

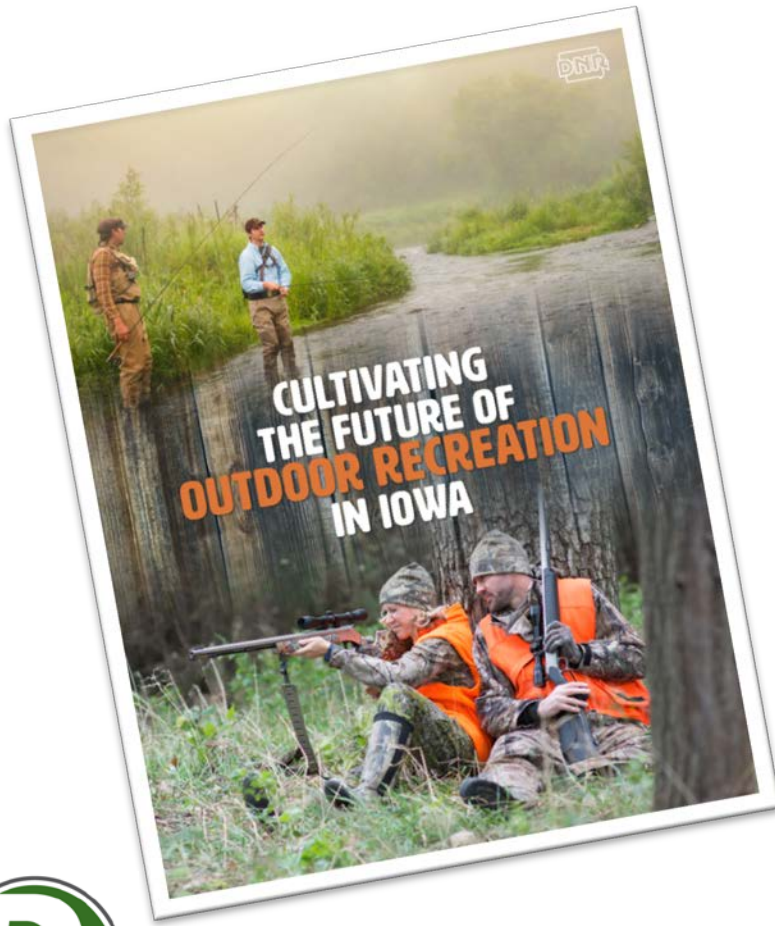
Iowa R3 Summit

November 7-8, 2017

Samantha Pedder
CAHSS



Cultivating & Sustaining Our Community



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Where, or rather, who are we?



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The Orange Man Group 14 million

- 89% male / 11% female
- 33.7 Billion in spending
- 94% Caucasian
- >50% “middle-aged”
- 53% 1 or more years of college



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The Blue Man Group 46 million

- 73% male / 27% female
- 41.8 Billion in spending
- 86% Caucasian
- >50% “middle-aged”
- 57% 1 or more years of college



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Target shooting participation in the U.S. is on the rise -- up 25% from 40.8 million Americans in 2012 to 51.2 million Americans in 2014.

New target shooters are leading the way!

THE CHANGING FACE OF TODAY'S TARGET SHOOTER

**Established
Target Shooters**
(More than 5 years
of experience)



**New Target
Shooters in 2014**
(5 years or less of
experience)



43	◀	Average Age	▶	32
26%	◀	Female	▶	50%
37%	◀	Live in Urban/ Suburban Area	▶	56%
51%	◀	Hunted in 2014	▶	19%
19%	◀	Got Started Older Than Age 18	▶	73%

Source: NSSF and Responsive Management report
Sport Shooting Participation in the U.S. in 2014.

NSSF.ORG



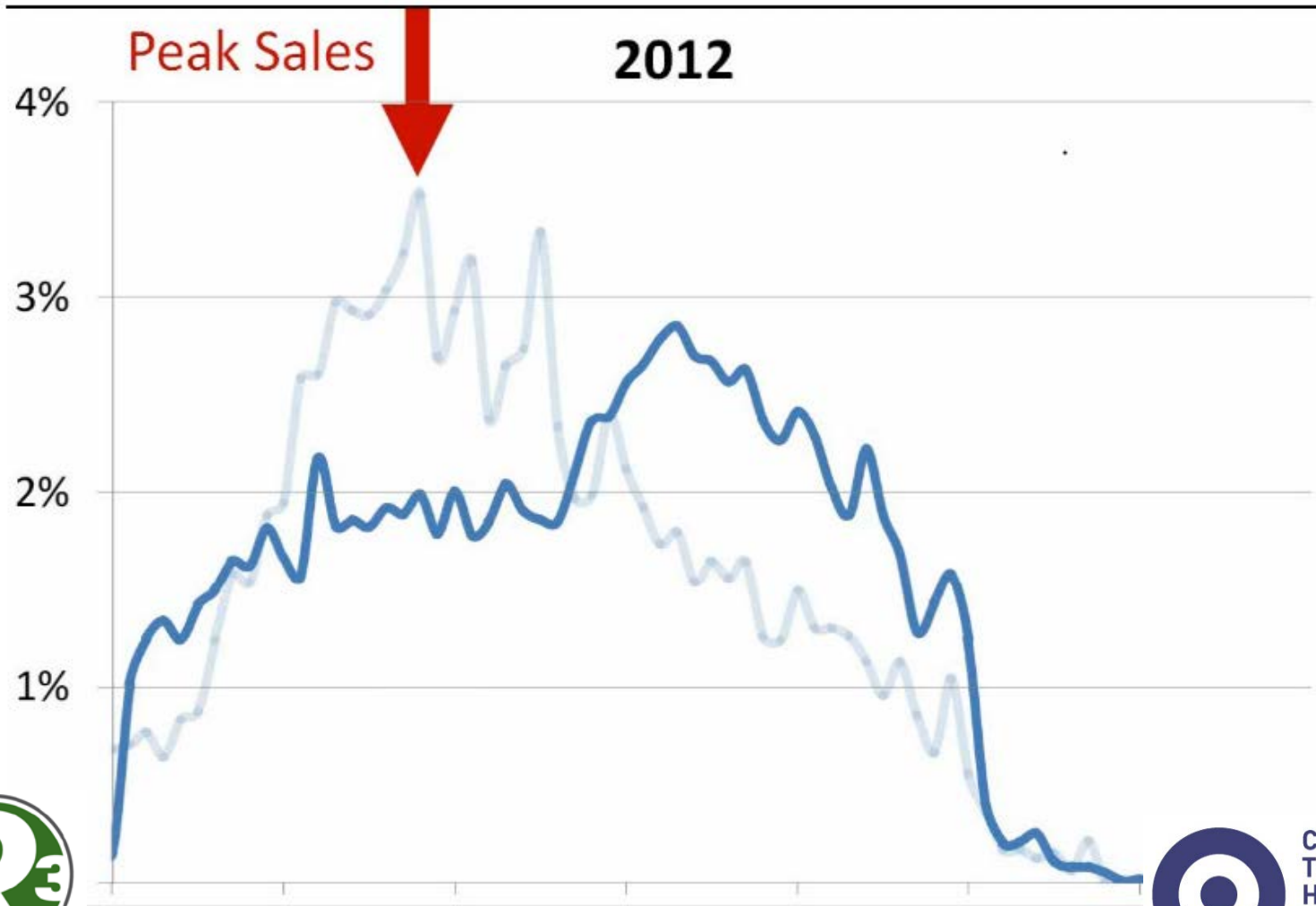
**COUNCIL
TO ADVANCE
HUNTING AND
THE SHOOTING
SPORTS**

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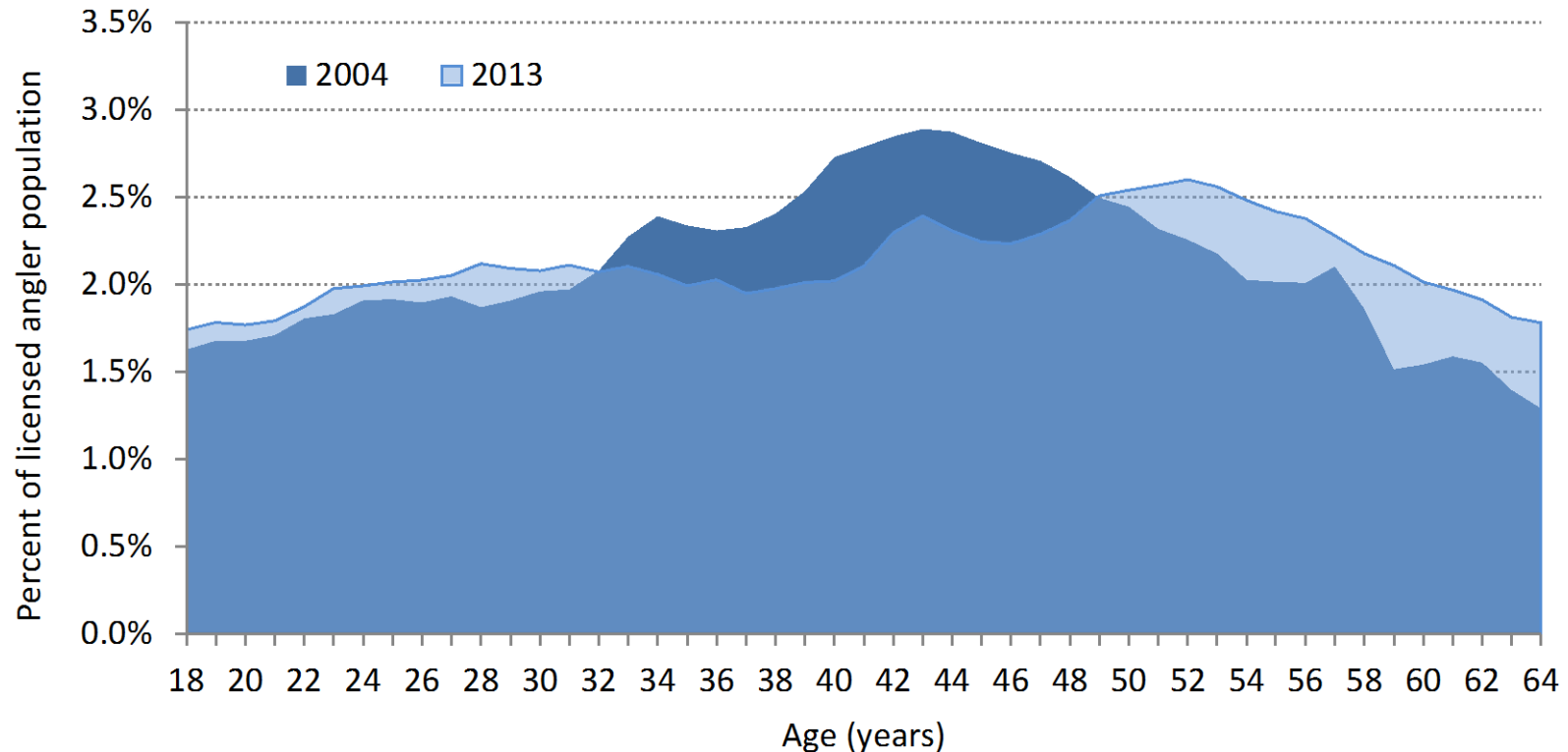
Where are we going?



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Looking Forward

Projected U.S. Population Growth From 2010 to 2050



*Excludes American Indian, Alaska Native, Hawaiian & Other Pacific Islander

Source: U.S. Census Bureau Population Projections

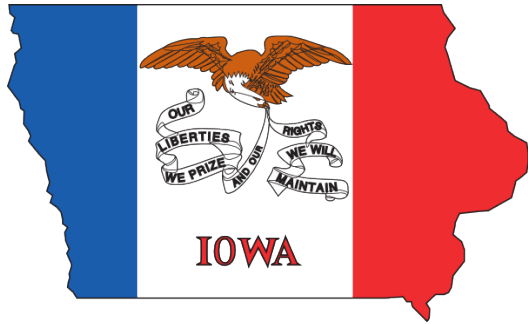


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Why is this important?



Cultivating Outdoor Recreation in Iowa



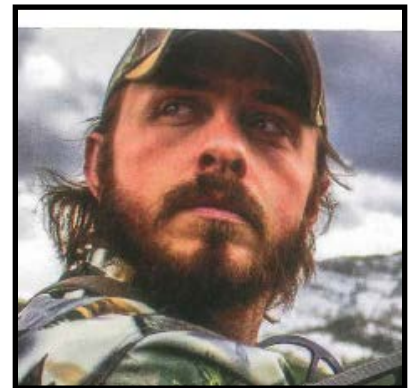
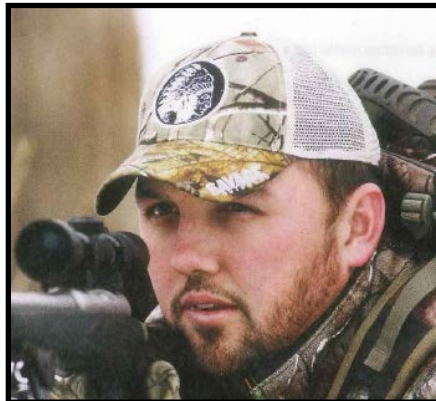
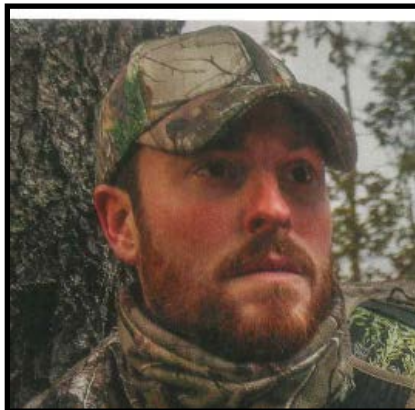
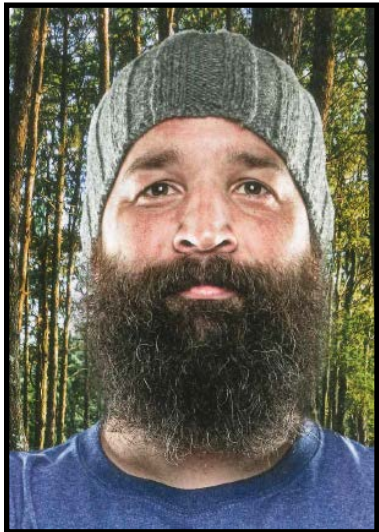
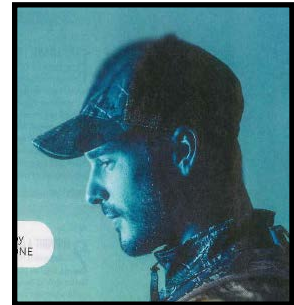
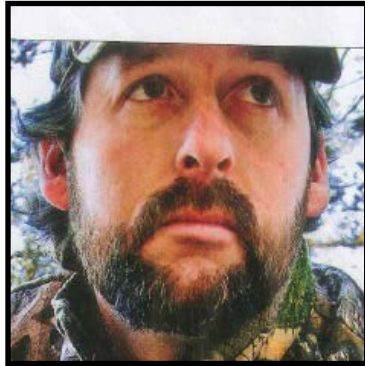
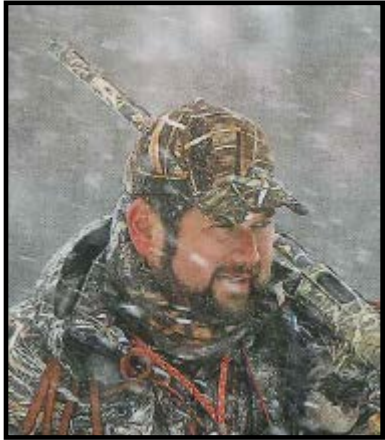
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How are we doing?

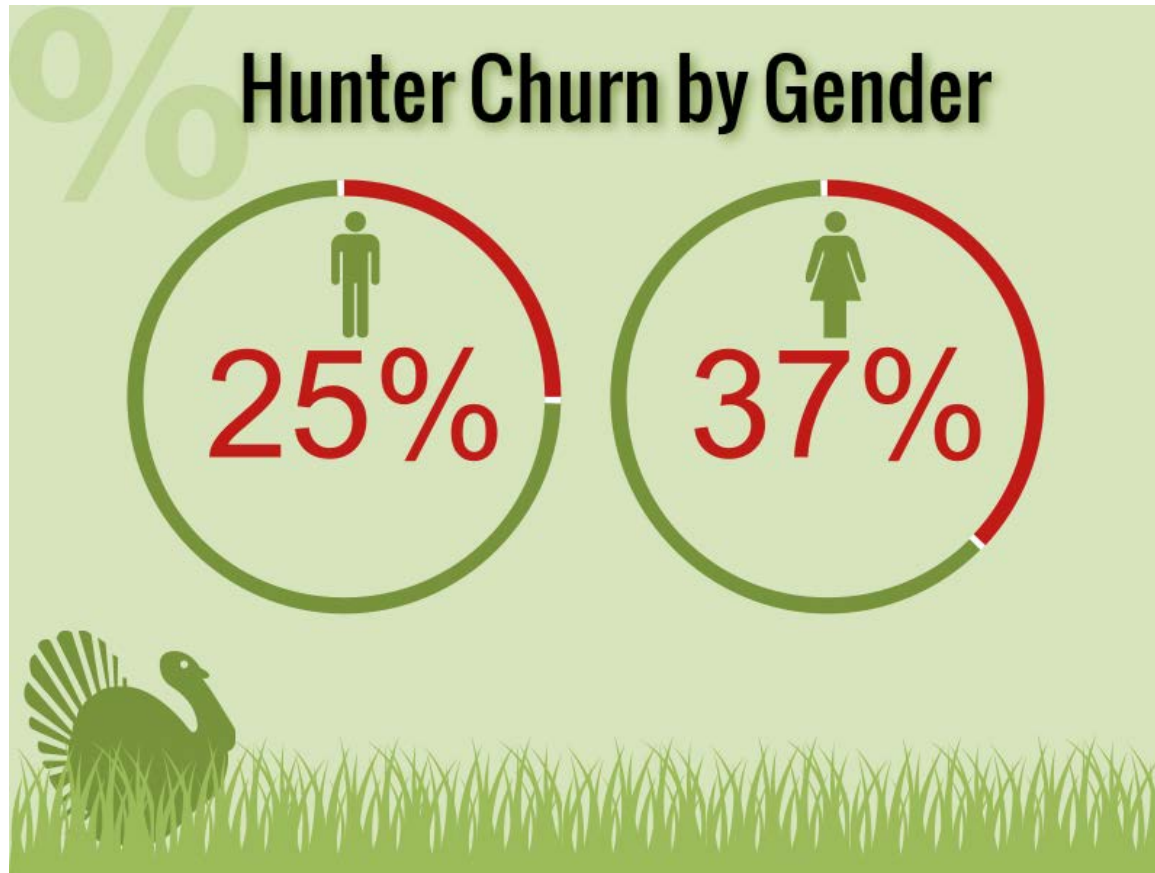


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How are we doing?

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LUGARES DE PESCA Y NAVEGACIÓN EN TU ÁREA

VER MAPA



LICENCIA DE PESCA



REGISTRA TU BOTE



RECREATIONAL
BOATING & FISHING
FOUNDATION



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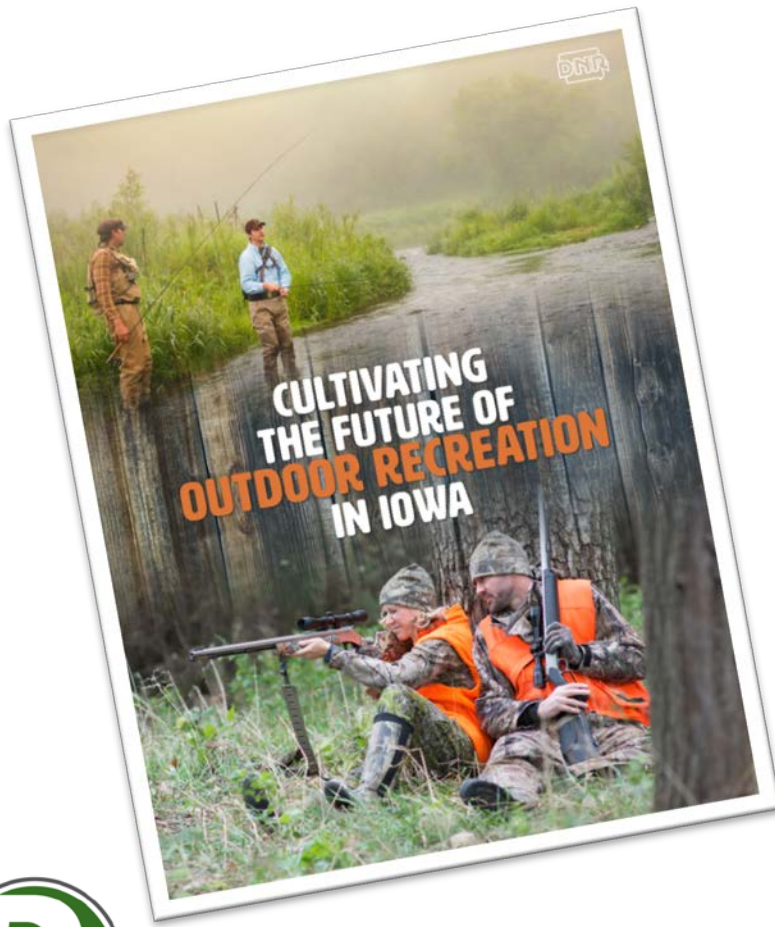
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And more to come....



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Questions & Discussions



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