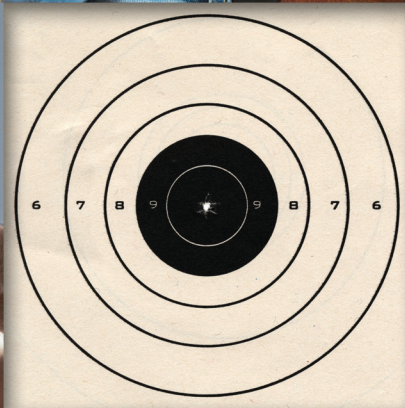


# NSSF<sup>®</sup> REPORT HANDGUNS

## 2011 CONSUMER STUDY ON OWNERSHIP AND USAGE

NATIONAL SHOOTING  
SPORTS FOUNDATION<sup>®</sup>



Conducted for National Shooting Sports Foundation by Market Decisions Corporation

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## Table of Contents

Introduction .....	4
Methodology.....	5
Executive Summary.....	6
Handgun Ownership .....	6
Purchasing Process .....	6
Future Handgun Purchases.....	7
Ammunition .....	7
Information Sources.....	8
Usage.....	8
Quick Facts .....	9
<b>Handgun Owner Profile .....</b>	<b>10</b>
“Average” Handgun Owner .....	12
Details on Handgun Ownership.....	13
Profile – Single Handgun Owners.....	14
Profile – Multiple Handgun Owners.....	15
Profile of Handguns Owned .....	16
Handgun Ownership.....	17
Handgun Ownership Profile .....	18
Single Handgun Ownership Profile.....	19
Multiple Handgun Ownership Profile.....	20
Brand Loyalty .....	21
First Handgun Purchase.....	22
Recent Handgun Purchasers .....	23



<b>Purchasing Process .....</b>	<b>24</b>
Most Recent Handgun Timeline .....	25
Most Recent Handgun Purchase .....	26
Location of Most Recent Purchase.....	27
Purchasing Online.....	28
Spending – Most Recent Purchase.....	29
Handgun Usage – Most Recent Purchase .....	30
Length of Purchasing Process – Most Recent Purchase.....	31
Optics – Most Recent Purchase.....	32
Products/Accessories – Most Recent Purchase .....	33
Products/Accessories Owned.....	34
Prospect of Purchasing a Handgun .....	35
Planned Purchase .....	36
Purchasing Frequency – Handgun Ammunition.....	37
Type of Ammunition Purchased.....	38
Centerfire Purchasing Factors – Target Shooting.....	39
Centerfire Purchasing Factors – Personal Defense/Hunting.....	41
Purchasing Factors – Rimfire .....	43
Rounds Purchased – Centerfire.....	45
Rounds Purchased – Rimfire .....	46
<b>Information Sources .....</b>	<b>47</b>
Information Sources Used.....	48
Importance of Information Sources.....	49
Recommendation/Endorsement Sources .....	50



<b>Usage.....</b>	<b>51</b>
Regional Shooting Activity.....	52
Handgun Shooting Frequency .....	53
Target Shooting Habits .....	54
Frequency Compared to Previous Year .....	55
Handgun Shooting Locations.....	56
Rounds Fired During a Range Session .....	58
Shooting Range or Gun Club Membership.....	59
Centerfire Ammunition Restrictions .....	60
Handgun Rounds Fired .....	61
Desired Shooting Frequency .....	62
Barriers to Not Shooting Desired Amount .....	63
Shooting Activities .....	65
Suggested Improvements.....	67
<b>Demographics.....</b>	<b>68</b>
Demographics.....	69
Age Distribution.....	72
Sporting Goods Products Owned .....	73
Activities .....	74



## Introduction

- ❖ The following report summarizes the findings from research administered for the National Shooting Sports Foundation (NSSF).
- ❖ The overall objective can be broken down into the following informational points about the average handgun consumer:
  - How many handguns does the average consumer own?
  - What is the handgun ownership breakout by pistols and revolvers?
  - What calibers do they own?
  - When did they purchase their first handgun?
  - When did they purchase their most recent handgun?
    - Where was their point of purchase?
    - What motivated their most recent gun purchase?
    - How much time elapsed between when they decided to purchase their most recent handgun and the time of actual purchase? Impulse buy? Thoroughly researched?
    - How much did they pay?
  - How do they learn about new product offerings?
  - How often do they participate in shooting activities with their handgun(s)?
  - What kind of shooting activities do they participate in?
  - What type and quantity of ammunition used?
  - What accessories do they own for their handgun(s)?
  - General demographics
    - Do they possess a CCW? If not, do they have plans to acquire one?
    - Do they own a handgun strictly for personal defense?
    - Level of education, household income, marital status, employment status, etc.
- ❖ This research was funded by National Shooting Sports Foundation® (NSSF®) (203) 426-1320 and conducted by Market Decisions Corporation (800) 344-8725.



## Methodology

- ❖ The research was executed using an online methodology via several sources such as:
  - NSSF/GunBroker e-newsletter *Pull The Trigger*
  - ResearchNow's online panel
  - Websites, e-newsletters and social media of various NSSF member companies which NSSF thanks for their help in promoting the survey.
- ❖ Note: This report utilized completed surveys from a wide variety of sources in an attempt to portray results for the average handgun owner as of December 2011. This is not a general population study but one that concentrates on known owners of at least one handgun.
- ❖ A total of 10,511 handgun owners completed the research survey between Oct. 18 and Nov. 17, 2011.
  - The full sample size of 10,511 yields a maximum sampling variability of +/- <1% at the 95% confidence level. Respondents had several opportunities to opt-out and bypass the survey to reach incentive stage (three \$500 Cabela's gift cards). No data from opt-outs or incomplete surveys was utilized in this report.
    - People involved in the firearms industry were surveyed (n= 1,840), but their responses are **not** included in this report. The focus of this report is non-industry consumers.
    - For open-ended questions, a sub-set of 1,000 completes were coded to get a flavor of the answers while containing costs. For questions where this applies, the base will clearly indicate "coded only" responses.
  - All differences reported as "significant" are found to be significantly different at the 95% confidence level (or greater) using a standard t-test.
  - The sampling variability for various sub-segments are as follows:
    - Consumers (n=8,671) +/- 1% at the 95% confidence level
    - Single Handgun Owners (n=882) +/- 3.3% at the 95% confidence level
    - Multiple Handguns Owners (n=7,789) +/- 1% at the 95% confidence level
  - There were no other quotas set for this research.
- ❖ All participants were screened to meet the following minimum criteria:
  - Must be 21 years or older
  - Must own a handgun that they bought themselves.
- ❖ Throughout this report the data is broken out into the following three segments:
  - Total
  - Own a single handgun
  - Own multiple handguns



## Executive Summary

### ***Handgun Ownership***

- ❖ The majority (90%) of survey respondents who own a handgun typically own multiple; the average number of handguns owned is 7.4.
  - Only one in ten (10%) respondents own a single handgun.
- ❖ The majority (89%) of handguns owned were purchased new and most (91%) are pistols.
- ❖ The most commonly owned calibers overall are 9mm (43%), 0.45 (40%) and 0.22 (35%).
- ❖ Two segments of gun owners were the focus in the analysis of the data – those owning one handgun and those owning multiple handguns.
  - Multiple handgun owners are more involved in all aspects of owning and shooting firearms.
    - They own an average of 8.1 handguns. On average in 2011, they have been out shooting 26 days and they fired an average of 1,589 rounds of ammunition.
    - Seven in ten (68%) are likely to buy an additional firearm in the next 12 months.
  - The single handgun owner is slightly younger (50 vs. 56 years old – median) and has a lower household income (\$65K vs. 79K – median) than multiple handgun owners.
    - Half (52%) of single handgun owners bought their handgun within the past 5 years.
      - This sub-segment is significantly younger (median age 42), but the income is inline with other single handgun owners (\$66K compared to \$65K). They are the most online focused segment with 16% buying their gun online and they rely heavily on online sources (manufacturer websites: 57%; online forums or blogs: 51%).
    - Just over half (54%) of single handgun owners are likely to buy another gun in the next 12 months.
    - They primarily use their handgun for home defense (42%) followed by non-competitive shooting (28%). However, 59% own a handgun that is strictly for personal protection/defense and 33% has a CCW.

### ***Purchasing Process***

- ❖ Over half (55%) of handgun owners surveyed have purchased a handgun within the past 12 months.
  - The majority (73%) of recent handgun purchases are for new handguns.





## Executive Summary (cont.)

- ❖ Handgun owners are primarily making their gun purchases at independent firearms retailers and local gun stores (43%).
  - While most single handgun owners purchased their most recent handgun through an independent firearm retailer, a substantial number also made their recent handgun purchase through a sporting good/outdoor store (23% vs. 18% - multiple handgun owner).
- ❖ The ability to purchase handguns online appears to be attractive to many current handgun owners. Two thirds of recent handgun purchasers who did not do so online say they would consider purchasing a firearm online. Overall, 29% report having already purchased a firearm online and 58% willing to consider purchasing one online.
- ❖ Four fifths (83%) say they spent \$600 or less on their most recent handgun purchase, with the average being \$463.
- ❖ The primary motive for recent handgun purchases focuses on conceal carry (32%), non-competitive shooting (28%), and home defense (24%).
  - **Single handgun owners mention home defense significantly more often as the main use of their most recent purchase than those who own multiple handguns (42% vs. 22%).**
- ❖ Most people did not spend much time thinking about their most recent handgun purchase before buying it. Three in five (61%) say there was a 3 month or less gap between the time they thought of purchasing a handgun and the time they actually made the purchase.
- ❖ Accessory ownership varies, but holsters (69%), cleaning kits (58%), and defensive ammunition (52%) are the top purchases made by owners for their most recent handgun.

### ***Future Handgun Purchases***

- ❖ Two thirds (66%) of responding handgun owners say they are likely to purchase another handgun within the next 12 months.
  - Over half (58%) have an idea of what they would like to purchase next. New pistols in either .45 or 9mm are most common.

### ***Ammunition***

- ❖ Most (80%) handgun owners have purchased ammunition for their handgun(s) within the past 12 months.
  - On average, 73% of ammunition purchases by handgun owners are for centerfire ammunition, while 27% is attributed to rimfire ammunition.
- ❖ When considering the purchase of centerfire handgun ammunition for target shooting, cost of the ammunition is by far the most important factor (41%). However, when handgun owners are considering the purchase of centerfire ammunition for personal defense/hunting, performance (26%) and bullet type (18%) are seen as the most important.



## Executive Summary (cont.)

- ❖ When actually making a centerfire handgun ammunition purchase, on average, handgun owners are buying around 200 rounds each time. This number jumps considerably when purchasing rimfire handgun ammunition where, on average, 506 rounds are purchased.

### **Information Sources**

- ❖ Overall, manufacturer websites (49%), magazine articles (40%), and online forums/blogs (38%) are the most referenced information sources when considering the purchase of a handgun.
  - Handgun owners under the age of 35 mention manufacturer websites and online forum/blogs significantly more often as information sources than those 35 and older (59% vs. 48% and 60% vs. 36%, respectively).

### **Usage**

- ❖ On average, handgun owners have fired their handgun(s) a total of twenty-five (25) days in the past 12 months. The frequency is significantly lower for single handgun owners where the average number of shooting days is 13.
- ❖ When survey respondents go target shooting with a handgun, over three fifths (69%) shoot with one or more people. Over half (59%) say they have introduced someone to target shooting in the past 12 months.
- ❖ Most handgun owners (52%) say they have gone target shooting with their handgun(s) about the same number of times over the last 12 months compared to the previous year.
- ❖ When handgun owner go shooting, they primarily do this on private/family land (52%). However, outdoor and indoor public ranges or gun clubs are also frequented (42% and 33%).
- ❖ Over one third (39%) belong to, or are a member of, a shooting range or gun club.
  - Those residing in the Northeast are significantly more likely to be a member or belong to a shooting range or gun club than any other region in the US (60% vs. 36%).
- ❖ When at the range, handgun owners are firing approximately 140 rounds of ammunition, on average.
- ❖ Over the past 12 months, only a quarter (29%) of handgun owners say they have been able to shoot their handgun(s) as often as they would have liked. Most (80%) say they just don't have enough free time.



## Quick Facts

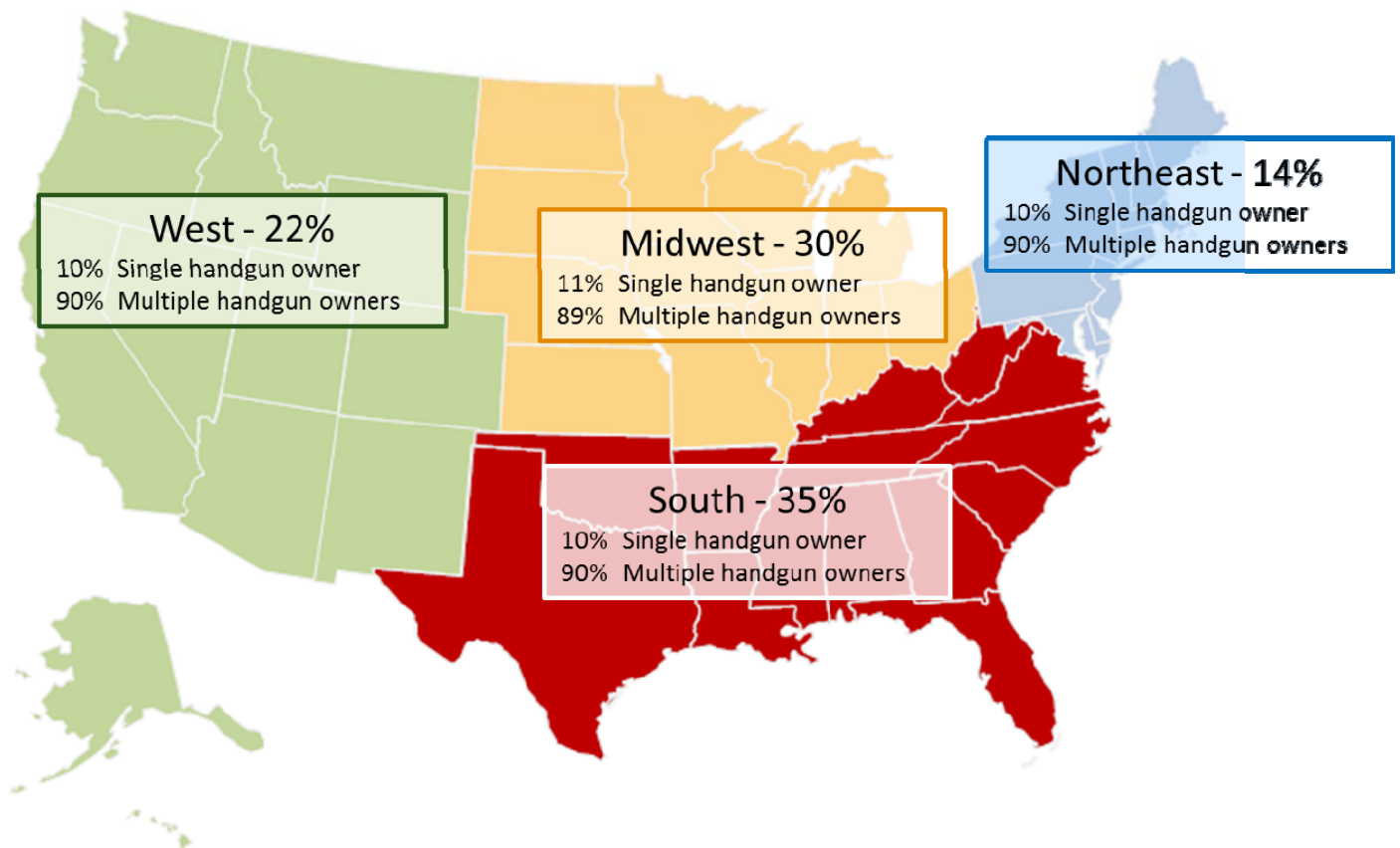
- ❖ The “average” handgun owner is 56 years old (median age) and owns an average of 7.4 handguns.
- ❖ Most handgun owners own multiple handguns (90% own two or more handguns) and they own a variety of brands (69% own various brands vs. 31% who own one brand only).
  - Two-thirds of handgun owners (66%) are likely to purchase another handgun within the next 12 months.
- ❖ They have shot their handguns an average of 25 days in the past year and have fired an average of 1,500 rounds of ammunition.
  - The most frequently mentioned shooting activity is target shooting/plinking (83%) and they most often shoot on private/family land (52%).
  - The main barriers to shooting more frequently is lack of free time (80%) and cost of ammunition (49%).
    - The majority (88%) of handgun owners have purchased ammunition for their handgun(s) within the past 12 months.
- ❖ Single handgun owners are most likely to have purchased a handgun for home defense (42%), whereas multiple handgun owners bought for conceal and carry (34%).
- ❖ Survey respondent handgun owners are online savvy.
  - Half (49%) went to a manufacturer’s website before buying their most recent handgun and 38% referenced an online forum/blog.
  - Gun related websites, blogs and forums (62%) and manufacturer’s websites (57%) are among the top three information sources when deciding which handgun to purchase (rating of 4 or 5 on 5-point scale).



# Consumer Handgun Owner Profile



## Regional Distribution of Handgun Owners Surveyed



S3. *In which state do you reside?*

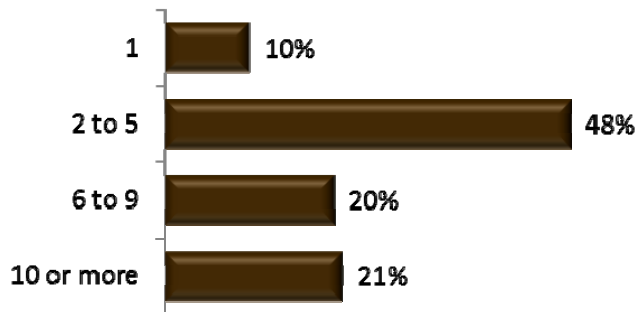


## “Average” Survey Respondent Handgun Owner

- ❖ The “average” handgun owner included in this research has the following characteristics:
  - Is Male, 56 years old (median age) and owns an average of 7.4 handguns.
    - He has shot his handguns 25 days in the past year and used an average of 1,499 (650 median) rounds of ammunition.
    - Two in five (39%) belong to a range/gun club.
  - He owns an average of 6 pieces of hobby equipment; the two most frequently owned items are a fishing rod (76%) and a multi-tool (73%).
  - Most (93%) participate in target shooting, and 60% have a CCW.

### Number of Handguns Owned

(n=8,671)



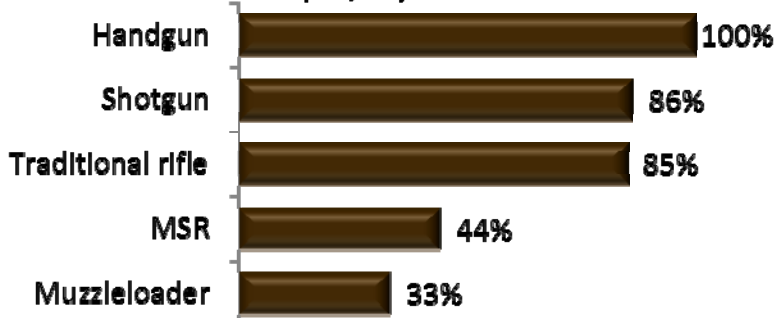
### Activities/Hobbies

(n=8,671)

Target shooting	93%
Home maintenance	62%
Fishing	57%
Hunting	55%
Hiking/backpacking	38%
Boating	37%

### Firearms Personally Owned

(n=8,671)



### Products Owned

(n=8,671)

Fishing rod	76%
Multi-tool	73%
Hiking boots	67%
Tent	58%
Bicycle	57%



## Details on Handgun Ownership

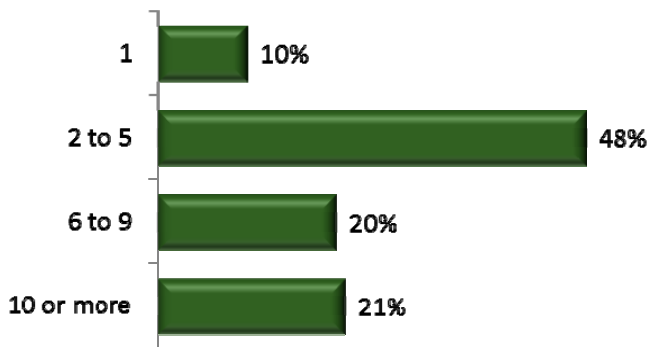
- ❖ On average, handgun owners have 7.4 handguns.
- ❖ The number of handguns owned increases with age and among those who shoot frequently, as evidenced by the following

### Number of Handguns Owned

(n=8,671)

**Average = 7.4**

**Median = 5.0**



### Handguns Owned by Shooting Frequency

	1-10 days	11-30 days	31+ days
Average	5.6	7.7	10.9
Median	4.0	5.0	6.0

### Handguns Owned by Age

	18-34	35-54	55+
Average	4.0	6.8	8.4
Median	3.0	4.0	5.0

### Handguns Owned by Last Handgun Purchase

	Within a month	Within the past year	More than a year ago
Average	13.5	8.2	5.0
Median	7.0	6.0	3.0

- ❖ Those with more recent handgun purchases tend to own more handguns indicating a greater purchase frequency among active handgun owners.

## Survey Respondent Profile – Single Handgun Owners

- ❖ The single handgun owner has the following characteristics:
  - They are Male, 50 years old (median) and have a median income of \$65,000
  - They purchase mostly new (82%) pistols (76%), primarily 9mm (28%) and .40 caliber (14%).
    - They have an average of 3 pieces of accessories for their handgun, with the most common being cleaning kit (75%), holster (67%) and defensive ammunition (50%)
  - They spend time researching handguns before making a purchase (93%)
    - When it comes to choosing a handgun, they rely on recommendations from family members, friends and co-workers (46%), as well as manufacturer websites (44%)
    - Half (52%) bought their firearm in the past 5 years
  - They primarily purchase their handguns at independent firearm retailers/local gun stores (43%), and sporting goods/outdoor stores (23%)
    - They are open to purchasing a firearm online (74%)
  - They primarily use their handgun for home defense (42%) followed by non-competitive shooting (28%)
    - However, 59% own a gun that is strictly for personal protection/defense and 33% have a CCW
  - They have fired their handgun an average of 13 days in the past 12 months
  - They have fired an average of 625 rounds (255 rounds median) in the past 12 months
    - When purchasing centerfire ammunition they buy an average of 137 rounds and 202 rounds of rimfire ammunition
  - They would have liked to shoot more often during the past 12 months (68%)
    - The biggest barriers are time and cost of ammunition
  - They own an average of 5 pieces of hobby equipment; the three most frequently owned items are a fishing rod (72%), a multi-tool (63%) and hiking boots (63%)





## Survey Respondent Profile – Multiple Handgun Owners

- ❖ The multiple handgun owner has the following characteristics:
  - They are Male, 56 years old (median) and have a median income of \$78,695
  - They purchased their first handgun 25 years ago (median)
    - Two in five (39%) bought a handgun in the past six months
    - They are likely to purchase a handgun in the next 12 months (68%)
  - They own 8.1 guns, representing:
    - Type of handgun: 90% new handgun and 92% pistol
    - Most common calibers: 9mm (45%) or a .45 caliber (43%)
  - They have an average of 3 pieces of accessories for their handgun, with the most common being holster (70%), cleaning kit (56%) and defensive ammunition (52%)
  - They purchase their handguns at independent firearm retailers/local gun stores (43%), or at sporting goods/outdoor stores (23%)
    - They are significantly more likely to buy online than single handgun owners (13% vs. 13%)
  - The main use for their most recently purchased handgun is concealed carry (34%), followed by non-competitive shooting (28%)
    - However, 82% of them have a handgun that is strictly for personal protection/defense and 63% has a CCW
  - They go target shooting (94%), and 61% have introduced someone to target shooting with a handgun within the past 12 months
  - They have fired a handgun 26 days on average in the past year, and have fired 1589 rounds on average (750 rounds median) in the past 12 months
    - When purchasing centerfire ammunition, they buy an average of 211 rounds and 541 rounds of rimfire ammunition
  - They spend time researching handguns before making a purchase (94%)
    - When it comes to choosing a handgun, they rely on manufacturer websites (50%) and magazine articles (41%)
  - They own an average of 6 pieces of hobby equipment; the two most frequently owned items are a fishing rod (77%) and a multi-tool (75%)





## Profile of Handguns Owned

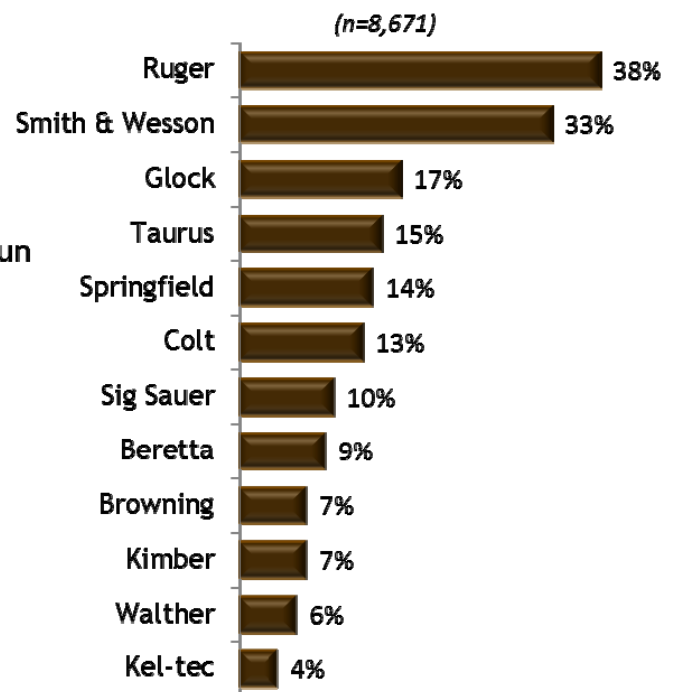


# Survey Respondent Handgun Ownership

## Number of Handguns Owned



## Brands Owned

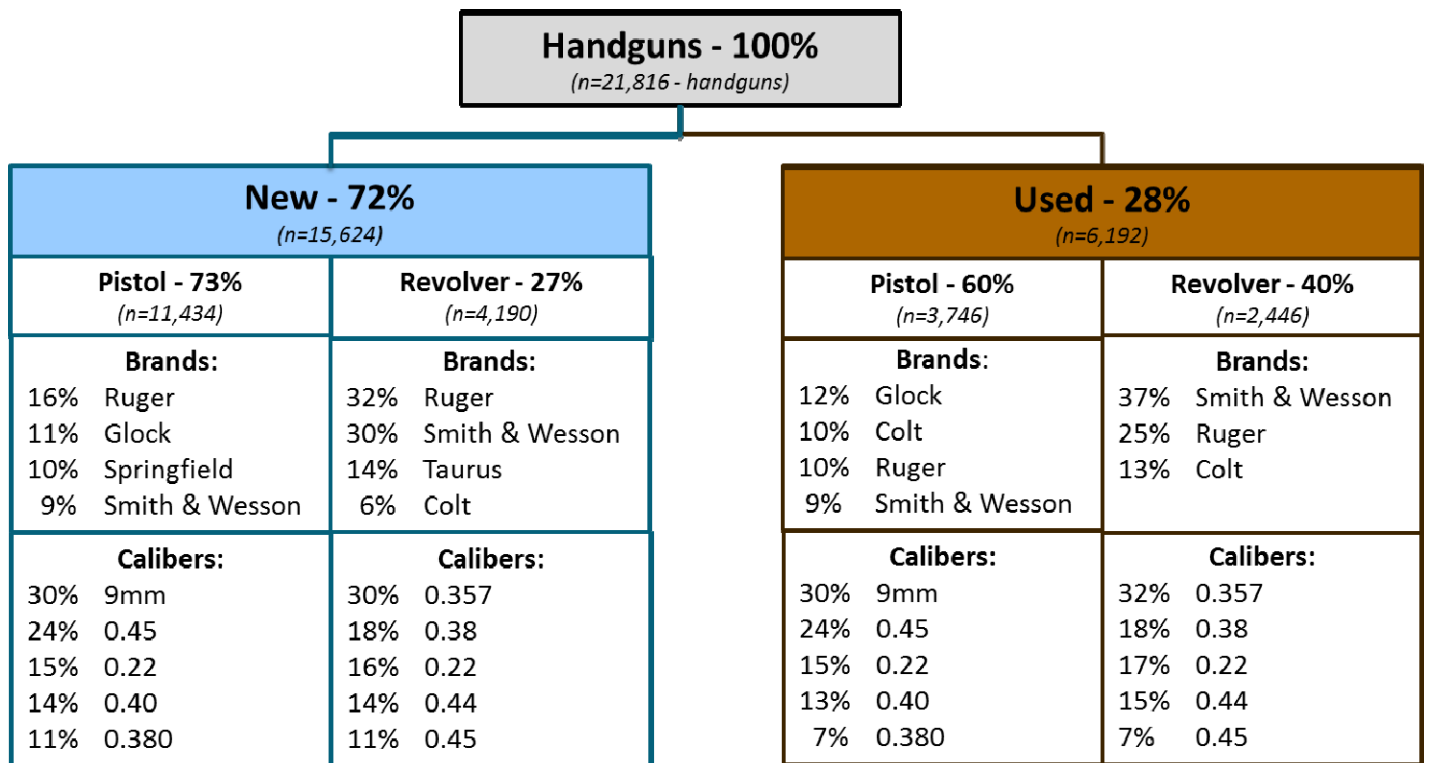


- S7. *In an effort to better understand potential differences between owners of a single handgun versus owners of multiple handguns; please enter the number of handguns you currently own.*
- S8. *Of the (S7 #s) handguns you own, how many did you personally purchase, and how many did you receive as a gift or handed down?*



## Survey Respondent Handgun Ownership Profile

The figures below represent the total number of handguns reported by all participating survey respondents. It should be noted that multiple handgun owners were limited in reporting on only their three most recent handgun purchases.

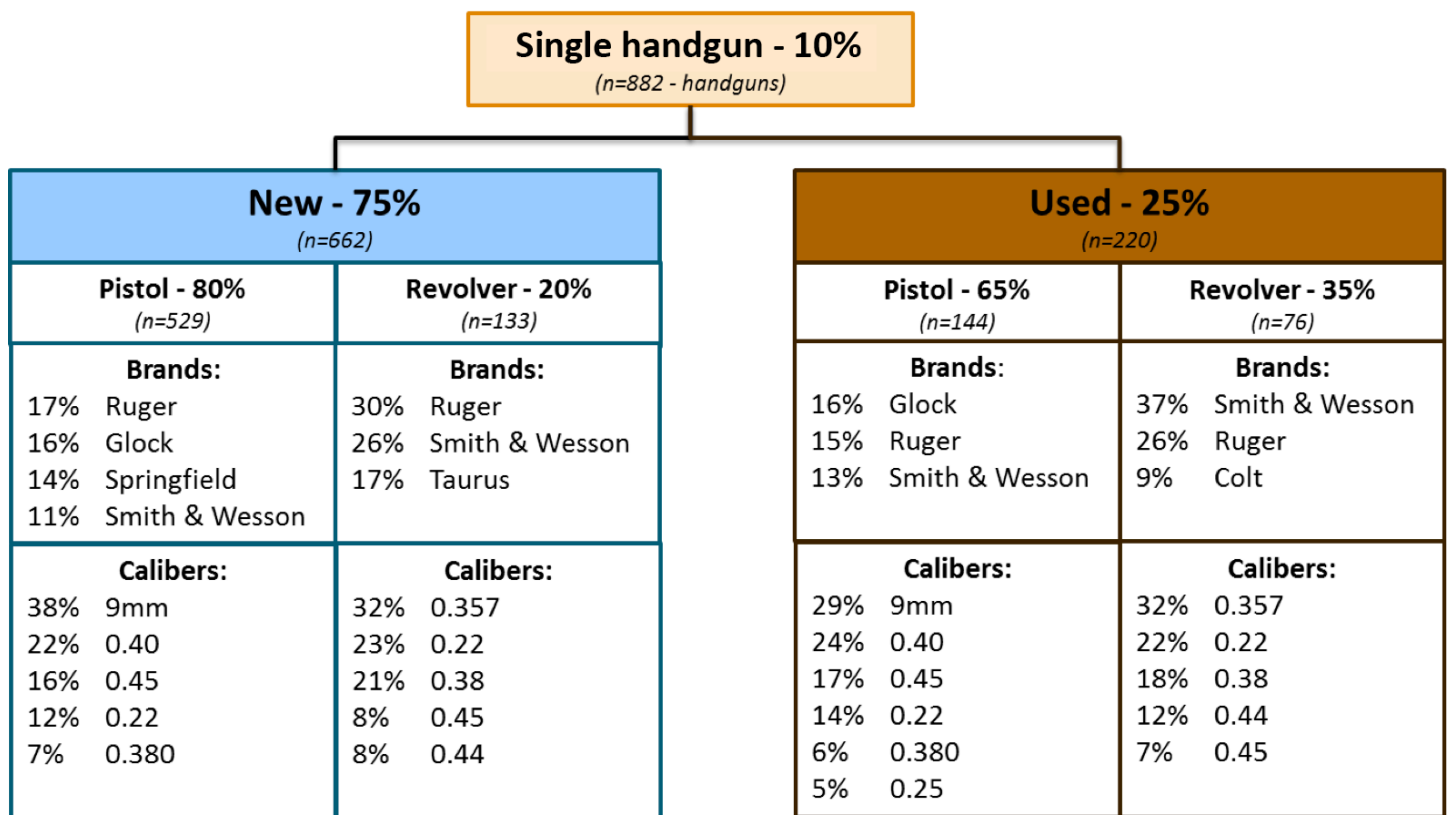


*Q1. For the handguns you personally own, please tell us what brand, the type (revolver/pistol), the caliber and if it was bought new or used.*



## Survey Respondents - Single Handgun Ownership Profile

The figures below represent the total number of handguns reported by all participating survey respondent who own one handgun.

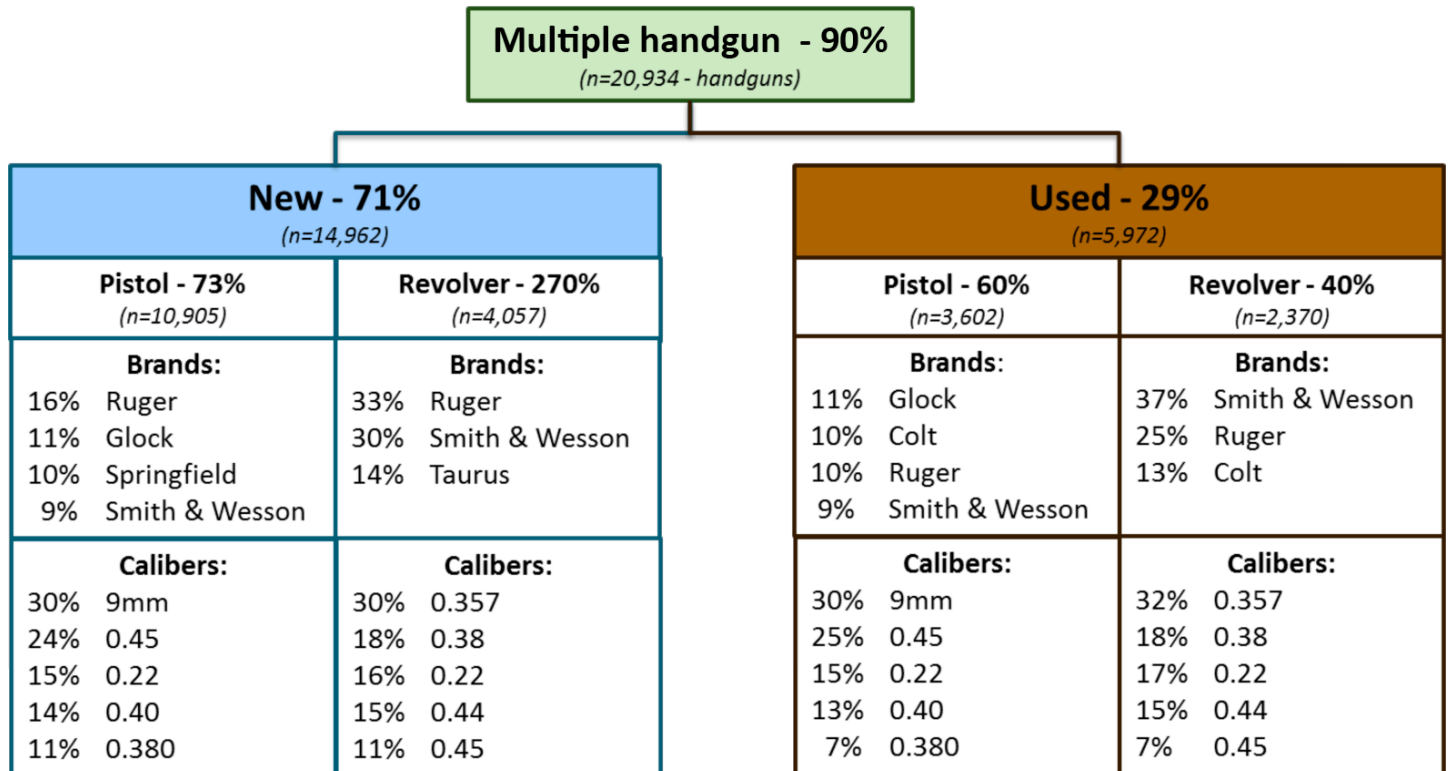


**Q1** For the handguns you personally own, please tell us what brand, the type (revolver/pistol), the caliber and if it was bought new or used.



## Survey Respondents - Multiple Handgun Ownership Profile

The figures below represent the total number of handguns reported by all participating survey respondent who own multiple handguns.

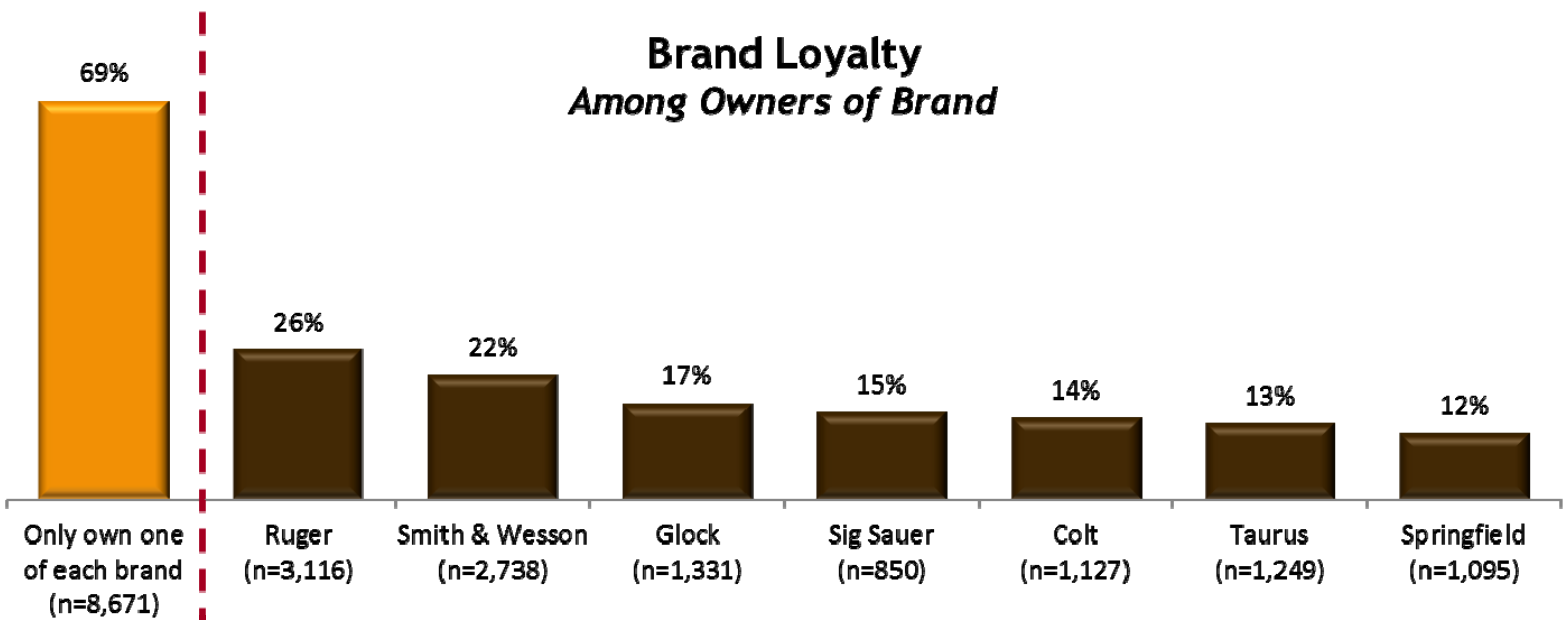


*Q1. For the handguns you personally own, please tell us what brand, the type (revolver/pistol), the caliber and if it was bought new or used.*



## Survey Respondents - Brand Loyalty *Among Multiple Handgun Owners*

- ❖ Overall, 31% of handgun owners own only one brand.
  - Among gun owners who own multiple handguns, 34% own multiple guns of the same brand.
- ❖ Ruger has the highest level of loyalty, with 26% of owners having at least two Ruger handguns.
- ❖ Smith & Wesson also enjoys high loyalty, with 22% of their owners owning two or more of their handguns.

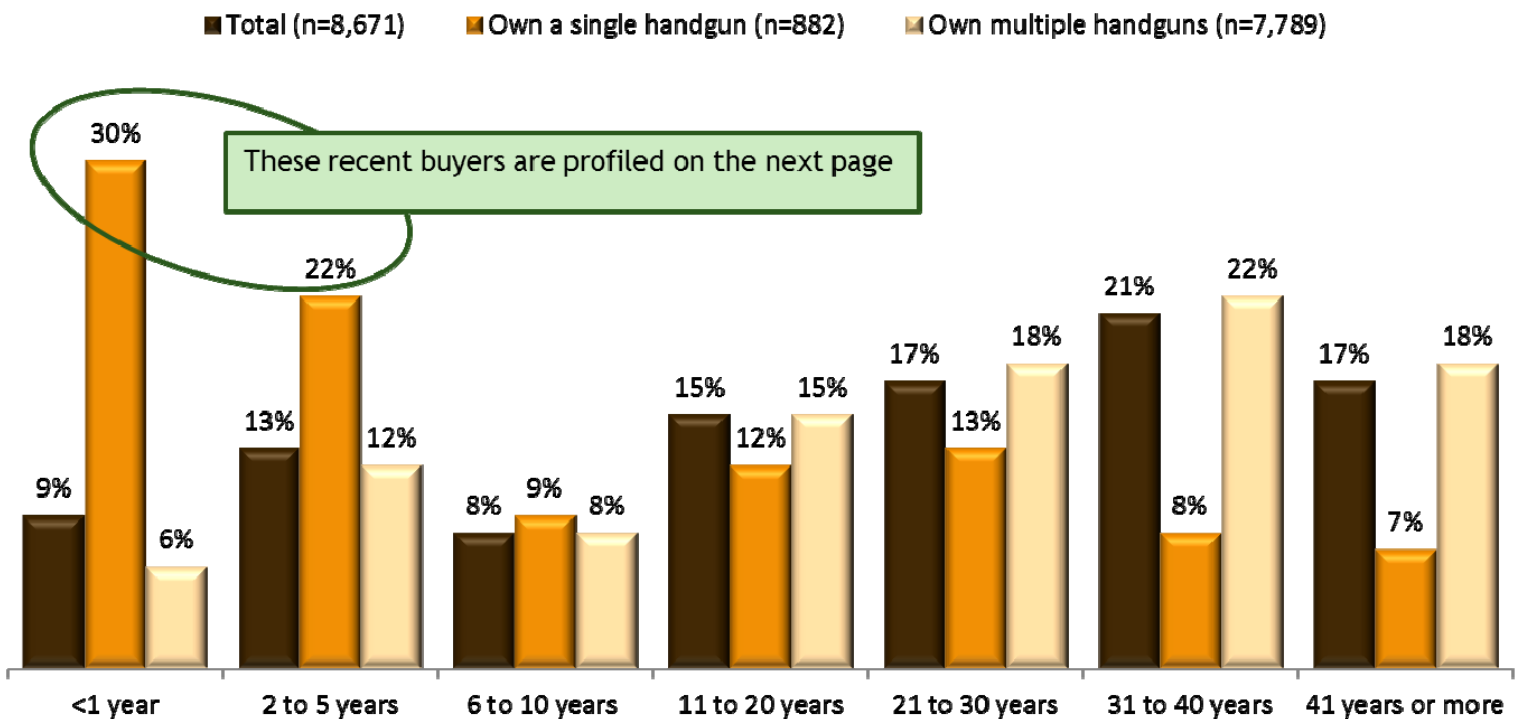




## Survey Respondents - First Handgun Purchase

- ❖ Nearly one third (30%) of single handgun owners purchased their first and only handgun within the past year.
- ❖ Those with multiple handguns tend to be long-time owners, with almost three fourths (73%) purchasing their first handgun more than 10 years ago.

### Time Elapsed Since First Handgun Purchase



*Q3 In what year did you purchase your first handgun?*



## Survey Respondents - Recent Handgun Purchasers

- ❖ The single handgun owner who has purchased their handgun recently (2008 to 2011) has the following characteristics:
  - They are 42 years old (median) and have a median income of \$66,050
  - They purchase mostly new (82%) pistols (88%), primarily 9mm (38%) and .40 caliber (20%)
    - They are less likely to own rifles or other firearms (e.g., shotgun, muzzleloader, etc.)
    - They are likely to buy another handgun in the next 12 months (63%)
  - They purchase their handguns at independent firearm retailers/local gun stores (40%), or at sporting goods/outdoor stores (26%), and paid an average of \$471 for the handgun
    - They are open to purchasing a firearm online (80%), in fact 16% did so when they bought their handgun
    - The most frequently purchased handgun accessories for the gun are: cleaning kit (75), holster (59%), defensive ammunition (55%) and a hard carrying case (49%).
  - They spend time researching handguns before making a purchase (98%)
    - When it comes to choosing a handgun, they rely heavily on online sources (manufacturer websites: 57%; online forums or blogs: 51%), as well recommendations from friends, family members and co-workers (51%)
  - They have shot their handgun an average of 13 days (6 median), and they have fired an average of 729 (355 median) rounds of ammunition in the past 12 months
  - They would have liked to shoot more often during the past 12 months (73%)
    - They mention not enough free time (78%) and cost of ammunition (55%) as the main barriers to not shooting more
  - They primarily use their handgun for home defense (42%) and non-competitive shooting (30%)
  - They plan to acquire a concealed carry permit within the next 12 months (61%). Only 35% recent purchasers currently have one





# Survey Respondents Purchasing Process

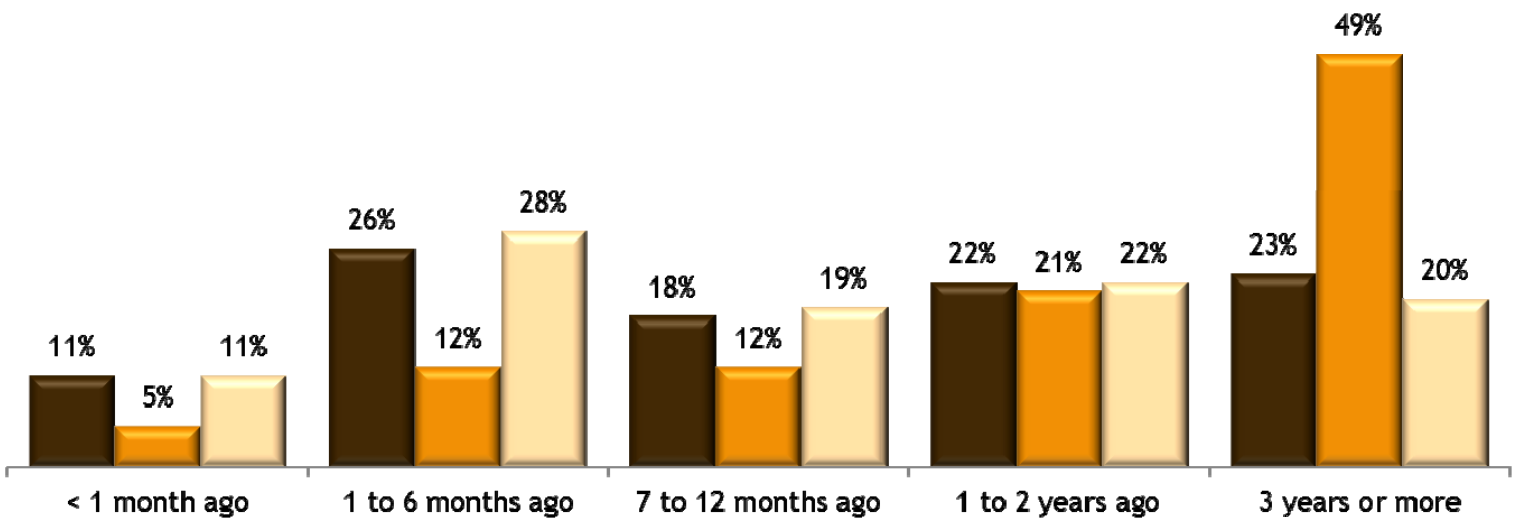


## Most Recent Handgun Timeline

- ❖ Roughly 3 in 5 (55%) multiple handgun owners have purchased a handgun within the past year.

### Timeframe of Most Recent Purchase

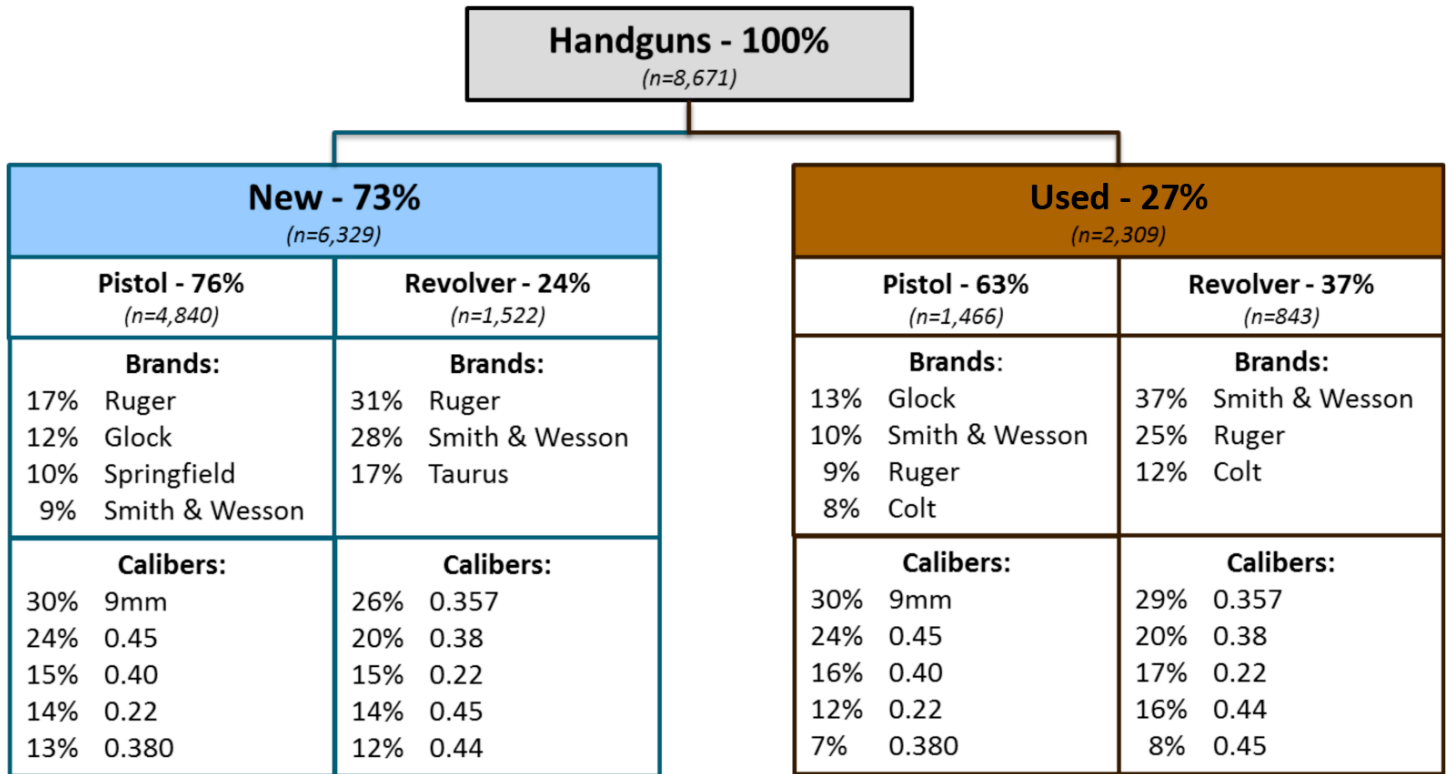
■ Total (n=8,671)   ■ Own a single handgun (n=882)   ■ Own multiple handguns (n=7,789)



*Q4. When did you make your most recent handgun purchase?*



## Most Recent Handgun Purchase



*Q5. Of the handguns you currently own, which of the following was your most recent purchase?*



## Survey Respondents - Location of Most Recent Purchase

- ❖ Independent firearm retailers and local gun stores are the most common sources of handgun purchases (43%).
- ❖ Sporting goods or outdoor stores are mentioned with significantly higher frequency among single handgun owners compared to multiple handgun owners (23% vs. 18%).
- ❖ Multiple handgun owners are more likely to mention online or a gun show as the location of their most recent purchase, compared to single handgun owners (13% vs. 9% and 8% vs. 6%, respectively).

Source of most recent handgun purchase	Total (n=8,671)	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Independent firearm retailer or local gun store	43%	43%	43%
Sporting good/outdoor store	18%	23%	18%
Online (followed by a transfer to an FFL for pick-up)	13%	9%	13%
From an individual such as a friend, relative or co-worker	11%	11%	11%
Gun show	8%	6%	8%
Pawn shop	3%	4%	3%
Shooting range	2%	2%	2%
Other	3%	2%	3%

Sporting good/outdoor store survey examples included: Academy, Bass Pro Shops, Cabela’s, Dick’s, Gander Mt.

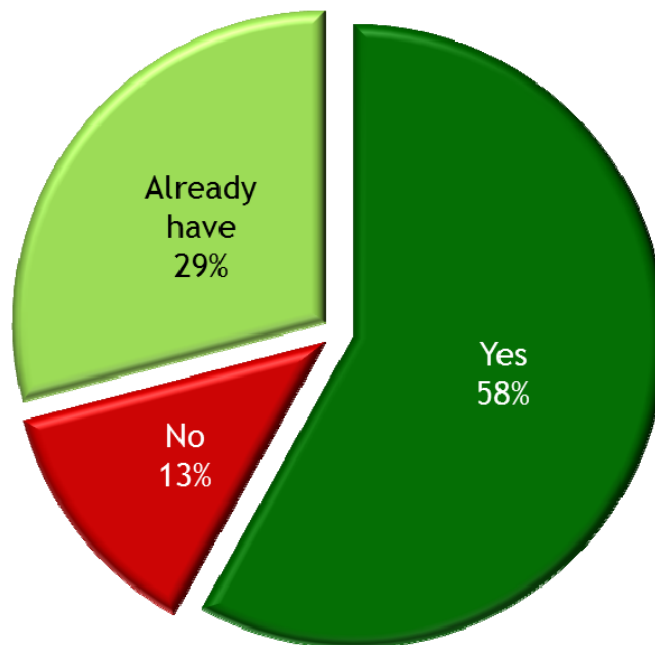
### Q6. *Where did you purchase your most recent handgun?*



## Survey Respondents - Purchasing Online

- ❖ Three in ten (29%) handgun owners have already made a firearm purchase online and another 58% would consider it.
  - Those aged 55 and older are significantly less likely to consider purchasing a firearm online (17% vs. 12% - 54 and younger).

**Would Consider Purchasing Online**  
(n=8,671)



**Q6A. Would you consider purchasing a firearm online?**  
(Note: Results may be skewed up as this was an online survey).

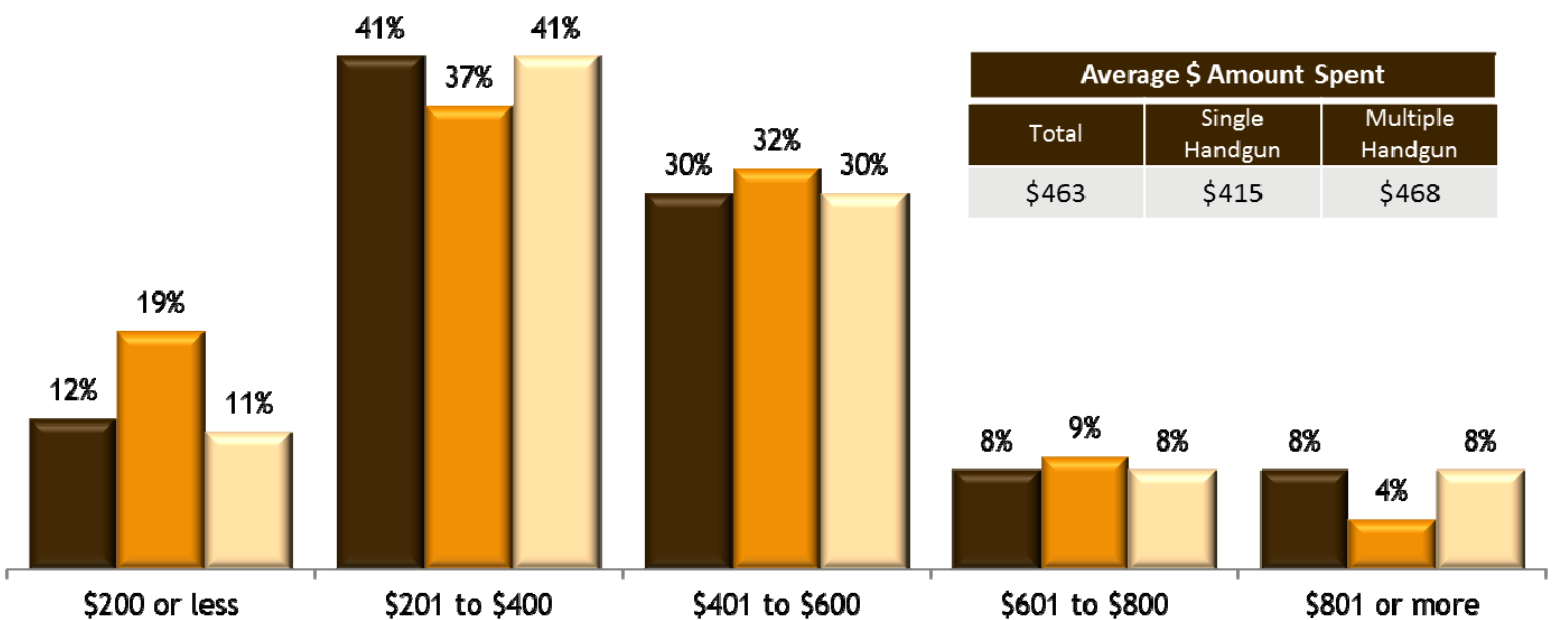


## Survey Respondents - Spending – Most Recent Purchase

- ❖ Four in five (83%) spent \$600 or less on their most recent handgun purchase, with an **average purchase price of \$463**.
  - On average, multiple handgun owners spend 12.8% more on their most recent handgun purchase than single handgun owners (\$468 vs. \$415).
  - Single handgun owners are more likely than multiple handgun owners to have spent \$200 or less on their most recent handgun purchase (19% vs. 11%).

### Amount Spent on Last Handgun

■ Total (n=8,671)   ■ Own a single handgun (n=882)   ■ Own multiple handguns (n=7,789)



*Q7. Approximately, how much did you pay for your most recent handgun purchase?*

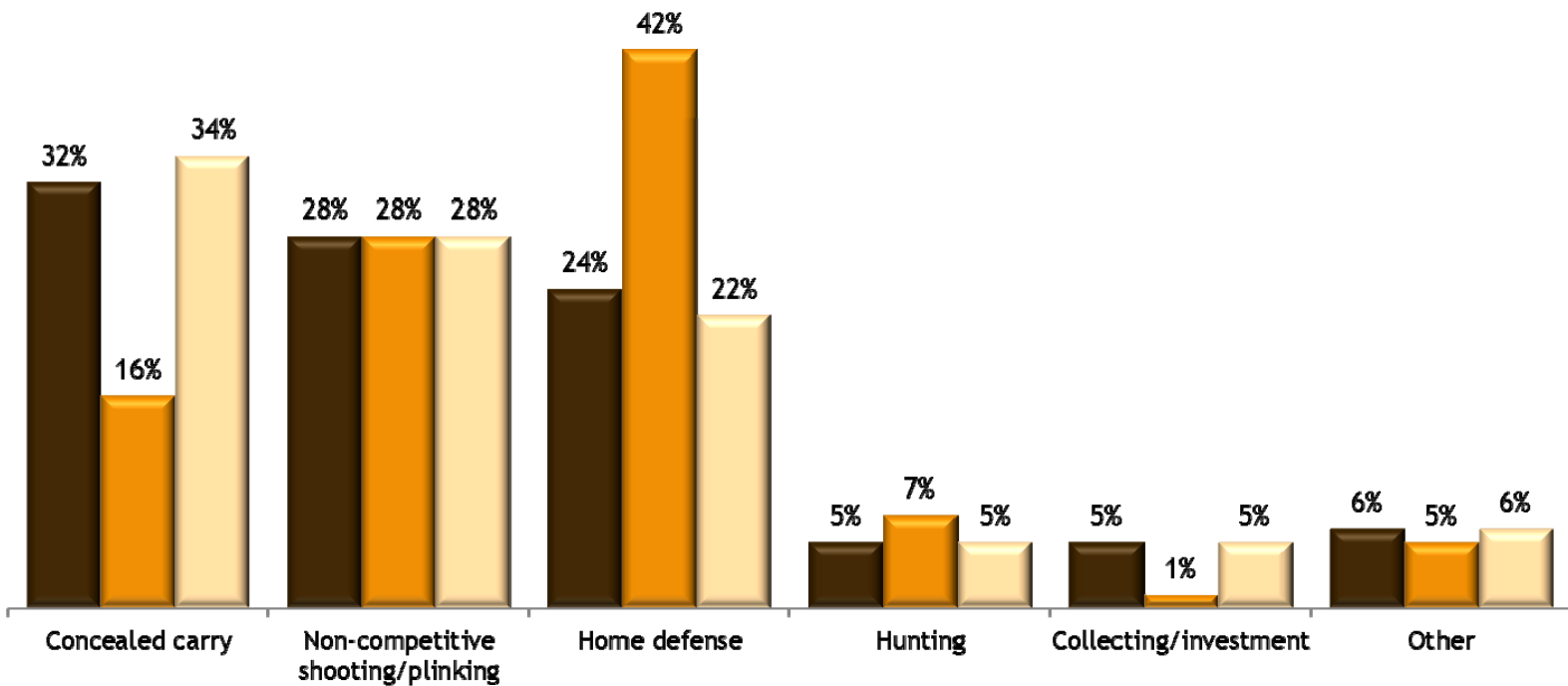


## Survey Respondents - Handgun Usage – Most Recent Purchase

- ❖ Concealed carry, non-competitive shooting, and home defense are the top uses mentioned by handgun owners for their most recent handgun purchase.
  - Two fifths (42%) of single handgun owners indicate that home defense is the primary use for their most recent handgun purchase.
  - One third (34%) of multiple handgun owners mention concealed carry as their primary handgun use.

### Primary Use of Handgun

■ Total (n=8,671)    ■ Own a single handgun (n=882)    ■ Own multiple handguns (n=7,789)



Q8. *What is the main use of your most recently purchased handgun? (select one)*



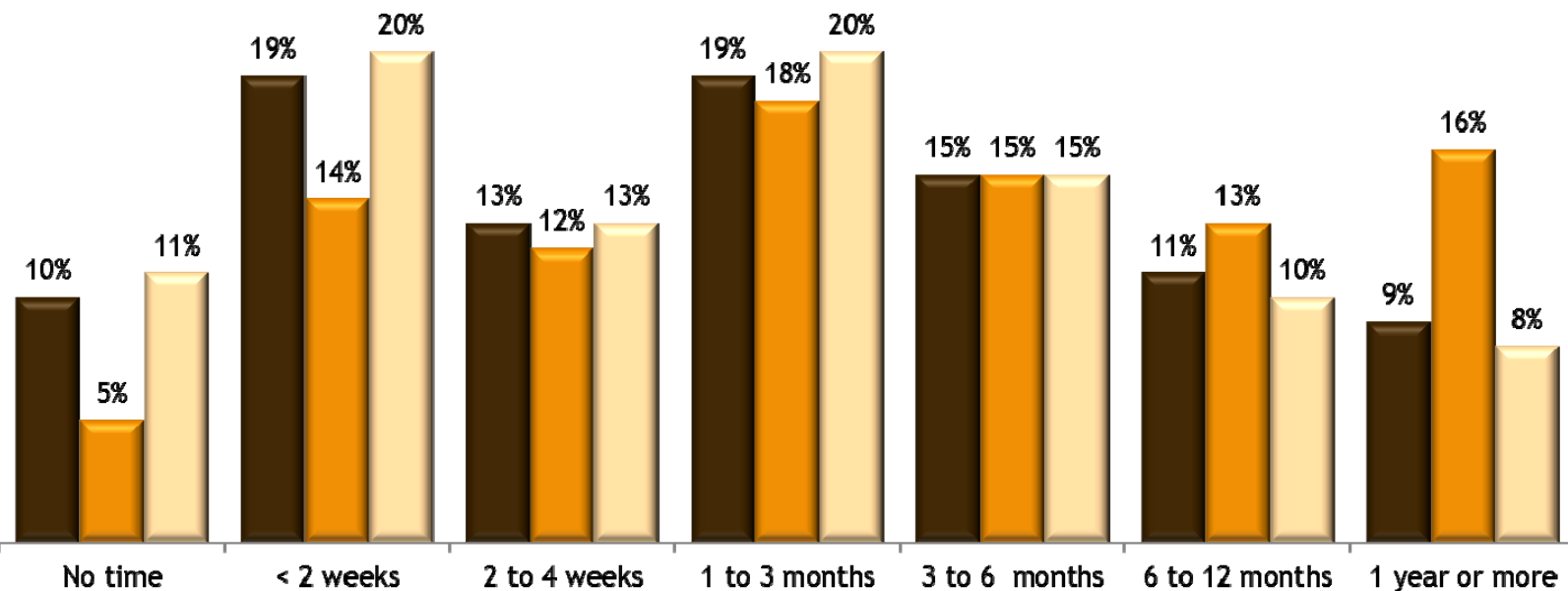


## Length of Purchasing Process – Most Recent Purchase

- ❖ Three quarters (76%) of respondents say they spent less than 6 months thinking about a handgun purchase before actually making their most recent purchase.
  - Multiple handgun owners spend less time on the purchasing process than single handgun owners.
    - One third of multiple handgun owners (31%) spent less than two weeks deciding to purchase their last handgun.

### Timeframe of Purchasing Process

■ Total (n=8,671)    ■ Own a single handgun (n=882)    ■ Own multiple handguns (n=7,789)

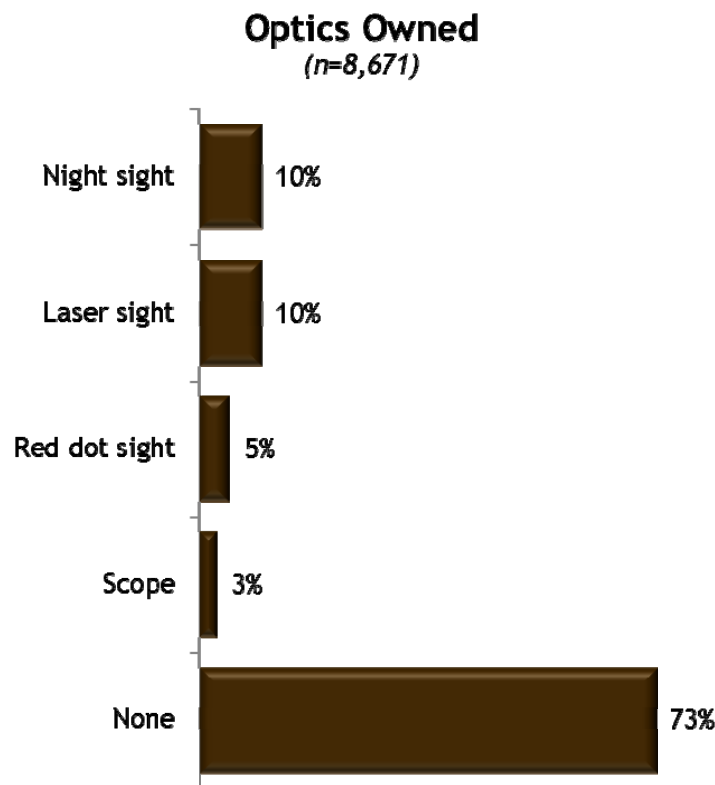


*Q9. How long did you think about your most recently purchased handgun before you bought it?*



## Survey Respondents - Optics – Most Recent Purchase

- ❖ Nearly three quarters (73%) of handgun owners say they do not own any optics for their most recent handgun purchase.
  - Multiple handgun owners are more likely to own an optics product than single handgun owners (27% vs. 21%).
- ❖ Among those who own optics for their most recent purchase, night sights and laser sights are most common.
  - For their most recent purchase, those 55 and older mention owning a laser sight significantly more often than those younger than 55 (11% vs. 8%). Those 54 and younger mention owning night sights significantly more often (13% vs. 8%).
  - Multiple handgun owners mention purchasing a laser sight with significantly higher frequency than single handgun owners (10% vs. 7%).

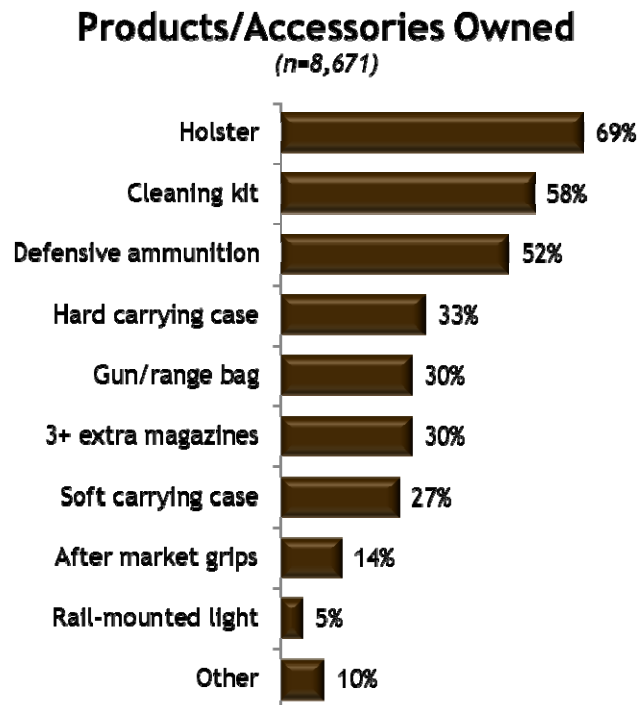


*Q11. Which, if any, of the following optics do you own for your most recently purchased handgun?*



## Products/Accessories – Most Recent Purchase

- ❖ Holsters are the most commonly owned accessory for survey respondents , with more than two thirds (69%) reporting ownership.
- ❖ For their most recent handgun purchase, more single handgun owners than multiple handgun owners have:
  - A cleaning kit (75% vs. 56%)
  - A hard carrying case (41% vs. 32%)
- ❖ With their most recent handgun purchase. more multiple handgun owners than single handgun owners have:
  - 3 or more extra magazines (31% vs. 25%)
  - A soft carrying case (28% vs. 24%)
  - After market grips (14% vs. 10%)



*Q10. Which of the following products/accessories do you own for your most recently purchased handgun?*



## Survey Respondents - Products/Accessories Owned (cont.)

Products owned	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Holster	67%	70%
Cleaning kit	75%	56%
Defensive ammunition	50%	52%
Hard carrying case	41%	32%
Gun/range bag	30%	30%
3 or more extra magazines	25%	31%
Soft carrying case	24%	28%
After market grips	10%	14%
Rail-mounted light	6%	5%
Night sight	9%	10%
Laser sight	7%	10%
Red dot sight	4%	5%

*Q10. Which of the following products/accessories do you own for your most recently purchased handgun?*

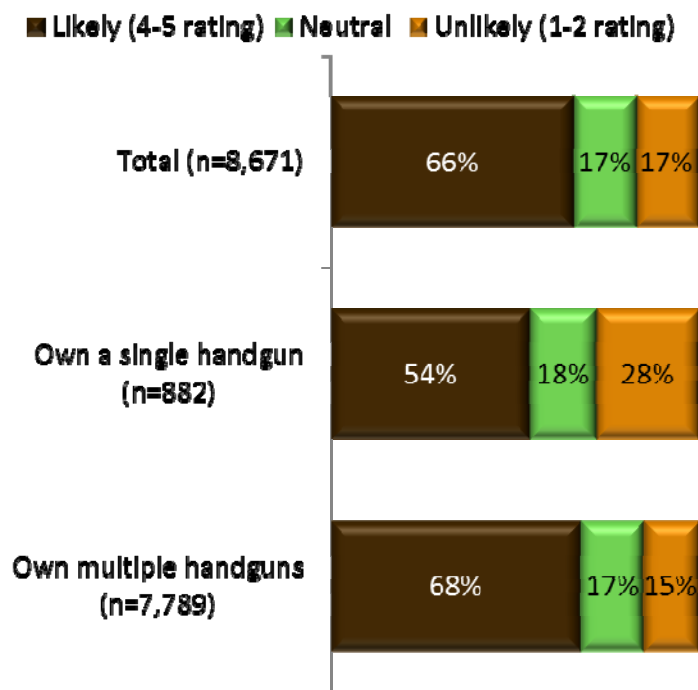
*Q11. Which, if any, of the following optics do you own for your most recently purchased handgun?*



## Survey Respondents - Prospect of Purchasing a Handgun

- ❖ The majority of current handgun owners (66%) are likely to purchase another handgun within the next 12 months.
  - Multiple handgun owners are more likely than single handgun owners to purchase a handgun within the next 12 months (68% vs. 54%).
  - Those who purchased their most recent handgun within the last 12 months are significantly more likely to buy another handgun in the next 12 months than those who purchased their most recent handgun more than 12 months ago (77% vs. 53%).

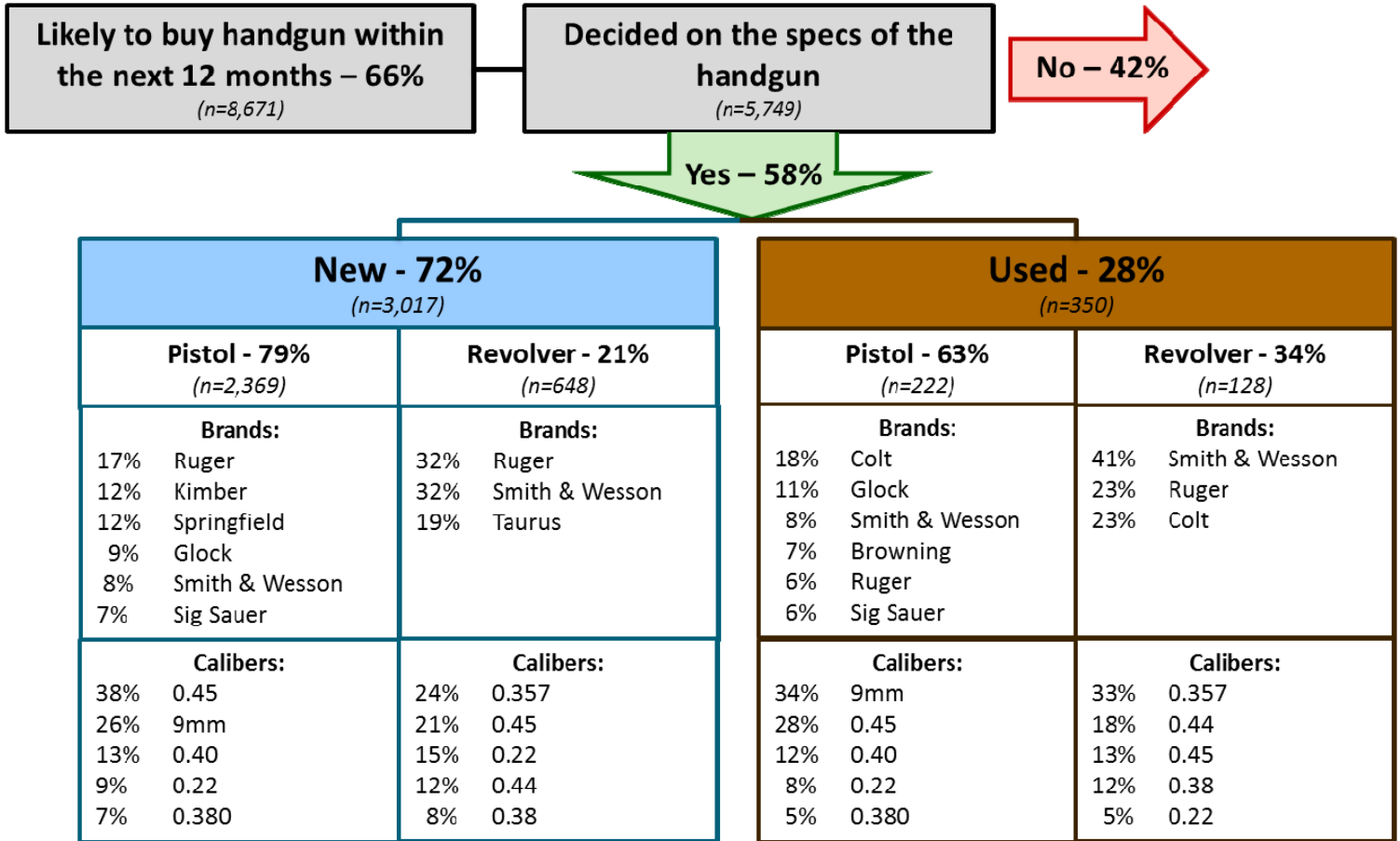
### Likelihood of Handgun Purchase



*Q12. How likely are you to purchase a handgun in the next 12 months?*



## Survey Respondents - Planned Purchase



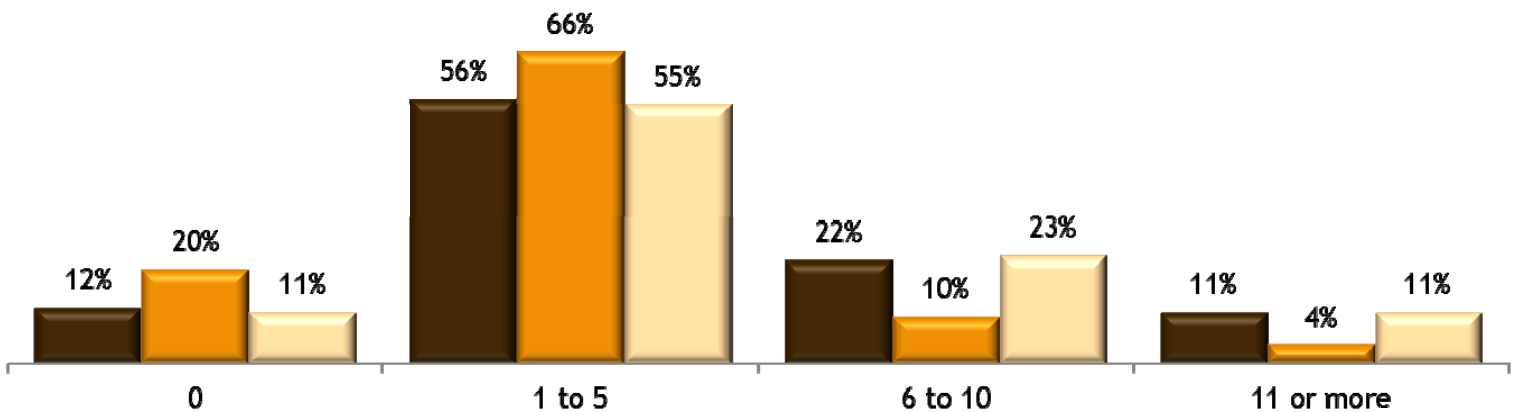


## Survey Respondents -Purchasing Frequency Handgun Ammunition

- ❖ The majority (88%) of handgun owners have purchased ammunition for their handgun(s) within the past 12 months.
  - Not surprisingly, shooting frequency plays a large role in handgun ammunition purchases. Those that have participated in less than 11 days of shooting activity in the past year are significantly more likely to mention not purchasing any ammunition in the past 12 months (17% vs. 7% - 11 or more days of shooting activity).

### Ammunition Purchases - Last 12 Months

■ Total (n=8,671)   ■ Own a single handgun (n=882)   ■ Own multiple handguns (n=7,789)



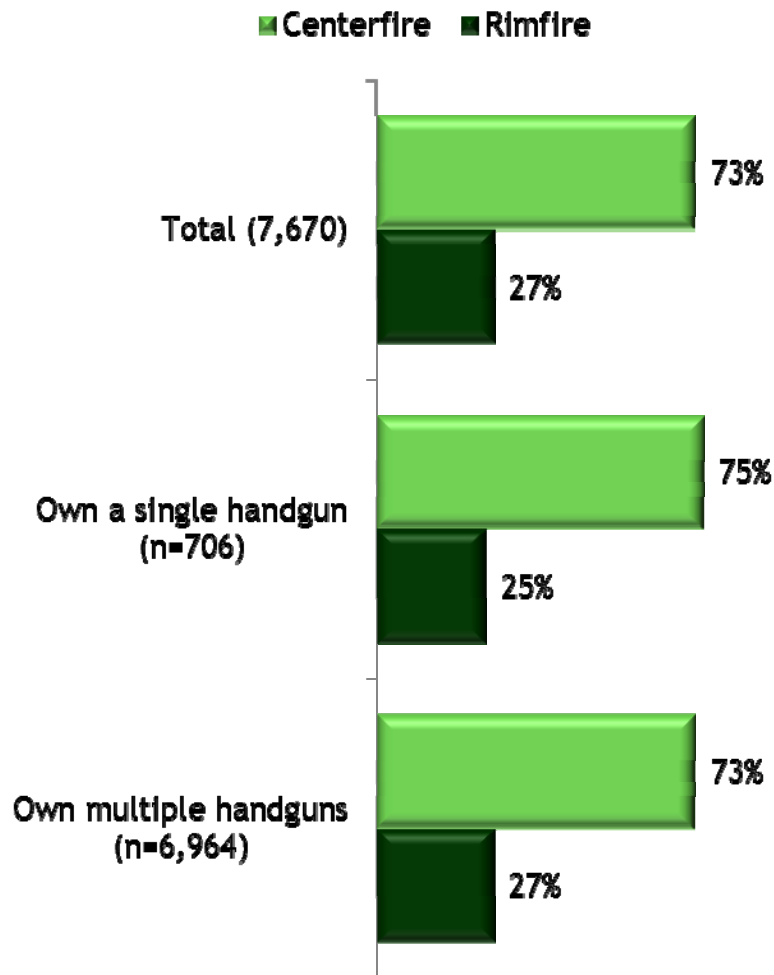
*Q13. Approximately how many times in the last 12 months did you buy ammunition for your handgun(s)?*



## Survey Respondents - Type of Ammunition Purchased

- ❖ Overall, most handgun owners are purchasing a higher percentage of centerfire ammunition than rimfire ammunition for their handgun(s) (73% vs. 27%).

### Ammunition Purchased



*Q13A. In the last 12 months, what percentage of your handgun ammunition purchases were for centerfire (e.g. 9mm, .44cal, .38cal...) handgun ammunition, as opposed to rimfire (e.g. .22, .17) handgun ammunition?*

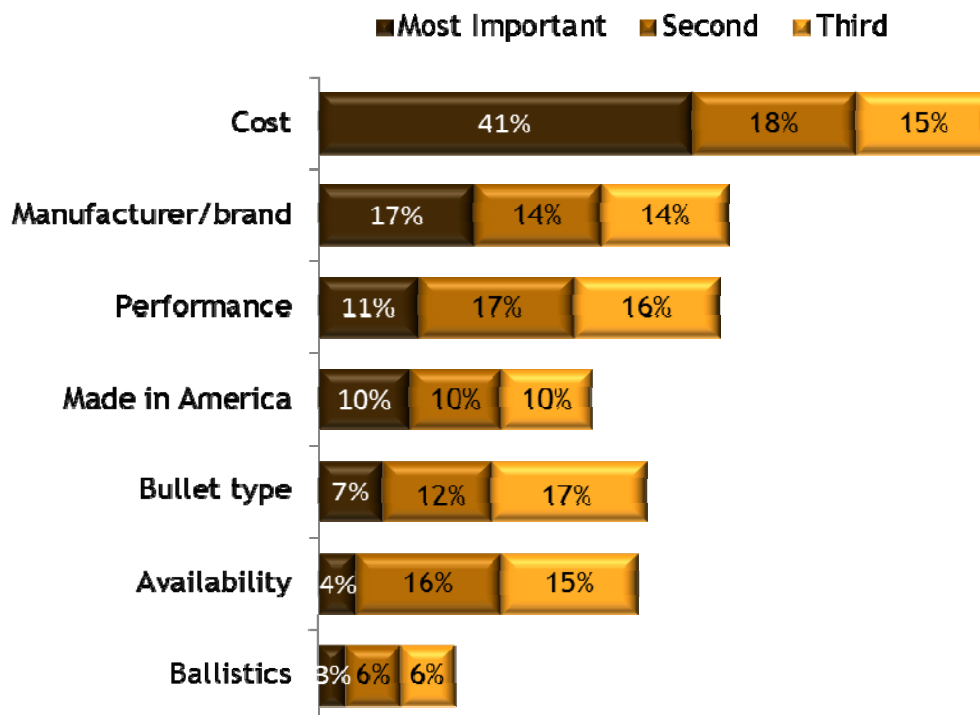




## Centerfire Purchasing Factors – Target Shooting

- ❖ When it comes to purchasing centerfire handgun ammunition for target shooting, ammunition cost is the most important factor handgun owners consider.
  - However, cost aside, the ammunition manufacturer/brand and ammunition performance are key factors in the purchase decision.
- ❖ Additional purchasing factors that were found to have **little to no importance** when considering centerfire handgun ammunition include:
  - Ammunition made with lead or lead components;
  - Ammunition made with no lead or lead components; and
  - The appearance of packing/branding.

### Target Shooting Factor Importance (n=8,671)



*Q13B. Which of the following factors are most important when purchasing centerfire (e.g. 9mm, .44 cal., .38 cal..) handgun ammunition for target shooting/training?*



## Centerfire Purchasing Factors – Target Shooting

Factor Ranked in the Top 3	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Cost	73%	74%
Manufacturer/brand	45%	46%
Performance	45%	43%
Made in America	27%	30%
Bullet type	31%	37%
Availability	35%	34%
Ballistics	12%	14%
Ammunition made with lead or lead components	1%	3%
Ammunition made with no lead or lead based components	3%	2%
Look of package/branding	1%	1%

*Q13B. Which of the following factors are most important when purchasing centerfire (e.g. 9mm, .44 cal., .38 cal...) handgun ammunition for target shooting/training?*

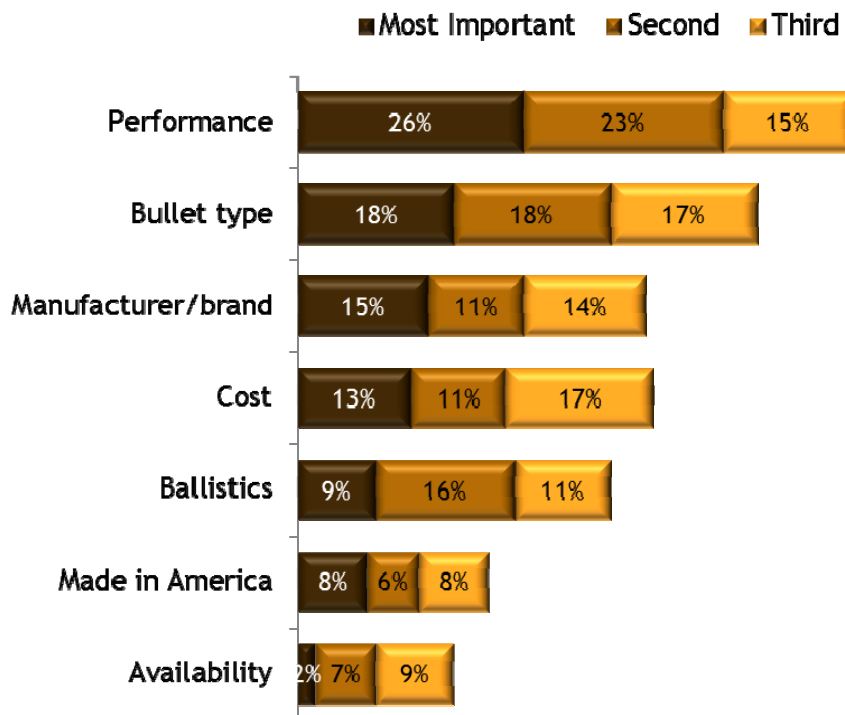


## Centerfire Purchasing Factors – Personal Defense/Hunting

- ❖ When comparing personal defense/hunting versus target shooting considerations, ammunition purchase factors vary greatly.
- ❖ When considering the purchase of ammunition for personal defense/hunting, owners place high importance on performance and bullet type.
- ❖ Similar to target shooting, handgun owners give little to no consideration to whether or not ammunition is made with lead or lead components, ammunition is made with no lead or lead components, or the appearance of packing/branding.

### Personal Defense/Hunting Factor Importance

(n=8,671)



*Q13C. Which of the following factors are most important when purchasing centerfire (e.g. 9mm, .44 cal., .38 cal...) handgun ammunition for personal defense or hunting?*



## Centerfire Purchasing Factors – Personal Defense/Hunting (cont.)

Factor Ranked in the Top 3	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Performance	57%	64%
Bullet type	43%	54%
Manufacturer/brand	40%	41%
Cost	51%	41%
Ballistics	27%	37%
Made in America	22%	22%
Availability	23%	18%
Ammunition made with lead or lead components	3%	3%
Ammunition made with no lead or lead based components	4%	3%
Look of package/branding	2%	3%

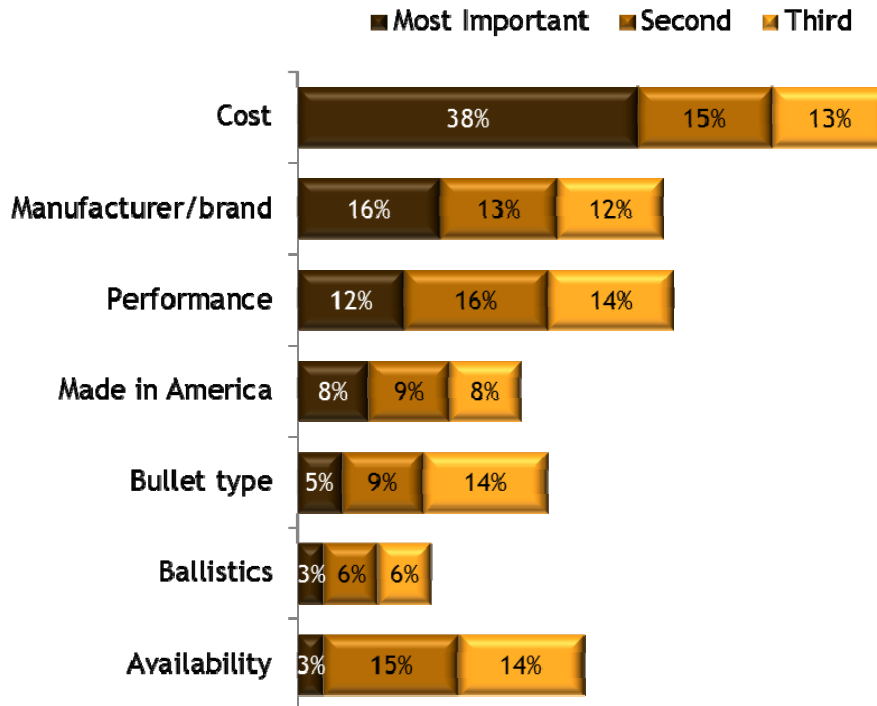
*Q13C. Which of the following factors are most important when purchasing centerfire (e.g. 9mm, .44 cal., .38 cal...) handgun ammunition for personal defense or hunting?*



## Survey Respondents - Purchasing Factors – Rimfire

- ❖ The overwhelming factor of importance when purchasing rimfire handgun ammunition is cost.
  - Manufacturer/brand and performance are secondary considerations.

### Factor Importance for Rimfire (n=8,671)



Q13D. Which are the three most important factors when purchasing rimfire (e.g. .22, .17) handgun ammunition?



## Survey Respondents - Purchasing Factors – Rimfire (cont.)

Factor ranked in the top 3	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Cost	50%	68%
Manufacturer/brand	30%	43%
Performance	30%	43%
Made in America	18%	25%
Bullet type	19%	28%
Ballistics	9%	14%
Availability	23%	32%
Ammunition made with lead or lead components	2%	3%
Ammunition made with no lead or lead based components	3%	2%
Look of package/branding	1%	2%

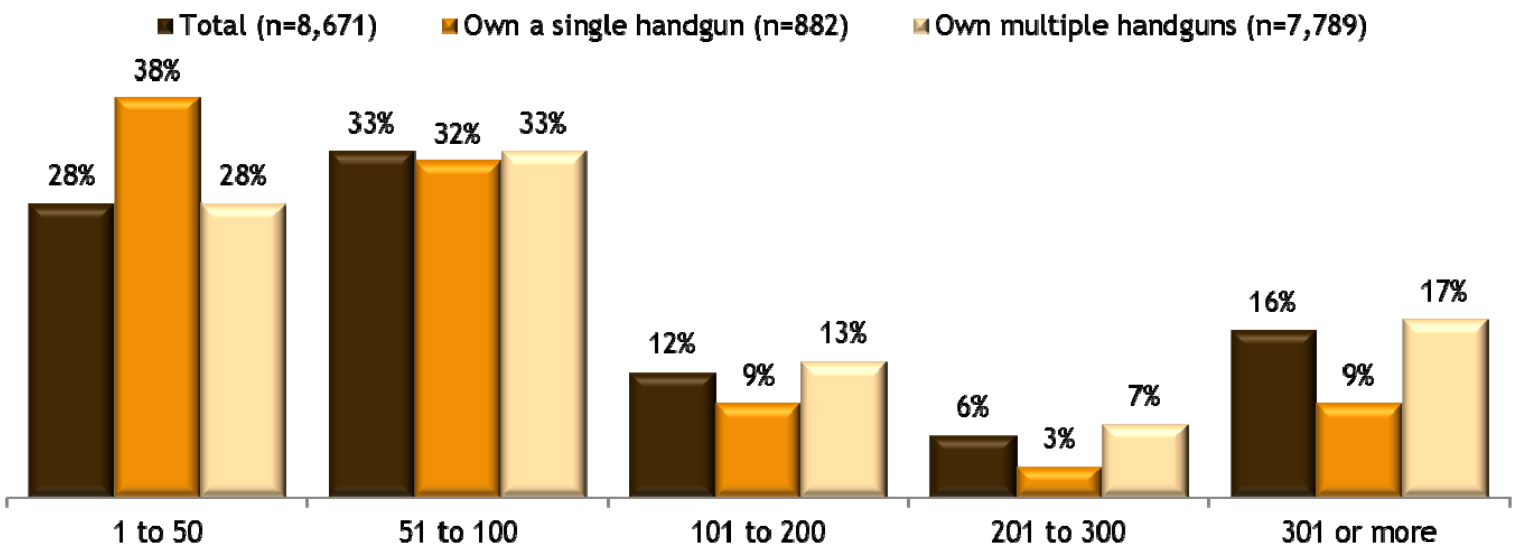
*Q13D. Which are the three most important factors when purchasing rimfire (e.g. .22, .17) handgun ammunition?*



## Survey Respondents - Rounds Purchased – Centerfire

- ❖ When it comes to purchasing centerfire ammunition, on average, handgun owners are buying approximately 200 rounds.
  - On average, single handgun owners buy significantly fewer rounds of ammunition than multiple handgun owners.

### Typical Number of Centerfire Rounds Purchased



Average # Rounds Purchased		
Total	Single Handgun	Multiple Handgun
204	137	211

*Q14. When you buy centerfire handgun ammunition, typically, how many rounds do you purchase?*

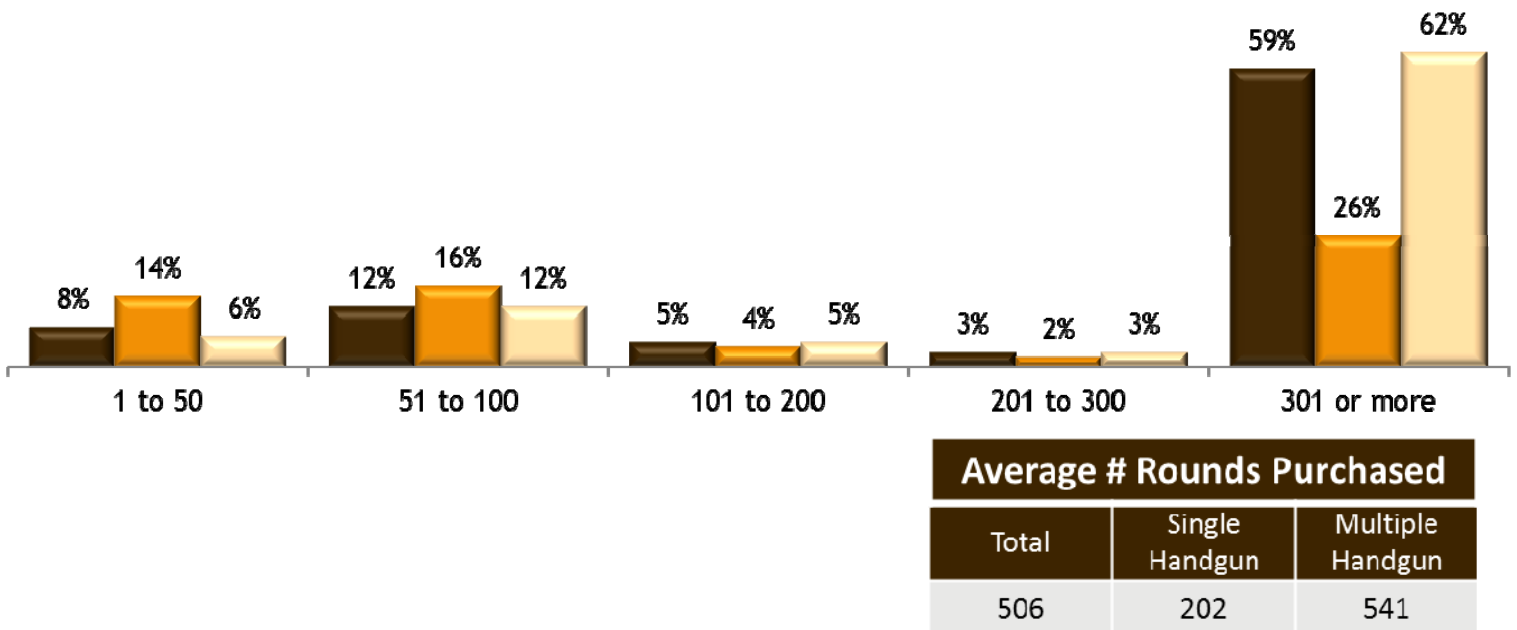


## Survey Respondents - Rounds Purchased – Rimfire

- ❖ Handgun owners typically buy, on average, approximately 500 rounds of rimfire ammunition
  - Similar to centerfire ammunition purchases, single handgun owners are buying significantly fewer rounds of ammunition, on average, than multiple handgun owners.

### Typical Number of Rimfire Rounds Purchased

■ Total (n=8,671)    ■ Own a single handgun (n=882)    ■ Own multiple handguns (n=7,789)



*Q14A. When you buy rimfire handgun ammunition, typically, how many rounds do you purchase?*





# Information Sources



## Information Sources Used by Survey Respondents

- ❖ Overall, manufacturer’s websites, magazine articles, and online forums/blogs were the most frequently used information sources by owners before purchasing their most recent handgun.
  - Those age 34 and under mention manufacturer’s website and online forums/blogs with significantly greater frequency than those 35 and older (59% vs. 48% and 60% vs. 36%, respectively).

Top Information Sources	Total (n=8,671)	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Manufacturer’s website	49%	44%	50%
Magazine article	40%	28%	41%
Online forum/blog	38%	35%	39%
Recommendation from a friend/family member/co-worker	35%	46%	33%
Manufacturer’s product catalog/brochure	29%	26%	30%
Recommendation from a gun store/range employee	20%	30%	19%
Gun show	16%	12%	16%
Magazine advertisement	15%	11%	15%
Professional endorsement	14%	18%	14%
Rented or borrowed a particular model prior to purchase	13%	16%	12%

*Q15: Before purchasing your most recent handgun, which of the following sources did you use or reference to become informed about the handguns you were considering?*

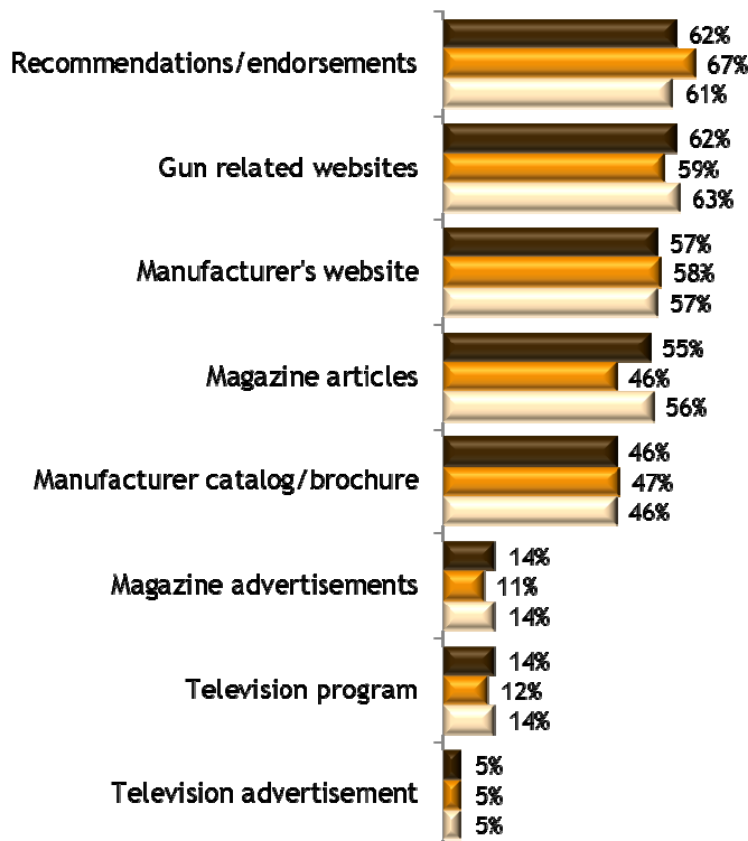


## Importance of Information Sources

- ❖ When asked to rate the importance of specific information sources, over half of handgun owners rate the following as important (4 or 5 rating):
  - Recommendations/endorsements (62%);
  - Gun related websites (62%);
  - Manufacturer websites (57%); and
  - Magazine articles (55%).

### Information Source Importance (4 & 5 rating)

■ Total (n=8,671) ■ Own a single handgun (n=882) ■ Own multiple handguns (n=7,789)



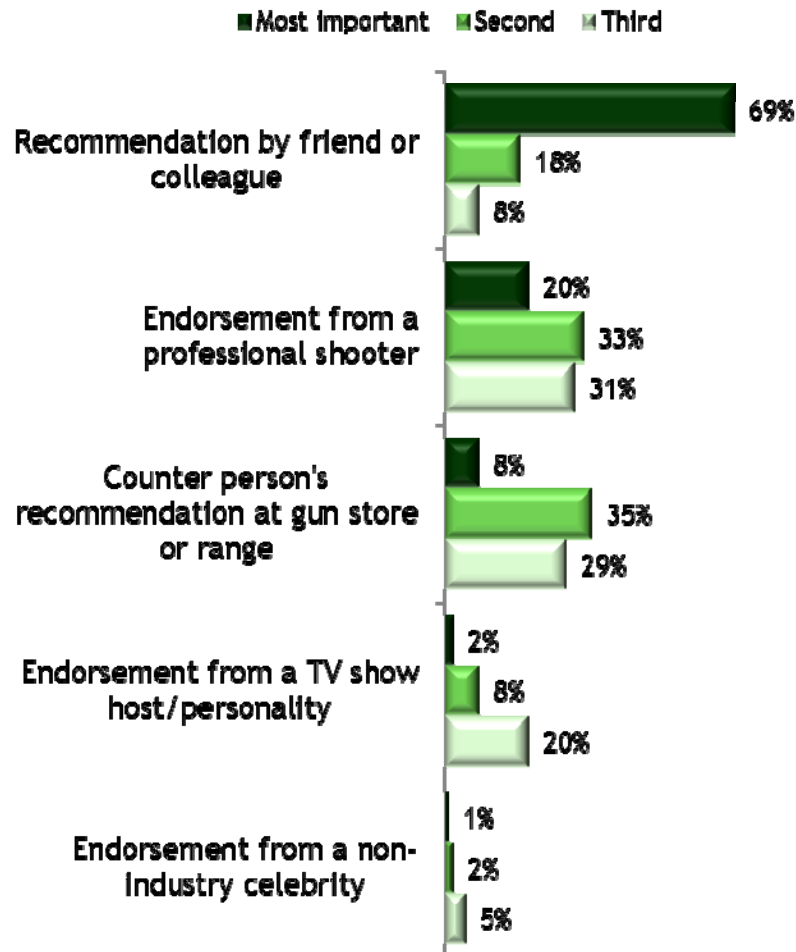
*Q16. In general, how important are these information sources to you when deciding which handgun to purchase? Please use a 5-point scale where one (1) means "not at all important" and five (5) means "very important."*



## Recommendation/Endorsement Sources

- ❖ Among those who find recommendations or endorsements important (4 or 5 rating), recommendations by a friend or colleague is by far the most important (69%).
- ❖ While, for some (20%), the endorsement by a professional shooter or other industry-related personality has some importance, the closer relationship to a friend or colleague is given a significantly higher ranking.

### Top Ranked (n=5,359)



*Q16X. You indicated that recommendations or endorsements are important to you when buying a handgun. Please sort the following five items from most to least important.*

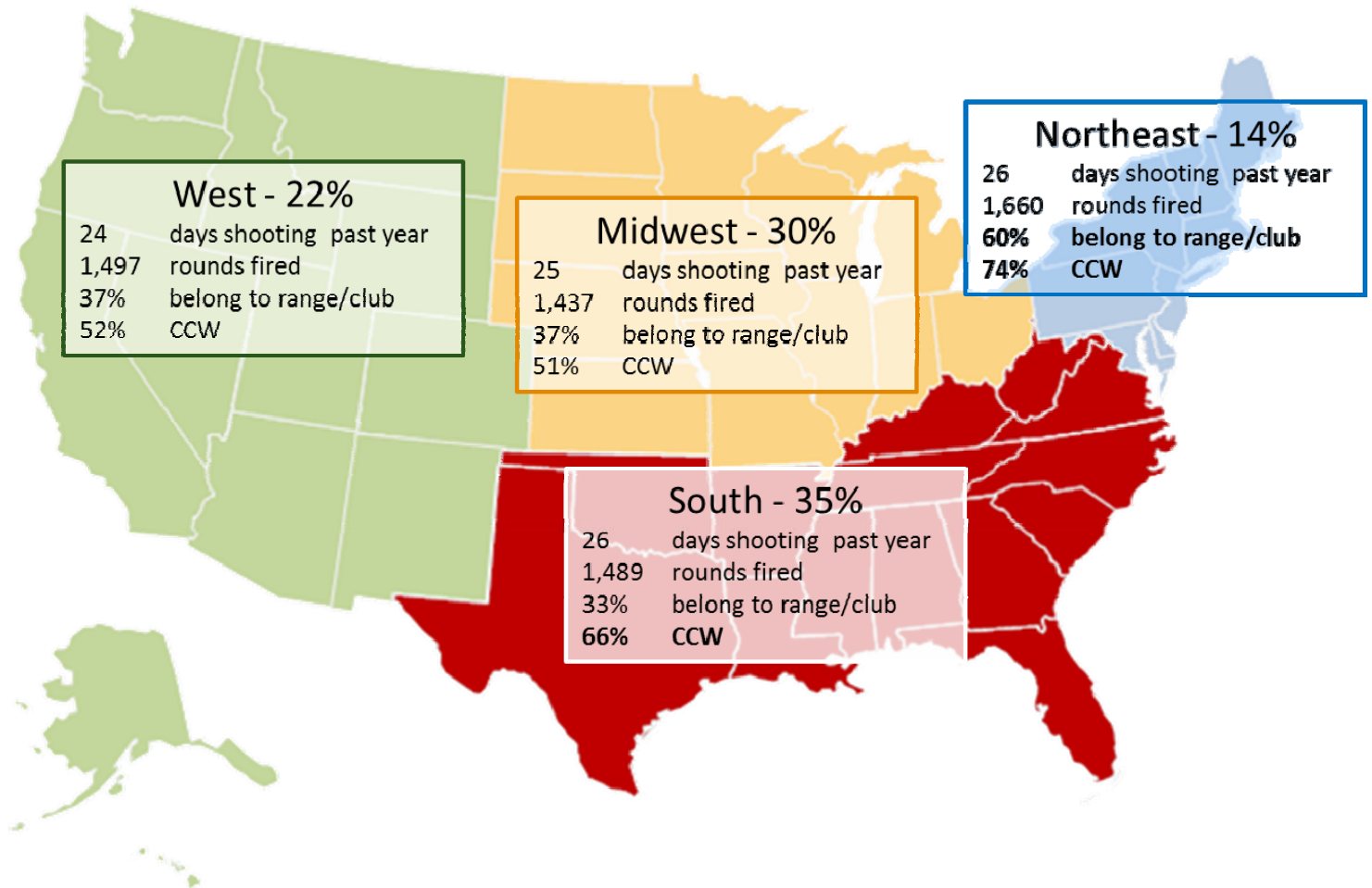


# Usage



## Survey Respondent - Regional Shooting Activity

(n=8,671)



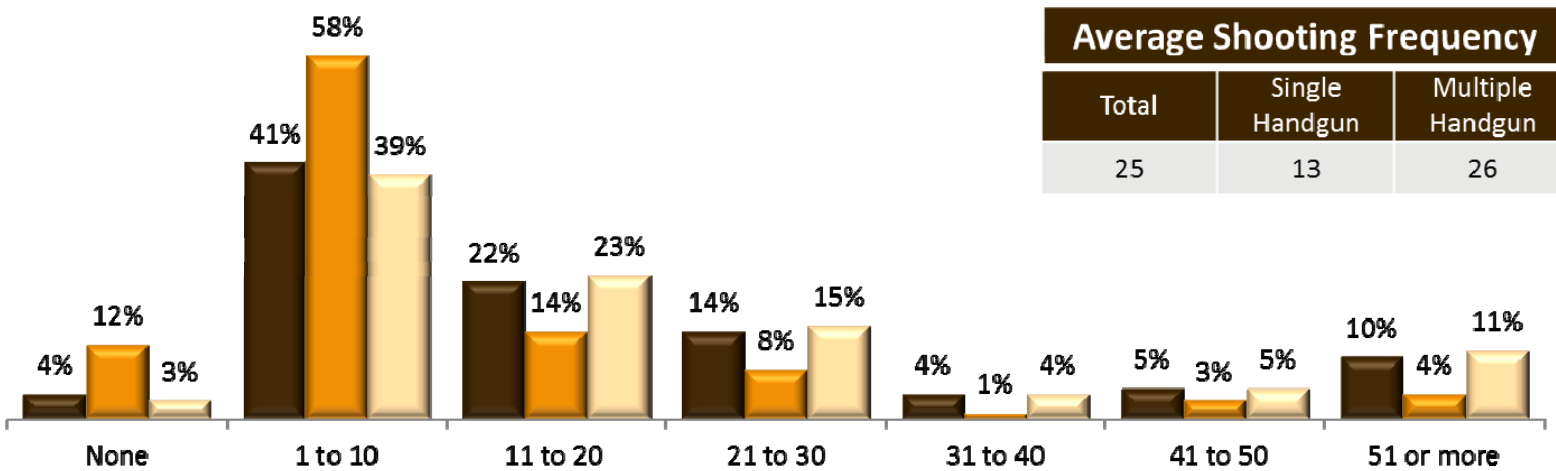


## Survey Respondent - Handgun Shooting Frequency

- ❖ In the last 12 months, single handgun owners have fired their handguns half as many days, on average, than multiple handgun owners (13 vs. 26).
  - Three fourths (71%) of single handgun owners have fired their handgun 10 times or less within the last 12 months.
- ❖ Only 4% of those surveys say they have not fired their handgun(s) in the last 12 months.
  - Single handgun owners are significantly more likely to have not fired their handgun in the past 12 months than multiple handgun owners (12% vs. 3%, respectively).

### Shooting Frequency in Days

■ Total (n=8,671)    
 ■ Own a single handgun (n=882)    
 ■ Own multiple handguns (n=7,789)



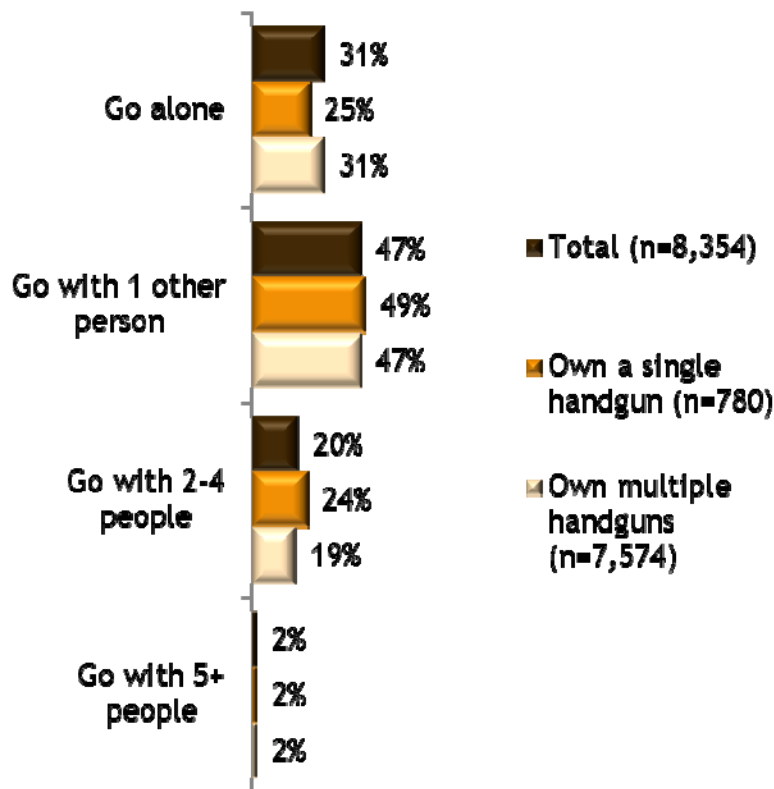
*Q20. Approximately how many days have you fired your handgun(s) in the last 12 months?*



## Survey Respondent - Target Shooting Habits

- ❖ Among those who have fired a handgun in the past 12 months, two thirds (69%) typically go target shooting with one or more people.
- ❖ Going shooting alone is significantly more common behavior among multiple handgun owners than single handgun owners (31% vs. 25%).
- ❖ Additionally, over half (59%) of those who have fired a handgun in the past 12 months have introduced someone to target shooting with the handgun in that same time period.

### Typical Shooting Habits



Q20A. When you go target shooting with your handgun do you typically...?

Q20B. Have you introduced someone to target shooting with a handgun within the past 12 months?





## Survey Respondent - Frequency Compared to Previous Year

- ❖ Among those handgun owners who have gone target shooting with a handgun within the past 12 months, the majority (52%) have not changed their target shooting frequency from the previous year.
- ❖ More multiple handgun owners than single handgun owners believe that they have gone shooting less compared to the previous year (22% vs. 18%).

### Frequency Compared to Last Year



*Q21. Have you gone target shooting with your handgun(s) more, less or about the same over the last 12 months compared to last year?*

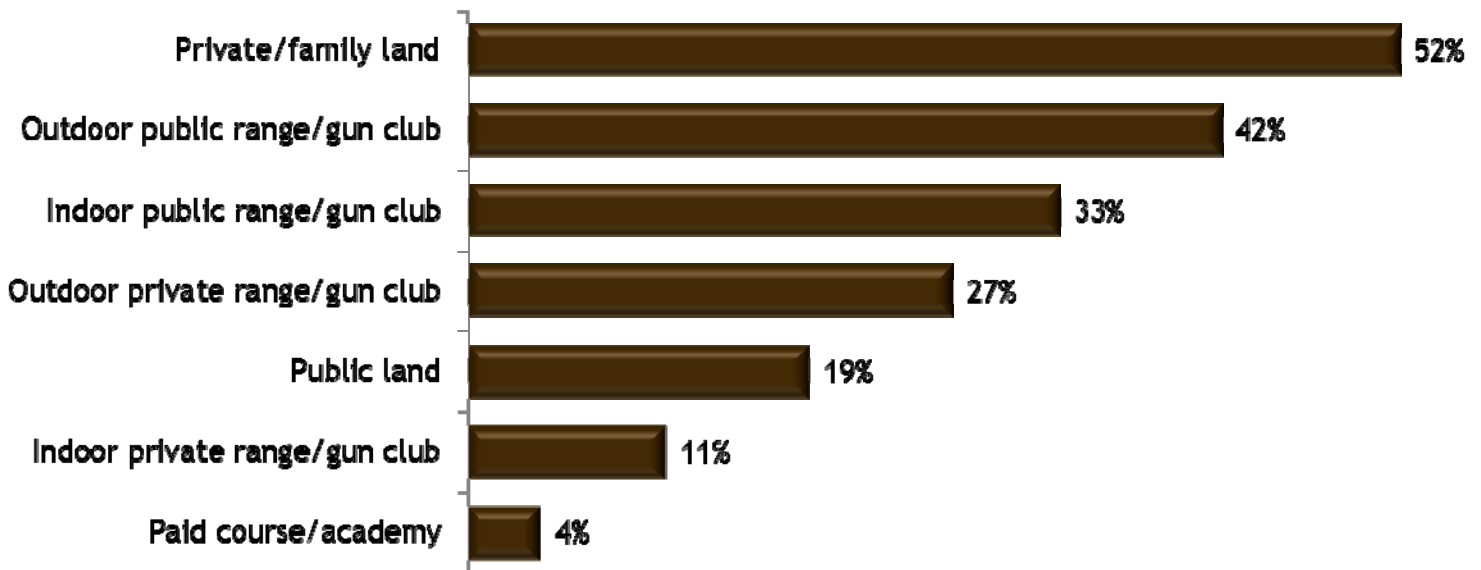


## Survey Respondents - Handgun Shooting Locations

- ❖ Among those who have fired a handgun within the past 12 months, the majority (52%) have shot on private or family land.

### Top Shooting Locations

(n=8,354)



*Q22. Over the past 12 months, where did you shoot your handgun(s)?*



## Survey Respondents - Handgun Shooting Locations (cont.)

- ❖ Over the last 12 months, multiple handgun owners have shot their handguns more than single handgun owners on:
  - Private/family land (52% vs. 48%)
  - Outdoor private range/gun club (29% vs. 15%)
  - Indoor private range/gun club (11% vs. 7%)

Top shooting locations	Own a single handgun (n=780)	Own multiple handguns (n=7,574)
Private/family land	48%	52%
Outdoor public range/gun club	39%	43%
Indoor public range/gun club	33%	33%
Outdoor private range/gun club	15%	29%
Public land	17%	19%
Indoor private range/gun club	7%	11%
Paid course/training academy	4%	4%

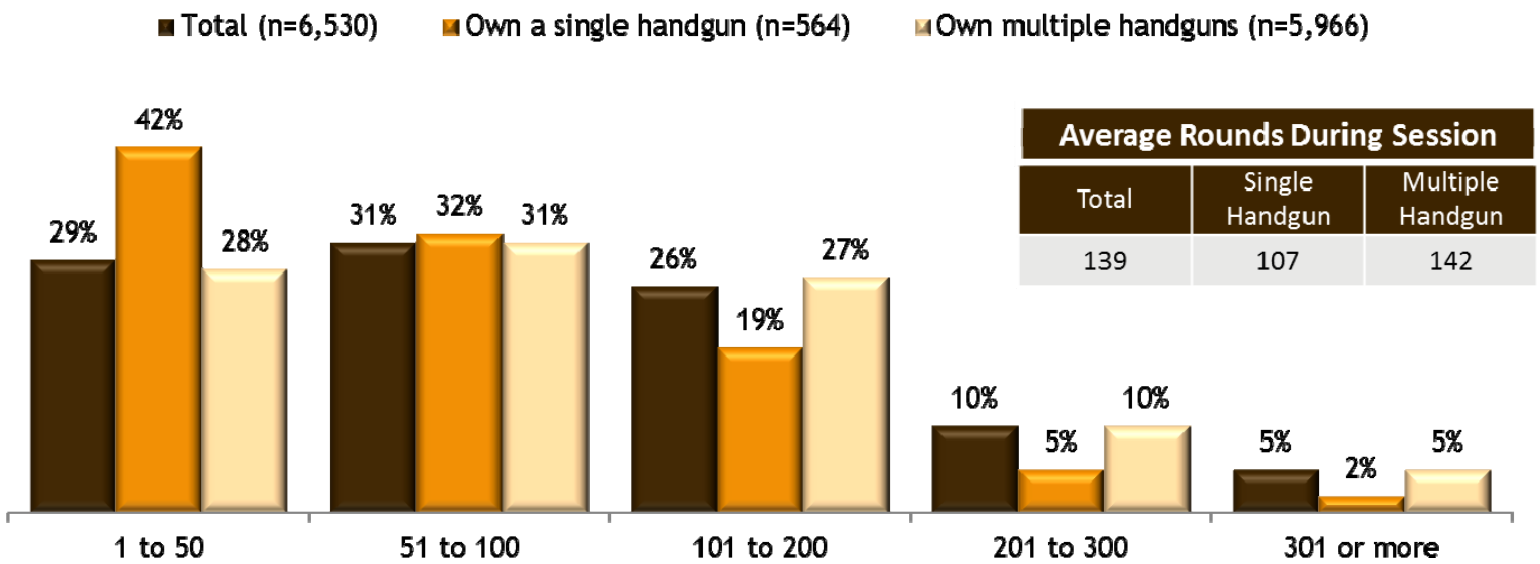
*Q22. Over the past 12 months, where did you shoot your handgun(s)?*



## Survey Respondents - Rounds Fired During a Range Session

- ❖ On average, handgun owners are firing 139 rounds of ammunition with each range session.
  - Those with multiple handguns fire 33% more rounds in a session, on average, than single handgun owners (142 vs. 107).

### Average Rounds Fired at Range



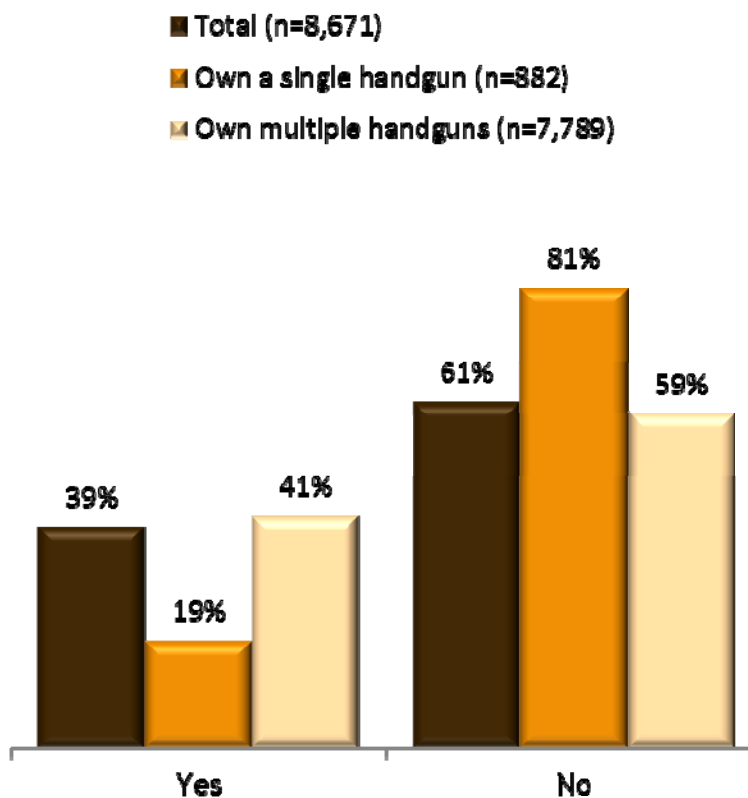
*Q22B. When you go to a range with your handgun(s), on average, how many rounds will you fire in a session?*



## Survey Respondents - Shooting Range or Gun Club Membership

- ❖ Roughly one third (39%) of handgun owners belong to or are a member of a shooting range or gun club.
  - More than twice as many multiple handgun owners belong or are a member of a shooting range or gun club (41% vs. 19%).
  - Those who are 55 and older are more likely to belong to or be a member of a shooting range or gun club than those 54 and younger (43% vs. 34%).
  - Those residing in the Northeast are significantly more likely to be a member or belong to a shooting range or gun club than any of the other US regions combined (60% vs. 36%).

### Belong to a Club or Range



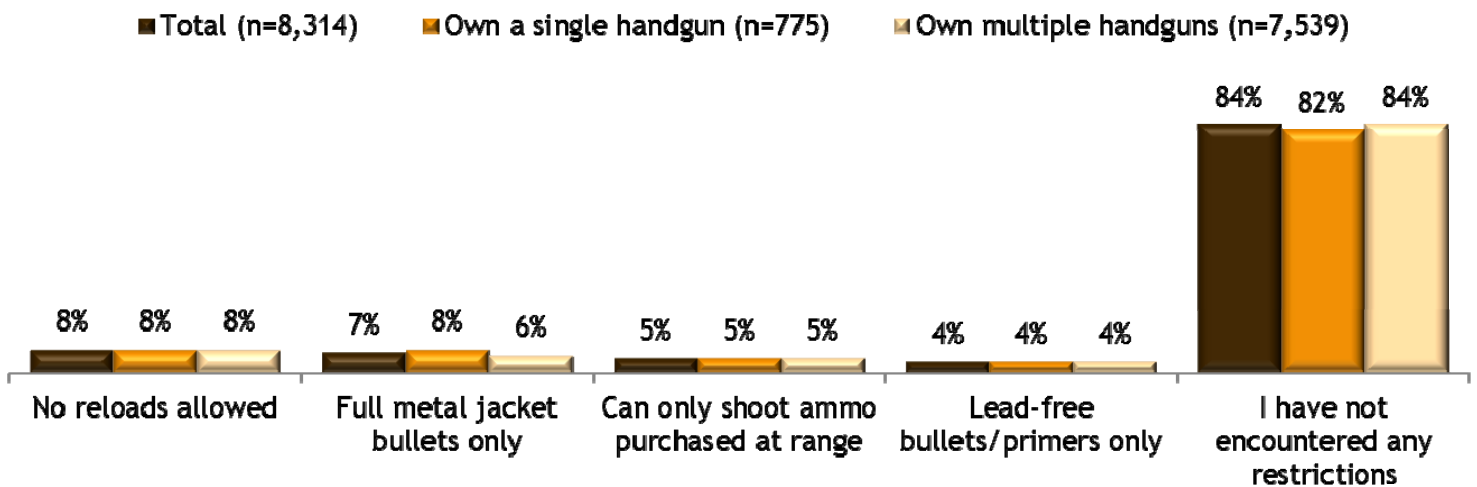
*Q23. Do you belong to or are you a member of a shooting range or gun club?*



## Centerfire Ammunition Restrictions

- ❖ Over the past 12 months, less than one fifth (16%) of survey respondents have encountered centerfire ammunition restrictions.
  - Handgun owners in the Northeast region are less likely to encounter restrictions than handgun owners in any of the other 3 regions (89% vs. 83%).

### Restrictions Encountered



*Q23B. Which, if any, of the following centerfire handgun ammunition restrictions have you encountered while target shooting during the past 12 months?*

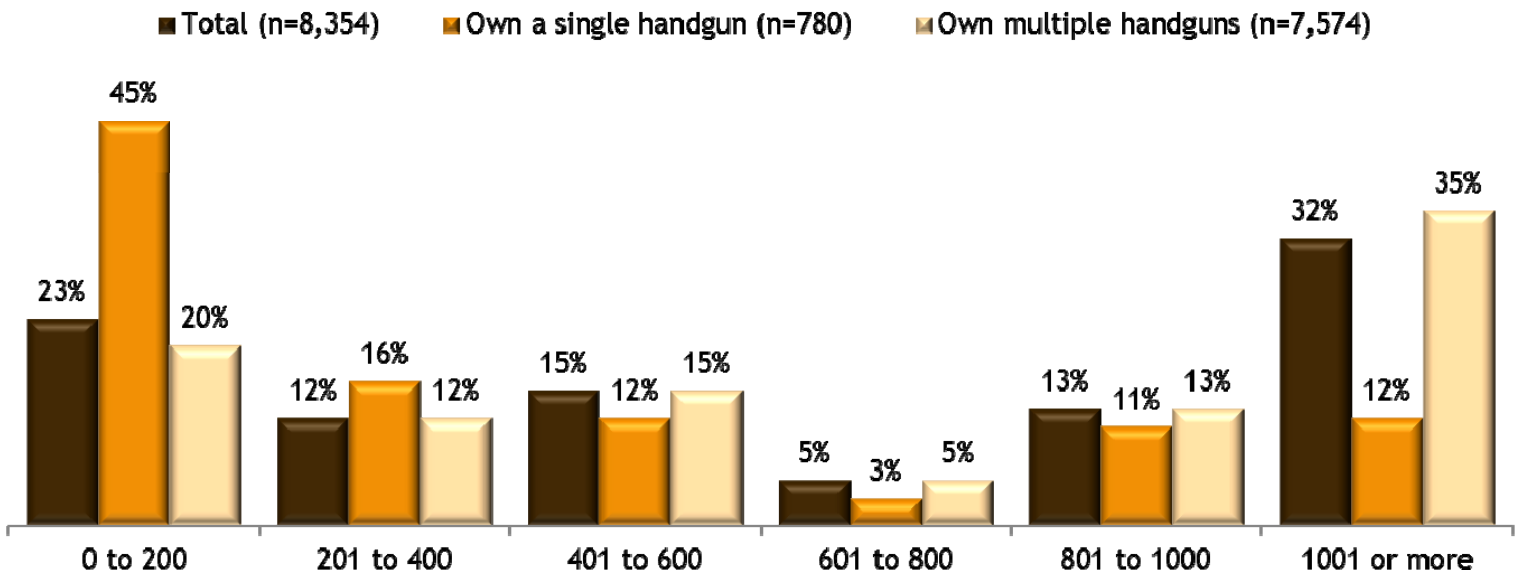


## Survey Respondents - Handgun Rounds Fired

- ❖ On average, those with multiple handguns have fired 154% more rounds in the last 12 months than single handgun owners (1,590 vs. 625).

Yearly Average Rounds Fired		
Total	Single Handgun	Multiple Handgun
1,500	625	1,590

### Rounds Fired - Last 12 Months



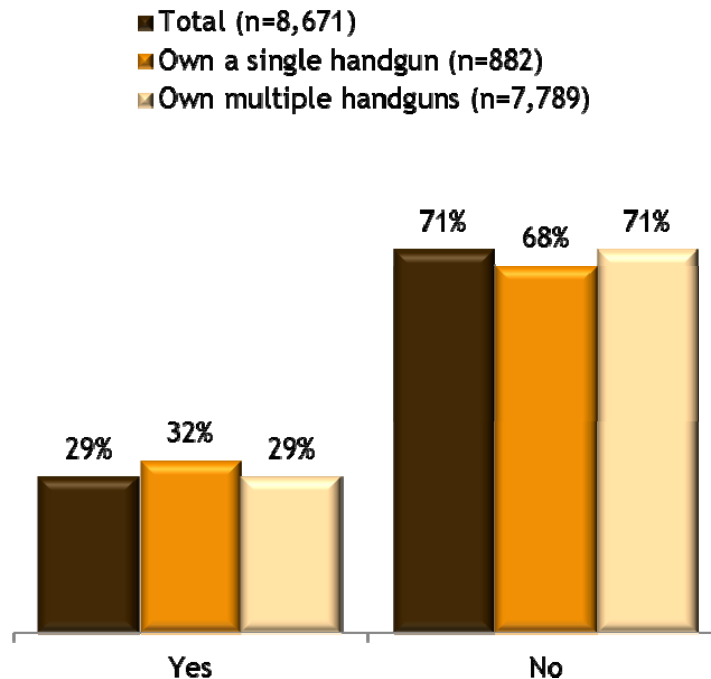
*Q23C. Over the last 12 months, approximately how many rounds of ammunition have you fired with your handgun(s)? This includes all the handguns you personally own.*



## Survey Respondents - Desired Shooting Frequency

- ❖ Over the past 12 months, more than two thirds (71%) of handgun owners have not shot their handgun(s) as much as they would have liked.
  - Those 34 and younger mention, with higher frequency, that they have not been able to shoot their handgun(s) as often as they would have like compared to those 35 and older (82% vs. 70%).

### Have Shot Desired Amount



*Q24. Have you been able to shoot your handgun(s) as often as you would have liked in the last 12 months?*

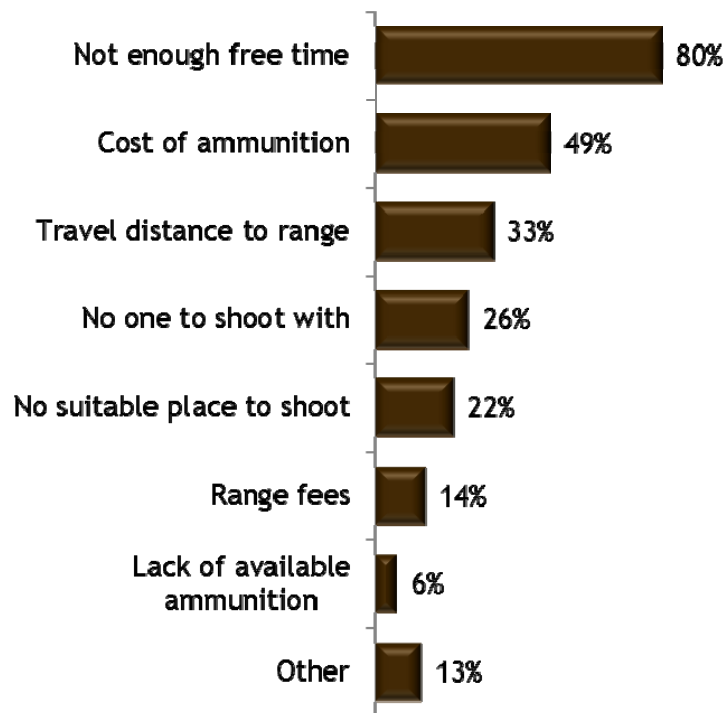




## Barriers to Not Shooting Desired Amount

- ❖ Of the handgun owners who would have liked to shoot more in the past 12 months, four fifths (80%) mentioned not having enough free time as the main barrier.
- ❖ Handgun owners aged 34 and younger mention cost of ammunition with significantly higher frequency as a main barrier to shooting with greater regularity compared to those 35 and older (65% vs. 47%).

### Barriers to Shooting (n=6,165)



*Q25. Please tell us the 3 most important reasons why you were not able to shoot your handgun(s) as much as you would have liked in the past 12 months.*



## Barriers to Not Shooting Desired Amount (cont.)

- ❖ Not enough free time is mentioned more often by multiple handgun owners than single handgun owners as a reason for not shooting more in the past 12 months (80% vs. 77%).
- ❖ However, single handgun owners mention no one to shoot with, no suitable place to shoot, and range fees significantly more often than those with multiple handguns.

Barriers	Own a single handgun (n=601)	Own multiple handguns (n=5,564)
Not enough free time	77%	80%
Cost of ammunition	50%	48%
Travel distance to range	30%	33%
No one to shoot with	30%	25%
No suitable place to shoot	27%	21%
Range fees	21%	13%
Lack of available ammunition	4%	6%
Other	10%	13%

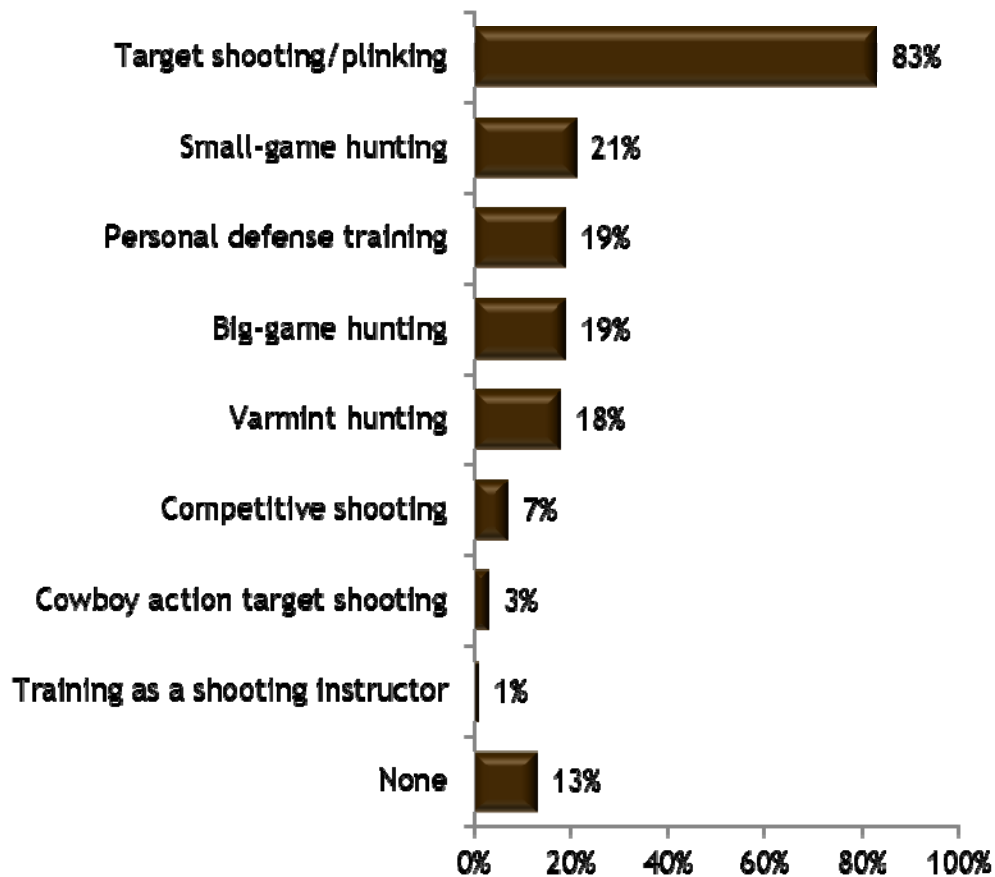
*Q25. Please tell us the 3 most important reasons why you were not able to shoot your handgun(s) as much as you would have liked in the past 12 months.*



## Survey Participants - Shooting Activities

- ❖ Target shooting/plinking is the most common shooting activity, with more than four in five (83%) handgun owners performing it 5+ times per year.

### Participate in at Least 5 Times/Year (n=8,671)



Q29. Which, if any, of the following handgun hunting or shooting activities do you participate in more than five times per year?



## Survey Respondent - Shooting Activities (cont.)

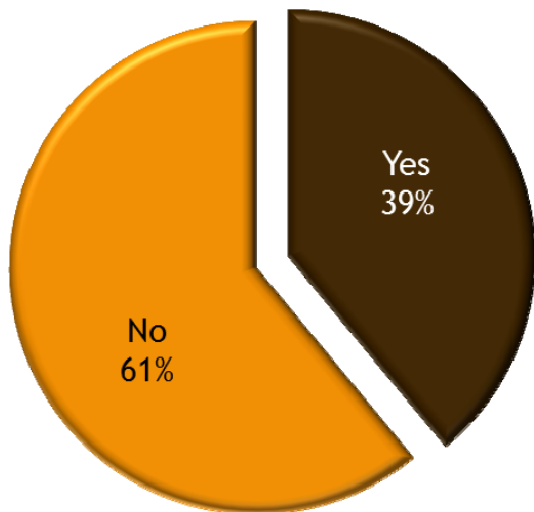
- ❖ Multiple handgun owners participate in all activities with higher frequency than those who are single handgun owners.

Activities	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Target shooting/plinking	65%	85%
Small-game hunting	16%	21%
Personal defense training	10%	20%
Big game hunting	14%	19%
Varmint hunting	12%	19%
Competitive shooting	1%	8%
Cowboy action target shooting	1%	3%
Training as a shooting instructor	<1%	1%
None	28%	11%

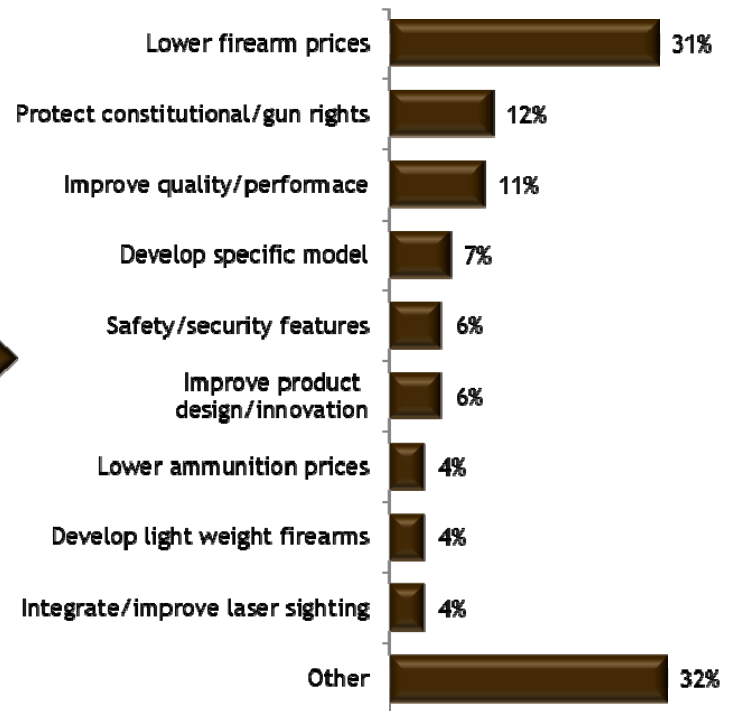
*Q29. Which, if any, of the following handgun hunting or shooting activities do you participate in more than five times per year?*

## Survey Respondents - Suggested Improvements

**Provided a Suggestion**  
(n=952)



**Top Suggestions**  
(n=367<sup>1</sup>)



<sup>1</sup>Coded only

*Q30. What, if anything, would you like to see handgun manufacturers do over the next 1-3 years?*



# Demographics



## Survey Respondent - Demographics

Own a handgun for personal protection/defense	Total (n=8,671)	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Yes - personal protection carry only	11%	3%	12%
Yes - home protection only	16%	26%	15%
Yes - both personal carry and home protection	52%	29%	54%
Possess a concealed carry permit	Total (n=8,671)	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Yes	60%	33%	63%
Years of permit ownership (median)	6 years	3 years	6 years
Plan to acquire a concealed carry permit	Total (n=3,268)	Own a single handgun (n=565)	Own multiple handguns (n=2,703)
Yes	53%	50%	53%

- D1. Do you own at least one handgun that is strictly for personal protection/defense?*
- D2. Do you possess a concealed carry permit issued from your state?*
- D2A. Approximately how many years have you had your concealed carry permit?*
- D3. Do you have plans to acquire a concealed carry permit within the next 12 months?*



## Survey Respondent - Demographics (cont.)

Housing area	Total (n=8,671)		Own a single handgun (n=882)		Own multiple handguns (n=7,789)	
	Lived as a Child	Live Now	Lived as a Child	Live Now	Lived as a Child	Live Now
Large City or Urban Area	18%	14%	18%	15%	18%	13%
Suburban Area	22%	31%	27%	35%	22%	30%
Small City or Town	29%	27%	29%	27%	29%	27%
Rural Area	20%	24%	16%	20%	21%	24%
Ranch or Farm	11%	5%	10%	4%	11%	5%

*D4. Which best describes where you lived as a child and live now?*





## Survey Respondent - Demographics (cont.)

Household income	Total (n=8,671)	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Less than \$15,000	1%	2%	1%
\$15,000 to \$24,999	3%	5%	2%
\$25,000 to \$34,999	6%	9%	6%
\$35,000 to \$49,999	11%	14%	11%
\$50,000 to \$74,999	21%	24%	21%
\$75,000 to \$99,999	18%	14%	18%
\$100,000 to \$149,999	17%	15%	18%
\$150,000 or more	9%	6%	10%

Median Household income for owner of a single handgun: \$65,085

Median Household income for owner of multiple handguns: \$78,695

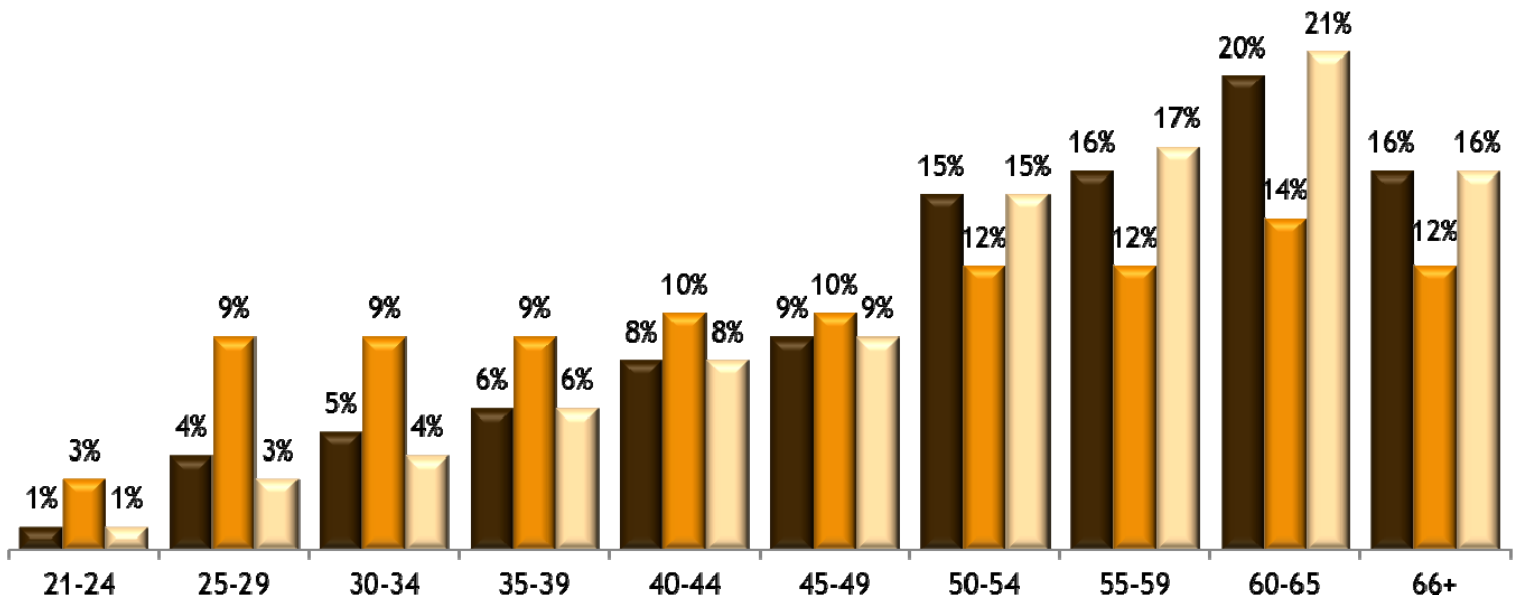
*D7. Which of the following categories will include your total household income before taxes for 2011?*



## Survey Respondent - Age Distribution

### Age Ranges - In Years

■ Total (n=8,671)   ■ Own a single handgun (n=882)   ■ Own multiple handguns (n=7,789)



S1. Which of the following best describes your age range?



## Survey Respondent - Sporting Goods Products Owned

Products owned	Total (n=8,671)	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Fishing rod	76%	74%	77%
Multi-tool	73%	63%	75%
Hiking boots	67%	63%	68%
Tent	58%	57%	58%
Bicycle	57%	56%	57%
Compound bow	28%	23%	29%
ATV	22%	16%	22%
Gas powered fishing boat	22%	17%	22%
RV	16%	9%	17%
Snow skis	13%	14%	13%
Crossbow	10%	6%	11%
Paintball gun	9%	10%	9%
Kayak	9%	6%	9%
Snowmobile	3%	4%	3%

*S4. Which of the following sporting goods products do you personally own?*



## Survey Respondent - Activities

Activities	Total (n=8,671)	Own a single handgun (n=882)	Own multiple handguns (n=7,789)
Target shooting	93%	82%	94%
Home maintenance	62%	59%	63%
Fishing	57%	60%	57%
Hunting	55%	48%	56%
Hiking/backpacking	38%	37%	38%
Boating	37%	39%	37%
Camping in a tent	30%	33%	30%
ATV's	25%	21%	25%
Golf	21%	26%	20%
Nascar/auto racing	20%	17%	21%
Music (playing)	17%	18%	16%
Poker	16%	18%	16%
RV's	14%	9%	15%
Fly Fishing	13%	10%	13%

*S5. Which, if any, of the following hobbies have you enjoyed within the past 12 months?*

Report provided by NSSF Research. For additional research materials, please visit [www.nssf.org/research](http://www.nssf.org/research)



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1/12

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