

SAMPLE



HUNTING & SHOOTING

PARTICIPATION & EQUIPMENT PURCHASES
CONSUMER TRACKING STUDY



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PAGE NAVIGATION BY CATEGORY

Click the hyperlinked category to jump directly to that section of this report.

[Firearm Purchases](#)

Rifles
Handguns
Muzzleloaders
Air rifles/air guns
Shotguns

[Ammunition](#)

Rifle ammunition
Handgun ammunition
Shotgun ammunition
Air rifle/air gun pellets

[Archery/Bowhunting](#)

Archery accessories
(fletchings, silencers,
stabilizers, releases and
tabs, rests, arm guards,
peepsights)
Arrows
Bows
Bow cases
Bowsights
Bow stands
Broadheads
Crossbows
Crossbow bolts
Nocks
Quivers
Strings & accessories
Targets

[Handloading/Reloading](#)

Bullet molds
Dies
Powder

Presses
Reloading tool
Reloading component (brass
shell cases, bullets,
primers, shotshell hulls or
wads, shot)

[Optics](#)

Binoculars
Laser rangefinders
(handheld)
Laser sights
Night vision/thermal imaging
Non-powered aftermarket
sights (fiber optic, tritium,
etc.)
Red dot sights/reflex sights
Scopes
Spotting scopes

[Hunting Apparel](#)

Boots
Clothing (shirts, and/or
pants/bibs/overalls)
Headgear/gloves
Outerwear (jackets, vests
and/or coveralls)
Waders

[Hunting Gear and Supplies](#)

Backpacks/waist packs
Blinds
Decoys
Food plot seed
Game calls
Game cleaning supplies

Game feed
Game feeders
Hunting knives/multitools
Scents/scent eliminators
Trail cameras/game cameras
Tree stands, ladders, towers

[Shooting Gear and Supplies](#)

Benches and rests
Clays/clay pigeons
Ear protection
Holsters/ammo belts
Shooting glasses

[Firearm Storage & Cleaning](#)

Gun safes
Gun case or sleeve
Gun cleaning supplies

[Firearm Parts/Accessories](#)

Barrels
Bipods
Bolts/carriers/bolt parts
Choke tubes
Grips and buttstocks
Handguards
Lower/upper receivers
Magazines
Muzzle devices (suppressors)
Recoil reduction
Shooting sticks
Slings
Trigger assemblies/trigger
guards

INTRODUCTION AND METHODS

This report presents the results of the HunterSurvey.com® and ShooterSurvey.com® online consumer panel survey, which tracks hunting and shooting related participation and purchases across the U.S.

To overcome biases common to online surveys, the survey respondents are weighted to reflect the true population of U.S. hunters and shooters. The weighting process is conducted dynamically with each survey to reflect the general hunting and shooting population as accurately as possible. Currently, survey data are weighted on age, geographic region, gender, and income. We are always improving our analytical procedures and sampling weights to better represent Sportsmen nationwide.

Changes for this Year

Audience Changes:

Southwick Associates works with partners each quarter to supplement our survey audience with respondents that are representative of the U.S. population. This helps ensure that results are representative of all Sportsmen. However, the general population audience used to supplement this year's survey is smaller than in past years due to a sampling issue experienced by a survey partner. Caution should be used when comparing this year's results to last year, as differences may be due to the changes in audience rather than shifts in the market.

Improved Weighting Scheme:

This 2023 report implements an improved weighting scheme that uses the most recently available demographic information to better reflect the population of U.S. hunters and shooters. Past year figures use the previous weighting scheme. As a result, shifts from 2022 to 2023 may not necessarily reflect changes in consumer behavior.

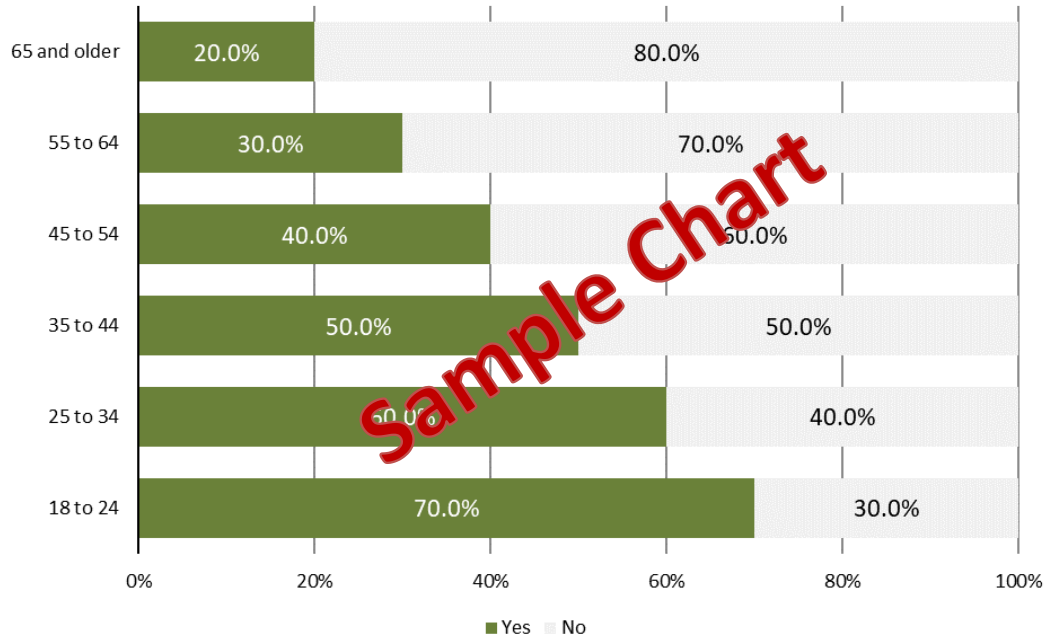
A note on statistical reliability. The tables in this report are based on responses from a nationwide sample of hunters and shooters who Complete the surveys. As a result, the reported percentages in the tables are subject to sampling variability, often called the "margin of error". This is typically presented as +/- some percentage to indicate the range of values that includes the true percentage in the total population of all hunters and shooters. Because the margin of error is determined by the reported percentage and the size of the sample on which it is based, the margin of error will be different for each table in the report. For that reason, "N=" is included at the bottom of each table to denote the sample size on which the table is based and as a general indication of statistical reliability.

As a general rule, results based on a sample with fewer than 30 respondents should be viewed with caution because the margin of error can be sufficiently large that there are no real differences between the percentages in most categories in the table. This is most likely to occur in the monthly estimates where the sample sizes for some purchases are small. For tables with N=100, the margin of error can be +/-9.8%. For tables with N=500, the margin of error can be +/-4.4%. For tables with N=2,000, the margin of error can be +/-2.2%. Furthermore, products for which the sample frame includes fewer than 10 respondents, only the year-to-date percentages were included, and products with year-to-date sample sizes with fewer than 10 respondents have been removed.

2023 ANNUAL REPORT SUMMARY

In 2023, the Hunter/Shooter Survey received 8,476 survey responses. The following tables are summaries of the responses to key questions throughout the year.

Did you hunt in the three months prior to taking the survey (by age)?



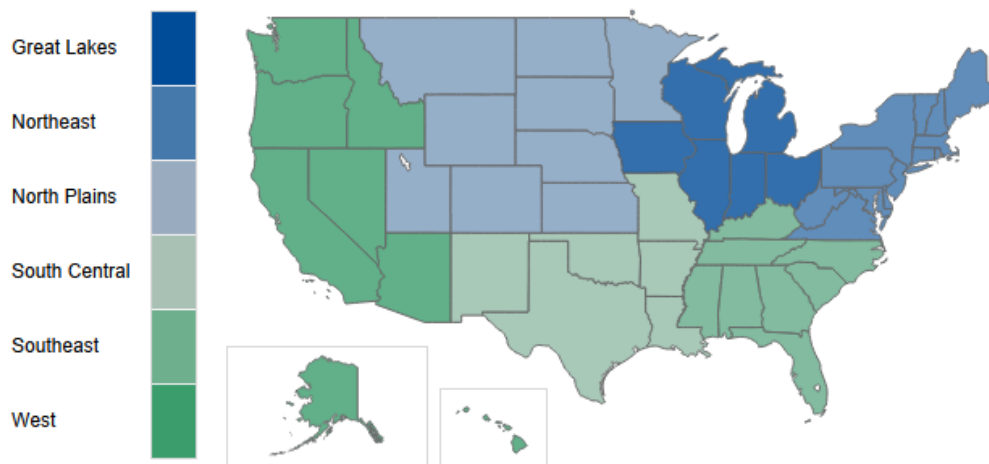
	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Yes	%	%	%	%	%	%
No						
Total	N=	N=	N=	N=	N=	N=

Of those respondents who hunted within a given quarter, the percent that pursued each type of game by age

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Whitetail deer	%	%	%	%	%	%
Turkey						
Small game (rabbit, squirrel)						
Waterfowl (ducks, geese)						
Upland game birds (quail, pheasant, grouse, chukar, woodcock)						
Hog (including javelina)						
Predator/predator calling (including coyotes)						
Mule deer, Blacktail, Sitka						
Dove						
Elk						
Varmint/Furbearers (badger, beaver, prairie dog, groundhog, muskrat, otter, raccoon, ringtail, weasel, nutria, skunk)						
Antelope						
North American non-native deer (axis, fallow)						
Bear						
Sheep, goat						
Moose						
Bison/Buffalo						
Alligator						
Caribou						
Any other game						
African game						
Total	N=	N=	N=	N=	N=	N=

States included in each region for summary purposes

Region



Of respondents who hunted within a quarter, the percent that pursued each type of game by region

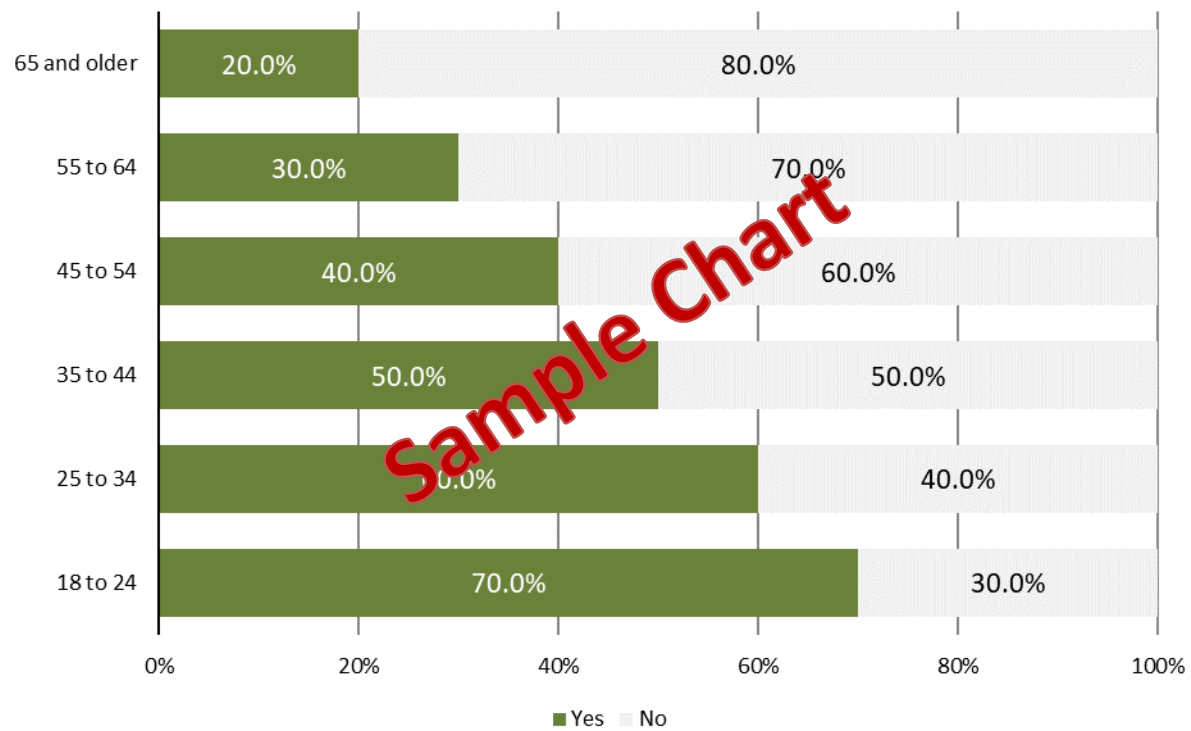
	Great Lakes	Northeast	North Plains	South Central	Southeast	West
Whitetail deer	%	%	%	%	%	%
Turkey						
Small game (rabbit, squirrel)						
Upland game birds (quail, pheasant, grouse, chukar, woodcock)						
Waterfowl (ducks, geese)						
Predator/predator calling (including coyotes)						
Dove						
Mule deer, Blacktail, Sitka						
Elk						
Varmint/Furbearers (badger, beaver, prairie dog, groundhog, muskrat, otter, raccoon, ringtail, weasel, nutria, skunk)						
Hog (including javelina)						
Bear						
Antelope						
North American non-native deer (axis, fallow)						
Moose						
Sheep, goat						
Alligator						
Caribou						
Bison/Buffalo						
Any other game						
African game						
Total	N=	N=	N=	N=	N=	N=

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Did you go shooting in the three months prior to taking the survey (by age)?



	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Yes	%	%	%	%	%	%
No						
Total	N=	N=	N=	N=1	N=	N=

Of those respondents who target shot in a given quarter, the percent of each shooting type by age

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Handgun (plinking, silhouette, tactical, benchrest, cowboy, etc)	%	%	%	%	%	%
Rifle (plinking, benchrest, tactical, cowboy, etc)						
Shotgun						
Bow or Archery						
Air rifle						
Crossbow						
Muzzleloader						
Other						
Total	N=	N=	N=	N=	N=	N=

Of those respondents who target shot in a given quarter, the percent of each shooting type by geographic region

	Great Lakes	Northeast	North Plains	South Central	Southeast	West
Handgun (plinking, silhouette, tactical, benchrest, cowboy, etc)	%	%	%	%	%	%
Rifle (plinking, benchrest, tactical, cowboy, etc)						
Shotgun						
Bow or Archery						
Air rifle						
Crossbow						
Muzzleloader						
Other						
Total	N=	N=	N=	N=	N=	N=

2023 ANNUAL PURCHASES

Did you purchase any hunting, shooting, or self-protection items in the quarter prior to taking the survey (by age)?



	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Yes						
No						
Total	N=	N=	N=	N=	N=	N=

Hunting, shooting, and/or self-protection items purchased by age

	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and older
Ammunition	%	%	%	%	%	%
Firearms						
Shooting gear & supplies						
Hunting gear & supplies						
Clothing and apparel						
Optics						
Firearm storage						
Firearm parts & accessories						
Hand loading equipment						
Archery						
Total	N=	N=	N=	N=	N=	N=

Hunting, shooting, and/or self-protection items purchased by region

	Great Lakes	Northeast	North Plains	South Central	Southeast	West
Ammunition	%	%	%	%	%	%
Firearms						
Shooting gear & supplies						
Hunting gear & supplies						
Clothing and apparel						
Optics						
Firearm storage						
Firearm parts & accessories						
Hand loading equipment						
Archery						
Total	N=	N=	N=	N=	N=	N=

What did you spend overall in past quarter on hunting and/or shooting items (by age; mean reported)?



What did you spend overall in past quarter on hunting and/or shooting items (by region; mean reported)?



SUMMARY OF SURVEY RESPONDENTS

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24	%	%
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

HUNTING ACTIVITIES

Did you hunt in the past three months? (of all respondents)

	ANNUAL 2023	ANNUAL 2022
Yes	%	%
No		
Total	N=	N=

Did you hunt outside of your home state in the last three months?

	ANNUAL 2023	ANNUAL 2022
Yes	%	%
No		
Total	N=	N=

Species sought in the past three months by respondents who hunted

	ANNUAL 2023	ANNUAL 2022
Whitetail deer	%	%
Mule deer, Blacktail, Sitka		
North American non-native deer (axis, fallow)		
Elk		
Antelope		
Bison/Buffalo		
Moose		
Caribou		
Sheep, goat		
Bear		
Turkey		
Alligator		
Hog (including javelina)		
Waterfowl (ducks, geese)		
Small game (rabbit, squirrel)		
Dove		
Upland game birds (quail, pheasant, grouse, chukar, woodcock)		
Predator/predator calling (including coyotes)		
Varmint/Furbearers (badger, beaver, prairie dog, groundhog, muskrat, otter, raccoon, ringtail, weasel, nutria, skunk)		
African game		
Any other game		
Total	N=	N=

Of those who hunted WHITE-TAILED DEER:

		ANNUAL 2023	ANNUAL 2022
Whitetail Deer	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted BLACKTAIL, SITKA OR MULE DEER:

		ANNUAL 2023	ANNUAL 2022
Blacktail/Mule Deer	1-5 days		
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted AXIS DEER:

		ANNUAL 2023	ANNUAL 2022
Axis Deer	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted ELK:

		ANNUAL 2023	ANNUAL 2022
Elk	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted ANTELOPE:

		ANNUAL 2023	ANNUAL 2022
Antelope	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted MOOSE:

		ANNUAL 2023	ANNUAL 2022
Moose	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted TURKEY:

		ANNUAL 2023	ANNUAL 2022
Turkey	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted WATERFOWL:

		ANNUAL 2023	ANNUAL 2022
Waterfowl	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=

Of those who hunted SMALL GAME:

		ANNUAL 2023	ANNUAL 2022
Small game	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted DOVE:

		ANNUAL 2023	ANNUAL 2022
Dove	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted UPLAND GAME BIRDS (including CROW):

		ANNUAL 2023	ANNUAL 2022
Upland game birds	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted or called PREDATORS:

		ANNUAL 2023	ANNUAL 2022
Predators	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted VARMINTS:

		ANNUAL 2023	ANNUAL 2022
Varmint	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted HOG:

		ANNUAL 2023	ANNUAL 2022
Hogs	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted BEAR:

		ANNUAL 2023	ANNUAL 2022
Bear	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted SHEEP or GOAT:

		ANNUAL 2023	ANNUAL 2022
Sheep or goat	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

Of those who hunted AFRICAN GAME:

		ANNUAL 2023	ANNUAL 2022
African Game	1-5 days	%	%
	6-15 days		
	16-25 days		
	26-35 days		
	over 35 days		
	Total	N=	N=
Methods used for hunting	Rifle		
	Shotgun		
	Muzzleloader/blackpowder		
	Bow		
	Handgun		
	Crossbow		
	Other		
	Total	N=	N=

SHOOTING ACTIVITIES

Did you go shooting in the last three months (not including hunting)?

	ANNUAL 2023	ANNUAL 2022
Yes	%	%
No		
Total	N=	N=

With which equipment did you shoot in the last three months?

	ANNUAL 2023	ANNUAL 2022
Rifle (plinking, benchrest, tactical, cowboy, etc)	%	%
Handgun (plinking, silhouette, tactical, benchrest, cowboy, etc)		
Bow or Archery		
Air rifle		
Shotgun		
Crossbow		
Muzzleloader		
Other		
Total	N=	N=

Did you shoot at a range?

	ANNUAL 2023	ANNUAL 2022
Yes	%	%
No		
Total	N=	N=

Of those that went shooting at a RANGE, the range-related expenses incurred in the last three months:

	ANNUAL 2023	ANNUAL 2022
Access fees (including costs per target thrown or range-provided paper targets, hourly fees, but not membership dues)	%	%
Ammunition		
Annual or monthly membership dues		
Instructor fees		
I did not have any expenses		
Total	N=	N=

How much did you pay in access fees (including costs per target thrown or range-provided paper targets, hourly fees, but not membership dues) in the last three months?

	ANNUAL 2023	ANNUAL 2022
\$10-\$19.99	%	%
\$20-\$29.99		
\$30-\$39.99		
\$40-\$49.99		
\$50-\$74.99		
\$75-\$99.99		
\$100-\$200		
over \$200		
Total	N=	N=

What was the approximate cost of the ammunition you purchased to shoot at the range in the last 2 months?

	ANNUAL 2023	ANNUAL 2022
\$0-\$9.99	%	%
\$20-\$39.99		
\$40-\$59.99		
\$60-\$79.99		
\$100-\$200		
\$10-\$19.99		
\$80-\$99.99		
Over \$200		
Not sure		
Total	N=	N=

How much did you pay in annual or monthly membership dues in the last three months?

	ANNUAL 2023	ANNUAL 2022
under \$10	%	%
\$10-\$19.99		
\$20-\$29.99		
\$30-\$39.99		
\$40-\$49.99		
\$50-\$74.99		
\$75-\$99.99		
\$100-\$200		
over \$200		
Total	N=	N=

How much did you pay in instructor fees in the last three months?

	ANNUAL 2023	ANNUAL 2022
under \$25	%	%
\$25-\$49.99		
\$50-\$74.99		
\$75-\$99.99		
\$100-\$249.99		
\$250-\$499.99		
over \$500		
Total	N=	N=

Average number of days of shooting in the last three months

	ANNUAL 2023		ANNUAL 2022	
	Mean	Valid N	Mean	Valid N
Air Rifles				
Archery				
Handgun				
Rifle				
Shotgun				

Type of RIFLE SHOOTING by respondents who went shooting

	ANNUAL 2023	ANNUAL 2022
3 Gun	%	%
Benchrest		
NRA high power		
Load Testing/Development		
Long range		
Tactical		
Schuetzen		
Silhouette rimfire		
Silhouette high power		
Silhouette black powder		
Steel Challenge		
Cowboy action		
Sighting-in rifle		
Plinking or informal target shooting		
Teaching/Informative		
Three (3) position		
Training (Military, Defense, Law Enforcement)		
Other		
Total	N=	N=

Distance shot when RIFLE SHOOTING

	ANNUAL 2023	ANNUAL 2022
Less than 100 yards	%	%
100-199 yards		
200-299 yards		
300-399 yards		
400-499 yards		
500-749 yards		
750-999 yards		
1000-1999 yards		
2000 or more yards		
Total	N=	N=

Type of rifle used for long range RIFLE SHOOTING

	ANNUAL 2023	ANNUAL 2022
AR style/Modern Sporting Rifle	%	%
Bolt action		
Semi-auto		
Lever Action		
Single Shot		
Other		
Total	N=	N=

Where RIFLE SHOOTING took place

	ANNUAL 2023	ANNUAL 2022
Indoors	%	%
Outdoors		
Total	N=	N=

Type of SHOTGUN SHOOTING by respondents who went shooting

	ANNUAL 2023	ANNUAL 2022
3 Gun	%	%
5 Stand		
Cowboy Action		
Dog training		
Informal (backyard, testing)		
Pattern shotgun		
Sighting-In		
Skeet		
Sporting clays		
Teaching/Informative		
Test reload		
Training (Military, Defense, Law Enforcement)		
Trap		
Wobble Trap		
Other		
Total	N=	N=

Where SHOTGUN SHOOTING took place

	ANNUAL 2023	ANNUAL 2022
Indoors	%	%
Outdoors		
Total	N=	N=

Type of HANDGUN SHOOTING by respondents who went shooting

	ANNUAL 2023	ANNUAL 2022
3 Gun	%	%
Bowling pin		
Bullseye		
IDPA		
IPSC		
Silhouette rimfire		
Silhouette high power		
Cowboy action		
Load Testing/Development		
Plinking or informal target shooting		
Sighting-in		
Steel Challenge		
Teaching/Informative		
Testing (Ammo & firearm)		
Training (Military, Defense, Law Enforcement)		
Other		
Total	N=	N=

Where HANDGUN SHOOTING took place

	ANNUAL 2023	ANNUAL 2022
Indoors	%	%
Outdoors		
Total	N=	N=

Where ARCHERY took place

	ANNUAL 2023	ANNUAL 2022
Indoors	%	%
Outdoors		
Total	N=	N=

Was any of your shooting competitive?

	ANNUAL 2023	ANNUAL 2022
Yes	%	%
No		
Total	N=	N=

What type of competitive shooting were you involved in in the last three months?

	ANNUAL 2023	ANNUAL 2022
ATA	%	%
Archery		
Club/league		
CMP		
Family or friends		
GSSF		
IDPA		
IHMSA		
IPSC-USPSA		
Law enforcement related		
NMLRA		
NRA sanctioned events		
NSSA		
NSCA		
PITA		
SASS		
Other		
Total	N=	N=

HUNTING AND SHOOTING PURCHASES

Did you purchase a hunting or shooting item in the past three months?

	ANNUAL 2023	ANNUAL 2022
Yes	%	%
No		
Total	N=	N=

Which hunting/shooting items did you purchase in the last three months?

	ANNUAL 2023	ANNUAL 2022
Ammunition	%	%
Clothing and apparel		
Archery		
Firearms		
Hand loading equipment		
Hunting gear & supplies		
Optics		
Firearm parts & accessories		
Shooting gear & supplies		
Firearm storage		
Total	N=	N=

Firearm Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24	%	%
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

FIREARM ITEMS survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Air Gun	%	%
Handgun		
Muzzleloader		
Rifle		
Shotgun		
Total	N=	N=

What type of rifles(s) did you purchase?

	ANNUAL 2023	ANNUAL 2022
MSR Rifle	%	%
Traditional Rifle		
Total	N=	N=

Type of TRADITIONAL RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
Bolt action	%	%
Break action		
Lever action		
Semi-automatic		
Other		
Not sure		
Total	N=	N=

Caliber of TRADITIONAL RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
.17 cal	%	%
.204 Ruger		
.22 Hornet		
.22 Long Rifle		
.22 Magnum		
.22 Nosler		
.22-250 Remington		
.223 Remington		
.243 Winchester		
.270 Winchester		
.270 WSM		
.30 Carbine		
.30-06 Springfield		
.30-30 Winchester		
.300 Remington Ultra Magnum		
.300 Savage		
.300 Weatherby Magnum		
.300 Win Mag		
.300 WSM		
.303 British		
.308 Winchester		
.32 Win Special		
.35 Remington		
.375 H&H Magnum		
.44 Remington		
6.5 Creedmoor		
7.62x39 Soviet		
7mm Mauser		
7mm Remington Magnum		
7mm-08		
8mm Mauser		
Other		
Not sure		
Total	N=	N=

Brand of ALL TRADITIONAL RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
Anschütz	%	%
Arisaka		
Armalite		
Beretta		
Bergara		
Browning		
BSA		
Carcano		
Century		
Chiappa		
Christensen Arms		
Crockett		
custom/homemade		
CVA		
CZ-USA		
Enfield		
FN Herstal		
H&R Firearms		
Henry		
Hi-Point		
Howa		
KelTec		
Kimber		
M1 Garand		
Marlin		
Mauser		
Montana Rifle Company		
Mosin-Nagant		
Mossberg		
Norinco		
Nosler		
Pedersoli		
Remington		
Rossi		
Ruger/Sturm Ruger		
Sako		
Savage Arms		
Shiloh Sharps		
Springfield Armory		
Stevens		
Steyr		
Thompson/Center Arms		
Tikka		
Uberti		
Weatherby		
Winchester		
Other		
Not sure		
Total	N=	N=

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Cost of TRADITIONAL RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$99.99	%	%
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$899.99		
\$900.00 - \$999.99		
\$1,000.00 - \$1,999.99		
\$2,000.00 - \$2,999.99		
\$3,000.00 - \$3,999.99		
\$4,000.00 - \$4,999.99		
\$5,000.00 - \$9,999.99		
\$10,000.00 or more		
Not sure		
Total	N=	N=
Average spent on traditional rifles	\$	\$

Type of store where TRADITIONAL RIFLES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store	%	%
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where TRADITIONAL RIFLES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace	%	%
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of TRADITIONAL RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting	%	%
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of TRADITIONAL RIFLES purchased new or used

	ANNUAL 2023	ANNUAL 2022
New	%	%
Used		
Total	N=	N=

Type of MSR RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
AK	%	%
AR		
SKS		
Other		
Not sure		
Total	N=	N=

Caliber of MSR RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
.204 Ruger	%	%
.22 Hornet		
.22 Long Rifle		
.22 Magnum		
.22 Nosler		
.223 Remington		
.243 Winchester		
.30 Carbine		
.30 Remington AR		
.30-06 Springfield		
.30-30 Winchester		
.300 Blackout		
.300 Remington Ultra Magnum		
.300 Winchester Mag		
.308 Winchester		
.40 S&W		
.450 Bushmaster		
.458 Socom		
.50 Beowulf		
5.45x39mm		
5.56x45 NATO		
5.7x28mm		
6.5 Creedmore		
6.5 Grendel		
6.8 Remington SPC		
7.62x39 Soviet		
7.62x39mm		
7.62x54R		
9mm Parabellum		
Other		
Not sure		
Total	N=	N=

Brand of MSR RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
Aero Precision	%	%
Alexander Arms		
American Tactical		
Anderson		
Armalite		
Arsenal		
Bear Creek		
Beretta		
Bushmaster		
Century		
Colt		
custom/homemade		
Daniel Defense		
Diamondback		
DPMS		
Hi-Point		
KelTec		
LWRC		
Noveske		
PSA / Palmetto State Armory		
Radical Firearms		
Remington		
Rock River Arms		
Ruger/Sturm Ruger		
Savage Arms		
Sig Sauer		
Smith & Wesson		
Spikes Tactical		
Springfield Armory		
Stag		
Windham Weaponry		
Other		
Not sure		
Total	N=	N=

Cost of MSR RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$99.99	%	%
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$899.99		
\$900.00 - \$999.99		
\$1,000.00 - \$1,999.99		
\$2,000.00 - \$2,999.99		
\$3,000.00 - \$3,999.99		
\$4,000.00 - \$4,999.99		
\$5,000.00 - \$9,999.99		
\$10,000.00 or more		
Not sure		
Total	N=	N=
Average spent on MSR rifles	\$	\$

Type of store where MSR RIFLES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store	%	%
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where MSR RIFLES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace	%	%
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of MSR RIFLES purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting	%	%
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of MSR RIFLES purchased new or used

	ANNUAL 2023	ANNUAL 2022
New	%	%
Used		
Total	N=	N=

Type of SHOTGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Over/under	%	%
Pump action		
Semi-automatic		
Side by side		
Single shot		
Other		
Not sure		
Total	N=	N=

Gauge of SHOTGUNS purchased

	ANNUAL 2023	ANNUAL 2022
410 gauge	%	%
12 gauge		
16 gauge		
20 gauge		
28 gauge		
Other		
Not sure		
Total	N=	N=

Brand of SHOTGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Benelli	%	%
Beretta		
Browning		
Charles Daily		
CZ-USA		
Franchi		
H&R Firearms		
Hatfield		
High Standard		
Ithaca		
Mossberg (Maverick)		
Remington		
Rock Island Armory		
Rossi		
Ruger/Sturm Ruger		
Savage Arms		
Stoeger		
Tristar		
Weatherby		
Winchester		
Yildiz		
Other		
Not sure		
Total	N=	N=

Cost of SHOTGUNS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$99.99	%	%
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$899.99		
\$900.00 - \$999.99		
\$1,000.00 - \$1,999.99		
\$2,000.00 - \$2,999.99		
\$3,000.00 - \$3,999.99		
\$4,000.00 - \$4,999.99		
\$5,000.00 - \$9,999.99		
\$10,000.00 or more		
Not sure		
Total	N=	N=
Average spent on shotguns	\$	\$

Type of store where SHOTGUNS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store	%	%
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SHOTGUNS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace	%	%
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of SHOTGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting	%	%
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of SHOTGUNS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New	%	%
Used		
Total	N=	N=

Type of MUZZLELOADERS purchased

	ANNUAL 2023	ANNUAL 2022
Flint lock	%	%
Inline		
Standard		
Other		
Not sure		
Total	N=	N=

Brand of MUZZLELOADERS purchased

	ANNUAL 2023	ANNUAL 2022
Allen Martin	%	%
Centermark		
custom/homemade		
CVA		
Knight		
Lyman		
Navy Arms		
Pedersoli		
Pietta		
Remington		
Ruger/Sturm Ruger		
Thompson/Center Arms		
Traditions		
Uberti		
Other		
Not sure		
Total	N=	N=

Cost of MUZZLELOADERS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$899.99		
\$900.00 - \$999.99		
\$1,000.00 - \$1,999.99		
\$2,000.00 or more		
Not sure		
Total	N=	N=
Average spent on muzzleloaders	\$	\$

Type of store where MUZZLELOADERS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where MUZZLELOADERS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of MUZZLELOADERS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of MUZZLELOADERS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Type of HANDGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Break action		
Revolver		
Semi-automatic		
Other		
Not sure		
Total	N=	N=

Caliber of HANDGUNS purchased

	ANNUAL 2023	ANNUAL 2022
.17 HMR		
.22 Long Rifle		
.22 Magnum		
.32 ACP		
.32 S&W		
.357 Magnum		
.357 Sig		
.38 Special		
.380 ACP		
.40 S&W		
.44 Remington Magnum		
.45 ACP		
.45 Colt		
10mm		
5.7x28		
9mm		
Other		
Not sure		
Total	N=	N=

Brand of HANDGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Astra		
Beretta		
Bersa		
Bond Arms		
Browning		
Century Arms (Canik)		
Charter Arms		
Chiappa		
Cobra		
Colt		
CZ-USA		
EAA		
FMK		
FN Herstal		
Freedom Arms		
Glock		
GSG		
H&R		
Heckler & Koch (H&K)		
Heritage		
Hi-Point		
High Standard		
Kahr		
KelTec		
Kimber		
North American Arms		
PARA		
Remington		
Rock Island Armory		
Rossi		
Ruger/Sturm Ruger		
SCCY		
Sig Sauer		
Smith & Wesson		
Springfield Armory		
Standard Manufacturing		
Star		
Taurus		
Thompson/Center Arms		
Uberti		
Walther		
Other		
Not sure		
Total	N=	N=

Cost of HANDGUNS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$899.99		
\$900.00 - \$999.99		
\$1,000.00 - \$1,999.99		
\$2,000.00 - \$4,999.99		
\$5,000.00 or more		
Not sure		
Total	N=	N=
Average spent on handguns	\$	\$

Type of store where HANDGUNS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where HANDGUNS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of HANDGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of HANDGUNS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Brand of AIRGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Beeman		
Benjamin		
BSA		
Crosman		
Daisy		
Gamo		
Remington		
Ruger/Sturm Ruger		
RWS		
Sig Sauer		
Stoeger		
Umarex		
Walther		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of AIRGUNS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 or more		
Not sure		
Total	N=	N=
Average spent on airguns	\$	\$

Type of store where AIRGUNS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where AIRGUNS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of AIRGUNS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of AIRGUNS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Ammunition Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

AMMUNITION PRODUCTS survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Air rifle pellets		
Handgun Ammo		
Rifle Ammo		
Shotgun Ammo		
Total	N	N=

NOTE: Ammunition tables are weighted to reflect number of boxes purchased, rather than number of purchases made, except for the number of boxes and amount of ammo per box tables. The “N=” at the end of each table is, however, reflects the number of purchases. Additional tables have also been provided to reflect brand and caliber share by rounds purchased.

All ammunition market shares are presented per box rather than per transaction.

Type of RIFLE AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
Lead		
Non-lead/Non-toxic		
Other		
Not sure		
Total	N=	N=

Caliber of RIFLE AMMUNITION purchased – percent of boxes

	ANNUAL 2023	ANNUAL 2022
.22-250 Remington		
.17 cal		
.204 Ruger		
.22 Hornet		
.22 Long Rifle		
.22 Magnum		
.22 Nosler		
.223 Remington		
.243 Winchester		
.270 Winchester		
.270 WSM		
.30 Carbine		
.30 Remington AR		
.30-06 Springfield		
.30-30 Winchester		
.300 Blackout		
.300 Remington Ultra Magnum		
.300 Savage		
.300 Weatherby Magnum		
.300 Winchester Mag		
.300 WSM		
.303 British		
.308 Winchester		
.32 Win Special		
.35 Remington		
.350 Legend		
.375 H&H Magnum		
.40 S&W		
.44 Remington		
.450 Bushmaster		
.458 Socom		
.50 Beowulf		
5.45x39mm		
5.56x45 NATO		
5.7x28mm		
6.5 Creedmore		
6.5 Grendel		
6.8 Remington SPC		
7.62x39 Soviet		
7.62x39mm		
7.62x54R		
7mm Mauser		
7mm Remington Magnum		
7mm-08		
8mm Mauser		
9mm Parabellum		
Other		
Not sure		
Total	N=	N=

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Number of boxes of RIFLE AMMUNITION purchased – percent of purchases

	ANNUAL 2023	ANNUAL 2022
1 box		
2 boxes		
3 boxes		
4 boxes		
5 boxes		
6 boxes		
7 boxes		
8 boxes		
9 boxes		
10 boxes		
11 boxes		
12 boxes (1 case)		
More than 1 case		
Total	N=	N=

Number of rounds per box of RIFLE AMMUNITION purchased – percent of purchases

	ANNUAL 2023	ANNUAL 2022
5		
10		
20		
25		
50		
100		
250		
300		
500		
525		
1400		
5000		
More than 5000		
Total	N=	N=

Brand of RIFLE AMMUNITION purchased-percent of boxes

	ANNUAL 2023	ANNUAL 2022
American Eagle		
Aquila		
Armstrong International, Inc		
Barnes		
Black Hills		
Blazer		
Browning		
CCI		
Eley		
Federal (including Fusion)		
Fiocchi		
Freedom Munitions		
Herter's		
Hornady		
IMI		
Lapua		
Magtech		
Military Surplus		
Monarch		
Norma		
Nosler		
PMC		
PPU/Prvi Partizan		
PRIME Ammunition		
Remington		
Sellier & Bellot		
Sierra		
Sig Sauer		
SK		
TulAmmo		
Weatherby		
Winchester (including SuperX, Supreme, USA)		
Wolf		
Other		
Not sure		
Total	N=	N=

Cost of RIFLE AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 - \$44.99		
\$45.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 or more		
Not sure		
Total	N=	N=
Average spent on rifle ammo	\$	\$
Average price per round	\$	\$

Type of store where RIFLE AMMUNITION are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where RIFLE AMMUNITION is purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of RIFLE AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Caliber of RIFLE AMMUNITION purchased – percent of rounds

	ANNUAL 2023	ANNUAL 2022
.22-250 Remington		
.17 cal		
.204 Ruger		
.22 Hornet		
.22 Long Rifle		
.22 Magnum		
.22 Nosler		
.223 Remington		
.243 Winchester		
.270 Winchester		
.270 WSM		
.30 Carbine		
.30 Remington AR		
.30-06 Springfield		
.30-30 Winchester		
.300 Blackout		
.300 Remington Ultra Magnum		
.300 Savage		
.300 Weatherby Magnum		
.300 Winchester Mag		
.300 WSM		
.303 British		
.308 Winchester		
.32 Win Special		
.35 Remington		
.350 Legend		
.375 H&H Magnum		
.40 S&W		
.44 Remington		
.450 Bushmaster		
.458 Socom		
.50 Beowulf		
5.45x39mm		
5.56x45 NATO		
5.7x28mm		
6.5 Creedmore		
6.5 Grendel		
6.8 Remington SPC		
7.62x39 Soviet		
7.62x39mm		
7.62x54R		
7mm Mauser		
7mm Remington Magnum		
7mm-08		
8mm Mauser		
9mm Parabellum		
Other		
Not sure		
Total	N=	N=

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Brand of RIFLE AMMUNITION purchased - percent of rounds

	ANNUAL 2023	ANNUAL 2022
American Eagle		
Aquila		
Armstrong International, Inc		
Barnes		
Black Hills		
Blazer		
Browning		
CCI		
Eley		
Federal (including Fusion)		
Fiocchi		
Freedom Munitions		
Herter's		
Hornady		
IMI		
Lapua		
Magtech		
Military Surplus		
Monarch		
Norma		
Nosler		
PMC		
PPU/Prvi Partizan		
PRIME Ammunition		
Remington		
Sellier & Bellot		
Sierra		
Sig Sauer		
SK		
TulAmmo		
Weatherby		
Winchester (including SuperX, Supreme, USA)		
Wolf		
Other		
Not sure		
Total	N=	N=

Size of SHOTGUN AMMUNITION boxes purchased

	ANNUAL 2023	ANNUAL 2022
5		
10		
20		
25		
50		
100		
250		
300		
500		
525		
More than 5000		
Total	N=	N=

Number of boxes of SHOTGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
1 box		
2 boxes		
3 boxes		
4 boxes		
5 boxes		
6 boxes		
7 boxes		
8 boxes		
9 boxes		
10 boxes (1 case)		
More than 1 case		
Total	N=	N=

Type of SHOTGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
Lead		
Non lead/Non toxic		
Other		
Not sure		
Total	N=	N=

Gauge of SHOTGUN AMMUNITION purchased – percent of boxes

	ANNUAL 2023	ANNUAL 2022
410 gauge		
12 gauge		
16 gauge		
20 gauge		
28 gauge		
Other		
Not sure		
Total	N=	N=

Brand of SHOTGUN AMMUNITION purchased-percent per box

	ANNUAL 2023	ANNUAL 2022
Aguila		
Bismuth		
Black Cloud		
Browning		
Estate		
Federal		
Fiocchi		
Fusion		
Herter's		
Hevi-Shot		
Hornady		
Kent		
Lightfield		
Monarch		
PMC		
Remington		
RIO		
Sellier & Bellot		
Winchester		
Wolf		
Other		
Not sure		
Total	N=	N=

Cost of SHOTGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 - \$44.99		
\$45.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 or more		
Not sure		
Total	N=	N=
Average spent on shotgun ammo	\$	\$2
Average price per round	\$	\$

Type of store where SHOTGUN AMMUNITION are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SHOTGUN AMMUNITION are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of SHOTGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Brand of SHOTGUN AMMUNITION purchased-percent per round

	ANNUAL 2023	ANNUAL 2022
Aguila		
Bismuth		
Black Cloud		
Browning		
Estate		
Federal		
Fiocchi		
Fusion		
Herter's		
Hevi-Shot		
Hornady		
Kent		
Lightfield		
Monarch		
PMC		
Remington		
RIO		
Sellier & Bellot		
Winchester		
Wolf		
Other		
Not sure		
Total	N=	N=

Gauge of SHOTGUN AMMUNITION purchased by round

	ANNUAL 2023	ANNUAL 2022
410 gauge		
12 gauge		
16 gauge		
20 gauge		
28 gauge		
Other		
Not sure		
Total	N=	N=

Type of HANDGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
Lead		
Non-lead/Non-toxic		
Other		
Not sure		
Total	N=	N=

Number of boxes of HANDGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
1 box		
2 boxes		
3 boxes		
4 boxes		
5 boxes		
6 boxes		
7 boxes		
8 boxes		
9 boxes		
10 boxes		
11 boxes		
12 boxes (1 case)		
More than 1 case		
Total	N=	N=

Number of rounds per box of HANDGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
5		
10		
20		
25		
50		
100		
250		
300		
500		
525		
1400		
5000		
More than 5000		
Total	N=	N=

Cost of HANDGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 - \$44.99		
\$45.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 or more		
Not sure		
Total	N=	N=
Average spent on handgun ammo	\$	\$
Average price per round	\$	\$

Caliber of HANDGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
.17 HMR		
.22 Long Rifle		
.22 Magnum		
.32 ACP		
.32 S&W		
.357 Magnum		
.357 Sig		
.38 Special		
.380 ACP		
.40 S&W		
.44 Remington Magnum		
.45 ACP		
.45 Colt		
10mm		
5.7x28		
9mm		
Other		
Not sure		
Total	N=	N=

Brand of HANDGUN AMMUNITION purchased-percent of boxes

	ANNUAL 2023	ANNUAL 2022
American Eagle		
Aquila		
Armstrong International, Inc		
Barnes		
Blazer		
Browning		
Buffalo Bore		
CCI		
Federal (including Fusion)		
Fiocchi		
Freedom Munitions		
Herter's		
Hornady		
Magtech		
PMC		
PPU(PRVI Partizan)		
Reloads		
Remington		
Sellier & Bellot		
Sig Sauer		
Speer		
Tul Ammo		
UMC		
Underwood Ammo		
Winchester (including SuperX, Supreme, USA)		
Wolf		
Other		
Not sure		
Total	N=	N=

Type of store where HANDGUN AMMUNITION are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where HANDGUN AMMUNITION are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of HANDGUN AMMUNITION purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Caliber of HANDGUN AMMUNITION purchased – percent of rounds

	ANNUAL 2023	ANNUAL 2022
.17 HMR		
.22 Long Rifle		
.22 Magnum		
.32 ACP		
.32 S&W		
.357 Magnum		
.357 Sig		
.38 Special		
.380 ACP		
.40 S&W		
.44 Remington Magnum		
.45 ACP		
.45 Colt		
10mm		
5.7x28		
9mm		
Other		
Not sure		
Total	N=	N=

Brand of HANDGUN AMMUNITION purchased-percent of rounds

	ANNUAL 2023	ANNUAL 2022
American Eagle		
Aquila		
Armstrong International, Inc		
Barnes		
Blazer		
Browning		
Buffalo Bore		
CCI		
Federal (including Fusion)		
Fiocchi		
Freedom Munitions		
Herter's		
Hornady		
Magtech		
PMC		
PPU(PRVI Partizan)		
Reloads		
Remington		
Sellier & Bellot		
Sig Sauer		
Speer		
Tul Ammo		
UMC		
Underwood Ammo		
Winchester (including SuperX, Supreme, USA)		
Wolf		
Other		
Not sure		
Total	N=	N=

Number of boxes of AIR RIFLE PELLETS purchased

	ANNUAL 2023	ANNUAL 2022
1 box		
2 boxes		
3 boxes		
4 boxes		
5 boxes		
6 boxes		
7 boxes		
8 boxes		
9 boxes		
10 boxes		
More than 10 boxes		
Total	N=	N=

Amount per box of AIR RIFLE PELLETS purchased

	ANNUAL 2023	ANNUAL 2022
100		
150		
200		
250		
300		
350		
400		
500		
600		
800		
900		
1000		
2000		
4000		
5000		
More than 5000		
Total	N=	N=

Caliber of AIR RIFLE PELLETS purchased

	ANNUAL 2023	ANNUAL 2022
.177		
.20		
.22		
.25		
.375		
Other		
Not sure		
Total	N=	N=

Brand of AIR RIFLE PELLETS purchased

	ANNUAL 2023	ANNUAL 2022
Air Venturi		
Beeman		
Benjamin		
Crosman		
Daisy		
Eun Jin		
Gamo		
H&N		
JSB		
Marksman		
Predator		
RWS		
Sig Sauer		
Other		
Not sure		
Total	N=	N=

Cost of AIR RIFLE PELLETS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 - \$44.99		
\$45.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
Average spent on air pellets	\$	\$
Average price per round	\$	\$

Type of store where AIR RIFLE PELLETS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where AIR RIFLE PELLETS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of AIR RIFLE PELLETS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Caliber of AIR RIFLE PELLETS purchased – per round

	ANNUAL 2023	ANNUAL 2022
.177		
.20		
.22		
.25		
.375		
Other		
Not sure		
Total	N=	N=

Brand of AIR RIFLE PELLETS purchased – per round

	ANNUAL 2023	ANNUAL 2022
Air Venturi		
Beeman		
Benjamin		
Crosman		
Daisy		
Eun Jin		
Gamo		
H&N		
JSB		
Marksman		
Predator		
RWS		
Sig Sauer		
Other		
Not sure		
Total	N=	N=

Archery and Bow Hunting Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

What survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Archery Accessories (fletchings, silencers, stabilizers, releases and tabs, rests, arm guards, peep sights)		
Archery Target		
Arrows		
Bow		
Bow Case		
Bow Sight		
Bow Stand		
Broadheads		
Crossbow		
Nock		
Quiver		
String		
Crossbow Bolts		
Total	N=	N=

Type of BOWS purchased

	ANNUAL 2023	ANNUAL 2022
Compound		
Long bow		
Recurve		
Other		
Total	N=	N=

Brand of BOWS purchased

	ANNUAL 2023	ANNUAL 2022
Alpine		
Barnett		
Bear		
BowTech		
Browning		
Cabelas brand		
custom made		
Darton		
Diamond		
Elite		
Excalibur		
G5		
Genesis		
Hoyt		
Martin		
Mathews		
Mission		
Obsession		
Parker		
PSE		
RedHead		
Samick		
Other		
Not sure		
Total	N=	N=

Cost of BOWS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$749.99		
\$750.00 - \$999.99		
\$1,000.00 - \$1,249.99		
\$1,250.00 or more		
Not sure		
Total	N=	N=
Average spent on bows	\$	\$

Type of store where BOWS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BOWS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Number of ARROWS purchased

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
24		
More than 24		
Not sure		
Total	N=	N=

NOTE Subsequent arrow tables are weighted to reflect percent of purchases based on number of arrows purchased, rather than number of purchases.

Brand of ARROWS purchased

	ANNUAL 2023	ANNUAL 2022
Allen		
Barnett		
Beman		
Black Eagle		
Cabelas brand		
Carbon Express		
Easton		
Gold Tip		
Horton		
Parker		
PSE		
RedHead		
Victory		
Other		
Not sure		
Total	N=	N=

Cost of ARROWS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$109.99		
\$110.00 - \$119.99		
\$120.00 - \$129.99		
\$130.00 - \$139.99		
\$140.00 - \$149.99		
Over \$150.00		
Not sure		
Total	N=	N=
Average spent on arrows	\$	\$
Average price per arrow	\$	\$

Type of store where ARROWS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where ARROWS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of ARCHERY ACCESSORIES purchased

	ANNUAL 2023	ANNUAL 2022
Arm guard		
Fletching		
Peep sight		
Release and tab		
Rest		
Silencer		
Stabilizer		
Other		
Total	N=	N=

Brand of ARCHERY ACCESSORIES purchased

ANNUAL 2023	ANNUAL 2022
AAE	
Allen	
Apex	
Bateman	
Bear	
Beaver Balls	
Bee Stinger	
Beman	
Blazer	
Bohning	
Bowjax	
Cabelas brand	
Caldwell	
Carter	
Cobra	
Copper John	
Dead Center	
Duravane	
Easton	
Excalibur	
Extreme	
Fletcher	
Flex Fletch	
Fuse	
Fusion	
G5	
Gander Outdoors	
Gateway	
HHA	
Hoyt	
LimbSaver/Sims	
Loc-A-Peep	
Mathews	
NAP	
Neet	
Octane	
Primos	
Pro Release	
PSE	
QAD/ Quality Archery	
QuickSpin	
Realtree	
Ripcord	
Scott Archery	
Specialty Archery	
Spot Hogg	
T R U	
Tarantula	
Trophy Ridge	

Trophy Taker		
Tru-Fire		
Trueflight		
TruGlo		
Vanetec		
Vapor Trail		
Vibracheck		
Viper		
Vista		
Winn		
Other		
Not sure		
Total	N=	N=

Cost of ARCHERY ACCESSORIES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on archery accessories	\$	\$

Type of store where ARCHERY ACCESSORIES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where ARCHERY ACCESSORIES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of BROADHEADS purchased

	ANNUAL 2023	ANNUAL 2022
Fixed		
Mechanical		
Not sure		
Total	N=	N=

Brand of BROADHEADS purchased

	ANNUAL 2023	ANNUAL 2022
Allen		
Carbon Express		
Crimson Talon		
G5		
Grim Reaper		
Horton		
Magnus		
Muzzy		
NAP/Thunderhead		
QAD/ Quality Archery		
Rage		
Ramcat		
Rocket		
Slick Trick		
Steel Force		
Swhacker		
Wasp		
Other		
Not sure		
Total	N=	N=

Cost of BROADHEADS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
Over \$50.00		
Not sure		
Total	N=	N=
Average spent on broadheads	\$	\$
Average price per broadhead	\$	\$

Number of BROADHEADS purchased at once

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5		
More than 5		
Total	N=	N=

Type of store where BROADHEADS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BROADHEADS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of QUIVERS purchased

	ANNUAL 2023	ANNUAL 2022
Allen		
Alpine		
Archer Xtreme		
Bear		
Bohning		
Bow Tech		
Diamond		
Easton		
Fuse		
G5		
Hoyt		
Kwikee Kwiver		
Mathews		
Octane		
PSE		
Rage		
RedHead		
Tightspot		
Trophy Ridge		
TruGlo		
Other		
Not sure		
Total	N=	N=

Cost of QUIVERS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on quivers	\$	\$

Type of store where QUIVERS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where QUIVERS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of ARCHERY TARGETS purchased

	ANNUAL 2023	ANNUAL 2022
Big Green Targets		
Birchwood Casey		
Blackhole		
Buck Commander		
Buckmaster		
Bulldog		
Cabelas brand		
Champion		
Delta		
Drew		
Game Winner		
Gander Outdoors		
GlenDel		
homemade/custom		
Hurricane		
Martin Archery		
McKenzie		
Morrell		
Paper Target		
RedHead		
Reinhart		
Shooter Buck		
The Block		
Yellow Jacket		
Other		
Not sure		
Total	N=	N=

Cost of ARCHERY TARGETS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
Over \$600.00		
Not sure		
Total	N=	N=
Average spent on archery targets	\$	\$

Type of store where ARCHERY TARGETS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where ARCHERY TARGETS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Cost of STRINGS and ACCESSORIES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on strings	\$	\$

Type of store where STRINGS and ACCESSORIES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where STRINGS and ACCESSORIES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of BOW CASES purchased

	ANNUAL 2023	ANNUAL 2022
Allen		
Barnett		
Black Creek		
Cabelas brand		
Excaliber		
Field & Stream		
Flambeau		
Horton		
Hoyt		
Mathews		
Plano (including BowGuard)		
Primos		
Ravin		
RedHead		
SKB		
Tarantula		
TenPoint		
Other		
Not sure		
Total	N=	N=

Cost of BOW CASES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on bow cases	\$	\$

Type of store where BOW CASES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BOW CASES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
Aimshot		
Apex		
Axcel		
Black Gold		
Cabelas brand		
Cobra		
Copper John		
Extreme		
Field Logic		
G5		
HHA		
IQ Bow Sight		
Octane		
Pro Hunter		
PSE		
Schaffer		
Spot Hogg		
Toxonics		
Trophy Ridge		
TruGlo		
Other		
Not sure		
Total	N=	N=

Cost of SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$39.99		
\$40.00 - \$59.99		
\$60.00 - \$79.99		
\$80.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
Over \$500.00		
Not sure		
Total	N=	N=
Average spent on bow sights	\$	\$

Type of store where SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of BOW STANDS purchased

	ANNUAL 2023	ANNUAL 2022
Ameristep		
Big Game		
Gorilla		
Guide Gear		
Lone Wolf		
Millennium		
Muddy		
Primos		
Rivers Edge		
Summit		
Other		
Not sure		
Total	N=	N=

Cost of BOW STANDS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 or more		
Not sure		
Total	N=	N=
Average spent on bow stands	\$	\$

Type of store where BOW STANDS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BOW STANDS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of CROSSBOWS purchased

	ANNUAL 2023	ANNUAL 2022
Barnett		
Bear		
Bowtech/Stryker		
Carbon Express (including X-Force)		
CenterPoint Crosman		
Excalibur		
Horton		
Killer Instinct		
Mission		
Parker		
PSE		
Ravin		
SA Sports		
TenPoint		
Wicked Ridge		
Other		
Not sure		
Total	N=	N=

Cost of CROSSBOWS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1,000.00 - \$1,199.99		
\$1,200.00 or more		
Not sure		
Total	N=	N=
Average spent on crossbows	\$	\$

Type of store where CROSSBOWS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where CROSSBOWS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of CROSSBOWS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of CROSSBOWS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Number of CROSSBOW BOLTS purchased

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
24		
More than 24		
Not sure		
Total	N=	N=

Brand of CROSSBOW BOLTS purchased

	ANNUAL 2023	ANNUAL 2022
Barnett		
Black Eagle		
Blood Sport		
Cabelas brand		
Carbon Express		
Easton		
Excalibur		
Gold Tip		
Mission		
Parker		
PSE		
Rage		
Ravin		
Red Hot		
TenPoint		
Trophy Ridge		
Wicked Ridge		
Other		
Not sure		
Total	N=	N=

NOTE: Subsequent tables on crossbow bolts are weighted to reflect number of bolts purchased, rather than number of purchases. The "N=" value does, however, refer to the number of purchases made.

Cost of CROSSBOW BOLTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
Over \$100.00		
Not sure		
Total	N=	N=
Average spent on crossbow bolts	\$	\$
Average price per bolt	\$	\$

Type of store where CROSSBOW BOLTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where CROSSBOW BOLTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of NOCKS purchased

	ANNUAL 2023	ANNUAL 2022
Lighted		
Regular/not lighted		
Not sure		
Total	N=	N=

Brand of NOCKS purchased

	ANNUAL 2023	ANNUAL 2022
Bohning		
Carbon Express		
Clean Shot		
Easton		
Gold Tip		
Lumenok/Burt Coyote		
Nockturnal		
Nufletch		
Red Hot		
Saunders		
Other		
Not sure		
Total	N=	N=

Cost of NOCKS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
Over \$50.00		
Not sure		
Total	N=	N=
Average spent on nocks	\$	\$
Average price per nock	\$	\$

Number of NOCKS purchased at once

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5		
6		
More than 6		
Not sure		
Total	N=	N=

Type of store where NOCKS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where NOCKS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Hand Loading Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

HAND LOADING ITEMS survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Dies		
Bullet Molds		
Powder		
Press		
Reloading component (brass shell cases, bullets, primers, shotshell hulls or wads, shot)		
Reloading Tool		
Total	N=	N=

Brand of PRESSES purchased

	ANNUAL 2023	ANNUAL 2022
Dillon		
Forster		
Hornady		
Lee Precision		
Lyman		
MEC		
RCBS		
Redding		
Other		
Not sure		
Total	N=	N=

Cost of PRESSES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 - \$349.99		
\$350.00 - \$399.99		
\$400.00 - \$449.99		
\$450.00 - \$499.99		
\$500.00 or more		
Not sure		
Total	N=	N=
Average spent on presses	\$	\$

Type of store where PRESSES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where PRESSES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of DIES purchased

	ANNUAL 2023	ANNUAL 2022
Dillon		
Forster		
Hornady		
Lee Precision		
Lyman		
MEC		
RCBS		
Redding		
Other		
Not sure		
Total	N=	N=

Cost of DIES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on dies	\$	\$

Type of store where DIES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where DIES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of RELOADING POWDER purchased

	ANNUAL 2023	ANNUAL 2022
Accurate		
Alliant		
Hodgdon		
IMR		
Ramshot		
Shooters World		
VihtaVuori		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of RELOADING POWDER purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
Average spent on powder	\$	\$

Type of store where RELOADING POWDER are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where RELOADING POWDER are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of BULLET MOLDS purchased

	ANNUAL 2023	ANNUAL 2022
Davide Pedersoli		
Lee		
Lyman		
NOE		
Other		
Not sure		
Total	N=	N=

Cost of BULLET MOLDS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on molds	\$	\$

Type of store where BULLET MOLDS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BULLET MOLDS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of RELOADING COMPONENTS purchased

	ANNUAL 2023	ANNUAL 2022
Brass shell case		
Bullet		
Primer		
Reloading tool		
Shot		
Shotshell hull		
Shotshell wad		
Other		
Total	N=	N=

Brand of RELOADING COMPONENTS purchased

	ANNUAL 2023	ANNUAL 2022
Ballistic Advantage		
Barnes		
Bayou Bullets		
Berger		
Berrys		
Black Hills		
BPI		
Cabelas brand		
CCI		
Cheddite		
Claybuster		
Dillon		
Downrange		
Eagle		
Everglades Ammo		
Federal		
Fiocchi		
Forster		
Frankford Arsenal		
Hodgdon		
homemade		
Hornady		
K&M		
Lake City		
Lapua		
Lawrence		
Lee Precision		
Lyman		
Magtech		
MEC		
Midway		
Missouri Bullet Company		
Montana		
Norma		
North West		
Nosler		
Peterson		

Precision		
previously fired/mixed		
Prvi Partizan		
Rainer		
RCBS		
Redding		
Remington		
RIO		
Rocky Mountain Reloading (RMR)		
Sellier and Bellot		
Sierra		
Sinclair		
Speer		
Star		
Starline		
Weatherby		
West Coast		
Western Powders		
Wilson		
Winchester		
X-Treme		
Zero		
Other		
Not sure		
Total	N=	N=

Cost of RELOADING COMPONENTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
Over \$200.00		
Not sure		
Total	N=	N=
Average spent on reloading materials	\$	\$

Type of store where RELOADING COMPONENTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where RELOADING COMPONENTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Optics Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

OPTICS ITEMS survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Binoculars		
Laser Range Finder (handheld)		
Scope/Accessory mounts (rings and bases)		
Night Vision/Thermal Imaging		
Non-powered sights		
Reflex/red dot sights		
Scopes		
Spotting scopes		
Total	N=	N=

Type of firearm for which SCOPES were purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of SCOPES purchased

	ANNUAL 2023	ANNUAL 2022
AimPoint		
Athlon		
Barska		
BSA		
Burris		
Bushnell		
Cabelas brand		
CenterPoint		
Crimson Trace		
EOTech		
Excalibur		
Hawke		
Hi-Lux		
Konus		
Leupold		
Millett		
Nightforce		
Nikon		
Primary Arms		
RedHead		
Riton		
Schmidt & Bender		
Sig Sauer		
Sightron		
Simmons		
Swarovski		
Tasco		
Trijicon		
TruGlo		
UTG		
Vortex		
Weaver		
Zeiss		
Other		
Not sure		
Total	N=	N=

Cost of SCOPES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
Total	N=	N=
Average spent on scopes	\$	\$

Type of store where SCOPES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SCOPES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of SCOPES purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of SCOPES purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Type of firearm for which the NON-POWERED AFTERMARKET SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Type of NON-POWERED AFTERMARKET SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
Fiber Optic		
Polymer		
Tritium		
Other		
Not sure		
Total	N=	N=

Brand of NON-POWERED AFTERMARKET SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
AmeriGlo		
Dead Ringer		
Glock		
HiViz		
Meprolight		
Mission First Tactical		
Remington		
Ruger		
Smith & Wesson		
Trijicon		
Troy		
TruGlo		
Williams Gun Sight		
XS Sight Systems		
Other		
Not sure		
Total	N=	N=

Cost of NON-POWERED AFTERMARKET SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on nonpowered sights	\$	\$

Type of store where NON-POWERED AFTERMARKET SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where NON-POWERED AFTERMARKET SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of NON-POWERED AFTERMARKET SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Brand of BINOCULARS purchased

	ANNUAL 2023	ANNUAL 2022
Barska		
Bass Pro Shops		
Burris		
Bushnell		
Cabelas brand		
Leica		
Leupold		
Nikon		
RedHead		
Simmons		
Steiner		
Swarovski		
Tasco		
Vortex		
Zeiss		
Other		
Not sure		
Total	N=	N=

Cost of BINOCULARS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
Total	N=	N=
Average spent on binoculars	\$	\$

Type of store where BINOCULARS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BINOCULARS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of BINOCULARS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of BINOCULARS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Brand of SPOTTING SCOPES purchased

	ANNUAL 2023	ANNUAL 2022
Barska		
BSA		
Burris		
Bushnell		
Cabelas brand		
Celestron		
Crimson Trace		
Konus		
Kowa		
Leupold		
NcSTAR		
Nikon		
Pentax		
Simmons		
Swarovski		
Tasco		
Vortex		
Zeiss		
Other		
Not sure		
Total	N=	N=

Cost of SPOTTING SCOPES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1,000.00 - \$1,999.99		
\$2,000.00 - \$2,999.99		
\$3,000.00 or more		
Not sure		
Total	N=	N=
Average spent on spotting scopes	\$	\$

Type of store where SPOTTING SCOPES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SPOTTING SCOPES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of SPOTTING SCOPES purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of SPOTTING SCOPES purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Type of LASER RANGE FINDERS purchased

	ANNUAL 2023	ANNUAL 2022
Binocular		
Monocular		
Total	N=	N=

Brand of LASER RANGE FINDERS purchased

	ANNUAL 2023	ANNUAL 2022
Bushnell		
Gunwerks/G7		
Leica		
Leupold		
Nikon		
Sig Sauer		
Simmons		
Swarovski		
Vortex		
Wildgame Innovations		
Zeiss		
Other		
Not sure		
Total	N=	N=

Cost of LASER RANGE FINDERS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 - \$349.99		
\$350.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$749.99		
\$750.00 - \$999.99		
\$1,000.00 - \$1,999.99		
\$2,000.00 or more		
Not sure		
Total	N=	N=
Average spent on laser rangefinders	\$	\$

Type of store where LASER RANGE FINDERS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where LASER RANGE FINDERS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of LASER RANGE FINDERS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of LASER RANGE FINDERS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Brand of REFLEX/RED DOT SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
AIM Sports		
Aimpoint		
Barska		
BSA		
Burris		
Bushnell		
C-More		
Crimson Trace		
EOTech		
Holosun		
Leupold		
Millett		
NcSTAR		
Primary Arms		
Sig Sauer		
Sightmark		
Steiner		
Tasco		
Trijicon		
TruGlo		
UTG/Leapers		
Vortex		
Other		
Not sure		
Total	N=	N=

Cost of REFLEX/RED DOT SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
Total	N=	N=
Average spent on red dot sights	\$	\$

Type of store where REFLEX/RED DOT SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where REFLEX/RED DOT SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of REFLEX/RED DOT SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of REFLEX/RED DOT SIGHTS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Type of firearm for which LASER SIGHTS were purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of LASER SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
Aimpoint		
Aimshot		
ArmaLaser		
Barska		
Beamshot		
BSA		
CenterPoint		
Crimson Trace		
Firefield		
LaserLyte		
LaserMax		
NcSTAR		
Sig Sauer		
Sightmark		
Streamlight		
TruGlo		
UTG		
Viridian		
Other		
Not sure		
Total	N=	N=

Cost of LASER SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$399.99		
\$400.00 - \$599.99		
\$600.00 or more		
Not sure		
Total	N=	N=
Average spent on laser sights	\$	\$

Type of store where LASER SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where LASER SIGHTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of LASER SIGHTS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of LASER SIGHTS purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Type of SCOPE MOUNTS purchased

	ANNUAL 2023	ANNUAL 2022
Accessory Mount		
Light/Laser Mount		
Scope Mount		
Other		
Not sure		
Total	N=	N=

Brand of SCOPE MOUNTS purchased

	ANNUAL 2023	ANNUAL 2022
Aimpoint		
B Square		
BKL		
Blackhawk		
Burris		
Bushnell		
DNZ Products		
LaRue		
Leapers (UTG)		
Leupold		
Millett		
NcSTAR		
Nikon		
Redfield		
Ruger		
Talley		
Trijicon		
Vortex		
Warne		
Weaver		
Wheeler Engineering		
Other		
Not sure		
Total	N=	N=

Cost of SCOPE MOUNTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 or more		
Not sure		
Total	N=	N=
Average spent on mounts	\$	\$

Type of store where SCOPE MOUNTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SCOPE MOUNTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of SCOPE MOUNTS purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Type of firearm for which SCOPE MOUNTS were purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Type of NIGHT VISION/THERMAL IMAGING purchased

	ANNUAL 2023	ANNUAL 2022
Goggles		
Monocular/Binocular		
Scope		
Other		
Total	N=	N=

Brand of NIGHT VISION/THERMAL IMAGING purchased

	ANNUAL 2023	ANNUAL 2022
Armasight		
ATN		
Bushnell		
Carson		
EOTech		
FLIR		
iGen		
Leupold		
Night Owl		
Nights Optics		
Pulsar		
Sightmark		
Trijicon		
Other		
Not sure		
Total	N=	N=

Cost of NIGHT VISION/THERMAL IMAGING purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$899.99		
\$900.00 - \$999.99		
\$1000.00 - \$1499.99		
\$1500.00 - \$1999.99		
\$2000.00 - \$2499.99		
\$2500.00 or more		
Not sure		
Total	N=	N=
Average spent on nightvision	\$	\$

Type of store where NIGHT VISION/THERMAL IMAGING are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where NIGHT VISION/THERMAL IMAGING are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Primary purpose of NIGHT VISION/THERMAL IMAGING purchased

	ANNUAL 2023	ANNUAL 2022
Casual shooting		
Collecting		
Competitive shooting		
Gift		
Hunting		
Self-defense		
Other		
Total	N=	N=

Percent of NIGHT VISION/THERMAL IMAGING purchased new or used

	ANNUAL 2023	ANNUAL 2022
New		
Used		
Total	N=	N=

Hunting Apparel Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

HUNTING APPAREL ITEMS survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Boots		
Clothing (shirts, and/or pants/bibs/overalls)		
Headgear/gloves		
Outerwear (jackets, vests and/or coveralls)		
Waders		
Total	N=	N=

Was this a blaze orange or camouflage CLOTHING?

	ANNUAL 2023	ANNUAL 2022
Blaze orange		
Camouflage pattern		
Camouflage pattern & blaze orange		
Neither		
Total	N=	N=

Camouflage pattern brand of CLOTHING purchased

	ANNUAL 2023	ANNUAL 2022
Ameristep		
Badlands		
Cabelas brand		
CamoWest		
Delta		
Farmland		
Kings		
Kryptek		
Mossy Oak		
MultiCam		
Naked North		
Natural Gear		
OptiFade/W L Gore		
Predator		
Realtree		
True Timber		
Vertigo		
Other		
Not sure		
Total	N=	N=

Brand of CLOTHING purchased

	ANNUAL 2023	ANNUAL 2022
10X		
5 11 Tactical		
Badlands		
Banded		
Bass Pro Shops		
Browning		
Cabelas brand		
Carhartt		
Columbia		
Drake		
First Lite		
Game Winner		
Gamehide		
Gander Outdoors		
Guide Gear		
Kings		
Kryptek		
Kuiu		
Midway		
Mossy Oak		
Natural Gear		
Nomad		
Orvis		
Propper		
RedHead		
Remington		
Scent-Lok		
ScentBlocker		
Sitka		
True Timber		
Under Armour		
Walls		
Woolrich		
Wrangler		
Other		
Not sure		
Total	N=	N=

Cost of CLOTHING purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on clothing	\$	\$

Type of store where CLOTHING is purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where CLOTHING is purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Were these blaze orange or camouflage HEADGEAR/GLOVES?

	ANNUAL 2023	ANNUAL 2022
Blaze orange		
Camouflage pattern		
Camouflage pattern & blaze orange		
Neither		
Total	N=	N=

Camouflage pattern brand of HEADGEAR/GLOVES purchased

	ANNUAL 2023	ANNUAL 2022
Ameristep		
Badlands		
Cabelas brand		
CamoWest		
Delta		
Farmland		
Kings		
Mossy Oak		
MultiCam		
Naked North		
Natural Gear		
OptiFade/W L Gore		
Predator		
Realtree		
True Timber		
Other		
Not sure		
Total	N=	N=

Brand of HEADGEAR/GLOVES purchased

	ANNUAL 2023	ANNUAL 2022
5 11 Tactical		
Badlands		
Banded		
Bass Pro Shops		
Browning		
Cabelas brand		
Carhartt		
Columbia		
Drake		
Duluth		
Field & Stream		
First Lite		
Game Winner		
Gander Outdoors		
Huntworth		
Kuiu		
Manzella		
Mossy Oak		
QuietWear		
RedHead		
Ridge Hunter		
Scent-Lok		
ScentBlocker		
Seirus		
Sitka		
Stormy Kromer		
Under Armour		
Other		
Not sure		
Total	N=	N=

Cost of HEADGEAR/GLOVES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on headgear	\$	\$

Type of store where HEADGEAR/GLOVES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where HEADGEAR/GLOVES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Was this blaze orange or camouflage OUTERWEAR?

	ANNUAL 2023	ANNUAL 2022
Blaze orange		
Camouflage pattern		
Camouflage pattern & blaze orange		
Neither		
Total	N=	N=

Camouflage pattern brand of OUTERWEAR purchased

	ANNUAL 2023	ANNUAL 2022
Ameristep		
Badlands		
Cabelas brand		
CamoWest		
Delta		
Farmland		
Kings		
Kryptek		
Mossy Oak		
MultiCam		
Naked North		
Natural Gear		
OptiFade/W L Gore		
Predator		
Realtree		
True Timber		
Other		
Not sure		
Total	N=	N=

Brand of OUTERWEAR purchased

	ANNUAL 2023	ANNUAL 2022
Ameristep		
Badlands		
Banded		
Bass Pro Shops		
Beretta		
Boyt		
Browning		
Buckmasters		
Cabelas brand		
Carhartt		
Columbia		
Drake		
Field & Stream		
First Lite		
Frogg Toggs		
Game Winner		
Gamehide		
Gander Outdoors		
Guide Gear		
Habit		
Hard Core		
Kings		
Kryptek		
Kuiu		
L L Bean		
Midway		
Mossy Oak		
Natural Gear		
Nomad		
Orvis		
Primos		
RedHead		
Scent-Lok		
ScentBlocker		
Sitka		
Under Armour		
Walls		
Yukon		
Other		
Not sure		
Total	N=	N=

Cost of OUTERWEAR purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 or more		
Not sure		
Total	N=	N=
Average spent on outerwear	\$	\$

Type of store where OUTERWEAR was purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where OUTERWEAR was purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Were these blaze orange or camouflage BOOTS?

	ANNUAL 2023	ANNUAL 2022
Blaze orange		
Camouflage pattern		
Camouflage pattern & blaze orange		
Neither		
Total	N=	N=

Camouflage pattern brand of BOOTS purchased

	ANNUAL 2023	ANNUAL 2022
Ameristep		
Badlands		
Cabelas brand		
CamoWest		
Delta		
Farmland		
Kings		
Kryptek		
Mossy Oak		
MultiCam		
Naked North		
Natural Gear		
OptiFade/W L Gore		
Predator		
Realtree		
True Timber		
Other		
Not sure		
Total	N=	N=

Material of BOOTS purchased

	ANNUAL 2023	ANNUAL 2022
Rubber		
Gortex		
Leather		
Other		
Not sure		
Total	N=	N=

Brand of BOOTS purchased

	ANNUAL 2023	ANNUAL 2022
Ariat		
Bass Pro Shops		
Brahma		
Cabelas brand		
Columbia		
Danner		
Field & Stream		
Game Winner		
Guide Gear		
Herman Survivors		
Irish Setter		
ITASCA		
Justin		
Keen		
Kenetrek		
L L Bean		
Lacrosse		
Merrell		
Muck		
Red Wing		
RedHead		
Rocky		
Timberland		
Under Armour		
Wolverine		
Other		
Not sure		
Total	N=	N=

Cost of BOOTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on boots	\$	\$

Type of store where BOOTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BOOTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Hunting Gear and Supplies Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

HUNTING GEAR AND SUPPLIES survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Backpack/waist pack/duffle		
Blind		
Decoy		
Food Plot Seed		
Game Call		
Game cleaning supplies		
Game feed		
Game feeders		
Hunting Knife/multitool		
Scent or Scent Covers		
Trail Cameras/Game Cameras		
Tree Stand		
Total	N=	N=

Type of DECOYS purchased

	ANNUAL 2023	ANNUAL 2022
Big game		
Predator		
Small game		
Turkey		
Upland game bird (including crow)		
Waterfowl		
Other		
Total	N=	N=

Brand of DECOYS purchased

	ANNUAL 2023	ANNUAL 2022
Avery		
Bass Pro Shops		
Big Foot		
Cabelas brand		
Carry-Lite		
Dakota		
Dave Smith		
Final Approach		
Flambeau		
Flextone		
G&H		
Game Winner		
Greenhead		
Hard Core		
Higdon		
Hunters Specialties		
Lucky Duck		
Mojo		
Montana		
Primos		
RedHead		
Tanglefree		
Zink/Avian X		
Other		
Not sure		
Total	N=	N=

Cost of DECOYS purchased

	ANNUAL 2023	ANNUAL 2022
\$0 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 or more		
Not sure		
Total	N=	N=
Average spent on decoys	\$	\$

Type of store where DECOYS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where DECOYS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of GAME CALLS purchased

	ANNUAL 2023	ANNUAL 2022
Big game		
Predator		
Small game		
Turkey		
Upland game bird (including crow)		
Waterfowl		
Other		
Total	N=	N=

Brand of GAME CALLS purchased

	ANNUAL 2023	ANNUAL 2022
Buck Gardner		
Carlton		
custom/homemade		
Duck Commander		
E L K , Inc		
Echo		
Extreme Dimension		
Faulks		
Flextone		
Fox Pro		
Hunters Specialties (H S Strut)		
ICOftech		
Illusions		
Johnny Stewart		
Knight & Hale		
MAD		
Primos		
Quaker Boy		
Rich-N-Tone		
Rocky Mountain Hunting Calls		
Western Rivers		
Woodhaven		
Zink		
Other		
Not sure		
Total	N=	N=

Cost of GAME CALLS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on game calls	\$	\$

Type of store where GAME CALLS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where GAME CALLS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of BACKPACKS/WAIST PACKS/DUFFLES purchased

	ANNUAL 2023	ANNUAL 2022
Backpack		
Waist pack		
Other		
Total	N=	N=

Brand of BACKPACKS/WAIST PACKS/DUFFLES purchased

	ANNUAL 2023	ANNUAL 2022
5 11 Tactical		
Allen		
Alps		
Avery		
Badlands		
Bass Pro Shops		
Blacks Creek		
Cabelas brand		
CamelBak		
Eberlestock		
Fieldline		
Game Winner		
Gander Outdoors		
Guide Gear		
Horn Hunter		
Hunters Specialties		
Kuiu		
Maxpedition		
Osprey		
RedHead		
SOG		
Tenzing		
Timber Ridge		
Under Armour		
Other		
Not sure		
Total	N=	N=

Cost of BACKPACKS/WAIST PACKS/DUFFLES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on backpacks	\$	\$

Type of store where BACKPACKS/WAIST PACKS/DUFFLES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BACKPACKS/WAIST PACKS/DUFFELS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of GAME FEEDERS purchased

	ANNUAL 2023	ANNUAL 2022
Accessories		
Hanging Feeder		
Standing Feeder		
Timer (Kit or Parts)		
Other		
Not sure		
Total	N=	N=

Brand of GAME FEEDERS purchased

	ANNUAL 2023	ANNUAL 2022
All Seasons		
American Hunter/Feeder Max		
Big Game		
Boss Buck		
Game Winner		
Gander Outdoors		
Moultrie		
On Time		
Primos		
Texas Hunter		
Wildgame Innovations		
Other		
Not sure		
Total	N=	N=

Cost of GAME FEEDERS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 or more		
Not sure		
Total	N=	N=
Average spent on gamefeeders	\$	\$

Type of store where GAME FEEDERS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where GAME FEEDER is purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of GAME FEED purchased

	ANNUAL 2023	ANNUAL 2022
Blocks/mineral licks		
Liquid		
Mass (corn, soybean, etc)		
Pellets		
Powder		
Other		
Not sure		
Total	N=	N=

Brand of GAME FEED purchased

	ANNUAL 2023	ANNUAL 2022
Academy		
Acorn Rage		
Antler King		
Bass Pro Shops		
Big & J		
Buck Jam		
Cabelas brand		
Deer Cane		
Evolved		
Hog Wild		
Hunters Specialties		
Imperial Whitetail		
local/farm/generic/bulk		
Mummes		
Primos		
Purina/AntlerMax		
Record Rack		
RedHead		
Tractor Supply		
Whitetail Institute		
Wildgame Innovations		
Other		
Not sure		
Total	N=	N=

Cost of GAME FEED purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
Average spent on gamefeed	\$	\$

Type of store where GAME FEED are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where GAME FEED is purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of FOOD PLOT SEED purchased

	ANNUAL 2023	ANNUAL 2022
Antler King		
Cabelas brand		
custom blend		
Deer Creek Seed		
Evolved Harvest		
Frigid Forage		
Hunters Specialties		
Local Store Seed		
Mossy Oak Biologic		
OutsidePride		
Pennington		
Plot Spike		
Tecomate		
Whitetail Institute		
Wildgame Innovations		
Other		
Not sure		
Total	N=	N=

Cost of FOOD PLOT SEED purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on food plot seed	\$	\$

Type of store where FOOD PLOT SEED are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where FOOD PLOT SEED are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Cost of GAME CLEANING SUPPLIES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 or more		
Not sure		
Total	N=	N=
Average spent on game cleaning supplies	\$	\$

Type of store where GAME CLEANING SUPPLIES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where GAME CLEANING SUPPLIES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of KNIVES purchased

	ANNUAL 2023	ANNUAL 2022
Fixed blade		
Folding		
Multi-tool		
Pocket Knife		
Other		
Not sure		
Total	N=	N=

Brand of KNIVES purchased

	ANNUAL 2023	ANNUAL 2022
Benchmade		
Browning		
Buck		
Cabelas brand		
Camillus		
Case		
Cold Steel		
Columbia River (CRKT)		
custom made		
Elk Ridge		
Gerber		
Havalon		
K-Bar		
Kershaw		
Leatherman		
Mora		
Mossy Oak		
Outdoor Edge		
Rapala		
Schrade		
Smith & Wesson		
SOG		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of KNIVES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on knives	\$	\$

Type of store where KNIVES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where KNIVES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of SCENTS purchased

	ANNUAL 2023	ANNUAL 2022
Cover scent		
Lure scent		
Odor eliminator		
Other		
Not sure		
Total	N=	N=

Brand of SCENTS purchased

	ANNUAL 2023	ANNUAL 2022
Buck Bomb		
Buck Magic		
BuckStop		
Code Blue		
ConQuest/Border Crossing Scents		
Dead Down Wind		
Harmons		
Hunters Specialties (Primetime, Scent-A-Way)		
James Valley Scents		
Nose Jammer		
Ozonics		
Primo Silver		
Scent Crusher		
Scent Shield		
Smokeys		
Tinks		
Wildgame Innovations		
Wildlife Research Center (Scent Killer)		
Other		
Not sure		
Total	N=	N=

Cost of SCENTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$1.99		
\$2.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$13.99		
\$14.00 - \$15.99		
\$16.00 - \$17.99		
\$18.00 - \$19.99		
\$20.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on scents/scent covers	\$	\$

Type of store where SCENTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SCENTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of TREE STANDS, LADDERS, or TOWERS purchased

	ANNUAL 2023	ANNUAL 2022
Climbing		
Hang-on		
Harness and Accessories (gear holders/hooks, etc)		
Ladder and steps		
Ladder stand		
Tower/box stand		
Tripod stand		
Other		
Not sure		
Total	N=	N=

Brand of TREE STANDS, LADDERS, or TOWERS purchased

	ANNUAL 2023	ANNUAL 2022
Ameristep		
API Grand Slam		
Big Dog		
Big Game		
Comfort Zone		
Dicks Sporting Goods brand		
Field & Stream		
Game Winner		
Gander Outdoors		
Gorilla		
Guide Gear		
Hunters Specialties		
Lone Wolf		
Millennium		
Muddy		
Ol Man Outdoors		
Primos		
Rivers Edge		
Sniper		
Strong Built		
Summit		
Other		
Not sure		
Total	N=	N=

Cost of TREE STANDS, LADDERS, or TOWERS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$499.99		
\$500.00 or more		
Not sure		
Total	N=	N=
Average spent on treestands	\$	\$

Type of store where TREE STANDS, LADDERS, or TOWERS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where TREE STANDS, LADDERS, or TOWERS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of BLINDS purchased

	ANNUAL 2023	ANNUAL 2022
Blind accessories (stakes, bow holder, lights, etc)		
Blind material (burlap, cloth, netting, etc)		
Bow blind		
Ground blind		
Layout/waterfowl blind		
Other		
Total	N=	N=

Brand of BLINDS purchased

	ANNUAL 2023	ANNUAL 2022
Allen		
Ameristep		
Avery		
Barronett		
Bass Pro Shops		
Cabelas brand		
Double Bull		
Field & Stream		
Gander Outdoors		
Ghostblind		
Guide Gear		
Herter's		
homemade/custom		
Hunters Specialities		
Muddy		
Primos		
RedHead		
Redneck		
Rhino		
Other		
Not sure		
Total	N=	N=

Cost of BLINDS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 - \$44.99		
\$45.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on blinds	\$	\$

Type of store where BLINDS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BLINDS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Number of TRAIL CAMERAS purchased

	ANNUAL 2023	ANNUAL 2022
1		
2		
3		
4		
5		
6 or more		
Not sure		
Total	N=	N=

Brand of TRAIL CAMERAS purchased

	ANNUAL 2023	ANNUAL 2022
Browning		
Bushnell		
Cabelas brand		
Cuddeback		
Moultrie		
Muddy		
Primos		
Reconyx		
SpyPoint		
Stealth		
Tasco		
Wildgame Innovations		
Other		
Not sure		
Total	N=198	N=240

Cost of TRAIL CAMERAS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$399.99		
\$400.00 or more		
Not sure		
Total	N=	N=
Average spent on trail cameras	\$	\$
Average price per camera	\$	\$

Type of store where TRAIL CAMERAS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where TRAIL CAMERAS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Shooting Gear and Supplies Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

SHOOTING GEAR AND SUPPLIES survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Bench		
Clay		
Ear Protection		
Holster/ammo belt		
Shooting Glasses		
Shooting Stick		
Target		
Total	N=	N=

Brand of BENCHES AND RESTS purchased

	ANNUAL 2023	ANNUAL 2022
Allen		
Bald Eagle		
Bog Pod		
Cabelas brand		
Caldwell		
Champion		
Do-All		
Guide Gear		
Hoppes		
Hyskore		
Lead Sled		
MTM		
Primos		
Protektor		
RCBS		
Sinclair		
Uncle Buds		
Other		
Not sure		
Total	N=	N=

Cost of BENCHES AND RESTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$224.99		
\$225.00 - \$249.99		
\$250.00 or more		
Not sure		
Total	N=	N=
Average spent on benches	\$	\$

Type of store where BENCHES AND RESTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BENCHES AND RESTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of EAR PROTECTION purchased

	ANNUAL 2023	ANNUAL 2022
Ear muffs		
Ear plugs		
Total	N=	N=

Brand of EAR PROTECTION purchased

	ANNUAL 2023	ANNUAL 2022
3M		
Allen		
Axil		
Bass Pro Shops		
Browning		
Caldwell		
Champion		
Decibulz		
EAR		
Howard Leight		
Midway USA		
Peltor		
PROEAR		
Radian		
RedHead		
Remington		
Sport Ear		
Surefire		
Walker		
Wiley X		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of EAR PROTECTION purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
Average spent on ear protection	\$	\$

Type of store where EAR PROTECTION are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where EAR PROTECTION is purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of SHOOTING GLASSES purchased

	ANNUAL 2023	ANNUAL 2022
3M		
Allen		
Bass Pro Shops		
Beretta		
Browning		
Cabelas brand		
Caldwell		
Champion		
Decot		
Howard Leight		
Midway USA		
Oakley		
Peltor		
Radian		
Randolph		
RedHead		
Remington		
Smith & Wesson		
SSP		
Walker		
Wiley X		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of SHOOTING GLASSES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on shooting glassess	\$	\$

Type of store where SHOOTING GLASSES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SHOOTING GLASSES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Number of boxes of SHOOTING CLAYS purchased

	ANNUAL 2023	ANNUAL 2022
1 box		
2 boxes		
3 boxes		
4 boxes		
5 boxes or more		
Total	N=	N=

Brand of SHOOTING CLAYS purchased

	ANNUAL 2023	ANNUAL 2022
Champion		
Midwest		
Northwest		
Remington		
White Flyer		
Other		
Not sure		
Total	N=	N=

Cost of SHOOTING CLAYS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 or more		
Not sure		
Total	N=	N=
Average spent on clays	\$	\$
Average price per box of clays	\$	\$

Type of store where SHOOTING CLAYS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SHOOTING CLAYS are purchased

	ANNUAL 2022
Internet marketplace	
Manufacturer's Website	
Online-only retailer	
Website of a brick-and-mortar store	
Other	
Total	N=

Type of HOLSTER/AMMUNITION BELTS purchased

	ANNUAL 2023	ANNUAL 2022
Ammunition Belt		
Holster		
Total	N=	N=

Brand of HOLSTER/AMMUNITION BELTS purchased

	ANNUAL 2023	ANNUAL 2022
5 11 Tactical		
Alien		
Allen		
Berretta		
Bianchi		
Blackhawk		
Blade-Tech		
Bulldog		
Clinger		
Comp-Tac		
Concealment Express		
Crossbreed		
custom made		
DeSantis Leather		
Don Hume		
El Paso		
Fobus		
Galco		
Hunter Company		
Kytek		
Raven Concealment		
Remora		
Ruger		
Safariland		
Sig-Tac		
Simply Rugged		
Sneaky Pete		
Sticky		
Tagua		
Triple-K		
Uncle Mike's		
Urban Carry		
Vedder		
Versacarry		
Other		
Not sure		
Total	N=	N=

Cost of HOLSTER/AMMUNITION BELTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 - \$44.99		
\$45.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on holsters	\$	\$

Type of store where HOLSTER/AMMUNITION BELTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where HOLSTER/AMMUNITION BELTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Firearm Storage and Cleaning Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

FIREARM STORAGE AND CLEANING ITEMS survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Gun cleaning supplies		
Gun safe		
Gun case or sleeve		
Total	N=	N=

Type of GUN CASES/SLEEVES purchased

	ANNUAL 2023	ANNUAL 2022
Hard sided case		
Soft sided case		
Other		
Total	N=	N=

Brand of GUN CASES/SLEEVES purchased

	ANNUAL 2023	ANNUAL 2022
5 11 Tactical		
Allen		
Bass Pro Shops		
Beretta		
Blackhawk		
Bore Stores		
Boyt		
Browning		
Bulldog		
Cabelas brand		
Drake		
Flambeau		
Gander Outdoors		
Kolpin		
Midway		
Pelican		
Plano (including GunGuard)		
RedHead		
Remington		
Ruger		
Uncle Mikes		
Voodoo		
Other		
Not sure		
Total	N=	N=

Cost of GUN CASES/SLEEVES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$249.99		
\$250.00 or more		
Not sure		
Total	N=	N=
Average spent on gun sleeves	\$	\$

Type of store where GUN CASES/SLEEVES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of websites where GUN CASES/SLEEVES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=9

Type of GUN CLEANING SUPPLIES purchased

	ANNUAL 2023	ANNUAL 2022
Brush, mop, rod or snake		
Chemical (solvent, lubricant, etc)		
Cloth, patch, or swab		
Gun cleaning kit		
Mats, vice, or cradle		
Other		
Not sure		
Total	N=	N=

Brand of GUN CLEANING SUPPLIES purchased

	ANNUAL 2023	ANNUAL 2022
Ballistol		
Barnes		
Birchwood Casey		
Blue Wonder		
Bore Snake		
Bore Tech		
Break Free		
Brownells		
Butchs		
Cabelas brand		
CVA		
Dewey		
Frog Lube		
Gunslick		
Hoppes		
Hornady		
Kleen-Bore		
Kroil		
Lucas		
M-Pro 7		
Montana X-treme		
Otis		
Outers		
Pro Shot		
Rem Oil		
Remington		
Shooters Choice		
Slip 2000 EWL		
Tipton		
Other		
Not sure		
Total	N=	N=

Cost of GUN CLEANING SUPPLIES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$3.99		
\$4.00 - \$5.99		
\$6.00 - \$7.99		
\$8.00 - \$9.99		
\$10.00 - \$11.99		
\$12.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$24.99		
\$25.00 - \$29.99		
\$30.00 - \$34.99		
\$35.00 - \$39.99		
\$40.00 or more		
Not sure		
Total	N=	N=
Average spent on gun cleaning supplies	\$	\$

Type of store where GUN CLEANING SUPPLIES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where GUN CLEANING SUPPLIES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of GUN SAFES purchased

	ANNUAL 2023	ANNUAL 2022
AMSEC		
Bass Pro Shops		
Bighorn		
Browning		
Cabelas brand		
Cannon		
Field & Stream		
Gun Vault		
Hornady		
Liberty		
Patriot		
RedHead		
Remington		
Sentinel		
Sentry		
SnapSafe		
Stack-on		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of GUN SAFES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
Total	N=	N=
Average spent on gun safes	\$	\$

Type of store where GUN SAFES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where GUN SAFES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Firearm Parts & Accessories Purchases

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24		
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Race/Ethnicity	White Or Caucasian		
	Black Or African American		
	Asian Or Pacific Islander		
	Hispanic Or Latino		
	American Indian		
	Other		
	I prefer not to say		
Education	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
	\$200,000 or more		
Total		N=	N=

FIREARM PARTS & ACCESSORIES survey respondents reported buying:

	ANNUAL 2023	ANNUAL 2022
Barrel		
Bipod		
Bolt/carriers/bolt parts		
Choke tubes		
Grips/buttstock		
Hand guard		
Magazines		
Muzzle devices (Supressor)		
Lower/upper receiver		
Recoil reduction		
Slings		
Trigger assemblies/trigger guards		
Total	N=	N=

Type of firearm for which SLING was purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of SLINGS purchased

	ANNUAL 2023	ANNUAL 2022
Allen		
Banded		
Bass Pro Shops		
Blackhawk		
Blue Force Gear		
Browning		
Butler Creek		
Cabelas brand		
Claw		
Gander Outdoors		
GroveTec		
homemade/custom		
LimbSaver		
Magpul		
Midway		
Mosin-Nagant		
Mossy Oak		
Outdoor Connection		
PSA / Palmetto State Armory		
RedHead		
Remington		
Ruger		
Slogan		
Thompson/Center Arms		
U S Military		
Ultimate Gun Sling		
No		
Uncle Mikes		
Viking Tactics		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of SLINGS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on slings	\$	\$

Type of store where SLINGS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SLINGS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=8	N=8

Purpose of SLING purchase

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Type of firearm BIPOD purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of BIPOD purchased

	ANNUAL 2023	ANNUAL 2022
Accu-Shot		
Allen		
Atlas		
BCM (Bravo Company)		
Blackhawk		
Bog Gear		
Cabelas brand		
Caldwell		
Champion		
Harris		
Hunters Specialties		
Primos		
Shooters Ridge		
UTG		
Vanguard		
Versa-Pod		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of BIPOD purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on bipods	\$	\$

Type of store where BIPODS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BIPOD are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Purpose of BIPOD purchase

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Type of firearm SHOOTING STICK purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of SHOOTING STICK purchased

	ANNUAL 2023	ANNUAL 2022
Accu-Shot		
Allen		
Atlas		
BCM (Bravo Company)		
Blackhawk		
Bog Gear		
Cabelas brand		
Caldwell		
Champion		
Harris		
Hunters Specialties		
Primos		
Shooters Ridge		
UTG		
Vanguard		
Versa-Pod		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of SHOOTING STICK purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on shooting sticks	\$	\$

Type of store where SHOOTING STICKS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where SHOOTING STICK are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of firearm for which RECOIL REDUCTION was purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Type of RECOIL REDUCTION purchased

	ANNUAL 2023	ANNUAL 2022
Recoil pad	39.1%	50.8%
Recoil reduction	52.6%	40.3%
Spacer	8.4%	8.9%
Total	N=	N=

Brand of RECOIL REDUCTION purchased

	ANNUAL 2023	ANNUAL 2022
American Arms		
Bell & Carlson		
Beretta		
Browning		
Butler Creek		
DPM		
homemade/custom		
Kick EEZ		
LimbSaver		
Marlin		
Mossberg		
Pachmayr		
Remington		
Savage Arms		
Other		
Not sure		
Total	N=	N=

Reason for purchasing RECOIL REDUCTION

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Cost of RECOIL REDUCTION purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$109.99		
\$110.00 - \$119.99		
\$120.00 - \$129.99		
\$130.00 - \$139.99		
\$140.00 - \$149.99		
\$150.00 or more		
Not sure		
Total	N=	N=
Average spent on recoil reducers	\$	\$

Type of store where RECOIL REDUCTION are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where RECOIL REDUCTION are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of firearm BARRELS purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of BARRELS purchased

	ANNUAL 2023	ANNUAL 2022
Aero Precision		
Anderson		
AR Stoner		
Ballistic Advantage		
Bartlein		
Bear Creek		
Black Hole		
Browning		
Criterion		
Daniel Defense		
Faxon		
Green Mountain		
H&R Firearms		
Lone Wolf		
Mossberg		
Odin Works		
Proof Research		
PSA / Palmetto State Armory		
Remington		
Ruger		
Savage Arms		
Shilen		
Sig Sauer		
Smith & Wesson		
Thompson/Center Arms		
Volquartsen		
Other		
Not sure		
Total	N=	N=

Reason for purchasing BARRELS

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Cost of BARRELS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 - \$399.99		
\$400.00 - \$499.99		
\$500.00 - \$599.99		
\$600.00 - \$699.99		
\$700.00 or more		
Not sure		
Total	N=	N=
Average spent on barrels	\$	\$

Type of store where BARRELS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BARRELS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Brand of CHOKE TUBES purchased

	ANNUAL 2023	ANNUAL 2022
Benelli		
Beretta		
Briley		
Browning		
Cabelas brand		
Carlson		
Comp-N-Choke		
Hevi-Shot		
Jebs		
Kicks		
Mossberg		
Muller		
Pattern Master		
Primos		
RedHead		
Remington		
Tru-Lock		
TruGlo		
Winchester		
Other		
Not sure		
Total	N=	N=

Cost of CHOKE TUBES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on choke tubes	\$	\$

Type of store where CHOKE TUBES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where CHOKE TUBES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of firearm for which BOLT was purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Type of BOLT purchased

	ANNUAL 2023	ANNUAL 2022
Assembly		
Bolts		
Carriers		
Parts		
Other		
Not sure		
Total	N=	N=

Brand of BOLTS purchased

	ANNUAL 2023	ANNUAL 2022
Aero Precision		
AIM		
Anderson		
BCM (Bravo Company)		
Bear Creek		
Brownells		
CMMG		
Colt		
Daniel Defense		
Del-Ton		
DPMS		
Fail Zero		
Mauser		
Odin Works		
PSA / Palmetto State Armory		
Remington		
Rock River Arms		
Ruger		
Savage Arms		
Toolcraft		
Volquartsen		
Other		
Not sure		
Total	N=	N=

Reason for purchasing BOLTS

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Cost of BOLTS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on bolts	\$	\$

Type of store where BOLTS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where BOLTS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of firearm for which GRIPS and BUTTSTOCKS were purchased

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Type of GRIPS and BUTTSTOCKS purchased

	ANNUAL 2023	ANNUAL 2022
Buttstock only		
Buttstock, pistol, and forward grip set		
Forward grip only		
Pistol and forward grip set		
Pistol grip only		
Other		
Total	N=	N=

Brand of GRIPS and BUTTSTOCKS purchased

	ANNUAL 2023	ANNUAL 2022
Altamont		
ATK Accessories		
BCM (Bravo Company)		
Boys		
Colt		
custom made		
CZ-USA		
DPMS		
Ergo		
Heckler & Koch (HK)		
Hi-Standard		
Hogue		
LaRue		
Luth		
Magpul		
Mission First Tactical		
Pachmayr		
PSA / Palmetto State Armory		
Remington		
Ruger		
SB Tactical		
Sig Sauer		
Smith & Wesson		
Talon		
Tango Down		
UTG		
Other		
Not sure		
Total	N=	N=

Reason for purchasing GRIPS and BUTTSTOCKS

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Cost of GRIPS and BUTTSTOCKS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on grips	\$	\$

Type of store where GRIPS and BUTTSTOCKS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where GRIPS and BUTTSTOCKS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of firearm HAND GUARDS purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of HAND GUARDS purchased

	ANNUAL 2023	ANNUAL 2022
Aero Precision		
ALG		
Anderson		
BCM (Bravo Company)		
Magpul		
Midwest Industries		
Noveske		
Ruger		
Tapco		
Trinity Force		
UTG		
Yankee Hill		
Other		
Not sure		
Total	N=	N=

Cost of HAND GUARDS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 or more		
Not sure		
Total	N=	N=
Average spent on handguards	\$	\$

Type of store where HAND GUARDS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where HAND GUARDS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Reason for purchasing HAND GUARDS

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Type of firearm RECEIVERS purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Type of RECEIVERS purchased

	ANNUAL 2023	ANNUAL 2022
Complete lower receiver		
Complete upper receiver		
Lower receiver kit		
Upper receiver kit		
Other		
Not sure		
Total	N=	N=

Brand of RECEIVERS purchased

	ANNUAL 2023	ANNUAL 2022
80% Arms		
Aero Precision		
Anderson		
AR Stoner		
BCM (Bravo Company)		
Bear Creek		
CBC		
CMMG		
Colt		
custom		
Daniel Defense		
Del-Ton		
DPMS		
Mega		
Noreen		
Polymer 80		
PSA / Palmetto State Armory		
Rock River Arms		
Ruger		
SK		
Spikes Tactical		
Stoner		
Other		
Not sure		
Total	N=	N=

Reason for purchasing RECEIVERS

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Cost of RECEIVERS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$49.99		
\$50.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 - \$349.99		
\$350.00 - \$399.99		
\$400.00 - \$449.99		
\$450.00 - \$499.99		
\$500.00 - \$549.99		
\$550.00 - \$599.99		
\$600.00 or more		
Not sure		
Total	N=	N=
Average spent on receivers	\$	\$

Type of store where RECEIVERS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where RECEIVERS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Type of firearm MAGAZINES purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Size of MAGAZINES purchased

	ANNUAL 2023	ANNUAL 2022
5		
7		
10		
20		
30		
40		
More than 40		
Not sure		
Total	N=	N=
Average size of magazines		

Brand of MAGAZINES purchased

	ANNUAL 2023	ANNUAL 2022
1911		
Accuracy International		
Amend2		
ASC		
Beretta		
Brownells		
Browning		
Bushmaster		
Chip McCormick		
Colt		
CZ-USA		
Elite Tactical Systems (ETS)		
Glock		
Heckler & Koch (HK)		
Hexmag		
Kimber		
Lancer		
Magpul		
Marlin Firearms		
Mec-Gar		
Mission First Tactical		
ProMag		
Remington		
Ruger		
Savage Arms		
SCCY		
Sig Sauer		
Smith & Wesson		
Springfield Armory		
STI		
Taurus		
Thompson/Center Arms		
Troy Industries		
Walther		
Wilson		
Other		
Not sure		
Total	N=	N=

Cost of MAGAZINES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$4.99		
\$5.00 - \$9.99		
\$10.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$59.99		
\$60.00 - \$69.99		
\$70.00 - \$79.99		
\$80.00 - \$89.99		
\$90.00 - \$99.99		
\$100.00 or more		
Not sure		
Total	N=	N=
Average spent on magazines	\$	\$

Type of store where MAGAZINES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where MAGAZINES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Reason for purchasing MAGAZINES

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Type of firearm MUZZLE DEVICES purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of MUZZLE DEVICES purchased

	ANNUAL 2023	ANNUAL 2022
Advanced Armament		
BattleComp		
Gemtech		
Griffin		
GroveTec		
JP Enterprises		
Liberty		
Noveske		
OSS		
Precision Arms		
Ruger		
Sig Sauer		
Silencerco		
Spikes Tactical		
SureFire		
Tactical Solutions		
Vortex		
Yankee Hill		
Other		
Not sure		
Total	N=	N=

Cost of MUZZLE DEVICES purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$24.99		
\$25.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$149.99		
\$150.00 - \$199.99		
\$200.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 - \$349.99		
\$350.00 - \$399.99		
\$400.00 - \$449.99		
\$450.00 - \$499.99		
\$500.00 - \$549.99		
\$550.00 - \$599.99		
\$600.00 - \$649.99		
\$650.00 - \$699.99		
\$700.00 - \$799.99		
\$800.00 - \$999.99		
\$1000.00 or more		
Not sure		
Total	N=	N=
Average spent on muzzle devices	\$	\$

Type of store where MUZZLE DEVICES are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where MUZZLE DEVICES are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Reason for purchasing MUZZLE DEVICES

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Type of firearm TRIGGER ASSEMBLIES/TRIGGER GUARDS purchased for

	ANNUAL 2023	ANNUAL 2022
Air rifle/air gun		
Handgun		
MSR rifle		
Muzzleloader		
Shotgun		
Traditional rifle		
Other		
Total	N=	N=

Brand of TRIGGER ASSEMBLIES/TRIGGER GUARDS purchased

	ANNUAL 2023	ANNUAL 2022
ALG		
Anderson		
Apex		
AR Stoner		
CMC		
CMMG		
Elftmann		
Geissele		
Ghost		
Glock		
Hyperfire		
Jewell		
JP Enterprises		
LaRue		
Magpul		
POF		
PSA / Palmetto State Armory		
Remington		
Rise		
Rock River Arms		
Ruger		
Stoner		
Tac-Con		
Timney		
Trigger Tech		
Velocity		
Volquartsen		
Wilson Combat		
Other		
Not sure		
Total	N=	N=

Reason for purchasing TRIGGER ASSEMBLIES/TRIGGER GUARDS

	ANNUAL 2023	ANNUAL 2022
An additional part		
Replacement of worn/broken part		
Upgrade of original part		
Total	N=	N=

Cost of TRIGGER ASSEMBLIES/TRIGGER GUARDS purchased

	ANNUAL 2023	ANNUAL 2022
\$0.00 - \$14.99		
\$15.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
\$50.00 - \$74.99		
\$75.00 - \$99.99		
\$100.00 - \$124.99		
\$125.00 - \$149.99		
\$150.00 - \$174.99		
\$175.00 - \$199.99		
\$200.00 - \$224.99		
\$225.00 - \$249.99		
\$250.00 - \$299.99		
\$300.00 or more		
Not sure		
Total	N=	N=
Average spent on triggers	\$	\$

Type of store where TRIGGER ASSEMBLIES/TRIGGER GUARDS are purchased

	ANNUAL 2023	ANNUAL 2022
Farm/Ranch Store		
General Sporting Goods		
Gun show or expo		
Local Shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used (from individual)		
Website		
Other		
Not sure		
Total	N=	N=

Type of website where TRIGGER ASSEMBLIES/TRIGGER GUARDS are purchased

	ANNUAL 2023	ANNUAL 2022
Internet marketplace		
Manufacturer's Website		
Online-only retailer		
Website of a brick-and-mortar store		
Other		
Total	N=	N=

Mean Amount Spent in the Last Three Months on Hunting and Target Shooting Equipment

Mean amount spent on hunting and shooting items by respondents

		ANNUAL 2023	ANNUAL 2022
Age	18 to 24	\$	\$
	25 to 34		
	35 to 44		
	45 to 54		
	55 to 64		
	65 and older		
Gender	Male		
	Female		
Household Income	Under \$10,000		
	\$10,000 to \$19,999		
	\$20,000 to \$29,999		
	\$30,000 to \$39,999		
	\$40,000 to \$49,999		
	\$50,000 to \$74,999		
	\$75,000 to \$99,999		
	\$100,000 to \$149,999		
	\$150,000 to \$199,999		
Education	\$200,000 or more		
	11 Years or Less		
	12 Years		
	1-3 Years of College		
	4 Years of College or More		
	I prefer not to say		
Overall Average		\$	\$

APPENDIX A: DEFINITIONS OF SPECIES HUNTED AND STORE TYPES

Species Hunted

Options seen by panelists in survey	Labels in report table
Whitetail deer	Whitetail deer
Mule deer, Blacktail, Sitka	Mule deer, Blacktail, Sitka
North American non-native deer (axis, fallow)	North American non-native deer
Elk	Elk
Antelope	Antelope
Bison/Buffalo	Bison/Buffalo
Moose	Moose
Caribou	Caribou
Sheep, goat	Sheep, goat
Bear	Bear
Turkey	Turkey
Alligator	Alligator
Hog (including javelina)	Hog
Waterfowl (ducks, geese)	Waterfowl
Small game (rabbit, squirrel)	Small game
Dove	Dove
Upland game birds (quail, pheasant, grouse, chukar, woodcock, crow)	Upland game birds
Predator/predator calling (including coyotes)	Predator/predator calling
Varmint/Furbearers (badger, beaver, prairie dog, groundhog, muskrat, otter, raccoon, ringtail, weasel, nutria, skunk)	Varmint/Furbearers
African game	African game
Any other game	Any other game

Store Types

Options seen by panelists in survey	Labels in report table
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)	Farm/Ranch Stores
General Sporting Goods (Sports Authority, Dick's, Academy)	General Sporting Goods
Gun shows or expos	Gun shows or expos
Local shop	Local shop
Mass Merchant (Wal-Mart, K-Mart, Sam's Club)	Mass Merchant
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Outdoors)	Outdoor Specialty Store
Printed Catalog (Bass Pro, Cabela's, etc..)	Printed Catalog
Used (from individual)	Used (from individual)
Website (Cabela's, Bass Pro, Brownells, GunBroker, etc..)	Website
Other	Other
Not sure	Not sure