

CHANGING FACES OF THE SHOOTING SPORTS

Meeting the Needs of an
Increasingly Diverse Customer Base

Special Report for NSSF Range & Retailer Members 2015



NSSF.ORG





Target shooting participation in the U.S. is on the rise — up **19% from 34.4 million** Americans in 2009 **to 40.8 million** Americans in 2012.

New Target Shooters Are Leading the Way

**Established
Target Shooters**
(More than 5 years
of experience)



**New
Target Shooters**
(Less than 5 years
of experience)

43 ◀	Average Age	▶ 33
22% ◀	Female	▶ 37%
34% ◀	Live in Urban/ Suburban Area	▶ 47%
56% ◀	Hunted in 2012	▶ 29%
19% ◀	Got Started Older Than Age 18	▶ 77%

Source: NSSF and Responsive Management Report. An Analysis of Shooting Sports Participation in the U.S. 2008-2012

NSSF DATA HELPS RANGES AND RETAILERS BETTER UNDERSTAND HOW TO SERVE NEW MARKETS

The face of the shooting sports is clearly changing, but understanding who is driving the change and what arouses people's interest to get involved in the shooting sports is not always obvious. This general overview on diversity provided by the National Shooting Sports Foundation, your trade association, provides helpful data and insights to complement what you're probably already seeing and learning about your changing customer base.

Newcomers—defined as those who have taken up target shooting in the last five years—are trending younger and female; also, they are city and suburban dwellers. Ethnic groups are showing a strong interest in firearm ownership and the shooting sports, with Hispanics leading the way. These individuals are quite different from established participants. While dealing with such change can be challenging, it is very much welcome news that these many and diverse newcomers are affirming that the traditional pastimes of handgun, rifle and shotgun target shooting have a broad appeal to new generations of Americans.

The following data has been compiled from a series of reports conducted by the National Shooting Sports Foundation and Hispanic marketing firm Lopez Negrete*. The data is taken from polls and surveys with a diverse customer/consumer background. NSSF has organized this information to allow its member ranges and retailers to better prepare their businesses to meet the needs of an increasingly diverse customer base. The diversity mix from the surveys is Women, African American, Hispanic, Asian and Millennials (those born between 1980-2000). According to the U.S. Census Bureau, about 40 percent of the Millennial Generation is African American, Latino, Asian or of a racially-mixed background. There are upwards of 76 million Millennials in the United States (based on research using the years 1978-2000), which makes Millennials the largest generation in American history—larger than the Baby Boomers!

The size of this generation and the broad appeal of the shooting sports among various ethnic groups provide an unprecedented opportunity for our industry to increase participation in the shooting sports and increase support for firearms ownership.

To help our member ranges and retailers make the best use of this data, NSSF has broken down survey results into five Operational Categories. We've organized the responses under each category, so you can quickly identify opportunities for your business. Some responses may be duplicated since they fall into one or more categories.

* Reports below with item #'s are available free to NSSF business members and can be found in the NSSF Member Shopping Cart (member login required).
NSSF Report Millennials and the Shooting Sports 2014, #3106
NSSF Report Women Gun Owners 2014, #3107
NSSF Report Understanding Diversity in Hunting and Shooting Sports, #393
NSSF Hispanic Qualitative Research Report 2014



Programs like NSSF's First Shots can help introduce newcomers to the sport of target shooting in a safe and comfortable environment.

THE FIVE OPERATIONAL CATEGORIES ARE:

CUSTOMER SERVICE	
ADVERTISING & MARKETING	
STAFFING	
PROMOTIONS	
MERCHANDISING	



GENERAL RESPONSES FROM ALL GROUPS

- Lack of confidence when handling a gun, uncertainty about instructors, and others shooting firearms are their main concerns about visiting a range.
- Many feel an anxiety about walking into a range and not knowing what to do, but once they have gone, they feel more at ease with the sport and their anxieties are lessened.
- To gain traction with Millennials, first educate them about the sport, then reinforce your message, and finally let them try it to decide for themselves.
- However, do not lose the “safety” message – communicate your own safety measures in order to gain credibility and make them feel more comfortable.

Make it easier for them to find the right information and data about shooting sports, instead of telling them what to do or think about the sport.

- Provide low-cost or free training and educational things related to guns and safety.
- More of my culture of people working at these institutions.
- More people of color behind the counter instead of in front of it.
- I would like for the employees at shooting ranges to NOT have preconceived ideas about who would or would not be a good customer for them.
- If people there were nicer and not overly aggressive in their sales and teaching techniques and if they also employed people that look like me (young, minority, clean cut, middle class, etc.).
- Millennials see it as a fun activity. Highlight the fun, thrill and excitement of the sport as a way to catch their attention and pique interest. Also, focus more on target-based shooting sports over hunting. They like the fun and excitement of the sport.
- Provide step-by-step guidance on how to get started with target or range shooting (or encourage ranges to have beginner-only classes, with discounts or deals for multiple visitors so they can come with friends).



Providing low-cost or free firearms training for beginners is a great way to make these new customers feel comfortable, and increase the chances of them returning to your business.

- At the point of purchase in the store, this is the time that women can be offered training options. Retailers can provide training schedules whether a woman makes a purchase or not. If a woman makes a purchase and a shop has a range, the shop can provide a voucher for a free session at the range, free lessons or a discount towards training. If a shop does not have an adjoining range, it may want to explore partnership options with one or more gun ranges to offer a voucher for a free session, or discounted training. Firearms manufacturers can also get into the act by offering a voucher for free training with the purchase of one or more of their firearms.
- Conduct training at local ranges. Promotions highlighting the product, safe usage.
- Provide firearms safety training.

Having special events for people who are either beginners or are considering purchasing their first gun.



The First Shots program focuses on education, safety and familiarity with firearms.

HISPANIC RESPONSES

- Choosing the range is primarily based on the reputation and cost for instruction.
- Range concerns can be dissipated by emphasizing the range's safety standards and availability of certified instructors who cater to inexperienced users.
- Target shooting is part of the gun-buying process.
- Want to try different guns to find the right fit for them.
- Having a gun requires practice in order to use it properly.
- Need to learn how to use the gun when they buy it.

MILLENNIAL RESPONSES

- They need that initial exposure to make it more accessible.
- Focus on the accessibility of the sport and the ease of getting started, emphasizing that beginners will be welcomed and guided by experts.
- Access to more information or a knowledgeable resource (including range experts) made them more comfortable with an unfamiliar setting.

Focusing on the accessibility of the sport and the ease of getting started, emphasizing that beginners will be welcomed and guided by experts is important.



DID YOU KNOW?

NSSF's Rimfire Challenge and First Shots programs are excellent ways to introduce newcomers to the shooting sports, and to your store or range.

The **NSSF Rimfire Challenge** is a .22 rifle and pistol program created to introduce new people to the shooting sports and provide a pathway to shooting competition. The NSSF Rimfire Challenge can provide individuals or families with a fun and exciting first-time shooting experience. Shooting ranges can utilize the concept as a Second Round component to NSSF's First Shots program. See for yourself how the NSSF Rimfire Challenge can help you introduce new shooters and customers to your business.

NSSF
RIMFIRE
CHALLENGE

nssf.org/rimfire

FIRSTSHOTS
An introduction to shooting

Finding new customers is always a challenge. If there ever was a sure shot at new business, this is it. Since 2005, **First Shots**, a National Shooting Sports Foundation program, has gotten new shooters into the sport and reacquainted lapsed shooters. Best of all, ranges that hold seminars find a significant increase in range activity, traffic and profits. Hosted and managed by shooting ranges, First Shots seminars are free to participants, easy to run and, best of all, low cost to facilities.

nssf.org/firstshots

MARKETING & ADVERTISING



HISPANIC RESPONSES

DISPARE UNA PISTOLA POR PRIMERA VEZ (no será la última)

FIRSTSHOTS
An introduction to shooting



Escanee para
ver un video breve

Asista a un evento
de First Shots®,
traiga a sus
amigos y familia,
y diviértanse
todos GRATIS

Para registrarse, visite la
tienda o comuníquese con:



Sábado, 23 de agosto, 10 a.m.

Note: This event will be taught in only Spanish

MARKSMAN PISTOL
INSTITUTE
1280 W Prince Rd
Tucson, AZ 85705-3113
Contact: Tracy Burris
(520) 293-1665
marksmanpistol@gmail.com
También puede visitar
nuestro sitio web:
www.marksmanpistol.com



NSSF.ORG/FIRSTSHOTS

Advertise like any other business. I've only heard of shooting ranges and hunting stories by word of mouth. I've never once seen an advertisement for one in my area.

- Their biggest barrier is to break the fear of owning firearms.
- Lack of confidence when handling a gun, uncertainty about instructors and others shooting firearms are their main concerns about visiting a range.
- Choosing the range is primarily based on the reputation and cost for instruction.
- Range concerns can be dissipated by emphasizing the range's safety standards and availability of certified instructors who cater to inexperienced users.
- All are expecting to rent the firearms at the range.
- The Hispanic ethnic group has the largest percentage of respondents who claim interest in shooting sports, but they are also the most likely to claim they don't know where to turn for information. (Hispanic and Asian respondents are the least comfortable asking for help in learning about firearms.)
- Advertise more on TV so the community can see and learn that owning a gun is not just to defend yourself from bad people but that you can also use it for sporting events.
- Give specials for shooting ranges that allow us to try shooting with the gun rental and first 2 rounds free.
- Be more visible about sponsoring events. Advertise with the intent of providing information/education. Work through outdoor organizations and Boy Scouts. Presentation and education are the keys.
- Ranges/retailers can hold events with awesome prizes and educational how-to classes, and market throughout my community. I believe education is everything and offering that will get people interested in shooting sports.

MILLENNIAL RESPONSES

The idea of visiting a gun range was the biggest hurdle – once onsite and over the initial anxiety, the participant thoroughly enjoyed the new experience and was itching for more!



- Millennials see target shooting as a fun activity. Highlight the fun, thrill and excitement of the sport as a way to catch their attention and pique interest. Also, focus more on target-based shooting sports over hunting. They like the fun and excitement of the sport.
- Focus on the accessibility of the sport and the ease of getting started, emphasizing that beginners will be welcomed and guided by experts.



Interested in holding a First Shots seminar? NSSF will edit your First Shots print, radio and TV ads promoting your event, and also offer co-op advertising assistance up to \$3,000 (subject to availability).

For more info: nssf.org/FirstShots/PDF/FS_ReferenceGuide.pdf

See ads
above and
on next page

ASIAN RESPONSES

- Advertise, maybe some kind of contest? High schools have shooting clubs but other than that there is no awareness of shooting sports.
- Be more active over Twitter and Facebook and offer more promotions to get people involved.
- Lower cost of opportunities to try—ammo is expensive.

Advertise on TV or big billboards, providing web sites that are easy to read and which provide information on where I can go to inquire about shooting.



BLACK RESPONSES

- Advertisements highlighting some of the benefits manufacturers feel hunting/shooting sports offer. Contrast the sport to some of the popular sports in some of the untapped areas.
- Sponsor more local community shooting events.
- Provide more info on where and how to participate. Have events every few weeks or months. Get adults of all ages involved.

Advertise more on TV, radio or magazines. Have seminars or some kind of meetings to familiarize interested people in the sport.

SHOOT A HANDGUN FOR THE FIRST TIME (it won't be your last)



Scan to view a quick video

**YOUR
LOGO
HERE**

Saturday, July 10th
9:30 AM

To register, please visit the store or contact us:

John Smith
954-587-8005
jsmith@yoursitehere.com
You can also visit us online at
yoursitehere.com

FIRSTSHOTS
An introduction to shooting

Attend a First Shots®
Event, Bring Your Friends,
Your Family, Have Fun,
all — FREE



NSSF.ORG/FIRSTSHOTS

WOMEN RESPONSES

- The women who purchased a gun in the past 12 months spent an average of \$870 (median = \$700) on guns. Over half (58.1%) were purchased at a local gun shop while 42.6% were purchased at a mass retailer such as Walmart, Cabela's, Bass Pro Shops, etc.
- Women's first gun purchase is not typically an impulse buy.



WOMEN SPENT an average of

\$405

(median=\$300)

in the past year
on accessories

- Practical pistol shooting, target shooting, long-range shooting and hunting should see the biggest increases in participation.
- According to a survey of firearms retailers conducted in 2014 by NSSF, nearly three quarters of retailers (74%) reported a year over year increase in female customers as did the majority of retailers in the two previous surveys.

STAFFING



WOMEN RESPONSES

Women tend to purchase guns from local gun shops and mass merchants and few women purchase guns online and through other sources. What's more, women tend to seek out advice from gun shop personnel during the gun purchasing process.

- Women rely heavily on family and friends, manufacturers' websites and gun shop personnel for information to aid in the gun purchase decision.
- Consistent with the ratings for Gun Store Angst the majority of women feel that gun shop personnel are very helpful when shopping for a gun. However, nearly three quarters of women indicated that they liked to see saleswomen in gun shops, but a third of women indicated that they have never seen a woman selling guns at a gun store.



HISPANIC RESPONSES

Create a much more welcoming environment where people are greeted enthusiastically and given a tour of the premise.



BLACK RESPONSES

- Have staff be more welcoming and encouraging.
- Be less suspicious of non-whites/be more welcoming of other cultures.
- Less sales pressure and more informative.

Have knowledgeable staff able and willing to answer questions (be friendlier).



- If they had people that looked like me working in the store, I would be more comfortable.
- Employees that are nicer and genuinely welcome you to the range.

More friendly interaction from the employees of the shooting range.

PROMOTIONS



HISPANIC RESPONSES

- Recreational: Target shooting is an exciting social activity.
 - They are attracted by the idea of excitement and adrenaline rush.
 - The biggest barrier is finding time to do it, since it is not a priority.
 - Make it easy for them to attend – schedules and pricing options.
 - Be more visible about sponsoring events. Advertise with the intent of providing info (education). Work through outdoor organizations and Boy Scouts. Presentation and education are the keys.
 - They can hold events with awesome prizes and educational
- how-to classes, and market throughout my community. I believe education is everything and offering that will get people interested in shooting sports.
 - Give specials for shooting ranges that allow us to try shooting with the gun rental and first 2 rounds free.
 - Price is also important, as they assume the instruction can be expensive.
 - Sponsoring/creating safe target shooting opportunities at fairs and street festivals.
 - They would look for offers, deals/coupons.

Have more introductory classes available, maybe with smaller class sizes. Or perhaps have classes available where you can sign up with people you know. Also offer more information on laws regarding hunting procedures and where to hunt.



MILLENNIALS RESPONSES

- Target shooting is the most appealing of the shooting sports. It is more about acquiring a skill than harming anything/anyone and still allows them to feel safe.
- They need an extra push to participate in shooting sports. It is not something that is top of mind unless they were introduced to it by others; however, the competition, thrill and opportunity to learn new skills are things that appeal to potential shooters in this generation.
- They still see drawbacks to the sport; while many claim that time and money hold them back, there is also an underlying concern that they lack the necessary skills, responsibility and practice to operate a gun.

WOMEN RESPONSES

- Once a woman enters a retail store, retailers can provide training schedules whether a woman makes a purchase or not. If a woman makes a purchase and a shop has a range, the shop can provide a voucher for a free session at the range, free lessons or a discount towards training.
- There is evidence that women respond positively to other women shooters. This suggests that offering women-only events or a women's night at the range may be an effective way to encourage women to shoot more frequently and purchase more guns and accessories. Although many women will participate whether other women are present or not, clearly some will be encouraged to participate more frequently.



BLACK RESPONSES

- Conduct more classes on firearms by videos and actual hands-on participation.
- Conduct training at local ranges. Promotions highlighting the product and safe usage.
- Provide more info on where and how to participate. Have events every few weeks or months. Get adults of all ages involved.
- Have more customer-friendly events. Free instruction on gun usage, free target competitions for smaller caliber weapons.

MERCHANDISING



HISPANIC RESPONSES

- Self-defense: Target shooting is part of the gun-purchase process – choosing the right gun and learning how to use it.

WOMEN RESPONSES

- The women who purchased a gun in the past 12 months spent an average of \$870 (median = \$700) on guns. Over half (58.1%) were purchased at a local gun shop while 42.6% were purchased at a mass retailer such as Walmart, Cabela's, Bass Pro Shops, etc.
- Women spent an average of \$405 (median = \$300) in past year on accessories.
- If retailers are interested in encouraging women to purchase guns, shops should stock a number of guns that are appropriate for women in terms of their size, weight and use that are more traditional in style and color.
- The survey results indicate that usefulness, fit, quality and practicality are the primary gun selection criteria among women.
- Women tend to purchase guns from local gun shops and mass merchants and few women purchase guns online and through other sources. What's more, women tend to seek out advice from gun shop personnel during the gun purchasing process.
- It is evident that a significant proportion of women do not respond well to guns in feminine colors and patterns.



THE BEST PROTECTION AVAILABLE FOR FIREARMS RETAILERS



ONLY \$750 PER YEAR

WHAT YOU GET

UNLIMITED DEFENSE FUND

Access to an unlimited legal defense fund to protect businesses against administrative actions taken by ATF and judicial proceedings challenging ATF license revocation.

- ✓ FFL COMPLIANCE CONSULTANT VISIT
- ✓ 24/7 FFL COMPLIANCE HOTLINE
- ✓ 4473 OVERLAY
- ✓ ACQUISITION AND DISPOSITION RECORD BOOKS
- ✓ INDUSTRY RESEARCH
- ✓ SHOT SHOW BENEFITS
- ✓ A SET OF FIVE RETAILER GUIDE BOOKS

NSSF.ORG/PREMIUM



THE BEST PROTECTION AVAILABLE FOR SHOOTING RANGES



ONLY \$1500 PER YEAR

WHAT YOU GET

LEGAL DEFENSE FUND

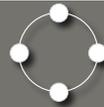
Qualified ranges with approved workplace safety and health compliance programs will be provided up to \$15,000 in total legal support to defend against certain alleged violations imposed by OSHA and/or equivalent state OSH agencies. Additional terms and conditions may apply.

- ✓ OSHA MOCK AUDIT
- ✓ OSHA / STATE OSH COMPLIANCE PROGRAM REVIEW
- ✓ 24/7 EPA & OSHA COMPLIANCE HOTLINE
- ✓ MEDIA CONSULTANT
- ✓ MEMBERSHIP ELIGIBILITY

NSSF.ORG/PREMIUM



OVERALL GENERAL FINDINGS



49%-65%

of households in each ethnic group are interested in firearms and shooting sports, with Hispanic households leading all groups on both measures.

The largest percentage of respondents claim that friends and family, as well as the media, are the primary influencers building their current beliefs about firearms.



White and Hispanic firearm households are significantly more likely than other ethnic groups to own a firearm for hunting.

54% White
38% Black
45% Hispanic
40% Asian

The majority of respondents in each ethnic group indicate they feel welcome at shooting ranges, firearms stores and firearms departments in large sporting goods stores.

Hispanic and Asian firearm households are significantly more likely than other ethnic groups to be regularly (more than five times a year) involved in hunting and shooting activities.

74% White
77% Black
84% Hispanic
83% Asian

Personal protection is the leading purpose for firearm ownership in each ethnic group.

73% White
71% Black
69% Hispanic
59% Asian



Source: Direct quotes from NSSF research reports. See page 3 for specifics.



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PROMOTE

PROTECT

PRESERVE