

THE IMPORTANCE OF SEGMENTING FIREARM OWNERS

1. Firearm owners do not share the same motivations for owning a firearm

To Have Fun with Friends and Family:



To Be Proficient with Firearms:



2. They don't agree on the most important features to look for in a firearm



Comfort/fit & feel are more important to the **Social Shooter** than the Hunter.



Urban Recruits are most likely to value firearms that are used by professionals.



Guardian Gary puts more emphasis on high performance/accuracy than Protectors.

3. You will not find them shopping at the same store



Debbie Defense is most likely to buy from general sporting goods stores.



Skills Builder is more likely to buy online.



Urban Recruits makes their purchases at outdoor specialty stores.

Visit www.southwickassociates.com/commercial/firearms-consumer-segmentation/ for more details. To learn how NSSF's segmentation insights can be customized to help your business, contact Nancy Bacon, Vice President, Southwick Associates, Nancy@SouthwickAssociates.com or Jim Curcuruto, Director of Industry Research & Analysis, NSSF, jcurcuruto@nssf.org.

Conducted by:

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Consumer Segmentation Analysis
of the
U.S. Commercial Firearms &
Accessories Market



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