



## **CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS**

MidwayUSA Foundation  
Youth Shooting Sports A&U  
Prepared By Ipsos  
December 19<sup>th</sup>, 2025

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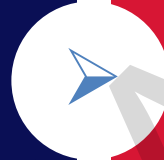
# Our Two-Step Approach...



## Informing

Qualitative Exploration

Two-day online discussion forums aimed at uncovering essential insights to inform the quantitative phase, including how youths engage in Youth Firearm Shooting Sports, along with the benefits and perceptions.



## Measuring

Quantitative Survey

20-minute online survey with a behavioral science overlay to quantify psychological benefits among Youth Firearm Shooting Sport participants.



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## Background

The MidwayUSA Foundation crucially supports and funds youth shooting sports, advocating for their growth and recognition.

The purpose of this project is to explore personal, psychological, and social impacts of youth participation in organized shooting sports as well as overall perceptions.

This data will prove essential in driving communications and enhancing community buy-in, as well as increasing participation and sponsorship from local businesses, government entities and other relevant stakeholders.



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## Research Objectives

1. Quantify and share impacts that could potentially help youth shooting sport programs **secure greater support** for increased capacity and longevity and **raise awareness** of the social impacts generated by introducing youth to shooting sports

2. Increase support and capacity for youth firearm shooting sports, especially through reaching kids from **non-competitive shooting sport families**

3. Identify and communicate these impacts to non-profit target shooting sport programs to **boost buy-in from** communities, businesses, government, and other stakeholders to increase capacity and support



# Quantitative Sample & Methodology

## What



20 Minute Online Survey

## Who



N=243 Total Participants  
N=630 Total Non-Participants

## When



September 23, 2025-  
November 4, 2025

Total Participants (N=243), Client Supplied Sample	Total Non-Participants (N=630), iSay Panel Sample
<p>Recruited by MidwayUSA Foundation via an email invite sent by the Foundation</p> <ul style="list-style-type: none"><li>Parents of Participants Aged 6-12 (n=62)</li><li>Participants Aged 13-17 (n=181)</li></ul> <p><u>Screening Criteria:</u></p> <ul style="list-style-type: none"><li>Age 6-12 or 13-17</li><li>Current participant of at least one Youth Firearm Shooting Sport</li></ul>	<p>Recruited via Ipsos iSay Panel Sample</p> <ul style="list-style-type: none"><li>Parents of Non-Participants Aged 6-12 (n=315)</li><li>Non-Participants Aged 13-17 (n=315)</li></ul> <p><u>Screening Criteria:</u></p> <ul style="list-style-type: none"><li>Age 6-12 or 13-17</li><li>Participants of at least 1 hobby, sport or activity</li><li>Non-participants of Youth Firearm Shooting Sports</li><li>Non-rejectors of right to own firearms</li></ul>

*This Report summarizes the key learnings from quantitative research conducted by Ipsos for MidwayUSA Foundation*



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# Key Takeaways from Qualitative Boards



## Benefits

- Safety & Life Skills: Shooting sports enhance confidence and teach crucial life skills like discipline, responsibility and positively interacting with peers and adults.
- Community & Family Involvement: Youth firearm shooting sports foster an extended family environment and strong social bonds.
- Diverse Engagement: Teens were influenced by family participation, scholarship opportunities, or competitive aspirations.



## Barriers/Perceptions

- Awareness & Accessibility: There is a need to increase awareness and availability of programs. Address financial barriers through sponsorships to make shooting sports more accessible.
- Financial & Social Barriers: Overcoming costs and the stigma associated with shooting sports require strategic solutions and positive portrayals to foster inclusivity.



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# Behavioral Science Integration

## VALIDATED Methods Revealed Deeper Mindsets and Motivations

Our BeSci experts uncovered key principles during the qual phase and determined appropriate psychological metrics to incorporate into the quantitative research. Validated metrics are used throughout this report to best explain the **conscious and nonconscious goals** of shooting sport participants, as well as the **psychological benefit** of participation.

Participants experience significant psychological improvements from the sport and remain resilient and connected to those around them, regardless if they can overcome any challenge.

**Tenacity is the Key Benefit from Shooting Sports**  
Participants consistently demonstrate higher levels of grit and coping skills, coupled with reduced impulsivity. This emerging trend puts shooting athletes at the forefront of resilient youth.

**Clarity and Common Strengths**  
Participants not only possess some of self-clarity, but the emotional sense of being supported and encouraged.

**Showing isn't just about getting the target or hitting the bullseye, patience, and consistency.**

**Labels Not Understood**  
While participants are good at labeling and defining around does not hinder their overall health.

**TRIG framework**  
Ipsos developed the behaviorally-informed TRIG framework to organize and explain changes in the psychology of youth sport shooters

- Tenacity** - Refers to the psychological principles related to one's tendency to engage in or change from new behaviors and experiences.
- Resilience** - Refers to the psychological principles related to one's tendency to engage in or change from new behaviors and experiences.
- Focus** - Refers to the psychological principles related to one's tendency to engage in or change from new behaviors and experiences.
- Team** - Refers to the psychological principles related to one's tendency to engage in or change from new behaviors and experiences.

## BeSci Frameworks Provide a Scientific Lens to Analysis

Our BeSci experts use validated frameworks to help us understand the nuance of shooting participations' underlying nonconscious motivations and the unexplored benefits of youth shooting programs. This helps us connect the dots between methodologies and begin to prioritize areas for action to best communicate the benefits of shooting programs.

Participating in shooting sports has important psychological benefits like increased grit, better stress management, lower impulsivity and a greater sense of being than those in non-shooting activities

Benefit	Shooting Sports	Non-Shooting Activities
Increased Grit	71%	54%
Better Stress Management	68%	51%
Lower Impulsivity	65%	48%
Greater Sense of Belonging	62%	45%

**Emphasize the potential benefits of increased grit and coping with stressful situations to drive receptivity/interest**

Highlight shooting sports' concrete advantages: grit and effective coping skills, empowering participants to engage challenges and manage stress with greater confidence. This engagement fosters social benefits, being understood and valued, and enjoying the sport.

**Messages for Participants:**

- Your dedication builds coping skills and reduces stress. Strengthen mental fortitude, work your craft.
- Celebrate your strength and confidence. Continue building resilience and growth in shooting sports.

**Messages for Non-Participants:**

- Build confidence, work through, learn from, manage emotions, build grit to overcome obstacles.
- Cultivate new coping and determination: connect mental fortitude in youth shooting.

## Academic Insights, Made Actionable

Throughout the quantitative phase, BeSci principles not only show us the **'why'**, but also how to bring these insights to life in practice.

By integrating our findings with academic principles, we show **how to best communicate to facilitate behavioral change** that are practical and impactful.

Despite showcasing a sense of belonging, the rest of the team resources are purely logistical. Consider incorporating athlete success stories or creating additional content that highlights personal achievements and growth.

Including links that highlight the benefits of participation can be a powerful tool for coaches to both retain and recruit athletes.

By providing the current information about the logistical aspects of the sport, parents might have an easier time understanding the sport.

This transparency builds trust, empowers by showing participation enhances overall well-being, and communicates the decision to join was a positive one.

**Consider Creating the "Beyond the Target: Your Best Day Awaits" Campaign**

**Initial Goals:**

- Engage Your Passion, Elevate Your Day.
- Aim for Joy, Find Your Focus.
- Discover Calm, Build Confidence, Belong Here.

Share compelling stories and testimonials from participants who experience enhanced well-being, increased social support, and continuous skill development through their involvement in shooting sports.

Organize events and programs that emphasize the joyful, relaxing, and engaging aspects of the sport, showcasing its ability to build strong communities and foster personal growth.



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# EXECUTIVE SUMMARY





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Participants experience significant psychological improvements from shooting sport programs and remain resilient and connected to those around them, suggesting they can overcome any challenge.

-  *This is going to help me in the future so I can be a strong leader and overall good person.*
-  *I was never a social person, but Trapshooting taught me how to talk to people of all ages and even make friends.*
-  *Shooting isn't just about pulling the trigger—it requires focus, patience, and consistency.*

From Phase 1, Qual Research



### **Tenacity is the Key Benefit from Shooting Sports**

Participants consistently demonstrate higher levels of grit and coping skills, coupled with reduced impulsivity. This emerging trend puts shooting athletes at the forefront of resilient youth.



### **Clarity and Community as Core Strengths**

Participants not only possess a stronger sense of self-clarity, but they also enjoy an enhanced sense of belonging within their supportive communities.



### **Labeled Yet Undeterred**

While participants do perceive some labeling and stigma around the sport, it does not hinder their social and physical health.



# Executive Summary: Shooting Sports Impact

**Participating in shooting sports directly boosts children's confidence, discipline, academic performance, leadership capabilities, and motivation, contributing to the development of well-rounded individuals.**

- + Youth Firearm Shooting Sport Participants are significantly more likely than non-participants to report the sport having a positive impact in terms of **social support**, **skills development** and **sense of belonging**.
- + Participants are significantly more likely to report prioritizing the balance of both academics and sport (72% vs. 64%)
- + Participants are significantly more likely than non-participants to have experienced the following personal improvements since starting their sport/discipline:
  - + Ability to overcome challenges and have the determination to achieve their goals
  - + Can manage stress effectively
  - + Feel a strong connection and sense of belonging with their peers
  - + Prefer to think things through carefully before acting, focusing on strategy and precision



## **Recommendations: Reframe Marketing to Emphasize Positive Personal Development**

- 1. Focus on Outcomes:** Promote shooting sports as a means to build confidence, discipline, focus, resilience, and leadership skills. This shifts the narrative from just technical skills to all around personal development.
- 2. Audience Targeting:** Tailor campaigns towards parents and educators, highlighting improvements in academic performance and their child's stress management.
- 3. Use Testimonials:** Integrate authentic stories from participants and their families to illustrate personal growth and community belonging.





# Executive Summary: Recruitment of Non-Participants

**There is encouraging potential interest among non-participants. The first step in recruitment is boosting awareness, followed by gaining parental support through education on safety and procedures to foster participation.**

- + Nearly half of non-participants show interest in shooting sports, with teens 13-17 being more interested than younger children 6-12.
- + The main barriers among non-participants are a lack of awareness or consideration, rather than disinterest, emphasizing the need for increased program awareness and details.
- + Participants suggest recruitment through increase of youth firearm shooting sports in schools/community centers, providing more information and offering free or low-cost introductory programs or workshops. Parental encouragement is a significant factor in starting firearm shooting sports, highlighting the need to win over parents to increase engagement.
- + Non-participants often start activities through friends / peers, Parents who participated, sports viewed online, or other PE classes. They are also significantly more likely to have started in and currently participate in summer programs and after school programs.
- + A desire for firearm skills, parental encouragement and easy access to facilities are top motivators to trying shooting sports. Positive stories among peers and opportunity to make new friends and socialize are also among top potential motivators.
- + In terms of sources of information, just under a quarter of non-participants indicate they would not know where to start when seeking out information on firearm shooting sports. Top channels of information they would look to include online searches or videos.

## **Recommendations: Create Accessible Advertisements and Offerings for Non-Shooting Sport Families**

- 1. Increase awareness:** Increase presence in local towns/activities websites and social media.
- 2. Develop Introductory Programs:** Offer free or low-cost workshops and camps to engage non-participating families. Consider partnering with locally run camps or create firearm shooting sports specific camps
- 3. Prioritize Targeting Parents:** Create an informative online platform to address parental concerns regarding safety, costs, and benefits. Equip Shooting Sports parents with digital materials and impactful talking points to facilitate discussions with other curious parents, thereby fostering networking opportunities.

*Non-Participants=brown text    Participants=blue text*



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# Executive Summary: Boost Buy-In from Communities

**To enhance support, focus on initiatives that raise awareness and foster positive community integration. Highlight the beneficial impacts of sports by providing detailed information on safety and their positive effects, particularly in outdoor environments.**

- + With low awareness across all types of firearm shooting sports, boosting visibility is key.
- + Focus on delivering clear messaging about the benefits within local communities using online and social media platforms. Emphasize the positive impacts through success stories of youth participants and their achievements. Consider creating informational videos to help encourage positive media coverage whilst combatting misconceptions about the sport.
- + Additionally, focus on life skills gained, noting that 74% of participants are keen to continue their sport/activity beyond college, which is significantly higher than the 65% of non-participants.
- + Efforts should prioritize showcasing outdoor benefits to attract sports participants and outdoor enthusiasts, while also highlighting the importance of skill over physical fitness to appeal to more creatively inclined, less traditional 'sportsy' potential participants.
- + While a significant portion of current participants engage in hunting (80%), among non-participants who are somewhat or very interested in firearm shooting sports, top activities include Football, Fishing, Basketball, Camping, Hiking, and Drawing.



## **Recommendations: Broaden Communication to Build Community Support and Combat Stigma**

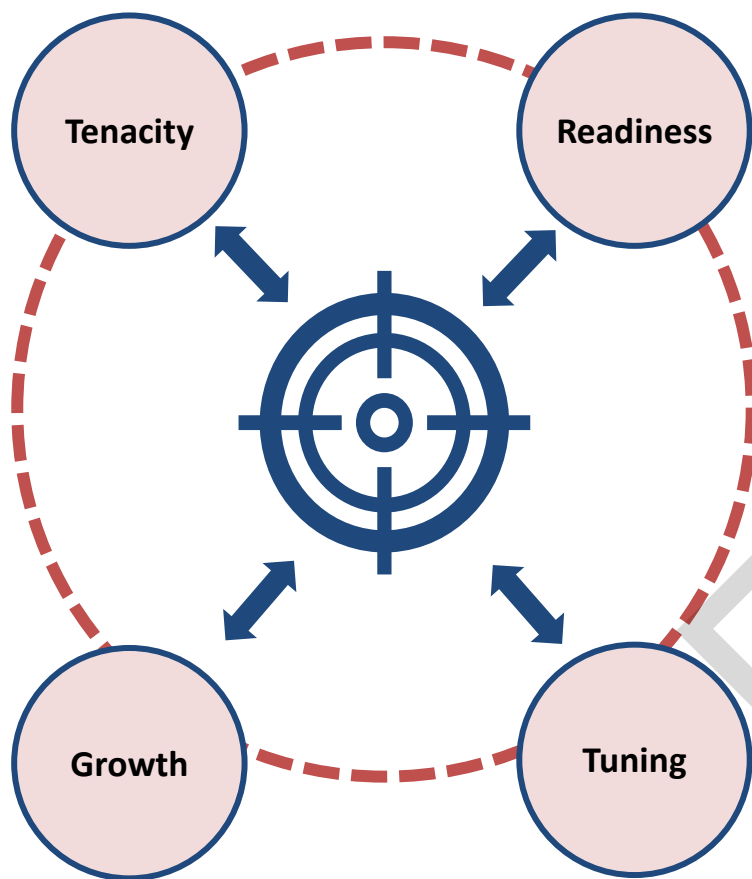
1. **Inclusive Messaging:** Target non-hunting families by focusing on universally beneficial skills and community engagement.
2. **Media Campaigns:** Implement proactive media strategies to share success stories and counter misconceptions. Establish an informative online presence to address parental concerns about safety, costs, and benefits.
3. **Community Engagement:** Encourage teams to become present in the community in positive ways. Ideas include team clean-up initiatives at local parks, fundraising at local businesses for sustainability or charities of choice, or other philanthropic efforts.



# Psychosocial Benefits of Participating in Youth Shooting



# Ipsos developed a behaviorally-informed TRGT Framework to organize and explain changes in the psychology of shooting sport participants



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

•**Grit:** Represents perseverance and persistence in facing challenges.

•**Stress Management & Coping:** Encompasses techniques to manage stress and promote resilience.

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

•**Openness:** Reflects a willingness to consider new ideas and experiences.

•**Regulatory Focused Theory (RFT):** Willingness to engage in experiences to achieve one's goals.

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

•**Camaraderie & Sense of Belonging:** Highlights the importance of social connections and teamwork.

•**Self-Efficacy:** Involves the belief in one's own ability to succeed in specific situations or accomplish a task.

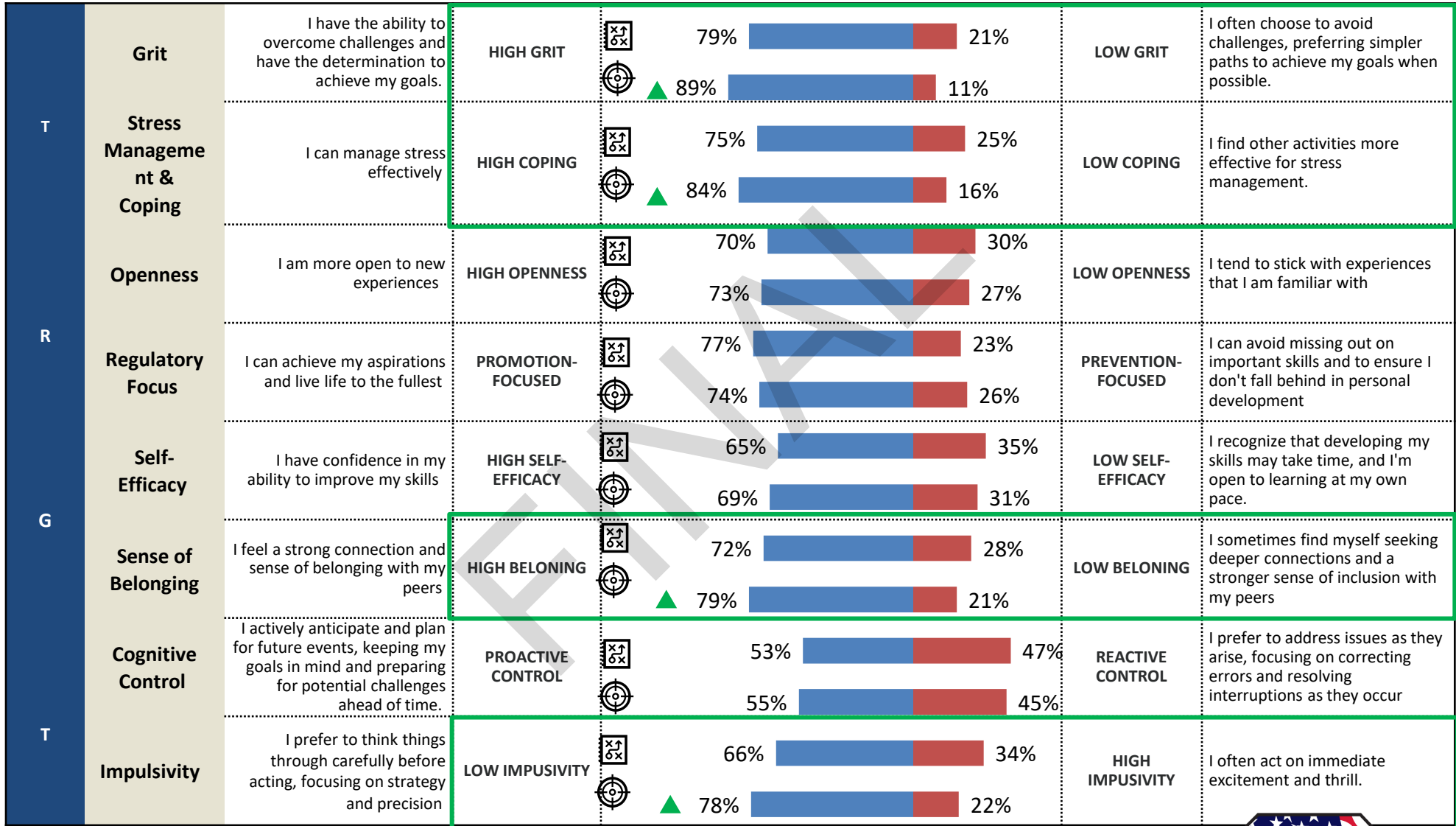
**Tuning:** Refers to psychological principles concerning developing and harnessing one's attention

•**Impulsivity:** Refers to the tendency to act quickly without careful thought.

•**Cognitive Control:** Involves maintaining focus and managing cognitive processes to achieve goals.



# Participating in shooting sports has important psychological benefits like increased grit, better stress management, lower impulsivity and a greater sense of belong then those in non-shooting activities



Non-Participants
 Participants



Base: Total Non-Participants (n=630)

C1. We would like to ask you how [Insert Sport or Youth Firearm Shooting Sports], 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.

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# Shooting sport participants experienced a significant boost in felt grit/determination since joining the activity, relative to those participating in non-shooting activities

**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.

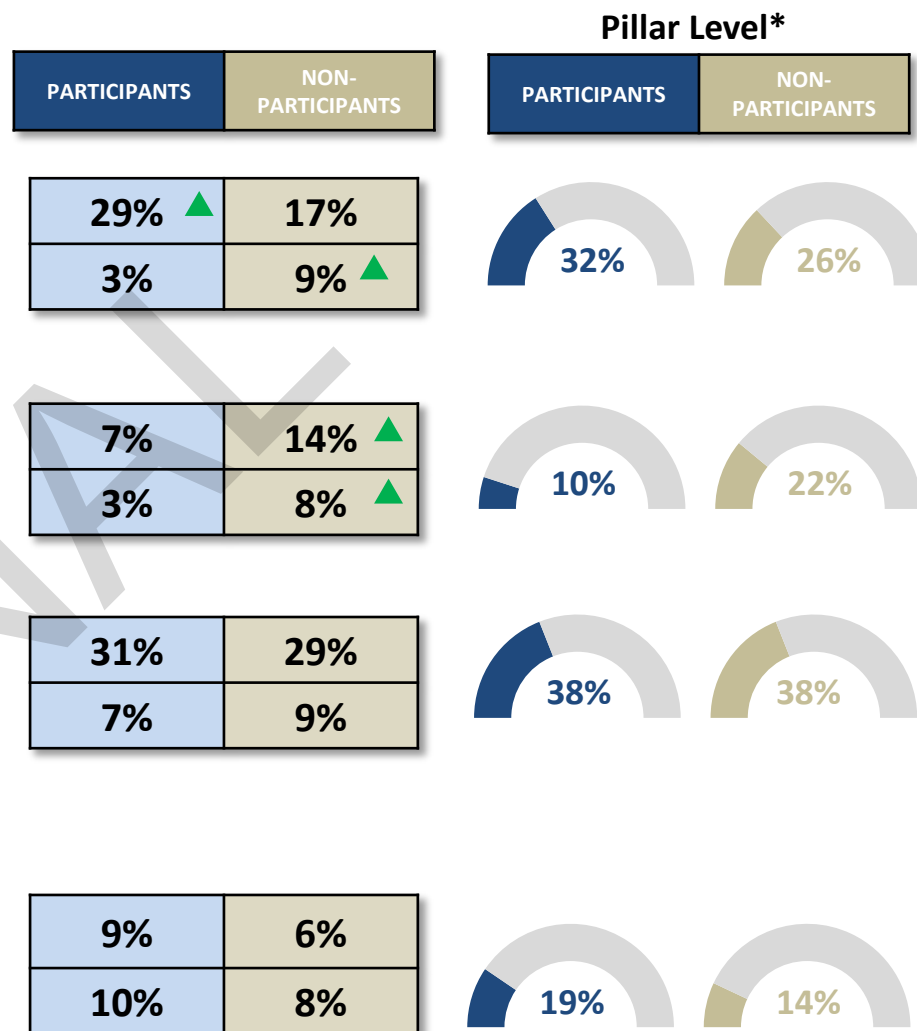
- **Openness:** I am now more open to new experiences
- **Promotion:** I am more able to achieve my aspirations and live life to the fullest

**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



▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level.  
\*Pillar scores are calculated by adding the percentage change across the two principles.



# Emphasis the potential benefits of increased grit and coping with stressful situations to drive receptivity/interest



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Youth shooting sports cultivate remarkable **grit and effective coping skills**, empowering participants to navigate challenges and manage stress with greater resilience. This engagement fosters mental fortitude, helping individuals build determination and emotional well-being.



### Grit Themes:

- Building Inner Strength
- Master Mental Resilience
- Thriving Under Pressure
- Cultivating Calm Focus



### Grit Language:

- Fortitude
- Calm
- Resilience
- Growth



### Grit Emotions:

- Empowerment
- Composure
- Determination
- Peace



### Grit Imagery:

- A young person, focused, aiming downrange with intense concentration

### Messages for Participants:

- Your dedication builds coping skills and refined focus. Strengthen mental fortitude; push your limits.
- Celebrate your strength and confidence. Continue building resilience and growth in shooting sports.



### Messages for Non-Participants:

- Boost confidence, inner strength. Learn focus, manage emotions, build grit to overcome obstacles.
- Cultivate focus, coping, and determination. Unleash mental fortitude in youth shooting.

# With these in mind, consider Creating the “Building Resilience Through Precision” Campaign

*Youth Sport Shooters: Masters of grit and coolness, they rise against challenges with unshakeable poise and resilience.*

## Potential Slogans:

**“Strike Precision, Build Resilience – Unleash Your Potential!”**

**“Hit Your Mark – Achieve Unmatched Focus and Success!”**

**Refine Your Skills, Define Your Strength – Embrace Sport Shooting!”**

Empower athletes to enhance their resilience and mental fortitude by participating in shooting sports, demonstrating its unparalleled impact on mental toughness and precision.

- Emphasize how shooting sports foster precision and control, essential qualities that bolster resilience across any athletic endeavor.
- Share stories of athletes who excel in their primary sports by applying the discipline and resilience developed through shooting sports.
- Apply videos to portray the journey of athletes who have successfully integrated shooting sports to, to uplift their overall performance in other sports.



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# Highlight how shooting sport participation can create a sense of community and a place to feel like they belong!

Youth shooting sports foster a **powerful sense of community**, where participants forge strong connections and feel deeply valued by their peers. This environment cultivates a supportive network, enhancing feelings of acceptance and shared purpose.



## Community Themes:

- Building Lasting Connections
- Finding Your Tribe
- Shared Passion, Stronger Bonds
- A Place to Belong



## Community Language:

- Connect
- Unity
- Tribe
- Friendship



## Community Emotions:

- Synchrony
- Connection
- Acceptance
- Camaraderie



## Community Imagery:

- A group of diverse youth shooters laughing and talking together at the range

## Messages for Participants:

- Your community awaits. Deepen bonds and strengthen connections with your shooting family.
- Cherish your tribe. Continue building lasting friendships and shared experiences here.

## Messages for Non-Participants:

- Discover a place where you belong. Connect with peers who share your passion.
- More than a sport: it's a family. Experience true camaraderie and support.



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# Consider Creating the "Find Yourself in Action" Campaign

*Youth Sport Shooters: Double the clarity, double the confidence. Discover your true self and the power within through every shot.*

## Potential Slogans:

**"Discover the Champion Within  
– Find Yourself in Action!"**

**"Uncover Your Inner Strength –  
Embrace the Journey of Self-  
Discovery!"**

**"Redefine Yourself – Let Sports  
Be Your Pathway to Self-  
Knowledge!"**

Inspire young individuals to explore ***personal growth*** and identity formation through engaging in sports, emphasizing **shooting sports as a medium for self-discovery.**

- Share compelling stories and testimonials from participants who have experienced personal growth and a stronger self-concept through shooting sports
- Organize events that focus on self-discovery and personal development, highlighting how sports aid in this journey.
- Utilize impactful visuals and messages on social platforms showcasing the transformative journey of finding oneself through sports participation.



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Shooting sport participants report excellent health and feel they have a clear sense of who they are; however, non-participants are more likely to report having difficulty making up their minds.

## Health

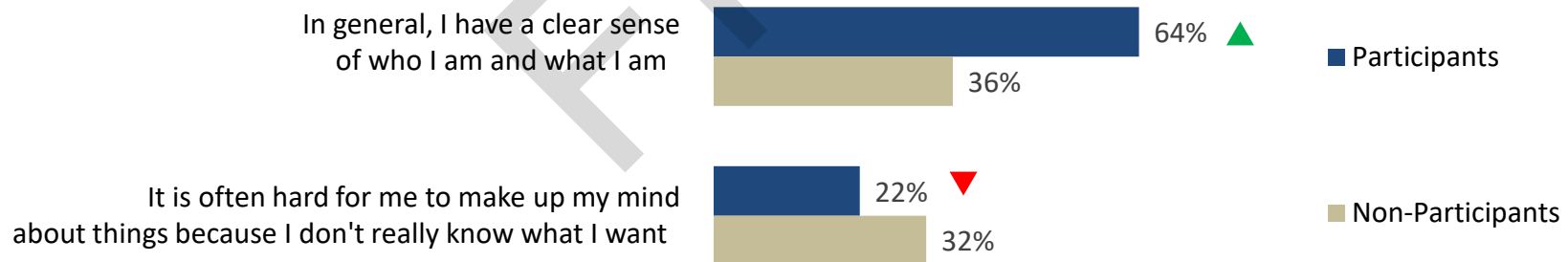
### Participants

### Non-Participants



## Self-Clarity

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



▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level . For cohort breakdowns click [here](#).



# Highlight how shooting sport participation could improve self-clarity, self-awareness, and a deeper understanding of one's identity



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Youth shooting sports cultivate a **profound sense of self-clarity**, empowering participants to confidently know who they are and make decisions with unwavering conviction. This engagement fosters a significantly heightened personal identity, leading to nearly double the self-awareness and decisiveness observed in non-participants.



## Community Themes:

- Self-Discovery
- Empowerment
- Community



## Community Language:

- Identity
- Empowerment
- Know yourself
- Assurance



## Community Emotions:

- Certainty
- Confidence
- Authenticity
- Conviction



## Community Imagery:

- A young person looking confidently into the distance, perhaps with a shooting range in the background

## Messages for Participants:

- Your clear sense of self shines. Continue strengthening your identity and decisive spirit.
- You know your mind. Keep honing that clarity and confidence in every decision you make.



## Messages for Non-Participants:

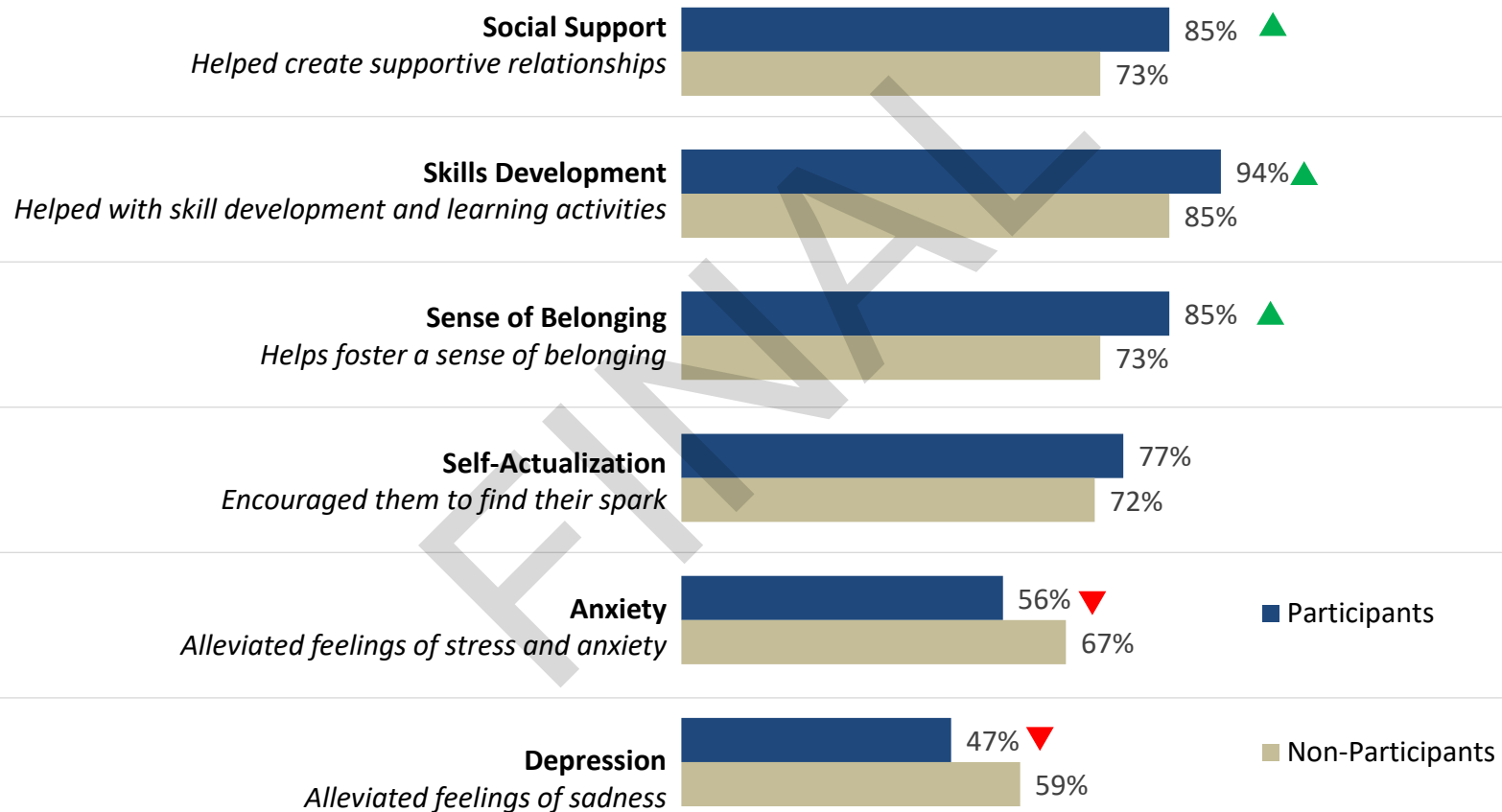
- Uncover your strengths. This sport helps you define your identity and make clear decisions.
- Explore a path to self-discovery. Gain confidence and clarity in your unique identity.



Since joining youth shooting, participants have created supportive relationships, improved skill development, and fostered a better sense of belonging, but they have not had changes in anxiety or depression.

## Changes from their Sport

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



▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level. For cohort breakdown click here.



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

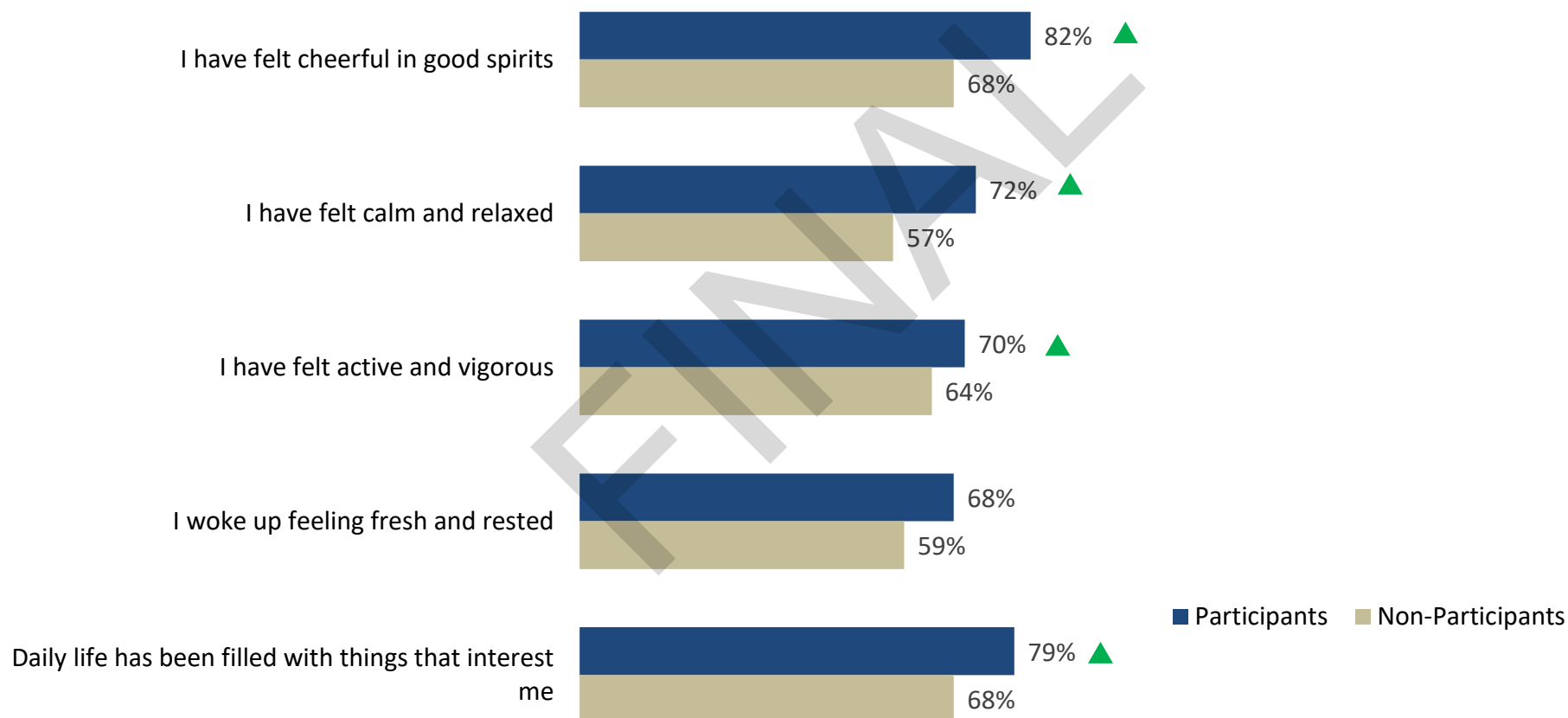
E5. Now, we want you to think about how participating in has impacted "your child" / "you"]. Please report "your child's" / "your" feelings whether or not you have seen a change since you / "they" have begun participating in the sport/activity.

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Shooting sport participants feel more cheerful, calmer and more relaxed, more active, and more interested in life compared to non-participants.

## World Health Organization Wellness Scale

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



▲ ▼ Indicates statistically greater or less than their category. For cohort breakdowns click [here](#).



# Consider Creating the "Beyond the Target: Your Best Day Awaits" Campaign

*Youth Shooting Sports: Cultivate cheerfulness, calm focus, and vibrant connections. Discover a sport that energizes your spirit and builds lasting bonds.*

## Potential Slogans:

**"Engage Your Passion, Elevate Your Day."**

**"Aim for Joy, Find Your Focus."**

**"Discover Calm, Build Confidence, Belong Here."**

Inspire young individuals to engage in shooting sports by highlighting how *the activity fosters daily positive emotions* like cheerfulness, calmness, and vigor, and provides deeply interesting pursuits.

- Share compelling stories and testimonials from participants who experience enhanced well-being, increased social support, and continuous skill development through their involvement in shooting sports.
- Organize events and programs that emphasize the joyful, relaxing, and engaging aspects of the sport, showcasing its ability to build strong communities and foster personal growth.



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This image showcases camaraderie and a sense of connectedness. Continue to reinforce this narrative to help build your community!



Home > Team Resources

SHARE OUR SITE



Images showcasing community are powerful in reinforcing a sense of belonging among participants while also attracting non-participants. By visually representing camaraderie, support, and inclusivity, these images can break down barriers *for outsiders, inviting them to see themselves as potential members of a welcoming and thriving group.*



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Despite showcasing a sense of belonging, the rest of the team resources are purely logistical. Consider incorporating athlete success stories or creating additional content that highlights personal achievements and growth

#### FUNDRAISING IDEAS

Need inspiration for a fundraiser? Our Program Managers have traveled to many shoots and regional meetings around the United States, and along the way, they have heard some pretty fantastic fundraising ideas. We have organized these ideas into four sections, Shooting Specific Fundraisers, Fundraisers Involving Chance, Seasonal Fundraisers, and Other Unique Fundraising Ideas. Head to our Fundraising Ideas page with the link below to see fundraisers that your team could host in your community!



[CHECK OUT FUNDRAISING IDEAS](#)

#### MIDWAYUSA FUNDRAISING IDEAS DUCKS UNLIMITED TEAM RESOURCE ASSISTANCE PROGRAM

The Fundraising Tools are challenging at times and by encouraging

The packet contains information for your specific team to compete and lead reach the goal of your Email Example, Pre

DU T.R.A.P. – Team Resource Assistance Program – provides discounted merchandise and professionally designed marketing materials for club fundraising activities that guarantee scholastic shooting teams retain 100% of the net revenue raised for immediate use! Each package will include up to 50 promotional posters and 500 raffle tickets and all costs are included in the package cost with no hidden charges. To see the packages offered to teams or to submit a request head to [ducks.org/trap](https://ducks.org/trap) or use the button below.



[LEARN MORE](#)

#### STATE RAFFLE LAWS

Raffles are a great way to generate funds for your team/organization and your endowment account. As you may know, we offer free fundraising products to shooting teams and organizations that have an account with us, and raffling off these fundraising products is very popular. With that said, every state's raffle laws are different, so shooting teams and organizations must do their research. Click on your state or your state's abbreviation on the map below to see what your rules and regulations are for hosting a raffle!

Click on Your State or Its Abbreviation to See Your State's Raffle Laws



Clickable Map® by [www.clickablemap.com](https://www.clickablemap.com)

**▲ RAFFLE LAWS CHANGE OFTEN. PLEASE CHECK WITH YOUR LOCAL AUTHORITIES TO ENSURE THAT YOU HAVE COMPLIED WITH ALL LOCAL AND STATE RULES AND REGULATIONS BEFORE HOLDING ANY TYPE OF FUNDRAISER OR EVENT THAT INVOLVES RAFFLES.▲**

#### Guide to Running a Successful Coaches Meeting

Are you interested in hosting a coaches meeting in your area? Download our guide below, which can assist your organization with planning and executing a successful coaches meeting. The guide includes sections on why you should host a coaches meeting, who you should invite, the best time to host a meeting, where the meeting should take place, and what information you should cover. You can check out the guide with the link below. If you have any questions or have a coaches meeting you would like us to attend, email us at [info@midwayusaFOUNDATION.org](mailto:info@midwayusaFOUNDATION.org).

[COACHES MEETING GUIDE](#)

Including links that highlight the benefits of participation can be a powerful tool for coaches to both retain and recruit athletes.

By providing the current information about the logistical aspects of the sport skeptical parents might have an increased sense of trust and understanding of the program.

This transparency builds credibility but can be strengthened by showcasing how participation enhances athletes' growth, well-being, and community integration, making the decision to join more grounded and appealing.



CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

# The team resources page can be improved by including the following psychological benefits

This statement risks reinforcing existing biases and contributing to labeling by overly focusing on heritage rather than individual growth and sportsmanship. Emphasizing inclusive narratives could help reduce such biases.

Instead of solely highlighting market goals of the industry, the text could be improved by showcasing direct benefits for the athletes. This means stressing how youth shooting sports promote personal development, skill enhancement, and psychological growth, thus aligning more closely with the athletes' interests and acting against negative labeling.

## Keeping the shooting sports heritage alive

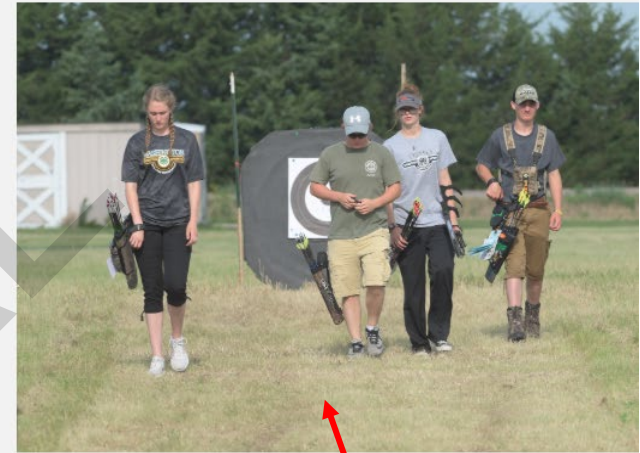
Recognizing the importance of introducing safe and responsible shooting sports to the youth and insuring that hunting and shooting traditions and opportunities remain intact, the Youth Shooting Sports Alliance was formalized. YSSA has become a central location for equipment needs for youth shooting and hunting programs across the country since 2007.

The Youth Shooting Sports Alliance selects priority youth shooting programs that best contribute to the future market goals of the industry, and provides support by distributing equipment and supplies to address the growth limitations of these programs.

### To address two important challenges regarding the recruitment and retention of new shooters, the Youth Shooting Sports Alliance:

- ✓ Identifies and supports the needs of successful and safe youth programs
- ✓ Provides leadership in the development and promotion of family-friendly shooting ranges to encourage continued participation in the shooting sports

The promotion of family-friendly shooting ranges fosters a sense of community and belonging. By encouraging family involvement, these programs also help create supportive networks for young participants.



Although this is an action shot of participants at the range, it does not depict unity.. Changing these images to showcase fun activities, smiling at the camera, and people enjoying themselves will resonate with current participants and help increase enrollment.



# Stigma and Judgement

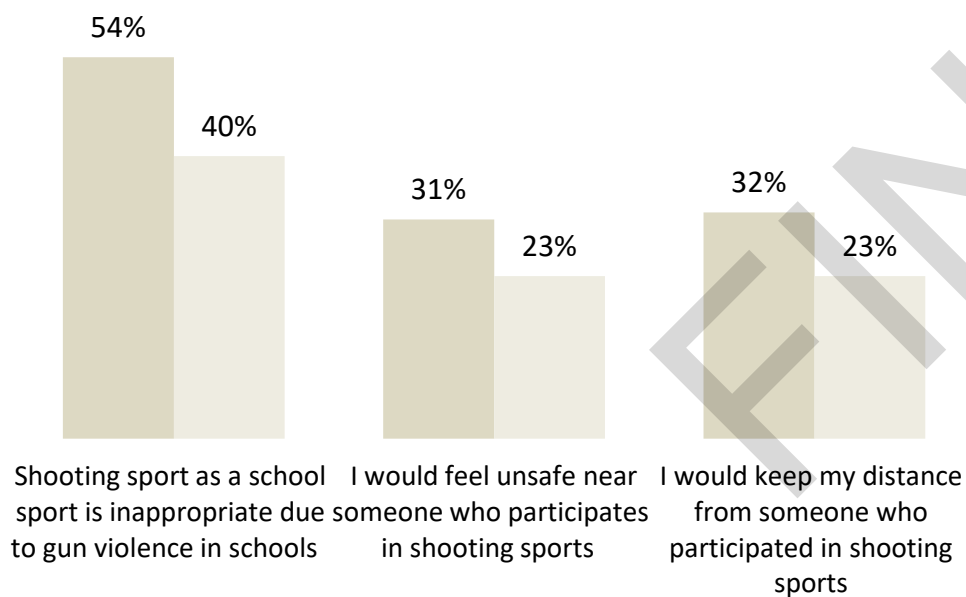


Non-participants believe shooting sports should not be in schools and generally feel that it is unsafe. This bias is mainly perceived by those unfamiliar with sport shooting participants.

### Judgement from Non-Participants

(Top 2 Box / "Strongly/Somewhat Agree")

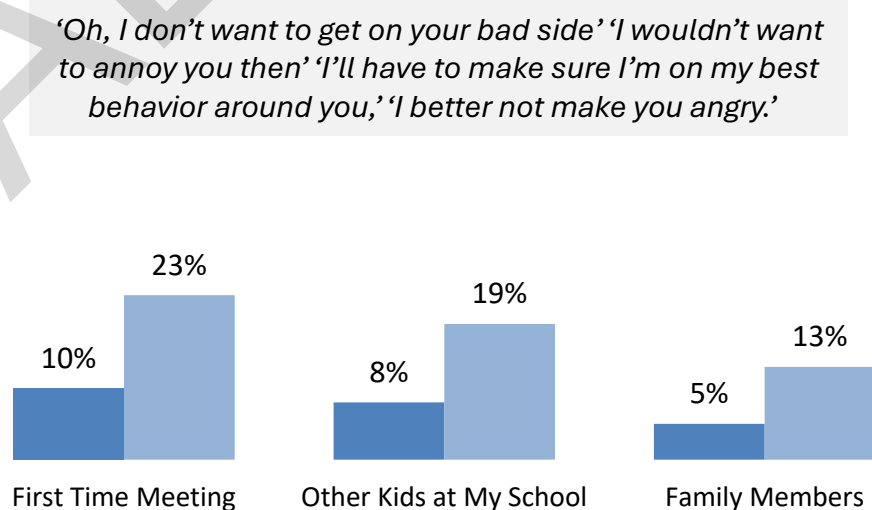
■ Kid Non-Participants Age 6-12 ■ Teen Non-Participants Age 13-17



### Judgement from Others

(Top 2 Box / "Strongly/Somewhat Agree")

■ Kid Participants Age 6-12 ■ Teen Participants Age 13-17

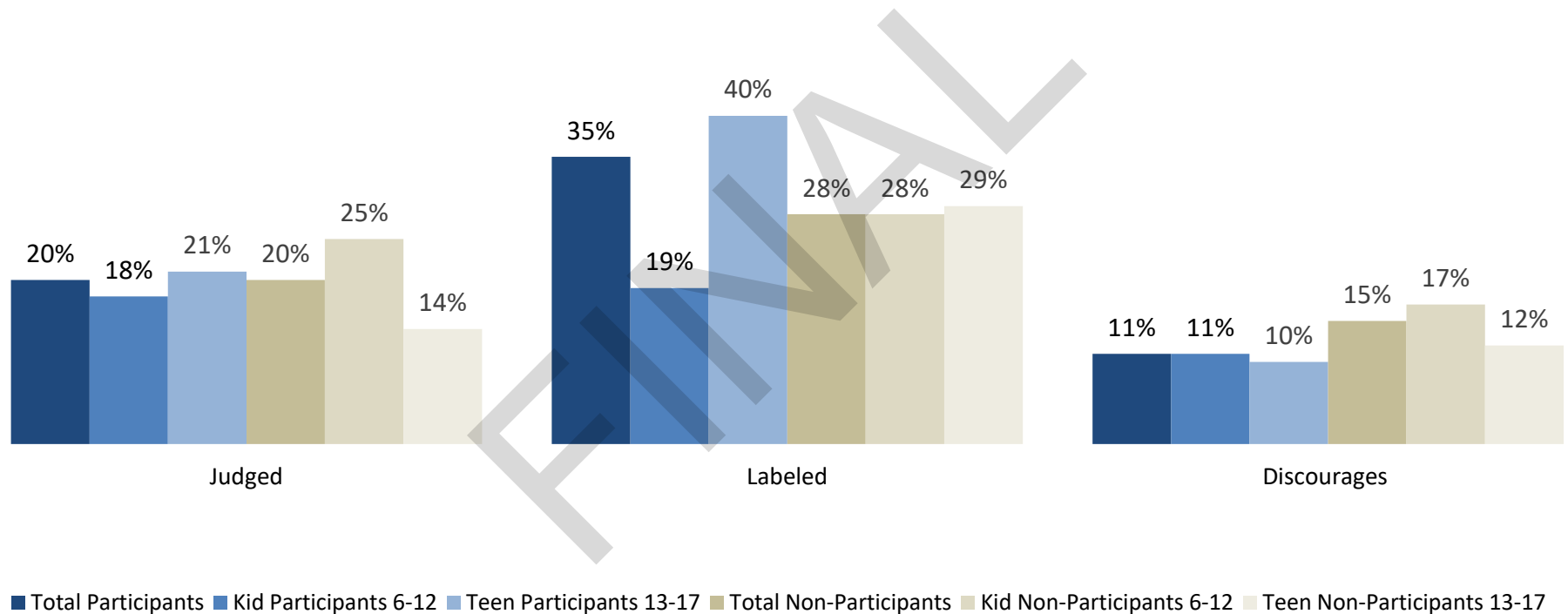


Base: Non-Participants Kids 6-12 (n=315), Non-Participants 13-17 (n=315) D8. Please rate "your child's"/ "your" level of agreement with each statement.

Base: Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181)

D10. Now, we want you to think about how other people react when you tell them that "your child participates" / "you participate" in shooting sports. How often have people said things like 'Oh, I don't want to get on your bad side', 'I wouldn't want to annoy you then', 'I'll have to make sure I'm on my best behavior around you,' or 'I better not make you angry.'

However, these biases are often misconceptions, and do not seem to impact the athletes themselves. There is little to no difference in athletes feeling discouraged or judged for participating in their sports/activities.



**Judged:** feel judged by others for participating in my sport.  
**Labeled:** Athletes in this sport face unfair labeling or assumptions  
**Discouraged:** I have been discouraged from participating in this sport due to social stereotypes



# Minimize stigma and judgment in the community by creating the following campaigns



Proud to Participate Storytelling	Educational Outreach & Myth-Busting:	Ambassador Program
<p>Develop a campaign featuring authentic stories and testimonials from participants, their parents, and coaches. These narratives should highlight <b>the positive character development, skills learned</b>, and community built through shooting sports, directly countering stereotypes.</p>	<p>Create educational materials (infographics, short articles, presentations) for schools, community groups, and <b>parents that clearly explain the safety protocols</b>, responsible gun ownership education, and positive youth development aspects of shooting sport.</p>	<p>Empower confident youth participants to <b>become ambassadors for their sport</b>. Provide them with training on how to articulate the benefits of shooting sports, respond to misconceptions, and share their positive experiences with peers and adults.</p>
<p>Emphasize personal growth, discipline, focus, and the supportive environment.</p>	<p>Debunk common misconceptions, highlight safety records, and showcase the sport's benefits (e.g., mental focus, discipline, respect).</p>	<p>Build self-advocacy, confidence, and leadership skills among participants.</p>



# PARTICIPANTS OVERVIEW



# Statistical Testing Overview: Participants Section

Stat testing shown throughout this section is comparing  
**Total Participants vs. Total Non-Participants**



Indicates number is statistically  
higher (green up arrow) / lower (red down arrow) versus Non-Participants at 95% confidence level.

*\*Due to low base sizes for 6-12 Participants, statistical stat testing between age cohort specific stat testing between Participants and Non-Participants (i.e 6-12 Participants vs. 6-12 Non-Participants and 13-17 Participants vs. 13-17 Non-Participants) has been omitted.*

*\*Intergroup stat testing (6-12 Participants vs. 13-17 Participants) has been excluded in order to prioritize the analysis of differences between participants and non-participants rather than differences within each group respectively*



Participants Overview

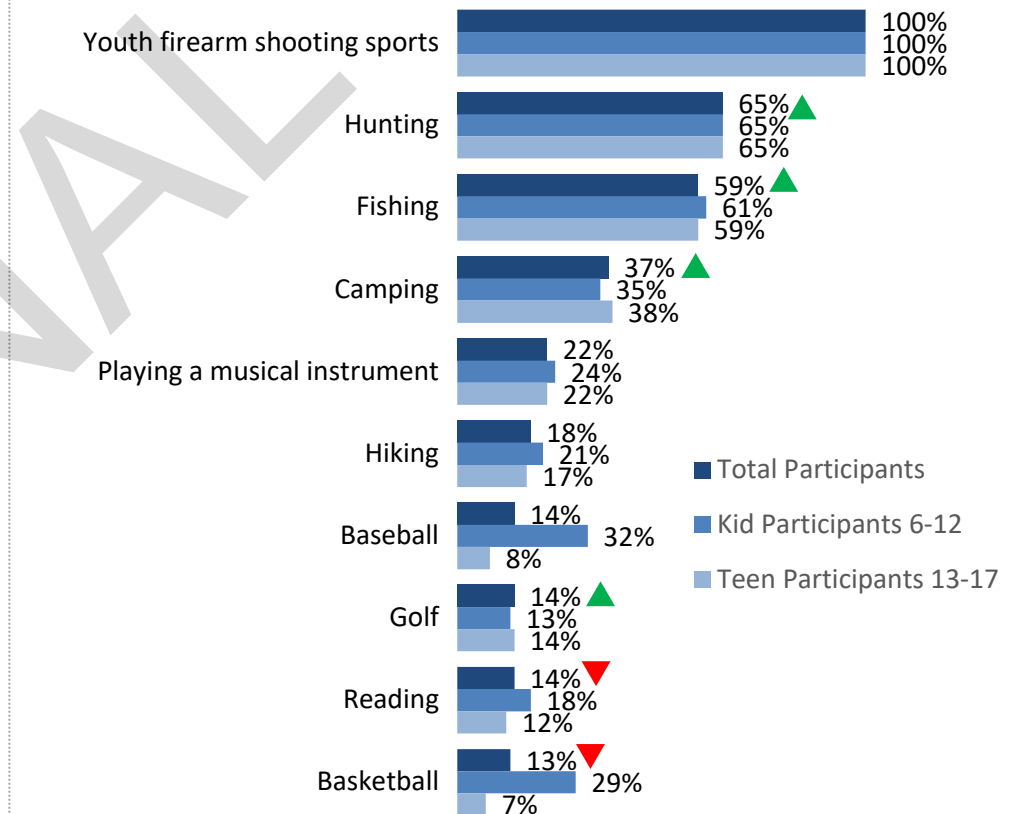
# **SUB SECTION: SPORTS OVERVIEW**

FINAL

Participants are significantly more likely to participate in organized individual sports like tennis and swimming and outdoor pursuits such as hunting, fishing and camping compared to non-participants.

### Sports Participate In

	Total Participants	Kid Participants 6-12	Teen Participants 13-17
Organized Individual Sports (i.e tennis, swimming, gymnastics) (Net)	85% ▲	92%	83%
Outdoor Pursuits (Net)	77% ▲	77%	76%
Organized Team Sports (Net)	36% ▼	58%	28%
Artistic Pursuits (Net)	36% ▼	34%	36%
Non-Organized Sports (Net)	13% ▼	18%	12%
Other Hobbies (Net)	27% ▼	23%	28%



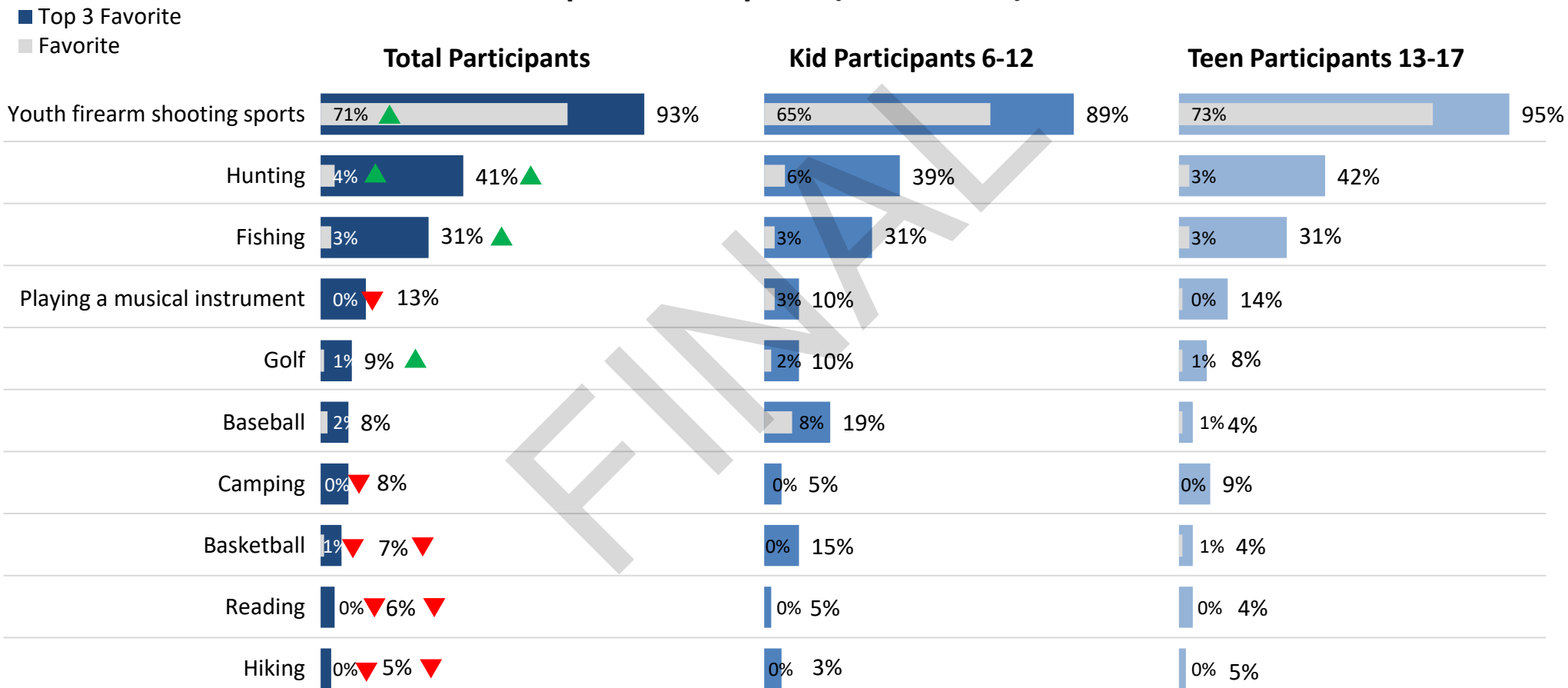
Top 10 mentions based on Total Participants reported.

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



Among participants, youth firearm shooting sports ranks among top 3 favorite activities for both kids and teens, with nearly three quarters of teenage participants likely to consider it their preferred sport.

### Top Favorite Sports (Ranked 1-3)



Sports reported are the top 10 most participated by base

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



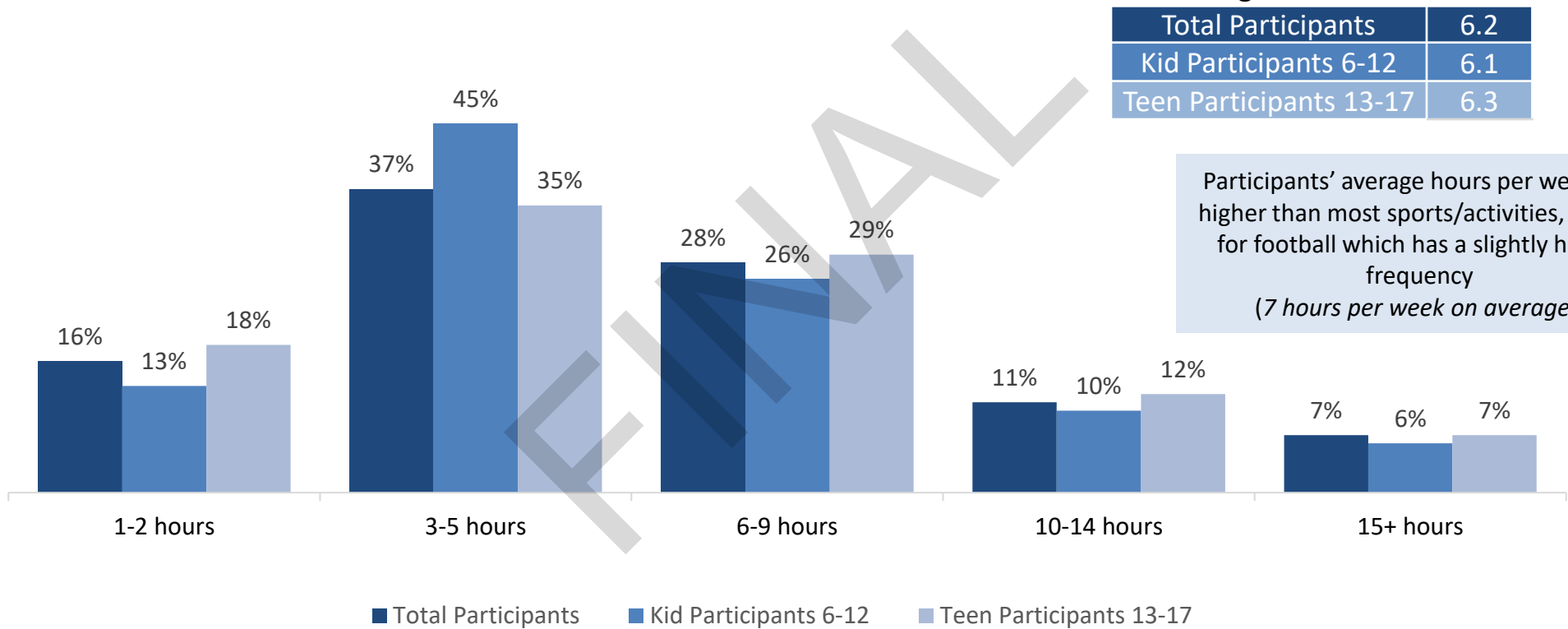
Base: Total Participants (n=243), Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181)

S2B. Out of the following sports "your child participates" / "you participate" in, please arrange them in order of priority, with 1 indicating the highest importance and 2 being the second highest importance, continuing until all sports have been ranked.

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

On average, participants typically spend around six hours per week engaging with youth firearm shooting sports.

### Youth Shooting Sports Frequency (Hours per week)



Participant Group	Average Hours Per Week
Total Participants	6.2
Kid Participants 6-12	6.1
Teen Participants 13-17	6.3

Participants' average hours per week are higher than most sports/activities, except for football which has a slightly higher frequency (7 hours per week on average).



Participants Overview

# **SUB SECTION: SPORTS (SHOOTING)**

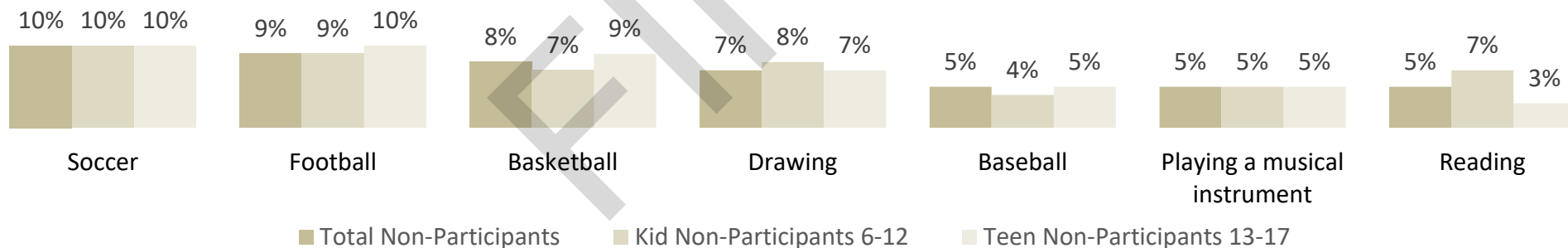
## **DEEP DIVE**

FINAL

# Sports Deep Dive Section Overview

For the sports deep dive section of the survey, **Participants** were assigned **Youth Firearm Shooting Sports** and **Non-Participants** were assigned to their **primary sport/activity** (primary sport/activity meaning their favorite activity or the one they spend the most time doing).

*Below is an overview of the top sports/activities assigned to **Non-Participants** (excluding sports/activities <5%).*

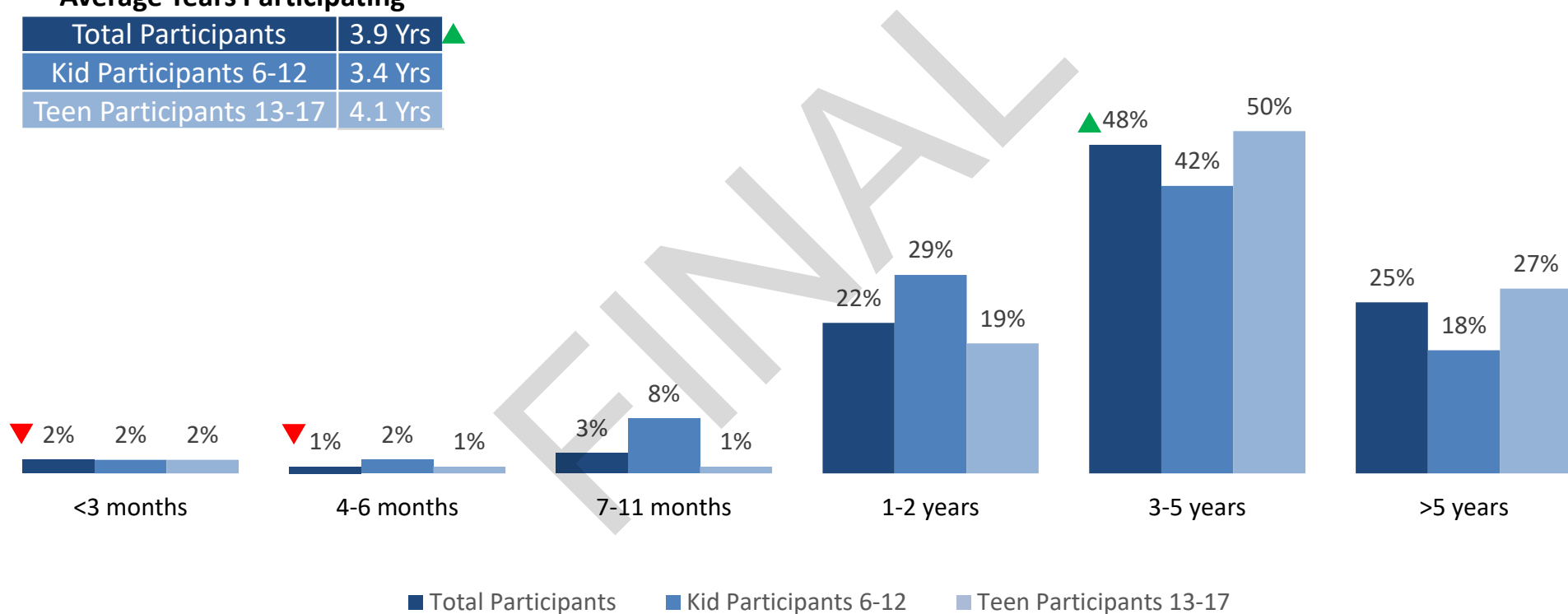


The majority of participants have been involved in youth firearm shooting sports for over three years. They exhibit a higher average duration of participation compared to non-participants, indicating participants are more likely to stick with the sport long term.

## How Long Participating In Youth Shooting Sports

### Average Years Participating

Total Participants	3.9 Yrs ▲
Kid Participants 6-12	3.4 Yrs
Teen Participants 13-17	4.1 Yrs



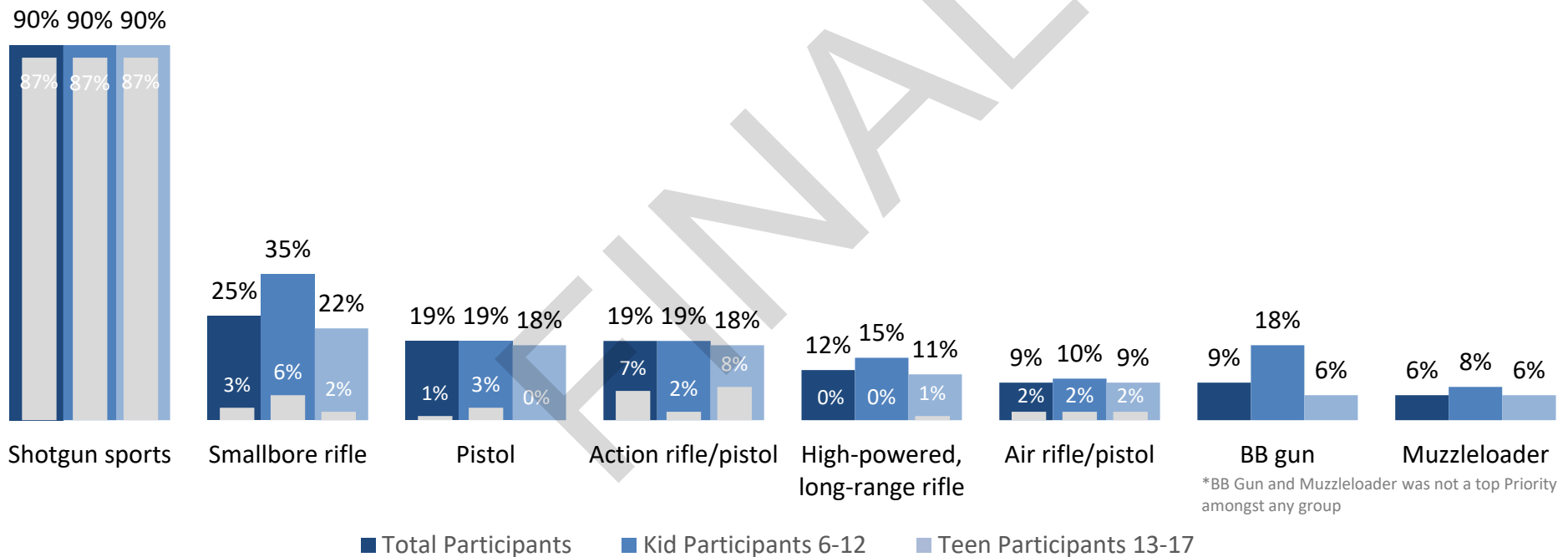
▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level



Shotgun sports register the largest number of participants, followed by smallbore rifle and pistol. The prioritization of these disciplines reflect these participation trends.

### Discipline Participation & Top Priority Discipline (Currently Participate In)

■ Top Priority



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



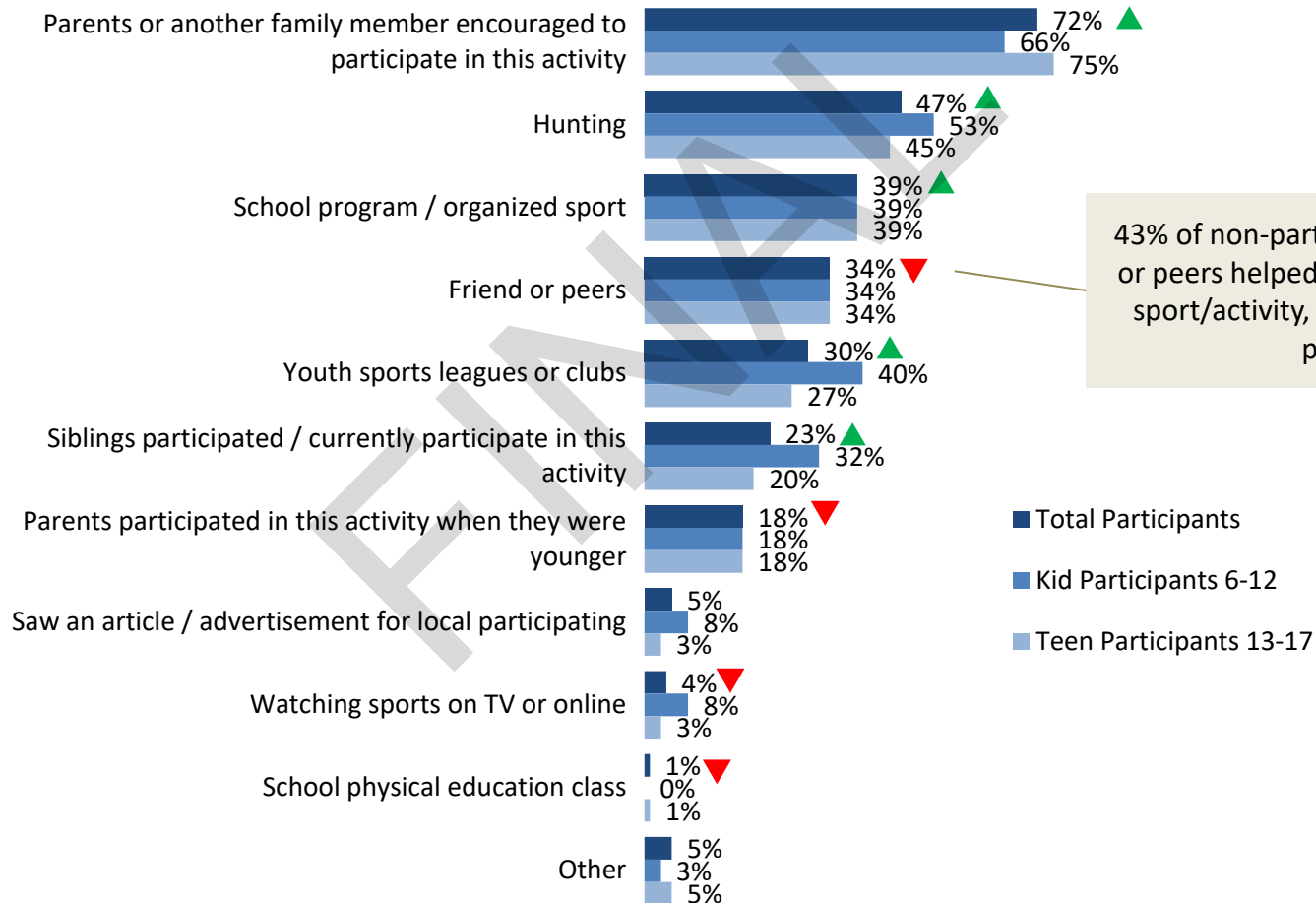
Base: Total Participants (n=243), Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181)

S3B. You mentioned that "your child participates / "you participate" in youth firearm shooting sports. Please indicate which of the following disciplines "your child participates in" / "you participate in". S3C. Which of the following disciplines would you say is "your child's / "your" priority?

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

Parents / family members, hunting, and school programs are among the primary avenues through which participants begin their journey into youth firearm shooting sports.

### Getting Started with Sport/Activity



43% of non-participants indicated friends or peers helped get them started in their sport/activity, significantly higher than participants

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

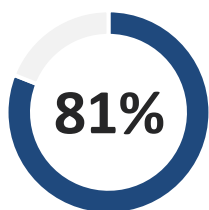


Around 80% of participants currently hunt, with a little over half indicating they took up firearm shooting sports to explore an activity beyond hunting.

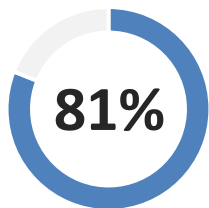
## Role of Hunting

### % Who Hunt

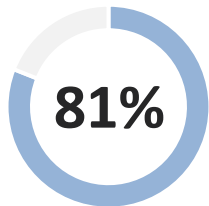
Total Participants



Kid Participants 6-12

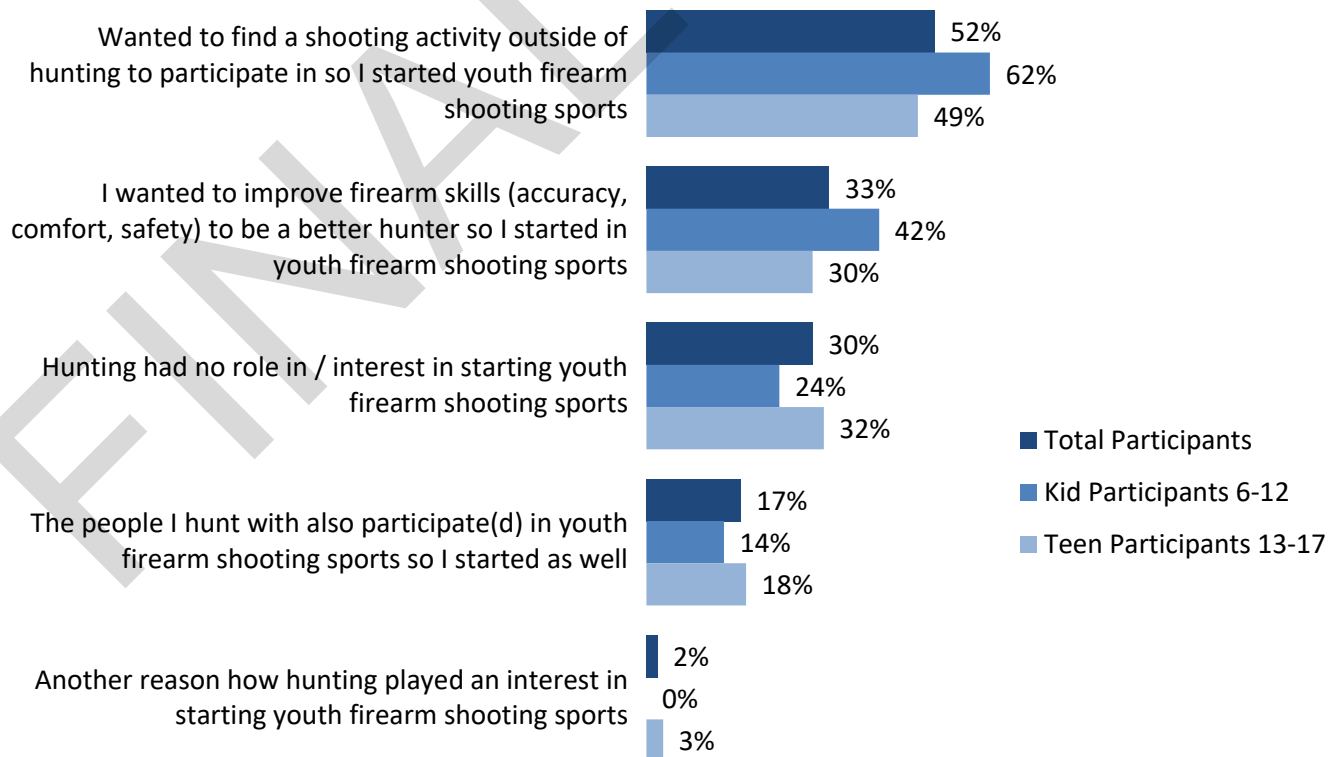


Teen Participants 13-17



### Reasons Hunt

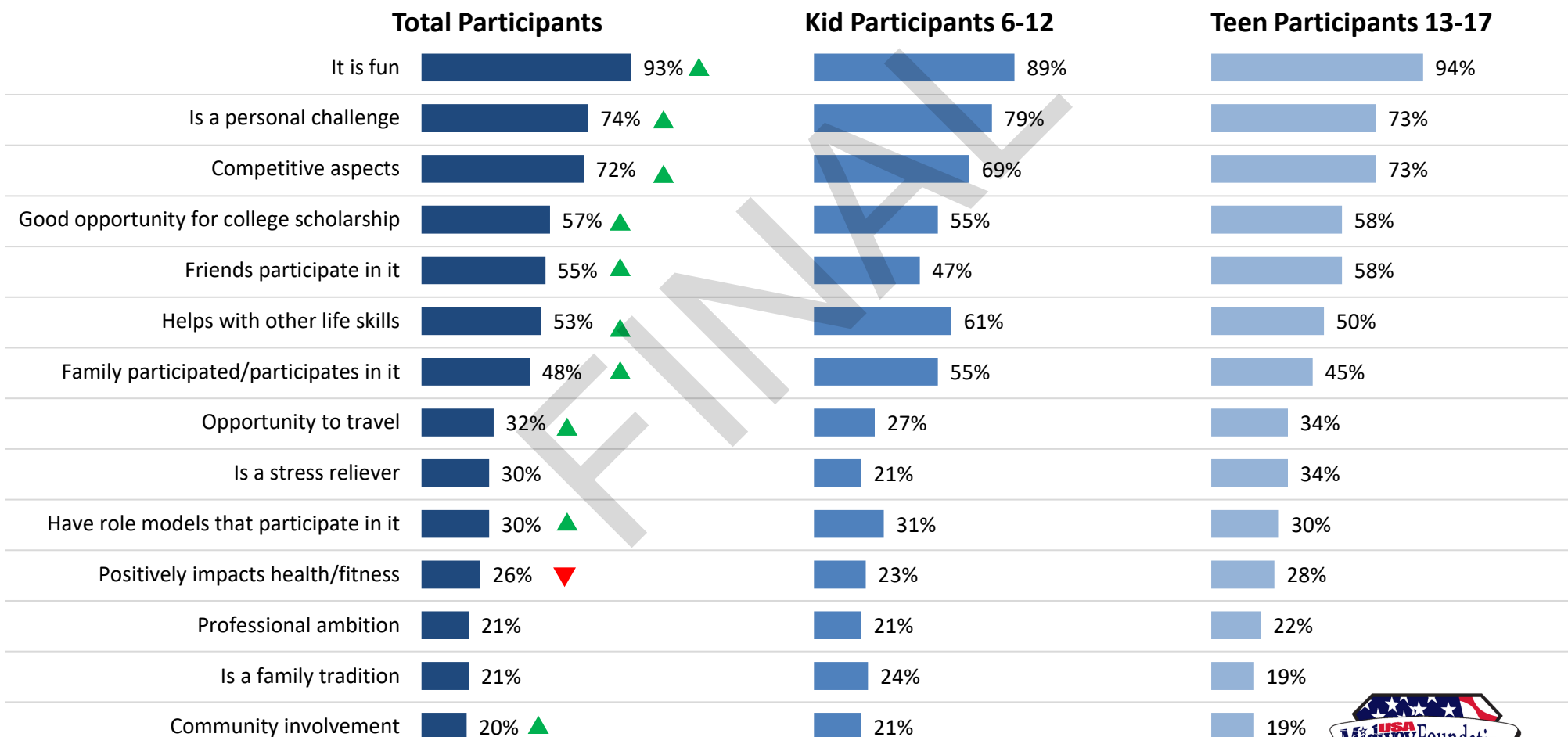
(Currently Participates)



Base: Total Participants (n=243), Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181) B2A. "Does your child" / "Do you" currently hunt (firearms, trap, archery)?

Top reasons for participating in youth shooting sports include fun, challenge, competition, and scholarship opportunities, with peer participation also playing a significant role.

### Reasons for Participating



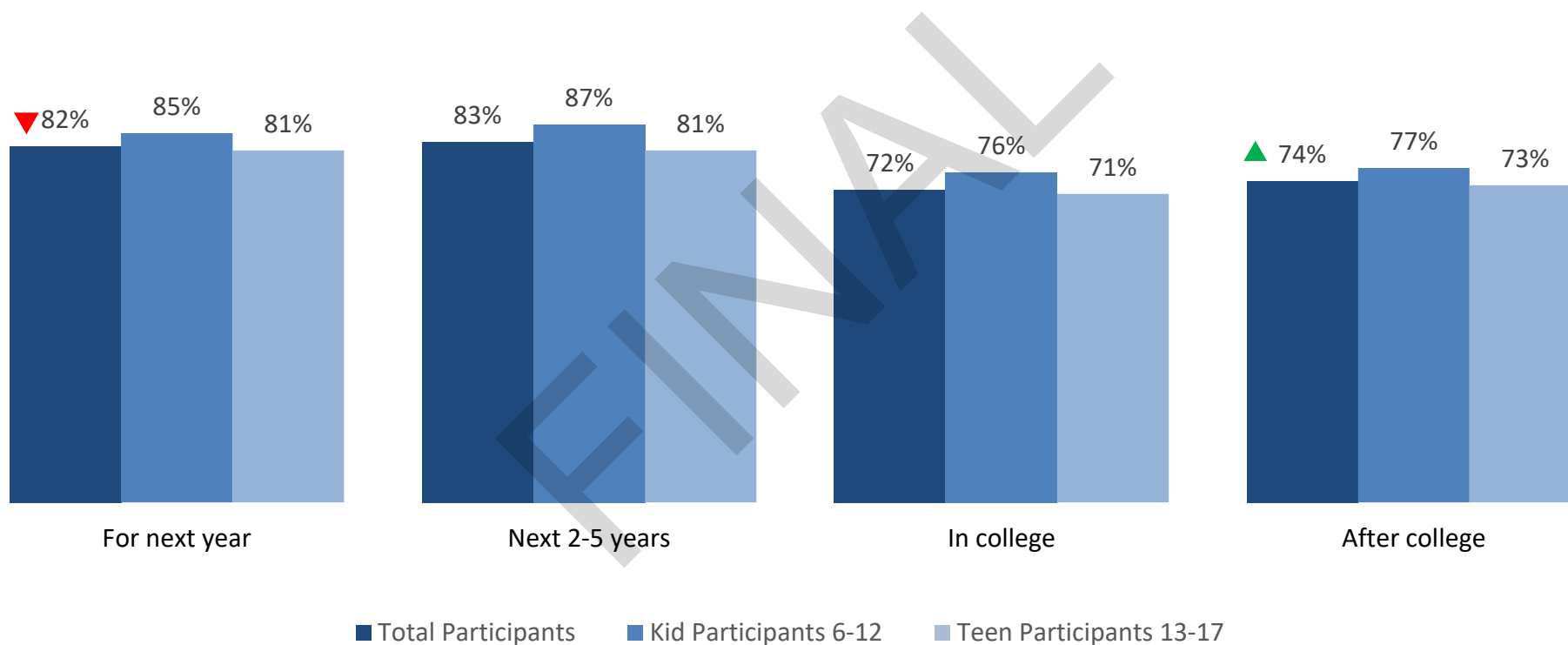
▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level



A large portion of participants anticipate continuing their involvement in firearm shooting sports over the long term, with a noticeably higher percentage intending to stay active post-college compared to non-participants in their respective activities.

## Interest in Future Participation

(Top 2 Box / "Very/Somewhat Interested")



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



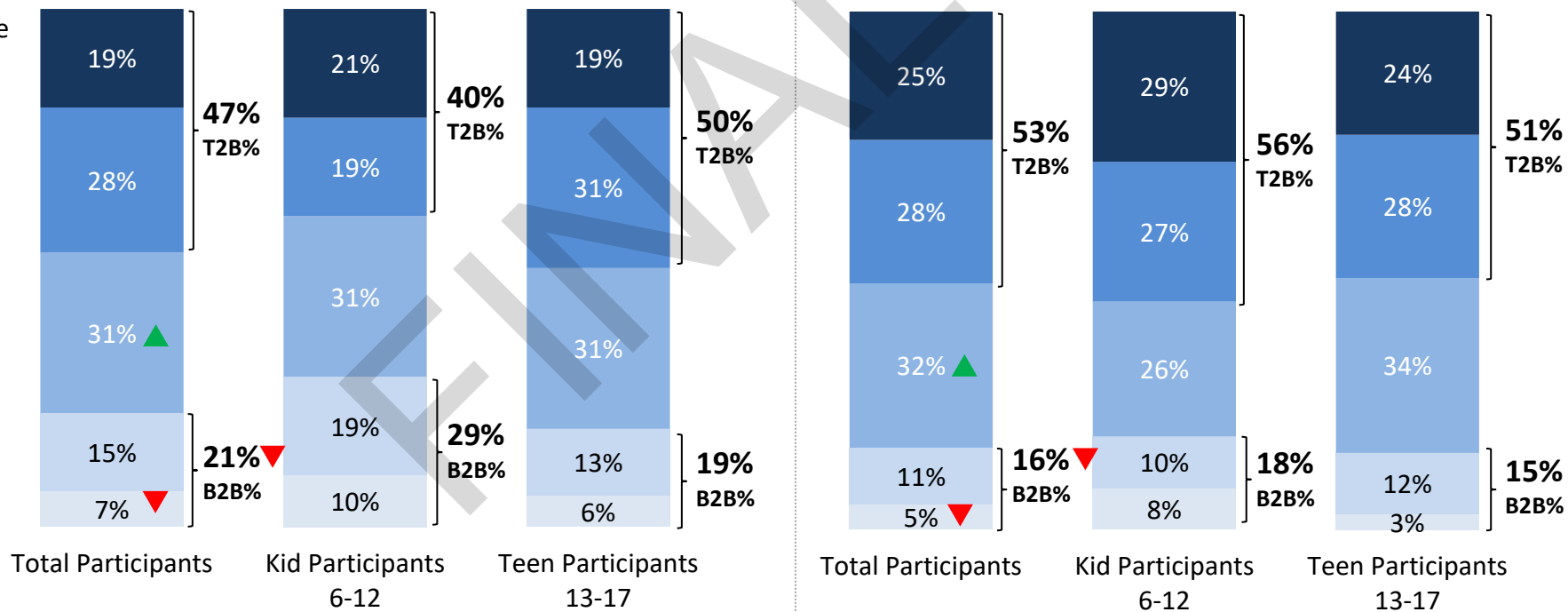
While the availability of scholarships is somewhat important for future participation, opportunities for advancement within the sport/activity have a higher impact.

## Future Participation Impact

### Availability of Scholarships

### Availability to Advance

- Very Strong Influence
- Strong Influence
- Moderate Influence
- Little Influence
- No Influence at All



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



Base: Total Participants (n=243), Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181)

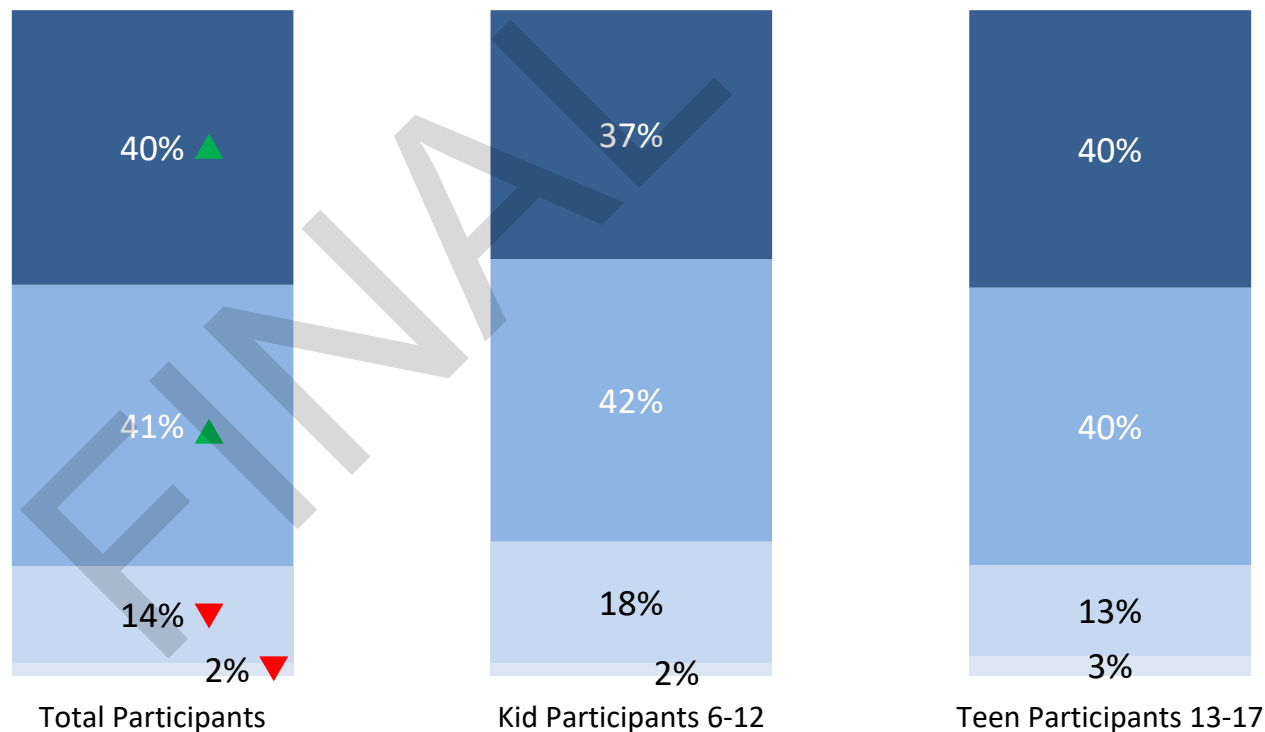
B4B. How much does availability of scholarships and ability to advance in have on "your child's" / "your" interest and participation in Youth Firearm Shooting Sports?

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

# Non-participants don't believe their favorite sport/activity has as high of a financial commitment compared to participants' view of firearm shooting sports.

## Cost Barriers

- Very High Financial Commitment
- Significant Financial Commitment
- Moderate Financial Commitment
- Minimal Financial Commitment



Cost Barriers (Total Non-Participants)	
Very high financial commitment	10%
Significant Financial Commitment	22%
Moderate Financial Impact	40%
Minimal Financial Impact	23%

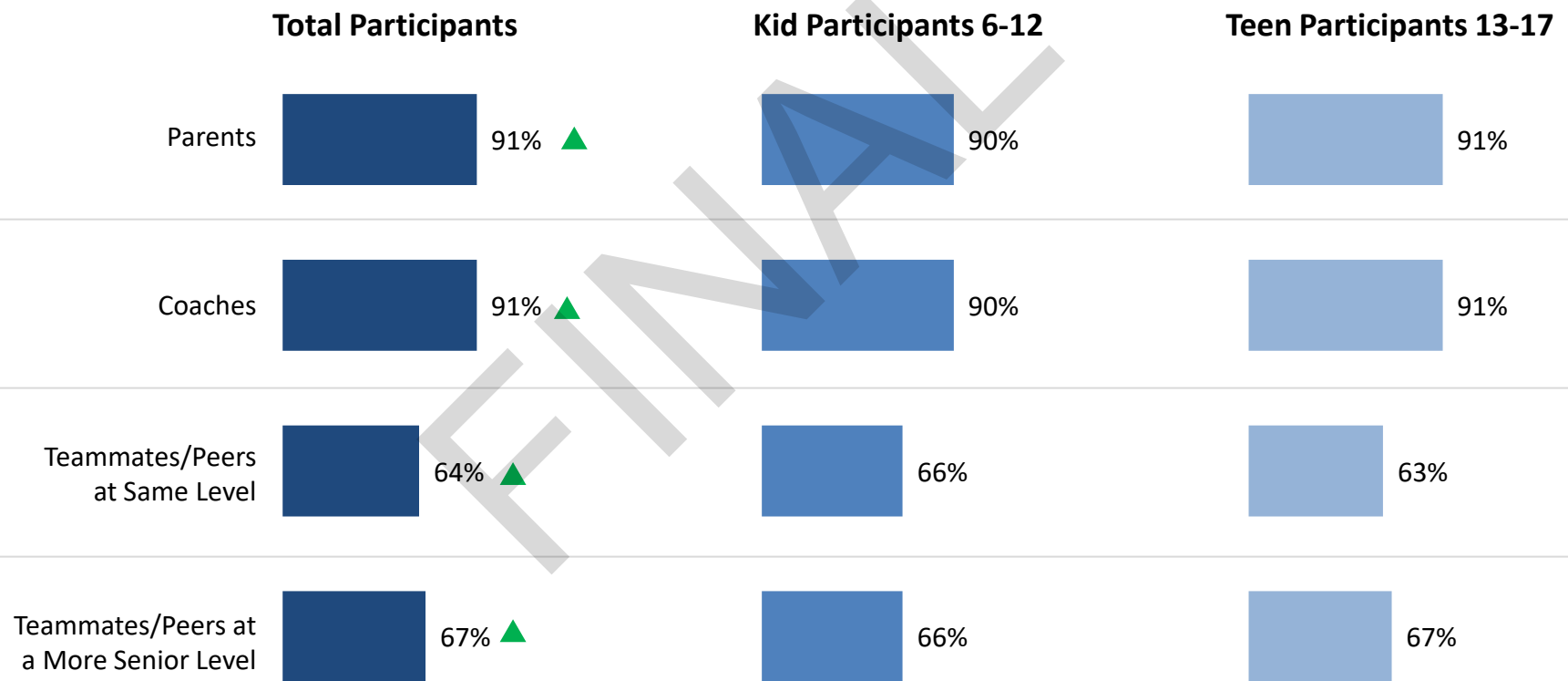
▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level



Parents and coaches are significantly more likely to influence the growth and development of youth in firearm shooting sports. Similarly, more than half of total participants noted that teammates at both the same and more senior levels are highly involved in their growth.

## Role of Parents / Coaches / Peer Mentors

(Top 2 Box / "Extremely / Very Involved")



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



Base: Total Participants (n=243), Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181)

B7. How involved would you say parents, coaches and peers are in "your child's" / "your" growth and development in Youth Firearm Shooting Sports?

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

Youth participation in firearm shooting sports is driven by factors such as availability, enjoyment, family social influence, skill development, and future opportunities.

## Why Participate in These Programs Over Others

(Top 5 Themes)

### Availability

The school team is **10 minutes from the house**. My **previous club team was 1 hr 15 minutes from the house**.

### Enjoyment

Bottom line, I enjoy it.

### Family and Social Influence

I like it because **my dad is one of the coaches** and **my friends do it**.

### Skill Development

I enjoy the challenge and would like to **represent the US at the Olympics one day in International Skeet**.

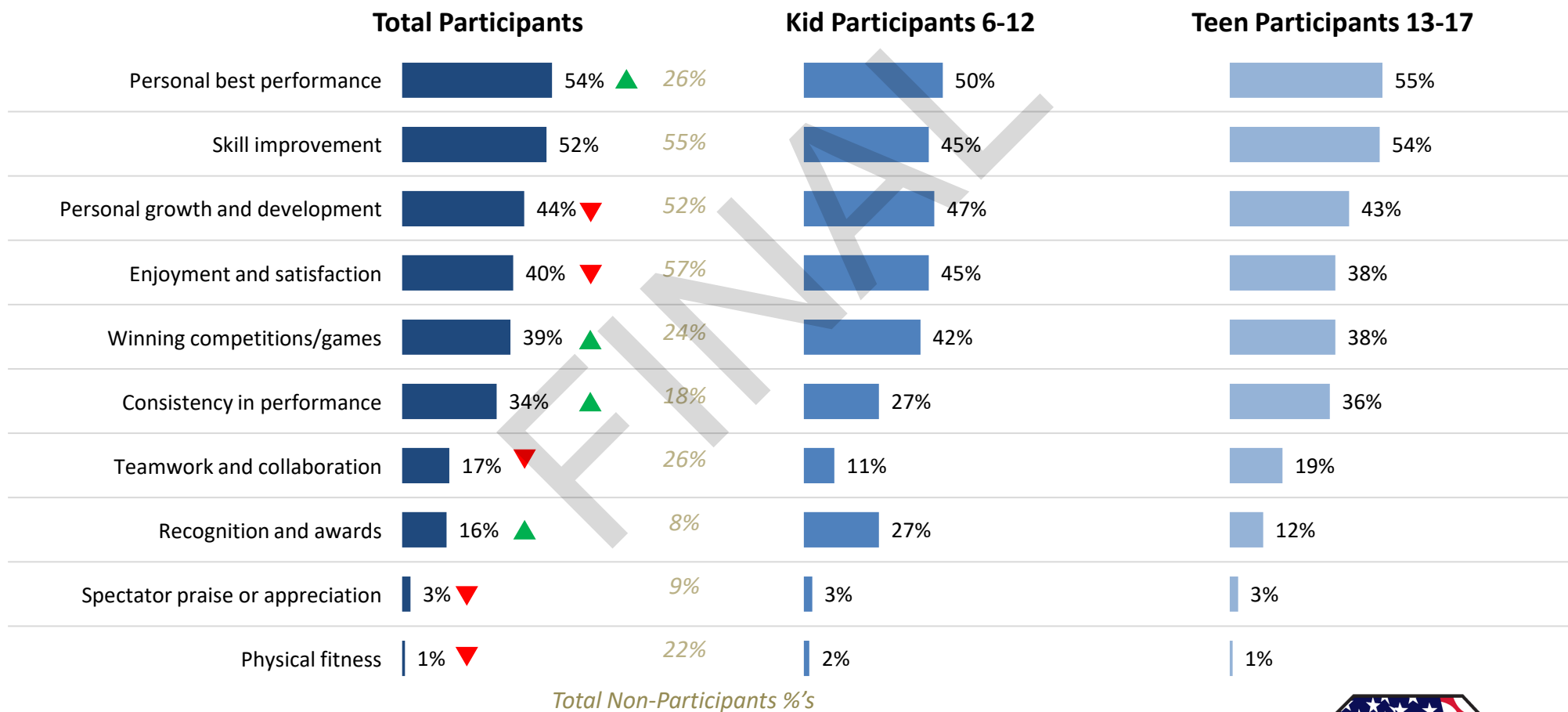
### Future Opportunities

The opportunity to **advance in competition**, have a **shot at scholarships**, and it is something he can do with his father and grandfather for life.



Success in youth firearm shooting sports is characterized by achieving personal bests, enhancing skills, and fostering personal development. Spectator appreciation and physical fitness are considered less significant in defining success compared to non-participants.

## Tracking Successes



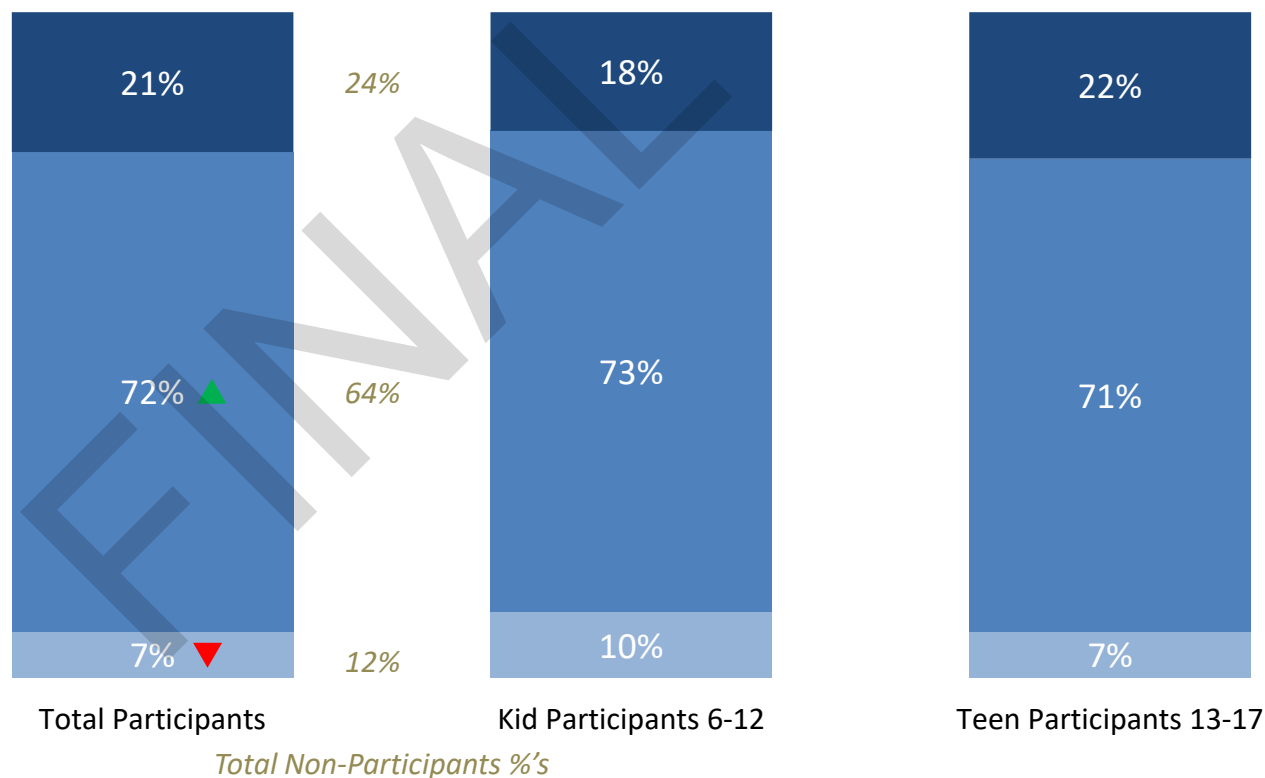
▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level



Participants are significantly more likely to balance both academics and sports equally in comparison to non-participants, who are more likely to prioritize sports.

### Academic vs. Activities as Priority

- Academics are top priority. Spend most of time focusing on schoolwork.
- Balance both academics and sports/activities equally
- Sports/activities are top priority. Spend most of time engaged in physical or creative activities.



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



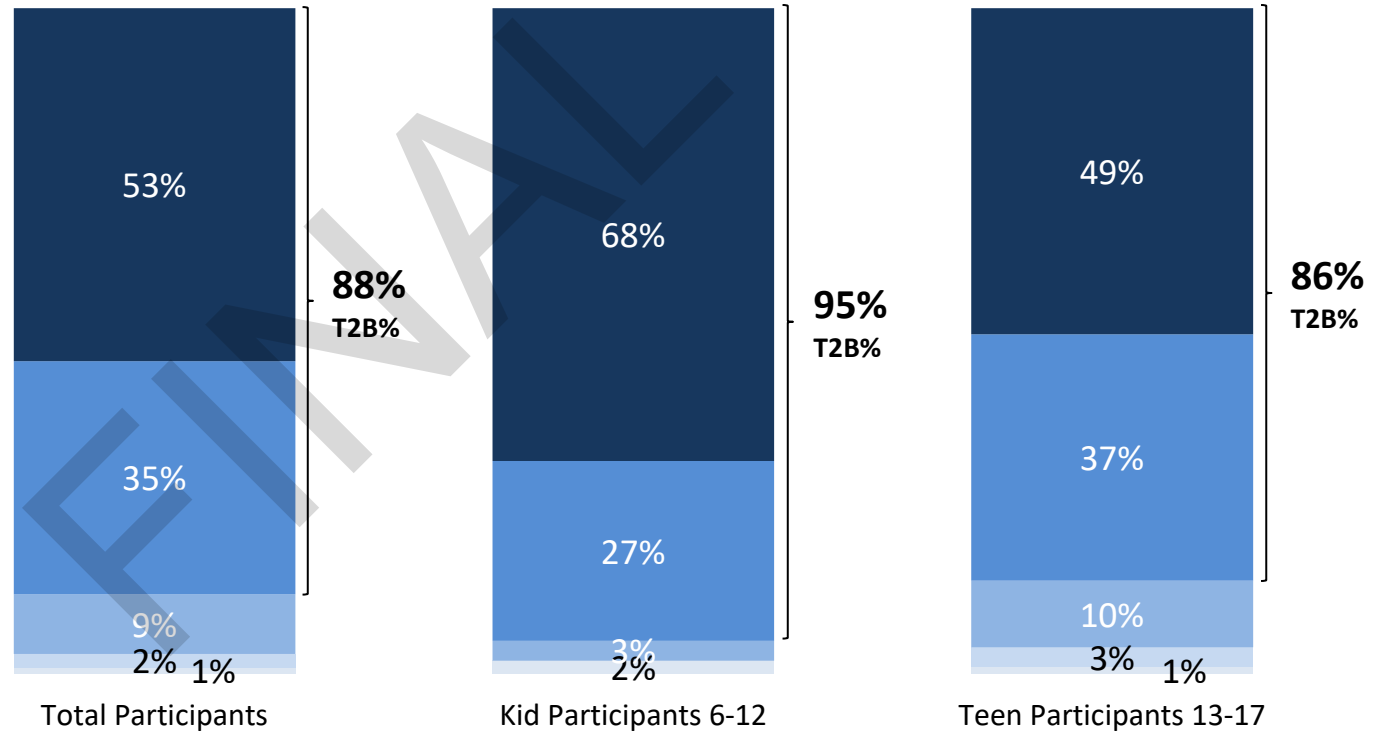
Participants Overview

# **SUB SECTION: AWARENESS & SUPPORT FOR SHOOTING SPORTS**

# Accessibility likely plays a major role, with more than half of total participants indicating shooting ranges are very accessible.

## Shooting Range Accessibility

- Very accessible, I can easily reach it using my preferred mode of transport
- Accessible, but requires some planning or effort to get there
- Moderately accessible, with limited transportation options
- Hardly accessible, I struggle to reach it due to location and transportation difficulties
- Not accessible at all for regular practice

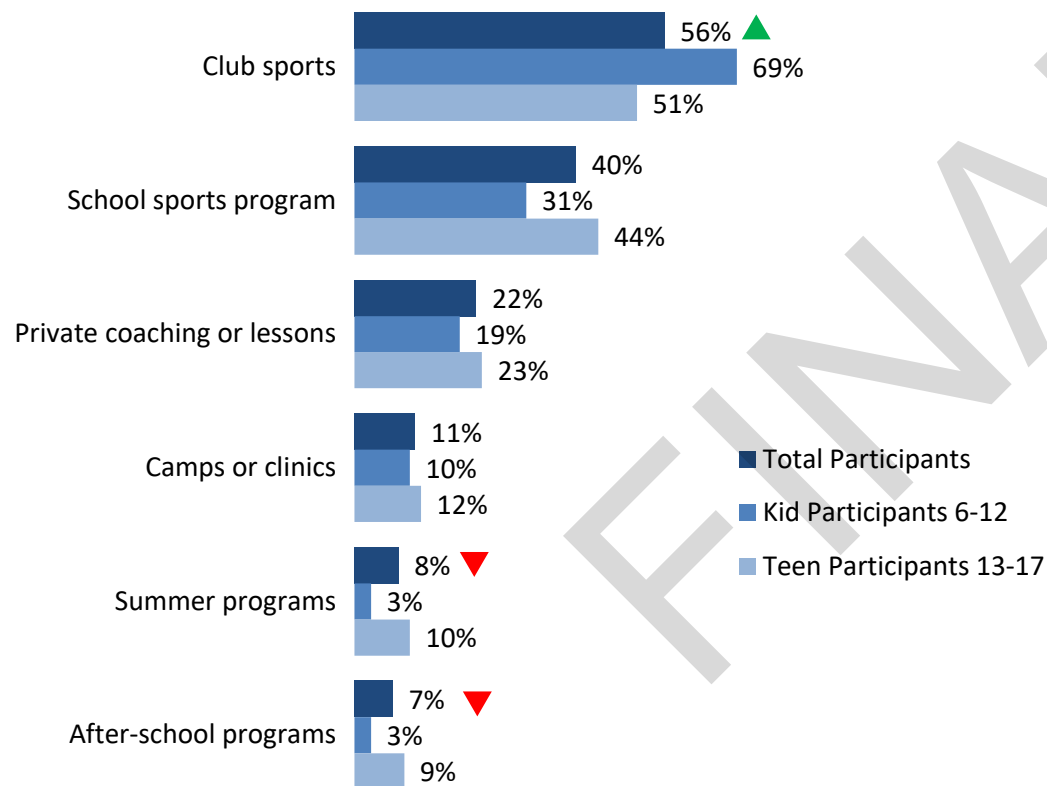


Though participants from rural areas are more likely to indicate their shooting range is “very accessible” (58%), suburban (49%) and urban (52%) participants show no major reports of accessibility issues.

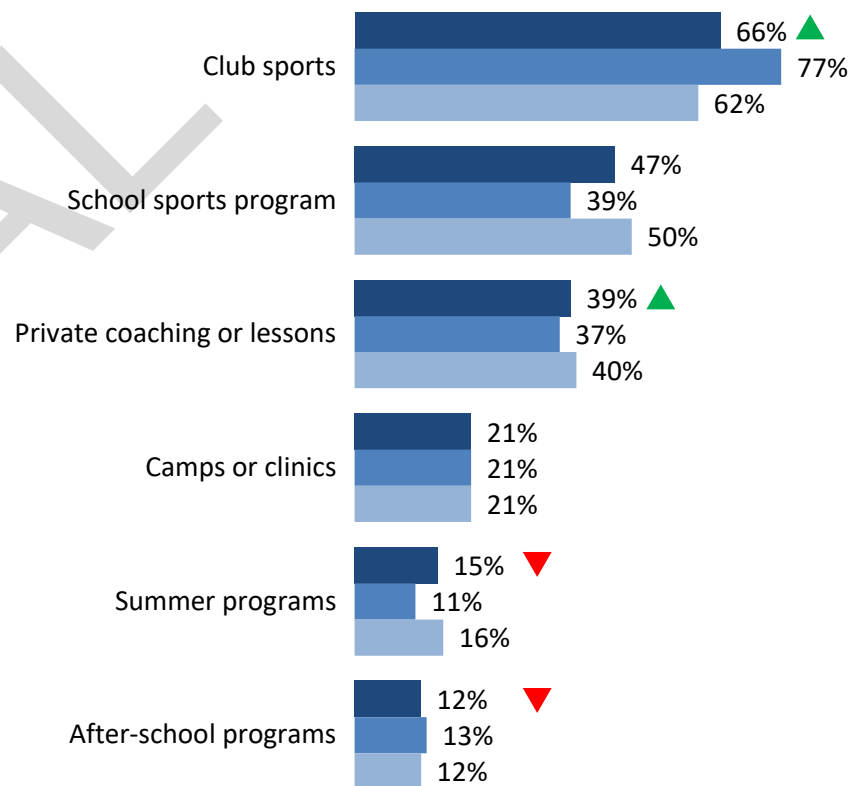


Participants are significantly more likely than non-participants to both have started and currently participate in club sports. They are significantly less likely to participate in summer or after school programs.

### Where Started



### Where Participate



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



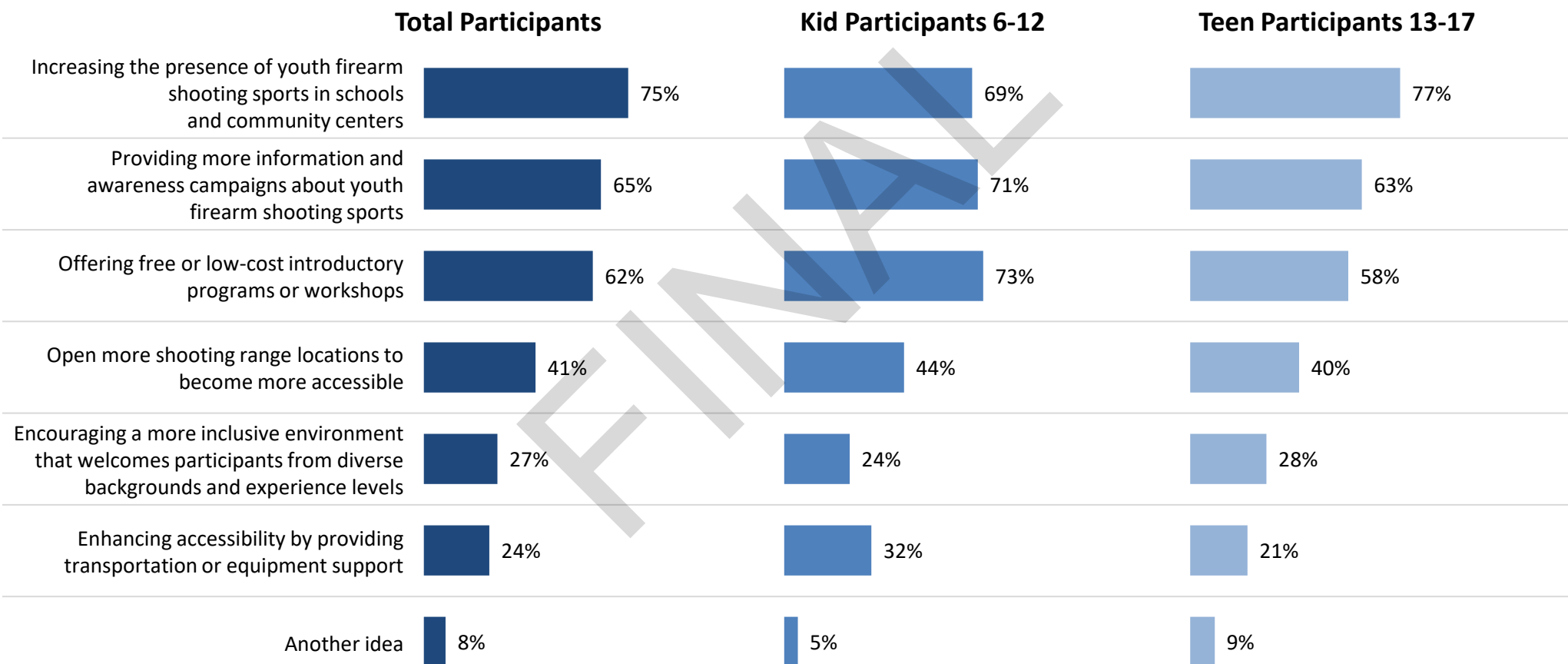
Base: Total Participants (n=243), Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181)

B8. Which program(s) did "your child"/ "you" begin participating in Youth Firearm Shooting Sports through? B9. What types of program(s) "does your child" / "do you" currently participate in?

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

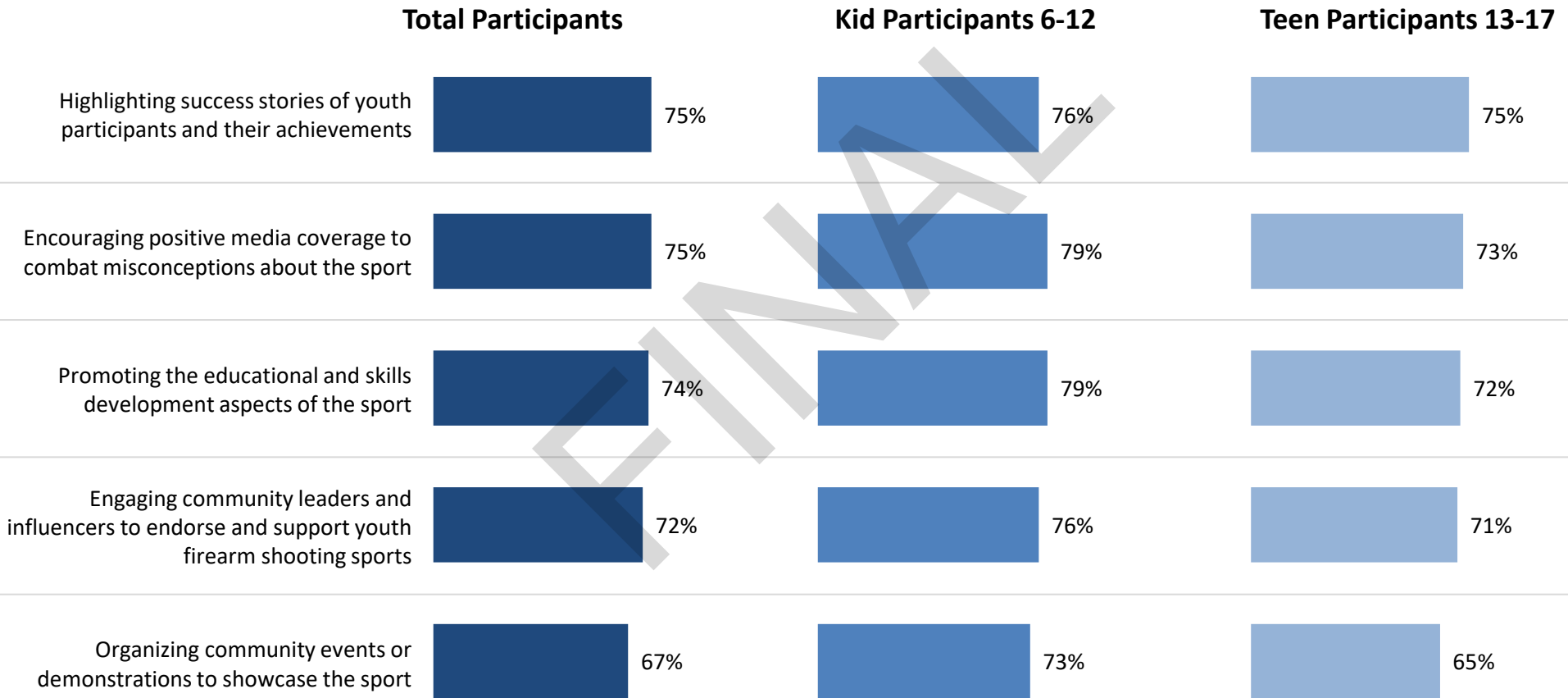
Participants suggest that the best strategies for recruiting new members include efforts around driving awareness such as enhancing the presence of youth firearm shooting sports in schools and community centers, offering more information, and providing free or low-cost introductory programs.

## How to Recruit New Participants



To enhance recruitment efforts and build more positive sentiments, participants recommend highlighting success stories, encouraging positive media coverage, and emphasizing the educational and skill development aspects of the sport.

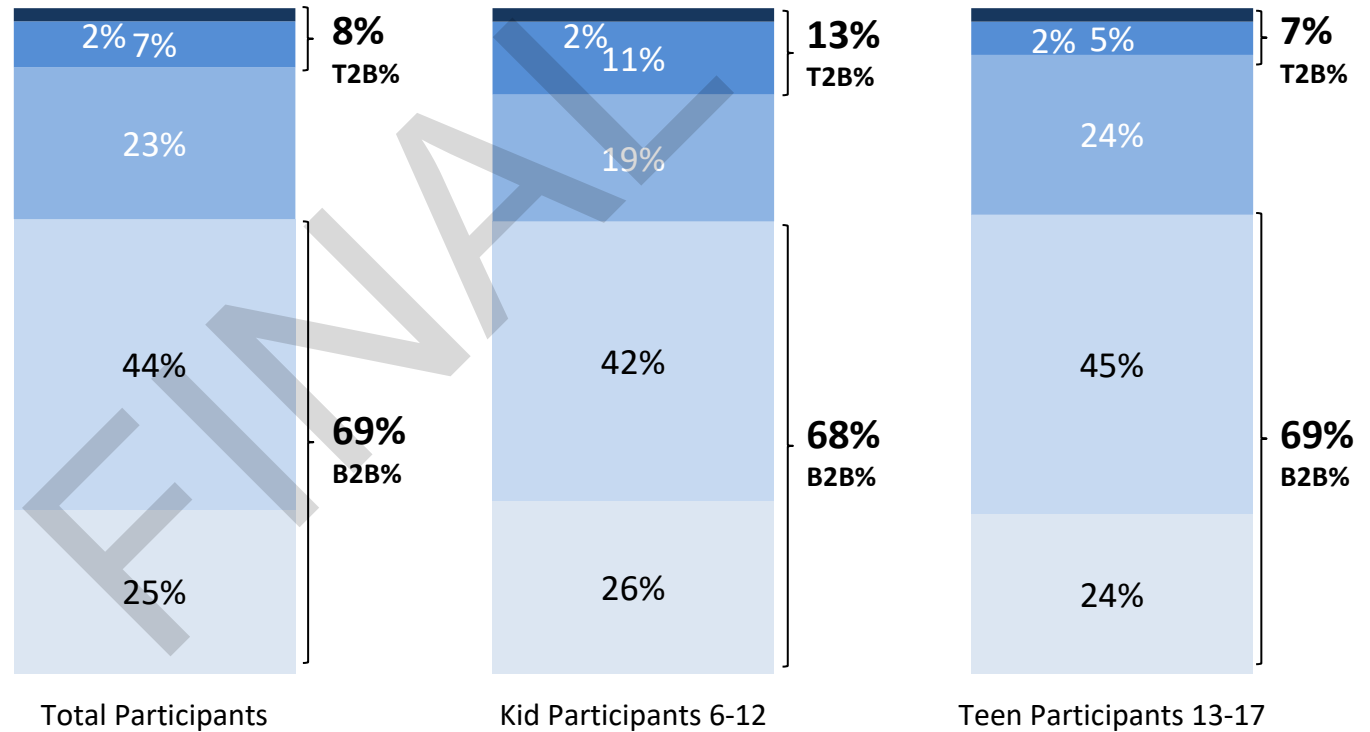
## Building Positive Sentiment about Youth Shooting Sports



Youth firearm shooting sports are notably underrecognized, as more than half of the participants expressed that these activities receive little to no recognition.

### Noticeability of Youth Shooting Sports in Community

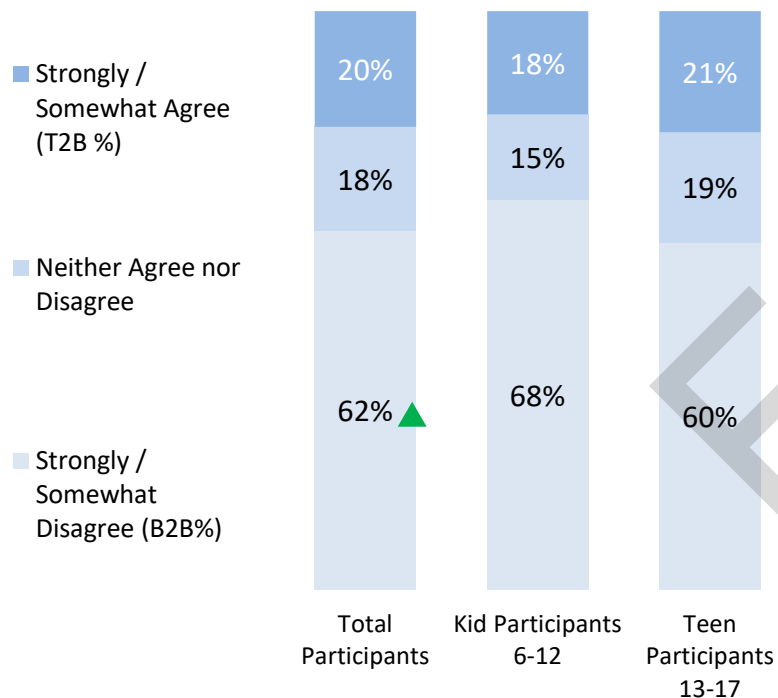
- Extremely recognized: Enthusiastic community support, frequent media coverage, and strong presence
- Very recognized: Regular event promotion, consistent support in media
- Moderately recognized: Noted in media, some school mentions
- Slightly recognized: Occasionally mentioned, few articles on high achievers
- Not at all recognized: Minimal or no community awareness



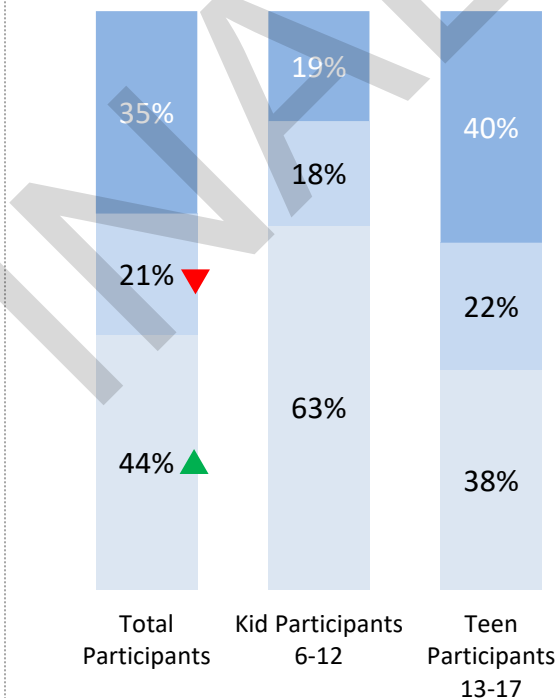
Over half of total participants indicate they do not feel judged or discouraged, indicating a relative security in how their sport is perceived.

### Perception of Shooting Sports

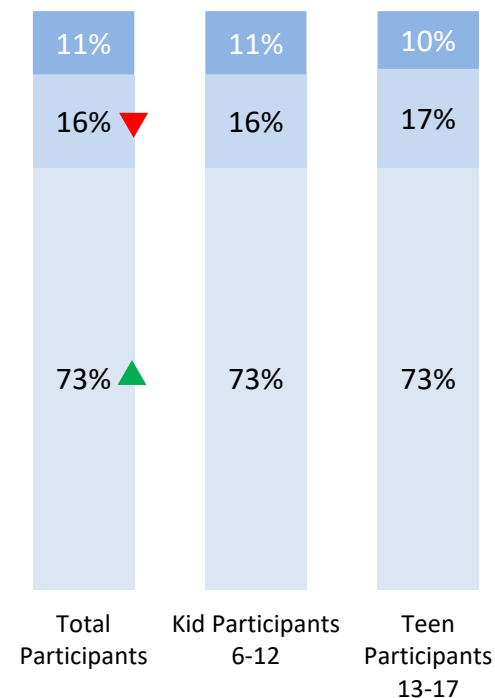
*"I feel judged by others for participating in my sport"*



*"Athletes in this sport face unfair labeling or assumptions"*



*"I have been discouraged from participating in this sport due to social stereotypes"*



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



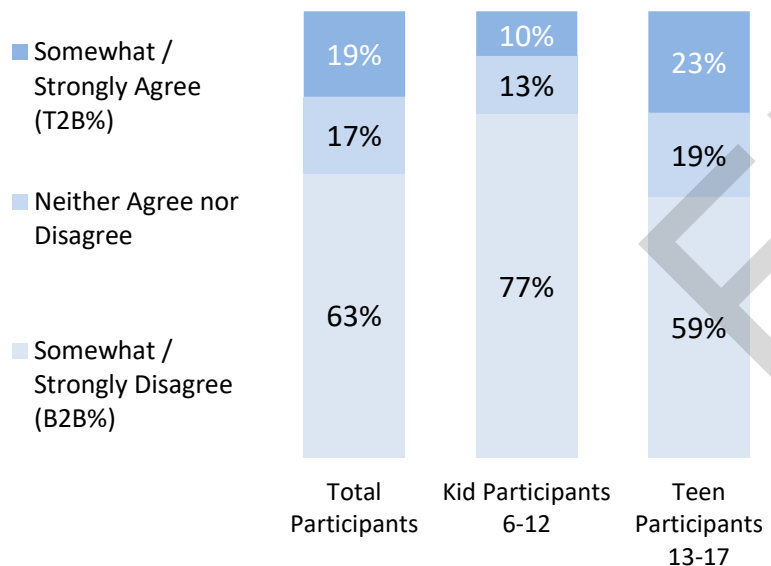
Though relatively uncommon, negative sentiments primarily come amongst meeting people for the first time, and are low among other kids and family members. Teen participants face the most judgement from their peers at school.

How often have people said things like.....

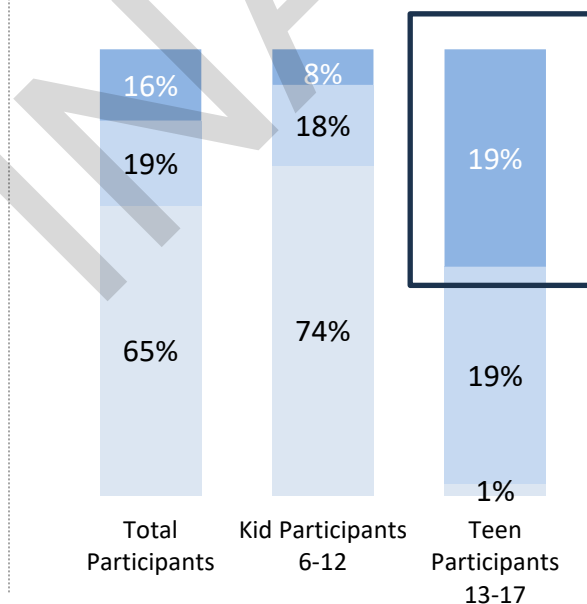
*"Oh, I don't want to get on your bad side"*  
*"I wouldn't want to annoy you then"*  
*"I'll have to make sure I'm on my best behavior around you"*  
*"I better not make you angry"*

### Perception of Shooting Sports

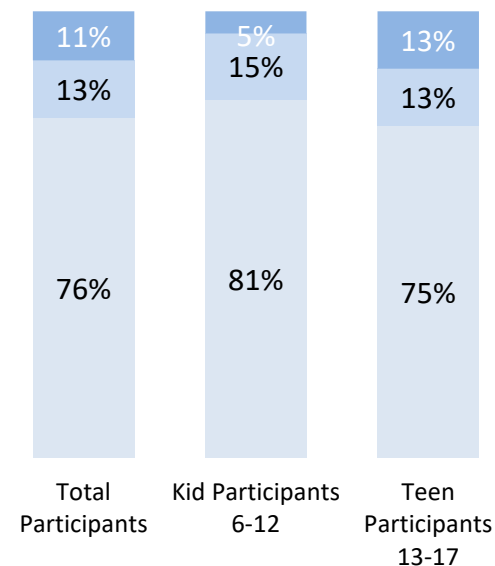
When I meet people for the first time, and they find out I participate in shooting sports, they will often say things like the quotes above



Other kids at my school who do not participate in shooting sports, often say things like the quotes above



Family members who do not participate in shooting sports, often say things like the quotes above



Base: Total Participants (n=243), Kid Participants 6-12 (n=62), Teen Participants 13-17 (n=181)

D10. Now, we want you to think about how other people react when you tell them that "your child participates" / "you participate" in shooting sports. How often have people said things like 'Oh, I don't want to get on your bad side', 'I wouldn't want to annoy you then', 'I'll have to make sure I'm on my best behavior around you', or 'I better not make you angry.' ?

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

# NON- PARTICIPANTS OVERVIEW



# Statistical Testing Overview: Non-Participants Section

Stat testing shown throughout this section is comparing  
**Total Non-Participants vs. Total Participants**



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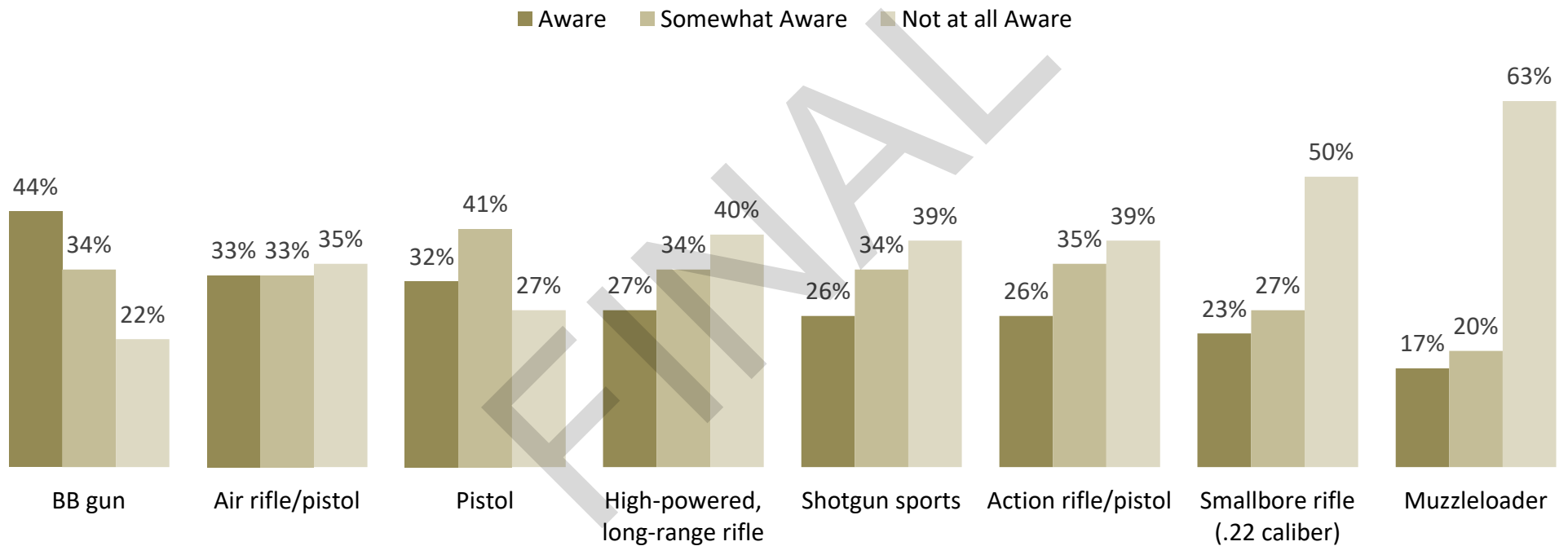


Non-Participants Overview

**SUB SECTION: AWARENESS &  
SUPPORT FOR SHOOTING SPORTS**

Among the disciplines, BB guns, air rifles/pistols, and pistols are the most recognized among non-participants, while muzzleloaders have the least recognition. There is potential for enhancing awareness across all disciplines.

### Awareness of Youth Firearm Shooting Sports – Total Non-Participants



Base: Total Non-Participants (n=630)

S3A. You mentioned that “your child does not” / “you do not” participate in youth firearm shooting sports. Please indicate how aware “your child is” / you are of the following disciplines in youth firearm shooting sports (i.e. shooting, trap shooting, sporting clays, air rifle, air pistol, high power rifle, smallbore rifle, rapid fire pistol).

**CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS**

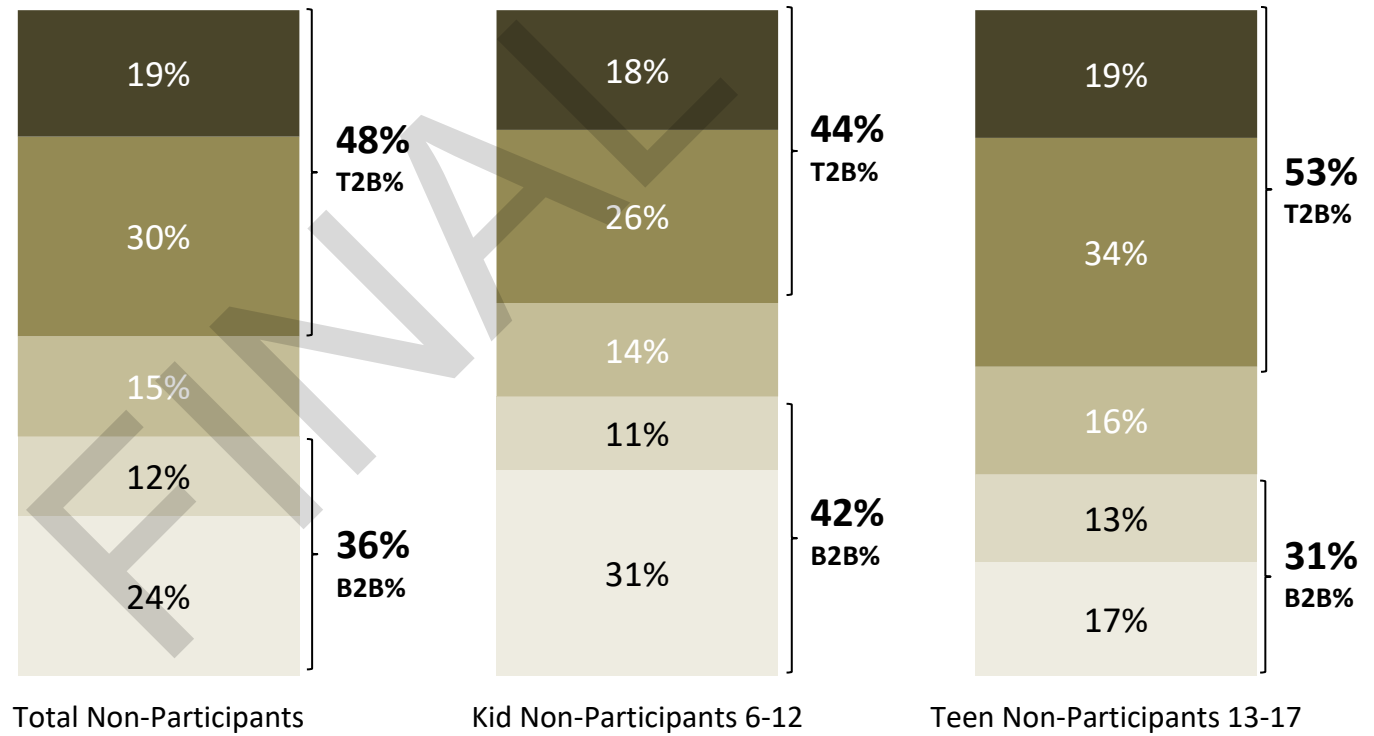
Teen participants show the highest potential interest in participating in Youth Shooting Sports, with just over half indicating they are somewhat to very interested.

### Interest in Participating in Youth Shooting Sport

- Very Interested
- Somewhat Interested
- Neutral
- Not Very Interested
- Not At All Interested

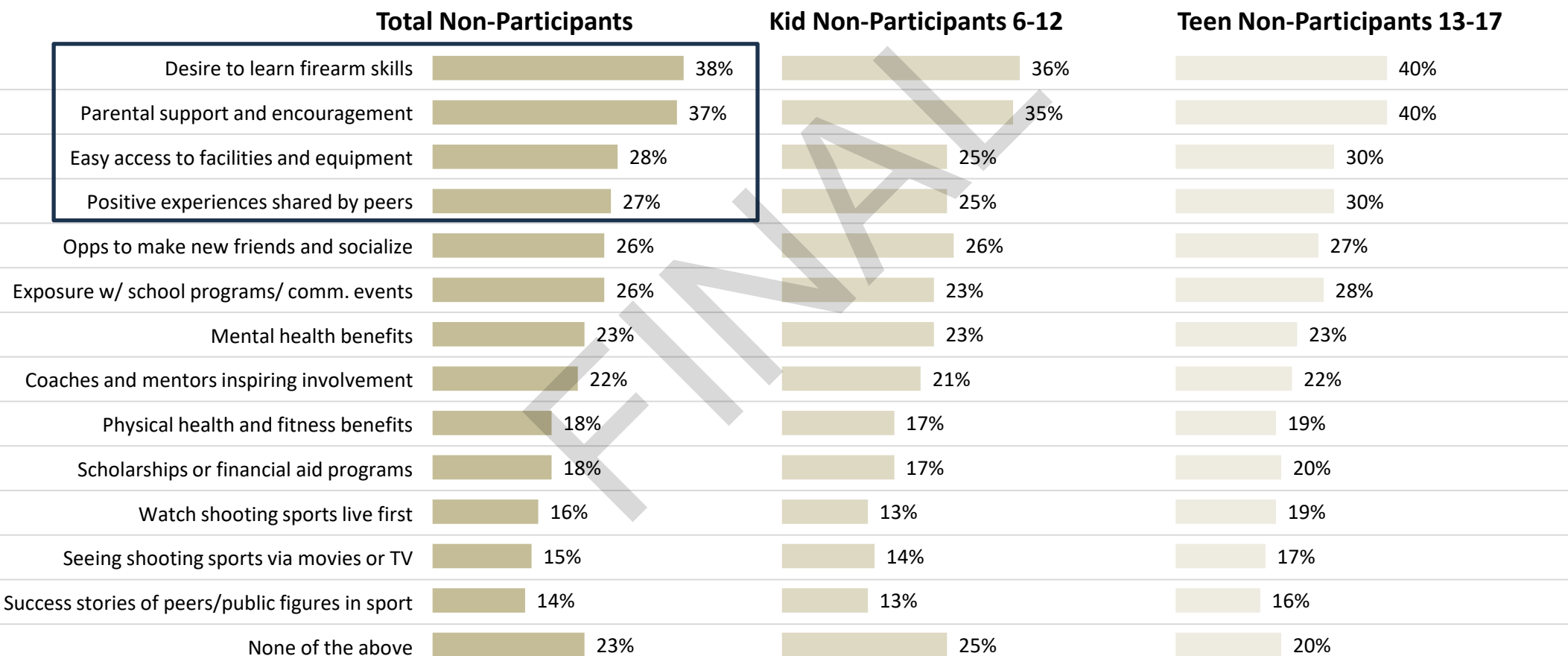
Of those who are **somewhat/very interested (T2B)** in participating in Youth Shooting Sports, 47% are in urban areas.

Top activities this group currently participates in includes:  
 Football (30%), Fishing (29%), Basketball (27%), Camping (26%), Hiking (25%), Drawing (25%)



Non-participants indicate that learning firearm skills, receiving parental support, having easier access to facilities, and hearing about positive experiences could all motivate them to try youth shooting sports.

## Motivations for Trying Youth Shooting Sports

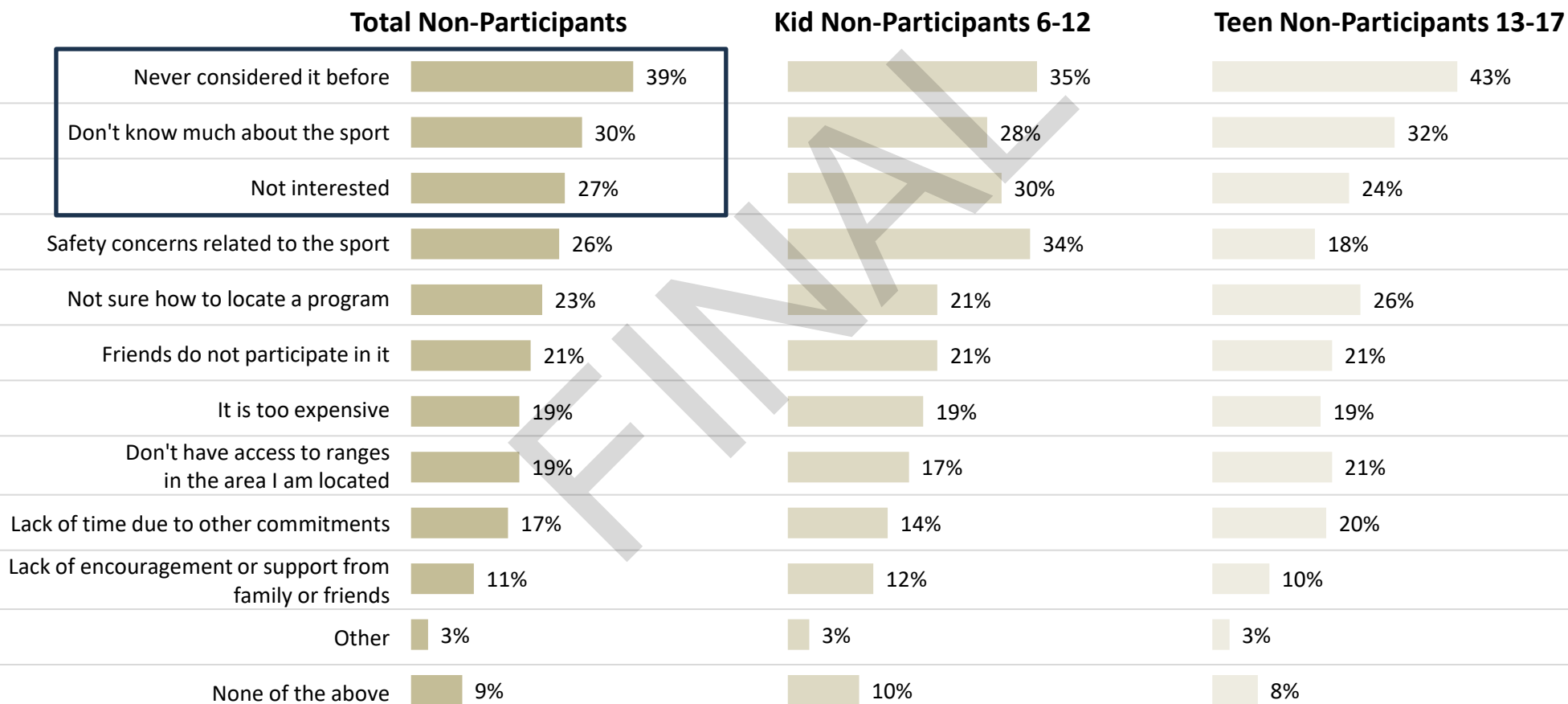


**\*Parental encouragement continues to be a major impact.** 72% of Total Participants indicated **parents' encouragement** helped get them starting with firearm shooting sports



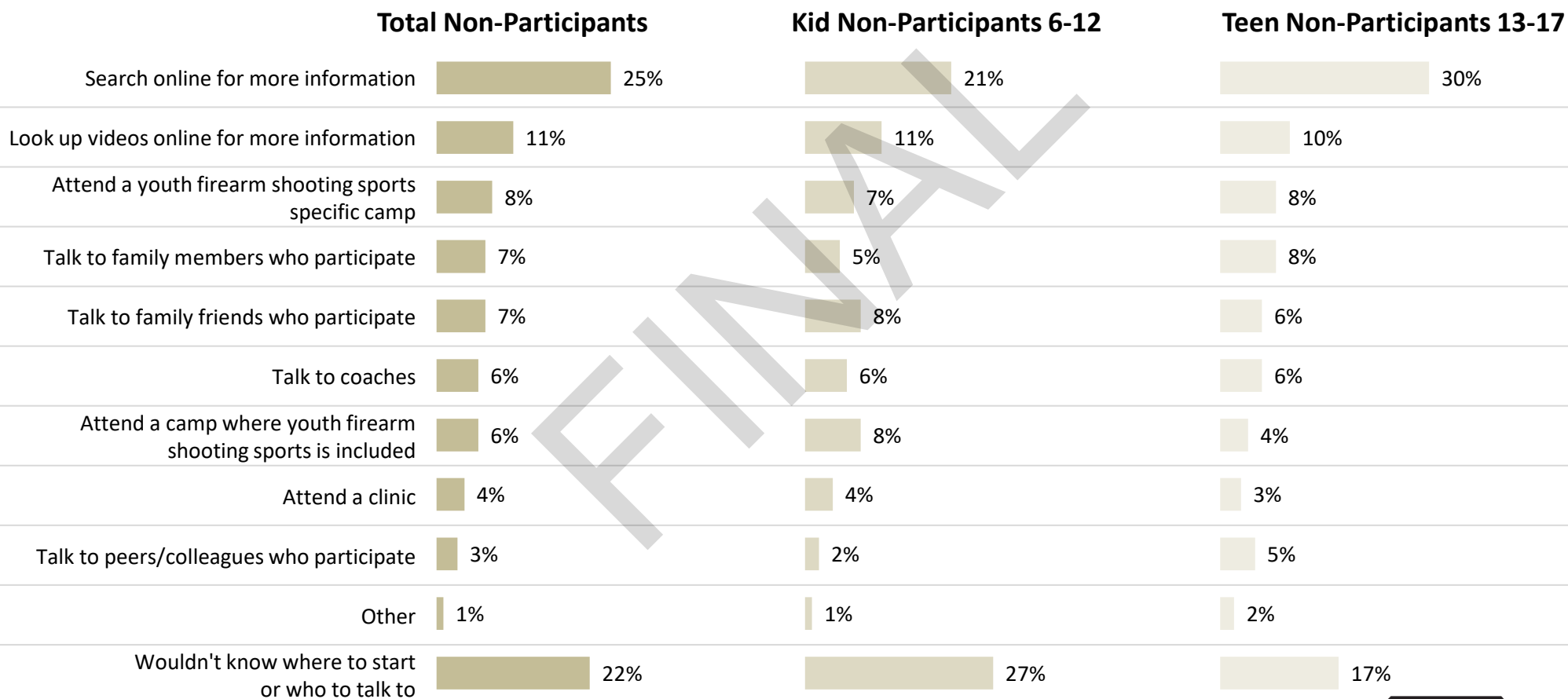
Just over a quarter of non-participants express disinterest in the sport; however, the primary challenges are not due to lacking interest but rather a lack of awareness and consideration, both of which are barriers that can be overcome.

### Barriers for Trying Youth Shooting Sports



In terms of beginning youth firearm sports, non-participants would turn to online searches or videos for information sources. Nearly a quarter of all non-participants express uncertainty about where to start.

### Where to Start Youth Shooting Sports

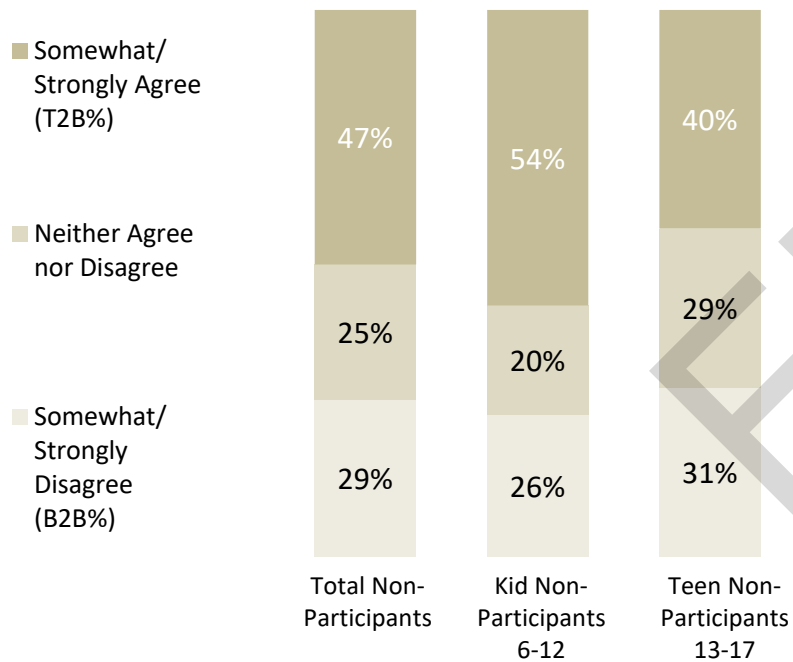


Base: Total Non-Participants (n=630), Non-Participants Kids 6-12 (n=315), Non-Participants Teen 13-17 (n=315)  
 D7. If “your child” / “you” were going to try out youth firearm shooting sports, where would “your child” / “you” begin?

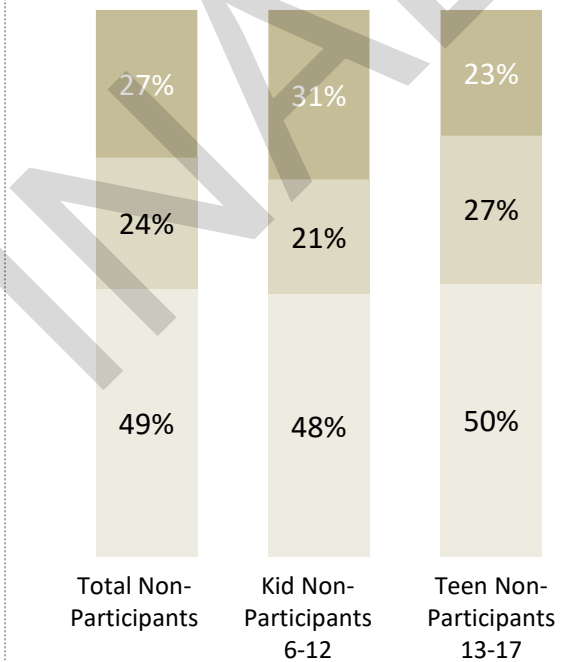
While just under half of total non-participants consider shooting sports *inappropriate in schools*, the perceptions of them being *unsafe* or *discouraged* are relatively uncommon.

### Safety Perception of Shooting Sports

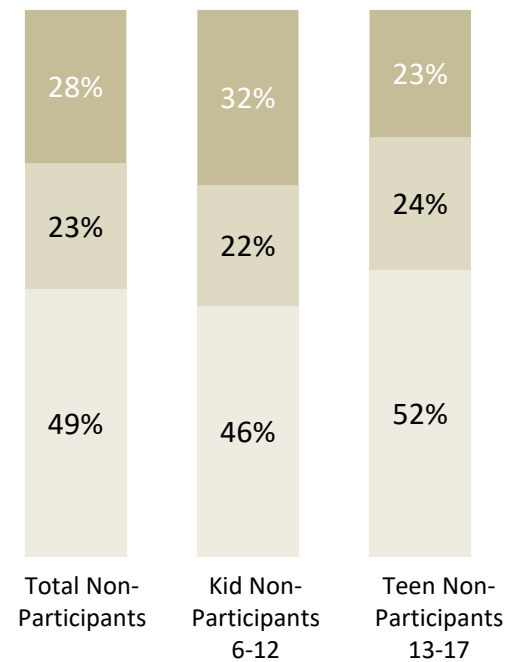
**“Shooting sports as a school sport is inappropriate due to gun violence in schools”**



**“I would feel unsafe near someone who participates in shooting sports”**



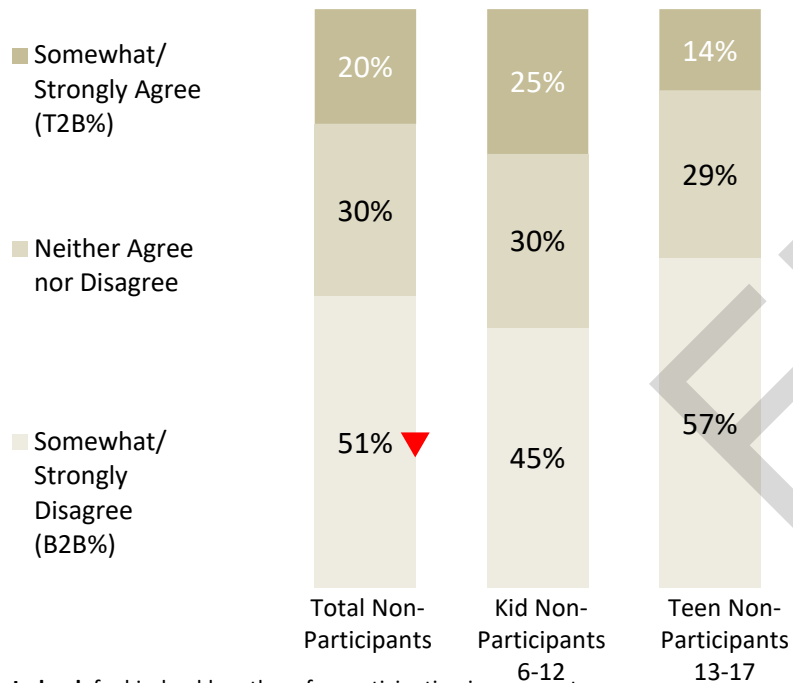
**“I would feel unsafe near someone who participates in shooting sports”**



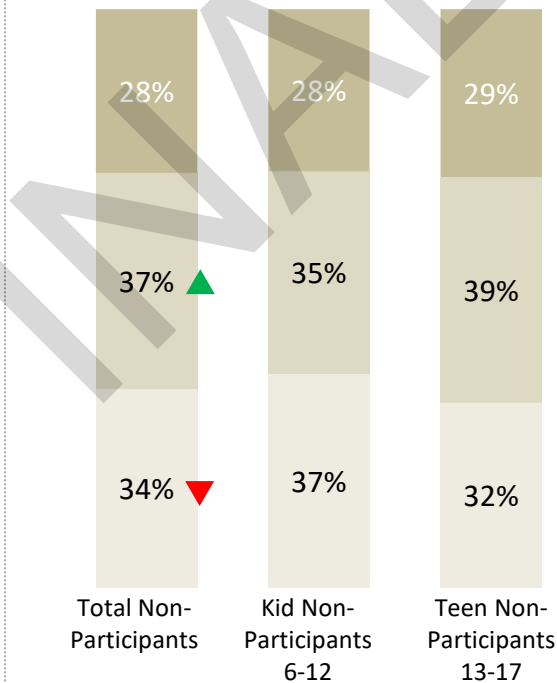
Individuals who do not participate are considerably more likely to strongly agree that they have been discouraged due to stereotypes about their sport/activity, showcasing fear of judgement are not unique to firearm sports.

## Perception of Sports/Activities

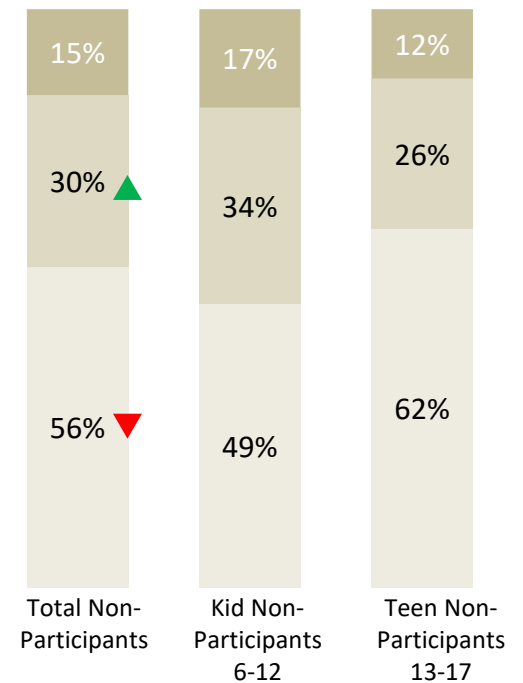
***“I feel judged by others for participating in my sport”***



***“Athletes in this sport face unfair labeling or assumptions”***



***“I have been discouraged from participating in this sport due to social stereotypes”***



**Judged:** feel judged by others for participating in my sport.

**Labeled:** Athletes in this sport face unfair labeling or assumptions

**Discouraged:** I have been discouraged from participating in this sport due to social stereotypes

▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



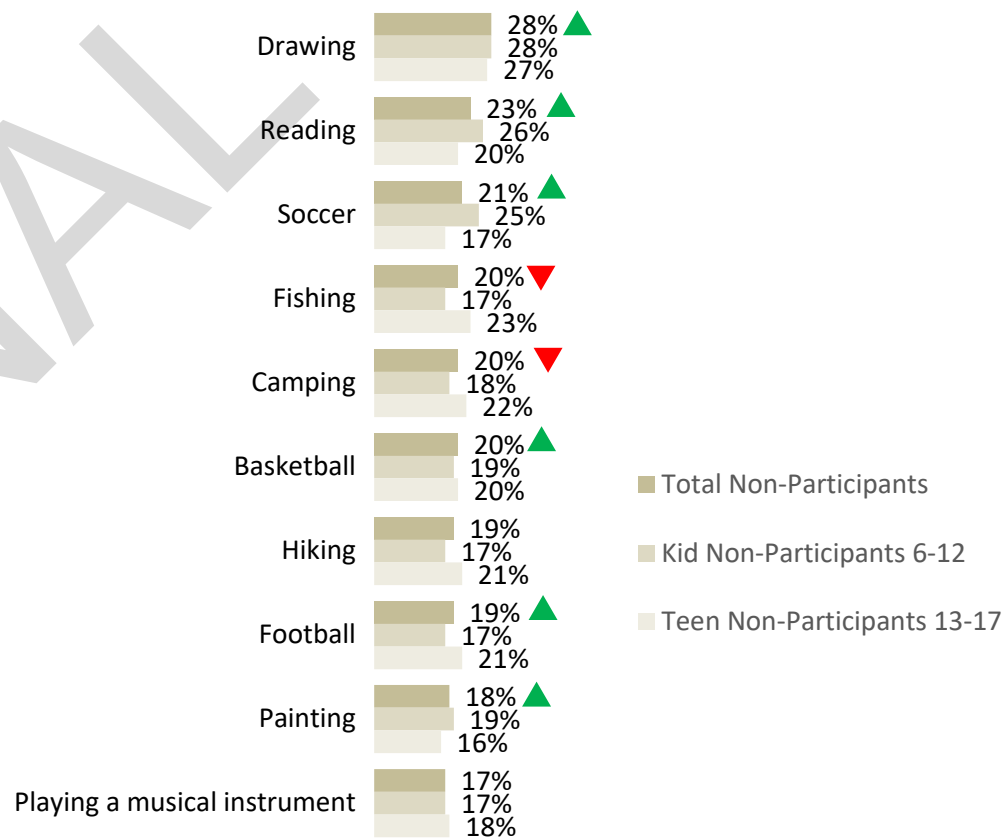
Non-Participants Overview

# **SUB SECTION: SPORTS OVERVIEW**

Non-participants are significantly more likely to participate in artistic pursuits like *drawing* or *reading* and sports such as *soccer*, *basketball* and *football*. They're significantly less likely to participate in outdoor pursuits such as *fishing* and *camping*.

### Sports Participate In

	Total Non-Participants	Kid Non-Participants 6-12	Teen Non-Participants 13-17
Organized Team Sports (Net)	54% ▲	53%	56%
Artistic Pursuits (Net)	45% ▲	46%	44%
Outdoor Pursuits (Net)	37% ▼	33%	41%
Organized Individual Sports ( <i>i.e tennis, swimming, gymnastics</i> ) (Net)	30% ▼	29%	31%
Non-Organized Sports (Net)	29% ▲	28%	31%
Other Hobbies (Net)	39% ▲	41%	37%



Top 10 mentions based on Total Participants reported.

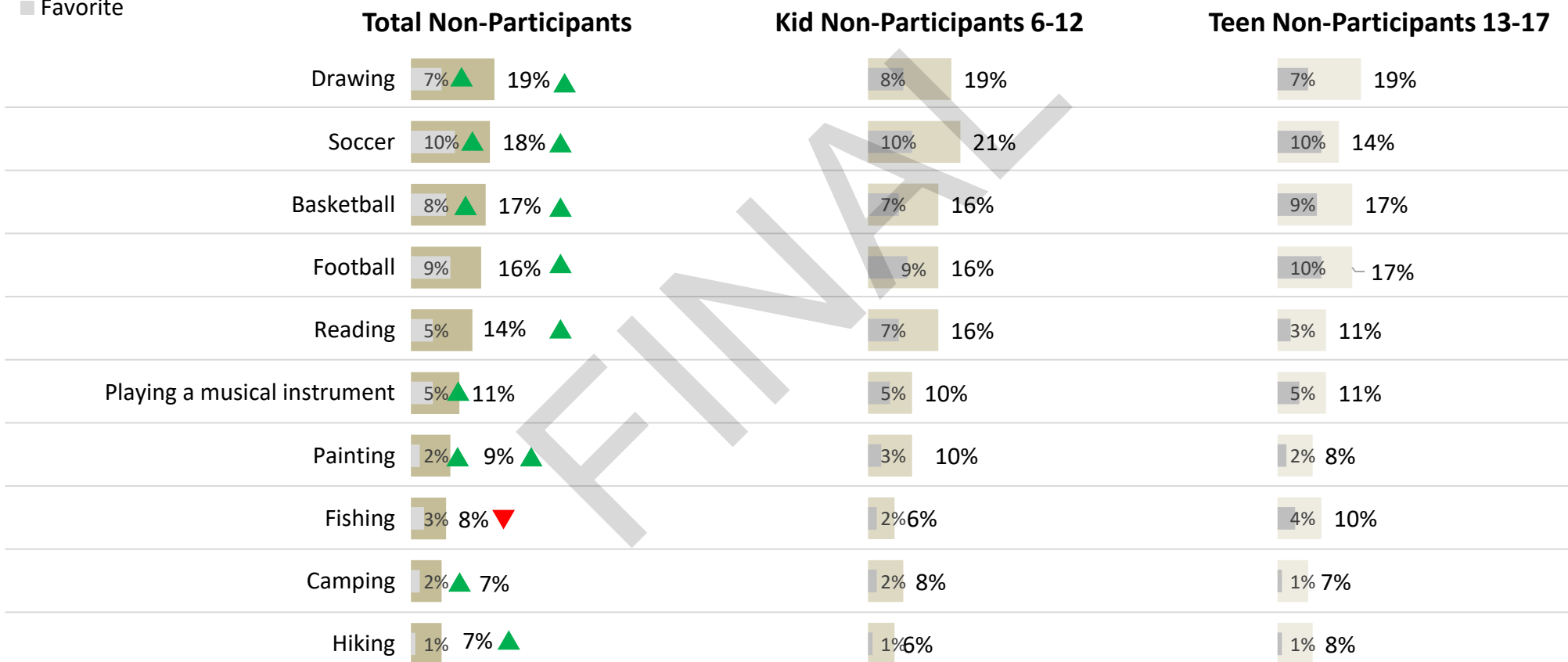
▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



# Top favorite sports follow a similar trend, with *drawing*, *soccer* and *basketball* securing the top three sports.

## Top Favorited Participated Sports/Activities (Ranked 1-3)

■ Top 3 Favorite  
■ Favorite



Sports reported are the top 10 most participated by base.

▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



Base: Total Non-Participants (n=630), Non-Participants Kids 6-12 (n=315), Non-Participants Teen 13-17 (n=315)

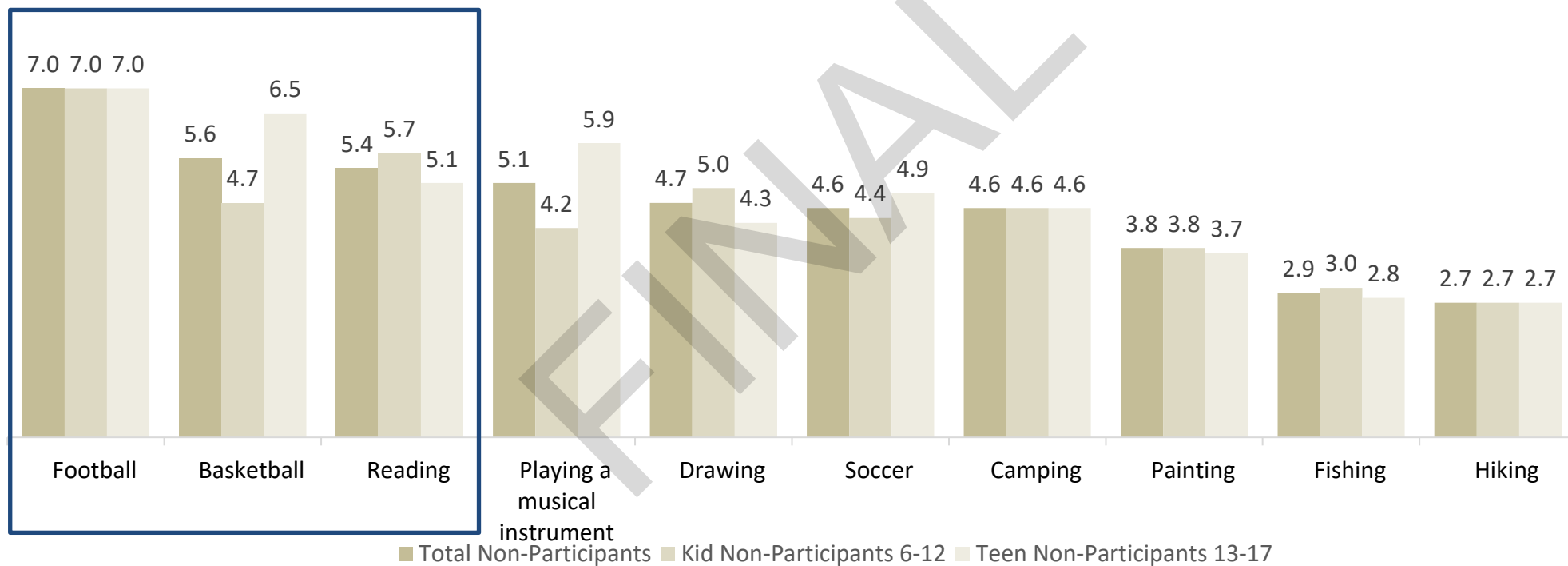
S2B. Out of the following sports "your child participates" / "you participate" in, please arrange them in order of priority, with 1 indicating the highest importance and 2 being the second highest importance, continuing until all sports have been ranked.

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

Football, basketball, and reading are the activities most commonly engaged in on a weekly basis, with participants dedicating an average of 5 to 7 hours to each.

### Top Sports/Activity Frequency

(Mean Hours for the Top 10 sports)



Base: Total Non-Participants (n=630), Non-Participants Kids 6-12 (n=315), Non-Participants Teen 13-17 (n=315)

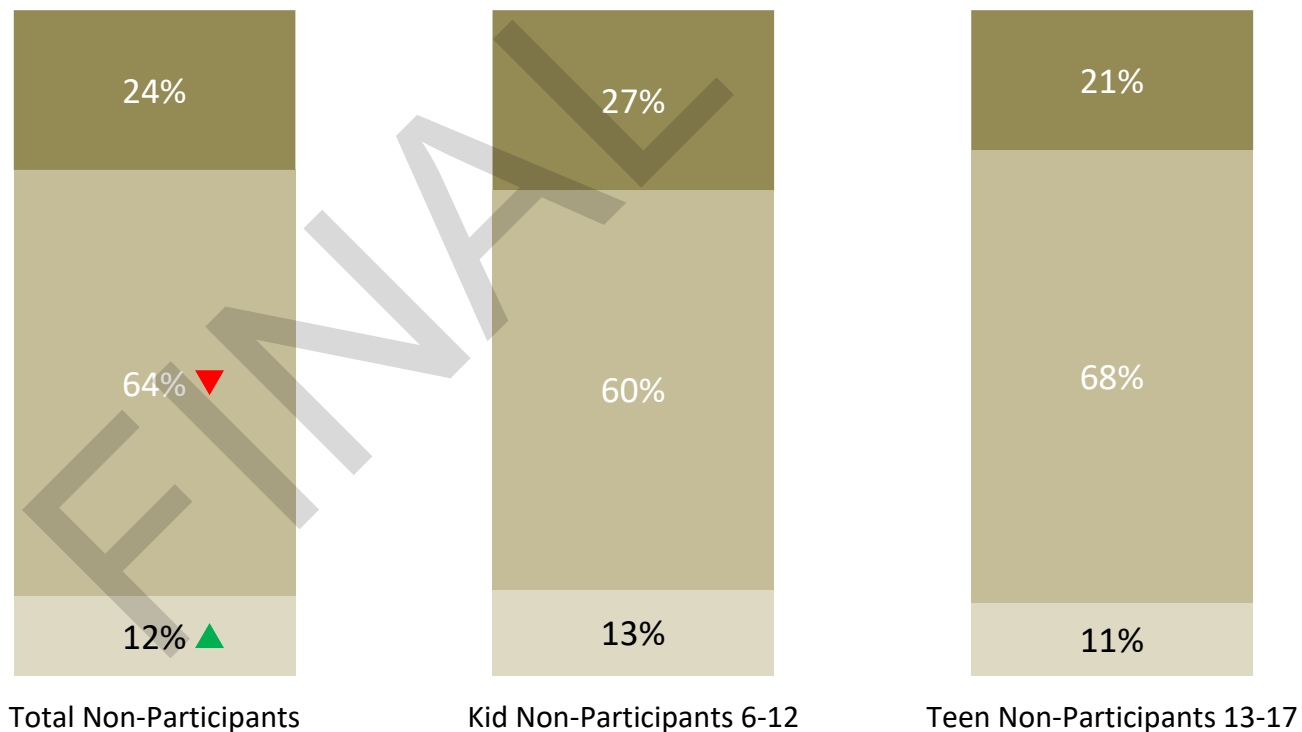
S7. For each activity that you/ your child participate in, please select how often you/ your child engage in each of the following during a typical week.

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

While over half of non-participants indicate a balance of both academics and sport/activities equally, they are significantly less likely than participants to prioritize this balance.

### Academic vs. Activities as Priority

- Academics are top priority. Spend most of time focusing on schoolwork.
- Balance both academics and sports/activities equally
- Sports/activities are top priority. Spend most of time engaged in physical or creative activities.



▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



Non-Participants Overview

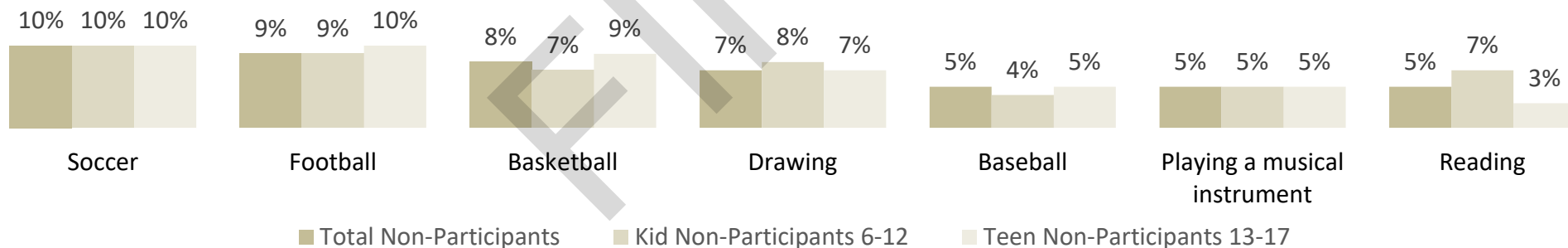
# **SUB SECTION: SPORT DEEP DIVE**

FINAL

# Sports Deep Dive Section Overview

For the sports deep dive section of the survey, **Non-Participants** were assigned to their **primary sport/activity** (primary sport/activity meaning their favorite activity or the one they spend the most time doing), and Participants were assigned **Youth Firearm Shooting Sports**.

*Below is an overview of the top sports/activities assigned to **Non-Participants** (excluding sports/activities <5%).*

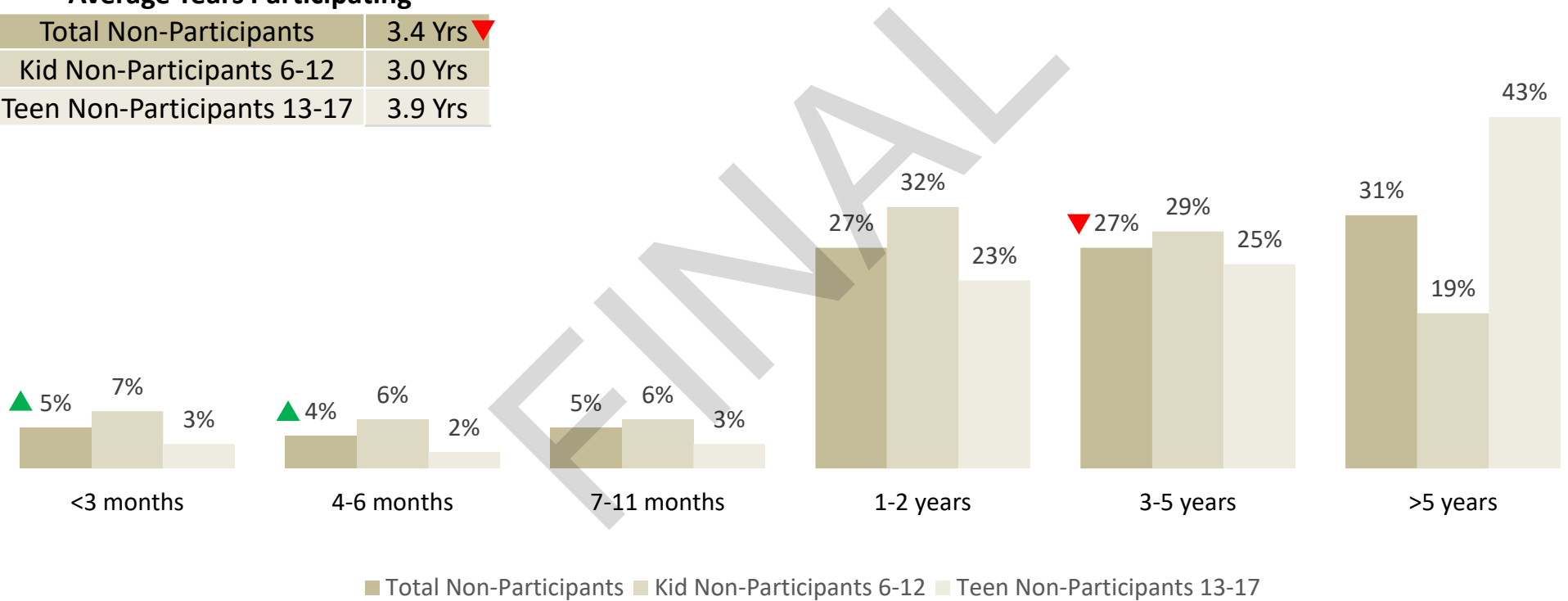


Total Non-Participants report having around 3 years of involvement in their activities, a tenure significantly less than youth firearm shooting participants.

### How Long Participating In Any Sport/Activity

#### Average Years Participating

Total Non-Participants	3.4 Yrs ▼
Kid Non-Participants 6-12	3.0 Yrs
Teen Non-Participants 13-17	3.9 Yrs

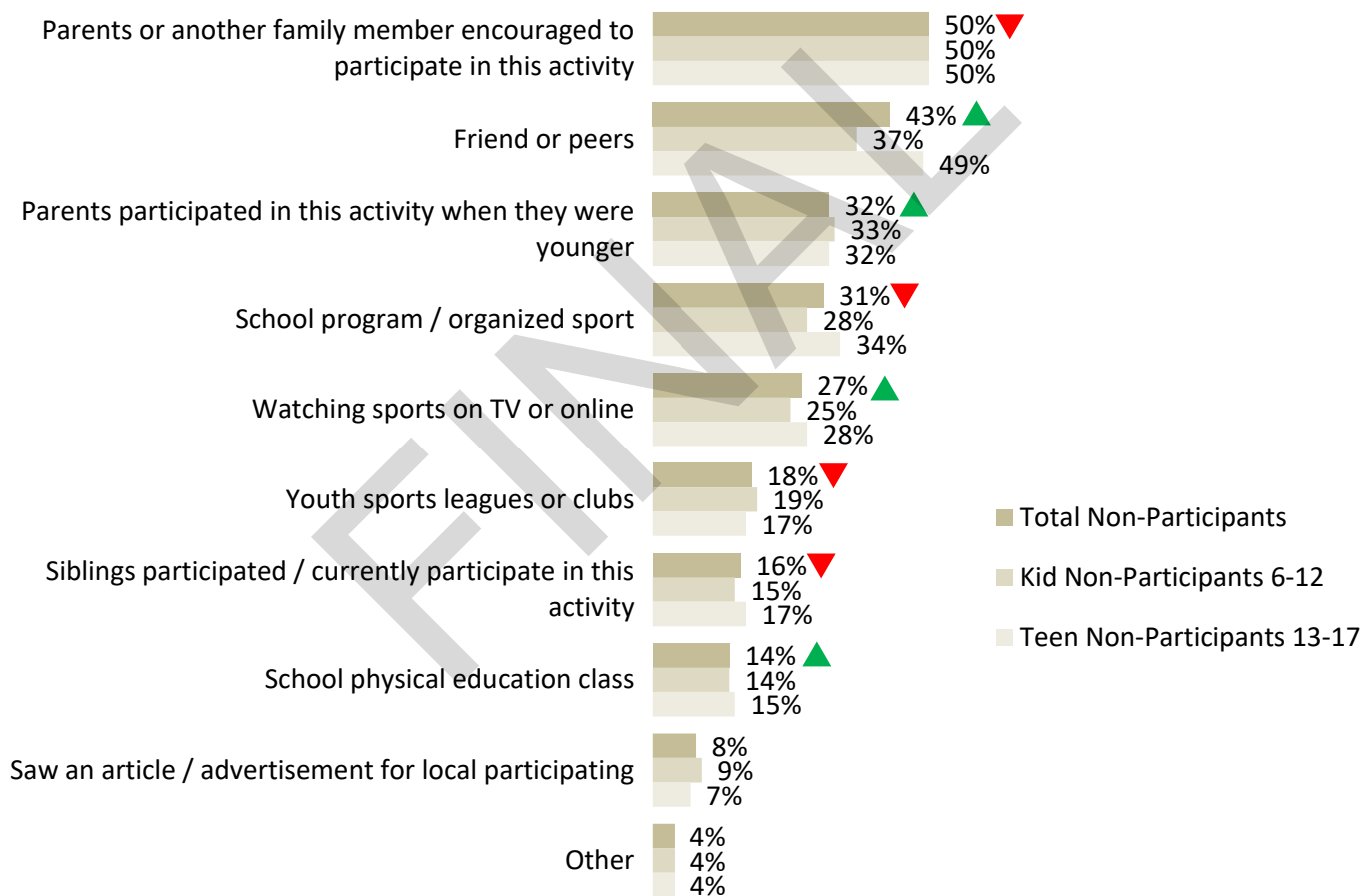


▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



Parents/family members and friends or peers are the top ways non-participants started in their activities. Non-participants are significantly more likely to get started with their sport/activities through watching sports or school physical education classes.

## Getting Started with Sport/Activity

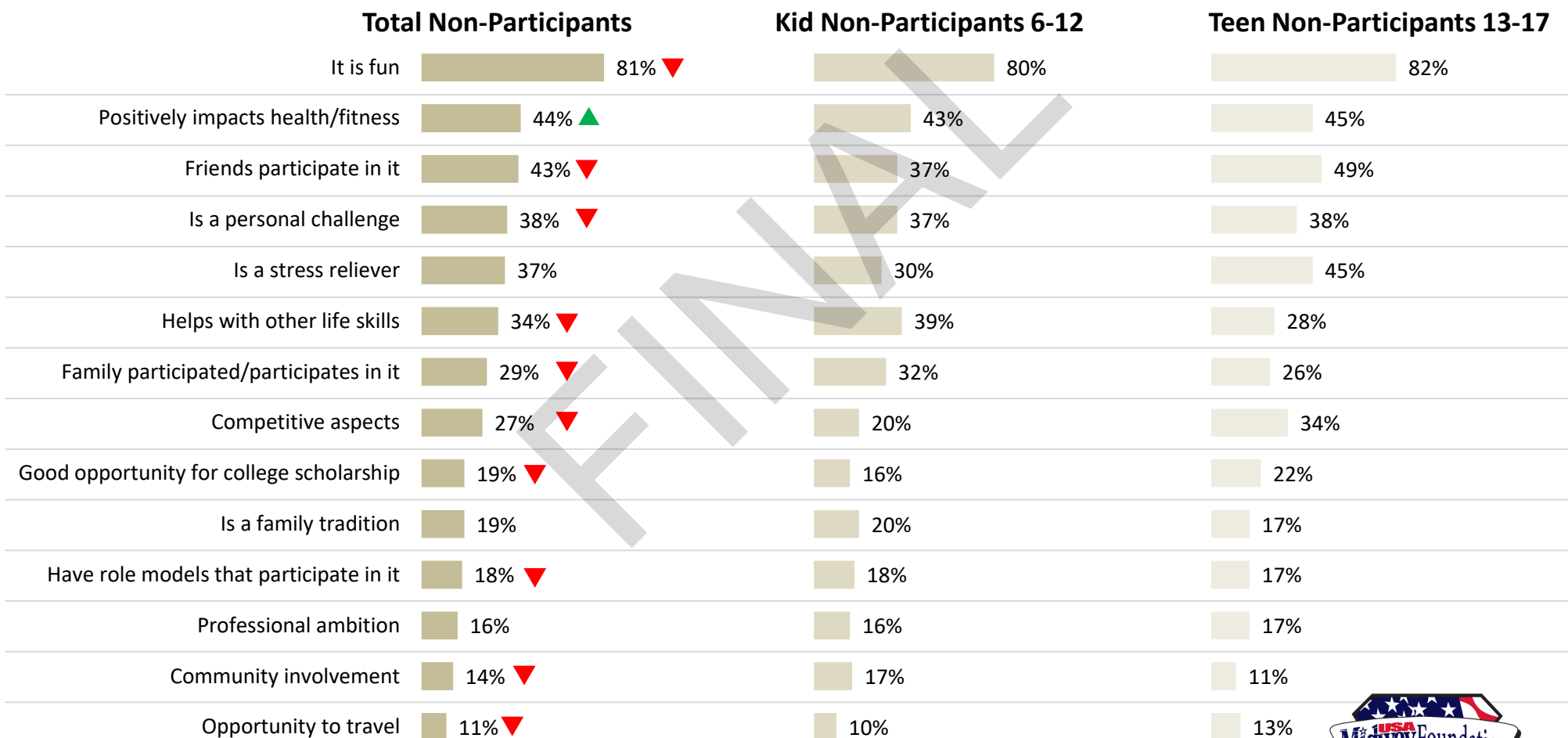


▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



Enjoyment, positive influence, and having friends involved are the main motivations for individuals to engage in their sport or activity. Though still the top factor, non-participants are less likely to mention fun as a reason. They are significantly more focused on the health and fitness benefits in comparison to participants.

## Reasons for Participating



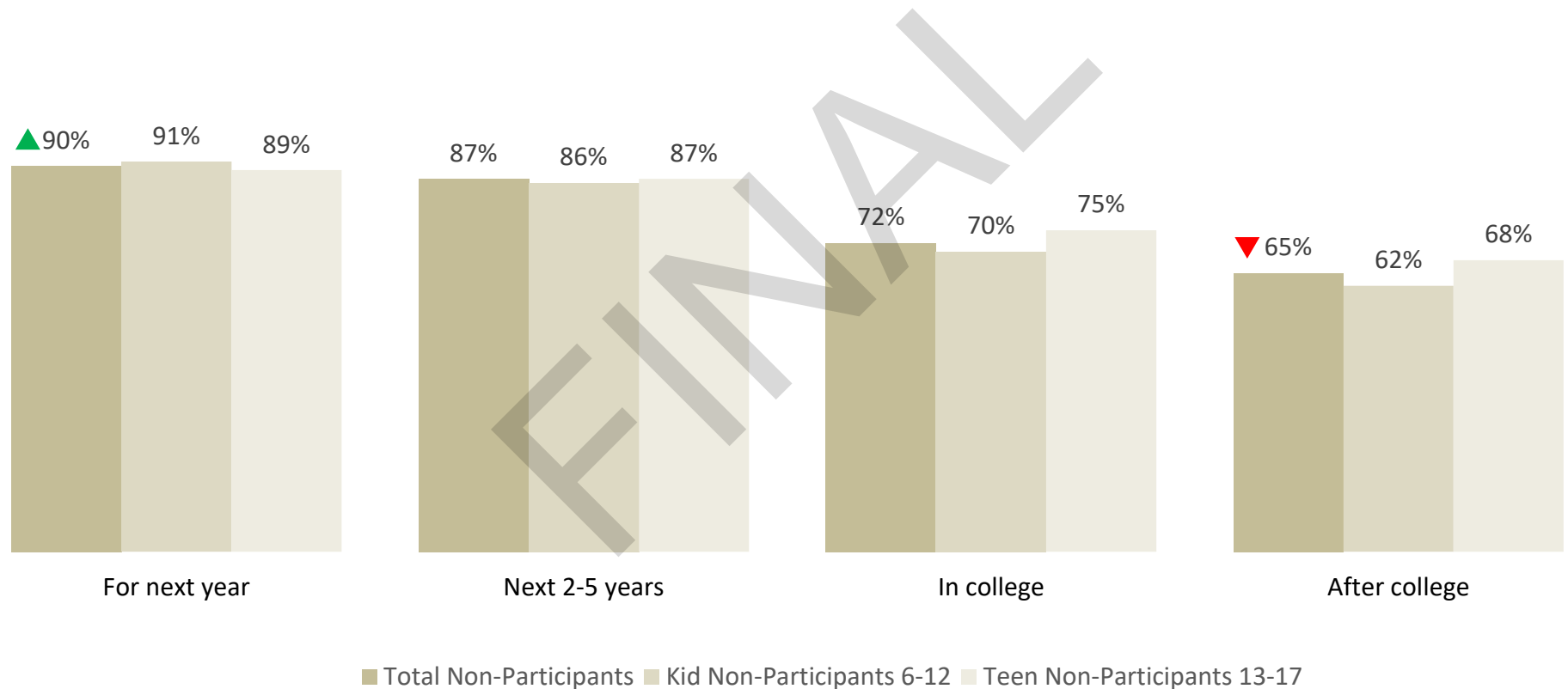
▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



While there is a notably higher interest in participating in their activity in the next year, non-participants demonstrate a significantly lower likelihood of continuing with their sport or activity after college, which underscores the greater longevity associated with youth firearm shooting sports.

## Interest in Future Participation

(Top 2 Box / "Very/Somewhat Interested")



▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



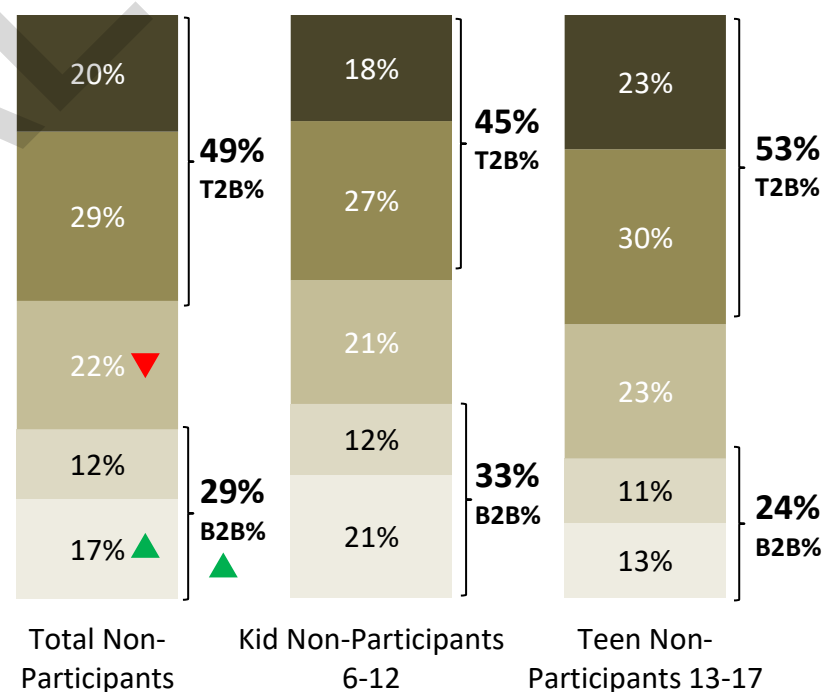
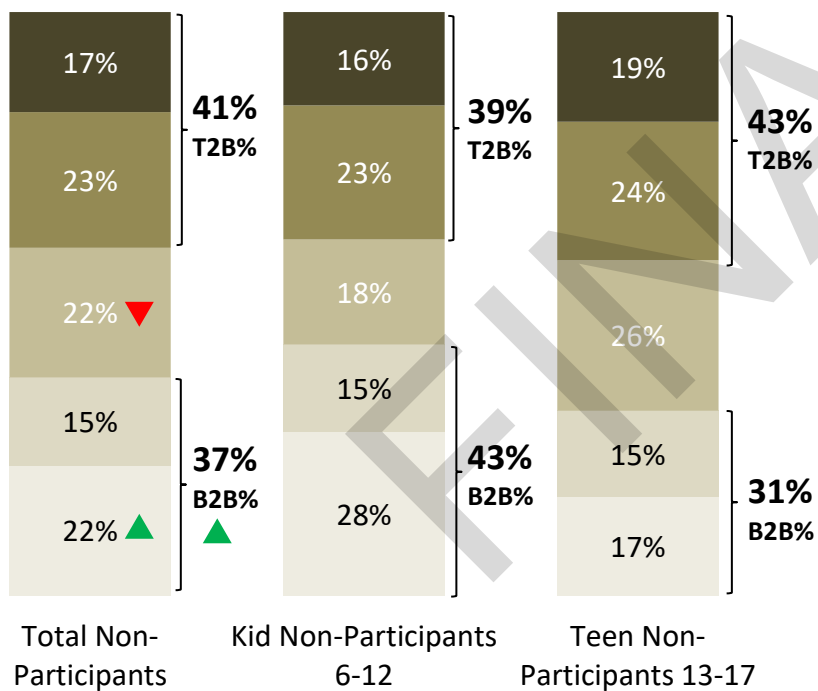
The availability of scholarships and opportunities for future advancement have a considerably lower impact on future participation than they do for participants in youth shooting sports.

## Future Participation Impact

### Availability of Scholarships

### Availability to Advance

- Very Strong Influence
- Strong Influence
- Moderate Influence
- Little Influence
- No Influence at All



▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



Base: Total Non-Participants (n=630), Non-Participants Kids 6-12 (n=315), Non-Participants Teen 13-17 (n=315)

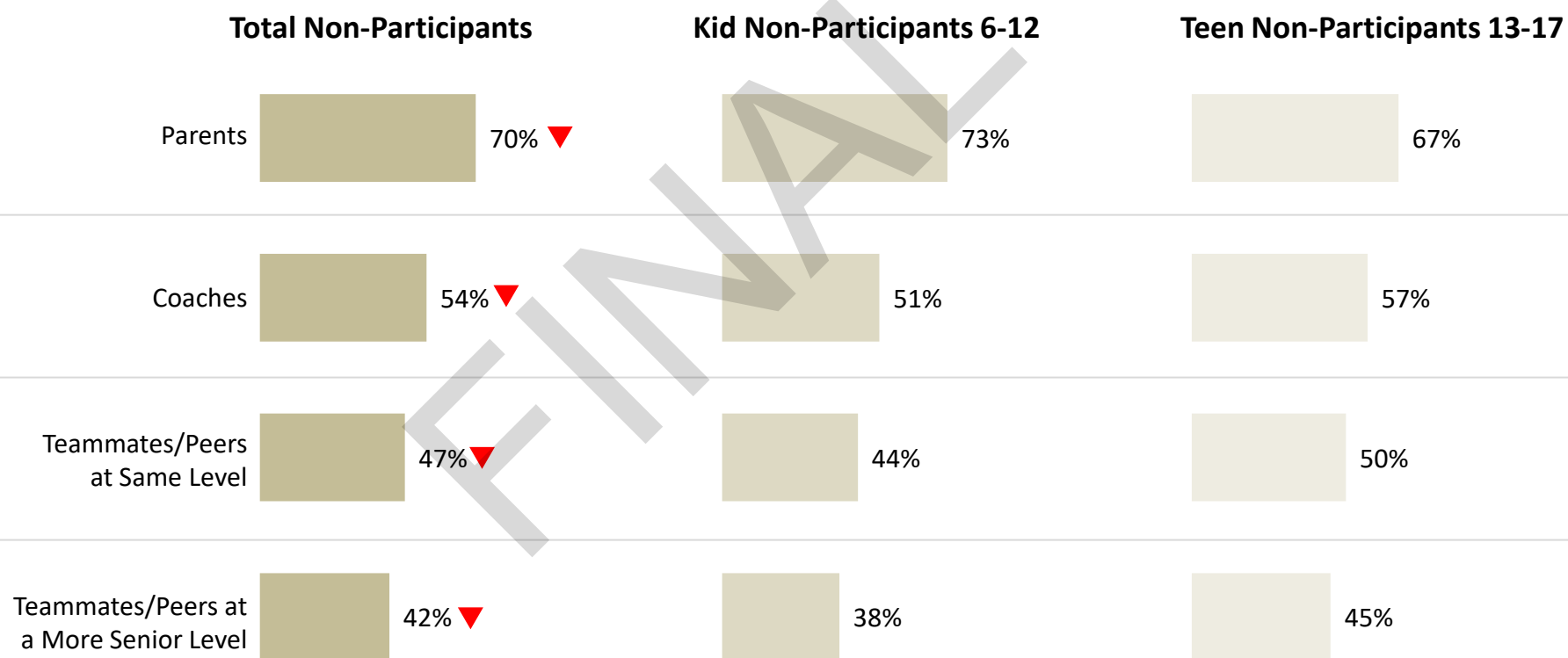
B4B. How much does availability of scholarships and ability to advance in have on "your child's" / "your" interest and participation in [Insert Sport / Activity] ?

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

Though more than half of non-participants report that their parents and coaches are very to extremely involved, overall engagement levels are notably lower compared to participants in firearm shooting sports.

## Role of Parents / Coaches / Peer Mentors

(Top 2 Box / "Extremely / Very Involved")



▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



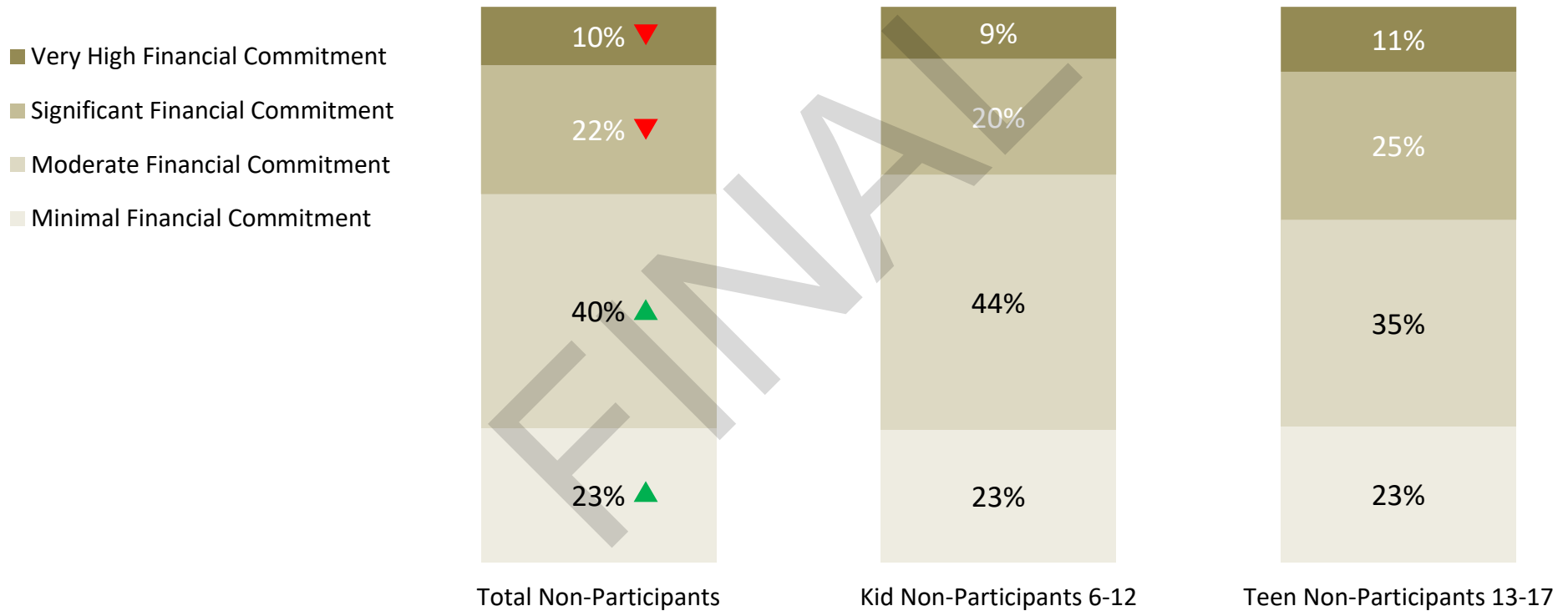
Base: Total Non-Participants (n=630), Non-Participants Kids 6-12 (n=315), Non-Participants Teen 13-17 (n=315)

B7. How involved would you say parents, coaches and peers are in "your child's" / "your" growth and development in [Insert Sport / Activity] ?

CHANGING THE FUTURE OF  
YOUTH SHOOTING SPORTS

The financial barriers for activities among non-participants are generally lower compared to the substantial financial commitment needed for those engaged in youth shooting sports.

### Cost Barriers

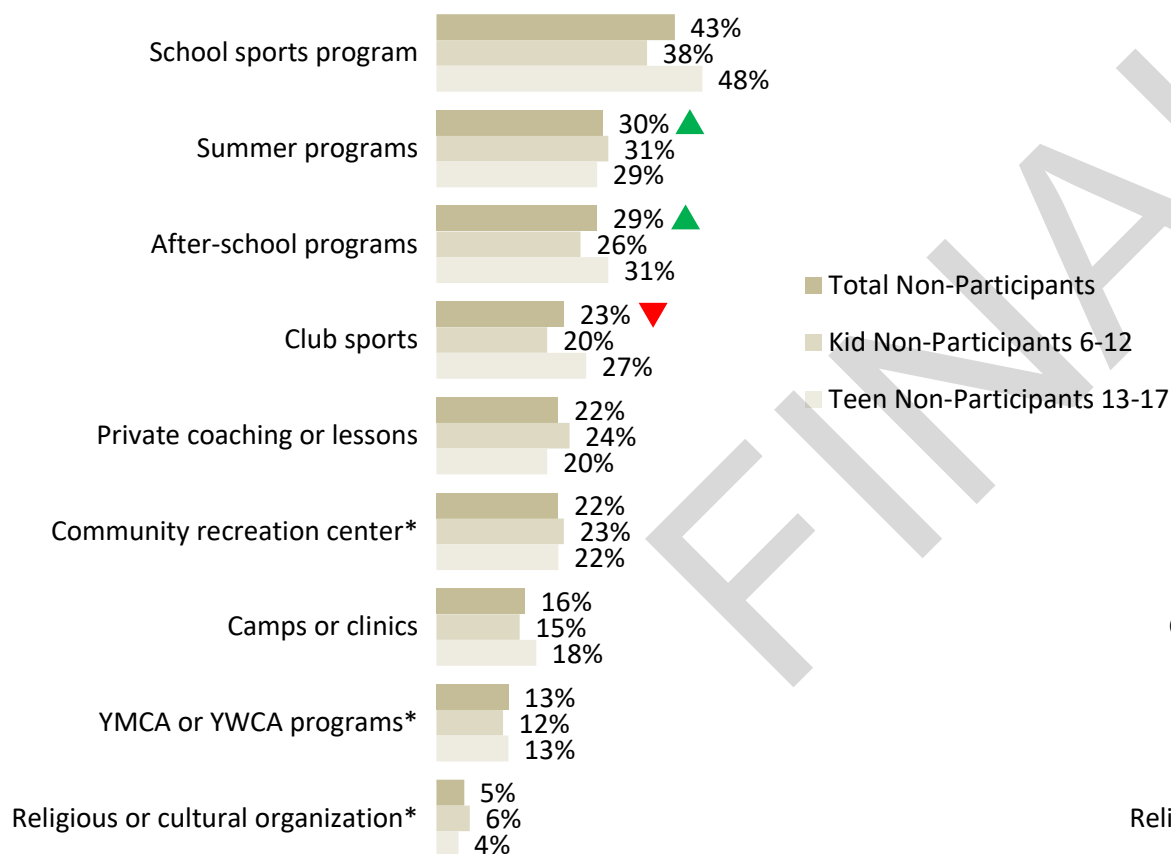


▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level

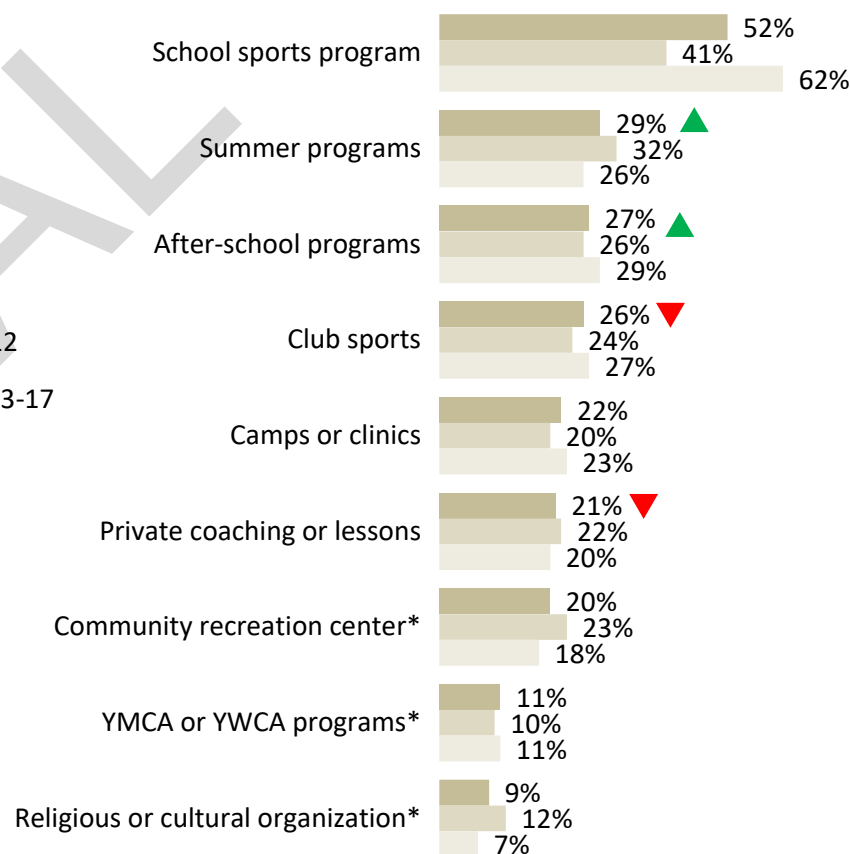


# School sports are the primary programs non-participants start in and currently participate in, followed by summer and after-school programs.

## Where Started



## Where Participate



▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level | \*Attribute shown for non-participants only / stat testing not available



Base: Answering Total Non-Participants (n=407), Non-Participants Kids 6-12 (n=198), Non-Participants Teen 13-17 (n=209)

B8. Which program(s) did "your child"/ "you" begin participating in [Insert Sport / Activity] through? B9. What types of program(s) "does your child" / "do you" currently participate in?

CHANGING THE FUTURE OF YOUTH SHOOTING SPORTS

Non-participants select their sports or activities of interest for reasons similar to participants, such as availability, enjoyment, social influence, and skill development.

## Why Participate in These Programs Over Others

(Top 5 Themes)

### Availability

It's just what's available.

### Enjoyment

I enjoy swimming and seem to be built for it unlike contact sports.

### Family and Social Influence

My friends from school play and do summer football and I like to hang with my friends.

### Skill Development

Because these programs provide opportunities to develop teamwork, leadership, and social skills.

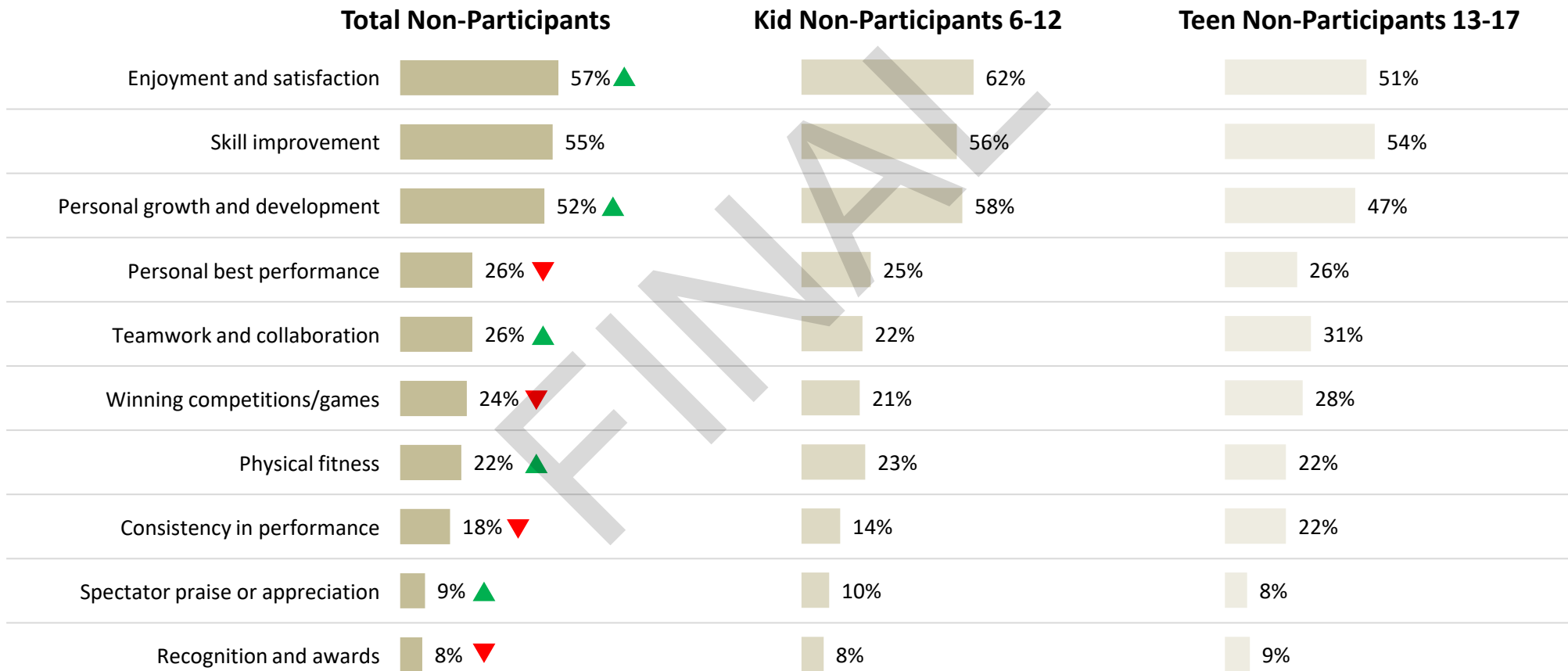
### Cost & Convenience

These programs are more affordable and are less competitive.



Non-participants are significantly more likely to define success by enjoyment, personal growth/development, and teamwork compared to participants.

### Tracking Successes (Ranked top 3)



▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level



# APPENDIX

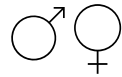
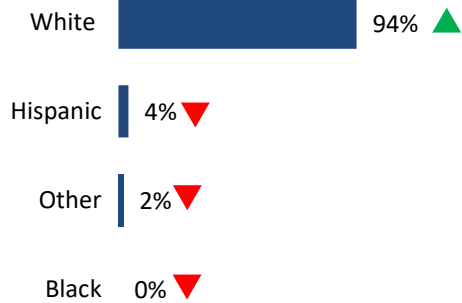


# Total Participants Demographics.....

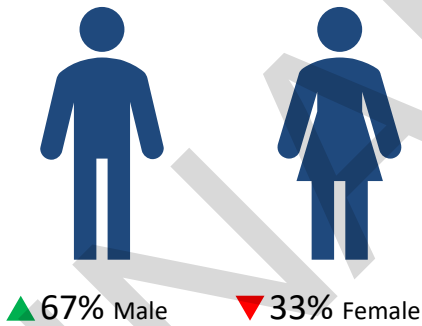
## TOTAL PARTICIPANTS DEMOGRAPHICS



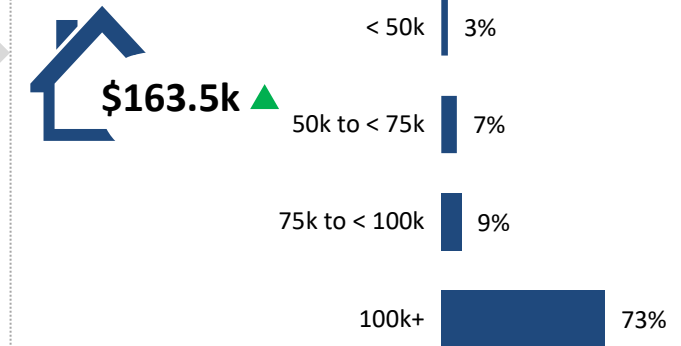
### Race/Ethnicity



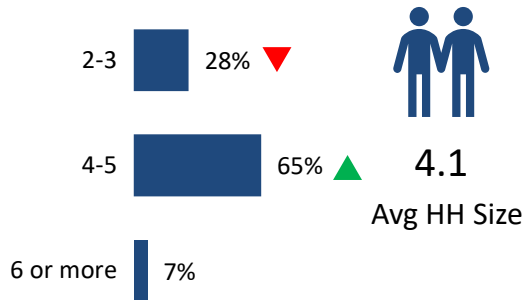
### Gender



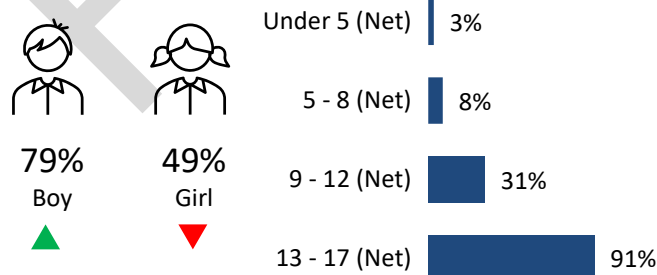
### HH Income



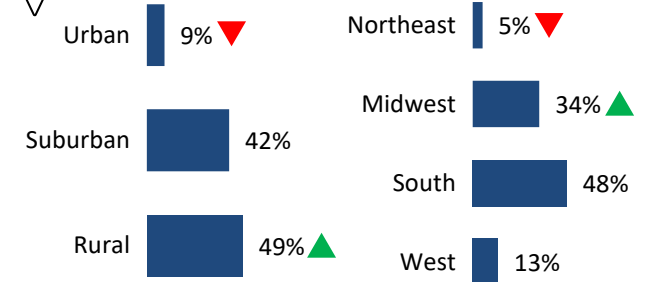
### HH Composition



### Kids in HH



### Area



▲ ▼ Indicates statistically greater or less than Total Participants (n=243) at 95% confidence level

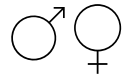
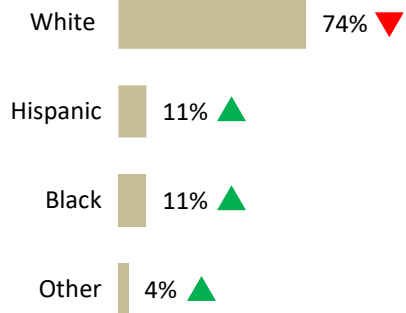


# Total Non-Participants Demographics.....

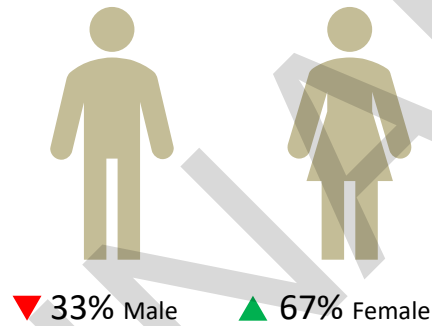
## TOTAL NON-PARTICIPANTS DEMOGRAPHICS



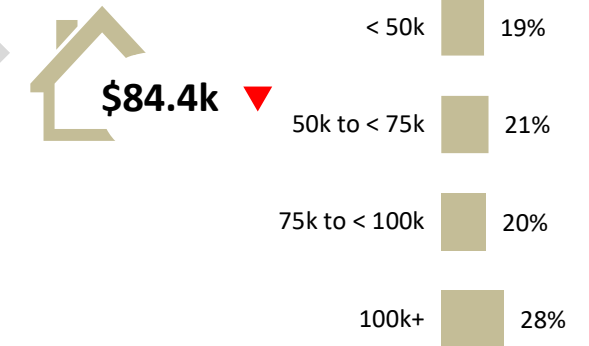
### Race/Ethnicity



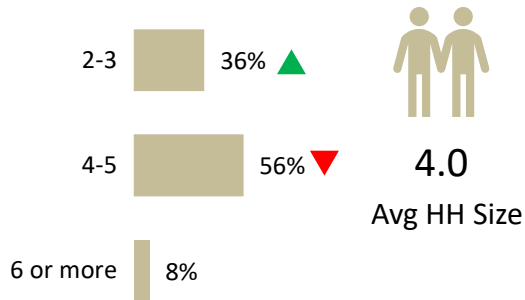
### Gender



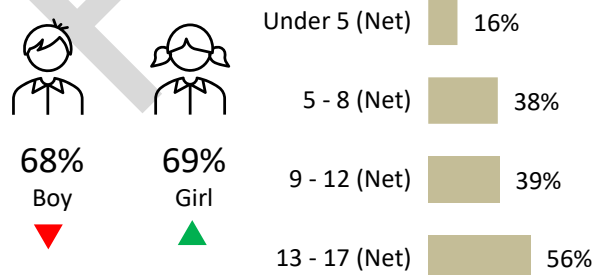
### HH Income



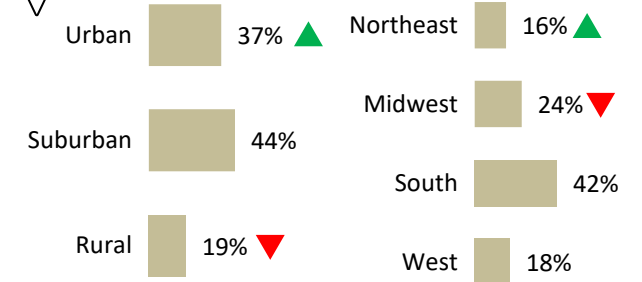
### HH Composition



### Kids in HH



### Area

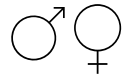
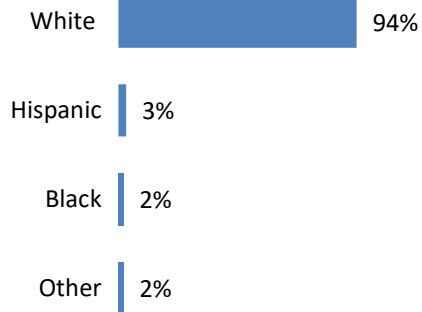


# Participants 6-12 Demographics.....

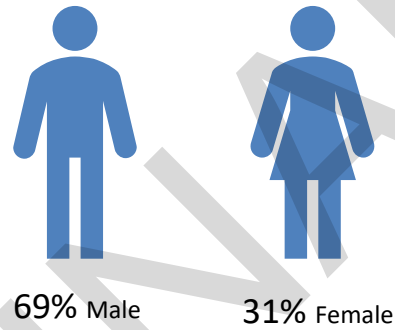
## PARTICIPANTS 6-12 DEMOGRAPHICS



### Race/Ethnicity



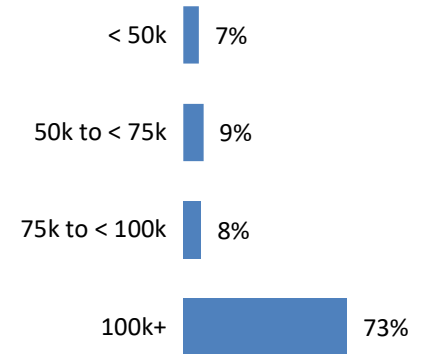
### Gender



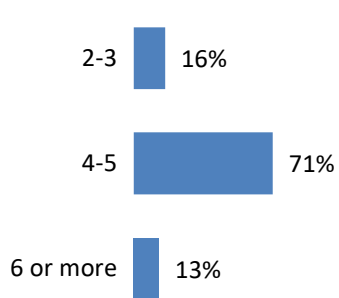
### HH Income



\$153.6k



### HH Composition



**4.4**  
Avg HH Size

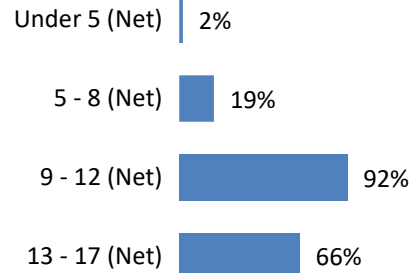
### Kids in HH



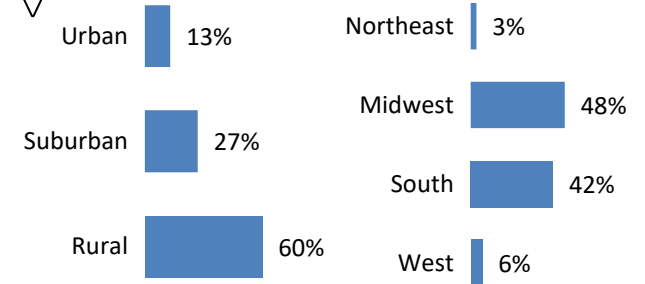
85%  
Boy



56%  
Girl



### Area

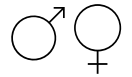
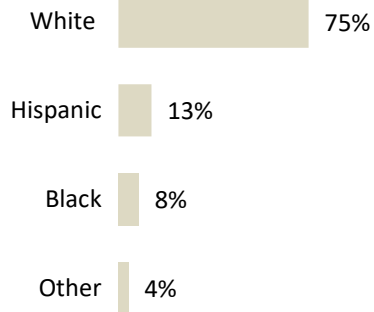


# Non-Participants 6-12 Demographics.....

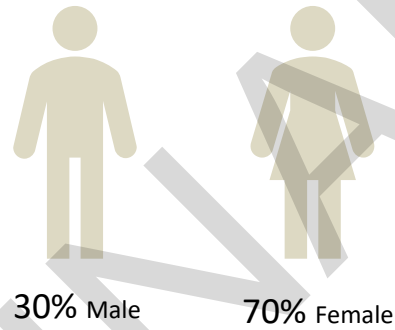
## NON-PARTICIPANTS 6-12 DEMOGRAPHICS



### Race/Ethnicity



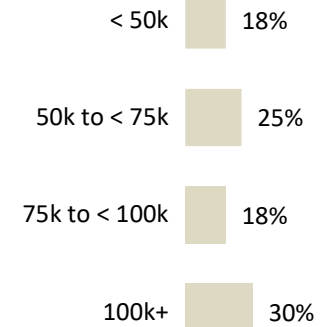
### Gender



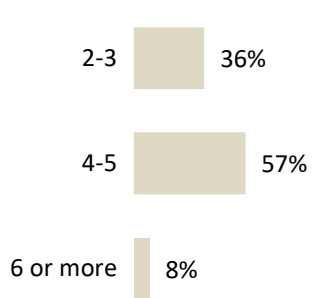
### HH Income



**\$86.0k**



### HH Composition

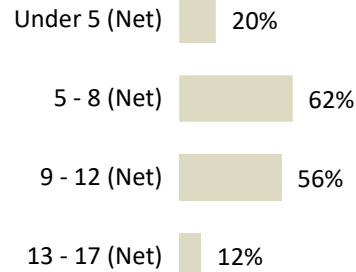


**4.0**  
Avg HH Size

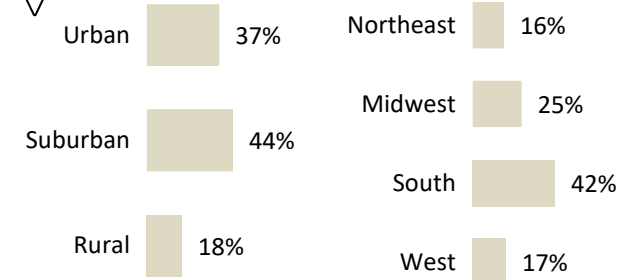
### Kids in HH



70% Boy      72% Girl



### Area

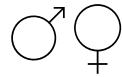
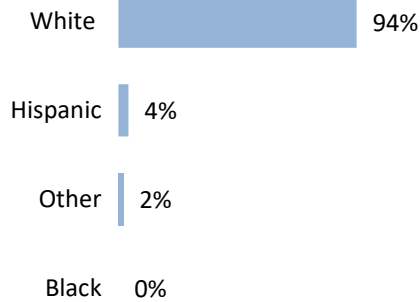


# Participants 13-17 Demographics.....

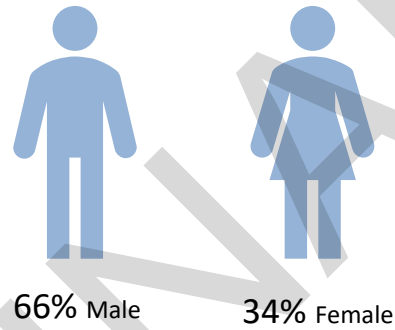
## PARTICIPANTS 13-17 DEMOGRAPHICS



### Race/Ethnicity



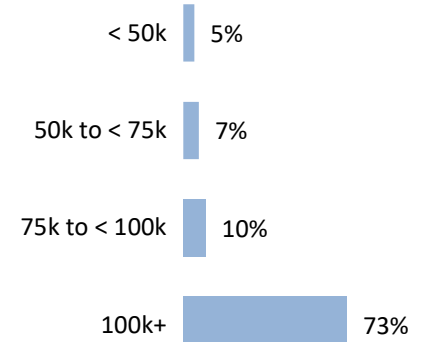
### Gender



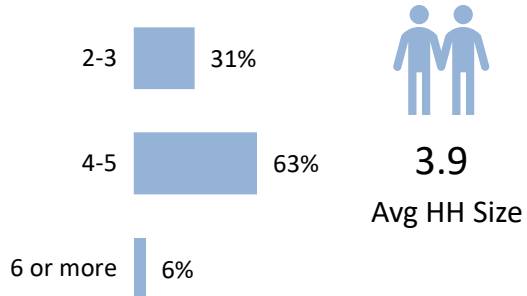
### HH Income



\$166.9k



### HH Composition



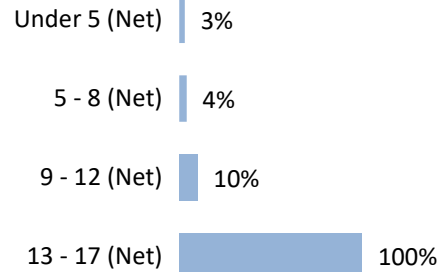
### Kids in HH



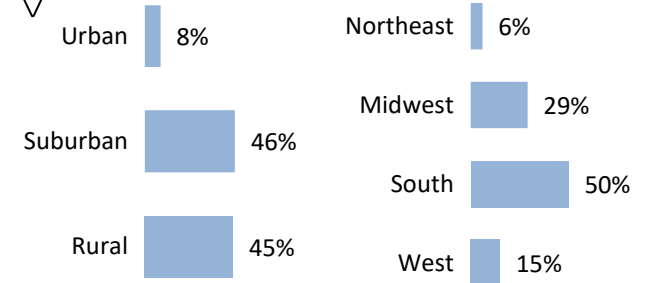
77%  
Boy



47%  
Girl



### Area

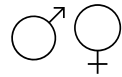
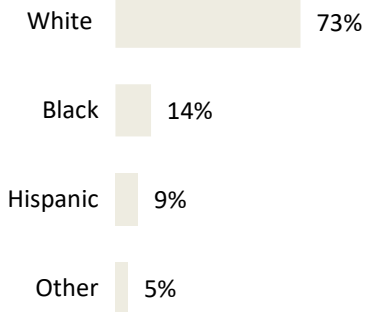


# Non-Participants 13-17 Demographics.....

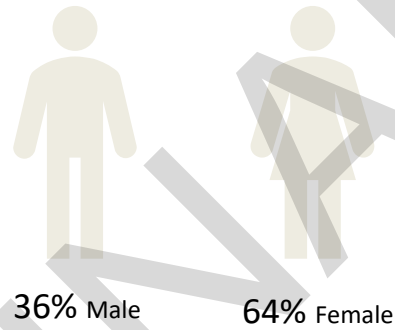
## NON-PARTICIPANTS 13-17 DEMOGRAPHICS



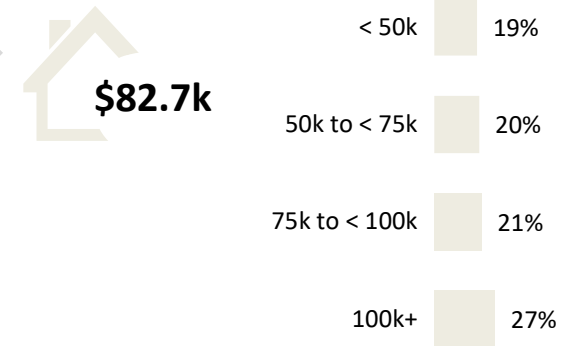
### Race/Ethnicity



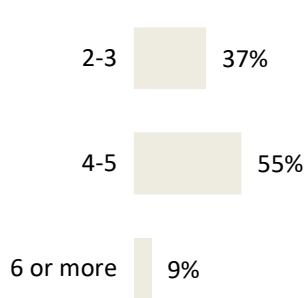
### Gender



### HH Income



### HH Composition



**4.0**  
Avg HH Size

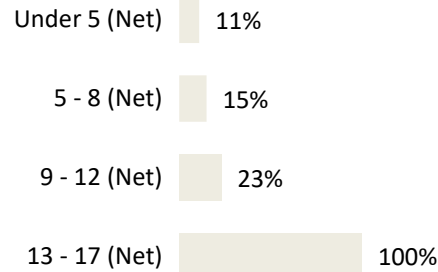
### Kids in HH



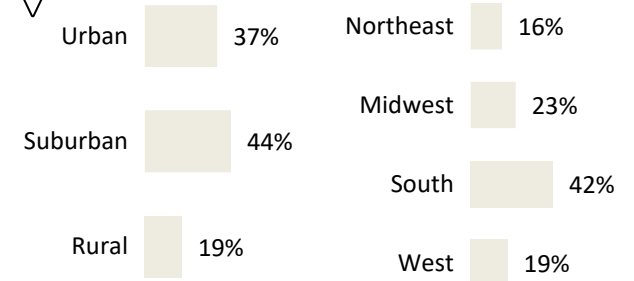
**66%**  
Boy



**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



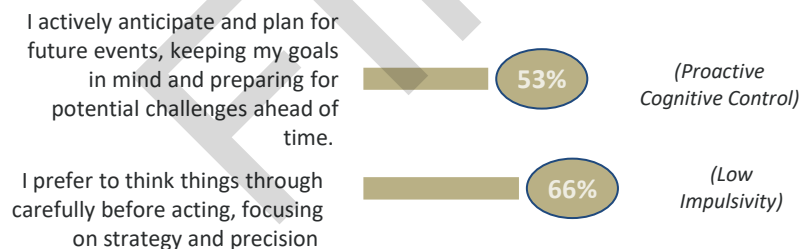
### Readiness



### Growth



### Timing

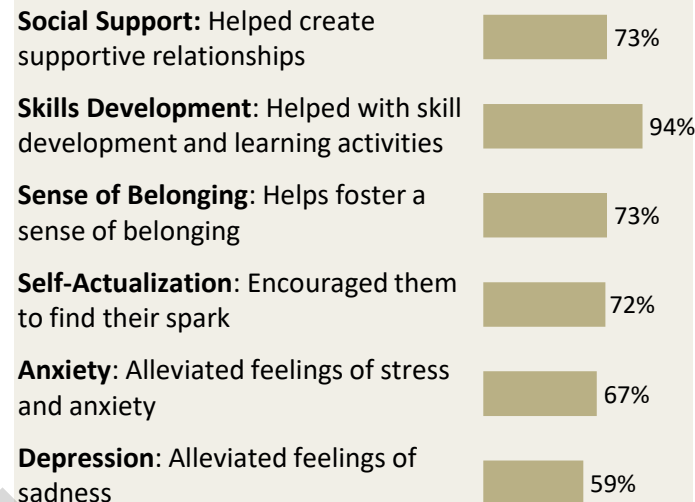


### Biggest Motivator

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.

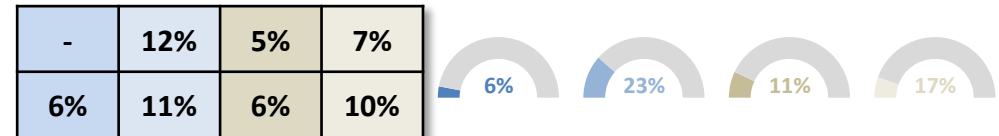
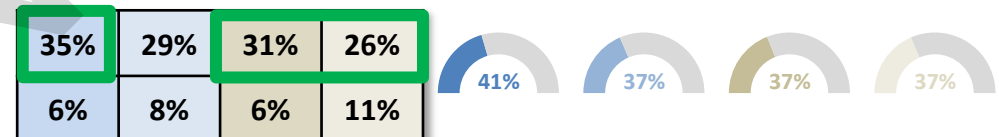
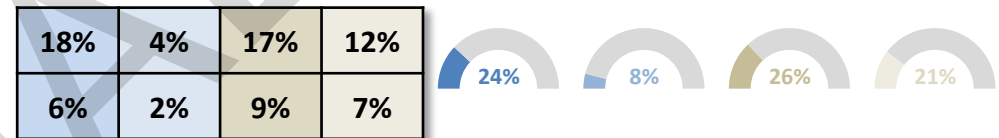
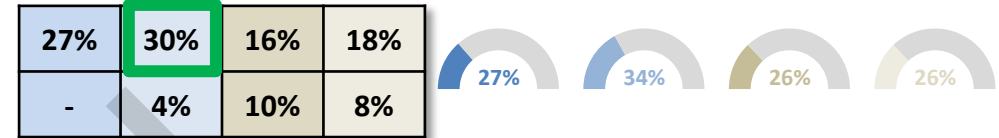
- **Self-Efficacy:** I have confidence in my ability to improve my skills
- **Belonging:** I feel a strong connection and sense of belonging with my peers

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

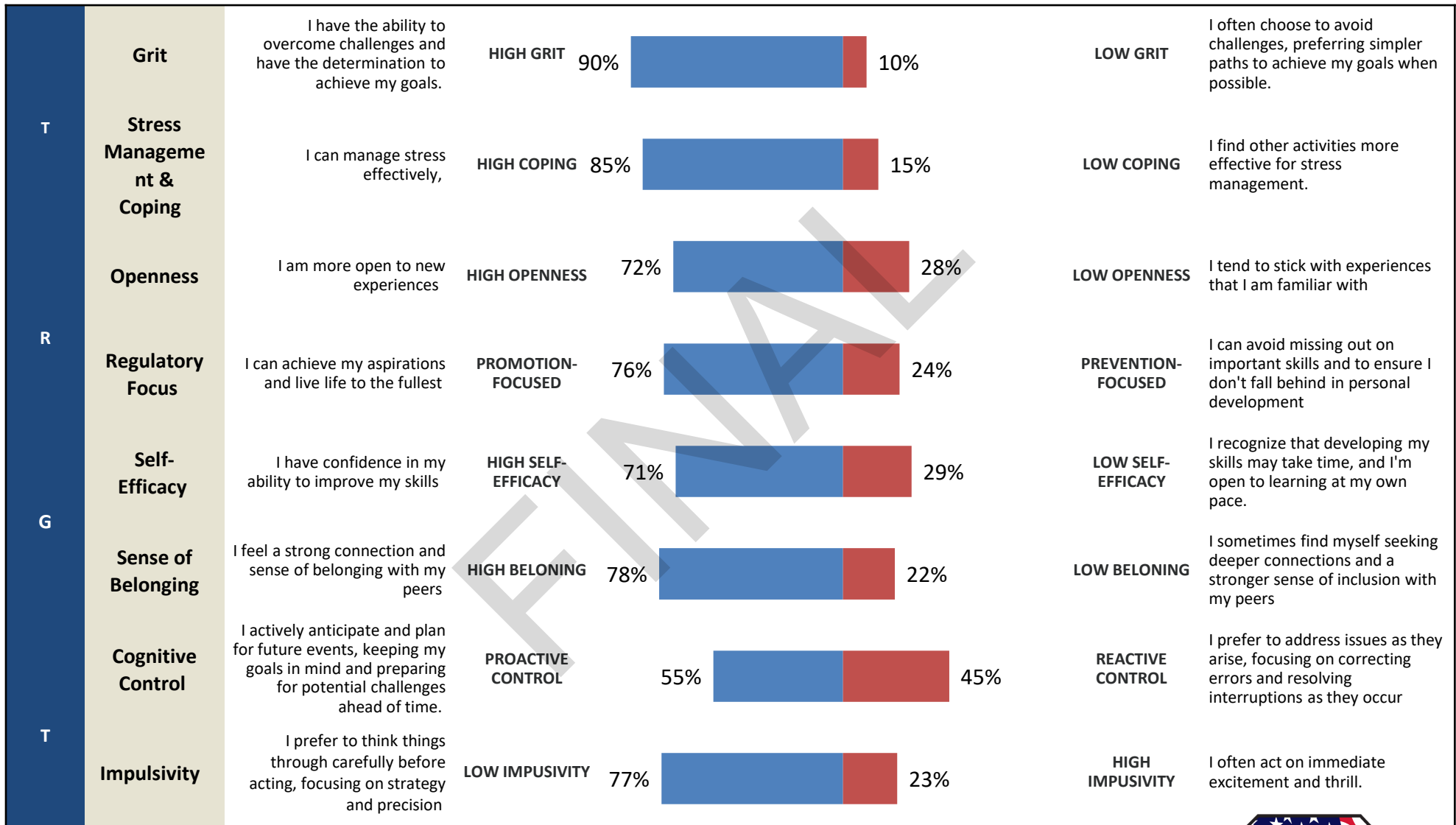
- **Proactive Cognitive Control:** I now can anticipate and plan for future events, keeping my goals in mind and preparing for potential challenges ahead of time.
- **Low Impulsivity:** I prefer to think things through carefully before acting, focusing on strategy and precision

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

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.

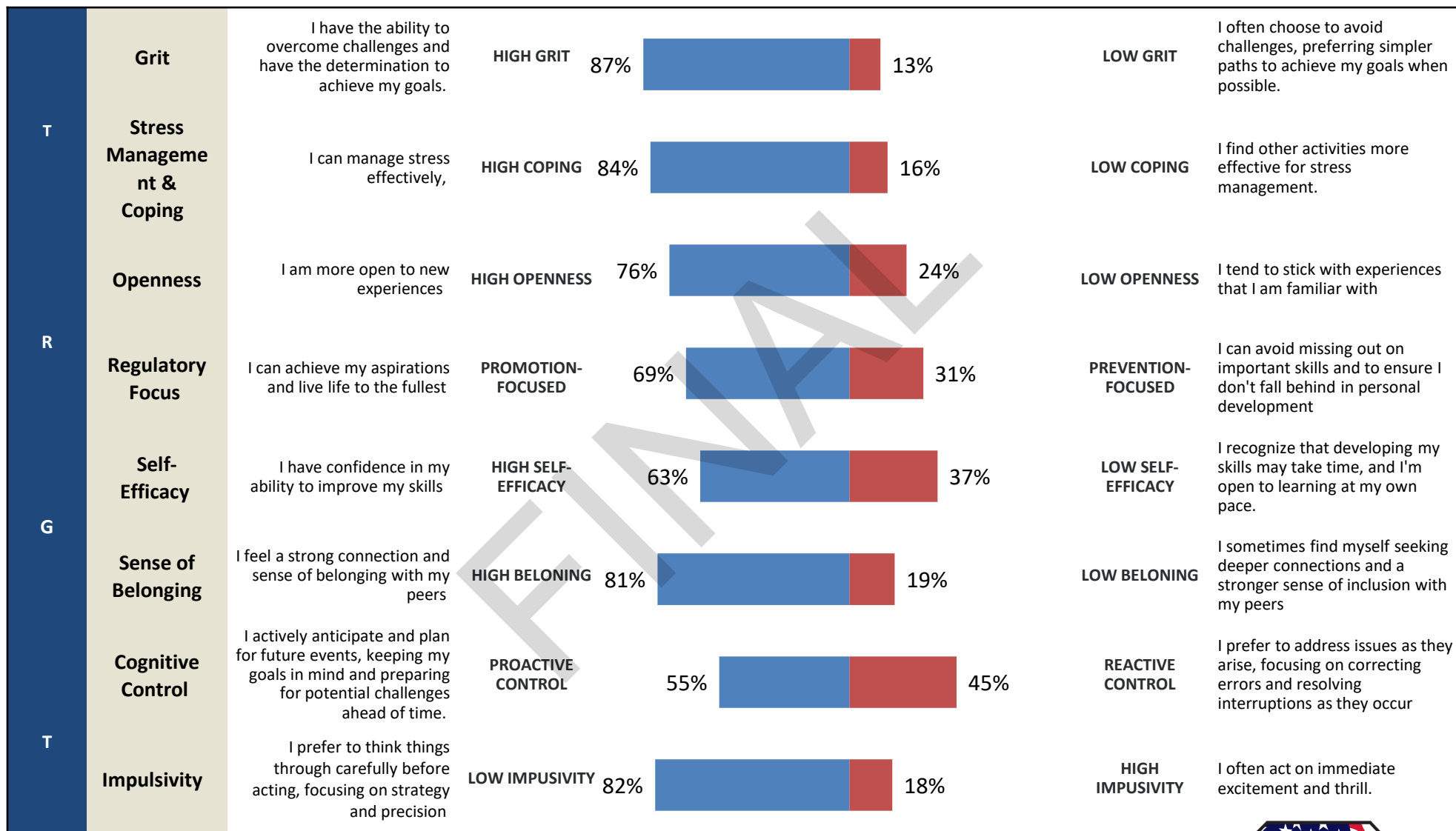


Base: Teen Participants 13-17 (n=181)

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.

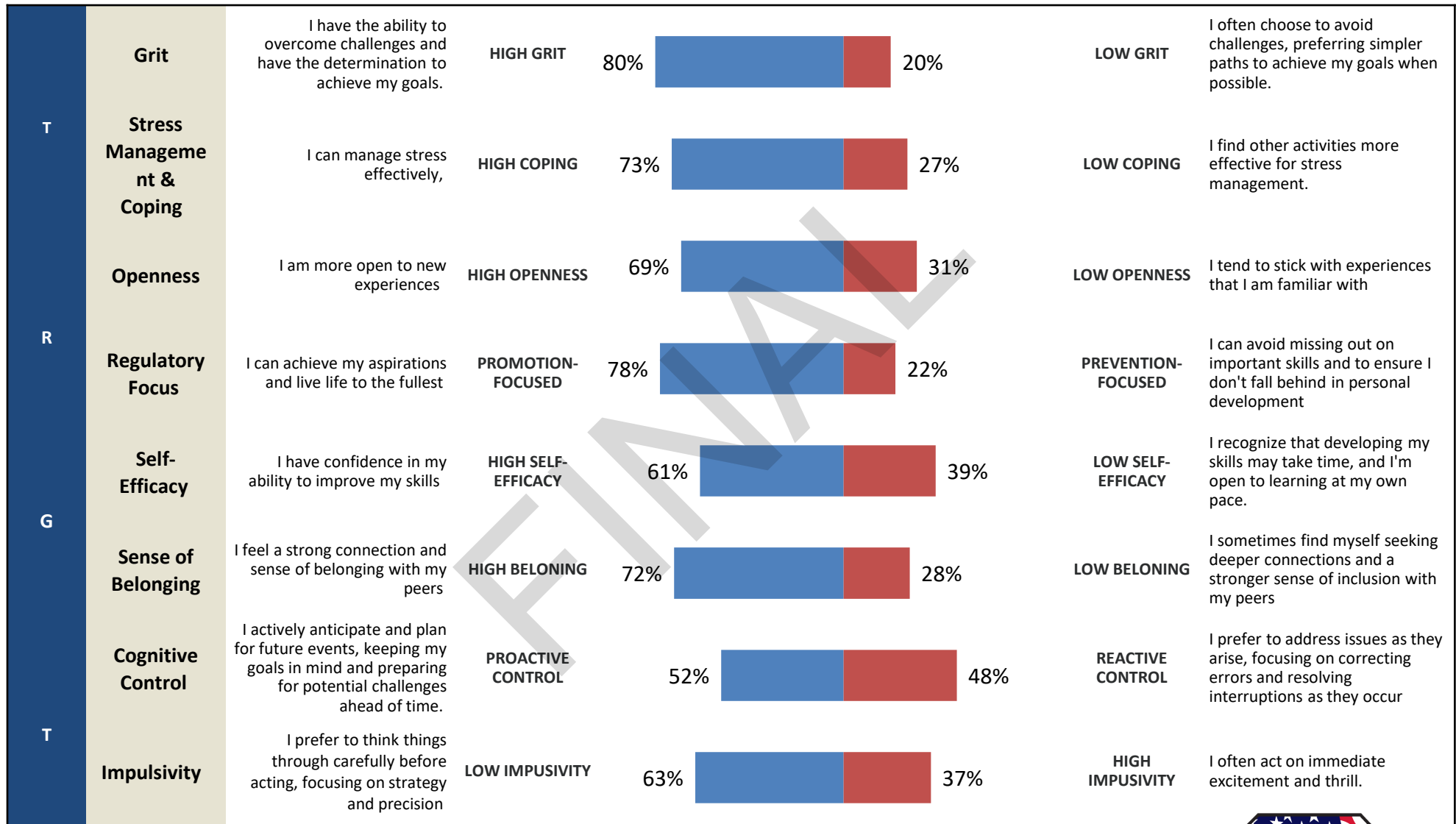


Base: Kid Participants 6-12 (n=62)

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.

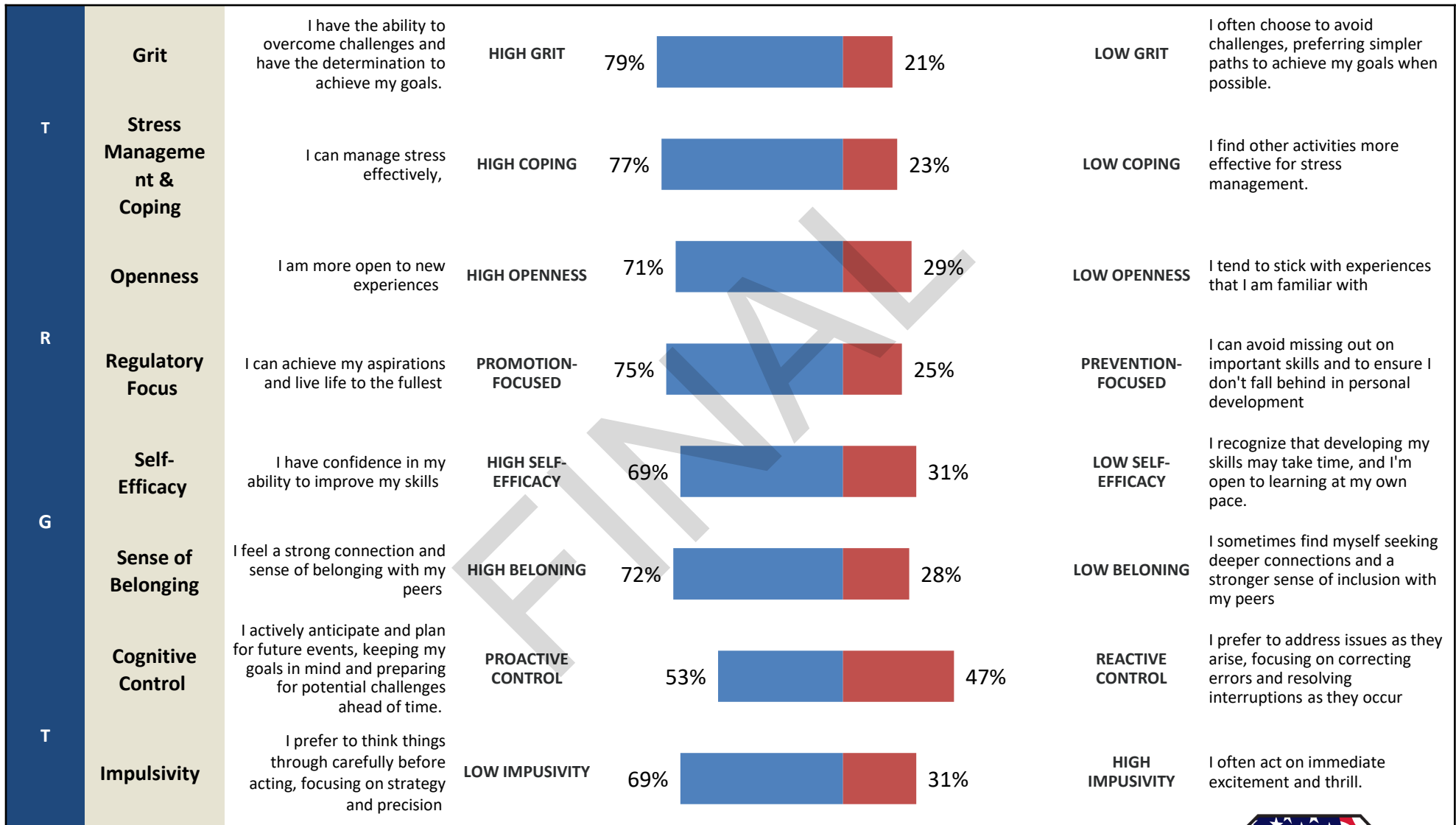


Base: Non-Participants Kids 6-12 (n=315)

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.



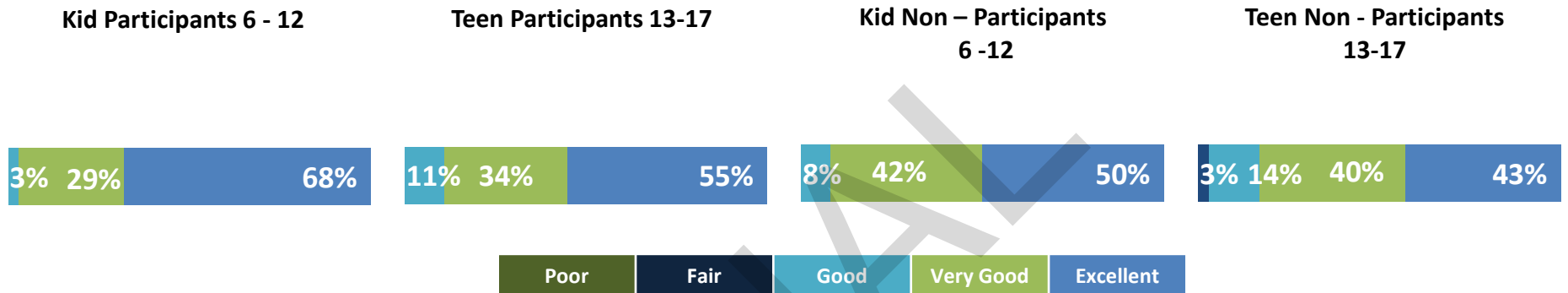
Base: Non-Participants Teen 13-17 (n=315)

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**

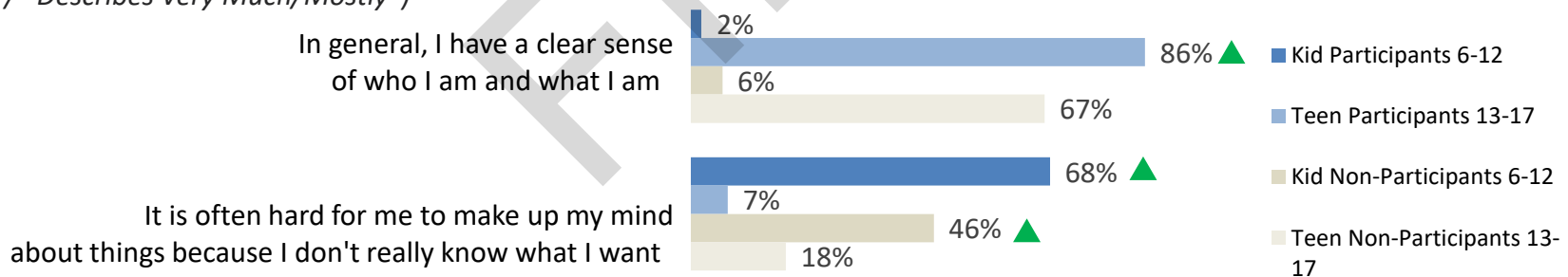
In general, the athletes have excellent health, but teen participants tend to have better self-clarity.

## Health



## Self Concept Clarity

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



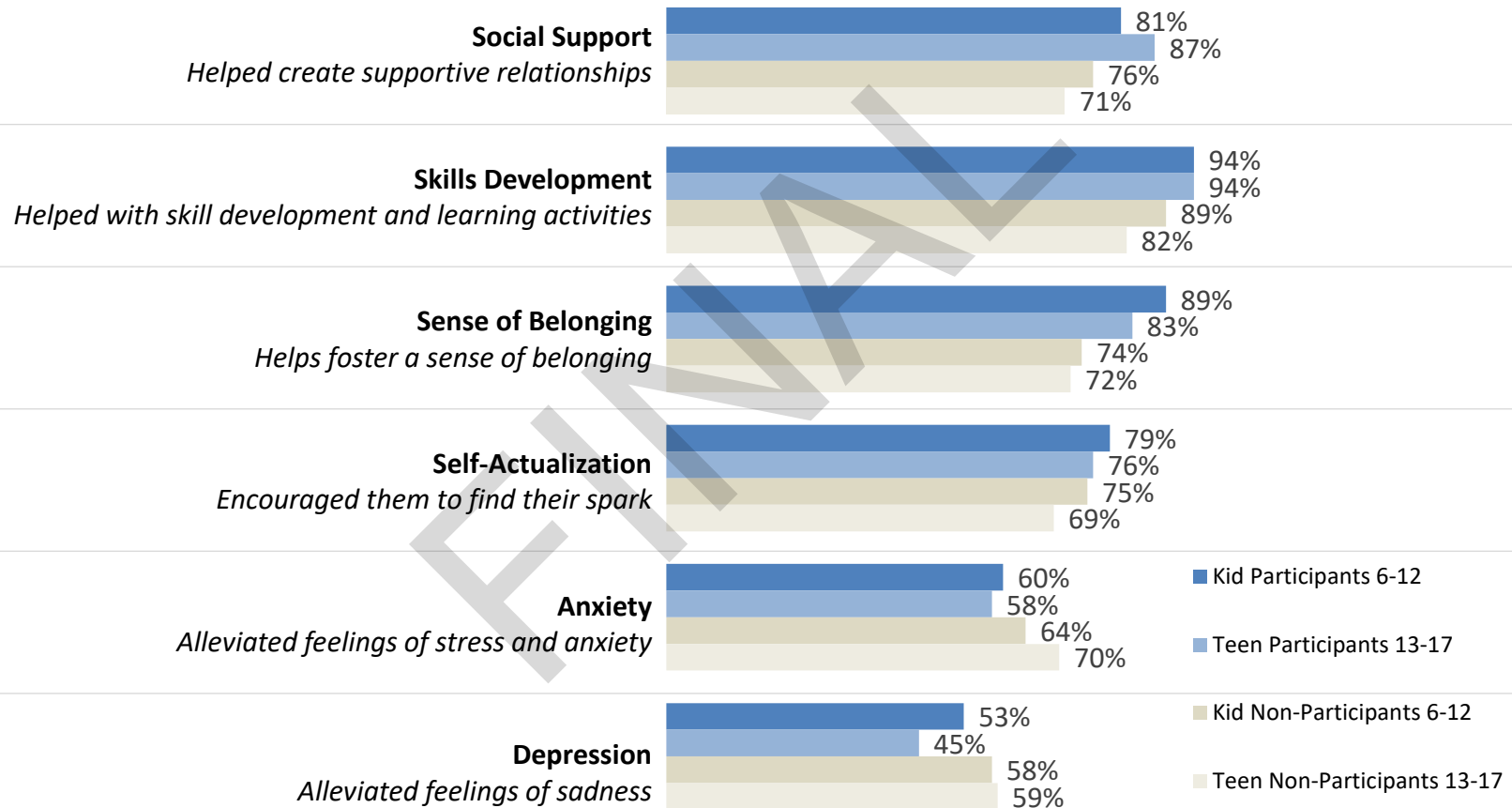
▲ ▼ Indicates statistically greater or less than their category.



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)

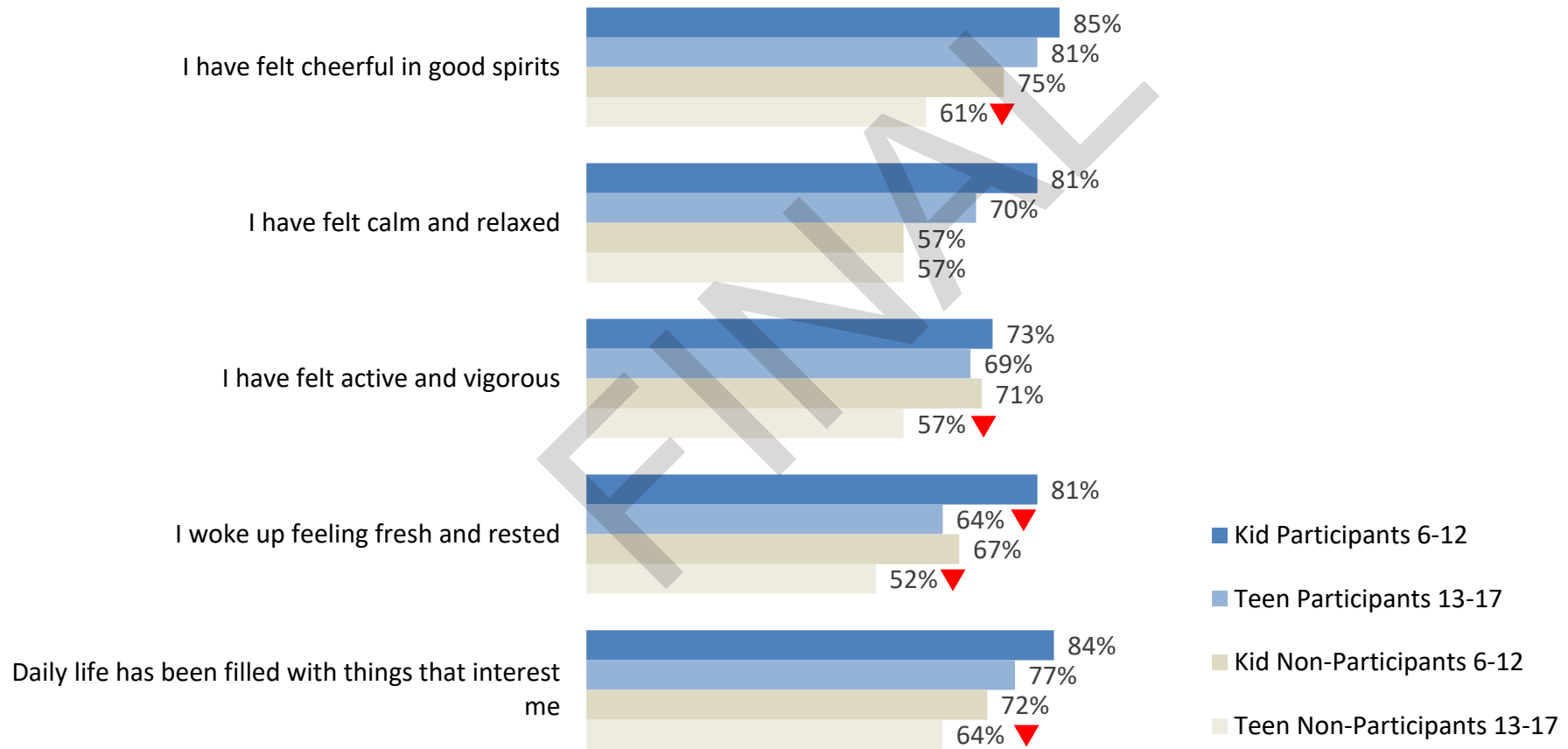
E5. Now, we want you to think about how participating in has impacted "your child" / "you". Please report "your child's" / "your" feelings whether or not you have seen a change since you / "they" have begun participating in the sport/activity.

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")

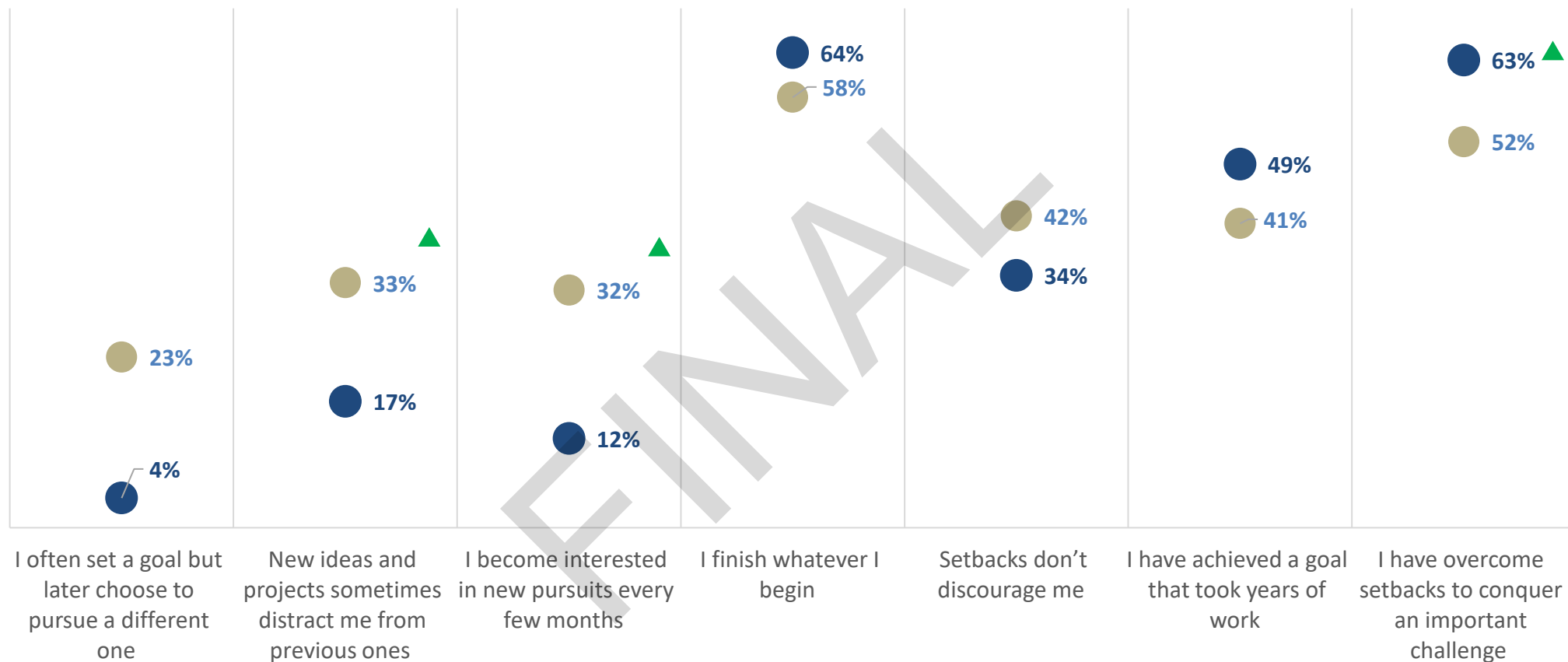


▲ ▼ Indicates statistically greater or less than their category



# Participants are able to overcome setbacks and achieve their goals, compared to non-participants who seem not to be able to set goals or stick to current pursuits.

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



## GRIT

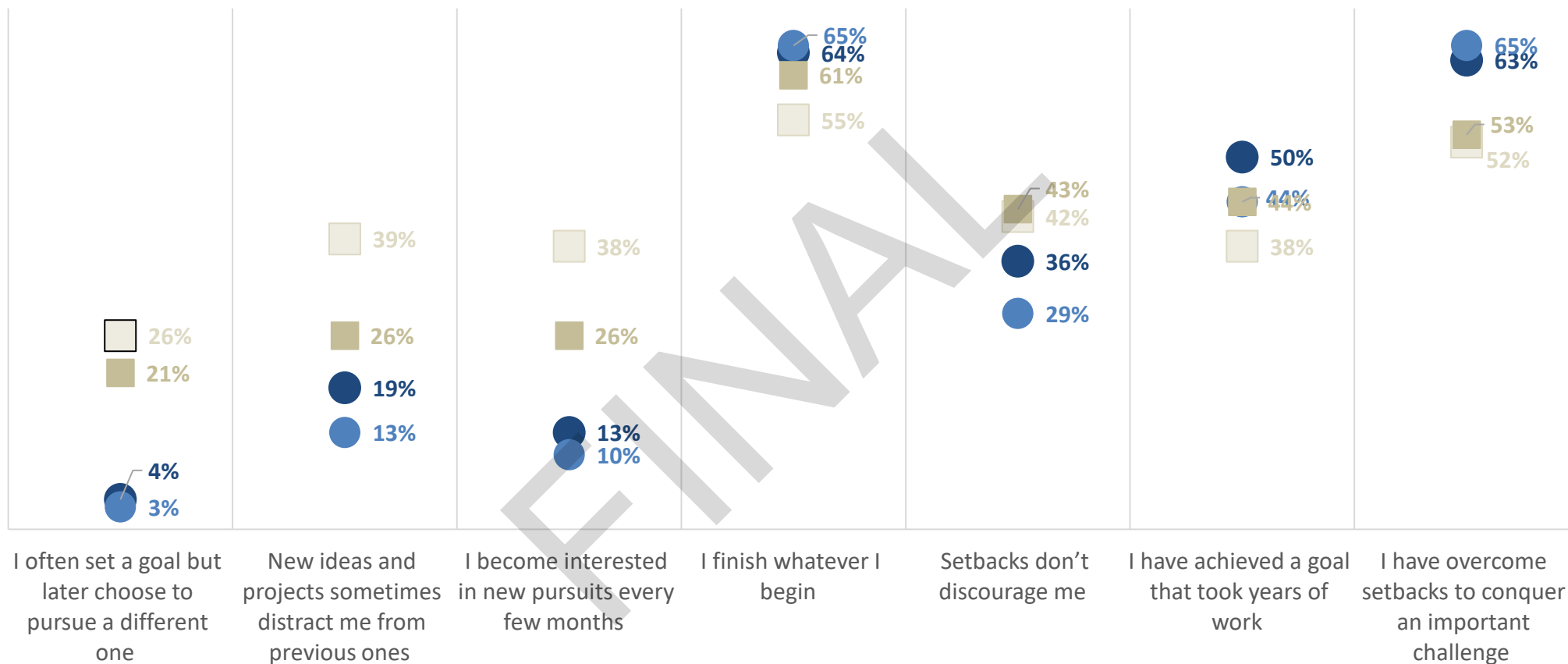
● Total P ● Total Non-Ps

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



# A similar pattern emerges when assessing cohort breakdowns

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

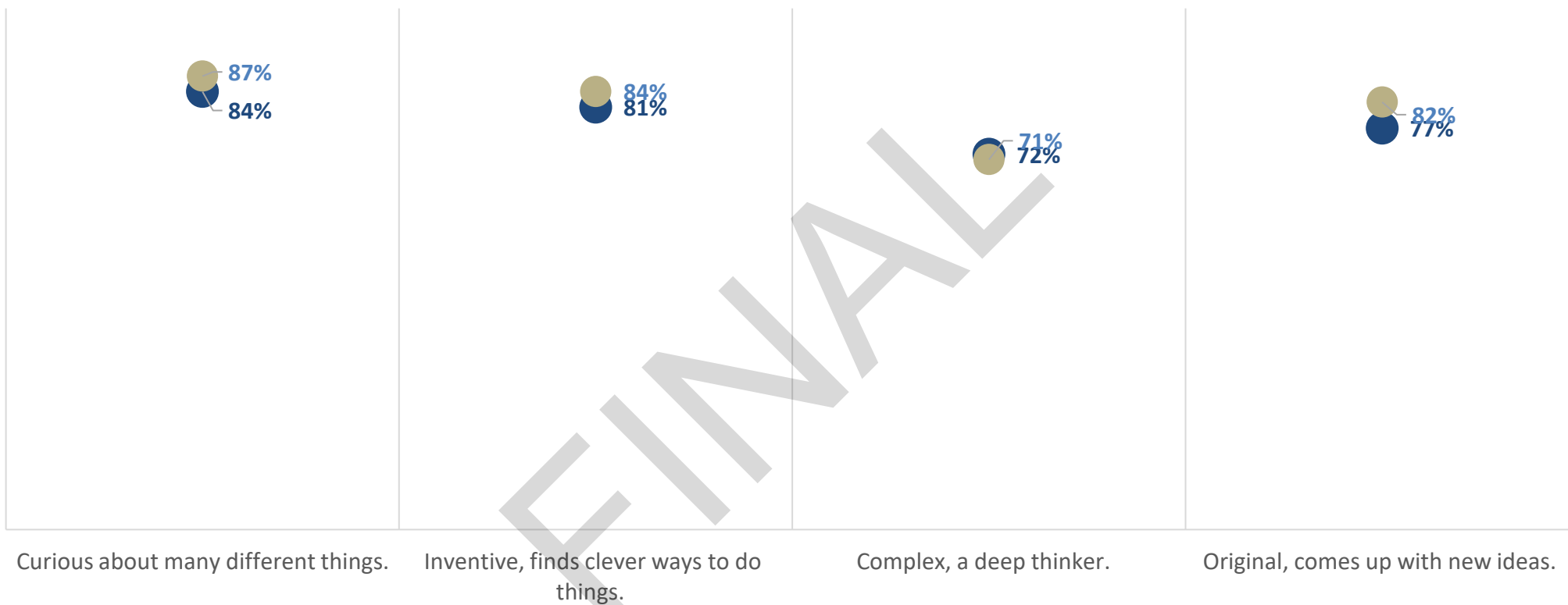


## GRIT



# There are few differences between participants and nonparticipants in their levels of being open to new experiences

(Top 2 Box / "Agree Strongly / A Little")



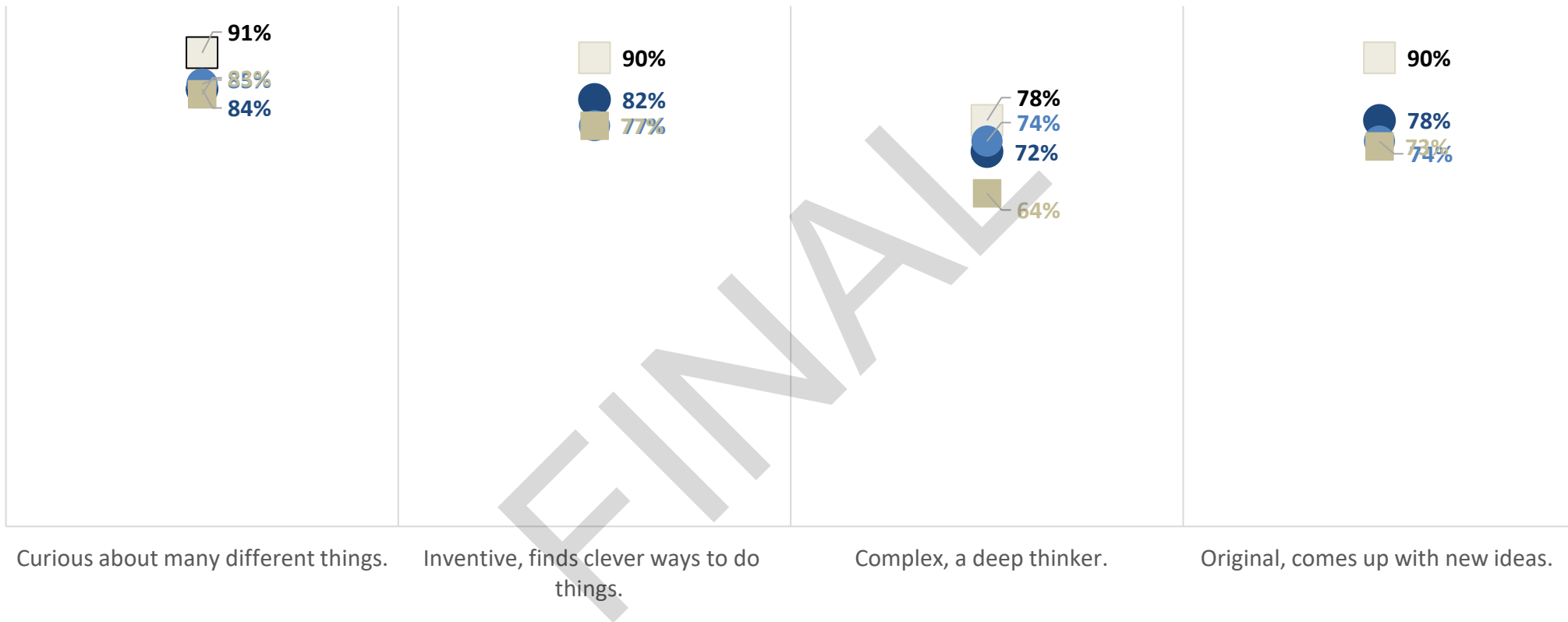
## OPENNESS

● Total P ● Total Non-Ps



# Young non-participants were more open compared to other age groups, suggesting these individuals may be a good demographic to market sport shooting to.

(Top 2 Box / "Agree Strongly / A Little")

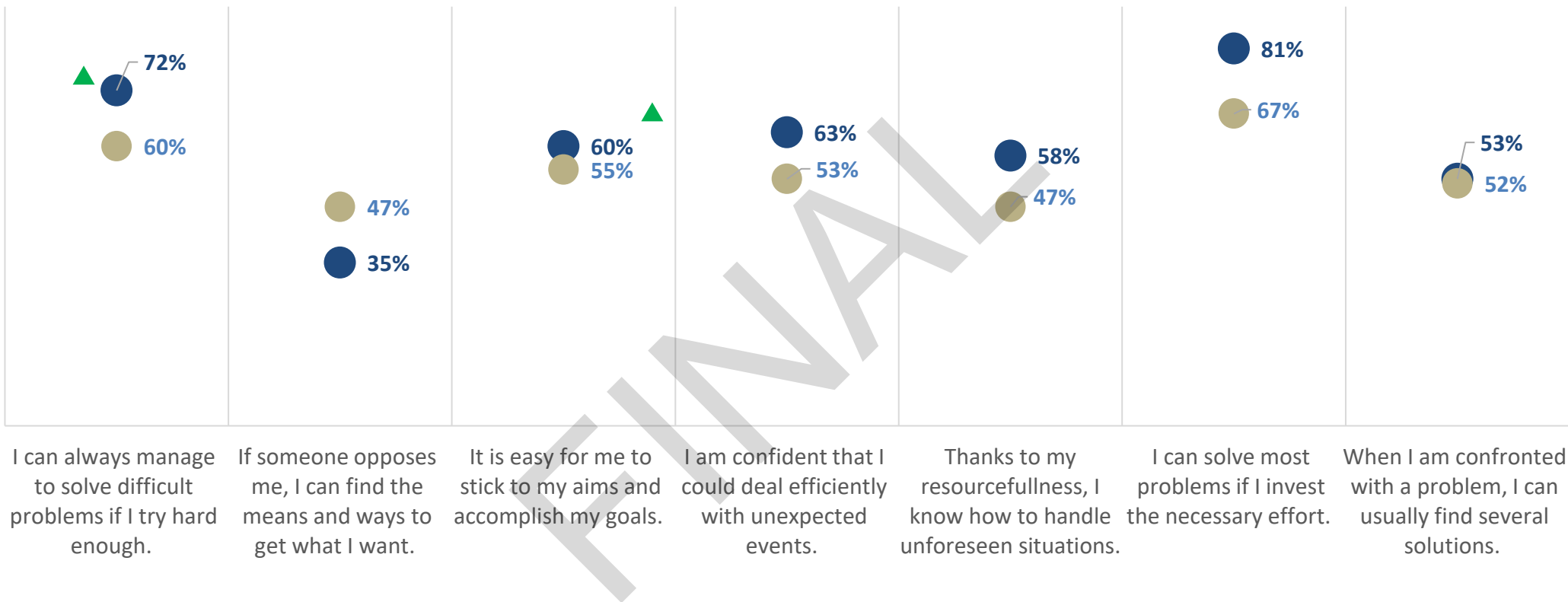


## OPENNESS



Participants, compared to non-participants, report significantly greater levels of self-efficacy. They feel they can handle challenges that come their way, can manage and solve problems, and are confident in dealing efficiently with unexpected events, relating to the resilience that these athletes gain from the sport.

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



SELF EFFICACY

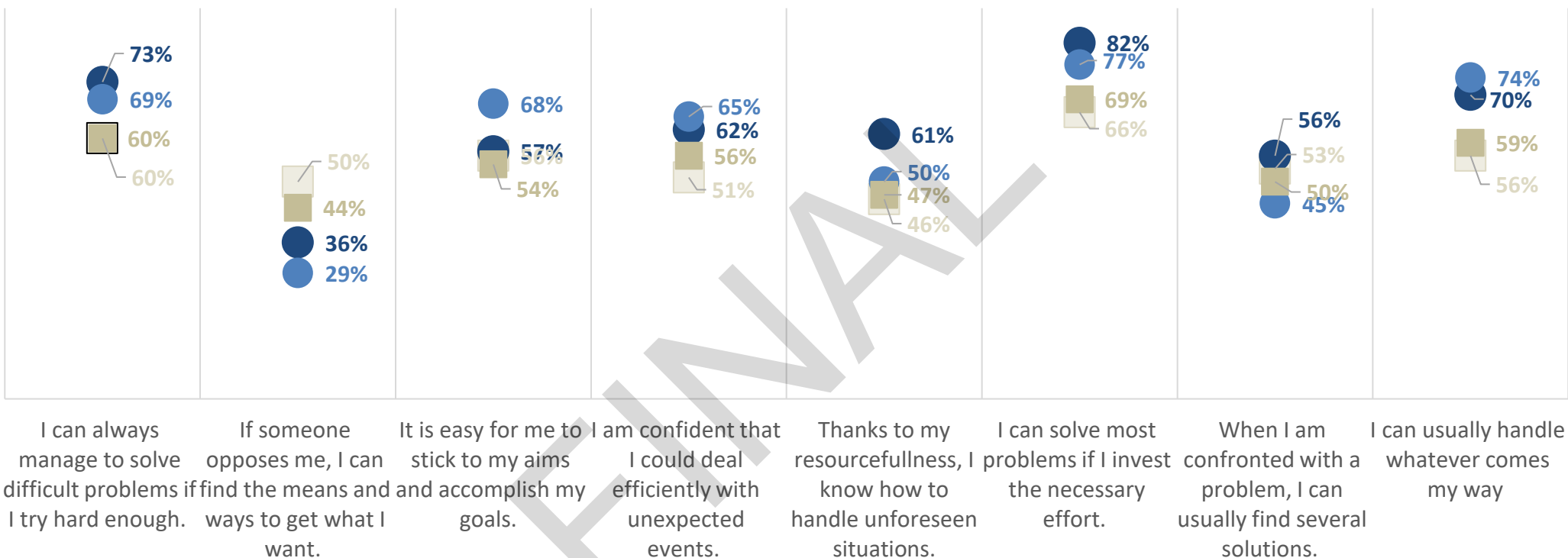
● Total P ● Total Non-Ps

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



# Participants across age groups seem like they can solve more problems and handle things that come their way

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



## SELF EFFICACY

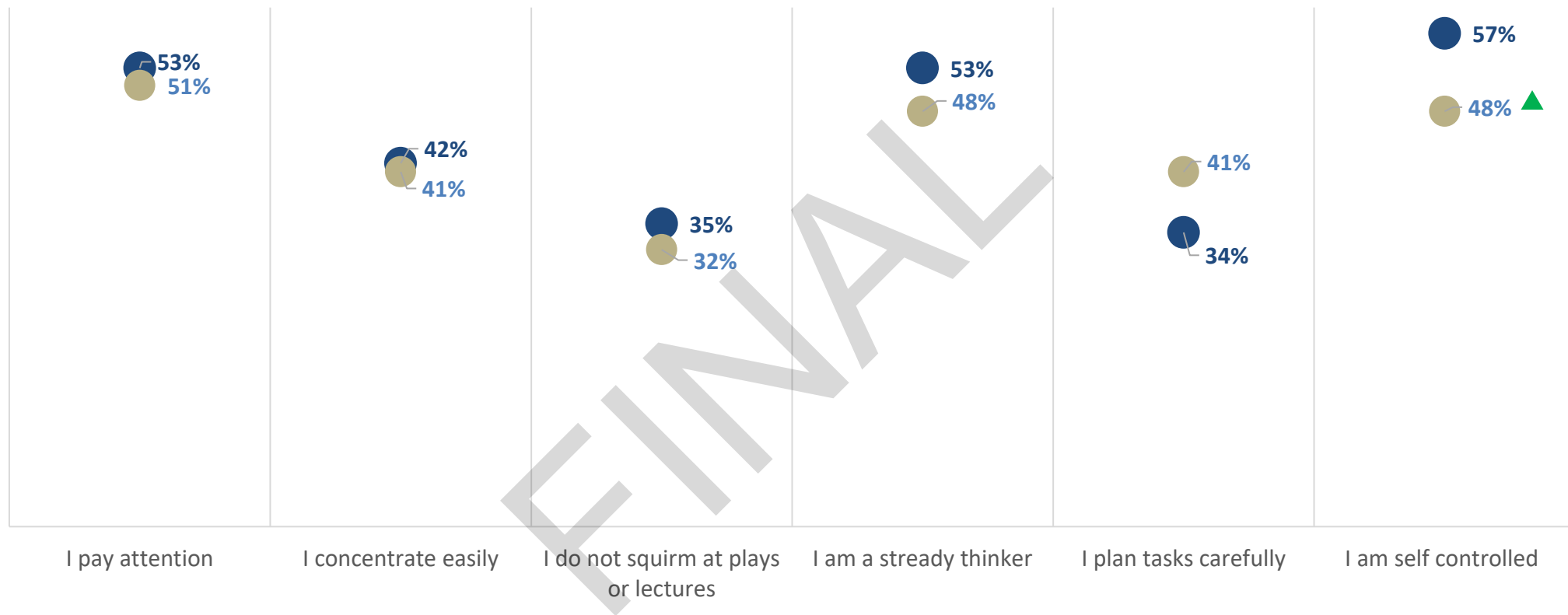


▲ ▼ Indicates statistically greater or less than Total Non-Participants (n=630) at 95% confidence level



Participants, compared to non-participants, report they are more self-controlled, which is a direct result of learning the sport and needing to remain steady and focused during participation.

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



IMPULSIVITY

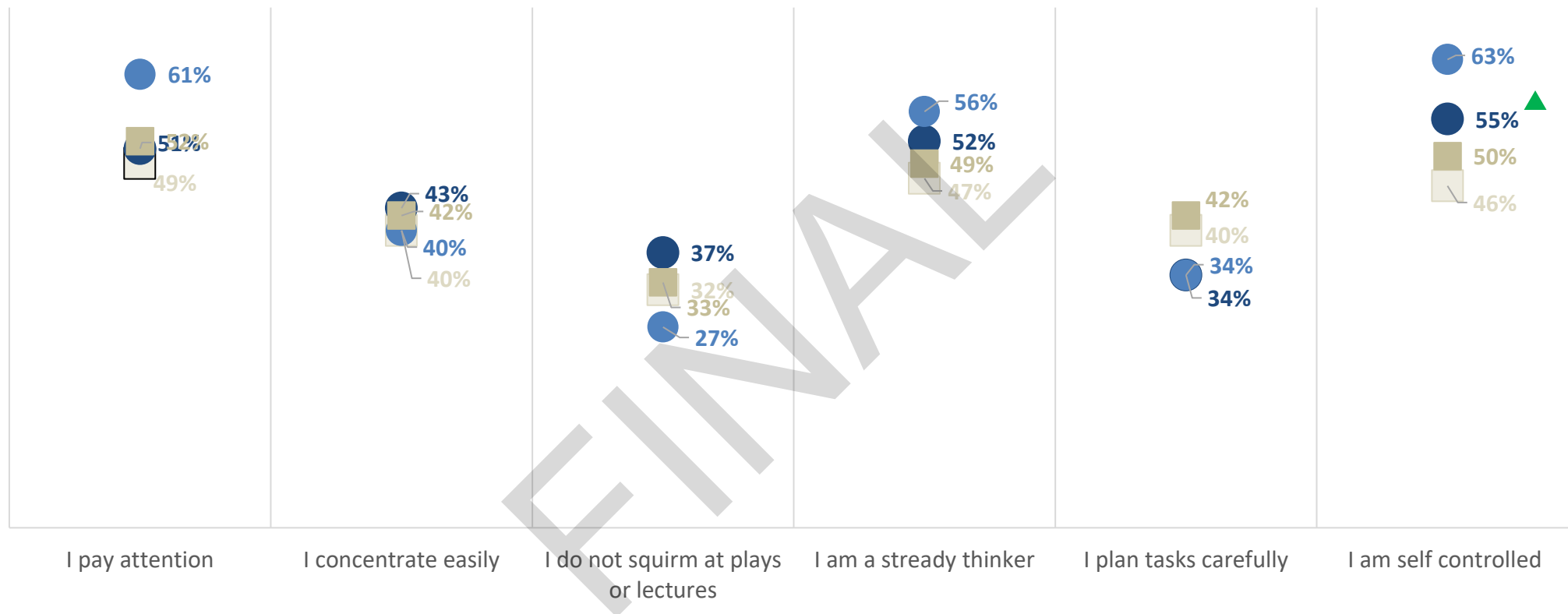
● Total P ● Total Non-Ps

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



# 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

