

Who is the National Shooting Sports Foundation®?

The NSSF® is the trade association for the firearm, ammunition, hunting and recreational shooting sports industry. Formed in 1961, its mission is to promote, protect and preserve hunting and the shooting sports. NSSF's membership is comprised of over 10,500 manufacturers, distributors, firearm retailers, shooting ranges, sportsmen's organizations and endemic media.

America's firearm and ammunition industry is a critical component of our nation's security, public safety, and economic wellbeing. For more than 200 years, the industry has made products that have been part of our country's

tradition of freedom, self-reliance and enjoyment of the outdoors. The firearm and ammunition industry is proud to provide the U.S. military and federal, state and local law enforcement agencies with the



tools they need to carry out their vital national security and public safety missions, and is essential for law-abiding Americans to exercise their Second Amendment right to acquire a firearm and ammunition for lawful purposes like personal protection and home defense. Without our industry, the right to keep and bear arms would be a mere illusion.

The firearm industry is committed to the safe, legal, and responsible ownership and use of firearms, and works to stop their criminal misuse. Through Real Solutions. Safer Communities. NSSF leads the way in promoting responsible ownership, storage, and helping to keep guns out of the wrong hands.

The Firearm and Ammunition Industry Economic Impact Report

This report details the significant economic impact the firearm and ammunition industry has on our economy, both nationally and at the state level. The economic growth America's firearm and ammunition industry has experienced in recent years has been nothing short of remarkable and has been driven by an unprecedented number of Americans choosing to exercise their fundamental right to keep and bear arms. This includes an estimated 4.3 million new gun owners in 2023.

The report also highlights the significant impact the firearm and ammunition industry has on wildlife conservation funding in America through its growing Pittman-Robertson excise tax contributions to the Wildlife Restoration Trust Fund which exceeded \$944 million in 2023.

Regardless of economic conditions across the country, our industry is consistently growing and represented by over 384,000 well-paying jobs. Our industry is proud to be one of the bright spots in our economy.

Take a look for yourself and see the impact we have nationally and on your home state.

(See center spread.)





THE NATIONAL SHOOTING SPORTS FOUNDATION ECONOMIC IMPACT OF THE FIREARM INDUSTRY 2023 DATA

The Firearm Industry Creates Jobs in America

United States companies that manufacture, distribute, and sell sporting firearms, ammunition, and supplies are an important part of the country's economy. Manufacturers of firearms, ammunition, and supplies, along with the companies that sell and distribute these products, provide well-paying jobs in America and pay significant amounts in tax to the state and Federal governments.

The Economic Impact of the Sporting Arms and Ammunition Industry in the United States

	Direct	Supplier	Induced	Total
Jobs (FTE)	154,611	104,048	125,778	384,437
Wages	\$8,850,080,200	\$8,891,338,600	\$8,233,714,500	\$25,975,133,300
Economic Impact	\$33,494,264,700	\$29,928,331,900	\$26,635,095,700	\$90,057,692,300

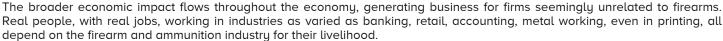
The Firearm & Ammunition Industry is an Important Part of America's Economy

Companies in the United States that manufacture, distribute, and sell firearms, ammunition, and hunting equipment employ as many as 154,611 people in the country and generate an additional 229,826 jobs in supplier and ancillary industries. These include jobs in supplying goods and services to manufacturers, distributors, and retailers, and those that depend on sales to workers in the firearm and ammunition industry.¹

These are good jobs paying an average of \$67,600 in wages and benefits. And today, every job is important. The United States currently has an unemployment rate of 3.40 percent. This means that there are already 6,377,000 people trying to find jobs in the nation and collecting unemployment benefits.²

The Economic Benefit of the Industry Spreads Throughout the Country

Not only does the manufacture and sale of firearms and hunting supplies create good jobs in the United States, but the industry also contributes to the economy as a whole. In fact, in 2023 the firearm and ammunition industry was responsible for as much as \$90.06 billion in total economic activity in the country.



Tax Impact

Federal Taxes

State Taxes

Total Taxes

The Country Also Benefits From the Taxes Paid By The Industry

Not only does the industry create jobs, it also generates sizeable tax revenues. In the United States, the industry and its employees pay over \$10.90 billion in taxes including property, income, and sales based levies.³ Of the \$998 million in excise tax paid to Pittman-Robertson Wildlife Restoration Fund in 2023, \$944 million came from firearms and ammunition.

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Taxes Generat	ed in The Unite	d States
npact Bus	iness Taxes	Excise Taxes

\$944,007,500

\$944,007,500

\$6,796,350,000

\$4,105,610,300

\$10,901,960,300

1 John Dunham & Associates, Florida, December 2023. Direct impacts include those jobs in firearms and ammunition manufacturers, as well as companies that manufacture products such as ammunition holders and magazines,
cases, decoys, game calls, holsters, hunting equipment, scopes, clay pigeons and targets. Direct impacts also include those resulting from the wholesale distribution and retailing of these products.

² The Bureau of Labor Statistics. Available online at: www.bls.gov/lau/home.htm. Data for December- 2023.

This is in addition to over \$944.01 million in federal excise taxes per Alcohol and Tobacco Tax and Trade Bureau.

		Direct			Suppliers				Induced			Total		Average	Business
	Jobs	Wages	Output	Jobs	Wages	Output	Jobs		Wages	Output	Jobs	Wages	Output	Wage	Taxes
Alabama	2,132 \$	72,618,500	\$ 285,763,400	1,361		423,575,900	1,357	\$	62,728,700	•	4,850 \$	223,663,800	-	\$ 46,116 \$	88,844,800
Alaska	573 \$		\$ 61,962,900	171 \$			295	\$	13,725,600		1,039 \$	46,793,100		\$ 45,037 \$	13,840,600
Arizona	5,102 \$	418,515,100	\$ 1,512,093,000	3,786			5,117	\$	369,143,000		14,005 \$	1,125,389,400		\$ 80,356 \$	486,754,100
Arkansas	3,549 \$	178,298,800	\$ 1,043,661,700	2,284			2,472	\$	135,077,100		8,305 \$	475,405,700		\$ 57,243 \$	226,832,500
California	13,848 \$	895,472,700	\$ 2,812,824,200	9,163			11,898	\$	903,647,600		34,909 \$	2,723,521,500			1,287,590,800
Colorado	2,929 \$	5 150,718,000	\$ 479,529,500	1,624		402,191,400	2,275	\$	141,772,000		6,828 \$	431,075,000		\$ 63,133 \$	192,197,000
Connecticut	2,102 \$	5 191,812,700	\$ 835,780,900	1,686		559,566,500	1,979	\$	174,531,600	513,761,700	5,767 \$	556,137,200		\$ 96,434 \$	257,754,500
Delaware	181 \$	6,881,300		95 \$			141	\$	9,777,500		417 \$	24,042,100		\$ 57,655 \$	4,866,600
District of Columbia	51 \$	3,534,600	\$ 8,525,000	26 \$	3,024,200 \$	8,603,300	47	\$	4,503,600	15,130,400	124 \$	11,062,400	\$ 32,258,700	\$ 89,213 \$	2,185,700
Florida	9,313 \$	502,976,200	\$ 1,814,799,200	6,248	467,626,000 \$	1,433,838,800	7,978	\$	468,525,700	1,500,144,700	23,539 \$	1,439,127,900	\$ 4,748,782,700	\$ 61,138 \$	631,387,400
Georgia	4,021 \$	3 237,729,600	\$ 1,092,158,900	3,273	271,665,800 \$	992,011,600	3,684	\$	230,448,500	824,292,800	10,978 \$	739,843,900	\$ 2,908,463,300	\$ 67,393 \$	299,195,400
Hawaii	226 \$	8,861,700	\$ 24,068,600	90 \$	5,659,900 \$	18,433,000	163	\$	8,090,700	31,651,500	479 \$	22,612,300	\$ 74,153,100	\$ 47,207 \$	12,959,700
Idaho	3,165 \$	187,651,200	\$ 1,149,833,000	2,516	196,976,000 \$	718,797,100	2,550	\$	157,469,000	586,927,000	8,231 \$	542,096,200	\$ 2,455,557,100	\$ 65,860 \$	244,345,200
Illinois	5,612 \$	363,188,500	\$ 1,508,439,300	4,350 \$	417,939,300 \$	1,428,666,100	5,250	\$	388,089,000	1,248,604,800	15,212 \$	1,169,216,800	\$ 4,185,710,200	\$ 76,861 \$	531,083,100
Indiana	2,244 \$	96,212,400	\$ 414,137,700	1,758 \$	142,535,800 \$	703,153,500	1,741	\$	102,717,000	408,525,700	5,743 \$	341,465,200	\$ 1,525,816,900	\$ 59,458 \$	116,378,200
Iowa	1,238 \$	59,417,400	\$ 196,141,100	749 \$	5 56,503,200 \$	213,592,900	949	\$	57,135,600	218,103,200	2,936 \$	173,056,200	\$ 627,837,200	\$ 58,943 \$	54,806,100
Kansas	1,178 \$	93,890,200	\$ 368,415,200	917 \$	81,387,400 \$	278,257,300	1,085	\$	77,452,000	275,795,600	3,180 \$	252,729,600	\$ 922,468,100	\$ 79,475 \$	90,343,900
Kentucky	2,142 \$	98,442,600	\$ 312,343,900	1,254	90,523,400 \$	377,463,500	1,486	\$	82,173,000	274,165,700	4,882 \$	271,139,000	\$ 963,973,100	\$ 55,539 \$	98,923,900
Louisiana	1,520 \$	70,384,000	\$ 236,342,700	971 \$	68,638,600 \$	350,898,800	1,114	\$	59,809,500	260,496,100	3,605 \$	198,832,100	\$ 847,737,600	\$ 55,155 \$	83,098,000
Maine	1,819 \$	74,437,900	\$ 294,077,100	871 \$	60,132,900 \$	180,192,700	1,156	\$	59,827,700	185,252,700	3,846 \$	194,398,500	\$ 659,522,500	\$ 50,546 \$	95,647,000
Maryland	1,688 \$	126,702,600	\$ 462,296,500	1,009	96,313,500 \$	269,545,200	1,395	\$	103,574,100	326,235,700	4,092 \$	326,590,200	\$ 1,058,077,400	\$ 79,812 \$	137,551,400
Massachusetts	1,665 \$	92,693,800	\$ 276,213,300	1,078	111,085,200 \$	330,626,000	1,392	\$	112,494,400	319,543,400	4,135 \$	316,273,400		\$ 76,487 \$	105,247,700
Michigan	4,322 \$	210,823,000	\$ 659,103,300	3,031	3 239,857,700 \$	796,250,200	3,434	\$	202,487,200	645,270,600	10,787 \$	653,167,900	\$ 2,100,624,100	\$ 60,551 \$	256,369,200
Minnesota	5,626 \$	423,150,100	\$ 1,758,904,300	4,320 \$		1,319,123,800	5,550	\$	411,666,100	, -,,	15,496 \$	1,260,974,900	\$ 4,327,904,100	\$ 81,374 \$	590,944,200
Mississippi	1,931 \$	96,469,400	\$ 564,010,800	1,389 \$		431,924,900	1,393	\$	73,838,400	308,952,600	4,713 \$	260,986,300		\$ 55,376 \$	114,937,300
Missouri	3,810 \$	180,513,400	\$ 686,166,900	2,386		621,599,900	2,843	\$	161,133,200	530,553,900	9,039 \$	520,026,400		\$ 57,531 \$	198,559,800
Montana	1,114 \$	49,080,200	\$ 189,293,800	547 \$		120,889,400	735	\$	37,801,300	122,157,900	2,396 \$	123,271,100		\$ 51,449 \$	45,085,600
Nebraska	1,321 \$	78,031,800	\$ 393,457,300	884 \$		281,218,700	1,079	\$	68,989,200	264,461,200	3,284 \$	219,241,700		\$ 66,761 \$	90,906,400
Nevada	1,513 \$	80,939,600	\$ 347,934,500	892 \$		220,709,100	1,082	\$	63,928,400	219,181,700	3,487 \$	213,638,300		\$ 61,267 \$	95,427,100
New Hampshire	1,635 \$	161,968,500	\$ 488,917,800	1,077 \$		298,703,500	1,393	\$	116,417,400	294,555,400	4,105 \$	396,446,500		\$ 96,576 \$	136,668,500
New Jersey	1,637 \$	117,375,300	\$ 304,557,500	1,104		343,850,100	1,537	\$	126,419,600		4,278 \$	355,510,900		\$ 83,102 \$	131,205,600
New Mexico	694 \$	23,406,300	\$ 85,289,800	285 \$		74,480,700	411	\$	18,145,000 \$	71,966,200	1,390 \$	58,258,600	· · · · · ·	\$ 41,913 \$	23,057,200
New York	4,570 \$	361,874,000	\$ 1,317,235,000	3,333 \$		1,152,278,900	4,337	\$	418,994,600	1,217,629,400	12,240 \$	1,178,508,600		\$ 96,283 \$	462,493,800
North Carolina	4,191 \$	227,880,600	\$ 961,940,600	3,620		948,661,700	3,609	\$	221,925,300 \$		11,420 \$	723,164,500		\$ 63,324 \$	291,702,100
North Dakota	330 \$, ,		154 \$		44,673,800	223	\$	12,163,200 \$		707 \$	37,027,100		\$ 52,372 \$	10,281,000
Ohio	6,191 \$			4,177			4,652	>	253,736,300 \$		15,020 \$	837,986,100		\$ 55,791 \$	339,122,900
Oklahoma	1,291 \$	5 52,239,700		766 \$		214,335,300	923	\$	45,247,200		2,980 \$	146,359,400			53,978,300
Oregon	3,203 \$		\$ 637,373,700	2,146			2,587	\$	172,748,600		7,936 \$	572,671,200			218,375,200
Pennsylvania	7,976 \$	385,464,700	\$ 1,233,081,500	4,680			5,970	\$ \$	361,422,200 \$		18,626 \$	1,139,185,300		\$ 61,161 \$ \$ 79.350 \$	446,088,500
Rhode Island South Carolina	535 \$ 2,447 \$			369 \$ 1,574 \$			405	\$	26,254,100 \$ 89,710,800 \$		1,309 \$ 5,711 \$	103,869,600		T, T	33,818,600 125,775,600
South Dakota	712 \$			435			1,690 529	\$	32,189,500		1,676 \$	316,345,800 103,533,300		\$ 55,392 \$ 61,774 \$	37,130,400
Tennessee	4,733 \$	349,621,800		3,662			4,238	\$	304,064,500		12,633 \$	984,808,600		\$ 77,955 \$	370,152,600
_	12,167	5 577,393,000	\$ 2,025,407,300	7,698			9,788	\$	582,517,400		29,653 \$	1,795,497,700		\$ 60,550 \$	677,428,900
Texas Utah	3,858 \$		\$ 688,473,700	2,349			2,790	\$	153,381,900		8,997 \$	506,180,400		\$ 56,261 \$	239,559,400
Vermont	3,838 \$	16,655,100		178		45,656,000	2,790	Φ \$	13,401,200		729 \$	43,731,100		\$ 59,988 \$	20,267,300
Virginia	2,814 \$			1,961			2,105	\$	123,201,100		6,880 \$	416,478,100		\$ 60,535 \$	190,383,100
Washington	4,065 \$			2,197			2,103	\$	203,034,700		9,153 \$	662,448,700		\$ 72,375 \$	346,719,100
West Virginia	726 \$			338 \$			407	\$	17,253,300		1,471 \$	61,417,700		\$ 41,752 \$	26,008,500
Wisconsin	3,147 \$				3 21,793,100 \$ 5 220,508,500 \$		2,745	\$	170,504,900		8,585 \$	569,633,700		\$ 66,352 \$	216,203,600
Wyoming	1,433 \$			523			678	\$	28,425,000		2,634 \$	110,292,300			51,476,900
Total			\$ 33,494,264,700				125,778	\$		5 26,635,095,700	384,437 \$		\$ 90,057,692,300		0,901,960,300
Total	134,011	00,000,000,200	\$ JJ,+34,204,700	107,040	, 0,001,000,000 p	23,320,331,300	123,770	Ψ	0,200,714,000 1	20,033,033,700	307,73 / φ	23,373,133,300	Ψ 30,037,032,300	ψ 0+,+30 \$1	10,501,500,500

Source: John Dunham and Associates, Inc.

New York, New York 2023



States Economic Output: Top Ten States

Total Economic Output, dollars		
California		
Texas		
Florida		
Minnesota		
Illinois		
New York		
Pennsylvania		
Arizona		
Tennessee		
Ohio		

Total Economic Output, per capita
Idaho
New Hampshire
Minnesota
Arkansas
Wyoming
Connecticut
Utah
Arizona
Tennessee
Nebraska

Growth in Economic Output
Kansas
North Dakota
Arizona
California
Oklahoma
Connecticut
Florida
Louisiana
Ohio
New Mexico



Jobs: Top Ten States

Total Jobs, number
California
Texas
Floria
Pennsylvania
Minnesota
Illinois
Ohio
Arizona
Tennessee
New York

Total Jobs, per capita
Wyoming
Idaho
New Hampshire
Maine
Arkansas
Minnesota
Utah
Montana
Arizona
Oregon

Growth in Jobs
Kansas
Arizona
Minnesota
California
Connecticut
Oklahoma
Illinois
North Dakota
New York
Wisconsin



Business Tax: Top Ten States

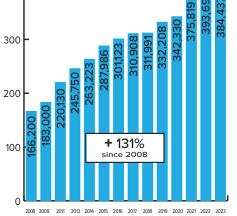
Business Taxes, number
California
Texas
Florida
Minnesota
Illinois
Arizona
New York
Pennsylvania
Tennessee
Washington

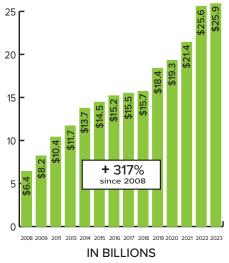
Business Taxes, per capita
Idaho
Minnesota
New Hampshire
Wyoming
Arkansas
Connecticut
Utah
Maine
Arizona
Tennessee

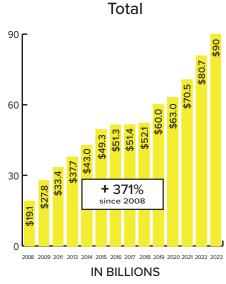
Growth in Business Taxes
Kansas
California
Arizona
Louisiana
Oklahoma
Utah
Hawaii
Minnesota
Illinois
Connecticut

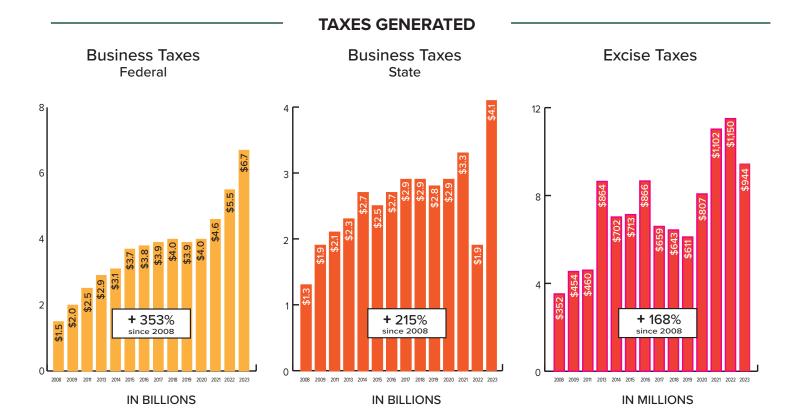
WHAT A GROWING INDUSTRY LOOKS LIKE...











For any inquiries please contact us at: 203-286-4719 x209 | membership@nssf.org

