

NSSF® REPORT 2018

INDUSTRY

REFERENCE GUIDE

A COMPILATION OF FIREARM & AMMUNITION INDUSTRY DATA



PRELIMINARY
SHOT SHOW
EDITION



THE FIREARMS INDUSTRY TRADE ASSOCIATION |

NSSF.ORG |



TABLE OF CONTENTS:

SECTION A: State of Our Marketplace – Industry Trends

Hunting License Data and Trends

• Which Hunter Number to Use	8
• Hunting License Sales: 25-Year Trends	9
• Paid Hunting License Holders by State (20 Years)	10-11
• Paid Hunting License Holders and the U.S. Population - Trends and Percentages	12-13
• State-Level Data: Hunting License Holders and License Sales by State	14
• Certified Paid Hunting License Holders / Gross Cost to Hunters (1991 - 2015)	15
• Resident / Non-resident Hunting License Trends by State (20 Years)	16
• Hunting License Trends (% Residents vs. % Non-Resident)	17
• NSSF Hunting License Sales Index	18-19
• 50 States Resident and Non-Resident Base Hunting License Cost.	20
• Itemized Expenditures: Hunters vs. Avid Hunters	21
• 50 States Hunting: Species Comparison	22
• Estimated Whitetail Deer Harvest — U.S. Data	23
• Turkey Hunting Permits	24
• Breeding Duck Estimates and the Six Most Abundant Duck Species	26-27
• U.S. Federal Duck Stamp Sale History (1934 - 2015).	28

Firearm & Ammunition Excise Tax (FAET) Trends

• Sport Fish & Wildlife Restoration Cycle	29
• 2016 Apportionment of Pittman-Robertson Wildlife Restoration Funds	30
• Final Apportionment History by State	31
• Infographic: How Wildlife Is Thriving Because Of Guns And Hunting	32
• FAET Reference Summary - History and Definitions	33
• FAET Collections by Quarter (1996 - 2017 Q3 Calendar Year)	34-35
• Historical Excise Tax Trend Graphs	36
• FAET Quarterly Comparisons	37
• Excise Taxes as Projected Sales	38
• FAET Tax Liability by State and by Category (2013)	39

National Instant Criminal Background Check System (NICS)

• NICS Fact Sheet.	41-42
• Total FBI Checks by Year & Month (2001 - 2017)	43
• Total FBI Checks by State – Year 2017	44
• Total FBI NICS Firearm Background Checks by Purpose / by State	45
• FBI NICS Handgun Background Checks	46-47
• FBI NICS Long Gun Background Checks	48-49
• FBI NICS Handgun and Long Gun graphs	50-51
• Top-10 Highest Days	52
• FBI NICS: Thanksgiving Weekend Numbers (2000 – 2017)	53
• Federal Denials – Reasons for FBI NICS Section Denials	54
• NSSF-Adjusted NICS (2001 - 2017).	55-57
• Permanent Brady Permit Chart	58
• NICS Participation Map	59
• Amounts Charged by FBI NICS POC States	60-61
• NSSF-Adjusted NICS vs. Violent Crime in the U.S.	62
• Estimated Violent Crime in United States	63
• Infographic: Gun Crimes Plummet Even As Gun Sales Rise	64

Federal Firearm License Trends

• Types of Federal Firearm Licenses	65
• Federal Firearm License Dealers by State and Type	66
• 2013 - 2017 Monthly Dealer Trends (Type 1 & 2)	67
• Historical FFL Trend Graphs (1975 - 2016)	68-70
• Number of Firearm Retailers Per 1,000 Population	71
• FFL 18-Year Trend (Type 1 & 2)	72
• Where to Shoot	73
• National Range Summary and Map	74-76
• NSSF Range Program: First Shots®	77

U.S. Firearms Production

• Annual Firearms Manufacturing and Export Report (AFMER) Background	79
• U.S. Firearms Production (1991 - 2016 Interim)	80
• Top 40 U.S. Firearm Manufacturers – Based on 2015 Total Production	81
• Top U.S. Handgun Manufacturers by Total Production and Caliber (Pistol & Revolver)	82-83
• Top U.S. Rifle & Shotgun Manufacturers by Total Production	84

Firearms and Ammunition Imports and Exports

• U.S. International Trade Commission Fact Sheet and HTS Codes.....	85-86
• Firearms: U.S. Imports for Consumption (2008 - 2017).....	87
• Firearms: U.S. Total Exports (2008 - 2017).....	88
• U.S. Import & Export Trends (10-Years) by Units of Quantity.....	89
• Top 5 Countries Quarterly Imports (2016 - 2017).....	90-92
• U.S. Imports / Exports by Country	93-98

Other Important Industry Indicators

• Other Important Data Sources	99
• Annual Survey of Manufacturers (ASM): Firearms Ammunition Industry.....	100
• ASM 10-Year Manufacturing Trends (Ammunition)	101
• Trends in Firearms Safety - Facts & Figures.....	102-104
• NSSF's Project Childsafe®.....	105
• Concealed Carry Permit Holders by State	106
• ATF Form 2, 3, 4, and 5 Data	107-110
• Boy Scouts Merit Badge Program - Trends	111-112
• NSSF Infographics.....	113-114
• Looking for Distributors?	115

SECTION B: Shooting Sports Participation

• The Importance of Syndicated Research Studies	118
• Ten-year History of Shooting Sports Participation	119
• Days of Participation in 2015 and in 2016 (Shooting Sports).....	120
• Female Participation in the Shooting Sports	121
• Youth Participation	122-123
• 2012 - 2016 Geographic Supplement	124-133
• Sports Shooting Participation in the United States in 2016.....	134-137
• Target Shooters and Hunters in 2016	138
• "Other" Industry Participation Trends	139
• The Clay Sports Participant.....	140

SECTION C: Demographics of Shooting Sports Participants

• 2016 Demographic Profile – all Shooting Disciplines.....	142-153
• Average Age of Shooting Sports Participants by Gender and Discipline.....	154
• Hunter & Avid Hunter Demographics by Region.....	155
• Hunter Demographics by Species	156

SECTION D: Economic Impact

• U.S. Hunting-Related Expenditures in 2011.....	158
• Economic Contributions from all Hunting Activities in 2011.....	159
• Number of Target Shooters and Days Shooting in 2011, by State	160
• Economic Contributions from All Target Shooting Activities in 2011.....	161
• Economic Contributions from Combined Hunting and Target Shooting Activities	162-163
• 2016 Consumer Purchases by Segment.....	164-166
• Demographic Distribution of Consumers	167
• The Optics Market.....	168-169
• 2015 Annual Top Line Summary.....	170-173
• Hunter Survey	174
• Average Annual Expenditures Per Hunter (by Game/Region).....	175
• Itemized Expenditures: Hunters vs. Avid Hunters	176

SECTION E: Government Relations

• Resources and Info	178-183
• Economic Contribution of Arms and Ammunition Industries, 2016 State by State	184-185

SECTION F: Social Research Trends

• The Importance of Social & Economic Research.....	188
• NSSF-Funded Research.....	189-196
• Needs-Based Consumer Segmentation Report.....	197-200
• NSSF Survey Tracker	201-202

NSSF Materials	203
-----------------------------	------------