



SA

SOUTHWICK
ASSOCIATES

Boosting Local Support for New and Expanded Shooting Ranges



This Project was funded by a Multistate Conservation Grant (#F25AP00131), from the U.S. Fish and Wildlife Service and jointly administered with the Association of Fish and Wildlife Agencies.

The Goal

Recent legislative changes make it easier for states to use Wildlife Restoration funds to construct or expand shooting ranges, and several multi-state conservation grants are showing how to identify where new ranges are needed.

States and private range operators still face hurdles in gaining public support to build new ranges and expand existing locations. To Increase public support this study sought to:

- Determine jobs, tax receipts, conservation revenues, and other economic impacts generated from a typical range visit.
- Survey the public to understand current concerns and benefits around range development, and identify information gaps likely suppress public support and funding for ranges.
- Increase the number of people participating in recreational shooting through greater public awareness and acceptance of new ranges and increased capacity at current ranges.

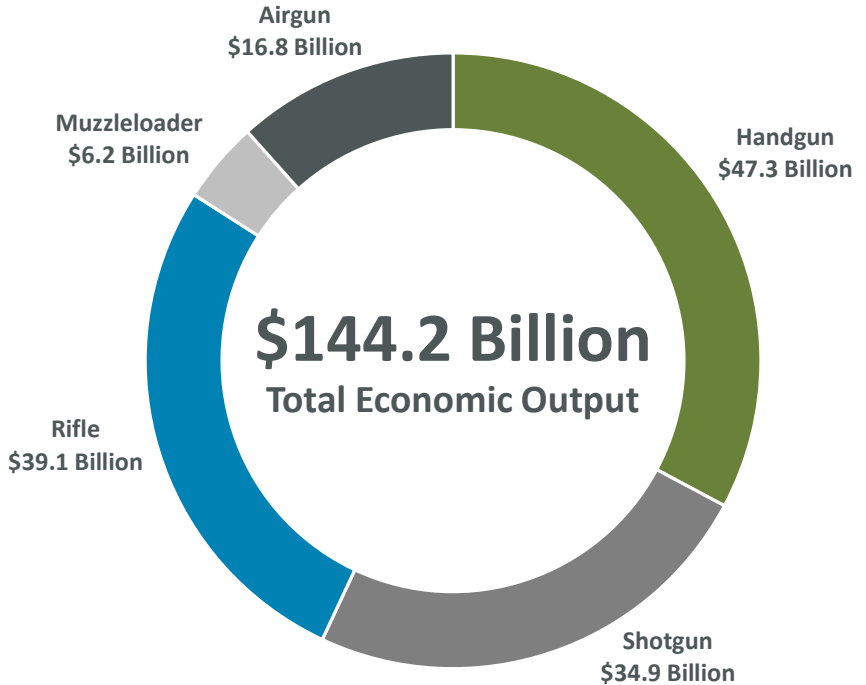




ECONOMIC IMPACTS

ECONOMIC IMPACT OF SHOOTING SPORTS

- National economic contributions of target shooting are immense and generate \$8.4 billion in state and local tax revenue, and \$11.5 billion in federal tax revenue. Additionally, sales of firearms, ammunition, and archery equipment generate over \$1 billion in conservation funding through excise taxes.
- There is an opportunity to grow shooting sports participation and the associated economic impacts through new range construction and current range expansion.



\$61.2 Billion
Direct Spending



787,500
Jobs



\$8.4 Billion
State & Local Taxes



\$11.5 Billion
Federal Taxes

Source: Sportsmen's Alliance Foundation: 2022 Target shooting in America
MSCG #F23AP00468

ECONOMIC IMPACT CALCULATOR

- **The Shooting Range Economic Impact Calculator** is a tool provided by the SAF to determine the economic contributions of existing or proposed shooting ranges to your state's economy.
- This tool enables clear communication of the economic value associated with your local range.
- Scan the QR code or follow the link below to find out the estimated economic effects of your range!



Shooting Range Economic Impact Calculator

State: AZ

Visits by firearm type: (Round to nearest 100)

Handgun: 3500

Shotgun: 3000

Rifle: 4000

Select services provided clicking by on boxes below

Ammunition Sales	Instruction
Firearm Rentals	Shooting/Firearm Accessory Sales
Firearm Sales	

Economic Effects

\$679,470
Total Spending
6.0
Jobs Supported
\$286,480
Salaries and Wages
\$58,285
State & Local Taxes
\$69,366
Federal Taxes
\$463,118
Contribution to GDP
\$805,858
Total Multiplier Effect

Source: Sportsmen's Alliance Foundation: 2022 Target shooting in America
MSCG #F23AP00468

<https://www.southwickassociates.com/shooting-range-econ-calc/>



PUBLIC PERCEPTIONS

Survey Objectives & Methodology

- The objective of the survey was to identify opportunities to increase support for new shooting ranges by gaining a better understanding of the common reasons why people might oppose shooting ranges and how non-shooters would be willing to accept new ranges.
- The survey was crafted with input from a cross-section of state and private range experts from all parts of the U.S.
- Surveyed 4,296 individuals that reflect the demographics of the U.S. population by race, ethnicity, age, and region.





PERCIEVED RANGE BENEFITS

BENEFIT SCORING

- Respondents were asked to rate various recreational, social, and economic benefits from “no benefit” to “significant benefit”, regarding having a shooting range near them.
- These were used to calculate an *Average Benefit Score* which represents the mean of these responses, scaled to 100.
- A perfect score of 100 represents every benefit being seen as significant by every respondent, whereas a score of 0 represents no benefits perceived by any respondent.

Range Benefits

- ❖ *Opportunities for people to learn gun safety and proper handling*
- ❖ *Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)*
- ❖ *Opportunities for law enforcement to properly train and practice*
- ❖ *Increased opportunity to target shoot*
- ❖ *Allows people to try new and additional types of target shooting*
- ❖ *Local jobs and economic benefits*
- ❖ *Additional recreational choices closer to home*

OVERALL RANGE BENEFITS

- Messaging around **safety**, especially as it relates to education around gun safety and proper handling, resonates strongly across demographic types.
- Across all respondents, safety benefits were perceived as more significant than recreational or economic benefits.

	Average Benefit Score (Out of 100)
	All Respondents
Opportunities for people to learn gun safety and proper handling	62
Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)	60
Opportunities for law enforcement to properly train and practice	57
Increased opportunity to target shoot	50
Allows people to try new and additional types of target shooting	48
Local jobs and economic benefits	48
Additional recreational choices closer to home	47
Sample Size	4,296

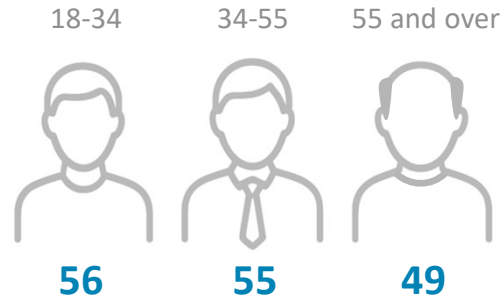
Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

BENEFITS BY AGE AND GENDER

AGE

- Respondents aged 55 and older were less likely to see recreational or economic benefits as significant.
- Messaging targeted towards this age group 55+ should focus on safety and training opportunities.

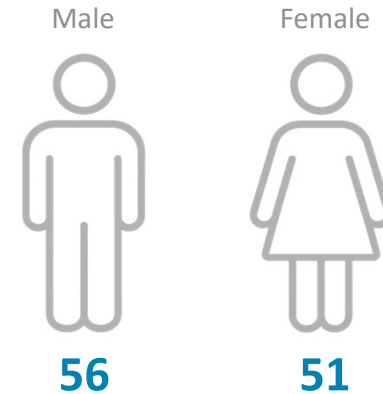
Overall Average Benefit Score (Out of 100)



GENDER

- Male respondents were more likely than female respondents to rate recreational benefits as significant.

Overall Average Benefit Score (Out of 100)



BENEFITS BY REGION AND LOCALE

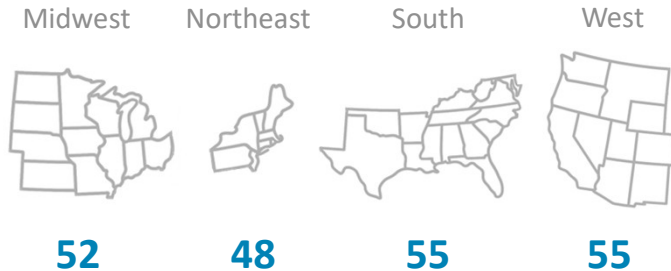
REGION

LOCALE

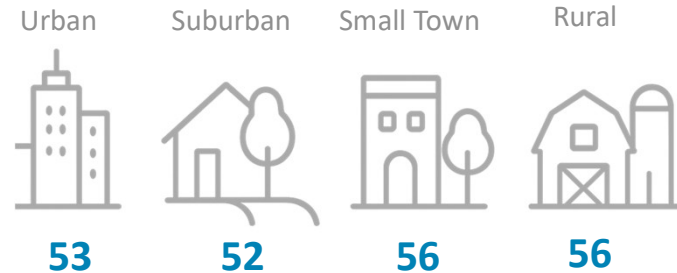
- Respondents in the South and West had similar attitudes around benefits of local range developments.
- Attitudes about recreational and economic benefits in the Midwest were more closely aligned with those in the Northeast than in the South or West.

- Small town and rural residents had similar attitudes towards range benefits. Likewise, Urban and Suburban attitudes towards range benefits tracked closely together.
- Recreational benefits were seen as slightly more significant among respondents in small towns and rural locales.

Overall Average Benefit Score (Out of 100)



Overall Average Benefit Score (Out of 100)



BENEFITS BY GUN OWNERSHIP

- The difference in attitudes between gun owners and non-gun owners were the largest among all groups considered.
- The differences between groups' perceptions of safety benefits were less pronounced than with recreational and economic benefits.

Overall Average Benefit Score (Out of 100)

Gun Owner



67

Non-Gun Owner



49

The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

- Opportunities for people to learn gun safety and proper handling
- Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)
- Opportunities for law enforcement to properly train and practice
- Increased opportunity to target shoot
- Additional recreational choices closer to home
- Allows people to try new and additional types of target shooting
- Local jobs and economic benefits

Sample Size

Average Benefit Score (Out of 100)

Gun Owner	Non-Gun Owner
75	58
72	57
68	54
68	45
64	42
63	44
59	45
1,003	3,293

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.



INDOOR RANGE CONCERNS

INDOOR CONCERN SCORING

- Respondents were asked to rate various safety, health, and economic concerns from “not a concern at all” to “very much a concern”, regarding having an indoor shooting range near them.
- These were used to calculate an *Average Concern Level* which represents the mean of these responses, scaled to 100.
- A concern level of 100 represents every concern being seen as very significant by every respondent, whereas a score of 0 represents no concerns perceived by any respondents.

Indoor Range Concerns

- ❖ *Adequate training of users regarding firearm handling*
- ❖ *Safety of target shooting participants*
- ❖ *More people with firearms in the neighborhood might lead to more danger*
- ❖ *Effect of firearm noise on people and pets*
- ❖ *Safety, fear of stray bullets*
- ❖ *Ventilation / health impacts*
- ❖ *Noise pollution from firearms*
- ❖ *Traffic*
- ❖ *Negative impact on property values*
- ❖ *Environmental impacts*

OVERALL INDOOR RANGE CONCERNS

- Respondents across all demographics were most concerned with safety
- Effect of firearm noise on people and pets was the fourth highest rated concern for indoor ranges, despite the limited level of noise emitted from an indoor range.

Adequate training of users regarding firearm handling

Safety of target shooting participants

More people with firearms in the neighborhood might lead to more danger

Effect of firearm noise on people and pets

Safety, fear of stray bullets

Ventilation / health impacts

Noise pollution from firearms

Traffic

Negative impact on property values

Environmental impacts

Sample Size

Average Concern Level (Out of 100)

All Respondents

47
44
41
39
38
37
36
35
35
33

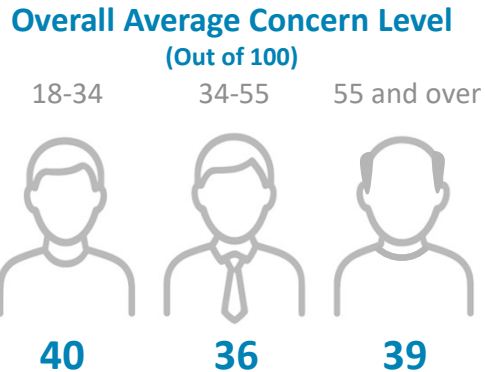
4,296

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an INDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

INDOOR RANGE CONCERNS BY AGE & GENDER

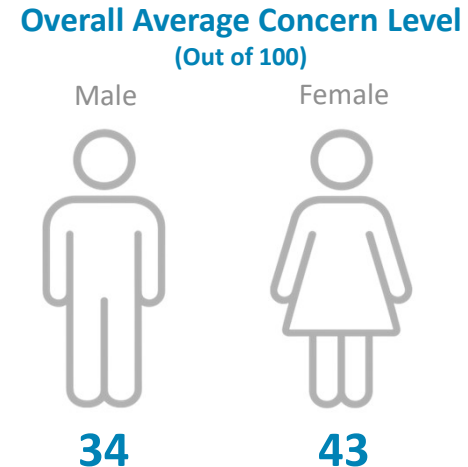
AGE

- Respondents aged 34 to 55 had the lowest concern levels.
- Concerns were similarly distributed within each age group, though respondents ages 18-34 showed a slightly increased concern for fear of stray bullets, and health impacts, whereas respondents 55 and older had a slightly increased concern for traffic and negative impacts on property values.



GENDER

- Female respondents had a 26% higher concern level than male respondents.
- Concerns were distributed very similarly across both genders. Both genders share the same concerns, but female respondents were more concerned on average.



INDOOR RANGE CONCERNS BY LOCALE & REGION

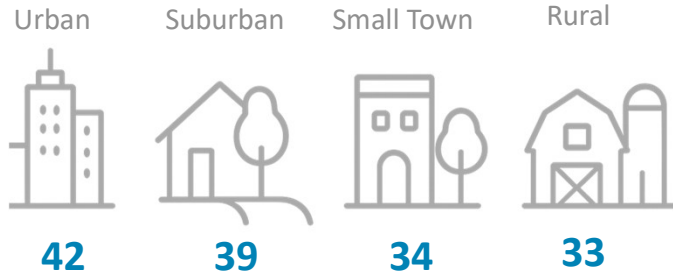
LOCALE

- Urban respondents had the highest level of concern regarding indoor range development
- Overall concern levels were higher in suburban and urban areas when compared to small town and rural areas.
- Concerns were similarly distributed within all locale types. Small towns and rural residents tracked most closely together, and safety concerns were a top priority for all groups.

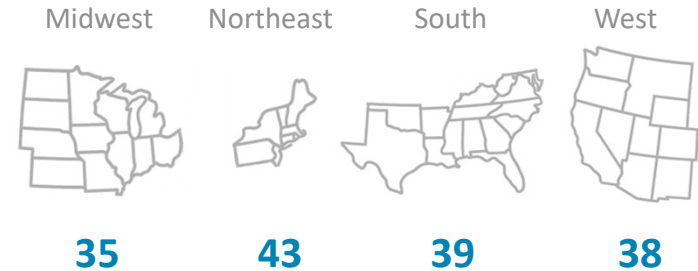
REGION

- Concern levels were highest in the Northeast. *Showing significantly higher concern levels for every concern except: Ventilation / health impacts, Negative impact on property values and Traffic*
- The Midwest showed the lowest concern levels, largely driven by lower non-safety concern levels. *Significantly lower concern levels of: Effect of firearm noise on people and pets, Ventilation / health impacts, Traffic*

Overall Average Concern Level (Out of 100)



Overall Average Concern Level (Out of 100)



INDOOR RANGE CONCERNS BY GUN OWNERSHIP

- Safety concerns were accounted for a larger proportion of gun owners overall concern level, when compared to non-gun owners.

Overall Average Concern Level (Out of 100)

Gun Owner

Non-Gun Owner



26



42

The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Adequate training of users regarding firearm handling

Safety of target shooting participants

Ventilation / health impacts

Effect of firearm noise on people and pets

More people with firearms in the neighborhood might lead to more danger

Traffic

Safety, fear of stray bullets

Noise pollution from firearms

Negative impact on property values

Environmental impacts

Sample Size

Average Concern Level (Out of 100)

Gun Owner

Non-Gun Owner

37	50
33	47
27	40
26	43
25	46
25	38
25	42
23	41
23	39
21	37
1,003	3,293



OUTDOOR RANGE CONCERNS

OUTDOOR CONCERN SCORING

- Respondents were asked to rate various safety, health, and economic concerns from “not a concern at all” to “very much a concern”, regarding having an outdoor shooting range near them.
- These were used to calculate an *Average Concern Level* which represents the mean of these responses, scaled to 100.
- A concern level of 100 represents every concern being seen as very significant by every respondent, whereas a score of 0 represents no concerns perceived by any respondents.

Outdoor Range Concerns

- ❖ *Effect of firearm noise on people and pets*
- ❖ *Adequate training of users regarding firearm handling*
- ❖ *Safety, fear of stray bullets*
- ❖ *Noise pollution from firearms*
- ❖ *Safety of target shooting participants*
- ❖ *More people with firearms in the neighborhood might lead to more danger*
- ❖ *Negative impact on property values*
- ❖ *Environmental impacts*
- ❖ *Traffic*

OVERALL OUTDOOR RANGE CONCERNS

- Outdoor range concern levels were nearly 30% higher than that of indoor ranges.
- Though all concerns are elevated, three concerns account for nearly half of that increase:
 - *More people with firearms in the neighborhood might lead to more danger*
 - *Effect of firearm noise on people and pets and safety*
 - *Safety, Fear of stray bullets*

Effect of firearm noise on people and pets	56
Adequate training of users regarding firearm handling	55
Safety, fear of stray bullets	55
Safety of target shooting participants	53
Noise pollution from firearms	52
More people with firearms in the neighborhood might lead to more danger	46
Negative impact on property values	43
Environmental impacts	42
Traffic	39
<i>Sample Size</i>	4,296

Average Concern Level
(Out of 100)

All Respondents

56
55
55
53
52
46
43
42
39

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

OUTDOOR RANGE CONCERNS BY AGE & GENDER

AGE

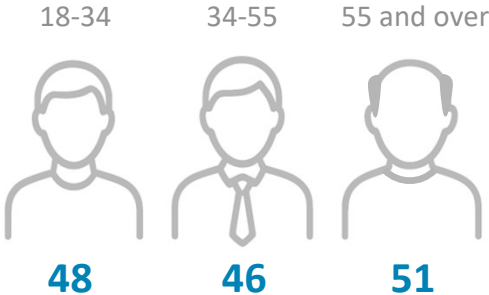
GENDER

- Effect of firearm noise on people and pets, noise pollution from firearms, negative impacts on property values, and adequate training of users regarding firearm handling, were significantly higher concerns among respondents 55 and older.
- Safety concerns and concern for environmental impacts were significantly lower among respondents aged 34-54.

- Female respondents had higher levels of concerns about outdoor range development across the board, and safety related concerns accounted for a slightly larger portion of their total concern level.

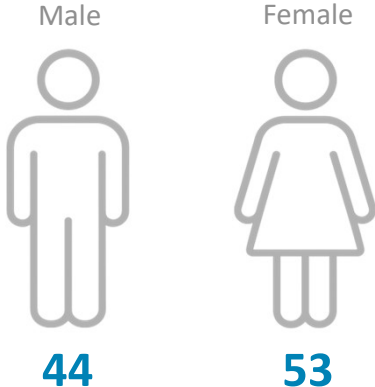
Overall Average Concern Level

(Out of 100)



Overall Average Concern Level

(Out of 100)



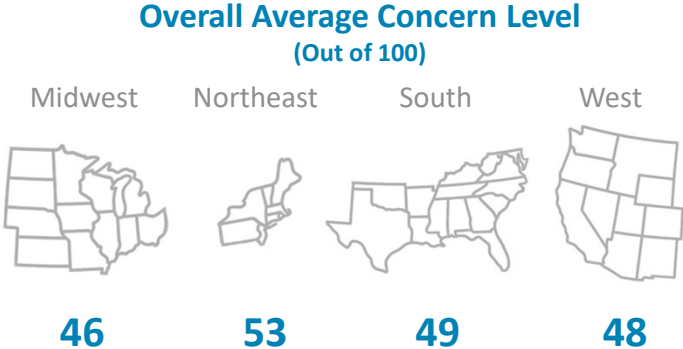
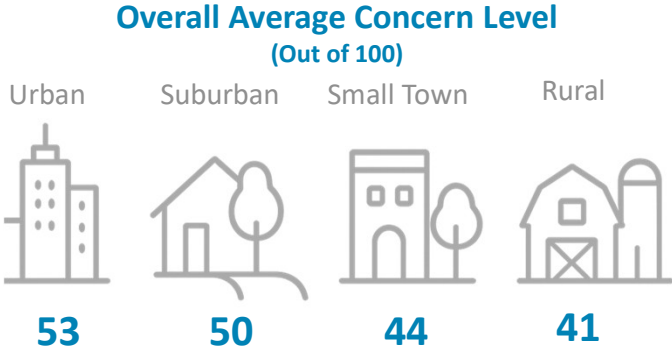
OUTDOOR RANGE CONCERNS BY LOCALE & REGION

LOCALE

- Outdoor range concerns in general dropped as population density decreased.
- Environmental impacts and negative impact on property values were significantly less concerning to rural respondents.

REGION

- Concerns in the Northeast were significantly higher across all statements barring More people with firearms in the neighborhood might lead to more danger, environmental impacts, and traffic.
- Concerns about environmental impacts were significantly lower in the Midwest.



OUTDOOR RANGE CONCERNS BY GUN OWNERSHIP

- Both gun owners and non-gun owners were significantly less concerned about an indoor range nearby than having an outdoor range nearby.
- Safety concerns represented a higher proportion of the overall concern level of gun owners when compared to non-gun owners.

Overall Average Concern Level (Out of 100)

Gun Owner

Non-Gun Owner



38



52

The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Adequate training of users regarding firearm handling

Effect of firearm noise on people and pets

Safety of target shooting participants

Safety, fear of stray bullets

Noise pollution from firearms

Negative impact on property values

Environmental impacts

More people with firearms in the neighborhood might lead to more danger

Traffic

Sample Size

Average Concern Level (Out of 100)

Gun Owner

Non-Gun Owner

48	57
44	60
44	55
42	59
39	55
32	46
30	45
30	51
30	41

1,003

3,293

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Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.



KEY TAKEAWAYS

KEY TAKEAWAYS

- Safety resonates strongly with everyone. Top concerns and benefits around shooting range development were centered around safety across all demographic groups.
- Those with concerns about new shooting ranges were more inclined to support an indoor range than an outdoor range.
- Concerns around noise resulting from indoor ranges were elevated among people who had low support levels for indoor range development.



RECOMMENDATIONS

To increase support for new ranges, it is necessary to...

Communicate a safe and controlled environment in your messaging and imagery

- Highlight range safety practices
- Profile qualified range personnel
- Include photos with instructors or identified experts

Promote safety and support in all communications, including rules and procedures to ensure safety.

Address concerns around indoor range noise pollution by providing information about range practices and noise prevention measures.

Use the economic impact calculator to communicate the economic benefits of a local range.

SAF Shooting Range Economic Impact Calculator



<https://www.southwickassociates.com/shooting-range-econ-calc/>



APPENDIX

Detailed Insights

SUPPORTERS vs OPPOSERS

OUTDOOR RANGE

Average Persona Demographics

Supporter



Age: 47
Gender: Male
Locale: Suburban

Opposer



Age: 48
Gender: Female
Locale: Suburban

		Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
Age	18 to 34	26%	38%	34%	34%
	35 to 54	22%	26%	33%	37%
	55 and over	52%	37%	34%	29%
Region	Midwest	20%	17%	22%	21%
	Northeast	21%	18%	18%	12%
	South	37%	45%	35%	42%
	West	22%	21%	25%	26%
Locale	Urban	35%	32%	28%	28%
	Suburban	46%	50%	42%	39%
	Small town	9%	7%	12%	13%
	Rural	11%	11%	17%	20%
Gender	Male	35%	44%	53%	62%
	Female	64%	56%	47%	37%
	Other	1%	0%	0%	0%
	Prefer not to say	0%	0%	0%	0%
Race/Ethnicity	White/Caucasian	68%	73%	81%	81%
	Black/African American	19%	15%	12%	11%
	American Indian/Native American or Alaska Native	3%	3%	4%	7%
	Asian	9%	8%	4%	3%
	Native Hawaiian or Other Pacific Islander	1%	0%	0%	0%
	Other	3%	3%	1%	2%
	Prefer not to say	1%	1%	1%	1%
	Sample Size	633	530	884	831

SUPPORTERS vs OPPOSERS

INDOOR RANGE

Average Persona Demographics

Supporter



Age: 47
Gender: Male
Locale: Suburban

Opposer

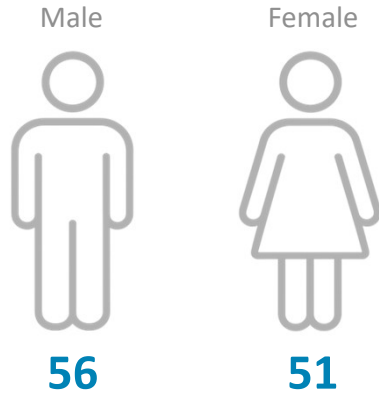


Age: 48
Gender: Female
Locale: Suburban

		Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
Age	18 to 34	26%	36%	32%	33%
	35 to 54	23%	26%	32%	34%
	55 and over	51%	38%	37%	33%
Region	Midwest	19%	21%	21%	22%
	Northeast	23%	20%	17%	13%
	South	36%	38%	41%	40%
	West	22%	22%	22%	25%
Locale	Urban	32%	36%	27%	30%
	Suburban	47%	46%	46%	41%
	Small town	8%	8%	11%	12%
	Rural	12%	10%	16%	17%
Gender	Male	35%	41%	49%	61%
	Female	65%	58%	51%	39%
	Other	1%	0%	0%	0%
	Prefer not to say	0%	1%	0%	0%
Race/Ethnicity	White/Caucasian	68%	70%	80%	81%
	Black/African American	19%	18%	12%	12%
	American Indian/Native American or Alaska Native	2%	3%	4%	6%
	Asian	9%	9%	5%	3%
	Native Hawaiian or Other Pacific Islander	1%	1%	1%	0%
	Other	3%	2%	2%	2%
	Prefer not to say	0%	1%	0%	1%
	Sample Size		415	429	948

BENEFITS BY GENDER

Overall Average Benefit Score (Out of 100)



The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

- Opportunities for people to learn gun safety and proper handling
- Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)
- Opportunities for law enforcement to properly train and practice
- Increased opportunity to target shoot
- Allows people to try new and additional types of target shooting
- Additional recreational choices closer to home
- Local jobs and economic benefits

Sample Size

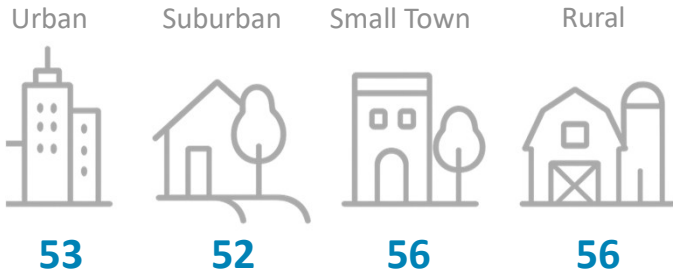
Average Benefit Score (Out of 100)

	Male	Female
Opportunities for people to learn gun safety and proper handling	64	60
Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)	63	58
Opportunities for law enforcement to properly train and practice	58	56
Increased opportunity to target shoot	55	46
Allows people to try new and additional types of target shooting	52	45
Additional recreational choices closer to home	51	43
Local jobs and economic benefits	51	46
	2,000	2,280

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

BENEFITS BY LOCALE

Overall Average Benefit Score (Out of 100)



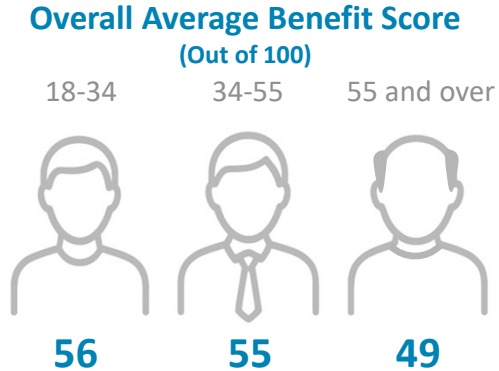
The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

Average Benefit Score (Out of 100)

	Urban	Suburban	Small Town	Rural
Opportunities for people to learn gun safety and proper handling	60	61	66	64
Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)	59	60	64	63
Opportunities for law enforcement to properly train and practice	57	57	59	59
Increased opportunity to target shoot	50	49	53	53
Local jobs and economic benefits	49	47	49	51
Allows people to try new and additional types of target shooting	48	47	51	53
Additional recreational choices closer to home	48	45	50	51
Sample Size	1,258	1,890	487	661

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

BENEFITS BY AGE



The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

- Opportunities for people to learn gun safety and proper handling
- Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)
- Opportunities for law enforcement to properly train and practice
- Increased opportunity to target shoot
- Local jobs and economic benefits
- Allows people to try new and additional types of target shooting
- Additional recreational choices closer to home

Sample Size

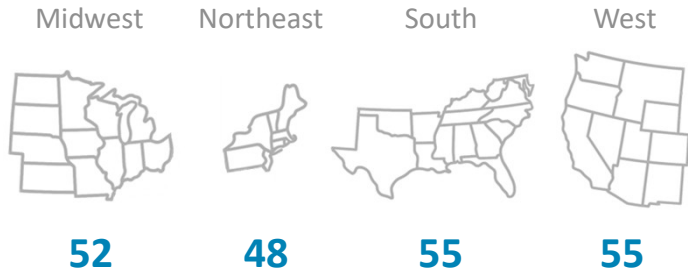
Average Benefit Score
(Out of 100)

	18 to 34	35 to 54	55 and over
Opportunities for people to learn gun safety and proper handling	63	62	60
Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)	61	61	59
Opportunities for law enforcement to properly train and practice	58	57	57
Increased opportunity to target shoot	54	53	45
Local jobs and economic benefits	52	52	42
Allows people to try new and additional types of target shooting	52	51	43
Additional recreational choices closer to home	51	51	40
Sample Size	1,400	1,231	1,665

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

BENEFITS BY REGION

Overall Average Benefit Score (Out of 100)



The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

- Opportunities for people to learn gun safety and proper handling
- Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)
- Opportunities for law enforcement to properly train and practice
- Increased opportunity to target shoot
- Allows people to try new and additional types of target shooting
- Local jobs and economic benefits
- Additional recreational choices closer to home

Sample Size

Average Benefit Score (Out of 100)

	Midwest	Northeast	South	West
Opportunities for people to learn gun safety and proper handling	61	56	64	63
Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)	59	56	62	62
Opportunities for law enforcement to properly train and practice	56	53	60	57
Increased opportunity to target shoot	49	44	53	52
Allows people to try new and additional types of target shooting	46	44	51	50
Local jobs and economic benefits	46	44	51	50
Additional recreational choices closer to home	46	42	49	48
Sample Size	923	744	1,667	961

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

BENEFITS BY GUN OWNERSHIP

Overall Average Benefit Score (Out of 100)

Gun Owner



67

Non-Gun Owner



49

The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

- Opportunities for people to learn gun safety and proper handling
- Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)
- Opportunities for law enforcement to properly train and practice
- Increased opportunity to target shoot
- Additional recreational choices closer to home
- Allows people to try new and additional types of target shooting
- Local jobs and economic benefits

Sample Size

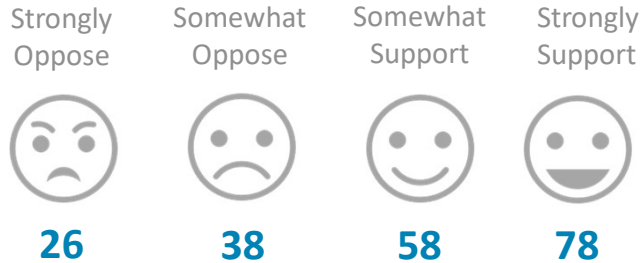
Average Benefit Score (Out of 100)

Gun Owner	Non-Gun Owner
75	58
72	57
68	54
68	45
64	42
63	44
59	45
1,003	3,293

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

BENEFITS BY SUPPORT FOR INDOOR RANGE

Overall Average Benefit Score (Out of 100)



The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

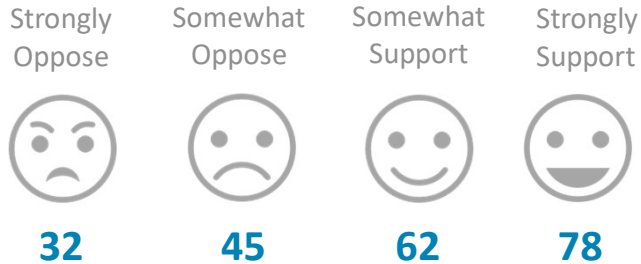
Average Benefit Score (Out of 100)

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
Opportunities for people to learn gun safety and proper handling	34	46	68	85
Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)	33	45	67	83
Opportunities for law enforcement to properly train and practice	32	46	62	79
Local jobs and economic benefits	24	37	51	70
Allows people to try new and additional types of target shooting	21	31	54	75
Increased opportunity to target shoot	21	33	56	77
Additional recreational choices closer to home	19	31	52	75
Sample Size	415	429	948	1,057

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

BENEFITS BY SUPPORT FOR OUTDOOR RANGE

Overall Average Benefit Score (Out of 100)



The Overall Average Benefit Score represents the mean of all benefit ratings for a particular group, scaled to 100.

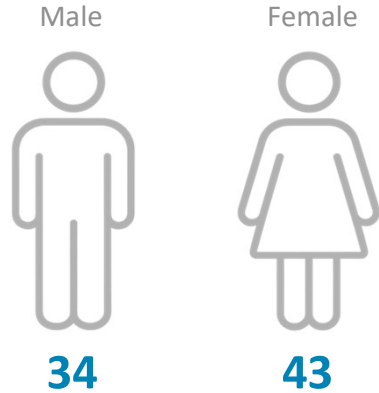
Average Benefit Score (Out of 100)

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
Safer place for people to shoot compared to informal locations (i.e. backyards, gravel pits, etc.)	41	52	69	82
Opportunities for people to learn gun safety and proper handling	40	55	70	84
Opportunities for law enforcement to properly train and practice	39	51	65	78
Local jobs and economic benefits	29	41	56	71
Increased opportunity to target shoot	26	39	60	79
Allows people to try new and additional types of target shooting	25	39	57	76
Additional recreational choices closer to home	23	36	57	76
Sample Size	663	530	884	831

Respondents were asked to rate the following from "no benefit" to "significant benefit", regarding having a shooting range near them. The Average Benefit Score represents the mean of these responses, scaled to 100.

INDOOR RANGE CONCERNS BY GENDER

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Average Concern Level (Out of 100)

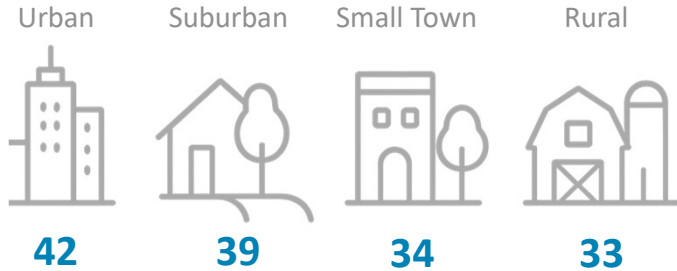
	Male	Female
Adequate training of users regarding firearm handling	43	51
Safety of target shooting participants	39	49
More people with firearms in the neighborhood might lead to more danger	36	46
Effect of firearm noise on people and pets	33	43
Ventilation / health impacts	33	41
Safety, fear of stray bullets	32	43
Noise pollution from firearms	32	40
Traffic	31	38
Negative impact on property values	31	38
Environmental impacts	29	37
Sample Size	2,000	2,280

	Male	Female
Adequate training of users regarding firearm handling	43	51
Safety of target shooting participants	39	49
More people with firearms in the neighborhood might lead to more danger	36	46
Effect of firearm noise on people and pets	33	43
Ventilation / health impacts	33	41
Safety, fear of stray bullets	32	43
Noise pollution from firearms	32	40
Traffic	31	38
Negative impact on property values	31	38
Environmental impacts	29	37

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an INDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

INDOOR RANGE CONCERNS BY LOCALE

Overall Average Concern Level (Out of 100)



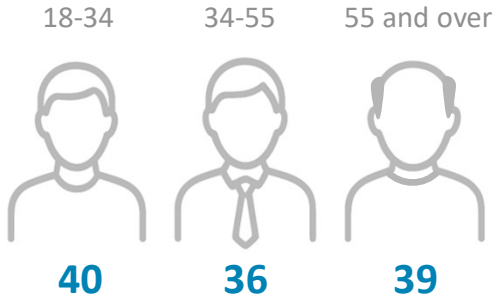
The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Average Concern Level (Out of 100)

	Urban	Suburban	Small Town	Rural
Adequate training of users regarding firearm handling	50	48	44	41
Safety of target shooting participants	47	44	42	40
More people with firearms in the neighborhood might lead to more danger	46	42	35	34
Effect of firearm noise on people and pets	43	39	34	33
Safety, fear of stray bullets	42	38	34	33
Ventilation / health impacts	41	37	36	32
Noise pollution from firearms	41	37	32	30
Traffic	39	35	29	30
Negative impact on property values	39	36	29	29
Environmental impacts	37	33	29	27
Sample Size	1,258	1,890	487	661

INDOOR RANGE CONCERNS BY AGE

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

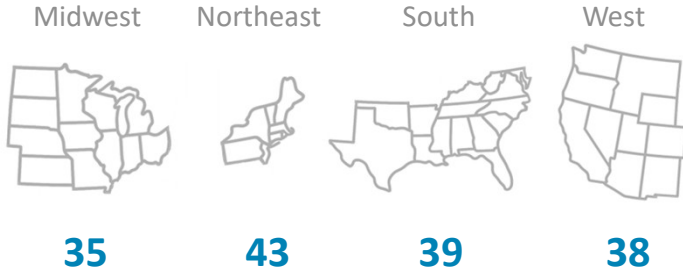
Average Concern Level (Out of 100)

	18 to 34	35 to 54	55 and over
Adequate training of users regarding firearm handling	49	44	49
Safety of target shooting participants	46	41	44
More people with firearms in the neighborhood might lead to more danger	42	38	42
Safety, fear of stray bullets	41	36	37
Ventilation / health impacts	41	34	36
Effect of firearm noise on people and pets	41	36	39
Noise pollution from firearms	38	35	37
Environmental impacts	36	31	33
Traffic	35	33	36
Negative impact on property values	34	32	37
Sample Size	1,400	1,231	1,665

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an INDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

INDOOR RANGE CONCERNS BY REGION

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Average Concern Level (Out of 100)

	Midwest	Northeast	South	West
Adequate training of users regarding firearm handling	44	52	48	46
Safety of target shooting participants	41	48	44	43
More people with firearms in the neighborhood might lead to more danger	39	47	41	40
Safety, fear of stray bullets	36	43	38	36
Effect of firearm noise on people and pets	35	43	39	39
Noise pollution from firearms	34	41	36	37
Ventilation / health impacts	33	41	38	37
Negative impact on property values	32	38	35	35
Traffic	30	37	36	34
Environmental impacts	30	37	33	33
Sample Size	923	744	1,667	961

INDOOR RANGE CONCERNS BY GUN OWNERSHIP

Overall Average Concern Level (Out of 100)

Gun Owner



26

Non-Gun Owner



42

The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Adequate training of users regarding firearm handling

Safety of target shooting participants

Ventilation / health impacts

Effect of firearm noise on people and pets

More people with firearms in the neighborhood might lead to more danger

Traffic

Safety, fear of stray bullets

Noise pollution from firearms

Negative impact on property values

Environmental impacts

Sample Size

Average Concern Level (Out of 100)

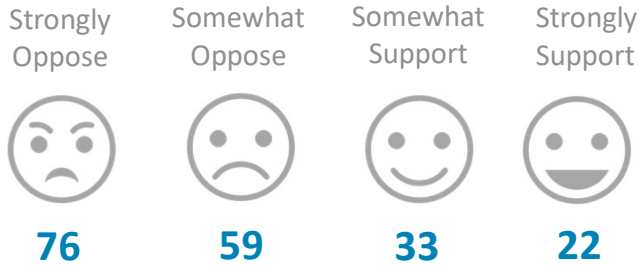
Gun Owner

Non-Gun Owner

37	50
33	47
27	40
26	43
25	46
25	38
25	42
23	41
23	39
21	37
1,003	3,293

INDOOR RANGE CONCERNS BY SUPPORT FOR INDOOR RANGE

Overall Average Concern Level (Out of 100)



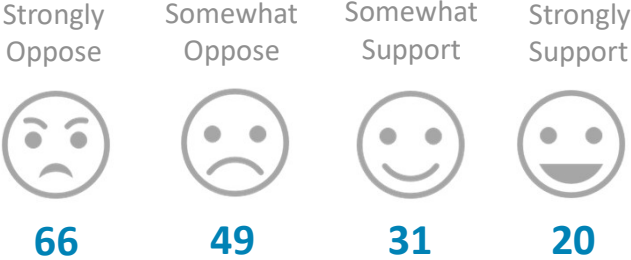
The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Average Concern Level (Out of 100)

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
More people with firearms in the neighborhood might lead to more danger	81	65	35	19
Adequate training of users regarding firearm handling	81	66	42	32
Safety of target shooting participants	78	63	39	27
Safety, fear of stray bullets	78	60	31	31
Effect of firearm noise on people and pets	77	62	33	18
Noise pollution from firearms	77	59	29	29
Negative impact on property values	77	56	28	15
Ventilation / health impacts	71	53	32	22
Traffic	69	52	30	18
Environmental impacts	69	53	27	14
Sample Size	415	429	948	1,057

INDOOR RANGE CONCERNS BY SUPPORT FOR OUTDOOR RANGE

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Average Concern Level (Out of 100)

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
More people with firearms in the neighborhood might lead to more danger	73	56	32	17
Adequate training of users regarding firearm handling	72	58	40	30
Safety of target shooting participants	69	54	38	27
Effect of firearm noise on people and pets	68	51	30	19
Negative impact on property values	67	45	26	16
Noise pollution from firearms	66	49	28	17
Safety, fear of stray bullets	65	47	31	20
Ventilation / health impacts	62	46	31	22
Environmental impacts	60	43	25	16
Traffic	59	45	28	19
Sample Size	663	530	884	831

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an INDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

OUTDOOR RANGE CONCERNS BY GENDER

Average Concern Level
(Out of 100)

Male Female

Effect of firearm noise on people and pets	51	60
Adequate training of users regarding firearm handling	51	59
Safety, fear of stray bullets	48	60
Noise pollution from firearms	48	55
Safety of target shooting participants	47	57
More people with firearms in the neighborhood might lead to more danger	40	52
Negative impact on property values	39	46
Environmental impacts	37	46
Traffic	35	42

2,000

2,280

Effect of firearm noise on people and pets

Adequate training of users regarding firearm handling

Safety, fear of stray bullets

Noise pollution from firearms

Safety of target shooting participants

More people with firearms in the neighborhood might lead to more danger

Negative impact on property values

Environmental impacts

Traffic

Sample Size

Overall Average Concern Level
(Out of 100)

Male

Female



44

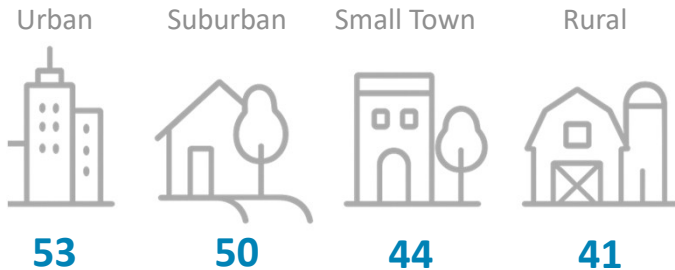
53

The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

OUTDOOR RANGE CONCERNS BY LOCALE

Overall Average Concern Level (Out of 100)



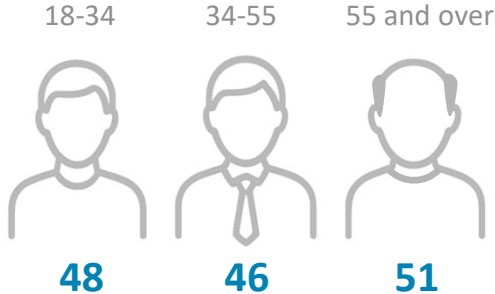
The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Average Concern Level (Out of 100)

	Urban	Suburban	Small Town	Rural
Effect of firearm noise on people and pets	59	58	52	47
Safety, fear of stray bullets	59	56	49	46
Adequate training of users regarding firearm handling	57	57	52	47
Safety of target shooting participants	56	54	49	46
Noise pollution from firearms	55	53	47	43
More people with firearms in the neighborhood might lead to more danger	53	47	39	38
Environmental impacts	47	43	37	34
Negative impact on property values	46	45	37	35
Traffic	43	39	32	33
Sample Size	1,258	1,890	487	661

OUTDOOR RANGE CONCERNS BY AGE

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

- Safety, fear of stray bullets
- Effect of firearm noise on people and pets
- Safety of target shooting participants
- Adequate training of users regarding firearm handling
- Noise pollution from firearms
- More people with firearms in the neighborhood might lead to more danger
- Environmental impacts
- Negative impact on property values
- Traffic

Sample Size

Average Concern Level (Out of 100)

	18 to 34	35 to 54	55 and over
Safety, fear of stray bullets	55	51	57
Effect of firearm noise on people and pets	55	53	59
Safety of target shooting participants	53	50	54
Adequate training of users regarding firearm handling	53	53	58
Noise pollution from firearms	50	49	54
More people with firearms in the neighborhood might lead to more danger	47	44	48
Environmental impacts	43	39	43
Negative impact on property values	40	40	47
Traffic	38	37	41

1,400

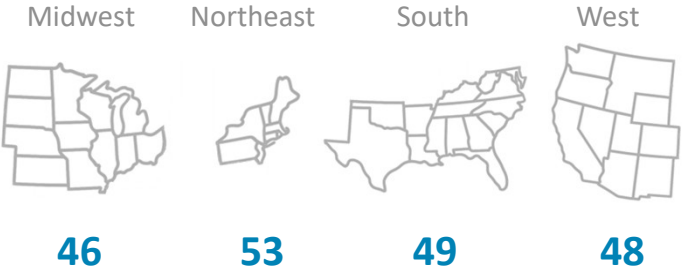
1,231

1,665

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

OUTDOOR RANGE CONCERNS BY REGION

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Average Concern Level (Out of 100)

- Effect of firearm noise on people and pets
- Adequate training of users regarding firearm handling
- Safety, fear of stray bullets
- Noise pollution from firearms
- Safety of target shooting participants
- More people with firearms in the neighborhood might lead to more danger
- Negative impact on property values
- Environmental impacts
- Traffic

	Midwest	Northeast	South	West
Effect of firearm noise on people and pets	54	61	55	56
Adequate training of users regarding firearm handling	53	59	55	53
Safety, fear of stray bullets	53	58	55	53
Noise pollution from firearms	50	56	50	52
Safety of target shooting participants	49	57	54	51
More people with firearms in the neighborhood might lead to more danger	44	51	47	44
Negative impact on property values	39	47	44	42
Environmental impacts	38	45	42	42
Traffic	35	42	40	38

Sample Size

923 744 1,667 961

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

OUTDOOR RANGE CONCERNS BY GUN OWNERSHIP

Overall Average Concern Level (Out of 100)

Gun Owner

Non-Gun Owner



38



52

The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

Adequate training of users regarding firearm handling

Effect of firearm noise on people and pets

Safety of target shooting participants

Safety, fear of stray bullets

Noise pollution from firearms

Negative impact on property values

Environmental impacts

More people with firearms in the neighborhood might lead to more danger

Traffic

Sample Size

Average Concern Level (Out of 100)

Gun Owner

Non-Gun Owner

48	57
44	60
44	55
42	59
39	55
32	46
30	45
30	51
30	41

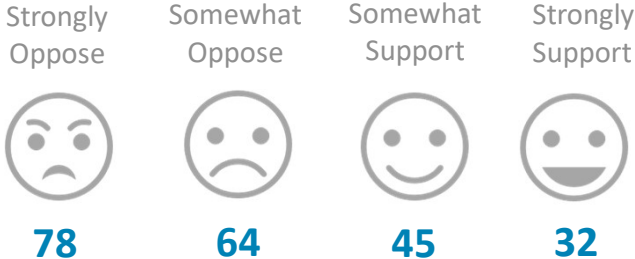
1,003

3,293

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

OUTDOOR RANGE CONCERNS BY SUPPORT FOR INDOOR RANGE

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

- Safety, fear of stray bullets
- Effect of firearm noise on people and pets
- More people with firearms in the neighborhood might lead to more danger
- Noise pollution from firearms
- Adequate training of users regarding firearm handling
- Safety of target shooting participants
- Negative impact on property values
- Environmental impacts
- Traffic

Sample Size

southwickassociates.com

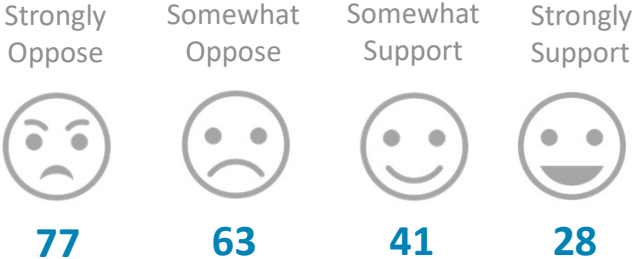
Average Concern Level (Out of 100)

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
Safety, fear of stray bullets	83	71	52	38
Effect of firearm noise on people and pets	82	71	54	39
More people with firearms in the neighborhood might lead to more danger	81	68	42	25
Noise pollution from firearms	81	68	49	33
Adequate training of users regarding firearm handling	79	67	52	44
Safety of target shooting participants	79	67	49	40
Negative impact on property values	76	61	39	24
Environmental impacts	74	56	38	25
Traffic	68	51	36	25
	415	429	948	1,057

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.

OUTDOOR RANGE CONCERNS BY SUPPORT FOR OUTDOOR RANGE

Overall Average Concern Level (Out of 100)



The Overall Average Concern Level represents the mean of all concern levels for a particular group, scaled to 100.

- Safety, fear of stray bullets
- Effect of firearm noise on people and pets
- Noise pollution from firearms
- More people with firearms in the neighborhood might lead to more danger
- Adequate training of users regarding firearm handling
- Safety of target shooting participants
- Negative impact on property values
- Environmental impacts
- Traffic

Average Concern Level (Out of 100)

	Strongly oppose	Somewhat oppose	Somewhat support	Strongly support
Safety, fear of stray bullets	85	72	46	31
Effect of firearm noise on people and pets	84	71	49	33
Noise pollution from firearms	81	69	44	27
More people with firearms in the neighborhood might lead to more danger	80	63	37	21
Adequate training of users regarding firearm handling	79	65	49	40
Safety of target shooting participants	78	65	44	36
Negative impact on property values	75	57	34	20
Environmental impacts	72	54	32	22
Traffic	64	48	31	24
Sample Size	663	530	884	831

Respondents were asked to rate the following from "not a concern at all" to "very much a concern", regarding having an OUTDOOR shooting range near them. The Average Concern Level represents the mean of these responses, scaled to 100.