



**Outdoor Stewards of Conservation Foundation
Research Report:**

How to Reactivate Non-Participating Firearm Owners



Conducted by:

Responsive Management for:



Outdoor Stewards of Conservation Foundation



This study was funded by the Multistate Conservation Grant Program,
managed by the U.S. Fish and Wildlife Service and the
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How to Reactivate Non-Participating Firearm Owners

2023

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EXECUTIVE SUMMARY

This study was conducted by Responsive Management and the Outdoor Stewards of Conservation Foundation, Inc., to better understand non-shooting (non-participating) firearm owners. The purpose of this study was to identify the most effective ways to encourage shooting participation among millions of non-shooters that have immediate access to a firearm.

This study entailed a scientific, probability-based multi-modal survey of inactive shooters and non-shooters, both with immediate access to a firearm, aged 18 and older in the U.S. Specifically, the survey targeted those who have **not** participated in target or sport shooting activities, including hunting with a firearm, within the past five years but who currently own a firearm or live in a household with a firearm. For the purposes of this report, they will be referred to generally as non-shooters or non-participants.

Responsive Management and the Outdoor Stewards of Conservation Foundation developed the telephone and online survey questionnaires cooperatively, based in part on the previous survey as well as the research team's familiarity with recreational sport shooting.

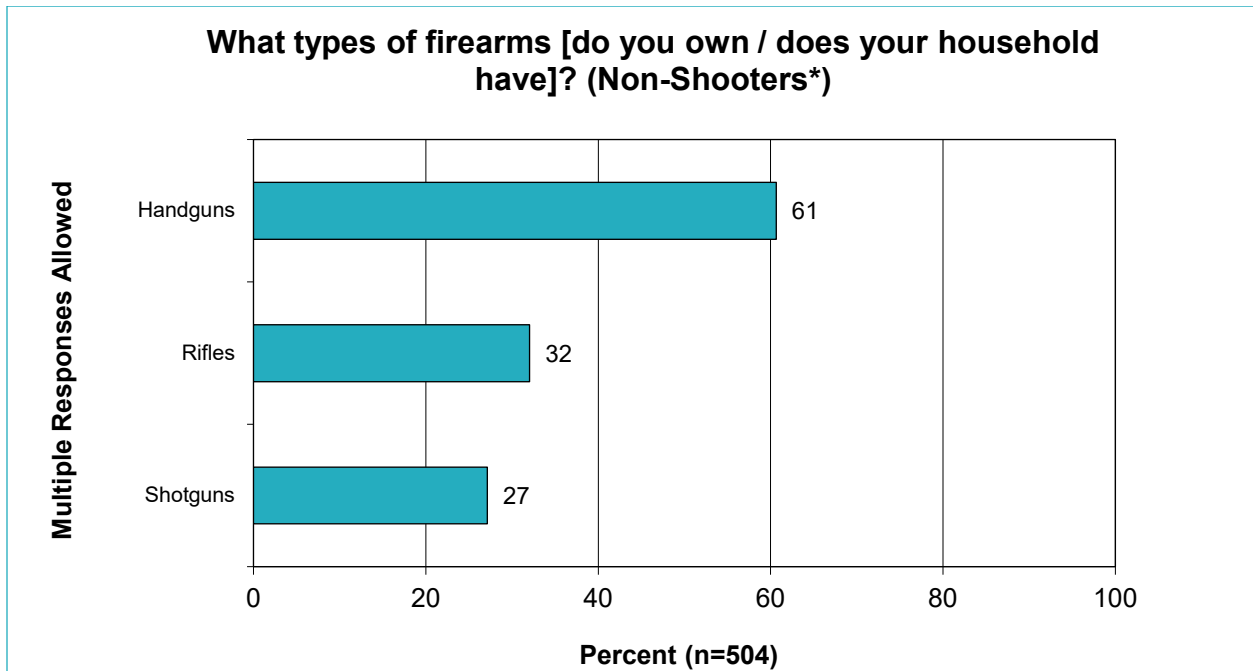
The overall sample of non-shooters consisted of U.S. residents aged 18 and older who have not participated in target or sport shooting or hunting with a firearm in at least the past five years yet personally own a firearm or live in a household with a firearm. The samples (telephone and online) were obtained from and maintained by Marketing Systems Group, a firm that specializes in providing scientifically valid samples for survey research.

The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management.

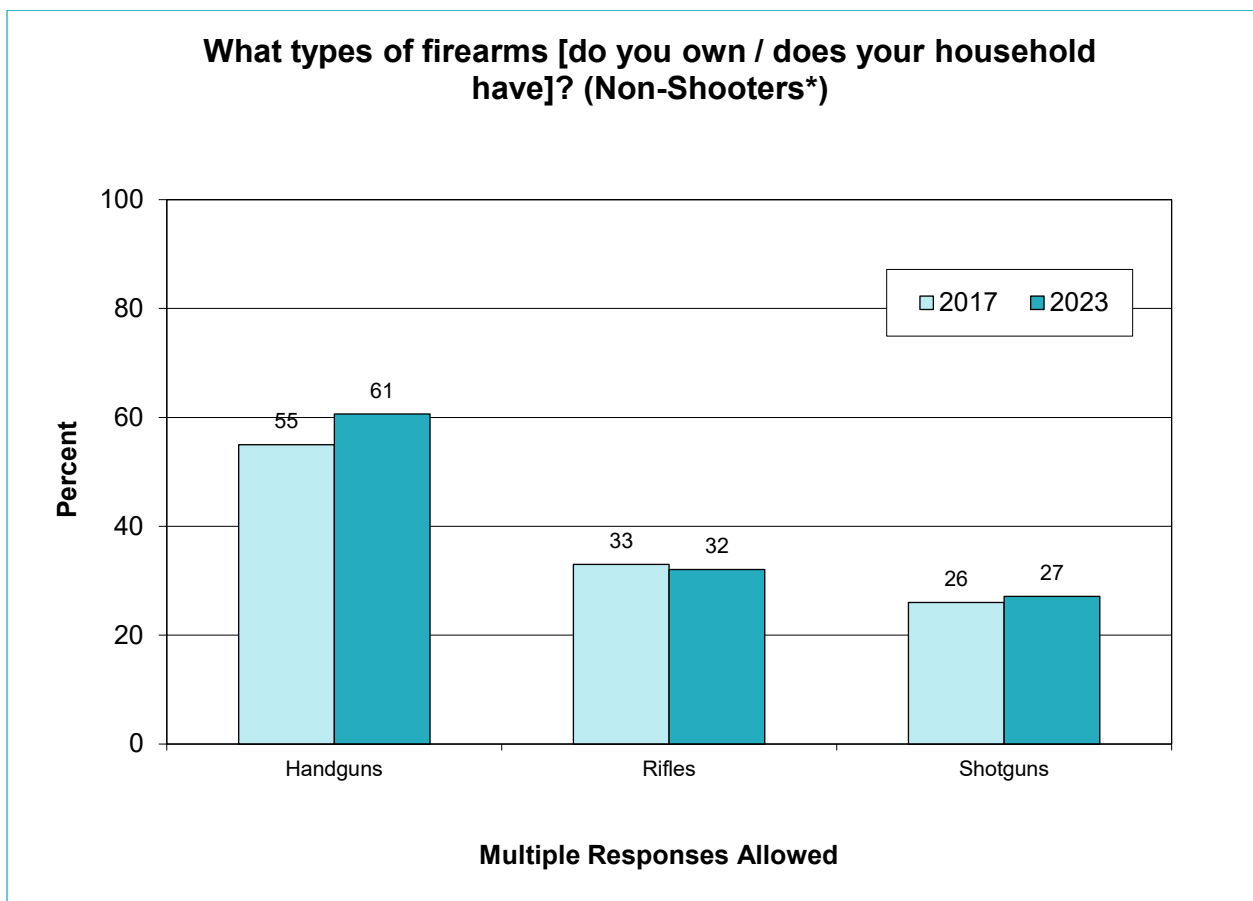
FIREARMS OWNED AND FIREARMS IN HOUSEHOLD

More than a quarter of non-shooting firearm owners recently acquired their first firearm, as 27% have owned a firearm for 5 years or less. At the other end, a similar percentage (28%) have been firearm owners for more than 25 years. The mean is 20.2 years, and the median is 12 years.

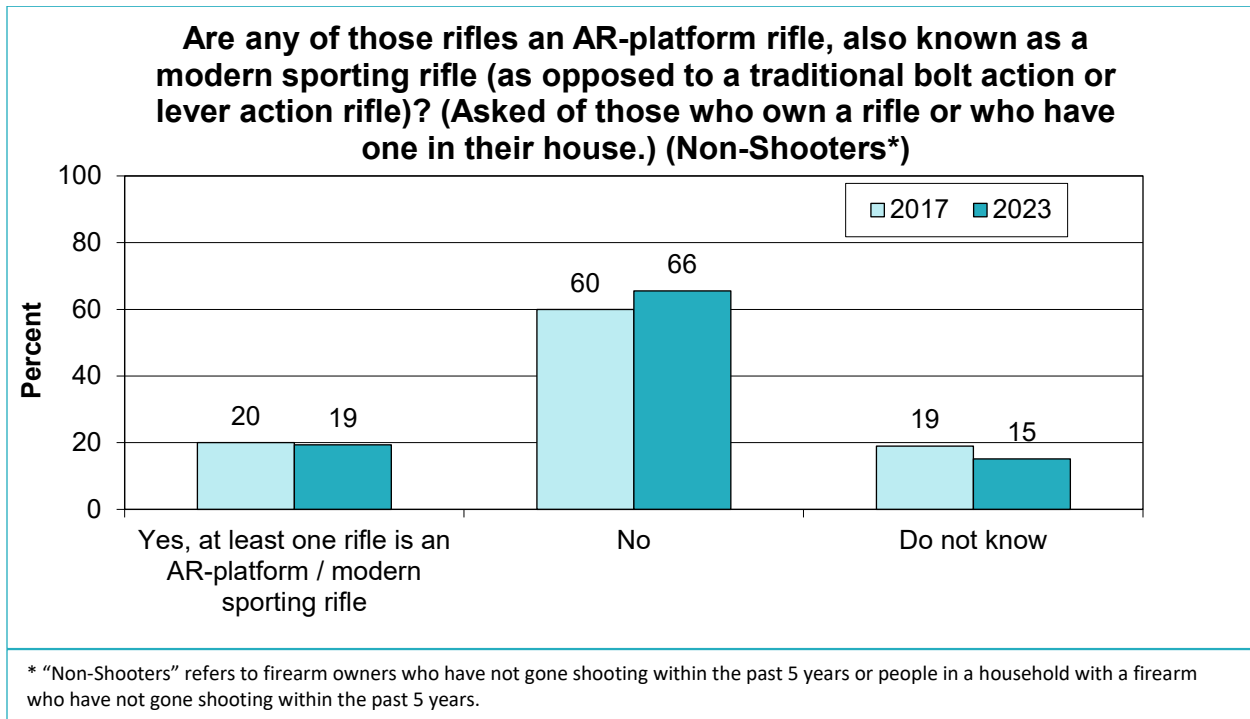
By far, handguns are the most popular, owned by a majority of non-shooters (61%). At about half that rate is the ownership of rifles (32%) and shotguns (27%). A trends graph is included.



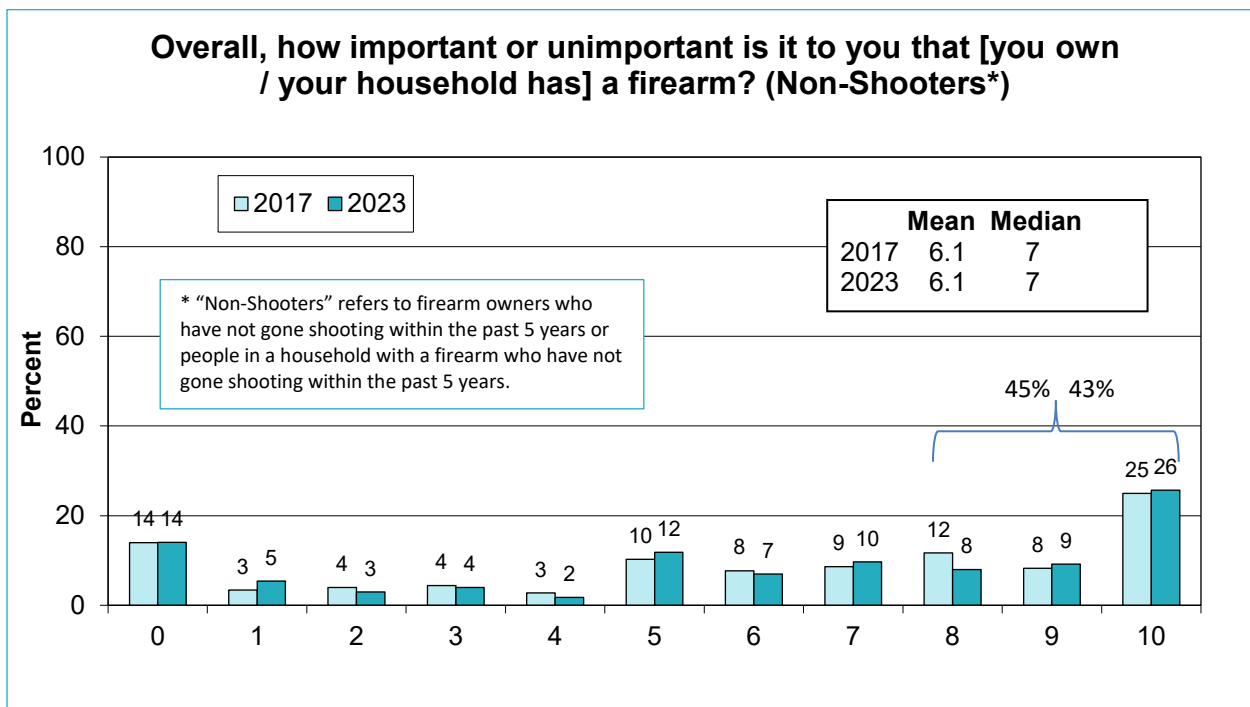
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.



Those who own a rifle or have one in their household were asked about AR-platform rifles: 19% indicate that at least one of those rifles is an AR-platform. The trends show almost no differences.

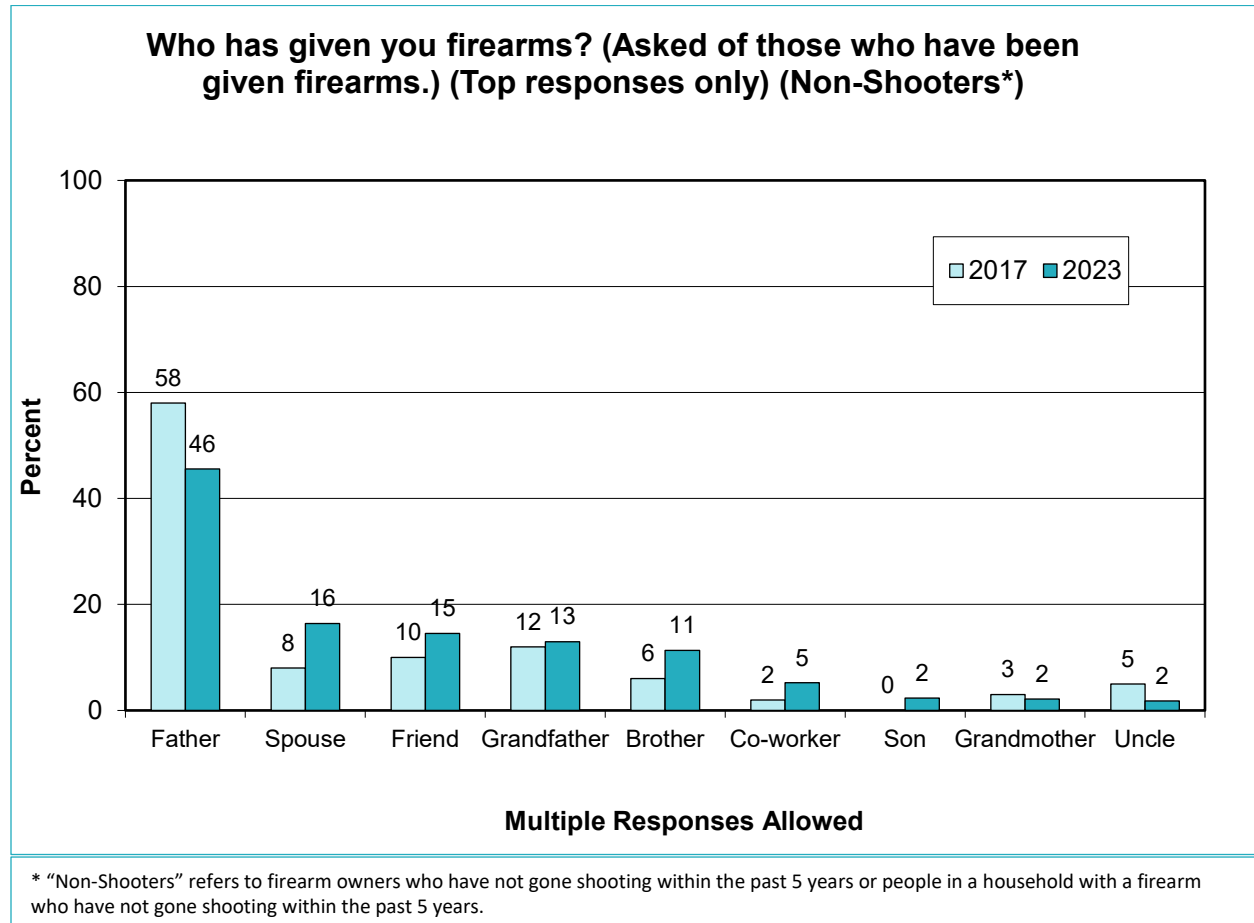


For about a quarter of non-shooters, the importance of owning or of the household owning a firearm is extremely important: 26% give the importance the highest rating of 10 (on a 0 to 10 scale). The mean rating is 6.1, and the median is 7. The trends show no marked differences.



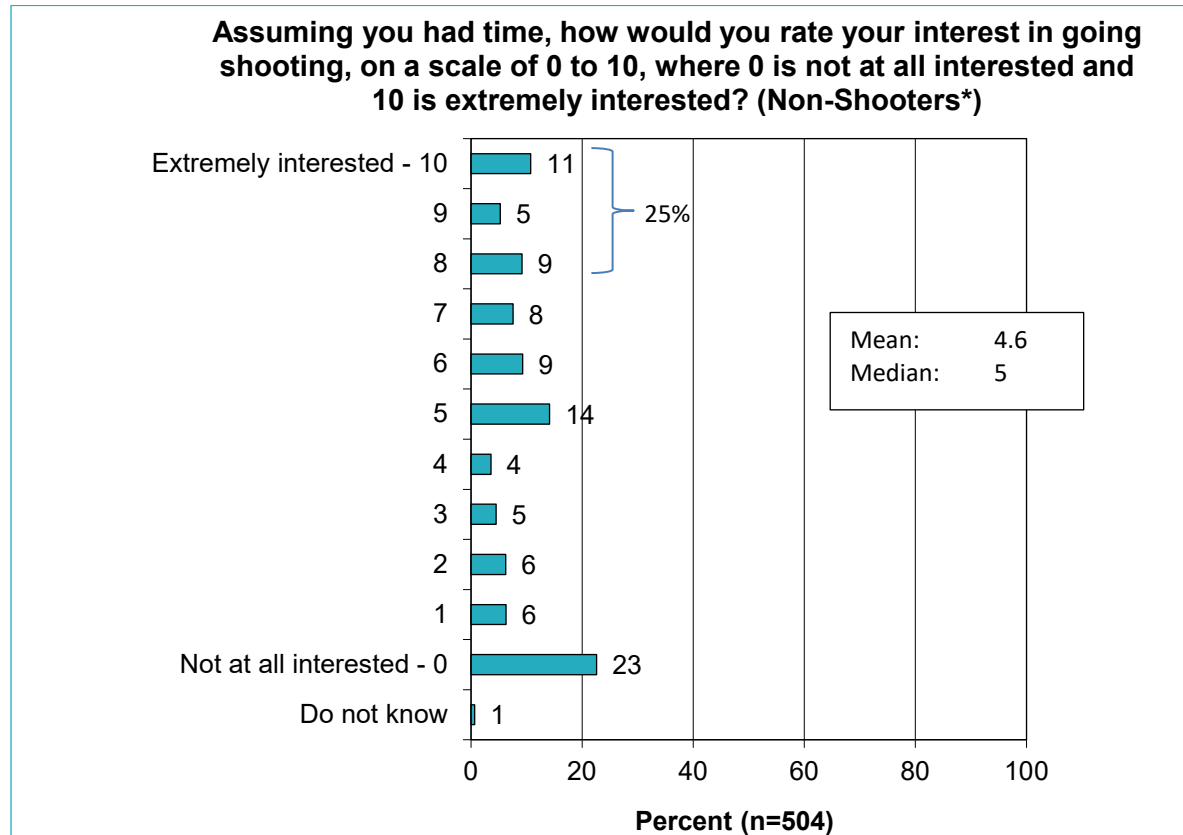
ACQUIRING FIREARMS

Almost two thirds of non-shooting firearm owners bought their firearm (64% did so), while about a quarter had one given to them (27%). One's father is the most common source when non-shooting firearm owners were given a firearm. In the next tier are one's spouse, friend, or grandfather. Trends suggest that fathers have become less common as a source, while spouses have become more common.

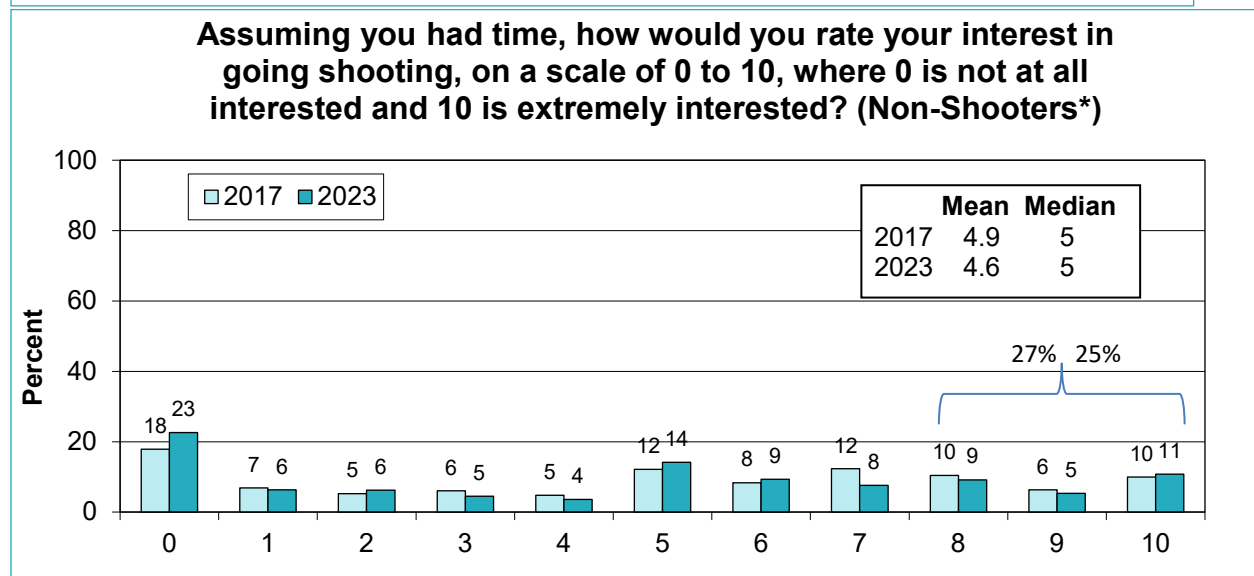


INTEREST IN SPORT SHOOTING

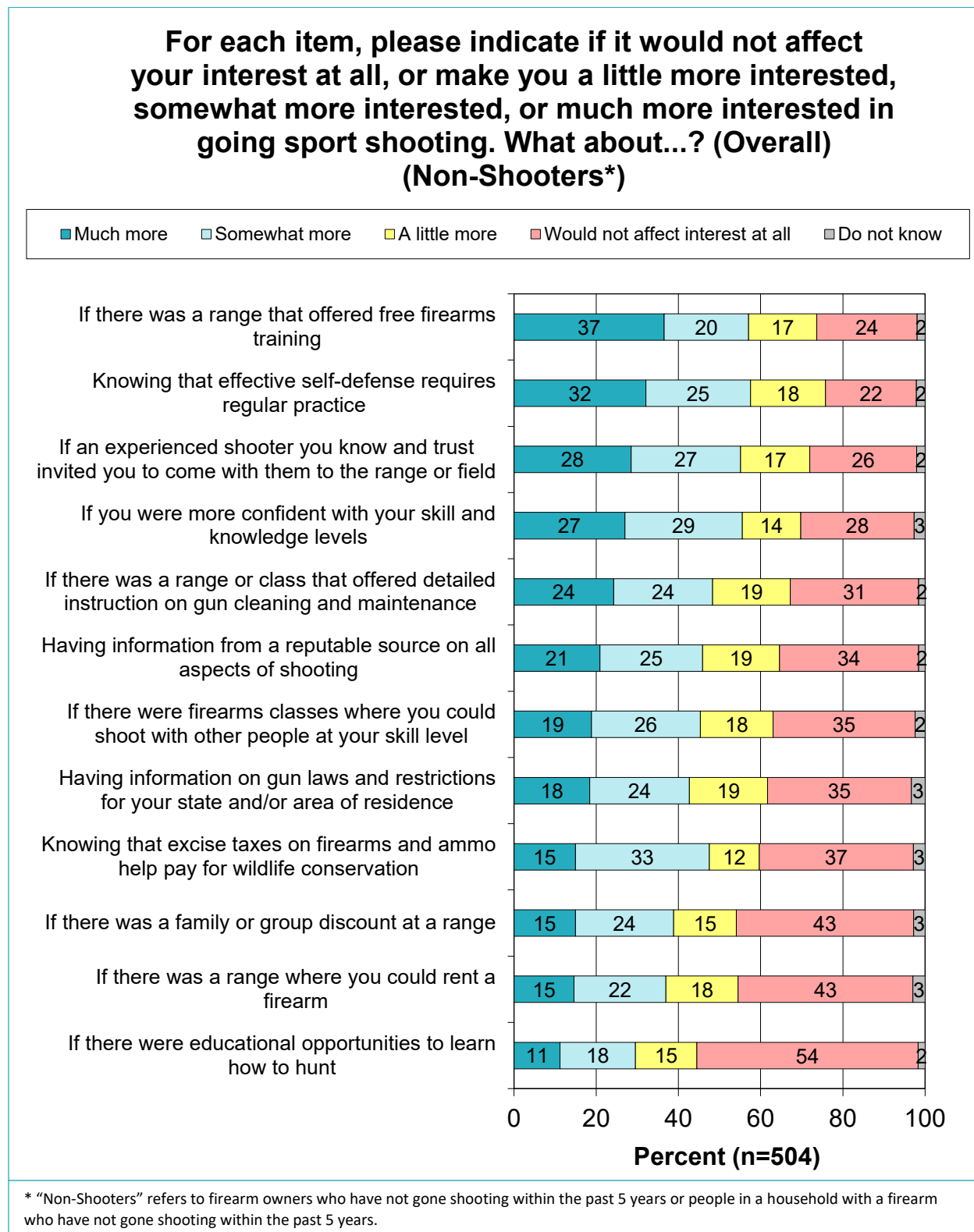
Ratings of interest in sport shooting are fairly evenly distributed, with 42% rating their interest above the midpoint (which is 5), and 43% rating it below the midpoint. **Note that a quarter (25%) give it a high rating of 8 or more.** The mean rating is 4.6, and the median is 5. Interest has not greatly changed in the two surveys that were compared (the sums are on unrounded numbers on the trends graph).



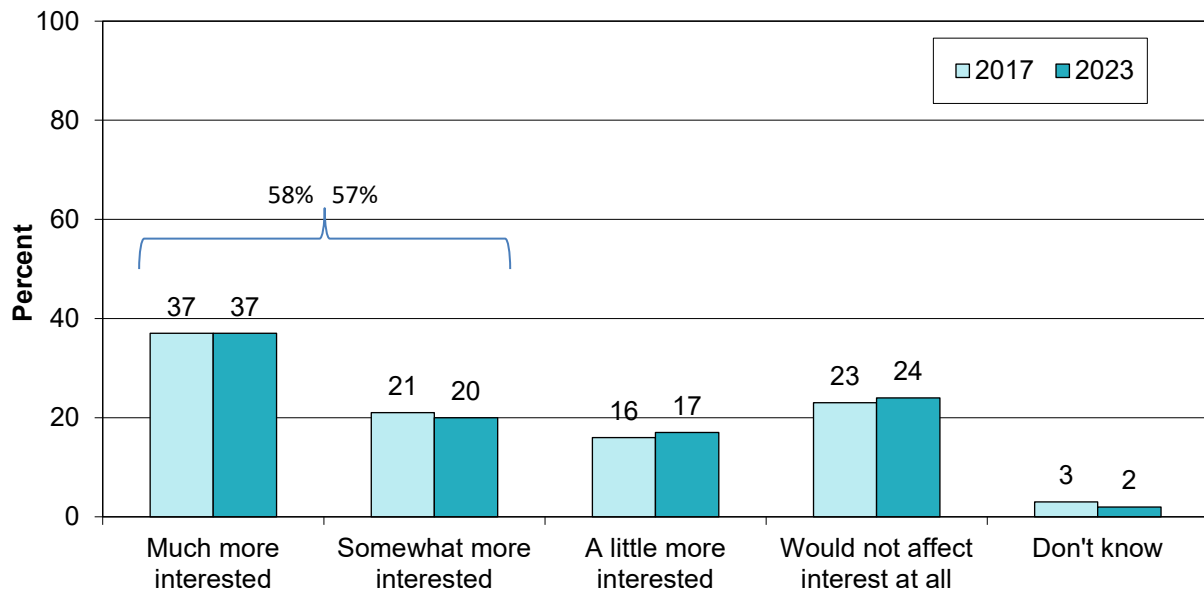
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.



The survey asked non-shooters to rate a dozen items that might affect their interest in going sport shooting, which are ranked by the much more interested response. **At the top are: free training, knowing that effective self-defense requires practice, and having someone ask them to “Come With” them.** Trends graphs are included, as well; sums on all trends graph were calculated on unrounded numbers.

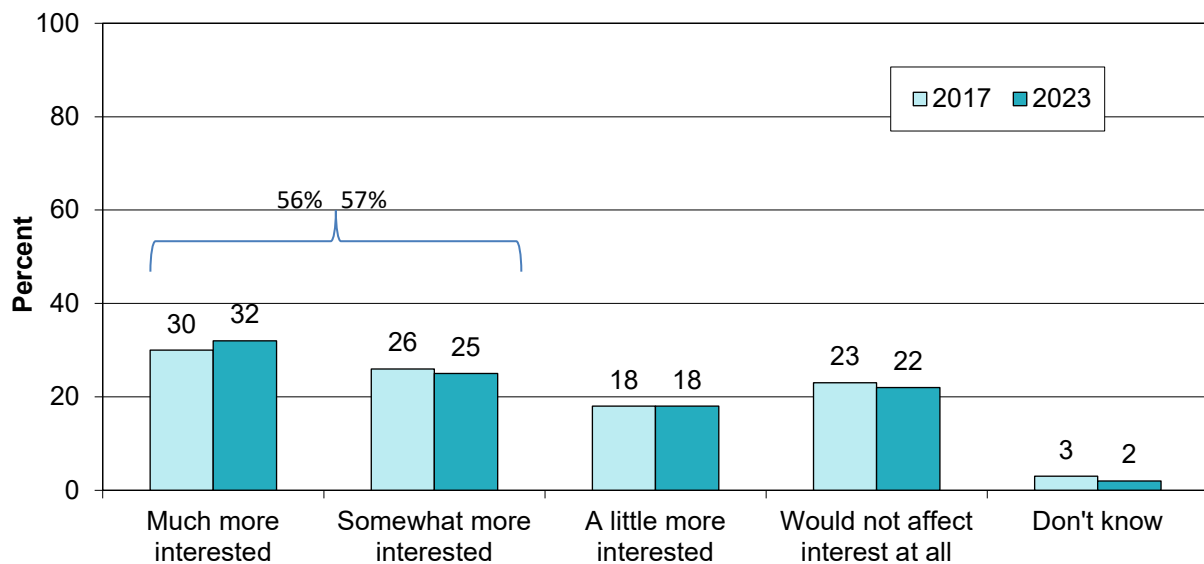


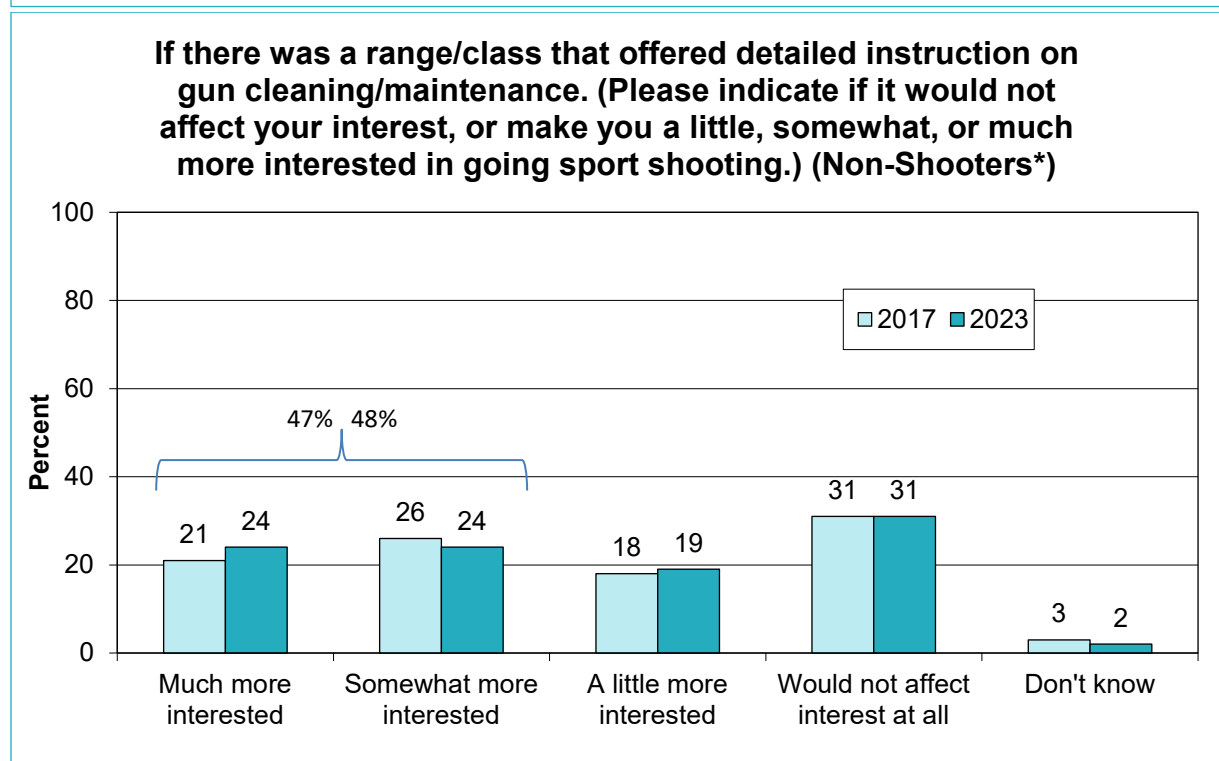
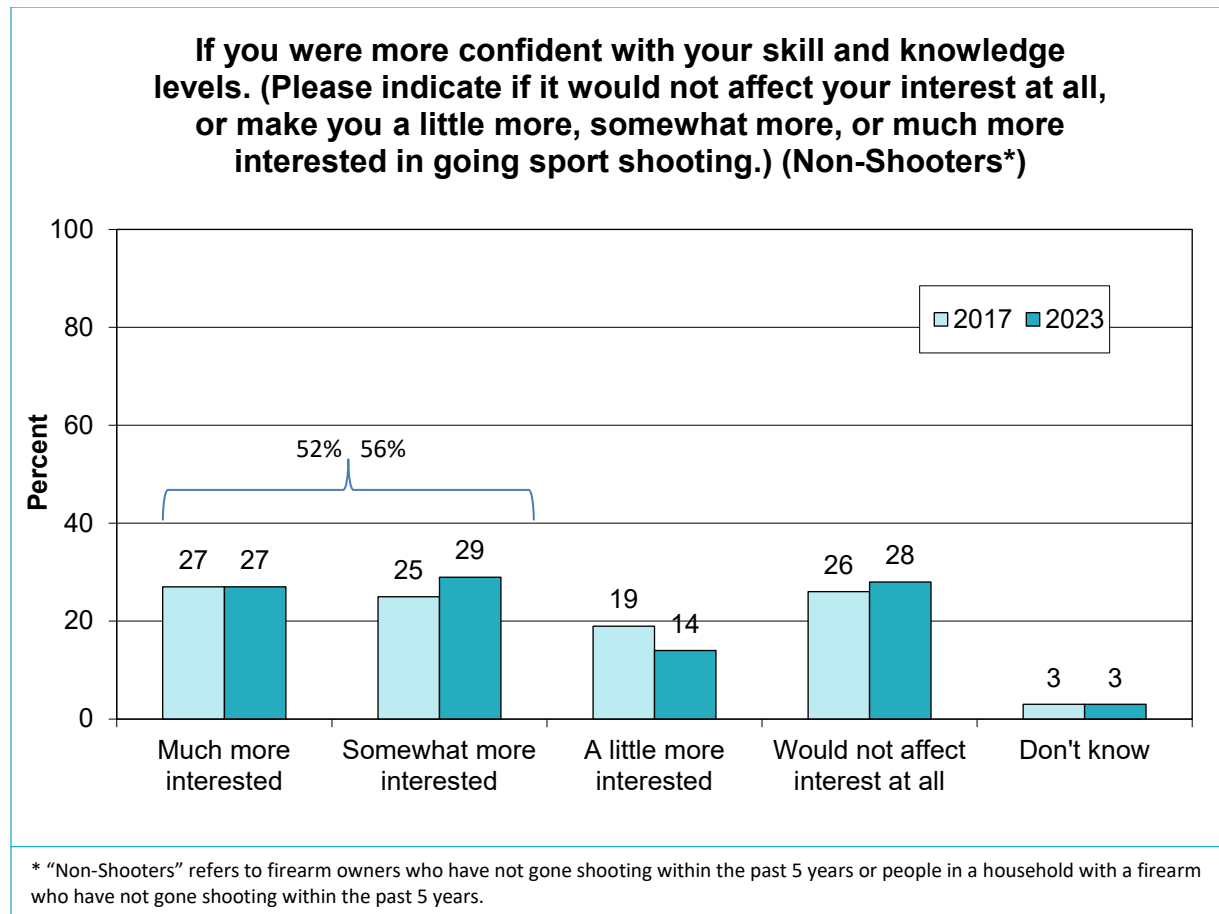
**If there was a range that offered free firearms training.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**



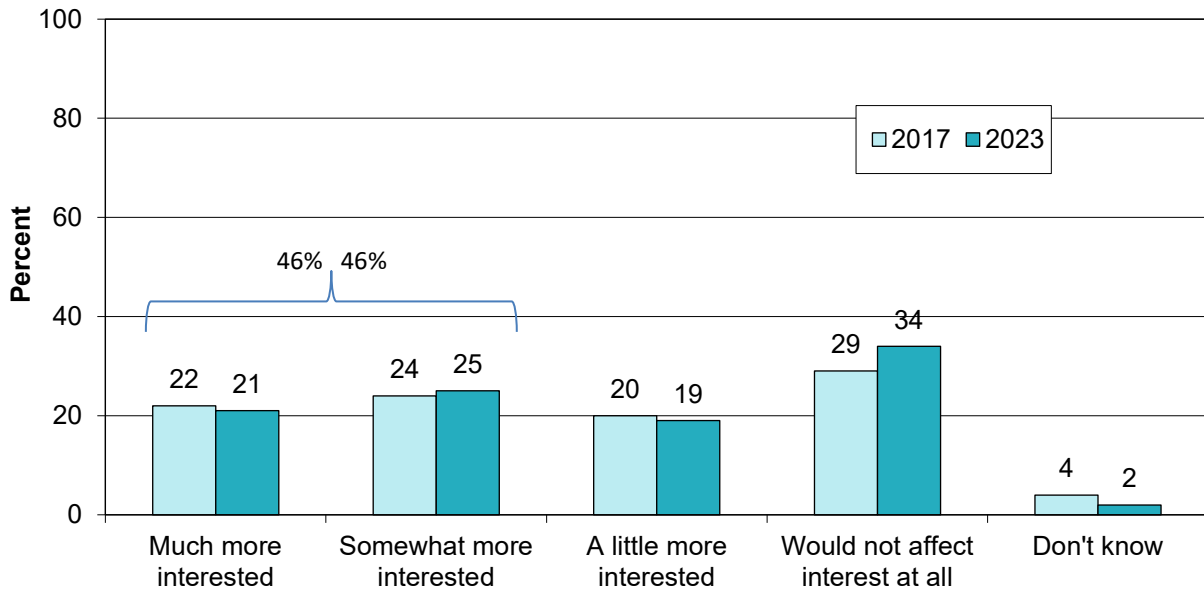
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**Knowing that effective self-defense requires regular practice.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**



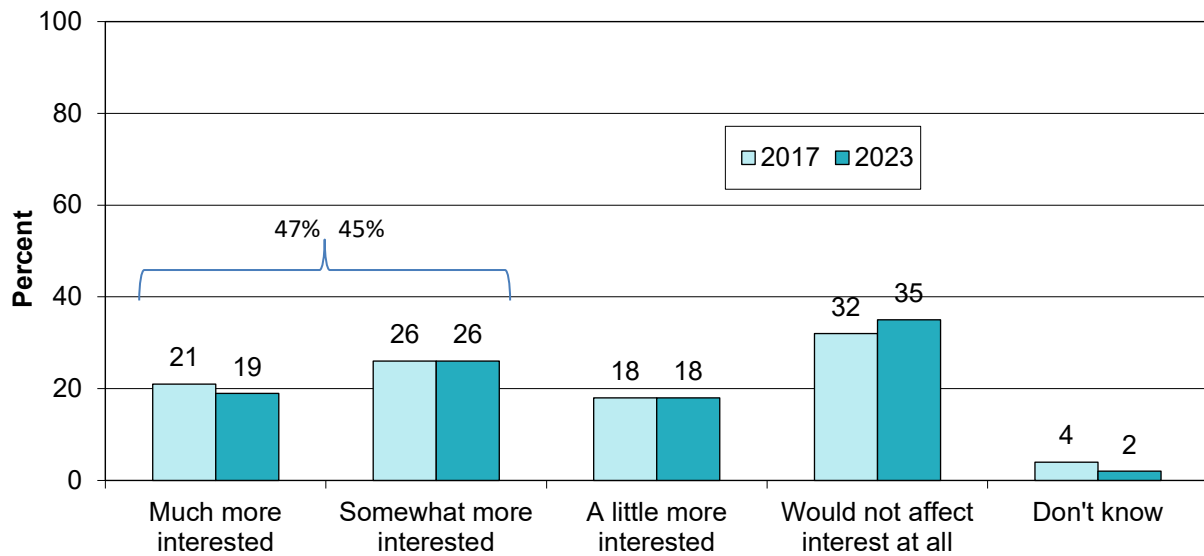


Having information from a reputable source on all aspects of shooting. (Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)

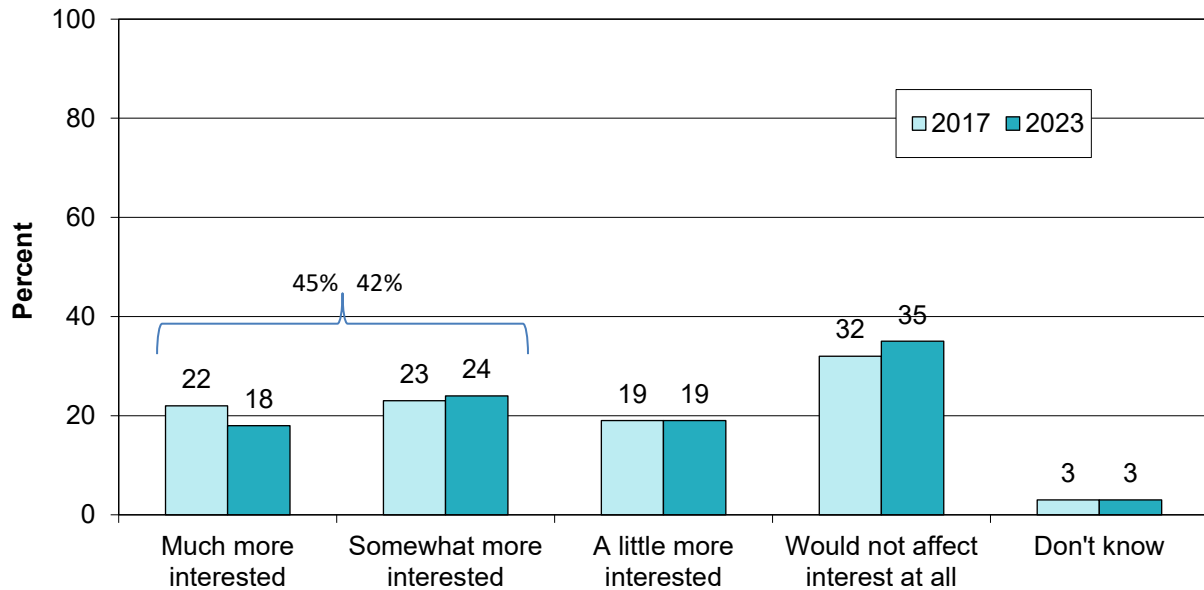


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

If there were firearms classes where you could shoot w/ other people at your skill level. (Please indicate if it would not affect your interest, or make you a little, somewhat, or much more interested in going sport shooting.) (Non-Shooters*)

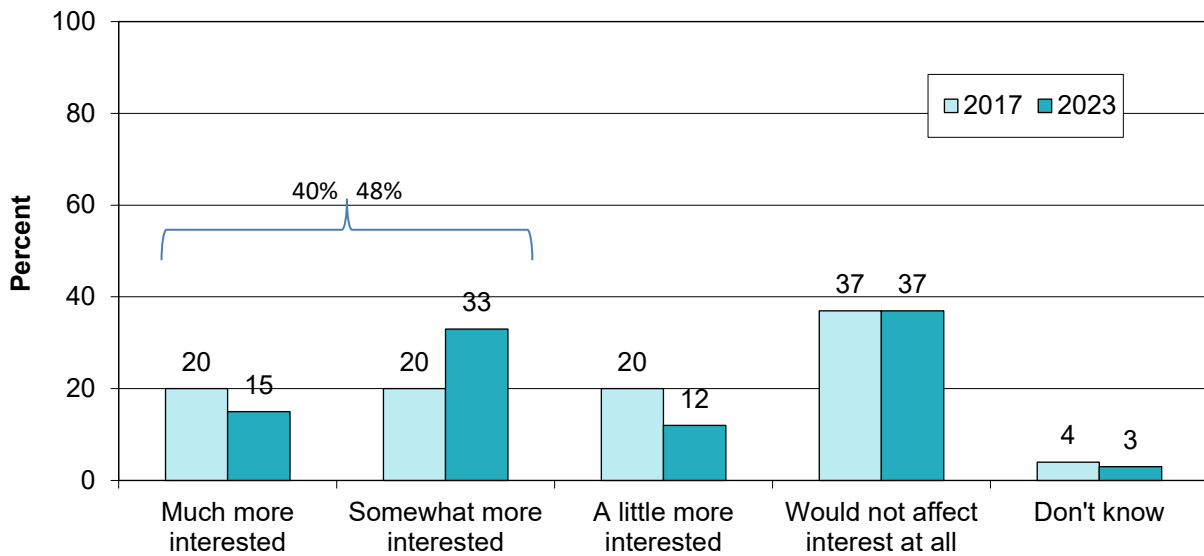


Having info. on gun laws and restrictions for your state and/or area of residence. (Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)

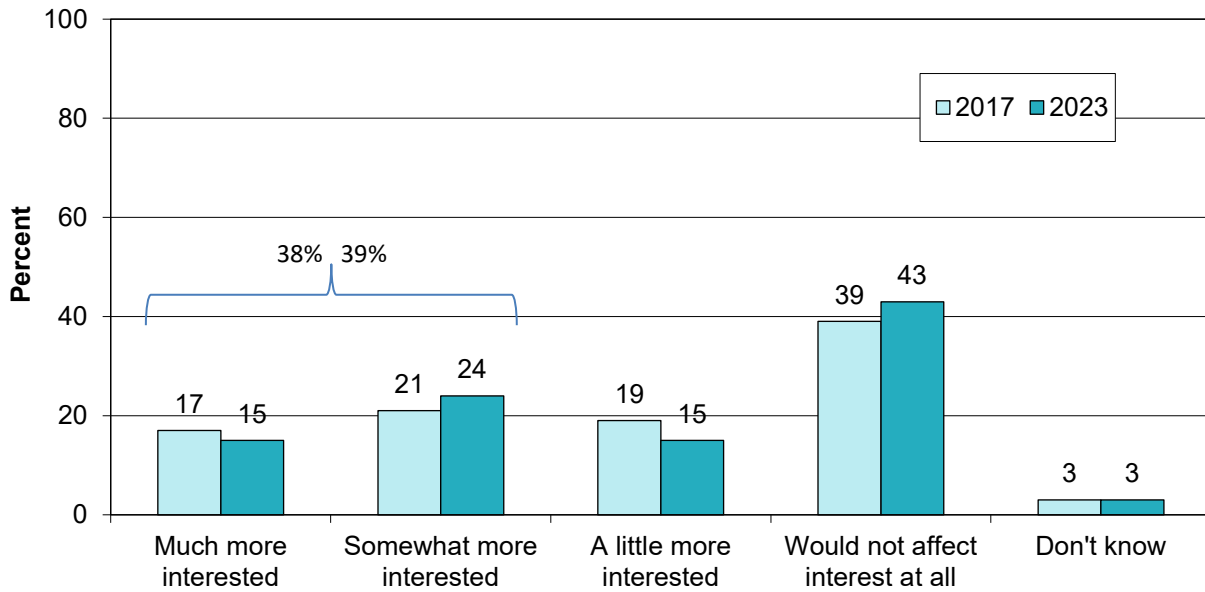


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Knowing that excise taxes on firearms and ammo help pay for wildlife conservation. (Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)

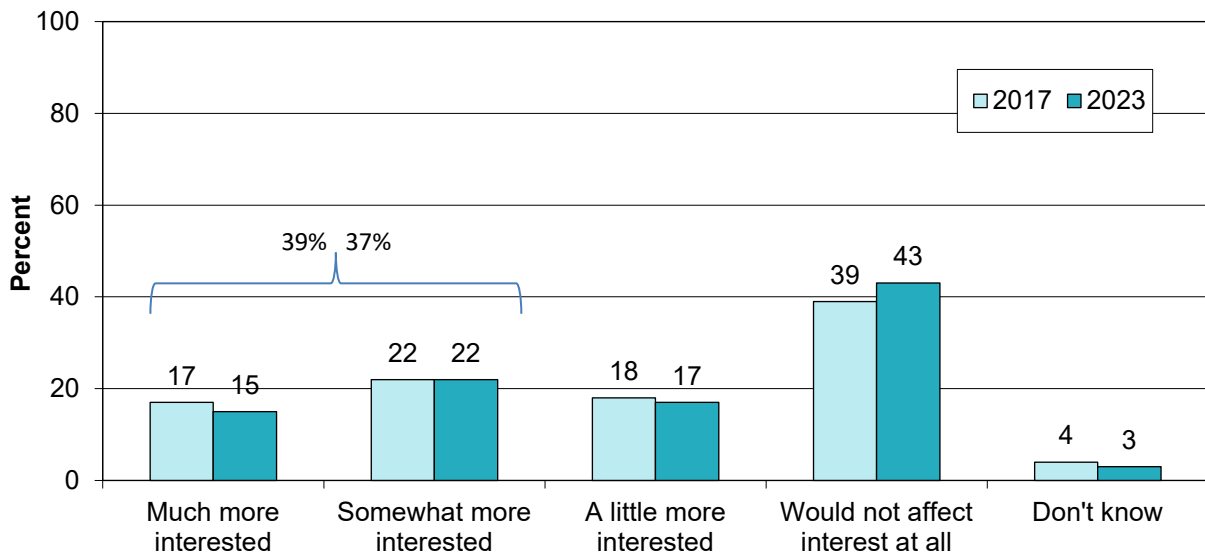


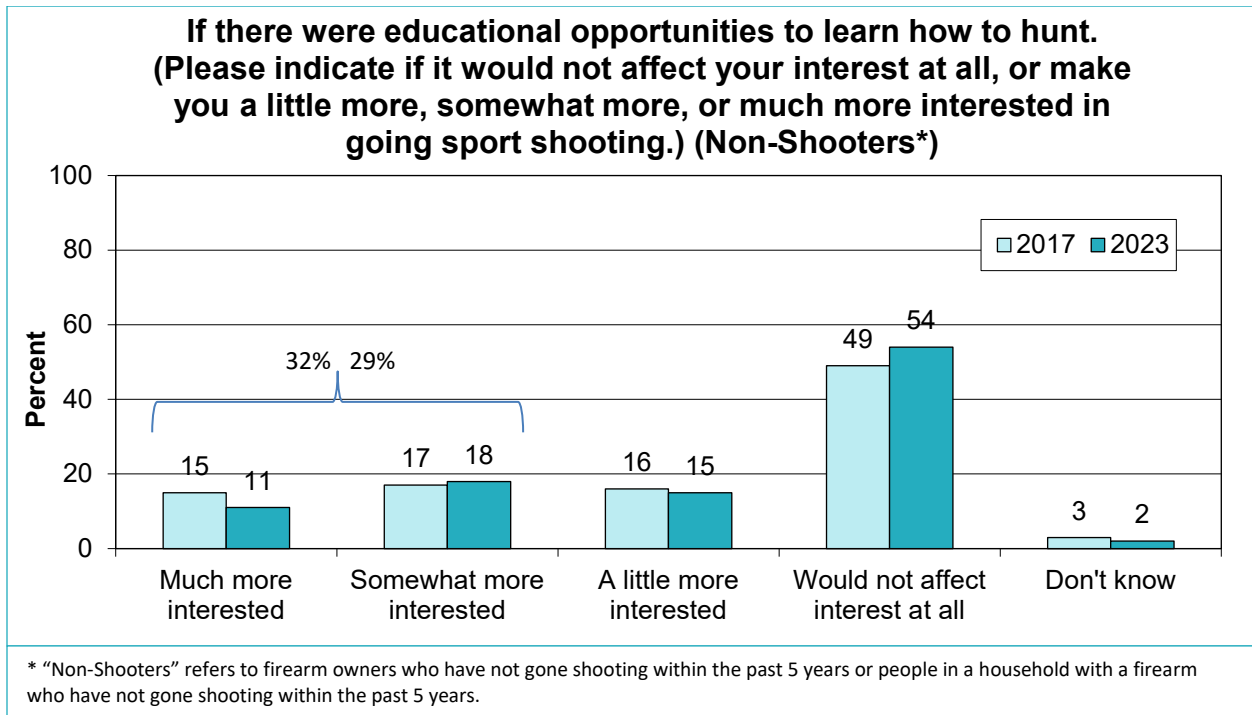
**If there was a family or group discount at a range.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**If there was a range where you could rent a firearm.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**



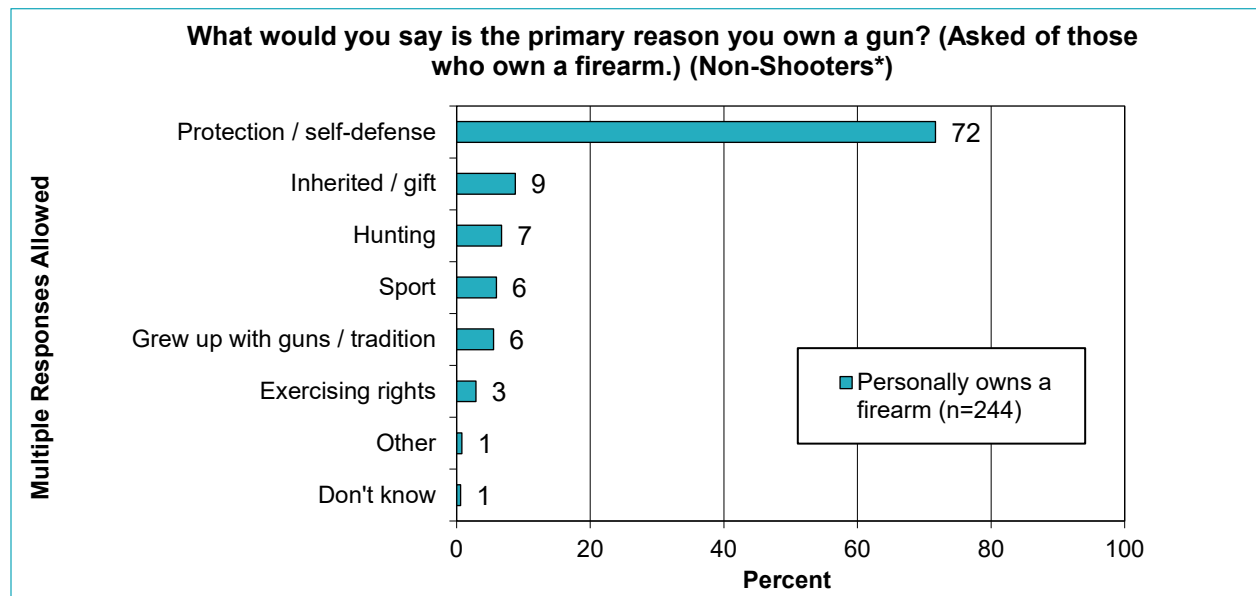


The most interest is expressed for target shooting with a handgun: nearly half of non-shooters say that they are interested in doing this in the next 5 years. About a quarter express interest in target shooting with a rifle, and about a fifth each are interested in plinking cans off a fence and paintball.

MOTIVATIONS FOR HAVING FIREARMS AND FOR SPORT SHOOTING

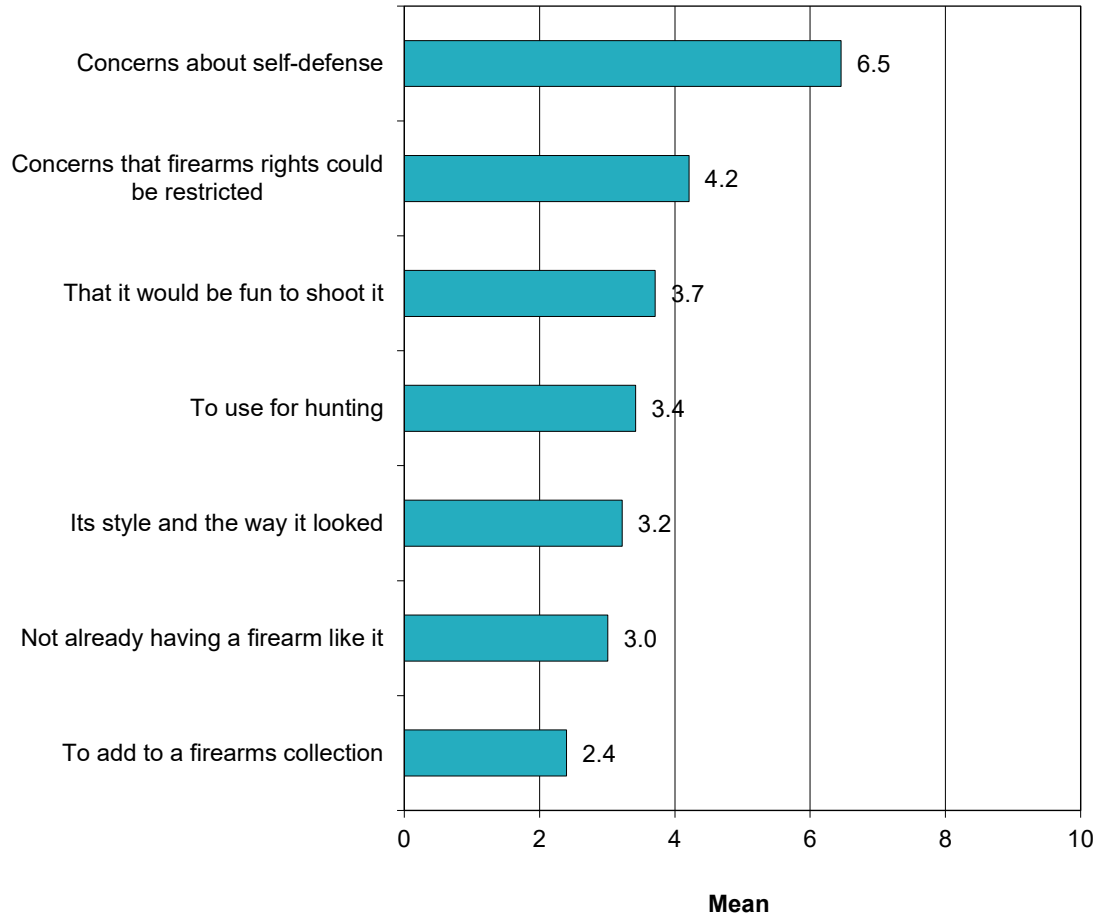
Self-defense is, by far, the most highly rated reason that firearms are owned and were acquired by non-shooters:

- In an open-ended question, where any response can be given, responses related to protection and self-defense were the most common reasons that non-shooting firearm owners said that they had a firearm.
- Likewise, the most common reasons that non-owning non-shooters said that their household had a firearm were related to protection and self-defense.
- In a series of questions about the importance of reasons for having firearms, the only reason with a mean rating above the midpoint is concern about self-defense.
- In a list of encouragements that might prompt more sport shooting participation, the top-rated one was for self-defense practice.

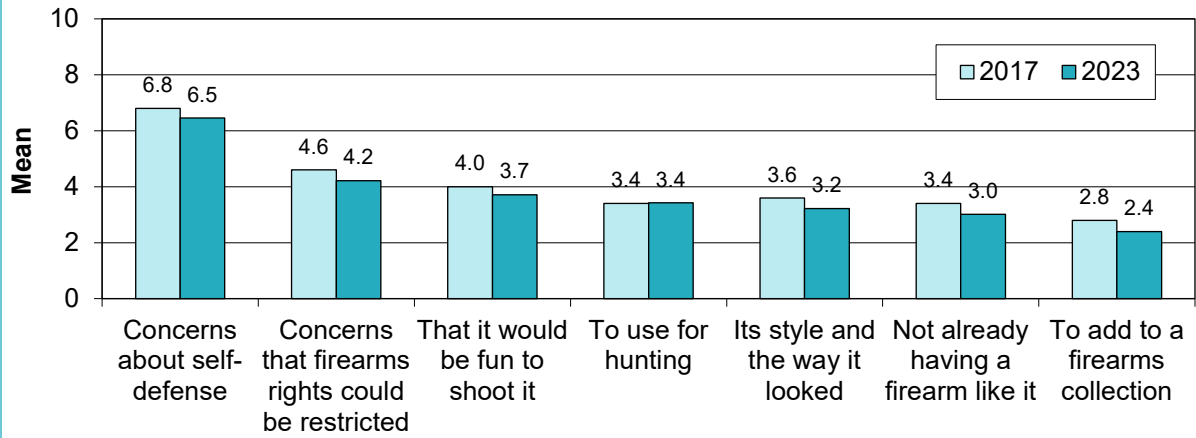


* “Non-Shooters” refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

For each reason, please indicate how important or unimportant it is as a reason for having a firearm in your household. What about...? (Non-Shooters*)

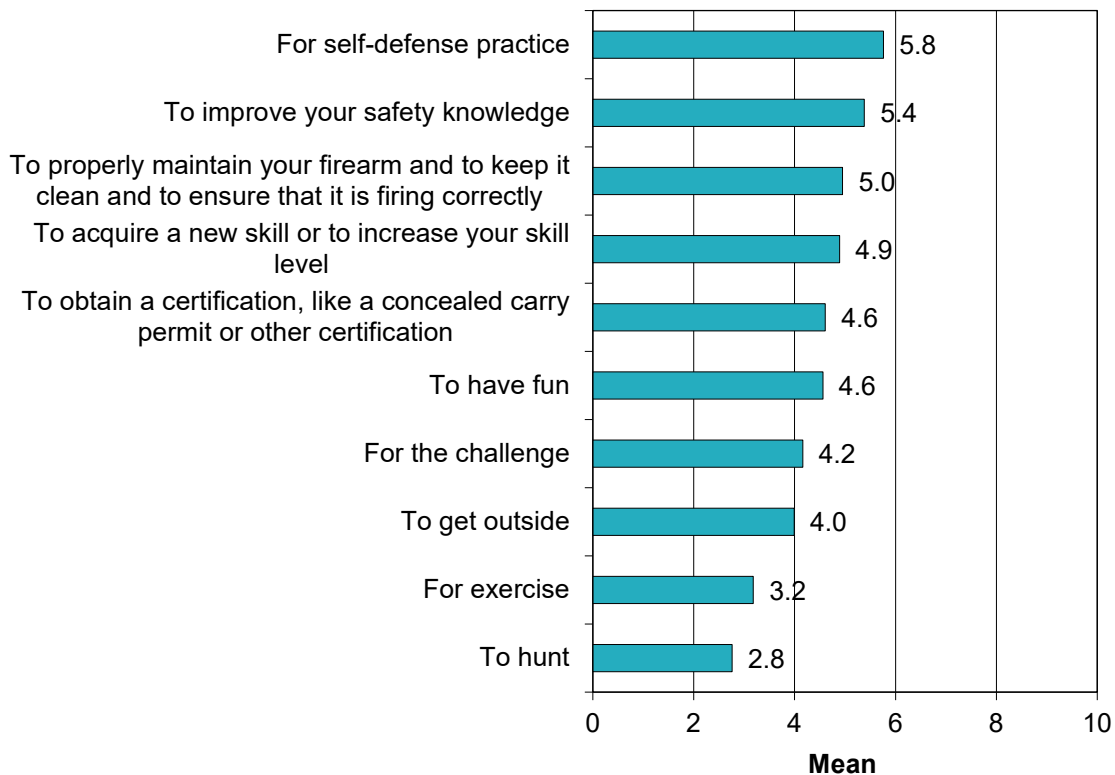


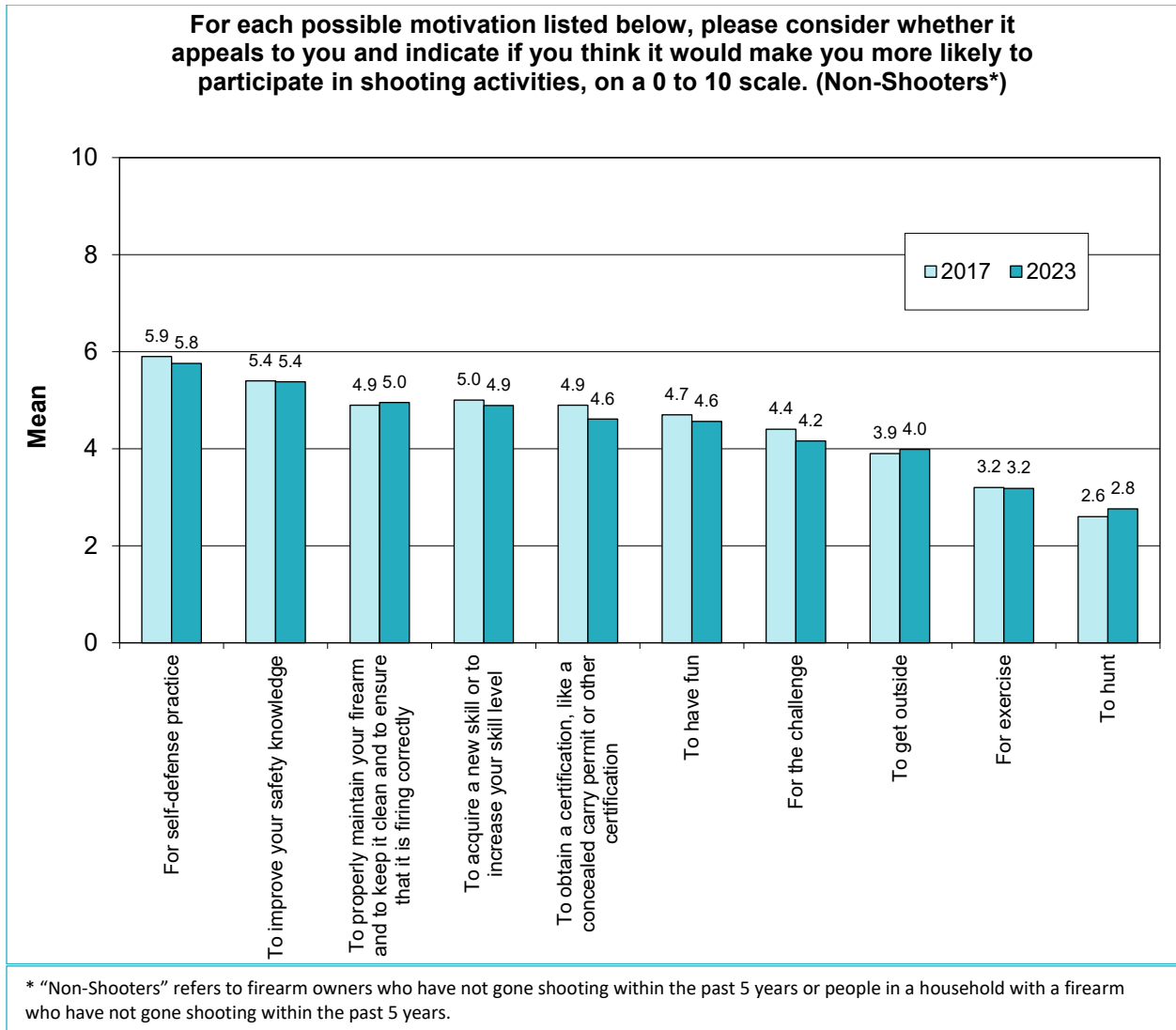
For each reason, please indicate how important or unimportant it is as a reason for having a firearm in your household. What about...? (Non-Shooters*)



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

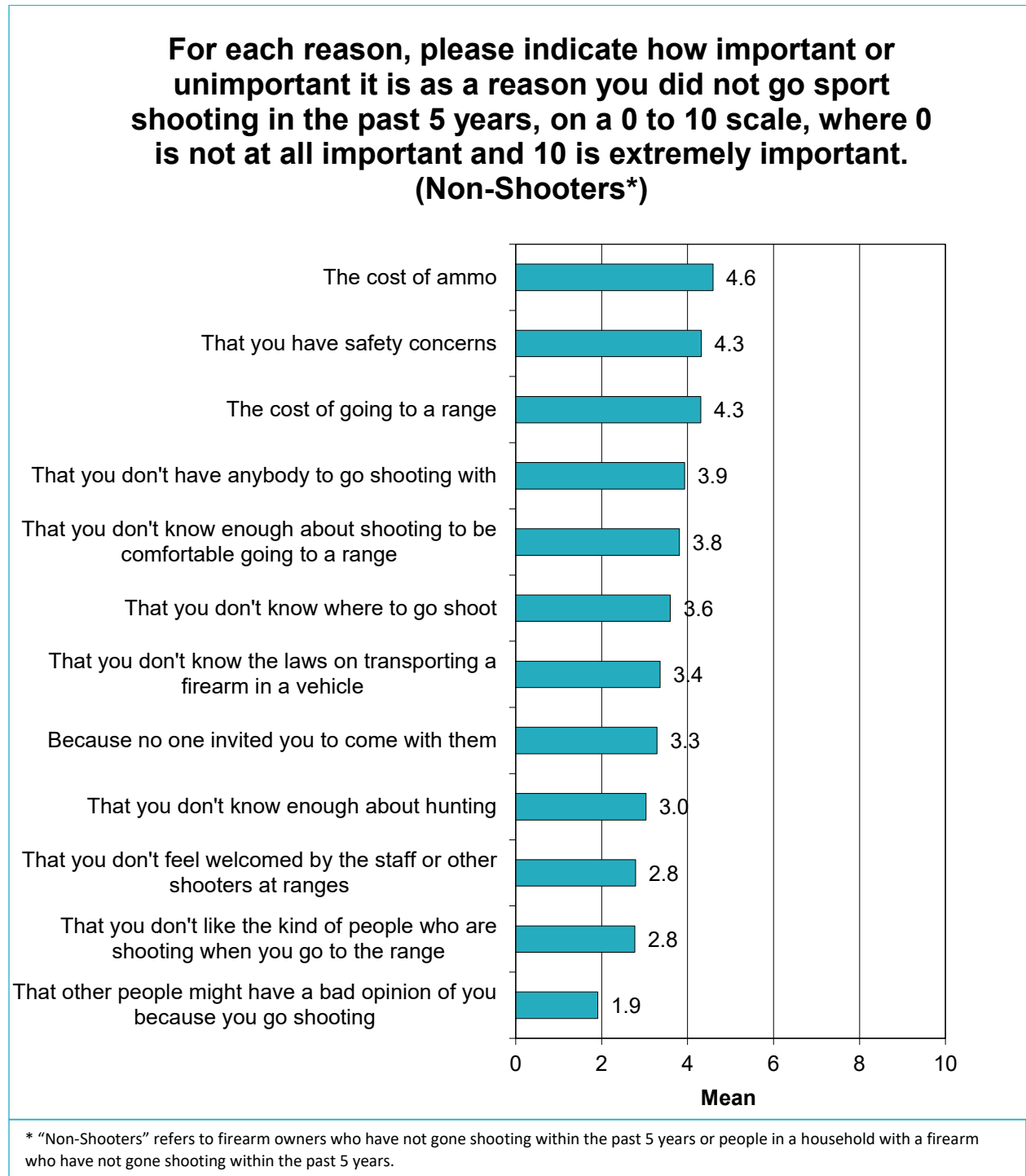
For each possible motivation listed below, please consider whether it appeals to you and indicate if you think it would make you more likely to participate in shooting activities, on a 0 to 10 scale. (Non-Shooters*)



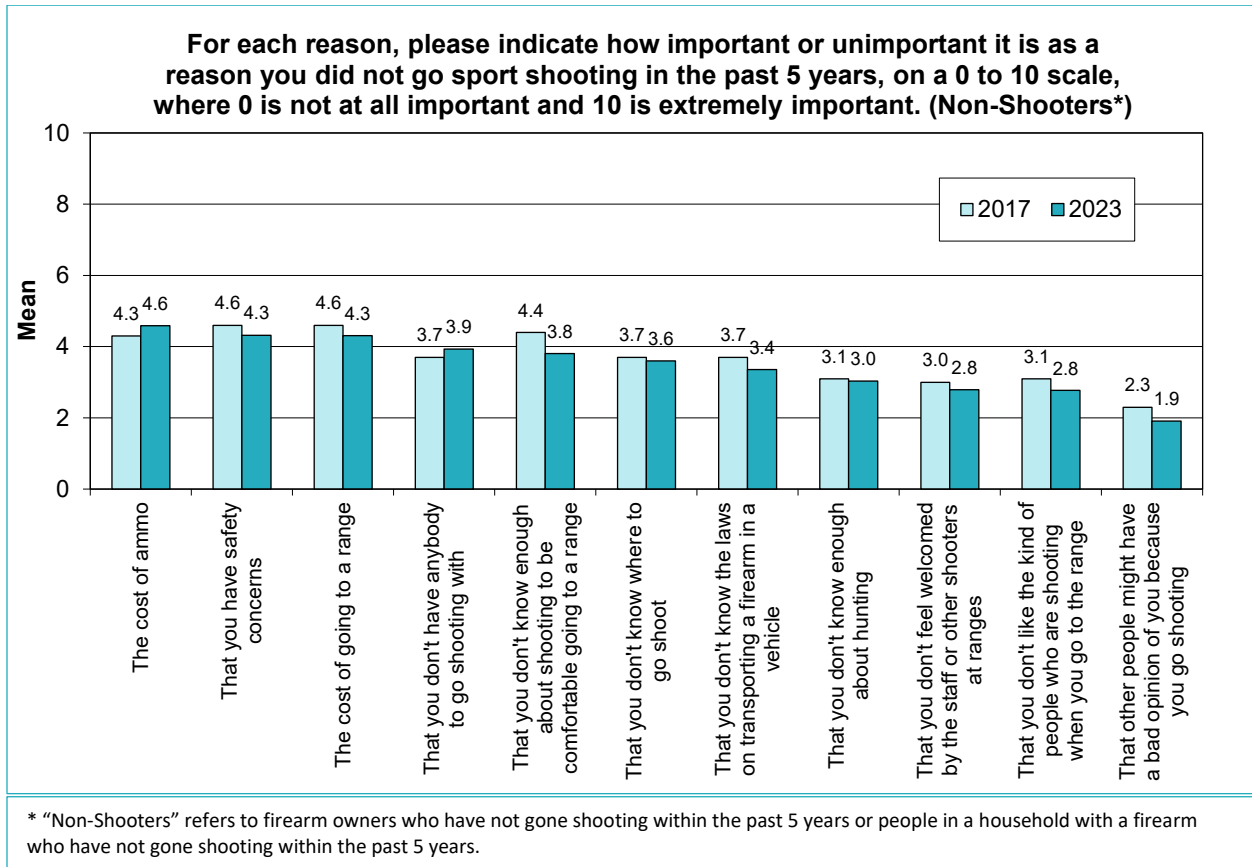


CONSTRAINTS TO PARTICIPATION IN SPORT SHOOTING

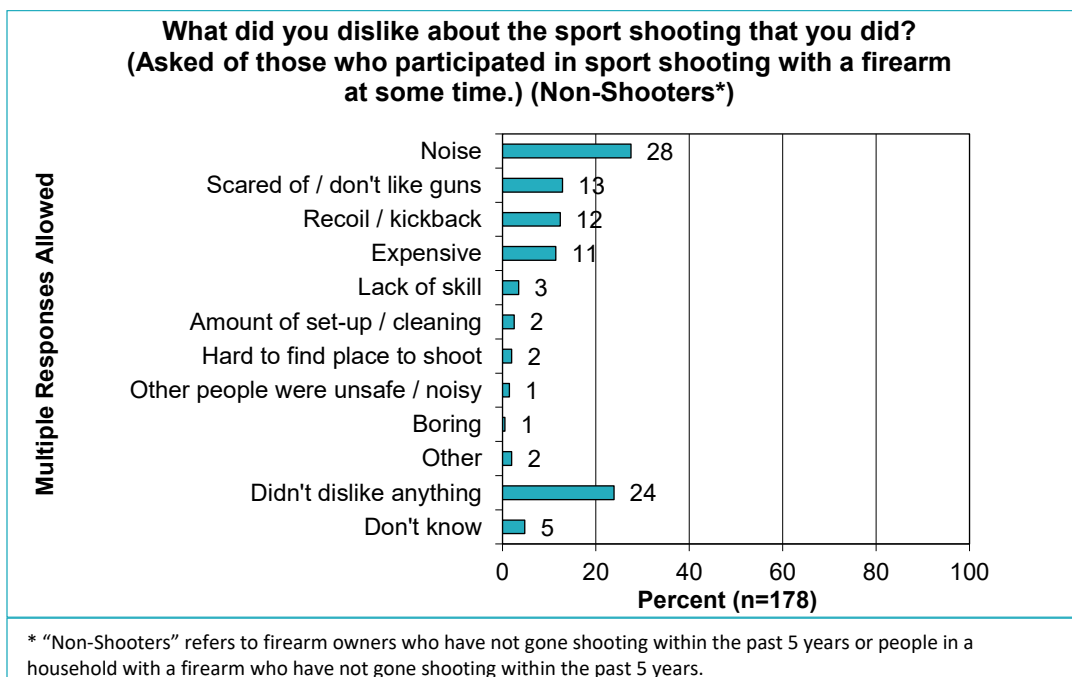
No constraint had a mean rating above the midpoint, suggesting that the listed possible constraints are not primary drivers of non-shooters’ inactivity. At the top is the cost of ammo, with a mean rating (4.6) that is near the midpoint (5). In the top tier—three items with mean ratings above 4.0—are also safety concerns and the cost of going to a range.



The trends graph shows only small differences from 2017 to 2023.



The greatest dislikes about sport shooting, among non-shooters who had, nonetheless, previously shot, were noise, a fear of guns, the recoil, and the cost. Among non-owning non-shooters, the fear of guns and recoil were particularly disliked.



The most common dislikes of hunting were not wanting to kill an animal and weather-related dislikes.

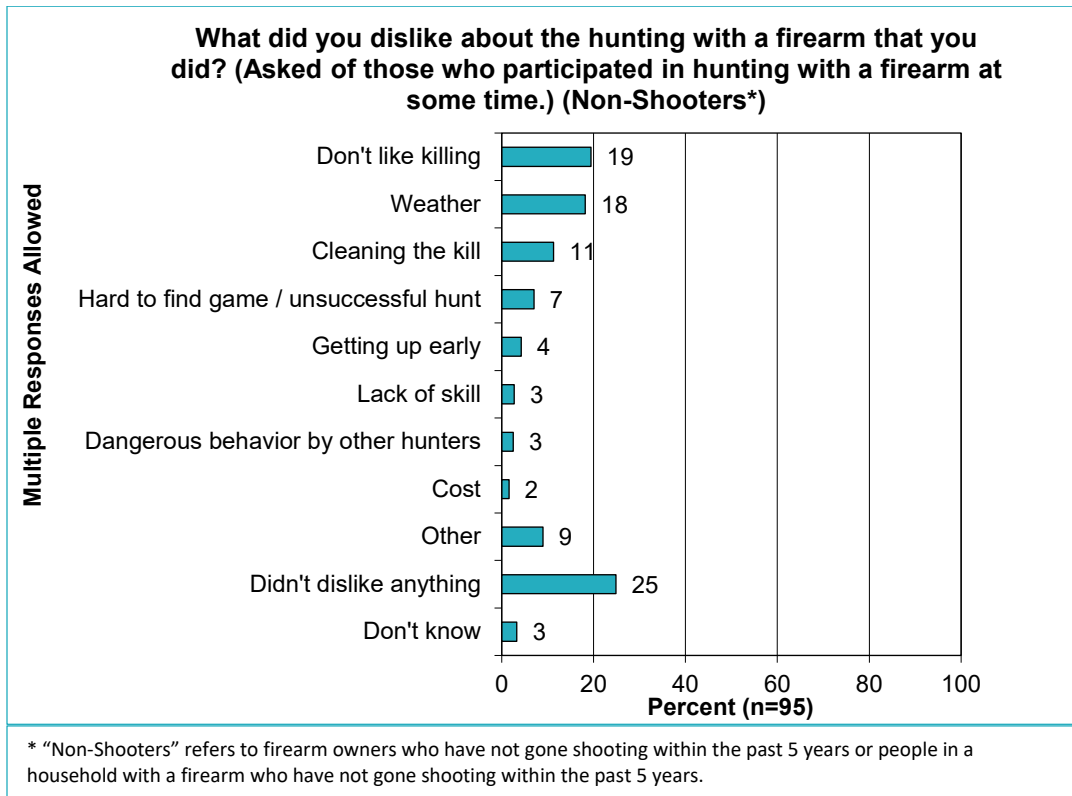


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INTRODUCTION AND METHODOLOGY

This study was conducted by Responsive Management and the Outdoor Stewards of Conservation Foundation, Inc., to better understand non-shooting (non-participating) firearm owners and non-shooters in a house with a firearm. The purpose of this study was to identify the most effective ways to encourage shooting participation among millions of non-shooters with immediate access to a firearm.

Responsive Management has previously studied non-shooting firearm owners. Identifying the trends in the characteristics, interests, and opinions of non-shooters is important for developing, managing, and assessing recruitment, retention, and reactivation (R3) programs for recreational shooting in the continually changing social and political climates of the U.S. This study was designed to help identify the most effective ways to encourage shooting participation among millions of inactive firearm owners, those in firearm households who are not currently shooting, and diverse and underserved markets. **For context, note that a 2023 study by Responsive Management estimated that in 2022 there were 36,977,795 Americans who owned a firearm but did not shoot it at all in that year. As this report shows, 25 percent of non-shooters have expressed a high interest (ranked 8, 9 or 10 out of a scale of 10) in going shooting. This equates to approximately 9,200,000 Americans that can be reactivated into recreational target shooting or hunting.**

This study entailed a scientific, probability-based multi-modal survey of inactive shooters and non-shooters, both with immediate access to a firearm, aged 18 and older in the U.S. Specifically, the survey targeted those who have not participated in target or sport shooting activities, including hunting with a firearm, within the past five years but who currently own a firearm or live in a household with a firearm. For the purposes of this report, they will be referred to generally as non-shooters or non-participants.

Non-shooters include those who meet the combination of criteria for any of the following categories:

Non-Shooters

	Has not gone target/sport shooting or hunting with a firearm in past 5 years but has ever participated	Has never gone target/sport shooting or hunting with a firearm
Personally owns a firearm	Inactive shooter, firearm owner	Non-participant, firearm owner
Does not personally own a firearm, but household currently has a firearm	Inactive shooter, non-owner in a firearm household	Non-participant, non-owner in a firearm household

The project was funded by a Multistate Conservation Grant, a program funded from the Wildlife and Sport Fish Restoration Program, and jointly managed by the U.S. Fish and Wildlife Service and the Association of Fish and Wildlife Agencies. A previous similar survey was conducted in 2017 by Responsive Management and funded by the National Shooting Sports Foundation and is used to establish trends in this study.

A discussion of the specific aspects of the research methodology follows.

QUESTIONNAIRE DESIGN

Responsive Management and the Outdoor Stewards of Conservation Foundation developed the telephone and online survey questionnaires cooperatively, based in part on the previous survey as well as the research team's familiarity with recreational sport shooting. The questionnaires, in part, included questions from a previous survey to allow for a trend analysis. There are slight differences between the telephone and online versions of the survey to accommodate each survey mode, but otherwise the surveys are identical. Responsive Management conducted pre-tests of the questionnaires to ensure proper wording, flow, and logic in the survey.

SURVEY SAMPLES

The overall sample of non-shooters consisted of U.S. residents aged 18 and older who have not participated in target or sport shooting, nor hunting with a firearm, in at least the past 5 years yet personally own a firearm or live in a household with a firearm. The samples (telephone and online) were obtained from and maintained by Marketing Systems Group, a firm that specializes in providing scientifically valid samples for survey research.

For the telephone portion of the survey, the sample used a probability-based selection process that ensured that all U.S. residents with a telephone had an approximately equal chance of being selected for the purpose of identifying those who qualify as non-shooters as defined for this study. For the process of identifying non-shooters to respond to the survey, both landlines and cell phones were sampled in their existing proportions in the population.

The online survey provides a greater opportunity to reach more non-shooters, particularly younger non-shooters, who may be more likely to complete the survey online.

MULTI-MODAL SURVEY ADMINISTRATION

The survey was conducted by telephone and online. The version of the survey conducted by telephone was coded for integration with Responsive Management's computer-assisted telephone interviewing process. The online version of the survey was coded in an online platform by Responsive Management and was administered to the online sample. An important aspect of both the online and telephone versions of the survey is that the computer controls which questions are asked and allows for immediate data entry.

Surveys conducted by telephone are administered by a live interviewer. Telephone interviews were conducted Monday through Friday from noon to 9:00 p.m. and Saturday from noon to 7:00 p.m., local time, using interviewers with experience conducting computer-assisted surveys about conservation 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.

The online survey was closed, meaning it was available only to respondents who were specifically selected for the survey. Respondents could complete the survey only once. The survey could not be accessed through a general internet search.

The survey was conducted in the Spring of 2023. Responsive Management obtained 504 completed questionnaires.

SURVEY QUALITY CONTROL

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. The survey questionnaire also contained error checkers and computation statements to ensure quality and consistent data.

For quality control of the telephone surveys, Survey Center managers monitored some of the interviews in real time and provided feedback to the interviewers. To ensure that the data collected by telephone are of the highest quality, the interviewers are trained through lectures, role-playing, and video training, according to the standards 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.

For quality control of the online surveys, an additional question developed by Responsive Management was used to identify and filter out bots that may be automatically generating illegitimate results. In this “error check” question, respondents were instructed in the question to provide a specific answer. Therefore, any human respondent could provide the correct answer, while any incorrect responses signifying that a bot is most likely responding were removed from the survey.

Finally, after the surveys were obtained, the Survey Center managers and statisticians checked each completed survey to ensure clarity and completeness and to filter out any invalid respondents. Analysts reviewed all individual survey responses to identify other potential red flags. This entailed a review of survey responses to identify invalid submittals, such as surveys that were completed in an unrealistically brief timeframe, which suggests that respondents were clicking through responses without reading and evaluating the questions, or “straight-lining” of responses, which is when respondents select (for example) the first or same response options throughout the survey. Also, open-ended responses to the final question asking for additional comments were used to identify and remove invalid respondents. All completed surveys of questionable quality were removed prior to data analysis.

SAMPLING ERROR

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample, the sampling error is at most plus or minus 4.37 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 4.37 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 504 and an estimated population size of 57,999,419 non-shooters 18 years old and older in the U.S. (population estimate based on Responsive Management research conducted to determine the non-shooting participation rate among firearm owners and households among U.S. general population residents 18 years old and older in 2022).

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25)}{N_s} - .25} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

DATA ANALYSIS AND PRESENTATION OF RESULTS

The analysis of data was performed using IBM SPSS Statistics as well as proprietary software developed by Responsive Management.

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 from the question.
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as one that ranges from very important to not at all important.
- Series questions: Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Results are shown for nationwide results, weighted by demographic variables to be representative of non-shooters as a whole. Trends graphs are included to compare and contrast

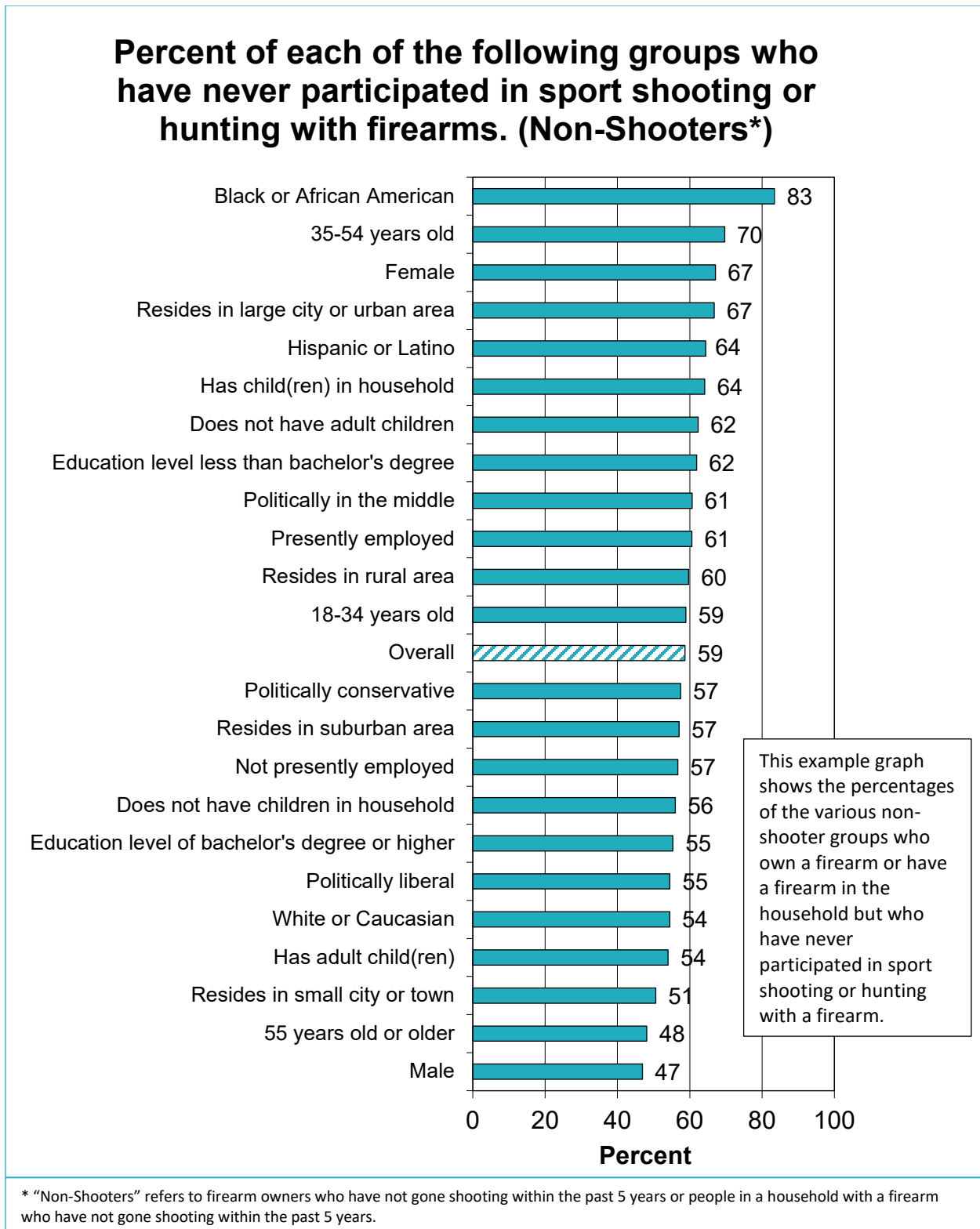
2023 results with results from Responsive Management's 2017 study. Note that not all survey questions have trend data available from 2017. When 2017 trend data was available, comparisons were made.

The report also includes special graphs that show how various demographic groups respond to certain questions, hereinafter simply referred to as demographic analyses graphs. Only select questions that were determined to be of the most interest or utility were analyzed in this way. The example below and on the following page is being provided to explain how to interpret the graphs.

The example graph (although used as an example, this graph shows actual data from this survey) shows the percentages of the various non-shooter groups who own a firearm or have a firearm in the household but who have never participated in sport shooting or hunting with a firearm. Overall, 59% of non-shooters have never been shooting, as shown by the patterned bar. Specific non-shooter groups shown above the overall bar have a higher percentage who have never been shooting. For instance, 67% of females who are non-shooters have *never* been shooting, higher than among non-shooters overall. Meanwhile, those groups below the overall bar have lower percentages who have never been shooting. In this example, only 47% of males who are non-shooters have never been shooting.

When one group is above the overall bar (for instance, in this example, females), its counterpart or one of its counterparts (in this instance, males) 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, those who are 18-34 years old 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.

Example of a Demographic Analyses Graph

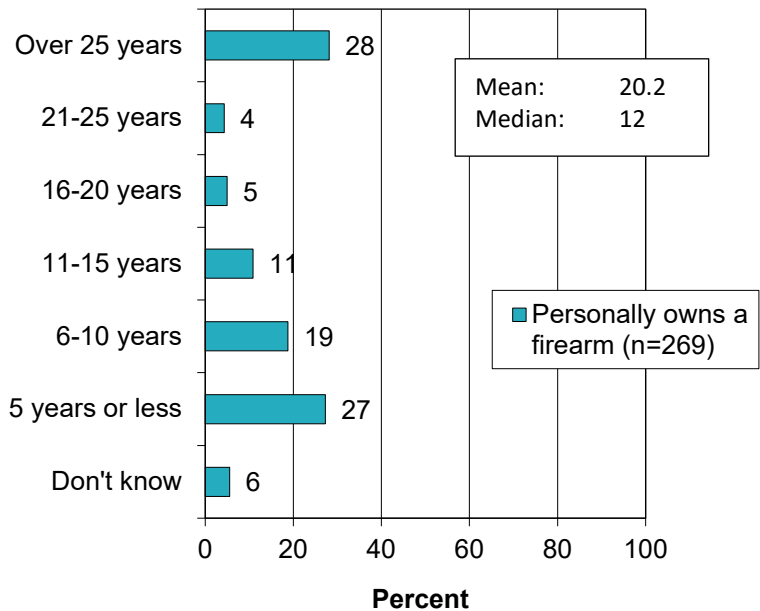


Throughout this report, the entire sample of non-shooters who own firearms or live in a firearm household will be referred to, for brevity, as *non-shooters*.

FIREARMS OWNED AND FIREARMS IN HOUSEHOLD

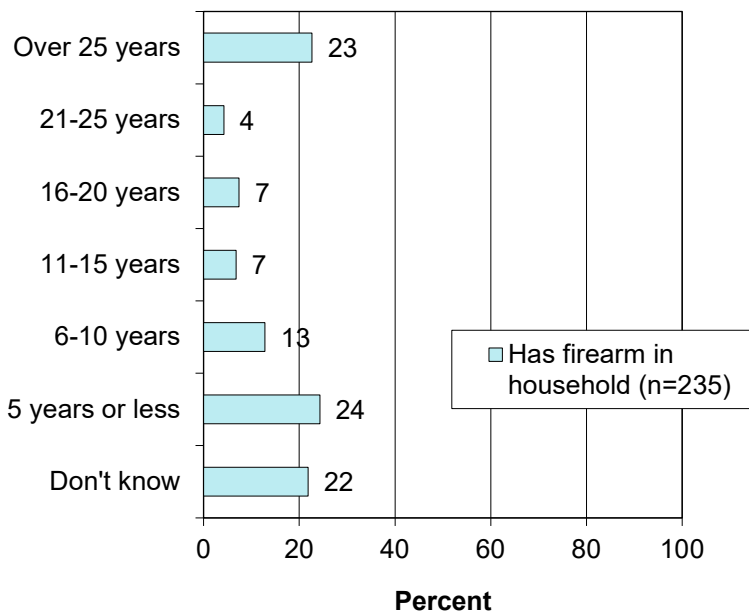
The report starts with some characteristics of firearm ownership among non-shooters. More than a quarter of non-shooting firearm owners recently acquired their first firearm, as 27% have owned a firearm for 5 years or less. At the other end, a similar percentage (28%) have been owners for over 25 years. The mean is 20.2 years, and the median is 12 years.

**How long have you owned a firearm?
(Asked of those who personally own a firearm.) (Non-Shooters*)**



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

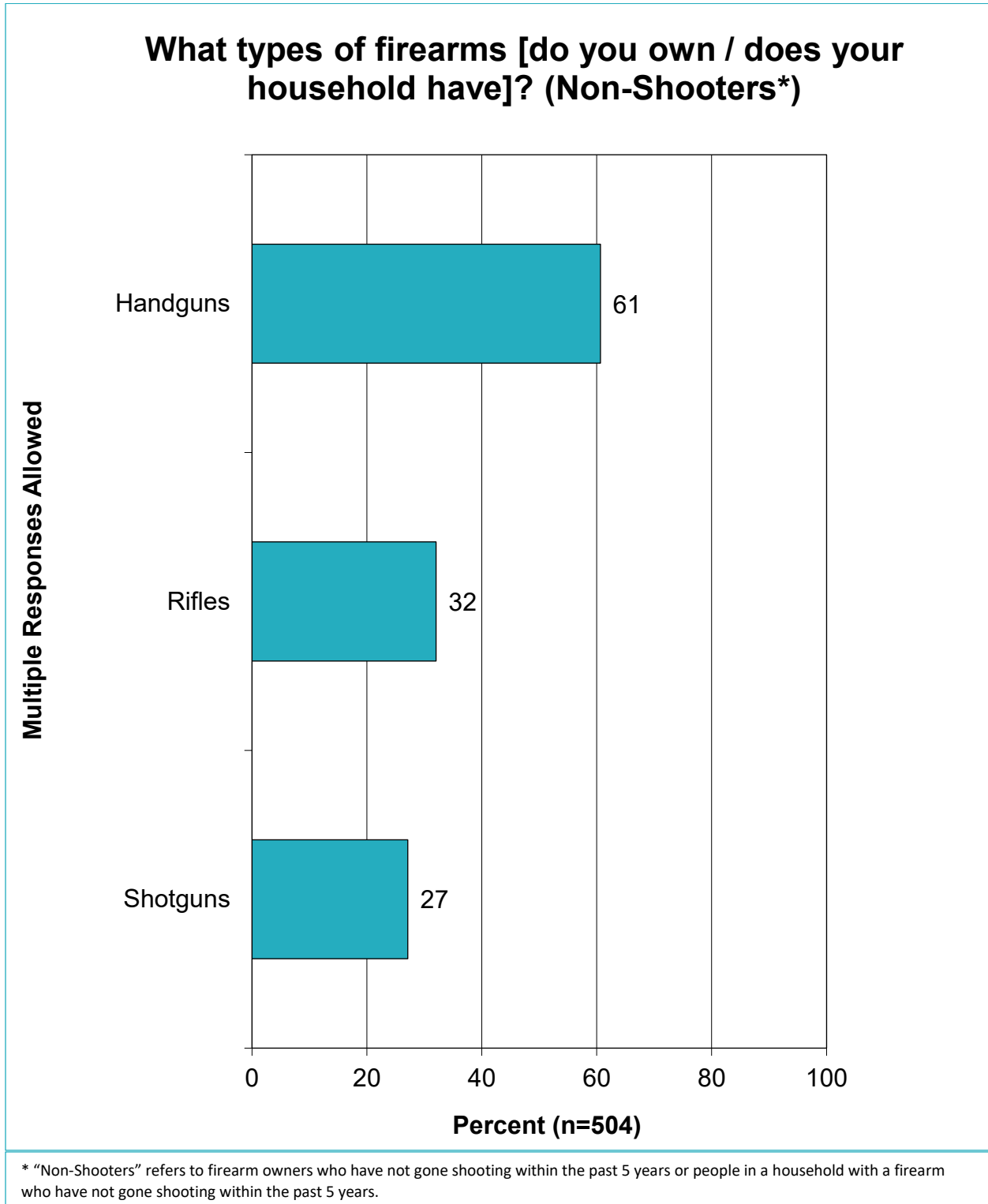
**How long has your household had a firearm?
(Asked of those who have a firearm in the household.) (Non-Shooters*)**

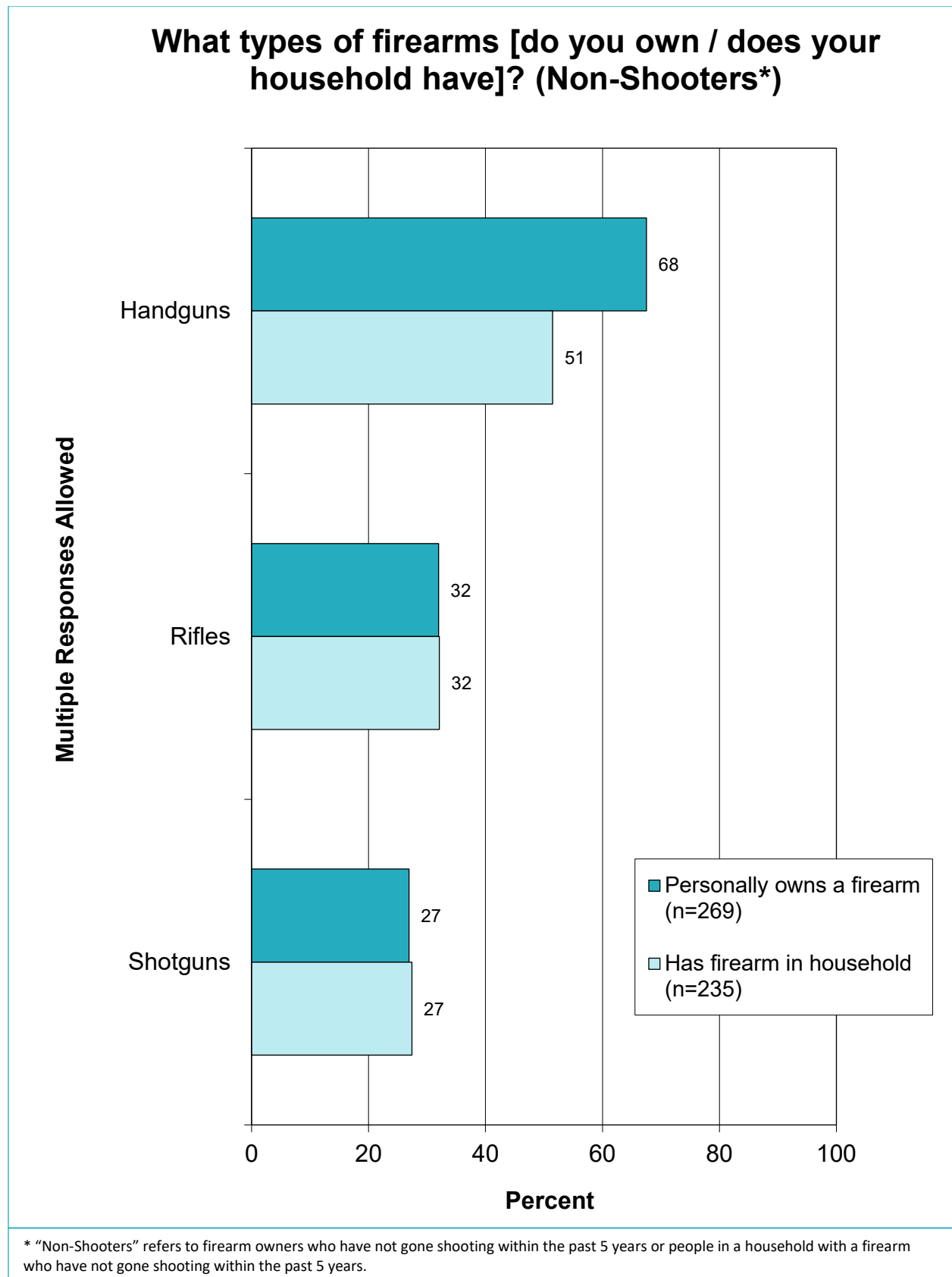


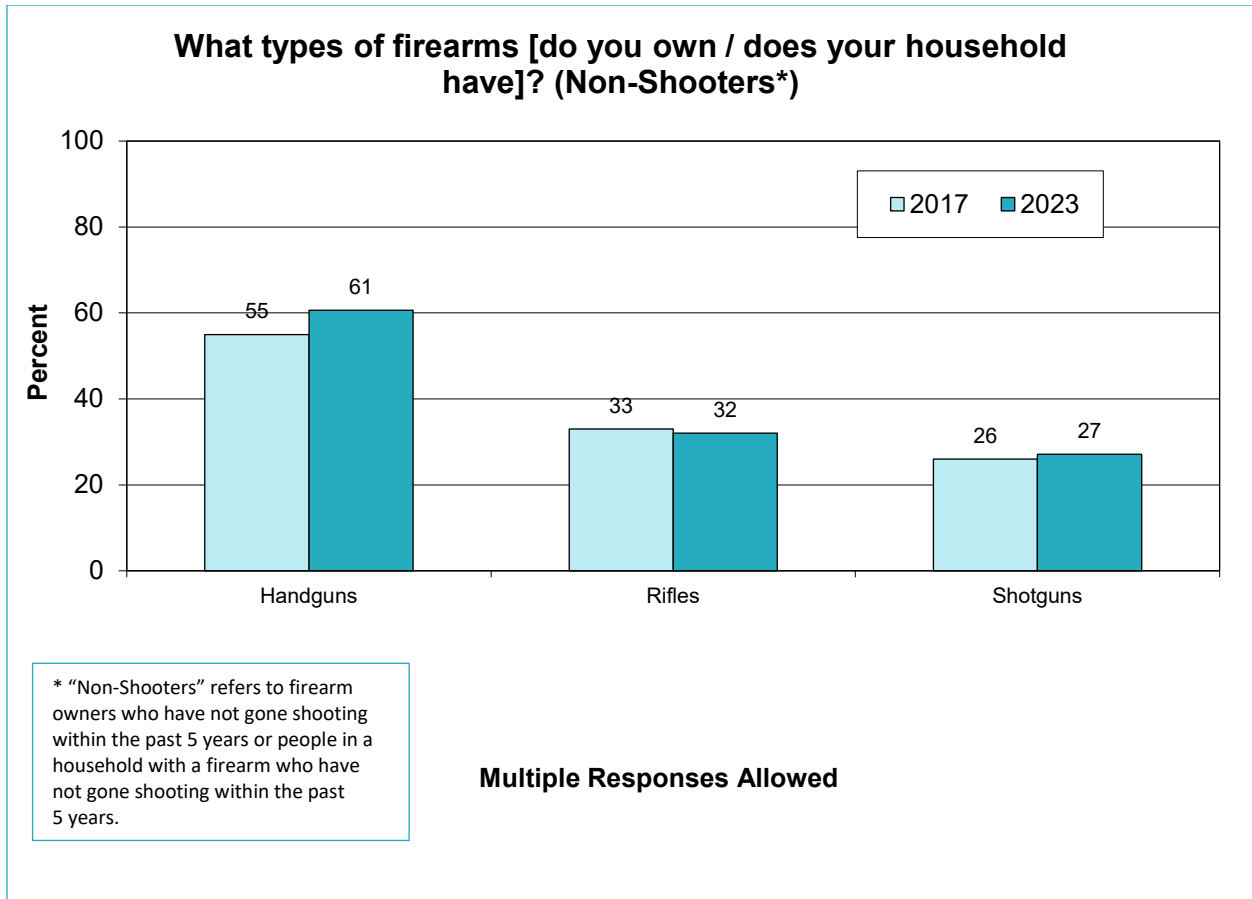
There are similar results regarding length of time households have had firearms: about a quarter have recently gotten a firearm (24% at 5 years or less), and about a quarter have had one for a long time (23% at over 25 years). The mean is 18.8 years, and the median is 12 years.

18.8
12

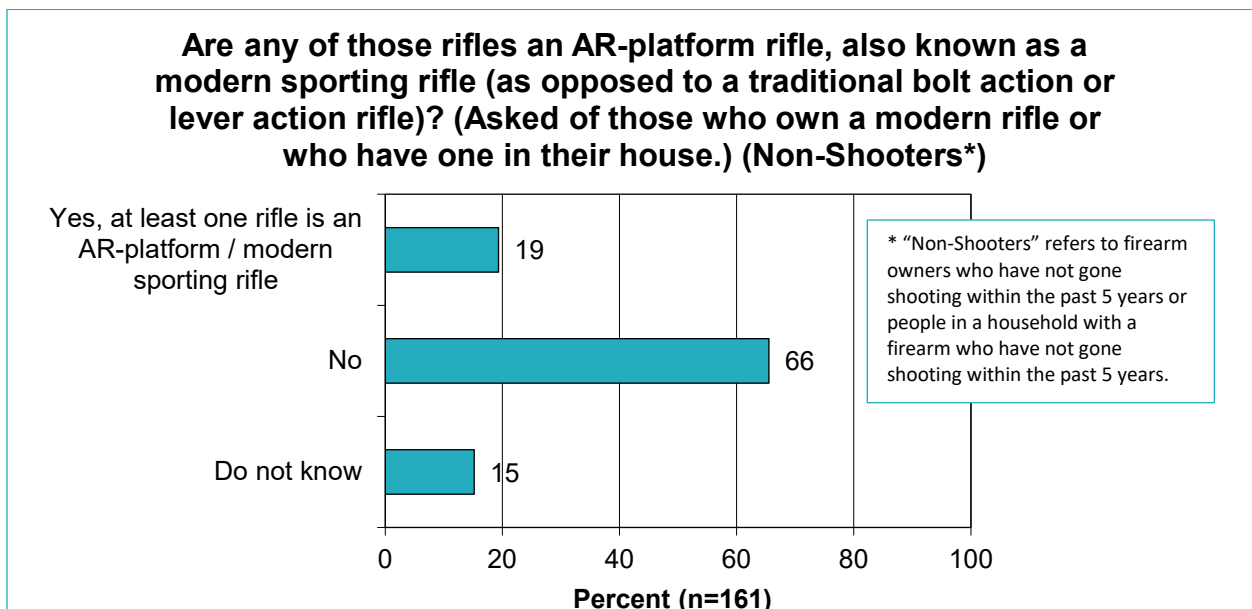
By far, handguns are the most popular, owned by a majority of non-shooters (61%). At about half that rate is the ownership of rifles (32%) and shotguns (27%). In the crosstabulation by ownership, handguns are much more prevalent among non-shooting firearm owners than among non-shooters who do not personally own a firearm. Otherwise, the results are not greatly different between those two groups. The trends graph is included as well.



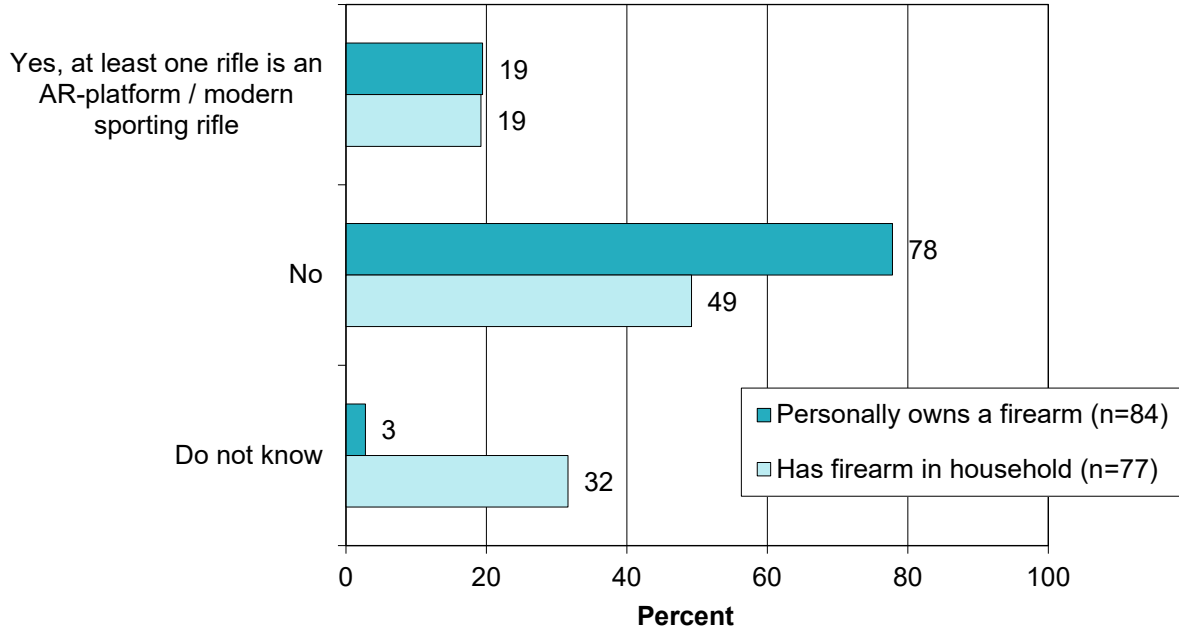




Those who own a rifle or have one in their household were asked about AR-platform rifles: 19% indicate that at least one of those rifles is an AR-platform. The crosstabulation shows that non-owning non-shooters often do not know if the rifle is an AR-platform rifle. The trends show almost no differences.

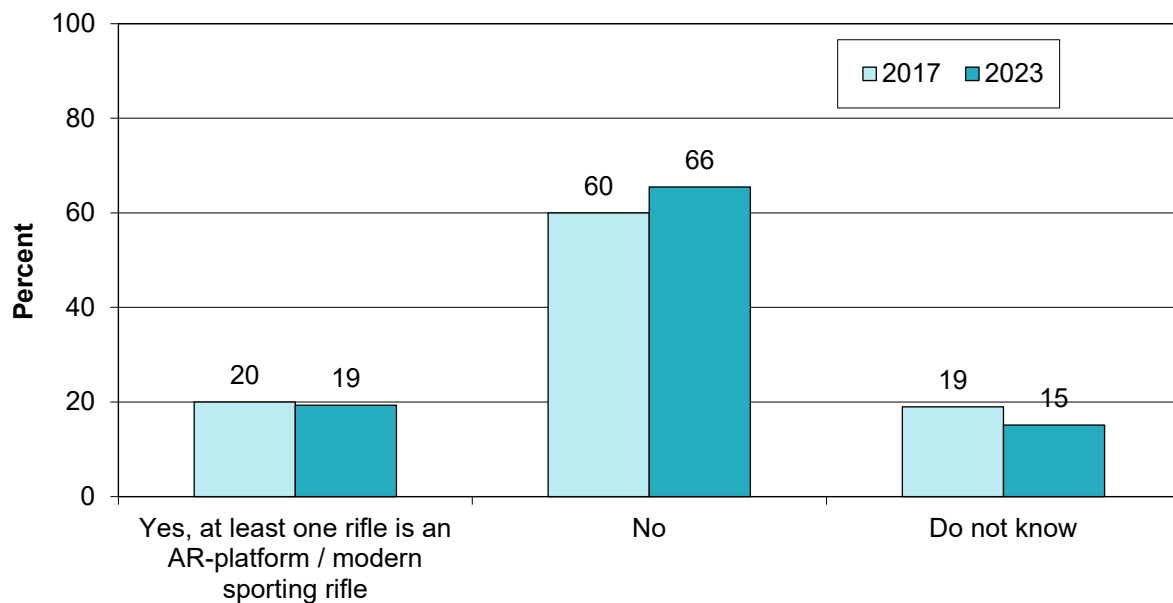


Are any of those rifles an AR-platform rifle, also known as a modern sporting rifle (as opposed to a traditional bolt action or lever action rifle)? (Asked of those who own a modern rifle or who have one in their house.) (Non-Shooters*)



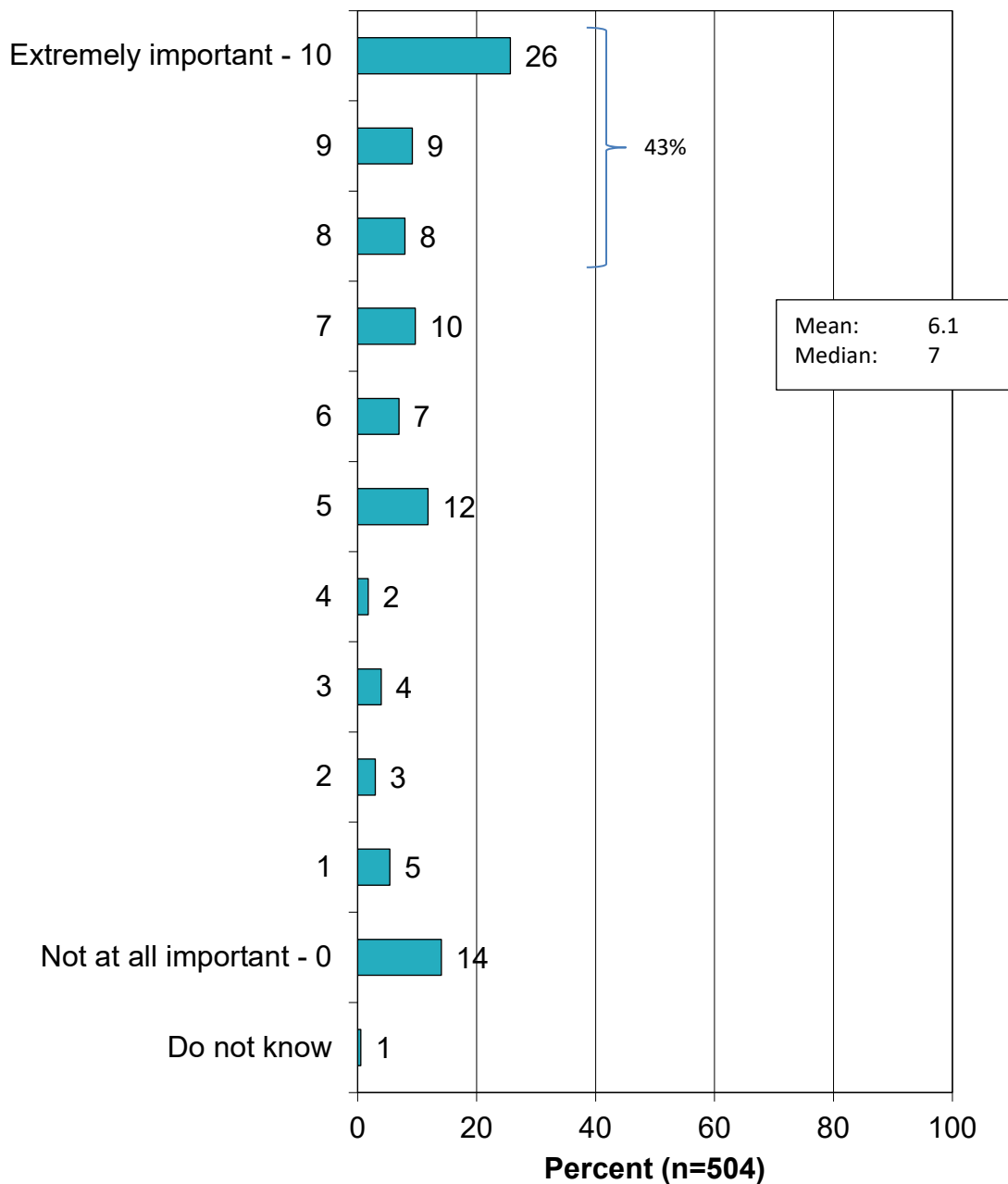
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Are any of those rifles an AR-platform rifle, also known as a modern sporting rifle (as opposed to a traditional bolt action or lever action rifle)? (Asked of those who own a modern rifle or who have one in their house.) (Non-Shooters*)

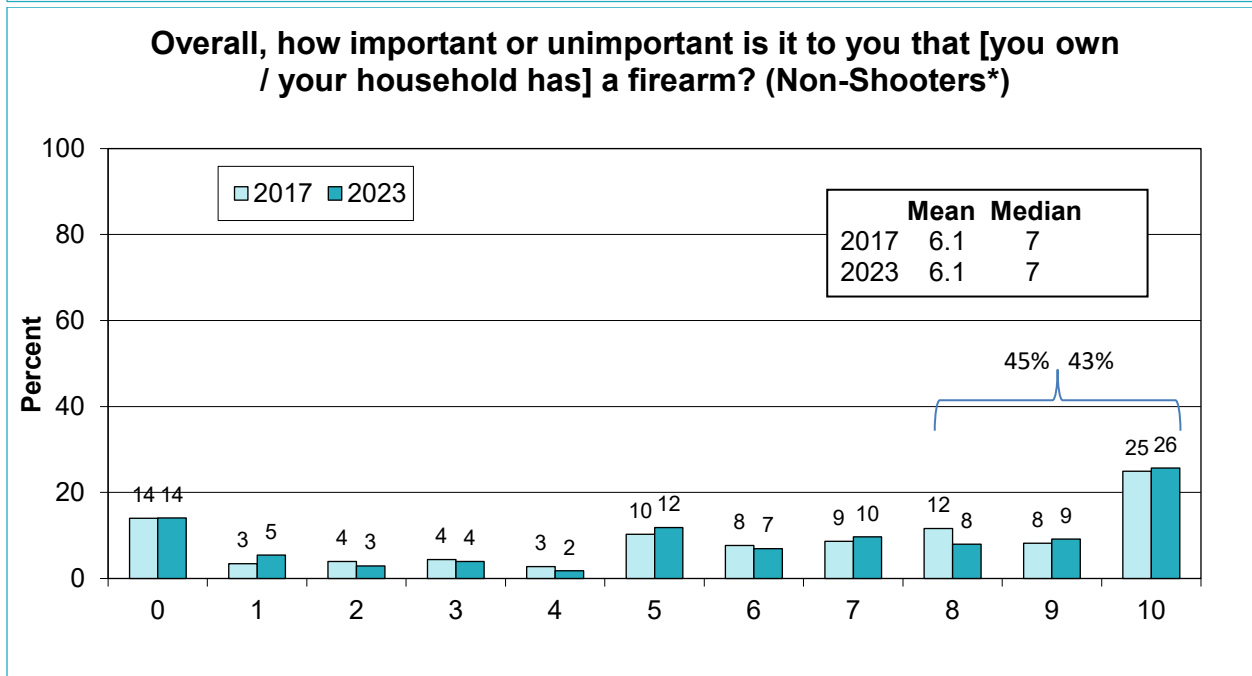
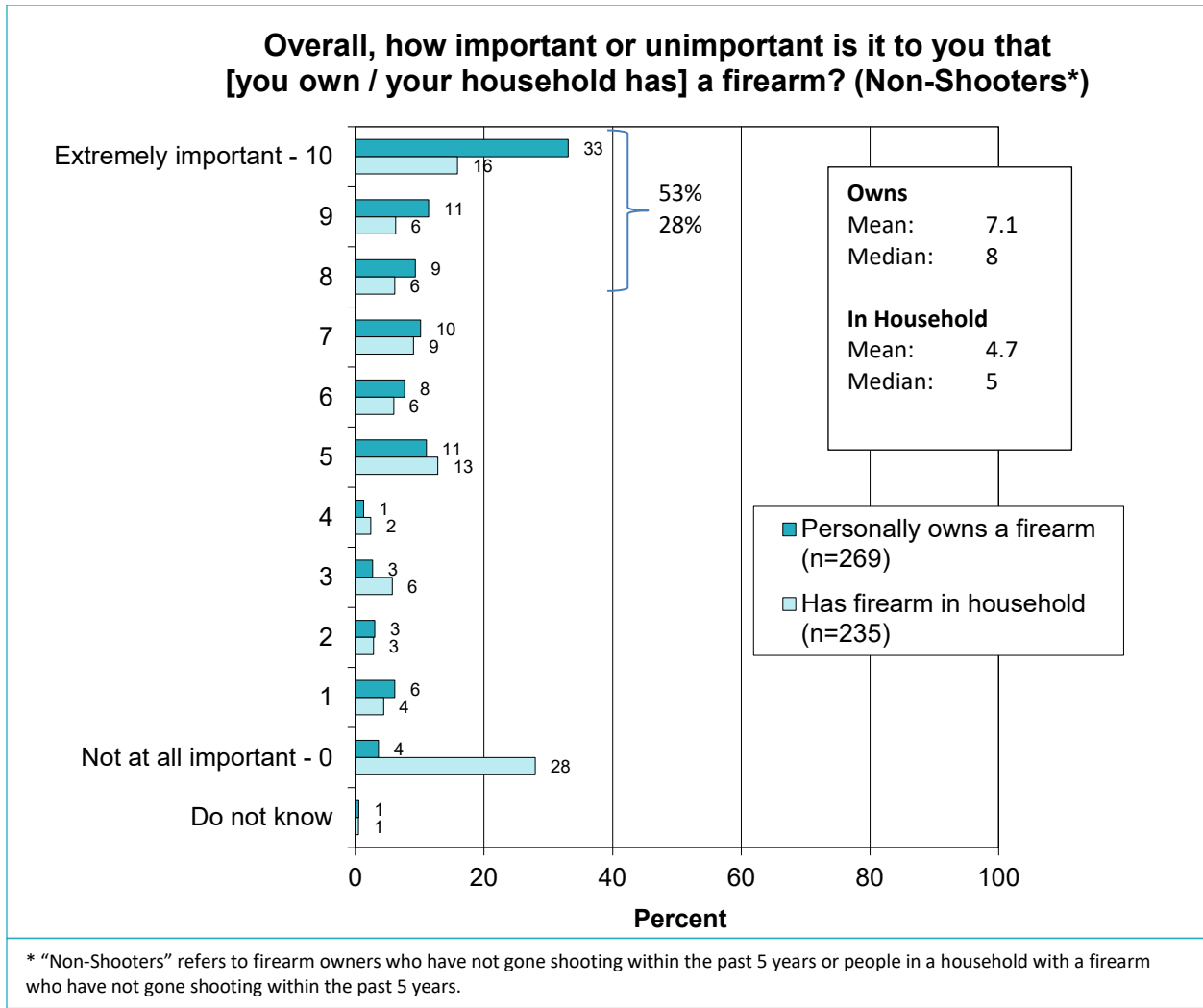


For about a quarter of non-shooters, the importance of owning or of the household owning a firearm is extremely important: 26% give the importance the highest rating of 10 (on a 0 to 10 scale). The mean rating is 6.1, and the median is 7. Those owning firearms place greater emphasis on the importance, compared to those who do not own firearms. The trends show no marked differences.

Overall, how important or unimportant is it to you that [you own / your household has] a firearm? (Non-Shooters*)

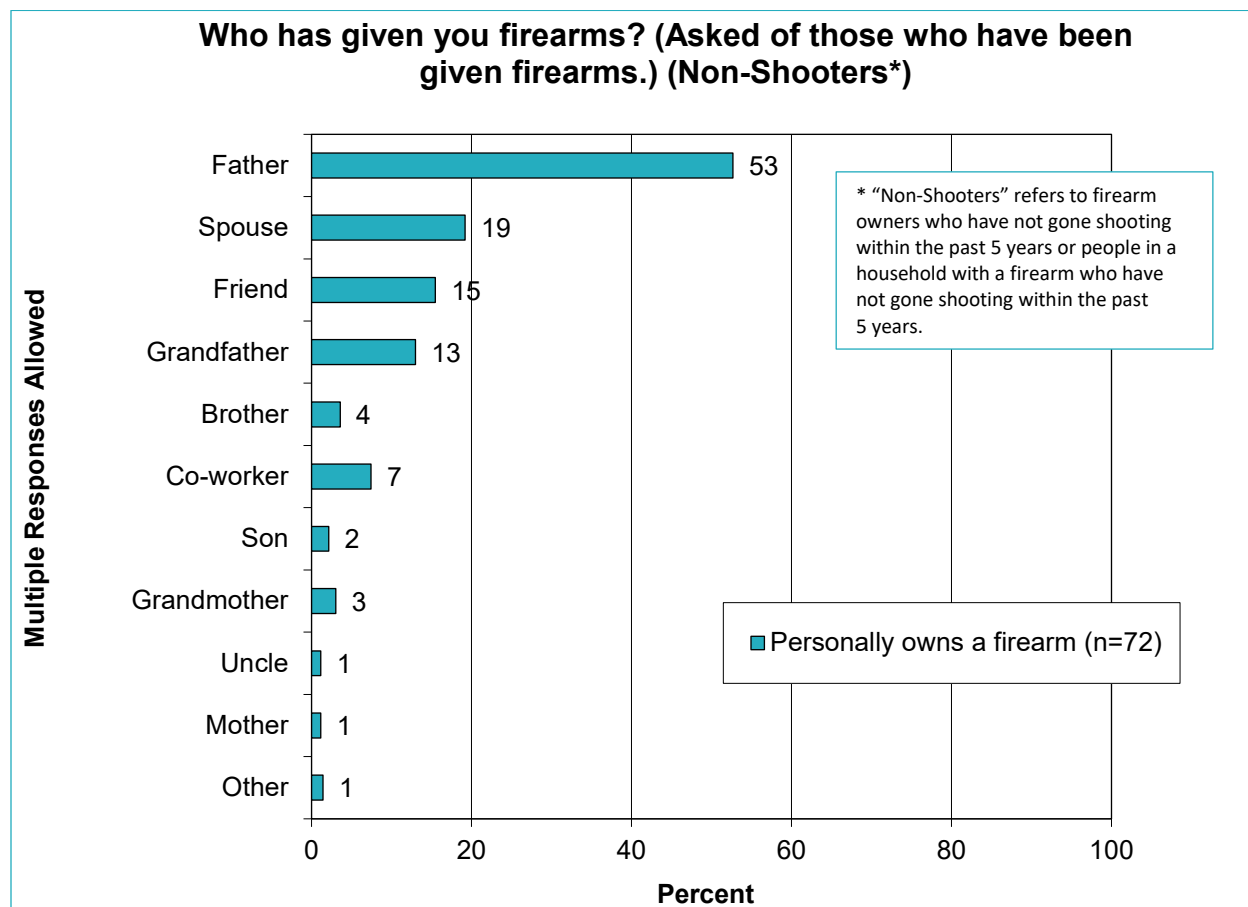
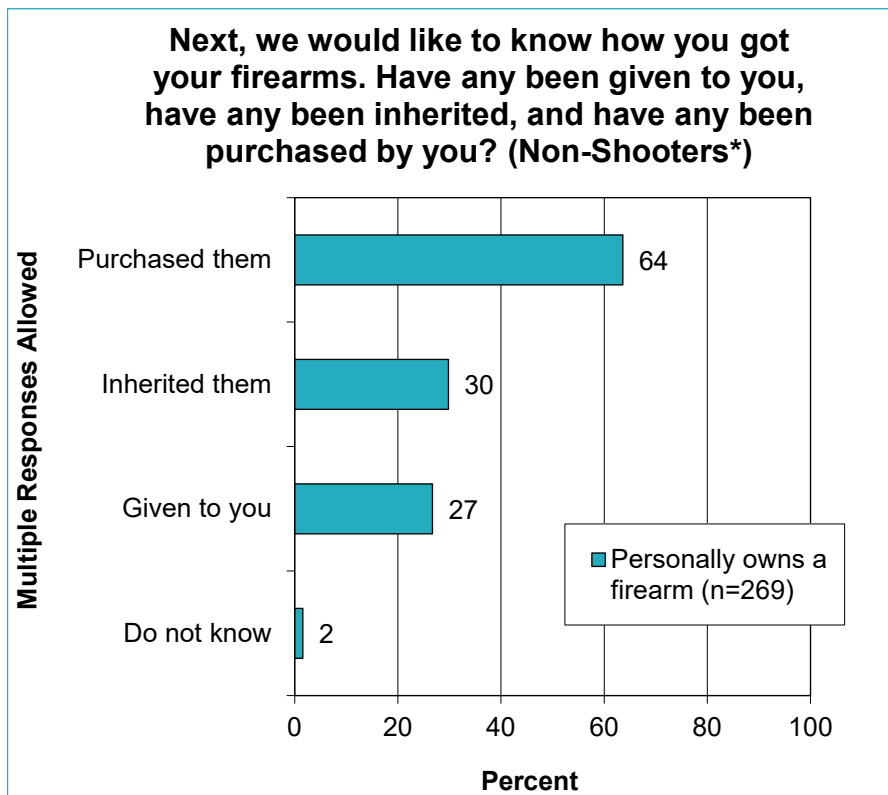


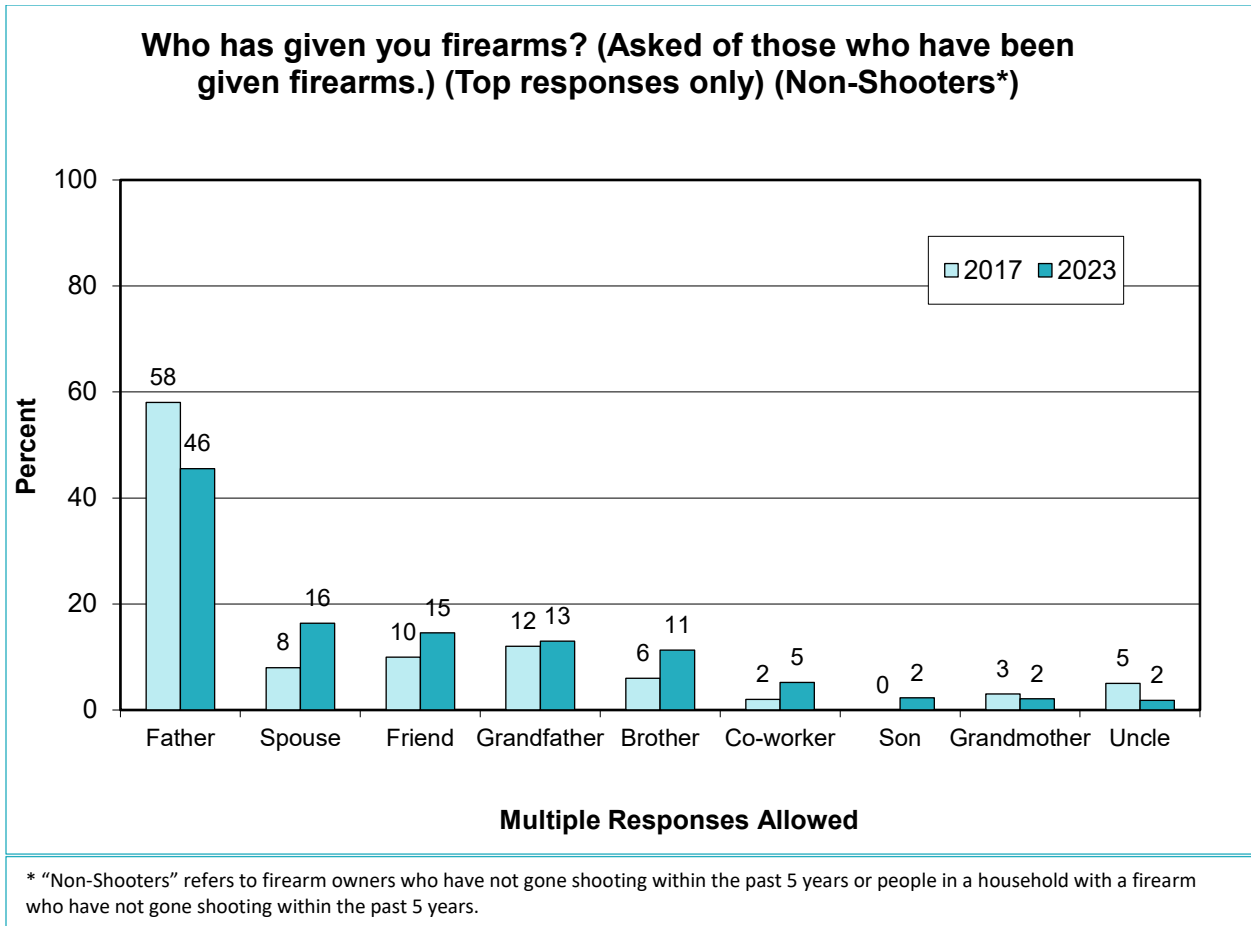
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.



ACQUIRING FIREARMS

Almost two thirds of non-shooting firearm owners bought their firearm (64% did so), while about a third inherited a firearm (30%) and about a quarter had one given to them (27%). One’s father is the most common source when non-shooting firearm owners were given a firearm. In the next tier are one’s spouse, friend, or grandfather. A trends graph is included on the next page.

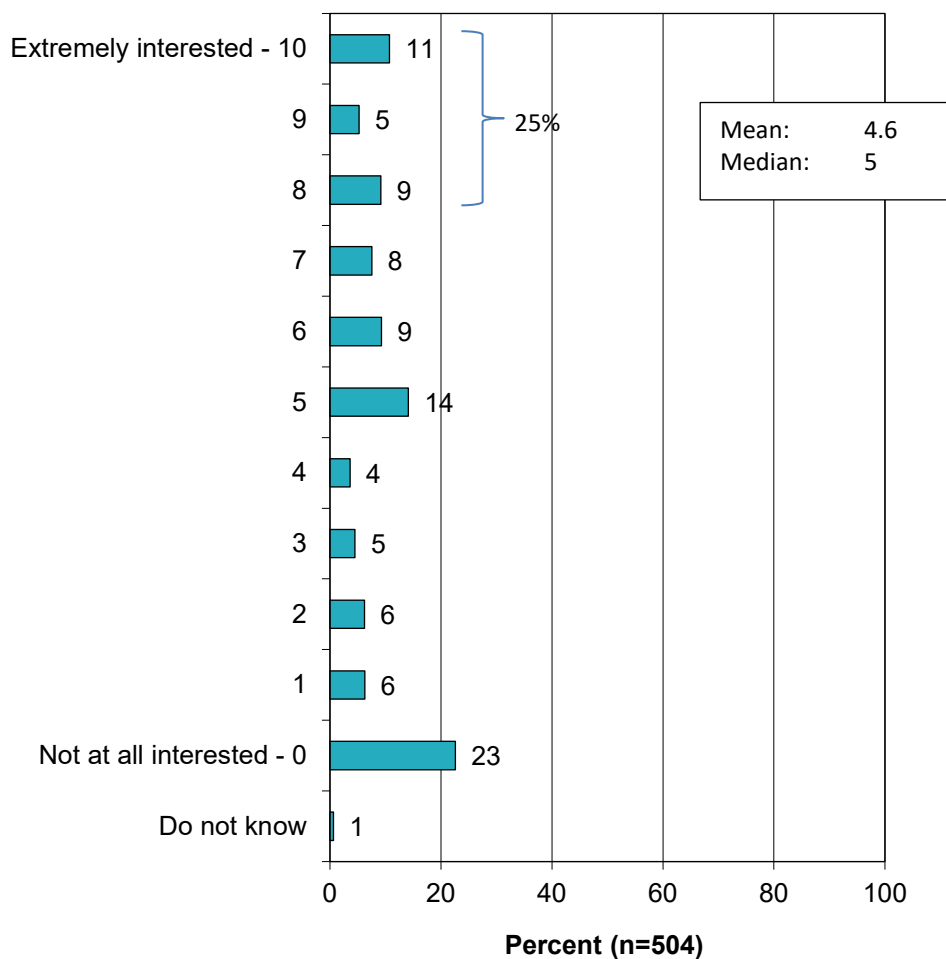




INTEREST IN SPORT SHOOTING

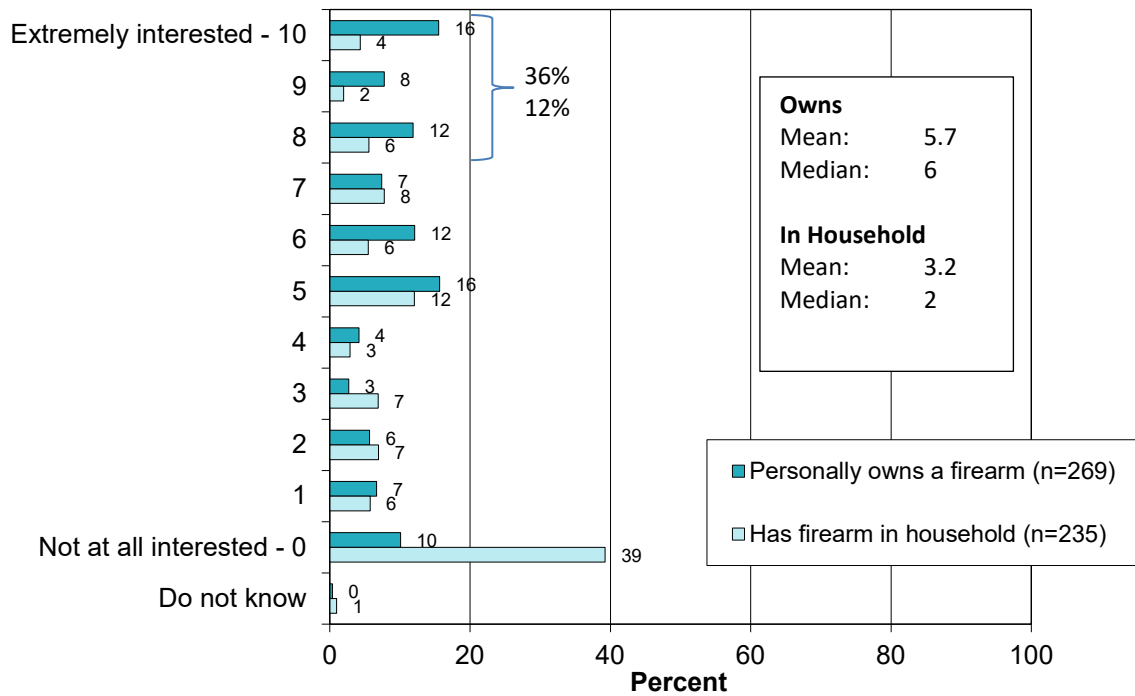
Ratings of interest in sport shooting are fairly evenly distributed, with 42% rating their interest above the midpoint (which is 5), and 43% rating it below the midpoint. Note that a quarter (25%) give it a high rating of 8 or more. The mean rating is 4.6, and the median is 5. When considering those who own a firearm, the majority (55%) rate their interest above the midpoint, while 29% rate it below the midpoint.

Assuming you had time, how would you rate your interest in going shooting, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Non-Shooters*)



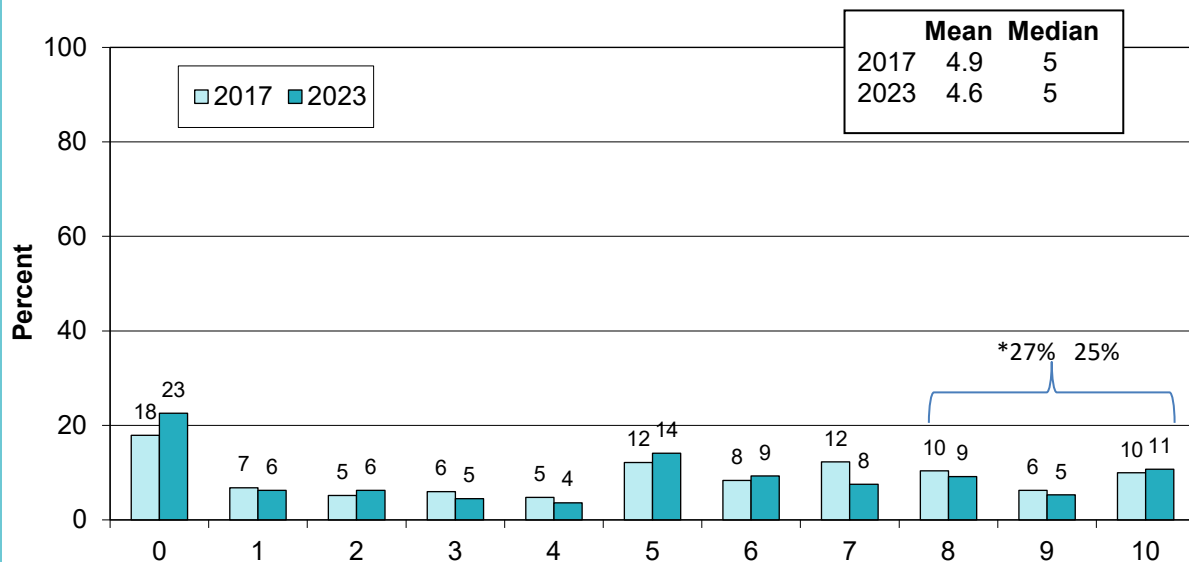
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Assuming you had time, how would you rate your interest in going shooting, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Non-Shooters*)



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

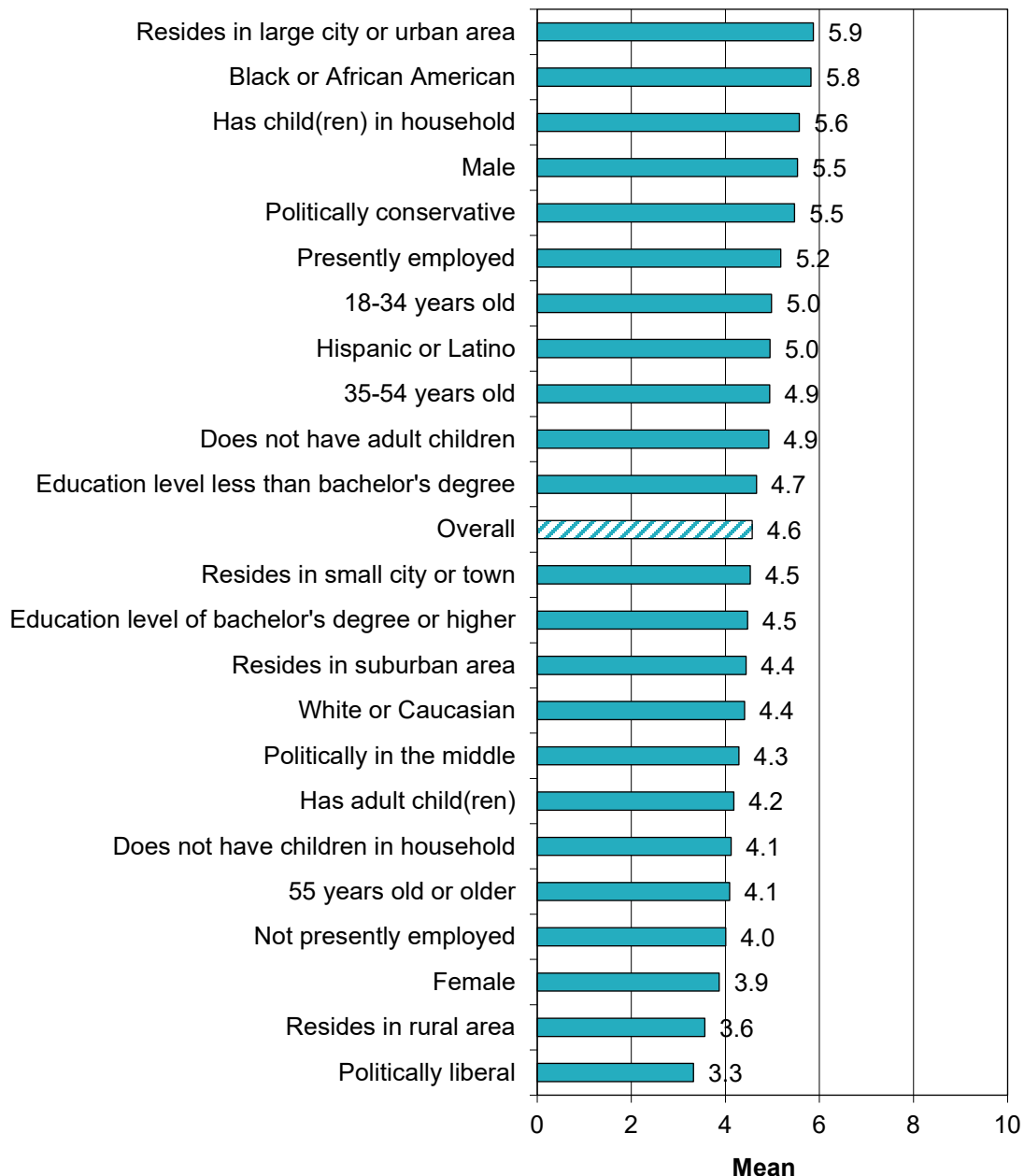
Assuming you had time, how would you rate your interest in going shooting, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested? (Non-Shooters*)



*Sum calculated on unrounded numbers.

A demographic analyses graph shows the mean ratings given by various groups. The highest mean ratings are among non-shooters who live in large cities/urban areas (5.9 mean rating), Blacks (5.8), and those with children in their household (5.6).

Mean ratings of the following groups regarding their interest in going shooting, on a scale of 0 to 10, where 0 is not at all interested and 10 is extremely interested. (Non-Shooters*)



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

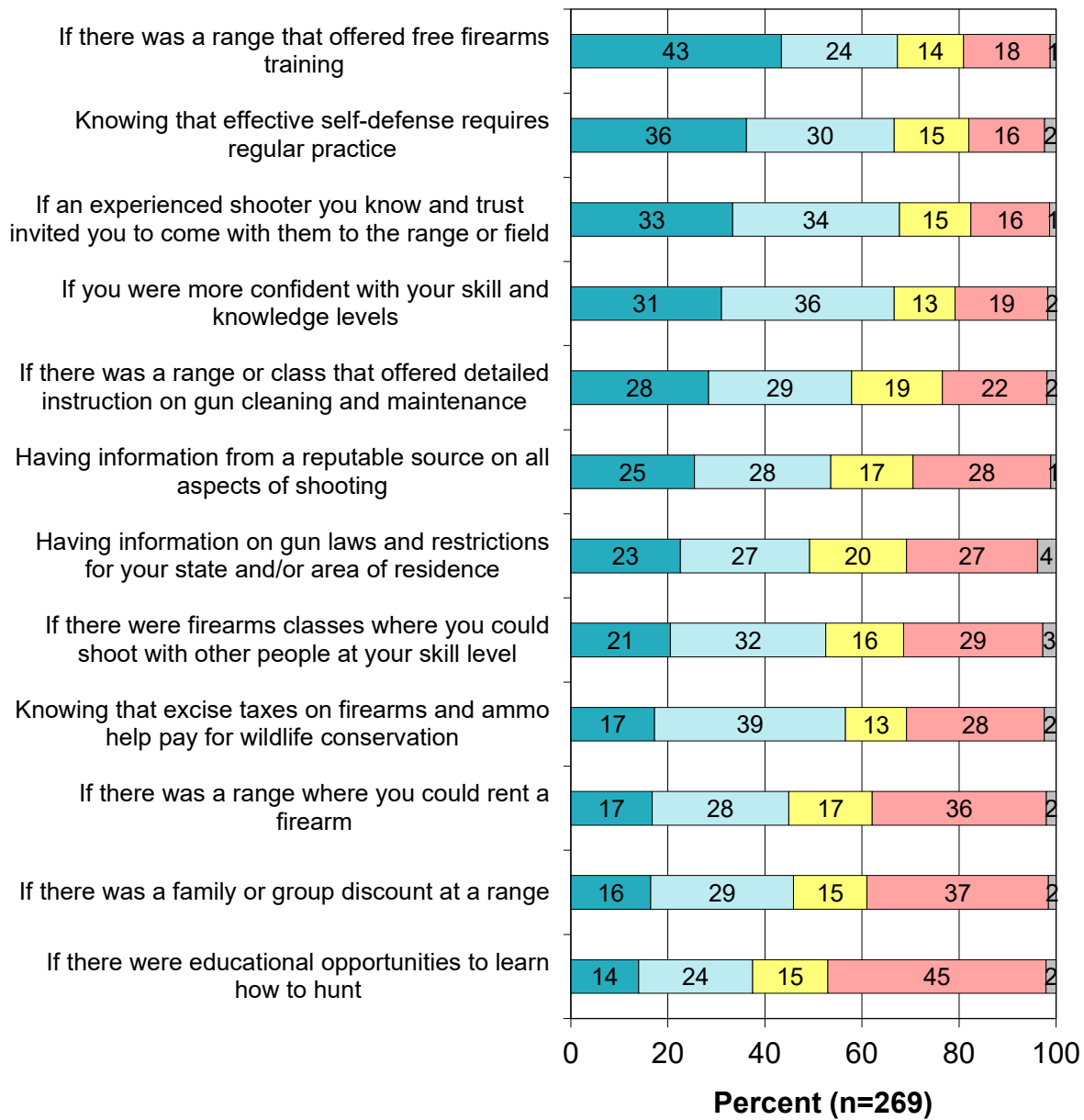
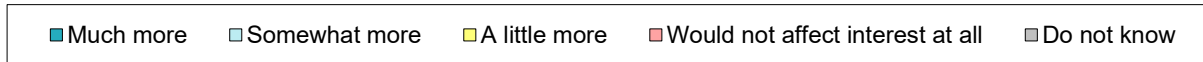
The survey asked non-shooters to rate a dozen items that might affect their interest in going sport shooting, which are ranked by the much more interested response. At the top are free training and knowing that effective self-defense requires practice—both with about a third of non-shooters saying they make them much more interested in sport shooting. These two items are also at the top among both groups in the graphs on the following two pages. Trends graphs are included for most of the individual questions.

For each item, please indicate if it would not affect your interest at all, or make you a little more interested, somewhat more interested, or much more interested in going sport shooting. What about...? (Overall) (Non-Shooters*)



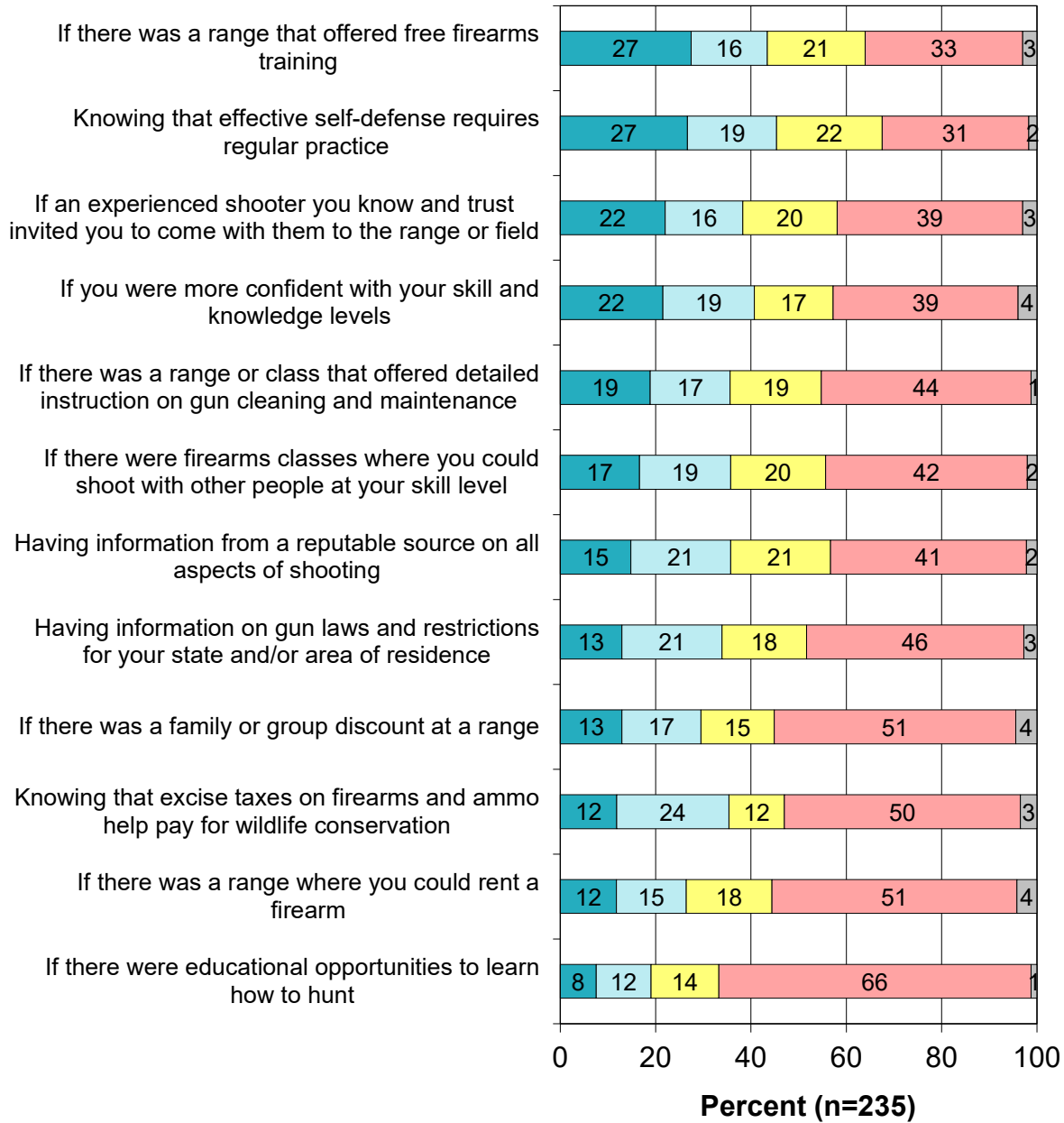
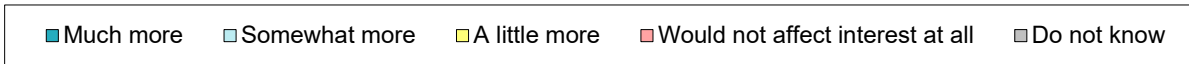
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**For each item, please indicate if it would not affect your interest at all, or make you a little more interested, somewhat more interested, or much more interested in going sport shooting. What about...?
(Personally owns a firearm) (Non-Shooters*)**



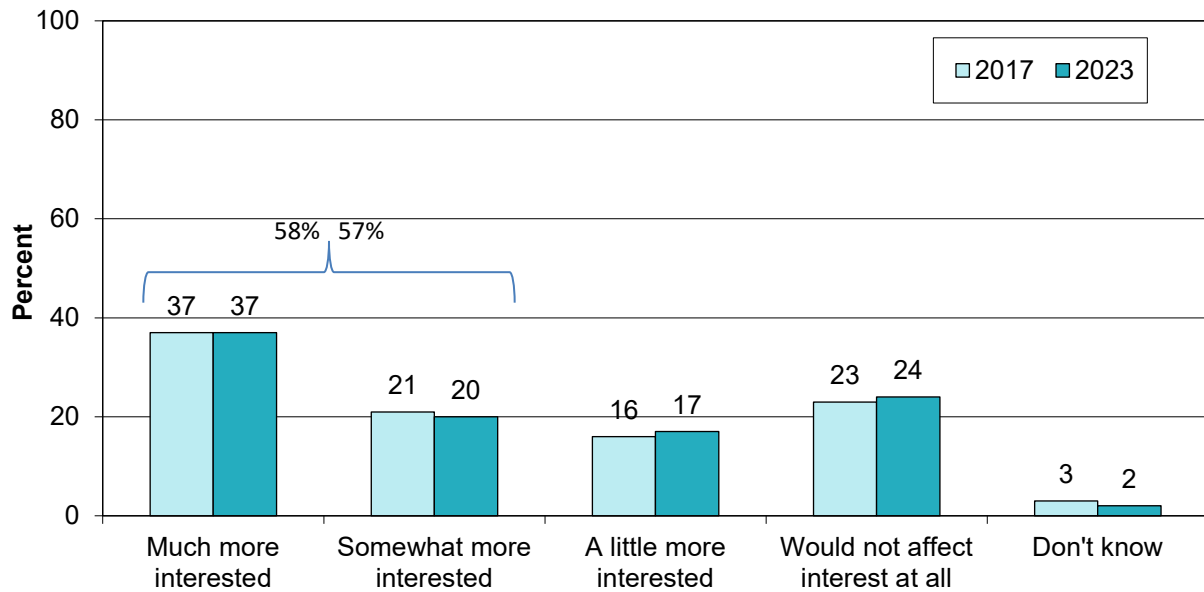
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**For each item, please indicate if it would not affect your interest at all, or make you a little more interested, somewhat more interested, or much more interested in going sport shooting. What about...?
(Has firearm in household) (Non-Shooters*)**



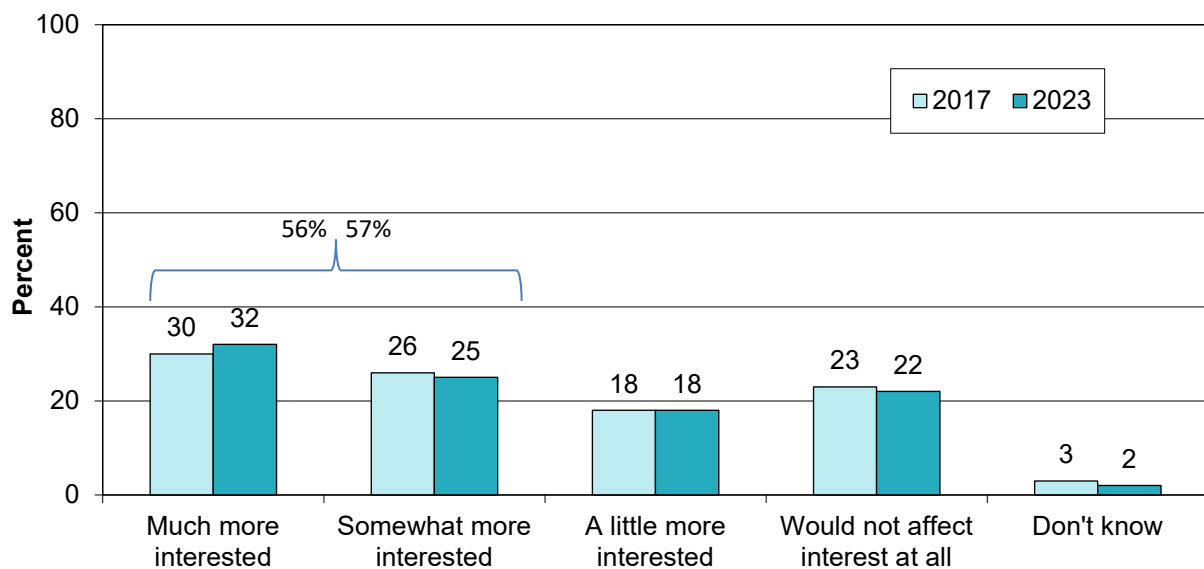
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**If there was a range that offered free firearms training.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**

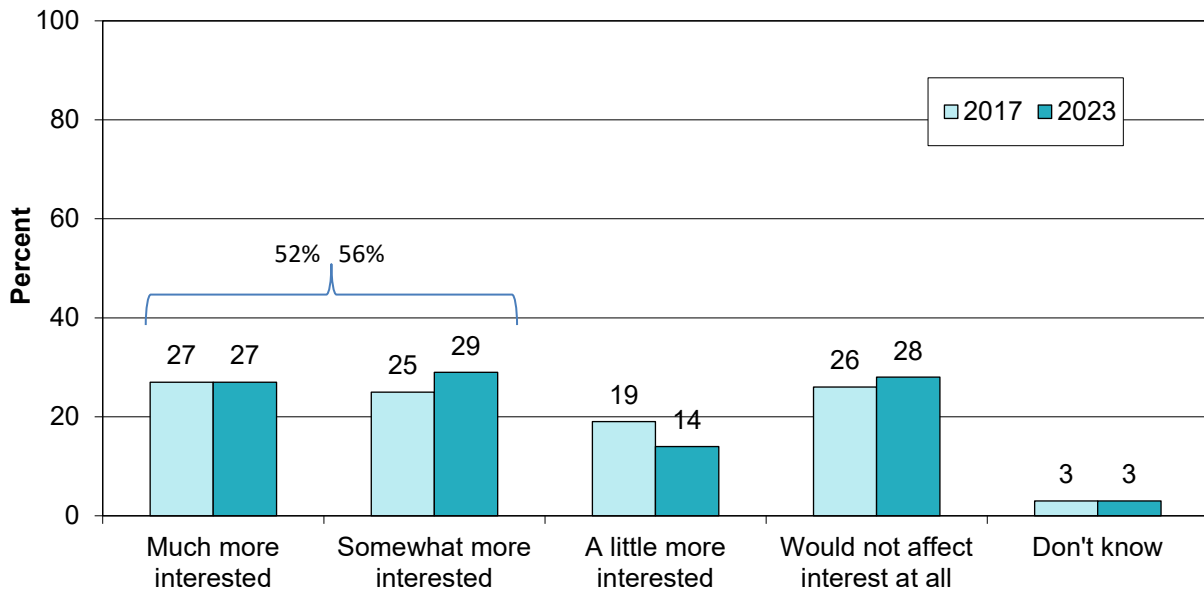


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**Knowing that effective self-defense requires regular practice.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**

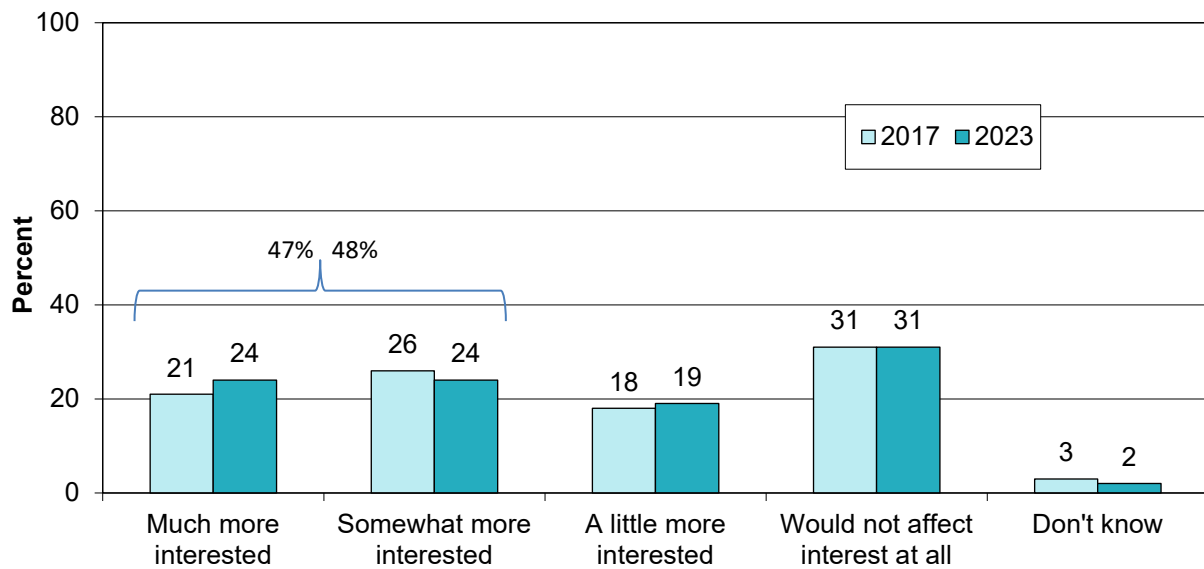


If you were more confident with your skill and knowledge levels. (Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)

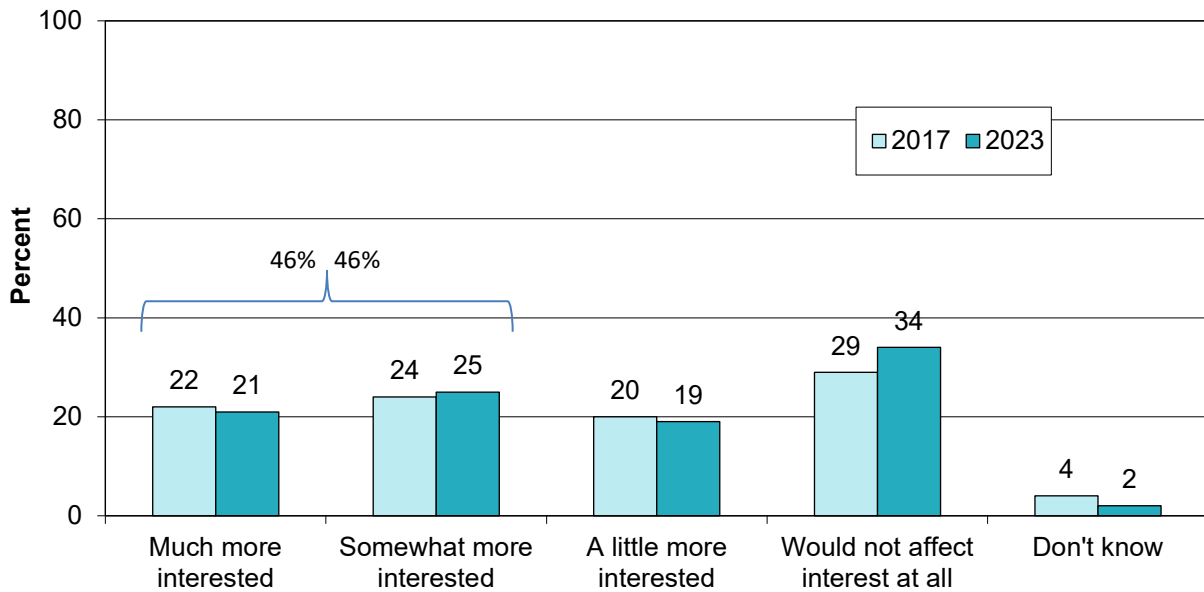


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

If there was a range/class that offered detailed instruction on gun cleaning/maintenance. (Please indicate if it would not affect your interest, or make you a little, somewhat, or much more interested in going sport shooting.) (Non-Shooters*)

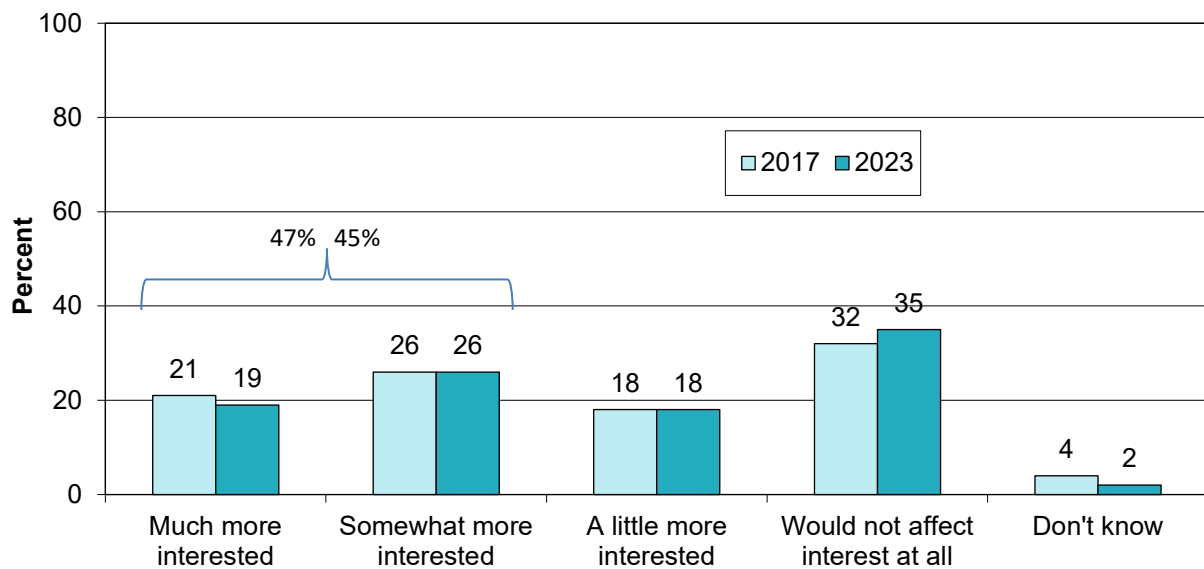


Having information from a reputable source on all aspects of shooting. (Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)

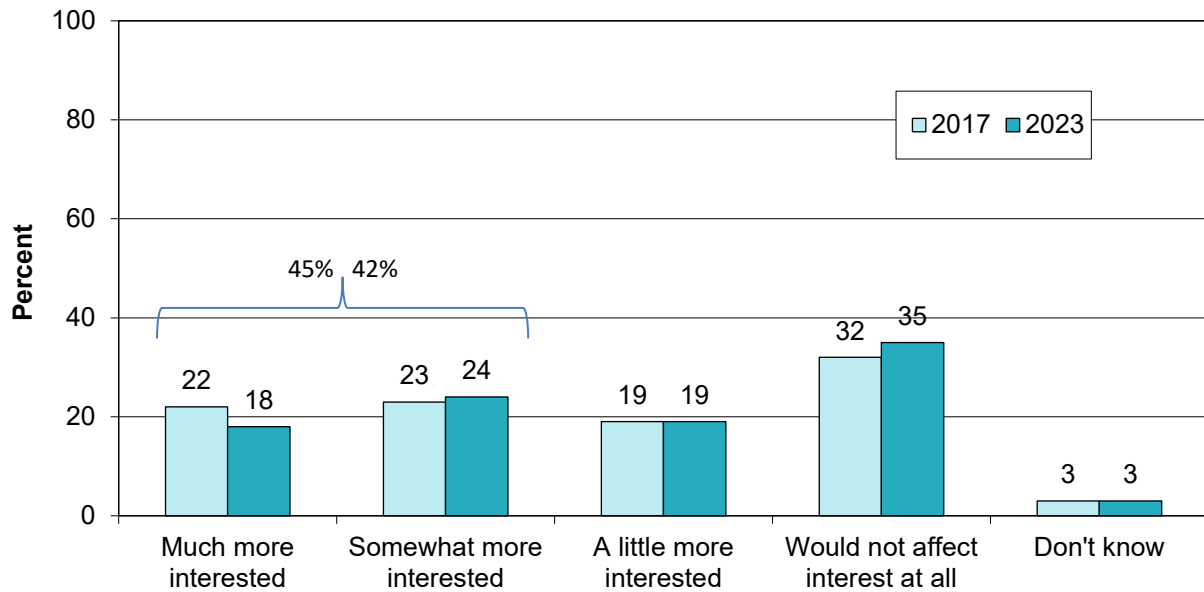


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

If there were firearms classes where you could shoot w/ other people at your skill level. (Please indicate if it would not affect your interest, or make you a little, somewhat, or much more interested in going sport shooting.) (Non-Shooters*)

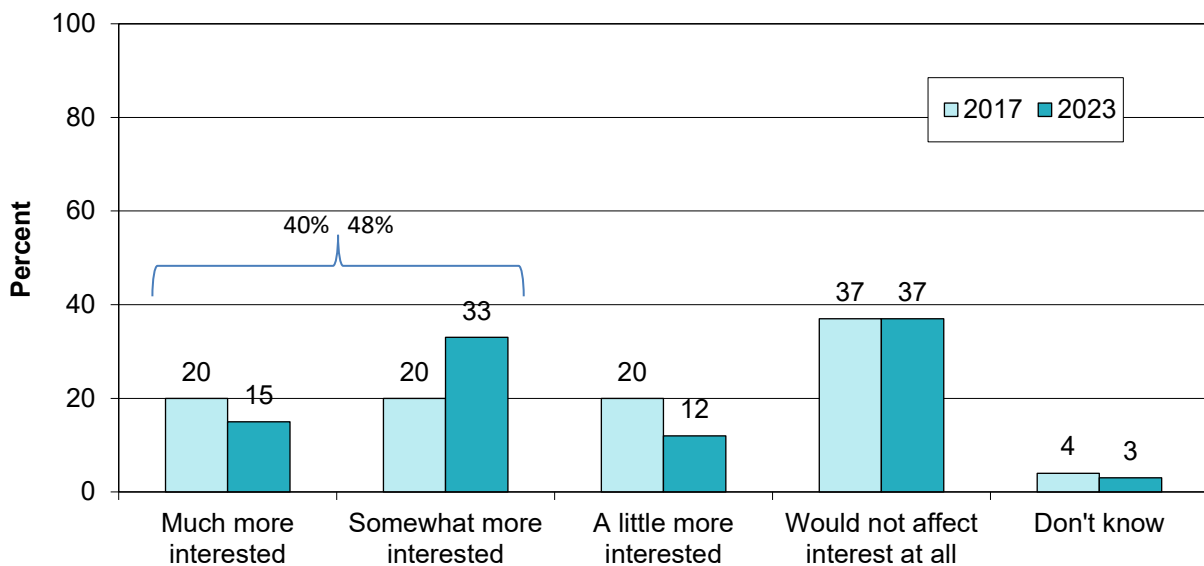


Having info. on gun laws and restrictions for your state and/or area of residence. (Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)

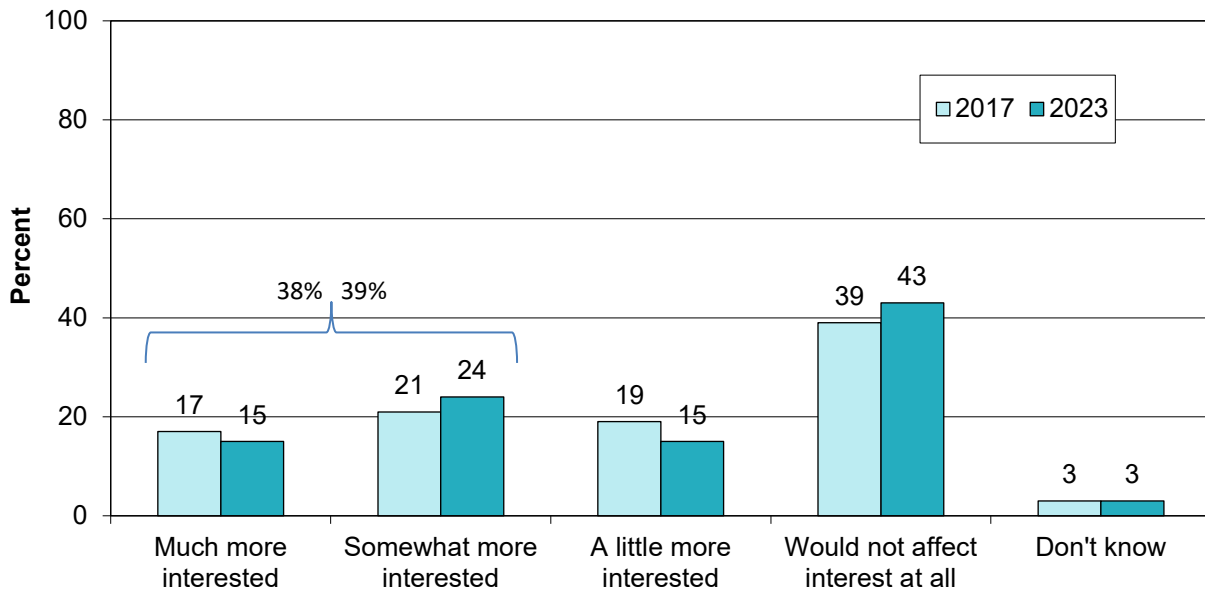


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Knowing that excise taxes on firearms and ammo help pay for wildlife conservation. (Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)

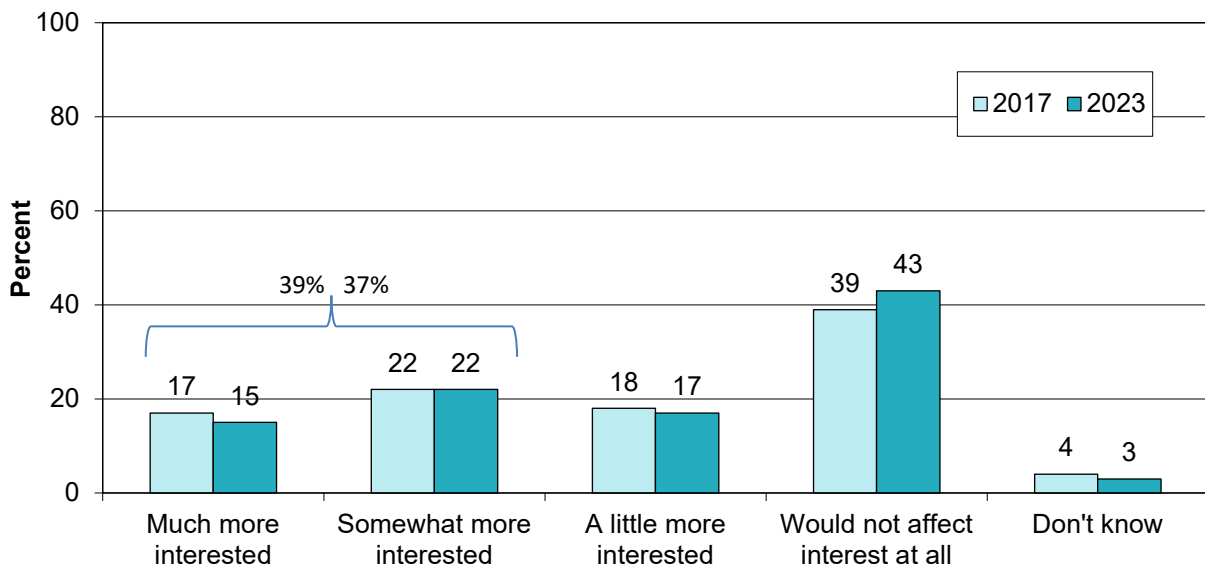


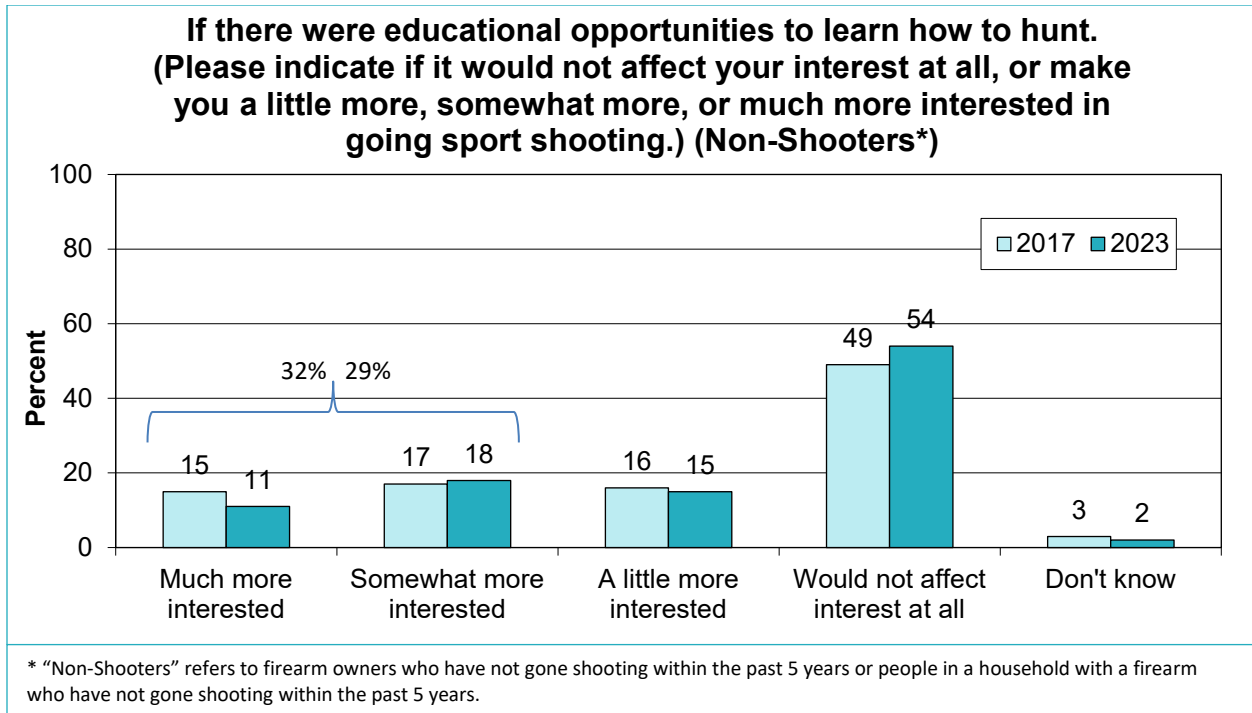
**If there was a family or group discount at a range.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**If there was a range where you could rent a firearm.
(Please indicate if it would not affect your interest at all, or make you a little more, somewhat more, or much more interested in going sport shooting.) (Non-Shooters*)**

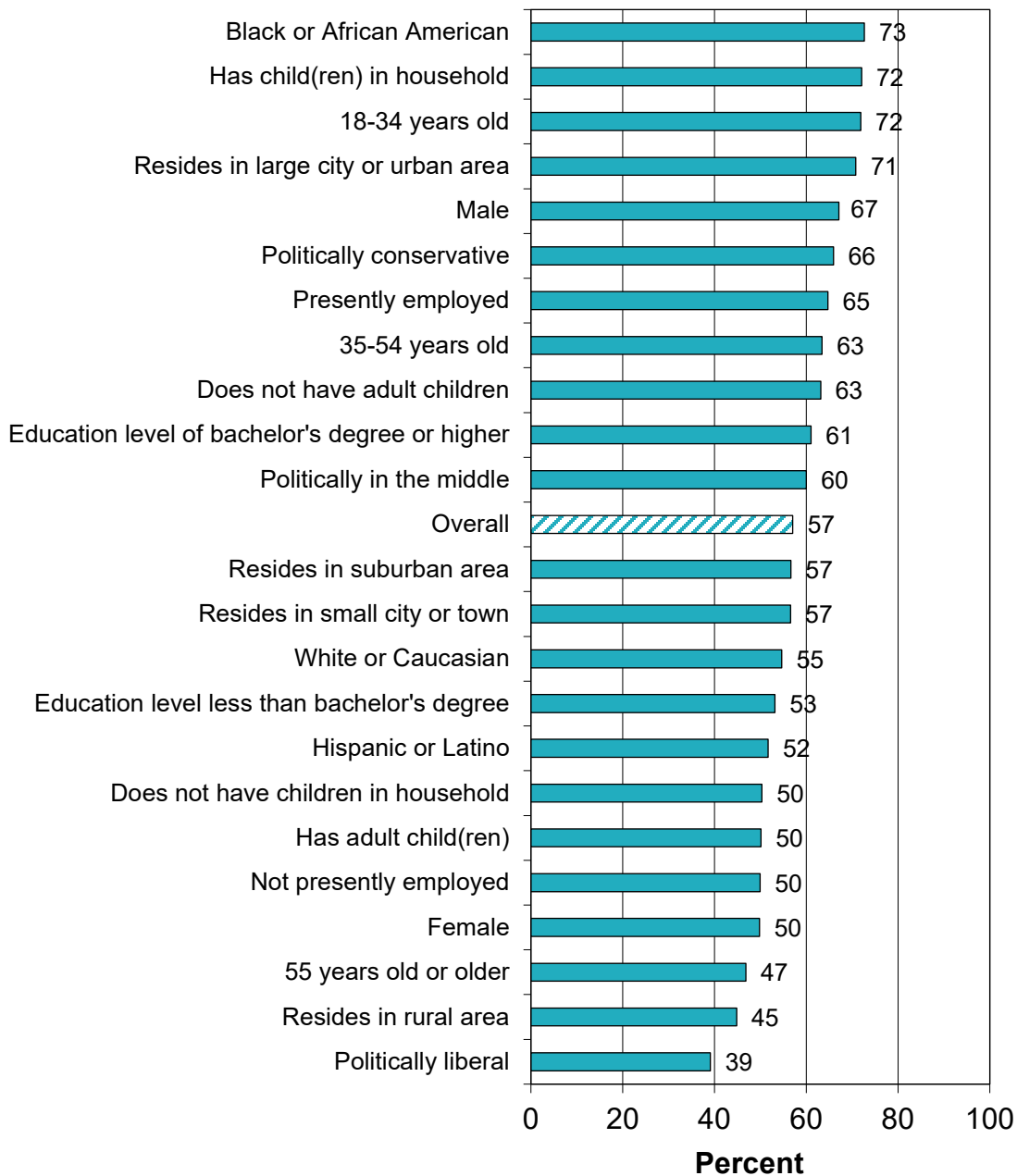




The following pages contain demographic analyses graphs for each of the encouragements. The graphs show the percentage of various groups who would be much more or somewhat more interested in going sport shooting, given the specific encouragement. Among the findings:

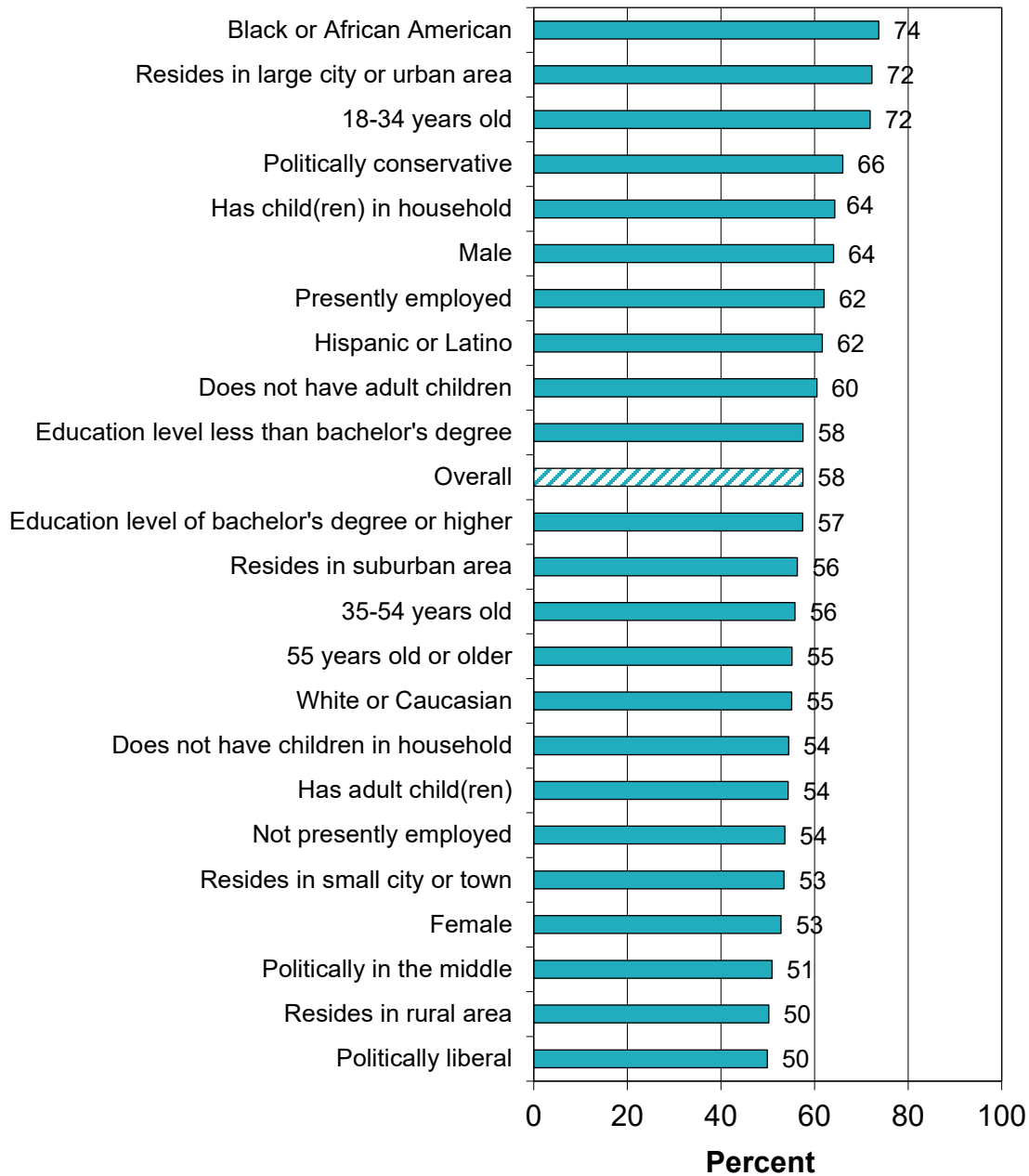
- Four groups of non-shooters are at the top of the graphs for many of the encouragements: Blacks/African Americans, those with children, young people, and urban residents.
- Males and those who are politically conservative also are high on the rankings shown in the graphs.
- Note that this is not meant to describe a single person (i.e., a young Black male with children who lives in a city and is politically conservative). Each group is looked at individually.

Percent of each of the following groups who indicated that a range that offered free firearms training would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



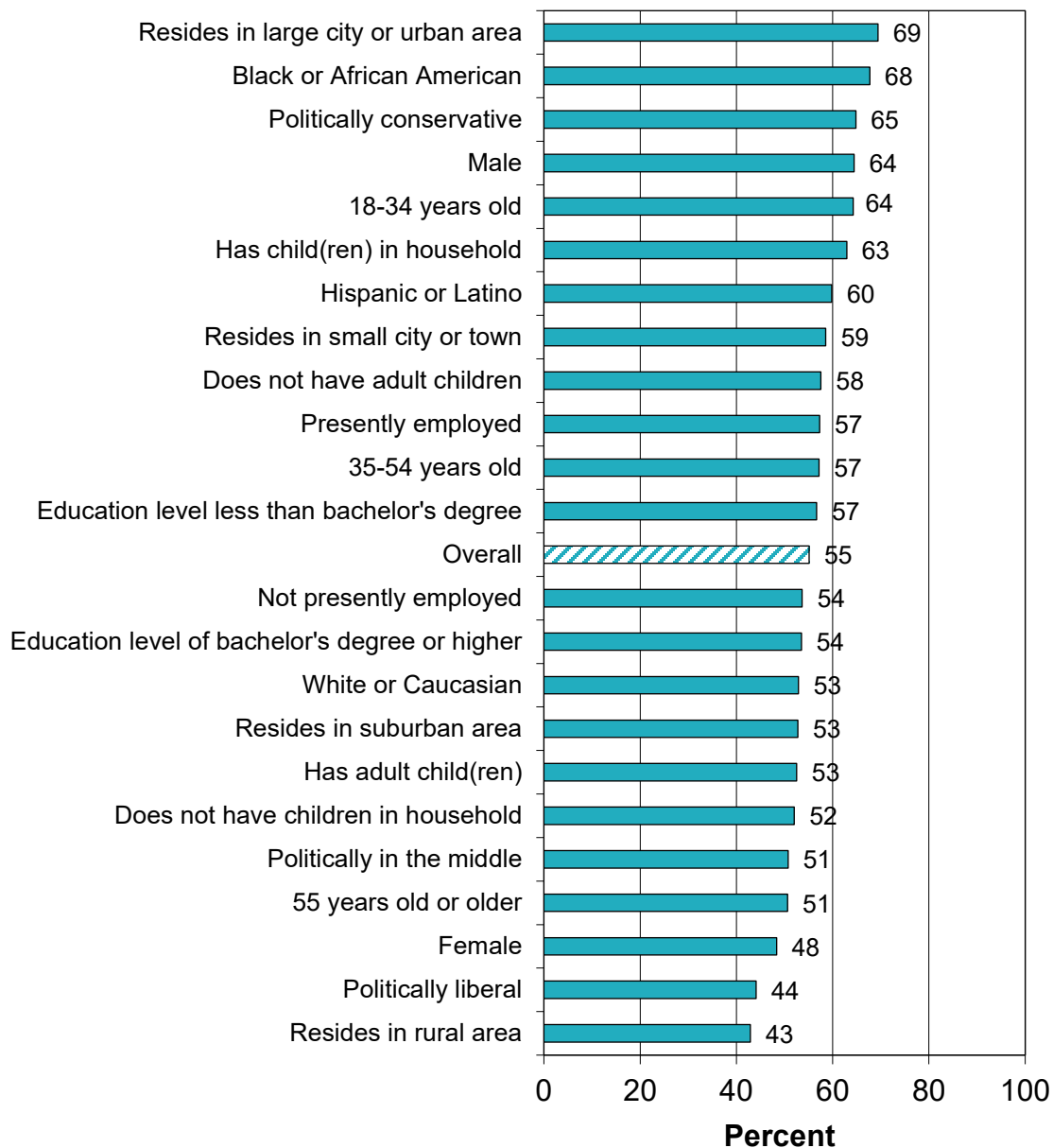
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that knowing that effective self-defense requires regular practice would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



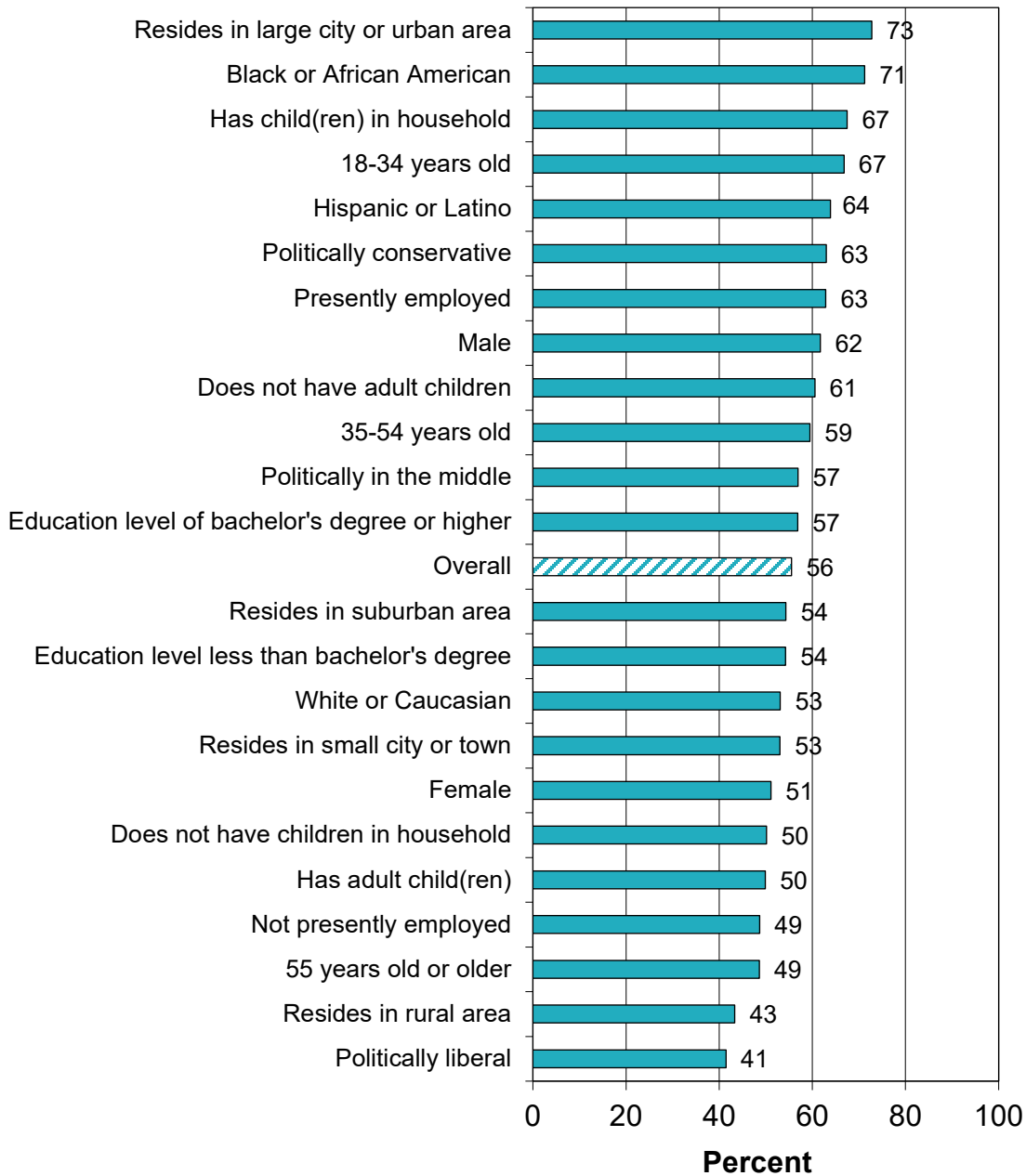
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that having an experienced shooter they know and trust invite them to "Come With" them to the range or field would make them much more or somewhat more interested in going sport shooting: (Non-Shooters)



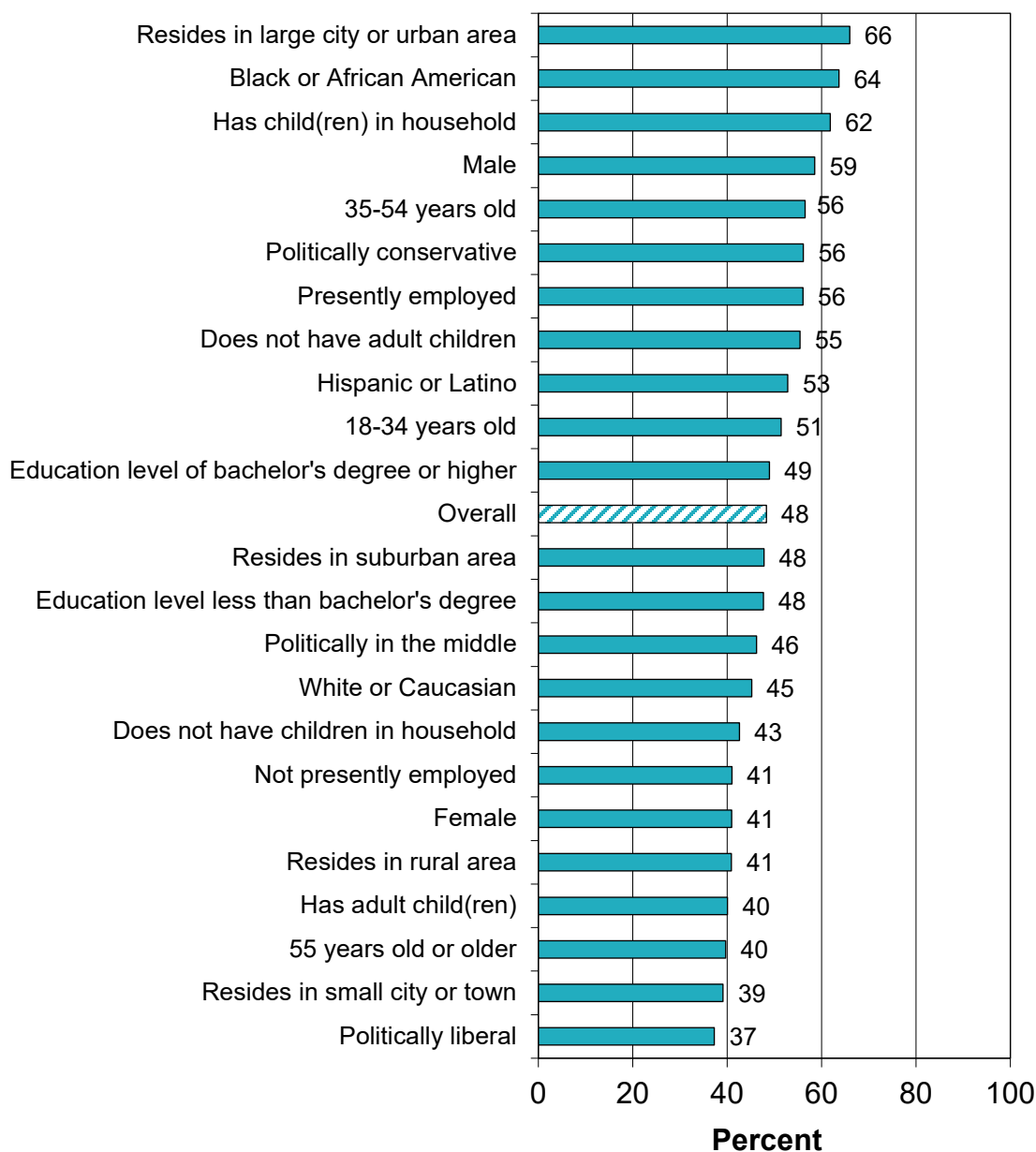
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that having more confidence with their skill and knowledge levels would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



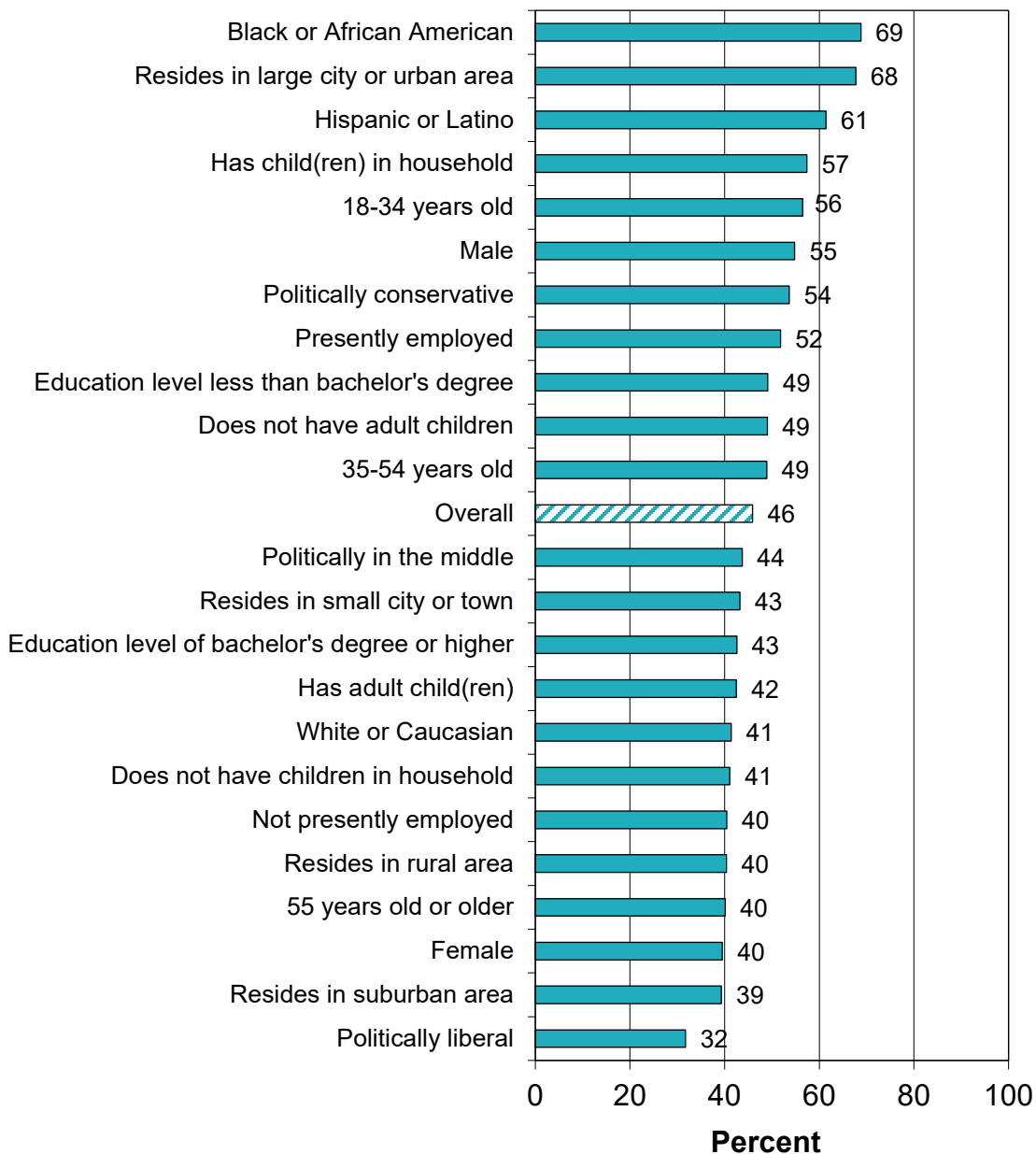
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that having a range or class that offered detailed instruction on gun cleaning and maintenance would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



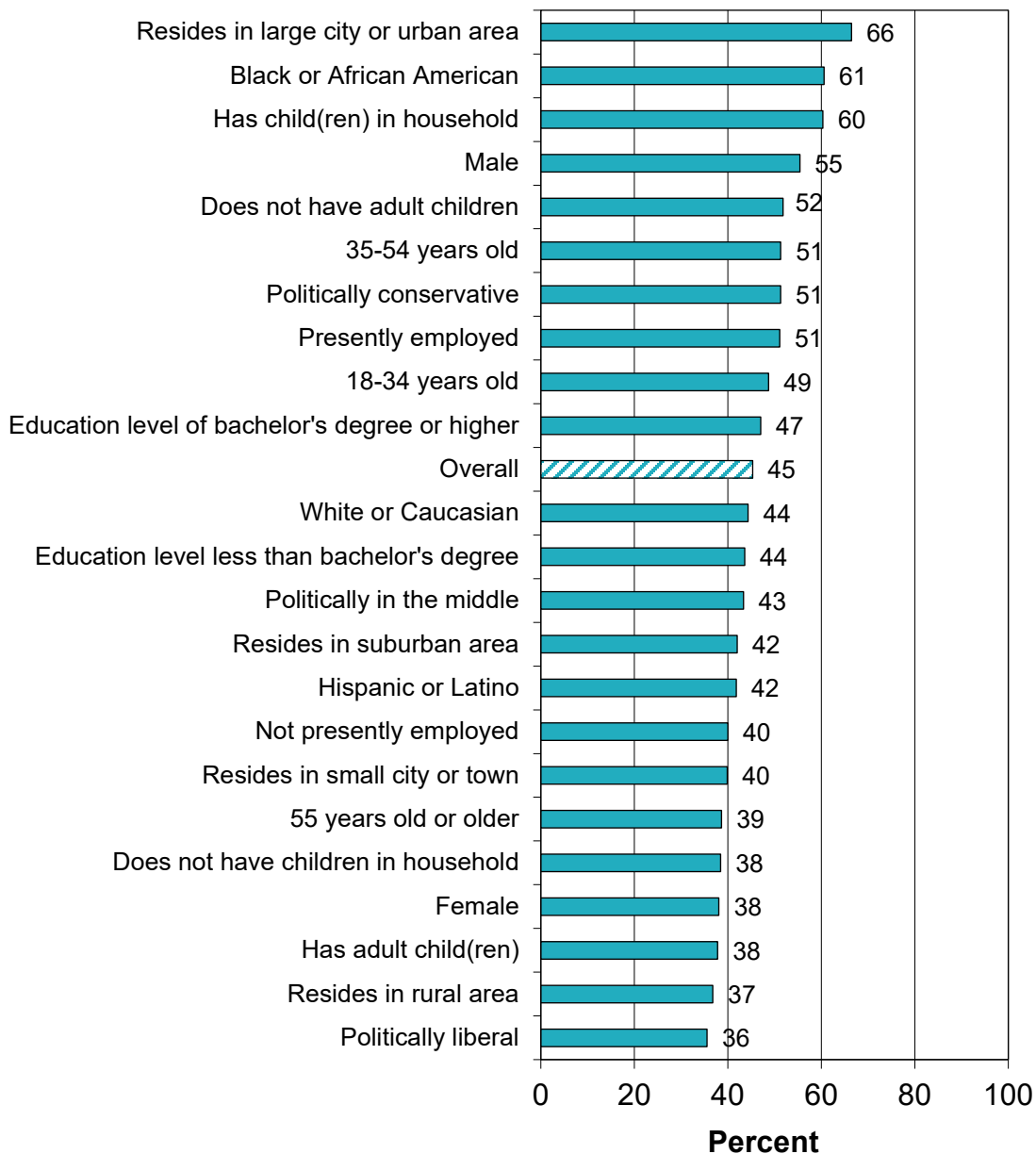
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that having information from a reputable source on all aspects of shooting would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



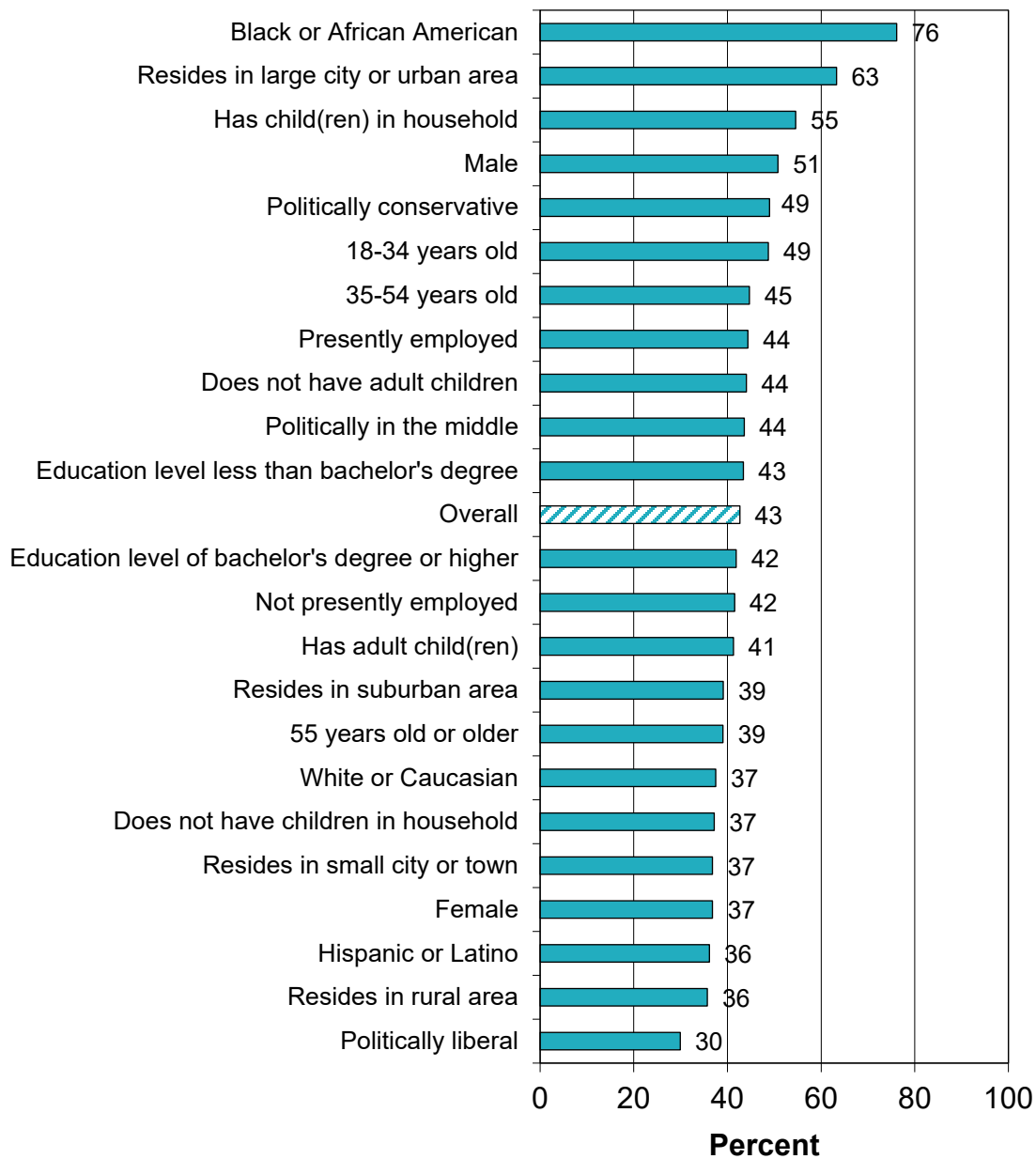
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

**Percent of each of the following groups who indicated that having firearms classes where they could shoot with other people at their skill level would make them much more or somewhat more interested in going sport shooting:
(Non-Shooters*)**



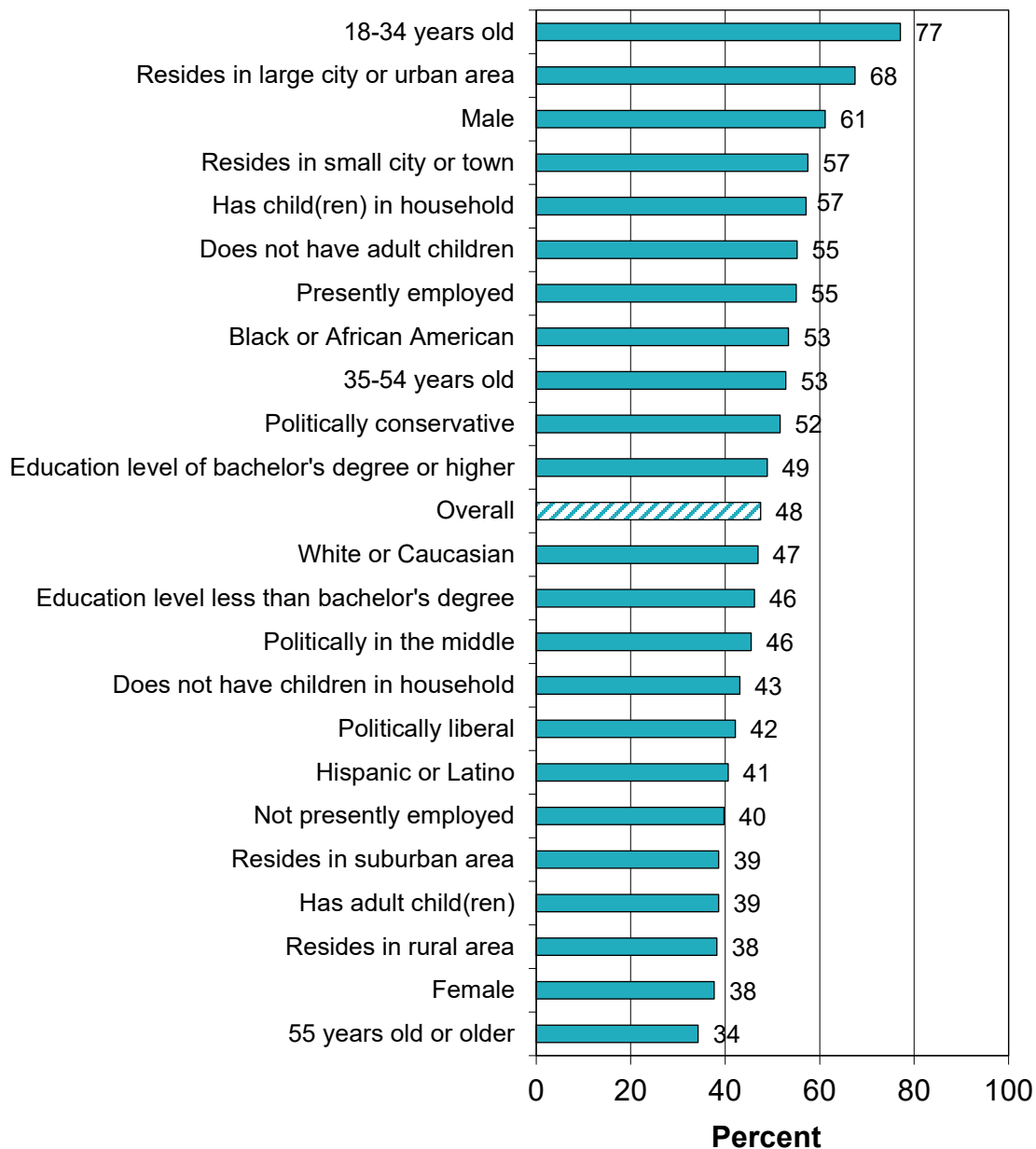
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that having information on gun laws and restrictions for their state and/or area of residence would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



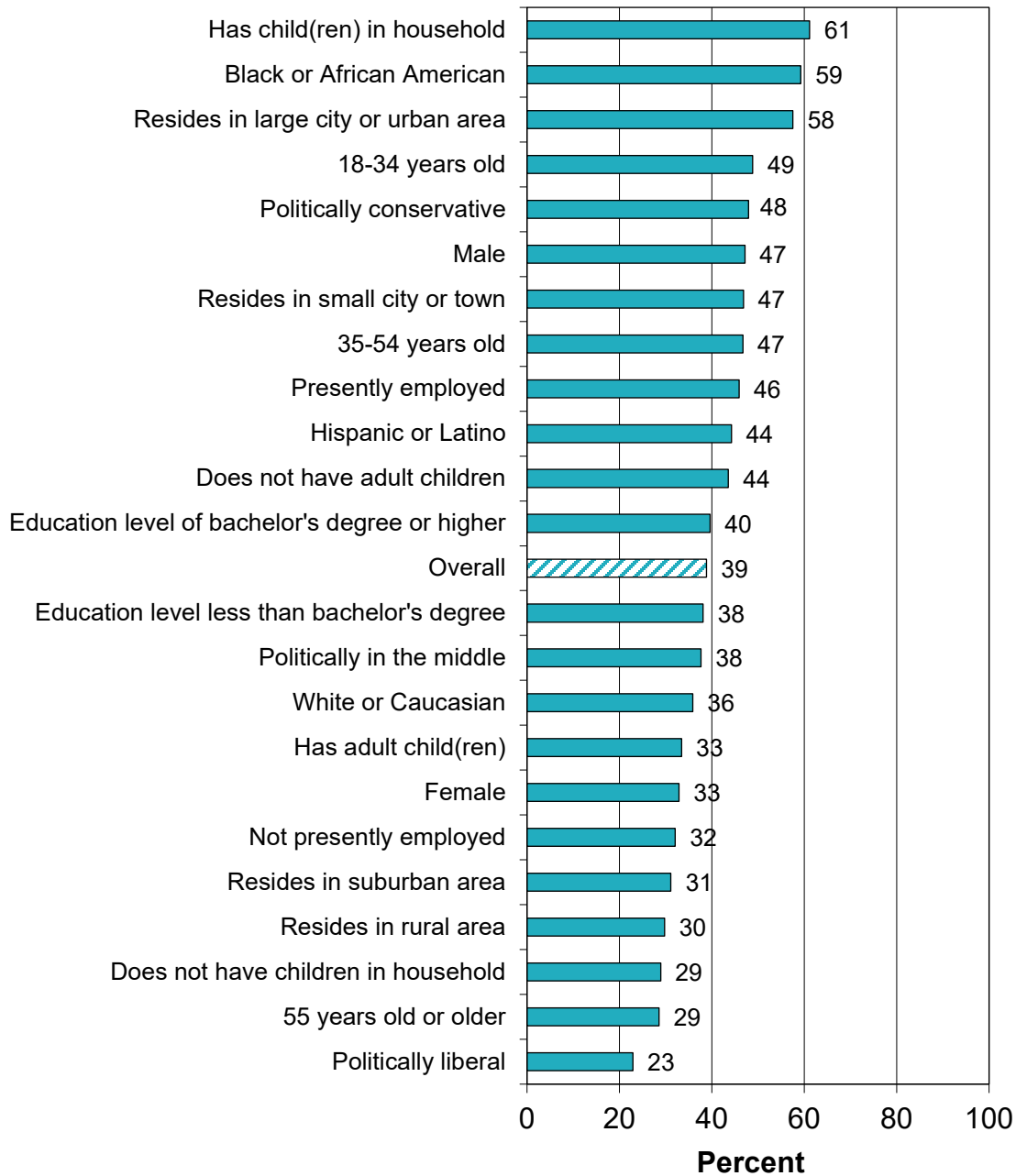
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that knowing that excise taxes on firearms and ammo help pay for wildlife conservation would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



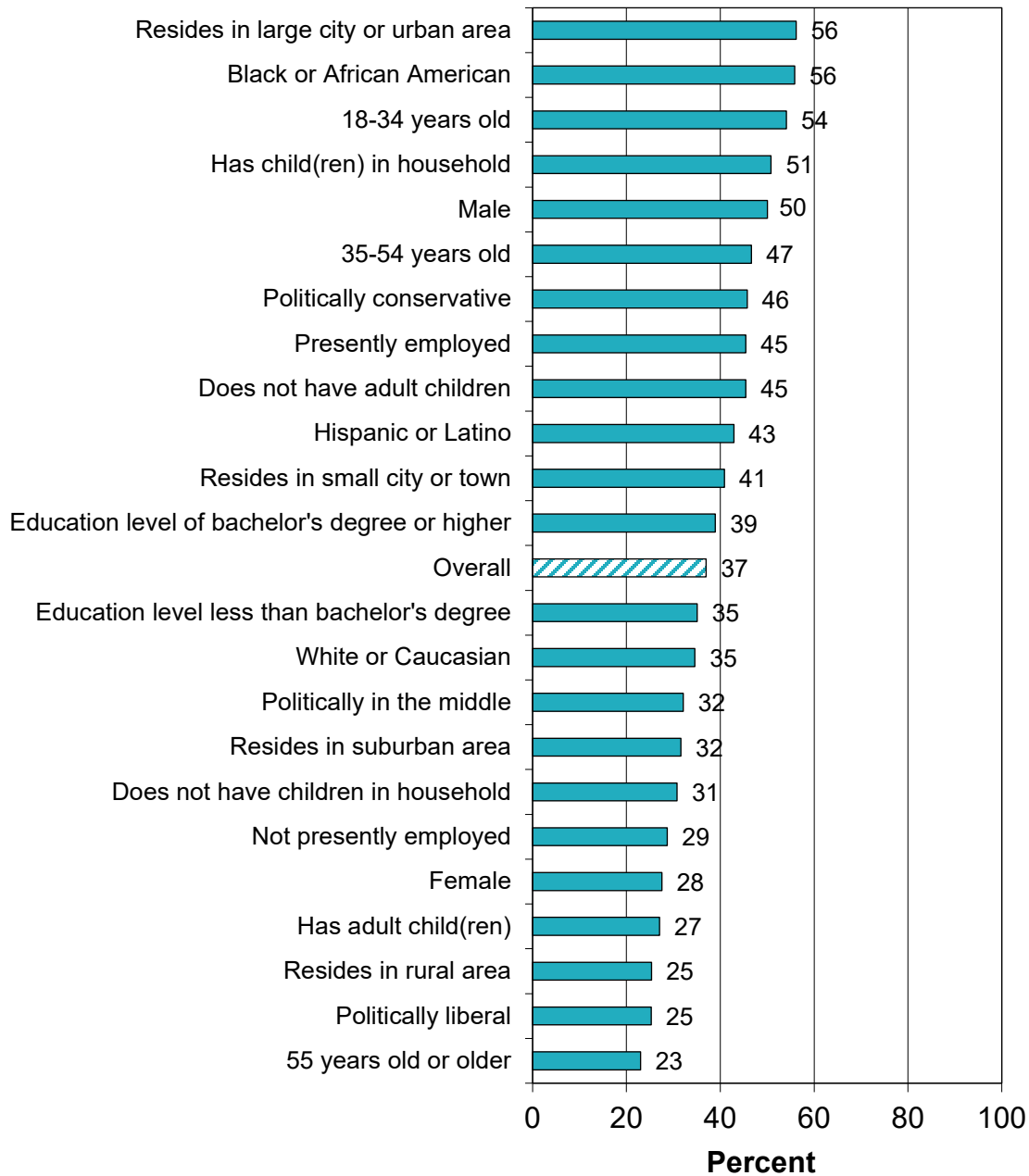
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that having a family or group discount at a range would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



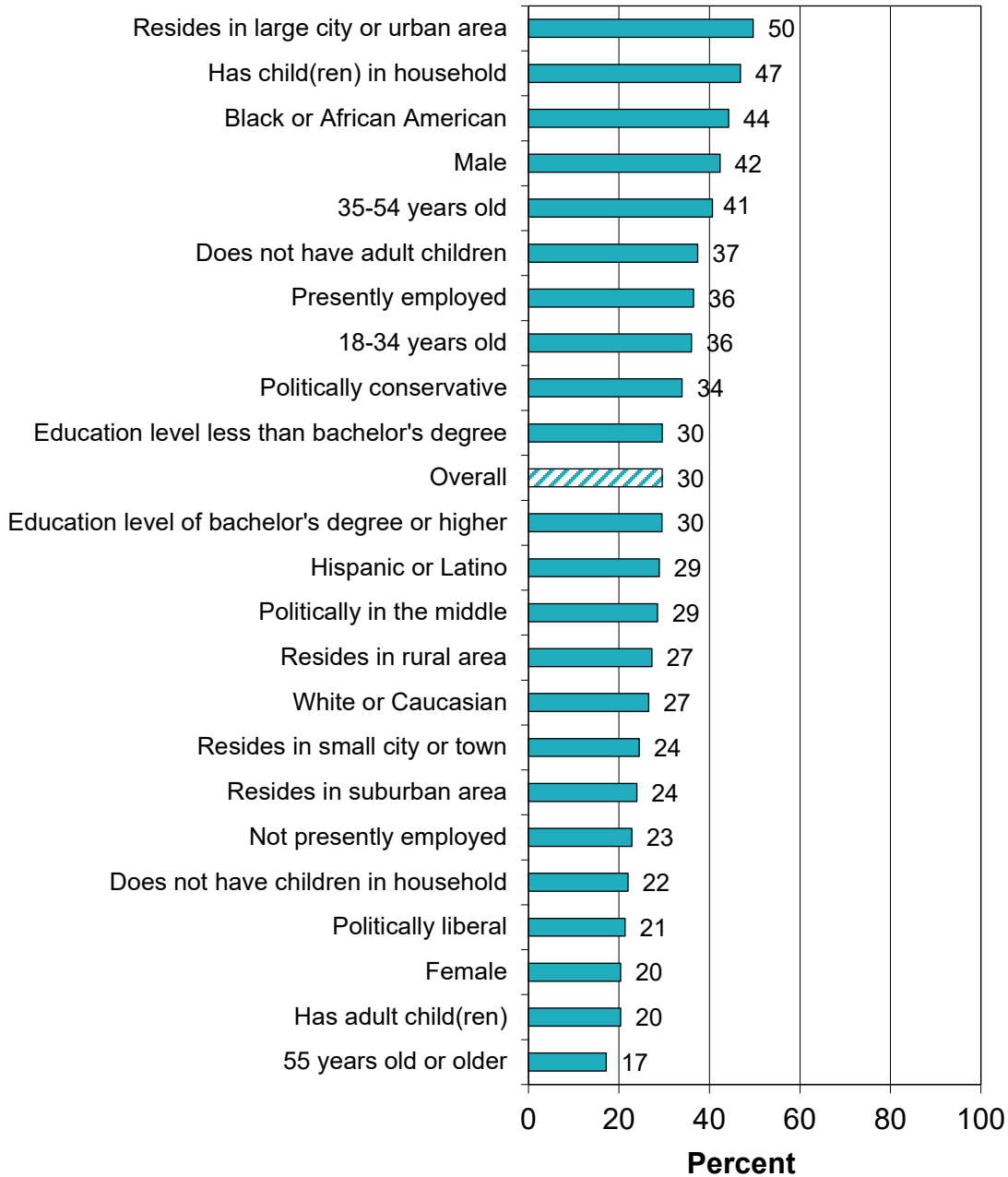
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who indicated that having a range where they could rent a firearm would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



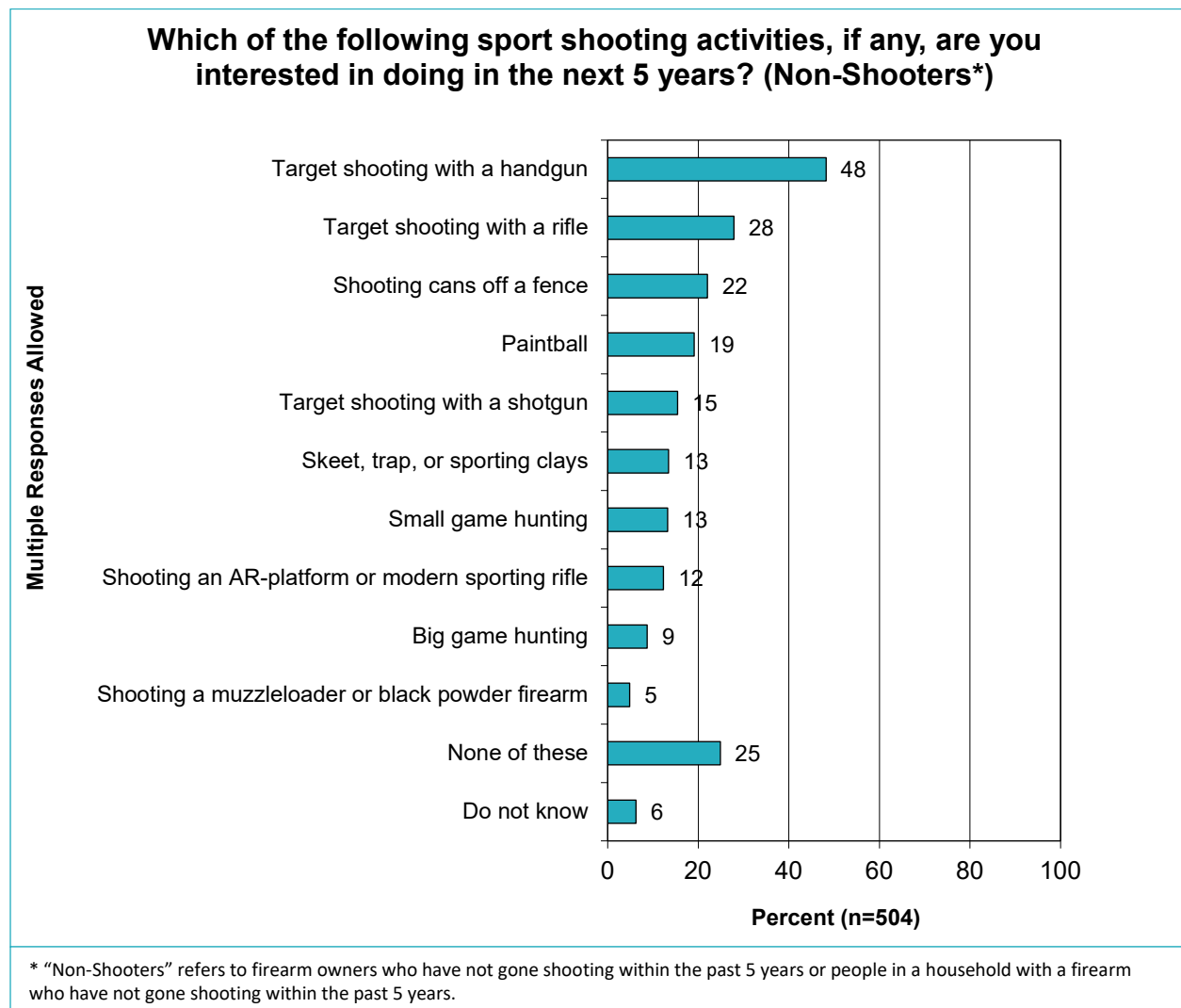
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

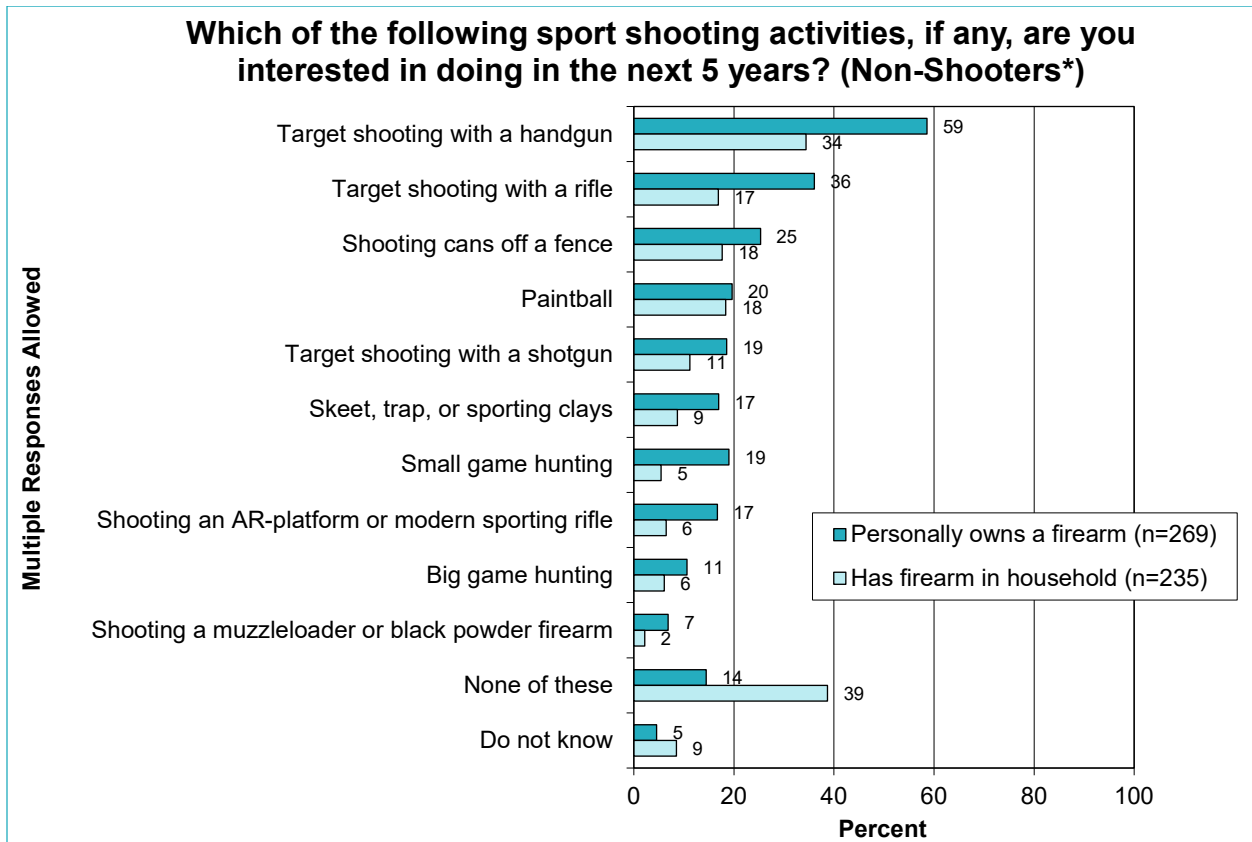
Percent of each of the following groups who indicated that having educational opportunities to learn how to hunt would make them much more or somewhat more interested in going sport shooting: (Non-Shooters*)



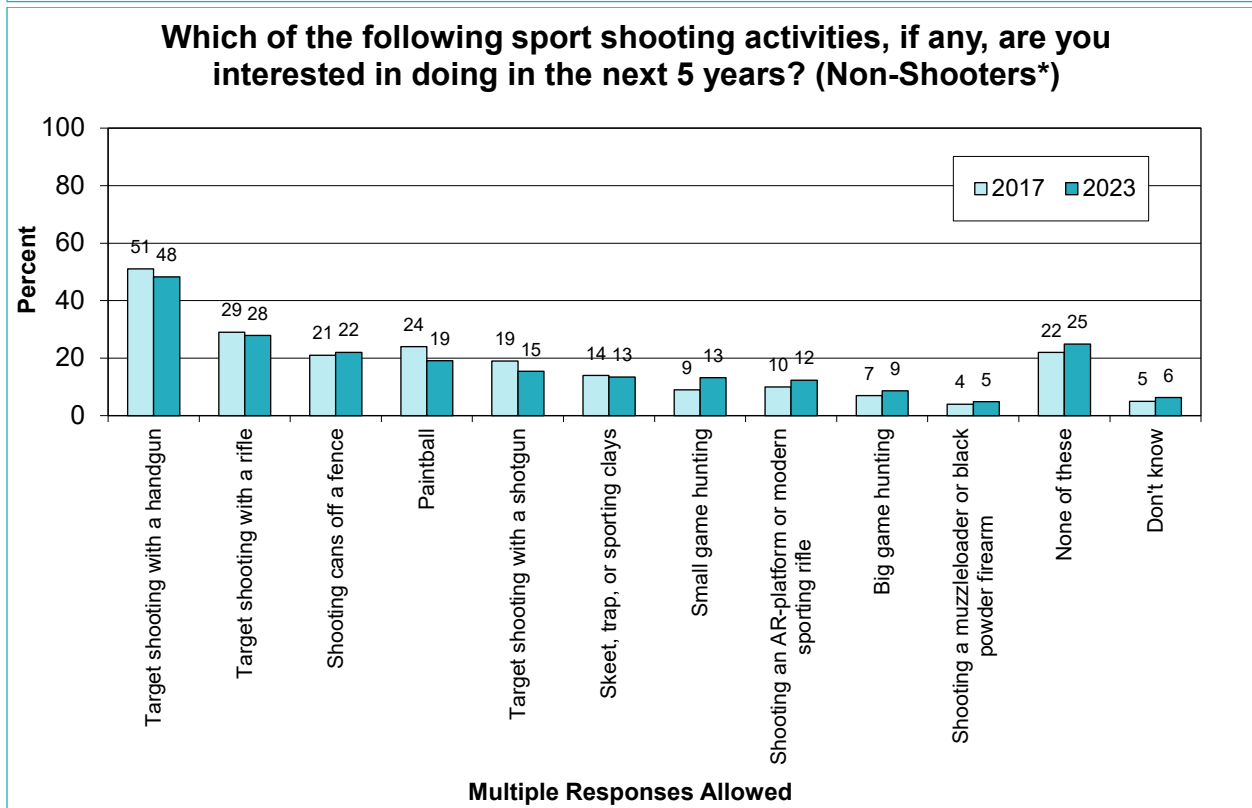
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

The most interest is expressed for target shooting with a handgun: nearly half of non-shooters say that they are interested in doing this in the next 5 years. About a quarter express interest in target shooting with a rifle, and about a fifth each are interested in plinking cans off a fence and paintball. While firearm owners' rate of interest is higher for each type of shooting, the difference is marked regarding handguns: owners' rate of interest in target shooting with a handgun is almost double the interest of non-owners (following page). The trends do not show any great differences.





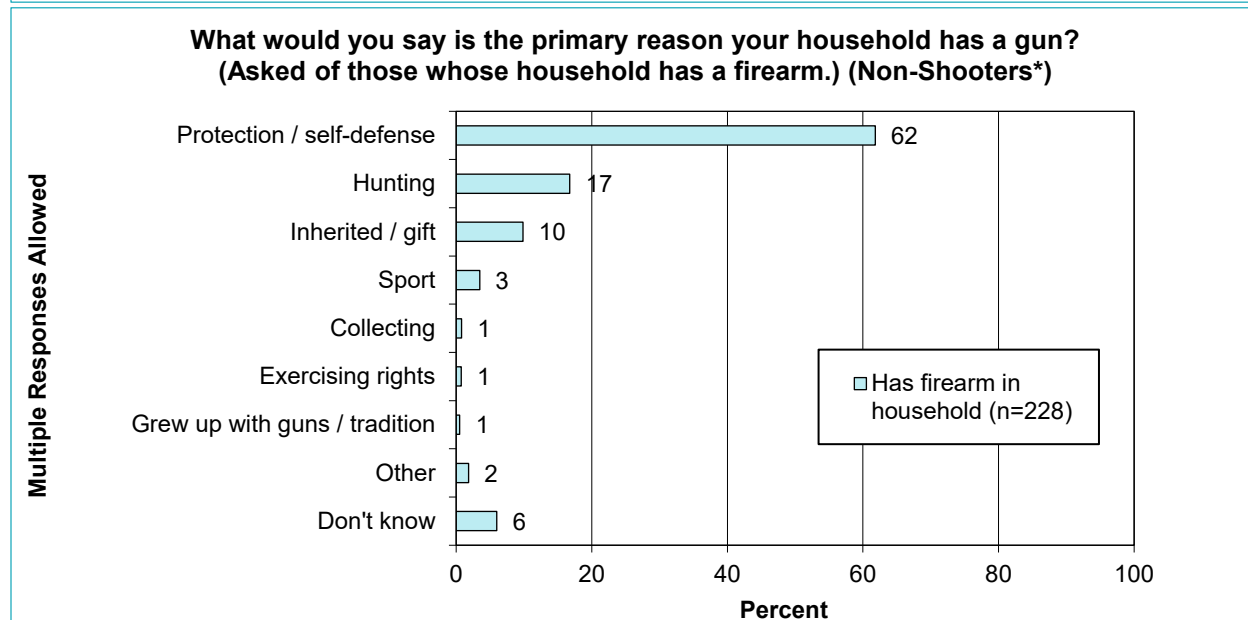
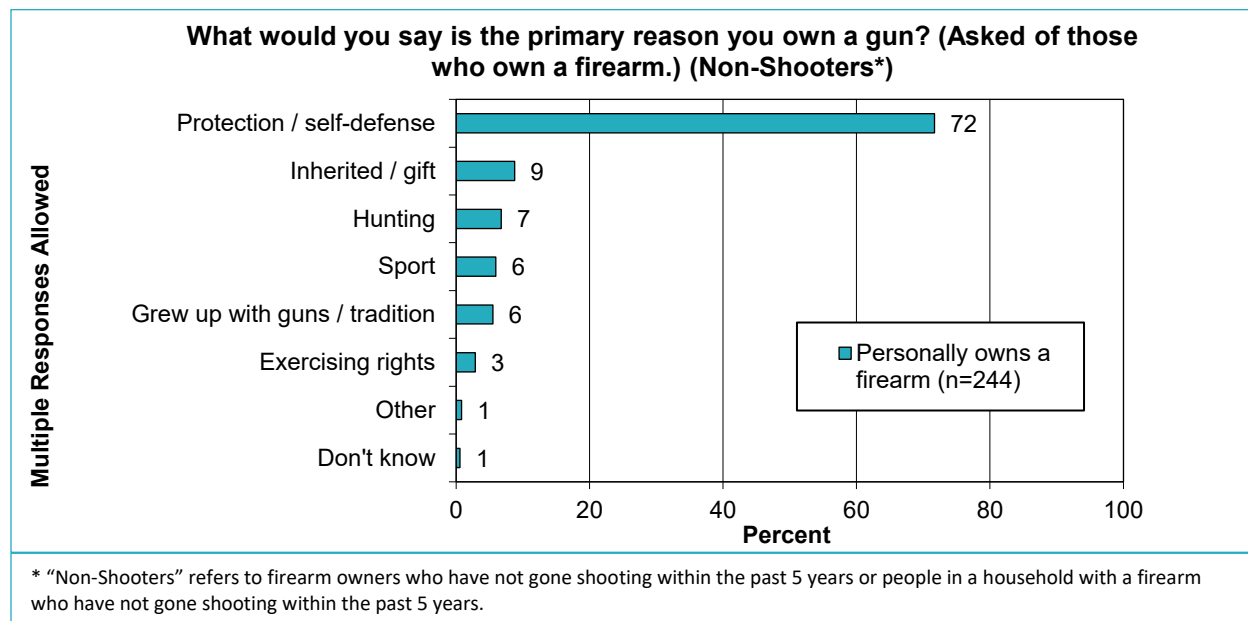
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

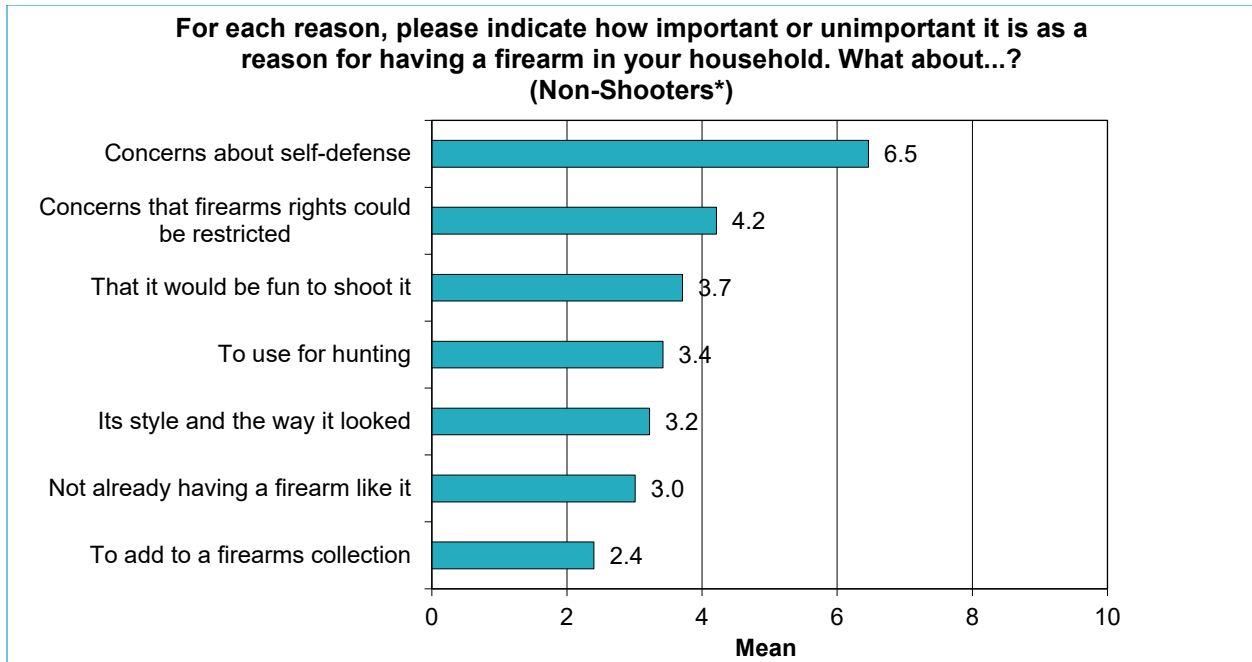


MOTIVATIONS FOR HAVING FIREARMS AND FOR SPORT SHOOTING

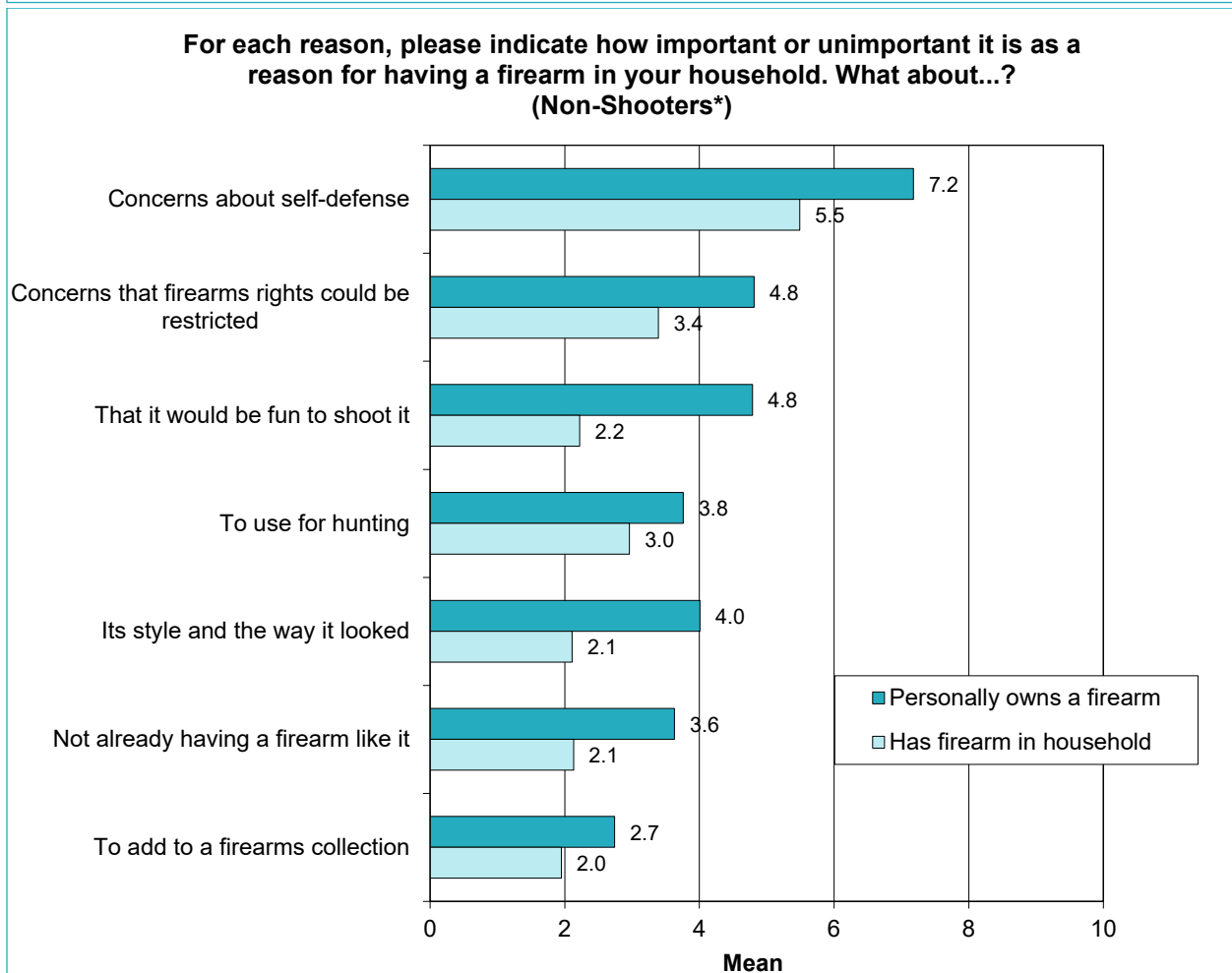
Self-defense is, by far, the most highly rated reason that firearms are owned and were acquired by non-shooters:

- In an open-ended question, where any response can be given, responses related to protection and self-defense were the most common reasons that non-shooting firearm owners said that they had a firearm.
- Likewise, the most common reasons that non-owning non-shooters said that their household had a firearm were related to protection and self-defense.
- In a series of questions about the importance of reasons for having firearms, the only reason with a mean rating above the midpoint is concern about self-defense.
- In a list of encouragements that might prompt more sport shooting participation, the top-rated one was for self-defense practice.

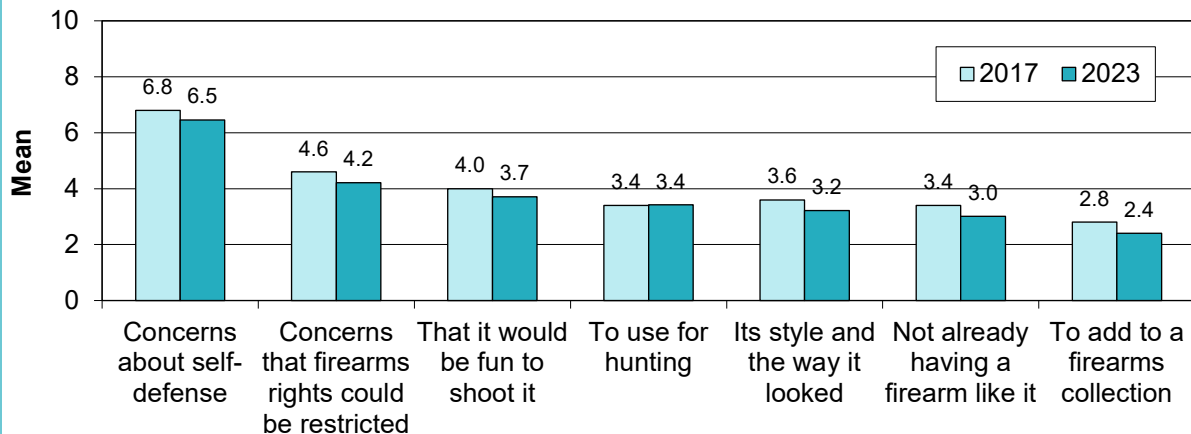




* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

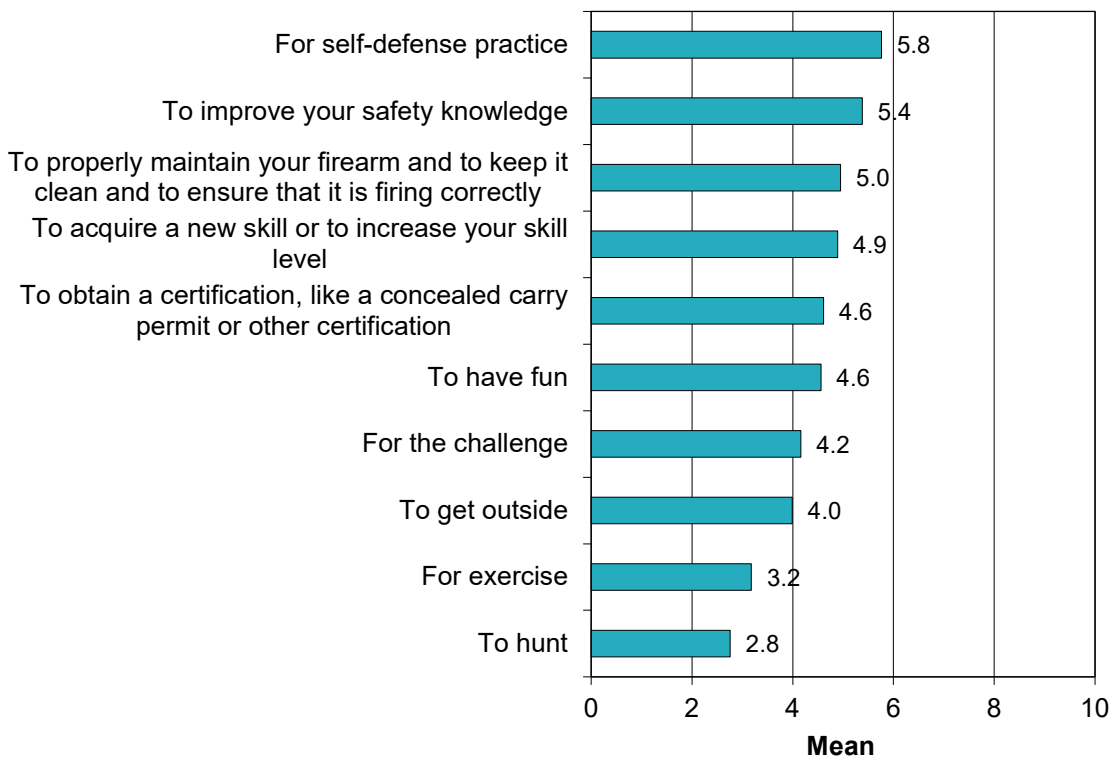


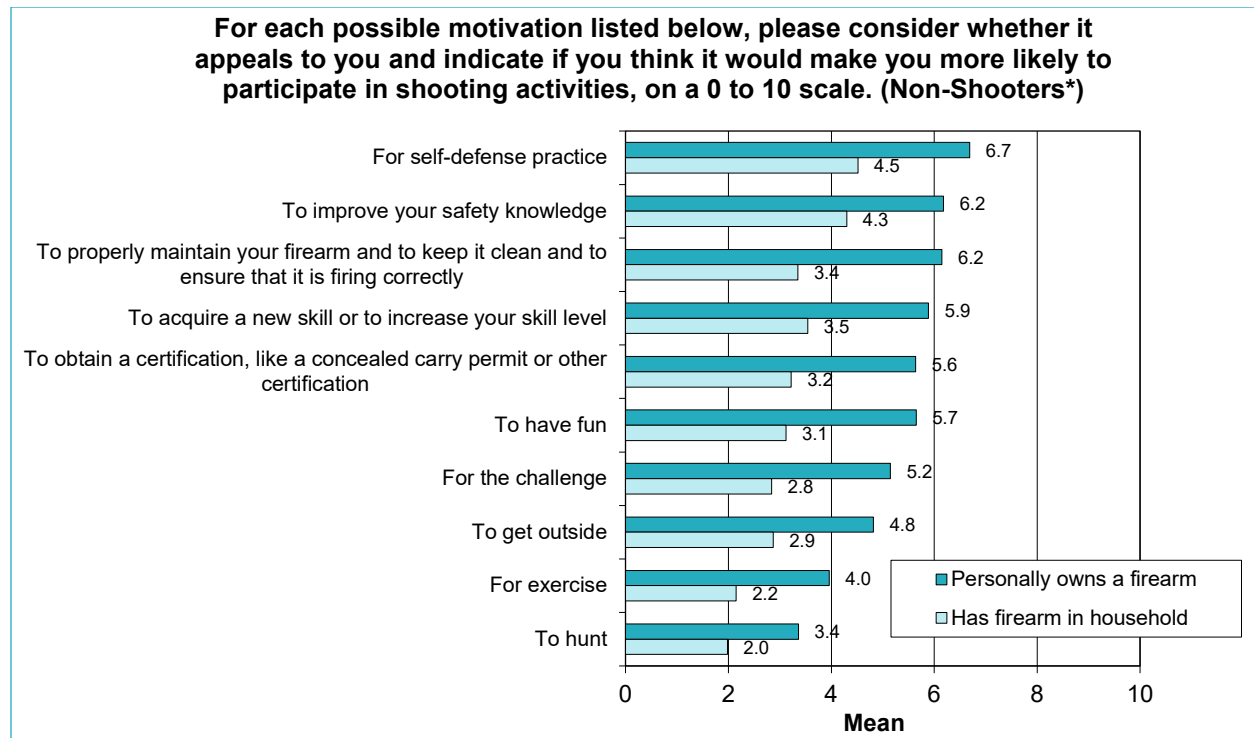
For each reason, please indicate how important or unimportant it is as a reason for having a firearm in your household. What about...? (Non-Shooters*)



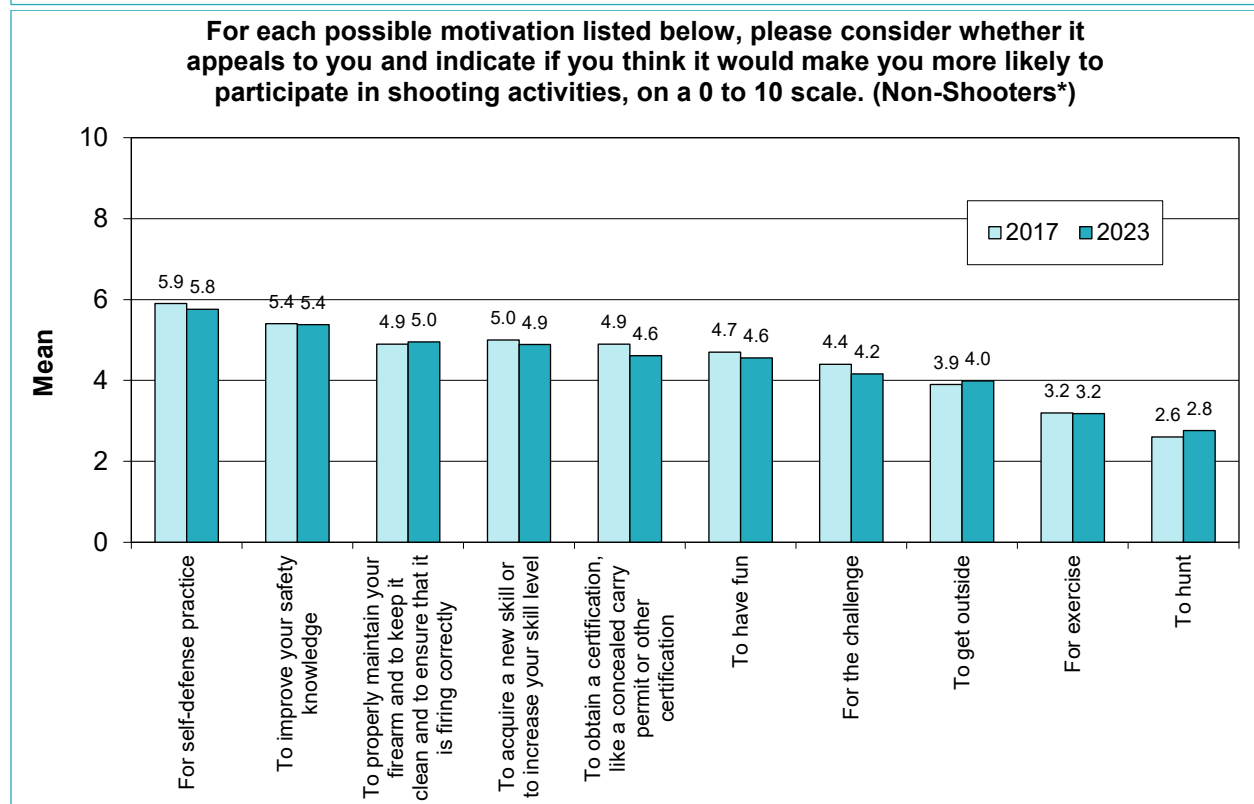
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

For each possible motivation listed below, please consider whether it appeals to you and indicate if you think it would make you more likely to participate in shooting activities, on a 0 to 10 scale. (Non-Shooters*)



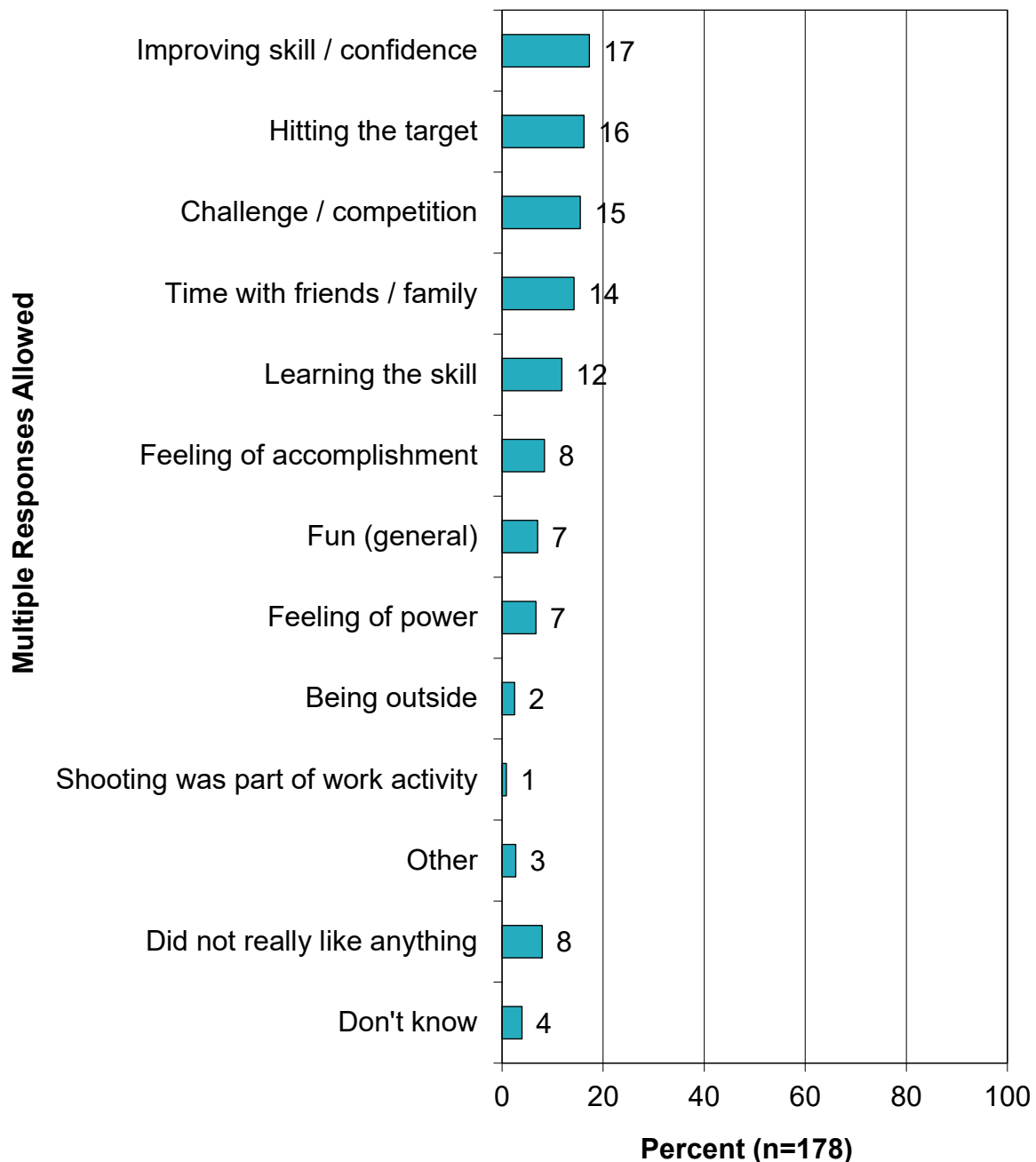


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.



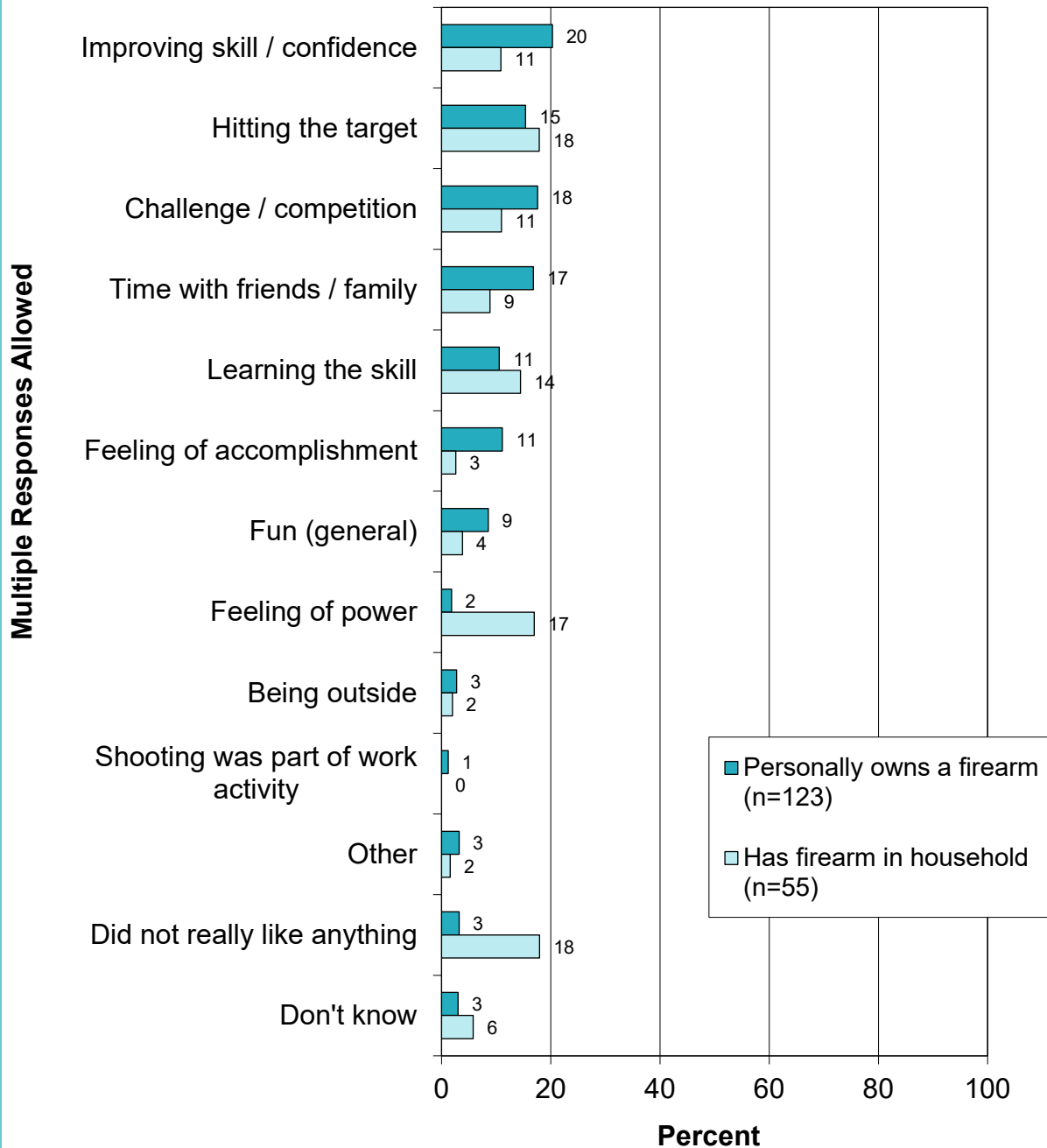
The most-commonly liked aspects of sport shooting are related to the skill and challenge (including simply hitting the target), although camaraderie is also important.

Thinking about when you shot in your lifetime, what did you like most about the sport shooting that you did? (Asked of those who participated in sport shooting with a firearm at some time.) (Non-Shooters*)



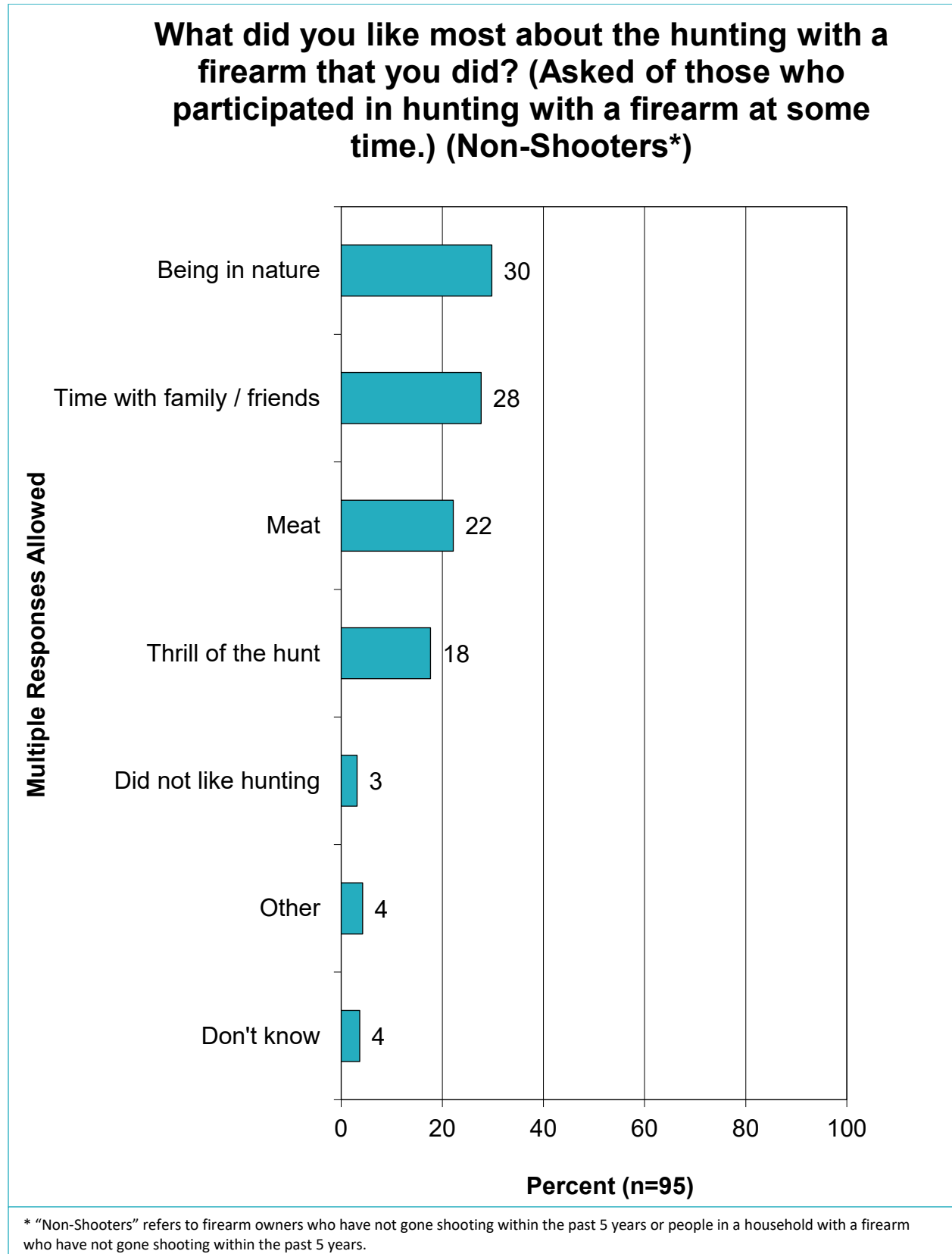
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Thinking about when you shot in your lifetime, what did you like most about the sport shooting that you did? (Asked of those who participated in sport shooting with a firearm at some time.) (Non-Shooters*)

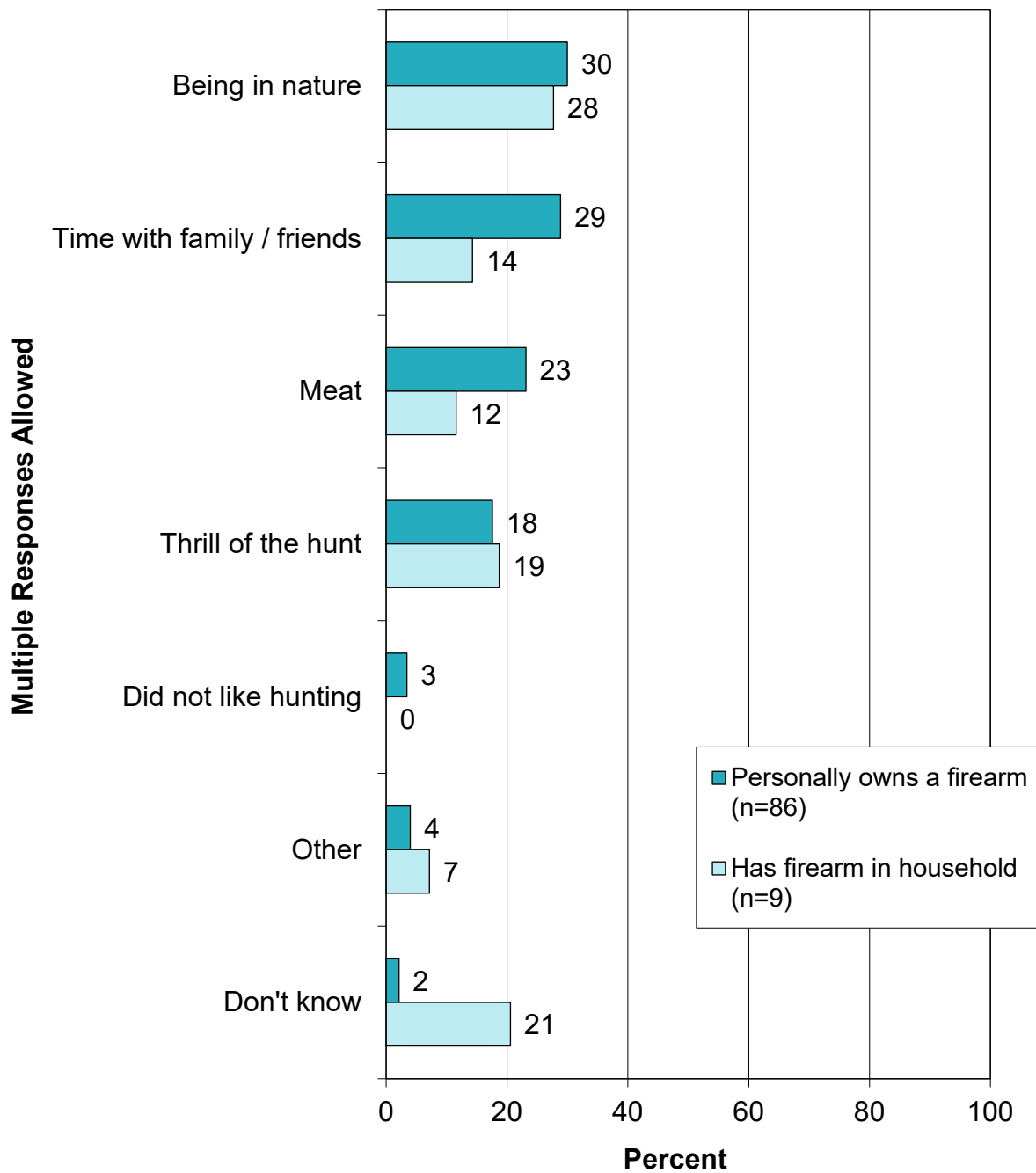


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

The most-liked aspect of hunting with a firearm was being in nature and being with family and friends—aspects that really have nothing to do with the firearm. Next in the ranking was getting meat.



What did you like most about the hunting with a firearm that you did? (Asked of those who participated in hunting with a firearm at some time.) (Non-Shooters*)

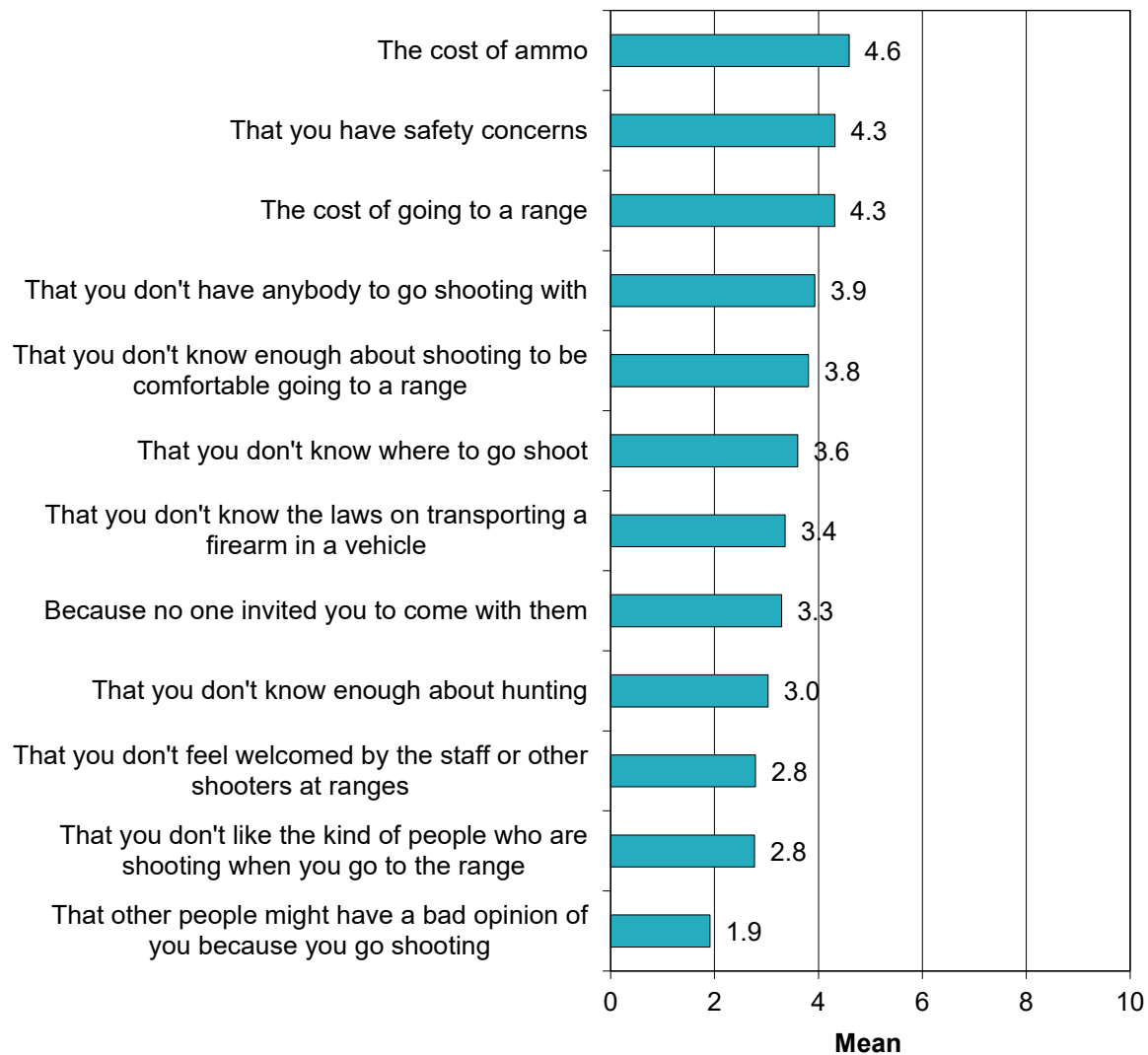


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

CONSTRAINTS TO PARTICIPATION IN SPORT SHOOTING

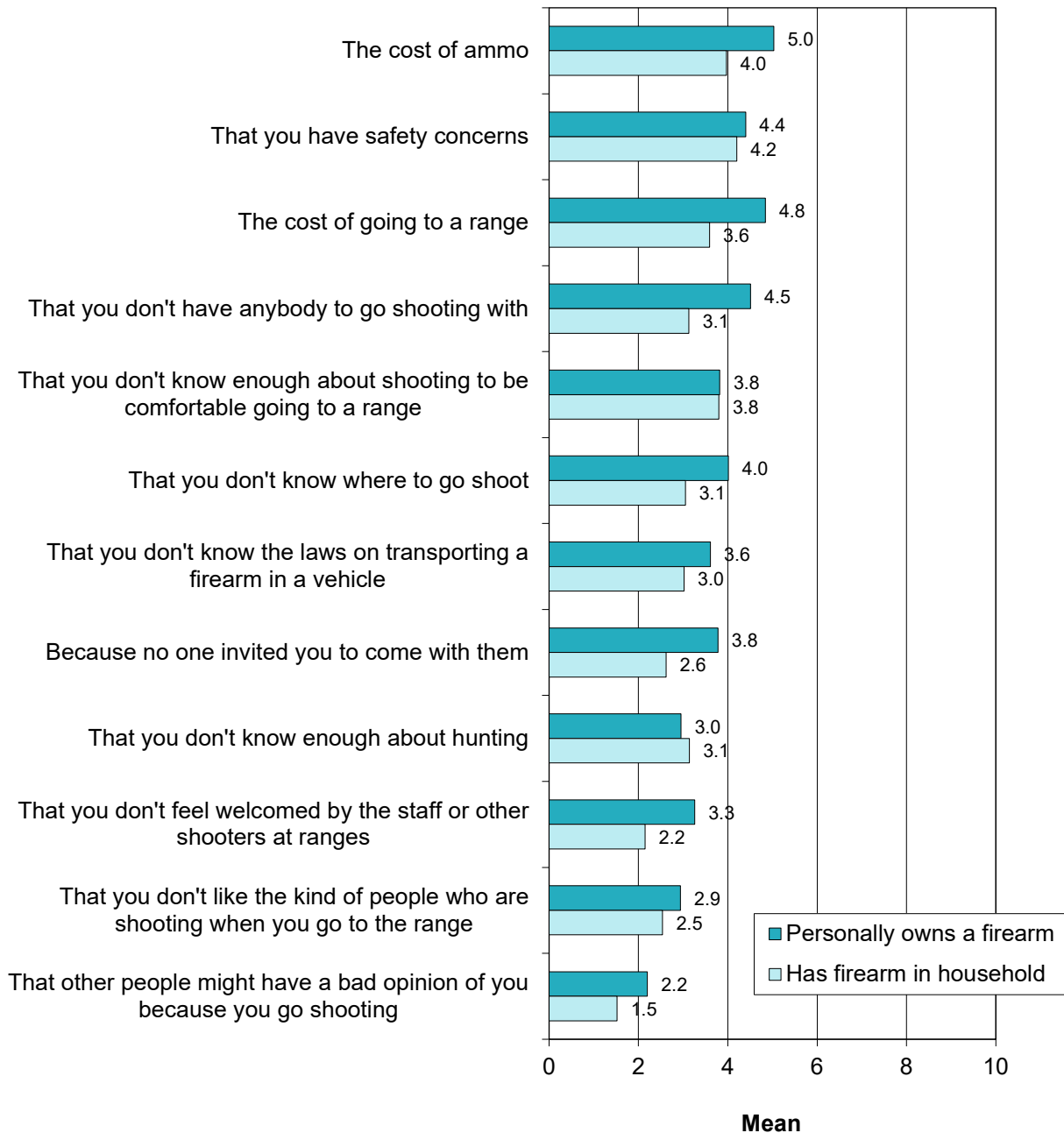
No constraint had a mean rating above the midpoint, suggesting that the listed possible constraints are not primary drivers of non-shooters' inactivity. At the top is the cost of ammo, with a mean rating (4.6) that is near the midpoint (5). In the top tier—three items with mean ratings above 4.0—are also safety concerns and the cost of going to a range.

For each reason, please indicate how important or unimportant it is as a reason you did not go sport shooting in the past 5 years, on a 0 to 10 scale, where 0 is not at all important and 10 is extremely important. (Non-Shooters*)

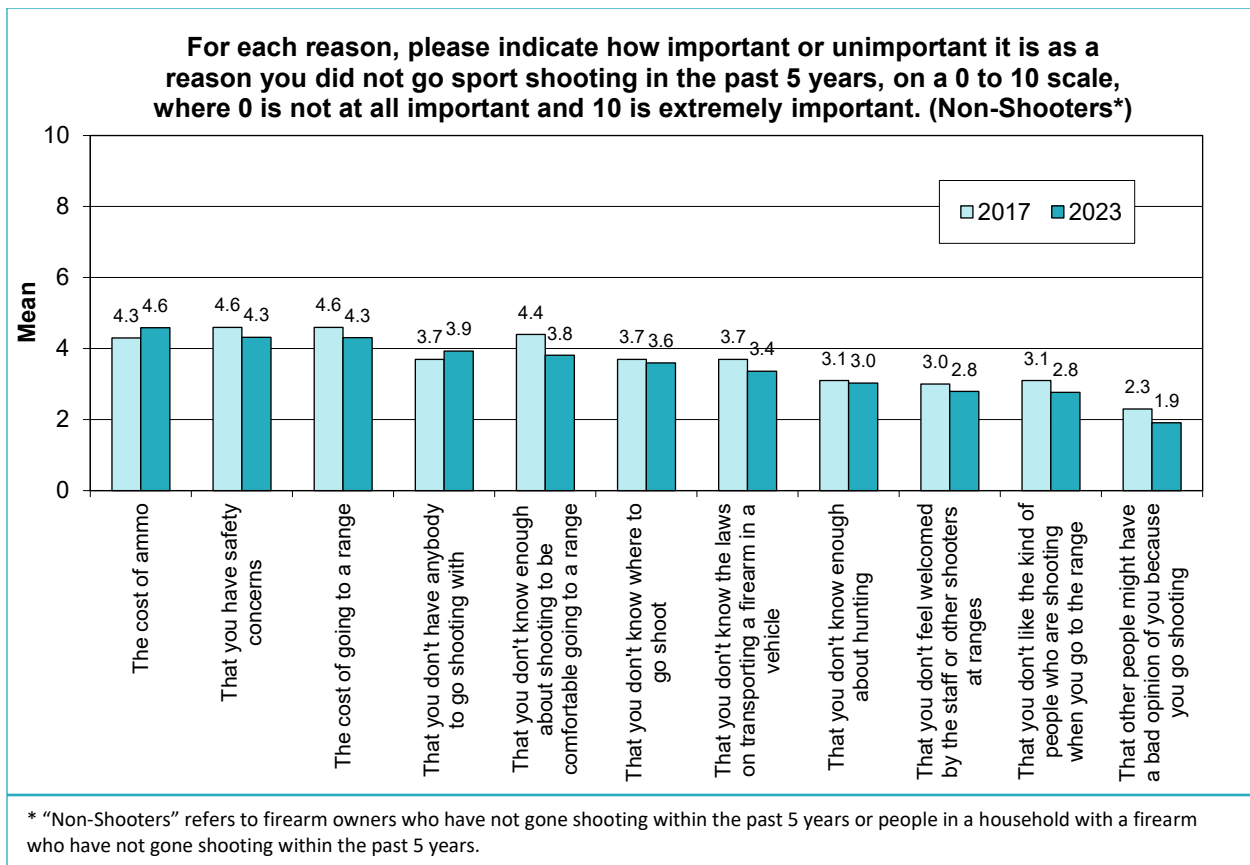


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

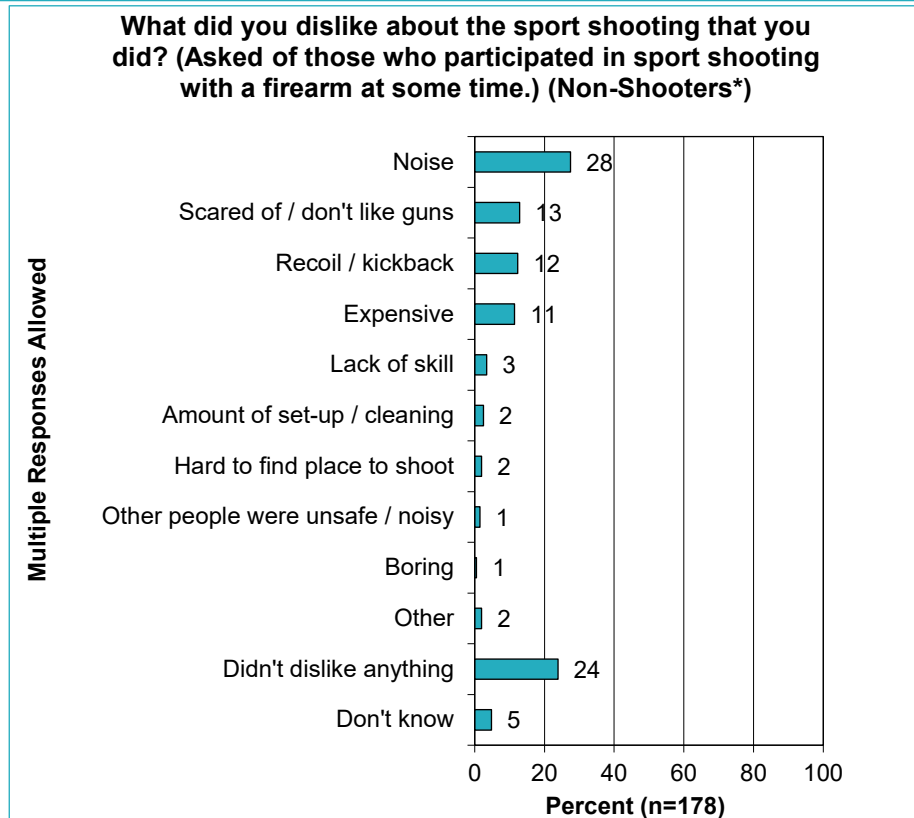
For each reason, please indicate how important or unimportant it is as a reason you did not go sport shooting in the past 5 years, on a 0 to 10 scale, where 0 is not at all important and 10 is extremely important. (Non-Shooters*)



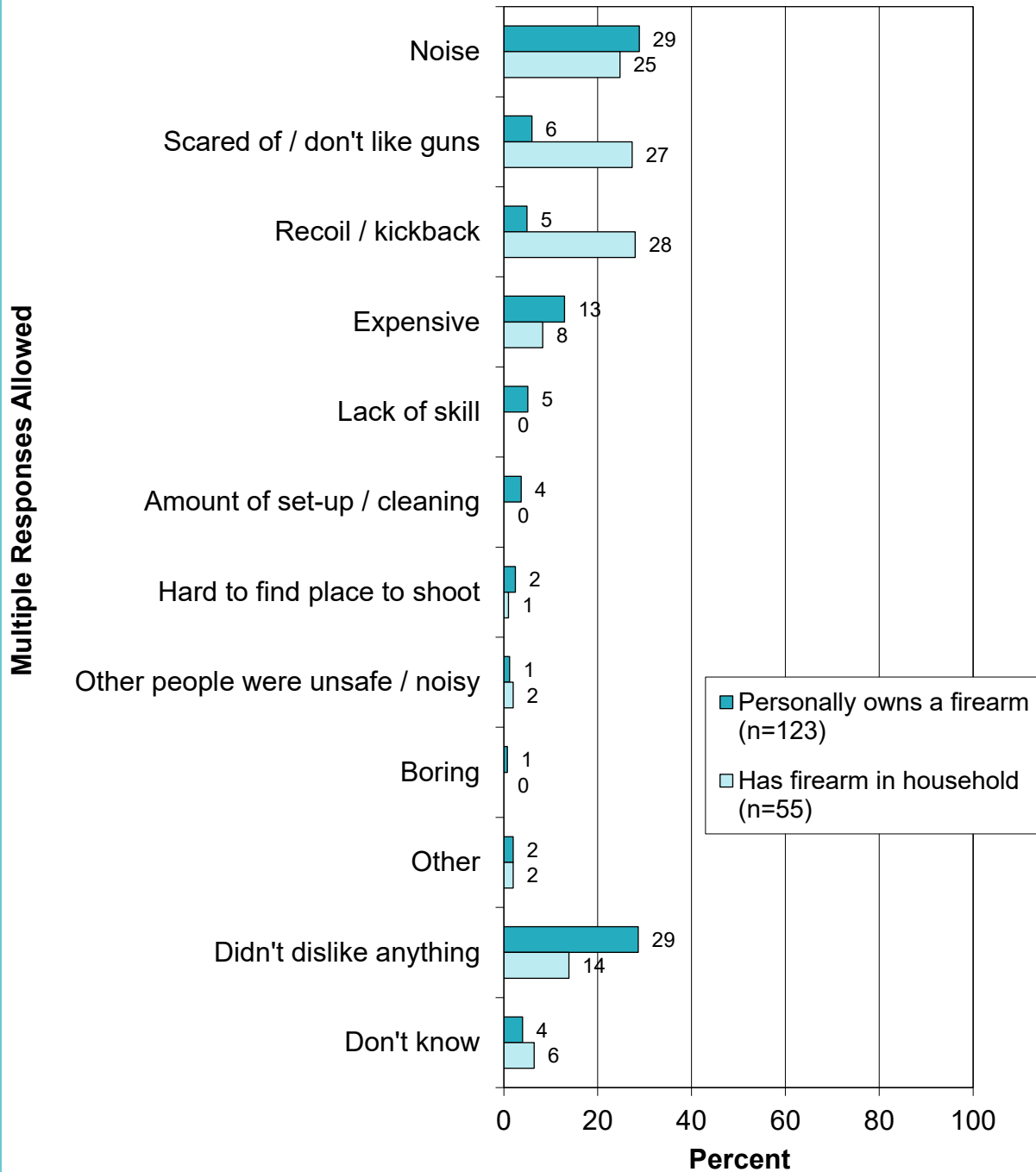
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.



The greatest dislikes about sport shooting, among non-shooters who had, nonetheless, previously shot, were noise, a fear of guns, the recoil, and the cost. Among non-owning non-shooters, the fear of guns and recoil were particularly disliked.

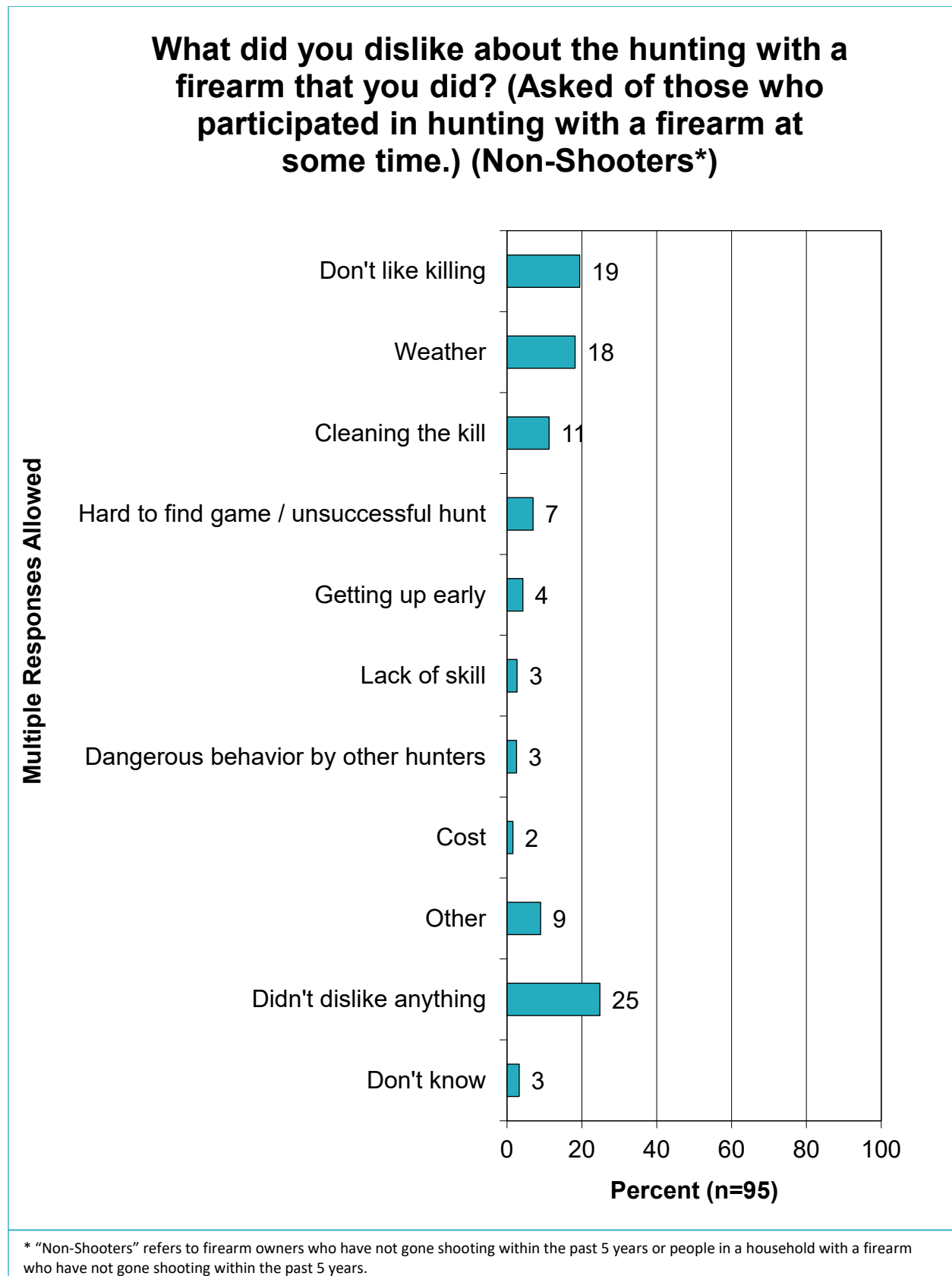


What did you dislike about the sport shooting that you did? (Asked of those who participated in sport shooting with a firearm at some time.) (Non-Shooters*)

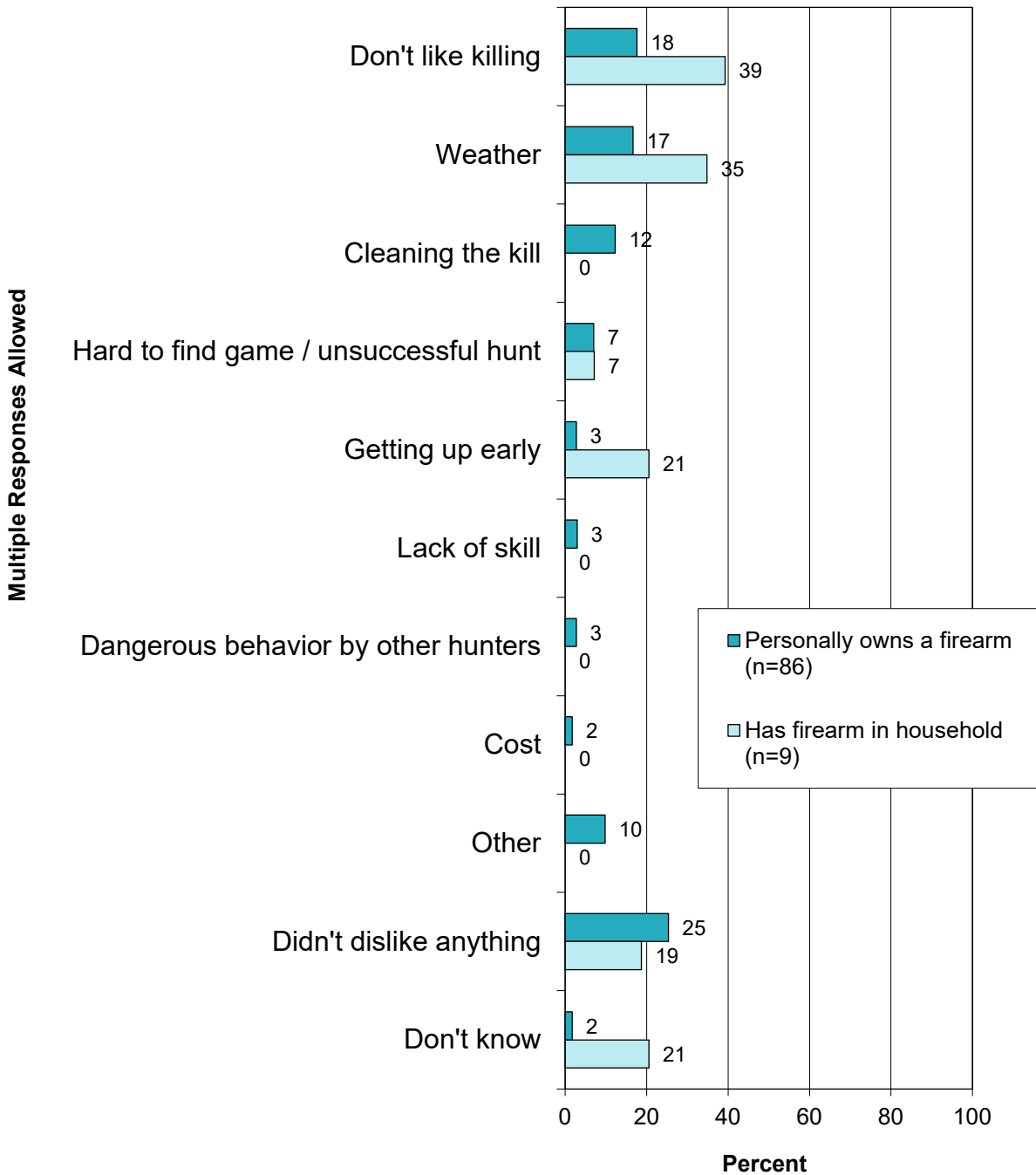


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

The most common dislikes of hunting were not wanting to kill an animal and weather-related dislikes.



What did you dislike about the hunting with a firearm that you did? (Asked of those who participated in hunting with a firearm at some time.) (Non-Shooters*)



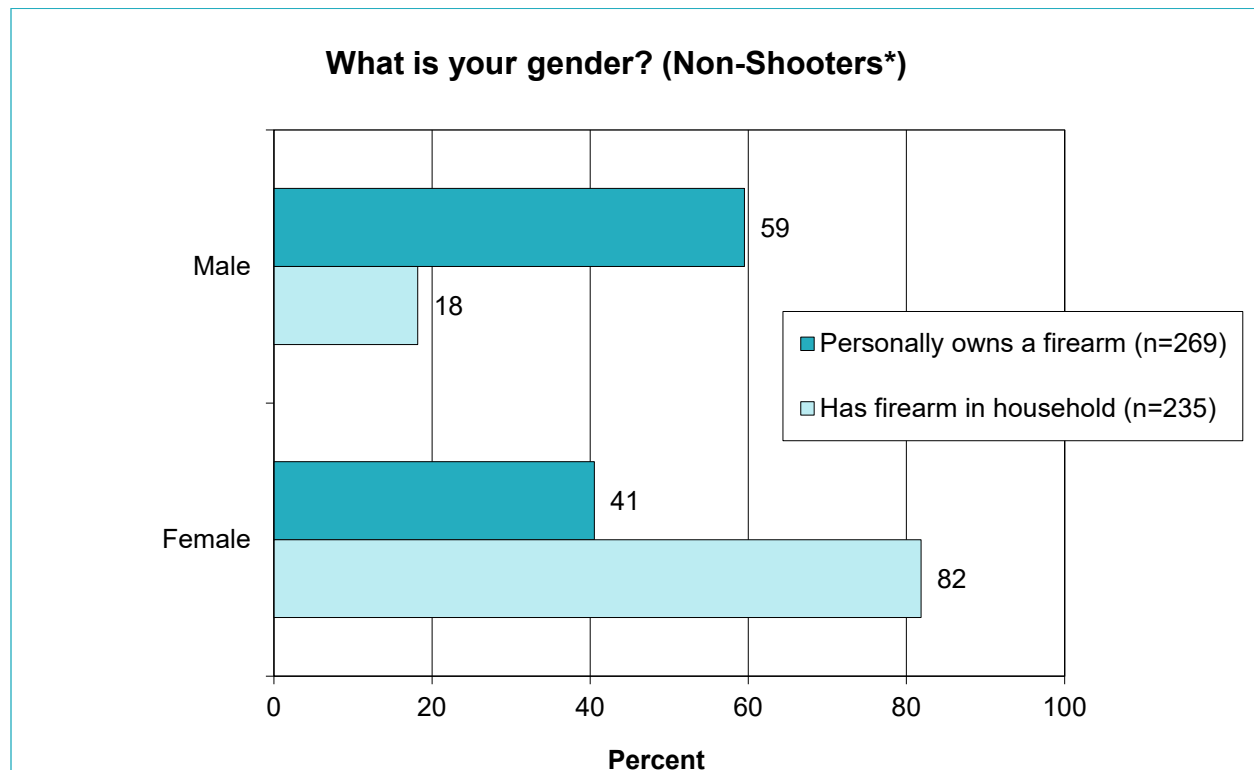
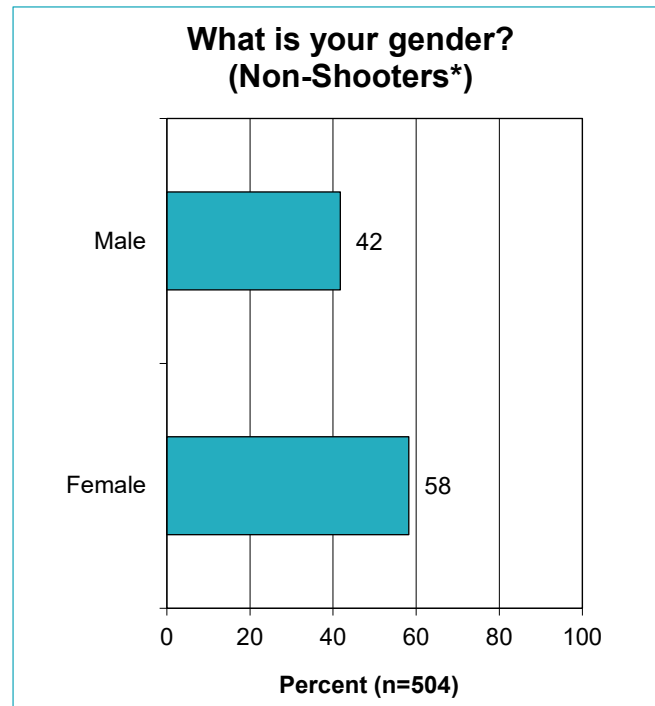
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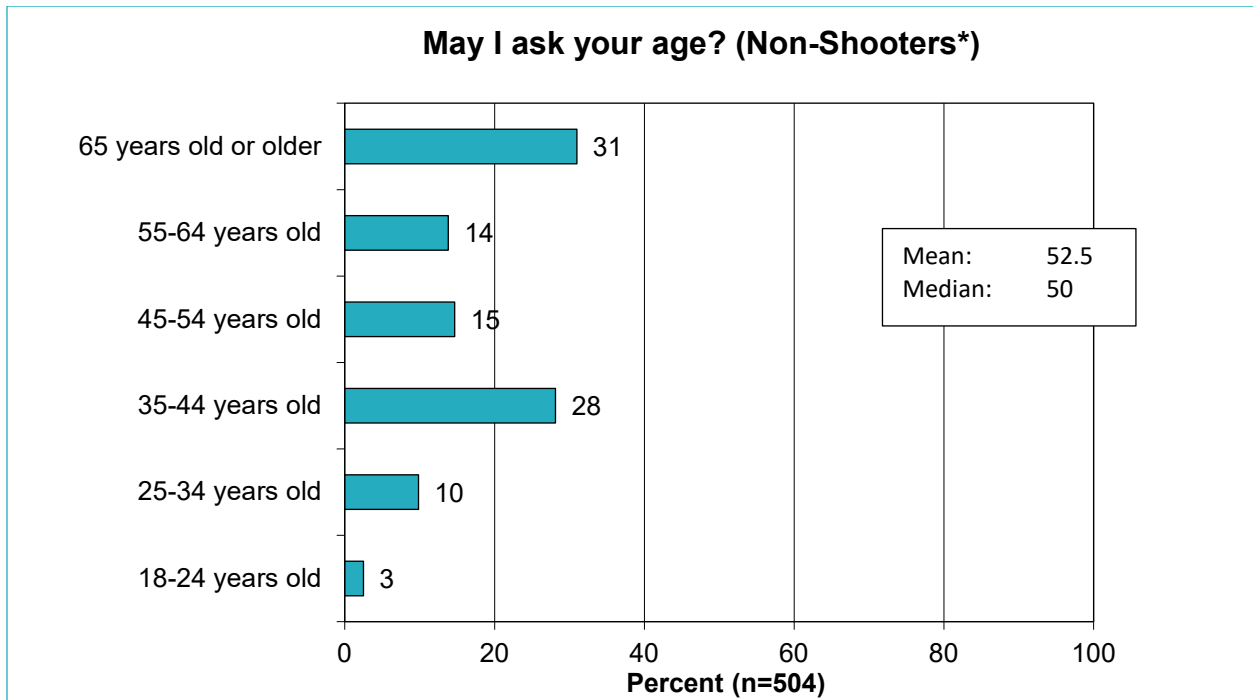
DEMOGRAPHIC INFORMATION

The following demographic and general information was obtained:

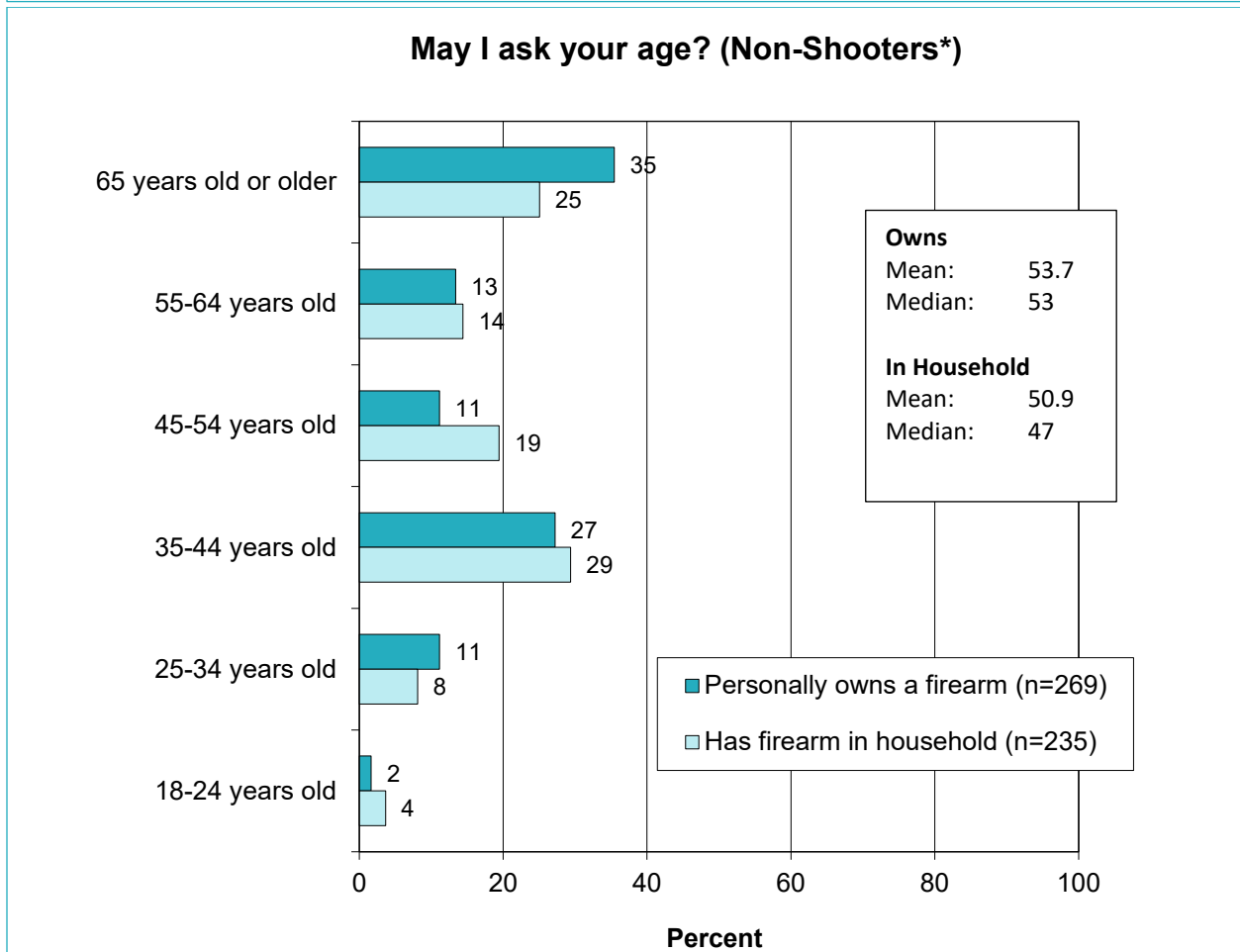
- Gender.
- Age.
- Ethnicity.
- Children (minor and adult) in the household.
- State of residence.
- Education level.
- Employment and occupation.
- Residential area (urban-rural continuum) live in and grew up in.
- Political leanings.
- Having ever participated in sport shooting or hunting with a firearm.

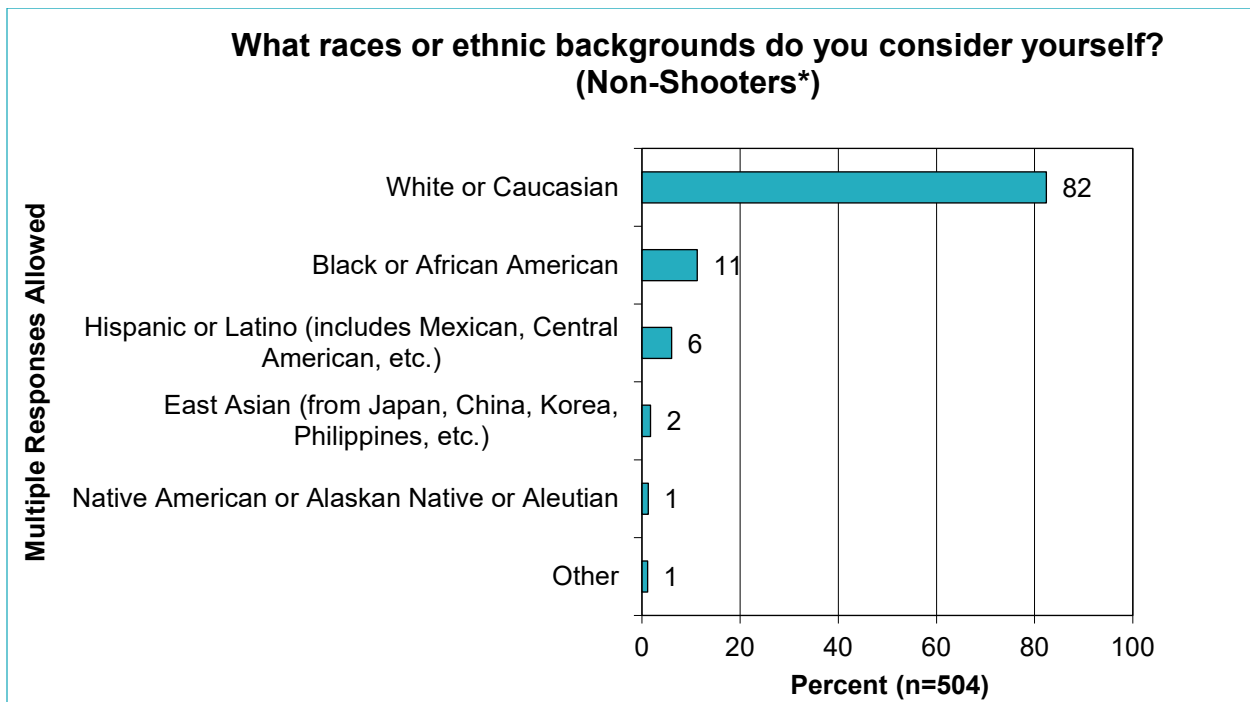
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.



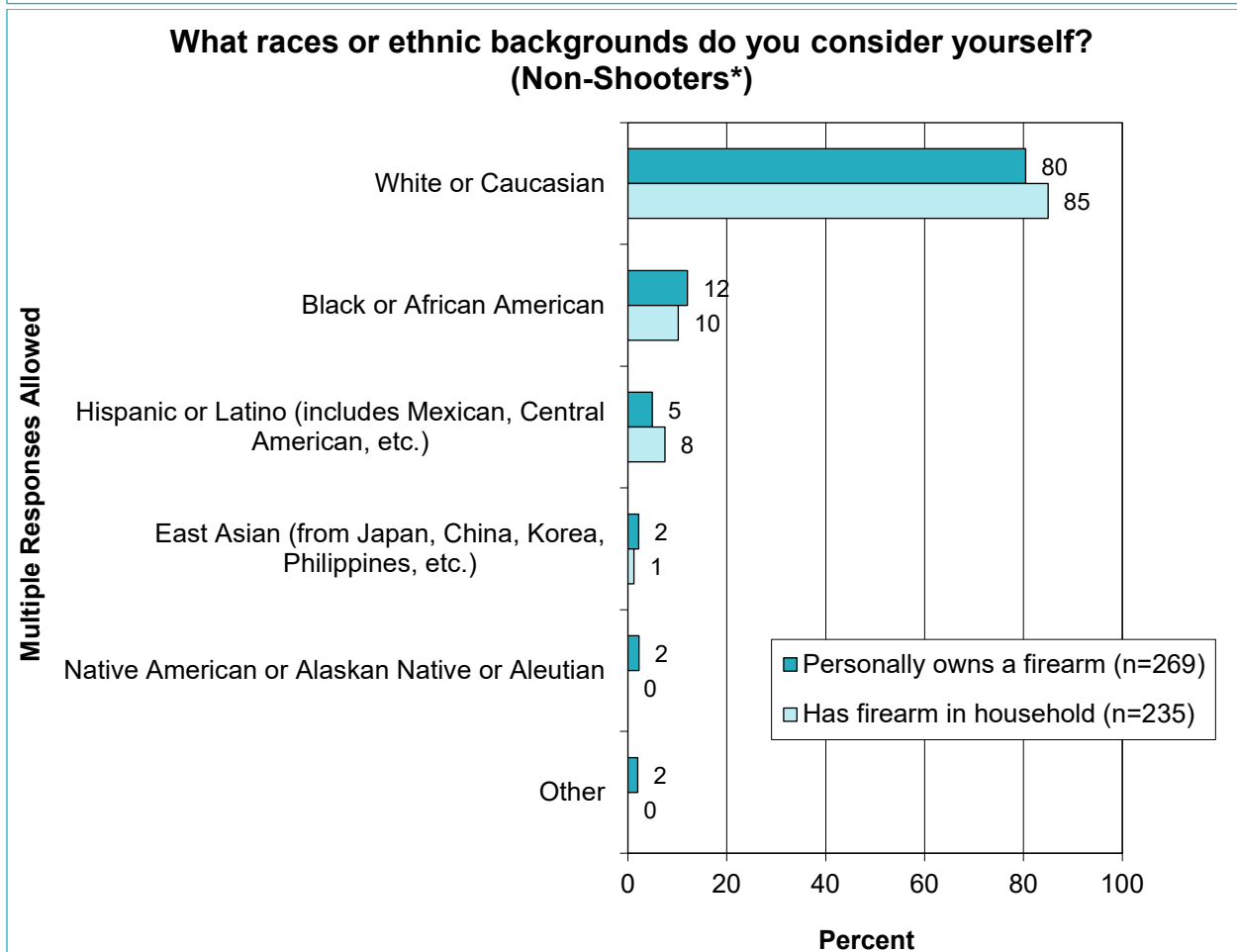


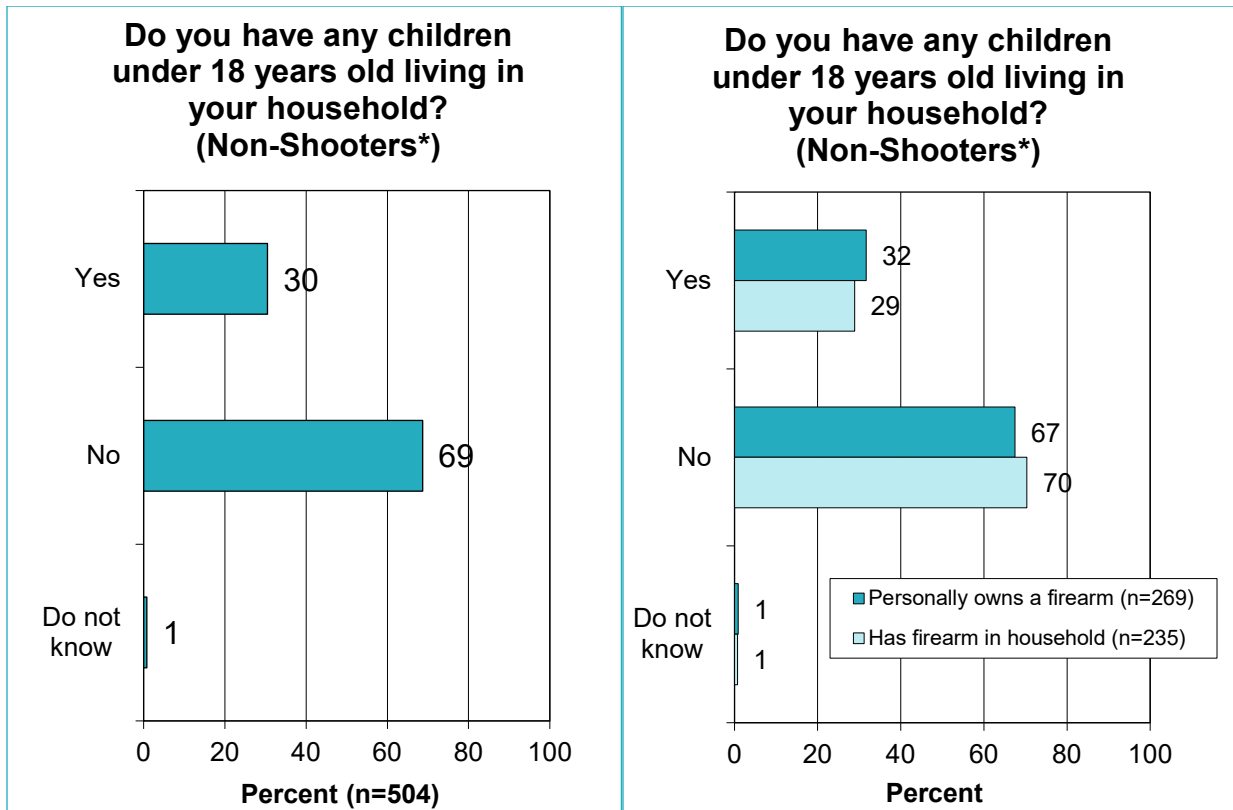
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.



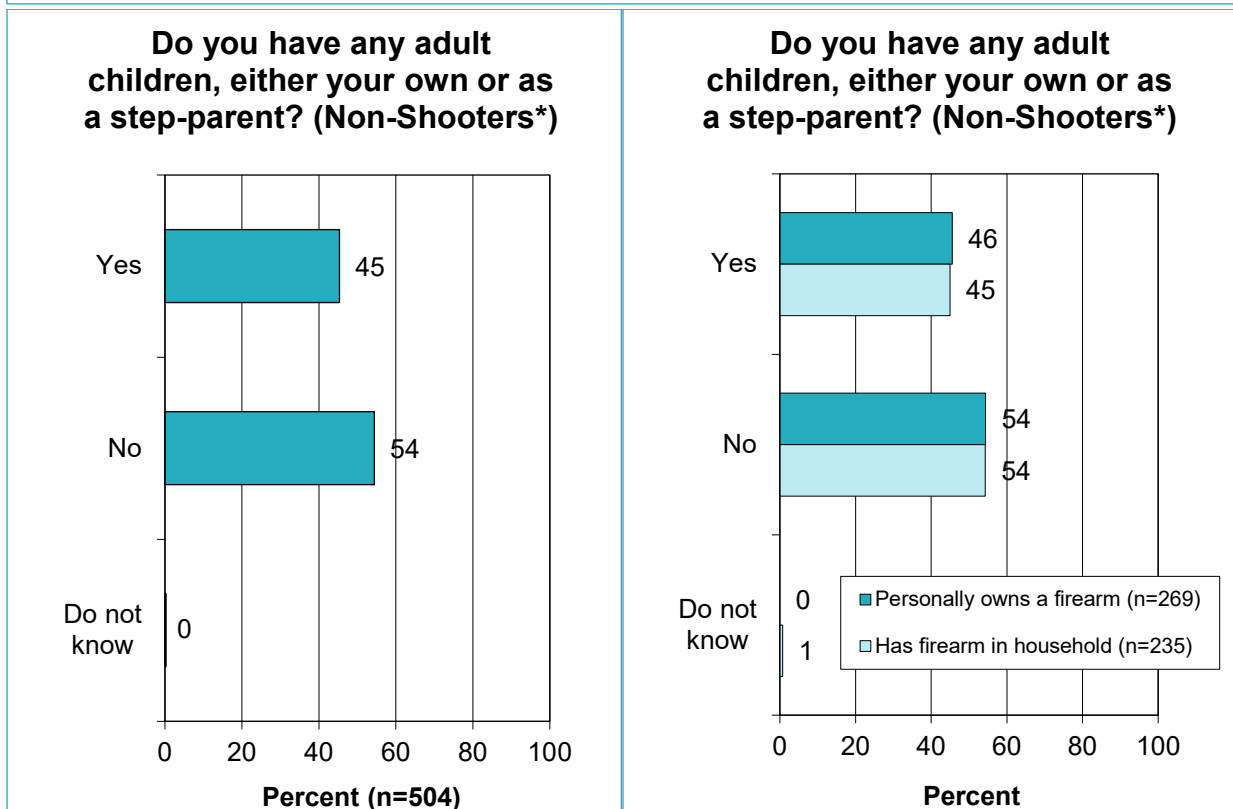


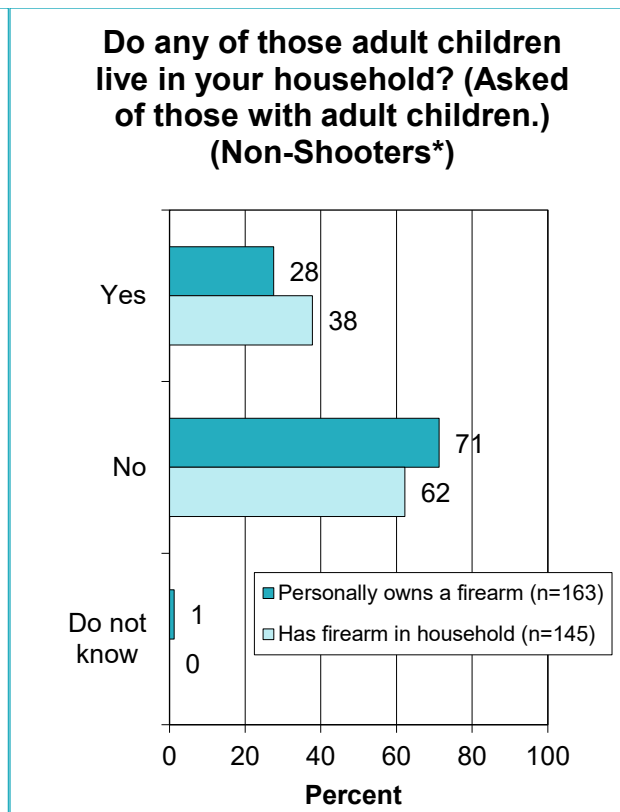
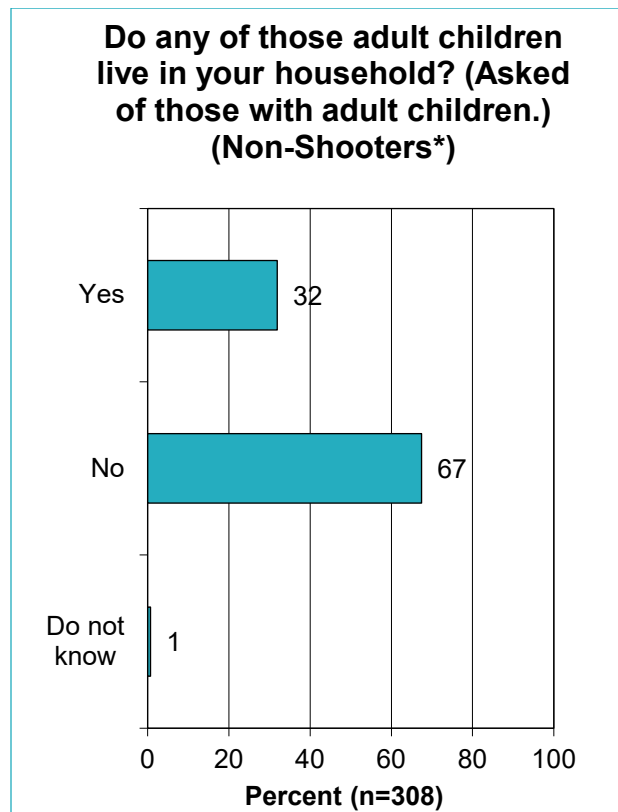
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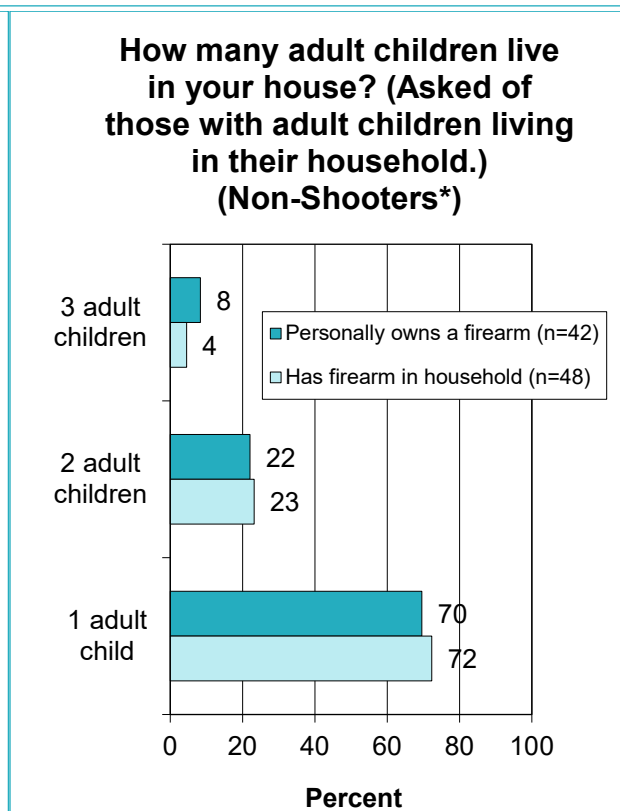
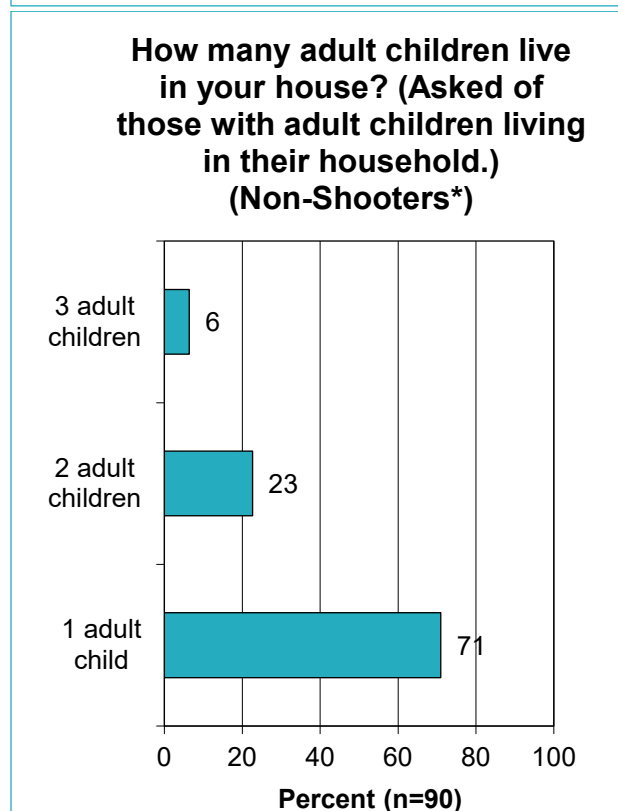


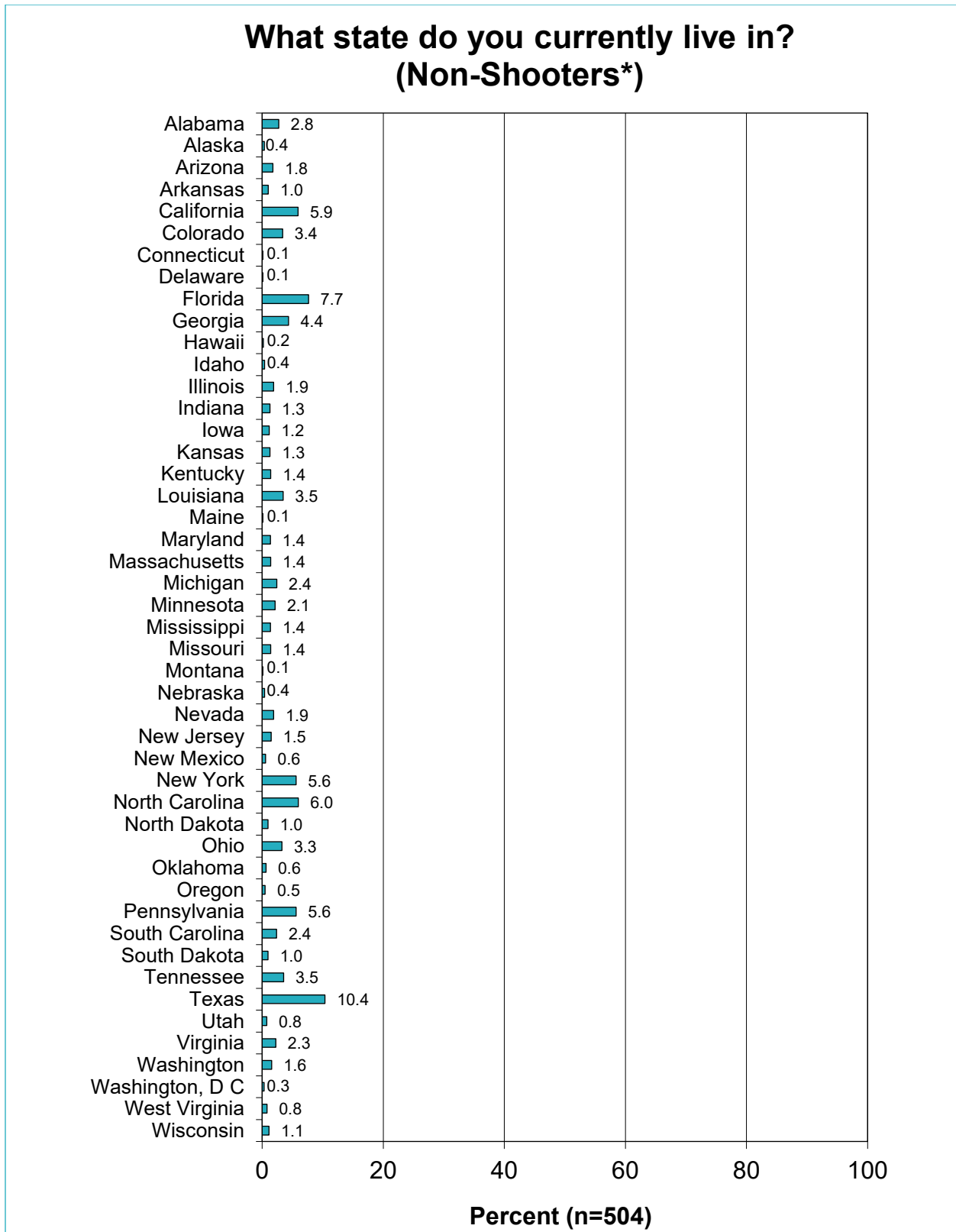
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.





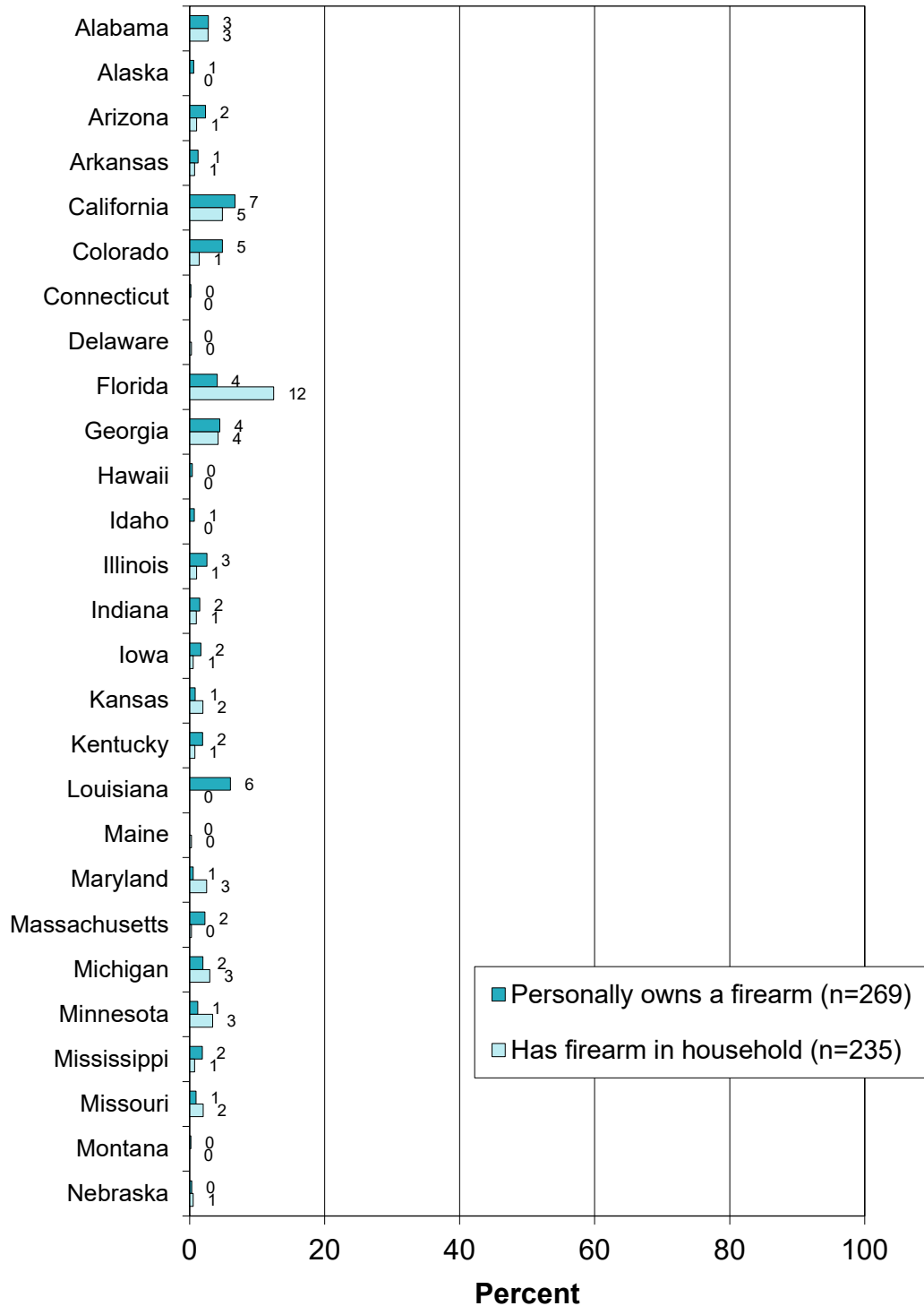
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.





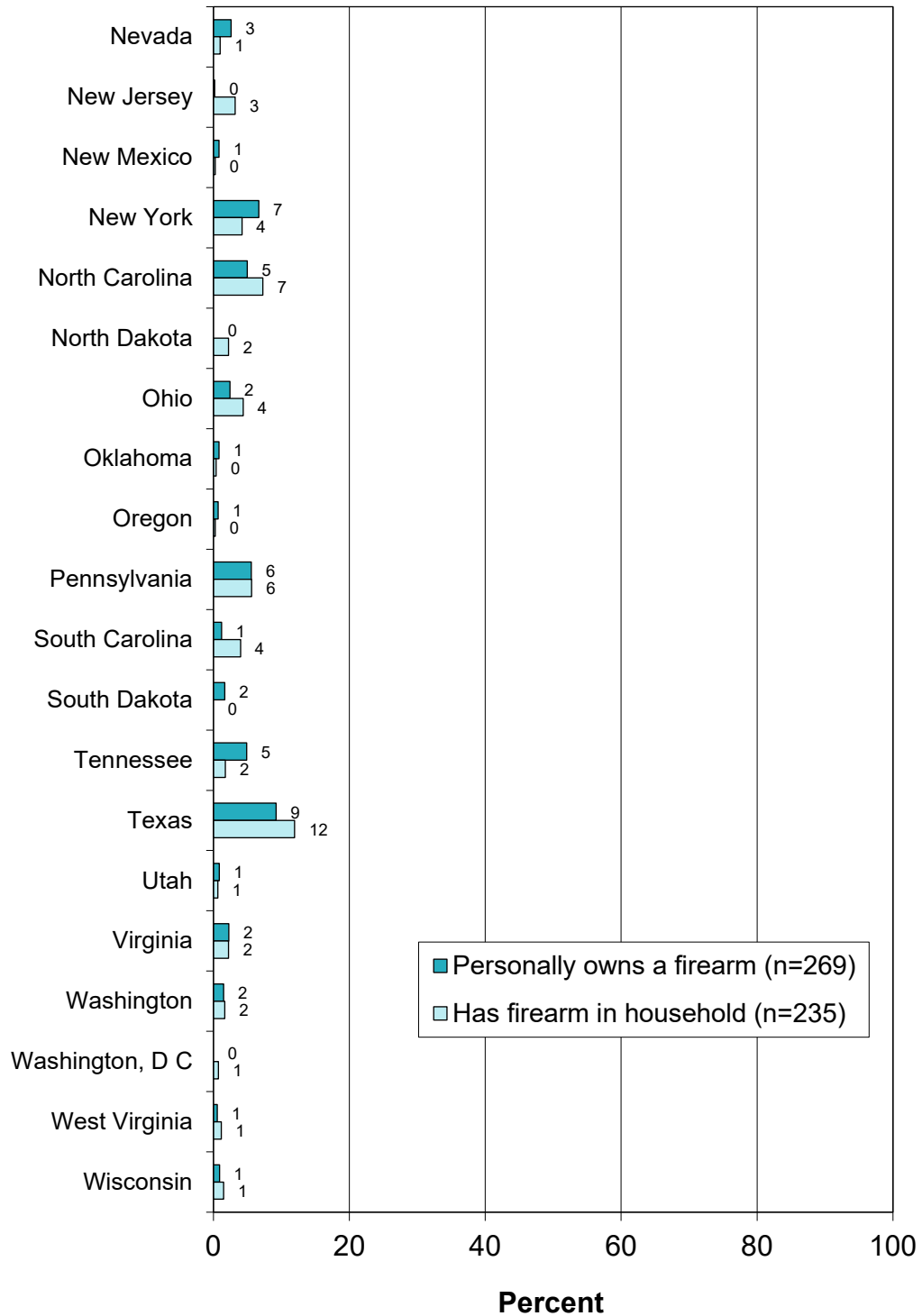
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

What state do you currently live in? (Part 1) (Non-Shooters*)



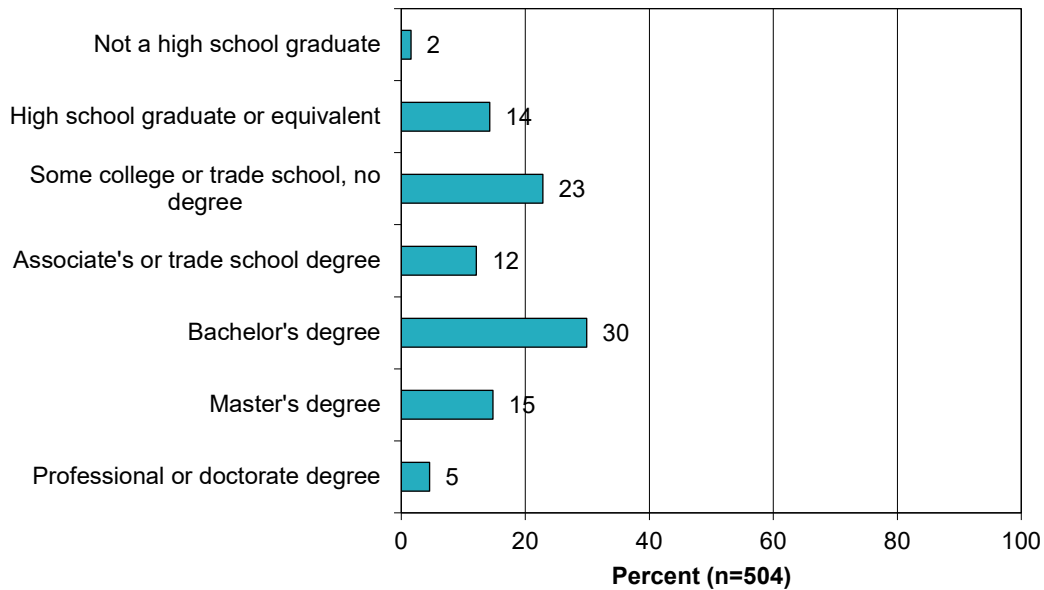
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

What state do you currently live in? (Part 2) (Non-Shooters*)



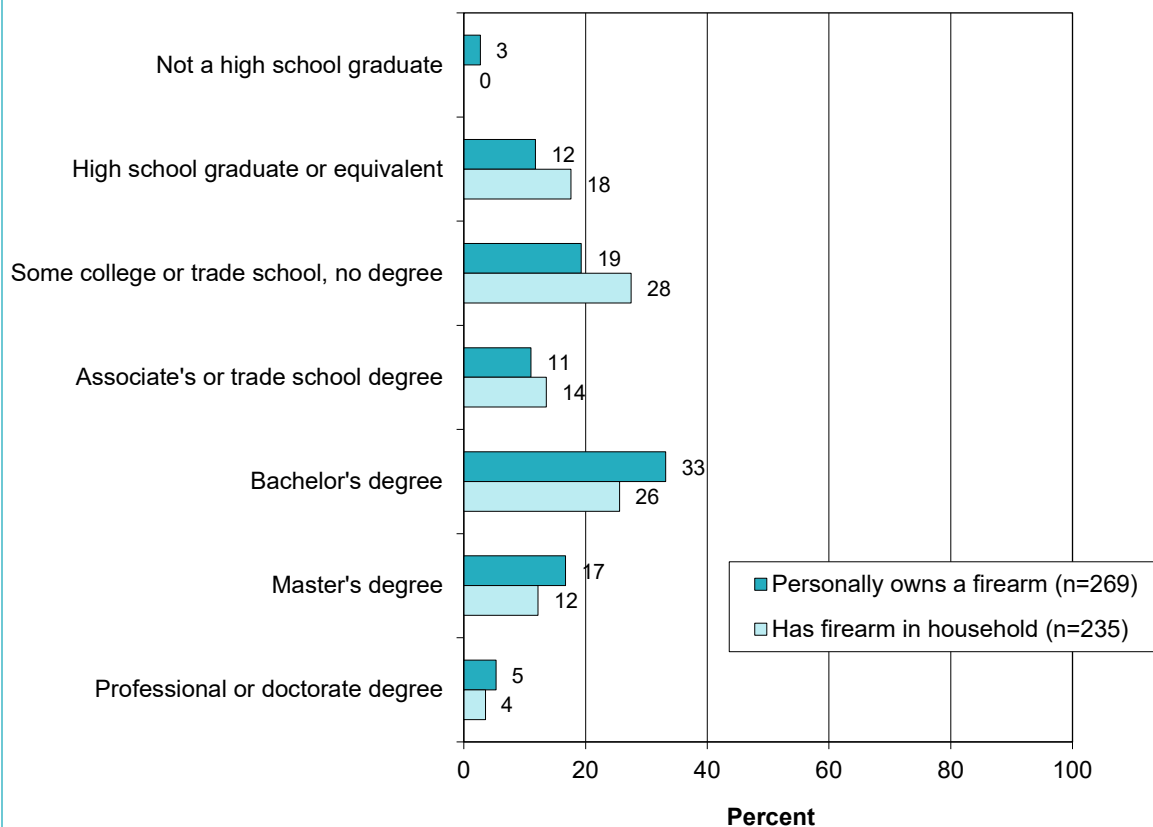
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

What is the highest level of education you have completed? (Non-Shooters*)

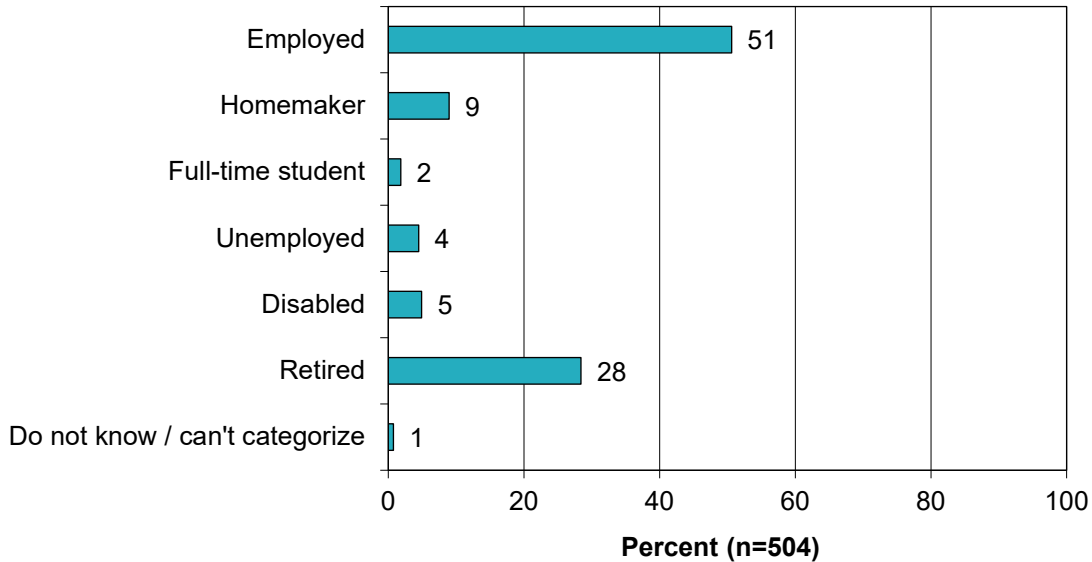


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

What is the highest level of education you have completed? (Non-Shooters*)

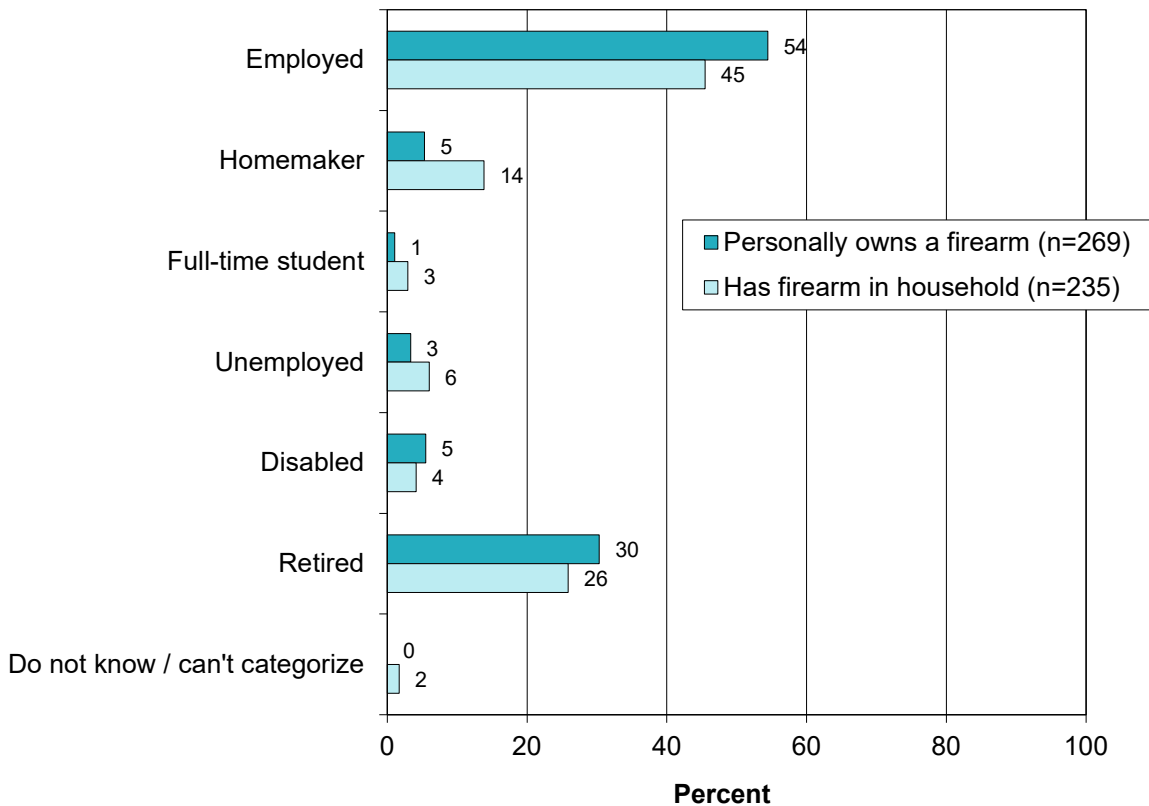


Are you presently employed (including self-employed) or are you a homemaker, full-time student, unemployed, disabled, or retired? (Non-Shooters*)

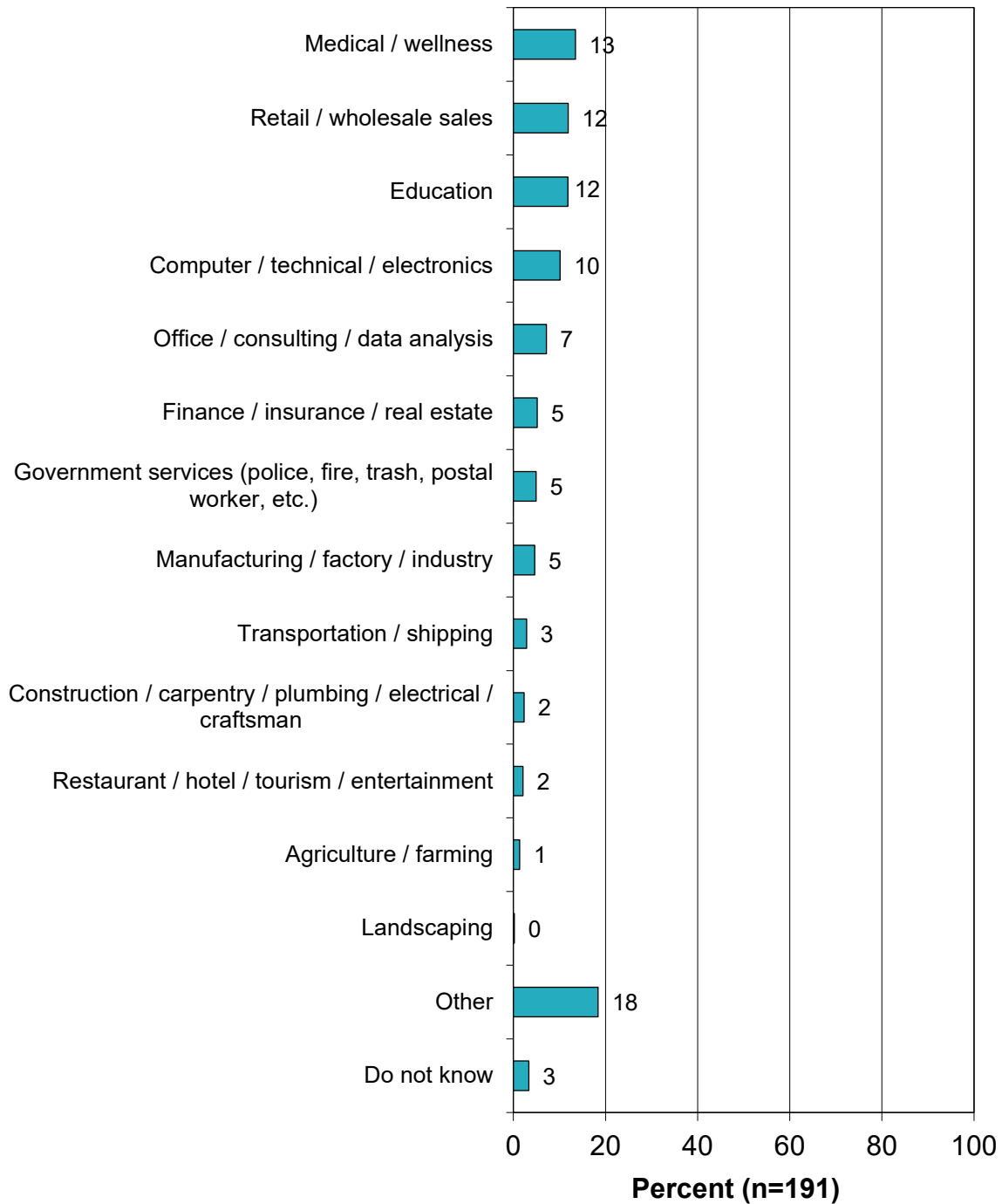


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Are you presently employed (including self-employed) or are you a homemaker, full-time student, unemployed, disabled, or retired? (Non-Shooters*)

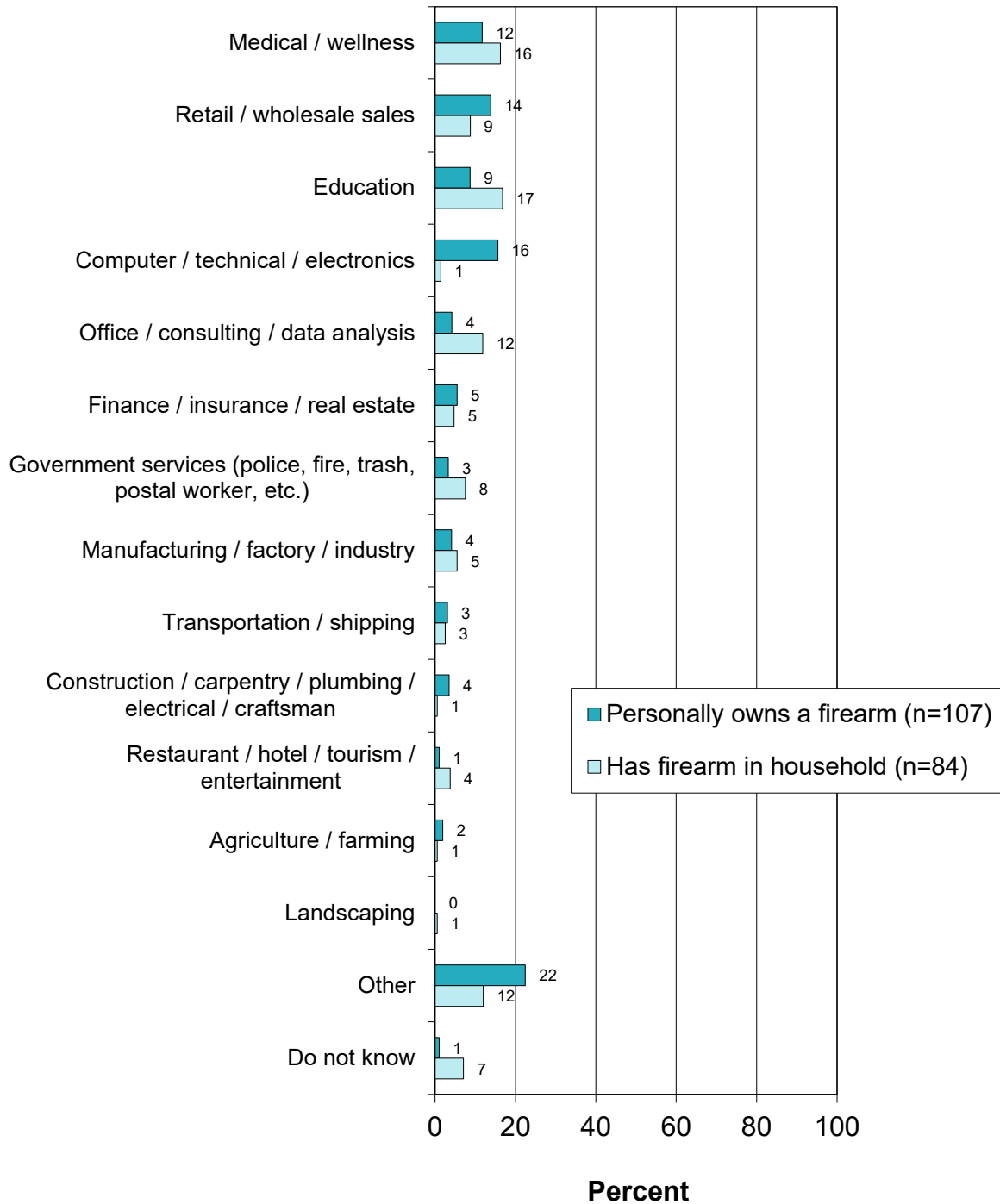


**What is your current occupation? (Asked of those who are presently employed.)
(Non-Shooters*)**

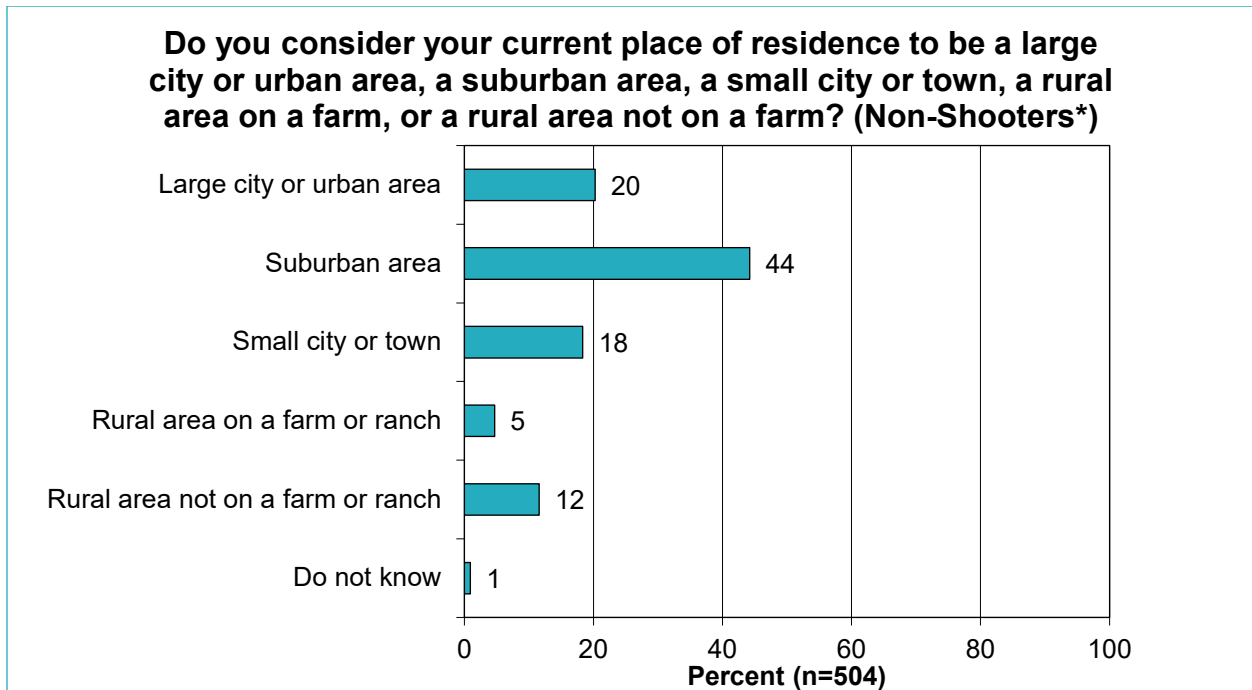


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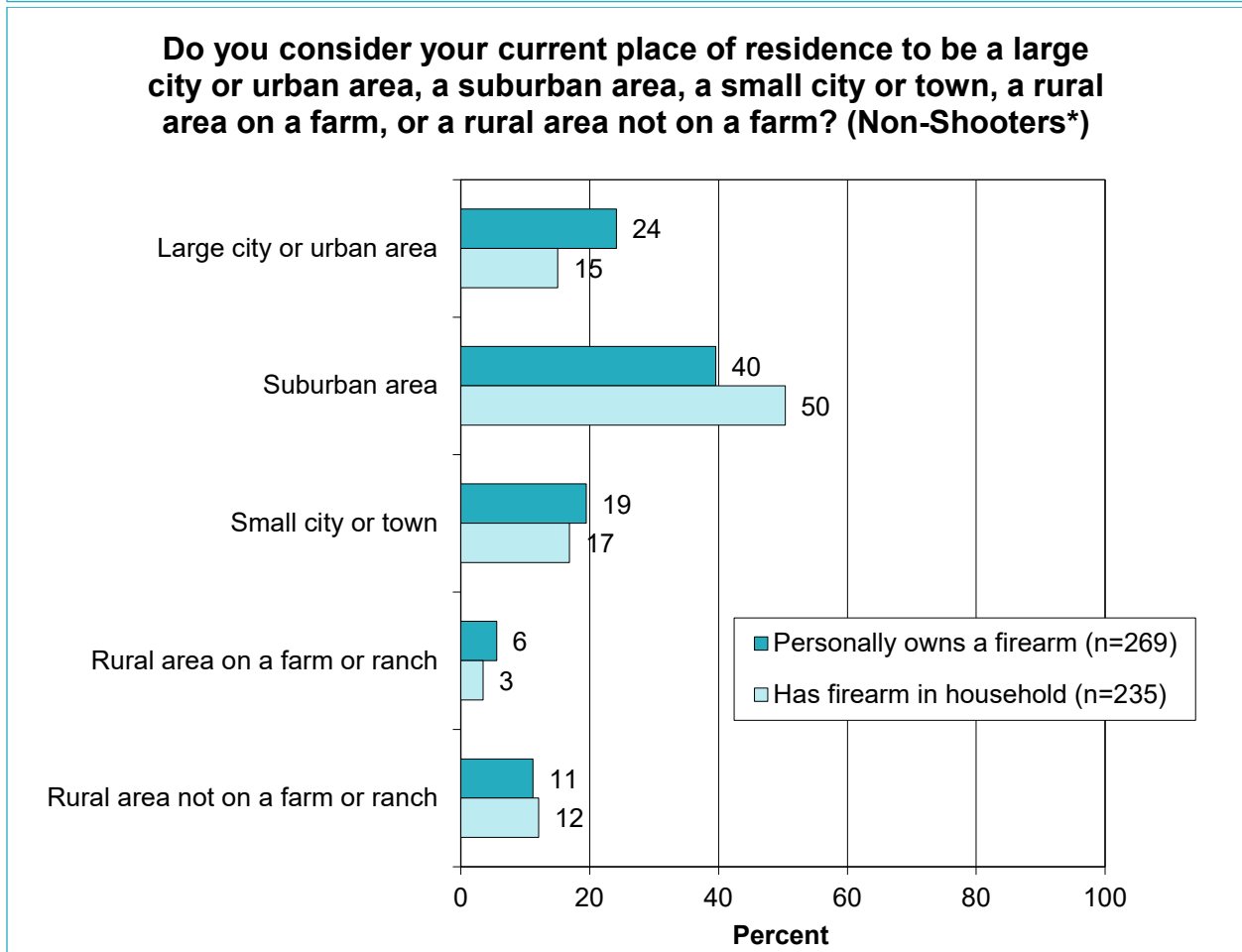
What is your current occupation? (Asked of those who are presently employed.) (Non-Shooters*)

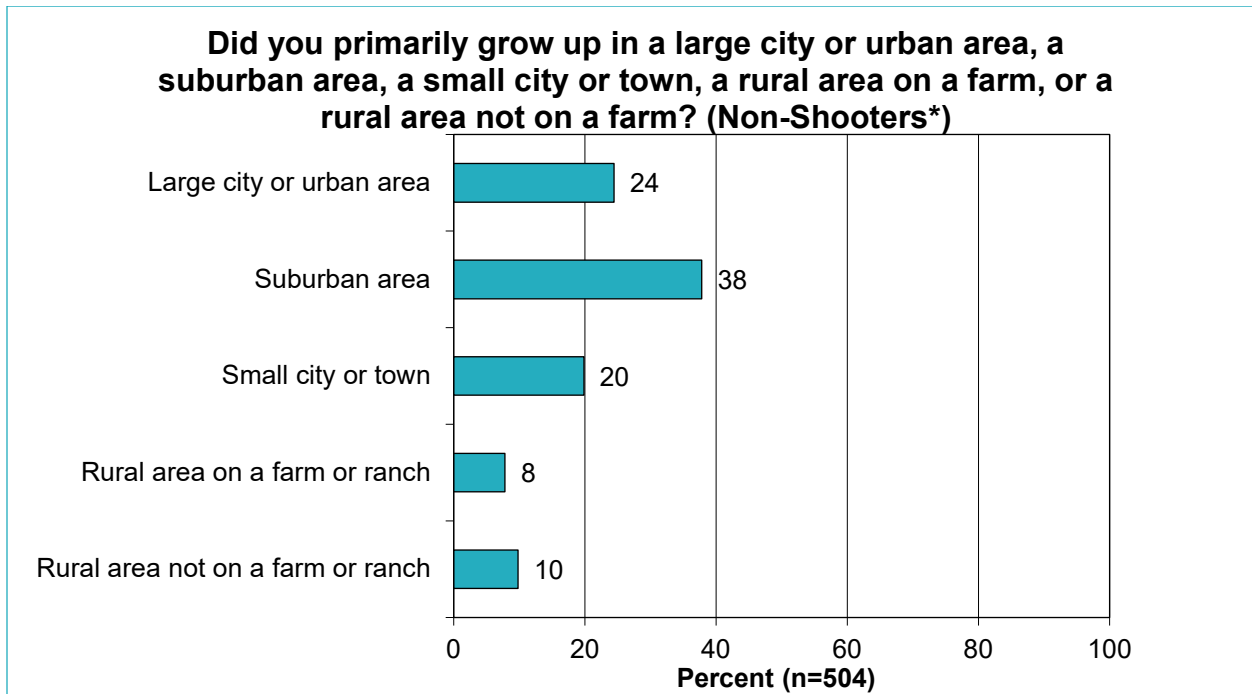


* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

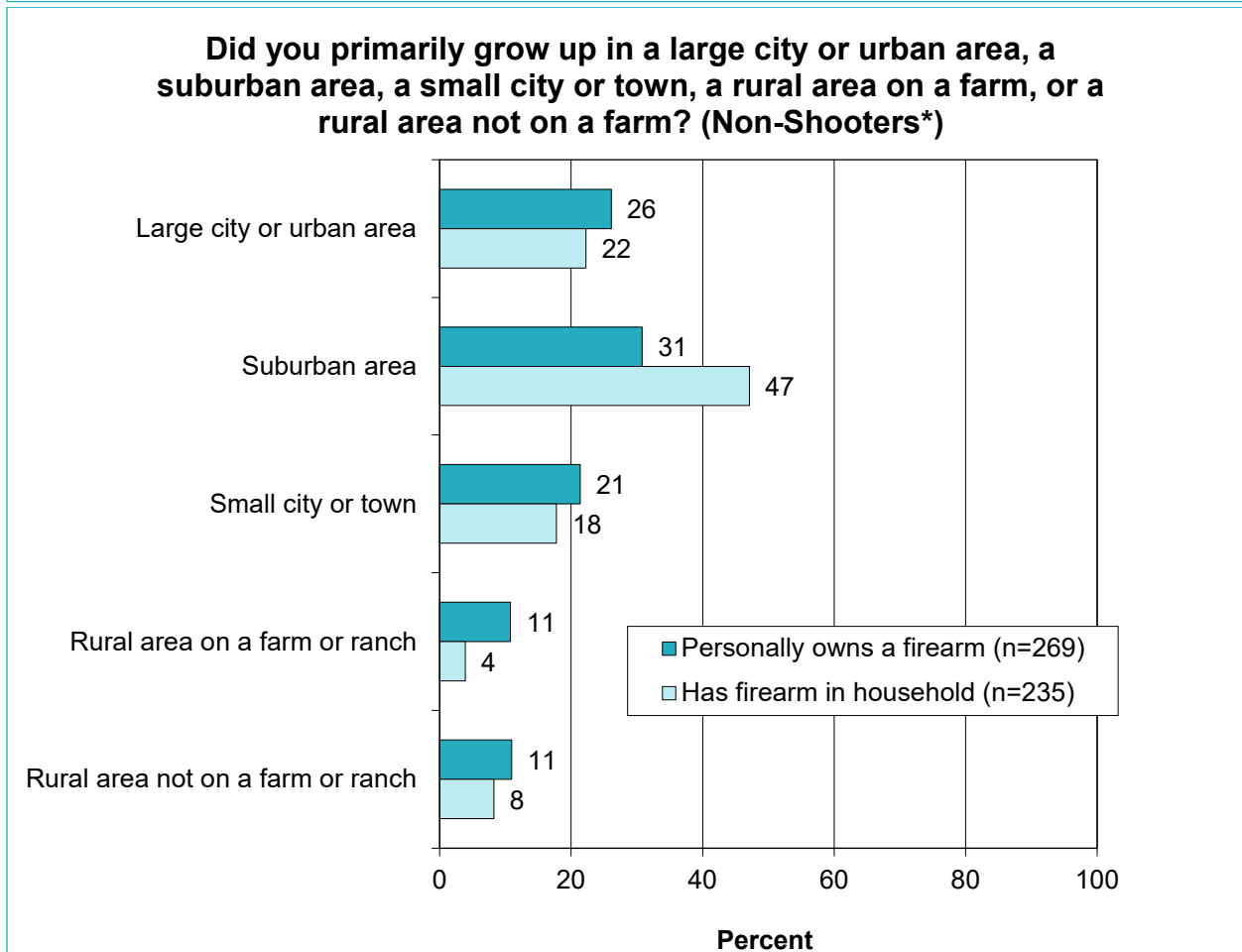


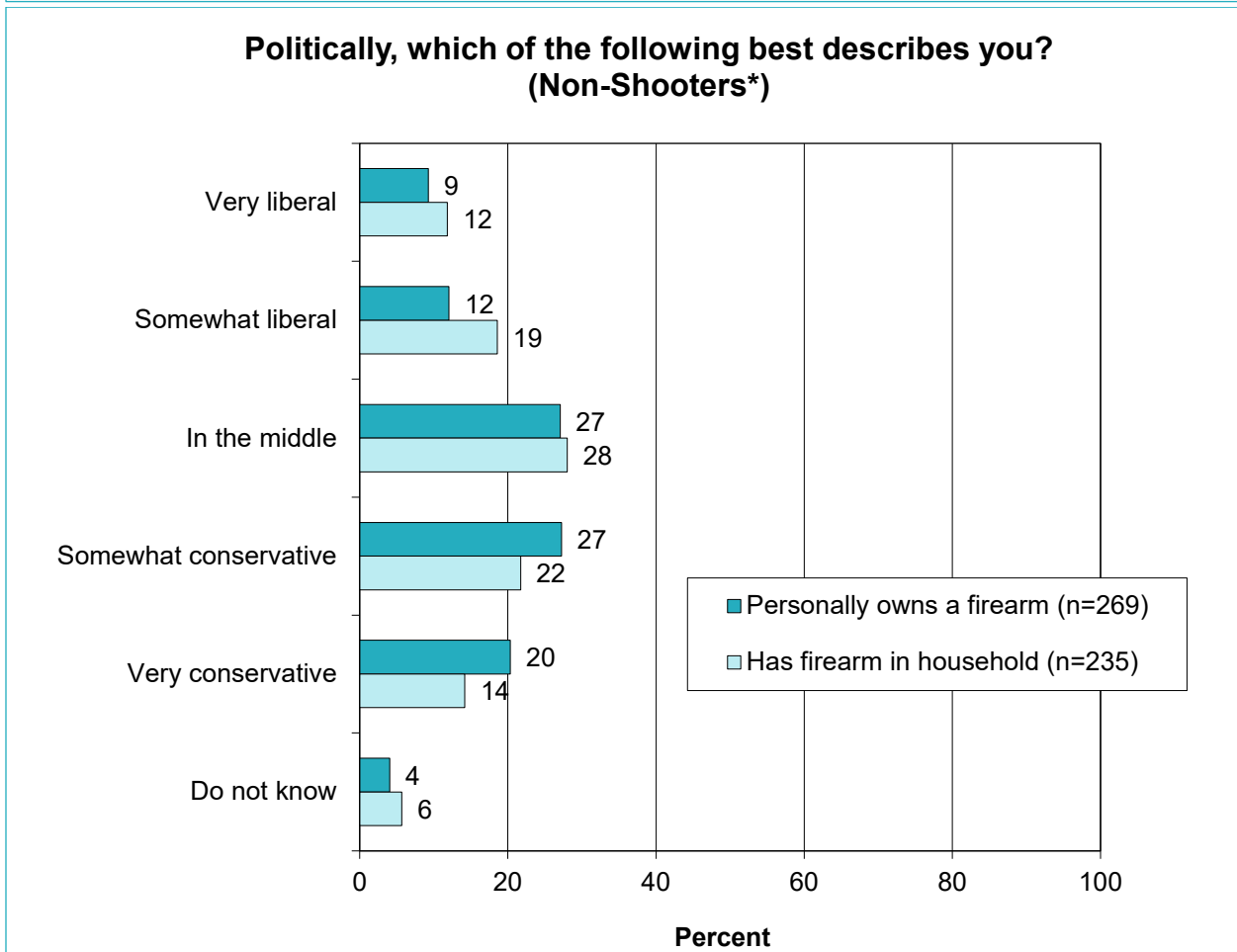
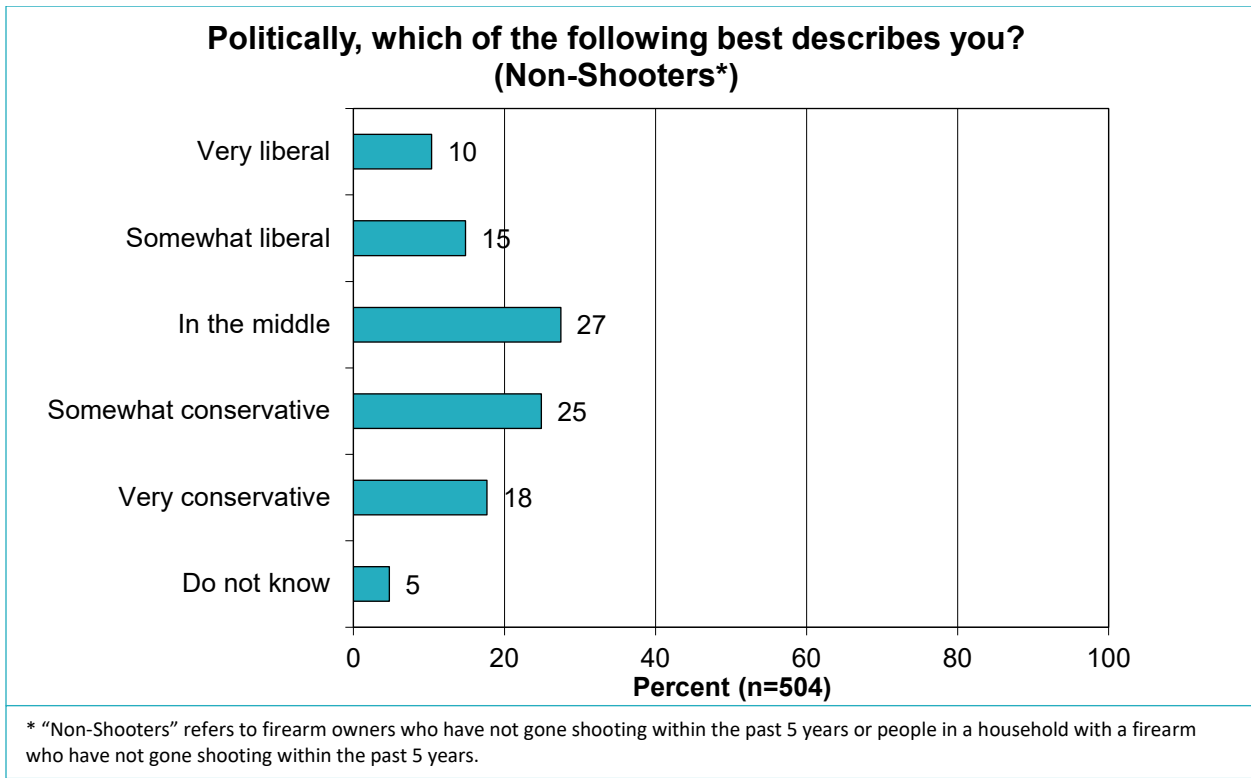
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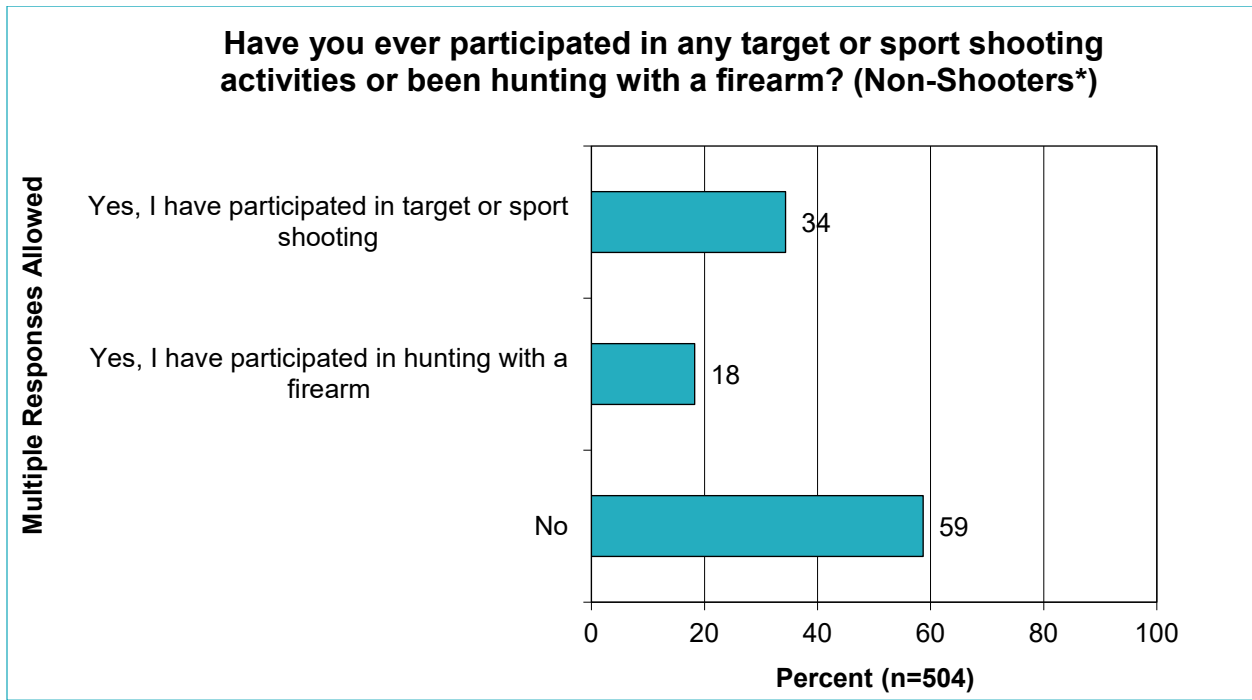




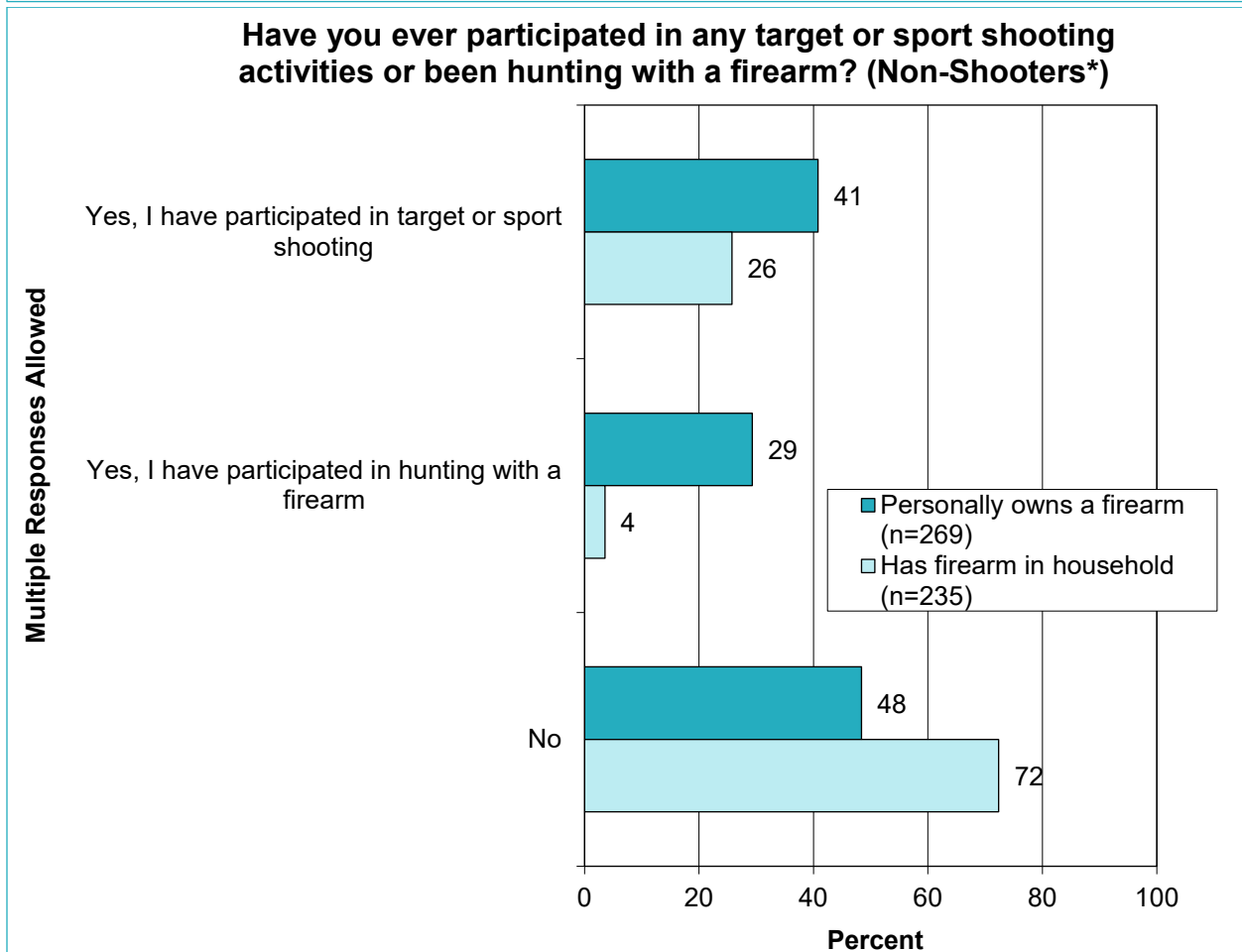
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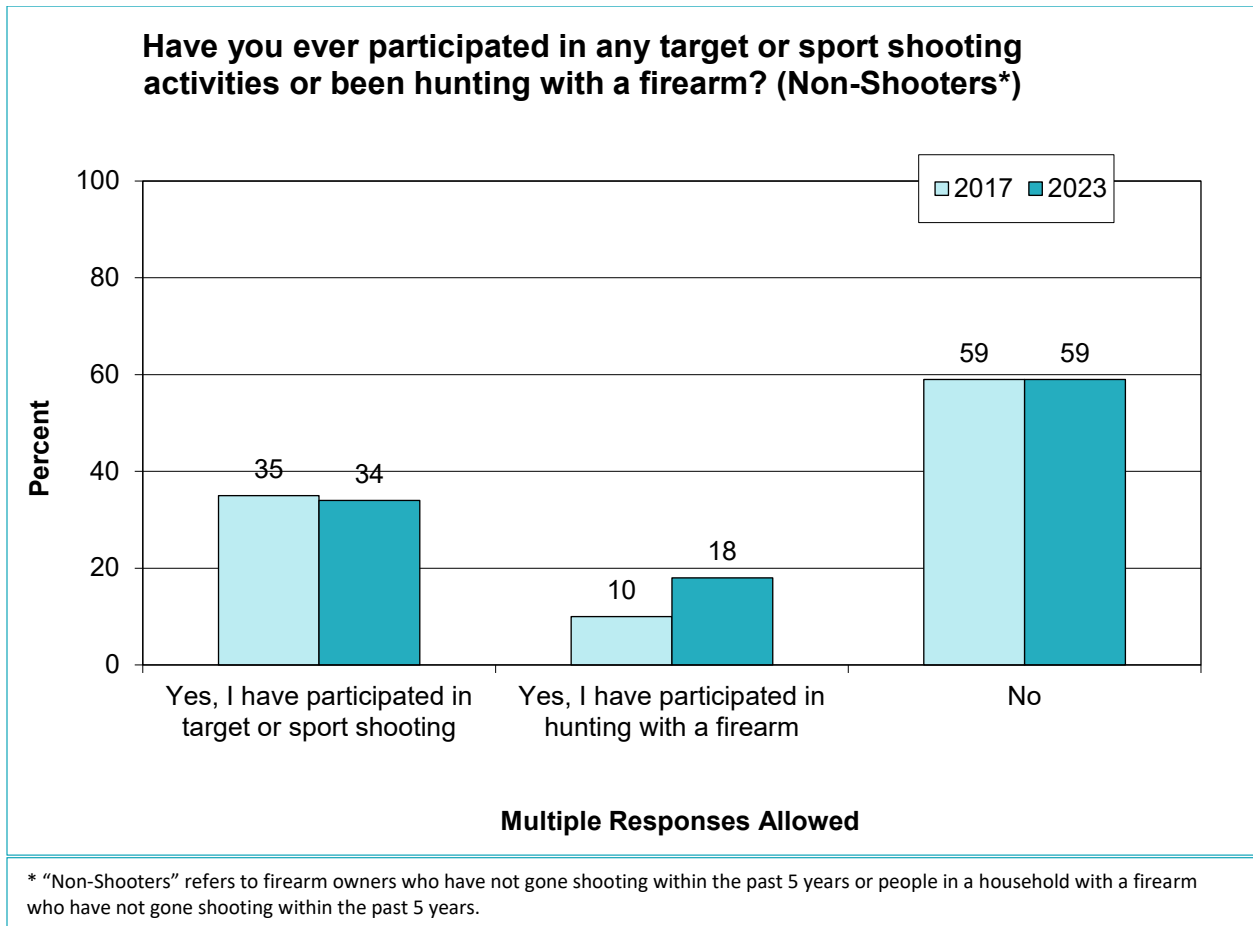






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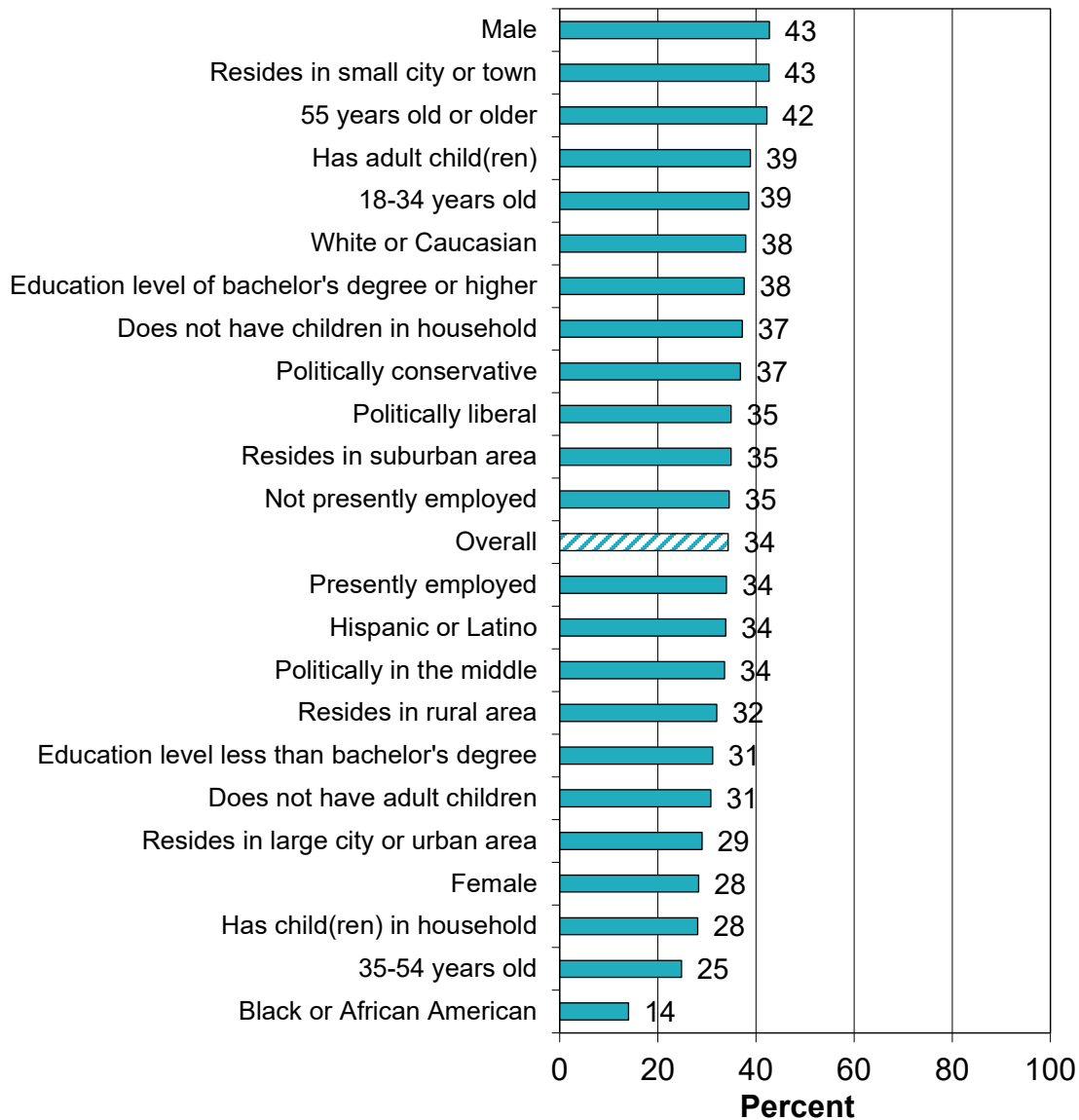




Demographic analyses graphs are presented for participation in target/sport shooting, participation in hunting with firearms, and not participating in either.

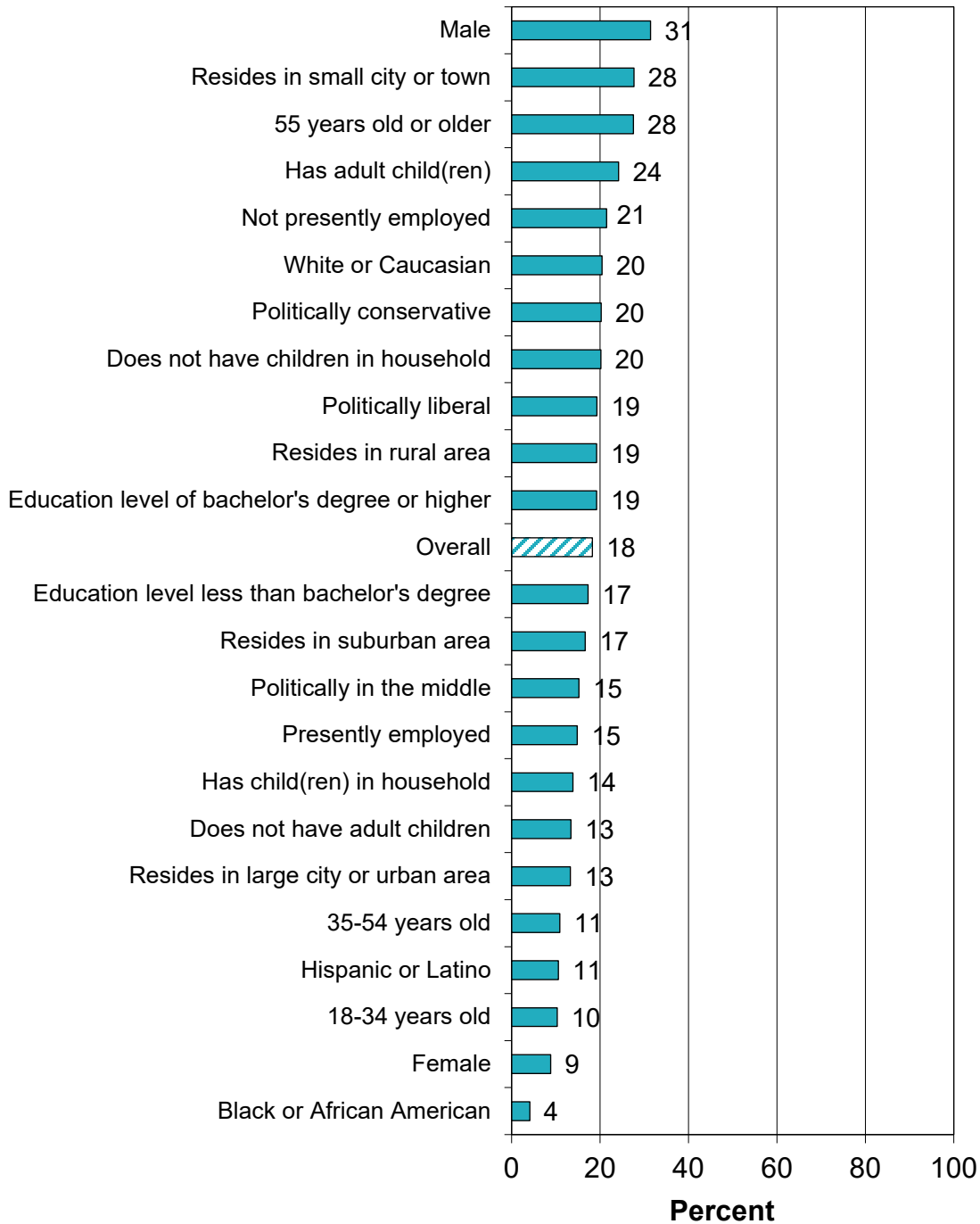
- High on the ranking by percentage of non-shooters who have ever participated in target or sport shooting are males, residents of a small city or town, and older residents.
- These same groups are high on the ranking by having ever hunted with firearms.
- High on the ranking by percentage of non-shooters who have never participated in either target/sport shooting or hunting with firearms are Blacks/African Americans, those in the middle age range, females, and residents of a large city/urban area.

Percent of each of the following groups who have participated in target or sport shooting. (Non-Shooters*)



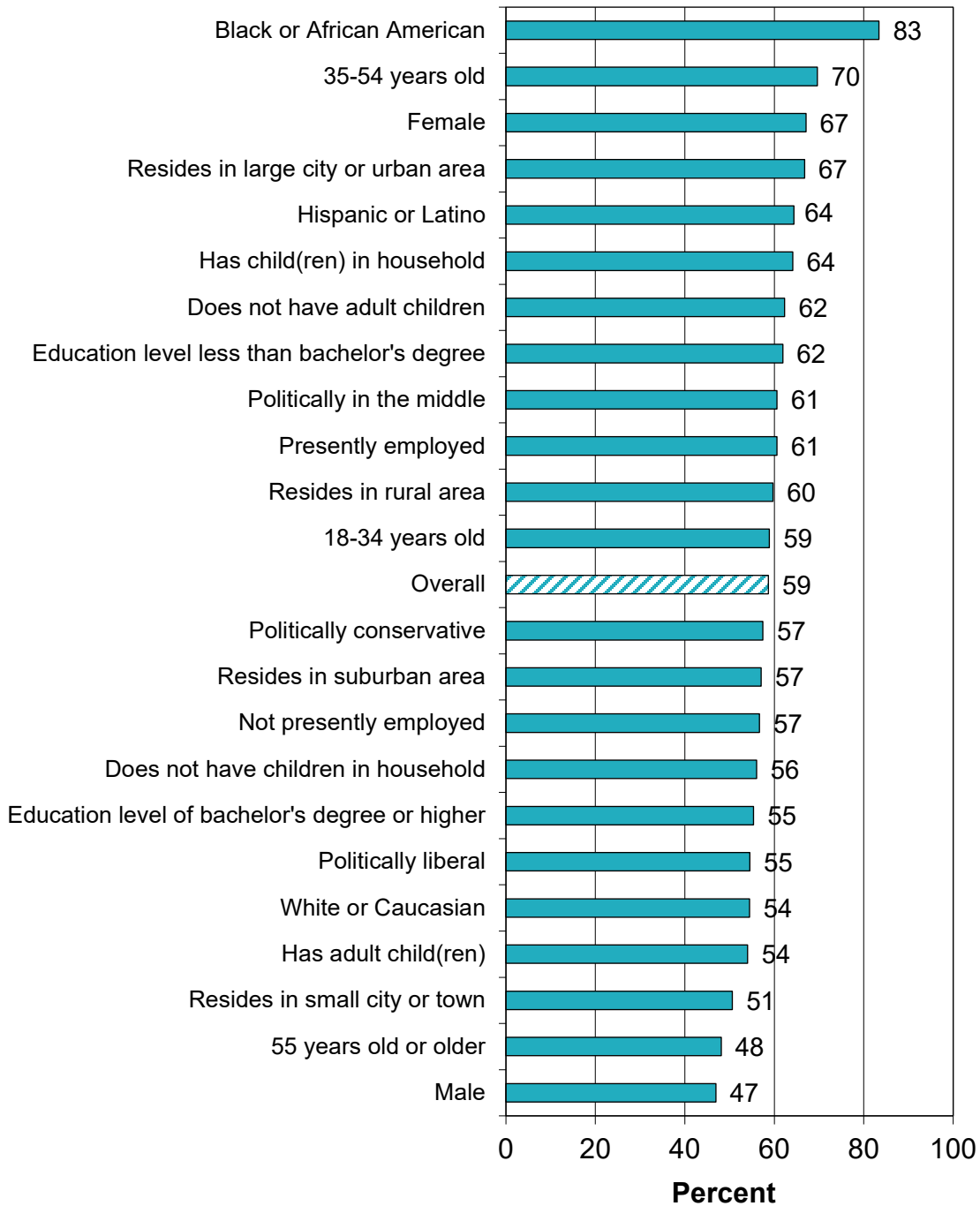
* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who have participated in hunting with firearms. (Non-Shooters*)



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

Percent of each of the following groups who have never participated in sport shooting or hunting with firearms. (Non-Shooters*)



* "Non-Shooters" refers to firearm owners who have not gone shooting within the past 5 years or people in a household with a firearm who have not gone shooting within the past 5 years.

ABOUT OUTDOOR STEWARDS OF CONSERVATION FOUNDATION

Outdoor Stewards of Conservation Foundation (OSCF) is a 501c3 nonprofit that works with all aspects of the outdoor market to use research-based communications and engagement programs that recruit the next generation of Hunters, Anglers, Trappers and Shooters (HATS) and promote the fact that HATS are primary funders and stewards of land, fish and wildlife conservation in America.

OSCF provides a large selection of research, like this report, to the outdoor industry at no cost. For additional information visit: **www.OutdoorStewards.org**

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