

Responsive Management



## Executive Summary

# Understanding the Impact of Peer Influence on Youth Participation in Hunting and Target Shooting

*A project of the Hunting Heritage Trust  
in cooperation with the  
National Shooting Sports Foundation®  
Conducted by Responsive Management.*

HUNTING HERITAGE TRUST





# **UNDERSTANDING THE IMPACT OF PEER INFLUENCE ON YOUTH PARTICIPATION IN HUNTING AND TARGET SHOOTING**

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## STUDY OVERVIEW

This study was conducted as a project of the Hunting Heritage Trust in cooperation with the National Shooting Sports Foundation® (NSSF®) to determine the impact of peer influence on youth participation in hunting and target shooting. The research entailed two focus groups and a nationwide scientific telephone survey of youth ages 8-17 years old. The focus groups and survey were conducted in January 2012.

While youth more commonly say they have a positive opinion of video games and mainstream sports like soccer, football, and baseball, considerable percentages also have a positive opinion of target shooting and, to a lesser extent, hunting. At the same time, hunting was the activity for which the largest percentage of youth respondents said they had a strongly or moderately *negative* opinion. Fortunately, approval of hunting and target shooting among youth is strong, particularly for the latter activity. Similarly, regarding the right of others to hunt and shoot, youth are largely accepting and tolerant, even if they personally disagree with the activities. Even more encouragingly, youth most commonly say that hunting is “perfectly acceptable,” although a substantial percentage express the reservation that hunting is “maybe a little inappropriate nowadays.” There is greater acceptance of target shooting, which a majority of youth describe as “perfectly acceptable” and only a little over a third say is “maybe a little inappropriate nowadays.”

More often than not, youth indicate that their friends mostly have positive feelings about hunting and target shooting. Faced with a situation in which their friends were going hunting or target shooting, the most likely reaction from youth is active encouragement (and potentially joining in). Apart from active encouragement, youth are more likely to be glad their friends are participating or to be neutral, rather than actively discouraging their friends’ participation or being quietly against their participation. While talk about hunting and target shooting in schools does not seem especially common among youth, such talk that *does* occur appears to be positive and perceived in a favorable light. Additionally, a little less than half of youth have been invited to go hunting at some point, with about half of this group actually going when invited. In terms of future invitations, about half of those who receive an invitation to go hunting are likely to go. Similarly, most youth have not been invited to go target shooting, but those who *are* invited are more likely to accept the invitation than are those invited to go hunting. As many as two-thirds of those invited to go shooting in the future are likely to accept the invitation.

In general, youth who are exposed to hunting and target shooting, either through active personal participation or through proximity to family members or friend who hunt and shoot, are more likely to approve of hunting and shooting, more likely to be interested in taking part in these activities, more likely to encourage friends to participate in them, and less likely to negatively influence or discourage their peers from supporting or participating in hunting and target shooting. The more familiar youth are with individuals their own age who participate in hunting and shooting, the more likely they will be to support and actively participate in these activities. Given this direct relationship, it is imperative that youth hunters and shooters recognize the weight and importance of their words and actions with regard to their peers’ perceptions of hunting and target shooting. Opportunities emerge with new data, one such opportunity suggests a “Youth Hunter and Shooter Ambassador Program” be initiated to capitalize on the current population of youth hunters and shooters who can positively influence their fellow peers’ attitudes toward the sports.

## EXECUTIVE SUMMARY

### INTRODUCTION AND METHODOLOGY

This study was conducted as a project of the Hunting Heritage Trust in cooperation with the National Shooting Sports Foundation® (NSSF®) to determine the impact of peer influence on youth participation in hunting and target shooting. The research entailed two focus groups and a nationwide scientific survey of youth ages 8-17 years old.

The focus groups and survey were conducted in January 2012. For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among households across the United States. Additionally, because the telephone survey was conducted using a random sample of U.S. households screened for youth ages 8 to 17 years old, the results of the study accurately represent and reflect all youth ages 8 to 17 years old nationwide. Telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. The findings of the telephone survey are reported at the 95% confidence interval, with a sampling error of plus or minus 6.12 percentage points.

The focus groups were conducted in Columbia, SC and Meriden, CT, with youth ages 12-16. The groups contained 10-12 participants, all of whom were active in various indoor and outdoor forms of recreation. The groups lasted between one-and-a-half and two hours, and were moderated using a discussion guide that allowed for consistency in the data collection.

### OPINIONS ON HUNTING AND TARGET SHOOTING AS RECREATIONAL ACTIVITIES

- **While youth more commonly say they have a positive opinion of video games and mainstream sports like soccer, football, and baseball, considerable percentages also have a positive opinion of target shooting and, to a lesser extent, hunting.**

Respondents to the survey were read a list of twelve indoor and outdoor recreational activities and asked whether they had a positive, neutral, or negative opinion about each. In looking at the ranking by the percentage of respondents who said they had a *strongly* or *moderately* positive opinion about each activity, the top activities include soccer (about which 66% of youth have a positive opinion), video games (62%), and football (61%). By comparison, target shooting and hunting rank lower: 52% of youth have a *strongly* or *moderately* positive opinion about target shooting, while over a third (38%) said they had a positive opinion about hunting. At the same time, it should be noted that hunting was the activity for which the largest percentage of youth respondents said they had a strongly or moderately *negative* opinion: 46% held a negative opinion about hunting (with 22% having a *strongly* negative opinion of it). The next highest items in the ranking by overall negative opinion were skateboarding (30% overall negative opinion) and dance (27%).

- **Opposition to hunting among youth comes primarily from a reluctance to cause pain to animals; opposition to target shooting, meanwhile, comes from a dislike of guns or from the perception that guns are dangerous.**

Respondents who said they had a negative opinion of hunting were asked why they felt this way, and 65% responded that they did not like killing animals (or the idea of killing animals). This was distantly followed by a further 16% who said they were simply against hunting in general.

Regarding target shooting, 44% of those with a negative opinion of the activity said they did not like guns or shooting in general, while another 19% based their negative opinion on the belief that guns are dangerous. Interestingly, 15% said they were unsure why they had a negative opinion of shooting.

- **The focus group discussions revealed that many youth perceive target shooting as a fun and challenging activity involving skills like concentration and accuracy. However, as in the survey results, opinion on hunting was decidedly mixed, with many participants opposing the idea of causing pain to animals.**

The majority of youth focus group participants had relatively positive reactions to most of the activities on the list—if a person did not participate in a certain activity, or did not care enough about it to participate, it was usually because he or she simply gravitated toward other activities, and not because of any major opposition.

Several participants in each group perked up at the mention of target shooting, with some saying they had experience shooting BB or pellet guns. One or two others mentioned “target shooting” paintball guns, thereby suggesting that some younger people may have a broader, more inclusive understanding of activities that constitute target shooting. In the South Carolina group, several female group members expressed interest in trying target shooting. With regard to hunting, four male participants in the South Carolina group had hunted previously, while two other female participants in the group said they would be interested in trying it. Two other female individuals mildly demurred at the thought of hunting, mainly due to their reluctance to cause pain to animals (one of these females identified herself as a vegetarian).

Connecticut group participants were generally less interested and less supportive of hunting, with a recurring comment being, “I like shooting but not killing.” Like the South Carolina group, a handful of youth in the Connecticut group had experience target shooting, although participants generally appeared to have had little exposure to hunting.

## **APPROVAL OF HUNTING AND TARGET SHOOTING AND ATTITUDES TOWARD VALUES ASSOCIATED WITH HUNTING AND TARGET SHOOTING**

- **Approval of hunting and target shooting among youth is strong, particularly for the latter activity.**

Asked whether they approved or disapproved of hunting when it is legal to do so, 78% of respondents said they approved (49% *strongly* approved). An even greater majority (86%) said they approved of target shooting when it is legal to do so (50% *strongly* approved). Comments in the focus groups mirrored the results from the survey, with virtually all

individuals expressing strong approval of the two activities. However, many focus group participants applied the caveat that only responsible, safe individuals should engage in hunting and target shooting.

- **Regarding the right of others to hunt and shoot, youth are largely accepting and tolerant, even if they personally disagree with the activities.**

An overwhelming majority of youth (89%) agree that, regardless of their personal opinion, other people should be allowed to hunt. Similarly, 93% think that people should be allowed to target shoot, regardless of their personal opinion. In both cases, most agreement is *strong*, as opposed to *moderate*.

- **Youth most commonly believe that hunting is “perfectly acceptable,” although a substantial percentage express the reservation that hunting is “maybe a little inappropriate nowadays.” There is greater acceptance of target shooting, which a majority of youth describe as “perfectly acceptable” and only a little over a third say is “maybe a little inappropriate nowadays.”**

Youth respondents were read three statements and asked to choose the one that best described their opinions of hunting and target shooting (note that hunting and shooting were asked about in separate questions, but the structure of the statements remained the same, as shown below). The statements included the following:

- Hunting / target shooting is perfectly acceptable.
- Hunting / target shooting is okay, but maybe a little inappropriate nowadays.
- Hunting / target shooting is inappropriate nowadays.

Regarding hunting, nearly half of youth respondents (48%) said that hunting is perfectly acceptable, while 40% answered that hunting is okay, but maybe a little inappropriate nowadays. Just 11% said that hunting is inappropriate nowadays. Regarding shooting, well over half of youth respondents (58%) say the activity is perfectly acceptable, compared to 36% who say it is okay, but maybe a little inappropriate nowadays. Only 4% express the view that target shooting is inappropriate nowadays.

- **The vast majority of youth agree that both males and females should be able to hunt and target shoot, while similarly high percentages agree with the concept of subsistence hunting, that people who target shoot respect other people’s property, and that people who hunt care about wildlife. More problematic, however, are the notable percentages of youth who agree that hunting and target shooting are dangerous sports, that hunters and target shooters don’t obey all the laws related to these activities, and that legal hunting as practiced today in the U.S. causes some species to become endangered.**

The survey asked respondents whether they agreed or disagreed with a series of statements on hunting and target shooting, which included seven “positive” statements and five “negative” statements. The positive statements included the following:

- It is okay for boys to hunt.



- It is okay for boys to target shoot.
- It is okay for girls to hunt.
- It is okay for girls to target shoot.
- Hunting wild animals such as turkey or deer for food is okay.
- In general, people who hunt care about wildlife.
- In general, people who target shoot respect other people's property.

The negative statements included the following:

- Compared to other sports, hunting is a dangerous sport.
- Compared to other sports, target shooting is a dangerous sport.
- Most hunters don't obey all the hunting laws.
- Most target shooters don't obey all the laws related to target shooting.
- Legal hunting as practiced today in the United States causes some species to become endangered.

Looking first at the positive statements (i.e., statements that would ideally be met with agreement from youth respondents), the top ranked items refer to the basic acceptability of participation in hunting and target shooting, with male participation appearing to be the most acceptable among youth: large majorities agree that it is okay for boys to hunt (87% agree, with 61% *strongly* agreeing); that it is okay for boys to target shoot (86% agree, 57% *strongly*); that it is okay for girls to hunt (85% agree, 51% *strongly*); and that it is okay for girls to target shoot (84% agree, 50% *strongly*). Fortunately, majorities of respondents also agreed with the three other positive statements on the list: hunting wild animals such as turkey or deer for food is okay (77% agree, with 46% *strongly* agreeing); in general, people who target shoot respect other people's property (69% agree, 30% *strongly*); and in general, people who hunt care about wildlife (57% agree, 27% *strongly*).

At the same time, substantial percentages of youth respondents agreed with some of the negative statements on hunting and shooting (i.e., statements that would ideally have higher levels of *disagreement* than *agreement*): compared to other sports, hunting is a dangerous sport (77% agree, with 41% *strongly* agreeing); most hunters don't obey all the hunting laws (61% agree, 28% *strongly*); legal hunting as practiced today in the United States causes some species to become endangered (59% agree, 33% *strongly*); compared to other sports, target shooting is a dangerous sport (55% agree, 24% *strongly*); and most target shooters don't obey all the laws related to target shooting (45% agree, 13% *strongly*).

Note that respondents who agreed with the statement "Compared to other sports, hunting is a dangerous sport" were asked why they felt this way, and the most common reason, by far, was the general possibility of accidents (49%). This was followed by the intrinsic danger associated with guns (20%), danger due to hunter inexperience or carelessness (19%), and danger from animals (13%).

The focus groups allowed for open-ended discussion of the same list of statements:

- Most participants voiced support for the concept of subsistence hunting, with the only dissent being from individuals concerned about causing pain to animals.
- Despite that a few individuals in each group were unable to reconcile the concept of killing animals with caring about habitat and wildlife, others in the group commented that there is a “right way” to hunt animals (cleaning or dressing carcasses properly, putting the meat to use, selecting appropriate species to hunt, not killing gratuitously, etc.).
- Few participants knew enough target shooters personally to say whether target shooters as a group respect property, but most individuals assumed this to be the case, since they generally thought of target shooters as “regular people.”
- Virtually all individuals in the groups agreed that it was okay for both boys and girls to hunt and target shoot.

In discussing reactions to the “negative” statements on hunting and shooting, a few individuals appeared willing to agree or disagree with a statement based solely on an anecdotal example of something relevant to the topic (e.g., if a participant knew of a hunter who had once trespassed, they were likely to say that *most* hunters do not obey all laws). Despite this tendency, a few other individuals offered rather thoughtful counterexamples that occasionally prompted other group members to reconsider their initial answers:

- Many in the group were initially convinced that most types of hunting in the United States endanger wildlife species. However, at least one person disagreed, saying that deer and other commonly hunted species are in no danger of being depleted.
- Hunting out of season and trespassing were two primary examples in support of the statement that most hunters do not obey all laws.
- Most individuals were unable to say whether target shooters generally obey laws, due to the fact that very few people could think of target shooters they knew personally.
- A substantial number of individuals said that hunting and target shooting were rather dangerous activities due to the involvement of firearms. However, others insisted that hunting and shooting were no more dangerous than many mainstream sports; one person suggested that although the *rate* of injuries in hunting and target shooting is generally lower, any accidents that do occur are more likely to be fatal.

- **The vast majority of youth believe that at least *some* hunters and shooters are intelligent, educated, and helpful to others (answer set options included *most*, *some*, *a few*, or *no* hunters and shooters). The majority of youth also believe that at least *some* hunters and shooters have strong family values, care about the environment, and care about other people.**
- **While generally less than half of youth respondents said that *most* hunters and shooters had each desirable quality, this may actually illustrate the reluctance of respondents to make assumptions about entire categories of people. Indeed, some youth participants in the focus groups appeared at a loss when asked to describe what shooters are generally like as people (hunters, as a group, were somewhat easier for youth to describe and apply characteristics to). Rather than reflecting any widespread generalization about hunters and shooters as specific groups with consistent**

**characteristics and qualities, these ratings may simply suggest ambivalence about defining people solely on the basis of the activities in which they participate.**

Respondents were read a list of qualities and asked whether they thought that the item in question applied to *most*, *some*, *a few*, or *no* hunters and shooters (note that the series was asked separately about hunters and shooters specifically). The list included the following:

- Having strong family values
- Caring about other people
- Being intelligent or smart
- Being educated
- Being helpful to other people
- Caring about the environment

In general, while substantial percentages of respondents said that *most* hunters and shooters had each quality, these figures expand to overwhelming majorities when the *most* and *some* categories are summed: regarding hunters, no less than three-quarters of respondents thought that *most* or *some* of them are intelligent or smart (91%), are educated (89%), care about other people (87%), have strong family values (87%), are helpful to other people (86%), and care about the environment (76%). The ratings are similarly encouraging for shooters, with no less than three-quarters of youth saying that *most* or *some* of them care about other people (90%), are educated (88%), have strong family values (85%), are intelligent or smart (84%), are helpful to other people (81%), and care about the environment (77%).

In the focus groups, participants were asked about their perceptions of hunters, how they had formed these opinions, and whether they separated hunting as an activity from those who participate in hunting. A few initial descriptions of hunters in the South Carolina group were slightly negative, although this likely had to do with the fact that the questions about hunters immediately followed a discussion about “cocky” and “arrogant” football players (in other words, the tone of the preceding discussion may have encouraged a mindset in which participants picked up on especially unsavory or exaggerated characteristics of the group in question). Additionally, many individuals in the South Carolina group appeared to be describing specific individuals from their schools who were members of a “hunting clique” of sorts, with members who wore camouflage, chewed tobacco, drove trucks, and hung out together in groups. At the same time, many focus group participants were able to separate their impressions of such individuals from their knowledge of hunting as an activity, with one person commenting that he knew of “real” hunters who took the activity seriously, and who stood apart from the hunters at his school described previously.

A few participants in each group suggested that hunting is a violent activity by nature, although this was countered by several others who indicated that hunting is a natural means of procuring food (one female participant pointed to the fact that hunting is one of the oldest activities practiced by human beings). There were also suggestions that hunting is only as violent as the hunter involved, and that danger is minimized when hunters are properly trained and engage in the sport safely and responsibly.

As previously mentioned, participants in both focus groups appeared to find it more difficult to describe a “typical” target shooter—this activity appeared to lend itself to fewer stereotypes and easily agreed upon characteristics. A few people had family members or other acquaintances who practiced target shooting, and some of these individuals suggested that they generally took notice of the concentration and precision of target shooters. In discussions in both focus groups, it became apparent that participants generally defined target shooting loosely, typically including BB and pellet guns and archery equipment with traditional handguns and rifles. One person commented that many sports incorporate aspects of “target shooting,” in that soccer, golf, basketball, football, and other activities all require participants to try to connect with or hit a target with a ball or other object.

## **SOCIAL EXPOSURE TO HUNTING AND TARGET SHOOTING, OPINIONS ON PEER INVOLVEMENT, AND RELATED INVITATIONS TO HUNT AND TARGET SHOOT**

- **More often than not, youth indicate that their friends mostly have positive feelings about hunting and target shooting.**

Half of the youth surveyed (50%) reported that at least 50 percent of their friends have positive feelings about hunting, while more than a third (37%) said at least 70 percent of their friends view hunting positively. The mean proportion of respondent friends with positive feelings about hunting was 57.20 percent, while the median was 60 percent.

Similarly, 50% of youth said that at least 50 percent of their friends have positive feelings about target shooting, with 40% saying that at least 70 percent of their friends felt this way. The mean proportion of respondent friends with positive feelings about target shooting was 58.80 percent, and the median was 60 percent.

- **Faced with a situation in which their friends were going hunting or target shooting, the most likely reaction from youth is active encouragement (and potentially joining in). Apart from active encouragement, youth are more likely to be glad their friends are participating or to be neutral, rather than actively discouraging their friends’ participation or being quietly against their participation.**

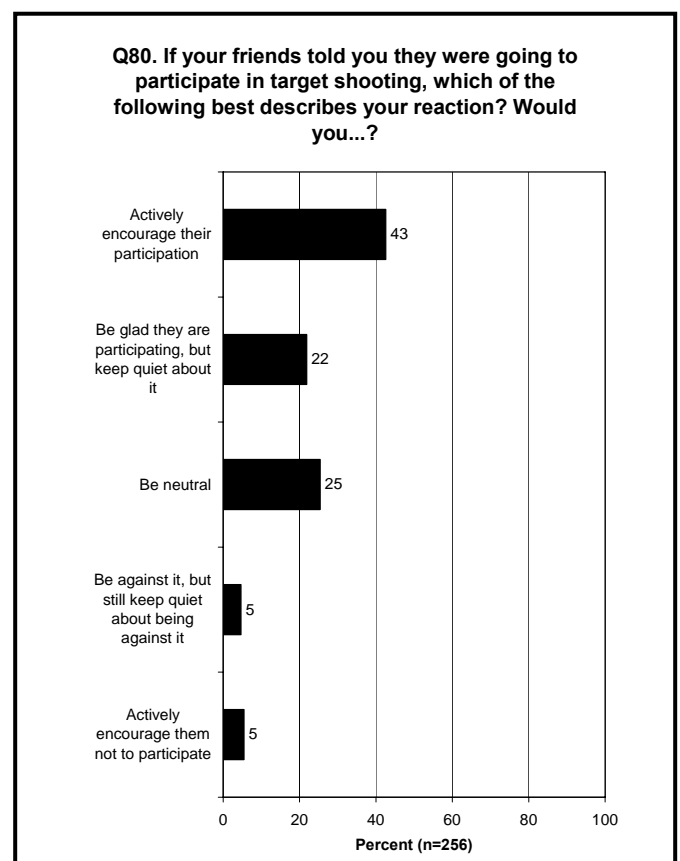
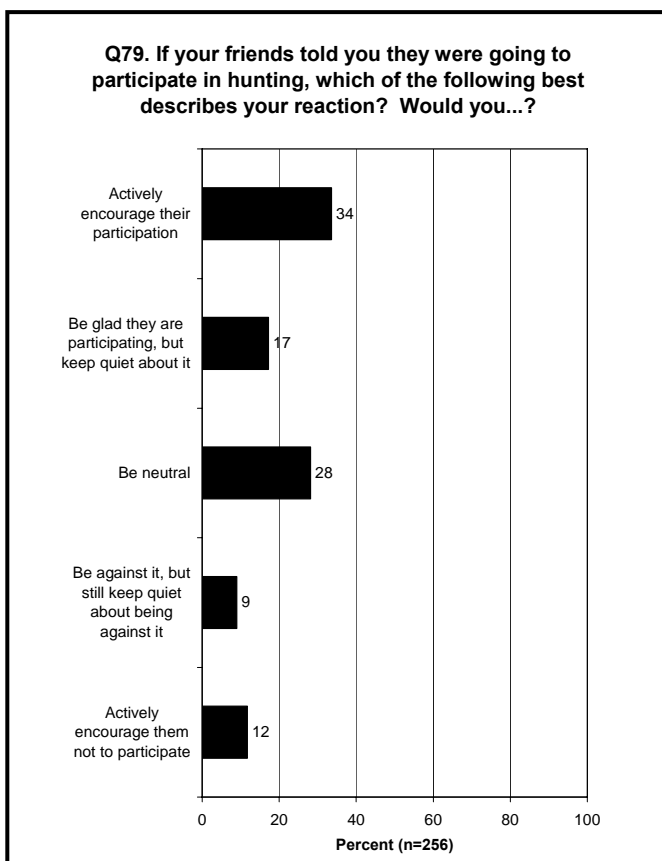
Asked to describe their likely reaction to a hypothetical scenario in which their friends were going hunting, the most common answer from youth is that they would actively encourage their friends’ participation and potentially want to join them (34% of respondents gave this response). The next most common reaction is being neutral (28%), followed by being glad the friends were participating but keeping quiet about it (17%). Smaller percentages of respondents would react negatively, either actively encouraging their friends *not* to participate (12%) or being against their friends’ decision to hunt but keeping quiet about it (9%).

The results are quite similar for the same hypothetical scenario involving shooting: 43% of youth would actively encourage their friends’ participation in target shooting activities, while a quarter (25%) would be neutral. A further 22% would be glad their friends were participating but keeping quiet about it, and no more than a tenth of all respondents would

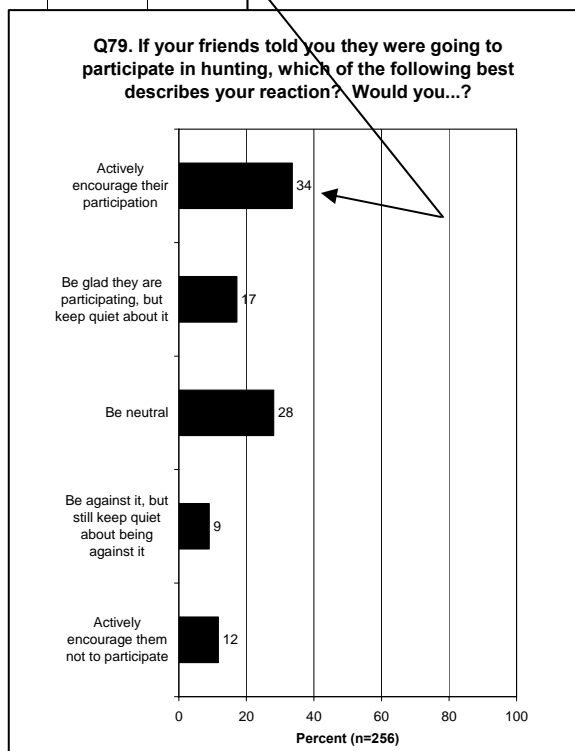
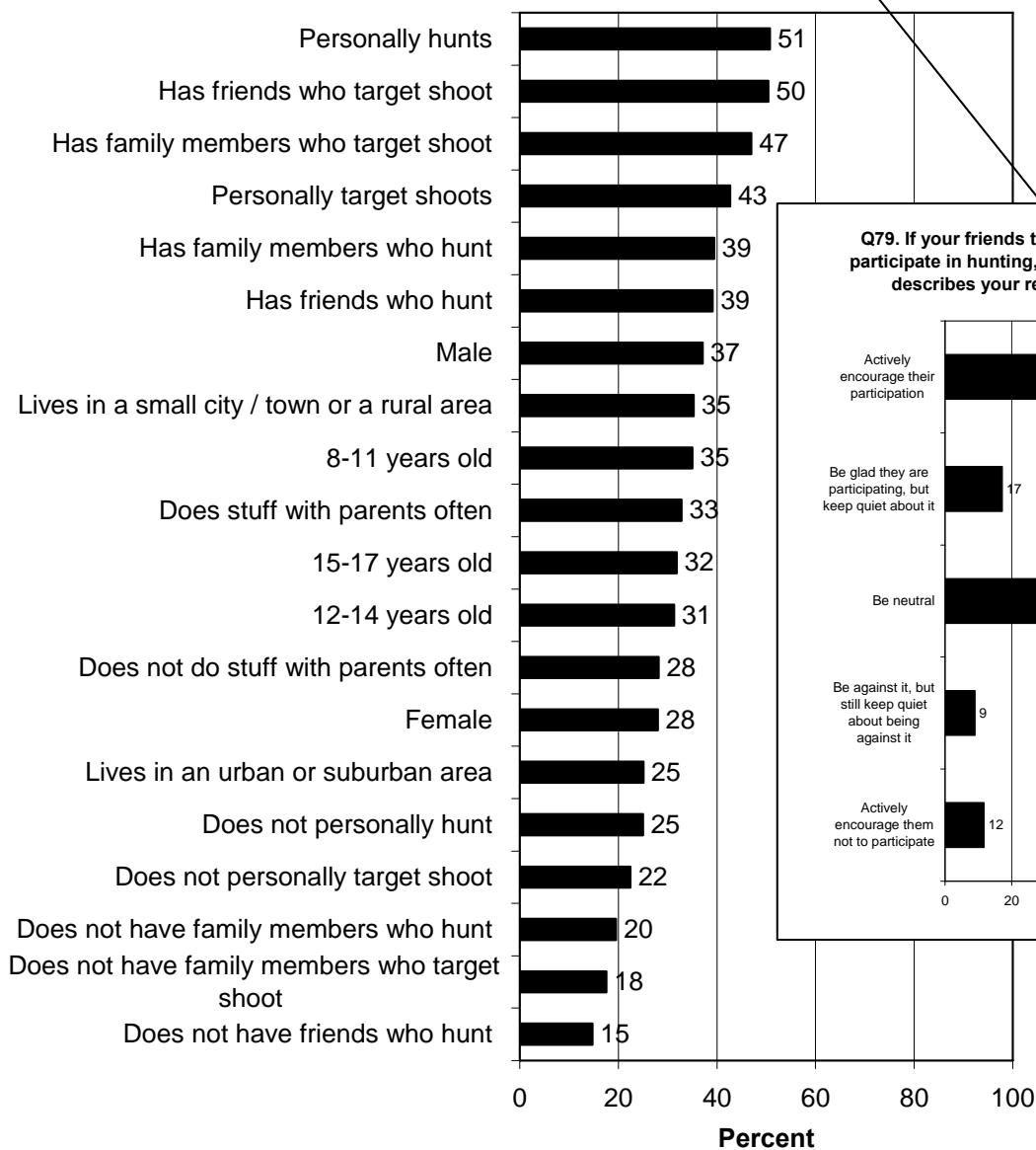
either be against their friends' decision to target shoot but keep quiet about it (5%) or actively encourage their friends *not* to participate in target shooting (5%).

To better illustrate the types of respondents giving various answers to the hypothetical scenarios of friends hunting or target shooting (actively encourage their participation, be neutral, etc.), reactions were analyzed by the percentages of individual respondent characteristics.

Graphs of the original questions are presented below. These are followed by two graphs for each activity showing the most approving and disapproving reactions (actively encourage friends to participate, and actively encourage friends *not* to participate), analyzed by individual respondent characteristics. (For context, the original graphs are shown in insets.)

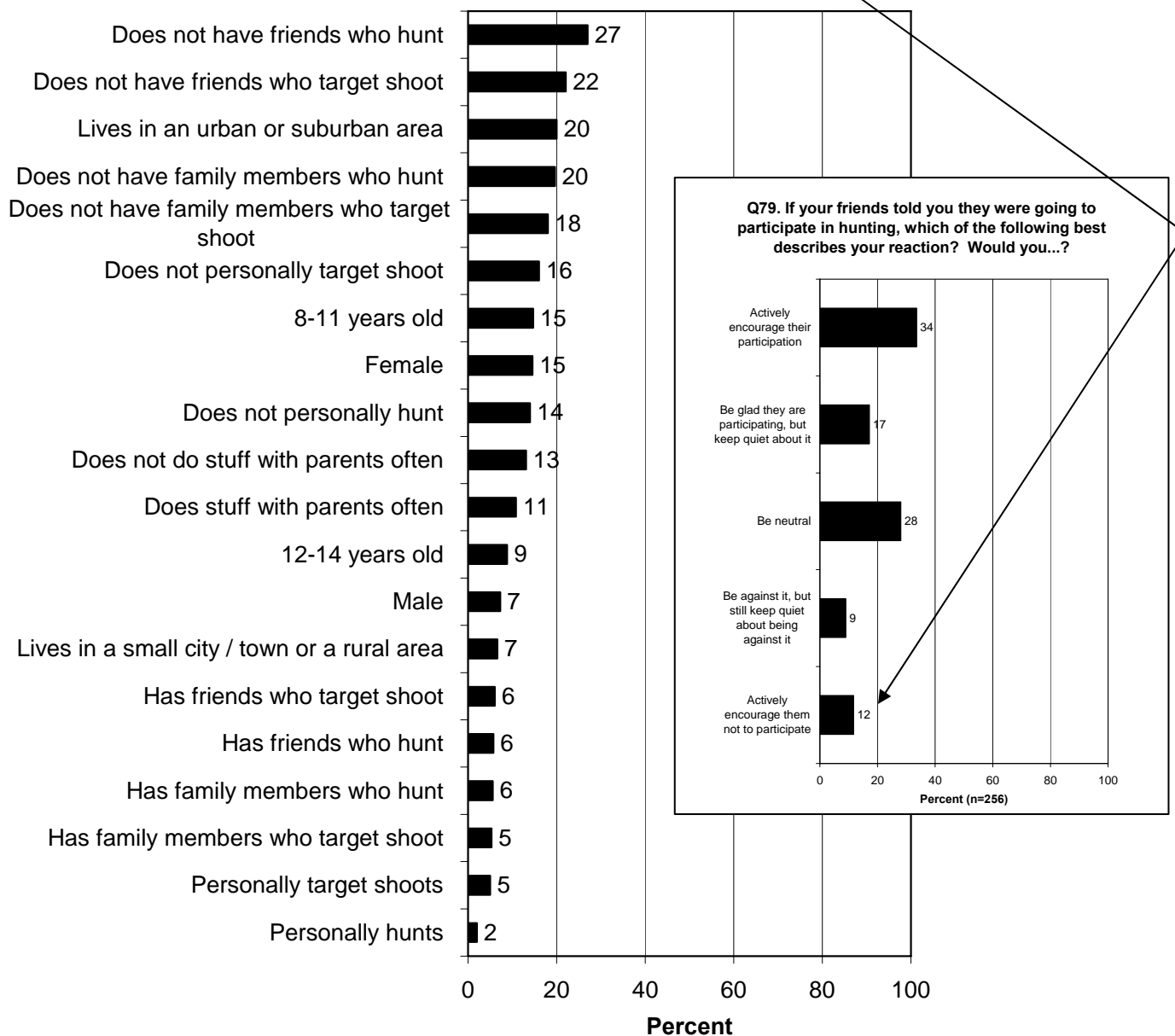


**Among all youth who, if their friends told them they were going to participate in hunting, would actively encourage their participation (34% of youth gave this response; see inset):**

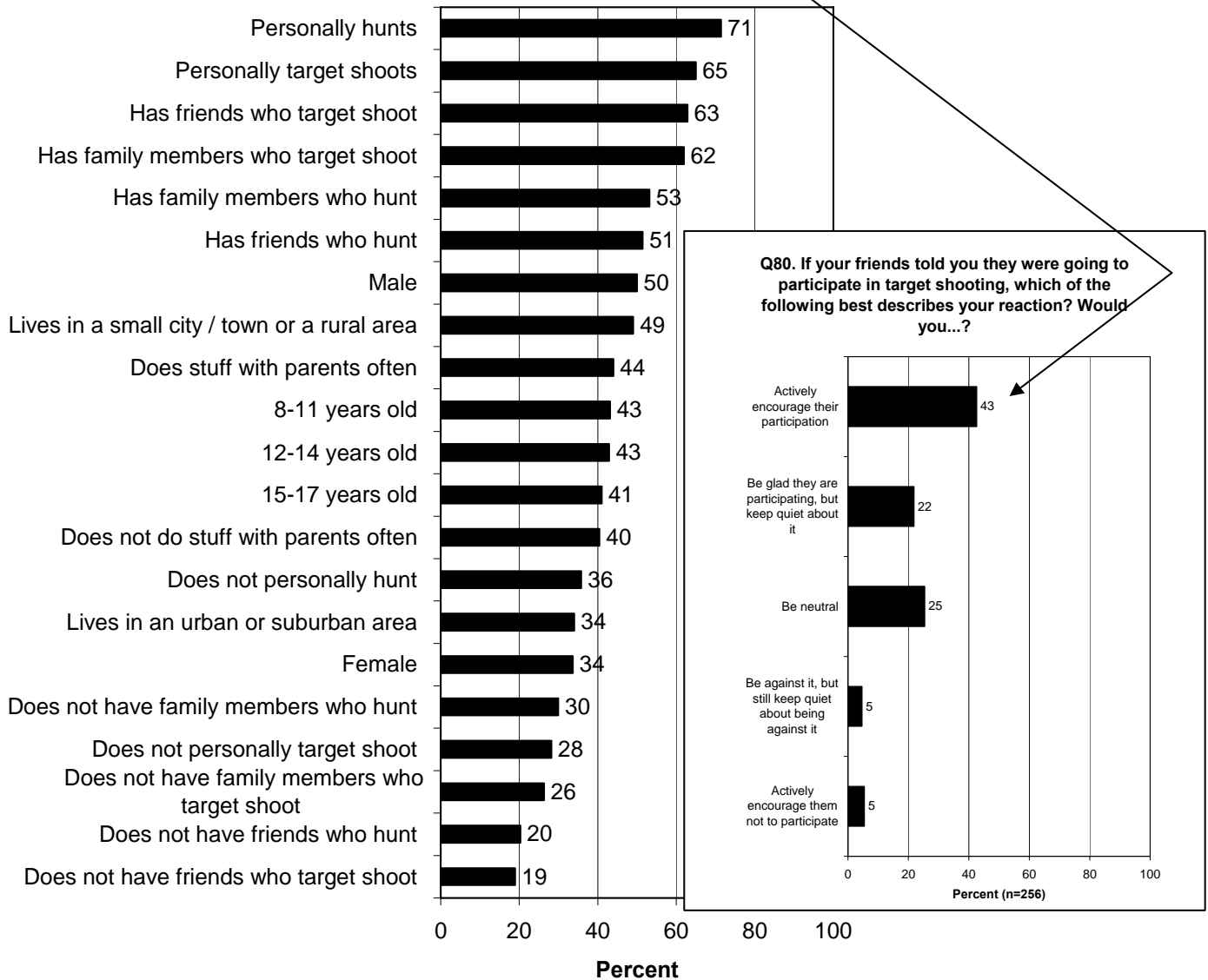




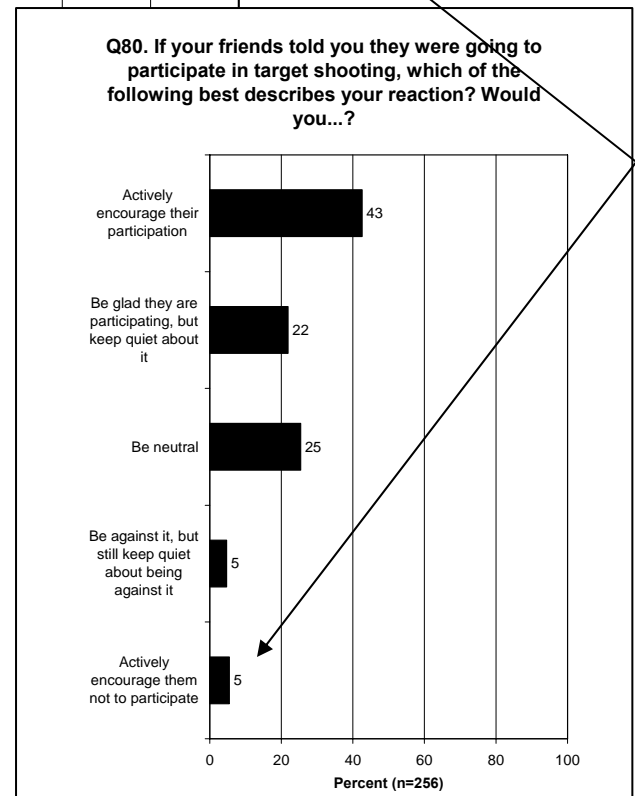
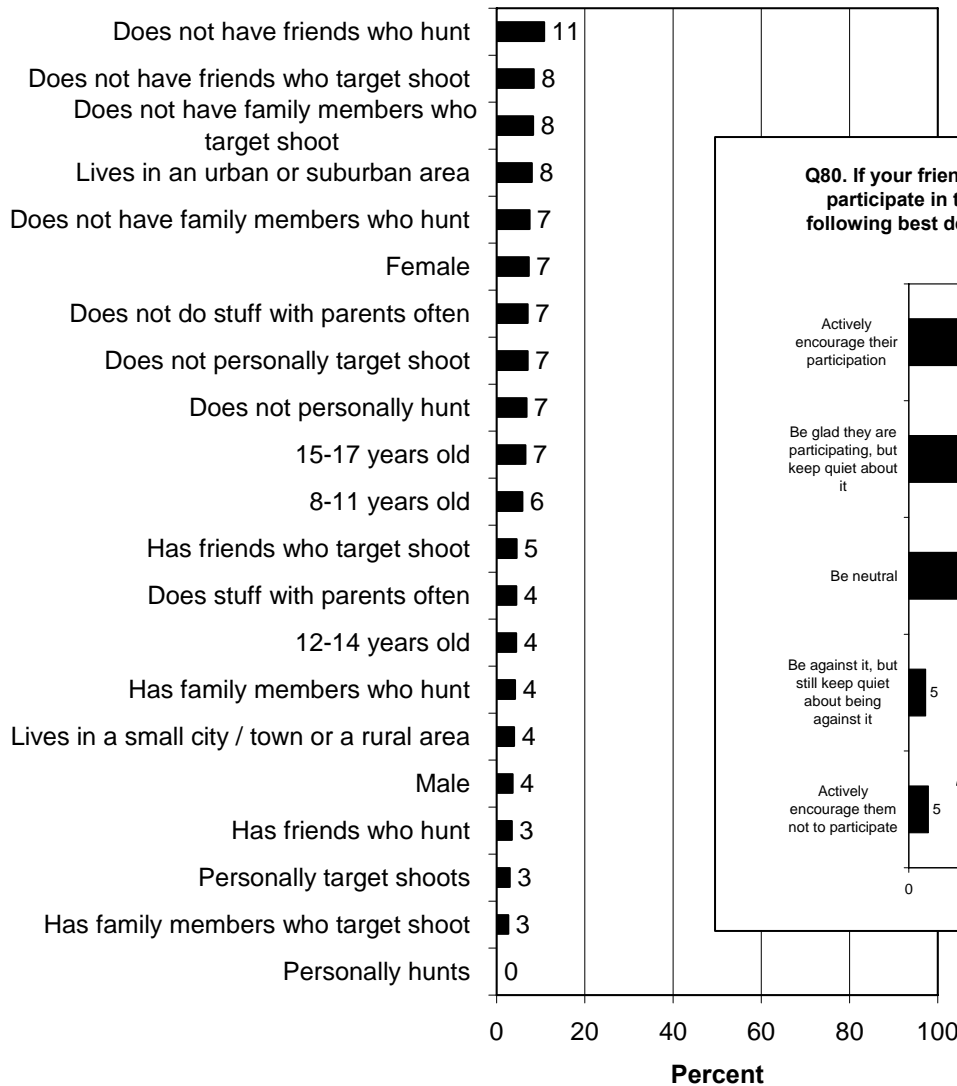
**Among all youth who, if their friends told them they were going to participate in hunting, would actively encourage them not to participate (12% of youth gave this response; see inset):**



**Among all youth who, if their friends told them they were going to participate in target shooting, would actively encourage their participation (43% of youth gave this response; see inset):**



**Among all youth who, if their friends told them they were going to participate in target shooting, would actively encourage them not to participate (5% of youth gave this response; see inset):**



As shown in the graph of individual characteristics, the top characteristic categories among those who said they would *actively encourage* their friends' participation in **hunting** are as follows:

- 51% of those who personally hunt would actively encourage their friends' participation in hunting;
- 50% of those who have friends who target shoot would actively encourage their friends' participation in hunting;
- 47% of those who have family members who target shoot would actively encourage their friends' participation in hunting;
- 43% of those who personally target shoot would actively encourage their friends' participation in hunting.

By comparison, the top characteristic categories for those who said they would actively encourage their friends' *not to participate* in **hunting** are as follows:

- 27% of those who do not have friends who hunt would actively encourage their friends *not to participate* in hunting;
- 22% of those who do not have friends who target shoot would actively encourage their friends *not to participate* in hunting;
- 20% of those who live in an urban or suburban area would actively encourage their friends *not to participate* in hunting;
- 20% of those who do not have family members who hunt would actively encourage their friends *not to participate* in hunting.

As shown in the graph of individual characteristics, the top characteristic categories among those who said they would *actively encourage* their friends' participation in **target shooting** are as follows:

- 71% of those who personally hunt would actively encourage their friends' participation in target shooting;
- 65% of those who personally target shoot would actively encourage their friends' participation in target shooting;
- 63% of those with friends who target shoot would actively encourage their friends' participation in target shooting;
- 62% of those with family members who target shoot would actively encourage their friends' participation in target shooting.

In the graph showing respondents who would actively encourage their friends *not to participate* in **target shooting**, only one characteristic category applies to at least a tenth of respondents: 11% of those who do not have friends who hunt would actively encourage their friends *not to participate* in target shooting.

In the focus groups, most individuals suggested a neutral reaction to the scenario of learning that a friend would be going hunting, with a few participants expressing mild disapproval at the idea of killing animals. At the same time, a few others said they would actively encourage the individual and even consider joining them. Although a few members in each group said they would be against their friend's decision, no one suggested that they would actively attempt to dissuade a friend from going hunting. There was more approval and encouragement in response to the hypothetical scenario involving target shooting, with group participants moderately more likely to actively encourage a friend's participation in the activity. About half of each group said they would consider joining the target shooting friend, with others indicating that they would be neutral.

- **While talk about hunting and target shooting in schools does not seem especially common among youth, such talk that *does* occur appears to be positive and perceived in a favorable light.**

When asked how much people in their school talk about hunting, youth most commonly said either *a little* (24%) or *hardly at all* (46%); smaller percentages said either *a lot* (17%) or *a moderate amount* (12%). Fortunately, any conversation about hunting in school tends to be perceived as largely positive: 54% of those who indicated that people in their school talk about hunting said that such people tend to say mostly good things, while less than half (45%) indicate that hunting talk in school includes some good and some bad things.

Target shooting talk in school appears less common than talk about hunting: 58% of respondents said that people in their school talk about target shooting *hardly at all*, with over a quarter more (29%) saying people talk about it only *a little*. Just 9% of respondents indicated hearing talk about target shooting in their school *a moderate amount*, with 2% saying it came up *a lot*. However, as with hunting, talk about target shooting is more often than not positive: 61% of those who indicated that people in their school talk about target shooting said that it mostly involves good things, with a little more than a third (36%) answering that such shooting talk involves some good and some bad things.

In the focus groups, several participants said they had a few friends who either talked positively about hunting or who went hunting themselves, but many others in the groups suggested that they could not recall many people in their schools discussing hunting. However, the majority of group participants either had a positive or neutral view of hunting, with only a small number being mildly opposed. Discussing their friends' feelings on target shooting, most individuals in the group suggested a generally neutral view: while a few had friends or siblings who participated in or talked about the activity, most said that target shooting rarely if ever came up in conversations with their friends.

Focus group participants were also asked how they thought their friends perceived activities or subjects that they didn't talk about, and most individuals agreed that the absence of conversation or commentary about something usually indicated neutrality. In other words, a person's failure to talk about something was not necessarily indicative of strongly negative feelings—in most cases, it simply meant that the person wasn't interested enough to discuss the topic.

Discussing instances in which participants disagreed with their friends about something, a few participants mentioned sports preferences, musical tastes, or people their friends dated. In general, most individuals suggested that while they were usually not shy about disagreeing with their friends about various things, they tended to do so in a tactful, respectful way. A few people commented that everyone is entitled to his or her own opinion and preference, and barring some extreme examples, differences of opinion are natural and expected. In discussing instances in which their friends had disagreed with them about a certain issue, several people mentioned activities in which they participated but which their friends had lightly ridiculed or disagreed with. Some of these individuals said they invited friends to participate or observe the activities in question as a way of introducing them through direct experience. In general, instances of peer disagreement were referred to and discussed in a rather lighthearted manner.

- **A little less than half of youth have been invited to go hunting at some point, with about half of this figure actually going when invited. Fortunately, in looking at reasons why youth do not accept invitations to go hunting, time constraints and other obligations are more often responsible than is outright opposition to hunting. In terms of future invitations, about half of those who receive an invitation to go hunting are likely to go.**

More than half of the youth surveyed (55%) had *never* been invited in hunting, while about a fifth (22%) had been invited *once or twice*. Less commonly, youth had been invited hunting *a few times* (11%) or *many times* (11%). Among those who were invited to go hunting at some point, half (49%) *never* went; a further 30% went *some of the times*, and only 20% went *every time*.

Those who never went hunting when invited were asked their reasons for not going, and the top response was simply having other obligations that conflicted (49% of those invited who never went gave this response). Meanwhile, 19% said they had no interest in hunting, with smaller percentages mentioning being opposed to killing animals (9%) or being inexperienced or not old enough (9%).

Another question in this section measured the respondent's likelihood of going hunting if invited within the next 12 months: over half of the youth surveyed (57%) said they were likely to go, with 25% being *very* likely; however, another 42% said they were *not at all* likely to go hunting if invited.

An additional analysis looked at the total percentages of *non-hunters* (i.e., those who did not indicate that they personally hunted) by various categories within the survey (e.g., gender, residence type, participation in hunting and shooting activities) who would be either *very* or *somewhat* likely to go hunting if invited in the next 12 months. In this ranking, the top categories for being likely to go hunting if invited within the next 12 months are as follows:

- 74% of non-hunters with family members who target shoot would be likely to go hunting in the next 12 months, if invited;
- 65% of non-hunters who personally shoot would be likely to go hunting in the next 12 months, if invited;



- 64% of non-hunters with family members who hunt would be likely to go hunting in the next 12 months, if invited;
- 63% of non-hunters living in small cities/towns or rural areas would be likely to go hunting in the next 12 months, if invited;
- 58% of non-hunting 15-17-year-olds would be likely to go hunting in the next 12 months, if invited;
- 57% of non-hunters with friends who hunt would be likely to go hunting in the next 12 months, if invited;
- 57% of non-hunters with friends who target shoot would be likely to go hunting in the next 12 months, if invited;
- 56% of non-hunting males would be likely to go hunting in the next 12 months, if invited.

**In actual numbers based on U.S. Census population estimates, the percentages above translate into 23,669,139 youth ages 8 to 17 years old who would be likely to go hunting if invited in the next 12 months. Among this group are 16,860,209 *non-hunter youth* who would be likely to hunt if invited in the next 12 months.**

- **Similar to hunting, most youth have not been invited to go target shooting, but those who *are* invited are more likely to accept the invitation than are those invited to go hunting. Once again, time constraints and conflicting obligations are more to blame for not going shooting when invited than opposition to or discomfort around guns and shooting. As many as two-thirds of those invited to go shooting in the future are likely to accept the invitation.**

Responses concerning shooting invitations followed the pattern of answers on hunting: more than half of the sample (52%) had *never* been invited to go target shooting, while slightly less than a quarter (23%) had been invited *once or twice*. Just 16% had been invited to go shooting *a few times*, with 8% being invited *many times*. However, youth appeared to show a greater willingness to accept invitations to go shooting than invitations to go hunting: among those who were invited to go target shooting at some point, 43% went *every time*, 41% went *some of the times*, and only 16% *never* went. The most common reasons for never accepting an invitation to go target shooting were having other obligations or time conflicts (62% of those invited who never went gave this response). Meanwhile, 20% said they simply had no interest in shooting.

As before, a later question measured likelihood of going target shooting if invited within the next 12 months: in an even breakdown of responses, a third of respondents (33%) are *very* likely, a third (33%) are *somewhat* likely, and a final third (33%) are *not at all* likely to go target shooting if invited.

An additional analysis looked at the total percentages of *non-shooters* (i.e., those who did not indicate that they personally participated in target shooting) by various categories within the survey (e.g., gender, residence type, participation in hunting and shooting activities) who would be either *very* or *somewhat* likely to go target shooting if invited in the next 12

months. In this ranking, the top categories for being likely to go target shooting if invited within the next 12 months are as follows:

- 75% of non-shooters who personally hunt would be likely to go target shooting in the next 12 months, if invited;
- 67% of non-shooters with family members who target shoot would be likely to go target shooting in the next 12 months, if invited;
- 63% of non-shooters who do not do stuff with their parents often would be likely to go target shooting in the next 12 months, if invited;
- 57% of non-shooting 15-17-year-olds would be likely to go target shooting in the next 12 months, if invited;
- 54% of non-shooters with friends who hunt would be likely to go target shooting in the next 12 months, if invited;
- 53% of non-shooters who live in small cities/towns or rural areas would be likely to go target shooting in the next 12 months, if invited;
- 52% of non-shooters who do not have friends who target shoot would be likely to go target shooting in the next 12 months, if invited;
- 51% of non-shooting females would be likely to go target shooting in the next 12 months, if invited.

**In actual numbers based on U.S. Census population estimates, the percentages above translate into 27,559,957 youth ages 8 to 17 years old who would be likely to target shoot if invited in the next 12 months. Among this group are 12,645,157 non-shooter youth who would be likely to target shoot if invited in the next 12 months.**

Note that those already involved in the sports are much more likely to be invited to go hunting or shooting; non-hunters and non-shooters, by comparison, most often said they had *never* been invited to go.

In the focus groups, virtually all group members said they knew of a friend or classmate at school who hunted, and several people in the two groups had either previously gone hunting or target shooting or had been invited, although no participants considered themselves to be regular hunters or shooters. Discussing instances in which they had been invited to go hunting but had ended up not going, a few people mentioned having to decline because of cold weather or a parent disapproving of firearms or hunting. Several people reported seeing pictures or other personal information about hunting or shooting posted on Facebook pages (e.g., photos of an animal harvested), and a few of these people said that such postings made them slightly more interested or likely to take part in the activity with a friend.

## **PERSONAL EXPERIENCE IN AND EXPOSURE TO HUNTING AND TARGET SHOOTING, AND PEER REACTIONS**

- **Participation in target shooting among youth is more common than participation in hunting. However, substantial percentages of youth have friends and family members who hunt and/or target shoot. In general, youth hunters are more likely than are youth shooters to tell their friends about their participation in their respective activity. In any**

**case, when told of a friend's hunting or shooting participation, reactions from peers tend to be largely positive.**

Just under a fifth of the sample (19%) said that they personally hunted. Meanwhile, over two-thirds (68%) said they had friends who hunted, and more than half (56%) said they had family members who hunted. Asked whether they told *most*, *some*, *just a few*, or *none* of their friends that they hunted, the most common response among youth hunters was that they told *most* of their friends (45%), followed by *some* (31%), and *just a few* (16%). Fortunately, 33% of those who told their friends that they hunted say their friends reacted *very* positively, with 40% saying the reaction among friends was *somewhat* positive, and 27% saying they received a reaction that was neither positive nor negative.

More than a third of youth surveyed (39%) said that they personally participated in target shooting. Over half (52%) indicated having friends who participated in target shooting, while just under half (44%) said they had family members who took part in the activity. Interestingly, youth who target shoot appear much less likely to share this information with their friends than youth who hunt: asked whether they told *most*, *some*, *just a few*, or *none* of their friends that they engaged in target shooting, the most common responses among youth shooters was that they told *just a few* (31%) or *some* of their friends (28%). A quarter of those who participated in target shooting (25%) said they told *none of their friends* about their involvement in the activity, while just 15% said they told *most* of their friends. However, as with hunting, peer reactions are usually positive, with 32% of those who told their friends that they went target shooting saying their friends reacted *very* positively, 34% saying their friends reacted *somewhat* positively, and 30% saying the reaction from their friends was neither positive nor negative.

## OVERVIEW OF OPPORTUNITIES

### **Initiate a Communications Campaign Centered on Youth Hunter and Shooter Ambassadors of the Sports:**

- The results of this study are clear: youth who are exposed to hunting and target shooting, either through active personal participation or through proximity to family members or friend who hunt and shoot, are more likely to approve of hunting and shooting, more likely to be interested in taking part in these activities, more likely to encourage friends to participate in them, and less likely to negatively influence or discourage their peers from supporting or participating in hunting and target shooting. As importantly, the opposite is also true: youth who do *not* participate in hunting or shooting, or who lack family or friends that are involved in these activities, are *more* likely to discourage their friends from participating and *more* likely to exert a negative influence on others regarding their involvement in hunting and target shooting.

The most important elements of peer influence concerning attitudes toward and participation in hunting and shooting are exposure to and interaction with friends, classmates, and others who participate in these activities. The more familiar youth are with individuals their own age who participate in hunting and shooting, the more likely they will be to support and actively participate in these activities. In this sense, youth hunters and shooters are the key to

their fellow friends' and students' acceptance of these activities. Given this direct relationship, it is imperative that youth hunters and shooters recognize the weight and importance of their words and actions with regard to their peers' perceptions of hunting and target shooting.

Based on this overall finding, an opportunity exists for a "Youth Hunter and Shooter Ambassador Program" to be initiated to capitalize on the current population of youth hunters and shooters who can positively influence their fellow peers' attitudes toward the sports. If non-hunting and non-shooting students talk with, befriend, and interact with youth who are actively involved in hunting and shooting, the positive aspects of these activities will increasingly be thought of as acceptable, appealing, and inviting recreational activities. In this sense, youth hunter and shooter ambassadors will be performing a major service for the hunting and shooting sport communities.

Findings from the current study as well as indications from past literature both make clear that the impact of peers increases during periods of uncertainty (Griskevicius, Cialdini, Goldstein, 2008). When youth have little or no experience with a topic or activity, they tend to fill in the gaps in their understanding with whatever information is available, including anecdotal or simply inaccurate information based on myth or misperception. Considering that not all youth can be born into the ideal environment for creating a lifelong hunter or shooter (i.e., as a male within a hunting or shooting family in a rural environment), many individuals will necessarily come to hunting and shooting later on in life, especially during their adolescence or formative, pre-teenage years. These are the individuals likely to be the least experienced and equipped with the least amount of accurate information about hunting and shooting. These are the individuals among the nearly half of all youth who have a strongly or moderately negative opinion of hunting, who report being against hunting for nonspecific reasons, who think that hunting and shooting are dangerous sports, who are unsure of why they have a negative opinion about shooting, who believe that most hunters and shooters do not obey all the laws related to these sports, and who think that legal hunting as practiced in the U.S. causes some species to become endangered.

For these individuals, the influence of peer hunting and shooting ambassadors will be critical to overcoming their initial misperceptions and encouraging them to try hunting and shooting. As good as parents, agency personnel, and celebrity spokespersons are, peer ambassadors of hunting and shooting differ from them in the most important way—they can relate to other individuals their own age through social interaction. Friends, classmates, neighbors, significant others, and siblings—these are the individuals most likely to be influenced by hunters and shooters their own age. In this sense, all of the recommendations and communications strategies listed here should be heeded by future youth ambassadors of hunting and target shooting.

The development of the proposed Ambassador Program should incorporate the support and participation of major sportsman and conservation organizations—because these groups have considerable reach and membership, their involvement could help the program to gain national prominence and visibility. Further, because the suggested Ambassador Program represents a way to capitalize on the influence of young hunters and shooters, their efforts

should concentrate as much as possible on correcting misperceptions and to their sport. Some of the most important “talking points” for youth ambassadors include the following:

- That hunting and shooting are in fact *safer* than many other sports. While accident and fatality statistics provide empirical evidence of this, comfort and confidence through hands-on experience and participation is preferable.
- That legal, regulated hunting *does not* cause wildlife populations to become endangered, as is the perception among many individuals unfamiliar with the sport (recall that 59% of respondents to the survey thought that legal hunting in the U.S. causes some species to become endangered).
- That most hunters and shooters *do* obey laws related to these sports, and that anecdotal examples to the contrary amount to the exception and not the rule.
- That hunters and shooters *do*, in fact, care about wildlife, especially through Pittman-Robertson Wildlife Restoration Act contributions from their purchases of ammunition and firearms. Ideally, potential new hunters and shooters can learn precisely how hunters and shooters provide support for conservation efforts.

Many of the communications strategies recommended here follow the general findings of de Guzman and Tate, whose earlier research cited in the introductory literature review establishes childhood peer interactions as opportunities for gaining new resources for decision-making, thinking, and analysis of situations. In this sense, youth ambassadors will help to perform this function.

Finally, the availability of programmatic infrastructure focused on instruction and teaching is essential for attracting newcomers, and should be a major feature of the proposed Ambassador Program. Those willing to follow their peers into hunting and shooting should be afforded convenient opportunities to increase their knowledge, learn and engage in a hands-on manner, and progress through natural levels of experience and competition. This will fulfill one of the most important obligations of those hoping to improve support for and participation in hunting and target shooting: make the activities fun.

### **Encourage Invitations to Hunt and Shoot:**

- The most important obligation for youth hunting and shooting ambassadors is to invite their friends to go hunting and shooting. While more than half of the youth surveyed had *never* been invited to go hunting or target shooting, similar percentages of youth said they would be very or somewhat likely to go if invited in the next 12 months.

In actual numbers based on U.S. Census population estimates, the percentages translate into the following real-life opportunities in terms of individuals open to initiation by youth ambassadors: **23,669,139 youth ages 8 to 17 years old would be likely to go hunting if invited in the next 12 months. Among this group are 16,860,209 non-hunters who would be likely to hunt if invited in the next 12 months. Similarly, 27,559,957 youth ages 8 to 17 years old would be likely to target shoot if invited in the next 12 months. Among them are 12,645,157 non-shooters who would be likely to target shoot if invited in the next 12 months.**

The focus groups also revealed substantial willingness among youth to introduce their friends and peers to activities that they themselves participate in and enjoy (not necessarily hunting and shooting, but recreational activities in general). This tendency must be encouraged among youth hunting and shooting ambassadors, as introduction through direct involvement and experience represents the most effective recruitment strategy. Although it may also go without saying, youth ambassadors must branch out by extending invitations to newcomers, and not just to friend who already participate in these sports. Remember that while many individuals are likely to actively encourage participation in hunting or target shooting, a number of others (who otherwise support these sports) are likely to remain neutral. Youth ambassadors should concentrate on converting this passive acceptance into active encouragement and participation.

### **Encourage Talk About Hunting and Shooting:**

- As a way of dispelling myths or misperceptions, youth hunting and shooting ambassadors should be encouraged to talk to their friends, classmates, and peers about their hunting and shooting experiences. Again, myth and misperception thrive in the absence of reliable, accurate information; it is the obligation of youth ambassadors to provide such information in a trustworthy, relatable manner. In doing so, they will reinforce the perception of hunters and shooters as normal, relatable people—recall that in the focus groups, several participants had moderately negative perceptions of hunters, while others had little to no perceptions about target shooters. In the same way, many respondents to the survey reported that a majority of their friends had positive feelings about hunting and shooting, but such feelings may not be discussed or exploited in any way.

Also note that while many survey respondents said that hunting and target shooting are rarely discussed in their schools, such talk that *does* occur tends to be quite positive. It cannot be overemphasized that the influence of peers increases during periods of uncertainty: by maintaining a social presence and encouraging talk about their sports, peer ambassadors of hunting and shooting will be able to correct misunderstandings and inaccuracies (e.g., most hunters and target shooters do not obey all the laws, hunting endangers certain species of wildlife, hunting and shooting are dangerous).

### **Promote Talk About Hunting and Shooting in a Variety of Ways:**

- As a continuation of the above opportunity, talk and communication about hunting and shooting should be encouraged and promoted in as many ways as possible, especially through social media. One individual from the focus groups mentioned photos a hunting classmate had posted on Facebook—as with this individual, such photos tend to encourage questions, invite curiosity, increase interest, and place hunting and shooting activities in the foreground of the social atmosphere. Youth, in particular, are uniquely positioned to take advantage of the most prominent and effective means of social media and other communication tools—hunting and shooting sponsoring agencies and organizations should encourage this tendency wherever possible. In promoting the use of images, remember that pictures are often worth a thousand words: images promoting hunting and shooting should reinforce a positive atmosphere that emphasizes the environment, nature, the outdoors, nice weather, exercise, natural resources, wildlife, a social atmosphere among friends and peer groups, etc.



### **Embrace a Broad Definition of Target Shooting:**

- The focus groups revealed that many youth have a broad understanding of the activities that constitute target shooting: at various points, youth mentioned BB and pellet guns, paintball guns, and archery equipment. Although such a loose conceptualization of target shooting was initially thought to be detrimental to participants' understanding of the subject matter, it is actually a positive finding: the more inclusive the sport of target shooting is viewed, the better. In this sense, youth ambassadors and others should focus on getting newcomers to take a first step into target shooting through any means, whether a BB or pellet gun, paintball gun, or archery bow. The point should be to get newcomers started shooting *something*, with the natural next step being a move toward actual firearms. Initial interest, however, should be embraced in whatever form it presents itself.

### **Market the Multiple Appeals of Target Shooting:**

- The data suggest that youth tend to be interested in target shooting for various reasons, each highly important in its own way and a potential centerpiece of a specific marketing initiative. Many motivations have to do with the skills intrinsic to the sport, such as concentration, accuracy, precision, and calmness—many individuals admire these qualities and seek ways of improving their own personal abilities in these areas. Others find appeal in the competition aspect of target shooting and derive pleasure from competing with friends in a scored environment. The concept of acquiring skills and knowledge for home-/self-protection is also not to be discounted, as many youth are highly motivated by this reason as well. Finally, target shooting holds interest for many females as well, particularly in terms of personal defense. Participation in target shooting will be increased through savvy marketing of the various appeals and attractions of the sport.

### **Contextualize Hunting as Part of a Larger Picture:**

- For many individuals, hunting needs to be contextualized as part of a larger overall picture. These are individuals who most object to the idea of causing pain to animals, who view hunting as endangering wildlife populations, and who assume that hunting constitutes the needless, gratuitous killing of wildlife. The contextualization of hunting can occur in two ways: first, hunting can be contextualized within other outdoor activities. Second, hunting can be contextualized by defining it and convincing the opposition that it represents a practical solution.

In the first example, overall attitudes toward hunting are likely to benefit from an introductory approach that surrounds the sport with other activities involving outdoor topics and skills. For example, many successful recruitment and retention programs introduce newcomers to hunting through camps that include opportunities to participate in or learn about fishing, target shooting, camping, ethics, biology and ecology, archery, survival techniques, photojournalism, and other topics, in addition to hunting.

The second example depends on getting individuals to understand hunting within the wider context of conservation and wildlife management. A study examining support for trapping in Connecticut, Indiana and Wisconsin found that support for trapping was likely to increase if the concept was explained as a *Sanctioned, Scientific Solution* (RM, 2001). Through this

model, negative connotations associated with the activity in question (trapping in the previous research; hunting in this case) were overcome by providing concrete, positive reasons: first, that trapping was *sanctioned* (by the state); second, that the practice was scientific (i.e., based on population estimates set by biologists); and third, that the practice amounted to a solution (i.e., to a problem).

A similar communications strategy or talking point could be incorporated into appeals aimed at youth who disapprove of hunting. This approach may help to broaden support for hunting among the youth population and overcome resistance on the basis of emotional appeals to animal welfare. Finally, it is instructive to view this recommendation in light of the 1980 research by Kellert and Westervelt cited in the introductory literature review: emotional concern and affection for animals begins in early youth, while cognitive understanding of animals follows in pre-teen and early teenage years; finally, youth develop increased ethical and ecological concerns for animals and the natural environment, as well as an increased interest in wildlife and outdoor recreation. These patterns, along with the finding from the survey data that approval of hunting and shooting tends to increase with age, suggest that understanding of hunting as a management tool will also become more prevalent as youth grow up.

### **Differentiate Between Poaching and Hunting:**

- Related to the above, it is important to remember that a majority of youth in the survey (59%) agreed that legal hunting as practiced in the United States causes some species to become endangered. This perception turned up again in the focus groups, where at least a few participants conflated hunting with poaching (one individual commented that hunting is responsible for species like “elephants, lions, and tigers” becoming endangered). In general, the research suggests that many youth who are unfamiliar with hunting have a tendency to assume that hunting is as harmful an activity as poaching—essentially, that *all* forms of hunting endanger wildlife populations. As previously mentioned, a major concept for youth hunters to impart on their friends is the idea of hunters as the original conservationists. A concerted effort focusing on the involvement of teachers and the media, particularly one spearheaded by national sportsman and conservation organizations, could help to correct this troubling misperception and improve overall attitudes.

### **De-Emphasize Trophy and Sport Hunting When Appropriate:**

- The most common reason that youth hold a negative opinion of hunting is their distaste in causing pain to animals. While the quantitative data from this study provide an encouraging picture of overall levels of approval of hunting, the qualitative data suggest that while most youth are broadly supportive of subsistence hunting and hunting for wildlife population control, they are less approving of hunting for the sport, for a trophy, or for a challenge. Indeed, these findings are in line with the attitudes of all U.S. residents, not just youth: a survey of American adults found overwhelming approval of hunting for the meat (85%), to protect humans from harm (85%), for animal population control (83%), for wildlife management (81%), and to protect property (71%), but diminished support when it came to hunting for the sport (53% approved), to supplement income (44%), for the challenge (40%), or for a trophy (28%) (RM, 2006).

It follows that many youth tend to be standoffish about hunting when the activity is presented as a sport or something engaged in as means of obtaining trophies. This attitude tends to be most pronounced among females, but other segments of the youth population show similar hesitation. In any case, appeals to newcomers to try hunting may be most effective if they concentrate on the activity as a venerated pastime of human culture (or as a way of obtaining tasty game meat, experiencing the outdoors, or engaging in wildlife management and conservation). Also, the role and involvement of youth ambassadors is crucial to this aspect of the social acceptance of hunting. Note that several youth in the South Carolina focus group who were initially somewhat opposed to hunting later deferred to a fellow group member with actual hunting experience; this individual emphasized that most responsible hunters are far from careless and instead attempt to minimize the suffering of animals at all times while hunting.

### **Provide and Encourage a Social Atmosphere:**

- Hunting and target shooting must be viewed as fun, enjoyable activities if youth are to gravitate toward them. To this end, opportunities to participate in hunting and target shooting should center not just on the activities themselves, but as opportunities to socialize with peers and friends, meet new people, cultivate relationships, and have a good time in a social setting. Field days, hands-on demonstrations, camps, and other events with a social component are the types of initiatives that will always be the most effective and enjoy the greatest participation. The desire to have fun and enjoy oneself is not unique to hunting and target shooting, but consistent with participants of any sport or activity.

### **Promote the Concept of Trying Something New:**

- Although this may seem obvious, the data highlight the importance of emphasizing this concept, as it is likely to resonate with youth audiences in particular. Adolescent, pre-teen, and teenage years are the most important periods for developing personal interests and exposing oneself to various ideas, concepts, and activities. The focus group findings in particular suggest the potential effectiveness of marketing strategies that challenge youth to try something new, in particular something with which they are unfamiliar, or that may yield benefits and personal growth in the future (such as an appreciation of wildlife and conservation through hunting, or a sense of personal protection and firearm knowledge associated with target shooting). These suggestions relate to previous research cited in the introduction of this report concerning Cognitive Evaluation Theory and Competence Motivation Theory, particularly in terms of the development and recognition of new achievements and abilities among youth. Indeed, the research suggests that many youth may react quite favorably to opportunities or invitations to try something new.





Responsive Management



## Full Report

# Understanding the Impact of Peer Influence on Youth Participation in Hunting and Target Shooting

*A project of the Hunting Heritage Trust  
in cooperation with the  
National Shooting Sports Foundation®  
Conducted by Responsive Management.*

HUNTING HERITAGE TRUST





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## INTRODUCTION

This study was conducted as a project of the Hunting Heritage Trust in cooperation with the National Shooting Sports Foundation® (NSSF®) to determine the extent to which influence and pressure from peers affects youth participation in hunting and target shooting.

In a broad sense, this research project considers two major areas of study: the impacts and effects of peer influence among pre-teens and teenagers, and the rates of participation among these youth in hunting and target shooting recreational activities. Although ample research has been conducted on each of these two subjects by themselves, there is less data available that combines and synthesizes the two areas by looking specifically at the effect of peer influence on youth participation in hunting and target shooting.

Although peer pressure and influence are often thought of in a negative context, such influence can often mean a positive effect on youth. For example, peer influence frequently plays an important role in motivating youth to study in school, participate in sports, and develop friendships. While parents continue to significantly influence youth during adolescent developmental years, relationships during this time period are often “re-negotiated” as youth become more autonomous and begin to develop their own ideas and interests. In this sense, peer friendships during this period are a healthy means of allowing young people to explore their identity within the context of social norms and to exercise their own autonomy. The most essential obligation for adults during this time is to arm youth with the necessary skills for analyzing situations and making responsible decisions (de Guzman, 2007). In fact, the peers that surround youth are important means of problem-solving development: prior research suggests that adolescents who develop positive peer relationships are better equipped to develop a greater number of alternative solutions to problems (Tate, 2001).

One study identified four different types of peer influence that occur simultaneously in the daily lives of youth, oftentimes both complementing and conflicting with one another: first, peer pressure is the concern for acceptance and fitting in; behavior modeling refers to the actions and mannerisms that youth exhibit to each other; opportunities for structuring follow, in which youth can engage in the behaviors modeled for them; finally, the setting of group norms establishes a framework of acceptability within a social network (Smith, 2004).

While the social development of youth in adolescence is highly dependent on and influenced by peer relationships, there is still much unknown about the types of adolescents most susceptible to such peer influence. As previously mentioned, autonomy is an essential component of an adolescent’s development, in particular the ability to maintain and advocate for their own viewpoint in discussions and interactions with friends and peers (Allen, Porter, and McFarland, 2006). Indeed, this aspect is critical to understanding the implications of many of the peer interaction and reaction questions in the survey and focus group results discussed in this report.

Earlier research on peer involvement in hunting and target shooting, such as the recruitment of youth into hunting, shooting, and fishing activities through specialized programs, suggests that getting youth talking about hunting and target shooting in a way that promotes the sports as “cool” activities may help to increase the likelihood of participation among youth (RM, 2003). In fact, such conversation and social promotion of hunting and target shooting may be some of

the most essential ways of increasing youth involvement: a study regarding applying and resisting peer pressure found that the impact of peers tends to increase during periods of uncertainty, and that when individuals find themselves with little or no information on a brand, topic, or other subject, the resulting uncertainty makes them especially receptive to influence from their peers (Griskevicius, Cialdini, Goldstein, 2008). In particular, this finding suggests the potential for youth to be influenced and motivated by their peers to participate in sports and try new activities.

In fact, there are several theories regarding motivations for participating in sports and outdoor-related activities. In general, incentives for participation in sports include the desire to have fun, to improve skills, to engage in an activity in which the individual is proficient, skilled, or competent, and to experience a general sense of excitement associated with the activity. Research on reasons for desertion among youth correspond closely with their motivations for initial participation: they include the youth's feeling that he or she is not as good at the activity as he or she desires, that the training is too difficult, the youth's inability to learn new skills associated with the activity, and the youth's perceived failure at the activity. Finally, an obvious but frequently overlooked reason why youth leave sports or activities is that the individual feels that the activity is no longer fun (RM, 2003).

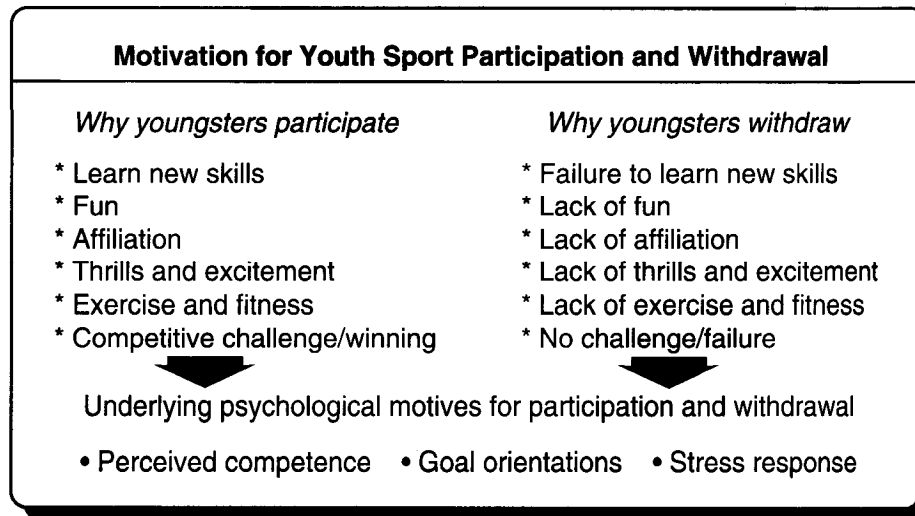
In general, motivational research concerning youth participation in sports comes from two basic approaches: the first, Cognitive Evaluation Theory, hypothesizes that childhood motivation is driven by a child's desire to feel in control and feel that he or she has high ability. Influences that minimize or undermine those motives lead to a decrease in motivation and subsequent involvement (Deci and Ryan, 1985). Negative information about ability and controlling elements in the environment are examples of intrinsic motivation detractors. Therefore, as children become more aware of ability between the ages of 10 and 12, they may leave specific sports due to their perceived or actual abilities in comparison to their peers (State of Michigan, 1976). The other approach, Competence Motivation Theory, suggests that children are motivated by their desire to master skills, which leads to feelings of competence and achievement. Such experiences influence the development of individuals who are motivated by an internal reference for self-evaluation, a high sense of control, and a high sense of ability (Harter, 1981).

Some research has shown that the number one reason why males and females participate in school sports is to have fun. For girls, staying in shape is the second most important reason to participate in school and non-school sports, with getting exercise and improving skills being the third and fourth most important reasons for female participation in both school and non-school sports. For males, the number two reason behind having fun is to engage in an activity the youth is good at. For school sports, the second most important reason is to improve skills. Improving skills is also the third most important reason that males participate in non-school sports. The third most important reason that males participate in school sports is for the excitement of competition (Ewing and Seefeldt, 1989).

Competence Motivation Theory also suggests that children have three domains in which they desire to express competence: the social, cognitive, and physical domains of achievement. The basic tenets of this theory are that individuals participate in domains in which they can express



their highest ability. This necessarily suggests that children with low ability would be more inclined to leave the sport. Therefore, teaching sport skills should lead to both higher skill levels as well as subsequent increased participation. Below is a schematic that summarizes a model thought to explain the motives for sport participation and attrition (Weinberg and Gould, 1995). It shows desired and undesired elements of sport, and the possible theory behind these motives.



Achievement and goal orientation theories (as discussed earlier) have to do with the manner in which children interpret their levels of achievement in sport. One dichotomy of achievement theory concerns the conception of task- and ego-involved goal perspectives. A person who is task-involved judges success by way of performances that show personal improvement and task mastery. In contrast, ego-involved individuals define success as outperforming others. It is therefore reasonable to assume that children will participate in activities and sports in which they can demonstrate the highest level of ability (Nicholls, 1978).

Also instructive for the sake of contextualizing youth involvement in natural resource-based outdoor recreation are the three stages of cognitive development as they relate to obtaining environmental knowledge and understanding ecological concepts. The first stage is literalism, wherein the child has little ability to see himself or herself removed from his or her physical surroundings. The second stage is organization, wherein a child learns natural laws that allow him or her to classify things and to systematically reduce the complexity of the world by applying these laws. The third stage is moralism, wherein the child begins to understand ecosystem concepts (Rejeski, 1982). However, as children mature, they may rely more on information from other children their own age to determine their abilities and skills rather than on information from adults (Sapp and Haubenstricker, 1978; Nicholls and Miller, 1984).

It must also be noted that youth appear to relate to the natural environment in different ways through stages of cognitive development. Indeed, information on wildlife and the natural environment is not equally useful at all ages. Previous research suggests three main transitions which occur during youth development: from 2<sup>nd</sup> to 5<sup>th</sup> grade, youth have an increase in

emotional concern and affection for animals; from 5<sup>th</sup> to 8<sup>th</sup> grade, youth have an increase in cognitive understanding of animals; and from 8<sup>th</sup> to 11<sup>th</sup> grade, youth have an increase in ethical and ecological concern for animals and the natural environment, as well as an increase in interest in wildlife and outdoor recreation (Kellert and Westervelt, 1980).

Finally, a typology of attitudes developed by Kellert and Westervelt in their 1980 research is helpful to understanding how human beings relate to animals, which in turn lends insight into attitudes toward hunting and other consumptive activities. While the attitude typology shown below is not chronological (i.e., youth do not pass through the various attitude typologies as they mature), research does suggest that various attitudes emerge and become dominant at various stages of youth development. The attitudes in the typology are:

- **Naturalistic:** Primary interest and affection for wildlife and the outdoors.
- **Ecologicistic:** Primary concern for the environment as a system, for interrelationships among wildlife species and natural habitats.
- **Humanistic:** Primary interest and strong affection for individual animals, principally pets. Regarding wildlife, focus on large attractive animals with strong anthropomorphic associations.
- **Moralistic:** Primary concern for the right and wrong treatment of animals, with strong opposition to exploitation or cruelty toward animals.
- **Scientistic:** Primary interest in the physical attributes and biological functioning of animals.
- **Aesthetic:** Primary interest in the artistic and symbolic characteristics of animals.
- **Utilitarian:** Primary concern for the practical and material value of animals and/or habitat.
- **Dominionistic:** Primary interest in the mastery and control of animals, typically in sporting situations.
- **Negativistic:** Primary orientation in active avoidance of animals due to dislike or fear.

Follow-up research by Berry, Kellert, Llewellyn, and Westervelt found numerous differences in these attitudes according to gender, age, ethnicity, and other factors, and these findings have related implications on the rates at which different communities and cultures become interested and participate in hunting and other natural resource-based activities. For example, the humanistic attitude tends to be the most common attitude among 5<sup>th</sup> and 6<sup>th</sup> graders nationwide. Further, the naturalistic attitude tends to be more common among youth than among adults. Regarding gender, greater factual knowledge, awareness, and concern for wildlife were found among males than among females. On the other hand, males had lower negativistic and humanistic scores than did females, and males also had higher ecologicistic and utilitarian scores.

Nationwide, 5<sup>th</sup> and 6<sup>th</sup> grade females had higher humanistic scores than did males in the same age category. Similarly, younger children had greater negativistic and utilitarian attitudes than did older children, and younger children held less ecologicistic and naturalistic attitudes. Attitudes also differed according to residence type: urban youth had greater negativistic attitudes toward wildlife than did rural youth, and they also had lower ecologicistic and naturalistic scores. Regarding ethnicity, African-American youth were found to have strong humanistic, naturalistic, and negativistic attitudes. In fact, non-whites in general had higher negativistic and utilitarian

attitudes than did whites (Kellert and Berry, 1980; Kellert and Westervelt, 1980; Westervelt and Llewellyn, 1985).

These typology data are useful in considering the context through which many youth relate to wildlife and natural resources. However, regarding the initiation and recruitment of youth into hunting and target shooting specifically, ample previous research suggests that parents have an important influence on youth attitudes toward these sports, although the precise extent of this influence is unclear. In any case, growing up within a hunting or shooting household or within a culture that fosters interest in these sports will greatly increase the chances that a youth will end up hunting or shooting later in life (Backman and Wright, 1993). Because social norms influence attitudes and perceptions to a great extent, a youth's social network is an important indicator and predictor of later attitudes and participation in hunting and target shooting (Denrell and Le Mens, 2007).

Despite the importance of the home culture and immediate parents and family, the home environment may not be the most important factor influencing socialization. Indeed, group socialization theory suggests that it is the child's playing group that matters the most; in this sense, if a friend's father hunted, or if the parents, siblings, or other associates of a youth's friend hunted, attitudes toward hunting may be greatly influenced through these channels as well (Harris, 1995).

Thus, social networks, play groups, and related interactions may represent some of the most important forms of peer influence affecting youth interest and participation in hunting and target shooting. With this in mind, the research results that follow are intended to provide a better understanding of the specific ways in which these types of peer influence positively impact youth participation in hunting and target shooting. Taken together, the research cited here provides a contextual framework for examining the effects of peer influence on youth participation in hunting and shooting; by keeping in mind these studies and findings, future methods of initiation and recruitment will be able to factor in the best available data and develop programs and initiatives that effectively bolster youth involvement in hunting and shooting.

## STUDY METHODOLOGY

This study, conducted to better understand the impact of peer influence on youth participation in hunting and target shooting, entailed two focus groups with youth participants ages 12 to 16 years old and a nationwide telephone survey of youth ages 8 to 17 years old. Specific aspects of the research methodology are discussed below.

### FOCUS GROUP OVERVIEW

The focus groups entailed in-depth, structured discussions with small groups of youth regarding their opinions on hunting and target shooting, as well as their attitudes toward peer influence in general and its effect on their participation in activities and outdoor recreation. The use of focus groups is an accepted research technique for qualitative exploration of attitudes, opinions, perceptions, motivations, constraints, participation, and behaviors. Focus groups provide researchers with insights, new hypotheses, and understanding through the process of interaction. The purpose of these focus groups was twofold: to provide qualitative data on the opinions and attitudes of youth recreationists, and to complement the quantitative data collected in the telephone survey through detailed discussion on select topics.

The focus groups were an important part of this study because they allowed for extensive open-ended responses to questions, probing, follow-up questions, group discussion, and observation of emotional responses to the topics—aspects that cannot be measured in a quantitative survey. Qualitative research sacrifices reliability for increased validity. This means that, although the focus group findings cannot be replicated statistically as can a survey (high reliability), they provide researchers with a more valid understanding of the topics or issues of concern in the study (high validity). For this project, Responsive Management conducted two focus groups, each lasting between one-and-a-half and two hours.

The focus groups were conducted using a discussion guide designed to encourage participants to share their opinions about hunting, target shooting, and other activities, as well as the effect of their peers on their participation in various activities. The focus groups were moderated by Mark Damian Duda, Executive Director of Responsive Management, and Tom Beppler, Research Associate with Responsive Management. The moderators, through the use of the discussion guide, kept the discussions within design parameters without exerting a strong influence on the discussion content. In this sense, the focus groups were non-directive group discussions that exposed the spontaneous attitudes, insights, and perceptions of youth.

### FOCUS GROUP LOCATIONS AND FACILITIES

The focus groups were held in Columbia, South Carolina (January 5, 2012) and Meriden, Connecticut (January 11, 2012). All facility reservations were confirmed by written agreements. Responsive Management ensured that each focus group room was set up appropriately, including seating, recording equipment, and food arrangements. Refreshments were provided to focus group participants. All focus group discussions were recorded for further analysis. At the end of the focus groups, any questions were answered that participants may have had regarding the study.

## **FOCUS GROUP RECRUITING**

Responsive Management worked with the two focus group facilities to recruit participants for the focus groups using databases of households with young adults. Those interested in participating in the focus group were given a brief summary of the focus group topic, were screened using a screener questionnaire, and, if qualified, were confirmed for attendance. The screener ensured that the focus group participants met the established criteria set for the groups (i.e., that they met the age requirements and participated in some types of outdoor recreation). So as not to bias responses during the discussions, it was not disclosed to participants during the recruiting process that the subject of the study would be hunting and target shooting participation (participants were instead informed that the research concerned involvement in general types of indoor and outdoor recreation).

Parents and guardians of confirmed participants were e-mailed or mailed (by personal preference) a confirmation that included the date, time, and location of the focus group, as well as a map and directions to the focus group facility. Participants were also offered a reminder call the day before the focus group and provided a telephone number for directions or last minute questions. To encourage participation, a monetary incentive was given to participants.

During the recruiting process, the focus recruiting managers maintained progress tables for the focus groups that included each participant's name, address, contact telephone number, and essential characteristics. Each focus group's target was approximately 8-10 people. The recruiting managers ensured that all confirmation e-mails or letters were sent promptly to participants and that reminder telephone calls were made, as necessary, the day before the focus group. Reminder calls and interaction with potential participants helped ensure their attendance, resulting in quality focus group participation.

## **FOCUS GROUP DISCUSSION GUIDES**

The focus groups were conducted using a discussion guide that helped to ensure consistency in the data collection. Responsive Management's researchers, in collaboration with NSSF, developed the discussion guide based on the research objectives. In general, the format of the guide proceeded from a broad discussion about indoor and outdoor recreation to a more focused set of questions and statements on hunting and target shooting specifically. Additionally, the guide contained a number of discussion points designed to measure opinions on peer interactions and the impact of friends and peers on participation in outdoor recreation. The discussion guides included questions regarding top-of-mind issues pertaining to hunting, target shooting, values associated with these activities, impressions of hunters and target shooters as specific groups of people, attitudes toward wildlife management, and other key topics. While the guides provided a general framework for directing the content of the discussions, question order and phrasing were adjusted by the moderator according to the dynamics of the group discussions.

## **FOCUS GROUP DATA ANALYSIS**

Responsive Management conducted qualitative analyses of the focus groups through direct observation of the discussions by the moderators as well as through observation and analysis of the recordings by other researchers. The organization and development of findings entails a third

review of the focus groups as part of the qualitative analyses. Throughout this report, representative quotations from focus group participants are shown in the relevant sections based on discussion topic.

## **USE OF TELEPHONES FOR THE SURVEY**

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among households across the United States. Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

## **QUESTIONNAIRE DESIGN**

The telephone survey questionnaire was developed cooperatively by Responsive Management and NSSF, based on the research team's familiarity with surveys of youth, youth participation in hunting and target shooting, and recruitment strategies related to outdoor recreation. Responsive Management conducted pre-tests of the questionnaire to ensure proper wording, flow, and logic in the survey.

## **SURVEY SAMPLE**

The nationwide sample of youth respondents was obtained from Database 101, an established survey sample provider. All records in the sample were screened for households with youth ages 8 to 17 years old. The sample was representative of all U.S. residents ages 8 to 17 years old.

## **TELEPHONE INTERVIEWING FACILITIES**

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of outdoor recreation and natural resources.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted a project briefing with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaire, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaire.

## **INTERVIEWING DATES AND TIMES**

Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in January 2012.

## **TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL**

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey questionnaire was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection.

The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. The survey questionnaire itself contains error checkers and computation statements to ensure quality and consistent data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Responsive Management obtained a total of 256 completed interviews. The total sample size on some questions is less than 256 because the survey asked some questions only of specific respondents in the survey. In particular, this was done when a follow-up question did not apply to some respondents. For instance, only those who had been hunting before were asked follow-up questions about whether they told peers about their hunting.

## **SURVEY DATA ANALYSIS**

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management.

On questions that asked respondents to provide a number (e.g., the percentage of their friends who have positive feelings about hunting and target shooting), the graph shows ranges of numbers rather than the precise numbers. Nonetheless, in the survey each respondent provided a precise number, and the dataset includes this precise number, even if the graph only shows ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

Crosstabulations were run on many questions, including crosstabulations by the following:

- **Gender:** Male respondents and female respondents.
- **Age:** Respondents 8-11 years old, 12-14 years old, and 15-17 years old.

- **Residence type:** Respondents who live in urban/suburban areas and respondents who live in small city/towns or rural areas.

Throughout this report, selected graphs of the crosstabulated results are shown following graphs of the overall survey results; the remainder of the crosstabulated results are shown in the appendix on page 191.

## NONPARAMETRIC ANALYSIS

For this report, nonparametric analyses examined how the various responses to questions in the survey related to participatory and demographic characteristics and opinions. Responses for selected questions were tested by means of z-scores for relationships to various characteristics (i.e., the characteristics as revealed by responses to other questions, including a series of demographic questions). A positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related.

The z-score indicates the strength of the relationship between the characteristic and the response to the question. Those z-scores that have an absolute value of 3.30 or greater indicate a relationship that is so strong that it would happen by chance only 1 out of 1,000 times ( $p \leq 0.001$ ). Those z-scores that have an absolute value of 2.58 to 3.29 indicate a relationship that is so strong that it would happen by chance only 1 out of 100 times ( $p \leq 0.01$ ). Finally, those z-scores that have an absolute value of 1.96 to 2.57 indicate a relationship that is so strong that it would happen by chance only 5 out of 100 times ( $p \leq 0.05$ ). The z-scores were calculated as shown in the formula below.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[ \frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

where:

$n_1$  represents the number of observations in Group 1.

$n_2$  represents the number of observations in Group 2.

$p_1 = a/(a + b) = a/n_1$  and represents the proportion of observations in Group 1 that falls in Cell *a*. It is employed to estimate the population proportion  $\Pi_1$  (% of Group 1 who had specific characteristic).

$p_2 = c/(c + d) = c/n_2$  and represents the proportion of observations in Group 2 that falls in Cell *c*. It is employed to estimate the population proportion  $\Pi_2$  (% of Group 2 who had specific characteristic).

$p = (a + c)/(n_1 + n_2) = (a + c)/n$  and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures*, 2<sup>nd</sup> Edition by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)



The variables that were run in the nonparametric analysis are grouped into five categories, as shown in the tabulation below.

### **Z-Score Variable Categories**

<b>1. VALUE:</b> Acceptability values related to hunting and target shooting
<b>2. ATTITUDE:</b> Attitudes regarding approval of hunting and target shooting
<b>3. SOCIAL ASPECT:</b> Characteristics related to peer influence and interaction
<b>4. EXPOSURE / PARTICIPATION:</b> Hunting and shooting exposure and firsthand participation
<b>5. DEMOGRAPHIC / BACKGROUND:</b> Demographic characteristics, such as age and gender

### **Variables That Were Run in the Nonparametric Analysis**

<b>Z-SCORE VARIABLES</b>
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay'
VALUE: Did not indicate strongly agreeing with the statement 'Hunting wild animals such as turkey or deer for food is okay.'
VALUE: Strongly agrees with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered'
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered'
VALUE: Strongly agrees with the statement 'Most hunters don't obey all the hunting laws'
VALUE: Did not indicate strongly agreeing with the statement 'Most hunters don't obey all the hunting laws'
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife'
VALUE: Did not indicate strongly agreeing with the statement 'In general, people who hunt care about wildlife'
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property'
VALUE: Did not indicate strongly agreeing with the statement 'In general, people who target shoot respect other people's property'
VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting'
VALUE: Did not indicate strongly agreeing with the statement 'Most target shooters don't obey all the laws related to target shooting'
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt'
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to hunt'
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt'
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for girls to hunt'
VALUE: Strongly agrees with the statement 'Compared to other sports, hunting is a dangerous sport'
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport'
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot'
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to target shoot'
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot'
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for girls to target shoot'
VALUE: Strongly agrees with the statement 'Compared to other sports, target shooting is a dangerous sport'
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport'
ATTITUDE: Strongly approves of hunting when it is legal to do so
ATTITUDE: Did not indicate strongly approving of hunting when it is legal to do so
ATTITUDE: Strongly approves of target shooting when it is legal to do so
ATTITUDE: Did not indicate strongly approving of target shooting when is legal to do so

<b>Z-SCORE VARIABLES</b>
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt
ATTITUDE: Did not indicate strongly agreeing that, regardless of his / her personal opinions, other people should be allowed to hunt
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot
ATTITUDE: Did not indicate strongly agreeing that, regardless of his / her personal opinions, other people should be allowed to target shoot
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable
ATTITUDE: Did not indicate that he / she thinks that hunting is perfectly acceptable
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable
ATTITUDE: Did not indicate that he / she thinks that target shooting is perfectly acceptable
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about hunting
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about target shooting
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in hunting
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in target shooting
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot
SOCIAL ASPECT: Did not indicate that people in his / her school talk about hunting a lot
SOCIAL ASPECT: Indicated that people in his / her school talk about target shooting a lot
SOCIAL ASPECT: Does not indicate that people in his / her school talk about target shooting a lot
EXPOSURE / PARTICIPATION: Personally hunts
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally hunts
EXPOSURE / PARTICIPATION: Has friends who hunt
EXPOSURE / PARTICIPATION: Did not indicate having friends who hunt
EXPOSURE / PARTICIPATION: Has family members who hunt
EXPOSURE / PARTICIPATION: Did not indicate having family members who hunt
EXPOSURE / PARTICIPATION: Personally target shoots
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally target shoots
EXPOSURE / PARTICIPATION: Has friends who target shoot
EXPOSURE / PARTICIPATION: Did not indicate having friends who target shoot
EXPOSURE / PARTICIPATION: Has family members who target shoot
EXPOSURE / PARTICIPATION: Did not indicate having family members who target shoot
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once
EXPOSURE / PARTICIPATION: Did not indicate being invited to go hunting at least once
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once
EXPOSURE / PARTICIPATION: Did not indicate being invited to go target shooting at least once
DEMOGRAPHIC / BACKGROUND: Lives in an urban or suburban area
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area
DEMOGRAPHIC / BACKGROUND: Gets A's or B's in school 'all the time'
DEMOGRAPHIC / BACKGROUND: Did not indicate getting A's or B's in school 'all the time'
DEMOGRAPHIC / BACKGROUND: Prefers to spend a day with nice weather outside
DEMOGRAPHIC / BACKGROUND: Did not indicate preferring to spend a day with nice weather

Z-SCORE VARIABLES
outside
DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often
DEMOGRAPHIC / BACKGROUND: Did not indicate doing activities with his / her parents often
DEMOGRAPHIC / BACKGROUND: Is the median age (12 years old) or younger
DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old)
DEMOGRAPHIC / BACKGROUND: Is male
DEMOGRAPHIC / BACKGROUND: Is female

Each z-score calculation always looks at two groups: those with the characteristic compared to those without the characteristic. As an example, when the analysis is run on gender, it looks at males versus females. When the analysis is run on the variable, “Strongly agrees with the statement ‘It is okay for boys to target shoot’” it looks at those who strongly agree versus those who did *not* say they strongly agree, which includes “moderately agree,” “neither agree nor disagree,” “moderately disagree,” “strongly disagree,” and “don’t know.”

### Interpreting the Nonparametric Analysis Results

When examining the correlations that are found in the z-score analysis, it is important to keep several points in mind. Most importantly, a correlation means simply that a response to a particular question is correlated to giving another response. For instance, being male is correlated with having personally hunted ( $p < 0.001$ ). This simply means that males are *more likely* to have personally hunted than are females (among these survey respondents). This does not mean that *all* males in this survey have personally hunted, as some males obviously have not. Likewise, some females *have* personally hunted. The finding simply means that, in this survey, males are *more likely* to have personally gone hunting than are females.

Secondly, a finding that a characteristic is correlated to a response does not mean that a *majority* of those with that characteristic give that particular response; it simply means that those with that characteristic are *more likely* to give the particular response than are those without that characteristic (even in a situation where less than a majority of both groups give the particular response). For instance, those who live in a small city or town or rural area are more likely to say they personally hunt than are those who do *not* live in a small city/town or rural area. This does *not* mean that a majority of those who live in a small city or town or rural area personally hunt, as less than a majority said they did (as did less than a majority of those who do *not* live in a small city or town or rural area). It simply means that the small city/town and rural area group is more likely to have personally hunted than are those who do *not* live in a small city or town or rural area.

The nonparametric analysis results are tabulated following the graph of each pertinent question. Each tabulation has the variables grouped into the five overall categories. Within each category, the variables are ranked according to the strength of the correlation.

### SAMPLING ERROR

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval (or higher). For the entire sample of youth respondents, the sampling error is at most

plus or minus 6.12 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 6.12 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 256 and a population size of 41,826,287 U.S. residents ages 8 to 17 years old.

### Sampling Error Equation

$$B = \left( \sqrt{\frac{\frac{N_p(.25)}{N_s} - .25}{N_p - 1}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)  
 $N_p$  = population size (i.e., total number who could be surveyed)  
 $N_s$  = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

**Note:** This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

### NOTES ON READING THE REPORT

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, “Multiple Responses Allowed.”
- Many closed-ended questions (but not all) are in a scale, such as excellent-good-fair-poor.
- Many questions are part of a series, and the results are primarily intended to be examined relative to the other questions in that series (although results of the questions individually can also be valuable). Typically, results of questions in a series are shown on a single graph.

Some graphs show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown. The median is the number at which half the sample is above and the other half is below. In other words, a median of 150 means that half the sample gave an answer of more than 150 and the other half gave an answer of less than 150. Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly agree” and “moderately agree” are summed to determine the total percentage in support).

## OPINIONS ON HUNTING AND TARGET SHOOTING AS RECREATIONAL ACTIVITIES

- **While youth more commonly say they have a positive opinion of video games and mainstream sports like soccer, football, and baseball, considerable percentages also have a positive opinion of target shooting and, to a lesser extent, hunting.**

Respondents to the survey were read a list of twelve indoor and outdoor recreational activities and asked whether they had a positive, neutral, or negative opinion about each. In looking at the ranking by the percentage of respondents who said they had a *strongly* or *moderately* positive opinion about each activity, the top activities include soccer (about which 66% of youth have a positive opinion), video games (62%), and football (61%). By comparison, target shooting and hunting rank lower: 52% of youth have a *strongly* or *moderately* positive opinion about target shooting, while over a third (38%) said they had a positive opinion about hunting. At the same time, it should be noted that hunting was the activity for which the largest percentage of youth respondents said they had a strongly or moderately *negative* opinion: 46% held a negative opinion about hunting (with 22% having a *strongly* negative opinion of it). The next highest items in the ranking by overall negative opinion were skateboarding (30% overall negative opinion) and dance (27%).

- **Opposition to hunting among youth comes primarily from a reluctance to cause pain to animals; opposition to target shooting, meanwhile, comes from a dislike of guns or from thinking that guns are dangerous.**

Respondents who said they had a negative opinion of hunting were asked why they felt this way, and 65% responded that they did not like killing animals (or the idea of killing animals). This was distantly followed by a further 16% who said they were simply against hunting in general.

Regarding target shooting, 44% of those with a negative opinion of the activity said they did not like guns or shooting in general, while another 19% based their negative opinion on the belief that guns are dangerous. Interestingly, 15% said they were unsure why they had a negative opinion of shooting.

- **The focus group discussions revealed that many youth perceive target shooting as a fun and challenging activity involving skills like concentration and accuracy. However, as in the survey results, opinion on hunting was decidedly mixed, with many participants opposing the idea of causing pain to animals.**

The majority of youth focus group participants had relatively positive reactions to most of the activities on the list—if a person did not participate in a certain activity, or did not care enough about it to participate, it was usually because he or she simply gravitated toward other activities, and not because of any major opposition.

Several participants in each group perked up at the mention of target shooting, with some saying they had experience shooting BB or pellet guns. One or two others mentioned “target shooting” paintball guns, thereby suggesting that some younger people may have a broader, more inclusive understanding of activities that constitute target shooting. In the South Carolina group, several female group members expressed interest in trying target shooting. With regard to hunting, four male participants in the South Carolina group had hunted previously, while two other female participants in the group said they would be interested in trying it. Two other female individuals mildly demurred at the thought of hunting, mainly due to their reluctance to cause pain to animals (one of these females identified herself as a vegetarian).

Connecticut group participants were generally less interested and less supportive of hunting, with a recurring comment being, “I like shooting but not killing.” Like the South Carolina group, a handful of youth in the Connecticut group had experience target shooting, although participants generally appeared to have had little exposure to hunting.

#### **Focus group comments regarding opinions on hunting:**

*“I would love to try it.”*

*“When I was little, I fed squirrels by hand—I couldn’t hunt.”*

*“My dad and brother always go hunting and my brother is into guns, but not in a weird way. Slightly positive [opinion] for me. But I don’t go hunting.”*

*“I’m a strong negative on that. Whenever I think of hunting, I think of animals dying.”*

*“I guess I’m neutral—I like shooting but not killing. It depends what you’re killing them for: some people have to eat, but if it’s just for fun, I don’t think that’s really cool.”*

*“I don’t like hunting at all but my grandfather likes to teach my brother how to. So I’m kind of neutral on it.”*

*“I’d say neutral: it depends what you’re shooting. If it’s targets, that’s pretty fun, but animals—I don’t really like killing them.”*

*“I’ve only shot cardboard pictures of moose.”*

**Focus group comments regarding opinions on target shooting:**

*“I want to try it now. I’ve heard about it.”*

*“I would try it. Seems interesting. Target shooting is cool.”*

*“Target shooting is a strong positive [opinion].”*

*“Definitely positive [opinion], definitely strong.”*

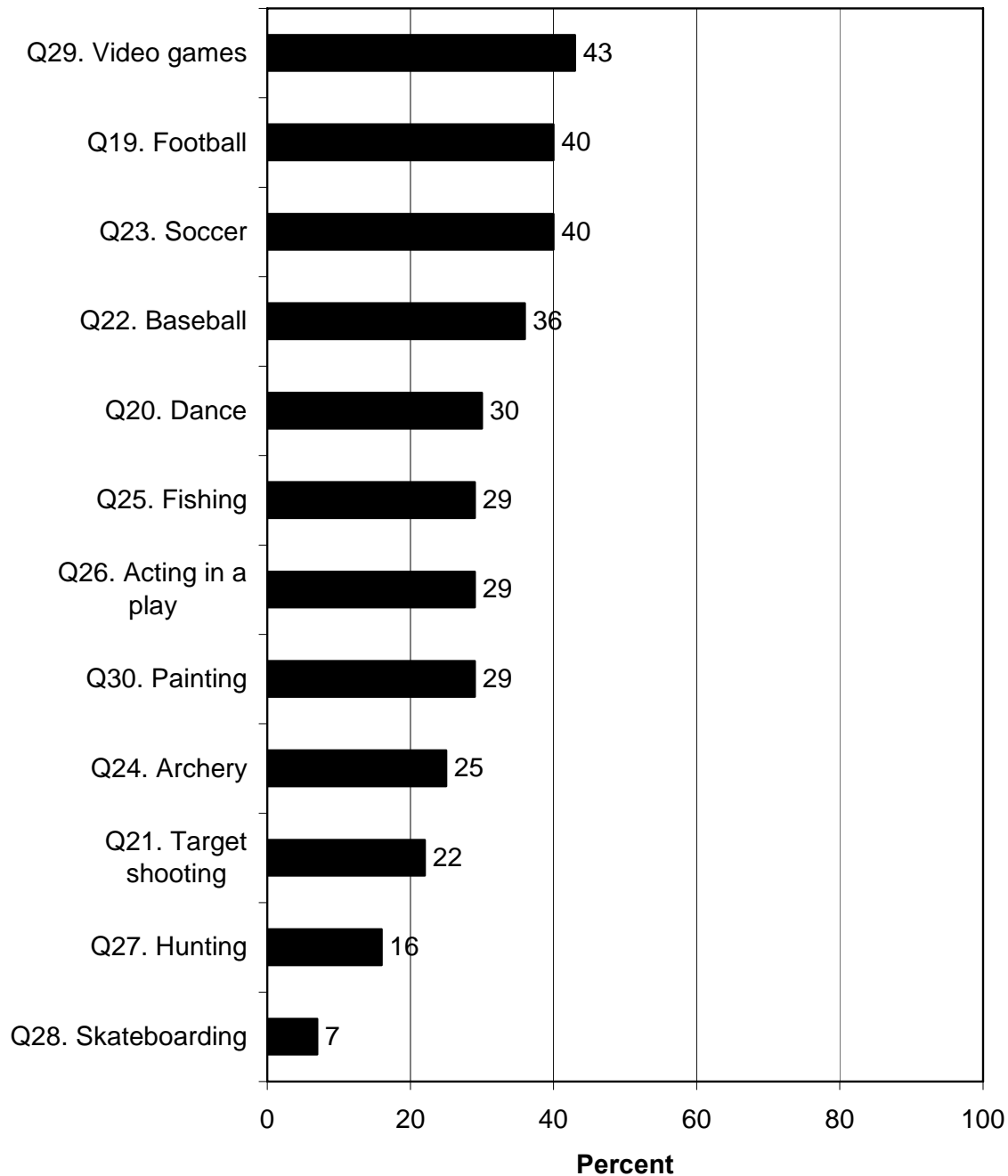
*“I guess positive but I’ve never actually had any experience. But it does look pretty fun.”*

*“I tried it once and it wasn’t that bad.”*

*“Neutral—it takes a while to learn. You’re not going to be great your first time.”*

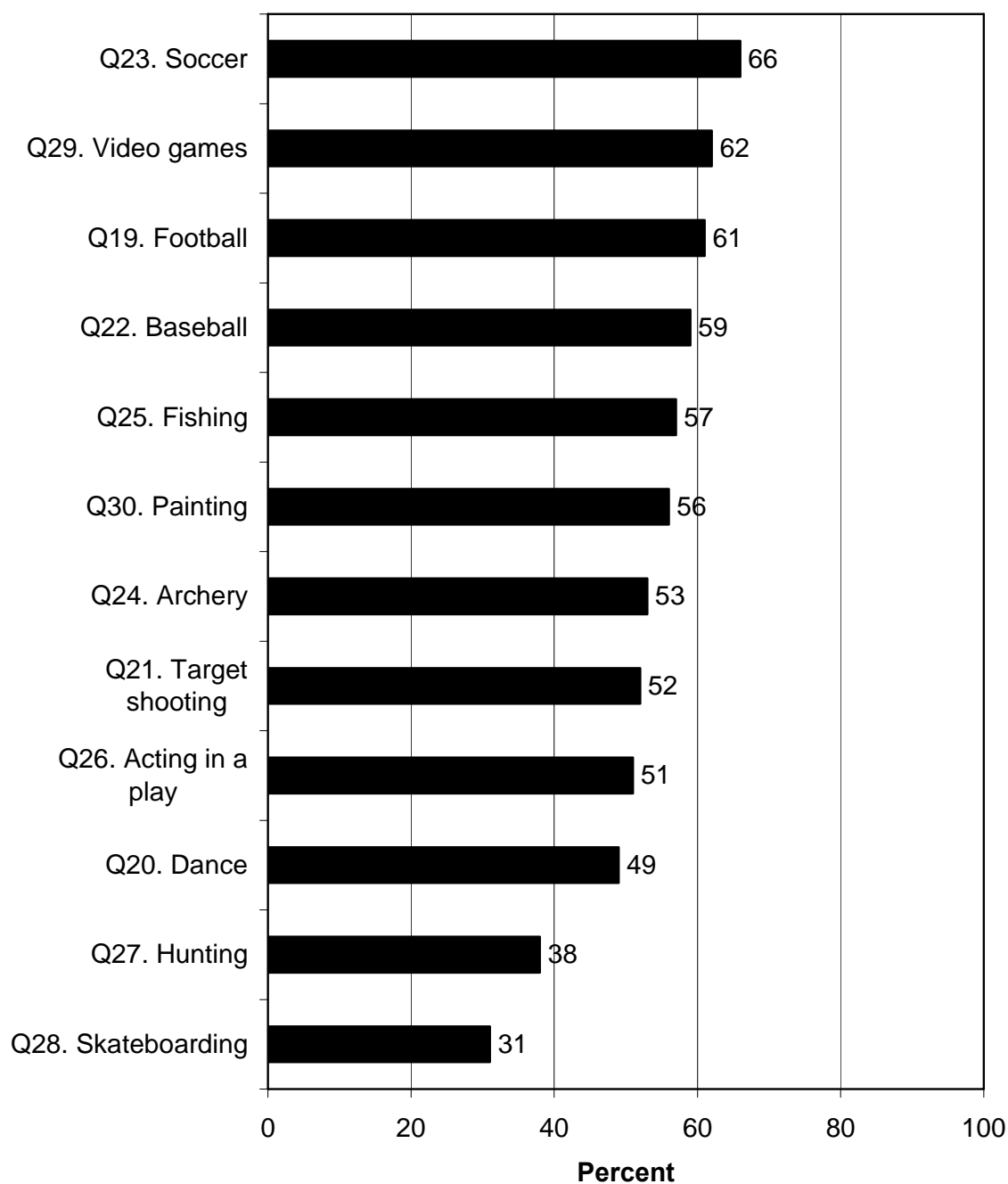
*“I’d say positive: I like the challenge of trying to increase my accuracy to try to hit the target.”*

**Q19-30. Percent of respondents who indicated a strongly positive opinion about each of the following:**

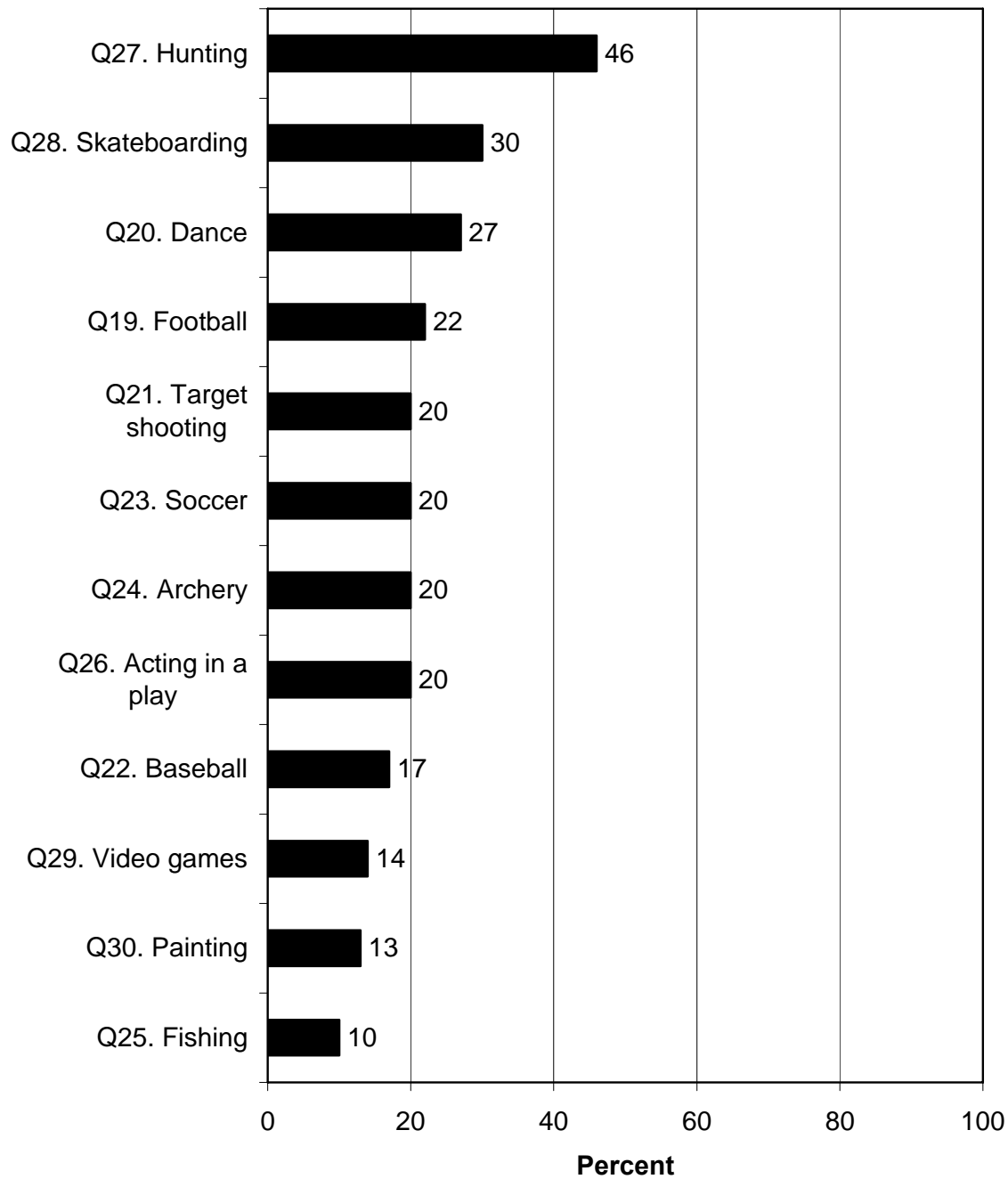




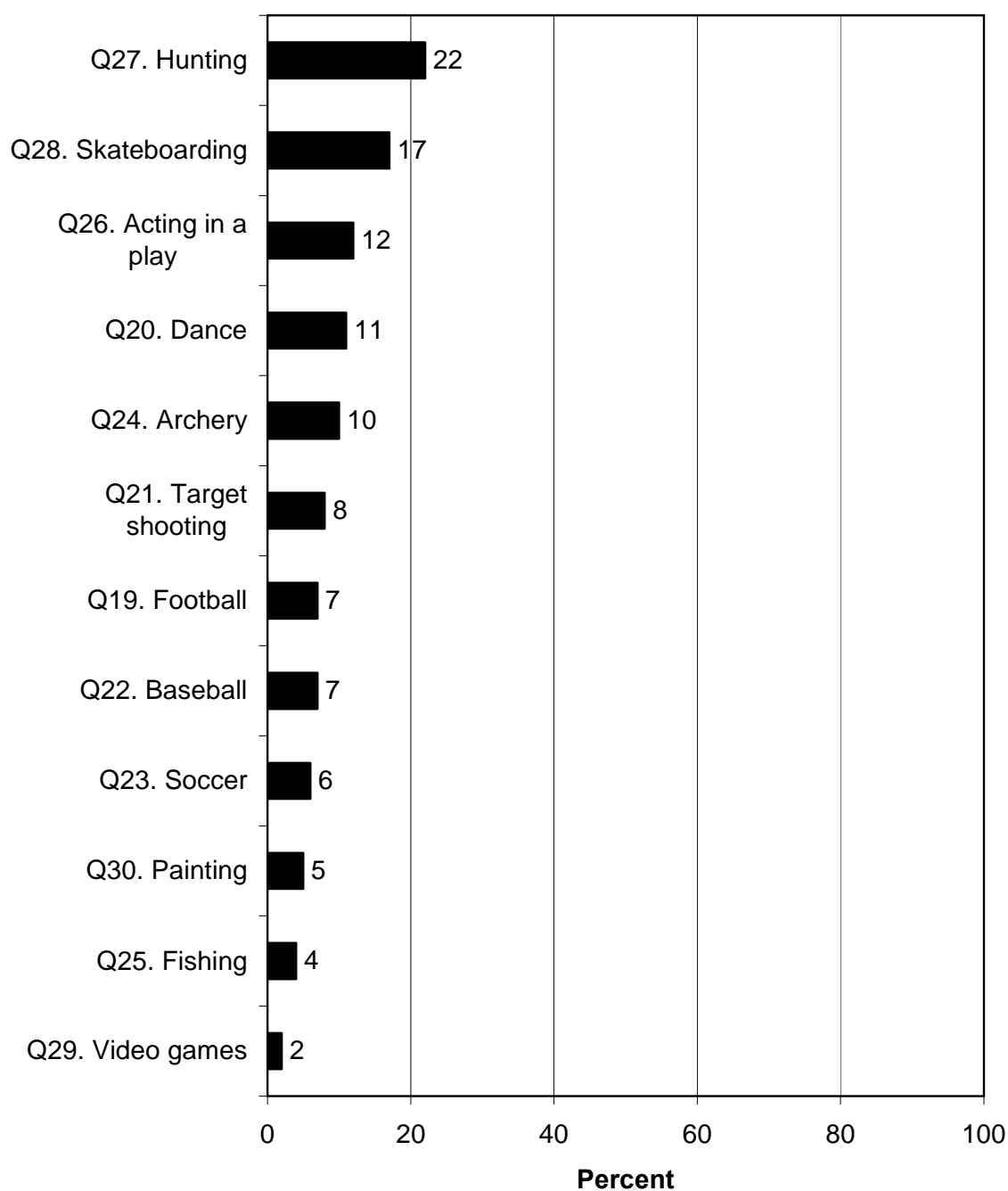
**Q19-30. Percent of respondents who indicated a strongly or moderately positive opinion about each of the following:**



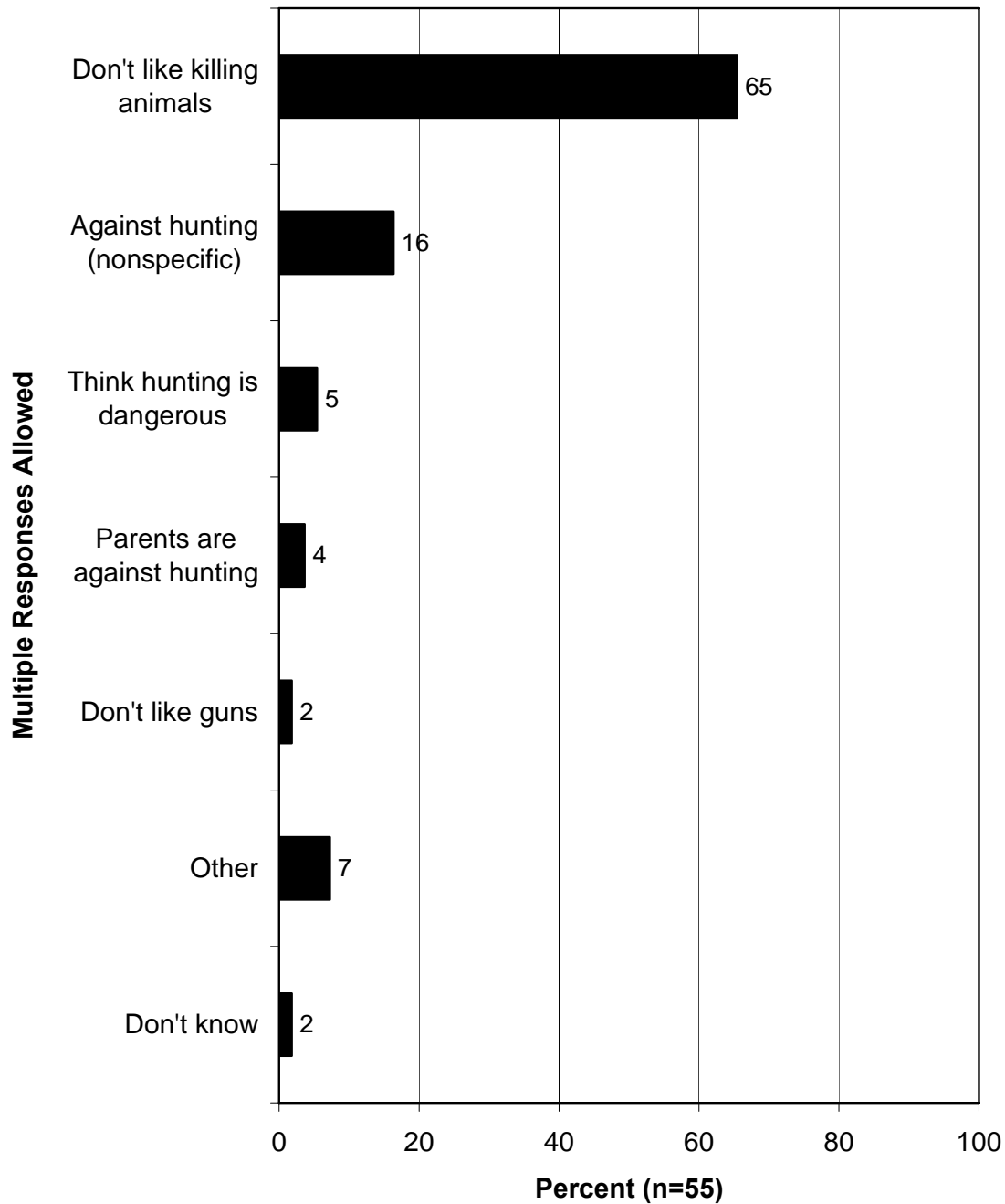
**Q19-30. Percent of respondents who indicated a strongly or moderately negative opinion about each of the following:**



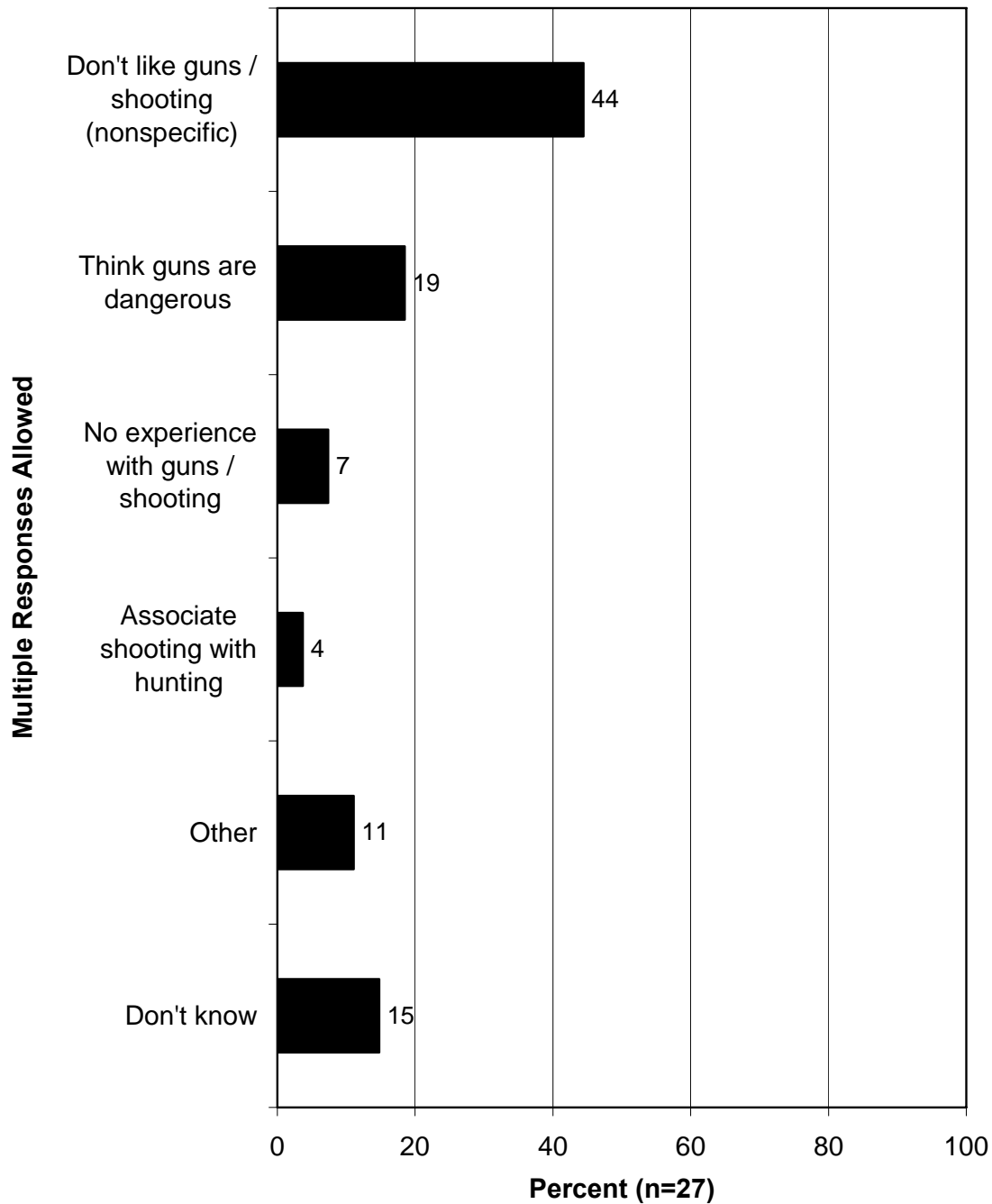
**Q19-30. Percent of respondents who indicated a strongly negative opinion about each of the following:**



**Q32. Why do you have a negative opinion of hunting? (Asked of those who have a negative opinion of hunting.)**



**Q33. Why do you have a negative opinion of shooting? (Asked of those who have a negative opinion of target shooting.)**



## APPROVAL OF HUNTING AND TARGET SHOOTING AND ATTITUDES TOWARD VALUES ASSOCIATED WITH HUNTING AND TARGET SHOOTING

- Approval of hunting and target shooting among youth is strong, particularly for the latter activity.

Asked whether they approved or disapproved of hunting when it is legal to do so, 78% of respondents said they approved (49% *strongly* approved). An even greater majority (86%) said they approved of target shooting when it is legal to do so (50% *strongly* approved). Comments in the focus groups mirrored the results from the survey, with virtually all individuals expressing strong approval of the two activities. However, many focus group participants applied the caveat that only responsible, safe individuals should engage in hunting and target shooting.

- A crosstabulation found that males, compared to females, are more likely to *strongly* approve of legal hunting.
- A crosstabulation found that, in general, *strong* approval of legal hunting tends to increase with age.
- A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to *strongly* approve of legal hunting.
- A crosstabulation found that males, compared to females, are more likely to *strongly* approve of legal target shooting.
- A crosstabulation found that youth 12 years old or older, compared to younger youth, are more likely to *strongly* approve of legal target shooting.

### Focus group comments regarding approval of hunting and target shooting:

*“Yes, people should be allowed [to hunt].”*

*“If you don’t know what you’re doing, you shouldn’t be allowed to go hunting.”*

*“You said ‘legally,’ right? Then, yes, [people should be allowed].”*

*“If you’re intoxicated or mad at someone, you shouldn’t hunt or shoot.”*

*“You have to have your hunter’s license to hunt. You can’t just say, ‘I’m going to get a gun and kill something.’ You have to be certified.”*

*“If people have bad aim, they shouldn’t be allowed to target shoot.”*

*“It depends on how reckless someone is—if it’s someone who goes hunting on a regular basis, someone who knows what he’s doing. Not someone who’s going to just go out and shoot anything that moves.”*

- **Regarding the right of others to hunt and shoot, youth are largely accepting and tolerant, even if they personally disagree with the activities.**

An overwhelming majority of youth (89%) agree that, regardless of their personal opinion, other people should be allowed to hunt. Similarly, 93% think that people should be allowed to target shoot, regardless of their personal opinion. In both cases, most agreement is *strong*, as opposed to *moderate*.

- A crosstabulation found that older youth, compared to younger youth, are more likely to *strongly* agree that people should be allowed to hunt, regardless of their own personal opinion.
- A crosstabulation found that males, compared to females, are more likely to *strongly* agree that people should be allowed to target shoot, regardless of their own personal opinion.

- **Youth most commonly believe that hunting is “perfectly acceptable,” although a substantial percentage express the reservation that hunting is “maybe a little inappropriate nowadays.” There is greater acceptance of target shooting, which a majority of youth describe as “perfectly acceptable” and only a little over a third say is “maybe a little inappropriate nowadays.”**

Youth respondents were read three statements and asked to choose the one that best described their opinions of hunting and target shooting (note that hunting and shooting were asked about in separate questions, but the structure of the statements remained the same, as shown below). The statements included the following:

- Hunting / target shooting is perfectly acceptable.
- Hunting / target shooting is okay, but maybe a little inappropriate nowadays.
- Hunting / target shooting is inappropriate nowadays.

Regarding hunting, nearly half of youth respondents (48%) said that hunting is perfectly acceptable, while 40% answered that hunting is okay, but maybe a little inappropriate nowadays. Just 11% said that hunting is inappropriate nowadays. Regarding shooting, well over half of youth respondents (58%) say the activity is perfectly acceptable, compared to 36% who say it is okay, but maybe a little inappropriate nowadays. Only 4% express the view that target shooting is inappropriate nowadays.

- A crosstabulation found that males, compared to females, are more likely to say that hunting is *perfectly acceptable*, while females, compared to males, are more likely to say that hunting is *okay, but maybe a little inappropriate nowadays*.
- A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to say that hunting is *perfectly acceptable*, while those in urban/suburban areas, compared to those in small cities/towns and rural areas, are more likely to say that hunting is *okay, but maybe a little inappropriate nowadays*.

- A crosstabulation found that males, compared to females, are more likely to say that target shooting is *perfectly acceptable*, while females, compared to males, are more likely to say that target shooting is *okay, but maybe a little inappropriate nowadays*.
  - A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to say that target shooting is *perfectly acceptable*.
- **The vast majority of youth agree that both males and females should be able to hunt and target shoot, while similarly high percentages agree with the concept of subsistence hunting, that people who target shoot respect other people's property, and that people who hunt care about wildlife. More problematic, however, are the notable percentages of youth who agree that hunting and target shooting are dangerous sports, that hunters and target shooters don't obey all the laws related to these activities, and that legal hunting as practiced today in the U.S. causes some species to become endangered.**

The survey asked respondents whether they agreed or disagreed with a series of statements on hunting and target shooting, which included seven "positive" statements and five "negative" statements. The positive statements included the following:

- It is okay for boys to hunt.
- It is okay for boys to target shoot.
- It is okay for girls to hunt.
- It is okay for girls to target shoot.
- Hunting wild animals such as turkey or deer for food is okay.
- In general, people who hunt care about wildlife.
- In general, people who target shoot respect other people's property.

The negative statements included the following:

- Compared to other sports, hunting is a dangerous sport.
- Compared to other sports, target shooting is a dangerous sport.
- Most hunters don't obey all the hunting laws.
- Most target shooters don't obey all the laws related to target shooting.
- Legal hunting as practiced today in the United States causes some species to become endangered.

Looking first at the positive statements (i.e., statements that would ideally be met with agreement from youth respondents), the top ranked items refer to the basic acceptability of participation in hunting and target shooting, with male participation appearing to be the most acceptable among youth: large majorities agree that it is okay for boys to hunt (87% agree, with 61% *strongly* agreeing); that it is okay for boys to target shoot (86% agree, 57% *strongly*); that it is okay for girls to hunt (85% agree, 51% *strongly*); and that it is okay for girls to target shoot (84% agree, 50% *strongly*). Fortunately, majorities of respondents also agreed with the three other positive statements on the list: hunting wild animals such as turkey or deer for food is okay (77% agree, with 46% *strongly* agreeing); in general, people



who target shoot respect other people's property (69% agree, 30% *strongly*); and in general, people who hunt care about wildlife (57% agree, 27% *strongly*).

At the same time, substantial percentages of youth respondents agreed with some of the negative statements on hunting and shooting (i.e., statements that would ideally have higher levels of *disagreement* than *agreement*): compared to other sports, hunting is a dangerous sport (77% agree, with 41% *strongly* agreeing); most hunters don't obey all the hunting laws (61% agree, 28% *strongly*); legal hunting as practiced today in the United States causes some species to become endangered (59% agree, 33% *strongly*); compared to other sports, target shooting is a dangerous sport (55% agree, 24% *strongly*); and most target shooters don't obey all the laws related to target shooting (45% agree, 13% *strongly*).

Note that respondents who agreed with the statement "Compared to other sports, hunting is a dangerous sport" were asked why they felt this way, and the most common reason, by far, was the general possibility of accidents (49%). This was followed by the intrinsic danger associated with guns (20%), danger due to hunter inexperience or carelessness (19%), and danger from animals (13%).

The focus groups allowed for open-ended discussion of the same list of statements:

- Most participants voiced support for the concept of subsistence hunting, with the only dissent being from individuals concerned about causing pain to animals.
- Despite that a few individuals in each group were unable to reconcile the concept of killing animals with caring about habitat and wildlife, others in the group commented that there is a "right way" to hunt animals (cleaning or dressing carcasses properly, putting the meat to use, selecting appropriate species to hunt, not killing gratuitously, etc.).
- Few participants knew enough target shooters personally to say whether target shooters as a group respect property, but most individuals assumed this to be the case, since they generally thought of target shooters as "regular people."
- Virtually all individuals in the groups agreed that it was okay for both boys and girls to hunt and target shoot.

In discussing reactions to the "negative" statements on hunting and shooting, a few individuals appeared willing to agree or disagree with a statement based solely on an anecdotal example of something relevant to the topic (e.g., if a participant knew of a hunter who had once trespassed, they were likely to say that *most* hunters do not obey all laws). Despite this tendency, a few other individuals offered rather thoughtful counterexamples that occasionally prompted other group members to reconsider their initial answers:

- Many in the group were initially convinced that most types of hunting in the United States endanger wildlife species. However, at least one person disagreed, saying that deer and other commonly hunted species are in no danger of being depleted.
- Hunting out of season and trespassing were two primary examples in support of the statement that most hunters do not obey all laws.
- Most individuals were unable to say whether target shooters generally obey laws, due to the fact that very few people could think of target shooters they knew personally.

- A substantial number of individuals said that hunting and target shooting were rather dangerous activities due to the involvement of firearms. However, others insisted that hunting and shooting were no more dangerous than many mainstream sports; one person suggested that although the *rate* of injuries in hunting and target shooting is generally lower, any accidents that do occur are more likely to be fatal.

**Focus group comments regarding individual statements from the list:**

***Hunting wild animals for food is okay.***

*"I have a chinchilla, two turtles, a pet dog. I have birds. And I want to be a veterinarian when I grow up. So I don't want to kill any animals."*

*"I have a pet dog but I still think [hunting is] okay."*

*"But we're talking about wild animals. If you're going to kill something, you kill it to eat it. Unless you're a vegetarian, I don't know how you would get your food. You like Subway? Well, how are you going to get your meat? It has to come from somewhere."*

*"It kind of depends—if you're a dirt-poor person and you need to hunt for food, then that would be okay. But if you're some money-making madman just going out to shoot an animal, well that's different."*

*"Yeah, if you really need it, that would be okay, but if you don't really need it...I don't think you need to go hunting."*

*"Unless you're a vegetarian, you're eating something that has been killed. A pig, a cow, whatever. What's the difference between killing a cow and eating it? Unless you don't like seeing blood."*

***In general, people who hunt care about habitat and wildlife.***

*"Well, what about the Indians? They cared about nature but they still hunted things."*

*"Well, if you care about animals, you wouldn't hunt."*

*"If you're just going to go kill an animal, and just let it lay there, that's not caring about nature. But if you take care of it, do it properly, you're good. But not just killing it and letting it rot out."*

*"Not really, because they're hunting. Their main idea is killing things. So I don't think they really care about the animals, because that's what they're killing."*

*"I'm kind of neutral, because overpopulation can be a problem. But then again, it's not really happening—there's not really an overpopulation of deer."*

*“I guess they do. There’s certain times and places when you can hunt, and hunters care where they do it. They don’t want to disrupt anything; they’re respectful of nature.”*

*“I think if you’re going out hunting and killing all these things, you might not care about wildlife, but you might care about saving the earth, the trees, everything. They’re into nature, that kind of thing.”*

***In general, people who target shoot respect other people’s property.***

*“I really don’t know any target shooters, so I don’t know.”*

*“I feel like they’re just average people. So I don’t know.”*

*“I know someone who shot out a window. So that’s a reason [why I disagree].”*

*“It depends if they’re shooting things off peoples’ properties.”*

*“I think I agree—people respect other people and their guns.”*

***It is okay for boys to hunt.***

*“Why wouldn’t it be okay?”*

*“It’s okay for anybody. There’s no law against it.”*

*“They can do whatever they want.”*

***It is okay for girls to hunt.***

*“It’s a woman’s right—girls can do anything.”*

*“Why would I disagree? If I agreed about guys, I would definitely agree about girls.”*

***Hunting as practiced today in the United States causes some species to become endangered.***

*“Well, there are so many deer. I guess it depends what you hunt. If you go out and hunt something that’s not very populated—but if you go out and hunt deer, I mean, there are so many deer. You see them out in the street. They’re not going away. Certain species could start to fade, like if you were to go out and hunt polar bears. But hunting in general? No, it’s not making species endangered.”*

*“I’m thinking more like wild animals—elephants, lions, tigers. People shoot them and take their tusks, and stuff like that.”* [Note that after the moderator pointed out that the statement referred specifically to hunting in the United States, this participant changed her mind.]

*“In the United States, we hunt more as a hobby or activity, but around the world, they do it for food. They can’t say, ‘Hey, honey, I’m going to Kroger to get some steaks.’ They have to hunt for dinner. We hunt for fun.”*

*“If they were endangered, it would be illegal to kill the animal. What people hunt usually isn’t extinct. Deer aren’t endangered.”*

*“If people hunt endangered animals, they would go to jail. It’s illegal.”*

*“There are a lot of endangered species in Connecticut. You can’t kill a praying mantis. You can’t kill an eagle, because it’s America’s symbol.”*

***Most hunters don’t obey all the laws.***

*“Aren’t there specific times you’re supposed to hunt? Like seasons? I know people who don’t obey that, and they go whenever they want.”*

*“I think the biggest thing is trespassing—that’d be about the biggest one. A lot of hunters trespass because they have to find the right land. They’re not trying to disrespect people, but they’re trying to hunt.”*

*“A lot of hunters do obey the laws, though.”*

*“If hunters hunt deer, and the deer become endangered, they’re probably still going to hunt them because they’re used to doing it.”*

*“Most hunters probably do obey the laws most of the time, but they sometimes might hunt or kill an animal that’s endangered, like if they don’t realize it.”*

***Most target shooters don’t obey all the laws.***

*“I feel like they know more about safety than hunters.”*

*“When I was with family members who were shooting, they were very safe and made sure they were in the right area and all that.”*

*“I feel like target shooters are less cautious than hunters.”*

*“I really don’t know any target shooters.”*

*“Every range has their own rules, and they’re really strict about it.”*

*“I know an instructor who says that if you don’t follow his rules, you get kicked out. It can be dangerous, so you need to make sure you’re following the rules.”*

***Compared to other sports, hunting is a dangerous sport.***

*“Hunting has more of a consequence: like in football, you can get a concussion, tear an ACL. In hunting, you can kill yourself.”*

*“Compared to football, in hunting, if you get angry, you might shoot someone. In football, you’d probably just tackle someone.”*

*“I just don’t think hunting is a dangerous sport.”*

*“I think all sports are dangerous.”*

*“I think other sports are more dangerous than hunting. I just feel like you can get hurt easier in other sports.”*

*“You can get hurt more in other sports, in more ways. But if something goes wrong in hunting, you’re more likely to die.”*

*“I’m in the middle. It could go both ways.”*

*“A hunter might think he sees an animal and will try to shoot it, and it turns out to be a person and he ends up shooting his partner.”*

*“A lot of hunters will wear all orange so they don’t accidentally get shot.”*

*“I knew someone who, when he was really young, was outside playing with his gun and he saw an animal and accidentally shot himself. And he died.”*

***Compared to other sports, target shooting is a dangerous sport.***

*“If you’re not well-trained, and you put a gun in a dummy’s hand...”*

*“I don’t think it’s dangerous.”*

*“It’s regulated; why would it be dangerous?”*

*“Target shooting is a dangerous sport, because what if a gun misfires and explodes?”*

- **The vast majority of youth believe that at least *some* hunters and shooters are intelligent, educated, and helpful to others (answer set options included *most, some, a few, or no* hunters and shooters). The majority of youth also believe that at least *some* hunters and shooters have strong family values, care about the environment, and care about other people.**

- While generally less than half of youth respondents said that *most* hunters and shooters had each desirable quality, this may actually illustrate the reluctance of respondents to make assumptions about entire categories of people. Indeed, some youth participants in the focus groups appeared at a loss when asked to describe what shooters are generally like as people (hunters, as a group, were somewhat easier for youth to describe and apply characteristics to). Rather than reflecting any widespread generalization about hunters and shooters as specific groups with consistent characteristics and qualities, these ratings may simply suggest ambivalence about defining people solely on the basis of the activities in which they participate.

Respondents were read a list of qualities and asked whether they thought that the item in question applied to *most*, *some*, *a few*, or *no* hunters and shooters (note that the series was asked separately about hunters and shooters specifically). The list included the following:

- Having strong family values
- Caring about other people
- Being intelligent or smart
- Being educated
- Being helpful to other people
- Caring about the environment

In general, while substantial percentages of respondents said that *most* hunters and shooters had each quality, these figures expand to overwhelming majorities when the *most* and *some* categories are summed: regarding hunters, no less than three-quarters of respondents thought that *most* or *some* of them are intelligent or smart (91%), are educated (89%), care about other people (87%), have strong family values (87%), are helpful to other people (86%), and care about the environment (76%). The ratings are similarly encouraging for shooters, with no less than three-quarters of youth saying that *most* or *some* of them care about other people (90%), are educated (88%), have strong family values (85%), are intelligent or smart (84%), are helpful to other people (81%), and care about the environment (77%).

In the focus groups, participants were asked about their perceptions of hunters, how they had formed these opinions, and whether they separated hunting as an activity from those who participate in hunting. A few initial descriptions of hunters in the South Carolina group were slightly negative, although this likely had to do with the fact that the questions about hunters immediately followed a discussion about “cocky” and “arrogant” football players (in other words, the tone of the preceding discussion may have encouraged a mindset in which participants picked up on especially unsavory or exaggerated characteristics of the group in question). Additionally, many individuals in the South Carolina group appeared to be describing specific individuals from their schools who were members of a “hunting clique” of sorts, with members who wore camouflage, chewed tobacco, drove trucks, and hung out together in groups. At the same time, many focus group participants were able to separate their impressions of such individuals from their knowledge of hunting as an activity, with one person commenting that he knew of “real” hunters who took the activity seriously, and who stood apart from the hunters at his school described previously.

A few participants in each group suggested that hunting is a violent activity by nature, although this was countered by several others who indicated that hunting is a natural means of procuring food (one female participant pointed to the fact that hunting is one of the oldest activities practiced by human beings). There were also suggestions that hunting is only as violent as the hunter involved, and that danger is minimized when hunters are properly trained and engage in the sport safely and responsibly.

As previously mentioned, participants in both focus groups appeared to find it more difficult to describe a “typical” target shooter—this activity appeared to lend itself to fewer stereotypes and easily agreed upon characteristics. A few people had family members or other acquaintances who practiced target shooting, and some of these individuals suggested that they generally took notice of the concentration and precision of target shooters. In discussions in both focus groups, it became apparent that participants generally defined target shooting loosely, typically including BB and pellet guns and archery equipment with traditional handguns and rifles. One person commented that many sports incorporate aspects of “target shooting,” in that soccer, golf, basketball, football, and other activities all require participants to try to connect with or hit a target with a ball or other object.

**Focus group comments regarding opinions of hunters as a group:**

*“[Hunters drive] goofy, big trucks. The ones at our school are really annoying. They hang out at Sonic—it’s the most random thing.”*

*“We don’t really have hunters like that at our school.”*

*“All the hunters at our school wear camouflage and have, like, a group meeting every day. But it’s not really hunters—it’s the wannabe-rednecks.”*

*“All the hunters at my school all kind of hang out. They chew tobacco.”*

*“I lived in Alabama and then Georgia before here, and I’ve seen real hunters compared to these people. It’s different when you live in more redneck places. [Hunters] in other places are more serious, compared to the people here [in South Carolina].”*

*“Yeah, people here try to fake it, with the logos on their trucks and all that. I do know of some serious hunters.”*

*“My friend’s dad [is a serious hunter].”*

*“Hunting is violent.”*

*“I disagree. People have been hunting for a long time. You go back—Indians had to hunt to get their food. People have to hunt to get their food. It’s just a thing people do. I would do it. I would shoot a deer.”*

*“Well, I would do it, but I don’t want to clean it. I don’t want to clean the deer [after I kill it].”*

*“I mean, I don’t want to hunt deer because I’m a vegetarian. So I don’t want to shoot anything. It’s not violent. It’s just not for me.”*

*“I think it is violent. Just picture it as how you would feel if an animal was hunting you.”*

*“I think [hunting] is life. You have to eat. Fighting, war—that’s violent. Hunting in your backyard—that’s not violent.”*

*“I know a couple hunters and they sometimes brag about killing things. Like it’s a good thing.”*

*“[My dad and brother] hunt maybe once every three years. They don’t kill anything. They just put targets on a tree and shoot. No deer, or anything like that.”*

*“If anything, hunting makes you quiet. There’s this one kid in my class who’s really, really, really quiet. He hardly ever talks and when he does, it’s something about hunting. But he hardly ever talks.”*

#### **Focus group comments regarding opinions of target shooters as a group:**

*“[Target shooters are] just plain. I don’t think they’re really funny or anything. They’re just normal.”*

*“I don’t really have too much of an opinion of target shooters. I’m not able to [readily identify one], like, ‘Hey, there’s a target shooter!’”*

*“I don’t really know too much about it. I don’t really know too many target shooters.”*

*“Well, you target shoot when you play basketball—you’re shooting at a target. Football, with quarterbacks. Soccer. Aiming-wise, it’s all target shooting. Golf, too.”*

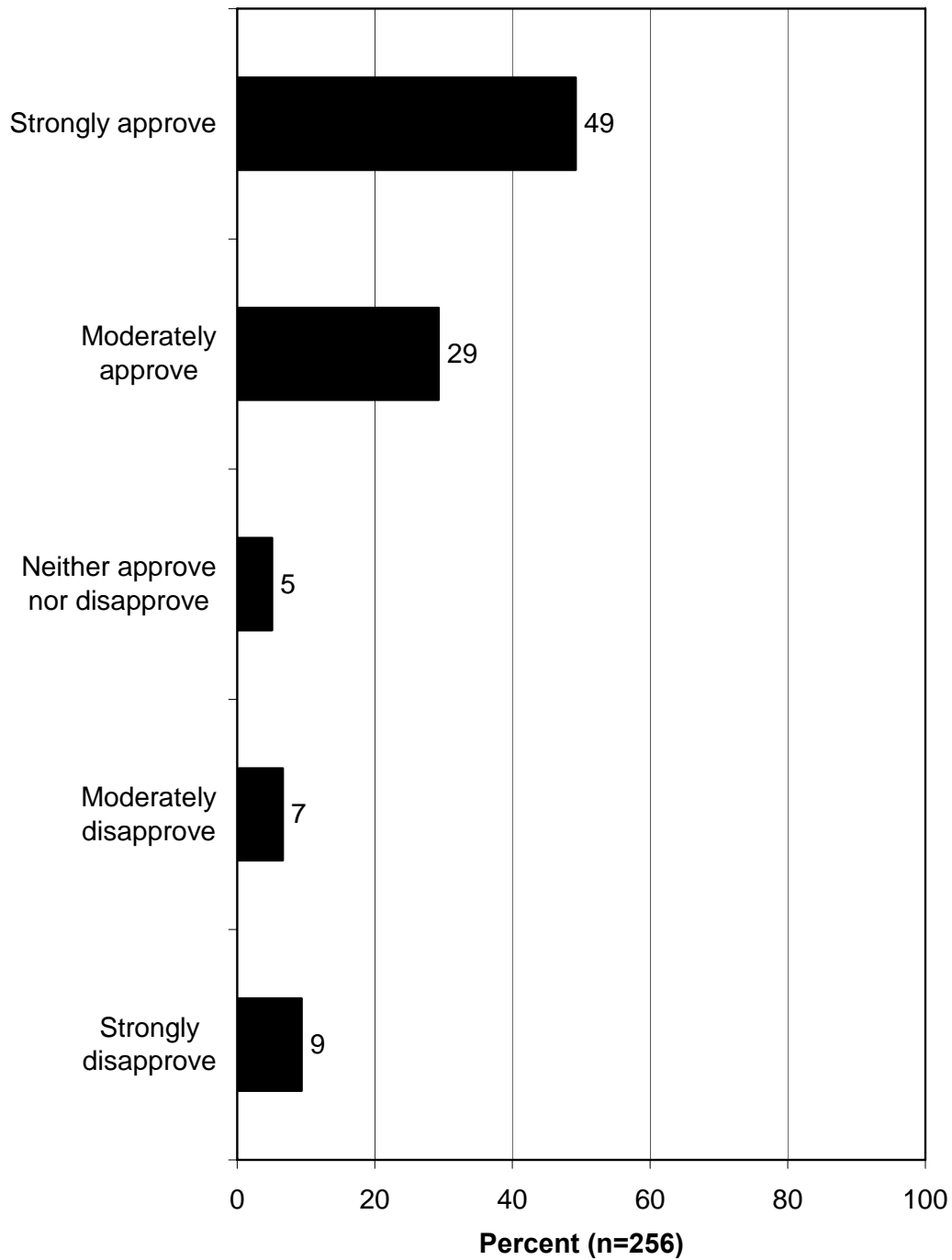
*“When you watch people shooting at a target, you think, ‘I don’t want to mess with that person.’”*

*“I think to myself, ‘Good aim.’ Have you ever seen that show ‘Top Shot’? It’s basically about people who’ve come out of the military or something, shooting their guns. And when you watch them, you think, ‘Good shot. Good aim.’”*

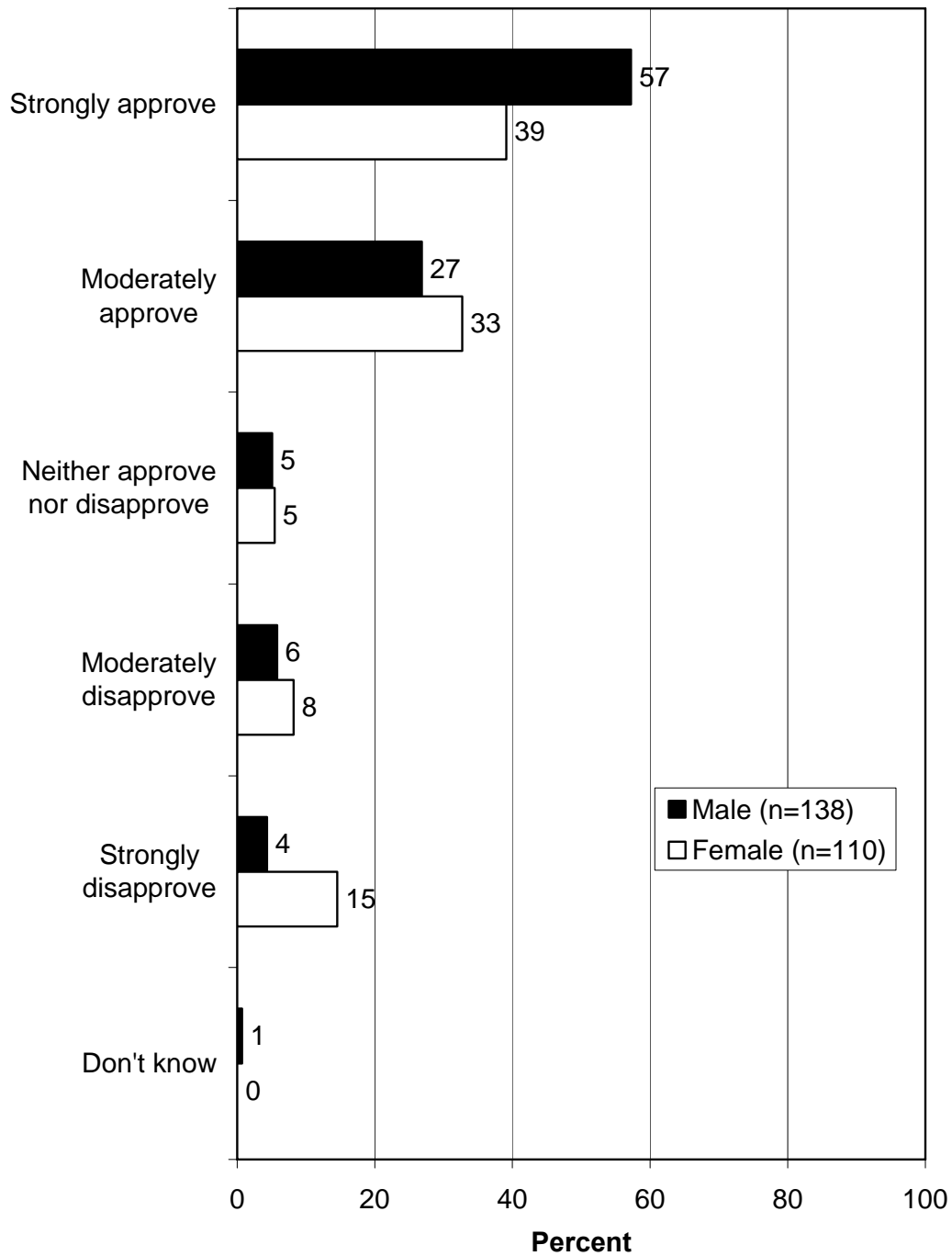
*“People could go target shooting and you wouldn’t even really know about it. They don’t really say it. But I know a few kids who have tried target shooting, and they’re pretty cool kids.”*



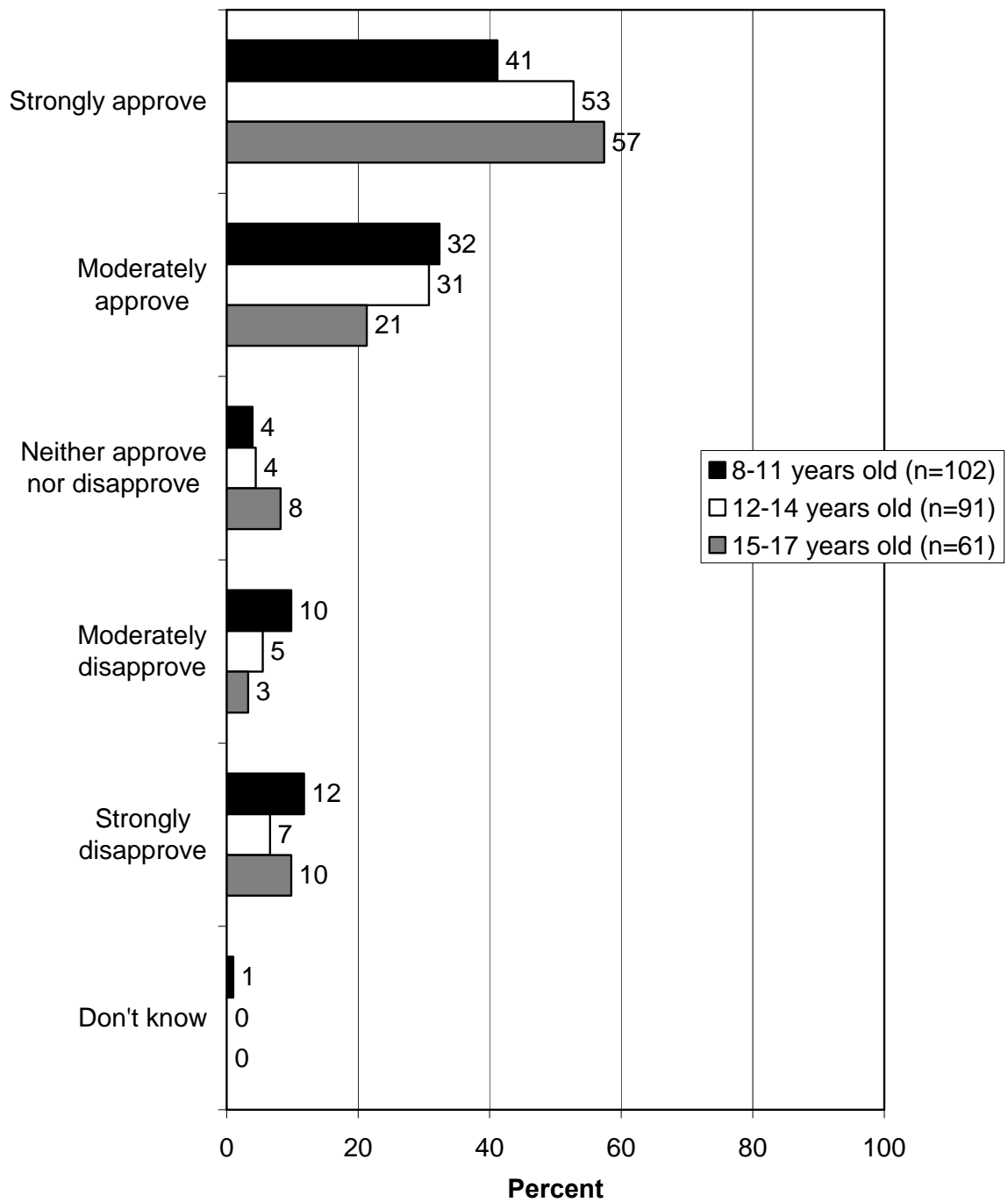
**Q52. In general, do you approve or disapprove of hunting when it is legal to do so?**



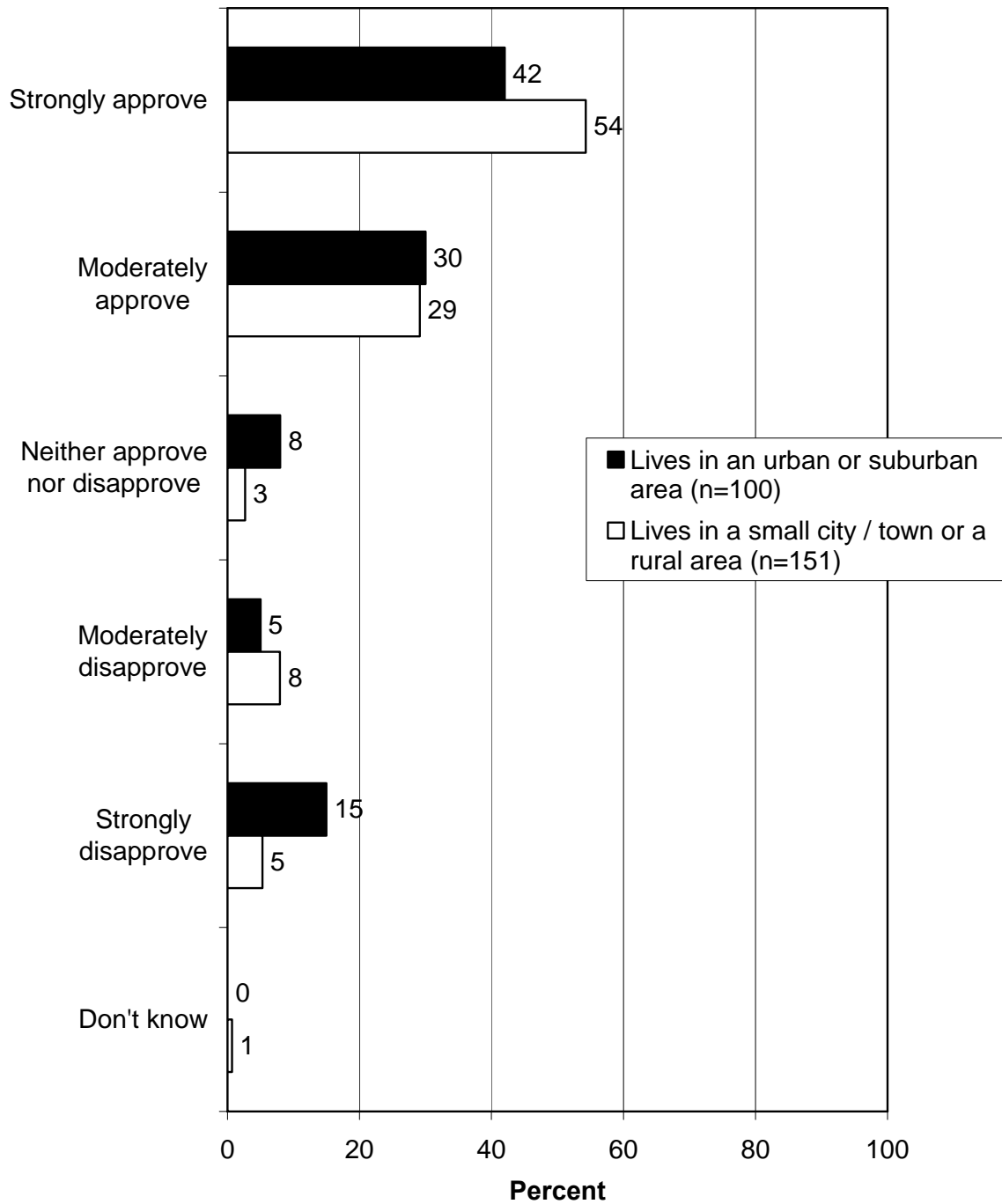
**Q52. In general, do you approve or disapprove of hunting when it is legal to do so?**



**Q52. In general, do you approve or disapprove of hunting when it is legal to do so?**



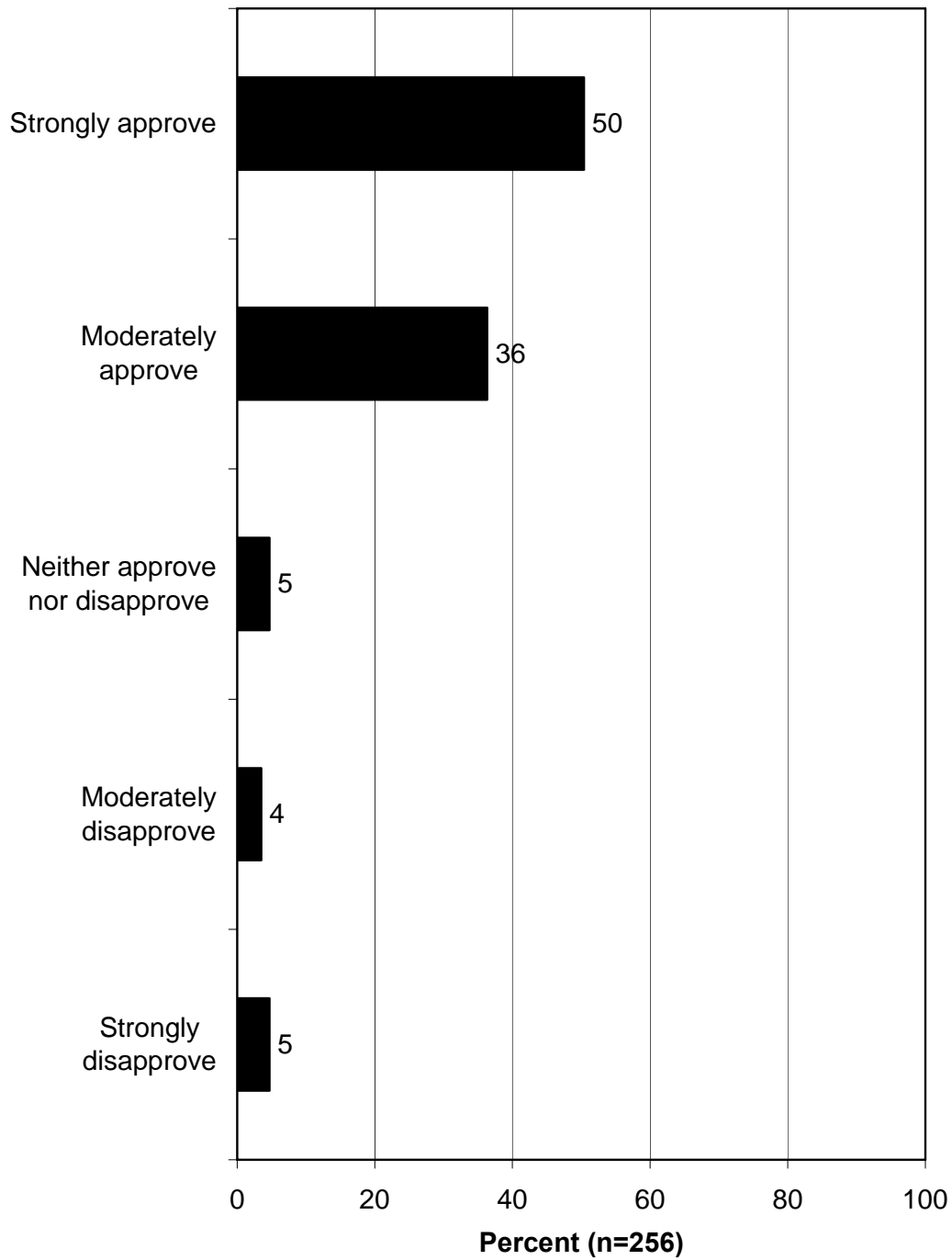
**Q52. In general, do you approve or disapprove of hunting when it is legal to do so?**



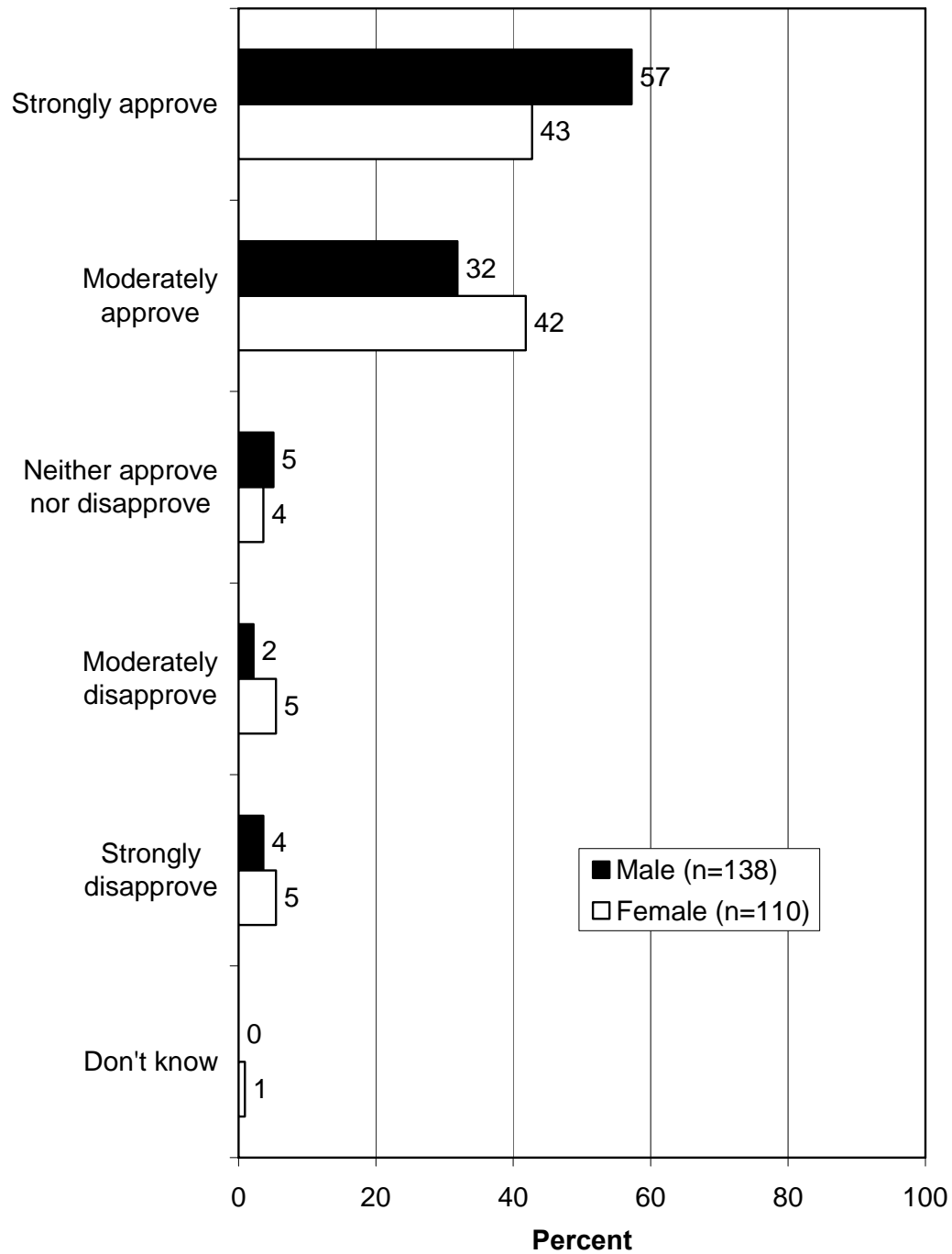
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>ATTITUDE: Strongly approves of hunting when it is legal to do so</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	6.1
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	5.88
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.001).	5.3
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	5.01
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	5
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.001).	3.55
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' (p < 0.01).	3.17
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' (p < 0.01).	3.11
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.001).	10.38
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.001).	6.13
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.001).	6.06
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	5.87
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable (p < 0.001).	5.74
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.001).	5.21
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	4.89
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.001).	4.78
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.001).	3.55
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.001).	6
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	5.38
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.001).	5.12
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.001).	5.07
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.001).	5.01
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.001).	4.76
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.001).	4.53
EXPOSURE / PARTICIPATION: Has family members who hunt (p < 0.01).	3.18
DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often (p < 0.01).	3.27
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.01).	2.78
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

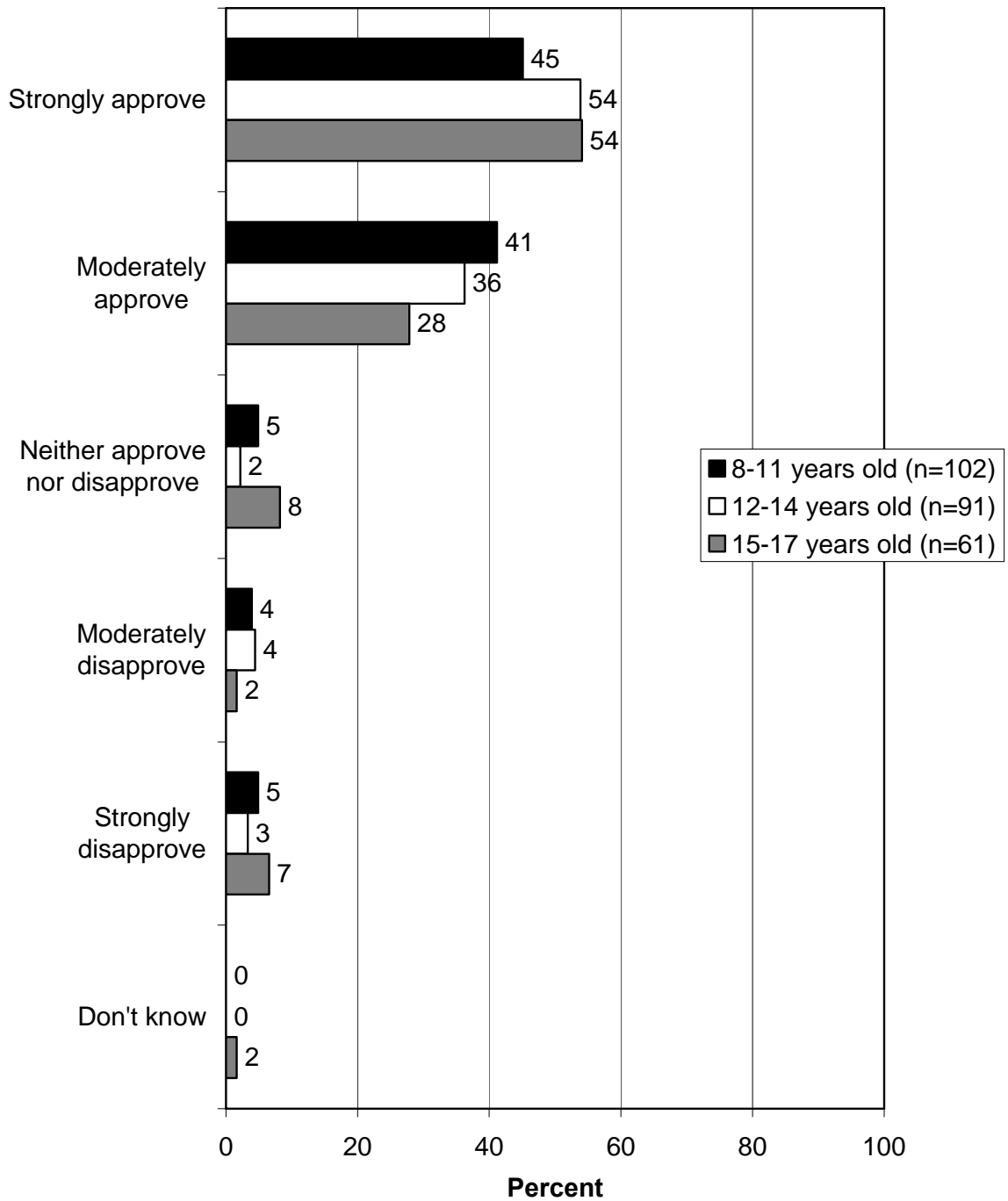
**Q53. In general, do you approve or disapprove of target shooting when it is legal to do so?**



**Q53. In general, do you approve or disapprove of target shooting when it is legal to do so?**



**Q53. In general, do you approve or disapprove of target shooting when it is legal to do so?**

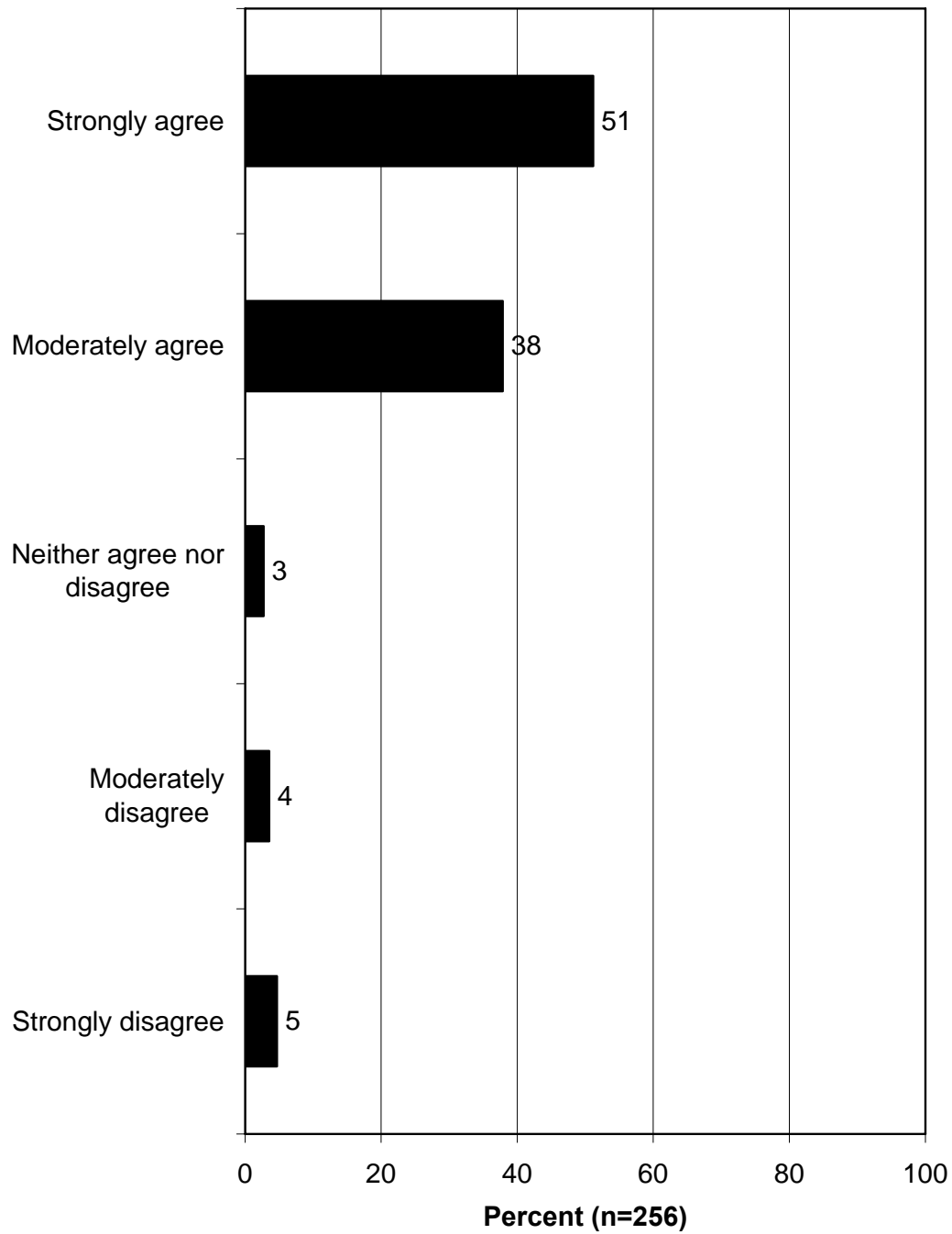




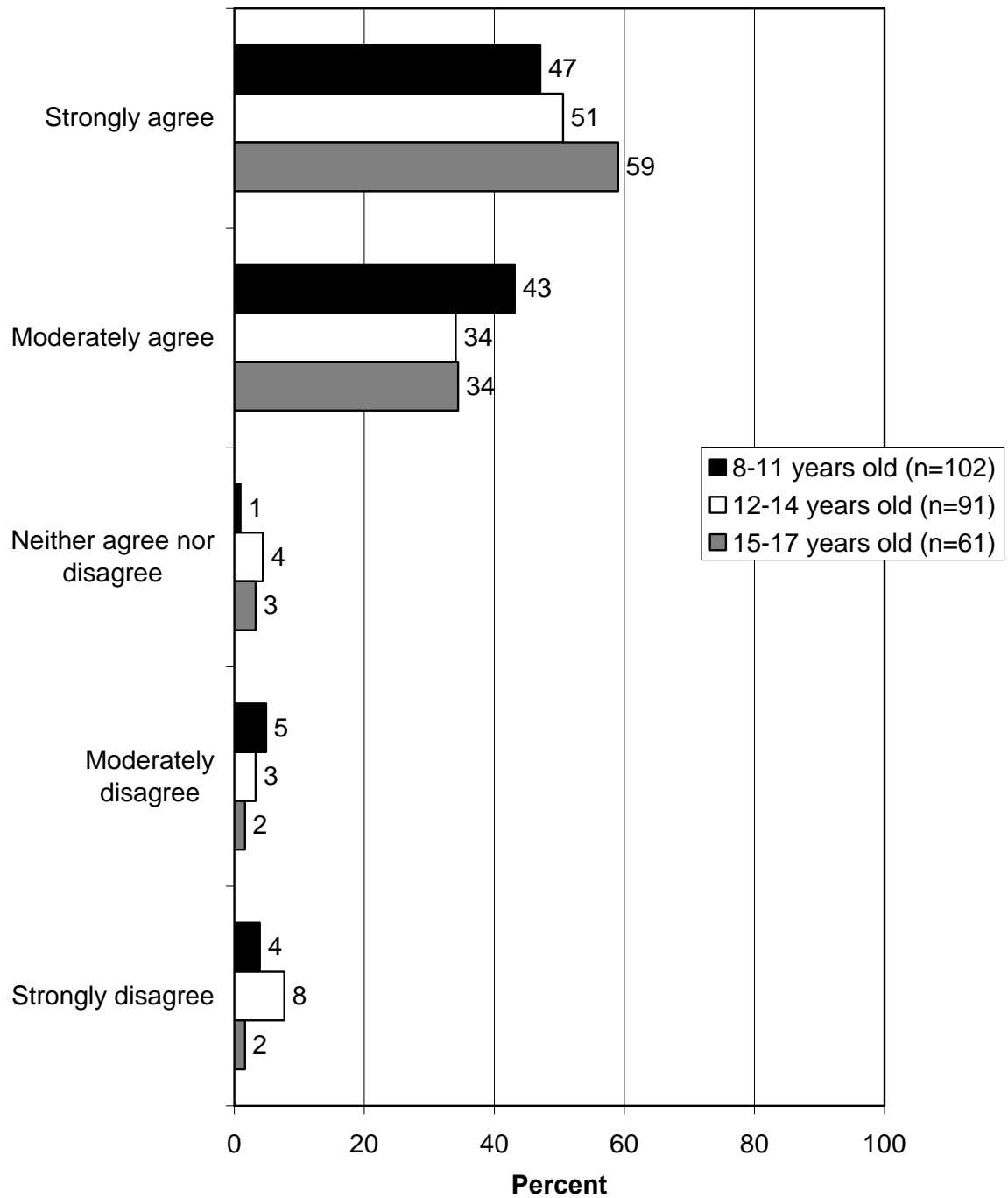
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>ATTITUDE: Strongly approves of target shooting when it is legal to do so</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	6.5
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	6.17
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	4.37
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	3.65
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.001).	3.55
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' (p < 0.01).	3.2
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.01).	2.75
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.001).	10.38
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.001).	7.91
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable (p < 0.001).	6.32
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.001).	5.75
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	4.76
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	6.34
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.001).	4.15
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.001).	3.9
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.01).	2.92
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot (p < 0.05).	2.29
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.001).	5.54
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.001).	5.37
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.001).	5.26
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	4.55
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.001).	3.67
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.001).	3.44
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.01).	2.96
DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often (p < 0.01).	3.05
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.05).	2.37
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q54. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to hunt?**



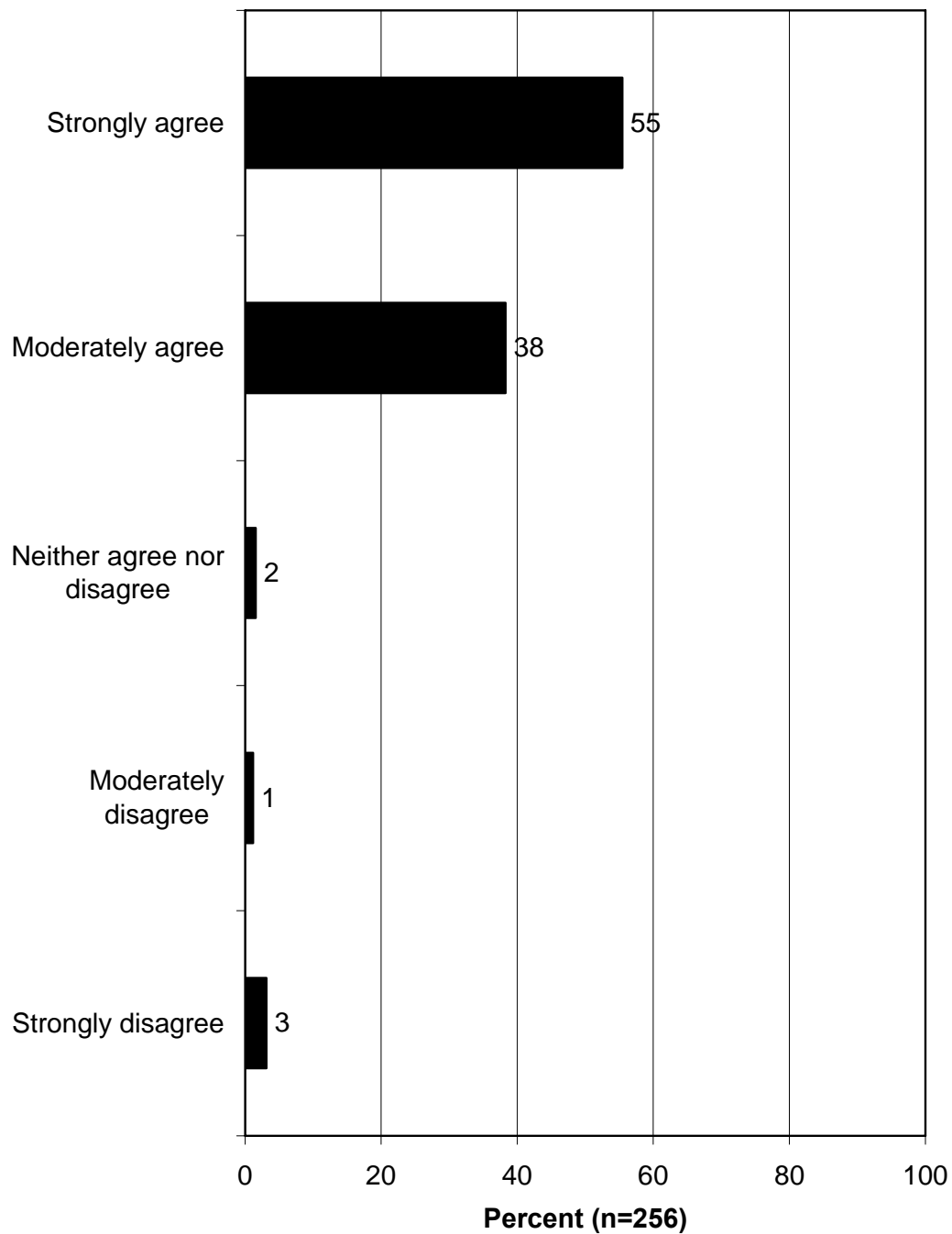
**Q54. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to hunt?**



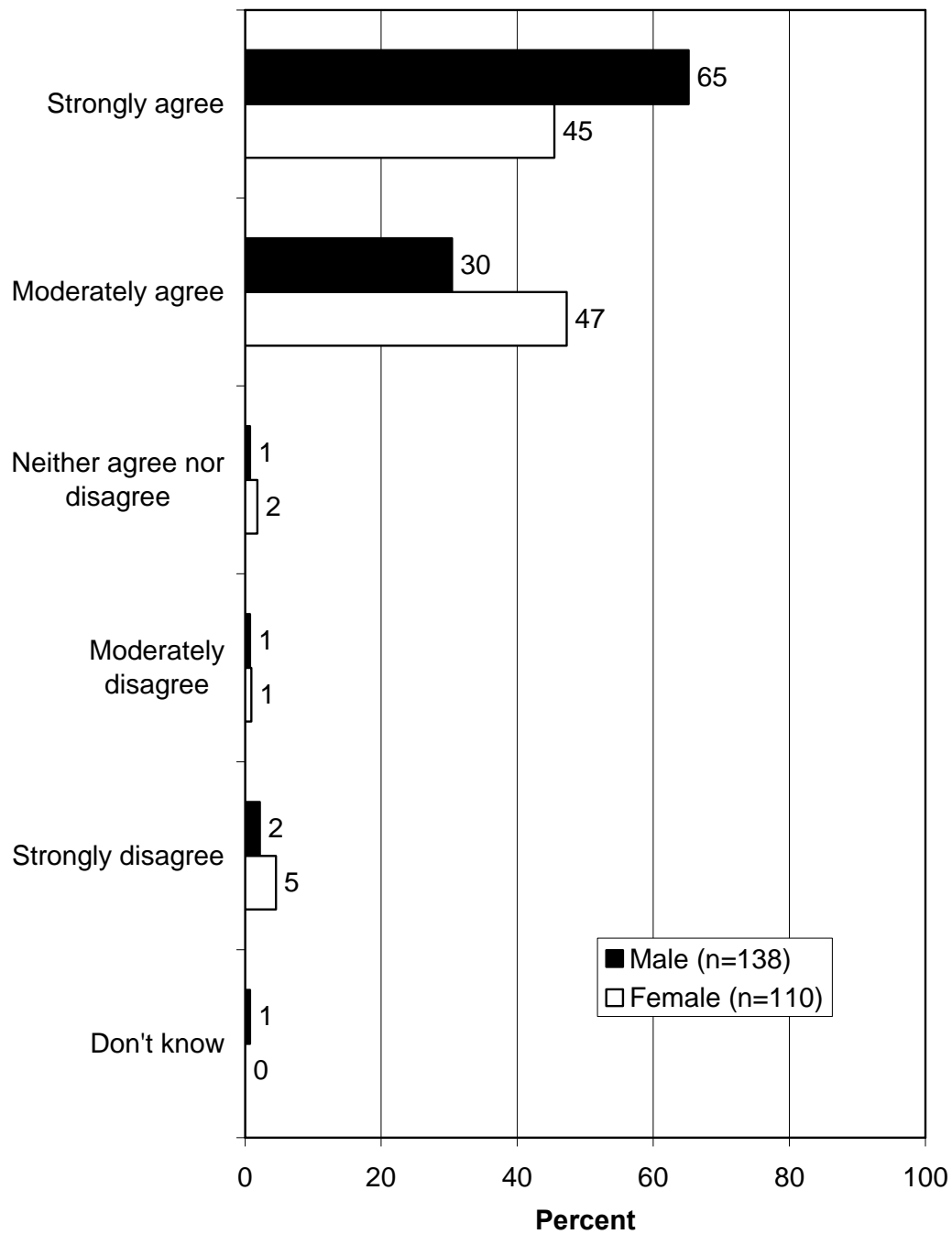
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>ATTITUDE: Strongly agrees that, regardless of his / her personal opinion, other people should be allowed to hunt</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	6.12
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	5.55
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	3.92
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	3.75
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	3.36
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.01$ ).	2.93
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.01$ ).	2.77
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	7.38
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	6.13
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	5.75
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	3.77
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.01$ ).	2.73
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	3.46
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.01$ ).	2.59
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.01$ ).	2.58
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.05$ ).	2.38
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	4.15
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	4.11
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	3.62
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	3.45
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.01$ ).	3.28
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.01$ ).	3.23
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.01$ ).	3.07
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.01$ ).	3.03
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q55. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to target shoot?**



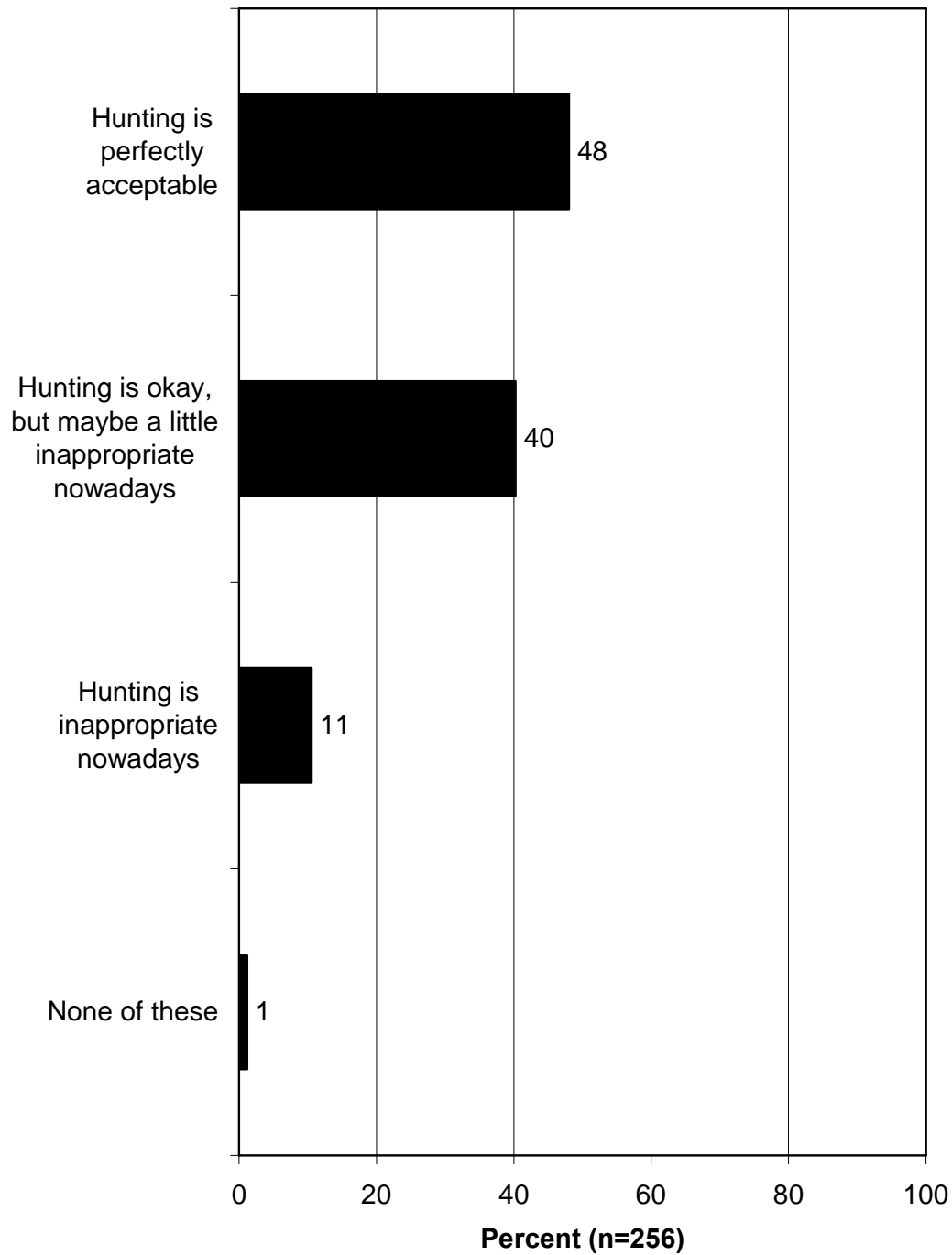
**Q55. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to target shoot?**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

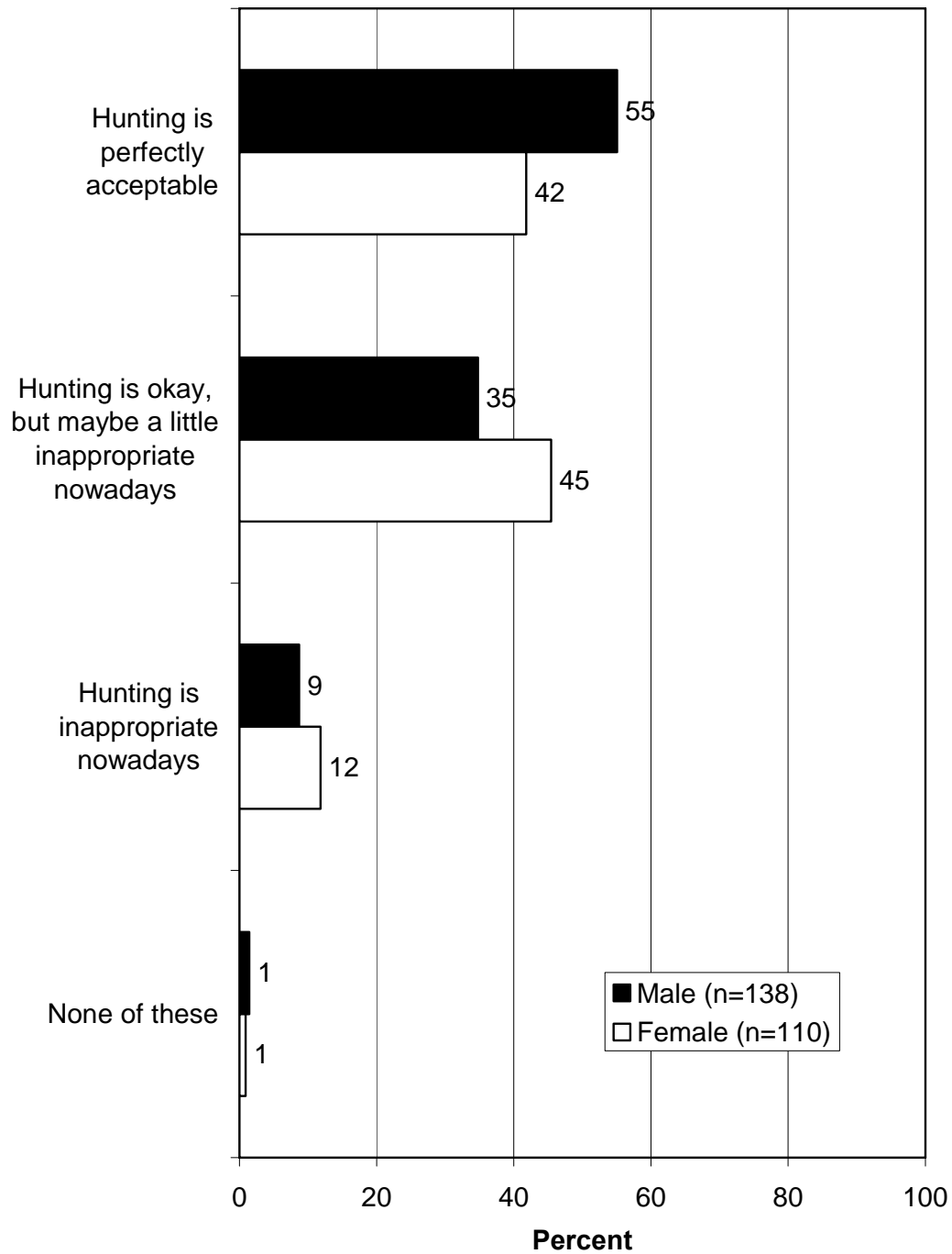
<b>ATTITUDE: Strongly agrees that, regardless of his / her personal opinion, other people should be allowed to target shoot</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	5.39
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	4.58
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	4.5
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.001).	4.38
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	4.17
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' (p < 0.001).	3.54
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.05).	2.57
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' (p < 0.05).	1.99
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.001).	7.91
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.001).	7.38
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.001).	6.06
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable (p < 0.001).	5.44
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	3.97
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	3.95
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.001).	3.86
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.001).	3.35
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.01).	2.74
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.001).	4
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	3.88
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.001).	3.75
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.001).	3.72
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.01).	3.23
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.01).	2.82
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.05).	2.5
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.001).	3.39
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q82. Which of the following statements best describes your opinion of hunting?**

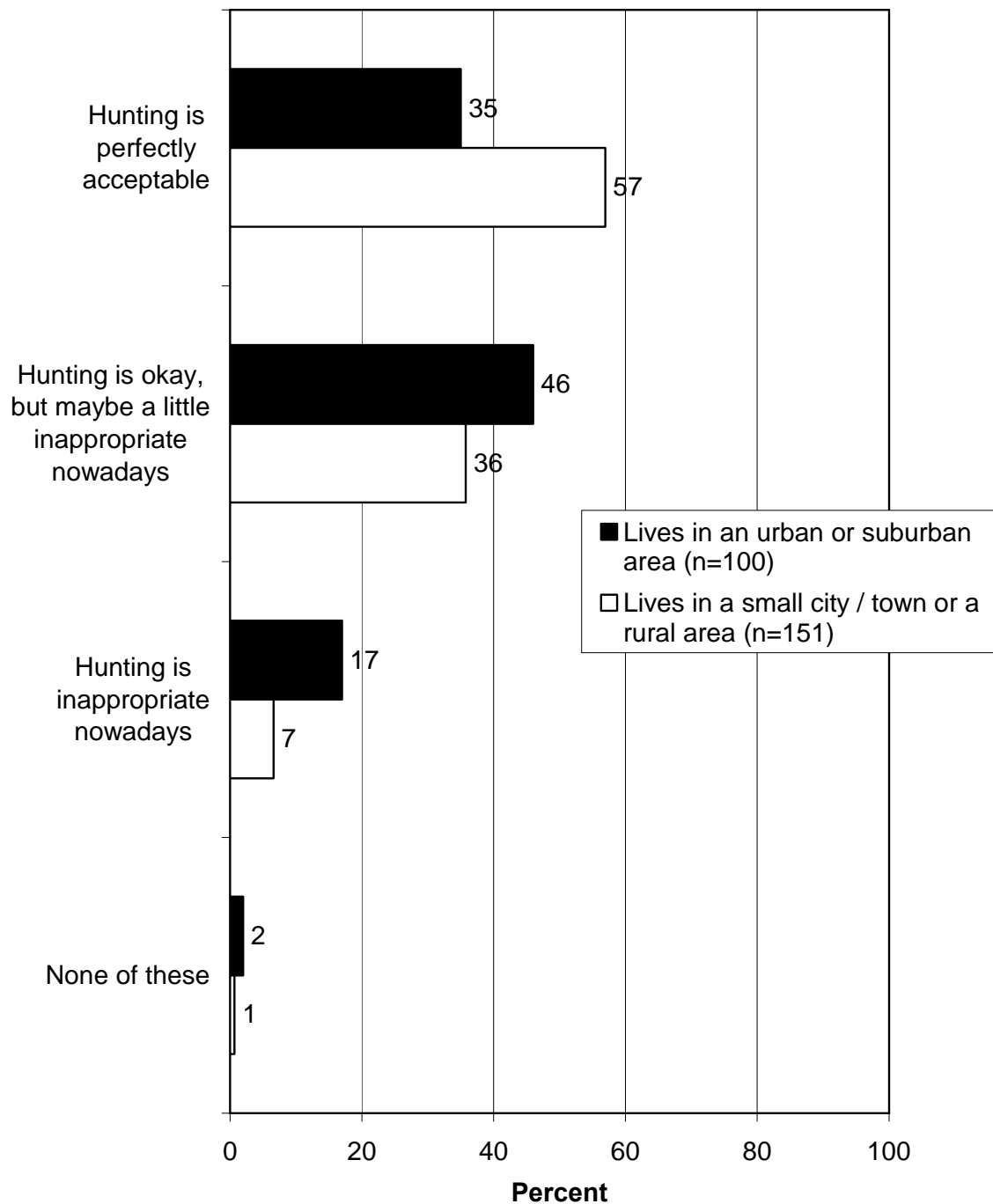




**Q82. Which of the following statements best describes your opinion of hunting?**



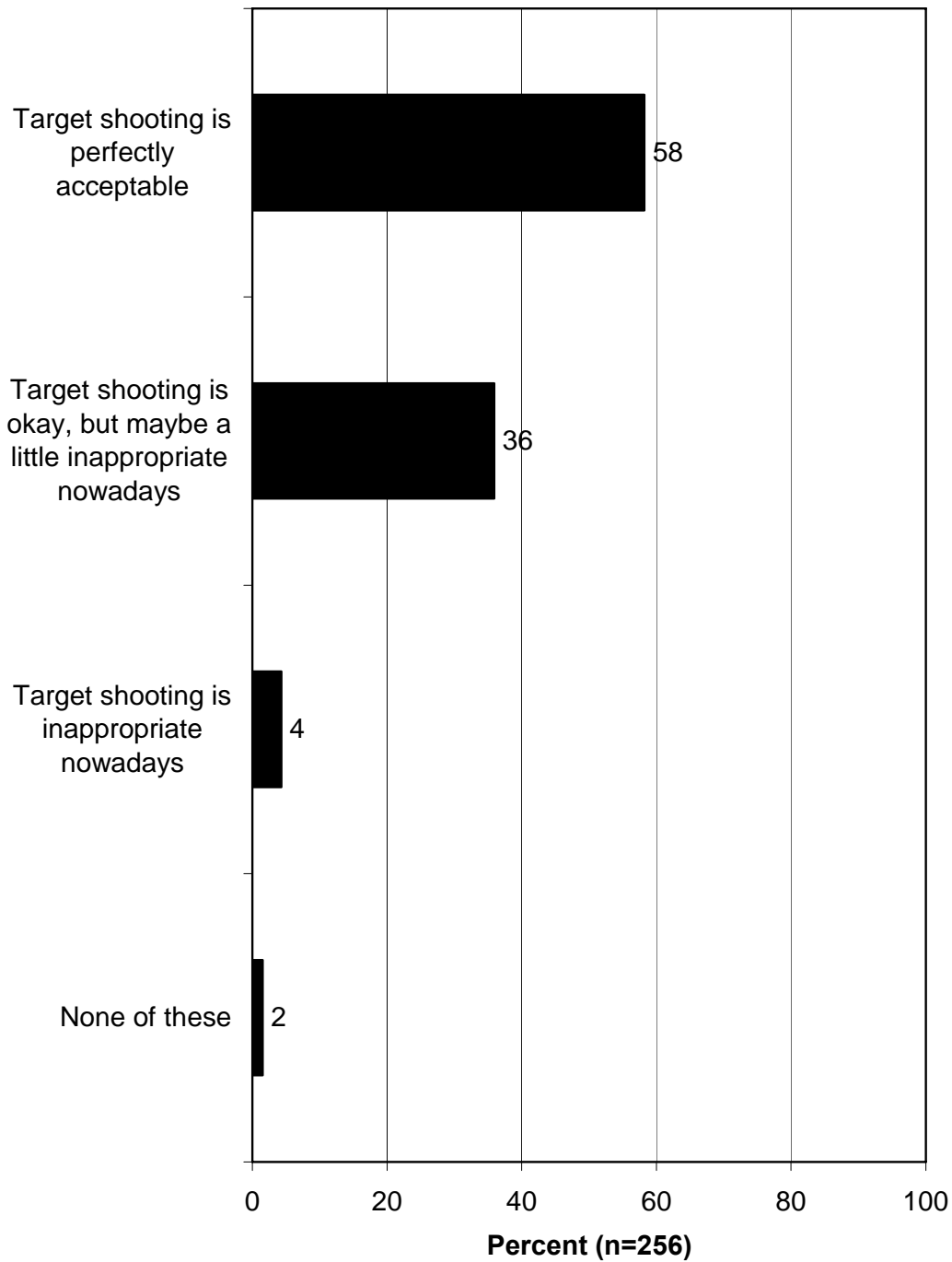
**Q82. Which of the following statements best describes your opinion of hunting?**



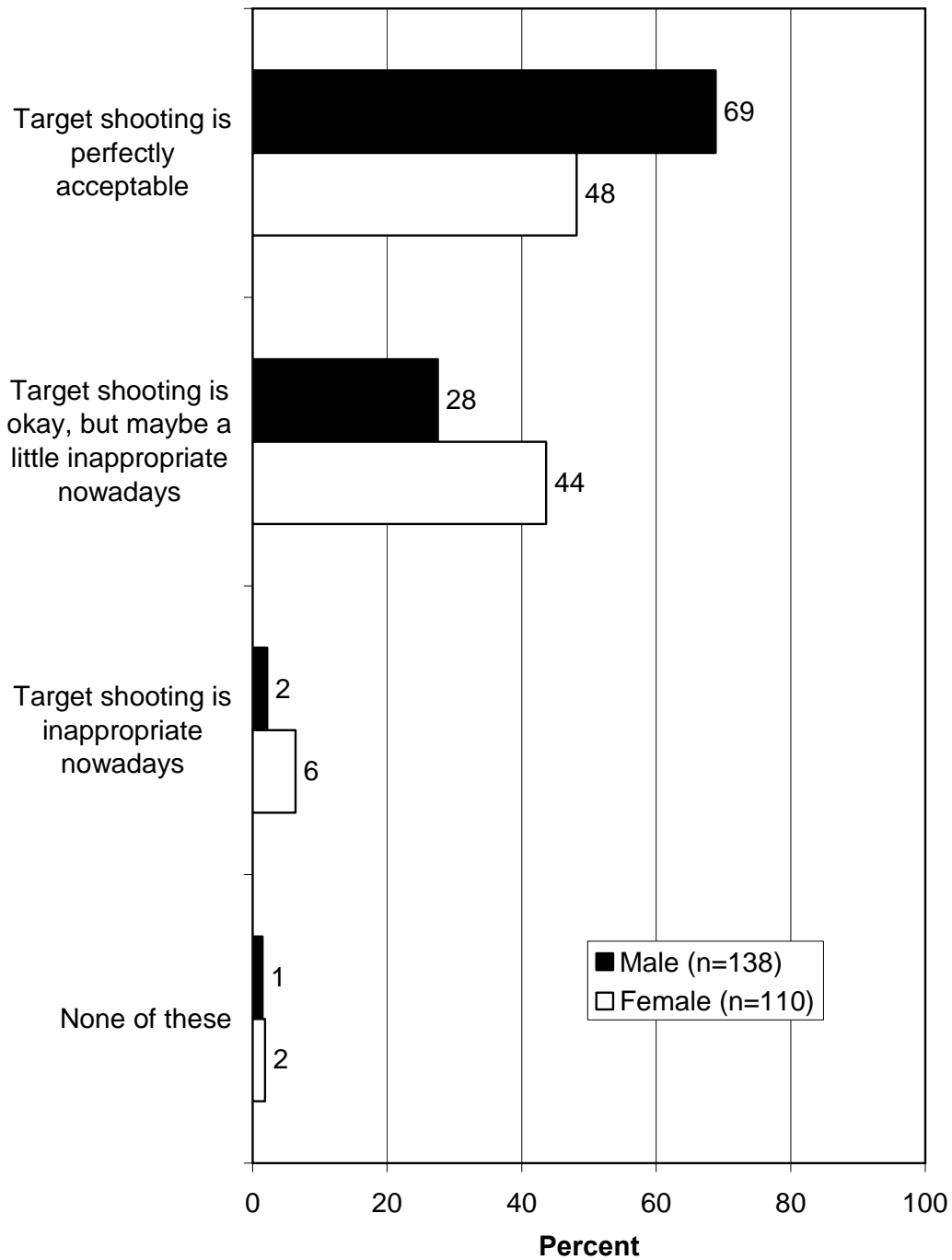
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	6.85
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.001$ ).	6.33
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	6.22
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	5.27
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	4.26
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	4.14
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.001$ ).	4.03
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	3.97
VALUE: Did not indicate strongly agreeing with the statement 'Most hunters don't obey all the hunting laws' ( $p < 0.001$ ).	3.5
VALUE: Did not indicate strongly agreeing with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.01$ ).	2.93
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.01$ ).	2.78
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	8.98
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5.87
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	4.76
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	3.97
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.001$ ).	3.77
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	6.27
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	5.07
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	4.97
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.01$ ).	2.95
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	5.22
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	4.84
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	4.61
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	4.6
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	4.28
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.01$ ).	3.22
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.01$ ).	3.15
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.05$ ).	2.3
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area ( $p < 0.001$ ).	3.41
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.05$ ).	2.43
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

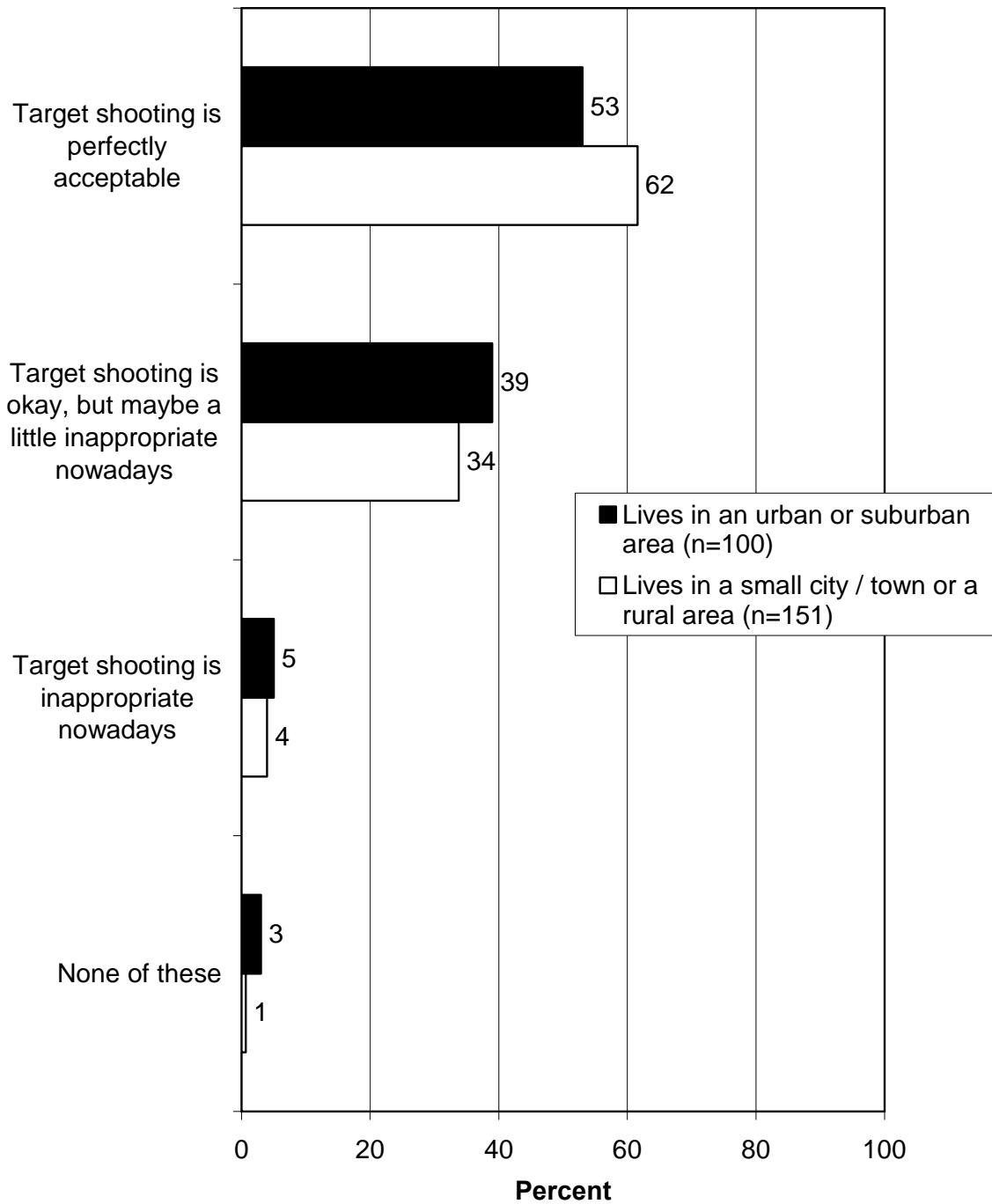
**Q83. Which of the following statements best describes your opinion of target shooting?**



**Q83. Which of the following statements best describes your opinion of target shooting?**



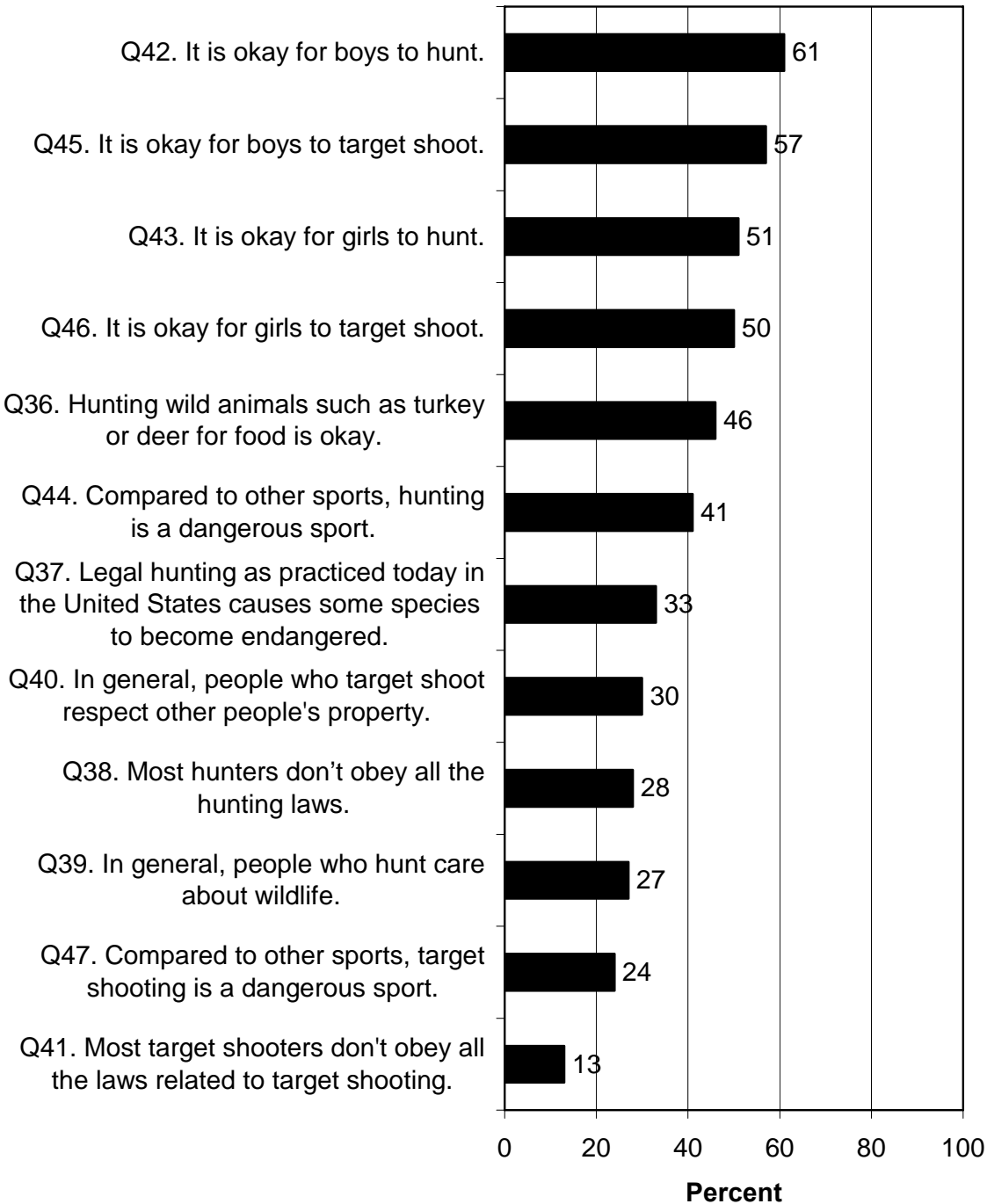
**Q83. Which of the following statements best describes your opinion of target shooting?**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

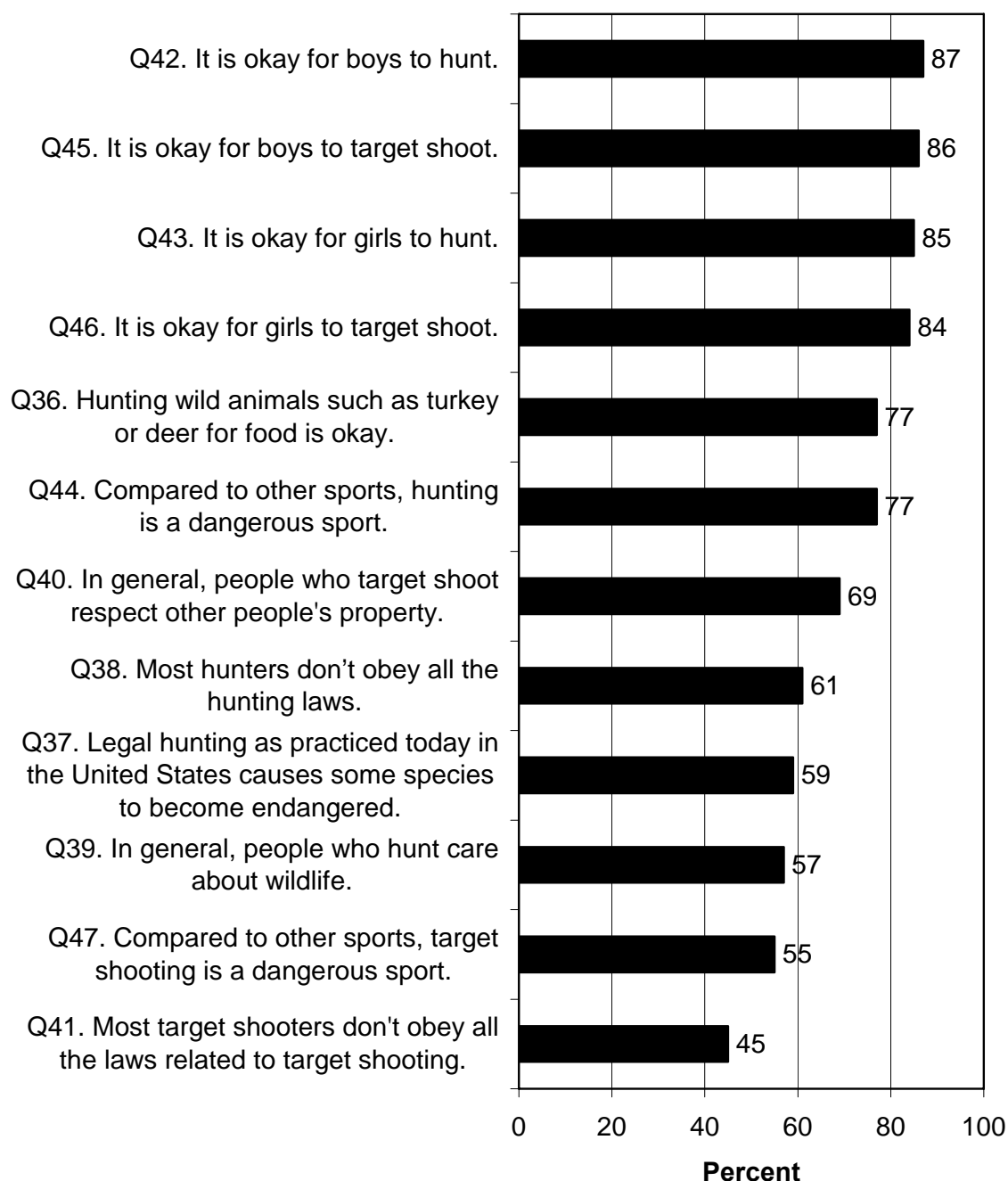
<b>ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	5.05
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	4.87
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	4.66
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.001).	4.29
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' (p < 0.001).	3.78
VALUE: Did not indicate strongly agreeing with the statement 'Most hunters don't obey all the hunting laws' (p < 0.001).	3.36
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' (p < 0.01).	2.98
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.05).	2.37
VALUE: Did not indicate strongly agreeing with the statement 'Most target shooters don't obey all the laws related to target shooting' (p < 0.05).	1.97
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	8.98
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.001).	6.32
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.001).	5.74
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.001).	5.44
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.01).	2.73
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	5.52
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.001).	4.88
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.001).	4.01
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.001).	3.98
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.001).	5.14
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.001).	4.97
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.001).	4.55
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	4.4
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.001).	4.1
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.001).	3.38
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.01).	3.04
EXPOSURE / PARTICIPATION: Has family members who hunt (p < 0.05).	1.98
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.001).	3.73
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q36-47. Percent of respondents who strongly agree with each of the following statements:**

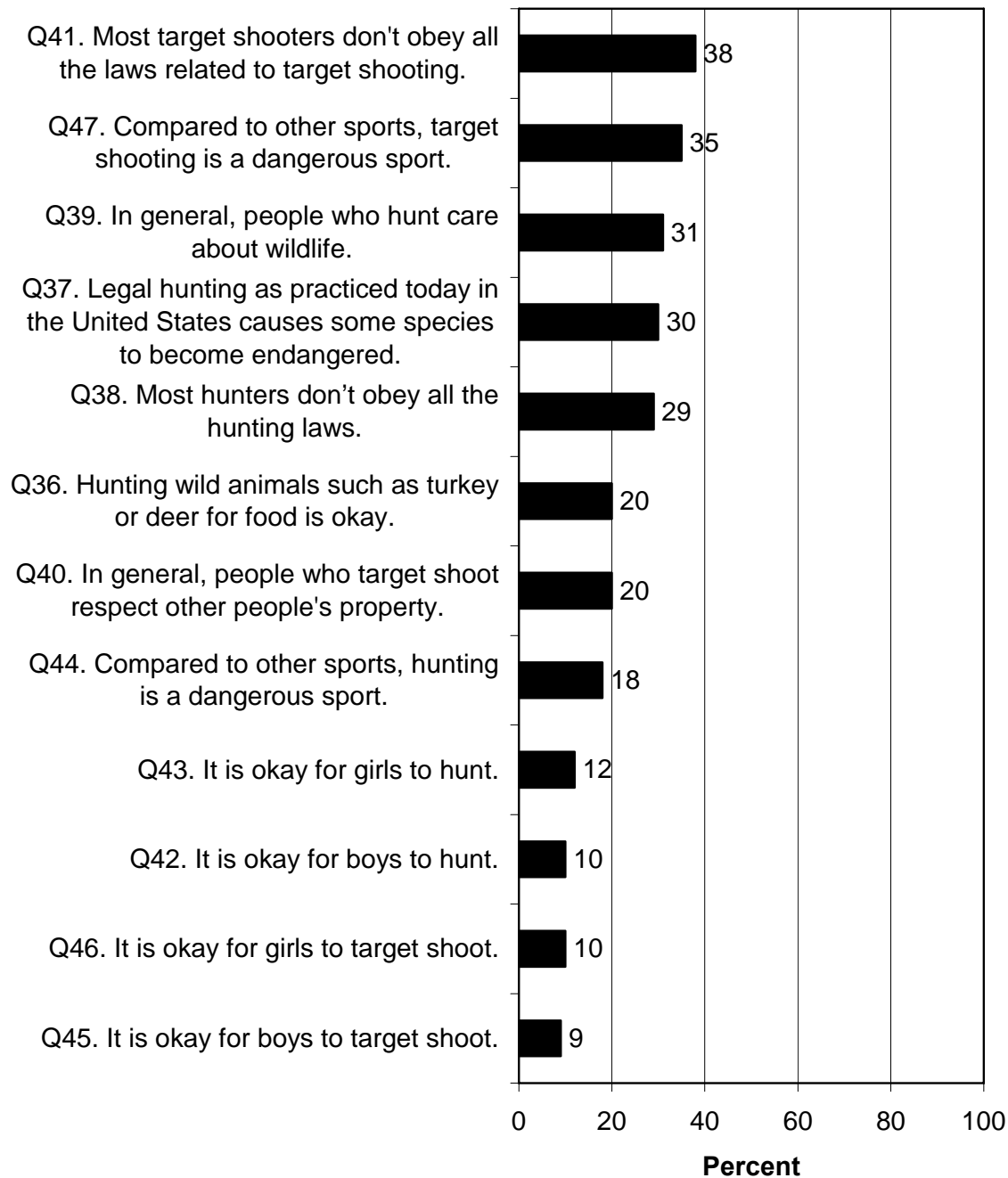




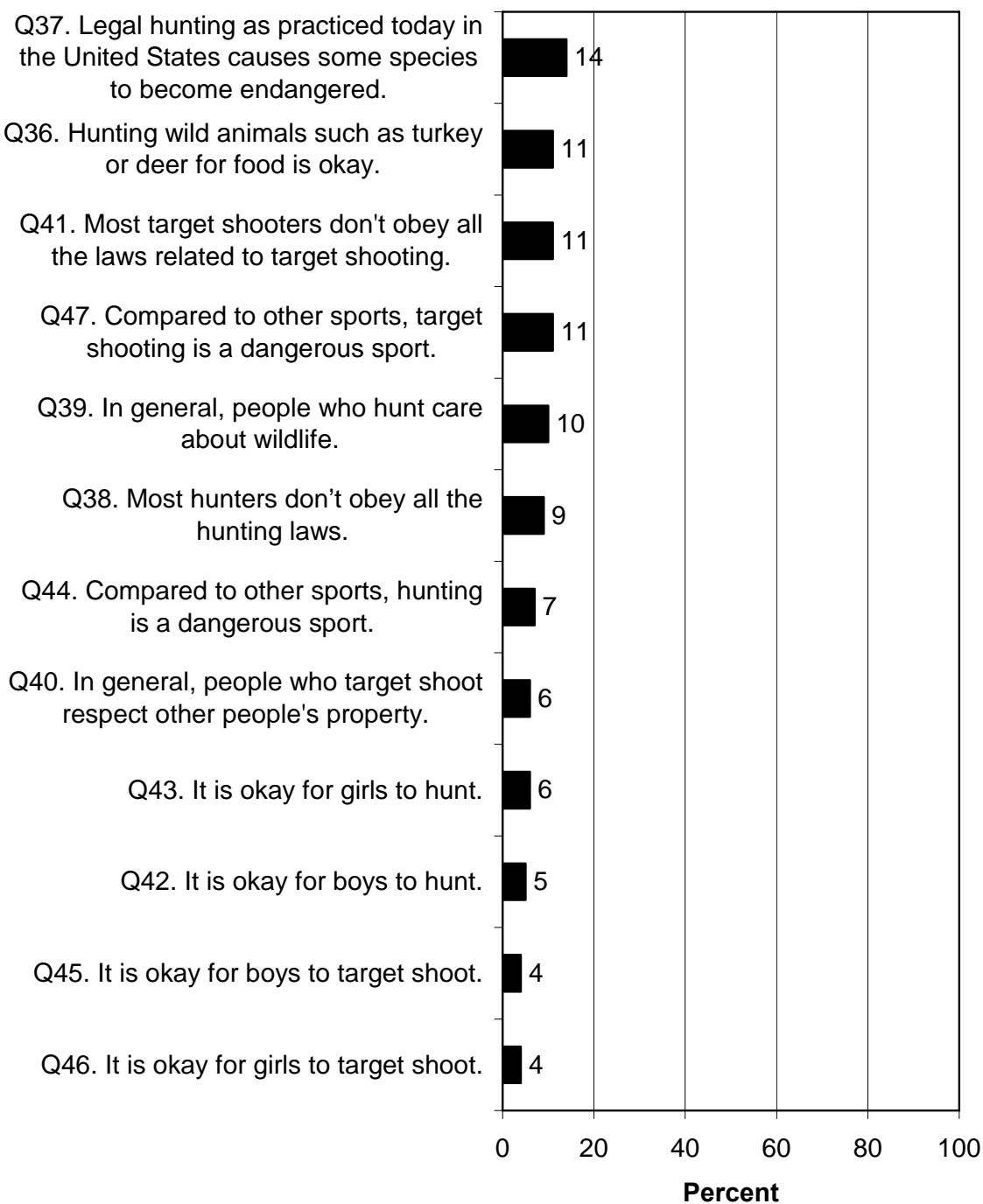
**Q36-47. Percent of respondents who strongly or moderately agree with each of the following statements:**



**Q36-47. Percent of respondents who strongly or moderately disagree with each of the following statements:**



**Q36-47. Percent of respondents who strongly disagree with each of the following statements:**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	5.53
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	5.29
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	3.72
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	3.4
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.01$ ).	3.14
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.01$ ).	2.6
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.05$ ).	2.46
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.05$ ).	2.22
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	6.85
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.66
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	4.17
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.001$ ).	3.92
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	3.65
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	3.81
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	3.67
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.01$ ).	3.19
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.05$ ).	2.47
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.05$ ).	2
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	5.32
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	5.23
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	4.39
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	3.6
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	3.51
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	3.3
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.05$ ).	2.57
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.001$ ).	4.38
VALUE: Strongly agrees with the statement 'Most hunters don't obey all the hunting laws' ( $p < 0.001$ ).	4.26
VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.001$ ).	3.64
VALUE: Did not indicate strongly agreeing with the statement 'Hunting wild animals such as turkey or deer for food is okay.' ( $p < 0.001$ ).	3.4
VALUE: Strongly agrees with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.01$ ).	3
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for girls to target shoot' ( $p < 0.05$ ).	2.48
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to target shoot' ( $p < 0.05$ ).	2.39
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for girls to hunt' ( $p < 0.05$ ).	2.3
VALUE: Did not indicate strongly agreeing with the statement 'In general, people who hunt care about wildlife' ( $p < 0.05$ ).	2.29
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to hunt' ( $p < 0.05$ ).	2.14
ATTITUDE: Did not indicate that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	6.22
ATTITUDE: Did not indicate that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.29
ATTITUDE: Did not indicate strongly approving of hunting when it is legal to do so ( $p < 0.001$ ).	3.55
ATTITUDE: Did not indicate strongly agreeing that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.01$ ).	2.93
ATTITUDE: Did not indicate strongly approving of target shooting when is legal to do so ( $p < 0.01$ ).	2.75
ATTITUDE: Did not indicate strongly agreeing that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.05$ ).	2.57
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	3.97
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	3.73
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	3.34
EXPOSURE / PARTICIPATION: Did not indicate being invited to go target shooting at least once ( $p < 0.001$ ).	4.19
EXPOSURE / PARTICIPATION: Did not indicate being invited to go hunting at least once ( $p < 0.001$ ).	3.96
EXPOSURE / PARTICIPATION: Did not indicate having family members who target shoot ( $p < 0.01$ ).	3.24
EXPOSURE / PARTICIPATION: Did not indicate having friends who target shoot ( $p < 0.01$ ).	2.75
EXPOSURE / PARTICIPATION: Did not indicate having friends who hunt ( $p < 0.01$ ).	2.7
EXPOSURE / PARTICIPATION: Did not indicate having family members who hunt ( $p < 0.01$ ).	2.66
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally hunts ( $p < 0.01$ ).	2.06

0.05).	
DEMOGRAPHIC / BACKGROUND: Lives in an urban or suburban area ( $p < 0.05$ ).	2.06
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

### Correlations to the Characteristic or Opinion Shown in the Top Row

VALUE: Strongly agrees with the statement 'Most hunters don't obey all the hunting laws'	Z-SCORE
VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.001$ ).	5.69
VALUE: Strongly agrees with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.001$ ).	5.05
VALUE: Strongly agrees with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.001$ ).	4.29
VALUE: Strongly agrees with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	4.26
ATTITUDE: Did not indicate that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	3.5
ATTITUDE: Did not indicate that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	3.36
DEMOGRAPHIC / BACKGROUND: Prefers to spend a day with nice weather outside ( $p < 0.05$ ).	2.01
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.001$ ).	4.17
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.01$ ).	3.09
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.01$ ).	2.6
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.05$ ).	2.46
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.05$ ).	2.37
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.05$ ).	2.29
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.05$ ).	2.04
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.01$ ).	3.11
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.01$ ).	2.78
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	3.53
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.01$ ).	3.03
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.05$ ).	2.57
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.05$ ).	2.56
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	3.51
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.01$ ).	3.27
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.05$ ).	2.4
DEMOGRAPHIC / BACKGROUND: Is the median age (12 years old) or younger ( $p < 0.05$ ).	2.32
DEMOGRAPHIC / BACKGROUND: Did not indicate preferring to spend a day with nice weather outside ( $p < 0.05$ ).	1.97
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' (p < 0.001).	4.17
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.001).	3.91
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	3.67
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.01).	3.22
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.01).	2.93
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.05).	2.46
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.001).	3.54
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.01).	3.2
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.01).	3.17
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.01).	2.77
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.01).	3.22
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.01).	3.03
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	3.98
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.01).	3.17
EXPOSURE / PARTICIPATION: Has family members who hunt (p < 0.05).	2.35
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.001).	3.3
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

<b>VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Most hunters don't obey all the hunting laws' (p < 0.001).	5.69
VALUE: Strongly agrees with the statement 'Compared to other sports, target shooting is a dangerous sport' (p < 0.001).	5.66
VALUE: Strongly agrees with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.001).	3.64
VALUE: Strongly agrees with the statement 'Compared to other sports, hunting is a dangerous sport' (p < 0.01).	3.16
ATTITUDE: Did not indicate that he / she thinks that hunting is perfectly acceptable (p < 0.01).	2.93
ATTITUDE: Did not indicate that he / she thinks that target shooting is perfectly acceptable (p < 0.05).	1.97
SOCIAL ASPECT: Indicated that people in his / her school talk about target shooting a lot (p < 0.01).	2.74
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about hunting (p < 0.05).	1.98
EXPOSURE / PARTICIPATION: Did not indicate having family members who target shoot (p < 0.05).	2.47
DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often (p < 0.05).	2.21
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	



**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'It is okay for boys to hunt'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	11.58
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	7.65
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	5.86
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	5.53
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' (p < 0.001).	3.91
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' (p < 0.05).	2.38
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' (p < 0.05).	2.37
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.05).	2.14
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.001).	5.55
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.001).	5.3
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.001).	4.38
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	3.97
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.001).	3.55
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	3.36
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.01).	2.96
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.01).	2.81
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot (p < 0.05).	2.32
EXPOSURE / PARTICIPATION: Has family members who hunt (p < 0.001).	5.52
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.001).	3.66
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.001).	3.36
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.01).	3.26
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.01).	3.24
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.01).	2.83
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.05).	2.48
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.05).	2.21
DEMOGRAPHIC / BACKGROUND: Did not indicate getting A's or B's in school 'all the time' (p < 0.05).	2.33
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'It is okay for girls to hunt'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	11.58
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	6.62
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	6.28
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	5.29
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.001$ ).	3.67
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.01$ ).	3.09
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.05$ ).	2.49
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.05$ ).	2.3
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.001$ ).	6.12
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5.01
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	4.5
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	4.37
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	4.14
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.05$ ).	2.37
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	3.45
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.01$ ).	3.26
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.05$ ).	2.13
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.05$ ).	2.1
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	5.64
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	4.69
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	4.06
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	3.85
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	3.64
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	3.53
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.01$ ).	2.99
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.01$ ).	2.89
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'Compared to other sports, hunting is a dangerous sport'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.001$ ).	6.91
VALUE: Strongly agrees with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	4.38
VALUE: Strongly agrees with the statement 'Most hunters don't obey all the hunting laws' ( $p < 0.001$ ).	4.29
VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.01$ ).	3.16
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for girls to hunt' ( $p < 0.05$ ).	2.49
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to hunt' ( $p < 0.05$ ).	2.38
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to target shoot' ( $p < 0.05$ ).	2.17
ATTITUDE: Did not indicate that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	6.33
ATTITUDE: Did not indicate that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	3.78
ATTITUDE: Did not indicate strongly agreeing that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.05$ ).	1.99
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about hunting ( $p < 0.01$ ).	3.17
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in hunting ( $p < 0.01$ ).	2.58
EXPOSURE / PARTICIPATION: Did not indicate being invited to go target shooting at least once ( $p < 0.01$ ).	3.08
EXPOSURE / PARTICIPATION: Did not indicate having family members who target shoot ( $p < 0.01$ ).	2.76
EXPOSURE / PARTICIPATION: Did not indicate being invited to go hunting at least once ( $p < 0.01$ ).	2.65
EXPOSURE / PARTICIPATION: Did not indicate having family members who hunt ( $p < 0.05$ ).	2.35
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally target shoots ( $p < 0.05$ ).	2.19
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	11.47
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	7.65
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	6.28
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	3.72
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.01$ ).	3.22
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.05$ ).	2.46
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.05$ ).	2.39
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.05$ ).	2.17
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	6.17
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	6.1
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	5.27
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.87
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	4.58
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.001$ ).	3.36
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	5.31
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	4.04
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.001$ ).	3.34
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.01$ ).	2.66
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.05$ ).	2.31
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	5.43
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	4.8
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	4.69
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	4.4
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	3.95
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	3.87
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	3.85
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.01$ ).	3.21
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.001$ ).	4.38
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area ( $p < 0.05$ ).	2.18
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

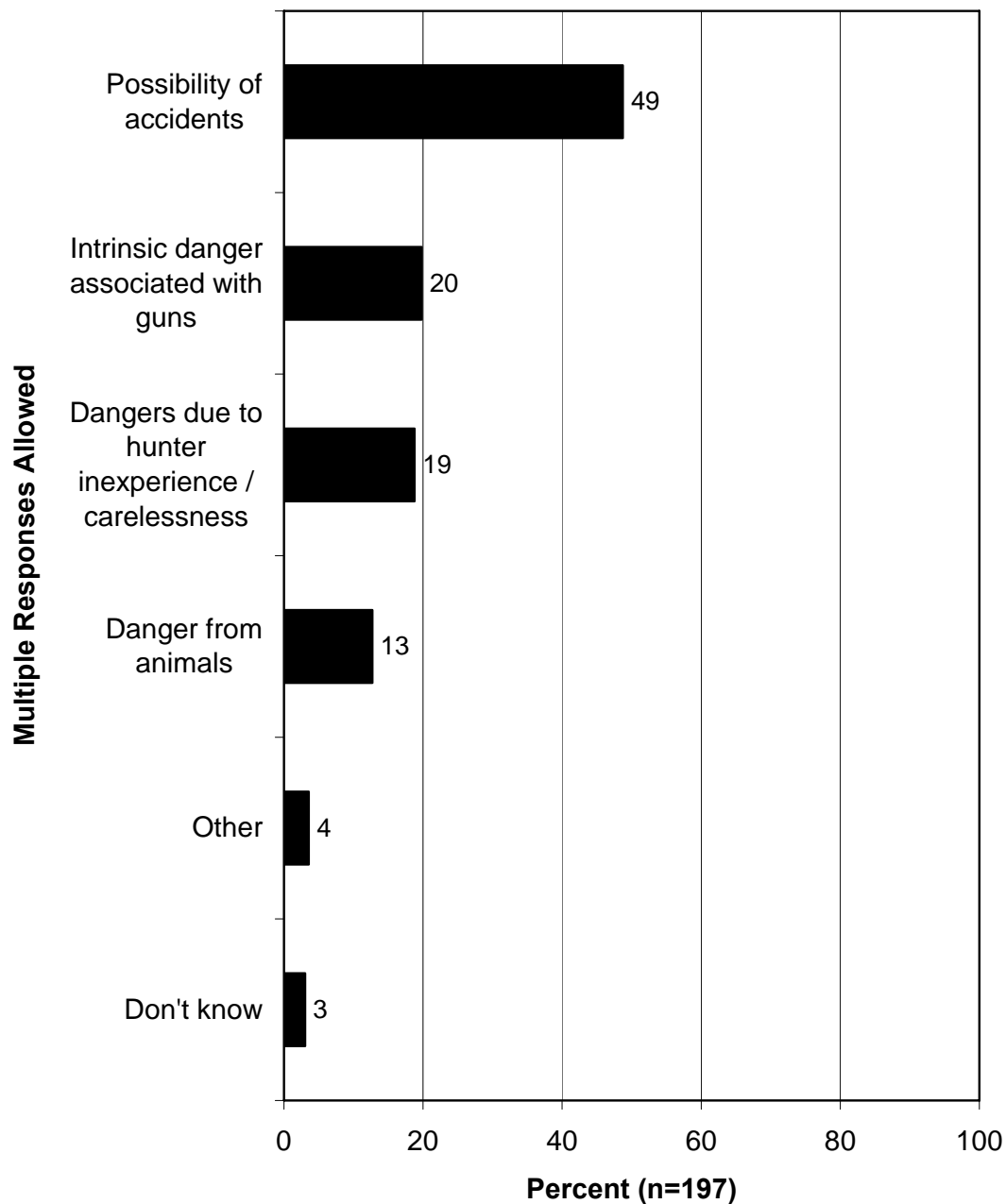
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	11.47
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	6.62
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.001).	5.86
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.01).	3.14
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' (p < 0.01).	2.93
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.05).	2.48
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' (p < 0.05).	2.04
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.001).	6.5
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.001).	5.88
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.001).	5.39
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable (p < 0.001).	5.05
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	4.26
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.001).	3.75
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	3.81
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.001).	3.68
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.01).	3.09
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.01).	2.84
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.001).	5.02
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	4.55
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.001).	4.52
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.001).	4.26
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.001).	3.91
EXPOSURE / PARTICIPATION: Has family members who hunt (p < 0.001).	3.76
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.01).	3.12
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.01).	2.91
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.01).	2.62
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

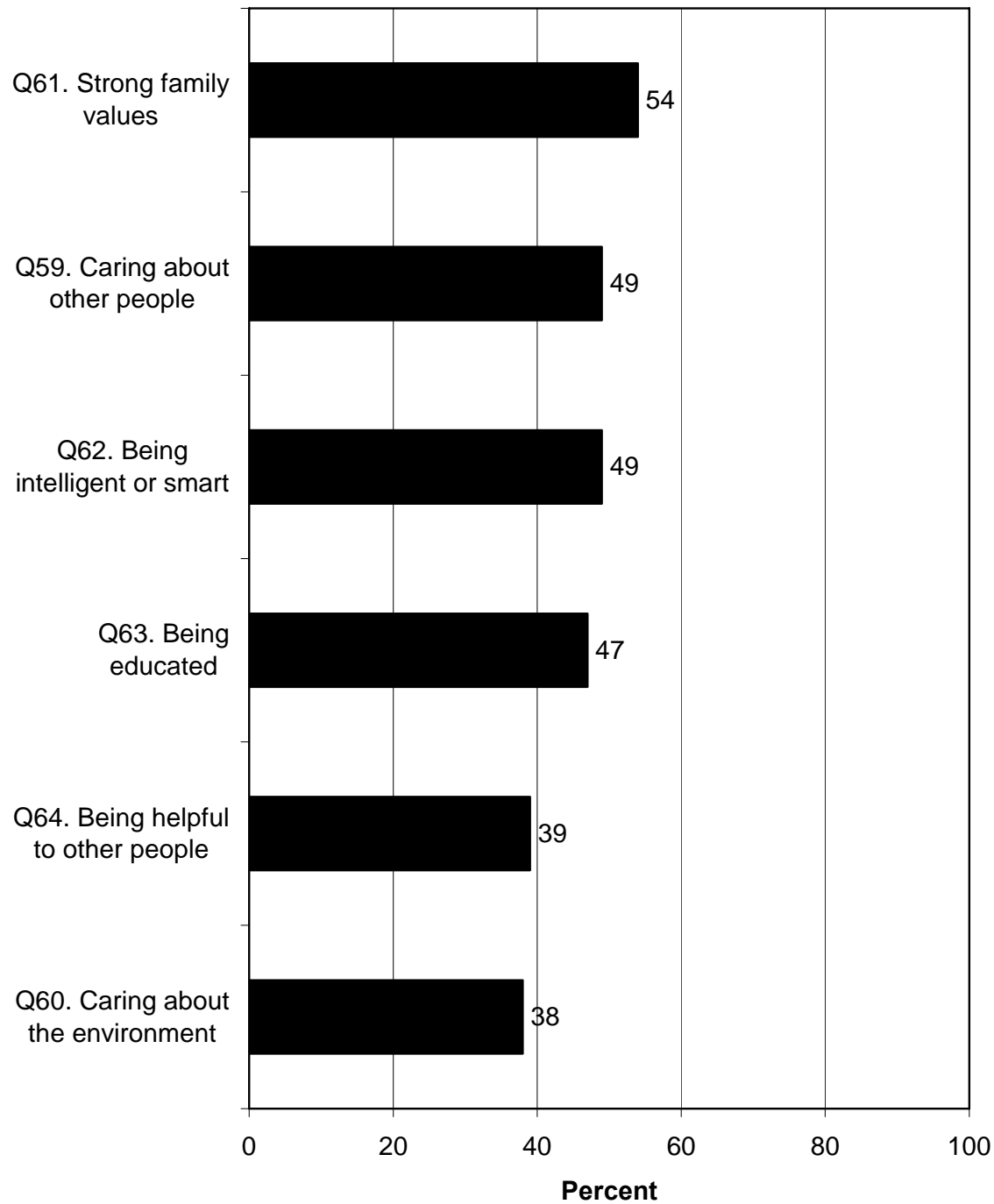
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>VALUE: Strongly agrees with the statement 'Compared to other sports, target shooting is a dangerous sport'</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.001$ ).	6.91
VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.001$ ).	5.66
VALUE: Strongly agrees with the statement 'Most hunters don't obey all the hunting laws' ( $p < 0.001$ ).	5.05
VALUE: Strongly agrees with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.01$ ).	3
VALUE: Did not indicate strongly agreeing with the statement 'Hunting wild animals such as turkey or deer for food is okay.' ( $p < 0.05$ ).	2.22
ATTITUDE: Did not indicate that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	4.03
ATTITUDE: Did not indicate that he / she thinks that target shooting is perfectly acceptable ( $p < 0.01$ ).	2.98
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.05$ ).	2.26
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in target shooting ( $p < 0.05$ ).	2.18
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about hunting ( $p < 0.05$ ).	2.06
EXPOSURE / PARTICIPATION: Did not indicate being invited to go hunting at least once ( $p < 0.01$ ).	2.68
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally hunts ( $p < 0.05$ ).	2.18
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q49. Why do you feel that hunting is dangerous?  
(Asked of those who agreed with the statement,  
'Compared to other sports, hunting is a dangerous  
sport.')**

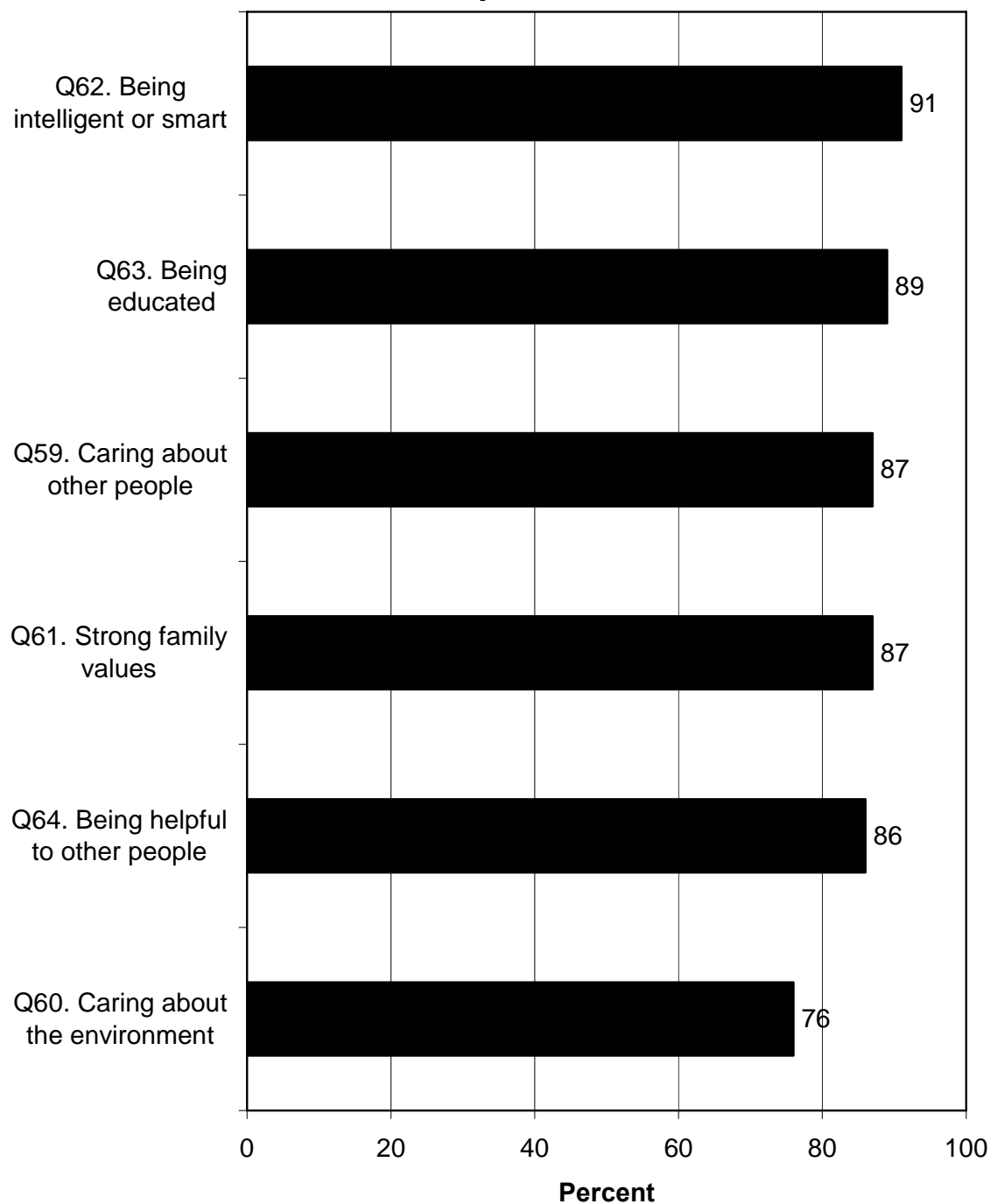


**Q59-64. Percent of respondents who think that most hunters have each of the following qualities:**

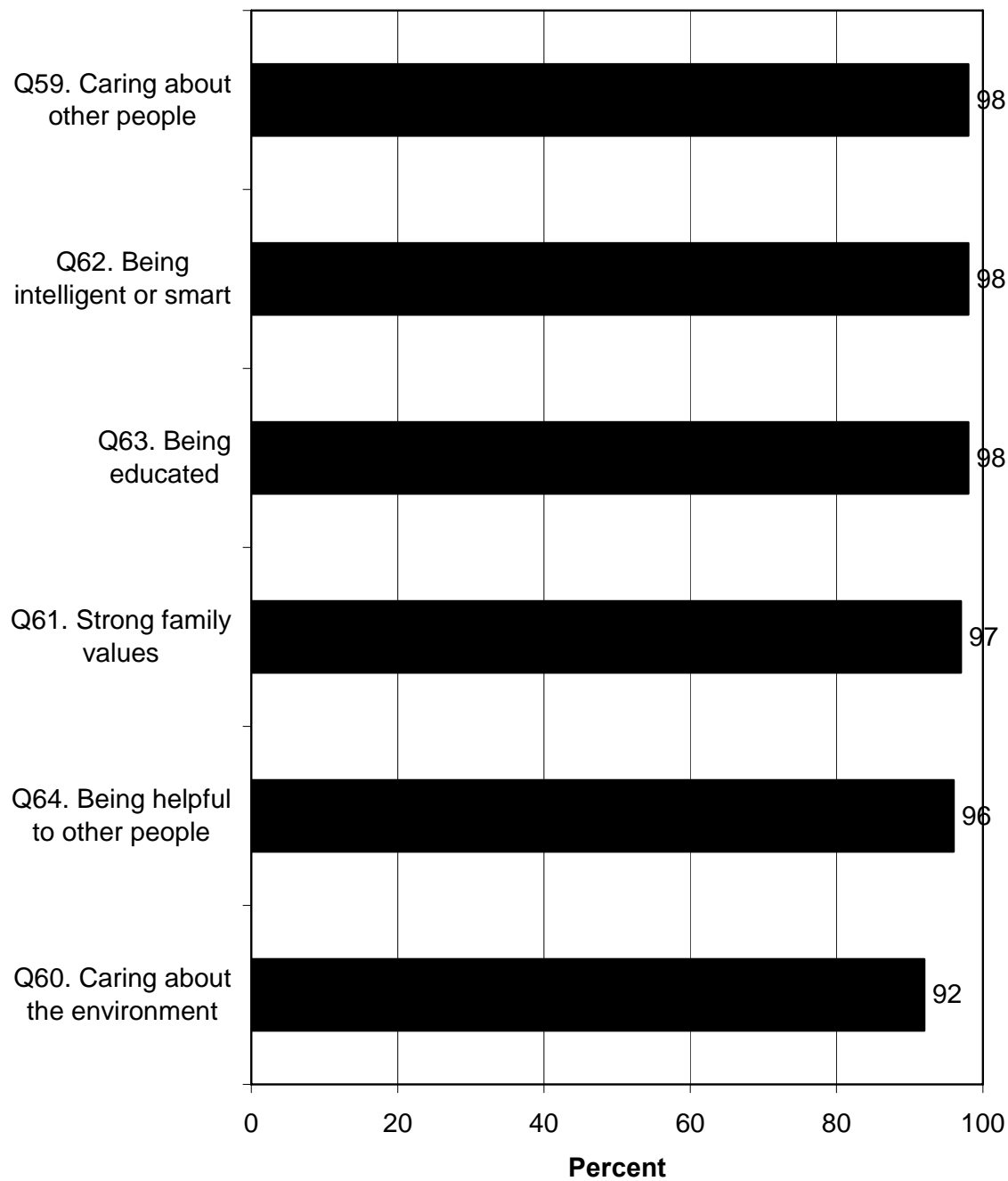




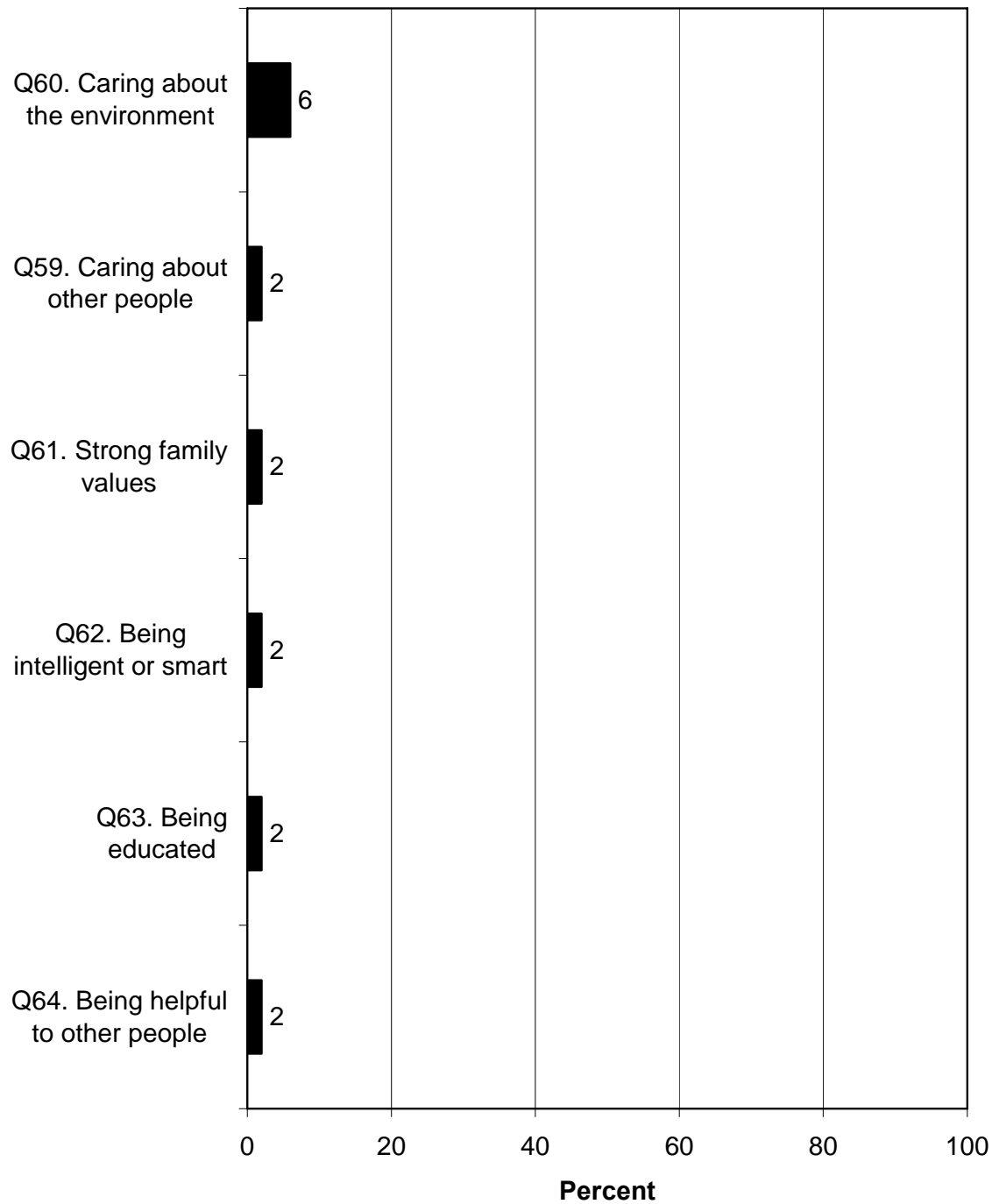
**Q59-64. Percent of respondents who think that most or some hunters have each of the following qualities:**



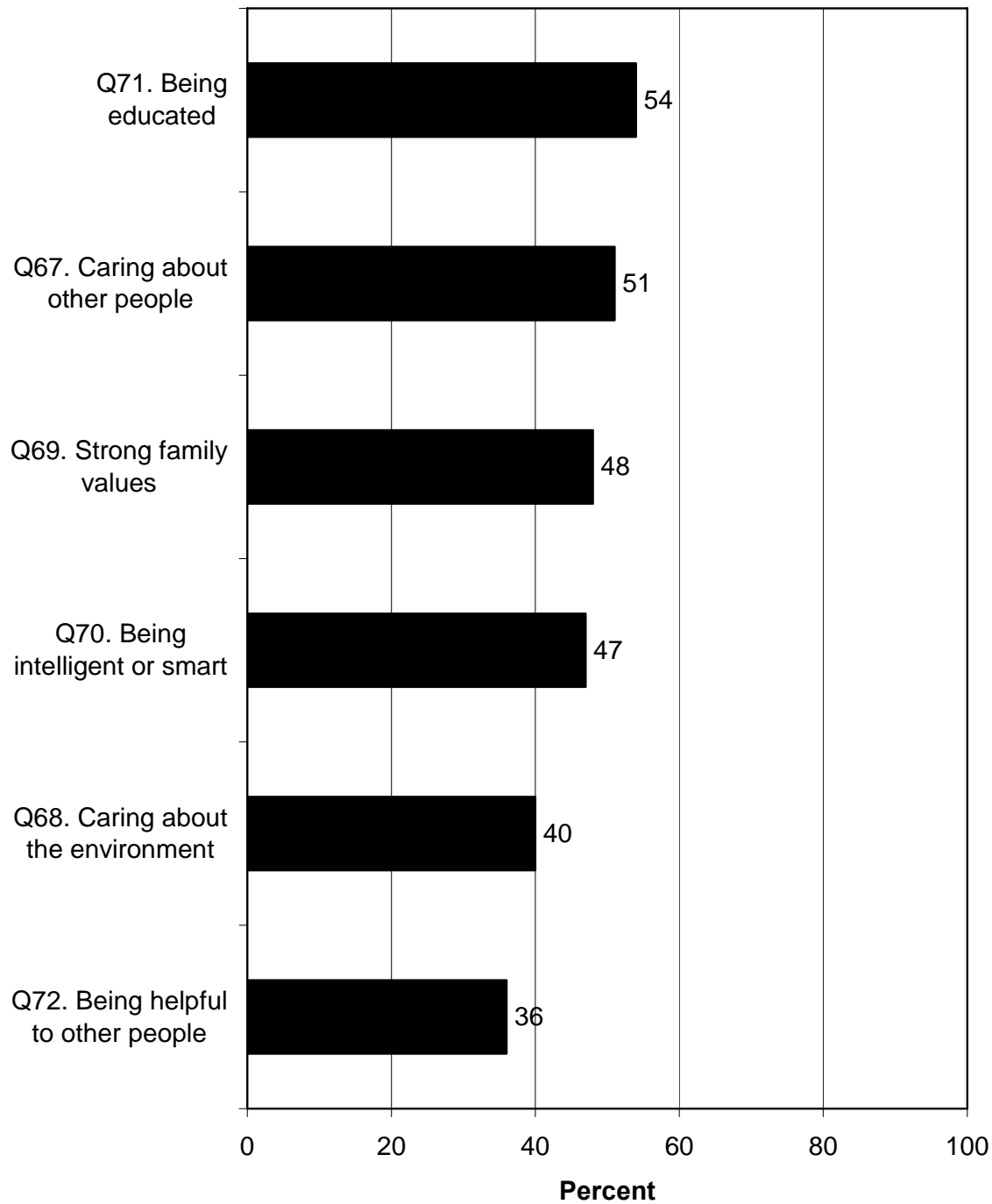
**Q59-64. Percent of respondents who think that most, some, or a few hunters have each of the following qualities:**



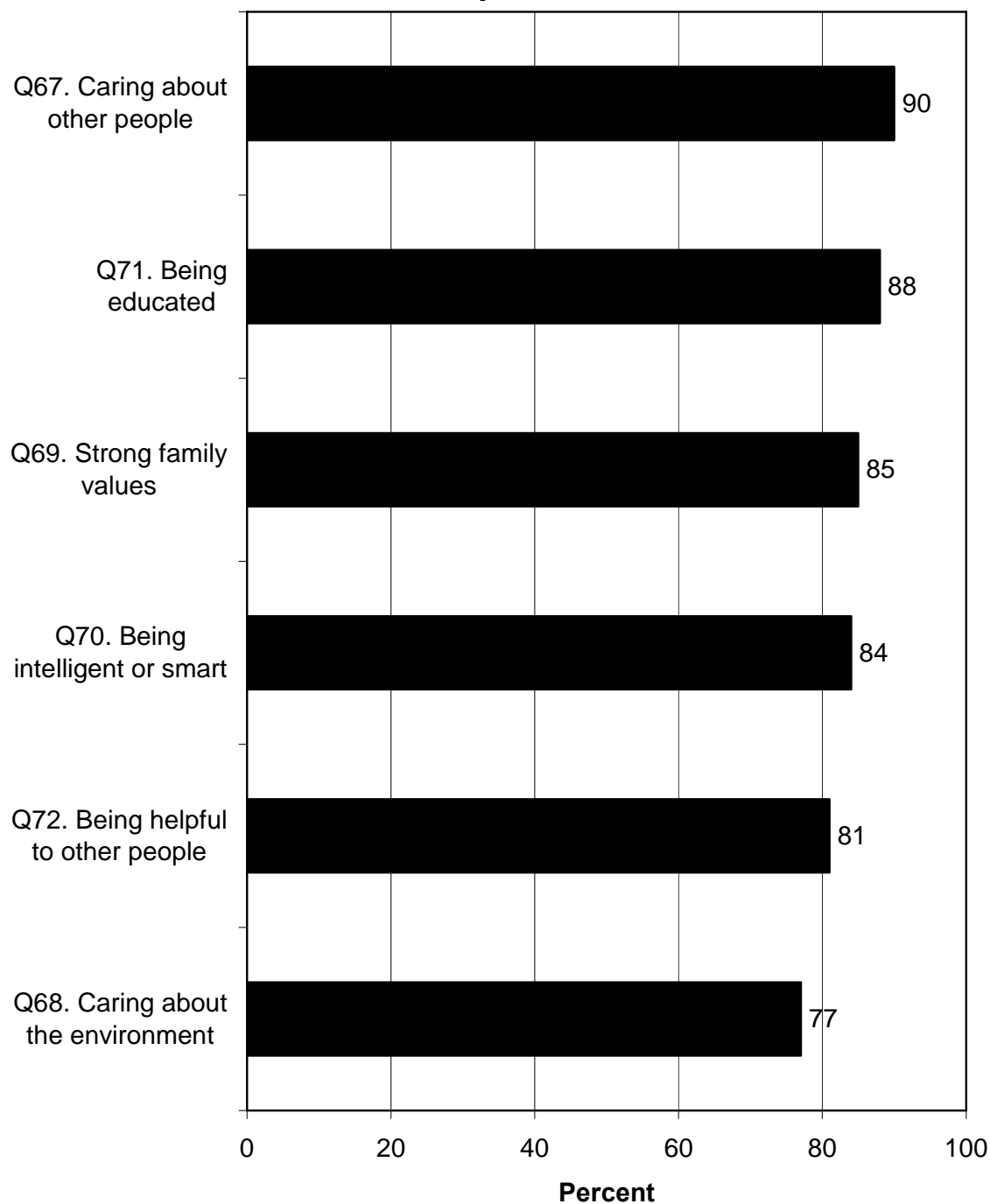
**Q59-64. Percent of respondents who think that no hunters have each of the following qualities:**



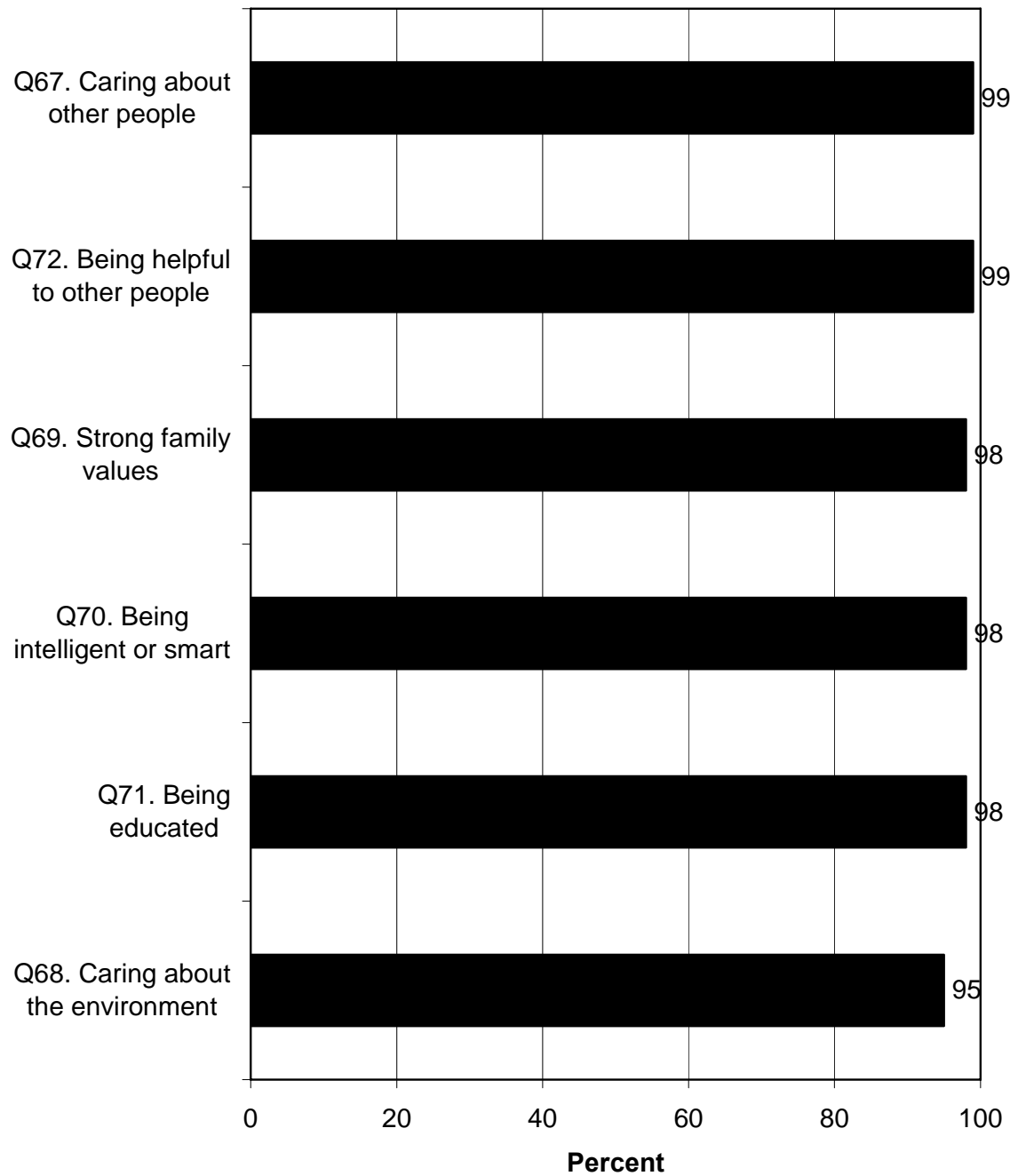
**Q67-72. Percent of respondents who think that most shooters have each of the following qualities:**



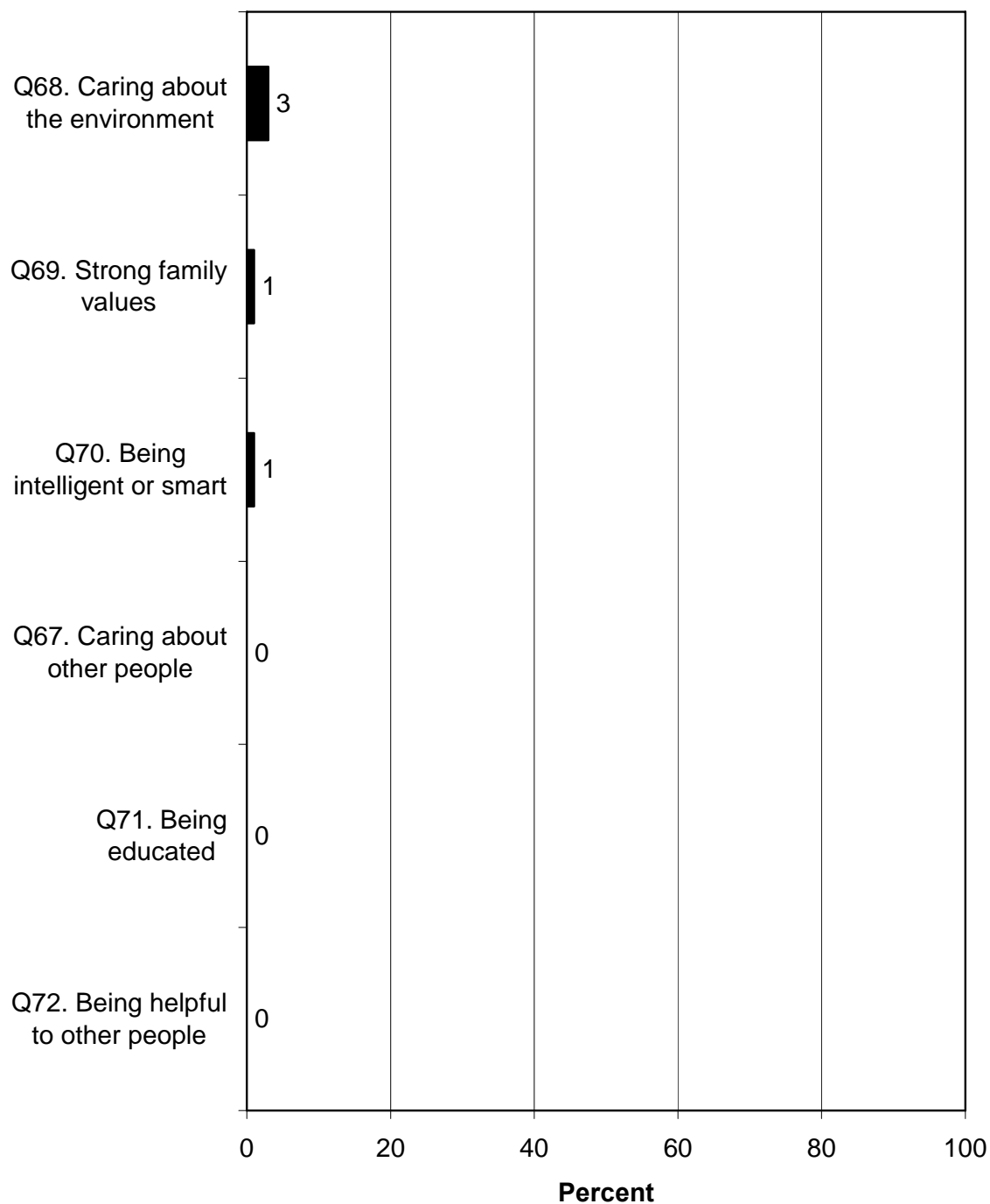
**Q67-72. Percent of respondents who think that most or some shooters have each of the following qualities:**



**Q67-72. Percent of respondents who think that most, some, or a few shooters have each of the following qualities:**



**Q67-72. Percent of respondents who think that no shooters have each of the following qualities:**



## **SOCIAL EXPOSURE TO HUNTING AND TARGET SHOOTING, OPINIONS ON PEER INVOLVEMENT, AND RELATED INVITATIONS TO HUNT AND TARGET SHOOT**

- **More often than not, youth indicate that their friends mostly have positive feelings about hunting and target shooting.**

Half of the youth surveyed (50%) reported that at least 50 percent of their friends have positive feelings about hunting, while more than a third (37%) said at least 70 percent of their friends view hunting positively. The mean proportion of respondent friends with positive feelings about hunting was 57.20 percent, while the median was 60 percent.

Similarly, 50% of youth said that at least 50 percent of their friends have positive feelings about target shooting, with 40% saying that at least 70 percent of their friends felt this way. The mean proportion of respondent friends with positive feelings about target shooting was 58.80 percent, and the median was 60 percent.

- **Faced with a situation in which their friends were going hunting or target shooting, the most likely reaction from youth is active encouragement (and potentially joining in). Apart from active encouragement, youth are more likely to be glad their friends are participating or to be neutral, rather than actively discouraging their friends' participation or being quietly against their participation.**

Asked to describe their likely reaction to a hypothetical scenario in which their friends were going hunting, the most common answer from youth is that they would actively encourage their friends' participation and potentially want to join them (34% of respondents gave this response). The next most common reaction is being neutral (28%), followed by being glad the friends were participating but keeping quiet about it (17%). Smaller percentages of respondents would react negatively, either actively encouraging their friends *not* to participate (12%) or being against their friends' decision to hunt but keeping quiet about it (9%).

The results are quite similar for the same hypothetical scenario involving shooting: 43% of youth would actively encourage their friends' participation in target shooting activities, while a quarter (25%) would be neutral. A further 22% would be glad their friends were participating but would keep quiet about it, and no more than a tenth of all respondents would either be against their friends' decision to target shoot but keep quiet about it (5%) or actively encourage their friends *not* to participate in target shooting (5%).

- A crosstabulation found that males, compared to females, are more likely to actively encourage their friends to participate in hunting, while females, compared to males, are more likely to be neutral or to actively encourage their friends *not* to participate in hunting.
- A crosstabulation found that older youth, compared to younger youth, are more likely to be neutral about their friends' participation in hunting.



- A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to actively encourage their friends to participate in hunting, to be glad their friends are participating but keep quiet about it, or to be neutral about their friends participating in hunting. On the other hand, those in urban/suburban areas, compared to those in small cities/towns or rural areas, are more likely to be against their friends' participation in hunting, or to actively encourage their friends *not* to participate in hunting.
- A crosstabulation found that males, compared to females, are more likely to actively encourage their friends to participate in target shooting, while females, compared to males, are more likely to be neutral about their friends participating in target shooting.
- A crosstabulation found that younger youth, compared to older youth, are more likely to be glad that their friends are participating in target shooting, but keep quiet about it. On the other hand, older youth, compared to younger youth, are more likely to be neutral about their friends' participation in target shooting.
- A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to actively encourage their friends to participate in target shooting. On the other hand, those in urban/suburban areas, compared to those in small cities/towns or rural areas, are more likely to be glad their friends are participating in target shooting, but keep quiet about it.

To better illustrate the types of respondents giving various answers to the hypothetical scenarios of friends hunting or target shooting (actively encourage their participation, be neutral, etc.), an additional series of graphs in this section shows the various reactions by the percentages of individual respondent characteristics.

- In the graph showing respondents who would actively encourage their friends' participation in **hunting**, the top characteristic categories are as follows:
  - 51% of those who personally hunt would actively encourage their friends' participation in hunting;
  - 50% of those who have friends who target shoot would actively encourage their friends' participation in hunting;
  - 47% of those who have family members who target shoot would actively encourage their friends' participation in hunting;
  - 43% of those who personally target shoot would actively encourage their friends' participation in hunting.
- In the graph showing respondents who would actively encourage their friends *not* to participate in **hunting**, the top characteristic categories are as follows:
  - 27% of those who do not have friends who hunt would actively encourage their friends *not* to participate in hunting;
  - 22% of those who do not have friends who target shoot would actively encourage their friends *not* to participate in hunting;
  - 20% of those who live in an urban or suburban area would actively encourage their friends *not* to participate in hunting;
  - 20% of those who do not have family members who hunt would actively encourage their friends *not* to participate in hunting.

- In the graph showing respondents who would actively encourage their friends' participation in **target shooting**, the top characteristic categories are as follows:
  - 71% of those who personally hunt would actively encourage their friends' participation in target shooting;
  - 65% of those who personally target shoot would actively encourage their friends' participation in target shooting;
  - 63% of those with friends who target shoot would actively encourage their friends' participation in target shooting;
  - 62% of those with family members who target shoot would actively encourage their friends' participation in target shooting.
- In the graph showing respondents who would actively encourage their friends *not* to participate in **target shooting**, only one characteristic category has at least a tenth of respondents that apply: 11% of those who do not have friends who hunt would actively encourage their friends *not* to participate in target shooting.

(Note that graphs for the “middle,” more moderate reactions are shown in this series as well.)

In the focus groups, most individuals suggested a neutral reaction to the scenario of learning that a friend would be going hunting, with a few participants expressing mild disapproval at the idea of killing animals. At the same time, a few others said they would actively encourage the individual and even consider joining them. Although a few members in each group said they would be against their friend's decision, no one suggested that they would actively attempt to dissuade a friend from going hunting. There was more approval and encouragement in response to the hypothetical scenario involving target shooting, with group participants moderately more likely to actively encourage a friend's participation in the activity. About half of each group said they would consider joining the target shooting friend, with others indicating that they would be neutral.

#### **Focus group comments regarding reactions to friends going hunting:**

*“I'd say neutral.”*

*“I wouldn't go against what [my friends] wanted to do.”*

*“I'd encourage them.”*

*“I'd start talking to them about hunting, I'd encourage them.”*

*“I'd encourage their decision but I'd be against it. I couldn't imagine killing anything, since I don't eat them.”*

*“I'd sign up with them—I'd want to go.”*

*“I wouldn't go, but I'd be neutral. I wouldn't tell them what to do.”*

*“I would support them but I’d be quiet.”*

*“I’d say go ahead. I’d probably be glad but keep quiet.”*

*“I’d be negative but keep quiet about it—if it’s something they enjoy, why put them down for it?”*

*“I’d say good for you, you’re finding some way to kill time. But in my mind, I’d feel like they really shouldn’t be doing it, because what if you end up killing the mother of a bunch of little animals?”*

*“I’d be glad but keep quiet.”*

*“They do what they do; they do what they want. I’d be happy for them—I don’t really like killing animals but I’d be happy they had something to do.”*

*“I guess I’d be glad but keep quiet. It’s nice they found something that keeps them happy but I’d have my own opinion. But I’m not going to be rude to them.”*

*“I’d keep my mouth shut. I’d be glad, I guess.”*

*“If a person knew you didn’t like hunting, they would know [how you felt], even just by facial expressions or something like that.”*

**Focus group comments regarding reactions to friends going target shooting:**

*“I’d be more neutral—with shooting, it could be used for self-defense. I don’t have anything against guns. If someone breaks into your house, you should always have a gun.”*

*“I would probably be glad but I wouldn’t say anything—I’d just keep my mouth shut.”*

*“I’d be neutral in general.”*

*“I would actively encourage them to do it. It’s just a fun thing to do, a way to keep busy.”*

*“I would say yes [to joining them], for protection purposes—if you were getting robbed, you could stop the criminal. ‘Move any further and I’ll shoot you.’ So I think target shooting would be a good thing to do.”*

- **While talk about hunting and target shooting in schools does not seem especially common among youth, such talk that *does* occur appears to be positive and perceived in a favorable light.**

When asked how much people in their school talk about hunting, youth most commonly said either *a little* (24%) or *hardly at all* (46%); smaller percentages said either *a lot* (17%) or *a moderate amount* (12%). Fortunately, any conversation about hunting in school tends to be perceived as largely positive: 54% of those who indicated that people in their school talk about hunting said that such people tend to say mostly good things (54%), while less than half (45%) indicate that hunting talk in school includes some good and some bad things.

Target shooting talk in school appears less common than talk about hunting: 58% of respondents said that people in their school talk about target shooting *hardly at all*, with over a quarter more (29%) saying people talk about it only *a little*. Just 9% of respondents indicated hearing talk about target shooting in their school *a moderate amount*, with 2% saying it came up *a lot*. However, as with hunting, talk about target shooting is more often than not positive: 61% of those who indicated that people in their school talk about target shooting said that it mostly involves good things, with a little more than a third (36%) answering that such shooting talk involves some good and some bad things.

In the focus groups, several participants said they had a few friends who either talked positively about hunting or who went hunting themselves, but many others in the groups suggested that they could not recall many people in their schools discussing hunting. However, the majority of group participants either had a positive or neutral view of hunting, with only a small number being mildly opposed. Discussing their friends' feelings on target shooting, most individuals in the group suggested a generally neutral view: while a few had friends or siblings or participated in or talked about the activity, most said that target shooting rarely if ever came up in conversations with their friends.

Focus group participants were also asked how they thought their friends perceived activities or subjects that they didn't talk about, and most individuals agreed that the absence of conversation or commentary about something usually indicated neutrality. In other words, a person's failure to talk about something was not necessarily indicative of strongly negative feelings—in most cases, it simply meant that the person wasn't interested enough to discuss the topic.

Discussing instances in which participants disagreed with their friends about something, a few participants mentioned sports preferences, musical tastes, or people their friends dated. In general, most individuals suggested that while they were usually not shy about disagreeing with their friends about various things, they tended to do so in a tactful, respectful way. A few people commented that everyone is entitled to his or her own opinion and preference, and barring some extreme examples, differences of opinion are natural and expected. In discussing instances in which their friends had disagreed with them about a certain issue, several people mentioned activities in which they participated but which their friends had lightly ridiculed or disagreed with. Some of these individuals said they invited friends to

participate or observe the activities in question as a way of introducing them through direct experience. In general, instances of peer disagreement were referred to and discussed in a rather lighthearted manner.

**Focus group comments regarding talking about hunting in school or with friends:**

*“My friends never talk about hunting.”*

*“About half of my friends probably feel positively about hunting.”*

*“I don’t have any friends who talk about hunting.”*

*“I’d say an eighth of my friends actually hunt, and three-fourths probably talk positively about it. They’re not against hunting.”*

*“Some of the people I talk to at my school talk about hunting, so I would try it. I’ve never heard anybody talk too bad about hunting.”*

*“A few of my guy friends talk about hunting, but none of my other [girl] friends.”*

*“Maybe ten-percent of my friends talk about hunting.”*

*“Some people will say, ‘Oh, killing a deer is so mean.’ But how do you think people in the old days used to do it?”*

*“All your food has to come from somewhere—you eat chicken? It has to die. Steak? It has to die.”*

*“Some friends just talk about the cleaning part of it. They don’t like that part of hunting. It’s like cleaning fish—no one likes that part of it.”*

*“My friends really don’t talk much about hunting.”*

*“I know a guy who hunts but he doesn’t talk about it much.”*

*“I think some friends of mine can’t really form an opinion [about hunting] because they’ve never really done it.”*

*“I don’t think many girls in my school would support hunting.”*

*“Hunting has just never really come up [in conversation].”*

*“I’ve never really talked with any friends about hunting.”*

*“Before I moved here, I lived in Tennessee, and they love hunting there. And people there do go around saying how many deer they shot, and that kind of thing.”*

**Focus group comments regarding talking about target shooting in school or with friends:**

*“I don’t really know anyone who talks about target shooting, and I don’t know anyone who’s against it.”*

*“I don’t think [most teenagers would have positive feelings about shooting].”*

*“My cousin went out shooting and was kind of proud about it. It was kind of weird.”*

*“I’d say my friends have a neutral view of target shooting.”*

*“A lot of people don’t have patience for target shooting. And a lot of people can’t say much about it because they haven’t tried it.”*

*“I guess if a person puts pictures on Facebook, like if they post photos of something they went to, that’s how we would talk about.”*

*“About a quarter of my friends will ask if I want to come over and shoot guns at trees. I have a friend who altered his gun like an AK-47 and has bullet holes all around his yard—he’s kind of addicted to shooting and stuff like that.”*

**Focus group comments regarding expressions of difference and disagreement with friends and peers, and the extent to which friends’ involvement in activities influences their own personal involvement:**

*“Someone not talking about something doesn’t mean they’re against it.”*

*“Some people go overboard talking about sports. They talk about it all day. Beating on tables, that kind of thing. This one boy in my school goes on and on about football—even when the season is over.”*

*“I think being quiet is normal; not everyone wants to show someone how awesome something is when they’re the only one doing it.”*

*“Maybe it’s just their personality—maybe they’re naturally quiet people. Just because they’re not screaming...”*

*“I know some people like that, who are really quiet about stuff until you hang out with them and get to know what they’re doing.”*

*“I hate when people say baseball is really hard. I argued with my friend about that the other day.”*

*“My friends’ music choices—that’s annoying. People have bad taste in music.”*

*“Who my friends choose to date—we sometimes disagree about that. But I let them know in a nice way—we don’t get mad about it.”*

*“I’m not rude about it, and I know when to stop. But I’ll say my point. I’ll let them know [when I disagree].”*

*“I’m a very blunt person, and if you ask for my input on something, don’t get mad when I give you my opinion. So don’t get mad when you ask for my opinion. I’m going to be honest.”*

*“I get some attitude [when I tell my friends I disagree].”*

*“My friends don’t really care when I disagree.”*

*“For soccer, I have friends who think it’s a really fun sport, and I don’t think so. So we kind of go back and forth about what’s the best sport, but it’s friendly, it’s in good fun.”*

*“Our school is big and there’s a whole bunch of different teams, almost a team for everyone. So we don’t really argue about stuff.”*

*“If my friends said, ‘I’m going to go hunting and kill this little deer!’, I’d be like, ‘What are you doing? Don’t do that.’ But I’m not going to be rude about it. If they just said, ‘I’m going to go hunting but not kill anything,’ I’d be fine with that.”*

*“Some people in my grade want to go hunting, but what are you going to do with an animal after you shoot it? You’re taking a life for no reason. And people probably wouldn’t listen [if I disagreed with them hunting]; they’re going to do what they want to do.”*

*“I would say, just go do what you want to do. If it’s your thing, that’s fine, but it doesn’t mean that I have to do it too.”*

*“Well, I accept it [when my friends disagree]. It’s their opinion and I can’t change it.”*

*“I used to take contemporary karate, with the flipping and all that. And my friends told me it was really easy, which I disagree with—it takes months to learn it. So I took some friends to a tournament and they fell on their faces.”*

*“That’s how I am with lacrosse—people say it’s just a bunch of boys running around with sticks in their hands. I tell them to try it. See how good you are. I just take them to a game and say, ‘Watch.’ And then I’ll let them try it.”*

*“Sometimes I have an opinion that other people don’t have, but most of the time, [my friends and I] are alike.”*

*“If it’s something I feel strongly about, I’ll tell them how I feel. I wouldn’t say anything if they were arguing with their parents about something. But if they’re arguing with one of my other friends, I’ll say something.”*

*“I think people stick to what they’re good at and what they enjoy doing. There might be some people who branch out, but it [seems rare].”*

*“I think you look to your friends, people who are like you. I think you hang out with people who are like you and who do the same things.”*

*“If a really popular person decides to do horse-jumping or something, it might catch on. But if the person isn’t really popular, it won’t blow up. Like if Lady Gaga took up badminton, everyone might start playing badminton.”*

*“I don’t think a sport or activity goes from being not popular to very popular really fast. People might try new things, but—like, all the basketball players aren’t just going to go try shooting all of a sudden. One or two people might go try it because it seems interesting. But in general, some people are like the athletes and some people are interested in other things.”*

*“I think people stick to what they want to do, rather than what other people are doing.”*

*“I think it’s about how you tell your friends, and bringing your friends to participate in something, and then everyone’s doing something together. People don’t want to do things alone.”*

*“I have guy friends and I have girl friends—whoever goes, goes. It depends on what you go for. It depends on if you’re going to score [and be competitive] or just to have fun. Girls have more patience than guys, for example.”*

- **A little less than half of youth have been invited to go hunting at some point, with about half of this figure actually going when invited. Fortunately, in looking at reasons why youth do not accept invitations to go hunting, time constraints and other obligations are more often responsible than is outright opposition to hunting. In terms of future invitations, about half of those who receive an invitation to go hunting are likely to go.**

More than half of the youth surveyed (55%) had *never* been invited in hunting, while about a fifth (22%) had been invited *once or twice*. Less commonly, youth had been invited hunting *a few times* (11%) or *many times* (11%). Among those who were invited to go hunting at some point, half (49%) *never* went; a further 30% went *some of the times*, and only 20% went *every time*. (Note that those who personally hunt are much more likely to go hunting when invited; a crosstabulation for this question is shown comparing hunters to non-hunters.)



Those who never went hunting when invited were asked their reasons for not going, and the top response was simply having other obligations that conflicted (49% of those invited who never went gave this response). Meanwhile, 19% said they had no interest in hunting, with smaller percentages mentioning being opposed to killing animals (9%) or being inexperienced or not old enough (9%).

Another question in this section measured the respondent's likelihood of going hunting if invited within the next 12 months: over half of the youth surveyed (57%) said they were likely to go, with 25% being *very* likely; however, another 42% said they were *not at all* likely to go hunting if invited. (Note that this question was added to the questionnaire after the data collection had begun; because of this, only 129 out of the total sample of 256 youth were asked it.)

- A crosstabulation found that males, compared to females, are more likely to be *somewhat* likely to go hunting if invited within the next 12 months, while females, compared to males, are more likely to be *not at all* likely to go hunting if invited within the next 12 months.
- A crosstabulation found that older youth, compared to younger youth, are more likely to be *very* likely to go hunting if invited within the next 12 months, while younger youth, compared to older youth, are more likely to be *not at all* likely to go hunting if invited within the next 12 months.
- A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to be *very* or *somewhat* likely to go hunting if invited within the next 12 months. On the other hand, those in urban/suburban areas, compared to those in small cities/towns or rural areas, are more likely to be *not at all* likely to go hunting if invited within the next 12 months.

An additional graph in this section shows the total percentages of *non-hunters* (i.e., those who did not indicate that they personally hunted) by various categories within the survey (e.g., gender, residence type, participation in hunting and shooting activities) who would be either *very* or *somewhat* likely to go hunting if invited in the next 12 months. In this ranking, the top categories for being likely to go hunting if invited within the next 12 months are as follows:

- 74% of non-hunters with family members who target shoot would be likely to go hunting in the next 12 months, if invited;
- 65% of non-hunters who personally shoot would be likely to go hunting in the next 12 months, if invited;
- 64% of non-hunters with family members who hunt would be likely to go hunting in the next 12 months, if invited;
- 63% of non-hunters living in small cities/towns or rural areas would be likely to go hunting in the next 12 months, if invited;
- 58% of non-hunting 15-17-year-olds would be likely to go hunting in the next 12 months, if invited;
- 57% of non-hunters with friends who hunt would be likely to go hunting in the next 12 months, if invited;

- 57% of non-hunters with friends who target shoot would be likely to go hunting in the next 12 months, if invited;
- 56% of non-hunting males would be likely to go hunting in the next 12 months, if invited.

**In actual numbers based on U.S. Census population estimates, the percentages above translate into 23,669,139 youth ages 8 to 17 years old who would be likely to go hunting if invited in the next 12 months. Among this group are 16,860,209 *non-hunter youth* who would be likely to hunt if invited in the next 12 months.**

- **Similar to hunting, most youth have not been invited to go target shooting, but those who *are* invited are more likely to accept the invitation than are those invited to go hunting. Once again, time constraints and conflicting obligations are more to blame for not going shooting when invited than opposition to or discomfort around guns and shooting. As many as two-thirds of those invited to go shooting in the future are likely to accept the invitation.**

Responses concerning shooting invitations followed the pattern of answers on hunting: more than half of the sample (52%) had *never* been invited to go target shooting, while slightly less than a quarter (23%) had been invited *once or twice*. Just 16% had been invited to go shooting *a few times*, with 8% being invited *many times*. However, youth appeared to show a greater willingness to accept invitations to go shooting than invitations to go hunting: among those who were invited to go target shooting at some point, 43% went *every time*, 41% went *some of the times*, and only 16% *never* went. (Note that, as before, those who personally target shoot are much more likely to go target shooting when invited; a crosstabulation for this question is shown comparing shooters to non-shooters.) The most common reasons for never accepting an invitation to go target shooting were having other obligations or time conflicts (62% of those invited who never went gave this response). Meanwhile, 20% said they simply had no interest in shooting.

As before, a later question measured likelihood of going target shooting if invited within the next 12 months: in an even breakdown of responses, a third of respondents (33%) are *very* likely, a third (33%) are *somewhat* likely, and a final third (33%) are *not at all* likely to go target shooting if invited.

- A crosstabulation found that males, compared to females, are more likely to be *very* likely to go target shooting if invited within the next 12 months, while females, compared to males, are more likely to be *not at all* likely to go target shooting if invited within the next 12 months.
- A crosstabulation found that older youth, compared to younger youth, are more likely to be *very* likely to go target shooting if invited within the next 12 months, while younger youth, compared to older youth, are more likely to be *not at all* likely to go target shooting if invited within the next 12 months.
- A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to be *very* likely to go target shooting if invited within the next 12 months. On the other hand, those in

urban/suburban areas, compared to those in small cities/towns or rural areas, are more likely to be *not at all* likely to go target shooting if invited within the next 12 months.

An additional graph in this section shows the total percentages of *non-shooters* (i.e., those who did not indicate that they personally participated in target shooting) by various categories within the survey (e.g., gender, residence type, participation in hunting and shooting activities) who would be either *very* or *somewhat* likely to go target shooting if invited in the next 12 months. In this ranking, the top categories for being likely to go target shooting if invited within the next 12 months are as follows:

- 75% of non-shooters who personally hunt would be likely to go target shooting in the next 12 months, if invited;
- 67% of non-shooters with family members who target shoot would be likely to go target shooting in the next 12 months, if invited;
- 63% of non-shooters who do not do stuff with their parents often would be likely to go target shooting in the next 12 months, if invited;
- 57% of non-shooting 15-17-year-olds would be likely to go target shooting in the next 12 months, if invited;
- 54% of non-shooters with friends who hunt would be likely to go target shooting in the next 12 months, if invited;
- 53% of non-shooters who live in small cities/towns or rural areas would be likely to go target shooting in the next 12 months, if invited;
- 52% of non-shooters who do not have friends who target shoot would be likely to go target shooting in the next 12 months, if invited;
- 51% of non-shooting females would be likely to go target shooting in the next 12 months, if invited.

**In actual numbers based on U.S. Census population estimates, the percentages above translate into 27,559,957 youth ages 8 to 17 years old who would be likely to target shoot if invited in the next 12 months. Among this group are 12,645,157 *non-shooter youth* who would be likely to target shoot if invited in the next 12 months.**

(Note crosstabulations comparing hunters to non-hunters and shooters to non-shooters found that those already involved in the sports are much more likely to be invited to go hunting or shooting; non-hunters and non-shooters, by comparison, most often said they had *never* been invited to go.)

In the focus groups, virtually all group members said they knew of a friend or classmate at school who hunted, and several people in the two groups had either previously gone hunting or target shooting or had been invited, although no participants considered themselves to be regular hunters or shooters. Discussing instances in which they had been invited to go hunting but had ended up not going, a few people mentioned having to decline because of cold weather or a parent disapproving of firearms or hunting. Several people reported seeing pictures or other personal information about hunting or shooting posted on Facebook pages (e.g., photos of an animal harvested), and a few of these people said that such postings made them slightly more interested or likely to take part in the activity with a friend.

**Focus group comments regarding invitations hunting and target shooting and potential interest in joining a friend hunting or target shooting:**

*“I got invited [to go hunting] but it was too cold, so I didn’t go.”*

*“I got invited but I don’t think my mom would let me go—she’s scared of guns. So I didn’t go because I didn’t want to get in trouble.”*

*“You do have to have a lot of patience to go hunting. When you shoot targets, the targets wait on you. I think target shooting is easier, more popular.”*

*“I don’t really have a reason why, but yeah, I am [interested in going hunting]. I know some people who hunt.”*

*“I would try hunting, even though none of my friends really hunt. I think it’s all about what you like, what you’re into [regardless of whether you have friends who participate in the activity].”*

*“I’m pretty interested in trying target shooting.”*

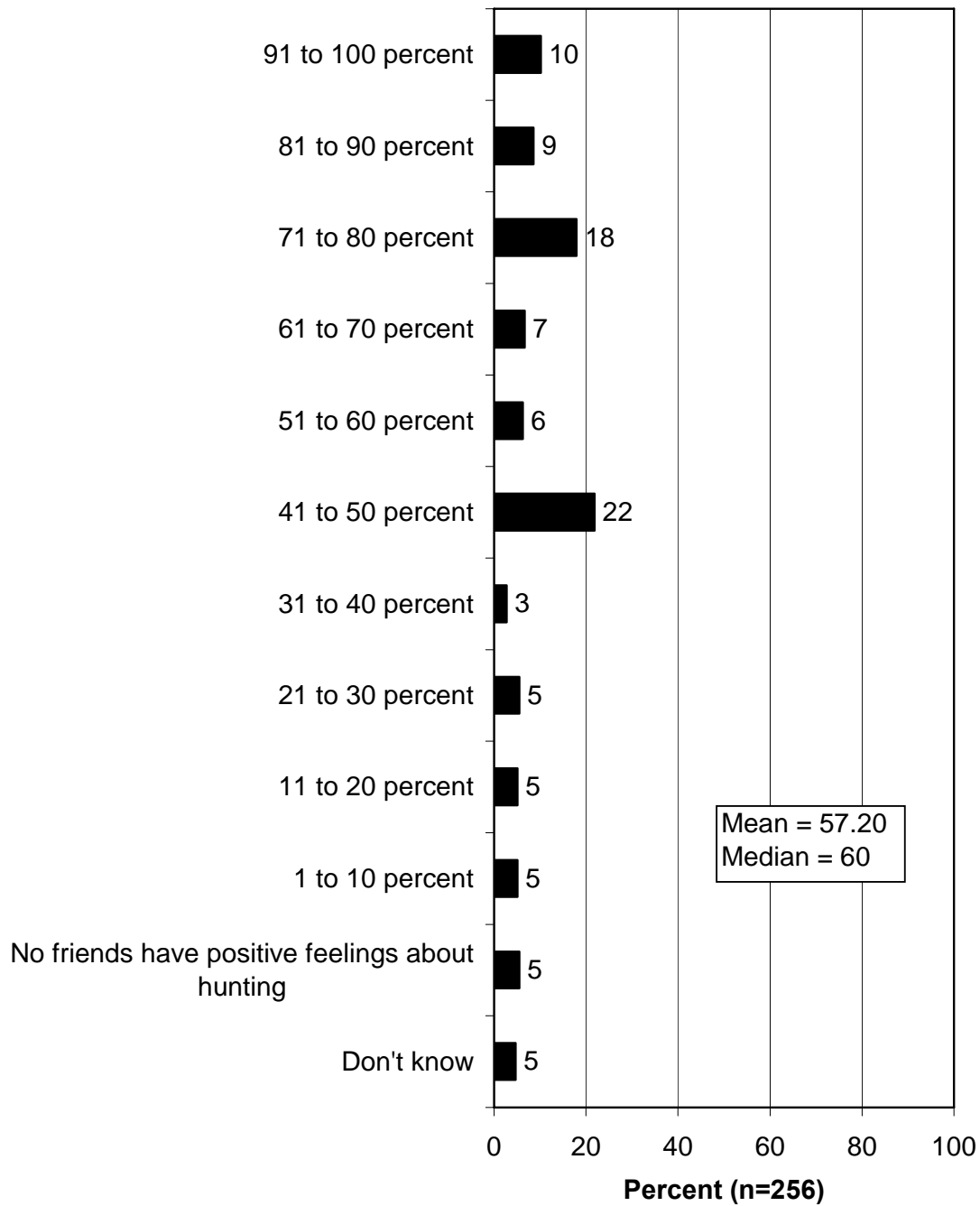
*“I’m interested in target shooting because of my dad—he took me out to shooting ranges. He would take my friends and me to shoot.”*

*“Well, there’s nothing wrong with shooting—you’re not going to kill an animal by accident. Your friends could get you involved in shooting, like paintball.”*

*“I have a friend who talks about what goes on when he goes hunting. He puts pictures up on Facebook of things he’s hunted. In a way, seeing that stuff kind of makes you want to join up and go with them.”*

*“I’ve gone but I don’t really bring it up to friends. I’m not like, ‘Hey, let’s talk about hunting.’ If they ask, I’ll bring it up and talk about it. But that’s about it.”*

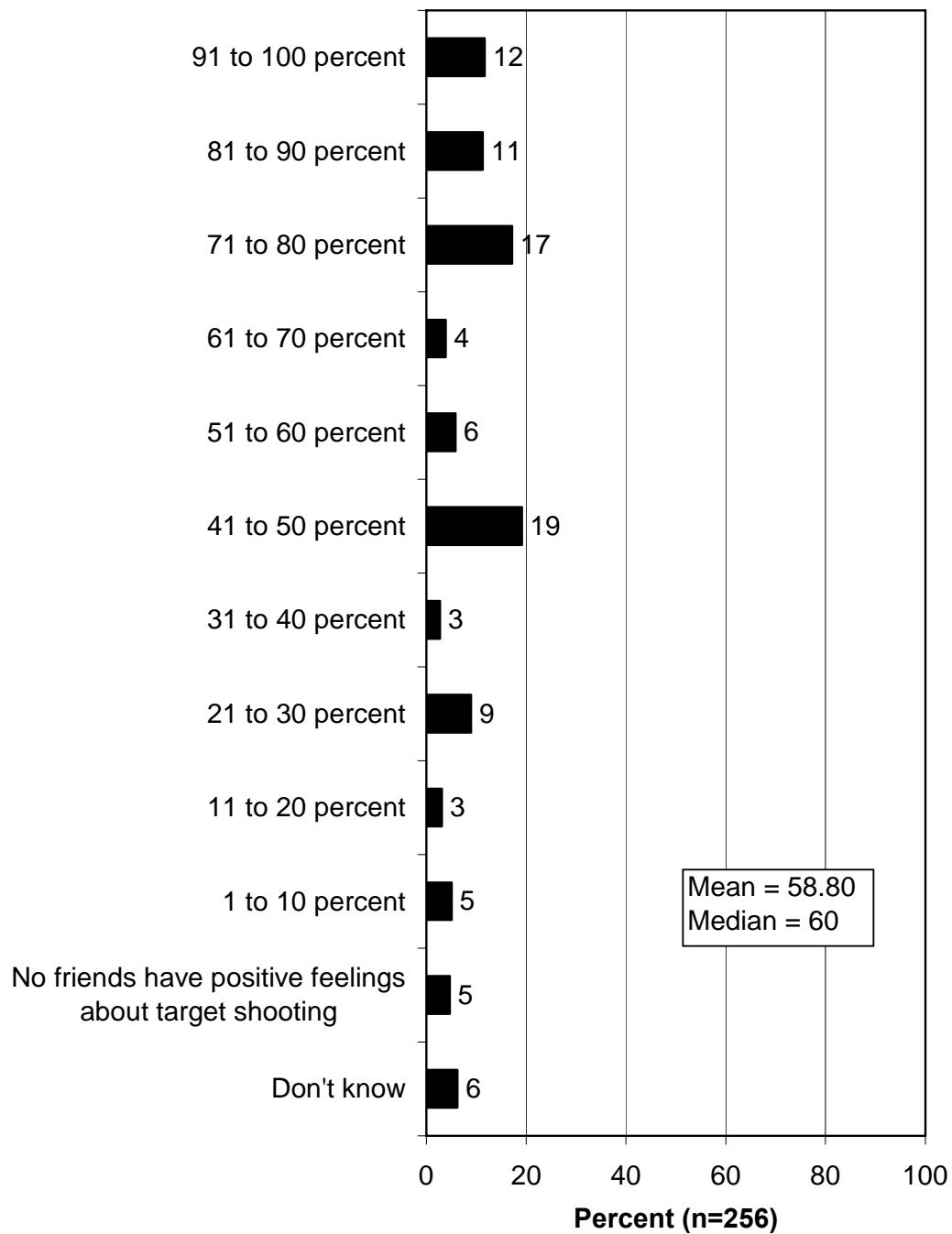
**Q73. What proportion of your friends do you think have positive feelings about hunting?**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	5.31
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	3.68
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	3.67
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.001).	3.34
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' (p < 0.01).	3.17
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.01).	2.81
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' (p < 0.05).	2.57
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.05).	2.13
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' (p < 0.05).	2.06
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	5.07
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable (p < 0.001).	4.88
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.001).	4.78
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.001).	3.9
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.001).	3.86
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.001).	3.46
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.001).	7.37
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.001).	4.06
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.01).	3.1
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot (p < 0.05).	2.44
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.001).	5.08
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.001).	4.47
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	4.35
EXPOSURE / PARTICIPATION: Has family members who hunt (p < 0.001).	4.25
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.001).	3.97
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.001).	3.9
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.001).	3.68
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.01).	3.1
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.01).	2.97
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area (p < 0.05).	2.51
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q76. What proportion of your friends do you think have positive feelings about target shooting?**

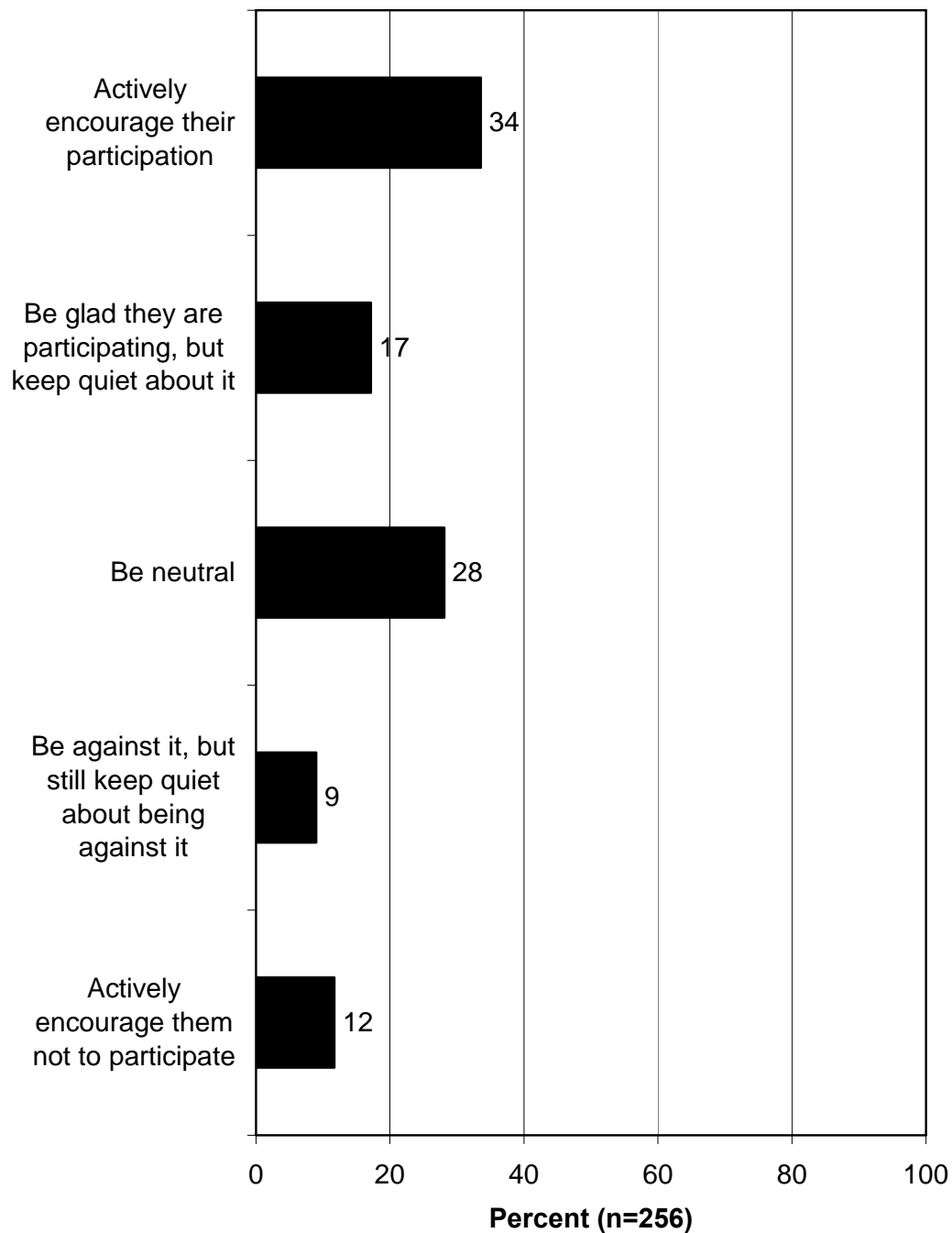


**Correlations to the Characteristic or Opinion Shown in the Top Row**

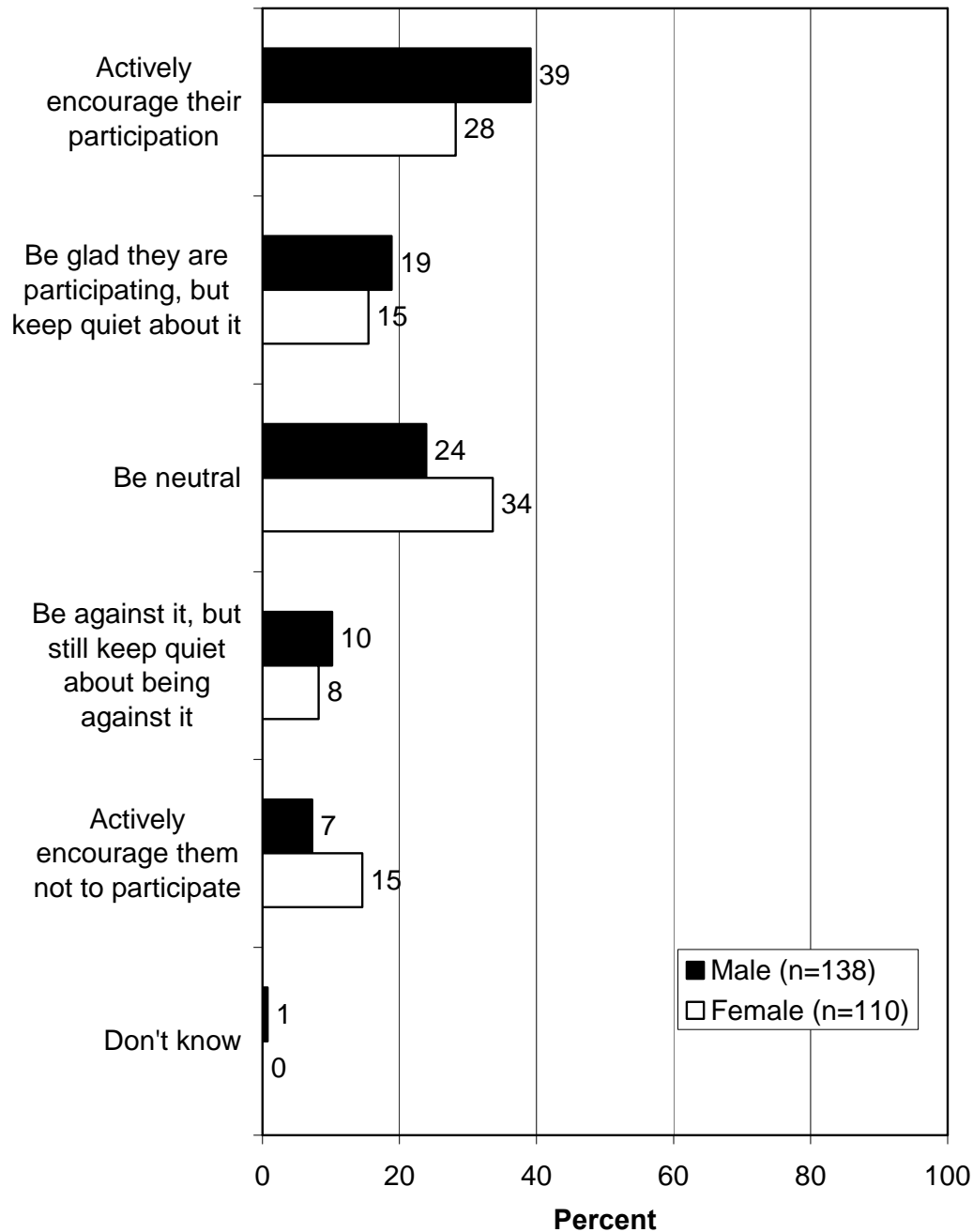
<b>SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	3.34
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.01$ ).	2.84
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.05$ ).	2.56
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.05$ ).	2.26
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.05$ ).	2.1
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.05$ ).	2
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	3.98
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	3.55
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	3.35
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.01$ ).	2.92
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	7.37
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	5.25
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	3.43
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	4.3
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	4.27
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	4.04
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	3.36
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.01$ ).	3.28
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.01$ ).	2.91
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.05$ ).	2.51
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.05$ ).	2.28
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	



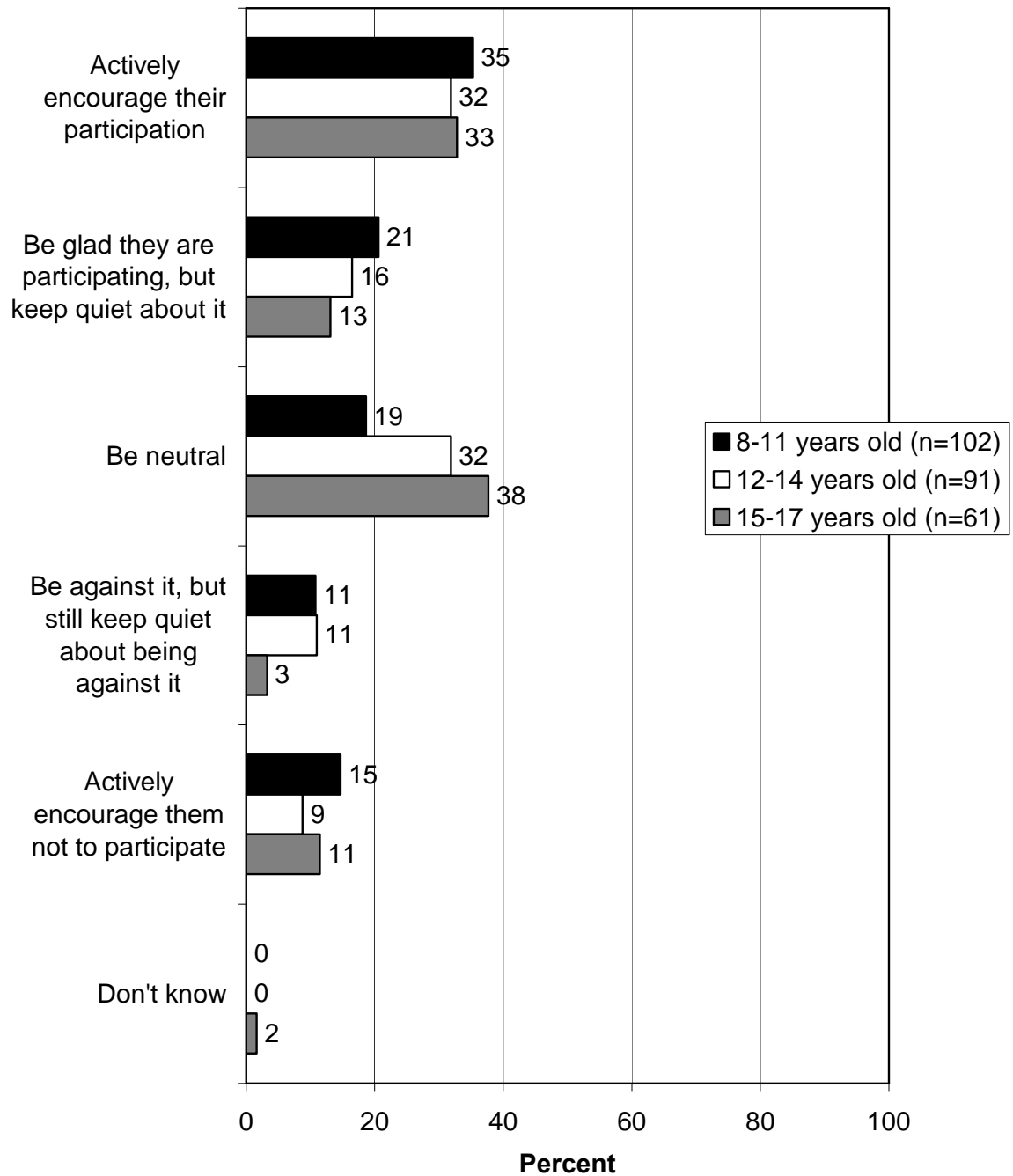
**Q79. If your friends told you they were going to participate in hunting, which of the following best describes your reaction? Would you...?**



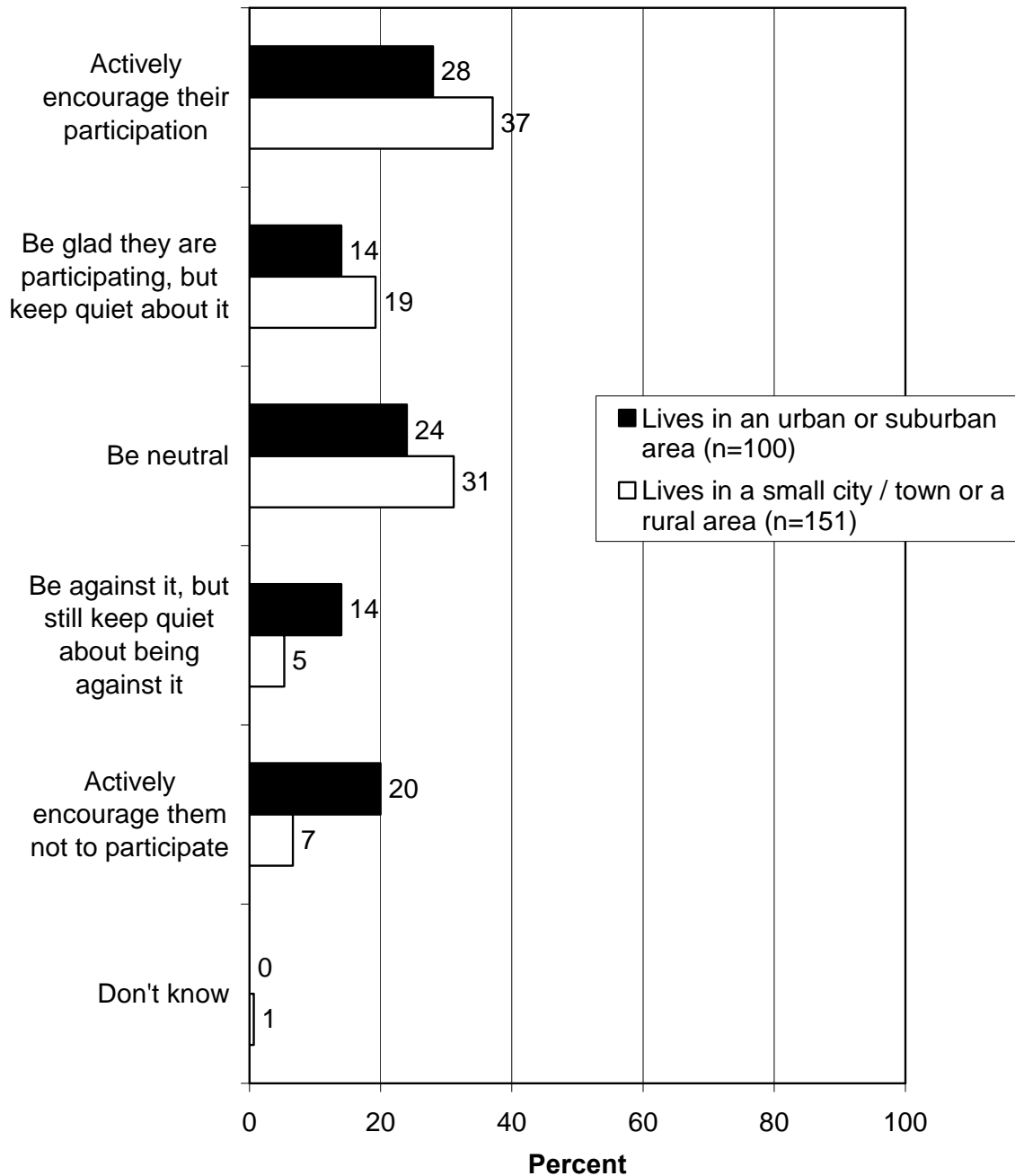
**Q79. If your friends told you they were going to participate in hunting, which of the following best describes your reaction? Would you...?**



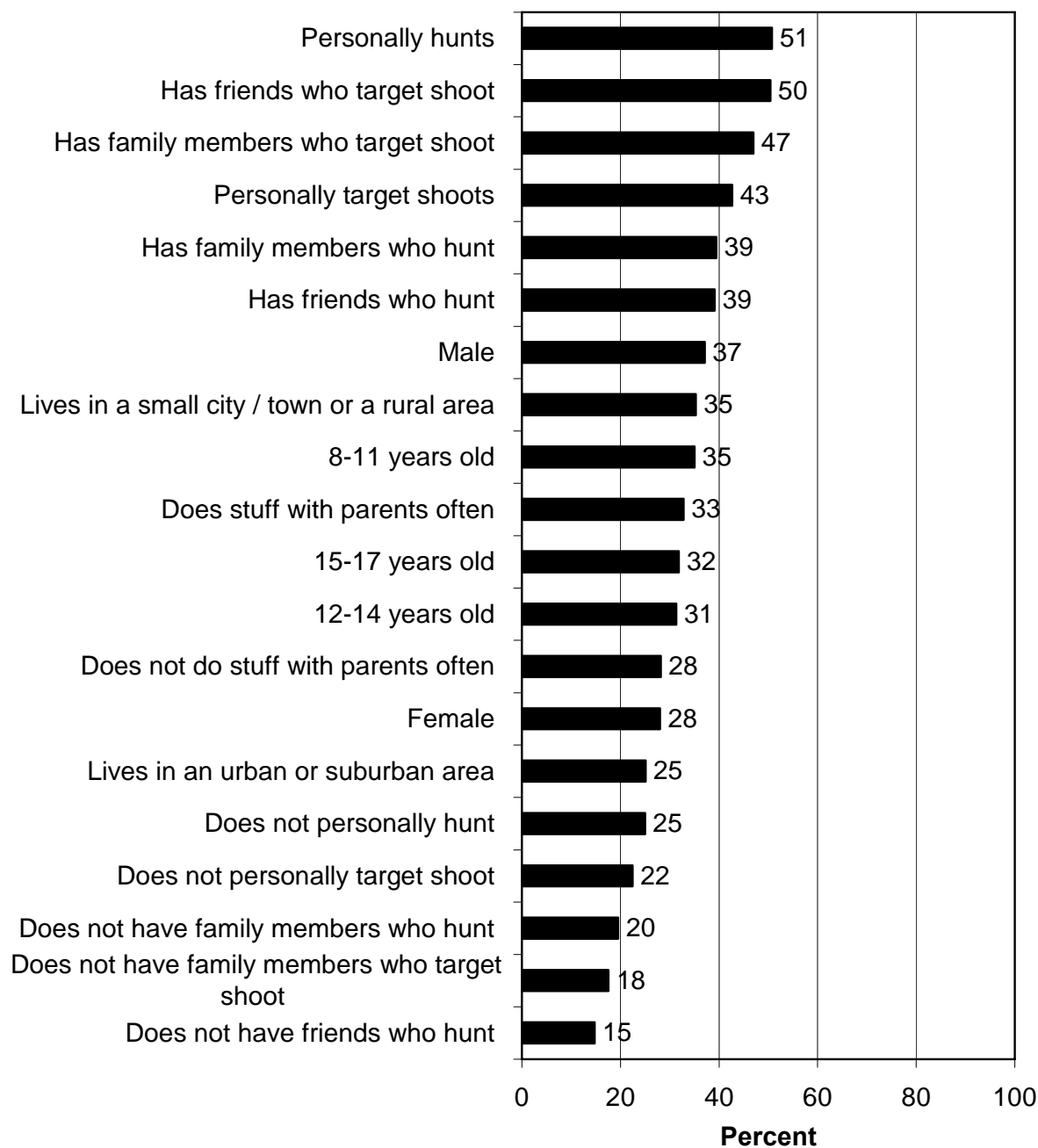
**Q79. If your friends told you they were going to participate in hunting, which of the following best describes your reaction? Would you...?**



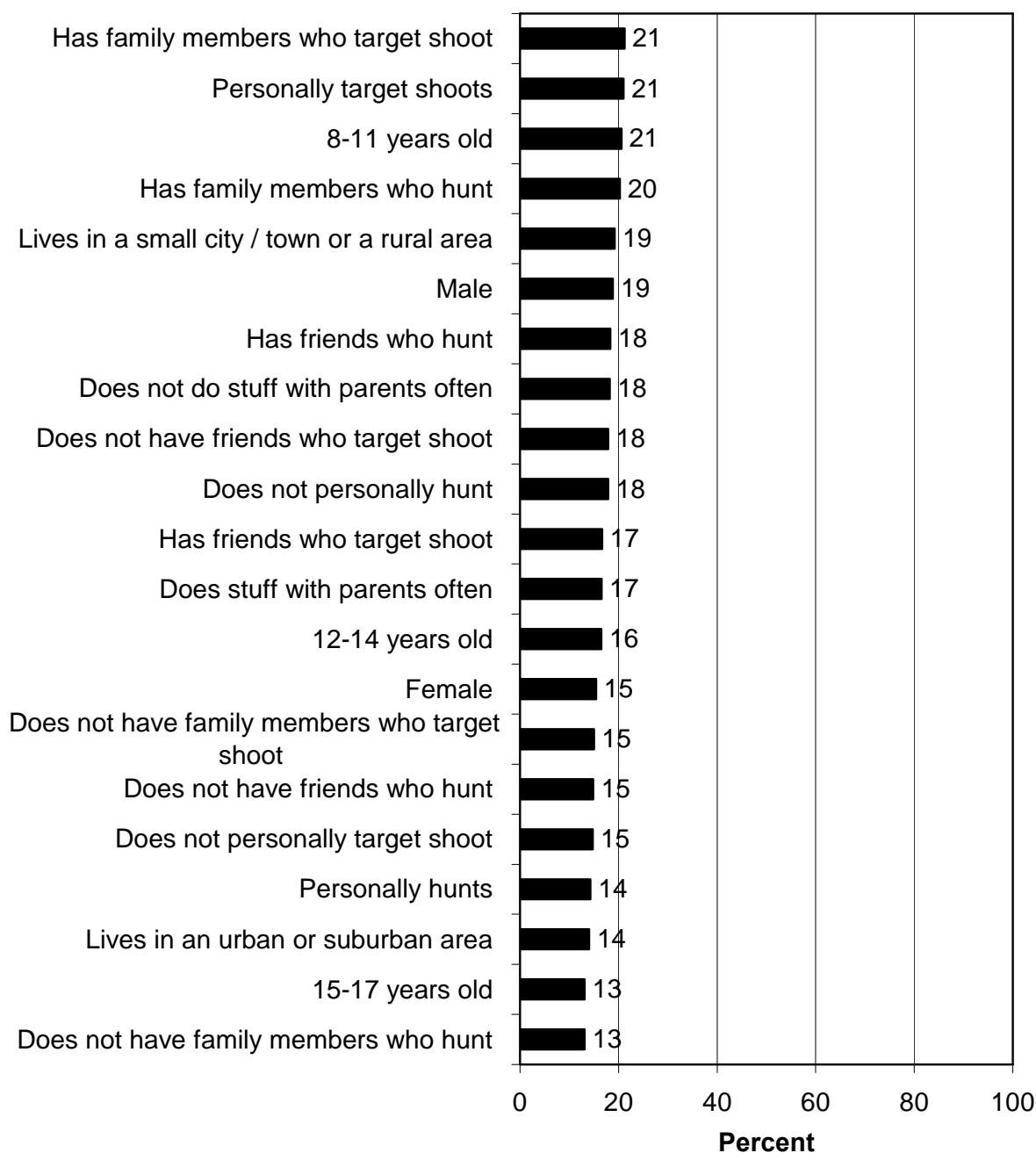
**Q79. If your friends told you they were going to participate in hunting, which of the following best describes your reaction? Would you...?**



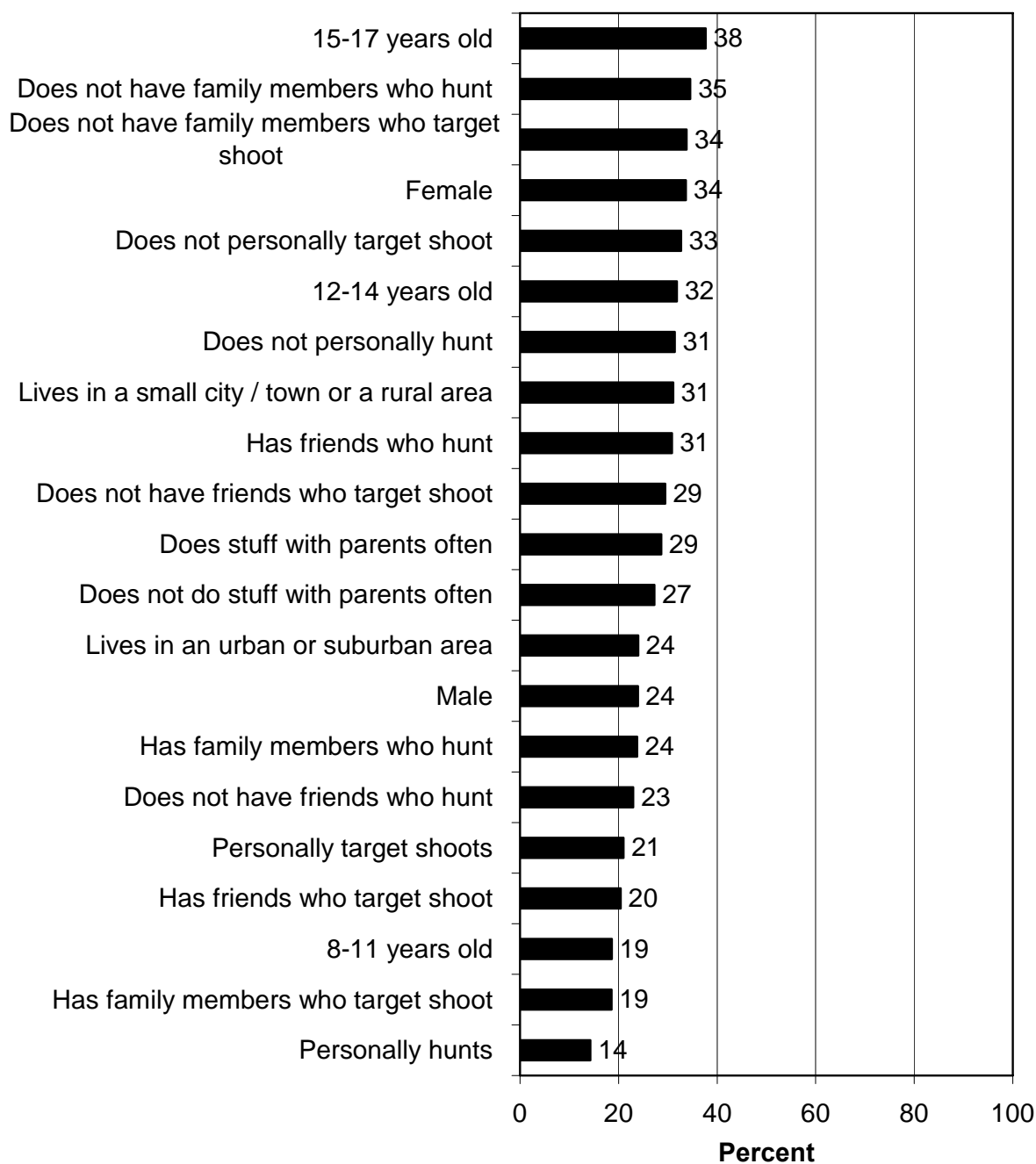
**Among all youth who, if their friends told them they were going to participate in hunting, would actively encourage their participation (34% of youth gave this response):**



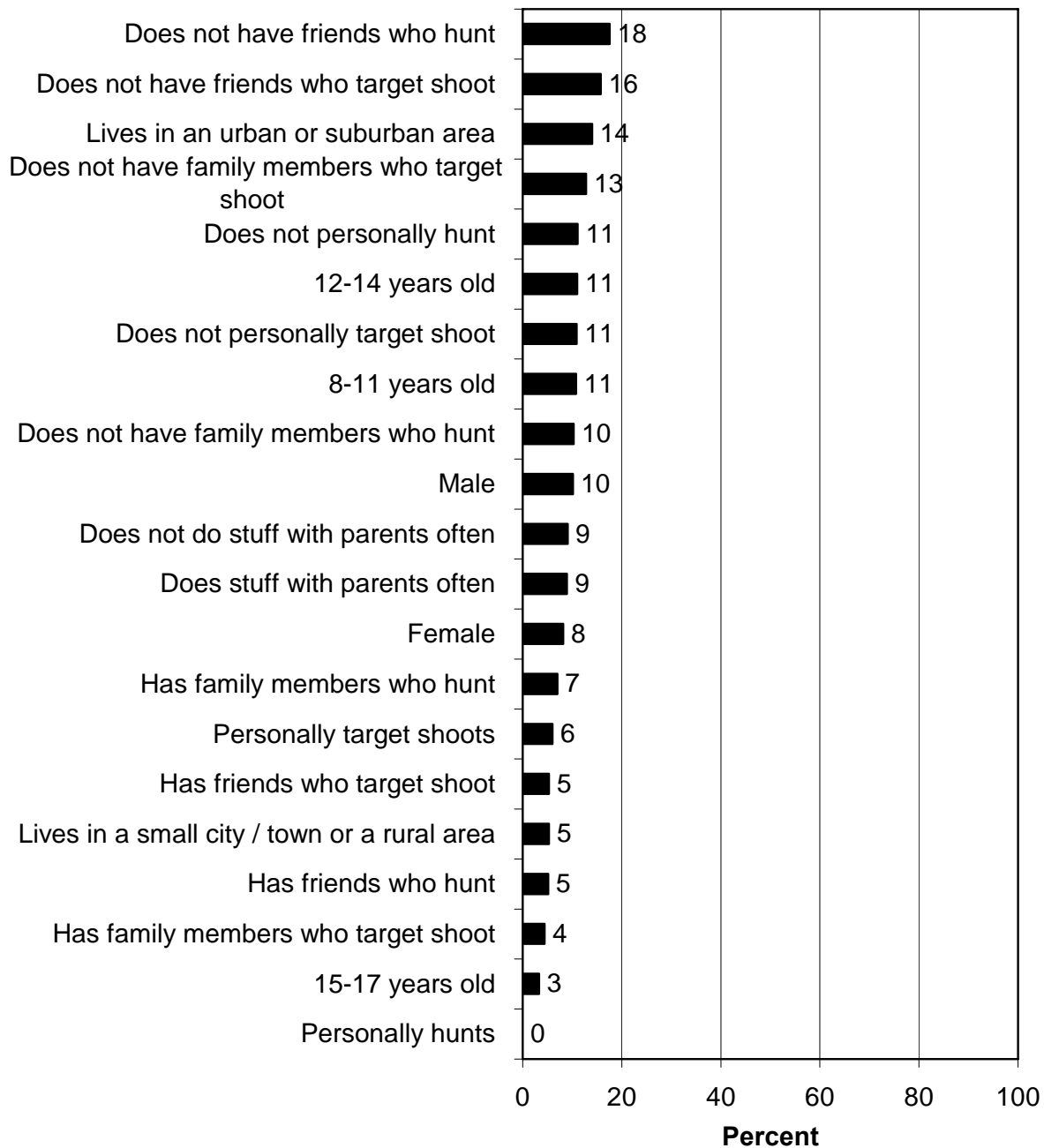
**Among all youth who, if their friends told them they were going to participate in hunting, would be glad they are participating, but keep quiet about it (17% of youth gave this response):**



**Among all youth who, if their friends told them they were going to participate in hunting, would be neutral (28% of youth gave this response):**

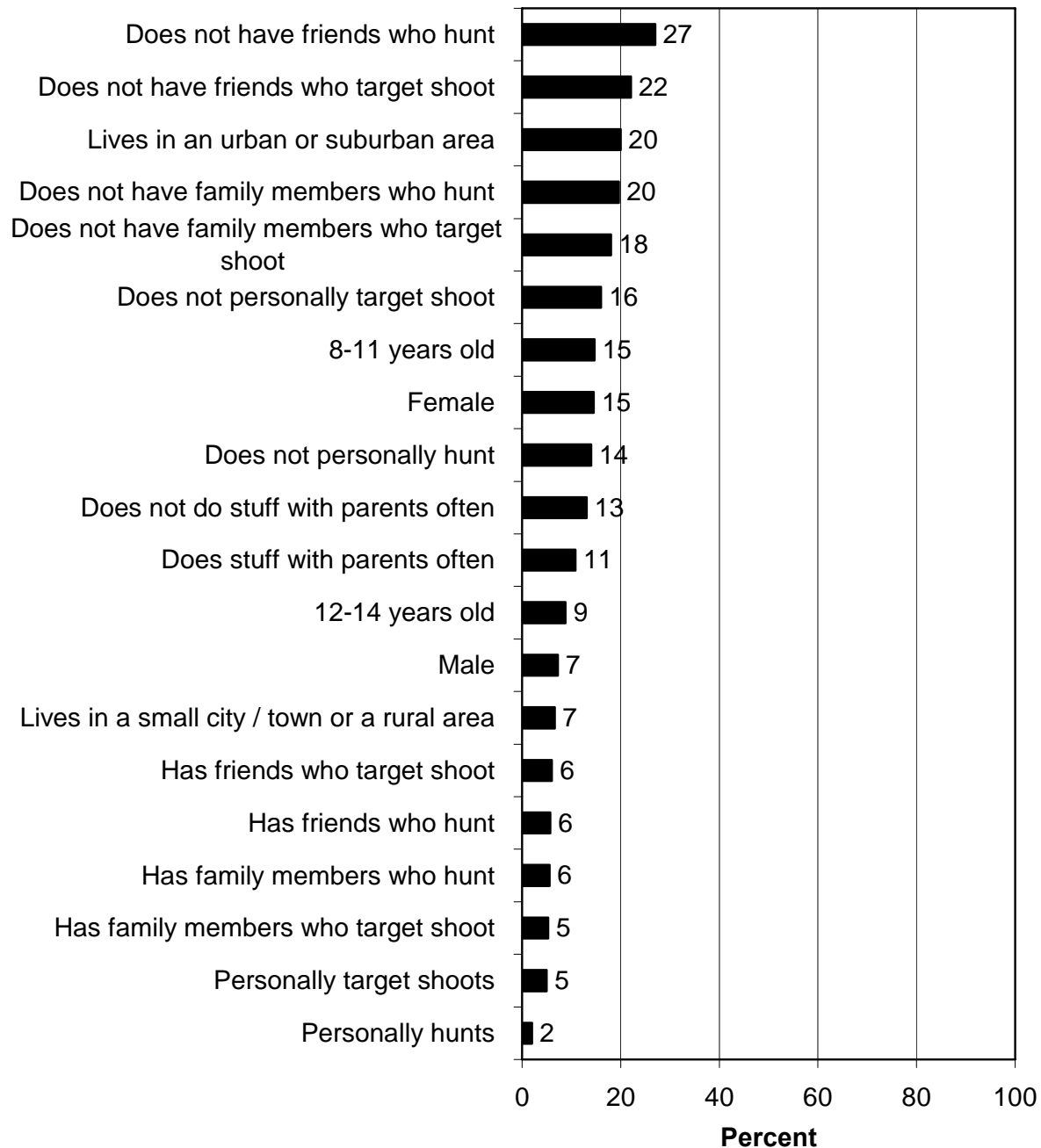


**Among all youth who, if their friends told them they were going to participate in hunting, would be against it, but still keep quiet about being against it (9% of youth gave this response):**





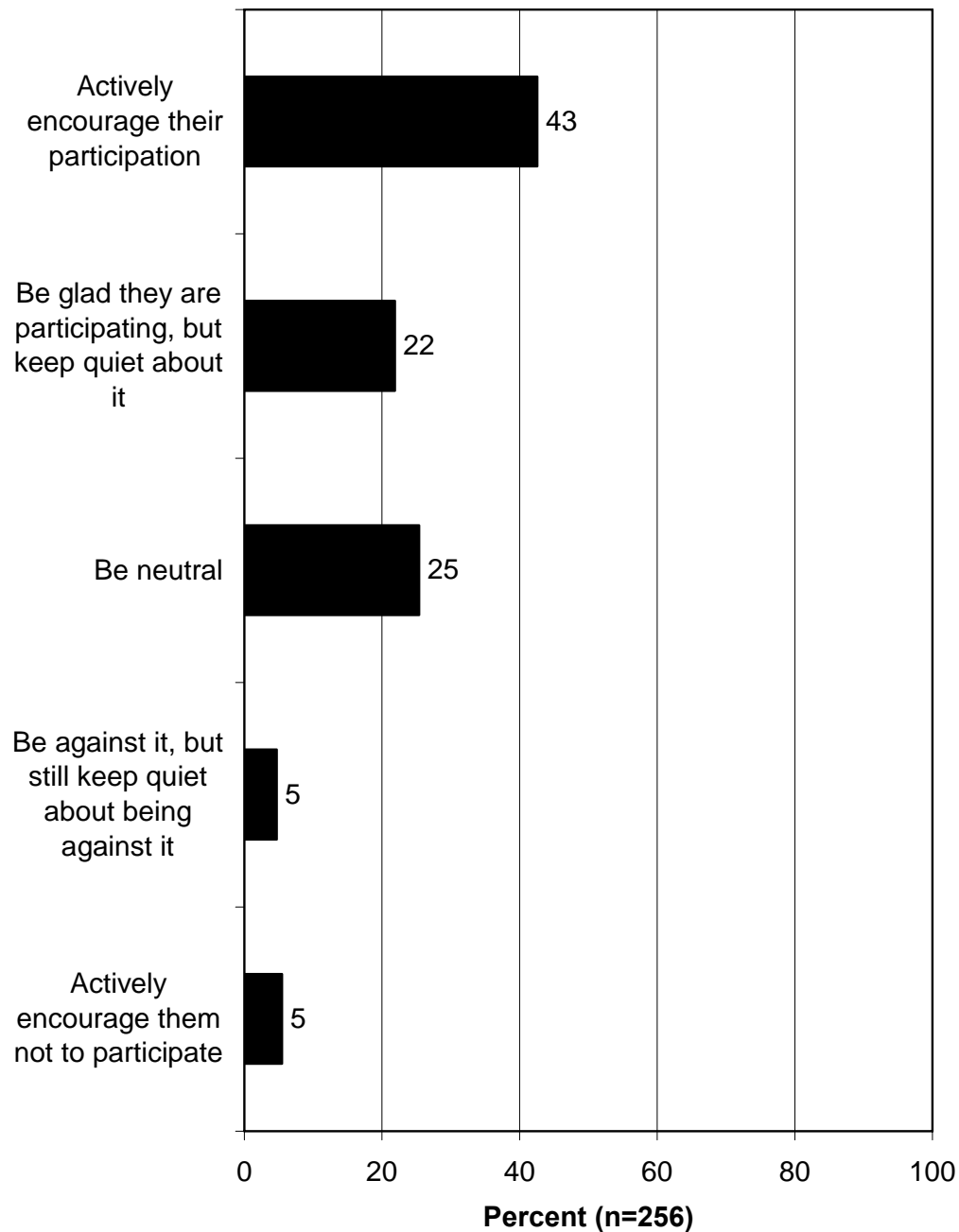
**Among all youth who, if their friends told them they were going to participate in hunting, would actively encourage them not to participate (12% of youth gave this response):**



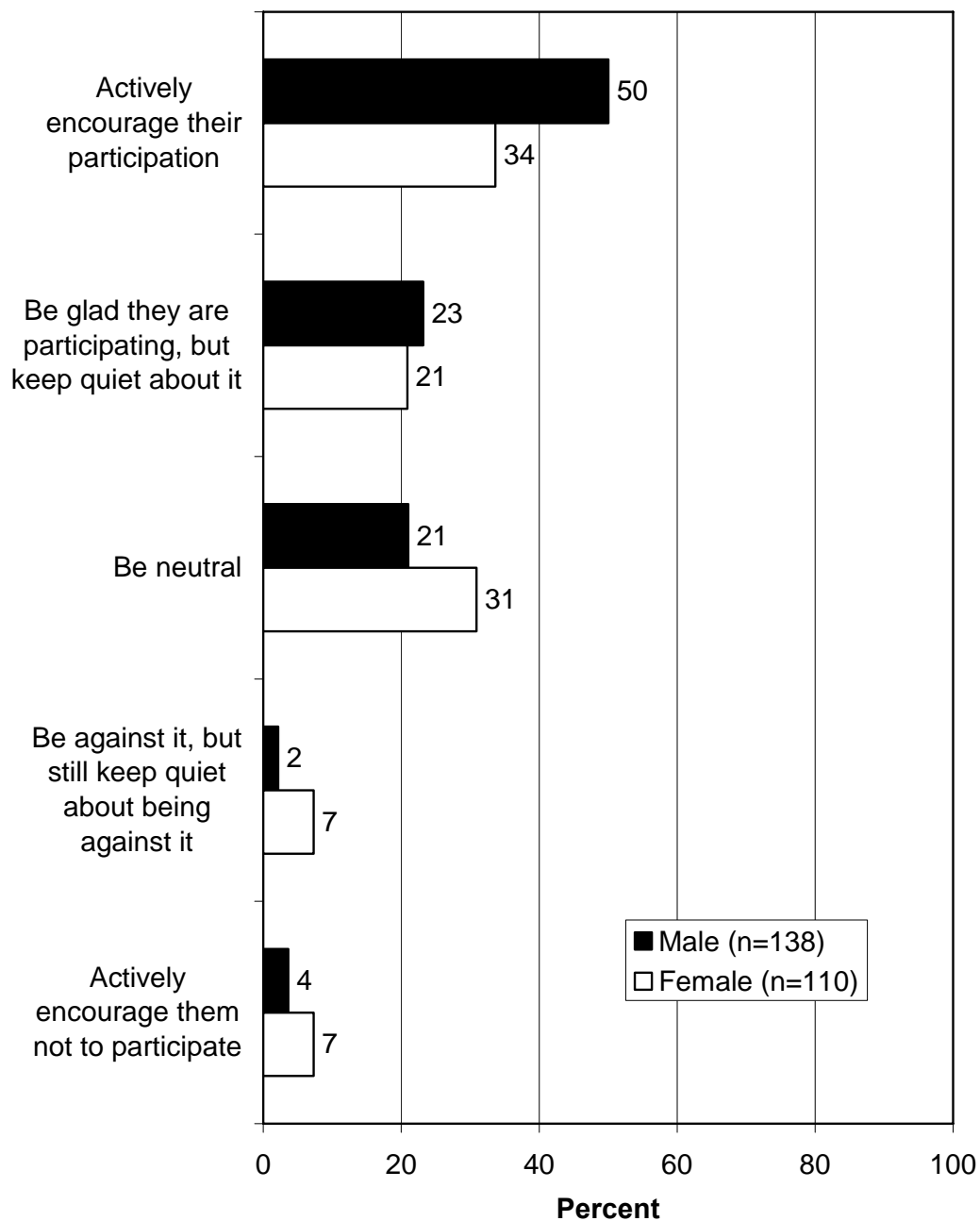
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	3.81
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	3.73
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.001$ ).	3.53
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.01$ ).	3.26
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.01$ ).	3.09
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.01$ ).	3.03
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.01$ ).	2.96
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.01$ ).	2.66
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.01$ ).	2.58
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	6.27
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5.21
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	4.15
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.01
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.01$ ).	2.74
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.05$ ).	2.38
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	9.74
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	4.06
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.001$ ).	3.43
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.05$ ).	2.44
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	6
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	5.9
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	5.07
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	4.86
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	4.1
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	3.64
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	3.45
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.01$ ).	2.91
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.05$ ).	2.03
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

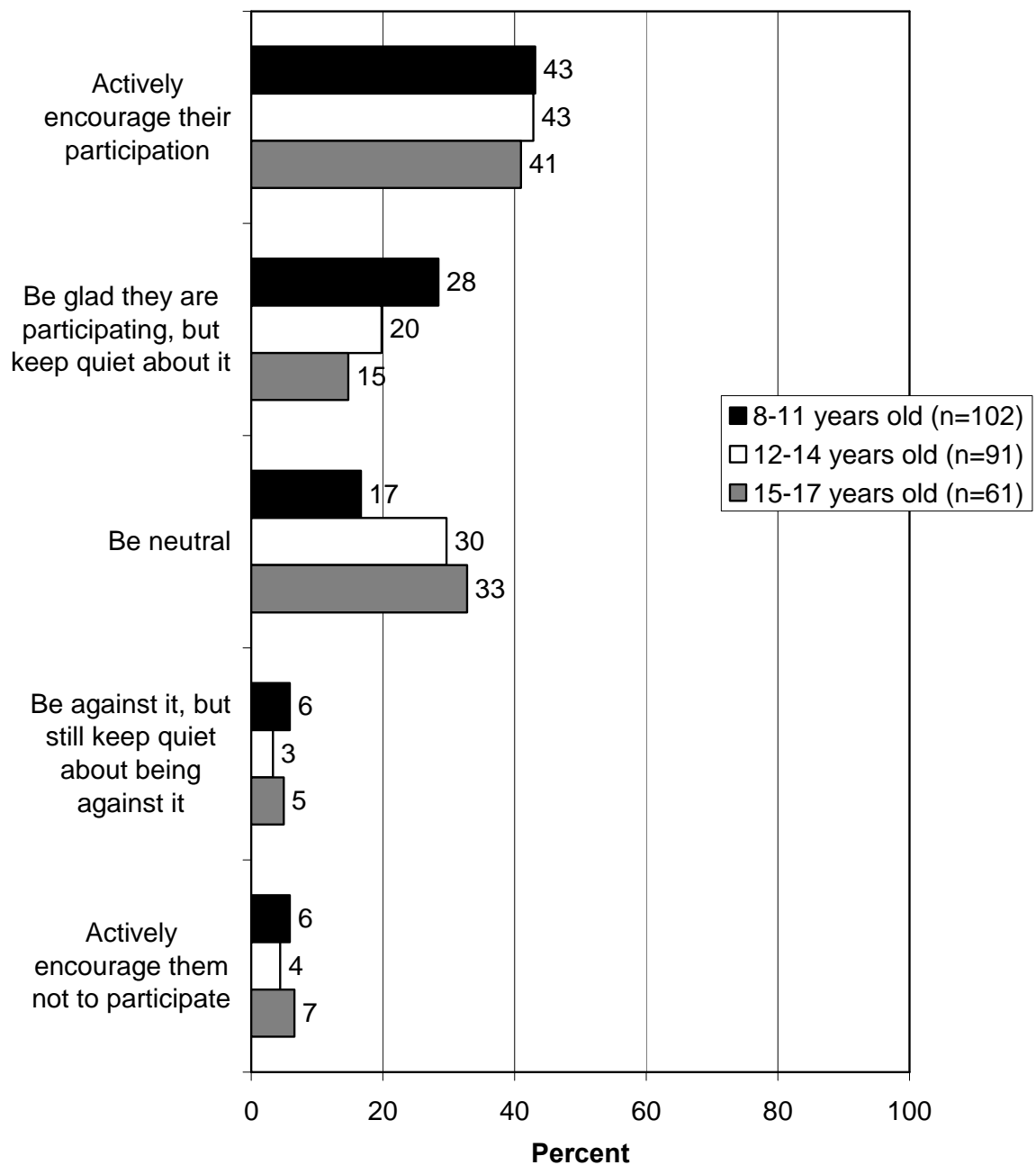
**Q80. If your friends told you they were going to participate in target shooting, which of the following best describes your reaction? Would you...?**



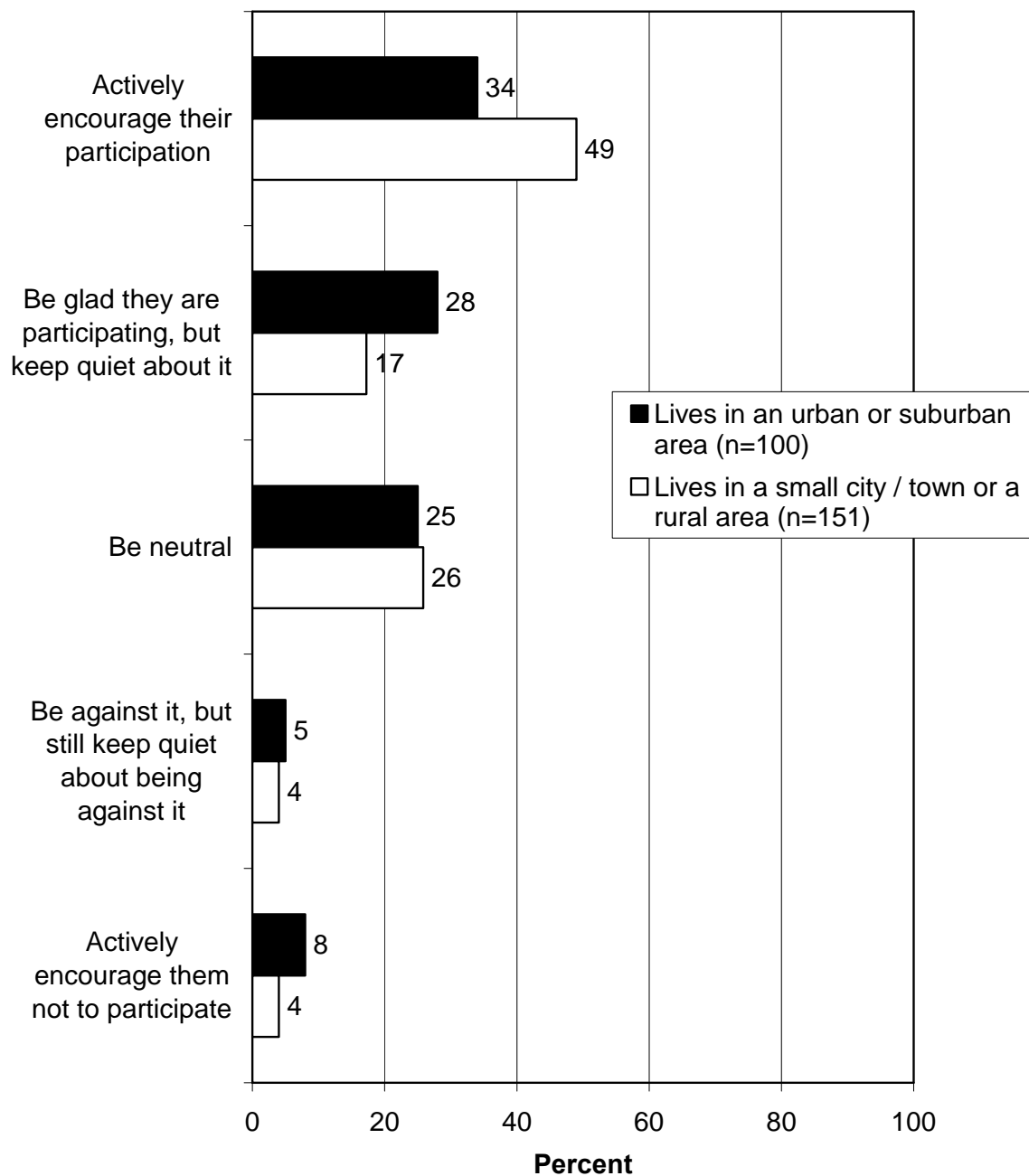
**Q80. If your friends told you they were going to participate in target shooting, which of the following best describes your reaction? Would you...?**



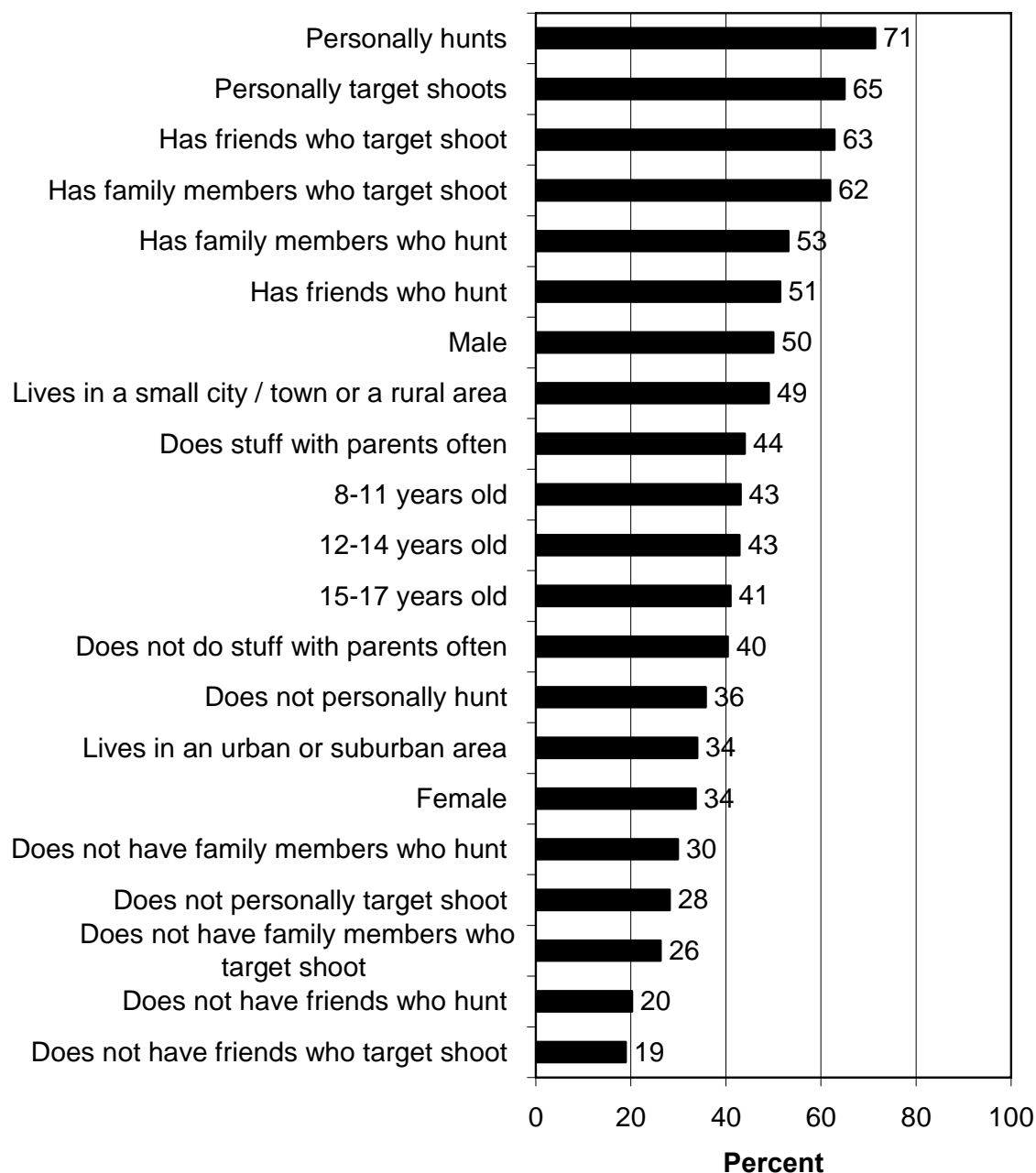
**Q80. If your friends told you they were going to participate in target shooting, which of the following best describes your reaction? Would you...?**



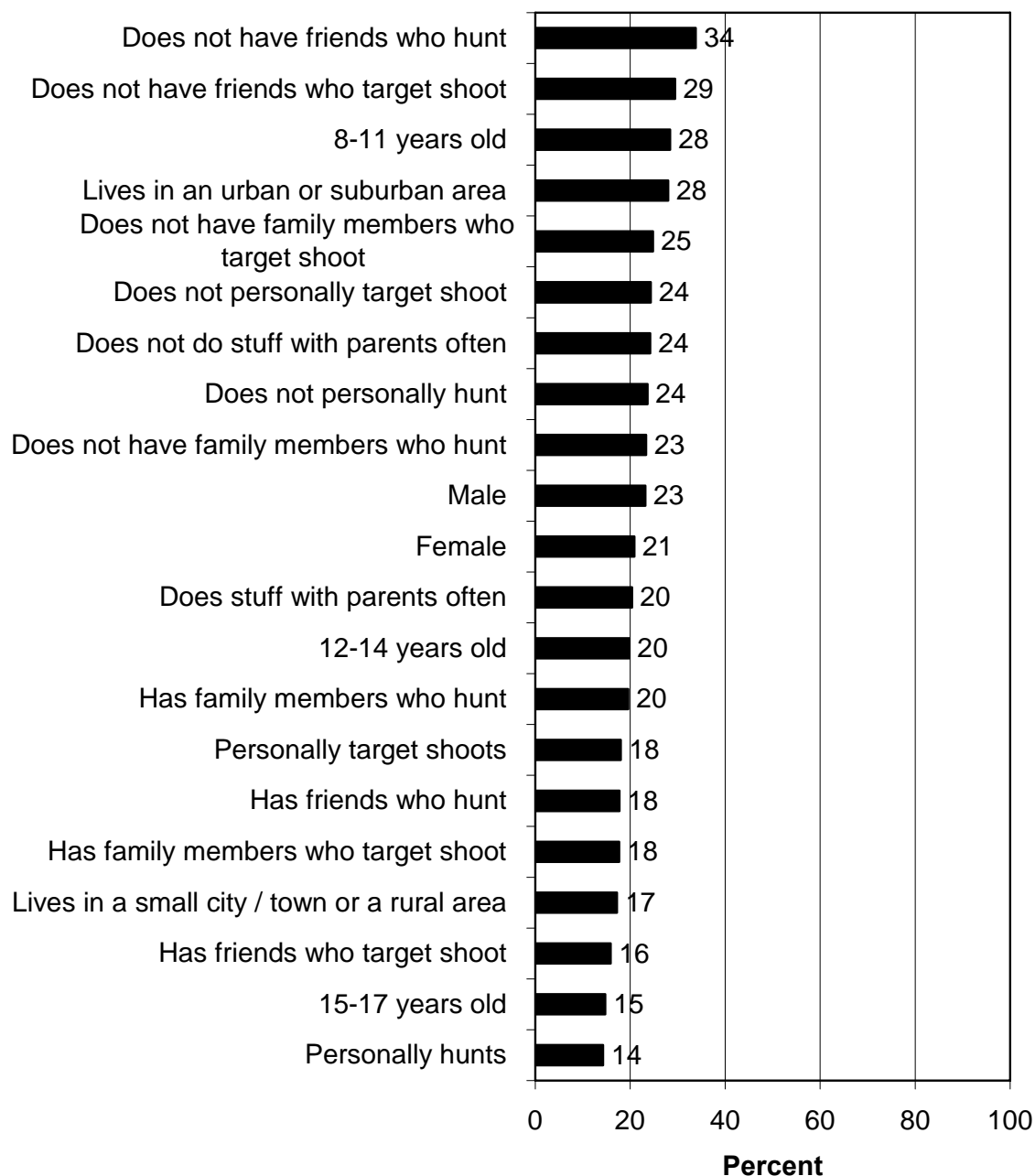
**Q80. If your friends told you they were going to participate in target shooting, which of the following best describes your reaction? Would you...?**



**Among all youth who, if their friends told them they were going to participate in target shooting, would actively encourage their participation (43% of youth gave this response):**

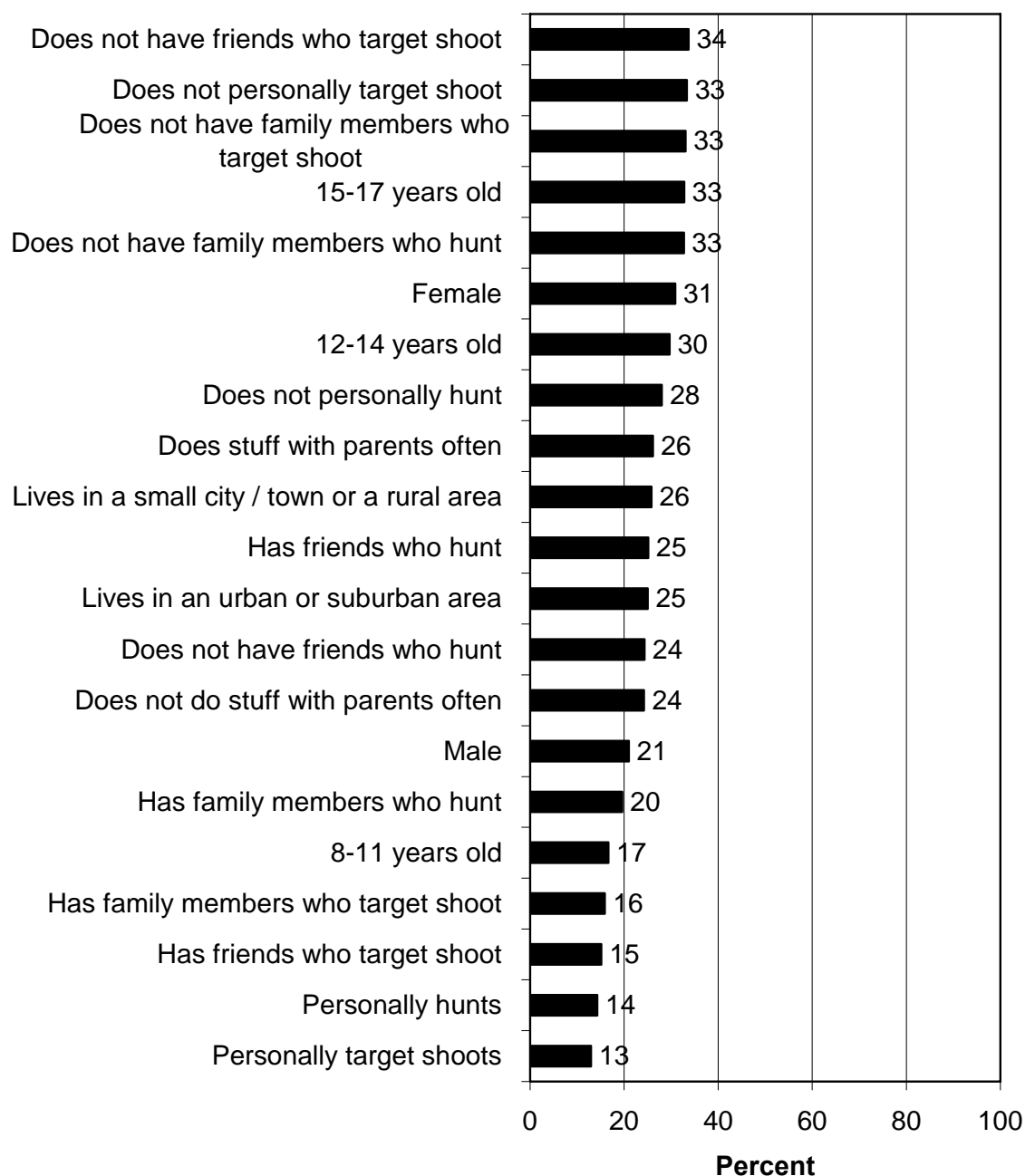


**Among all youth who, if their friends told them they were going to participate in target shooting, would be glad they are participating, but keep quiet about it (22% of youth gave this response):**

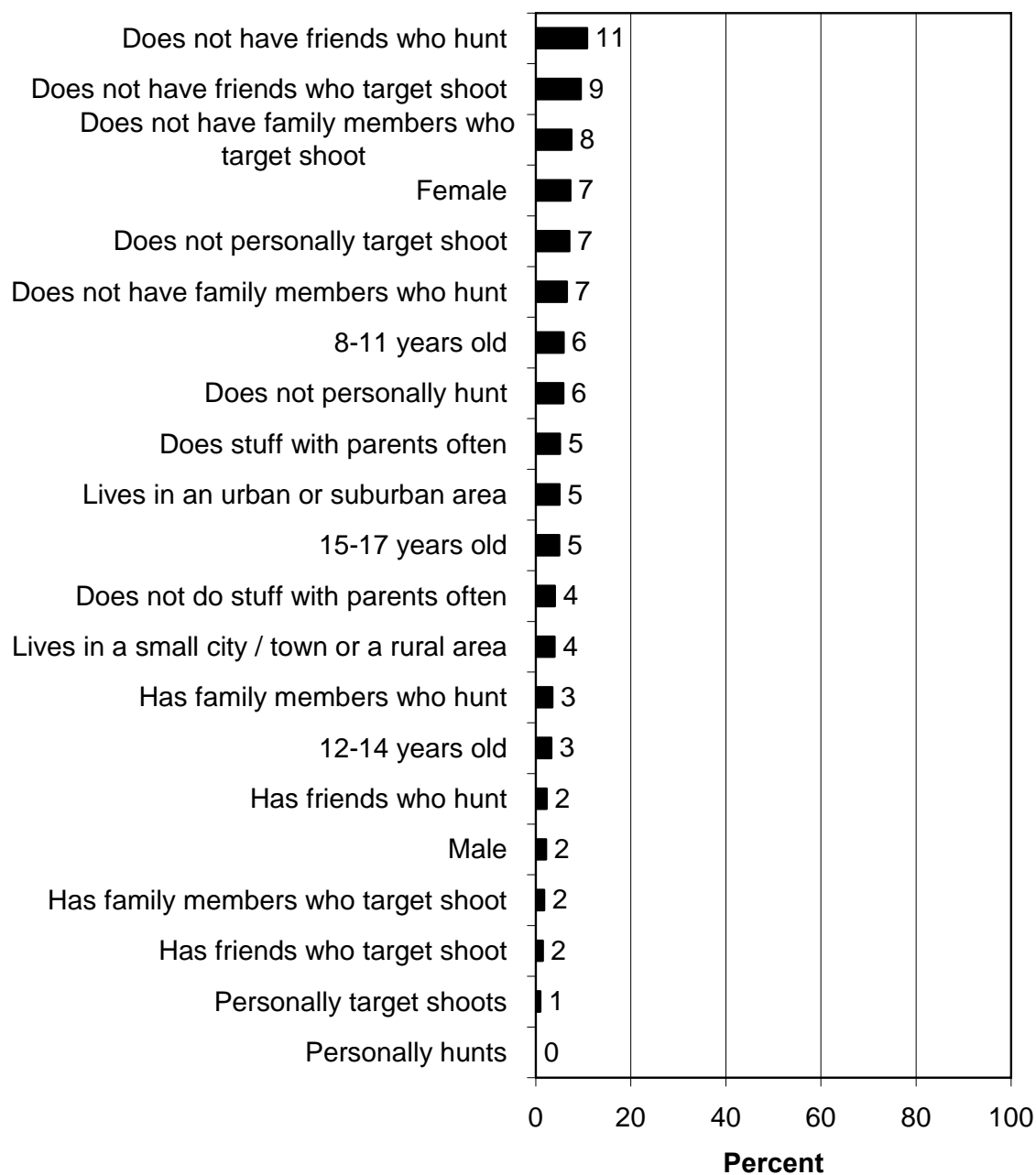




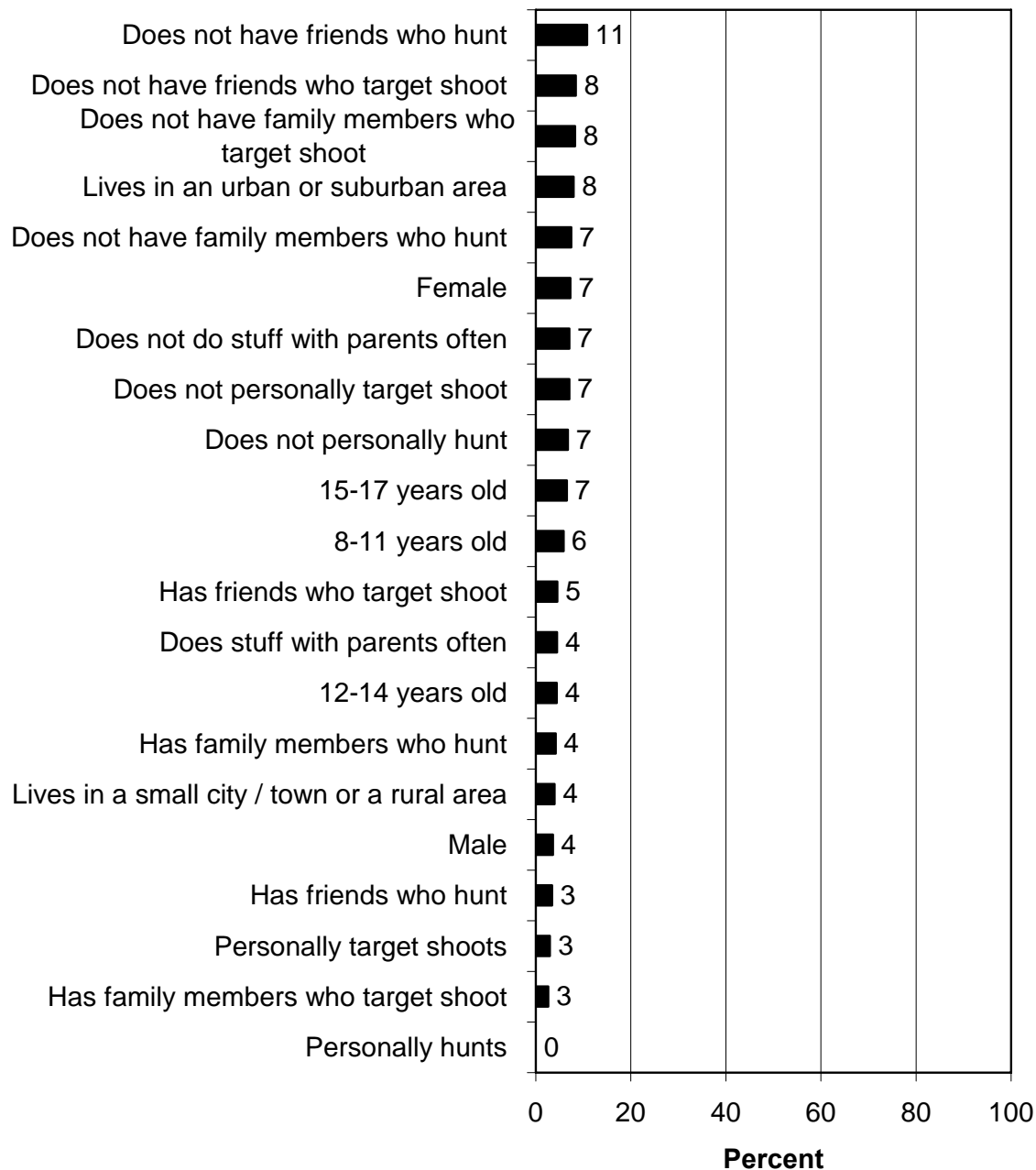
**Among all youth who, if their friends told them they were going to participate in target shooting, would be neutral (25% of youth gave this response):**



**Among all youth who, if their friends told them they were going to participate in target shooting, would be against it, but still keep quiet about being against it (5% of youth gave this response):**



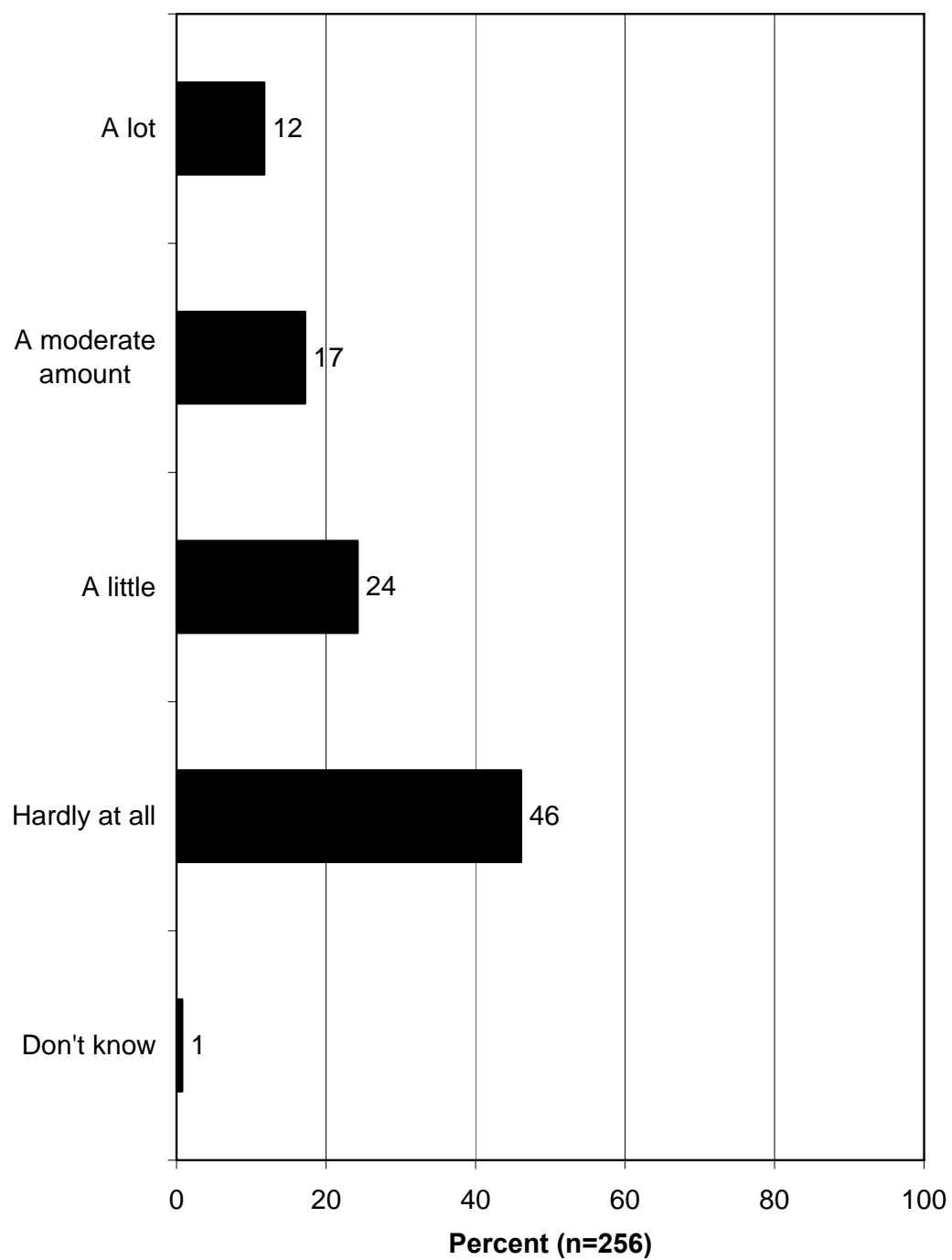
**Among all youth who, if their friends told them they were going to participate in target shooting, would actively encourage them not to participate (5% of youth gave this response):**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	4.04
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	3.97
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	3.81
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	3.45
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	3.36
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.01$ ).	3.22
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.01$ ).	3.03
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.05$ ).	2.47
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.05$ ).	2.18
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	6.34
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	5.52
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	4.97
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	4.89
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	3.95
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.01$ ).	2.59
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	9.74
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.001$ ).	5.25
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.01$ ).	3.1
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.05$ ).	2.45
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	6.78
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	5.81
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	5.57
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	5.44
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	4.92
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	4.54
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	4.21
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	3.85
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.01$ ).	2.6
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area ( $p < 0.05$ ).	2.35
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

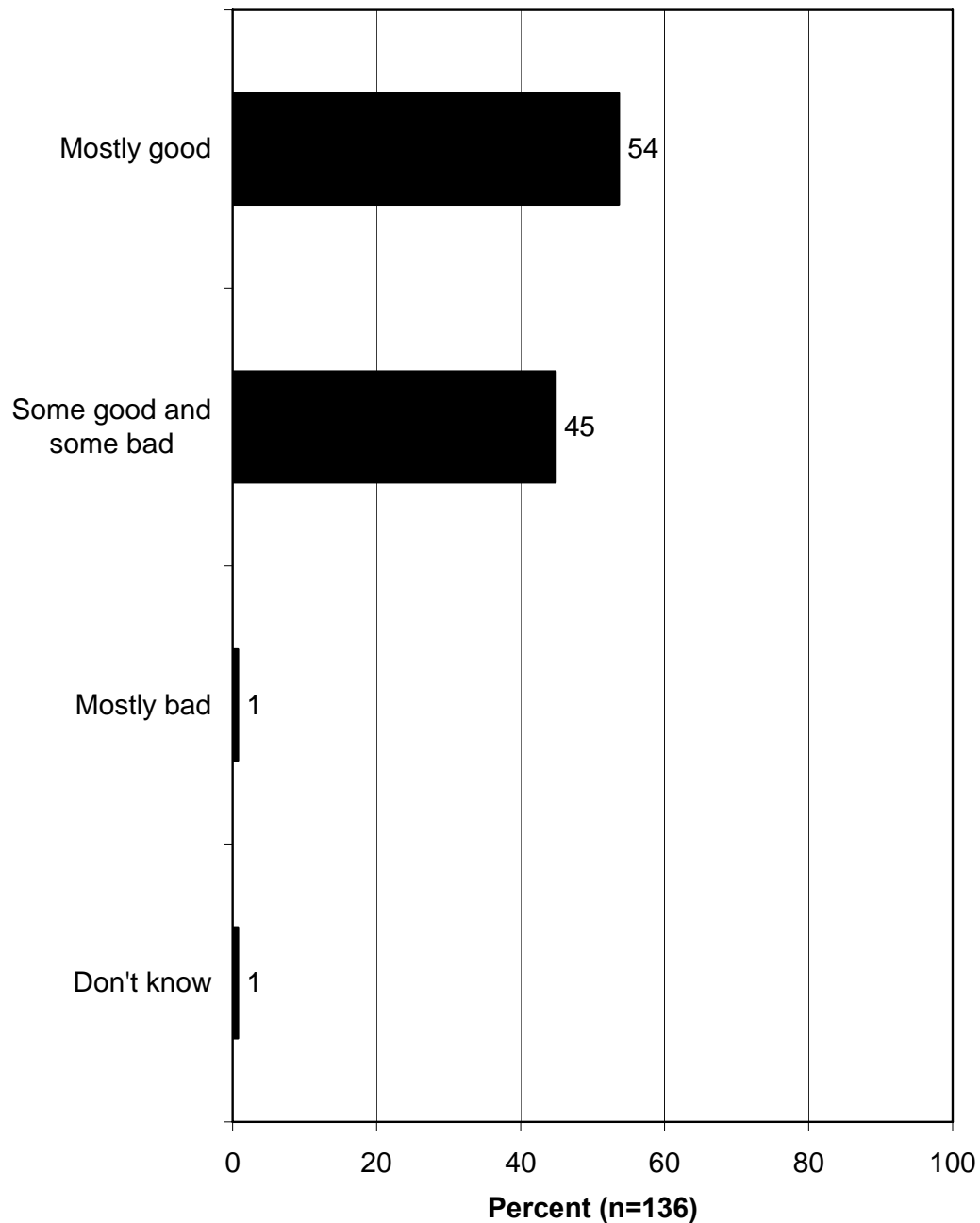
**Q90. How much do people talk in your school about hunting?**



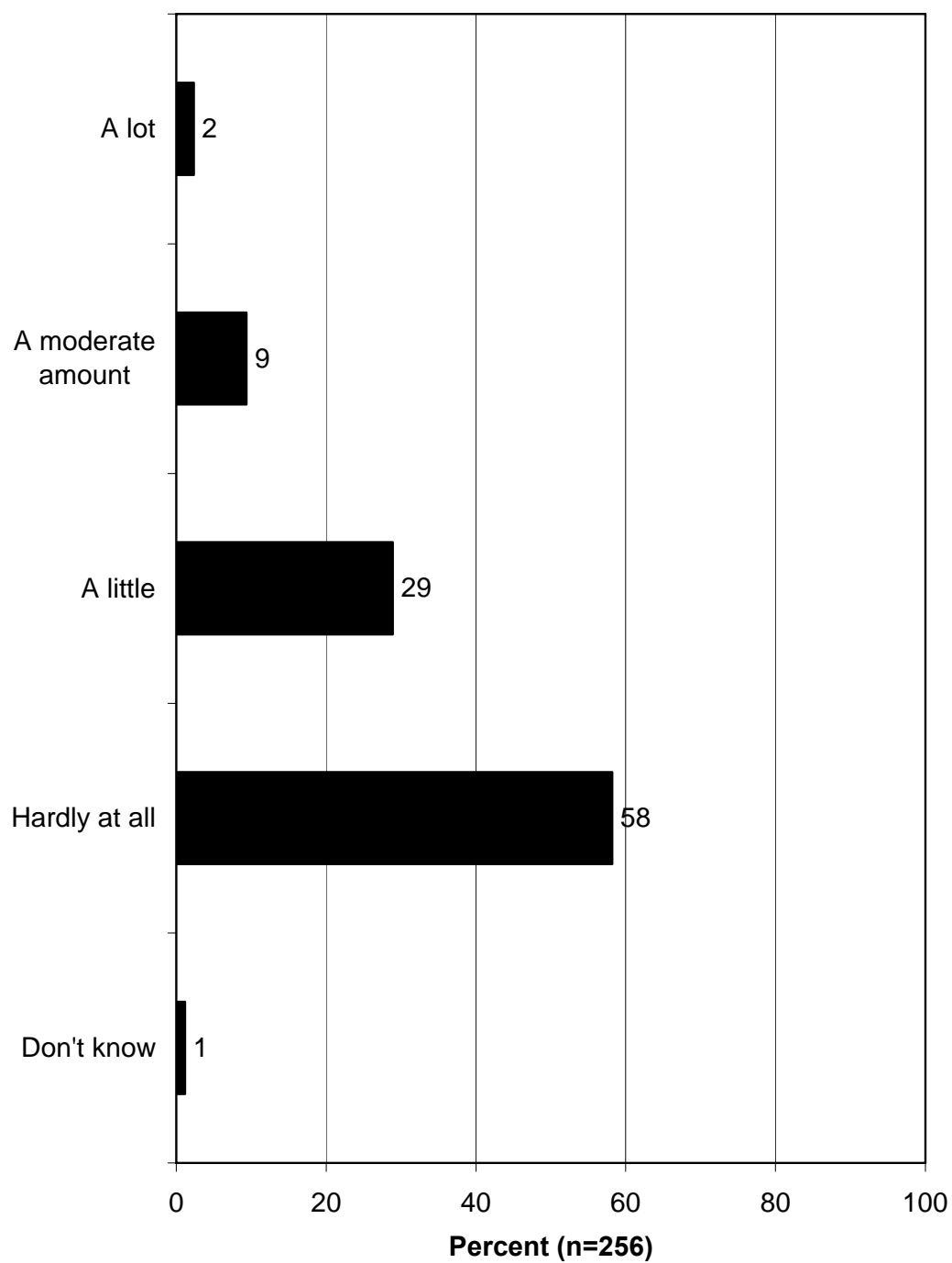
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.01$ ).	3.19
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.05$ ).	2.32
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.05$ ).	2.31
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.01$ ).	2.95
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.01$ ).	2.58
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.05$ ).	2.29
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.05$ ).	2.45
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.05$ ).	2.44
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.05$ ).	2.44
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	3.55
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	3.48
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.01$ ).	2.93
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.01$ ).	2.83
DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old) ( $p < 0.01$ ).	3.09
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area ( $p < 0.05$ ).	2.37
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

**Q91. Do they say mostly good things about hunting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about hunting.)**



**Q92. How much do people talk in your school  
about target shooting?**

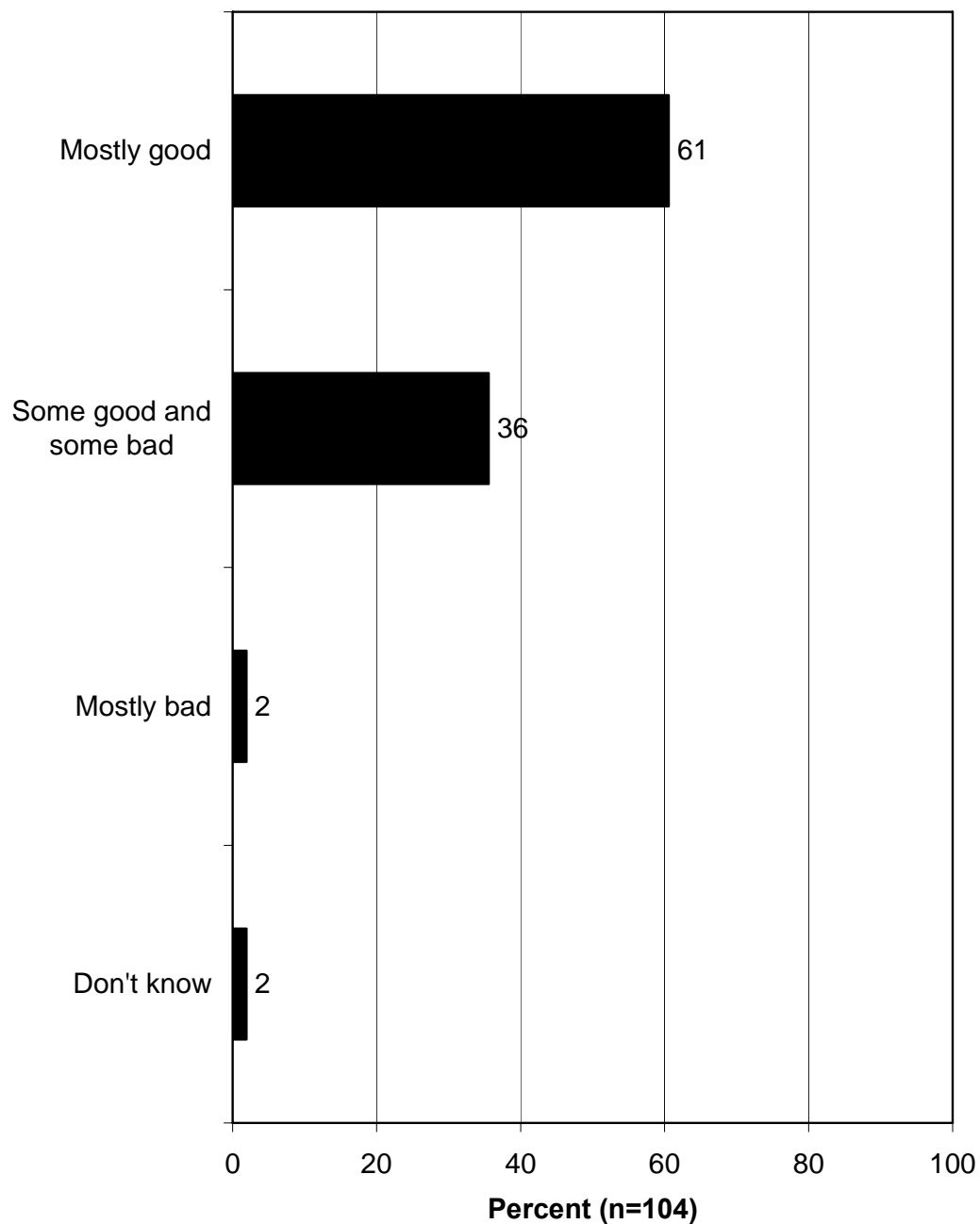




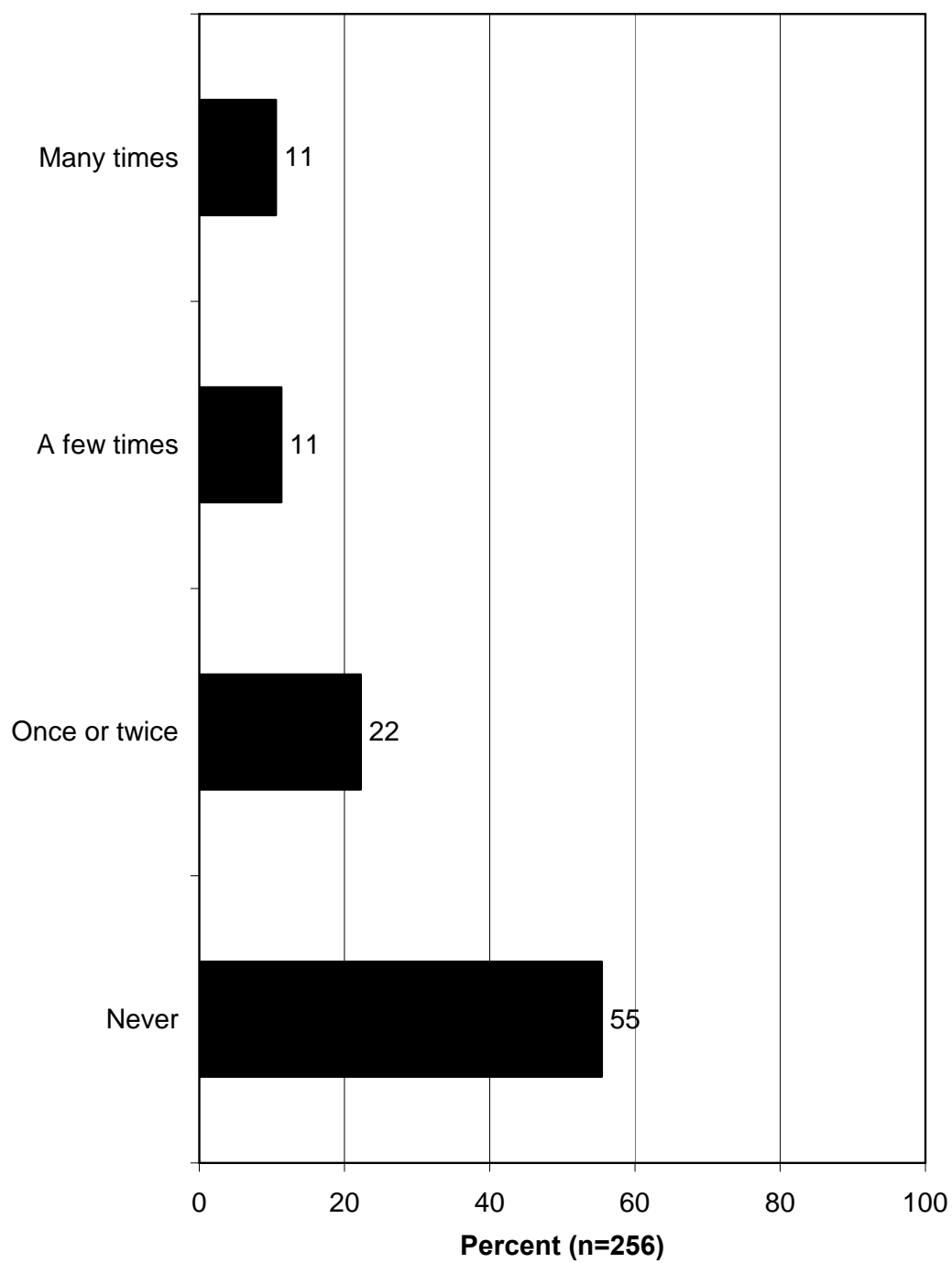
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>SOCIAL ASPECT: Indicated that people in his / her school talk about target shooting a lot</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.01$ ).	2.74
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.01$ ).	2.81
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.05$ ).	2.29
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

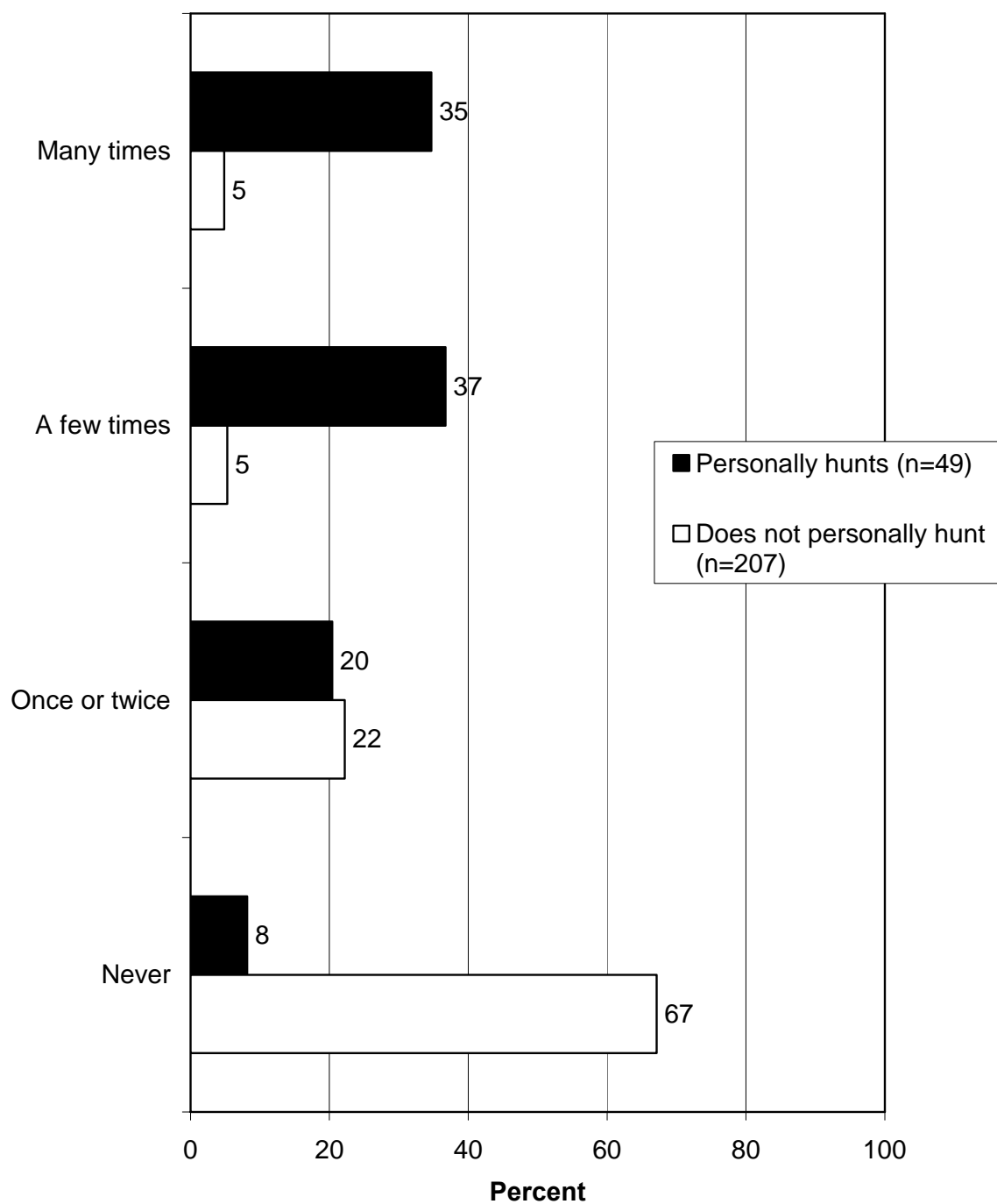
**Q93. Do they say mostly good things about target shooting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about target shooting.)**



**Q99. How often have you been invited to go hunting?**



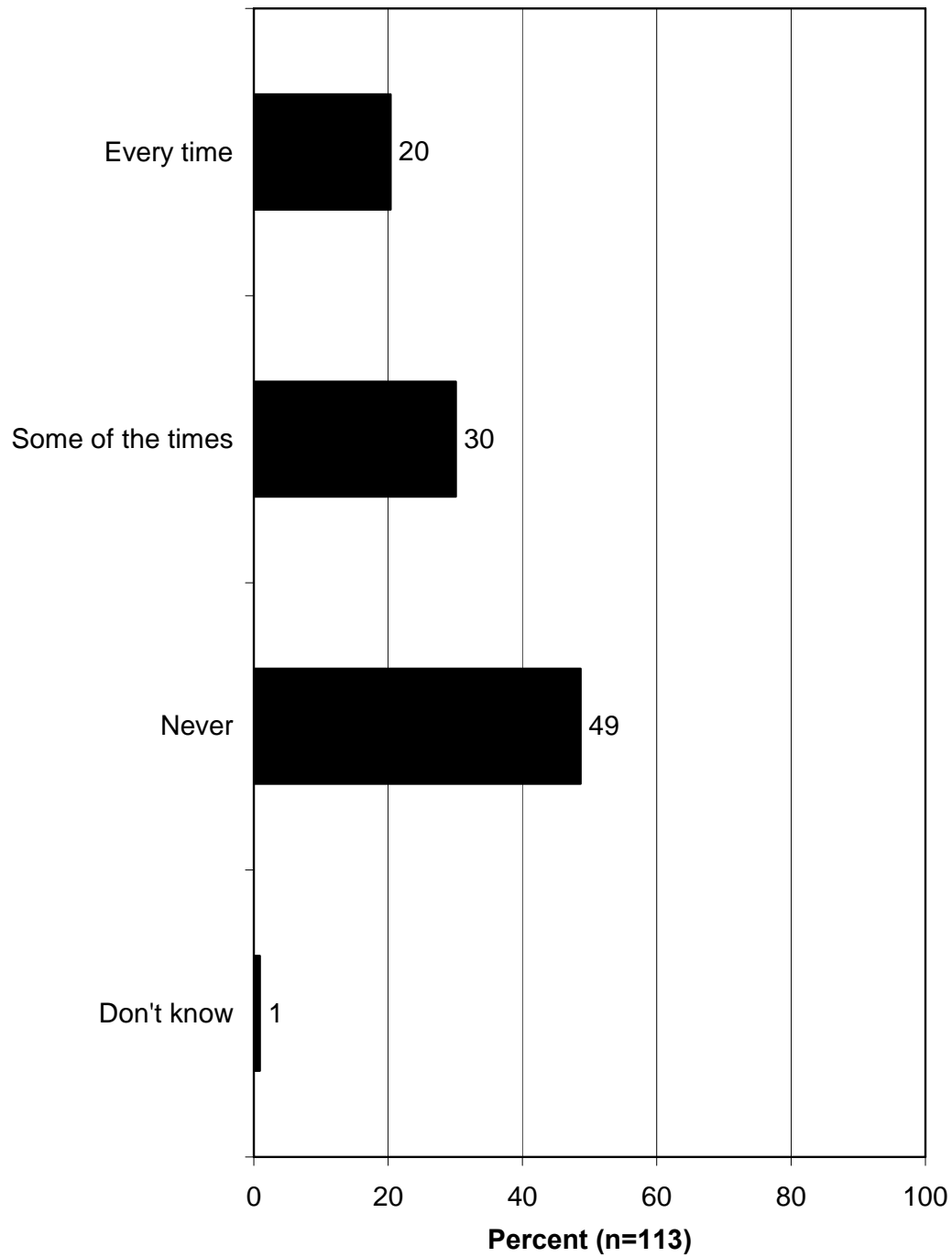
**Q99. How often have you been invited to go hunting?**



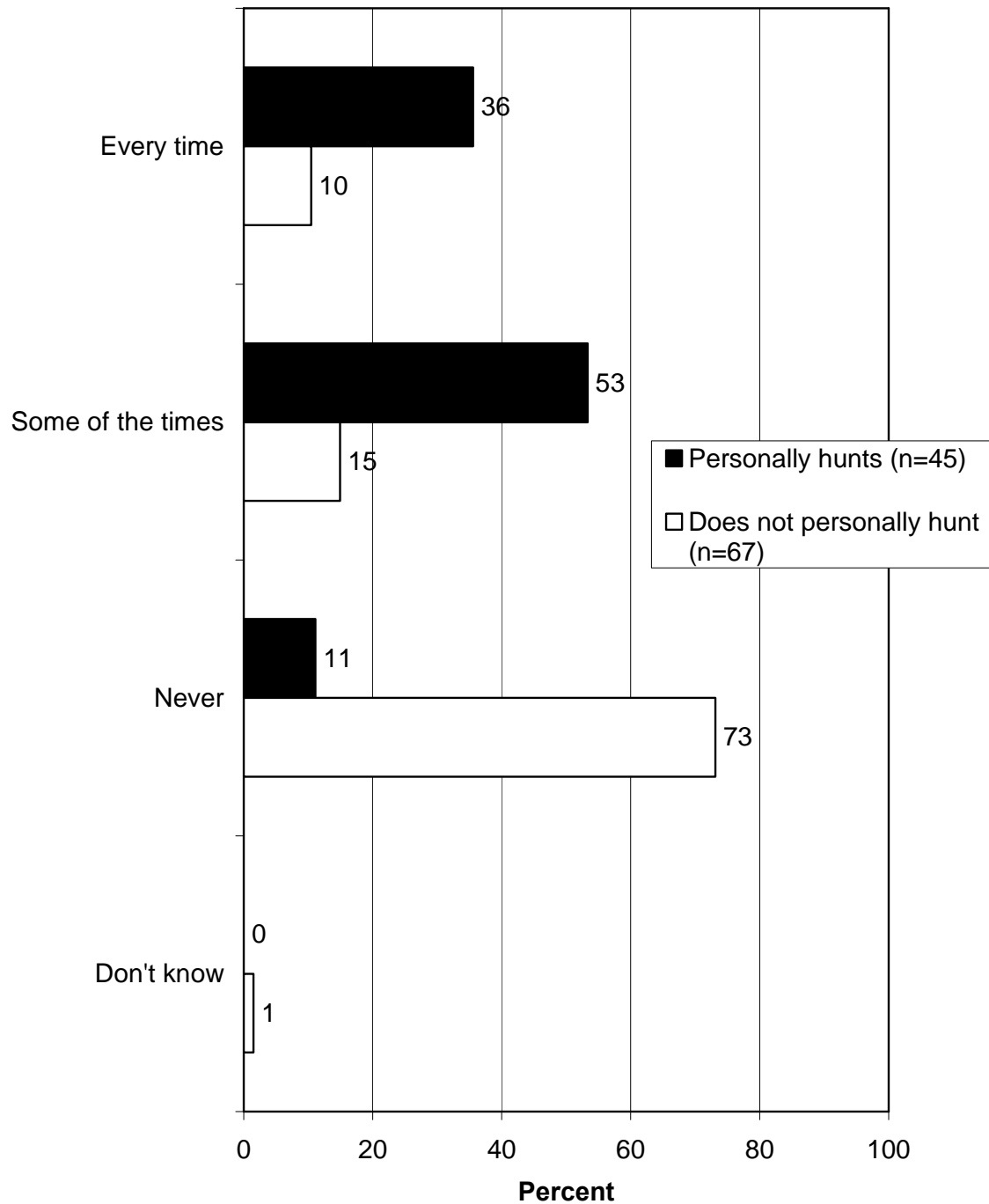
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	4.39
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	4.06
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	3.96
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	3.85
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	3.66
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.01$ ).	2.91
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.01$ ).	2.68
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.01$ ).	2.65
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5.01
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	4.84
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.55
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	3.67
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.001$ ).	3.45
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.05$ ).	2.5
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	4.92
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	4.1
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	3.9
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.001$ ).	3.48
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.001$ ).	3.36
SOCIAL ASPECT: Indicated that people in his / her school talk about target shooting a lot ( $p < 0.01$ ).	2.81
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	7.55
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	6.71
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	6.49
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	6.08
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	5.57
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	5.11
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	4.45
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.001$ ).	5.72
DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old) ( $p < 0.001$ ).	4.21
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

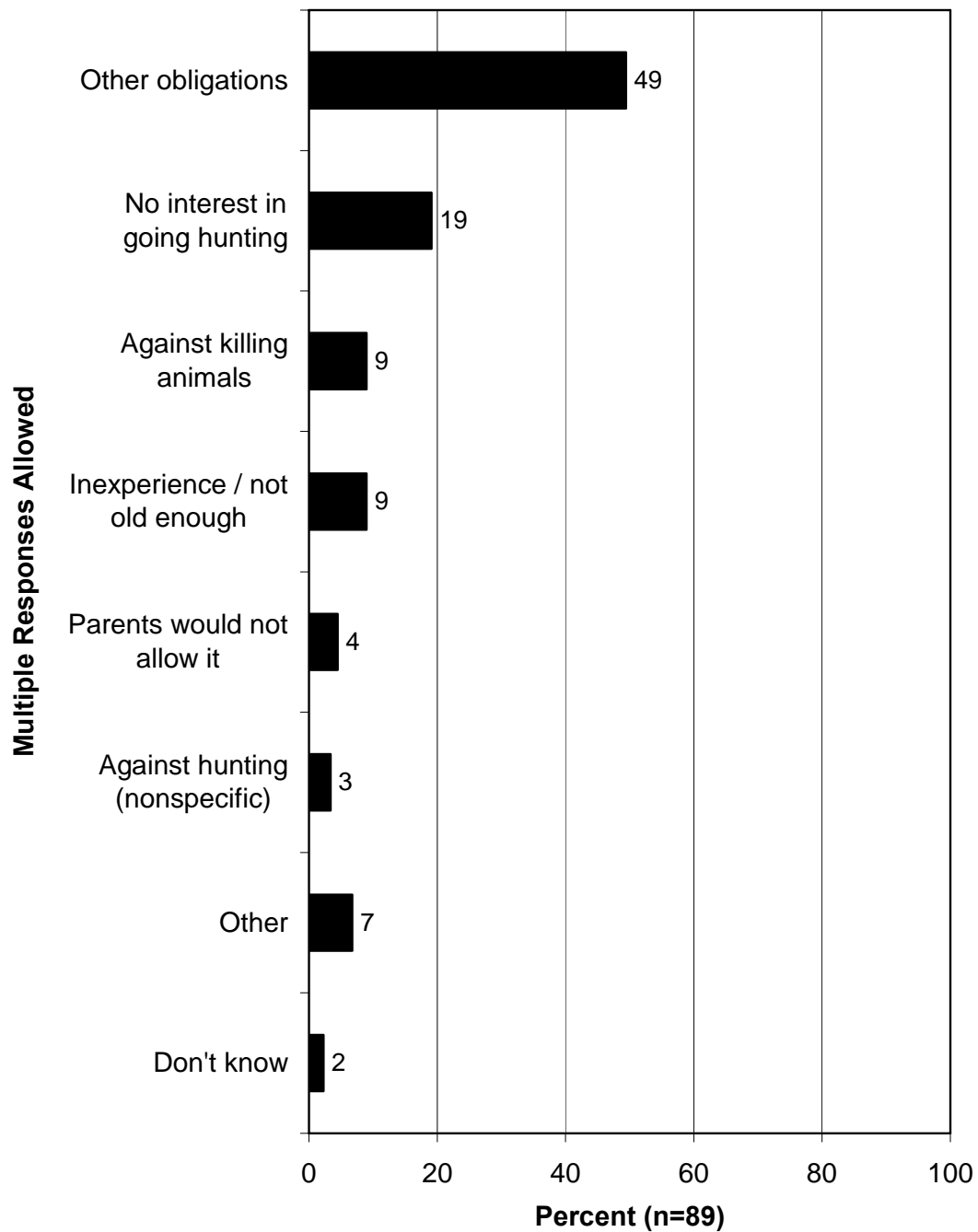
**Q100. How often did you go hunting when invited?  
(Asked of those who were invited to go hunting.)**



**Q100. How often did you go hunting when invited?  
(Asked of those who were invited to go hunting.)**

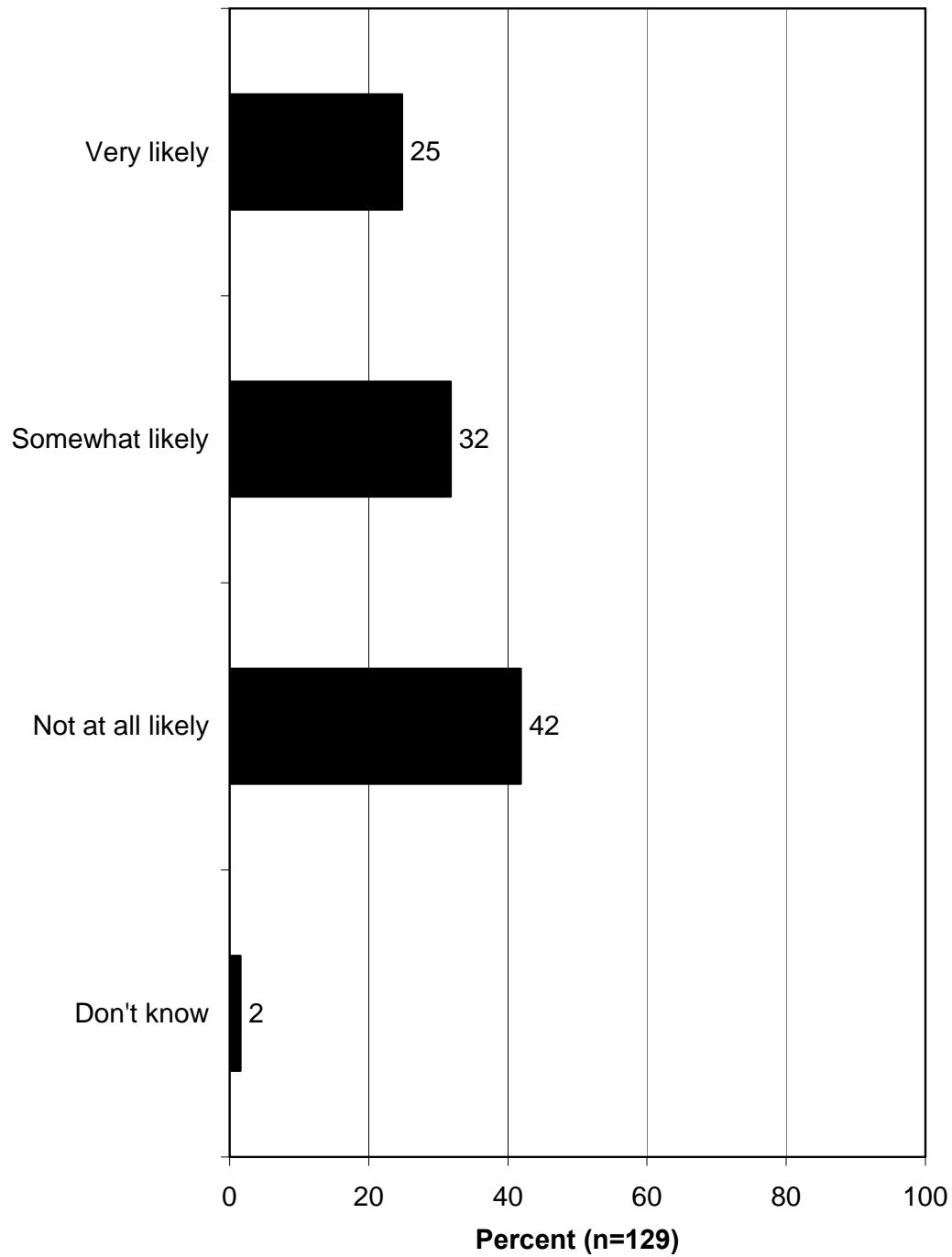


**Q101. Why didn't you go hunting when invited?  
(Asked of those who never went hunting when  
invited to do so.)**

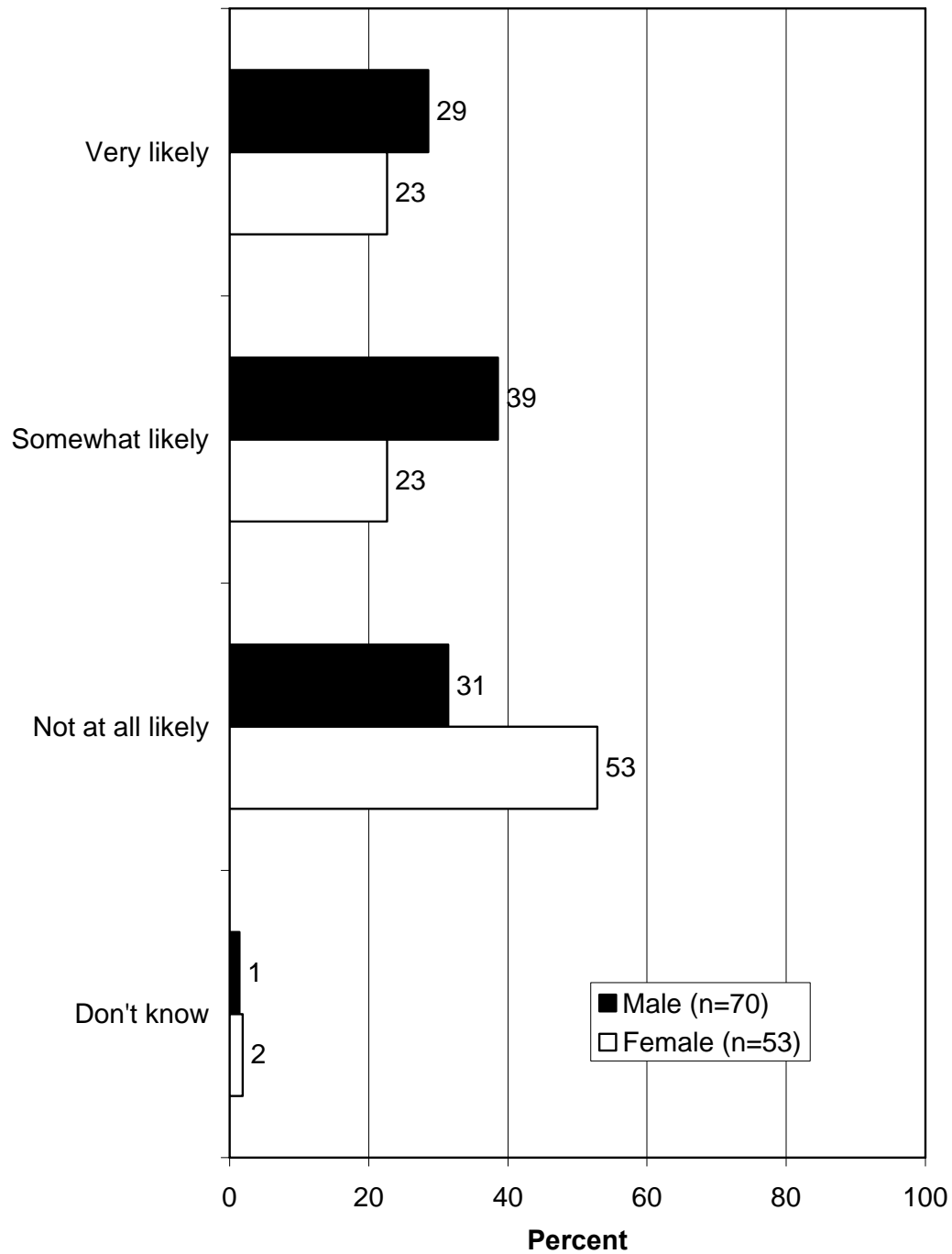




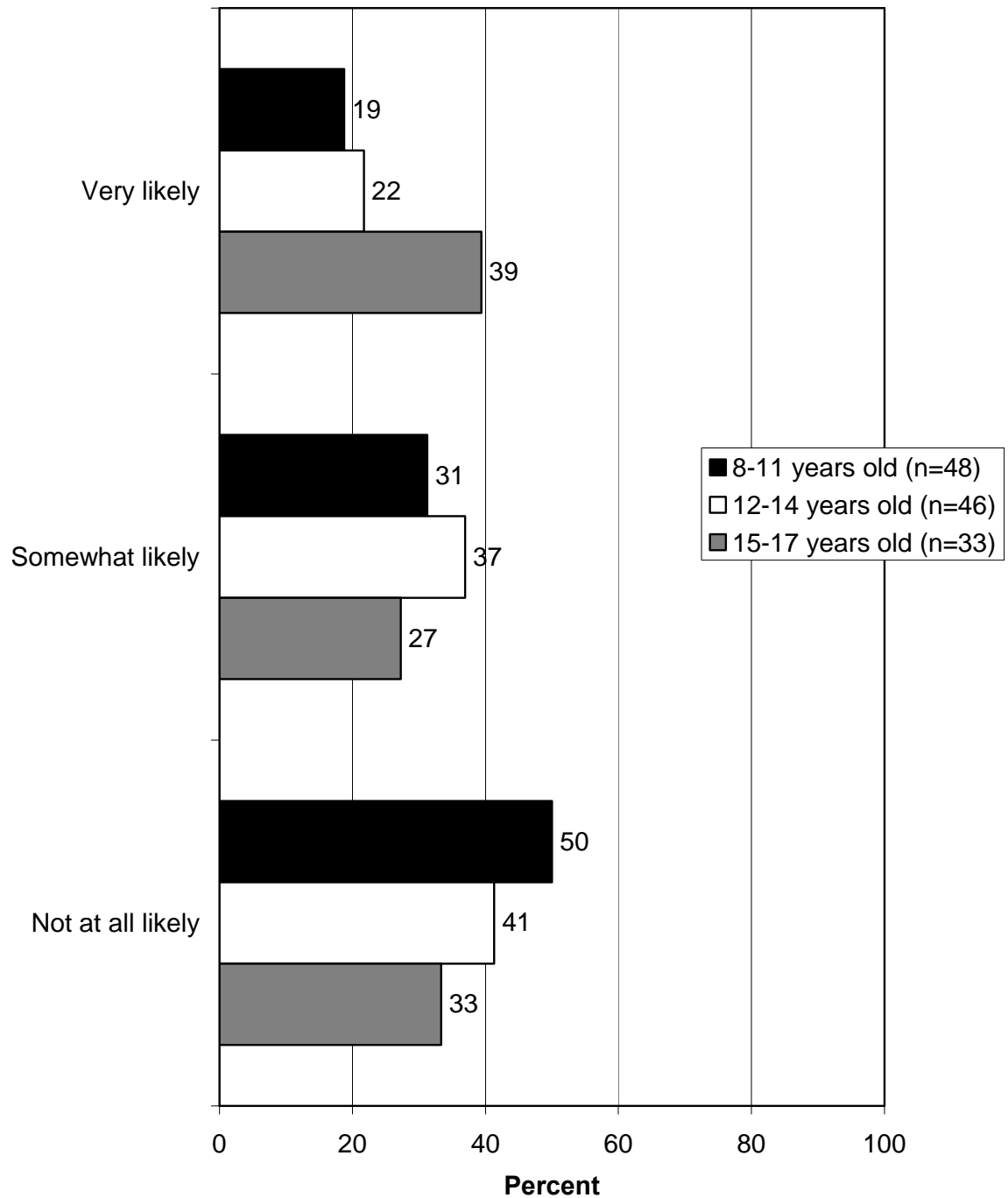
**Q102. How likely would you be to go hunting if you were invited to go within the next 12 months?**



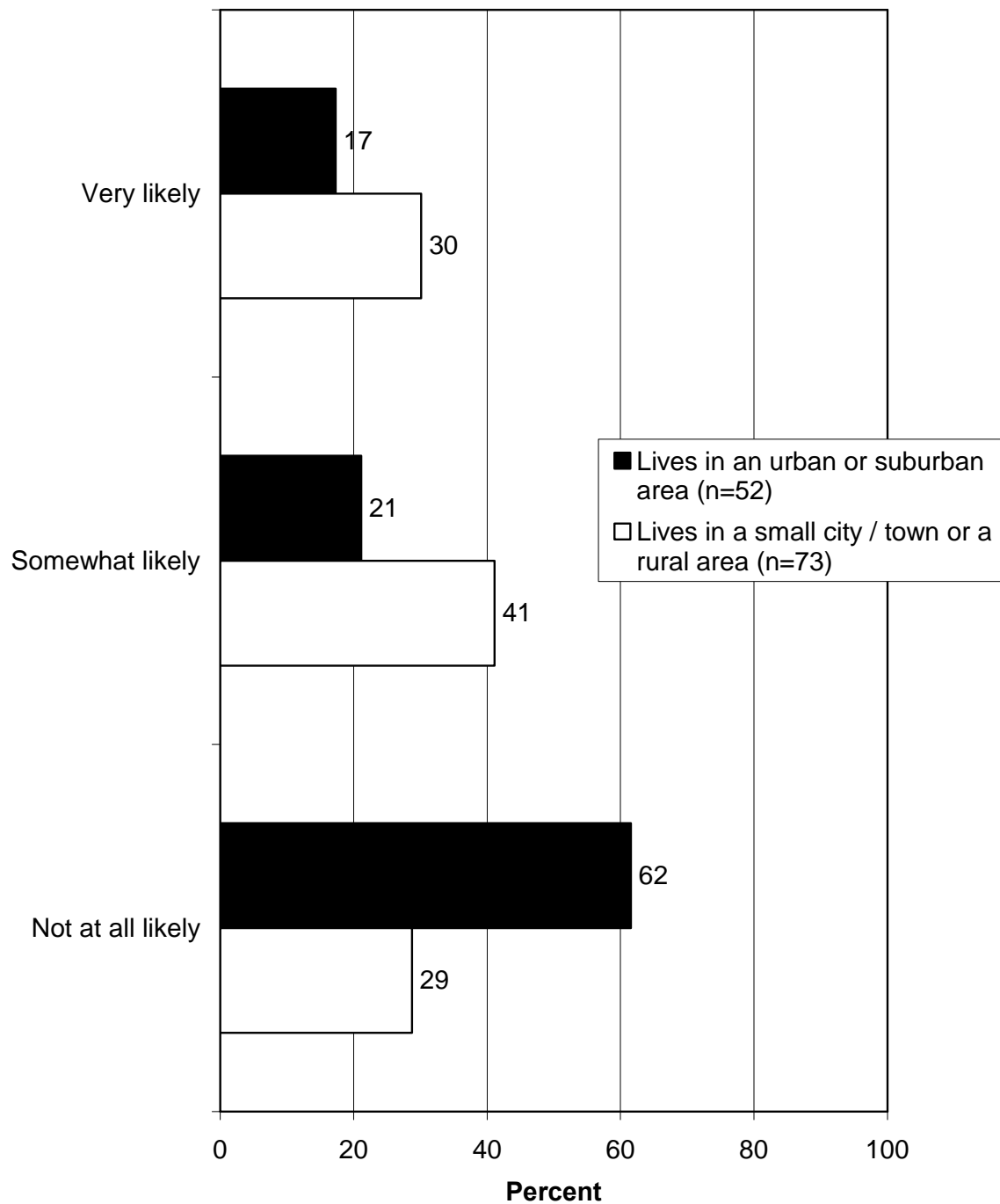
**Q102. How likely would you be to go hunting if you were invited to go within the next 12 months?**



**Q102. How likely would you be to go hunting if you were invited to go within the next 12 months?**



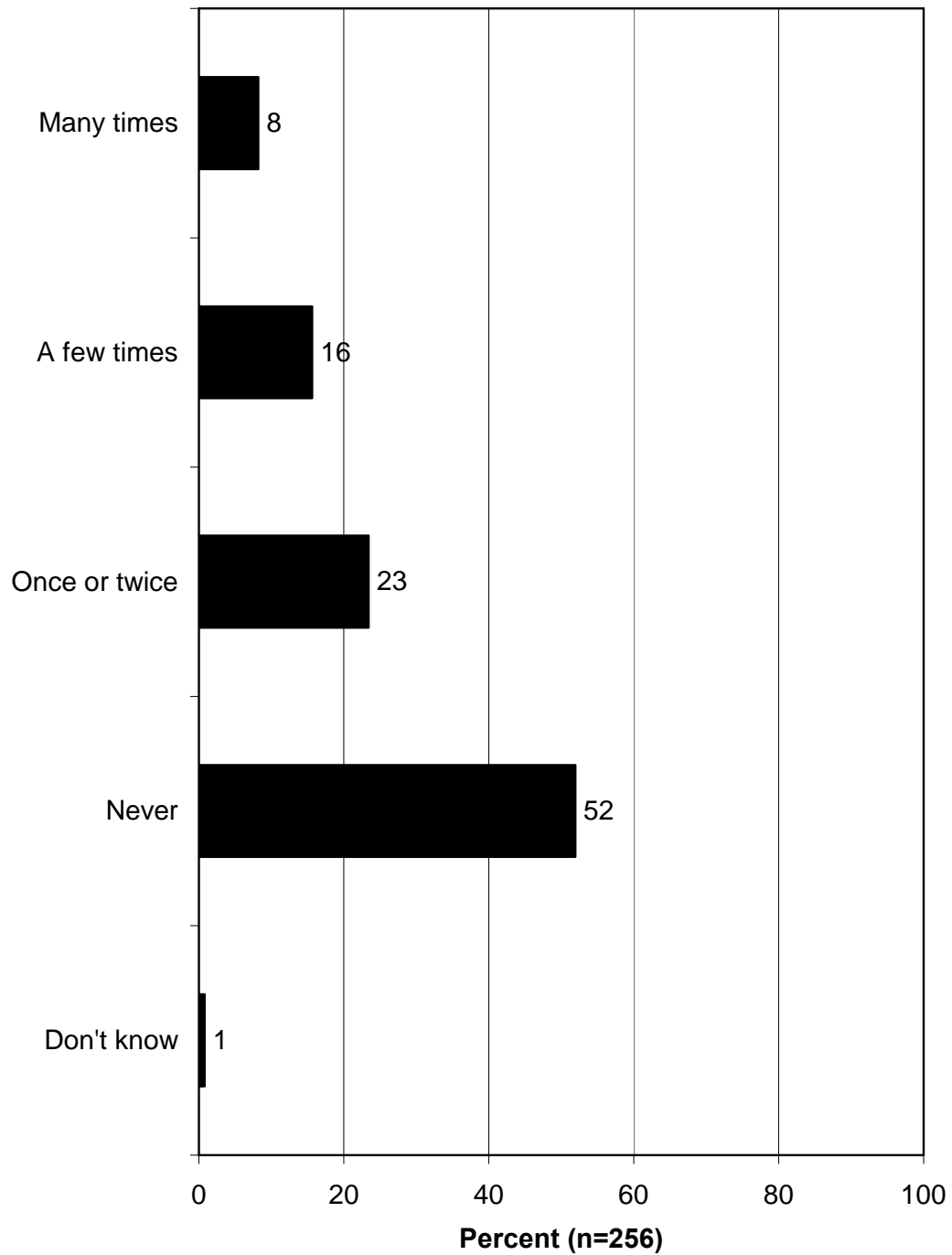
**Q102. How likely would you be to go hunting if you were invited to go within the next 12 months?**



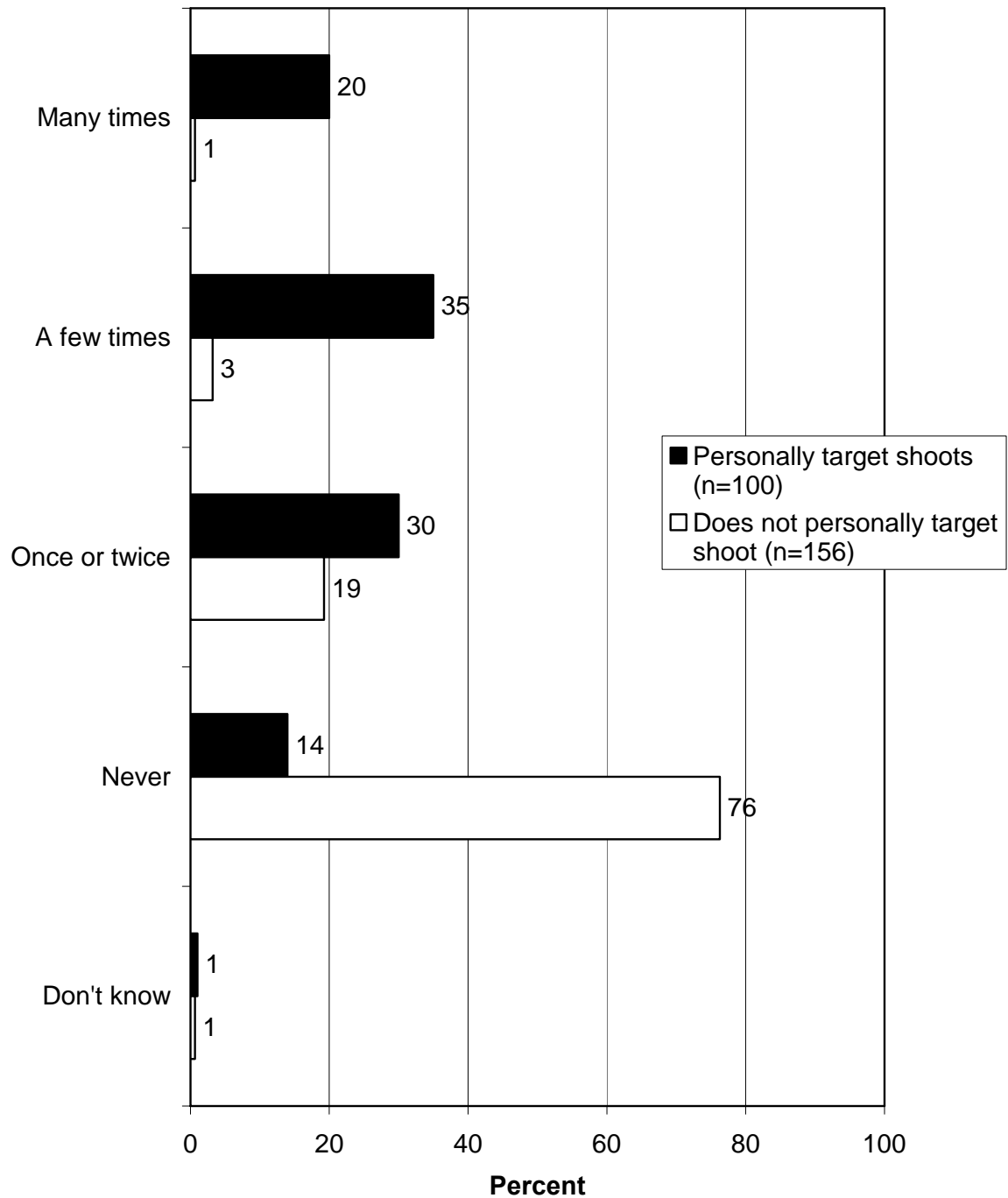
**Q102. Percent of respondents who do not personally hunt who would be very or somewhat likely to accept an invitation to go hunting if invited in the next 12 months.**



**Q103. How often have you been invited to go target shooting?**



**Q103. How often have you been invited to go target shooting?**

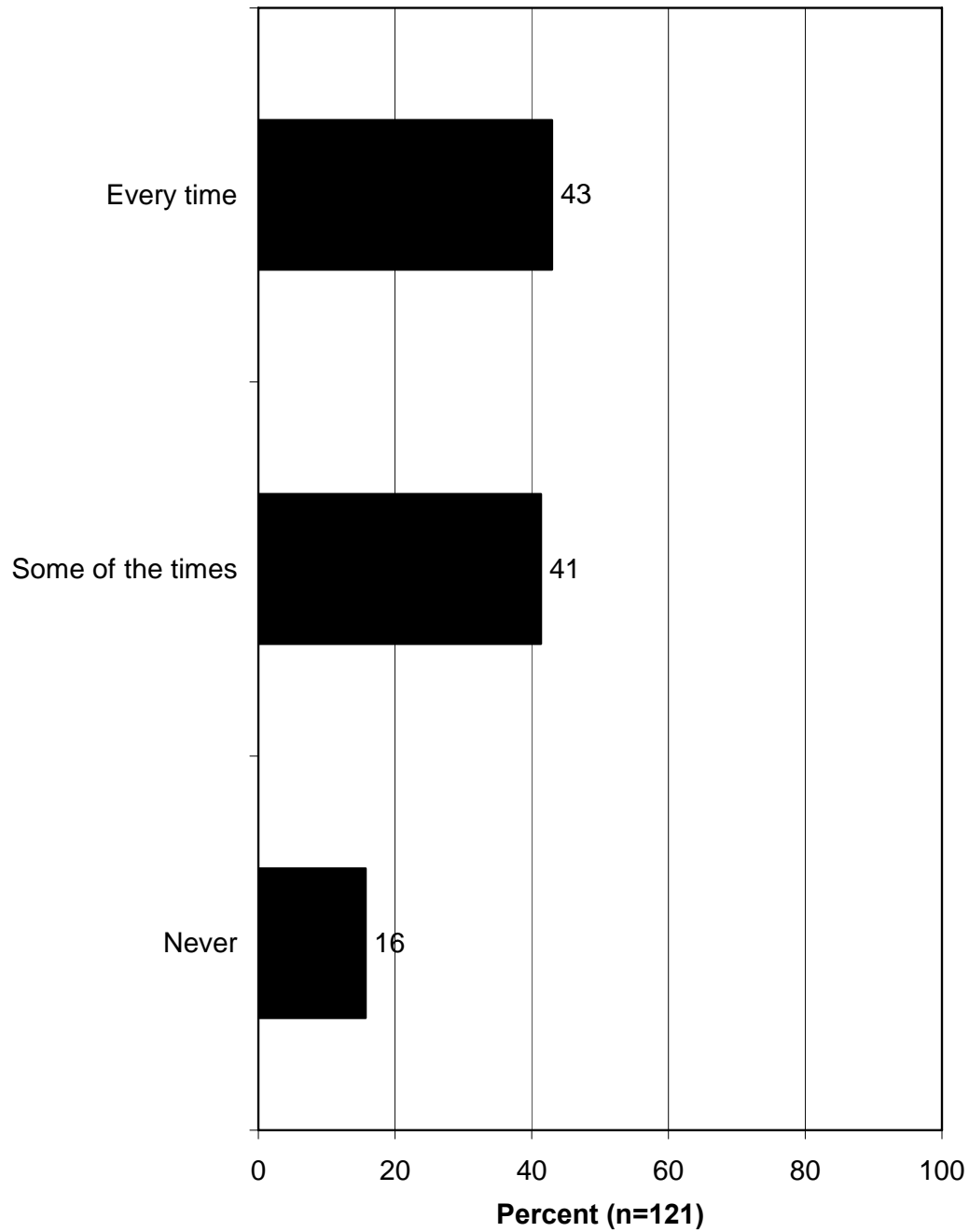


**Correlations to the Characteristic or Opinion Shown in the Top Row**

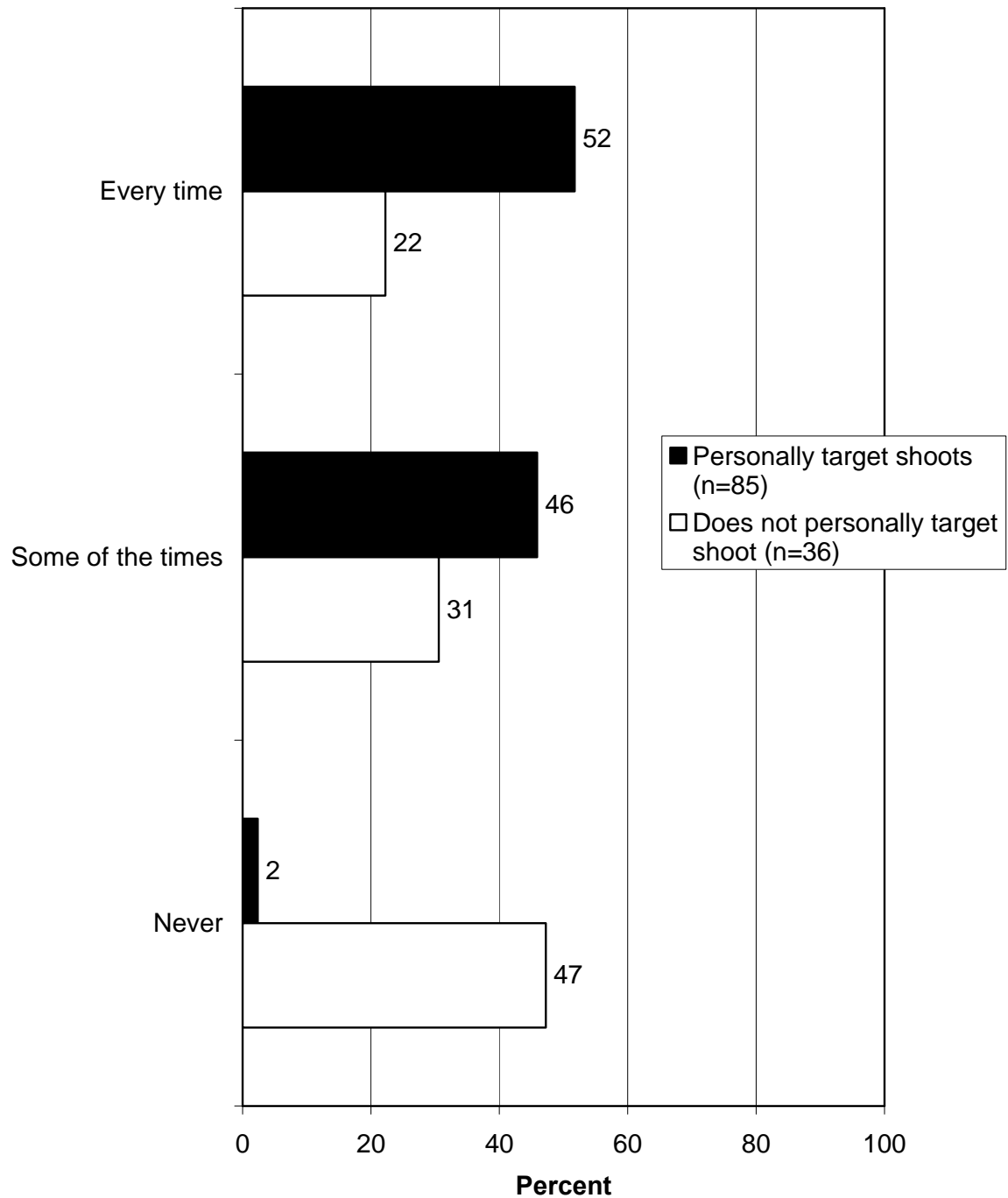
<b>EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	4.8
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	4.26
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.001$ ).	4.19
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.01$ ).	3.26
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.01$ ).	3.08
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.01$ ).	2.89
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.05$ ).	2.57
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	5.26
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5.12
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.97
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	4
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.01$ ).	3.28
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.01$ ).	3.22
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	5.44
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	4.86
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.001$ ).	4.04
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	3.97
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	9.68
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	7.46
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	7.17
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	5.57
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	5.36
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	3.58
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.05$ ).	2.12
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.001$ ).	3.96
DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old) ( $p < 0.05$ ).	2.17
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	



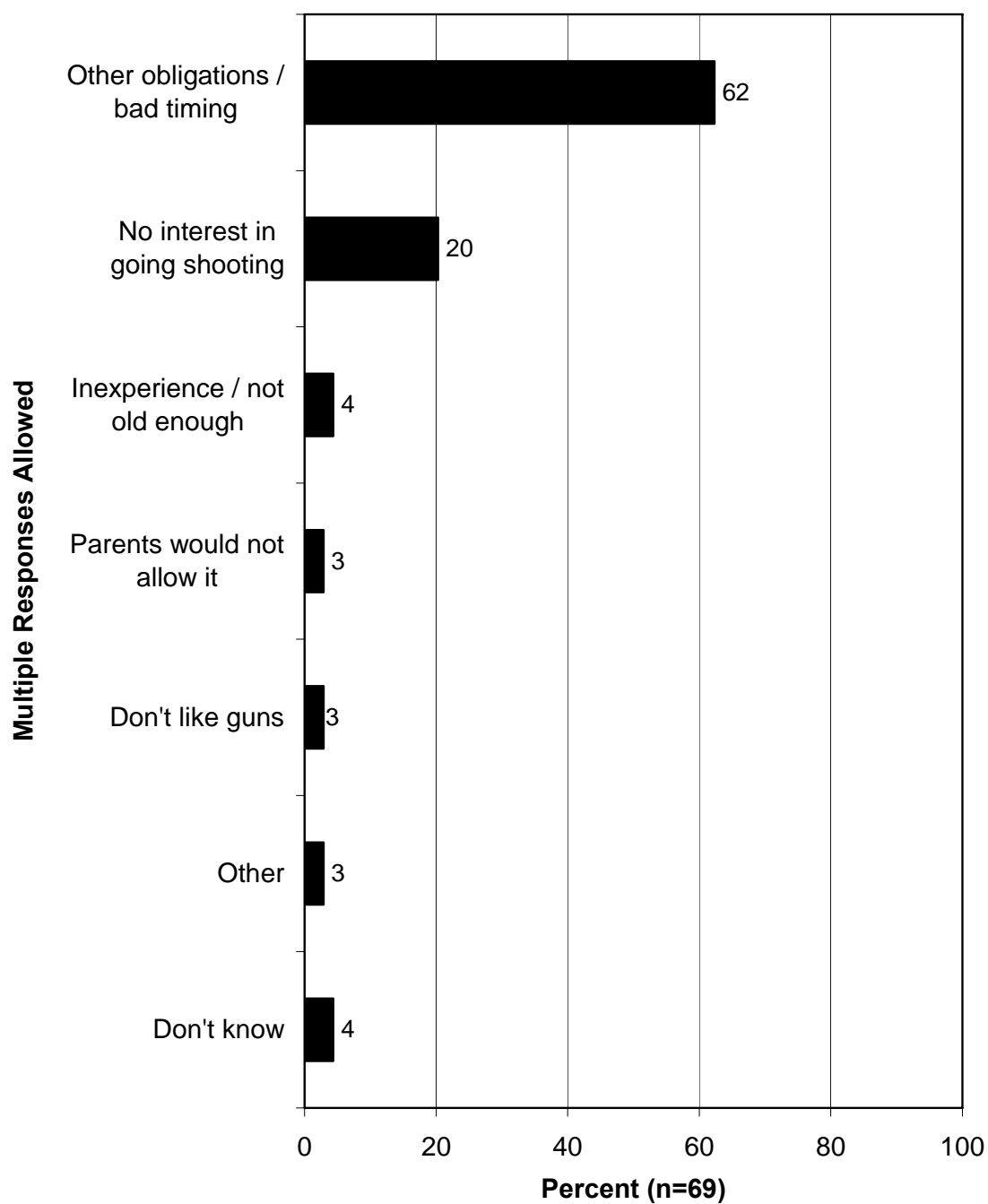
**Q104. How often did you go target shooting when invited? (Asked of those who were invited to go target shooting.)**



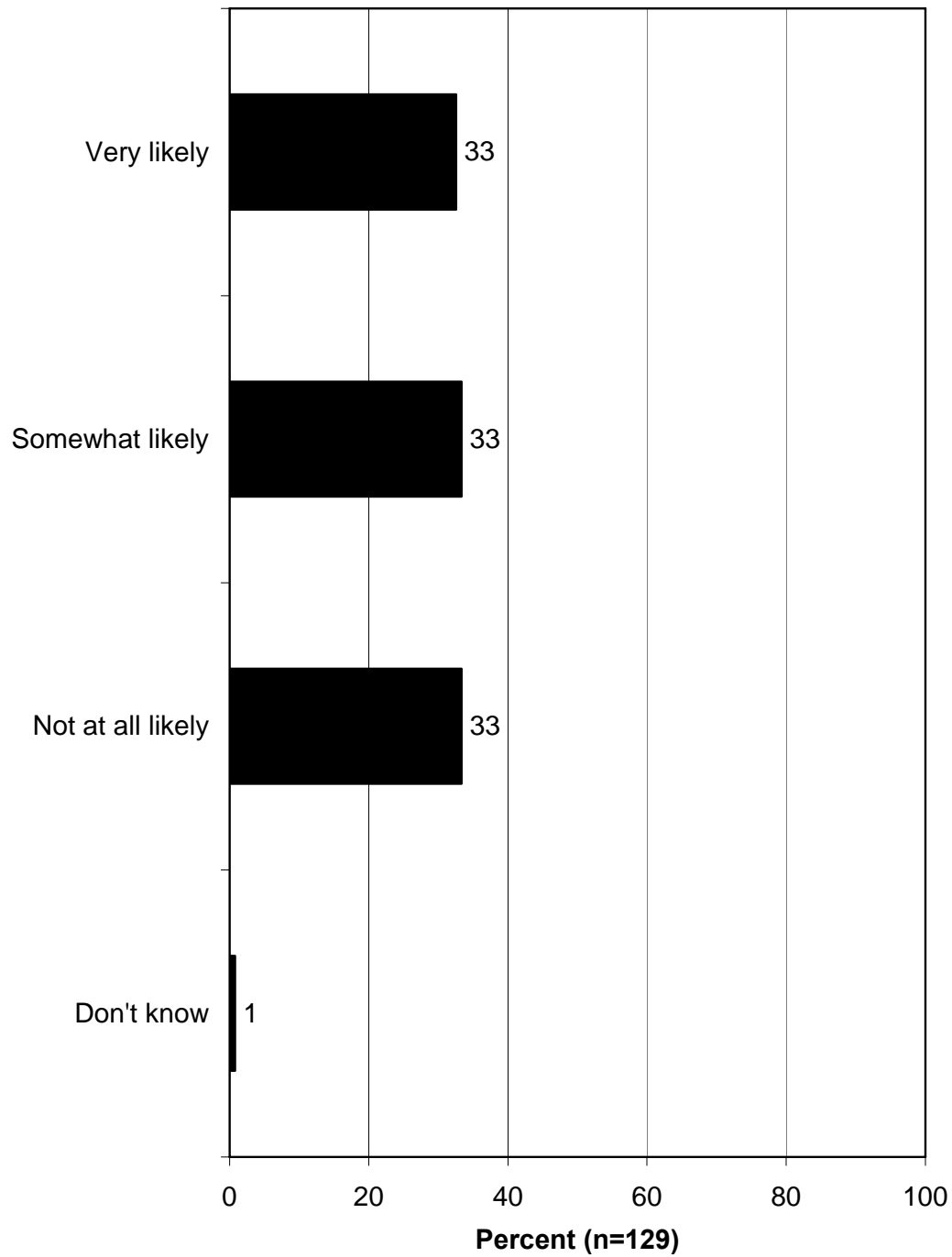
**Q104. How often did you go target shooting when invited? (Asked of those who were invited to go target shooting.)**



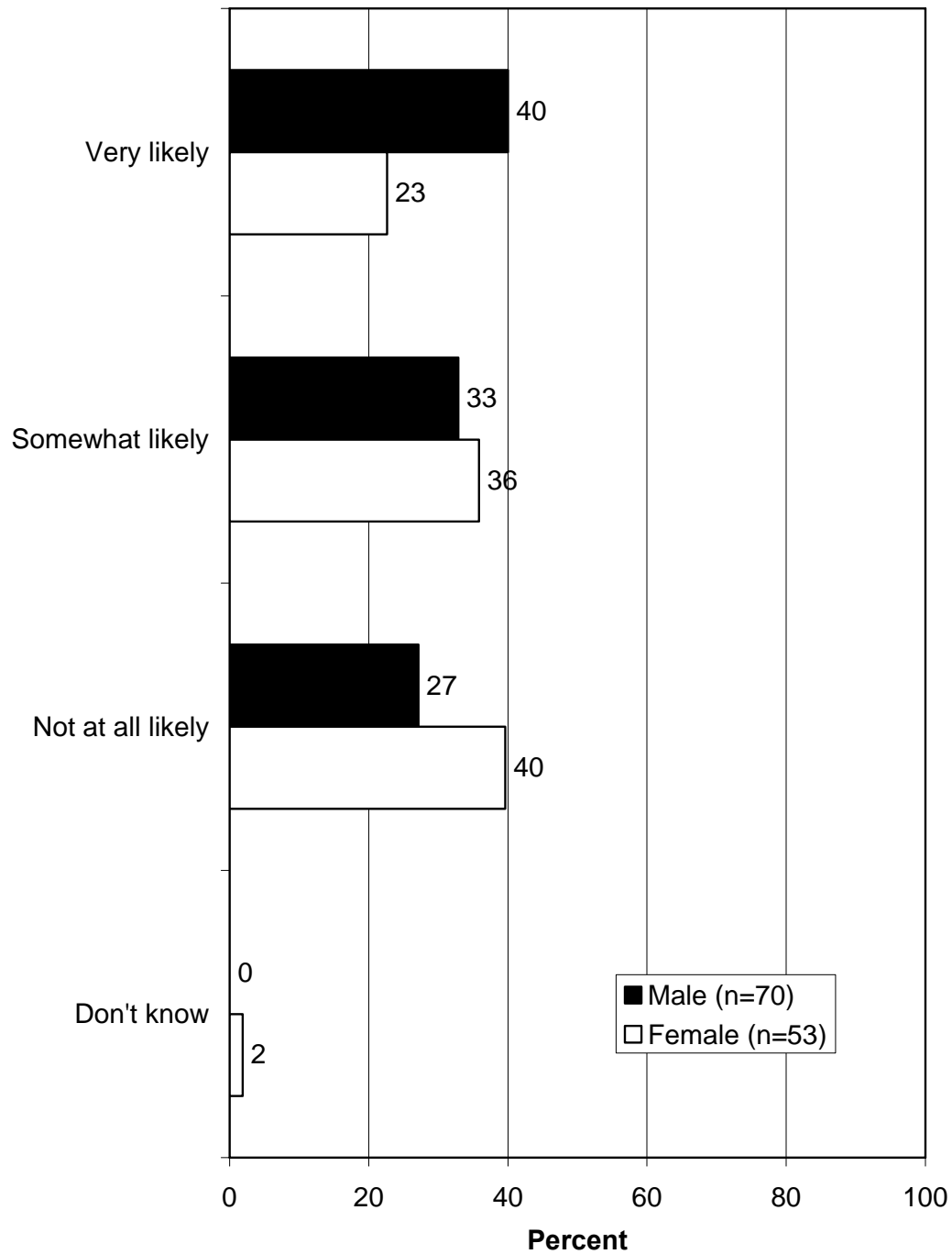
**Q105. Why didn't you go target shooting when invited? (Asked of those who never went target shooting when invited to do so.)**



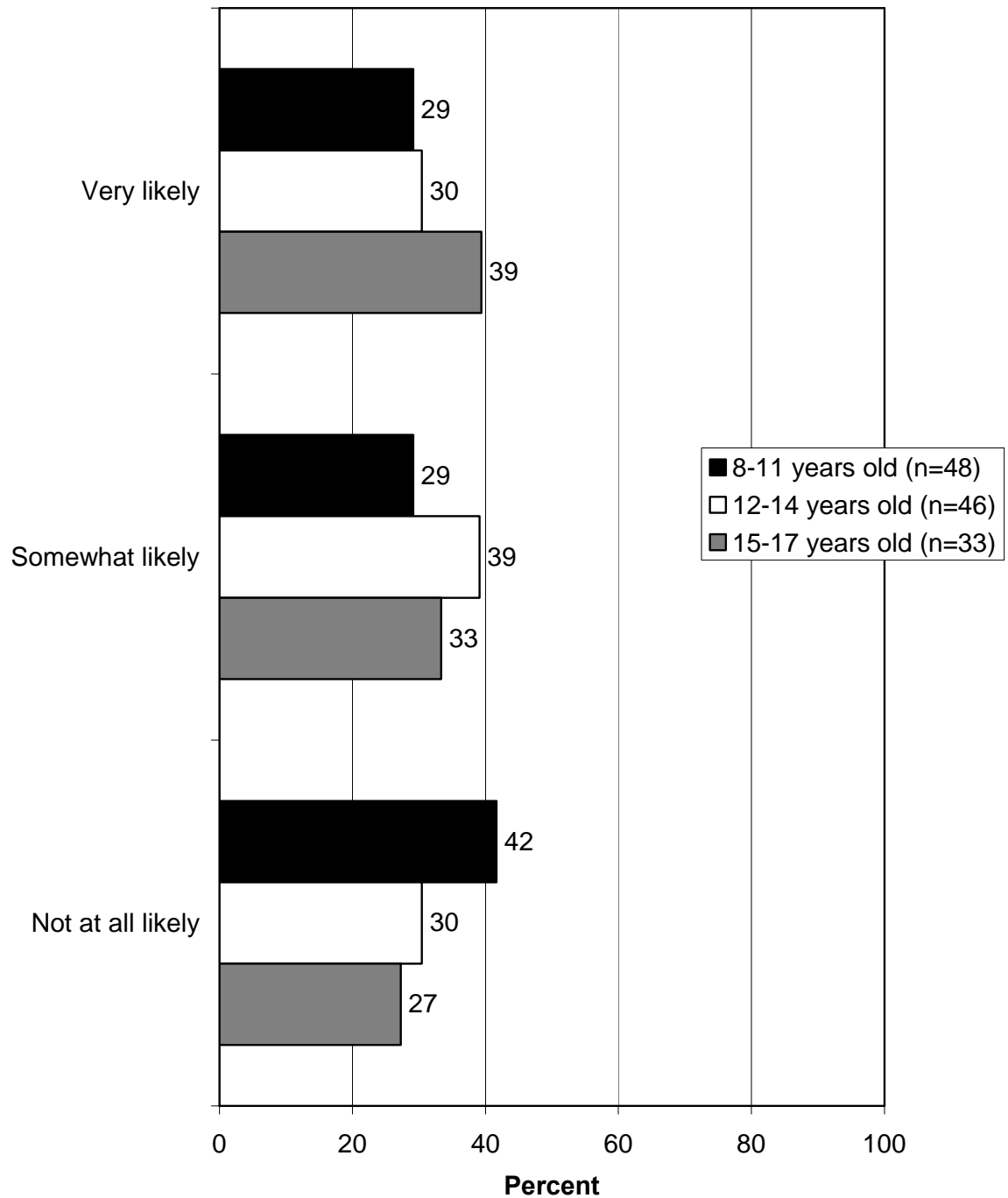
**Q106. How likely would you be to go target shooting if you were invited to go within the next 12 months?**



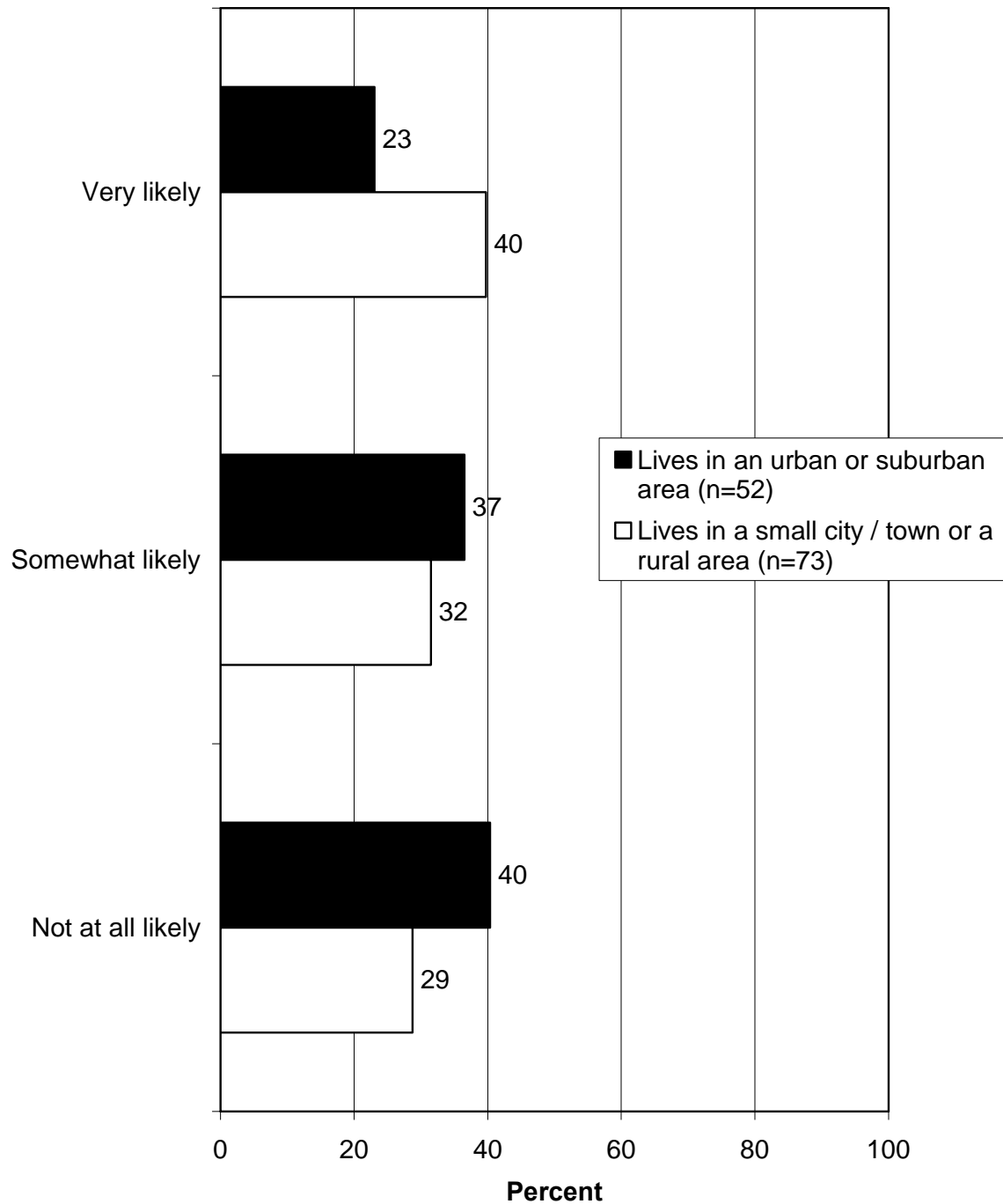
**Q106. How likely would you be to go target shooting if you were invited to go within the next 12 months?**



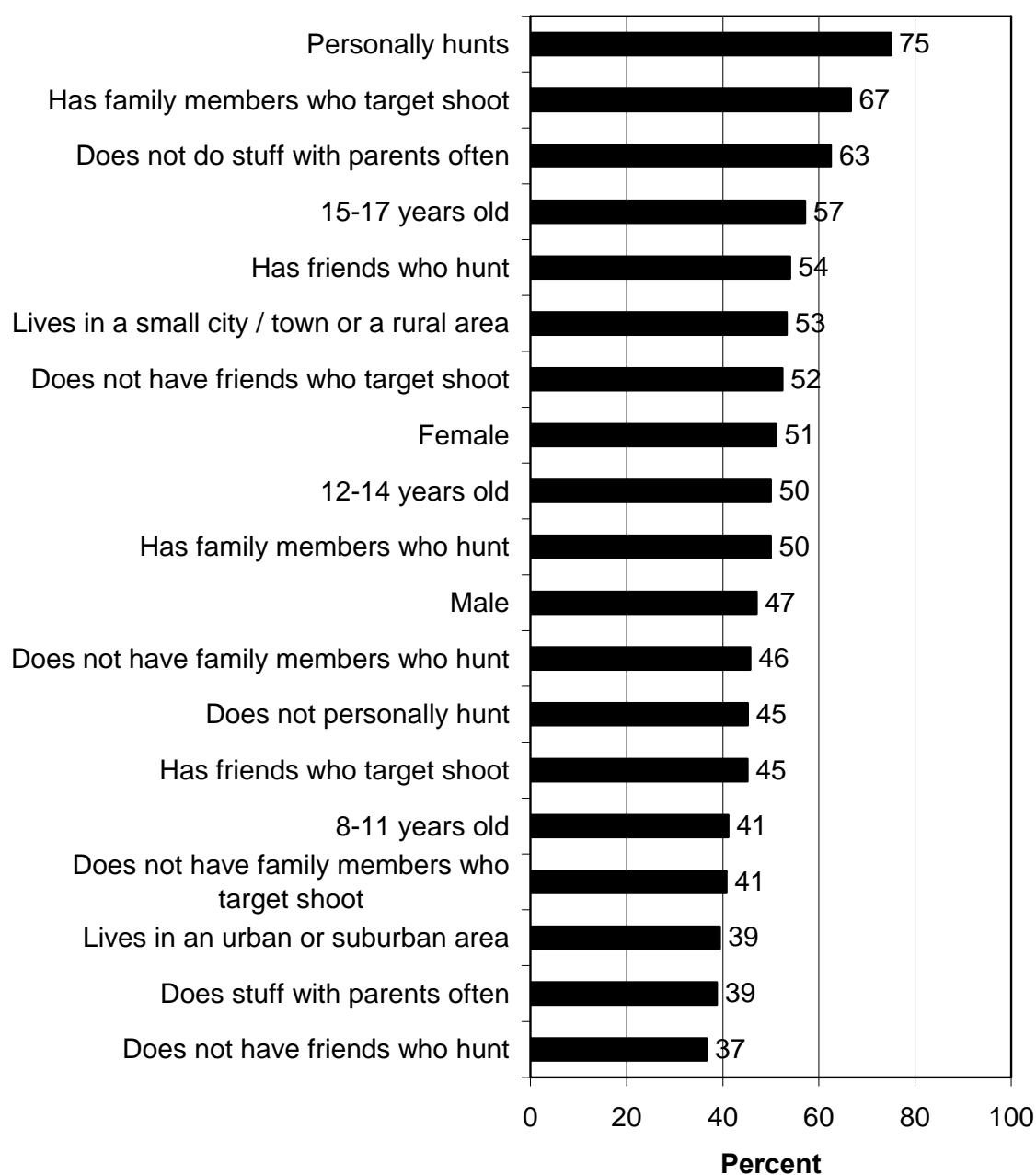
**Q106. How likely would you be to go target shooting if you were invited to go within the next 12 months?**



**Q106. How likely would you be to go target shooting if you were invited to go within the next 12 months?**



**Q106. Percent of respondents who do not personally target shoot who would be very or somewhat likely to accept an invitation to go target shooting if invited in the next 12 months.**





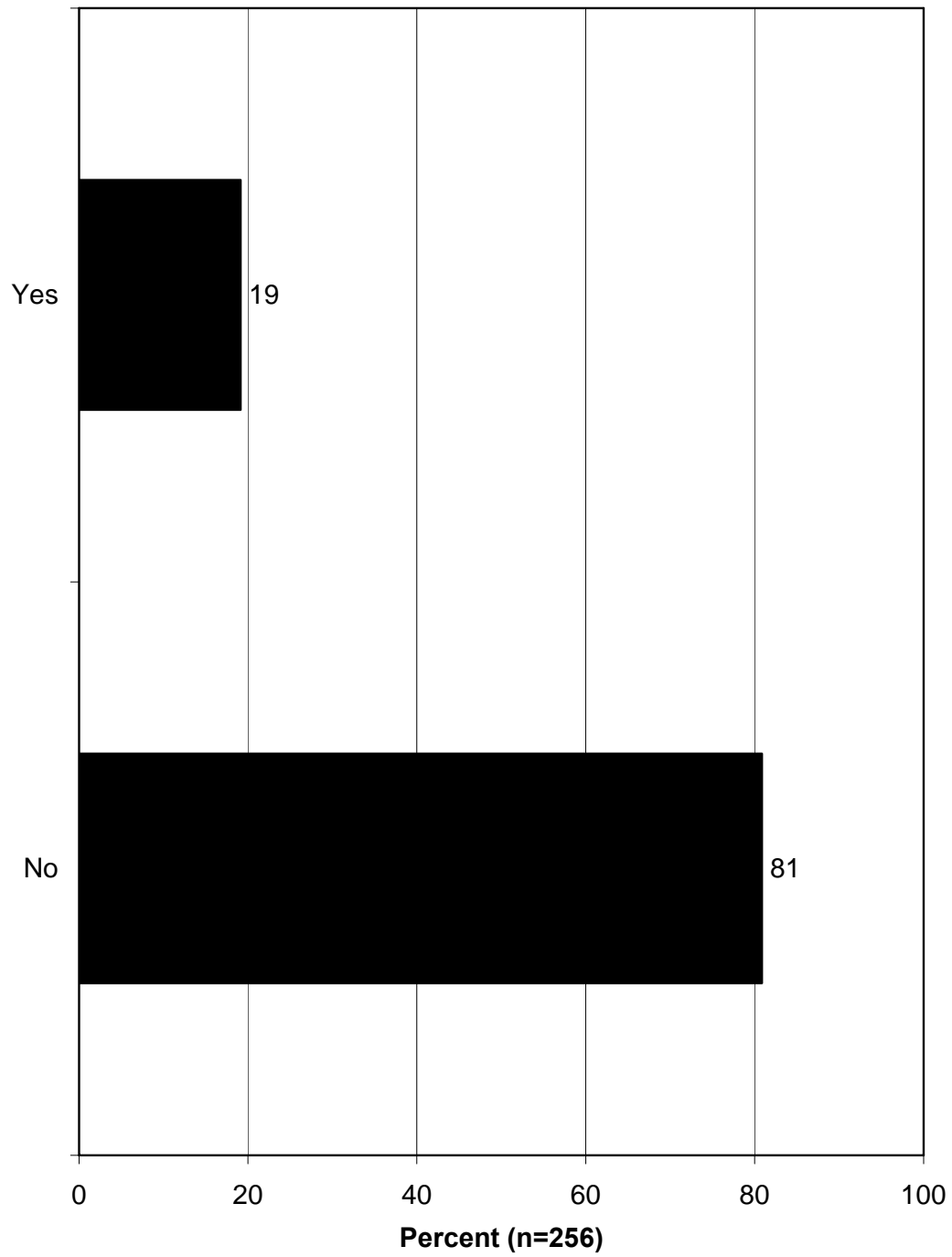
## PERSONAL EXPERIENCE IN AND EXPOSURE TO HUNTING AND TARGET SHOOTING, AND PEER REACTIONS

- Participation in target shooting among youth is more common than participation in hunting. However, substantial percentages of youth have friends and family members who hunt and/or target shoot. In general, youth hunters are more likely than are youth shooters to tell their friends about their participation in their respective activity. In any case, when told of a friend's hunting or shooting participation, reactions from peers tend to be largely positive.

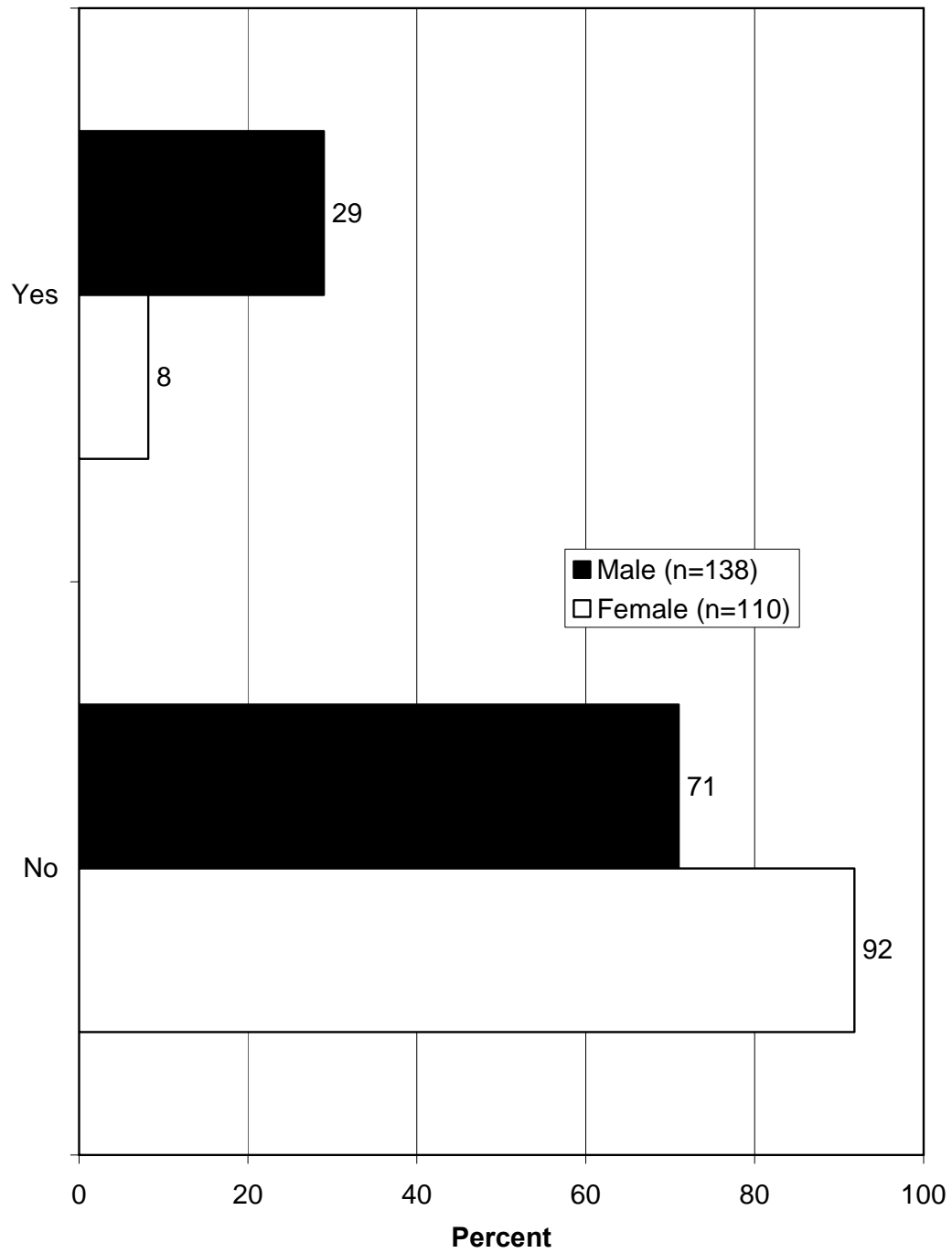
Just under a fifth of the sample (19%) said that they personally hunted. Meanwhile, over two-thirds (68%) said they had friends who hunted, and more than half (56%) said they had family members who hunted. Asked whether they told *most*, *some*, *just a few*, or *none* of their friends that they hunted, the most common response among youth hunters was that they told *most* of their friends (45%), followed by *some* (31%), and *just a few* (16%). Fortunately, 33% of those who told their friends that they hunted say their friends reacted *very* positively, with 40% saying the reaction among friends was *somewhat* positive, and 27% saying they received a reaction that was neither positive nor negative.

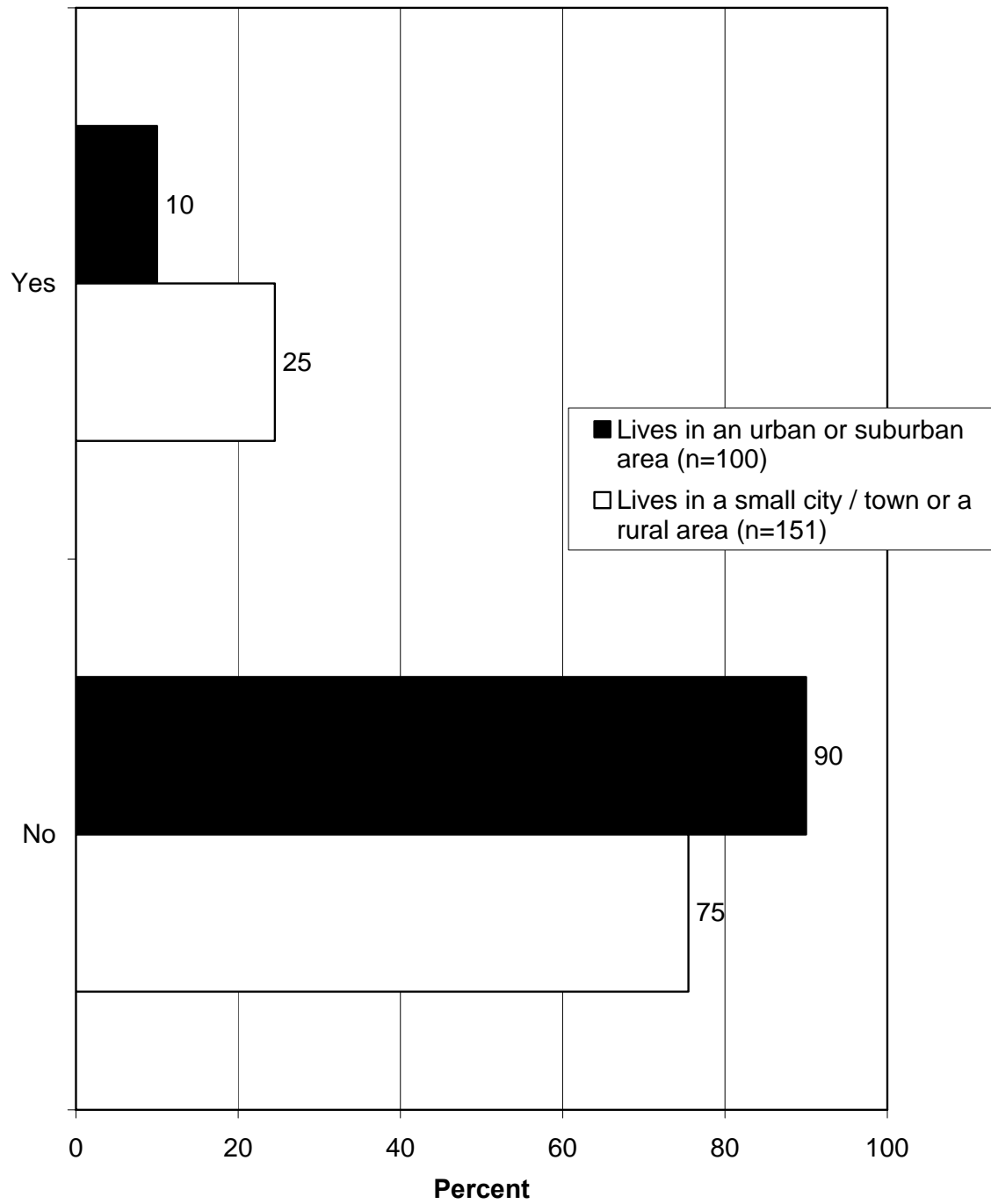
- A crosstabulation found that males, compared to females, are more likely to personally hunt.
- A crosstabulation found that those living in small cities/towns and rural areas, compared to those living in urban and suburban areas, are more likely to personally hunt.

More than a third of youth surveyed (39%) said that they personally participated in target shooting. Over half (52%) indicated having friends who participated in target shooting, while just under half (44%) said they had family members who took part in the activity. Interestingly, youth who target shoot appear much less likely to share this information with their friends than youth who hunt: asked whether they told *most*, *some*, *just a few*, or *none* of their friends that they engaged in target shooting, the most common responses among youth shooters was that they told *just a few* (31%) or *some* of their friends (28%). A quarter of those who participated in target shooting (25%) said they told *none of their friends* about their involvement in the activity, while just 15% said they told *most* of their friends. However, as with hunting, peer reactions are usually positive, with 32% of those who told their friends that they went target shooting saying their friends reacted *very* positively, 34% saying their friends reacted *somewhat* positively, and 30% saying the reaction from their friends was neither positive nor negative.

**Q84. Do you personally hunt?**

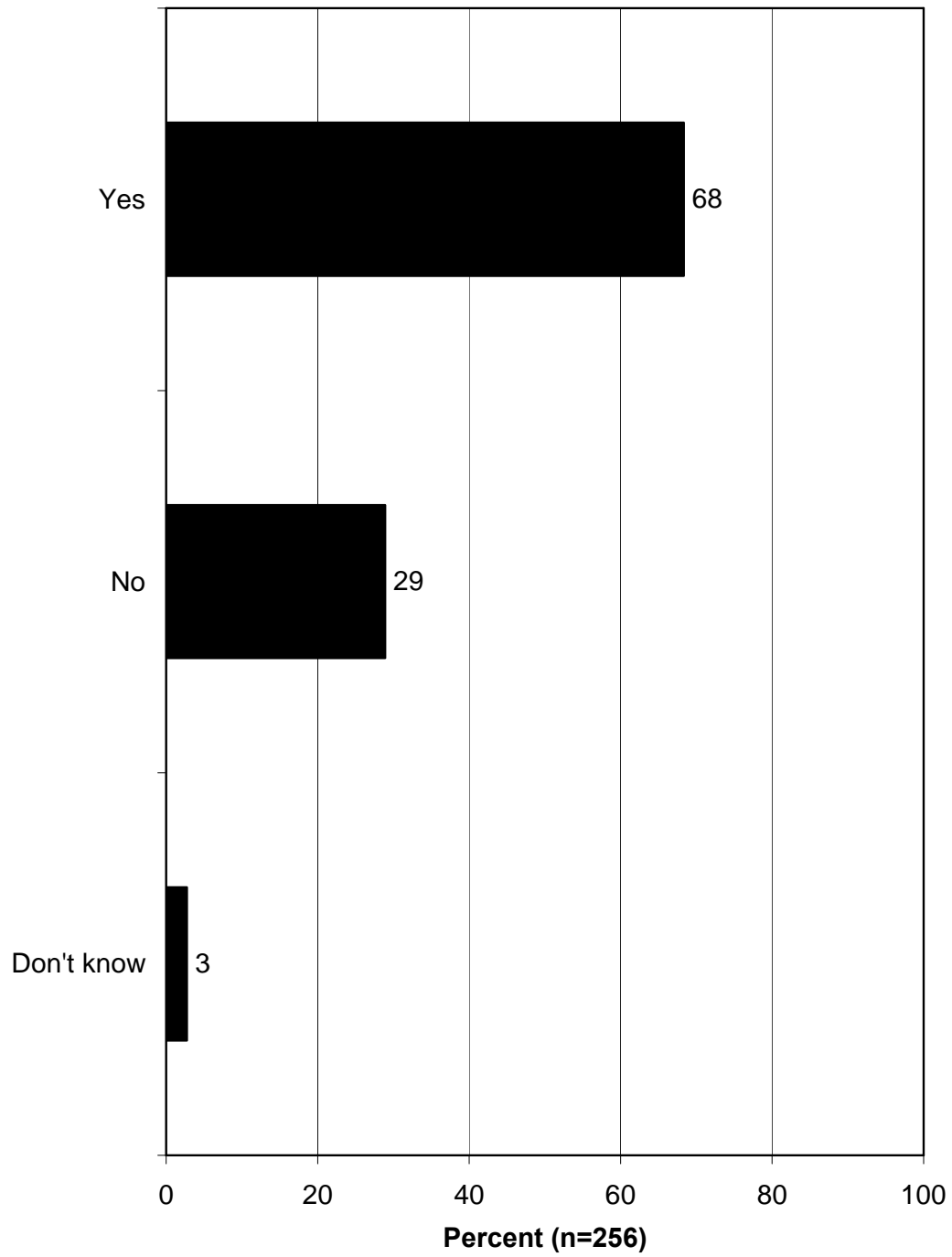
**Q84. Do you personally hunt?**



**Q84. Do you personally hunt?**

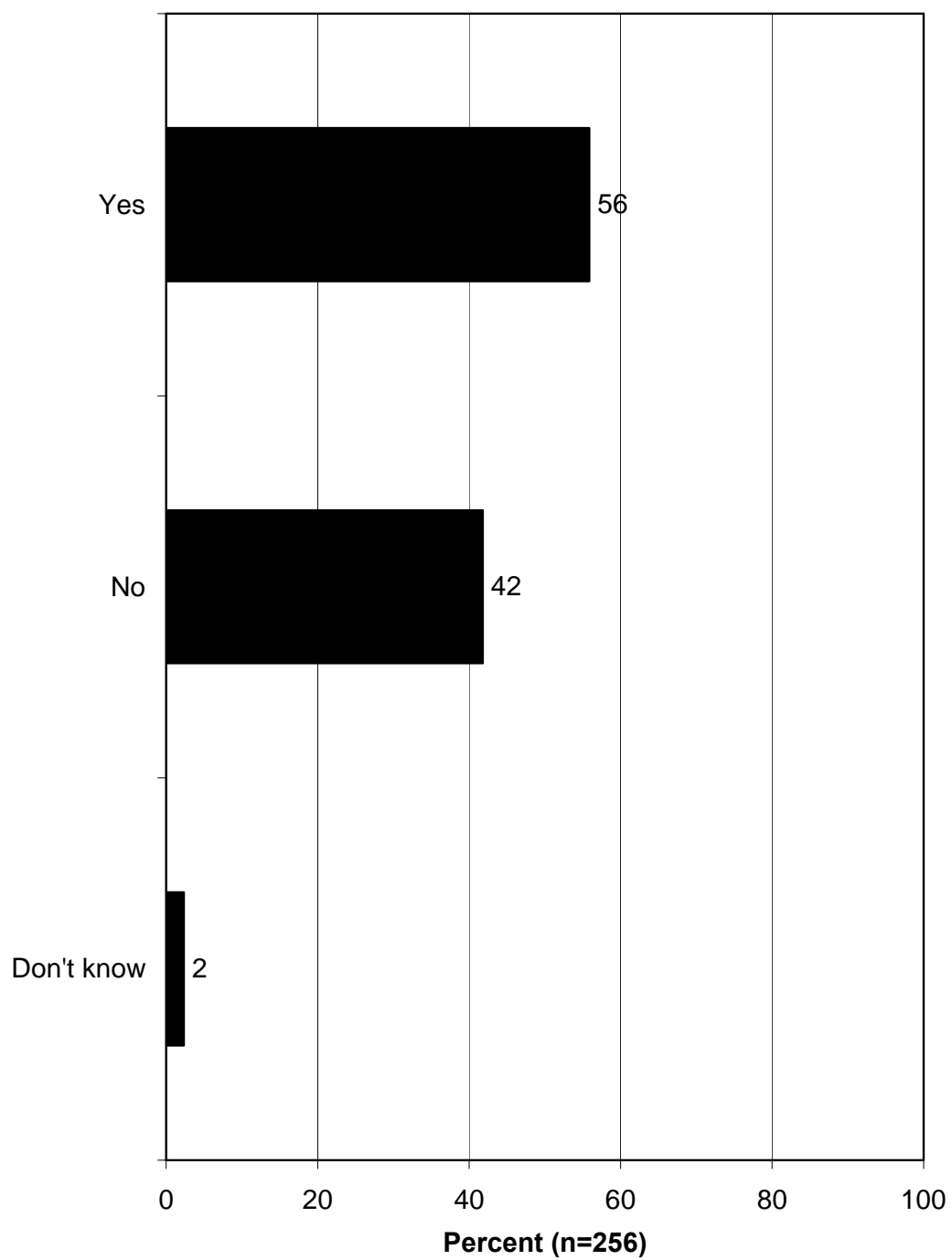
### **Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>EXPOSURE / PARTICIPATION: Personally hunts</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	5.23
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	3.91
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	3.87
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	3.85
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.001$ ).	3.51
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.001$ ).	3.36
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, target shooting is a dangerous sport' ( $p < 0.05$ ).	2.18
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.05$ ).	2.06
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	6
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	4.6
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.001$ ).	4.11
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	3.38
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.01$ ).	2.96
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.01$ ).	2.82
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	5.9
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	4.54
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.01$ ).	3.1
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.01$ ).	2.91
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	7.55
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	5.56
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	5.36
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	5.32
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	4.61
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	4.51
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	4.05
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.001$ ).	4.33
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area ( $p < 0.01$ ).	2.88
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q85. Do any of your friends hunt?**

### Correlations to the Characteristic or Opinion Shown in the Top Row

<b>EXPOSURE / PARTICIPATION: Has friends who hunt</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	4.52
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	4.4
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	3.6
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	3.53
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.01).	2.7
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.05).	2.21
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.001).	4.53
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	4.28
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.001).	4.15
ATTITUDE: Strongly approves of target shooting when it is legal to do so (p < 0.001).	3.44
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot (p < 0.01).	3.23
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable (p < 0.01).	3.04
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	4.21
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.001).	3.68
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot (p < 0.001).	3.55
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.01).	2.91
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.05).	2.28
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.001).	6.08
EXPOSURE / PARTICIPATION: Has friends who target shoot (p < 0.001).	5.32
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	5.08
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.001).	4.61
EXPOSURE / PARTICIPATION: Has family members who hunt (p < 0.001).	3.86
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.001).	3.58
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.01).	2.93
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area (p < 0.001).	4.06
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.01).	2.61
DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often (p < 0.05).	2.39
DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old) (p < 0.05).	2.01
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

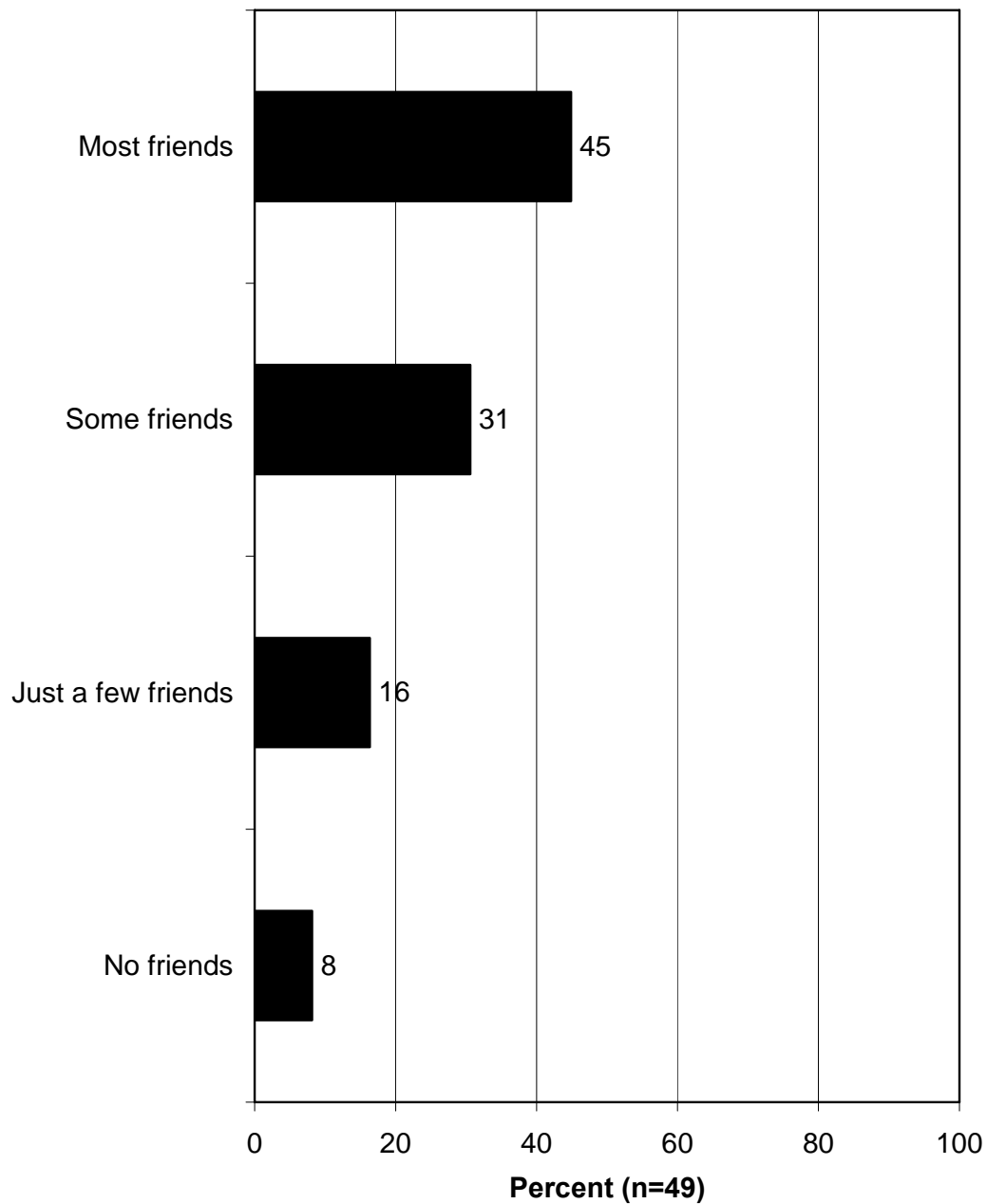
**Q86. Do any of your family members hunt?**



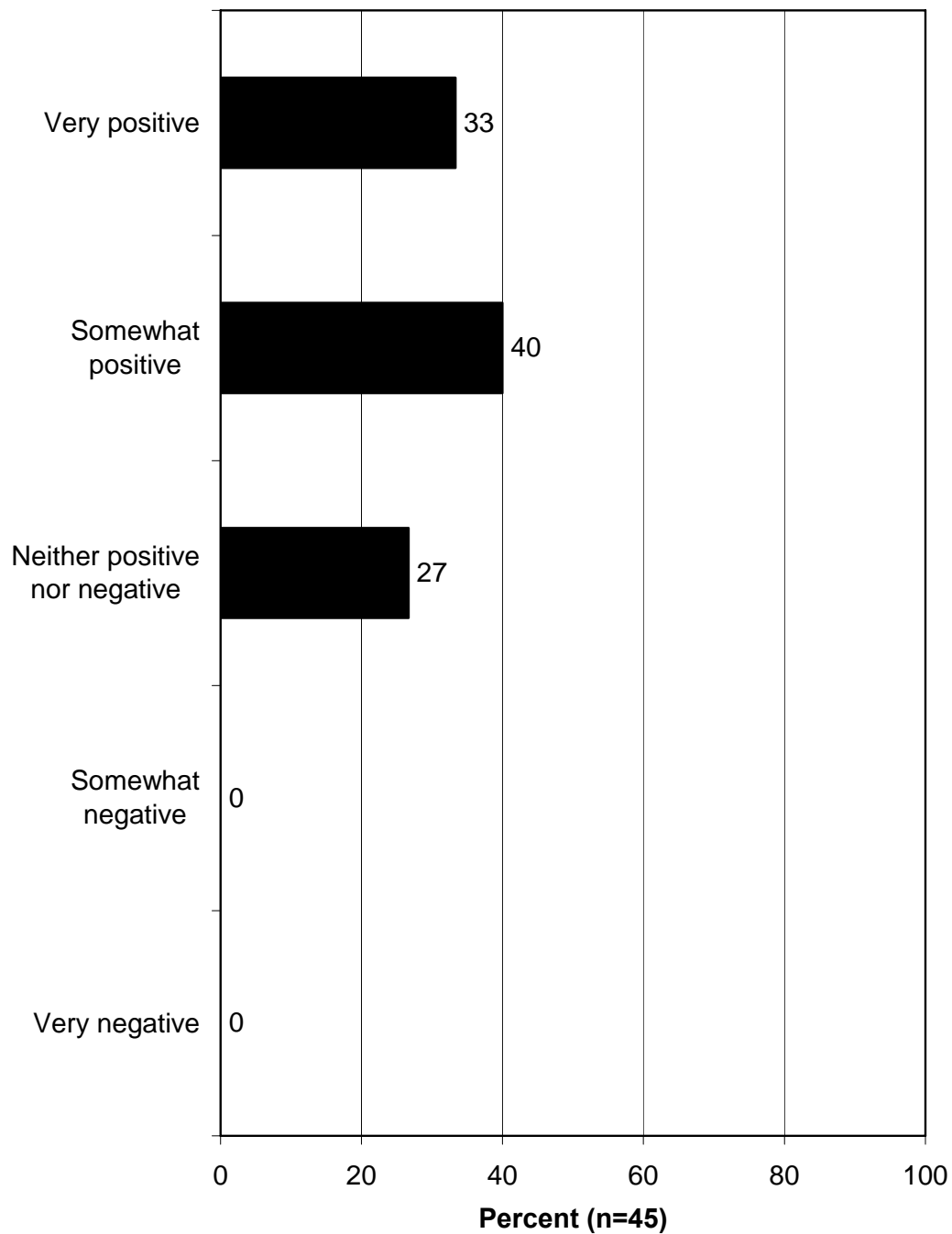
**Correlations to the Characteristic or Opinion Shown in the Top Row**

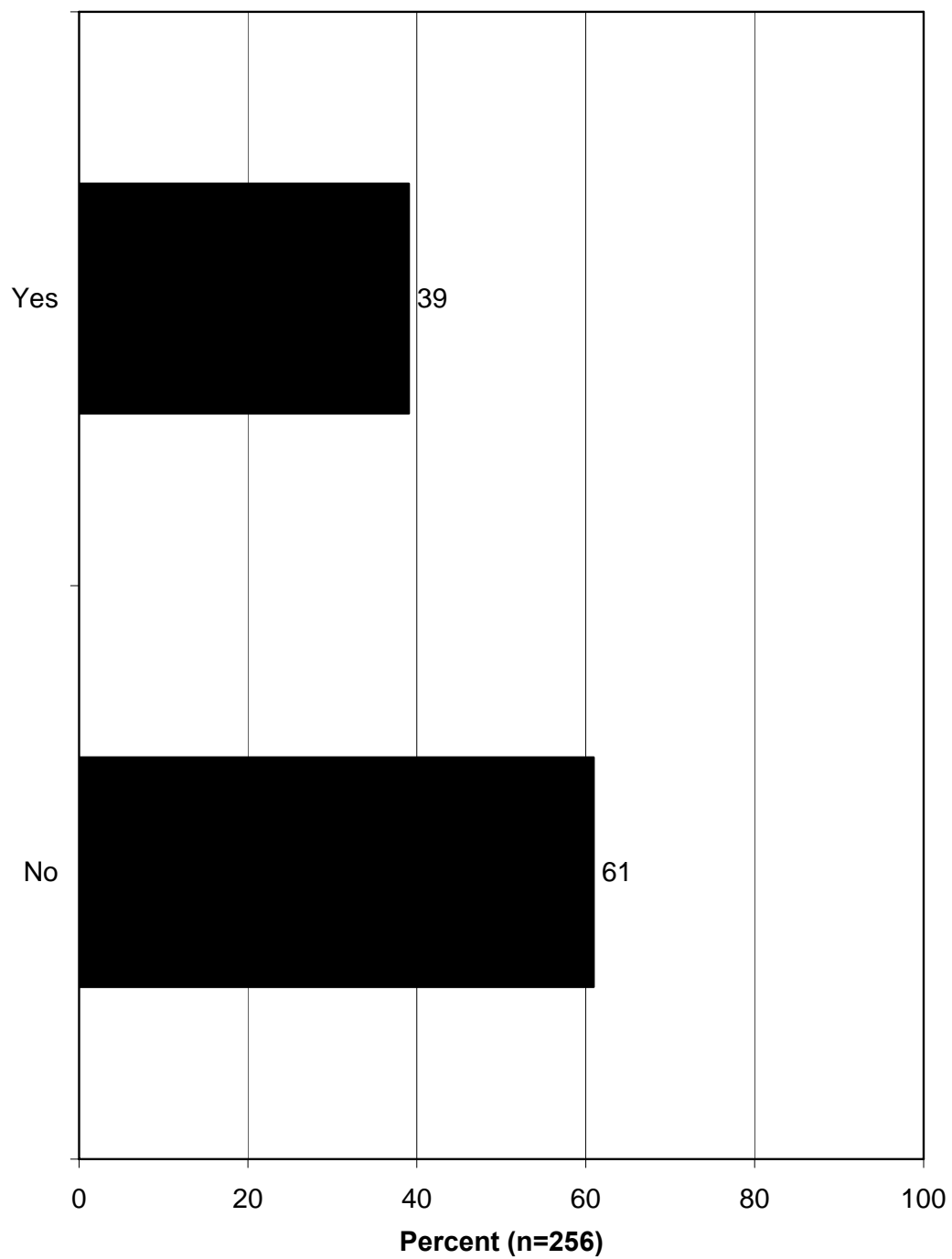
<b>EXPOSURE / PARTICIPATION: Has family members who hunt</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' (p < 0.001).	5.64
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' (p < 0.001).	5.52
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' (p < 0.001).	5.32
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' (p < 0.001).	4.69
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' (p < 0.001).	3.76
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' (p < 0.01).	2.66
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' (p < 0.05).	2.4
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' (p < 0.05).	2.35
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' (p < 0.05).	2.35
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable (p < 0.001).	4.61
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt (p < 0.01).	3.23
ATTITUDE: Strongly approves of hunting when it is legal to do so (p < 0.01).	3.18
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable (p < 0.05).	1.98
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting (p < 0.001).	4.25
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting (p < 0.001).	3.85
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting (p < 0.001).	3.45
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot (p < 0.01).	2.83
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting (p < 0.05).	2.51
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once (p < 0.001).	6.71
EXPOSURE / PARTICIPATION: Has family members who target shoot (p < 0.001).	6.56
EXPOSURE / PARTICIPATION: Personally hunts (p < 0.001).	5.32
EXPOSURE / PARTICIPATION: Has friends who hunt (p < 0.001).	3.86
EXPOSURE / PARTICIPATION: Personally target shoots (p < 0.05).	2.36
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once (p < 0.05).	2.12
DEMOGRAPHIC / BACKGROUND: Is male (p < 0.01).	3.26
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area (p < 0.01).	2.8
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q95. Do you tell most of your friends that you hunt, some of your friends, just a few of your friends, or do you tell none of your friends that you hunt? (Asked of those who hunt.)**



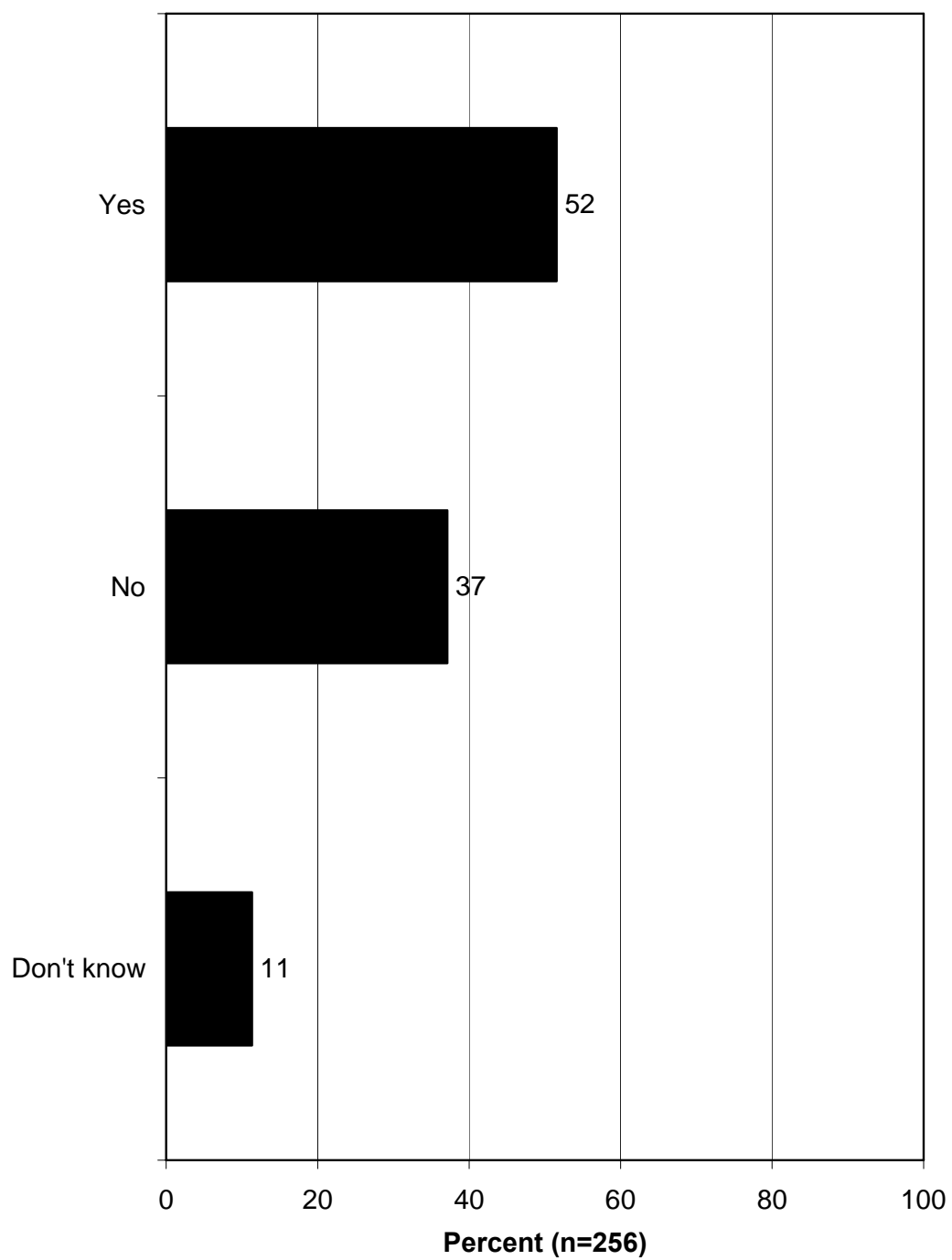
**Q96. Is their reaction when you tell them that you hunt positive, negative, or neutral? (Asked of those who tell their friends that they hunt.)**



**Q87. Do you personally target shoot?**

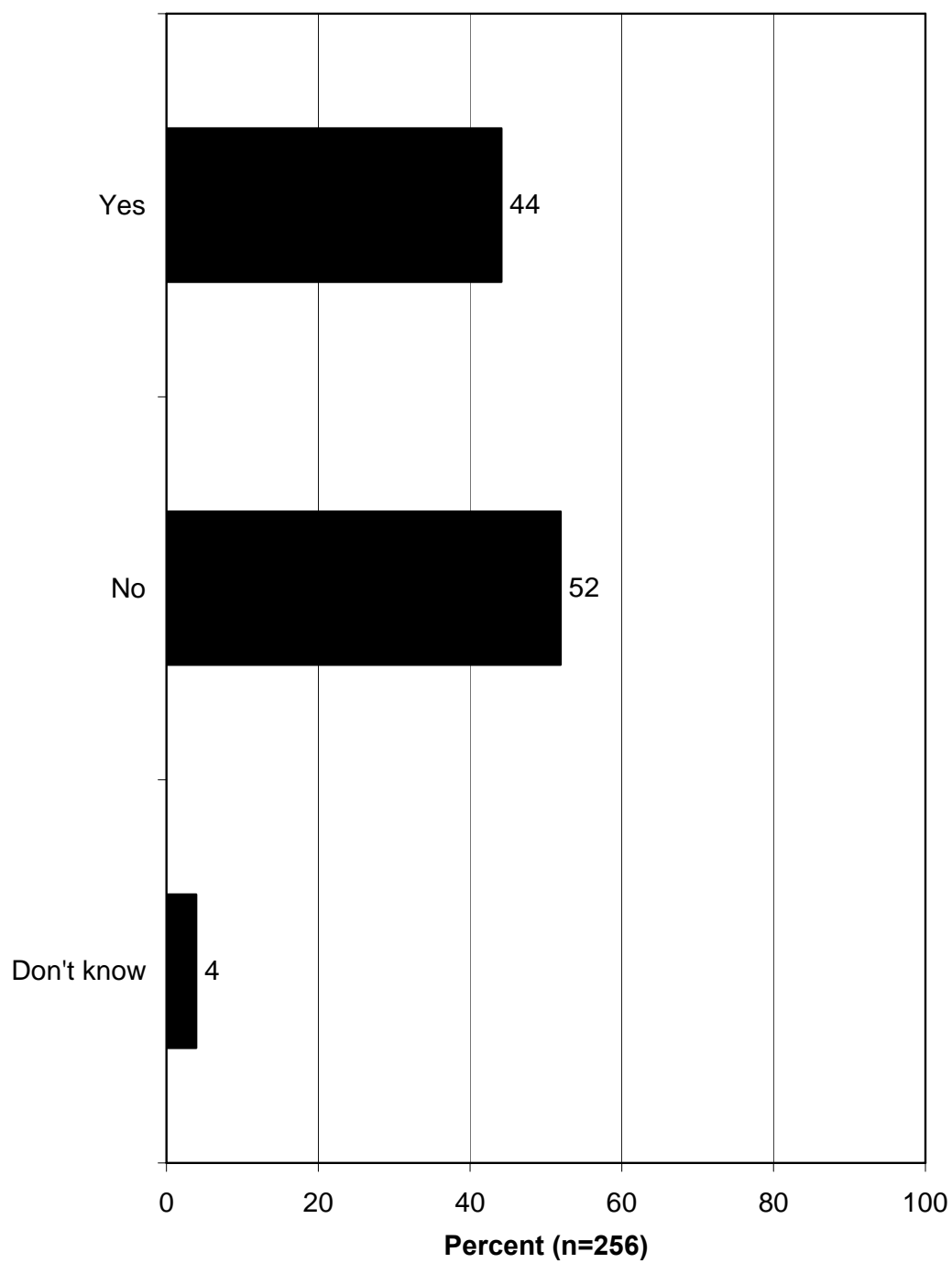
### **Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>EXPOSURE / PARTICIPATION: Personally target shoots</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	5.43
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	5.02
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	3.64
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.01$ ).	3.17
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.05$ ).	2.48
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.05$ ).	2.19
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	5.54
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	5.14
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5.07
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	3.75
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.01$ ).	3.03
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.05$ ).	2.3
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	5.81
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	4.47
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.001$ ).	4.3
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	3.64
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	9.68
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	7.96
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	6.01
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	4.51
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	4.45
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.01$ ).	2.93
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.05$ ).	2.36
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.001$ ).	4.91
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q88. Do any of your friends target shoot?**

### **Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>EXPOSURE / PARTICIPATION: Has friends who target shoot</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	3.3
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.01$ ).	3.21
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.01$ ).	3.12
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.01$ ).	2.99
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.01$ ).	2.83
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.01$ ).	2.75
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	5.37
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	4.76
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.1
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	3.72
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.001$ ).	3.62
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.01$ ).	3.15
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	6.78
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	6
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	5.08
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.001$ ).	4.27
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.01$ ).	2.93
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	7.17
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	6.01
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	5.32
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	5.11
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	4.97
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	4.05
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.01$ ).	3.22
DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old) ( $p < 0.05$ ).	1.96
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

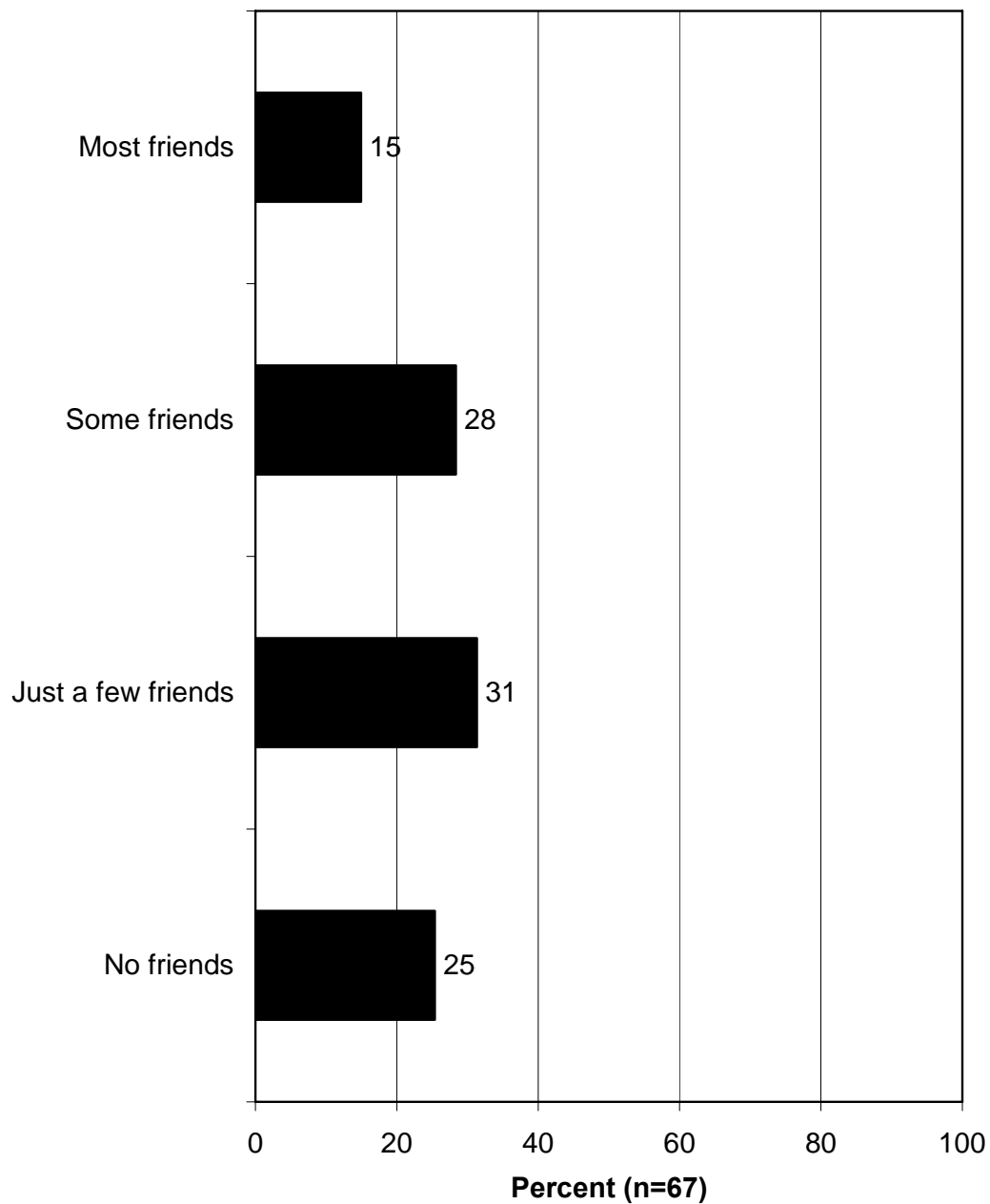
**Q89. Do any of your family members target shoot?**



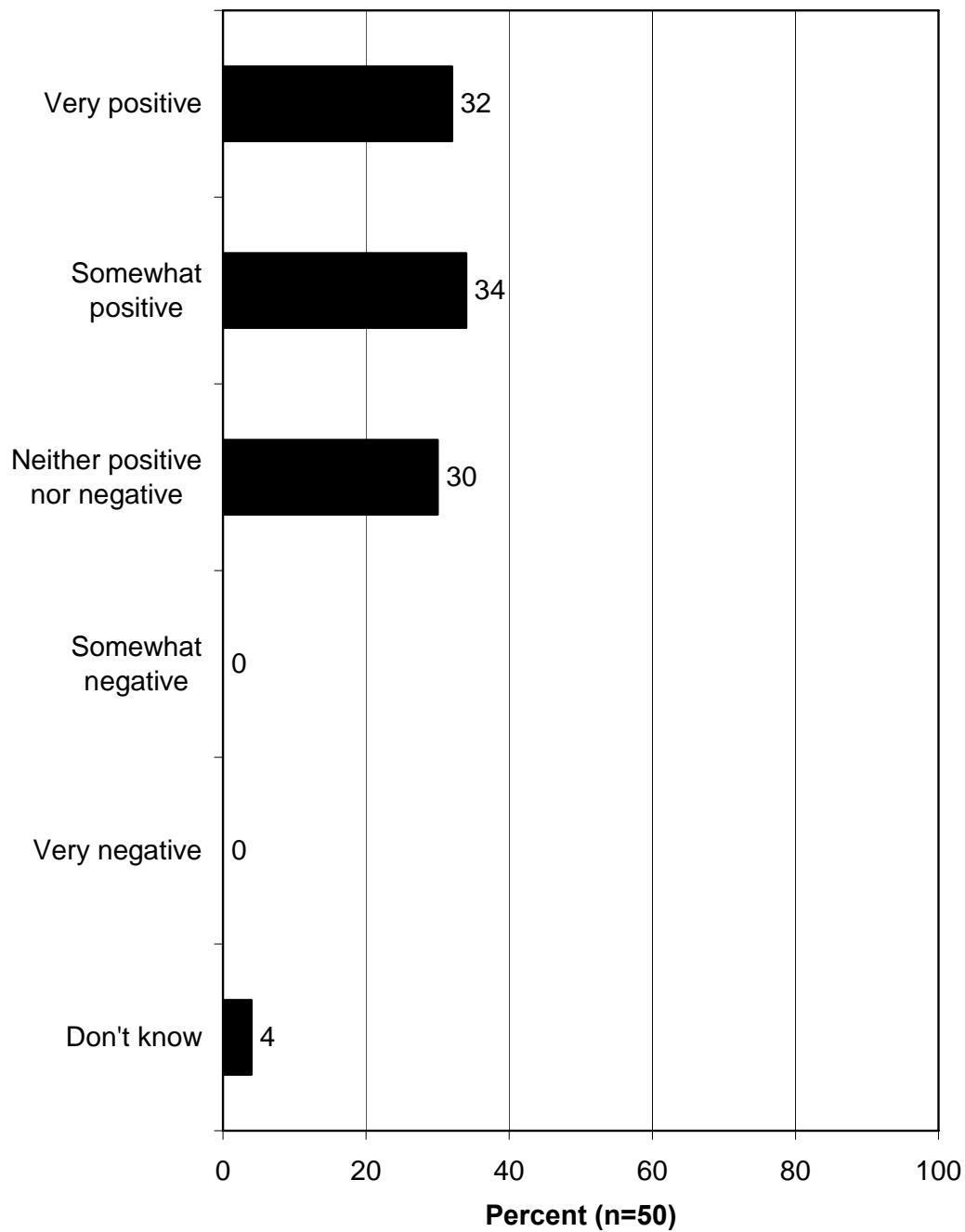
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>EXPOSURE / PARTICIPATION: Has family members who target shoot</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for girls to hunt' ( $p < 0.001$ ).	4.69
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.001$ ).	4.55
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.001$ ).	3.98
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	3.95
VALUE: Strongly agrees with the statement 'Hunting wild animals such as turkey or deer for food is okay' ( $p < 0.001$ ).	3.51
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.01$ ).	3.27
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.01$ ).	3.24
VALUE: Strongly agrees with the statement 'It is okay for boys to hunt' ( $p < 0.01$ ).	3.24
VALUE: Did not indicate strongly agreeing with the statement 'Compared to other sports, hunting is a dangerous sport' ( $p < 0.01$ ).	2.76
VALUE: Did not indicate strongly agreeing with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.05$ ).	2.47
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.001$ ).	5.38
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	5.22
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.001$ ).	4.55
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	4.4
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	3.88
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to hunt ( $p < 0.01$ ).	3.07
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.001$ ).	5.57
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.001$ ).	5.07
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.001$ ).	4.35
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about target shooting ( $p < 0.01$ ).	3.28
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	7.96
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	7.46
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.001$ ).	6.56
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	6.49
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	5.56
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	5.08
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.001$ ).	4.97
DEMOGRAPHIC / BACKGROUND: Is male ( $p < 0.001$ ).	3.56
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Q97. Do you tell most of your friends that you target shoot, some of your friends, just a few of your friends, or do you tell none of your friends that you target shoot? (Asked of those who target shoot.)**



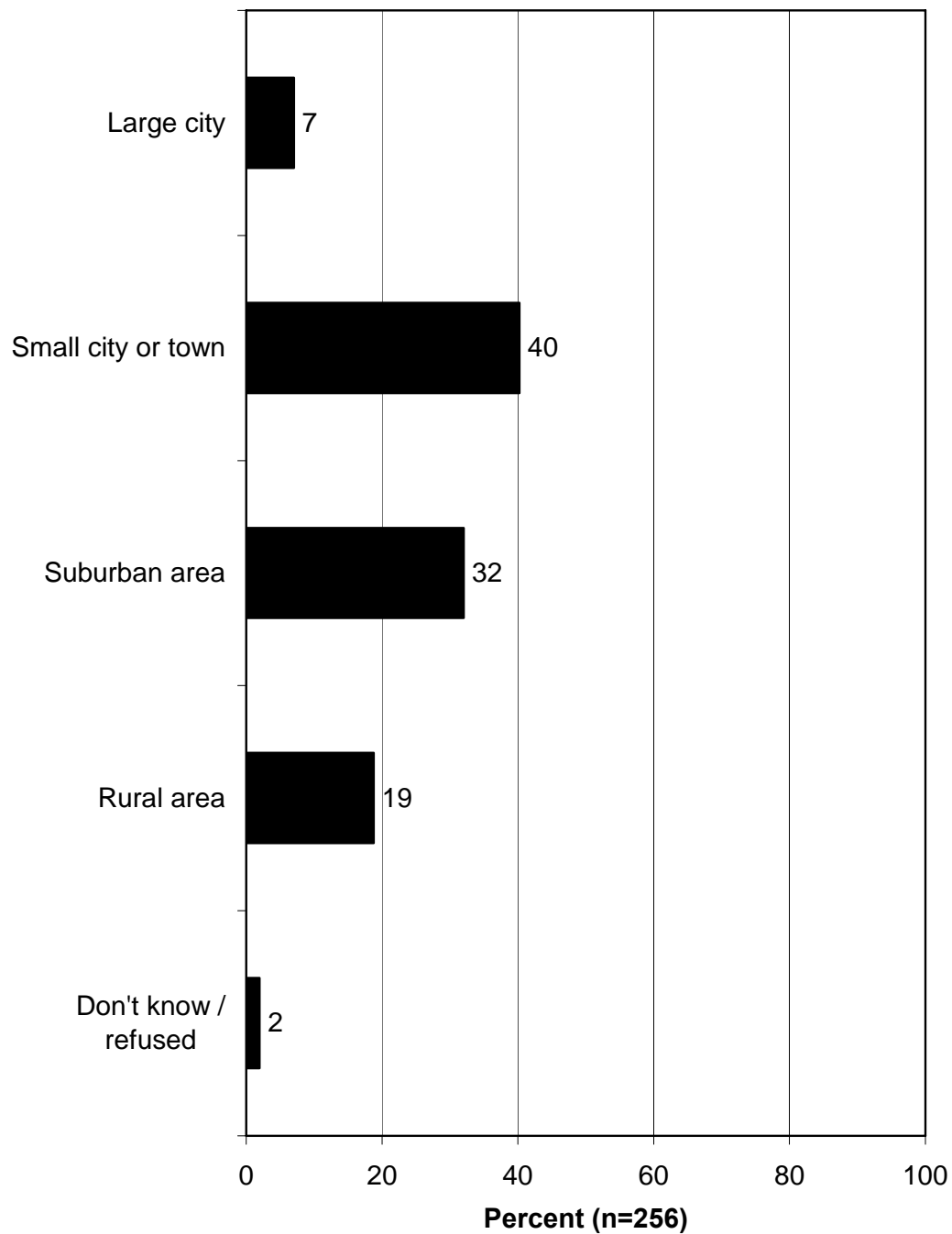
**Q98. Is their reaction when you tell them that you target shoot positive, negative, or neutral? (Asked of those who tell their friends that they target shoot.)**



## BACKGROUND AND DEMOGRAPHIC INFORMATION

- Respondents to the survey most often considered their place of residence to be a small city or town (40%) or suburban area (32%), with smaller percentages coming from rural areas (19%) and large cities (7%).
- The overwhelming majority of youth surveyed said they get A's and B's in school either *all the time* (50%) or *most of the time* (36%).
- Two questions assessed the behavior of respondents' friends, with one question phrased in a negative context and the other in a positive context (for these questions, the sample was split so that respondents randomly received one of the two questions). When asked in one question how often their friends misbehaved (*often, sometimes, just occasionally, rarely, or never*), youth most commonly said *just occasionally* (32%) or *rarely* (32%). The other question, asking how often their friends behaved responsibly, had 61% of youth responding *often* and 31% saying *sometimes*.
- The large majority of youth surveyed (71%) would prefer to spend a day with nice weather outside; another 24% have no preference, while just 7% would prefer to stay inside.
- Most youth said they engaged in activities with one or both of their parents *often* (61%), with a quarter (25%) saying *sometimes* and 10% saying *rarely*.
- Age and gender breakdowns of respondents are shown.

**Q108. Do you consider your house to be in a large city, a small city or town, a suburban area, or a rural area?**



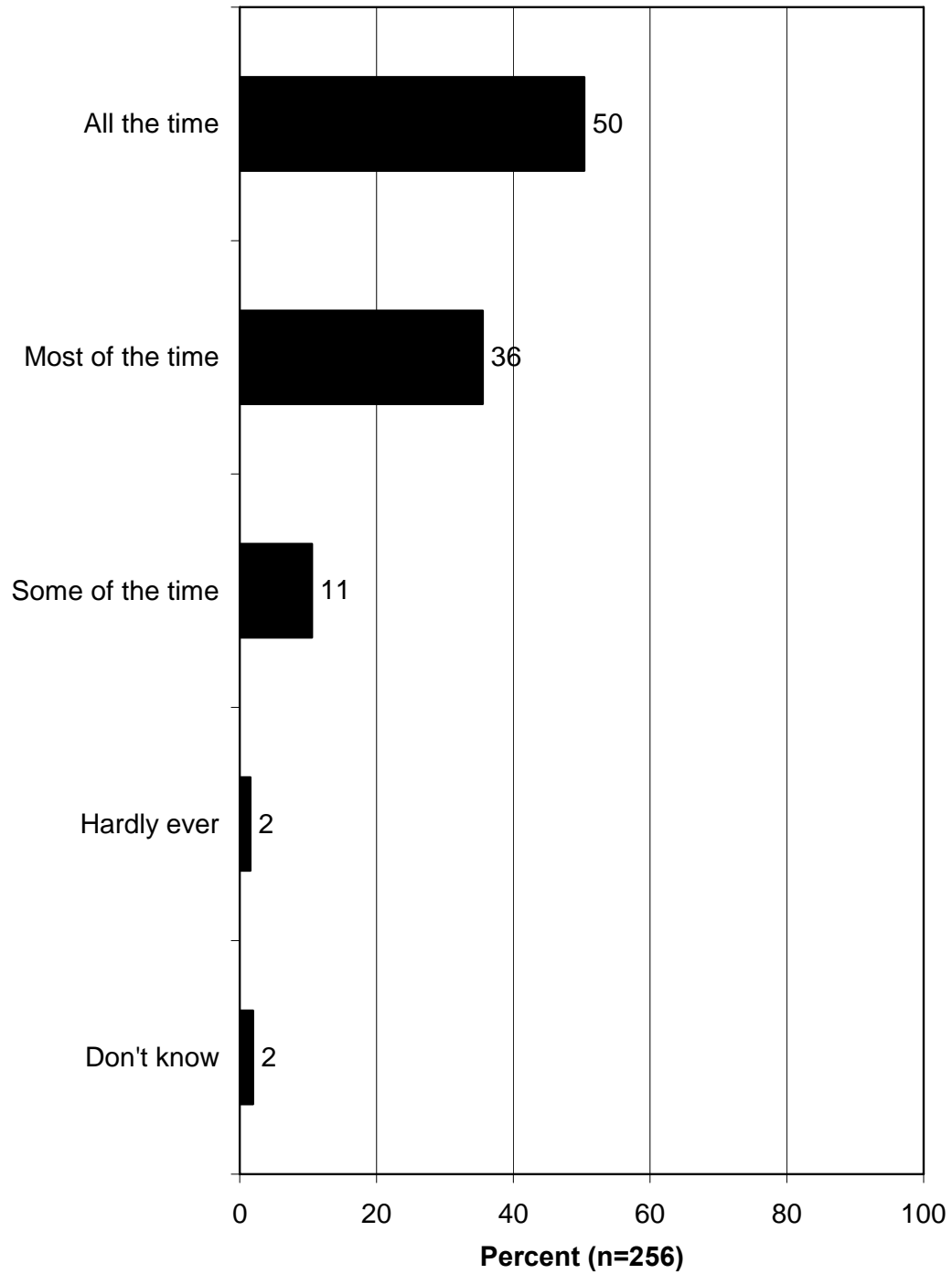
**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>DEMOGRAPHIC / BACKGROUND: Lives in an urban or suburban area</b>	<b>Z-SCORE</b>
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to target shoot' ( $p < 0.05$ ).	2.18
VALUE: Strongly agrees with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.05$ ).	2.06
ATTITUDE: Did not indicate that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	3.41
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about hunting ( $p < 0.05$ ).	2.51
SOCIAL ASPECT: Did not indicate that people in his / her school talk about hunting a lot ( $p < 0.05$ ).	2.37
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in target shooting ( $p < 0.05$ ).	2.35
EXPOSURE / PARTICIPATION: Did not indicate having friends who hunt ( $p < 0.001$ ).	4.06
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally hunts ( $p < 0.01$ ).	2.88
EXPOSURE / PARTICIPATION: Did not indicate having family members who hunt ( $p < 0.01$ ).	2.8
DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old) ( $p < 0.01$ ).	2.8
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.05$ ).	2.18
VALUE: Did not indicate strongly agreeing with the statement 'Legal hunting as practiced today in the United States causes some species to become endangered' ( $p < 0.05$ ).	2.06
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.001$ ).	3.41
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.05$ ).	2.51
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.05$ ).	2.37
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.05$ ).	2.35
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.001$ ).	4.06
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.01$ ).	2.88
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.01$ ).	2.8
DEMOGRAPHIC / BACKGROUND: Is the median age (12 years old) or younger ( $p < 0.01$ ).	2.8
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

**Q109. How often do you get A's or B's in school?**

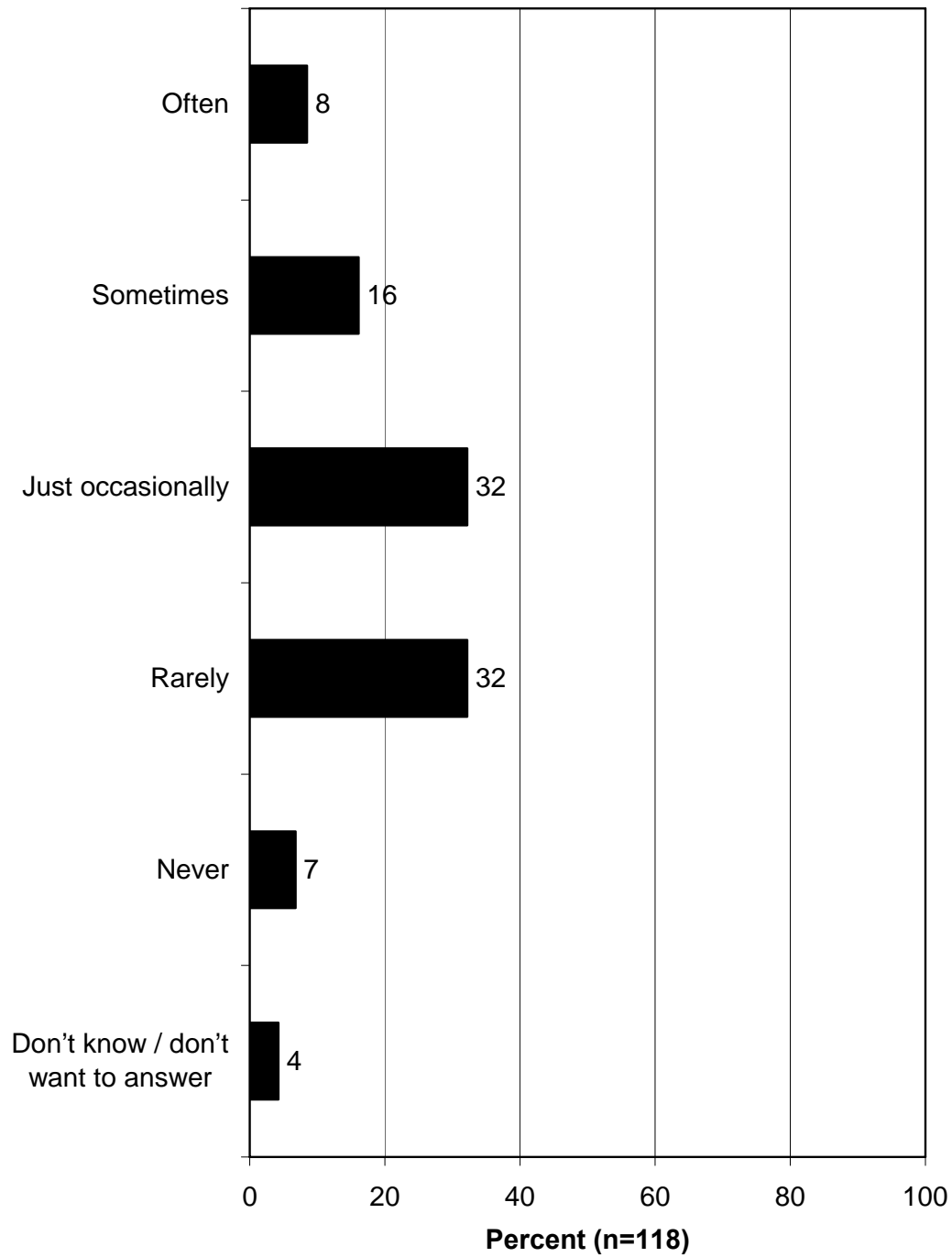


**Correlations to the Characteristic or Opinion Shown in the Top Row**

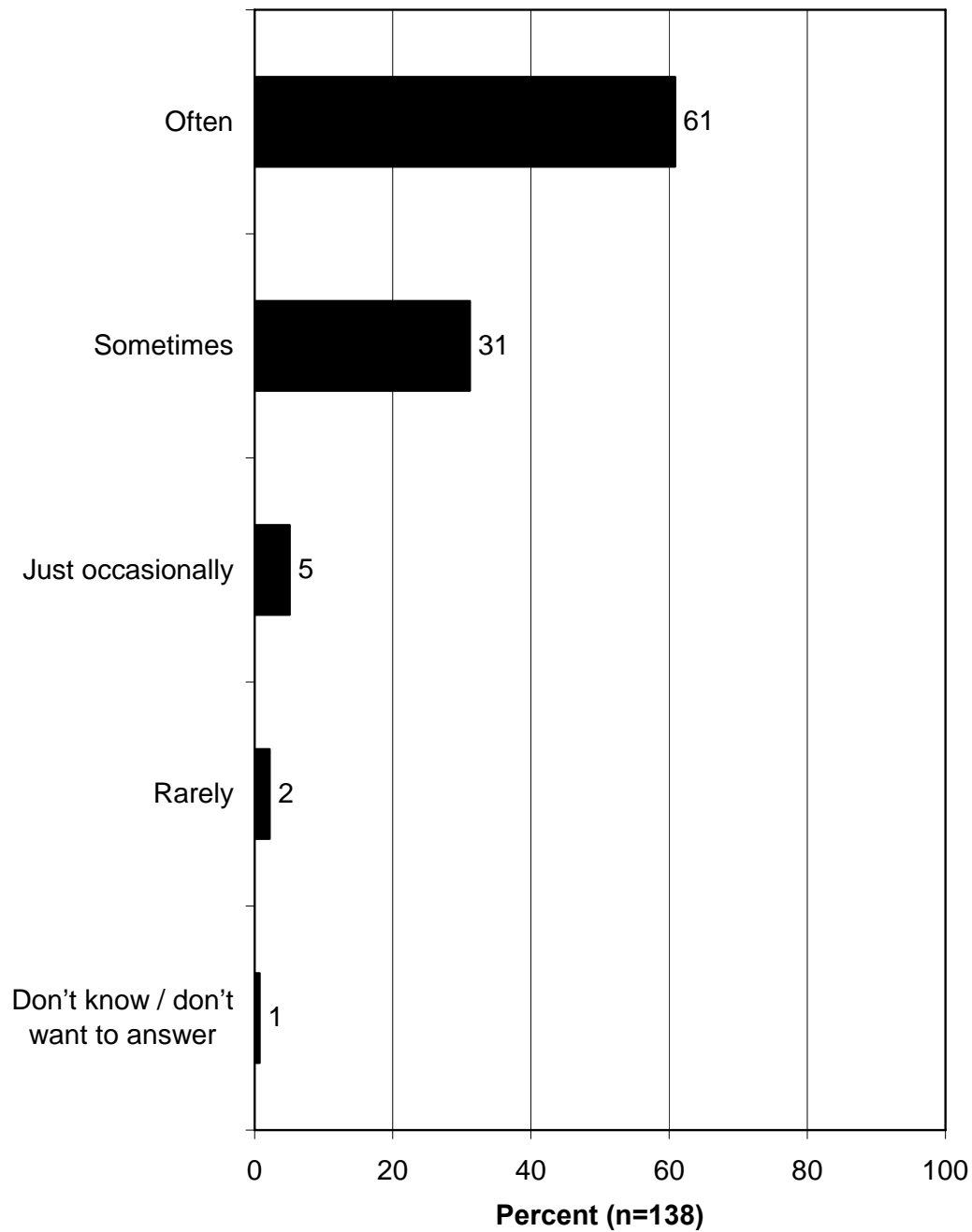
<b>DEMOGRAPHIC / BACKGROUND: Gets A's or B's in school 'all the time'</b>	<b>Z-SCORE</b>
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to hunt' (p < 0.05).	2.33
DEMOGRAPHIC / BACKGROUND: Prefers to spend a day with nice weather outside (p < 0.01).	2.71
DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often (p < 0.05).	2.54
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	



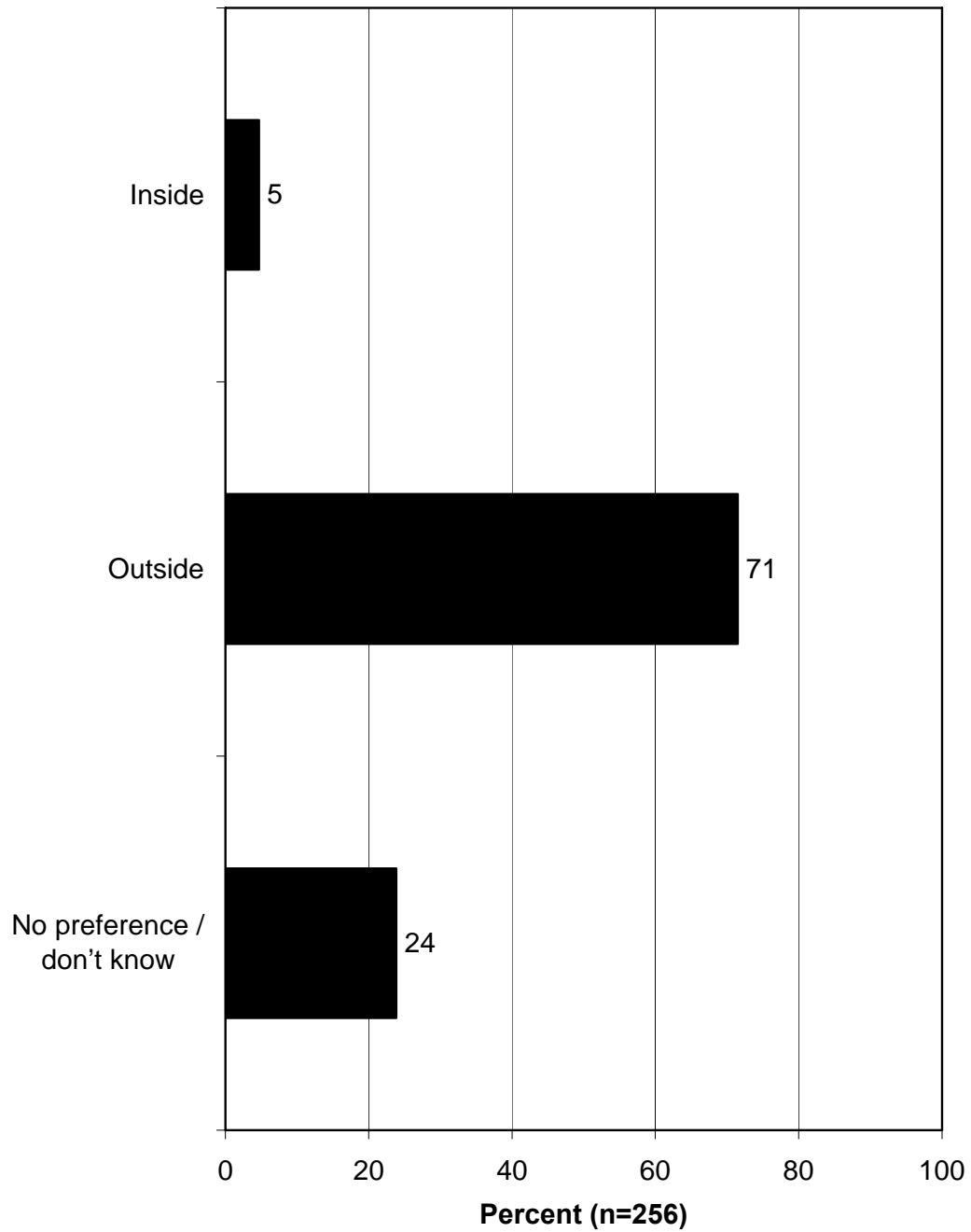
**Q111. Do most of your best friends misbehave...?**  
**(Negative question: Asked of random half of sample.)**



**Q112. Do most of your best friends behave responsibly...?**  
**(Positive question: Asked of random half of sample.)**



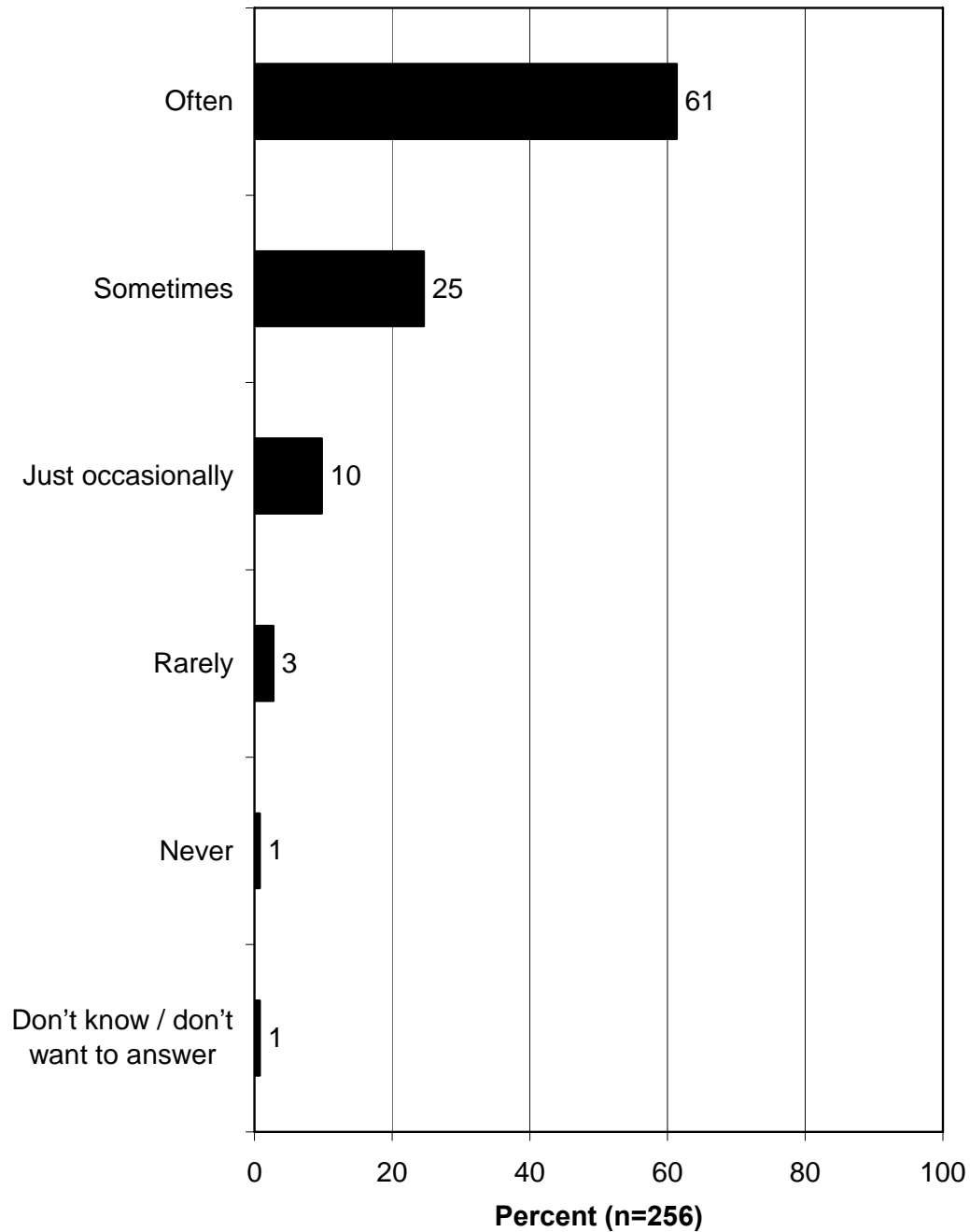
**Q113. On a day with nice weather that's not too hot or too cold, would you rather be inside or outside, or do you have no preference?**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>DEMOGRAPHIC / BACKGROUND: Prefers to spend a day with nice weather outside</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Most hunters don't obey all the hunting laws' ( $p < 0.05$ ).	2.01
VALUE: Did not indicate strongly agreeing with the statement 'In general, people who hunt care about wildlife' ( $p < 0.05$ ).	1.97
DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often ( $p < 0.01$ ).	3.06
DEMOGRAPHIC / BACKGROUND: Gets A's or B's in school 'all the time' ( $p < 0.01$ ).	2.71
DEMOGRAPHIC / BACKGROUND: Is female ( $p < 0.05$ ).	2.34
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

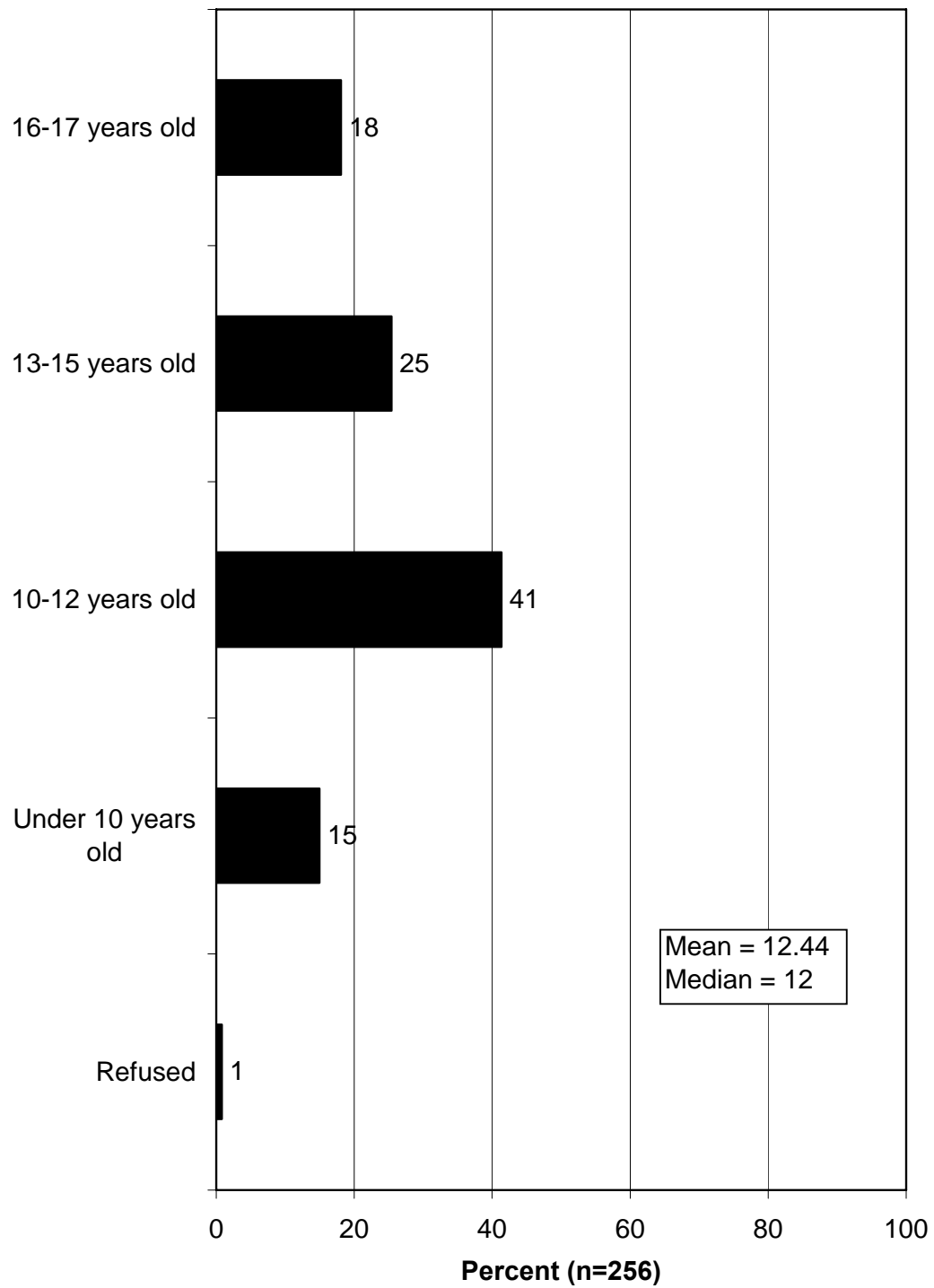
**Q114. Which of the following best describes how often you do stuff with your parents? You do things with one or both of your parents...**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>DEMOGRAPHIC / BACKGROUND: Does activities with his / her parents often</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'Most target shooters don't obey all the laws related to target shooting' ( $p < 0.05$ ).	2.21
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.01$ ).	3.27
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.01$ ).	3.05
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.05$ ).	2.39
DEMOGRAPHIC / BACKGROUND: Prefers to spend a day with nice weather outside ( $p < 0.01$ ).	3.06
DEMOGRAPHIC / BACKGROUND: Gets A's or B's in school 'all the time' ( $p < 0.05$ ).	2.54
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

### Q115. How old are you?



**Correlations to the Characteristic or Opinion Shown in the Top Row**

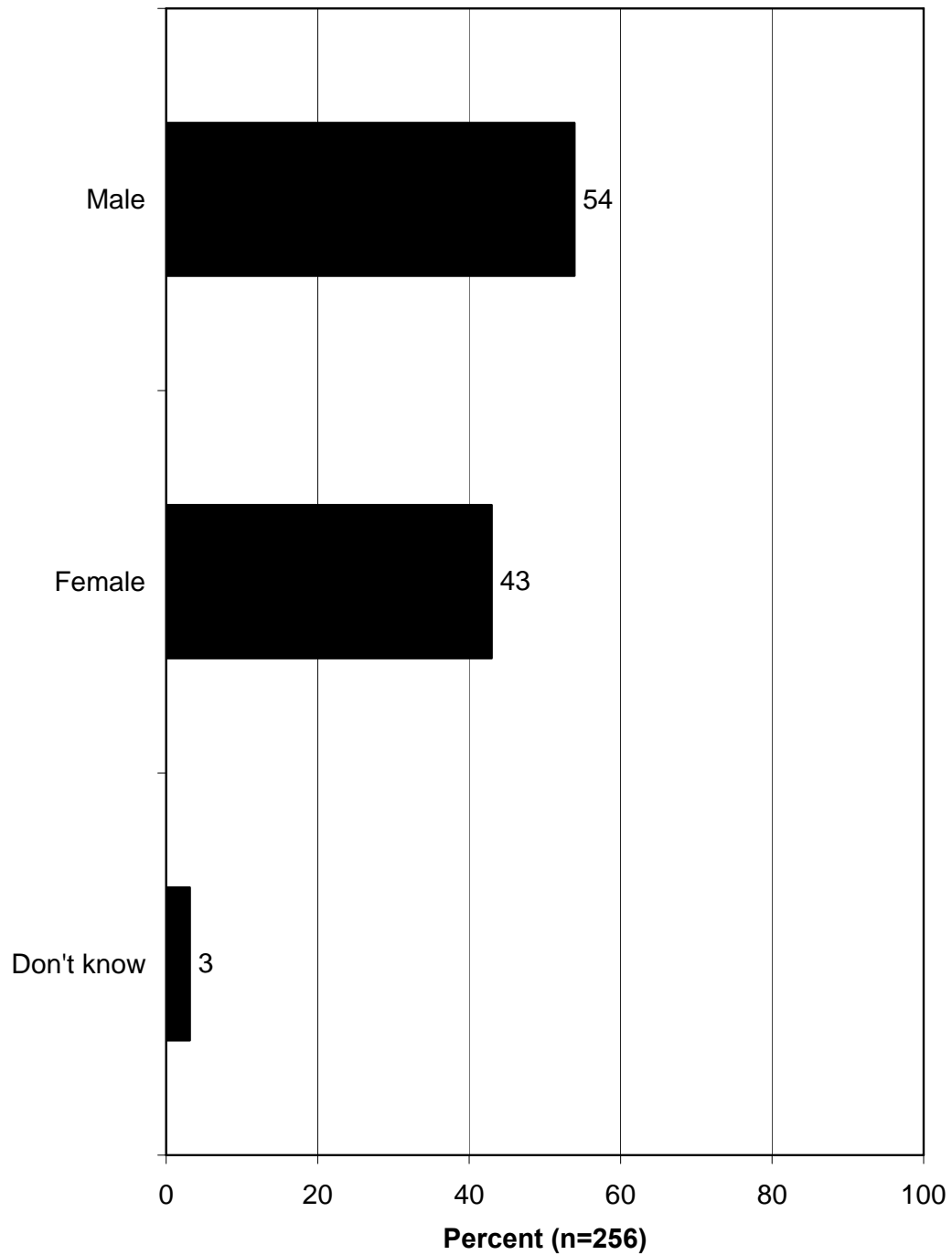
<b>DEMOGRAPHIC / BACKGROUND: Is the median age (12 years old) or younger</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'In general, people who hunt care about wildlife' ( $p < 0.05$ ).	2.32
SOCIAL ASPECT: Did not indicate that people in his / her school talk about hunting a lot ( $p < 0.01$ ).	3.09
EXPOSURE / PARTICIPATION: Did not indicate being invited to go hunting at least once ( $p < 0.001$ ).	4.21
EXPOSURE / PARTICIPATION: Did not indicate being invited to go target shooting at least once ( $p < 0.05$ ).	2.17
EXPOSURE / PARTICIPATION: Did not indicate having friends who hunt ( $p < 0.05$ ).	2.01
EXPOSURE / PARTICIPATION: Did not indicate having friends who target shoot ( $p < 0.05$ ).	1.96
DEMOGRAPHIC / BACKGROUND: Lives in a small city / town or rural area ( $p < 0.01$ ).	2.8
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>DEMOGRAPHIC / BACKGROUND: Is older than the median age (12 years old)</b>	<b>Z-SCORE</b>
VALUE: Did not indicate strongly agreeing with the statement 'In general, people who hunt care about wildlife' ( $p < 0.05$ ).	2.32
SOCIAL ASPECT: Indicated that people in his / her school talk about hunting a lot ( $p < 0.01$ ).	3.09
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	4.21
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.05$ ).	2.17
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.05$ ).	2.01
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.05$ ).	1.96
DEMOGRAPHIC / BACKGROUND: Lives in an urban or suburban area ( $p < 0.01$ ).	2.8
INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED	



**Q119. Respondent's gender (not asked of youth; observed by interviewer or informed by parent).**



**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>DEMOGRAPHIC / BACKGROUND: Is male</b>	<b>Z-SCORE</b>
VALUE: Strongly agrees with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	4.38
VALUE: Strongly agrees with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.001$ ).	3.3
VALUE: Strongly agrees with the statement 'It is okay for girls to target shoot' ( $p < 0.01$ ).	2.62
ATTITUDE: Indicated that he / she thinks that target shooting is perfectly acceptable ( $p < 0.001$ ).	3.73
ATTITUDE: Strongly agrees that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.001$ ).	3.39
ATTITUDE: Strongly approves of hunting when it is legal to do so ( $p < 0.01$ ).	2.78
ATTITUDE: Indicated that he / she thinks that hunting is perfectly acceptable ( $p < 0.05$ ).	2.43
ATTITUDE: Strongly approves of target shooting when it is legal to do so ( $p < 0.05$ ).	2.37
SOCIAL ASPECT: Indicated that at least 50 percent of his / her friends have positive feelings about hunting ( $p < 0.01$ ).	2.97
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in target shooting ( $p < 0.01$ ).	2.6
SOCIAL ASPECT: Indicated that people in his / her school talk about target shooting a lot ( $p < 0.05$ ).	2.29
SOCIAL ASPECT: Indicated that he / she would actively encourage a friend to participate in hunting ( $p < 0.05$ ).	2.03
EXPOSURE / PARTICIPATION: Has been invited to go hunting at least once ( $p < 0.001$ ).	5.72
EXPOSURE / PARTICIPATION: Personally target shoots ( $p < 0.001$ ).	4.91
EXPOSURE / PARTICIPATION: Personally hunts ( $p < 0.001$ ).	4.33
EXPOSURE / PARTICIPATION: Has been invited to go target shooting at least once ( $p < 0.001$ ).	3.96
EXPOSURE / PARTICIPATION: Has family members who target shoot ( $p < 0.001$ ).	3.56
EXPOSURE / PARTICIPATION: Has family members who hunt ( $p < 0.01$ ).	3.26
EXPOSURE / PARTICIPATION: Has friends who target shoot ( $p < 0.01$ ).	3.22
EXPOSURE / PARTICIPATION: Has friends who hunt ( $p < 0.01$ ).	2.61
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

**Correlations to the Characteristic or Opinion Shown in the Top Row**

<b>DEMOGRAPHIC / BACKGROUND: Is female</b>	<b>Z-SCORE</b>
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for boys to target shoot' ( $p < 0.001$ ).	4.01
VALUE: Did not indicate strongly agreeing with the statement 'In general, people who target shoot respect other people's property' ( $p < 0.01$ ).	2.67
VALUE: Did not indicate strongly agreeing with the statement 'It is okay for girls to target shoot' ( $p < 0.05$ ).	2.13
ATTITUDE: Did not indicate that he / she thinks that target shooting is perfectly acceptable ( $p < 0.01$ ).	2.82
ATTITUDE: Did not indicate strongly approving of hunting when it is legal to do so ( $p < 0.01$ ).	2.81
ATTITUDE: Did not indicate strongly agreeing that, regardless of his / her personal opinions, other people should be allowed to target shoot ( $p < 0.01$ ).	2.8
ATTITUDE: Did not indicate strongly approving of target shooting when is legal to do so ( $p < 0.05$ ).	2.13
SOCIAL ASPECT: Did not indicate that he / she would actively encourage a friend to participate in target shooting ( $p < 0.05$ ).	2.51
SOCIAL ASPECT: Does not indicate that people in his / her school talk about target shooting a lot ( $p < 0.05$ ).	2.15
SOCIAL ASPECT: Indicated that less than 50 percent of his / her friends have positive feelings about hunting ( $p < 0.05$ ).	2.03
EXPOSURE / PARTICIPATION: Did not indicate being invited to go hunting at least once ( $p < 0.001$ ).	5.38
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally target shoots ( $p < 0.001$ ).	4.65
EXPOSURE / PARTICIPATION: Did not indicate that he / she personally hunts ( $p < 0.001$ ).	3.87
EXPOSURE / PARTICIPATION: Did not indicate being invited to go target shooting at least once ( $p < 0.001$ ).	3.54
EXPOSURE / PARTICIPATION: Did not indicate having family members who hunt ( $p < 0.01$ ).	3.16
EXPOSURE / PARTICIPATION: Did not indicate having family members who target shoot ( $p < 0.01$ ).	2.94
EXPOSURE / PARTICIPATION: Did not indicate having friends who target shoot ( $p < 0.01$ ).	2.71
EXPOSURE / PARTICIPATION: Did not indicate having friends who hunt ( $p < 0.05$ ).	2.5
DEMOGRAPHIC / BACKGROUND: Prefers to spend a day with nice weather outside ( $p < 0.05$ ).	2.34
<b>INSIGNIFICANT AND NEGATIVE Z-SCORES OMITTED</b>	

## IMPLICATIONS AND OPPORTUNITIES

This section details the major implications of the research and provides a list of “action item” opportunities for taking advantage of peer influenced-participation in hunting and target shooting.

### INITIATE A COMMUNICATIONS CAMPAIGN CENTERED ON YOUTH HUNTER AND SHOOTER AMBASSADORS OF THE SPORTS

- The results of this study are clear: youth who are exposed to hunting and target shooting, either through active personal participation or through proximity to family members or friend who hunt and shoot, are more likely to approve of hunting and shooting, more likely to be interested in taking part in these activities, more likely to encourage friends to participate in them, and less likely to negatively influence or discourage their peers from supporting or participating in hunting and target shooting. As importantly, the opposite is also true: youth who do *not* participate in hunting or shooting, or who lack family or friends that are involved in these activities, are *more* likely to discourage their friends from participating and *more* likely to exert a negative influence on others regarding their involvement in hunting and target shooting.

The most important elements of peer influence concerning attitudes toward and participation in hunting and shooting are exposure to and interaction with friends, classmates, and others who participate in these activities. The more familiar youth are with individuals their own age who participate in hunting and shooting, the more likely they will be to support and actively participate in these activities. In this sense, youth hunters and shooters are the key to their fellow friends’ and students’ acceptance of these activities. Given this direct relationship, it is imperative that youth hunters and shooters recognize the weight and importance of their words and actions with regard to their peers’ perceptions of hunting and target shooting.

Based on this overall finding, an opportunity exists for a “Youth Hunter and Shooter Ambassador Program” to be initiated to capitalize on the current population of youth hunters and shooters who can positively influence their fellow peers’ attitudes toward the sports. If non-hunting and non-shooting students talk with, befriend, and interact with youth who are actively involved in hunting and shooting, the positive aspects of these activities will increasingly be thought of as acceptable, appealing, and inviting recreational activities. In this sense, youth hunter and shooter ambassadors will be performing a major service for the hunting and shooting sport communities.

Findings from the current study as well as indications from past literature both make clear that the impact of peers increases during periods of uncertainty (Griskevicius, Cialdini, Goldstein, 2008). When youth have little or no experience with a topic or activity, they tend to fill in the gaps in their understanding with whatever information is available, including anecdotal or simply inaccurate information based on myth or misperception. Considering that not all youth can be born into the ideal environment for creating a lifelong hunter or shooter (i.e., as a male within a hunting or shooting family in a rural environment), many

individuals will necessarily come to hunting and shooting later on in life, especially during their adolescence or formative, pre-teenage years. These are the individuals likely to be the least experienced and equipped with the least amount of accurate information about hunting and shooting. These are the individuals among the nearly half of all youth who have a strongly or moderately negative opinion of hunting, who report being against hunting for nonspecific reasons, who think that hunting and shooting are dangerous sports, who are unsure of why they have a negative opinion about shooting, who believe that most hunters and shooters do not obey all the laws related to these sports, and who think that legal hunting as practiced in the U.S. causes some species to become endangered.

For these individuals, the influence of peer hunting and shooting ambassadors will be critical to overcoming their initial misperceptions and encouraging them to try hunting and shooting. As good as parents, agency personnel, and celebrity spokespersons are, peer ambassadors of hunting and shooting differ from them in the most important way—they can relate to other individuals their own age through social interaction. Friends, classmates, neighbors, significant others, and siblings—these are the individuals most likely to be influenced by hunters and shooters their own age. In this sense, all of the recommendations and communications strategies listed here should be heeded by future youth ambassadors of hunting and target shooting.

The development of the proposed Ambassador Program should incorporate the support and participation of major sportsman and conservation organizations—because these groups have considerable reach and membership, their involvement could help the program to gain national prominence and visibility. Further, because the recommended Ambassador Program represents a way to capitalize on the influence of young hunters and shooters, their efforts should concentrate as much as possible on correcting misperceptions and to their sport. Some of the most important “talking points” for youth ambassadors include the following:

- That hunting and shooting are in fact *safer* than many other sports. While accident and fatality statistics provide empirical evidence of this, comfort and confidence through hands-on experience and participation is preferable.
- That legal, regulated hunting *does not* cause wildlife populations to become endangered, as is the perception among many individuals unfamiliar with the sport.
- That most hunters and shooters *do* obey laws related to these sports, and that anecdotal examples to the contrary amount to the exception and not the rule.
- That hunters and shooters *do*, in fact, care about wildlife, especially through Pittman-Robertson Wildlife Restoration Act contributions from their purchases of ammunition and firearms. Ideally, potential new hunters and shooters can learn precisely how hunters and shooters provide support for conservation efforts.

Many of the communications strategies recommended here follow the general findings of de Guzman and Tate, whose earlier research cited in the introductory literature review establishes childhood peer interactions as opportunities for gaining new resources for decision-making, thinking, and analysis of situations. In this sense, youth ambassadors will help to perform this function.

Finally, the availability of programmatic infrastructure focused on instruction and teaching is essential for attracting newcomers, and should be a major feature of the proposed Ambassador Program. Those willing to follow their peers into hunting and shooting should be afforded convenient opportunities to increase their knowledge, learn and engage in a hands-on manner, and progress through natural levels of experience and competition. This will fulfill one of the most important obligations of those hoping to improve support for and participation in hunting and target shooting: make the activities fun.

## ENCOURAGE INVITATIONS TO HUNT AND SHOOT

- The most important obligation for youth hunting and shooting ambassadors is to invite their friends to go hunting and shooting. While more than half of the youth surveyed had *never* been invited to go hunting or target shooting, similar percentages of youth said they would be very or somewhat likely to go if invited in the next 12 months.

In actual numbers based on U.S. Census population estimates, the percentages translate into the following real-life opportunities in terms of individuals open to initiation by youth ambassadors: **23,669,139 youth ages 8 to 17 years old would be likely to go hunting if invited in the next 12 months. Among this group are 16,860,209 non-hunters who would be likely to hunt if invited in the next 12 months. Similarly, 27,559,957 youth ages 8 to 17 years old would be likely to target shoot if invited in the next 12 months. Among them are 12,645,157 non-shooters who would be likely to target shoot if invited in the next 12 months.**

The focus groups also revealed substantial willingness among youth to introduce their friends and peers to activities that they themselves participate in and enjoy (not necessarily hunting and shooting, but recreational activities in general). This tendency must be encouraged among youth hunting and shooting ambassadors, as introduction through direct involvement and experience represents the most effective recruitment strategy. Although it may also go without saying, youth ambassadors must branch out by extending invitations to newcomers, and not just to friend who already participate in these sports. Remember that while many individuals are likely to actively encourage participation in hunting or target shooting, a number of others (who otherwise support these sports) are likely to remain neutral. Youth ambassadors should concentrate on converting this passive acceptance into active encouragement and participation.

## ENCOURAGE TALK ABOUT HUNTING AND SHOOTING

- As a way of dispelling myths or misperceptions, youth hunting and shooting ambassadors should be encouraged to talk to their friends, classmates, and peers about their hunting and shooting experiences. Again, myth and misperception thrive in the absence of reliable, accurate information; it is the obligation of youth ambassadors to provide such information in a trustworthy, relatable manner. In doing so, they will reinforce the perception of hunters and shooters as normal, relatable people—recall that in the focus groups, several participants had moderately negative perceptions of hunters, while others had little to no perceptions about target shooters. In the same way, many respondents to the survey reported that a

majority of their friends had positive feelings about hunting and shooting, but such feelings may not be discussed or exploited in any way.

Also note that while many survey respondents said that hunting and target shooting are rarely discussed in their schools, such talk that *does* occur tends to be quite positive. It cannot be overemphasized that the influence of peers increases during periods of uncertainty: by maintaining a social presence and encouraging talk about their sports, peer ambassadors of hunting and shooting will be able to correct misunderstandings and inaccuracies (e.g., most hunters and target shooters do not obey all the laws, hunting endangers certain species of wildlife, hunting and shooting are dangerous).

### **PROMOTE TALK ABOUT HUNTING AND SHOOTING IN A VARIETY OF WAYS**

- As a continuation of the above recommendation, talk and communication about hunting and shooting should be encouraged and promoted in as many ways as possible, especially through social media. One individual from the focus groups mentioned photos a hunting classmate had posted on Facebook—as with this individual, such photos tend to encourage questions, invite curiosity, increase interest, and place hunting and shooting activities in the foreground of the social atmosphere. Youth, in particular, are uniquely positioned to take advantage of the most prominent and effective means of social media and other communication tools—hunting and shooting sponsoring agencies and organizations should encourage this tendency wherever possible. In promoting the use of images, remember that pictures are often worth a thousand words: images promoting hunting and shooting should reinforce a positive atmosphere that emphasizes the environment, nature, the outdoors, nice weather, exercise, natural resources, wildlife, a social atmosphere among friends and peer groups, etc.

### **EMBRACE A BROAD DEFINITION OF TARGET SHOOTING**

- The focus groups revealed that many youth have a broad understanding of the activities that constitute target shooting: at various points, youth mentioned BB and pellet guns, paintball guns, and archery equipment. Although such a loose conceptualization of target shooting was initially thought to be detrimental to participants' understanding of the subject matter, it is actually a positive finding: the more inclusive the sport of target shooting is viewed, the better. In this sense, youth ambassadors and others should focus on getting newcomers to take a first step into target shooting through any means, whether a BB or pellet gun, paintball gun, or archery bow. The point should be to get newcomers started shooting *something*, with the natural next step being a move toward actual firearms. Initial interest, however, should be embraced in whatever form it presents itself.

### **MARKET THE MULTIPLE APPEALS OF TARGET SHOOTING**

- The data suggest that youth tend to be interested in target shooting for various reasons, each highly important in its own way and a potential centerpiece of a specific marketing initiative. Many motivations have to do with the skills intrinsic to the sport, such as concentration,

accuracy, precision, and calmness—many individuals admire these qualities and seek ways of improving their own personal abilities in these areas. Others find appeal in the competition aspect of target shooting and derive pleasure from competing with friends in a scored environment. The concept of acquiring skills and knowledge for home-/self-protection is also not to be discounted, as many youth are highly motivated by this reason as well. Finally, target shooting holds interest for many females as well, particularly in terms of personal defense. Participation in target shooting will be increased through savvy marketing of the various appeals and attractions of the sport.

## CONTEXTUALIZE HUNTING AS PART OF A LARGER PICTURE

- For many individuals, hunting needs to be contextualized as part of a larger overall picture. These are individuals who most object to the idea of causing pain to animals, who view hunting as endangering wildlife populations, and who assume that hunting constitutes the needless, gratuitous killing of wildlife. The contextualization of hunting can occur in two ways: first, hunting can be contextualized within other outdoor activities. Second, hunting can be contextualized by defining it and convincing the opposition that it represents a practical solution.

In the first example, overall attitudes toward hunting are likely to benefit from an introductory approach that surrounds the sport with other activities involving outdoor topics and skills. For example, many successful recruitment and retention programs introduce newcomers to hunting through camps that include opportunities to participate in or learn about fishing, target shooting, camping, ethics, biology and ecology, archery, survival techniques, photojournalism, and other topics, in addition to hunting.

The second example depends on getting individuals to understand hunting within the wider context of conservation and wildlife management. A study examining support for trapping in Connecticut, Indiana and Wisconsin found that support for trapping was likely to increase if the concept was explained as a *Sanctioned, Scientific Solution* (RM, 2001). Through this model, negative connotations associated with the activity in question (trapping in the previous research; hunting in this case) were overcome by providing concrete, positive reasons: first, that trapping was *sanctioned* (by the state); second, that the practice was scientific (i.e., based on population estimates set by biologists); and third, that the practice amounted to a solution (i.e., to a problem).

A similar communications strategy or talking point could be incorporated into appeals aimed at youth who disapprove of hunting. This approach may help to broaden support for hunting among the youth population and overcome resistance on the basis of emotional appeals to animal welfare. Finally, it is instructive to view this recommendation in light of the 1980 research by Kellert and Westervelt cited in the introductory literature review: emotional concern and affection for animals begins in early youth, while cognitive understanding of animals follows in pre-teen and early teenage years; finally, youth develop increased ethical and ecological concerns for animals and the natural environment, as well as an increased interest in wildlife and outdoor recreation. These patterns, along with the finding from the survey data that approval of hunting and shooting tends to increase with age, suggest that



understanding of hunting as a management tool will also become more prevalent as youth grow up.

## **DIFFERENTIATE BETWEEN POACHING AND HUNTING**

- Related to the above, it is important to remember that a majority of youth in the survey (59%) agreed that legal hunting as practiced in the United States causes some species to become endangered. This perception turned up again in the focus groups, where at least a few participants conflated hunting with poaching (one individual commented that hunting is responsible for species like “elephants, lions, and tigers” becoming endangered). In general, the research suggests that many youth who are unfamiliar with hunting have a tendency to assume that hunting is as harmful an activity as poaching—essentially, that *all* forms of hunting endanger wildlife populations. As previously mentioned, a major concept for youth hunters to impart on their friends is the idea of hunters as the original conservationists. A concerted effort focusing on the involvement of teachers and the media, particularly one spearheaded by national sportsman and conservation organizations, could help to correct this troubling misperception and improve overall attitudes.

## **DE-EMPHASIZE TROPHY AND SPORT HUNTING WHEN APPROPRIATE**

- The most common reason that youth hold a negative opinion of hunting is their distaste in causing pain to animals. While the quantitative data from this study provide an encouraging picture of overall levels of approval of hunting, the qualitative data suggest that while most youth are broadly supportive of subsistence hunting and hunting for wildlife population control, they are less approving of hunting for the sport, for a trophy, or for a challenge. Indeed, these findings are in line with the attitudes of all U.S. residents, not just youth: a survey of American adults found overwhelming approval of hunting for the meat (85%), to protect humans from harm (85%), for animal population control (83%), for wildlife management (81%), and to protect property (71%), but diminished support when it came to hunting for the sport (53% approved), to supplement income (44%), for the challenge (40%), or for a trophy (28%) (RM, 2006).

It follows that many youth tend to be standoffish about hunting when the activity is presented as a sport or something engaged in as means of obtaining trophies. This attitude tends to be most pronounced among females, but other segments of the youth population show similar hesitation. In any case, appeals to newcomers to try hunting may be most effective if they concentrate on the activity as a venerated pastime of human culture (or as a way of obtaining tasty game meat, experiencing the outdoors, or engaging in wildlife management and conservation). Also, the role and involvement of youth ambassadors is crucial to this aspect of the social acceptance of hunting. Note that several youth in the South Carolina focus group who were initially somewhat opposed to hunting later deferred to a fellow group member with actual hunting experience; this individual emphasized that most responsible hunters are far from careless and instead attempt to minimize the suffering of animals at all times while hunting.

**PROVIDE AND ENCOURAGE A SOCIAL ATMOSPHERE**

- Hunting and target shooting must be viewed as fun, enjoyable activities if youth are to gravitate toward them. To this end, opportunities to participate in hunting and target shooting should center not just on the activities themselves, but as opportunities to socialize with peers and friends, meet new people, cultivate relationships, and have a good time in a social setting. Field days, hands-on demonstrations, camps, and other events with a social component are the types of initiatives that will always be the most effective and enjoy the greatest participation. The desire to have fun and enjoy oneself is not unique to hunting and target shooting, but consistent with participants of any sport or activity.

**PROMOTE THE CONCEPT OF TRYING SOMETHING NEW**

- Although this may seem like an obvious recommendation, the data highlight the importance of emphasizing this concept, as it is likely to resonate with youth audiences in particular. Adolescent, pre-teen, and teenage years are the most important periods for developing personal interests and exposing oneself to various ideas, concepts, and activities. The focus group findings in particular suggest the potential effectiveness of marketing strategies that challenge youth to try something new, in particular something with which they are unfamiliar, or that may yield benefits and personal growth in the future (such as an appreciation of wildlife and conservation through hunting, or a sense of personal protection and firearm knowledge associated with target shooting). These recommendations relate to previous research cited in the introduction of this report concerning Cognitive Evaluation Theory and Competence Motivation Theory, particularly in terms of the development and recognition of new achievements and abilities among youth. Indeed, the research suggests that many youth may react quite favorably to opportunities or invitations to try something new.

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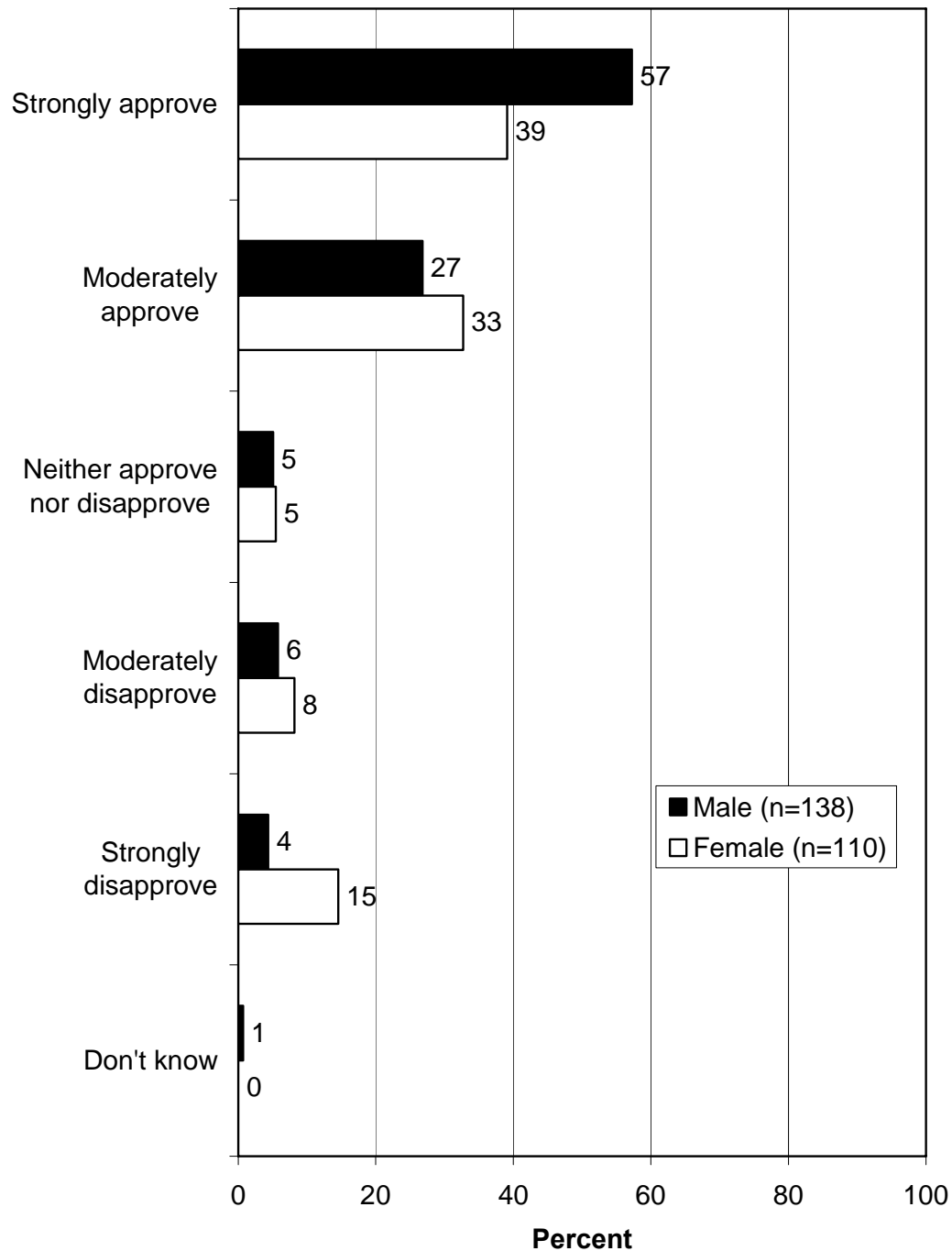
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## **APPENDIX: CROSSTABULATED SURVEY RESULTS**

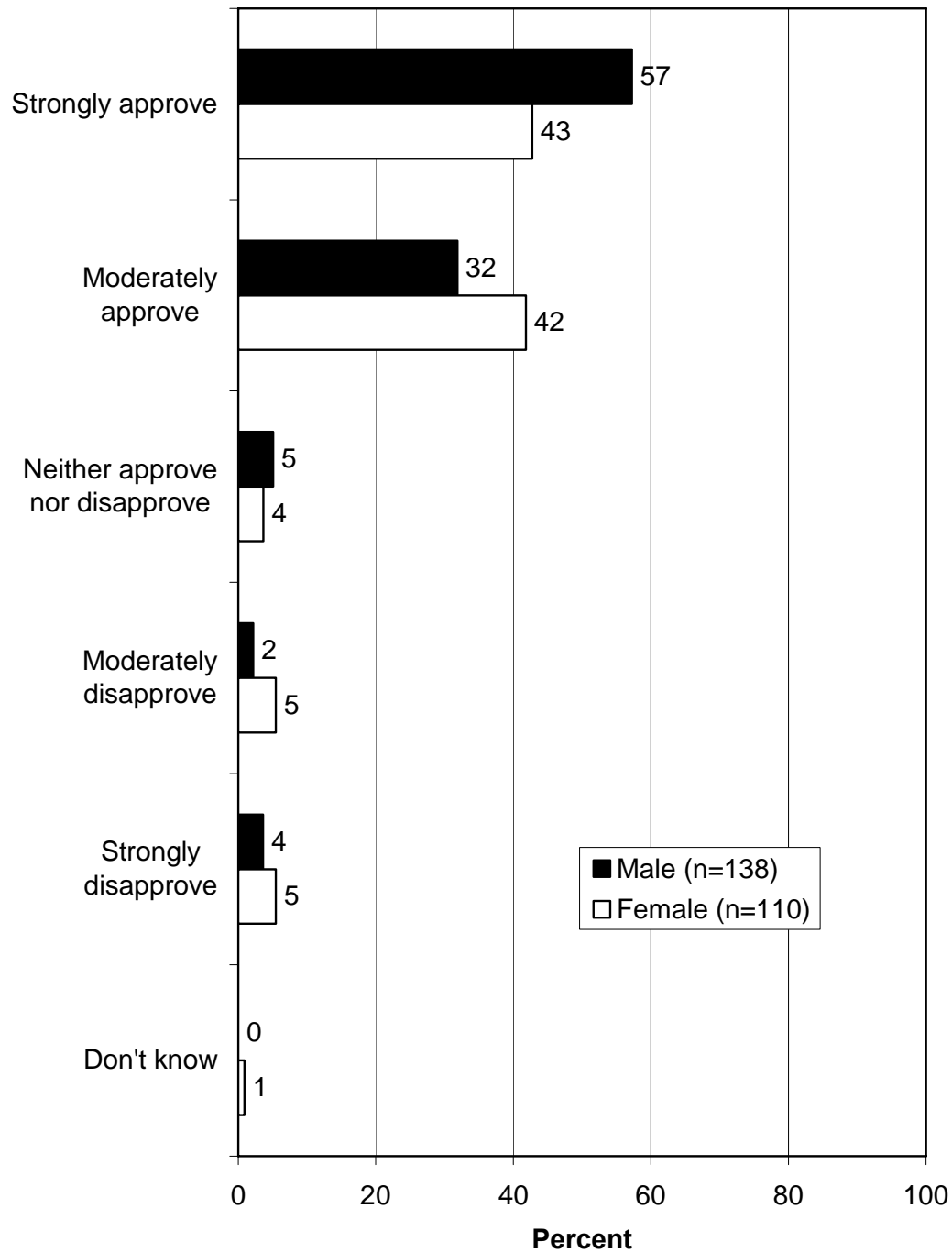
The crosstabulated survey results in this appendix are shown in the following order:

- **Gender:** Male respondents and female respondents.
- **Age:** Respondents 8-11 years old, 12-14 years old, and 15-17 years old.
- **Residence type:** Respondents who live in urban/suburban areas and respondents who live in small city/towns or rural areas.

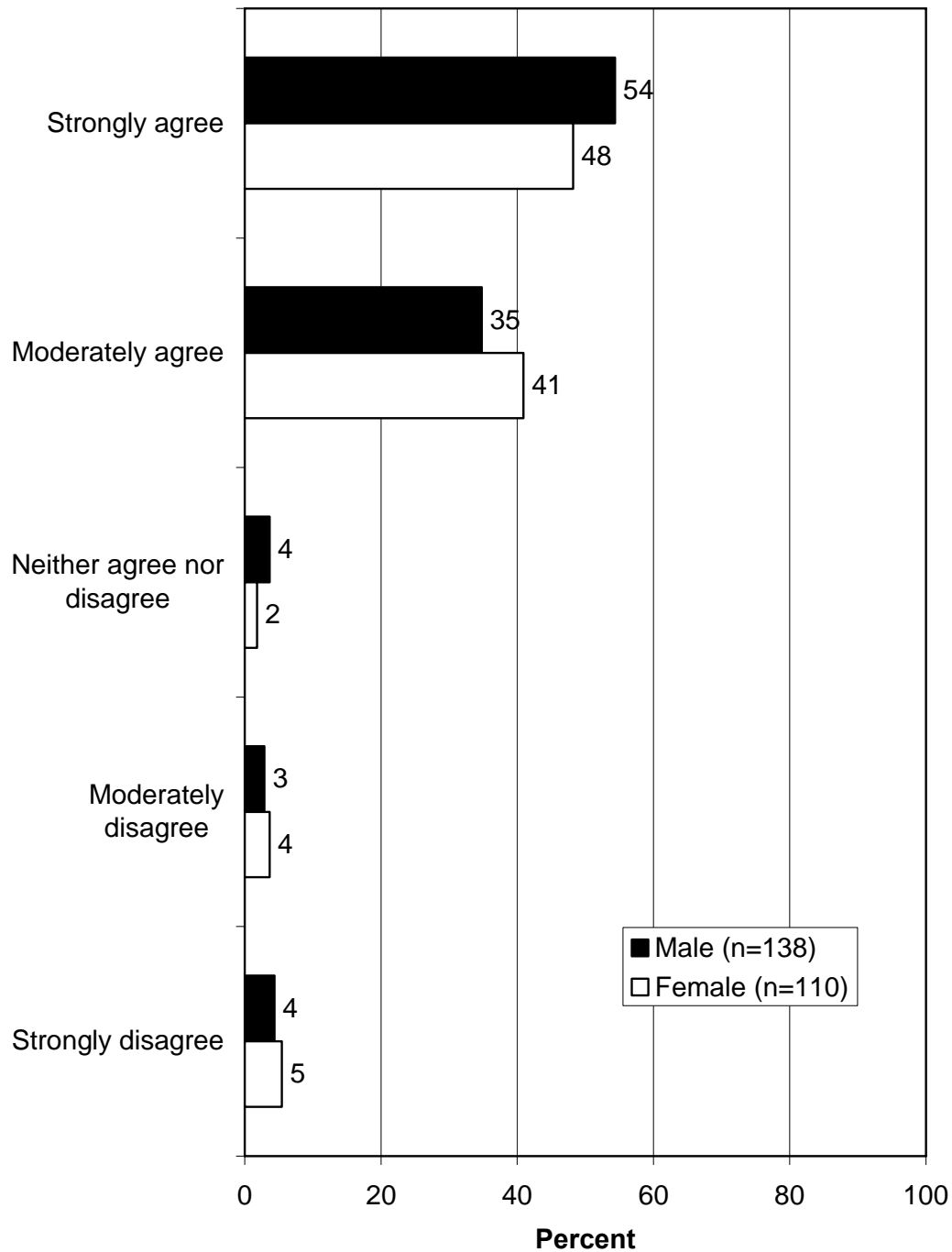
**Q52. In general, do you approve or disapprove of hunting when it is legal to do so?**



**Q53. In general, do you approve or disapprove of target shooting when it is legal to do so?**

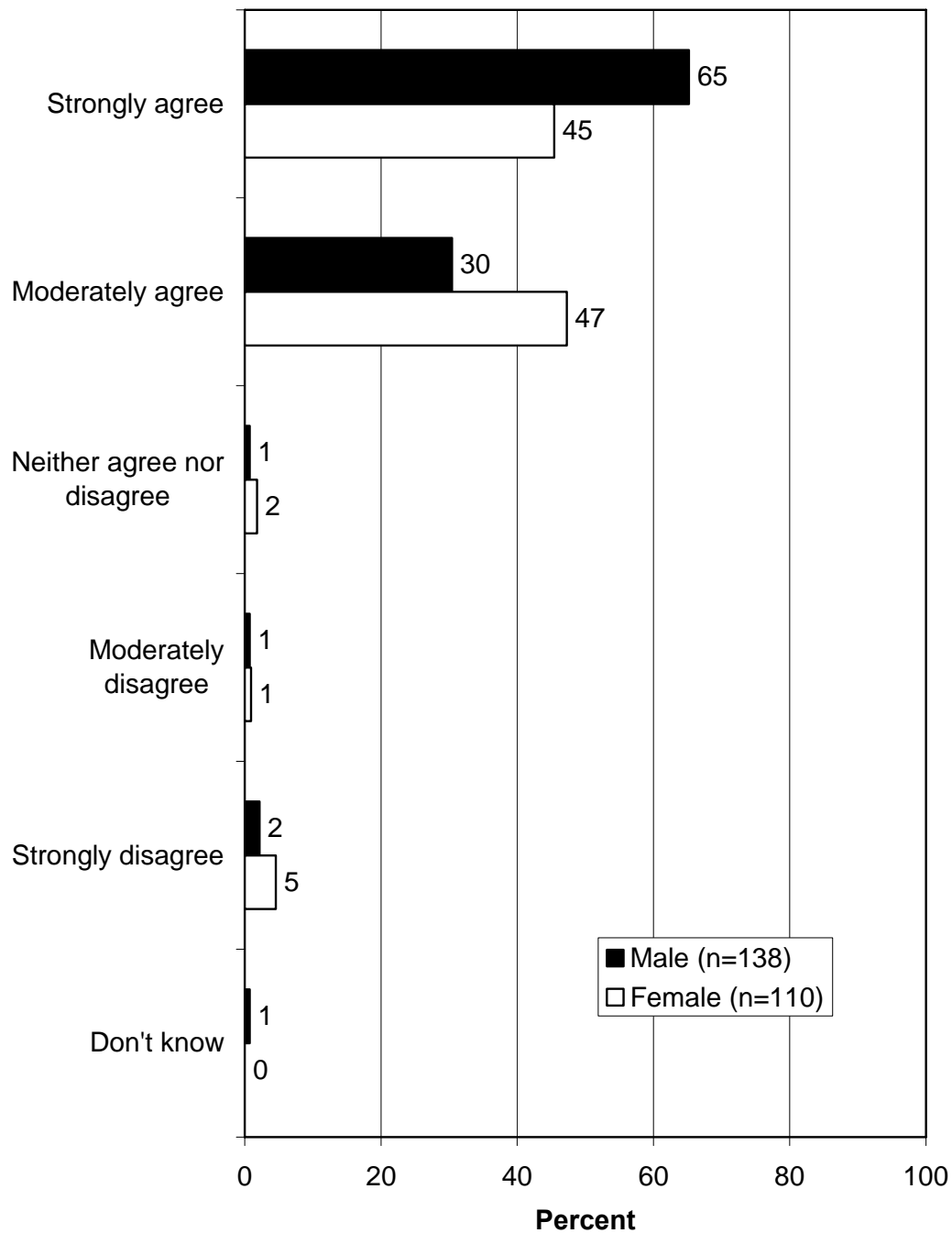


**Q54. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to hunt?**

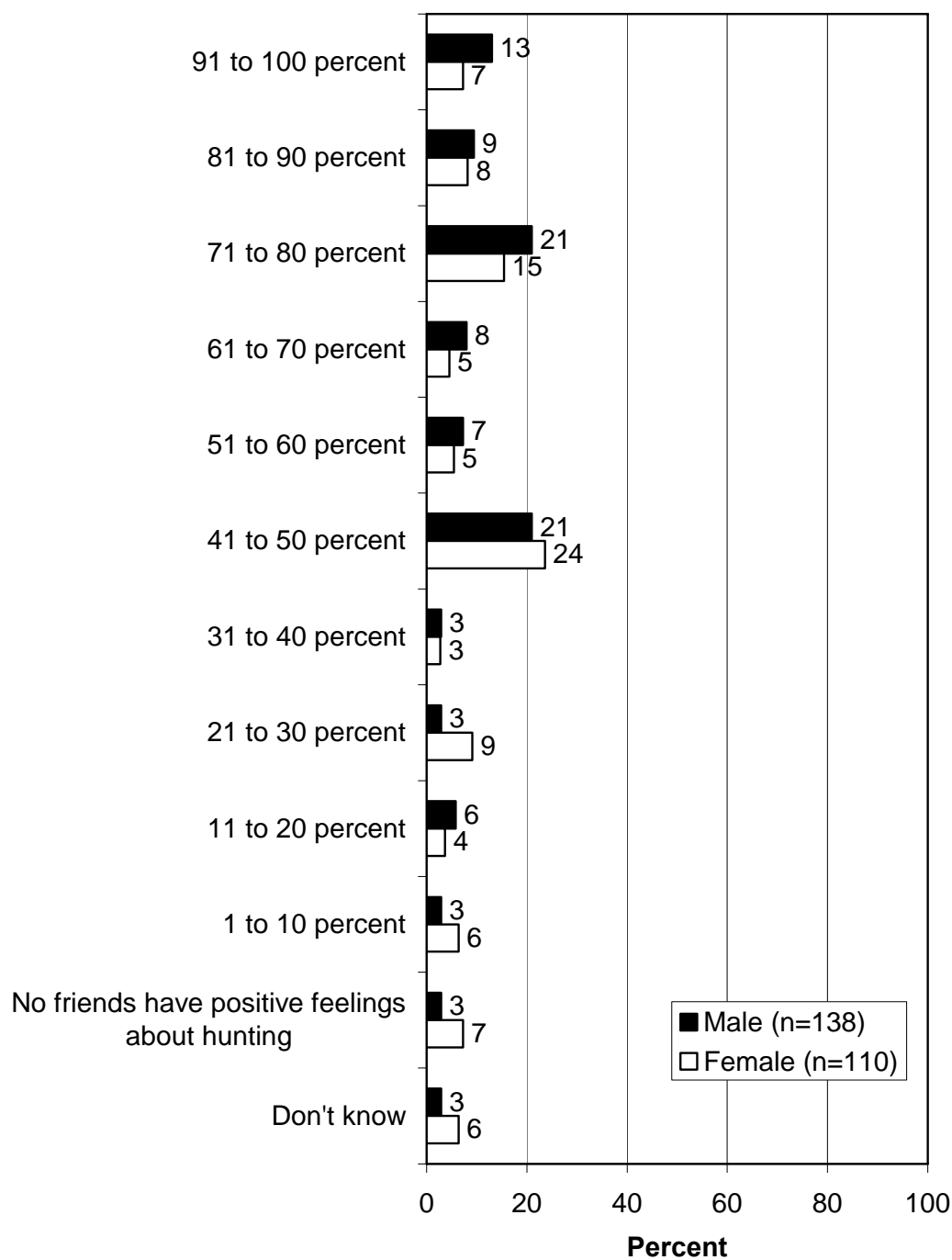




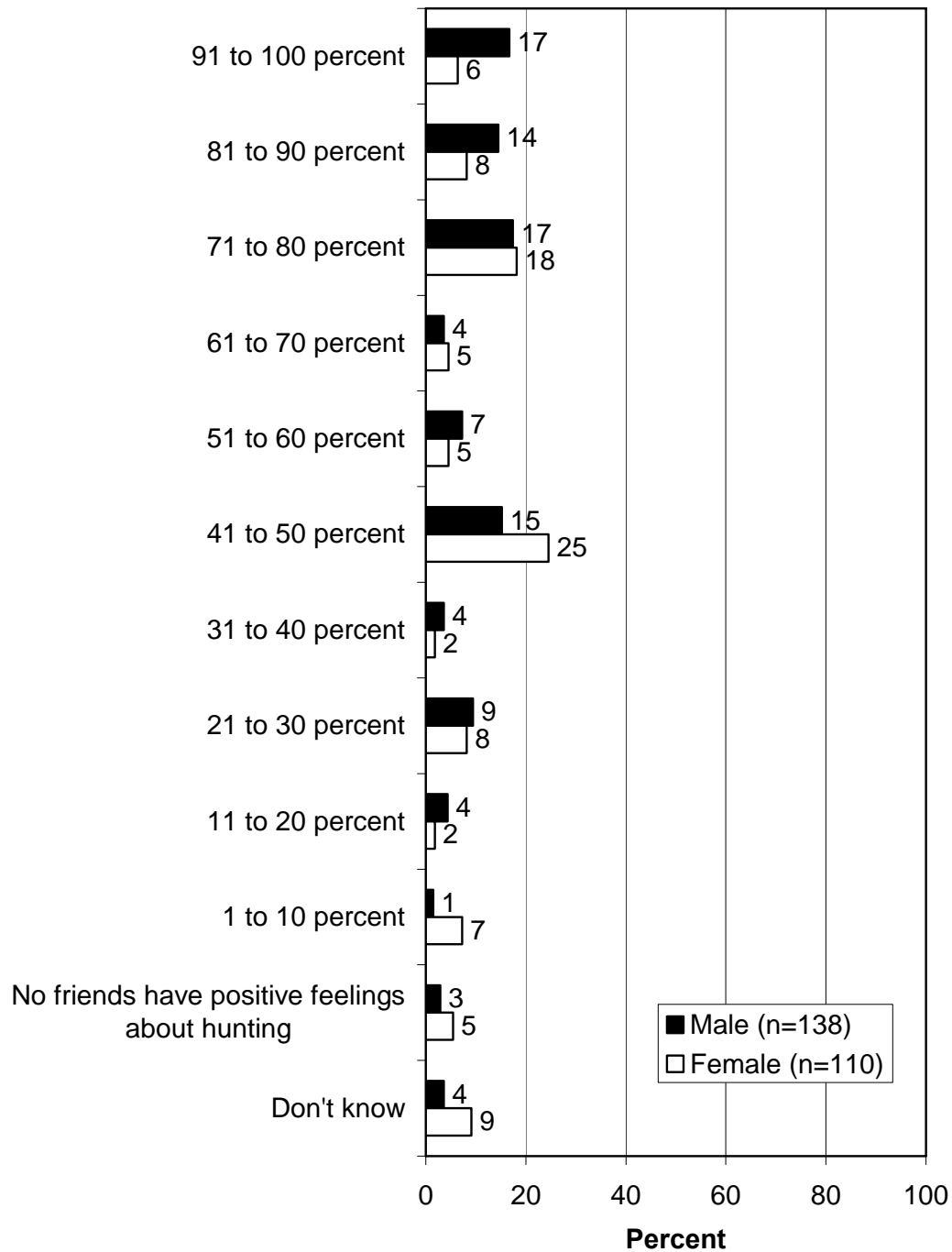
**Q55. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to target shoot?**



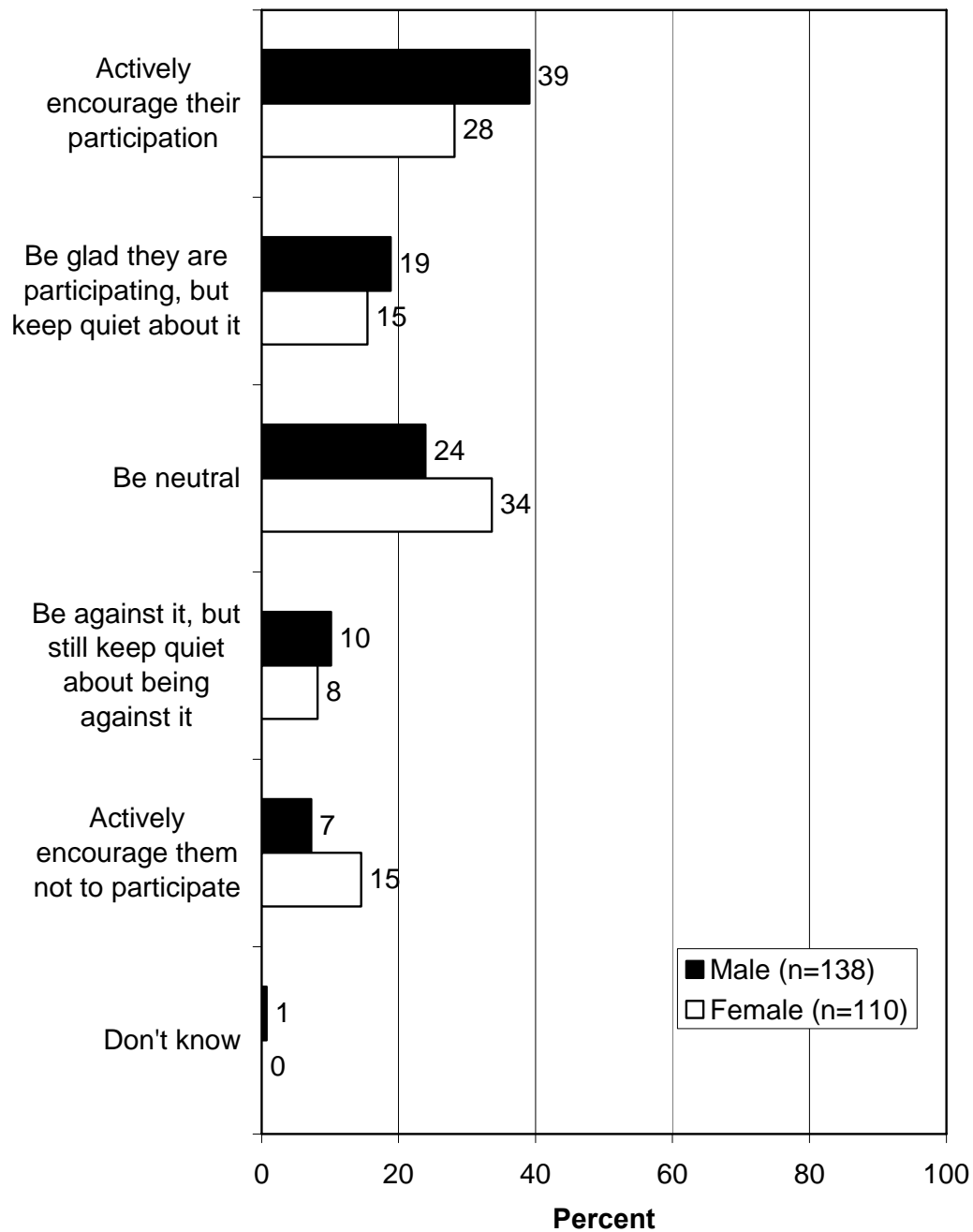
**Q73. What proportion of your friends do you think have positive feelings about hunting?**



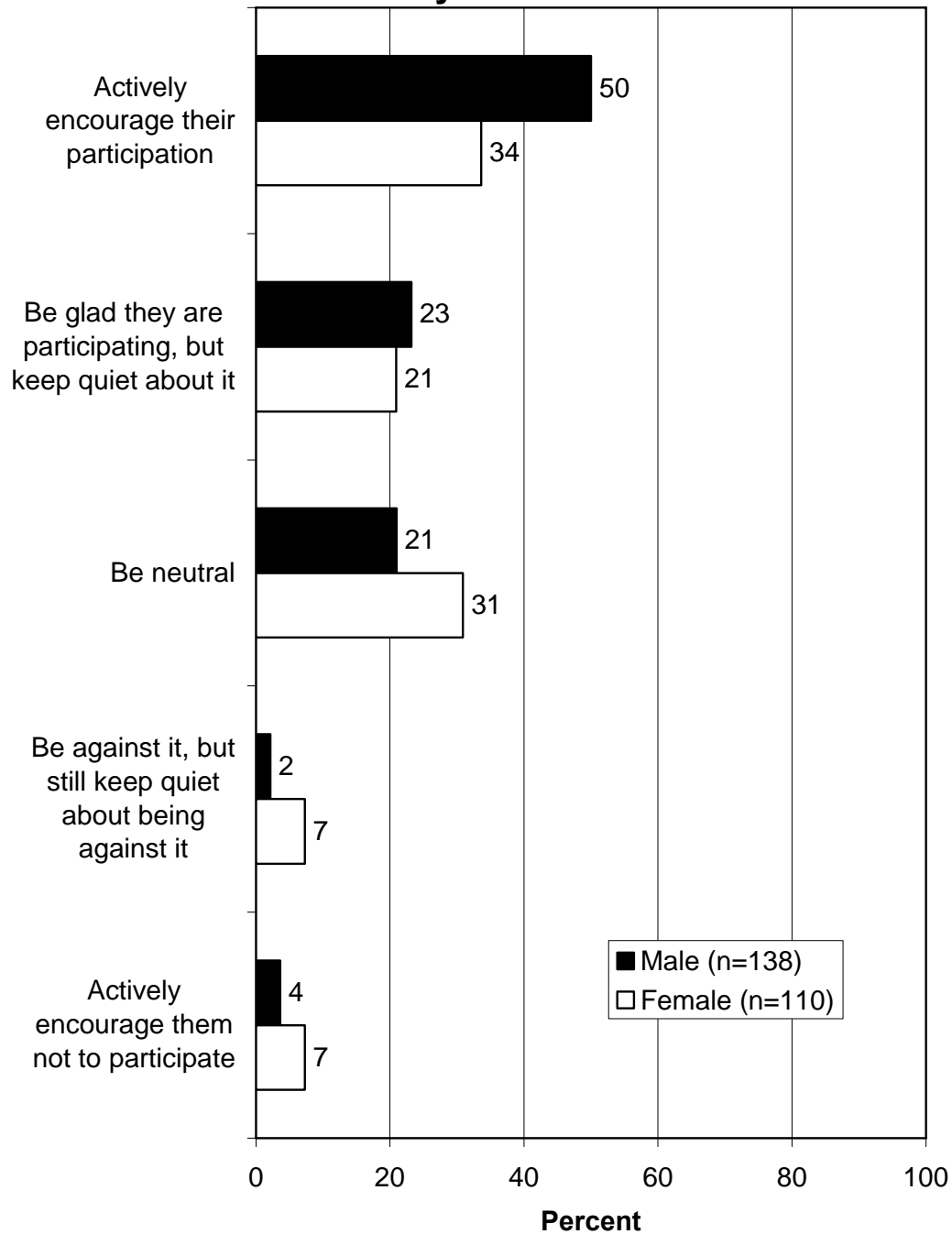
**Q76. What proportion of your friends do you think have positive feelings about target shooting?**



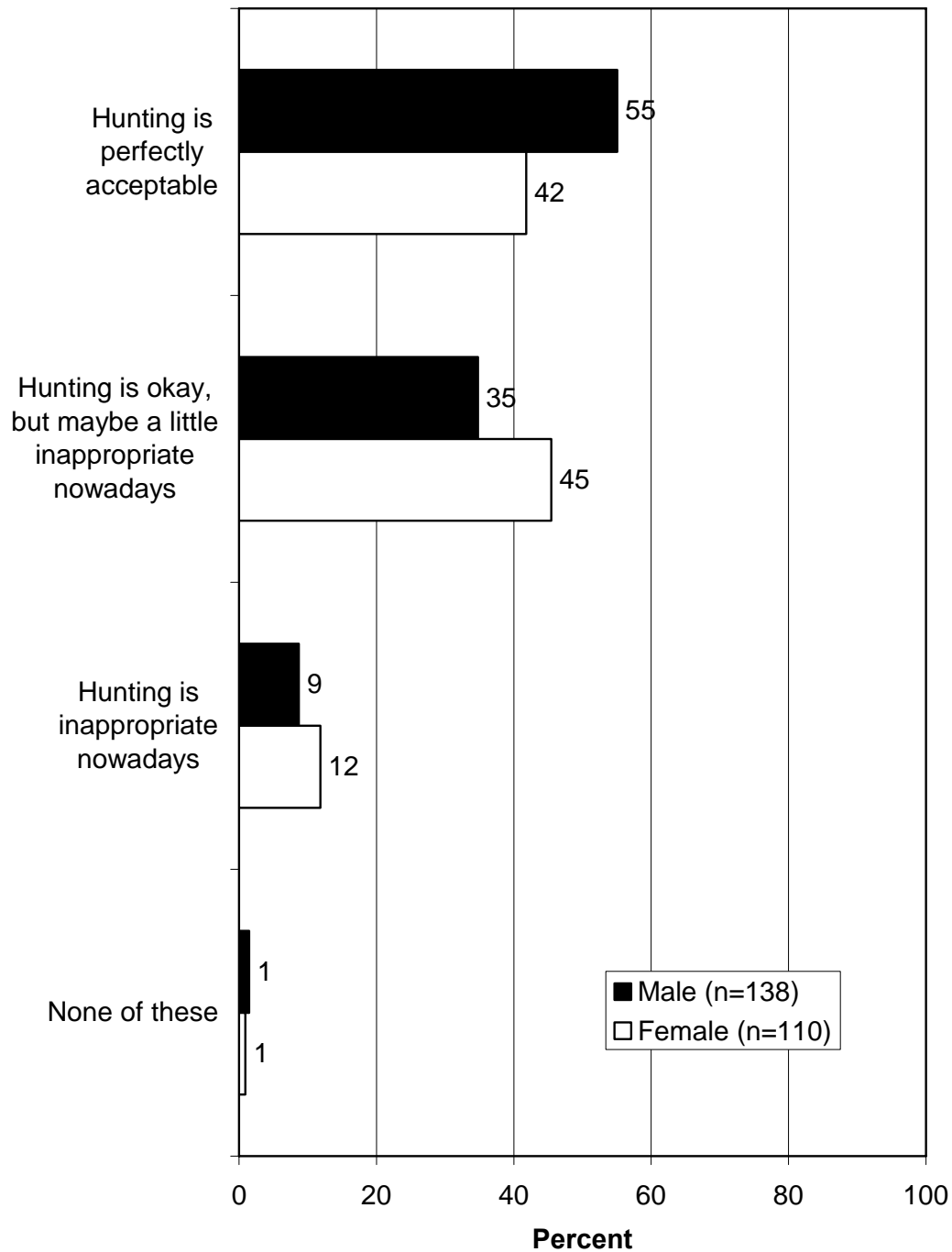
**Q79. If your friends told you they were going to participate in hunting, which of the following best describes your reaction? Would you...?**



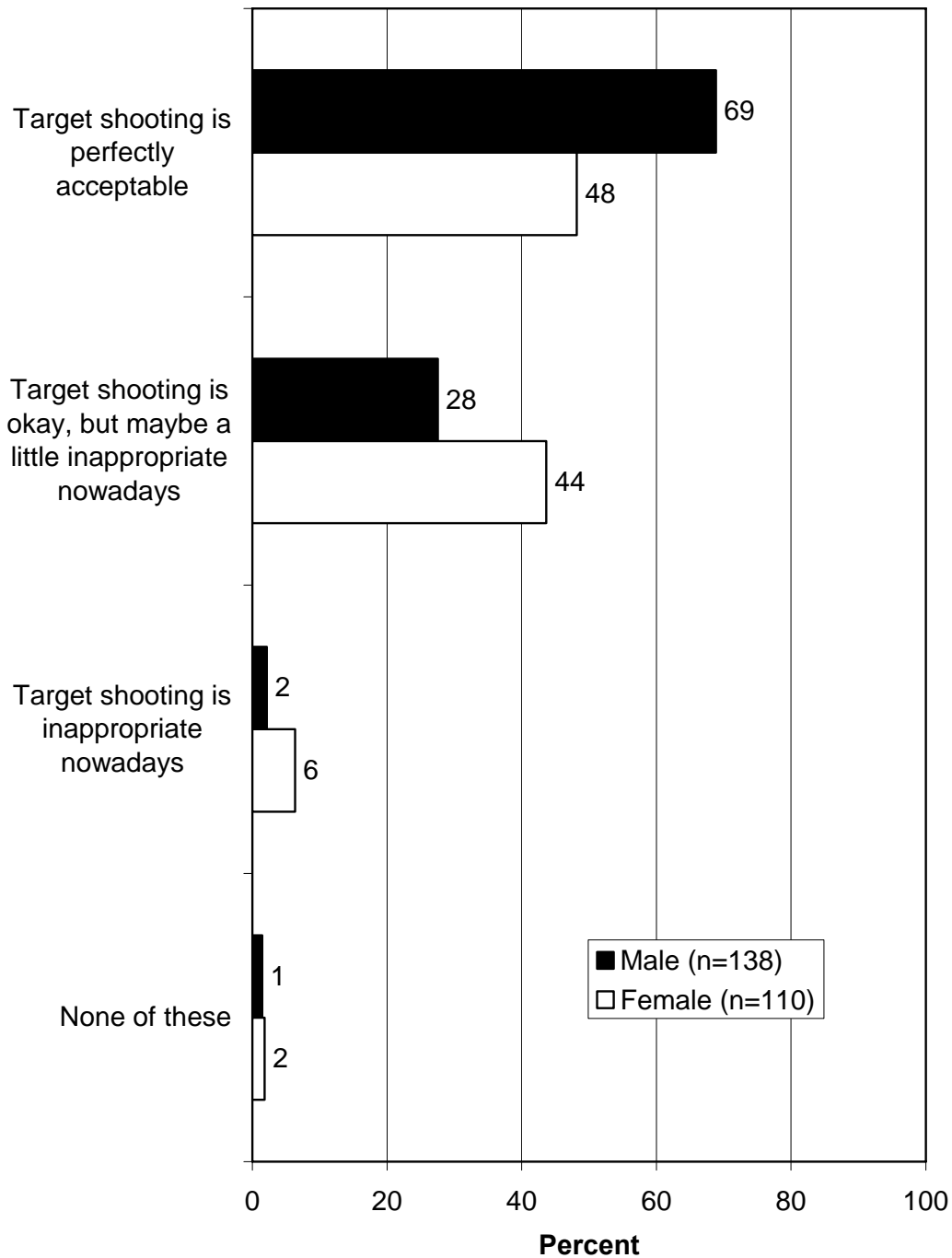
**Q80. If your friends told you they were going to participate in target shooting, which of the following best describes your reaction? Would you...?**

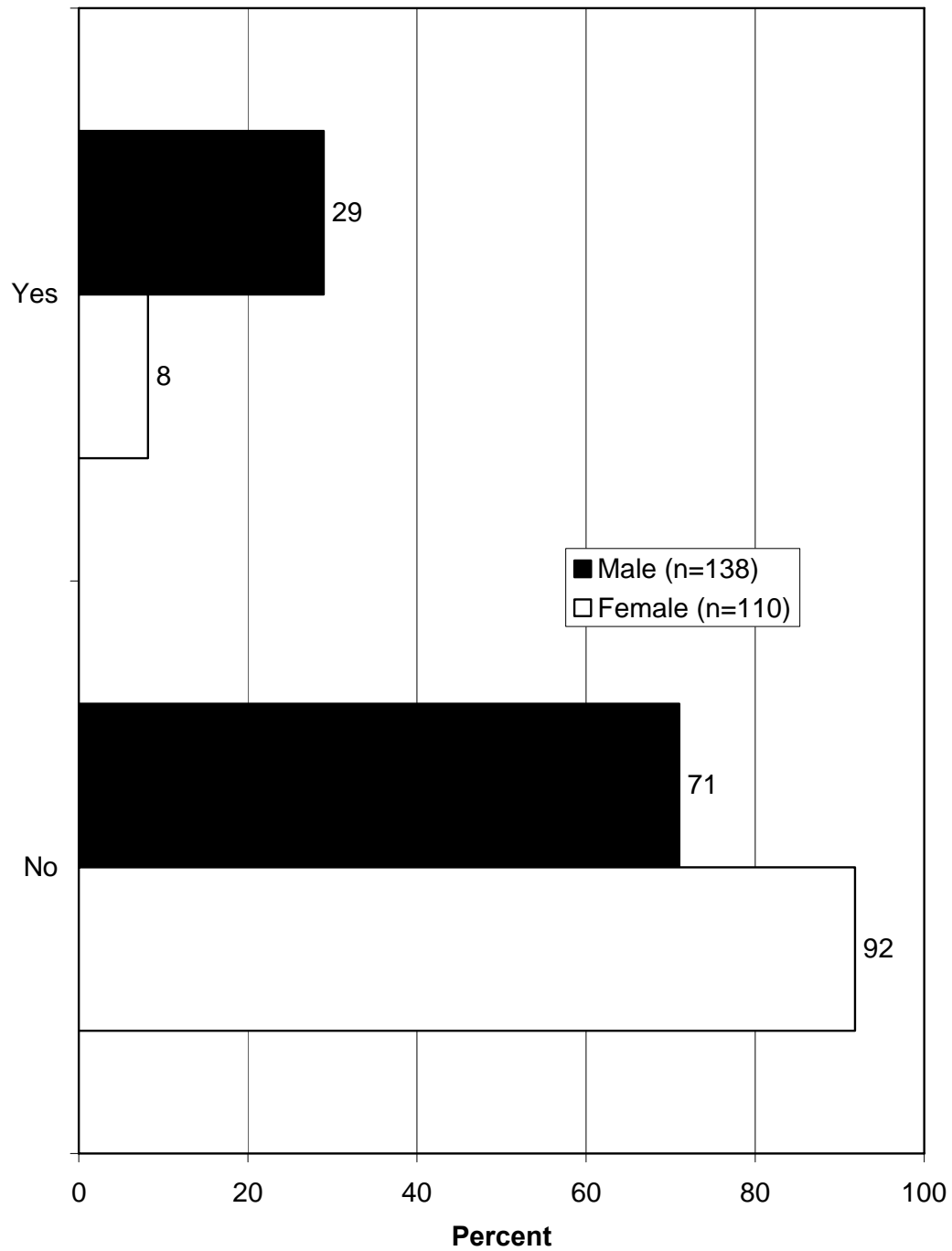


**Q82. Which of the following statements best describes your opinion of hunting?**



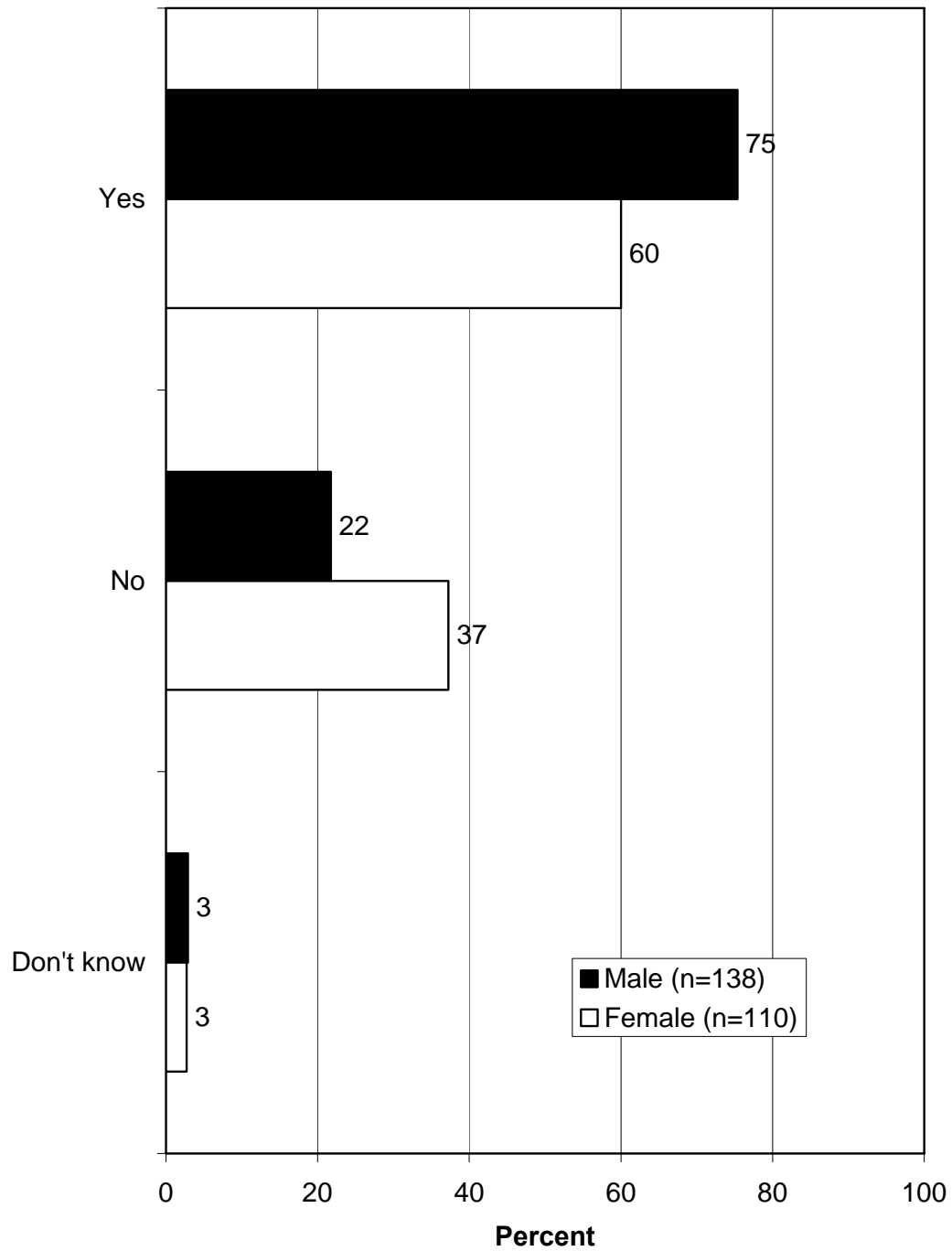
**Q83. Which of the following statements best describes your opinion of target shooting?**

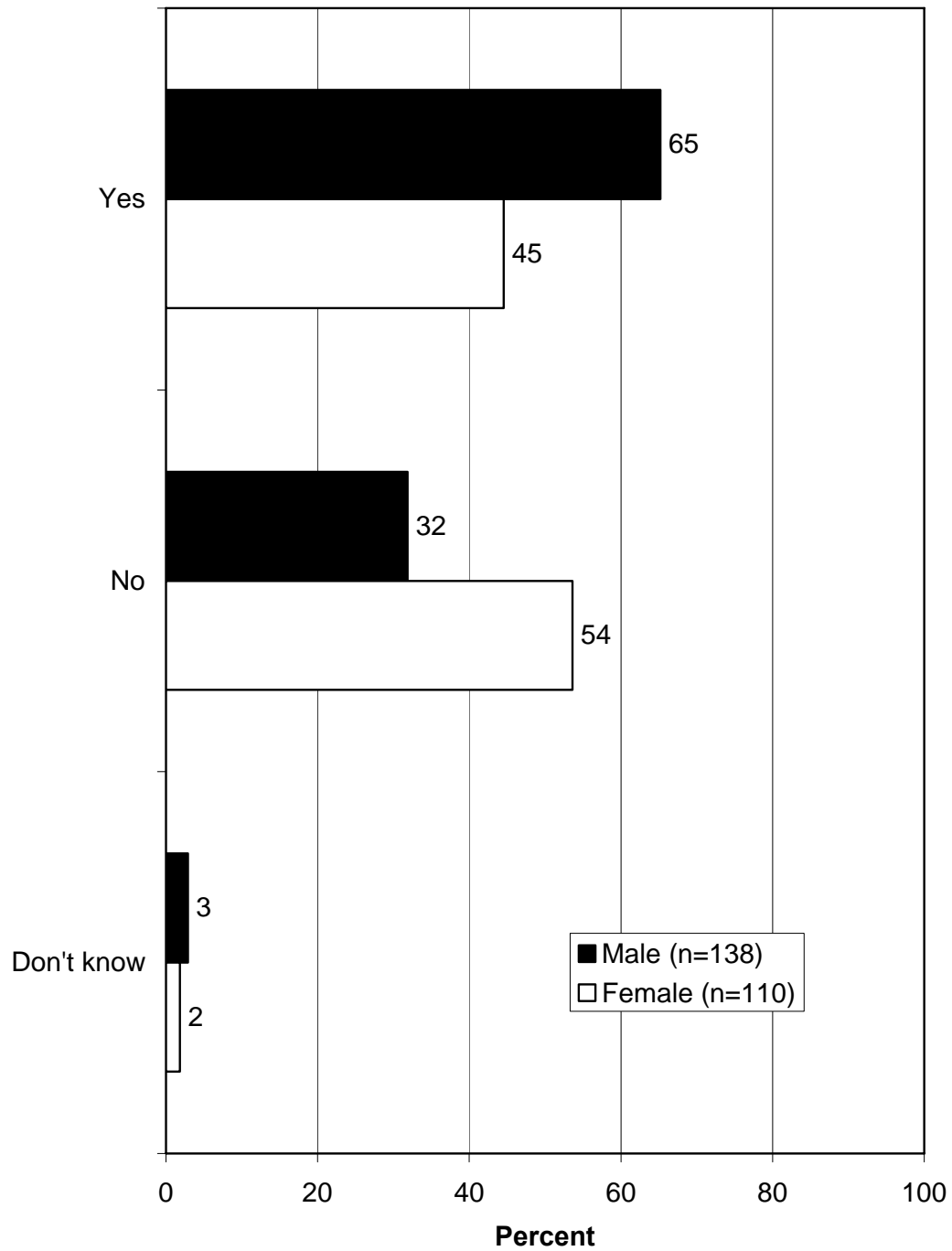


**Q84. Do you personally hunt?**

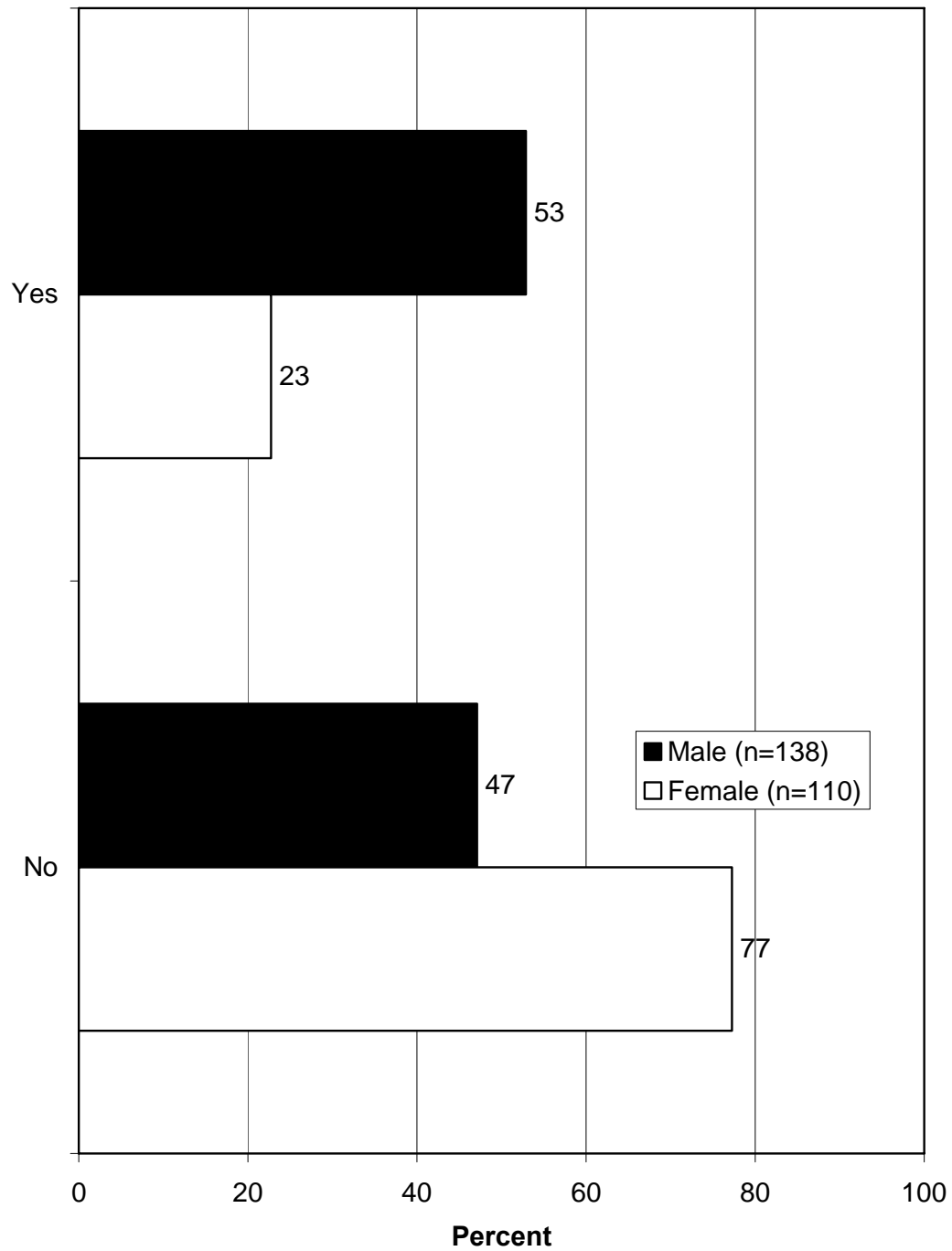


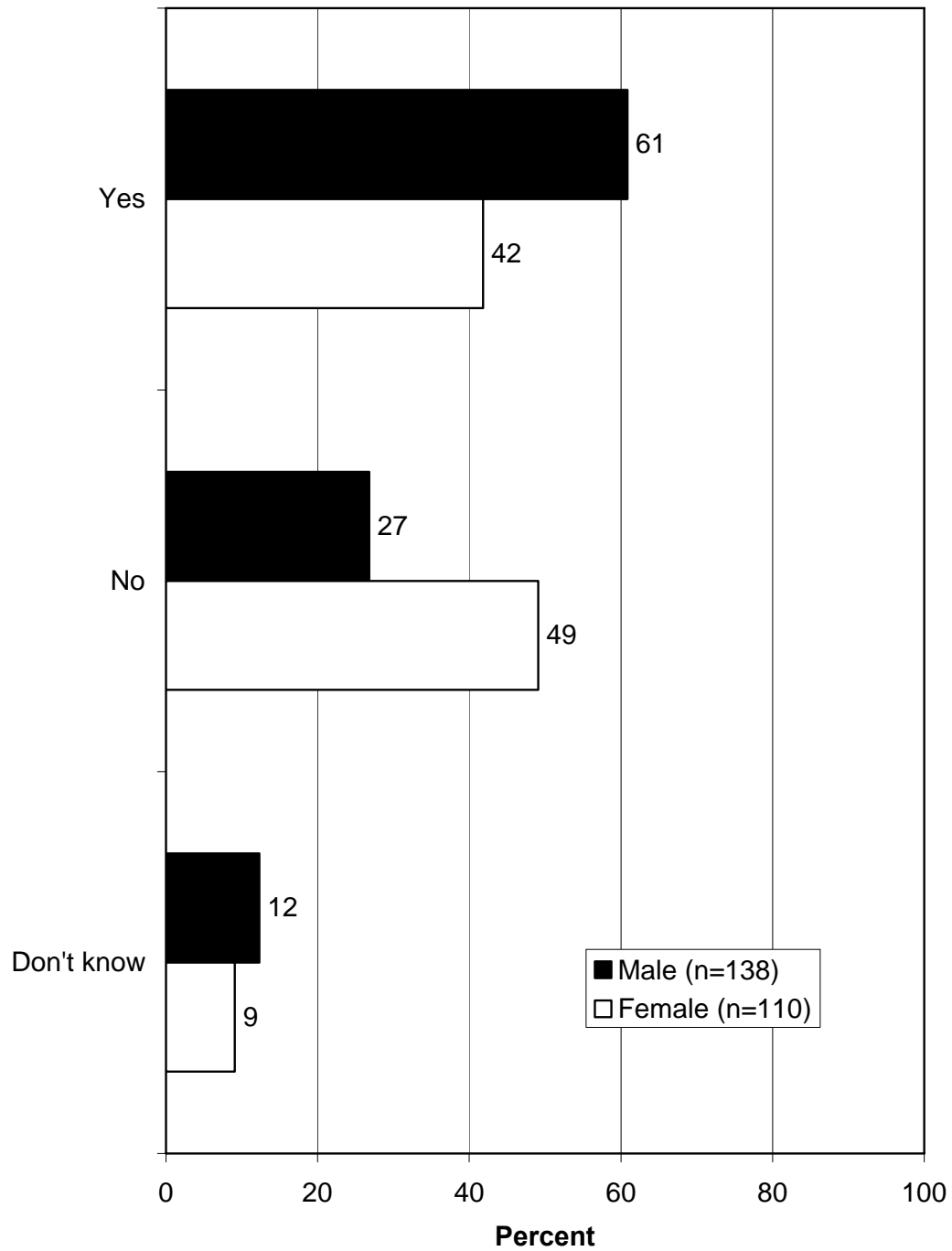
**Q85. Do any of your friends hunt?**



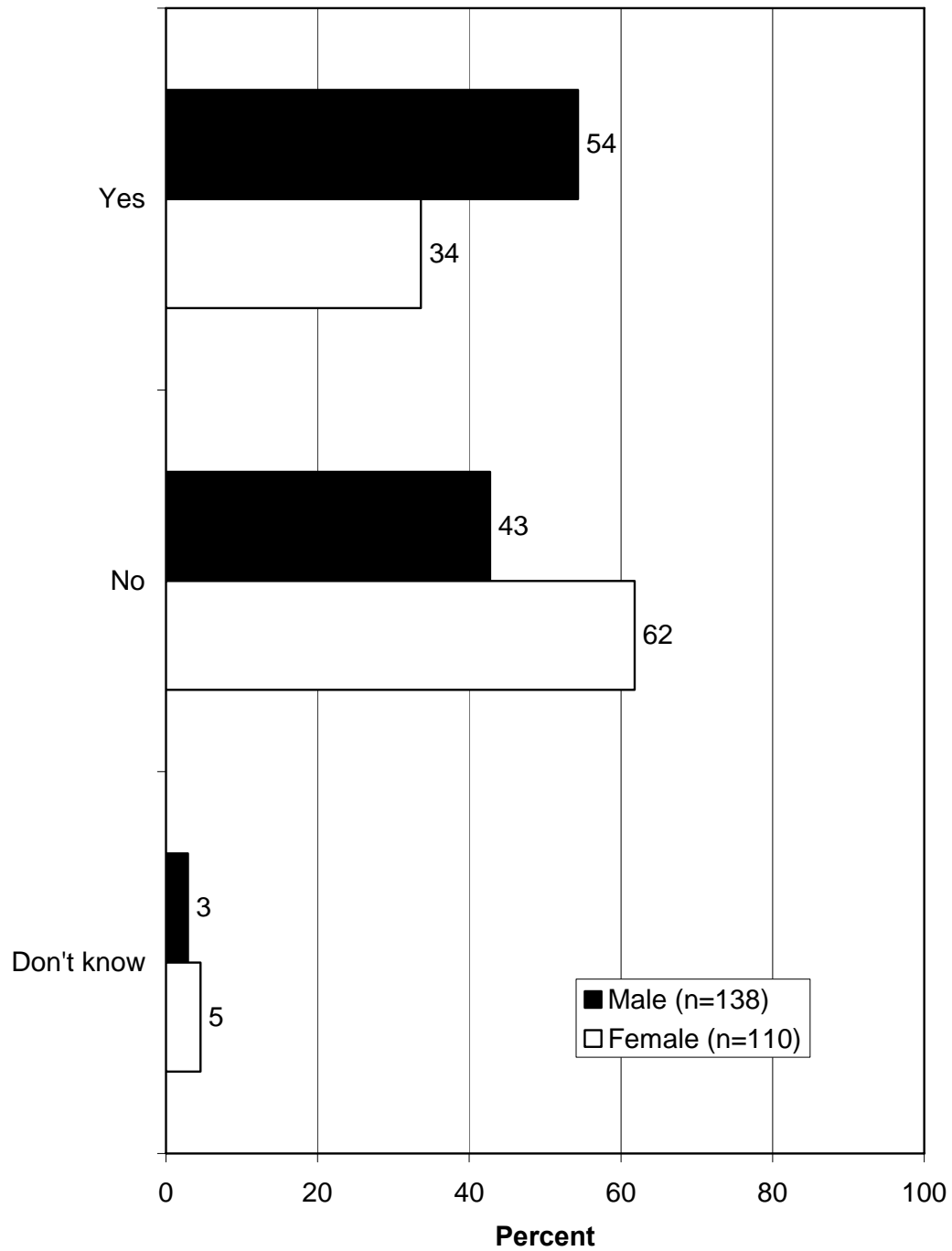
**Q86. Do any of your family members hunt?**

### Q87. Do you personally target shoot?

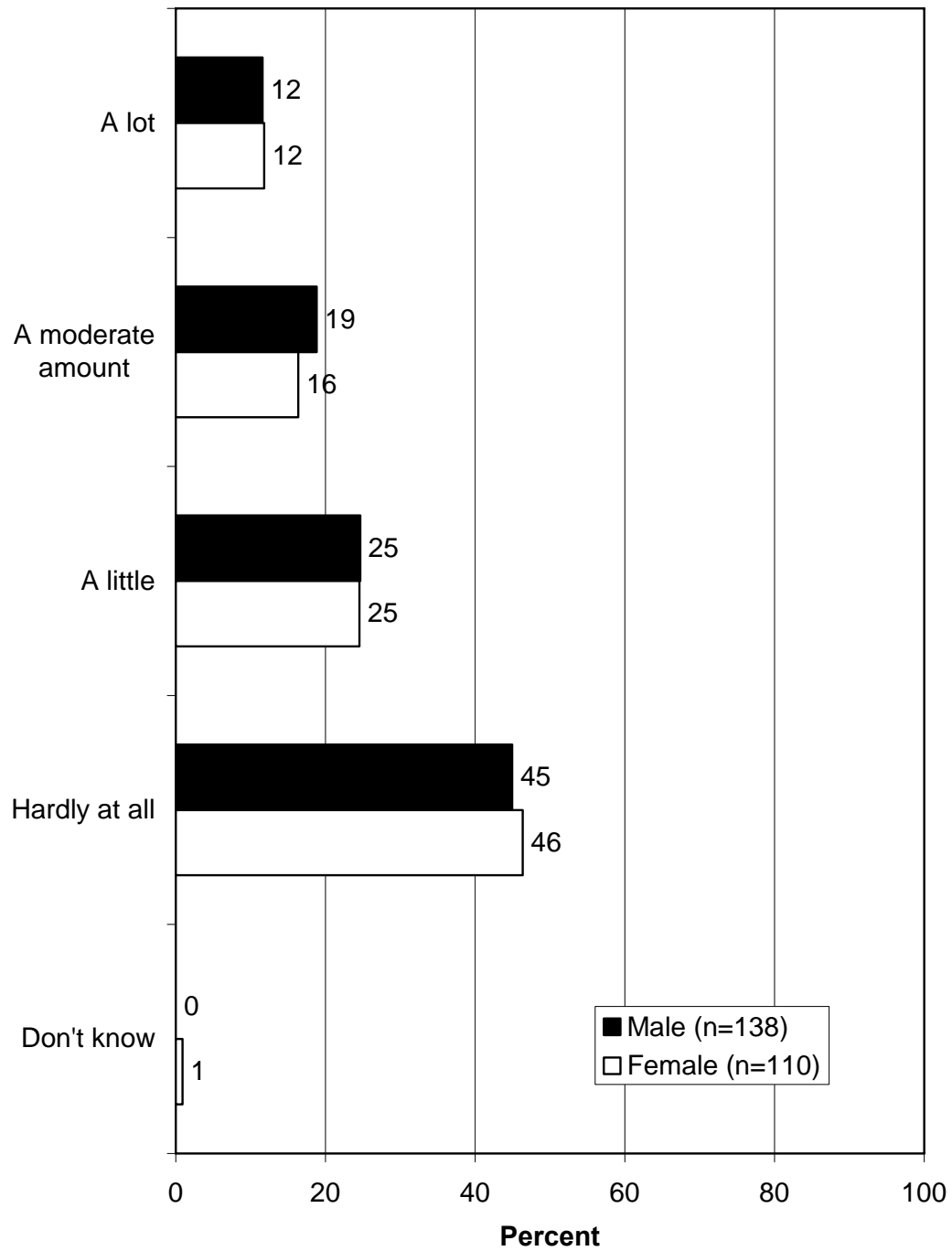


**Q88. Do any of your friends target shoot?**

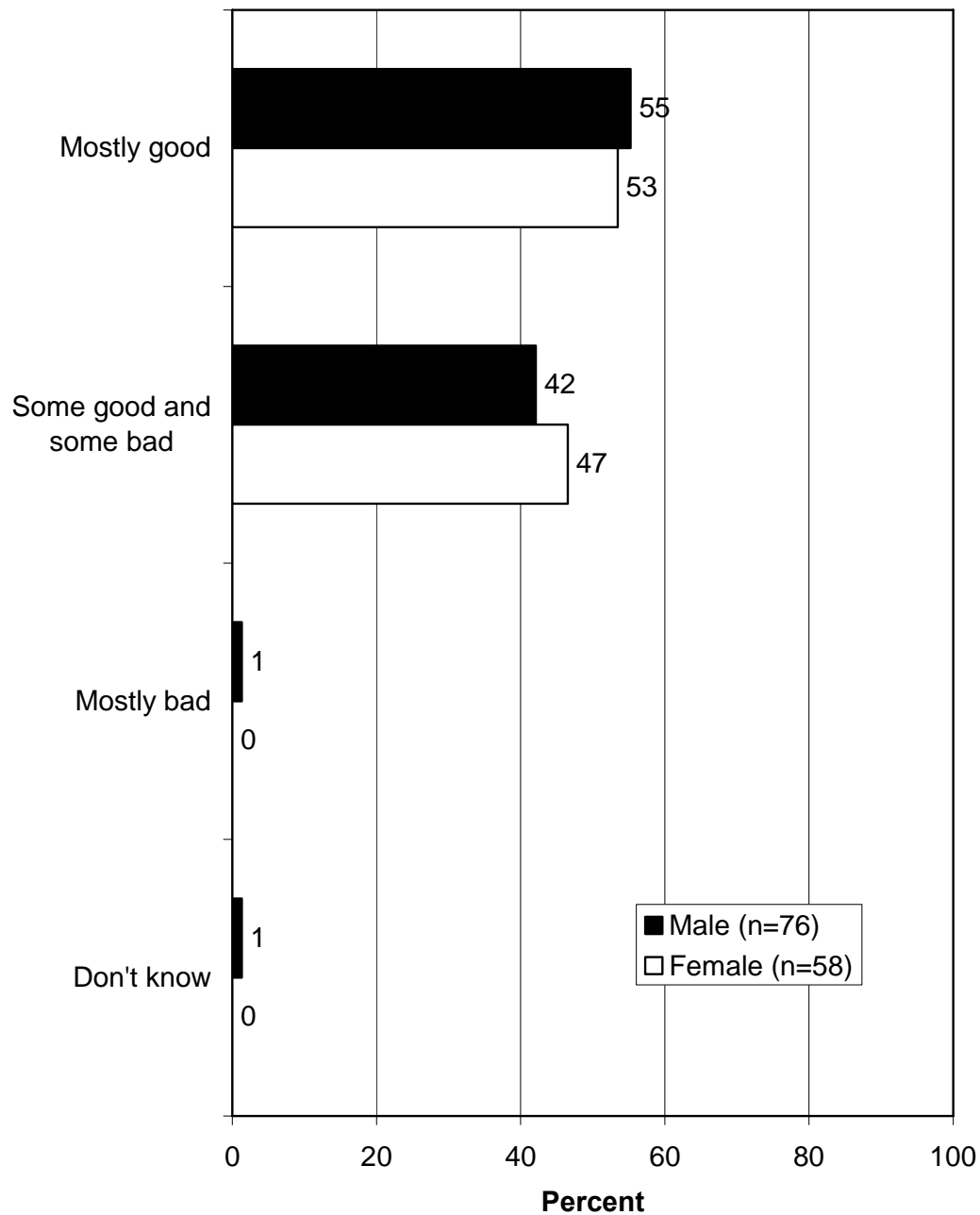
**Q89. Do any of your family members target shoot?**



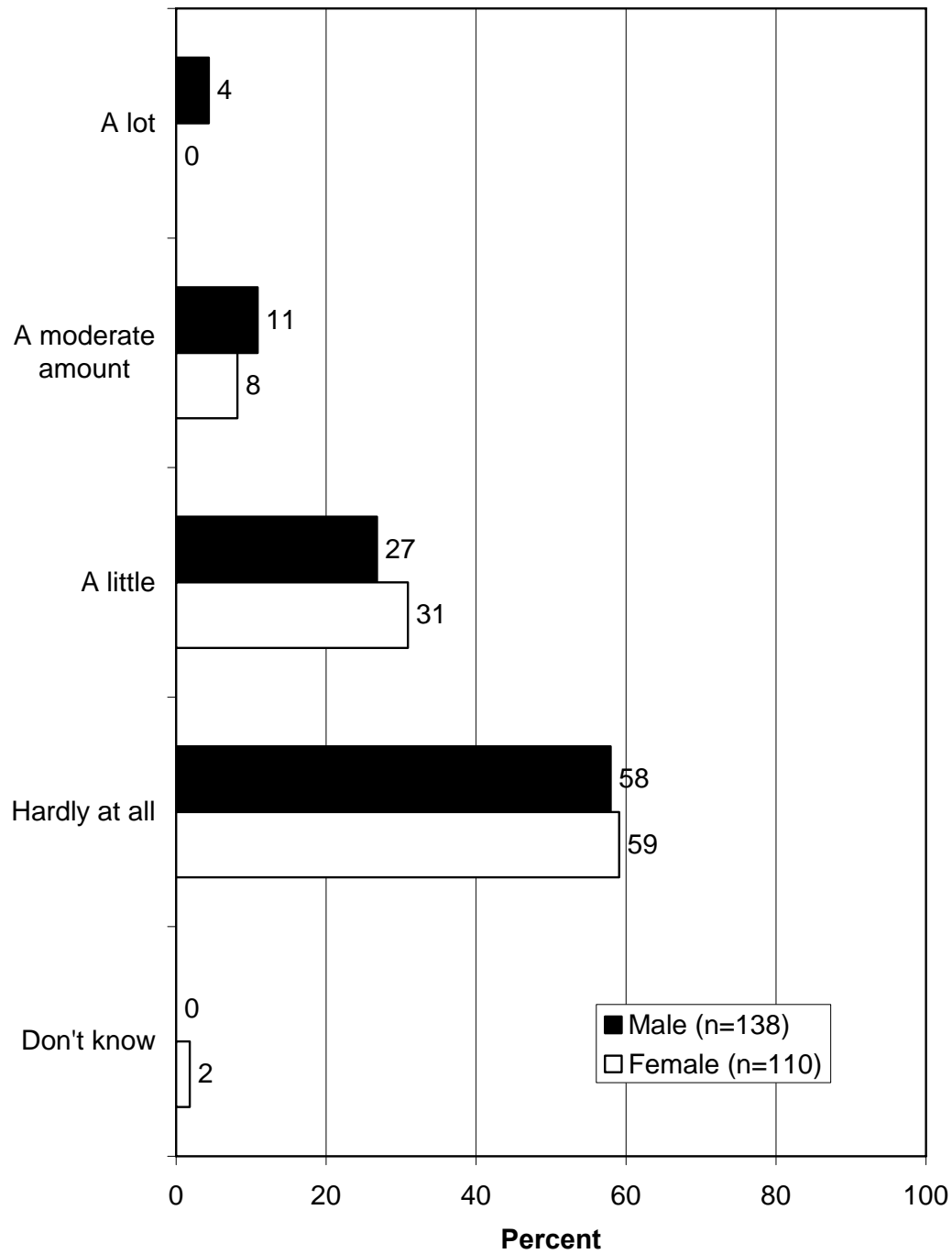
**Q90. How much do people talk in your school about hunting?**



**Q91. Do they say mostly good things about hunting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about hunting.)**

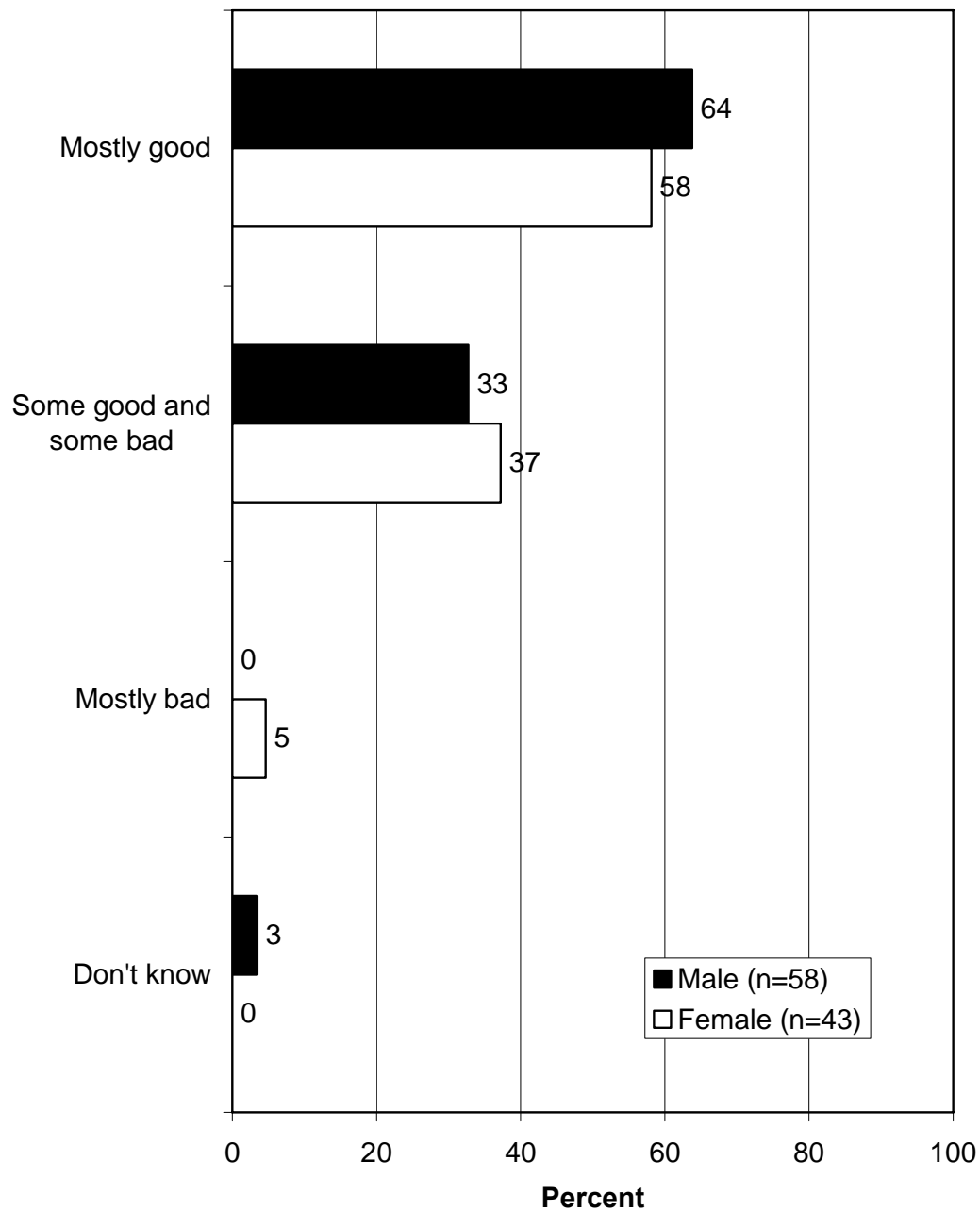


**Q92. How much do people talk in your school about target shooting?**

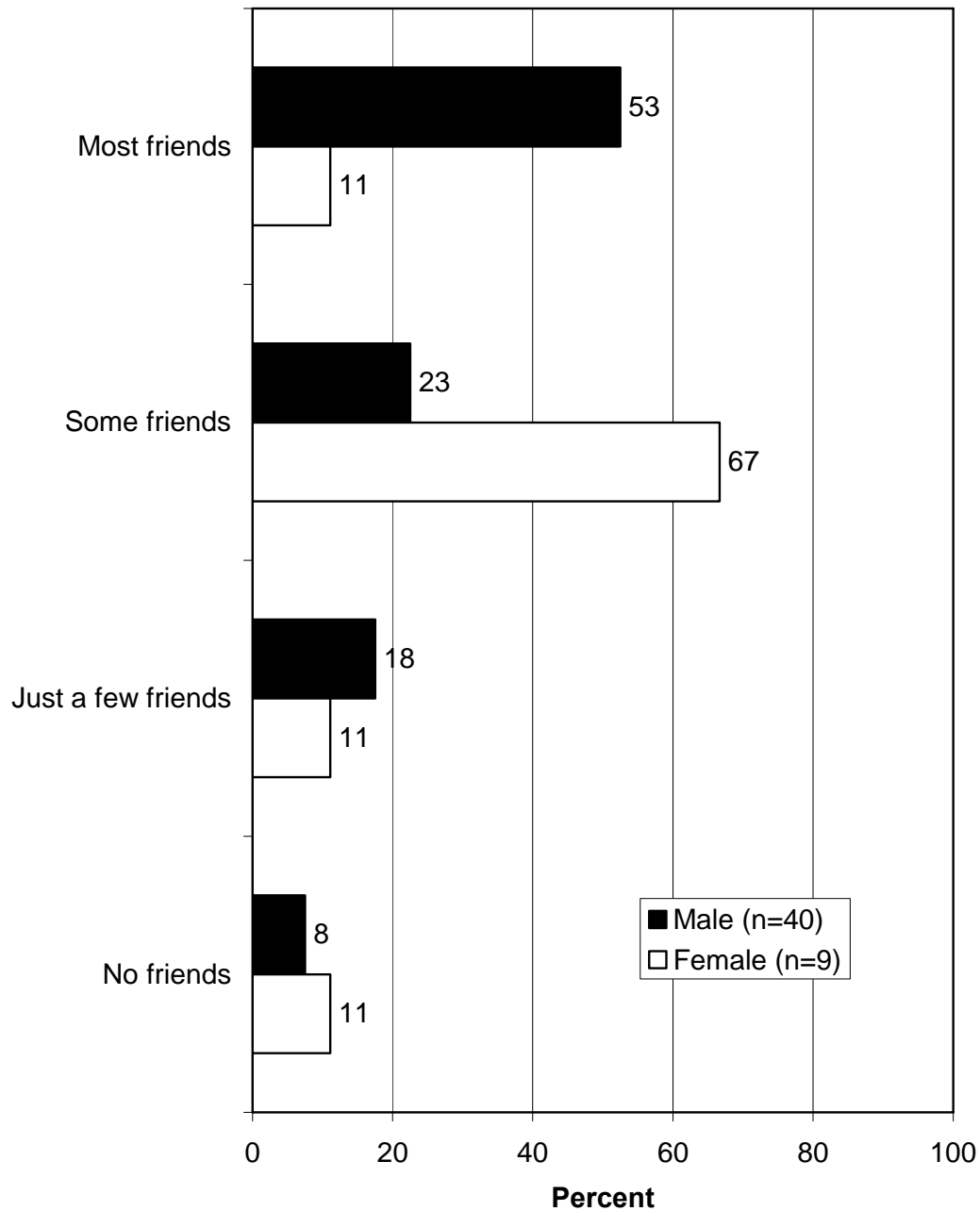




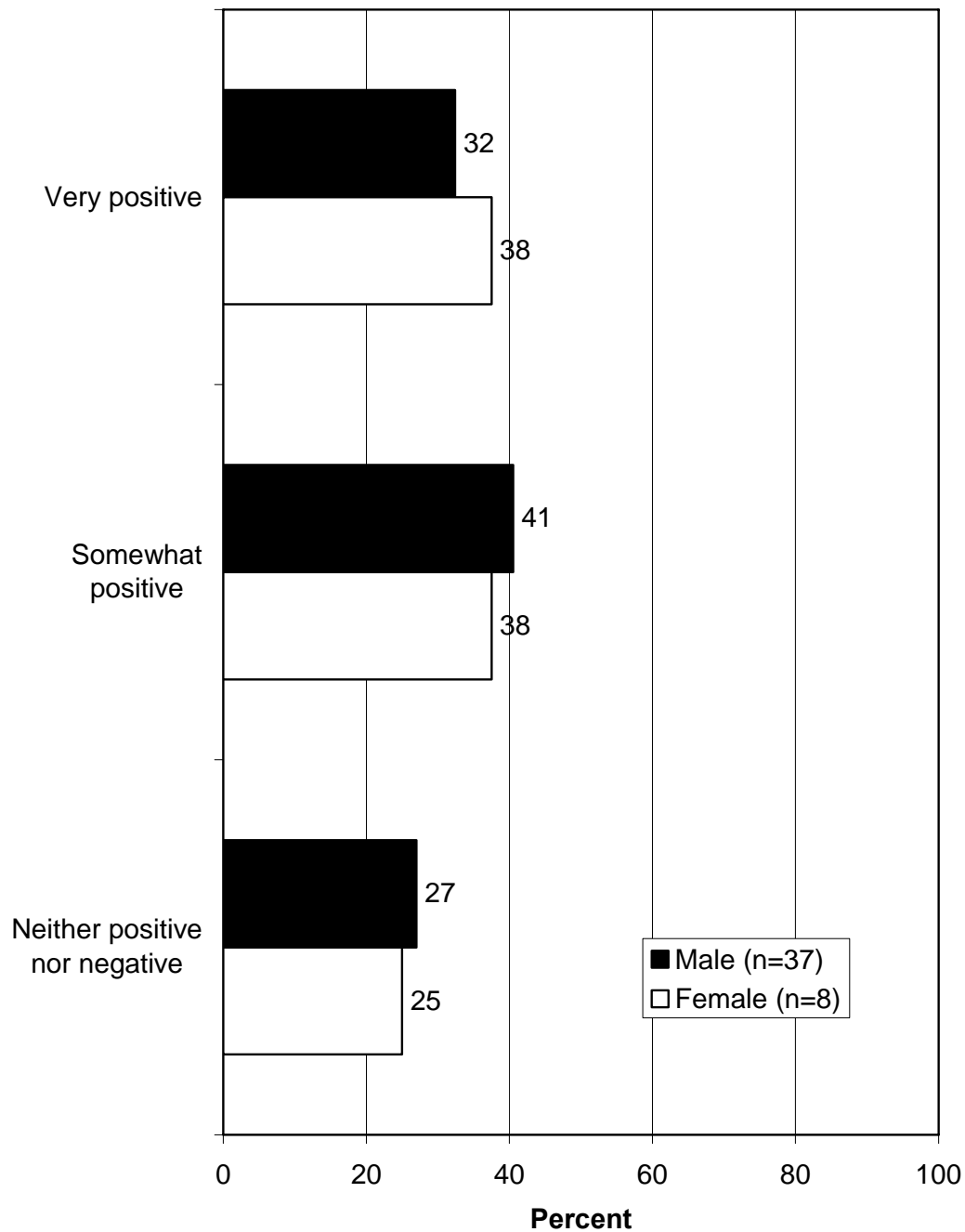
**Q93. Do they say mostly good things about target shooting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about target shooting.)**



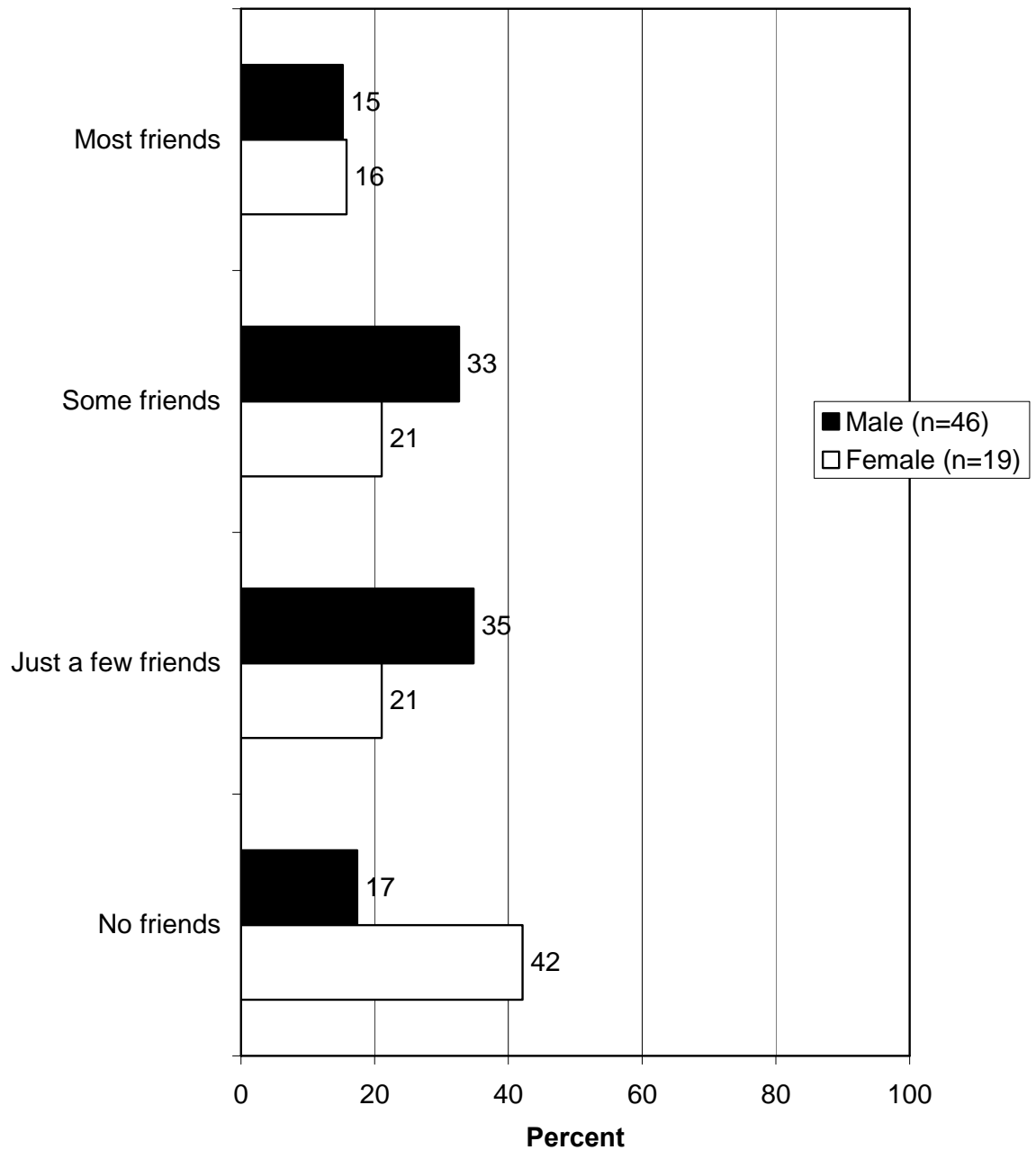
**Q95. Do you tell most of your friends that you hunt, some of your friends, just a few of your friends, or do you tell none of your friends that you hunt? (Asked of those who hunt.)**



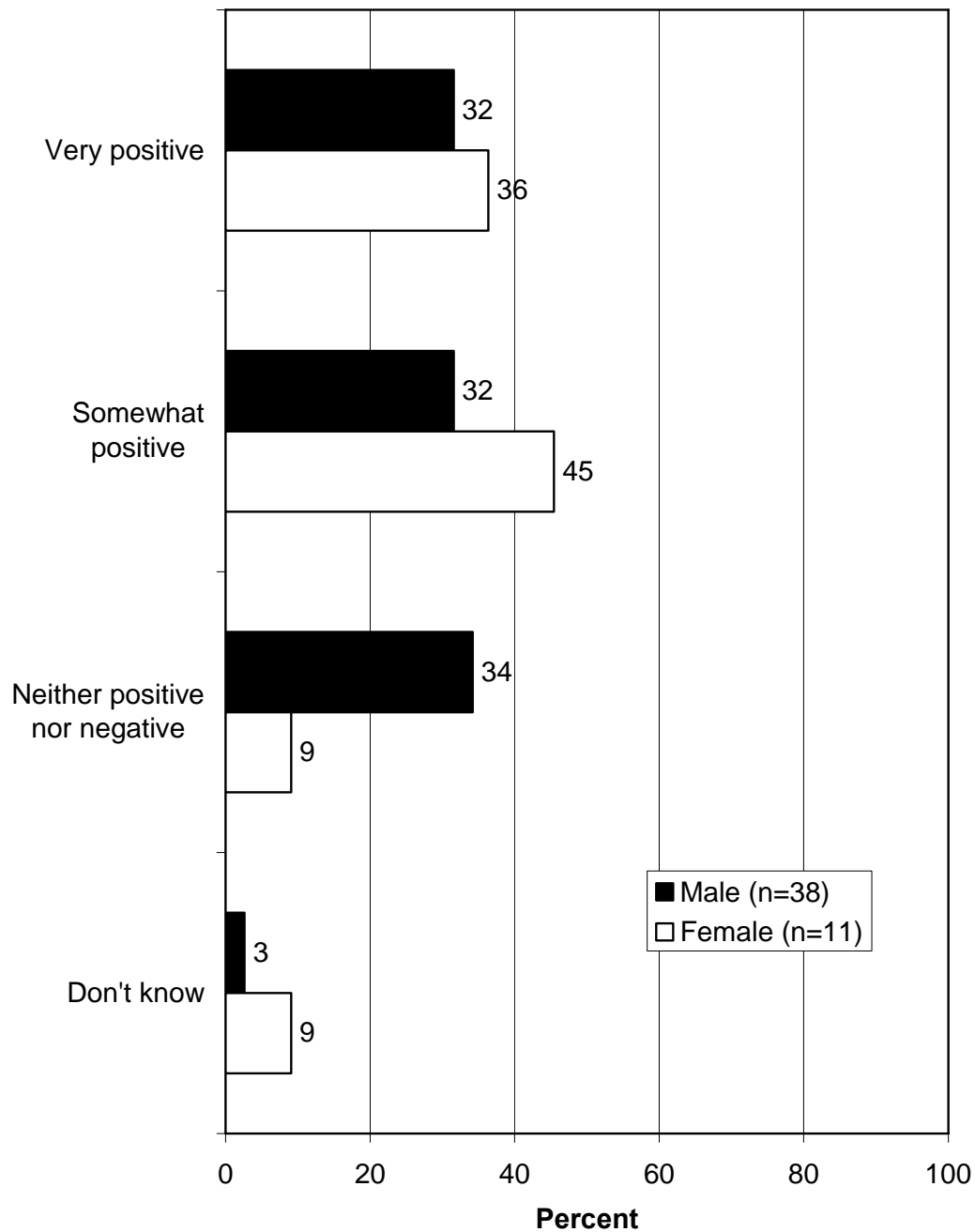
**Q96. Is their reaction when you tell them that you hunt positive, negative, or neutral? (Asked of those who tell their friends that they hunt.)**



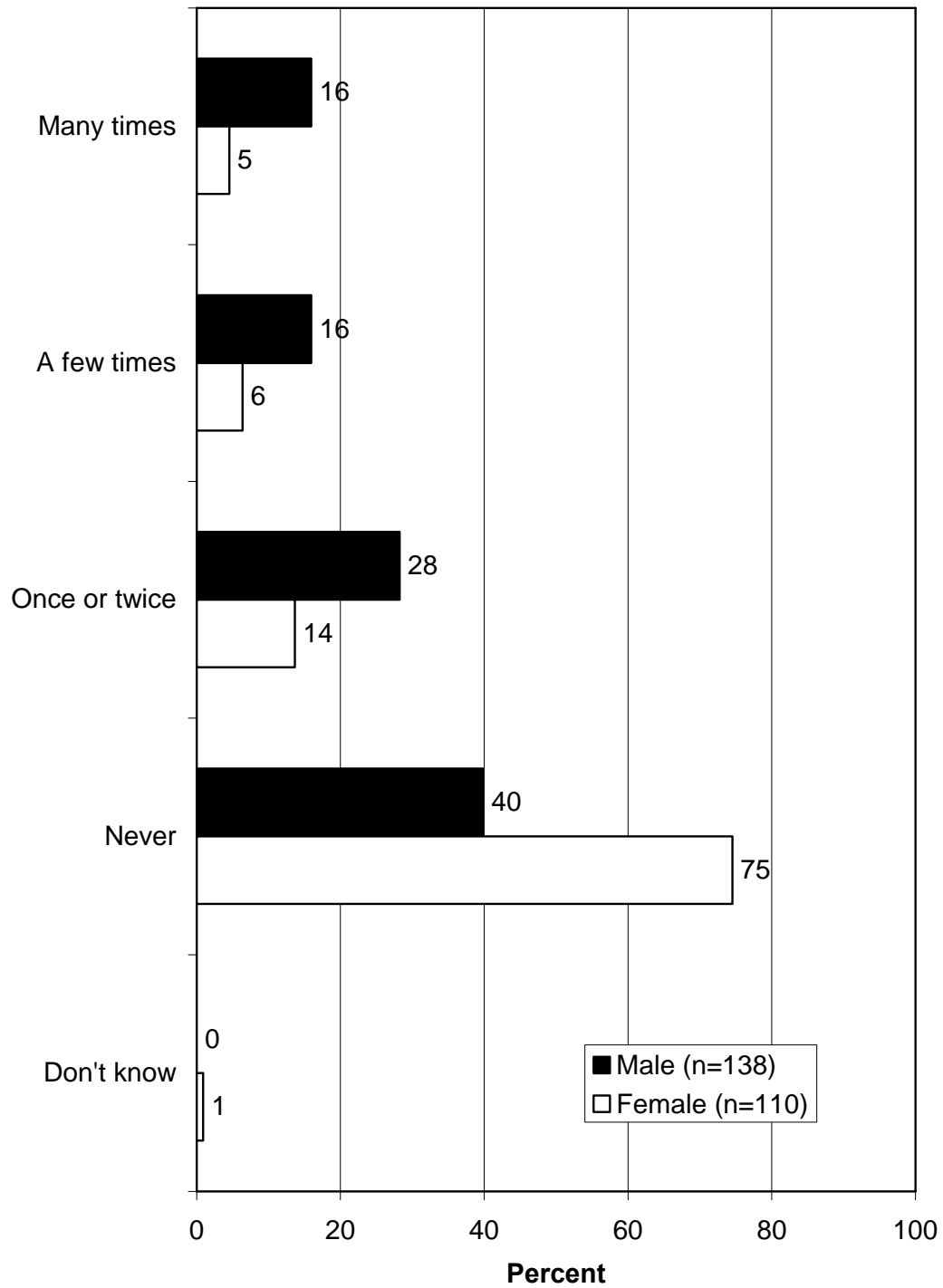
**Q97. Do you tell most of your friends that you target shoot, some of your friends, just a few of your friends, or do you tell none of your friends that you target shoot? (Asked of those who target shoot.)**



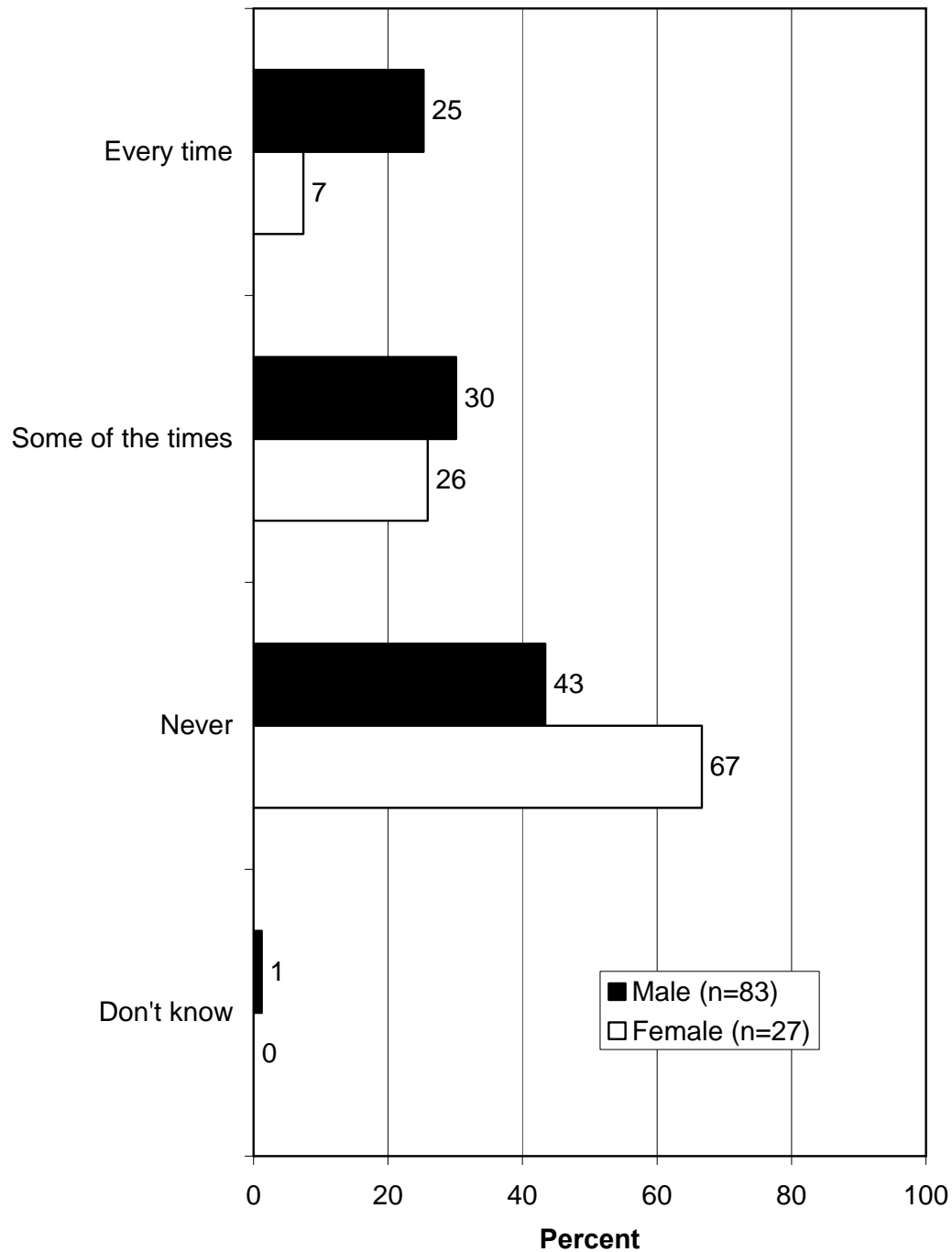
**Q98. Is their reaction when you tell them that you target shoot positive, negative, or neutral? (Asked of those who tell their friends that they target shoot.)**



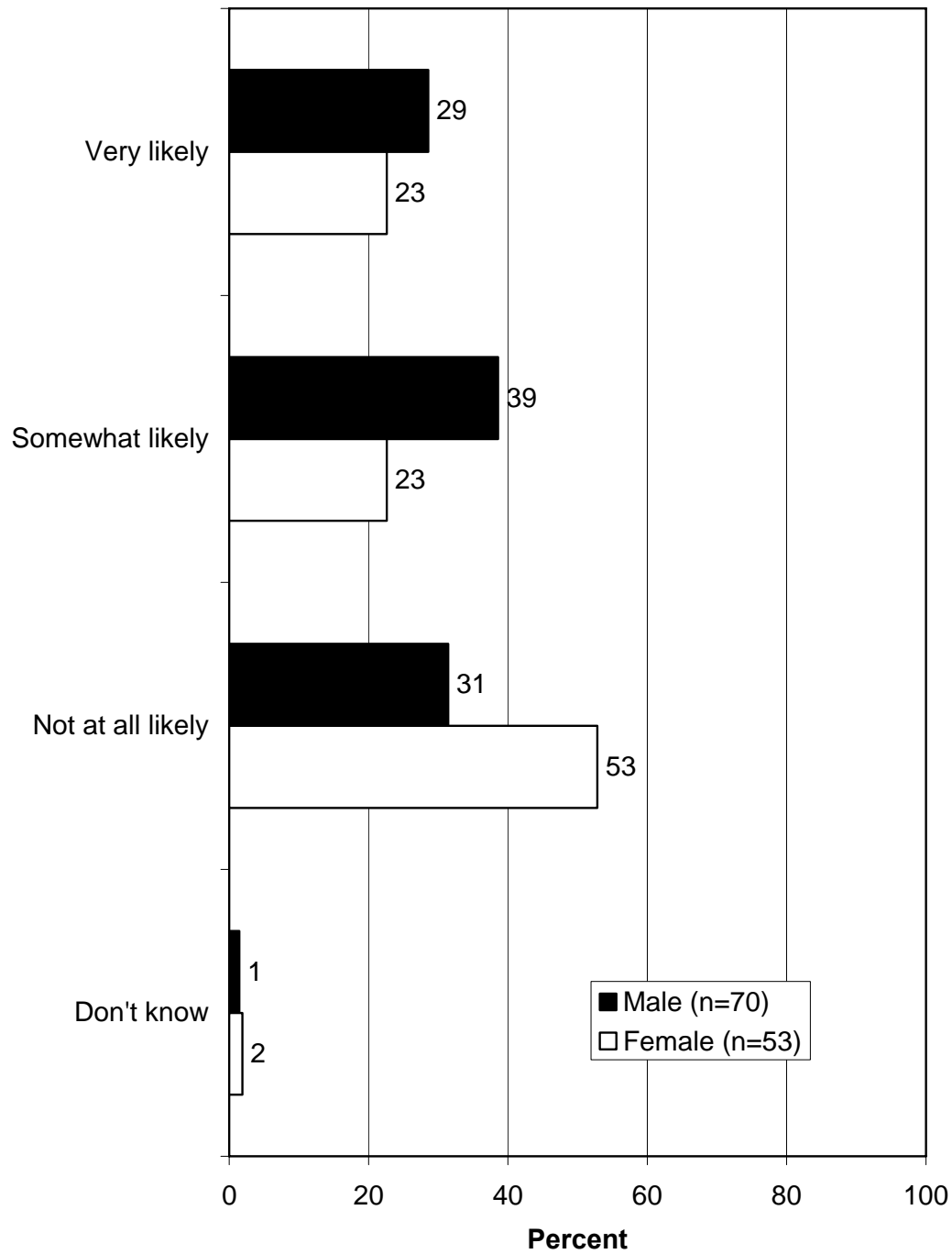
**Q99. How often have you been invited to go hunting?**



**Q100. How often did you go hunting when invited?  
(Asked of those who were invited to go hunting.)**

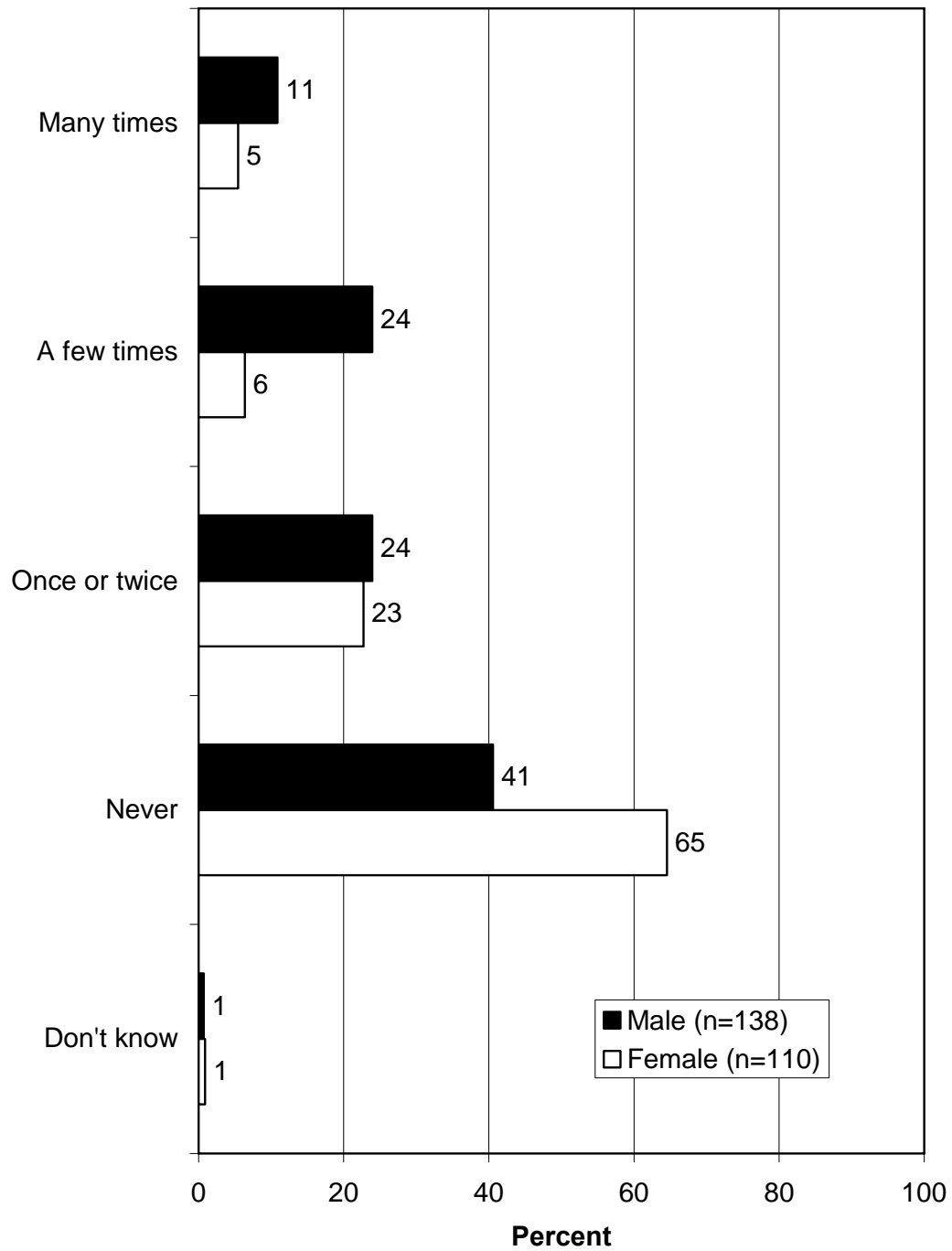


**Q102. How likely would you be to go hunting if you were invited to go within the next 12 months?**

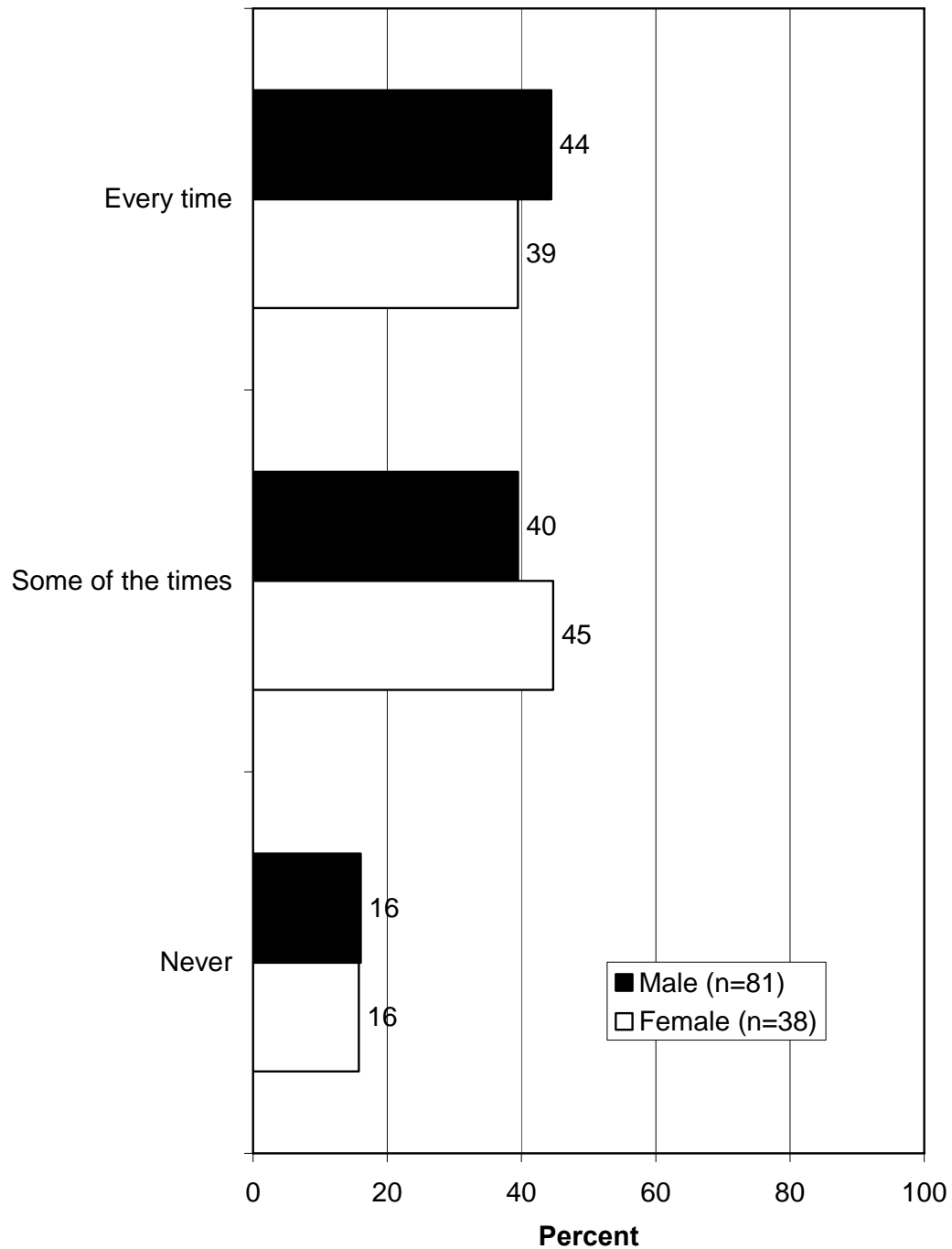




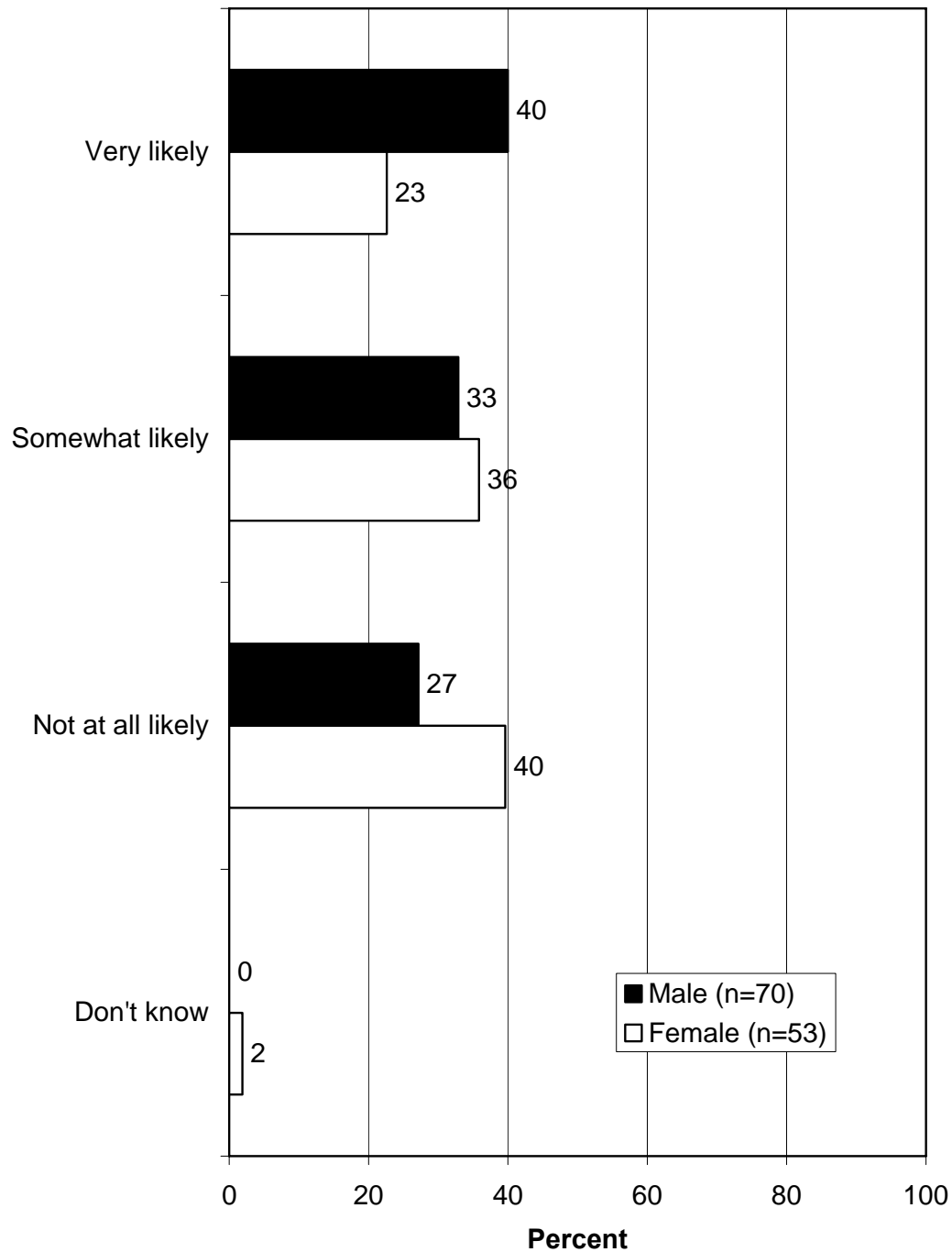
**Q103. How often have you been invited to go target shooting?**



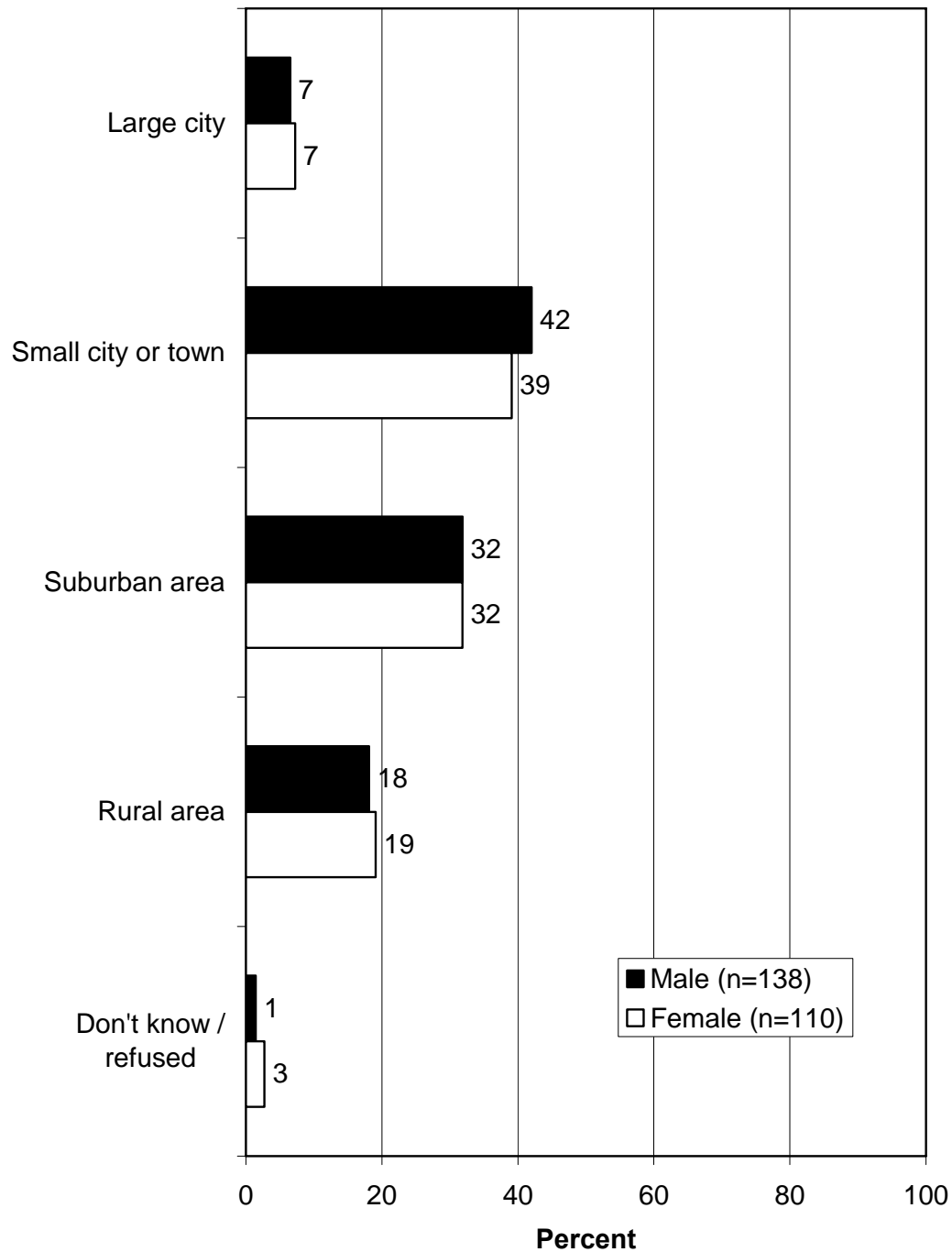
**Q104. How often did you go target shooting when invited? (Asked of those who were invited to go target shooting.)**



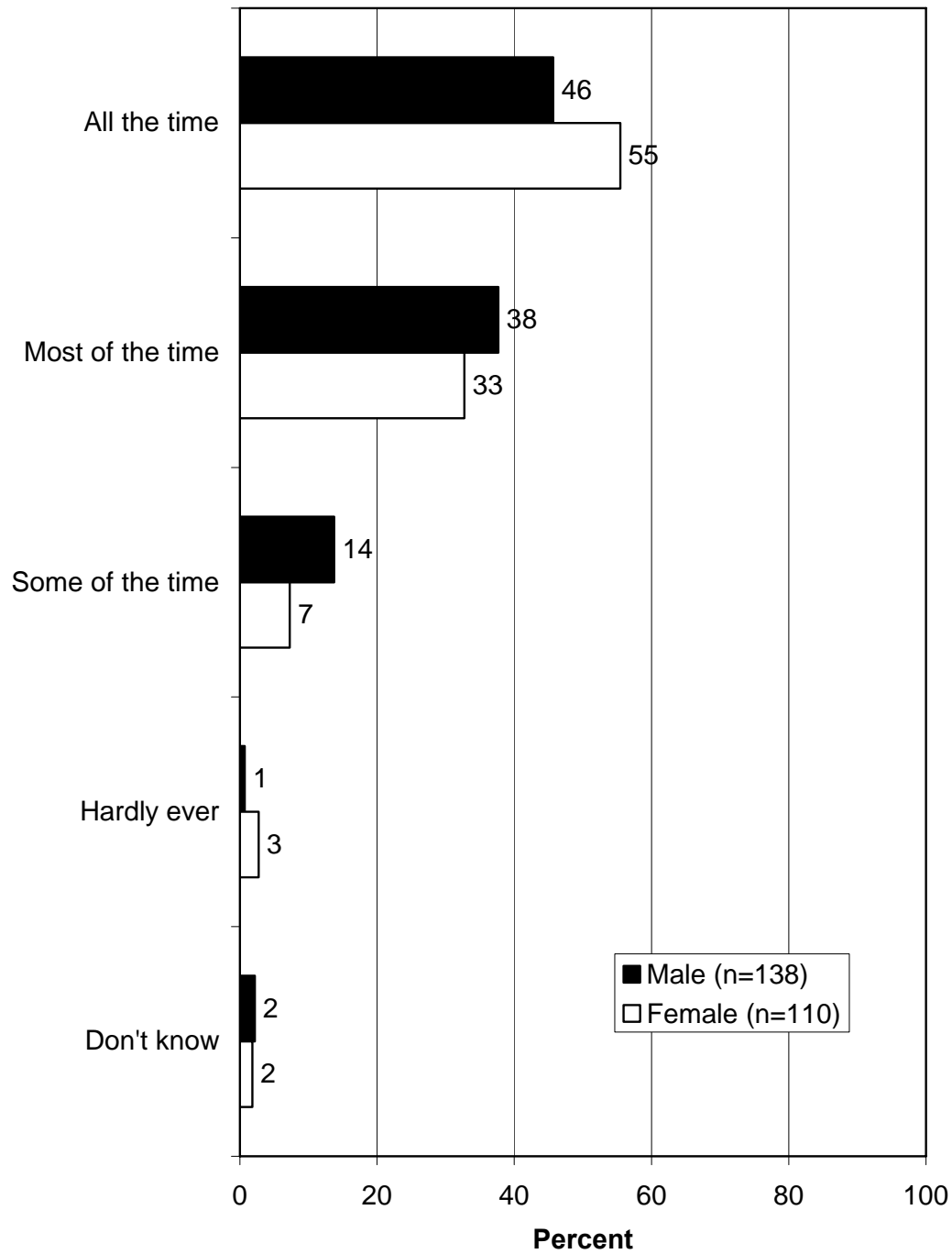
**Q106. How likely would you be to go target shooting if you were invited to go within the next 12 months?**



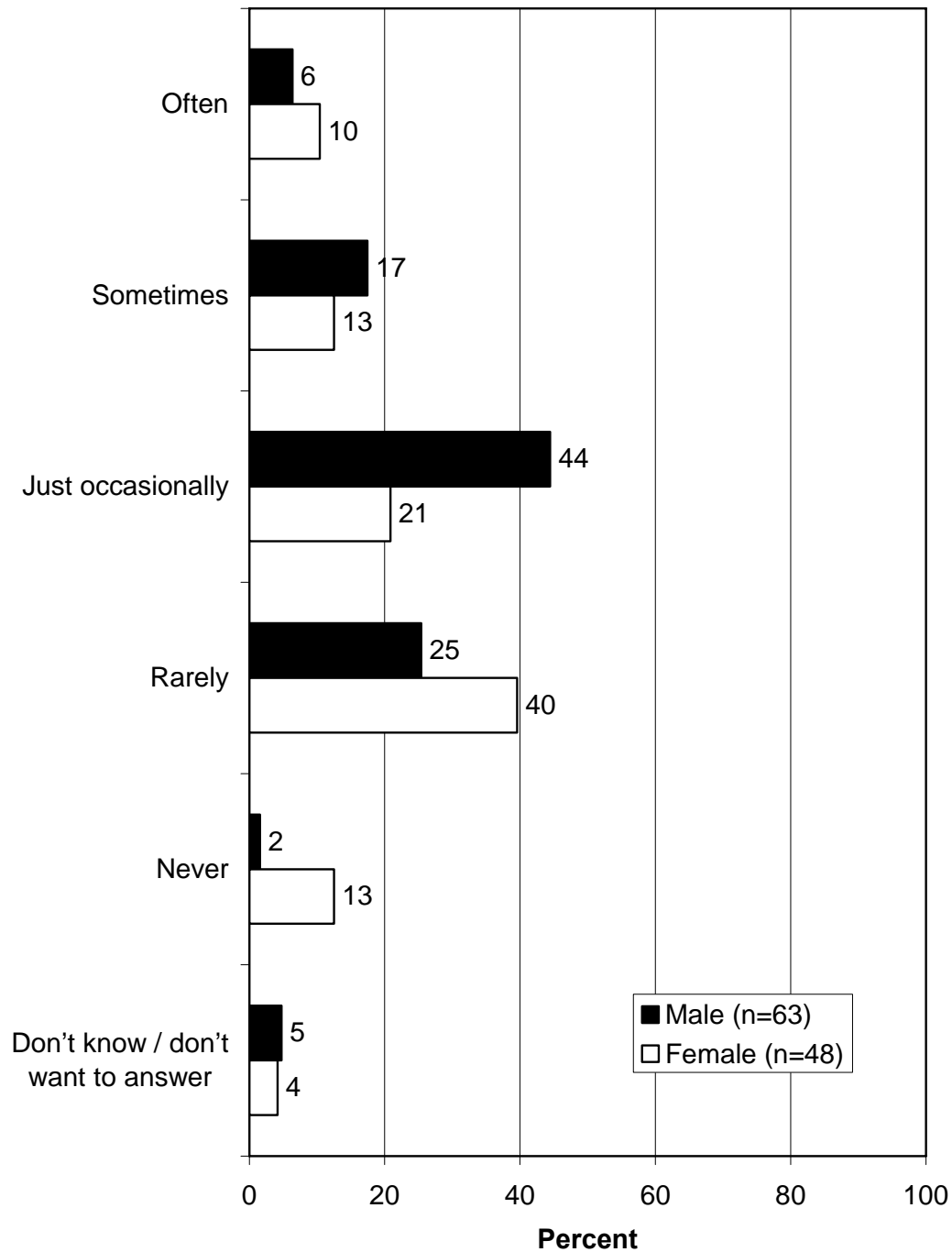
**Q108. Do you consider your house to be in a large city, a small city or town, a suburban area, or a rural area?**



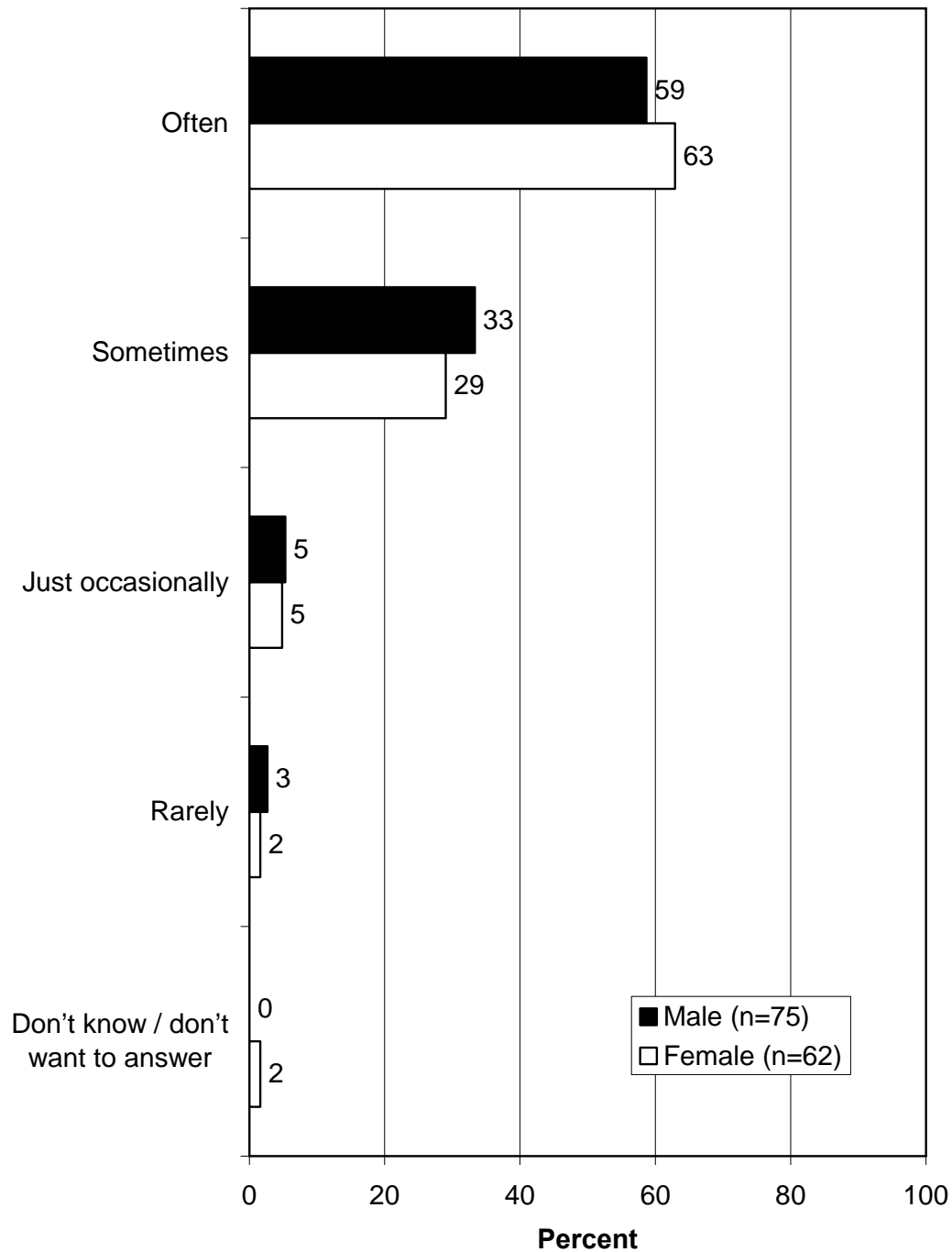
**Q109. How often do you get A's or B's in school?**



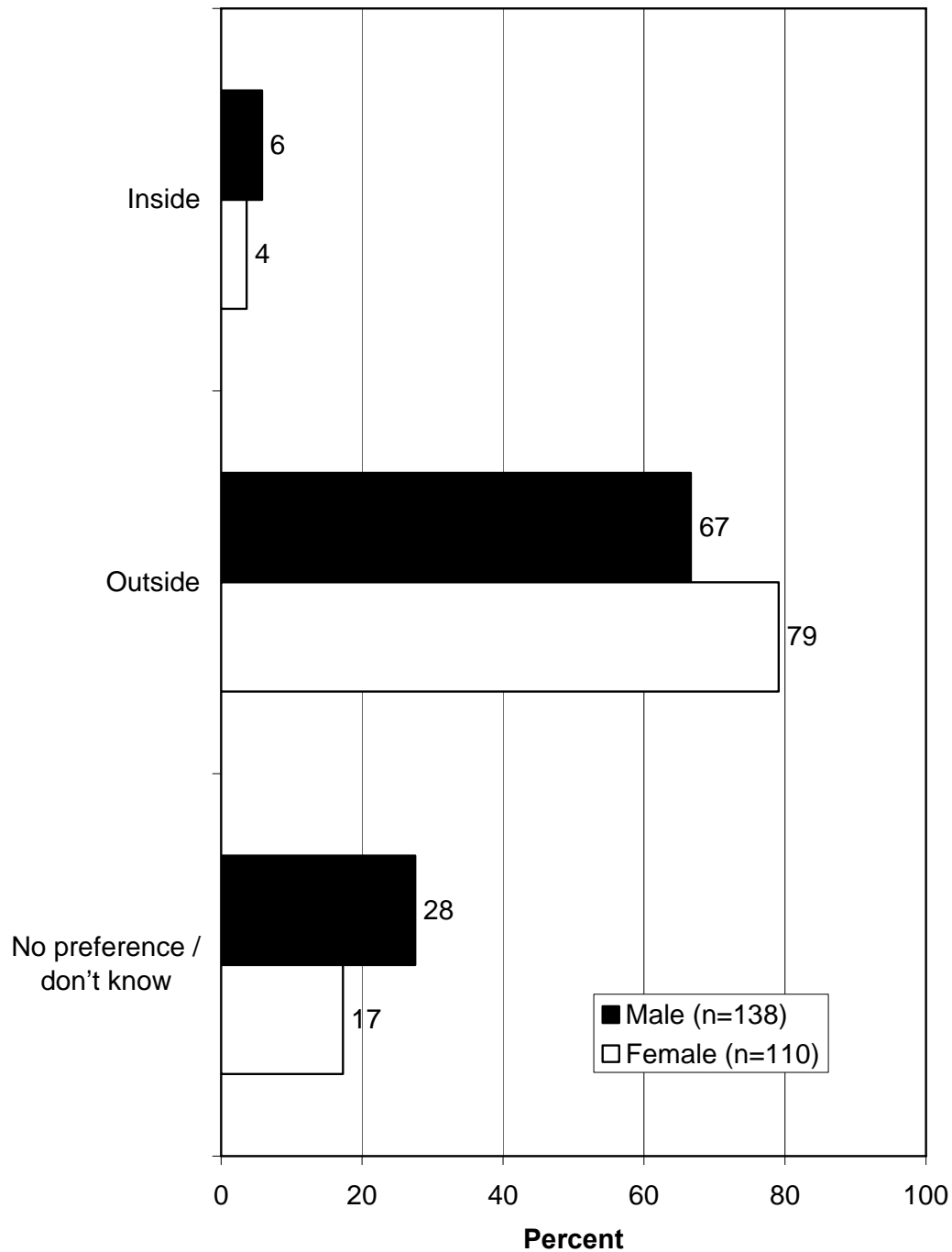
**Q111. Do most of your best friends misbehave...?**  
**(Negative question: Asked of random half of sample.)**



**Q112. Do most of your best friends behave responsibly...? (Positive question: Asked of random half of sample.)**

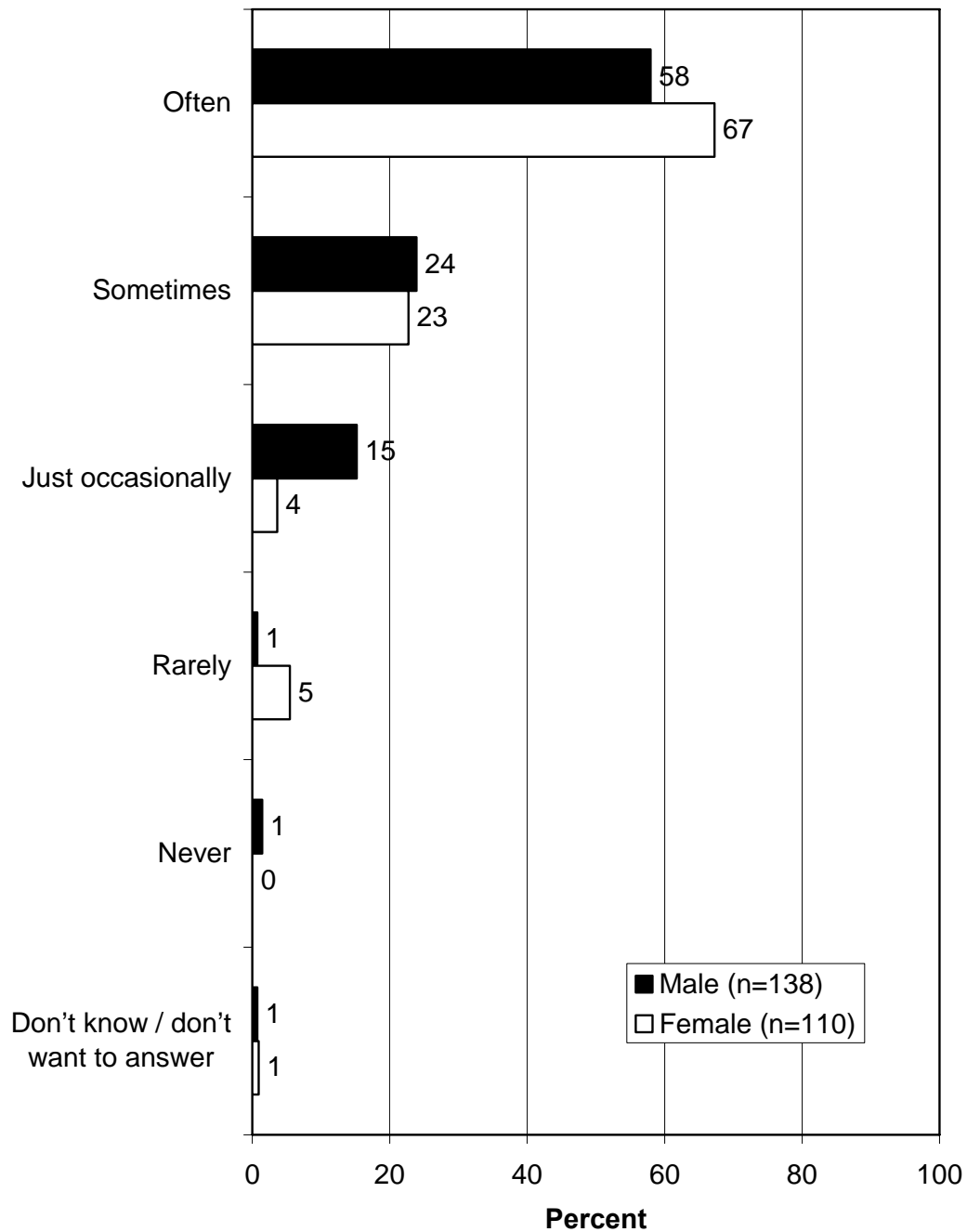


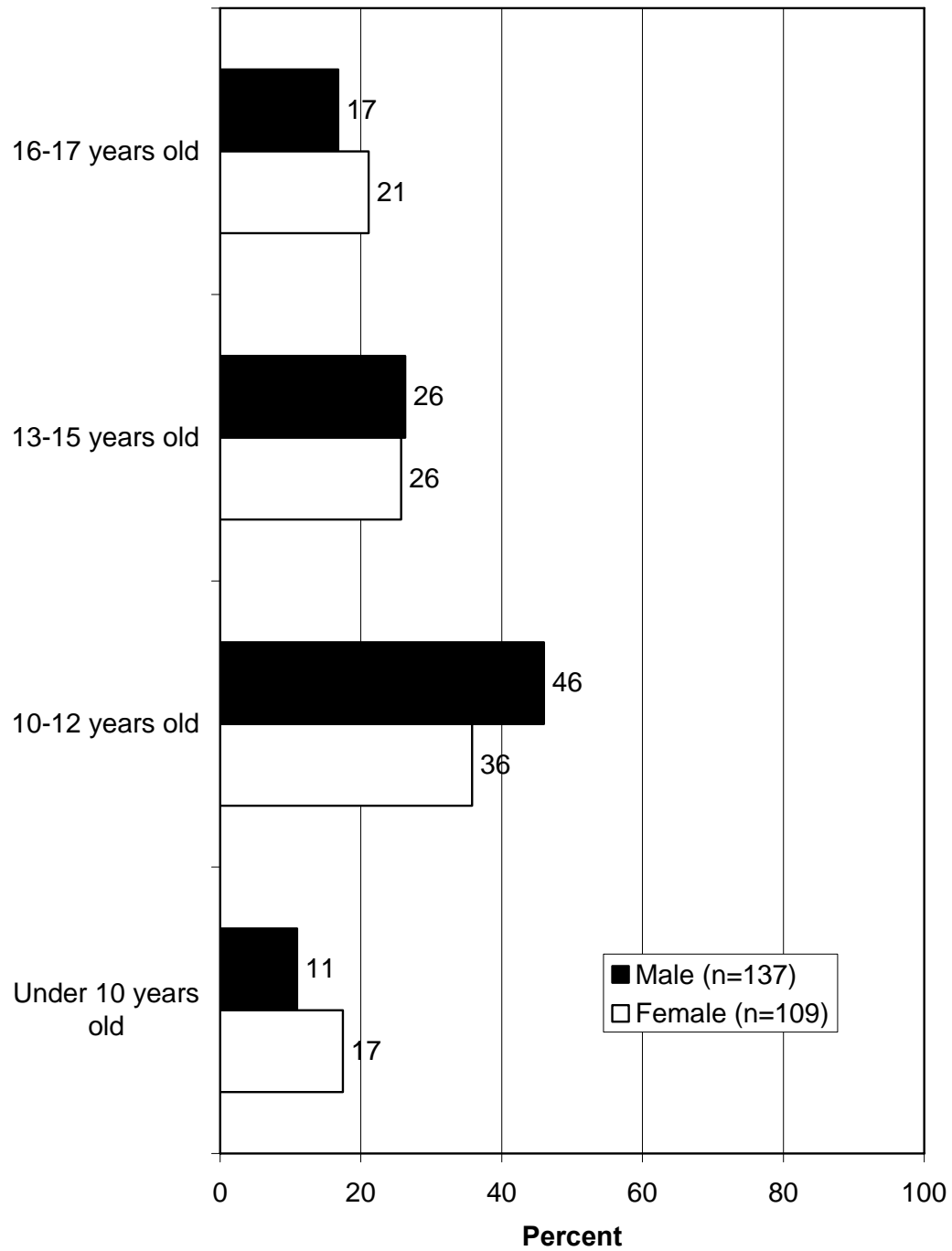
**Q113. On a day with nice weather that's not too hot or too cold, would you rather be inside or outside, or do you have no preference?**



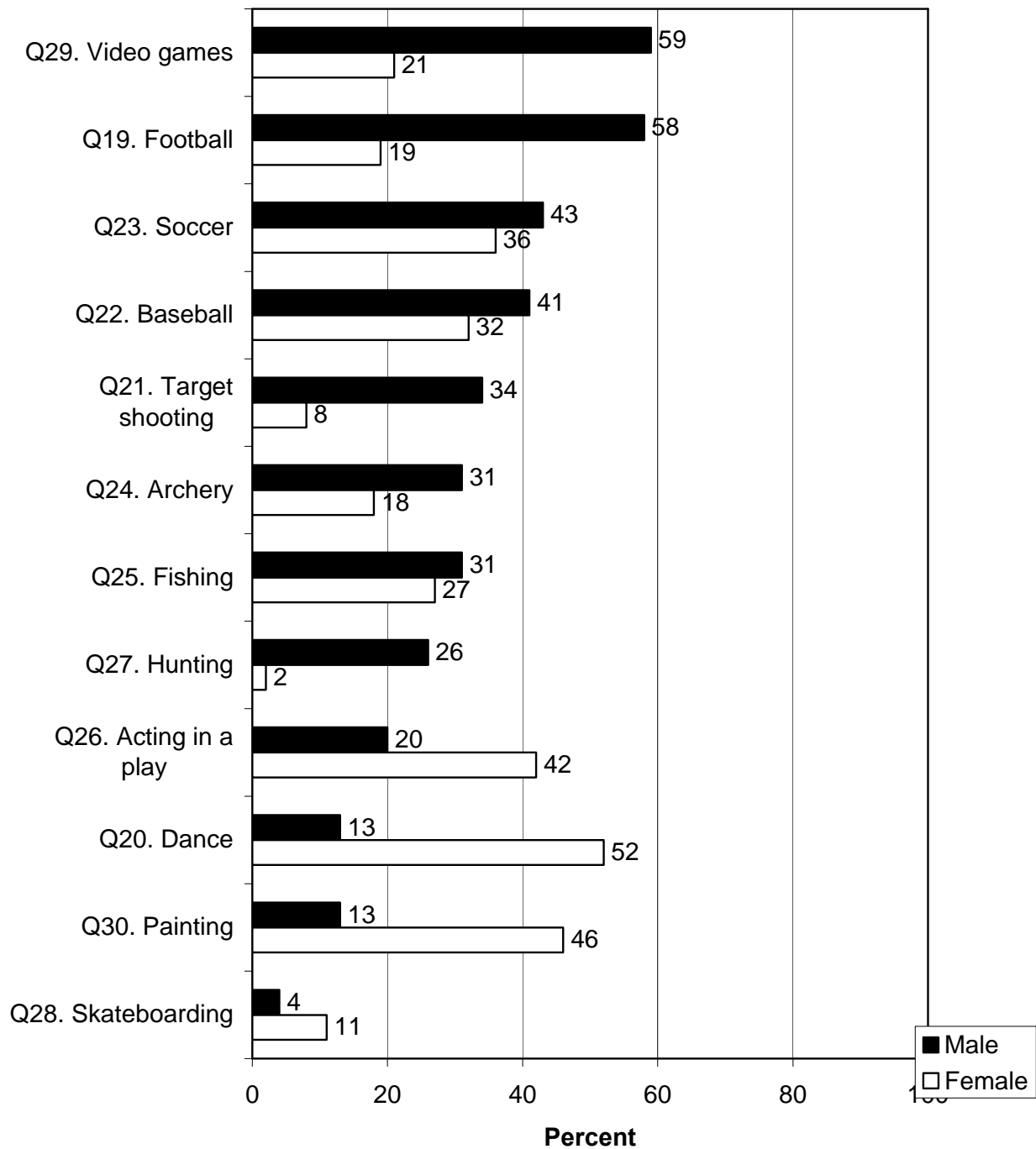


**Q114. Which of the following best describes how often you do stuff with your parents? You do things with one or both of your parents:**

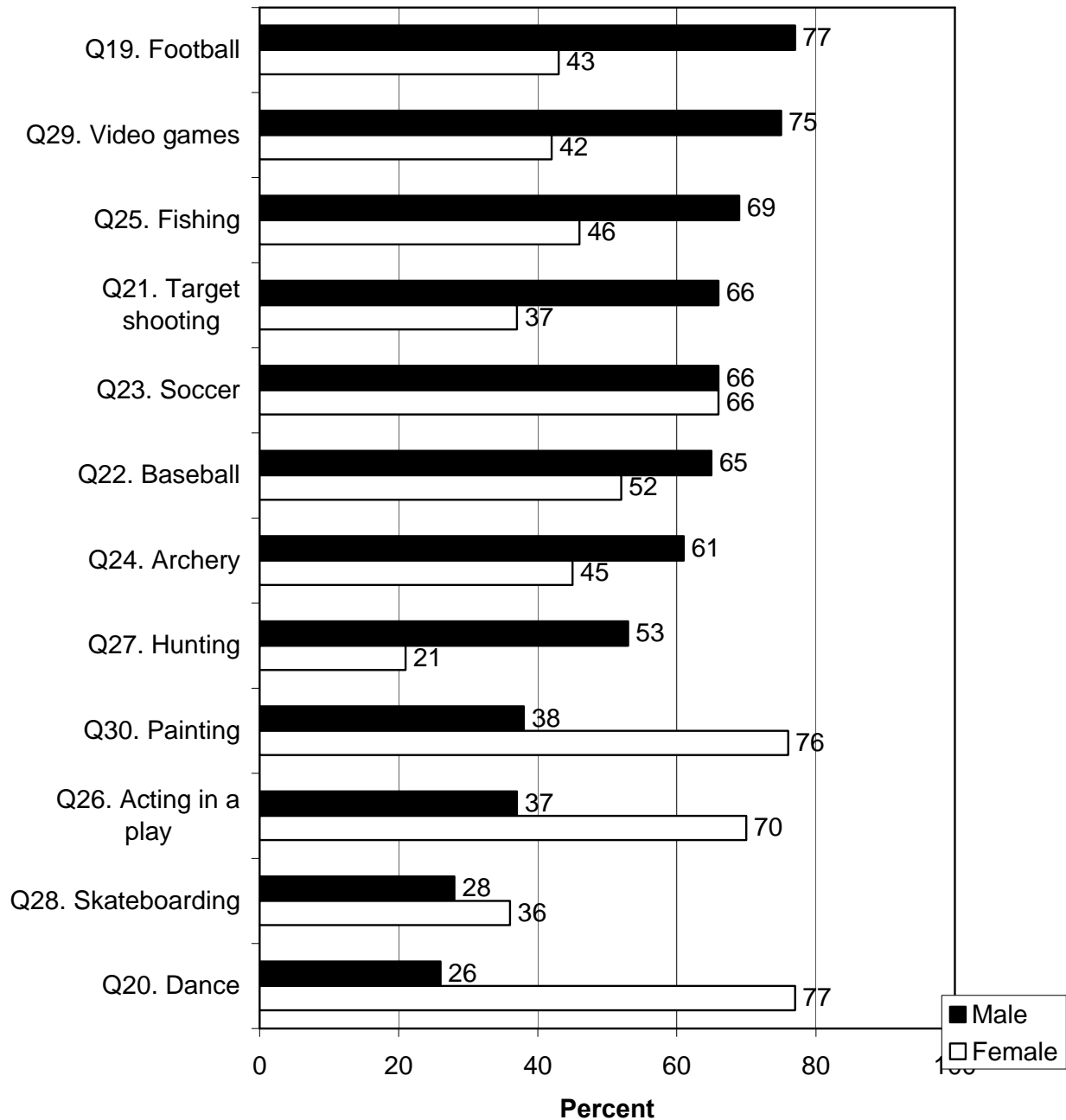


**Q115. How old are you?**

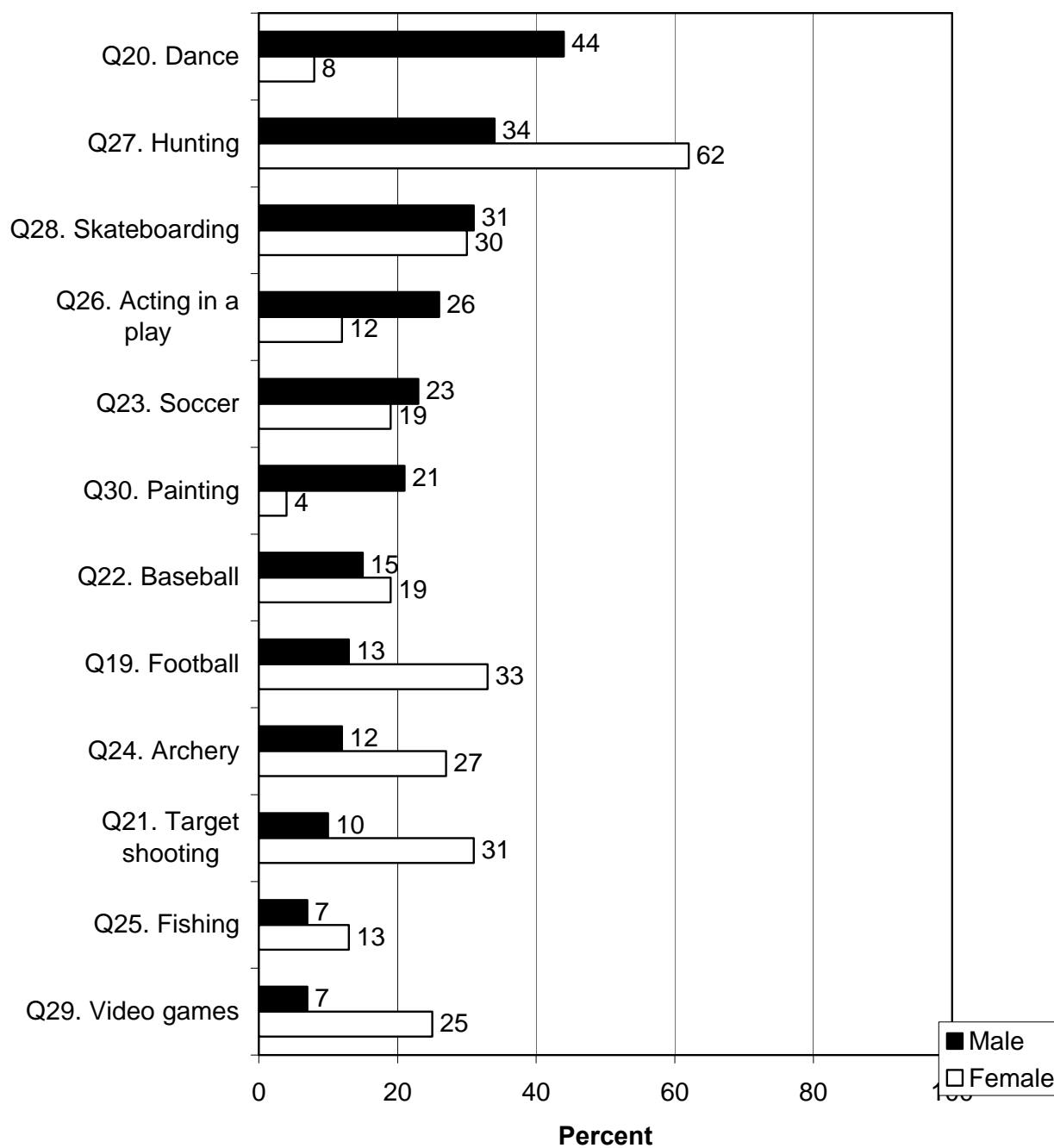
**Q19-30. Percent of respondents who indicated a strongly positive opinion about each of the following:**



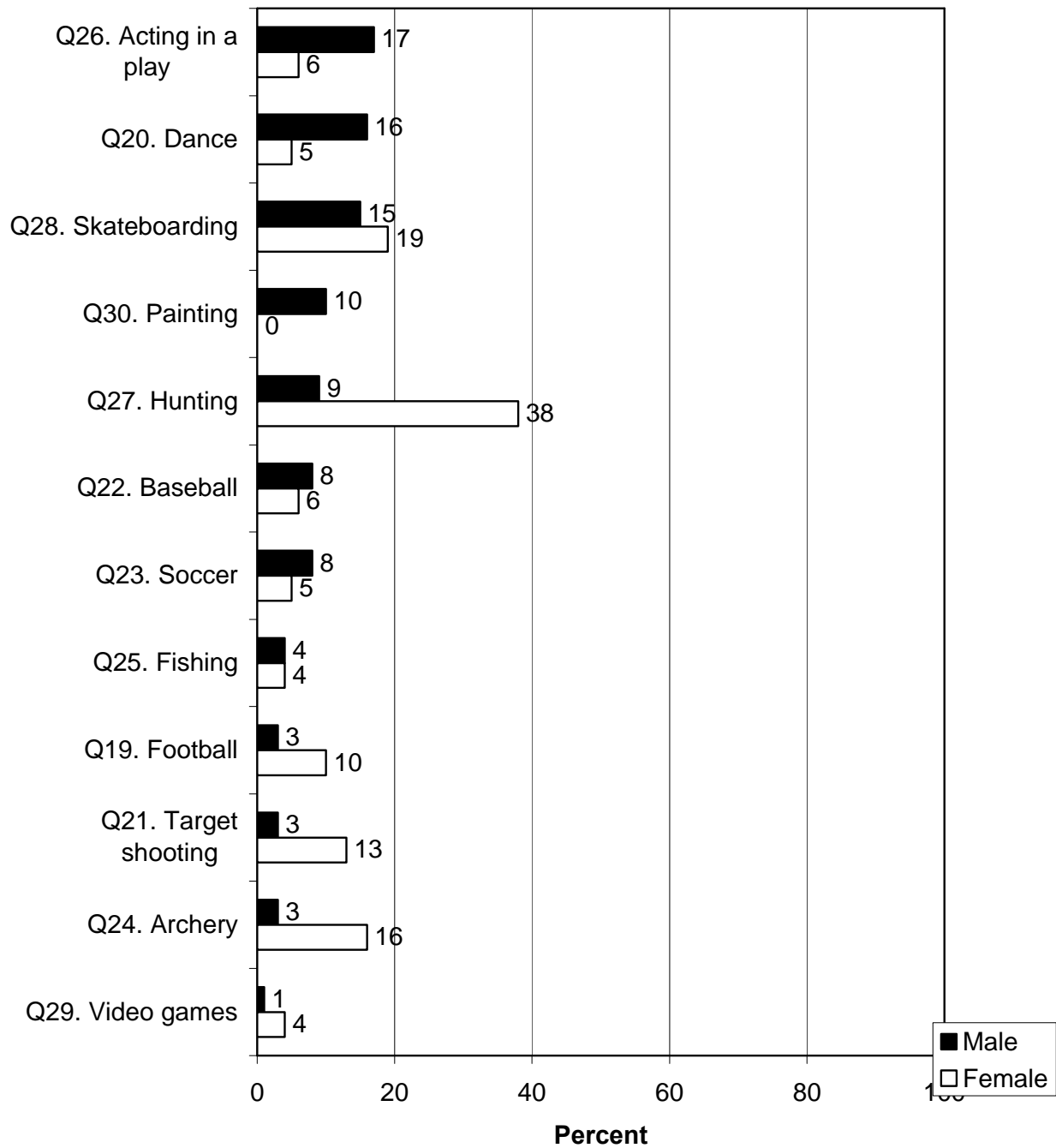
**Q19-30. Percent of respondents who indicated a strongly or moderately positive opinion about each of the following:**



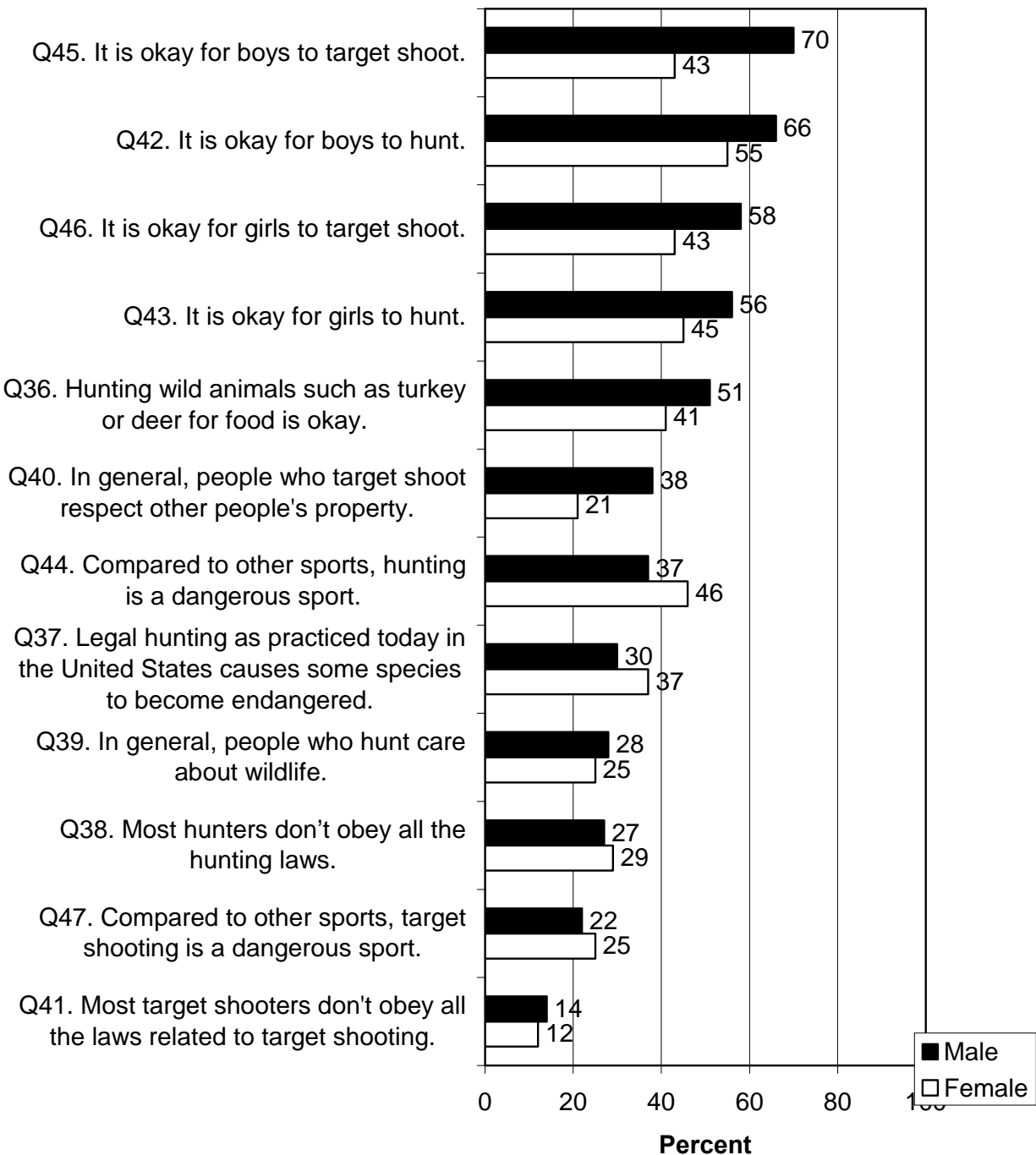
**Q19-30. Percent of respondents who indicated a strongly or moderately negative opinion about each of the following:**



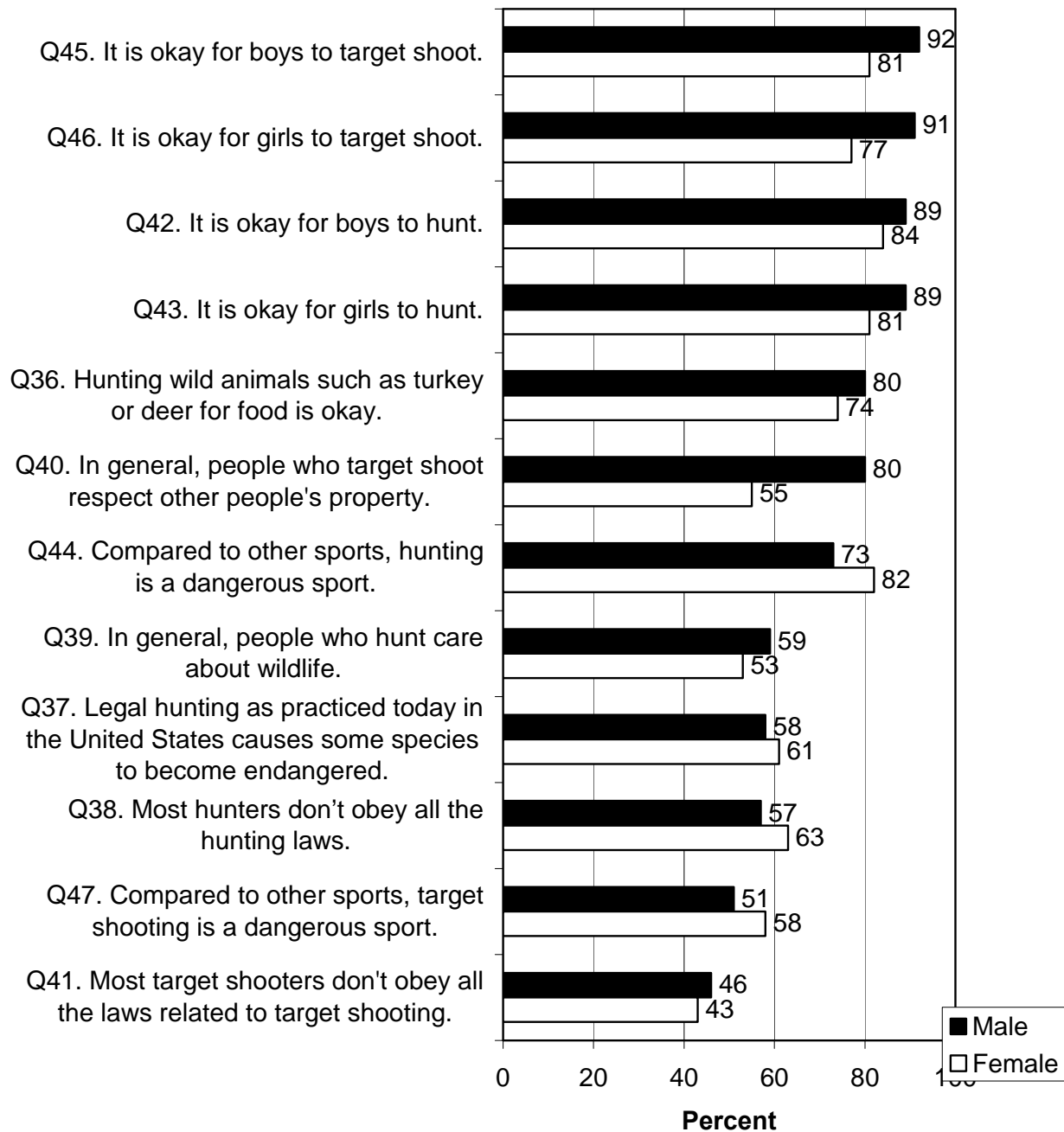
**Q19-30. Percent of respondents who indicated a strongly negative opinion about each of the following:**



**Q36-47. Percent of respondents who strongly agree with each of the following statements:**

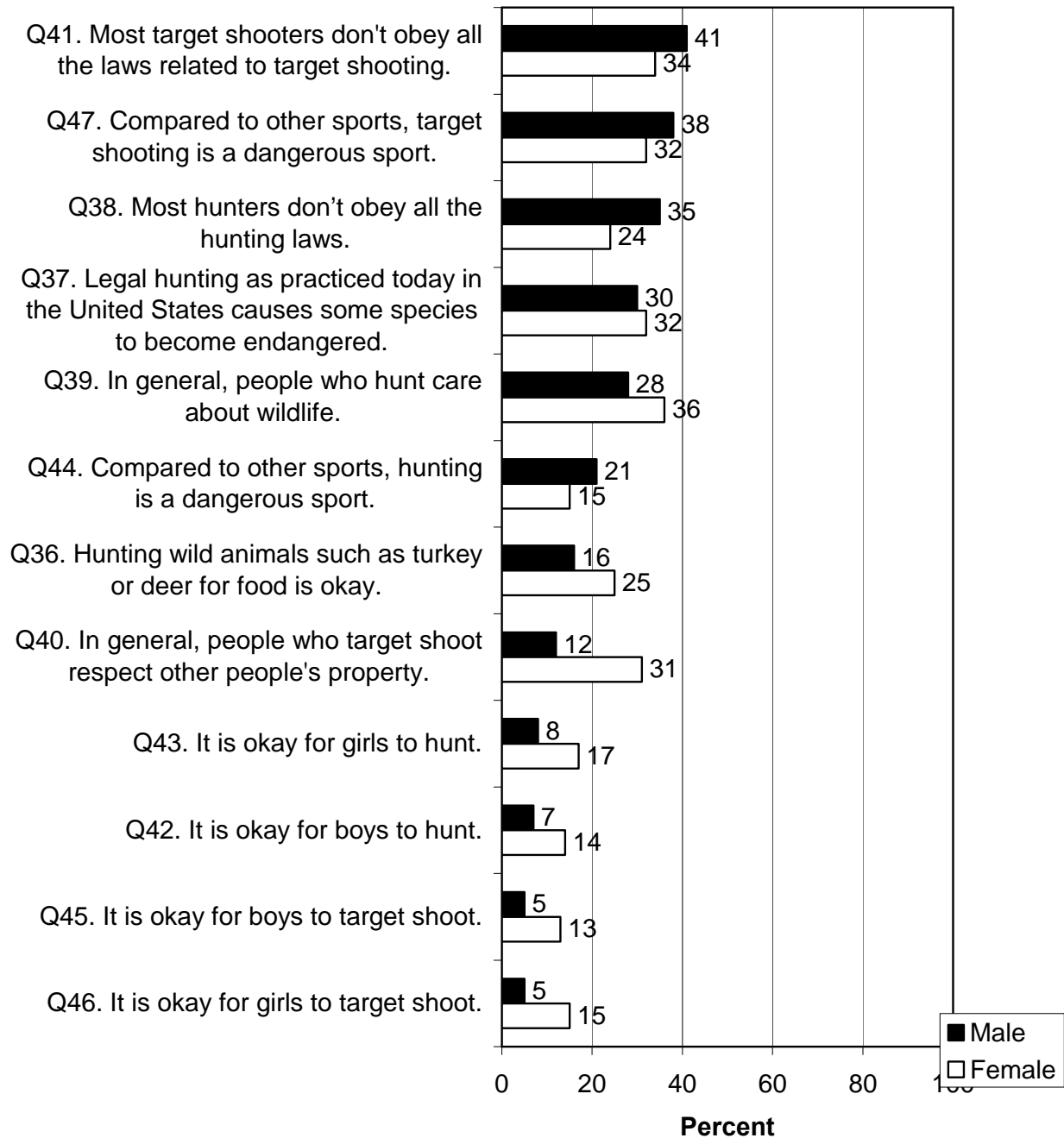


**Q36-47. Percent of respondents who strongly or moderately agree with each of the following statements:**

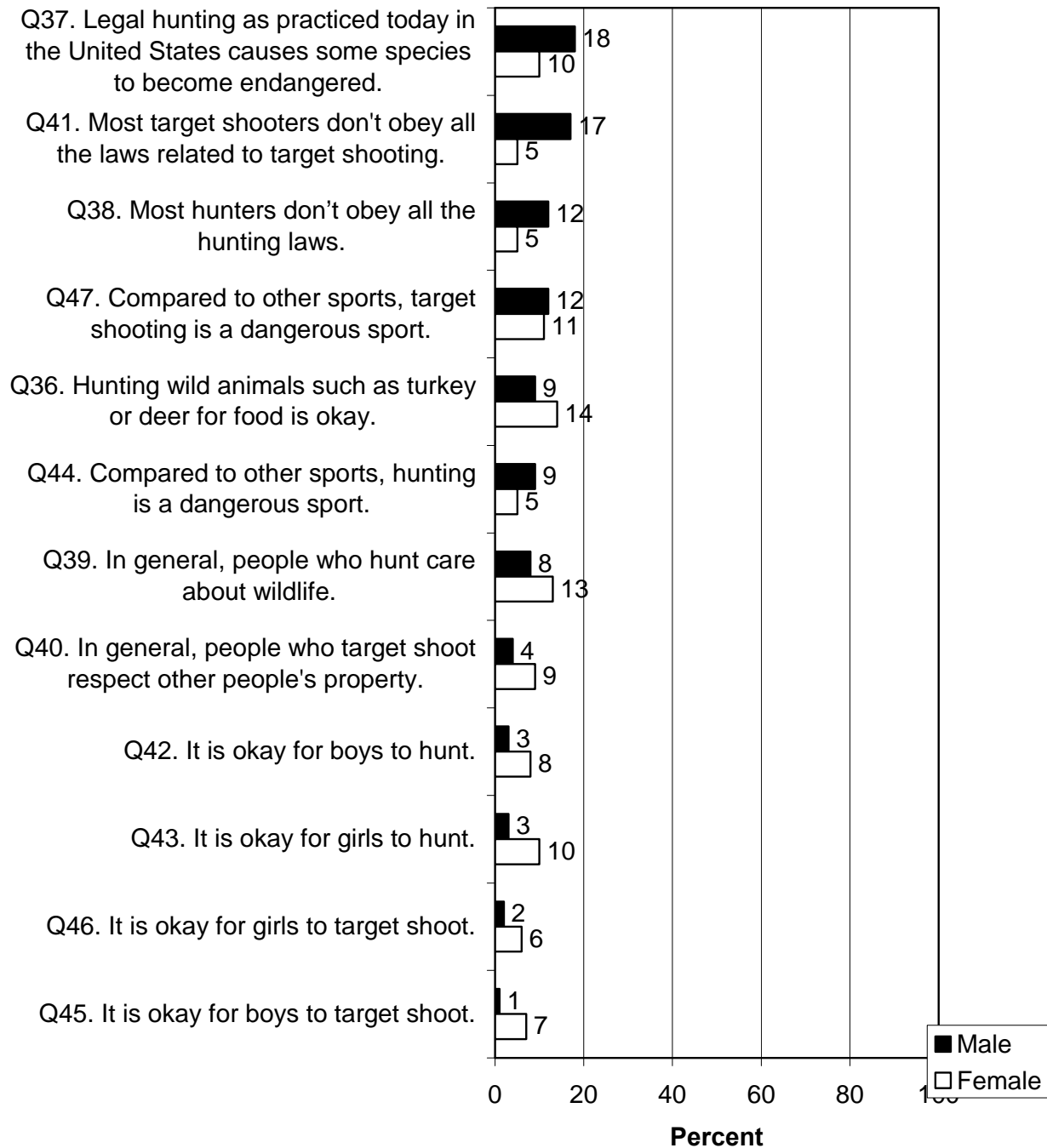




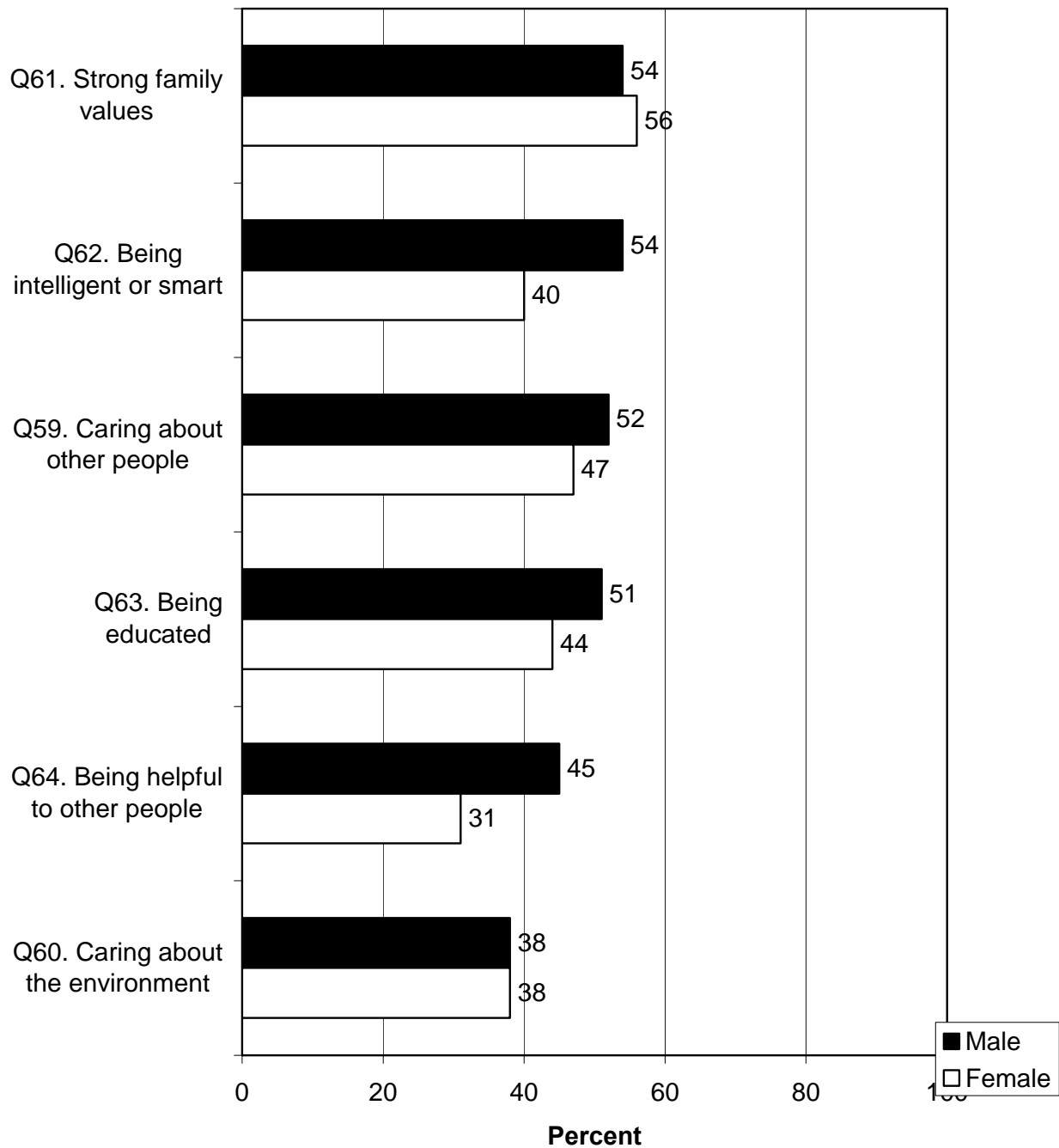
**Q36-47. Percent of respondents who strongly or moderately disagree with each of the following statements:**



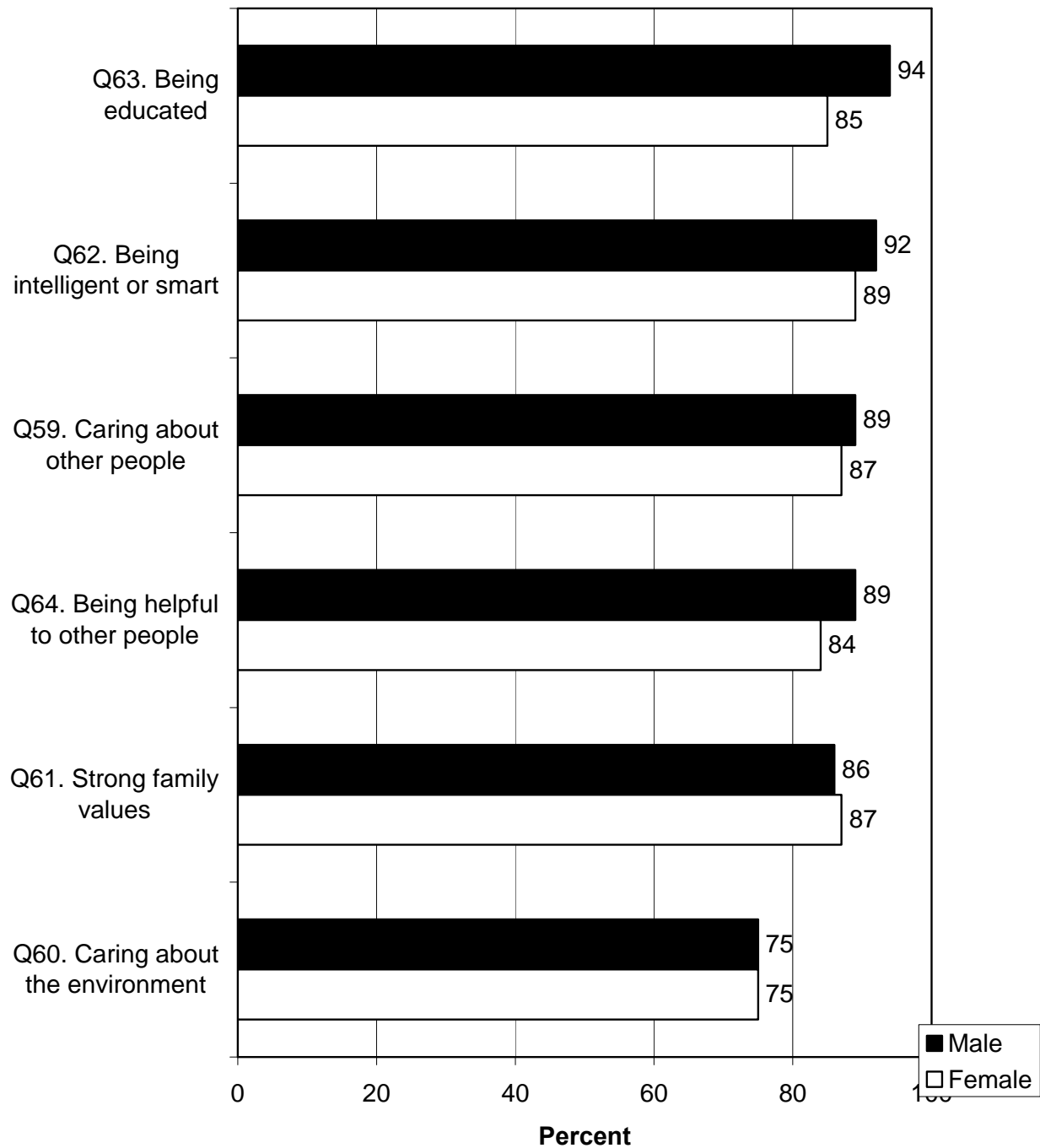
**Q36-47. Percent of respondents who strongly disagree with each of the following statements:**



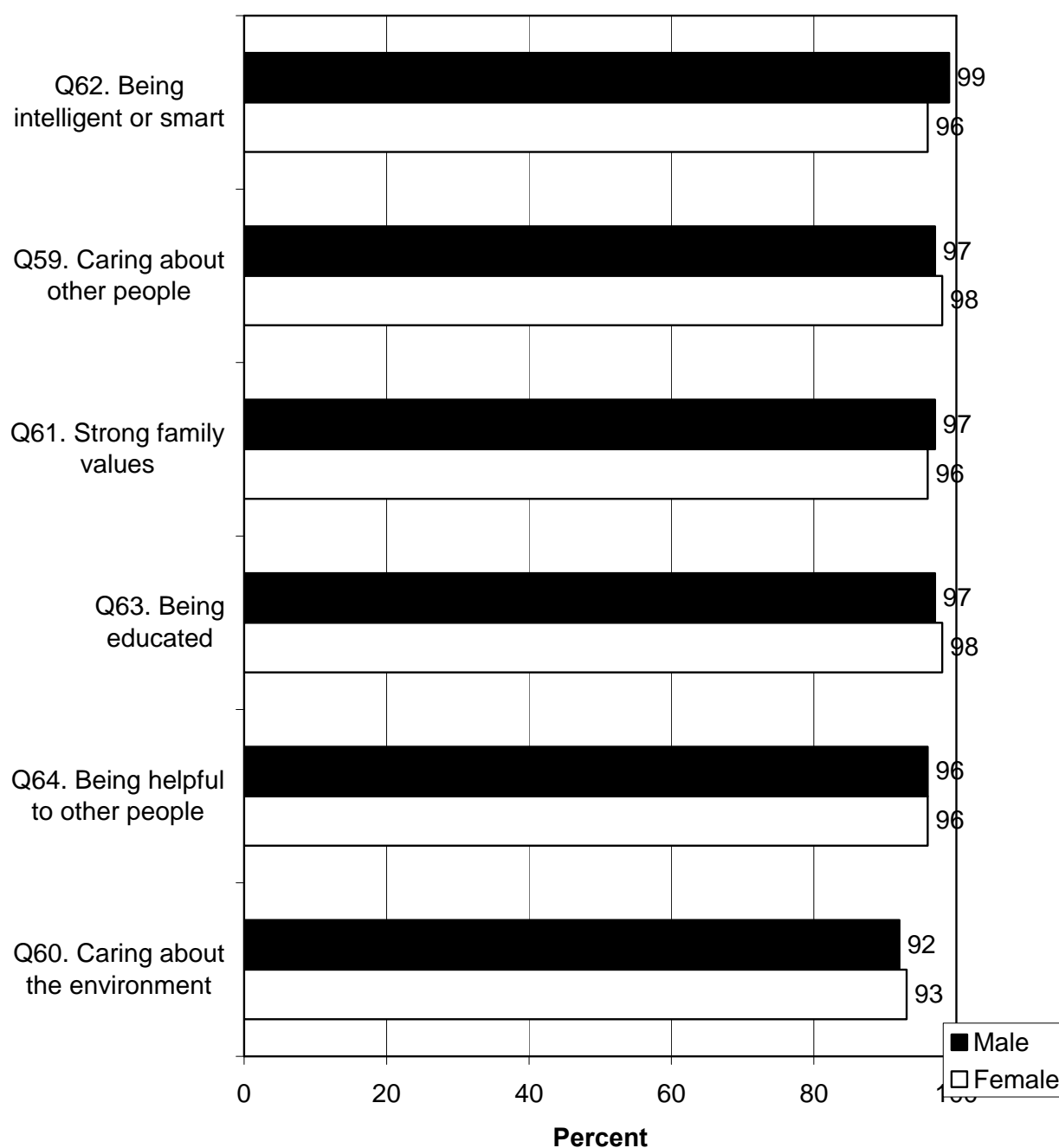
**Q59-64. Percent of respondents who think that most hunters have each of the following qualities:**



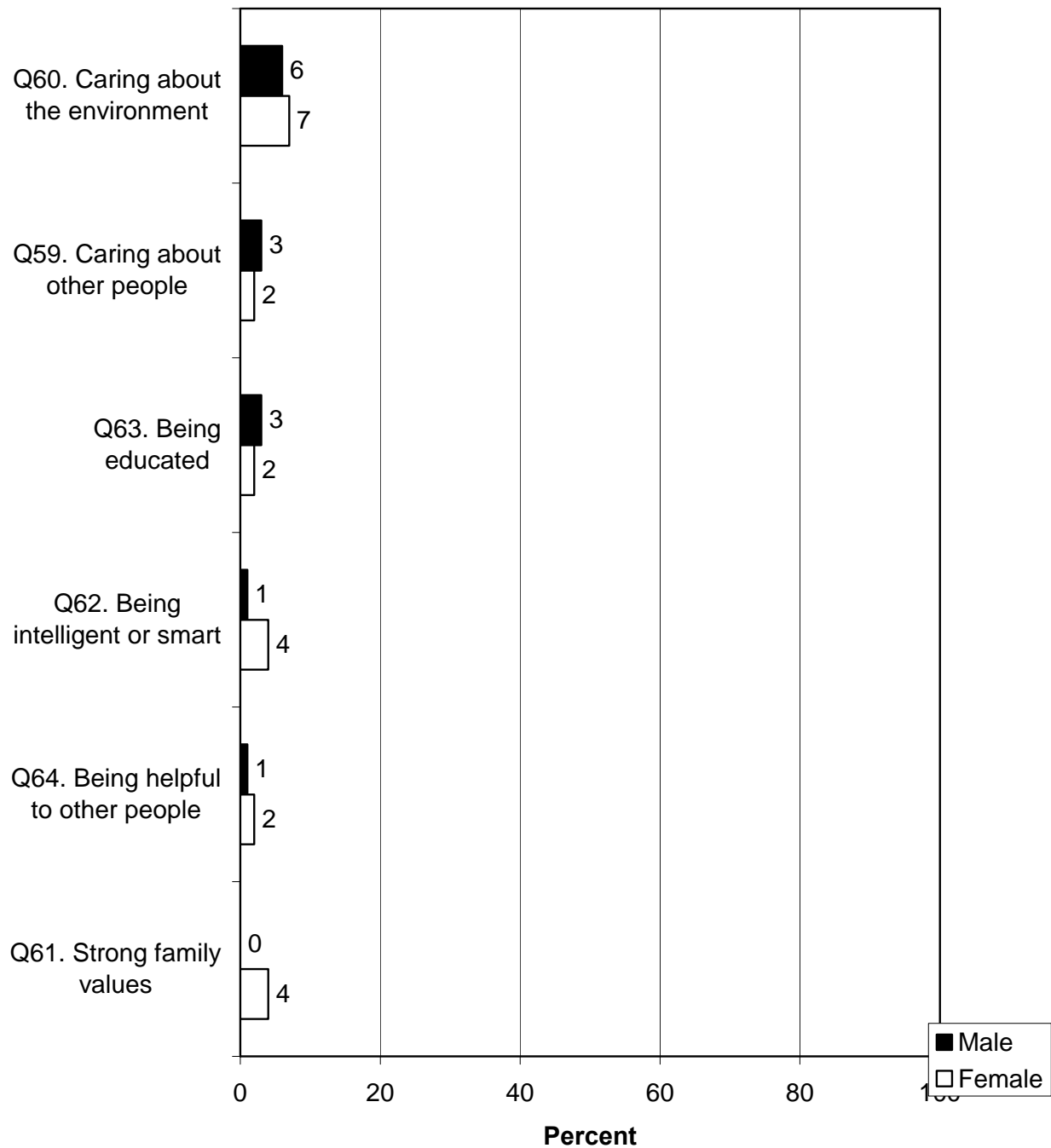
**Q59-64. Percent of respondents who think that most or some hunters have each of the following qualities:**



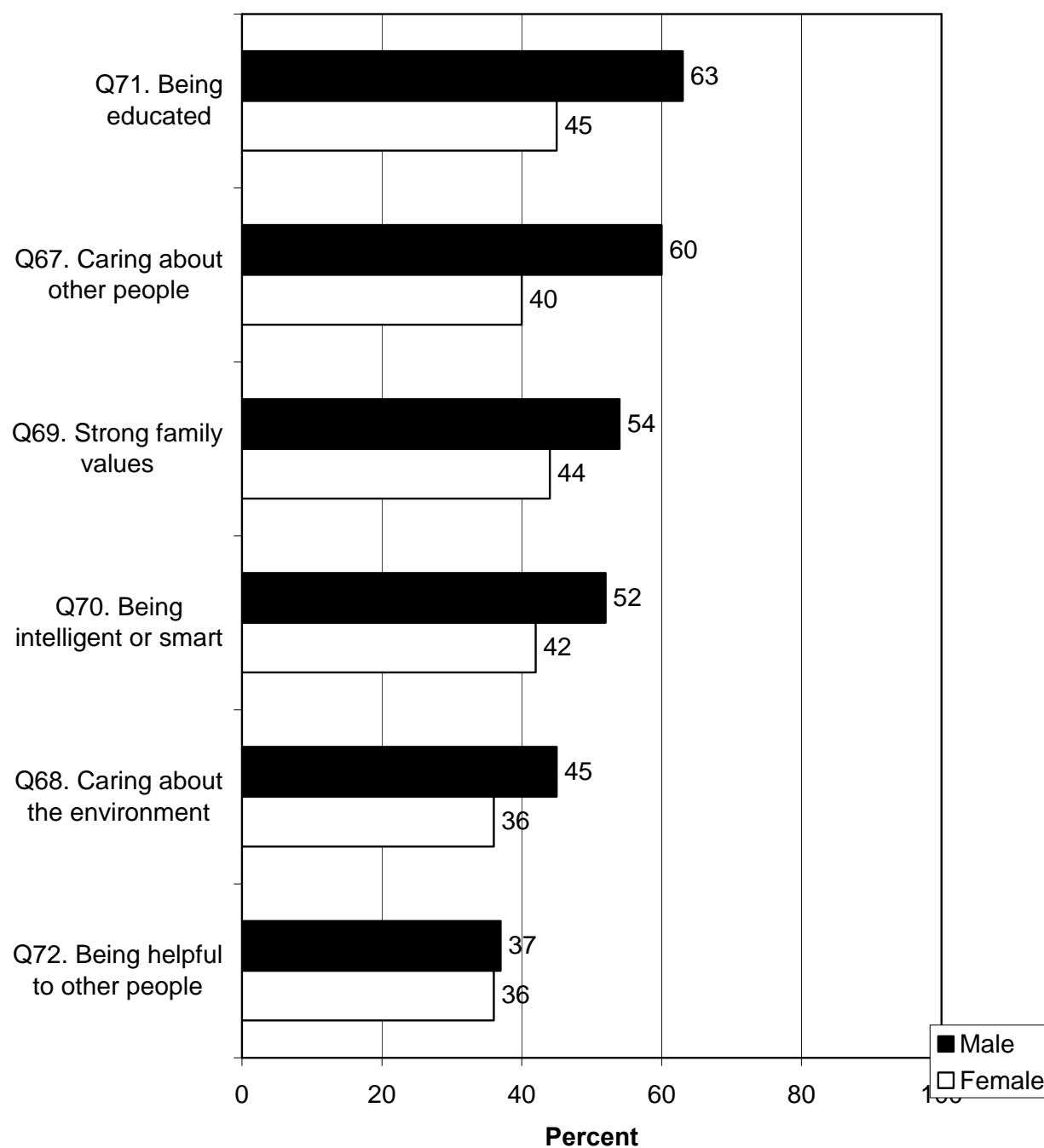
**Q59-64. Percent of respondents who think that most, some, or a few hunters have each of the following qualities:**



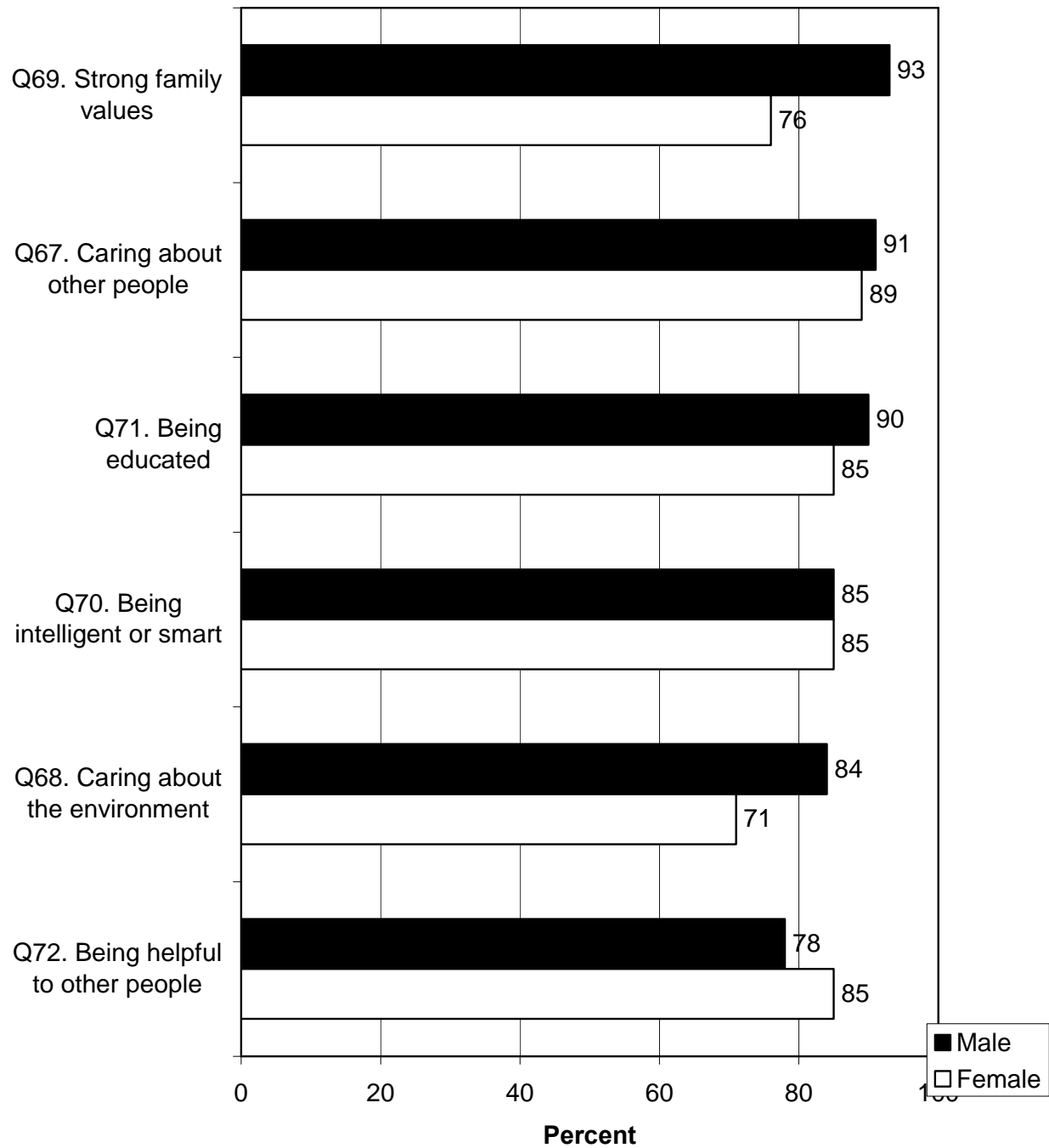
**Q59-64. Percent of respondents who think that no hunters have each of the following qualities:**



**Q67-72. Percent of respondents who think that most shooters have each of the following qualities:**

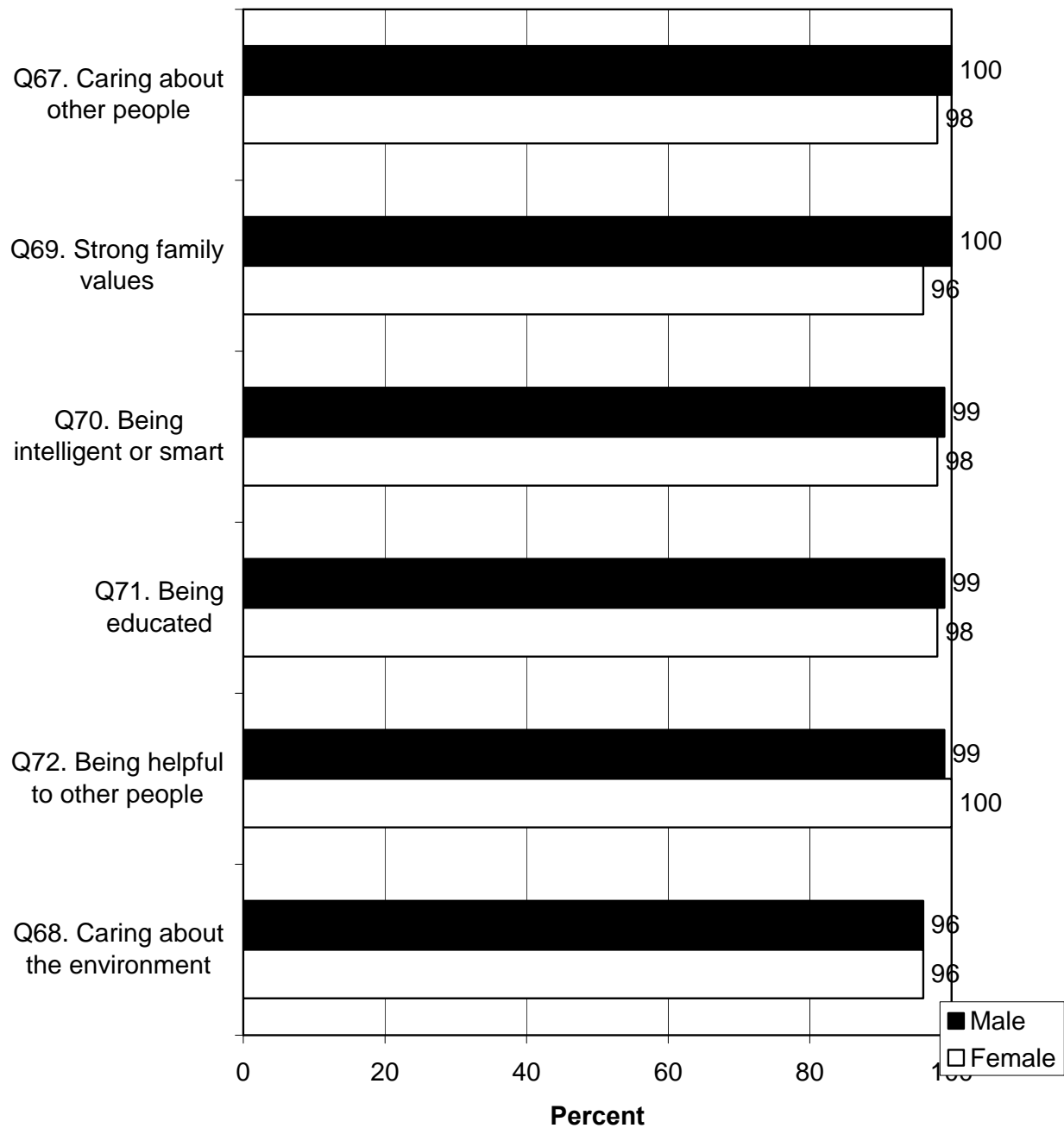


**Q67-72. Percent of respondents who think that most or some shooters have each of the following qualities:**

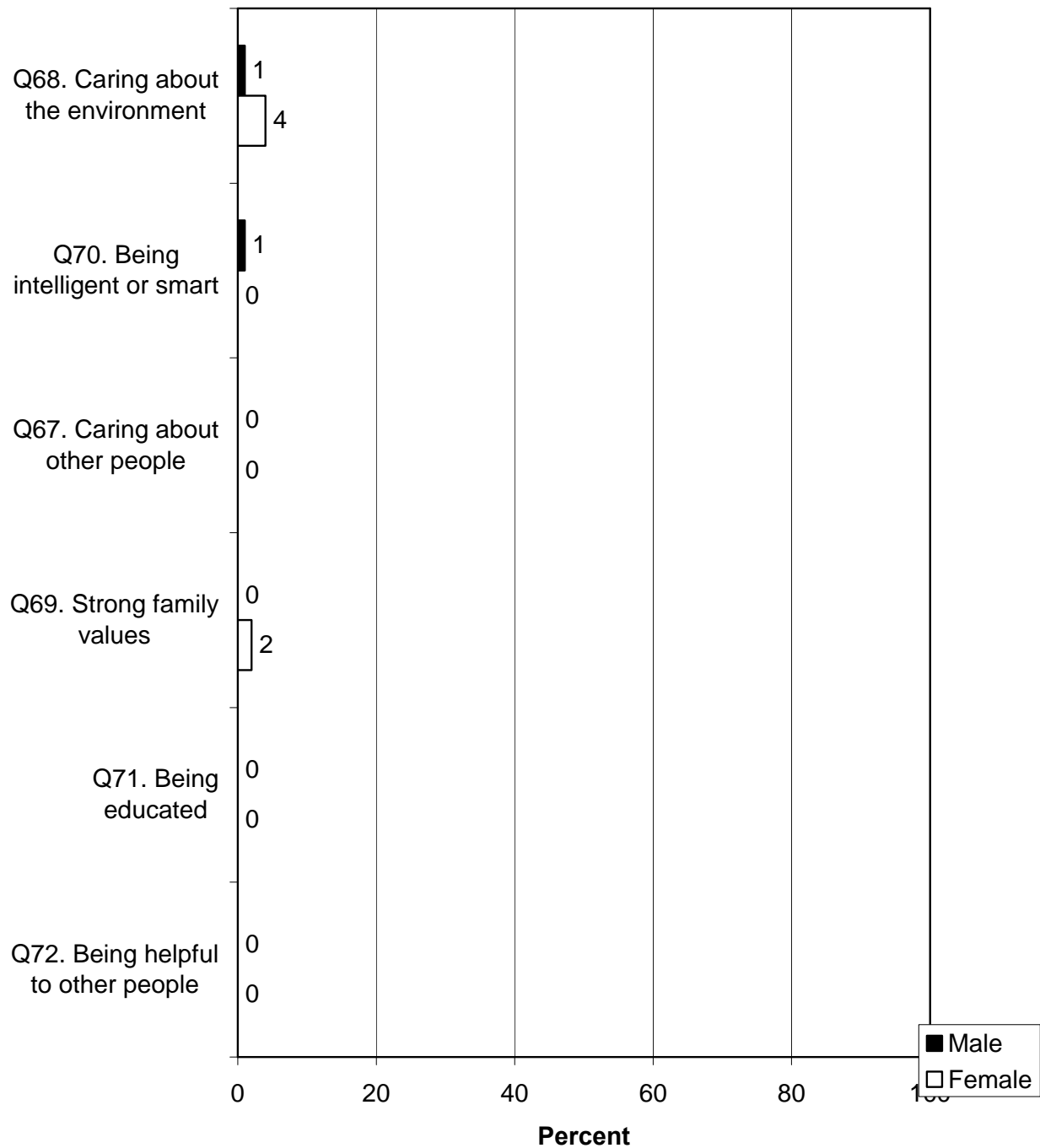




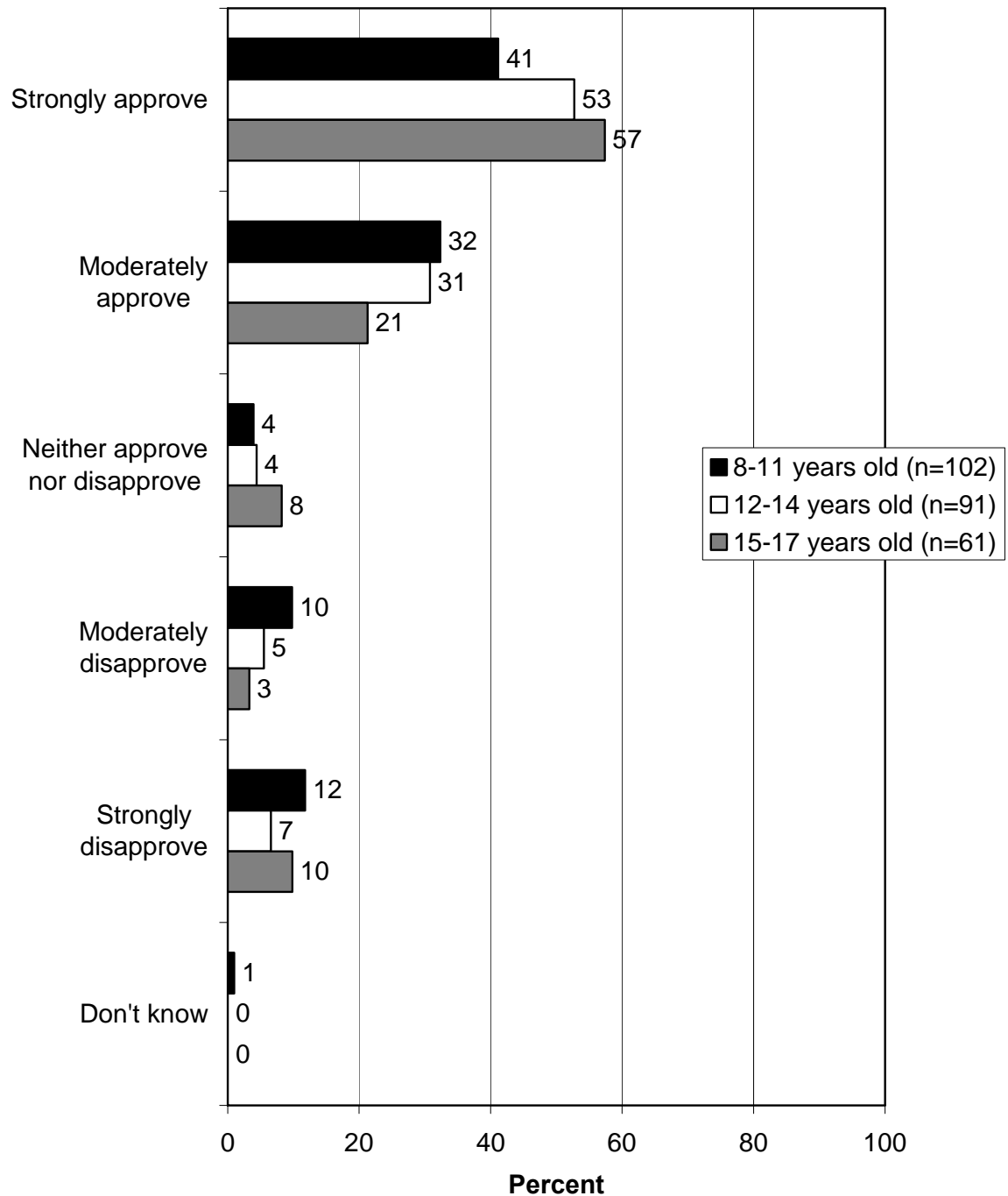
**Q67-72. Percent of respondents who think that most, some, or a few shooters have each of the following qualities:**



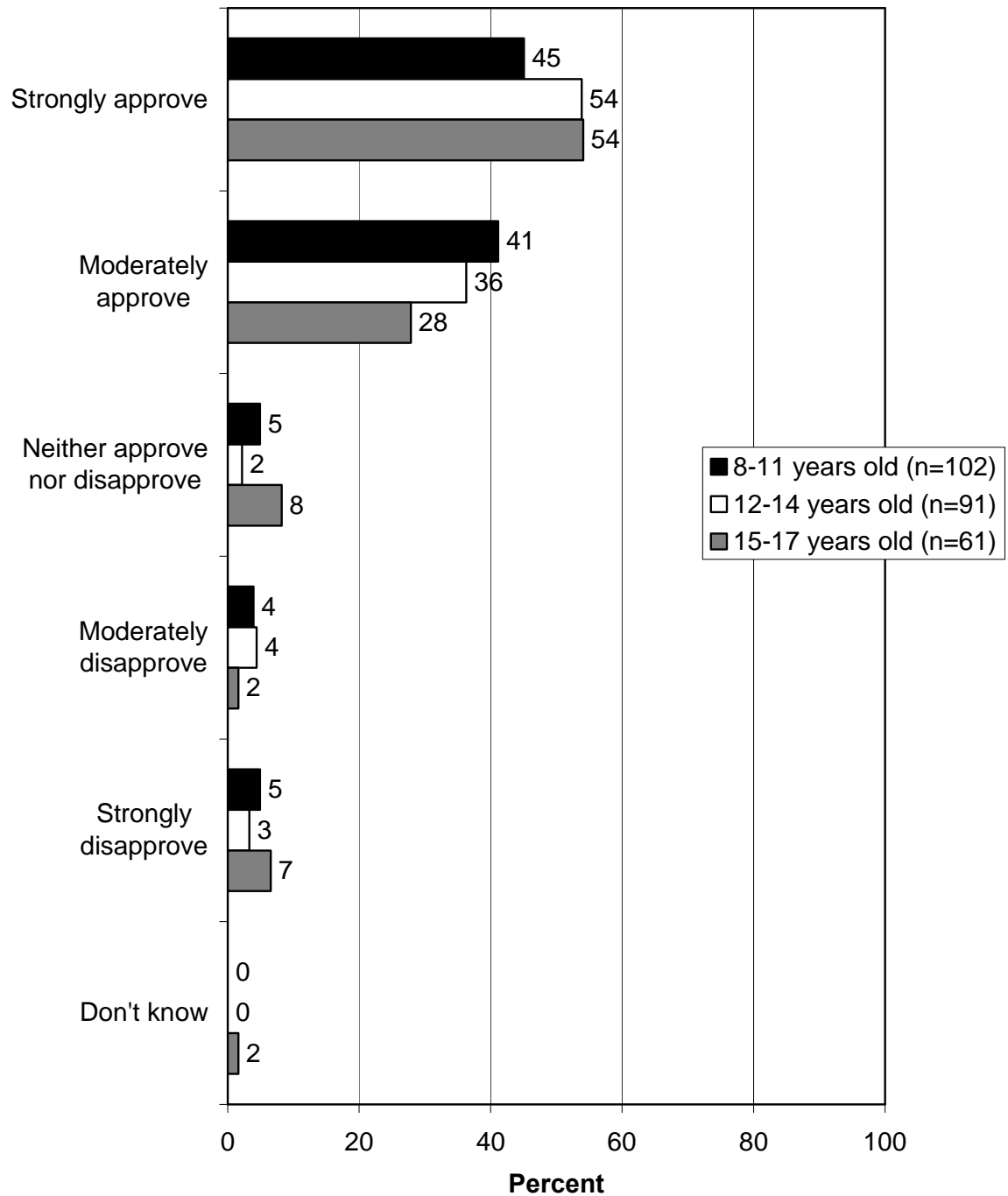
**Q67-72. Percent of respondents who think that no shooters have each of the following qualities:**



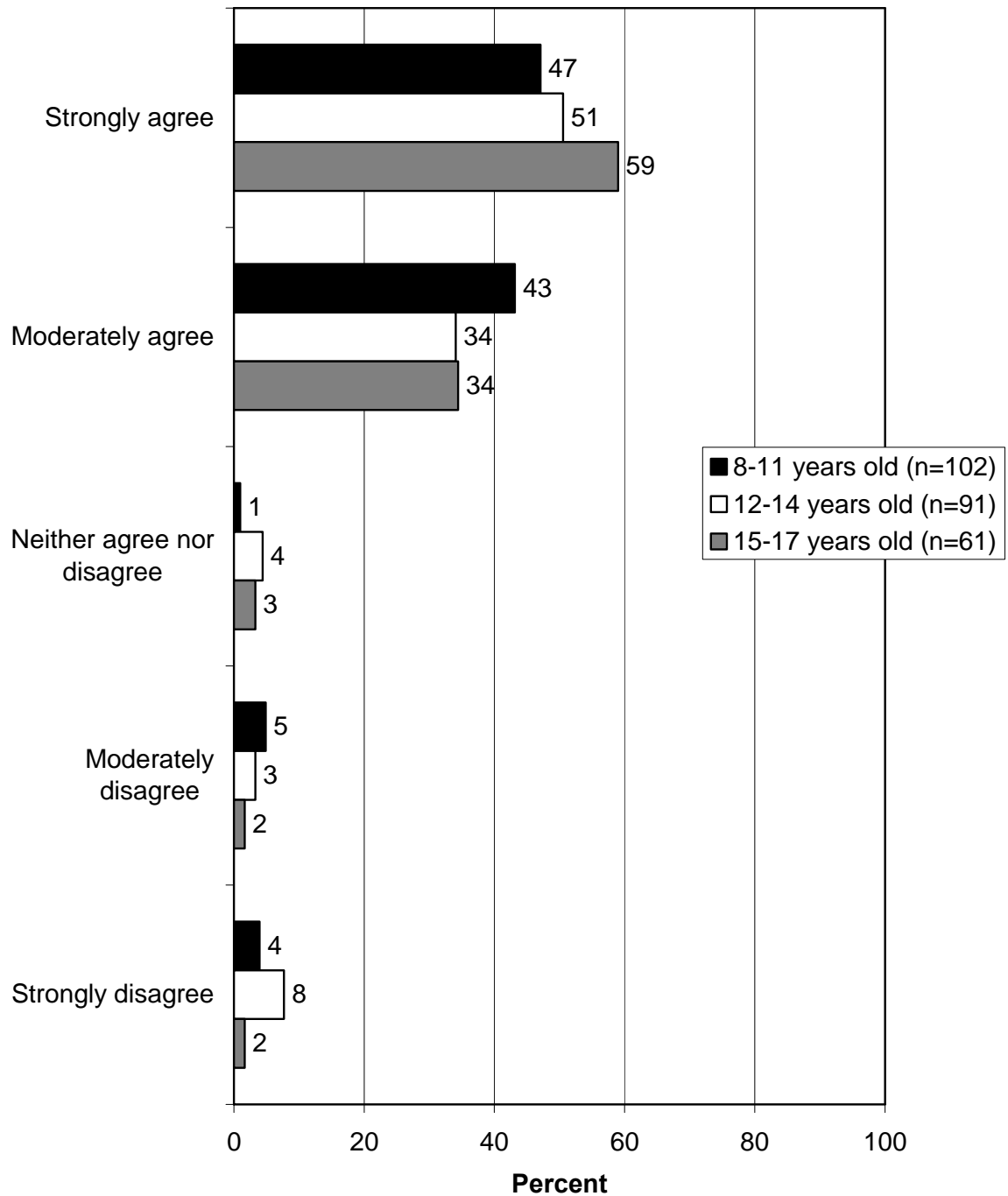
**Q52. In general, do you approve or disapprove of hunting when it is legal to do so?**



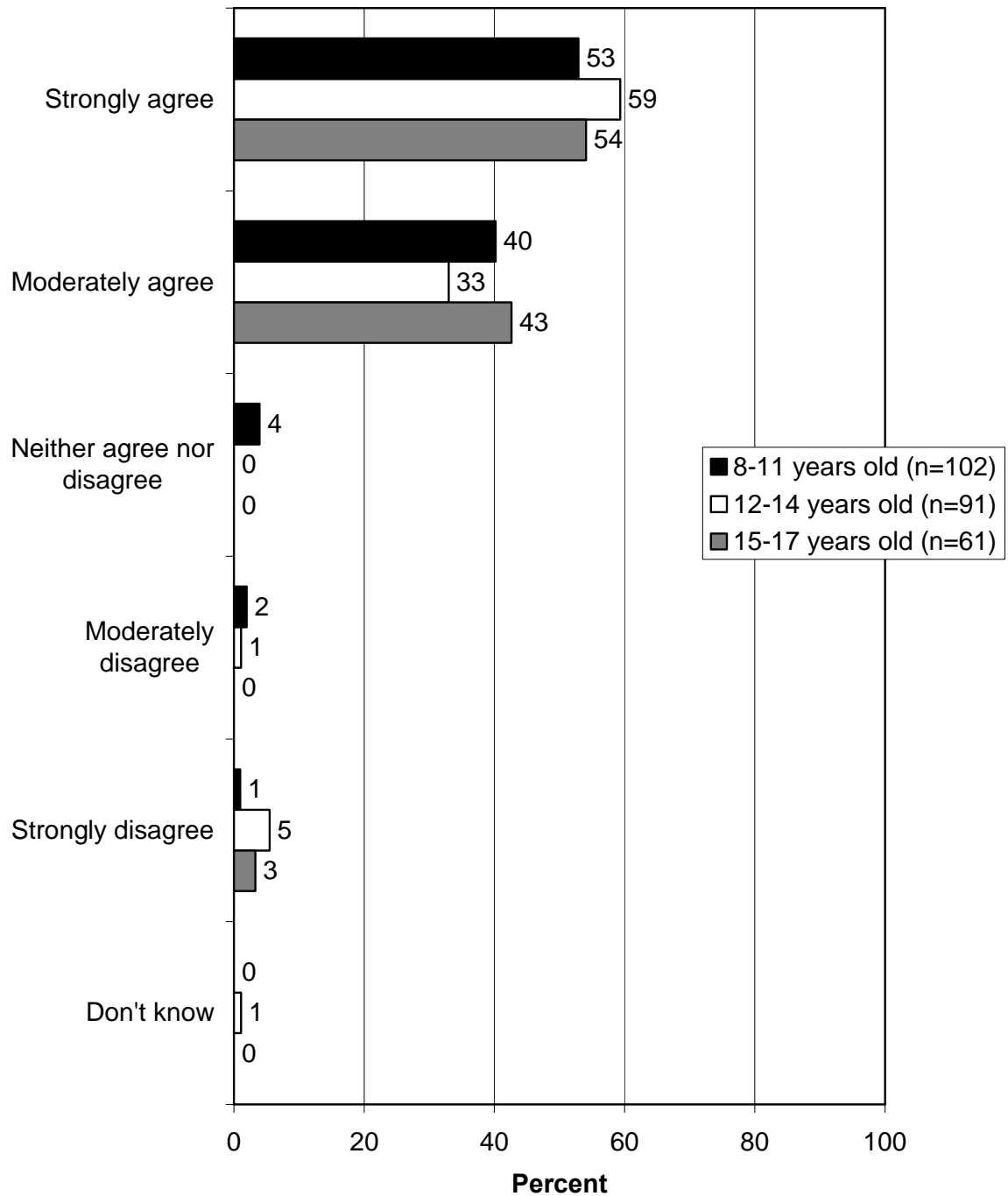
**Q53. In general, do you approve or disapprove of target shooting when it is legal to do so?**



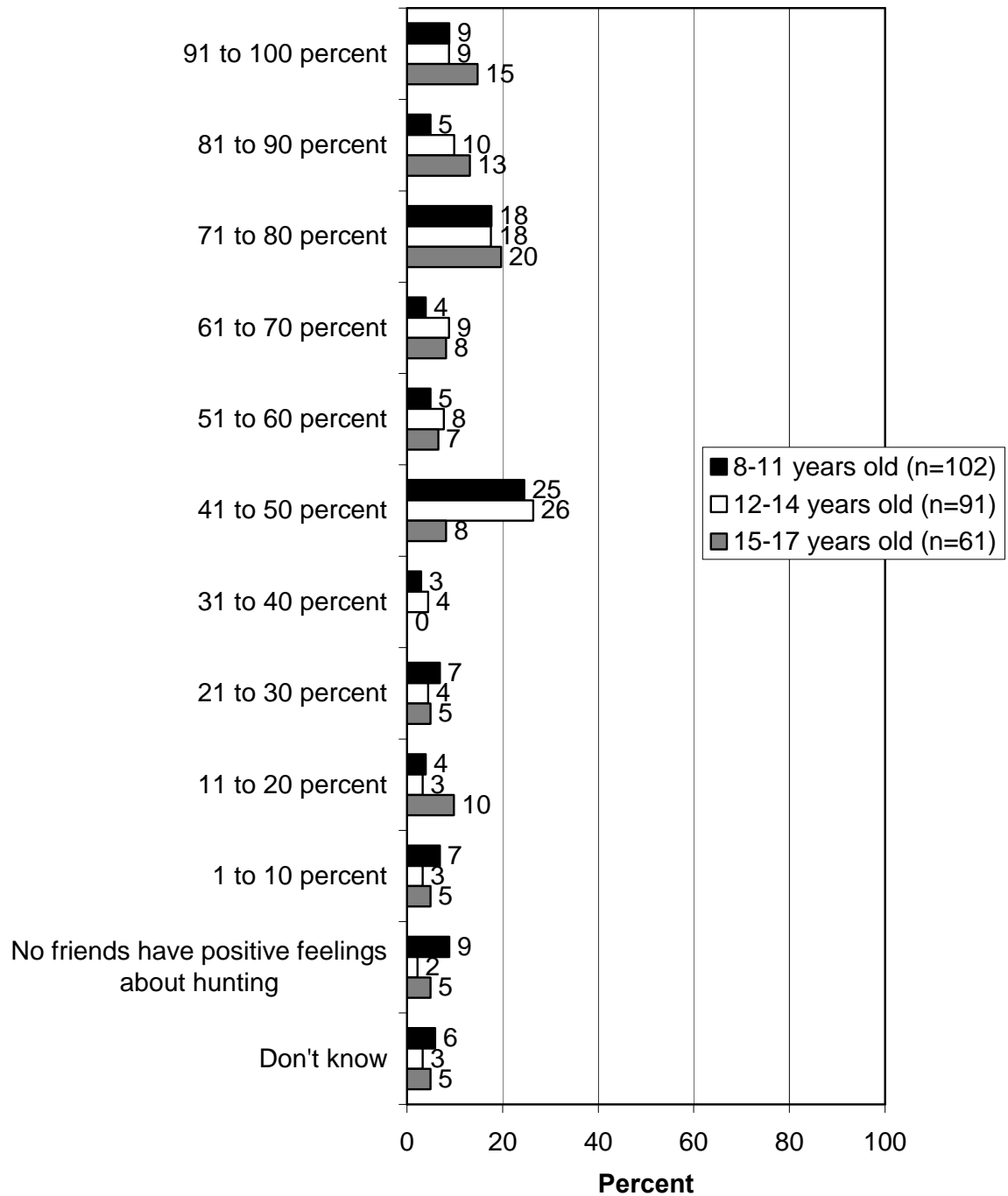
**Q54. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to hunt?**



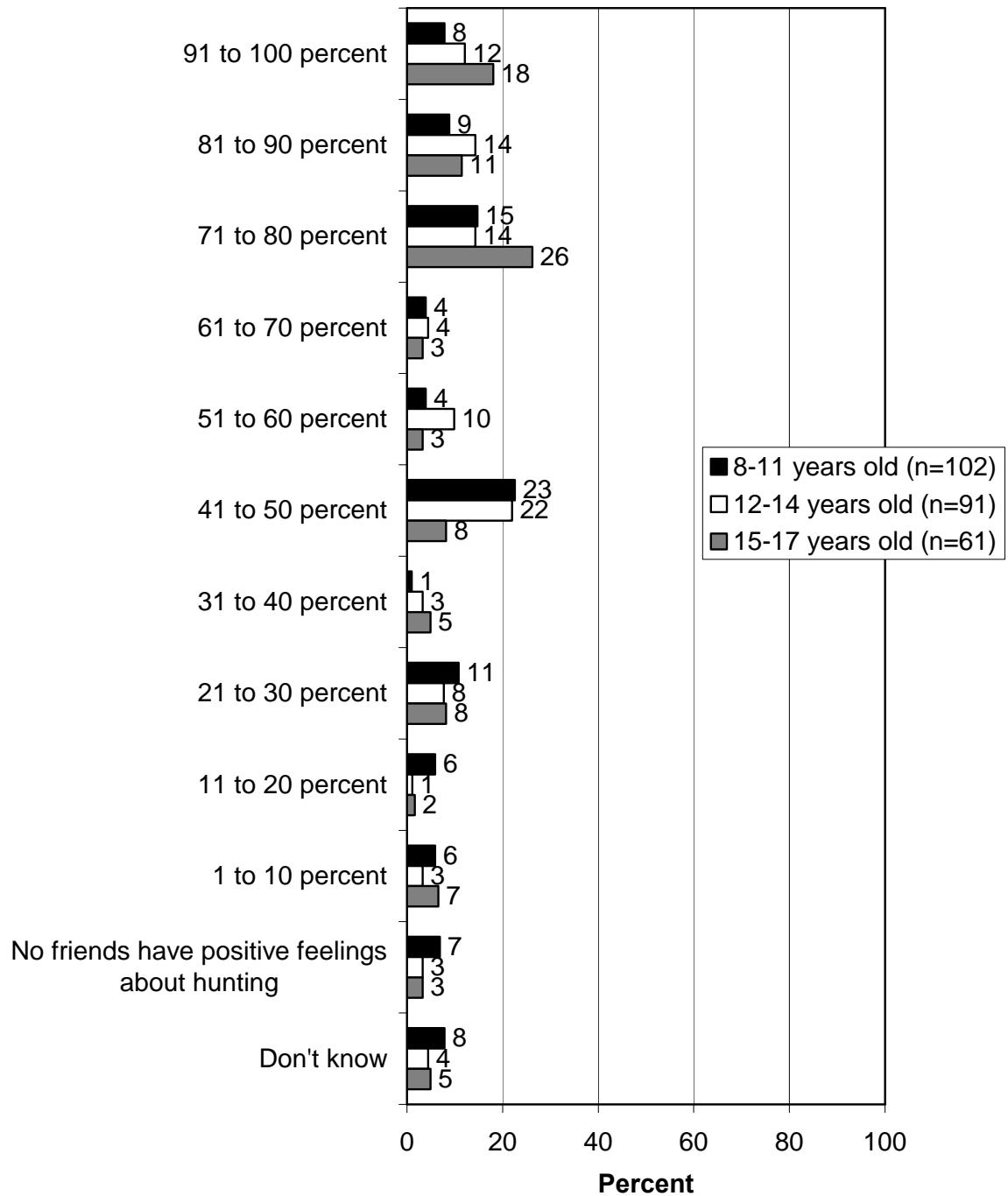
**Q55. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to target shoot?**



**Q73. What proportion of your friends do you think have positive feelings about hunting?**

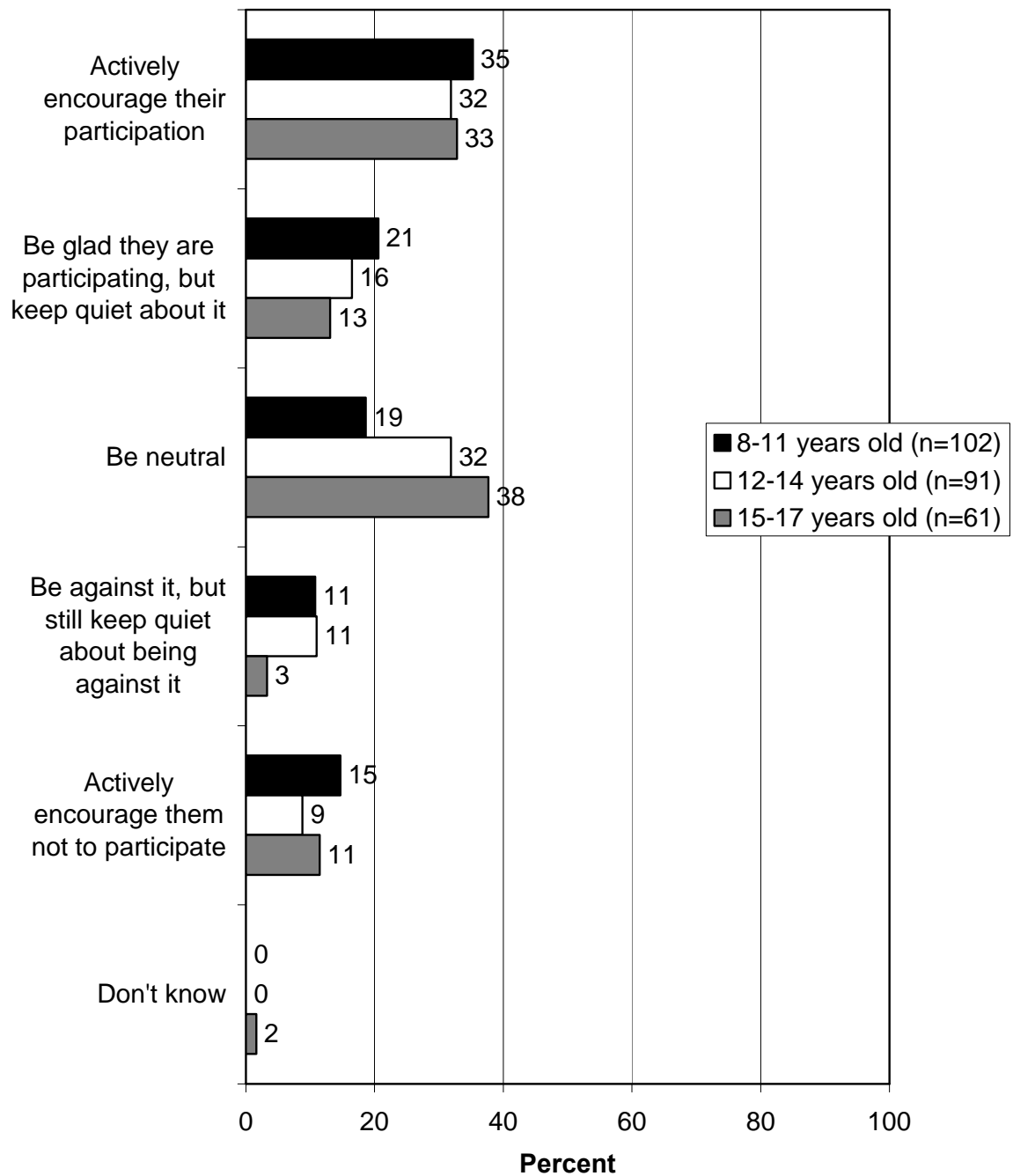


**Q76. What proportion of your friends do you think have positive feelings about target shooting?**

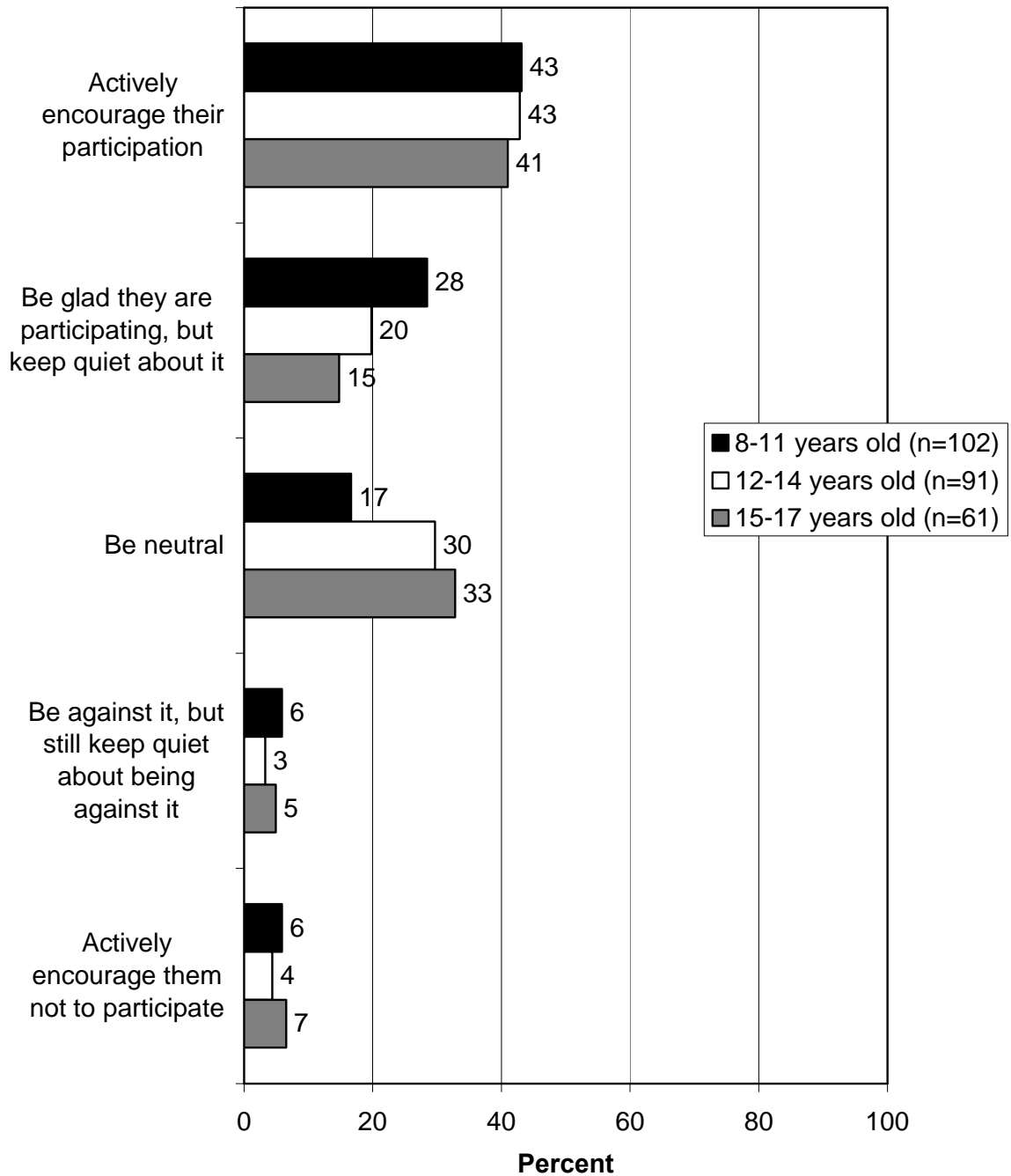




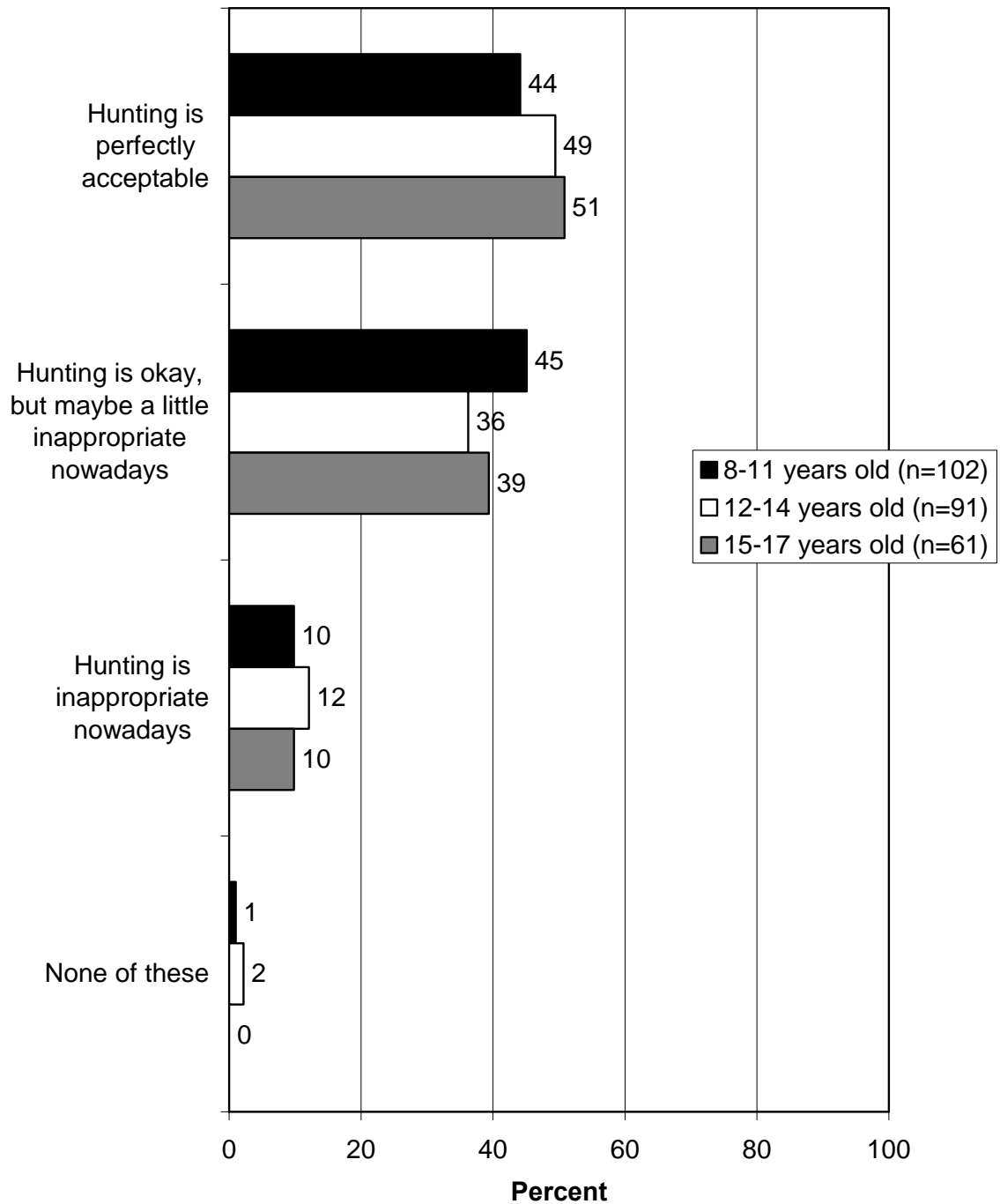
**Q79. If your friends told you they were going to participate in hunting, which of the following best describes your reaction? Would you...?**



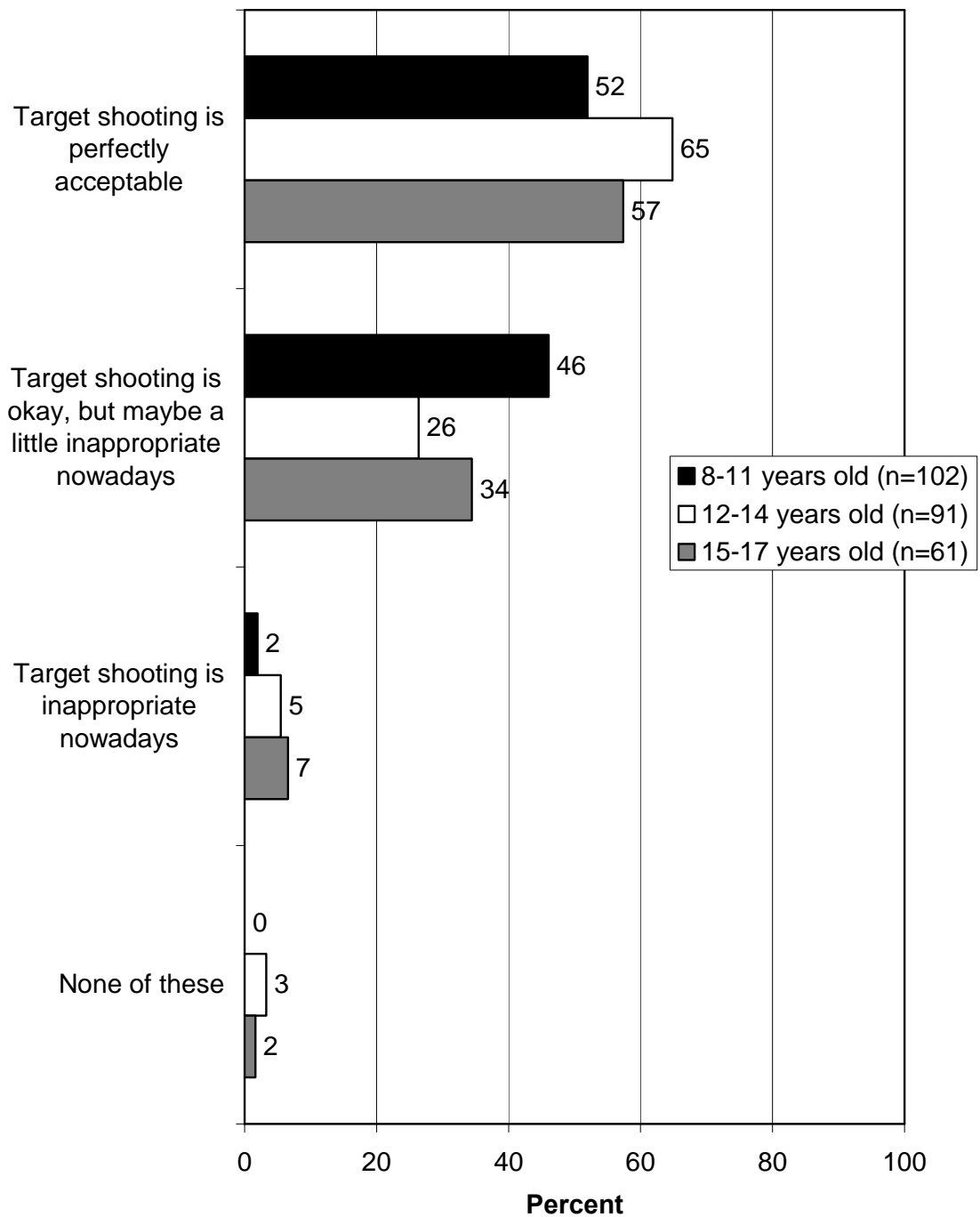
**Q80. If your friends told you they were going to participate in target shooting, which of the following best describes your reaction? Would you...?**



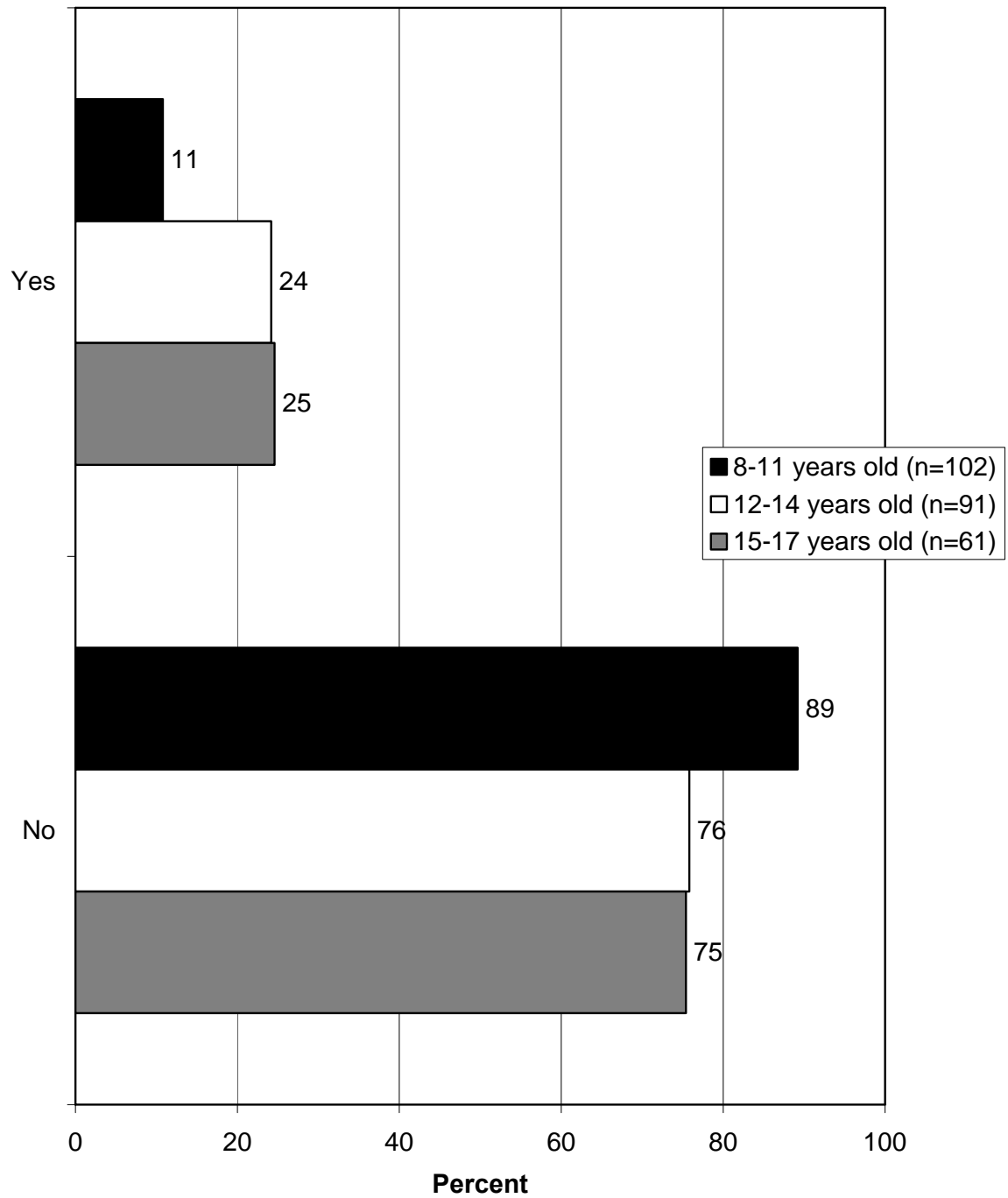
**Q82. Which of the following statements best describes your opinion of hunting?**

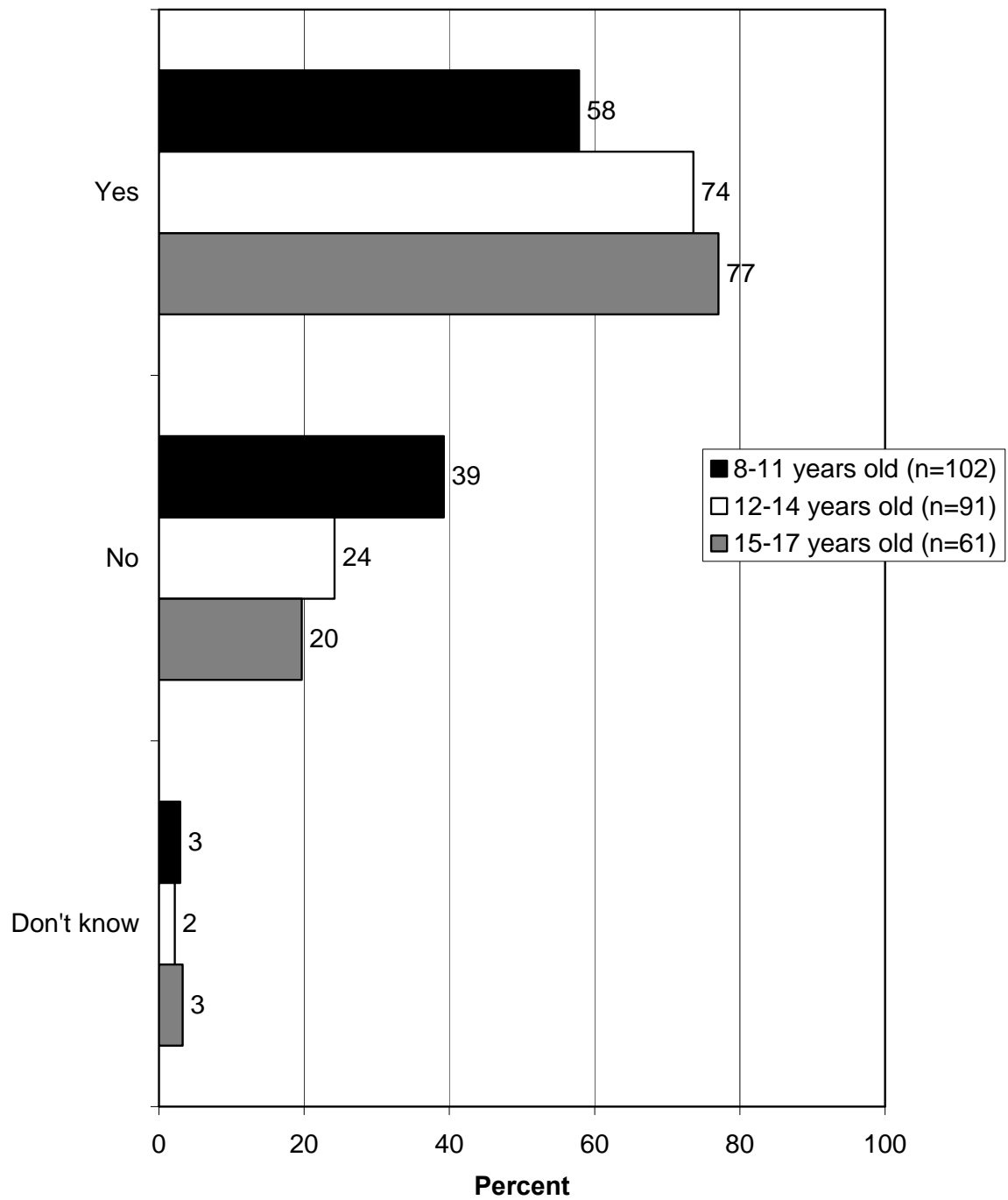


**Q83. Which of the following statements best describes your opinion of target shooting?**

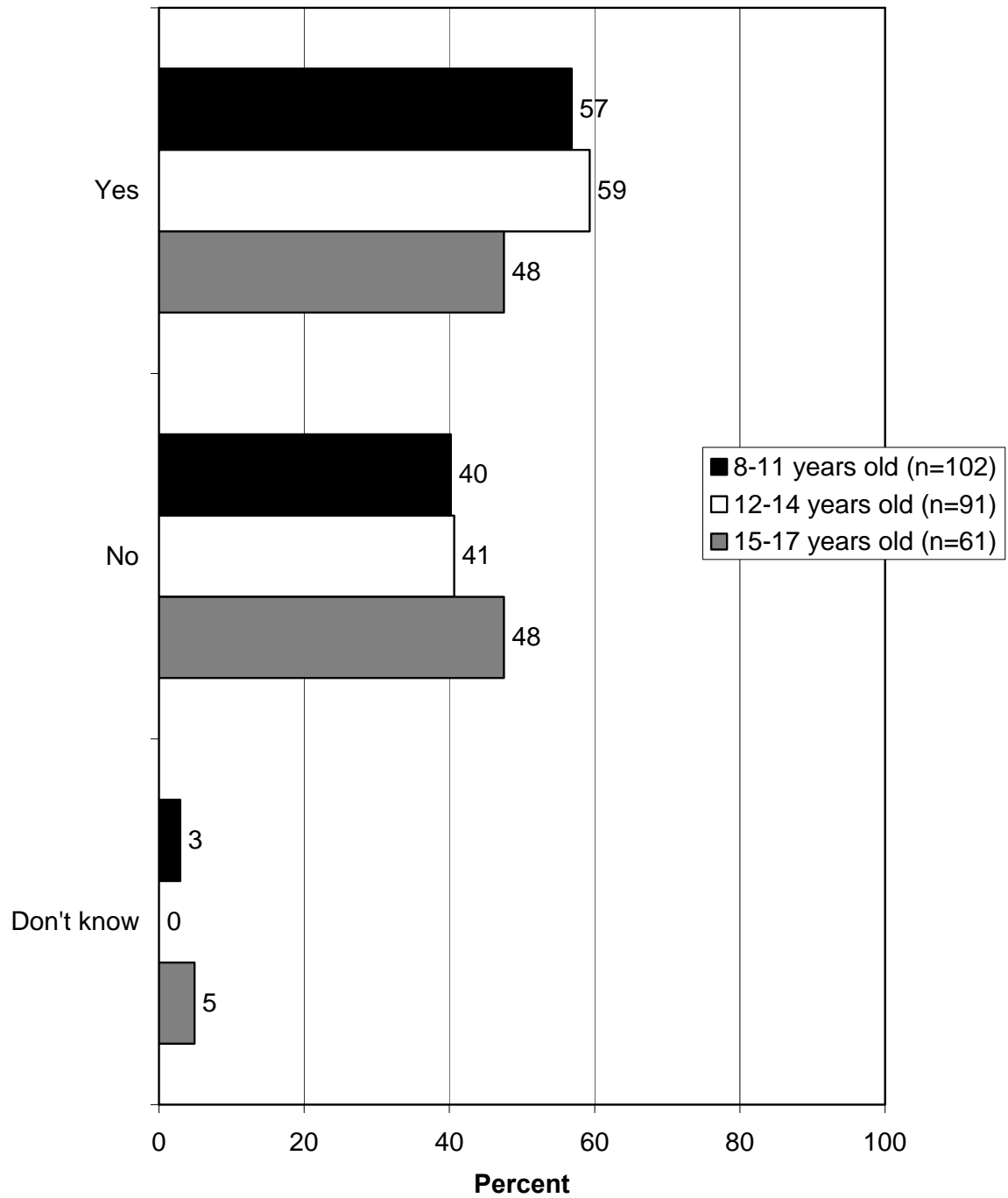


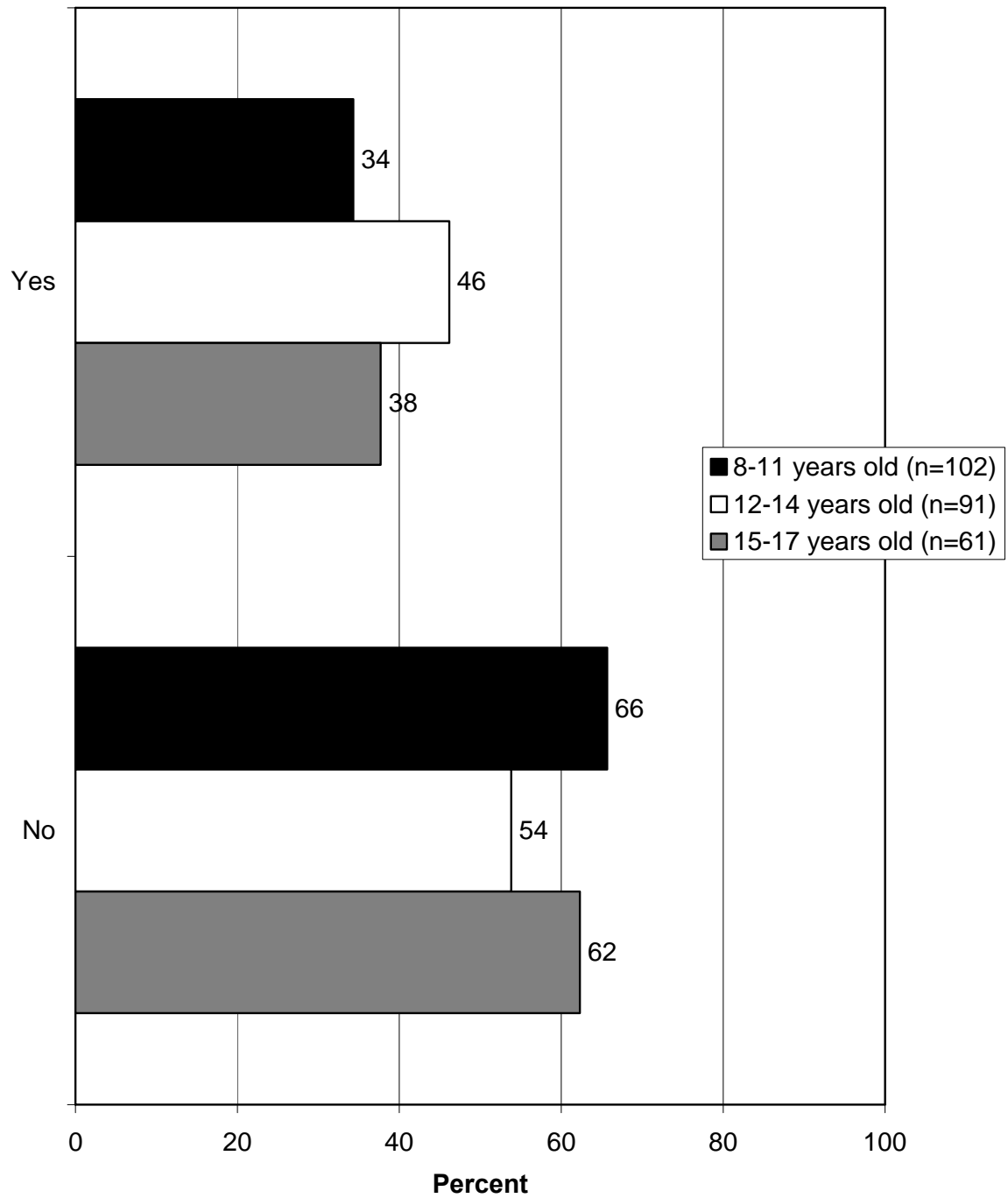
### Q84. Do you personally hunt?



**Q85. Do any of your friends hunt?**

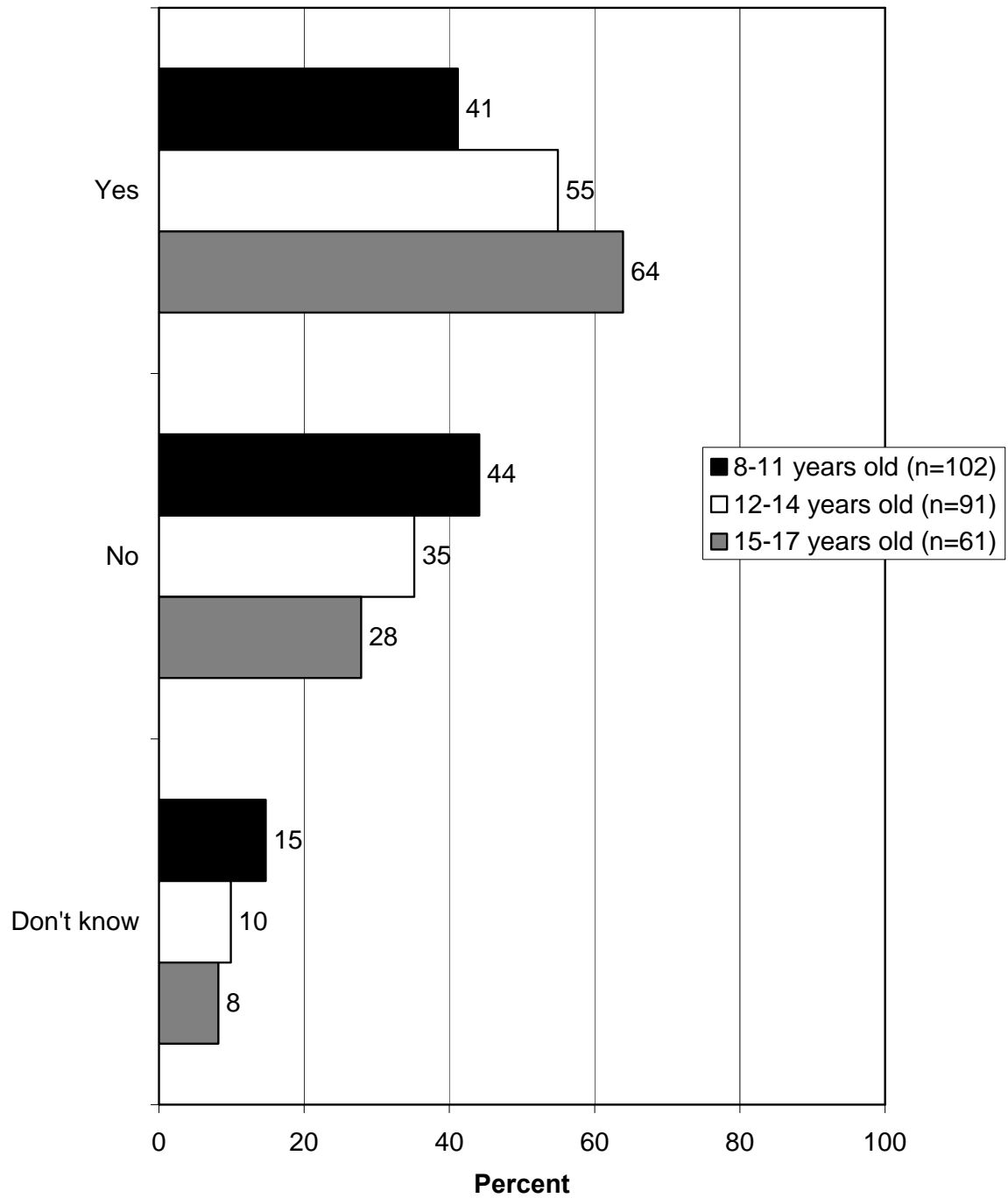
**Q86. Do any of your family members hunt?**

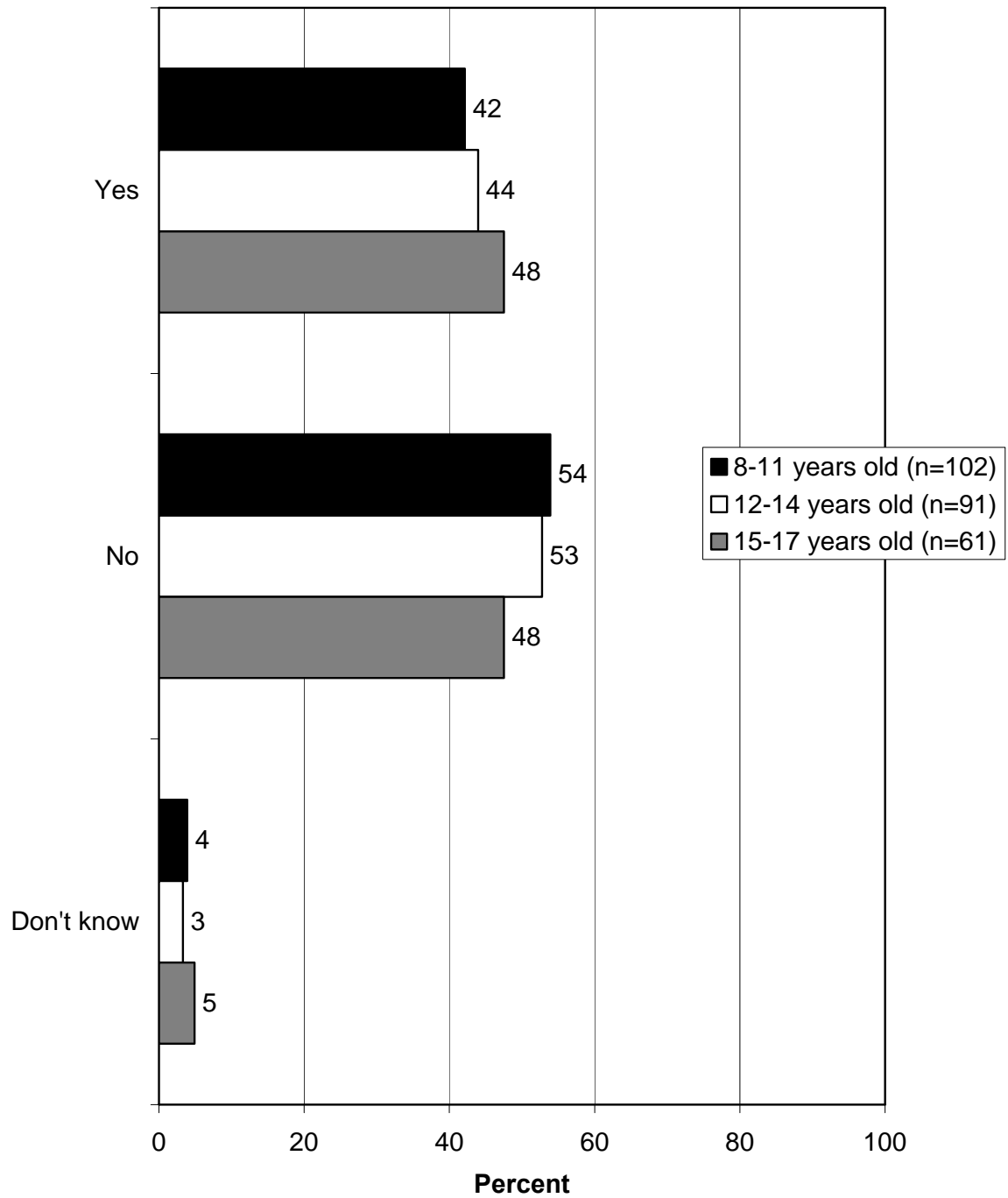


**Q87. Do you personally target shoot?**

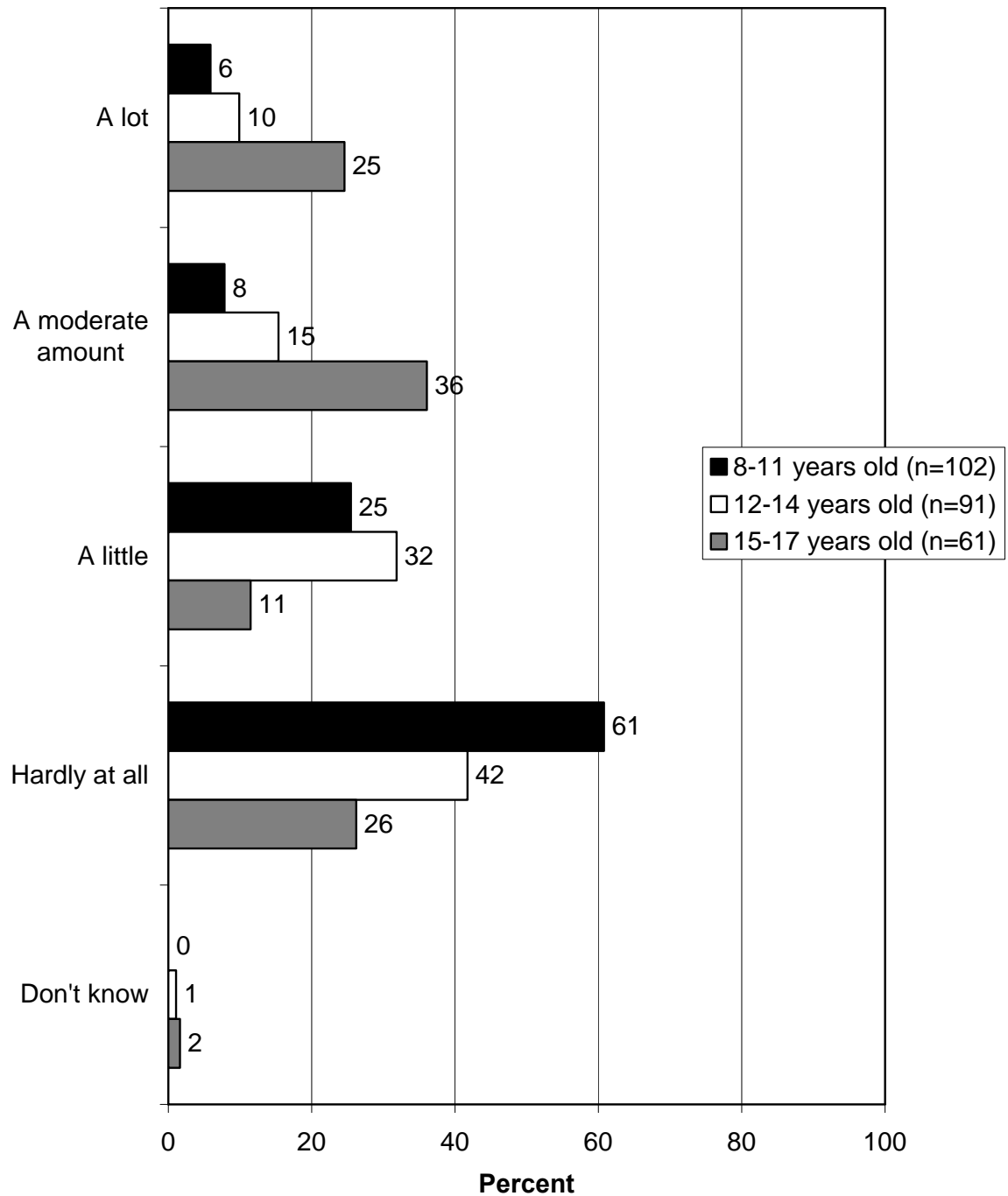


**Q88. Do any of your friends target shoot?**

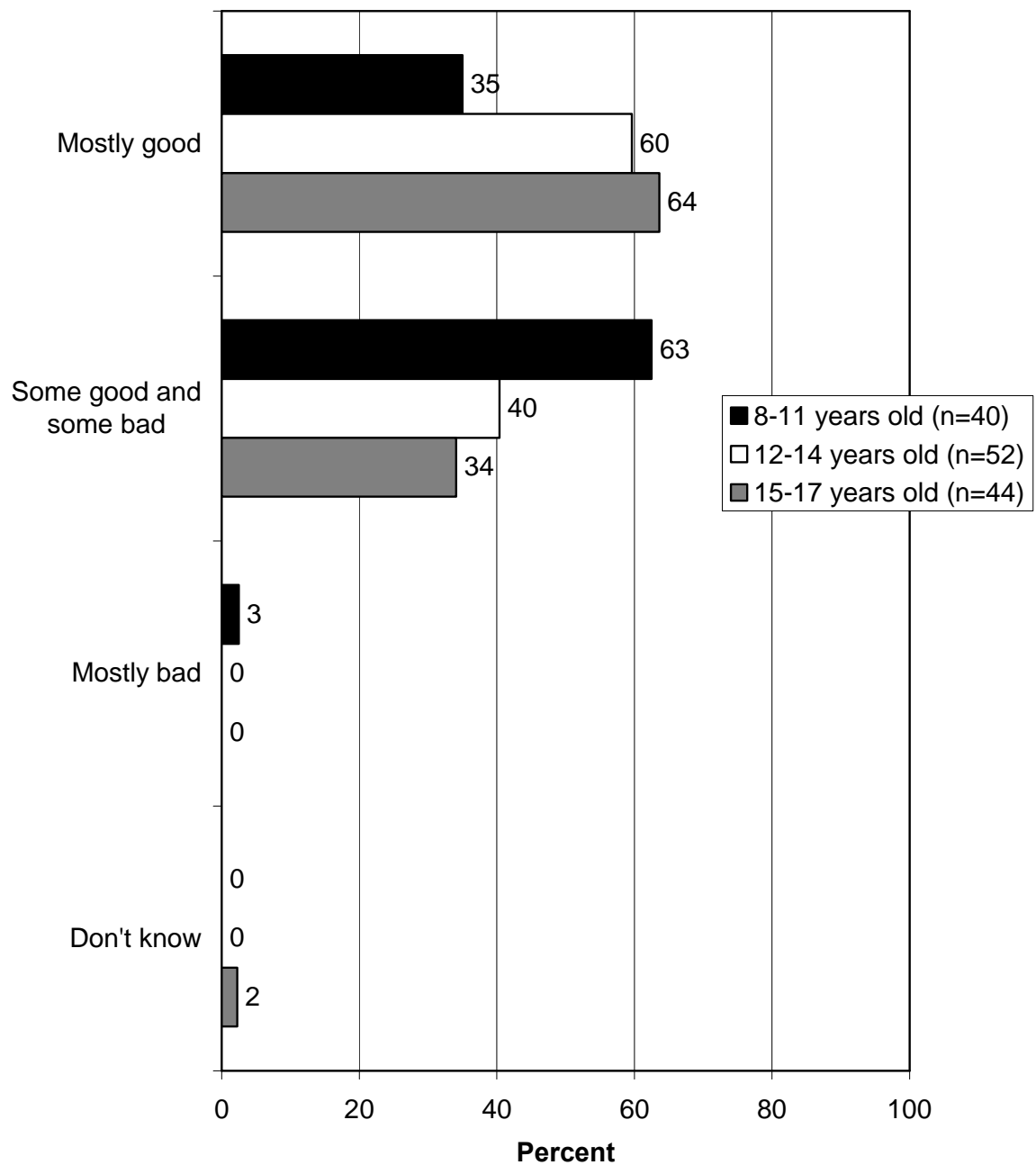


**Q89. Do any of your family members target shoot?**

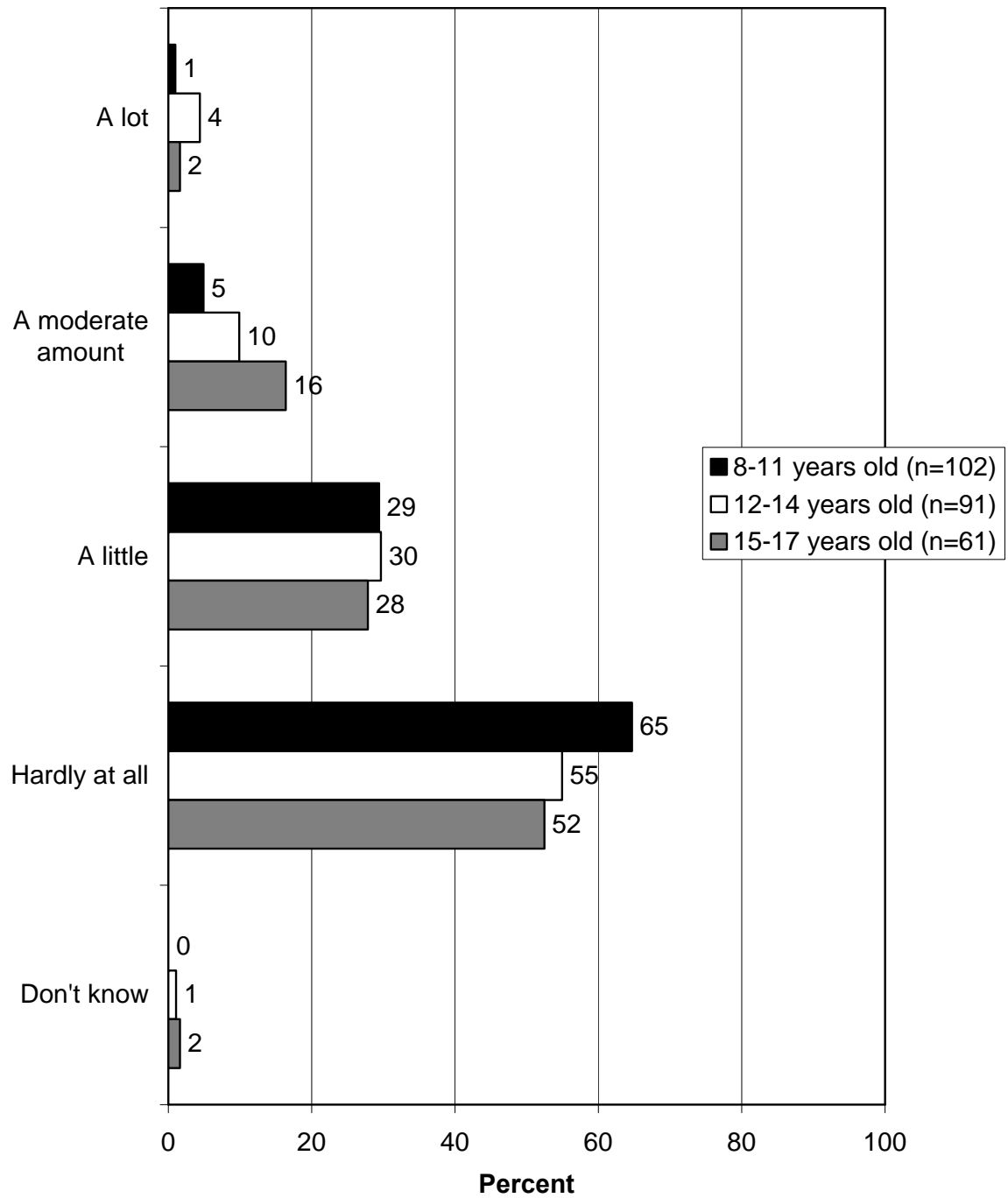
**Q90. How much do people talk in your school about hunting?**



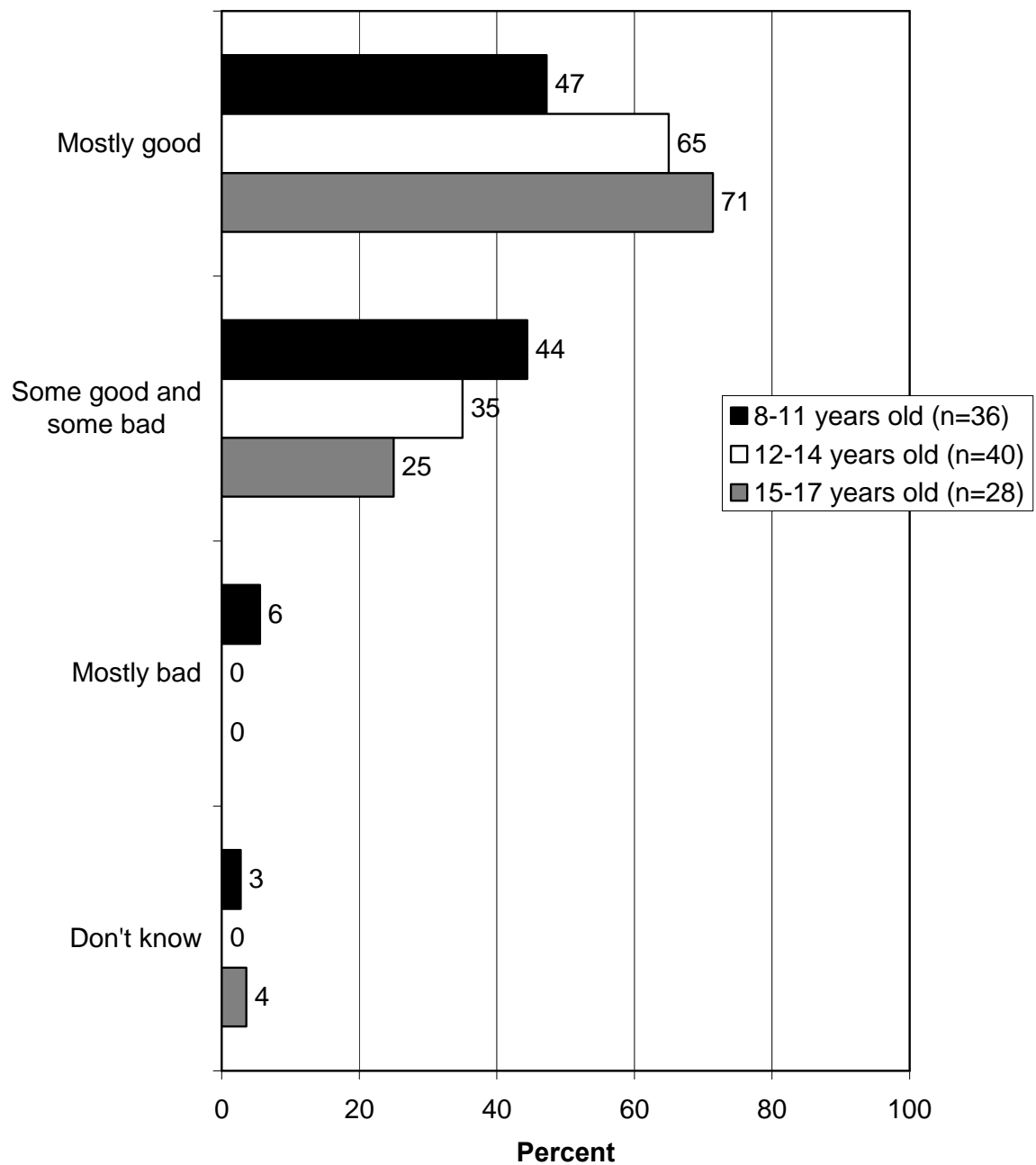
**Q91. Do they say mostly good things about hunting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about hunting.)**



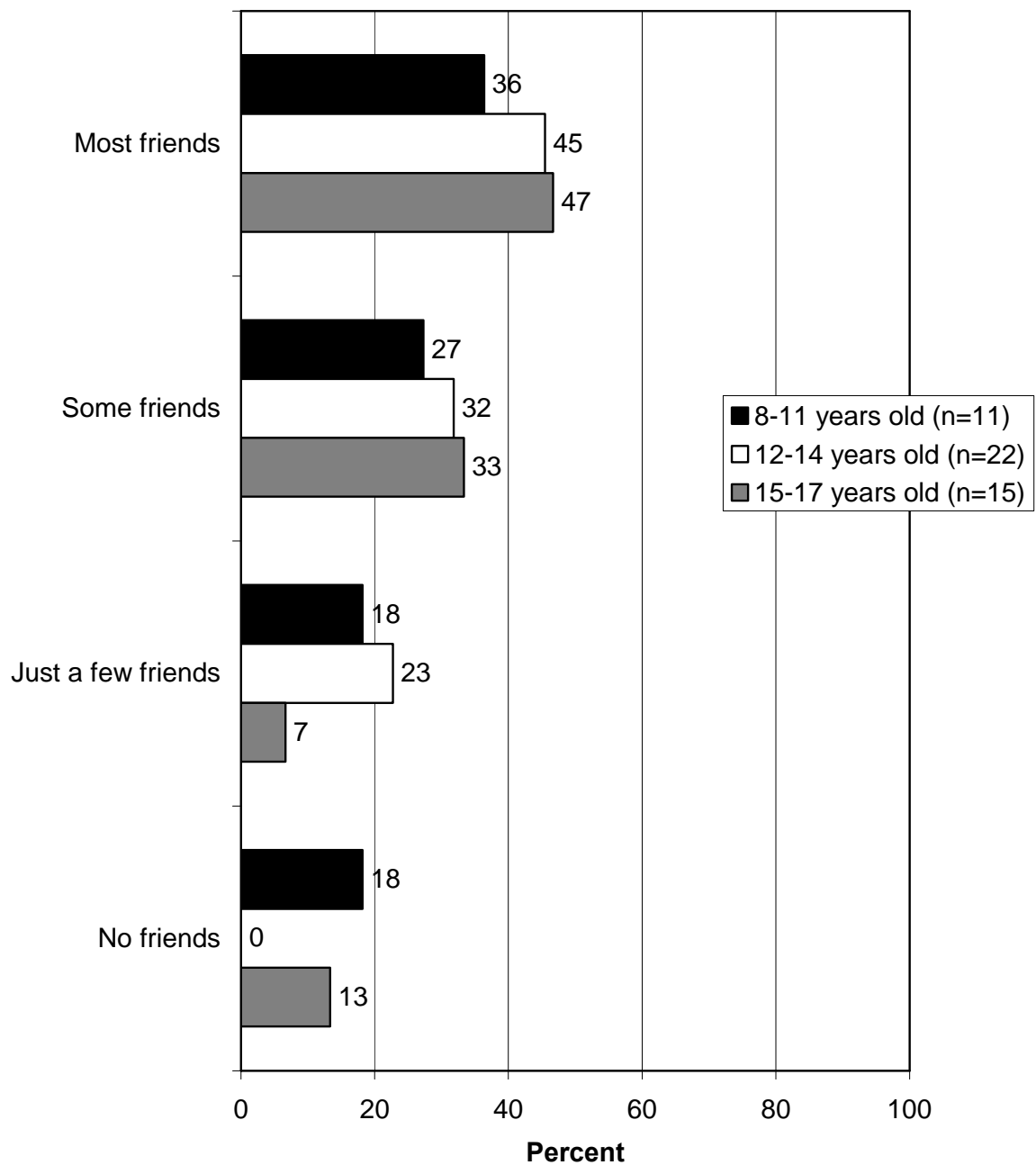
**Q92. How much do people talk in your school about target shooting?**



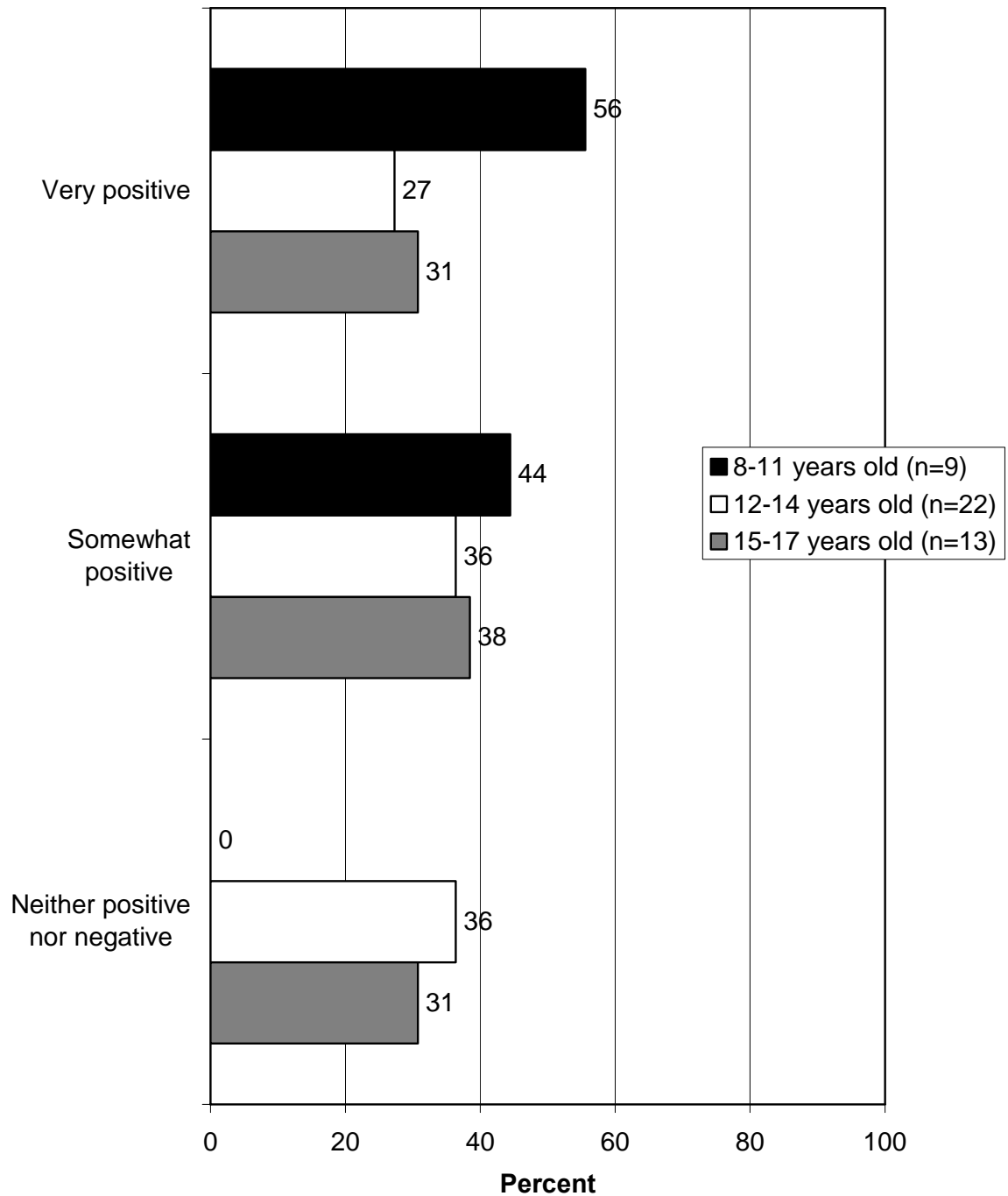
**Q93. Do they say mostly good things about target shooting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about target shooting.)**



**Q95. Do you tell most of your friends that you hunt, some of your friends, just a few of your friends, or do you tell none of your friends that you hunt? (Asked of those who hunt.)**

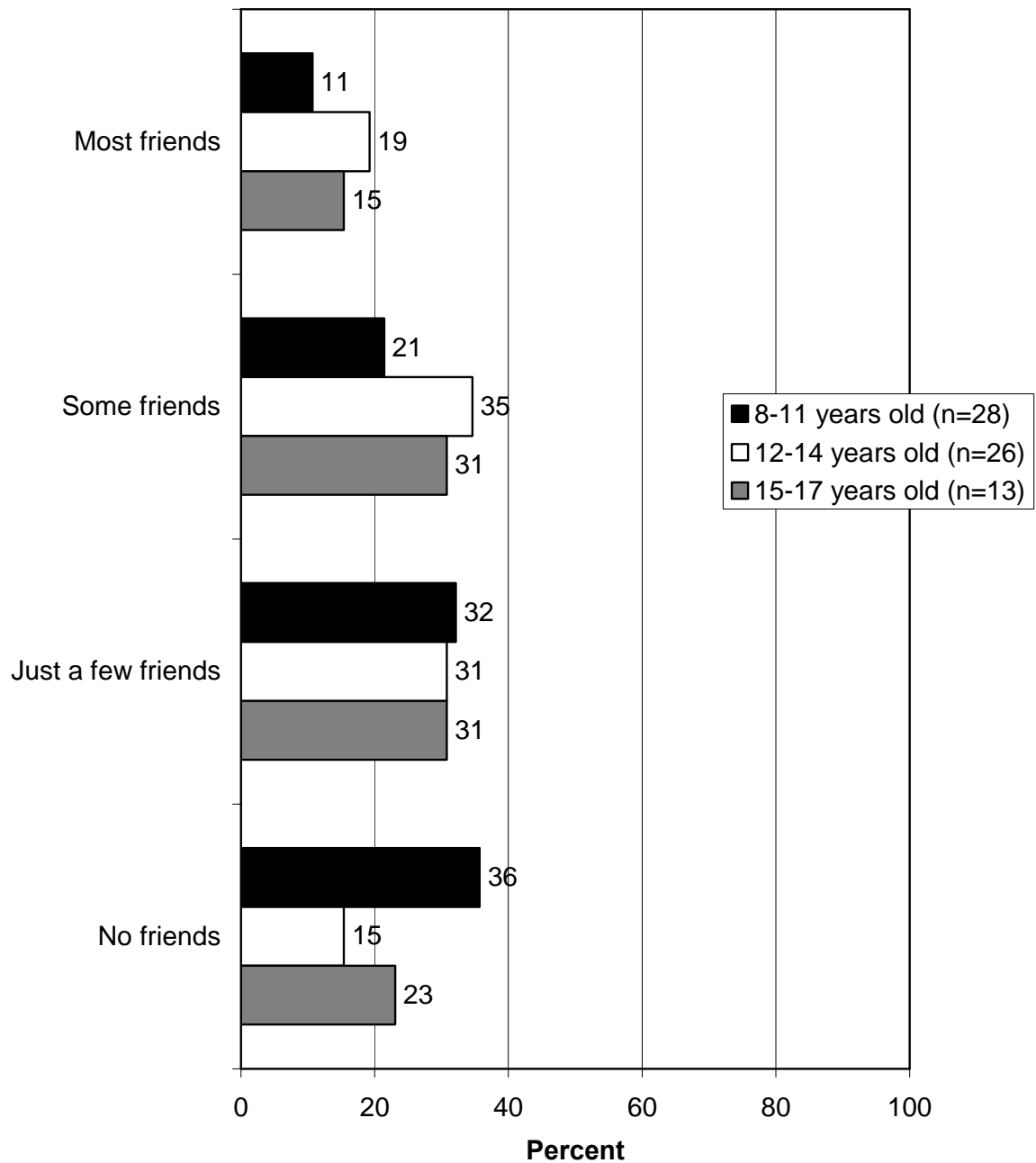


**Q96. Is their reaction when you tell them that you hunt positive, negative, or neutral ? (Asked of those who tell their friends that they hunt.)**

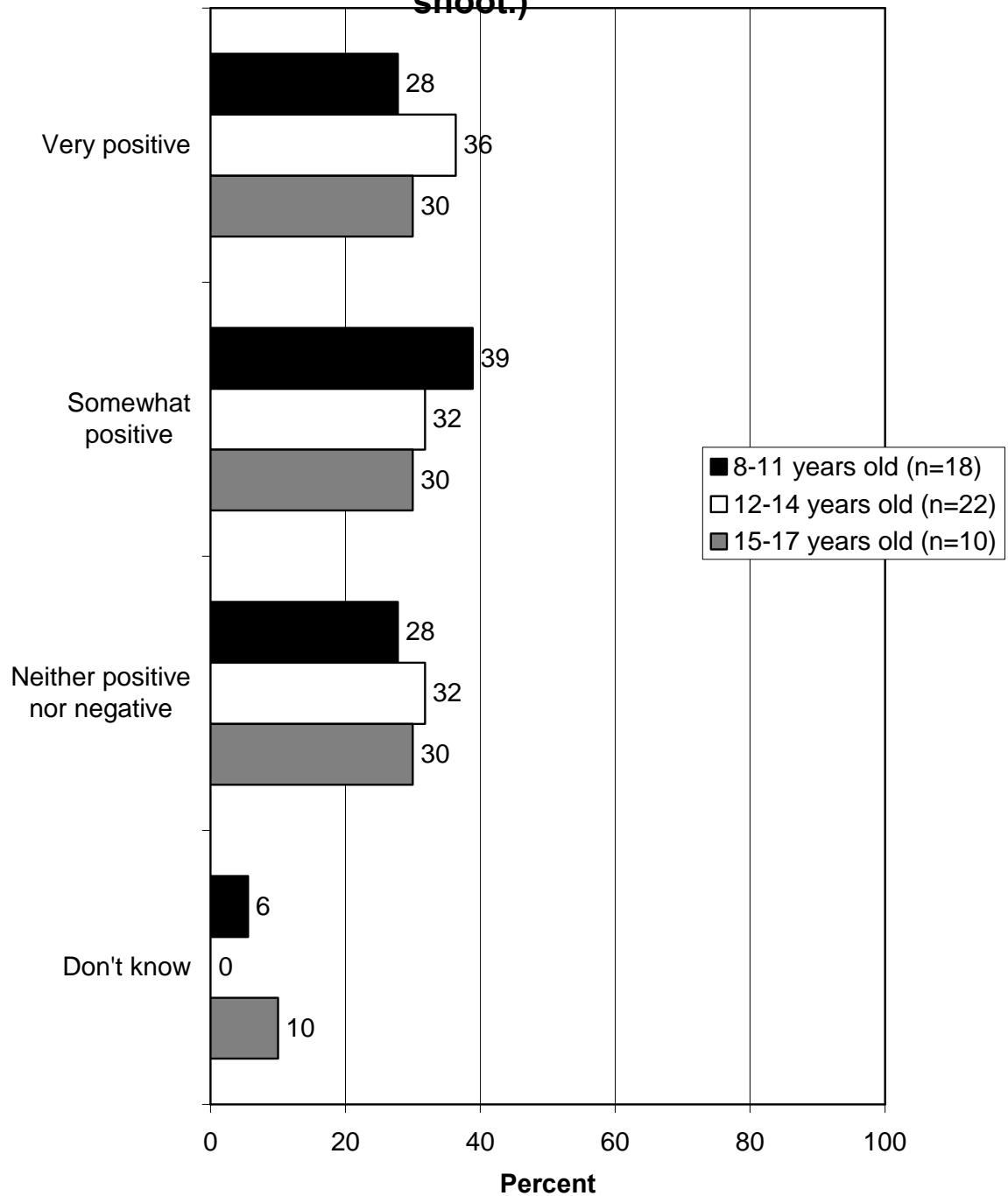




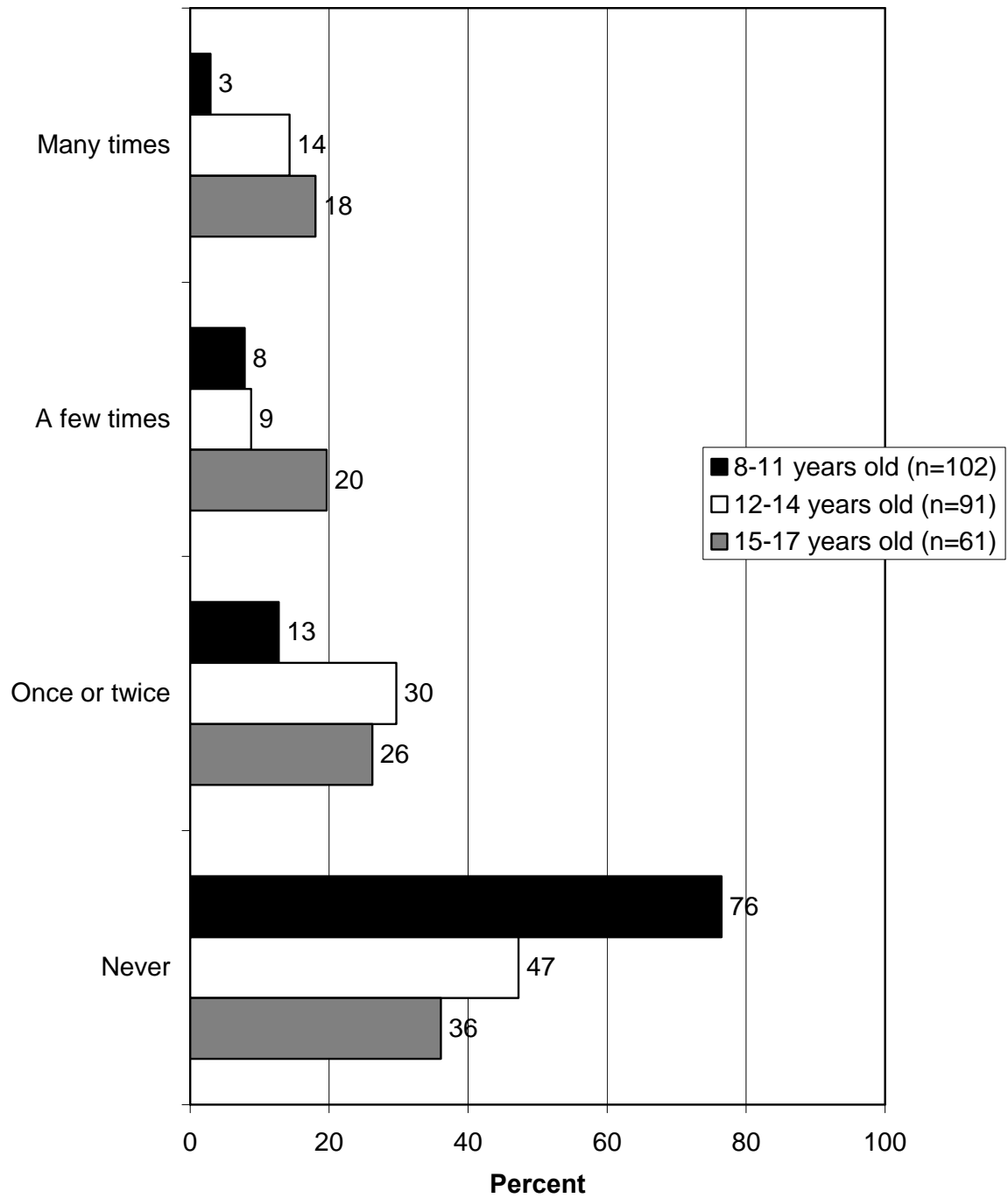
**Q97. Do you tell most of your friends that you target shoot, some of your friends, just a few of your friends, or do you tell none of your friends that you target shoot? (Asked of those who target shoot.)**



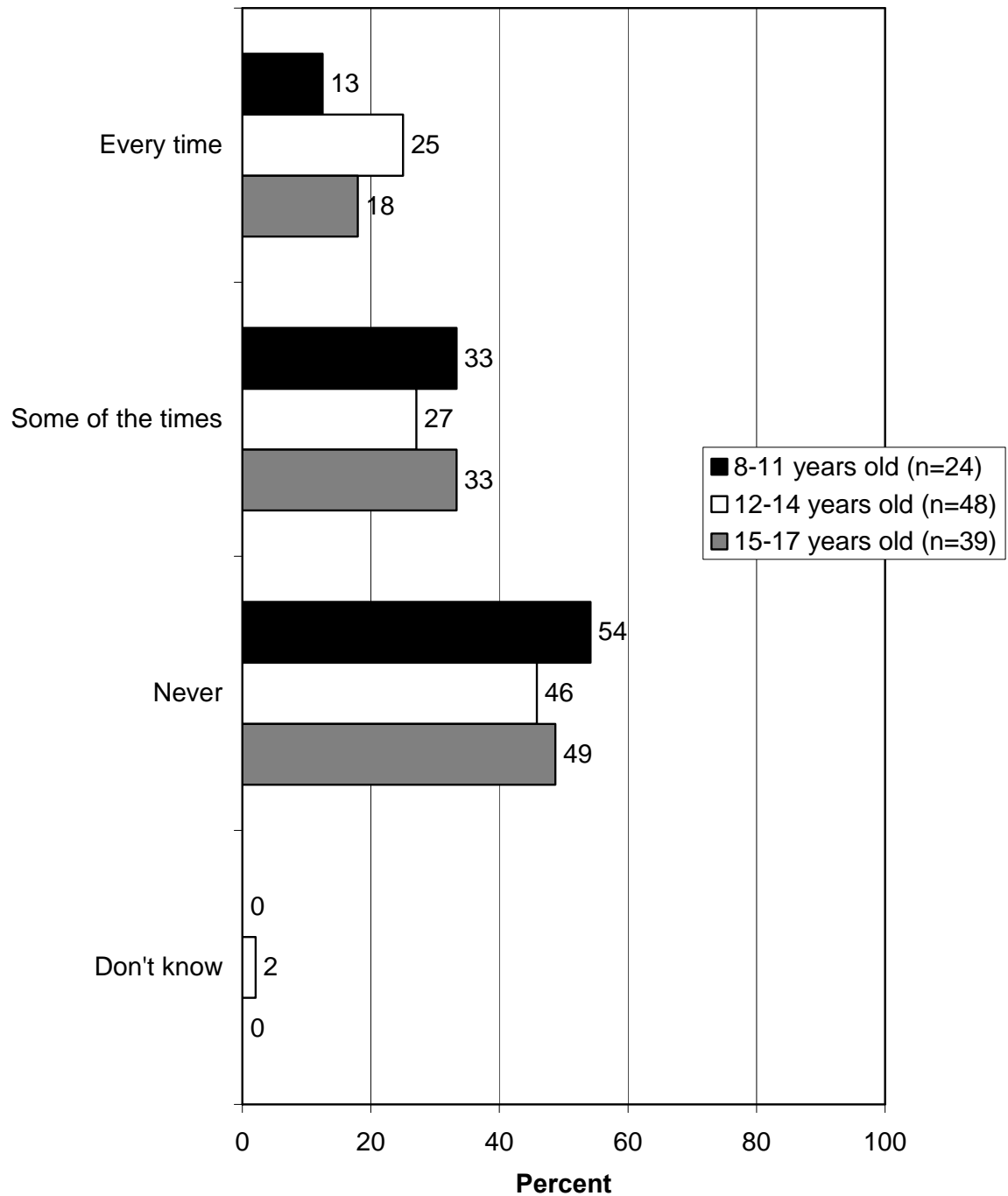
**Q98. Is their reaction when you tell them that you target shoot positive, negative, or neutral ? (Asked of those who tell their friends that they target shoot.)**



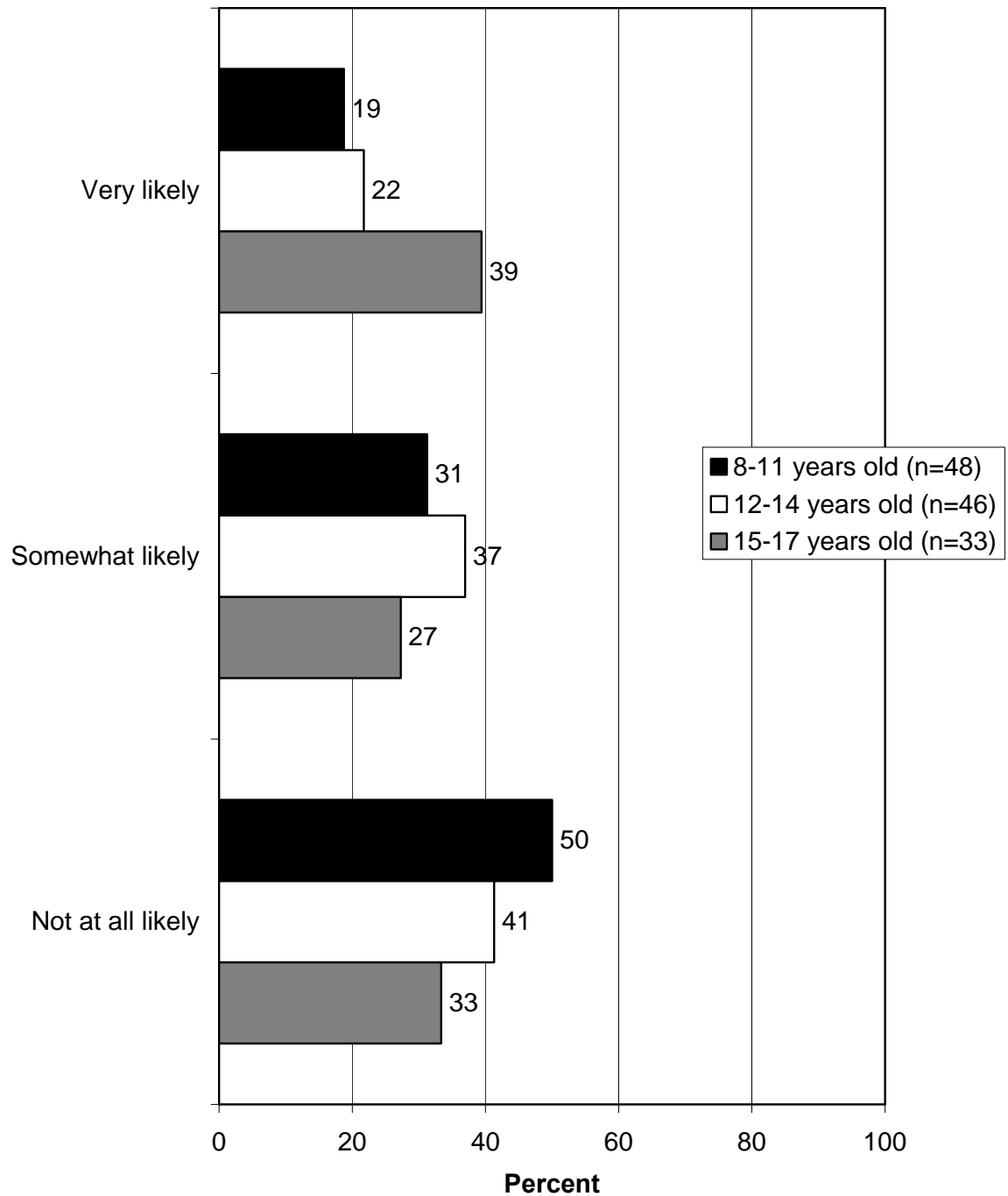
**Q99. How often have you been invited to go hunting?**



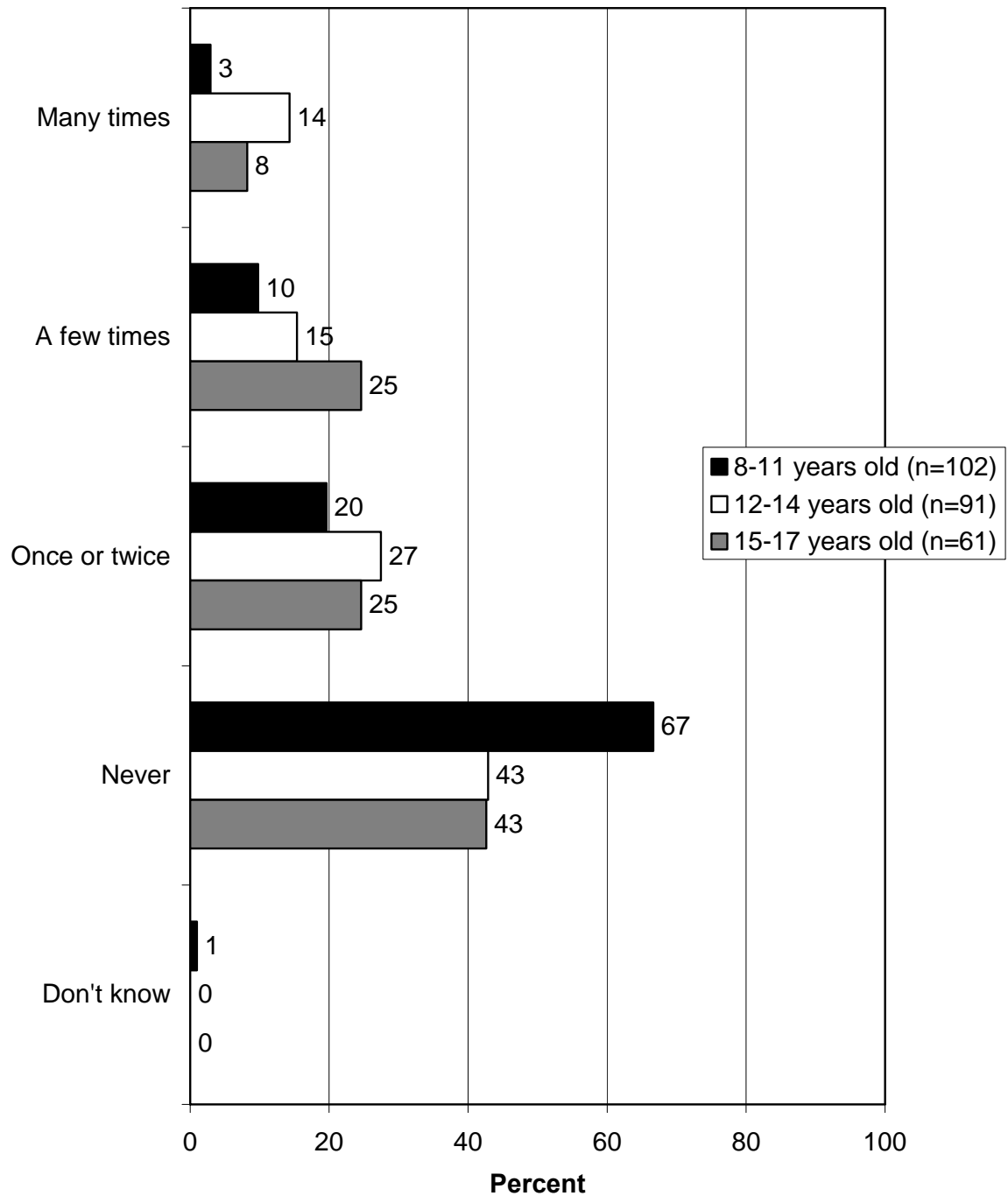
**Q100. How often did you go hunting when invited?  
(Asked of those who were invited to go hunting.)**



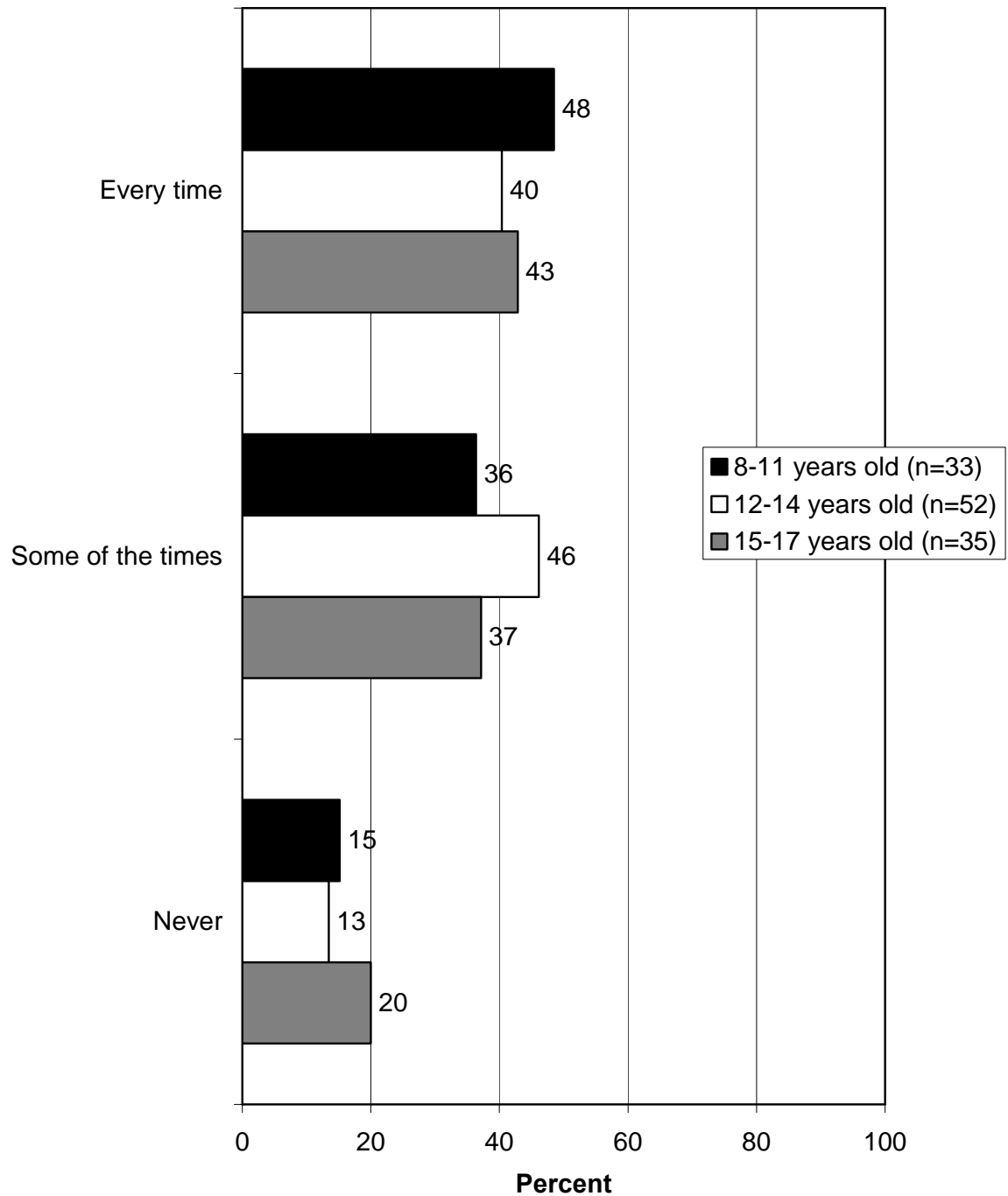
**Q102. How likely would you be to go hunting if you were invited to go within the next 12 months?**



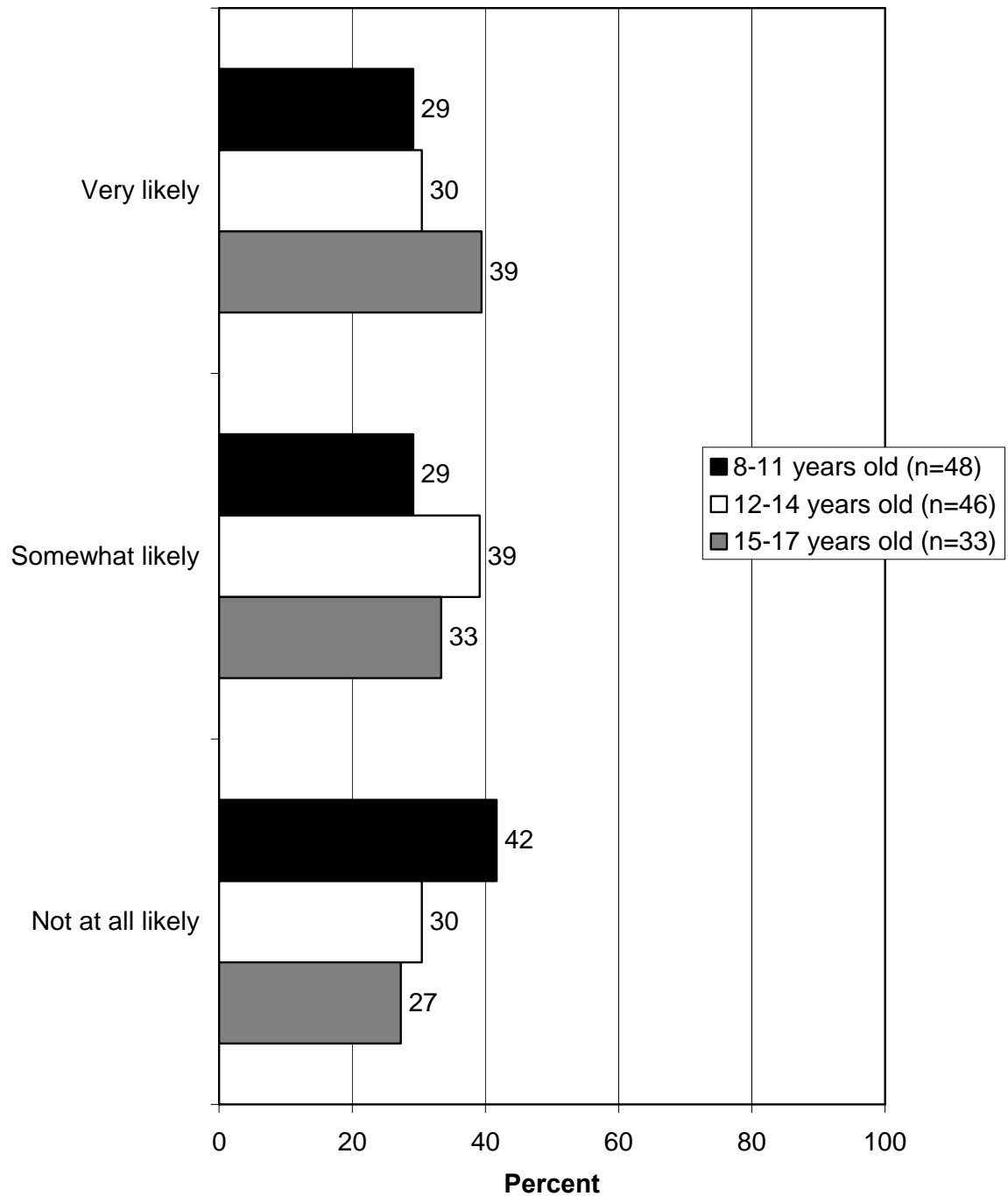
**Q103. How often have you been invited to go target shooting?**



**Q104. How often did you go target shooting when invited? (Asked of those who were invited to go target shooting.)**

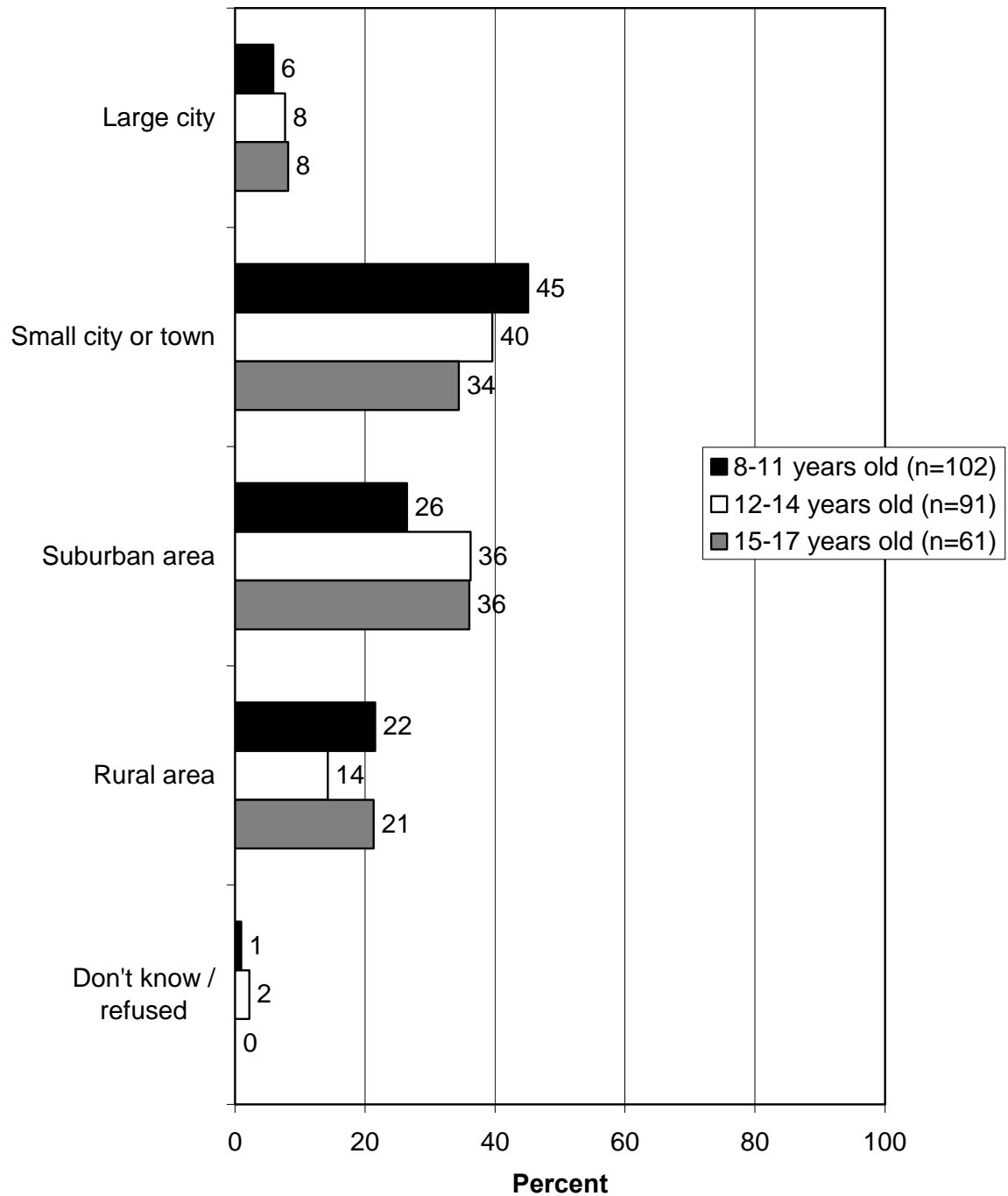


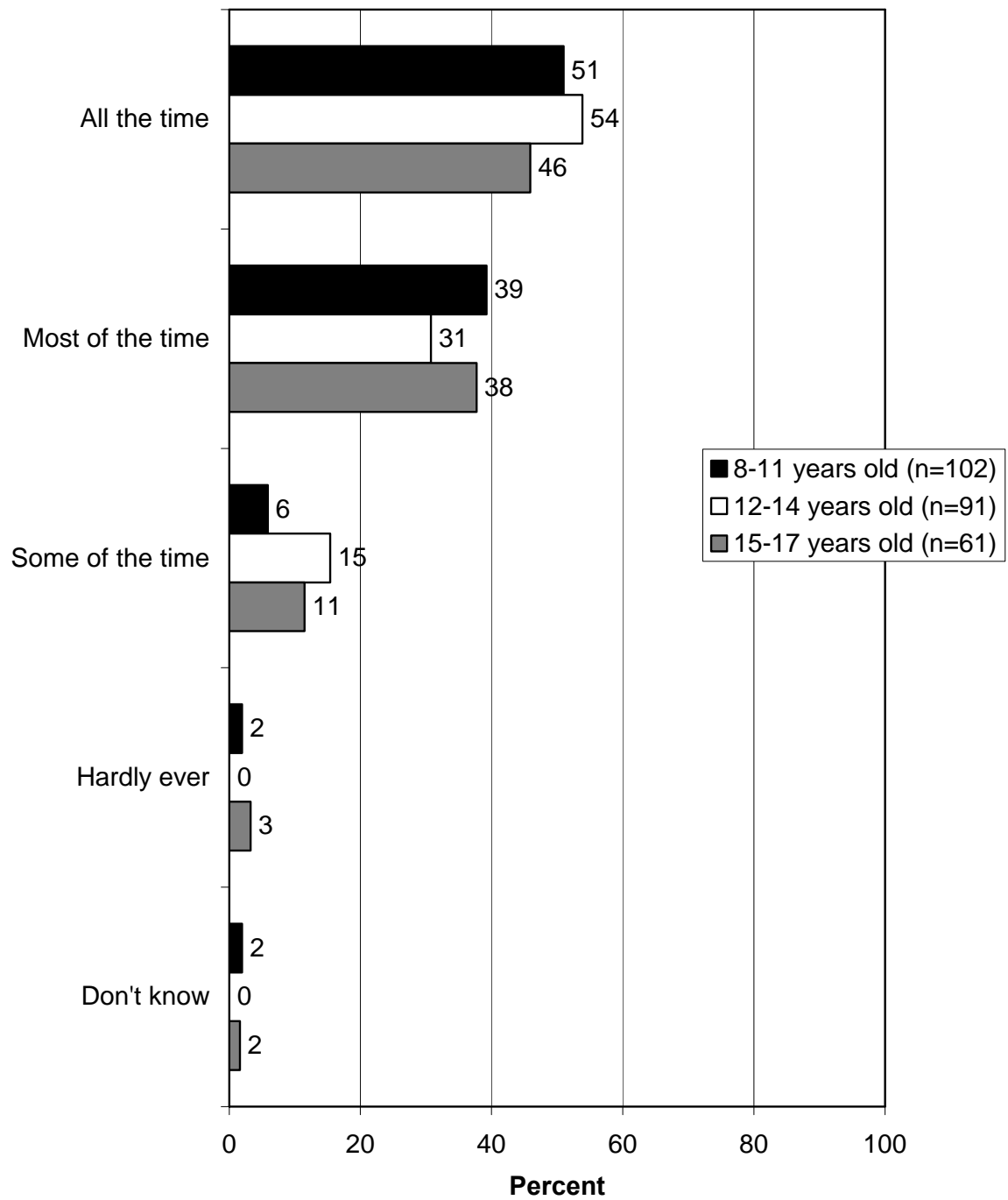
**Q106. How likely would you be to go target shooting if you were invited to go within the next 12 months?**



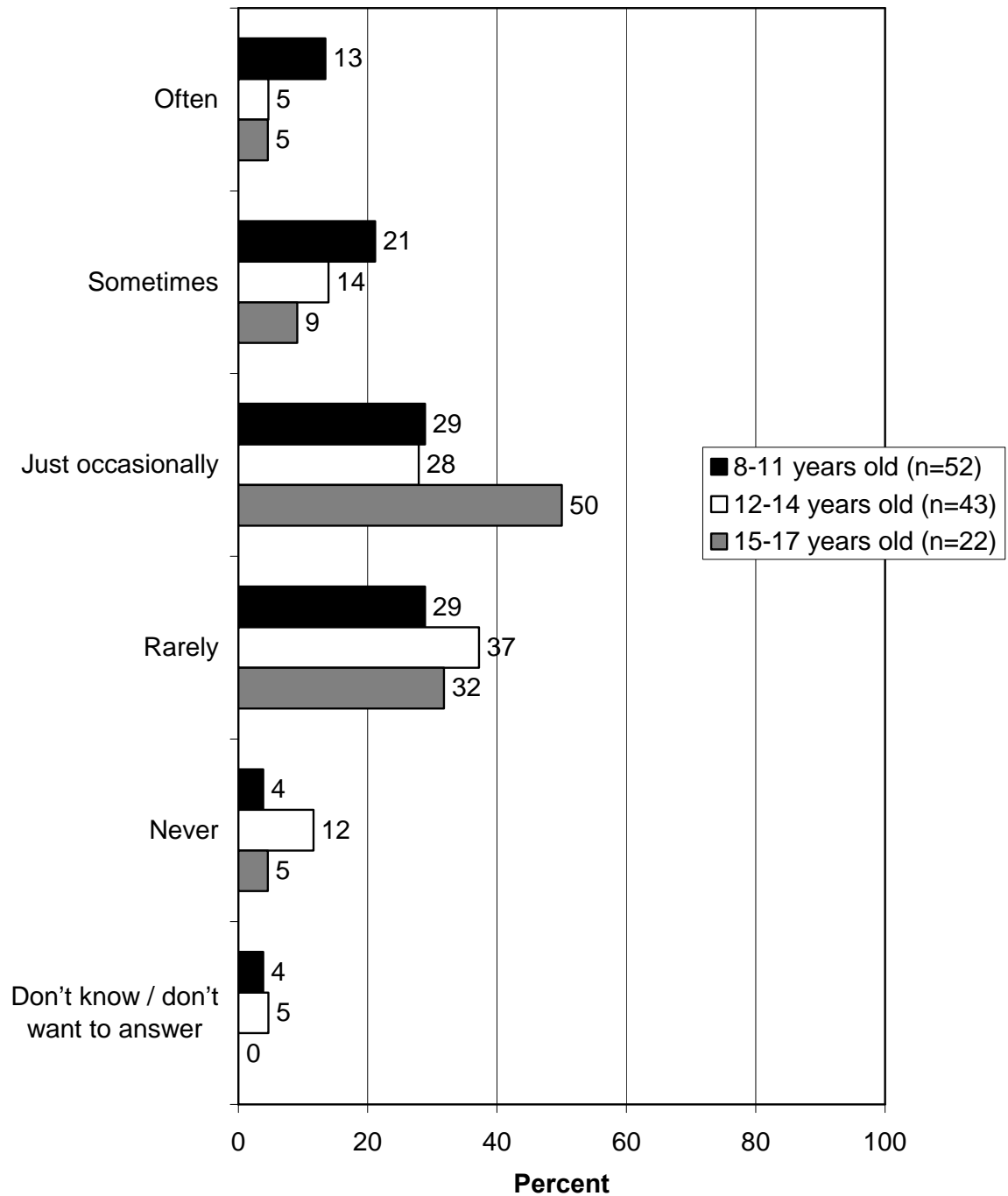


**Q108. Do you consider your house to be in a large city, a small city or town, a suburban area, or a rural area?**

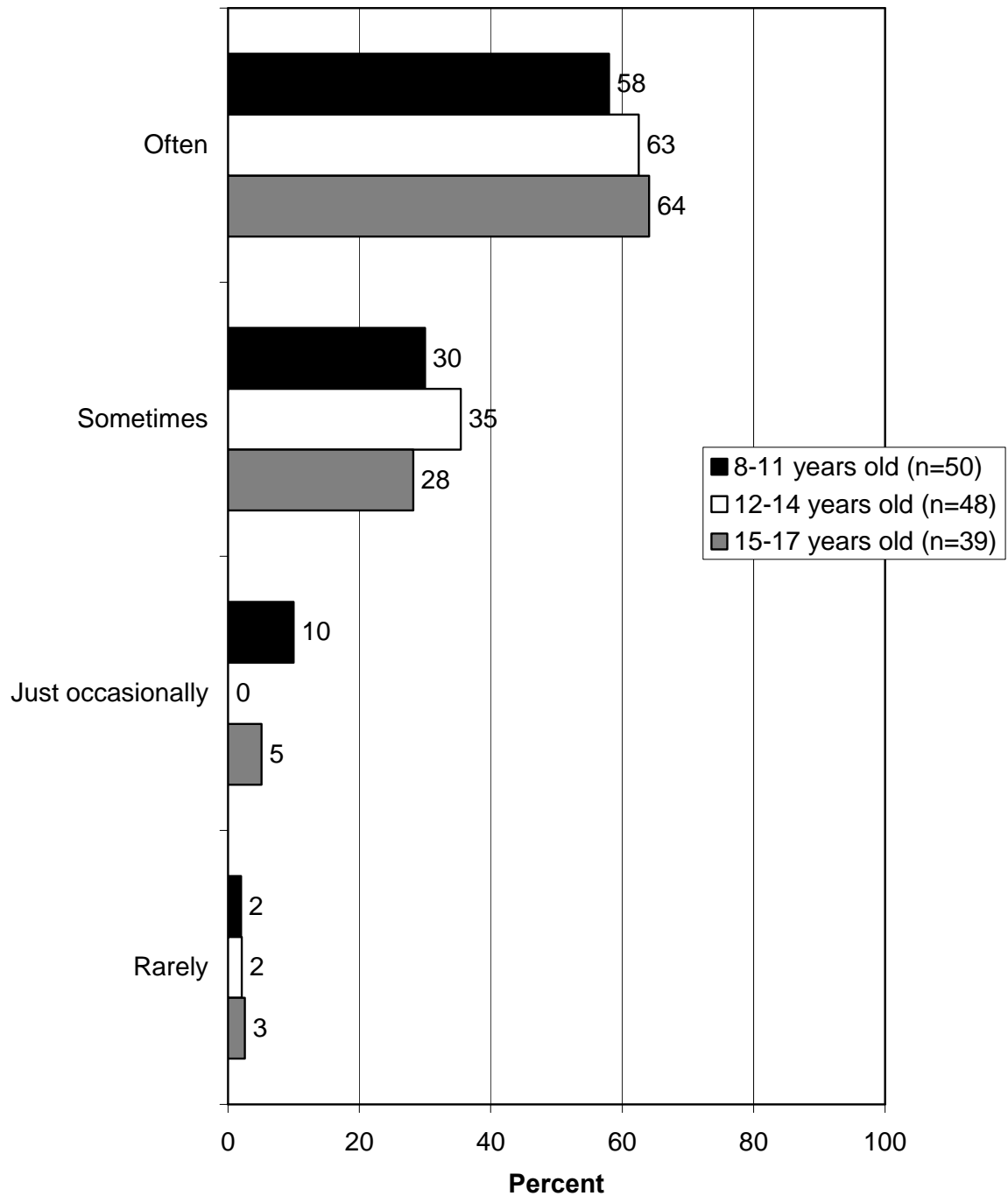


**Q109. How often do you get A's or B's in school?**

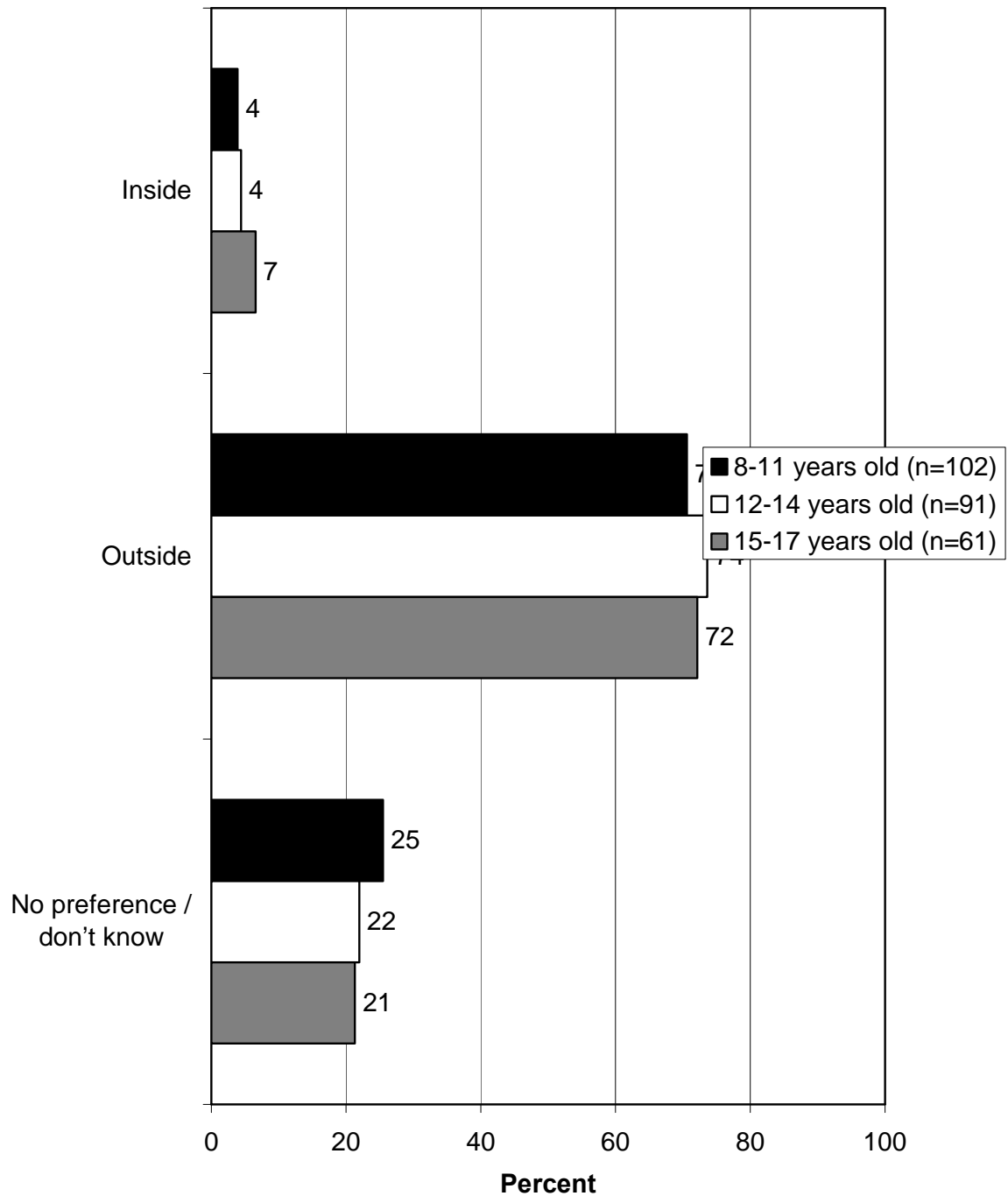
**Q111. Do most of your best friends misbehave...?**  
**(Negative question: Asked of random half of sample.)**



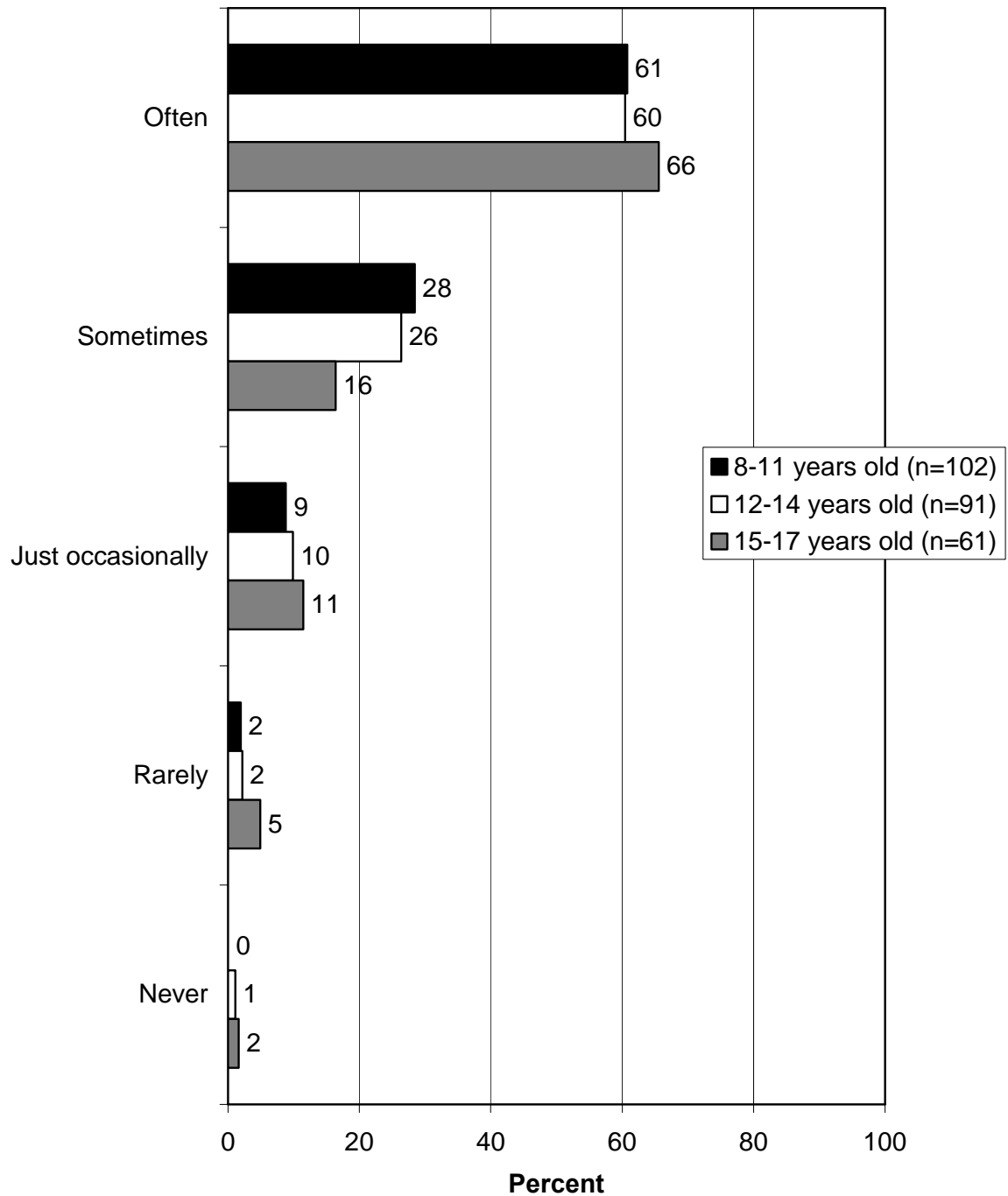
**Q112. Do most of your best friends behave responsibly...? (Positive question: Asked of random half of sample.)**



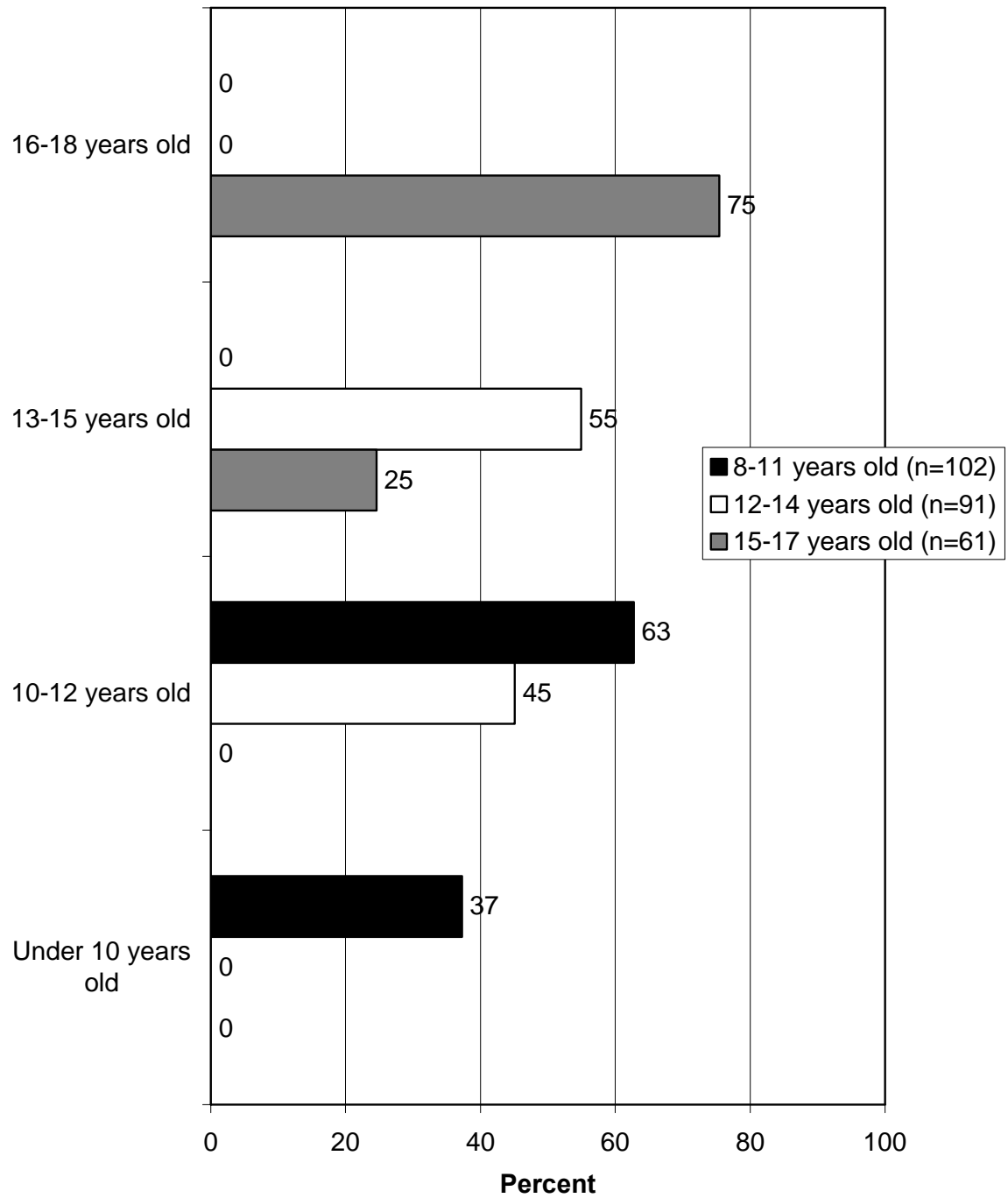
**Q113. On a day with nice weather that's not too hot or too cold, would you rather be inside or outside, or do you have no preference?**



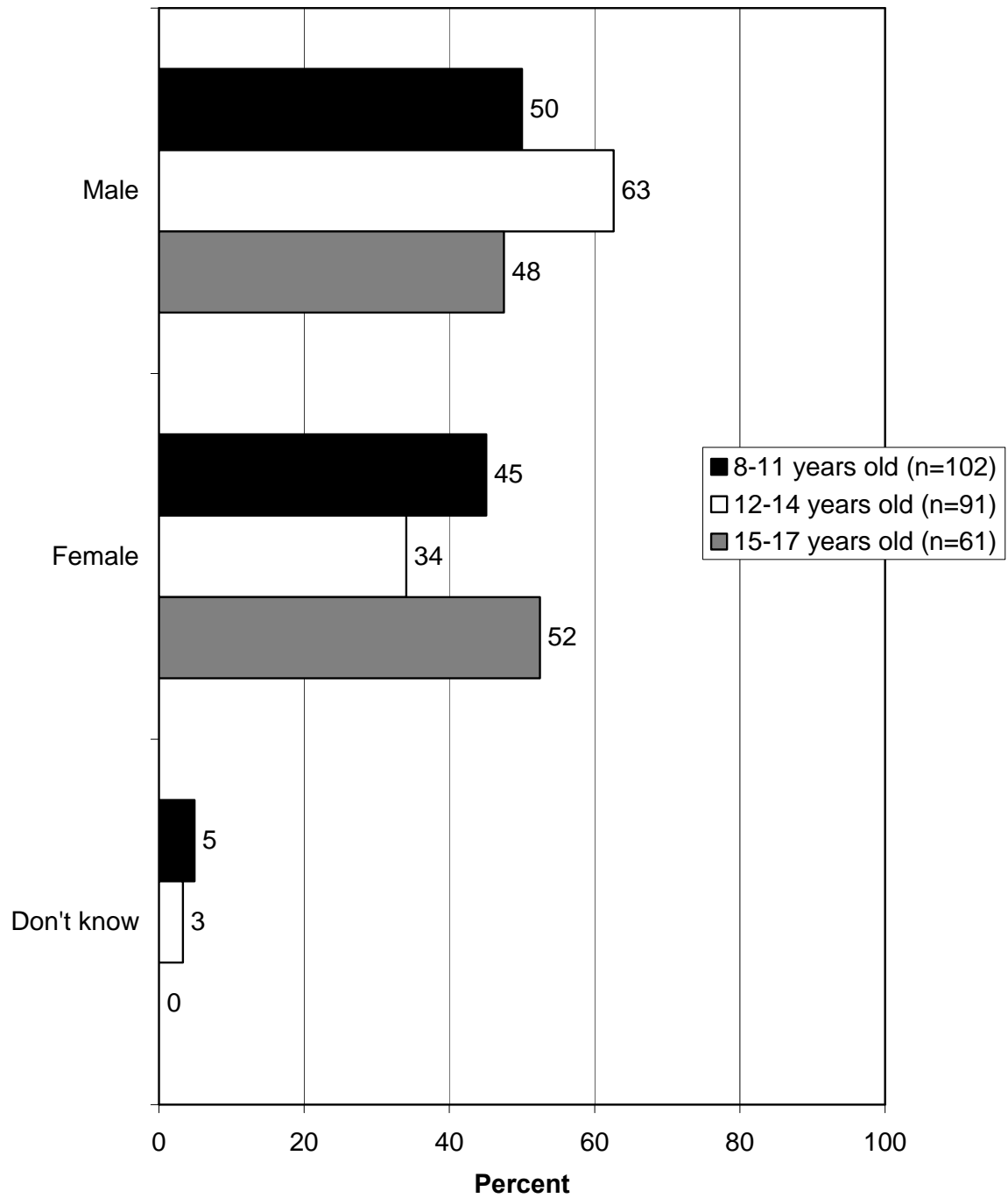
**Q114. Which of the following best describes how often you do stuff with your parents? You do things with one or both of your parents:**



### Q115. How old are you?

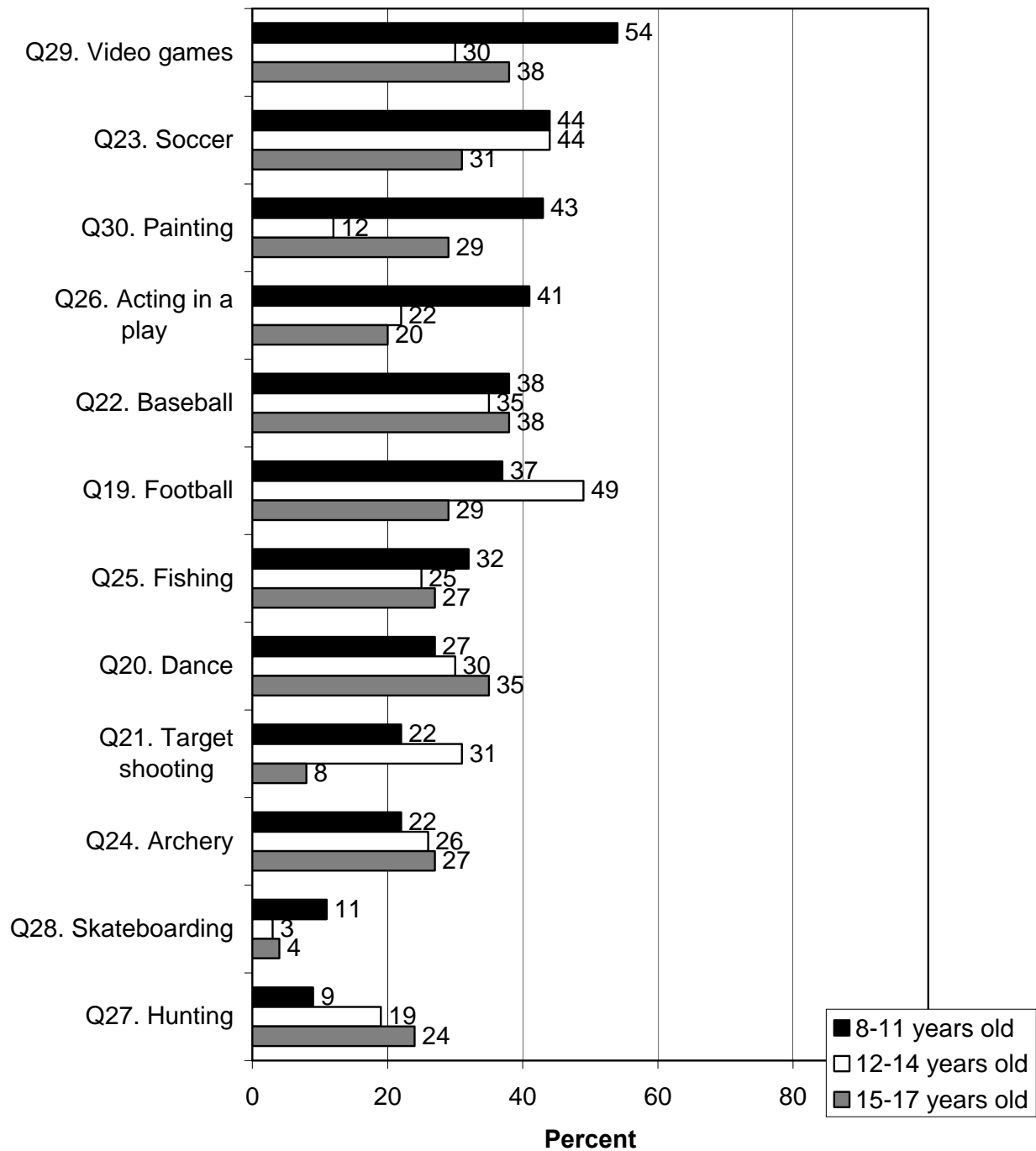


**Q119. Respondent's gender (not asked of youth;  
informed by parent).**

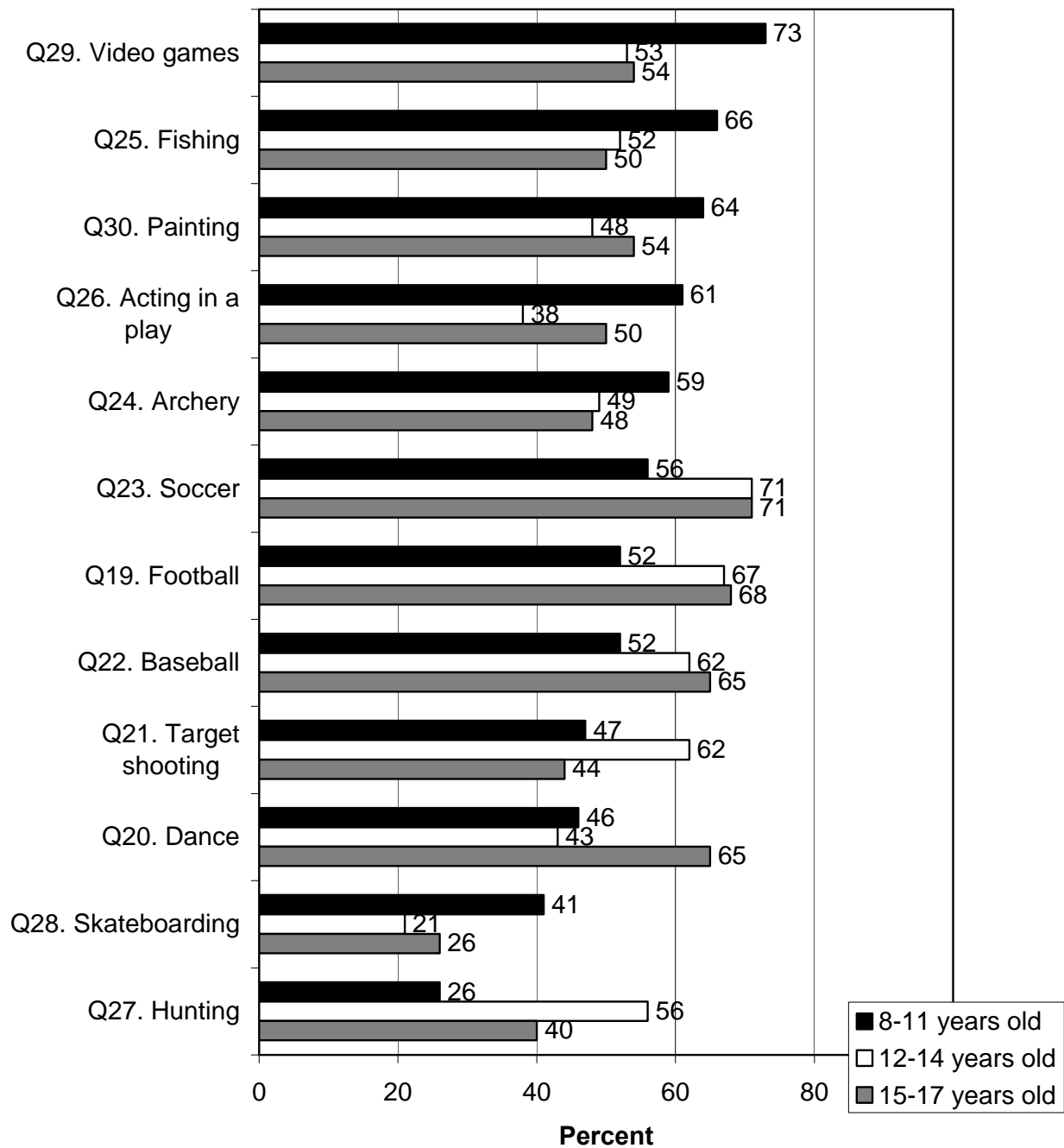




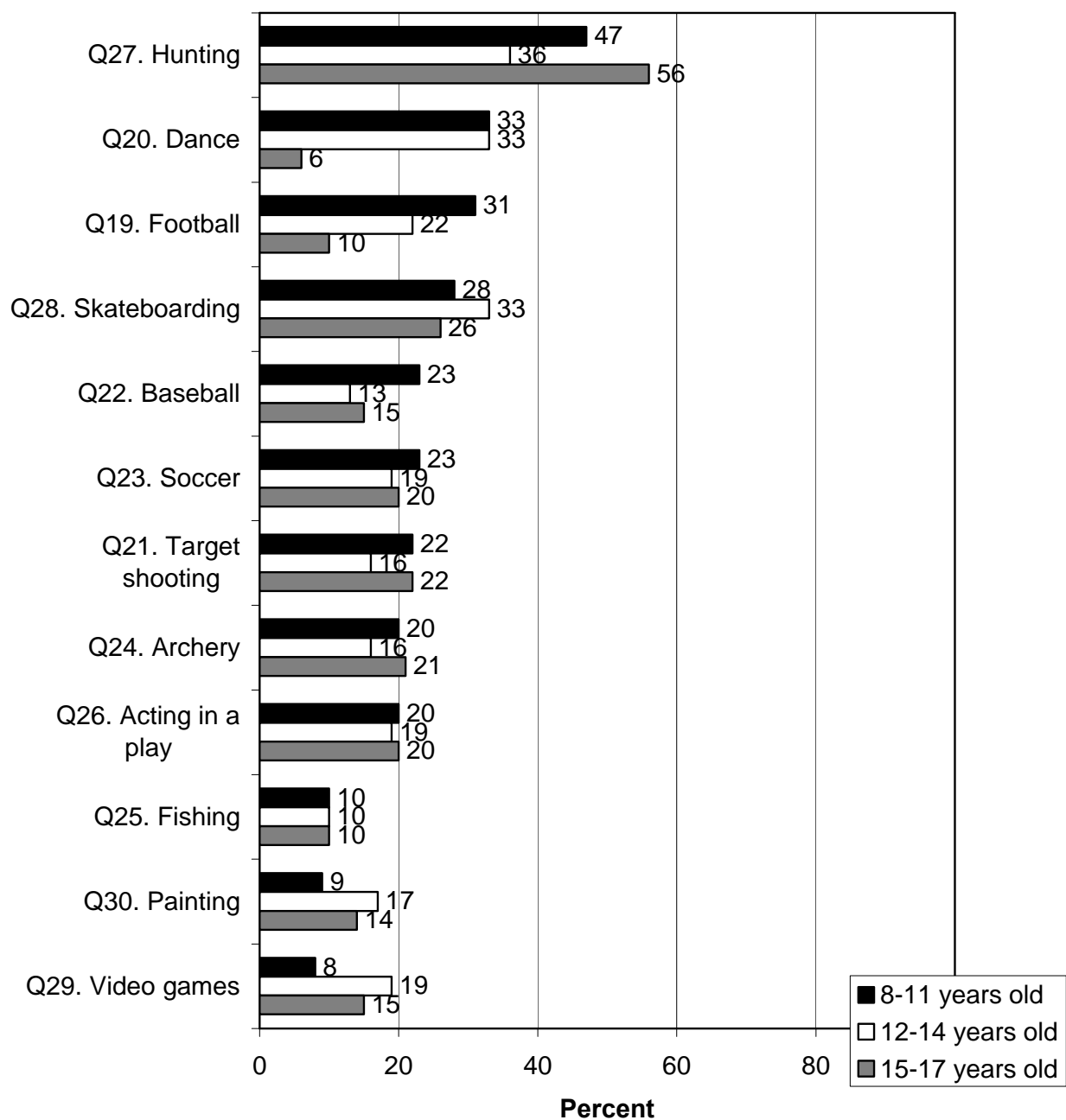
**Q19-30. Percent of respondents who indicated a strongly positive opinion about each of the following:**



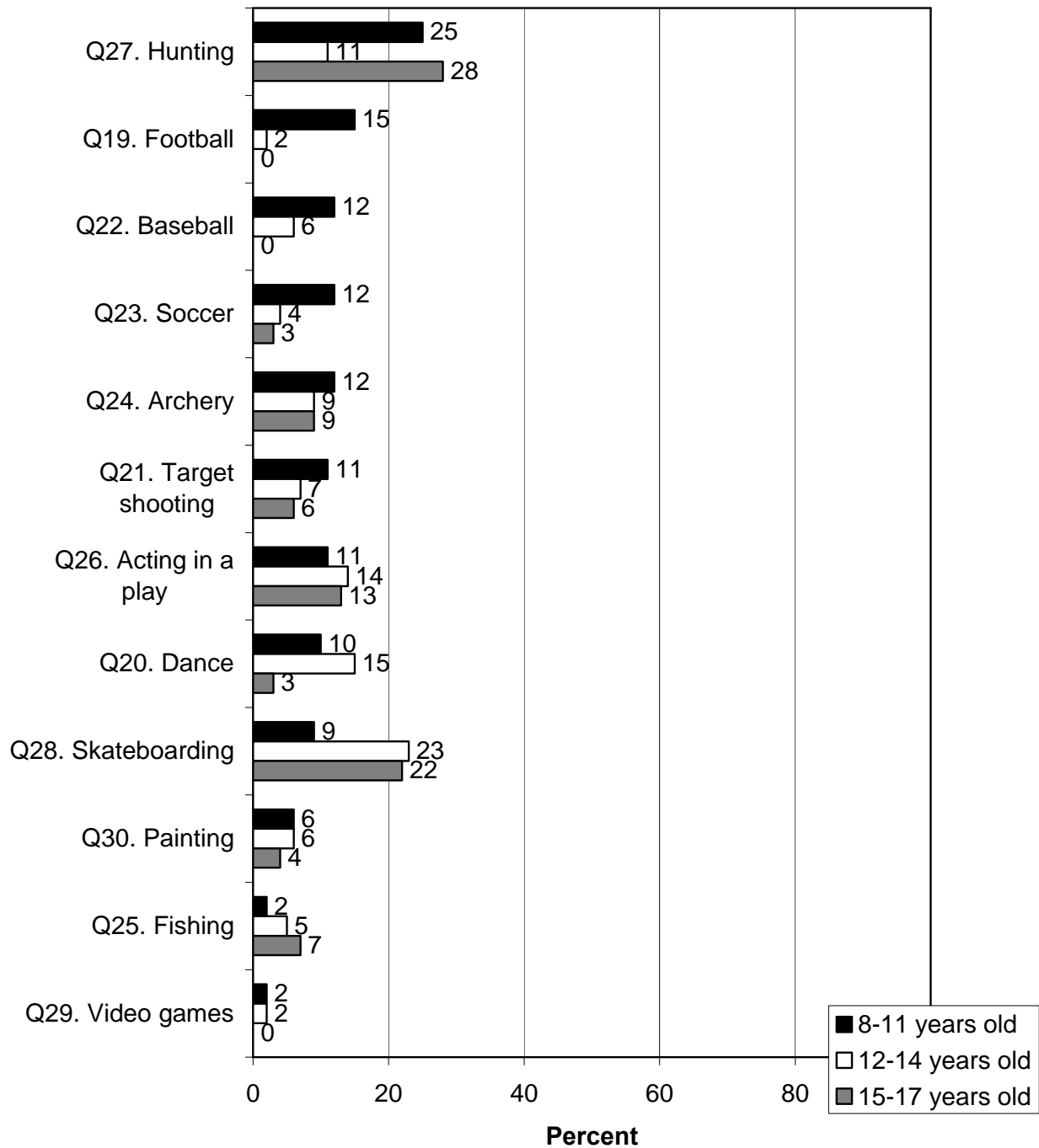
**Q19-30. Percent of respondents who indicated a strongly or moderately positive opinion about each of the following:**



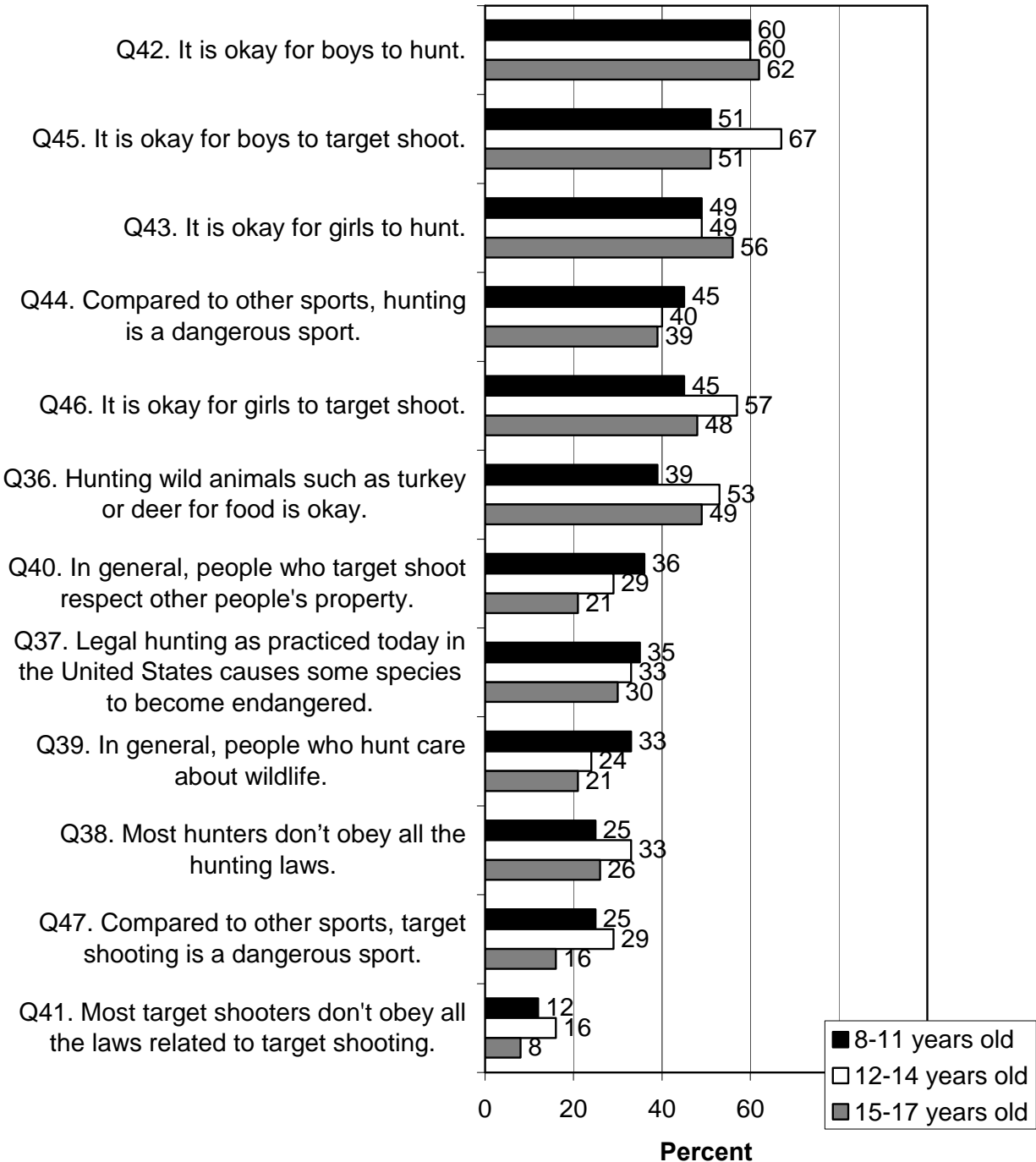
**Q19-30. Percent of respondents who indicated a strongly or moderately negative opinion about each of the following:**



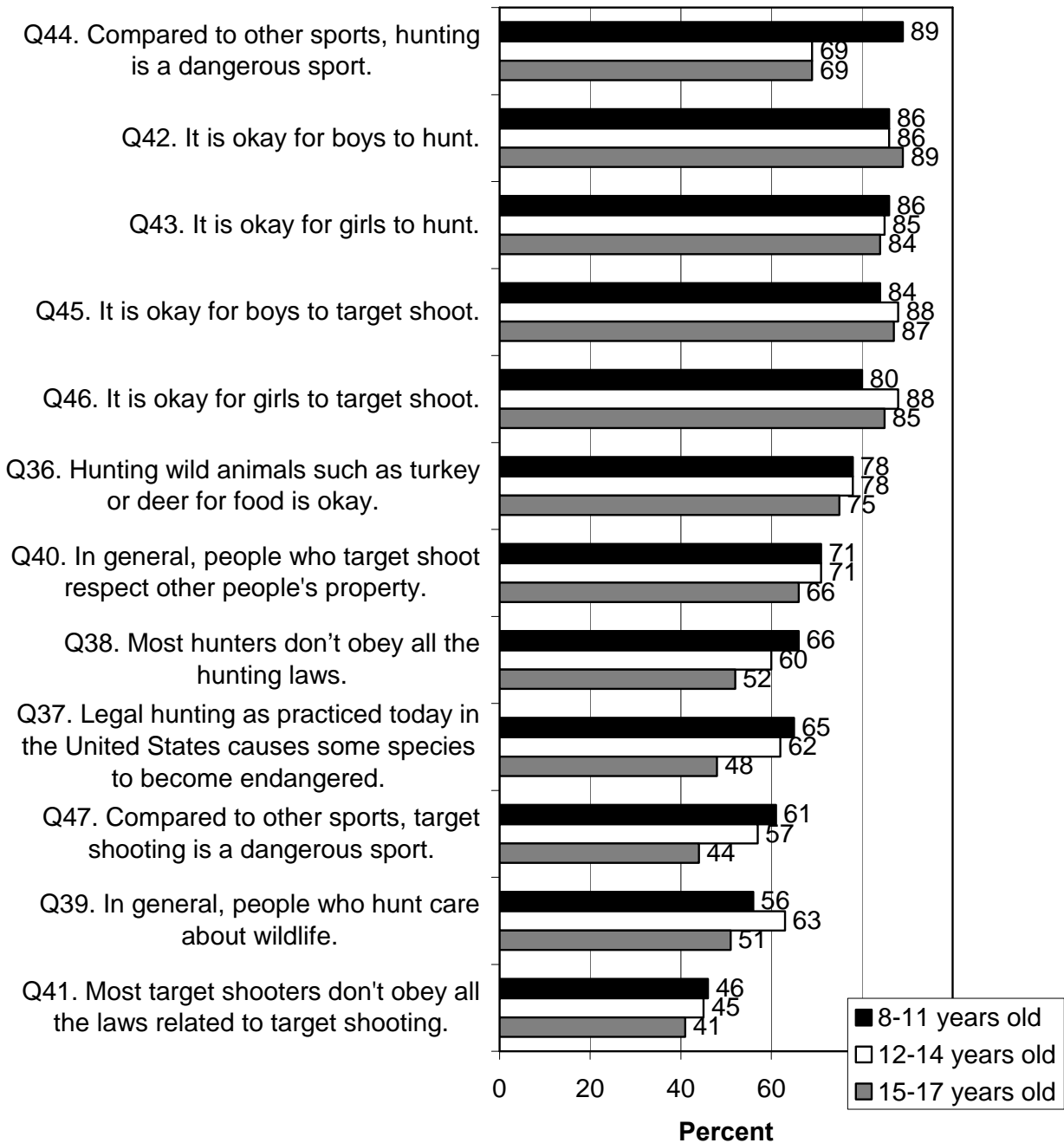
**Q19-30. Percent of respondents who indicated a strongly negative opinion about each of the following:**



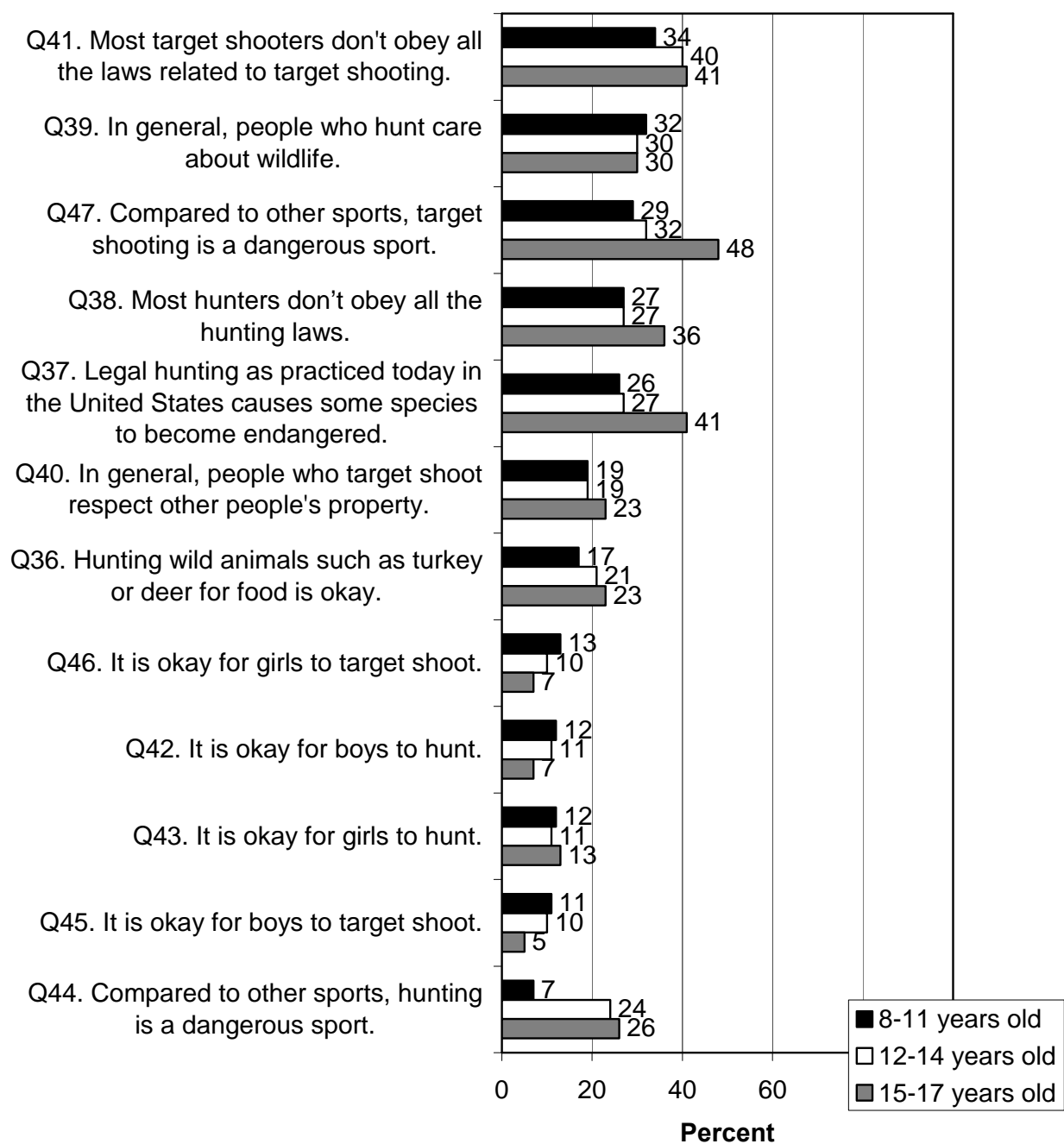
**Q36-47. Percent of respondents who strongly agree with each of the following statements:**



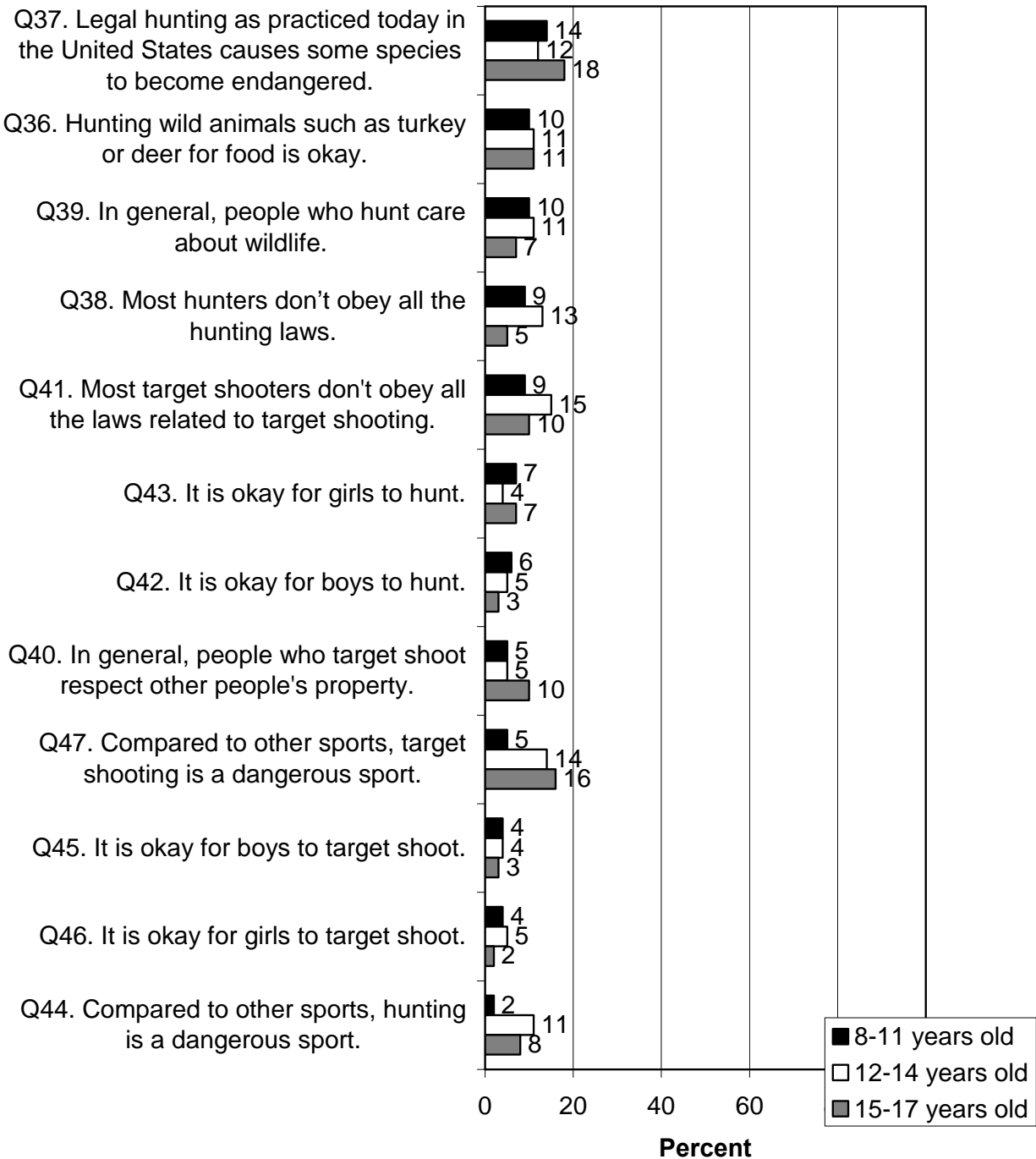
**Q36-47. Percent of respondents who strongly or moderately agree with each of the following statements:**



**Q36-47. Percent of respondents who strongly or moderately disagree with each of the following statements:**

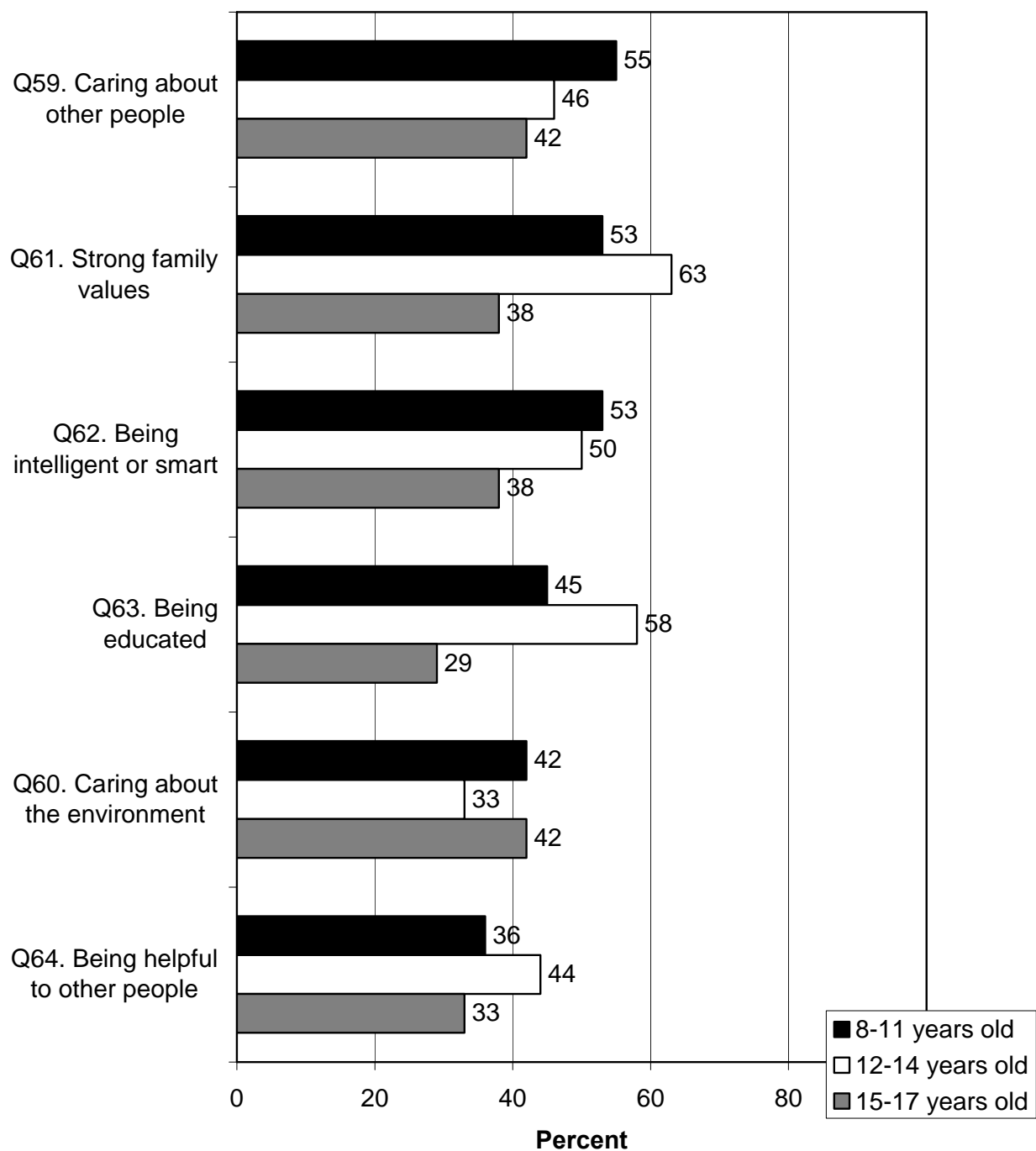


**Q36-47. Percent of respondents who strongly disagree with each of the following statements:**

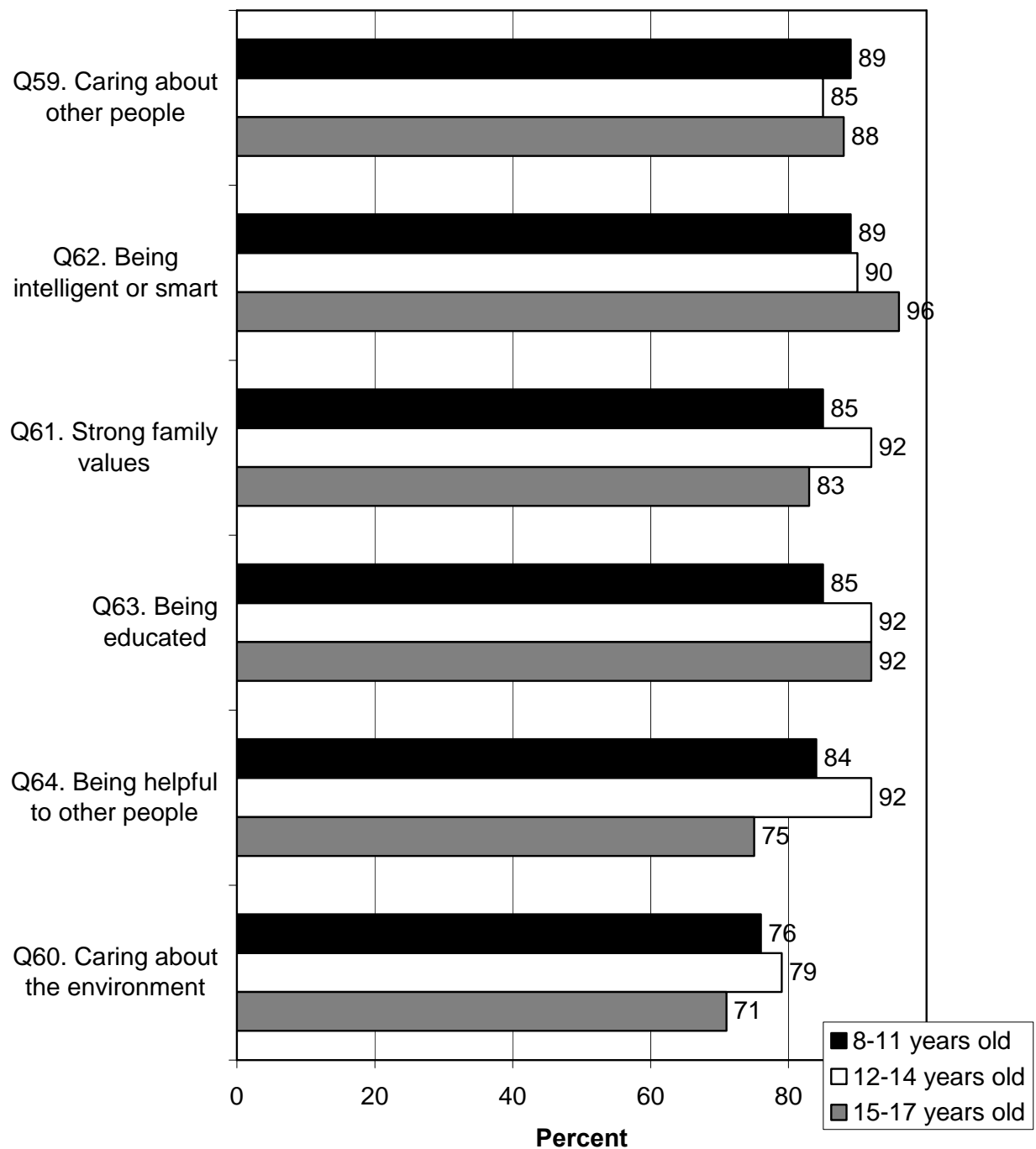




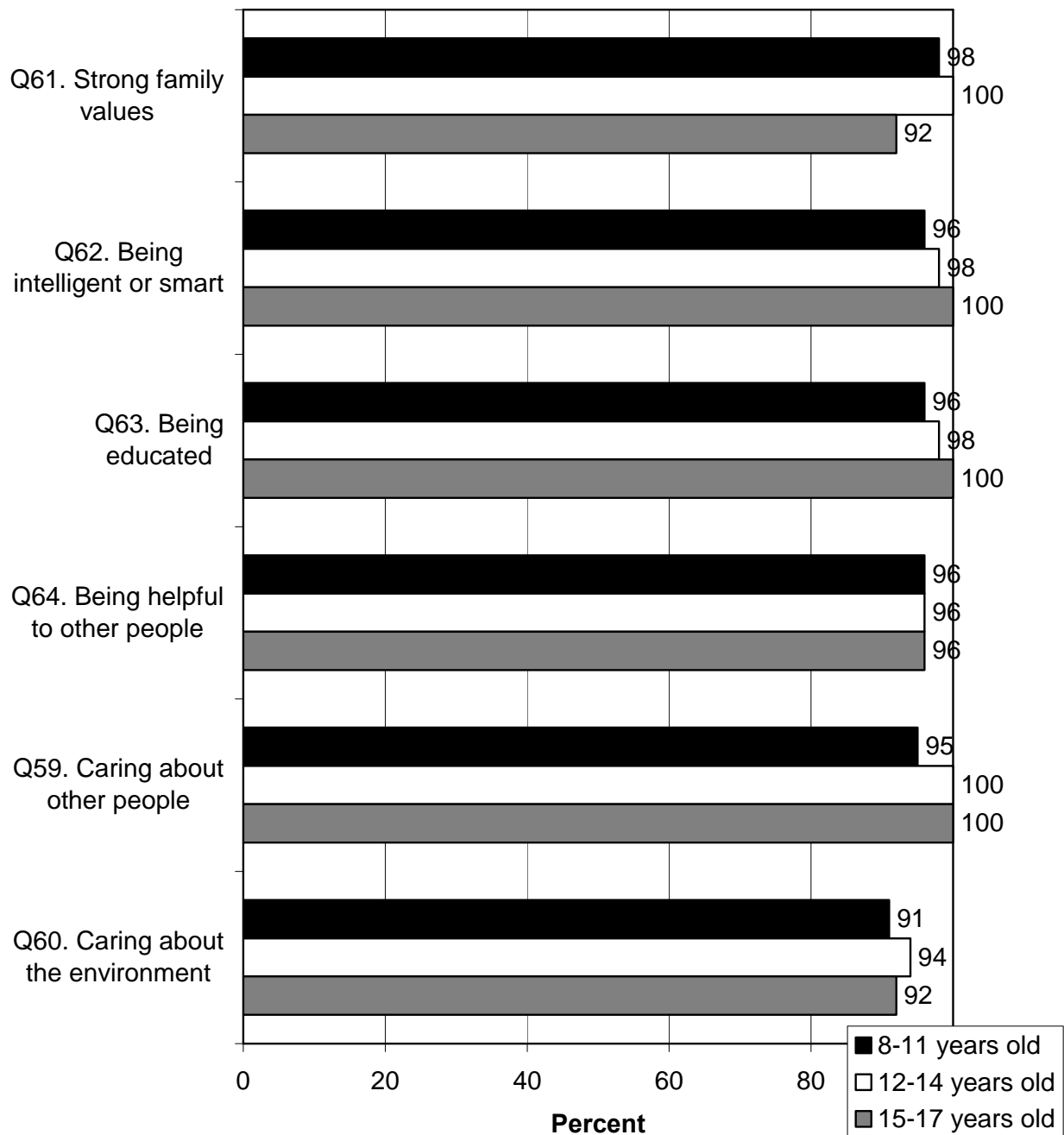
**Q59-64. Percent of respondents who think that most hunters have each of the following qualities:**



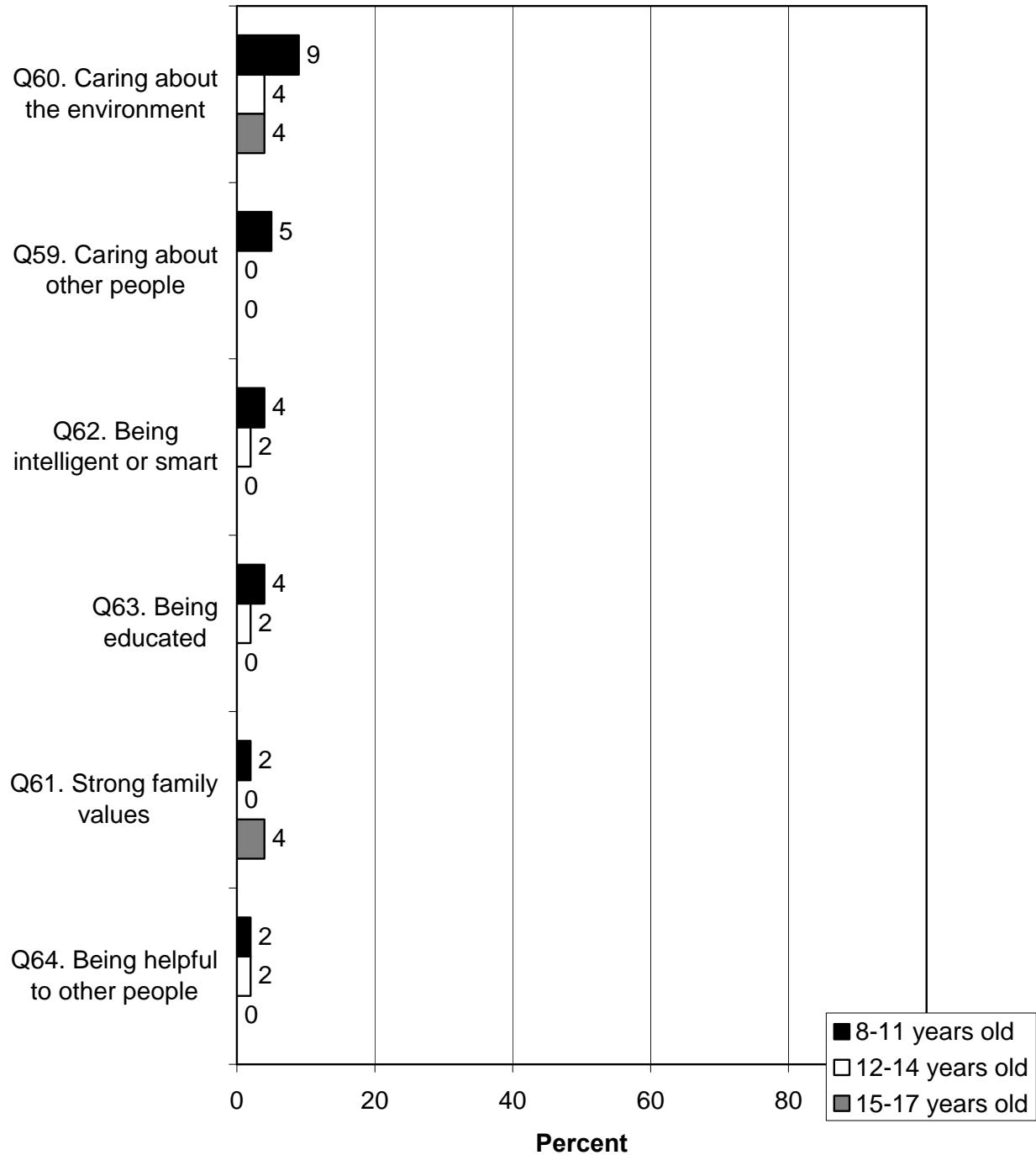
**Q59-64. Percent of respondents who think that most or some hunters have each of the following qualities:**



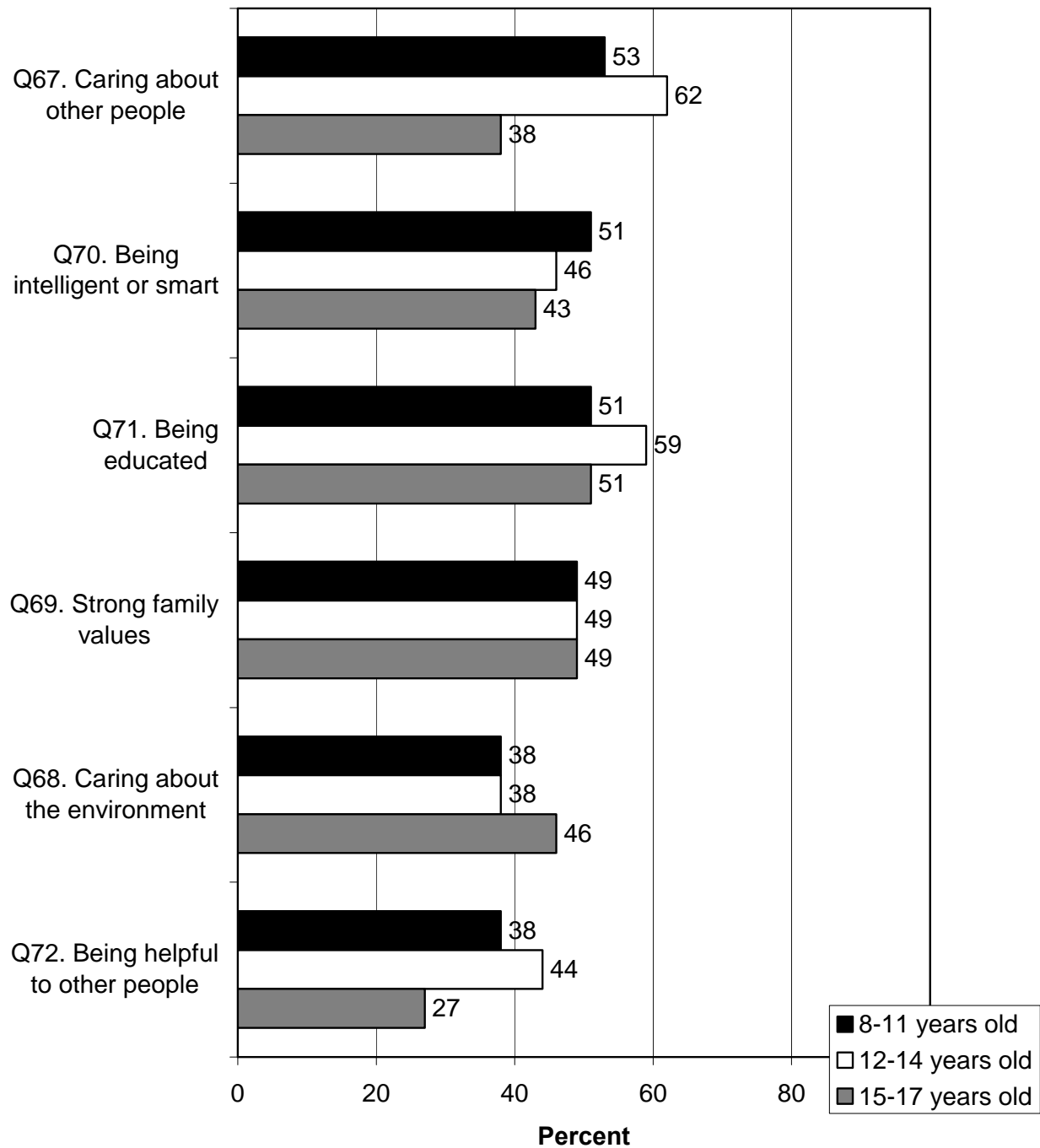
**Q59-64. Percent of respondents who think that most, some, or a few hunters have each of the following qualities:**



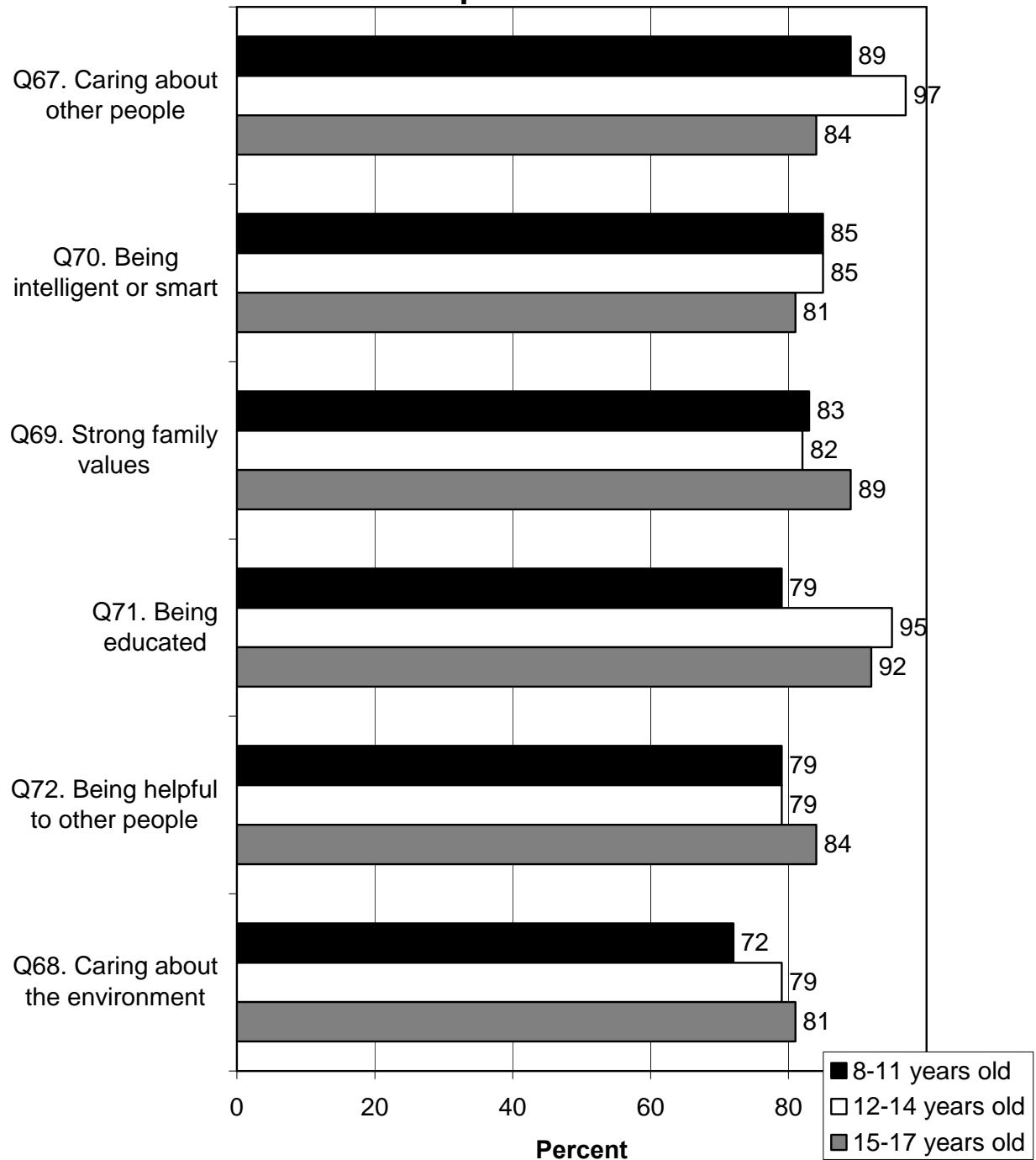
**Q59-64. Percent of respondents who think that no hunters have each of the following qualities:**



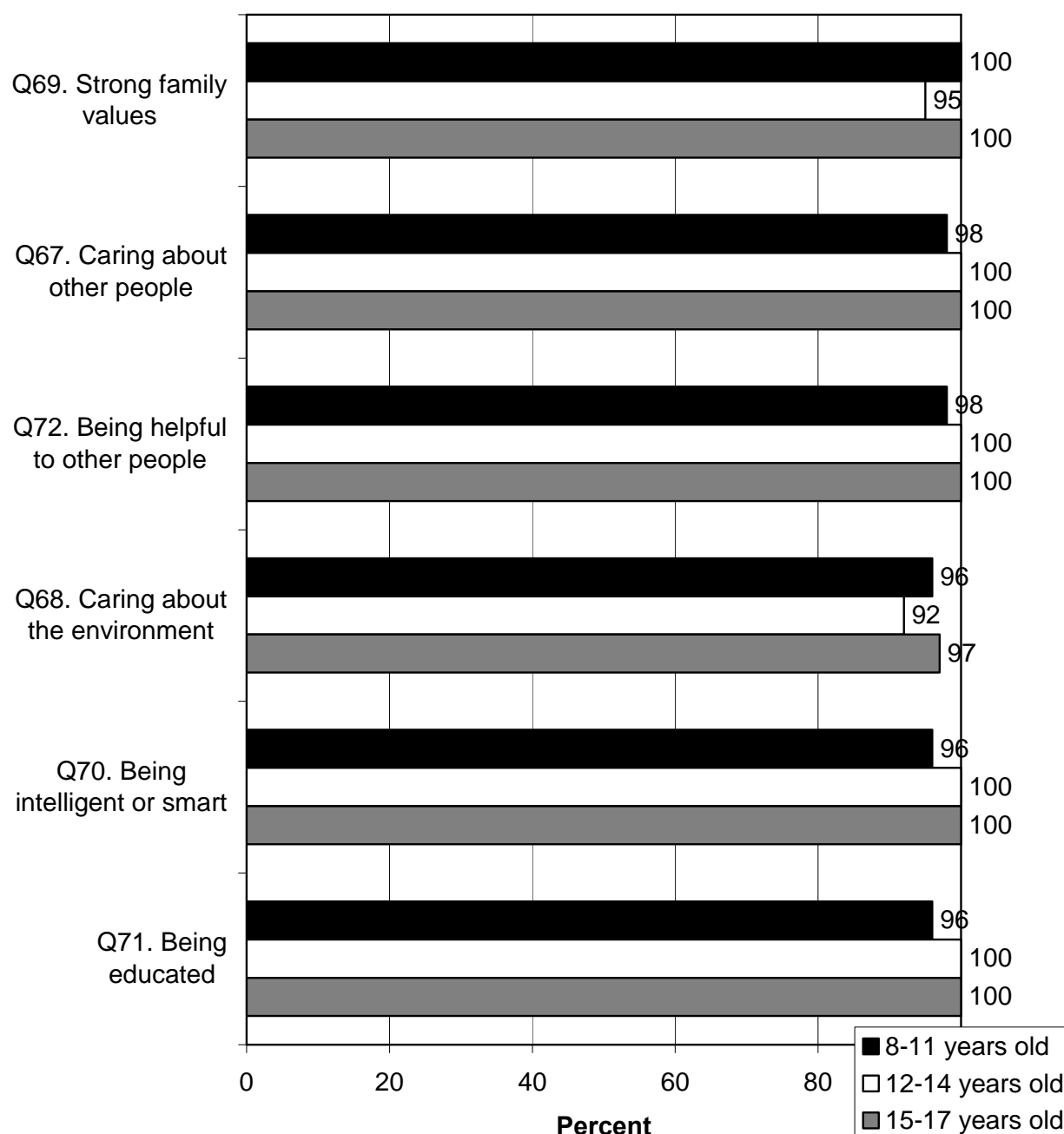
**Q67-72. Percent of respondents who think that most shooters have each of the following qualities:**



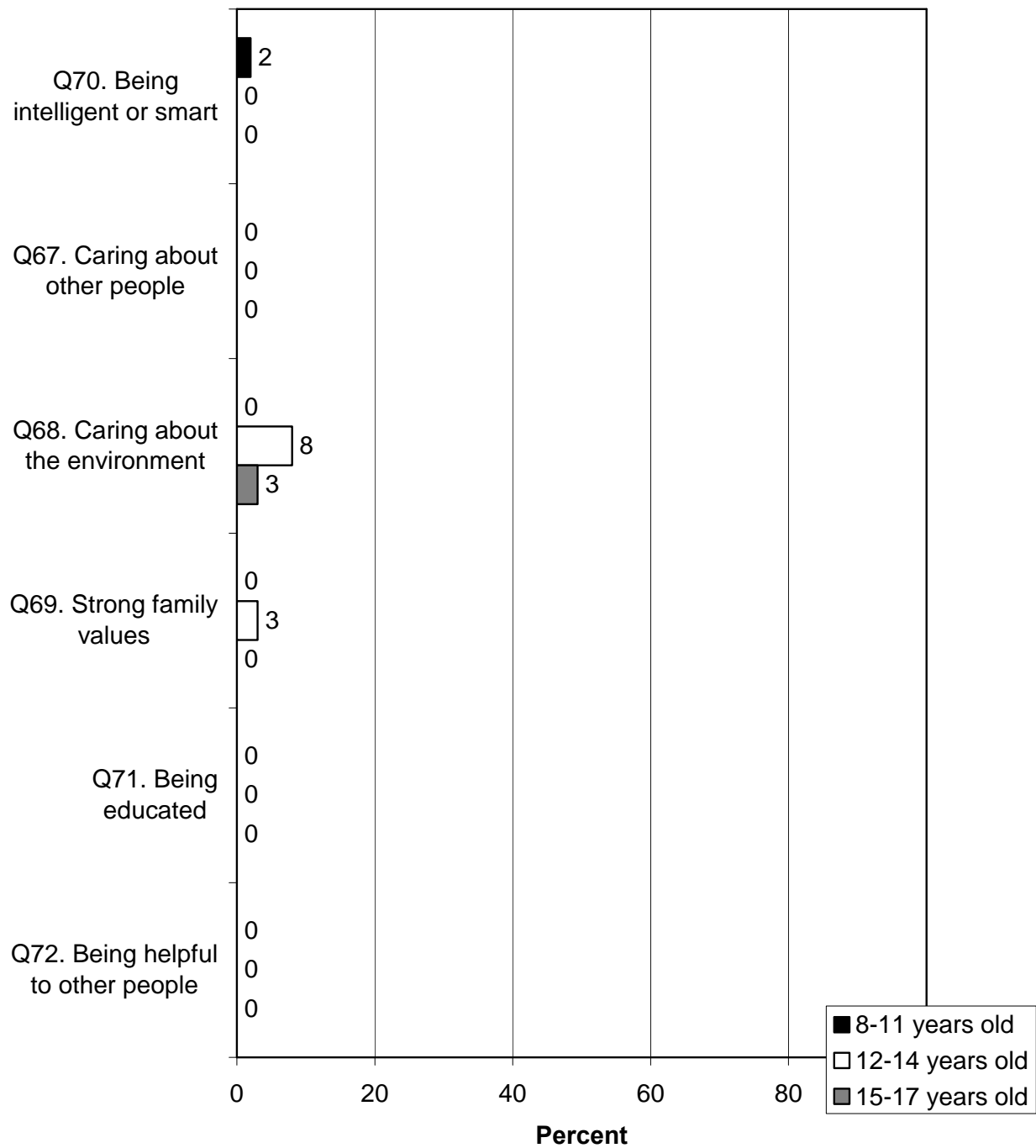
**Q67-72. Percent of respondents who think that most or some shooters have each of the following qualities:**



**Q67-72. Percent of respondents who think that most, some, or a few shooters have each of the following qualities:**

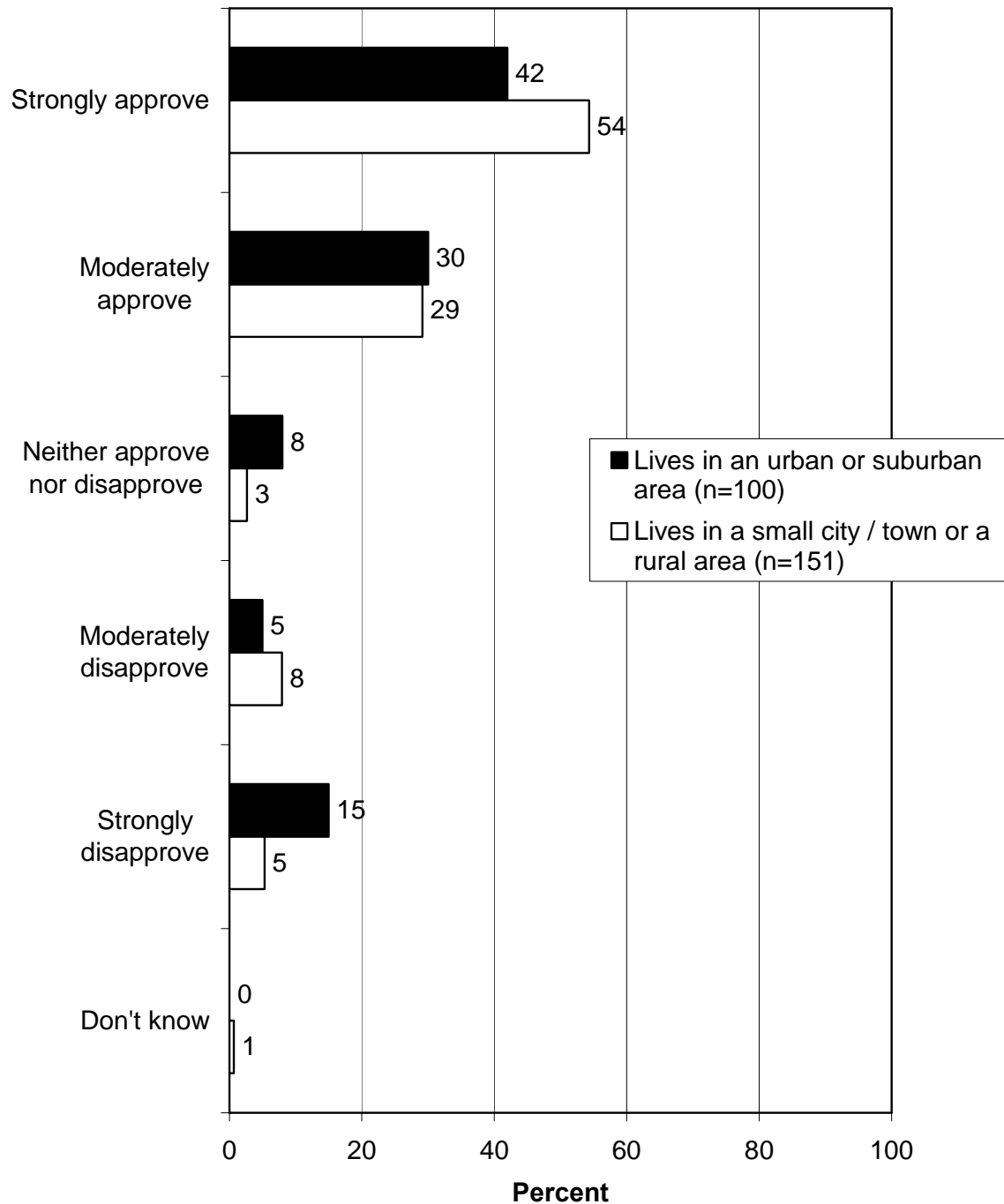


**Q67-72. Percent of respondents who think that no shooters have each of the following qualities:**

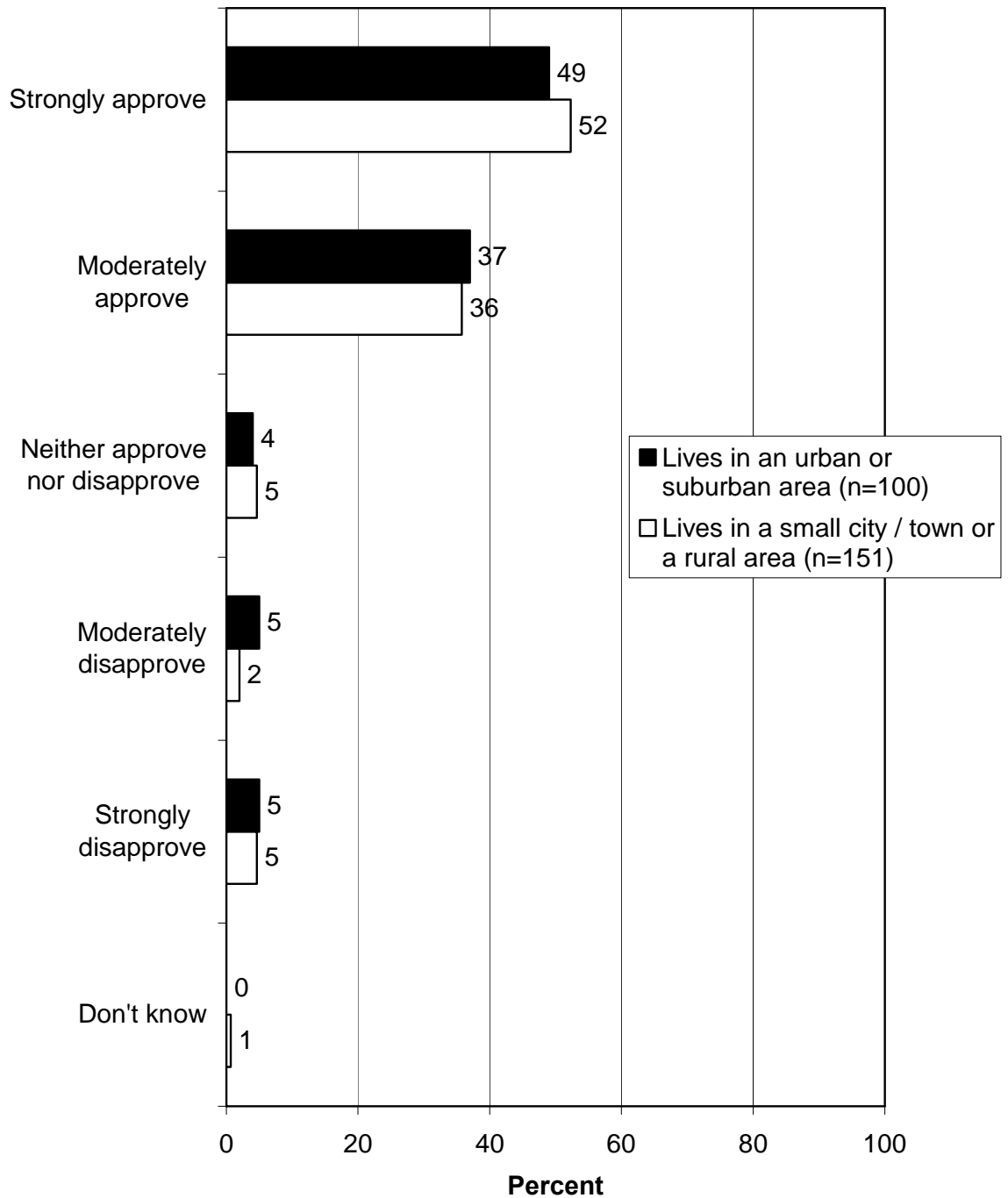




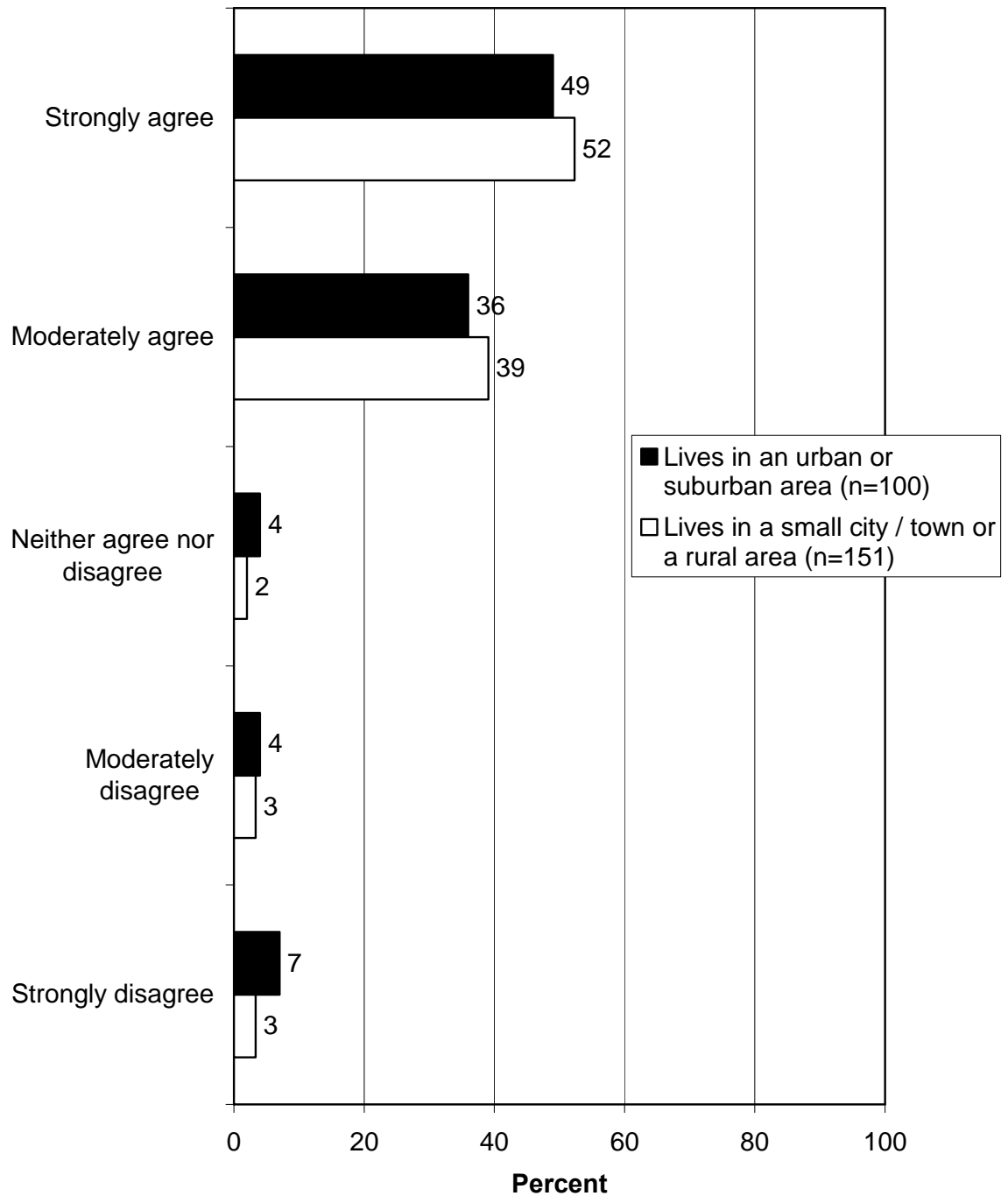
**Q52. In general, do you approve or disapprove of hunting when it is legal to do so?**



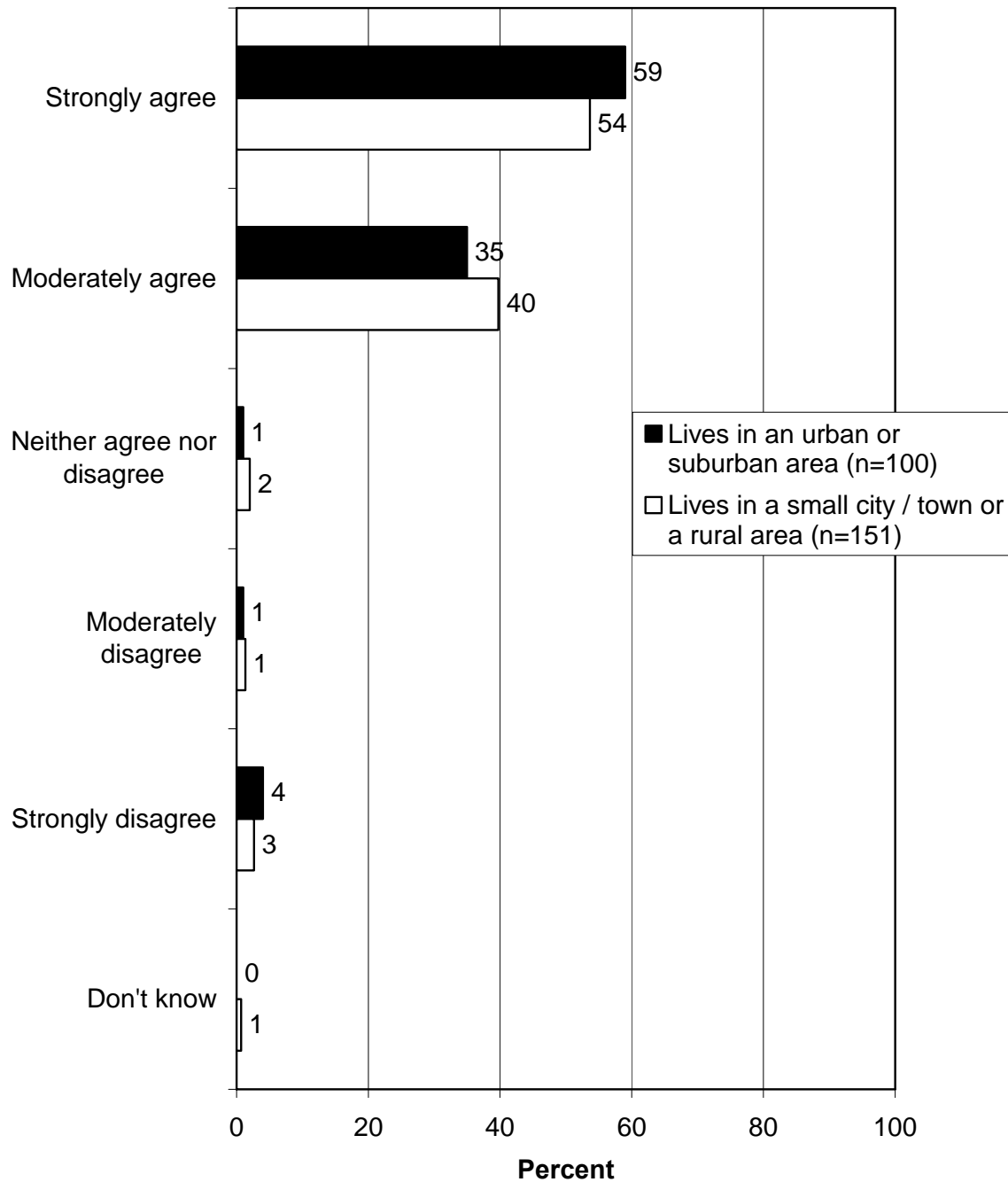
**Q53. In general, do you approve or disapprove of target shooting when it is legal to do so?**



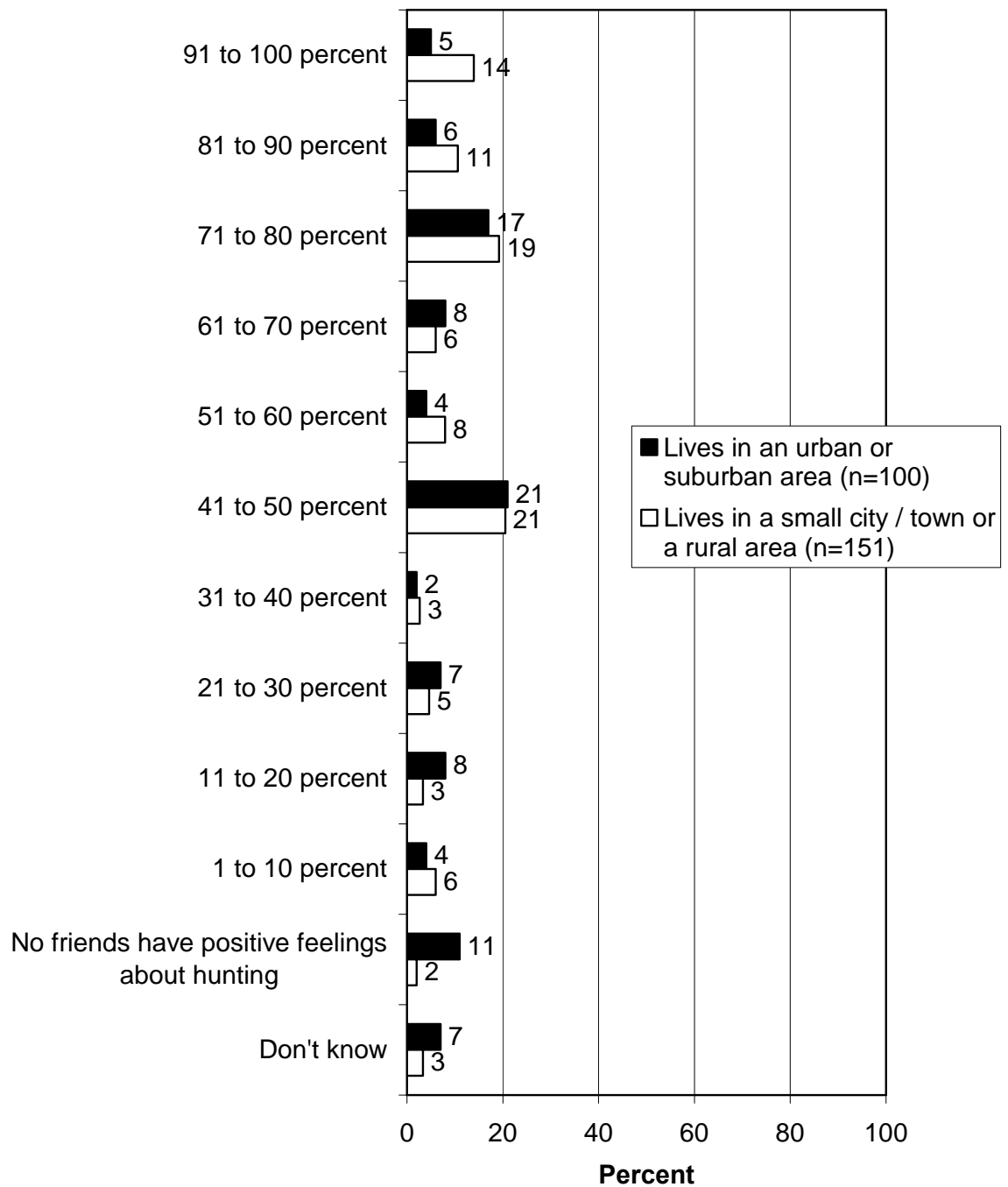
**Q54. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to hunt?**



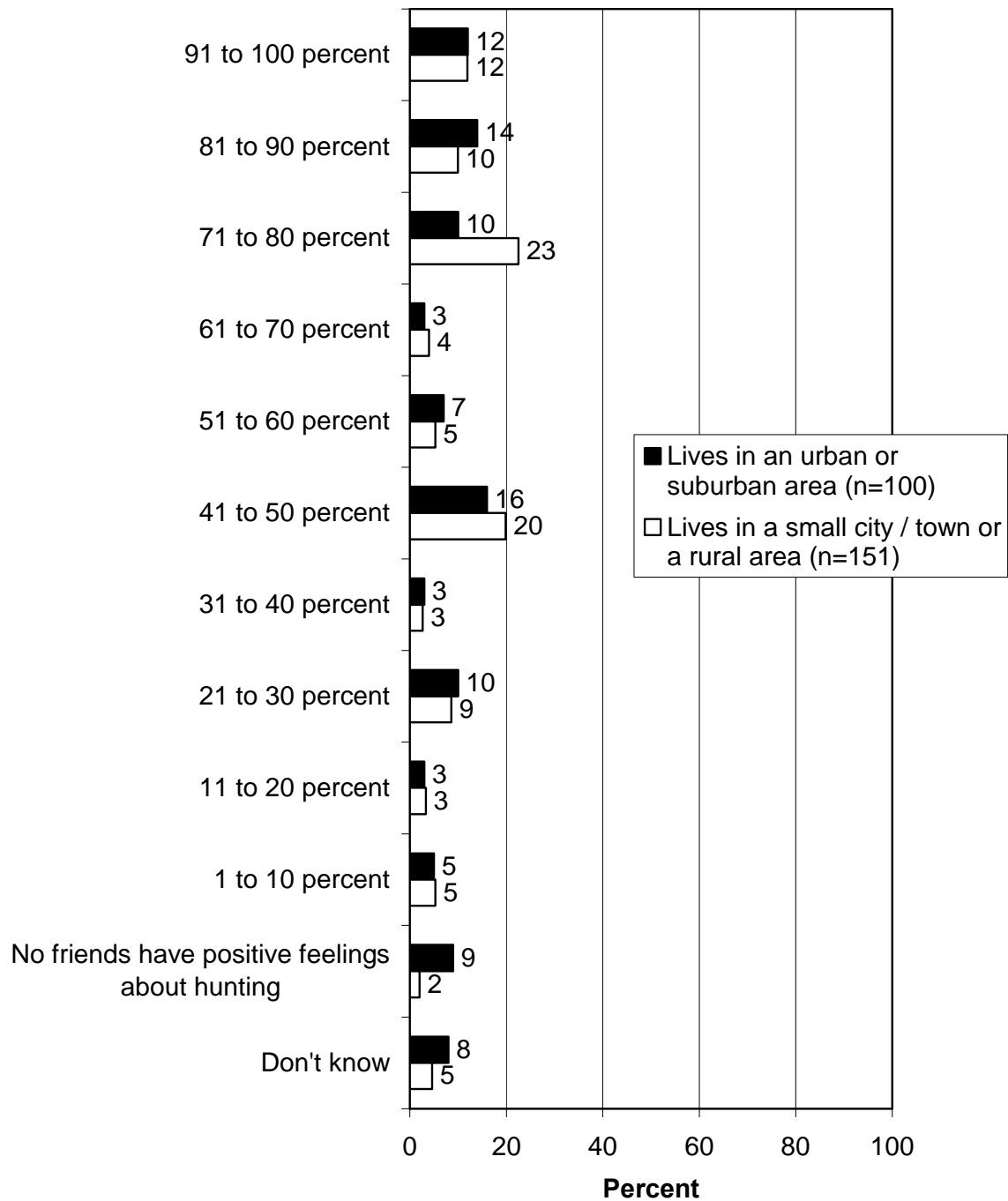
**Q55. Regardless of your personal opinion, do you agree or disagree that other people should be allowed to target shoot?**



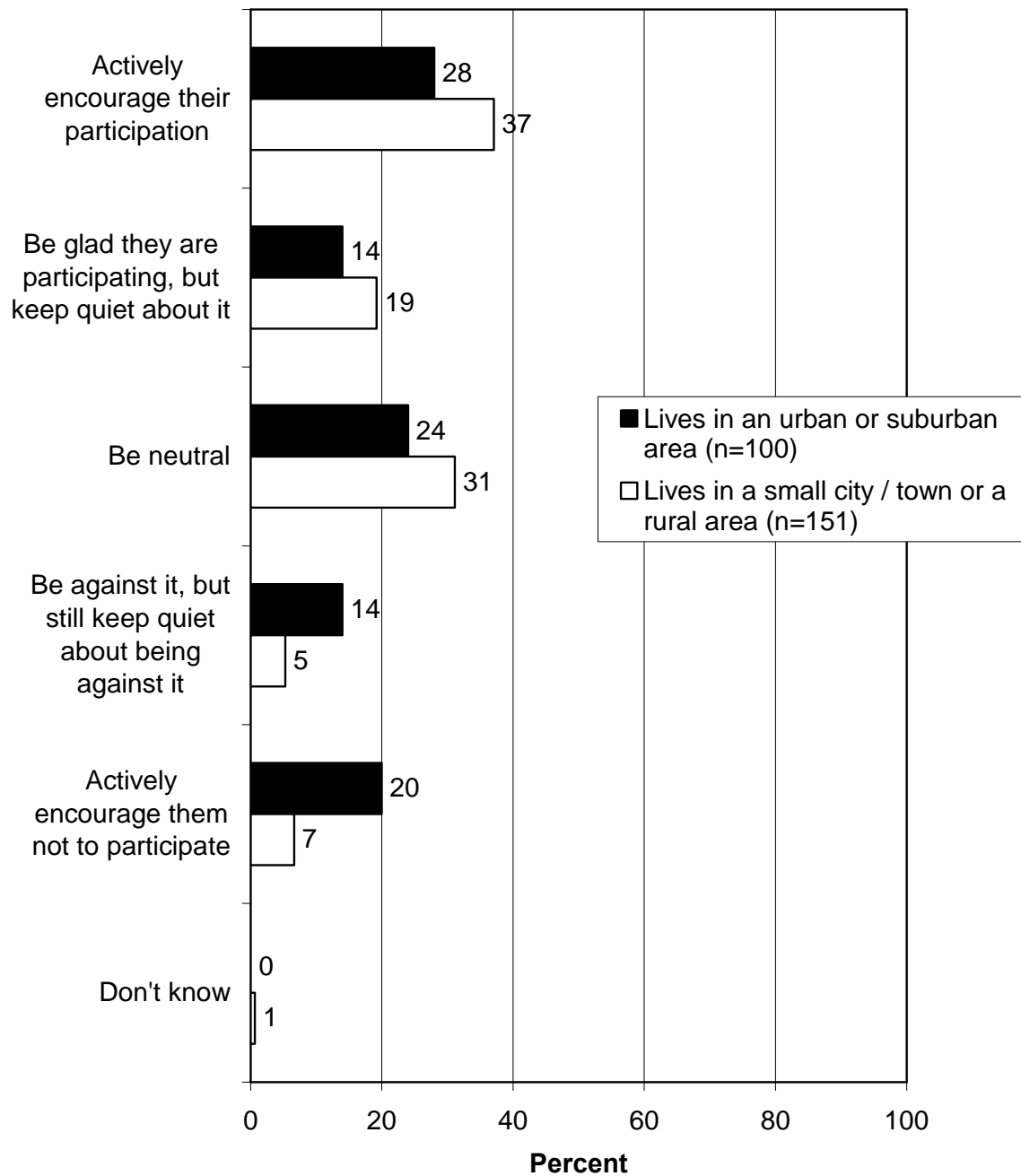
**Q73. What proportion of your friends do you think have positive feelings about hunting?**



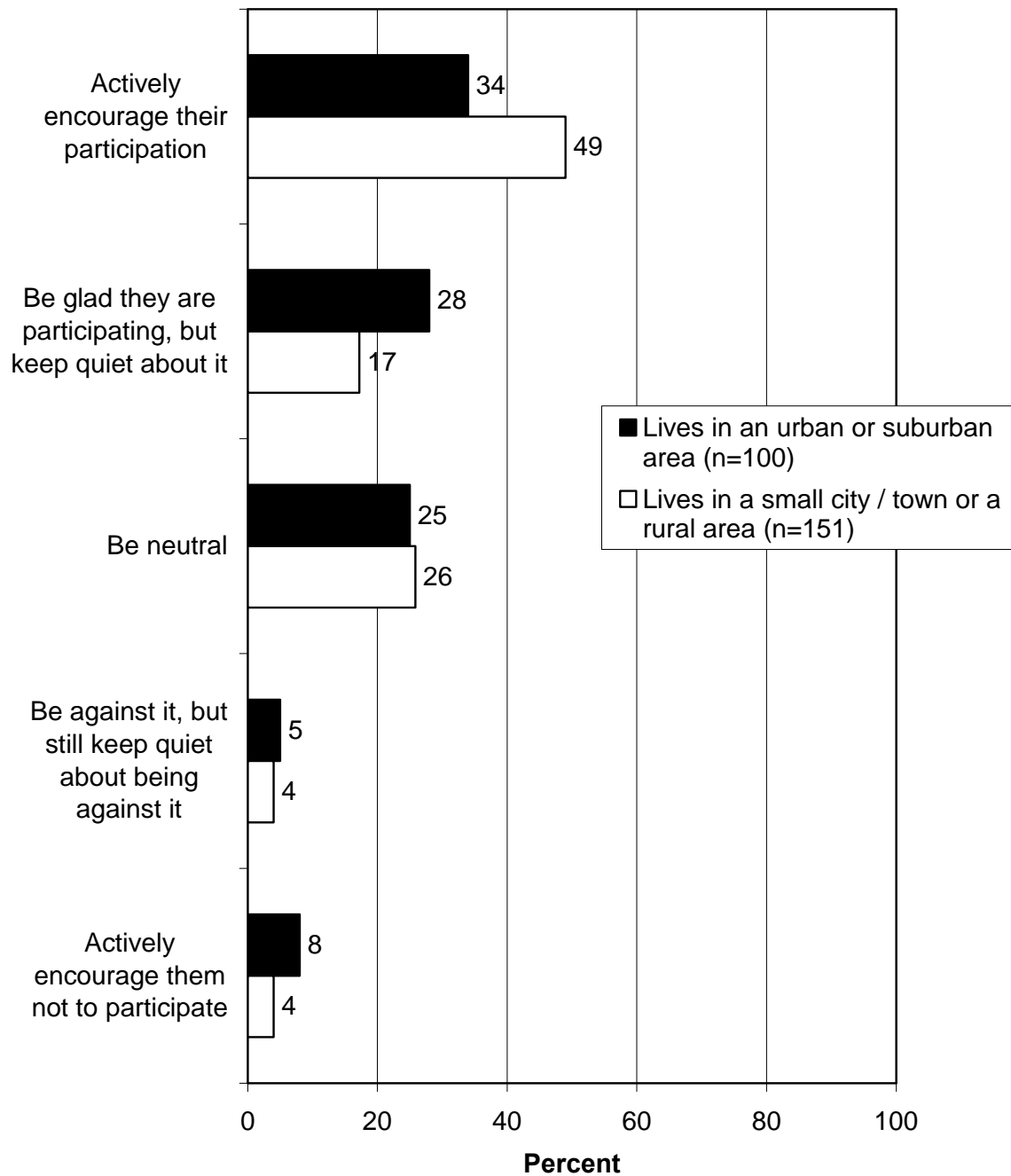
**Q76. What proportion of your friends do you think have positive feelings about target shooting?**



**Q79. If your friends told you they were going to participate in hunting, which of the following best describes your reaction? Would you...?**

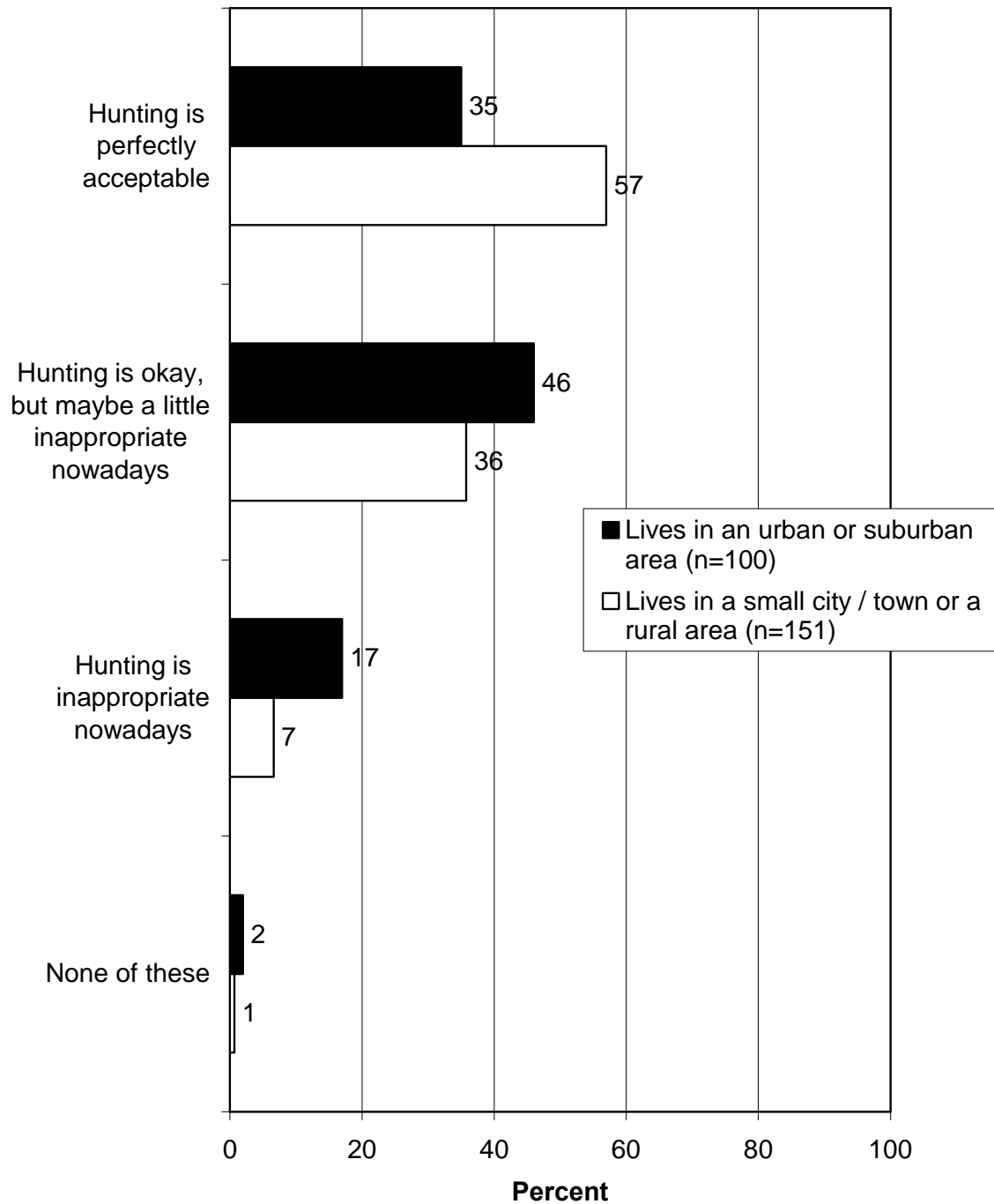


**Q80. If your friends told you they were going to participate in target shooting, which of the following best describes your reaction? Would you...?**

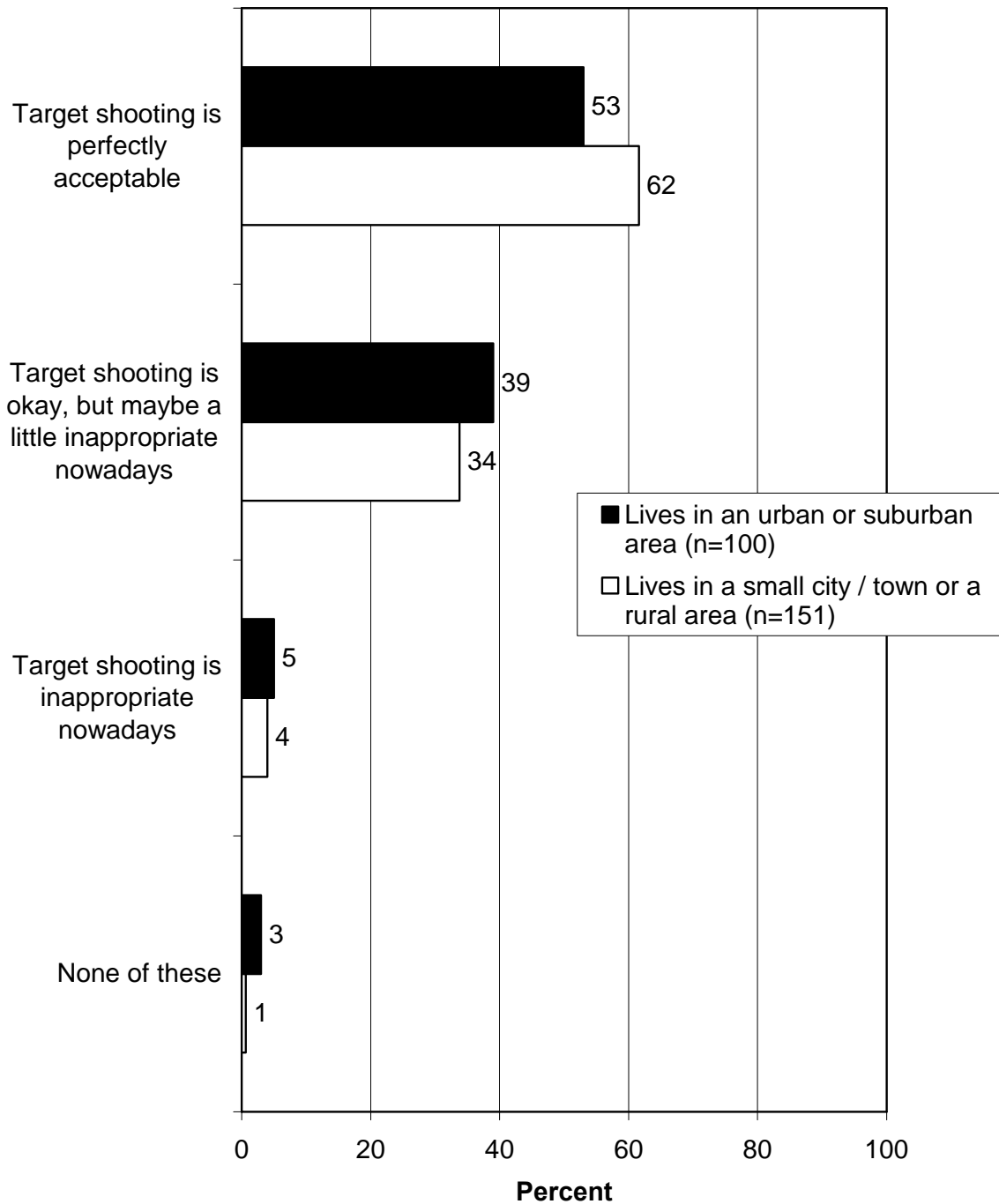




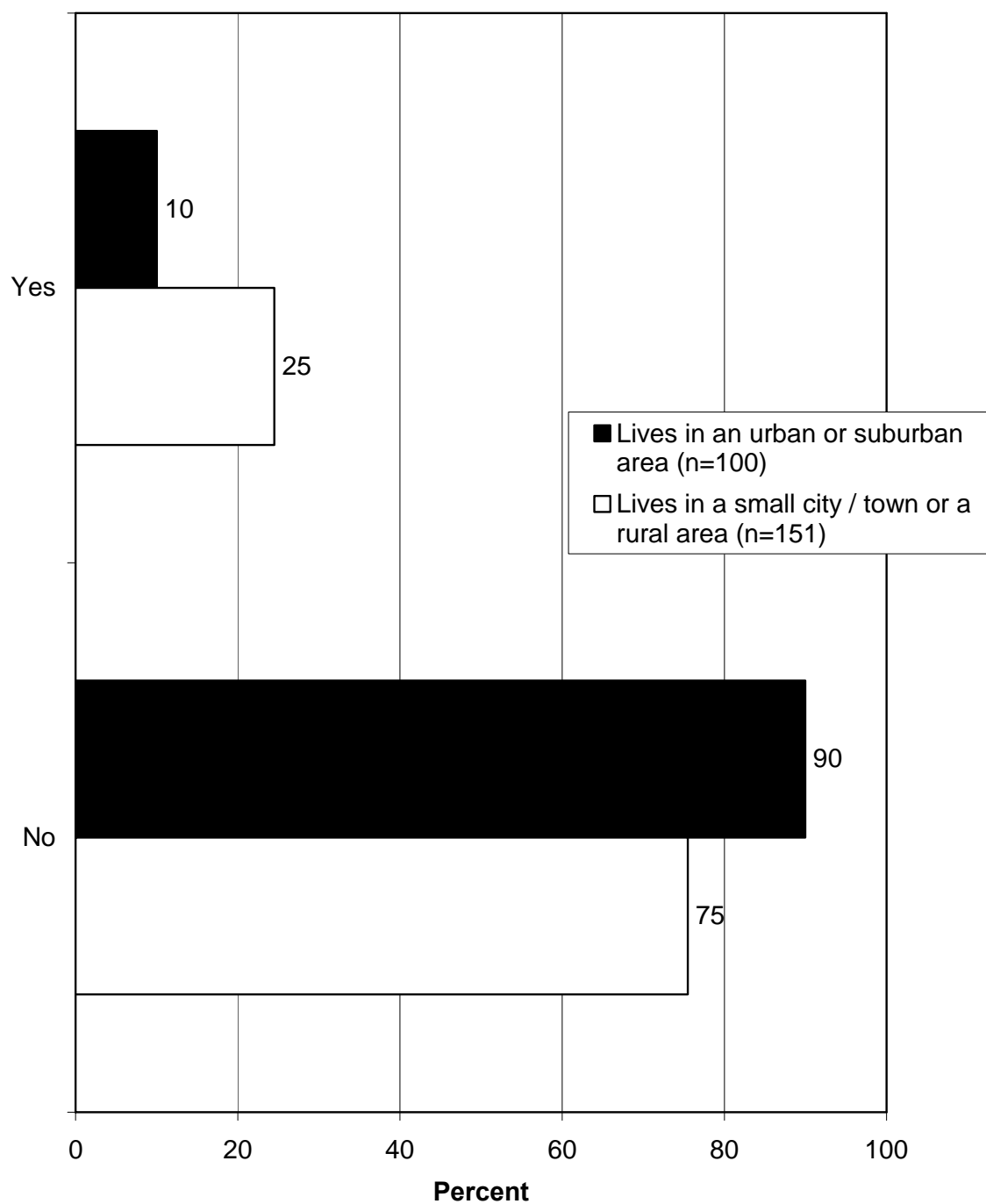
**Q82. Which of the following statements best describes your opinion of hunting?**

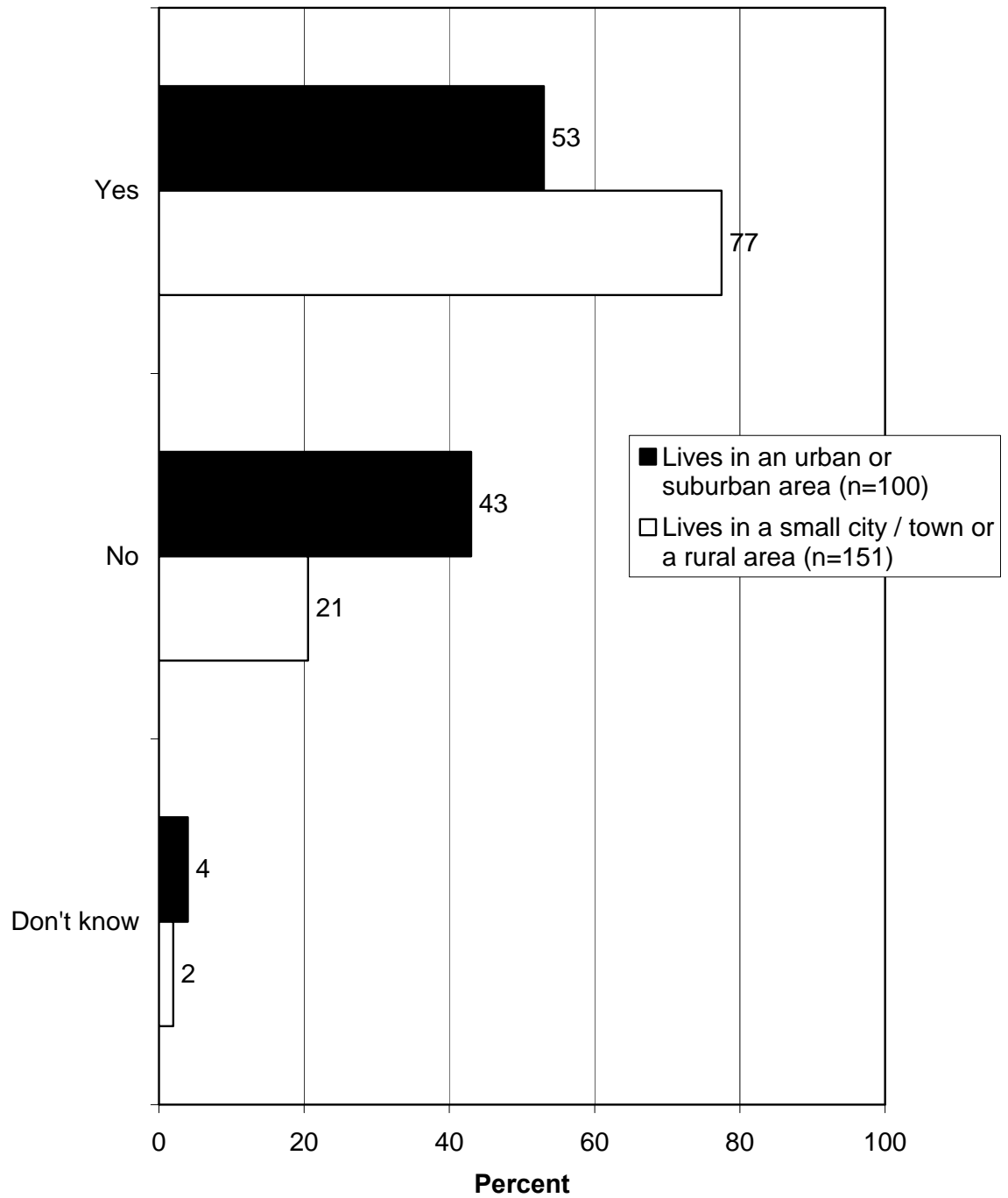


**Q83. Which of the following statements best describes your opinion of target shooting?**

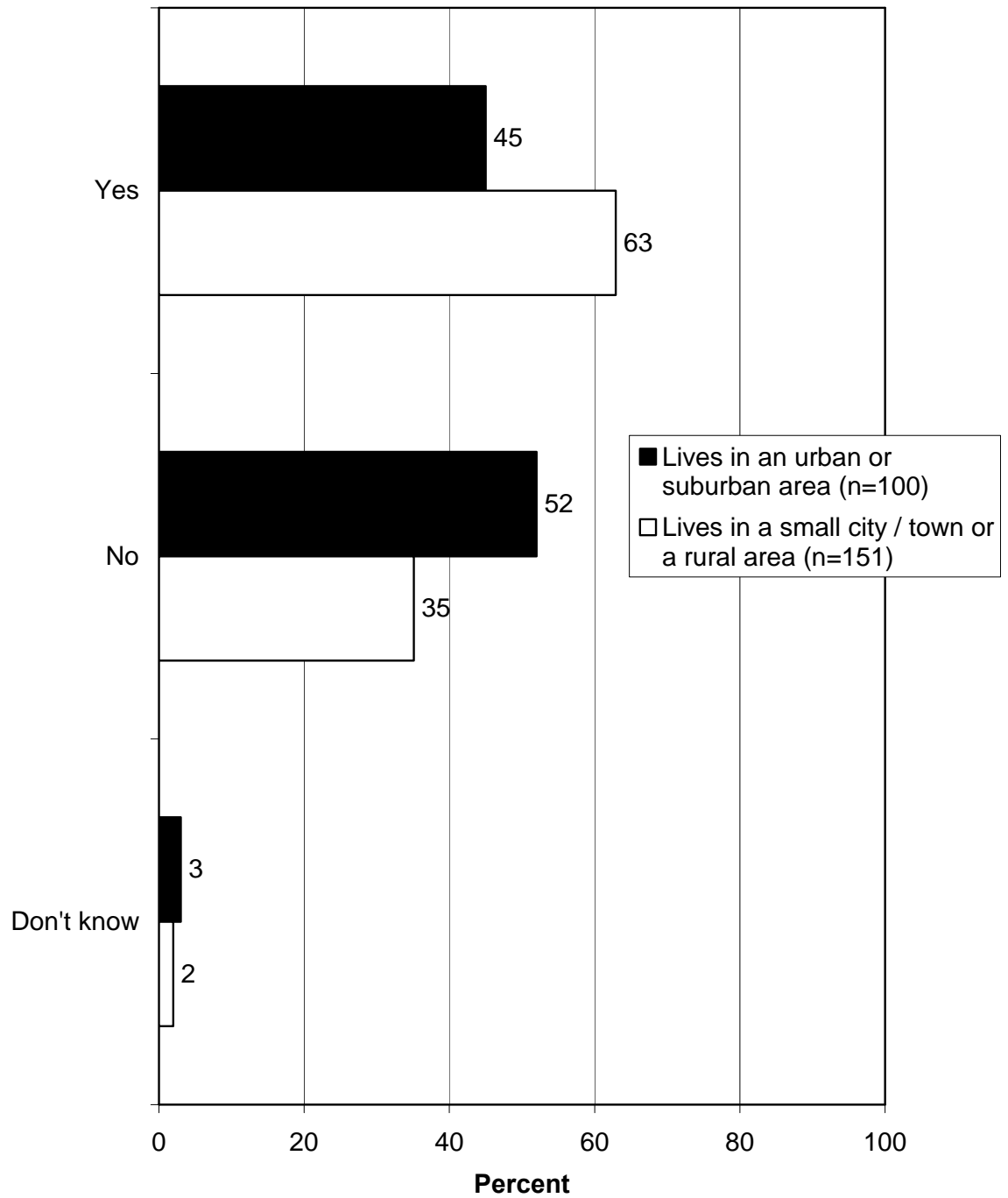


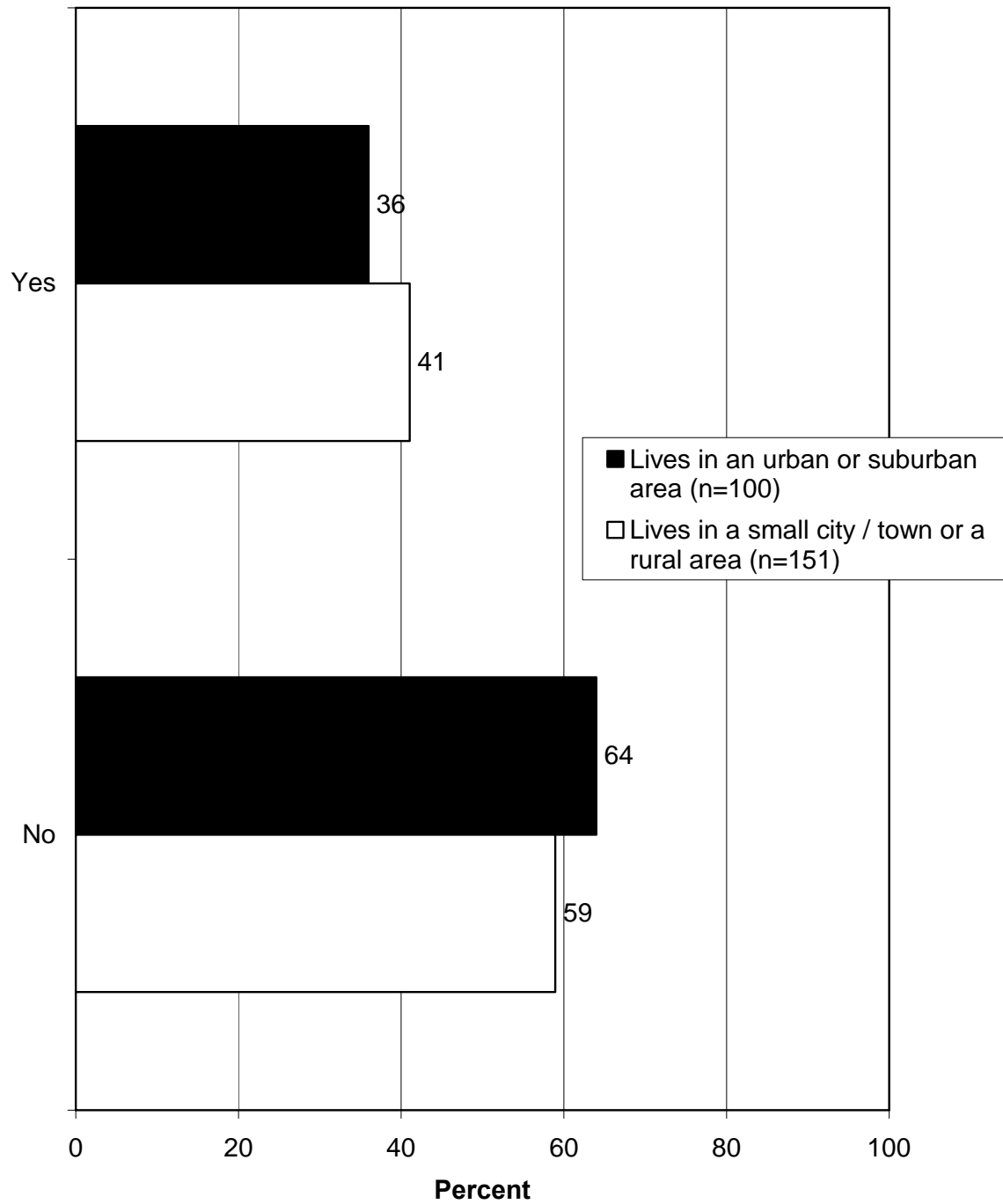
### Q84. Do you personally hunt?



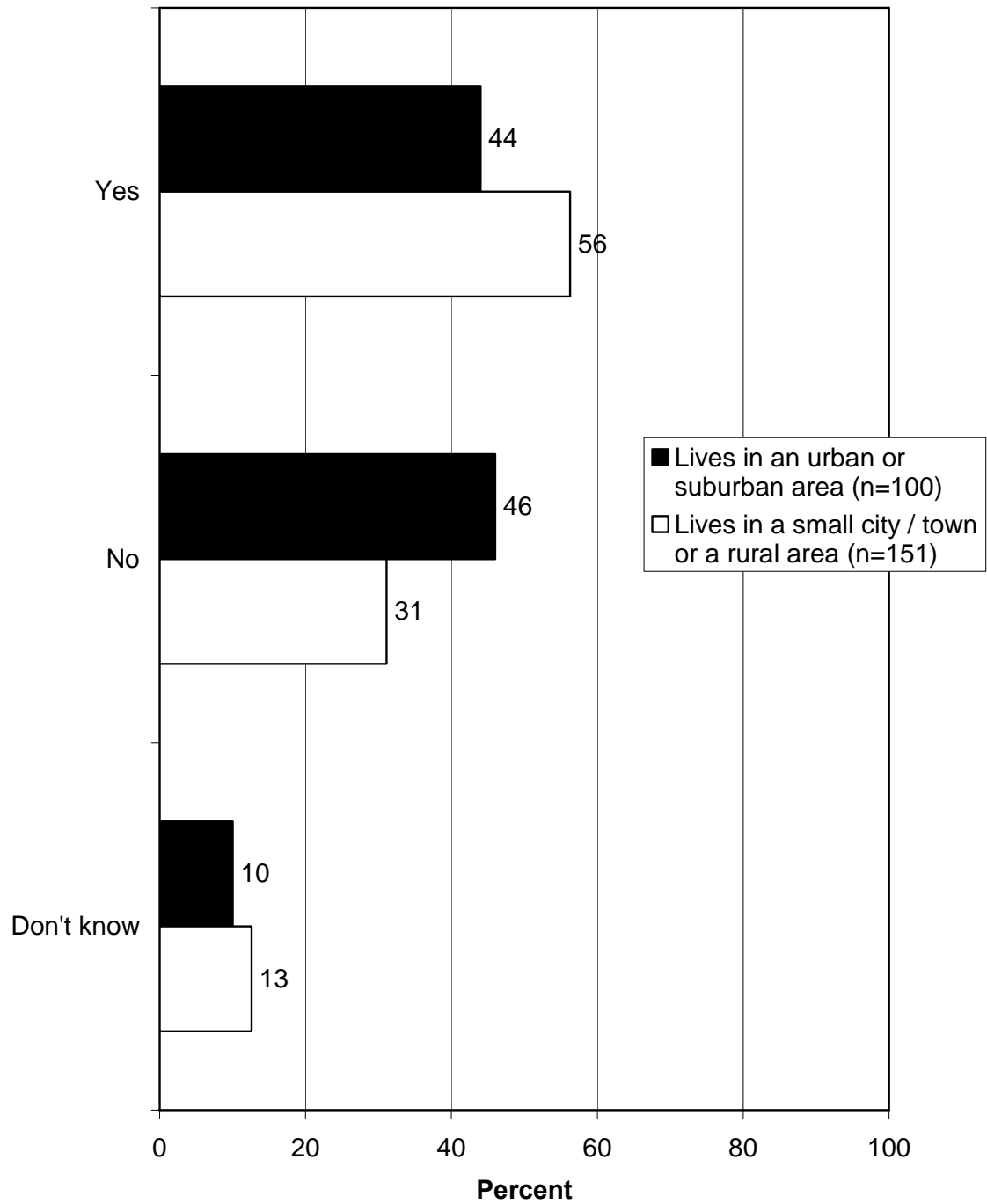
**Q85. Do any of your friends hunt?**

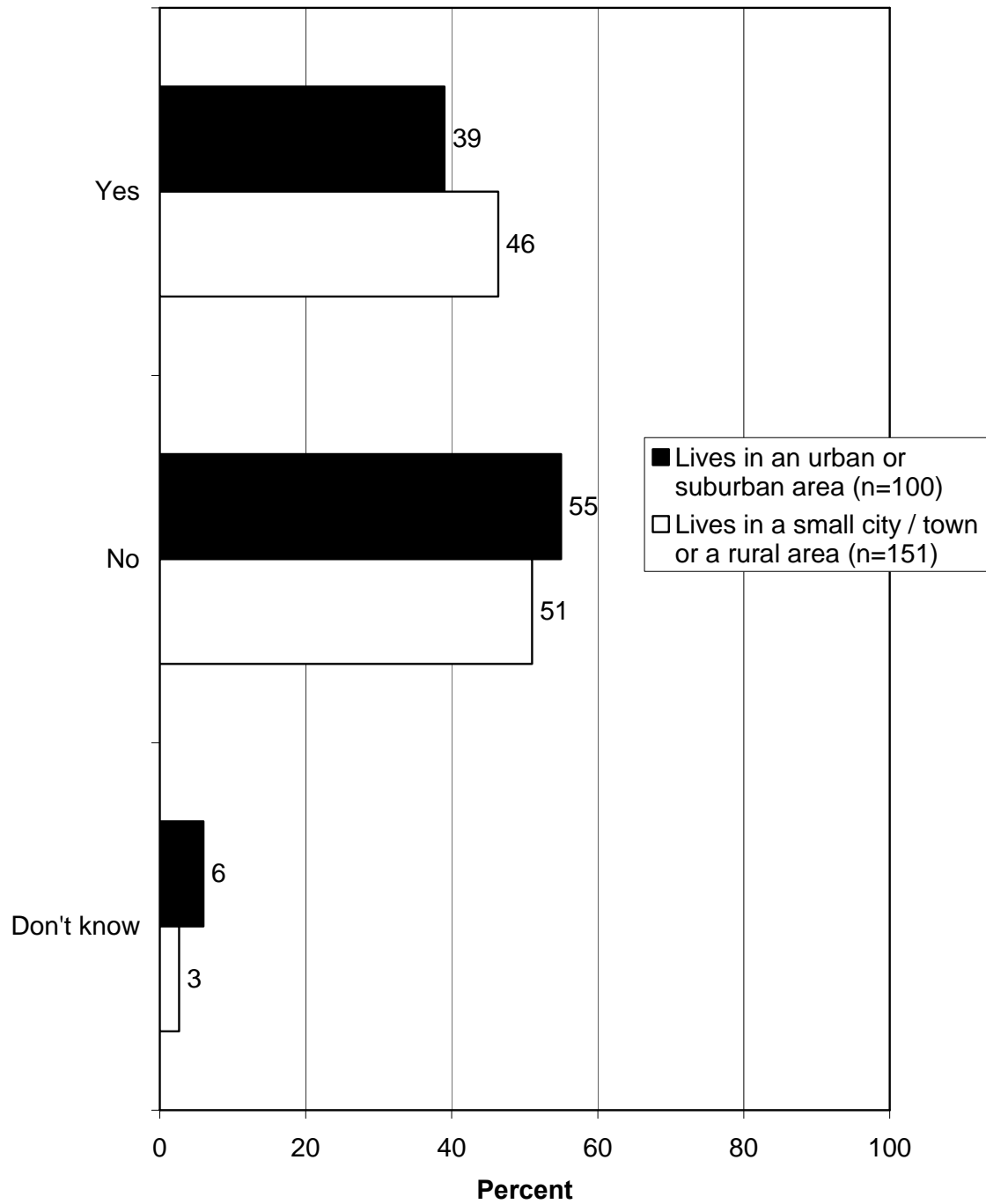
**Q86. Do any of your family members hunt?**



**Q87. Do you personally target shoot?**

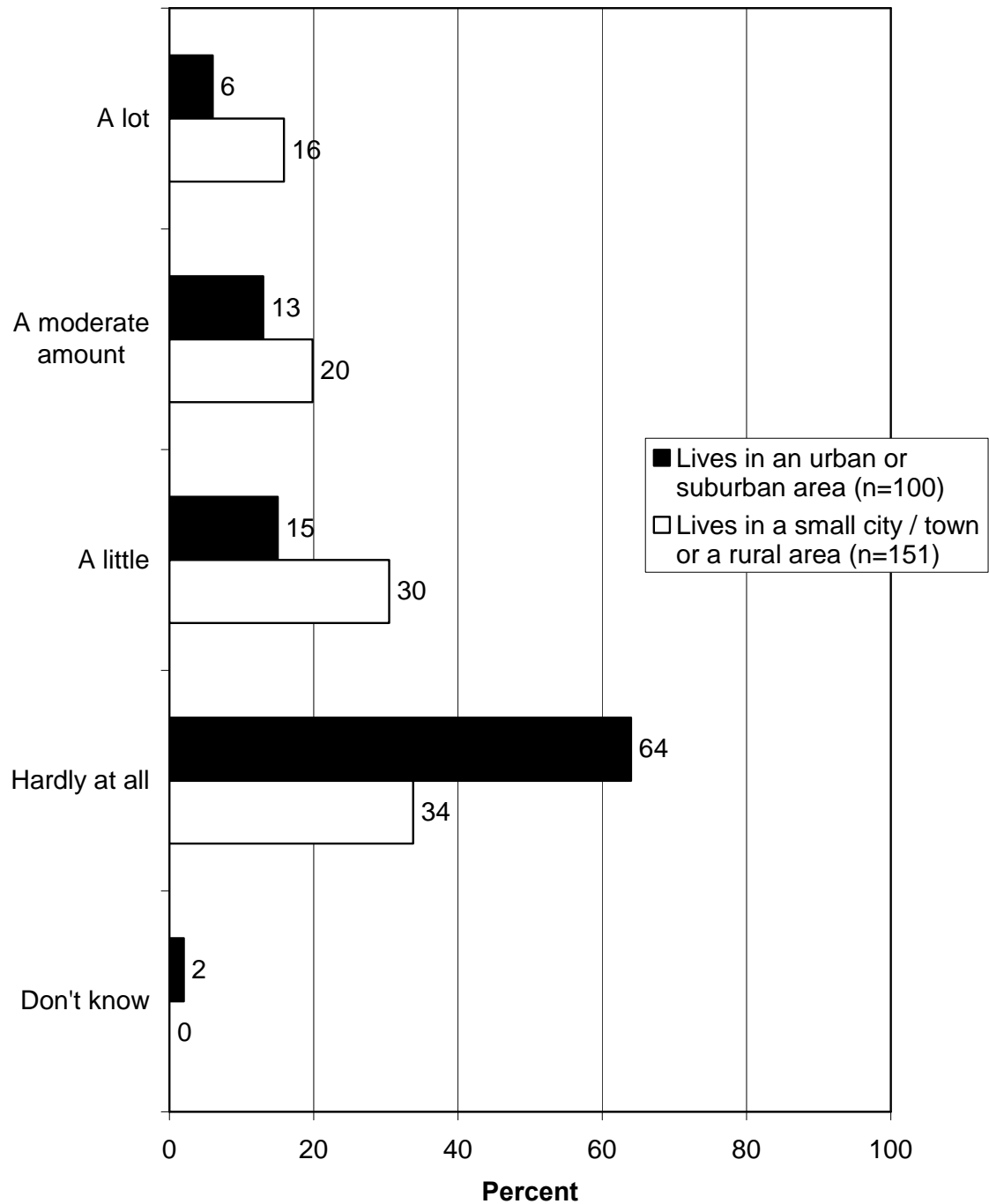
**Q88. Do any of your friends target shoot?**



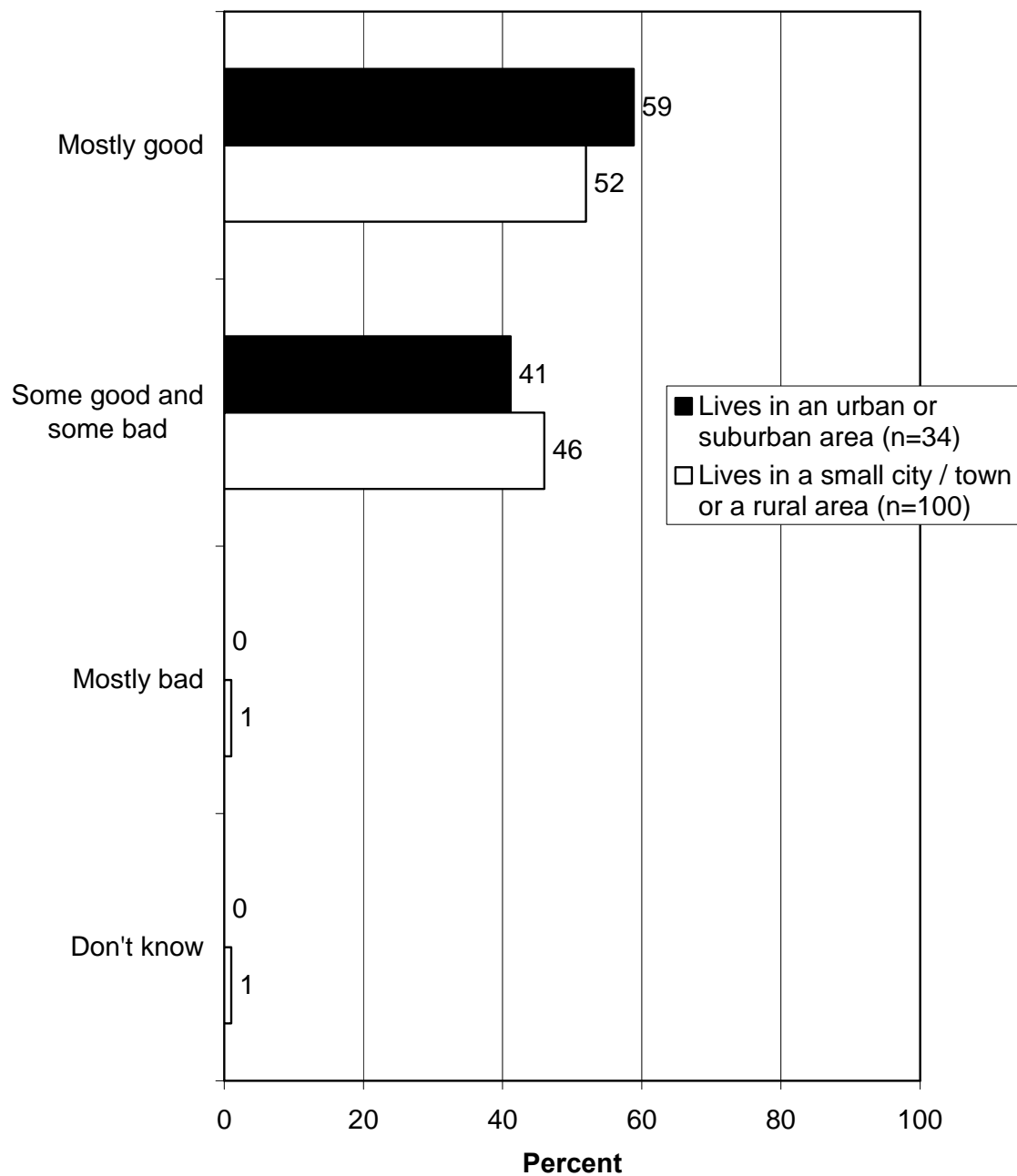
**Q89. Do any of your family members target shoot?**



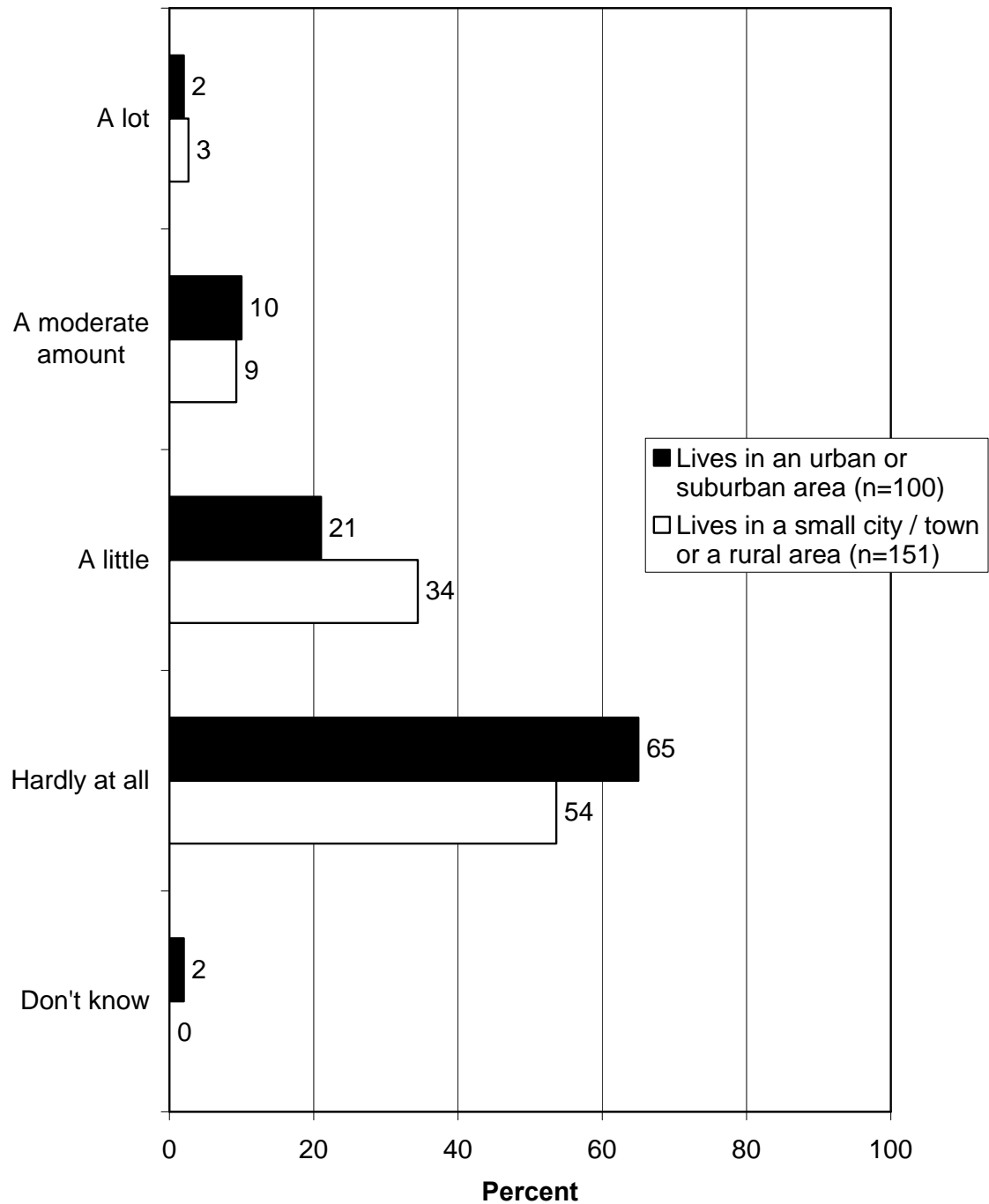
**Q90. How much do people talk in your school about hunting?**



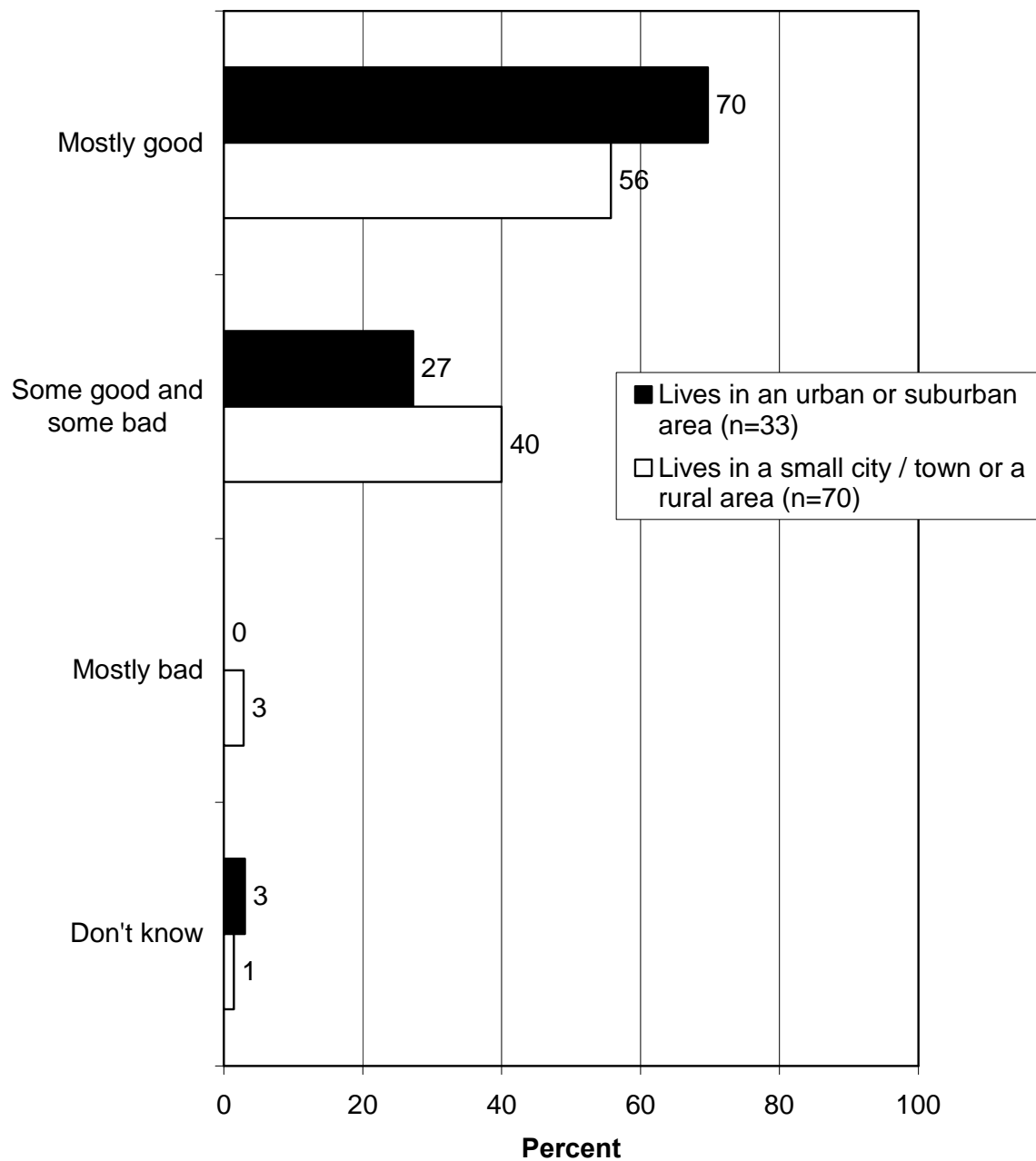
**Q91. Do they say mostly good things about hunting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about hunting.)**



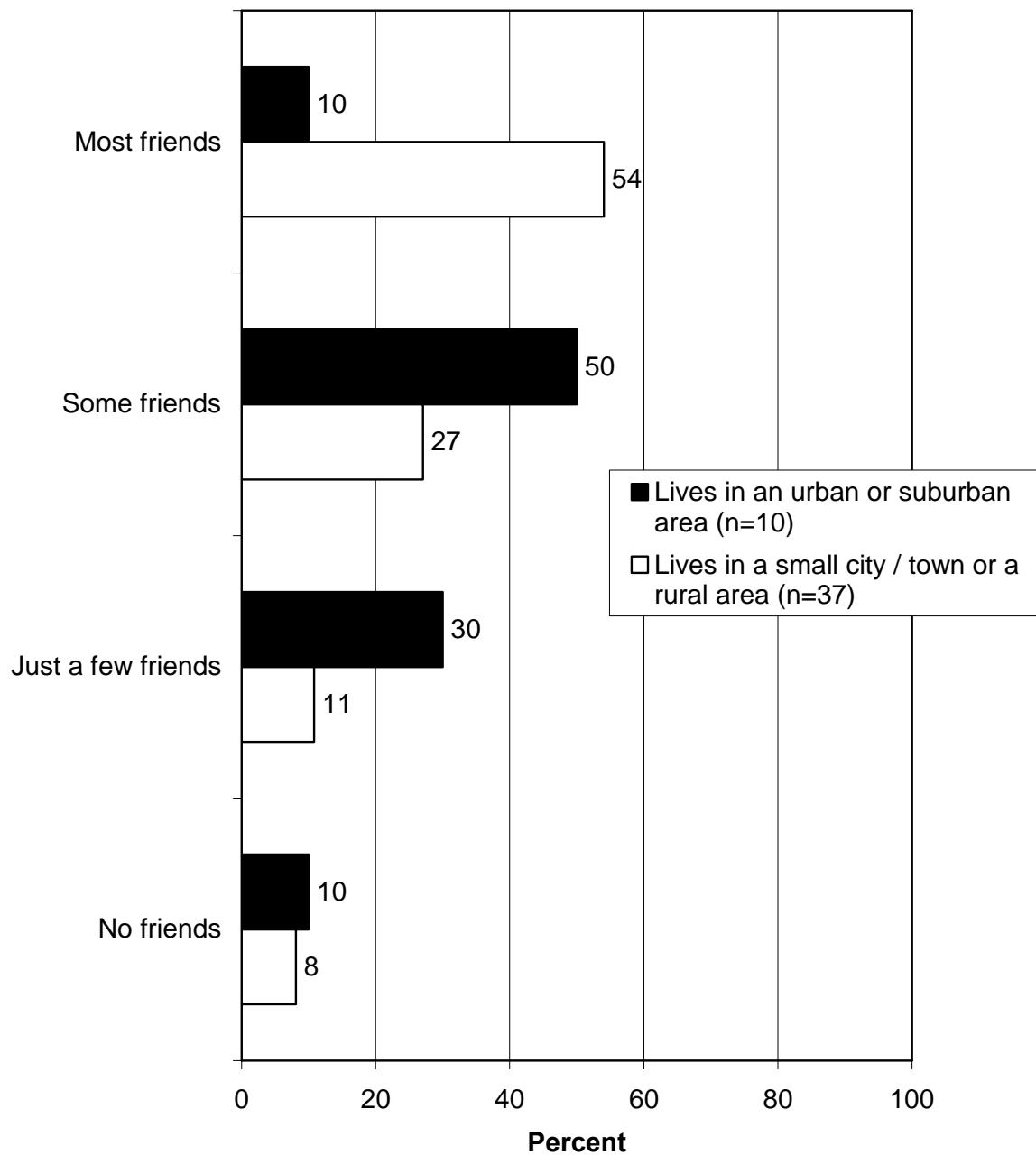
**Q92. How much do people talk in your school about target shooting?**



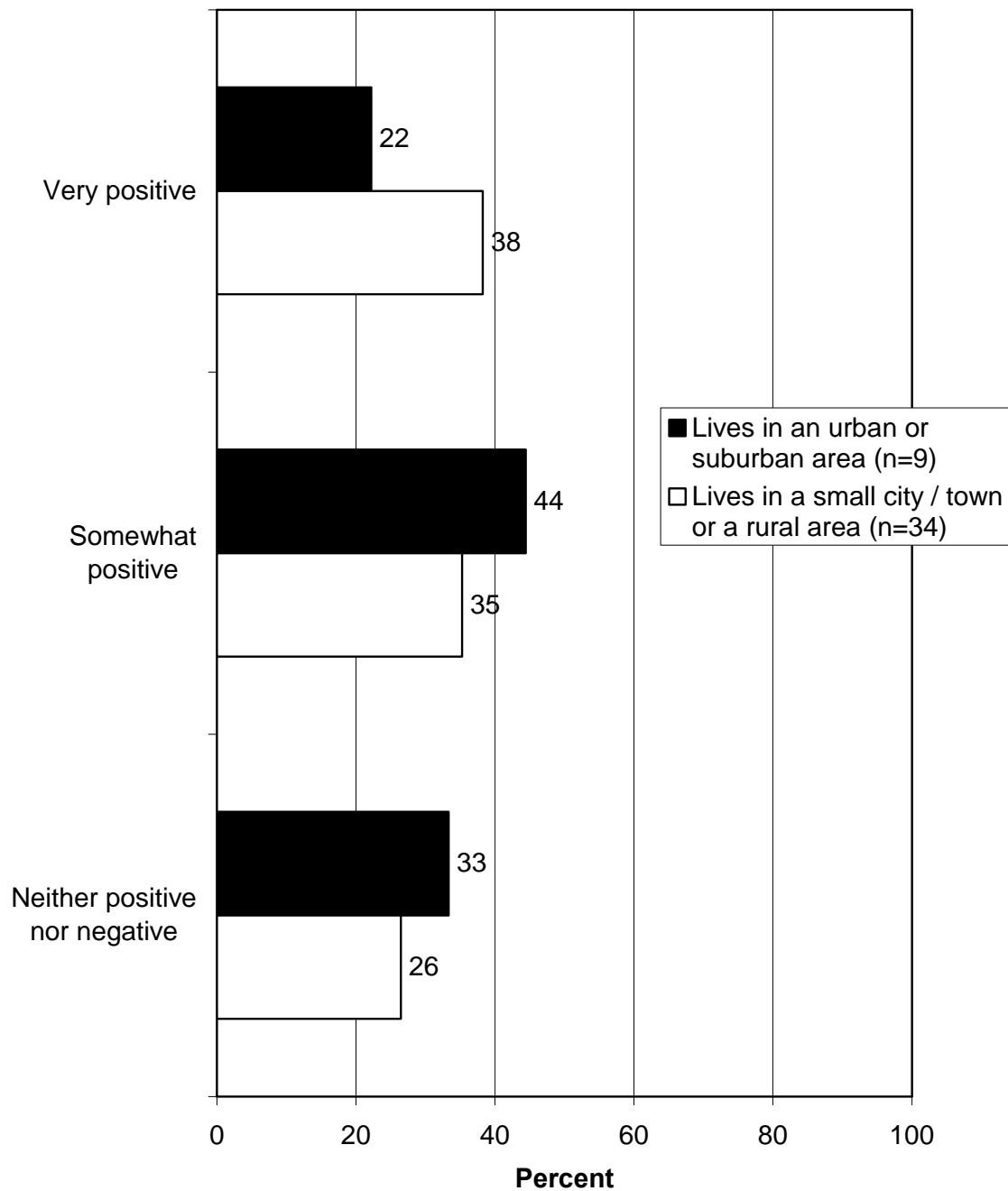
**Q93. Do they say mostly good things about target shooting, mostly bad things about it, or some good and some bad? (Asked of those who indicated that people in their school talk about target shooting.)**



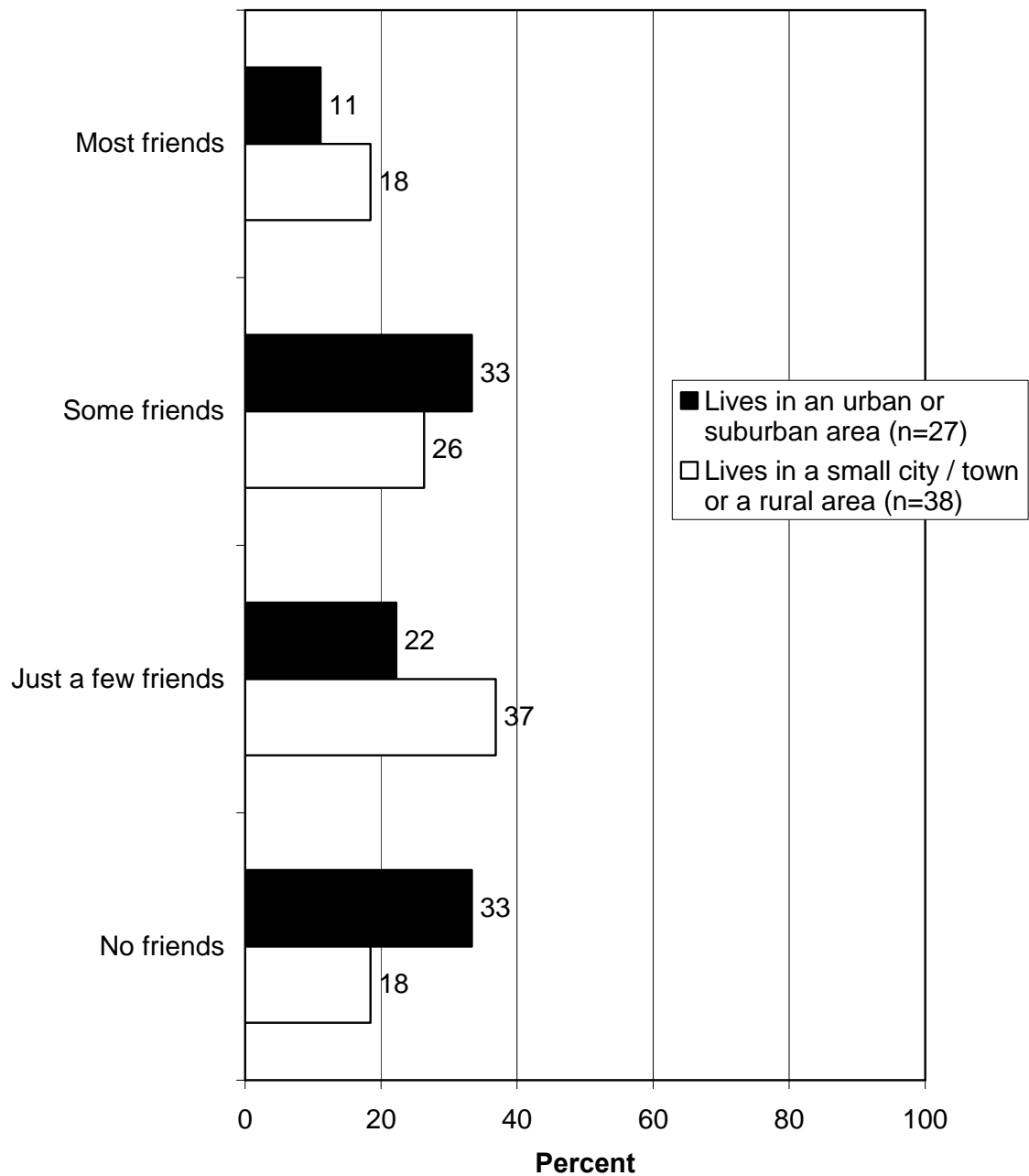
**Q95. Do you tell most of your friends that you hunt, some of your friends, just a few of your friends, or do you tell none of your friends that you hunt? (Asked of those who hunt.)**



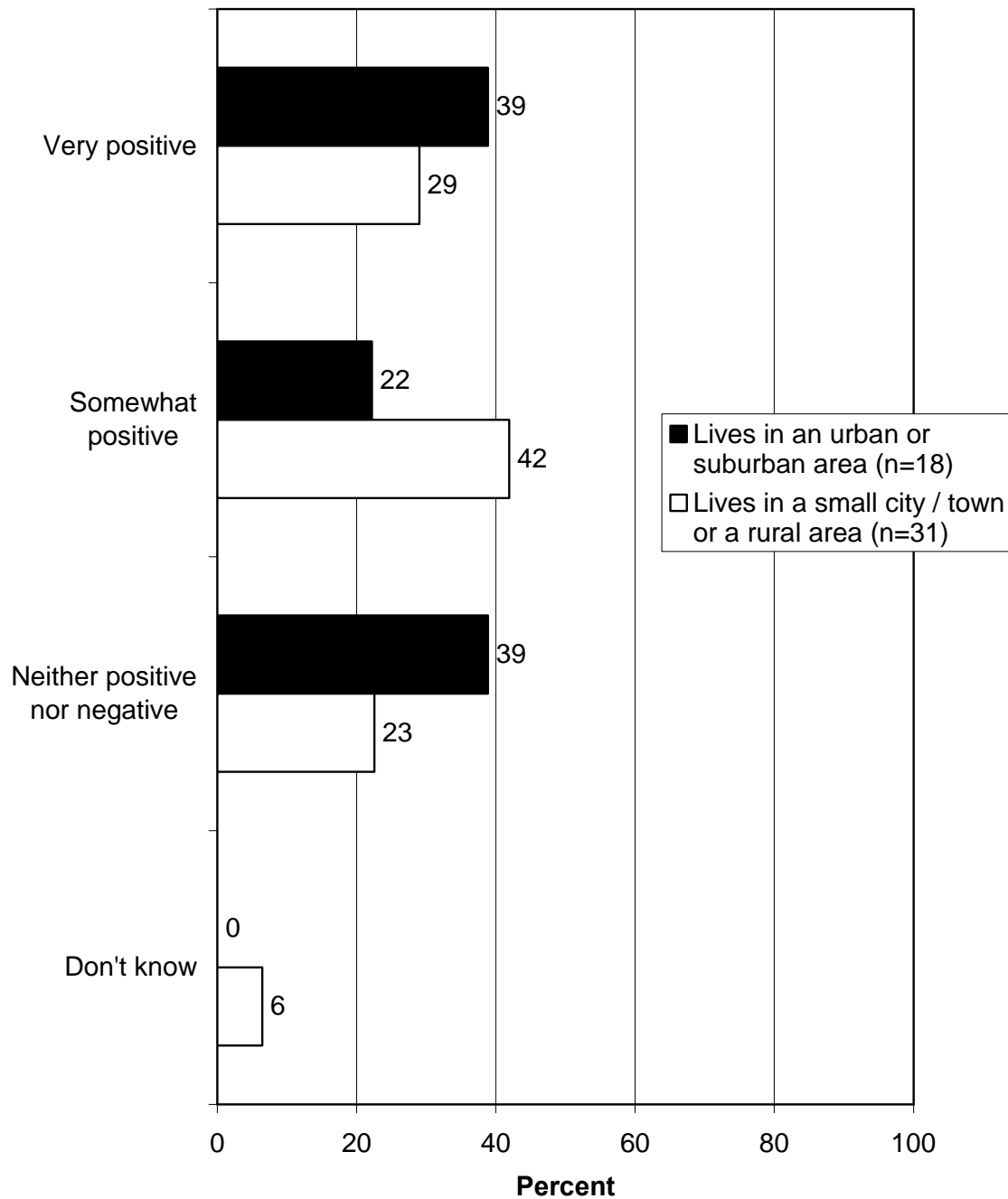
**Q96. Is their reaction when you tell them that you hunt positive, negative, or neutral? (Asked of those who tell their friends that they hunt.)**



**Q97. Do you tell most of your friends that you target shoot, some of your friends, just a few of your friends, or do you tell none of your friends that you target shoot? (Asked of those who target shoot.)**

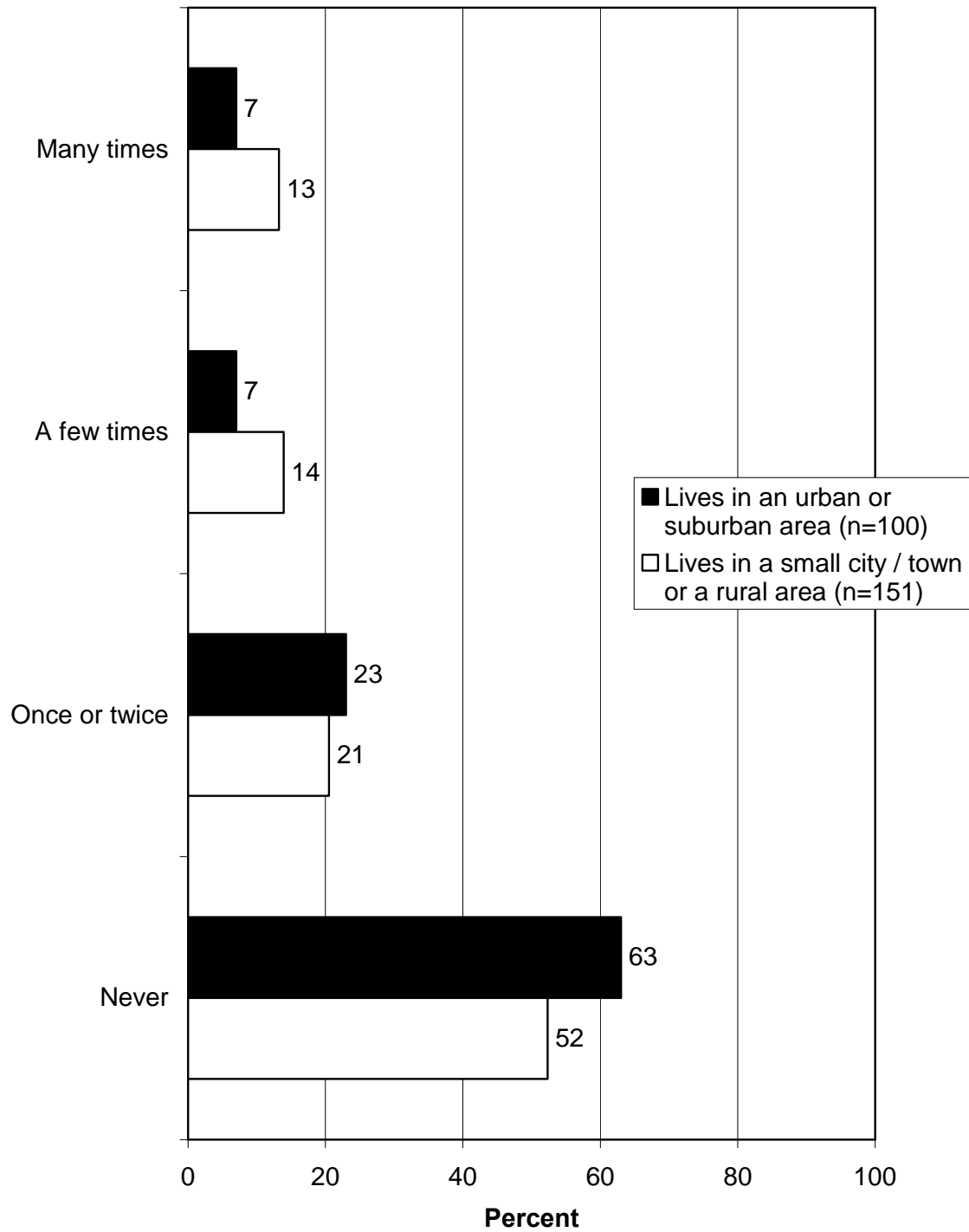


**Q98. Is their reaction when you tell them that you target shoot positive, negative, or neutral ? (Asked of those who tell their friends that they target shoot.)**

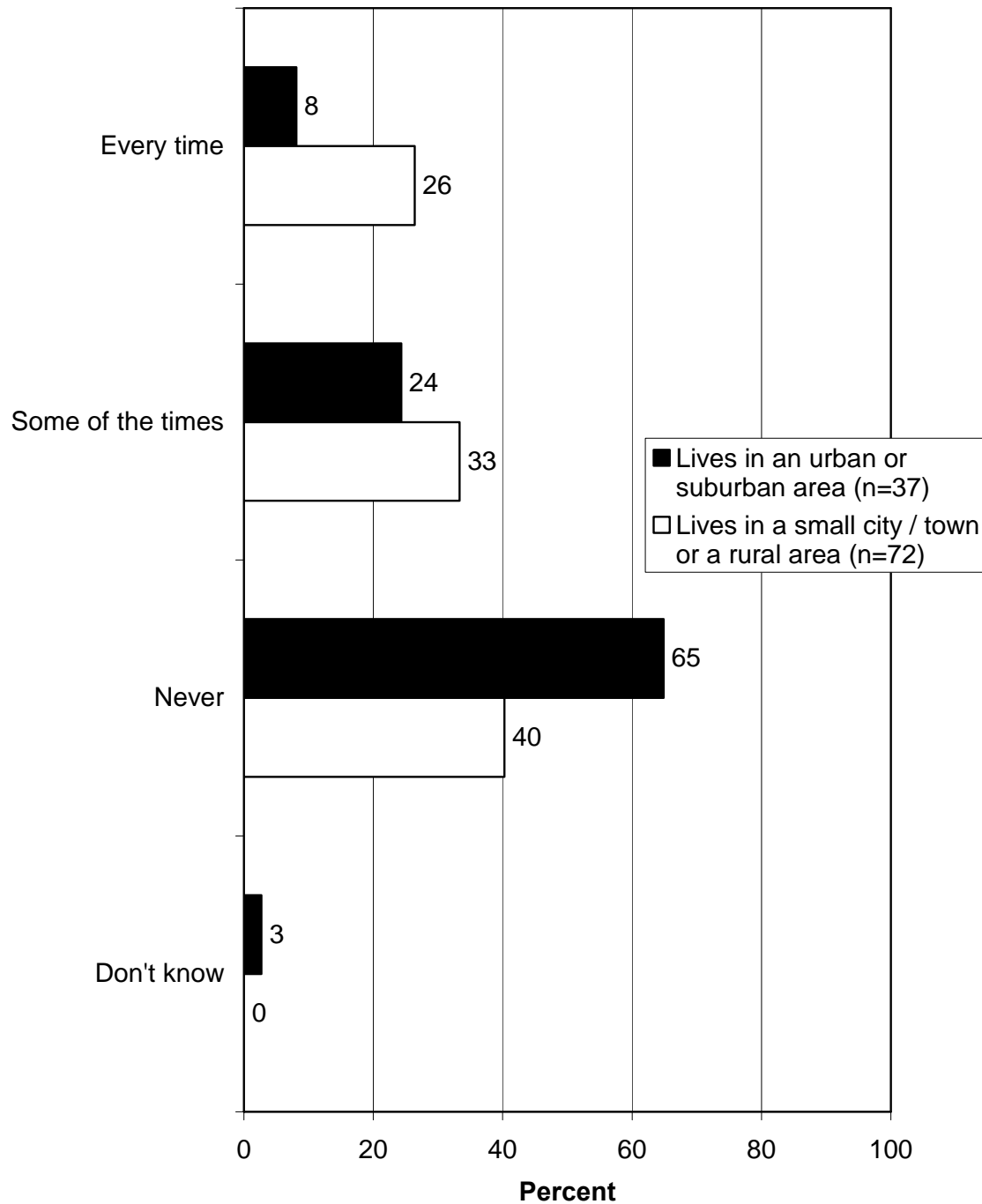




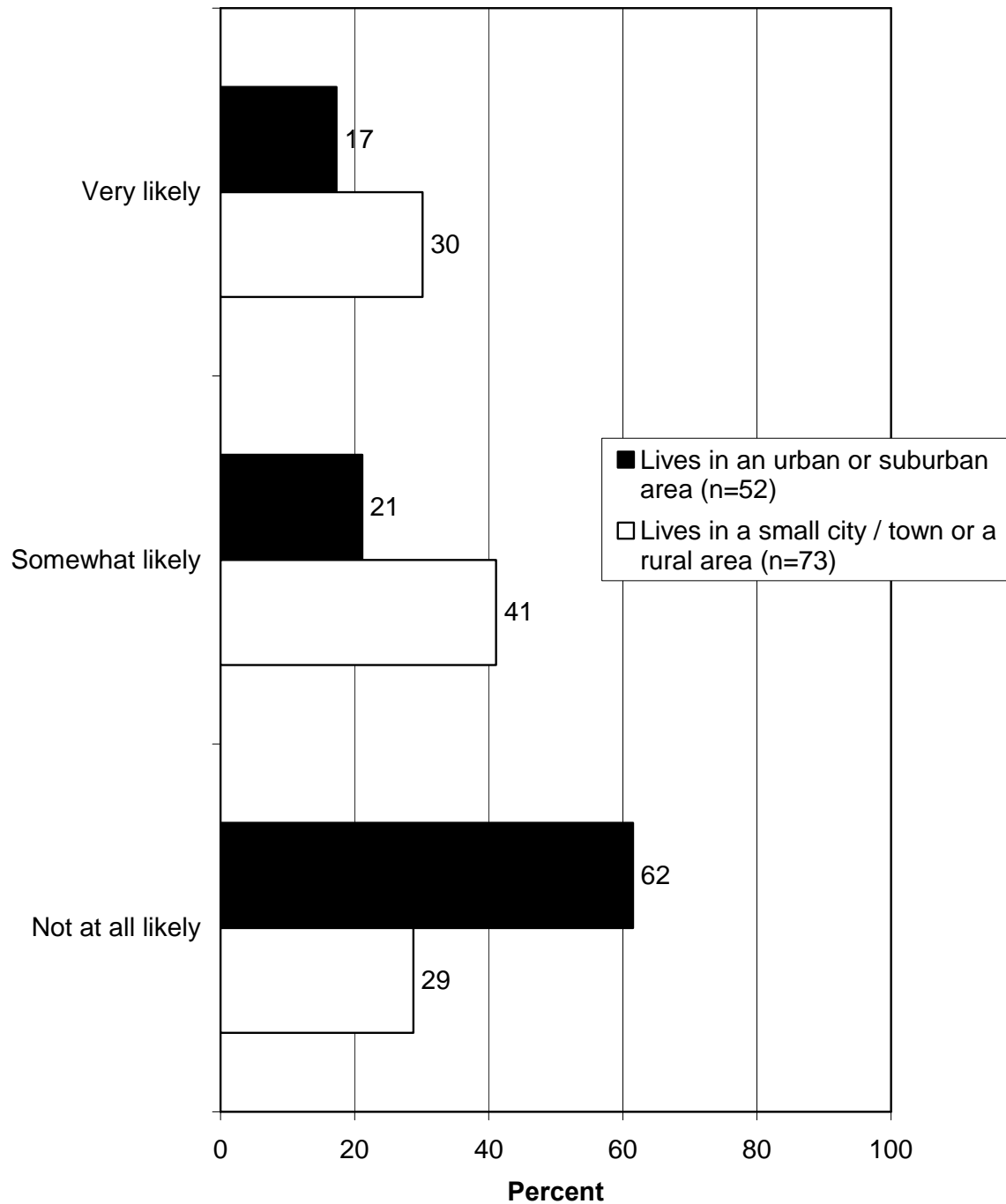
**Q99. How often have you been invited to go hunting?**



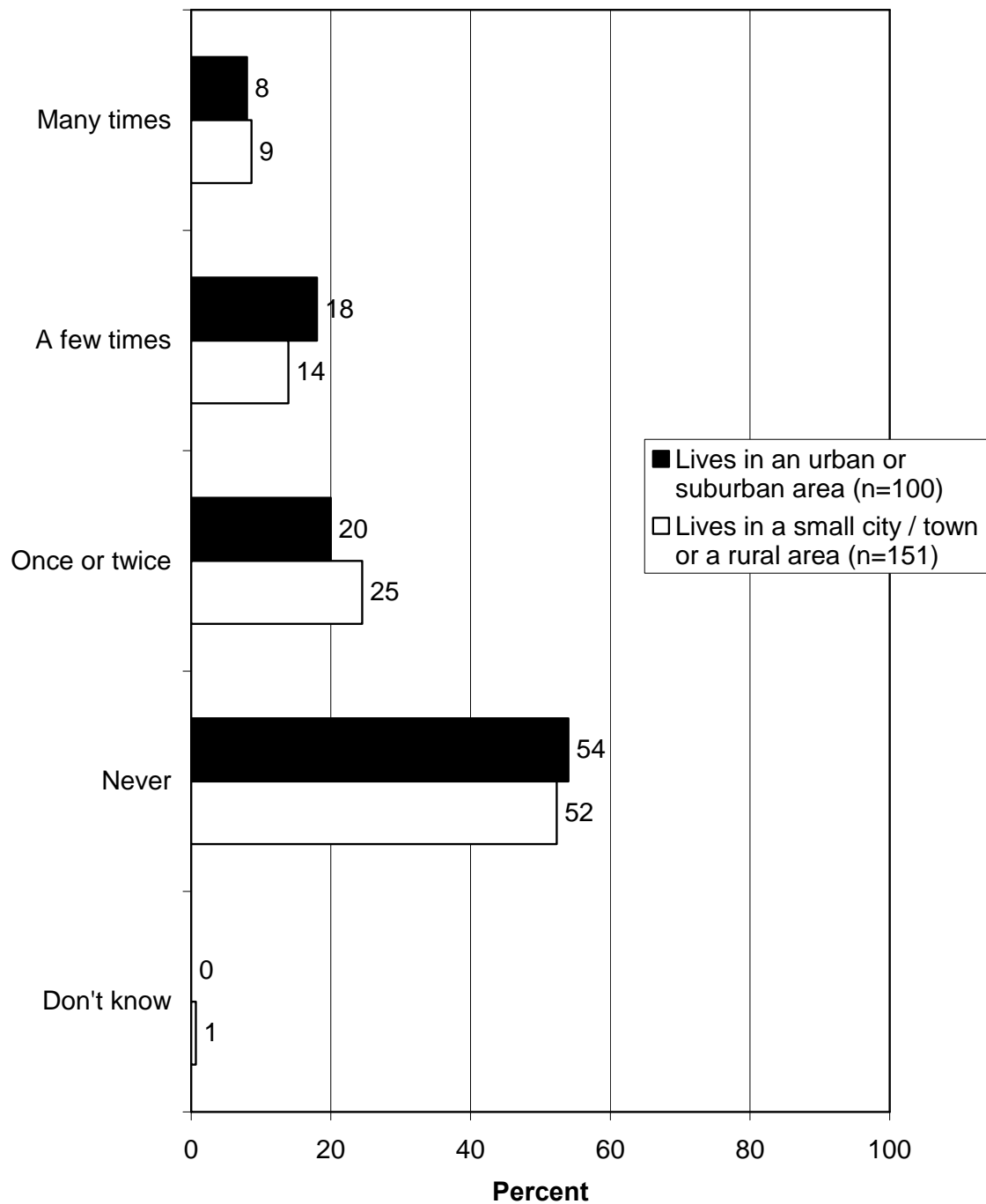
**Q100. How often did you go hunting when invited?  
(Asked of those who were invited to go hunting.)**



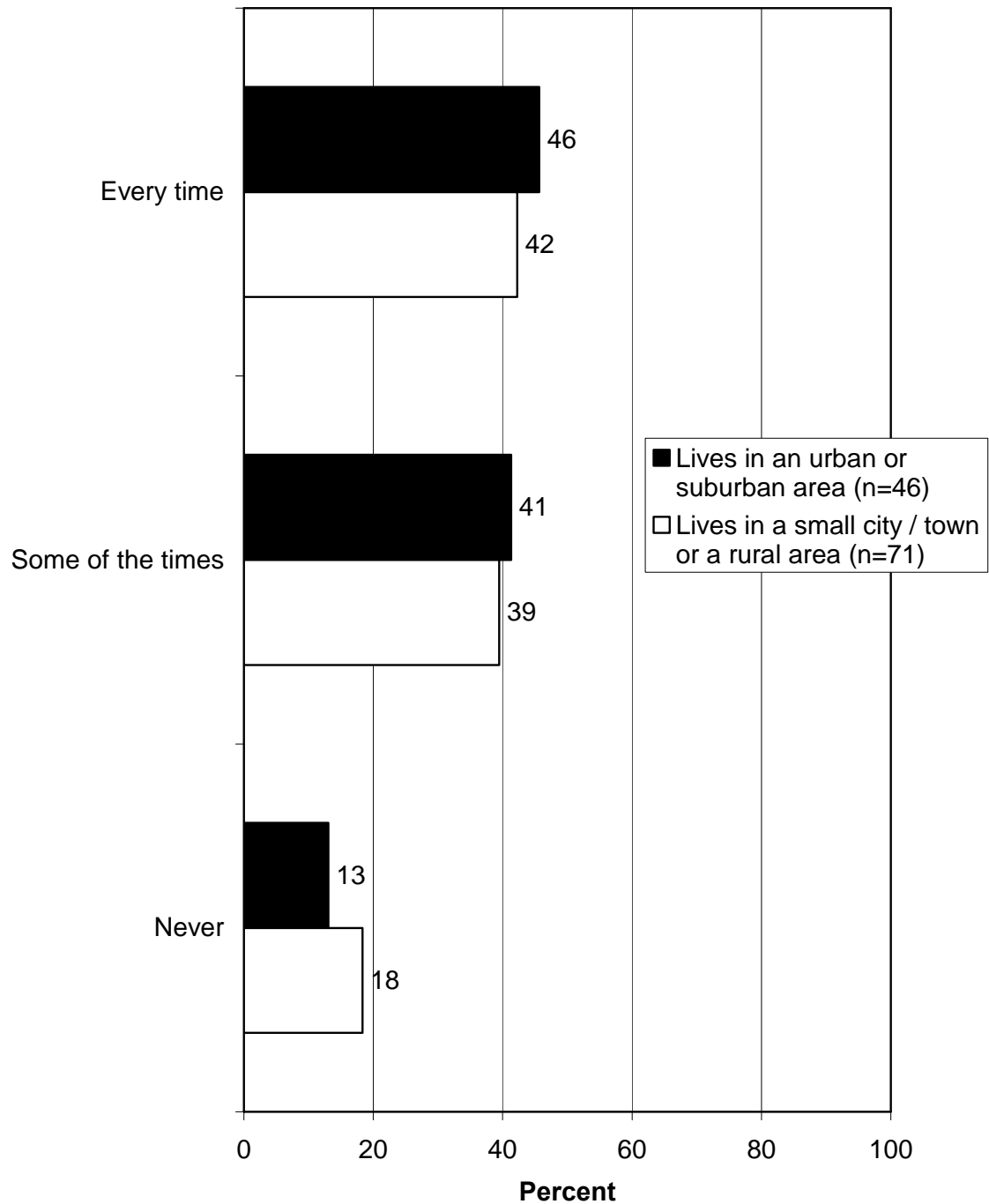
**Q102. How likely would you be to go hunting if you were invited to go within the next 12 months?**



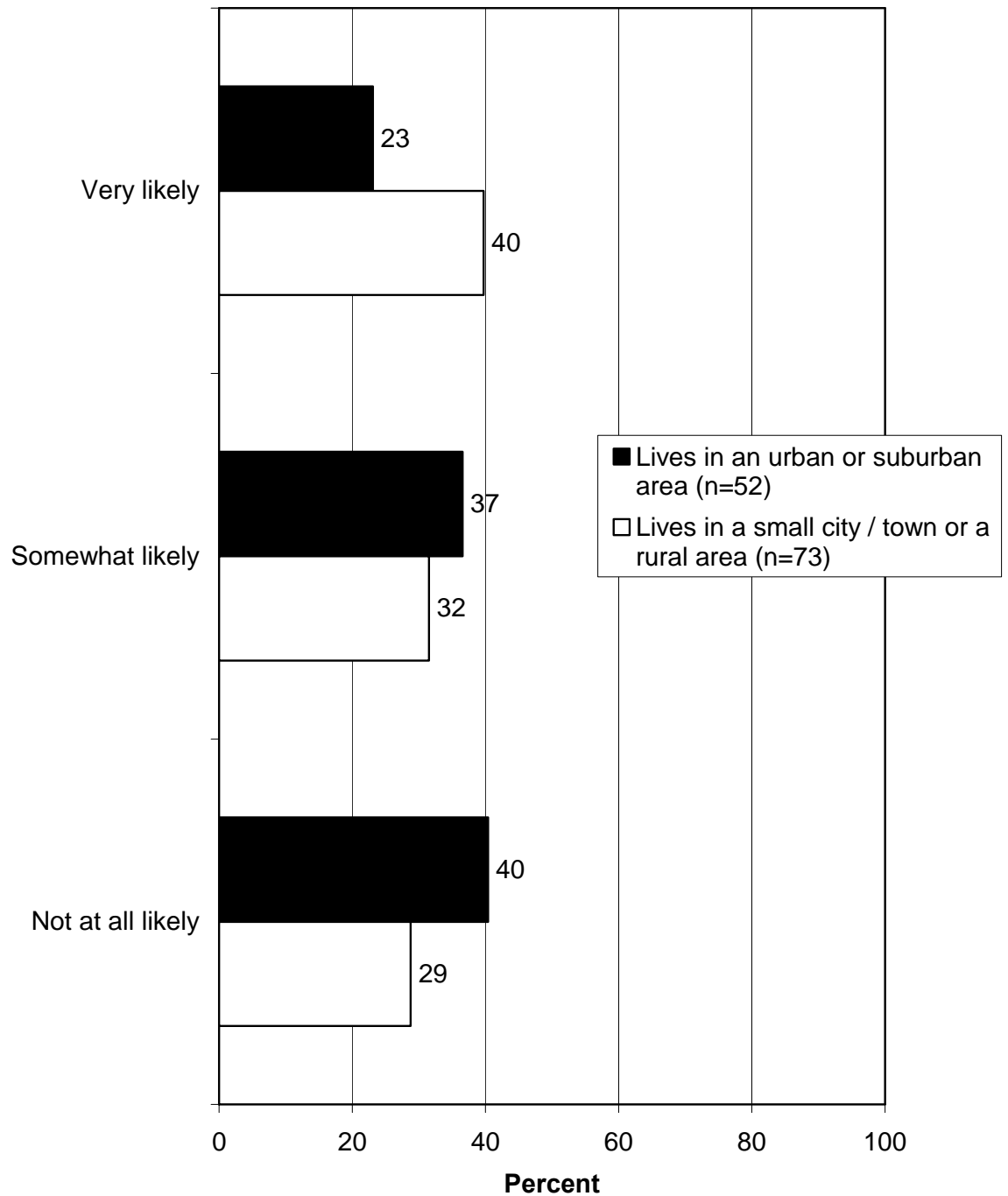
**Q103. How often have you been invited to go target shooting?**



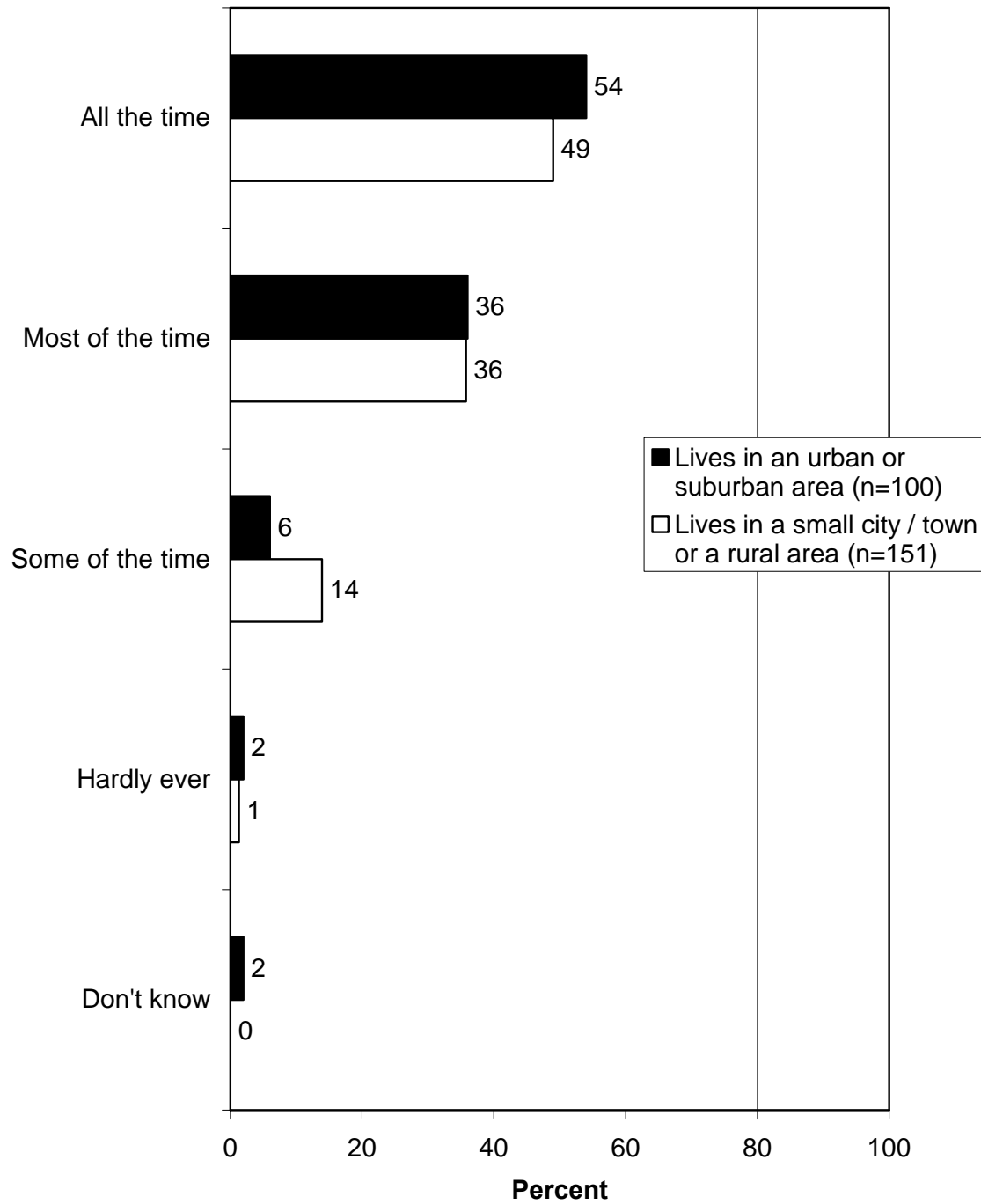
**Q104. How often did you go target shooting when invited? (Asked of those who were invited to go target shooting.)**



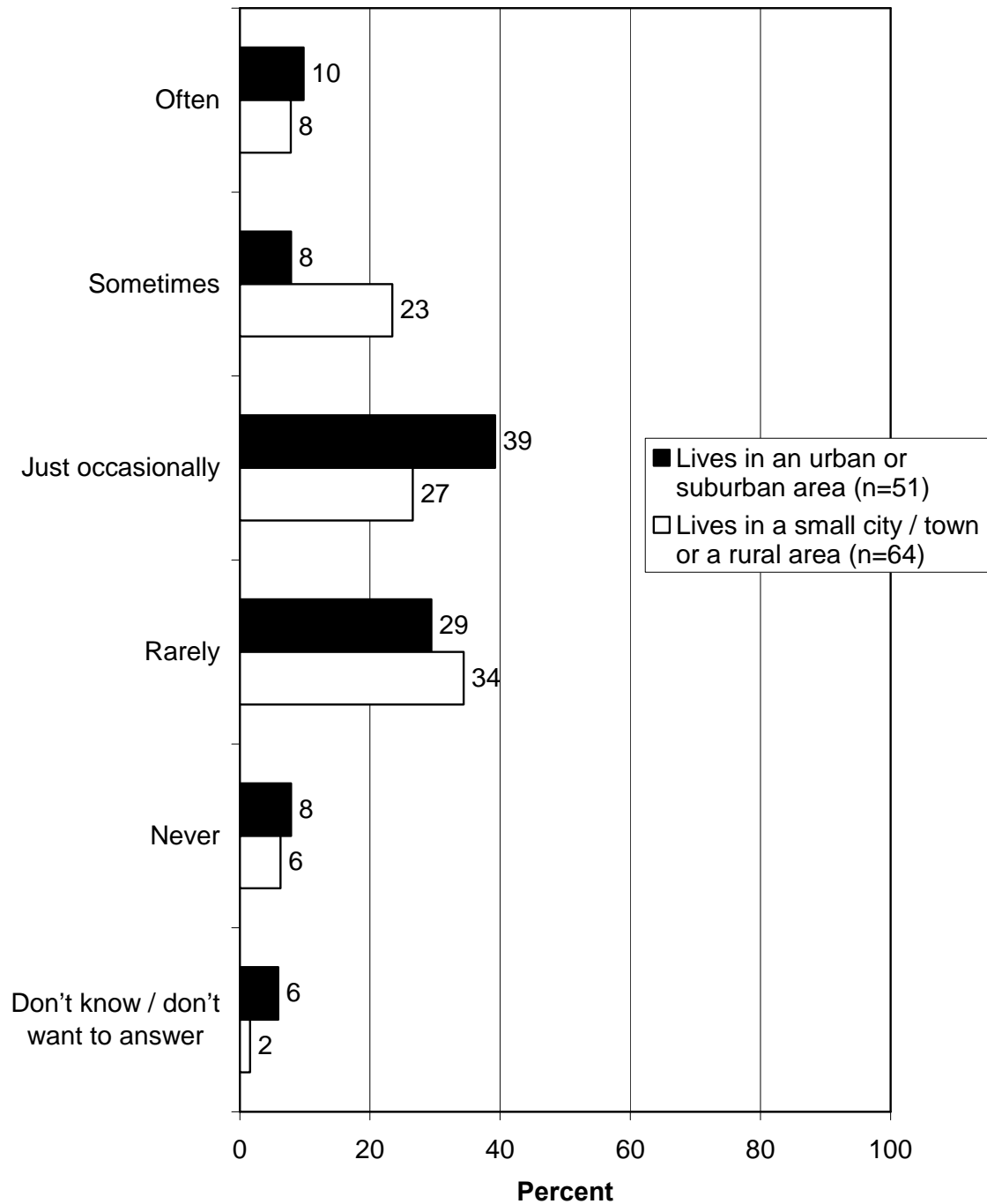
**Q106. How likely would you be to go target shooting if you were invited to go within the next 12 months?**



**Q109. How often do you get A's or B's in school?**

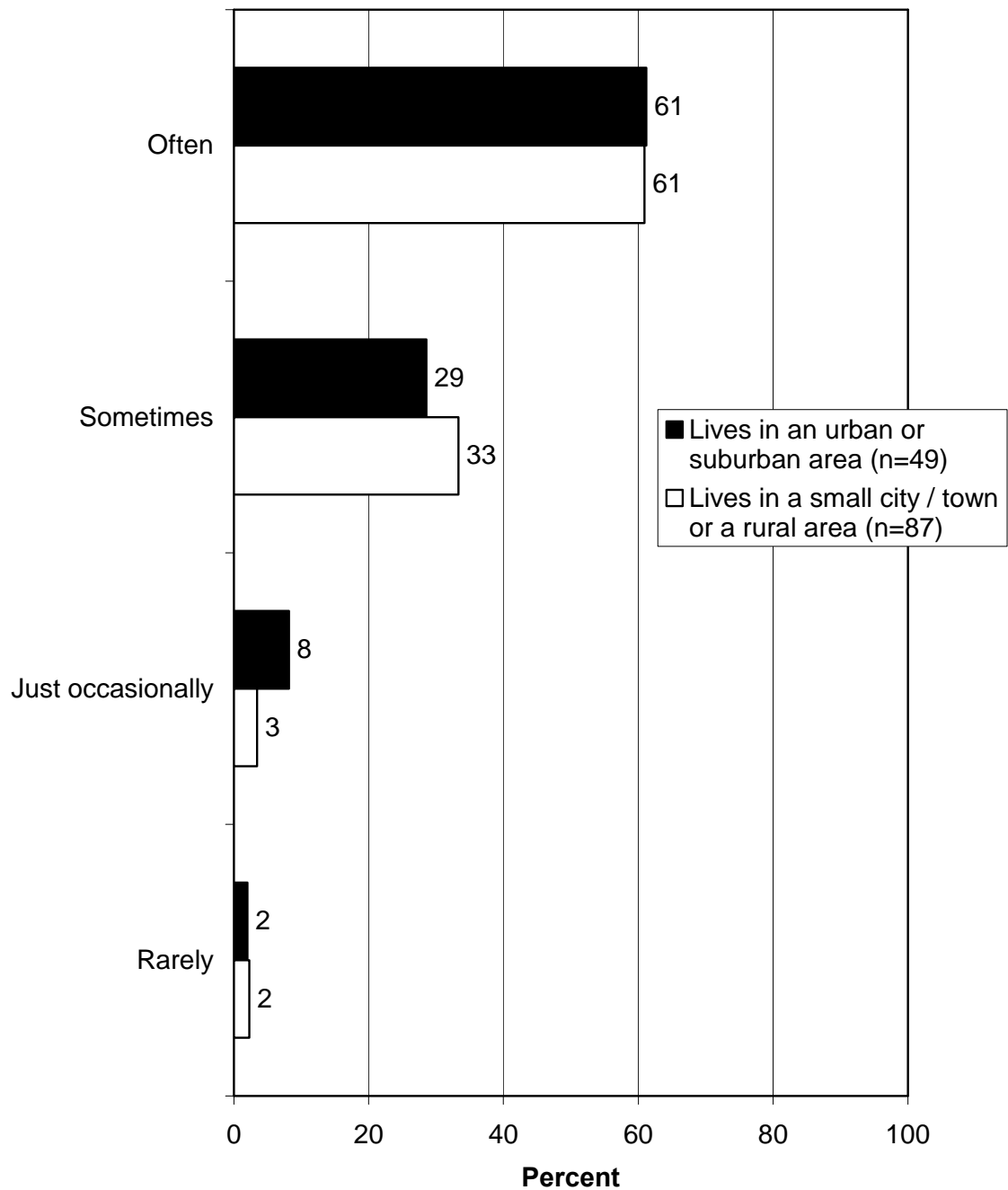


**Q111. Do most of your best friends misbehave...?**  
(Negative question: Asked of random half of sample.)

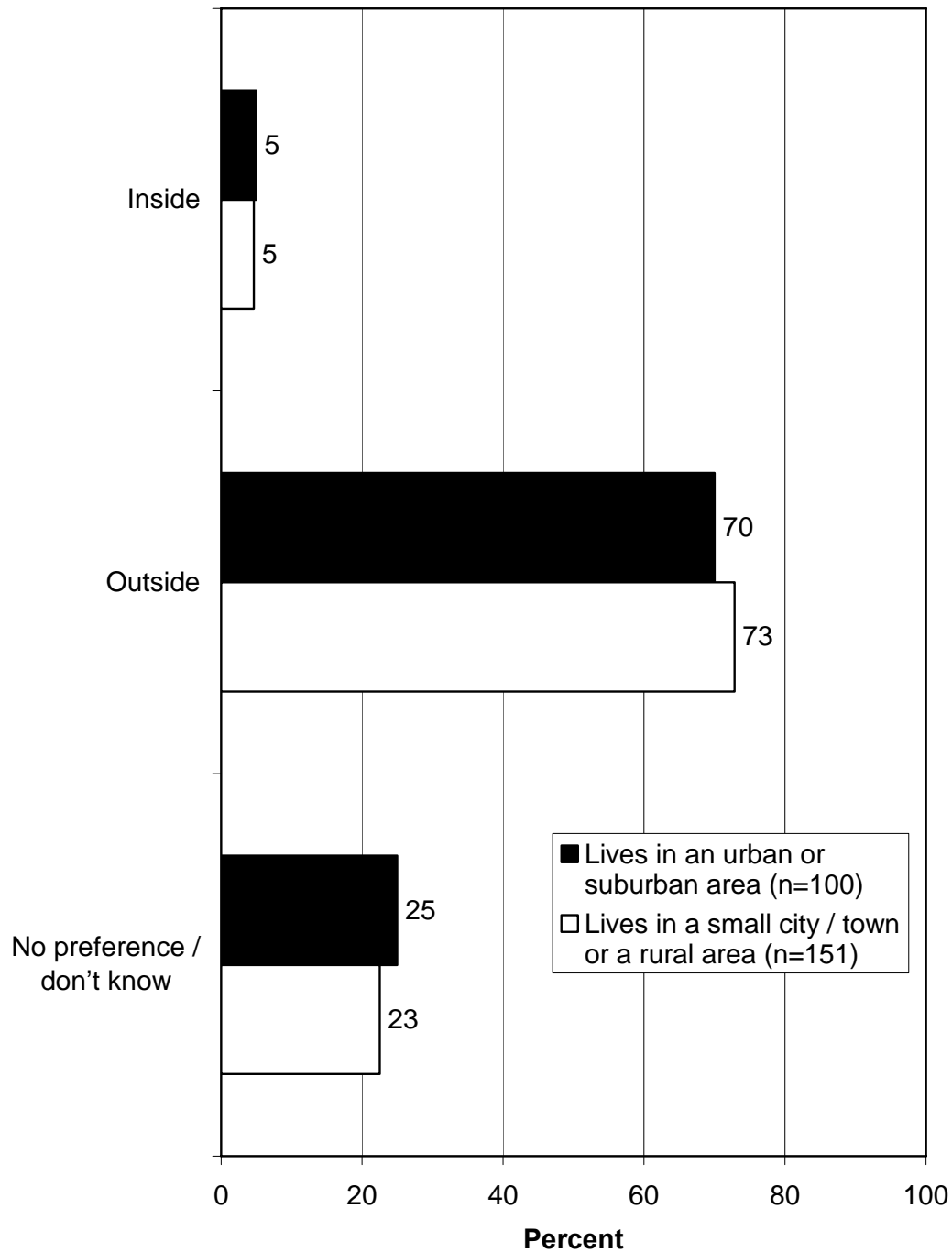




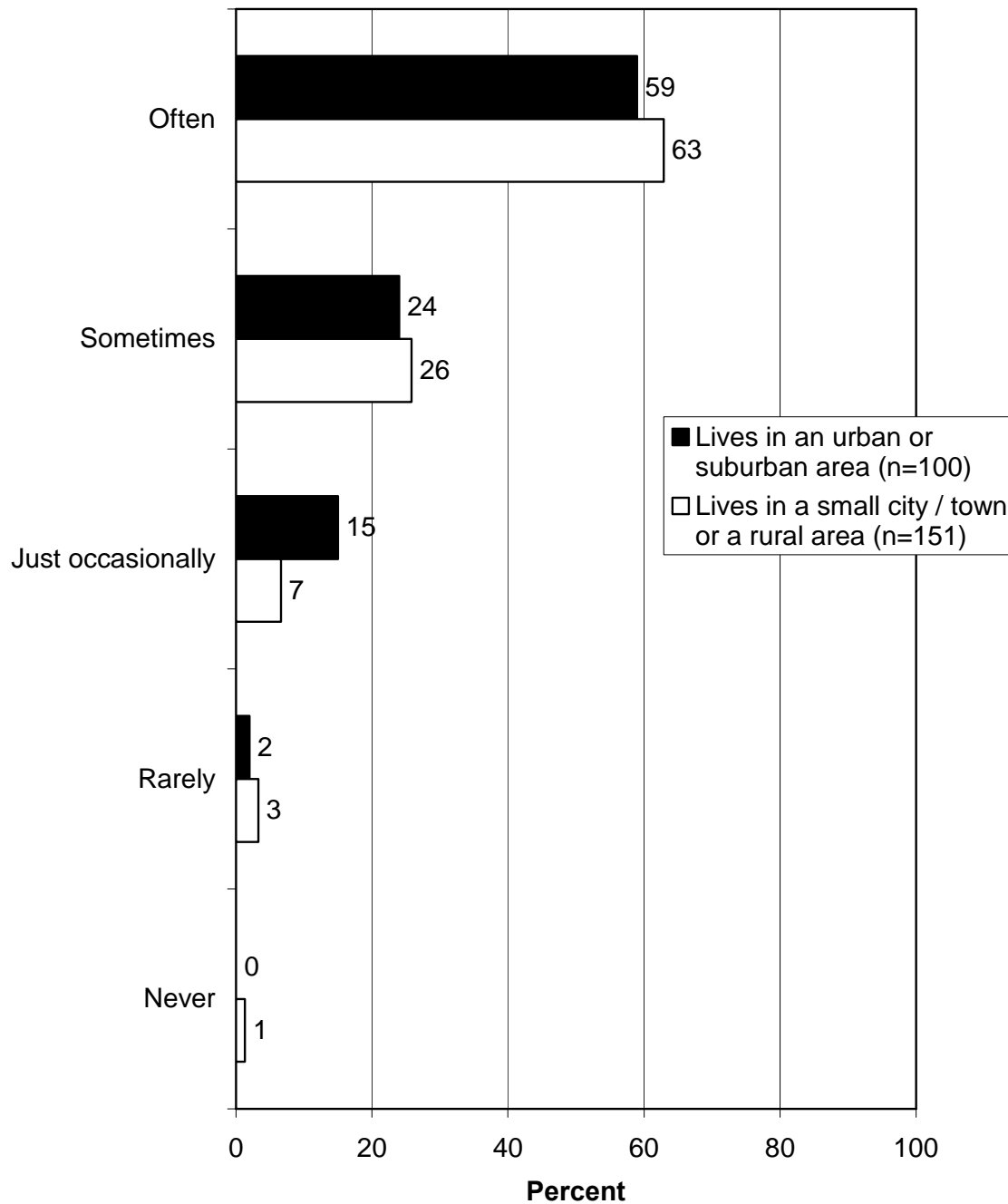
**Q112. Do most of your best friends behave responsibly...? (Positive question: Asked of random half of sample.)**

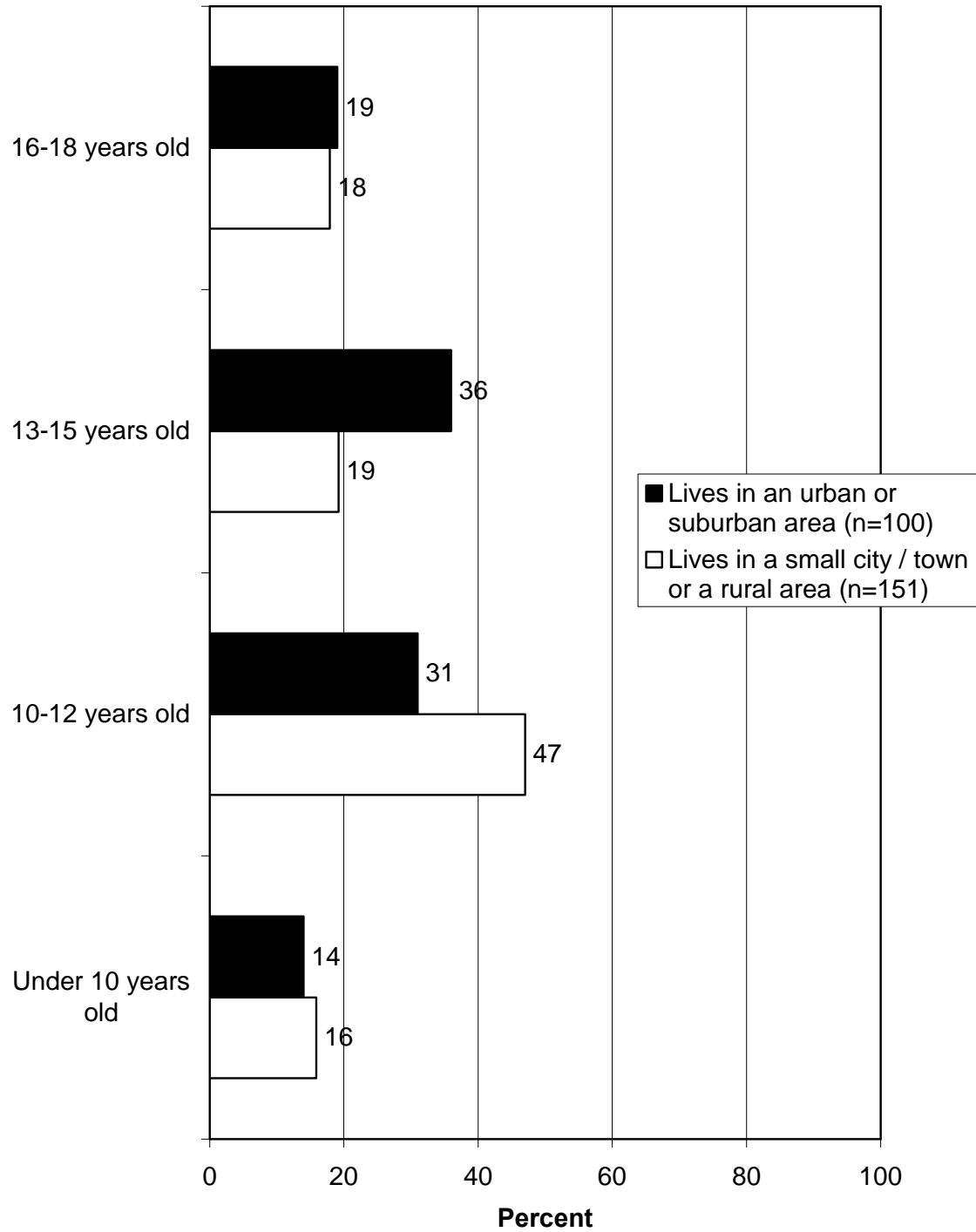


**Q113. On a day with nice weather that's not too hot or too cold, would you rather be inside or outside, or do you have no preference?**

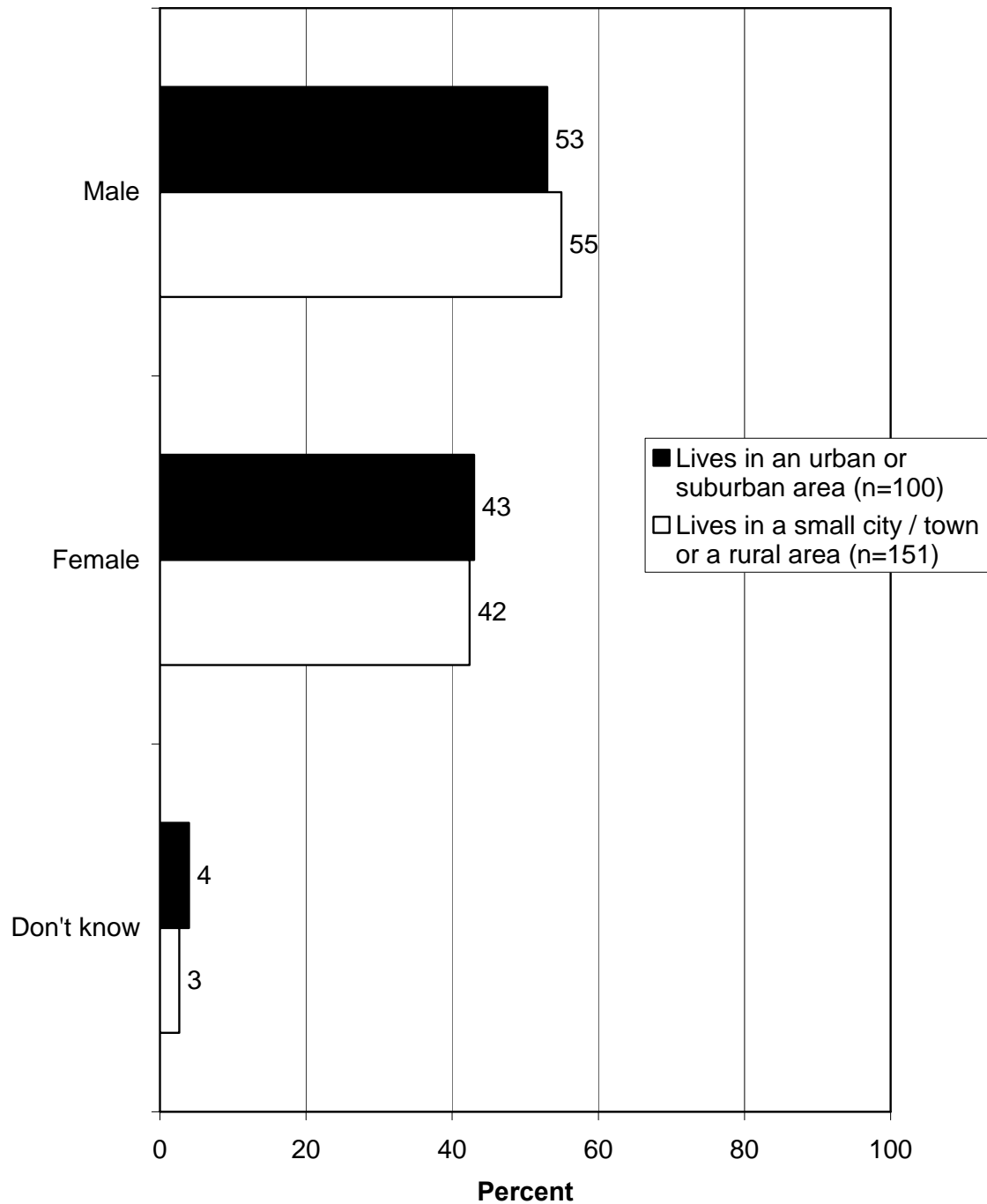


**Q114. Which of the following best describes how often you do stuff with your parents? You do things with one or both of your parents:**

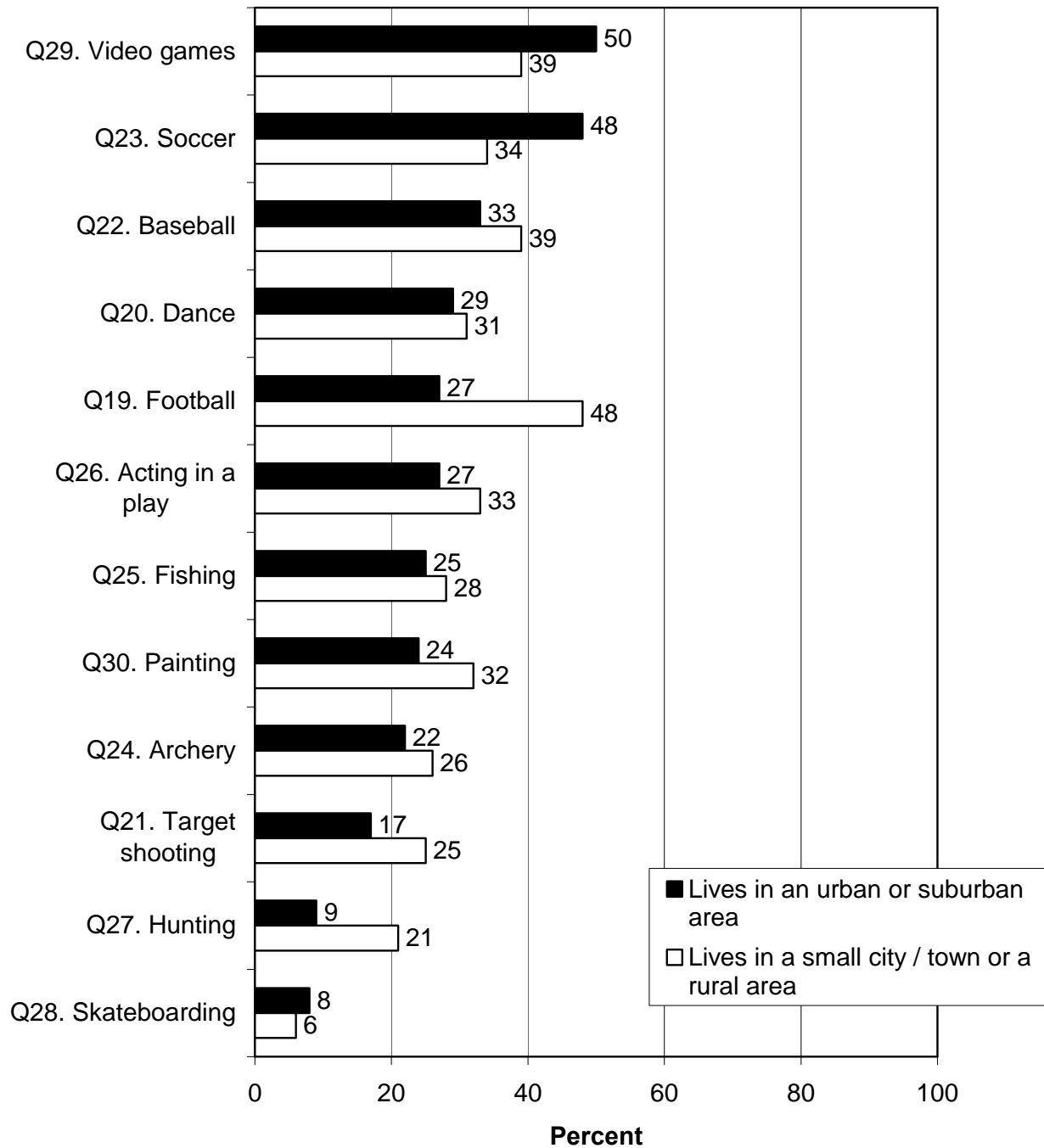


**Q115. How old are you?**

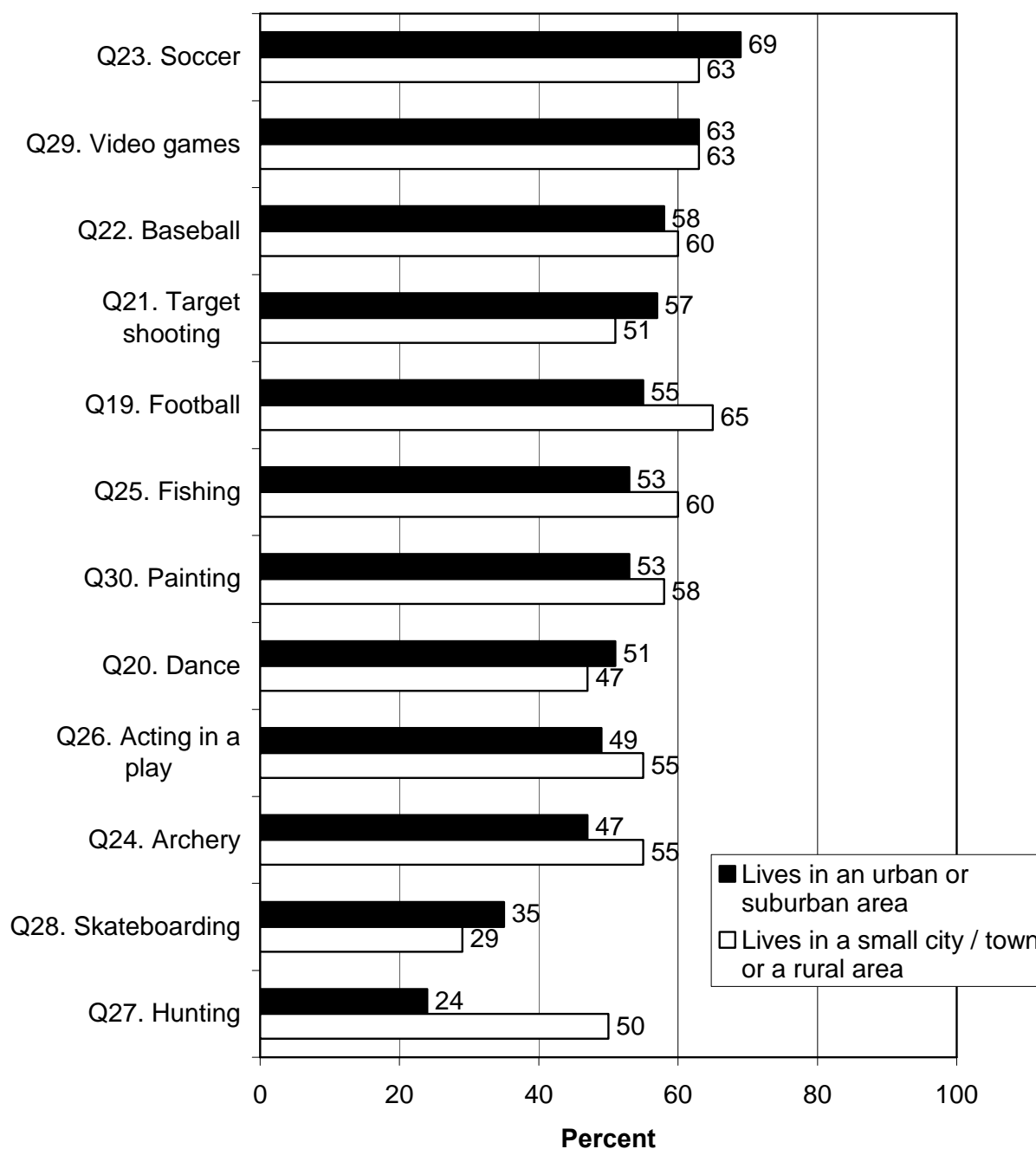
**Q119. Respondent's gender (not asked of youth;  
informed by parent).**



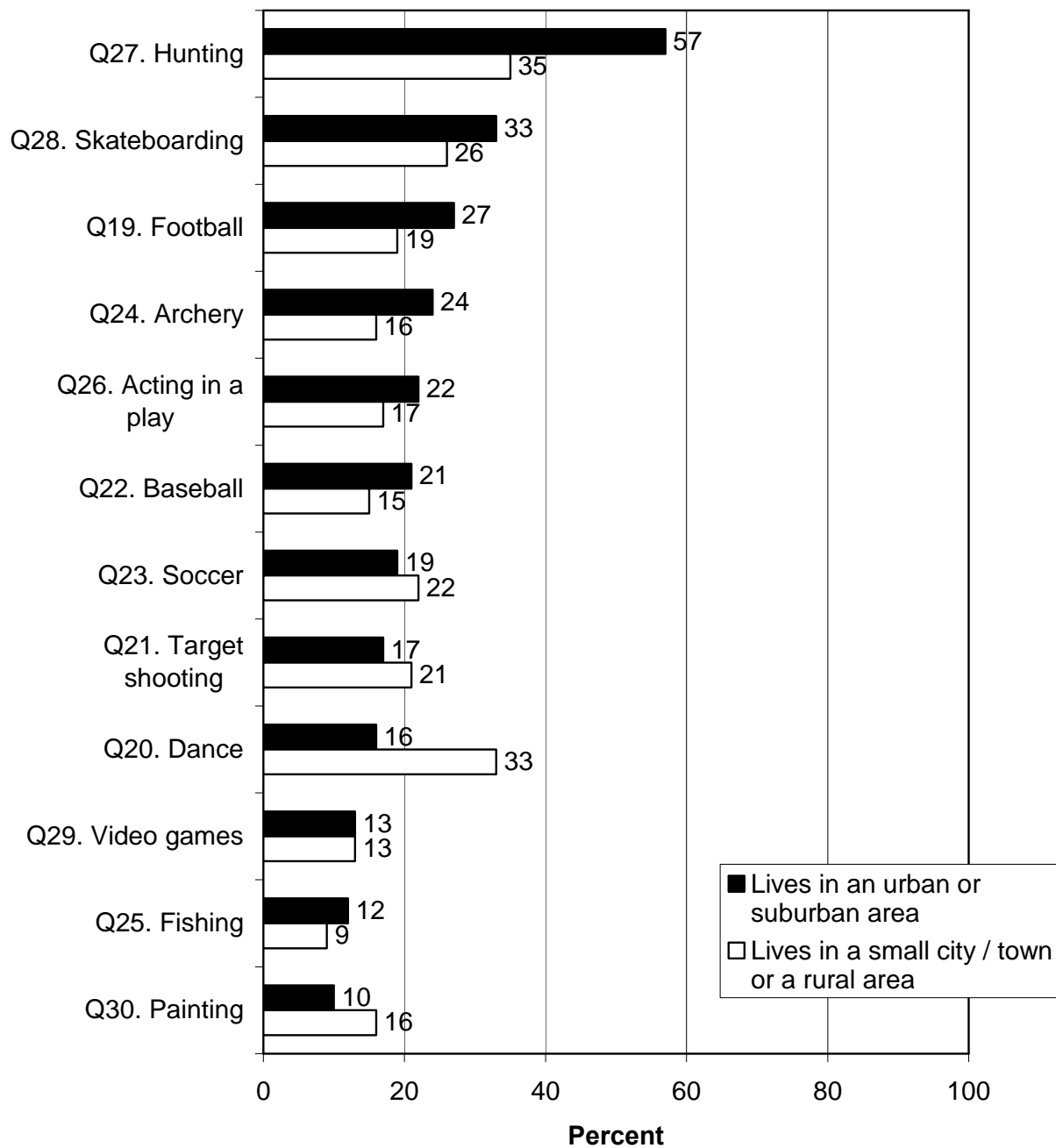
**Q19-30. Percent of respondents who indicated a strongly positive opinion about each of the following:**



**Q19-30. Percent of respondents who indicated a strongly or moderately positive opinion about each of the following:**

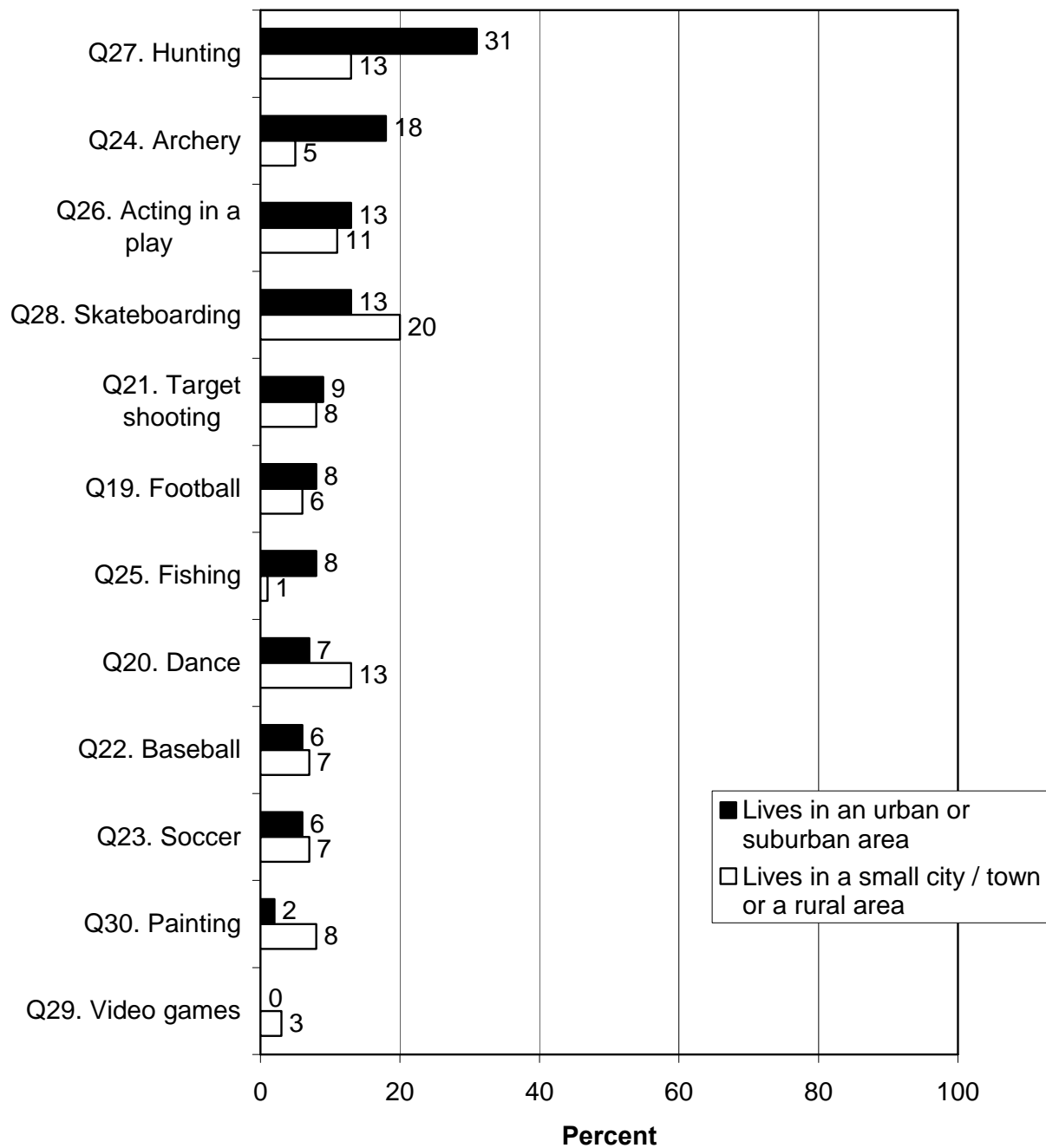


**Q19-30. Percent of respondents who indicated a strongly or moderately negative opinion about each of the following:**

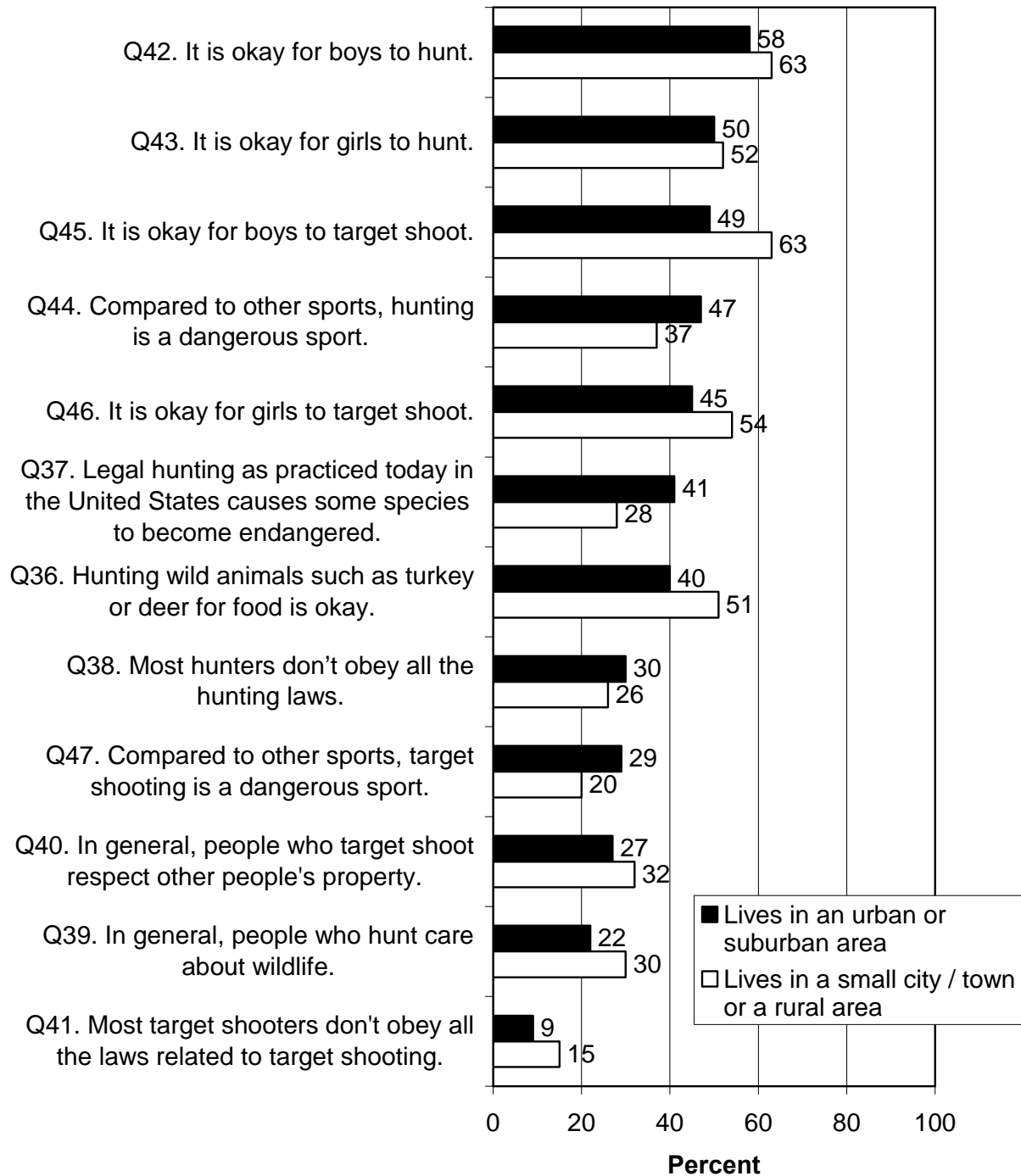




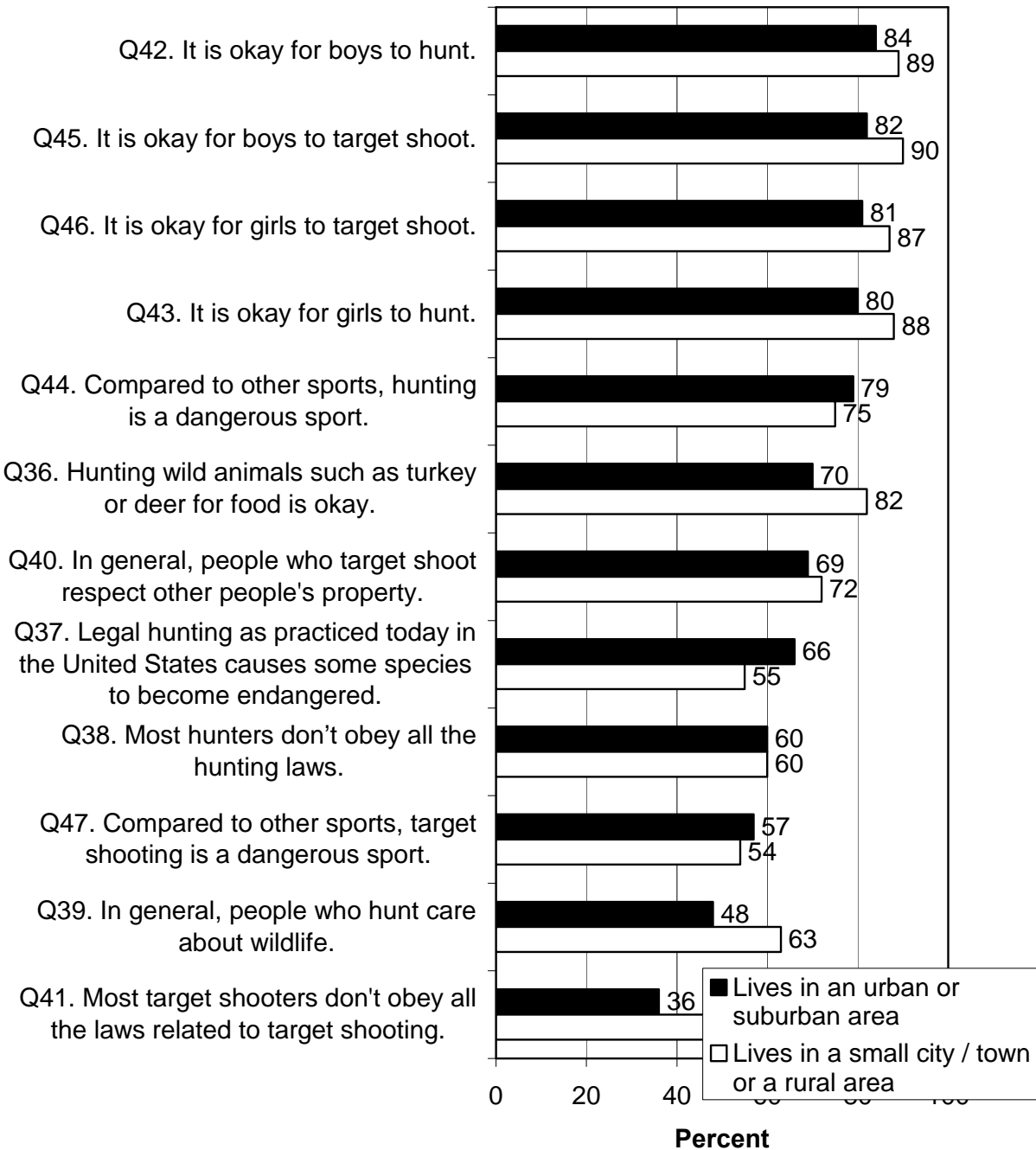
**Q19-30. Percent of respondents who indicated a strongly negative opinion about each of the following:**



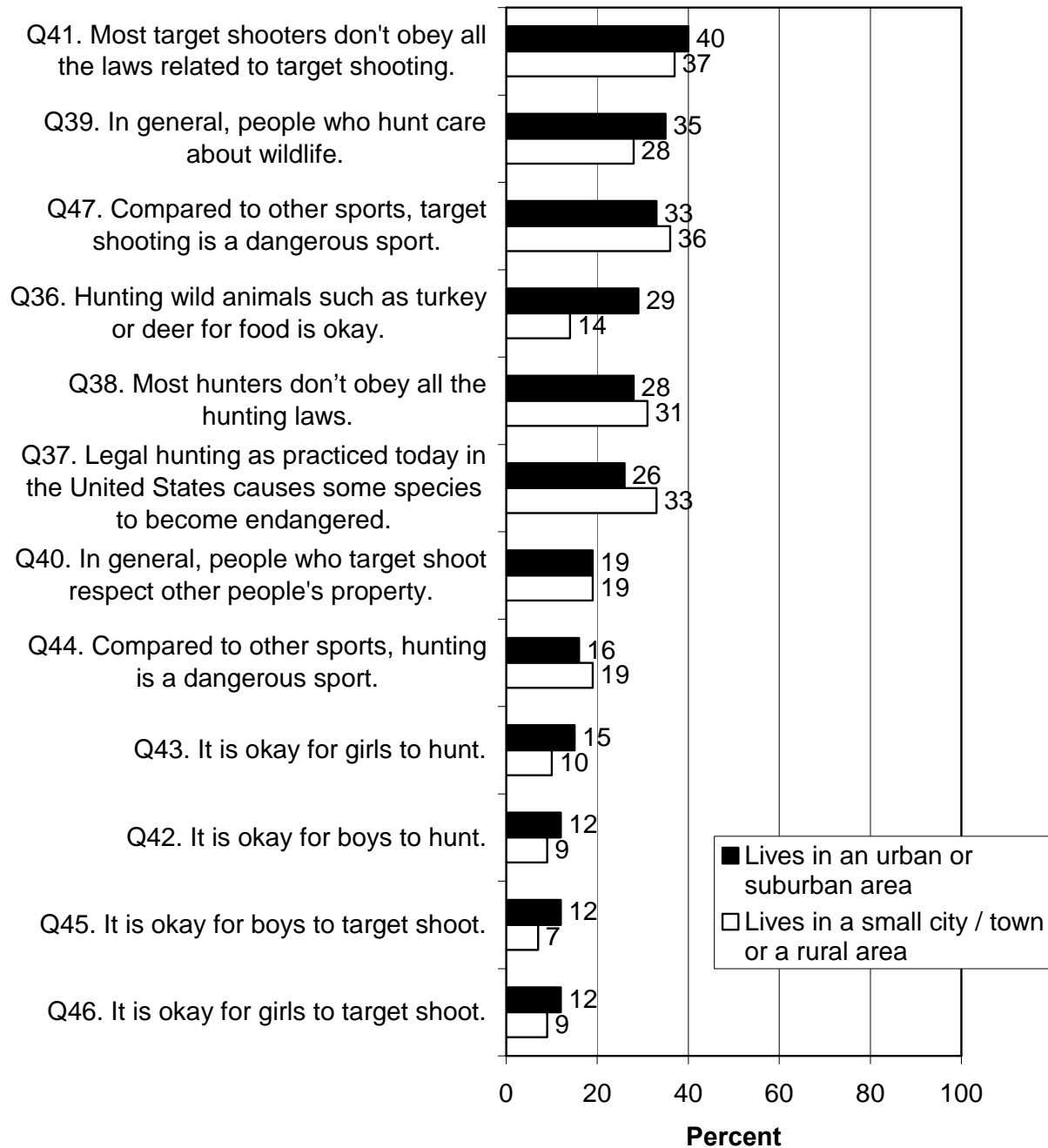
**Q36-47. Percent of respondents who strongly agree with each of the following statements:**



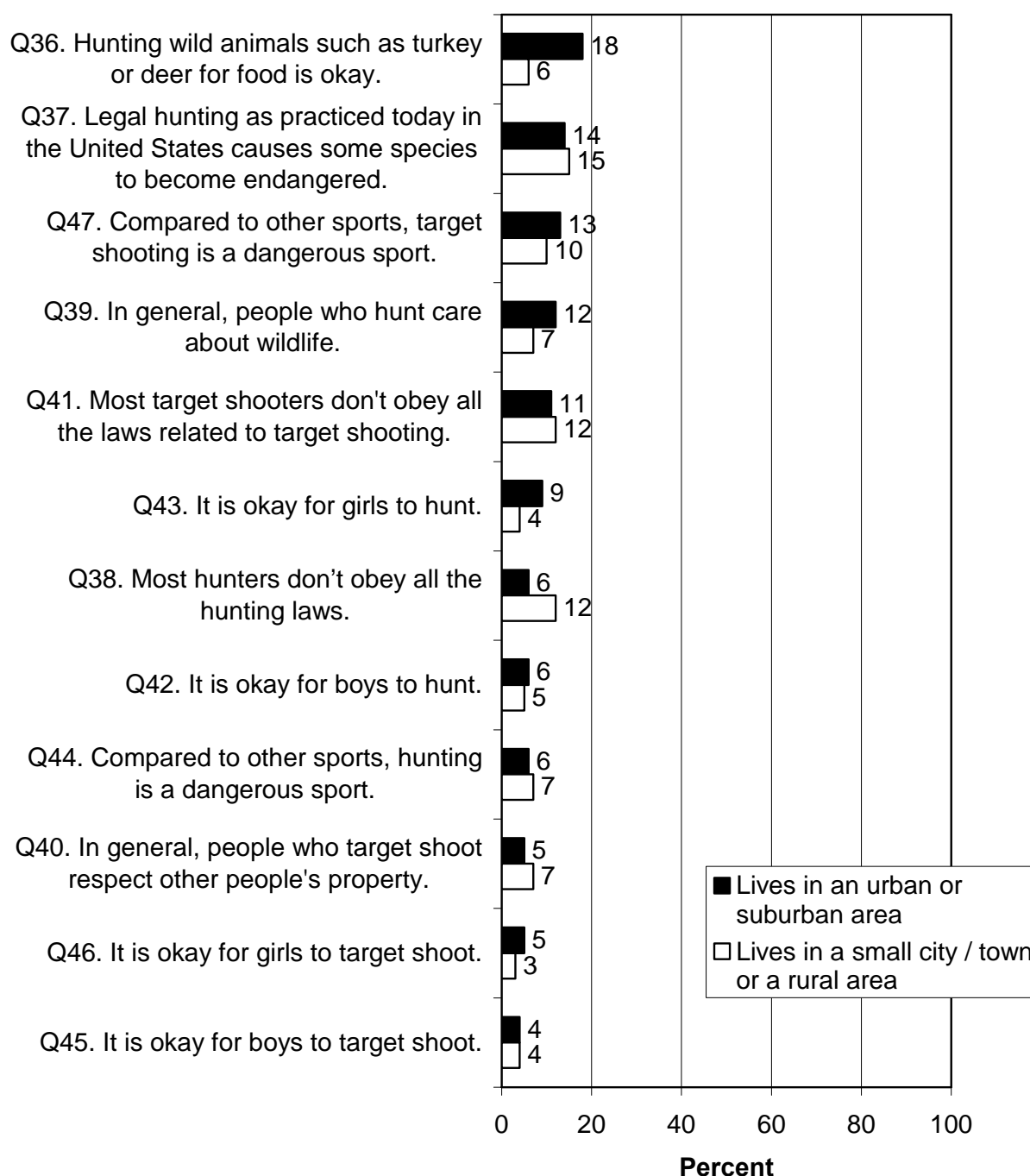
**Q36-47. Percent of respondents who strongly or moderately agree with each of the following statements:**



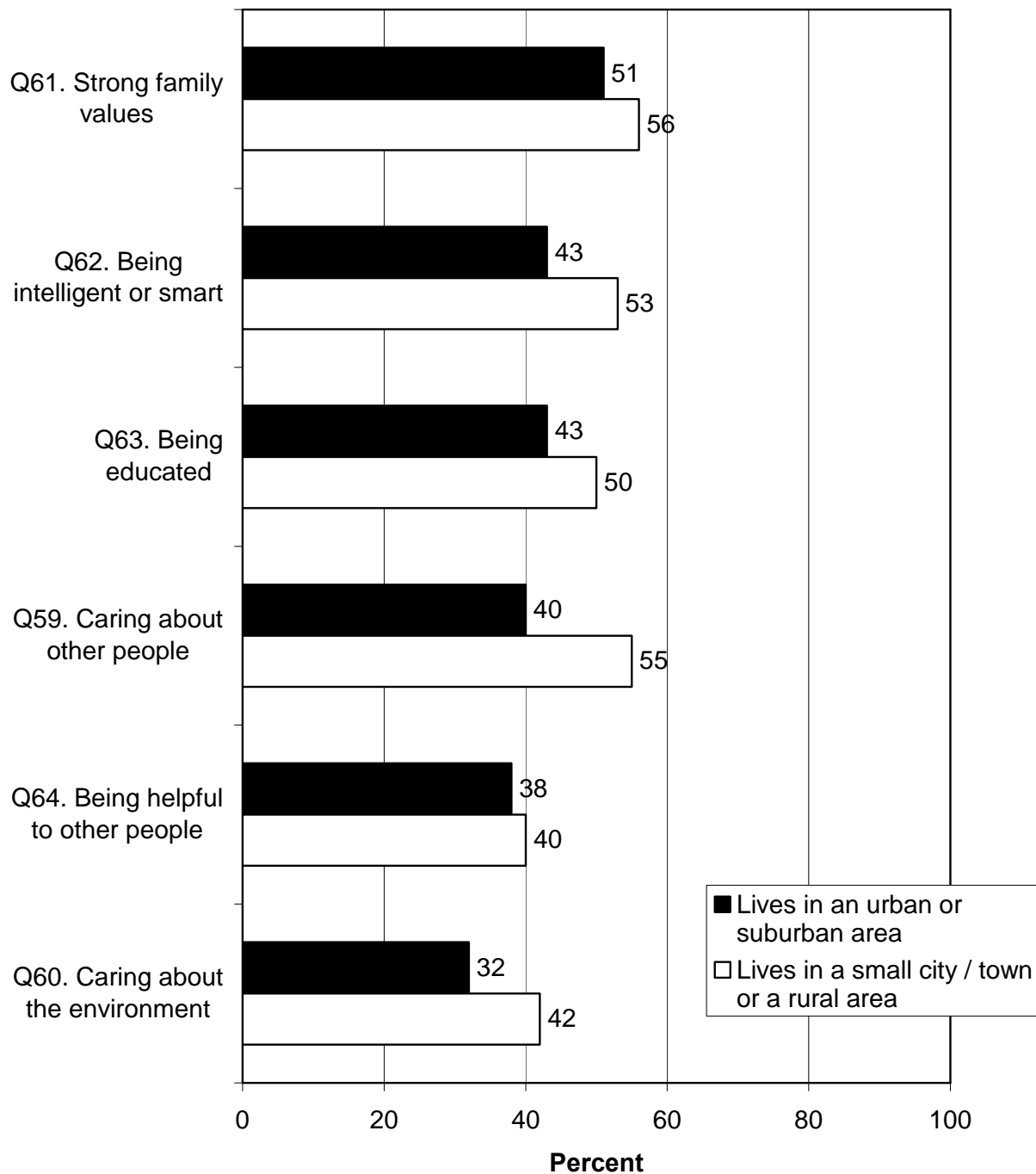
**Q36-47. Percent of respondents who strongly or moderately disagree with each of the following statements:**



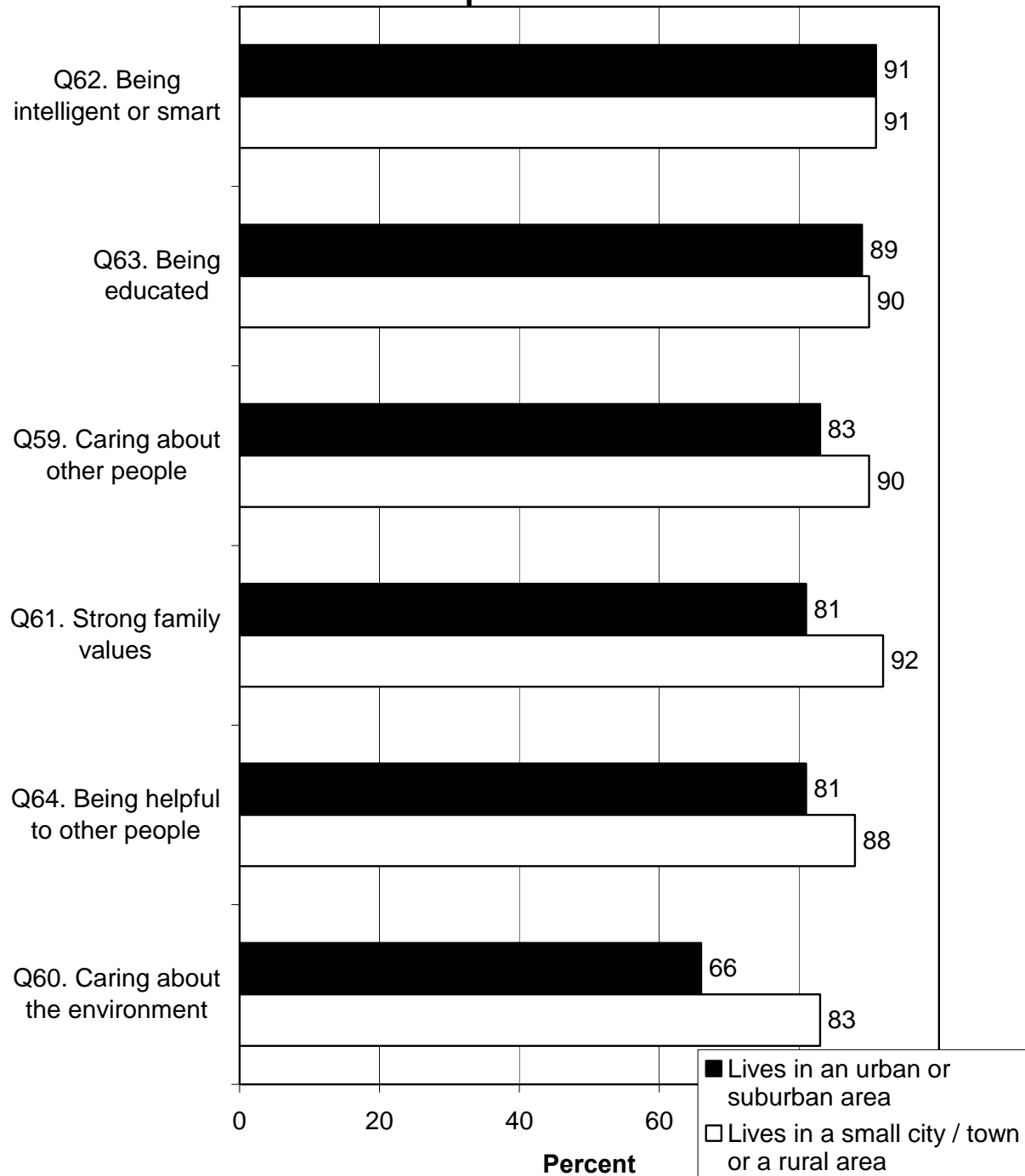
### Q36-47. Percent of respondents who strongly disagree with each of the following statements:



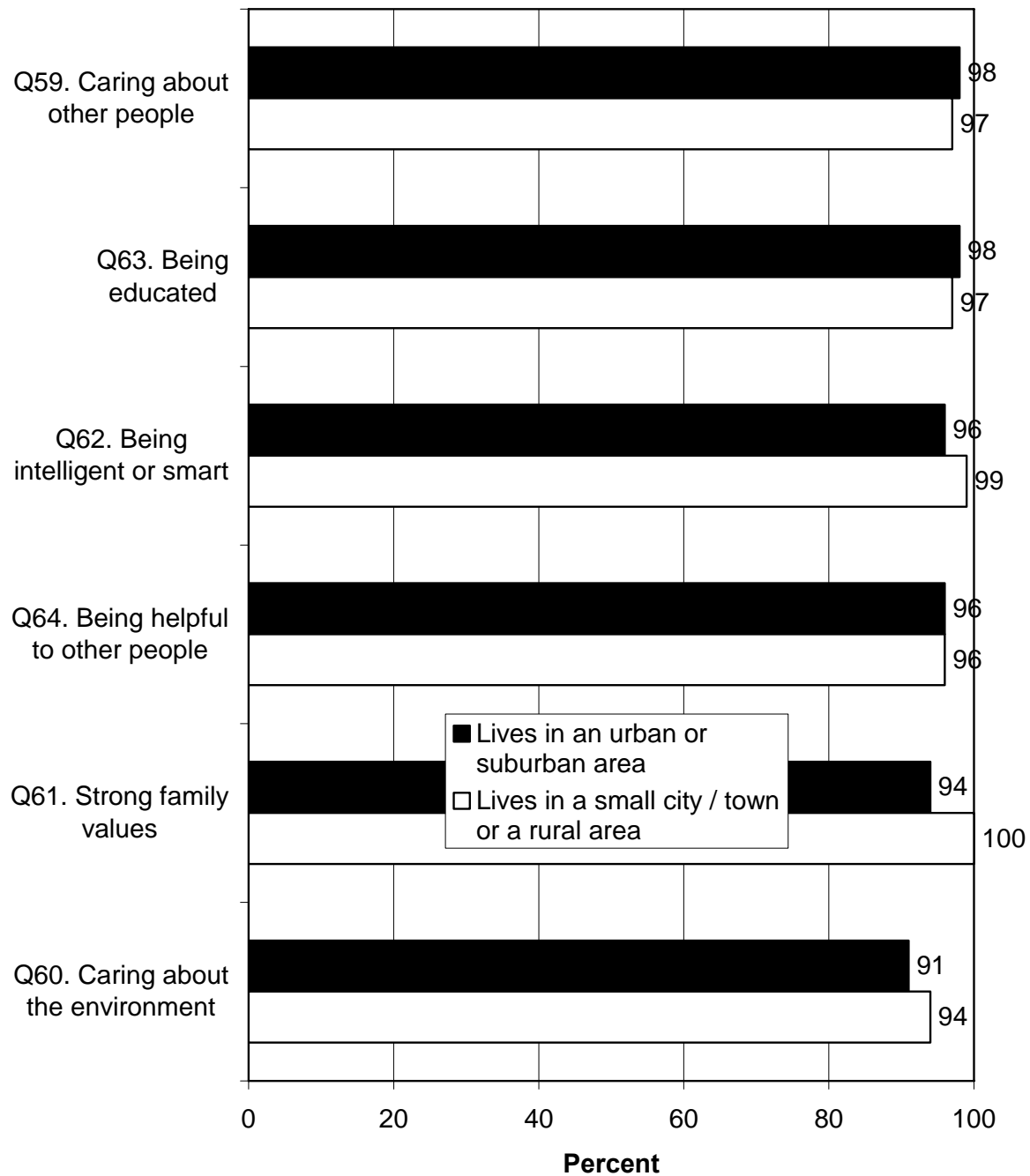
**Q59-64. Percent of respondents who think that most hunters have each of the following qualities:**



**Q59-64. Percent of respondents who think that most or some hunters have each of the following qualities:**

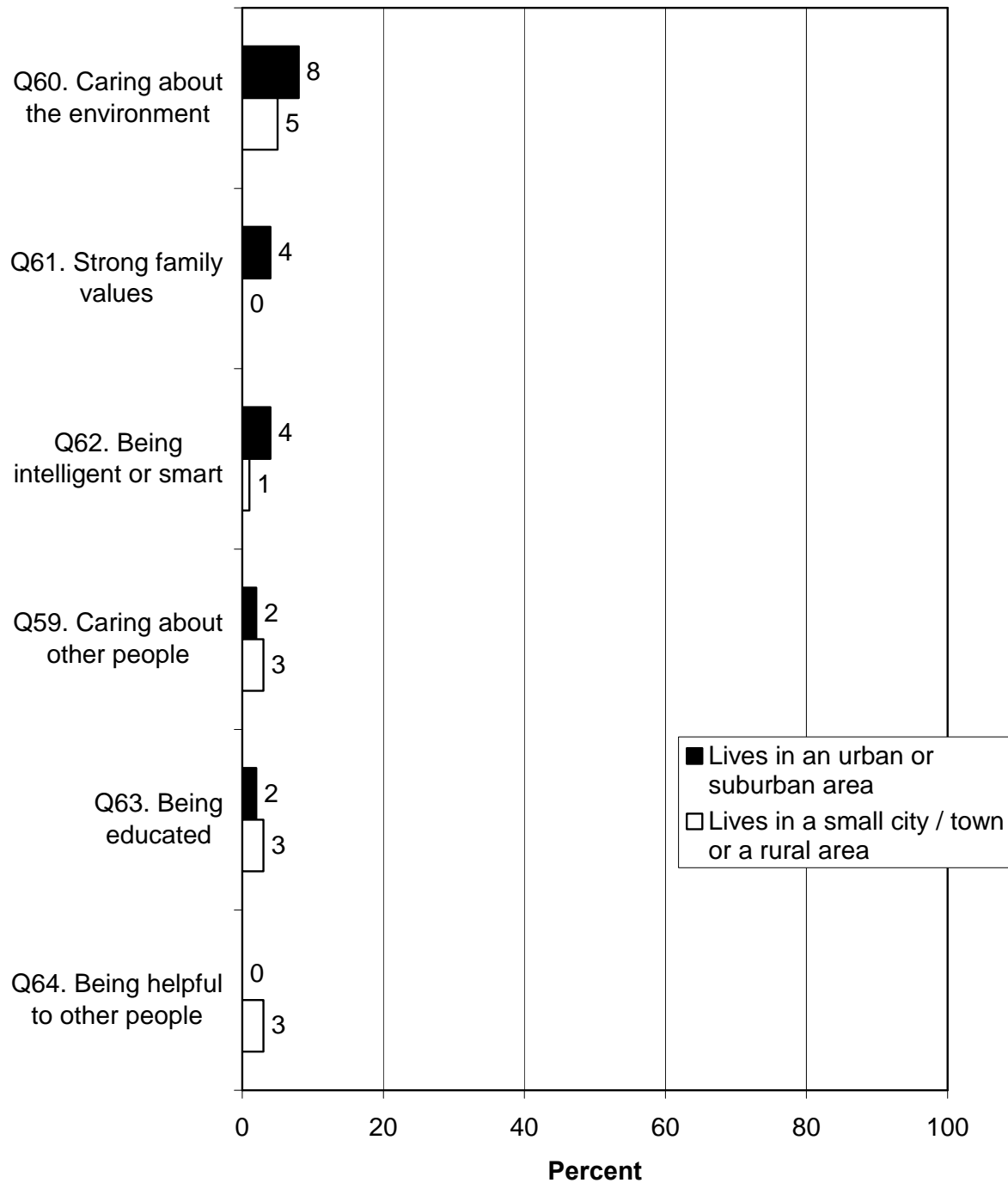


**Q59-64. Percent of respondents who think that most, some, or a few hunters have each of the following qualities:**

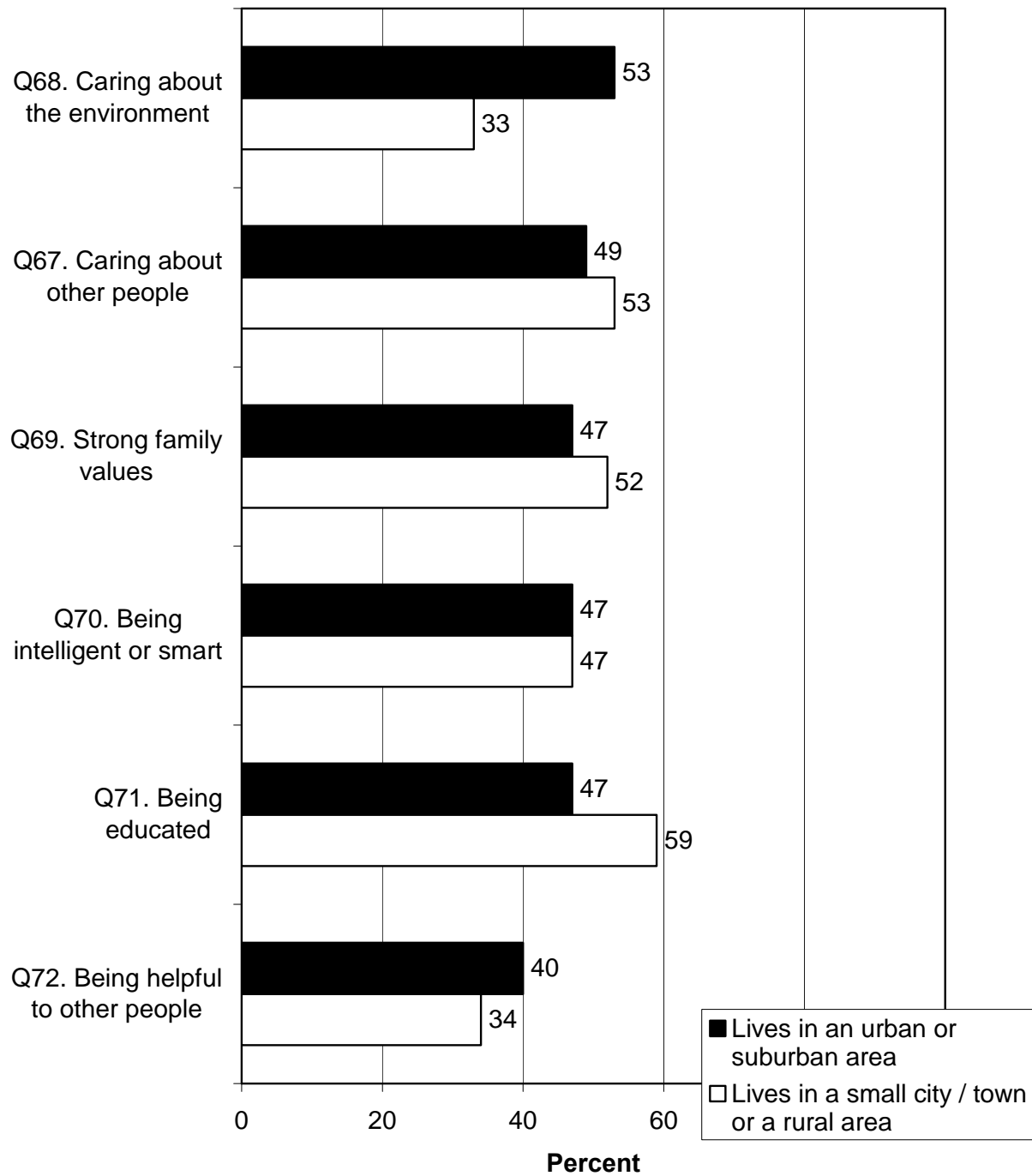




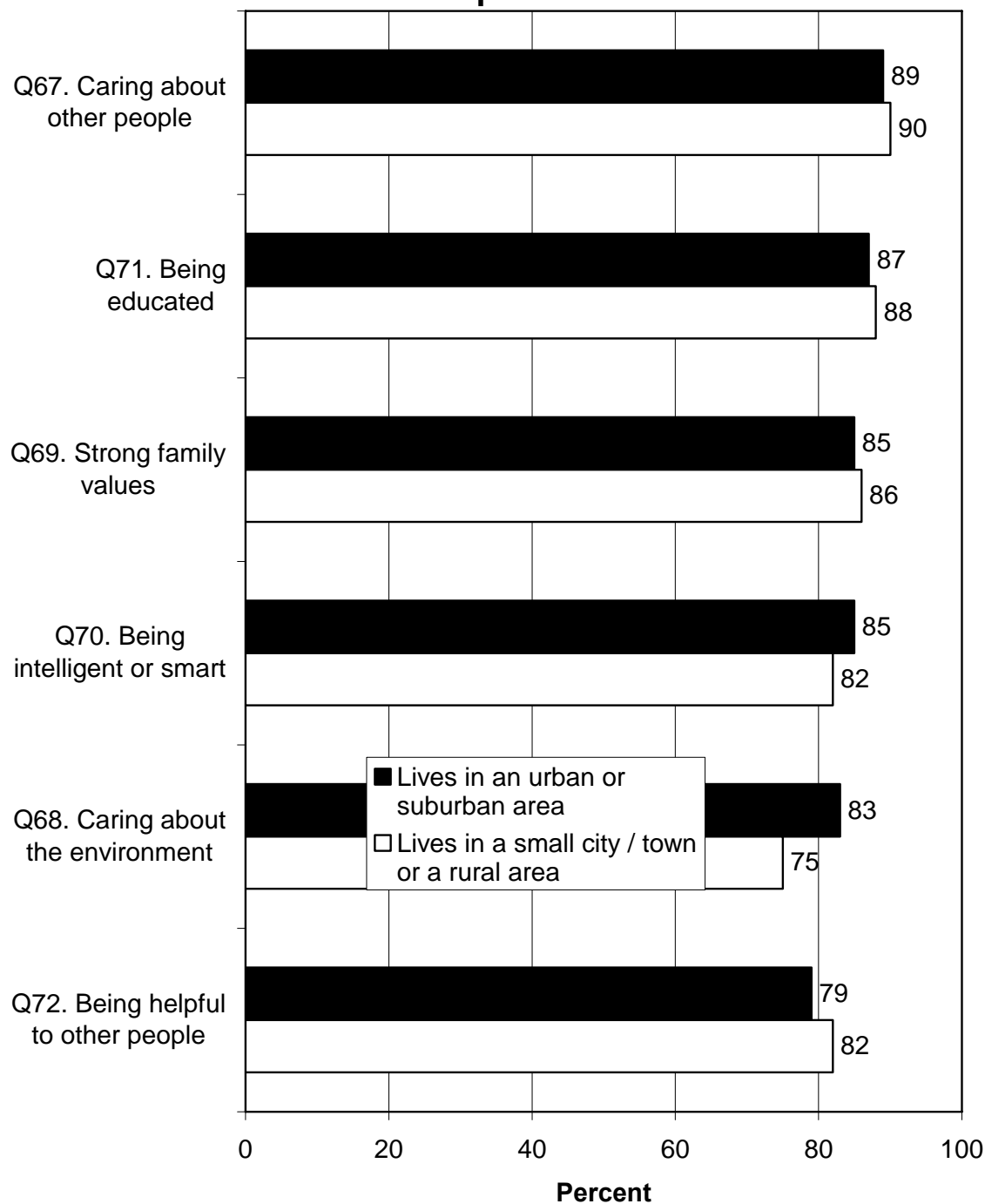
**Q59-64. Percent of respondents who think that no hunters have each of the following qualities:**



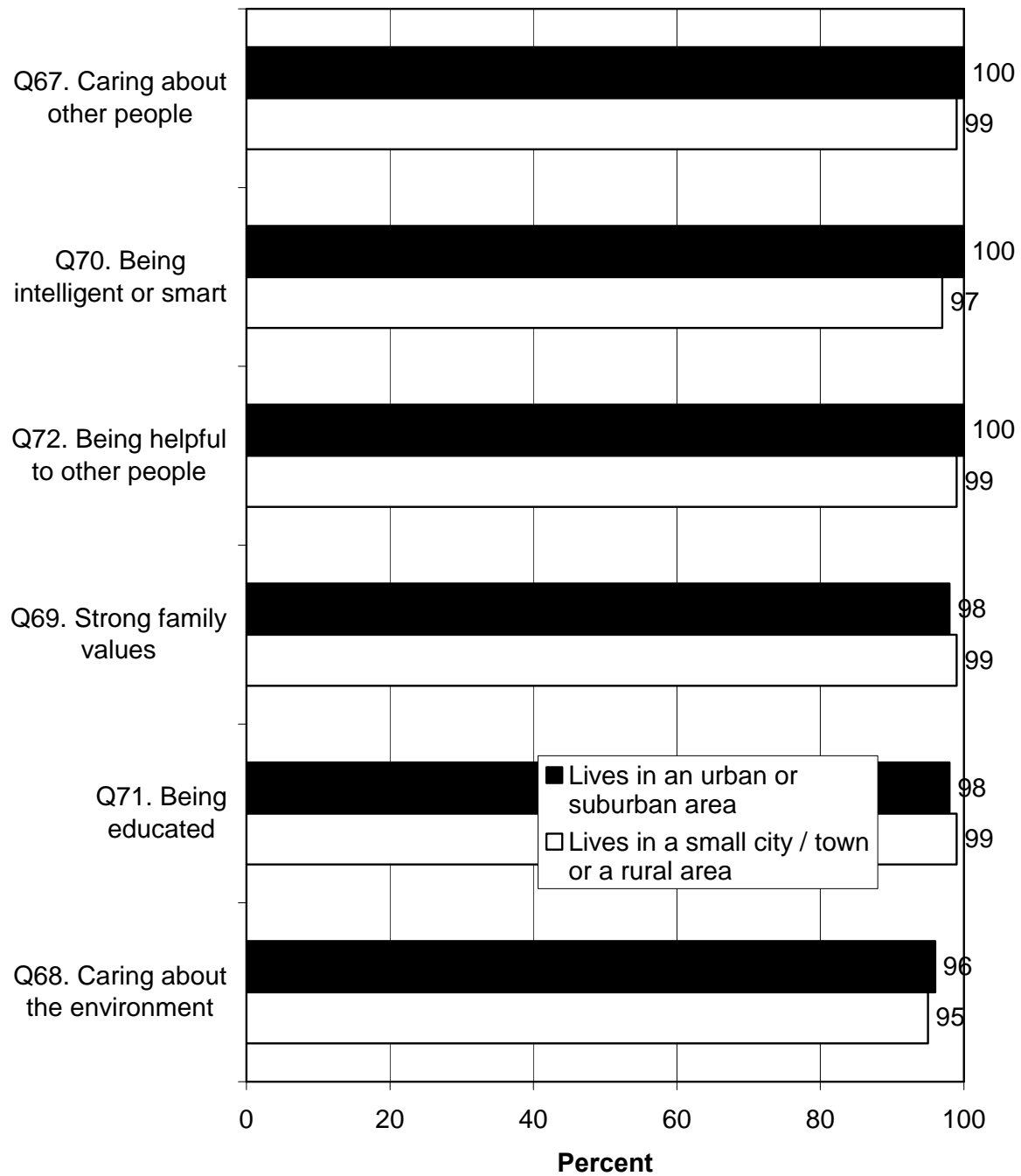
**Q67-72. Percent of respondents who think that most shooters have each of the following qualities:**



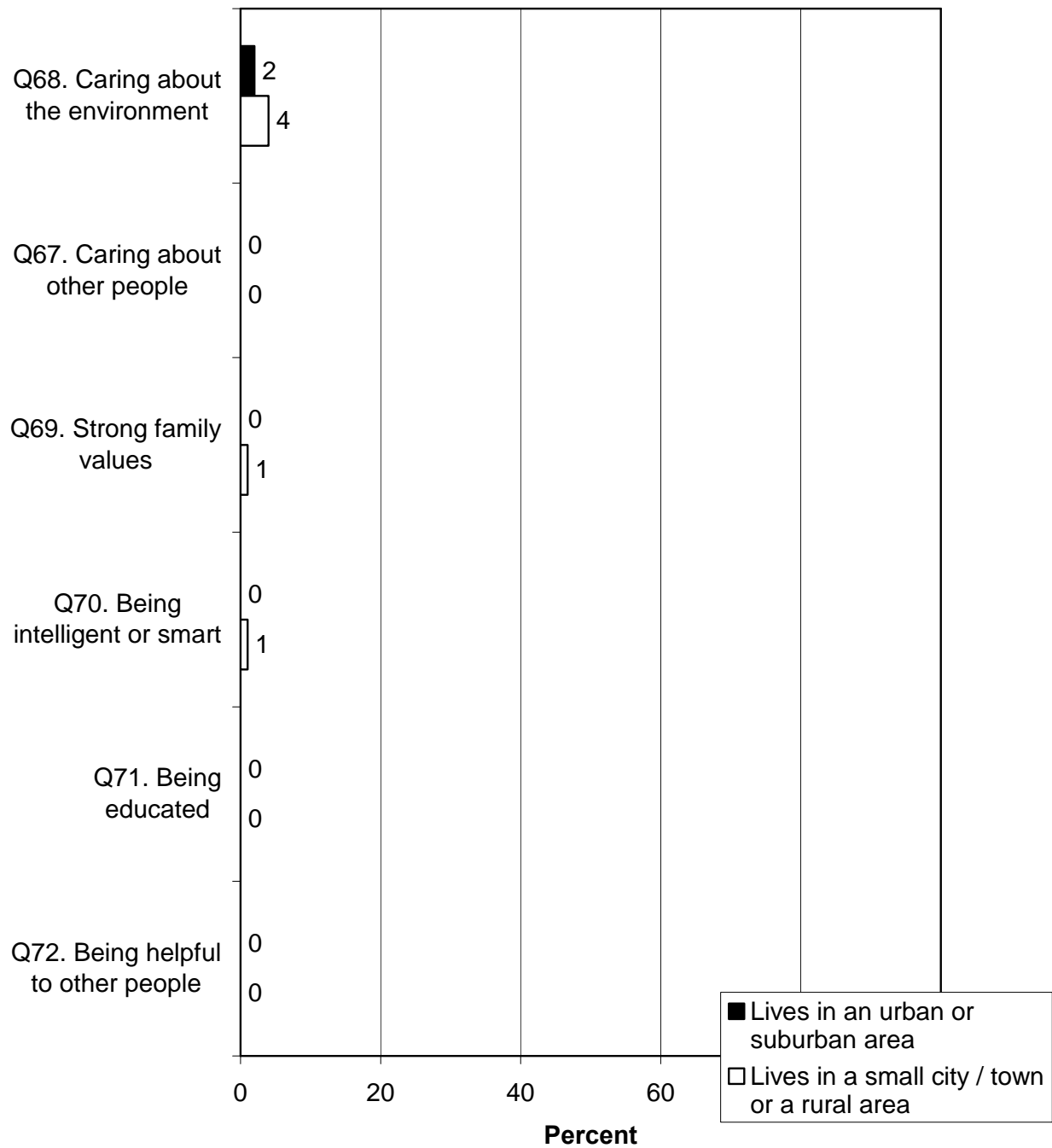
**Q67-72. Percent of respondents who think that most or some shooters have each of the following qualities:**



**Q67-72. Percent of respondents who think that most, some, or a few shooters have each of the following qualities:**



**Q67-72. Percent of respondents who think that no shooters have each of the following qualities:**



## ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public. Utilizing our in-house, full-service telephone, mail, and web-based survey center with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities. Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 20 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe. Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics, African-Americans, Asians, women, children, senior citizens, urban, suburban and rural residents, large landowners, and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

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