

FIREARM & AMMUNITION SALES



FIREARMS

From January 1 - June 30, 2021, did you experience **low inventory issues with Firearms** that had a negative impact on your sales? n=307

90.9% YES

AMMUNITION

From January 1 - June 30, 2021, did you experience **low inventory issues with Ammunition** that had a negative impact on your sales? n=307

96.1% YES

Which of the following **type(s) of firearm** did you have problems obtaining? n=271

Handgun	97.4%
Modern Sporting Rifle (AR/AK/SKS platform)	77.9%
Shotgun	66.4%
Traditional Rifle	54.2%
Muzzleloader	5.9%

Which of the following **type(s) of ammunition** did you have problems obtaining? n=293

Centerfire Handgun	98.3%
Centerfire Rifle	92.2%
Rimfire	81.6%
Shot shell	80.6%



If **firearm inventory had been available**, how much more of this product (% wise) do you estimate you would have sold? n=229

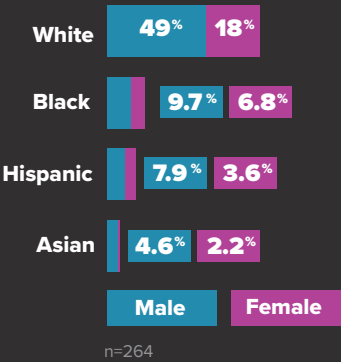
138.6%



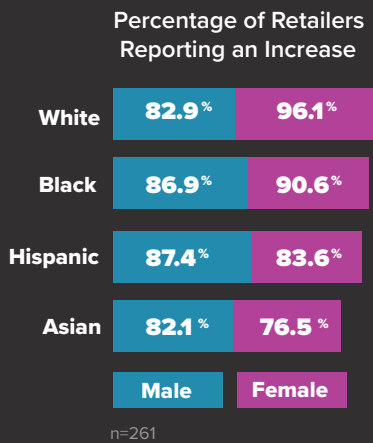
If **ammunition inventory had been available**, how much more of this product (% wise) do you estimate you would have sold? n=265

205.4%

To the best of your knowledge, during the first half of 2021, what was the overall demographic makeup of your customers??



In terms of ALL of your customers that purchased firearms and/or ammunition from January 1 - June 30, 2021, indicate if you saw an increase or decrease for each of the following demographics.



FIRST-TIME GUN BUYERS

Online Survey Fielded July–August 2021 to NSSF Retailer Members for the 1st HALF of 2021

MORE THAN
3.2 MILLION
First-Time Gun Buyers
(January – June 2021)

In your opinion, what percent of your customers in the first six months (January 1–June 30, 2021) were **first-time gun buyers**? n=463

33.2%

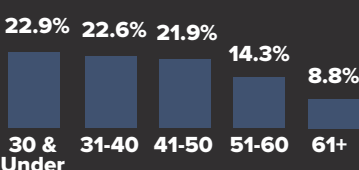
FIRST TIMERS

What percentage of your **first-time gun buyers** (January 1 - June 30, 2021) have purchased another firearm since their initial purchase? n=304

22.1%

RETURNING CUSTOMERS

First-Time Gun Buyers Percentage by Age Group (January–June 2021) n=342



What would you estimate as the AVERAGE number of additional firearms purchased per-person by these recent first-time buyers? n=297

1.6

Additional Firearms



In your opinion, what percent of all the January 1 – June 30, 2021, **first-time gun buyers**...

n=306

Already had taken firearm safety training?

23.4%



Asked for info about taking firearm safety training?

45.7%



Signed up for firearm safety training?

23.6%

