

FIREARM & AMMUNITION SALES



NSSF® Online Survey Fielded January 2022 to Firearm and Ammunition Retailers Regarding Business in 2021

THERE WERE MORE THAN **5.4 MILLION** First-Time Gun Buyers in 2021

In your opinion, what percent of your 2021 firearm customers were first-time gun buyers?

29.6%

FIRST TIMERS

n=410

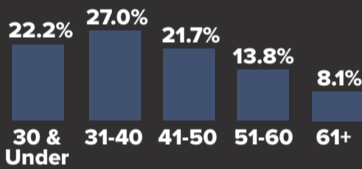
Please provide your best estimate as to what percentage of your first-time gun buyers have purchased an additional firearm since their initial purchase?

22.8%

RETURNING CUSTOMERS

n=377

First-Time Gun Buyers Average Percentage by Age Group n=321



What would you estimate as the AVERAGE number of firearms-per-person purchased by your 2021 first-time buyer customers? n=357

1.6

Firearms Per Person



What percentage of your 2021 first-time gun buyers would you estimate inquired about professional firearm training? n=348

46.8%



If you offer professional firearm training, what percentage of your 2021 first-time gun buyers signed up for training? n=159

43.1 %



In your opinion, what percent of all the your 2021 first-time gun buyers were female? n=389

33.2%
Female

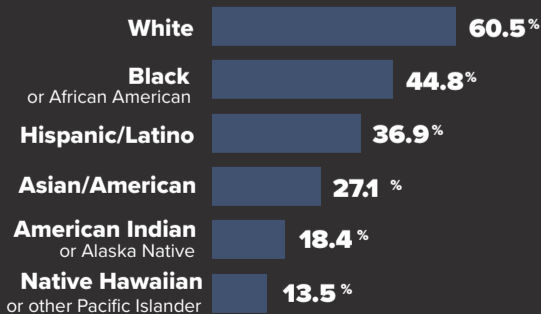
Did you see an increase or decrease in any specific demographic of your 2021 first-time gun buyers? n=319

59.9

Retailers Noticed No Change in Customer Demographics, 2021 vs. 2020.

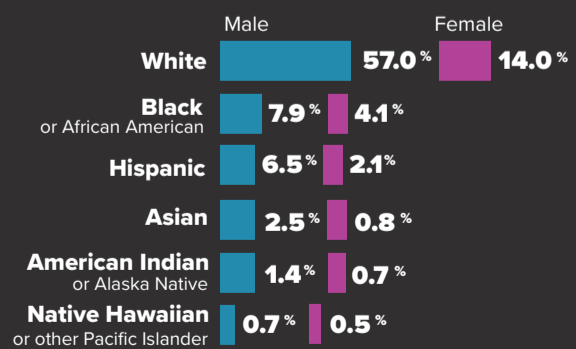
In terms of ALL of your customers that purchased firearms and/or ammunition in 2021, indicate if you saw an increase or decrease or no change compared to your 2020 customers for each of the following demographics.

Percentage of Retailers Reporting Increase in Demographics



n=352

To the best of your knowledge, what was the overall demographic makeup of your customers that purchased firearms and/or ammunition?



n=325