

Project Abstract Summary

This Project Abstract Summary form must be submitted or the application will be considered incomplete. Ensure the Project Abstract field succinctly describes the project in plain language that the public can understand and use without the full proposal. Use 4,000 characters or less. Do not include personally identifiable, sensitive or proprietary information. Refer to Agency instructions for any additional Project Abstract field requirements. If the application is funded, your project abstract information (as submitted) will be made available to public websites and/or databases including USAspending.gov.

* Funding Opportunity Number

F-FWS-WSFR-24-002

CFDA(s)

15.628

* Applicant Name

UNITED STATES SPORTSMEN'S ALLIANCE FOUNDATION,THE

* Descriptive Title of Applicant's Project

Identifying the Types of Shooting Range Activities that will Attract the Most People

* Project Abstract

As state agencies construct and improve more shooting ranges, many different types of shooting activities can be offered. Public ranges generally consist of the typical 25-yard rimfire and 100-yard centerfire ranges, along with some form of shotgun sports. But just as preferences for restaurants, movies, and music varies, different people are attracted to different types of shooting opportunities. This begs the questions: "are we constructing ranges that best meet public demand?" and "Do our ranges offer the types of shooting activities that will attract the most new shooters and keep them returning?" In partnership with the Association of Conservation Information (ACI), this project will examine emerging preferences regarding shooting opportunities. The results will identify the types of shooting that best attract avid and occasional shooters, as well as new participants. Results will be provided by demographics (age, gender, race/ethnicity, et al), shooting disciplines (shotgun sports, archery, rifle/handgun), and urban/suburban versus rural locations. We will also explore preferences for on-site services, the importance of convenience and distance people must travel, indoor ranges for growing suburban/urban communities, interest in emerging shooting opportunities such as interactive targets, barriers to under-served communities, and more. The results will be shared broadly with states and NGOs, as well as the private sector to help ensure future ranges reach their full potential use. This R3 project also has a relevancy component as it will explore the shooting opportunities, on-site services, and locations preferred by under-represented demographics and communities.