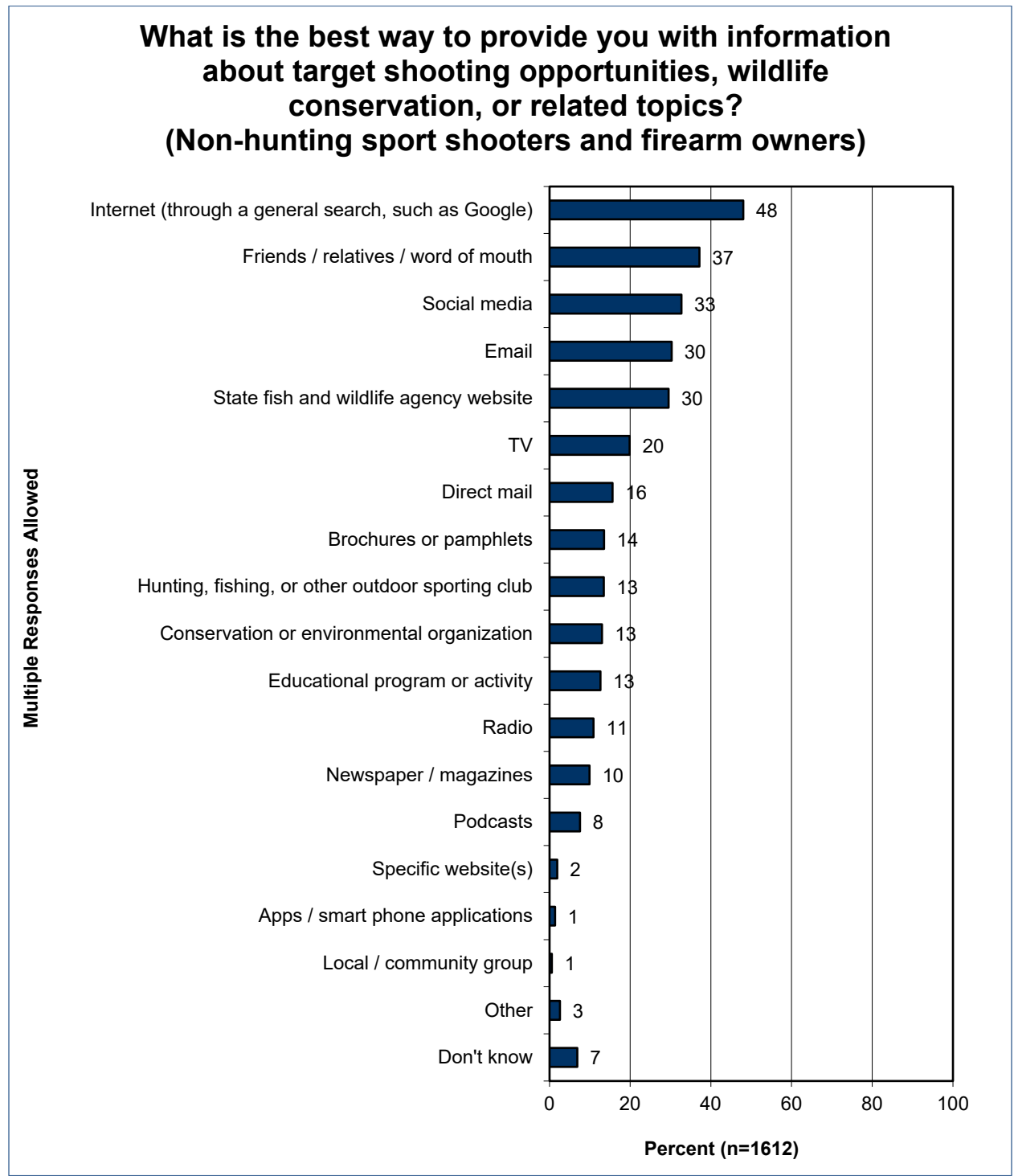
See pages 8-9 for an explanation of how to interpret these types of graphs.

The regional results do not show any large differences among regions. One difference that does emerge is that South Region shooters-owners have the highest percentage preferring talking to others. State results are shown on the following page.

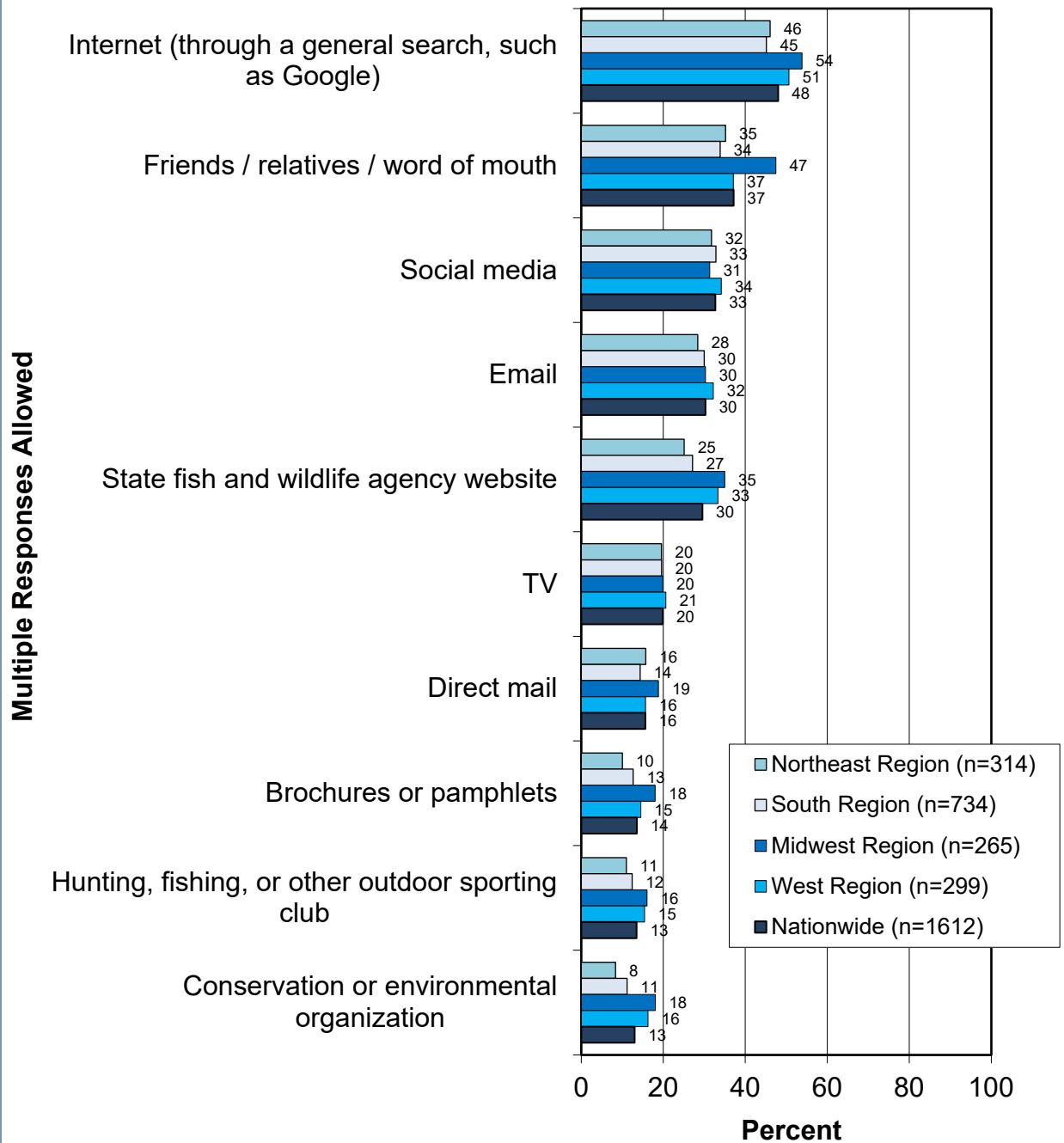




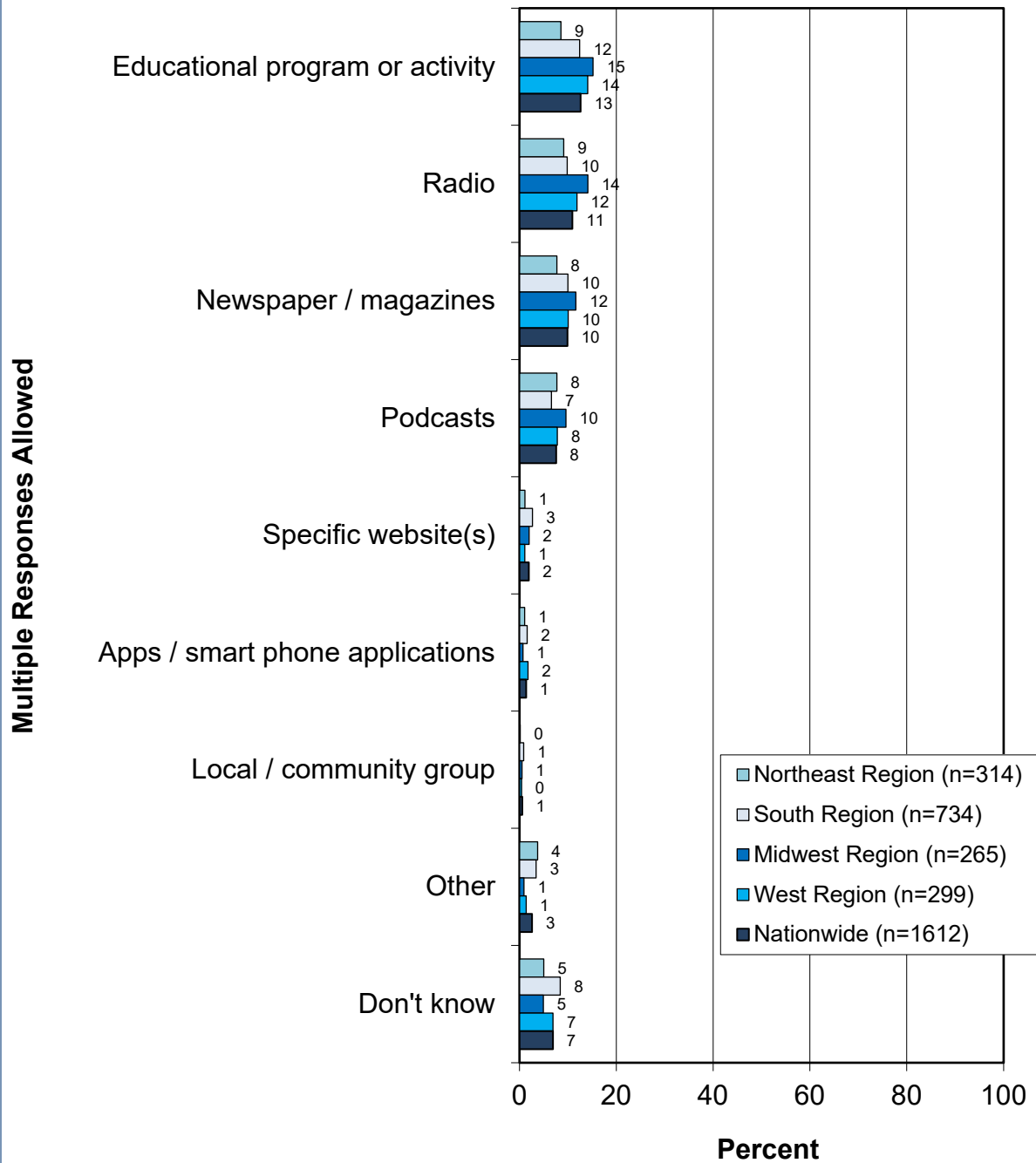
A question in a similar vein asked shooters-owners to indicate the best way to provide them with information specific to shooting, conservation, or related topics. Commensurate with the results above, at the top of the ranking is the internet in general, with word of mouth second. Social media, email, and the state fish and wildlife agency website are in a second tier. Regional and state results are also presented.



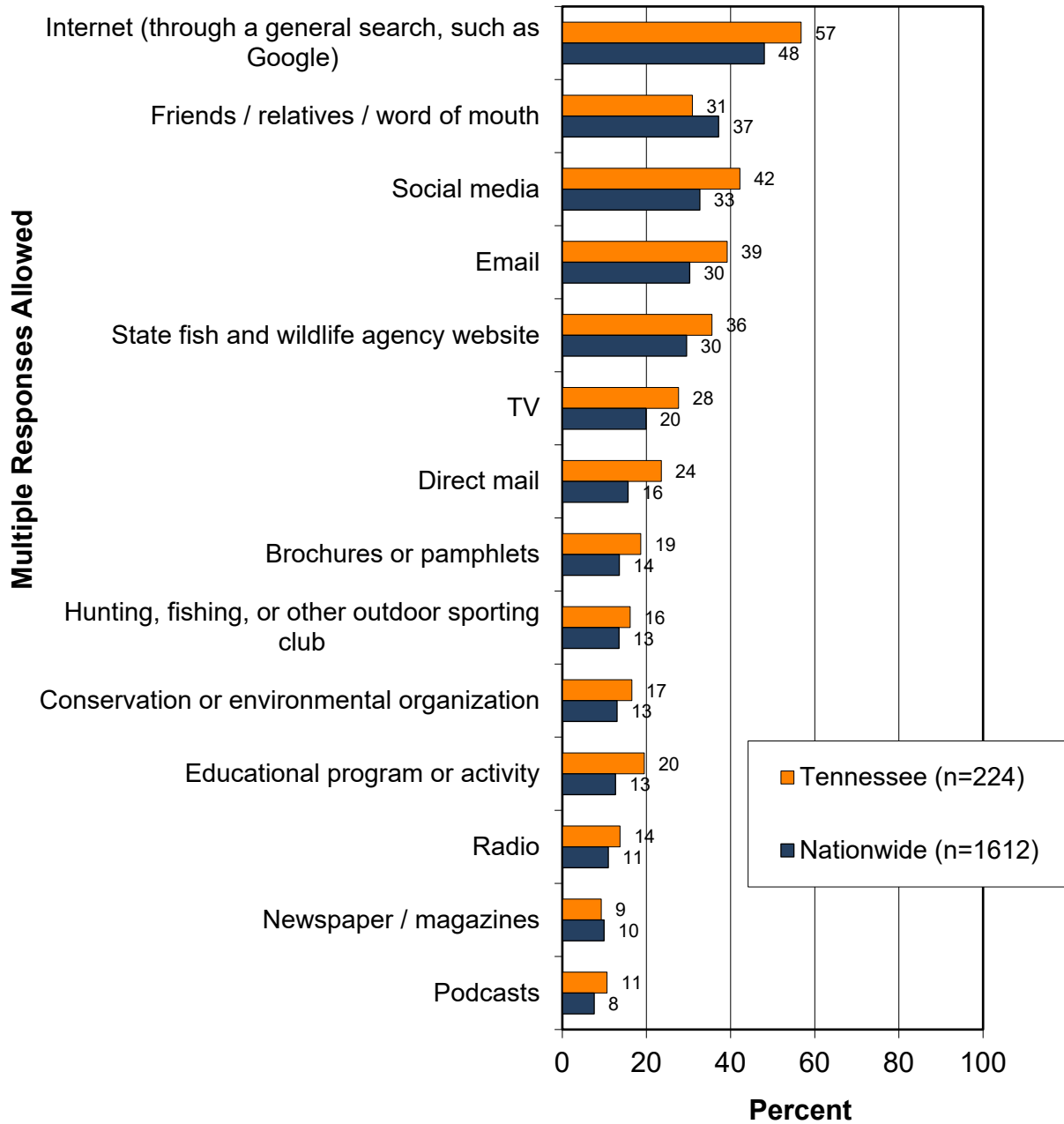
What is the best way to provide you with information about target shooting opportunities, wildlife conservation, or related topics? (Part 1) (Non-hunting sport shooters and firearm owners)



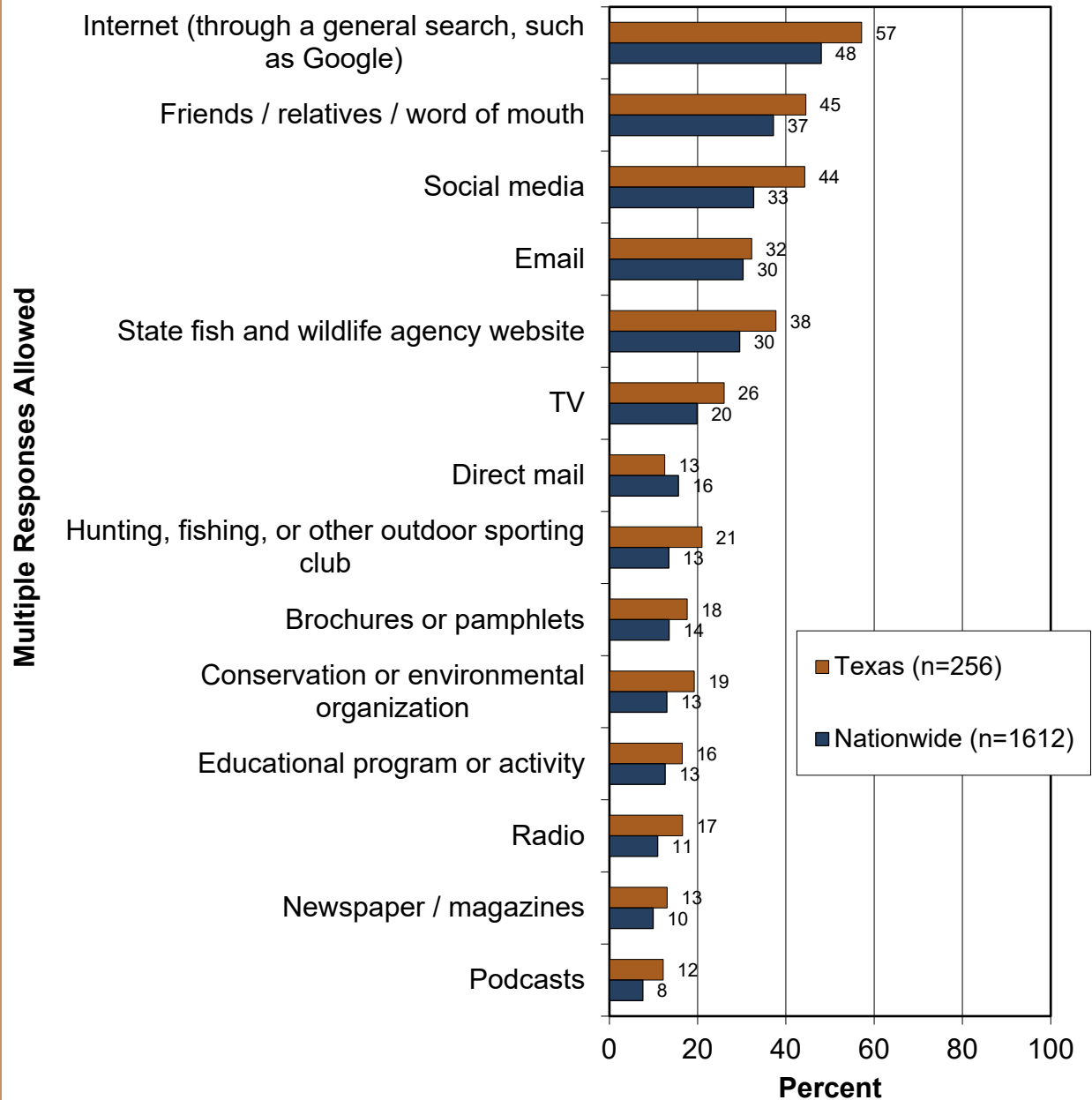
**What is the best way to provide you with information about target shooting opportunities, wildlife conservation, or related topics? (Part 2)
(Non-hunting sport shooters and firearm owners)**



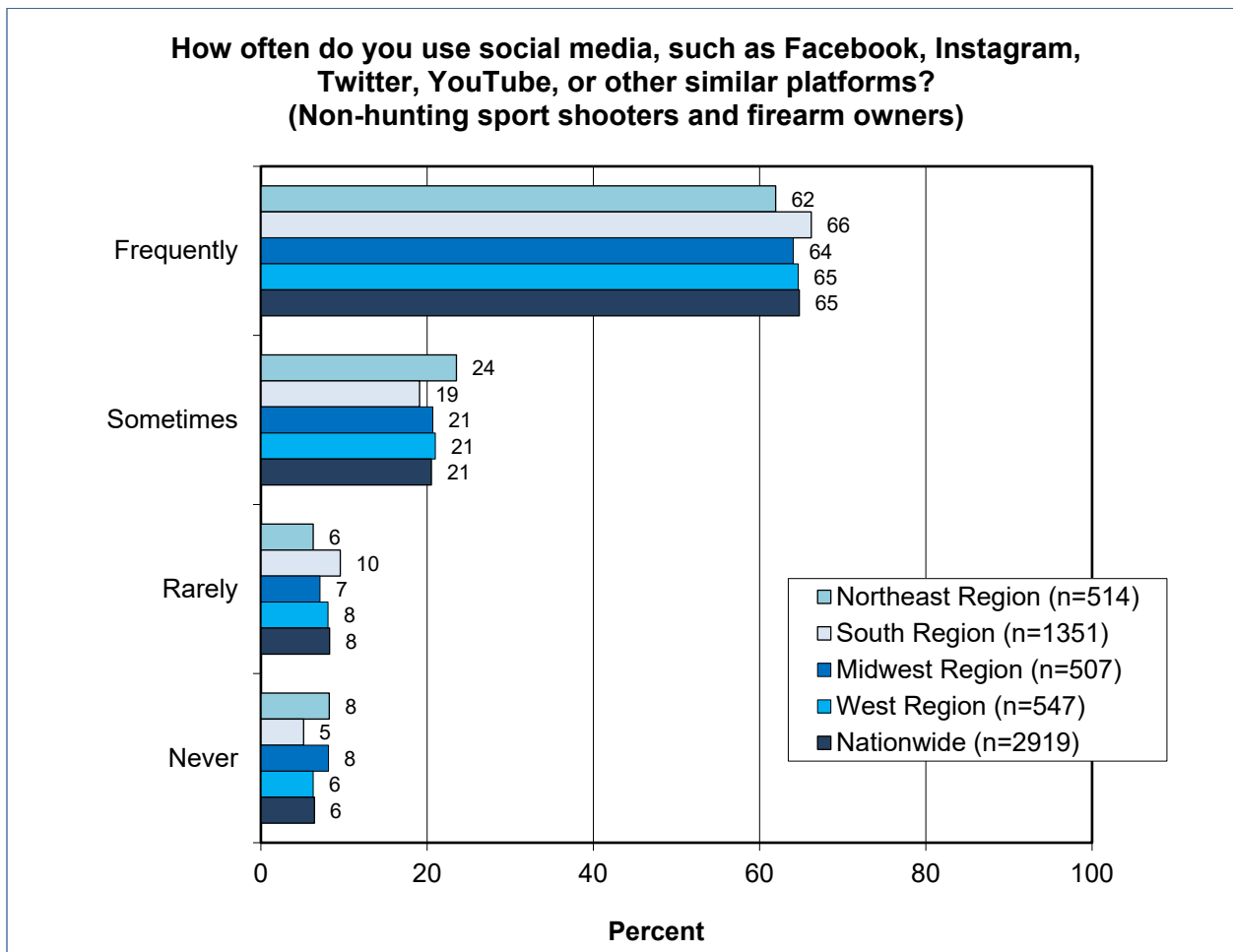
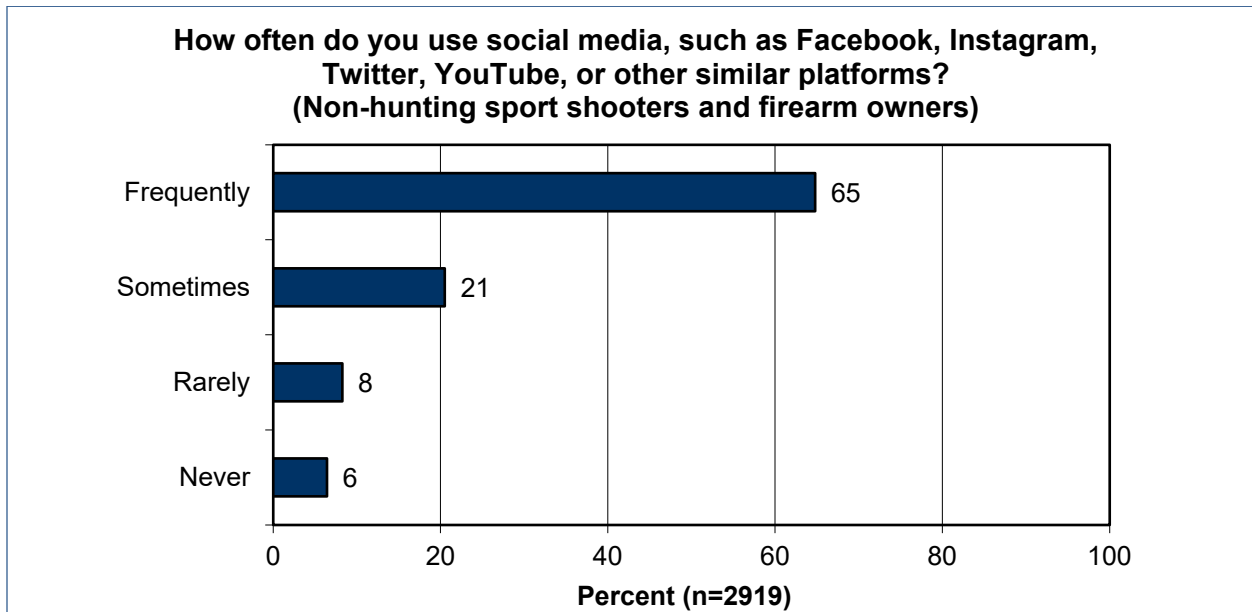
What is the best way to provide you with information about target shooting opportunities, wildlife conservation, or related topics? (Non-hunting sport shooters and firearm owners)



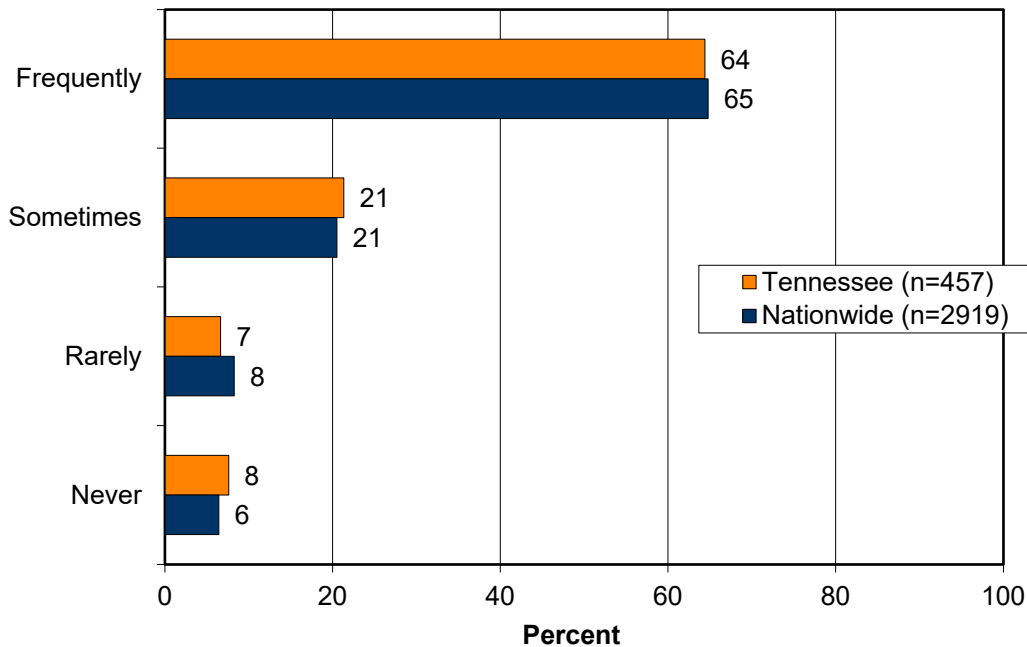
What is the best way to provide you with information about target shooting opportunities, wildlife conservation, or related topics? (Non-hunting sport shooters and firearm owners)



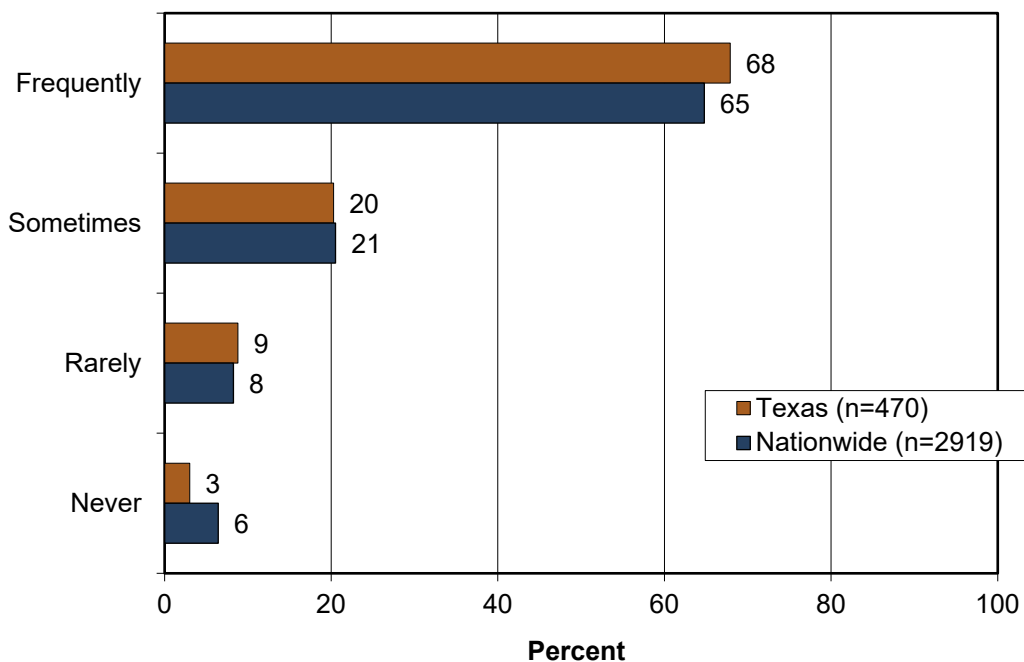
About two thirds of shooters-owners are frequent social media users. These results are consistent across all regions and in both states.



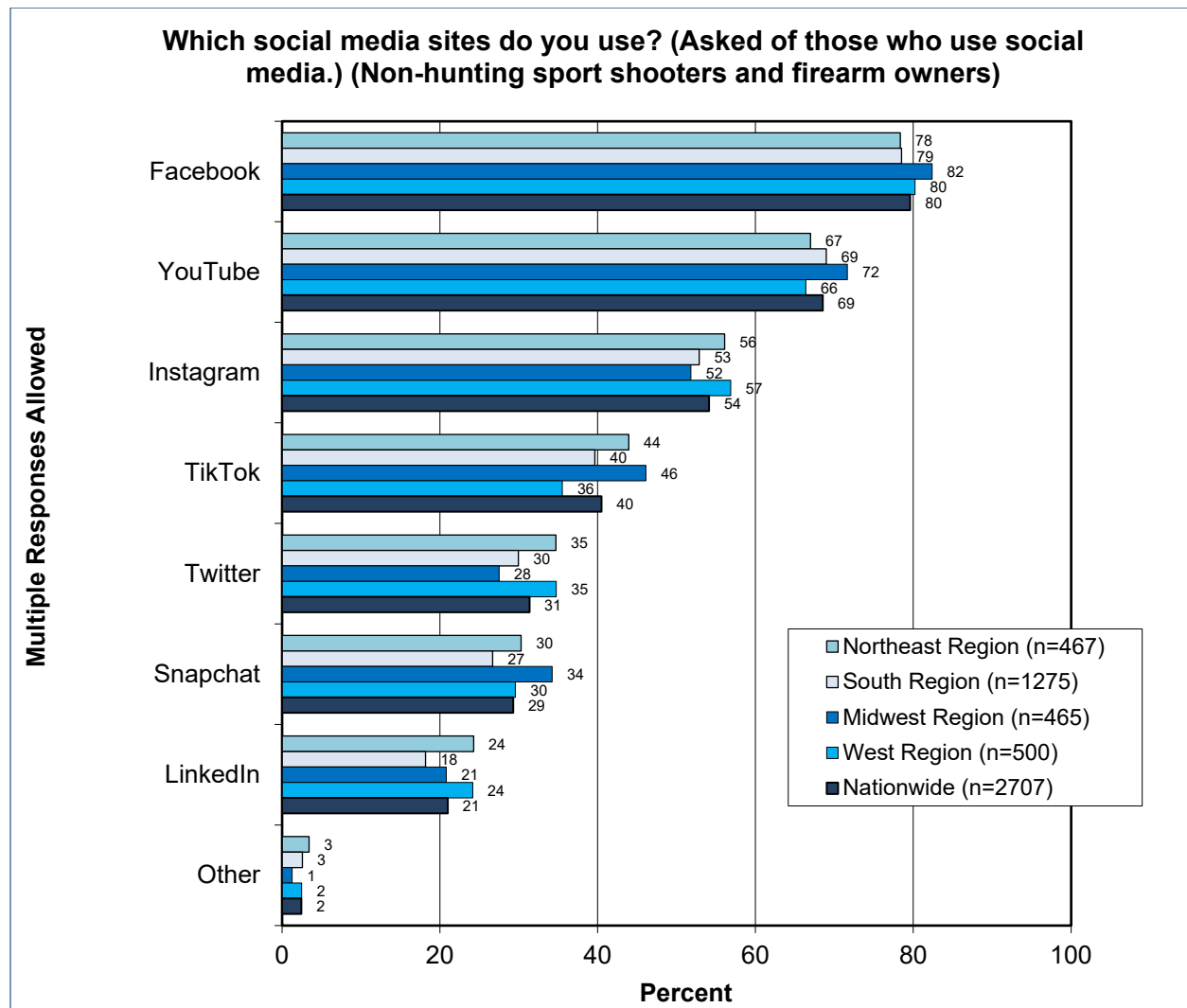
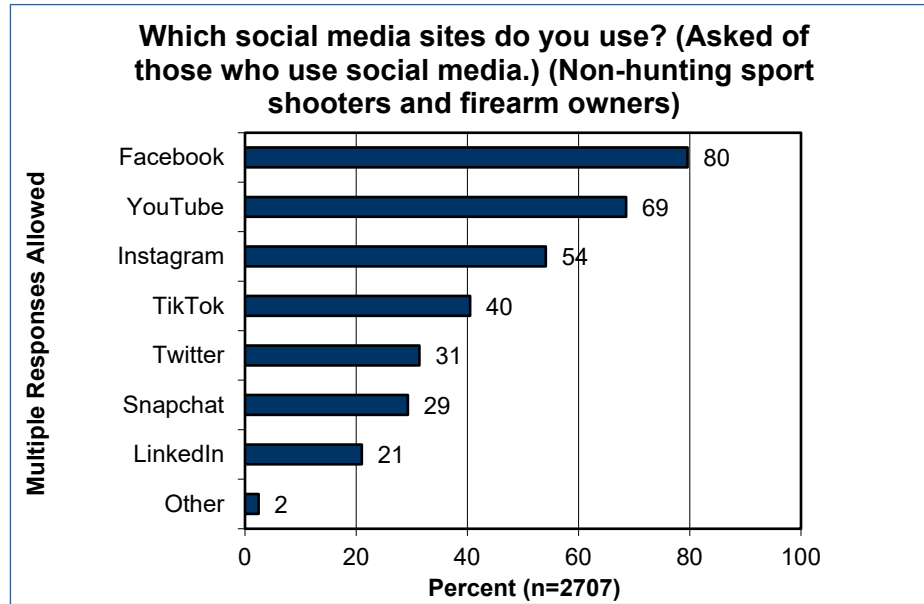
**How often do you use social media, such as Facebook, Instagram, Twitter, YouTube, or other similar platforms?
(Non-hunting sport shooters and firearm owners)**

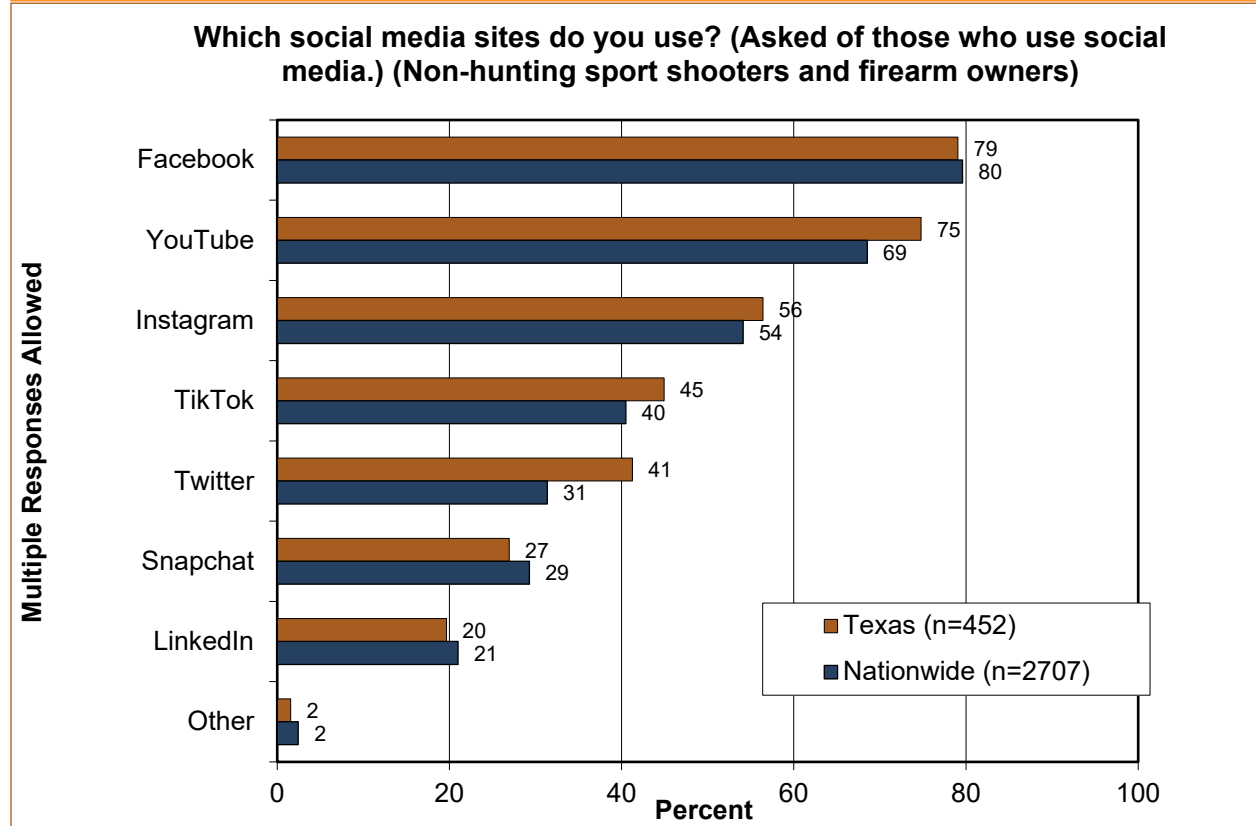
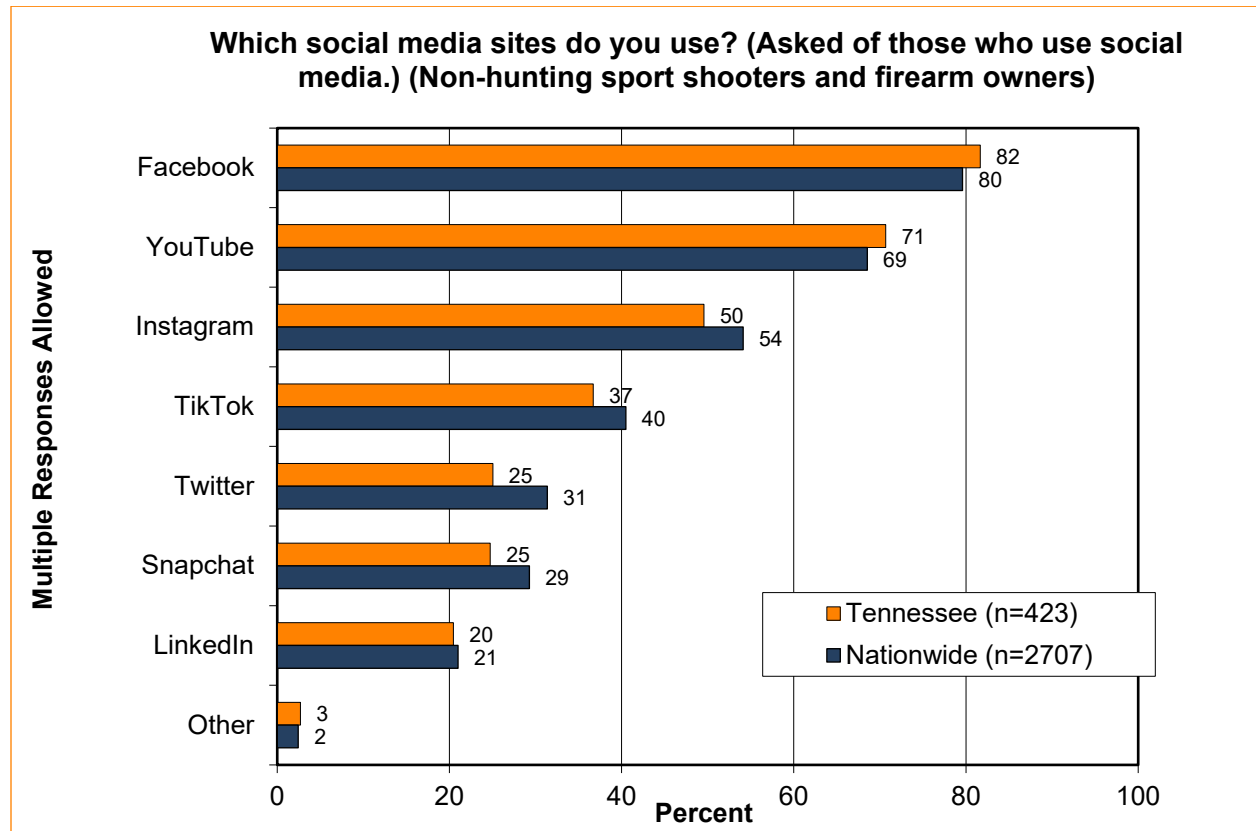


**How often do you use social media, such as Facebook, Instagram, Twitter, YouTube, or other similar platforms?
(Non-hunting sport shooters and firearm owners)**



Facebook and YouTube are the most popular social media sites among shooters-owners, followed more distantly by Instagram, TikTok, Twitter (now also known as X), and Snapchat. These results are consistent across the regions and in the states.

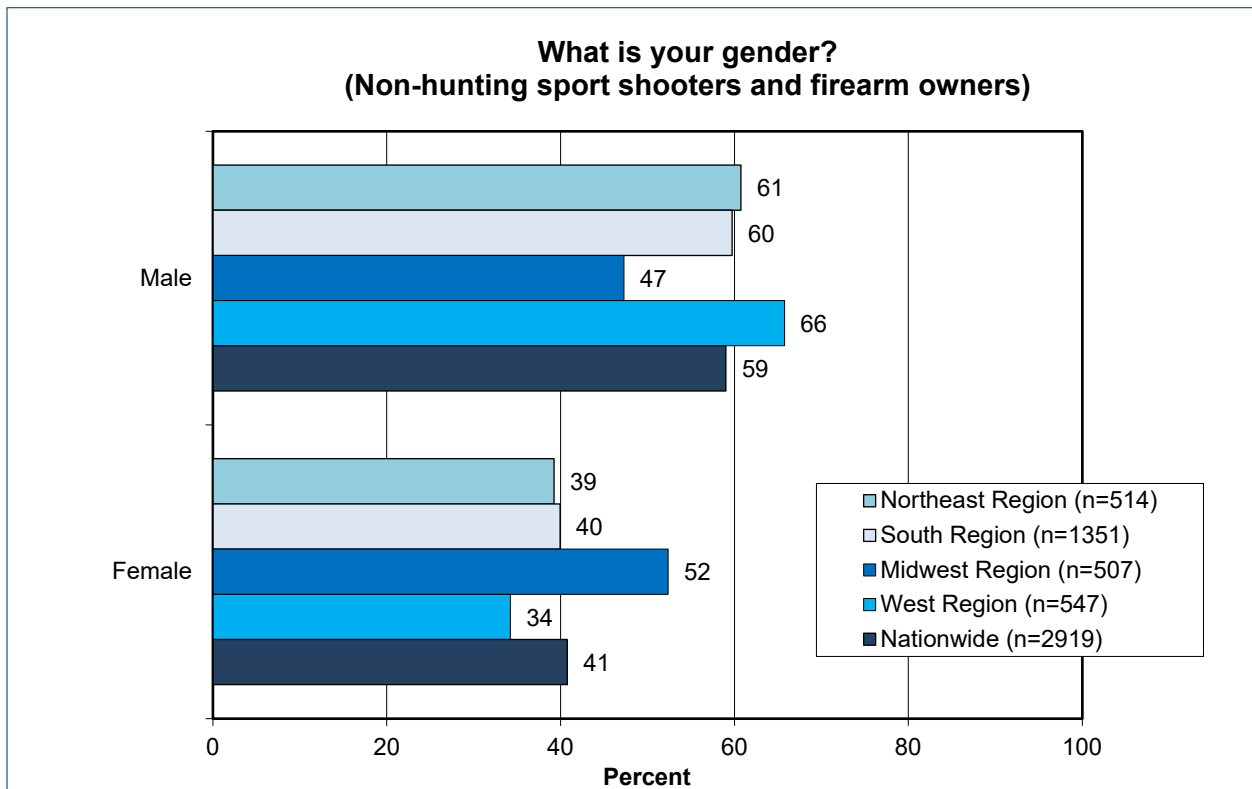
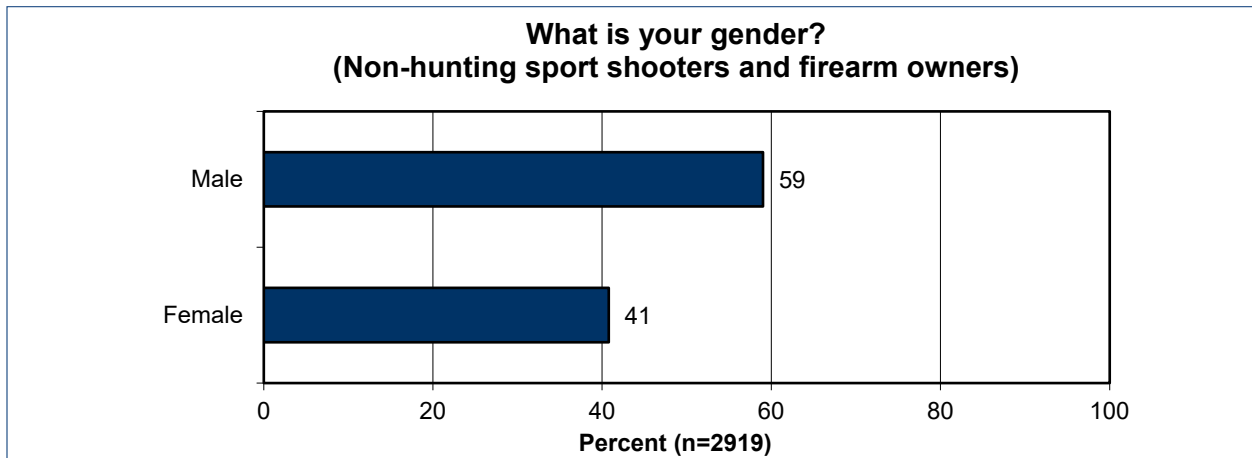


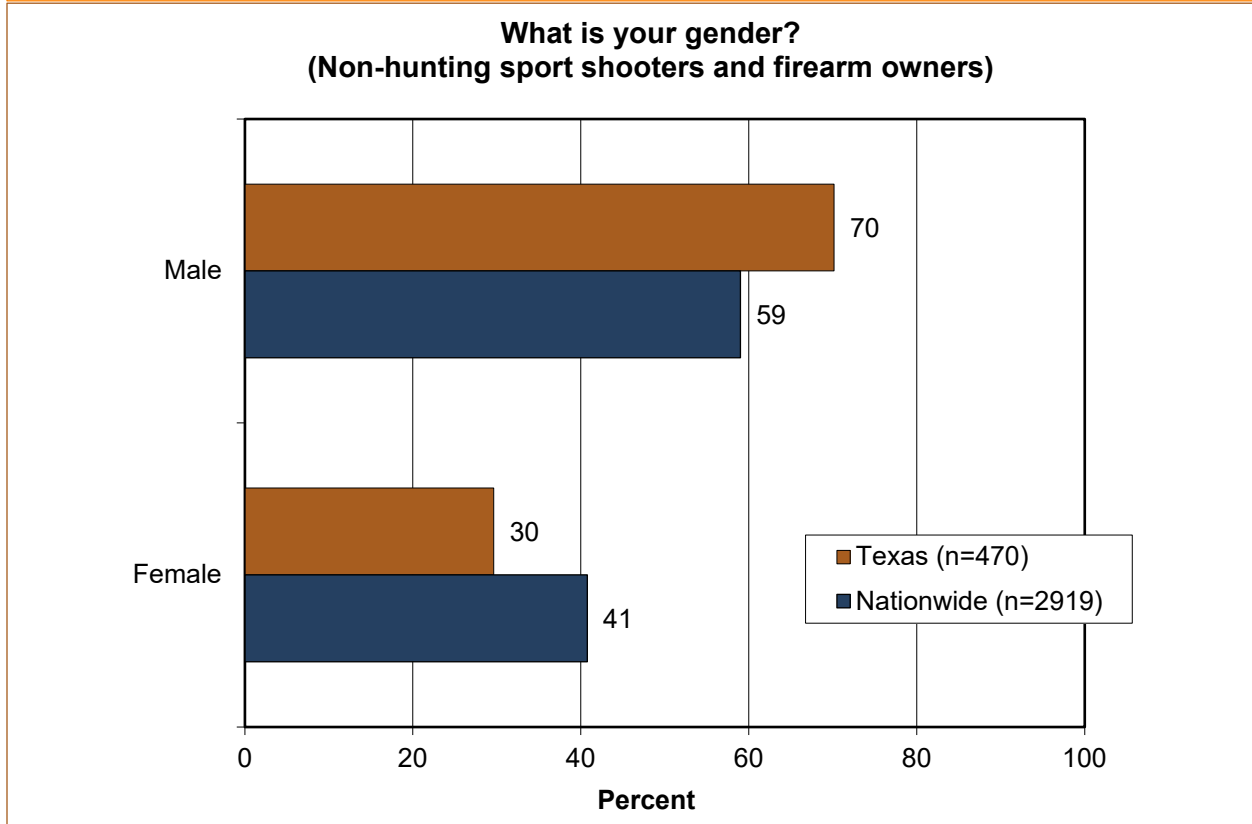
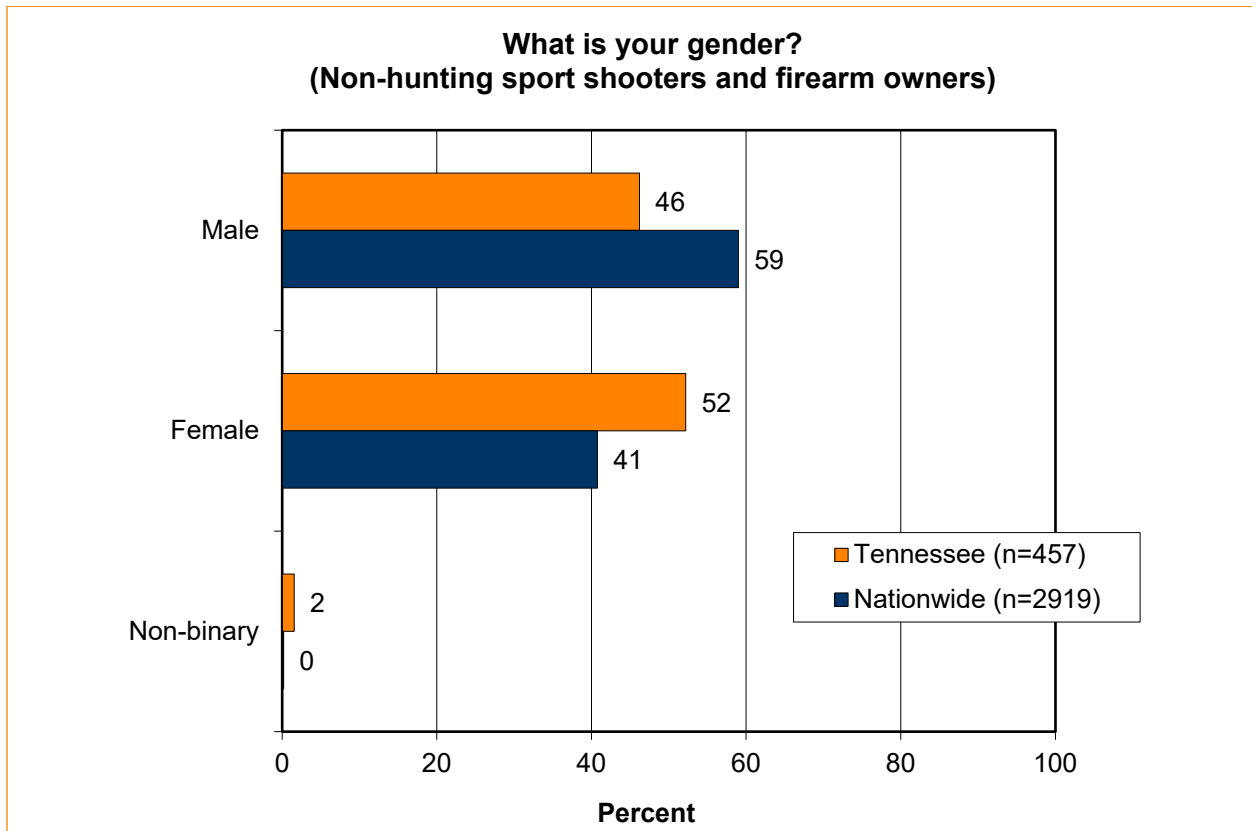


DEMOGRAPHIC INFORMATION

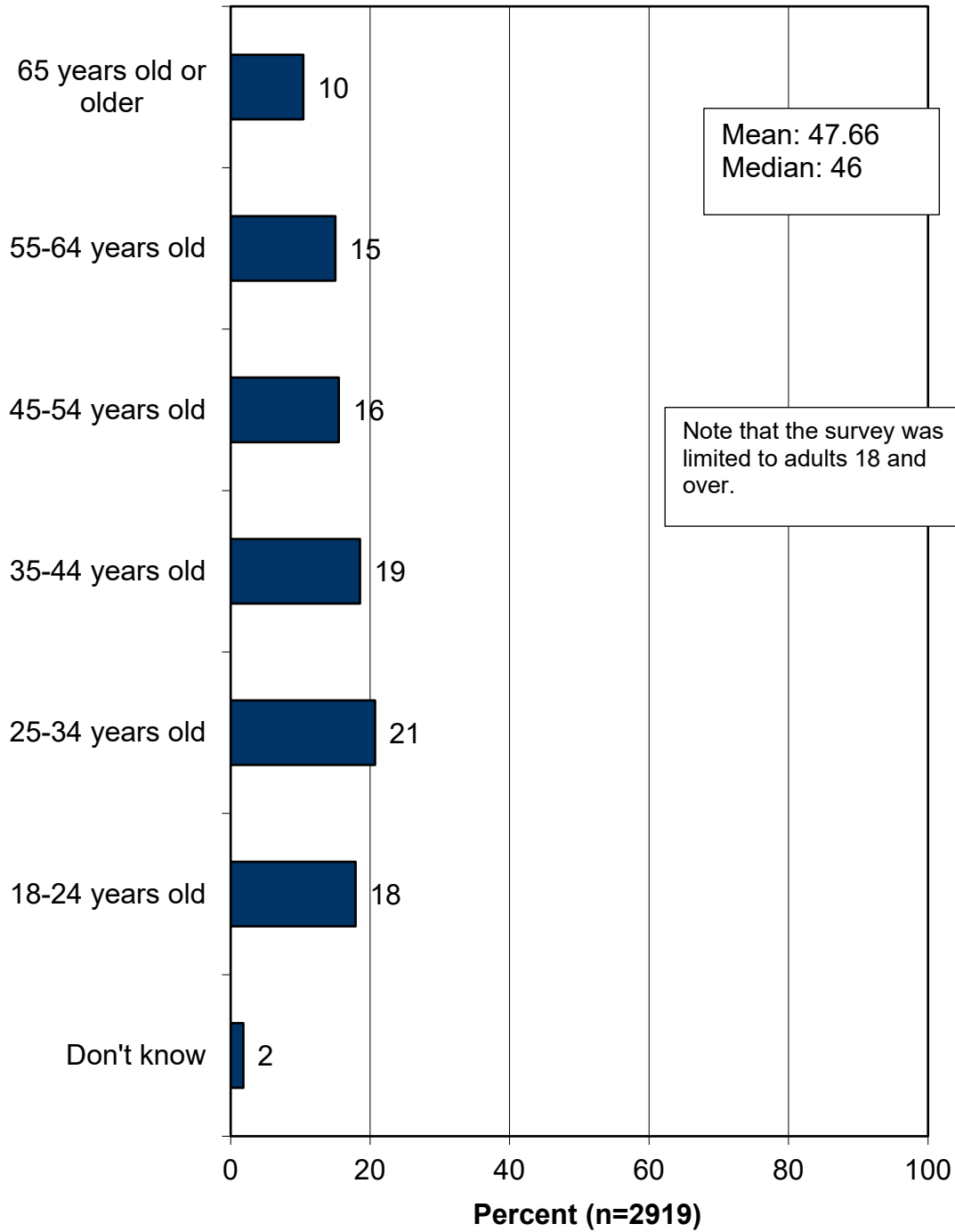
The demographic questions gathered data for further analyses and crosstabulations. Nonetheless, they are of value on their own, as they show the characteristics of shooters-owners. The survey gathered information on the following:

- Gender. Although hunting and shooting are both male dominated activities, the gender split of shooters *who do not hunt* is higher in females than would be the gender split of shooters with hunters included.
- Age.
- Ethnicity.
- Residential area.

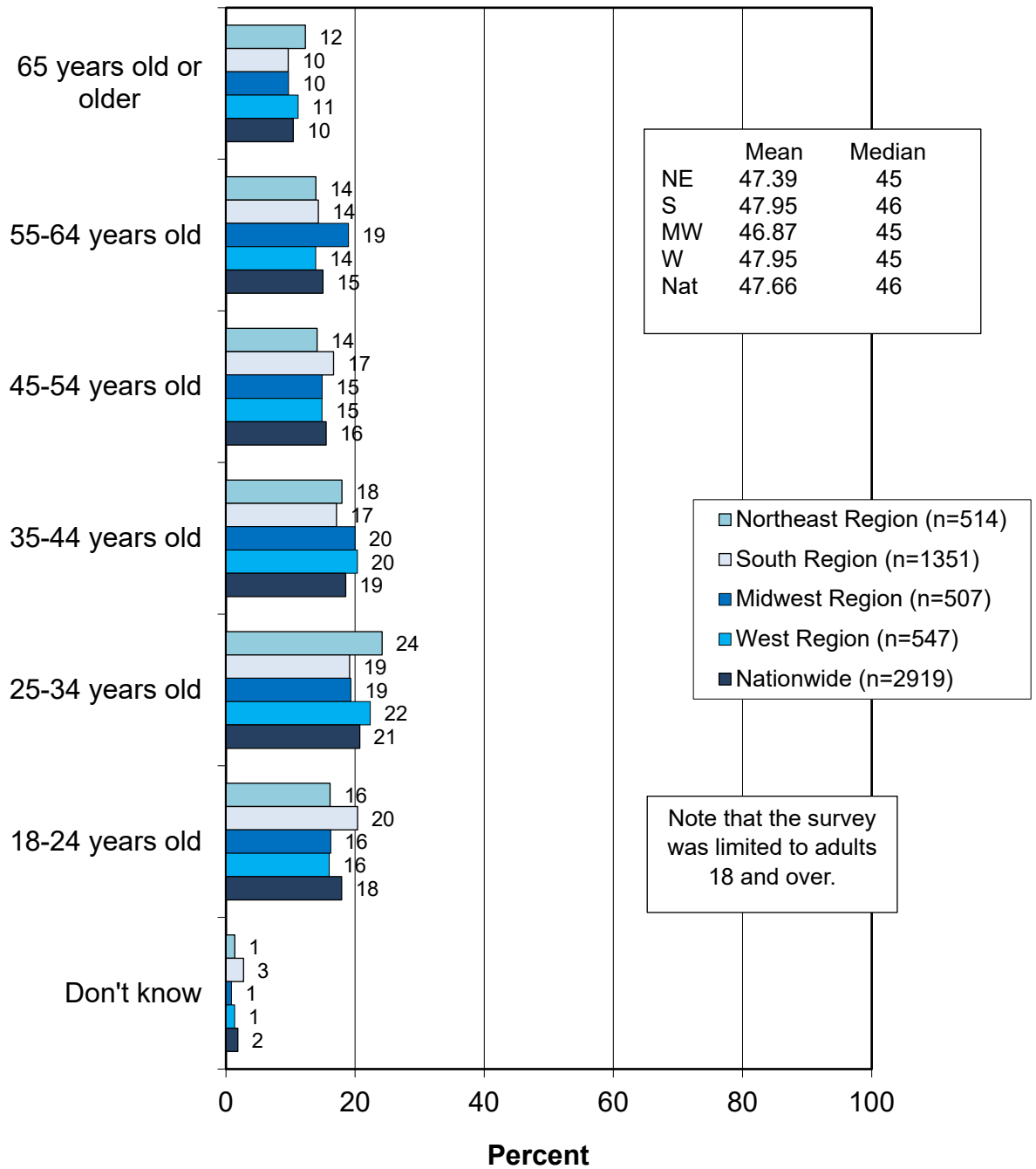




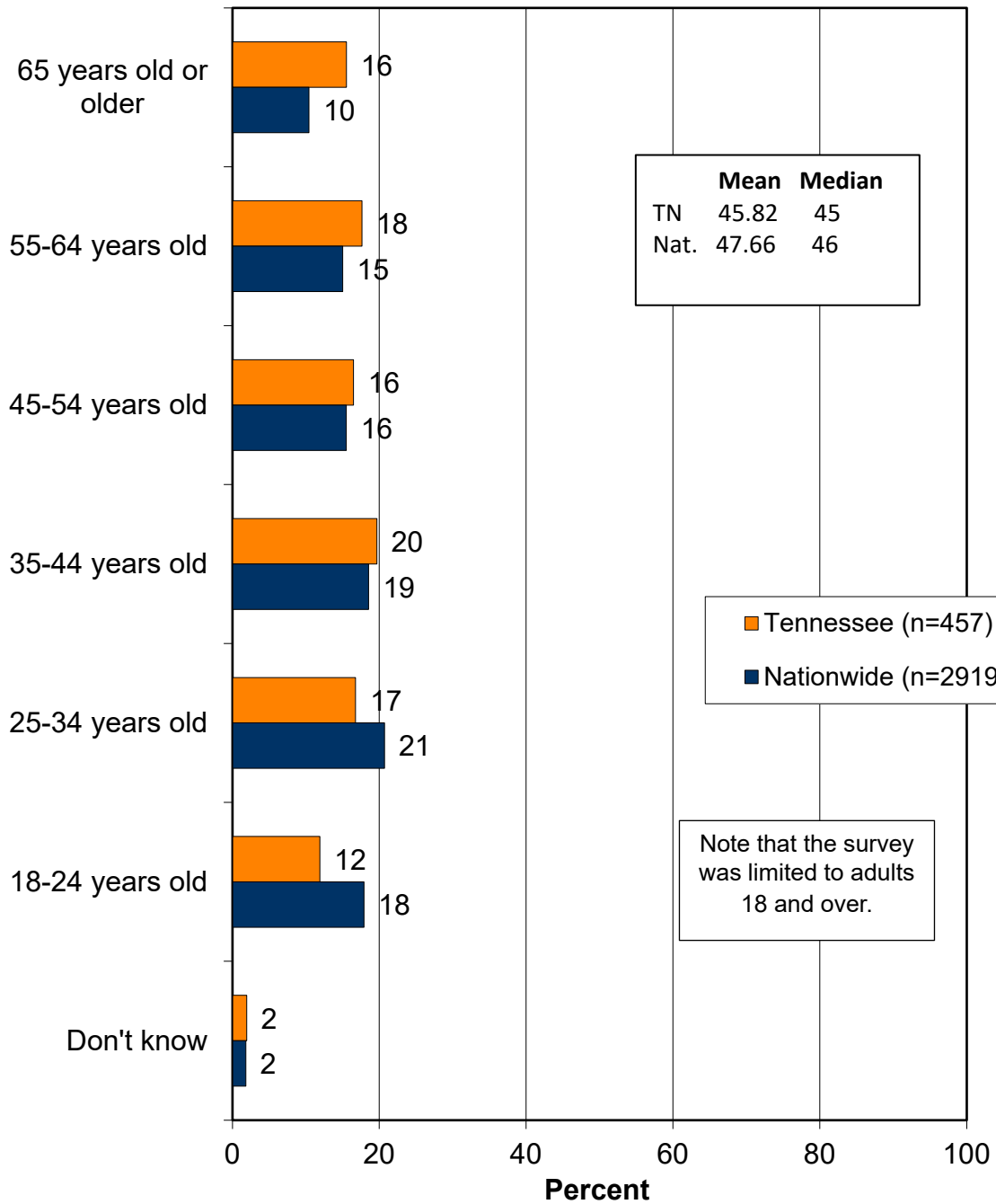
May I ask your age? (Non-hunting sport shooters and firearm owners)



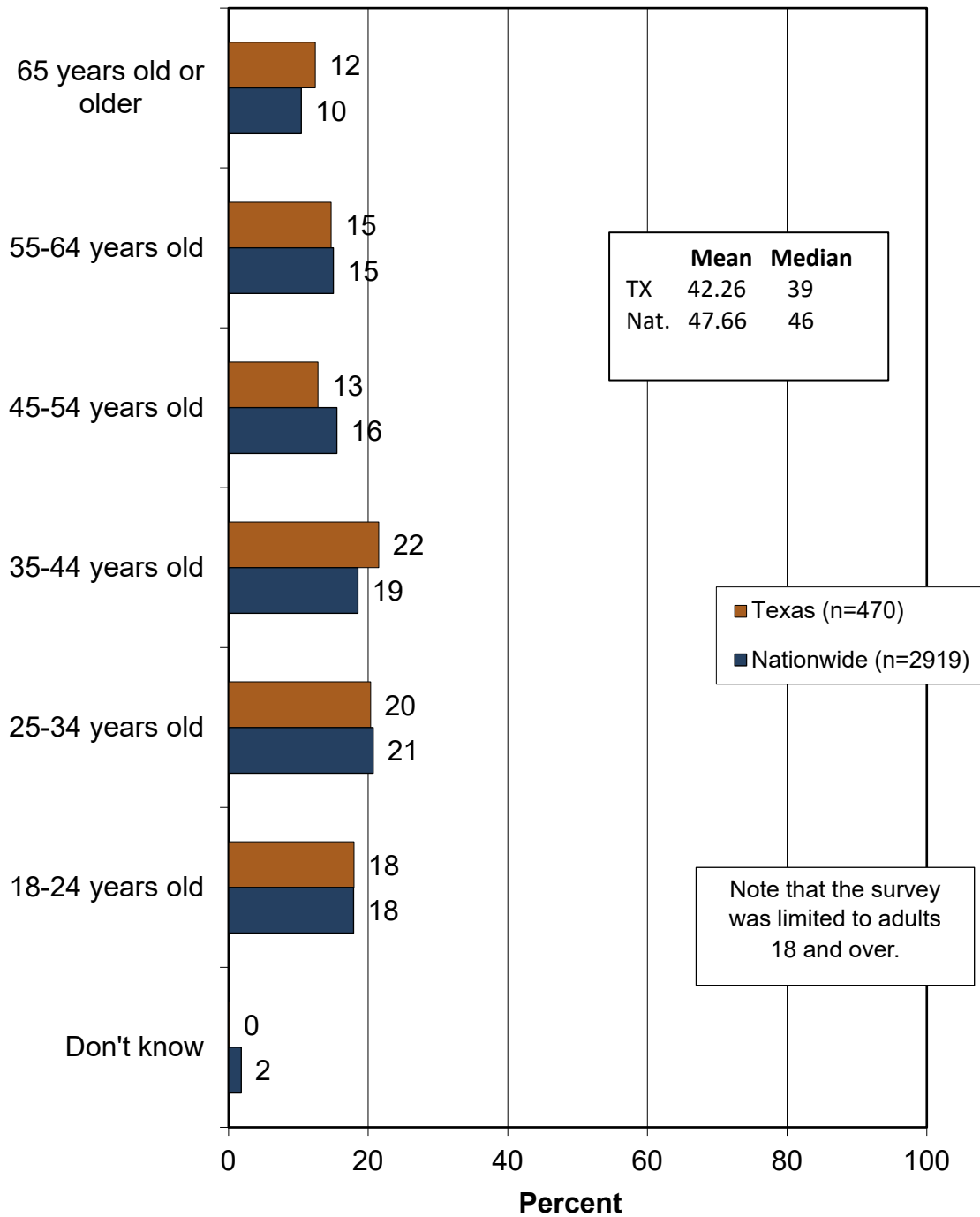
May I ask your age? (Non-hunting sport shooters and firearm owners)

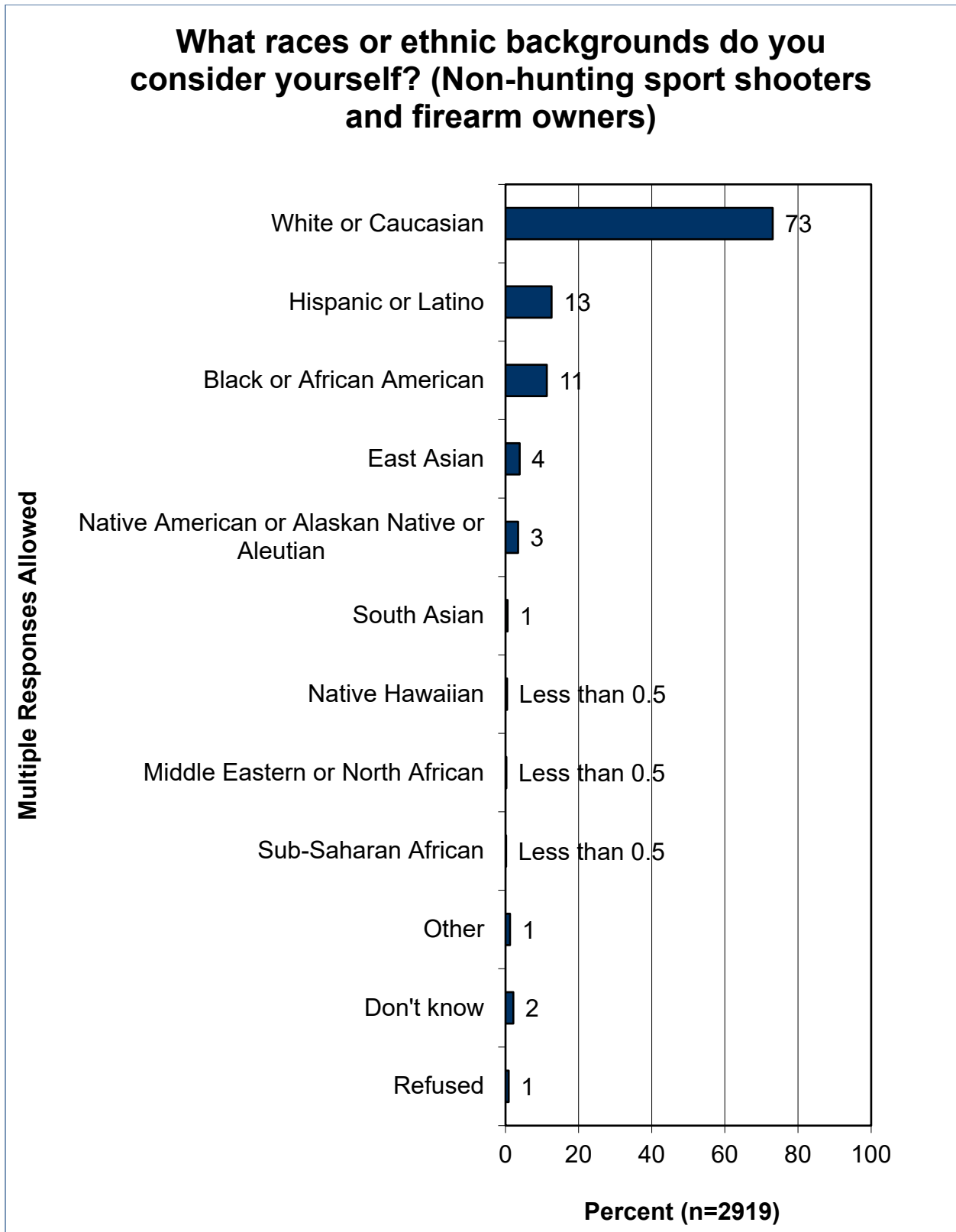


May I ask your age? (Non-hunting sport shooters and firearm owners)



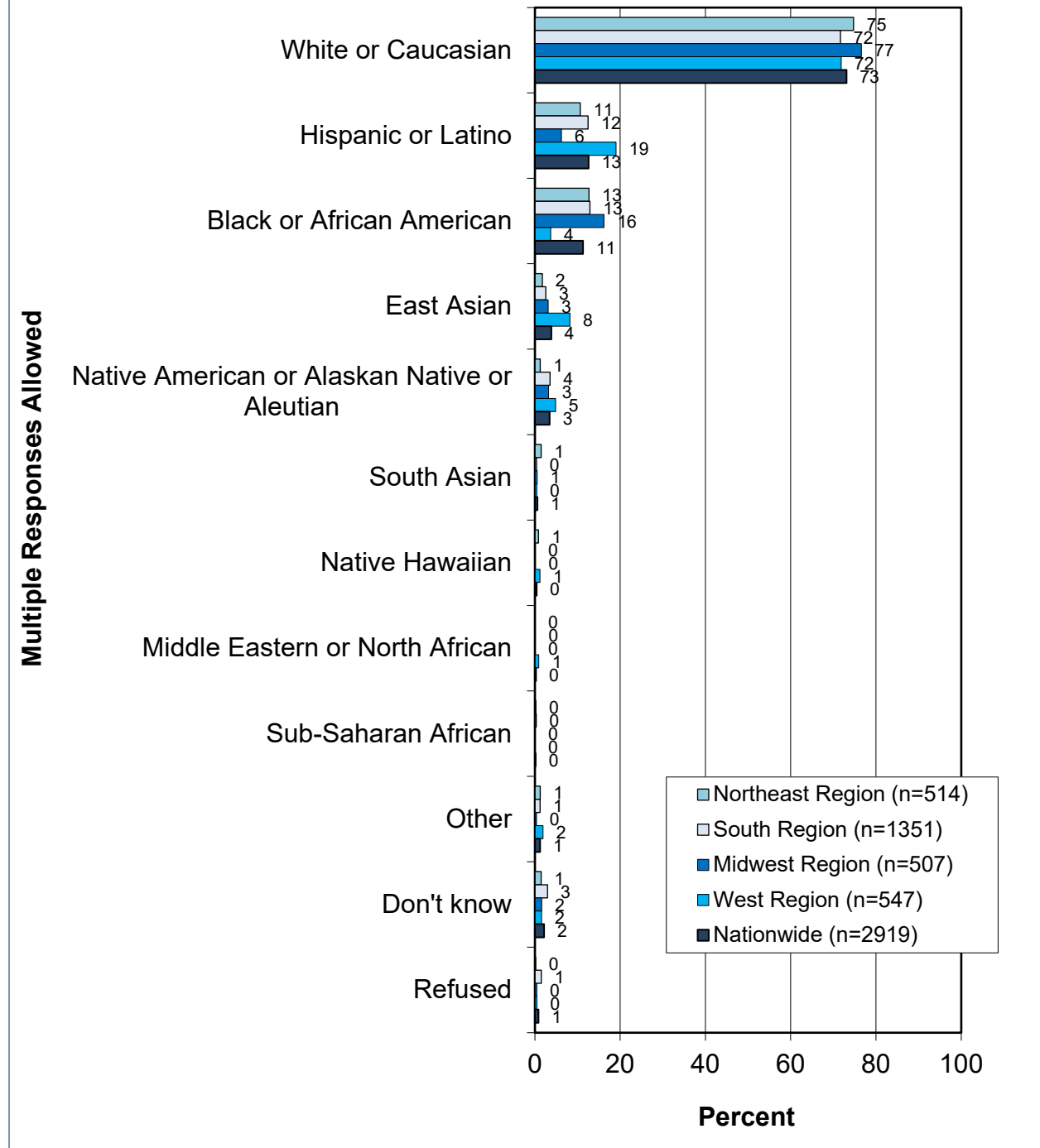
May I ask your age? (Non-hunting sport shooters and firearm owners)



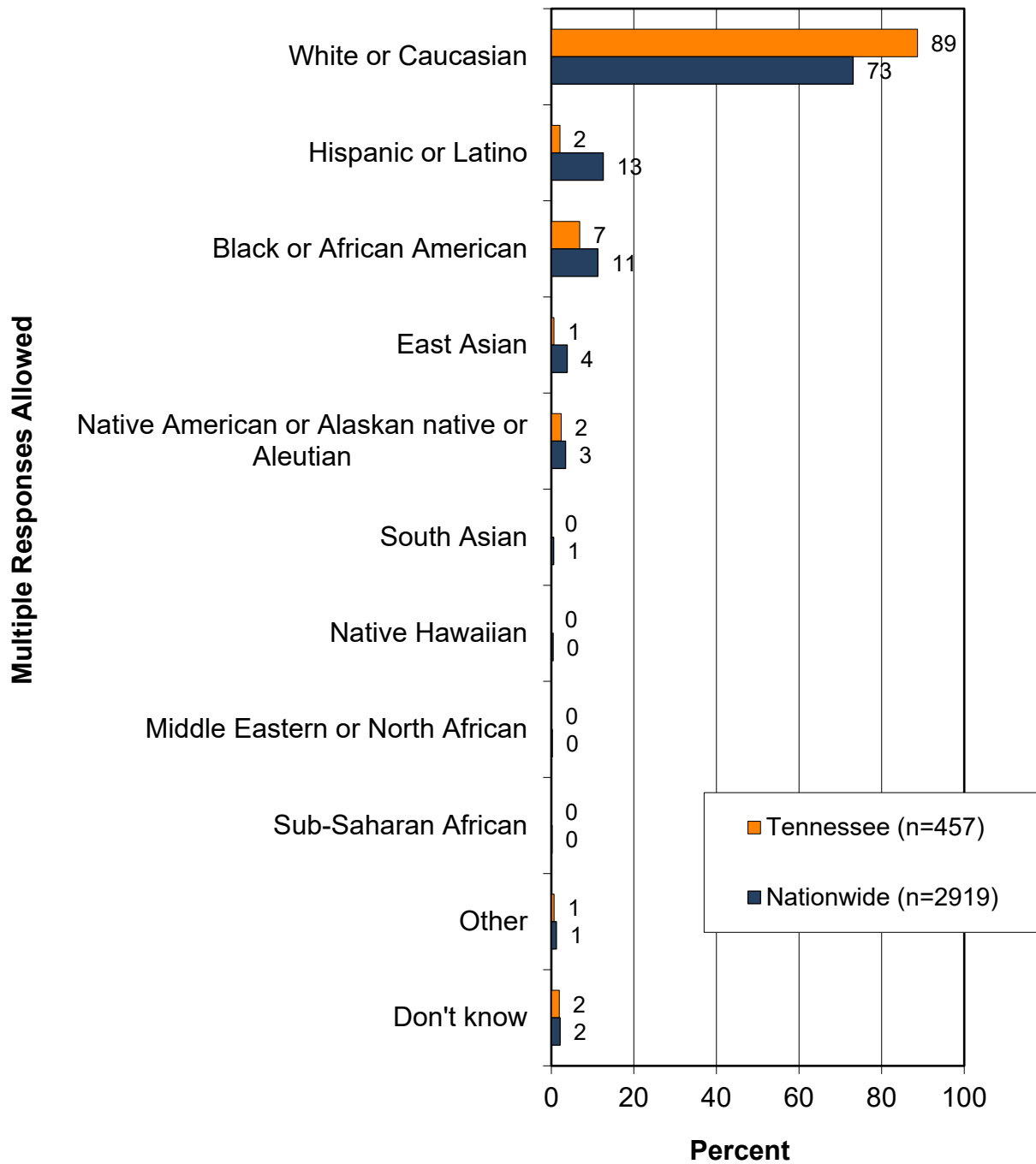


The values that rounded to 0 at the integer level are shown as having less than 0.5 on the overall graph. This was not done to the regional and state graphs.

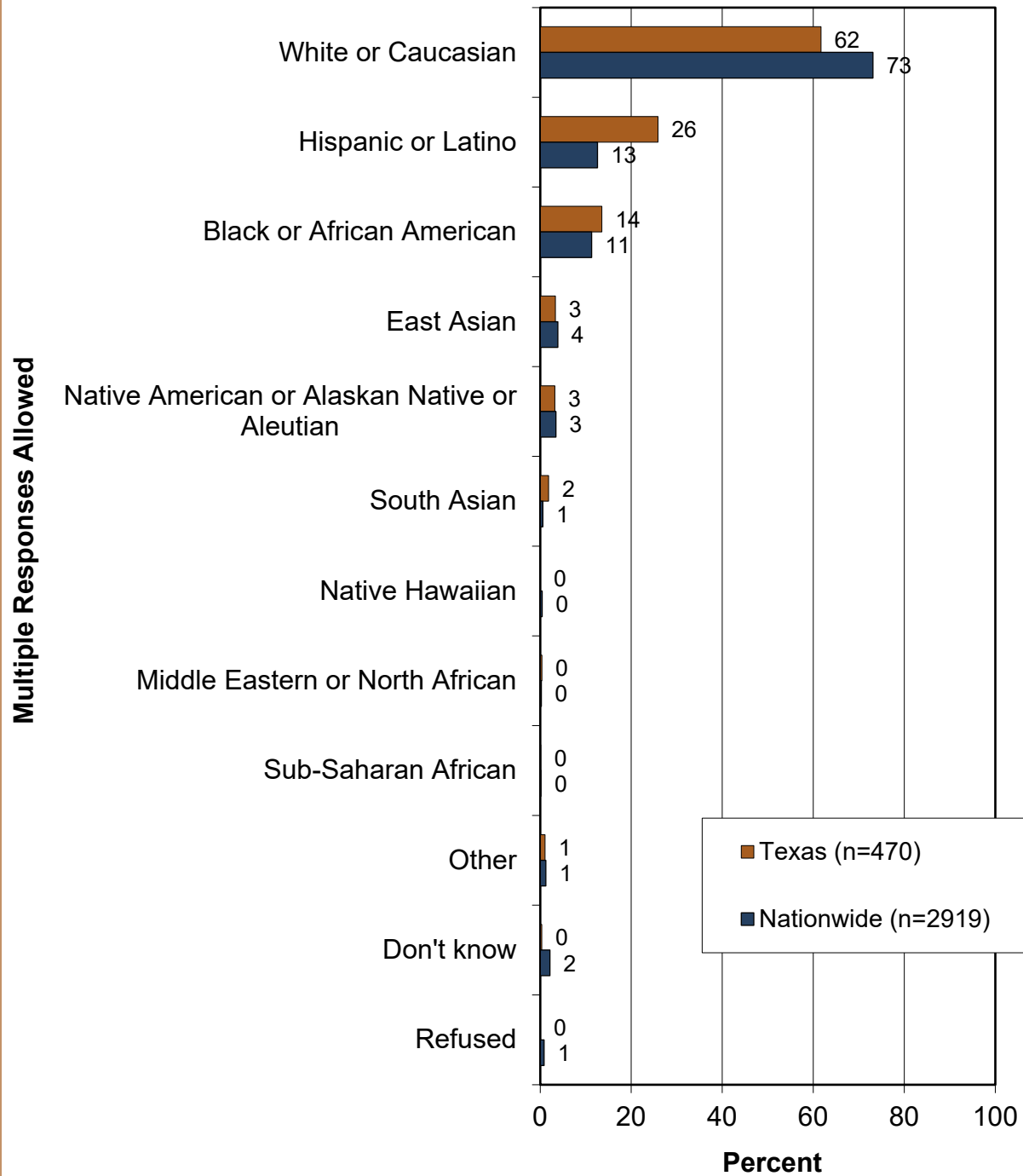
What races or ethnic backgrounds do you consider yourself? (Non-hunting sport shooters and firearm owners)



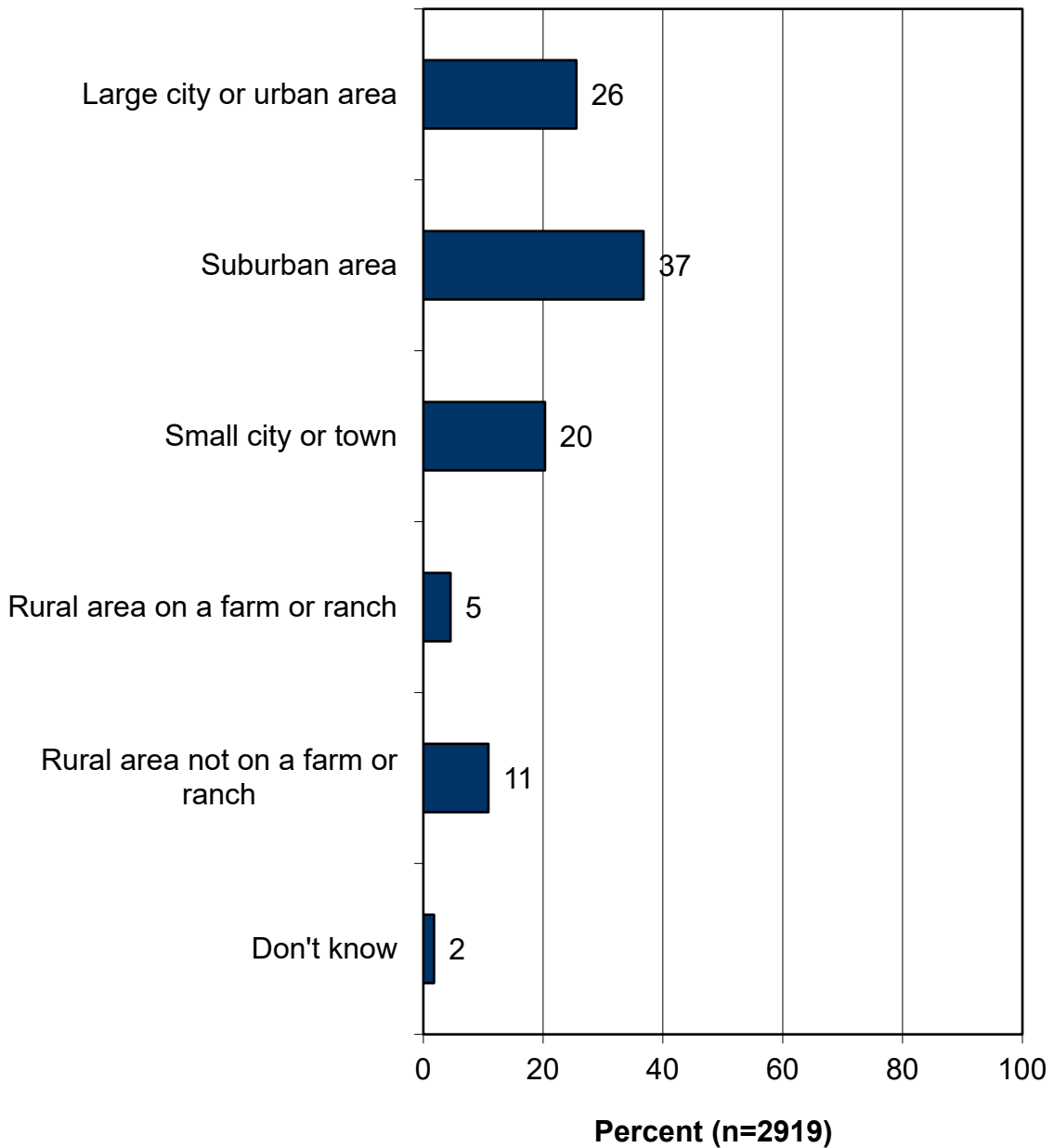
What races or ethnic backgrounds do you consider yourself? (Non-hunting sport shooters and firearm owners)



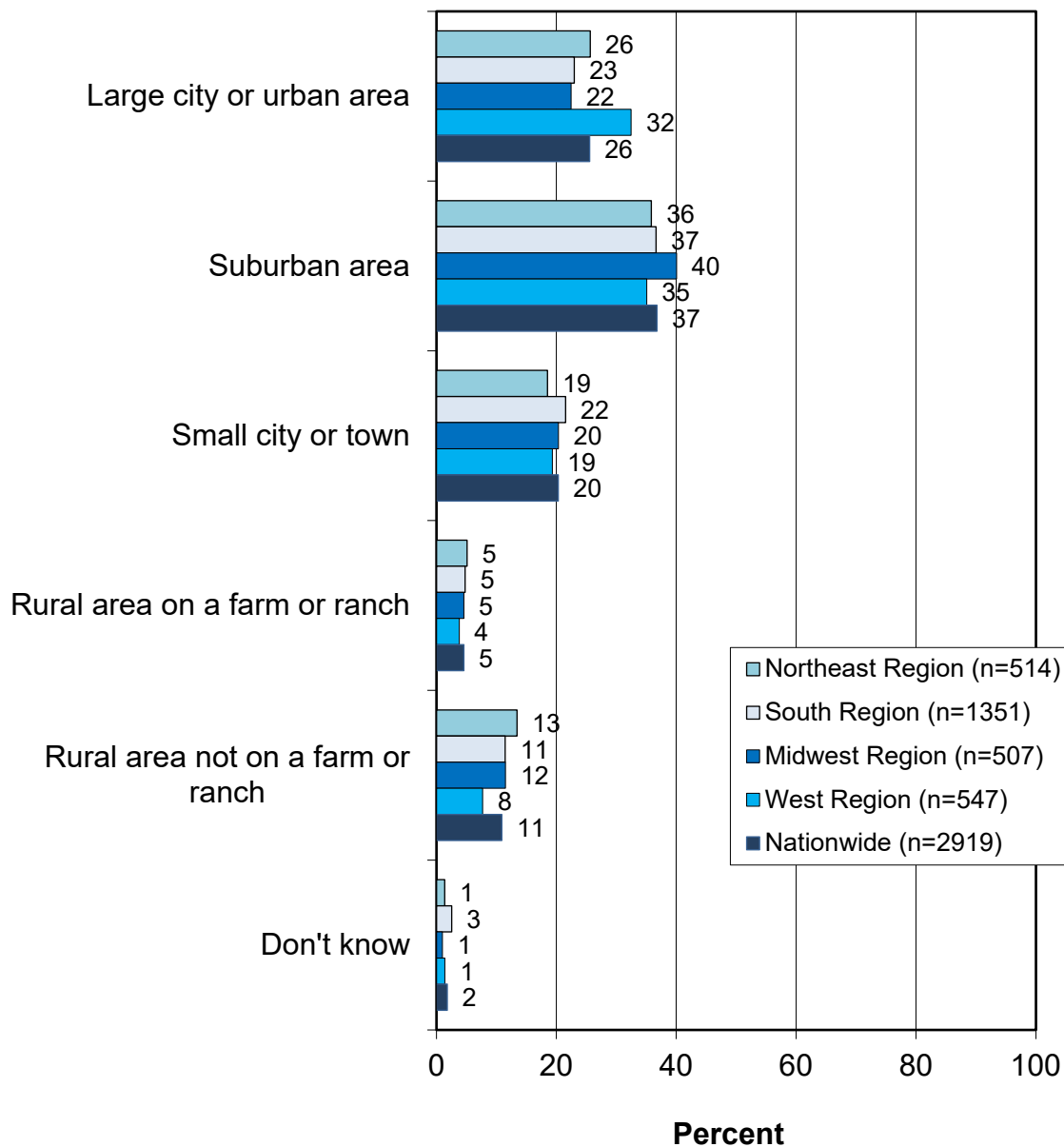
What races or ethnic backgrounds do you consider yourself? (Non-hunting sport shooters and firearm owners)



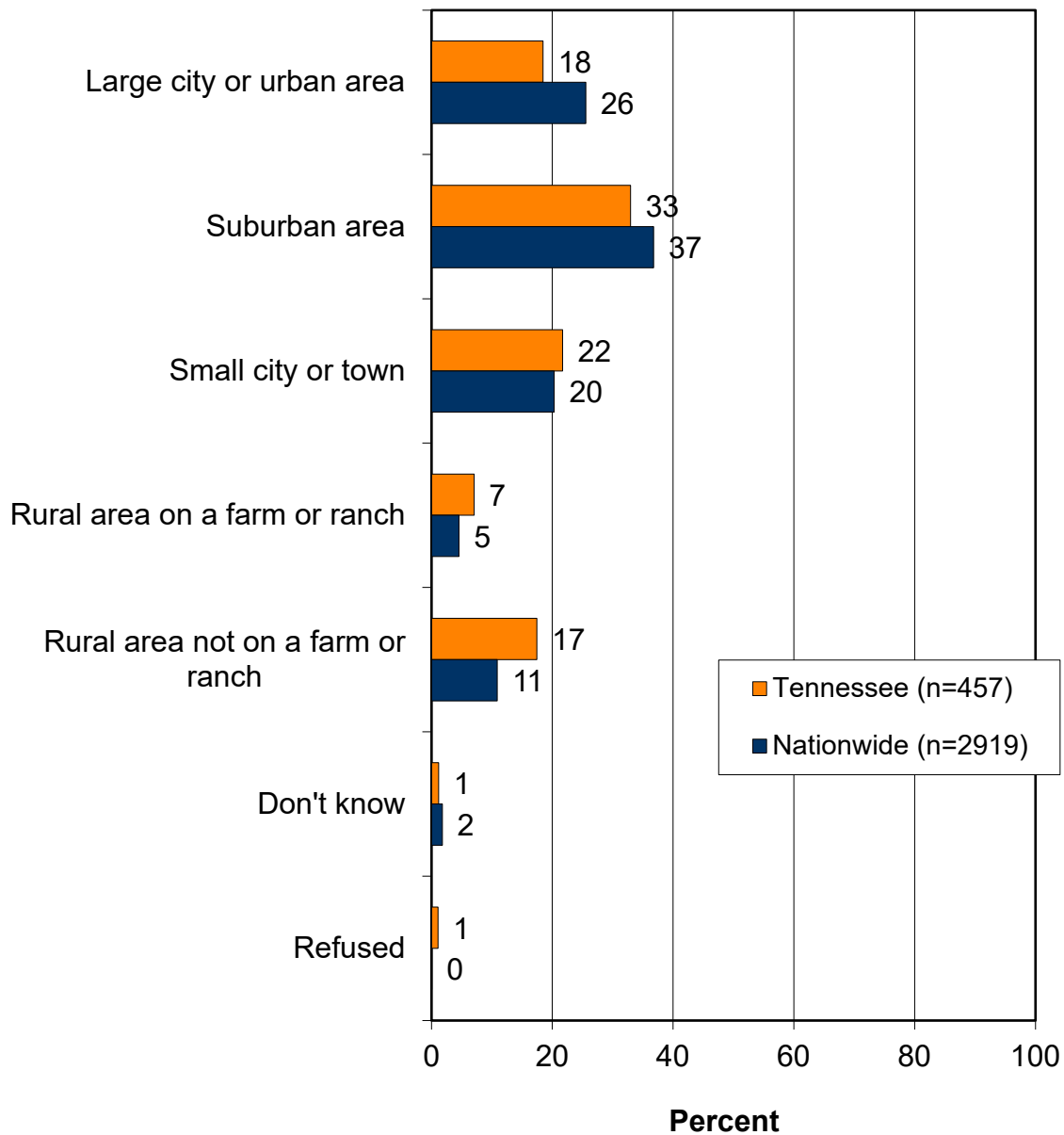
**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Non-hunting sport shooters and firearm owners)**



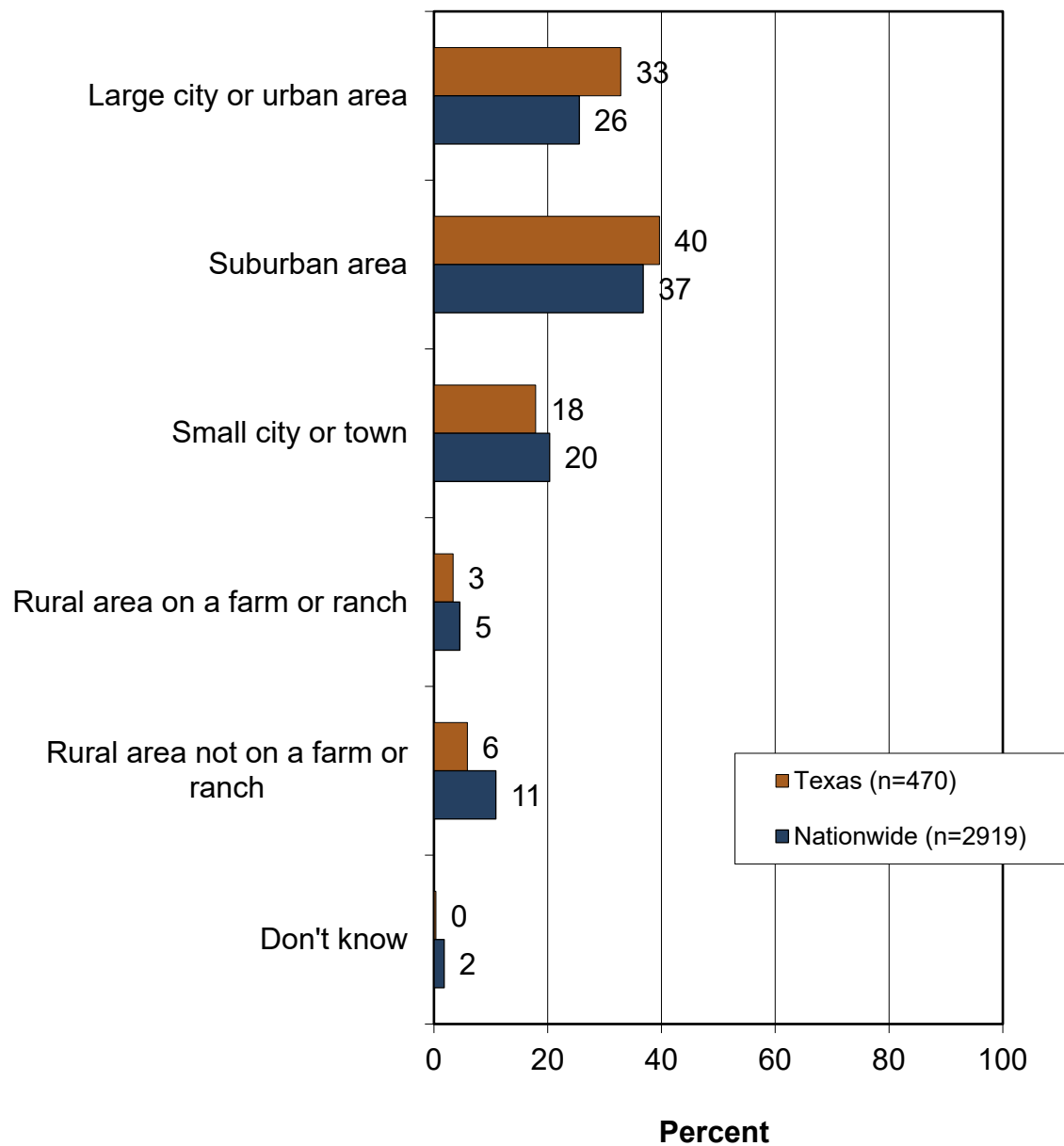
**Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?
(Non-hunting sport shooters and firearm owners)**



**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?
(Non-hunting sport shooters and firearm owners)**



**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?
(Non-hunting sport shooters and firearm owners)**



ABOUT RESPONSIVE MANAGEMENT

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

Focusing only on natural resource and outdoor recreation issues, Responsive Management has conducted telephone, mail, and online surveys, as well as multi-modal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of human dimensions research measuring how people relate to the natural world for more than 30 years. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 human dimensions projects *only* on natural resource and outdoor recreation issues.

Responsive Management has conducted research for every state fish and wildlife agency and every federal natural resource agency, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, Bureau of Land Management, U.S. Coast Guard, and the National Marine Fisheries Service. Additionally, we have also provided research for all the major conservation NGOs including the Archery Trade Association, the American Sportfishing Association, the Association of Fish and Wildlife Agencies, Dallas Safari Club, Ducks Unlimited, Environmental Defense Fund, the Izaak Walton League of America, the National Rifle Association, the National Shooting Sports Foundation, the National Wildlife Federation, the Recreational Boating and Fishing Foundation, the Rocky Mountain Elk Foundation, Safari Club International, the Sierra Club, Trout Unlimited, and the Wildlife Management Institute.

Other nonprofit and NGO clients include the American Museum of Natural History, the BoatUS Foundation, the National Association of Conservation Law Enforcement Chiefs, the National Association of State Boating Law Administrators, and the Ocean Conservancy. As well, Responsive Management conducts market research and product testing for numerous outdoor recreation manufacturers and industry leaders, such as Winchester Ammunition, Vista Outdoor (whose brands include Federal Premium, CamelBak, Bushnell, Primos, and more), Trijicon, Yamaha, and others.

Responsive Management also provides data collection for the nation's top universities, including Auburn University, Clemson University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Commonwealth University, Virginia Tech, West Virginia University, Yale University, and many more.

Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management's research has also been featured in many of the nation's top media, including *Newsweek*, *The Wall Street Journal*, *The New York Times*, CNN, National Public Radio, and on the front pages of *The Washington Post* and *USA Today*.

responsivemanagement.com