

## View of The Protection Market

Protection-oriented firearm owners have specific needs compared to recreational users. This diverse group includes firearm owners who either recently purchased a firearm for protection, intend to buy one soon or have maintained a firearm for protection for years. To gain a complete understanding of the protection market's unique segments, the *At-Home and Away-From Home Protection Market for Firearms* supplemental report should be purchased in addition to the full consumer segmentation report.



### DEMOGRAPHICS

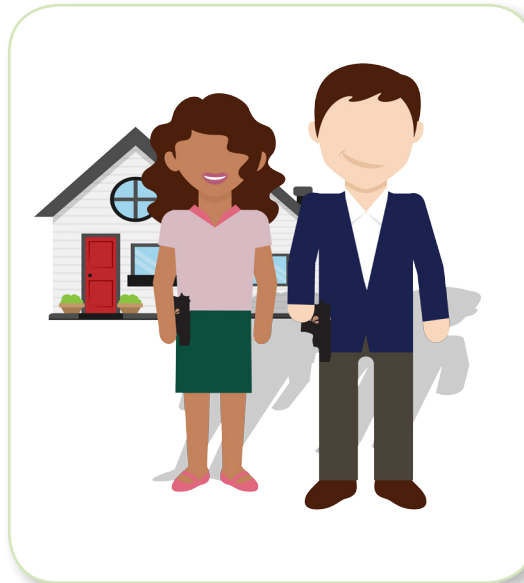
Nearly half of those who intend to buy a firearm for protection are women.

Those who intend to buy a firearm for protection are more likely to be Hispanic than other firearm owners.



### CONSUMER SEGMENTS

75% of the protection market fall into four consumer segments. See who they are in our [new report](#).



### FIREARM KNOWLEDGE & ACTIVITIES

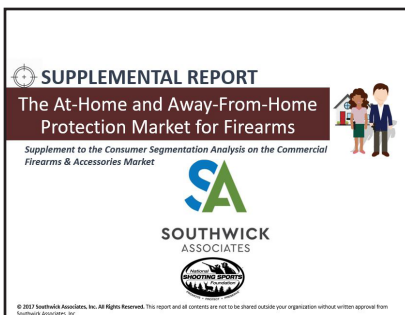
Nearly half of those who intend to buy a firearm for protection either have no firearms knowledge or are at a beginner's level.

Three fourths of those who recently bought a firearm for protection target shoot during their free time.



### SPENDING

Those who maintain a firearm for protection spend 52% more per year on equipment and other supplies (for recreational or protection purposes) than other firearm owners.



Covering both handguns and long guns, the protection market report provides detailed insights into these consumers' interests, motivations, preferences, habits and more. [Click here](#) to learn more and to purchase *The At-Home and Away-From-Home Protection Market for Firearms* and the *Full Consumer Segmentation Report on the U.S. Commercial Firearms & Accessories Market*. To learn how NSSF's segmentation insights can be customized to help your business, contact Nancy Bacon, Vice President, Southwick Associates, [nancy@southwickassociates.com](mailto:nancy@southwickassociates.com). To learn more about NSSF resources, contact Jim Curcuruto, Director, Research & Market Development, NSSF, [jcurcuruto@nssf.org](mailto:jcurcuruto@nssf.org).

