

Shooting Participant Survey

Survey Results Report
7th September 2016



PRESENTATION OVERVIEW

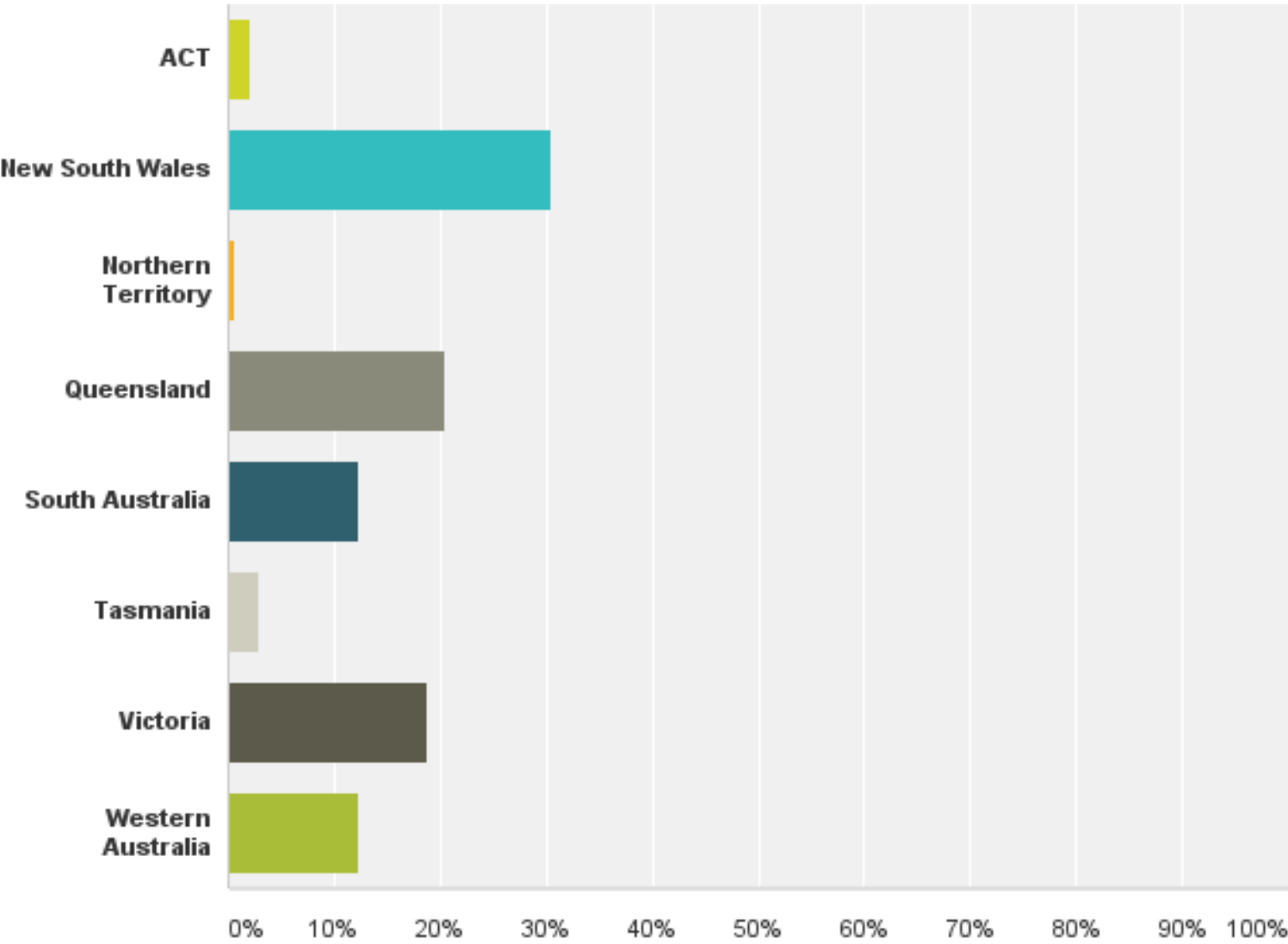
2552 Survey Responses - statistically relevant

1. Respondent information
2. Summary of survey results
3. Demographics of average Shooter
4. Implications of feedback for Shooting Australia
5. Alignment with Whole-of-Sport Review outcomes

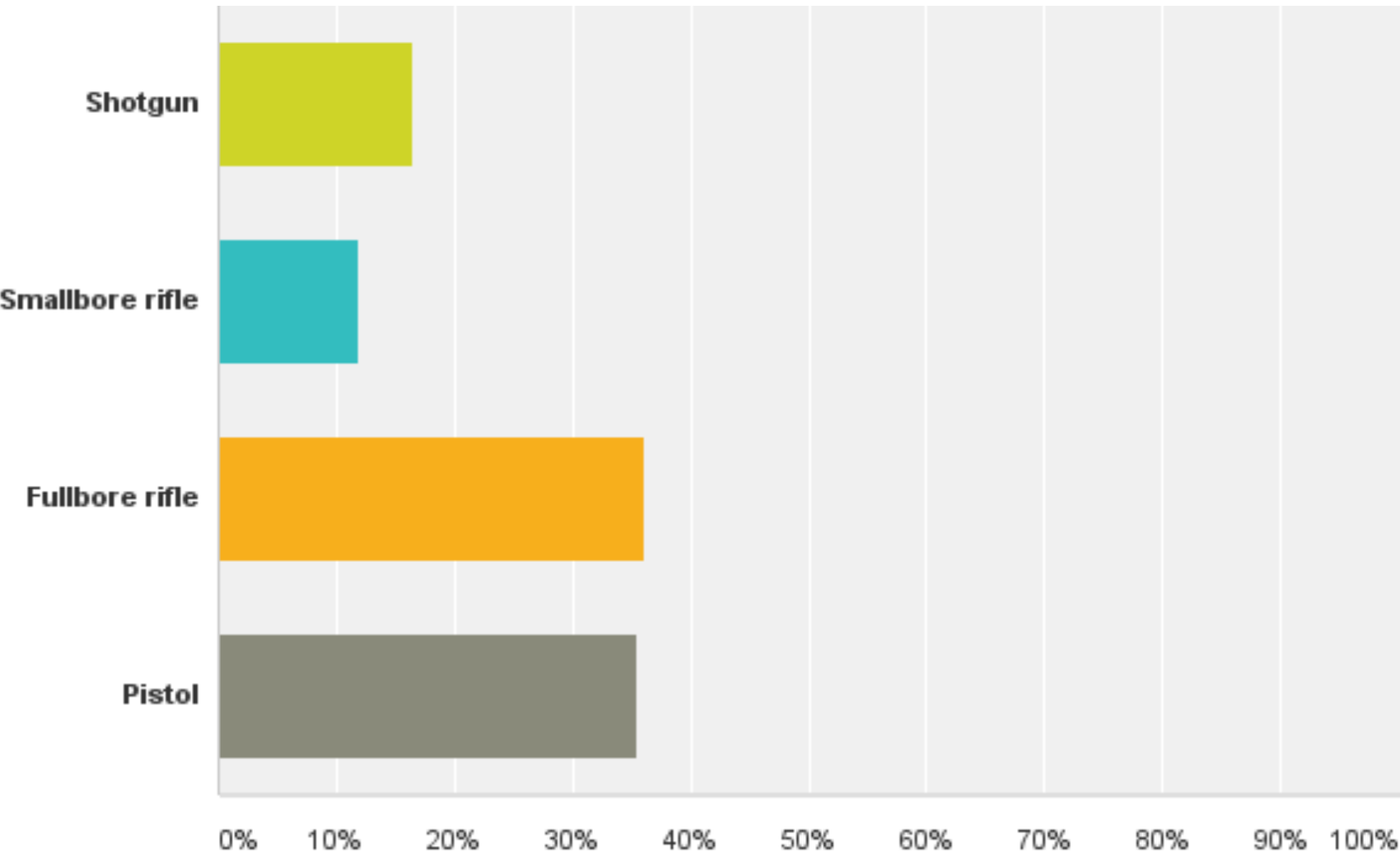
RESPONDENT INFORMATION

- All States and Territories and all disciplines represented
- 93% of respondents are current club members (7% lapsed)
- Most common age bracket was 45 to 54 years old (@ 24%)
- 90% male
- 54% live in regional area
- 96% have an email address

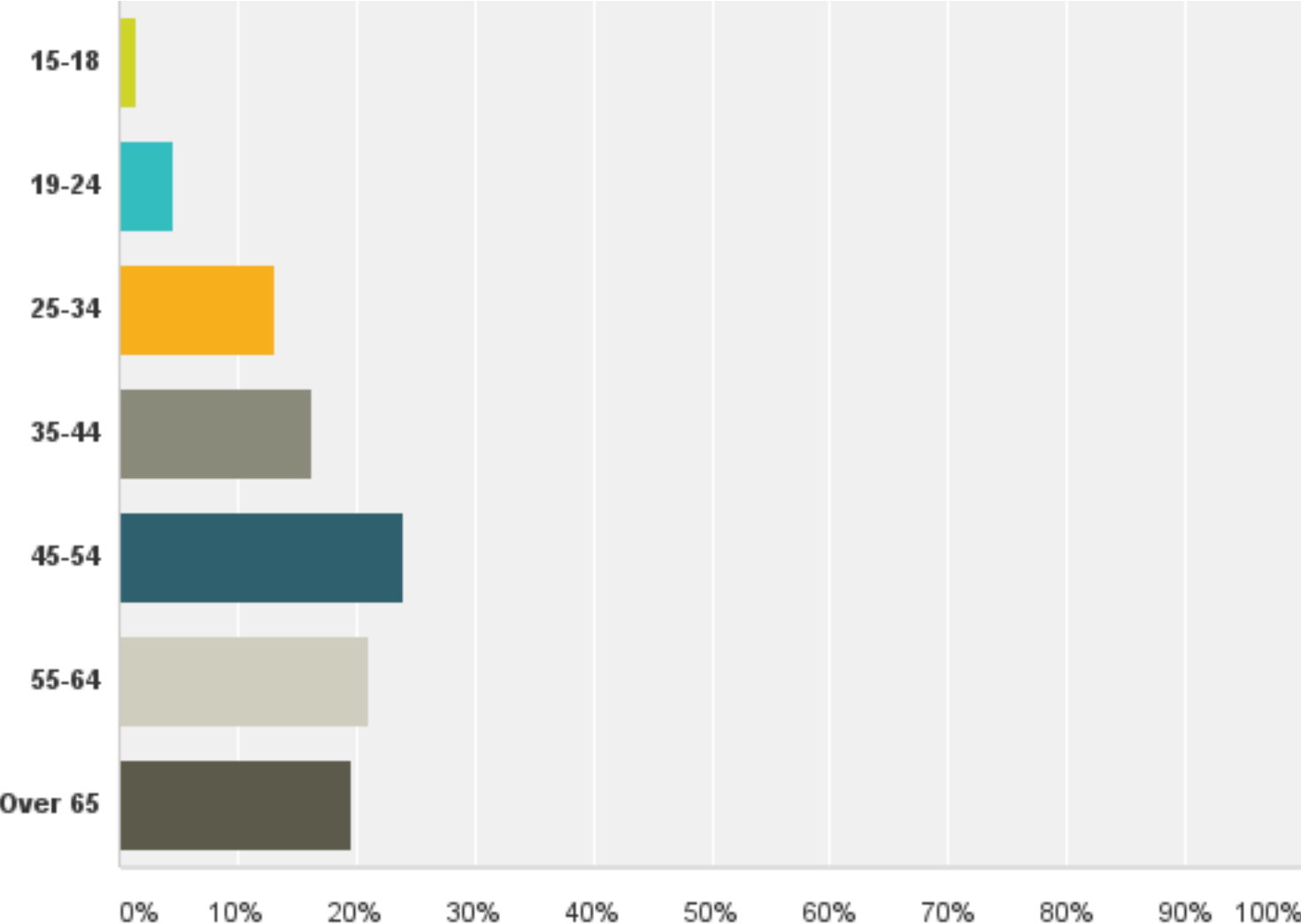
STATE & TERRITORY



PREFERRED DISCIPLINE



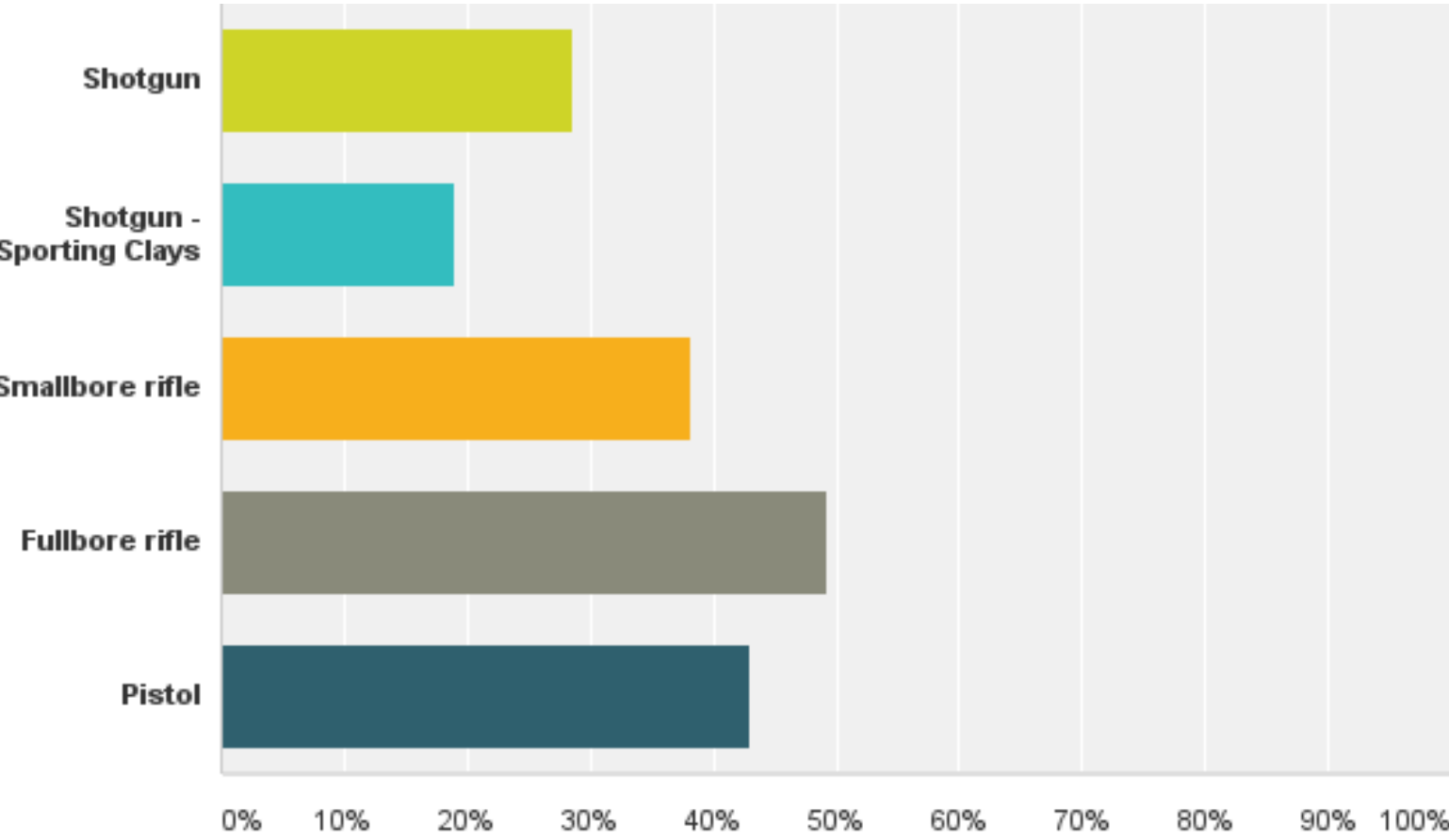
AGES



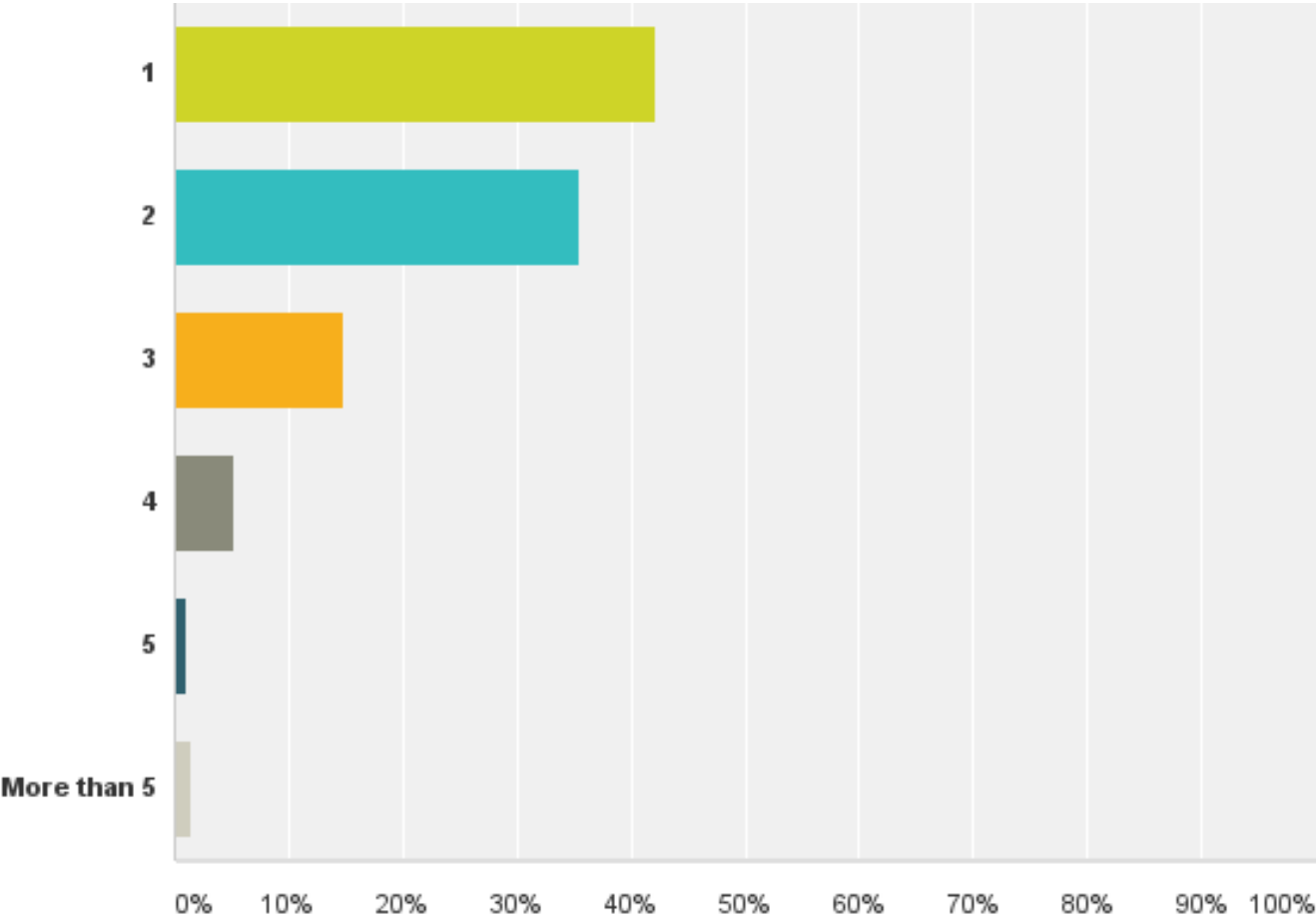
SURVEY RESPONSES - MULTI DISCIPLINES & MEMBERSHIPS

- Almost 80% of members shoot more than one discipline
- 54% are members of more than shooting organisation
- Over 95% clubs offer more than one discipline

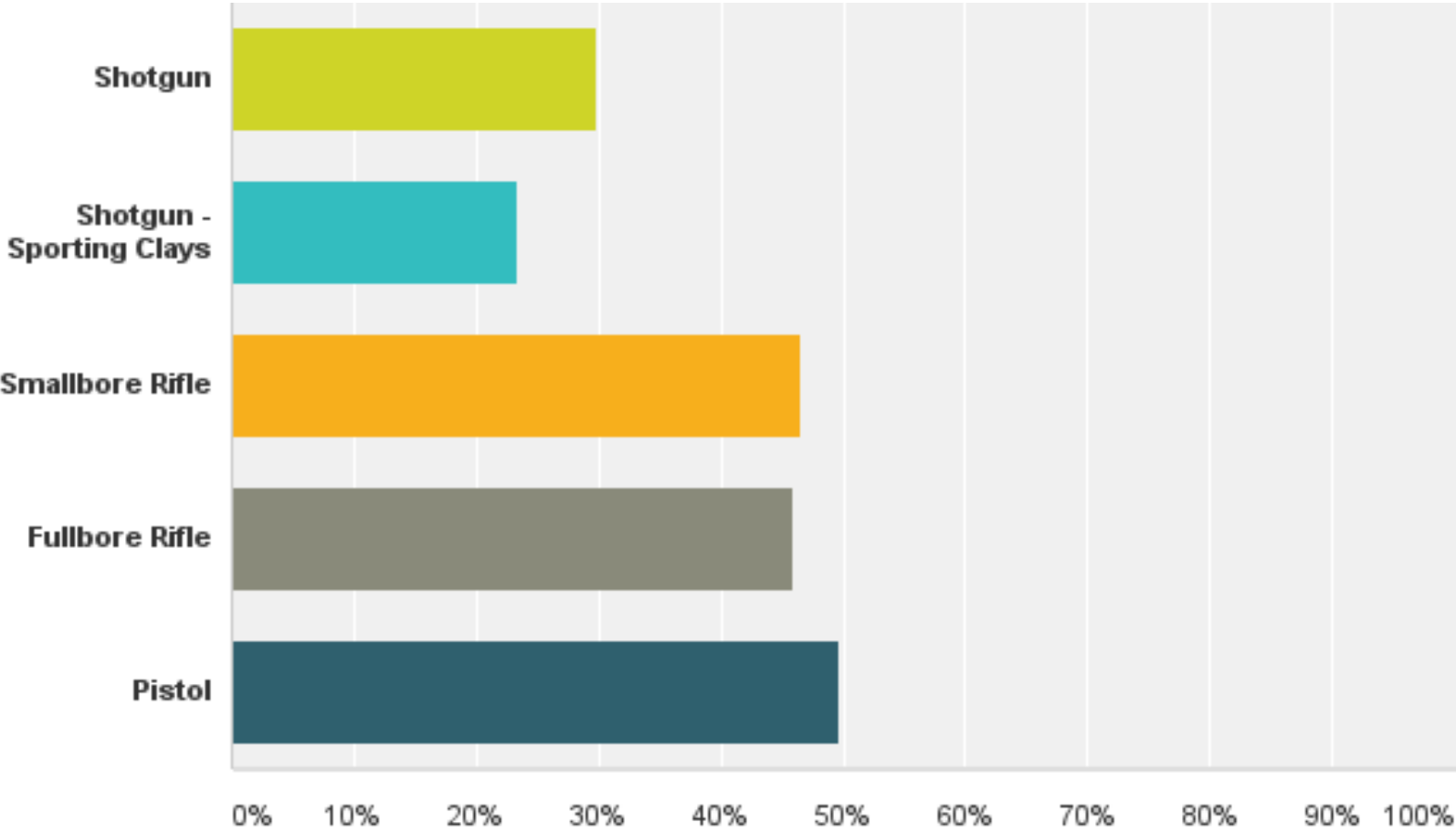
DISCIPLINES SHOOT



No. SHOOTING ORGS



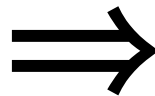
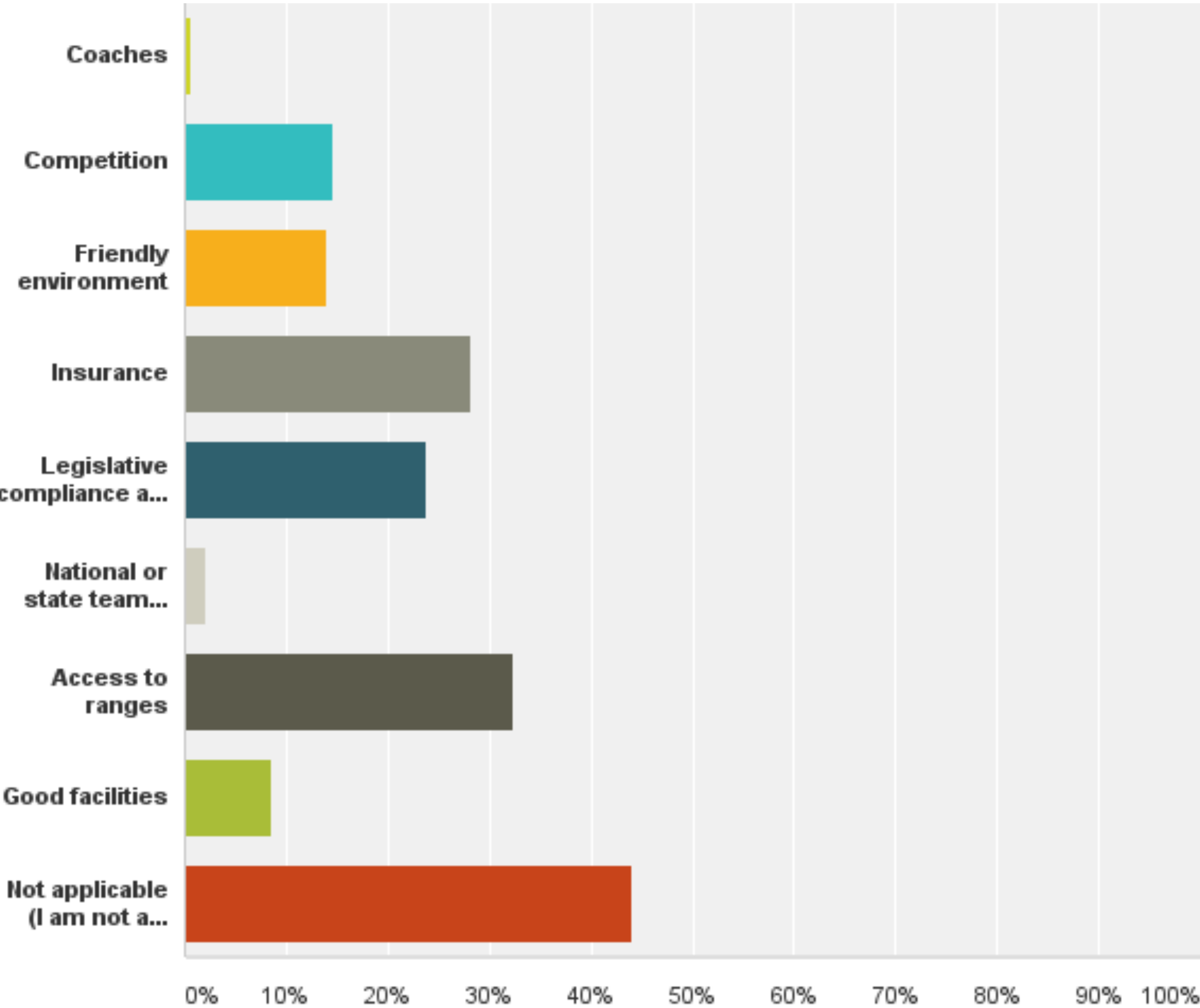
DISCIPLINES OFFERED AT CLUB



REASONS FOR SSAA MEMBERSHIP

Over half of SA members are also members of SSAA

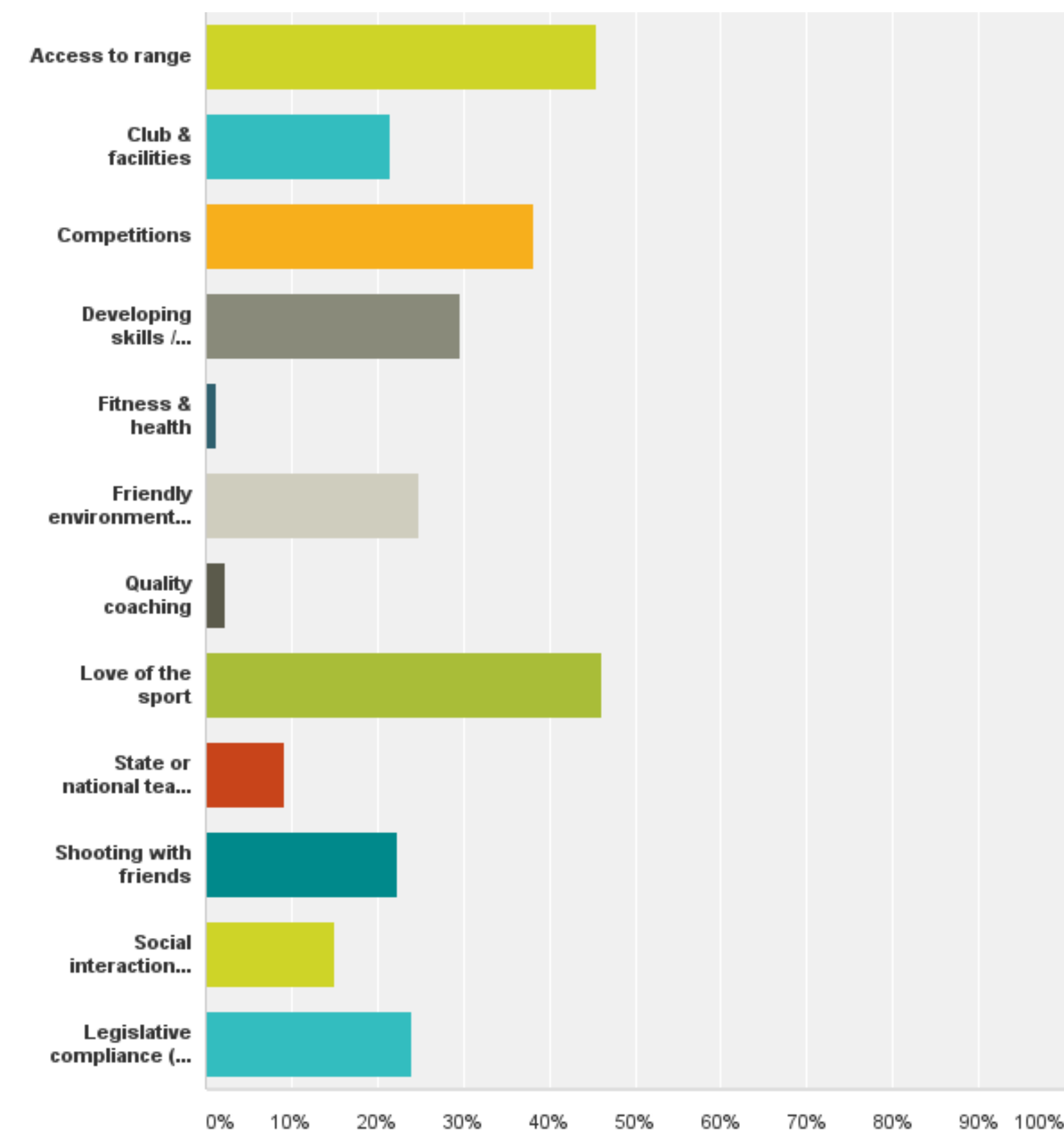
TOP 3 REASONS:



Answer Choices	Responses	
Coaches	0.53%	12
Competition	14.57%	327
Friendly environment	14.03%	315
Insurance	28.20%	633
Legislative compliance and advocacy	23.70%	532
National or state team selection	2.00%	45
Access to ranges	32.29%	725
Good facilities	8.64%	194
Not applicable (I am not a member of SSAA)	44.05%	989
Total Respondents: 2,245		

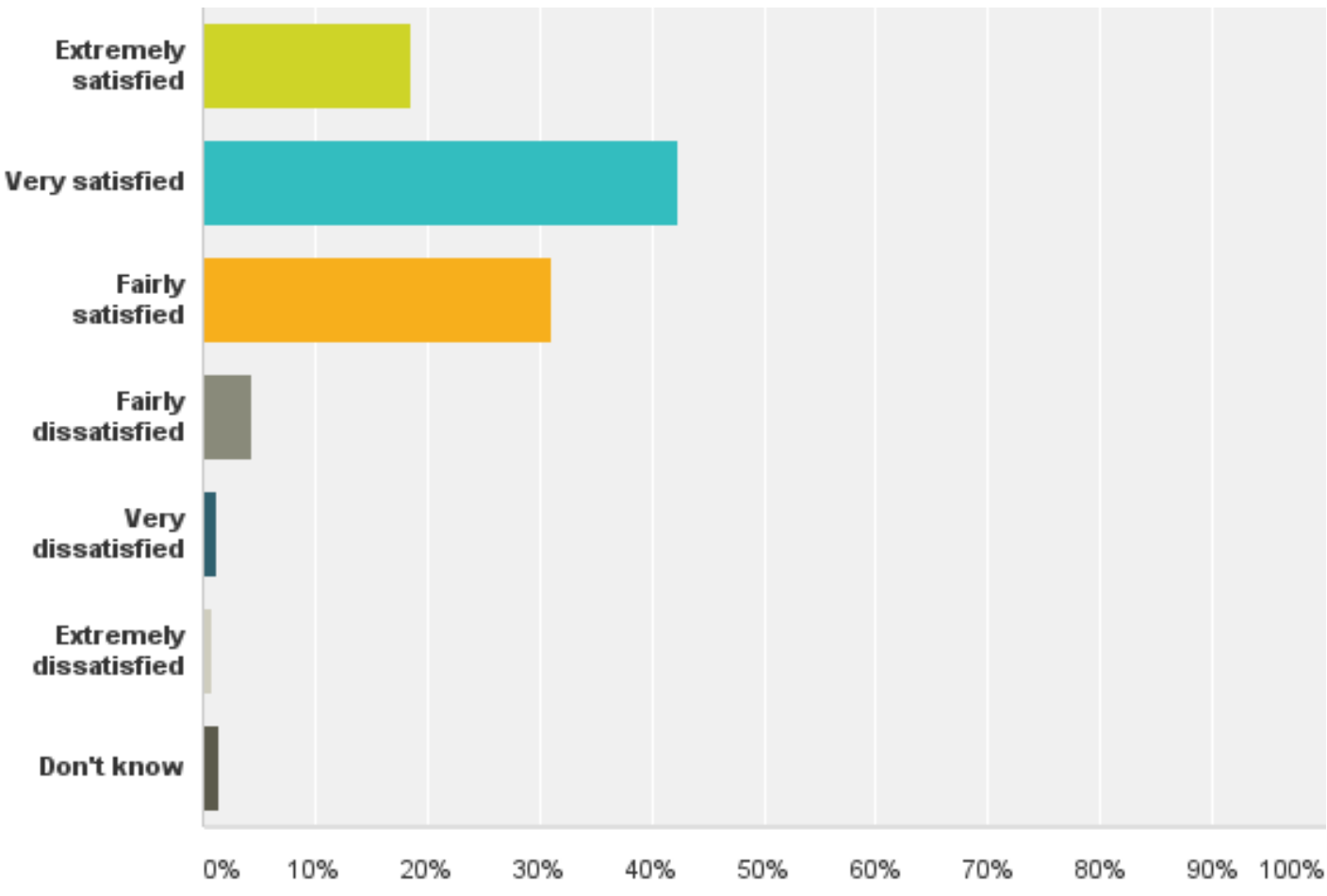
CLUB MEMBERSHIP

TOP 3 MOTIVATIONS FOR CLUB MEMBERSHIP



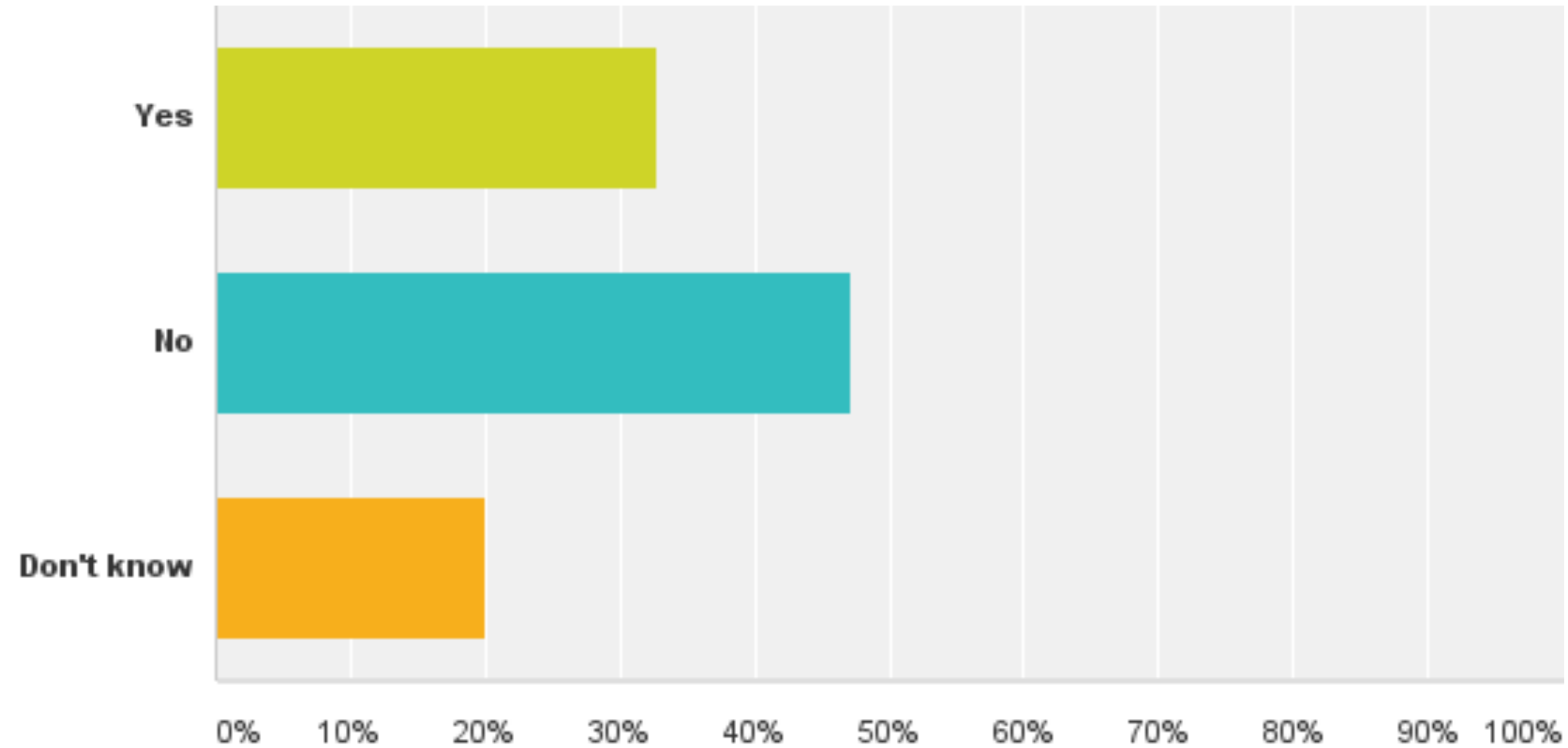
- 28% register online for Club memberships
- 32% think membership fees are expensive
- Almost 75% think they receive good value for money for membership fees (& 8% Don't Know)
- There are no issues with overall experience at Clubs

SATISFACTION WITH CLUB EXPERIENCE



PARTICIPATION PROGRAMS

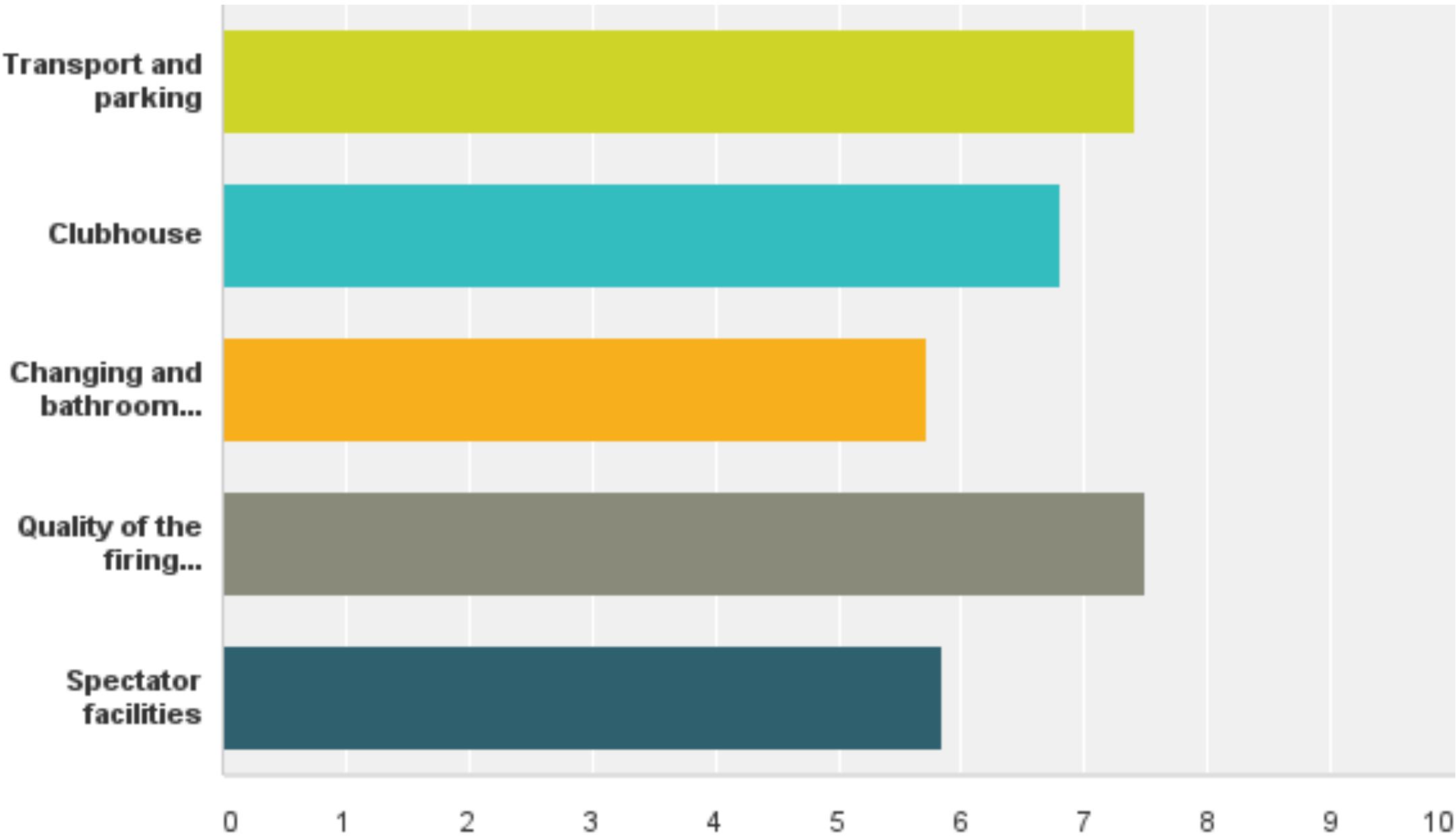
33% are aware of formal participation programs at the club (& 20% Don't Know)



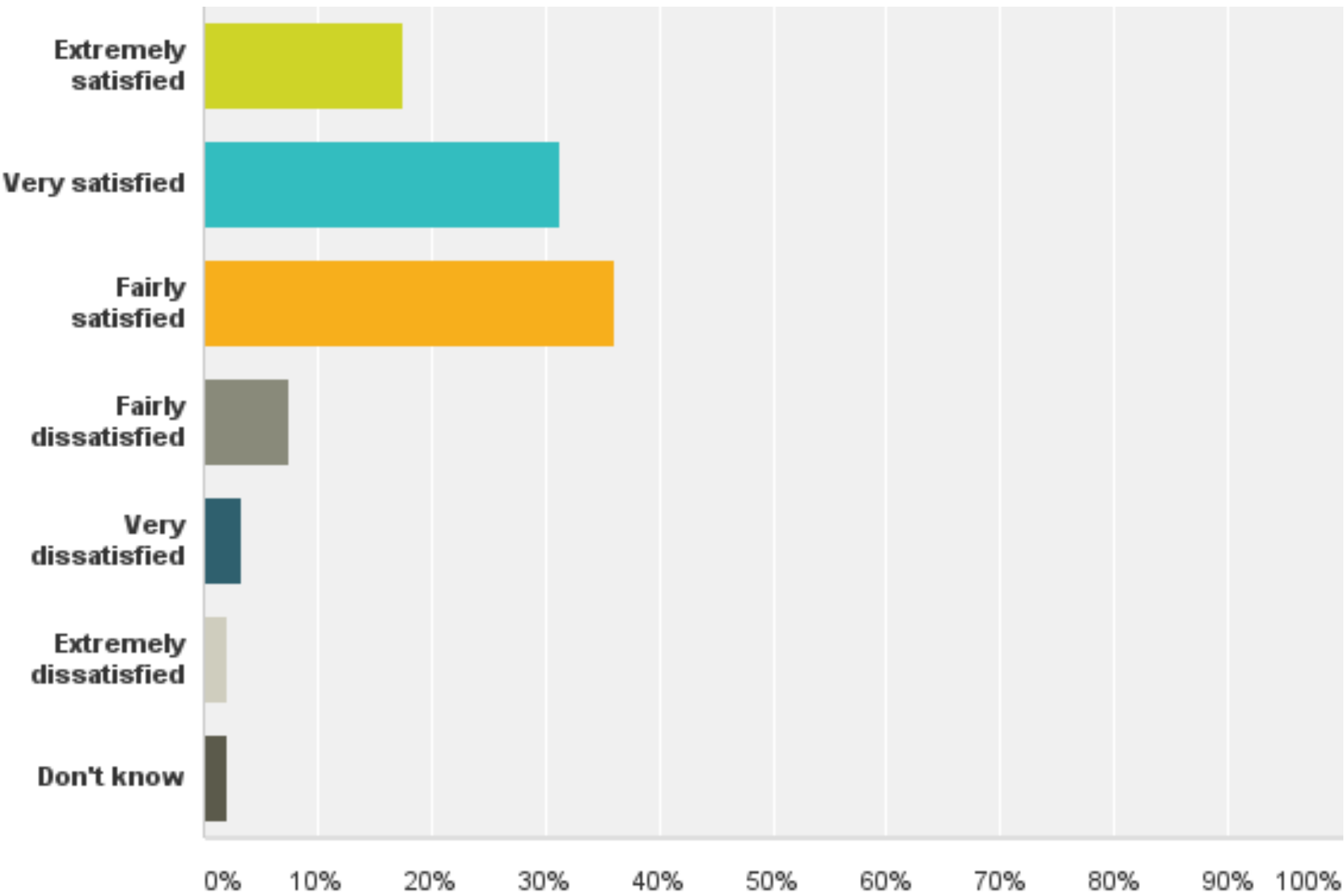
RANGES AND FACILITIES

There are no significant concerns with the **quality** of shooting ranges with weighted average of 7.68 (on a scale of 1 to 10)

There is general satisfaction with facilities:

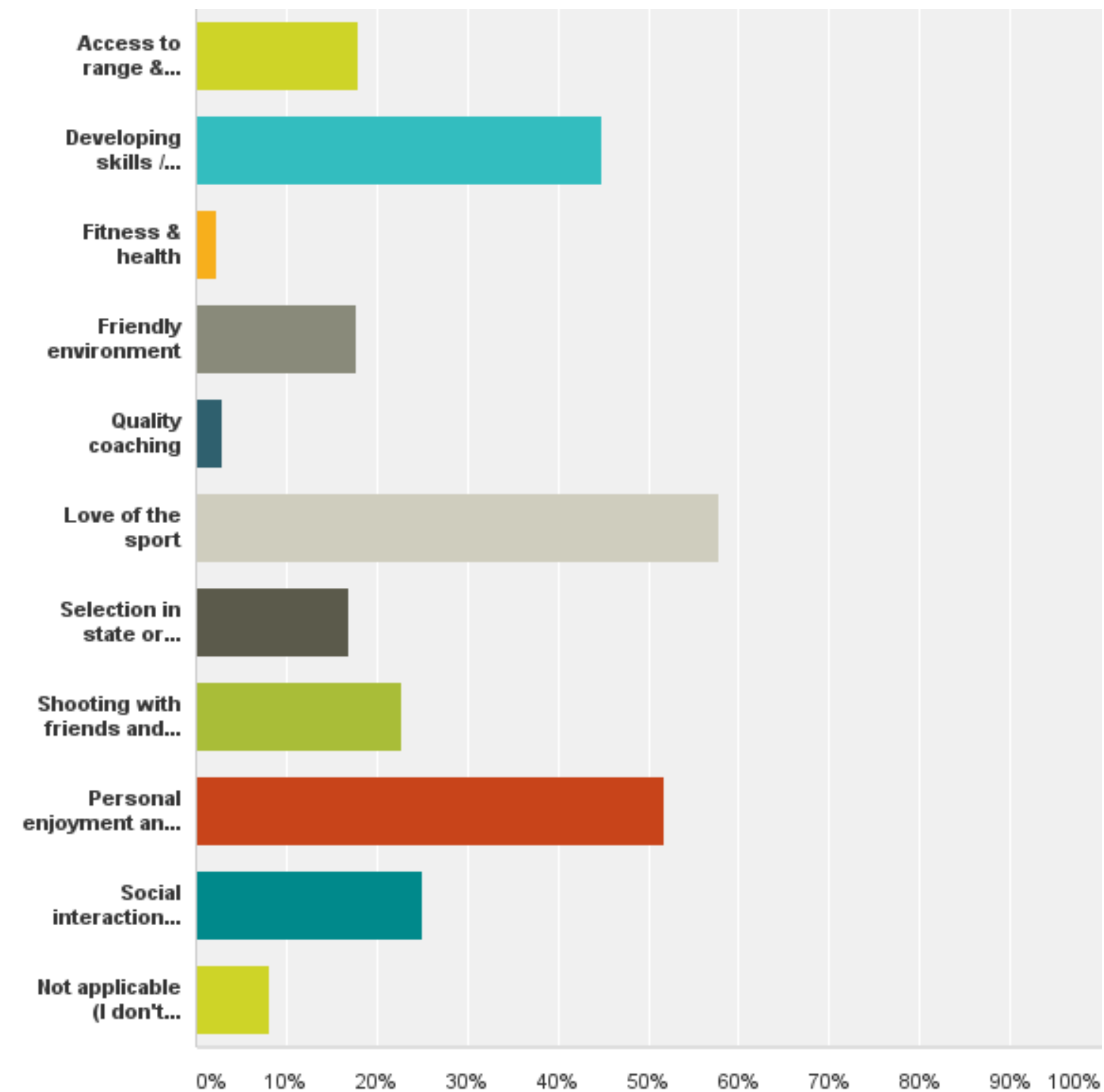


There are no significant concerns with **access** to shooting ranges with 85% fairly to extremely satisfied

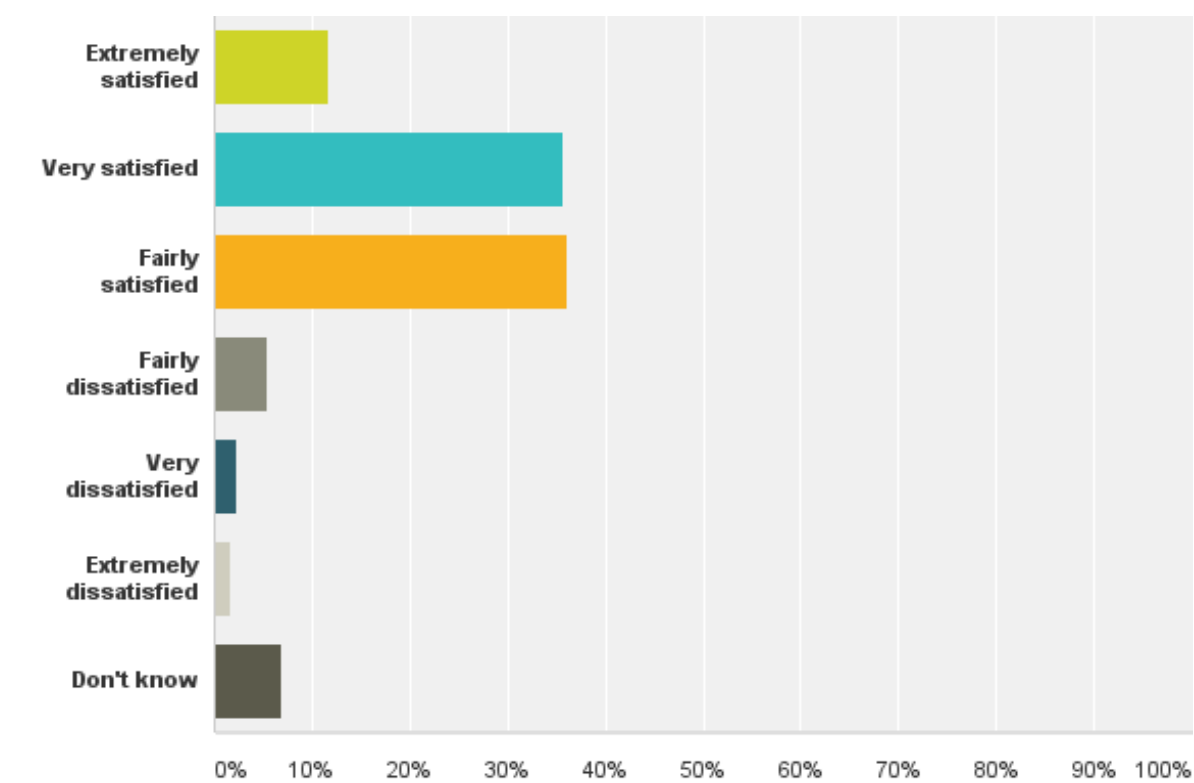


COMPETITIONS

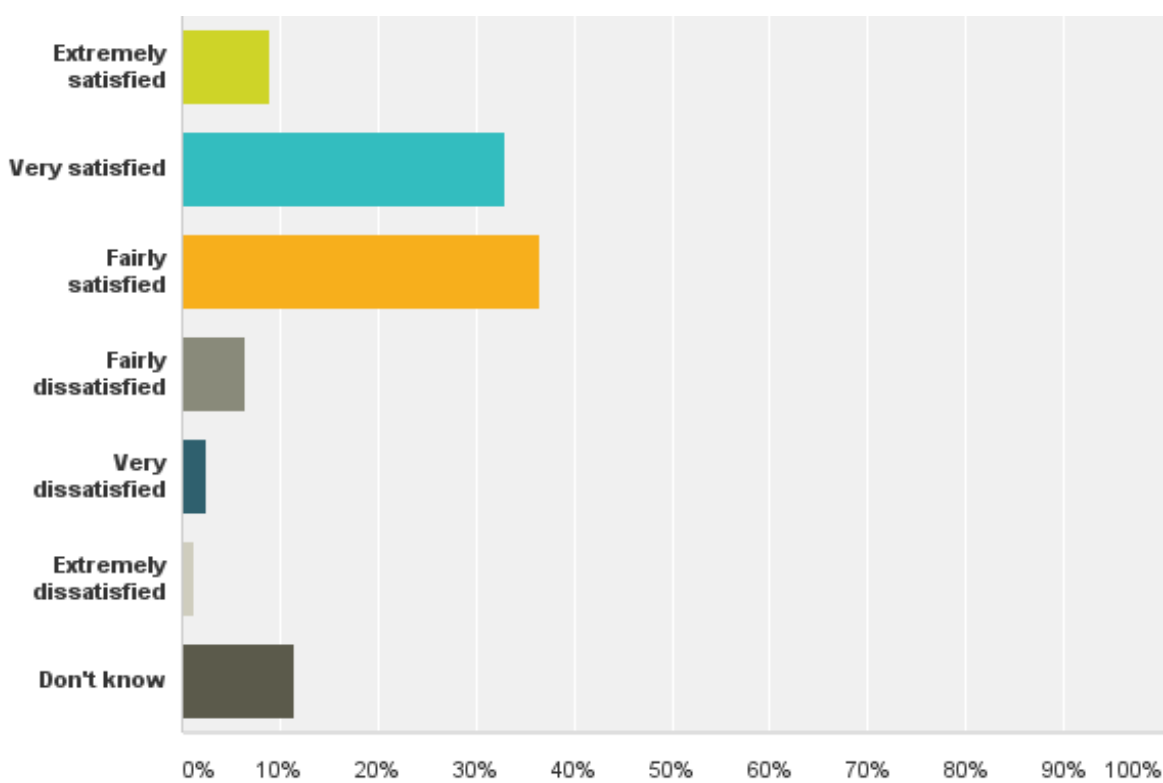
REASONS FOR PARTICIPATION



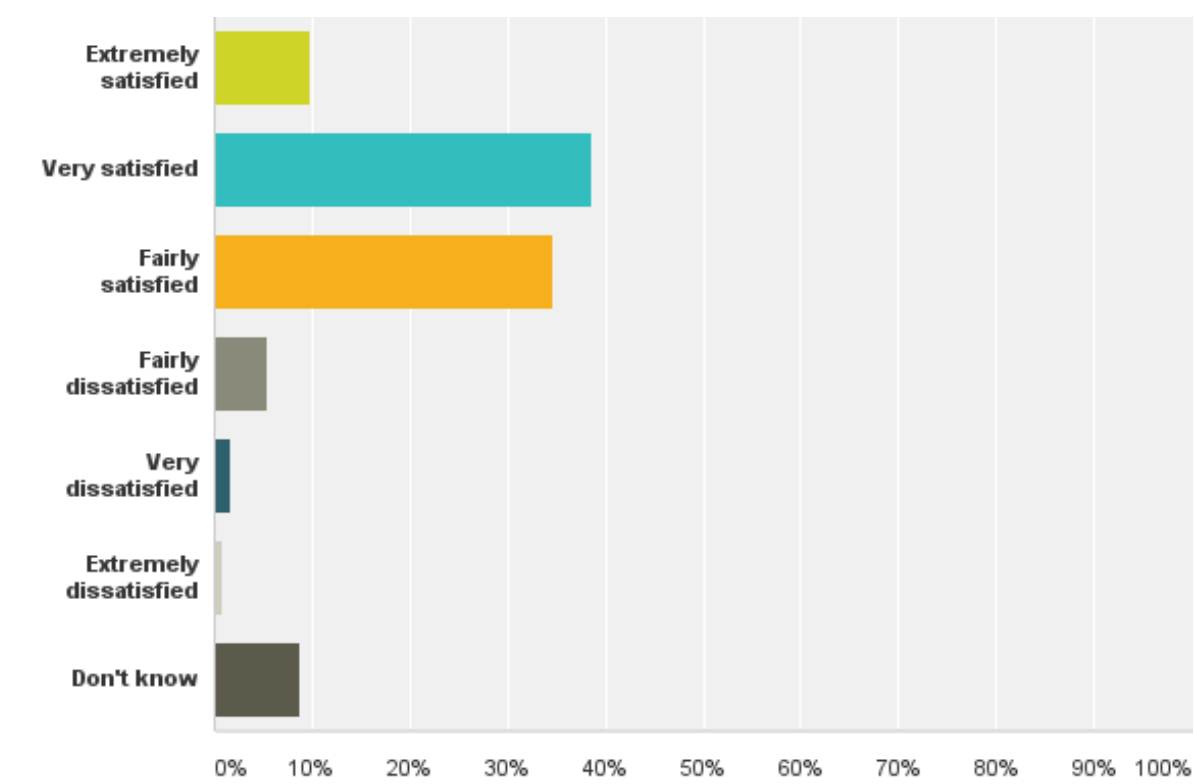
SATISFACTION WITH OPPORTUNITIES



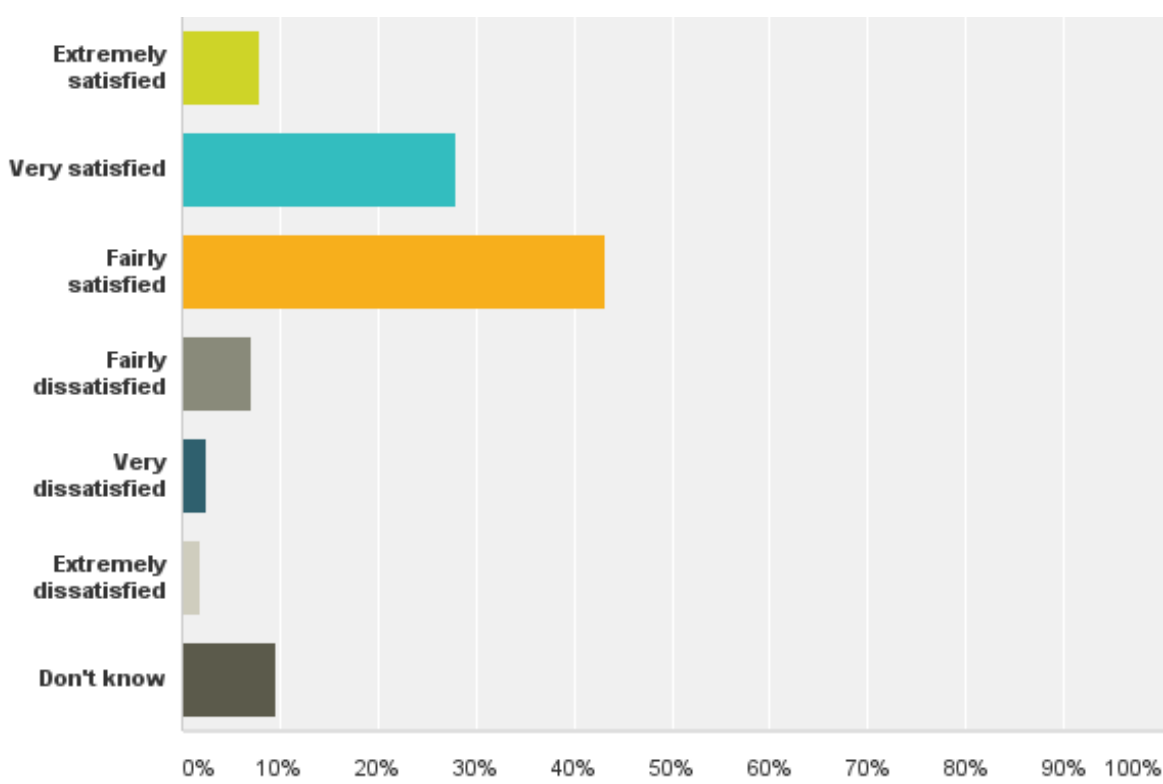
SATISFACTION WITH TECHNICAL OFFICIALS



SATISFACTION WITH STANDARD



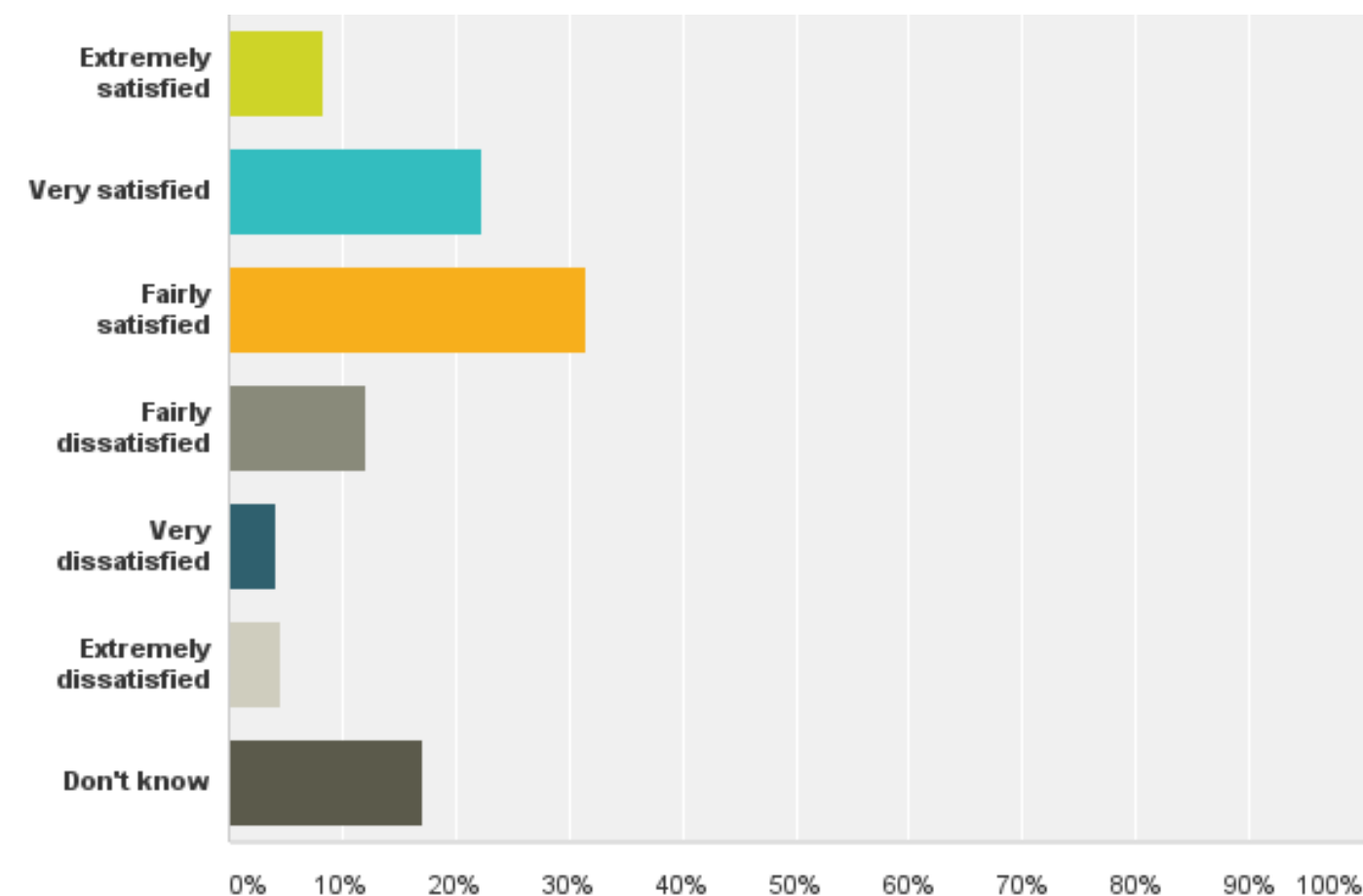
SATISFACTION WITH COST



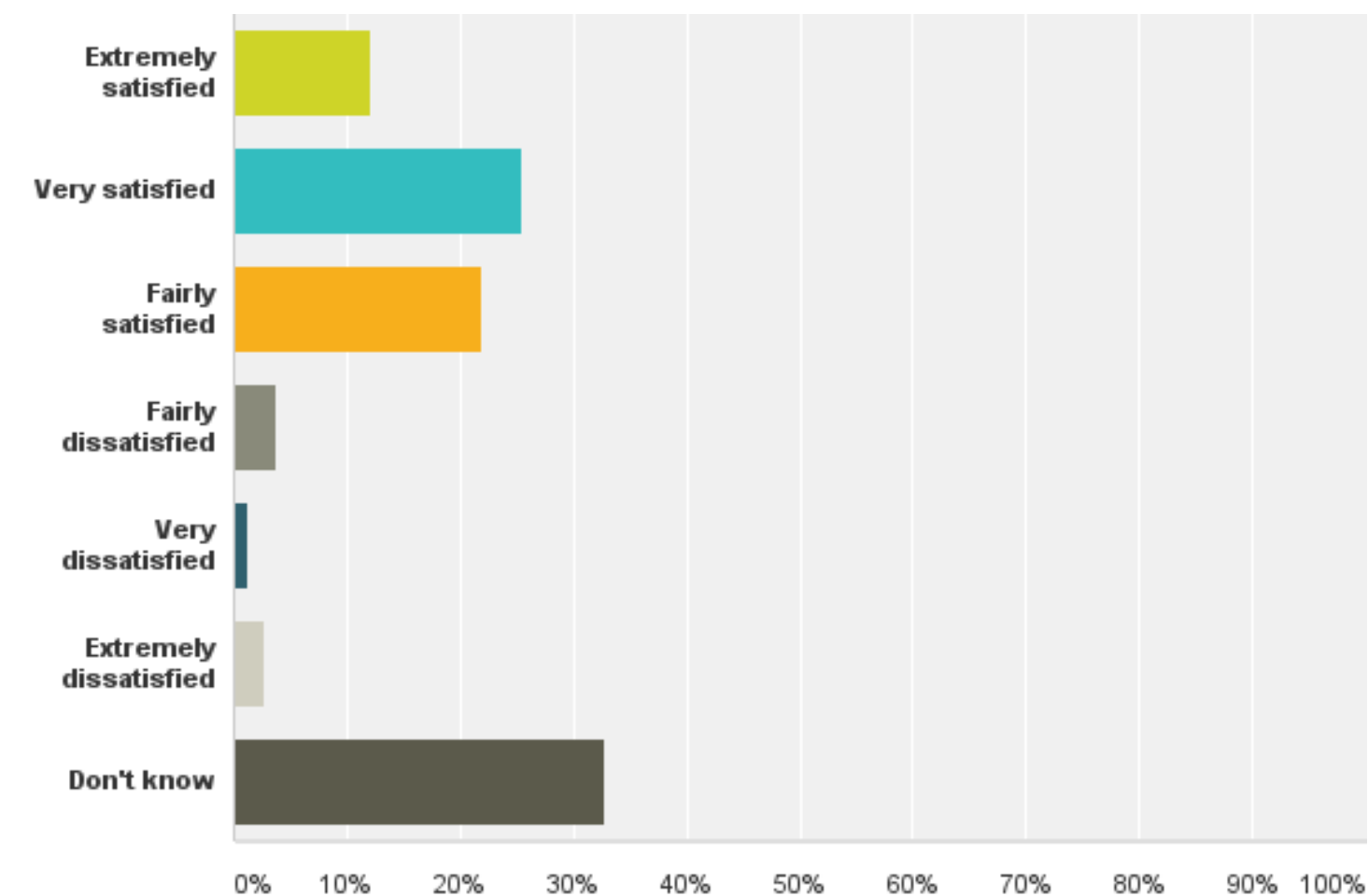
COACHING

- Almost 40% think clubs do NOT have enough accredited coaches (and 30% Don't Know)
- Less than 20% think there are sufficient coaching courses available in their State
- Almost 55% are interested in receiving information on coaching courses
- There are no major concerns with the **standard** of coaching

SATISFACTION WITH
LEVEL OF COACHING



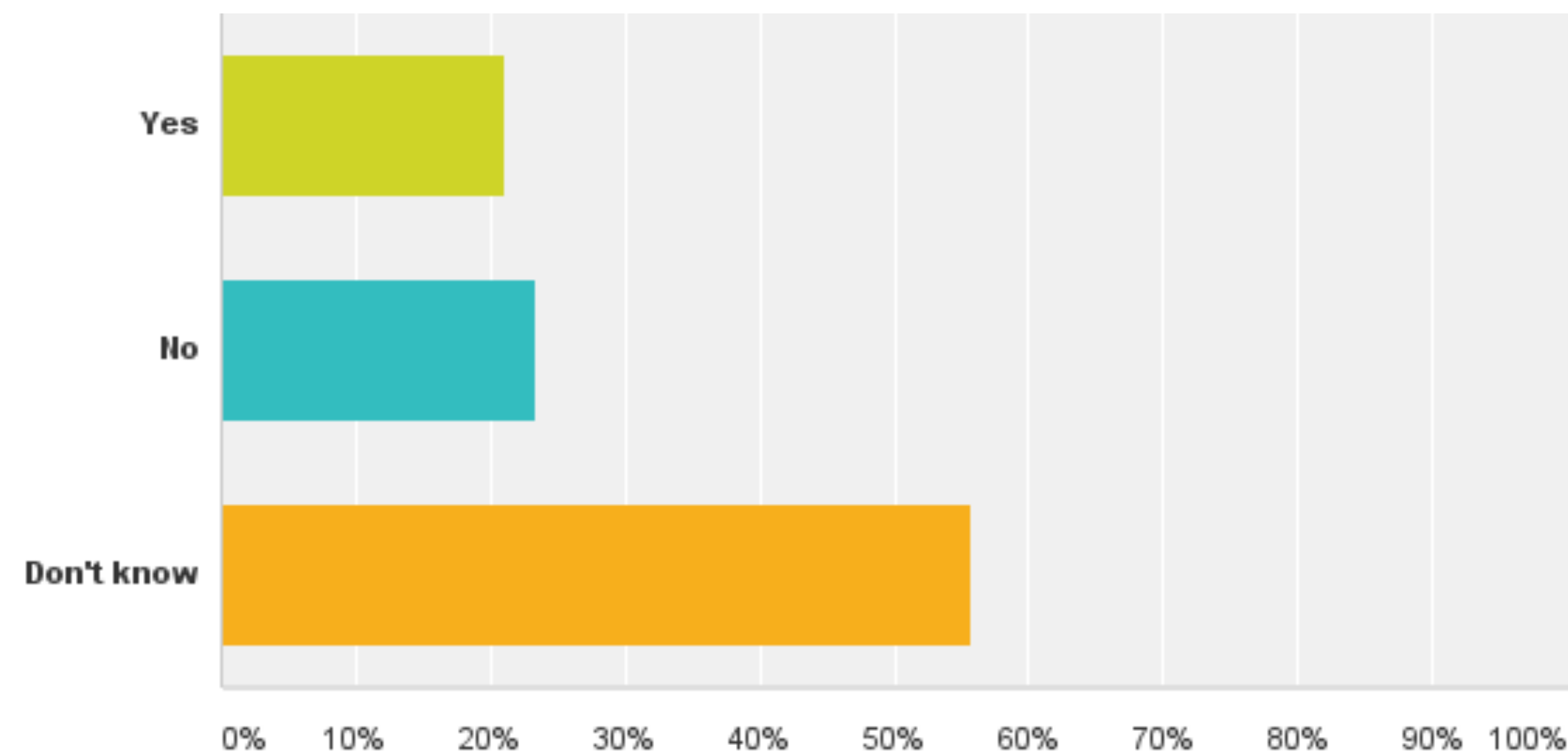
SATISFACTION WITH
OWN COACH



TECHNICAL OFFICIALS

- Almost 30% think clubs do NOT have enough accredited Technical Officials (& 40% Don't Know)
- Only 20% think there are sufficient officiating courses available in their State (& 55% Don't Know)

SUFFICIENT COURSES

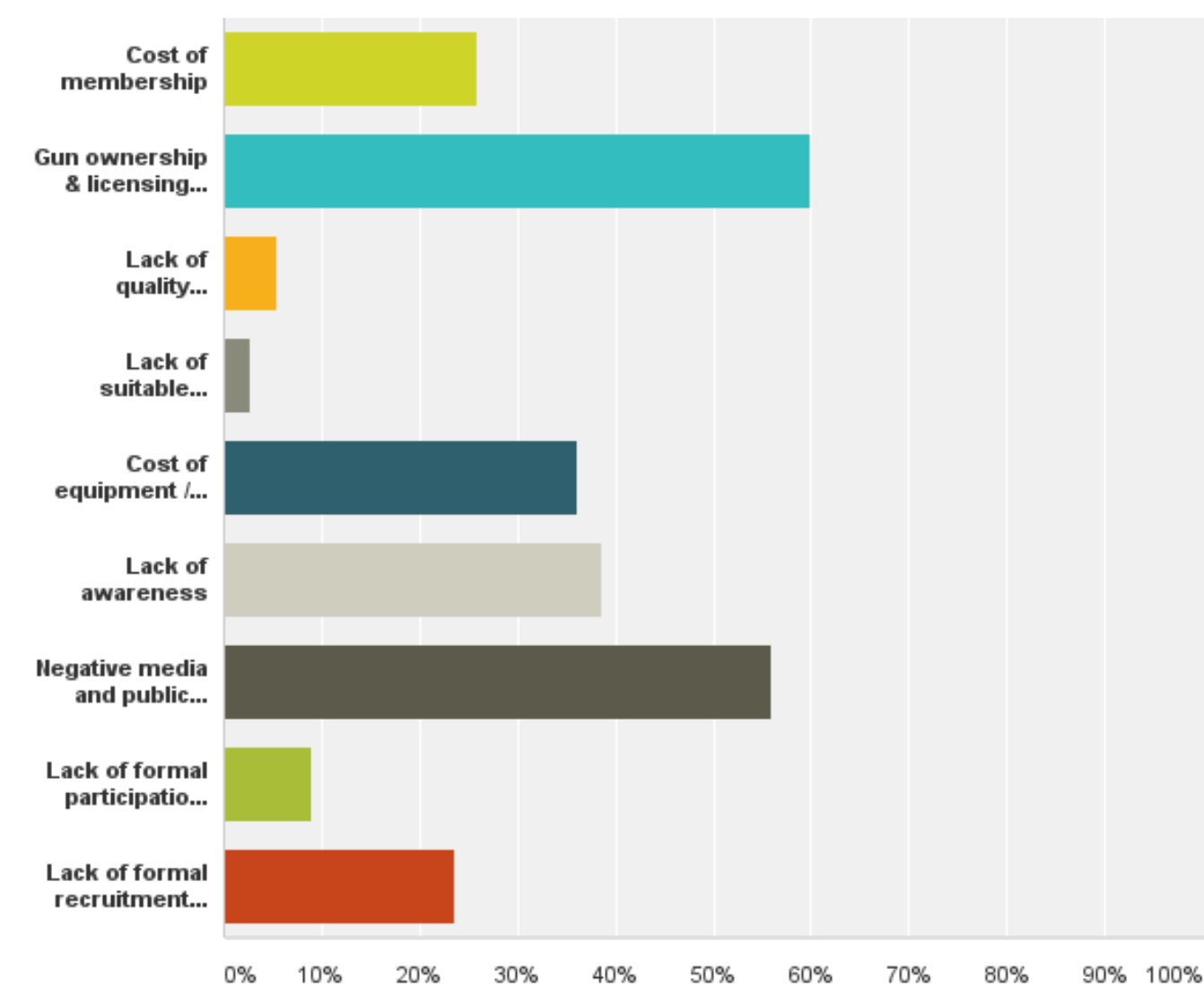


- Almost 45% are interested in receiving information on officiating courses

MARKETING & PROMOTIONS

- 67% of respondents use social media
- Weighted average of Club marketing & promotion is rated as a 4
- 67% of Clubs have own website (& 10% Don't Know)
- 35% of Clubs have Facebook page (& 25% Don't Know)
- 40% Clubs actively target new participants outside of membership (& 27% Don't Know)

ABILITY TO ATTRACT NEW SHOOTERS IS AFFECTED BY: (top 3)

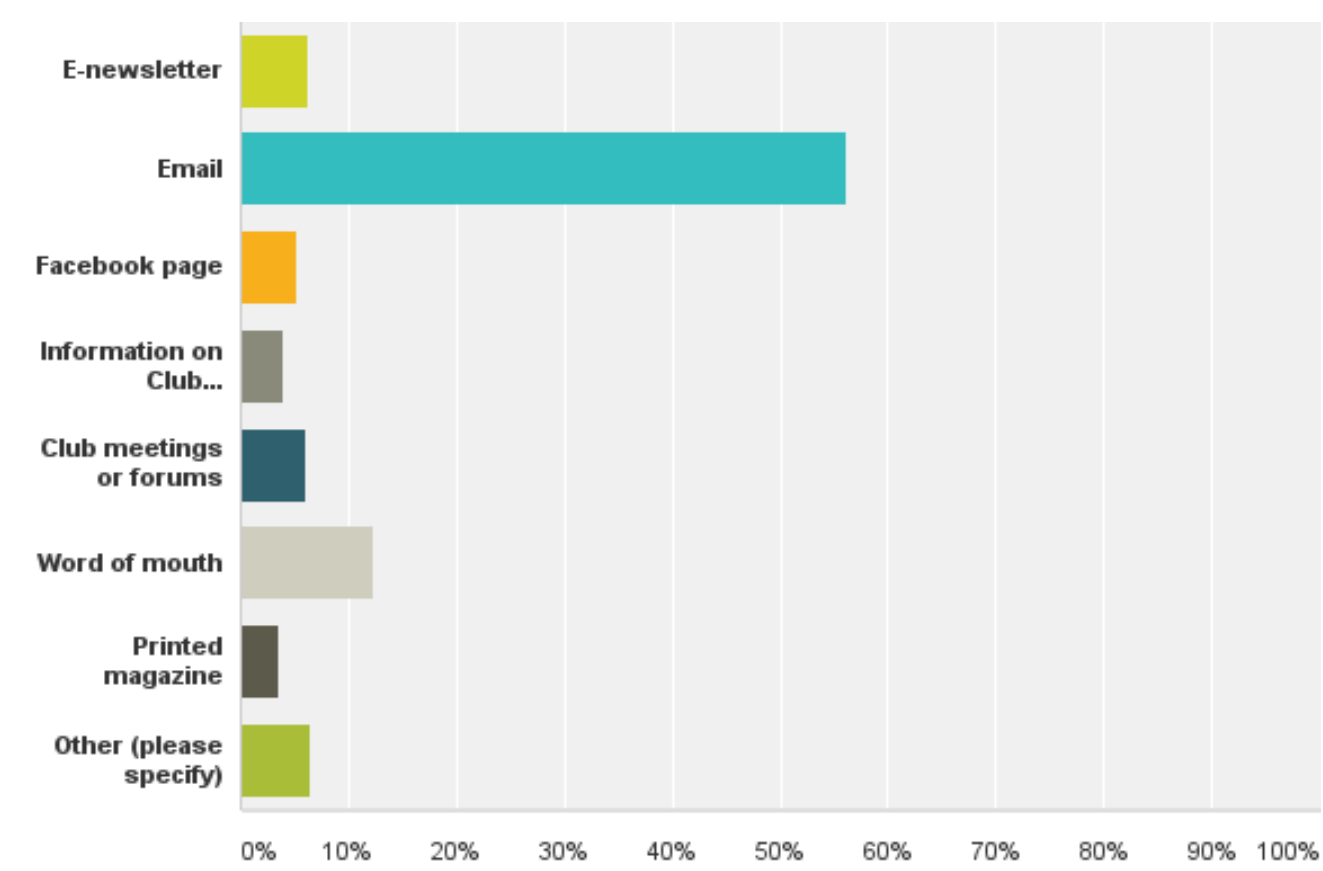


Answer Choices	Responses	
Cost of membership	25.97%	563
Gun ownership & licensing laws	59.82%	1,297
Lack of quality coaching	5.40%	117
Lack of suitable competitions	2.63%	57
Cost of equipment / ammunition	36.12%	783
Lack of awareness	38.70%	839
Negative media and public perception of firearms	56.00%	1,214
Lack of formal participation and pathways program	8.95%	194
Lack of formal recruitment initiative or program	23.66%	513
Total Respondents: 2,168		

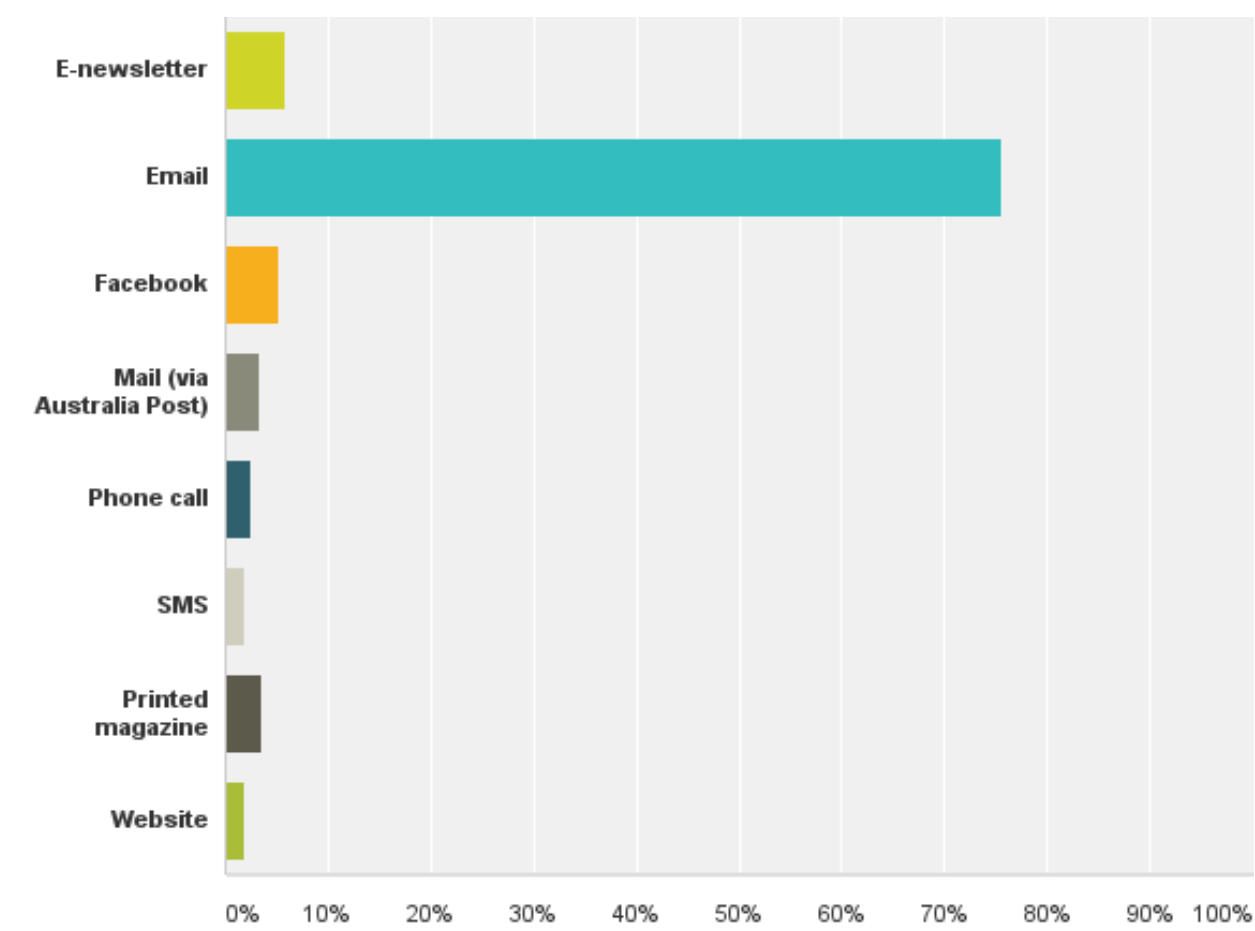
COMMUNICATION

- Clubs have email address for 75% of respondents (& 10% Don't Know)
- Clubs mainly use **email** to communicate
- **Email** is also respondents preferred method of receiving information
- There are no concerns with the amount of information provided to respondents

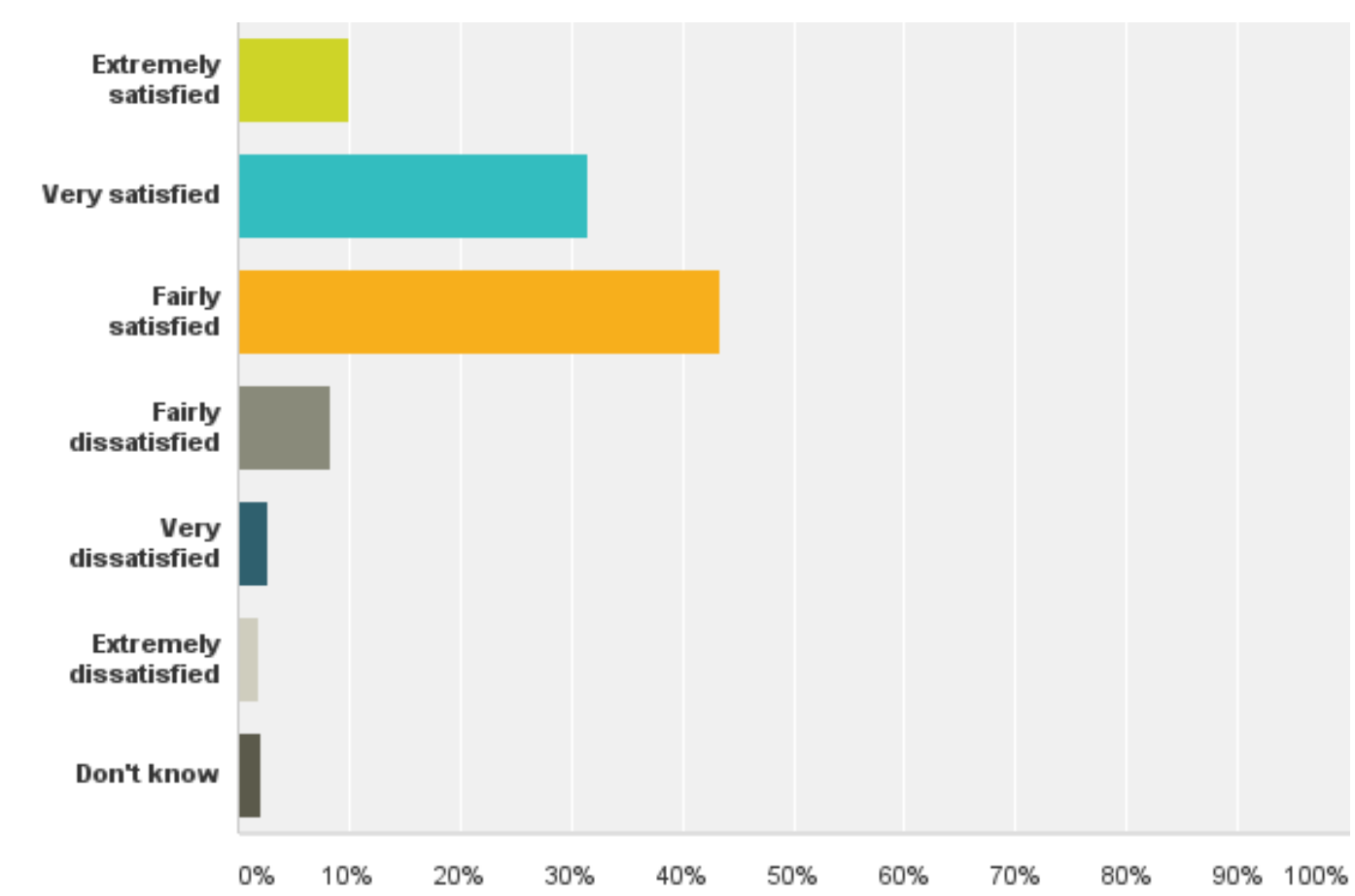
CLUBS COMMUNICATION



PREFERRED COMMUNICATION

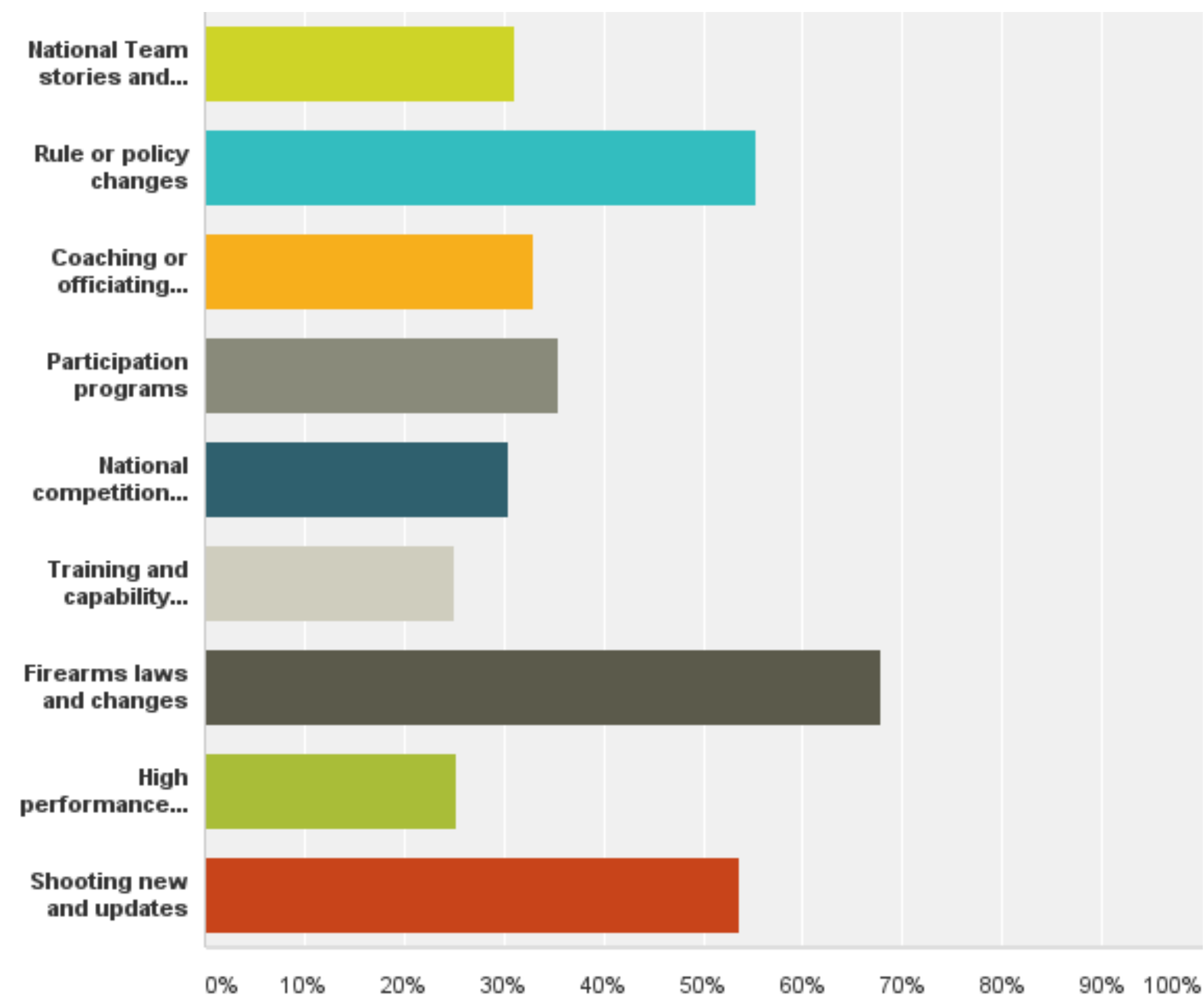


SATISFACTION WITH AMOUNT OF INFORMATION



FUTURE COMMUNICATION

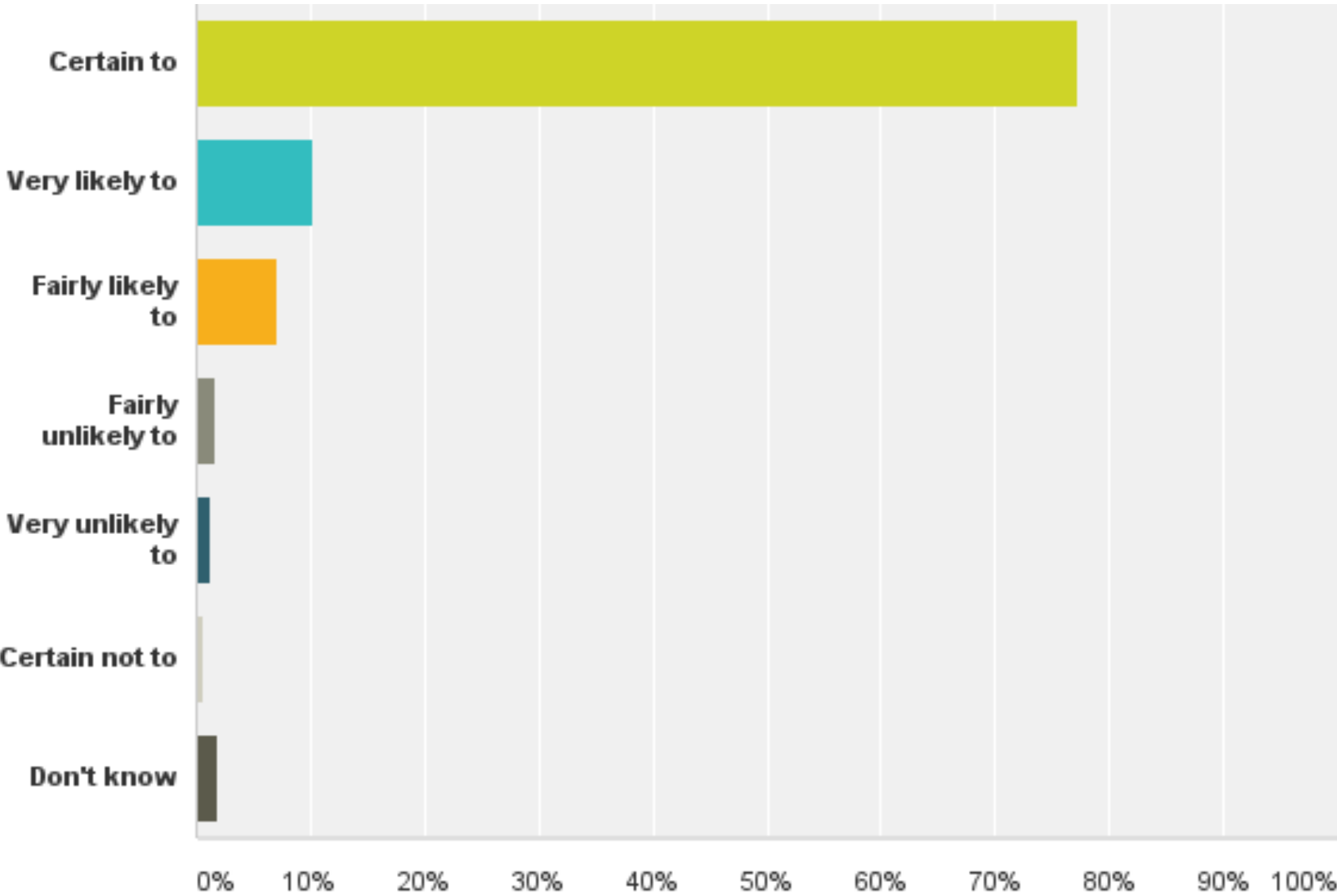
Information respondents would like to receive in relation to Shooting as a sport (top 3):



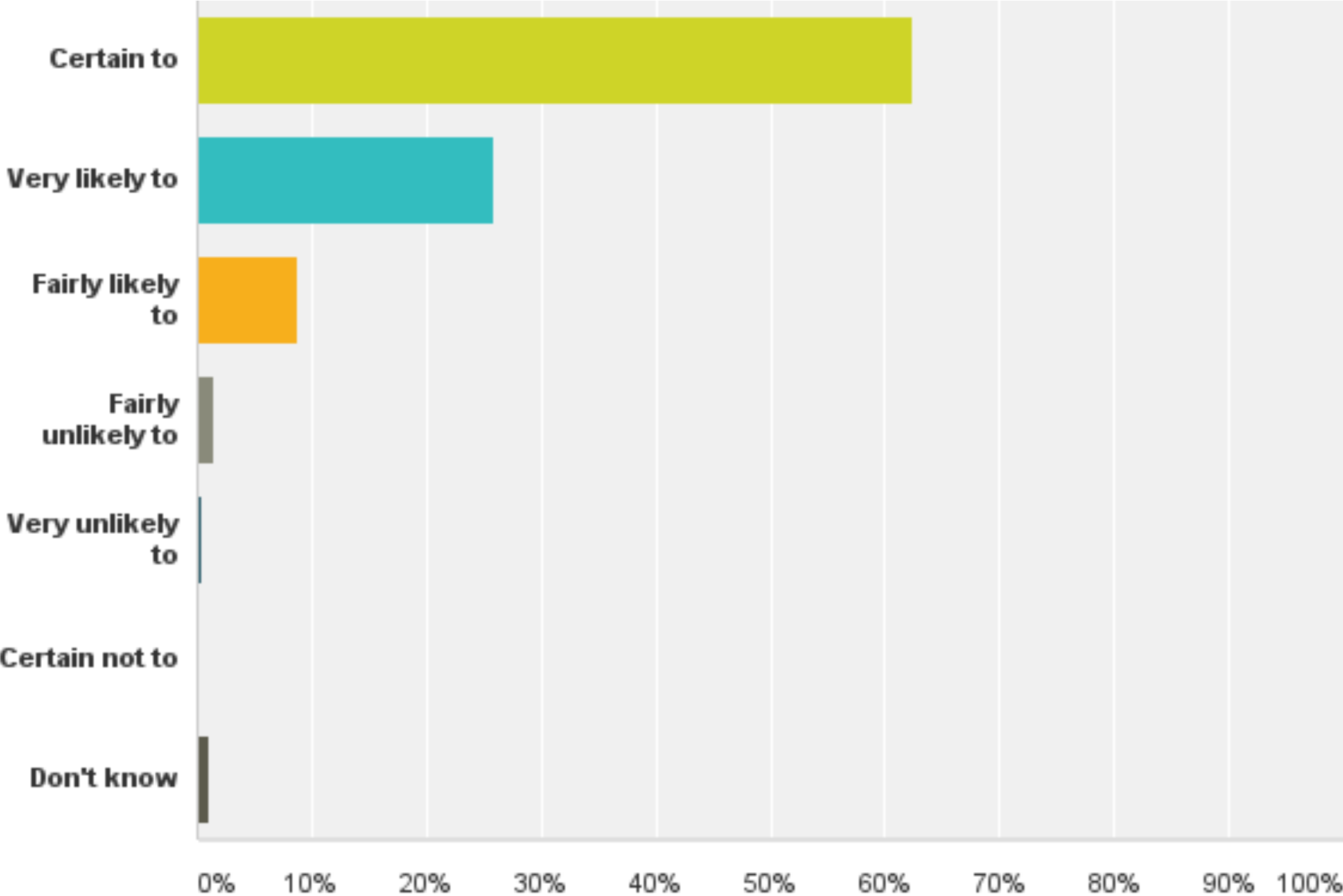
Answer Choices	Responses	
National Team stories and results	31.18%	676
Rule or policy changes	55.30%	1,199
Coaching or officiating courses	32.89%	713
Participation programs	35.42%	768
National competition information	30.58%	663
Training and capability building for volunteers	25.14%	545
Firearms laws and changes	67.80%	1,470
High performance programs	25.32%	549
Shooting new and updates	53.60%	1,162
Total Respondents: 2,168		

FUTURE REGISTRATION

Likelihood of renewal of registration:



Likelihood of recommending Shooting to a friend:



AVERAGE SHOOTER DEMOGRAPHICS

The typical Shooter in Australia:

- is male
- is over the age of 45 years
- shoots more than one discipline
- participates primarily for love of the sport and social reasons
- has an email address and uses social media
- is very loyal to the sport

IMPLICATIONS FOR SA

IMPLICATIONS FOR SHOOTING AUSTRALIA - MEMBERSHIP

The long-term survival of Shooting is at risk given the current membership structure

- ★ 1/5 of all shooters are over 65 years of age
- ★ 65% members are over 45
- ★ Very few younger shooters - 6% aged between 15 and 24
- ★ Strong male bias - only 10% of shooting population are female
- ★ Over 1/2 members are members of the unaffiliated SSAA, primarily to access ranges and insurance and for legislative compliance & advocacy
- ★ Only 1/3 clubs have formal participation programs or plans
- ★ Growth will be hindered by the lack of Coaches and Technical Officials

IMPLICATIONS FOR SHOOTING AUSTRALIA - COMMUNICATION

- ★ 97% of Shooters have an email address
- ★ Email is the overwhelming preferred method of communication for both Club and Shooters
- ★ Yet only 28% register online
- ★ The key areas of desired information for Shooters are within SA control (in order):
 - Firearm laws & changes - 68%
 - Rule or police changes - 55%
 - Shooting news and updates - 54%
 - Participation programs - 35%
- ★ Ability to attract new Shooters is hindered by negative media and public perception of firearms
- ★ SA should take greater role in advocacy

LINKS TO WHOLE-OF-SPORT GOVERNANCE REVIEW

Findings from the Participant Survey reinforce the outcomes from the Whole-of-Sport Governance Review.

SA needs to prove the value proposition of a unified shooting body with a concurrent top down (Member Body) and bottom up (Clubs) approach

Priorities for Shooting are:

Administer: Develop national sports policies and identify shared services (eg travel & insurance)

Grow: National Participation Plan and Development Officers

Transform: Build critical skills at clubs and alleviate burden on volunteers

Promote: WOS Marketing and Communications Strategy

Key principle of centralised development with localised delivery ⇒ “Stronger Together”

WHOLE-OF-SPORT GOVERNANCE REVIEW

Participant feedback reinforces the need for the following reforms:

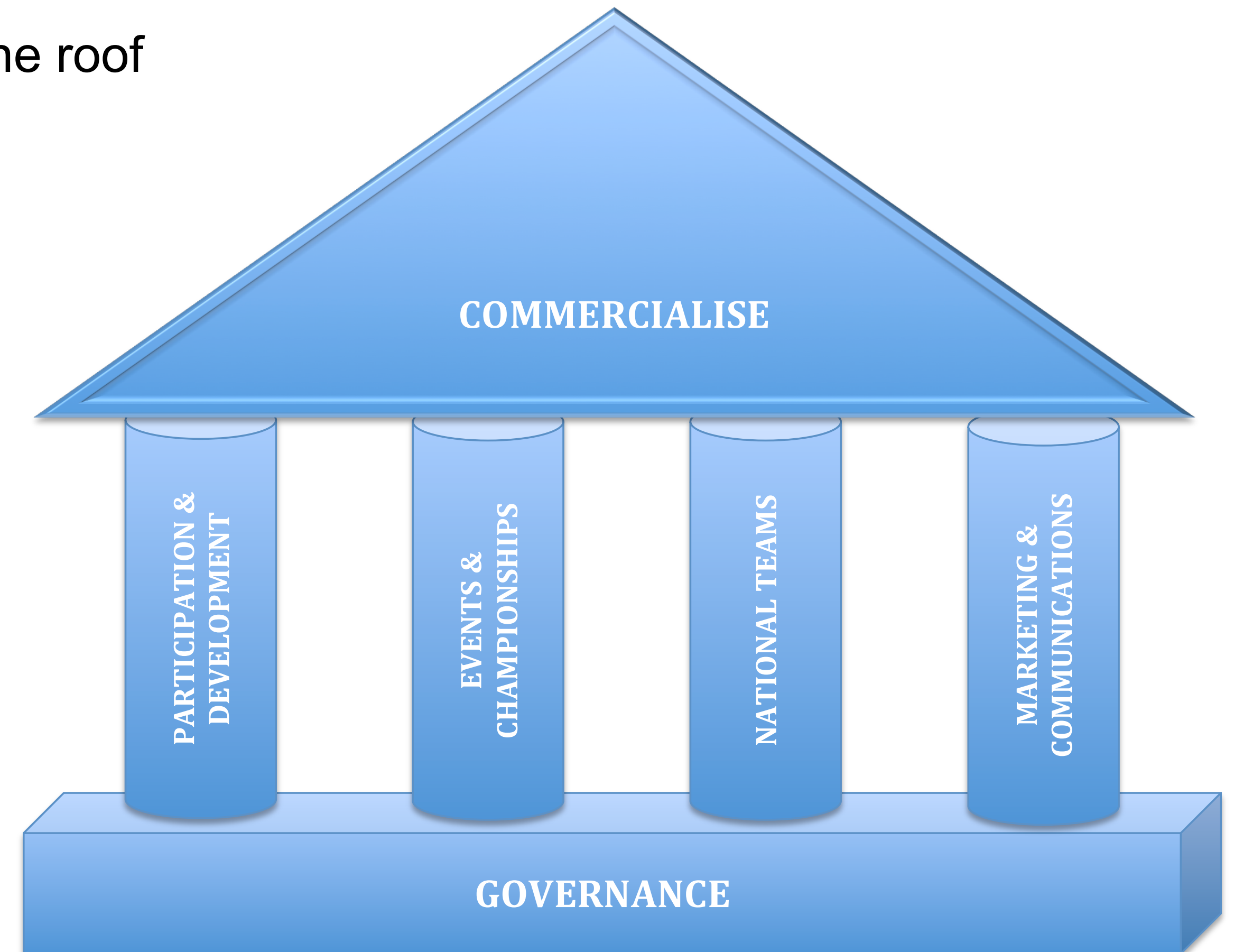
1. National & State governance structures should not be divided along shooting disciplines as most Clubs (95%) and Shooters (80%) shoot more than one discipline
2. Formalised participation and growth plans are vital to the long-term survival of the sport
3. Delivery of Coach and Official education needs to improve to increase the numbers & levels of Coaches and Technical Officials
4. Access to ranges is also a major issue for Shooters
5. A centralised online database registration system is attractive given the frequency and preference for email as the form of communication
6. Marketing & promotions is key to address negative media and public perceptions
7. A centralised insurance fund should be investigated
8. There is a capacity to increase capitation fees to fund governance reform
9. SA has a role to play in advocacy

WHERE DO WE WANT TO BE?

Best practice governance framework to ensure the long-term success and sustainability of all shooting disciplines under a collaborative **whole-of-sport** approach at all levels

Opportunity to be a united voice for shooting under the one roof

The key beneficiaries from a whole of sport approach are the Clubs and the Shooters



NEXT STEPS - IMMEDIATE PRIORITIES

- ★ Present findings of Governance Reform and Participant Survey to key stakeholders, including Member Bodies and representatives of State Associations and Clubs
- ★ Commence the Collaborative Foundation phase of Governance Reform
- ★ Develop a National Participation Plan with specific focus on youth and females
- ★ Develop a Whole-of-Sport Marketing & Communication Strategy
- ★ Commence feasibility on centralised data collection and insurance



THANK YOU





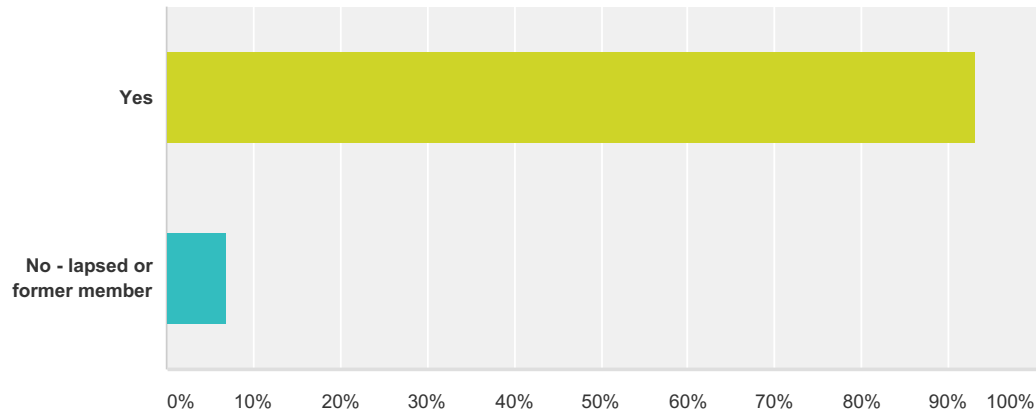
Shooting Australia

Whole of Sport Governance - Participation Survey Results

TRANSFORM. DELIVER. COMMUNICATE

Q1 Are you currently a member of a shooting club?

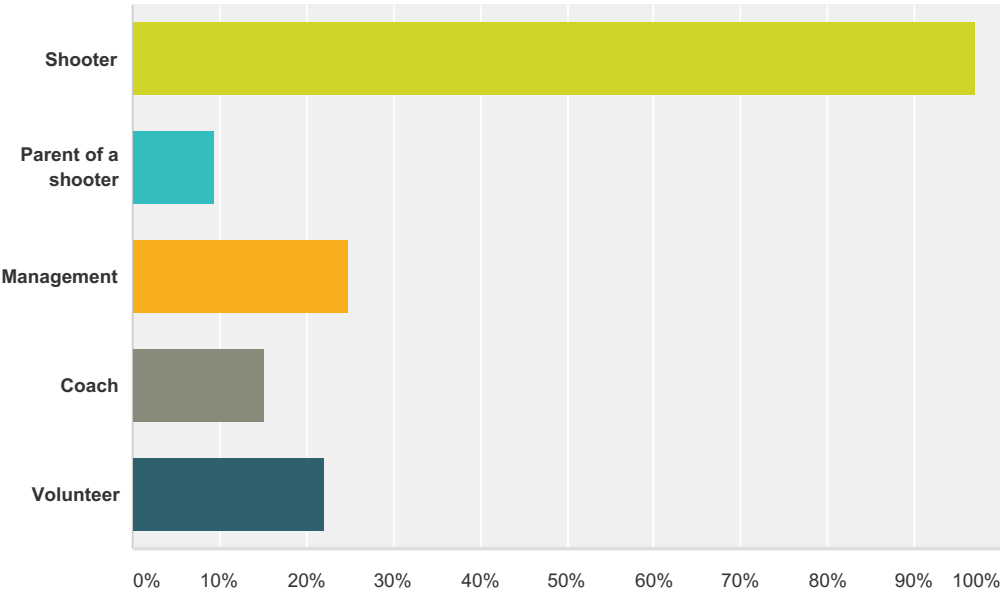
Answered: 2,552 Skipped: 0



Answer Choices	Responses	
Yes	93.14%	2,377
No - lapsed or former member	6.86%	175
Total		2,552

Q2 Which of the following describes your involvement with your club? (select all that apply)

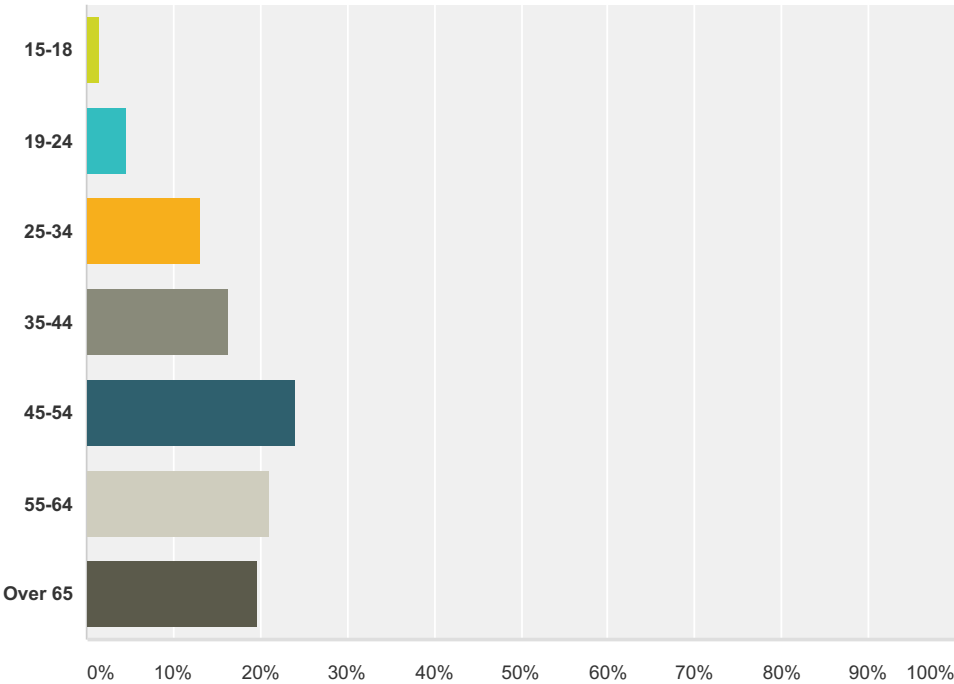
Answered: 2,552 Skipped: 0



Answer Choices	Responses	
Shooter	97.10%	2,478
Parent of a shooter	9.44%	241
Management	24.84%	634
Coach	15.24%	389
Volunteer	22.10%	564
Total Respondents: 2,552		

Q3 Which age group do you fit into?

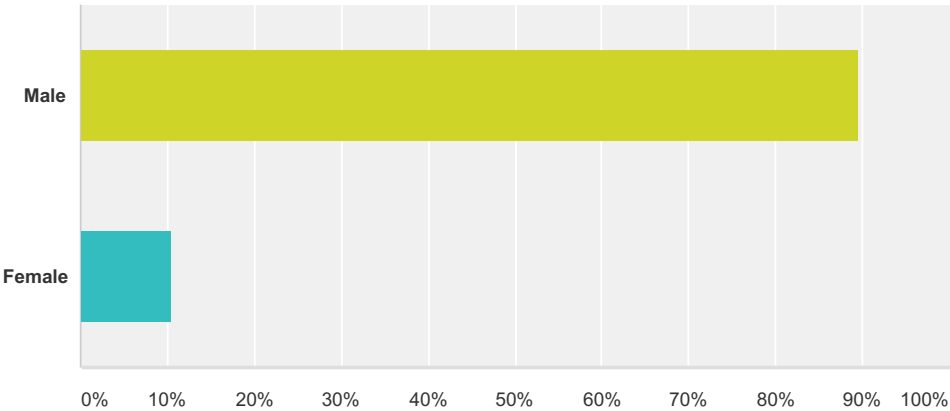
Answered: 2,552 Skipped: 0



Answer Choices	Responses
15-18	1.37%35
19-24	4.51%115
25-34	13.13%335
35-44	16.26%415
45-54	23.98%612
55-64	21.04%537
Over 65	19.71%503
Total	2,552

Q4 What is your gender?

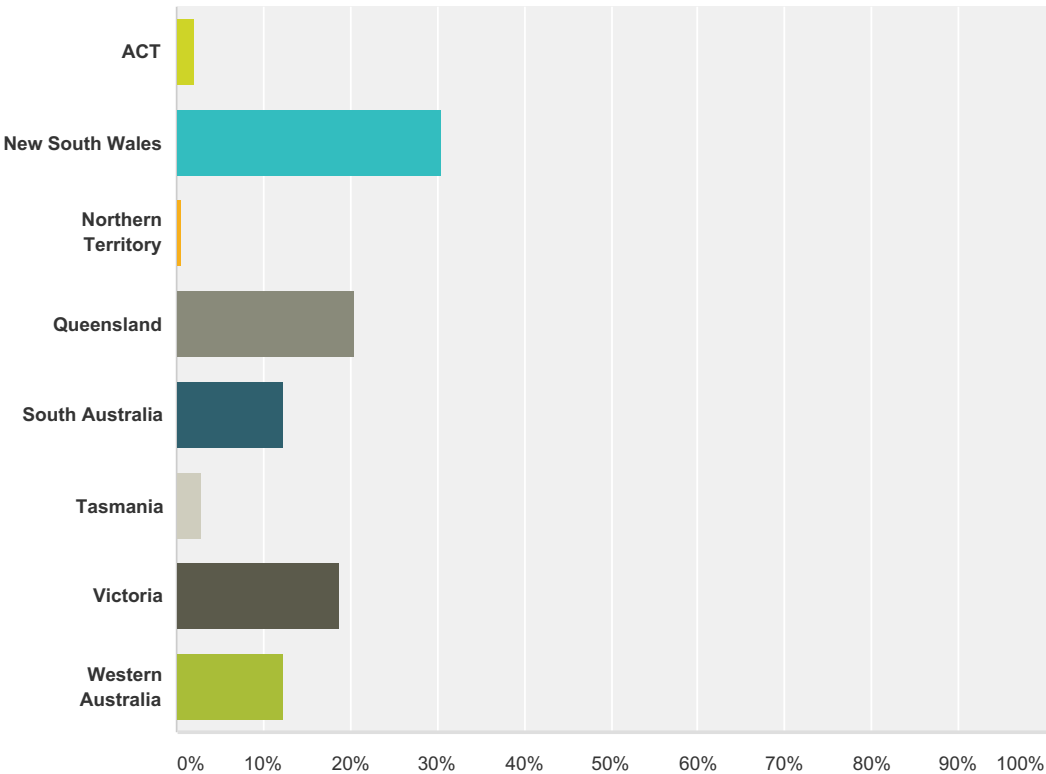
Answered: 2,552 Skipped: 0



Answer Choices	Responses	
Male	89.58%	2,286
Female	10.42%	266
Total		2,552

Q5 Which State or Territory do you live in?

Answered: 2,552 Skipped: 0



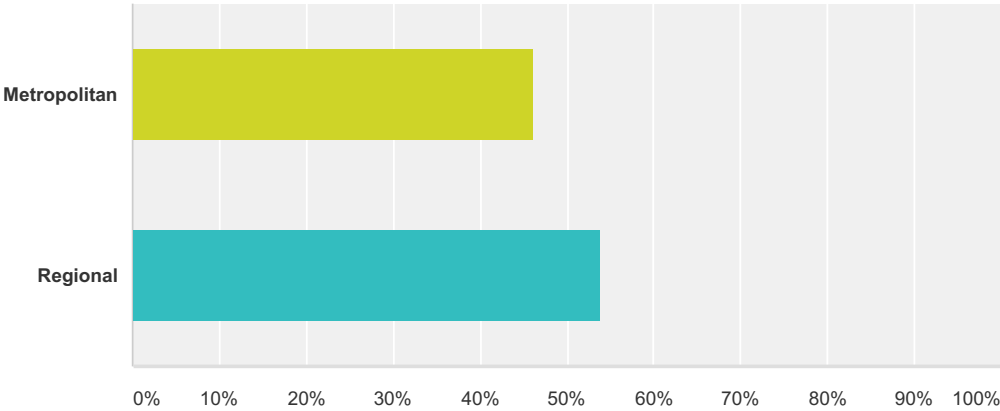
Answer Choices	Responses	
ACT	2.00%	51
New South Wales	30.49%	778
Northern Territory	0.71%	18
Queensland	20.38%	520
South Australia	12.38%	316
Tasmania	2.86%	73
Victoria	18.85%	481
Western Australia	12.34%	315
Total		2,552

Q6 What is your residential post code?

Answered: 2,552 Skipped: 0

Q7 Do you live in a Metropolitan or Regional area?

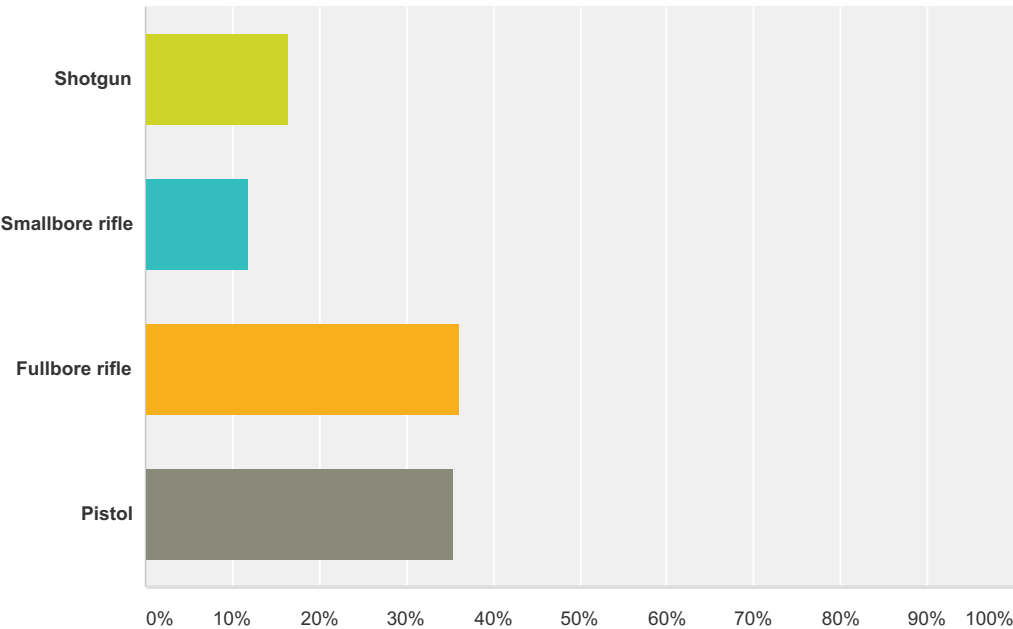
Answered: 2,552 Skipped: 0



Answer Choices	Responses	
Metropolitan	46.20%	1,179
Regional	53.80%	1,373
Total		2,552

Q8 Which is your preferred discipline?

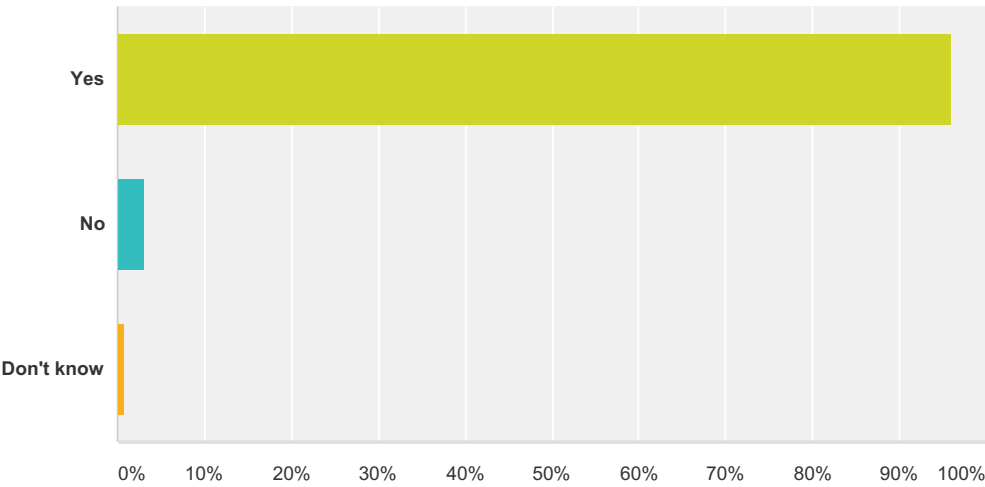
Answered: 2,552 Skipped: 0



Answer Choices	Responses	
Shotgun	16.50%	421
Smallbore rifle	11.99%	306
Fullbore rifle	36.09%	921
Pistol	35.42%	904
Total		2,552

Q9 Do you have an email address?

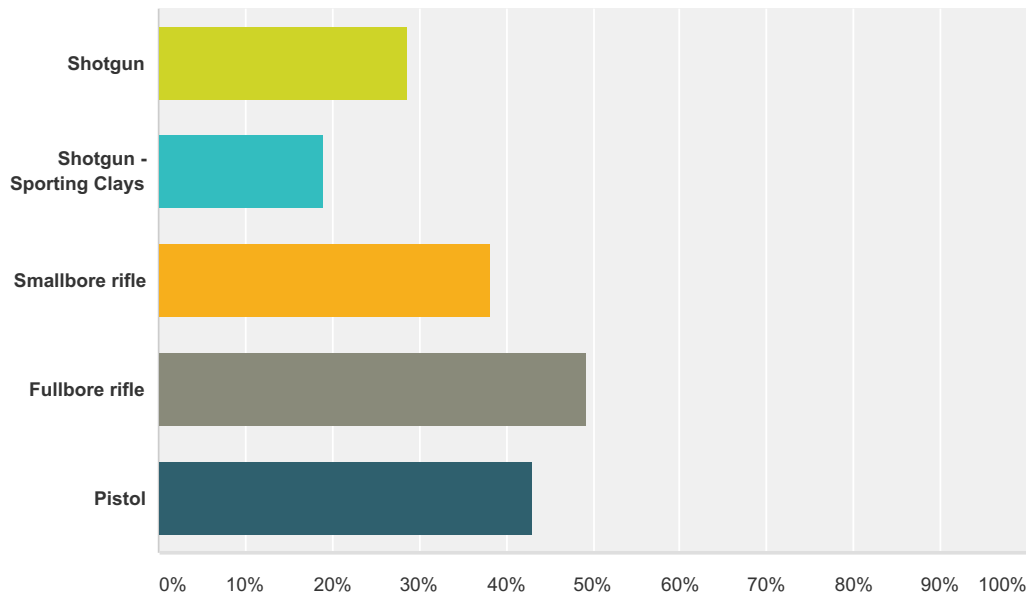
Answered: 2,552 Skipped: 0



Answer Choices	Responses	
Yes	96.08%	2,452
No	3.17%	81
Don't know	0.74%	19
Total		2,552

Q10 Which discipline or disciplines do you shoot? (select all that apply)

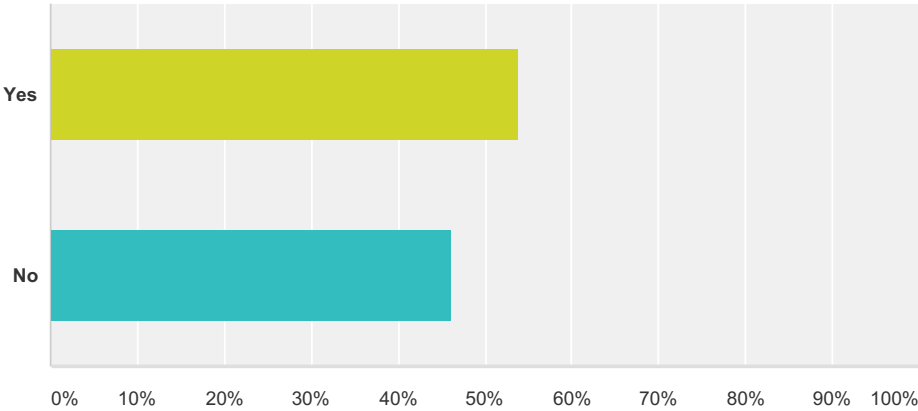
Answered: 2,291 Skipped: 261



Answer Choices	Responses
Shotgun	28.59%655
Shotgun - Sporting Clays	18.99%435
Smallbore rifle	38.19%875
Fullbore rifle	49.19%1,127
Pistol	43.04%986
Total Respondents: 2,291	

Q11 Are you a member of more than one shooting club or organisation?

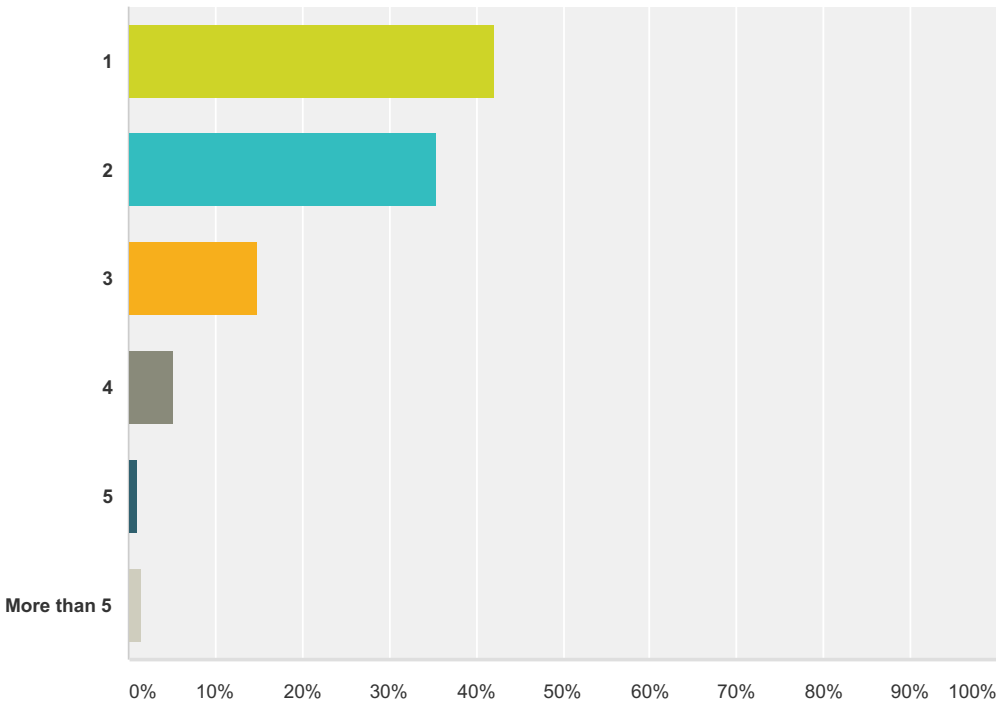
Answered: 2,305 Skipped: 247



Answer Choices	Responses	
Yes	53.84%	1,241
No	46.16%	1,064
Total		2,305

Q12 How many shooting clubs or organisations are you a member of?

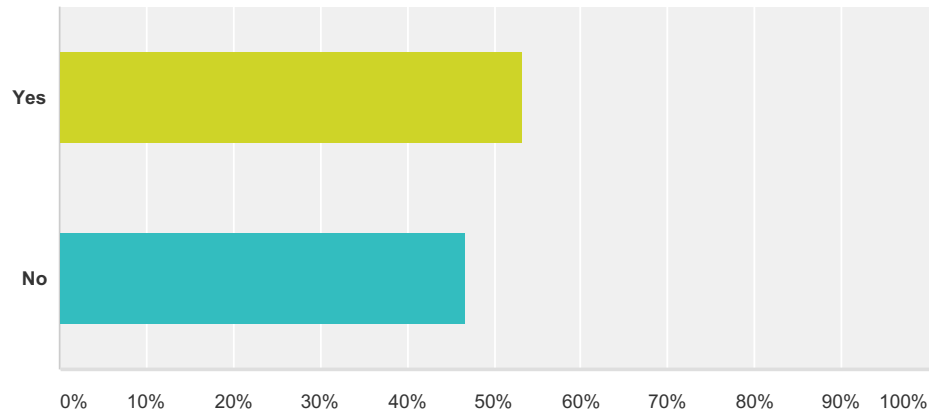
Answered: 2,147 Skipped: 405



Answer Choices	Responses	
1	42.20%	906
2	35.40%	760
3	14.72%	316
4	5.31%	114
5	0.98%	21
More than 5	1.40%	30
Total	2,147	

Q13 Are you a member of Sporting Shooters Association of Australia?

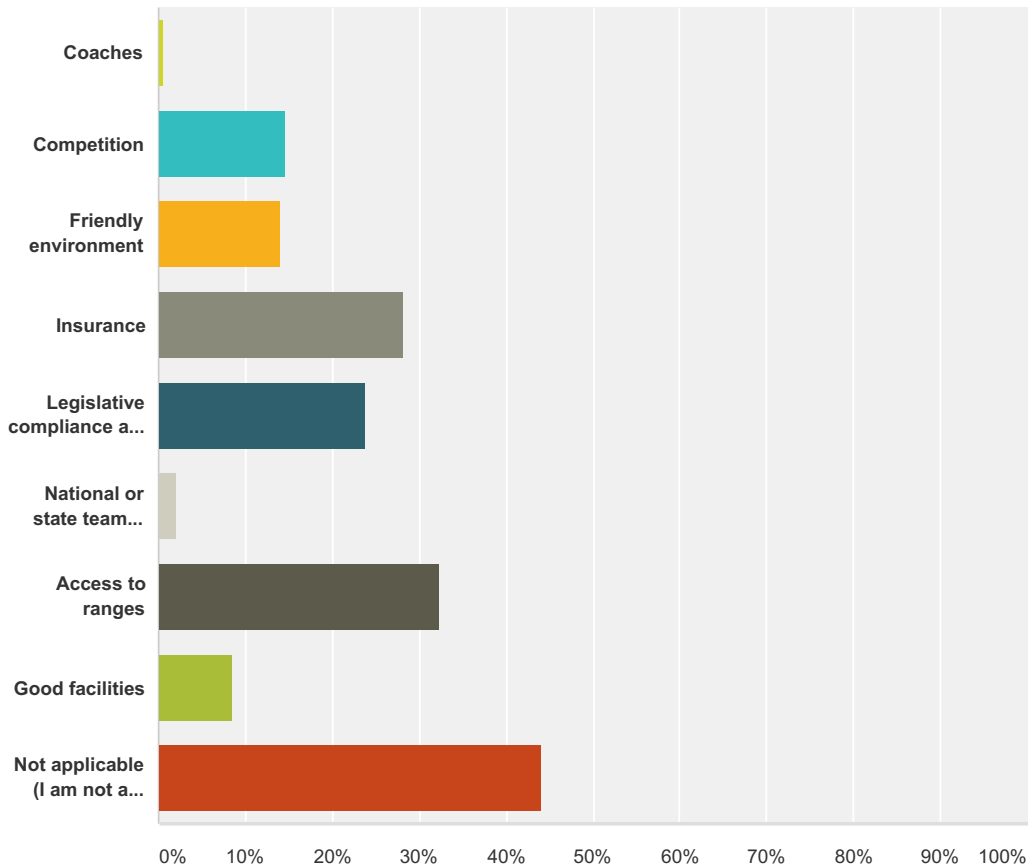
Answered: 2,305 Skipped: 247



Answer Choices	Responses	
Yes	53.28%	1,228
No	46.72%	1,077
Total		2,305

Q14 If you are a member of Sporting Shooters Association of Australia, what are the main reasons? (select up to 3)

Answered: 2,245 Skipped: 307



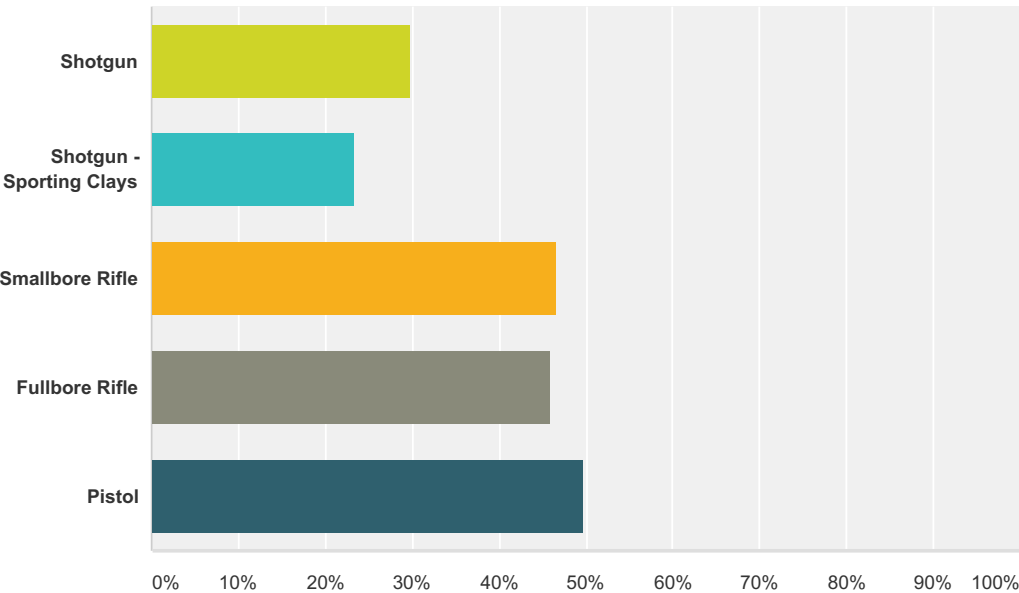
Answer Choices	Responses
Coaches	0.53%12
Competition	14.57%327
Friendly environment	14.03%315
Insurance	28.20%633
Legislative compliance and advocacy	23.70%532
National or state team selection	2.00%45
Access to ranges	32.29%725
Good facilities	8.64%194
Not applicable (I am not a member of SSAA)	44.05%989
Total Respondents: 2,245	

Q15 What is the name of your Club?

Answered: 1,870 Skipped: 682

Q16 Which disciplines are offered at your Club?

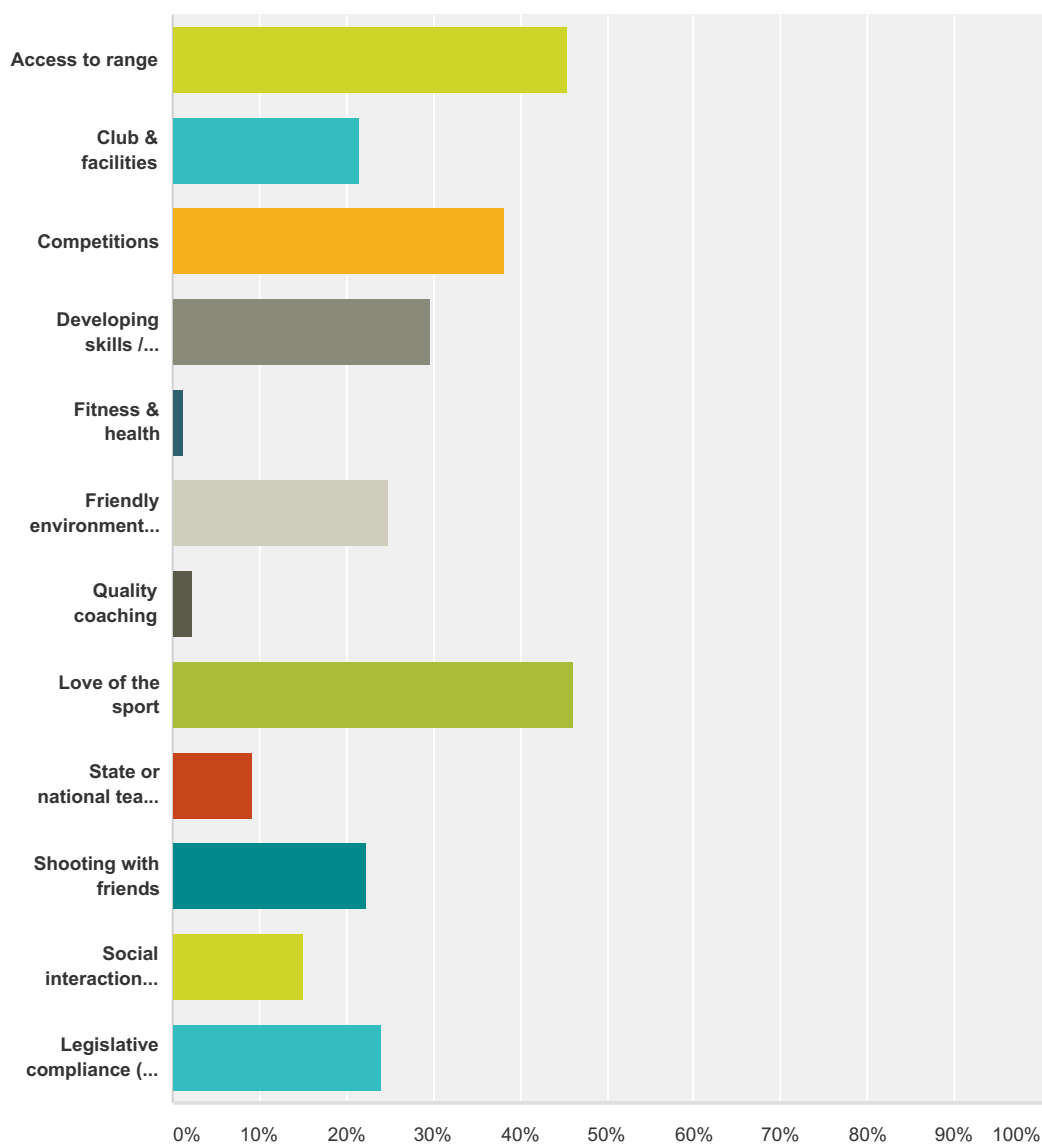
Answered: 2,305 Skipped: 247



Answer Choices	Responses	
Shotgun	29.80%	687
Shotgun - Sporting Clays	23.34%	538
Smallbore Rifle	46.59%	1,074
Fullbore Rifle	45.94%	1,059
Pistol	49.72%	1,146
Total Respondents: 2,305		

Q17 What are the main motivations for Club membership? (select up to 3)

Answered: 2,294 Skipped: 258

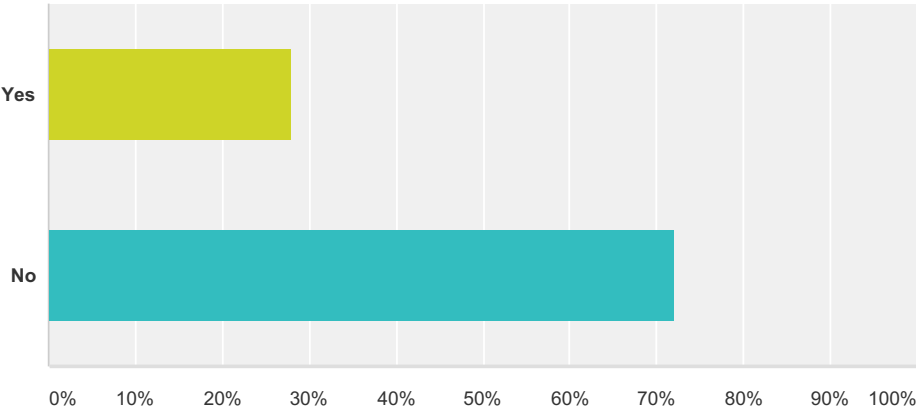


Answer Choices	Responses	
Access to range	45.51%	1,044
Club & facilities	21.53%	494
Competitions	38.14%	875
Developing skills / training	29.64%	680
Fitness & health	1.35%	31
Friendly environment with good community spirit	24.93%	572
Quality coaching	2.27%	52

Love of the sport	46.12%	1,058
State or national team selection	9.11%	209
Shooting with friends	22.36%	513
Social interaction with others	15.00%	344
Legislative compliance (gun ownership)	24.06%	552
Total Respondents: 2,294		

Q18 Do you register online for membership?

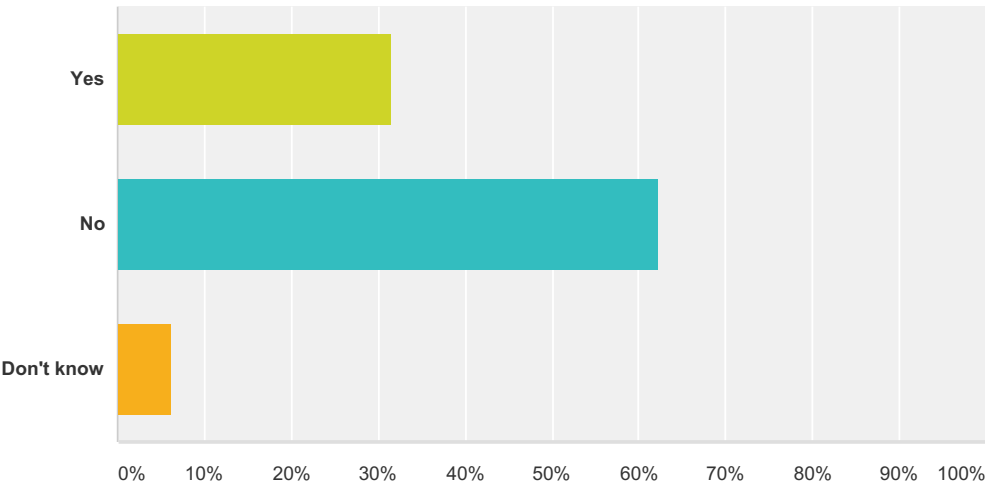
Answered: 2,305 Skipped: 247



Answer Choices	Responses	
Yes	27.90%	643
No	72.10%	1,662
Total		2,305

Q19 Do you think your membership fees are expensive?

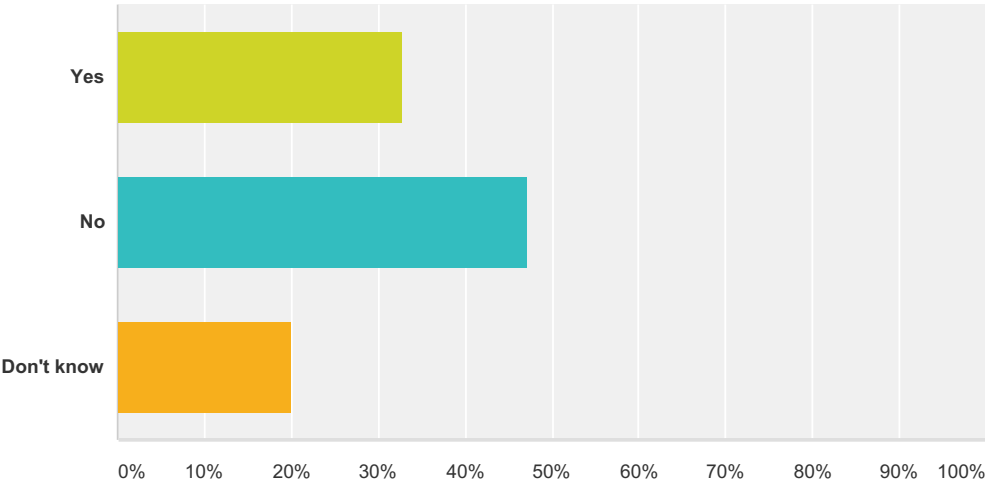
Answered: 2,305 Skipped: 247



Answer Choices	Responses	
Yes	31.50%	726
No	62.21%	1,434
Don't know	6.29%	145
Total		2,305

Q20 Are you aware of any formal participation or pathway programs at your Club?

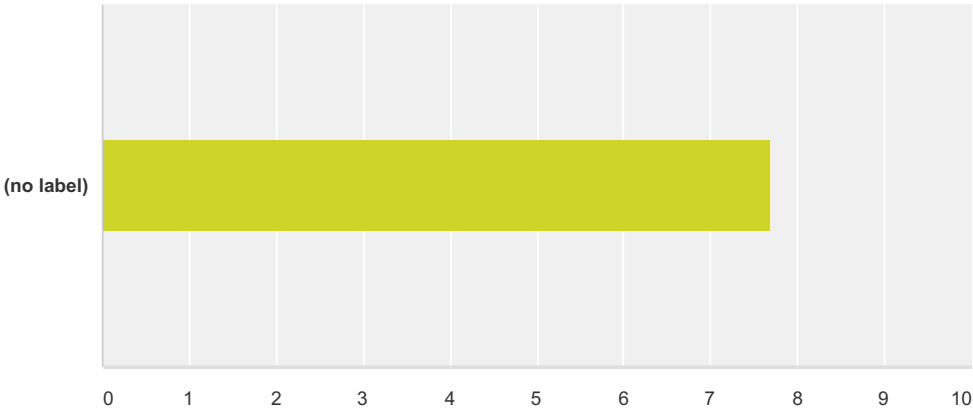
Answered: 2,300 Skipped: 252



Answer Choices	Responses	
Yes	32.70%	752
No	47.22%	1,086
Don't know	20.09%	462
Total		2,300

Q21 On a scale of 1-10 (with 1 being poor and 10 being excellent), how would you rate the quality of the principal shooting range of your Club?

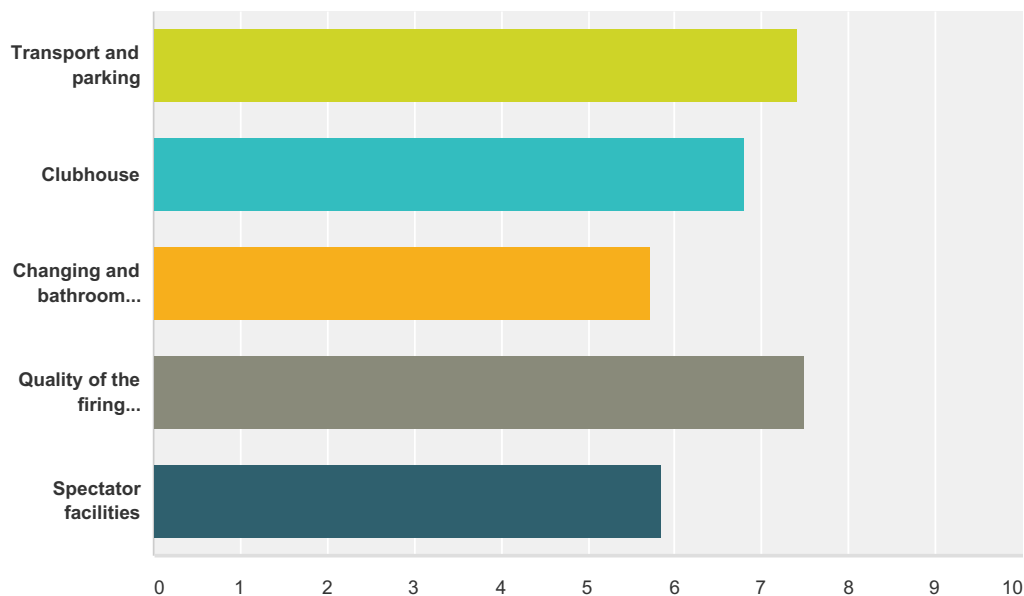
Answered: 2,231 Skipped: 321



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	0.99% 22	0.90% 20	1.30% 29	2.47% 55	8.02% 179	7.44% 166	16.81% 375	26.98% 602	17.71% 395	17.39% 388	2,231	7.68

Q22 On a scale of 1-10 (with 1 being poor and 10 being excellent), how would you rate the overall facilities of your own Club?

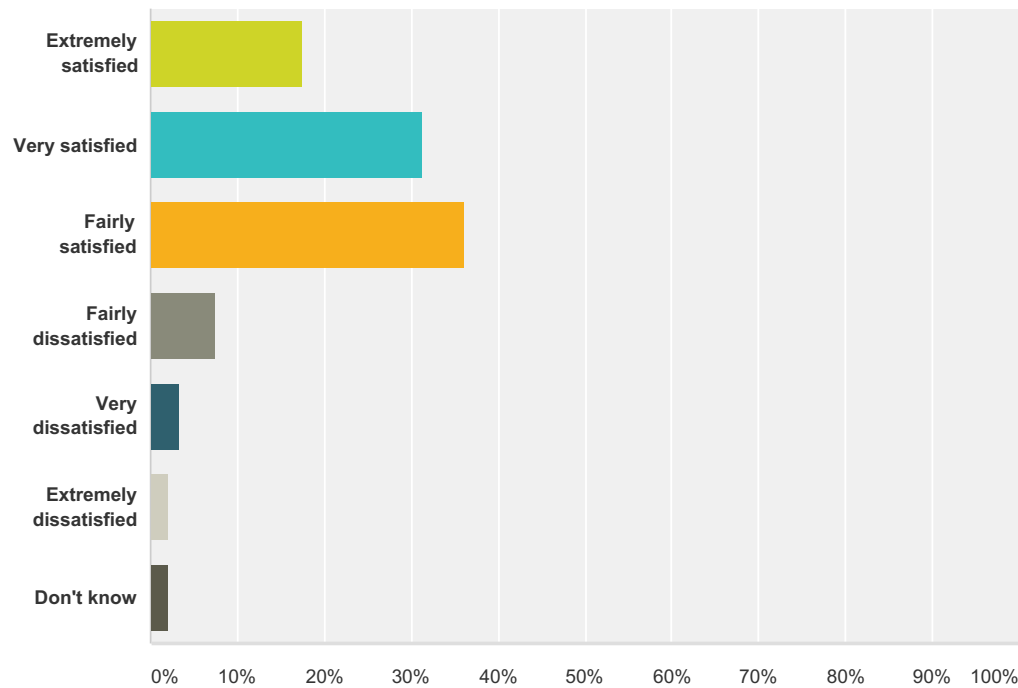
Answered: 2,231 Skipped: 321



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
Transport and parking	1.03% 23	1.21% 27	3.09% 69	3.86% 86	11.08% 247	7.85% 175	16.14% 360	22.96% 512	14.35% 320	18.43% 411	2,230	7.41
Clubhouse	4.34% 95	2.79% 61	4.89% 107	5.35% 117	12.12% 265	8.96% 196	14.77% 323	19.20% 420	13.44% 294	14.13% 309	2,187	6.80
Changing and bathroom facilities	8.78% 193	6.64% 146	7.73% 170	8.64% 190	14.47% 318	11.06% 243	12.88% 283	12.92% 284	7.60% 167	9.28% 204	2,198	5.73
Quality of the firing point/range and target area	0.86% 19	1.18% 26	2.94% 65	3.71% 82	7.97% 176	9.33% 206	15.35% 339	24.18% 534	18.07% 399	16.39% 362	2,208	7.50
Spectator facilities	7.33% 161	6.10% 134	7.79% 171	7.88% 173	16.17% 355	10.71% 235	12.35% 271	14.58% 320	8.88% 195	8.20% 180	2,195	5.85

Q23 How satisfied are you with your required access to shooting ranges?

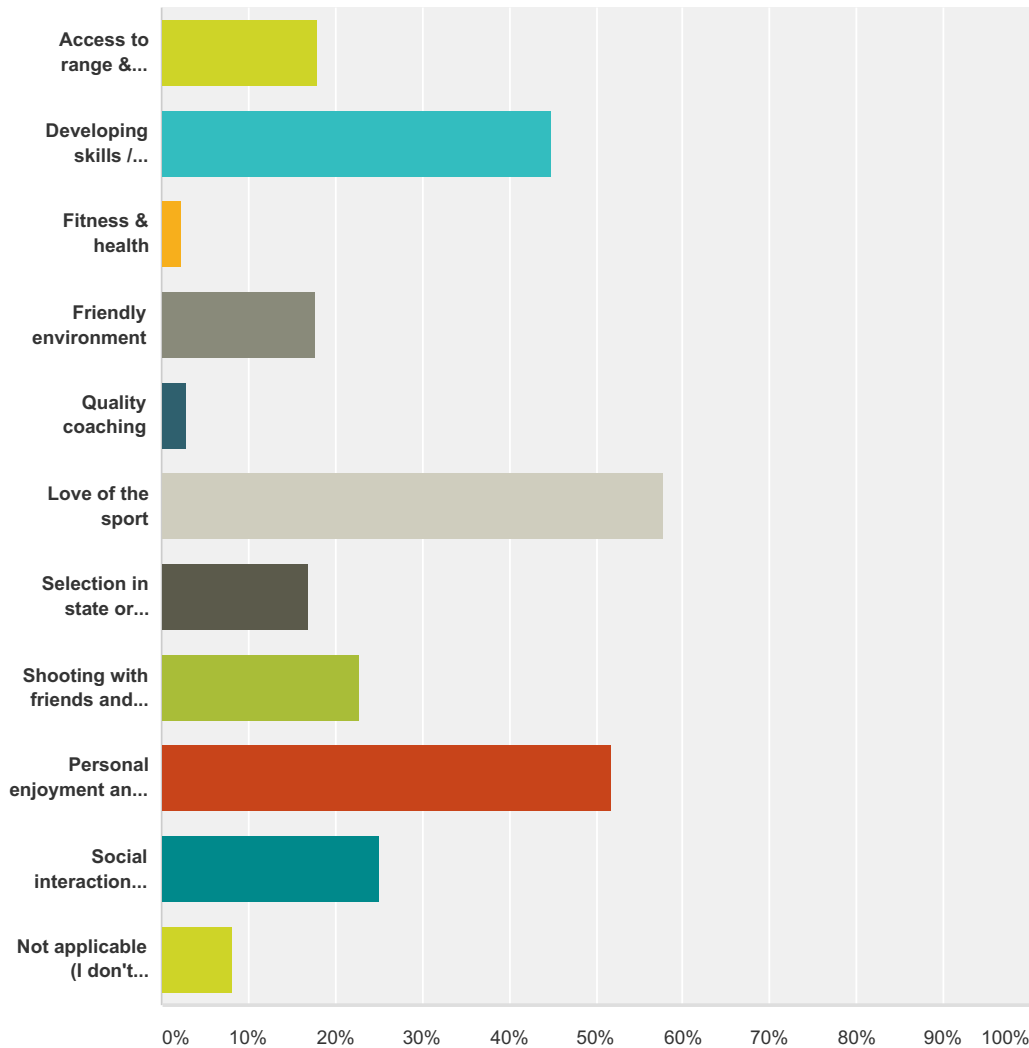
Answered: 2,231 Skipped: 321



Answer Choices	Responses	
Extremely satisfied	17.48%	390
Very satisfied	31.33%	699
Fairly satisfied	36.08%	805
Fairly dissatisfied	7.58%	169
Very dissatisfied	3.41%	76
Extremely dissatisfied	2.02%	45
Don't know	2.11%	47
Total		2,231

Q24 What is your main motivation for participating in Shooting competitions? (select up to 3)

Answered: 2,231 Skipped: 321

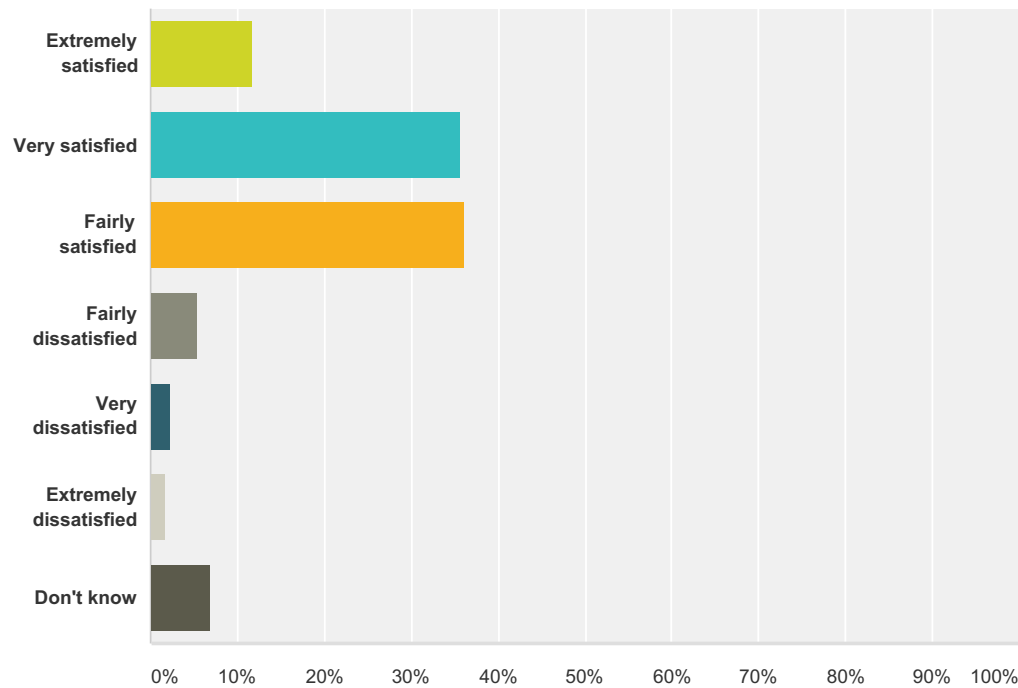


Answer Choices	Responses	
Access to range & facilities	17.88%	399
Developing skills / training	44.82%	1,000
Fitness & health	2.38%	53
Friendly environment	17.66%	394
Quality coaching	2.96%	66
Love of the sport	57.82%	1,290
Selection in state or national squads	16.81%	375
Shooting with friends and family	22.68%	506

Personal enjoyment and satisfaction	51.82%	1,156
Social interaction with others	25.01%	558
Not applicable (I don't participate in competitions)	8.16%	182
Total Respondents: 2,231		

Q25 How satisfied are you with the competition opportunities provided to you?

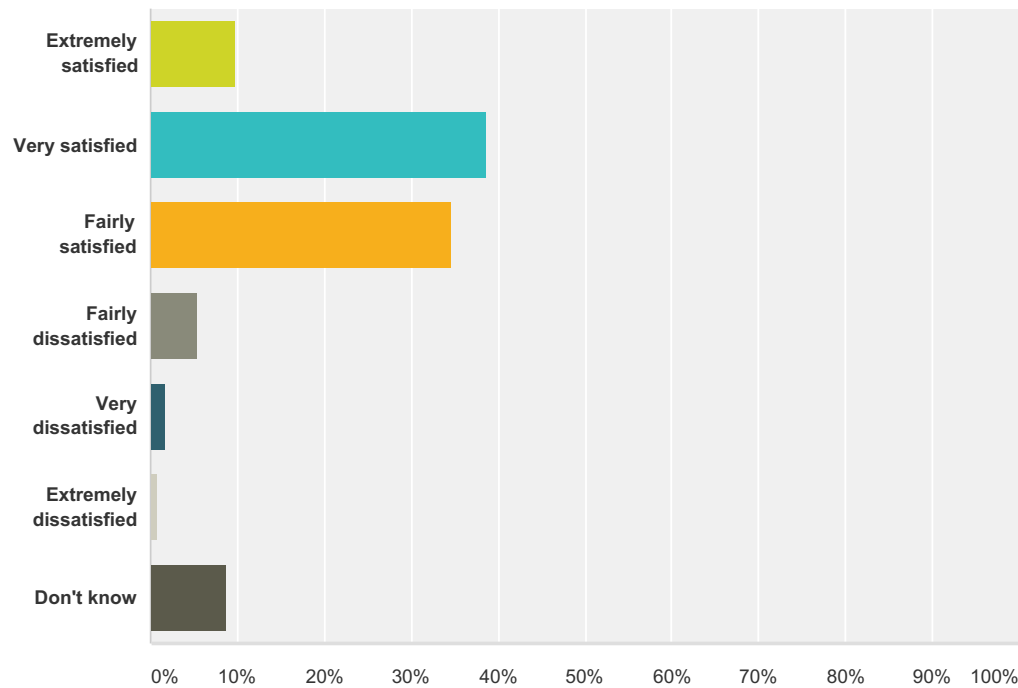
Answered: 2,231 Skipped: 321



Answer Choices	Responses	
Extremely satisfied	11.70%	261
Very satisfied	35.63%	795
Fairly satisfied	36.17%	807
Fairly dissatisfied	5.51%	123
Very dissatisfied	2.29%	51
Extremely dissatisfied	1.75%	39
Don't know	6.95%	155
Total		2,231

Q26 How satisfied are you with the overall standard and delivery of competitions?

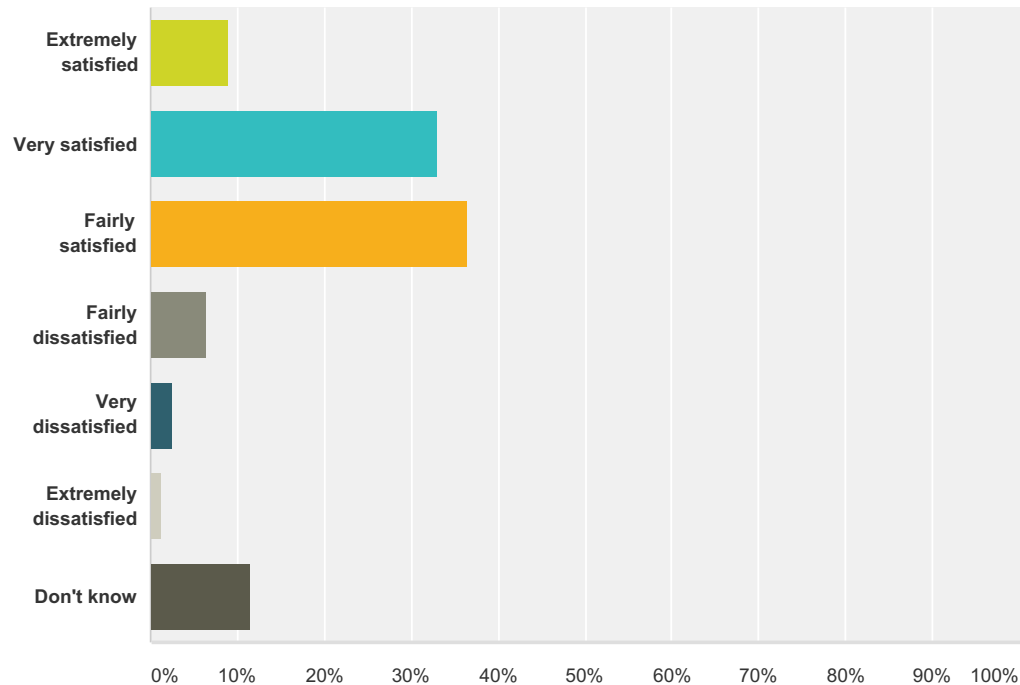
Answered: 2,231 Skipped: 321



Answer Choices	Responses	
Extremely satisfied	9.82%	219
Very satisfied	38.68%	863
Fairly satisfied	34.69%	774
Fairly dissatisfied	5.47%	122
Very dissatisfied	1.75%	39
Extremely dissatisfied	0.81%	18
Don't know	8.79%	196
Total		2,231

Q27 How satisfied are you with the overall level of Technical Officials provided throughout competitions?

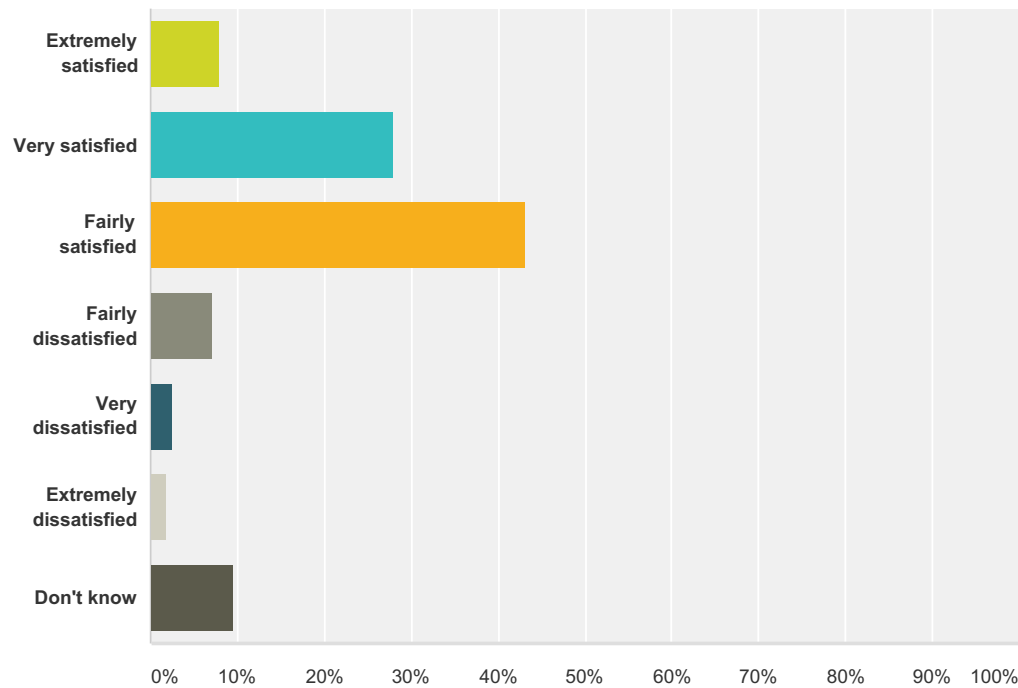
Answered: 2,231 Skipped: 321



Answer Choices	Responses	
Extremely satisfied	8.92%	199
Very satisfied	32.99%	736
Fairly satisfied	36.49%	814
Fairly dissatisfied	6.54%	146
Very dissatisfied	2.42%	54
Extremely dissatisfied	1.17%	26
Don't know	11.47%	256
Total		2,231

Q28 How satisfied are you with the cost of participating in competitions?

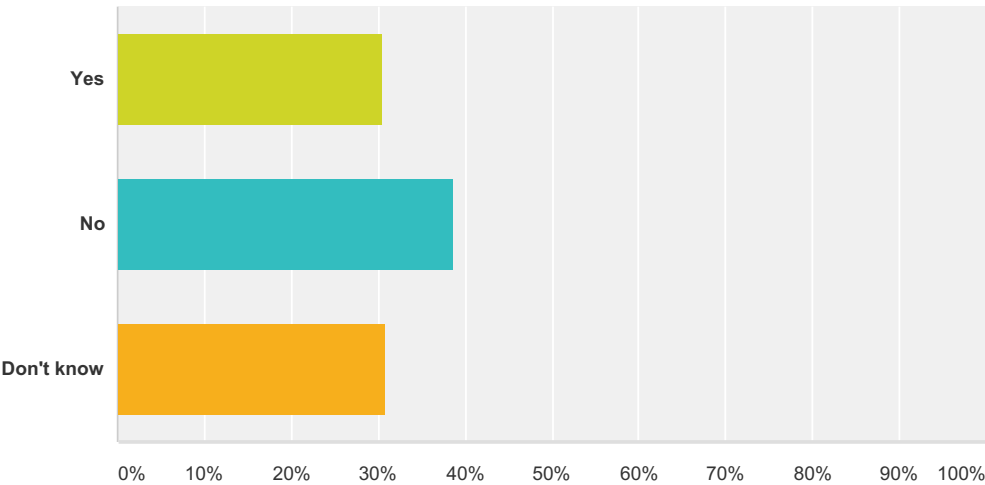
Answered: 2,231 Skipped: 321



Answer Choices	Responses	
Extremely satisfied	7.84%	175
Very satisfied	27.88%	622
Fairly satisfied	43.12%	962
Fairly dissatisfied	7.17%	160
Very dissatisfied	2.47%	55
Extremely dissatisfied	1.84%	41
Don't know	9.68%	216
Total	2,231	

Q29 Does your Club have enough accredited coaches?

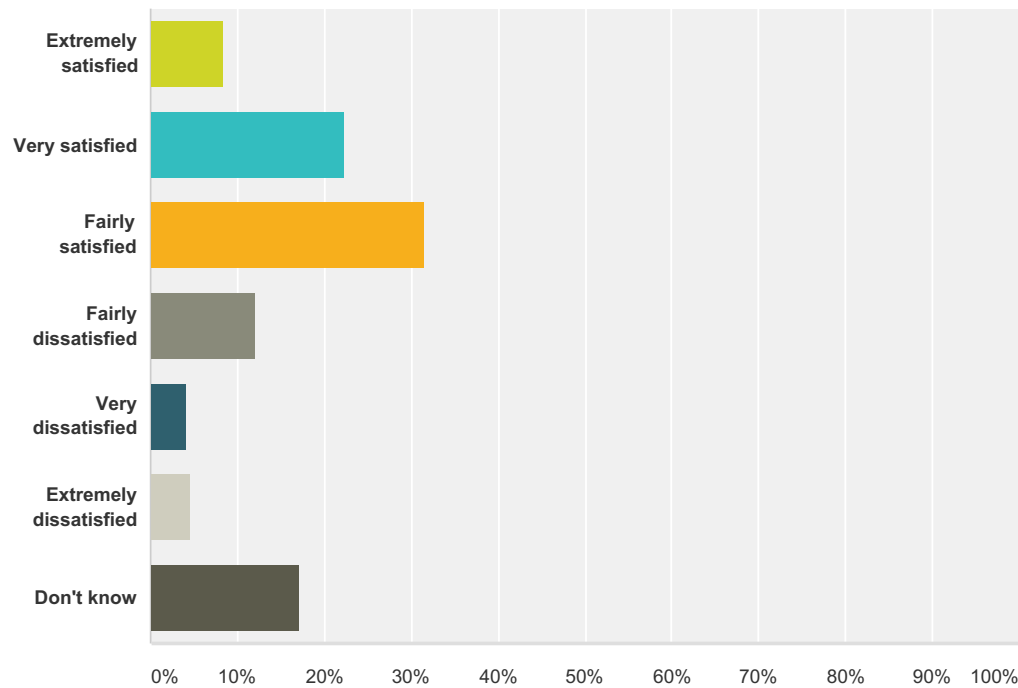
Answered: 2,207 Skipped: 345



Answer Choices	Responses	
Yes	30.45%	672
No	38.65%	853
Don't know	30.90%	682
Total		2,207

Q30 How satisfied are you with the level of coaching provided?

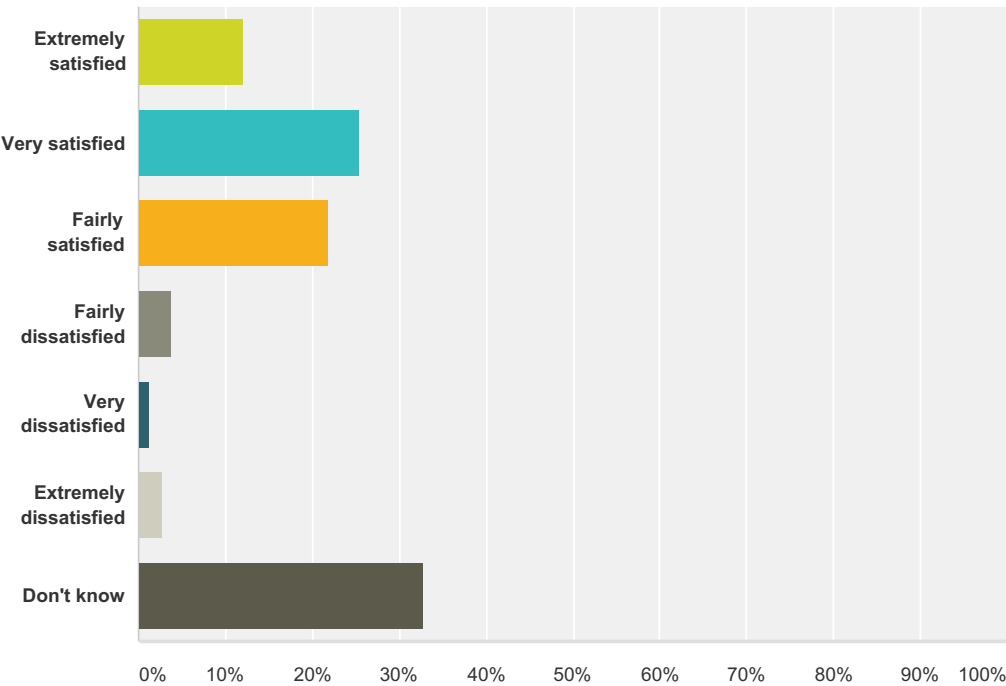
Answered: 2,207 Skipped: 345



Answer Choices	Responses	
Extremely satisfied	8.25%	182
Very satisfied	22.34%	493
Fairly satisfied	31.49%	695
Fairly dissatisfied	12.19%	269
Very dissatisfied	4.08%	90
Extremely dissatisfied	4.53%	100
Don't know	17.13%	378
Total		2,207

Q31 How satisfied are you with the standard and ability of your own coach?

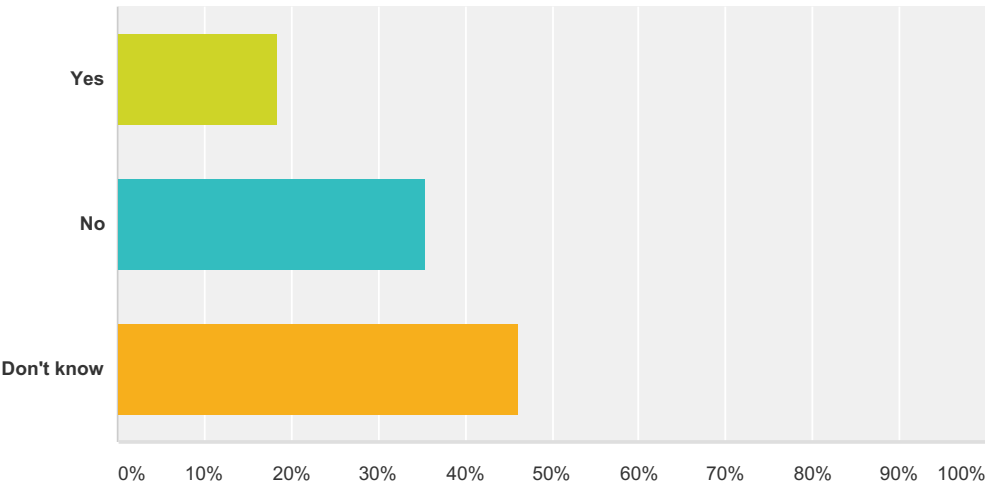
Answered: 2,207 Skipped: 345



Answer Choices	Responses	
Extremely satisfied	12.01%	265
Very satisfied	25.56%	564
Fairly satisfied	21.93%	484
Fairly dissatisfied	3.81%	84
Very dissatisfied	1.27%	28
Extremely dissatisfied	2.63%	58
Don't know	32.80%	724
Total	2,207	

Q32 Are there sufficient coaching courses available to you in your State?

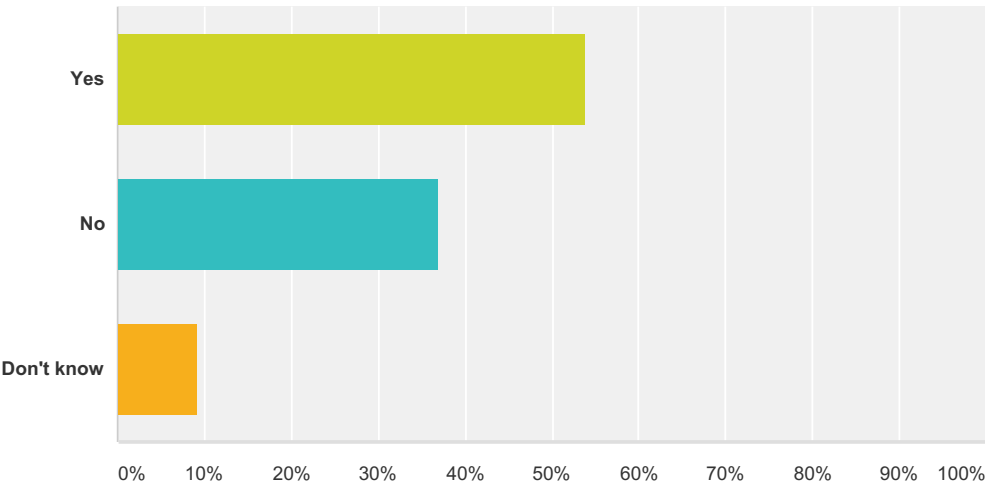
Answered: 2,207 Skipped: 345



Answer Choices	Responses	
Yes	18.40%	406
No	35.52%	784
Don't know	46.08%	1,017
Total		2,207

Q33 Are you interested in receiving information on coaching courses?

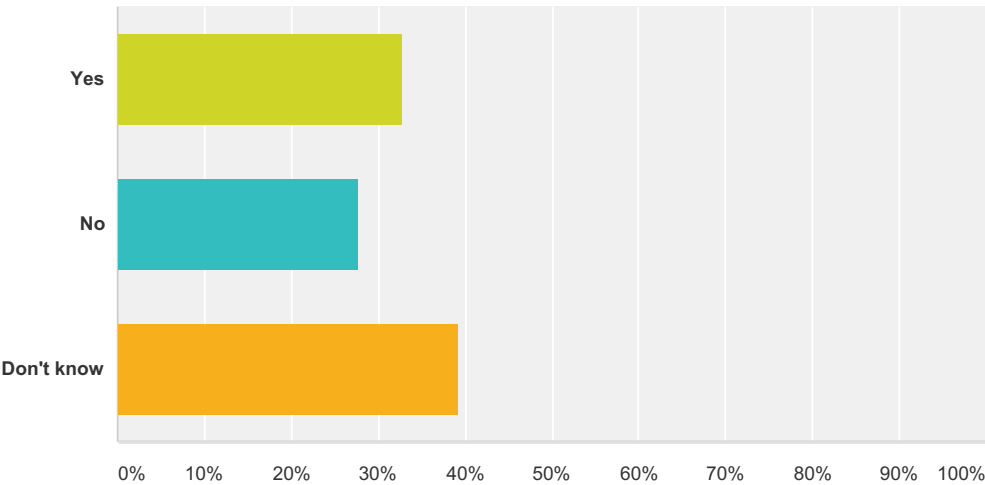
Answered: 2,207 Skipped: 345



Answer Choices	Responses	
Yes	53.78%	1,187
No	37.02%	817
Don't know	9.20%	203
Total		2,207

Q34 Does your Club have enough accredited Technical Officials?

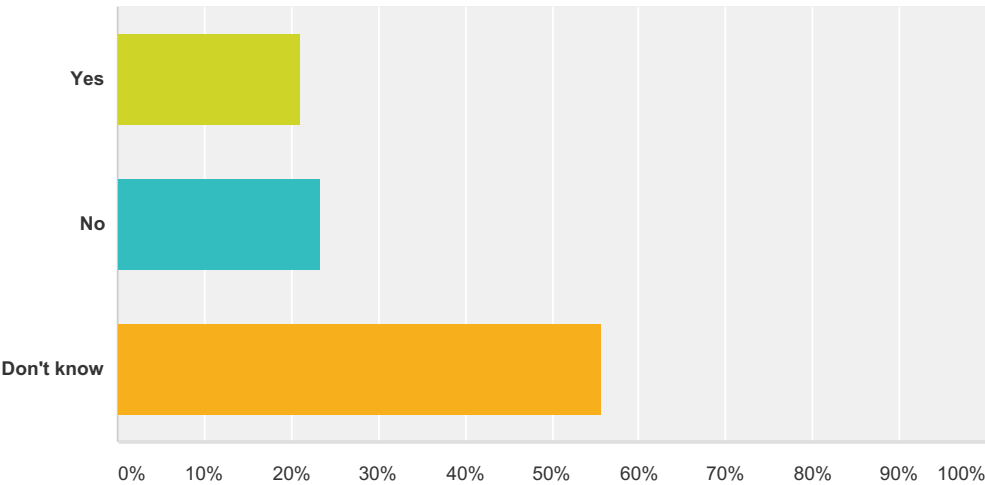
Answered: 2,195 Skipped: 357



Answer Choices	Responses	
Yes	32.85%	721
No	27.84%	611
Don't know	39.32%	863
Total		2,195

Q35 Are there sufficient officiating courses available to you in your State?

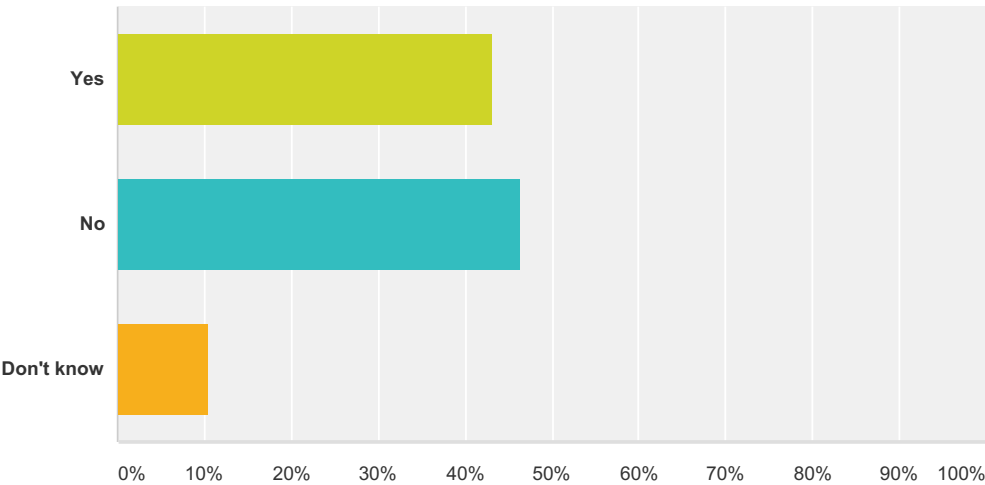
Answered: 2,207 Skipped: 345



Answer Choices	Responses	
Yes	21.07%	465
No	23.29%	514
Don't know	55.64%	1,228
Total		2,207

Q36 Are you interested in receiving information on officiating courses?

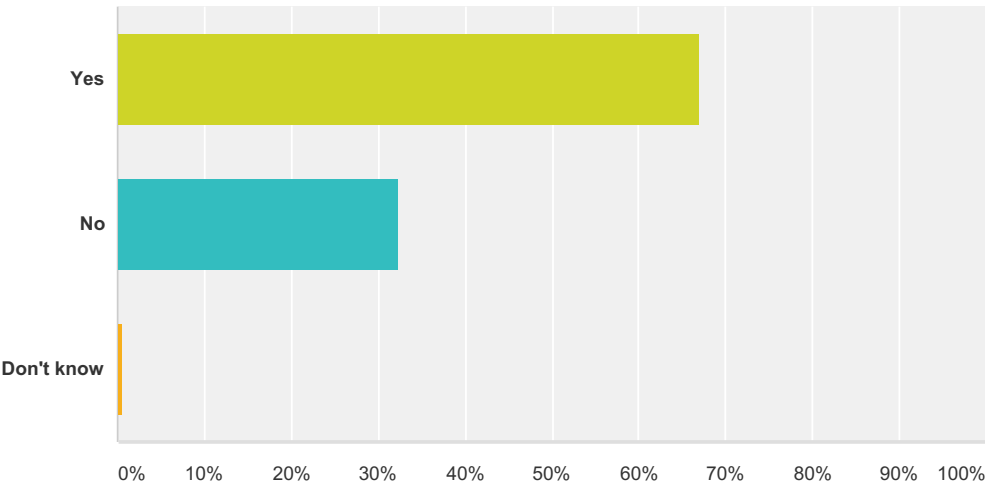
Answered: 2,207 Skipped: 345



Answer Choices	Responses	
Yes	43.23%	954
No	46.26%	1,021
Don't know	10.51%	232
Total		2,207

Q37 Do you use social media, such as Facebook, Twitter or Instagram?

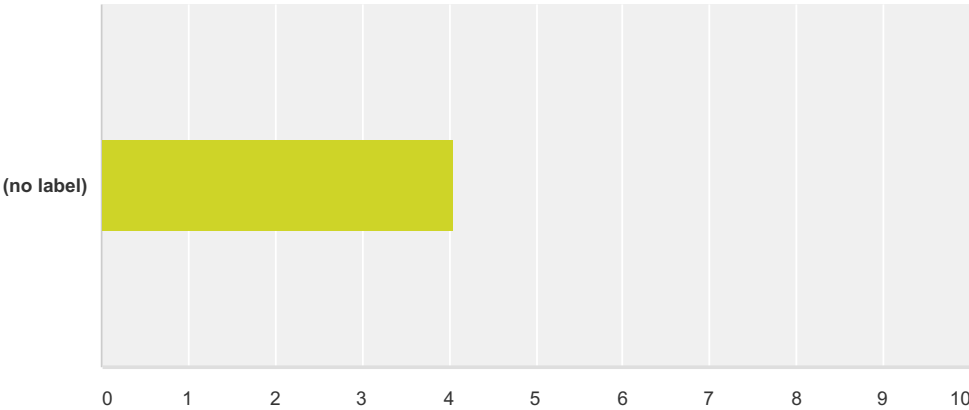
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
Yes	66.97%	1,452
No	32.33%	701
Don't know	0.69%	15
Total		2,168

Q38 On a scale of 1-10 (with 1 being very little and 10 being significant), how much promotion and marketing does your Club do?

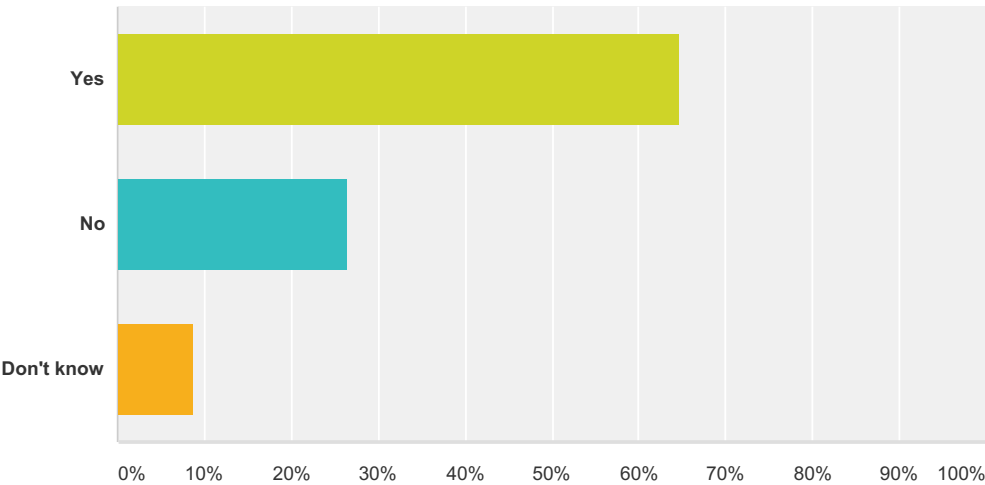
Answered: 2,168 Skipped: 384



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	17.62% 382	14.85% 322	14.85% 322	8.72% 189	17.20% 373	8.16% 177	9.32% 202	5.58% 121	2.17% 47	1.52% 33	2,168	4.06

Q39 Does your Club have its own website?

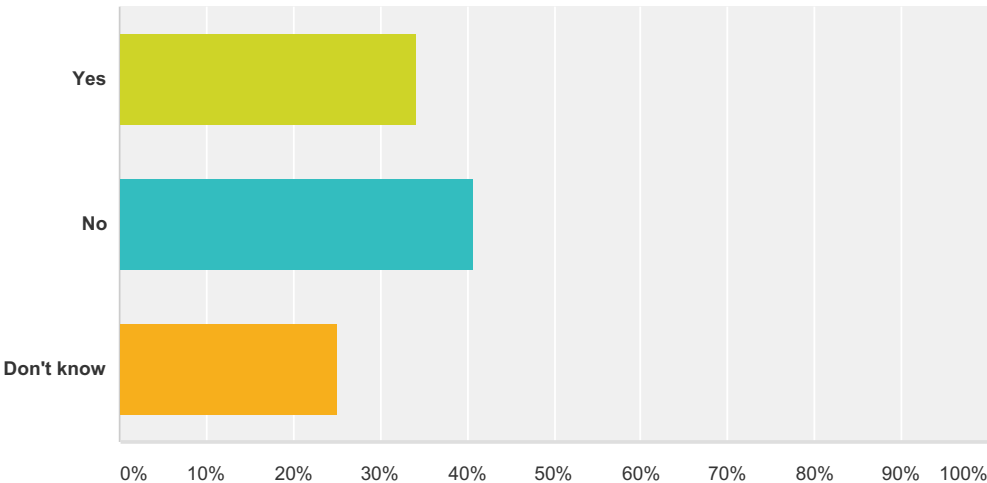
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
Yes	64.67%	1,402
No	26.48%	574
Don't know	8.86%	192
Total		2,168

Q40 Does your Club have a Facebook page?

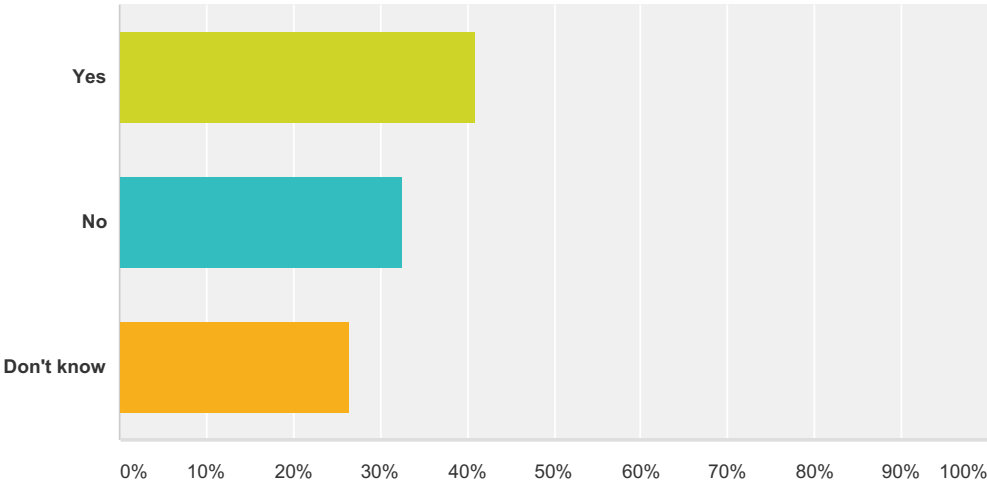
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
Yes	34.32%	744
No	40.73%	883
Don't know	24.95%	541
Total		2,168

Q41 Does your Club actively target new participants outside of the membership to join the Club?

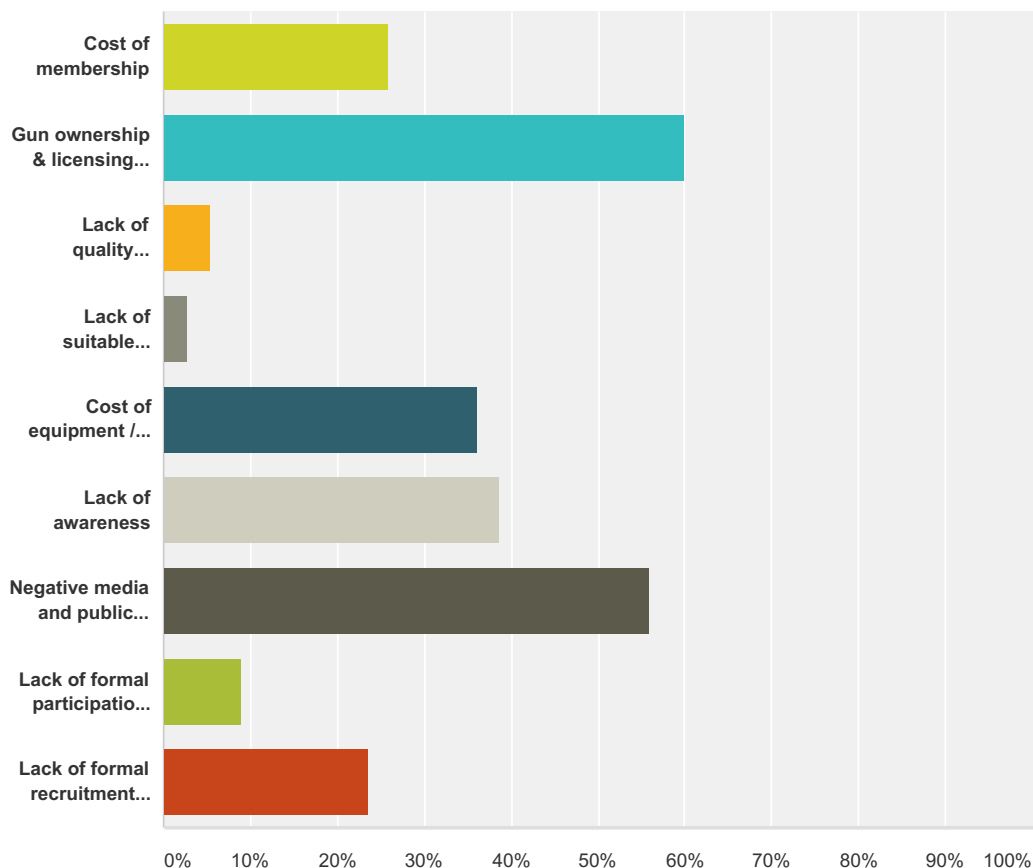
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
Yes	40.91%	887
No	32.61%	707
Don't know	26.48%	574
Total		2,168

Q42 Do you think your Club's ability to attract new shooters is affected by any of the following? (select up to 3)

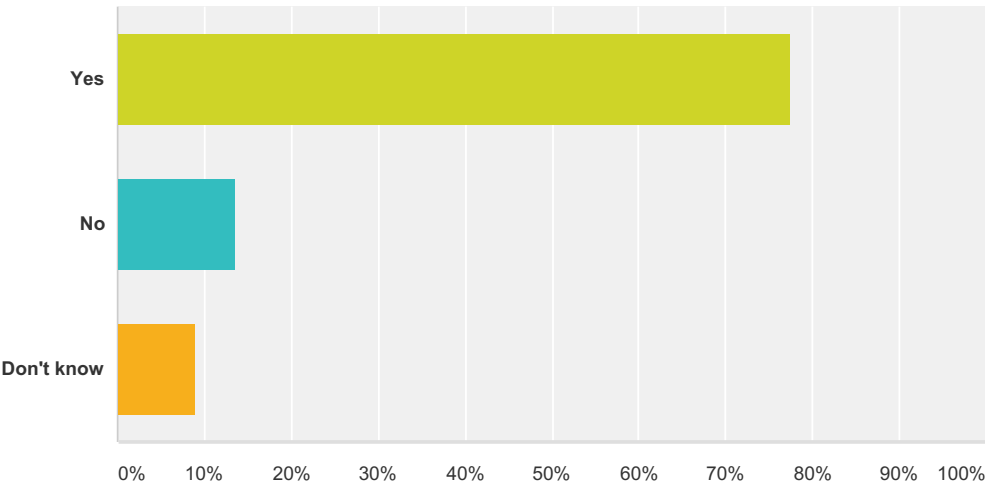
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
Cost of membership	25.97%	563
Gun ownership & licensing laws	59.82%	1,297
Lack of quality coaching	5.40%	117
Lack of suitable competitions	2.63%	57
Cost of equipment / ammunition	36.12%	783
Lack of awareness	38.70%	839
Negative media and public perception of firearms	56.00%	1,214
Lack of formal participation and pathways program	8.95%	194
Lack of formal recruitment initiative or program	23.66%	513
Total Respondents: 2,168		

Q43 Does your Club have an email address for you?

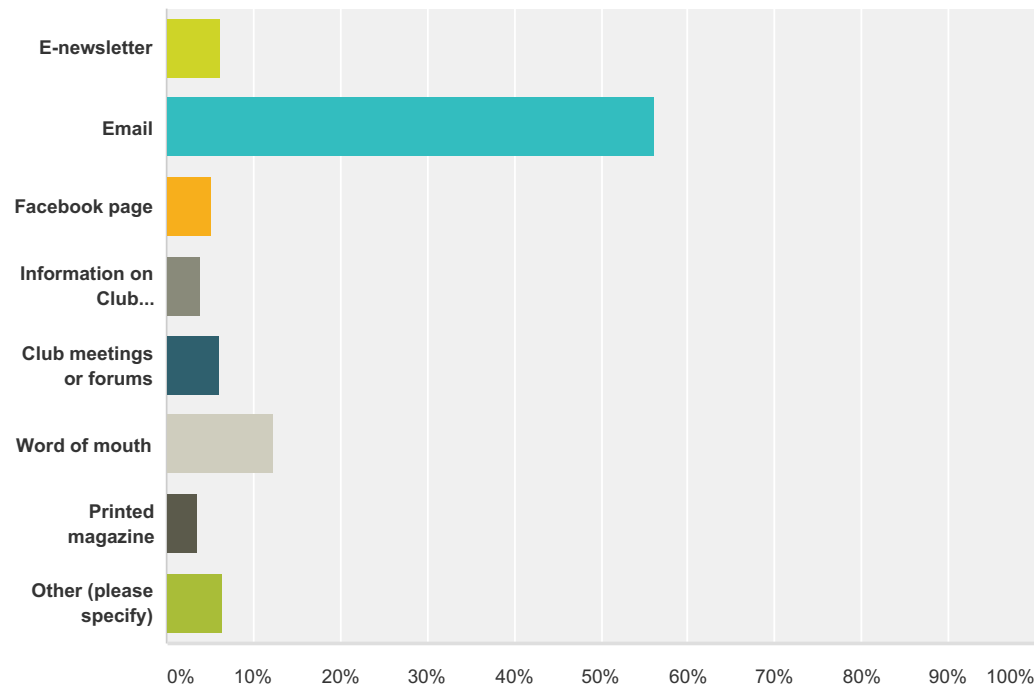
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
Yes	77.44%	1,679
No	13.51%	293
Don't know	9.04%	196
Total		2,168

Q44 What is the main way your Club communicates wth you? (select only one)

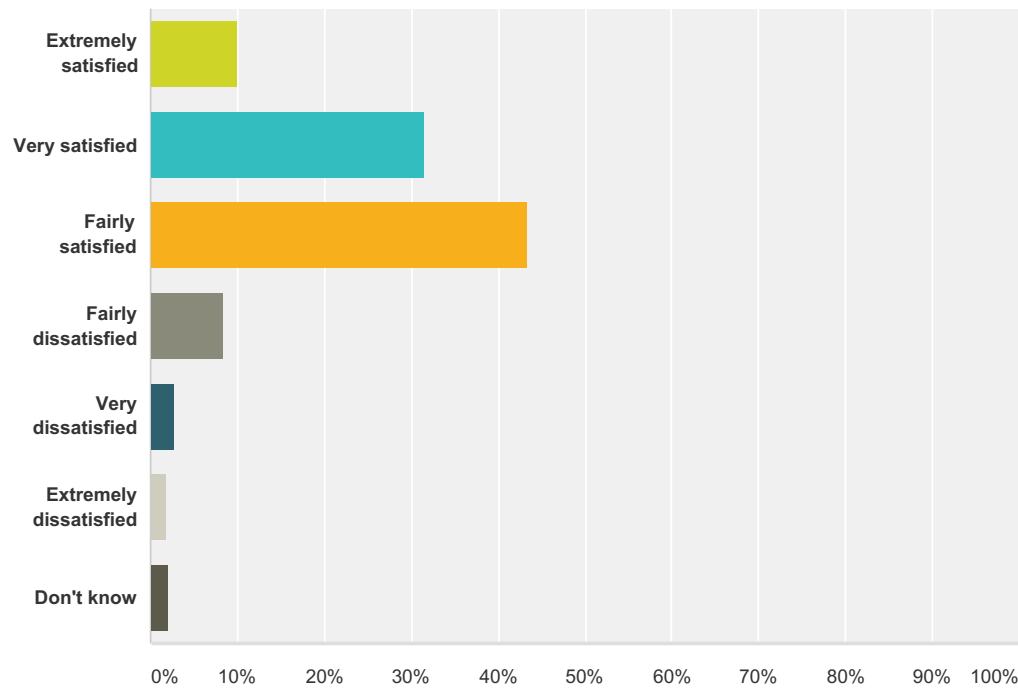
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
E-newsletter	6.27%	136
Email	56.09%	1,216
Facebook page	5.26%	114
Information on Club noticeboard	4.01%	87
Club meetings or forums	6.04%	131
Word of mouth	12.36%	268
Printed magazine	3.46%	75
Other (please specify)	6.50%	141
Total		2,168

Q45 How satisfied are you with the amount of information provided to you?

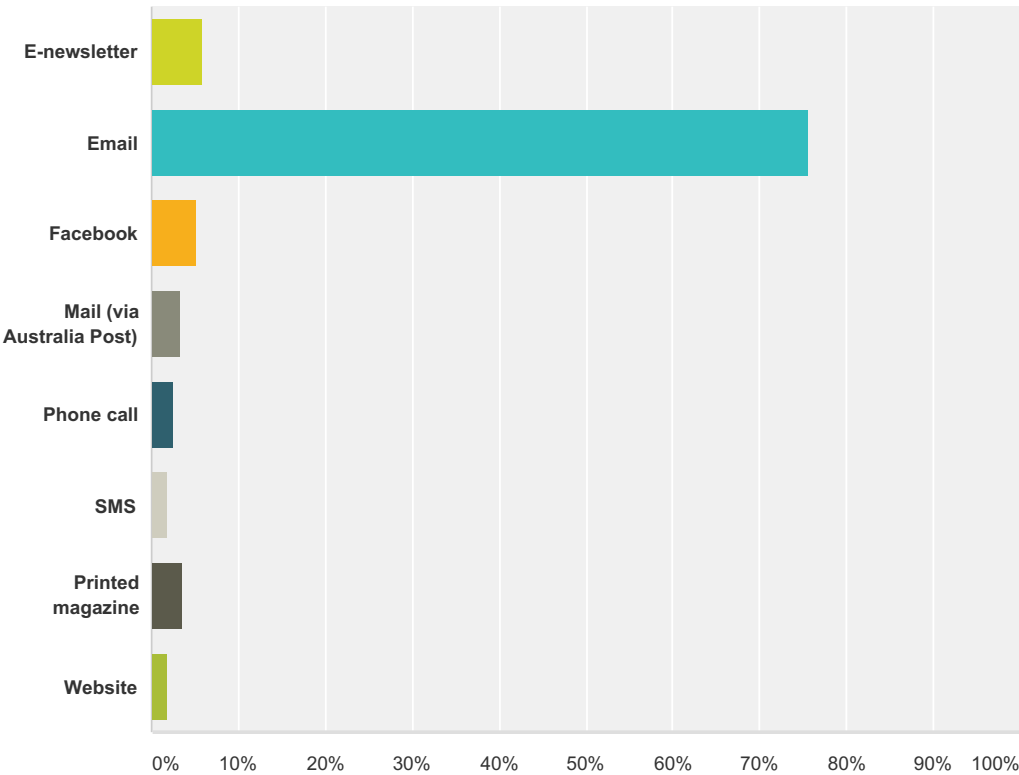
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
Extremely satisfied	10.06%	218
Very satisfied	31.46%	682
Fairly satisfied	43.40%	941
Fairly dissatisfied	8.39%	182
Very dissatisfied	2.72%	59
Extremely dissatisfied	1.80%	39
Don't know	2.17%	47
Total		2,168

Q46 What is your preferred method of receiving information?

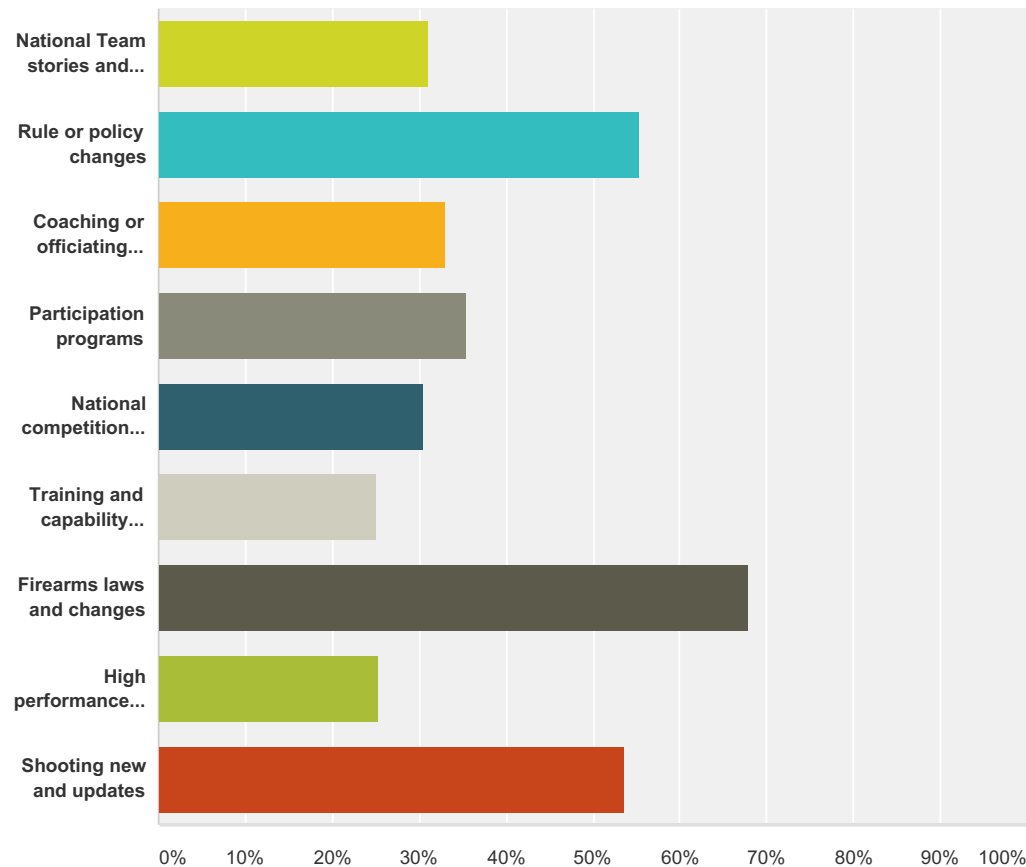
Answered: 2,168 Skipped: 384



Answer Choices	Responses
E-newsletter	5.90%128
Email	75.60%1,639
Facebook	5.30%115
Mail (via Australia Post)	3.27%71
Phone call	2.54%55
SMS	1.80%39
Printed magazine	3.64%79
Website	1.94%42
Total	2,168

Q47 What information would you like to receive in relation to Shooting as a sport?

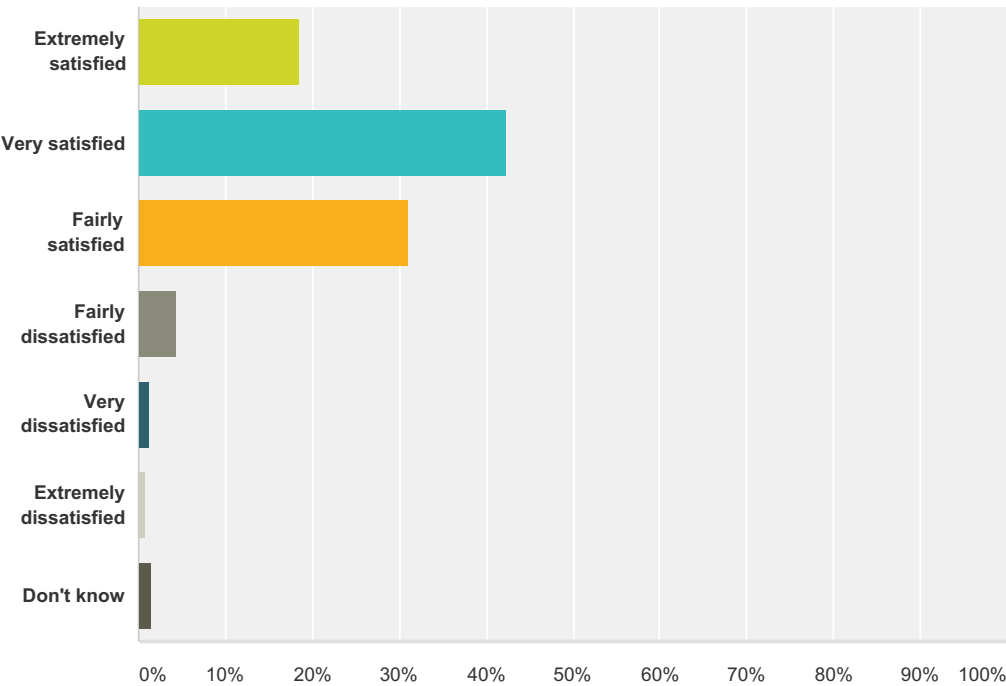
Answered: 2,168 Skipped: 384



Answer Choices	Responses	
National Team stories and results	31.18%	676
Rule or policy changes	55.30%	1,199
Coaching or officiating courses	32.89%	713
Participation programs	35.42%	768
National competition information	30.58%	663
Training and capability building for volunteers	25.14%	545
Firearms laws and changes	67.80%	1,470
High performance programs	25.32%	549
Shooting new and updates	53.60%	1,162
Total Respondents: 2,168		

Q48 How satisfied are you with your overall experience at your Club?

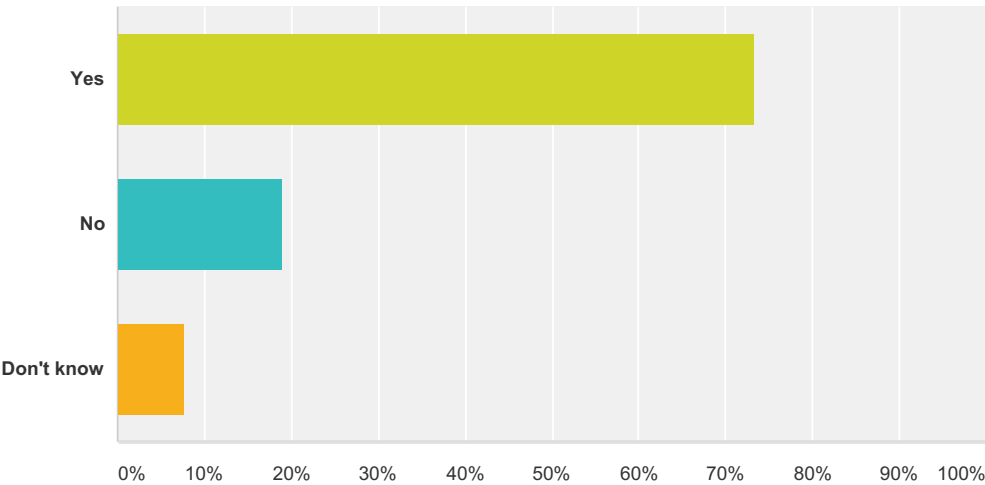
Answered: 2,122 Skipped: 430



Answer Choices	Responses	
Extremely satisfied	18.52%	393
Very satisfied	42.46%	901
Fairly satisfied	31.15%	661
Fairly dissatisfied	4.29%	91
Very dissatisfied	1.32%	28
Extremely dissatisfied	0.75%	16
Don't know	1.51%	32
Total		2,122

Q49 Do you think you receive good value for money for your membership fee?

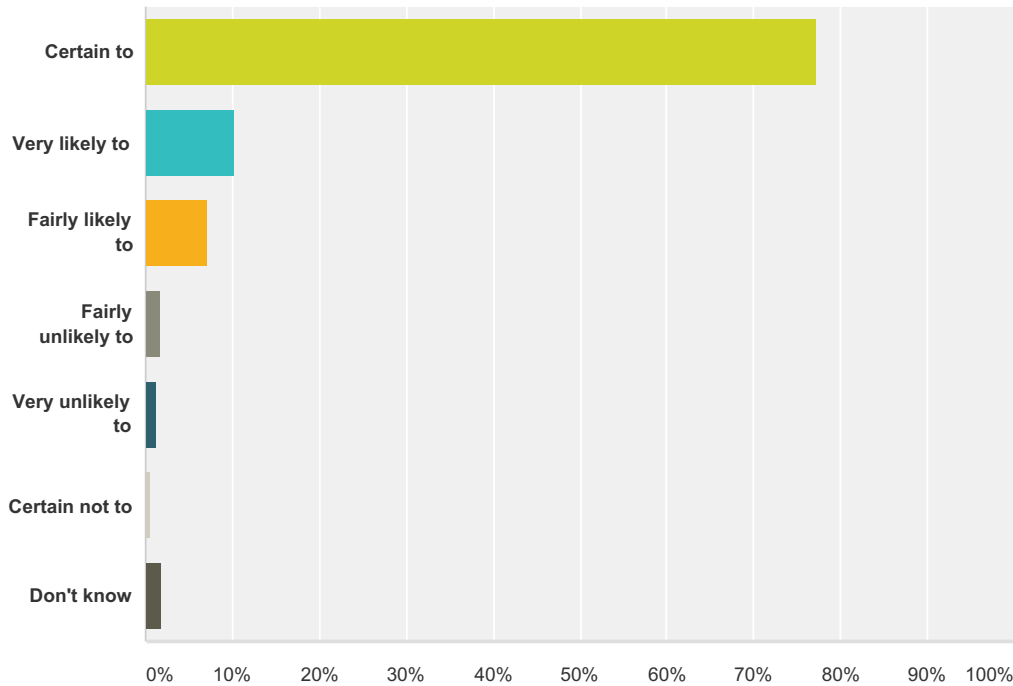
Answered: 2,122 Skipped: 430



Answer Choices	Responses	
Yes	73.28%	1,555
No	18.99%	403
Don't know	7.73%	164
Total		2,122

Q50 How likely are you to register with a Club next year?

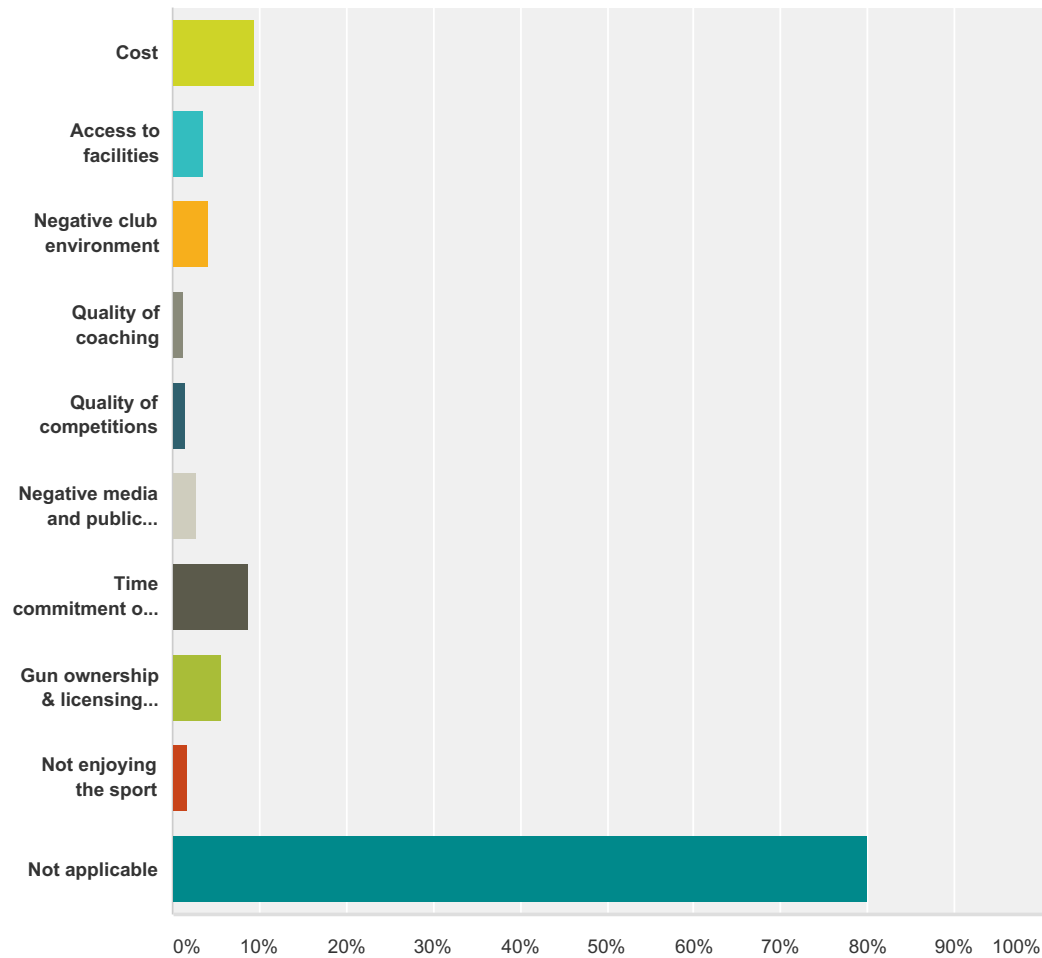
Answered: 2,122 Skipped: 430



Answer Choices	Responses	
Certain to	77.24%	1,639
Very likely to	10.18%	216
Fairly likely to	7.07%	150
Fairly unlikely to	1.74%	37
Very unlikely to	1.23%	26
Certain not to	0.57%	12
Don't know	1.98%	42
Total		2,122

Q51 If your membership has lapsed, or you are unlikely to register next year, what are your main reasons? (select up to 3)

Answered: 2,122 Skipped: 430

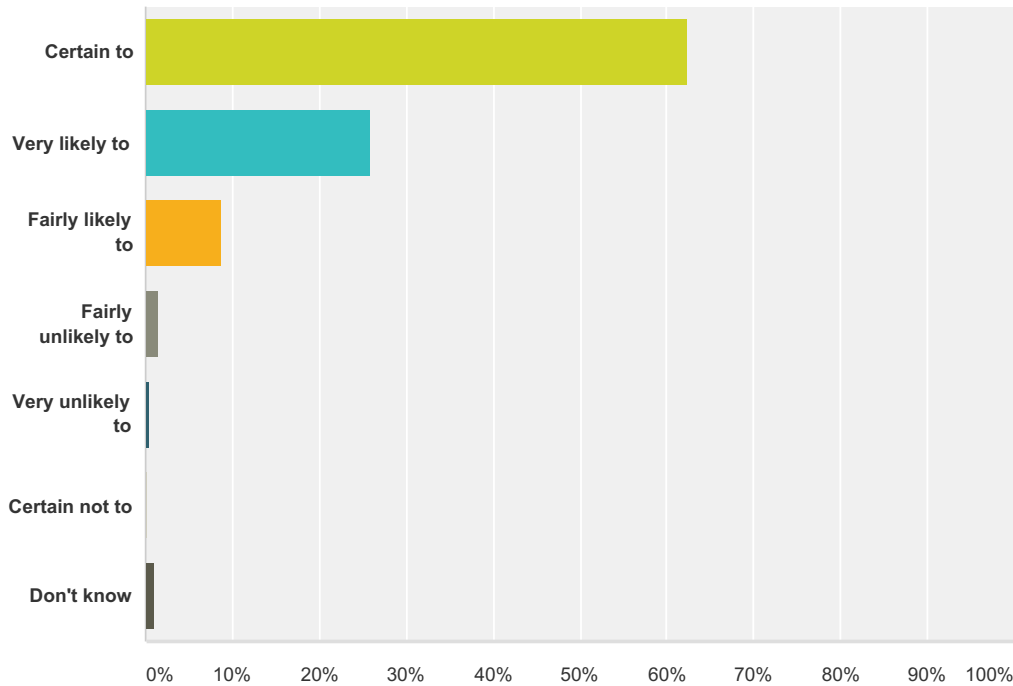


Answer Choices	Responses	
Cost	9.33%	198
Access to facilities	3.49%	74
Negative club environment	4.24%	90
Quality of coaching	1.27%	27
Quality of competitions	1.51%	32
Negative media and public perceptions of firearms	2.64%	56
Time commitment or personal reasons	8.72%	185
Gun ownership & licensing laws	5.56%	118
Not enjoying the sport	1.65%	35
Not applicable	79.97%	1,697

Total Respondents: 2,122

Q52 How likely are you to recommend Shooting as a sport to a friend?

Answered: 2,122 Skipped: 430



Answer Choices	Responses	
Certain to	62.35%	1,323
Very likely to	25.97%	551
Fairly likely to	8.72%	185
Fairly unlikely to	1.46%	31
Very unlikely to	0.38%	8
Certain not to	0.19%	4
Don't know	0.94%	20
Total		2,122

Q53 If you want to be eligible to win a signed shirt from the Rio Olympics 2016, please provide your email address below so that we can contact you.

Answered: 1,257 Skipped: 1,295