

# SAMPLE REPORT



## SUPPLEMENTAL REPORT

### The At- and Away-From-Home Protection Market for Firearms

*Supplement to the Consumer Segmentation Analysis on the Commercial  
Firearms & Accessories Market*



**SOUTHWICK**  
ASSOCIATES



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This study takes an in-depth look at three distinct groups of protection-related firearm consumers: 1. **Recently purchased**, defined as those who purchased a firearm for the purpose of protection in the past five years; 2. **Intends to Purchase**, those who plan to buy a firearm for protection in the next five years, regardless of whether they currently own a firearm for protection or not; and 3. **Maintains**, those that maintain a firearm for protection purposes. As a follow-up to *The Consumer Segmentation Analysis on the U.S. Commercial Firearms and Accessories Market Report*, taking a look at this niche of the firearms market will help companies build more relevant products and increase sales through targeted communications in the at-home and away from home protection market.



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# Topline View of the Protection Market



## WHO THEY ARE

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| Lorem | x% Lorem | Lorem |  
Lorem



## FIREARM CUSTOMER SEGMENTS: (Most likely to be classified as)



## FIREARMS KNOWLEDGE

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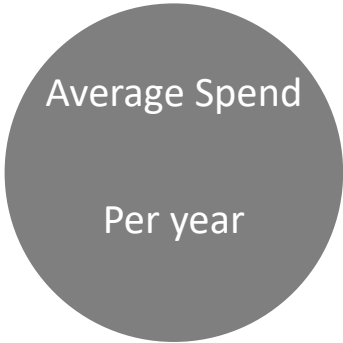
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## PURCHASE DRIVERS

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Lorem

15%  
Lorem



## PATH TO PURCHASE

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*For more information on firearm owner segments and  
to purchase the full segmentation report, visit:  
[www.southwickassociates.com/commercial/firearms-  
consumer-segmentation/](http://www.southwickassociates.com/commercial/firearms-consumer-segmentation/)*

# Who They Are



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	Recently Purchased	Intends to Purchase	Maintains
	X% Male	X% Male	X% Male
	X% Caucasian X% Hispanic*	X% Caucasian X% Hispanic*	X% Caucasian X% Hispanic*
	X% Married	X% Married	X% Married
	Avg. Age: 53	Avg. Age: X	Avg. Age: X
	X% Bachelor's degree or higher	X% Bachelor's degree or higher	X% Bachelor's degree or higher
	X% City and Suburb	X% City and Suburb	X% City and Suburb
	X% ≥\$XK	X% ≥\$XK	X% ≥\$XK

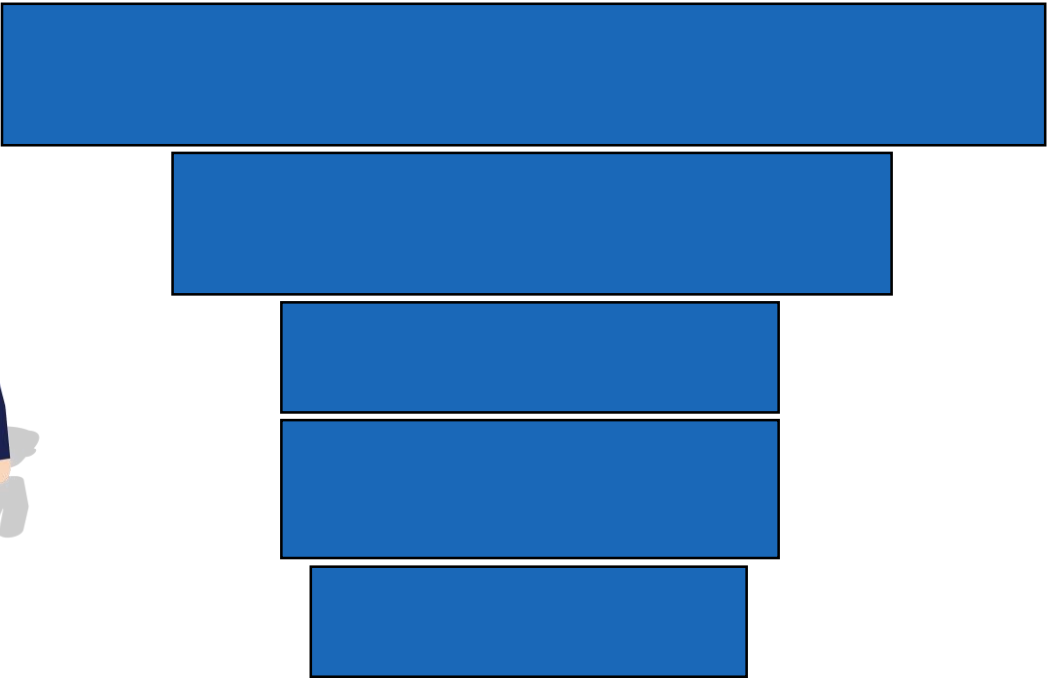
Q: Are you? (Male or Female); In what year were you born? Which of the following best describes your race (select below)? What is your marital status (select below)?; Which of the following describes your household income before taxes (select below)? Please check the highest level of education you completed (select below); Where is your home located (select below)? Sample: Purchased for Protection – N=1114; Intending to Buy for protection – N=2,477; Maintains for Protection – N=1,681.

\*= Caucasian and Hispanic are not additive; may be same person

# How They View Themselves



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Q: "Choose up to three words to describe yourself." Sample: Recently Purchased – N=1,034; Intends to Purchase – N=2,377; Maintains – N=1,651.

# How Well They Know Firearms



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Q: "When it comes to firearms knowledge, do you consider yourself..." Sample: Recently Purchased – N=1,058; Intends to Purchase – N=2,404; Maintains – N=1,681.





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**Target Shooting  
(Paper or Formal  
Targets)**

**Plinking (Informal  
Target Shooting)**

**Hunting Deer and  
other Big Game**

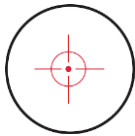
**Practical (Tactical)  
Shooting**

**Recently Purchased**

**Intends to  
Purchase**

**Maintains**

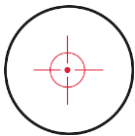
*Q: Please check the types of firearm-related activities you have engaged with in the past year (select below). Sample: Recently Purchased – N=1,058; Intends to Purchase – N=2,404; Maintains – N=1,681.*



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# Satisfactions from Target Shooting

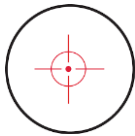


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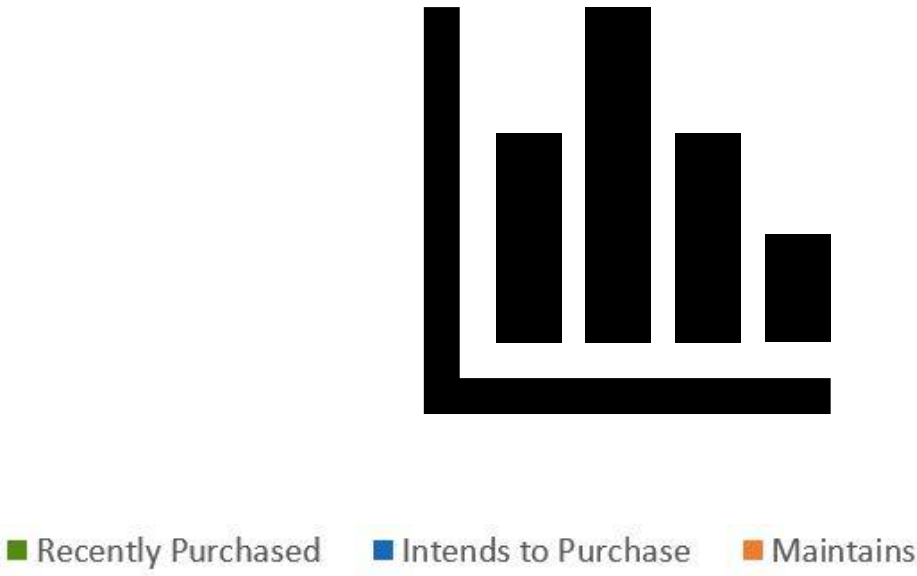
## All Satisfactions Ranked for Target Shooting:



Q: Please select up to three words or phrases that best describe the satisfactions received from target shooting with a firearm (select below). Sample: All Protection Market (Recently Purchased, Intends to Purchase and Maintains) – N=1,873



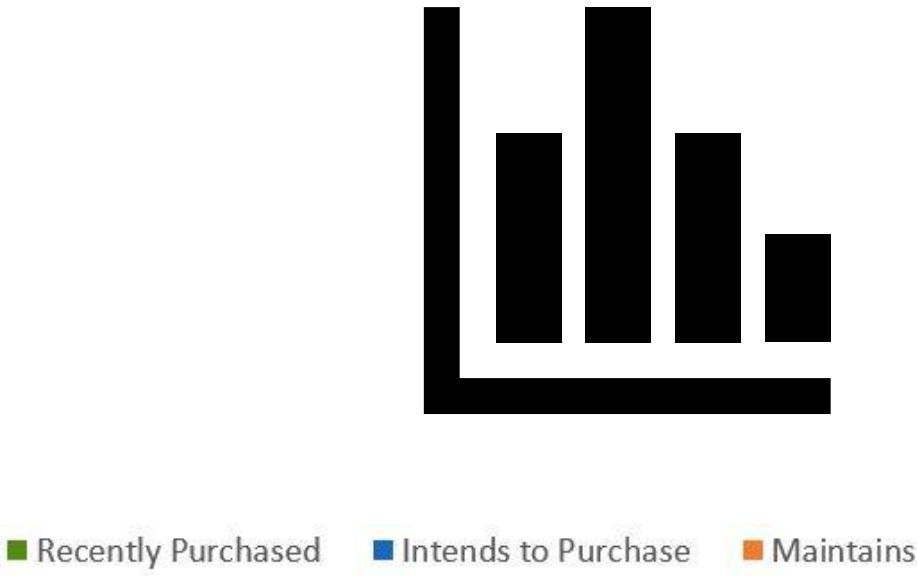
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Q: Please check the statement that best describes how frequently you go target shooting (whether it's with a rifle, handgun or shotgun) (select below). Sample: Recently Purchased – N=1,061; Intends to Purchase – N=2,411; Maintains – N=1681.



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Q: Which type of firearm was your first firearm? Sample: All Protection Market – N=1,943;  
Q: What type of firearm was your most recent purchase? Sample: Recently Purchased – N=1,114;

# Motivations for Most Recent Purchase



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*Q: What are the top 3 reasons for buying your last firearm? Sample: Those who recently purchased a semi-automatic handgun (N=996); Those who recently purchased a revolver (N=304); Those who recently purchased a shotgun (N=119).*

# Reasons for Purchasing a Firearm for Protection



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## Top Reasons for Purchasing a Firearm for Protection



■ Recently Purchased    ■ Intending to Purchase

Q: Select the following reasons why you choose to own a firearm for protection purposes. Sample: Recently Purchased – N=937;  
Q: Select the following reasons why you **would** choose to own a firearm for protection purposes. Sample: Intends to Purchase – N=2,293.



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Q: If you were to purchase a firearm within the next five years, which type of firearm would this most likely be? Sample: Intends to Purchase – N=2,441



# Top Reasons for Future Firearm Purchase



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*Q: What are the top 3 reasons for buying your next firearm? Sample: Those who are interested in purchasing a semi-automatic handgun (N=2,302); Those who are interested in purchasing a revolver (N=658); Those who are interested in purchasing a shotgun (N=250). Those who are interested in purchasing a modern sporting rifle (N=180).*

# Top Purchase Drivers



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## Top Reasons for Next Firearm Purchase



Home Protection  
**X%**



Self Protection Away from Home  
**x%**

## Top Purchase Drivers for Next Firearm Purchase



Q; Please rate the level of importance of each of the purchasing considerations listed below (1=least important, 5=very important): Sample= Sample: Those looking to purchase a firearm for protection in the next five years – N=2,441.



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**X%**

Lorem

**X%**

Lorem

**X%**

Lorem

**X%**

Lorem

*Q: Please check all statements that describe how you conducted your last firearm purchase (last 5 yrs.) or how you would proceed with your next firearms purchase. Sample: All Protection Market– N=2,814.*



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Total Spend: \$X



*\*Not everyone purchases a firearm every year. This is not based on total amount spent on most recent firearm purchase. Q: Approximately how much have you spent in the last year to participate in hunting / shooting activities? Sample: Firearms (N=1,728), Ammunition (N=1,803), Other hunting / shooting supplies (target, scents, clothing, holster, etc.) (N=1,573), Range / rental fees (N=1,653), Lessons / instructional materials (N=1,534).*



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### Recently Purchased

(X% of the protection market)

Firearms*	\$ x
Ammunition	\$ x
Other Hunting/Shooting Supplies	\$ x
Range/Rental fees	\$ x
Lessons / Instructional Materials	\$ x
Average Annual Spending	\$ x

*\*Not everyone purchases a firearm every year. This is not based on total amount spent on most recent firearm purchase. Q: Approximately how much have you spent in the last year to participate in hunting / shooting activities? Sample: Firearms (N=973), Ammunition (N=1,010), Other hunting / shooting supplies (target, scents, clothing, holster, etc.) (N=857), Range / rental fees (N=906), Lessons / instructional materials (N=843).*

### Intends to Purchase

(X% of the protection market)

Firearms*	\$ x
Ammunition	\$ x
Other Hunting/Shooting Supplies	\$ x
Range/Rental fees	\$ x
Lessons / Instructional Materials	\$ x
Average Annual Spending	\$ x

*\*Not everyone purchases a firearm every year. This is not based on total amount spent on most recent firearm purchase. Q: Approximately how much have you spent in the last year to participate in hunting / shooting activities? Sample: Firearms (N=1,364), Ammunition (N=1,423), Other hunting / shooting supplies (target, scents, clothing, holster, etc.) (N=1,236), Range / rental fees (N=1,303), Lessons / instructional materials (N=1,200).*

### Maintains Firearm for Protection

(X% of the protection market)

Firearms*	\$ x
Ammunition	\$ x
Other Hunting/Shooting Supplies	\$ x
Range/Rental fees	\$ x
Lessons / Instructional Materials	\$ x
Average Annual Spending	\$ x

*\*Not everyone purchases a firearm every year. This is not based on total amount spent on most recent firearm purchase. Q: Approximately how much have you spent in the last year to participate in hunting / shooting activities? Sample: Firearms (N=1,534), Ammunition (N=1,606), Other hunting / shooting supplies (target, scents, clothing, holster, etc.) (N=1,401), Range / rental fees (N=1,459), Lessons / instructional materials (N=1,362).*

# Consumer Segmentation Analysis Report Overview

A consumer segmentation analysis identifies the uniquely distinct parts, or segments, of the market. Consumers are segmented based on their needs, with each segment sharing a common set of motivations for wanting to buy a product. It is not based on what the consumer looks like or how they use their firearms. By understanding why consumers decide to buy firearms and the reasons they favor specific firearms, companies can improve their products, marketing and consumer interactions.

Consumer segmentation studies are based on people's most recent purchases. Their needs and motivations can vary from purchase to purchase. For example, not everyone who hunts belongs to the "Hunter" segment. But, if their most recent purchase was to satisfy a home protection need, that hunter could fall into the "Guardian Gary" segment. Consumer segmentation studies are best interpreted as reflecting the overall mix of consumers' motivations and needs as they exist today, and not as a permanent classification for each individual consumer.

The purpose of this segmentation analysis is to bring clarity to the U.S. commercial firearms and accessories market, provide a starting point for companies to explore new business opportunities, develop a tighter bond with their customers, and increase their brand loyalty. Use this report and the detailed segmentation services available from Southwick Associates ([www.southwickassociates.com/commercial/firearms-consumer-segmentation](http://www.southwickassociates.com/commercial/firearms-consumer-segmentation)) to learn more about the broader U.S. firearms and accessories market.

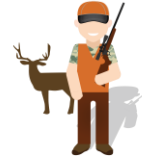
# Firearm Consumer Segments – Protection Market



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**The Collector** **x% of Protection Market**  
x% of Firearm Consumers



**The Hunter** **x% of Protection Market**  
x% of Firearm Consumers



**The Social Shooter** **x% of Protection Market**  
x% of Firearm Consumers



**The Protector** **x% of Protection Market**  
x% of Firearm Consumers



**The Skills Builder** **x% of Protection Market**  
x% of Firearm Consumers



**Debbie Defense** **x% of Protection Market**  
x% of Firearm Consumers



**The Urban Recruit** **x% of Protection Market**  
x% of Firearm Consumers



**Guardian Gary** **x% of Protection Market**  
x% of Firearm Consumers

For more information on the firearm owner segments, visit: [www.southwickassociates.com/commercial/firearms-consumer-segmentation/](http://www.southwickassociates.com/commercial/firearms-consumer-segmentation/)

# Firearm Consumer Segments – Protection Market



The top four segments do not change when you look at the three different groups that make up the protection market.

## Recently Purchased

Lorem x%

Lorem x%

Lorem x%

Lorem x%

## Intends to Purchase

Lorem x%

Lorem x%

Lorem x%

Lorem x%

## Maintains Firearm for Protection

Lorem x%

Lorem x%

Lorem x%

Lorem x%

For more information on the firearm owner segments, visit: [www.southwickassociates.com/commercial/firearms-consumer-segmentation/](http://www.southwickassociates.com/commercial/firearms-consumer-segmentation/)



# Additional Insights Available from the Consumer Segmentation Dataset via Custom Research

More in-depth insights are available for all firearm owners and consumers on the following topics:



**Lifestyle**



**Outdoor Activities**



**Purchase Drivers**



**Shopping Habits**



**Firearm Ownership &  
Purchase Intentions**

For more information contact Nancy Bacon, Vice President, at [Nancy@SouthwickAssociates.com](mailto:Nancy@SouthwickAssociates.com).

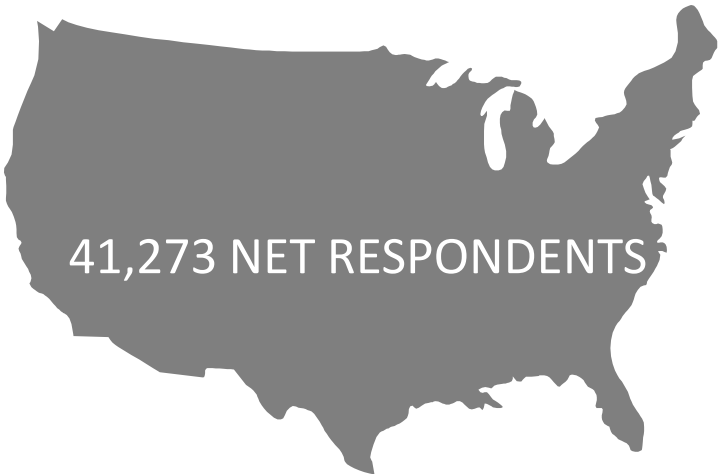
The 95,000+ surveys behind this research included men and women ages 18+ who:



**Purchased a firearm since 2000**



**Currently own a firearm**



## Southwick Associates, Inc.



Southwick Associates is a market research, statistics and economics firm specializing in the outdoor recreation markets. For more than 25 years, Southwick Associates has delivered comprehensive insights that have advanced strategic decisions across the entire outdoor community; from resource agencies, industry associations and non-profit organizations to utilities and outdoor manufacturers and businesses. We find solutions to problems others cannot solve. Southwick Associates was assisted by Brand Depot, LLC in the project design. For more information and solutions to your consumer segmentation needs contact Nancy Bacon, Vice President, at [Nancy@SouthwickAssociates.com](mailto:Nancy@SouthwickAssociates.com).

## National Shooting Sports Foundation



The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 12,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, visit [www.nssf.org/research](http://www.nssf.org/research).