

# 2022 SPECIAL REPORT ON HUNTING & THE SHOOTING SPORTS

Photo credit: Northeast Association of Fish and Wildlife Agencies

**OUTDOOR  
FOUNDATION**





**The Outdoor Foundation**

P.O. Box 21497  
Boulder, CO 80301  
[OutdoorFoundation.org](http://OutdoorFoundation.org)

**Council to Advance Hunting and Shooting Sports**

1100 First St. NE, Suite 825  
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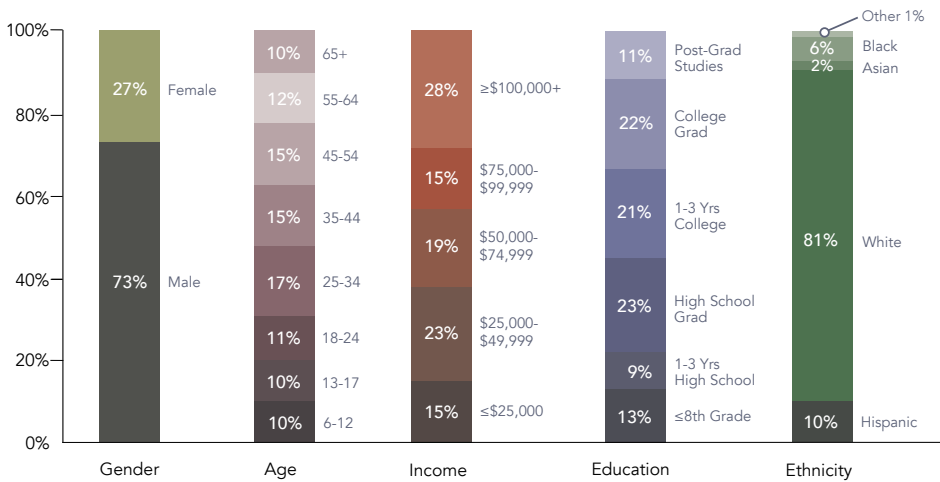
Photo credit:  
Jenny Risher

# HUNTING PARTICIPATION



Photo credit: Northeast Association of Fish & Wildlife Agencies

# WHO PARTICIPATED?



**27%**  
FEMALE PARTICIPANTS  
*highest on record*

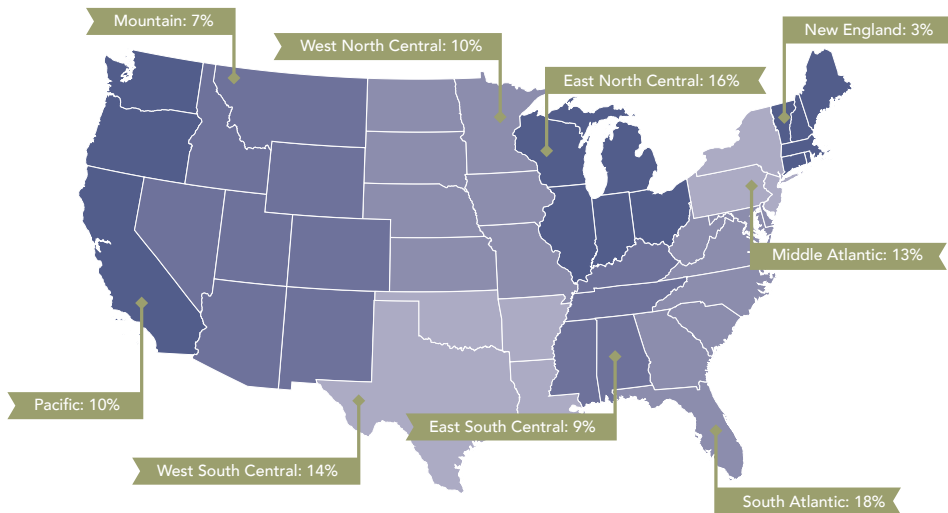
## PARTICIPATION RATES BY DEMOGRAPHIC

Female participation in hunting has never been higher. In 2021, 27 percent of participants were female, up from 16 percent a decade ago.

Over the past 3 years, the share of hunting participants that were 65 and older increased an average of 5 percent annually, while the share of those ages 6 to 12 grew 3 percent per year. One in 10 hunters was either a child ages 6 to 12, an adolescent 13 to 17, or was 65 or older.

Eighty-one percent of hunters were White, down from 90 percent in 2007. The share of hunters who were Black or Hispanic increased 4 percent and 1 percent, respectively, on average for the past 3 years, while the share among Asians fell 6 percent during the same period.

## WHERE DO HUNTING PARTICIPANTS LIVE?

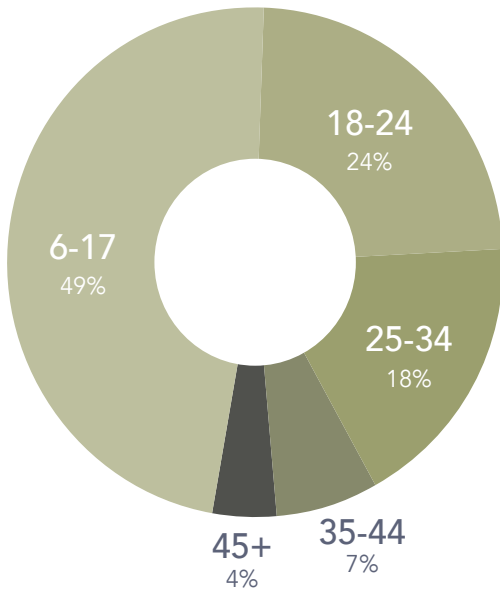


**4%**  
ANNUAL SHARE GROWTH OF BLACK PARTICIPANTS  
*since 2018*

# WHO PARTICIPATED?

## AT WHAT AGE DID YOU START?

Almost half of participants hunted for the first time as a youth, and nearly 7 in 10 were introduced to hunting by a family member. For the remaining 3 in 10 not introduced by family members to hunting, friends and hunting/social clubs usually first connected them to the sport.



**49%**

FIRST PARTICIPATED BEFORE AGE 18

WHO INTRODUCED YOU TO HUNTING?	2021
Parents	46%
Friends	18%
Grandparents	10%
Other family member	9%
Hunting club	9%
Sibling	3%
Other	3%
Social club	2%



**68%**

WERE INTRODUCED TO HUNTING BY A FAMILY MEMBER

# PROFILE OF A HUNTING TRIP

Almost one-fifth of participants hunted in 6 or more states in 2021. Forty percent hunted in 4 or more states, which underscored hunting's impressive geographic appeal.

IN HOW MANY STATES DID YOU HUNT?	2021
1 state*	22%
2 states	29%
3 states	9%
4 states	8%
5 states	13%
6+ states	19%

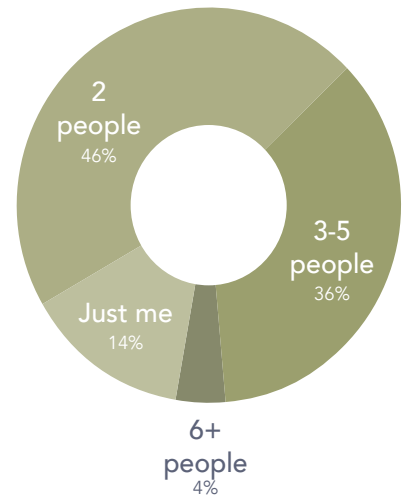
\*This may not have been a respondent's home state

WHAT DID YOU HUNT?*	2021
Deer	85%
Small game (squirrel, rabbit, etc.)	61%
Turkey	61%
Upland bird	37%
Waterfowl	37%
Elk	35%
Bear	23%
Other	1%

\*Respondents could select multiple types of game

## HOW MANY WERE TYPICALLY IN YOUR GROUP?

Just 14 percent of hunters typically hunted alone in 2021. Nearly half hunted in pairs, while another 36 percent preferred a group of 3 to 5 participants.



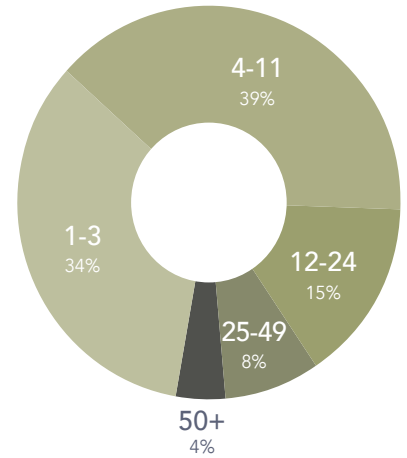
## WHERE DID YOU TYPICALLY HUNT?



# PROFILE OF A HUNTING TRIP

## ANNUAL OUTINGS

In 2021, 12 percent of hunters reported 25 or more annual outings, the highest level since 2015. The most active participants, those hunting more than 50 times in 2021, saw average annual share growth of 9 percent for the past 3 years. One-third of hunters participated only 1 to 3 times in 2021, a level consistent since 2015.



## CROSS PARTICIPATION

Among those who hunted at least once in 2021 (including bow, handgun, rifle, and shotgun hunting) the most reported activities included fishing, firearms target shooting, and camping.

ACTIVITY	2021
Fishing	55%
Firearms Target Shooting	42%
Camping	36%
Hiking	32%
Bowling	29%
Bicycling	21%
Running/Jogging	21%
Archery Target Shooting	20%



**42%**  
PARTICIPATED IN  
FIREARM TARGET  
SHOOTING

# PROFILE OF A HUNTING TRIP

Harvesting food and meat remains a key inspiration to hunters, as do the desire to be close to nature and the challenge hunting provides. The high cost of equipment and ammunition, and limited access to hunting grounds were the most cited difficulties in 2021.

WHAT MOTIVATES YOU TO HUNT?	2021
For food/meat	73%
To be close to nature	70%
For the challenge	62%
For recreation	59%
To be with friends and family	58%
For a trophy	18%

WHAT MAKES IT DIFFICULT TO HUNT IN YOUR AREA?	2021
High cost of equipment/ammunition	38%
Poor access to places to hunt	35%
Complex hunting regulations	28%
No difficulties in my area	28%
High cost of hunting license	22%
Low quality game	21%



**73%**  
HUNTED  
FOR FOOD



**38%**  
FIND HUNTING  
EXPENSIVE

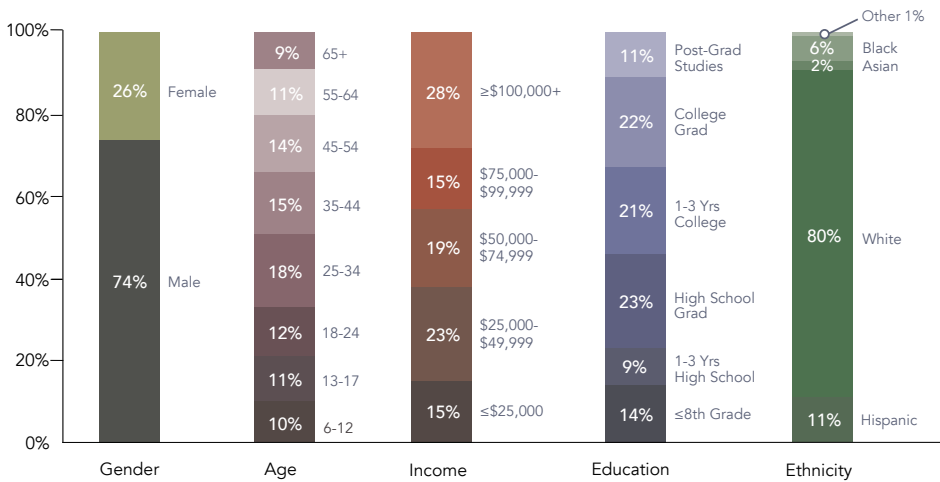


# HUNTING WITH FIREARMS



Photo credit: Northeast Association of Fish & Wildlife Agencies

# WHO PARTICIPATED?



**26%**  
FEMALE  
PARTICIPANTS

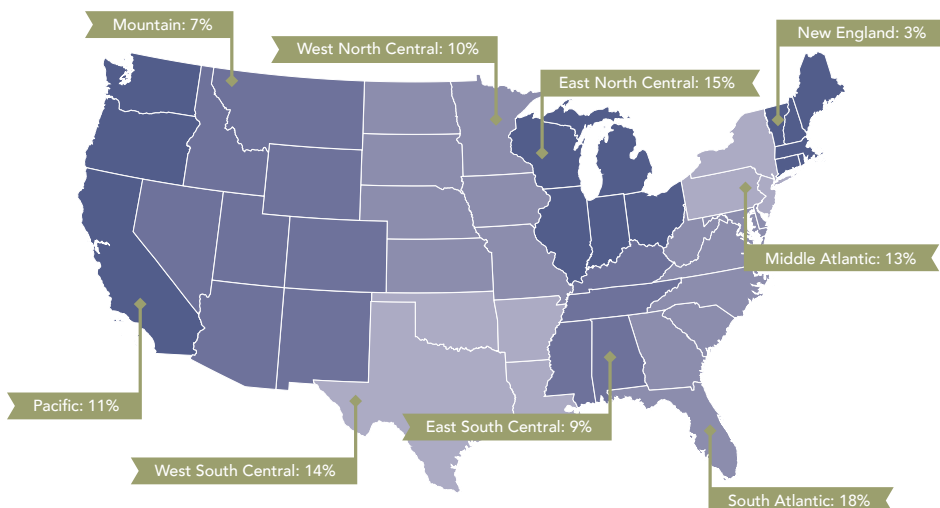
*highest level on record*

## PARTICIPATION RATES BY DEMOGRAPHIC

In 2021, 26 percent of hunters with firearms were female, the highest level on record. The youngest hunters, ages 6 to 17, made up a growing share of participants. Their ranks in 2021 swelled to 21 percent of all hunters, up from 15 percent a decade ago. The oldest participants, ages 55 and older, represented 20 percent of total participants, with strong share growth among those 65 and older.

Almost 6 in 10 reported annual household income of \$75,000 or less, while 55 percent indicated they completed at least some college education. The share of Blacks and Hispanics among participants increased an average of 5 percent and 2 percent, respectively, for each of the last 3 years. Asians' participant share fell 7 percent to just 2 percent of all hunters with firearms.

## WHERE DO PARTICIPANTS LIVE?



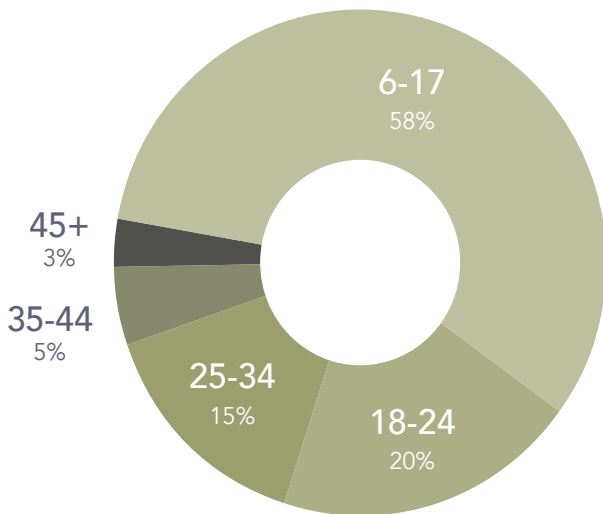
**70%**  
HUNTED

*with only 1 type of firearm*

# WHO PARTICIPATED?

## AT WHAT AGE DID YOU START?

The majority of firearms hunters, 58 percent, were introduced to the sport before the age of 18. Just 8 percent first hunted after the age of 35. Seven in 10 firearms hunters were introduced to the sport by a family member.



**58%**  
FIRST PARTICIPATED  
BEFORE AGE 18

WHO INTRODUCED YOU TO HUNTING WITH FIREARMS?	2021
Parents	47%
Friends	16%
Grandparents	10%
Other family member	9%
Hunting club	9%
Sibling	3%
Other	3%
Social club	2%



**70%**  
WERE INTRODUCED  
TO HUNTING BY A  
FAMILY MEMBER

# PROFILE OF A FIREARMS HUNTING TRIP

In 2021, 38 percent of firearms hunters reported hunting in only 1 state, while 1 in 3 hunted in 3 or more states in 2021.

IN HOW MANY STATES DID YOU HUNT WITH FIREARMS?	2021
1 state*	38%
2 states	29%
3 states	12%
4 states	9%
5 states	3%
6+ states	8%

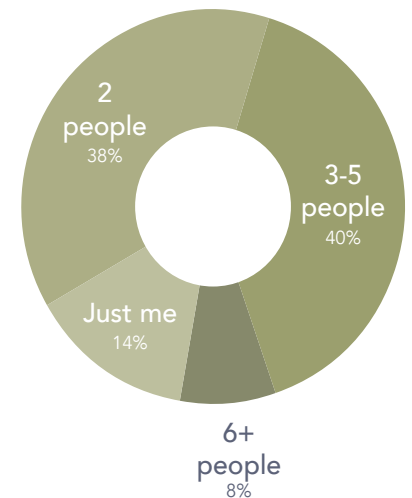
\*This may not have been a respondent's home state

WHAT DID YOU HUNT WITH FIREARMS?*	2021
Deer	76%
Small game (squirrel, rabbit, etc.)	49%
Turkey	42%
Upland bird	25%
Waterfowl	23%
Elk	17%
Bear	11%
Wild boar/pig/javelina	2%
Moose/caribou	1%

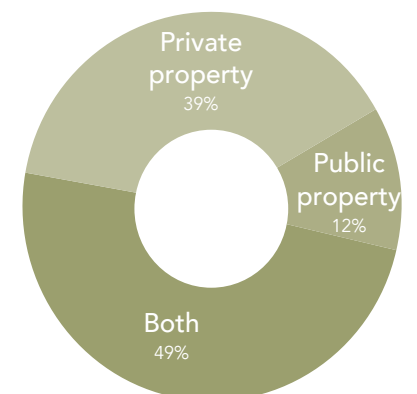
\*Respondents could select multiple types of game

## HOW MANY WERE TYPICALLY IN YOUR GROUP?

Only 14 percent of firearms hunters reported that they typically hunted alone in 2021. Almost 4 in 10 reported they generally had 1 companion, with an other 40 percent indicating they hunted in groups of 3 to 5.



## WHERE DID YOU TYPICALLY HUNT WITH FIREARMS?



# PROFILE OF A FIREARMS HUNTING TRIP

## HUNTING CROSS PARTICIPATION

Fishing, target shooting with firearms, and camping topped the list of popular activities among firearms hunters. About 1 in 5 reported also bow hunting or archery target shooting in 2021.

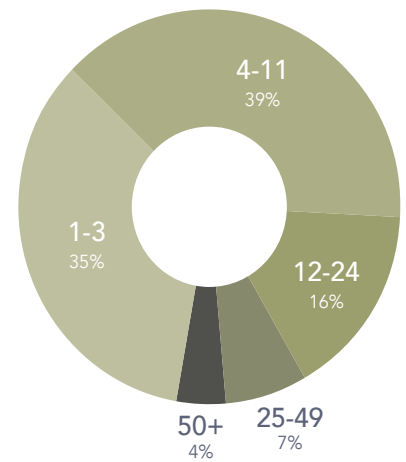
ACTIVITY	2021
Fishing	57%
Firearms Target Shooting	48%
Camping	36%
Hiking	32%
Bow Hunting	22%
Archery Target Shooting	21%

When asked if they planned to participate in firearms hunting in the coming 12 months, only 4 percent said no or were unsure. An impressive 24 percent said they wanted to hunt over 21 times, while another 34 percent anticipated 8 to 20 outings.

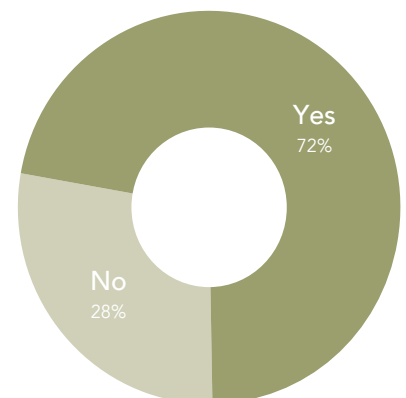
WILL YOU PARTICIPATE IN HUNTING WITH FIREARMS THE NEXT 12 MONTHS?	2021
Yes, 21+ times	24%
Yes, 8-20 times	34%
Yes, 1-8 times	38%
No or not sure	4%

## ANNUAL OUTINGS

In 2021, 27 percent of hunters with firearms reported taking 12 or more annual outings, the highest proportion since 2016. The average number of outings per participants fell from 16 in 2020 to 15 in 2021.



## DID YOU PURCHASE GEAR OR EQUIPMENT?



# PROFILE OF A FIREARMS HUNTING TRIP

The desire to harvest food and to be close to nature were top motivations for firearms hunters in 2021. Notably, crowds, ammunition shortages, and poor access to private lands were not cited as challenges.

WHAT MOTIVATES YOU TO HUNT WITH FIREARMS?	2021
For food/meat	73%
To be close to nature	70%
For the challenge	63%
For recreation	59%
To be with friends and family	58%
For a trophy	18%

WHAT MAKES IT DIFFICULT TO HUNT WITH FIREARMS IN YOUR AREA?	2021
High cost of equipment/ammunition	38%
Poor access to places to hunt	36%
Complex hunting regulations	28%
No difficulties in my area	28%
High cost of hunting license	23%



**73%**  
HUNTED  
FOR FOOD



**38%**  
FOUND HUNTING  
EXPENSIVE

# HUNTING WITH ARCHERY EQUIPMENT

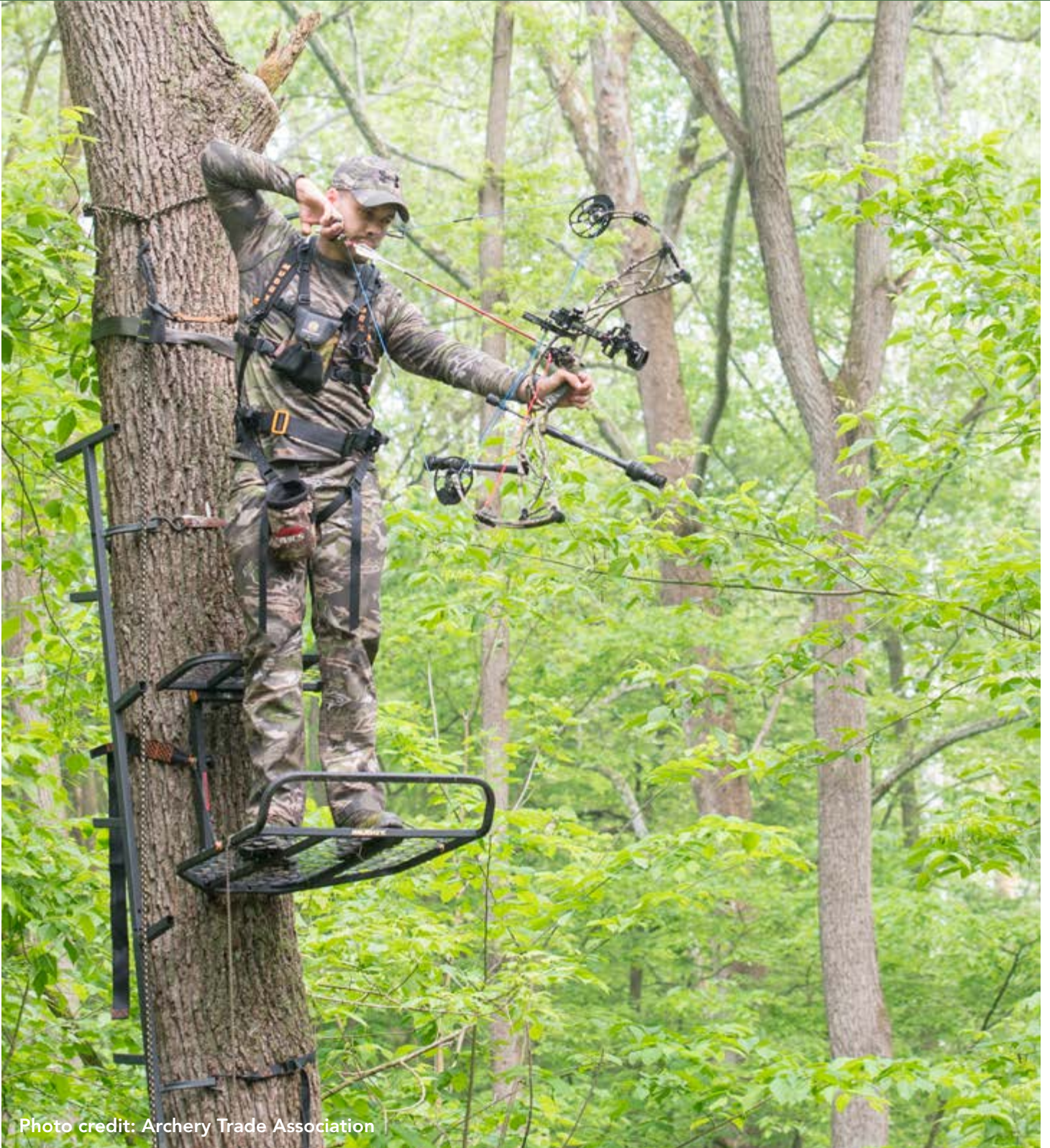
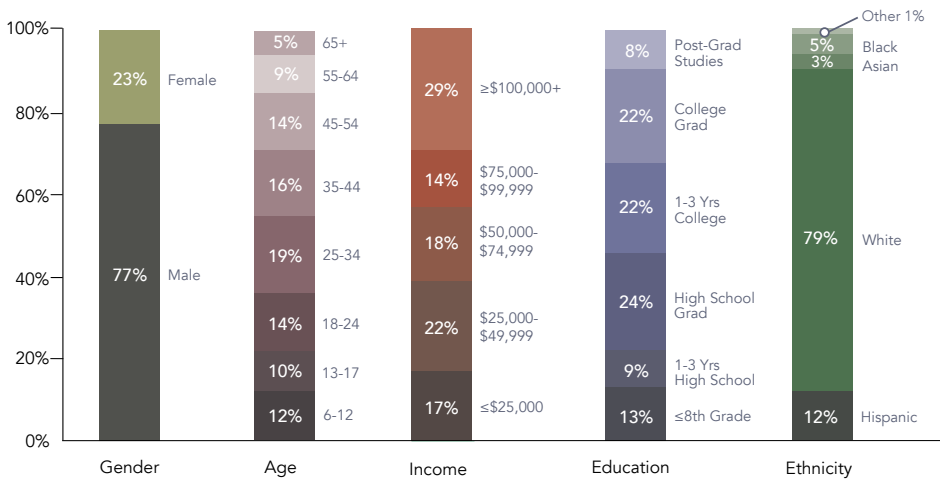


Photo credit: Archery Trade Association

# WHO PARTICIPATED?



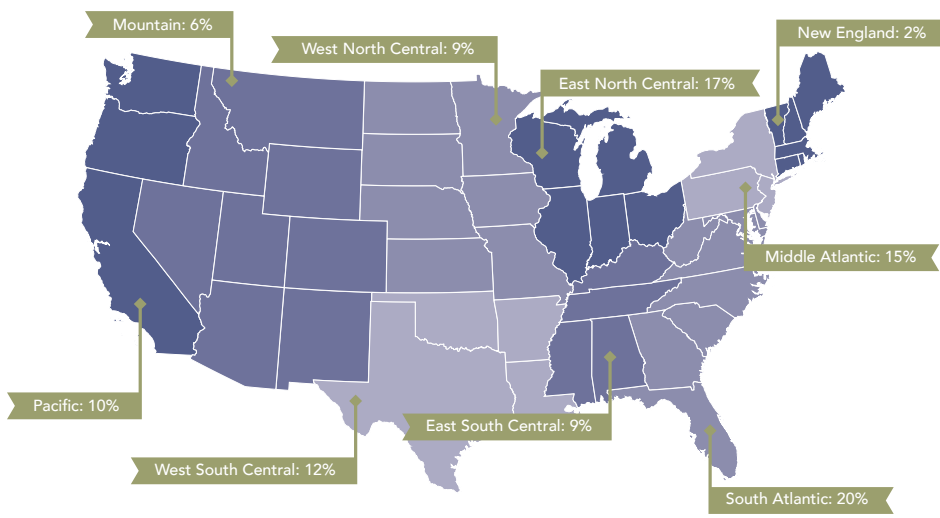
**5%**  
BLACK PARTICIPANTS'  
AVERAGE ANNUAL  
SHARE GROWTH  
*since 2018*

## PARTICIPATION RATES BY DEMOGRAPHIC

Female participation expanded from 13 percent in 2007 to 23 percent in 2021. Participants ages 6 to 17 made up 23 percent of all bow hunters, a marked improvement from 13 percent a decade earlier. The only other adult age cohort to grow its participant share was bow hunters 65 and older, who saw 8 percent average annual 3-year growth.

Over the last 5 years, the proportion of participants with annual household incomes over \$75,000 (approximately the U.S. average) has grown from 38 percent to 42 percent. A bit more than half of participants reported completing at least some college.

## WHERE DO HUNTING PARTICIPANTS LIVE?



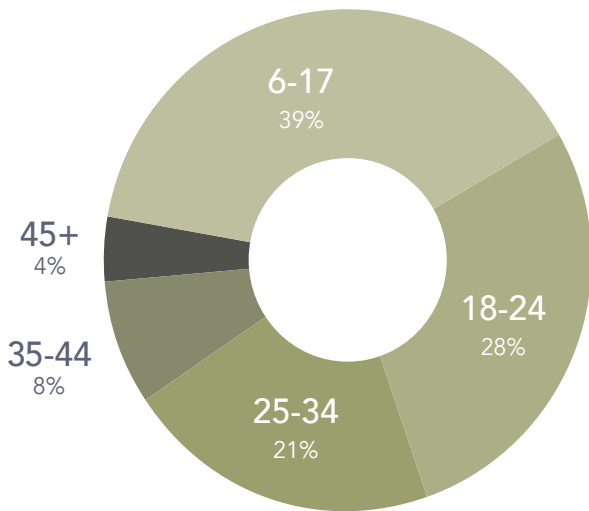
**36%**  
OF PARTICIPANTS  
UNDER AGE 25  
*in 2021*



# WHO PARTICIPATED?

## AT WHAT AGE DID YOU START?

Archery hunters were the less likely than firearms hunters to have first hunted as children—39 percent started at ages 6 to 17 versus 58 percent of firearms hunters. Hunting clubs had relatively more success introducing archery hunting than firearms hunting. Sixteen percent of archery hunting participants were introduced to the sport though a hunting club, versus 9 percent of firearms hunters.



**39%**  
HUNTED  
BEFORE AGE 18

WHO INTRODUCED YOU TO HUNTING WITH ARCHERY EQUIPMENT?	2021
Parents	39%
Friends	19%
Hunting club	16%
Grandparents	11%
Other family member	6%
Sibling	4%
Social club	4%
Other	2%



**60%**  
WERE INTRODUCED  
TO HUNTING BY A  
FAMILY MEMBER

# PROFILE OF A BOW HUNTING TRIP

IN HOW MANY STATES DID YOU HUNT WITH ARCHERY EQUIPMENT?	2021
1 state*	24%
2 states	29%
3 states	20%
4 states	6%
5 states	8%
6+ states	12%

\*This may not have been a respondent's home state

WHAT DID YOU HUNT WITH ARCHERY EQUIPMENT?*	2021
Deer	71%
Turkey	41%
Small game (squirrel, rabbit, etc.)	37%
Waterfowl	18%
Elk	16%
Upland bird	14%
Bear	12%
Wild boar/pig/javelina	1%

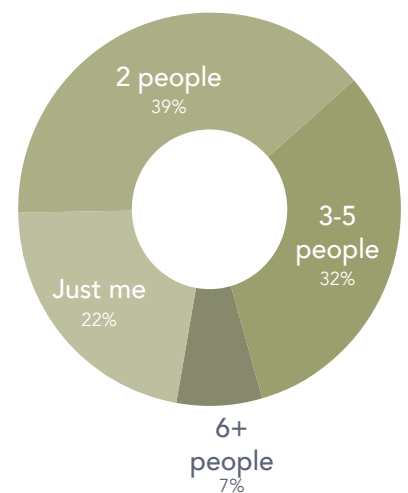
\*Respondents could select multiple types of game

TYPE OF BOW USED?*	2021
Compound bow	76%
Crossbow	48%
Traditional bow	31%

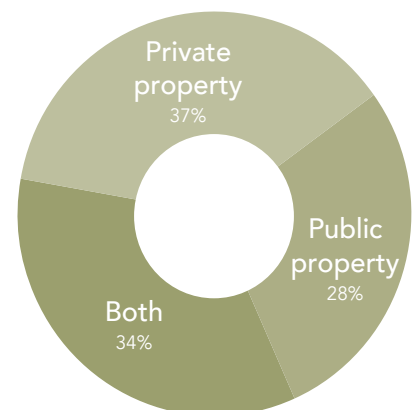
\*Respondents could select multiple types

## HOW MANY WERE TYPICALLY IN YOUR GROUP?

Among the activities covered in this report, archery hunting had the highest level of solitary participation, as over 1 in 5 reported in 2021 that they typically hunted alone.



## WHERE DID YOU TYPICALLY HUNT WITH ARCHERY EQUIPMENT?



# PROFILE OF A BOW HUNTING TRIP

## CROSS PARTICIPATION

Nearly 3 in 4 bow hunters also reported firearms hunting at least once in 2021. Fishing and firearms target shooting were also among the most popular activities for bow hunters in 2021.

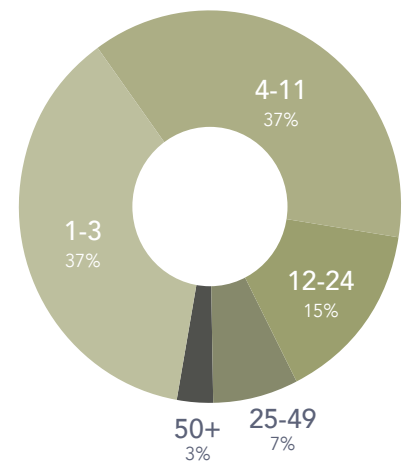
ACTIVITY	2021
Firearms Hunting	74%
Fishing	60%
Firearms Target Shooting	51%
Camping	42%
Archery Target Shooting	40%
Hiking	34%

Just 3 percent of 2021 bow hunters said they did not plan to participate in the coming 12 months. Nearly 4 in 10 wanted to hunt over 21 times, while another 33 percent anticipated 8 to 20 outings.

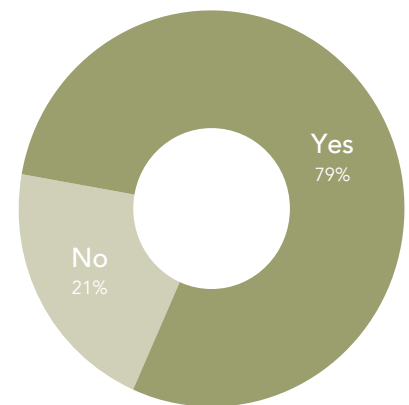
WILL YOU PARTICIPATE IN HUNTING WITH FIREARMS IN THE NEXT 12 MONTHS?	2021
Yes, 21+ times	38%
Yes, 8-20 times	33%
Yes, 1-8 times	27%
No or not sure	3%

## ANNUAL OUTINGS

Over the last 4 years, average annual outings stabilized at 11 following a decade of gradual decline. The 50 million total outings reported in 2021 was well off the high of 70 million outings seen a decade ago in 2011.



## DID YOU PURCHASE GEAR OR EQUIPMENT?



# PROFILE OF A BOW HUNTING TRIP

Wanting to be close to nature was the top motivation for archery hunting in 2021. Seeking food and seeking a challenge were close behind. The high cost of equipment and poor access were reported as the biggest impediments for archery hunting.

WHAT MOTIVATES YOU TO HUNT WITH ARCHERY EQUIPMENT?	2021
To be close to nature	76%
For food/meat	71%
For the challenge	69%
For recreation	60%
To be with friends and family	58%
For a trophy	22%

WHAT MAKES IT DIFFICULT TO HUNT WITH ARCHERY EQUIPMENT IN YOUR AREA?	2021
High cost of equipment	42%
Poor access to places to hunt	36%
Complex hunting regulations	36%
High cost of hunting license	27%
No difficulties in my area	24%
Low quality game	22%



**76%**  
HUNTED TO BE  
CLOSE TO NATURE

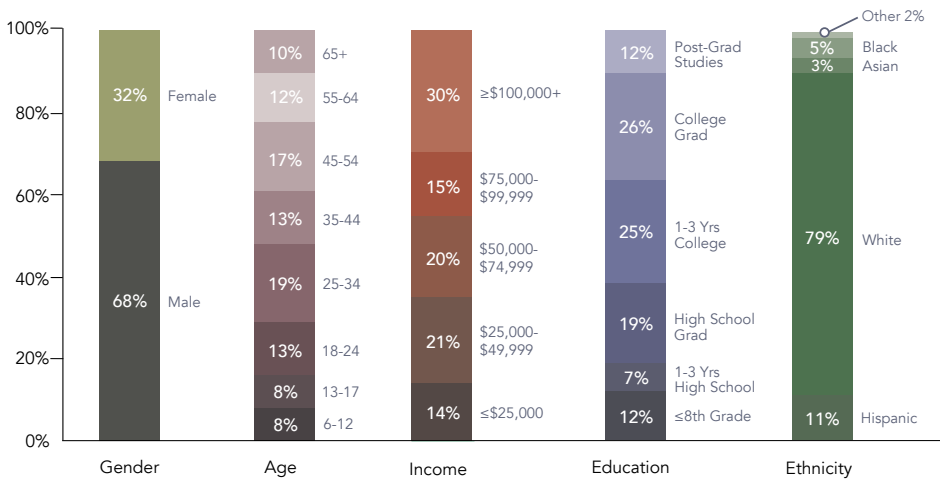


**42%**  
FOUND HUNTING  
EXPENSIVE

# FIREARMS TARGET SHOOTING



# WHO PARTICIPATED?



**32%**  
FEMALE PARTICIPANTS

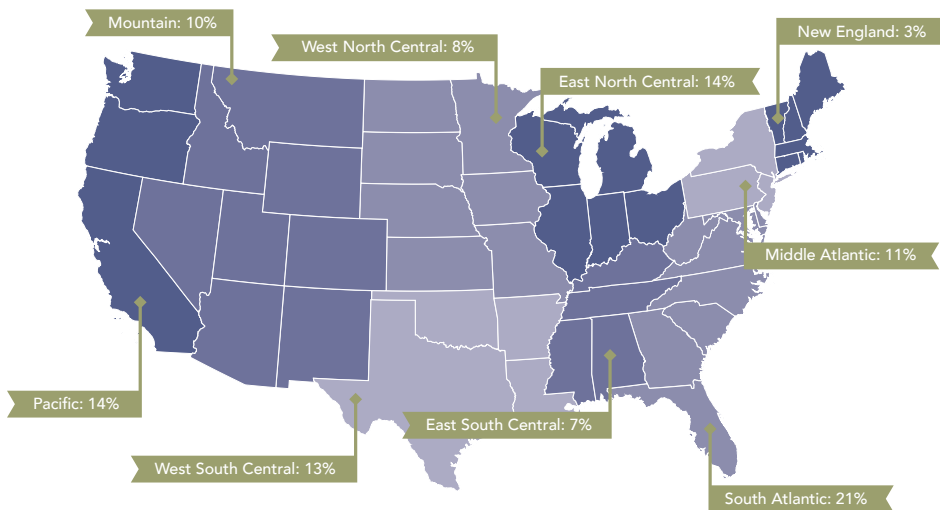
*up from 25% a decade ago*

## PARTICIPATION RATES BY DEMOGRAPHIC

At 32 percent in 2021, female participation in target shooting with firearms tied the record level recorded in 2020. Firearms target shooters ages 25 to 54 made up almost half of the total participant pool.

Sixty-three percent of participants reported at least some college education, and 45 percent had annual household income over \$75,000. Though Whites still comprise 8 in 10 participants, 2021 brought encouraging 3-year annual share growth among Black and Hispanic participants, up 5 percent and 4 percent, respectively.

## WHERE DO PARTICIPANTS LIVE?



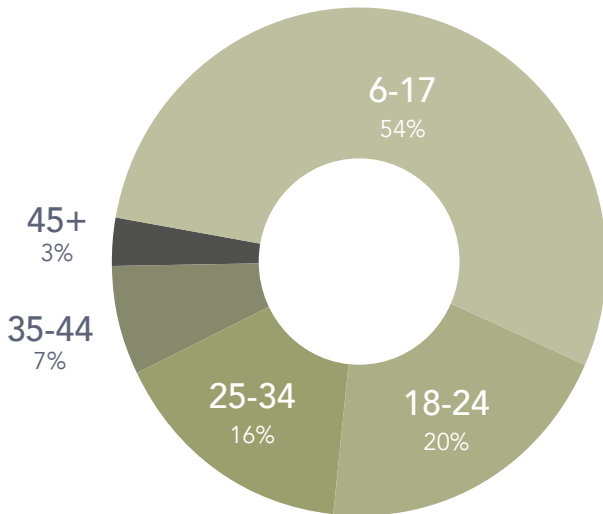
**5%**  
SHARE GROWTH AMONG BLACK PARTICIPANTS

*average annually since 2018*

# WHO PARTICIPATED?

## AT WHAT AGE DID YOU START?

Over half of firearms target shooters, 54 percent, first participated before the age of 18. Ninety percent first target shot before the age of 35, and 72 percent were introduced to the sport by a family member.



**54%**  
FIRST PARTICIPATED  
BEFORE AGE 18

WHO INTRODUCED YOU TO TARGET SHOOTING WITH A FIREARM?	2021
Parents	50%
Friends	17%
Grandparents	10%
Other family member	9%
Hunting club	8%
Sibling	3%
Other	2%
Social Club	2%



**72%**  
WERE INTRODUCED  
TO FIREARMS  
TARGET SHOOTING  
BY A FAMILY  
MEMBER

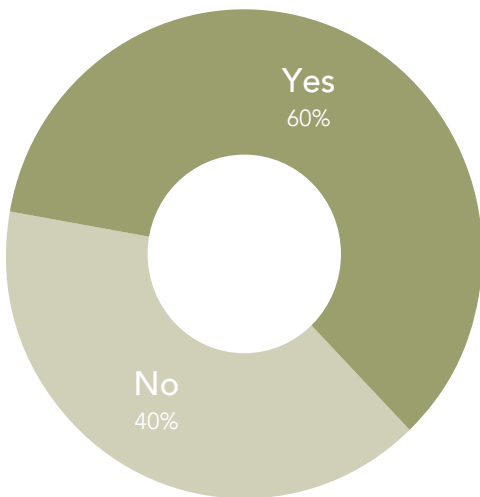
# PROFILE OF A FIREARMS TARGET SHOOTING TRIP

Firearms target shooters were less like than archery shooters to travel outside their home state to participate, 22 percent versus 31 percent.

IN HOW MANY STATES DID YOU TARGET SHOOT WITH A FIREARM?	2021
1 state*	43%
2 states	18%
3 states	16%
4 states	7%
5 states	8%
6+ states	8%

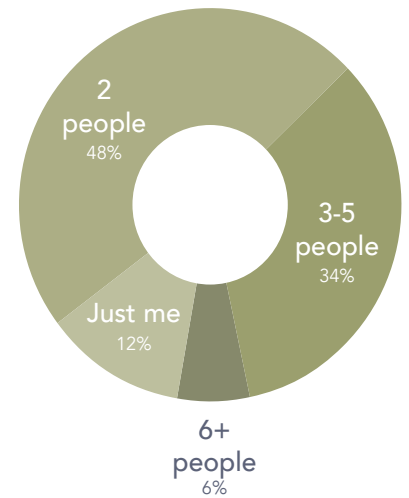
\*This may not have been a respondent's home state

## DID YOU PURCHASE GEAR OR EQUIPMENT?



## HOW MANY WERE TYPICALLY IN YOUR GROUP?

Nearly half of firearms target participants reported they typically shoot with 1 companion. Just 12 percent said they usually shot alone in 2021.



## WHERE DID YOU TYPICALLY TARGET SHOOT WITH A FIREARM?





# PROFILE OF A FIREARMS TARGET SHOOTING TRIP

## CROSS PARTICIPATION

Fishing, hiking, and camping were popular activities among firearms target shooters. Roughly 1 in 10 reported either archery target shooting or bow hunting in 2021.

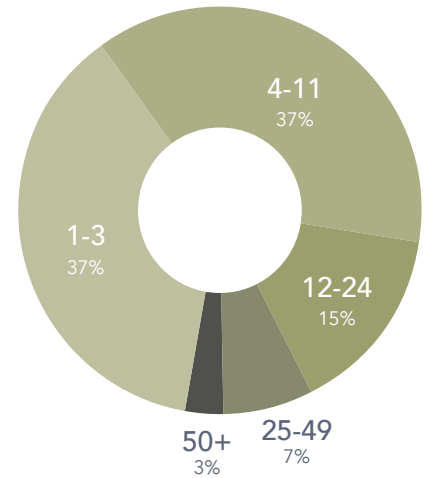
ACTIVITY	2021
Fishing	41%
Hiking	39%
Camping	33%
Firearms Hunting	29%
Archery Target Shooting	13%
Bow Hunting	10%

Among the activities covered in this report, firearms target shooters aspired to take fewer trips than others. Fifty-six percent hoped to participate over 8 times in the next 12 months, versus 71 percent of archery hunters, 69 percent of archery target shooters and 58 percent of firearms hunters.

WILL YOU PARTICIPATE IN TARGET SHOOTING WITH A FIREARM IN THE NEXT 12 MONTHS?	2021
Yes, 21+ times	22%
Yes, 8-20 times	34%
Yes, 1-8 times	40%
No or not sure	4%

## ANNUAL OUTINGS

In 2021, more firearms target shooters participated more often. Twenty-eight percent shot more than 12 times, up from 25 percent in 2020. The most frequent participants, those target shooting more than 50 times per year, represented the fastest growing group of participants.



**56%**  
WANT TO  
PARTICIPATE  
8+ TIMES

*in the next 12 months*

# PROFILE OF A FIREARMS TARGET SHOOTING TRIP

Recreation and hunting practice were the most cited motivations among firearms target shooters. As with other shooting activities, the high cost of equipment and ammunition, followed by poor access to places to shoot, were the top difficulties cited.

WHAT MOTIVATES YOU TO TARGET SHOOT WITH A FIREARM?	2021
For recreation	66%
Practice for hunting	59%
For the challenge	56%
To be with friends and family	55%
For self defense	51%
To be close to nature	29%
Competition	20%

WHAT MAKES IT DIFFICULT TO TARGET SHOOT WITH A FIREARM IN YOUR AREA?	2021
High cost of equipment/ammunition	54%
Access to shooting ranges	39%
Overcrowding at shooting ranges	29%
No difficulties in my area	25%
Local/state regulations	22%



**66%**

PARTICIPATED FOR RECREATION



**54%**

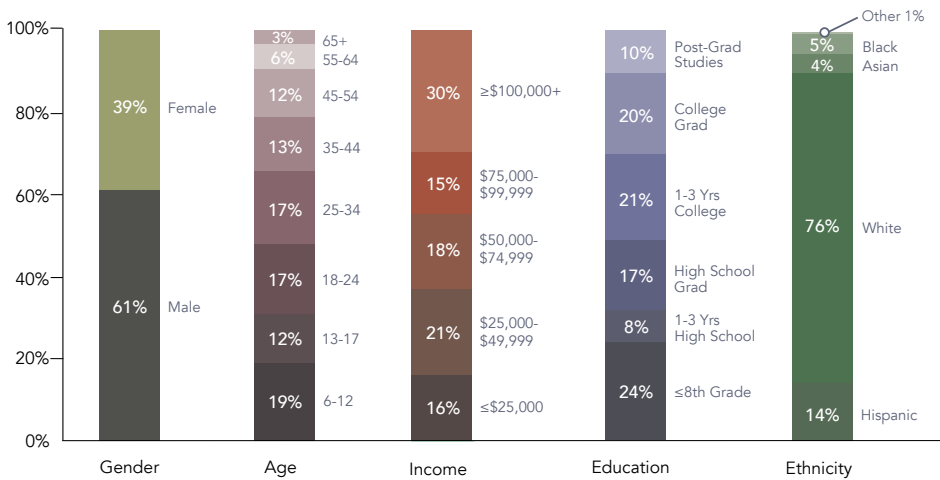
FOUND PARTICIPATION EXPENSIVE

# ARCHERY TARGET SHOOTING



Photo credit: Archery Trade Association

# WHO PARTICIPATED?



**39%**  
FEMALE PARTICIPANTS  
*highest since 2016*

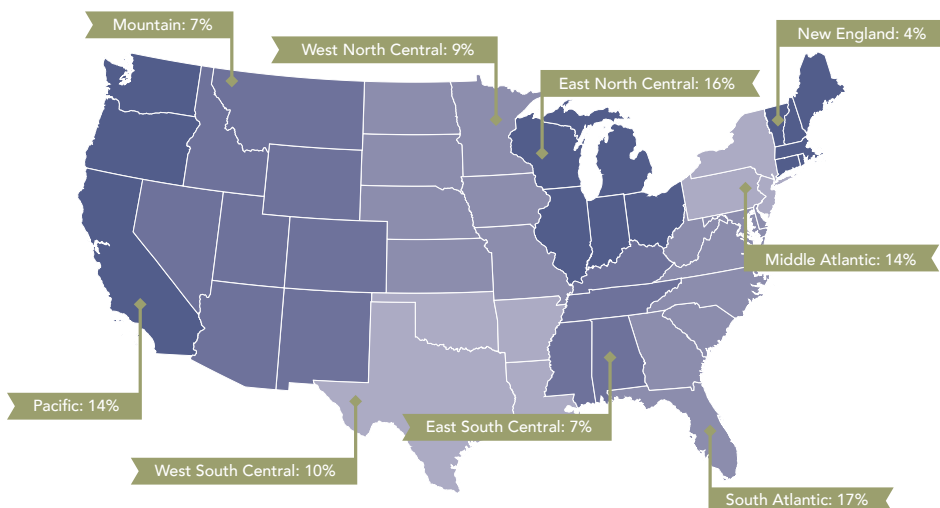
## PARTICIPATION RATES BY DEMOGRAPHIC

Among the shooting sports covered in this report, archery had the highest level of female participation. For the past 8 years, about 37 to 39 percent of archery participants have been female.

More than other shooting sports, archery appeals to the young. Since activity tracking began 15 years ago, each year approximately half of all archery target shooting participants were under the age of 25. In 2021, 48 percent of participants were under 25, while only 9 percent were over 55.

When compared to firearms target shooters, archery target shooting participants were more likely to be female (39 percent versus 32 percent), slightly more diverse (23 percent non-White participants versus 21 percent), and had the similar household income levels (45 percent for both activities).

## WHERE DO PARTICIPANTS LIVE?

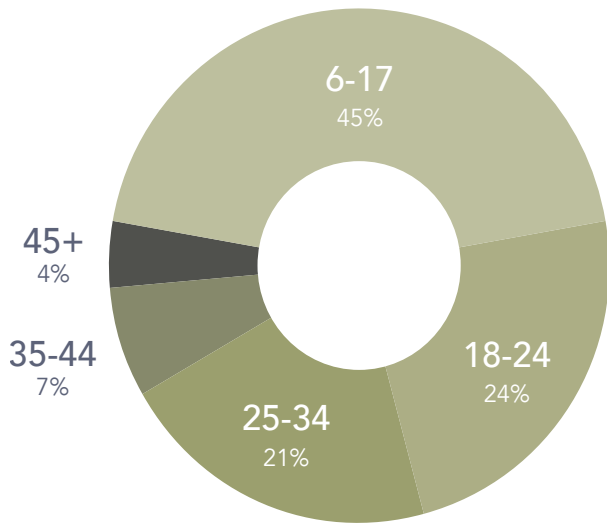


**48%**  
OF PARTICIPANTS  
*under age 25*

# WHO PARTICIPATED?

## AT WHAT AGE DID YOU START?

The same share of archery target shooters (45 percent) first participated as children ages 6 to 17 as did young adults ages 18 to 34. Sixty-five percent of participants were introduced to the sport by a family member.



**45%**  
FIRST PARTICIPATED  
BEFORE AGE 18

WHO INTRODUCED YOU TO ARCHERY TARGET SHOOTING?	2021
Parents	44%
Friends	17%
Hunting club	13%
Grandparents	10%
Other family member	8%
Sibling	4%
Social club	3%
Other	3%



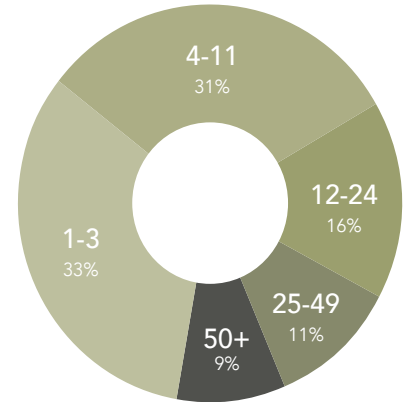
**66%**  
WERE INTRODUCED  
TO TARGET  
SHOOTING BY A  
FAMILY MEMBER

# PROFILE OF AN ARCHERY TARGET SHOOTING TRIP

## ANNUAL OUTINGS

Among the activities tracked in this report, archery maintains the highest level of very active participants. In 2021, 36 percent reported participating more than once per month, up from 33 percent the year prior. Only firearms target shooting approached that intensity level, with 28 percent of similarly devoted shooters in 2021.

Average annual outings reached their highest level since 2015, rising 4 percent over the prior year (16.3 in 2021 versus 15.7 in 2020, to be exact). Total outings increased 5 percent to 119 million, a level not surpassed since 2016.



## CROSS PARTICIPATION

Fishing, camping, and hiking were popular activities among archery target shooters. Four in 10 were also bow hunters, while roughly 1 in 3 target shot with firearms or hunted with firearms in 2021.

ACTIVITY	2021
Fishing	48%
Camping	44%
Hiking	43%
Bow Hunting	40%
Firearms Target Shooting	35%
Firearms Hunting	33%



**35%**  
PARTICIPATED IN  
FIREARM TARGET  
SHOOTING

# PROFILE OF AN ARCHERY TARGET SHOOTING TRIP

Recreation, hunting practice, and the desire for a challenge topped of list of motivations for archery target participants. The high cost of equipment and limited access to ranges were the most cited barriers to participation.

WHAT MOTIVATES YOU TO ARCHERY TARGET SHOOT IN YOUR AREA?	2021
For recreation	67%
Practice for hunting	61%
For the challenge	59%
To be with friends and family	52%
To be close to nature	38%
Competition	25%



**67%**  
PARTICIPATED FOR  
RECREATION

WHAT MAKES IT DIFFICULT TO ARCHERY TARGET SHOOT IN YOUR AREA?	2021
High cost of equipment	53%
Access to shooting ranges	42%
Overcrowding at shooting ranges	28%
No difficulties in my area	26%
Local/state regulations	14%



**53%**  
FOUND  
PARTICIPATION  
EXPENSIVE

# PROFILE OF AN ARCHERY TARGET SHOOTING TRIP

Three-quarters of archery target shooters participated in 1, 2, or 3 states, the same rate as archery hunters. Two-thirds purchased gear or equipment in 2021.

IN HOW MANY STATES DID YOU ARCHERY TARGET SHOOT?	2021
1 state*	29%
2 states	28%
3 states	18%
4 states	6%
5 states	8%
6+ states	10%

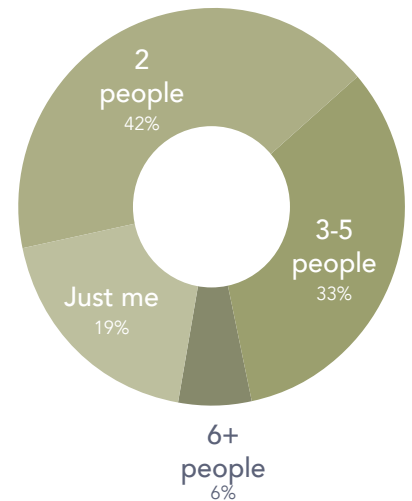
\*This may not have been a respondent's home state

One-third of archery target shooters hoped to participate 21 times or more in the next 12 months, with 36 percent hoping for 8 to 20 outings.

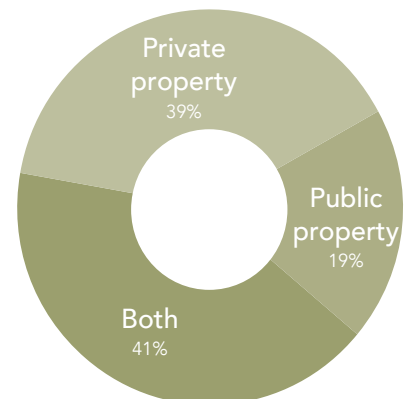
WILL YOU PARTICIPATE IN THE NEXT 12 MONTHS?	2021
Yes, 21+ times	33%
Yes, 8-20 times	36%
Yes, 1-8 times	29%
No or not sure	2%

## HOW MANY WERE TYPICALLY IN YOUR GROUP?

About 6 in 10 archery target participants typically shot alone or brought 1 companion while shooting in 2021.



## WHERE DID YOU TYPICALLY TARGET SHOOT?





# METHODOLOGY

## Participation Data

All participation statistics were derived from an annual online consumer-tracking study focused on participation conducted during the 2021 calendar year by Sports Marketing Surveys USA (SMS). SMS designed the participation questionnaire in collaboration with the Physical Activity Council (PAC), consisting of eight sports industry associations including the Outdoor Foundation. SMS retained Digital Research International (DRI) to program, field, and manage the survey.

## Sample Specification

During 2021, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population of people ages 6 and over. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2021 participation survey sample size of 18,000 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error—that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of 5 percent has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages 6 and over. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 304,745,039 people ages 6 and over.

Activity reporting is based on a rolling 12-month participation rate. All charts represent data from U.S. populations ages 6 and over, unless otherwise specified. Please note that some information may include data that was collected during previous surveys, as some questions are not asked every year.

If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at [info@sportsmarketingsurveysusa.com](mailto:info@sportsmarketingsurveysusa.com).

## Supplemental Data

In July 2022, a total of 800 online interviews were collected on hunting and target shooting participation. Results from these in-depth interviews provide nationally representative data on hunting and target shooting participation among Americans 18 and over and can be projected to produce national numbers.

Quality assurance measures are the same the main PAC study (above). All supplemental data is produced by SMS and attributable to the Outdoor Foundation.

## Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age 6 to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents ages 6 to 12, but they are asked to complete the survey themselves.

## Quality Assurance – Multiple Levels:

- Respondent are prevented from taking the survey again within 3 months
- Our panel provider has a suite of technology platforms to prevent fraud
- Technical fingerprinting to eliminate duplicates
- LOI offense checking (to eliminate "speeders")
- Pattern response checking
- Internal QA questions e.g. colors of the American flag
- Internal consistency checks e.g. a limit on the number of total participation days
- Open-end response quality algorithm
- Ongoing response visual checks.

## About the Physical Activity Council (PAC)

The survey that forms the basis of the 2022 Special Report on Hunting & The Shooting Sports is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the U.S. sports, fitness and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness and recreation participation, each partner produces detailed reports on specific areas of interest. Partners include Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA), People for Bikes, and the Sport and Fitness Industry Association (SFIA).

# 2022 SPECIAL REPORT ON HUNTING & THE SHOOTING SPORTS

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