

FIREARM & AMMUNITION SALES

NSSF® Online Survey Fielded
January 2026 to Firearm and
Ammunition Retailers Regarding
Business in 2025



**THERE WERE MORE THAN
3.4 MILLION
First-Time Gun Buyers
in 2025**

In your opinion, what percent of
your 2025 firearm customers were
first-time gun buyers?

23.8%
FIRST TIMERS
n=324

What would you estimate as the AVERAGE
number of firearms-per-person purchased
by your 2025 first-time buyer customers?

1.3
Firearms Per Person
n=308

What is the size of your retail store? n=346

Up to 2500 sq. ft	198	57.2%
2501 to 5000 sq. ft	71	20.5%
5001 to 7500 sq. ft	26	7.5%
Over 7500 sq. ft	51	14.7%

Do you offer professional firearm training? n=299



What percentage of your 2025
first-time gun buyers would you estimate
inquired about professional firearm training? n=286

37.3 %

If you offer professional firearm training,
what percentage of your 2025
first-time gun buyers signed up for training? n=208

30.4 %

In your opinion, what percent of all the your 2025 first-time gun buyers were female? n=317

24.1 %
Female

What types of firearms are first-time gun buyers purchasing?

(Multiple answers allowed) n=288

