



Table of Contents

<u>INTRODUCTION AND BACKGROUND</u>	4
A QUICK HISTORY OF HISPANICS IN THE TERRITORIAL AREA OF THE UNITED STATES	5
HISPANIC POPULATION GROWTH IN THE UNITED STATES	5
HISPANIC POPULATION AND TRENDS	6
HISPANIC MARKET BUYING POWER	9
<u>EXECUTIVE SUMMARY</u>	10
<u>STUDY FINDINGS</u>	16
RESPONDENT PROFILE	17
SPORTING ACTIVITIES	19
OUTDOOR RECREATION	21
ACCULTURATION	23
SELF IDENTIFICATION	24
LANGUAGE USE	25
MEDIA USAGE & ADVERTISING	26
AWARENESS AND OPINION REGARDING SELECTED ORGANIZATIONS	32
INTERACTION WITH STATE WILDLIFE OFFICERS	33
AWARENESS AND OPINION REGARDING SELECTED FIREARMS MANUFACTURERS	33
<u>HISPANIC FIREARM OWNERSHIP & SHOOTING SPORTS PARTICIPATION</u>	34
HISPANIC FIREARMS OWNERS	35
PARTICIPATION IN SHOOTING SPORTS	38
LAST FIREARM PURCHASE CHARACTERISTICS	45
FUTURE OWNERSHIP INTENT	52
OBSTACLES TO FIREARMS OWNERSHIP	53
INFORMATION OF FIREARMS	54
SHOOTING RANGES	56
GUN STORES	57
HISPANIC UNDERSTANDING OF GUN RIGHTS	58
PERSONAL FINANCIAL OUTLOOK	59
OPINION QUESTIONS	60
“DREAMS”	61
<u>APPENDIX “A” METHODOLOGY</u>	63
<u>APPENDIX “B” SURVEY DOCUMENT</u>	64