

On-line Shooting Survey

Produced by Performance Matters



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Thank You

Thank you to everyone who participated in the survey. Your contributions were invaluable and much appreciated.

Full Report

A full copy of the report on which this summary is based can be downloaded from the websites of the CPSA, NRA and NSRA at:

www.cpsa.co.uk

www.nra.org.uk

www.nsra.co.uk

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The People Who Took Part

- 2,601 people took part in the survey, with 2,238 completing it.
- 95% of those people were male and 5% were female.
- 85.7% were 36 or older, with 75.3% aged between 36 and 65.
- The respondents provided the discipline in which they participated and these responses fell into 6 broad categories:
 1. Airgun
 2. Clay
 3. Fullbore
 4. Small-bore
 5. Quarry
 6. Non shooters
- Respondents reported that they participated in anything from no shooting disciplines to as many as five disciplines. Those people that

said they were non shooters generally had a connection with the sport as either retired shooters or parents of shooters, for example. The table below shows the spread of responses:

No of Disciplines	Percentage
1 discipline	46.09%
2 disciplines	34.10%
3 disciplines	14.00%
4 disciplines	2.93%
5 disciplines	1.69%
None shooters	1.19%

What People Thought About Modernisation

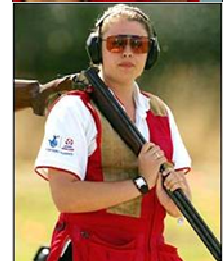
- 84.3% of respondents thought modernisation was a good thing.
- The top 5 benefits of a 'clear vision, common voice' structure were seen as being:
 1. Improved representation with legislators.
 2. Improved public perception.
 3. Improved media relations.
 4. Improved relationships and representation with UK Sport and other national bodies.
 5. Improved strategic vision and direction.
- 54.4% of respondents thought there would be drawbacks. However, 91.4% thought that, on balance, the benefits outweighed the drawbacks.

Strategic Priorities

- The top 5 'Strategic Priorities' for target shooting were identified as being:
 1. Protecting the sport.
 2. Repositioning the sport in the media and public perception.
 3. Education - target shooting in schools and in the National Curriculum.
 4. Widening and increasing membership.
 5. Protecting the heritage of the sport.

"The grass roots of shooting have almost disappeared It's time to reseed!"

"Somehow we need to think about a new mechanism for changing the attitude of the press/politicians and many members of the public to shooting as a sport. This would take many years for any change of attitude to take effect. So initially, it will seem a lost cause But keep at it Over time attitudes can be changed. A structured, say 10 year plan, for someone to tackle this most important aspect of our sport It won't be easy But the sooner we start, the sooner we will arrive"



Top 5 Main Challenges

- The top 5 main challenges for target shooting over the next 5 years were seen as being:
 1. Changing the perception of the media and the public.
 2. Anti-firearms legislation.
 3. Restrictive European legislation.
 4. Reduction of numbers of facilities.
 5. Gaining Government acceptance and support.

A Successful Sport After 2012

- The top 5 answers on what a successful sport would look like after 2012 were:
 1. Positive recognition from the media and general public.
 2. More people participating.
 3. Increased number of suitable, quality facilities.
 4. Commitment to the growth and development of the sport.
 5. Ability to participate without restriction.

'One Brand New Body'

- 87.5% of respondents supported the concept of 'one brand new body governing and protecting all target shooting sports'.
- Of those explaining their choice, 65% thought that having one organisation was a good thing because it brought target shooting strength through numbers.
- 10% of respondents did not want an amalgamated body.

"It's a clear logical choice—miss the opportunity and you may as well stick your head in the sand for another 100 years".

"It makes sense to have one body, so long as it does equitably represent all disciplines".