

CANADIAN SHOOTING SPORTS ASSOCIATION / CANADIAN INSTITUTE FOR LEGISLATIVE ACTION

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SHOWING THE BOYS HOW IT'S DONE: Women & The Changing Face of Shooting Sports, How You Can Help - According to a recent study done by the National Shooting Sports Foundation (NSSF), "the landscape of target shooters has shifted.

With 20% of current shooters having taken up the sport in just the last five years, a new generation has emerged with a completely different demographic profile.

The study compares established shooters (more than five years of experience) with new shooters and shows that this new wave of shooting enthusiasts is often younger, female, and urban.

Here's a breakdown of the numbers:

- Younger: 66 percent of new shooters fall into the 18-to-34-year-old category compared to 31 percent in the same age category for established shooters.
- Female: 37 percent of new target shooters are female compared to 22 percent of established target shooters.
- Urban: 47 percent of new target shooters live in urban/suburban settings versus 34 percent of established target shooters.

For owners of shooting ranges and gun shops, this means that it is no longer "business as usual." As customer demographics change, so must the industry. Innovative shooting ranges and gun shops across the country have taken notice of the trend and are adjusting the way they do business. One such innovator is Miles Hall, owner of H&H Shooting Sports in Oklahoma City.

"Shooting is not a men's only club anymore," Hall said. "47 percent of our customer base is women."

In response to the shift, Hall has made a concerted effort to upgrade his shooting range facilities and provide firearms training that meets the demands of the new generation of shooters.

"There's a huge audience out there who want to shoot, and you're going to have to have the right equipment to take care of them," Hall said. "The shooting sport has changed, and you have to either be changing with it or you're going to die in the past." Read more:

<http://www.ammoland.com/2013/10/women-the-changing-face-of-shooting-sports-how-you-can-help/#ixzz2iB5OOVm0>