

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Previously Participated, But Don't Currently Participate

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
BB gun/Airgun shooting	718 34%FO U	142 31% U	154 33% U	253 36% U	169 36% U	185 29% U	129 35% U	168 38%F U	236 36%f U	536 53%AO U	136 44%PQ U	81 50%KP U	134 57%KP U	185 60%KP U	182 17% U	49 15% U	48 23%ps U	34 17% U	51 14% U	413 39%AUV U	165 29% U	101 30% U
Rifle target shooting	602 29%FG OU	121 26% OU	116 25% OU	209 30% OU	156 33%abc OU	148 23% OU	78 21% OU	142 32%FG OU	234 35%AFG OU	411 41%AO OU	91 30%PQ OU	46 29%PQ OU	103 44%KL OU	171 56%KL OU	191 18% OU	57 17% OU	32 16% OU	39 19% OU	63 18% OU	370 35%AUV OU	115 20% OU	90 27%u OU
Archery (non-hunting)	553 26%OV U	137 30% U	131 28% U	164 24% U	122 26% U	163 26% U	91 25% U	130 30% U	170 26% U	351 35%AO U	102 33%PR U	39 25% U	93 40%LP U	116 38%LP U	202 19% U	60 19% U	52 25% U	36 18% U	53 15% U	302 29%V U	148 26% U	70 21% U
Handgun target shooting	541 26%FO U	106 23% U	110 24% U	200 29% U	126 27% U	121 19% U	89 24% U	140 32%AFG U	191 29%F U	333 33%AO U	60 20% U	41 26% U	96 41%KL U	136 44%KL U	208 19% U	61 19% U	48 23% U	44 22% U	55 16% U	331 31%AU U	82 14% U	95 28%U U
Hunting with a firearm	447 21%bF GOU	80 17% GOU	101 22% GOU	170 24%B GOU	96 21% GOU	81 13% GOU	44 12% GOU	90 21%FG GOU	232 35%AFG GOU	329 33%AO GOU	56 18%PR GOU	22 13% GOU	72 31%KL GOU	179 58%KL GOU	119 11% GOU	25 8% GOU	23 11% GOU	18 9% GOU	53 15%P GOU	300 28%AUV GOU	62 11% GOU	68 20%U GOU
Plinking/Informal target shooting	330 16%FO U	63 14% U	77 16% U	109 16% U	81 17% U	63 10% U	56 15%f U	73 17%F U	138 21%AF U	247 25%AO U	45 15%PS U	35 22%PQ U	56 24%kP U	111 36%KLM U	83 8% U	17 5% U	21 10% U	18 9% U	26 7% U	210 20%AU U	48 8% U	53 16%U U
Paintball	298 14%IO TV	56 12% TV	76 16% TV	94 13% TV	72 15% TV	154 24%AgH I	62 17%I I	56 13%I I	26 4% I	198 20%AO I	104 34%MNI I	39 24%Np I	37 16%NS I	18 6% I	100 9% I	50 16%NS I	23 11% I	19 9% I	8 2% I	122 12% I	125 22%ATV I	32 10% I
Skeet or trap shooting	290 14%bF OU	48 10% OU	68 15% OU	113 16%B OU	61 13% OU	54 9% OU	47 13% OU	81 19%AF OU	108 16%aF OU	209 21%AO OU	39 13%PQ OU	37 23%KP OU	56 24%KP OU	77 25%KPQ OU	81 7% OU	15 5% OU	10 5% OU	25 12%Pq OU	32 9% OU	193 18%AUV OU	46 8% OU	41 12% OU
Sporting clays shooting	287 14%BfO U	39 8% U	72 15%B U	109 16%B U	68 15%B U	67 11% U	49 14% U	68 16%f U	103 16%f U	207 21%AO U	45 15%PQ U	35 22%PQ U	47 20%PQ U	81 26%KPQ U	80 7% U	21 7% U	15 7% U	21 11% U	23 6% U	188 18%AU U	42 7% U	49 15%U U
Hunting with a bow	142 7%gO U	38 8% U	33 7% U	46 7% U	25 5% U	41 6% U	14 4% U	38 9%G U	49 7% U	117 12%AO U	32 11%PQR S	11 7%qS S	31 13%PQ RS	42 14%LPQ RS	25 2% RS	9 3% RS	4 2% RS	7 3% RS	6 2% RS	86 8%a RS	32 5% RS	21 6% RS

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Summary Of Previously Participated, But Don't Currently Participate

Base: All Respondents

	Region				Age				Male Age					Female Age				Marital Status					
	North- east		Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Married	Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334	
Airsoft	115	24	19	35	37	65	20	22	8	81	56	6	14	4	34	9	14	8	3	39	60	8	
	5%IOT	5%	4%	5%	8%ac	10%Ag	HI	6%I	5%I	1%	8%AO	18%LMN	4%s	6%NS	1%	3%	3%	7%NS	4%s	1%	4%	10%ATV	2%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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Summary Of Currently Participate

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Handgun target shooting	169	25	36	72	35	56	27	34	52	124	44	18	21	41	45	13	9	13	11	110	39	12
	8%bOV	6%	8%	10%aB	7%	9%	7%	8%	8%	12%AO	14%PQ	11%PqS	9%pS	13%PQR	4%	4%	4%	6%	3%	10%aUV	7%	4%
Rifle target shooting	136	19	32	62	22	50	18	30	39	106	34	14	22	36	30	16	3	8	3	87	35	10
	6%bOV	4%	7%	9%ABe	5%	8%	5%	7%	6%	10%AO	11%pQR	9%QS	9%QS	12%PQR	3%	5%S	2%	4%S	1%	8%AV	6%	3%
Plinking/Informal target shooting	104	16	28	40	19	28	17	25	34	83	23	14	14	31	20	5	2	10	3	68	27	4
	5%OV	3%	6%	6%	4%	4%	5%	6%	5%	8%AO	7%PQS	9%PQS	6%PQ	10%PQS	2%	2%	1%	5%qS	1%	6%AV	5%v	1%
Hunting with a firearm	95	10	27	34	24	26	23	18	28	87	22	20	18	25	8	4	2	-	2	61	22	8
	5%BO	2%	6%B	5%	5%b	4%	6%	4%	4%	9%AO	7%PQ	13%PQR	8%PQR	8%PQR	1%	1%	1%	-	1%	6%av	4%	2%
BB gun/Airgun shooting	86	10	24	30	23	23	14	17	32	77	22	9	16	30	9	1	5	1	2	57	18	7
	4%bO	2%	5%b	4%	5%	4%	4%	4%	5%	8%AO	7%PqR	6%PRS	7%PR	10%PQR	1%	*	2%	1%	1%	5%Av	3%	2%
Archery (non-hunting)	45	2	18	11	14	26	12	5	2	35	21	10	2	2	10	5	3	3	-	32	10	1
	2%BIO	*	4%ABd	2%	3%B	4%AGHI	3%I	1%	*	3%AO	7%MNP	6%MNP	1%	1%	1%	1%	1%	1%	-	3%AV	2%	*
Skeet or trap shooting	39	11	6	6	16	18	4	5	12	33	17	4	5	7	6	1	-	-	5	28	10	-
	2%dOV	2%	1%	1%	3%aD	3%	1%	1%	2%	3%AO	6%PQR	2%	2%	2%	1%	*	-	-	2%	3%aV	2%v	-
Sporting clays shooting	39	10	11	4	13	19	5	3	11	31	17	5	3	6	8	2	-	-	5	26	11	-
	2%Dov	2%d	2%d	1%	3%D	3%h	1%	1%	2%	3%AO	5%mpQ	3%qr	1%	2%	1%	1%	-	-	2%	2%V	2%v	-
Airsoft	38	2	14	2	19	29	6	1	1	30	24	4	1	1	8	5	2	1	-	18	19	1
	2%bDH	1%	3%aBD	*	4%ABD	5%AGHI	2%I	*	*	3%AO	8%MNP	3%S	*	*	1%	2%S	1%	*	-	2%	3%AV	*
Paintball	37	7	7	8	16	31	4	2	*	30	24	4	2	*	8	7	1	-	-	25	9	1
	2%HIO	1%	2%	1%	3%ad	5%AGHI	1%i	*	*	3%AO	8%lMN	2%nS	1%	*	1%	2%nS	*	-	-	2%v	2%	*

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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Summary Of Currently Participate

Base: All Respondents

	Region				Age				Male Age					Female Age				Marital Status				
	North- east		Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Hunting with a bow	31 1%O	5 1%	9 2%	10 1%	7 1%	8 1%	12 3%AFI	6 1%	6 1%	25 3%AO	4 1%	12 8%KMN PQRS	4 2%	5 2%	6 1%	4 1%	-	1 1%	1 *	21 2%	6 1%	2 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Never Participated

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Airsoft	1926 92%EF JU	432 94%E	431 92%E	659 94%AE	405 86%	529 84%	336 92%F	412 94%F	648 98%AFG H	891 88%	227 73%	148 92%K	218 93%K	298 97%KL mQ	1034 95%AJ	302 94%K	188 92%K	194 96%K	350 99%KL MPQr	994 94%AU	494 85%	323 97%AU
Hunting with a bow	1912 91%Jt	417 90%	423 91%	640 92%	431 92%	577 91%	338 93%	392 90%	605 91%	864 86%	271 88%	137 86%	198 85%	257 84%	1048 97%AJ	306 95%KL MN	201 98%KL MN	194 96%KL MN	348 98%KL MNP	948 90%	538 93%	309 93%
Sporting clays shooting	1755 84%JT E	411 89%ACd	382 82%	585 84%	378 81%	536 85%	309 85%	365 84%	544 82%	767 76%	243 79%	120 75%	184 79%	219 71%	989 91%AJ	293 91%KL MN	189 92%KL MN	181 89%KL MN	325 92%KL MN	839 79%	520 90%AT	284 85%t
Skeet or trap shooting	1752 84%hJ T	401 87%	391 84%	577 83%	383 82%	550 87%aHi	313 86%	349 80%	539 82%	761 75%	249 81%n	119 74%	171 73%	222 72%	991 91%AJ	301 93%KL MN	194 95%KL MNr	178 88%LM N	317 90%KL MN	834 79%	515 89%AT	291 87%T
Paintball	1744 83%FJ U	397 86%e	378 81%	595 85%e	373 80%	437 69%	296 81%F	380 87%aF	631 96%AFG H	774 77%	177 57%	115 72%K	196 83%KL	286 93%KL MP	970 89%AJ	260 80%K	181 88%KL p	184 91%KL P	345 97%KL MnPQR	905 86%AU	437 75%	300 90%AU
Plinking/Informal target shooting	1647 79%IJ T	380 82%a	360 77%	545 78%	363 77%	534 85%AHl	290 79%	336 77%	487 74%	673 67%	240 78%mN	110 68%N	162 69%N	162 53%	974 90%AJ	294 91%KL MN	180 88%KL MN	175 86%LM N	325 92%KL MN	776 73%	496 86%AT	274 82%T
Hunting with a firearm	1539 73%IJ T	370 80%ACD e	338 72%	491 70%	340 73%	516 82%AhI	297 81%AhI	327 75%I	399 60%	587 58%	227 74%Mn	118 74%Mn	142 61%N	100 33%	952 88%AJ	289 89%KL MN	179 88%KL MN	184 91%KL MN	300 84%KL MN	692 65%	489 84%ATV	256 77%T
Archery (non-hunting)	1483 71%JT	322 70%	315 68%	522 75%Ac	323 69%	433 68%	260 71%	302 69%	488 74%	618 61%	181 59%	110 69%	139 59%	188 61%	865 80%AJ	252 78%KM N	150 73%KM N	163 81%KL MN	300 85%KL MNQ	718 68%	414 71%	261 78%ATu
Handgun target shooting	1373 66%DH JT	330 71%AD	319 68%D	422 60%	302 65%	448 71%AHl	248 68%h	261 60%	416 63%	547 54%	204 66%Mn	101 63%Mn	115 49%	128 42%	826 76%AJ	245 76%KL MN	147 72%Mn	146 72%Mn	289 81%KL MNqr	614 58%	451 78%ATV	226 68%T
Rifle target shooting	1344 64%dl JT	319 69%aDe	317 68%d	422 60%	286 61%	427 68%hI	267 73%AHl	263 60%	386 58%	488 48%	182 59%Mn	100 62%Mn	108 46%N	97 32%	856 79%AJ	245 76%KL MN	168 82%KL MN	155 77%KL MN	288 81%KL MN	598 56%	421 73%AT	232 70%at

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Never Participated

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	North- east		Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
BB gun/Airgun shooting	1280	309	285	415	272	417	219	252	392	393	149	68	85	91	888	268	152	167	301	586	389	224
	61%JT	67%AdE	61%	59%	58%	66%AH	60%	58%	59%	39%	48%Mn	42%N	36%	30%	82%AJ	83%KL	74%KL	82%KL	85%KL	55%	67%AT	67%AT
																MNq	MN	MN	MNQ			

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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Q3005_1 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Hunting with a firearm

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	447 21% GOU	80 17% F	101 22% C	170 24% D	96 21% E	81 13% F	44 12% G	90 21% H	232 35% I	329 33% J	56 18% K	22 13% L	72 31% M	179 58% N	119 11% O	25 8% P	23 11% Q	18 9% R	53 15% S	300 28% T	62 11% U	68 20% V
Currently participate	95 5% BO	10 2% C	27 6% B	34 5% D	24 5% E	26 4% F	23 6% G	18 4% H	28 4% I	87 9% AO	22 7% PQ	20 13% RS	18 8% S	25 8% PQR	8 1% S	4 1% S	2 1% S	- -	2 1% S	61 6% av	22 4% S	8 2% S
Have never participated	1539 73% T	370 80% I	338 72% ACD	491 70% E	340 73% E	516 82% AhI	297 81% AhI	327 75% I	399 60% I	587 58% I	227 74% MN	118 74% MN	142 61% N	100 33% N	952 88% AJ	289 89% KL	179 88% KL	184 91% KL	300 84% KL	692 65% KL	489 84% ATV	256 77% T
Decline to answer	14 1%	2 *	1 *	4 1%	7 2% a	8 1%	1 *	3 1%	2 *	7 1%	3 1%	- -	2 1%	2 1%	6 1%	5 2% s	1 *	* *	- -	5 *	7 1%	2 *
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
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Q3005_2 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Hunting with a bow

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	142 7%gO	38 8%	33 7%	46 7%	25 5%	41 6%	14 4%	38 9%G	49 7%	117 12%AO	32 11%PQR	11 7%qS	31 13%PQ	42 14%LPQ	25 2%	9 3%	4 2%	7 3%	6 2%	86 8%a	32 5%	21 6%
Currently participate	31 1%O	5 1%	9 2%	10 1%	7 1%	8 1%	12 3%AfI	6 1%	6 1%	25 3%AO	4 1%	12 8%KMN	4 2%	5 2%	6 1%	4 1%	- -	1 1%	1 *	21 2%	6 1%	2 1%
Have never participated	1912 91%Jt	417 90%	423 91%	640 92%	431 92%	577 91%	338 93%	392 90%	605 91%	864 86%	271 88%	137 86%	198 85%	257 84%	1048 97%AJ	306 95%KL	201 98%KL	194 96%KL	348 98%KL	948 90%	538 93%	309 93%
Decline to answer	10 *	2 *	1 *	2 *	5 1%	6 1%	1 *	1 *	2 *	4 *	1 *	- -	1 *	2 1%	6 1%	5 2%g	1 *	* *	- -	3 *	4 1%	2 *
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_3 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Handgun target shooting

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	541 26% U	106 23% U	110 24% U	200 29% U	126 27% U	121 19% U	89 24% U	140 32% U	191 29% U	333 33% U	60 20% U	41 26% U	96 41% U	136 44% U	208 19% U	61 19% U	48 23% U	44 22% U	55 16% U	331 31% U	82 14% U	95 28% U
Currently participate	169 8% U	25 6% U	36 8% U	72 10% U	35 7% U	56 9% U	27 7% U	34 8% U	52 8% U	124 12% U	44 14% U	18 11% U	21 9% U	41 13% U	45 4% U	13 4% U	9 4% U	13 6% U	11 3% U	110 10% U	39 7% U	12 4% U
Have never participated	1373 66% JT	330 71% AD	319 68% D	422 60% U	302 65% U	448 71% AH	248 68% h	261 60% U	416 63% U	547 54% U	204 66% MN	101 63% MN	115 49% U	128 42% U	826 76% AJ	245 76% kL	147 72% MN	146 72% MN	289 81% KL	614 58% U	451 78% AT	226 68% T
Decline to answer	12 1% U	1 * U	2 * U	4 1% U	5 1% U	6 1% U	1 * U	3 1% U	2 * U	5 1% U	* * U	* * U	2 1% U	2 1% U	6 1% U	5 2% s	1 * U	* * U	- - U	3 * U	7 1% t	2 * U
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_4 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Rifle target shooting

Base: All Respondents

Table with columns: Region (North-east, Mid-west, South, West), Age (18-34, 35-44, 45-54, 55+), Male Age (Total, 18-34, 35-44, 45-54, 55+), Female Age (Total, 18-34, 35-44, 45-54, 55+), Marital Status (Married, Single/ Never Married, Div./ Sep./ Wid.). Rows include Unweighted Base, Weighted Base, Have participated in the past, Currently participate, Have never participated, Decline to answer, and Sigma.

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_5 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Sporting clays shooting

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	287 14%B U	39 8%	72 15%B	109 16%B	68 15%B	67 11%	49 14%	68 16%f	103 16%f	207 21%AO	45 15%Pq S	35 22%PQ RS	47 20%PQ rS	81 26%KPQ RS	80 7%	21 7%	15 7%	21 11%	23 6%	188 18%AU	42 7%	49 15%U
Currently participate	39 2%DOv U	10 2%d	11 2%d	4 1%	13 3%D	19 3%h	5 1%	3 1%	11 2%	31 3%AO	17 5%mpQ Rs	5 3%qr	3 1%	6 2%	8 1%	2 1%	-	-	5 2%	26 2%V	11 2%v	-
Have never participated	1755 84%JT E	411 89%ACd	382 82%	585 84%	378 81%	536 85%	309 85%	365 84%	544 82%	767 76%	243 79%	120 75%	184 79%	219 71%	989 91%AJ	293 91%KL MN	189 92%KL MN	181 89%KL MN	325 92%KL MN	839 79%	520 90%AT	284 85%t
Decline to answer	14 1%d	3 1%	2 *	1 *	8 2%AD	9 1%a	2 1%	* *	2 *	5 *	3 1%	1 1%	* *	1 *	9 1%	6 2%	1 *	* *	1 *	6 1%	6 1%	2 *
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_6 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Skeet or trap shooting

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	290 14% OU	48 10% OU	68 15% OU	113 16% OU	61 13% OU	54 9% OU	47 13% OU	81 19% OU	108 16% OU	209 21% OU	39 13% OU	37 23% OU	56 24% OU	77 25% OU	81 7% OU	15 5% OU	10 5% OU	25 12% OU	32 9% OU	193 18% OU	46 8% OU	41 12% OU
Currently participate	39 2% OU	11 2% OU	6 1% OU	6 1% OU	16 3% OU	18 3% OU	4 1% OU	5 1% OU	12 2% OU	33 3% OU	17 6% OU	4 2% OU	5 2% OU	7 2% OU	6 1% OU	1 * OU	- - OU	- - OU	5 2% OU	28 3% OU	10 2% OU	- - OU
Have never participated	1752 84% T	401 87% T	391 84% T	577 83% T	383 82% T	550 87% T	313 86% T	349 80% T	539 82% T	761 75% T	249 81% T	119 74% T	171 73% T	222 72% T	991 91% T	301 93% T	194 95% T	178 88% T	317 90% T	834 79% T	515 89% T	291 87% T
Decline to answer	14 1% OU	3 1% OU	1 * OU	3 * OU	8 2% OU	9 1% OU	1 * OU	3 1% OU	1 * OU	7 1% OU	3 1% OU	* * OU	2 1% OU	1 * OU	7 1% OU	6 2% OU	1 * OU	* * OU	- - OU	4 * OU	9 2% OU	2 * OU
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_7 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

BB gun/Airgun shooting

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	718 34% U	142 FO 31%	154 33%	253 36%	169 36%	185 29%	129 35%	168 38% F	236 36% f	536 53% AO	136 44% PQ RS	81 50% PQ RS	134 57% KP QRS	185 60% KP QRS	182 17%	49 15%	48 23% ps	34 17%	51 14%	413 39% AUV	165 29%	101 30%
Currently participate	86 4% bo	10 2%	24 5% b	30 4%	23 5%	23 4%	14 4%	17 4%	32 5%	77 8% AO	22 7% PqR S	9 6% PRS	16 7% PR S	30 10% PQR S	9 1%	1 *	5 2%	1 1%	2 1%	57 5% Av	18 3%	7 2%
Have never participated	1280 61% JT	309 67% AdE	285 61%	415 59%	272 58%	417 66% AHi	219 60%	252 58%	392 59%	393 39%	149 48% MN	68 42% N	85 36%	91 30%	888 82% AJ	268 83% KL MNq	152 74% KL MN	167 82% KL MN	301 85% KL MNQ	586 55%	389 67% AT	224 67% AT
Decline to answer	11 1% t	1 *	3 1%	1 *	5 1%	6 1%	3 1%	* *	1 *	5 *	1 *	2 2% s	* *	1 *	6 1%	5 2% s	1 *	-	-	2 *	8 1% aT	1 *
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_8 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Plinking/Informal target shooting

Base: All Respondents

Table with columns: Region (North-east, Mid-west, South, West), Age (18-34, 35-44, 45-54, 55+), Male Age (Total, 18-34, 35-44, 45-54, 55+), Female Age (Total, 18-34, 35-44, 45-54, 55+), Marital Status (Married, Single/ Never Married, Div./ Sep./ Wid.). Rows include Unweighted Base, Weighted Base, Have participated in the past, Currently participate, Have never participated, Decline to answer, and Sigma.

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_9 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Archery (non-hunting)

Base: All Respondents

Table with columns: Region (North-east, Mid-west, South, West), Age (18-34, 35-44, 45-54, 55+), Male Age (Total, 18-34, 35-44, 45-54, 55+), Female Age (Total, 18-34, 35-44, 45-54, 55+), Marital Status (Married, Single/ Never Married, Div./ Sep. Married, Wid.). Rows include Unweighted Base, Weighted Base, Have participated in the past, but do not currently participate, Currently participate, Have never participated, Decline to answer, and Sigma.

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_10 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Airsoft

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	115 5% IOT V	24 5%	19 4%	35 5%	37 8% ac	65 10% Ag	20 6% HI	22 6% I	8 5% I	81 8% AO	56 18% LMN	6 4% s	14 6% NS	4 1% s	34 3%	9 3%	14 7% NS	8 4% s	3 1%	39 4%	60 10% ATV	8 2%
Currently participate	38 2% bDH IOV	2 1%	14 3% aBD	2 *	19 4% ABD	29 5% Ag	6 2% HI	1 2% I	1 *	30 3% AO	24 8% MNP	4 3% S	1 *	1 *	8 1%	5 2% s	2 1%	1 *	- -	18 2%	19 3% AV	1 *
Have never participated	1926 92% EF JU	432 94% E	431 92% E	659 94% AE	405 86%	529 84%	336 92% F	412 94% F	648 98% AFG	891 88%	227 73%	148 92% K	218 93% K	298 97% KL	1034 95% AJ	302 94% K	188 92% K	194 96% K	350 99% KL	994 94% AU	494 85%	323 97% AU
Decline to answer	17 1%	3 1%	3 1%	3 *	8 2% ad	9 1%	2 1%	1 *	4 1%	8 1%	3 1%	2 1%	1 *	3 1%	9 1%	6 2%	1 *	1 *	1 *	8 1%	7 1%	2 1%
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_11 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Paintball

Base: All Respondents

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Have participated in the past, but do not currently participate	298 14% TV	56 12% I	76 16% O	94 13% T	72 15% V	154 24% I	62 17% H	56 13% I	26 4% I	198 20% AO	104 34% MN	39 24% NP	37 16% NS	18 6% S	100 9% S	50 16% NS	23 11% S	19 9% S	8 2% S	122 12% AT	125 22% TV	32 10% V
Currently participate	37 2% v	7 1% H	7 2% O	8 1% T	16 3% ad	31 5% AG	4 1% HI	2 * I	* * I	30 3% AO	24 8% LM	4 2% n	2 1% S	* * S	8 1% S	7 2% n	1 * S	- - S	- - S	25 2% v	9 2% v	1 * v
Have never participated	1744 83% U	397 86% F	378 81% J	595 85% e	373 80% e	437 69% e	296 81% F	380 87% a	631 96% AF	774 77% G	177 57% K	115 72% K	196 83% KL	286 93% KL	970 89% AJ	260 80% K	181 88% KL	184 91% KL	345 97% KL	905 86% AU	437 75% AU	300 90% AU
Decline to answer	16 1% d	3 1% d	5 1% d	1 * d	7 2% d	9 2% h	3 1% h	* * h	3 * h	8 1% h	3 1% h	2 2% h	* * h	2 1% h	9 1% h	6 2% h	1 * h	* * h	1 * h	6 1% h	9 1% h	1 * h
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3010 What are the main barriers that keep you from target shooting more often? Please select all that apply.

Base: Currently Participate In Target Shooting

	Region				Age				Male Age					Female Age					Marital Status				
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Married	Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Unweighted Base	198	34	54	66	44	57	32	45	64	156	43	21	36	56	42	14	11	9	8	117	48	19	
Weighted Base	209*	28**	49**	89*	43**	75**	31**	43**	60*	156*	56**	20**	30**	50*	53**	18**	11**	13**	11**	128*	58**	14**	
Have Barriers To Target Shooting (Net)	162 77%It	20 70%	44 89%	65 73%	33 77%	63 84%	27 86%	34 79%	38 63%	115 74%	45 81%	17 81%	26 85%	28 56%	46 88%	17 94%	10 95%	9 65%	10 97%	90 70%	57 97%	9 64%	
Cost of ammunition	81 39%i	5 18%	22 44%	33 37%	22 51%	28 38%	19 62%	17 39%	17 27%	57 37%	16 29%	12 58%	14 46%	15 31%	24 46%	12 66%	8 71%	3 24%	1 12%	49 38%	26 45%	5 35%	
Not enough free time	69 33%	17 59%	20 41%	23 26%	9 21%	29 39%	8 25%	13 30%	19 31%	48 31%	19 34%	5 26%	12 39%	12 23%	21 40%	10 55%	3 24%	1 10%	7 66%	35 27%	26 45%	4 31%	
Distance I must travel to shoot	45 21%j	8 30%	7 15%	19 21%	10 23%	12 16%	6 20%	8 19%	19 31%a	27 17%	7 12%	4 20%	3 10%	13 26%	18 34%	5 28%	2 19%	5 38%	6 53%	27 21%	13 22%	2 15%	
Cost of range fees	31 15%	2 6%	10 19%	13 14%	7 17%	16 21%	2 8%	3 8%	9 16%	21 13%	9 15%	-	3 11%	9 17%	11 20%	7 39%	2 23%	-	1 8%	13 10%	16 27%	2 13%	
Lack of ammunition available	22 10%	1 2%	7 14%	12 14%	2 4%	7 9%	7 21%	4 9%	4 7%	18 12%	7 12%	5 23%	2 8%	4 8%	3 7%	-	2 19%	1 11%	-	13 10%	8 14%	1 4%	
No one to target shoot with	20 10%JT	3 9%	6 13%	9 10%	2 5%	9 12%	2 6%	4 9%	6 9%	9 6%	2 3%	1 4%	2 7%	4 9%	11 20%	7 37%	1 11%	2 13%	1 10%	5 4%	11 20%	4 26%	
Do not own an appropriate firearm	14 7%J	1 4%	3 6%	6 7%	4 9%	9 12%	* 1%	2 5%	3 5%	5 3%	4 7%	-	* 1%	1 2%	9 18%	5 28%	* 2%	2 13%	2 21%	8 7%	6 10%	-	
Other	5 3%	1 5%	2 4%	2 2%	-	* 4%	1 5%	2 5%	1 2%	4 3%	* 1%	1 4%	2 8%	1 2%	1 2%	-	1 5%	-	* 4%	3 3%	-	1 10%	
No barriers, I shoot as often as I like.	48 23%	9 30%	5 11%	24 27%	10 23%	12 16%	4 14%	9 21%	22 37%A	41 26%	11 19%	4 19%	5 15%	22 44%	7 12%	1 6%	1 5%	5 35%	* 3%	38 30%a	2 3%	5 36%	
Sigma	336 160%	47 164%	83 169%	141 157%	65 154%	123 165%	50 162%	63 145%	100 165%	231 147%	75 133%	31 153%	44 146%	81 162%	105 198%	48 261%	19 178%	19 144%	19 178%	191 150%	108 186%	24 170%	

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3010 What are the main barriers that keep you from target shooting more often? Please select all that apply.

Base: Have Barriers To Target Shooting

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	162	27	46	55	34	52	28	36	46	127	39	18	31	39	35	13	10	5	7	89	46	16
Weighted Base	162*	20**	44**	65**	33**	63**	27**	34**	38**	115*	45**	17**	26**	28**	46**	17**	10**	9**	10**	90*	57**	9**
Cost of ammunition	81 50%	5 26%	22 50%	33 50%	22 66%	28 45%	19 73%	17 50%	17 43%	57 50%	16 36%	12 71%	14 54%	15 55%	24 52%	12 71%	8 74%	3 37%	1 12%	49 54%	26 46%	5 55%
Not enough free time	69 43%	17 84%	20 47%	23 35%	9 28%	29 47%	8 29%	13 38%	19 49%	48 42%	19 43%	5 32%	12 46%	12 42%	21 46%	10 59%	3 25%	1 16%	7 69%	35 39%	26 46%	4 48%
Distance I must travel to shoot	45 28%	8 43%	7 17%	19 29%	10 30%	12 19%	6 23%	8 24%	19 49%	27 23%	7 14%	4 25%	3 12%	13 47%	18 39%	5 30%	2 20%	5 58%	6 55%	27 30%	13 23%	2 23%
Cost of range fees	31 19%	2 9%	10 22%	13 19%	7 22%	16 25%	2 9%	3 10%	9 25%	21 18%	9 19%	- -	3 13%	9 31%	11 23%	7 42%	2 24%	- -	1 8%	13 14%	16 28%	2 21%
Lack of ammunition available	22 13%	1 3%	7 16%	12 19%	2 5%	7 11%	7 25%	4 11%	4 11%	18 16%	7 15%	5 28%	2 9%	4 15%	3 7%	- -	2 20%	1 17%	- -	13 14%	8 15%	1 6%
No one to target shoot with	20 12%JT	3 13%	6 15%	9 13%	2 7%	9 14%	2 7%	4 11%	6 15%	9 8%	2 4%	1 4%	2 9%	4 16%	11 23%	7 40%	1 12%	2 19%	1 10%	5 6%	11 20%	4 42%
Do not own an appropriate firearm	14 9%J	1 6%	3 7%	6 9%	4 12%	9 15%	* 1%	2 6%	3 8%	5 4%	4 9%	- -	* 2%	1 3%	9 20%	5 30%	* 2%	2 19%	2 22%	8 9%	6 11%	- -
Other	5 3%	1 7%	2 5%	2 3%	- -	* 1%	1 5%	2 7%	1 3%	4 4%	* 1%	1 5%	2 9%	1 3%	1 2%	- -	1 5%	- -	* 4%	3 4%	- -	1 15%
Sigma	288 178%	38 192%	78 178%	117 178%	56 170%	111 177%	46 172%	54 157%	78 203%	190 164%	64 141%	27 165%	39 154%	59 211%	99 212%	47 271%	19 182%	14 167%	19 181%	153 171%	107 189%	19 210%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3015 Which of the following types of shooting sports-related equipment, if any, do you currently own?
Please select all that apply.

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Currently Own Shooting Sports-Related Equipment (Net)	739	118	167	287	166	191	130	150	267	490	141	65	102	183	249	50	65	49	85	461	162	86
Handgun	409	59	74	186	90	70	61	102	175	266	44	29	74	119	143	26	32	28	57	280	62	52
Rifle	377	56	87	148	86	67	69	87	153	275	56	39	69	112	102	12	30	19	42	265	67	35
BB gun/Airgun	347	60	92	125	70	67	74	73	133	233	47	43	50	93	114	20	31	24	39	222	64	45
Shotgun	340	49	80	143	68	71	48	77	145	253	57	27	60	108	88	14	21	17	36	240	57	34
Paintball gun	110	22	35	24	29	67	22	16	6	90	57	16	12	5	20	9	5	4	2	50	48	4
Muzzleloader	78	12	28	27	12	10	15	17	36	58	9	10	11	27	21	1	5	6	9	59	12	4
Airsoft gun	62	10	19	15	19	34	14	12	3	47	31	7	6	3	16	2	7	6	-	24	34	3
Other	41	3	18	12	9	17	7	9	9	25	8	6	8	4	16	8	1	1	5	15	19	7
None	1319	341	291	399	289	428	227	279	384	501	164	91	128	118	818	264	136	152	266	581	402	243
Decline to answer	38	4	8	13	13	12	8	8	10	19	3	4	5	6	19	9	4	3	4	16	15	5

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3015 Which of the following types of shooting sports-related equipment, if any, do you currently own?
 Please select all that apply.

Base: All Respondents

	Region				Age				Male Age					Female Age				Marital Status				
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Sigma	3122	616	731	1091	684	844	544	681	1054	1766	479	271	422	594	1356	365	273	259	459	1753	781	432
	149%	133%	157%	156%	146%	134%	149%	156%	159%	175%	155%	169%	180%	194%	125%	113%	133%	128%	130%	166%	135%	129%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3015 Which of the following types of shooting sports-related equipment, if any, do you currently own?
 Please select all that apply.

Base: Currently Own Shooting Sports-Related Equipment

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	700	123	185	245	147	157	119	153	271	485	116	64	109	196	215	41	55	44	75	416	151	103
Weighted Base	739	118*	167*	287	166*	191*	130*	150*	267	490	141*	65*	102*	183	249	50**	65*	49**	85*	461	162*	86*
Handgun	409 55%CF U	59 50%	74 44%	186 65%AbC	90 54%	70 37%	61 47%	102 68%AFG	175 66%AFG	266 54%	44 31%	29 45%	74 73%KL	119 65%KL	143 57%	26 52%	32 49%k	28 57%	57 67%KL	280 61%AU	62 38%	52 61%U
Rifle	377 51%FO uv	56 48%	87 52%	148 52%	86 52%	67 35%	69 53%F	87 58%F	153 57%AF	275 56%AO	56 40%	39 59%k	69 68%Kq	112 61%K	102 41%	12 23%	30 46%	19 39%	42 49%	265 57%AUV	67 41%	35 41%
BB gun/Airgun	347 47%F	60 51%	92 55%ade	125 43%	70 42%	67 35%	74 57%aF	73 49%F	133 50%F	233 48%	47 34%	43 65%K	50 49%	93 51%K	114 46%	20 40%	31 48%	24 49%	39 46%	222 48%	64 39%	45 52%
Shotgun	340 46%fg OU	49 42%	80 48%	143 50%	68 41%	71 37%	48 37%	77 51%fg	145 54%AFG	253 52%AO	57 41%	27 41%	60 59%kQ	108 59%KL	88 35%	14 27%	21 32%	17 36%	36 43%	240 52%AUV	57 35%	34 39%
Paintball gun	110 15%DI OTV	22 19%D	35 21%aD	24 8%	29 18%D	67 35%AGH	22 17%I	16 10%I	6 2%	90 18%AO	57 41%MNS	16 25%Nq	12 12%Ns	5 3%	20 8%	9 18%	5 8%	4 7%	2 2%	50 11%	48 30%ATV	4 4%
Muzzleloader	78 11%f	12 10%	28 17%Ade	27 9%	12 7%	10 5%	15 12%	17 11%	36 13%f	58 12%	9 7%	10 16%	11 11%	27 15%	21 8%	1 2%	5 8%	6 12%	9 10%	59 13%a	12 8%	4 5%
Airsoft gun	62 8%dIT	10 8%	19 11%d	15 5%	19 11%	34 18%AhI	14 11%I	12 8%I	3 1%	47 10%	31 22%MNS	7 10%NS	6 6%	3 1%	16 6%	2 4%	7 11%NS	6 13%	-	24 5%	34 21%ATV	3 3%
Other	41 6%iT	3 2%	18 11%ABd	12 4%	9 5%	17 9%i	7 6%	9 6%	9 3%	25 5%	8 6%	6 9%n	8 7%n	4 2%	16 6%	8 17%	1 2%	1 3%	5 6%	15 3%	19 12%AT	7 8%t
Sigma	1766 239%	271 230%	432 258%	680 237%	382 230%	403 211%	309 237%	393 262%	660 247%	1246 254%	311 221%	176 270%	289 284%	470 258%	519 209%	92 183%	133 204%	105 215%	190 224%	1156 251%	364 224%	184 214%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3020 Which of the following types of rifles do you currently own? Please select all that apply.

Base: Currently Own A Rifle

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	370	65	92	130	83	57	58	93	162	279	45	37	73	124	91	12	21	20	38	248	66	45
Weighted Base	377	56*	87*	148*	86*	67**	69*	87*	153*	275	56**	39**	69*	112*	102*	12**	30**	19**	42**	265	67**	35**
Bolt action	195 52%O	28 51%	40 46%	80 54%	47 54%	40 59%	31 45%	45 51%	80 52%	159 58%AO	39 70%	21 56%	37 53%	62 56%	36 36%	1 10%	10 32%	8 43%	17 42%	136 51%	33 49%	19 55%
Traditional semi-automatic	188 50%B	19 35%	43 49%	77 52%b	48 56%b	29 44%	42 61%	46 53%	70 46%	147 54%ao	24 44%	26 67%	38 55%	59 53%	41 40%	5 45%	16 53%	8 45%	11 27%	135 51%	30 44%	17 48%
Single shot	171 45%I	33 58%ac	32 36%	69 47%	38 44%	35 52%	37 54%i	46 52%I	53 35%	120 44%	30 53%	16 41%	37 54%N	38 34%	51 50%	6 48%	21 72%	9 47%	15 36%	120 45%	34 52%	13 38%
Lever action	146 39%	19 34%	35 40%	59 40%	33 39%	27 40%	19 27%	29 33%	72 47%Ag	108 39%	23 41%	11 29%	21 31%	53 47%	38 38%	4 37%	7 25%	7 39%	20 47%	104 39%	24 36%	14 40%
Modern semi-automatic (e.g., AR-15)	56 15%i	6 11%	8 9%	27 18%	15 17%	18 26%	8 11%	15 17%	15 10%	44 16%	12 21%	8 20%	11 16%	14 12%	12 12%	6 52%	-	4 24%	1 3%	35 13%	12 18%	7 19%
Other	21 6%D	3 5%	9 11%aD	2 1%	7 8%d	4 5%	4 6%	5 6%	8 5%	16 6%	4 7%	2 6%	5 7%	5 4%	5 5%	-	2 5%	-	3 8%	16 6%	4 6%	1 2%
Not sure	11 3%J	2 3%	2 2%	6 4%	3 3%	2 3%	2 3%	4 4%	4 2%	1 *	-	1 2%	* *	-	10 10%AJ	2 15%	1 5%	4 19%	4 9%	9 3%	1 1%	1 3%
Sigma	788 209%	110 196%	168 194%	320 216%	190 222%	155 230%	142 208%	189 216%	302 197%	594 216%	131 235%	85 220%	149 216%	230 206%	194 190%	24 206%	57 192%	41 217%	72 172%	555 210%	139 208%	72 206%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3023 Which of the following best describes the primary purpose for your modern semi-automatic rifle (such as AR-15)?

Base: Currently Own A Modern Semi-Automatic Rifle

	Region				Age				Male Age					Female Age				Marital Status				
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	61	10	10	27	14	14	8	22	17	52	9	8	20	15	9	5	-	2	2	36	14	9
Weighted Base	56*	6**	8**	27**	15**	18**	8**	15**	15**	44**	12**	8**	11**	14**	12**	6**	-**	4**	1**	35**	12**	7**
Collecting	15 28%	1 15%	2 23%	6 21%	7 48%	5 26%	3 44%	6 38%	2 12%	10 22%	3 27%	3 44%	1 12%	2 13%	6 49%	1 23%	-	4 100%	-	11 31%	4 34%	* 4%
Purchased to avoid any potential future ownership ban	15 27%	-	4 46%	10 37%	2 11%	8 46%	2 32%	2 10%	3 19%	12 28%	5 44%	2 32%	2 15%	3 21%	3 25%	3 49%	-	-	-	10 28%	3 26%	2 30%
Target shooting	10 18%	1 18%	1 8%	6 23%	2 15%	1 7%	1 11%	4 28%	4 25%	10 23%	1 8%	1 11%	4 40%	4 28%	* 3%	* 6%	-	-	-	8 23%	2 14%	1 9%
Home/Personal protection	10 17%	2 26%	1 12%	4 17%	3 18%	2 11%	* 3%	3 18%	5 31%	8 19%	2 17%	* 3%	3 25%	3 24%	1 12%	-	-	-	1 100%	4 12%	2 17%	2 25%
Hunting	4 6%	1 21%	1 10%	* 1%	1 9%	1 8%	1 10%	-	1 10%	2 5%	-	1 10%	-	1 11%	1 11%	1 22%	-	-	-	2 4%	1 6%	1 19%
Other	2 3%	1 20%	-	* 2%	-	* 3%	-	1 6%	* 3%	2 4%	* 4%	-	1 8%	* 3%	-	-	-	-	-	* 1%	* 4%	1 13%
Sigma	56 100%	6 100%	8 100%	27 100%	15 100%	18 100%	8 100%	15 100%	15 100%	44 100%	12 100%	8 100%	11 100%	14 100%	12 100%	6 100%	-	4 100%	1 100%	35 100%	12 100%	7 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3025 Which of the following, if any, are reasons you made your most recent firearm purchase? Please select all that apply.

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
N/A - I have never purchased a firearm.	1388	361	317	412	299	494	241	268	385	532	205	104	117	107	857	290	138	151	278	606	451	235
	66%Dh IJT	78%ACD E	68%D	59%	64%	78%AGH I	66%i	61%	58%	53%	66%Mn MN	65%Mn MN	50%N	35%	79%AJ MNQRS	90%KL MNQRS	67%Mn MN	74%Mn MN	78%KL MNQ	57%	78%ATv MNQ	71%T
Ever Purchased A Firearm (Net)	707	101	150	287	169	137	124	170	276	478	104	57	118	200	229	34	67	52	76	452	129	98
	34%BF OU	22%	32%B	41%ABC	36%B	22%	34%F	39%aF	42%AFg	47%AO	34%PS	35%PS	50%KL PQRS	65%KL MPQRS	21%	10%	33%PS	26%P	22%P	43%AUV	22%	29%u
To use for home protection	283	40	45	130	68	35	44	70	135	184	18	17	53	96	100	17	28	17	38	196	33	39
	14%BCF OU	9%	10%	19%ABC	15%Bc	5%	12%F	16%F	20%AFG	18%AO	6%	11%	22%KL PqRS	31%KLm PQRS	9%	5%	13%KP	8%	11%p	19%AUV	6%	12%U
To use for personal protection	254	41	35	123	54	36	46	65	107	166	23	21	47	75	88	13	25	18	32	165	38	38
	12%bCF OU	9%	8%	18%ABC e	12%	6%	12%F	15%F	16%AF	16%AO	8%	13%P	20%KP RS	25%KLP QRS	8%	4%	12%P	9%p	9%p	16%AU	7%	11%u
To use for target shooting	209	46	50	61	53	29	38	54	88	152	19	20	44	70	57	10	19	11	18	139	29	31
	10%FO U	10%	11%	9%	11%	5%	10%F	12%F	13%AF	15%AO	6%	12%Pr S	19%KP QRS	23%KLP QRS	5%	3%	9%P	5%	5%	13%AU	5%	9%u
To use for hunting	197	30	50	73	45	30	40	40	87	159	29	28	30	71	38	1	12	10	16	142	31	20
	9%bFO Uv	7%	11%	10%	10%	5%	11%F	9%F	13%AF	16%AO	9%p	18%kP QRS	13%Pq RS	23%KMP QRS	4%	*	6%P	5%P	4%P	13%AUV	5%	6%
To use for plinking/informal target shooting	124	24	35	32	33	17	25	29	54	96	13	16	23	44	28	4	8	6	10	87	17	17
	6%FOU	5%	8%	5%	7%	3%	7%F	7%F	8%AF	10%AO	4%p	10%kP qRS	10%kP qRS	14%KPQ RS	3%	1%	4%	3%	3%	8%AU	3%	5%
To use for concealed carry	110	24	18	43	25	25	16	32	36	84	14	10	26	34	26	10	7	7	2	69	20	16
	5%O	5%	4%	6%	5%	4%	5%	7%f	5%	8%AO	5%S	6%S	11%kP QRS	11%KPQ RS	2%	3%S	3%S	3%S	1%	7%au	3%	5%
I was concerned about legal restrictions on future purchases.	96	8	20	40	28	18	10	25	43	79	11	8	19	41	17	6	2	6	3	70	14	11
	5%BFO U	2%	4%b	6%B	6%B	3%	3%	6%f	7%AFg	8%AO	4%S	5%qS	8%PQ rS	13%KLP QRS	2%	2%	1%	3%	1%	7%AUV	2%	3%
To collect as a hobby	88	12	22	31	23	18	21	22	27	67	15	9	19	24	21	3	12	3	3	53	21	7
	4%O	3%	5%	4%	5%	3%	6%	5%	4%	7%AO	5%pS	6%PS	8%PRS 8%PRS	2%	1%	6%PS	2%	1%	5%v	4%	2%	
To use for work (e.g., law enforcement, bodyguard, security)	36	8	8	3	17	6	4	9	17	30	2	4	7	16	7	4	-	1	1	19	8	9
	2%DO	2%	2%	*	4%AD	1%	1%	2%	3%	3%AO	1%	3%qs	3%qS	5%KPQ RS	1%	1%	-	1%	*	2%	1%	3%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3025 Which of the following, if any, are reasons you made your most recent firearm purchase? Please select all that apply.

Base: All Respondents

	Region				Age				Male Age					Female Age				Marital Status				
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep. Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Other	95	13	27	42	13	17	16	34	28	48	13	4	17	14	47	4	12	17	14	51	30	14
	5% _f	3%	6%	6% _{be}	3%	3%	4%	8% _{AFi}	4%	5%	4% _p	3%	7% _P	5% _p	4%	1%	6% _P	9% _{LP}	4% _p	5%	5%	4%
Sigma	2882	608	626	989	659	724	502	648	1008	1596	362	241	401	592	1286	362	261	247	416	1598	692	437
	138%	131%	134%	142%	141%	115%	138%	148%	152%	158%	117%	150%	171%	193%	118%	112%	128%	122%	117%	151%	119%	131%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3025 Which of the following, if any, are reasons you made your most recent firearm purchase? Please select all that apply.

Base: Ever Purchased A Firearm

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	689	116	176	247	150	115	117	166	291	482	85	60	121	216	207	30	57	45	75	414	119	126
Weighted Base	707	101*	150*	287	169*	137*	124*	170*	276	478	104*	57**	118*	200	229	34**	67*	52**	76*	452	129*	98*
To use for home protection	283 40%CF U	40 40%	45 30%	130 45% C	68 40%	35 25%	44 36%	70 41% f	135 49% AFg	184 38%	18 17%	17 30%	53 45% k	96 48% k	100 44%	17 50%	28 41% k	17 33%	38 50% k	196 43% U	33 25%	39 40% u
To use for personal protection	254 36% Cf	41 40% C	35 24%	123 43% AC	54 32%	36 26%	46 37%	65 38%	107 39% f	166 35%	23 22%	21 36%	47 39% k	75 38% k	88 38%	13 37%	25 37%	18 35%	32 42% k	165 36%	38 30%	38 39%
To use for target shooting	209 30% D	46 45% ADe	50 33% D	61 21%	53 31%	29 21%	38 31%	54 32%	88 32%	152 32%	19 18%	20 35%	44 37% k	70 35% k	57 25%	10 29%	19 28%	11 20%	18 24%	139 31%	29 23%	31 31%
To use for hunting	197 28% O	30 30%	50 33%	73 25%	45 26%	30 22%	40 33%	40 23%	87 32%	159 33% AO	29 28%	28 50%	30 26%	71 36% qs	38 17%	1 4%	12 18%	10 19%	16 20%	142 31% av	31 24%	20 21%
To use for plinking/informal target shooting	124 18% Do	24 24% D	35 24% aD	32 11%	33 20% d	17 13%	25 20%	29 17%	54 20%	96 20% ao	13 13%	16 29%	23 20%	44 22%	28 12%	4 11%	8 12%	6 11%	10 13%	87 19%	17 13%	17 17%
To use for concealed carry	110 16%	24 24% ac	18 12%	43 15%	25 15%	25 18%	16 13%	32 19%	36 13%	84 18%	14 14%	10 17%	26 22% S	34 17% S	26 11%	10 31%	7 10%	7 13%	2 3%	69 15%	20 16%	16 16%
I was concerned about legal restrictions on future purchases.	96 14% O	8 8%	20 13%	40 14%	28 16%	18 13%	10 8%	25 15%	43 16%	79 17% AO	11 11%	8 14%	19 16% qS	41 20% QS	17 7%	6 19%	2 3%	6 11%	3 3%	70 16%	14 11%	11 11%
To collect as a hobby	88 13%	12 12%	22 15%	31 11%	23 14%	18 13%	21 17%	22 13%	27 10%	67 14%	15 14%	9 16%	19 16% s	24 12%	21 9%	3 10%	12 18% s	3 6%	3 4%	53 12%	21 17%	7 8%
To use for work (e.g., law enforcement, bodyguard, security)	36 5% D	8 8% D	8 5% d	3 1%	17 10% AD	6 4%	4 4%	9 5%	17 6%	30 6%	2 2%	4 8%	7 6%	16 8% q	7 3%	4 13%	- -	1 3%	1 1%	19 4%	8 6%	9 9%
Other	95 13% eJ	13 13%	27 18% e	42 15%	13 8%	17 12%	16 13%	34 20% aI	28 10%	48 10%	13 13%	4 8%	17 14%	14 7%	47 21% AJ	4 11%	12 17% n	17 33%	14 19% N	51 11%	30 23% AT	14 14%
Sigma	1494 211%	246 244%	309 207%	578 202%	360 213%	230 167%	261 211%	380 224%	623 226%	1065 223%	157 152%	138 243%	284 241%	485 243%	429 187%	72 215%	123 184%	96 185%	138 180%	991 219%	241 187%	201 205%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3030 When was your most recent firearm purchase?

Base: Ever Purchased A Firearm

	Region				Age				Male Age				Female Age				Marital Status					
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	689	116	176	247	150	115	117	166	291	482	85	60	121	216	207	30	57	45	75	414	119	126
Weighted Base	707	101*	150*	287	169*	137*	124*	170*	276	478	104*	57**	118*	200	229	34**	67*	52**	76*	452	129*	98*
Purchased A Firearm Less Than 1 Year Ago (Net)	136	11	21	70	33	51	23	31	31	100	43	9	21	28	36	8	14	10	3	91	29	11
	19% v	11% v	14% v	24% v	20% v	37% v	18% v	18% v	11% v	21% v	41% v	15% v	18% v	14% v	16% v	25% v	21% v	20% v	4% v	20% v	22% v	11% v
Within the past month	25	-	6	11	9	15	6	4	1	17	13	-	2	1	9	2	6	1	-	19	5	-
	4% I	-	4% I	4% I	5% b	11% AHI	5% I	2% I	* I	3% I	13% mNS	-	2% I	1% I	4% I	5% I	8% Ns	3% I	-	4% v	4% I	-
2 to less than 3 months ago	26	4	1	11	10	9	3	5	8	21	9	2	3	7	5	-	1	2	1	21	*	3
	4% c	4% c	1% c	4% c	6% c	7% c	3% c	3% c	3% c	4% c	9% c	3% c	2% c	4% c	2% c	-	2% c	5% c	1% c	5% c	* c	3% c
3 to less than 6 months ago	26	4	4	12	6	9	3	12	2	18	7	2	6	2	8	2	*	6	-	14	9	3
	4% I	4% I	3% I	4% I	4% I	7% I	2% I	7% aI	1% I	4% I	7% n	4% I	5% n	1% I	4% I	6% I	* I	11% I	-	3% I	7% I	3% I
6 months ago to less than 1 year ago	59	3	11	37	8	18	11	10	20	45	13	4	10	18	14	5	7	*	2	36	14	6
	8% e	3% e	7% e	13% ABe	5% e	13% e	9% e	6% e	7% e	9% e	13% e	8% e	8% e	9% e	6% e	15% e	10% e	1% e	3% e	8% e	11% e	6% e
1 to 2 years ago	80	21	17	33	10	16	15	22	28	63	12	8	17	25	18	3	7	4	3	51	17	8
	11% e	20% AE	11% e	12% e	6% e	11% e	12% e	13% e	10% e	13% e	12% e	15% e	15% s	12% e	8% e	10% e	11% e	8% e	4% e	11% e	13% e	8% e
More than 2 years ago	386	54	84	140	108	48	61	96	181	267	36	32	66	133	119	12	29	30	49	257	54	62
	55% dF U	54% dF	56% dF	49% dF	64% aD	35% dF	50% dF	56% F	66% AFG	56% dF	35% dF	57% dF	56% K	66% KQ	52% dF	34% dF	44% dF	58% dF	64% Kq	57% u	42% dF	63% U
Don't remember	74	10	21	31	12	14	19	15	27	29	6	4	10	9	46	7	14	6	18	40	17	13
	11% J	10% J	14% J	11% J	7% J	10% J	15% J	9% J	10% J	6% J	6% J	8% J	8% J	4% J	20% AJ	22% J	21% km	11% J	24% KMN	9% J	14% J	14% J
Decline to answer	29	4	6	12	6	9	5	6	9	19	7	3	4	5	10	3	2	2	3	13	12	4
	4% J	4% J	4% J	4% J	4% J	7% J	4% J	3% J	3% J	4% J	6% J	6% J	4% J	3% J	4% J	8% J	3% J	3% J	4% J	3% J	9% at	4% J
Sigma	707	101	150	287	169	137	124	170	276	478	104	57	118	200	229	34	67	52	76	452	129	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3035 You mentioned you purchased a firearm within the past year. Which of the following types of firearms did you purchase? Please select all that apply.

Base: Purchased A Firearm Less Than 1 Year Ago

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	15	19	54	24	30	17	32	33	84	23	8	25	28	28	7	9	7	5	73	18	14
Weighted Base	136*	11**	21**	70*	33**	51**	23**	31**	31**	100*	43**	9**	21**	28**	36**	8**	14**	10**	3**	91*	29**	11**
Handgun	87 64%	6 56%	7 33%	51 72%	23 70%	36 70%	5 22%	22 71%	25 79%	65 65%	27 64%	3 38%	13 64%	22 76%	22 61%	8 100%	2 13%	9 86%	3 100%	52 57%	22 76%	9 79%
Rifle	38 28%	5 39%	8 39%	16 22%	9 27%	5 9%	11 47%	12 39%	10 31%	27 27%	5 11%	4 44%	10 45%	9 33%	10 28%	- -	7 49%	3 27%	1 16%	31 34%	2 7%	2 23%
Shotgun	21 15%	3 29%	3 14%	13 19%	1 3%	4 8%	5 22%	8 25%	4 13%	13 13%	4 10%	2 18%	4 18%	4 14%	8 21%	- -	4 25%	4 39%	- -	16 18%	3 9%	1 11%
Muzzleloader	15 11% d	- -	7 34%	3 4%	5 15%	10 19%	4 18%	- -	1 4%	10 10%	8 20%	- -	- -	1 4%	5 15%	1 16%	4 29%	- -	- -	10 11%	5 17%	- -
Other	7 5%	* 4%	- -	5 8%	1 3%	5 10%	- -	1 4%	- -	7 7%	5 13%	- -	1 7%	- -	- -	- -	- -	- -	- -	6 7%	* 1%	- -
Sigma	168 123%	15 129%	25 120%	88 126%	39 118%	59 116%	25 110%	44 140%	40 127%	122 122%	50 116%	9 100%	28 134%	36 128%	46 126%	10 116%	16 115%	16 152%	4 116%	115 127%	32 110%	12 112%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3040 How interested, if at all, would you be in participating in shooting sports activities (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the future?

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Don't Already Participate (Net)	2025 97% CJ	452 98% C	439 94%	673 96%	462 99% ACd	608 96%	347 95%	425 97%	645 98%	954 95%	289 94%	147 92%	224 95%	294 96%	1071 99% AJ	319 99% KL	200 98% l	201 99% KL	350 96% KL	1013 97%	562 98% t	328
At Least Somewhat Interested (Sub-Net)	866 41% bc IOV	171 37%	169 36%	307 44% bc	219 47% abc	345 55% AGH I	154 42% I	170 39% I	196 30%	525 52% AO	193 63% LM NPQRS	73 45% RS	118 51% qR S	141 46% RS	340 31%	152 47% RS	81 40% RS	52 25% S	55 16%	434 41% v	274 47% AtV	103 31%
At Least Interested (Sub-Sub-Net)	380 18% IO V	77 17%	82 18%	115 17%	106 23% abd	148 23% AHI	74 20% I	71 16%	87 13%	257 25% AO	91 30% PQ RS	42 26% qR S	56 24% RS	68 22% RS	123 11%	57 18% RS	32 16% rS	15 8%	19 5%	210 20% V	110 19% v	41 12%
Extremely/Very Interested (Sub-Sub-Sub-Net)	200 10% IOv 7%	33 7%	40 9%	70 10%	57 12% b	95 15% AHI	42 11% I	30 7%	33 5%	139 14% AO	59 19% MN PQRS	28 17% nQ RS	23 10% rS	29 9% rS	61 6%	36 11% RS	14 7% S	7 3%	4 1%	110 10% v	63 11% v	21 6%
Extremely interested	87 4% IO	15 3%	29 6% a	26 4%	17 4%	43 7% AhI	17 5%	14 3%	14 2%	63 6% AO	27 9% nQR S	12 8% qRS	11 5% S	12 4% S	25 2%	16 5% S	4 2%	2 1%	2 1%	46 4%	28 5%	10 3%
Very interested	113 5% CIO	18 4%	11 2%	43 6% C	40 9% ABC	52 8% AHI	25 7% I	16 4%	19 3%	77 8% AO	33 11% mn qRS	15 10% RS	12 5% S	17 5% S	36 3%	20 6% S	10 5% S	4 2%	3 1%	64 6%	35 6%	11 3%
Interested	180 9% dO	44 9%	42 9%	46 7%	49 10%	53 8%	33 9%	41 9%	54 8%	118 12% AO	32 10% rS	15 9% S	32 14% PR	39 13% pRS	62 6%	21 7%	18 9% s	9 4%	15 4%	100 9%	47 8%	20 6%
Somewhat interested	485 23% CI Ov	94 20%	87 19%	191 27% ABC	113 24%	197 31% AGH I	80 22%	99 23% l	109 17%	268 27% AO	102 33% Ln RS	31 19% S	63 27% S	73 24% S	217 20%	95 30% lR S	49 24% S	36 18% s	36 10%	224 21%	163 28% ATV	62 18%
Not at all interested	1159 55% FJ U	281 61% ADE	270 58%	366 52%	242 52%	263 42%	193 53% F	255 58% F	448 68% AFG H	429 42%	96 31%	74 46% K	105 45% K	153 50% K	730 67% AJ	167 52% K	118 58% KM	150 83% KL MNPQ	295 83% KL MNPQr	579 55%	288 50%	226 68% ATU
I already participate in shooting sports activities.	70 3% EO	10 2%	28 6% ABE	26 4% e	6 1%	23 4%	18 5%	12 3%	16 2%	55 5% AO	19 6% PRS	13 8% PqR S	11 5% prs	12 4% s	15 1%	4 1%	5 2%	1 1%	4 1%	45 4% v	18 3%	6 2%
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Summary Of At Least Somewhat Effective

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Receiving an invitation to join a shooting sports activity from a friend or family member	941	173	193	345	229	362	186	180	212	552	192	90	127	144	389	170	96	54	68	491	282	110
	45%BI	37%	41%	49%ABc	49%Bc	57%AHl	51%aHI	41%I	32%	55%AO	62%NQ	56%RS	54%RS	47%RS	36%	53%RS	47%RS	26%	19%	46%V	49%V	33%
	OV																					
Hearing about a promotional event at a local shooting range	737	148	143	277	169	260	144	161	172	448	139	76	112	121	289	121	68	49	51	398	197	92
	35%cI	32%	31%	40%AbC	36%	41%AI	39%I	37%I	26%	44%AO	45%qR	47%QR	48%pQ	40%RS	27%	37%RS	33%S	24%S	14%	38%aV	34%	28%
	OV																					
Seeing something about shooting sports on TV	629	131	125	219	155	232	120	124	153	400	130	63	91	115	230	102	56	32	39	326	187	76
	30%IO	28%	27%	31%	33%	37%AHl	33%I	28%	23%	40%AO	42%pQ	40%qR	39%qR	37%qR	21%	32%RS	28%RS	16%	11%	31%V	32%V	23%
	V																					
Receiving something explaining/promoting shooting sports in the mail	602	127	121	210	144	224	118	128	133	385	116	68	98	103	218	108	50	30	30	319	166	74
	29%IO	27%	26%	30%	31%	35%AI	32%I	29%I	20%	38%AO	37%QR	42%QR	42%QR	34%qR	20%	33%RS	24%rS	15%S	8%	30%V	29%	22%
	V																					
Reading a story about shooting sports in a newspaper or magazine	597	131	117	204	145	220	124	117	137	375	125	68	83	99	222	95	56	34	37	309	173	72
	29%IO	28%	25%	29%	31%	35%AHl	34%aI	27%I	21%	37%AO	41%PQ	42%PQ	35%RS	32%RS	20%	29%RS	27%rS	17%	11%	29%V	30%V	22%
	V																					
Seeing something about shooting sports on the Internet	567	121	118	192	135	221	113	117	116	381	129	73	93	86	185	91	41	23	30	289	172	73
	27%IO	26%	25%	27%	29%	35%AHl	31%I	27%I	18%	38%AO	42%NP	45%NP	40%NP	28%RS	17%	28%RS	20%rS	11%	9%	27%	30%v	22%
	v																					

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
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 NSSF
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Q3045 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Summary Of At Least Effective

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Receiving an invitation to join a shooting sports activity from a friend or family member	577 28%IO V	112 24%	117 25%	207 30%	140 30%	230 36%AH I	114 31%I	115 26%I	118 18%	363 36%AO	132 43%NP QRS	61 38%Nq RS	88 38%Nq RS	82 27%RS	214 20%	98 30%RS	53 26%RS	27 13%	36 10%	316 30%aV	169 29%V	62 19%
Hearing about a promotional event at a local shooting range	354 17%IO V	64 14%	67 14%	120 17%	103 22%ABC	133 21%AI	68 19%I	72 16%	81 12%	229 23%AO	74 24%QR S	40 25%QR S	55 24%qR S	59 19%RS	125 12%	59 18%RS	28 14%S	17 8%	22 6%	204 19%AV	98 17%	40 12%
Seeing something about shooting sports on TV	280 13%bi O	48 10%	61 13%	104 15%	66 14%	104 16%ah I	54 15%	50 11%	72 11%	179 18%AO	59 19%qR S	34 21%QR S	37 16%RS	49 16%RS	101 9%	45 14%rS	21 10%	12 6%	23 6%	166 16%Av	68 12%	34 10%
Receiving something explaining/promoting shooting sports in the mail	246 12%IO	58 13%	43 9%	73 10%	72 15%aCd	91 14%I	52 14%I	45 10%	57 9%	161 16%AO	47 15%RS	32 20%QR S	37 16%RS	45 15%RS	85 8%	44 14%RS	20 10%S	8 4%	13 4%	132 13%	68 12%	36 11%
Reading a story about shooting sports in a newspaper or magazine	229 11%IO V	49 11%	40 9%	74 11%	66 14%ac	89 14%aI	43 12%	42 10%	55 8%	156 15%AO	54 18%pQ RS	29 18%QR S	32 14%qR S	40 13%RS	73 7%	34 11%S	14 7%	10 5%	15 4%	141 13%AV	63 11%v	20 6%
Seeing something about shooting sports on the Internet	229 11%IO	41 9%	48 10%	74 11%	66 14%ab	87 14%ah I	56 15%AH I	38 9%	49 7%	150 15%AO	48 16%RS	35 22%mn PQRS	31 13%RS	36 12%RS	78 7%	39 12%RS	21 10%rS	7 3%	12 3%	119 11%	66 11%	37 11%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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 Fielding Period: March 16-18, 2010
 NSSF
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Q3045 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Summary Of Extremely/Very Effective

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
Receiving an invitation to join a shooting sports activity from a friend or family member	282 13% OV	60 13%	61 13%	97 14%	64 14%	108 17% AH	62 17% HI	43 10%	68 10%	170 17% AO	62 20% RS	31 19% RS	32 14% RS	45 15% RS	113 10%	46 14% RS	32 16% RS	11 6%	23 7%	157 15% V	80 14% v	29 9%
Hearing about a promotional event at a local shooting range	140 7% OV	22 5%	26 6%	61 9% ab	30 6%	43 7%	27 7%	26 6%	44 7%	90 9% AO	25 8% R	16 10% R	22 10% R	26 9% R	50 5%	18 6%	11 6%	3 2%	18 5%	91 9% AV	34 6%	11 3%
Seeing something about shooting sports on TV	97 5% Ho	21 4%	24 5%	26 4%	26 6%	34 5% H	27 8% AH	7 2%	28 4% h	58 6% ao	18 6% r	16 10% MRS	5 2%	19 6% mRS	38 4%	16 5%	12 6% r	2 1%	9 2%	60 6%	21 4%	9 3%
Receiving something explaining/promoting shooting sports in the mail	91 4%	21 5%	17 4%	29 4%	24 5%	27 4%	20 5%	14 3%	31 5%	52 5%	11 4%	11 7% r	11 5%	20 6% r	38 4%	15 5%	9 4%	3 1%	11 3%	51 5%	24 4%	11 3%
Seeing something about shooting sports on the Internet	64 3% o	15 3%	9 2%	27 4%	12 3%	12 2%	22 6% AFH	7 2%	23 3%	40 4% ao	6 2%	15 9% KMP	5 2%	14 5%	24 2%	6 2%	7 3%	2 1%	9 2%	41 4%	10 2%	10 3%
Reading a story about shooting sports in a newspaper or magazine	62 3%	12 3%	12 3%	14 2%	23 5% ad	17 3%	17 5% h	7 2%	21 3%	35 3%	12 4%	9 6% pr	4 2%	9 3%	27 2%	5 2%	8 4%	2 1%	11 3%	43 4% Av	12 2%	4 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

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Q3045_1 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Hearing about a promotional event at a local shooting range

Base: All Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
At Least Somewhat Effective (Net)	737 35% OV	148 32% I	143 31% C	277 40% ABC	169 36% E	260 41% AI	144 39% I	161 37% I	172 26% I	448 44% AO	139 45% qR	76 47% QR	112 48% pQ	121 40% RS	289 27% S	121 37% RS	68 33% S	49 24% S	51 14% S	398 38% aV	197 34% S	92 28% S
At Least Effective (Sub-Net)	354 17% V	64 14% IO	67 14% C	120 17% ABC	103 22% ABC	133 21% AI	68 19% I	72 16% I	81 12% I	229 23% AO	74 24% qR	40 25% QR	55 24% qR	59 19% RS	125 12% S	59 18% RS	28 14% S	17 8% S	22 6% S	204 19% AV	98 17% S	40 12% S
Extremely/Very Effective (Sub-Sub-Net)	140 7% OV	22 5% O	26 6% C	61 9% ab	30 6% E	43 7% AI	27 7% I	26 6% I	44 7% I	90 9% AO	25 8% R	16 10% R	22 10% R	26 9% R	50 5% S	18 6% S	11 6% S	3 2% S	18 5% S	91 9% AV	34 6% S	11 3% S
Extremely effective	54 3% OV	11 2% O	10 2% C	20 3% ab	12 3% E	12 2% AI	12 3% I	12 3% I	17 3% I	36 4% ao	5 1% R	8 5% kR	12 5% kR	11 3% r	18 2% S	7 2% S	4 2% S	* 2% S	6 2% S	38 4% AV	11 2% S	2 1% S
Very effective	86 4% bO	11 2% O	16 3% C	41 6% aB	18 4% E	31 16% ABC	15 4% AI	13 3% I	27 4% I	54 5% aO	21 7% r	7 5% R	11 4% S	16 5% S	32 3% S	11 3% S	7 4% S	3 1% S	11 3% S	53 5% S	23 4% S	8 3% S
Effective	214 10% IO	42 9% O	40 9% C	59 8% ABC	73 16% ABC	90 14% AI	41 11% I	46 11% I	37 6% I	139 14% AO	49 16% qR	24 15% rS	33 14% rS	33 11% S	75 7% S	41 13% S	17 8% S	13 6% S	4 1% S	114 11% S	63 11% S	29 9% S
Somewhat effective	383 18% eI	85 18% O	77 16% C	156 22% AcE	66 14% E	126 20% I	76 21% I	89 20% I	92 14% I	219 22% AO	65 21% S	36 22% S	56 24% S	63 20% S	163 15% S	62 19% S	40 19% S	33 16% S	29 8% S	194 18% S	99 17% S	52 16% S
Not at all effective	1358 65% DF	314 68% d	323 69% aD	422 60% D	299 64% E	372 59% I	221 61% I	276 63% I	489 74% AFG	562 56% H	169 55% S	84 53% S	123 52% S	185 60% S	797 73% AJ	203 63% m	137 67% kL	153 76% KL	304 86% KL	660 62% MNPQR	383 66% S	242 72% AT
Sigma	2095	462	467	698	468	632	365	437	661	1010	308	160	235	307	1085	323	205	203	355	1058	580	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

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Q3045_2 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Receiving an invitation to join a shooting sports activity from a friend or family member

Base: All Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep. Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
At Least Somewhat Effective (Net)	941	173	193	345	229	362	186	180	212	552	192	90	127	144	389	170	96	54	68	491	282	110
	45%BI	37%	41%	49%ABc	49%Bc	57%AHl	51%aHI	41%I	32%	55%AO	62%NQ	56%RS	54%RS	47%RS	36%	53%RS	47%RS	26%	19%	46%V	49%V	33%
	OV										RS											
At Least Effective (Sub-Net)	577	112	117	207	140	230	114	115	118	363	132	61	88	82	214	98	53	27	36	316	169	62
	28%IO	24%	25%	30%	30%	36%AHl	31%I	26%I	18%	36%AO	43%NP	38%nq	38%Nq	27%RS	20%	30%RS	26%RS	13%	10%	30%aV	29%V	19%
	V										QRS	RS	RS									
Extremely/Very Effective (Sub-Sub-Net)	282	60	61	97	64	108	62	43	68	170	62	31	32	45	113	46	32	11	23	157	80	29
	13%hI	13%	13%	14%	14%	17%AHl	17%HI	10%	10%	17%AO	20%RS	19%RS	14%RS	15%RS	10%	14%RS	16%RS	6%	7%	15%V	14%v	9%
	OV																					
Extremely effective	91	15	20	43	13	37	27	9	18	49	19	15	7	8	42	18	12	2	10	50	26	9
	4%HI	3%	4%	6%abe	3%	6%HI	7%AHl	2%	3%	5%	6%R	9%NR	3%	3%	4%	6%r	6%r	1%	3%	5%	4%	3%
											S											
Very effective	191	45	41	53	51	71	35	34	51	120	42	16	25	37	71	29	19	9	13	107	55	20
	9%OV	10%	9%	8%	11%	11%	10%	8%	8%	12%AO	14%RS	10%S	11%rS	12%RS	7%	9%S	9%S	5%	4%	10%v	9%	6%
Effective	295	52	56	111	75	122	52	72	49	194	71	31	56	37	101	52	21	16	13	159	89	33
	14%IO	11%	12%	16%	16%	19%AI	14%I	16%I	7%	19%AO	23%NQ	19%qR	24%Np	12%S	9%	16%rS	10%S	8%	4%	15%v	15%v	10%
	v										RS	S	QRS									
Somewhat effective	364	61	76	138	89	132	72	65	95	189	59	29	39	62	175	72	43	27	33	175	112	48
	17%Bi	13%	16%	20%B	19%b	21%ahI	20%i	15%	14%	19%	19%S	18%S	16%S	20%S	16%	22%rS	21%S	13%	9%	17%	19%	14%
Not at all effective	1154	289	273	353	239	269	179	257	449	457	117	70	108	163	697	153	109	149	286	567	298	224
	55%DF	63%ADE	59%de	51%	51%	43%	49%	59%FG	68%AFG	45%	38%	44%	46%	53%K	64%AJ	47%	53%K	74%KL	81%KL	54%	51%	67%ATU
	gJ								H									MNPQ	MNPQ			
Sigma	2095	462	467	698	468	632	365	437	661	1010	308	160	235	307	1085	323	205	203	355	1058	580	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

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 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_3 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Reading a story about shooting sports in a newspaper or magazine

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
At Least Somewhat Effective (Net)	597 29%IO V	131 28%	117 25%	204 29%	145 31%	220 35%AH I	124 34%a I	117 27% i	137 21%	375 37%AO	125 41%P Q	68 42%P Q	83 35%RS	99 32%RS	222 20%	95 29%RS	56 27%r S	34 17%	37 11%	309 29%V	173 30%V	72 22%
At Least Effective (Sub-Net)	229 11%IO V	49 11%	40 9%	74 11%	66 14%ac	89 14%a I	43 12%	42 10%	55 8%	156 15%AO	54 18%P Q	29 18%Q R	32 14%q R	40 13%RS	73 7%	34 11%S	14 7%	10 5%	15 4%	141 13%AV	63 11%v	20 6%
Extremely/Very Effective (Sub-Sub-Net)	62 3%	12 3%	12 3%	14 2%	23 5%ad	17 3%	17 5%h	7 2%	21 3%	35 3%	12 4%	9 6%pr	4 2%	9 3%	27 2%	5 2%	8 4%	2 1%	11 3%	43 4%Av	12 2%	4 1%
Extremely effective	19 1%	8 2%	3 1%	6 1%	2 1%	4 1%	6 2%	3 1%	6 1%	11 1%	2 1%	5 3% n	3 1%	1 *	8 1%	2 1%	1 *	* *	5 1%	14 1%	1 *	2 1%
Very effective	42 2%	5 1%	9 2%	9 1%	20 4%ABD	13 2%	12 3%h	4 1%	14 2%	24 2%	9 3%	5 3%	2 1%	8 3%	19 2%	3 1%	7 4%	2 1%	6 2%	29 3%	11 2%	2 1%
Effective	168 8%IOV	37 8%	28 6%	60 9%	43 9%	72 11%AI	26 7%	35 8%	35 5%	121 12%AO	43 14%Q R	19 12%Q R	28 12%Q R	31 10%Q r	46 4%	29 9%qS	6 3%	7 4%	4 1%	98 9%V	51 9%v	16 5%
Somewhat effective	368 18%IO	82 18%	77 16%	130 19%	79 17%	131 21%a I	81 22%a I	74 17%	81 12%	219 22%AO	71 23%RS	39 24%RS	50 21%r S	59 19%S	149 14%	60 19%S	42 20%r S	24 12% s	23 6%	168 16%	110 19%	52 16%
Not at all effective	1498 71%Fg J	331 72%	349 75%	495 71%	323 69%	411 65%	241 66%	321 73%F	524 79%AFG h	635 63%	183 59%	93 58%	152 65%	207 68%	863 80%AJ	228 71%KL	149 73%KL	169 83%KL	317 89%KL	749 71%	407 70%	262 78%ATU
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_4 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Seeing something about shooting sports on TV

Base: All Respondents

	Region				Age				Male Age					Female Age					Marital Status			
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
At Least Somewhat Effective (Net)	629	131	125	219	155	232	120	124	153	400	130	63	91	115	230	102	56	32	39	326	187	76
	30%IO	28%	27%	31%	33%	37%AH	33%I	28%	23%	40%AO	42%PQ	40%qR	39%qR	37%qR	21%	32%RS	28%RS	16%	11%	31%V	32%V	23%
	v										RS	S	S	S								
At Least Effective (Sub-Net)	280	48	61	104	66	104	54	50	72	179	59	34	37	49	101	45	21	12	23	166	68	34
	13%bi	10%	13%	15%	14%	16%ah	15%	11%	11%	18%AO	19%qR	21%QR	16%RS	16%RS	9%	14%rS	10%	6%	6%	16%Av	12%	10%
	O										S	S										
Extremely/Very Effective (Sub-Sub-Net)	97	21	24	26	26	34	27	7	28	58	18	16	5	19	38	16	12	2	9	60	21	9
	5%Ho	4%	5%	4%	6%	5%H	8%AH	2%	4%h	6%ao	6%r	10%MRS	2%	6%MRs	4%	5%	6%r	1%	2%	6%	4%	3%
Extremely effective	36	11	5	18	2	8	12	4	13	23	4	8	3	8	13	4	4	*	5	28	3	2
	2%eU	2%e	1%	3%e	1%	1%	3%h	1%	2%	2%	1%	5%pR	1%	3%	1%	1%	2%	*	1%	3%AU	*	1%
Very effective	60	9	19	8	24	26	16	4	15	35	14	8	2	11	25	12	8	2	3	32	18	7
	3%DH	2%	4%D	1%	5%AbD	4%H	4%H	1%	2%	4%	5%mS	5%MrS	1%	4%ms	2%	4%ms	4%ms	1%	1%	3%	3%	2%
Effective	183	27	37	78	40	69	27	42	44	120	40	18	32	30	63	29	9	10	14	106	47	25
	9%biO	6%	8%	11%aB	9%	11%i	7%	10%	7%	12%AO	13%QR	11%qS	14%QR	10%S	6%	9%S	5%	5%	4%	10%	8%	7%
											S	S										
Somewhat effective	350	83	64	114	89	129	65	74	81	221	71	30	54	66	128	57	36	20	16	160	119	42
	17%IO	18%	14%	16%	19%	20%aI	18%i	17%	12%	22%AO	23%RS	19%rS	23%RS	21%RS	12%	18%rS	17%S	10%S	4%	15%	20%atV	13%
	v																					
Not at all effective	1466	331	342	480	313	399	245	314	508	610	178	97	143	192	856	221	149	170	316	732	393	258
	70%FJ	72%	73%	69%	67%	63%	67%	72%F	77%AFG	60%	58%	60%	61%	63%	79%AJ	68%k	72%Kl	84%KL	89%KL	69%	68%	77%ATU
																	mn	MNPQ	MNPQ			
Sigma	2095	462	467	698	468	632	365	437	661	1010	308	160	235	307	1085	323	205	203	355	1058	580	334
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
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18 Mar 2010

Q3045_5 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Receiving something explaining/promoting shooting sports in the mail

Base: All Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
At Least Somewhat Effective (Net)	602 29%IO V	127 27%	121 26%	210 30%	144 31%	224 35%AI	118 32%I	128 29%I	133 20%	385 38%AO	116 37%RS S	68 42%QR S	98 42%QR S	103 34%QR S	218 20%	108 33%RS	50 24%rS	30 15%S	30 8%	319 30%V	166 29%	74 22%
At Least Effective (Sub-Net)	246 12%IO	58 13%	43 9%	73 10%	72 15%aCd	91 14%I	52 14%I	45 10%	57 9%	161 16%AO	47 15%RS	32 20%QR S	37 16%RS	45 15%RS	85 8%	44 14%RS	20 10%S	8 4%	13 4%	132 13%	68 12%	36 11%
Extremely/Very Effective (Sub-Sub-Net)	91 4%	21 5%	17 4%	29 4%	24 5%	27 4%	20 5%	14 3%	31 5%	52 5%	11 4%	11 7%r	11 5%	20 6%r	38 4%	15 5%	9 4%	3 1%	11 3%	51 5%	24 4%	11 3%
Extremely effective	32 2%e	12 3%E	5 1%	13 2%	2 *	4 1%	8 2%	6 1%	14 2%	20 2%	3 1%	5 3%p	6 2%	6 2%	13 1%	2 *	3 1%	1 *	8 2%	21 2%	5 1%	4 1%
Very effective	58 3%	9 2%	12 3%	16 2%	22 5%a	23 4%	12 3%	7 2%	17 3%	33 3%	9 3%	5 3%	5 2%	14 5%S	26 2%	14 4%S	6 3%	2 1%	3 1%	31 3%	19 3%	7 2%
Effective	155 7%IO	37 8%	25 5%	44 6%	48 10%aCd	64 10%AI	33 9%I	32 7%i	27 4%	109 11%AO	36 12%QR S	21 13%QR S	26 11%RS	25 8%rS	47 4%	28 9%RS	11 5%S	5 3%	2 *	81 8%	44 8%	25 7%
Somewhat effective	356 17%IO V	69 15%	79 17%	136 20%	72 15%	132 21%AI	65 18%I	83 19%I	76 11%	224 22%AO	68 22%RS	36 22%RS	61 26%QR	58 19%rS	133 12%	64 20%rS	30 15%S	22 11%S	17 5%	187 18%V	98 17%v	38 11%
Not at all effective	1493 71%FJ	335 73%	345 74%	489 70%	324 69%	408 65%	247 68%	309 71%	528 80%AFG H	625 62%	193 63%	92 58%	136 58%	203 66%	868 80%AJ	215 67%	155 76%KL Mn	173 85%KL MNPq	325 92%KL MNPQr	739 70%	413 71%	260 78%AT
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_6 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Seeing something about shooting sports on the Internet

Base: All Respondents

	Region					Age				Male Age					Female Age					Marital Status		
	Total	North-east	Mid-west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	511	528	625	431	567	376	449	703	1062	295	168	252	347	1033	272	208	197	356	1026	566	383
Weighted Base	2095	462	467	698	468	632	365	437	661	1010	308	160*	235	307	1085	323	205	203	355	1058	580	334
At Least Somewhat Effective (Net)	567 27%IO v	121 26%	118 25%	192 27%	135 29%	221 35%AH I	113 31%I	117 27%I	116 18%	381 38%AO	129 42%NP QRS	73 45%NP QRS	93 40%NP QRS	86 28%RS	185 17%	91 28%RS	41 20%rS	23 11%	30 9%	289 27%	172 30%v	73 22%
At Least Effective (Sub-Net)	229 11%IO	41 9%	48 10%	74 11%	66 14%ab	87 14%ah I	56 15%AH I	38 9%	49 7%	150 15%AO	48 16%RS	35 22%mn PQRS	31 13%RS	36 12%RS	78 7%	39 12%RS	21 10%rS	7 3%	12 3%	119 11%	66 11%	37 11%
Extremely/Very Effective (Sub-Sub-Net)	64 3%o	15 3%	9 2%	27 4%	12 3%	22 6%APH	7 2%	23 3%	40 4%ao	6 2%	15 9%KMP QRS	5 2%	14 5%	24 2%	6 2%	7 3%	2 1%	9 2%	41 4%	10 2%	10 2%	38 3%
Extremely effective	26 1%ou	2 *	3 1%	18 3%Abce	2 1%	3 1%	12 3%AFhi	3 1%	7 1%	18 2%o	2 1%	8 5%KMP RS	3 1%	6 2%	7 1%	1 *	4 2%	1 *	2 *	19 2%u	2 *	3 1%
Very effective	38 2%	13 3%	6 1%	9 1%	10 2%	9 1%	10 3%	4 1%	16 2%	22 2%	4 1%	7 4%	2 1%	9 3%	16 2%	5 1%	3 1%	2 1%	7 2%	22 2%	8 1%	8 2%
Effective	165 8%IO	26 6%	38 8%	46 7%	54 11%ABD	74 12%Ah I	34 9%I	30 7%i	26 4%	110 11%AO RS	42 14%nq RS	20 13%RS	26 11%RS	22 7%rS	55 5%	33 10%RS	14 7%S	5 2%	3 1%	79 7%	55 10%	27 8%
Somewhat effective	338 16%IO v	80 17%	71 15%	118 17%	69 15%	134 21%AI	57 16%i	79 18%I	67 10%	231 23%AO	81 26%NP QRS	37 23%QR S	63 27%NP QRS	50 16%rS	107 10%	53 16%rS	20 10%	16 8%	18 5%	169 16%v	106 18%V	36 11%
Not at all effective	1528 73%FJ	341 74%	348 75%	506 73%	333 71%	411 65%	252 69%	321 73%F	545 82%AFG H	628 62%	179 58%	87 55%	141 60%	221 M	900 83%AJ M	232 72%KL M	164 80%KL M	180 89%KL MNPq	324 91%KL MNPQ	770 73%	408 70%	261 78%au
Sigma	2095 100%	462 100%	467 100%	698 100%	468 100%	632 100%	365 100%	437 100%	661 100%	1010 100%	308 100%	160 100%	235 100%	307 100%	1085 100%	323 100%	205 100%	203 100%	355 100%	1058 100%	580 100%	334 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3050 Which of the following shooting sports activities, if any, would you try if you were invited to participate by a friend or family member? Please select all that apply.

Base: Receiving An Invitation To Join A Shooting Sports Activity From A Friend Or Family Member Would Be At Least Somewhat Effective

	Region				Age					Male Age					Female Age					Marital Status		
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	919	204	221	287	207	334	179	191	215	573	190	92	131	160	346	144	87	60	55	448	295	123
Weighted Base	941	173	193	345	229	362	186*	180*	212	552	192*	90*	127*	144*	389	170*	96*	54*	68**	491	282	110*
Would Try At Least One Listed Activity (Net)	895 95%FU	159 92%	187 97%	333 97%b	215 94%	334 92%	178 96%	174 97%	208 98%aF	526 95%	177 93%	87 96%	123 97%	140 97%	368 95%	157 92%	92 95%	51 96%	68 100%	476 97%AU	256 91%	107 97%
Shooting a handgun at a range	725 77%	142 82%ce	139 72%	282 82%acE	163 71%	273 75%	135 72%	152 84%afG	166 78%	435 79%	149 78%	62 69%	112 88%LP	112 78%	291 75%	124 73%	72 75%	40 75%	54 79%	375 76%	218 77%	89 80%
Shooting a rifle at a range	650 69%O	130 75%e	135 70%	240 69%	146 64%	237 65%	123 66%	135 75%	156 73%	411 74%AO	136 71%q	68 76%pq	99 78%PQ	108 75%PQ	239 62%	101 59%	55 57%	36 67%	48 70%	347 71%	189 67%	78 71%
Plinking (i.e., shooting at tin cans or paper targets in an informal setting)	518 55%b	83 48%	115 59%b	193 56%	127 55%	203 56%	99 53%	104 57%	112 53%	314 57%	110 57%	50 55%	72 57%	82 57%	204 52%	93 55%	49 51%	32 59%	30 43%	266 54%	155 55%	59 54%
Firing shotguns at clay targets (e.g., trap, skeet or sporting clays)	512 54%IO	100 58%	105 54%	191 55%	116 51%	206 57%i	107 57%i	103 57%i	96 45%	328 59%AO	120 62%R	53 59%	80 63%R	76 53%	184 47%	87 51%	54 56%	23 43%	21 30%	277 56%V	167 59%V	43 39%
Taking a class on self-protection shooting	506 54%J	92 53%	93 48%	211 61%ACE	111 48%	207 57%	102 55%	94 52%	103 48%	246 45%	86 45%	40 44%	61 48%	60 42%	259 67%AJ	121 71%KL	62 64%Kl	33 62%kN	43 62%	246 50%	164 58%	58 52%
Going to an instructional course or seminar on target shooting	440 47%CI	100 58%ACd	72 37%	163 47%	105 46%	184 51%I	89 48%	89 49%i	78 37%	235 42%	87 45%n	38 42%	64 51%N	46 32%	205 53%AJ	97 57%N	51 54%N	24 45%	32 47%	214 44%	140 50%	55 50%
Hunting for big game such as deer, elk or bear	273 29%OV	43 25%	59 31%	107 31%	65 28%	108 30%	62 34%	51 28%	52 25%	216 39%AO	80 42%PQ	46 51%NP	45 35%PQ	46 32%Pq	57 15%	28 16%	17 17%	6 12%	6 9%	157 32%V	86 30%v	20 18%
Hunting for small game such as rabbits or squirrels	245 26%eO	41 24%	56 29%	104 30%e	45 20%	92 25%	41 22%	59 32%	55 26%	194 35%AO	70 36%PQ	27 30%Pq	49 38%PQ	49 34%PQ	51 13%	22 13%	14 14%	10 18%	6 9%	150 31%AV	71 25%v	15 14%
Hunting for upland birds such as pheasant, quail, grouse, wild turkey or doves	237 25%Ov	35 20%	60 31%b	89 26%	53 23%	93 26%	45 24%	47 26%	51 24%	195 35%AO	72 38%PQ	33 36%PQ	42 33%PQ	48 33%PQ	42 11%	20 12%	13 13%	5 10%	4 5%	138 28%v	73 26%	19 17%
Hunting for waterfowl such as ducks or geese	180 19%BO	21 12%	44 23%b	75 22%b	40 18%	76 21%	32 17%	38 21%	33 15%	153 28%AO	63 33%PQ	24 26%PQ	35 27%PQ	31 22%PqR	28 7%	13 8%	9 9%	4 7%	2 2%	108 22%V	59 21%V	7 7%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3050 Which of the following shooting sports activities, if any, would you try if you were invited to participate by a friend or family member? Please select all that apply.

Base: Receiving An Invitation To Join A Shooting Sports Activity From A Friend Or Family Member Would Be At Least Somewhat Effective

	Region				Age				Male Age					Female Age				Marital Status				
	Total	North- east	Mid- west	South	West	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Total	18-34	35-44	45-54	55+	Married	Single/ Never Married	Div./ Sep./ Wid.
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	941	173	193	345	229	362	186*	180*	212	552	192*	90*	127*	144*	389	170*	96*	54*	68**	491	282	110*
None of these	46	14	6	12	14	28	8	6	4	26	14	4	4	4	20	14	4	2	-	15	26	4
	5% T	8% d	3%	3%	6%	8% AI	4%	3%	2%	5%	7%	4%	3%	3%	5%	8%	5%	4%	-	3%	9% AT	3%
Sigma	4333	800	884	1666	984	1706	844	877	906	2753	986	444	662	661	1580	720	400	216	245	2292	1347	446
	461%	462%	457%	483%	430%	471%	453%	487%	427%	498%	514%	492%	523%	460%	407%	423%	417%	402%	357%	467%	478%	405%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D/E - A/F/G/H/I - A/J/O - K/L/M/N/P/Q/R/S - A/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Previously Participated, But Don't Currently Participate

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
BB gun/Airgun shooting	718 34% EI	306 34% I	221 36% E	191 32% E	154 30% E	87 35% E	120 36% E	267 41% AE	105 29% E	313 37% aI	229 34% E	71 34% E	223 36% E	78 30% E	104 34% E	104 40% n	495 33% E	378 37% As	87 30% E	267 32% E	81 30% E	139 37% T
Rifle target shooting	602 29% u	247 28% E	189 31% E	166 28% E	135 26% E	83 33% E	96 29% E	217 33% ae	103 28% E	255 31% E	180 26% E	64 31% E	177 29% E	68 26% E	93 31% E	79 31% E	425 29% E	300 30% u	71 24% E	247 29% u	60 22% E	140 37% ARSTU
Archery (non-hunting)	553 26% E	207 23% E	165 27% E	181 30% AB	121 23% E	71 28% E	79 23% E	204 31% aE	82 22% E	226 27% E	183 27% E	61 29% E	180 29% E	59 22% E	93 31% N	90 35% N	373 25% E	275 27% E	89 30% E	205 24% E	87 32% t	92 24% E
Handgun target shooting	541 26% ES U	224 25% E	156 25% E	161 27% E	110 21% E	66 26% E	96 29% e	205 31% AE	82 22% E	240 29% ai	175 26% E	44 21% E	161 26% E	64 24% E	78 26% E	64 25% E	381 26% E	294 29% AS	56 19% E	205 24% U	37 14% E	124 33% ASTU
Hunting with a firearm	447 21% Lm sU	195 22% E	137 22% E	116 20% E	103 20% E	62 25% E	67 20% E	170 26% Ae	68 18% E	219 26% AI	132 19% E	28 14% E	108 18% E	32 12% E	50 16% E	50 20% n	339 23% Am	204 20% U	47 16% E	204 24% AS	34 12% E	151 40% ARSTU
Plinking/Informal target shooting	330 16% Et U	120 13% E	104 17% E	106 18% b	58 11% E	44 17% e	66 20% E	127 19% aE	63 17% E	146 17% E	96 14% E	26 12% E	81 13% E	20 8% E	48 16% N	38 15% n	249 17% E	183 18% AT	44 15% u	113 13% E	26 9% E	89 24% ArSTU
Paintball	298 14% JQ V	105 12% E	96 16% E	97 16% b	68 13% E	40 16% E	43 13% E	109 17% E	44 12% E	73 9% E	131 19% AI	50 24% AI	136 22% AQ	55 21% E	72 24% E	68 26% E	162 11% E	163 16% tV	40 14% V	103 12% V	66 24% ARS	15 4% TV
Skeet or trap shooting	290 14% Em TU	113 13% E	92 15% E	85 14% E	55 11% E	37 15% E	59 18% E	106 16% E	40 11% E	147 18% AI	80 12% E	24 11% E	67 11% E	19 7% E	40 13% N	35 13% n	223 15% am	173 17% AS	28 10% E	94 11% E	22 8% E	55 15% Tu
Sporting clays shooting	287 14% sT	118 13% E	91 15% E	78 13% E	61 12% E	36 15% E	56 17% E	105 16% E	40 11% E	142 17% AI	81 12% E	25 12% E	87 14% E	28 11% E	41 13% E	43 17% E	201 14% E	176 17% AST	27 9% E	91 11% E	28 10% E	56 15% sT
Hunting with a bow	142 7% i	63 7% E	41 7% E	39 7% E	28 5% E	24 10% E	17 5% E	61 9% aeg	16 4% E	58 7% E	57 8% i	11 5% E	47 8% E	21 8% E	21 7% E	23 9% E	96 6% E	73 7% E	22 8% E	49 6% E	14 5% E	31 8% T

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Previously Participated, But Don't Currently Participate

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status							
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Total Stud-ent	Ret-ired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377	
Airsoft	115	44	40	31	32	17	12	38	11	32	53	19	49	19	17	31	66	48	21	45	33	3	
		5%IJQ	5%	7%	5%	6%	7%	4%	6%	3%	4%	8%AIJ	9%aIJ	8%AQ	7%	5%	12%O	4%	5%V	7%V	5%V	12%ARS	1%TV

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

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18 Mar 2010

Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Currently Participate

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Handgun target shooting	169	62	57	50	27	24	29	79	19	69	60	21	62	34	28	34	107	106	14	53	26	29
	8%Ieq	7%	9%	8%	5%	10%	9%	12%AE	5%	8%	9%	10%	10%	13%	9%	13%	7%	10%AST	5%	6%	10%st	8%
Rifle target shooting	136	54	35	47	27	17	21	65	12	51	61	11	52	20	19	31	83	79	9	52	24	24
	6%Iqs	6%	6%	8%	5%	7%	6%	10%AE	3%	6%	9%AI	5%	9%aq	8%	6%	12%O	6%	8%S	3%	6%	9%S	6%
Plinking/Informal target shooting	104	43	22	39	21	9	17	51	9	42	47	6	31	14	12	18	73	58	6	42	19	18
	5%cIs	5%	3%	7%aC	4%	3%	5%	8%Aef	2%	5%	7%aI	3%	5%	5%	4%	7%	5%	6%st	2%	5%	7%S	5%
Hunting with a firearm	95	42	27	26	17	9	22	40	9	35	37	14	42	20	23	22	53	60	2	34	13	15
	5%IQS	5%	4%	4%	3%	3%	7%e	6%	2%	4%	5%i	7%i	7%AQ	8%	8%	9%	4%	6%aS	1%	4%S	5%S	4%S
BB gun/Airgun shooting	86	30	27	29	15	10	13	39	5	34	42	4	25	13	12	11	61	42	7	38	12	21
	4%I	3%	4%	5%	3%	4%	4%	6%e	1%	4%i	6%AI	2%	4%	5%	4%	4%	4%	4%	2%	5%	4%	6%
Archery (non-hunting)	45	7	19	18	5	2	8	28	1	5	35	4	29	21	9	8	16	33	1	11	10	1
	2%BeI	1%	3%aB	3%B	1%	1%	2%	4%Aef	*	1%	5%AIJ	2%	5%AQ	8%Op	3%	3%	1%	3%AST	*	1%V	4%StV	*
	JQstV																					
Skeet or trap shooting	39	5	14	20	3	4	2	27	3	11	18	7	24	17	11	11	15	27	3	11	6	4
	2%BEQ	1%	2%B	3%AB	1%	1%	1%	4%AEG	1%	1%	3%	4%i	4%AQ	7%	3%	4%	1%	3%a	1%	1%	2%	1%
Sporting clays shooting	39	9	12	18	2	3	2	30	1	10	20	8	27	16	12	16	12	23	2	15	10	4
	2%EIQ	1%	2%	3%ab	*	1%	1%	5%Aef	*	1%	3%aIj	4%Ij	4%AQ	6%	4%	6%	1%	2%	1%	2%	4%aSv	1%
	G																					
Airsoft	38	7	21	9	3	1	2	29	1	4	28	5	29	16	8	14	9	22	2	15	15	2
	2%bEI	1%	3%ABD	2%	1%	*	1%	4%Aef	*	*	4%AIJ	3%iJ	5%AQ	6%o	3%	6%	1%	2%	1%	2%V	6%ARS	1%
	JQv																					
	G																					
Paintball	37	10	15	13	4	2	10	18	4	3	23	7	28	23	11	4	9	32	4	4	8	1
	2%eJQ	1%	2%	2%	1%	1%	3%E	3%e	1%	*	3%AJ	3%J	5%AQ	9%OP	4%	2%	1%	3%ATV	1%	*	3%TV	*
	TV																					
Hunting with a bow	31	9	12	10	6	3	5	15	2	9	15	5	14	7	9	5	17	21	1	10	4	4
	1%	1%	2%	2%	1%	1%	2%	2%	*	1%	2%i	2%	2%	3%	3%	2%	1%	2%	*	1%	1%	1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Never Participated

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Total Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Airsoft	1926	828	550	547	480	231	318	584	354	798	592	182	528	226	277	209	1398	929	262	774	221	368
	92%Ch KLMU	93%C	89%	92%	93%	92%	95%H	89%	96%AK L	95%AK L	87%	88%	86%	86%	91%nP	81%	94%AM	92%U	90%U	92%U	82%	98%ARSTU
Hunting with a bow	1912	808	562	542	483	222	313	579	350	766	605	191	548	234	272	228	1363	910	265	779	252	339
	91%hK	91%	91%	91%	93%fH	88%	93%h	88%	95%Aj K	92%	89%	92%	90%	89%	90%	89%	92%	90%	91%	93%v	93%	90%
Sporting clays shooting	1755	752	510	493	454	210	276	516	327	682	572	174	492	217	249	196	1263	802	257	730	231	316
	84%Hm R	85%	83%	83%	88%Ag H	84%	82%	79%	89%AJ k	82%	84%	84%	80%	82%	82%	76%	85%Am	79%	88%R	87%AR	85%	84%
Skeet or trap shooting	1752	761	506	484	458	209	273	519	322	677	577	176	516	224	251	210	1236	799	254	732	242	318
	84%Hj R	86%	82%	82%	88%AG H	83%	81%	79%	88%aJ	81%	84%	84%	84%	85%	83%	82%	83%	79%	87%R	87%AR	89%aR	84%r v
Paintball	1744	763	503	478	444	206	279	526	317	757	520	150	443	182	219	184	1301	807	242	726	195	358
	83%dK LMRU	86%ac D	82%	81%	86%h H	82%	83%	80%	86%KL	91%Ai KL	76%	72%	72%	69%	72%	71%	88%AM	80%u	83%U	86%AR	72%	95%ARSTU U
Plinking/Informal target shooting	1647	716	485	446	438	197	251	476	293	646	534	174	494	229	241	197	1153	760	236	682	225	267
	79%dH RV	81%d	79%	75%	85%AG H	78%	75%	73%	80%	77%	78%	84%	81%	87%oP	80%	77%	78%	75%	81%V	81%aR	83%RV	71% V
Hunting with a firearm	1539	643	449	447	397	179	245	443	289	580	506	165	457	208	229	184	1082	736	236	600	224	209
	73%hJ V	73%	73%	75%	77%H H	71%	73%	68%	79%AJ	69%	74%	79%j	75%	79%	76%	71%	73%	73%V	81%TV	71%V	83%AR	55% TV
Archery (non-hunting)	1483	665	427	391	390	176	246	420	283	603	455	142	397	181	199	157	1086	693	194	621	171	282
	71%DH KMu	75%Ac D	69%	66%	75%AH H	70%	73%H	64%	77%AK l	72%k	67%	68%	65%	69%	66%	61%	73%AM	69%	66%	74%Ar sU	63%	75%rsU sU
Handgun target shooting	1373	594	399	380	381	159	210	371	264	525	443	142	387	166	197	158	987	602	218	579	207	223
	66%HR V	67%	65%	64%	73%AF GH	63%	62%	57%	72%AJ k	63%	65%	68%	63%	63%	65%	61%	67%	60%	74%AR V	69%AR V	76%AR tV	59%
Rifle target shooting	1344	577	388	378	355	149	217	373	250	527	435	132	379	174	189	145	964	622	207	538	184	211
	64%HR V	65%	63%	64%	68%Af H	60%	65%h	57%	68%	63%	64%	63%	62%	66%p	62%	56%	65%	62%	71%aR V	64%V	68%V	56% V

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Summary Of Never Participated

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Total Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
BB gun/Airgun shooting	1280	543	367	371	348	152	202	350	255	488	406	132	361	172	185	141	919	584	193	531	177	216
	61%HR	61%	60%	63%	67%Ag	61%	60%	53%	69%AJ	58%	59%	63%	59%	65%p	61%	55%	62%	58%	66%rv	63%rV	66%	57%
					H							K										

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_1 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Hunting with a firearm

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	447	195	137	116	103	62	67	170	68	219	132	28	108	32	50	50	339	204	47	204	34	151
	21% SU	22% LM	22% SU	20% SU	20% SU	25% SU	20% SU	26% SU	18% SU	26% SU	19% SU	14% SU	18% SU	12% SU	16% SU	20% SU	23% SU	20% SU	16% SU	24% SU	12% SU	40% SU
Currently participate	95	42	27	26	17	9	22	40	9	35	37	14	42	20	23	22	53	60	2	34	13	15
	5% SU	5% QS	4% SU	4% SU	3% SU	3% SU	7% SU	6% SU	2% SU	4% SU	5% SU	7% SU	7% SU	8% SU	8% SU	9% SU	4% SU	6% SU	1% SU	4% SU	5% SU	4% SU
Have never participated	1539	643	449	447	397	179	245	443	289	580	506	165	457	208	229	184	1082	736	236	600	224	209
	73% V	73% HJ	73% V	75% H	77% H	71% V	73% V	68% V	79% AJ	69% V	74% V	79% j	75% V	79% V	76% V	71% V	73% V	73% V	81% AR	71% V	83% AR	55% TV
Decline to answer	14	7	3	4	1	2	1	3	2	2	8	1	5	3	1	1	9	11	7	2	*	2
	1% e	1% e	* e	1% e	* e	1% e	* e	* e	1% e	* e	1% e	1% e	1% e	1% e	* e	1% e	1% e	1% e	2% AT	* e	* e	* e
Sigma	2095	887	616	593	518	251	336	655	367	836	684	208	612	264	303	258	1483	1011	292	840	270	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_2 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Hunting with a bow

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	142 7%i	63 7%	41 7%	39 7%	28 5%	24 10%	17 5%	61 9%aeg	16 4%	58 7%	57 8%i	11 5%	47 8%	21 8%	21 7%	23 9%	96 6%	73 7%	22 8%	49 6%	14 5%	31 8%T
Currently participate	31 1%	9 1%	12 2%	10 2%	6 1%	3 1%	5 2%	15 2%	2 *	9 1%	15 2%i	5 2%	14 2%	7 3%	9 3%	5 2%	17 1%	21 2%	1 *	10 1%	4 1%	4 1%
Have never participated	1912 91%hK	808 91%	562 91%	542 91%	483 93%fH	222 88%	313 93%h	579 88%	350 95%Aj	766 92%	605 89%	191 92%	548 90%	234 89%	272 90%	228 89%	1363 92%	910 90%	265 91%	779 93%v	252 93%	339 90%
Decline to answer	10 *	7 1%	1 *	2 *	1 *	2 1%	1 *	- -	- -	3 *	5 1%	1 1%	2 *	1 *	1 *	1 1%	8 1%	7 1%	4 2%a	3 *	* *	2 *
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_3 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Handgun target shooting

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	541 26% U	224 ES 25%	156 25%	161 27%	110 21%	66 26%	96 29%	205 31% AE	82 22%	240 29% ai	175 26%	44 21%	161 26%	64 24%	78 26%	64 25%	381 26%	294 29% AS	56 19%	205 24% U	37 14%	124 33% ASTU
Currently participate	169 8% Eiq t	62 7%	57 9%	50 8%	27 5%	24 10% e	29 9%	79 12% AE	19 5%	69 8%	60 9%	21 10%	62 10%	34 13%	28 9%	34 13%	107 7%	106 10% AST	14 5%	53 6%	26 10% s	29 8%
Have never participated	1373 66% V	594 HR 67%	399 65%	380 64%	381 73% AF GH	159 63%	210 62%	371 57%	264 72% AJ k	525 63%	443 65%	142 68%	387 63%	166 63%	197 65%	158 61%	987 67%	602 60%	218 74% AR	579 69% AR	207 76% AR	223 59% tV
Decline to answer	12 1%	7 1%	3 1%	1 *	1 *	2 1%	1 *	- -	3 1%	2 *	5 1%	1 1%	2 *	1 *	1 *	1 1%	9 1%	9 1%	4 2%	3 *	* *	2 *
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_4 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Rifle target shooting

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	602 29%u	247 28%	189 31%	166 28%	135 26%	83 33%	96 29%	217 33%ae	103 28%	255 31%	180 26%	64 31%	177 29%	68 26%	93 31%	79 31%	425 29%	300 30%u	71 24%	247 29%u	60 22%	140 37%ARSTU
Currently participate	136 6%Iqs	54 6%	35 6%	47 8%	27 5%	17 7%	21 6%	65 10%AE	12 3%	51 6%	61 9%AI	11 5%	52 9%aq	20 8%	19 6%	31 12%O	83 6%	79 8%S	9 3%	52 6%	24 9%S	24 6%
Have never participated	1344 64%hr v	577 65%	388 63%	378 64%	355 68%af H	149 60%	217 65%h	373 57%	250 68%	527 63%	435 64%	132 63%	379 62%	174 66%p	189 62%	145 56%	964 65%	622 62%	207 71%aR	538 64%V	184 68%V	211 56%V
Decline to answer	13 1%	8 1%	3 1%	2 *	2 *	1 1%	1 *	- -	2 1%	2 *	8 1%	1 1%	3 1%	1 *	2 1%	2 1%	10 1%	10 1%	4 2%	3 *	1 1%	2 1%
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_5 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Sporting clays shooting

Base: All Respondents

Table with columns: Education (H.S. or Less, Some Col., Col. Grad+, Less Than \$35K, \$35K-\$49.9K, \$50K-\$74.9K, \$75K+), Income, Household Size (1, 2, 3-4, 5+), Age/Presence Children (<6, 6-12, 13-17, No Chld Hhld), Employment Status (Full-time/Empl, Self-time, Part-time, Un-emp., Stud-ent, Ret-ired). Rows include Unweighted Base, Weighted Base, Have participated in the past, but do not currently participate, Currently participate, Have never participated, Decline to answer, and Sigma.

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_6 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Skeet or trap shooting

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	290	113	92	85	55	37	59	106	40	147	80	24	67	19	40	35	223	173	28	94	22	55
Currently participate	39	5	14	20	3	4	2	27	3	11	18	7	24	17	11	11	15	27	3	11	6	4
Have never participated	1752	761	506	484	458	209	273	519	322	677	577	176	516	224	251	210	1236	799	254	732	242	318
Decline to answer	14	8	3	4	2	1	3	3	3	1	9	1	5	3	1	1	9	13	7	2	1	1
Sigma	2095	887	616	593	518	251	336	655	367	836	684	208	612	264	303	258	1483	1011	292	840	270	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_7 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

BB gun/Airgun shooting

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	718 34%EI	306 34%	221 36%	191 32%	154 30%	87 35%	120 36%	267 41%AE	105 29%	313 37%aI	229 34%	71 34%	223 36%	78 30%	104 34%	104 40%n	495 33%	378 37%As	87 30%	267 32%	81 30%	139 37%T
Currently participate	86 4%I	30 3%	27 4%	29 5%	15 3%	10 4%	13 4%	39 6%e	5 1%	34 4%i	42 6%AI	4 2%	25 4%	13 5%	12 4%	11 4%	61 4%	42 4%	7 2%	38 5%	12 4%	21 6%
Have never participated	1280 61%HR	543 61%	367 60%	371 63%	348 67%Ag H	152 61%	202 60%	350 53%	255 69%Aj	488 58%	406 59%	132 63%	361 59%	172 65%p	185 61%	141 55%	919 62%	584 58%	193 66%rv	531 63%rV	177 66%	216 57%
Decline to answer	11 1%j	8 1%	1 *	1 *	1 *	1 1%	1 *	- -	2 1%	1 *	6 1%	1 1%	2 *	1 *	1 *	1 1%	8 1%	7 1%	4 2%a	4 *	1 *	1 *
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_8 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Plinking/Informal target shooting

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	330	120	104	106	58	44	66	127	63	146	96	26	81	20	48	38	249	183	44	113	26	89
Currently participate	104	43	22	39	21	9	17	51	9	42	47	6	31	14	12	18	73	58	6	42	19	18
Have never participated	1647	716	485	446	438	197	251	476	293	646	534	174	494	229	241	197	1153	760	236	682	225	267
Decline to answer	14	8	5	1	1	2	2	1	3	2	7	2	5	1	2	4	9	10	6	2	1	2
Sigma	2095	887	616	593	518	251	336	655	367	836	684	208	612	264	303	258	1483	1011	292	840	270	377

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_9 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Archery (non-hunting)

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Total Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	553 26%	207 23%	165 27%	181 30% ^{AB}	121 23%	71 28%	79 23%	204 31% ^{aE}	82 22%	226 27%	183 27%	61 29%	180 29%	59 22%	93 31% ^N	90 35% ^N	373 25%	275 27%	89 30%	205 24%	87 32% ^t	92 24%
Currently participate	45 2% ^{BeI}	7 1%	19 3% ^{aB}	18 3% ^B	5 1%	2 1%	8 2%	28 4% ^{AEf}	1 *	5 1%	35 5% ^{AIJ}	4 2%	29 5% ^{AQ}	21 8% ^{Op}	9 3%	8 3%	16 1%	33 3% ^{AST}	1 *	11 1% ^V	10 4% ^{StV}	1 *
Have never participated	1483 71% ^{DH}	665 75% ^{Ac}	427 69%	391 66%	390 75% ^{AH}	176 70%	246 73% ^H	420 64%	283 77% ^{AK}	603 72% ^k	455 67%	142 68%	397 65%	181 69%	199 66%	157 61%	1086 73% ^{AM}	693 69%	194 66%	621 74% ^{Ar}	171 63%	282 75% ^{rsU}
Decline to answer	15 1% ^j	7 1%	4 1%	3 1%	2 *	2 1%	3 1%	4 1%	1 *	1 *	11 2% ^{AJ}	1 1%	6 1%	3 1%	1 *	2 1%	9 1%	10 1%	8 3% ^{ArT}	3 *	3 1%	2 *
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_10 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Airsoft

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K-\$49.9K	\$50K-\$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	115	44	40	31	32	17	12	38	11	32	53	19	49	19	17	31	66	48	21	45	33	3
	5%IJQ	5%	7%	5%	6%	7%	4%	6%	3%	4%	8%AIJ	9%aIJ	8%AQ	7%	5%	12%O	4%	5%V	7%V	5%V	12%ARs	1%TV
Currently participate	38	7	21	9	3	1	2	29	1	4	28	5	29	16	8	14	9	22	2	15	15	2
	2%bEI	1%	3%ABD	2%	1%	*	1%	4%AEF	*	*	4%AIJ	3%IJ	5%AQ	6%o	3%	6%	1%	2%	1%	2%V	6%ARS	1%TV
Have never participated	1926	828	550	547	480	231	318	584	354	798	592	182	528	226	277	209	1398	929	262	774	221	368
	92%Ch	93%C	89%	92%	93%	92%	95%H	89%	96%AK	95%AK	87%	88%	86%	86%	91%nP	81%	94%AM	92%U	90%U	92%U	82%	98%ARSTU
Decline to answer	17	8	4	5	3	2	3	4	1	3	11	1	6	3	1	2	11	11	7	5	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	2%aj	1%	1%	1%	*	1%	1%	1%	3%At	1%	*	1%
Sigma	2095	887	616	593	518	251	336	655	367	836	684	208	612	264	303	258	1483	1011	292	840	270	377
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3005_11 Please indicate whether you have previously participated, currently participate, or have never participated in each of the following activities.

Paintball

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Have participated in the past, but do not currently participate	298 14%JQ v	105 12%	96 16%	97 16%b	68 13%	40 16%	43 13%	109 17%	44 12%	73 9%	131 19%AI J	50 24%AI J	136 22%AQ	55 21%	72 24%	68 26%	162 11%	163 16%tV	40 14%V	103 12%V	66 24%ARS TV	15 4%
Currently participate	37 2%eJQ TV	10 1%	15 2%	13 2%	4 1%	2 1%	10 3%E	18 3%e	4 1%	3 *	23 3%AJ	7 3%J	28 5%AQ	23 9%OP	11 4%	4 2%	9 1%	32 3%ATV	4 1%	4 *	8 3%TV	1 *
Have never participated	1744 83%dK LMRU	763 86%ac D	503 82%	478 81%	444 86%h	206 82%	279 83%	526 80%	317 86%KL	757 91%AI KL	520 76%	150 72%	443 72%	182 69%	219 72%	184 71%	1301 88%AM	807 80%u	242 83%U	726 86%AR U	195 72%	358 95%ARSTU
Decline to answer	16 1%j	9 1%	2 *	5 1%	2 *	2 1%	3 1%	3 *	3 1%	2 *	10 1%j	1 1%	5 1%	3 1%	1 *	1 1%	11 1%	10 1%	7 2%A	6 1%	1 1%	3 1%
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3010 What are the main barriers that keep you from target shooting more often? Please select all that apply.

Base: Currently Participate In Target Shooting

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	198	51	69	78	47	32	41	64	33	83	65	17	57	24	27	26	141	111	17	76	28	44
Weighted Base	209*	81*	67*	61*	34**	26**	37**	103*	22**	80*	83*	25**	80**	35**	35**	48**	129*	126*	14**	74*	40**	33**
Have Barriers To Target Shooting (Net)	162 77%BJ Q	52 64%	62 93%AB d	48 78%	23 69%	13 51%	35 94%	82 80%	16 74%	54 68%	67 81%	25 100%	70 88%	31 87%	28 81%	45 93%	91 71%	98 78%	12 88%	56 75%	39 97%	19 60%
Cost of ammunition	81 39%	30 37%	33 49%	18 29%	13 39%	8 32%	18 50%	38 37%	12 54%	30 37%	29 35%	11 45%	30 37%	13 37%	12 35%	16 33%	52 40%	47 37%	9 61%	27 37%	14 35%	12 36%
Not enough free time	69 33%BJ	15 18%	26 39%b	28 46%aB	11 32%	4 16%	14 37%	36 36%	9 42%	18 23%	28 34%	14 55%	30 37%	15 42%	15 44%	21 30%	39 35%	44 54%	8 28%	21 28%	20 51%	4 13%
Distance I must travel to shoot	45 21%	13 16%	16 24%	16 26%	7 21%	4 16%	10 27%	21 21%	4 19%	13 16%	20 25%	7 30%	15 19%	8 23%	9 26%	13 26%	30 23%	28 22%	3 19%	15 20%	8 19%	8 25%
Cost of range fees	31 15%	8 9%	12 18%	11 18%	7 22%	2 6%	13 35%	8 8%	5 22%	15 18%	9 11%	3 11%	11 14%	6 18%	2 6%	6 13%	20 16%	16 13%	6 39%	12 16%	7 18%	5 14%
Lack of ammunition available	22 10% d	6 8%	14 21%AD	1 2%	2 7%	2 8%	2 6%	14 13%	3 16%	9 11%	8 10%	1 3%	8 10%	1 3%	1 3%	6 13%	14 11%	9 7%	3 22%	10 13%	7 17%	3 10%
No one to target shoot with	20 10%	3 4%	9 13%	8 13%	9 26%	2 6%	2 4%	7 7%	5 24%	9 11%	6 7%	- -	4 6%	3 10%	1 1%	1 2%	16 12%	14 12%	2 11%	6 8%	3 7%	5 15%
Do not own an appropriate firearm	14 7%	- -	7 11%b	7 12%B	5 15%	- -	1 3%	6 6%	1 5%	9 12%	4 5%	- -	7 8%	7 19%	* 1%	- -	8 6%	14 12%aT	1 10%	- -	* 1%	- -
Other	5 3%	2 3%	1 2%	2 3%	2 4%	1 3%	2 5%	1 *	- -	3 3%	3 3%	- -	3 4%	1 3%	3 8%	- -	2 2%	3 2%	- -	3 4%	- -	2 5%
No barriers, I shoot as often as I like.	48 23% C	30 36%AC	5 7%	13 22% c	11 31%	13 49%	2 6%	20 20%	6 26%	26 32%A	16 19%	- -	10 12%	5 13%	7 19%	3 7%	38 29%A	27 22%	2 12%	18 25%	1 3%	13 40%
Sigma	336 160%	108 132%	123 184%	105 171%	67 199%	35 137%	64 173%	151 147%	45 208%	132 165%	123 148%	36 144%	118 147%	59 167%	49 142%	66 138%	218 169%	203 162%	33 229%	111 150%	60 151%	52 159%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3010 What are the main barriers that keep you from target shooting more often? Please select all that apply.

Base: Have Barriers To Target Shooting

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	162	32	61	69	38	23	38	52	29	62	54	17	48	21	22	22	114	96	16	56	27	30
Weighted Base	162*	52**	62**	48**	23**	13**	35**	82**	16**	54*	67**	25**	70**	31**	28**	45**	91*	98*	12**	56**	39**	19**
Cost of ammunition	81 50%	30 59%	33 53%	18 38%	13 57%	8 63%	18 53%	38 46%	12 72%	30 55%	29 43%	11 45%	30 42%	13 43%	12 44%	16 36%	52 57%A	47 48%	9 70%	27 49%	14 36%	12 61%
Not enough free time	69 43%	15 29%	26 42%	28 59%	11 47%	4 32%	14 39%	36 44%	9 57%	18 34%	28 42%	14 55%	30 43%	15 48%	15 52%	21 47%	39 43%	44 45%	8 61%	21 37%	20 53%	4 22%
Distance I must travel to shoot	45 28%	13 25%	16 26%	16 33%	7 31%	4 32%	10 29%	21 26%	4 26%	13 24%	20 30%	7 30%	15 22%	8 26%	9 32%	13 28%	30 32%	28 28%	3 22%	15 27%	8 20%	8 41%
Cost of range fees	31 19%	8 15%	12 20%	11 23%	7 32%	2 12%	13 37%	8 10%	5 30%	15 27%	9 13%	3 11%	11 16%	6 20%	2 7%	6 14%	20 22%	16 16%	6 45%	12 21%	7 18%	5 23%
Lack of ammunition available	22 13%	6 12%	14 22%	1 3%	2 10%	2 16%	2 7%	14 17%	3 21%	9 17%	8 13%	1 3%	8 11%	1 3%	1 4%	6 14%	14 15%	9 9%	3 25%	10 17%	7 17%	3 17%
No one to target shoot with	20 12%	3 6%	9 14%	8 17%	9 38%	2 12%	2 5%	7 9%	5 32%	9 17%	6 9%	- -	4 6%	3 11%	1 2%	1 2%	16 17%A	14 15%	2 12%	6 10%	3 8%	5 25%
Do not own an appropriate firearm	14 9%	- -	7 11%	7 15%	5 21%	- -	1 3%	6 7%	1 7%	9 17%A	4 6%	- -	7 10%	7 22%	* 1%	- -	8 8%	14 15%a	1 11%	- -	* 1%	- -
Other	5 3%	2 5%	1 2%	2 3%	2 7%	1 6%	2 5%	1 1%	- -	3 5%	3 4%	- -	3 4%	1 4%	3 10%	- -	2 3%	3 3%	- -	3 5%	- -	2 9%
Sigma	288 178%	78 151%	118 191%	92 191%	56 243%	23 174%	62 177%	131 159%	39 245%	106 196%	107 160%	36 144%	108 154%	54 177%	43 151%	63 141%	180 197%	176 179%	31 247%	93 167%	59 153%	39 199%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3015 Which of the following types of shooting sports-related equipment, if any, do you currently own?
 Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K -\$49.9K	\$50K -\$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full- time/ Self- Empl	Part- time	Total Un- emp.	Stud- ent	Ret- ired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Currently Own Shooting Sports-Related Equipment (Net)	739	315	217	207	145	81	140	288	88	324	248	78	225	83	116	122	513	381	72	304	87	161
	35% S	EI 35%	35%	35%	28%	32%	42% AEF	44% AEF	24%	39% aI	36% I	37% I	37%	31%	38%	47% No	35%	38% S	25%	36% S	32% s	43% ASTU
Handgun	409	164	124	121	72	46	83	166	54	197	127	31	105	37	59	60	304	226	27	163	34	107
	20% SU	EI 18%	20%	20%	14%	18%	25% AE	25% AE	15%	24% AI	19% Kl	15%	17%	14%	19%	23% N	20%	22% ASU	9%	19% SU	13%	29% ArSTU
Rifle	377	165	104	107	70	39	77	159	33	175	131	38	113	34	63	68	264	188	32	164	39	98
	18% S	EI 19%	17%	18%	13%	16%	23% AEf	24% AEf	9%	21% AI	19% I	18% I	18%	13%	21% N	26% N	18%	19% S	11%	20% S	15%	26% ARSTU
BB gun/Airgun	347	147	99	101	71	48	70	125	41	142	132	32	109	33	52	59	238	177	39	139	25	81
	17% U	eI 17%	16%	17%	14%	19%	21% aE	19% e	11%	17% I	19% I	15%	18%	13%	17%	23% N	16%	18% U	13%	17% U	9%	22% ASTU
Shotgun	340	158	100	83	65	41	79	132	34	156	121	30	94	32	49	55	246	162	26	158	38	96
	16% S	EI 18%	16%	14%	13%	16%	24% AEf	20% aE	9%	19% aI	18% I	15%	15%	12%	16%	21% N	17%	16% S	9%	19% AS	14%	25% ARSTU
Paintball gun	110	46	29	35	14	9	18	59	5	14	54	37	67	25	41	44	43	60	6	46	33	3
	5% QSV	EIJ 5%	5%	6%	3%	4%	5%	9% AEF	1%	2%	8% AI	18% AI	11% AQ	9%	13%	17% n	3%	6% SV	2%	5% sV	12% ARS	1%
Muzzleloader	78	41	23	15	24	13	14	27	5	35	33	5	33	7	12	25	45	35	5	41	11	30
	4% dI	Q 5%	4%	2%	5%	5%	4%	4%	1%	4% i	5% I	2%	5% aq	3%	4%	10% NO	3%	3%	2%	5% as	4%	8% ARST
Airsoft gun	62	19	24	19	9	6	8	37	2	15	34	11	41	12	16	31	22	24	5	34	20	2
	3% QV	eIj 2%	4%	3%	2%	2%	2%	6% AEg	1%	2%	5% AIJ	5% IJ	7% AQ	4%	5%	12% NO	1%	2%	2%	4% aV	7% ARS	1%
Other	41	17	16	9	19	1	6	12	6	12	18	6	22	6	9	13	19	17	6	19	8	7
	2% Q	2%	3%	2%	4% AF	1%	2%	2%	2%	1%	3%	3%	4% AQ	2%	3%	5%	1%	2%	2%	2%	2%	3%
None	1319	558	387	374	370	167	192	360	270	497	423	129	381	179	184	134	938	607	215	523	180	209
	63% jxV	gH 63%	63%	63%	71% AG	67% gH	57%	55%	74% AJ	59%	62%	62%	62%	62%	68% P	61% p	52%	63%	60%	74% AR	62% V	67% V
Decline to answer	38	14	12	11	4	3	3	8	9	15	12	2	6	2	3	2	32	24	5	13	4	6
	2% E	2%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3015 Which of the following types of shooting sports-related equipment, if any, do you currently own?
 Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Sigma	3122	1328	918	876	717	372	550	1084	460	1257	1085	320	970	366	488	490	2152	1519	366	1302	392	640
	149%	150%	149%	148%	138%	148%	164%	165%	125%	150%	159%	153%	159%	139%	161%	190%	145%	150%	125%	155%	145%	170%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3015 Which of the following types of shooting sports-related equipment, if any, do you currently own?
 Please select all that apply.

Base: Currently Own Shooting Sports-Related Equipment

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	700	199	267	234	187	111	137	182	121	309	208	62	185	62	94	95	515	338	70	312	66	181
Weighted Base	739	315	217	207	145	81*	140*	288	88*	324	248	78*	225*	83*	116*	122*	513	381	72*	304	87*	161*
Handgun	409	164	124	121	72	46	83	166	54	197	127	31	105	37	59	60	304	226	27	163	34	107
	55% Su	1M 52%	2C 57%	3D 58%	4E 50%	5F 56%	6G 59%	7H 58%	8I 61% L	9J 61% aL	10K 51%	11L 40%	12M 47%	13N 44%	14O 51%	15P 49%	16Q 59% AM	17R 59% SU	18S 37%	19T 54% su	20U 39%	21V 67% ASTU
Rifle	377	165	104	107	70	39	77	159	33	175	131	38	113	34	63	68	264	188	32	164	39	98
	51% I	53% 53%	48% 48%	52% 52%	48% 48%	48% 48%	55% 55%	55% 55%	38% 38%	54% 54%	53% 53%	48% 48%	50% 50%	41% 41%	54% 54%	56% 56%	51% 51%	49% 49%	45% 45%	54% 54%	45% 45%	61% 61% Arst
BB gun/Airgun	347	147	99	101	71	48	70	125	41	142	132	32	109	33	52	59	238	177	39	139	25	81
	47% U	47% 47%	46% 46%	49% 49%	49% 49%	59% 59%	50% 50%	43% 43%	46% 46%	44% 44%	53% 53%	41% 41%	48% 48%	40% 40%	45% 45%	48% 48%	46% 46%	47% 47%	54% 54%	46% 46%	29% 29%	50% 50%
Shotgun	340	158	100	83	65	41	79	132	34	156	121	30	94	32	49	55	246	162	26	158	38	96
	46% 6%	50% 50%	46% 46%	40% 40%	45% 45%	50% 50%	56% 56%	46% 46%	39% 39%	48% 48%	49% 49%	39% 39%	42% 42%	38% 38%	43% 43%	45% 45%	48% 48%	43% 43%	37% 37%	52% 52%	43% 43%	59% 59% ARSt
Paintball gun	110	46	29	35	14	9	18	59	5	14	54	37	67	25	41	44	43	60	6	46	33	3
	15% JQV	15% 15%	13% 13%	17% 17%	9% 9%	11% 11%	13% 13%	20% 20%	6% 6%	4% 4%	22% 22%	14% 14%	47% 47%	30% 30%	30% 30%	35% 35%	36% 36%	8% 8%	16% 16%	8% 8%	15% 15%	2% 2% ARS
Muzzleloader	78	41	23	15	24	13	14	27	5	35	33	5	33	7	12	25	45	35	5	41	11	30
	11% q	13% 13%	11% 11%	7% 7%	16% 16%	16% 16%	10% 10%	9% 9%	6% 6%	11% 11%	13% 13%	6% 6%	15% 15%	9% 9%	10% 10%	21% 21%	9% 9%	9% 9%	7% 7%	14% 14%	12% 12%	18% 18% ARst
Airsoft gun	62	19	24	19	9	6	8	37	2	15	34	11	41	12	16	31	22	24	5	34	20	2
	8% v	6% 6%	11% 11%	9% 9%	6% 6%	7% 7%	6% 6%	13% 13%	3% 3%	5% 5%	14% 14%	14% 14%	14% 14%	18% 18%	14% 14%	25% 25%	4% 4%	6% 6%	7% 7%	11% 11%	23% 23%	1% 1% ARs
Other	41	17	16	9	19	1	6	12	6	12	18	6	22	6	9	13	19	17	6	19	8	7
	6% Q	5% 5%	7% 7%	5% 5%	13% 13%	2% 2%	4% 4%	4% 4%	7% 7%	4% 4%	7% 7%	7% 7%	10% 10%	7% 7%	7% 7%	10% 10%	4% 4%	4% 4%	8% 8%	6% 6%	9% 9%	5% 5%
Sigma	1766	756	519	490	343	203	355	717	181	746	650	189	584	185	300	354	1182	889	146	766	208	425
	239% 239%	240% 240%	240% 240%	237% 237%	237% 237%	250% 250%	252% 252%	249% 249%	205% 205%	230% 230%	262% 262%	242% 242%	259% 259%	223% 223%	260% 260%	290% 290%	230% 230%	233% 233%	203% 203%	252% 252%	240% 240%	263% 263%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3020 Which of the following types of rifles do you currently own? Please select all that apply.

Base: Currently Own A Rifle

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	370	109	133	128	87	64	74	107	53	181	107	29	94	28	50	54	276	175	31	173	31	112
Weighted Base	377	165*	104*	107*	70*	39*	77*	159*	33**	175*	131*	38**	113*	34**	63**	68**	264	188*	32**	164*	39**	98*
Bolt action	195 52%	91 55%	54	51 47%	36 52%	21 54%	45 58%	79 50%	12 36%	98 56%	65 49%	21 55%	56 49%	15 45%	34 54%	38 57%	140 53%	95 50%	15 46%	89 54%	27 68%	54 55%
Traditional semi-automatic	188 50%T	75 45%	48 46%	65 61%ab c	31 44%	22 56%	34 44%	90 56%	17 51%	84 48%	75 58%	11 30%	51 45%	14 42%	33 53%	26 38%	137 52%	110 59%AT	16 48%	63 38%	12 31%	49 50%T
Single shot	171 45%GJ Q	74 45%	44 42%	53 49%	32 45%	18 47%	23 30%	88 55%aG	10 29%	67 38%	68 52%j	26 69%	67 59%AQ	20 57%	43 68%	38 56%	104 40%	91 48%	13 39%	70 42%	24 60%	39 40%
Lever action	146 39%	74 45%	37 36%	35 33%	26 38%	19 49%	35 45%	56 35%	11 33%	75 43%	51 39%	8 22%	37 33%	9 27%	17 27%	26 38%	109 41%	67 36%	15 46%	65 40%	16 40%	48 48%at
Modern semi-automatic (e.g., AR-15)	56 15%b	15 9%	15 14%	26 24%AB	8 12%	10 26%ag	8 10%	27 17%	7 21%	22 13%	21 16%	5 14%	17 15%	6 17%	10 16%	11 17%	39 15%	35 18%	5 15%	19 11%	9 23%	11 11%
Other	21 6%	12 8%	5 5%	4 3%	5 7%	3 7%	5 7%	5 3%	1 4%	9 5%	9 7%	1 3%	5 4%	2 6%	4 6%	2 3%	16 6%	11 6%	4 12%	8 5%	1 2%	6 7%
Not sure	11 3%C	6 4%	* *	5 5%	2 3%	* 1%	2 3%	4 3%	1 3%	8 4%	3 2%	* 1%	4 4%	3 8%	- -	2 3%	7 3%	6 3%	2 7%	4 2%	* 1%	1 1%
Sigma	788 209%	348 211%	203 194%	238 222%	141 202%	94 240%	152 196%	350 220%	59 176%	364 208%	292 224%	74 195%	236 208%	69 201%	140 224%	143 210%	553 210%	415 221%	69 213%	317 193%	89 225%	208 212%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3023 Which of the following best describes the primary purpose for your modern semi-automatic rifle (such as AR-15)?

Base: Currently Own A Modern Semi-Automatic Rifle

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Total Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	61	16	19	26	14	15	11	17	13	26	17	5	16	5	8	10	45	32	6	26	8	13
Weighted Base	56*	15**	15**	26**	8**	10**	8**	27**	7**	22**	21**	5**	17**	6**	10**	11**	39**	35**	5**	19**	9**	11**
Collecting	15 28%	1 9%	4 29%	10 39%	3 31%	1 8%	1 18%	11 40%	2 22%	3 15%	7 35%	3 61%	11 64%	3 44%	6 61%	7 66%	5 12%	9 26%	1 25%	6 30%	4 42%	2 20%
Purchased to avoid any potential future ownership ban	15 27%	2 16%	6 40%	7 26%	* 2%	2 23%	1 17%	10 38%	1 8%	6 27%	8 40%	* 4%	* 3%	- -	- -	* 4%	15 38%	13 38%	- -	2 11%	3 37%	1 8%
Target shooting	10 18%	5 34%	2 16%	3 10%	1 15%	5 53%	- -	3 10%	2 24%	4 18%	4 18%	1 11%	3 20%	1 15%	2 18%	2 19%	7 18%	4 11%	- -	6 33%	* 5%	4 39%
Home/Personal protection	10 17%	4 29%	1 9%	4 15%	2 26%	1 12%	5 61%	2 6%	1 10%	8 38%	1 3%	- -	* 1%	* 3%	- -	- -	9 24%	6 16%	4 75%	3 14%	1 16%	3 23%
Hunting	4 6%	2 12%	* 3%	1 5%	2 25%	- -	* 3%	1 5%	2 29%	* 1%	- -	1 24%	1 8%	1 23%	1 13%	1 12%	2 6%	1 4%	- -	2 12%	- -	1 10%
Other	2 3%	- -	* 3%	1 5%	- -	* 5%	- -	* 1%	* 7%	* 2%	1 4%	- -	1 5%	1 15%	1 8%	- -	1 2%	2 5%	- -	- -	- -	- -
Sigma	56 100%	15 100%	15 100%	26 100%	8 100%	10 100%	8 100%	27 100%	7 100%	22 100%	21 100%	5 100%	17 100%	6 100%	10 100%	11 100%	39 100%	35 100%	5 100%	19 100%	9 100%	11 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3025 Which of the following, if any, are reasons you made your most recent firearm purchase? Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
N/A - I have never purchased a firearm.	1388	586	407	396	377	170	203	380	270	512	458	148	421	190	208	157	968	628	237	554	205	208
	66%g	66%h	66%j	67%k	73%AG	68%h	61%l	58%o	73%Aj	61%k	67%l	71%j	69%k	72%P	69%q	61%r	65%v	62%v	81%AR	66%V	76%AR	55%TV
Ever Purchased A Firearm (Net)	707	301	209	197	142	81	133	275	97	324	225	60	191	74	95	101	516	383	55	286	65	168
	34%eI	34%SU	34%SU	33%SU	27%SU	32%aE	39%aE	42%AE	27%F	39%AI	33%i	29%l	31%l	28%l	31%l	39%N	35%U	38%AS	19%U	34%SU	24%U	45%ArSTU
To use for home protection	283	115	86	82	61	36	61	97	43	157	67	15	52	21	27	23	232	161	23	103	11	73
	14%kL	13%MSU	14%MSU	14%MSU	12%MSU	14%MSU	18%AE	15%KL	12%KL	19%AI	10%KL	7%KL	8%KL	8%KL	9%KL	9%KL	16%AM	16%ASU	8%U	12%U	4%U	19%ASTU
To use for personal protection	254	109	81	63	49	36	50	92	46	125	63	20	65	30	34	32	189	134	18	106	15	66
	12%eK	12%SU	13%SU	11%SU	9%SU	14%SU	15%e	14%e	12%SU	15%AK	9%SU	10%SU	11%SU	11%SU	11%SU	12%SU	13%SU	13%SU	6%SU	13%SU	5%SU	18%ASTU
To use for target shooting	209	84	61	64	40	34	40	79	27	106	51	24	57	21	32	36	152	118	16	81	13	55
	10%eK	9%U	10%U	11%U	8%U	14%E	12%U	12%e	7%U	13%AIK	8%U	12%U	9%U	8%U	10%U	14%n	10%U	12%aSU	5%U	10%U	5%U	15%ASTU
To use for hunting	197	103	57	38	44	30	52	59	19	100	65	14	59	19	27	36	139	90	16	94	23	63
	9%DI	12%D	9%SU	6%SU	8%SU	12%SU	16%AEH	9%SU	5%SU	12%AI	10%i	7%SU	10%SU	7%SU	9%SU	14%n	9%SU	9%SU	5%SU	11%aS	8%SU	17%ARSTU
To use for plinking/informal target shooting	124	48	41	35	23	19	26	44	20	61	37	6	31	11	13	15	93	69	15	48	8	39
	6%SU	5%SU	7%SU	6%SU	5%SU	8%SU	8%SU	7%SU	5%SU	7%SU	5%SU	3%SU	5%SU	4%SU	4%SU	6%SU	6%SU	7%u	5%SU	6%SU	3%SU	10%AsTU
To use for concealed carry	110	37	51	21	14	12	24	50	14	50	40	6	34	16	12	16	75	60	11	40	13	26
	5%dE	4%SU	8%ABD	4%SU	3%SU	5%SU	7%E	8%aE	4%SU	6%SU	6%SU	3%SU	6%SU	6%SU	4%SU	6%SU	5%SU	6%SU	4%SU	5%SU	5%SU	7%t
I was concerned about legal restrictions on future purchases.	96	34	30	33	19	12	10	44	16	45	32	3	26	8	13	13	70	58	9	31	5	24
	5%l	4%SU	5%SU	5%SU	4%SU	5%SU	3%SU	7%aeg	4%SU	5%l	5%SU	1%SU	4%SU	3%SU	4%SU	5%SU	5%SU	6%u	3%SU	4%SU	2%SU	6%Tu
To collect as a hobby	88	25	34	29	14	19	17	30	12	43	22	11	23	8	16	16	65	50	8	33	9	18
	4%e	3%SU	6%ab	5%SU	3%SU	7%AB	5%SU	5%SU	3%SU	5%SU	3%SU	5%SU	4%SU	3%SU	5%SU	6%SU	4%SU	5%SU	3%SU	4%SU	3%SU	5%SU
To use for work (e.g., law enforcement, bodyguard, security)	36	5	14	17	4	2	1	26	8	8	15	5	15	9	10	6	21	17	5	14	3	14
	2%Beg	1%SU	2%B	3%AB	1%SU	1%SU	*G	4%AEf	2%G	1%SU	2%SU	2%SU	2%SU	3%SU	3%SU	2%SU	1%SU	2%SU	2%SU	2%SU	1%SU	4%ArT

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3025 Which of the following, if any, are reasons you made your most recent firearm purchase? Please select all that apply.

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Other	95	49	25	21	22	12	6	31	13	43	30	9	20	4	9	11	75	52	7	38	11	21
	5%G	6%	4%	4%	4%	5%	2%	5%g	4%	5%	4%	4%	3%	2%	3%	4%	5%	5%	2%	4%	4%	6%
Sigma	2882	1195	887	799	668	383	489	932	487	1250	882	263	803	338	401	362	2079	1438	364	1140	316	606
	138%	135%	144%	135%	129%	153%	146%	142%	133%	150%	129%	126%	131%	128%	132%	140%	140%	142%	125%	136%	117%	161%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
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 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3025 Which of the following, if any, are reasons you made your most recent firearm purchase? Please select all that apply.

Base: Ever Purchased A Firearm

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	689	195	271	223	193	109	130	178	134	297	200	58	174	61	87	86	515	340	61	308	52	193
Weighted Base	707	301	209	197	142	81*	133*	275	97*	324	225	60**	191*	74*	95*	101*	516	383	55*	286	65**	168
To use for home protection	283 40%KM	115 38%	86 41%	82 42%	61 43%	36 45%	61 46%	97 35%	43 45%K	157 49%AK	67 30%	15 26%	52 27%	21 28%	27 28%	23 23%	232 45%AM	161 42%	23 42%	103 36%	11 17%	73 43%T
To use for personal protection	254 36%K	109 36%	81 39%	63 32%	49 35%	36 44%	50 38%	92 33%	46 47%AK	125 39%k	63 28%	20 34%	65 34%	30 41%	34 36%	32 32%	189 37%	134 35%	18 33%	106 37%	15 23%	66 39%
To use for target shooting	209 30%k	84 28%	61 29%	64 32%	40 29%	34 43%Aeh	40 30%	79 29%	27 28%	106 33%k	51 23%	24 41%	57 30%	21 28%	32 33%	36 36%	152 29%	118 31%	16 29%	81 28%	13 20%	55 33%
To use for hunting	197 28%Dh ir	103 34%aD	57 27%	38 19%	44 31%	30 37%H	52 40%AH	59 22%	19 19%	100 31%i	65 29%	14 23%	59 31%	19 26%	27 28%	36 36%	139 27%	90 24%	16 29%	94 33%ar	23 35%	63 37%AR
To use for plinking/informal target shooting	124 18%	48 16%	41 20%	35 18%	23 16%	19 24%	26 19%	44 16%	20 21%	61 19%	37 17%	6 10%	31 16%	11 16%	13 14%	15 15%	93 18%	69 18%	15 27%	48 17%	8 12%	39 23%aT
To use for concealed carry	110 16%e	37 12%	51 25%AB D	21 11%	14 10%	12 15%	24 18%	50 18%	14 14%	50 15%	40 18%	6 10%	34 18%	16 21%	12 13%	16 16%	75 15%	60 16%	11 20%	40 14%	13 20%	26 15%
I was concerned about legal restrictions on future purchases.	96 14%g	34 11%	30 14%	33 17%	19 13%	12 15%	10 7%	44 16%	16 16%	45 14%	32 14%	3 5%	26 14%	8 11%	13 14%	13 13%	70 14%	58 15%	9 15%	31 11%	5 8%	24 14%
To collect as a hobby	88 13%b	25 8%	34 16%aB	29 15%	14 10%	19 23%AEH	17 13%	30 11%	12 12%	43 13%	22 10%	11 19%	23 12%	8 11%	16 17%	16 16%	65 13%	50 13%	8 14%	33 11%	9 14%	18 11%
To use for work (e.g., law enforcement, bodyguard, security)	36 5%B GJ	5 2%	14 7%B	17 9%aB	4 3%	2 3%	1 1%	26 10%AeG	8 8%J	8 3%	15 7%j	5 8%	15 8%	9 12%	10 10%	6 6%	21 4%	17 5%	5 9%	14 5%	3 5%	14 8%aT
Other	95 13%G	49 16%	25 12%	21 11%	22 16%G	12 15%G	6 4%	31 11%	13 14%	43 13%	30 13%	9 15%	20 10%	4 6%	9 10%	11 11%	75 15%	52 14%	7 13%	38 13%	11 17%	21 13%
Sigma	1494 211%	609 203%	481 230%	404 205%	291 205%	213 264%	286 216%	552 200%	217 223%	738 228%	423 188%	115 191%	382 200%	148 201%	194 203%	205 203%	1111 216%	809 211%	127 231%	586 205%	110 170%	397 236%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3030 When was your most recent firearm purchase?

Base: Ever Purchased A Firearm

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	689	195	271	223	193	109	130	178	134	297	200	58	174	61	87	86	515	340	61	308	52	193
Weighted Base	707	301	209	197	142	81*	133*	275	97*	324	225	60**	191*	74*	95*	101*	516	383	55*	286	65**	168
Purchased A Firearm Less Than 1 Year Ago (Net)	136	50	42	45	14	18	26	72	10	52	57	17	60	28	24	35	76	85	10	46	21	22
	19% QV	17% EI	20% QV	23% QV	10% QV	23% E	19% e	26% AE	10% QV	16% QV	25% aI	29% j	31% AQ	38% QV	25% QV	35% QV	15% QV	22% V	18% QV	16% QV	33% QV	13% QV
Within the past month	25	7	15	4	2	5	1	16	-	8	15	2	16	11	2	7	9	17	-	9	6	2
	4% Qv	2% Qv	7% Abd	2% Qv	1% Qv	7% eg	1% Qv	6% Qv	-	3% Qv	7% aI	3% Qv	8% AQ	15% O	2% Qv	7% Qv	2% Qv	4% Qv	-	3% V	9% Qv	1% Qv
2 to less than 3 months ago	26	13	4	9	3	4	*	17	1	13	11	1	5	4	1	1	21	16	5	8	-	7
	4% g	4% Qv	2% Qv	5% Qv	2% Qv	5% g	* Qv	6% g	1% Qv	4% Qv	5% Qv	1% Qv	3% Qv	6% Qv	1% Qv	1% Qv	4% Qv	4% Qv	8% Qv	3% Qv	-	4% Qv
3 to less than 6 months ago	26	10	5	11	2	2	7	15	1	5	11	8	20	5	10	17	6	13	-	13	8	3
	4% JQ	3% Qv	3% Qv	6% Qv	2% Qv	2% Qv	5% Qv	6% Qv	1% Qv	2% Qv	5% Qv	14% Qv	10% AQ	7% Qv	10% Qv	17% Qv	1% Qv	4% Qv	-	4% V	12% Qv	2% Qv
6 months ago to less than 1 year ago	59	21	17	21	6	7	17	24	7	25	20	7	19	8	11	11	40	39	6	17	8	11
	8% e	7% Qv	8% Qv	10% Qv	5% Qv	9% Qv	13% e	9% Qv	7% Qv	8% Qv	9% Qv	11% Qv	10% Qv	11% Qv	11% Qv	11% Qv	8% Qv	10% Qv	10% Qv	6% Qv	13% Qv	6% Qv
1 to 2 years ago	80	31	29	20	11	9	18	41	9	34	31	7	22	5	13	14	58	48	10	23	13	23
	11% t	10% Qv	14% Qv	10% Qv	7% Qv	12% Qv	14% Qv	15% Qv	9% Qv	10% Qv	14% Qv	11% Qv	12% Qv	7% Qv	14% Qv	14% Qv	11% Qv	13% Qv	19% t	8% Qv	19% Qv	13% T
More than 2 years ago	386	171	105	110	91	38	75	137	65	195	108	19	77	29	44	33	309	208	27	161	19	101
	55% kM	57% Qv	50% Qv	56% Qv	64% AF	48% Qv	57% Qv	50% Qv	66% AK	60% aK	48% Qv	31% Qv	40% Qv	39% Qv	46% Qv	33% Qv	60% AM	54% Qv	48% Qv	56% Qv	29% Qv	60% Qv
Don't remember	74	44	23	8	21	12	12	19	9	30	20	15	26	9	12	16	48	25	7	44	7	19
	11% DR	14% D	11% d	4% Qv	14% h	15% h	9% Qv	7% Qv	9% Qv	9% Qv	9% Qv	25% Qv	14% Qv	13% Qv	13% Qv	16% Qv	9% Qv	7% Qv	12% Qv	15% AR	10% Qv	11% v
Decline to answer	29	5	11	13	6	2	2	8	5	13	9	2	5	2	2	2	24	16	1	12	5	3
	4% b	2% Qv	5% Qv	7% b	4% Qv	3% Qv	1% Qv	3% Qv	5% Qv	4% Qv	4% Qv	3% Qv	3% Qv	3% Qv	2% Qv	2% Qv	5% Qv	4% Qv	2% Qv	4% v	8% Qv	2% Qv
Sigma	707	301	209	197	142	81	133	275	97	324	225	60	191	74	95	101	516	383	55	286	65	168
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3035 You mentioned you purchased a firearm within the past year. Which of the following types of firearms did you purchase? Please select all that apply.

Base: Purchased A Firearm Less Than 1 Year Ago

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	112	29	44	39	19	19	25	40	15	47	38	12	39	19	17	21	73	66	7	42	12	26
Weighted Base	136*	50**	42**	45**	14**	18**	26**	72**	10**	52**	57**	17**	60**	28**	24**	35**	76*	85*	10**	46**	21**	22**
Handgun	87 64%	26 52%	26 63%	35 78%	9 64%	7 39%	18 71%	48 67%	8 82%	36 70%	34 59%	9 52%	33 56%	14 48%	13 56%	20 57%	54 71%	51 60%	9 88%	31 67%	16 73%	15 68%
Rifle	38 28%	14 29%	12 28%	12 26%	6 40%	8 42%	3 13%	18 25%	3 26%	17 33%	11 19%	7 39%	13 22%	8 27%	8 33%	8 23%	24 32%	23 28%	3 26%	11 25%	1 4%	10 46%
Shotgun	21 15%	6 12%	5 11%	10 23%	3 19%	3 14%	6 22%	10 14%	1 12%	7 13%	13 22%	* 1%	10 17%	3 10%	2 8%	7 19%	11 14%	12 14%	-	9 19%	* 1%	3 12%
Muzzleloader	15 11%Q	8 16%	4 10%	3 7%	1 7%	3 18%	-	11 15%	-	4 8%	8 15%	3 15%	11 18%	6 21%	3 11%	8 21%	4 5%	9 10%	1 12%	6 14%	5 23%	1 6%
Other	7 5%	-	1 3%	5 12%	-	-	1 4%	5 7%	-	-	6 11%	* 2%	1 2%	* 1%	1 2%	1 3%	5 7%	6 7%	-	* 1%	* 2%	-
Sigma	168 123%	55 109%	48 116%	65 145%	18 131%	21 113%	28 110%	92 129%	12 121%	64 124%	73 127%	19 109%	69 115%	30 108%	26 110%	44 123%	99 129%	102 120%	13 126%	58 126%	22 103%	29 131%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3040 How interested, if at all, would you be in participating in shooting sports activities (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the future?

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Don't Already Participate (Net)	2025	844	601	580	500	231	324	638	360	801	667	197	587	253	288	244	1438	975	287	808	261	365
At Least Somewhat Interested (Sub-Net)	866	325	287	254	196	87	135	334	124	307	338	97	302	121	140	137	563	436	125	325	163	108
At Least Interested (Sub-Sub-Net)	380	121	123	136	81	32	63	169	53	143	142	43	136	58	67	59	244	208	45	133	59	52
Extremely/Very Interested (Sub-Sub-Sub-Net)	200	61	75	65	53	12	38	81	26	57	97	20	87	38	41	30	114	111	18	72	35	21
Extremely interested	87	32	26	29	23	7	18	33	10	25	43	9	38	20	15	15	50	41	7	40	17	12
Very interested	113	29	49	35	30	5	20	48	16	32	54	12	49	18	26	15	64	70	11	33	18	9
Interested	180	61	48	71	28	20	26	88	27	86	44	22	50	20	26	29	130	97	27	61	24	31
Somewhat interested	485	203	164	118	115	55	72	165	70	164	196	54	166	64	73	78	319	228	80	192	104	56
Not at all interested	1159	520	313	327	305	145	188	304	236	494	329	100	284	132	148	107	875	539	162	483	98	257
I already participate in shooting sports activities.	70	43	15	12	18	19	12	17	8	34	16	12	25	11	15	14	45	36	5	31	9	11
Sigma	2095	887	616	593	518	251	336	655	367	836	684	208	612	264	303	258	1483	1011	292	840	270	377

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Summary Of At Least Somewhat Effective

Base: All Respondents

	Education				Income			Household Size				Age/Presence Children				Employment Status						
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Receiving an invitation to join a shooting sports activity from a friend or family member	941 45% IQTV	340 38%	296 48% ^a _B	304 51% ^a _B	209 40%	103 41%	165 49% ^e	344 53% ^a _E	135 37%	352 42%	354 52% ^a _I	101 48% ⁱ	323 53% ^a _Q	143 54%	145 48%	147 57% ^o	618 42%	494 49% ^a _T	136 47% ^v	334 40% ^v	160 59% ^a _R	108 29% ^s _T
Hearing about a promotional event at a local shooting range	737 35% ^b _E IQTV	277 31%	236 38% ^a _B	224 38% ^b _B	149 29%	88 35%	125 37% ^E	286 44% ^a _E	90 25%	292 35% ^I	277 40% ^a _I	78 37% ^I	249 41% ^a _Q	122 46% ^O	108 36%	112 44%	488 33%	390 39% ^a _T	103 35% ^V	263 31% ^V	116 43% ^a _T	96 26% ^s _T
Seeing something about shooting sports on TV	629 30% ^E QV	244 27%	194 32%	191 32%	131 25%	62 25%	106 31%	252 38% ^a _E	87 24%	228 27%	224 33% ^I	90 43% ^a _I	220 36% ^a _Q	101 38%	101 33%	111 43% ^o	409 28%	327 32% ^V	87 30% ^V	231 28% ^V	103 38% ^a _S	78 21% ^s _T
Receiving something explaining/promoting shooting sports in the mail	602 29% ^B QTV	220 25%	201 33% ^a _B	181 31% ^b _B	136 26%	63 25%	105 31%	230 35% ^a _E	77 21%	227 27% ⁱ	232 34% ^a _I	67 32% ^I	220 36% ^a _Q	104 40%	100 33%	103 40%	382 26%	321 32% ^a _T	76 26%	215 26% ^V	98 36% ^a _S	73 19% ^s _T
Reading a story about shooting sports in a newspaper or magazine	597 29% ^B QTV	218 25%	193 31% ^a _B	187 32% ^B	131 25%	59 23%	94 28%	242 37% ^a _E	77 21%	225 27% ⁱ	219 32% ^a _I	76 37% ^a _I	217 35% ^a _Q	94 35%	100 33%	106 41% ^o	380 26%	313 31% ^T _V	91 31% ^V	209 25% ^V	97 36% ^a _T	71 19% ^s _T
Seeing something about shooting sports on the Internet	567 27% ^b fiQTV	211 24%	187 30% ^a _B	169 29%	116 22%	52 21%	104 31% ^E _F	225 34% ^a _E	77 21%	216 26%	205 30% ^I	69 33% ^I	190 31% ^a _q	92 35%	90 30%	93 36%	377 25%	303 30% ^a _T	79 27% ^V	201 24% ^V	96 36% ^a _S	62 16% ^s _T

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Summary Of At Least Effective

Base: All Respondents

	Education			Income				Household Size				Age/Presence Children				Employment Status						
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Receiving an invitation to join a shooting sports activity from a friend or family member	577 28% IQV	215 24% 28%	175 28% 31% AB	187 26% 18%	135 18% 34% AeF	44 18% 34% AeF	113 26% 26% i	225 20% 32% AI	75 20% 26% i	220 26% 26% i	218 32% 32% AI	63 30% 30% i	201 33% 33% AQ	96 37% 37% o	84 28% 28% o	94 37% 37% o	376 25% 25% o	304 30% 30% at	72 25% 25% v	212 25% 25% v	103 38% 38% Ar	65 17% 17% STV
Hearing about a promotional event at a local shooting range	354 17% IQ	137 15% 16%	98 16% 20% A	119 15% 15%	78 13% 24% AEF	32 13% 20% f	82 13% 13% 16%	131 20% 20% f	47 13% 13% 16%	134 16% 16% 19%	129 19% 19% i	44 21% 21% i	128 21% 21% AQ	76 29% 29% p	67 22% 22% p	50 19% 19% p	226 15% 15% p	198 20% 20% AS	36 12% 12% s	128 15% 15% s	50 19% 19% s	48 13% 13% s
Seeing something about shooting sports on TV	280 13% FI	113 13% 12%	77 12% 15%	90 15% 12%	64 12% 17% aF	19 8% 18% AeF	59 8% 8% 8%	118 8% 8% 8%	29 8% 8% 8%	99 12% 12% i	112 16% 16% i	39 19% 19% aI	111 18% 18% AQ	59 22% 22% o	52 17% 17% o	51 20% 20% o	169 11% 11% o	149 15% 15% v	38 13% 13% v	99 12% 12% v	38 14% 14% v	28 7% 7% v
Receiving something explaining/promoting shooting sports in the mail	246 12% IQ	93 11% 13%	83 13% 12%	70 12% 12%	60 12% 15% af	22 9% 9% af	52 9% 9% af	83 13% 13% af	27 7% 7% af	87 10% 10% af	95 14% 14% I	37 18% 18% aI	117 19% 19% AQ	71 27% 27% oP	60 20% 20% oP	42 16% 16% oP	129 9% 9% oP	138 14% 14% aV	27 9% 9% aV	87 10% 10% aV	32 12% 12% aV	30 8% 8% aV
Reading a story about shooting sports in a newspaper or magazine	229 11% FI	89 10% 10%	60 10% 14% Ac	80 10% 10% Ac	52 10% 10% F	10 4% 16% AEF	53 4% 16% AEF	94 5% 14% AF	19 5% 5% AF	85 10% 10% I	88 13% 13% I	36 17% 17% AI	101 17% 17% AQ	62 23% 23% op	49 16% 16% op	39 15% 15% op	128 9% 9% op	127 13% 13% tV	35 12% 12% tV	75 9% 9% tV	36 13% 13% tV	27 7% 7% tV
Seeing something about shooting sports on the Internet	229 11% fQV	79 9% 12%	74 12% 13% b	76 11% 11% b	55 11% 14% F	17 7% 14% F	47 7% 14% F	93 8% 14% aF	31 8% 8% aF	79 9% 9% aF	81 12% 12% aF	37 18% 18% AI	95 15% 15% AQ	60 23% 23% op	49 16% 16% op	36 14% 14% op	134 9% 9% op	127 13% 13% V	26 9% 9% V	82 10% 10% V	32 12% 12% V	26 7% 7% V

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
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18 Mar 2010

Q3045 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Summary Of Extremely/Very Effective

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
Receiving an invitation to join a shooting sports activity from a friend or family member	282 13% QV	90 10%	81 13%	111 19% ABC	65 12% f	18 7%	69 21% AEF	108 17% F	44 12%	102 12%	98 14%	38 18%	104 17% AQ	58 22%	55 18%	45 17%	178 12%	150 15% V	32 11%	105 13% V	39 15% v	32 8%
Hearing about a promotional event at a local shooting range	140 7% CfI V	49 6%	30 5%	61 10% ABC	26 5%	8 3%	28 8% F	70 11% AEF	14 4%	52 6%	54 8% i	19 9% i	46 7%	28 11%	29 9%	21 8%	94 6%	77 8% v	13 5%	54 6% V	15 6%	15 4%
Seeing something about shooting sports on TV	97 5% CfI Qv	37 4%	18 3%	41 7% AbC	23 4%	5 2%	25 7% aF	40 6% f	6 2%	36 4% i	28 4%	26 12% AIJ K	48 8% AQ	27 10%	35 11%	21 8%	49 3%	55 5% v	9 3%	37 4% V	12 4%	9 2%
Receiving something explaining/promoting shooting sports in the mail	91 4% iQ	27 3%	23 4%	40 7% ABC	26 5%	6 2%	16 5%	35 5%	9 2%	34 4%	30 4%	18 9% AIj	41 7% AQ	27 10%	26 9%	17 6%	49 3%	48 5%	10 3%	37 4%	7 3%	13 3%
Seeing something about shooting sports on the Internet	64 3% iQ	23 3%	16 3%	25 4%	15 3%	4 2%	12 4%	29 4%	5 1%	24 3%	17 3%	17 8% AIJ K	33 5% AQ	20 8%	25 8%	17 6%	31 2%	35 3%	6 2%	26 3%	5 2%	7 2%
Reading a story about shooting sports in a newspaper or magazine	62 3% JQv	21 2%	16 3%	24 4%	13 2%	3 1%	17 5% aF	28 4% f	8 2%	13 2%	28 4% J	13 6% aiJ	32 5% AQ	20 8%	23 8%	12 5%	29 2%	37 4% v	8 3%	19 2%	6 2%	5 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_1 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Hearing about a promotional event at a local shooting range

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
At Least Somewhat Effective (Net)	737 35% IQTV	277 31%	236 38% aB	224 38% b	149 29%	88 35%	125 37% E	286 44% AE	90 25%	292 35% I	277 40% AI	78 37% I	249 41% AQ	122 46% O	108 36%	112 44%	488 33%	390 39% AT	103 35% V	263 31% V	116 43% aT	96 26% V
At Least Effective (Sub-Net)	354 17% v	137 15%	98 16%	119 20% A	78 15%	32 13%	82 24% AEF	131 20% f	47 13%	134 16%	129 19% i	44 21% i	128 21% AQ	76 29% p	67 22%	50 19%	226 15%	198 20% AS	36 12% S	128 15% S	50 19% s	48 13% tV
Extremely/Very Effective (Sub-Sub-Net)	140 7% v	49 6%	30 5%	61 10% ABC	26 5%	8 3%	28 8% F	70 11% AEF	14 4%	52 6%	54 8% i	19 9% i	46 7% K	28 11%	29 9%	21 8%	94 6%	77 8% v	13 5%	54 6% V	15 6% V	15 4%
Extremely effective	54 3% iQu	18 2%	13 2%	23 4% A	9 2%	3 1%	8 2%	31 5% AEf	4 1%	25 3%	12 2%	14 6% AIj	25 4% aQ	19 7%	17 6%	15 6%	28 2%	29 3% u	2 1%	22 3% u	1 *	6 2%
Very effective	86 4% cv	32 4%	17 3%	38 6% AbC	18 3%	5 2%	19 6% f	38 6% f	11 3%	27 3%	43 6% Aij	6 3%	20 3%	9 4%	12 4%	6 2%	66 4%	48 5% v	11 4%	32 4% v	14 5% V	8 2%
Effective	214 10% Q	88 10%	68 11%	58 10%	52 10%	25 10%	54 16% AEfH	62 9%	33 9%	81 10%	75 11%	25 12%	82 13% AQ	48 18% p	38 13%	29 11%	132 9%	121 12% a	23 8%	74 9% S	35 13% s	34 9%
Somewhat effective	383 18% EG	140 16%	138 22% AB	105 18%	71 14%	56 22% EG	44 13%	155 24% AE	43 12%	158 19% I	147 22% aI	34 16%	121 20%	46 17%	42 14%	62 24% O	261 18%	191 19% V	67 23% tV	134 16% v	66 25% aT	48 13% V
Not at all effective	1358 65% cH KMRu	610 69% aC	380 62%	369 62%	369 71% AG	163 65% h	210 63%	369 56%	277 75% AJ	544 65%	407 60%	131 63%	363 59%	142 54%	195 64% N	145 56%	995 67% AM	621 61%	189 65%	577 69% AR	154 57%	281 74% ARSTU
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_2 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Receiving an invitation to join a shooting sports activity from a friend or family member

Base: All Respondents

Table with columns: Education (H.S. or Less, Some Col., Col. Grad+), Income (\$35K, \$49.9K, \$50K, \$74.9K, \$75K+), Household Size (1, 2, 3-4, 5+), Age/Presence Children (Has Chld Hhld, <6, 6-12, 13-17, No Chld Hhld), Employment Status (Full-time/Self-Empl, Part-time, Un-emp., Stud-ent, Ret-ired). Rows include Unweighted Base, Weighted Base, and various effectiveness levels (At Least Somewhat Effective, At Least Effective, Extremely/Very Effective, Very effective, Effective, Somewhat effective, Not at all effective, Sigma).

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_3 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Reading a story about shooting sports in a newspaper or magazine

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
At Least Somewhat Effective (Net)	597 29% QTV	218 25%	193 31% aB	187 32% B	131 25%	59 23%	94 28%	242 37% AE	77 21%	225 27% i	219 32% aI	76 37% aI	217 35% AQ	94 35%	100 33%	106 41% o	380 26%	313 31% TV	91 31% V	209 25% V	97 36% aT	71 19% V
At Least Effective (Sub-Net)	229 11% QTV	89 10%	60 10%	80 14% Ac	52 10% F	10 4%	53 16% AEF	94 14% AF	19 5%	85 10% I	88 13% I	36 17% AI	101 17% AQ	62 23% op	49 16%	39 15%	128 9%	127 13% tV	35 12%	75 9%	36 13% v	27 7%
Extremely/Very Effective (Sub-Sub-Net)	62 3% QV	21 2%	16 3%	24 4%	13 2%	3 1%	17 5% aF	28 4% f	8 2%	13 2%	28 4% J	13 6% aiJ	32 5% AQ	20 8%	23 8%	12 5%	29 2%	37 4% v	8 3%	19 2%	6 2%	5 2%
Extremely effective	19 1% Q	7 1%	4 1%	8 1%	3 1%	2 1%	4 1%	9 1%	2 *	5 1%	4 1%	8 4% AIJ	12 2% aQ	10 4%	10 3%	8 3%	7 *	12 1%	2 1%	6 1%	1 *	1 *
Very effective	42 2% fJQ	14 2%	12 2%	16 3%	9 2%	1 *	12 4% aF	19 3% f	7 2%	7 1%	24 4% AJ	4 2%	20 3% aq	10 4%	13 4%	3 1%	22 1%	25 3%	6 2%	13 2%	6 2%	4 1%
Effective	168 8% FIQ	68 8%	44 7%	56 9%	40 8% F	7 3%	36 11% F	66 10% F	11 3%	72 9% I	60 9% I	24 11% I	69 11% AQ	42 16% O	27 9%	27 11%	99 7%	90 9%	27 9%	56 7%	30 11% tv	22 6%
Somewhat effective	368 18% bG	129 15%	132 22% AB	107 18%	79 15%	49 19% g	41 12%	148 23% AE	57 16%	140 17%	130 19%	40 19%	116 19%	32 12%	50 17%	67 26% NO	252 17%	185 18% V	56 19% V	134 16% V	60 22% tV	44 12%
Not at all effective	1498 71% cH	669 75% AC	423 69%	406 68%	387 75% H	192 77% H	241 72% h	413 63%	291 79% Aj	610 73% l	465 68%	132 63%	395 65%	170 65%	203 67% p	151 59%	1103 74% AM	698 69%	201 69%	630 75% AR	174 64%	306 81% ARSTU
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
 Fielding Period: March 16-18, 2010
 NSSF
 Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_4 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Seeing something about shooting sports on TV

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Unemp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
At Least Somewhat Effective (Net)	629 30% QV	244 27% QV	194 32% QV	191 32% QV	131 25% QV	62 25% QV	106 31% QV	252 38% QV	87 24% QV	228 27% QV	224 33% QV	90 43% QV	220 36% QV	101 38% QV	101 33% QV	111 43% QV	409 28% QV	327 32% QV	87 30% QV	231 28% QV	103 38% QV	78 21% QV
At Least Effective (Sub-Net)	280 13% QV	113 13% QV	77 12% QV	90 15% QV	64 12% QV	19 8% QV	59 17% QV	118 18% QV	29 8% QV	99 12% QV	112 16% QV	39 19% QV	111 18% QV	59 22% QV	52 17% QV	51 20% QV	169 11% QV	149 15% QV	38 13% QV	99 12% QV	38 14% QV	28 7% QV
Extremely/Very Effective (Sub-Sub-Net)	97 5% Qv	37 4% Qv	18 3% Qv	41 7% Qv	23 4% Qv	5 2% Qv	25 7% Qv	40 6% Qv	6 2% Qv	36 4% Qv	28 4% Qv	26 12% Qv	48 8% Qv	27 10% Qv	35 11% Qv	21 8% Qv	49 3% Qv	55 5% Qv	9 3% Qv	37 4% Qv	12 4% Qv	9 2% Qv
Extremely effective	36 2% Q	14 2% Q	7 1% Q	15 3% Q	4 1% Q	3 1% Q	9 3% Q	19 3% Q	1 * Q	15 2% Q	5 1% Q	16 8% Q	20 3% Q	16 6% Q	16 5% Q	13 5% Q	16 1% Q	22 2% Q	2 1% Q	13 2% Q	2 1% Q	4 1% Q
Very effective	60 3% Q	23 3% Q	11 2% Q	26 4% Q	19 4% Q	2 1% Q	16 5% Q	21 3% Q	5 1% Q	22 3% Q	24 3% Q	10 5% Q	28 5% Q	12 4% Q	18 6% Q	9 3% Q	33 2% Q	33 3% Q	8 3% Q	24 3% Q	10 4% Q	5 1% Q
Effective	183 9% Qv	76 9% Qv	58 9% Qv	49 8% Qv	41 8% Qv	14 6% Qv	34 10% Qv	78 12% Qv	22 6% Qv	63 8% Qv	84 12% Qv	14 7% Qv	63 10% Qv	32 12% Qv	17 6% Qv	29 11% Qv	120 8% Qv	94 9% Qv	28 10% Qv	63 7% Qv	26 10% Qv	19 5% Qv
Somewhat effective	350 17% E	131 15% E	118 19% a	101 17% E	67 13% E	43 17% E	47 14% E	134 20% a	58 16% E	129 15% E	112 16% E	51 24% a	109 18% E	42 16% E	50 16% E	61 24% no	241 16% E	178 18% E	49 17% E	132 16% E	66 24% Ar	50 13% E
Not at all effective	1466 70% HL MU	643 73% HL MU	421 68% HL MU	402 68% HL MU	388 75% AH	188 75% H	230 69% HL	403 62% AK	281 76% AK	607 73% L	459 67% L	118 57% L	392 64% L	163 62% L	202 67% p	146 57% L	1074 72% AM	684 68% L	205 70% u	608 72% U	167 62% L	299 79% ARSTU
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
 Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_5 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Receiving something explaining/promoting shooting sports in the mail

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Un-emp.	Stud-ent	Ret-ired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
At Least Somewhat Effective (Net)	602 29% QTV	220 BI 25%	201 33% AB	181 31% b	136 26%	63 25%	105 31%	230 35% AE F	77 21%	227 27% i	232 34% AI J	67 32% I	220 36% AQ	104 40%	100 33%	103 40%	382 26%	321 32% AT V	76 26%	215 26% V	98 36% aS TV	73 19%
At Least Effective (Sub-Net)	246 12% V	93 IQ 11%	83 13%	70 12%	60 12%	22 9%	52 15% af	83 13%	27 7%	87 10%	95 14% I	37 18% aI J	117 19% AQ	71 27% oP	60 20%	42 16%	129 9%	138 14% aV	27 9%	87 10%	32 12%	30 8%
Extremely/Very Effective (Sub-Sub-Net)	91 4% iQ	27 3%	23 4%	40 7% ABC	26 5%	6 2%	16 5%	35 5%	9 2%	34 4%	30 4%	18 9% AIj	41 7% AQ	27 10%	26 9%	17 6%	49 3%	48 5%	10 3%	37 4%	7 3%	13 3%
Extremely effective	32 2% Q	10 1%	10 2%	12 2%	7 1%	3 1%	6 2%	16 2%	3 1%	12 1%	5 1%	12 6% AIJ K	17 3% aQ	13 5%	11 4%	12 5%	15 1%	16 2%	2 1%	14 2%	1 *	4 1%
Very effective	58 3%	17 2%	13 2%	29 5% ABC	19 4%	3 1%	10 3%	19 3%	6 2%	22 3%	24 4%	6 3%	24 4%	14 5% p	15 5% p	4 2%	34 2%	31 3%	8 3%	22 3%	6 2%	9 2%
Effective	155 7% DiQ v	66 7%	60 10% AD	29 5%	35 7%	16 7%	36 11% a	48 7%	18 5%	53 6%	65 10% aI	19 9%	75 12% AQ	45 17% p	35 11%	26 10%	80 5%	90 9% atV	17 6%	51 6%	25 9% v	17 5%
Somewhat effective	356 17% iv	127 14%	118 19% b	111 19%	75 15%	41 16%	53 16%	147 22% AE g	49 13%	140 17%	137 20% aI	30 14%	103 17%	33 12%	40 13%	60 23% NO	253 17%	183 18% V	49 17%	127 15% V	66 24% As TV	43 11%
Not at all effective	1493 71% CH KMRu	666 75% AC	414 67% 69%	412 69% 74% H	383 75% H	187 69%	231 69%	425 65%	291 79% Aj KL	609 73% K	451 66% 68%	142 68% 64%	392 60% 67%	160 67%	203 60%	155 60%	1101 74% AM	690 68% 74% U	216 74% AR	625 64% 64% U	172 64% 64% U	304 81% ARTU
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - A/B/C/D - A/E/F/G/H - A/I/J/K/L - A/M/Q - N/O/P - A/R/S/T/U/V
Overlap formulae used. * small base

Harris Interactive QuickQuery
Fielding Period: March 16-18, 2010
NSSF
Weighted To The U.S. General Adult Population - Propensity

18 Mar 2010

Q3045_6 How effective, if at all, would each of the following be in encouraging you to begin/continue participating in a shooting sports activity (e.g., hunting with a firearm/bow, handgun/rifle target shooting, sporting clays and/or skeet/trap shooting) in the next 12 months?

Seeing something about shooting sports on the Internet

Base: All Respondents

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	Total	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld Hhld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Student	Retired
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2095	539	787	769	636	299	372	451	458	809	634	194	569	232	274	233	1526	981	296	870	251	431
Weighted Base	2095	887	616	593	518	251	336	655	367	836	684	208*	612	264	303	258	1483	1011	292	840	270	377
At Least Somewhat Effective (Net)	567 27% fiQTV	211 24%	187 30% AB	169 29%	116 22%	52 21%	104 31% EF	225 34% AE	77 21%	216 26%	205 30% I	69 33% I	190 31% aq	92 35%	90 30%	93 36%	377 25%	303 30% AT	79 27% V	201 24% V	96 36% As	62 16% TV
At Least Effective (Sub-Net)	229 11% fQV	79 9%	74 12%	76 13% b	55 11%	17 7%	47 14% F	93 14% aF	31 8%	79 9%	81 12%	37 18% AI	95 15% AQ	60 23% op	49 16%	36 14%	134 9%	127 13% V	26 9%	82 10% V	32 12%	26 7%
Extremely/Very Effective (Sub-Sub-Net)	64 3% iQ	23 3%	16 3%	25 4%	15 3%	4 2%	12 4%	29 4%	5 1%	24 3%	17 3%	17 8% AIJ	33 5% AQ	20 8%	25 8%	17 6%	31 2%	35 3%	6 2%	26 3%	5 2%	7 2%
Extremely effective	26 1% Q	10 1%	9 1%	7 1%	5 1%	1 1%	7 2%	12 2%	2 1%	10 1%	4 1%	9 5% AIJ	14 2% aq	8 3%	12 4%	7 3%	12 1%	15 2%	2 1%	9 1%	* *	2 *
Very effective	38 2% Q	13 1%	7 1%	18 3% Ac	10 2%	3 1%	5 1%	17 3%	3 1%	15 2%	13 2%	8 4% i	19 3% aQ	12 5%	13 4%	10 4%	19 1%	19 2%	5 2%	17 2%	4 2%	5 1%
Effective	165 8% qv	55 6%	58 9% b	52 9%	40 8%	13 5%	34 10% f	64 10%	26 7%	55 7%	64 9%	20 10%	62 10% q	40 15% OP	24 8%	19 8%	103 7%	93 9% V	20 7%	56 7%	27 10% v	19 5%
Somewhat effective	338 16% Ei	132 15%	113 18%	93 16%	60 12%	35 14%	57 17% e	132 20% AE	46 12%	137 16%	124 18% i	32 15%	95 16%	32 12%	41 14%	57 22% NO	243 16%	176 17% V	52 18% V	118 14% V	64 24% Ar	36 10% TV
Not at all effective	1528 73% CH	676 76% aC	429 70%	423 71%	403 78% AG	199 79% aGH	232 69%	430 66%	290 79% AK	620 74%	479 70%	139 67%	422 69%	172 65%	213 70%	165 64%	1106 75% Am	708 70%	214 73% u	639 76% AR	174 64%	315 84% ARSTU
Sigma	2095 100%	887 100%	616 100%	593 100%	518 100%	251 100%	336 100%	655 100%	367 100%	836 100%	684 100%	208 100%	612 100%	264 100%	303 100%	258 100%	1483 100%	1011 100%	292 100%	840 100%	270 100%	377 100%

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Overlap formulae used. * small base

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18 Mar 2010

Q3050 Which of the following shooting sports activities, if any, would you try if you were invited to participate by a friend or family member? Please select all that apply.

Base: Receiving An Invitation To Join A Shooting Sports Activity From A Friend Or Family Member Would Be At Least Somewhat Effective

	Education				Income				Household Size				Age/Presence Children				Employment Status					
	H.S. or Less	Some Col.	Col. Grad+	Less Than \$35K	\$35K - \$49.9K	\$50K - \$74.9K	\$75K+	1	2	3-4	5+	Has Chld Hhld	<6	6-12	13-17	No Chld	Full-time/ Self-Empl	Part-time	Total Un-emp.	Stud-ent	Ret-ired	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	919	187	369	363	254	132	171	233	178	333	314	94	282	118	130	120	637	479	134	331	152	122
Weighted Base	941	340	296	304	209	103*	165*	344	135	352	354	101*	323	143*	145*	147*	618	494	136*	334	160*	108*
Would Try At Least One Listed Activity (Net)	895 95%	322 94%	278 94%	295 97%	194 93%	100 97%	160 97%	333 97%	129 96%	341 97%	331 94%	93 92%	304 94%	134 94%	138 95%	139 95%	590 96%	474 96%	126 92%	313 94%	150 94%	105 97%
Shooting a handgun at a range	725 77% M	257 76%	233 79%	235 77%	153 73%	81 79%	119 72%	289 84% AE G	105 78%	291 83% AK 1	258 73%	71 71%	231 71%	94 66%	99 68%	114 77%	494 80% AM	388 78%	104 77%	246 74%	129 80%	78 72%
Shooting a rifle at a range	650 69% k	220 65%	214 72%	215 71%	137 66%	73 71%	126 76% e	240 70%	98 73%	258 73% k	226 64%	68 68%	211 65%	85 59%	99 68%	103 70%	439 71%	347 70%	84 62%	233 70%	114 71%	76 70%
Plinking (i.e., shooting at tin cans or paper targets in an informal setting)	518 55%	180 53%	170 57%	168 55%	116 56%	68 66% a	87 53%	189 55%	70 52%	197 56%	205 58% l	45 45%	168 52%	65 46%	72 50%	82 56%	350 57%	272 55%	80 58%	176 53%	101 63% t	55 51%
Firing shotguns at clay targets (e.g., trap, skeet or sporting clays)	512 54% ES V	180 53%	164 55%	168 55%	98 47%	55 53%	98 59% e	203 59% e	75 56%	194 55%	183 52%	61 60%	176 54%	74 52%	78 54%	90 61%	337 55%	288 58% a S V	56 41%	177 53% V	99 62% S V	45 41%
Taking a class on self-protection shooting	506 54% B v	154 45%	167 56% b	185 61% AB	123 59%	54 52%	84 51%	179 52%	86 52%	185 64% A j	189 53%	47 46%	171 53%	79 55%	70 48%	82 56%	335 54%	270 55% v	70 51%	180 54% V	90 56%	46 43%
Going to an instructional course or seminar on target shooting	440 47% V	140 41%	141 48%	159 52% ab	103 49%	52 50%	81 49%	150 44%	74 55% a j	151 43%	171 48%	43 43%	152 47%	79 55%	70 48%	62 42%	287 47%	243 49% V	61 45%	145 43% V	79 50% V	34 32%
Hunting for big game such as deer, elk or bear	273 29% d	121 35% a D	80 27%	73 24%	65 31%	25 24%	47 29%	109 32%	34 25%	99 28%	115 32%	26 26%	98 30%	32 22%	41 29%	52 36% n	175 28%	133 27%	33 25%	110 33%	55 34%	35 32%
Hunting for small game such as rabbits or squirrels	245 26% i S	93 27%	80 27%	73 24%	52 25%	31 30%	47 29%	95 28%	27 20%	95 27%	88 25%	36 36% a I	81 25%	24 17%	43 30% N	52 36% N	164 27%	120 24%	21 15%	106 32% Ar S	44 28% S	35 32% S
Hunting for upland birds such as pheasant, quail, grouse, wild turkey or doves	237 25% i	91 27%	74 25%	71 23%	44 21%	20 19%	57 35% AE F	94 27%	25 19%	95 27%	90 26%	26 26%	75 23%	24 17%	38 26%	47 32% N	162 26%	121 24%	25 19%	95 28%	45 28%	28 25%
Hunting for waterfowl such as ducks or geese	180 19% s	62 18%	54 18%	65 21%	34 16%	14 13%	35 21%	82 24% f	21 15%	71 20%	68 19%	21 20%	58 18%	22 15%	29 20%	36 25%	122 20%	97 20%	15 11%	71 21% s	35 22% S	21 19%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Weighted Base	941	340	296	304	209	103*	165*	344	135	352	354	101*	323	143*	145*	147*	618	494	136*	334	160*	108*
None of these	46	19	18	9	15	3	5	11	5	10	23	8	19	9	7	7	27	21	10	20	10	4
	5%	6%	6%	3%	7%	3%	3%	3%	4%	3%	6%	8%	6%	6%	5%	5%	4%	4%	8%	6%	6%	3%
Sigma	4333	1517	1396	1420	940	476	785	1641	618	1646	1617	452	1440	588	645	728	2893	2299	559	1559	802	456
	461%	446%	471%	467%	449%	462%	476%	477%	459%	468%	457%	448%	445%	412%	444%	497%	468%	465%	411%	467%	500%	421%

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