**NSSF FIREARM RETAILER SURVEY**

**FIREARM & AMMUNITION SALES**

**DURING 1ST HALF 2020**
Online Survey Fielded July 2020 to NSSF Retailer Members

**TOTAL SALES OF FIREARMS**
during the first half of 2020 versus your total sales of Firearms during first half of 2019.

- **UP** 86.6%
- **DOWN** 9.6%
- **SAME** 3.8%
  
  n=157

**87% OF RETAILERS**
saw an increase in firearm sales during the first half of 2020.

**TOTAL SALES OF AMMUNITION**
during the first half of 2020 versus your total sales of Ammunition during first half of 2019.

- **UP** 92.4%
- **DOWN** 5.3%
- **SAME** 2.3%
  
  n=136

**92% OF RETAILERS**
saw an increase in ammunition sales during the first half of 2020.

**AVERAGE INCREASE IN SALES OF FIREARMS**
during the first half of 2020

- **95%**
  
  Among retailers that reported an increase
  
  n=136

**AVERAGE INCREASE IN SALES OF AMMUNITION**
during the first half of 2020

- **139%**
  
  Among retailers that reported an increase
  
  n=122

**DEMOGRAPHICS**

To the best of your knowledge, during the first half of 2020, what was the overall demographic makeup of your customers?

- **White** 55.8% 16.6%
- **Black** 9.3% 5.4%
- **Hispanic** 6.9% 2.2%
- **Asian** 3.1% 0.7%
  
  n=104

For any demographic that you had an increase, please specify the percentage increase:

**Average Percent Sales Increase Retailers Reported During the First Half of 2020.**

- **White** 51.9%
- **Black** 58.2%
- **Hispanic** 49.4%
- **Asian** 42.9%
  
  n=19-104