

# CLAYS TO CONSERVATION

## OVERVIEW

75

Percent  
Conversion for  
ATHLETES

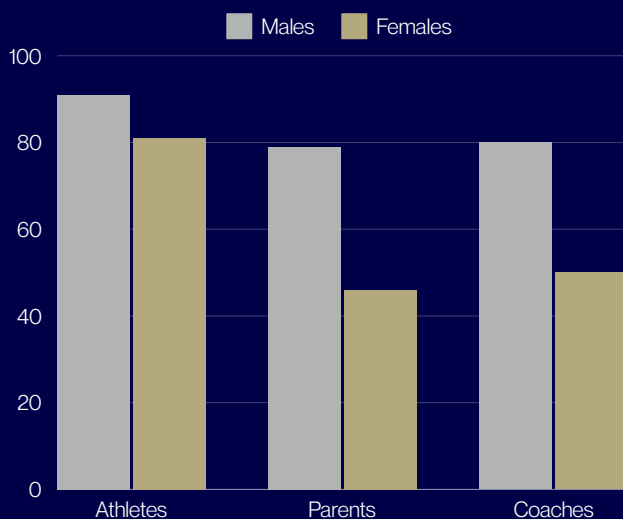
22

Percent  
Conversion for  
PARENTS

## Clay target shooting encourages hunting among non-hunters

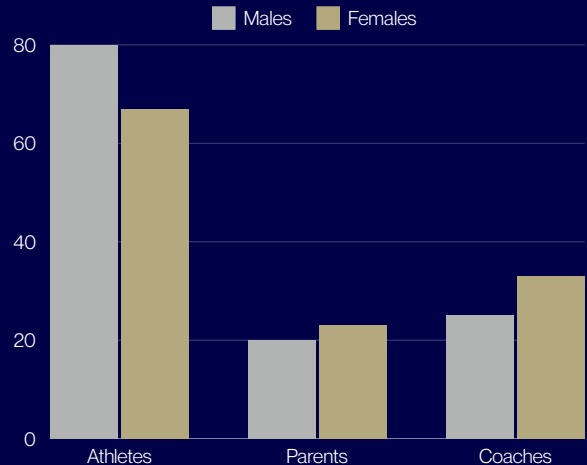
During the 2024 SCTP Clay Target Championships we surveyed over 250 athletes, parents, and coaches about their past, present, and future hunting experience. Over 80% of athletes (male and female), male coaches, and male parents stated they had previous hunting experience. Nearly 50% of female parents and coaches had previous hunting experience. Those that have the equipment and skill to hunt, have few barriers to participate in the clay target sports.

## Hunting among SCTP groups



Percent who stated they currently hunt

## Conversion rate from non-hunter to hunter



Percent who stated they didn't hunt before  
clay targets but will hunt in the future

To understand better how the clay target sports may covert non-hunters to hunters we asked participants who stated they did not hunt before participating in SCTP about their current and future plan to participate in hunting. Of previous non-hunting athletes over 70% stated they now hunt or will hunt in the future. For parents who did not hunt previously, over 20% stated they now hunt or will hunt in the future. Interestingly, female parents and coaches had higher conversion rates than males.

## CONCLUSIONS

## Clay target sports help convert non-hunters to hunters.

Already possessing the right equipment, skills, and comfort for the shooting sports, the conversion rate for both male and female athletes who did not hunt prior to participating in a clay target sport to future hunting is very high.

More importantly, athletes participating in the clay target sports appear to also increase the likelihood of parents and coaches participating in hunting. This reinforces the notion that parents today are often influenced by their children's participation in teams and sports.

# 3 RIVERS

Shooting ★ Sports ★ Academy

# FACILITIES MATTER

## Clean and convenient restroom facilities improve the shooting sports for Coaches, Parents, and Athletes.

During the 2024 SCTP Clay Target Championships we piloted how improved restroom facilities affect athletes, parents, and coaches. We provided two restroom trailers (complete with power, water, and air conditioning) to supplement the standard port-a-let chemical toilets available on the far bank of skeet fields. We then surveyed over 250 athletes, parents, and coaches throughout the week to get their feedback.

The main findings of the pilot and its survey are striking, but not surprising.

- **More than 80% of all categories of participants rated having the better restrooms as a “major improvement” or “life changing improvement”**
- **Females (athletes, coaches, and family members) rate the importance of having better facilities available higher than males.**
- **The trailers provided more than just clean restroom to participants.**

## Clean and convenient restroom facilities have multiple purposes.

Through our pilot and survey we also learned the importance of facilities to athletes, parents, and coaches. Athletes, especially female athletes, used the facilities to adjust their clothing, fix their hair, apply sunscreen, and wash their hands before taking the field. Parents and coaches — many of whom spent hours on the fields — were willing to stick around longer to support their athletes.

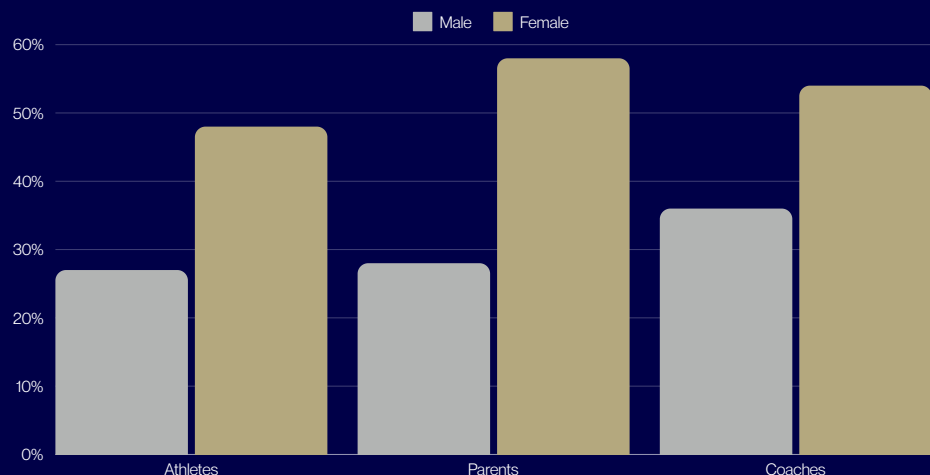
### CONCLUSIONS

## Facilities can act as a barrier to the shooting sports for the people that matter the most.

The youth shooting sports competes for youth time and parent support against the growing number of youth activities offered by schools and communities. The facilities offered by these activities matter — especially when they are considered basic amenities. Clean, convenient, and comfortable restrooms can be a powerful amenity that attracts and keeps athletes and the parents and coaches that support them in the shooting sports.



## Percent of Athletes, Parents, and Coaches that Rated Improved Restrooms as a “Life Changing Improvement”



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# BARRIERS TO THE CLAY TARGET SPORTS

