

# 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**

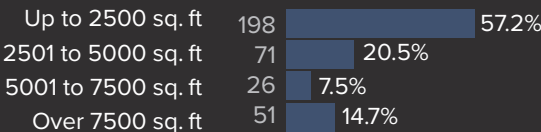


Firearms  
Per Person

n=308

What is the size of your retail store?

n=346



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

