

# NSSF FIREARM RETAILER SURVEY

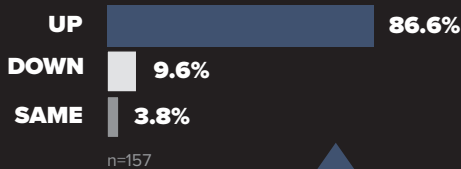
## FIREARM & AMMUNITION SALES



**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.



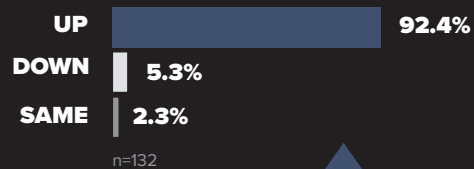
**87%**

**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.



**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



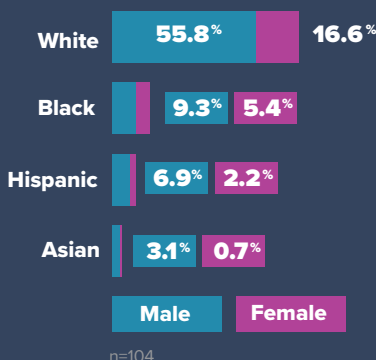
**AVERAGE INCREASE IN  
SALES OF AMMUNITION**  
during the first half of 2020

**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?



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.

