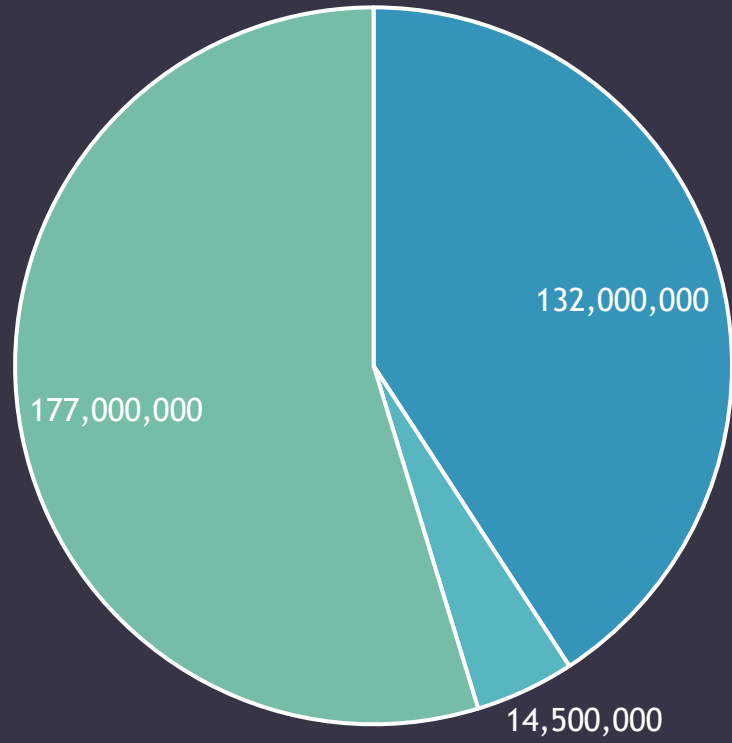


Firearms and Shooting Sports: Ranges

Nephi Cole

Director Government Relations-State Affairs
National Shooting Sports Foundation (NSSF)

Legal American Gun Ownership



- 2017 Legal American Gun Owners
- 2020-2022 New Legal Gun Owners
- Americans Who Don't Admit Ownership

Who Legally Owns Firearms and How is It Changing?

▶ “The share of American households owning at least one firearm has remained relatively steady since 1972” (Statista Research)

2020-2022

- ▶ Over 90 percent of retailers reported an increase of African American men purchasing firearms.
- ▶ Nearly 87 percent of retailers reported an increase of African American women purchasing firearms.
- ▶ Nearly 84 percent of retailers reported an increase of Hispanic-American men purchasing firearms.
- ▶ Over 87 percent of retailers reported an increase of Hispanic-American women purchasing firearms.
- ▶ Over 76.5 percent of retailers reported an increase of Asian-American men purchasing firearms.
- ▶ Over 82 percent of retailers reported an increase of Asian-American women purchasing firearms.
- ▶ 22.1 percent of customers purchased a second firearm since their initial purchase.
- ▶ 44.5 percent of first-time gun buyers in 2021 were under 40.
- ▶ 45.7 percent asked for information on safety training.
- ▶ 23.6 percent signed up for safety training

What Firearms
are “In-Demand”:
...Manufacturers
don’t decide
what gets
built...customers
do.

- ▶ From 2017 Assessment of Excise Tax Revenue Sources (Southwick)
 - ▶ “Traditional” rifles (bolt, lever, pump) = 15.6%
 - ▶ Modern Sporting Rifles (MSR’s and variants) = 19.5%
 - ▶ Shotguns (pump, semiauto and others) = 12.0%
 - ▶ Handguns = 50.4%
 - ▶ Other = 2.5%

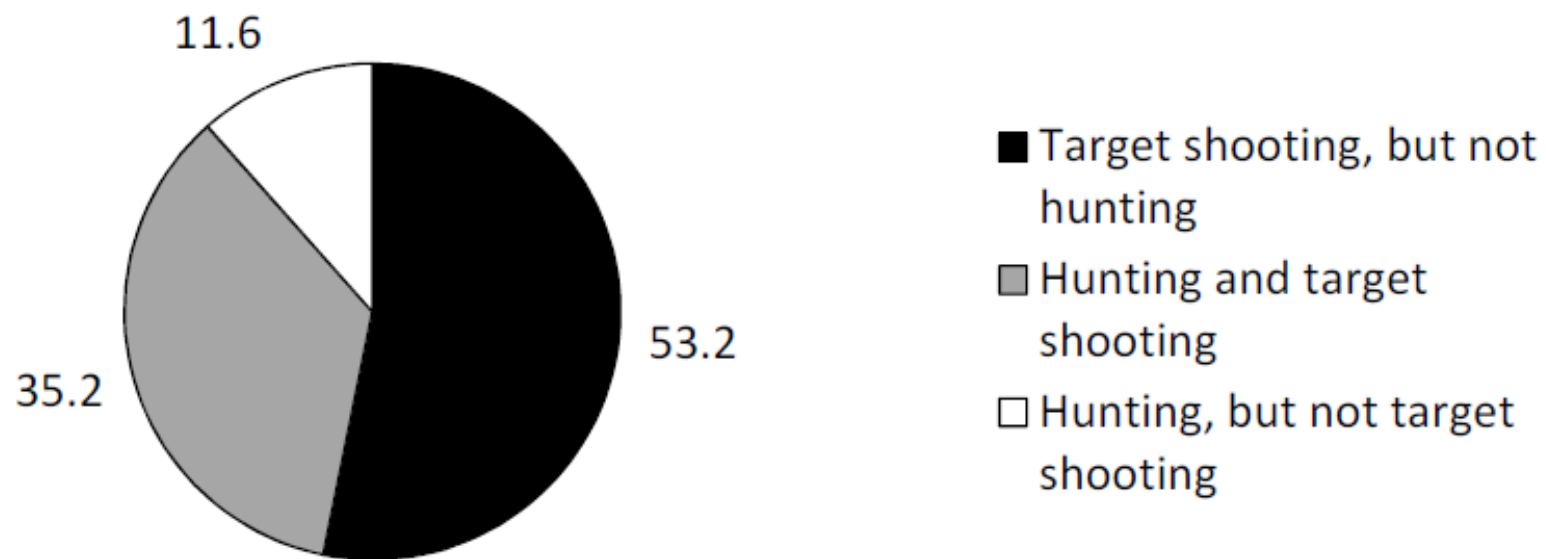
Most Common Firearms in America

- ▶ Handguns - 5 million per year, 85% are semi-automatics with magazines that have potential maximum capacity > 10 (ATF, 2018)
 - ▶ Over 52 million from 1990 to 2017
- ▶ Modern Sporting Rifles (MSR's) - Over 24 million total, the most popular long guns sold in America by significant margins.
- ▶ MSR's and semi-automatic pistols are 70% of American firearms
 - ▶ The most common firearms in America (in common use)

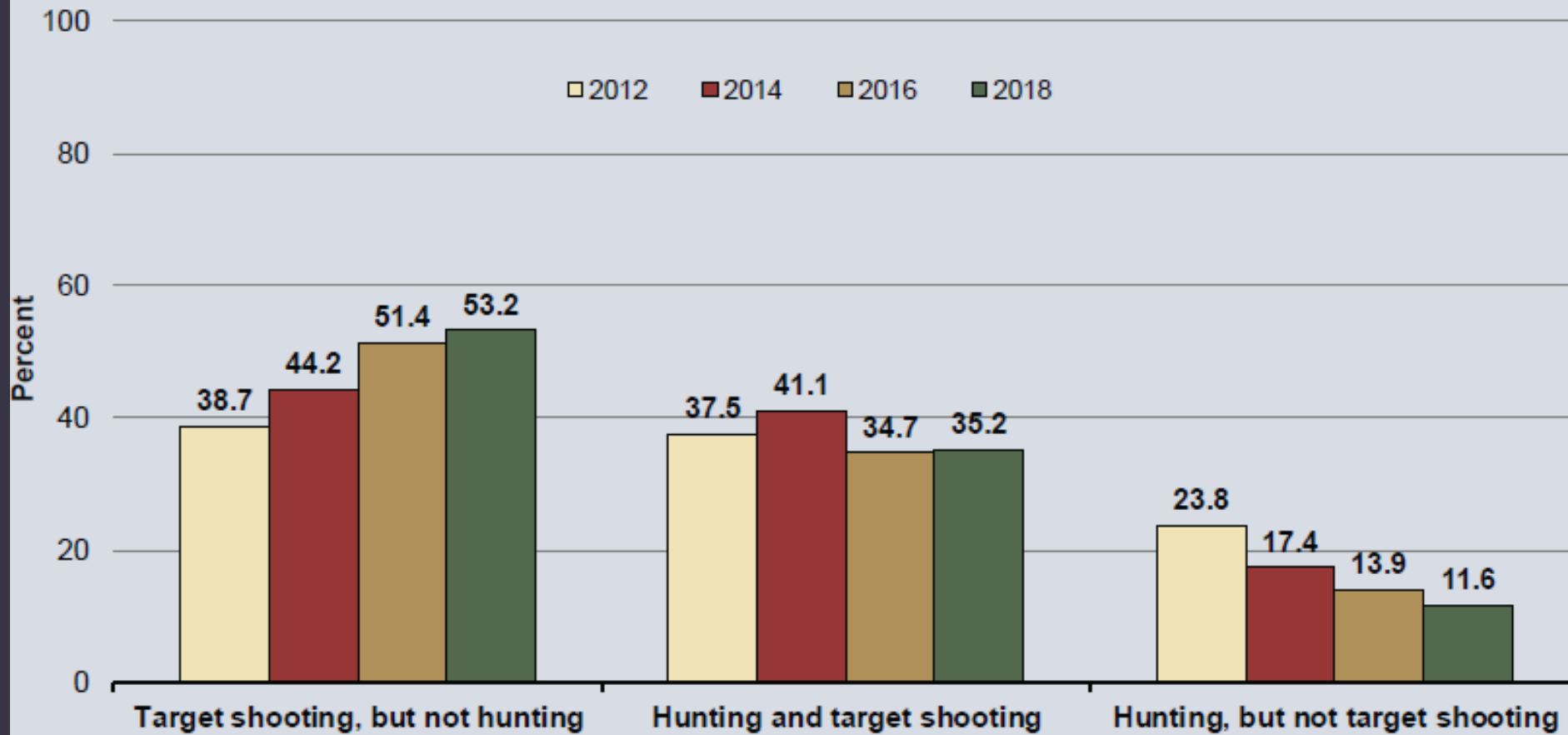
Pittman Robertson (PR) Tax

- ▶ Established in 1937, the Federal Aid in Wildlife Restoration Act
- ▶ Firearms Excise Tax (10-11%) on firearms and ammunition
- ▶ Manufacturing tax paid to the treasury - then distributed to each state's wildlife management agency for conservation and education purposes
 - ▶ The largest single source of wildlife and habitat conservation funding in the world.
- ▶ Over \$1.1 Billion dollars in 2021
- ▶ Over \$24 Billion lifetime (adjusted for inflation)

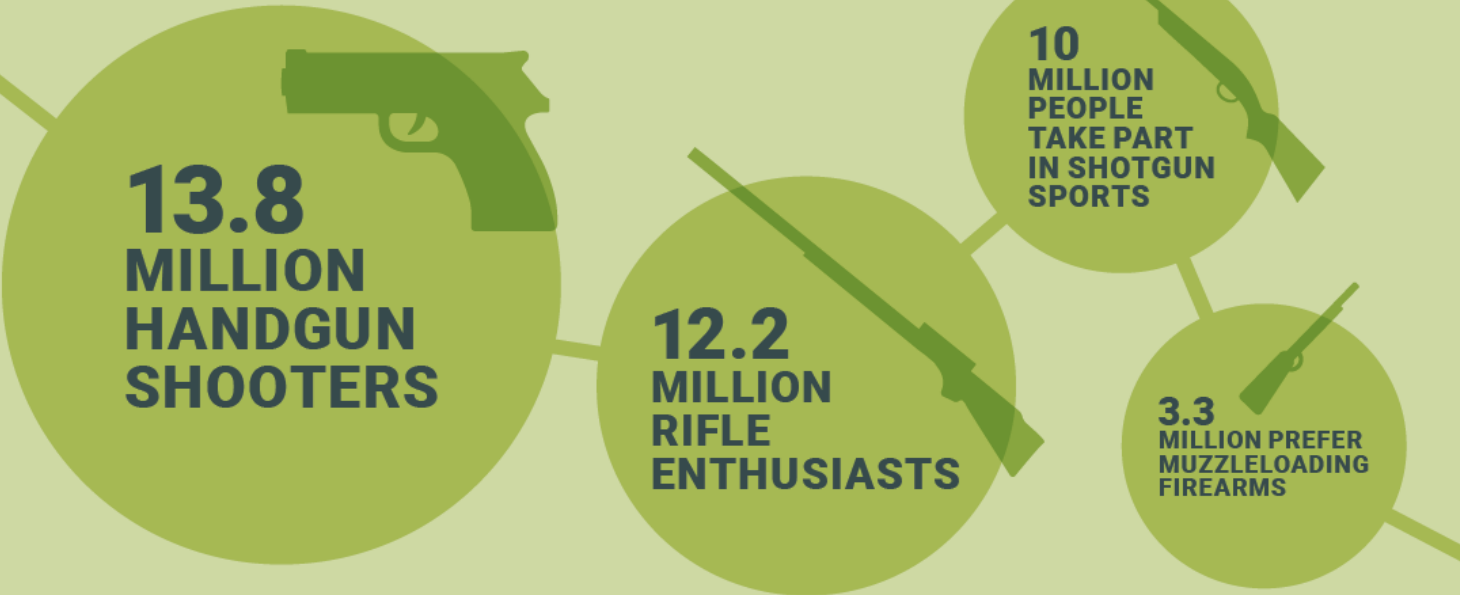
Breakdown of those who went target shooting or hunting in 2018.



Percent of All Hunters and Shooters Who Participated in Target Shooting Only, Hunting Only, or Both



Breaking shooting interest down by type of firearm, shooting with handguns leads the way with **13.8 million handgun shooters**. Immediately behind handguns is interest in **shooting rifles**, enjoyed by **12.2 million enthusiasts**. Just over **10 million people take part in shotgun sports**, and **3.3 million shoot muzzleloading firearms**.



SPOTLIGHT

THE 20.4 MILLION REGULAR TARGET SHOOTERS

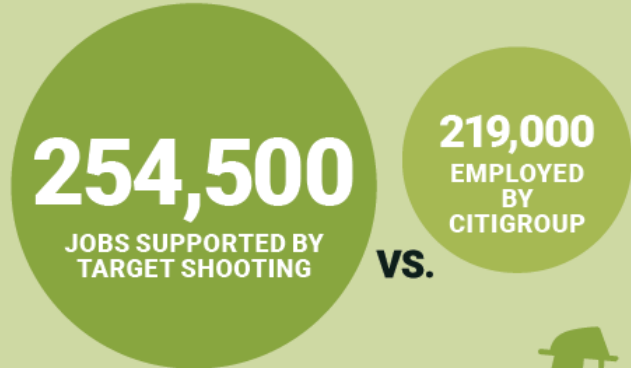


IN 2016
OUTNUMBERED THOSE
THAT PLAYED TENNIS¹

DID YOU KNOW?



The value added from target shooting to the U.S. GDP is larger than the overall GDP of 85 countries.⁵



Target shooting supports more jobs than Citigroup.⁶

TARGET SHOOTING
TAXES COULD PAY OVER

35,000 firefighter
salaries



The \$1.8 billion in state and local taxes generated from target shooting would pay the salaries of over 35,000 firefighters.⁷

SPOTLIGHT

ON AVERAGE, TARGET
SHOOTERS CONTRIBUTE
MORE THAN

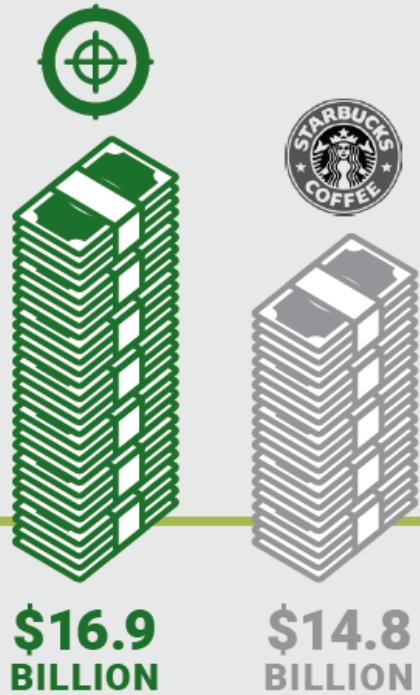
\$11
MILLION

PER DAY IN STATE, LOCAL
AND FEDERAL TAXES

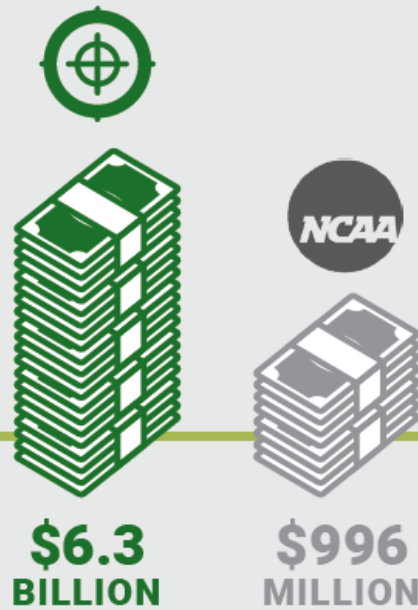


FAST FACTS

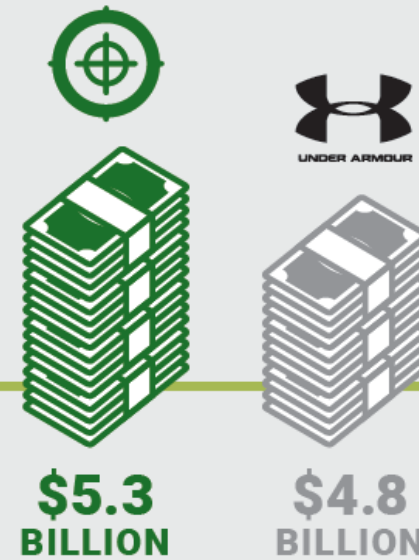
The sales **revenue from target shooting is greater** than Starbucks' 2016 U.S. sales revenues.²



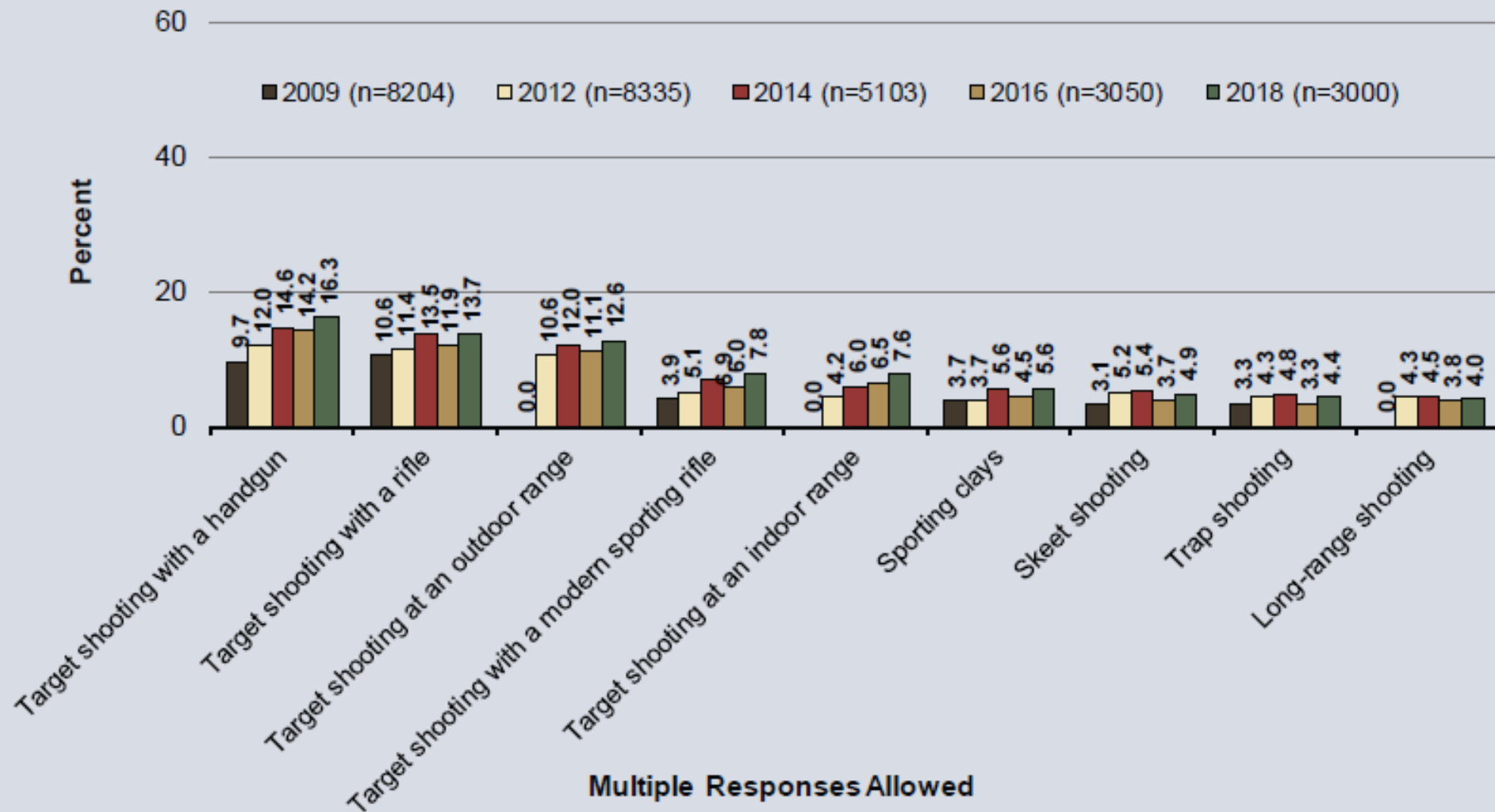
In 2016, Americans **spent more than six times the revenue** of the NCAA on handgun shooting.³



Slightly more was **spent on target shooting with a rifle** in 2016 than Under Armour's total annual sales that same year.⁴

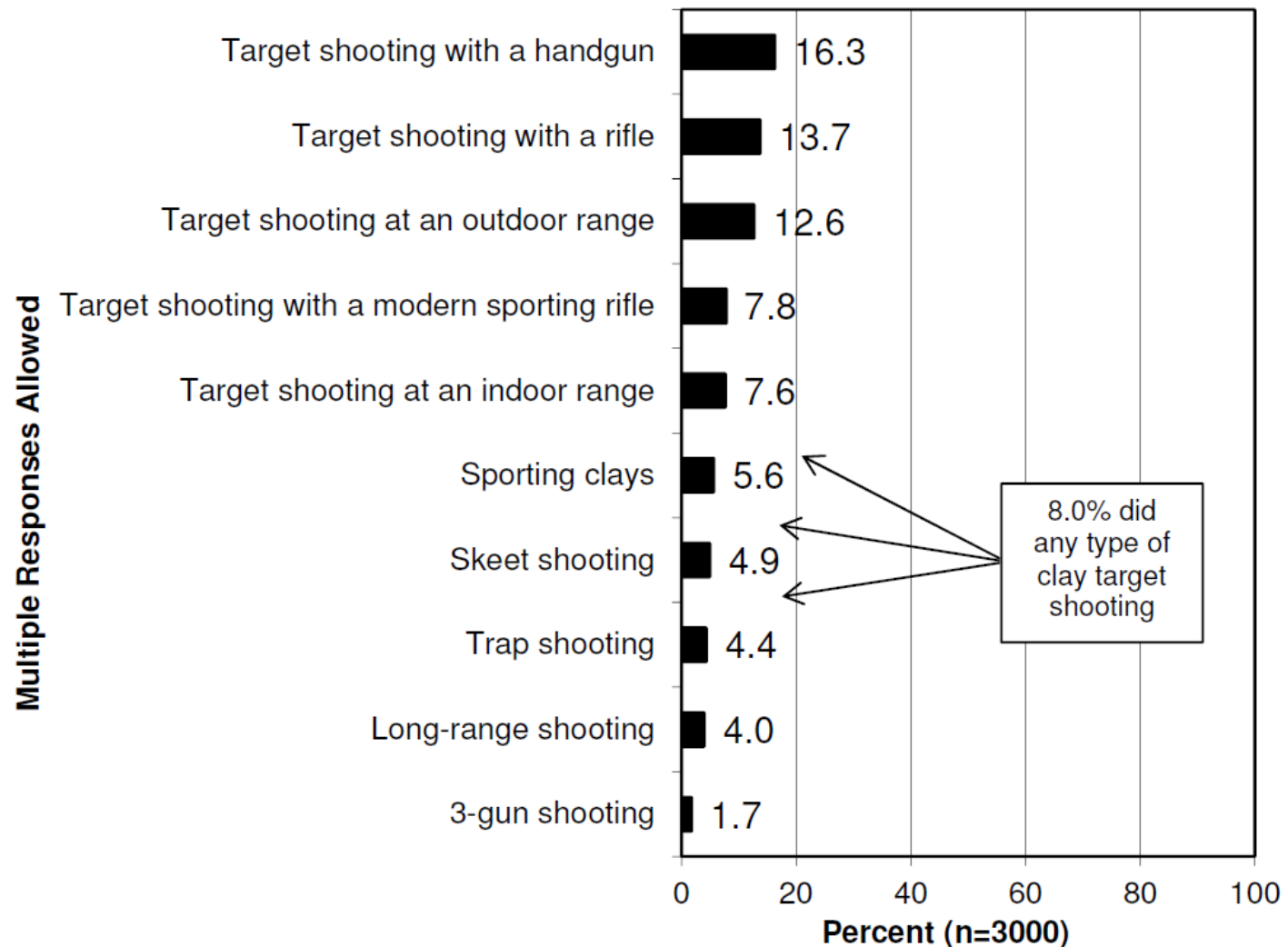


Percent of Adult Americans Who Participated in Various Shooting Activities



*Note that the graph has been enlarged to improve readability, it only displays through 60% rather than 100%.

Percentage of adult U.S. residents participating in the following sport shooting activities in 2018.



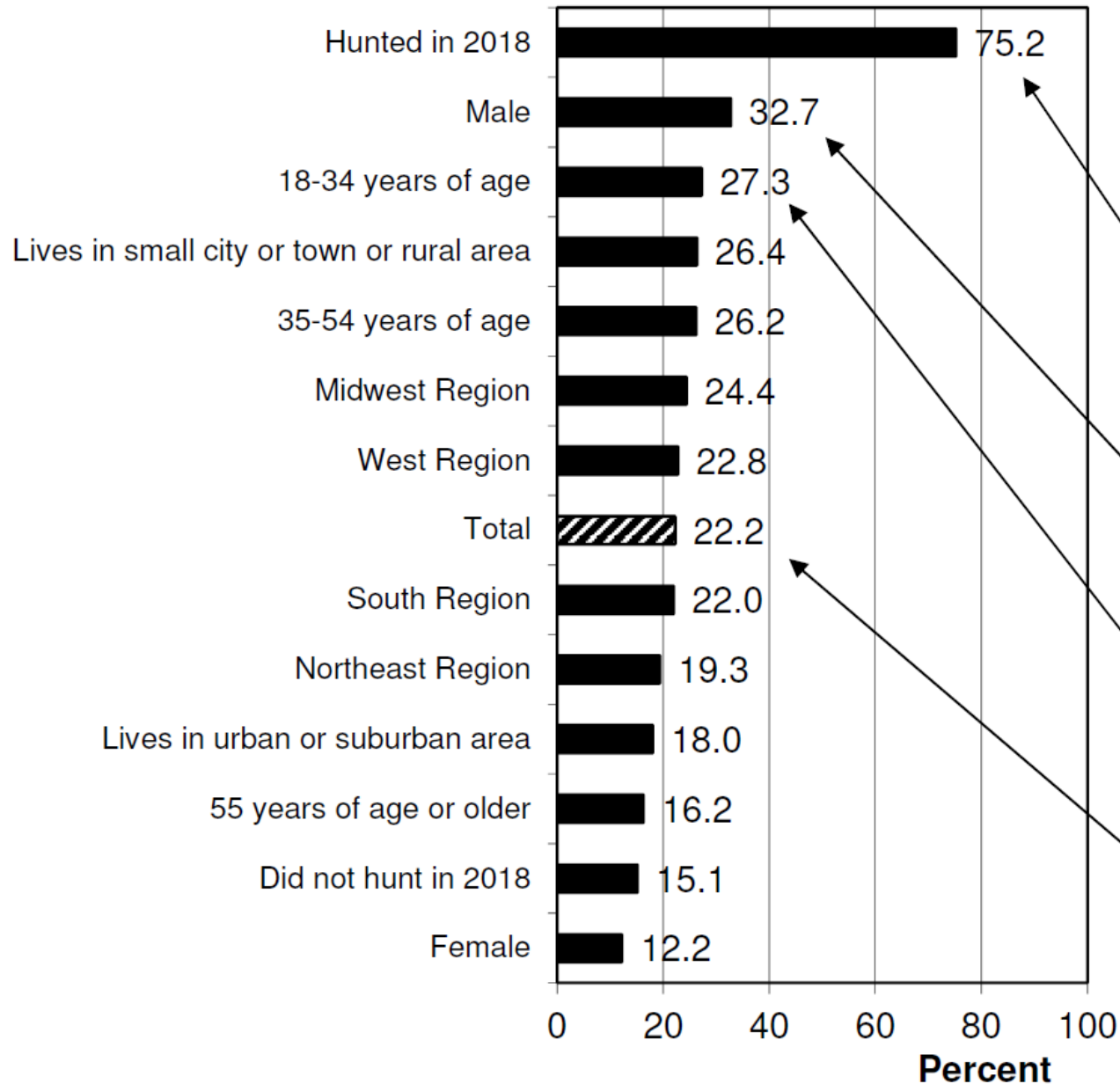
National Participation in Target and Sport Shooting in 2018

Activity	Estimated Total Participants (ages 18 years and older)	95% Confidence Interval	
		Lower Limit	Upper Limit
National			
Any target shooting or sport shooting	52,073,224	48,651,186	55,495,261
Target shooting with a handgun	38,182,610	34,552,641	41,812,579
Target shooting with a rifle	32,169,412	29,240,229	35,098,595
Target shooting at an outdoor range	29,636,581	26,916,788	32,356,374
Target shooting with a modern sporting rifle	18,327,314	15,685,186	20,969,443
Target shooting at an indoor range	17,912,845	16,332,772	19,492,917
Sporting clays	13,174,752	11,186,816	15,162,687
Skeet shooting	11,563,358	10,052,938	13,073,777
Trap shooting	10,227,286	8,624,961	11,829,612
Long-range shooting	9,272,382	7,198,993	11,345,771
3-gun shooting	4,020,531	2,280,968	5,760,094
Any clays (sporting clays, skeet, trap)	18,765,126	17,162,800	20,367,451

DAYS OF PARTICIPATION IN TARGET AND SPORT SHOOTING

The mean and median days spent in the various shooting activities, among those who participated in each activity, are shown at the right. Nationally, 3-gun shooting is the activity with the highest mean days of participation; the next nearest activities are target shooting with a modern sporting rifle and sporting clays.

Activity	Mean Days Spent on Activity in 2018	Median Days Spent on Activity in 2018
National		
Target shooting with a traditional rifle	11.3	5
Target shooting with a modern sporting rifle	15.3	5
Target shooting with a handgun	12.4	5
Trap shooting	11.0	3
Skeet shooting	9.8	4
Sporting clays	14.8	3
3-gun shooting	23.8	5
Long-range shooting	11.4	5
Shooting at a range	10.0	4



Examples Explaining How to Interpret Graph:

75.2% of hunters went target or sport shooting in 2018 (meaning that 24.8% of hunters did *not* go target or sport shooting in 2018)

32.7% of males went target shooting in 2018 (meaning that 70.3% of males did *not* go target shooting)

27.3% of respondents 18-34 years old went target shooting (meaning that 72.7% of people in that age group did not go target shooting)


These are all above the national rate (22.2%), shown by the striped bar

2013-2022 SPORTS PARTICIPATION

Participated more than once (in millions)

Seven (7) years of age and older

	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013
Lacrosse	2.5	2.6	2.6	2.8	2.8	2.9	2.9	2.9	2.8	2.8
Martial Arts/MMA/Tae Kwon Do	5.3	5.2	5.6	6.0	6.0	6.0	6.2	6.6	6.3	6.4
Mountain Biking (Off Road)	6.4	6.0	7.5	5.6	5.6	5.6	5.7	5.6	5.4	5.2
Muzzleloading	2.6	2.7	2.8	2.7	2.7	2.7	2.7	2.7	2.7	3.2
Paintball Games	4.7	4.9	4.5	4.7	4.9	5.3	5.3	5.1	4.8	4.8
Pickleball	6.4	3.6	2.8	2.1	2.0	1.9	1.7	1.4	na	na
Pilates	6.2	5.8	5.1	5.9	5.7	5.7	5.5	5.6	5.5	na
Running/Jogging	45.0	45.0	45.7	46.0	44.2	43.8	44.9	44.5	43.0	42.0
Scuba Diving (Open Water)	2.2	2.2	2.3	2.2	2.3	2.5	2.4	2.5	2.4	2.7
Skateboarding	6.5	6.7	6.8	5.5	5.4	5.5	5.4	5.7	5.4	5.0
Skiing (Alpine)	6.0	6.1	6.3	6.0	5.9	5.9	5.8	6.1	5.9	6.1
Skiing (Cross Country)	2.5	2.4	2.3	2.3	2.3	2.3	2.3	2.4	2.4	2.5
Snowboarding	4.2	4.3	4.2	4.0	3.9	4.1	4.0	4.3	4.2	4.5
Soccer	14.1	14.5	14.7	14.2	13.8	14.3	14.1	14.1	13.4	12.8
Softball	9.4	9.3	8.5	10.1	9.7	9.8	9.6	9.8	9.5	10.0
Surfing	2.8	2.6	2.4	2.3	2.2	2.3	2.2	2.2	na	na
Swimming	50.2	47.2	41.9	48.0	47.1	47.9	45.6	46.3	45.9	45.5
Table Tennis	12.5	11.4	10.4	9.9	10.3	10.2	10.2	10.5	9.9	9.8
Target Shooting (Live Ammunition)	18.4	18.7	19.5	19.6	20.1	20.1	20.4	20.4	20.4	19.0
Target Shooting (Airgun)	5.2	5.1	4.9	4.7	4.7	4.8	5.0	5.2	5.1	4.8
Tennis	14.2	13.8	13.7	12.2	12.2	12.3	12.6	12.8	12.4	12.6
Volleyball	11.7	10.8	10.1	10.6	10.1	10.5	10.7	10.7	10.2	10.1
Water Skiing	3.8	3.8	3.8	3.5	3.6	3.8	3.6	3.5	3.4	3.6
Weightlifting	38.8	37.5	36.2	37.8	36.5	36.5	35.6	34.8	34.0	31.3
Work Out at Club/Gym/Fitness Studio	29.6	24.6	28.8	39.6	37.6	37.4	37.8	36.6	35.9	34.1
Wrestling	3.1	3.1	3.6	3.3	3.2	3.2	3.0	3.0	2.9	3.1
Yoga	31.7	30.7	34.7	31.8	30.4	29.6	30.3	30.7	29.2	25.9



What are the
“target” shooting
sports?



3-Gun Competition

- ▶ Modern Sporting Rifles
- ▶ Shotgun
- ▶ Pistol
- ▶ Action shooting
- ▶ 0-500 yards
- ▶ Square ranges and terrain

IDPA

- ▶ International Defensive Pistol Association
- ▶ “Real life” scenarios
- ▶ Carry pistols
- ▶ Action
- ▶ 0-30 yards



USPSA

- ▶ United States Practical Shooting Association
- ▶ Dynamic “action” shooting
- ▶ Primarily pistols, but also “multi-gun” like 3-gun
- ▶ Typically “square” ranges
- ▶ 0-30 yards but also more in certain cases



Steel Challenge



- ▶ Handgun
- ▶ Five targets as fast as you can
- ▶ “drag racing with a gun”
- ▶ Square range
- ▶ Shorter yardages

PRS

- ▶ Precision Rifle Series
- ▶ Rifle Shooters
- ▶ Action shooting, but usually from a firing line
- ▶ Caters to heavier “tactical” rifles
- ▶ Longer ranges
- ▶ 100 - 1000 yards
- ▶ Timed - multiple steel targets



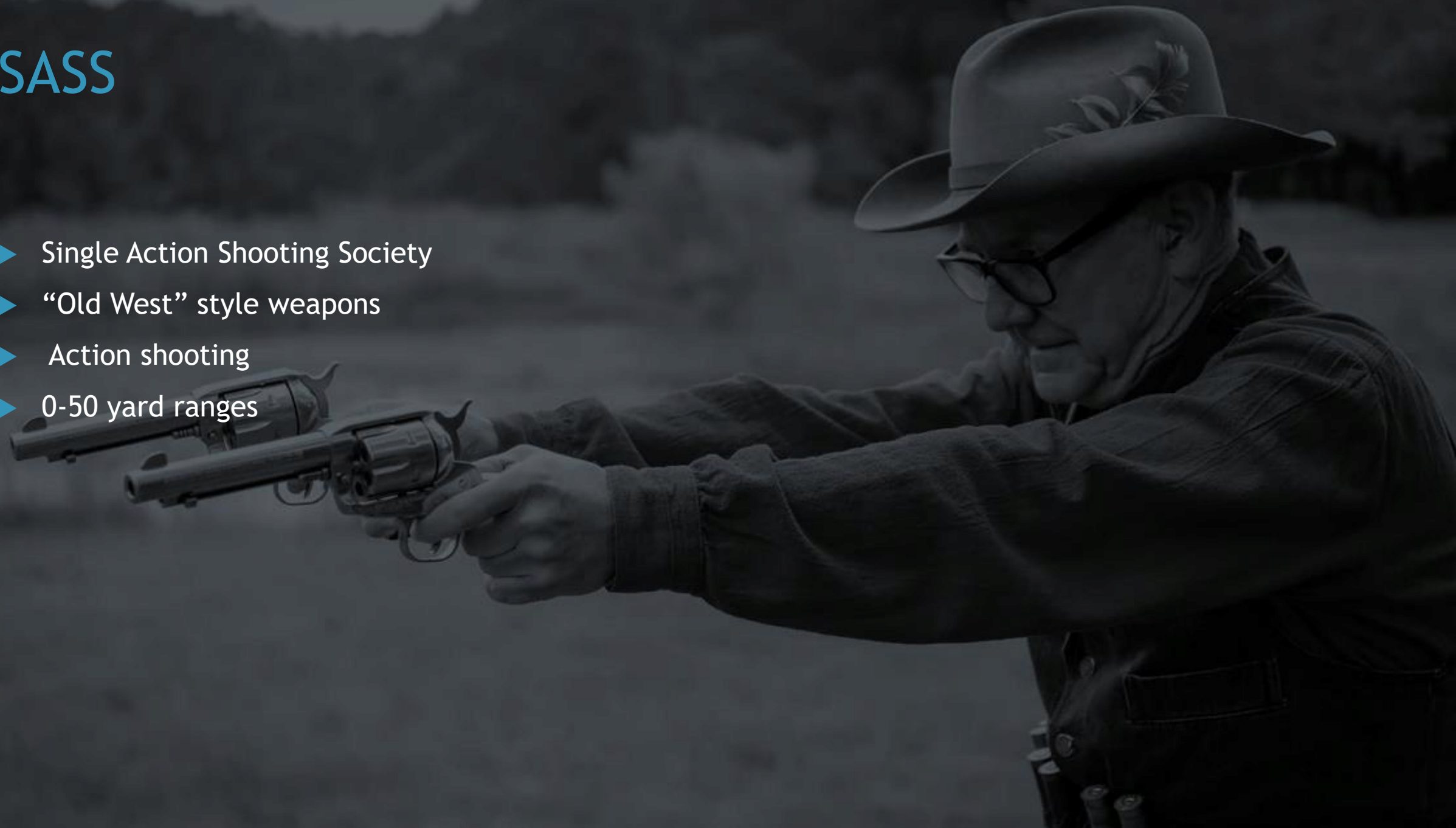
NRL Hunter

- ▶ National Rifle League Hunter
- ▶ Simulated hunting scenarios
- ▶ “hunting rifles”
- ▶ Terrain based
- ▶ Action shooting from various positions
- ▶ 100-1000 yards



SASS

- ▶ Single Action Shooting Society
- ▶ “Old West” style weapons
- ▶ Action shooting
- ▶ 0-50 yard ranges



The Tactical Games

- ▶ Testing “tactical athletes”
- ▶ Rifle, pistol, in body armor
- ▶ Physical tests + action shooting



Silhouette



▶ Silhouette

- ▶ Rifles/handguns
- ▶ Steel Targets
- ▶ Square range
- ▶ Out to 500 meters
- ▶ Static shooting from designated firing line

Bullseye

- ▶ Bullseye Handgun
 - ▶ “Granddaddy of all popular handgun competition”
 - ▶ 90 Shot course of fire
 - ▶ Up to 3 handguns (.22, .32+revolver, centerfire auto)
 - ▶ Square range
 - ▶ Static shooting from designated firing lane



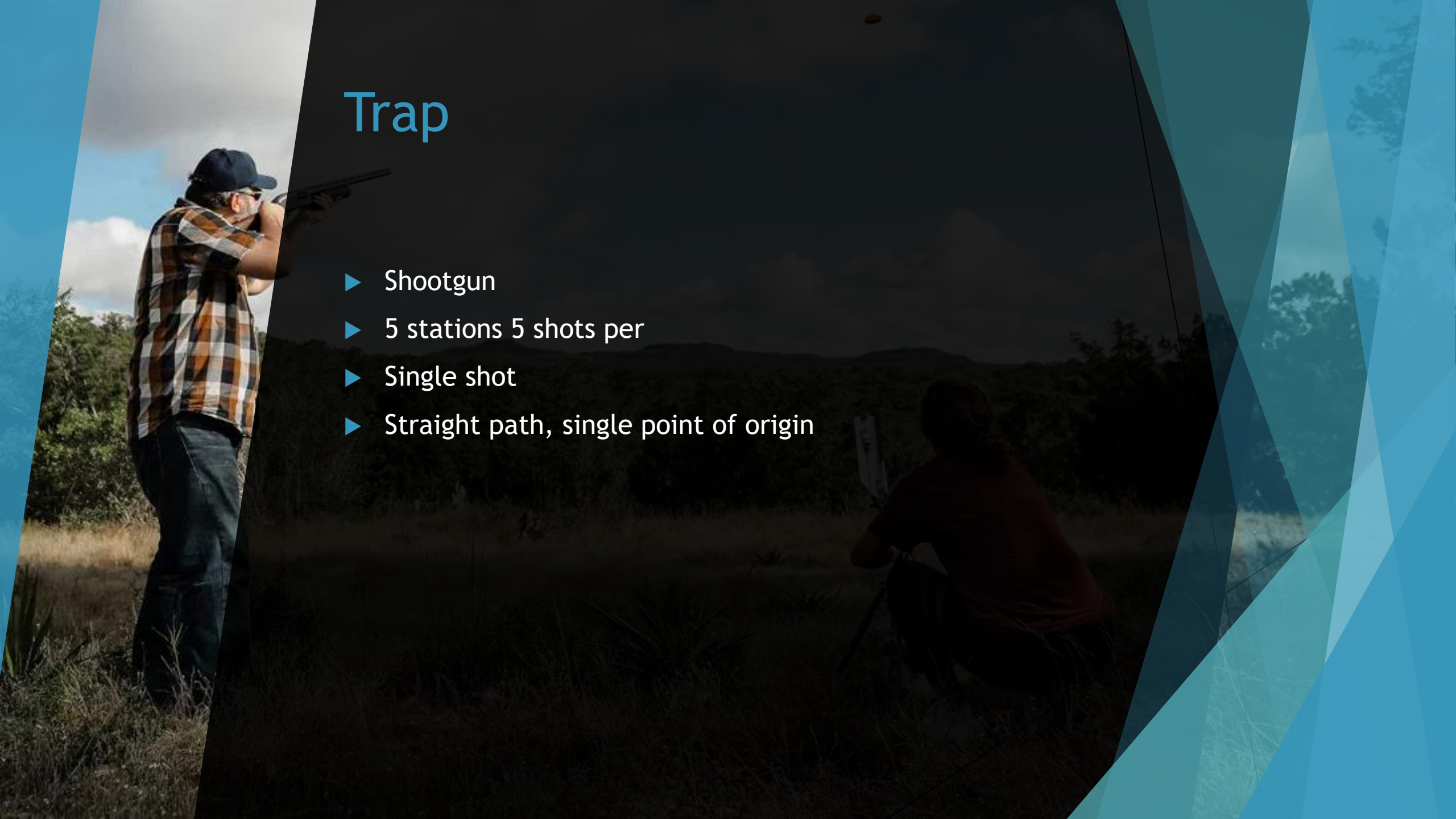
CMP Matches

- ▶ Civilian Marksmanship Program
- ▶ Primarily historic “service rifle” competitions
 - ▶ Garand
 - ▶ Springfield
 - ▶ AR15
- ▶ Static courses of fire from a designated firing line
- ▶ Square range
- ▶ 200 - 600 yard
 - ▶ Long range (1000 yd)
 - ▶ Small bore
 - ▶ Pistol



Trap

- ▶ Shotgun
- ▶ 5 stations 5 shots per
- ▶ Single shot
- ▶ Straight path, single point of origin



Skeet

- ▶ Shotgun
- ▶ 8 stages, up to two shots per target
- ▶ Clays from multiple positions and direction



Sporting Clays

- ▶ Shotgun
- ▶ Long “field shooting” courses
- ▶ Targets from any angle or distance
- ▶ 10-15 stations
- ▶ Walking course of fire
- ▶ Up to two shots per target



NRL 22

- ▶ National Rifle League 22
- ▶ Precision .22 rimfire events
- ▶ Dynamic shooting
- ▶ Long distance for .22 (25-300 yards)

NRL 22 PETITION GUIDE



ELR

- ▶ Extreme Long Range
- ▶ Large caliber rifles
- ▶ Fixed firing positions
- ▶ Up to and sometimes over 1 mile



“Sniper Shoots”

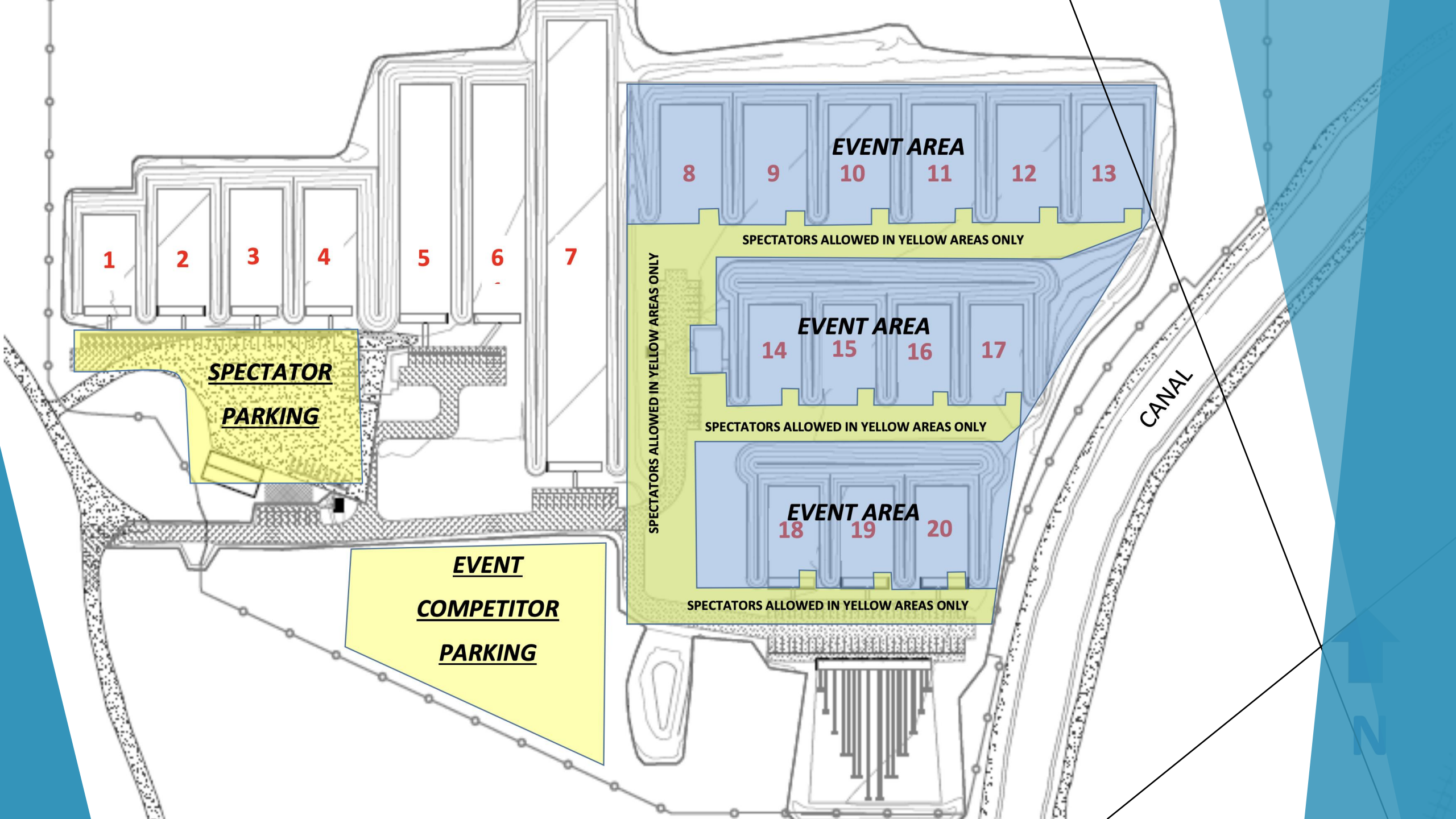
A black and white photograph of two snipers in a field. The sniper on the left is kneeling and holding a rifle with a scope. The sniper on the right is also kneeling and holding a rifle with a scope. They are both wearing tactical gear and are looking towards the right. The background shows a field with some hills under a cloudy sky.

- ▶ Team or individual events
- ▶ Dynamic practical shooting
- ▶ Multiple gun types and ranges
- ▶ Field based - sometimes multiple days and long mileage

F-Class/Palma

- ▶ Long range
- ▶ Static shooting
- ▶ Square range





1

2

3

4

5

6

7

**SPECTATOR
PARKING**

**EVENT
COMPETITOR
PARKING**

EVENT AREA
8 9 10 11 12 13

SPECTATORS ALLOWED IN YELLOW AREAS ONLY

EVENT AREA
14 15 16 17

SPECTATORS ALLOWED IN YELLOW AREAS ONLY

EVENT AREA
18 19 20

SPECTATORS ALLOWED IN YELLOW AREAS ONLY

CANAL



Cameo Shooting
and Education...



© 2019



5 Stand



South Clays
15 Position



North Clays
8 Position



Action Shooting Pay

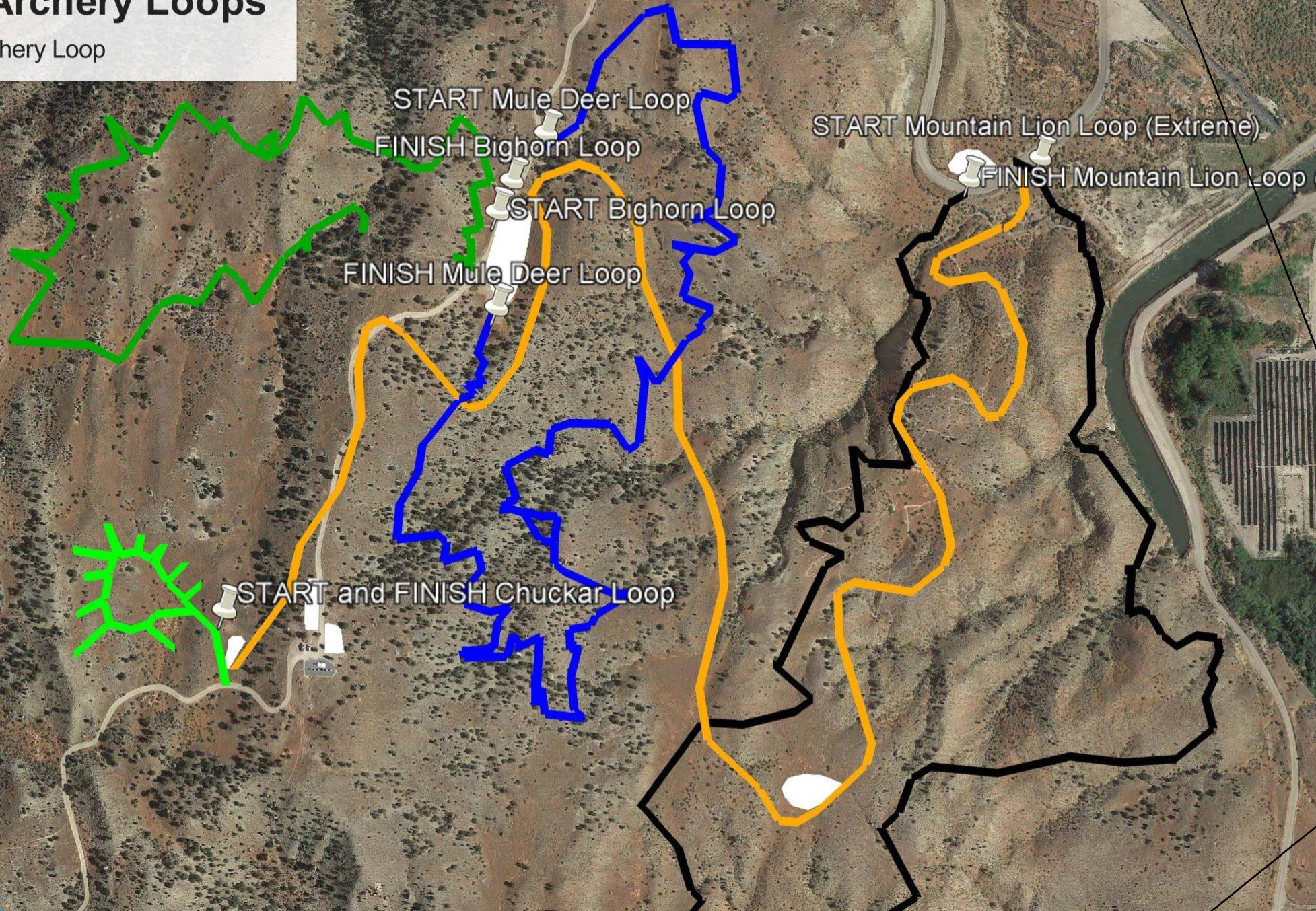
Cameo Shooting and Education

Google Earth

© 20 Google

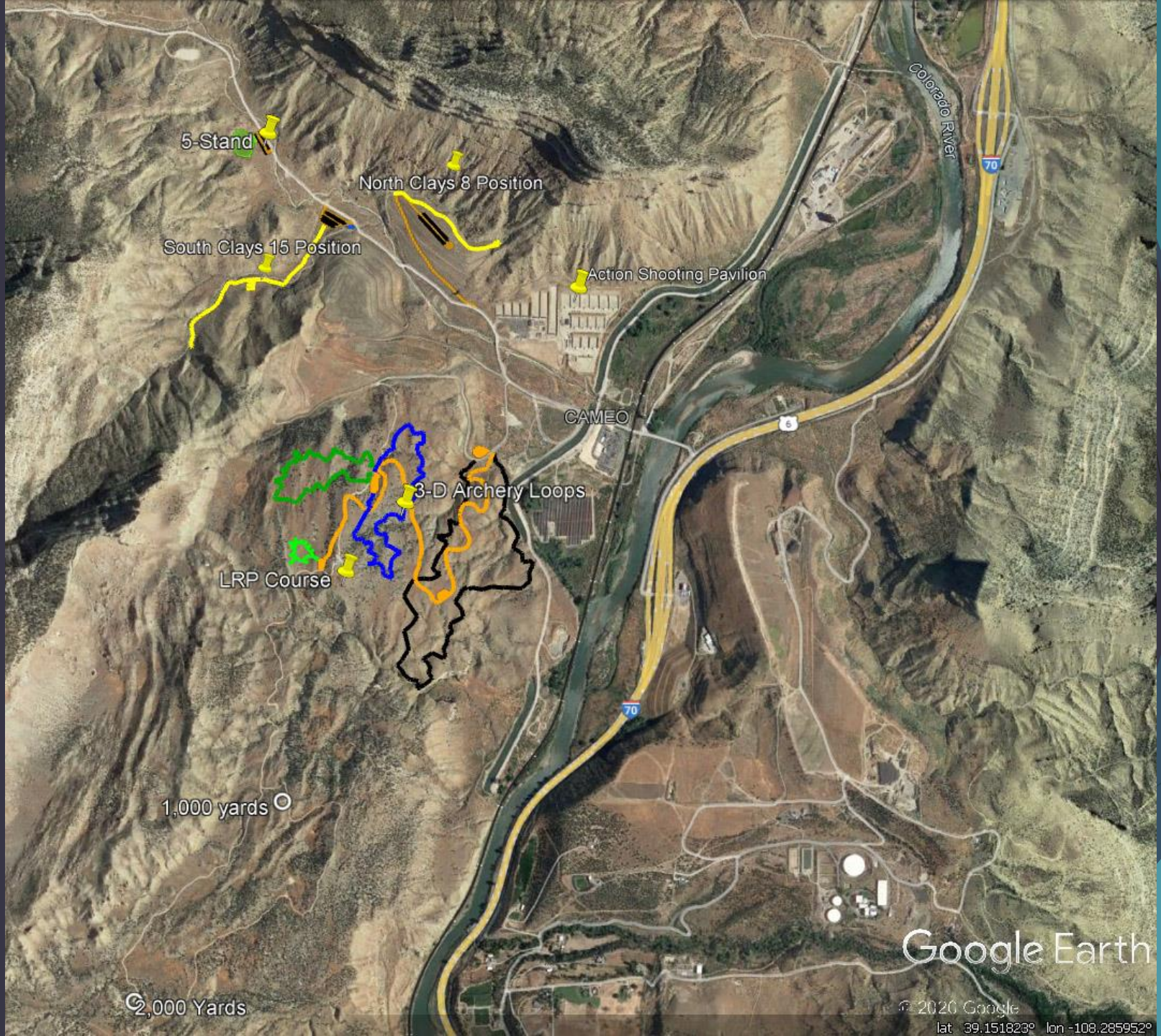
3D Archery Loops

3D Archery Loop



Legend

- Parking
- Road
- Shooting Position
- Start/Finish
- Target
- Track
- Track
- Track
- Track



5-Stand

North Clays 8 Position

South Clays 15 Position

Action Shooting Pavilion

CAMEO

3-D Archery Loops

LRP Course

1,000 yards

2,000 Yards

Colorado River

70

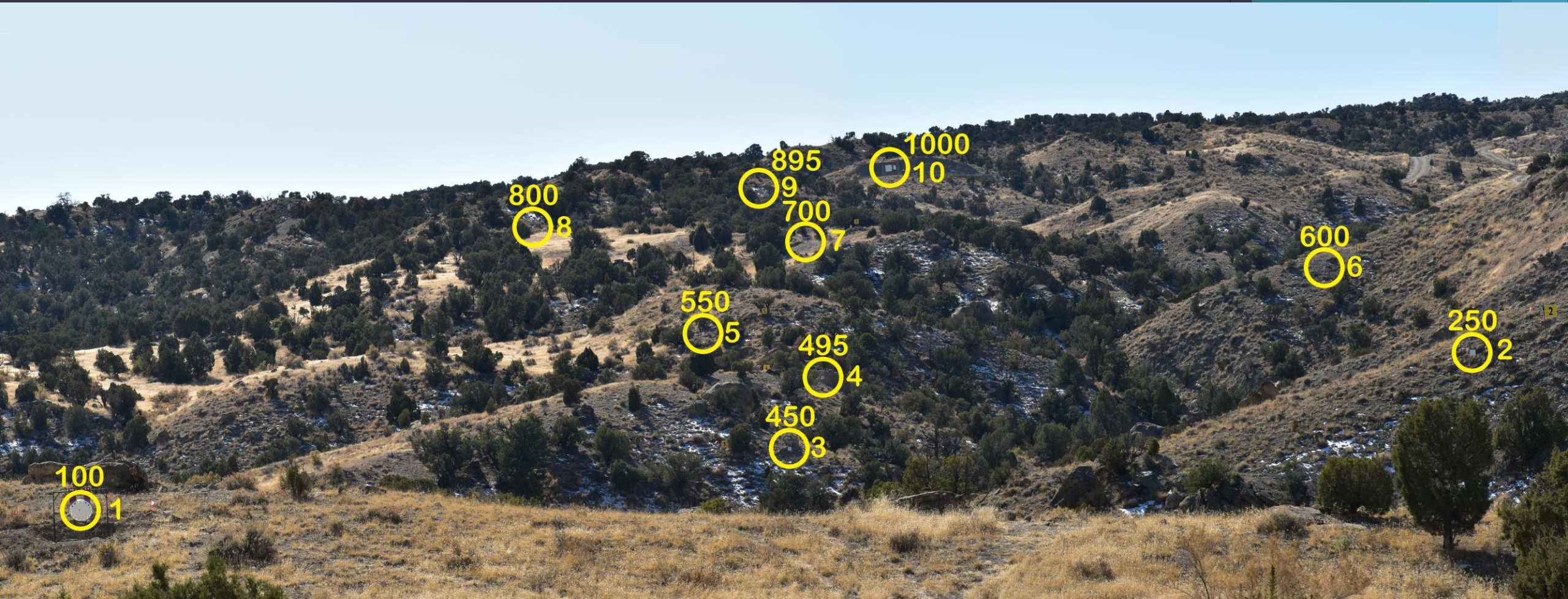
6

70

Google Earth

© 2020 Google

lat 39.151823° lon -108.285952°



100
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2

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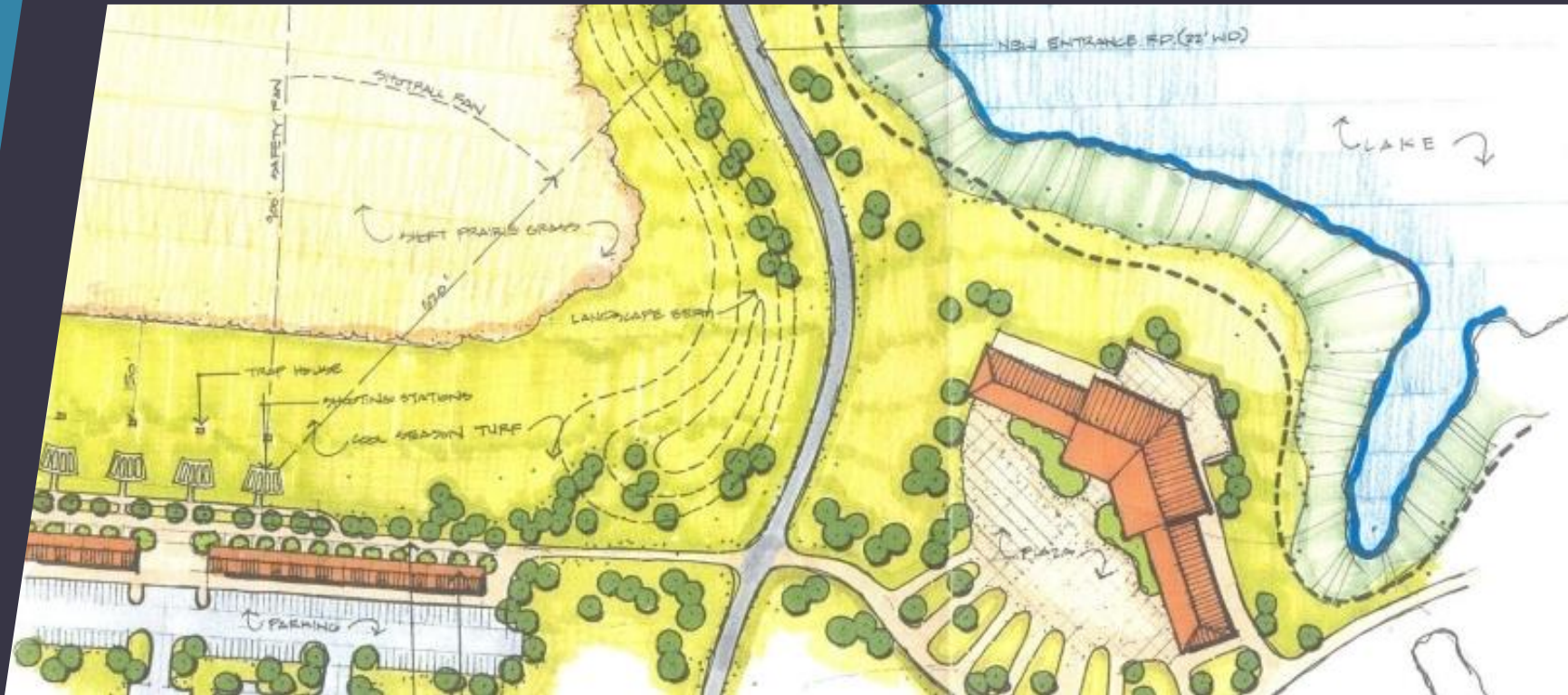
895
9

1000
10

600
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Ben Avery (AZ)



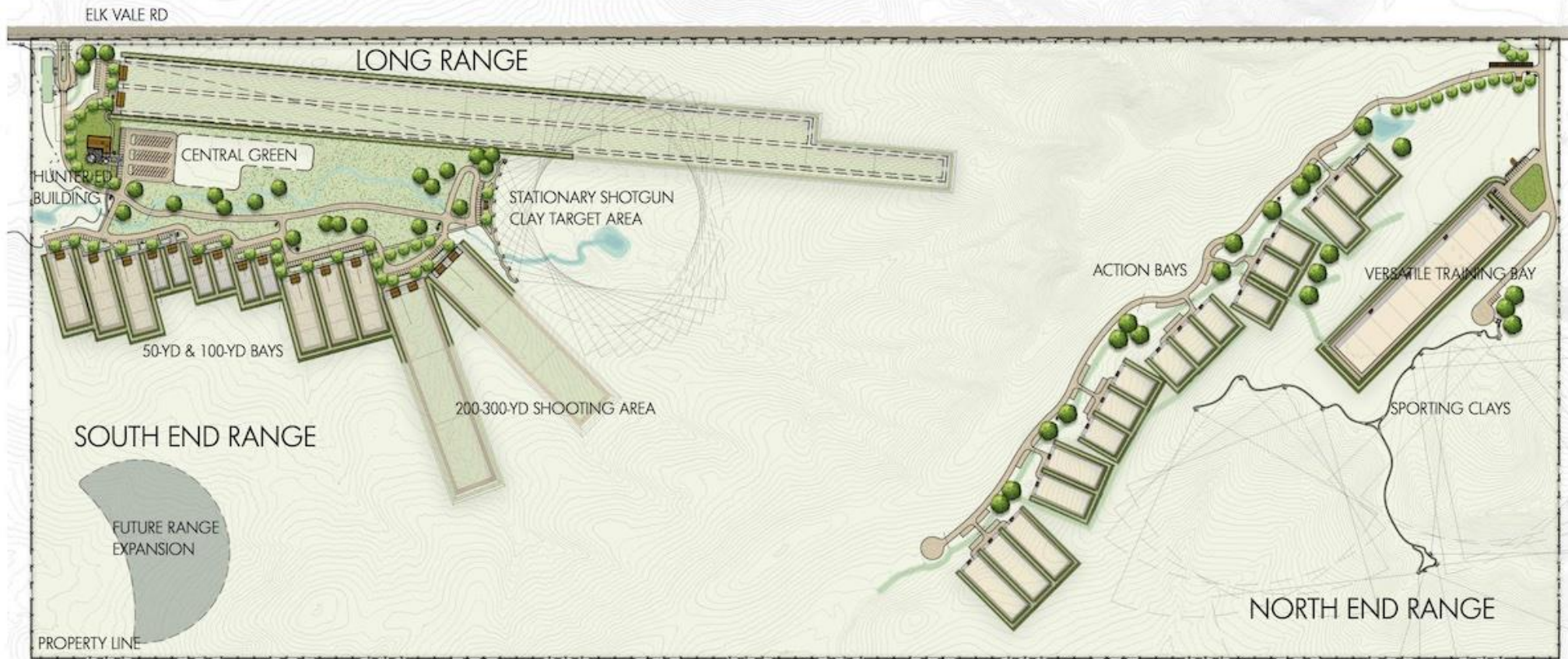


Sparta Illinois

Rapid City

MASTER PLAN

OVERALL SITE



Victoria



Its not just the facility - It's also the management

- ▶ “We love the NRA Whittington Center, but we just won't do events there anymore. They don't understand the direction that shooting sports are going and they don't let us use the terrain in a way that works for dynamic competitions.”
 - Match Director of a highly successful competition series

You need to be committed to successful disciplines, but flexible enough to see the future

Questions?