

TARGET SHOOTING IN AMERICA

MILLIONS OF SHOOTERS, BILLIONS OF DOLLARS



Target Shooting in America

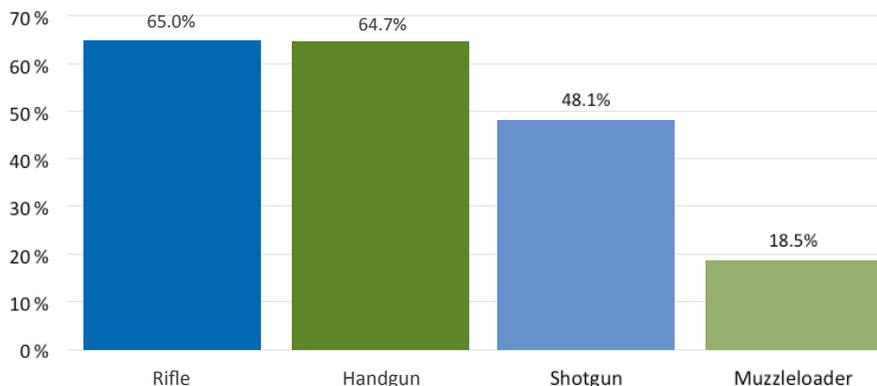
Millions of shooters, billions of dollars – target shooting in the United States is more than just a longtime tradition, it’s an industry that powers an economic engine!

How Many Recreational Shooters Are There?

Several sources provide data pertaining to the number of Americans who enjoy recreational shooting. Estimates range from 20 million to more than 40 million annual participants. The reasons for the differences are varied, including different research methodologies, age criteria, how people define target shooting or identify themselves as shooters and more. The target shooting community is very welcoming and more and more established target shooters are inviting inexperienced friends, family, co-workers and acquaintances to the range. These newcomers are counted as participants but, for the purposes of this report, they are not counted as providing a substantial economic impact as most of the expenses are allocated to their hosts. Similarly, youth target shooters are counted as participants however the economic impact for them is included with related adults or clubs such as Boy Scouts and 4-H. This study is partially based on data regarding the average expenditures by recreational shooters who reported shooting-related purchases in 2011. Participants who did not spend anything on recreational shooting were largely not included in the data sources. Therefore, to prevent overestimating the economic impact of the industry, this report is based on the lower estimate of 20 million recreational shooters.

Whether it’s religiously practiced at a range or shooting club each week or participated as an occasional weekend activity in the countryside with friends, millions of Americans go target shooting each year. In fact, more Americans target shoot each year than the number of people who live in the entire state of Florida or New York. Target shooters may be having fun afield with each shot at a clay pigeon or paper target, but with each outing, they are also part of an economic force at work. In fact, their activities generate \$9.9 billion in spending each year through the purchase of shooting-specific products and services and create hundreds of thousands of jobs directly associated with the sale and manufacture of those goods and the provision of those services. As such, target shooting provides fun and enjoyment for millions of Americans, but ultimately benefits millions more through its positive economic impact.

Percent of Participants By Type of Shooting*



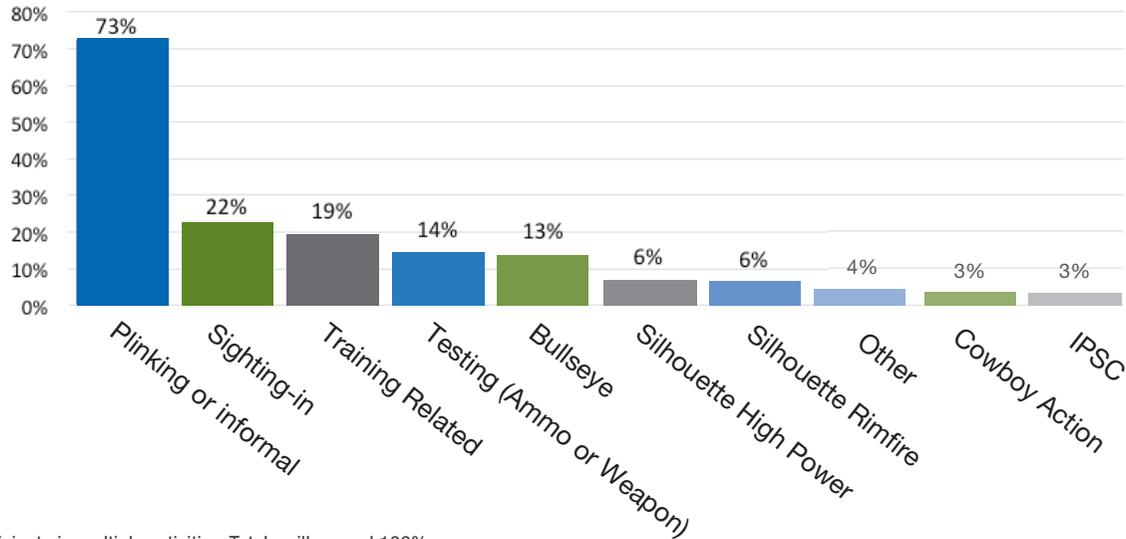
*People may participate in multiple activities. Totals will exceed 100%.

“Past research indicates nearly half of active target shooters introduce a newcomer to the range or field each year.”

**–Southwick Associates
HunterSurvey, June 2011**

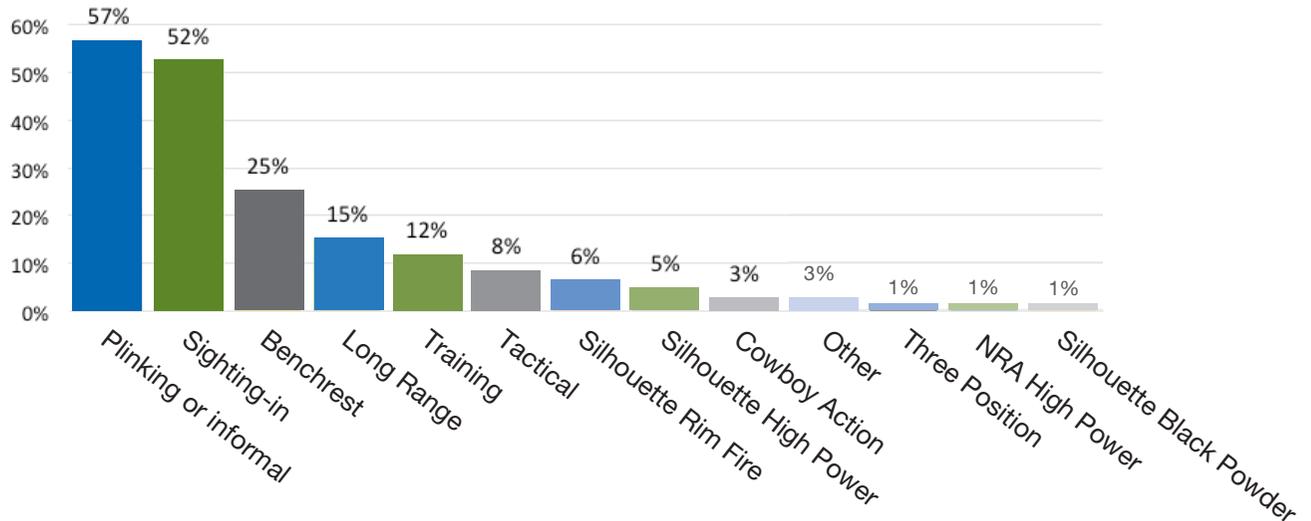
TYPE OF SHOOTING ACTIVITIES

Types of Handgun Activities Enjoyed in the U.S.*



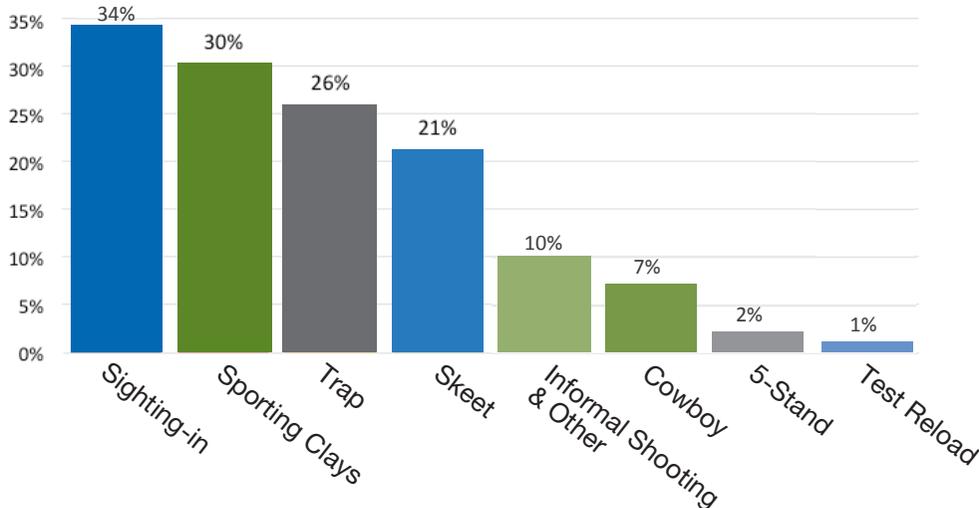
*People may participate in multiple activities. Totals will exceed 100%.

Types of Rifle Activities Enjoyed in the U.S.*



*People may participate in multiple activities. Totals will exceed 100%.

Types of Shotgun Activities Enjoyed in the U.S.*



*People may participate in multiple activities. Totals will exceed 100%.

TYPE OF SHOOTING PARTICIPATION

Participation/Days

Target shooting comes in many forms. Participants shoot to test their skills and prepare for competition, hone their defensive abilities, test their marksmanship with new loads and optics or to simply have fun!

Just like owning multiple tools to perform different jobs, many target shooters own more than one firearm, each with a particular use or purpose. With 65 percent of all target shooters, rifles are the most often used firearm. Handguns follow closely behind. Shotguns are used by 48 percent of all participants with muzzleloaders used by 18 percent of the shooting public. Although more target shooters use rifles, handgun users actually spend more days shooting, in part due to greater availability of indoor ranges in urban areas where more people live.

Participation in target shooting by state roughly parallels each state's population. Even in largely urban areas, people are keen to try their hand with firearms.

Despite restrictions that can make target shooting activities difficult to enjoy, target shooting remains extremely popular and continues to grow everywhere.



Estimated Number of Target Shooters*

State	Participants	Total Days
Alabama	462,839	8,828,658
Arazona	430,391	15,689,374
Arkansas	362,152	8,726,221
California	1,707,179	38,760,100
Colorado	364,699	7,261,855
Connecticut	125,551	3,695,777
Delaware	78,575	2,389,884
Florida	845,787	19,297,944
Georgia	661,199	12,862,990
Idaho	204,798	2,272,980
Illinois	640,699	14,720,700
Indiana	587,616	12,635,950
Iowa	155,312	2,849,192
Kansas	230,135	4,188,139
Kentucky	400,228	8,395,576
Louisiana	290,659	4,921,925
Maine	125,176	1,930,574
Maryland	207,761	4,623,489
Massachusetts	182,504	5,135,088
Michigan	817,870	20,932,473
Minnesota	550,245	4,825,928
Mississippi	312,559	8,938,770
Missouri	514,813	9,843,342
Montana	167,072	2,767,996
Nebraska	158,016	5,927,472
Nevada	194,259	5,165,243
New Hampshire	65,700	2,010,974
New Jersey	400,709	8,932,668
New Mexico	236,153	4,140,012
New York	964,305	32,536,820
North Carolina	576,967	16,585,868
North Dakota	48,596	775,318
Ohio	674,960	12,112,908
Oklahoma	342,110	7,087,431
Oregon	426,307	14,841,501
Pennsylvania	985,513	18,326,058
Rhode Island	93,256	338,527
South Carolina	364,533	6,453,606
South Dakota	123,877	3,374,586
Tennessee	657,412	16,219,838
Texas	1,654,180	31,107,172
Utah	293,633	4,469,113
Vermont	76,931	1,232,729
Virginia	363,832	8,365,327
Washington	370,393	7,572,593
West Virginia	161,980	3,115,388
Wisconsin	404,581	8,004,829
Wyoming	112,093	1,160,803
United States	20,176,114	446,351,708

* Includes target shooters who purchased goods and services specifically for target shooting. Does not include airgun shooters or days. Source: National Sporting Goods Association

TARGET SHOOTING SPENDING

In California, the state with the greatest number of target shooting enthusiasts, participation exceeded attendance at all 2011 Oakland A's baseball games!

The average target shooter spent 22 days in the field or at the range in 2011. Nebraska target shooters spent the most time punching holes in targets with 38 days of participation each. Arizona and Oregon showed the second and third highest annual days of activity with 36 and 35 days per shooter, respectively.

Spending

The nation's target shooters spend an astounding \$9.9 billion annually on their sport, more than the National Football League's annual revenue.¹ That is a per-shooter expenditure of approximately \$493 annually.

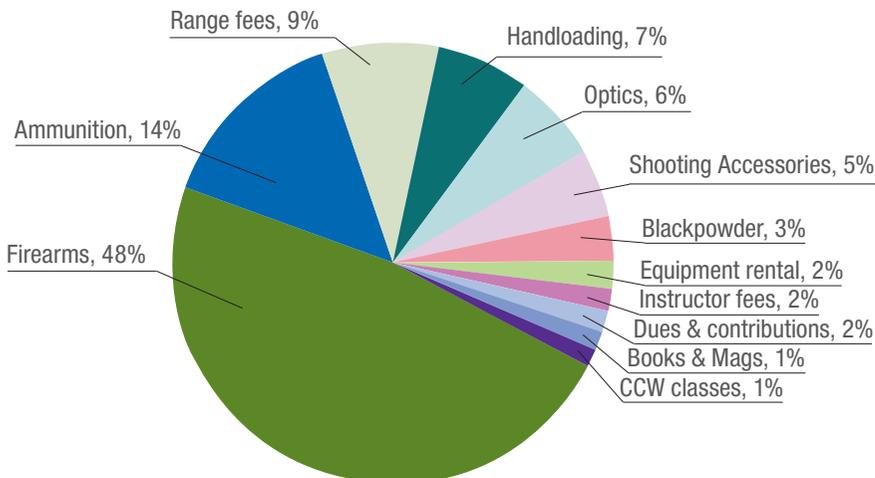
¹ <http://www.plunkettresearch.com/sports-recreation-leisure-market-research/industry-statistics>

Total Annual Spending for Target Shooting, 2011*

		Average Per Shooter, Annually:
Number of Target Shooters (based 2007–2011 average)	20,176,114	
Days of Target Shooting	446,351,708	
Days per shooter	22	
Trip-related spending	\$1,749,952,539	\$87
Fuel	\$969,917,994	\$48
Food	\$474,996,774	\$24
Lodging	\$305,037,771	\$15
Equipment spending	\$8,197,994,342	\$406
Firearms	\$3,915,433,320	\$194
Ammunition	\$1,168,775,747	\$58
Range fees	\$701,853,152	\$35
Handloading	\$556,497,838	\$28
Optics	\$530,037,034	\$26
Shooting Accessories	\$410,383,195	\$20
Blackpowder	\$267,397,151	\$13
Equipment rental	\$166,924,435	\$8
Instructor Fees	\$132,641,666	\$7
Dues & contributions	\$130,462,803	\$6
Books & Magazines	\$112,423,000	\$6
CCW Classes and Training	\$105,165,000	\$5
Total spending	\$9,947,946,881	\$493

* excludes airguns

Target Shooting Equipment Sales = \$8.2 billion



*Photo courtesy of Black Wolf Hunting Club

Spending on target shooting can be categorized into two types—equipment and trip-related expenditure. Most of the dollars are spent on equipment, accounting for 82 percent of all target shooting-related spending.

Firearms are the largest expense category under equipment, while fuel represents the largest expense within the trip-related category. On average, each target shooter spent \$406 on equipment and \$87 on trip related expenditures each year. Why

such a large difference between the two? Target shooters spend less on travel and more on equipment due to the relative close proximity of most shooting ranges. Proximity to shooting is important to maintain shooting's economic impact. Research by the National Shooting Sports Foundation® (NSSF) shows that when ranges are more than 30 minutes away, shooting participation decreases significantly.

California's shooters spend more than any other states, shelling out \$843 million for their shooting activities in 2011. The next four largest states ranked by shooters' spending were Texas, Pennsylvania, New York and Florida. Tables presenting participation and spending details per state begin on page 10.



Shotgun and muzzleloader shooters spent \$2.1 billion and \$687 million, respectively.

While shooters overall spend more on equipment than they do for travel, when broken down by shooting type, costs for travel such as food, fuel, ammunition and lodging can rival and even exceed expenditures on firearms alone. Handgun target shooters in the U.S. spent \$1.0 billion on travel and \$1.4 billion on firearms, while muzzleloader shooters spent \$240.8 million on travel, but only \$70 million on firearms. These travel expenditures ultimately benefit local businesses such as restaurants, gas stations, small retailers and more, thus distributing shooters' dollars to sectors not normally regarded as part of the target shooting industry.

Where To Shoot

Visit WhereToShoot.org to search for a range near you or download the free app by scanning the QR code.



Top 5 States Ranked by Spending

State	Total Spending
CA	\$843,916,308
TX	\$812,754,286
PA	\$483,745,634
NY	\$480,005,211
FL	\$416,433,817

Spending by Type of Shooting Activities

Spending wise, those who do most of their shooting with rifles generated the most spending at \$3.6 billion. This is greater than the annual revenue of \$3 billion generated by NASCAR²! Handgun shooters spent \$3.5 billion.

² <http://www.statisticbrain.com/nascar-racing-statistics/>

Economic Contributions from All Target Shooting Activities in 2011

Shooting Type	Retail Sales	Total Multiplier Effect	Jobs	Salaries & Wages	GDP Contributions	State/Local Taxes	Federal Taxes
Handgun Shooting	\$3,509,894,551	\$8,161,114,146	65,324	\$2,678,821,225	\$4,812,000,959	\$583,005,860	\$639,343,079
Rifle Shooting	\$3,647,997,086	\$8,439,328,865	67,946	\$2,777,925,037	\$4,995,381,558	\$606,861,883	\$663,787,485
Shotgun Shooting	\$2,102,706,036	\$4,920,550,405	39,174	\$1,610,868,902	\$2,888,685,354	\$348,897,544	\$383,845,771
Muzzleloader Shooting	\$687,349,194	\$1,727,287,802	12,957	\$548,338,038	\$954,362,767	\$110,933,044	\$127,668,035
All Shooting	\$9,947,946,868	\$23,248,281,218	185,402	\$7,615,953,201	\$13,650,430,639	\$1,649,698,331	\$1,814,644,370

Economic Impacts and Benefits of Target Shooting

When target shooters spend money on fuel, firearms, optics and other items, jobs are created. In 2011, target shooting supported 185,402 jobs across the United States – that’s more all employees of Best Buy³! As target shooters’ dollars exchanged hands, \$23 billion in economic activity was created, producing \$3.5 billion in sorely needed state and federal tax revenues. During the recessionary years of 2008-2011, target shooters added over \$13 billion to the nation’s Gross Domestic Product each year, thus helping to strengthen an otherwise soft economy.

Of all states, Texas receives the greatest economic boost from target shooters. Their dollars support over 12,000 jobs statewide (more than the number of Google employees at the company’s headquarters in Mountain View California⁴), add almost \$1 billion to the state’s GDP, and generate nearly \$1.5 billion in total economic activity of which \$102 million goes back to the state in tax revenues.

How Hunters and Shooters Compare

Target shooting and hunting both enjoy high rates of participation. However, there are differences in the spending between these activities. Overall, the nation’s 13.7 million

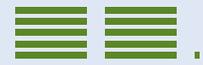
hunters spend more than target shooters. In fact, they spent \$38.3 billion in 2011 compared to \$9.9 billion for target shooting. Most of the differences, however, lie in travel and accessories dollars. Given the greater distances traveled to find places to hunt, hunters spent more than \$3.9 billion more on fuel, \$2.2 billion more on food, and twice as much on lodging in 2011 compared to target shooters. Hunters frequently buy big-ticket



At a Glance



20.2 million people spend annually on target shooting



\$9.9 billion was spent by target shooters in 2011



185,402 jobs created by target shooting



\$3.4

\$3.4 billion was generated in taxes

³ <http://money.cnn.com/magazines/fortune/fortune500/2012/performers/companies/biggest/>

⁴ <http://money.cnn.com/magazines/fortune/best-companies/2012/states/CA.html>

HUNTING AND TARGET SHOOTING SPENDING

items rarely purchased by target shooters, such as the \$6 billion spent annually for campers, pick-ups, and other vehicles. Other high expenditure categories unique to hunters include land purchased primarily for hunting (\$6.0 billion), land leased (\$1.4 billion), off-road vehicles (\$2.0 billion), hunting dogs (\$1.0 billion), and more.

When examining common expenditures made by both hunters and target shooters, such as fuel, lodging, firearms, optics, and ammunition, hunters spent \$16.8 billion in 2011 compared to \$9.9 billion spent by target shooters. Of the money spent by hunters, half was trip-related, while just 18 percent of target shooters' spending was for travel.

When just the trip-related expenses are summed for both groups, hunters account for 83 percent of total trip-related spending while target shooters account for 17 percent.

When it comes to equipment used by both hunters and target shooters, the spending is almost equal (\$8.2 billion of spending by shooters versus \$8.4 billion spending by hunters). These items include firearms, ammunition,

shooting accessories, range or land access fees, guides, concealed-carry classes, magazines and more. Keep in mind, many target shooters are hunters and vice versa (though there are more target shooters in the United States), so it can be hard to distinguish some expenses that can be used for both activities. An example is where certain firearms are concerned; the same rifle used for hunting may be used for target shooting. The product primarily driving the spending difference between the two groups are firearms selling about \$1 billion more annually for target shooting purposes compared to hunting.

Target Shooting + Hunting: Together, A Huge Economic Engine!

Target shooting and hunting are each multi-billion dollar industries. But when the two are combined, the economic impact they have on the overall United States economy cannot be ignored. In fact, the American economy in part depends on these industries. Whether you look at the number of participants, the dollars spent, the income generated or number of jobs supported, the

numbers are immense compared to many other sports and activities.

Collectively, these two industries generate \$110 billion in economic output and support 866,339 jobs. That's more jobs than the combined employees of IBM and McDonald's!⁵ To put that in even clearer perspective, this equals nearly half of the two million jobs that were created nationally during the economic recovery in 2011.⁶

Any shock to the hunting and target shooting industries poses great dangers to the nation's ongoing economic recovery. In addition, hunting and target shooting provide for the greater common good, contributing nearly \$16 billion to state, local and federal tax coffers annually. There is little denying, while many Americans depend on hunting and target shooting for its recreational benefits, America as a nation clearly depends on these cultural pastimes for much, much more.

5 2011 Fortune 500, Forbes Magazine.

6 <http://data.bls.gov/pdq/SurveyOutputServlet>

Economic Contributions from All Target Shooting and Hunting Activities in 2011

Shooting Type	Retail Sales	Total Multiplier Effect	Jobs	Salaries & Wages	State & Local Taxes	Federal Taxes
All Target Shooting	\$9,947,946,868	\$23,248,281,218	185,402	\$7,615,953,201	\$1,649,698,331	\$1,814,644,370
All Hunting	\$38,302,225,753	\$86,940,074,957	680,937	\$26,424,987,133	\$5,354,133,154	\$6,397,701,088
Total	\$48,250,172,621	\$110,188,356,175	866,339	\$34,040,940,334	\$7,003,831,485	\$8,212,345,458

Estimating Annual Firearm Sales

Annual U.S. commercial retail sales of firearms in 2011 were estimated at \$7.16 billion. Two approaches were used to arrive at this number. One method first calculated firearm purchases by target shooters. This was accomplished by multiplying the total number of target shooting participants (including sales for self-defense purposes), as reported by the National Sporting Goods Association (NSGA), by the average annual expenditure for firearms as reported by Southwick Associates' HunterSurvey/ShooterSurvey service. Estimates were produced for each type of shooting activity (rifle, handgun, shotgun and muzzleloader). Firearm sales to hunters were taken directly from the U.S. Fish and Wildlife Service's 2011 National Survey of Fishing, Hunting and Wildlife-Associated Recreation, based on data collected by the U.S. Census Bureau. Deductions were made for firearms sold for dual purposes of hunting and target shooting.

The second method entailed using firearm manufacturers' excise tax data reported by the U.S. Department of Treasury's Alcohol and Tobacco Tax and Trade Bureau. By dividing these data by their respective tax rates, and then applying standard distributor and retailer mark-ups, it was possible to estimate sales of new firearms at the retail level. Sales on used firearms were accounted for using data from Southwick Associates' HunterSurvey/ShooterSurvey market information service.

Both approaches yielded annual sales estimates of approximately \$7 billion. This estimate includes retail mark-ups, and exclude export sales and purchases by law enforcement and military authorities.

Hunting and Target Shooting Product Sales*

Hunting, 51%



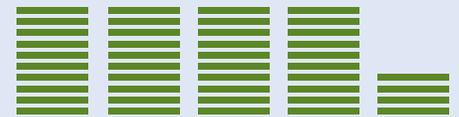
Target Shooting, 49%

*Only compares product categories that are common to both hunting and shooting firearms, ammunition, shooting accessories, range or land access fees, guides, concealed-carry classes, magazines and more.

At a Glance



33.8 million total hunters and target shooters



\$48.2 billion was spent by hunters and target shooters in 2011



866,339 jobs created by hunters and target shooters



\$15.2

\$15.2 billion was generated in taxes

Number of Target Shooters and Days Shooting in 2011, by State

State	Number of Shooters				Days of Shooting			
	Handgun	Rifle	Shotgun	Muzzleloader	Handgun	Rifle	Shotgun	Muzzleloader
AL	312,800	289,600	187,000	44,800	3,462,173	3,244,326	1,790,595	331,564
AZ	373,400	245,400	194,600	49,500	7,036,850	4,942,813	3,592,339	117,372
AR	228,400	266,800	164,600	201,000	2,546,562	2,533,415	1,874,743	1,771,501
CA	1,396,800	1,084,400	800,400	136,600	16,726,157	12,294,468	8,507,878	1,231,598
CO	242,000	245,600	213,000	31,500	2,446,192	3,064,162	1,694,101	57,400
CT	94,600	72,200	28,400	15,600	2,705,214	544,495	308,669	137,400
DE	60,000	58,750	46,250	29,000	1,060,324	666,360	611,600	51,600
FL	635,600	396,200	308,600	44,250	8,534,946	5,404,528	5,007,213	351,257
GA	538,000	418,600	325,400	105,400	5,098,930	4,197,640	3,019,883	546,537
ID	101,200	163,600	74,400	20,500	838,005	880,272	483,903	70,800
IL	398,600	424,000	367,400	128,800	4,533,192	4,927,598	3,684,181	1,575,729
IN	366,600	373,000	299,000	124,800	5,004,205	3,632,980	3,007,411	991,355
IA	77,400	99,000	94,400	28,800	1,020,341	908,772	726,090	193,989
KS	88,400	160,400	113,200	15,000	958,927	2,162,893	1,031,267	35,052
KY	134,200	307,200	158,000	97,400	2,760,569	3,481,398	1,539,185	614,424
LA	150,200	207,600	159,400	43,000	1,846,370	1,613,541	1,139,593	322,421
ME	89,600	107,800	36,600	25,200	473,646	786,798	532,000	138,130
MD	136,600	131,600	95,800	70,750	1,358,449	1,461,138	1,208,502	595,400
MA	128,400	148,000	61,000	41,750	2,102,233	1,961,148	823,405	248,302
MI	448,800	495,400	427,600	231,600	6,129,812	6,541,158	6,327,416	1,934,087
MN	158,800	225,800	384,200	62,000	1,130,375	1,579,015	1,745,612	370,925
MS	221,600	241,800	145,500	135,750	2,956,205	2,768,365	1,540,800	1,673,400
MO	343,600	357,600	240,400	92,600	3,490,006	3,336,225	2,457,516	559,594
MT	70,800	143,400	52,000	34,250	815,687	1,359,613	343,822	248,873
NE	107,200	102,400	105,400	55,750	2,268,943	1,508,468	1,758,701	391,359
NV	125,800	159,600	134,250	11,500	1,631,067	2,523,224	990,906	20,046
NH	48,000	63,000	41,667	25,000	728,628	773,871	413,875	94,600
NJ	345,600	213,000	175,400	57,000	3,767,423	2,436,347	2,161,429	567,469
NM	160,400	173,000	61,000	63,000	1,922,706	1,638,491	329,260	249,554
NY	481,200	585,600	520,600	300,800	7,414,240	8,193,016	13,406,797	3,522,767
NC	403,000	362,600	305,000	117,600	5,119,347	5,623,348	5,070,732	772,442
ND	27,000	39,000	21,000	28,500	208,279	128,227	335,564	103,249
OH	452,600	410,200	282,800	173,200	4,463,894	3,837,472	2,855,801	955,742
OK	230,400	211,600	155,600	158,000	1,977,344	2,429,135	1,586,880	1,094,072
OR	260,200	298,200	182,000	27,250	5,065,922	5,937,028	3,500,223	338,329
PA	555,200	687,000	433,200	171,600	5,684,929	6,778,323	4,528,192	1,334,615
RI	17,000	136,667	34,000	9,000	23,727	212,000	75,200	27,600
SC	232,800	193,000	154,400	23,000	2,466,213	1,712,482	2,221,510	53,400
SD	86,200	85,000	48,200	39,000	1,123,285	972,293	837,872	441,135
TN	398,200	425,800	323,200	173,000	4,286,604	5,705,015	4,807,470	1,420,748
TX	1,233,200	1,044,600	774,200	44,200	12,981,729	10,395,404	7,364,085	365,954
UT	183,400	198,800	177,800	40,000	1,512,889	1,290,667	1,451,575	213,983
VT	32,500	83,500	59,000	77,000	240,800	335,800	266,800	389,329
VA	215,200	250,000	191,000	141,600	2,439,212	2,694,744	1,929,316	1,302,055
WA	287,200	262,800	159,500	32,250	3,367,434	2,752,601	1,157,213	295,345
WV	92,600	113,800	79,600	81,400	911,403	1,121,896	680,987	401,103
WI	207,000	322,000	225,400	58,400	1,838,778	2,905,845	2,829,573	430,632
WY	70,750	85,500	91,667	12,667	310,247	453,578	308,978	88,000
US	13,049,050	13,170,417	9,713,033	3,730,567	156,790,412	146,652,398	113,866,661	29,042,237

See page 4 for total participants and days. Do not sum across type and shooting activities.

*Definitions: Retail Sales – the dollars spent by target shooters; Total Multiplier Effect – the total amount of spending that occurs in the economy as a result of target shooters' spending; Salaries and Wages: total amounts paid to employers and small business owners in companies that serve target shooters or support businesses who directly serve target shooters; Jobs – the number of positions supported in businesses directly and indirectly serving target shooters; Tax Revenues – the receipts received from businesses and individuals who directly and indirectly serve target shooters.

Economic Contributions from All Target Shooting Activities in 2011

State	Retail Sales	Total Multiplier Effect	Jobs	Salaries & Wages	GDP Contributions	State & Local Taxes	Federal Taxes
AL	\$226,976,223	\$358,176,007	3,802	\$127,018,230	\$211,206,477	\$27,391,275	\$28,340,653
AZ	\$213,112,803	\$366,329,097	3,422	\$127,372,769	\$226,285,398	\$29,658,560	\$29,460,654
AR	\$179,476,626	\$262,707,033	2,942	\$85,861,020	\$157,025,395	\$21,947,641	\$20,546,634
CA	\$843,916,308	\$1,598,946,538	12,046	\$548,589,228	\$978,372,555	\$131,862,398	\$131,699,107
CO	\$178,390,773	\$286,941,648	2,574	\$96,476,344	\$177,794,116	\$22,678,549	\$24,494,173
CT	\$62,514,120	\$104,558,241	853	\$37,514,460	\$67,314,433	\$8,903,871	\$9,779,433
DE	\$39,268,460	\$62,547,675	564	\$22,811,655	\$35,756,328	\$4,819,098	\$4,902,017
FL	\$416,433,817	\$740,767,062	6,900	\$249,983,949	\$453,612,933	\$51,879,364	\$63,267,300
GA	\$326,375,879	\$559,105,066	5,461	\$191,316,563	\$346,284,795	\$39,900,562	\$48,553,251
ID	\$99,908,336	\$141,758,947	1,582	\$46,616,168	\$86,740,067	\$12,050,380	\$11,503,719
IL	\$317,428,293	\$571,137,553	4,946	\$196,937,026	\$354,915,609	\$45,026,394	\$48,121,418
IN	\$290,433,477	\$454,876,585	4,883	\$150,879,284	\$272,232,975	\$37,189,095	\$36,574,414
IA	\$76,357,435	\$114,881,781	1,265	\$38,151,268	\$69,205,404	\$9,334,097	\$9,199,231
KS	\$111,809,489	\$170,432,214	1,760	\$56,132,475	\$99,182,232	\$13,627,154	\$13,287,183
KY	\$195,584,123	\$295,884,392	3,041	\$98,475,364	\$177,486,420	\$23,509,301	\$23,727,356
LA	\$143,179,914	\$233,869,241	2,331	\$88,773,550	\$138,001,667	\$17,506,605	\$17,666,016
ME	\$61,391,414	\$94,144,698	1,022	\$31,751,405	\$56,683,045	\$8,242,839	\$7,360,382
MD	\$103,105,827	\$168,132,421	1,505	\$59,791,598	\$103,502,616	\$14,430,206	\$14,695,175
MA	\$89,788,335	\$153,746,811	1,252	\$54,661,877	\$97,658,456	\$12,762,460	\$13,949,605
MI	\$405,059,549	\$726,643,476	7,153	\$257,548,585	\$445,255,060	\$57,415,058	\$60,362,860
MN	\$270,900,039	\$466,267,245	4,513	\$156,703,675	\$284,768,431	\$37,472,257	\$40,056,585
MS	\$154,446,610	\$220,624,291	2,536	\$72,124,296	\$131,341,461	\$18,820,292	\$16,342,991
MO	\$253,550,862	\$416,036,560	4,174	\$138,796,673	\$252,522,024	\$31,423,126	\$34,118,029
MT	\$81,377,530	\$115,365,970	1,341	\$37,154,448	\$69,851,679	\$10,068,973	\$9,771,377
NE	\$78,729,923	\$123,817,959	1,357	\$41,439,468	\$73,553,800	\$9,591,501	\$9,688,166
NV	\$94,810,623	\$144,039,048	1,394	\$48,755,457	\$89,628,566	\$11,519,616	\$11,950,231
NH	\$32,602,110	\$51,465,917	493	\$17,976,482	\$32,154,026	\$4,311,413	\$4,544,366
NJ	\$199,530,131	\$361,975,621	2,778	\$129,998,485	\$219,269,299	\$28,469,312	\$32,385,701
NM	\$116,382,778	\$168,331,191	1,820	\$54,859,688	\$102,315,120	\$14,520,625	\$12,737,521
NY	\$480,005,211	\$817,050,105	6,333	\$299,077,670	\$523,706,340	\$77,936,704	\$72,571,576
NC	\$284,878,141	\$459,373,038	4,460	\$155,338,992	\$279,317,952	\$36,995,266	\$37,597,943
ND	\$24,552,253	\$28,987,891	349	\$10,414,396	\$16,659,289	\$3,126,594	\$2,250,175
OH	\$333,039,372	\$553,973,738	5,685	\$186,441,506	\$335,119,949	\$45,532,736	\$43,567,396
OK	\$169,008,832	\$256,091,734	2,772	\$86,209,681	\$153,083,860	\$19,838,383	\$20,553,278
OR	\$209,053,571	\$354,348,428	3,574	\$118,278,458	\$213,376,322	\$28,586,396	\$30,510,005
PA	\$483,745,634	\$824,589,274	7,871	\$283,391,331	\$506,069,655	\$66,745,247	\$70,582,269
RI	\$45,369,482	\$77,588,173	709	\$27,686,754	\$43,690,945	\$5,786,869	\$6,324,586
SC	\$179,833,197	\$274,920,952	2,974	\$91,283,421	\$167,686,376	\$19,519,056	\$24,138,255
SD	\$61,514,405	\$83,102,358	912	\$27,217,332	\$50,573,570	\$6,744,698	\$6,717,919
TN	\$324,360,143	\$542,982,962	5,105	\$183,343,460	\$332,110,088	\$39,264,201	\$43,236,954
TX	\$812,754,286	\$1,452,958,852	12,735	\$483,493,930	\$889,441,068	\$102,071,957	\$115,396,207
UT	\$145,334,601	\$243,595,612	2,565	\$82,821,185	\$145,396,292	\$19,238,457	\$19,373,906
VT	\$36,001,167	\$54,040,467	546	\$18,389,538	\$32,709,858	\$4,670,327	\$4,402,517
VA	\$179,930,780	\$289,951,098	2,871	\$98,857,938	\$177,876,427	\$23,166,350	\$24,669,316
WA	\$181,597,960	\$304,481,008	2,848	\$104,519,404	\$182,937,146	\$22,004,945	\$25,478,264
WV	\$80,012,245	\$112,625,380	1,345	\$38,571,863	\$65,804,282	\$9,499,776	\$9,012,876
WI	\$199,049,913	\$328,128,470	3,439	\$109,401,192	\$197,369,085	\$26,842,278	\$26,791,835
WY	\$55,063,865	\$71,029,520	840	\$22,585,296	\$42,290,898	\$6,067,166	\$5,783,371
US	\$9,947,946,868	\$23,248,281,218	185,402	\$7,615,953,201	\$13,650,430,639	\$1,649,698,331	\$1,814,644,370

*Definitions: Retail Sales – the dollars spent by target shooters; Total Multiplier Effect – the total amount of spending that occurs in the economy as a result of target shooters’ spending; Salaries and Wages: total amounts paid to employers and small business owners in companies that serve target shooters or support businesses who directly serve target shooters; Jobs – the number of positions supported in businesses directly and indirectly serving target shooters; Tax Revenues – the receipts received from businesses and individuals who directly and indirectly serve target shooters.

Economic Impacts per State, Handgun Target Shooting, in 2011

State	Retail Sales	Total Multiplier Effect	Jobs	Salaries & Wages	GDP Contributions	State & Local Taxes	Federal Taxes
AL	\$85,502,258	\$134,780,279	1,432	\$47,835,432	\$79,758,889	\$10,362,480	\$10,693,106
AZ	\$86,641,617	\$149,669,438	1,403	\$52,216,790	\$92,519,662	\$12,121,377	\$12,061,648
AR	\$57,714,102	\$84,256,147	945	\$27,600,510	\$50,778,602	\$7,105,488	\$6,632,917
CA	\$333,831,671	\$631,762,320	4,760	\$216,821,475	\$387,314,537	\$52,255,198	\$52,107,192
CO	\$62,242,044	\$99,981,608	899	\$33,665,916	\$62,215,797	\$7,953,170	\$8,566,211
CT	\$31,947,873	\$53,691,496	432	\$19,232,706	\$34,533,010	\$4,558,299	\$5,009,088
DE	\$15,067,525	\$23,868,429	215	\$8,695,619	\$13,661,430	\$1,847,430	\$1,873,334
FL	\$169,482,743	\$302,140,566	2,819	\$102,004,183	\$185,160,393	\$21,185,138	\$25,822,024
GA	\$123,894,556	\$212,242,468	2,080	\$72,696,086	\$131,776,743	\$15,196,141	\$18,474,019
ID	\$35,175,819	\$49,788,492	555	\$16,364,584	\$30,632,725	\$4,258,497	\$4,053,247
IL	\$105,477,329	\$189,177,303	1,643	\$65,339,987	\$118,159,304	\$15,035,504	\$16,003,818
IN	\$106,348,996	\$166,298,274	1,779	\$55,158,227	\$99,867,445	\$13,649,893	\$13,399,539
IA	\$26,116,407	\$39,207,938	430	\$13,018,740	\$23,743,745	\$3,203,020	\$3,150,798
KS	\$32,866,106	\$50,290,680	519	\$16,618,226	\$29,242,744	\$4,021,862	\$3,924,821
KY	\$63,098,355	\$94,910,064	973	\$31,590,513	\$57,345,391	\$7,612,384	\$7,650,790
LA	\$50,161,100	\$81,718,739	815	\$31,201,649	\$48,444,789	\$6,144,932	\$6,205,374
ME	\$19,616,855	\$29,994,981	329	\$10,163,201	\$18,174,101	\$2,649,731	\$2,360,075
MD	\$34,067,171	\$55,445,221	499	\$19,785,819	\$34,352,512	\$4,797,928	\$4,872,936
MA	\$33,992,929	\$58,120,673	472	\$20,666,445	\$37,023,378	\$4,842,335	\$5,282,212
MI	\$130,818,119	\$234,403,113	2,318	\$83,563,105	\$144,447,893	\$18,645,753	\$19,576,530
MN	\$76,766,215	\$131,157,886	1,275	\$44,187,867	\$80,817,579	\$10,692,086	\$11,350,200
MS	\$52,702,017	\$75,135,145	867	\$24,605,406	\$44,998,659	\$6,456,553	\$5,592,730
MO	\$90,035,281	\$147,444,747	1,482	\$49,240,553	\$89,872,452	\$11,201,454	\$12,134,056
MT	\$25,979,467	\$36,689,318	429	\$11,836,178	\$22,377,753	\$3,233,639	\$3,126,701
NE	\$28,058,312	\$44,074,474	482	\$14,755,634	\$26,298,263	\$3,431,192	\$3,457,839
NV	\$31,786,757	\$48,132,362	468	\$16,290,932	\$30,084,009	\$3,883,407	\$4,006,365
NH	\$11,368,671	\$17,916,113	171	\$6,252,751	\$11,235,013	\$1,510,954	\$1,584,940
NJ	\$79,069,799	\$143,248,884	1,105	\$51,543,462	\$86,802,982	\$11,296,027	\$12,834,740
NM	\$46,851,373	\$67,601,747	731	\$21,987,356	\$41,128,879	\$5,859,498	\$5,116,780
NY	\$140,837,224	\$237,749,170	1,860	\$86,913,801	\$153,363,249	\$22,946,676	\$21,201,386
NC	\$96,690,954	\$155,719,877	1,519	\$52,796,819	\$95,228,365	\$12,640,216	\$12,808,807
ND	\$7,490,263	\$8,465,081	104	\$3,079,546	\$4,927,058	\$938,229	\$665,598
OH	\$120,754,371	\$200,513,919	2,060	\$67,511,659	\$121,731,680	\$16,562,517	\$15,809,177
OK	\$54,888,375	\$82,904,442	903	\$27,851,741	\$49,677,683	\$6,478,473	\$6,678,059
OR	\$73,564,340	\$124,535,967	1,259	\$41,622,928	\$75,284,862	\$10,104,038	\$10,760,753
PA	\$161,456,504	\$273,660,550	2,630	\$94,038,165	\$168,513,004	\$22,293,540	\$23,481,976
RI	\$9,794,698	\$17,235,307	154	\$6,201,181	\$9,656,294	\$1,251,985	\$1,408,374
SC	\$66,871,981	\$102,229,060	1,108	\$33,967,046	\$62,529,291	\$7,291,336	\$9,000,023
SD	\$21,390,261	\$28,867,367	318	\$9,476,004	\$17,669,000	\$2,360,620	\$2,345,346
TN	\$102,876,387	\$171,882,987	1,626	\$58,205,112	\$105,882,367	\$12,552,225	\$13,771,038
TX	\$315,696,948	\$563,547,455	4,941	\$187,685,777	\$345,862,697	\$39,775,117	\$44,854,797
UT	\$49,784,177	\$83,347,228	881	\$28,423,034	\$49,959,435	\$6,620,177	\$6,655,544
VT	\$9,529,164	\$14,121,642	142	\$4,817,468	\$8,693,693	\$1,245,865	\$1,163,538
VA	\$57,843,575	\$92,971,980	925	\$31,761,107	\$57,347,271	\$7,487,066	\$7,944,796
WA	\$72,220,268	\$120,771,029	1,129	\$41,422,253	\$72,673,316	\$8,760,097	\$10,116,547
WV	\$25,617,398	\$35,930,459	431	\$12,365,855	\$21,185,674	\$3,062,057	\$2,898,284
WI	\$58,759,925	\$96,735,676	1,019	\$32,368,250	\$58,702,246	\$7,995,487	\$7,953,486
WY	\$17,146,271	\$22,027,847	263	\$7,032,749	\$13,242,851	\$1,903,207	\$1,807,314
US	\$3,509,894,551	\$8,161,114,146	65,324	\$2,678,821,225	\$4,812,000,959	\$583,005,860	\$639,343,079

*Definitions: Retail Sales – the dollars spent by target shooters; Total Multiplier Effect – the total amount of spending that occurs in the economy as a result of target shooters' spending; Salaries and Wages: total amounts paid to employers and small business owners in companies that serve target shooters or support businesses who directly serve target shooters; Jobs – the number of positions supported in businesses directly and indirectly serving target shooters; Tax Revenues – the receipts received from businesses and individuals who directly and indirectly serve target shooters.

Economic Impacts per State, Rifle Target Shooting, in 2011

State	Retail Sales	Total Multiplier Effect	Jobs	Salaries & Wages	GDP Contributions	State & Local Taxes	Federal Taxes
AL	\$86,247,629	\$136,335,823	1,451	\$48,849,657	\$80,792,799	\$10,470,313	\$10,873,472
AZ	\$75,011,337	\$127,529,019	1,199	\$44,348,473	\$79,647,530	\$10,503,049	\$10,338,542
AR	\$63,103,069	\$91,936,773	1,036	\$30,231,794	\$55,744,231	\$7,805,728	\$7,276,871
CA	\$302,114,313	\$569,930,669	4,325	\$196,482,089	\$351,490,287	\$47,588,904	\$47,296,584
CO	\$70,617,022	\$113,209,808	1,016	\$38,141,704	\$70,583,067	\$9,024,872	\$9,714,141
CT	\$19,176,624	\$31,632,516	264	\$11,393,270	\$20,578,396	\$2,750,092	\$2,987,569
DE	\$13,543,022	\$21,887,491	197	\$8,036,129	\$12,471,542	\$1,668,819	\$1,712,833
FL	\$141,912,077	\$249,905,278	2,353	\$84,854,371	\$154,895,174	\$17,863,583	\$21,575,170
GA	\$117,360,545	\$199,969,169	1,961	\$68,597,876	\$124,854,301	\$14,467,736	\$17,497,665
ID	\$40,490,380	\$57,326,271	643	\$18,910,502	\$35,303,514	\$4,927,356	\$4,680,077
IL	\$116,090,788	\$207,625,899	1,809	\$71,765,333	\$130,085,224	\$16,593,082	\$17,607,157
IN	\$101,513,215	\$158,691,505	1,711	\$52,906,130	\$95,937,025	\$13,147,703	\$12,868,891
IA	\$27,642,907	\$41,482,201	458	\$13,830,189	\$25,237,865	\$3,413,174	\$3,349,275
KS	\$49,563,943	\$75,472,821	777	\$24,871,846	\$44,093,606	\$6,062,319	\$5,900,553
KY	\$81,052,797	\$122,168,001	1,262	\$40,811,467	\$73,870,915	\$9,816,046	\$9,867,307
LA	\$53,104,119	\$86,809,028	874	\$33,477,352	\$51,719,668	\$6,539,604	\$6,641,503
ME	\$24,906,202	\$38,033,343	415	\$12,868,170	\$23,060,162	\$3,361,511	\$2,991,475
MD	\$36,829,581	\$59,645,701	538	\$21,226,813	\$37,110,597	\$5,191,720	\$5,250,096
MA	\$35,359,684	\$60,232,033	495	\$21,453,528	\$38,504,450	\$5,055,471	\$5,494,852
MI	\$144,422,324	\$258,781,730	2,565	\$92,756,456	\$159,960,372	\$20,646,969	\$21,686,407
MN	\$95,745,831	\$163,518,296	1,591	\$55,122,185	\$100,837,561	\$13,345,574	\$14,161,385
MS	\$55,504,397	\$78,943,791	917	\$25,978,306	\$47,558,032	\$6,837,357	\$5,911,558
MO	\$94,014,695	\$153,704,810	1,550	\$51,405,431	\$94,255,928	\$11,737,300	\$12,706,776
MT	\$36,292,871	\$51,392,568	601	\$16,580,491	\$31,274,867	\$4,515,314	\$4,373,397
NE	\$26,119,795	\$40,937,144	451	\$13,719,049	\$24,535,645	\$3,202,300	\$3,226,096
NV	\$40,211,224	\$60,813,136	589	\$20,559,649	\$38,011,456	\$4,905,661	\$5,059,253
NH	\$12,688,744	\$19,914,391	191	\$6,963,139	\$12,535,826	\$1,688,747	\$1,768,022
NJ	\$67,054,152	\$121,452,655	930	\$43,892,177	\$74,467,401	\$9,679,893	\$10,966,790
NM	\$46,251,173	\$66,836,047	727	\$21,782,052	\$40,953,093	\$5,807,241	\$5,085,302
NY	\$161,458,989	\$271,207,626	2,129	\$98,946,771	\$175,367,766	\$26,299,055	\$24,209,435
NC	\$103,672,792	\$166,238,946	1,620	\$56,379,302	\$102,183,023	\$13,586,208	\$13,723,437
ND	\$7,734,030	\$8,052,054	105	\$3,013,324	\$4,817,913	\$942,009	\$650,773
OH	\$119,459,567	\$197,598,189	2,041	\$66,779,155	\$120,727,477	\$16,483,953	\$15,670,193
OK	\$61,265,124	\$92,062,805	1,001	\$30,934,054	\$55,497,087	\$7,245,675	\$7,443,411
OR	\$83,130,361	\$140,547,860	1,427	\$47,028,501	\$85,130,913	\$11,433,406	\$12,167,071
PA	\$186,533,162	\$315,699,086	3,046	\$108,619,763	\$194,855,994	\$25,820,094	\$27,145,577
RI	\$23,770,224	\$40,469,161	373	\$14,460,385	\$22,863,432	\$3,048,484	\$3,306,147
SC	\$61,397,607	\$93,327,320	1,023	\$31,188,609	\$57,653,528	\$6,752,541	\$8,296,140
SD	\$21,636,750	\$29,054,888	321	\$9,575,922	\$17,876,611	\$2,404,650	\$2,375,608
TN	\$120,526,668	\$200,941,446	1,896	\$67,969,305	\$124,008,142	\$14,705,408	\$16,110,654
TX	\$297,807,029	\$527,882,086	4,673	\$176,350,264	\$325,978,844	\$37,627,390	\$42,261,083
UT	\$51,103,884	\$85,674,152	914	\$29,443,477	\$51,583,312	\$6,844,661	\$6,885,513
VT	\$12,468,246	\$18,513,899	187	\$6,339,730	\$11,392,687	\$1,632,657	\$1,527,651
VA	\$64,983,225	\$104,299,485	1,042	\$35,694,434	\$64,494,702	\$8,433,181	\$8,934,582
WA	\$69,069,278	\$115,435,615	1,091	\$39,834,344	\$69,826,427	\$8,431,297	\$9,724,552
WV	\$29,948,952	\$41,929,176	506	\$14,438,830	\$24,808,053	\$3,588,734	\$3,390,688
WI	\$76,971,107	\$126,727,186	1,334	\$42,390,845	\$76,841,958	\$10,466,588	\$10,413,382
WY	\$21,115,632	\$27,083,302	322	\$8,646,644	\$16,316,827	\$2,343,955	\$2,224,701
US	\$3,647,997,086	\$8,439,328,865	67,946	\$2,777,925,037	\$4,995,381,558	\$606,861,883	\$663,787,485

*Definitions: Retail Sales – the dollars spent by target shooters; Total Multiplier Effect – the total amount of spending that occurs in the economy as a result of target shooters' spending; Salaries and Wages: total amounts paid to employers and small business owners in companies that serve target shooters or support businesses who directly serve target shooters; Jobs – the number of positions supported in businesses directly and indirectly serving target shooters; Tax Revenues – the receipts received from businesses and individuals who directly and indirectly serve target shooters.

Economic Impacts per State, Shotgun Target Shooting, in 2011

State	Retail Sales	Total Multiplier Effect	Jobs	Salaries & Wages	GDP Contributions	State & Local Taxes	Federal Taxes
AL	\$42,802,812	\$67,438,036	718	\$23,855,052	\$39,893,712	\$5,190,420	\$5,341,311
AZ	\$42,192,489	\$73,136,585	685	\$25,534,827	\$45,111,472	\$5,902,157	\$5,886,766
AR	\$33,855,018	\$49,613,567	555	\$16,179,813	\$29,637,527	\$4,143,439	\$3,876,788
CA	\$165,198,292	\$313,237,812	2,361	\$107,510,689	\$191,805,540	\$25,854,309	\$25,814,624
CO	\$37,985,466	\$61,253,457	552	\$20,584,546	\$37,949,822	\$4,847,984	\$5,228,661
CT	\$7,864,460	\$13,065,146	108	\$4,703,096	\$8,466,810	\$1,127,008	\$1,229,799
DE	\$8,317,915	\$13,087,676	119	\$4,766,190	\$7,517,635	\$1,022,279	\$1,030,882
FL	\$86,478,556	\$154,527,713	1,434	\$51,993,273	\$94,359,291	\$10,769,904	\$13,154,558
GA	\$65,843,715	\$113,104,564	1,108	\$38,710,733	\$70,026,555	\$8,055,493	\$9,818,883
ID	\$18,952,067	\$26,934,299	300	\$8,852,751	\$16,499,163	\$2,290,000	\$2,185,614
IL	\$68,601,071	\$123,834,405	1,072	\$42,744,316	\$76,884,694	\$9,737,289	\$10,430,937
IN	\$60,387,196	\$94,747,594	1,017	\$31,434,388	\$56,664,127	\$7,742,259	\$7,616,629
IA	\$17,166,775	\$25,929,180	286	\$8,626,019	\$15,597,333	\$2,104,337	\$2,076,832
KS	\$24,629,781	\$37,374,944	388	\$12,330,170	\$21,986,524	\$3,029,791	\$2,937,492
KY	\$35,992,559	\$54,604,353	564	\$18,200,559	\$32,783,910	\$4,342,190	\$4,384,271
LA	\$30,177,666	\$49,143,003	494	\$18,566,575	\$28,978,189	\$3,703,295	\$3,703,914
ME	\$12,377,382	\$19,027,239	203	\$6,393,108	\$11,440,667	\$1,666,910	\$1,483,507
MD	\$21,715,048	\$35,576,974	317	\$12,725,094	\$21,853,158	\$3,041,472	\$3,112,618
MA	\$14,534,448	\$24,865,680	203	\$8,851,651	\$15,846,977	\$2,073,831	\$2,262,145
MI	\$94,990,158	\$170,171,393	1,673	\$59,835,801	\$104,067,998	\$13,434,484	\$14,090,158
MN	\$78,960,473	\$137,113,916	1,332	\$45,920,868	\$83,077,486	\$10,900,094	\$11,707,821
MS	\$26,717,298	\$38,210,931	441	\$12,515,362	\$22,817,411	\$3,270,363	\$2,838,986
MO	\$52,703,352	\$86,503,780	867	\$28,858,285	\$52,380,087	\$6,535,588	\$7,085,296
MT	\$12,355,691	\$17,533,918	206	\$5,677,580	\$10,675,565	\$1,542,012	\$1,495,339
NE	\$18,524,808	\$29,185,306	320	\$9,792,296	\$17,357,626	\$2,266,948	\$2,286,076
NV	\$19,125,814	\$29,248,567	286	\$9,919,266	\$18,165,530	\$2,337,256	\$2,427,412
NH	\$6,303,530	\$10,010,998	96	\$3,506,084	\$6,256,351	\$838,981	\$885,112
NJ	\$40,191,244	\$72,751,510	561	\$26,120,076	\$43,913,484	\$5,715,345	\$6,499,240
NM	\$14,720,992	\$21,335,046	234	\$6,984,730	\$13,110,586	\$1,855,787	\$1,629,289
NY	\$132,853,600	\$229,066,455	1,759	\$84,424,548	\$146,277,495	\$21,652,700	\$20,331,077
NC	\$66,455,890	\$107,481,177	1,038	\$36,231,779	\$64,983,723	\$8,590,645	\$8,752,077
ND	\$6,569,475	\$8,540,317	96	\$2,979,377	\$4,765,335	\$868,844	\$644,484
OH	\$66,402,032	\$110,557,995	1,132	\$37,128,327	\$66,823,957	\$9,069,521	\$8,681,714
OK	\$32,967,265	\$50,186,748	543	\$16,788,954	\$29,738,129	\$3,859,711	\$4,004,607
OR	\$42,511,924	\$72,133,677	724	\$24,052,433	\$43,445,227	\$5,822,974	\$6,210,288
PA	\$100,512,863	\$173,300,132	1,629	\$59,822,221	\$106,832,886	\$14,070,743	\$14,900,601
RI	\$8,553,365	\$14,515,500	133	\$5,175,969	\$8,196,042	\$1,094,051	\$1,183,875
SC	\$44,091,959	\$67,624,644	723	\$22,309,358	\$40,995,958	\$4,762,648	\$5,897,909
SD	\$12,249,548	\$16,587,142	182	\$5,418,749	\$10,115,959	\$1,341,553	\$1,339,595
TN	\$74,088,485	\$124,038,753	1,161	\$41,796,402	\$75,636,612	\$8,949,092	\$9,850,651
TX	\$166,711,918	\$298,829,106	2,615	\$99,466,945	\$182,846,113	\$20,994,323	\$23,728,039
UT	\$35,749,118	\$59,847,236	626	\$20,199,781	\$35,630,564	\$4,715,167	\$4,735,890
VT	\$6,781,044	\$10,255,434	104	\$3,498,668	\$6,187,204	\$883,696	\$834,697
VA	\$36,588,610	\$59,068,712	585	\$20,141,375	\$36,261,693	\$4,717,958	\$5,027,210
WA	\$30,477,290	\$51,140,572	483	\$17,625,189	\$30,834,161	\$3,719,153	\$4,299,273
WV	\$15,674,601	\$22,124,000	263	\$7,607,669	\$12,911,317	\$1,861,317	\$1,772,015
WI	\$50,774,210	\$83,609,614	870	\$27,778,970	\$50,006,410	\$6,814,459	\$6,797,211
WY	\$13,026,762	\$16,950,919	200	\$5,374,704	\$9,983,039	\$1,439,118	\$1,370,702
US	\$2,102,706,036	\$4,920,550,405	39,174	\$1,610,868,902	\$2,888,685,354	\$348,897,544	\$383,845,771

*Definitions: Retail Sales – the dollars spent by target shooters; Total Multiplier Effect – the total amount of spending that occurs in the economy as a result of target shooters' spending; Salaries and Wages: total amounts paid to employers and small business owners in companies that serve target shooters or support businesses who directly serve target shooters; Jobs – the number of positions supported in businesses directly and indirectly serving target shooters; Tax Revenues – the receipts received from businesses and individuals who directly and indirectly serve target shooters.

Economic Impacts per State, Muzzleloader Target Shooting, in 2011

State	Retail Sales	Total Multiplier Effect	Jobs	Salaries & Wages	GDP Contributions	State & Local Taxes	Federal Taxes
AL	\$12,423,523	\$19,621,870	201	\$6,478,089	\$10,761,077	\$1,368,062	\$1,432,764
AZ	\$9,267,360	\$15,994,055	135	\$5,272,679	\$9,006,734	\$1,131,977	\$1,173,697
AR	\$24,804,437	\$36,900,547	406	\$11,848,902	\$20,865,036	\$2,892,985	\$2,760,059
CA	\$42,772,032	\$84,015,737	600	\$27,774,975	\$47,762,191	\$6,163,987	\$6,480,706
CO	\$7,546,242	\$12,496,775	107	\$4,084,177	\$7,045,431	\$852,524	\$985,161
CT	\$3,525,163	\$6,169,083	49	\$2,185,389	\$3,736,217	\$468,471	\$552,977
DE	\$2,339,998	\$3,704,078	33	\$1,313,718	\$2,105,721	\$280,571	\$284,967
FL	\$18,560,442	\$34,193,505	294	\$11,132,122	\$19,198,075	\$2,060,739	\$2,715,548
GA	\$19,277,064	\$33,788,864	312	\$11,311,868	\$19,627,195	\$2,181,192	\$2,762,684
ID	\$5,290,069	\$7,709,884	84	\$2,488,332	\$4,304,666	\$574,527	\$584,780
IL	\$27,259,105	\$50,499,946	422	\$17,087,389	\$29,786,388	\$3,660,519	\$4,079,506
IN	\$22,184,070	\$35,139,212	375	\$11,380,540	\$19,764,377	\$2,649,240	\$2,689,355
IA	\$5,431,346	\$8,262,461	90	\$2,676,320	\$4,626,461	\$613,566	\$622,325
KS	\$4,749,659	\$7,293,770	76	\$2,312,234	\$3,859,357	\$513,183	\$524,318
KY	\$15,440,412	\$24,201,973	242	\$7,872,825	\$13,486,204	\$1,738,680	\$1,824,988
LA	\$9,737,029	\$16,198,471	149	\$5,527,974	\$8,859,022	\$1,118,774	\$1,115,225
ME	\$4,490,976	\$7,089,136	76	\$2,326,927	\$4,008,115	\$564,687	\$525,325
MD	\$10,494,027	\$17,464,526	151	\$6,053,872	\$10,186,349	\$1,399,086	\$1,459,525
MA	\$5,901,274	\$10,528,425	82	\$3,690,253	\$6,283,651	\$790,824	\$910,398
MI	\$34,828,948	\$63,287,241	597	\$21,393,223	\$36,778,797	\$4,687,852	\$5,009,764
MN	\$19,427,519	\$34,477,148	315	\$11,472,756	\$20,035,805	\$2,534,503	\$2,837,179
MS	\$19,522,898	\$28,334,424	311	\$9,025,222	\$15,967,359	\$2,256,019	\$1,999,717
MO	\$16,797,535	\$28,383,223	275	\$9,292,404	\$16,013,557	\$1,948,784	\$2,191,901
MT	\$6,749,502	\$9,750,165	106	\$3,060,199	\$5,523,494	\$778,008	\$775,940
NE	\$6,027,008	\$9,621,036	104	\$3,172,488	\$5,362,266	\$691,062	\$718,154
NV	\$3,686,827	\$5,844,983	51	\$1,985,610	\$3,367,570	\$393,292	\$457,201
NH	\$2,241,164	\$3,624,415	34	\$1,254,508	\$2,126,837	\$272,732	\$306,292
NJ	\$13,214,935	\$24,522,572	182	\$8,442,770	\$14,085,433	\$1,778,047	\$2,084,931
NM	\$8,559,241	\$12,558,352	129	\$4,105,549	\$7,122,562	\$998,099	\$906,151
NY	\$44,855,397	\$79,026,854	585	\$28,792,550	\$48,697,831	\$7,038,272	\$6,829,678
NC	\$18,058,506	\$29,933,038	283	\$9,931,092	\$16,922,841	\$2,178,197	\$2,313,623
ND	\$2,758,485	\$3,930,439	43	\$1,342,150	\$2,148,983	\$377,511	\$289,320
OH	\$26,423,402	\$45,303,635	452	\$15,022,366	\$25,836,836	\$3,416,744	\$3,406,312
OK	\$19,888,068	\$30,937,739	324	\$10,634,932	\$18,170,961	\$2,254,525	\$2,427,200
OR	\$9,846,946	\$17,130,924	163	\$5,574,595	\$9,515,319	\$1,225,978	\$1,371,894
PA	\$35,243,105	\$61,929,506	565	\$20,911,182	\$35,867,771	\$4,560,871	\$5,054,115
RI	\$3,251,195	\$5,368,205	49	\$1,849,219	\$2,975,178	\$392,350	\$426,189
SC	\$7,471,650	\$11,739,929	120	\$3,818,408	\$6,507,598	\$712,531	\$944,183
SD	\$6,237,846	\$8,592,961	92	\$2,746,657	\$4,912,000	\$637,874	\$657,370
TN	\$26,868,603	\$46,119,776	422	\$15,372,640	\$26,582,968	\$3,057,476	\$3,504,611
TX	\$32,538,391	\$62,700,204	506	\$19,990,944	\$34,753,414	\$3,675,127	\$4,552,287
UT	\$8,697,423	\$14,726,996	143	\$4,754,894	\$8,222,980	\$1,058,452	\$1,096,959
VT	\$7,222,714	\$11,149,492	114	\$3,733,673	\$6,436,273	\$908,109	\$876,631
VA	\$20,515,369	\$33,610,922	320	\$11,261,022	\$19,772,760	\$2,528,144	\$2,762,728
WA	\$9,831,123	\$17,133,793	145	\$5,637,618	\$9,603,241	\$1,094,399	\$1,337,892
WV	\$8,771,294	\$12,641,745	145	\$4,159,508	\$6,899,238	\$987,668	\$951,889
WI	\$12,544,671	\$21,055,994	217	\$6,863,127	\$11,818,472	\$1,565,745	\$1,627,757
WY	\$3,775,200	\$4,967,452	54	\$1,531,198	\$2,748,181	\$380,885	\$380,654
US	\$687,349,194	\$1,727,287,802	12,957	\$548,338,038	\$954,362,767	\$110,933,044	\$127,668,035

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Methodology

Participation data were obtained from the National Sporting Goods Association. Firearms and ammunition sales were derived from U.S. Treasury data and Southwick Associates' HunterSurvey/ShooterSurvey market research service. All other expenditure data were sourced from Southwick Associates' HunterSurvey/ShooterSurvey market research service. Economic impacts were developed using the IMPLAN modeling system provided by MIG, Inc. of Stillwater, MN.

Additional detailed results are available to NSSF members by visiting www.nssf.org/research.