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# Public Motivations in Hunting and Target Shooting in the United States: A New Dynamic



## Technical Report

Produced by Southwick Associates in partnership with the Western Association of Fish & Wildlife Agencies

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## Executive Summary

For years, marketers and R3 practitioners referred to the five “stages” or “phases” that hunters evolve through in their lifetimes in the activity. However, these phases are based on a single qualitative study published 38 years ago (Jackson et al, 1984) that focused on just Wisconsin duck hunters. Considering the significant cultural, participatory, and communications shifts since 1984, and that women and other demographics are critical components of the hunting community, there was a strong need to update research on this important topic. This report examines the motivations of today’s hunters as well as target shooters and how these might change throughout their lifetimes using quantitative research methods.

Approximately 4,200 U.S. hunters and target shooters were surveyed nationally regarding their current and previous motivations for participating in hunting and/or target shooting. Using the latest statistical techniques, respondents were separated into distinct segments, referred to as personas, based on their shared motivations to hunt and shoot. The survey also explored motivations when they first began and how these might have changed, which yielded a critical insight:

- Do not assume that hunters and target shooters’ motivations follow any type of prescribed evolutionary path as they age. It is not that simple. Many different reasons motivate people to start hunting and shooting. Then, motivations to participate evolve in different directions and at different paces for many while others’ motivations remain static.

To help better comprehend the major reasons why people hunt and shoot, four personas describing hunters and six describing target shooters were identified:

Table E1. Hunting and target shooting personas.

HUNTER PERSONAS	
Provider	The Provider's nearly sole motivation is to obtain wild meat. Tied to this motivation, Providers also enjoy sharing game meat.
Tranquil Hunter	Escaping life’s daily pressures and relaxing motivates the Tranquil Hunter to hunt.
Social Hunter	For the Social Hunter, hunting provides a means to bond with friends and family.
Enthusiastic Hunter	Enthusiastic Hunters love all things hunting and want to learn as much as possible and experience new hunting opportunities.
TARGET SHOOTER PERSONAS	
Fundamental Defender	Fundamental Defenders are motivated to defend themselves and others. They want to be competent with a firearm but are not looking to become experts.
Skilled Guardian	Skilled Guardians also want to defend themselves and others but have experience and spend their range time mastering their current shooting skills.

Challenge Chaser	The challenge of target shooting is very enjoyable for the Challenge Chaser. With less interest in defense or the social aspects of target shooting, they want to hone their current skills instead of developing new skills.
Sociable Target Shooter	Target shooting is a way to enjoy time with family and friends for the Sociable Target Shooter.
Skills Seeker	With generally less shooting experience than other personas, the Skills Seeker wants to develop new shooting skills.
Fun Seeker	Fun Seekers shoot for the fun of it and are less concerned about developing their shooting skills.

Details for each are presented within.

The paths people take on their journey as hunters and target shooters are varied. Up to 65% of survey respondents reported not being aware their motivations had changed over time; however, that may be overstated as change happens subtly over time. Detailed interview techniques or longitudinal studies would be needed to know the precise percentage of hunters and target shooters whose motivations remain static over the years. Of those aware of changing motivations, the figures below illustrate how people's motivations change over their lives as outdoor participants, beginning with their introduction up until surveyed for this project. While there is not a single clear path people follow, those who show many motives when they first begin over time often discover the facets of hunting and target shooting that most interest them and adopt these as primary motivations as they age.

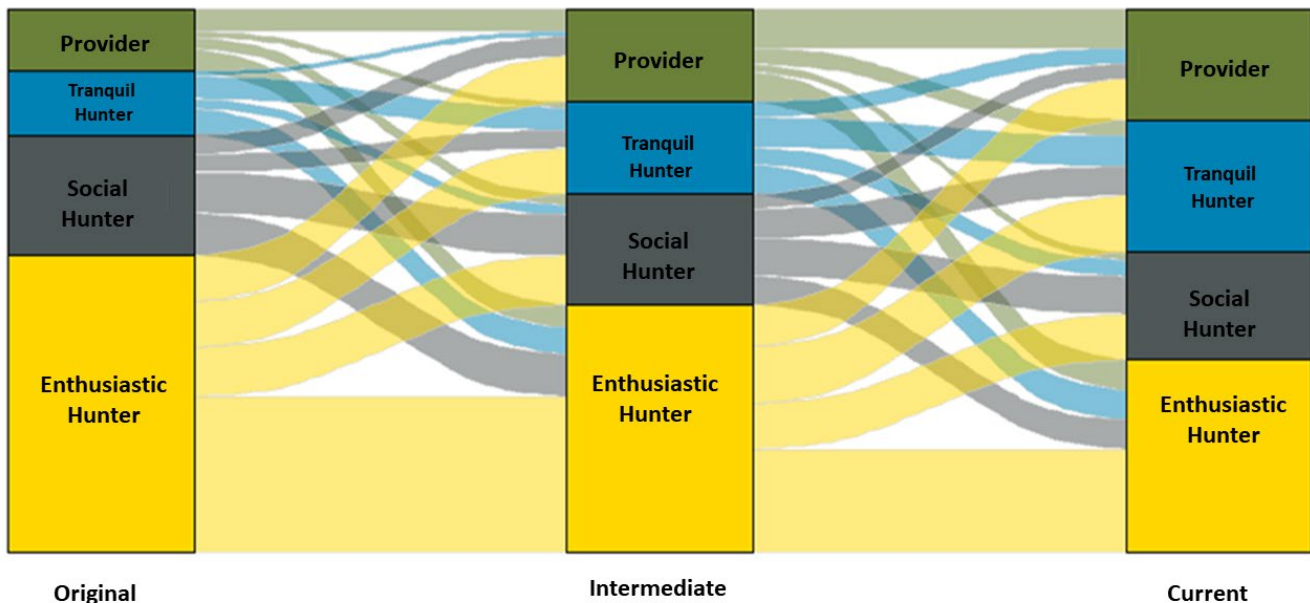


Figure E1. How hunters' motivations commonly evolve over time.

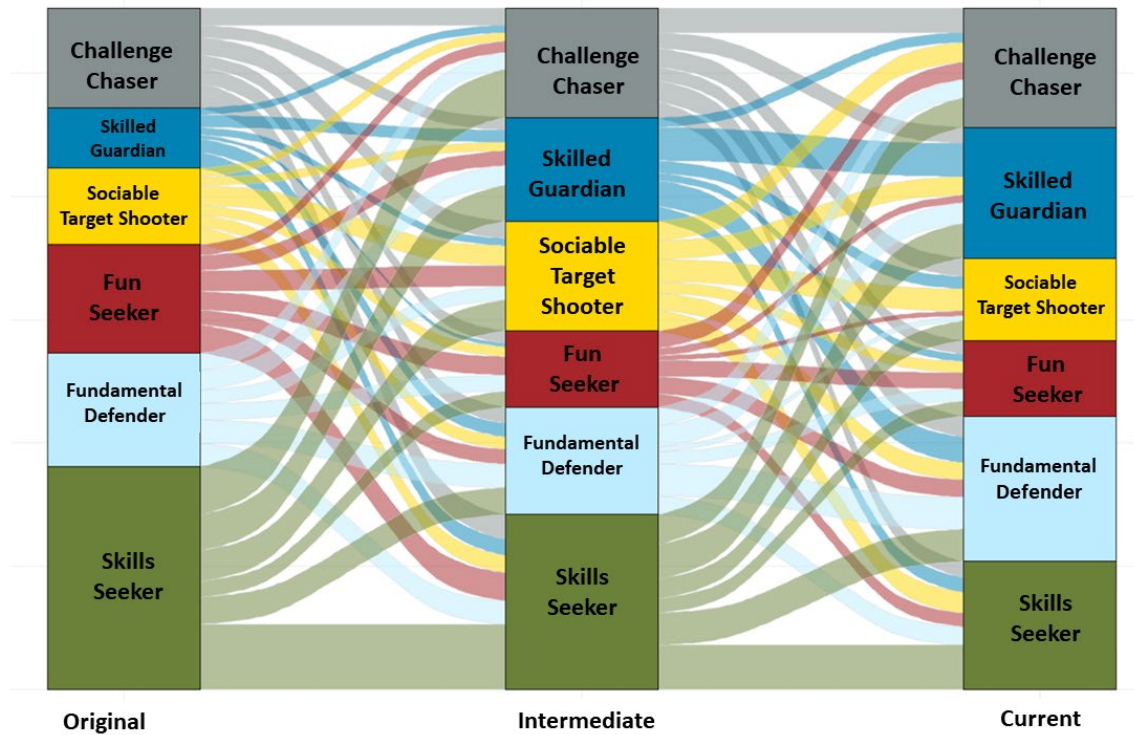


Figure E2. How target shooters' motivations commonly evolve over time.

Please note that Figures E1 and E2 simplify the many paths that motivations may take over a person's lifetime as a hunter or target shooter. Hunter's motivations likely change at different rates and frequencies and there may be multiple intermediary steps. These charts convey a critical point: hunters and target shooters are not all the same and their motivations not only vary across the population but will also vary over time. Marketing efforts that attempt to fit all participants onto a pre-prescribed evolutionary path will achieve minimal success in relating with their target audiences.

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## Introduction

To better engage and retain hunters and target shooters, R3 professionals and marketers have a need to better understand the motivations for participation. Many of the community's current practices and beliefs are based on the five "stages" or "phases" that describe the evolutionary lifetime of hunters as participants in the activity. These phases are based on a single study published 38 years ago (Jackson et al, 1984) that described the stages, or paths, that Wisconsin duck hunters typically experienced in their lifetimes as hunters: Shooter, Limiting Out, Trophy, Method, and Sportsman Stages. In the nearly four decades since, however, hunting has experienced significant cultural, participatory, and communications shifts. Feedback from hunting educators, social scientists, and many past research efforts indicate the phases may be quite different for women and other growing hunting segments, and that not all hunters experience all phases. While significant research has identified hunters' motivations, very little has documented how hunters' motivations shift over time or how the motivations vary across hunters, hindering retention efforts. Additionally, no information currently exists that tells us whether target shooters move through any stages or defines what their motivations are for participating. In this report, we identify current motivations for both hunters and target shooters and begin to explore how they may change over time.

This project was funded by a Multistate Conservation Grant, a program funded by 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.

## Methods

This project's results are intended for the primary use of R3 and industry marketing professionals. Therefore, the first steps were to better understand the community's perceptions of the paths hunters and target shooters encounter in their lifetimes as participants and how we could best address this issue. Input was gathered through invitations sent to representatives of the regional R3 committees in addition to an Advisory Board of R3 experts. With their input, project goals and analytical steps were clearly defined and the project initiated.

The initial draft survey questionnaire was crafted by Southwick Associates, then sent to the project advisors for discussion and suggestions. Based on this feedback, the final questionnaire was coded using Qualtrics's survey platform and tested prior to fielding.

The survey was fielded between early November 2023 and mid-January 2024. Respondents were contacted via Qualtrics's commercial panel representing the U.S. population. Table 1 describes the demographic sampling frame that was given to Qualtrics to represent U.S. hunters and target shooters specifically. People who have hunted or shot at least once in the past three years qualified and were invited to continue.

The survey underwent three rounds of fielding to fill the quota of 2,000 hunters and 2,000 target shooters. After each round of fielding, responses were checked for quality. To aid in identifying potentially unreliable responses such as those produced in “click farms” or rushed in their replies, a series of trap questions was added. These verified respondents’ hunting and shooting knowledge, asked them to provide one-word input, and checked for consistency across similar questions. When responses failed to pass these checks, they were eliminated. Additional fielding was used to capture replacement responses.

After data collection and final checks, 2,076 hunters and 2,121 target shooters qualified and were used in this analysis (Table 2).

Table 1. Sampling targets provided to Qualtrics based on national reports.

	Hunters	Target Shooters
<b>Region</b>		
Midwest	30%	21%
Northeast	13%	13%
Southeast	41%	37%
West	16%	29%
<b>Age</b>		
18-34	29%	30%
35-54	35%	38%
55+	36%	31%
<b>Gender</b>		
Female	22%	28%
Male	77%	72%

Table 2. Final sample sizes associated with each hunting and target shooting persona.

Hunters		Target Shooters	
<b>Average Hunter</b>	<b>2,076</b>	<b>Average Target Shooter</b>	<b>2,121</b>
Provider	510	Challenge Chase	397
Tranquil Hunter	562	Skilled Guardian	449
Social Hunter	392	Sociable Target Shooter	309
Enthusiastic Hunter	612	Fun Seeker	235
		Fundamental Defender	451
		Skills Seeker	280

A combination of SPSS and R was used to generate estimates from the final dataset. Segments, referred to throughout this report as personas, were developed using a k-means partitioning method based on primary motivations. Ordinal rankings (1-5) from 16 hunting motivations and 13 target

shooting motivations were used in the clustering process. The motivations tested with all hunters and target shooters are presented and ranked by importance in the “Average Hunter/Target Shooter” profiles in the Results section.

## Persona Interpretations and Limitations

Please note that personas describe a hunter’s or target shooter’s place in a snapshot of time. Over years, it is common for an individual’s motivations to hunt, shoot, or engage in any activity to change, shifting that individual into a new persona. The proportions of participants assigned to personas will necessarily shift over time as a result. Likewise, hunters and target shooters collective preferences will shift over time, resulting in a change in the distinct personas used to describe participants. Be cautious in applying these results after five to ten years, or if there is a significant shift in cultural values and participation rates.

It is possible for individuals to assume more than one persona over the course of a year. For example, a hunter may seek relaxation and low stress when hunting in their area of residence or hunting a familiar species, but their preferences and motivations could put them in a different persona if they hunt a different species or venture to a new state or country to experience a new opportunity. This study examines individuals’ general motivations to hunt in late 2023 and early 2024, not the motivations associated with a specific trip.

There are many ways to segment any audience. This project segments U.S. hunters and target shooters into distinct personalities that were statistically shown to share common participation motivations. Each of these segments, or personas, could be broken down further by region of the U.S., gender, race, ethnicity, and more. This report does not segment participants based on their appearance or location as personas are not exclusive to any specific demographic or user group. For example, women are found in all personas, as can members of any age, ethnic, racial, or other demographic group. Just because two people look alike does not indicate they share the same motivations to participate in an activity or use any product.

## Results

### The Average Hunter

The average hunter is presented to provide a comparison to the distinct personas. Communications and campaigns targeting the “average” hunter will meet limited success as few individuals fit this profile. Instead, to better resonate with hunters, base future communications and campaigns on the four specific personas provided after the average hunter profile.

The most common motivations for hunting are to experience the outdoors and to relax and escape. Harvesting any animal, harvesting a high-quality target species, and filling one’s tags and limits fell to the bottom of the 16 tested motivations to hunt (Figure 1).

The “average” hunter is 35-44 years old, male (80%), white (77%) and has been in the fulltime workforce for at least five years. The average hunter is married or lives with a partner and over half have kids at home. Over half have an annual household income under \$75,000.

The average hunter most often targets big game (deer, elk, moose, etc.) and lives in an urban or suburban area with a population over 50,000. As a result, the average hunter says their top challenge to hunting is having a place to hunt, which is true for all the hunter personas, followed by successfully harvesting an animal and knowing where to hunt. The ideal day of hunting involves enjoying nature and the outdoors, followed by seeing wildlife and relaxing. Securing their own food and spending time with others rounds out the top five characteristics of the ideal day.

To improve their hunting experience, the average hunter wants to explore new places to hunt, to improve their accuracy with a firearm, and improve their tracking and wildlife behavior knowledge. The average hunter prefers to learn about or improve their hunting skills independently, at their own pace, with YouTube and other video resources being their preferred support services. The average hunter is also an angler and likes to hike, camp, and target shoot.

[Appendix A](#) provides the full descriptive details of the average hunter with comparisons to each of the four personas.

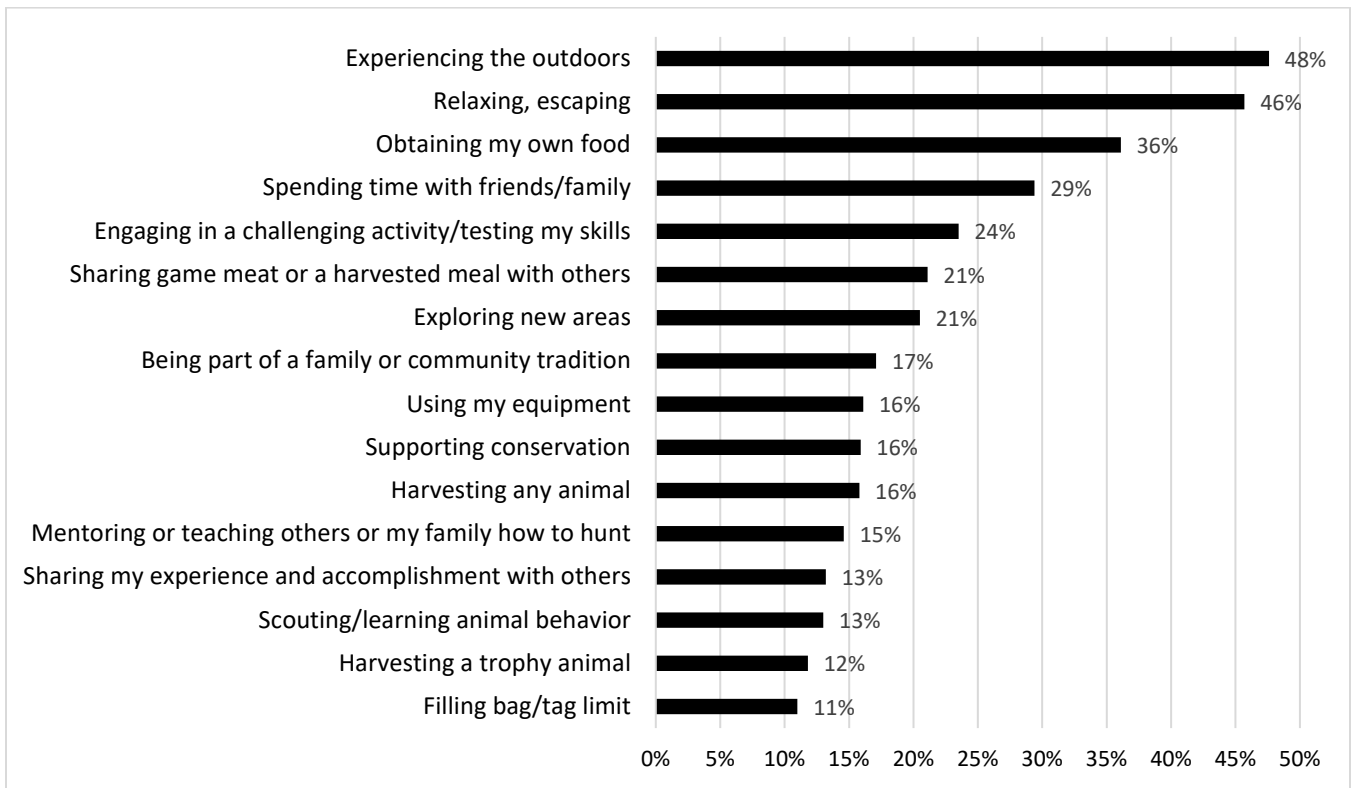


Figure 1. Average hunters' top five motivations.

## Four Hunter Personas

U.S. hunters were statistically separated into four unique personas which share common motivations to hunt (Figure 2). As the names imply, the primary motivations range from all things hunting (Enthusiastic Hunter) to acquiring meat (the Provider), spending time with family and/or friends (the Social Hunter), and just escaping daily pressures (the Tranquil Hunter).

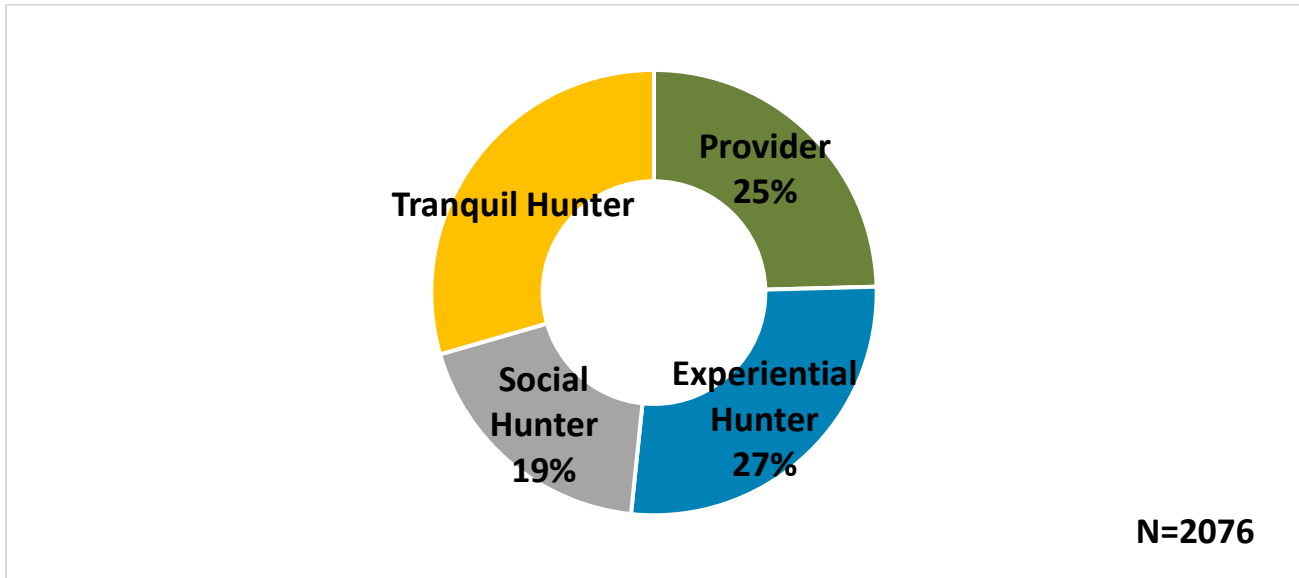


Figure 2. The four hunter personas.

Table 3 provides a very brief description of each hunter personas. Each of these segments are further described in the following pages. [Appendix A](#) provides the full descriptive details for each of the personas with comparisons to the average hunter.

Provider	The Provider's nearly sole motivation is to obtain wild meat. Tied to this motivation, Providers also enjoy sharing game meat.
Tranquil Hunter	Escaping life's daily pressures and relaxing motivates the Tranquil Hunter to hunt.
Social Hunter	For the Social Hunter, hunting provides a means to bond with friends and family.
Enthusiastic Hunter	Enthusiastic Hunters love all things hunting and want to learn as much as possible and experience new hunting opportunities.

Table 3. Four hunting persona descriptions.

## Provider

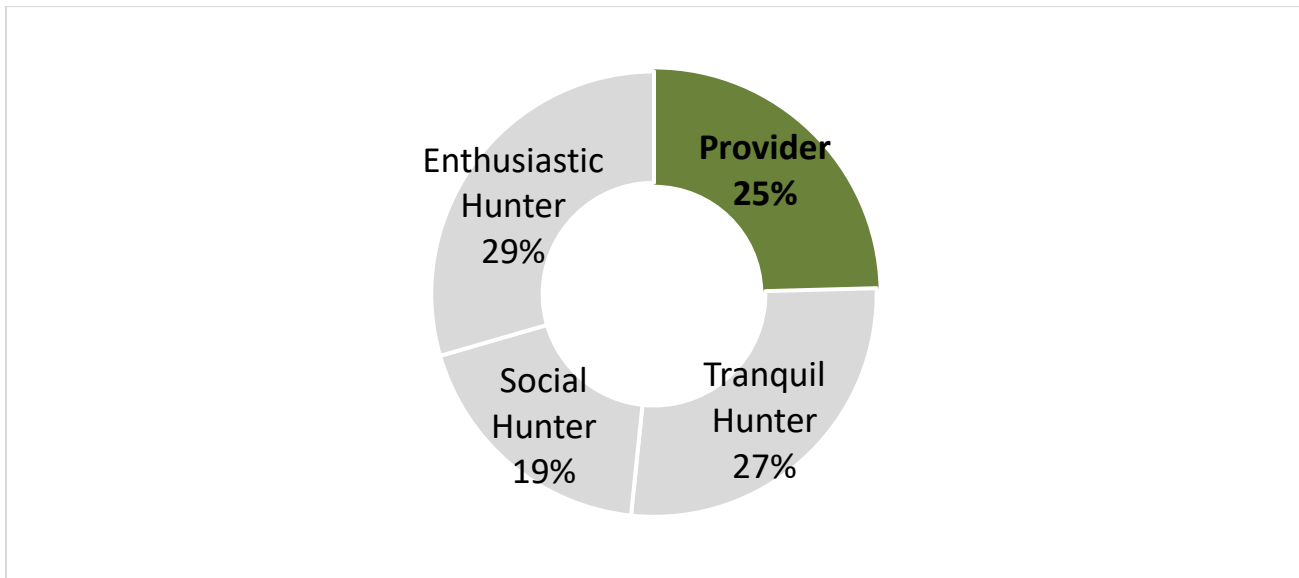


Figure 3. Providers represent 25% of all hunters.

The Provider's driving motivation is obtaining wild meat. As such, these hunters are not as interested in the social aspects of hunting or taking large, mature game animals (i.e. “selective hunting”). Tied to their primary motivation, Providers enjoy sharing game meat and are more interested in successfully harvesting an animal compared to the average hunter. When asked to describe an ideal day of hunting, these hunters most often said that they wanted to have an opportunity to shoot at game often and reach their bag or tag limit. Because of their interest in harvest, hunters in this persona were less interested in seeing other wildlife while hunting or in shooting opportunities that don’t necessarily result in a harvest (e.g. a quail hunter that flushes many coveys may be more satisfied with their day regardless of their final harvest). Compared to other personas, the Provider is most likely to pursue big game mammals such as deer, elk, and moose and reported hunting upland game birds the least.

The Provider is more likely than the other personas to be white, has the largest proportion being female (31% versus 20% for the average hunter), and has the greatest percentage of its members living in rural areas (24% in communities under 5,000 people). This hunter is also slightly more likely to be in the 35–54-year-old range and has a lower annual income.

Compared to other personas, Providers were less motivated by experiencing the outdoors or relaxing and escaping the daily grind. This might be partially explained by their higher rate of living in rural areas. However, half still place a high value on enjoying nature and the outdoors as part of the ideal day afield.

When asked about hunting skills or experiences they are interested in improving, Providers are more interested than others in tracking and wildlife behavior and processing and preparing their harvest. When asked about hunting challenges, these hunters were more concerned about successfully harvesting an animal and humane harvests. Compared to other personas, these hunters are more

comfortable with firearms. With above average use of bow hunting gear, optics, and trail cameras, they appear to favor products that increase their days afield and help improve the likelihood of a successful hunt.

The Provider is the most loyal hunting license buyer and hunts the greatest number of days annually, meaning this persona needs less attention from marketers to keep them afield. Recommendations to keep them hunting include offering information and resources that help them boost their harvest success and better process game meat.

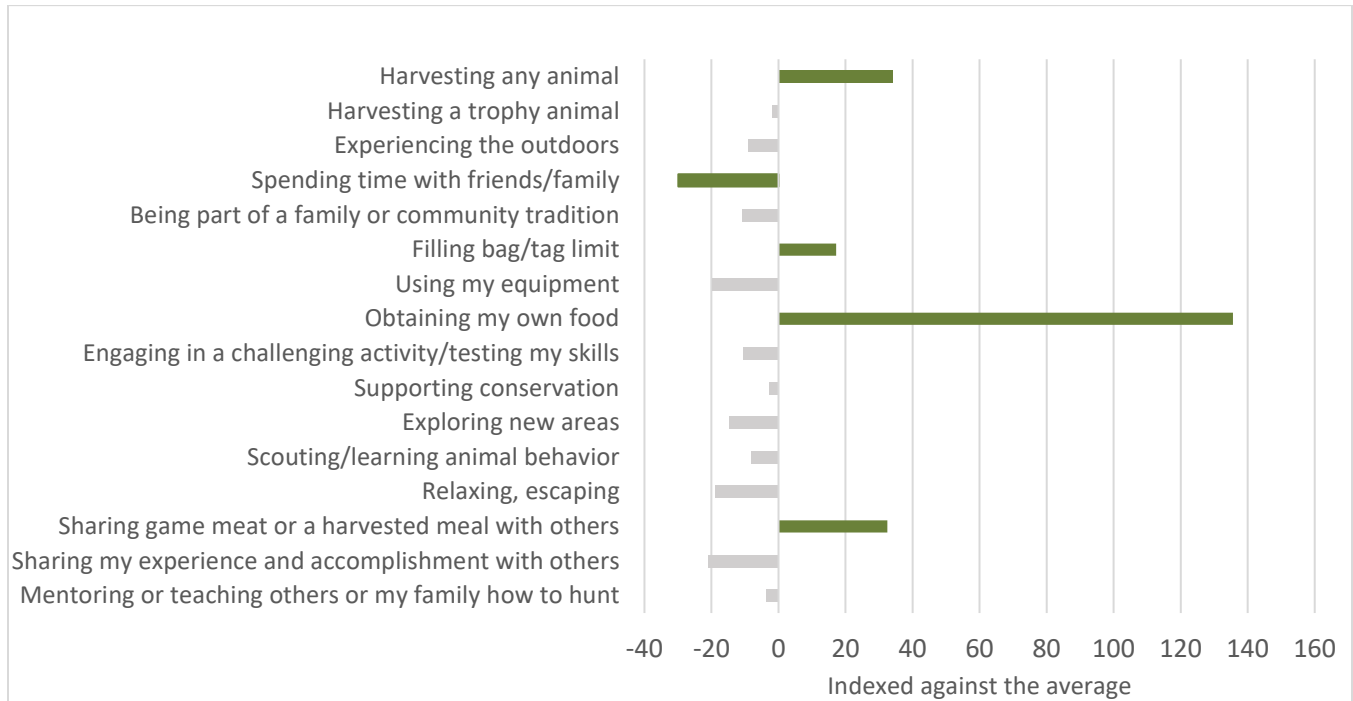


Figure 4. Provider motivations compared to the average hunter.

## Tranquil Hunter

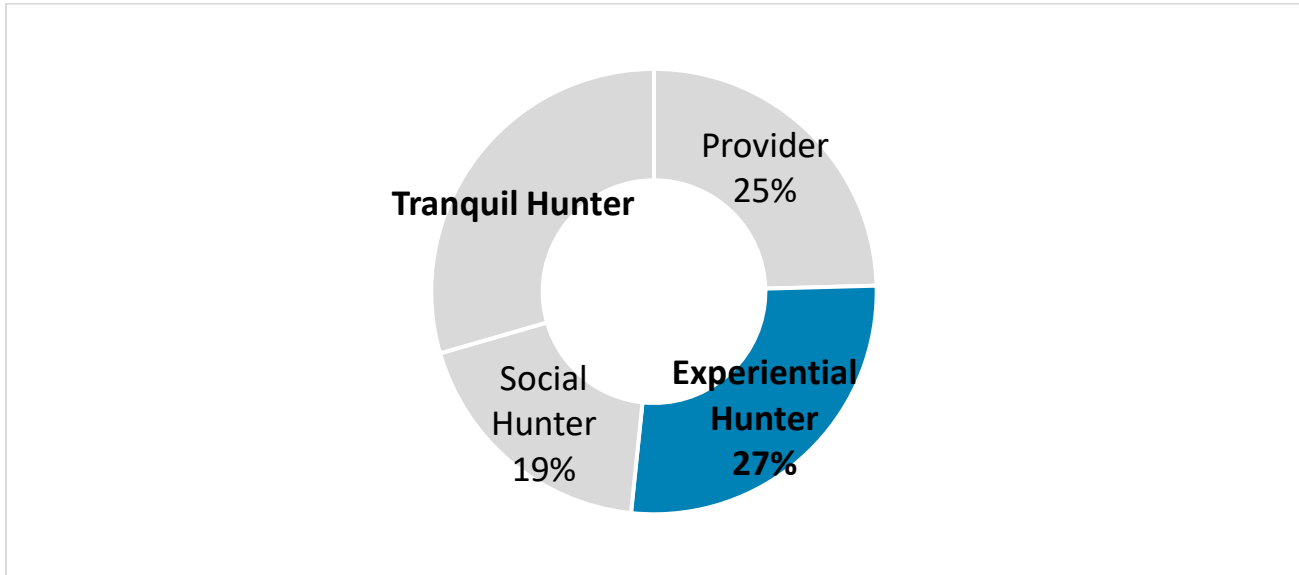


Figure 5. Tranquil Hunters represent 27% of hunters.

More than the other personas, the Tranquil Hunter uses hunting to experience and enjoy the outdoors - to relax and escape. Though they share many characteristics with the Social Hunter, the Tranquil Hunter rates spending time afield with others lower than any other persona. As a result, these hunters are less interested in mentoring or teaching others how to hunt. With below average interest in harvest or taking a high-quality specimen, these hunters are also less interested than other personas in reaching their bag or tag limit. For an Tranquil Hunter, an ideal day of hunting means relaxing and seeing wildlife in general.

The Tranquil Hunter is slightly more male than the other hunting personas and slightly older. Otherwise, their demographics basically represent the average hunters' profile and their use of equipment and gear also closely align.

Compared to other hunters, the Tranquil Hunter is more concerned about having time to hunt and knowing where to hunt. Identifying places to hunt may take longer for these hunters since they generally spend less time hunting with other hunters. With more low-income hunters than any other persona besides the Provider, there are likely more barriers to traveling far to hunt.

Like Providers, Tranquil Hunters are interested in improving their skill in tracking and wildlife behavior, but generally less interested in services that support their hunting activities. The exception is this persona is more interested in independent hands-on learning than others.

Marketing hunting towards this persona is a challenge. Given their low interest in spending time afield with others, messages and images that resonate with those who value hunting community will have minimal success with this persona. Tranquil Hunters report the highest rate of not buying a hunting

license in consecutive years and efforts to retain this persona who represents over a quarter of our hunters is essential. Focus marketing efforts on this persona's interest in using hunting as a getaway from life's everyday pressures. Emphasize convenient hunting opportunities to make hunting more competitive with other recreational pursuits that hold their interest. Advertise public lands where they can hunt and see a variety of other wildlife.

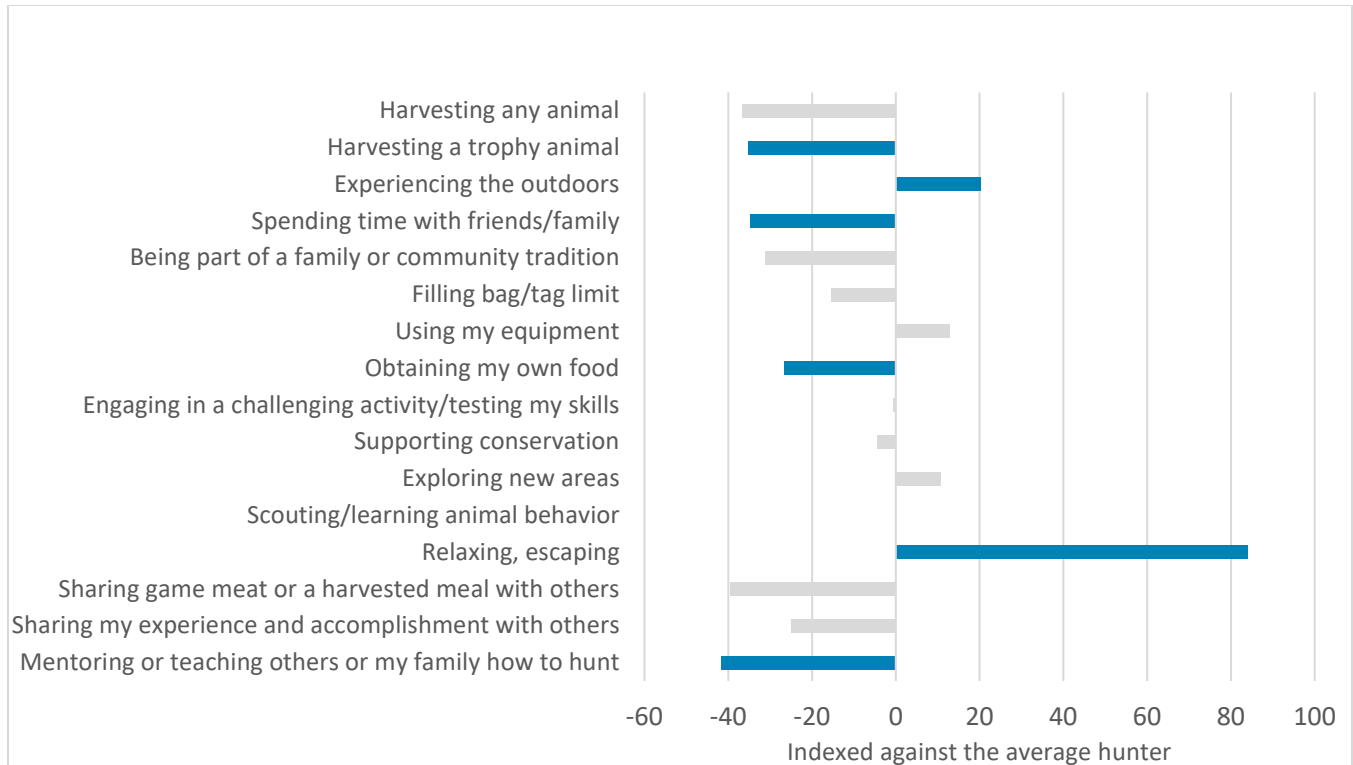


Figure 6. Tranquil Hunter motivations compared to the average hunter.

## Social Hunter

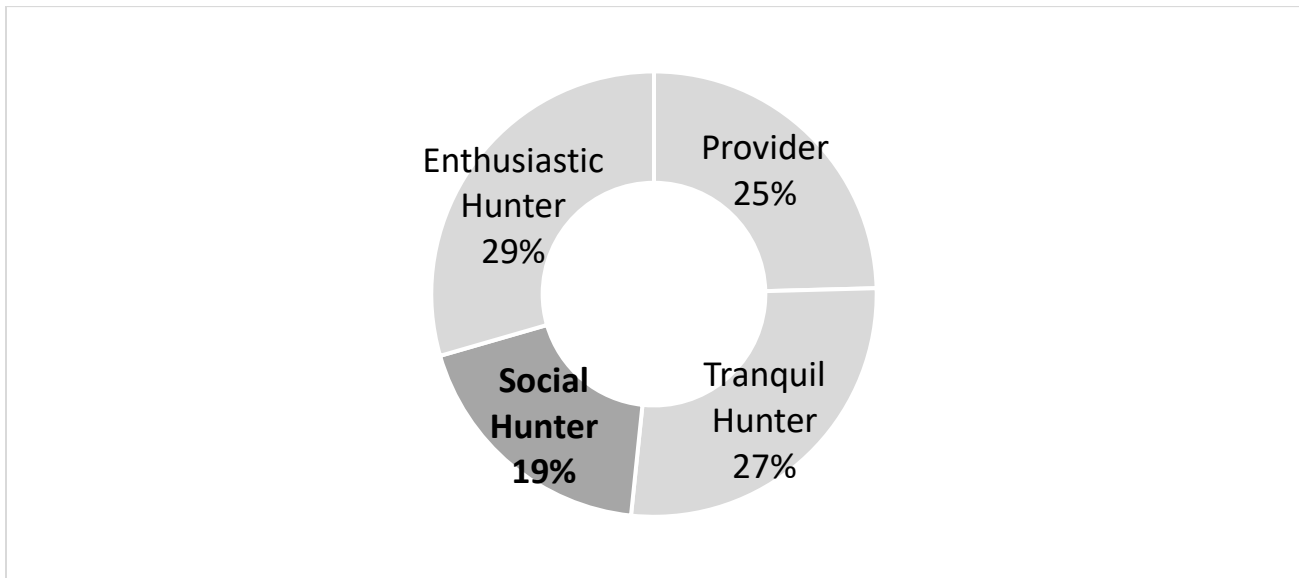


Figure 7. Social Hunters represent 19% of hunters.

Hunting provides the Social Hunter with a way to spend more time with friends and family. More than any other persona, hunting is part of a family or community tradition for the Social Hunter. An ideal hunting day for Social Hunters typically includes being afield with people or hunting dogs; they have the lowest levels of interest in harvesting game, filling their tags or limits, or in scouting and learning about wildlife behavior. Social Hunters are like the Tranquil Hunters, and the elevated social importance of hunting is largely what separates the two personas.

Social Hunters have a higher proportion of its members in the highest income brackets, which correlates with having a greater proportion of its members in the highest age brackets. They are the most likely to have children and be married or live with a partner.

Social Hunters reported hunting fewer days compared to other personas. Social Hunters are concerned about having enough time to hunt and having somebody to hunt with. Because they are hunting with others more often than other personas, these hunters are also more concerned about the safety of themselves and their hunting partners. They are less likely to rate themselves an expert hunter compared to other hunters.

Social Hunters are the most interested of the personas in teaching others to hunt. They are also the most interested in having someone take them hunting and sharing knowledge and experience with them. Otherwise, these social hunters have lower rates of participation than most others, along with the Tranquil Hunters, in various hunting support services.

When it comes to equipment preferences, their use of equipment closely matches that of the average hunter.

While roughly a third of hunters in this persona state they hunt to be part of a family or community tradition, 100% hunts to spend time with family and friends. From a marketing perspective, if the Social Hunter's friends and family decide to pursue other recreational activities, we may lose many of these hunters. "Tradition" is only enough to retain a minority (30%) of them. Plus, this group already hunts the fewest days per year compared to all personas, indicating other non-hunting activities might already be winning some of their free time. We must make sure hunting remains top of mind when Social Hunters and their friends are making plans; we should encourage hunting plan discussions so there is enough time for them to commit to the activity. Once a Social Hunter establishes hunting as a priority, they might be particularly important for recruiting others into hunters.

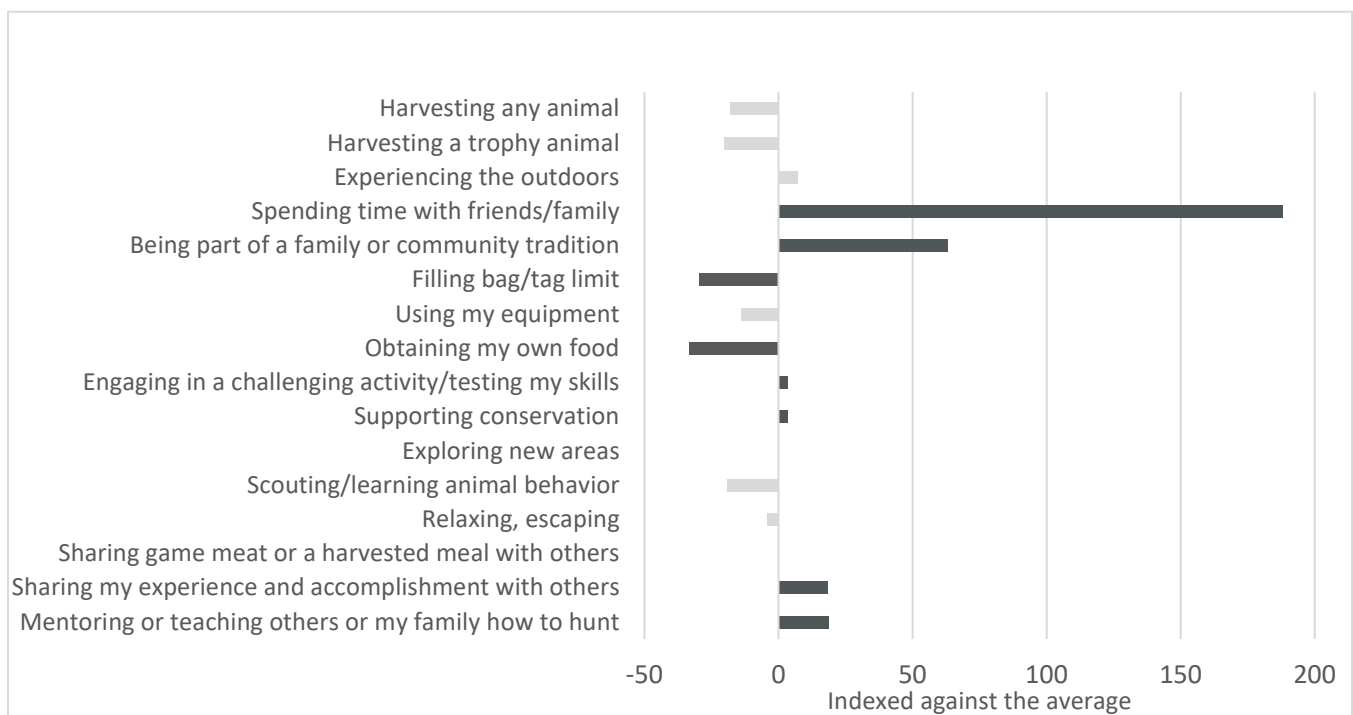


Figure 8. Social Hunter motivations compared to the average hunter.

## Enthusiastic Hunter

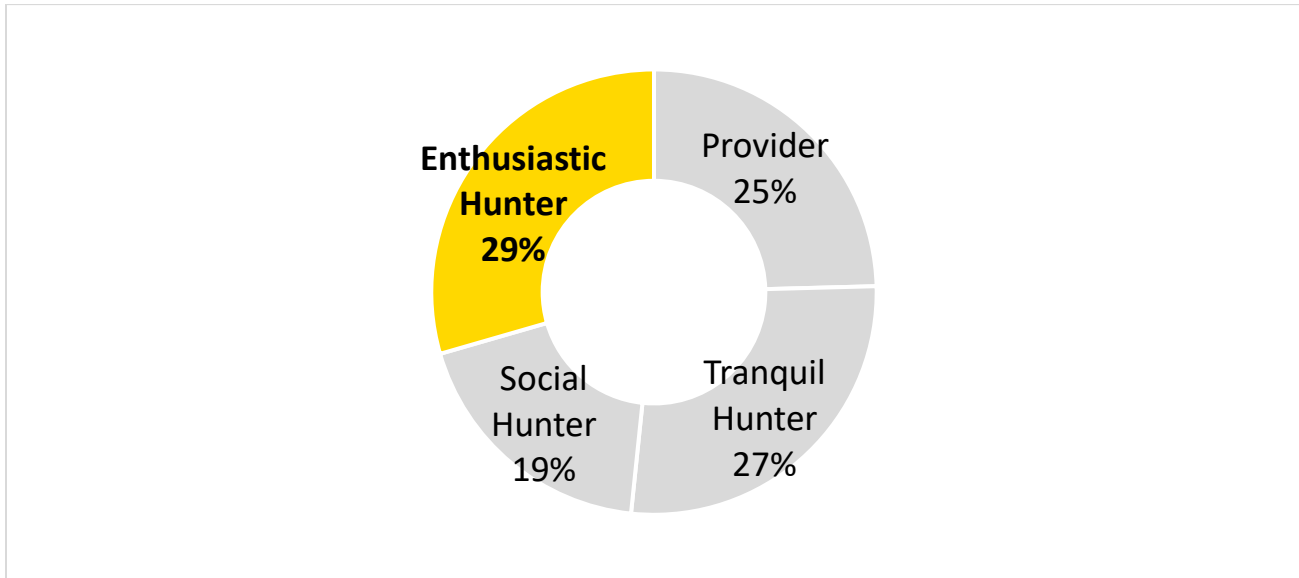


Figure 9. Enthusiastic Hunters represent 29% of hunters.

Enthusiastic Hunters are highly motivated, hands-on hunters. They over-index across many diverse hunting motivations, including seeking new achievements, sharing their experiences, and harvesting game, especially mature big game animals. They are also motivated by the opportunity to use their equipment, share their game meat harvest and hunting experience with others, and to teach others how to hunt. Things that do not motivate Enthusiastic Hunters as much include the social aspects of hunting, obtaining their own food, and using hunting to relax and escape daily life.

Compared to other hunters, Enthusiastic Hunters are generally younger, slightly more likely to be African American and/or Hispanic, more urban, and have the highest number of enrolled college students and individuals early in their professional careers. This is the youngest persona: only 27% are older than 44 years of age.

For Enthusiastic Hunters, an ideal day of hunting is more likely to include opportunities to shoot often, includes harvesting a mature big game animal and developing skills and abilities. This persona has the greatest interest in harvesting the big buck or other tough-to-accomplish hunt. Compared to other personas, enjoying the day outdoors and relaxing were less important, but they over-index in their interest in hunting new species, including varmints (woodchucks, gophers), upland game, waterfowl, and predators (coyote, fox, bobcat), which helps to expand their season. Surprisingly, members of Enthusiastic Hunter persona are more likely to rate themselves as an expert hunter despite being the youngest persona. They are eager to establish themselves within the hunting community and are generally the most interested in learning and improving their hunting skills.

Hunters in this persona, given their greater tendency to live in suburban and urban areas, are more likely to say that having the right equipment, knowing where to practice shooting, or sighting in, and

that using a firearm were challenges to hunting. Overall, relatively few hunters reported wondering about the perceptions of others, but Enthusiastic Hunters reported this concern the most, which might also relate to their age and locations of residence.

Possibly related to their age, Enthusiastic Hunters are less likely to use a wide range of gear. The exception is new technology such as laser sights and decoys, given their greater interest in waterfowl and in trying new forms of hunting. Hunters in this persona were generally the most interested in services that could support or encourage their hunting. Digital services and platforms such as podcasts, YouTube, and online classes were popular among this persona. Enthusiastic Hunters are also the most interested in opportunities to directly connect or engage with other hunters.

Efforts to win new hunters in this persona and retaining current members will likely be best served by guiding them to information on places and tactics to take new species, or how to engage in new types of hunting. Encouraging discussion among hunting communities will help them to try new species, techniques, and equipment. Providing opportunities to share their successes and experiences will also likely help to maintain their interest.

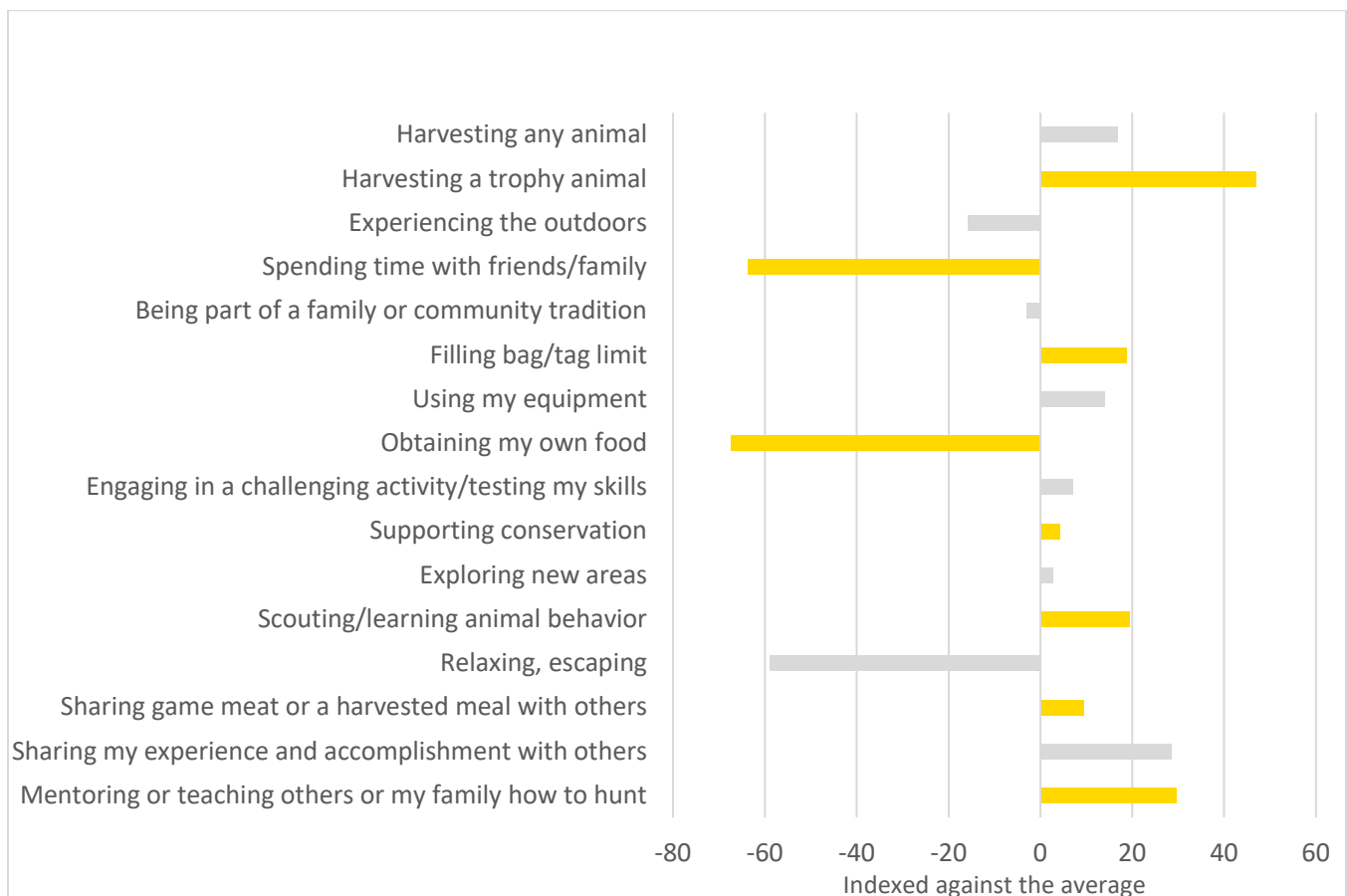


Figure 10. Enthusiastic Hunter motivations compared to the average hunter.

## Hunting Personas Over Time

In addition to documenting hunters' current personas, this analysis queried hunters about the motivations they may have had at previous times in their lives. Hunters were asked about their motivations when they first started hunting and any intermediate motivations in-between now and when they started hunting.

Up to roughly 65% of survey respondents reported not being aware their motivations have changed over time; however, that may be overstated as change happens subtly over time. Detailed interview techniques or longitudinal studies would be needed to know the precise percentage of hunters whose motivations remain static over the years. Of those aware of changing motivations, Figure 11 illustrates how people's motivations change over their lives as outdoor participants, beginning with their introduction up until surveyed for this project.

Please note that Figure 11 simplifies the many paths that motivations may take over a person's lifetime as a hunter. A hunter's intermediate steps could be more than one, and the time between steps will vary by person. This chart conveys a critical point: hunters are not all the same and their motivations not only vary across the population but also vary over time. Marketing efforts that attempt to fit all hunters onto a pre-prescribed evolutionary path will likely achieve minimal success in relating to hunters and keeping them engaged.

Figure 11 indicates the largest change over time is the decrease in the percentage of Enthusiastic Hunters. Over their lifespan as hunters, the enthusiasm and "all in" mentality of members of this persona appear to soften. As they age, they appear to focus on a fewer number of motivations to hunt. The percentage of Social Hunters also slightly decreased over time, maybe as they learn more about hunting and become more personally invested as their experience grows. Over time, hunters are more likely to share motivations common to the Tranquil Hunter and Provider personas.

This is a first attempt to understand how hunting motivations and personas may change over time and there are several limitations with this approach. First and foremost, it is difficult for people to recall when their motivations changed and what their motivations were during previous times in their life. In the survey, we asked people their current motivations and then to recall both motivations when they first began and if there was a time between when their motivations may have been different; there is likely some recall bias in this process. Secondly, without a longitudinal study of individuals over time, it's hard to truly identify who has changed segments over time. A robust study to understand how motivations change over time, whether they are meaningfully different, when they change, and how long someone may spend in a persona will require a different approach to data collection.

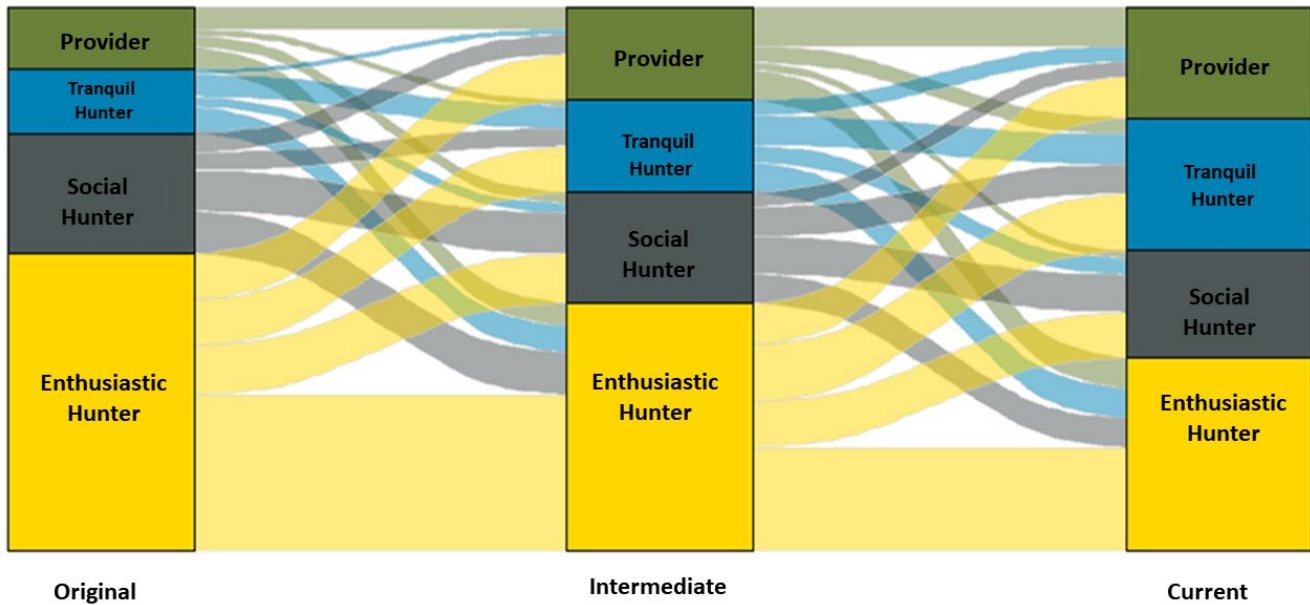


Figure 11. Represents how hunter personas and motivations changed from when they first started hunting (original), now, and some in between time. Only respondents who indicated there was a shift in their motivations were included in this chart (N=725). We did not explore when these stages take occur in life or how much time may pass between them.

## The Average Target Shooter

The average target shooter is presented to provide a comparison for the six target shooting personas. Please note that few target shooters will fit the profile of the “average target shooter.”

Communications and campaigns targeting the “average” target shooter will meet limited success as few individuals fit this profile. Instead, to better resonate with target shooters, base future communications and campaigns on the specific personas provided in this section.

The top motivation for target shooting is to enjoy oneself, followed by the ability to defend oneself, and to develop proficiency with a firearm. The fourth and fifth top motivations are for the challenge and to enjoy time with others, respectively. However, as shown in the following pages, rarely is any single target shooter driven by these top five motivations. Of the 13 tested motivations, preparing for competition was the least stated motivation followed by preparing for hunting season (Figure 12).

The “average” target shooter is between 40-44 years of age, male (74%), white (77%) and has been in the fulltime workforce for at least five years. Just under half are married or live with a partner and only 37% have kids at home, less than the average hunter. Over half have an annual household income under \$75,000. Over half (55%) live in cities with over 50,000 people and only 18% live in communities with 5,000 or fewer people. Besides target shooting, their most engaged in activities are fishing and hiking, followed by camping and hunting.

Over 60% have 10 or fewer years of shooting experience, reflecting the recent growth in this popular past time. When it comes to time at the range, semi-automatic handguns are the most preferred firearm to shoot, followed by shotguns, modern sporting rifles, traditional rifles, then revolvers. The cost of ammunition was the top obstacle to shooting more often (54%), with access to a place to shoot a challenge for one-third of target shooters; this may reflect their urban nature.

The skills the average target shooter is most interested in improving is their accuracy (hitting the clays or bullseye), precision or clustering, and being able to relax more often while shooting. Activities and services that encourage more participation are led by more time practicing at the range, someone to take them shooting to share their knowledge and experience, and then the ability to ask experienced target shooters questions in an informal way.

[Appendix B](#) provides the full descriptive details of the average target shooter with comparisons to each of the six personas.

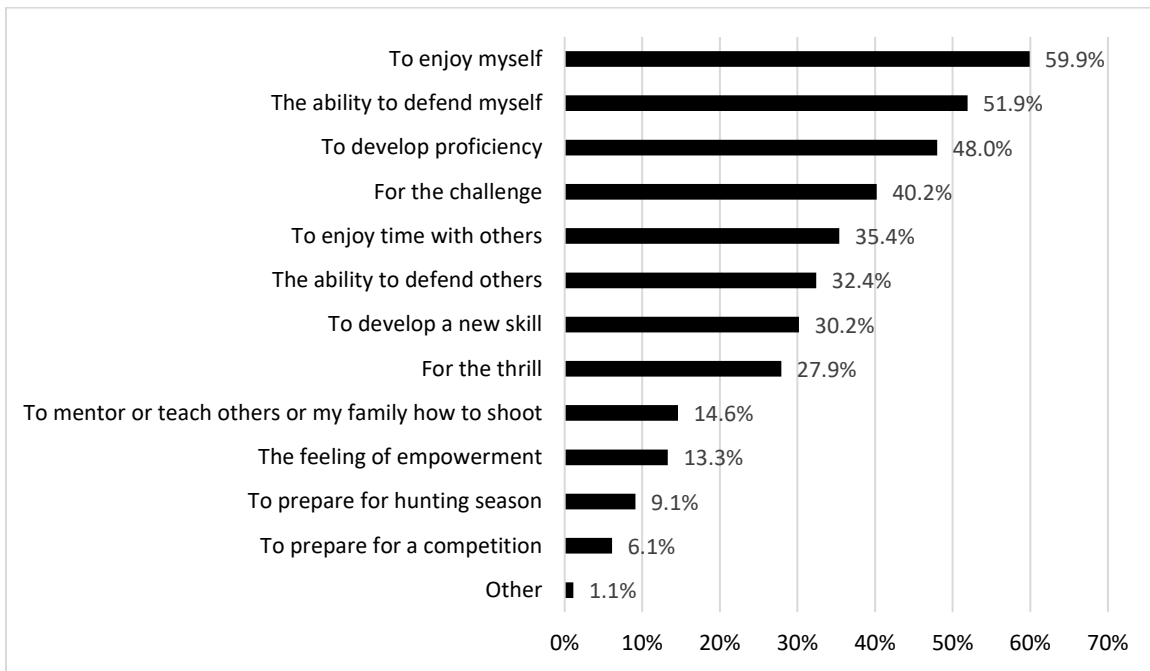


Figure 12. Average target shooters' top five motivations.

## Six Target Shooter Personas

U.S. target shooters were statistically separated into six unique personas with each sharing common motivations to participate in target shooting. As the names imply, the primary motivations range from away- and at-home defense (the Fundamental Defender and Skilled Guardian) to recreational reasons (Sociable Target Shooter, Fun Seeker, and the others).



Figure 13. The six target shooter personas.

Table 4 provides a very brief description of each target shooting persona. Each of these are further described in the following pages. [Appendix B](#) provides the full descriptive details for each of the personas with comparisons to the average target shooter and to each other.

Table 4. Six target shooting persona descriptions.

Fundamental Defender	Fundamental Defenders are motivated to defend themselves and others. They want to be competent with a firearm but are not looking to become experts.
Skilled Guardian	Skilled Guardians also want to defend themselves and others but have experience and spend their range time mastering their current shooting skills.
Challenge Chaser	The challenge of target shooting is very enjoyable for the Challenge Chaser. With less interest in defense or the social aspects of target shooting, they want to hone their current skills instead of developing new skills.
Sociable Target Shooter	Target shooting is a way to enjoy time with family and friends for the Sociable Target Shooter.
Skills Seeker	With generally less shooting experience than other personas, the Skills Seeker wants to develop new shooting skills.
Fun Seeker	Fun Seekers shoot for the fun of it and don't care much about how good they are.

## Fundamental Defender

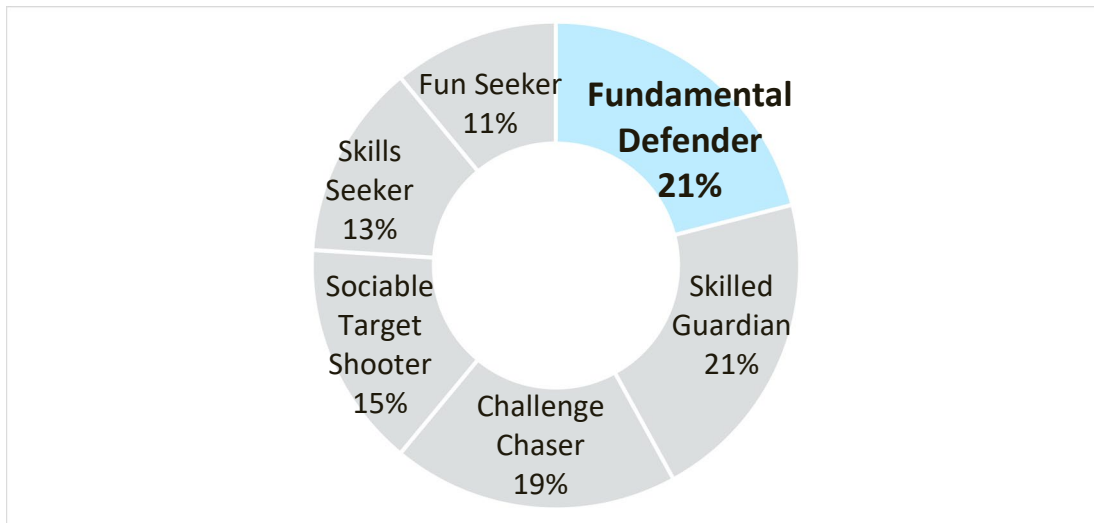


Figure 14. Fundamental Defenders represent 21% of target shooters.

Fundamental Defenders are focused on developing their target shooting skills primarily to defend themselves but also to defend others around them. They want to be skilled, competent target shooters, but are not looking to become experts. “Empowerment” resonates with them more than any other persona, while the social and recreational aspects of shooting have below-average appeal.

Fundamental Defenders are younger than average. They have the most female participants (32.7%) and are more likely than other target shooters to be African American (20%). Overall, they are the most diverse in terms of race with just over 71% reporting White or Caucasian but have average Hispanic membership. As a younger segment, they also have the lowest income of the six personas, though the differences across the personas are minimal. Semi-automatic handguns are preferred by over two-thirds of this persona, which is greater than the average target shooter.

The Fundamental Defender has the second highest proportion of members with five or less years of experience (45%), but 23% have over 20 years of experience; this indicates many members do not move on from this introductory segment into other personas. Most see themselves in a student or learner role and they spend the most days target shooting per year compared to all other personas as they develop their shooting skills.

Considering they over-index on using semi-auto handguns, they tend to use more laser sites than others and fewer bench rests and other long-gun oriented gear. They see themselves as slightly less skilled than other target shooters and are more likely to seek help than provide advice. In terms of support, they are looking for someone to take them shooting and share their knowledge and to partake in independent, hands-on learning.

Challenges faced by Fundamental Defenders are much like all other personas, with the cost of ammunition and having a safe place to shoot at the top of the list. They have a greater need than most other personas for basic instruction. They desire to learn how to relax more while shooting and are interested in new shooting styles and activities. They over index on their interest in face-to-face classes and instruction videos. Recommendations to keep this persona engaged include providing basic instructional information plus showing them where to shoot convenient to their home. Communicating online appears to be ideal, especially via video-based tools such as YouTube.

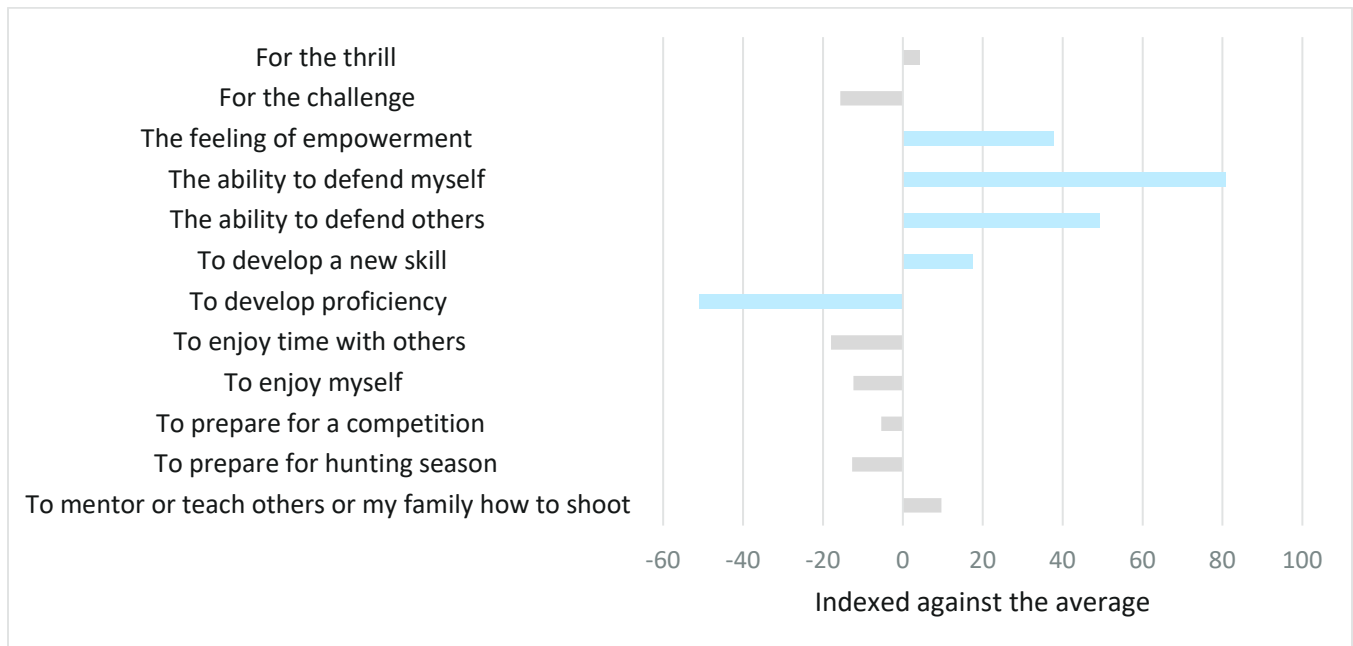


Figure 15. Fundamental Defender motivations compared to the average target shooter.

## Skilled Guardian

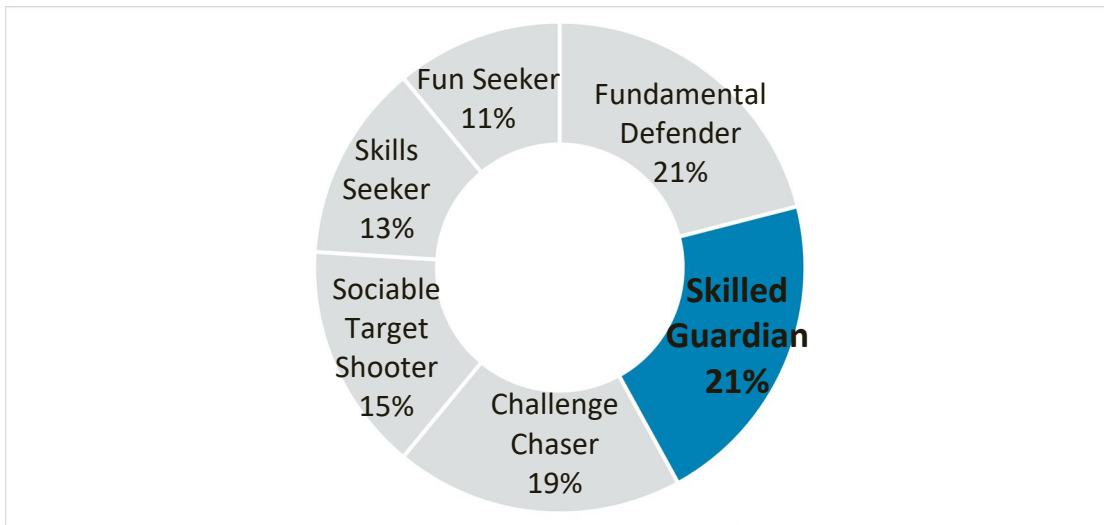


Figure 16. Skilled Guardians represent 21% of target shooters.

Skilled Guardians' primary motivations are to defend themselves and others. Unlike the Fundamental Defender, they are focused on honing their ability to hit the bullseye (accuracy) and proficiency (tight groupings) with their above-average experience and skills. Spending time at the range with others is of least interest to this persona. Like Fundamental Defenders, Skilled Guardians most often shoot semi-automatic handguns and shotguns, though they use shotguns at rates much lower than other personas. Half of Skilled Guardians have been shooting for more than 10 years.

The oldest persona, the Skilled Guardian is much more likely to have military experience or be fully retired compared to the average target shooter. They are also one of the least diverse personas with an above average percentage of Caucasian participants compared to the average target shooter.

Skilled Guardians are more likely to describe themselves as competent or proficient rather than expert. In general, accuracy and precision are the most important satisfactions sought when target shooting and they are less interested in trying new types of shooting or new places to shoot. Skilled Guardians say they are more likely to be asked for shooting advice than to seek it themselves. When it comes to the part of the shooting experience they would like to improve, precision and accuracy are their top interests with the defense of self and others in mind. The top sources of support they use, in order, are independent hands-on learning, which is another way of saying practice time at the range, followed by being able to informally ask questions of others or shooting with others to learn from their knowledge and experience.

They are much more likely to prefer paper targets than others, have above average interest in laser sights, and are most zealous of all the personas regarding gun cleaning. With their lower interest in shotguns, they are less likely to buy related accessories and supplies. Like most other target shooters, Skilled Guardians are also most challenged by the cost of ammunition, the availability of ammunition,

and having access to safe, secure places to shoot. In contrast to the average target shooter, they are much less worried about having equipment and wondering how others might perceive them, which probably relates to their older age.

This persona needs less attention to keep them engaged in target shooting. Though they show lower levels of motivation to instruct and mentor other target shooters, they may be good to recruit to assist along these lines. Otherwise, efforts to remind them to visit the range may be the best steps to keep them engaged.

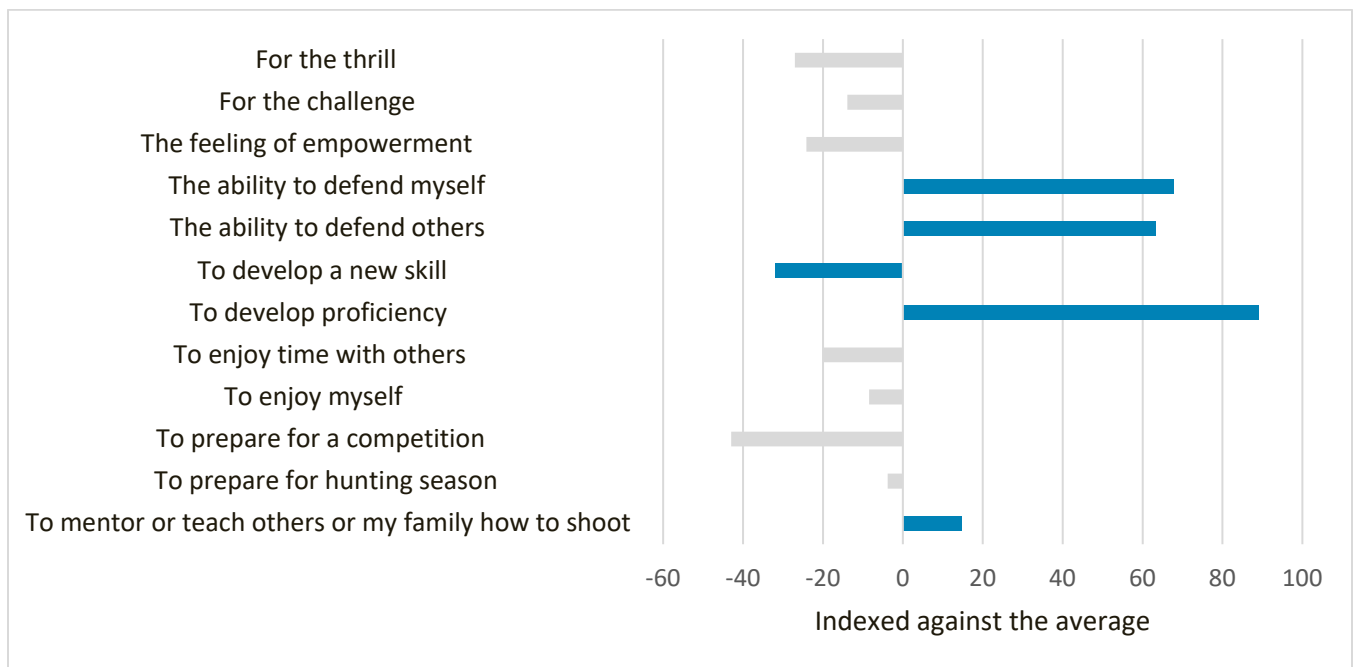


Figure 17. Skilled Guardian motivations compared to the average target shooter.

## Challenge Chaser

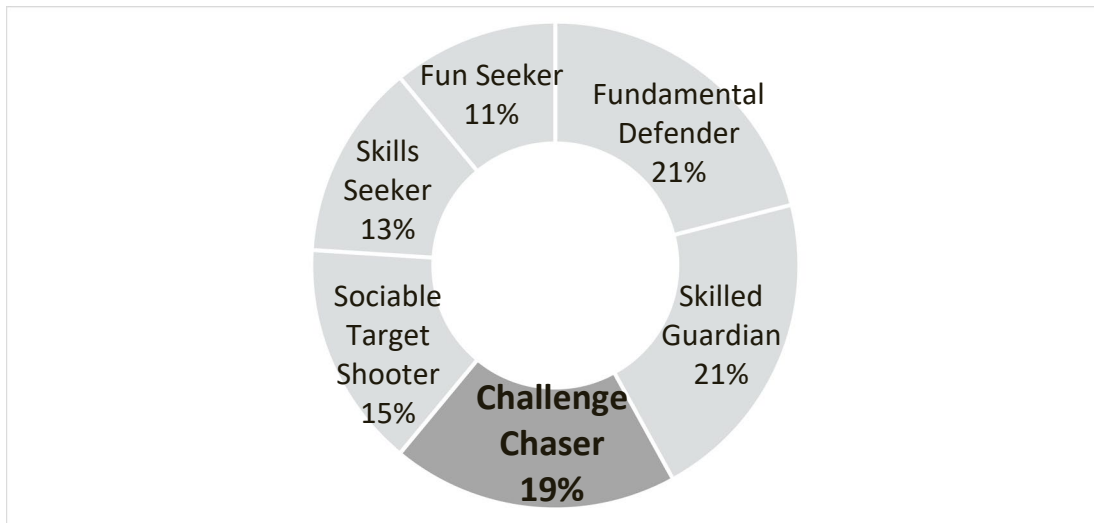


Figure 18. Challenge Chasers represent 19% of target shooters.

The Challenge Chaser is as close to the average shooter as any other persona, but there are still distinct differences. More than anything, the Challenge Chaser wants to enjoy their personal time, often outdoors, through the challenge of target shooting. Unlike the Sociable Target Shooter, time at the range is not focused on enjoying the company of others but is spent trying to improve their target counts or groupings. Doing so with others is fine but is not the primary reason for visiting the range. Maybe due to their experience, they have the lowest level of interest in developing a new skill. They also have the lowest level of interest in the ability to defend themselves or others with a firearm.

The Challenge Chaser is slightly older than the average target shooter and has a higher proportion of males than all other personas. Challenge Chasers also have higher than average military service. Otherwise, this persona generally reflects all other target shooters in terms of education, employment, income, and family status.

With over one-third having more than 20 years of target shooting experience, the Challenge Chaser is second only to the Skilled Guardian in years of experience but spends a greater number of days shooting each year, second only to the Fundamental Defender. This volume of days at the range reflects their above-average desire to be proficient with their firearms. They are also more likely to rate themselves as proficient or expert in their shooting ability compared to all other personas.

Along with the Sociable Target Shooter, the Challenge Chaser is the top persona for shotgun sports and traditional rifles. Both personas rate the lowest in using modern sporting rifles. The Challenge Chaser is also a top user of archery equipment.

For Challenge Chasers, the most important things to their satisfaction target shooting are time spent outdoors and relaxing while shooting. They are more likely to engage in activities like hiking, fishing,

and non-motorized boating compared to the average target shooter and are the second most likely to hunt, behind the Fun Seeker.

The biggest challenges for this persona are the cost of ammunition and having access to safe, secure places to shoot. They are very comfortable with firearms and their skills and are not looking to improve their capabilities. Maintaining their participation depends on providing a place to shoot, and the assistance of products and services that increase their proficiency and consistency shooting.

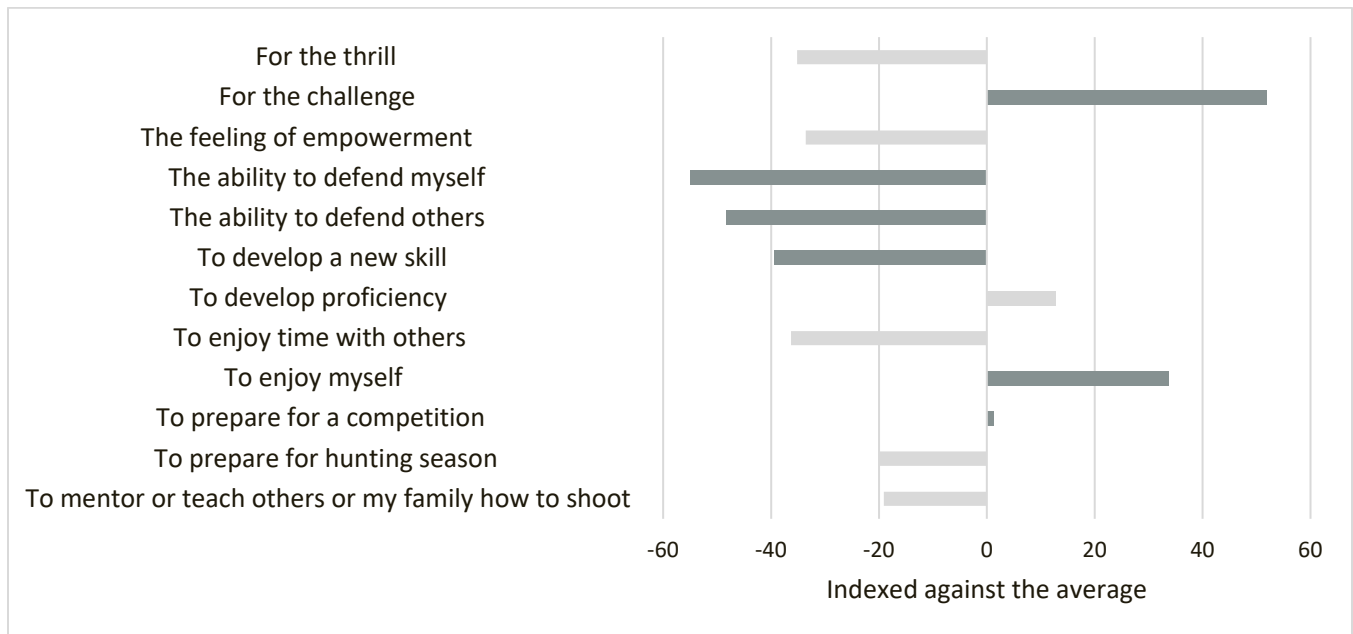


Figure 19. Challenge Chaser motivations compared to the average target shooter.

## Sociable Target Shooter

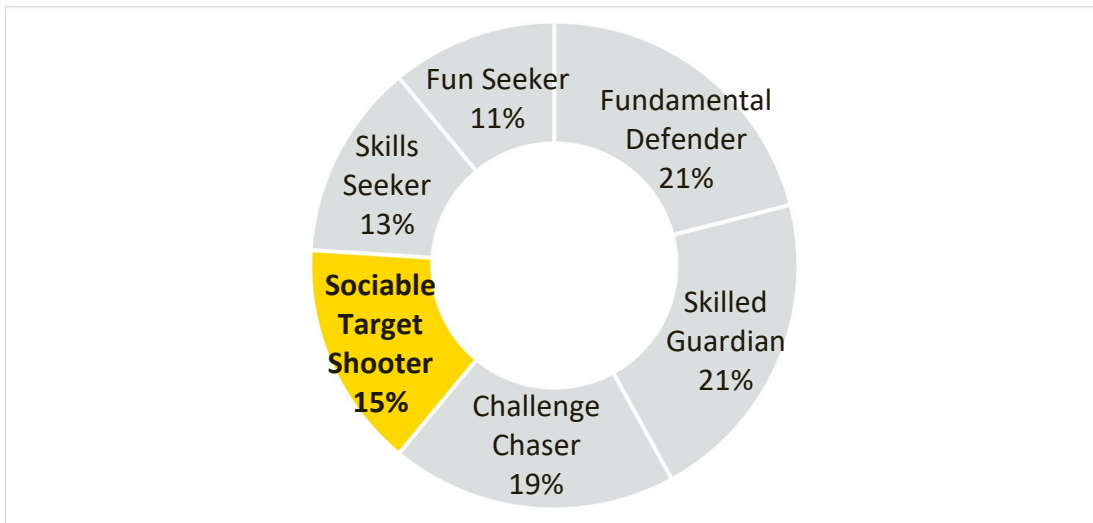


Figure 20. Sociable Target Shooter represents 15% of target shooters.

For the Sociable Target Shooter, shooting is a way to enjoy time with others. Target shooting is not as important in their lives as enjoying time with others, considering they rate target shooting's importance lower than all other personas. Despite this lower level of importance, they have been shooting for more years than the average participant and participate at an average rate in terms of annual days of shooting.

Slightly older than the average target shooter, Sociable Target Shooters are typically established in the workforce and either have no children or adult children that no longer live at home. Sociable Target Shooters have the highest percentage of Caucasian participants (83.5%) and are more likely to be found in smaller communities and rural areas with populations under 50,000. They have the highest participation in fishing among all personas and the second highest participation rate in hunting.

When they shoot, shotguns are used more often than other types of weapons. Semi-auto handguns are their second most preferred firearm, though Sociable Target Shooters use them less than the average target shooter. Sociable Target Shooters prefer traditional rifles at rates greater than all other personas and are the least likely to use modern sporting rifles. Even with their years of experience, most view themselves as a student or learner and are twice as likely to ask for advice than to extend it.

Sociable Target Shooters find the number of rounds fired, accuracy, and precision less important to their satisfaction from a day of shooting, and rate the time spent with others and the time spent outdoors as more important than any other persona. Regarding which skills they would like to improve, accuracy and precision are the highest rated, but at levels matching the average target shooter. To improve, they want someone to take them shooting and share their knowledge and experience in an informal way. Over half indicated they would only shoot with others, not alone.

Besides ammunition cost and availability, Sociable Target Shooters are most concerned with having enough time to learn or go out and having somebody to go shooting with. As target shooters who enjoy time with others, these make sense. With their high interest in shotgun sports, they under-index in using laser sights and rifle accessories but over-index in clays.

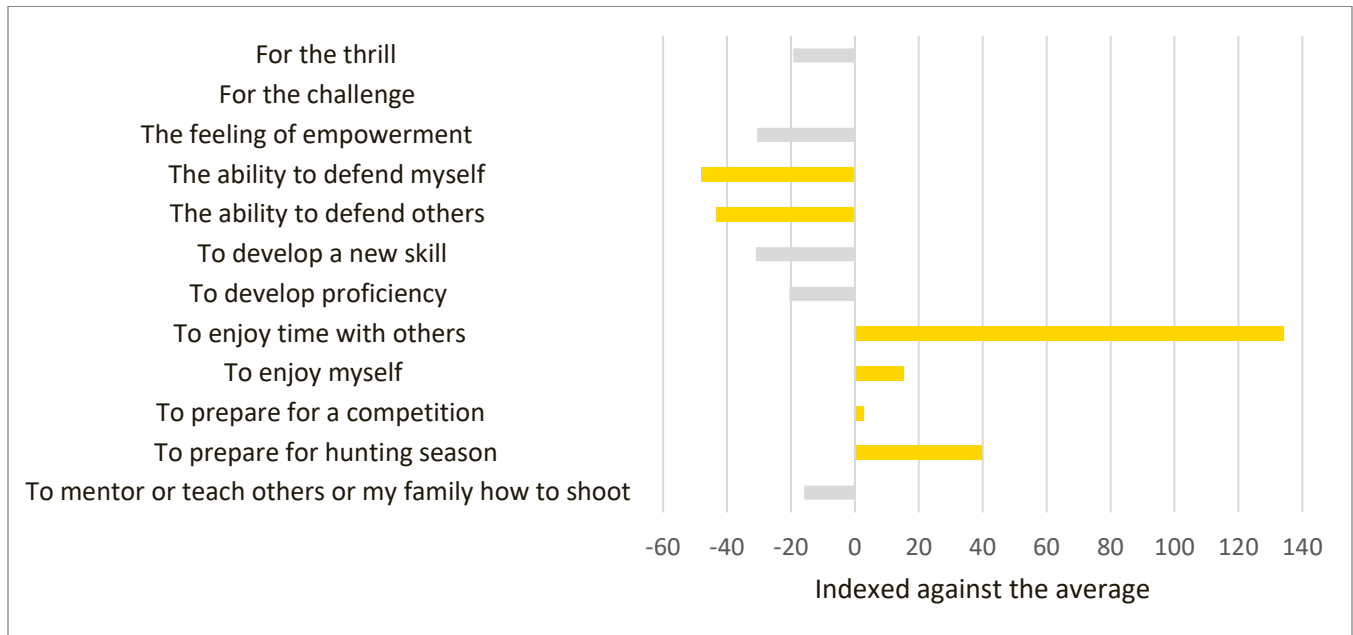


Figure 21. Sociable Target Shooter motivations compared to the average target shooter.

## Skills Seeker

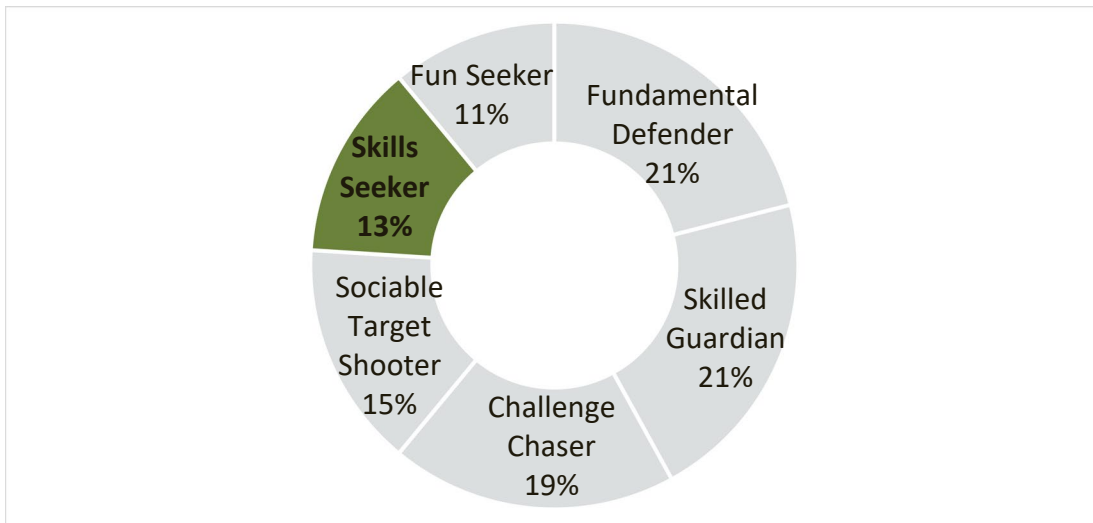


Figure 22. Skills Seekers represent 13% of target shooters.

For the Skills Seeker, target shooting is all about acquiring a new skill. Motivations such as the ability to defend themselves and others, the thrill of shooting, and enjoying time on their own or with others are well below average compared to the average target shooter. Though social reasons are not a primary motivation to shoot, their satisfaction with a day at the range increases when they can share the experience with others in a relaxed manner outdoors.

Skills Seekers are a younger group, with the highest rates of having children at home and living in urban areas. Most work full-time and their average income is slightly above the average target shooter. This persona has the second highest participation by females and the highest participation by Hispanic or Latinos (12.1%).

Because of their interest in building skills, they are more likely than the average target shooter to shoot crossbow or traditional archery equipment. Skills Seekers prefer semi-auto handguns and shotguns, though they have a broad interest in all types of firearms.

They have the least experience with 85% shooting 10 years or less. They also shoot fewer days annually than the average target shooter. When asked, nearly two-thirds say they are more likely to ask for shooting advice than to share or help others.

The challenges most affecting their ability to participate include having the necessary equipment and feeling they know enough to do so safely. They are much less likely to see the cost of ammunition as a barrier to target shooting. Facets of shooting they wish to improve include relaxing more when shooting and exploring new places to shoot. Considering this is the most urban of the target shooting personas, the Skills Builder is concerned about easy-to-access, convenient ranges.

Given their younger, urban nature, this persona probably represents significant growth potential. Marketing and participation recommendations include promoting convenient places to shoot, classes (especially in-person), having experts available to help with questions, plus videos and other instructional information. For state wildlife agencies and private range operators, provision of additional target shooting opportunities in urban and suburban areas may be the best way to boost participation with this persona. Whether new or existing ranges, visitors to these locations need to see the safety elements in place, and these should be promoted to help attract more customers.

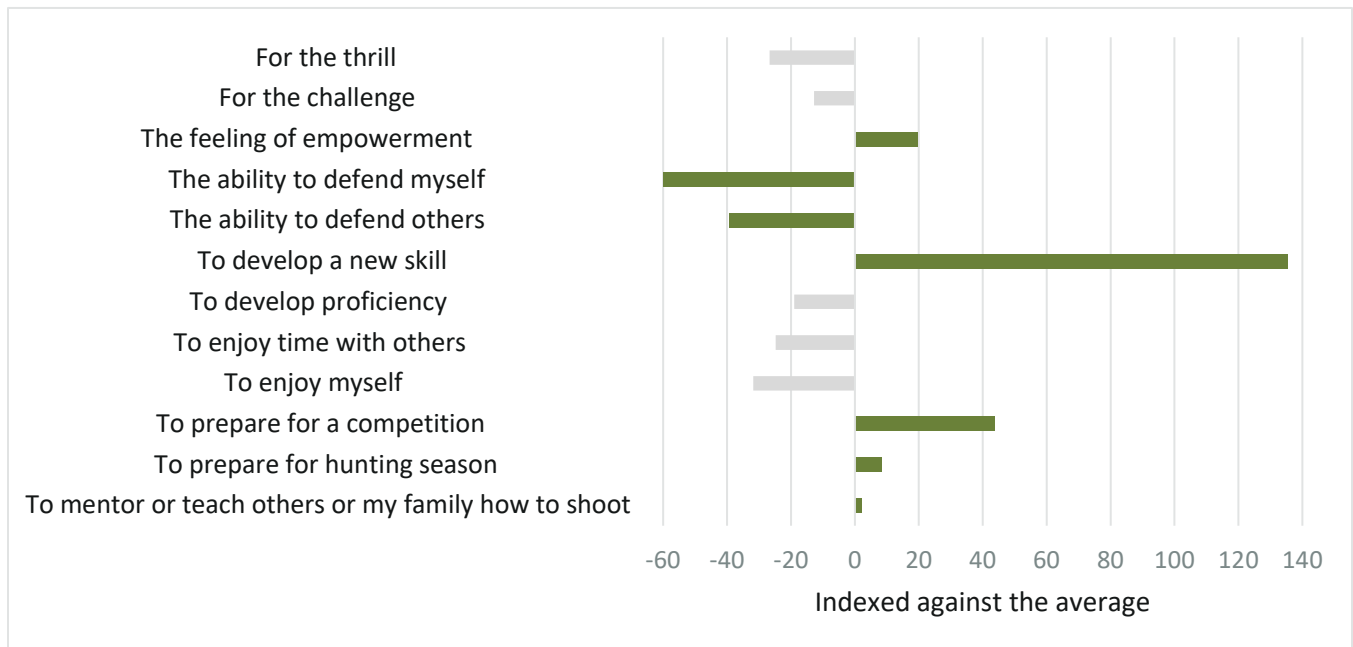


Figure 23. Skills Seeker motivations compared to the average target shooter.

## Fun Seeker

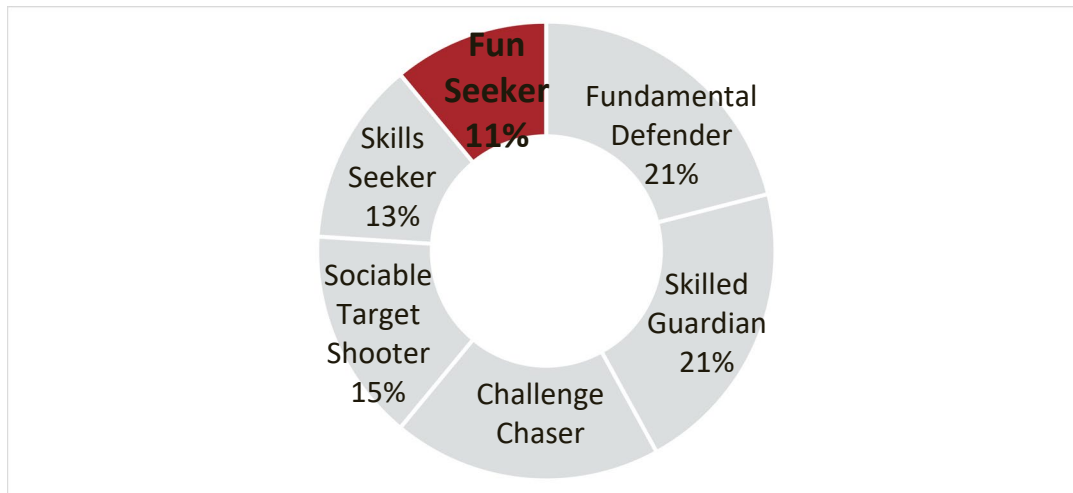


Figure 24. Fun Seekers represent 11% of target shooters.

For the Fun Seeker, target shooting is thrilling and a way to enjoy themselves. This persona is interested in pulling the trigger for recreation and enjoyment purposes, not to develop new skills, become proficient with a firearm, or defend themselves or others. It's all about fun, with the number of rounds shot providing more satisfaction from a day at the range compared to other target shooting personas.

Fun Seekers are the youngest persona, most likely to be single, established in the work force, and have the highest rates of either no children or young children at home. This persona has the lowest percentage of Caucasian participants (63%) and the highest percentages of Black or African American members (25%). They are more likely to be urban compared to the average target shooter, second to the Skills Seeker.

The majority of Fun Seekers have been shooting fewer than 10 years (69%), and many for fewer than 5 years (41.3%); still, many have also been shooting for more than 20 years (15%). Fun Seekers feel confident in their experience and report being asked for shooting advice more often than they seek it.

Compared to the other personas, Fun Seekers have greater affinity for modern sporting rifles (39%) and shotguns (42%) than the average target shooter. They are slightly below average in preference for semi-auto handguns and are more likely to prefer crossbows than others.

In addition to the number of rounds fired, Fun Seekers reported that the time spent outdoors and relaxation were more important to their satisfaction when target shooting compared to the average target shooter. They are more interested in trying new shooting styles and exploring new places to shoot compared to all other personas. That said, half did still express a desire to improve their accuracy. As Fun Seekers, these target shooters also engage in the most outdoor activities, being the persona most likely to hunt, fish, camp, hike, or enjoy canoes and kayaks.

When thinking about barriers, Fun Seekers report the cost of ammunition, having somebody to go with, and a safe place to participate as their greatest barriers. Interestingly, they are the most likely to be concerned about how others might perceive them, though just 13% state this concern. This might reflect the diverse range of communities where these target shooters live. Though they state that improving accuracy and precision is not a great motivation to participate, these are the top two aspects of their shooting skills and experiences they wish to improve. Services that would be of interest include more practice time at the range, followed by someone to shoot with them and share their knowledge and experience.

Like the Skills Builder, the Fun Seeker appears to have growth potential and many of the same outreach and marketing recommendations apply. Although they are less interested in asking questions of experts in an informal manner, recommendations include promoting convenient places to shoot, classes (especially in-person), plus videos and other instructional information. Provision of safe, organized places to shoot in urban and suburban areas is also needed.

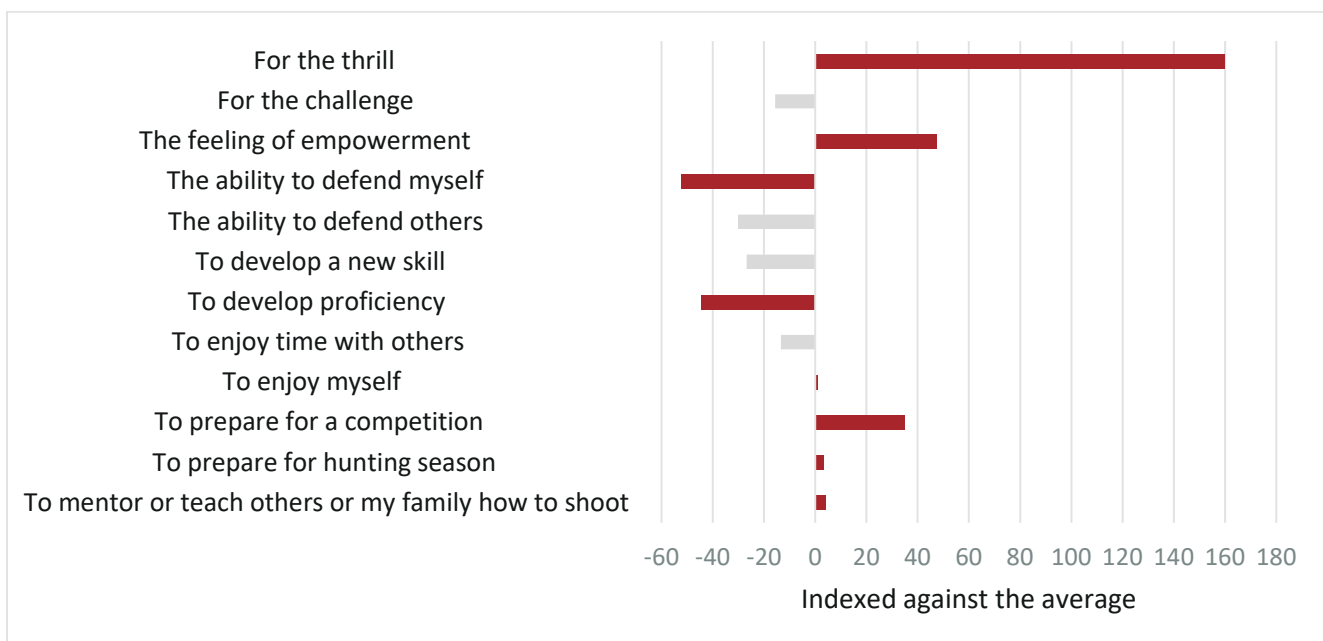


Figure 25. Fun Seeker motivations compared to the average target shooter.

## Target Shooter Personas Over Time

As done with hunters prior, this project identified motivations that current target shooters reported when they first participated and any intermediate motivations along the way. The same segmentation approaches used to identify their current personas were applied. Target shooters could rank multiple motivations and if the motivations did not change much, the persona assignment did not change.

Up to roughly 65% of survey respondents reported not being aware their motivations have changed over time; however, that may be overstated as change happens subtly over time. Detailed interview techniques or longitudinal studies would be needed to know the precise percentage of target shooters whose motivations remained static over the years. Of those aware of changing motivations, the charts below illustrate how people's motivations change over their lives as target shooters, beginning with their introduction up until surveyed for this project (Figure 26).

This is a first attempt to understand how target shooting motivations and personas may change over time and there are several limitations with this approach. First and foremost, it is difficult for people to recall when their motivations changed and what their motivations were during previous times in their life. In the survey, we asked people their current motivations and then to recall both motivations when they first began and if there was a time between when their motivations may have been different; there is likely some recall bias in this process. Secondly, without a longitudinal study of individuals over time, it's hard to truly identify who has changed segments over time. A robust study to understand how motivations change over time, whether they are meaningfully different, when they change, and how long someone may spend in a persona will require a different approach to data collection.

Over time, as people gain more experience as a target shooter, we see an increase in the defense personas and a decrease in the recreation-oriented personas. Sociable Target Shooters are most abundant during respondents' intermediate development, when the Fun Seekers stage seems to drop off the most. Looking into the data, on average, people started target shooting when they were 19 years old and had an intermediate shift in their mid-twenties. Generally, those who were older and had more than 20 years target shooting were less likely to change over time and those between the ages of 25-34 years old and with 6-10 years of target shooting experience were more likely to change personas. Likewise, those in more rural areas were less likely to change personas compared to more urban areas.

As mentioned, these results are not meant to be the definitive answer regarding the evolution of individuals' motivations to target shoot over time. The primary take away is people do not follow a rigid path in their lives as target shooters. Some remain within a single persona throughout their target shooting career while others may change multiple times based on their own circumstances and preferences. Applying marketing and outreach approaches intended to guide people along a predetermined evolutionary path may be misleading and at worst could dissuade some people from further participation. More research would be needed to know for certain.

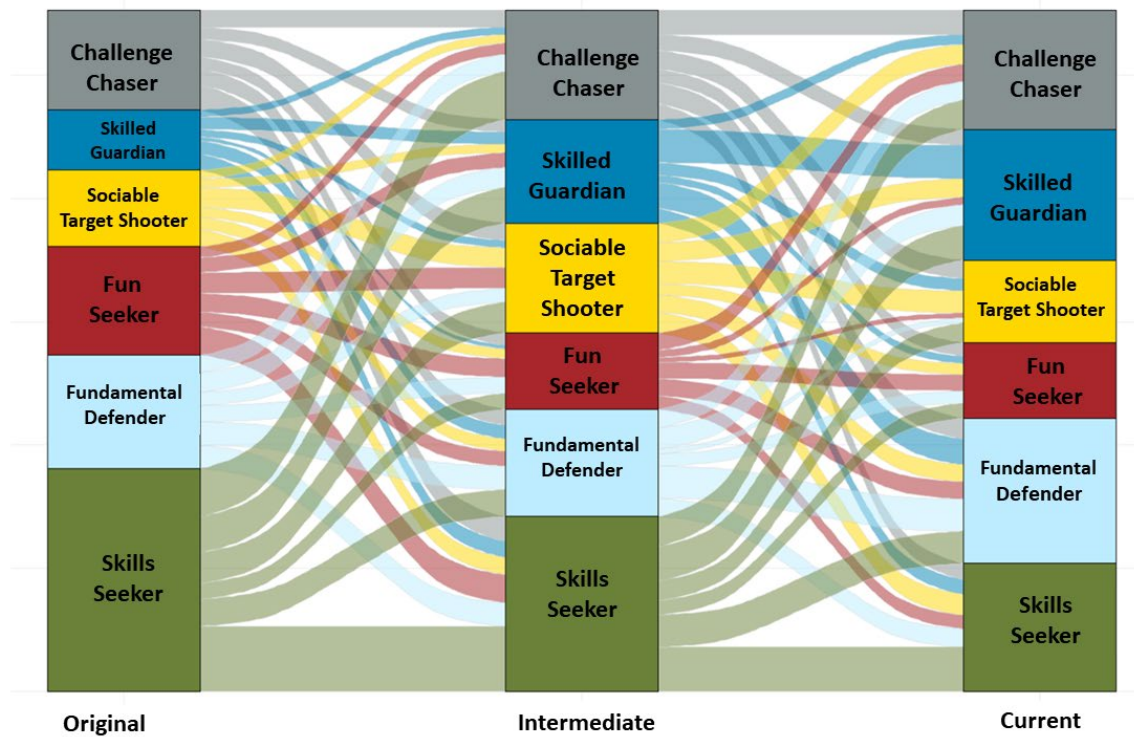


Figure 26. Represents how target shooters personas and motivations changed from when they first started target shooting (original), now, and some in between time. Only respondents who indicated there was a shift in their motivations were included in this chart (N=553). We did not explore when these stages take occur in life or how much time may pass between them.

## Appendix A: Detailed Hunter Tables

### Demographics

Table 5. Age of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
18 - 24 years old	9.2%	5.7%	7.7%	10.2%	12.9%
25 - 34 years old	23.4%	21.0%	21.9%	17.6%	30.4%
35 - 44 years old	27.8%	31.8%	24.4%	24.0%	30.2%
45 - 54 years old	13.6%	15.5%	15.3%	13.3%	10.8%
55 - 64 years old	12.1%	14.9%	13.5%	14.3%	7.2%
65 - 74 years old	10.2%	8.8%	13.7%	13.5%	5.9%
75 years and older	3.7%	2.4%	3.6%	7.1%	2.6%
Total	N=2076	N=510	N=562	N=392	N=612

Table 6. Gender of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Male	80.4%	69.4%	82.7%	78.6%	80.4%
Female	19.6%	30.6%	17.3%	21.4%	19.6%
Total	N=2076	N=510	N=562	N=392	N=612

Table 7. Race and ethnicity of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
White or Caucasian	77.4%	82.0%	77.0%	80.1%	72.1%
Black or African American	14.6%	12.2%	14.1%	12.8%	18.3%
Asian or Pacific Islander	1.7%	0.4%	1.4%	3.3%	2.1%
Hispanic or Latino	9.4%	7.5%	11.0%	7.4%	10.8%
American Indian	3.5%	4.9%	3.2%	2.8%	3.1%
Other	0.8%	0.8%	0.7%	0.3%	1.1%
I prefer not to say	0.4%	0.6%	0.2%	0.5%	0.5%
Total	N=2076	N=510	N=562	N=392	N=612

Table 8. Education and employment of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
College or other post high school technical or educational student	13.2%	12.4%	10.9%	12.8%	16.2%
Homemaker	5.8%	8.4%	3.9%	6.4%	4.9%
Part-time employment	12.6%	8.8%	13.0%	13.3%	15.0%
Just starting my employment career	5.3%	4.1%	4.6%	5.1%	7.2%
Established in the workforce (typically 5+ years)	45.3%	47.1%	47.5%	42.1%	44.0%
Unemployed	7.0%	7.8%	7.5%	6.9%	5.9%
Fully retired	16.4%	17.3%	16.7%	22.4%	11.4%
Military service (current or retired)	4.2%	4.7%	4.6%	3.3%	4.1%
Total	N=2076	N=510	N=562	N=392	N=612

Table 9. Family status of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
No children	31.6%	30.8%	31.0%	26.9%	36.5%
Starting a family/children at home under 8 years of age	20.8%	19.8%	18.2%	16.9%	27.5%
Children at home older than 8 years of age	34.1%	33.5%	34.6%	36.0%	32.7%
Adult children no longer living at home	25.3%	27.7%	27.3%	31.2%	16.5%
Married or living with a partner	66.7%	65.7%	64.3%	72.3%	66.0%
Single	29.2%	29.3%	32.7%	22.3%	30.2%
Widowed	3.2%	2.9%	2.7%	4.9%	2.8%
Other	2.3%	3.5%	2.1%	1.9%	1.5%
Total	N=2076	N=510	N=562	N=392	N=612

Table 10. Household income of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Less than \$10,000	4.5%	5.5%	3.9%	4.1%	4.6%
\$10,000 to \$24,999	8.5%	11.4%	6.8%	7.7%	8.2%
\$25,000 to \$49,999	24.7%	30.6%	26.9%	23.2%	18.8%
\$50,000 to \$74,999	21.2%	21.4%	22.1%	20.7%	20.6%
\$75,000 to \$99,999	15.7%	11.6%	17.6%	13.3%	18.8%
\$100,000 to \$149,999	16.1%	13.3%	14.9%	18.9%	17.8%
\$150,000 to \$200,000	5.2%	3.1%	4.4%	7.4%	6.2%
More than \$200,000	3.3%	2.4%	2.1%	4.1%	4.7%
Prefer not to say	0.8%	0.8%	1.2%	0.8%	0.3%

Total	N=2076	N=510	N=562	N=392	N=612
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Table 11. Home location of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Large metro area with 250,000 or more people	20.8%	17.1%	19.8%	19.1%	26.0%
City with 100,000 to 249,999 people	15.2%	12.0%	15.7%	14.8%	17.8%
City with 50,000 to 99,999 people	14.2%	13.7%	14.6%	13.8%	14.5%
City with 25,000 to 49,999	9.4%	9.0%	9.8%	9.4%	9.5%
Town with 5,000 to 24,999 people	15.9%	15.5%	16.2%	18.1%	14.5%
A community with less than 5,000 people	10.6%	12.5%	9.8%	11.7%	9.2%
Outside a community on a farm, ranch, or rural area	13.8%	20.2%	14.2%	13.0%	8.5%
Total	N=2076	N=510	N=562	N=392	N=612

## Current Motivations

Table 12. Top 5 current motivations of hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Experiencing the outdoors	47.6%	38.6%	61.9%	49.7%	40.7%
Relaxing, escaping	45.7%	31.4%	100.0%	39.5%	11.6%
Obtaining my own food	36.1%	100.0%	24.6%	16.1%	6.2%
Spending time with friends/family	29.4%	17.6%	17.3%	100.0%	5.2%
Engaging in a challenging activity/testing my skills	23.5%	20.0%	24.9%	20.2%	27.3%
Sharing game meat or a harvested meal with others	21.1%	31.2%	9.1%	18.4%	25.7%
Exploring new areas	20.5%	15.7%	23.5%	18.9%	22.7%
Being part of a family or community tradition	17.1%	14.1%	10.7%	29.3%	17.6%
Using my equipment	16.1%	11.2%	19.4%	10.2%	21.1%
Supporting conservation	15.9%	14.9%	16.0%	14.3%	17.8%
Harvesting any animal	15.8%	21.4%	9.8%	9.4%	20.6%
Mentoring or teaching others or my family how to hunt	14.6%	12.9%	6.8%	17.1%	21.6%
Sharing my experience and accomplishment with others	13.2%	7.5%	9.4%	14.0%	21.1%
Scouting/learning animal behavior	13.0%	9.2%	13.3%	7.1%	19.6%
Harvesting a trophy animal	11.8%	9.6%	7.5%	8.2%	20.1%
Filling bag/tag limit	11.0%	12.4%	9.3%	6.4%	14.5%
Total	N=2076	N=510	N=562	N=392	N=612

Table 13. Ideal day of hunting according to hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
I have the opportunity to shoot at game often	21.0%	22.9%	17.1%	13.8%	27.6%
I am able to reach my bag/tag limit, whether birds or small or large game	14.6%	19.6%	9.8%	12.5%	16.3%
I am successful in taking a trophy animal or an especially challenging species	9.5%	6.5%	8.4%	8.4%	13.9%
I am successful using special equipment or techniques (such as a muzzleloader, bow, calling or decoying)	10.9%	9.8%	9.8%	11.7%	12.3%
An enjoyable day outdoors	40.0%	38.2%	52.0%	46.2%	26.5%
Spending time with others	3.5%	1.6%	2.8%	7.1%	3.3%
None of these	0.5%	1.4%	0.2%	0.3%	0.2%
Total	N=2076	N=510	N=562	N=392	N=612

Table 14. Top 3 characteristics of an ideal day of hunting according to hunter respondents.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Enjoying nature and the outdoors	52.0%	50.2%	57.8%	56.9%	44.9%
Seeing wildlife in general	34.9%	28.4%	43.2%	33.9%	33.3%
Relaxation or reducing tension and stress	34.2%	31.4%	46.1%	34.7%	25.2%
Getting my own food for me and my family	28.8%	58.2%	17.6%	18.4%	21.1%
Being with friends, family, or pets	26.3%	18.6%	19.9%	51.0%	22.9%
Developing my skills and abilities (such as, calling in birds, decoys, tracking)	19.5%	15.1%	17.4%	17.6%	26.3%
Being on my own	18.8%	17.1%	25.3%	10.7%	19.4%
Number of shooting opportunities	14.1%	10.2%	12.8%	15.8%	17.5%
Number of game animals I see that I'm actively hunting	13.1%	12.7%	13.0%	14.3%	12.6%
Number of animals I harvest	11.5%	15.3%	8.5%	8.4%	12.9%
Harvesting a trophy animal	10.0%	9.8%	7.7%	7.1%	14.2%
Seeing few if any other hunters	7.9%	8.6%	6.8%	7.4%	8.7%
Seeing other hunters in the field	5.3%	3.3%	3.7%	4.1%	9.3%
Total	N=2076	N=510	N=562	N=392	N=612

Table 15. Importance of hunting to hunter respondents by segment. (Extremely important = 7, Extremely unimportant = 1)

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Extremely important	27.50%	29.80%	25.60%	21.70%	31.00%
Very important	27.70%	29.00%	27.40%	28.80%	26.10%
Somewhat important	15.70%	15.10%	18.70%	17.90%	11.90%
Neither important or unimportant	6.30%	4.50%	7.50%	7.10%	6.20%
Somewhat unimportant	4.80%	2.90%	4.80%	4.10%	6.90%
Very unimportant	10.20%	10.80%	9.60%	11.20%	9.60%
Extremely unimportant	7.80%	7.80%	6.40%	9.20%	8.20%

<i>Mean (Range 1-7)</i>	<i>5.05</i>	<i>5.15</i>	<i>5.07</i>	<i>4.86</i>	<i>5.07</i>
Total	N=2076	N=510	N=562	N=392	N=612

## Experience

Table 16. Years of hunting experience by segment.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
5 years or fewer	23.7%	24.5%	22.1%	25.0%	23.9%
6 to 10 years	23.8%	18.0%	20.8%	19.9%	33.8%
11 to 20 years	16.1%	18.2%	14.4%	11.7%	18.8%
More than 20 years	36.3%	39.2%	42.7%	43.4%	23.5%
Total	N=2076	N=510	N=562	N=392	N=612

Table 17. Years during which hunters purchased a license.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Every year	63.0%	66.9%	59.8%	60.7%	64.1%
3 - 4 out of every 5 years	21.5%	17.6%	21.9%	23.2%	23.4%
1 - 2 out of every 5 years	12.2%	12.0%	13.5%	12.8%	10.8%
I have not bought a hunting license	3.3%	3.5%	4.8%	3.3%	1.8%
Total	N=2076	N=510	N=562	N=392	N=612

Table 18. Mean hunting days per year.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
<i>Mean</i>	<i>23.9</i>	<i>25.7</i>	<i>23.5</i>	<i>19.8</i>	<i>25.2</i>
Total	N=2076	N=510	N=562	N=392	N=612

Table 19. Whether hunters see themselves more as a teacher/mentor or student/learner.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
People generally ask me for hunting advice more than I ask them (teacher/mentor)	61.3%	60.6%	57.5%	58.2%	67.3%
I am more likely to seek hunting advice and help than offer it to others (student/learner)	35.2%	34.1%	37.4%	40.3%	30.9%
Other	3.5%	5.3%	5.2%	1.5%	1.8%
Total	N=2076	N=510	N=562	N=392	N=612

Table 20. Hunters self-rated experience level.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Novice - very limited experience with equipment techniques	8.8%	8.2%	9.3%	8.4%	9.0%
Competent - gaining experience with some equipment and beginning to explore other equipment and techniques	32.3%	32.0%	31.1%	32.7%	33.5%
Proficient - lots of experience with equipment and techniques in many settings	42.7%	42.7%	45.2%	47.2%	37.4%
Expert - very experienced with equipment and techniques in all settings	16.2%	17.1%	14.4%	11.7%	20.1%
Mean (Novice = 1, Expert = 4)	2.66	2.69	2.65	2.62	2.69
Total	N=2076	N=510	N=562	N=392	N=612

## Activities

Table 21. Game hunted in the past three years by hunters.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Big Game Mammals (Deer, elk, moose, bear, etc.)	78.1%	85.9%	78.5%	76.0%	72.5%
Small Game (Rabbit, squirrel, etc.)	50.0%	54.1%	50.2%	48.2%	47.7%
Wild Turkeys	43.0%	45.5%	40.7%	42.3%	43.5%
Upland Game Birds (Dove, quail, pheasant, grouse, etc.)	40.9%	36.7%	40.7%	44.6%	42.2%
Waterfowl (Ducks, geese, etc.)	33.0%	27.6%	32.7%	33.7%	37.4%
Predators (Coyote, fox, bobcat, etc.)	25.5%	24.3%	24.2%	21.2%	30.6%
Wild pigs or feral swine	22.2%	24.3%	19.8%	18.6%	25.0%
Varmint (woodchucks, gophers, etc.)	12.5%	10.6%	11.7%	11.2%	15.7%
Other	0.9%	1.8%	0.5%	1.0%	0.5%
Total	N=2076	N=510	N=562	N=392	N=612

Table 22. Preferred game to hunt by hunters.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Big Game Mammals (Deer, elk, moose, bear, etc.)	69.7%	80.0%	67.1%	70.4%	63.1%
Upland Game Birds (Dove, quail, pheasant, grouse, etc.)	27.9%	21.4%	30.4%	30.9%	29.1%
Small Game (Rabbit, squirrel, etc.)	27.4%	27.3%	24.9%	29.1%	28.6%
Wild Turkeys	25.0%	25.9%	22.6%	23.5%	27.6%
Waterfowl (Ducks, geese, etc.)	20.5%	14.9%	20.3%	24.0%	23.2%
Predators (Coyote, fox, bobcat, etc.)	15.1%	12.0%	14.6%	11.5%	20.6%
Wild pigs or feral swine	14.5%	14.9%	12.3%	10.5%	18.8%
Varmint (woodchucks, gophers, etc.)	5.7%	5.1%	3.4%	4.3%	9.3%
Other	0.6%	0.6%	0.4%	1.0%	0.5%
Total	N=2076	N=510	N=562	N=392	N=612

Table 23. Equipment used for hunting in the past three years by hunters.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Firearm	75.7%	78.2%	80.1%	77.3%	68.6%
Scopes	59.8%	65.9%	59.4%	63.0%	53.1%
Hunting blind or tree stands	52.6%	57.1%	53.7%	55.6%	45.8%
Bow/crossbow	43.3%	48.6%	42.3%	42.1%	40.4%
Game calls	41.9%	44.1%	39.5%	40.8%	43.0%
Scents or attractants	39.6%	41.8%	38.6%	41.6%	37.6%
Trail cameras	36.9%	41.8%	34.0%	39.0%	34.2%
Decoys	30.9%	29.6%	29.4%	32.1%	32.7%
Rangefinder	21.4%	22.0%	20.8%	21.4%	21.6%
Laser sight	18.9%	15.7%	15.8%	17.1%	25.7%
None of the above	0.9%	0.8%	0.9%	0.8%	1.1%
Total	N=2076	N=510	N=562	N=392	N=612

Table 24. Other activities hunters participate in.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Fishing (freshwater, saltwater, fly)	84.5%	85.7%	85.2%	89.0%	79.9%
Camping (tenting, trailer, motorhome)	68.8%	72.0%	68.0%	64.3%	69.9%
Hiking, trail running, or backpacking	66.1%	66.5%	68.3%	60.5%	67.3%
Target shooting (firearm or bow)	51.8%	52.9%	50.5%	50.5%	52.8%
Climbing/hiking	46.4%	45.1%	45.2%	45.7%	49.0%
Off-road motorsports (ATV,UTV, snowmobile, 4X4)	41.3%	43.7%	38.6%	39.8%	42.6%
Non-motorized boating (kayaking, canoeing, standup paddleboarding)	30.2%	32.0%	28.8%	30.4%	29.7%
Trapping	11.4%	12.4%	9.1%	7.1%	15.5%
Total	N=2076	N=510	N=562	N=392	N=612

## Challenges, Improvement, and Support

Table 25. Top 3 hunting-related challenges.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Having a place to hunt	37.9%	40.0%	42.0%	39.8%	31.0%
Having a successful hunt (harvesting an animal)	32.9%	37.8%	31.9%	33.2%	29.6%
Knowing where to hunt	32.1%	29.8%	37.0%	30.1%	30.7%
Humanely killing an animal	23.1%	27.5%	18.9%	22.4%	23.7%
Having enough time to hunt or learn to hunt	22.4%	20.4%	24.6%	24.7%	20.4%
Concerns about the safety of me and my hunting partners	19.4%	18.6%	17.3%	24.7%	18.6%
Having the right equipment (firearm, bow, apparel, etc.)	19.3%	18.8%	17.6%	16.3%	23.0%
Having somebody to go with	19.2%	15.5%	19.0%	25.3%	18.5%
Knowing how to process and handle the harvest	19.0%	22.9%	19.8%	15.6%	17.3%
Feeling like I know enough about hunting to be comfortable	14.2%	12.4%	14.6%	15.1%	14.7%
Using firearms	11.9%	8.0%	12.6%	10.7%	15.2%
Knowing where to practice shooting or sight in my equipment	10.5%	9.2%	9.1%	10.2%	13.1%
Wondering how others might perceive me	7.3%	5.1%	7.1%	6.4%	10.0%
None of these	3.0%	3.7%	3.6%	2.3%	2.5%
Other	0.8%	0.8%	0.4%	1.3%	1.0%
Total	N=2076	N=510	N=562	N=392	N=612

Table 26. Skills or experiences hunters are interested in improving.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Exploring new places to hunt	45.6%	47.3%	47.3%	46.7%	41.8%
Accuracy with firearm	42.7%	44.7%	43.2%	40.3%	42.2%
Tracking/wildlife behavior	41.8%	47.5%	46.3%	36.0%	36.6%
Relaxing more while hunting	39.0%	37.1%	45.0%	42.1%	33.2%
Experiencing/observing nature more	37.5%	36.3%	38.8%	43.4%	33.7%
Processing and preparing my harvest	31.0%	40.6%	26.2%	28.3%	29.2%
Hunting new species	30.1%	29.6%	28.3%	26.5%	34.5%
Teaching others how to hunt	29.4%	26.1%	26.7%	34.9%	31.0%
Attracting species (through decoys, calls, etc.)	26.3%	28.6%	26.2%	25.0%	25.5%
None of the above	2.7%	2.7%	3.4%	2.3%	2.3%
Other	0.1%	0.2%	0.2%	0.0%	0.2%
Total	N=2076	N=510	N=562	N=392	N=612

Table 27. Services that currently help support hunting activity or keep them hunting.

	Average	Provider	Tranquil Hunter	Social Hunter	Enthusiastic Hunter
Independent hands-on learning	30.8%	33.3%	34.3%	28.6%	26.8%
YouTube and other online video resources	29.7%	27.1%	30.1%	26.5%	33.5%
I do not need support or encouragement to keep hunting.	28.8%	33.3%	30.4%	28.8%	23.4%
Videos	27.3%	24.9%	26.5%	27.3%	29.9%
Someone to take me hunting and share their knowledge and experience in the field	26.3%	27.6%	21.5%	31.4%	26.3%
Ability to ask questions of experienced hunters in an informal way	24.1%	27.3%	20.3%	24.5%	24.7%
Websites and/or blogs	21.0%	18.6%	18.5%	19.6%	26.0%
Informal connections with others interested in learning to hunt	20.6%	19.0%	18.1%	21.9%	23.2%
Article or how-to guide	17.0%	15.5%	14.4%	15.3%	21.7%
Face-to-face class	16.0%	13.5%	13.2%	15.1%	21.4%
Podcasts	13.9%	13.9%	10.7%	8.7%	20.1%
Online class	10.6%	8.6%	8.0%	9.4%	15.5%
None of the above	3.7%	4.1%	4.8%	3.3%	2.6%
Other	0.4%	0.6%	0.7%	0.3%	0.0%
Total	N=2076	N=510	N=562	N=392	N=612

## Motivations Over Time

Table 28. All hunting motivations selected by respondent by when they participated in the activity.

	Original	Intermediate	Current
Harvesting any animal	35.5%	41.7%	56.1%
Harvesting a trophy animal	32.4%	31.2%	35.5%
Experiencing the outdoors	31.2%	24.4%	23.3%
Spending time with friends/family	29.4%	30.5%	25.8%
Being part of a family or community tradition	29.2%	25.4%	22.7%
Filling bag/tag limit	28.1%	25.7%	32.0%
Using my equipment	25.6%	36.0%	55.6%
Obtaining my own food	24.4%	27.3%	17.4%
Engaging in a challenging activity/testing my skills	24.2%	26.6%	22.3%
Supporting conservation	24.0%	29.2%	30.1%
Exploring new areas	22.2%	30.5%	43.4%
Scouting/learning animal behavior	21.8%	20.8%	15.9%
Relaxing, escaping	20.3%	23.6%	21.6%
Sharing game meat or a harvested meal with others	16.6%	20.0%	31.6%
Sharing my experience and accomplishment with others	12.8%	18.3%	22.5%
Mentoring or teaching others or my family how to hunt	9.5%	15.3%	20.0%
Total	N = 1,021	N = 725	N = 2,076

Table 29. Top 5 hunting motivations selected by respondents by life stage.

	Original	Intermediate	Current
Harvesting any animal	31.2%	19.6%	15.8%
Harvesting a trophy animal	24.4%	23.0%	11.8%
Experiencing the outdoors	35.5%	34.6%	47.6%
Spending time with friends/family	32.4%	27.4%	29.4%
Being part of a family or community tradition	29.2%	20.8%	17.1%
Filling bag/tag limit	21.8%	15.9%	11.0%
Using my equipment	29.4%	25.1%	16.1%
Obtaining my own food	22.2%	25.8%	36.1%
Engaging in a challenging activity/testing my skills	28.1%	21.4%	23.5%
Supporting conservation	12.8%	13.2%	15.9%
Exploring new areas	24.0%	21.8%	20.5%
Scouting/learning animal behavior	24.2%	20.6%	13.0%
Relaxing, escaping	25.6%	28.6%	45.7%
Sharing game meat or a harvested meal with others	16.6%	14.1%	21.1%
Sharing my experience and accomplishment with others	20.3%	17.9%	13.2%
Mentoring or teaching others or my family how to hunt	9.5%	12.1%	14.6%
Total	N = 1,021	N = 725	N = 2,076

Table 30. Hunter personas change over time (N=725). Excludes hunters that reported that their motivations have not changed since they started hunting.

	Original, Percent	Original, Count	Intermediate, Percent	Intermediate, Count	Current, Percent	Current, Count
Provider	11.4%	83	17.1%	124	20.4%	148
Tranquil Hunter	11.7%	85	17.0%	123	24.4%	177
Social Hunter	22.2%	161	20.4%	148	19.7%	143
Enthusiastic Hunter	54.6%	396	45.5%	330	35.4%	257

## Appendix B: Detailed Target Shooting Tables

### Demographics

Table 31. Age of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
18 - 24 years old	9.0%	6.0%	4.2%	8.7%	14.0%	11.1%	13.2%
25 - 34 years old	22.5%	16.9%	15.6%	18.4%	34.0%	25.9%	31.1%
35 - 44 years old	24.3%	23.9%	17.8%	24.6%	26.4%	25.1%	31.8%
45 - 54 years old	12.0%	13.4%	12.5%	10.0%	11.5%	11.5%	12.5%
55 - 64 years old	12.0%	15.4%	14.5%	13.3%	8.1%	12.2%	4.6%
65 - 74 years old	15.1%	16.9%	26.5%	18.8%	5.1%	10.2%	6.4%
75 years and older	5.2%	7.6%	8.9%	6.1%	0.9%	4.0%	0.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 32. Gender of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Male	73.5%	78.8%	74.6%	75.1%	76.9%	67.3%	69.5%
Female	26.5%	21.2%	25.4%	24.9%	23.1%	32.7%	30.5%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 33. Race and ethnicity of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
White or Caucasian	77.1%	82.1%	82.6%	83.5%	63.4%	71.8%	73.9%
Black or African American	15.2%	9.6%	10.9%	10.7%	24.7%	20.0%	19.3%
Asian or Pacific Islander	3.0%	2.0%	3.8%	2.9%	2.6%	3.1%	3.2%
Hispanic or Latino	8.3%	7.8%	5.3%	7.1%	11.5%	8.2%	12.1%
American Indian	3.1%	3.5%	3.8%	3.6%	1.3%	4.2%	0.7%
Other	1.1%	1.0%	2.0%	1.0%	1.3%	1.1%	0.0%
I prefer not to say	0.3%	0.0%	0.0%	0.6%	0.4%	0.7%	0.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 34. Education and employment of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
College or other post high school technical or educational student	13.0%	14.4%	11.1%	12.6%	12.3%	13.5%	14.3%
Homemaker	6.3%	5.5%	7.1%	6.1%	1.3%	7.8%	7.9%
Part-time employment	12.2%	10.3%	9.6%	12.0%	15.7%	13.7%	13.6%
Just starting my employment career	4.7%	3.8%	2.9%	5.2%	8.1%	4.7%	5.4%
Established in the workforce (typically 5+ years)	39.6%	37.0%	33.0%	38.5%	48.5%	39.9%	46.8%
Unemployed	8.6%	10.3%	7.3%	7.8%	7.2%	10.2%	7.9%
Fully retired	22.5%	27.5%	36.1%	26.2%	10.6%	17.1%	8.2%
Military service (current or retired)	6.0%	8.1%	9.6%	3.6%	5.1%	4.0%	4.3%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 35. Family status of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
No children	30.3%	30.2%	27.8%	23.9%	34.5%	33.3%	33.2%
Starting a family/children at home under 8 years of age	14.9%	9.6%	11.4%	13.3%	20.9%	17.5%	20.4%
Children at home older than 8 years of age	21.7%	21.2%	18.7%	23.0%	23.0%	19.3%	28.9%
Adult children no longer living at home	21.4%	26.4%	31.6%	24.9%	10.2%	19.1%	6.8%
Married or living with a partner	44.0%	42.3%	48.8%	47.6%	39.1%	38.6%	47.5%
Single	19.3%	16.6%	15.8%	20.4%	26.4%	22.0%	17.5%
Widowed	2.9%	4.3%	4.5%	2.6%	0.9%	1.8%	2.1%
Other	1.5%	1.0%	1.8%	2.9%	0.4%	0.9%	1.8%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 36. Household income of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Less than \$10,000	5.0%	6.5%	3.3%	3.2%	4.3%	6.7%	5.0%
\$10,000 to \$24,999	8.8%	9.8%	9.6%	8.1%	9.4%	7.8%	8.2%
\$25,000 to \$49,999	24.0%	22.7%	26.3%	24.9%	23.0%	25.3%	20.4%
\$50,000 to \$74,999	22.3%	19.1%	21.4%	23.6%	25.1%	24.4%	20.7%
\$75,000 to \$99,999	15.1%	13.9%	16.3%	15.5%	13.2%	15.7%	15.0%
\$100,000 to \$149,999	14.6%	14.4%	13.6%	15.9%	15.3%	12.2%	18.6%
\$150,000 to \$200,000	4.8%	6.0%	4.2%	5.2%	4.7%	3.1%	6.1%

More than \$200,000	4.2%	6.5%	3.8%	2.3%	4.3%	3.8%	4.6%
Prefer not to say	1.2%	1.0%	1.6%	1.3%	0.9%	1.1%	1.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 37. Home location of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Large metro area with 250,000 or more people	23.3%	23.4%	19.2%	17.8%	28.9%	23.9%	30.4%
City with 100,000 to 249,999 people	17.4%	16.9%	16.0%	12.3%	17.0%	20.0%	21.8%
City with 50,000 to 99,999 people	14.0%	10.6%	14.3%	14.9%	14.9%	15.5%	14.6%
City with 25,000 to 49,999	10.3%	10.1%	9.6%	16.2%	12.8%	8.4%	6.4%
Town with 5,000 to 24,999 people	16.6%	16.6%	19.8%	18.4%	12.3%	16.2%	13.9%
A community with less than 5,000 people	8.5%	11.3%	9.1%	8.1%	8.5%	5.3%	8.9%
Outside a community on a farm, ranch, or rural area	9.8%	11.1%	12.0%	12.3%	5.5%	10.6%	3.9%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

## Current Motivations

Table 38. Top 5 current motivations of target shooting respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
To enjoy myself	59.9%	91.2%	46.3%	73.5%	64.3%	49.4%	35.7%
The ability to defend myself	51.9%	18.4%	92.9%	23.0%	18.7%	100.0%	15.7%
To develop proficiency	48.0%	55.9%	100.0%	37.2%	23.0%	14.6%	40.0%
For the challenge	40.2%	73.3%	27.4%	41.1%	33.6%	29.7%	35.0%
To enjoy time with others	35.4%	22.2%	21.6%	100.0%	28.5%	24.8%	27.5%
The ability to defend others	32.4%	13.6%	55.7%	16.8%	19.6%	51.2%	19.3%
To develop a new skill	30.2%	16.6%	16.7%	19.1%	21.3%	33.5%	85.7%
For the thrill	27.9%	16.1%	13.4%	20.7%	100.0%	26.6%	17.5%
To mentor or teach others or my family how to shoot	14.6%	11.3%	15.8%	13.3%	13.6%	16.2%	16.8%
The feeling of empowerment	13.3%	9.1%	7.8%	8.7%	21.7%	18.6%	17.5%
To prepare for hunting season	9.1%	8.8%	8.2%	11.7%	9.4%	6.7%	12.1%
To prepare for a competition	6.1%	7.3%	3.3%	6.1%	7.7%	4.4%	10.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 39. Importance of target shooting by segment. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	12.4%	8.1%	13.4%	9.70%	15.70%	12.60%	16.40%
Very important	23.0%	23.2%	23.8%	19.10%	23.40%	23.90%	24.30%
Somewhat important	27.1%	28.%	28.3%	30.70%	24.70%	25.90%	22.50%
Neither important or unimportant	15.0%	15.9%	13.6%	15.50%	14.90%	15.10%	15.70%
Somewhat unimportant	8.5%	9.1%	6.7%	11.00%	6.80%	9.10%	8.60%
Very unimportant	9.0%	11.6%	9.6%	9.40%	7.20%	7.80%	7.50%
Extremely unimportant	5.0%	3.5%	4.%	4.50%	7.20%	5.50%	5.00%
<i>Mean (Range 1-7)</i>	<i>4.69</i>	<i>4.56</i>	<i>4.76</i>	<i>4.55</i>	<i>4.76</i>	<i>4.71</i>	<i>4.82</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 40. Importance of number of rounds fired to satisfaction target shooting. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	10.7%	8.6%	10.2%	5.5%	16.6%	10.2%	16.1%
Very important	19.7%	16.9%	17.8%	14.6%	23.4%	24.2%	21.8%
Somewhat important	30.7%	32.0%	33.9%	32.7%	28.1%	31.0%	23.2%
Neither important or unimportant	19.8%	24.4%	19.8%	25.2%	16.6%	17.7%	14.3%
Somewhat unimportant	10.4%	11.8%	9.4%	12.6%	8.5%	8.6%	12.5%
Very unimportant	4.8%	3.8%	5.6%	5.2%	3.0%	4.4%	6.4%
Extremely unimportant	3.7%	2.5%	3.3%	4.2%	3.8%	3.8%	5.7%
<i>Mean (Range 1-7)</i>	<i>4.71</i>	<i>4.64</i>	<i>4.70</i>	<i>4.43</i>	<i>4.99</i>	<i>4.81</i>	<i>4.73</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 41. Importance of accuracy (hitting clays/bullseye) to satisfaction target shooting. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	31.5%	32.2%	33.4%	20.7%	39.1%	32.8%	31.4%
Very important	39.8%	40.8%	44.3%	42.7%	29.4%	41.2%	35.4%
Somewhat important	16.4%	14.6%	12.9%	24.6%	16.6%	13.7%	19.6%
Neither important or unimportant	4.3%	5.5%	2.2%	5.2%	5.1%	3.1%	5.4%
Somewhat unimportant	2.5%	2.0%	0.9%	2.3%	4.3%	2.9%	3.6%
Very unimportant	2.6%	1.8%	4.5%	1.6%	3.4%	2.4%	1.4%
Extremely unimportant	2.9%	3.0%	1.8%	2.9%	2.1%	3.8%	3.2%
<i>Mean (Range 1-7)</i>	<i>5.74</i>	<i>5.78</i>	<i>5.87</i>	<i>5.58</i>	<i>5.75</i>	<i>5.76</i>	<i>5.69</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 42. Importance of precision (clustering) to satisfaction target shooting. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	25.5%	24.2%	27.8%	16.5%	28.1%	27.7%	27.5%
Very important	36.8%	42.3%	40.1%	34.6%	31.9%	37.3%	30.0%
Somewhat important	22.0%	19.1%	20.5%	30.1%	23.8%	19.1%	22.9%
Neither important or unimportant	7.4%	7.8%	4.5%	10.4%	7.7%	6.7%	8.9%
Somewhat unimportant	3.0%	2.5%	1.8%	3.6%	3.4%	3.8%	3.2%
Very unimportant	2.8%	2.3%	2.9%	1.6%	2.6%	2.7%	5.0%
Extremely unimportant	2.5%	1.8%	2.4%	3.2%	2.6%	2.9%	2.5%
<i>Mean (Range 1-7)</i>	<i>5.56</i>	<i>5.64</i>	<i>5.69</i>	<i>5.32</i>	<i>5.56</i>	<i>5.59</i>	<i>5.45</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 43. Importance of time spent outdoors to satisfaction target shooting. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	16.8%	17.4%	12.0%	17.8%	17.4%	17.3%	20.7%
Very important	27.7%	30.5%	25.4%	30.1%	30.6%	23.9%	27.1%
Somewhat important	27.7%	29.5%	28.3%	26.2%	29.4%	28.4%	23.6%
Neither important or unimportant	16.7%	14.6%	21.8%	13.9%	12.3%	18.2%	16.4%
Somewhat unimportant	4.9%	3.0%	6.5%	5.2%	3.8%	4.9%	5.4%
Very unimportant	4.0%	3.3%	4.2%	3.9%	3.4%	5.5%	3.2%
Extremely unimportant	2.3%	1.8%	1.8%	2.9%	3.0%	1.8%	3.6%
<i>Mean (Range 1-7)</i>	<i>5.14</i>	<i>5.28</i>	<i>4.95</i>	<i>5.18</i>	<i>5.23</i>	<i>5.07</i>	<i>5.18</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 44. Importance of relaxation to satisfaction target shooting. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	21.8%	19.1%	18.0%	19.1%	26.8%	25.1%	25.4%
Very important	31.6%	37.0%	30.5%	32.4%	30.6%	30.6%	27.5%
Somewhat important	26.6%	24.4%	29.0%	30.4%	23.0%	25.5%	26.4%
Neither important or unimportant	10.8%	11.3%	12.7%	9.7%	9.8%	9.5%	11.1%
Somewhat unimportant	3.6%	3.3%	4.0%	2.6%	4.3%	3.5%	4.3%
Very unimportant	3.3%	2.3%	3.6%	3.6%	3.4%	4.0%	2.1%
Extremely unimportant	2.3%	2.5%	2.2%	2.3%	2.1%	1.8%	3.2%
<i>Mean (Range 1-7)</i>	<i>5.38</i>	<i>5.41</i>	<i>5.26</i>	<i>5.36</i>	<i>5.47</i>	<i>5.45</i>	<i>5.39</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 45. Importance of time spent with others to satisfaction target shooting. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	16.9%	14.9%	11.1%	23.6%	20.4%	16.2%	20.0%
Very important	28.7%	23.2%	22.7%	37.5%	33.2%	29.0%	31.1%
Somewhat important	26.3%	29.0%	31.0%	23.9%	22.1%	24.8%	23.2%
Neither important or unimportant	15.0%	16.6%	19.4%	6.5%	13.2%	17.3%	13.2%
Somewhat unimportant	5.7%	8.1%	6.9%	2.6%	3.4%	5.3%	6.4%
Very unimportant	4.9%	6.3%	6.5%	4.2%	5.5%	3.1%	2.9%
Extremely unimportant	2.6%	2.0%	2.4%	1.6%	2.1%	4.2%	3.2%
<i>Mean (Range 1-7)</i>	<i>5.11</i>	<i>4.93</i>	<i>4.83</i>	<i>5.54</i>	<i>5.29</i>	<i>5.07</i>	<i>5.24</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 46. Importance of easy-to-access and convenient fire ranges to satisfaction target shooting. (Extremely important = 7, Extremely unimportant = 1)

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Extremely important	18.4%	17.6%	16.0%	14.2%	21.7%	20.0%	22.9%
Very important	33.4%	33.0%	36.5%	33.3%	33.2%	33.7%	29.3%
Somewhat important	27.7%	28.7%	30.3%	27.8%	25.1%	25.3%	28.6%
Neither important or unimportant	10.8%	10.8%	8.0%	15.5%	10.6%	11.1%	8.6%
Somewhat unimportant	4.3%	6.5%	2.4%	3.6%	2.6%	4.7%	5.7%
Very unimportant	3.0%	2.0%	3.6%	3.2%	3.4%	2.9%	3.2%
Extremely unimportant	2.4%	1.3%	3.1%	2.3%	3.4%	2.4%	1.8%
<i>Mean (Range 1-7)</i>	<i>5.32</i>	<i>5.33</i>	<i>5.33</i>	<i>5.20</i>	<i>5.37</i>	<i>5.35</i>	<i>5.38</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

## Experience

Table 47. Years of target shooting experience by segment.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
5 years or fewer	38.8%	29.7%	31.8%	35.9%	41.3%	45.2%	53.9%
6 to 10 years	23.0%	24.2%	18.0%	18.8%	28.1%	22.2%	31.1%
11 to 20 years	11.8%	11.1%	13.4%	13.6%	15.3%	9.8%	8.6%
More than 20 years	26.4%	35.0%	36.7%	31.7%	15.3%	22.8%	6.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 48. Shooting days per year by target shooter respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
One day only	9.1%	8.1%	8.2%	9.7%	8.5%	9.1%	12.1%
2 to 4 days per year	36.1%	33.0%	35.0%	36.9%	37.0%	35.0%	42.5%
5 to 19 days per year	37.7%	38.8%	40.8%	36.2%	37.4%	38.4%	32.1%
20 days or more	17.0%	20.2%	16.0%	17.2%	17.0%	17.5%	13.2%
<i>Mean Days</i>	<i>17.88</i>	<i>19.21</i>	<i>15.60</i>	<i>17.90</i>	<i>18.37</i>	<i>19.42</i>	<i>16.74</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 49. Whether target shooters see themselves more as a teacher/mentor or student/learner.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
People generally ask me for shooting advice more than I ask them (teacher/mentor)	42.4%	47.4%	44.3%	34.3%	53.6%	39.5%	36.4%
I am more likely to seek shooting advice and help than offer it to others (student/learner)	53.1%	43.8%	50.6%	60.8%	45.5%	57.2%	61.8%
Other	4.5%	8.8%	5.1%	4.9%	0.9%	3.3%	1.8%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 50. Target shooters self-rated experience level.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Novice - very limited experience with equipment techniques	16.2%	11.6%	12.2%	18.4%	14.5%	18.6%	24.3%
Competent - gaining experience with some equipment and beginning to explore other equipment and techniques	38.3%	33.0%	41.6%	40.8%	33.6%	40.6%	37.9%
Proficient - lots of experience with equipment and techniques in many settings	36.2%	45.1%	38.8%	33.7%	43.0%	29.9%	26.8%
Expert - very experienced with equipment and techniques in all settings	9.3%	10.3%	7.3%	7.1%	8.9%	10.9%	11.1%
<i>Mean (Novice = 1, Expert = 4)</i>	<i>2.39</i>	<i>2.54</i>	<i>2.41</i>	<i>2.29</i>	<i>2.46</i>	<i>2.33</i>	<i>2.25</i>
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

## Activities

Table 51. Shooting activities respondents participated at least once in the past three years.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Semi-automatic handgun	59.7%	54.9%	75.3%	52.4%	50.2%	69.8%	42.1%
Shotgun	57.7%	62.5%	53.7%	65.0%	57.9%	57.6%	48.2%
Traditional rifle (break or bolt action)	49.0%	54.9%	48.6%	51.8%	48.9%	45.9%	44.3%
Revolver	43.8%	42.1%	51.4%	46.0%	38.3%	46.3%	32.1%
Modern sporting rifles (AR-style)	41.4%	37.8%	43.2%	39.2%	46.0%	44.3%	36.8%
Compound or traditional archery	19.8%	23.4%	15.6%	19.1%	23.4%	16.0%	25.4%
Crossbow	19.4%	20.2%	13.8%	18.4%	23.8%	20.4%	23.2%
Other	2.4%	3.3%	3.8%	1.3%	1.3%	1.8%	1.8%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 52. Top 3 preferred shooting activities by target shooter respondents.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Semi-automatic handgun	48.3%	36.5%	66.6%	39.2%	44.3%	56.5%	36.8%
Shotgun	36.2%	40.6%	27.6%	40.5%	42.1%	33.0%	37.9%
Modern sporting rifles (AR-style)	30.7%	27.0%	33.4%	23.3%	39.1%	34.1%	26.8%
Traditional rifle (break or bolt action)	29.4%	34.3%	23.6%	37.2%	31.5%	24.8%	28.9%
Revolver	23.8%	21.4%	26.5%	23.6%	22.6%	23.7%	24.3%
Compound or traditional archery	13.8%	19.4%	9.8%	12.0%	14.9%	9.8%	19.6%
Crossbow	12.5%	11.3%	7.6%	10.7%	17.9%	13.5%	18.2%
Other	1.2%	1.5%	1.1%	1.9%	0.9%	0.7%	1.8%

Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280
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Table 53. Top 2 locations where target shooters most often shoot.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
On private property owned or leased by me, friends, or family	40.0%	42.8%	42.1%	45.0%	34.5%	39.5%	33.6%
A public range or property, managed by a private entity where I pay per visit	35.5%	33.2%	35.2%	29.8%	44.3%	36.4%	37.5%
A public range or property, managed by the county, state, or federal government (fish and wildlife area, conservation area, etc.)	30.1%	25.7%	29.8%	28.2%	29.4%	31.7%	27.9%
A private range or property where I pay for membership (e.g., shooting/conservation club)	27.9%	30.7%	24.5%	26.9%	28.1%	26.6%	31.8%
Other	1.9%	2.0%	2.9%	1.6%	0.4%	1.6%	1.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 54. Equipment used for target shooting in the past three years by target shooters.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Paper targets	66.8%	69.0%	82.0%	66.3%	53.6%	68.5%	49.6%
Firearms (long gun, handgun, muzzleloader)	60.5%	55.9%	75.7%	60.8%	52.8%	64.7%	44.3%
Gun cleaning supplies	57.9%	61.5%	72.2%	56.0%	51.9%	57.6%	38.9%
Scopes	45.0%	48.9%	44.5%	47.9%	41.7%	46.8%	37.5%
Clays/clay pigeons	33.6%	36.5%	26.9%	40.1%	34.0%	33.0%	32.9%
Laser sights	30.8%	27.5%	35.9%	22.3%	32.3%	35.9%	26.1%
Benches and rests	27.9%	30.0%	34.1%	32.0%	22.6%	21.7%	23.6%
Spotting scope	24.9%	25.9%	22.7%	26.5%	28.9%	23.5%	23.2%
Binoculars	23.5%	25.7%	22.0%	23.3%	26.4%	23.1%	21.4%
Reloading equipment	19.8%	17.6%	19.8%	15.5%	22.1%	24.2%	19.3%
Bows (compound, traditional)	19.4%	22.7%	13.8%	19.7%	21.7%	15.3%	26.1%
Crossbows	16.5%	17.4%	13.6%	16.5%	20.9%	16.4%	16.4%
Range finder	16.5%	17.6%	12.5%	17.8%	20.4%	15.3%	18.9%
Bow sights	14.7%	18.9%	11.4%	14.2%	16.6%	12.0%	17.1%
Shooting sticks	10.4%	10.1%	6.9%	8.7%	17.4%	9.3%	13.9%
None of the above	1.0%	0.8%	0.0%	1.0%	2.1%	1.8%	1.8%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 55. Other activities target shooters participate in.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Fishing (freshwater, saltwater, fly)	64.8%	65.5%	57.0%	68.0%	71.1%	65.6%	66.4%
Hiking, trail running, or backpacking	64.1%	66.2%	60.6%	64.7%	68.1%	60.3%	68.6%
Camping (tenting, trailer, motorhome)	53.7%	53.1%	48.3%	51.5%	66.0%	53.7%	55.4%
Climbing/hiking	43.8%	42.8%	37.4%	43.0%	51.5%	43.7%	50.0%
Off-road motorsports (ATV,UTV, snowmobile, 4X4)	31.1%	29.0%	27.4%	31.4%	34.5%	31.5%	36.4%
Hunting	28.5%	30.2%	25.4%	29.4%	34.9%	28.8%	23.9%
Non-motorized boating (kayaking, canoeing, standup paddleboarding)	27.9%	29.2%	26.3%	29.1%	31.5%	25.9%	27.5%
Trapping	6.3%	5.0%	4.2%	5.5%	11.9%	6.4%	7.1%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

## Challenges, Improvement, and Support

Table 56. Top 3 target shooting-related challenges.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Cost of ammunition	53.6%	51.4%	67.7%	57.0%	50.2%	52.1%	36.8%
Having access to safe, secure places to shoot	33.2%	31.7%	36.5%	31.1%	30.6%	32.6%	35.0%
Availability of ammunition	31.0%	30.0%	39.2%	32.0%	23.0%	33.3%	20.7%
Having somebody to go with	28.9%	30.5%	23.4%	38.2%	32.8%	26.4%	26.4%
Having enough time to learn or go out	27.0%	23.7%	27.8%	31.1%	27.7%	27.1%	25.7%
Feeling safe when others are shooting near me	23.4%	23.7%	23.2%	18.8%	24.3%	25.7%	23.9%
Feeling like I know enough about shooting to do so safely	14.2%	12.3%	11.4%	11.7%	14.5%	15.3%	22.5%
Using firearms (e.g., recoil, loading/unloading, accuracy)	13.3%	7.3%	13.4%	10.4%	10.2%	17.3%	20.7%
Having the equipment (firearm, bow, apparel, etc.)	11.9%	13.4%	7.1%	14.2%	14.0%	10.6%	15.7%
Availability of reloading components (such as powder, primers, bullet casings, shot)	9.1%	9.3%	6.7%	10.7%	12.3%	7.5%	10.7%
Wondering how others might perceive me	7.1%	5.5%	4.5%	5.2%	13.2%	6.9%	10.4%
None of these	3.6%	5.3%	2.4%	2.9%	4.3%	3.8%	2.5%
Other	1.4%	3.3%	2.0%	0.3%	0.0%	0.7%	1.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 57. Skills or experiences target shooters are interested in improving.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Improving accuracy (hitting clays/bullseye)	62.4%	59.7%	73.1%	61.5%	51.9%	63.0%	58.6%
Improving precision (clustering)	56.3%	57.2%	74.8%	47.9%	44.3%	51.4%	52.1%
Relaxing more while shooting	38.5%	34.0%	32.3%	38.5%	41.3%	41.2%	47.1%
Trying new shooting styles	28.6%	25.4%	26.1%	24.6%	38.7%	30.4%	30.7%
Exploring new places to shoot	26.6%	25.4%	22.7%	27.2%	35.3%	24.2%	30.0%
Teaching others how to shoot	21.2%	17.6%	20.9%	21.4%	25.1%	23.3%	19.3%
None of these	6.1%	7.1%	3.6%	7.8%	6.4%	7.3%	5.0%
Other	1.1%	1.0%	2.0%	0.3%	0.9%	1.1%	1.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

Table 58. Services that currently help support target shooting activity or keep them shooting.

	Average	Challenge Chaser	Skilled Guardian	Sociable Target Shooter	Fun Seeker	Fundamental Defender	Skills Seeker
Independent hands-on learning	49.6%	50.6%	59.7%	42.7%	49.4%	48.1%	43.6%
Someone to take me shooting and share their knowledge and experience	39.2%	28.5%	37.2%	47.9%	38.3%	43.5%	42.5%
Ability to ask questions of experienced shooters in an informal way	34.6%	33.2%	37.4%	37.2%	27.7%	33.7%	36.1%
Videos	30.8%	23.9%	33.0%	25.9%	31.9%	33.3%	37.9%
Informal connections with others interested in learning to target shoot	28.1%	24.4%	31.8%	30.4%	30.2%	21.7%	32.9%
Face-to-face class	26.2%	19.6%	22.3%	23.0%	29.8%	30.8%	35.0%
Article or how-to guide	15.8%	15.9%	19.4%	13.9%	16.6%	12.6%	17.1%
Online class	9.9%	8.6%	5.1%	8.4%	15.3%	9.3%	16.4%
Other	1.9%	2.5%	1.6%	0.6%	1.7%	1.6%	1.4%
Total	N=2121	N=397	N=449	N=309	N=235	N=451	N=280

## Motivations Over Time

Table 59. All target shooting motivations selected by respondent by when they participated in the activity.

	Original	Intermediate	Current
For the thrill	36.5%	32.5%	38.9%
For the challenge	39.8%	35.4%	50.4%
The feeling of empowerment	20.5%	19.9%	18.4%
The ability to defend myself	33.0%	39.9%	55.9%
The ability to defend others	21.3%	27.1%	36.9%
To develop a new skill	54.1%	37.5%	37.0%
To develop proficiency	37.5%	45.1%	53.4%
To enjoy time with others	34.1%	36.1%	43.1%
To enjoy myself	45.8%	46.7%	69.3%
To prepare for a competition	12.1%	13.8%	8.3%
To prepare for hunting season	17.7%	18.3%	13.3%
To mentor or teach others or my family how to shoot	11.6%	16.3%	19.8%
Other	1.3%	2.2%	1.2%
Total	N=752	N=553	N=2,121

Table 60. Top 5 target shooting motivations selected by respondents by life stage.

	Original	Intermediate	Current
For the thrill	31.7%	27.6%	27.9%
For the challenge	35.4%	30.5%	40.2%
The feeling of empowerment	17.4%	17.1%	13.3%
The ability to defend myself	31.6%	38.0%	51.9%
The ability to defend others	19.6%	25.5%	32.4%
To develop a new skill	49.5%	35.1%	30.2%
To develop proficiency	35.4%	40.1%	48.0%
To enjoy time with others	30.0%	31.0%	35.4%
To enjoy myself	40.7%	41.5%	59.9%
To prepare for a competition	10.4%	13.2%	6.1%
To prepare for hunting season	15.9%	16.8%	9.1%
To mentor or teach others or my family how to shoot	10.4%	13.9%	14.6%
Other	1.3%	27.6%	1.1%
Total	N=752	N=553	N=2121

Table 61. Target shooter persona change over time (N=553). Excludes shooters that reported that their motivations have not changed since they started shooting.

	Original, Percent	Original, Count	Intermediate, Percent	Intermediate, Count	Current, Percent	Current, Count
Challenge Chaser	14.6%	81	16.1%	89	17.5%	97
Skilled Guardian	8.9%	49	15.2%	84	19.2%	106
Sociable Target Shooter	11.2%	62	16.1%	89	12.1%	67
Fun Seeker	15.9%	88	11.2%	62	11.0%	61
Fundamental Defender	16.6%	92	15.7%	87	21.3%	118
Skills Seeker	32.7%	181	25.7%	142	18.8%	104

## Appendix C: Survey Instrument

### WAFWA-23-01 Hunter and Target Shooter Motivations

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#### Start of Block: Opening/Age

Q1 Are you at least 18 years of age or older?

- ☐ Yes
- ☐ No

Q2 Please **do not select** any of the following options. Click the arrow to proceed to the next page.

- ☐ Hiking
- ☐ Walking
- ☐ Playing Sports
- ☐ Biking
- ☐ Jogging

#### End of Block: Opening/Age

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#### Start of Block: Demographics

Q3 Which category reflects your age group?

- ☐ 18 – 24 years old
- ☐ 25 – 34 years old
- ☐ 35 – 44 years old
- ☐ 45 – 54 years old
- ☐ 55 – 64 years old
- ☐ 65 – 74 years old
- ☐ 75 years and older

Q4 In which state do you currently live?

▼ Alabama ... I do not reside in the United States

Q6 Where is your home located?

- ☐ Large metro area with 250,000 or more people
- ☐ City with 100,000 to 249,999 people
- ☐ City with 50,000 to 99,999 people
- ☐ City with 25,000 to 49,999
- ☐ Town with 5,000 to 24,999 people
- ☐ A community with less than 5,000 people
- ☐ Outside a community on a farm, ranch, or rural area

Q7 What is your gender?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Q8 Which of the following describes your race or ethnicity? **Please select all that apply.**

- ☐ White or Caucasian
- ☐ Black or African American
- ☐ Asian or Pacific Islander
- ☐ Hispanic or Latino
- ☐ American Indian
- ☐ Other
- ☐ ☒ I prefer not to say

Q9 Please select the category that best describes your total annual household income (everyone in your home).

- ☐ Less than \$10,000
- ☐ \$10,000 to \$24,999
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$200,000
- ☐ More than \$200,000
- ☐ Prefer not to say

End of Block: Demographics

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Start of Block: Qualifiers

Q10 Which of the following outdoor activities have you done in the past three years? **Please select all that apply.**

- ☐ Hiking, trail running, or backpacking
- ☐ Off-road motorsports (ATV,UTV, snowmobile, 4X4)
- ☐ Hunting (firearm or bow)
- ☐ Fishing (freshwater, saltwater, fly)
- ☐ Climbing/hiking
- ☐ Trapping
- ☐ Camping (tenting, trailer, motorhome)
- ☐ Target shooting (firearm or bow)
- ☐ Non-motorized boating (kayaking, canoeing, standup paddleboarding)
- ☐ None of the above

Q11 Your answer indicates you hunt and target shoot. There are two tracks in the survey. Which do you feel most comfortable completing?

- ☐ Hunting (firearm or bow)
- ☐ Target shooting (firearm or bow)

Q12 Based on standard hunter education training, which of the following firearms is most often used for hunting upland game birds, such as pheasant or grouse? Please select only one option.

- ☐ Shotgun
- ☐ Bolt action rifle
- ☐ Semi-auto rifle
- ☐ Revolver
- ☐ Modern sporting rifle (AR)
- ☐ Semi-auto pistol
- ☐ Muzzleloader

Q13 Which of the following is typically used at skeet, trap, or sporting clays events? Please select only one option.

- ☐ Single shot rifle
- ☐ Handgun
- ☐ Shotgun
- ☐ Modern sporting rifle (AR-style)
- ☐ Other semi-auto rifle
- ☐ Archery

Q14 How many years have you hunted?

- ☐ 5 years or fewer
- ☐ 6 to 10 years
- ☐ 11 to 20 years
- ☐ More than 20 years
- ☐ I have not hunted

Q15 In thinking about the last five years, how often would you say you bought a hunting license?

- ☐ Every year
- ☐ 3 - 4 out of every 5 years
- ☐ 1 – 2 out of every 5 years
- ☐ I have not bought a hunting license

Q16 Tell us in **ONE WORD** what you most enjoy about hunting.

---

Q17 How many years have you participated in target shooting?

- ☐ 5 years or fewer
- ☐ 6 to 10 years
- ☐ 11 to 20 years
- ☐ More than 20 years
- ☐ I have not been target shooting

Q18 During a typical year, how often do you go target shooting?

- ☐ One day only
- ☐ 2 to 4 days per year
- ☐ 5 to 19 days per year
- ☐ 20 days or more

Q19 Tell us in **ONE WORD** what you most enjoy about target shooting.

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End of Block: Qualifiers

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Start of Block: Hunting 1

Q20 Which of the following circumstances currently apply to you? **Please select all that apply.**

- ☐ A student in grades 1-12
- ☐ College or other post high school technical or educational student
- ☐ Homemaker
- ☐ Part-time employment
- ☐ Just starting my employment career
- ☐ Established in the workforce (typically 5+ years)
- ☐ Unemployed
- ☐ Fully retired
- ☐ Military service (current or retired)
- ☐ No children
- ☐ Starting a family/children at home under 8 years of age
- ☐ Children at home older than 8 years of age
- ☐ Adult children no longer living at home
- ☐ Married or living with a partner
- ☐ Single
- ☐ Widowed
- ☐ Any Other – please specify: \_\_\_\_\_

Q21 Please rate how important being able to hunt is to you.

- ☐ Extremely unimportant
- ☐ Very unimportant
- ☐ Somewhat unimportant
- ☐ Neither important nor unimportant
- ☐ Somewhat important
- ☐ Very important
- ☐ Extremely important

Q22 On average, how many days do you hunt during the year? If you don't hunt every year, think back to the most recent year you hunted.

\_\_\_\_\_

Q23 When discussing hunting with others, which of the following best describes your interactions?

- ☐ People generally ask me for hunting advice more than I ask them (teacher/mentor)
- ☐ I am more likely to seek hunting advice and help than offer it to others (student/learner)
- ☐ Other – please specify: \_\_\_\_\_

Q24 Of the statements below, which one **best** defines an ideal day of hunting? Please choose one.

- ☐ I have the opportunity to shoot at game often
- ☐ I am able to reach my bag/tag limit, whether birds or small or large game
- ☐ I am successful in taking a trophy animal or an especially challenging species
- ☐ I am successful using special equipment or techniques (such as a muzzleloader, bow, calling or decoying)
- ☐ An enjoyable day outdoors
- ☐ Spending time with others
- ☐ None of these

Q25 Please tell us more about your ideal day of hunting. Which of the following provides the most satisfaction from a day of hunting? **Please select up to three.**

- ☐ Number of game animals I see that I'm actively hunting
- ☐ Number of animals I harvest
- ☐ Harvesting a trophy animal
- ☐ Seeing other hunters in the field
- ☐ Seeing few if any other hunters
- ☐ Enjoying nature and the outdoors
- ☐ Seeing wildlife in general
- ☐ Relaxation or reducing tension and stress
- ☐ Being with friends, family, or pets
- ☐ Being on my own
- ☐ Number of shooting opportunities
- ☐ Developing my skills and abilities (such as, calling in birds, decoys, tracking)
- ☐ Getting my own food for me and my family

Q26 Which species have you hunted at least once in the past three years? **Please select all that apply.**

- ☐ Big Game Mammals (Deer, elk, moose, bear, etc.)
- ☐ Upland Game Birds (Dove, quail, pheasant, grouse, etc.)
- ☐ Wild pigs or feral swine
- ☐ Varmint (woodchucks, gophers, etc.)
- ☐ Small Game (Rabbit, squirrel, etc.)
- ☐ Wild Turkeys
- ☐ Waterfowl (Ducks, geese, etc.)
- ☐ Predators (Coyote, fox, bobcat, etc.)
- ☐ Other – please specify: \_\_\_\_\_

Q27 Of all the species you have hunted in the past, what species do you most prefer to hunt? **Please select up to three.**

- ☐ Big Game Mammals (Deer, elk, moose, bear, etc.)
- ☐ Upland Game Birds (Dove, quail, pheasant, grouse, etc.)
- ☐ Wild pigs or feral swine
- ☐ Varmint (woodchucks, gophers, etc.)
- ☐ Small Game (Rabbit, squirrel, etc.)
- ☐ Wild Turkeys
- ☐ Waterfowl (Ducks, geese, etc.)
- ☐ Predators (Coyote, fox, bobcat, etc.)
- ☐ Other – please specify: \_\_\_\_\_

Q28 In general, how would you rate your current experience level as a hunter?

- ☐ Novice - very limited experience with equipment techniques
- ☐ Competent - gaining experience with some equipment and beginning to explore other equipment and techniques
- ☐ Proficient - lots of experience with equipment and techniques in many settings
- ☐ Expert - very experienced with equipment and techniques in all settings

Q29 What are your top three hunting-related challenges?

- ☐ Having the right equipment (firearm, bow, apparel, etc.)
- ☐ Feeling like I know enough about hunting to be comfortable
- ☐ Having enough time to hunt or learn to hunt
- ☐ Wondering how others might perceive me
- ☐ Having a successful hunt (harvesting an animal)
- ☐ Having somebody to go with
- ☐ Having a place to hunt
- ☐ Knowing where to hunt
- ☐ Knowing where to practice shooting or sight in my equipment
- ☐ Humanely killing an animal
- ☐ Knowing how to process and handle the harvest
- ☐ Concerns about the safety of me and my hunting partners
- ☐ Using firearms
- ☐ Other - please specify: \_\_\_\_\_
- ☐ ☒ None of these

**Q30 Regardless of species you pursue, which of the following are your motivations to hunt? Please select all that apply.**

- ☐ Harvesting any animal
- ☐ Harvesting a trophy animal
- ☐ Experiencing the outdoors
- ☐ Spending time with friends/family
- ☐ Being part of a family or community tradition
- ☐ Filling bag/tag limit
- ☐ Using my equipment
- ☐ Obtaining my own food
- ☐ Engaging in a challenging activity/testing my skills
- ☐ Supporting conservation
- ☐ Exploring new areas
- ☐ Scouting/learning animal behavior
- ☐ Relaxing, escaping
- ☐ Sharing game meat or a harvested meal with others
- ☐ Sharing my experience and accomplishment with others
- ☐ Mentoring or teaching others or my family how to hunt
- ☐ Other – please specify: \_\_\_\_\_

**Q31 Please RANK up to five of your top motivations by dragging your most important to the top followed by the next most important and so on.**

Top Motivations
_____ Harvesting any animal
_____ Harvesting a trophy animal
_____ Experiencing the outdoors
_____ Spending time with friends/family
_____ Being part of a family or community tradition
_____ Filling bag/tag limit
_____ Using my equipment
_____ Obtaining my own food
_____ Engaging in a challenging activity/testing my skills
_____ Supporting conservation
_____ Exploring new areas
_____ Scouting/learning animal behavior
_____ Relaxing, escaping
_____ Sharing game meat or a harvested meal with others

\_\_\_\_\_ Sharing my experience and accomplishment with others

\_\_\_\_\_ Mentoring or teaching others or my family how to hunt

\_\_\_\_\_ Other – please specify:

Q32 Do your motivations to hunt change depending on the species you're hunting?

- ☐ Yes
- ☐ No

End of Block: Hunting 1

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Start of Block: Hunting 2

Q33 Compared to when you first started hunting, do you think your motivations have changed at all?

- ☐ Yes
- ☐ No

Q34 Thinking back to your **first time hunting**, what were your motivations to hunt? Please select all that apply.

- ☐ Harvesting any animal
- ☐ Harvesting a trophy animal
- ☐ Experiencing the outdoors
- ☐ Spending time with friends/family
- ☐ Being part of a family or community tradition
- ☐ Filling bag/tag limit
- ☐ Using my equipment
- ☐ Obtaining my own food
- ☐ Engaging in a challenging activity/testing my skills
- ☐ Supporting conservation
- ☐ Exploring new areas
- ☐ Scouting/learning animal behavior
- ☐ Relaxing, escaping
- ☐ Sharing game meat or a harvested meal with others
- ☐ Sharing my experience and accomplishment with others
- ☐ Mentoring or teaching others or my family how to hunt
- ☐ Other – please specify: \_\_\_\_\_

Q35 To the best of your ability, please RANK up to five of your top motivations you mentioned from when you first started hunting. Place your most important to the top followed by the next most important and so on.

Top Motivations

- \_\_\_\_\_ Harvesting any animal
- \_\_\_\_\_ Harvesting a trophy animal
- \_\_\_\_\_ Experiencing the outdoors
- \_\_\_\_\_ Spending time with friends/family
- \_\_\_\_\_ Being part of a family or community tradition
- \_\_\_\_\_ Filling bag/tag limit
- \_\_\_\_\_ Using my equipment
- \_\_\_\_\_ Obtaining my own food
- \_\_\_\_\_ Engaging in a challenging activity/testing my skills
- \_\_\_\_\_ Supporting conservation
- \_\_\_\_\_ Exploring new areas
- \_\_\_\_\_ Scouting/learning animal behavior
- \_\_\_\_\_ Relaxing, escaping
- \_\_\_\_\_ Sharing game meat or a harvested meal with others
- \_\_\_\_\_ Sharing my experience and accomplishment with others
- \_\_\_\_\_ Mentoring or teaching others or my family how to hunt
- \_\_\_\_\_ Other – please specify:

Q36 Which of the following circumstances applied to you when you first hunted? **Please select all that apply.**

- ☐ A student in grades 1-12
- ☐ College or other post high school technical or educational student
- ☐ Homemaker
- ☐ Part-time employment
- ☐ Just starting my employment career
- ☐ Established in the workforce (typically 5+ years)
- ☐ Unemployed
- ☐ Fully retired
- ☐ Military service (current or retired)
- ☐ No children
- ☐ Starting a family/children at home under 8 years of age
- ☐ Children at home older than 8 years of age
- ☐ Adult children no longer living at home
- ☐ Married or living with a partner
- ☐ Single
- ☐ Widowed
- ☐ Any Other – please specify: \_\_\_\_\_

Q37 How old were you when you first hunted?

\_\_\_\_\_

End of Block: Hunting 2

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Start of Block: Current Hunting

Q38 The following questions relate to your **current hunting habits and preferences.**

Q39 Which of the following hunting skills or experiences are you interested in improving? **Please select all that apply.**

- ☐ Tracking/wildlife behavior
- ☐ Accuracy with firearm
- ☐ Processing and preparing my harvest
- ☐ Relaxing more while hunting
- ☐ Teaching others how to hunt
- ☐ Experiencing/observing nature more
- ☐ Hunting new species
- ☐ Exploring new places to hunt
- ☐ Attracting species (through decoys, calls, etc.)
- ☐ Other – please specify: \_\_\_\_\_
- ☒ None of the above

Q40 Which of the following services currently help support your hunting activity or encourage you to keep hunting? **Please select all that apply.**

- ☐ Someone to take me hunting and share their knowledge and experience in the field
- ☐ Ability to ask questions of experienced hunters in an informal way
- ☐ Informal connections with others interested in learning to hunt
- ☐ Face-to-face class
- ☐ Videos
- ☐ Podcasts
- ☐ YouTube and other online video resources
- ☐ Websites and/or blogs
- ☐ Online class
- ☐ Article or how-to guide
- ☐ Independent hands-on learning
- ☐ I do not need support or encouragement to keep hunting.
- ☐ Other – please specify: \_\_\_\_\_
- ☒ None of the above

Q41 Which of the following have you used for hunting in the past three years? **Please select all that apply.**

- ☐ Firearm
- ☐ Bow/crossbow
- ☐ Scopes
- ☐ Scents or attractants
- ☐ Laser sight
- ☐ Rangefinder
- ☐ Hunting blind or tree stands
- ☐ Decoys
- ☐ Game calls
- ☐ Trail Cameras
- ☒ None of the above

End of Block: Current Hunting

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Start of Block: Hunting 3

Q42 Consider your hunting motivations when you first started hunting and today. Was there ever a time in between when you first started hunting and today when your motivations to hunt differed?

- ☐ Yes
- ☐ No

Q43 Thinking back to this **in between time**, what were your motivations to hunt? **Please select all that apply.**

- ☐ Harvesting any animal
- ☐ Harvesting a specific animal
- ☐ Experiencing the outdoors
- ☐ Spending time with friends/family
- ☐ Being part of a family or community tradition
- ☐ Filling bag/tag limit
- ☐ Using my equipment
- ☐ Obtaining my own food
- ☐ Engaging in a challenging activity/testing my skills
- ☐ Supporting conservation
- ☐ Exploring new areas
- ☐ Scouting/learning animal behavior
- ☐ Relaxing, escaping
- ☐ Sharing game meat or a harvested meal with others
- ☐ Sharing my experience and accomplishment with others
- ☐ Mentoring or teaching others or my family how to hunt
- ☐ Other – please specify: \_\_\_\_\_

Q44 Please RANK up to five of your top motivations during this time by dragging your most important to the top followed by the next most important and so on.

Top Motivations

- \_\_\_\_\_ Harvesting any animal
- \_\_\_\_\_ Harvesting a specific animal
- \_\_\_\_\_ Experiencing the outdoors
- \_\_\_\_\_ Spending time with friends/family
- \_\_\_\_\_ Being part of a family or community tradition
- \_\_\_\_\_ Filling bag/tag limit
- \_\_\_\_\_ Using my equipment
- \_\_\_\_\_ Obtaining my own food
- \_\_\_\_\_ Engaging in a challenging activity/testing my skills
- \_\_\_\_\_ Supporting conservation
- \_\_\_\_\_ Exploring new areas
- \_\_\_\_\_ Scouting/learning animal behavior
- \_\_\_\_\_ Relaxing, escaping
- \_\_\_\_\_ Sharing game meat or a harvested meal with others
- \_\_\_\_\_ Sharing my experience and accomplishment with others
- \_\_\_\_\_ Mentoring or teaching others or my family how to hunt
- \_\_\_\_\_ Other – please specify:

Q45 Which of the following circumstances applied to you during this in-between time when your motivations were different? **Please select all that apply.**

- ☐ A student in grades 1-12
- ☐ College or other post high school technical or educational student
- ☐ Homemaker
- ☐ Part-time employment
- ☐ Just starting my employment career
- ☐ Established in the workforce (typically 5+ years)
- ☐ Unemployed
- ☐ Fully retired
- ☐ Military service (current or retired)
- ☐ No children
- ☐ Starting a family/children at home under 8 years of age
- ☐ Children at home older than 8 years of age
- ☐ Adult children no longer living at home
- ☐ Married or living with a partner
- ☐ Single
- ☐ Widowed
- ☐ Any Other – please specify: \_\_\_\_\_

Q46 How old were you when your hunting motivations first began to change?

\_\_\_\_\_

End of Block: Hunting 3

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Start of Block: Target Shooting 1

Q47 Which of the following circumstances currently apply to you? **Please select all that apply.**

- ☐ A student in grades 1-12
- ☐ College or other post high school technical or educational student
- ☐ Homemaker
- ☐ Part-time employment
- ☐ Just starting my employment career
- ☐ Established in the workforce (typically 5+ years)
- ☐ Unemployed
- ☐ Fully retired
- ☐ Military service (current or retired)
- ☐ No children
- ☐ Starting a family/children at home under 8 years of age
- ☐ Children at home older than 8 years of age
- ☐ Adult children no longer living at home
- ☐ Married or living with a partner
- ☐ Single
- ☐ Widowed
- ☐ Any Other – please specify: \_\_\_\_\_

Q48 Please rate how important being able to target shoot is to you currently.

- ☐ Extremely unimportant
- ☐ Very unimportant
- ☐ Somewhat unimportant
- ☐ Neither important nor unimportant
- ☐ Somewhat important
- ☐ Very important
- ☐ Extremely important

Q49 On average, how many days do you currently spend target shooting during the year? (A trip lasting less than one full day can be counted as one day.)

\_\_\_\_\_

Q50 How would you rate your current level of expertise as a target shooter?

- ☐ Novice - very limited experience with equipment techniques
- ☐ Competent - gaining experience with some equipment and beginning to explore other equipment and techniques
- ☐ Proficient - lots of experience with equipment and techniques in many settings
- ☐ Expert - very experienced with equipment and techniques in all settings

Q51 When discussing target shooting with others, which of the following best describes your interactions?

- ☐ People generally ask me for target shooting advice more than I ask them (teacher/mentor)
- ☐ I am more likely to seek target shooting advice and help than offer it to others (student/learner)
- ☐ Other – please specify: \_\_\_\_\_

Q52 Which of the following types of shooting activities have you taken part in at least once in the past three years? **Please select all that apply.**

- ☐ Traditional rifle (break or bolt action)
- ☐ Modern sporting rifles (AR-style)
- ☐ Semi-automatic handgun
- ☐ Revolver
- ☐ Shotgun
- ☐ Crossbow
- ☐ Compound or traditional archery
- ☐ Other – please specify: \_\_\_\_\_

Q53 Of all the shooting activities you have participated in, what do you most prefer to shoot? **Please select up to three.**

- ☐ Traditional rifle (break or bolt action)
- ☐ Modern sporting rifles (AR-style)
- ☐ Semi-automatic handgun
- ☐ Revolver
- ☐ Shotgun
- ☐ Crossbow
- ☐ Compound or traditional archery
- ☐ Other – please specify: \_\_\_\_\_

Q54 Currently, how important is each of these to your satisfaction when target shooting? (From Extremely unimportant to Extremely important)

	Extremely unimportant	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important	Extremely important
Number of rounds fired	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy (hitting clays/bullseye)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Precision (clustering)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time spent outdoors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of relaxation during the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time spent with others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy-to-access and convenient ranges	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q55 Where do you most often go to target shoot? Choose up to two.

- ☐ A public range or property, managed by the county, state, or federal government (fish and wildlife area, conservation area, etc.)
- ☐ A public range or property, managed by a private entity where I pay per visit
- ☐ A private range or property where I pay for membership (e.g., shooting/conservation club)
- ☐ On private property owned or leased by me, friends, or family
- ☐ Other – please specify: \_\_\_\_\_

Q56 Most recently, what have been the top three most challenging things for you about target shooting?

- ☐ Having the equipment (firearm, bow, apparel, etc.)
- ☐ Feeling like I know enough about shooting to do so safely
- ☐ Having enough time to learn or go out
- ☐ Wondering how others might perceive me
- ☐ Having somebody to go with
- ☐ Cost of ammunition
- ☐ Availability of ammunition
- ☐ Availability of reloading components (such as powder, primers, bullet casings, shot)
- ☐ Feeling safe when others are shooting near me
- ☐ Having access to safe, secure places to shoot
- ☐ Using firearms (e.g., recoil, loading/unloading, accuracy)
- ☐ Other - please specify: \_\_\_\_\_
- ☒ None of these

Q57 Regardless of the type of shooting you do, what are your motivations to target shoot? **Please select all that apply.**

- ☐ For the thrill
- ☐ For the challenge
- ☐ The feeling of empowerment
- ☐ The ability to defend myself
- ☐ The ability to defend others
- ☐ To develop a new skill
- ☐ To develop proficiency
- ☐ To enjoy time with others
- ☐ To enjoy myself
- ☐ To prepare for a competition
- ☐ To prepare for hunting season
- ☐ To mentor or teach others or my family how to shoot
- ☐ Other – please specify: \_\_\_\_\_

Q58 Please RANK up to five of your top motivations during this time by dragging your most important to the top followed by the next most important and so on.

Top Motivations
_____ For the thrill
_____ For the challenge
_____ The feeling of empowerment
_____ The ability to defend myself
_____ The ability to defend others
_____ To develop a new skill

- \_\_\_\_\_ To develop proficiency
- \_\_\_\_\_ To enjoy time with others
- \_\_\_\_\_ To enjoy myself
- \_\_\_\_\_ To prepare for a competition
- \_\_\_\_\_ To prepare for hunting season
- \_\_\_\_\_ To mentor or teach others or my family how to shoot
- \_\_\_\_\_ Other – please specify:

Q59 Do your motivations change depending on the type of shooting you do?

- ☐ Yes
- ☐ No

End of Block: Target Shooting 1

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Start of Block: Target Shooting 2

Q60 Thinking back to when you first started target shooting, do you think your motivations have changed at all?

- ☐ Yes
- ☐ No

Q61 Thinking back to your **first time target shooting**, what were your motivations to target shoot? **Please select all that apply.**

- ☐ For the thrill
- ☐ For the challenge
- ☐ The feeling of empowerment
- ☐ The ability to defend myself
- ☐ The ability to defend others
- ☐ To develop a new skill
- ☐ To develop proficiency
- ☐ To enjoy time with others
- ☐ To enjoy myself
- ☐ To prepare for a competition
- ☐ To prepare for hunting season
- ☐ To mentor or teach others or my family how to shoot
- ☐ Other – please specify: \_\_\_\_\_

Q62 Please RANK up to five of your top motivations by dragging your most important to the top followed by the next most important and so on.

Top Motivations
_____ For the thrill
_____ For the challenge
_____ The feeling of empowerment
_____ The ability to defend myself
_____ The ability to defend others
_____ To develop a new skill
_____ To develop proficiency
_____ To enjoy time with others
_____ To enjoy myself
_____ To prepare for a competition
_____ To prepare for hunting season
_____ To mentor or teach others or my family how to shoot
_____ Other – please specify:

Q63 Which of the following circumstances applied to you when you first went target shooting? **Please select all that apply.**

- ☐ A student in grades 1-12
- ☐ College or other post high school technical or educational student
- ☐ Homemaker
- ☐ Part-time employment
- ☐ Just starting my employment career
- ☐ Established in the workforce (typically 5+ years)
- ☐ Unemployed
- ☐ Fully retired
- ☐ Military service (current or retired)
- ☐ No children
- ☐ Starting a family/children at home under 8 years of age
- ☐ Children at home older than 8 years of age
- ☐ Adult children no longer living at home
- ☐ Married or living with a partner
- ☐ Single
- ☐ Widowed
- ☐ Any Other – please specify: \_\_\_\_\_

Q64 How old were you when you first went target shooting?

\_\_\_\_\_

End of Block: Target Shooting 2

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Start of Block: Current Target Shooting

Q65 Do you currently target shoot with someone or alone?

- ☐ Only with others
- ☐ Only alone
- ☐ Both

Q66 Are you currently interested in improving a particular shooting skill? **Please select all that apply.**

- ☐ Improving accuracy (hitting clays/bullseye)
- ☐ Improving precision (clustering)
- ☐ Relaxing more while shooting
- ☐ Teaching others how to shoot
- ☐ Trying new shooting styles
- ☐ Exploring new places to shoot
- ☐ Other – please specify: \_\_\_\_\_
- ☒ None of the above

Q67 Which of the following services currently help support your shooting activity or encourage you to keep target shooting? **Please select all that apply.**

- ☐ Someone to take me shooting and share their knowledge and experience
- ☐ Ability to ask questions of experienced target shooters in an informal way
- ☐ Informal connections with others interested in learning to target shoot
- ☐ Face-to-face class
- ☐ Videos
- ☐ Online class
- ☐ Article or how-to guide
- ☐ Independent hands-on learning
- ☐ Other – please specify: \_\_\_\_\_
- ☒ I do not want to continue learning about target shooting.

Q68 Which of the following items have you used for target shooting in the past three years? **Please select all that apply.**

- ☐ Firearms (long gun, handgun, muzzleloader)
- ☐ Bows (compound, traditional)
- ☐ Crossbows
- ☐ Bow sights
- ☐ Scopes
- ☐ Reloading equipment
- ☐ Spotting scope
- ☐ Range finder
- ☐ Binoculars
- ☐ Paper targets
- ☐ Laser sights
- ☐ Gun cleaning supplies
- ☐ Benches and rests
- ☐ Clays/clay pigeons
- ☐ Shooting sticks
- ☒ None of the above

End of Block: Current Target Shooting

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Start of Block: Target Shooting 3

Q69 Consider your motivations from when you first started target shooting until today. Was there ever a time in between when you first started target shooting and today when your motivations to target shoot were different?

- ☐ Yes
- ☐ No

Q70 Thinking back to this **in-between time**, what were your motivations to target shoot? **Please select all that apply.**

- ☐ For the thrill
- ☐ For the challenge
- ☐ The feeling of empowerment
- ☐ The ability to defend myself
- ☐ The ability to defend others
- ☐ To develop a new skill
- ☐ To develop proficiency
- ☐ To enjoy time with others
- ☐ To enjoy myself
- ☐ To prepare for a competition
- ☐ To prepare for hunting season
- ☐ To mentor or teach others or my family how to shoot
- ☐ Other – please specify: \_\_\_\_\_

Q71 Please RANK up to five of your top motivations during that time by dragging your most important to the top followed by the next most important and so on.

Top Motivations
_____ For the thrill
_____ For the challenge
_____ The feeling of empowerment
_____ The ability to defend myself
_____ The ability to defend others
_____ To develop a new skill
_____ To develop proficiency
_____ To enjoy time with others
_____ To enjoy myself
_____ To prepare for a competition
_____ To prepare for hunting season
_____ To mentor or teach others or my family how to shoot
_____ Other – please specify:

Q72 Which of the following circumstances applied to you during that in-between period? **Please select all that apply.**

- ☐ A student in grades 1-12
- ☐ College or other post high school technical or educational student
- ☐ Homemaker
- ☐ Part-time employment
- ☐ Just starting my employment career
- ☐ Established in the workforce (typically 5+ years)
- ☐ Unemployed
- ☐ Fully retired
- ☐ Military service (current or retired)
- ☐ No children
- ☐ Starting a family/children at home under 8 years of age
- ☐ Children at home older than 8 years of age
- ☐ Adult children no longer living at home
- ☐ Married or living with a partner
- ☐ Single
- ☐ Widowed
- ☐ Any Other – please specify: \_\_\_\_\_

Q73 How old were you when this phase began?

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End of Block: Target Shooting 3

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