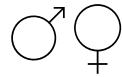
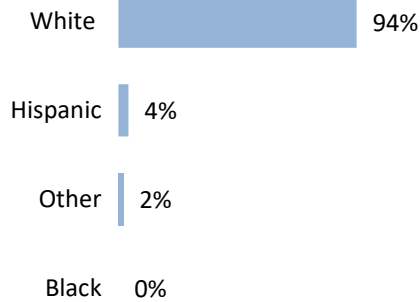


Participants 13-17 Demographics.....

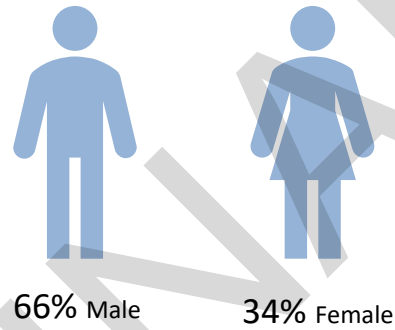
PARTICIPANTS 13-17 DEMOGRAPHICS



Race/Ethnicity



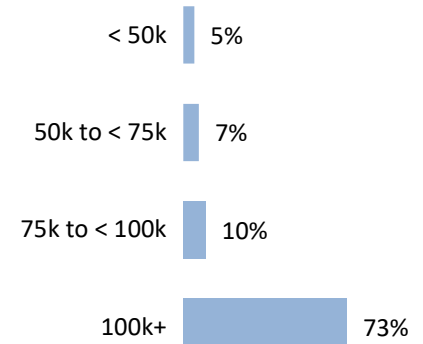
Gender



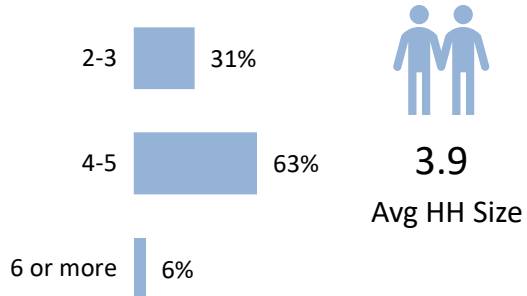
HH Income



\$166.9k



HH Composition



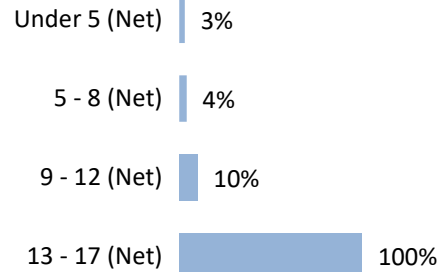
Kids in HH



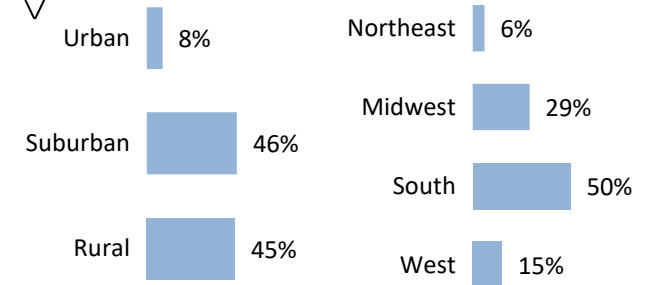
77%
Boy



47%
Girl



Area

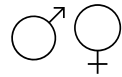
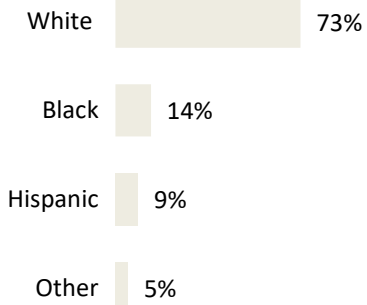


Non-Participants 13-17 Demographics.....

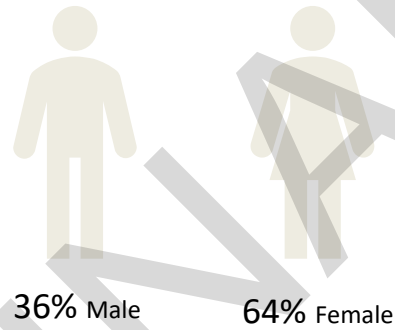
NON-PARTICIPANTS 13-17 DEMOGRAPHICS



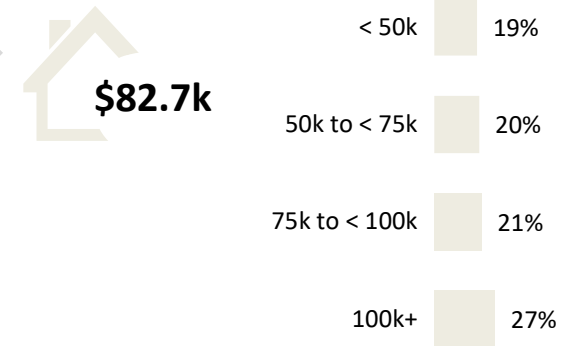
Race/Ethnicity



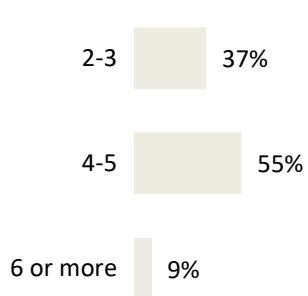
Gender



HH Income



HH Composition



4.0
Avg HH Size

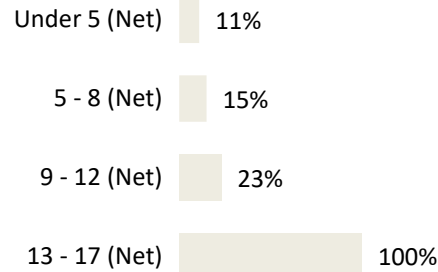
Kids in HH



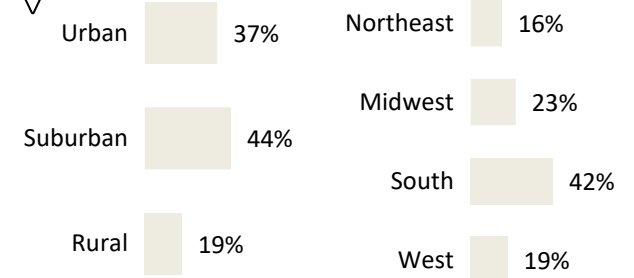
66%
Boy



65%
Girl



Area



Appendix

ADDITIONAL BESCO DATA

Total Participants

Shooter's Psychology

Highly driven, these young athletes are characterized by their high levels of grit and coping strategies. They maintain a cheerful and active lifestyle, demonstrating less impulsivity and are energized by a strong sense of confidence.

Clarity in Oneself

64%

I have a clear sense of who I am and what I am

Perceived Health

58%

Excellent

33%

Very Good

WHO Well-Being Index

I feel _____ all of the time

16%

Cheerful

9%

Active

BeSci: T.R.G.T. Framework

Tenacity

I have the ability to overcome challenges and have the determination to achieve my goals. **89%** (High Grit)

I can manage stress effectively. **84%** (High Coping)

Readiness

I am more open to new experiences. **73%** (Open to New Experiences)

I can achieve my aspirations and live life to the fullest. **74%** (Promotion-Focused)

Growth

I have confidence in my ability to improve my skills. **69%** (High Self-Efficacy)

I feel a strong connection and sense of belonging with my peers. **79%** (High Sense of Belonging)

Timing

I actively anticipate and plan for future events, keeping my goals in mind and preparing for potential challenges ahead of time. **55%** (Proactive Cognitive Control)

I prefer to think things through carefully before acting, focusing on strategy and precision. **78%** (Low Impulsivity)

Biggest Motivator

31%

I now have confidence in my ability to improve my skills

Changes Since Joining Their Sport

Social Support: Helped create supportive relationships **85%**

Skills Development: Helped with skill development and learning activities **94%**

Sense of Belonging: Helps foster a sense of belonging **85%**

Self-Actualization: Encouraged them to find their spark **77%**

Anxiety: Alleviated feelings of stress and anxiety **58%**

Depression: Alleviated feelings of sadness **47%**

Feelings of Judgement

20%

Judged

35%

Labeled

11%

Discouraged

Communication Strategy

Words to Use

Resilient, Cheerful, Active, Confident, Driven, Capable, Composed

Themes to Use

Confidence, Strength, Community, Adaptiveness

Example Messaging

"Experience the joy of being in control; build confidence, and community through active participation in youth shooting."



Total Non-Participants

Shooter's Psychology

These athletes exhibit higher activity levels and manage anxiety and depression quite adeptly. They experience moderate grit and coping skills, alongside lower self-clarity. They navigate their sports experiences without feeling labeled.

Clarity in Oneself

36%

I have a clear sense of who I am and what I am

Perceived Health

47%

Excellent

41%

Very Good

WHO Well-Being Index

I feel _____ all of the time

20%

Cheerful

20%

Active

BeSci: T.R.G.T. Framework

Tenacity



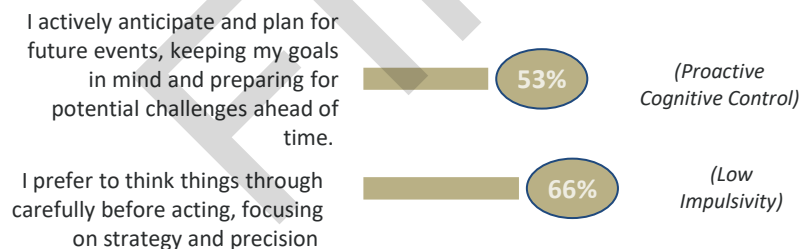
Readiness



Growth



Timing

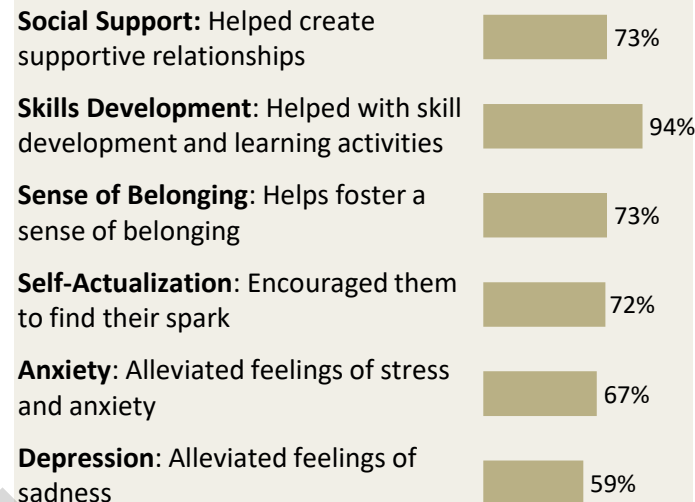


Biggest Motivator

29

I now have confidence in my ability to improve my skills

Changes Since Joining Their Sport



Feelings of Judgement

20%

Judged

28%

Labeled

15%

Discouraged

Communication Strategy

Words to Use

Active, Spontaneous, Understanding, Excited, Dynamic

Themes to Use

Freedom, Energized, Happy

Example Messaging

"Join the sports community that's all about activity and emotional strength, where labels don't define you."



Participants 13-17

Shooter's Psychology

These 13-17 year old shooting sports participants demonstrate remarkable determination, confidence in their abilities, and a strong sense of self. They value skill development and community, thriving despite external perceptions.

Clarity in Oneself

86%

I have a clear sense of who I am and what I am

Perceived Health

55%

Excellent

34%

Very Good

WHO Well-Being Index

I feel _____ all of the time

16%

Cheerful

10%

Active

BeSci: T.R.G.T. Framework

Tenacity

I have the ability to overcome challenges and have the determination to achieve my goals. **90%** (High Grit)

I can manage stress effectively **85%** (High Coping)

Readiness

I am more open to new experiences **72%** (Open to New Experiences)

I can achieve my aspirations and live life to the fullest **76%** (Promotion-Focused)

Growth

I have confidence in my ability to improve my skills **71%** (High Self-Efficacy)

I feel a strong connection and sense of belonging with my peers **78%** (High Sense of Belonging)

Timing

I actively anticipate and plan for future events, keeping my goals in mind and preparing for potential challenges ahead of time. **55%** (Proactive Cognitive Control)

I prefer to think things through carefully before acting, focusing on strategy and precision **77%** (Low Impulsivity)

Biggest Motivator

30%

I have the ability to overcome challenges and have the determination to achieve my goals.

Changes Since Joining Their Sport

Social Support: Helped create supportive relationships **87%**

Skills Development: Helped with skill development and learning activities **94%**

Sense of Belonging: Helps foster a sense of belonging **83%**

Self-Actualization: Encouraged them to find their spark **76%**

Anxiety: Alleviated feelings of stress and anxiety **58%**

Depression: Alleviated feelings of sadness **47%**

Feelings of Judgement

21%

Judged

40%

Labeled

10%

Discouraged

Communication Strategy

Words to Use

Confidence, Focus, Purpose, Thrive, Excel, Hone, Forge

Themes to Use

Individual Prowess, Collective Strength, Personal Trajectory.

Example Messaging

"Continue to push your limits, achieve new personal bests, and experience the profound satisfaction of true mastery and self-improvement."



Participants

6-12

Young Shooter's Psychology

These 6-12 year old shooting sports participants are motivated by a strong desire to feel capable, demonstrating high grit and an eagerness for new experiences. They flourish in a supportive community, building skills and confidence.

Clarity in Oneself

2%

I have a clear sense of who I am and what I am

Perceived Health

68%

Excellent

29%

Very Good

WHO Well-Being Index

I feel _____ all of the time

18%

Cheerful

5%

Active

BeSci: T.R.G.T. Framework

Tenacity

I have the ability to overcome challenges and have the determination to achieve my goals. **87%** (High Grit)

I can manage stress effectively. **84%** (High Coping)

Readiness

I am more open to new experiences. **76%** (Open to New Experiences)

I can achieve my aspirations and live life to the fullest. **69%** (Promotion-Focused)

Growth

I have confidence in my ability to improve my skills. **63%** (High Self-Efficacy)

I feel a strong connection and sense of belonging with my peers. **81%** (High Sense of Belonging)

Timing

I actively anticipate and plan for future events, keeping my goals in mind and preparing for potential challenges ahead of time. **55%** (Proactive Cognitive Control)

I prefer to think things through carefully before acting, focusing on strategy and precision. **82%** (Low Impulsivity)

Biggest Motivator

35%

I now have confidence in my ability to improve my skills

Changes Since Joining Their Sport

Social Support: Helped create supportive relationships **81%**

Skills Development: Helped with skill development and learning activities **94%**

Sense of Belonging: Helps foster a sense of belonging **89%**

Self-Actualization: Encouraged them to find their spark **79%**

Anxiety: Alleviated feelings of stress and anxiety **60%**

Depression: Alleviated feelings of sadness **53%**

Feelings of Judgement

18%

Judged

19%

Labeled

11%

Discouraged

Communication Strategy

Words to Use

Exploration, Fun, Learning, Skill-building, Teamwork, Friendship,

Themes to Use

Foundational Growth, Discovery, Connected Community.

Example Messaging

"Play, learn, and shine!
Embrace new experiences and find the joy in mastering something new."



Non-Participants 13-17

Nonparticipant's Psychology

These 13-17 year olds, active in diverse sports, possess a strong sense of identity, resilience, and a drive for personal growth. They thrive on challenge and community, consistently seeking to expand their capabilities and connections.

Clarity in Oneself

67%

I have a clear sense of who I am and what I am

Perceived Health

43%

Excellent

40%

Very Good

WHO Well-Being Index

I feel _____ all of the time

18%

Cheerful

16%

Active

BeSci: T.R.G.T. Framework

Tenacity

I have the ability to overcome challenges and have the determination to achieve my goals. **79%** (High Grit)

I can manage stress effectively. **77%** (High Coping)

Readiness

I am more open to new experiences. **71%** (Open to New Experiences)

I can achieve my aspirations and live life to the fullest. **75%** (Promotion-Focused)

Growth

I have confidence in my ability to improve my skills. **69%** (High Self-Efficacy)

I feel a strong connection and sense of belonging with my peers. **72%** (High Sense of Belonging)

Timing

I actively anticipate and plan for future events, keeping my goals in mind and preparing for potential challenges ahead of time. **53%** (Proactive Cognitive Control)

I prefer to think things through carefully before acting, focusing on strategy and precision. **69%** (Low Impulsivity)

Biggest Motivator

26%

I now have confidence in my ability to improve my skills

Changes Since Joining Their Sport

Social Support: Helped create supportive relationships **71%**

Skills Development: Helped with skill development and learning activities **82%**

Sense of Belonging: Helps foster a sense of belonging **72%**

Self-Actualization: Encouraged them to find their spark **69%**

Anxiety: Alleviated feelings of stress and anxiety **70%**

Depression: Alleviated feelings of sadness **59%**

Feelings of Judgement

14%

Judged

29%

Labeled

12%

Discouraged

Communication Strategy

Words to Use

Teamwork, Challenge, Growth, Potential, Mastery, Adaptability, Versatility,

Themes to Use

Athletic Excellence, Connected Community, Expanding Horizons

Example Messaging

"Up for a challenge? Explore a sport that challenges your mind and body in a unique way, adding a new dimension to your athletic repertoire."



Non-Participants 6-12

Nonparticipant's Psychology

These 6-12 year olds, engaged in various sports, exhibit strong grit, coping skills, and a drive for self-improvement. They are open to new experiences and thrive in environments that foster skill development and social connection.

Clarity in Oneself

6%

I have a clear sense of who I am and what I am

Perceived Health

50%

Excellent

42%

Very Good

WHO Well-Being Index

I feel ____ all of the time

22%

Cheerful

25%

Active

BeSci: T.R.G.T. Framework

Tenacity

I have the ability to overcome challenges and have the determination to achieve my goals.

80% (High Grit)

I can manage stress effectively

73% (High Coping)

Readiness

I am more open to new experiences

69% (Open to New Experiences)

I can achieve my aspirations and live life to the fullest

78% (Promotion-Focused)

Growth

I have confidence in my ability to improve my skills

61% (High Self-Efficacy)

I feel a strong connection and sense of belonging with my peers

72% (High Sense of Belonging)

Timing

I actively anticipate and plan for future events, keeping my goals in mind and preparing for potential challenges ahead of time.

52% (Proactive Cognitive Control)

I prefer to think things through carefully before acting, focusing on strategy and precision

63% (Low Impulsivity)

Biggest Motivator

31%

I now have confidence in my ability to improve my skills

Changes Since Joining Their Sport

Social Support: Helped create supportive relationships 76%

Skills Development: Helped with skill development and learning activities 89%

Sense of Belonging: Helps foster a sense of belonging 74%

Self-Actualization: Encouraged them to find their spark 75%

Anxiety: Alleviated feelings of stress and anxiety 64%

Depression: Alleviated feelings of sadness 58%

Feelings of Judgement

25%

Judged

28%

Labeled

17%

Discouraged

Communication Strategy

Words to Use

Play, Energetic, Excitement, New Skills,

Themes to Use

New Adventures, Skillful Play, Growing Connections.

Example Messaging

"Take your talent for sports to the next level! Discover how a sport focused on accuracy and control can make you feel super capable."



Across all age cohorts, there was a reported change in self-efficacy. However, older participants noted that grit changed the most, suggesting that participation in sport shooting enhances resilience

Tenacity: Refers to the psychological principles related to the ability to adapt to changes and be persistent.

- **Grit:** I have the ability to overcome challenges and have the determination to achieve my goals.
- **Stress Management & Coping:** I can manage stress effectively

Readiness: Refers to the psychological principles related to one's tendency to engage in or disengage from new behaviors and experiences.

- **Openness:** I am now more open to new experiences
- **Promotion:** I am more able to achieve my aspirations and live life to the fullest

Growth: Refers to psychological principles related to development and psychological change both personally and interpersonally.

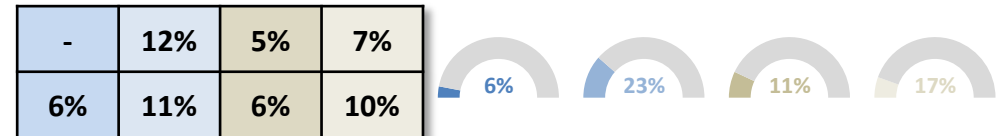
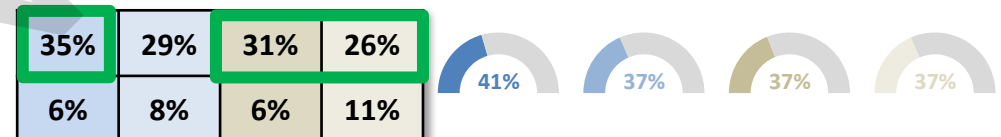
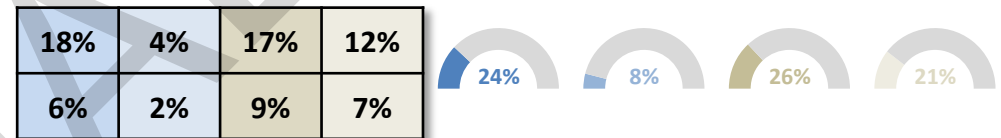
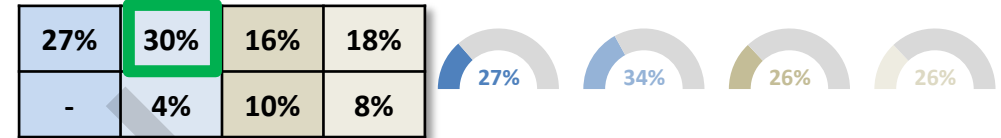
- **Self-Efficacy:** I have confidence in my ability to improve my skills
- **Belonging:** I feel a strong connection and sense of belonging with my peers

Tuning: Refers to psychological principles concerning developing and harnessing one's attention

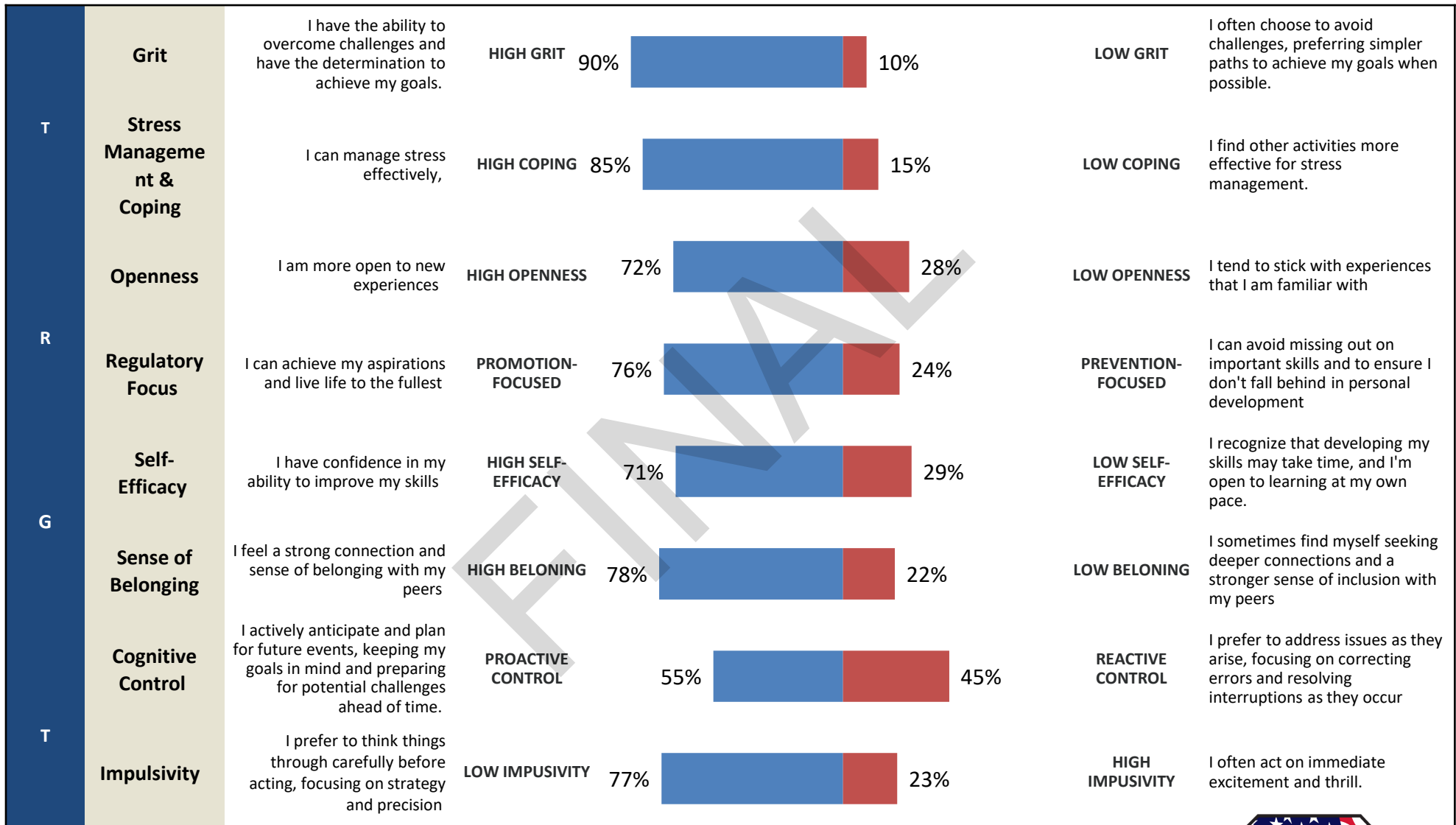
- **Proactive Cognitive Control:** I now can anticipate and plan for future events, keeping my goals in mind and preparing for potential challenges ahead of time.
- **Low Impulsivity:** I prefer to think things through carefully before acting, focusing on strategy and precision

Kid Participants 6 -12	Teen Participants 13 - 17	Kid Non-Participants 6 -12	Teen Non-Participants 13 - 17
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Pillar Level



The psychology of participants aged 13-17 years old revealed higher grit and coping abilities, as well as a greater sense of belonging.

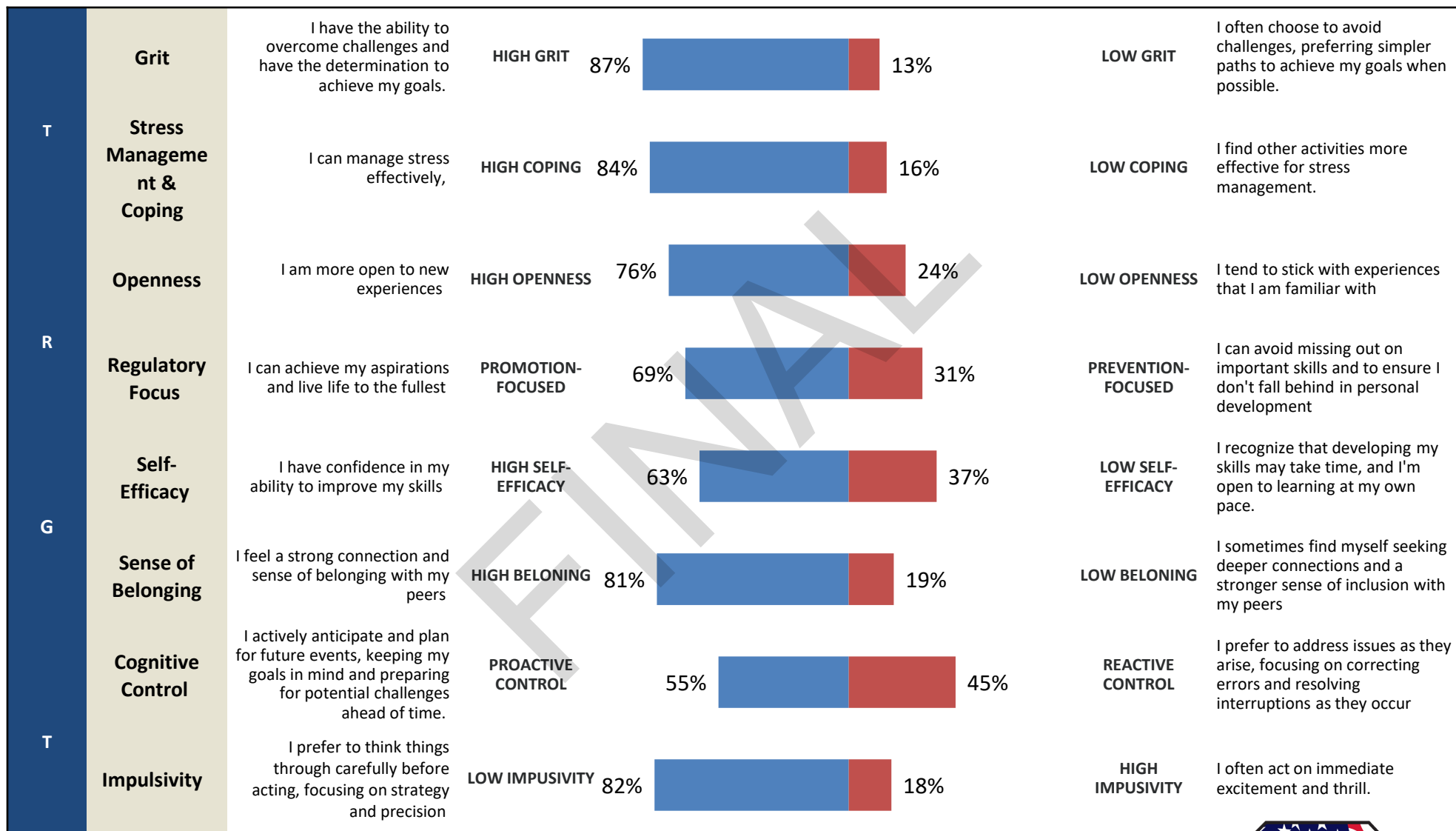


Base: Teen Participants 13-17 (n=181)

C1. We would like to ask you how xxx has affected "your child" / "you". You will see a set of paired personal statements. For each pair, please select the one that best describes how you think xxx impacted "your child" / "you" while participating in xxx.

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

The psychology of participants aged 6-12 years old revealed similarities to the 13-17 years age group, but these individuals tend to focus more on their aspirations and goals in life and have more confidence.

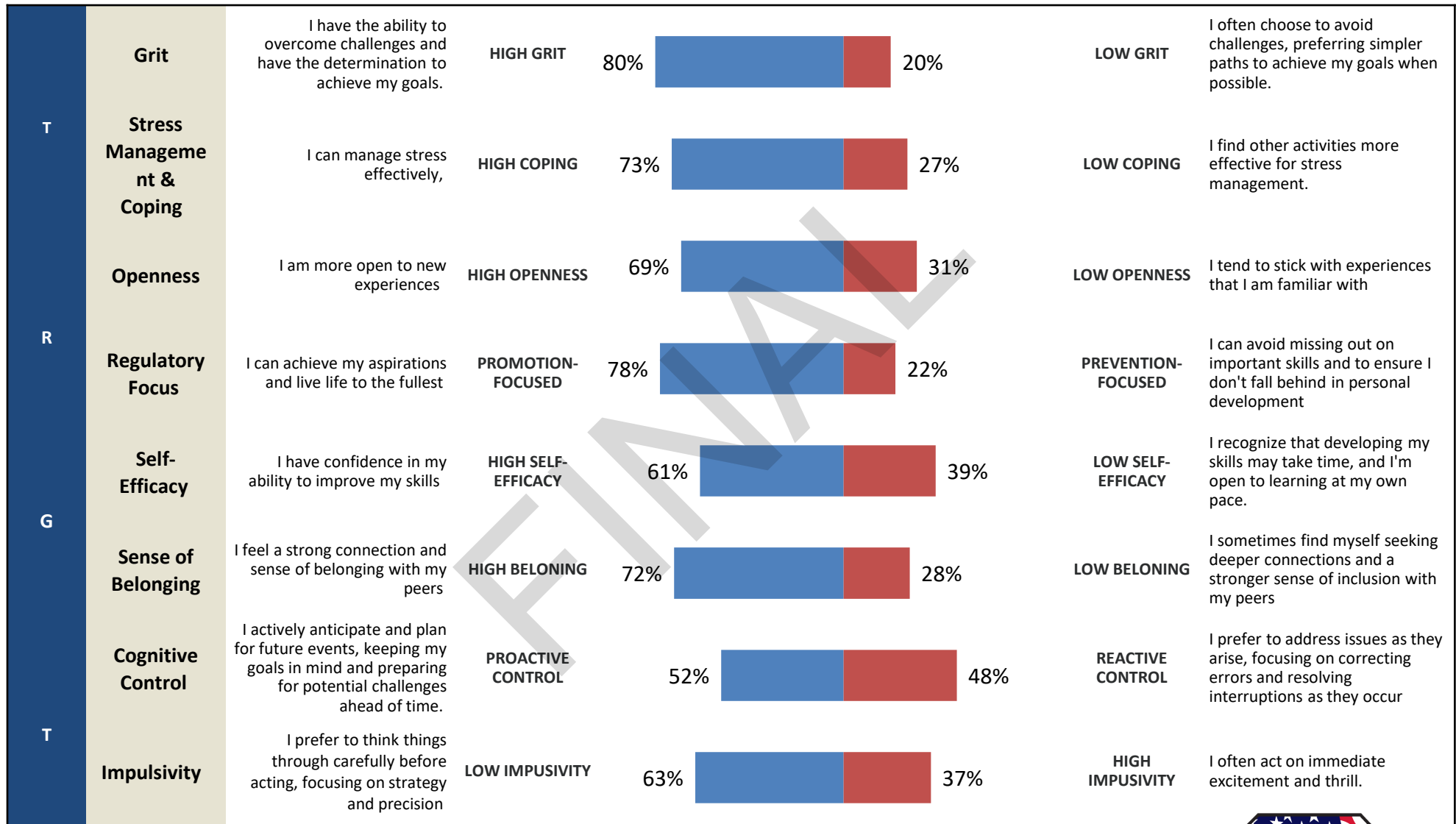


Base: Kid Participants 6-12 (n=62)

C1. We would like to ask you how xxx has affected "your child" / "you". You will see a set of paired personal statements. For each pair, please select the one that best describes how you think xxx impacted "your child" / "you" while participating in xxx.

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

The psychology of non-participants aged 6-12 years old reveals less impulsivity and self-efficacy compared to other groups.

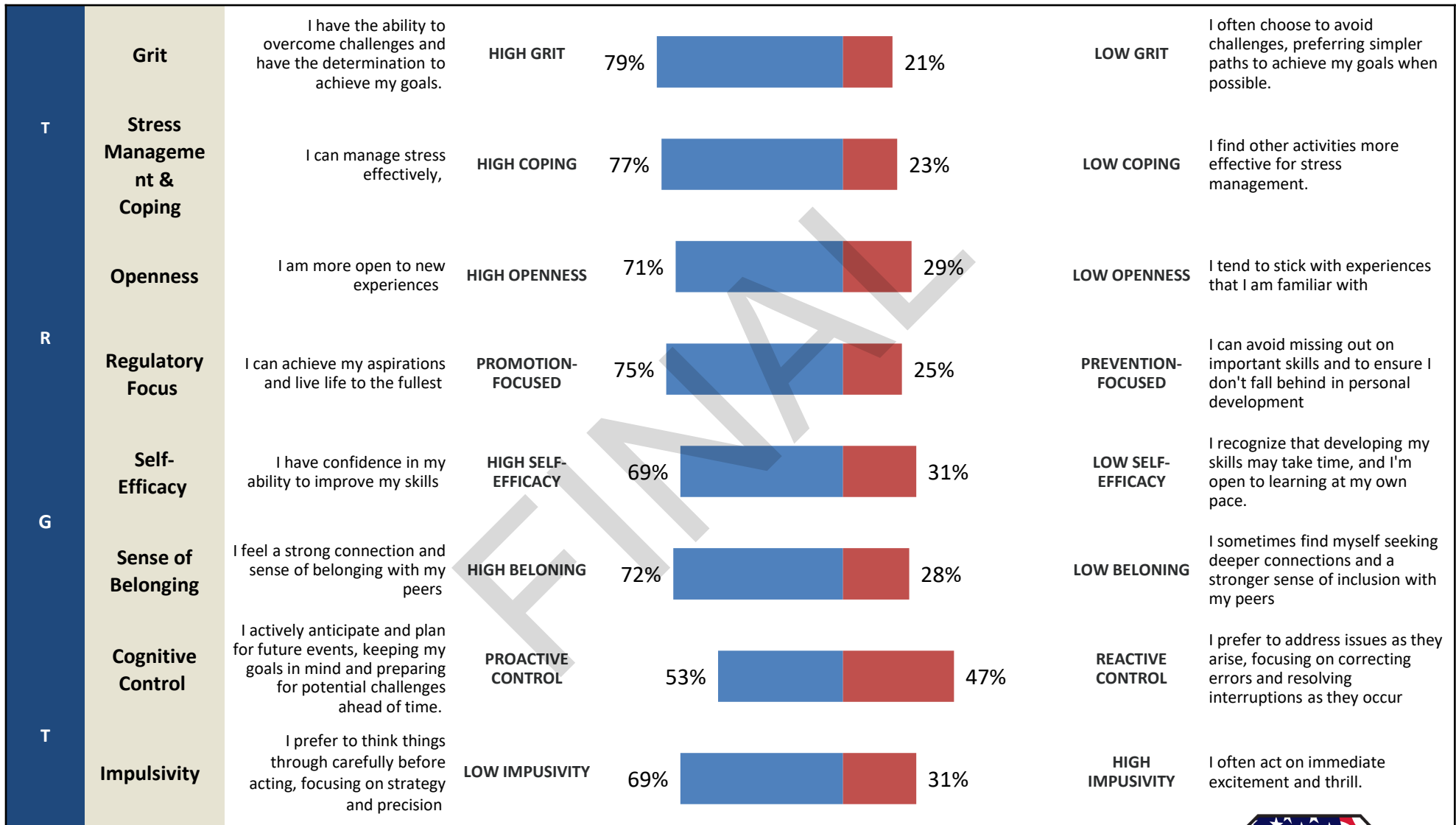


Base: Non-Participants Kids 6-12 (n=315)

C1. We would like to ask you how xxx has affected "your child" / "you". You will see a set of paired personal statements. For each pair, please select the one that best describes how you think xxx impacted "your child" / "you" while participating in xxx.

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

The psychology of non-participants aged 13-17 years old reveals less grit and coping compared to those who participate in sport shooting.



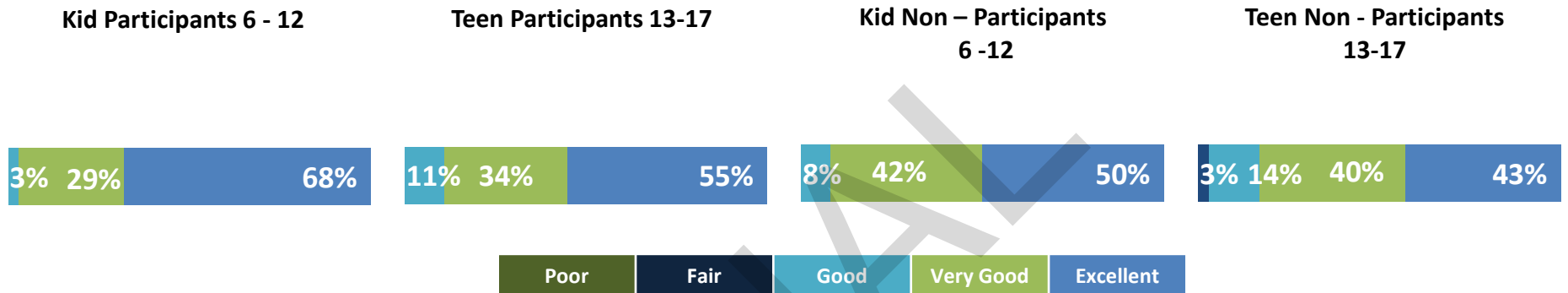
Base: Non-Participants Teen 13-17 (n=315)

C1. We would like to ask you how xxx has affected "your child" / "you". You will see a set of paired personal statements. For each pair, please select the one that best describes how you think xxx impacted "your child" / "you" while participating in xxx.

**CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS**

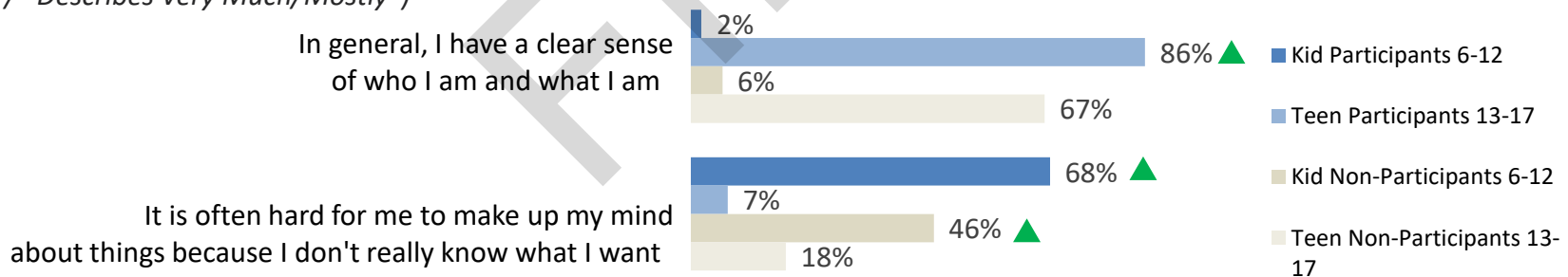
In general, the athletes have excellent health, but teen participants tend to have better self-clarity.

Health



Self Concept Clarity

(Top 2 Box / "Describes Very Much/Mostly")



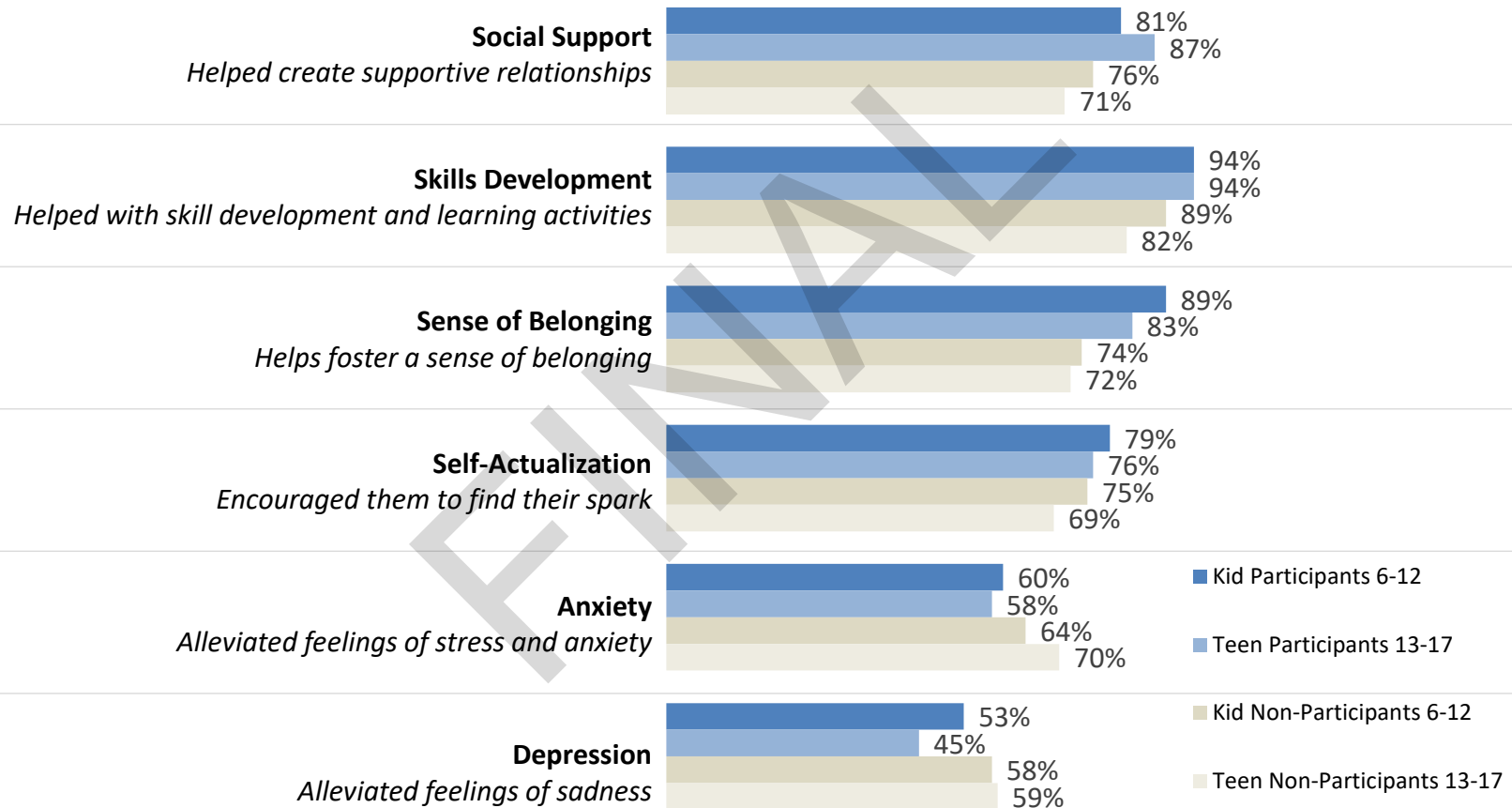
▲ ▼ Indicates statistically greater or less than their category.



Teen participants tend to gain better social support, and younger participants have a better sense of belonging. We also observe that non-participants tend to experience less anxiety and depression.

Changes from their Sport

(Top 2 Box / "Considerable Improvement/Improvement")



Base: Total Participants (n=243), Total Non-Participants (n=630), Kid Participants 6-12 (n=62), Non-Participants Kids 6-12 (n=315)

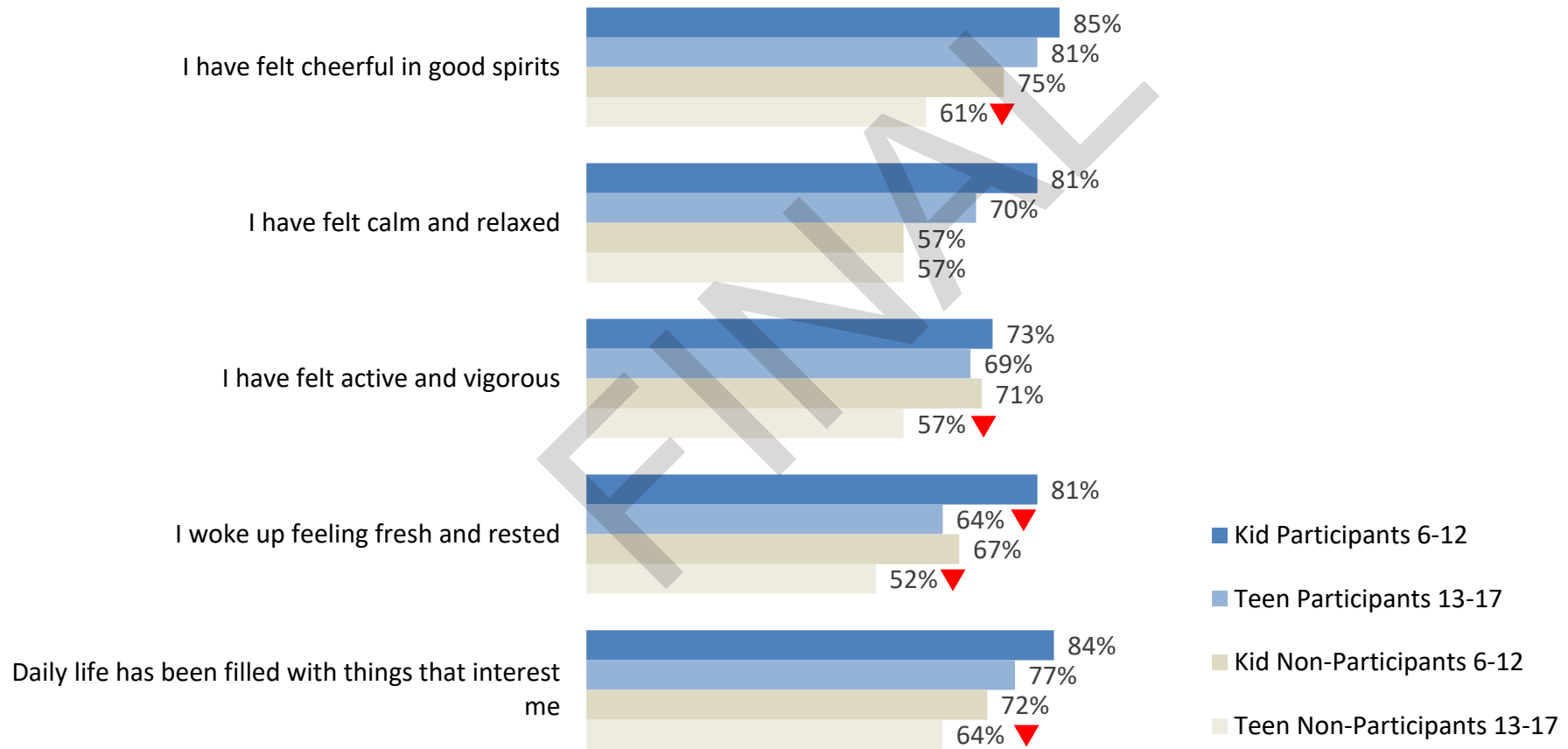
E5. Now, we want you to think about how participating in has impacted "your child" / "you". Please report "your child's" / "your" feelings whether or not you have seen a change since you / "they" have begun participating in the sport/activity.

CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Across the groups, we observe little difference between the participants; however, older non-participants tend to score lower compared to younger non-participants.

World Health Organization Wellness Scale

(Top 2 Box / "All/Most of the Time")

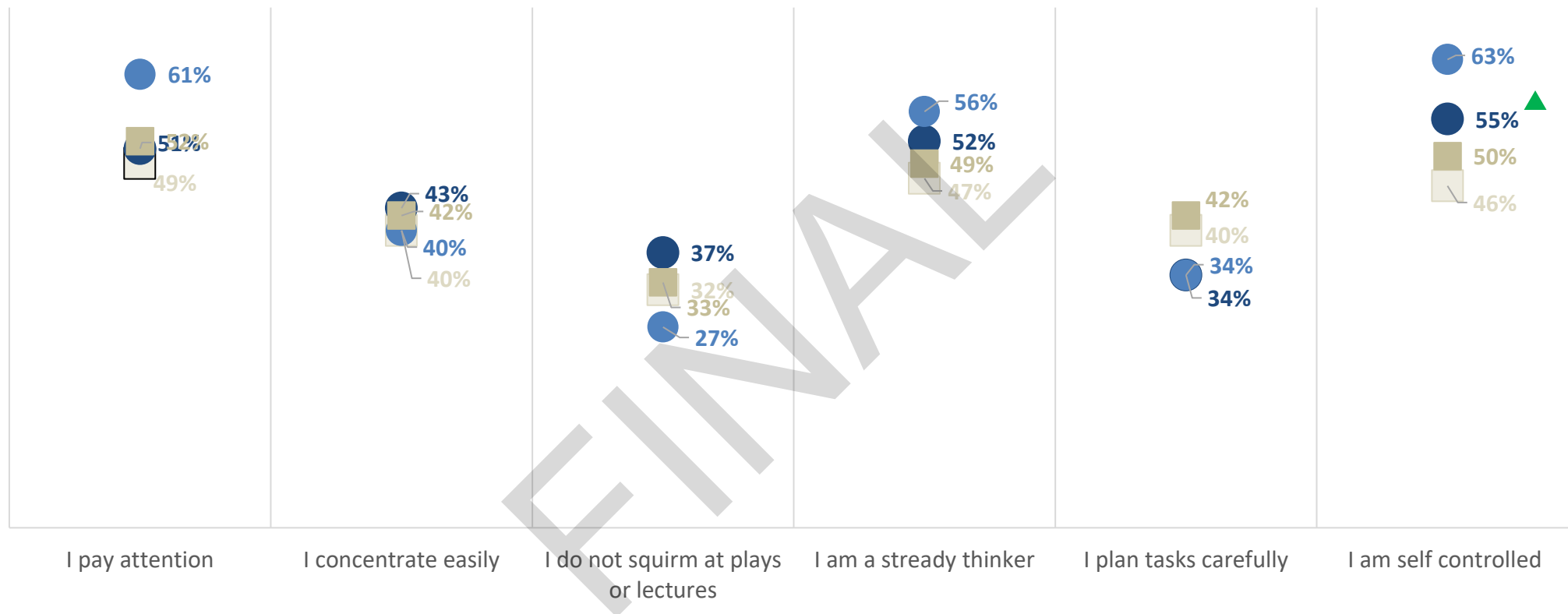


▲ ▼ Indicates statistically greater or less than their category



A similar trend is found when analyzing by age, with participants experiencing increased control

(Top 2 Box / "Always/ Almost Always")



IMPULSIVITY



▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level

