Modern Sporting Rifle Owners vs. All Other Firearm Owners

Select Insights from the *Modern Sporting Rifle Owners Report*

Customer Segments

90% of modern sporting rifle owners fall into only 4 customer segments. See who they are in the new report.

Activities

58% more likely to use their firearm for recreational shooting.

Demographics

6 years younger on average.

More likely to be Hispanic.

Spending

Pays 1/3 more on average on a firearm. Understand their purchase drivers in the new report.

Younger, More Active and Spend More

Click here to learn more and to purchase *Modern Sporting Rifle Owners: An In-Depth Exploration* report.

To learn how NSSF's segmentation insights can be customized to help your business, contact Nancy Bacon, Vice President, Southwick Associates, Nancy@SouthwickAssociates.com or Jim Curcuruto, Director of Industry Research and Analysis, NSSF, jcurcuruto@nssf.org.

Conducted by:

The National Shooting Sports Foundation and Southwick Associates.

National SHOOTING SPORTS Foundation

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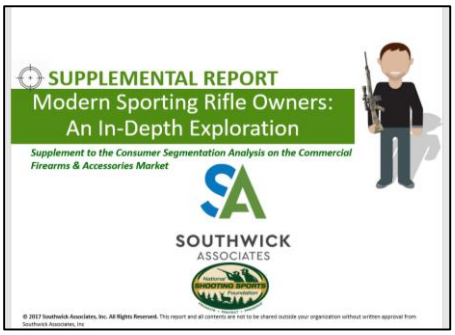
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