

FIRST-TIME GUN BUYERS

DURING COVID-19


Online Survey Fielded May 2020
to NSSF Retailer Members

In your opinion, what percent of your customers in the first four months (January - April 2020) were first-time gun buyers?

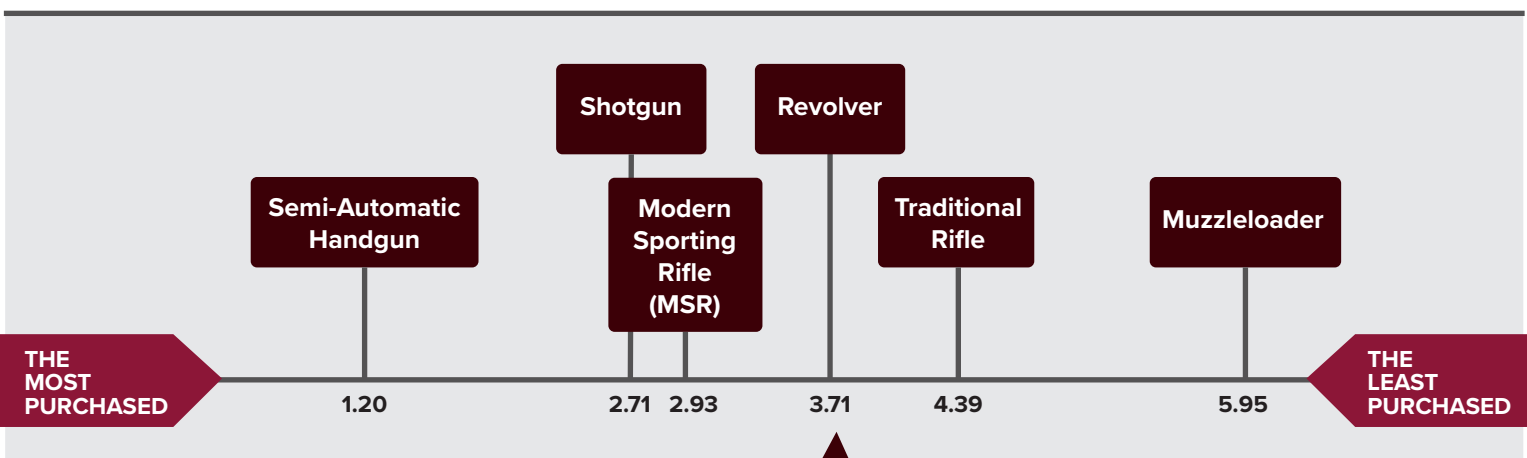
40.2%

n=175

What was the average purchase transaction for these first-time gun buyers during the first four months (January - April 2020)?


\$594.95

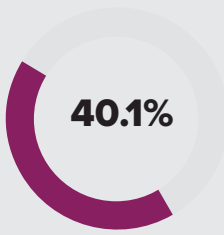
n=159



What type of firearm did these first-time buyers purchase most often?
(January - April 2020)

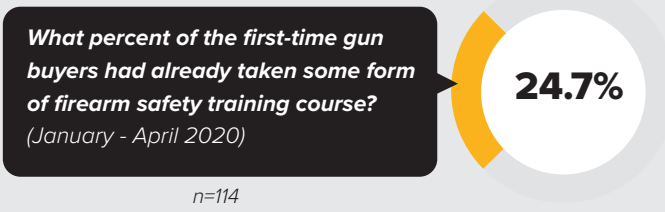
Please rank from 1 to 6
1 = the most purchased type of firearm
6 = the least purchased type of firearm

n=163



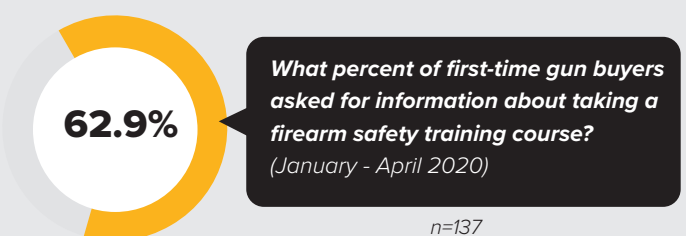
In your opinion, what percent of all the first-time gun buyers were female?
(January - April 2020)

n=151



What percent of the first-time gun buyers had already taken some form of firearm safety training course?
(January - April 2020)

n=114



What percent of first-time gun buyers asked for information about taking a firearm safety training course?
(January - April 2020)

n=137

Please report the percentages of firearm sales you think were sold primarily for: hunting, target shooting and personal protection purposes.

(First time gun buyers January - April 2020)

● Hunting ● Target Shooting ● Personal Protection

