

# INDUSTRY INTELLIGENCE REPORTS<sup>SM</sup>

HELPING OUR MEMBERS MAKE INFORMED DECISIONS

**SSSF**  
SCHOLASTIC  
SHOOTING SPORTS  
FOUNDATION



**The Scholastic Clay Target Program** celebrated its fifteenth year in 2015. Since its inception, thousands of participants have been introduced to the shooting sports in a safe, fun and competitive environment. The growth in shooting sports has been well documented of late, and the programs of the Scholastic Shooting Sports Foundation (SSSF) are no exception, posting an impressive 142 percent increase in SCTP and 49 percent increase in Scholastic Action Shooting Program (SASP) registered participants in recent years. SSSF members are not only participating, they are purchasing. This report provides the results of a 2015 survey of SCTP / SASP participants and parents in order to provide a closer look into these very successful programs.



2016 Edition

**Vincent Hancock**  
Two-time Olympic Gold Medalist  
and SCTP Alumni.

*“I truly valued my experiences with SCTP. It’s a great program to both introduce new participants to the shooting sports in a safe manner, as well as grow the competitive side of shooting sports.”*

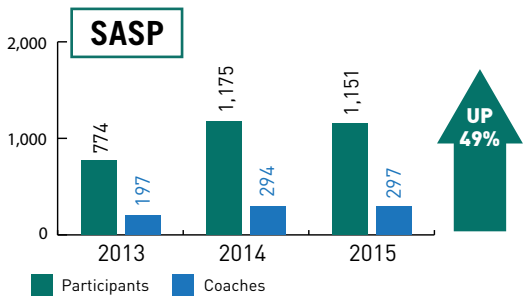
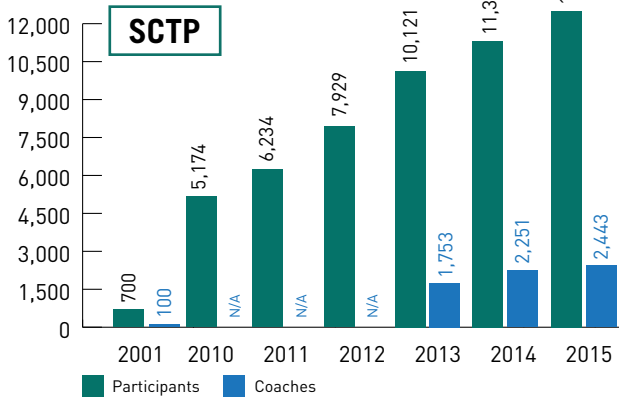
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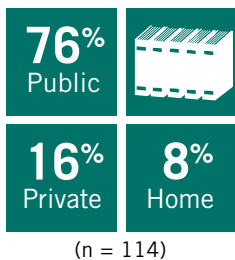
# PARTICIPATION TRENDS

## HISTORY OF REGISTERED PARTICIPANTS

Participation: **Up 142%** in six years.  
Up **1,686%** over 15 years.



## SCHOOL TYPE



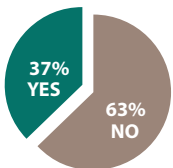
SCTP / SASP participants come from a variety of backgrounds including public, private and home-school environments.

More than one-third of respondents indicated that they participate in the program through their school, with most offering SCTP as a varsity sport. These figures show considerable growth over the 2006 survey results, when school programs represented one-quarter of the participants and only 11% of the schools offered SCTP as a varsity sport.

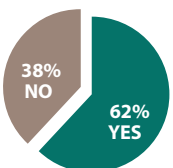
There continues to be great potential for growth, as school systems recognize how safe competitive target shooting is in comparison to other sports.

It also tells us that, in addition to other school activities and athletic sports, SCTP / SASP participants are active in their pursuit of the shooting sports.

**Do you participate in SCTP through your school?** (n = 114)



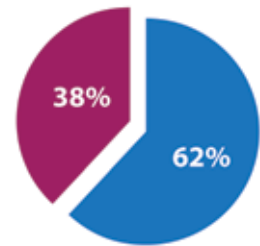
**Is SCTP a varsity sport at your school?** (n = 42)



# PARTICIPANT DEMOGRAPHICS

## GENDER

Although the majority of SCTP / SASP participants are male, females represent an important and growing segment of today's young target shooters



**38%** of the December 2015 survey respondents were female. (n = 114)

## RACE

A vast majority of survey respondents indicated they are white. This indicates there's room for program expansion that includes other ethnicities. (n = 114)

Black	1%
Hispanic	3%
White	95%
No answer	2%



## AGE

The average age of the SCTP participant is **17.1 years**. **67%** of the SCTP participants surveyed were between the ages of **15 and 18 years**. (n = 110)

10 & under	2%
11	5%
12	3%
13	5%
14	9%
15	16%
16	14%
17	23%
18	14%
Over 18	10%

## GRADE LEVEL

5th	4%
6th	4%
7th	2%
8th	7%
9th	11%
10th	18%
11th	12%
12th	30%
College	11%

The majority of SCTP / SASP participants (72%) are in grades nine through 12. (n = 114)

# BACKGROUND

## PARTICIPANT

**Q Who introduced you to the shooting sports? (n=114)**

Father	69%
School program or sport	22%
Grandparent	19%
Family friend	19%
Gun club	19%
Coach	18%
Organization (4-H, FFA, Scouts, SCTP / SASP, etc.)	14%
Male friend	11%
Mother	9%
Uncle/Aunt	9%
Brother	5%

Multiple responses allowed. Will not equal 100%.

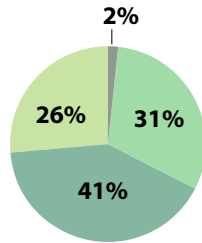
**Nearly seven in 10 participants were introduced to shooting sports by their father.**

Friends, coaches and relatives continue to play important roles in introducing young shooters to the sports.

One very noticeable change to this table over past results is that “school program or sport” holds such prominent placement in the table — second only to fathers.

**Q How many years have you been shooting overall? (n=114)**

Less than 1 year	2%
2 to 4 years	31%
5 to 10 years	41%
More than 10 years	26%



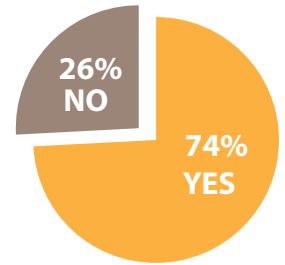
**Q Was your first exposure to target shooting SCTP, SASP, or neither of these programs? (n=114)**

SCTP / SASP	45%
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## PARENT

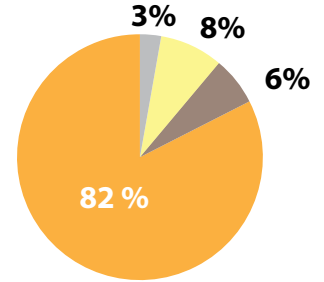
**Q Do you or any other adult residing in your household participate in the shooting sports? (n=572)**

Yes	74%
No	26%



**Q How many years have you or any other adult residing in your household been shooting overall? (n=420)**

Less than 1 year	3%
2 to 4 years	8%
5 to 10 years	6%
Over 10 years	82%



## PARTICIPANT

### Which shooting sports do you currently participate in? The n= values vary; see participation tables on page 4.

## PARENT

Trap	87%
Hunting (small game)	72%
Hunting (big game)	66%
Sporting clays	57%
Skeet	54%
Archery	53%
Handgun target shooting	52%
Rifle target shooting	44%
Airgun target shooting	19%



Trap	80%
Hunting (small game)	79%
Hunting (big game)	72%
Sporting clays	69%
Handgun target shooting	68%
Rifle target shooting	60%
Archery	54%
Skeet	52%
Airgun target shooting	18%

# INVOLVEMENT

PARTICIPANT

**Q** How long have you been participating in each shooting sport? (n=114)

Activity	n( )	Less than 1 year	1 to 2 years	3 to 4 years	5 to 10 years	Over 10 years
Skeet	58	22%	29%	21%	24%	3%
Trap	97	8%	20%	32%	35%	5%
Sporting Clays	62	13%	26%	32%	24%	5%
Airgun target shooting	21	0%	24%	29%	43%	5%
Rifle target shooting	44	9%	7%	18%	41%	25%
Handgun target shooting	44	8%	23%	33%	19%	17%
Hunting (small game)	75	7%	11%	24%	39%	20%
Hunting (big game)	68	4%	4%	32%	43%	16%
Archery	52	10%	19%	23%	33%	15%

**Q** Which shooting sport do you enjoy the most? (n=114)

Trap	39%
Hunting	20%
Sporting clays	16%
Handgun target shooting	13%
Skeet	10%
Rifle target shooting	3%

Multiple responses allowed. Will not equal 100%.



PARENT

**Q** How long have you been participating in each shooting sport? (n=425)

Activity	n( )	Less than 1 year	1 to 2 years	3 to 4 years	5 to 10 years	Over 10 years
Skeet	204	9%	21%	20%	23%	27%
Trap	322	5%	18%	20%	21%	36%
Sporting clays	269	8%	14%	26%	26%	26%
Airgun target shooting	66	5%	6%	11%	11%	68%
Rifle target shooting	227	2%	5%	6%	12%	76%
Handgun target shooting	251	3%	10%	8%	16%	64%
Hunting (small game)	307	1%	1%	3%	4%	91%
Hunting (big game)	282	1%	1%	3%	5%	90%
Archery	201	1%	7%	11%	11%	70%

**Q** Please tell us why you do not participate in the shooting sports (n=147)

Reason	n( )	Percent
Work / family obligations	79	54%
Cost of equipment	42	29%
Lack of knowledge of the sport	20	14%
Lack of interest in shooting	18	12%
No one to go with	9	6%
Don't know where to go	8	5%
Lack of time	8	5%
Other	21	14%

Multiple responses allowed. Will not equal 100%.

**Q How did you first learn about the SCTP / SASP?**

	Participant	Parents
Coach	29%	29%
Parent	21%	N/A
School / Teacher	13%	16%
Friend	12%	11%
Gun Club	11%	21%
Relative	4%	3%
TV / Radio / Newspaper	4%	1%
Internet / Website	3%	4%
DNR / State Agency	2%	4%
SCTP / SASP Parent	N/A	7%

n=(114) n=(571)

**Q Was SCTP / SASP your (or your child's) first exposure to shooting sports?**

Yes	45%	47%
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n=(114) n=(572)

**Q Do any of your family members target shoot? (n=99)**

**88% YES**

**Q How many years have your family members participated in target shooting? (n=99)**

Less than 1 year	5%
2 to 4 years	20%
5 to 10 years	23%
Over 10 years	52%

**Q In your opinion, would your child have been introduced to competitive shooting if not for SCTP / SASP? (n=572)**

**35% NO**

**Q Of which of the following groups / organizations are you currently a member? (n=244)**

Amateur Trapshooting Association (ATA)	60%
National Sporting Clays Association (NSCA)	41%
National Skeet Shooting Association (NSSA)	31%
USA Shooting (USAS)	25%
National Rifle Association (NRA)	17%
International Defensive Pistol Association (IDPA)	4%
United States Practical Shooting Association (USPSA)	3%

Multiple responses allowed. Will not equal 100%.

**Q How many years have you (or your child) participated in the SCTP/ SASP?**

	Participant	Parents
Less than 1 year	7%	7%
1 year	24%	18%
2 years	18%	19%
3 years	15%	18%
4 years	18%	15%
5 years	9%	11%
6 years	4%	4%
7 years or more	6%	8%

n=(114) n=(572)



**Q Which SCTP / SASP division will you participate in for the 2015-2016 school year? (n=114)**

Rookie (5th grade and under)	5%
Intermediate (grades 6 - 8)	11%
Senior (grades 9 - 12)	72%
Collegiate	11%

**Q Which of the following Scholastic Program shooting sports activities do you participate in? (n=114)**

Shotgun (Trap)	80%
Shotgun (Sporting clays)	40%
Shotgun (Skeet)	40%
Pistol (Rimfire)	18%
Shotgun (Olympic / Bunker Trap)	16%
Pistol (Centerfire)	11%
Shotgun (Olympic / International Skeet)	11%
Interested in .22 Rifle Action Shooting	63%

Multiple responses allowed. Will not equal 100%.

**Q Are you currently participating in any other shooting sports program? (n=34)**

**30% YES**

Local club	50%	NRA	21%
ATA	38%	AIM	15%
NSCA	29%	School program	15%
NSSA	29%	CMP	6%
USA Shooting	29%	USPSA	6%
4-H	27%	BSA	3%
Other		12%	

**Q Are you an SCTP / SASP coach? (n=572)**

**46% YES**

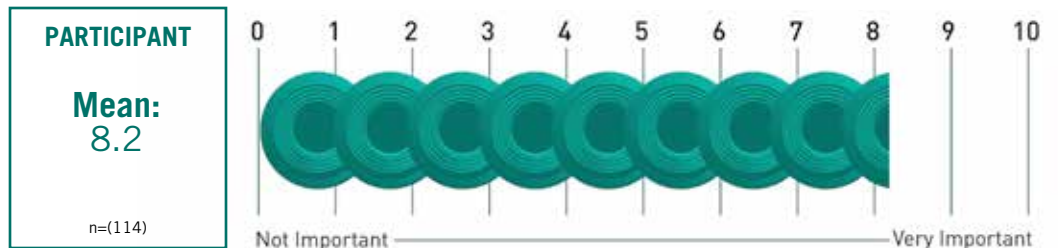
SCTP / SASP, for the vast majority of the participants, is the only shooting sports program in which they are actively involved.



# PARENT AND PARTICIPANT OPINION

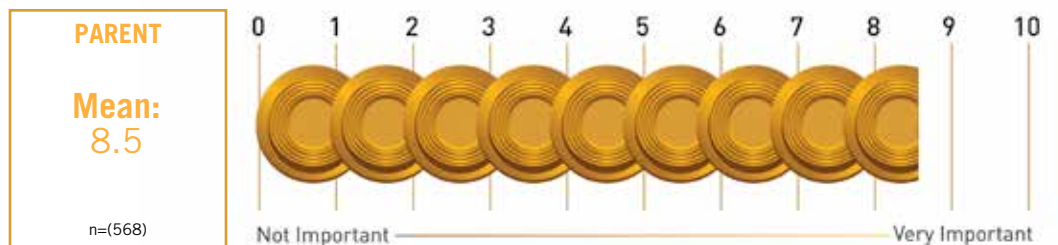
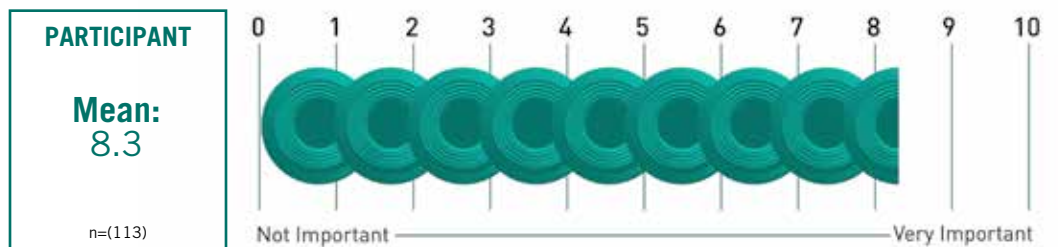
## Rank how important the SCTP / SASP has been for you (or your child) in continuing to participate in the shooting sports:

Participants and parents agree that SCTP / SASP has been important for continued participation in the shooting sports.



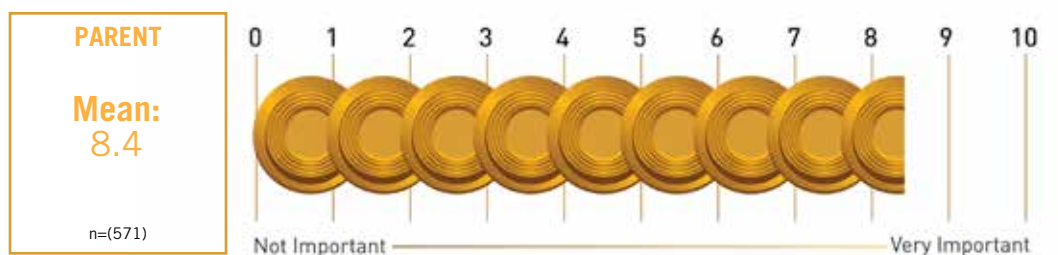
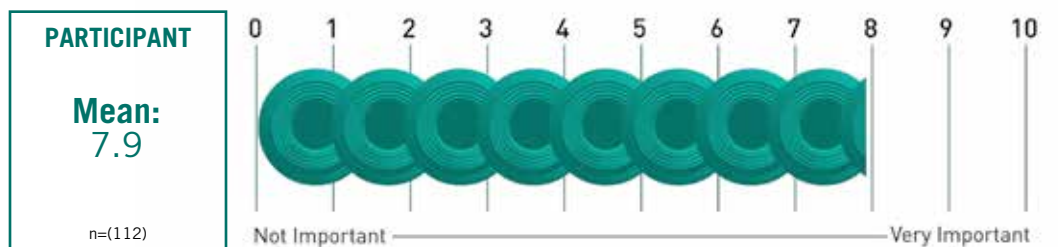
## Rank how helpful SCTP / SASP was in improving your (or your child's) overall shooting

The participant and parent majority says that SCTP / SASP has helped to improve overall shooting skills.

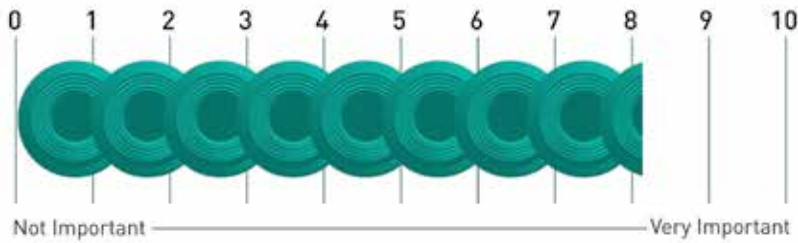


## Rank how much you feel you (or your child) have learned about shooting from the SCTP / SASP:

The participants have learned more about shooting through the SCTP / SASP according to parents and the participants themselves.



**Rank how important SCTP / SASP has been in motivating you (or your child) to shoot more often:**



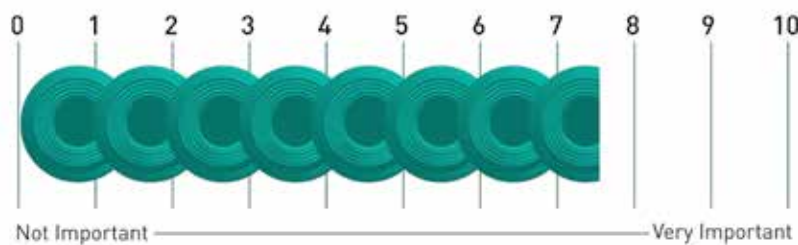
**PARTICIPANT**  
**Mean:**  
**8.1**  
n=(114)

Involvement in SCTP / SASP does motivate participants to engage in the shooting sports more frequently.



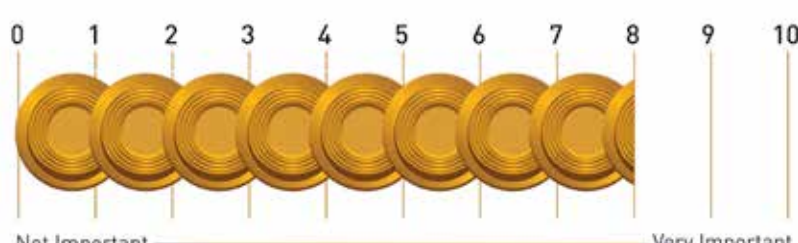
**PARENT**  
**Mean:**  
**8.1**  
n=(567)

**Rank how much you (or your child) have learned about safe firearms handling from SCTP / SASP:**



**PARTICIPANT**  
**Mean:**  
**7.5**  
n=(114)

SCTP / SASP teach and reinforce safety and the responsible use of firearms.



**PARENT**  
**Mean:**  
**8.0**  
n=(571)

**YES RESPONSE**

	Participant	Parents
<b>SCTP / SASP helped me (or my child) become a better overall shooter</b>	<b>92%</b> n=112	<b>95%</b> n=571
<b>SCTP / SASP motivated me (or my child) to go shooting more often</b>	<b>91%</b> n=113	<b>89%</b> n=570
<b>SCTP / SASP has taught me (or my child) more about handling a firearm safely</b>	<b>84%</b> n=114	<b>87%</b> n=565
<b>SCTP / SASP has helped to develop or improve my (or my child's) leadership skills</b>	<b>58%</b> n=114	<b>60%</b> n=572
<b>SCTP / SASP has helped to develop or improve my (or my child's) level of responsibility</b>	<b>76%</b> n=114	<b>82%</b> n=572
<b>SCTP / SASP has helped to develop or improve my (or my child's) teamwork skills</b>	<b>75%</b> n=114	<b>77%</b> n=572

# EQUIPMENT PURCHASES

## PARTICIPANT

**Q** Since joining the SCTP / SASP, have you (parent/guardian) purchased any shooting sports equipment? (n=114)

Ammunition	94%
Eye protection	82%
Shooting apparel	79%
Gun case or bag	78%
Firearm	76%
Accessories (cleaning kits)	69%
Shell bag	69%
Non-electronic ear protection	68%
Choke tubes	66%
Targets (clay)	63%
Club membership	61%
Shooting vest	58%
Targets (paper)	34%
Electronic ear protection	28%
Footwear	23%
High-visibility shotgun beads	14%
Aftermarket shotgun beads	12%
Videos / Instructional material	12%

**YES  
97%**

Multiple responses allowed. Will not equal 100%.

**Q** Have you purchased any reloading equipment since joining SCTP / SASP? (n=114)

Primers	95%
Powders	93%
Shot	86%
Wads	86%
Reloader / Press	70%
Hulls	44%
Brass	28%
Bullets	23%

**YES  
38%**

Multiple responses allowed. Will not equal 100%.

**Q** In the next 12 months, please indicate what equipment you are planning to purchase related to SCTP / SASP. (n=114)

Ammunition	83%	Footwear	16%
Shooting apparel	50%	Shell bag	13%
Targets (clay)	47%	Electronic ear protection	11%
Club membership	33%	High-visibility shotgun beads	8%
Accessories (cleaning kits)	33%	Videos / Instructional material	8%
Firearm	32%	Optics (scope)	4%
Eye protection	28%	Aftermarket shotgun beads	2%
Choke tubes	25%	Will not make a purchase	4%
Non-electronic ear protection	24%		
Targets (paper)	20%		
Gun case or bag	20%		
Shooting vest	18%		

Multiple responses allowed. Will not equal 100%.

**Q** In 2015 only, approximately how many **CLAY TARGETS** did you shoot? (n=107)  
(include practice, local competitions, state and national championship events, etc.)

**Mean:  
3,598**





# EQUIPMENT PURCHASES

PARENT



Did you purchase any shooting sports equipment in 2015?  
(n=572)

Ammunition	98%
Shooting apparel	80%
Firearm	76%
Eye protection	76%
Targets (clay)	68%
Club membership	65%
Accessories (cleaning kits)	64%
Gun case or bag	61%
Choke tubes	59%
Non-electronic ear protection	56%
Shell bag	50%
Shooting vest	50%
Targets (paper)	39%
Electronic ear protection	24%
Optics (scope)	23%
Footwear	18%
Videos / Instructional material	12%
High-visibility shotgun beads	11%
Aftermarket shotgun beads	10%



Multiple responses allowed. Will not equal 100%.



For the year 2016 only, what equipment do you plan to purchase as related to SCTP / SASP. (n=572)

Ammunition	91%
Targets (clay)	56%
Club membership	56%
Shooting apparel	44%
Firearm	34%
Accessories (cleaning kits)	33%
Eye protection	31%
Choke tubes	26%
Non-electronic ear protection	23%
Targets (paper)	21%
Gun case or bag	17%
Shooting vest	16%
Shell bag	11%
Electronic ear protection	9%
Footwear	9%
Videos / Instructional material	9%
Optics (scope)	5%
High-visibility shotgun beads	4%
Aftermarket shotgun beads	2%
Will not make a purchase	3%

Multiple responses allowed. Will not equal 100%.



Have you purchased any reloading equipment since joining SCTP / SASP?  
(n=572)

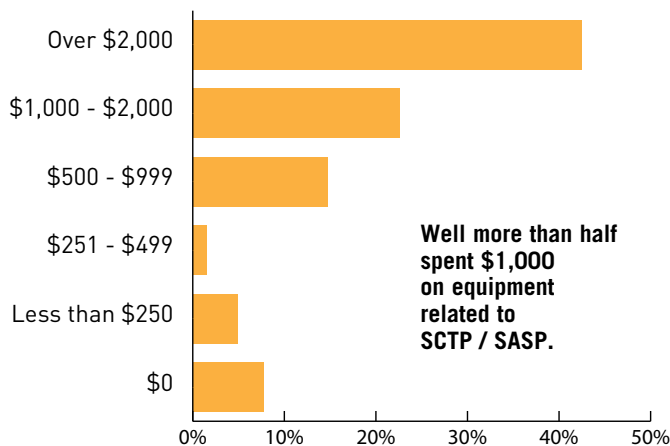
**YES  
38%**

Powders	95%	Reloader / Press	58%
Primers	91%	Hulls	46%
Shot	88%	Bullets	32%
Wads	88%	Brass	26%

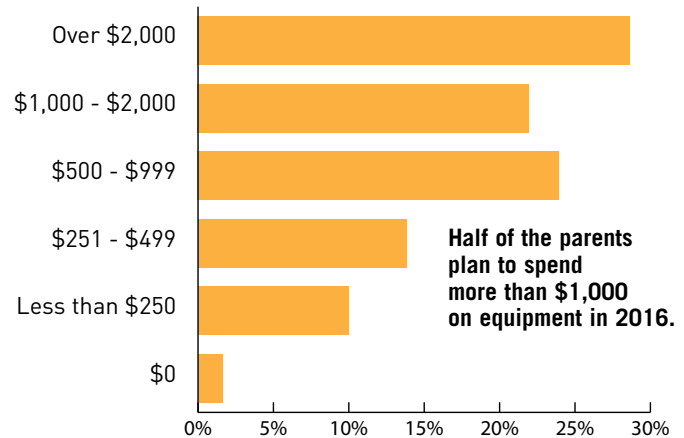
Multiple responses allowed. Will not equal 100%.



In 2015 only, how much did you spend on shooting sports equipment related to SCTP / SASP? n=(572)



How much do you plan to spend, in 2016 only, on shooting sports equipment related to SCTP / SASP? (n=572)



**PARTICIPANT**



Are you interested in participating in the SASP in .22 rifle action shooting? (n=114)

**YES 63%**



Do you currently own a rifle? (n=72)

**YES 93%**

**Top 10 Rifle brands owned:**

Remington	43%
Ruger	43%
Savage	28%
Browning	22%
Mossberg	18%
Smith & Wesson	15%
Henry	9%
Winchester	6%
Marlin	3%
Colt	2%

Multiple responses allowed. Will not equal 100%.



Indicate what brand(s) of ammunition you've used for rifle shooting.

Remington	60%
Winchester	58%
Federal / ATK	55%
CCI	45%
American Eagle	22%
Hornady	10%
Reloads	10%
Fiocchi	9%
PMC	6%
Eley	2%
Other	6%

Multiple responses allowed. Will not equal 100%.

**PARENT**



Would you support your child's participation in the SASP in .22 rifle action shooting? (n=572)

**YES 91%**

**Top 10 Rifle brands owned:**

Remington	57%
Ruger	54%
Browning	39%
Savage	36%
Henry	22%
Mossberg	19%
Smith & Wesson	18%
Winchester	12%
Marlin	10%
Colt	8%



Do you currently own a rifle? (n=72)

**NO 10%**

**Top 5 brands of interest:**

Browning	37%
Remington	35%
Ruger	12%
Smith & Wesson	8%
Mossberg	6%

Multiple responses allowed. Will not equal 100%.



**PARTICIPANT**

**What type of shotgun is your primary shotgun for SCTP? (n=97)**

Over/Under	43%
Semi-Automatic	36%
Single-Shot	13%
Pump	7%
Side-by-Side	0%
	100%



**What shotgun brands do you currently use for SCTP (n=101)**

Browning	37%
Beretta	29%
Remington	28%
Benelli	6%
Perazzi	7%
CZ	5%
Krieghoff	4%
Mossberg	3%
Winchester	2%
Weatherby	2%
Ruger	2%
Franchi	1%

Multiple responses allowed. Will not equal 100%.

**What shotgun shell brands do you currently use for SCTP? (n=97)**

Winchester	66%
Federal / ATK	42%
Remington	38%
Rio	38%
Fiocchi	25%
Reloads	22%
Estate	19%
Noble Sport	14%
Kent	4%
Clever	3%
Other	5%

Multiple responses allowed. Will not equal 100%.



**What pistol brands do you currently use for SASP? (n=27)**

Ruger	48%
Smith & Wesson	33%
Glock	30%
Beretta	15%
Springfield	11%
Browning	11%
Remington	4%
M & P and Walther	4%
Other	4%

Multiple responses allowed. Will not equal 100%.

**What ammunition brands do you currently use for SASP pistol participation? (n=27)**

Winchester	63%
CCI	59%
Remington	48%
Federal / ATK	41%
American Eagle	30%
Reloads	15%
Fiocchi	7%
Eley	4%
Hornady	4%
PMC	4%
Other	19%

Multiple responses allowed. Will not equal 100%.



## DOLLARS & SENSE

The results of the parent surveys clearly indicate how valuable this audience is in terms of customers for your shooting sports equipment. Ammunition, firearms, apparel, targets, club membership, accessories and gun cases or bags were high-demand items in 2015.

More than half of the parent respondents stated that they intend to spend more than \$1,000 on equipment purchases in 2016.

### DO THE MATH

- 13,660 shooters registered in SCTP / SASP**
- 50% (6,830) spend more than \$1,000 = \$6,830,000.**
- 24% (3,278) spend more than \$500 = \$1,639,000.**
- 14% (1,912) spend more than \$250 = \$478,000.**

It really adds up fast! In fact we can estimate that our SCTP / SASP audience **will spend about \$8.9 million** in the coming year. Be mindful that these calculations are based only on active SCTP participants.

**SCTP / SASP families represent outstanding customers for your product lines!**

## STATE AGENCY OBSERVATIONS

Participation in Iowa's youth shooting sports programs continues to grow 15 to 20 percent annually. The clay target program has grown from 350 high school kids in 2006 to nearly 3,200 fourth-graders through college students in 2015. — **Chris Van Gorp, Shooting Sports and Shooting Range Coordinator for the Iowa Department of Natural Resources.**

Our youngest generation has spent more time online than they have outside. Getting kids engaged with the outdoors is a priority for our agency and shooting sports has proven to be a successful tool for reaching Iowa's youth. — **Chuck Gipp, Director for the Iowa Department of Natural Resources.**



## RANGE IMPACT

The Scholastic Pistol Program\* is safe, fun, and keeps our teenage, co-ed youths active and engaged. Our parents and sponsors strongly support us teaching youth the safe, responsible enjoyment of shooting sports, and they increased financial support so we can expand our program. We built five new ranges to fully take advantage of the interest! — **Eric Tarbox, Scout Executive/CEO, BOY SCOUTS OF AMERICA, Pine Tree Council**

## FROM MANUFACTURERS AND VENDORS

*GLOCK, Inc., has been a founding partner of the Scholastic Pistol Program.\* For the benefit of youth, it is singularly the best platform available to bring a year-long, structured program of shooting opportunities that involve individual performance and improvement, while reflecting the importance of team participation and performance and continually striving for excellence. The program offers GLOCK the ability to introduce, market and develop brand loyalty during a particularly important time in a young man's or woman's competitive shooting discovery. The efforts of the Scholastic Shooting Sports Foundation and the Scholastic Pistol Program\* in particular, allows anyone in the industry the ability to contribute to the future of the shooting sports by financially supporting the efforts of a few to support the ambitions of many. — **Ed Fitzgerald, Special Projects Manager, GLOCK***



Attending SPP\* events provides the opportunity for us to rub shoulders with the next generation of shooters in a very positive way. SPP\* athletes are passionate about the sport and excited about the industry. The SPP\* is developing a new generation of safe, responsible shooters and customers that will have a very positive effect on our industry. — **Seth Ercanbrack, Marketing Manager, Action Target**

\* The Scholastic Pistol Program (SPP) has been rebranded as the Scholastic Action Shooting Program (SASP) and now includes .22 rifle in addition to pistol.

We can clearly see the potential retail market value related to SCTP / SASP participants and their families. Beyond the equipment expenditures related to participation, the additional economic impact from event participation further amplifies the overall market value of this group.

A recent study conducted by Southwick Associates for the National Shooting Sports Foundation of the 2015 SSSF National Championship Events at the World Shooting and Recreational Complex in Sparta, Illinois, found that **7,200 competitors, parents and coaches attended the event** (824 completed the survey).

Average spending while at the event: **\$1,429**  
 Average spending while traveling to/from event: **\$450**  
 Event organizer spending: **\$381,152**  
 SCTP Nationals total clay targets: **872,500**

## DIRECT EFFECT + MULTIPLIER EFFECT

### Contribution of the SSSF National Championship to the Illinois economy:

Jobs	<b>245</b>
Labor income	<b>\$9,456,205.00</b>
State GDP*	<b>\$15,797,787.00</b>
State & local taxes	<b>\$1,761,076.00</b>
Federal taxes	<b>\$2,199,841.00</b>

\*GDP: Gross Domestic Product - the total value of the goods and services produced by the people

## HUNTING

Another area of shooting sports involvement impacted by active participants and their family members.

### PARTICIPANT

**Q** Have you ever purchased a hunting license or permit? (n=114)



**Q** Do you hunt? (n=114)

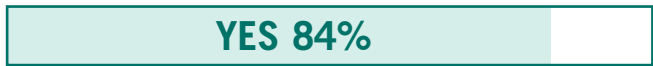


**Q** What type of hunting do you do? (n=88)

Shotgun	<b>89%</b>
Rifle	<b>74%</b>
Archery	<b>34%</b>
Muzzleloader	<b>28%</b>
Handgun	<b>10%</b>

Multiple responses allowed. Will not equal 100%.

**Q** Have you ever taken a hunter education course? (n=114)



**Q** Is completion of a hunter education course required in order to participate with your SCTP / SASP team or program? (n=96)



### PARENT

**Q** Have you ever purchased a hunting license or permit? (n=569)



**Q** Do you hunt? (n=569)



**Q** What type of hunting do you do? (n=403)

Shotgun	<b>93%</b>
Rifle	<b>78%</b>
Archery	<b>52%</b>
Muzzleloader	<b>42%</b>
Handgun	<b>22%</b>

Multiple responses allowed. Will not equal 100%.

**91%** of the participants indicated that they had hunted prior to joining SCTP / SASP, showing that there is active family involvement and a history of family tradition.

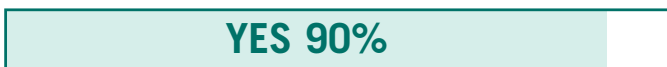
**PARTICIPANT**

**Q** Please tell us which of the following would encourage you to shoot more often? (n=112)

Opportunity to win a scholarship	82%
Fun shooting events	79%
Competition	70%
A place close to home to go shooting	58%
An after-school shooting club	54%
Opportunity to receive more instruction	36%
A mentor to shoot with	35%
Other	7%

Multiple responses allowed. Will not equal 100%.

**Q** In the last 12 months, have you introduced or invited any of your family, friends or classmates to the shooting sports? (n=114)



**Q** If there was a classmate who accepted your invitation in 2015, was it the first time your classmate had tried shooting? (n=93)



**Q** What do you enjoy most about being involved in SCTP / SASP? (n=114)

Competition	30%
Having fun	26%
Spending time with family / friends	12%
Meeting others interested in shooting	9%
Making new friends	8%
Traveling	6%
Teamwork	4%
Other	5%

**Q** How many gun clubs / shooting ranges have you visited in 2015? (n=114)



**PARENT**

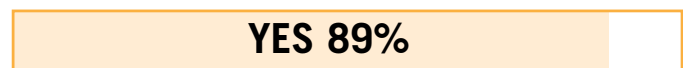
**Q** My states laws regarding youth participation in shooting events (like SCTP / SASP) are . . . n=(568)

Just right	53%
I don't know	34%
Too restrictive	14%
Not restrictive enough	0%

**Q** Overall, how satisfied are you with the SCTP / SASP? n=(570)

Extremely satisfied	46%
Very satisfied	37%
Somewhat satisfied	10%

**Q** Not including SCTP / SASP or events related to either, does your child shoot at a local range? n=(572)



**Q** How often does your child shoot at a local range? (n=509)

More than 10 times per year	73%
6 - 10 times per year	15%
2 - 5 times per year	12%
Once a year	1%

**ATTENTION RANGES!**

SCTP / SASP participants represent an active audience for your range and they practice often.

**Q** How many gun clubs / shooting ranges have you visited in 2015? (n=568)



**Q** Please estimate the number of firearm retailer stores you visited in 2015? (n=566)



# CHARACTER DEVELOPMENT

# PARTICIPANT

**Q** What qualities do you feel the SCTP / SASP has helped you to develop or improve? (n=114)

Competitiveness	84%
Responsibility	76%
Teamwork skills	75%
Education about firearm safety	72%
Leadership skills	58%

Multiple responses allowed. Will not equal 100%.

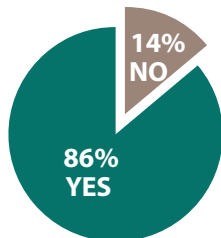
### Other qualities mentioned by active participants:

- Communication skills
- Coordination
- Confidence
- Dedication
- Kindness
- Patience
- Respect
- Social skills
- Sportsmanship
- Technique

**Q** What is the most accurate description for the level of your academic performance since beginning your participation in the SCTP / SASP? (n=113)

Academic performance remained the same	60%
Academic performance improved	39%
Academic performance declined	1%

**Q** If you are in high-school now, do you plan on attending college or technical school after graduating? (n=101)



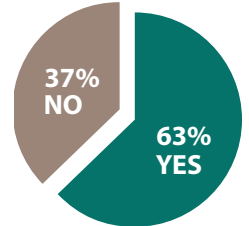
**Q** Would you prefer to attend a college or technical school that offers a target shooting program? (n=107)

**YES 89%**

**Q** Besides SCTP / SASP, do you currently participate in any other school-related sports or activities? (n=114)

### Some other school-related sports / activities

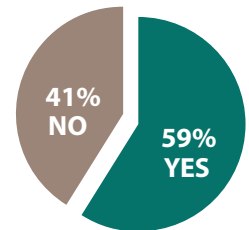
- Choir
- Drama/Theater
- Volleyball
- Bowling
- Academic club
- Martial Arts
- Robotics
- Tennis
- Fellowship of Christian athletes



**Q** Besides SCTP / SASP, do you currently participate in any other sports or activities that are not related to school? (n=114)

### Some other sports / activities participated in:

- Hunting
- Fishing
- Camping
- 4x4 / ATVs
- Biking
- 4-H
- Music
- Hiking
- Swimming
- Running
- Boy/Girl Scouts
- Bowling
- Golf
- Horseback riding



**Q** Of which of the following groups are you currently a member? (n=100)

- AIM: 3%
- ATA: 75%
- IDPA: 3%
- NRA: 4%
- NSSA: 34%
- NSCA: 34%
- USAS: 21%
- USPSA: 4%



# WHAT PARENTS SAY ABOUT SCTP / SASP

**Q** Has your perception of the shooting sports changed since your child's involvement in SCTP / SASP? n=(572)

**YES 64%**

**Q** The statement that matches your view of the shooting sports since your child's involvement in SCTP / SASP (n=368)

**99%** I view the sport of shooting as MORE acceptable.

**Q** Your child's involvement in SCTP / SASP has... (n=570)

**87%** Increased my own participation and/or interest in the shooting sports

**12%** Had no effect on my own participation and/or interest in the shooting sports



Level of agreement or disagreement with the following statements:	Strongly Agree	Agree	Don't Know	Disagree	Strongly Disagree
SCTP / SASP has had a positive influence on my child's development.	62%	31%	4%	1%	2%
My opinion of competitive shooting has become more positive since being introduced to SCTP / SASP.	48%	40%	7%	3%	2%
My child's sense of teamwork and leadership has improved since his/her involvement in SCTP / SASP.	44%	43%	9%	3%	2%
SCTP / SASP has provided me with a better understanding of firearm safety.	32%	41%	13%	10%	4%
SCTP / SASP has provided my child with a better understanding of firearm safety.	48%	38%	7%	5%	3%
SCTP / SASP aid in the development of responsibility.	49%	43%	5%	2%	2%
Competitive shooting is just as important as other sports.	73%	22%	2%	1%	2%
Competitive shooting has taught my child more about sportsmanship.	58%	34%	4%	2%	2%
SCTP / SASP is a good way to introduce someone to the shooting sports.	69%	26%	2%	1%	2%
I encourage others to become familiar with SCTP / SASP.	72%	23%	2%	1%	2%
I support competitive shooting as a school-based sport / athletic program.	81%	15%	1%	1%	1%
I would purchase a firearm and/or related accessories for my child's use in competitive shooting.	81%	16%	1%	1%	2%
I would consider becoming a coach or a shooting instructor.	53%	16%	19%	7%	5%
Besides use for shooting sports, I support firearms ownership.	85%	10%	3%	1%	1%
I believe a firearms safety education course is important for all shooters.	91%	7%	0%	0%	2%
With a good mentor and proper instruction, shooting is a safe and fun sport.	90%	8%	0%	0%	2%
State laws should permit minors to participate in supervised programs like SCTP / SASP.	89%	8%	1%	0%	2%
My child's grades have improved with his/her involvement in SCTP / SASP.	23%	29%	32%	13%	3%
My child's conduct has improved with his/her involvement in SCTP / SASP.	31%	35%	22%	9%	3%



## WHAT PARENTS ENJOY MOST ABOUT SCTP / SASP:

*Both of my daughters did not know if they really wanted to shoot SPP\*, but once they tried it they are completely hooked and enjoy it a lot.*

**Terry H., Indiana**

*SPP\* was a great way to introduce our son to handgun safety and handling.*

**Larry K., Wisconsin**

*I enjoy the opportunity that SCTP gives not only through local tournaments, but also through regional and National tournaments for all age levels through college.*

**Cherie E., South Carolina**

*Watching team members encourage each other. The ability to spend time with other families who support shooting sports.*

**Donna L., Ohio**



*The discipline, the safety education and the personal development of my child.*

**Dave O., Missouri**

*Comraderie among shooters and parents. Plus, it's not subjective like other sports.*

**Kenny H., Georgia**

*Watching the kids become better shooters and have fun doing it.*

**Christopher S., Indiana**

*It supports marksmanship, education, scholarships and safety.*

**Rhonda B., Wisconsin**

*That any child no matter what kind of athletic ability they have can shoot and learn how to be competitive.*

**Robert M., Tennessee**

*My kids have learned how to be more social. It's not looking down at the phone. Handshakes and introductions will make them better prepared for life. I can participate with them.*

**Brendan S., Massachusetts**

*Getting my child away from electronic devices and into the outdoors.*

**Tina R., Florida**

*The opportunity for shooters of all skill levels to compete.*

**Kurt V., Iowa**

*I very much enjoy and am appreciative of the professional instruction my boys are receiving. It's much more so than I am qualified to provide. The quality of the instruction - at least in our club - is outstanding. From a cost perspective, it is very reasonable.*

**Gregory S., Michigan**



*Watching the kids develop their skills and gaining an increased level of confidence and self esteem.*

**Jeremy T., Wisconsin**

*My daughter began shooting SCTP last year and she was introduced to dove hunting because of it. She was very successful with dove hunting, and a month later she shot a cow elk through Arizona's youth draw program. I truly believe that if it wasn't for SCTP clay shooting she would not be a hunter today. I am very proud of her!*

**James L., Arizona**

*It teaches marksmanship skills to youth and promotes their participation in hunting and outdoor related activities.*

**Matthew C., Tennessee**

\* The Scholastic Pistol Program (SPP) has been rebranded as the Scholastic Action Shooting Program (SASP) and now includes .22 rifle in addition to pistol.

## WHAT COACHES ENJOY MOST ABOUT SCTP / SASP:

*That it is a great program that gets kids shooting at minimal cost (SPP\*).*

**Eliot J., Virginia**

*Seeing young shooters develop skills they never knew they had. Meeting people from around the country.*

**Mark K., Wisconsin**

*SCTP / SPP\* programs involve youths who may never have had an opportunity to learn firearm safety and be involved in being part of a team that promotes teamwork, leadership, responsibility and self-confidence. It is one of the best programs to develop youths into responsible adults and [support] character development that will serve them a lifetime. It also does away with the myth of generation gap and improves the importance of goal setting.*

**Allen B., Tennessee**

*Fellowship with individuals who value personal responsibility and a good moral foundation, something that has become harder and harder to find in everyday life.*

**Andrew R., Pennsylvania**

*The chance to learn a lifelong, multi-generational sport in an organized, safety-based setting. The shooting sports are full of respect and sportsmanship.*

**Matt H., Iowa**

*This is both a team and individual sport.*

**Jennifer L., Missouri**



*I enjoy that the SCTP has brought a sport that everyone can participate in. It isn't the classic high school sport where only a select few ever see playing time. Here, everyone participates and everyone can make a difference for their team.*

**Eric B., Wisconsin**

*Seeing all of the kids compete, nothing like seeing 300, 500 or 1000 participants. Watching the parents and grandparents supporting the shooting sports.*

**Jeff H., Tennessee**

*Seeing our kids compete and the enjoyment on their faces, not only because they are having fun with their teammates, doing something they love, but when they top their own personal best score and they are on cloud 9. It's priceless!*

**Tim G., Pennsylvania**

*The opportunity to introduce many non-shooting and non-formal shooting individuals and their families to the shooting sports in a safe, welcoming, and non-threatening structured environment.*

**Alan H., Arizona**

*It has given our local kids a different kind of sports activity to be involved in. It also is great to see the girls shooting right along next to the boys. We have so many kids who are not the very physical type. I also like that we as a club make sure the kids are getting passing grades in order to shoot. We as a team work with the kids on safety at every practice. Most of our kids have never shot before, and this is their first time holding a gun.*

**Jennifer W., Iowa**

*The focus on the youths, making it all about the kids. Watching them grow and get better year after year.*

**Jason S., Indiana**



\* The Scholastic Pistol Program (SPP) has been rebranded as the Scholastic Action Shooting Program (SASP) and now includes .22 rifle in addition to pistol.

## KEY FINDINGS:

- From 2013 to 2015, the number of SASP athletes has increased 49% and, since its inception, the number of registered participants in SCTP has increased from 700 to 12,471, a growth of 1,682%!
- Twenty-two percent of SCTP participant respondents stated that their introduction to shooting sports was through a school program or sport. School was the No. 2 response – fathers filled the top spot.
- Ninety-three percent of SCTP parents surveyed agree that the program has had a positive influence on their child's overall development.
- Academic performance since joining SCTP / SASP has remained the same or improved according to 99% of participants.
- Parents who indicated that their child's grades have improved since joining SCTP/ SASP: 52%.
- SCTP goes beyond competitive shooting – it also helps to build character. Nearly six in 10 shooters indicated that SCTP / SASP have helped to develop or improve their leadership skills.
- The program has motivated participants to shoot more often according to 91% of SCTP / SASP respondents.
- The average number of targets used by each SCTP participant in 2015 was 3,598.
- SCTP participants are a prime audience for your products. Since joining the program, 97% have made a purchase related to the shooting sports.
- Estimates show that the SCTP audience will spend more than \$8 million related to the program in the coming year.
- In 2015, our survey respondents (parents and participants) reportedly visited an average of 11 different ranges and nine firearms retailers.

The statistics presented in this issue are based on data collected from the 2015 SCTP Participant Survey and the 2015 SCTP Parent Survey, both conducted by the National Shooting Sports Foundation.

## WANT TO KNOW MORE?

Visit [sssfonline.org](http://sssfonline.org)

for complete program information, to find a team, to become a sponsor or partner, and so much more!



## ABOUT NSSF®

The National Shooting Sports Foundation® (NSSF®) is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 13,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, visit [nssf.org](http://nssf.org).

## ABOUT THE SCHOLASTIC CLAY TARGET PROGRAM & SCHOLASTIC ACTION SHOOTING PROGRAM

The Scholastic Shooting Sports Foundation (SSSF), through its Scholastic Clay Target Program (SCTP) and its Scholastic Action Shooting Program (SASP), provides school-age participants (grades 12 and under, in addition to a college division), with the opportunity to learn and train in a safe environment, as well as showcase their competitive shooting skills and earn state and national recognition. The program is designed to instill in participants safe firearms handling, commitment, responsibility, leadership and teamwork.

The Scholastic Clay Target Program is a program of the Scholastic Shooting Sports Foundation (SSSF) and is sponsored by the governing bodies for trap, skeet and sporting clays shooting – the Amateur Trapshooting Association (ATA), the National Skeet Shooting Association (NSSA) and the National Sporting Clays Association (NSCA), respectively.

The Scholastic Action Shooting Program is a program of the Scholastic Shooting Sports Foundation (SSSF) and is a youth action shooting program featuring .22 handguns, centerfire handguns and .22 rifles. The SASP provides a safe and simple introduction to action shooting and a level playing field across age and gender.

## 2015 SCTP SURVEY METHODOLOGY

Two surveys are reported in this issue: 2015 SCTP Participant Survey and the 2015 SCTP Parent Survey. Both surveys were conducted via online survey by NSSF research. A total of 686 surveys were completed and compiled for this report. All survey respondents meeting the eligibility requirements and providing an email address were entered into a random drawing. Two firearm prizes were awarded.



Report provided by NSSF.  
For additional research materials,  
please visit [nssf.org/research](http://nssf.org/research).

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