



National Archery in the Schools Program

"I like aiming and letting go and seeing that arrow fly. It's really cool to me."

Gibson Southern
Archery

2024 STUDENT SURVEY RESULTS

Once again, NASP® proves to be unmatched in its ability to connect with students, male and female alike. NASP® continues to motivate students toward success!



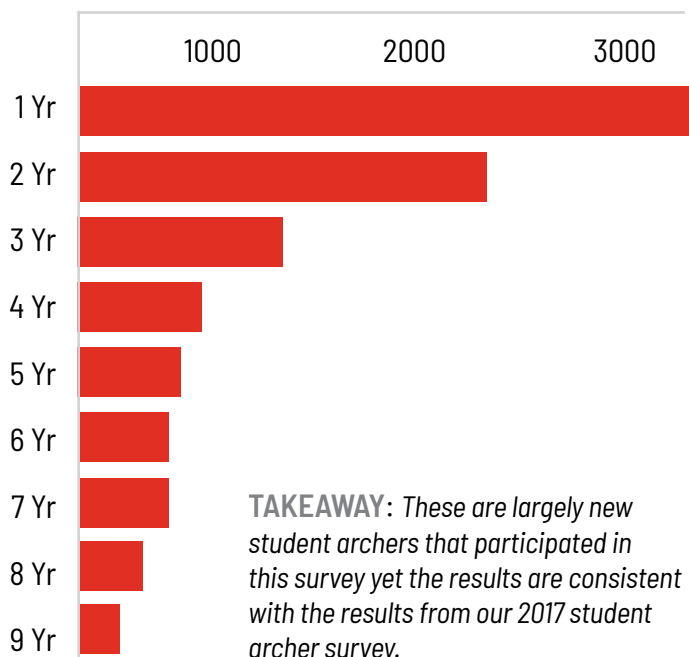
SURVEY DETAILS

7,572 student responses

1.3 million total students

+/- 1% margin of error;
95% confidence level

Survey Participants Years of Experience in NASP®



TAKEAWAY: These are largely new student archers that participated in this survey yet the results are consistent with the results from our 2017 student archer survey.

"On the following pages, we've highlighted the key results from the recent National Archery in the Schools Program student participant survey. What we discovered when comparing the results to our 2017 student survey, was profound and reaffirming: NASP® continues to motivate students to perform. It continues to appeal to and reach previously unreached student populations. And it continues to teach all student participants valuable life lessons."

Tommy Floyd, NASP® President

FOCUS OF THIS SURVEY

- Perception of overall program
- Connection and motivation towards academic success

SURVEY METHODOLOGY

March 1 - June 1 2024

1. **Survey Monkey** - used to collect and analyze responses.
2. **Link and QR** - sent to all active BAI's (Basic Archery Instructors) to share with students; also available at select NASP® events.
3. **Instructions** - Included details about purpose, confidentiality and permissions needed to complete the survey.

Thank you to these organizations that helped with survey design and development!



COUNCIL
TO ADVANCE HUNTING AND
THE SHOOTING SPORTS

**RESPONSIVE
MANAGEMENT**

What students are involved in archery?



50%
MALE

50%
FEMALE

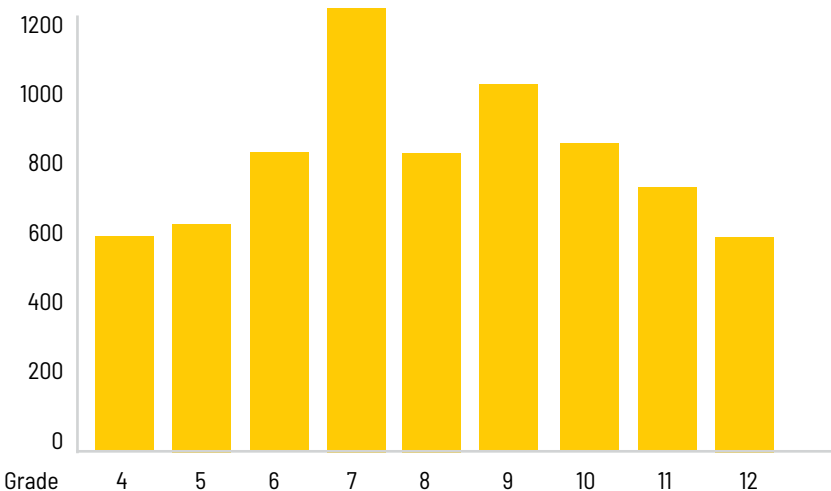
91.2%
POSITIVE
RESPONSE

68.2%
Like archery a lot

23.0%
Like archery a little

TAKEAWAY: Schools continue to look for activities that appeal to both male and female students. NASP® continues to do just that. Since its inception in 2002, NASP® has enjoyed a 50-50 participation ratio. What other activity does this, allowing male and female students to participate and compete side-by-side?

CURRENT GRADE LEVEL PARTICIPATION.



TAKEAWAY: Archery appeals to students throughout their academic experience and especially so in their formative years. Reaching students early and providing them with an activity that builds confidence and pride in self is critical and evidenced in our survey.

Survey says...

students love archery and they respond accordingly!

TAKEAWAY: "Students love to shoot archery! I challenge any educator striving to build a more positive school culture to find another student activity that ignites a positive response of this magnitude. As a former public-school administrator, I saw first-hand how NASP® engaged young people and how it empowers educators to utilize this unmatched interest as a catalyst to connect students with their school and to reach students who weren't otherwise performing at their best... NASP® is great for kids!"

-Tommy Floyd

When I think of my experience of becoming a NASP® archer, I ...



"Archery helps me focus and not worry about the rest of the things in my life"

67.9%

feel more connected to my school.

TAKEAWAY: Every educator in every educational setting is looking for a way to connect with students, especially those previously unreached. NASP® helps educators accomplish just that!

34.0%

work harder in the classroom.

TAKEAWAY: NASP® is so motivational that over one third of current NASP® participants report that because of NASP®, they wanted to work harder in the classroom.

When I think of my experience of becoming a NASP® archer, I am ...

34.0%

more confident in other areas of my life.

TAKEAWAY: So many students lack personal confidence. The confidence they develop in archery translates into other areas of life for over 1/3 of NASP® students.

25.7%

can better handle my emotions or things bothering me.

TAKEAWAY: Archery is a release. It builds coping skills for young people that they will need and use for the rest of their lives.



"It is a challenge that I love. My score is not dependent on my fellow teammates but we are still working for a common goal."

Whenever I get to shoot archery ...



"Archery gives me something to do and makes me feel like I accomplished something"

52.5%

"I feel proud of the skills I have developed."

TAKEAWAY: We all know the importance of positive student self-esteem. Over half of surveyed NASP® archers are proud of themselves for the skills they developed in archery.

40.8%

"It brings me peace and contentment."

TAKEAWAY: In a world full of stress for students, providing an activity that results in 40% of students finding peace and contentment in shooting archery is noteworthy. This is a huge consideration for educators.

When I think of my experience of becoming a NASP® archer, I am ...



"I like getting practice with my bow. It makes me feel happy that I can excel in something."

33.0%

better able to focus on the task at hand because of the discipline of archery.

TAKEAWAY: We have an epidemic of distracted young people due to social media and activities on their phones! Archery nurtures the development of much needed focus and discipline.

32.0%

better able to deal with success and setbacks after archery.

TAKEAWAY: The world will be a better place when more people learn early on how to deal with both their own successes and setbacks.

When I think of my experience of becoming a NASP® archer, I ...

34.0%

am more likely to try to learn other new skills.

TAKEAWAY: If students feel good about themselves, they become easier to reach and more likely to engage in the classroom – regardless of the content.

40.0%

definitely want to continue shooting after high school.

TAKEAWAY: Unlike so many of the ball sports, archery is a lifelong sport. NASP® students want to keep shooting into adulthood!



"I love shooting archery. I was kinda nervous on my first day but through the months I've gotten a lot better."

My NASP® tournament experience is ...



"I'm always anxious when stepping up to shoot, but every time I shoot good, it fills me with an exhilaration I can't get anywhere else."

40.9%

have competed against others in their own school.

TAKEAWAY: Competition introduces an entirely new level of interaction and motivation that will be valuable in life.

51.0%

have competed against archers in other schools.

TAKEAWAY: Experiencing teamwork and being a good teammate are valuable life lessons for students. Competing against other schools helps to create camaraderie and pride in representing one's school.



National Archery in the Schools Program

"I like archery because whenever I get a bull's eye it makes me feel incredible."

2024 STUDENT SURVEY RESULTS

R3

These NASP® student survey results validate that shooting a bow and arrow in school has a decided impact on the recruitment, retention and reactivation (R3) of students in archery as well as hunting, fishing and other outdoor activities.



SURVEY DETAILS

7,572 student responses

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“From the beginning, a fundamental purpose of state Fish and Wildlife Agency involvement in the National Archery in the Schools Program has been to grow participation in archery and shooting sports. NASP® has proven to do just that, and more. This survey shows that NASP® is an effective conduit to a myriad of other outdoor pursuits, lending powerful support to state conservation efforts.”

Jeff Rawlinson NASP® Vice President

FOCUS OF THIS SURVEY

- Connections to students and the outdoors
- Impact to state R3 efforts
- Impact on the archery industry

SURVEY METHODOLOGY

March 1 - June 1 2024

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NASP® connects state Fish and Wildlife Agencies with homes that were previously unreached, further supporting hunter recruitment, retention and reactivation (R3) and relevancy objectives while reaching more diverse audiences that truly represent the fabric of America. Conservation efforts can leverage these expressed interests from NASP® students. The pursuit of the outdoor lifestyle is advanced with NASP® and the benefits are being felt by many state agencies and their partners that currently support its role in their state or jurisdiction.

Thank you to these organizations that helped with survey design and development!



COUNCIL
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THE SHOOTING SPORTS



ARCHERY

"I love shooting a bow and arrow because it makes me feel like I am in an action movie."



Survey says, because of NASP®...

22.0%

of NASP® kids suggested their participation in NASP® has encouraged other family members to begin shooting archery.

TAKEAWAY: The ripple effect from NASP® is powerful and far reaching!



39.0%

have purchased a personal bow for hunting or target shooting. (26.0% want to)

TAKEAWAY: NASP® provides the support needed for kids to choose to stay involved in archery which has a profound impact on industry and conservation.

20.0%

have participated in bullseye archery beyond NASP®. (22.0% want to)

TAKEAWAY: This shows that archery's appeal is real and can be leveraged for continued participation in the shooting sports and into adulthood.

28.0%

have participated in 3-D archery. (21.0% want to)

TAKEAWAY: 3-D archery is a logical stepping stone between target archery and bowhunting and is a rapidly growing portion of NASP®.

14.0%

have participated in some form of bow hunting while another 26% want to learn. (25.8% want to)

TAKEAWAY: NASP® is developing new and more diverse supporters for conservation!

OUTDOOR ACTIVITIES

"It makes me really calm whenever I shoot my bow. Whenever I hit a really good score, I get really excited."

Survey says, because of NASP® ...

17.0%

have taken a hunter education class.
(19.6% want to)

TAKEAWAY: A significant level of interest and participation in hunting by students after shooting a bow and arrow in school. NASP® is a powerful tool moving kids to learn about the outdoors, shooting sports and hunting!

31.0%

have participated in fishing with a rod and reel. (12.0% want to)

TAKEAWAY: For many, fishing is the gateway to outdoor pursuits and NASP® is pushing that gate wide open!

5.8%

have participated in bow fishing.

TAKEAWAY: Bowfishing represents an easy transition from target or 3D archery to hunting and the equipment used in NASP® can be easily adapted for this effort.

37.0%

have participated in other outdoor activities.
(18.0% want to)

TAKEAWAY: Over half of all NASP® archers have been motivated to participate in the outdoors leading to healthier lifestyles for our youth and a greater number of supporters for state conservation efforts. All thanks to NASP®'s far reaching influence!

SHOOTING SPORTS

"Archery makes me want to get my Hunter's Ed license more and more each practice"



Survey says, because of NASP® ...

16.8%

have participated in big game hunting with a firearm. (19.0% want to)

TAKEAWAY: NASP® archers, by meeting new friends and gaining new skills, are finding their way into big game hunting at a significant rate! NASP® kids are eager to take the next step!

13.0%

have participated in small game hunting. (22.0% want to)

TAKEAWAY: This is especially notable at a time when small game hunter numbers have significantly declined. This is a comparable number to big game hunting participation which shows the breadth of the overall NASP® effect on connecting kids to the field.

27.0%

have participated in target shooting with a rifle, pistol or shotgun. (19.0% want to)

TAKEAWAY: NASP® serves as a conduit to many other shooting sports by providing kids new skills and opportunities!

17.0%

have participated in target shooting with an air rifle. (18.0% want to)

TAKEAWAY: All shooting sports are enhanced through the incredible reach of NASP®.

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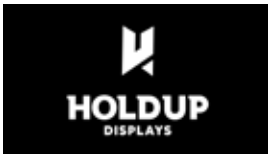
Lancaster Archery Supply



Archery Shooter System



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American Whitetail Targets



To bring NASP® to your school, start by seeking the support and approval of school leadership or administration. Then, find a passionate in-school educator to lead the NASP® lessons. Contact your state NASP® coordinator to become trained/certified. Finally, order the archery equipment from NASP®, set it up and start shooting!

<https://www.naspschools.org/bring-nasp-to-your-school/>



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