

NSSF® Report

FUTURE GUN OWNERS OF AMERICA

IMPROVING RECRUITMENT OF NEW HUNTERS
AND RECREATIONAL SHOOTERS



SOUTHWICK
ASSOCIATES

Conducted for the
National Shooting Sports Foundation*
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THE FIREARMS INDUSTRY TRADE ASSOCIATION

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Executive Summary

In 2016, it was estimated there were roughly twenty-four million individuals who were not firearm owners but were seriously considering purchasing their first firearm within the next few years.¹ To gain a preliminary understanding of this group of potential first-time buyers, they were segmented based on their primary motivations to purchase their first firearm. This new research is an extension of the earlier work in an effort to gain a deeper understanding of effective marketing strategies that are most likely to bring this group to the firearms market. This report details the firearms and accessories that potential first-time buyers are interested in purchasing as well as the marketing tactics that can be employed to successfully motivate this population to make their purchase.

While each segment is drawn to the firearms market by a unique set of motivations, most segments share the same concerns related to purchasing a firearm. Affordability is the most common reason why individuals have not yet purchased a firearm in every segment. In a time when firearm safety is frequently discussed, many potential firearm buyers are carefully considering the cost of a gun safe, locks, concealed handgun license (CHL) courses, classes, and other measures when contemplating the purchase of their first firearm. The costs of meeting these safety concerns factor into the affordability of firearm ownership.

The results of this report must be understood as the perception of the firearms market held by those outside the firearms industry. Many responses may not be reflective of the current state of firearm ownership, but instead reflect how non-owners perceive the world of firearm ownership. For example, many respondents indicate they don't understand regulations regarding firearm ownership well enough to feel comfortable purchasing a firearm. This is perhaps more reflective of a lack of education instead of burdensome regulations. By focusing efforts on education and awareness, the firearms industry could have a simpler path to propel potential owners to the market.

First-time buyers, regardless of segment membership, do not typically have networks of experienced firearm owners that could help them identify and understand their needs as it relates to purchasing their first firearm. Their understanding of firearms is very different from those who have purchased a firearm before. Therefore, marketing strategies must be tailored to the potential first-time buyer. The messaging and imagery used in marketing campaigns need to reassure these segments that they too can be successful hunters or recreational shooters, or confident defenders in a protection scenario. Ultimately, to persuade potential first-time firearm buyers to make a purchase, the marketing techniques used to reach these segments need to differ greatly from those the techniques used with current owners.

This project was made possible by a Multi-State Conservation Grant from the Association of Fish and Wildlife Agencies.

¹ <https://www.southwickassociates.com/wp-content/uploads/downloads/2017/01/NSSF-First-Time-Firearm-Buyers-Segmentation-Summary-FINAL.pdf>

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Background

From 2014 to 2016, the NSSF conducted several industry-funded research efforts to better understand how to recruit new shooting sports participants. Two of these efforts focused on identifying interest levels in target shooting and hunting, respectively, among specific demographic groups: African-Americans, Hispanics, Asian Americans and women. Samples of regular shooting sports participants were included as control groups. The results showed a very high level of interest in the shooting sports, but low rates of feeling welcome or knowing where to begin. Surprising to some, motivations and perceptions varied little across these groups, showing that people's physical differences have little impact on interest and marketing approaches. The third effort was a consumer segmentation study that grouped potential new customers by their shared motivations and preferences. This research found there are 24 million U.S. consumers interested in acquiring their first firearms; these prospects were grouped into eight major segments, each with different motivations and preferences. This project, an extension of these earlier efforts, fills a critical gap by answering questions regarding the messages, images, and communication channels that states and NGOs can use to encourage these eight segments of potential new customers to join the shooting sports.

Methods

People are drawn to purchase firearms for a wide variety of reasons that can range from a desire to become a hunter to home protection, or from a desire to have fun at the range with friends to wanting to buy one before firearm sales become further restricted. To the extent that manufacturers, retailers, and other organizations in the firearms trade tap into these motivations, the chance of success at persuading potential first-time firearm buyers to make a purchase is improved. To identify which factors motivate different types of customers, two focus groups were facilitated, and an extensive survey was conducted across a sample of the general population from across America.

Focus Group Methodology

Two focus groups were conducted to gain qualitative insights from potential first-time firearm buyers. Focus group participants were recruited from the identified target audience (potential first-time firearm buyers) for an eastern and a western location (Tulsa, OK, and Denver, CO, respectively).² Screener surveys were employed to identify qualified candidates for the focus groups, with the respondents self-identifying into their segment. Each focus group contained eight individuals, nearly every segment was represented in each of the two focus groups. While the focus groups' results can be used for deeper insights into each segment, these results are most valuable when used to represent the whole sample audience of potential first-time firearm buyers instead of each segment individually. An overview of the focus group results can be found in the following section, titled *Market Overview*.

Segmentation Survey Methodology

Survey data was used to segment respondents into eight groups based on their primary motivations for purchasing their first firearm. The list of motivations match those used to segment consumers in a previous effort in 2017.³

Respondents were asked to identify three motivations that reflected their reasons for wanting to purchase a firearm, such as to have fun with family/friends or to better understand firearms. The ratings of seventeen motivations were evaluated using factor analysis, which collapsed a large number of variables into a smaller set of factors with similar underlying concepts. Following this, cluster analysis was used to assign respondents to the segments defined in the previous 2017 effort. These segments are described in Table 1 in the next section.

² The previous NSSF research found few regional differences regarding people's motivations to hunt or shoot. Therefore, more than two locations were not considered necessary.

³ <https://www.southwickassociates.com/wp-content/uploads/downloads/2017/01/NSSF-First-Time-Firearm-Buyers-Segmentation-Summary-FINAL.pdf>

Data Weighting

The sample obtained from the general population survey was weighted to ensure that people who entered the survey accurately reflected the demographic composition of the population of US residents in 2018. Weights were based on age, geographic region, ethnicity, and gender.

A note about statistical reliability: 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 potential first-time firearm buyers. 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, we include “N=” at the bottom of each table to denote the unweighted sample size on which the table is based and as a general indication of statistical reliability. For reference, a normally distributed sample of 400 respondents will have a margin of error no greater than +/- 4.9% at the 95% confidence level.

Market Overview

While potential first-time firearm buyers are driven to purchase a firearm by different motivations, many individuals in this market have similar reasons for why they have not bought a firearm yet and how they could be enticed to enter the firearms market. To better understand each individual segment within this market, it is important to have a general understanding of potential first-time firearm buyers.

Many potential firearm buyers are not sure what they need, and they are not sure which questions will help them identify their needs. Some simply do not know what they are searching for when doing online research; one respondent stated, “I don't know what I'm looking for or what I need, caliber, any of that kind of thing.” While firearm owners might have a similar uncertainty about their needs, current owners are likely to know where to go for advice or recommendations; in contrast, those who have never purchased a firearm do not have similar networks to help them with their decision making. Many potential buyers have visited firearm manufacturers' websites to browse for information on firearms but may browse without completely understanding what they are viewing.

There are barriers to entering the firearms market that potential first-time firearm buyers experience. When considering the cost of their first firearm, many also consider the cost of shooting classes to become familiar with firearms, safes, and other safety measures. Along these same lines, because the homes of many potential first-time firearm buyers currently have no firearms, there are safety concerns that arise as the result of beginning to live with firearms. Many segments need reassurance, education, and information that address these safety concerns.

When considering marketing imagery, potential first-time firearm buyers largely need to feel reassured that they could achieve measurable success with a firearm. Those interested in hunting want to see images that include harvesting game, while those interested in target shooting want to see clays disintegrating in midair or holes punched in targets, for instance. This type of visible success reassures potential firearm buyers that they too could be successful.

Similar to marketing images, messages used in marketing campaigns aimed at aspiring hunters, target shooters, and other non-protection segments should allude to excitement and the joy of a new activity. Many potential first-time buyers have no experience, or a very limited experience, with hunting and shooting activities. Messages like “expand your limits” and “know what you eat” play to this sense of excitement and personal growth, without intimidating those who don't have experience.

The protection market, comprised of those who want to purchase their first firearm for either at-home and away-from-home protection, shares a similar attitude towards marketing imagery and messages as those not interested in protection. Images should depict an individual using a firearm in a realistic protection scenario. Similar to hunting images depicting a harvest or target shooters achieving their target, protection images need to display the danger from which an individual is protecting themselves. Additionally, it is important for the individual protecting themselves or their family to appear confident to reassure the potential first-time buyer that they too could be a confident protector in any situation.

Most important to remember is the fact that the target audience is a group that may be intimidated by the process of purchasing or owning a gun. Those who have never purchased a firearm before may have misconceptions about the features, inherent safety, or intended use of firearms.

Key Opportunities:

Handguns are the most likely type of firearm for almost every segment to purchase first. Because of this, and because cost is one of the most important considerations for every segment, building a comprehensive package would likely be attractive to many segments. Compiling all of the items new firearm owners need in one place would help them avoid decisions which require information that they don't have. Packages including targets, cleaning supplies, and ammunition could entice potential first-time firearm buyers to successfully purchase their first firearm.⁴

Many respondents are more likely to go hunting or target shooting with a friend than a family member. Communicating to current firearm owners, hunters, and recreational shooters the importance of inviting friends to participate in these activities will also yield success for the industry.

⁴ A complete list of other items that respondents want to purchase can be found on page 27, Table 8.

Segment Overviews

The following segments can be grouped into two overarching categories: protection and non-protection. The first five segments listed in Table 1 (below) include non-protection segments: Aspiring Hunter; Fun Fanatic; Learner; Anxious Buyer; Aspiring Target Shooter. The last three segments are all protection-minded: Unarmed Aaron; Weaponless Wendy; Unprepared Protector. While the Unarmed Aaron and Weaponless Wendy segments share primary motivations, they are differentiated by gender, with Unarmed Aaron being an all-male segment and Weaponless Wendy an all-female segment.⁵

Table 1. Potential first-time firearm buyer segments

Segments	Primary Motivations		
Aspiring Hunter	To hunt as recreation	To provide my own meat for food	To provide greater hunting opportunities
Fun Fanatic	To have fun with my friends and/or family	To have fun on my own	
Learner	To better understand firearms	To know this type of firearm better	To be proficient with firearms / to develop shooting skills
Anxious Buyer	I've always wanted to have my own firearm	To own one before sales are further restricted	
Aspiring Target Shooter	To go recreational shooting (i.e. targets, plinking, etc.)	To be proficient with firearms / to develop shooting skills	
Unarmed Aaron	To protect myself/family away from the home	To protect myself/family at home	
Weaponless Wendy	To protect myself/family away from the home	To protect myself/family at home	
Unprepared Protector	To protect myself/family at home	To be proficient with firearms / to develop shooting skills	

An overview of each segment is given in the following pages, noting their motivations to purchase their first firearm, barriers they have encountered, and ways that they could be persuaded to follow-through with making their first purchase.

⁵ The use of gender to differentiate between Unarmed Aaron and Weaponless Wendy is the only time when demographic information was used in the segmentation process. All other segments are entirely motivation based.

The Aspiring Hunter

9% of the market

"I would love to buy a shotgun or rifle for hunting, I just haven't been able to afford one yet and I don't know of a close place to go hunting. I'm also not sure if I would use a firearm enough to really justify owning one. However, I think some less expensive options and a better understanding of the proper way to use firearms could entice me to purchase."

-The Aspiring Hunter

The Aspiring Hunter segment is motivated to purchase their first firearm by their desire to hunt as recreation and to provide themselves with meat. While a minority of the individuals within this segment have hunted before, they have not yet purchased their first firearm. Most hunters within this segment have hunted deer, small game, or turkey within the past five years. While every other segment is most interested in purchasing a handgun, the Aspiring Hunter is drawn to a firearm that they can use hunting. Shotguns and traditional rifles top the list for the Aspiring Hunter's intended first purchase.

The typical Aspiring Hunter has not yet purchased a firearm because they cannot afford one, don't know of a close place to go hunting, and is not sure if they would use the firearm enough. However, less expensive options, a better understanding of how to use a firearm, and finding the time to learn more about the buying and owning process could entice the Aspiring Hunter to enter the firearms market.

The Aspiring Hunter values marketing imagery that reflects a situation they could imagine themselves enjoying. Images of technically challenging hunts, or seemingly unwieldy firearms could intimidate the Aspiring Hunter. Alternatively, imagery that displays novice hunters demonstrating a visible success will help assure the Aspiring Hunter that they too can become a successful hunter and will motivate them to enter the firearms market.

Key Opportunity: marketing messages that speak to the excitement and challenges inherent in hunting and the sense of being a provider who harvests meat spark the Aspiring Hunter's motivations to own and can be used to reassure them that they can become a successful hunter.

Top 3 Firearms Interested in Buying	
Traditional rifle	36%
Shotgun	34%
Handgun (revolver or semi-automatic)	27%
Top 3 Top 3 Reasons Why They Haven't Purchased Yet	
I cannot afford one yet	25%
No place close to home to hunt or shoot	19%
Not sure if I would use it enough	19%
Top 3 Ways to Encourage Purchase	
A better understanding of how to use it	18%
Finding time to learn more about buying and owning a firearm	18%
Less expensive options	17%

Fun Fanatic

11% of the market

"I would love to buy a handgun to have fun with friends and family at the range, or even to have fun by myself! I have not been able to afford one yet, and don't know the regulations well enough to feel comfortable purchasing a firearm. However, I think less expensive options and a recommendation from a friend or family member could get me to purchase a firearm."

-The Fun Fanatic

Whether in a social setting with friends & family or by themselves, having fun with recreational shooting is what motivates the Fun Fanatic to purchase their first firearm. One-third of this segment has gone target shooting at least once in the past five years, and most consider themselves to be fairly experienced or very experienced.

Most individuals in this segment are interested in purchasing a handgun, but a traditional rifle or shotgun could also prove fun at the range. Affordability, as well as licensing and regulatory concerns, have prevented the Fun Fanatic from purchasing a firearm. With so many firearms on the market, they are also overwhelmed with options and are not sure which firearm would best fit their needs. However, they could be encouraged to make their first purchase by finding less expensive options and getting recommendations from a friend or family member. Also, the Fun Fanatic needs more information on places where they could go to shoot their firearm before they make their purchase.

The Fun Fanatic is excited by imagery that displays recreational shooters and hunters having fun and being successful! These images show visible success, such as clays bursting apart from the well-placed shot of a skeet shooter, or hunting partners smiling as they carry their harvest back to the truck. These individuals aren't focused on the specific firearm, or the person who may hold it - they are primarily concerned with seeing people having fun!

Key Opportunity: messages directed towards Fun Fanatics should not be overthought. The Fun Fanatic is interested in hunting or target shooting because "it's fun, exciting, and thrilling!". The messages that most closely align with their motivations include themes that revolve around the same sense of excitement and thrill expressed in those images.

Top 3 Firearms Interested in Buying	
Handgun (revolver or semi-automatic)	52%
Traditional rifle	37%
Shotgun	32%
Top 3 Top 3 Reasons Why They Haven't Purchased Yet	
I cannot afford one yet	38%
I do not have the proper licensing, or do not know the regulations well enough yet	22%
I do not know which one to buy	19%
Top 3 Ways to Encourage Purchase	
Less expensive options	32%
Recommendation from a friend or family member	24%
More information on places where I could shoot	22%

Learner

11% of the market

"I'm really interested in gaining a better understanding of firearms and becoming proficient with them. I would really like to purchase a handgun, but affordability and licensing & regulatory knowledge has kept me out of the market so far. I think a better understanding of how to use firearms and finding the time to learn about the purchasing and ownership of firearms would convince me to make my first firearm purchase."

-The Learner

The Learner wants to purchase a firearm so that they can better understand firearms. They want to become proficient with firearms, develop their shooting skills, and know a particular type of firearm better. A seemingly competitive person, the Learner challenges themselves to become good at new activities; hunting and recreational shooting are no different!

Most Learners are more interested in purchasing a handgun than any other firearm, although a smaller sub-group are interested in purchasing a shotgun or traditional rifle. However, the Learner has not been able to afford their first firearm yet, and they are not well educated about firearms or about licensing & regulatory issues surrounding firearm ownership.

To be comfortable and confident making their first firearm purchase, the Learner feels that they need to spend more time educating themselves about the purchasing process, and what firearm ownership involves, in addition to better understanding how to use firearms. Also, they are waiting for less expensive firearm options.

The competitive nature of a Learner is engaged with the motivation to become proficient with firearms, and nothing ignites this sense of competition like imagery that displays skilled marksmen honing their craft. Images of hunters or recreational shooters making well-placed shots instantly connect with Learners.

Key Opportunity: messaging that ignites a sense of self-improvement, such as "challenge yourself" or "expand your limits" speak to the heart of the Learner. This segment finds messages such as "gain a skills that others don't have" or "you can do anything" to be influential and might increase their motivation to purchase their first firearm.

Top 3 Firearms Interested in Buying	
Handgun (revolver or semi-automatic)	66%
Shotgun	33%
Traditional rifle	30%
Top 3 Reasons Why They Haven't Purchased Yet	
I cannot afford one yet	35%
I do not have the proper licensing, or do not know the regulations well enough yet	27%
I do not know enough about firearms yet	27%
Top 3 Ways to Encourage Purchase	
A better understanding of how to use it	31%
Finding time to learn more about buying and owning a firearm	29%
Less expensive options	24%

Anxious Buyer

5% of the market

"I've always wanted to have my own firearm, and I'm worried that I might not be able to buy a firearm in the future due to new restrictions, so I'd like to buy one sooner-rather-than-later. I'm most interested in purchasing a handgun, but I might want a shotgun. I haven't been able to afford one yet, and I'm not familiar with licensing and regulations around firearms, so I haven't bought anything yet. If I could learn more about how to use a firearm and find time to learn about the process of buying and owning firearms, I might be more likely to make this first purchase."

-The Anxious Buyer

The Anxious Buyer wants to buy a firearm because they are afraid that their ability to purchase a firearm might be jeopardized in the future. Individuals in this segment have always wanted to own their own firearm, and they want to buy one before firearm sales become more restricted.

Similar to most segments, the Anxious Buyer is most interested in purchasing a handgun. The main reason that they have not purchased a firearm yet is because they cannot afford one.

Additionally, they don't have the proper licensing, don't know the regulations surrounding firearms well enough, or simply don't feel that they have enough experience with firearms to feel comfortable owning one yet. A better understanding of how to use firearms and how to approach the buying and ownership of firearms would entice Anxious Buyers into the market to purchase their first firearm. Anxious Buyers could be intimidated by complex purchasing processes and are searching for a simpler method of buying firearms.

Although the Anxious Buyer's primary motivation for purchasing their first firearm is that they have always wanted one and want to buy before sales are restricted, the ultimate goal for many of these individuals is to use the firearm for personal protection; hunting and recreational shooting are not as important.

Key Opportunity: marketing images that feature concealable semi-automatic handguns, or images of modern sporting rifles, are attractive to the Anxious Buyer. When images of this style are paired with messaging revolving around self- and home-protection, such as "I depend only on myself for safety," the Anxious Buyer is enticed to enter the firearms market.

Top 3 Firearms Interested in Buying	
Handgun (revolver or semi-automatic)	60%
Shotgun	35%
Traditional rifle	24%
Top 3 Reasons Why They Haven't Purchased Yet	
I cannot afford one yet	41%
I do not have the proper licensing, or do not know the regulations well enough yet	34%
I do not know which one to buy	22%
Top 3 Ways to Encourage Purchase	
A better understanding of how to use it	29%
Finding time to learn more about buying and owning a firearm	28%
An easier purchasing process	26%

Aspiring Target Shooter

7% of the market

"I'd like to buy a firearm so that I can develop my skills as a recreational shooter. I think a handgun or traditional rifle would probably be my first purchase, but I haven't done this yet because I can't afford a firearm, and I don't understand the regulations around firearms, or have the proper licensing. Less expensive options and a better understanding of how to use firearms might get me to purchase a firearm."

-The Aspiring Target Shooter

The Aspiring Target Shooter is motivated to purchase their first firearm by a desire to go recreational shooting, and to be good at it! These individuals see recreational shooting as a hobby that they want to pick up and see this activity as a type of lifestyle they want to participate in.

While the first choice of firearm for the Aspiring Target Shooter is a handgun, they are more likely than any other segment to purchase a traditional rifle. Like many other segments, the Aspiring Target Shooter cannot yet afford a firearm, and isn't sure what licensing and regulations might affect their purchase. In addition, they are not sure which firearm to buy.

The Aspiring Target Shooter is waiting to find less expensive options on the market before they make their first purchase. They also feel like they need a better understanding of how to use firearms, as well as more information on places where they could go to enjoy their new recreational shooting hobby.

The Aspiring Target Shooter is enticed by marketing imagery that shows recreational target shooters confidently and competently practicing recreational shooting activities such as plinking or target shooting with paper targets. The goal of the Aspiring Target Shooter is to enjoy recreational shooting, so they are drawn to images that display others doing this!

Key Opportunity: marketing messages that touch on all aspects of recreational shooting appeal to the Aspiring Target Shooter, whether they speak to the social aspects such as joining family and friends at the range or expanding their limits by getting into a new activity. Messages like, "nothing like quality time at the range with family/friends", "expand your limits", and "gain a skill others don't have" all allude to the fun of regularly participating in recreational shooting. It is all about getting out to the range!

Top 3 Firearms Interested in Buying	
Handgun (revolver or semi-automatic)	55%
Traditional rifle	40%
Shotgun	34%
Top 3 Reasons Why They Haven't Purchased Yet	
I cannot afford one yet	34%
I do not have the proper licensing, or do not know the regulations well enough yet	27%
I do not know which one to buy	27%
Top 3 Ways to Encourage Purchase	
Less expensive options	31%
A better understanding of how to use it	22%
Finding time to learn more about buying and owning a firearm	21%

Unarmed Aaron

18% of the market

"I'd really love to buy a handgun for home protection and protection away from the home. I haven't bought a firearm yet because I haven't been able to afford one and I'm not familiar with regulations and licensing needs. However, less expensive options and an easier purchasing process, along with the assurance of safety in ownership would probably encourage me to make this purchase."

-Unarmed Aaron

Unarmed Aaron is an all-male segment of potential first-time firearm buyers primarily interested in protection away from the home, as well as home protection. To become a capable protector, they are motivated by the desire to become proficient with a firearm, so that they feel confident in their abilities to protect themselves and their family if the need ever arises.

Unarmed Aaron is significantly more interested in purchasing a handgun than any other type of firearm, likely due to a handgun's ability to be used for self-protection as well as home protection. Yet, there is still a small interest in purchasing a shotgun.

Finding less expensive options is important to Unarmed Aaron, because budgetary restrictions have prevented him from making this purchase. Also, he is not sure about firearm regulations, the procedures for licensing a firearm, or which firearm to buy. A better understanding of the process by which he can purchase a firearm, and an assurance of safety in firearm ownership and use would be important to Unarmed Aaron.

Images depicting an individual using a firearm in a realistic protection scenario are very influential to Unarmed Aaron. However, staged home invasions or burglary are a major turn-off for this group, as they are overly sensitive to 'cheesy' images. Similarly, it is important for the individual protecting himself or his family to appear to be a confident person while not seeming eager, delighted, or excited to be in such a scenario. While Weaponless Wendy prefers images of women in protection situations, Unarmed Aaron doesn't seem to care about the gender of the individual being portrayed as the protector; for him, it's all about seeing a confident person.

Key Opportunity: messages that describe the safety and protection that are offered by firearm ownership are most important to Unarmed Aaron. Marketing that speaks to the notion of a home being protected, a family being safe, or a threat being eliminated all further motivate him to make his first firearm purchase.

Top 3 Firearms Interested in Buying	
Handgun (revolver or semi-automatic)	88%
Shotgun	34%
Traditional rifle	29%
Top 3 Reasons Why They Haven't Purchased Yet	
I cannot afford one yet	50%
I do not have the proper licensing, or do not know the regulations well enough yet	34%
I do not know which one to buy	25%
Top 3 Ways to Encourage Purchase	
Less expensive options	37%
An assurance of safety in ownership or use	29%
An easier purchasing process	24%

Weaponless Wendy

19% of the market

"I'm interested in buying a firearm to protect myself at home and when I'm out. A handgun would be perfect for me, but I can't afford one yet, and I'm not sure about licensing and regulations. A better understanding of firearms, and some assurance of safety would probably entice me to make this purchase."

-Weaponless Wendy

Comprised entirely of women, the Weaponless Wendy segment is motivated to purchase their first firearm by the desire to protect themselves and their family both at and away from home. Furthermore, they are motivated by a desire to become proficient with their firearm in case they even need to use it to protect themselves, their family, or their home.

Weaponless Wendy is almost exclusively interested in purchasing a handgun for protection purposes. Because a handgun can be used for self-protection away from the home, as well as home protection, this seems to be the perfect firearm in their eyes. Furthermore, they are more likely than any other segment to make this purchase at a gun show or expo.

Affordability has kept Weaponless Wendy out of the firearms market so far and a feeling of an inadequate experience level with firearms. Safety is of great concern to her, so she does not want to buy anything until she feels comfortable with her experience level. Additionally, she doesn't want to purchase a firearm until she has answered all of her questions regarding the licensing and regulations that come along with buying and owning a firearm.

A better understanding of how to use firearms, as well as feeling comfortable with the level of safety in the home and security in ownership would likely help drive Weaponless Wendy to purchase her first firearm.

Key Opportunity: imagery that displays competent, skilled women wielding firearms gives Weaponless Wendy a sense of confidence that she too can purchase her first firearm, ultimately using this firearm for protection purposes. Similarly, messages that demonstrate a capable protector, such as "when danger is seconds away, I'll be ready", "I depend only on me for

safety", or "my family will always be safe" resonate with Weaponless Wendy's motivations and entice her to purchase a firearm.

Top 3 Firearms Interested in Buying	
Handgun (revolver or semi-automatic)	91%
Shotgun	22%
Traditional rifle	15%
Top 3 Reasons Why They Haven't Purchased Yet	
I cannot afford one yet	51%
I do not have the proper licensing, or do not know the regulations well enough yet	42%
I do not feel experienced enough to own a firearm yet	34%
Top 3 Ways to Encourage Purchase	
A better understanding of how to use it	40%
An assurance of safety in ownership or use	37%
Less expensive options	30%

Unprepared Protector

20% of the market

“Home defense is my main motivation for buying a firearm. I’d really like to get a handgun, but I haven’t been able to afford one yet. Less expensive options and a better understanding of firearms would encourage me to purchase my first firearm.”

-The Unprepared Protector

Unlike Unarmed Aaron and Weaponless Wendy, the Unprepared Protector is not motivated by protection away from the home, but instead is motivated to make their first firearm purchase by the desire to be able to protect their home. To feel confident in their ability to protect their home, they want to become proficient with firearms.

As home protection is their primary motivation, the Unprepared Protector wants to purchase a handgun, thinking this would be a more manageable firearm than a long gun. Still, there is a tepid interest in purchasing a shotgun, or possibly a traditional rifle.

The Unprepared Protector has not yet purchased a firearm because they have not been able to afford it. Also, they do not feel familiar enough with firearm licensing and regulatory processes and don’t think that they’re experienced enough to own a firearm. However, being able to find less expensive options on the market, as well as gaining a better understanding of how to use firearms and feeling safe in the ownership and use of firearms could help bring the Unprepared Protector to the firearms market. The Unprepared Protector has safety concerns about firearms in the home and wants to make sure that they aren’t going to invest money and time into purchasing a firearm that they do not know how to use.

Marketing images that show an individual honing their skills at the range, as well as realistic home-defense protection situations could motivate the Unprepared Protector to make their first firearm purchase. This segment is drawn to images that depict scenarios in which they would feel comfortable defending their home. They do not respond well to images of individuals using modern sporting rifles because they cannot see themselves wielding a long-gun to defend their home; instead, the Unprepared Protector prefers images that reassure them that they can be capable home-defenders.

Key Opportunity: Like the other protection segments, the Unprepared Protector responds well to messages of providing protection or being able to protect themselves. Messages like “my family will always be safe” and “when danger is seconds away, I’ll be ready” play to this sense of protection and will appeal to the motivations of this segment.

Top 3 Firearms Interested in Buying

Handgun (revolver or semi-automatic)	85%
Shotgun	31%
Traditional rifle	29%

Top 3 Reasons Why They Haven't Purchased Yet

I cannot afford one yet	49%
I do not have the proper licensing, or do not know the regulations well enough yet	32%
I do not feel experienced enough to own a firearm yet	25%

Top 3 Ways to Encourage Purchase

Less expensive options	35%
A better understanding of how to use it	30%
An assurance of safety in ownership or use	27%

Key Opportunities:

Hunting and Target Shooting Activities

- The respondents who indicated that they would go hunting or target shooting if they were invited by a good friend are the individuals who are the targets of many R3 efforts, such as +One. An invitation from a friend can serve as a catalyst to engage new participants in hunting and shooting sports and can provide the familiarity and education of firearms often necessary for a potential buyer to feel comfortable purchasing their first firearm.

First Firearm Purchase

- With the exception of Aspiring Hunters, every segment is most interested in purchasing a handgun for their first firearm. Although each segment has unique preferences regarding marketing materials, their shared preference for handguns could mean that one firearm could be successfully marketed to multiple segments.
- Affordability is the most cited reason by each segment for why they have not yet purchased their first firearm. Based on focus group results, this is likely less reflective of the price of firearms, but more so the overall cost of entry to the market, which includes safety equipment (safes, locks, etc.), training courses, gun cleaning supplies, and more. Furthermore, their entry into the market would require them to become familiar enough with all of these products and services in order to make an educated purchase. If there were a package that included all of these products, thereby providing guidance to first-time buyers and lowering the overall time cost, this would likely be very attractive.
- Similar to the reasons for not yet purchasing their first firearm, each segment would be most encouraged to purchase their first firearm if they were able to find less expensive options. Additionally, many of the segments feel that they need more education about the firearm, the purchasing process, and places to go shooting before they would feel comfortable owning a firearm. If there were a package that included a firearm, the necessary safety and cleaning accessories, as well as courses regarding ownership rights and local places to go hunting or shooting, many of these segments would likely feel more comfortable making this purchase.
- Table 8 (next page) can be understood as the key to providing first-time firearm buyers with all of the products that they'll need in order to be confident, competent, and self-reliant in their firearm ownership. The key to successfully marketing to potential first-time firearm buyers is understanding that there are key accessories (cleaning and safety supplies), in addition to education (lessons and classes) that many segments require.

Trying Hunting and Target Shooting Activities

- Communicating to current hunters the importance of inviting friends is imperative to growing the sport and supporting the market.
- Within every segment, those who want to try target shooting are most interested in trying shooting with a handgun. Publicizing rental handguns at ranges and pairing this rental with a bit of education would likely entice potential first-time firearm buyers to try this new activity.
- Having events focused on paper targets, or shotgun sports, which are focused on introducing new shooters to this type of shooting would help potential first-time firearm buyers feel comfortable trying target shooting for the first time.
- Campaigns to have current target shooters invite their friends, as well as education efforts to highlight local ranges, would help those interested in trying target shooting to take the first step to becoming active participants and enter the market for their first firearm.

Marketing Strategies

- Using communication methods that reach individual while they're at home, such as magazines or television, would access potential first-time firearm buyers when they're most receptive to trying a new activity.
- While state fish & wildlife agencies are the most credible source as viewed by Aspiring Hunters, friends and family members are the most credible sources of information for all other segments. Local gun shops and local organizations/clubs are also very credible sources of information; utilizing local groups to inform and educate potential first-time firearm buyers would be an efficient way to bring these individuals into the market for their first firearm.
- Many potential first-time firearm buyers are using web searches and YouTube to gather information that will help them make decisions regarding participating in hunting and shooting, as well as purchasing their first firearm. Having information stored in an organized and efficient manner on your website will help to make sure that these segments are able to look to your site when they need information, thereby establishing a relationship.
- Messages that revolve around transition (e.g. to begin a new activity, to break out of the norm, or escape) are likely to attract those who have not hunted but are interested in doing so. Additionally, Aspiring Hunters are motivated by the notion of harvesting their own meat and acting as a provider for themselves or their family.
- Images that feature visible success (such as a harvest) are appealing to those who are interested in hunting because it reassures them that they can be successful

hunters too. Also, featuring social interactions, like two friends or a parent and child, attracts those who are interested in hunting for social reasons. Ultimately, pictures showing trophy hunts are not attractive, as this can be intimidating to those outside of or new to the sport.

- For the protection segments (Unarmed Aaron, Weaponless Wendy, and Unprepared Protector), messages regarding personal safety and the safety of their families is extremely motivating. For all other segments, protection-oriented messages are also motivating, but messages that highlight gaining skills, expanding limits, and being successful at a new activity are extremely attractive. It is important that messages do not intimidate those who are outside of the firearms market, but welcome, challenge, and empower them.
- For those in the protection-oriented segments, images displaying a competent individual in a protection scenario. Respondents in the focus groups indicated that they prefer images that display situations they would feel confident in; home defense shotguns were not well received, as potential first-time firearm buyers imagined them to be unwieldy. For other segments, images that display visible success, such as holes in paper targets or clays exploding mid-air, help to reinforce the notion that they too can be successful target shooters.
- Facebook is the most used social media platform for every segment, with YouTube and Instagram following in popularity. Although some of these platforms have restrictions regarding firearm-related content, education campaigns that address some of the issues discussed in this report could still help usher potential first-time firearm buyers into the firearm market.

Detailed Segmentation Survey Results

Table 1. Which of the following choices would be your top three reasons for buying your next firearm?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
To better understand firearms	0.0%	0.6%	60.3%	0.0%	0.0%	7.0%	8.1%	11.6%	11.5%
To provide my own meat for food	50.5%	18.0%	9.7%	13.4%	11.1%	5.8%	6.8%	11.7%	13.9%
To hunt as recreation	48.5%	14.3%	4.8%	10.2%	25.8%	7.7%	2.4%	7.9%	12.4%
To provide greater hunting opportunities	44.6%	9.5%	9.0%	6.0%	18.0%	4.2%	1.2%	4.6%	9.6%
To own one before sales are further restricted	0.0%	10.1%	10.4%	53.3%	12.9%	14.4%	14.4%	21.2%	15.5%
To shoot a real firearm	4.4%	9.5%	14.4%	15.8%	9.9%	2.8%	1.8%	5.1%	6.3%
To add to my firearms collection	0.0%	3.3%	5.4%	0.0%	19.4%	1.9%	1.0%	1.6%	3.1%
I've always wanted to have my own firearm	0.0%	10.5%	11.2%	72.6%	11.2%	10.2%	10.7%	14.8%	13.8%
To have the best/latest gear	6.3%	3.6%	4.6%	1.9%	4.0%	1.2%	0.2%	1.2%	2.3%
For work/job purposes	4.0%	3.0%	4.3%	1.8%	7.3%	2.4%	1.9%	2.2%	3.0%
To go recreational shooting (i.e. targets, plinking, etc.)	0.0%	35.6%	22.8%	5.2%	85.2%	22.5%	14.9%	28.1%	25.0%
To be proficient with firearms / to develop shooting skills	20.4%	23.7%	36.2%	23.9%	34.2%	20.0%	24.0%	32.6%	26.6%
To have fun with my friends and/or family	0.0%	56.2%	7.3%	1.4%	0.0%	6.1%	3.5%	9.8%	10.6%
To have fun on my own	0.0%	52.3%	11.1%	2.6%	0.0%	3.5%	2.9%	5.9%	9.3%
To know this type of firearm better	0.0%	0.5%	45.8%	0.5%	0.0%	1.2%	2.9%	3.7%	6.4%
To protect myself/family at home	0.0%	0.0%	0.0%	0.0%	0.0%	72.2%	75.4%	100.0%	47.5%
To protect myself/family away from the home	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%	36.9%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.

Table 2. In the past 5 years, which of the following activities have you participated in, if any? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Hunting with a firearm	19.8%	14.7%	14.9%	15.8%	16.1%	10.9%	4.4%	8.2%	11.4%
Target shooting with a firearm	27.5%	36.6%	33.3%	26.3%	29.5%	31.8%	22.4%	33.3%	30.1%
Camping	44.4%	46.9%	50.5%	39.3%	48.4%	45.3%	44.7%	48.6%	46.4%
Snow skiing (downhill or cross-country)	8.0%	11.2%	14.0%	10.2%	10.6%	8.3%	5.3%	6.7%	8.5%
Fishing	50.0%	43.0%	45.2%	33.4%	48.4%	50.8%	45.6%	48.6%	46.8%
Mountain biking	20.0%	22.1%	18.6%	25.8%	19.3%	21.7%	8.6%	14.9%	17.4%
Hunting with a bow/archery equipment	11.5%	8.7%	11.9%	12.6%	8.8%	5.5%	3.3%	5.2%	7.2%
Watched NFL Superbowl on TV	35.7%	53.1%	61.5%	52.6%	48.3%	69.9%	57.0%	64.4%	58.0%
Riding all-terrain vehicles (ATV, ROV, 4x4, etc.)	19.3%	20.2%	16.3%	18.0%	18.7%	18.6%	17.5%	20.5%	18.8%
Paintball games	15.5%	13.7%	19.3%	21.9%	12.5%	14.1%	8.2%	9.7%	13.0%
Target shooting with a bow/archery equipment	14.6%	18.0%	21.8%	16.3%	14.7%	12.6%	9.1%	14.3%	14.4%
Backpacking	28.5%	21.6%	23.3%	21.2%	30.7%	25.2%	20.7%	22.8%	23.8%
Bird watching	11.5%	21.3%	25.4%	21.2%	26.7%	18.5%	18.1%	23.2%	20.5%
Water skiing or wakeboarding	9.1%	9.9%	12.3%	10.5%	9.4%	6.6%	6.5%	6.7%	8.2%
None of the above	8.6%	7.5%	6.1%	12.7%	7.6%	7.0%	14.2%	10.1%	9.5%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

**Answers are multiple selection and can total over 100%.*

Table 3. If a good friend invited you to participate in any of the following activities during the next year, which ones would you say “yes” to? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Hunting with a firearm	39.1%	29.9%	30.2%	41.4%	36.3%	39.5%	21.1%	33.7%	32.7%
Target shooting with a firearm	33.5%	62.5%	52.7%	55.0%	60.9%	66.4%	60.3%	67.8%	59.6%
Fly fishing	27.0%	33.8%	33.2%	25.5%	31.5%	34.9%	26.5%	32.4%	31.0%
Camping using an RV	34.9%	52.8%	52.3%	50.8%	56.1%	65.6%	70.3%	65.0%	59.3%
Camping using a tent	35.4%	51.4%	49.4%	41.1%	56.0%	56.2%	55.9%	56.3%	52.2%
Downhill skiing	11.6%	21.1%	23.8%	14.8%	24.5%	20.9%	17.3%	16.5%	18.7%
Target shooting with a bow/archery equipment	27.2%	40.6%	43.8%	37.4%	49.1%	45.9%	38.1%	43.6%	41.2%
Riding all-terrain vehicles (ATV, ROV, 4x4, etc.)	30.5%	51.3%	41.0%	40.1%	51.8%	52.6%	49.9%	51.1%	47.6%
Paintball games	24.5%	33.5%	35.5%	30.7%	44.4%	40.7%	38.4%	37.2%	36.4%
Overnight wildlife viewing trip	29.9%	46.9%	38.6%	43.5%	46.8%	41.7%	46.4%	46.3%	43.1%
Join a start-up fantasy football league	16.4%	22.8%	19.2%	22.9%	23.8%	28.9%	13.2%	18.6%	20.3%
Deep-sea fishing	26.1%	36.3%	33.5%	28.7%	39.7%	49.2%	36.1%	43.6%	38.6%
Water skiing or wakeboarding	14.7%	27.5%	27.3%	19.3%	23.1%	23.2%	23.7%	22.4%	23.0%
Hunting with a bow/archery equipment	29.3%	24.6%	28.3%	18.1%	30.9%	29.3%	18.4%	25.5%	25.4%
Watch the Super Bowl on TV	35.3%	56.6%	55.1%	47.9%	57.0%	70.8%	61.7%	67.8%	59.8%
Overnight backpacking	29.7%	37.3%	32.8%	32.7%	35.8%	37.7%	31.4%	35.4%	34.3%
None of the above	6.5%	4.6%	3.2%	6.9%	3.8%	1.5%	4.9%	3.4%	3.9%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

**Answers are multiple selection and can total over 100%.*

Key Opportunity: The respondents who indicated that they would go hunting or target shooting if they were invited by a good friend are the individuals who are the targets of many R3 efforts, such as +One. An invitation from a friend can serve as a catalyst to engage new participants in hunting and shooting sports and can provide the familiarity and education of firearms often necessary for a potential buyer to feel comfortable purchasing their first firearm.

First Firearm Purchase

Table 4. What type of firearm are you planning on purchasing?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Handgun (revolver or semi-automatic)	24.9%	54.5%	69.6%	63.9%	55.8%	87.2%	91.8%	84.6%	72.9%
Shotgun	42.8%	32.1%	33.9%	35.6%	39.4%	33.9%	18.5%	28.8%	31.0%
Traditional rifle	45.9%	39.1%	31.9%	23.4%	40.5%	30.2%	14.8%	27.9%	29.7%
MSR rifle (AR or AK platform/style rifle)	9.6%	13.1%	15.2%	16.3%	17.9%	18.9%	4.7%	9.9%	12.3%
Air rifle/air gun	17.6%	20.5%	17.6%	17.8%	14.5%	10.1%	6.0%	7.6%	12.1%
Muzzleloader	10.6%	8.7%	10.2%	6.2%	3.8%	3.5%	1.4%	2.2%	4.9%
Total	N=110	N=217	N=218	N=107	N=138	N=564	N=934	N=1004	N=3292

**Answers are multiple selection and can total over 100%.*

Key Opportunity: With the exception of Aspiring Hunters, every segment is most interested in purchasing a handgun for their first firearm. Although each segment has unique preferences regarding marketing materials, their shared preference for handguns could mean that one firearm could be successfully marketed to multiple segments.

Table 5. Where do you plan to purchase this firearm?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Local shop	14.0%	18.9%	21.0%	23.9%	23.3%	28.7%	25.9%	31.0%	24.8%
Outdoor specialty store (Bass Pro, Cabela's Gander Mountain, etc.)	17.1%	28.4%	19.5%	20.9%	20.9%	23.3%	18.8%	20.9%	21.2%
General sporting goods (Academy, Dick's Sporting Goods, etc.)	17.8%	18.0%	26.5%	20.1%	14.2%	19.0%	14.0%	15.8%	17.7%
Gun shows or expo	15.0%	11.1%	16.4%	21.1%	12.3%	15.7%	11.5%	9.5%	13.2%
Mass merchant (Wal-Mart, Sam's Club, K-Mart, etc.)	16.6%	11.4%	15.5%	11.4%	15.0%	12.8%	9.5%	9.0%	12.0%
Website (GunBroker, MidwayUSA, etc.)	6.6%	6.2%	11.8%	5.6%	8.2%	3.8%	4.0%	4.1%	5.7%
Printed catalog (Bass Pro, Cabela's, etc.)	6.2%	6.3%	8.7%	3.9%	7.4%	4.8%	3.1%	3.2%	5.0%
Farm/ranch store (Big R, Tractor Supply, etc.)	9.2%	3.8%	8.0%	6.2%	7.7%	3.4%	1.7%	2.8%	4.5%
From an individual	4.4%	7.1%	6.1%	4.4%	3.9%	5.9%	2.2%	2.2%	4.2%
Other	1.5%	2.5%	2.5%	1.6%	2.4%	2.1%	1.4%	1.3%	1.8%
Not Sure	13.1%	19.9%	14.4%	17.4%	18.7%	14.9%	23.5%	25.1%	19.3%
Total	N=110	N=216	N=216	N=106	N=137	N=559	N=923	N=994	N=3261

**Answers are multiple selection and can total over 100%.*

Table 6. Why haven't you purchased this firearm yet?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
I cannot afford one yet	35.7%	41.7%	37.1%	44.5%	36.5%	49.6%	51.1%	49.5%	45.4%
I do not have the proper licensing, or do not know the regulations well enough yet	19.4%	20.2%	27.0%	34.6%	29.1%	31.9%	40.0%	31.1%	30.4%
I do not know which one to buy	19.5%	19.2%	25.0%	22.9%	25.7%	24.5%	27.7%	24.7%	24.2%
I do not feel experienced enough to own a firearm yet	19.2%	14.5%	22.1%	20.1%	19.4%	18.3%	33.3%	24.3%	22.7%
I do not know enough about firearms yet	18.8%	9.1%	26.1%	14.2%	14.6%	15.3%	25.2%	19.3%	18.7%
Not sure if I would use it enough	23.8%	16.7%	19.0%	20.0%	19.7%	12.5%	8.7%	10.0%	14.2%
I do not have anywhere to store it	12.6%	11.3%	10.9%	15.5%	15.6%	11.1%	10.8%	11.1%	11.7%
Not sure if my family or friends would be supportive	7.8%	12.4%	14.5%	10.8%	6.9%	12.3%	4.5%	7.3%	9.2%
I do not know why	7.1%	9.3%	8.7%	5.9%	9.4%	10.6%	7.9%	9.0%	8.8%
No place close to home to hunt or shoot	25.9%	7.3%	7.8%	11.0%	18.3%	6.4%	2.5%	6.6%	8.7%
Local laws make ownership difficult	6.3%	10.0%	9.6%	6.3%	15.3%	9.3%	5.0%	5.8%	7.8%
I have no one to hunt or shoot with me	13.2%	10.9%	10.7%	10.2%	10.0%	6.3%	2.9%	5.0%	7.4%
I do not know where to buy a firearm	5.3%	3.3%	11.5%	6.0%	5.3%	4.0%	4.1%	4.0%	5.0%
I do not want firearms in my house	3.7%	8.0%	8.9%	8.1%	9.4%	3.0%	2.7%	3.3%	4.9%
Other	2.3%	4.6%	0.7%	2.7%	7.2%	3.9%	1.8%	4.8%	3.4%
Total	N=100	N=209	N=212	N=102	N=127	N=554	N=909	N=989	N=3202

*Answers are multiple selection and can total over 100%.

** Write-in responses for each type of firearm can be found in Appendix 2, Table 44. through Table 49.

Key Opportunity: Affordability is the most cited reason by each segment for why they have not yet purchased their first firearm. Based on focus group results, this is likely less reflective of the price of firearms, but more so the overall cost of entry to the market, which includes safety equipment (safes, locks, etc.), training courses, gun cleaning supplies, and more. Furthermore, their entry into the market would require them to become familiar enough with all of these products and services in order to make an educated purchase. If there were a package that included all of these products, thereby providing guidance to first-time buyers and lowering the overall time cost, this would likely be very attractive.

Table 7. Which of the following would most encourage you to purchase a firearm? Select up to three.⁶

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Less expensive options	26.5%	33.7%	24.0%	24.5%	33.0%	39.0%	31.7%	36.8%	32.7%
A better understanding of how to use it	17.0%	18.7%	34.4%	33.8%	22.4%	20.9%	40.6%	31.5%	28.4%
An assurance of safety in ownership or use	16.5%	15.2%	20.7%	22.9%	16.0%	28.3%	37.6%	27.5%	25.4%
Finding time to learn more about buying and owning a firearm	18.2%	14.3%	32.1%	26.3%	21.1%	19.7%	29.0%	26.1%	23.8%
More information on places where I could shoot	17.7%	26.1%	20.3%	15.5%	20.2%	18.1%	13.8%	19.2%	18.6%
Recommendation from a friend or family member	8.0%	26.2%	16.5%	10.6%	21.0%	18.5%	22.4%	17.5%	18.4%
An easier purchasing process	15.0%	14.9%	13.8%	28.6%	14.5%	25.0%	13.7%	20.3%	18.2%
Less restrictive laws regarding ownership	9.4%	11.7%	14.2%	9.9%	15.6%	17.9%	11.2%	14.2%	13.4%
Knowing my friends and/or family would be supportive	12.6%	11.0%	18.2%	15.2%	10.3%	15.3%	9.9%	11.1%	12.6%
Salesperson knowledgeable about hunting, shooting, and gun ownership	11.5%	12.8%	16.2%	5.8%	13.0%	11.9%	12.7%	12.9%	12.5%
Other Please describe	3.8%	2.8%	2.3%	1.6%	6.7%	3.1%	1.9%	3.1%	3.0%
Total	N=111	N=217	N=215	N=108	N=137	N=557	N=914	N=988	N=3247

*Answers are multiple selection and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 50.

Key Opportunity: Similar to the reasons for not yet purchasing their first firearm, each segment would be most encouraged to purchase their first firearm if they were able to find less expensive options. Additionally, many of the segments feel that they need more education about the firearm, the purchasing process, and places to go shooting before they would feel comfortable owning a firearm. If there were a package that included a firearm, the necessary safety and cleaning accessories, as well as courses regarding ownership rights and local places to go hunting or shooting, many of these segments would likely feel more comfortable making this purchase.

Key Opportunity: Table 8 (next page) can be understood as the key to providing first-time firearm buyers with all of the products that they'll need in order to be confident, competent, and self-reliant in their firearm ownership. The key to successfully marketing to potential first-time firearm buyers is understanding that there are key accessories (cleaning and safety supplies), in addition to education (lessons and classes) that many segments require.

⁶ The write-in responses to this question can be found on page 55 within Appendix 1.

Table 8. What other accessories or services do you plan to purchase?⁷

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Gun cleaning supplies	37.2%	49.3%	51.9%	54.7%	51.3%	63.6%	54.4%	59.0%	54.3%
Concealed carry permit	14.3%	27.5%	37.4%	29.3%	24.1%	63.3%	70.1%	57.1%	47.6%
Locker/gun safe	21.7%	34.3%	39.4%	32.1%	44.8%	54.8%	58.0%	52.6%	46.1%
Shooting lessons	18.2%	32.2%	41.6%	38.0%	35.1%	46.6%	58.2%	50.0%	43.4%
Holster	12.5%	23.5%	32.6%	26.6%	31.1%	49.9%	41.9%	37.7%	35.1%
Trigger lock, cable lock, or other lock	16.5%	28.0%	30.2%	21.9%	32.4%	42.3%	39.8%	40.9%	34.5%
Ear protection	12.4%	30.4%	30.3%	27.9%	39.5%	39.9%	30.9%	38.4%	32.5%
Magazines	20.3%	28.3%	24.5%	25.0%	20.7%	36.7%	22.3%	27.4%	26.6%
Case/sleeve	10.7%	22.3%	23.8%	19.7%	23.0%	27.2%	31.4%	28.8%	25.2%
Scope and/or mounts	25.8%	23.4%	22.0%	28.2%	26.1%	27.7%	10.0%	19.1%	21.3%
Concealed carry clothing and accessories	11.4%	16.6%	14.3%	24.3%	11.1%	23.0%	30.4%	23.0%	21.0%
Shooting glasses	10.4%	17.5%	24.2%	21.8%	20.9%	26.7%	18.7%	22.8%	20.9%
Sights	20.3%	18.5%	21.3%	23.3%	28.5%	20.4%	9.1%	16.3%	18.0%
Trigger assembly/trigger guard	6.2%	16.0%	17.9%	12.0%	20.2%	17.7%	15.3%	13.4%	15.0%
Targets/clays	6.0%	17.0%	15.7%	10.5%	23.1%	15.6%	10.4%	16.3%	14.2%
Apparel	15.2%	20.8%	10.3%	11.0%	12.8%	13.9%	10.1%	13.1%	13.3%
Hunting knives/multitools	10.9%	11.2%	10.6%	10.2%	8.2%	13.9%	5.2%	13.2%	10.6%
Slings	14.2%	15.4%	12.0%	11.1%	13.0%	12.4%	4.7%	8.3%	10.5%
Grips and buttstocks	14.2%	9.3%	11.5%	15.9%	11.2%	15.2%	4.4%	6.9%	10.1%
Range finder	13.9%	11.2%	12.8%	12.9%	11.7%	8.7%	4.0%	6.7%	9.0%
Handloading / reloading equipment	3.8%	8.8%	7.6%	10.7%	5.4%	9.7%	7.2%	7.3%	7.6%
Tactical magnifier	7.1%	6.7%	11.9%	15.5%	8.9%	5.3%	2.5%	4.0%	6.3%
Thermal imager	4.5%	6.1%	15.3%	7.6%	6.0%	7.4%	3.4%	4.1%	6.3%
Trail/game cameras	10.9%	4.5%	8.2%	3.6%	5.9%	5.7%	3.3%	5.4%	5.7%
Tree stand/ladder/tower	11.5%	7.4%	4.9%	2.9%	9.8%	3.2%	2.7%	4.0%	5.1%
Calls/decoys	7.2%	6.0%	2.7%	4.2%	8.8%	3.5%	2.5%	3.4%	4.2%
None of the above	6.7%	7.3%	4.7%	2.0%	3.8%	3.6%	6.7%	7.1%	5.6%
Other Please describe	0.0%	0.2%	1.5%	1.0%	0.4%	1.7%	0.7%	1.2%	0.9%
Total	N=110	N=214	N=212	N=108	N=136	N=552	N=907	N=968	N=3207

*Answers are multiple selection and can total over 100%. ** Write-in responses can be found in Appendix 2, Table 51.

⁷ The write-in responses to this question can be found on page 59 within Appendix 1.

Hunting

Current Hunters

The following section includes responses from those who have hunted at least once within the past 5 years, as indicated in Table 2.

Table 9. What is your level of Hunting Experience?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Very limited experience - I've only ever hunted a couple times	14.4%	10.9%	41.0%	30.7%	22.1%	18.7%	33.3%	23.9%	22.8%
Some experience – I've hunted more than a few times, but I don't hunt regularly	18.4%	39.6%	34.3%	10.6%	29.0%	46.0%	49.1%	52.8%	36.2%
Fairly experienced – I regularly hunt	30.0%	27.1%	14.3%	30.2%	30.1%	18.0%	15.8%	10.8%	21.7%
Very experienced – I am an avid hunter	37.2%	22.4%	10.3%	28.6%	18.7%	17.2%	1.8%	12.6%	19.4%
Total	N=22	N=34	N=33	N=14	N=29	N=63	N=48	N=97	N=340

Interested Hunters

The following section includes responses from those who are interested in trying hunting.

Table 10. Why have you not yet participated in hunting?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
I don't have the proper equipment	45.1%	34.5%	26.6%	25.0%	59.2%	40.8%	52.0%	51.1%	44.2%
I don't have anybody to go with	42.8%	13.0%	14.9%	33.4%	40.0%	32.8%	36.4%	28.0%	30.8%
I don't know the proper techniques my skills are too limited	0.0%	6.7%	36.6%	6.2%	24.2%	21.4%	33.7%	32.6%	23.4%
I don't know of a place to shoot	30.3%	11.8%	25.0%	6.2%	21.8%	19.0%	19.9%	22.0%	20.5%
It's too expensive	9.3%	2.4%	22.3%	3.3%	35.0%	23.7%	19.1%	15.5%	18.1%
I'm nervous to try hunting for the first time	23.0%	13.8%	7.3%	30.9%	19.0%	12.3%	26.6%	15.4%	17.3%
If I had a successful hunt, I wouldn't know what to do with my harvest	13.7%	13.6%	12.4%	3.1%	2.0%	12.1%	18.0%	13.4%	12.1%
I'm concerned about the safety of hunting	29.6%	0.0%	15.5%	0.0%	10.6%	10.7%	7.1%	8.7%	10.7%
Local laws and restrictions	0.0%	12.8%	15.4%	29.6%	4.2%	6.9%	7.2%	6.2%	8.3%
I am not able to buy a license	0.0%	15.8%	6.9%	3.1%	0.0%	10.4%	11.1%	8.8%	7.9%
People from my community just do not hunt	13.7%	5.3%	6.1%	17.9%	4.0%	6.4%	1.1%	5.8%	6.5%
Not sure my friends and/or family would be supportive	13.7%	8.3%	12.4%	13.3%	2.0%	3.0%	2.2%	5.7%	6.2%
The species that I'm interested in hunting is not available in my part of the country	0.0%	3.0%	3.8%	17.9%	10.9%	5.4%	0.5%	3.4%	4.6%
It's too inconvenient	4.1%	5.1%	2.6%	4.9%	0.0%	8.1%	3.2%	3.5%	4.3%
Hunting rules are too complex	0.0%	10.5%	8.9%	17.9%	0.0%	1.7%	4.3%	1.7%	3.9%
I don't care for the individuals in the hunting community	9.3%	8.1%	10.6%	0.0%	0.0%	1.7%	2.0%	0.5%	3.2%
I'm not physically able to handle a gun	0.0%	13.9%	0.0%	0.0%	0.0%	0.4%	1.5%	1.7%	1.7%
I don't feel welcome by the hunting community	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	1.1%	1.7%	0.8%
Other, please specify	0.0%	2.2%	8.3%	0.0%	5.7%	4.5%	8.4%	7.9%	5.4%
Total	N=10	N=22	N=28	N=11	N=21	N=115	N=121	N=178	N=506

*Answers are multiple selection and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 52.

Key Opportunity: Communicating to current hunters the importance of inviting friends is imperative to growing the sport and supporting the market.

Recreational Shooting

Current Recreational Shooters

The following section includes responses from those who have participated in recreational shooting at least once within the past 5 years.

Table 11. What is your level of shooting experience?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Some experience – I’ve shot more than a few times, but I don’t shoot regularly	29.5%	45.9%	39.8%	27.2%	57.0%	52.5%	55.6%	52.9%	47.0%
Fairly experienced – I shoot regularly	45.0%	25.5%	31.2%	18.3%	9.0%	19.5%	10.2%	23.5%	22.9%
Very experienced – I am an avid target shooter	9.8%	23.9%	8.7%	44.2%	17.0%	23.7%	1.8%	8.2%	16.1%
Very limited experience – I’ve only ever shot a couple times	15.6%	4.7%	20.3%	10.3%	17.0%	4.3%	32.4%	15.4%	14.1%
Total	N=13	N=32	N=32	N=11	N=23	N=71	N=68	N=129	N=379

Interested Recreational Shooters

The following section includes responses from those who are interested in trying recreational shooting.

Table 12. What type of firearm would you like to try?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Handgun	77.6%	68.3%	84.5%	80.1%	69.2%	89.2%	93.5%	86.0%	84.5%
Traditional rifle	54.6%	41.1%	39.5%	31.5%	57.4%	41.5%	27.9%	40.2%	39.3%
Shotgun	58.0%	31.0%	27.9%	36.8%	25.2%	32.0%	27.6%	32.7%	31.7%
MSR (AR or AK platform/style rifle)	8.4%	10.3%	15.1%	5.3%	34.2%	32.8%	15.7%	20.8%	20.2%
Air gun/ BB or pellet gun (uses compressed air and not a regular bullet)	3.6%	16.4%	10.9%	10.7%	32.0%	8.9%	11.6%	8.9%	11.9%
Total	N=15	N=68	N=58	N=29	N=44	N=228	N=398	N=438	N=1278

**Answers are multiple selection and can total over 100%.*

Key Opportunity: Within every segment, those who want to try target shooting are most interested in trying shooting with a handgun. Publicizing rental handguns at ranges and pairing this rental with a bit of education would likely entice potential first-time firearm buyers to try this new activity.

Table 13. What type of target shooting would you like to try?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Paper or formal targets	58.1%	61.8%	65.2%	62.1%	69.7%	75.7%	78.8%	79.8%	73.2%
Shotgun sports (sporting clays, trap, skeet, etc.)	60.2%	22.7%	14.3%	42.1%	26.4%	25.5%	23.2%	24.9%	26.1%
Metal targets/plinking	13.9%	25.5%	32.9%	27.0%	28.6%	32.8%	20.5%	24.7%	26.0%
Practical or tactical shooting (3 position, cowboy action, etc.)	15.3%	17.8%	34.1%	11.0%	16.5%	32.9%	26.7%	24.5%	25.1%
Training (military, law enforcement, etc.)	22.0%	7.1%	29.0%	5.8%	16.9%	31.4%	26.1%	23.2%	23.0%
Plinking or informal shooting	13.3%	32.0%	12.9%	7.3%	26.3%	24.6%	10.8%	20.5%	19.3%
Other	2.5%	3.3%	2.6%	14.3%	4.9%	1.9%	1.0%	2.5%	2.9%
Total	N=15	N=65	N=56	N=29	N=44	N=228	N=393	N=437	N=1267

**Answers are multiple selection and can total over 100%.*

Key Opportunity: Having events focused on paper targets, or shotgun sports, which are focused on introducing new shooters to this type of shooting would help potential first-time firearm buyers feel comfortable trying target shooting for the first time.

Table 14. What has kept you from trying target shooting?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
I don't have the proper equipment	24.6%	25.2%	46.5%	36.5%	39.8%	40.5%	41.9%	47.1%	40.3%
It's too expensive	28.8%	26.2%	41.2%	39.3%	33.2%	31.9%	24.5%	22.9%	28.6%
I don't know of a place to shoot	13.2%	21.0%	22.4%	23.5%	24.8%	21.6%	26.5%	25.9%	23.6%
I have no one to go with	37.3%	25.8%	19.8%	30.0%	22.8%	19.1%	20.9%	25.8%	23.4%
I don't have a place or range to go to	11.9%	14.5%	13.5%	24.2%	28.7%	13.9%	20.3%	15.0%	17.0%
I'm nervous to try target shooting for the first time	10.8%	7.9%	10.4%	29.2%	8.5%	7.9%	21.8%	16.7%	14.3%
I'm concerned about the safety of target shooting at a range	27.3%	2.8%	4.1%	2.2%	6.0%	6.3%	11.0%	8.6%	8.1%
Other, please specify	5.5%	1.1%	1.5%	1.8%	8.7%	9.1%	7.3%	7.7%	6.4%
I don't care for the crowd at shooting ranges	10.6%	5.3%	5.4%	5.6%	7.1%	7.1%	5.5%	5.5%	6.1%
Local laws and restrictions	0.0%	13.1%	8.8%	8.1%	4.2%	6.3%	5.3%	3.7%	6.0%
It's too inconvenient	10.4%	7.9%	2.6%	0.0%	6.8%	9.1%	3.8%	4.9%	5.8%
Not sure my friends and/or family would be supportive	0.0%	7.0%	2.7%	11.4%	5.8%	4.1%	3.2%	6.1%	4.8%
I'm not physically able to handle a gun	2.9%	1.6%	7.0%	10.9%	2.0%	1.1%	2.3%	2.0%	2.7%
It is too loud	5.3%	1.2%	5.3%	4.2%	5.2%	1.8%	3.2%	1.0%	2.7%
Total	N=15	N=68	N=58	N=29	N=43	N=228	N=398	N=438	N=1277

*Answers are multiple selection and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 53.

Key Opportunity: Campaigns to have current target shooters invite their friends, as well as education efforts to highlight local ranges, would help those interested in trying target shooting to take the first step to becoming active participants and enter the market for their first firearm.

Messaging

Table 15. When are you most likely to be giving serious consideration to trying a new activity?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
At home, on my personal time	35.0%	39.2%	35.3%	25.8%	37.6%	45.7%	39.6%	44.3%	39.8%
When interacting with friends or family	24.1%	32.6%	30.2%	33.3%	32.7%	34.3%	43.5%	37.9%	35.1%
When engaged in another activity that is becoming stale	10.4%	13.3%	14.5%	22.2%	15.3%	11.9%	11.3%	11.9%	12.8%
At work	26.2%	14.2%	18.0%	16.0%	11.8%	6.2%	5.3%	4.9%	10.6%
Other:	4.3%	0.7%	2.1%	2.6%	2.6%	1.9%	0.4%	1.0%	1.6%
Total	N=102	N=203	N=198	N=100	N=131	N=521	N=861	N=925	N=3041

** Write-in responses can be found in Appendix 2, Table 54.

Key Opportunity: Using communication methods that reach individual while they're at home, such as magazines or television, would access potential first-time firearm buyers when they're most receptive to trying a new activity.

Table 16. Who or what are the more credible sources to learn about beginning to hunt or target shoot? Select up to 3.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Family members or friends who currently participate in hunting or target shooting	24.8%	34.6%	33.7%	31.8%	33.2%	42.0%	48.8%	47.4%	40.0%
Local gun shop or sporting goods stores	13.6%	29.7%	27.4%	27.6%	30.6%	41.2%	31.8%	35.7%	31.6%
Local organizations or clubs associated with hunting and target shooting	23.5%	29.3%	23.1%	20.8%	31.2%	36.1%	34.4%	36.1%	31.4%
National organizations associated with hunting and target shooting	13.2%	21.0%	21.2%	16.5%	24.3%	30.2%	25.4%	28.9%	24.4%
State fish and wildlife agencies	32.3%	21.5%	28.1%	19.4%	17.8%	28.7%	20.0%	21.2%	23.7%
Parks and recreation departments	21.1%	14.7%	12.2%	15.5%	7.3%	13.7%	13.7%	10.5%	13.3%
Not sure / I don't know	6.9%	12.2%	10.2%	14.3%	10.6%	9.4%	15.0%	14.8%	12.1%
Local media (local newspapers, local television affiliates, etc.)	12.9%	6.4%	10.4%	12.0%	7.5%	5.0%	4.2%	5.1%	6.9%
Local organizations or clubs NOT associated with hunting and target shooting	12.7%	7.6%	11.1%	2.0%	7.5%	5.5%	5.1%	2.6%	6.2%
National media (nationally distributed newspapers, television, etc.)	9.6%	8.3%	11.1%	10.1%	9.6%	4.0%	3.3%	2.4%	6.0%
National organizations NOT associated with hunting and target shooting	8.9%	4.2%	6.0%	3.9%	6.4%	3.7%	2.8%	2.7%	4.3%
Other retailers	0.0%	2.2%	0.5%	2.0%	0.0%	0.9%	1.2%	1.6%	1.1%
Other Please describe	0.5%	0.0%	0.0%	2.9%	3.8%	0.4%	0.1%	0.4%	0.7%
Total	N=99	N=201	N=196	N=98	N=130	N=517	N=856	N=920	N=3017

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 55.

Key Opportunity: While state fish & wildlife agencies are the most credible source as viewed by Aspiring Hunters, friends and family members are the most credible sources of information for all other segments. Local gun shops and local organizations/clubs are also very credible sources of information; utilizing local groups to inform and educate potential first-time firearm buyers would be an efficient way to bring these individuals into the market for their first firearm.

Table 17. Where would you begin your search for information if you decided to start hunting or target shooting? Select up to three.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Friends who hunt or shoot	23.0%	30.7%	31.9%	18.7%	30.1%	37.8%	34.4%	37.6%	32.8%
Family members who hunt or shoot	13.9%	26.4%	23.5%	18.8%	25.2%	27.5%	38.4%	35.3%	28.8%
Web search (Google, Bing, etc.)	16.9%	19.9%	22.6%	16.4%	23.4%	28.8%	26.0%	26.3%	24.0%
YouTube	18.0%	23.7%	19.0%	20.1%	21.9%	20.8%	12.4%	12.2%	17.3%
State and federal wildlife agencies websites or offices	22.2%	12.9%	22.5%	5.1%	18.5%	23.6%	22.8%	19.5%	19.9%
Local gun shop or sporting goods stores	16.2%	26.0%	20.9%	27.1%	23.1%	33.7%	24.4%	30.1%	26.3%
Local hunt club or local range	19.7%	19.6%	14.9%	18.6%	22.1%	26.7%	25.7%	22.0%	22.2%
Social media (Facebook, Instagram, Twitter, etc.)	11.0%	9.8%	14.0%	14.7%	10.1%	7.6%	9.2%	9.2%	10.0%
Local community organization	3.4%	11.1%	14.7%	11.3%	14.5%	8.4%	8.5%	7.3%	9.2%
An event held by a retailer	3.9%	7.0%	3.9%	3.0%	5.3%	4.3%	5.4%	4.4%	4.8%
An event held by a state or federal wildlife agency	5.5%	6.7%	9.3%	12.7%	14.7%	10.1%	11.2%	10.3%	9.9%
Magazines	7.7%	9.3%	13.4%	12.1%	3.0%	3.0%	3.6%	4.8%	6.1%
Podcasts	2.2%	4.6%	4.2%	3.8%	4.0%	1.1%	0.6%	1.6%	2.3%
Yellow pages	7.6%	3.8%	5.1%	2.9%	3.1%	1.1%	2.5%	1.6%	3.0%
Other Please describe	3.3%	0.0%	0.0%	1.2%	0.8%	1.6%	1.5%	1.2%	1.3%
Total	N=100	N=204	N=199	N=100	N=131	N=519	N=859	N=925	N=3037

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 56.

Key Opportunity: Many potential first-time firearm buyers are using web searches and YouTube to gather information that will help them make decisions regarding participating in hunting and shooting, as well as purchasing their first firearm. Having information stored in an organized and efficient manner on your website will help to make sure that these segments are able to look to your site when they need information, thereby establishing a relationship.

Hunting Messages and Imagery

Table 18. What interests you most about hunting? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Recreation in the outdoors / being in nature	36.2%	41.6%	24.2%	34.4%	38.9%	42.8%	38.2%	44.7%	39.0%
To harvest my own meat	43.2%	40.2%	20.6%	22.3%	37.0%	39.5%	35.7%	47.1%	37.9%
Develop my shooting skills	31.7%	38.7%	37.3%	32.6%	40.2%	40.0%	37.1%	37.7%	37.3%
It's fun, exciting, thrilling	30.0%	50.1%	21.0%	29.3%	33.4%	35.0%	30.3%	32.1%	33.0%
It's challenging	31.4%	34.1%	24.7%	18.4%	36.7%	34.3%	30.7%	30.3%	30.9%
To bond with friends/family	20.3%	20.8%	21.5%	48.6%	24.0%	27.4%	40.1%	31.4%	28.7%
Learn how to safely handle a gun	13.3%	24.1%	40.5%	27.0%	34.2%	18.9%	34.2%	30.6%	26.7%
I enjoy the solitude of hunting	30.1%	34.6%	15.1%	12.1%	30.2%	23.5%	18.2%	24.4%	24.0%
To spend time/participate with my family and friends/peers, or to impress my friends	15.5%	19.0%	12.8%	23.4%	15.7%	19.7%	23.6%	18.7%	18.6%
For the feeling of accomplishment	4.0%	20.0%	14.1%	26.0%	13.1%	13.1%	20.0%	15.0%	14.9%
Hunting helps me to relieve stress	13.6%	23.2%	10.7%	10.4%	9.4%	18.0%	14.0%	12.2%	14.5%
To be able to say I tried it/check it off my "bucket list"	4.9%	5.7%	22.2%	10.5%	13.1%	12.5%	18.8%	13.5%	12.6%
It's empowering	4.8%	13.9%	14.9%	12.2%	15.1%	11.5%	19.3%	10.0%	12.2%
To stay in touch with my family heritage	12.5%	14.5%	9.5%	6.5%	13.3%	9.3%	13.9%	12.4%	11.6%
To try it before firearms are further restricted	4.4%	6.5%	16.4%	16.4%	10.7%	10.1%	14.0%	10.9%	10.7%
To relive past experiences with elders, friends, military buddies, etc.	9.7%	12.8%	3.9%	6.1%	20.2%	13.7%	7.9%	9.7%	10.7%
My family owns firearms and I'd like to try	1.6%	9.8%	7.8%	16.4%	1.1%	7.5%	11.0%	4.6%	7.0%
To demonstrate accomplishment / to display a trophy	4.1%	6.2%	3.3%	3.6%	5.3%	10.3%	7.1%	5.5%	6.2%
Other, please specify	0.0%	0.0%	1.1%	0.0%	0.0%	2.6%	0.0%	0.9%	0.8%
Total	N=39	N=78	N=69	N=38	N=57	N=242	N=224	N=372	N=1119

*Answers are multiple selection and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 57.

Table 19. Who would you prefer to go hunting with?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Friends	49.4%	70.1%	59.0%	60.2%	60.6%	77.1%	61.3%	64.6%	64.3%
Other family member(s)	28.7%	24.2%	32.2%	32.4%	45.9%	35.5%	38.5%	37.8%	34.6%
Spouse or significant other	23.1%	24.8%	27.0%	40.5%	44.5%	17.4%	61.8%	31.9%	31.7%
Alone	43.1%	40.0%	32.3%	14.3%	33.2%	23.3%	14.5%	20.8%	27.1%
My children	18.5%	11.8%	9.2%	20.9%	19.8%	20.2%	23.3%	17.1%	17.8%
Parents	6.3%	14.9%	10.4%	3.9%	17.2%	8.8%	15.0%	10.6%	10.7%
An organization or social club (i.e. church group, etc.)	8.6%	6.4%	5.9%	10.1%	10.8%	11.0%	11.0%	9.6%	9.4%
Co-workers	8.0%	10.2%	6.5%	7.4%	8.6%	9.3%	5.6%	9.6%	8.4%
Other	4.4%	1.3%	1.9%	0.0%	4.1%	0.2%	1.0%	0.3%	1.4%
Total	N=39	N=78	N=70	N=38	N=58	N=242	N=224	N=371	N=1120

** Write-in responses can be found in Appendix 2, Table 58.

Table 20. Even if you already plan to hunt next year, please help us understand which messages might increase your interest in hunting during 2019. Select up to 3 statements that would increase your interest and motivations to hunt.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Escape the everyday	26.3%	25.4%	19.1%	30.6%	20.5%	28.5%	28.8%	22.3%	25.3%
Some things could never be experienced indoors	12.4%	28.1%	16.5%	22.1%	23.0%	27.0%	26.2%	22.7%	22.7%
Nothing like quality time afield with family/friends	14.6%	22.5%	12.9%	23.4%	26.5%	18.4%	28.2%	24.2%	21.2%
Know what you eat	27.6%	23.8%	19.8%	8.5%	24.0%	16.2%	21.1%	23.0%	20.8%
Challenge your limits	9.6%	17.0%	25.4%	18.2%	13.7%	23.6%	17.1%	21.8%	19.0%
Expand your limits	12.3%	16.8%	22.7%	13.3%	24.1%	22.7%	18.1%	19.1%	19.0%
Taste the wild	20.7%	16.2%	15.7%	25.8%	23.5%	18.7%	14.4%	17.4%	18.5%
Organic, local, and natural meat - and it's mine!	15.6%	13.6%	14.1%	13.9%	21.1%	17.9%	18.0%	22.1%	17.6%
Make your shot!	6.6%	20.1%	17.6%	9.3%	14.9%	19.1%	10.1%	14.2%	14.5%
It's hard to beat the solitude of a hunt	18.2%	19.0%	6.9%	12.9%	14.6%	19.5%	6.1%	11.8%	14.1%
A familial bond that ties forever	24.9%	7.2%	5.1%	9.8%	8.9%	15.2%	16.3%	11.1%	13.0%
Some life-long bonds will never be broken	16.8%	14.2%	12.2%	11.6%	7.4%	10.4%	11.4%	11.3%	11.9%
You can do anything!	10.4%	10.7%	19.5%	7.3%	11.0%	6.0%	14.2%	10.8%	10.7%
Be wild!	4.2%	6.7%	17.6%	4.9%	3.0%	7.6%	13.0%	7.6%	8.1%
Stand above others	0.0%	5.5%	3.7%	8.2%	7.0%	2.8%	2.5%	3.9%	3.7%
Others only wish they could	1.4%	3.2%	5.5%	0.0%	1.8%	2.7%	2.8%	1.4%	2.4%
Other	1.1%	0.0%	0.0%	0.0%	0.0%	1.2%	0.5%	1.8%	0.8%
Total	N=39	N=78	N=70	N=38	N=58	N=242	N=225	N=372	N=1122

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 59.

Key Opportunity: Messages that revolve around transition (e.g. to begin a new activity, to break out of the norm, or *escape*) are likely to attract those who have not hunted but are interested in doing so. Additionally, Aspiring Hunters are motivated by the notion of harvesting their own meat and acting as a provider for themselves or their family.

Table 21. Please help us understand which images, if used as a part of an advertising campaign, best describe your motivations or interest in hunting. Select up to 3 images.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Image1	19.3%	12.5%	10.4%	16.3%	9.3%	10.1%	10.9%	11.1%	12.1%
Image2	29.3%	27.7%	32.5%	12.3%	24.3%	24.0%	17.5%	28.0%	25.0%
Image3	25.2%	22.4%	29.7%	33.5%	18.9%	31.4%	17.9%	19.3%	24.7%
Image4	15.8%	25.5%	7.8%	22.8%	11.4%	21.2%	19.0%	20.5%	18.6%
Image5	23.2%	26.8%	21.8%	21.5%	32.5%	23.0%	19.5%	17.3%	22.4%
Image6	21.2%	15.7%	20.7%	36.1%	24.0%	23.9%	24.6%	24.2%	23.4%
Image7	20.5%	21.4%	36.0%	22.0%	28.6%	10.2%	46.1%	28.2%	25.2%
Image8	18.4%	6.9%	14.9%	3.4%	23.3%	12.1%	21.7%	20.2%	15.7%
Image9	25.4%	19.6%	19.3%	16.2%	11.5%	26.4%	11.3%	17.9%	19.5%
Image10	15.8%	11.5%	11.0%	20.3%	8.9%	15.7%	11.2%	11.5%	13.2%
Image11	12.4%	14.9%	20.5%	11.7%	21.2%	15.0%	24.9%	21.0%	17.9%
Image12	17.3%	7.5%	19.2%	23.8%	9.6%	13.4%	7.6%	12.1%	13.3%
Image13	16.5%	5.8%	5.5%	13.5%	21.1%	15.5%	4.9%	10.8%	11.8%
Image14	27.8%	39.3%	22.6%	25.8%	31.7%	31.9%	31.1%	30.3%	30.4%
Total	N=36	N=73	N=68	N=36	N=55	N=237	N=217	N=357	N=1079

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.



Key Opportunity: Images that feature visible success (such as a harvest) are appealing to those who are interested in hunting because it reassures them that they can be successful hunters too. Also, featuring social interactions, like two friends or a parent and child, attracts those who are interested in hunting for social reasons. Ultimately, pictures showing trophy hunts are not attractive, as this can be intimidating to those outside of or new to the sport.

Shooting Messaging and Imagery

Table 22. What interests you most about target shooting? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
To protect myself/my family	11.7%	20.7%	23.3%	22.7%	25.7%	54.0%	59.6%	52.2%	41.2%
Develop/maintain my shooting skills	31.0%	35.9%	33.8%	30.8%	43.5%	45.7%	37.0%	47.3%	40.0%
Learn how to safely handle a gun	15.5%	27.3%	37.2%	24.1%	39.2%	37.6%	56.1%	45.9%	39.5%
It's fun, exciting, thrilling	20.6%	35.7%	28.5%	28.8%	31.4%	31.0%	25.4%	28.2%	28.6%
It's challenging	15.8%	28.0%	31.6%	27.1%	23.6%	32.6%	22.9%	32.8%	27.8%
Stress relief	5.7%	29.4%	21.0%	33.2%	20.2%	27.5%	26.6%	25.8%	24.4%
To bond with friends/family	17.5%	25.8%	16.2%	14.9%	25.6%	21.6%	17.8%	19.0%	19.8%
To spend time out in nature	14.8%	24.9%	22.4%	16.6%	19.0%	20.3%	15.8%	18.1%	18.8%
For the feeling of accomplishment	13.4%	19.5%	25.1%	20.1%	18.9%	16.1%	17.7%	18.8%	18.4%
I enjoy competition	11.9%	23.5%	14.9%	12.1%	16.2%	20.7%	12.0%	17.7%	16.5%
To spend time/participate with my family and friends/peers, or to impress my friends	12.2%	25.6%	17.0%	11.1%	14.8%	12.2%	13.3%	16.8%	15.4%
It's empowering	10.7%	15.7%	15.3%	14.0%	16.4%	8.9%	16.9%	15.1%	14.1%
To be able to say I tried it/check it off my "bucket list"	7.0%	9.3%	14.9%	8.6%	12.1%	8.7%	14.5%	14.7%	11.9%
To try it before firearms are further restricted	6.8%	12.0%	12.9%	11.6%	8.2%	9.4%	11.9%	9.3%	10.3%
My family owns firearms and I'd like to try	8.6%	13.6%	9.6%	15.8%	5.6%	7.2%	10.1%	8.7%	9.4%
To relive past experiences with elders, friends, military buddies, etc.	12.4%	10.0%	4.2%	6.9%	12.1%	7.7%	3.6%	7.0%	7.3%
To stay in touch with my family heritage	15.8%	5.2%	9.9%	10.9%	9.1%	3.3%	4.9%	6.1%	6.9%
Other, please specify	0.0%	0.6%	0.0%	0.0%	0.0%	1.0%	0.4%	0.9%	0.5%
Total	N=82	N=172	N=170	N=89	N=118	N=485	N=807	N=876	N=2799

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.

** Write-in responses can be found in Appendix 2, Table 60.

Table 23. Who would you prefer to go shooting with? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Friends	38.5%	62.0%	52.8%	41.0%	55.0%	65.1%	51.0%	55.4%	54.5%
Spouse or significant other	26.5%	32.1%	31.4%	29.2%	45.0%	36.0%	54.2%	44.8%	40.1%
Other family member(s)	29.9%	34.9%	32.6%	25.1%	38.2%	38.2%	39.1%	38.5%	36.2%
Alone	25.3%	21.8%	23.6%	20.9%	26.5%	26.9%	16.2%	20.2%	22.0%
My children	16.5%	23.2%	13.1%	18.7%	18.4%	21.1%	23.6%	21.0%	20.3%
Parents	11.2%	14.3%	14.0%	15.5%	15.0%	9.3%	13.2%	10.0%	12.1%
An organization or social club (i.e. church group, etc.)	7.4%	9.4%	16.8%	15.6%	15.2%	11.9%	10.8%	11.3%	11.8%
Co-workers	13.0%	9.5%	8.8%	5.2%	12.8%	12.1%	4.2%	7.6%	8.7%
Other	4.9%	0.7%	3.3%	4.0%	2.4%	1.0%	0.9%	1.3%	1.8%
Total	N=81	N=172	N=170	N=90	N=117	N=486	N=804	N=875	N=2795

**Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.*

Table 24. Even if you already plan to go target shooting next year, please help us to understand which messages might increase your interest in target shooting in 2019. Select up to three messages that excite and motivate you to target shoot.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
My family will always be safe	15.5%	15.3%	14.3%	18.6%	18.2%	38.8%	52.7%	39.6%	32.5%
When danger is seconds away, I'll be ready	5.9%	16.0%	20.7%	11.2%	11.0%	41.1%	47.0%	34.2%	29.6%
Gain a skill others don't have	20.7%	18.7%	33.7%	22.5%	22.1%	26.0%	21.3%	27.9%	24.6%
I depend only on me for safety	12.2%	13.6%	19.8%	19.9%	13.3%	27.3%	35.6%	28.6%	24.5%
Expand your limits	21.8%	26.9%	27.8%	17.2%	30.0%	21.2%	16.9%	24.6%	22.7%
Nothing like quality time at the range with family/friends	12.7%	22.5%	21.3%	26.3%	28.4%	21.7%	15.1%	23.1%	20.7%
The excitement!	15.5%	21.3%	18.6%	15.1%	18.8%	20.2%	13.8%	15.6%	17.2%
Make your shot!	24.8%	23.4%	20.7%	16.9%	23.5%	17.9%	8.9%	13.0%	16.8%
You can do anything!	12.5%	10.0%	11.3%	19.0%	11.4%	9.1%	17.6%	12.6%	12.8%
The power!	7.3%	9.9%	9.7%	11.1%	5.3%	5.1%	5.1%	4.5%	6.4%
It's hard to beat the solitude of the range	7.1%	10.8%	7.6%	7.6%	4.6%	7.1%	2.6%	5.5%	6.1%
Stand above others	3.3%	6.4%	6.9%	6.3%	3.9%	3.2%	3.2%	2.7%	4.0%
Others only wish they could	5.5%	6.1%	4.5%	6.4%	1.8%	2.4%	2.6%	3.5%	3.7%
Other Please describe	1.9%	0.8%	0.6%	0.6%	0.4%	1.9%	0.5%	2.2%	1.3%
Total	N=83	N=173	N=171	N=90	N=119	N=489	N=808	N=876	N=2809

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.

**Write-in answers can be found in Appendix 2, Table 61.

Key Opportunity: For the protection segments (Unarmed Aaron, Weaponless Wendy, and Unprepared Protector), messages regarding personal safety and the safety of their families is extremely motivating. For all other segments, protection-oriented messages are also motivating, but messages that highlight gaining skills, expanding limits, and being successful at a new activity are extremely attractive. It is important that messages do not intimidate those who are outside of the firearms market, but welcome, challenge, and empower them.

Table 25. Please help us understand which images – if used as a part of an advertising campaign – would better encourage you to go target shooting next year. Select up to 3 images.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Image1	13.4%	16.6%	17.8%	17.2%	19.9%	16.5%	13.1%	14.8%	15.6%
Image2	15.2%	13.5%	13.5%	8.0%	17.4%	13.1%	17.1%	17.2%	15.1%
Image3	26.4%	24.8%	30.3%	21.4%	34.3%	30.1%	20.6%	29.5%	27.1%
Image4	14.5%	7.0%	8.9%	6.8%	10.9%	11.1%	3.8%	6.9%	8.2%
Image5	24.1%	22.0%	23.9%	33.6%	22.5%	26.1%	24.5%	25.7%	25.1%
Image6	22.5%	21.9%	14.0%	18.3%	15.8%	15.1%	16.3%	17.2%	17.2%
Image7	29.6%	34.1%	37.0%	30.6%	31.5%	23.8%	51.5%	45.0%	37.5%
Image8	30.7%	33.1%	37.6%	26.5%	44.5%	41.5%	33.4%	36.2%	36.1%
Image9	5.1%	15.5%	9.5%	12.4%	12.0%	12.0%	5.1%	7.3%	9.2%
Image10	8.3%	16.8%	8.9%	8.0%	6.8%	8.4%	5.9%	9.6%	8.9%
Image11	18.3%	21.2%	15.7%	8.8%	17.6%	17.0%	8.6%	12.4%	14.4%
Image12	8.9%	10.9%	12.3%	8.3%	8.9%	10.8%	9.5%	9.3%	9.9%
Image13	9.8%	12.6%	10.5%	17.9%	6.5%	11.7%	3.1%	6.3%	8.6%
Image14	15.4%	14.7%	12.2%	12.4%	16.3%	24.3%	47.9%	27.0%	25.5%
Image15	10.0%	13.6%	13.3%	9.3%	12.8%	30.3%	33.9%	25.5%	22.6%
Image16	12.3%	15.7%	13.5%	10.2%	8.9%	11.0%	7.9%	8.1%	10.4%
Total	N=77	N=167	N=162	N=85	N=118	N=472	N=774	N=848	N=2703

*Answers are multiple selection, allowing respondents to select up to three answers, and can total over 100%.



Key Opportunities: For those in the protection-oriented segments, images displaying a competent individual in a protection scenario. Respondents in the focus groups indicated that they prefer images that display situations they would feel confident in; home defense shotguns were not well received, as potential first-time firearm buyers imagined them to be unwieldy. For other segments, images that display visible success, such as holes in paper targets or clays exploding mid-air, help to reinforce the notion that they too can be successful target shooters.

Media Use

The following sections describe the types of media that potential firearm purchasers consume. With an understanding of the messaging and imagery that connects with them, the following results will describe where messages will reach potential customers.

Social Media

Table 26. Which of the following social media websites/platforms have you used at least once within the past year? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Facebook	62.0%	79.4%	71.0%	71.6%	72.2%	83.4%	91.7%	86.6%	80.5%
YouTube	61.8%	76.5%	69.1%	66.1%	72.3%	76.1%	78.7%	77.9%	74.1%
Instagram	30.2%	33.4%	52.4%	46.0%	36.1%	36.7%	51.7%	44.9%	42.3%
Pinterest	22.3%	36.9%	37.8%	21.5%	38.5%	20.5%	54.5%	41.0%	36.2%
Twitter	28.0%	29.5%	34.8%	32.0%	28.1%	32.5%	33.2%	34.1%	32.1%
Snapchat	21.5%	30.8%	31.0%	31.9%	25.5%	24.2%	35.3%	26.8%	28.5%
LinkedIn	10.6%	21.7%	17.2%	19.4%	20.2%	21.8%	25.9%	24.1%	21.3%
Reddit	8.3%	18.2%	12.1%	15.1%	18.3%	15.7%	9.5%	14.2%	13.5%
Tumblr	9.1%	10.3%	10.5%	9.3%	13.0%	9.3%	7.8%	8.2%	9.2%
Flickr	4.7%	3.8%	7.3%	2.2%	5.5%	2.6%	2.6%	3.3%	3.7%
None of the above	8.5%	2.4%	2.0%	3.3%	3.2%	5.1%	1.8%	2.8%	3.5%
Weibo	5.1%	2.6%	2.5%	0.5%	0.8%	0.3%	0.2%	0.2%	1.2%
Qzone	3.0%	1.4%	3.3%	1.0%	0.9%	0.3%	0.0%	0.2%	1.0%
Total	N=103	N=205	N=202	N=102	N=135	N=525	N=878	N=940	N=3090

**Answers are multiple selection and can total over 100%.*

Table 27. Which of the following social media websites do you use the most?

[Respondents only saw websites/platforms they indicated typically using]

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Facebook	65.2%	61.9%	53.2%	58.4%	60.4%	62.6%	75.3%	64.3%	64.4%
YouTube	10.1%	15.1%	19.5%	15.6%	9.4%	18.4%	8.9%	15.0%	14.0%
Instagram	9.0%	8.2%	11.4%	10.2%	5.1%	6.1%	5.5%	8.3%	7.6%
Twitter	9.1%	3.9%	5.1%	7.6%	5.5%	6.1%	1.5%	3.0%	4.4%
Snapchat	4.2%	2.9%	6.9%	2.9%	9.0%	2.9%	3.9%	3.5%	4.2%
Pinterest	0.0%	1.7%	1.9%	2.6%	3.5%	0.5%	4.2%	2.9%	2.3%
Reddit	0.8%	3.9%	0.8%	0.0%	3.1%	1.7%	0.2%	1.5%	1.4%
LinkedIn	1.5%	1.5%	0.0%	0.0%	0.0%	1.5%	0.3%	1.2%	0.9%
Tumblr	0.0%	0.4%	0.4%	0.0%	3.4%	0.1%	0.1%	0.1%	0.4%
Flickr	0.0%	0.4%	0.9%	1.0%	0.6%	0.0%	0.1%	0.3%	0.3%
Qzone	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Weibo	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Total	N=61	N=153	N=146	N=61	N=91	N=406	N=712	N=747	N=2377

Key Opportunity: Facebook is the most used social media platform for every segment, with YouTube and Instagram following in popularity. Although some of these platforms have restrictions regarding firearm-related content, education campaigns that address some of the issues discussed in this report could still help usher potential first-time firearm buyers into the firearm market.

Table 28. Which of the following types of magazines to you typically read? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Food & Drink (Bon Appetite, Cooking Light, Eating Well, etc.)	7.6%	29.2%	25.5%	19.1%	21.6%	16.2%	29.5%	23.9%	22.4%
Entertainment (People, Entertainment Weekly, Rolling Stone)	19.6%	20.9%	24.1%	9.8%	12.9%	17.1%	31.9%	24.8%	22.2%
Travel (National Geographic Traveler, Travel + Leisure, etc.)	22.6%	18.3%	20.3%	12.7%	22.6%	22.0%	16.8%	20.7%	19.8%
Science & Technology (National Geographic, Popular Mechanics, Psychology Today, etc.)	18.8%	22.9%	22.7%	11.1%	26.8%	25.7%	10.9%	18.8%	19.5%
Sports (Sports Illustrated, Runners world, Bicycling, Golf Digest, etc.)	23.7%	19.0%	18.4%	20.8%	15.7%	35.2%	5.8%	17.3%	19.2%
Women's (Cosmopolitan, Real Simple, Vanity Fair, etc.)	9.0%	21.0%	16.8%	10.0%	19.9%	2.4%	32.9%	19.8%	17.5%
Hunting, Fishing, and Shooting (Guns & Ammo, American Rifleman, Saltwater Sportsman, etc.)	21.1%	20.1%	16.8%	14.9%	18.4%	22.6%	6.6%	14.2%	16.1%
Music (Rolling Stone, Billboard, Guitar Player, etc.)	11.3%	20.3%	18.8%	20.6%	18.0%	16.6%	12.4%	13.4%	15.6%
News (TIME, The Atlantic, The Economist, etc.)	12.5%	13.3%	11.3%	7.6%	19.2%	19.0%	11.7%	14.3%	14.0%
Fashion (Elle, Vogue, Allure, etc.)	5.6%	14.1%	17.4%	10.3%	14.5%	2.7%	21.3%	13.1%	12.6%
Car or Motorcycle (Car and Driver, Motor Trend, Cycle World, etc.)	8.0%	16.4%	10.4%	8.8%	13.0%	24.4%	3.2%	12.3%	12.4%
Men's (Esquire, Men's Health, Muscle & Fitness, etc.)	8.2%	11.0%	12.4%	14.7%	7.4%	22.2%	2.0%	7.6%	10.4%
Business (Forbes, Bloomberg, Entrepreneur, etc.)	12.0%	11.2%	8.3%	5.7%	12.6%	13.9%	5.5%	9.5%	9.8%
Art (Art in America, The Artist, Antiques & Fine Art, etc.)	8.6%	9.7%	15.8%	5.9%	12.3%	4.4%	6.4%	5.8%	7.8%
None of the above	23.8%	19.4%	18.3%	33.7%	25.2%	24.5%	33.5%	28.9%	26.4%
Total	N=103	N=204	N=200	N=101	N=129	N=525	N=873	N=938	N=3073

*Answers are multiple selection and can total over 100%.

Table 29. Which of the following types of magazines do you read the most?

[Respondents were only presented with the types of magazines they indicated typically reading]

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Sports (Sports Illustrated, Runners world, Bicycling, Golf Digest, etc.)	9.9%	11.9%	11.8%	18.4%	6.3%	23.8%	2.7%	12.8%	12.4%
Food & Drink (Bon Appetite, Cooking Light, Eating Well, etc.)	9.1%	13.9%	8.9%	14.0%	9.7%	4.9%	19.9%	13.3%	11.9%
Science & Technology (National Geographic, Popular Mechanics, Psychology Today, etc.)	19.8%	12.1%	8.0%	8.7%	18.8%	12.7%	3.1%	9.5%	10.6%
Entertainment (People, Entertainment Weekly, Rolling Stone)	7.2%	7.1%	12.0%	6.9%	1.7%	5.2%	19.5%	13.1%	10.4%
Hunting, Fishing, and Shooting (Guns & Ammo, American Rifleman, Saltwater Sportsman, etc.)	24.4%	12.0%	9.7%	18.7%	11.7%	10.3%	3.4%	7.4%	10.1%
Women's (Cosmopolitan, Real Simple, Vanity Fair, etc.)	1.0%	9.3%	12.4%	4.3%	3.4%	0.1%	23.8%	10.6%	9.5%
News (TIME, The Atlantic, The Economist, etc.)	5.7%	4.0%	2.6%	7.1%	9.6%	7.9%	8.6%	6.9%	6.7%
Travel (National Geographic Traveler, Travel + Leisure, etc.)	4.2%	2.2%	8.2%	2.8%	5.1%	8.0%	7.4%	5.8%	6.1%
Music (Rolling Stone, Billboard, Guitar Player, etc.)	7.4%	6.9%	5.1%	0.0%	7.3%	4.8%	4.8%	5.5%	5.4%
Car or Motorcycle (Car and Driver, Motor Trend, Cycle World, etc.)	1.1%	6.8%	6.3%	6.5%	6.5%	8.9%	1.4%	3.8%	5.0%
Business (Forbes, Bloomberg, Entrepreneur, etc.)	2.2%	2.7%	1.6%	2.1%	6.5%	6.9%	0.9%	6.2%	4.0%
Fashion (Elle, Vogue, Allure, etc.)	0.0%	7.8%	7.7%	3.1%	5.8%	0.1%	4.4%	3.5%	3.8%
Art (Art in America, The Artist, Antiques & Fine Art, etc.)	5.7%	3.3%	4.6%	5.8%	4.4%	1.5%	0.1%	0.8%	2.4%
Men's (Esquire, Men's Health, Muscle & Fitness, etc.)	2.3%	0.0%	1.0%	1.5%	3.1%	4.6%	0.1%	0.8%	1.7%
Total	N=43	N=113	N=114	N=37	N=70	N=302	N=434	N=516	N=1629

Television

Table 30. Which of the following television channels do you typically watch? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
A&E	21.9%	25.8%	24.9%	27.0%	28.5%	27.6%	30.6%	27.9%	27.3%
ABC	21.4%	32.9%	43.1%	20.7%	35.9%	37.3%	38.6%	38.5%	35.4%
Adult Swim	14.7%	12.9%	16.1%	14.7%	18.8%	19.3%	11.8%	12.6%	14.8%
AMC	17.3%	18.1%	23.4%	16.2%	23.4%	25.8%	19.9%	23.7%	21.7%
Animal Planet	15.0%	15.3%	19.8%	16.0%	11.9%	20.2%	19.9%	20.3%	18.3%
Audience	0.5%	0.6%	1.1%	0.0%	1.3%	1.0%	0.7%	0.6%	0.8%
AWE	1.5%	1.3%	3.1%	2.7%	2.4%	1.0%	1.3%	0.8%	1.5%
AXS TV	1.9%	1.6%	4.3%	3.7%	7.0%	1.4%	0.9%	1.9%	2.3%
BBC America	5.4%	9.0%	13.5%	8.3%	21.8%	15.8%	7.1%	8.8%	10.8%
BET	7.3%	4.1%	9.5%	2.5%	5.9%	8.8%	13.4%	8.1%	8.5%
Bravo	3.4%	10.1%	13.1%	4.8%	7.9%	8.9%	14.1%	10.1%	9.9%
CBS	16.9%	29.2%	35.1%	19.9%	32.4%	37.9%	34.5%	37.0%	32.5%
CMT	4.6%	4.3%	9.7%	7.4%	8.5%	5.6%	10.0%	5.2%	6.9%
Comedy Central	8.3%	15.4%	15.6%	9.0%	14.7%	21.7%	14.0%	18.8%	15.9%
Cooking Channel	9.2%	12.5%	16.0%	11.6%	14.0%	10.2%	17.5%	15.6%	13.8%
Create	4.0%	0.2%	3.3%	0.0%	2.5%	1.1%	1.8%	1.0%	1.7%
Discovery Channel	20.1%	19.3%	22.2%	20.5%	26.4%	38.8%	22.9%	30.3%	26.6%
DIY Network	6.2%	5.2%	6.8%	2.4%	9.3%	8.1%	11.7%	12.4%	8.8%
E!	6.2%	5.4%	10.5%	6.2%	10.4%	3.2%	10.5%	7.5%	7.4%
ESPN	25.0%	24.0%	27.1%	26.6%	25.6%	43.1%	12.2%	26.6%	26.3%
Food Network	13.2%	25.0%	34.9%	24.0%	27.2%	23.7%	31.6%	25.8%	26.2%
Fox Broadcasting Company	12.5%	20.9%	26.8%	18.9%	27.7%	25.6%	16.7%	23.0%	21.5%
FX	17.6%	25.9%	30.1%	21.1%	33.0%	36.7%	27.8%	30.1%	28.9%
FXX	4.6%	11.1%	12.8%	4.3%	16.1%	15.0%	8.3%	11.5%	10.9%
FYI	4.0%	1.6%	4.2%	3.3%	4.4%	2.2%	1.9%	1.1%	2.5%
Game Show Network	5.7%	11.4%	13.3%	5.6%	5.7%	7.1%	8.5%	7.0%	8.1%
HGTV	5.6%	12.8%	19.6%	9.0%	20.3%	16.9%	23.7%	21.4%	17.7%
History	17.2%	24.7%	15.8%	16.7%	30.1%	37.8%	23.6%	33.0%	26.8%
IFC	0.5%	2.3%	8.8%	4.2%	11.0%	9.7%	4.3%	5.3%	5.8%
Ion Television	4.0%	7.0%	9.0%	5.4%	12.7%	8.9%	13.1%	14.8%	10.3%
Lifetime	11.3%	10.6%	11.4%	9.6%	10.7%	8.3%	24.7%	17.5%	14.4%
Lifetime Movies	8.0%	14.0%	11.7%	8.2%	8.4%	6.3%	23.2%	13.1%	12.7%

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Lifetime Real Women	1.0%	3.2%	6.4%	2.4%	2.4%	1.0%	7.8%	3.3%	3.7%
Logo TV	0.5%	0.7%	2.4%	1.7%	2.7%	1.5%	2.0%	1.4%	1.6%
Military History	1.6%	9.1%	9.3%	2.5%	10.2%	11.2%	2.6%	6.9%	6.8%
MTV	7.4%	14.5%	9.8%	11.7%	13.2%	8.7%	17.9%	10.8%	12.0%
MTV2	4.5%	6.2%	5.6%	3.9%	3.5%	4.7%	7.1%	3.6%	5.0%
National Geographic	18.5%	15.3%	19.7%	17.4%	15.5%	31.6%	17.2%	25.0%	21.4%
NBC	9.7%	30.7%	29.3%	14.7%	33.3%	33.7%	30.0%	31.8%	28.5%
Oprah Winfrey Network	5.0%	5.4%	11.7%	5.9%	2.9%	4.1%	10.8%	5.0%	6.6%
Outdoor Channel	13.0%	8.5%	11.2%	9.7%	16.5%	10.9%	4.4%	8.9%	9.5%
Ovation	3.3%	0.6%	3.4%	2.2%	1.1%	2.0%	1.7%	0.4%	1.7%
Oxygen	10.3%	13.1%	11.7%	7.0%	9.5%	6.7%	16.7%	9.2%	10.9%
Paramount Network	1.7%	7.6%	10.9%	5.9%	10.9%	6.4%	6.2%	4.6%	6.4%
PBS	7.1%	15.1%	16.8%	9.9%	22.9%	17.2%	17.9%	16.3%	15.9%
Reelz	2.1%	3.7%	3.3%	3.0%	7.4%	3.4%	3.8%	3.8%	3.7%
Science Channel	9.9%	11.2%	10.9%	3.7%	12.5%	17.3%	6.8%	11.3%	11.0%
Smithsonian Channel	2.8%	6.0%	9.3%	3.7%	7.3%	8.5%	3.3%	7.1%	6.1%
Sportsman Channel	4.8%	5.4%	5.4%	7.3%	1.8%	6.8%	1.5%	3.1%	4.2%
Sundance TV	1.6%	6.5%	4.9%	3.7%	5.8%	8.2%	3.8%	4.3%	5.0%
Syfy	9.6%	16.4%	20.0%	11.9%	22.7%	29.3%	17.3%	23.2%	20.2%
TBS	15.5%	23.2%	18.7%	16.4%	20.4%	26.8%	24.5%	22.7%	22.2%
The CW	16.0%	13.8%	14.8%	6.6%	25.4%	17.6%	16.1%	14.5%	15.8%
TLC	9.5%	14.7%	11.2%	12.0%	14.2%	13.3%	20.5%	15.9%	14.8%
TNT	19.7%	21.4%	17.7%	10.5%	22.4%	28.9%	20.5%	24.1%	22.0%
Travel Channel	13.3%	9.1%	14.9%	6.0%	16.5%	16.5%	14.9%	15.1%	14.1%
Other - Write In	6.7%	3.1%	4.9%	2.0%	4.3%	3.5%	5.8%	5.9%	4.8%
I don't typically watch television	17.3%	13.0%	7.9%	11.5%	12.4%	10.5%	10.7%	11.2%	11.5%
Total	N=103	N=204	N=200	N=102	N=130	N=520	N=870	N=934	N=3063

*Answers are multiple selection and can total over 100%.

**Write-in answers can be found in Appendix 2, Table 62.

Table 31. Which of the following types of shows do you typically watch? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Crime dramas (Law & Order, NCIS, Criminal Minds, etc.)	26.4%	40.6%	39.8%	32.6%	37.8%	47.8%	63.8%	49.5%	46.1%
Local News Programs	23.9%	32.2%	22.4%	28.0%	33.8%	40.5%	34.1%	41.8%	34.1%
Hangout comedies (The Big Bang Theory, New Girl, Its Always Sunny in Philadelphia, etc.)	18.1%	30.5%	29.1%	25.6%	33.1%	34.8%	40.5%	35.9%	32.9%
Family comedies (Modern Family, Black-ish, The Middle, etc.)	21.5%	39.0%	27.9%	26.2%	28.7%	29.0%	41.8%	35.5%	32.9%
Live sports	23.8%	26.3%	31.0%	26.3%	33.2%	51.7%	21.9%	34.4%	32.3%
Sci fi/fantasy, not comic-based (Doctor Who, American Horror Story, etc.)	25.6%	28.2%	31.5%	20.4%	32.2%	35.2%	25.4%	33.4%	29.9%
National News Programs (Today, 60 Minutes, Good Morning America, etc.)	18.1%	22.2%	23.6%	21.8%	26.6%	32.3%	22.2%	28.0%	25.2%
Animated shows (The Simpsons, South Park, Bobs Burgers, etc.)	23.6%	25.8%	27.6%	11.0%	21.3%	29.6%	25.7%	24.0%	24.9%
Medical dramas (Greys Anatomy, The Good Doctor, Chicago Med, etc.)	17.2%	20.9%	27.5%	22.5%	16.5%	19.3%	37.5%	24.7%	24.7%
Competitions (The Voice, American Idol, Dancing with the Stars, etc.)	14.5%	18.6%	20.1%	19.4%	21.7%	19.5%	32.2%	26.9%	23.1%
Comic-book shows (The Flash, The Walking Dead, Preacher, etc.)	15.2%	17.0%	25.9%	20.6%	20.3%	24.1%	22.1%	20.2%	21.0%
Hunting, fishing, and shooting shows (River Monsters, MeatEater, Swamp People, etc.)	27.0%	19.7%	17.8%	26.9%	20.9%	24.4%	14.0%	19.2%	20.3%
Mystery/puzzle shows (Fargo, Sherlock, True Detective, etc.)	14.3%	22.4%	21.4%	16.1%	20.6%	16.1%	19.8%	18.2%	18.6%
Legal dramas (Suits, Boston Legal, The Practice, etc.)	11.8%	16.0%	18.8%	14.9%	20.8%	14.7%	19.2%	18.2%	17.0%
Unscripted, non-competition (Undercover Boss, Caught on Camera, etc.)	11.5%	17.4%	14.4%	13.7%	12.4%	17.7%	19.5%	16.2%	16.2%
Workplace comedies (Brooklyn Nine-Nine, Superstore, etc.)	11.2%	15.8%	18.9%	17.3%	16.1%	14.0%	12.1%	11.8%	13.9%
None of the above	5.0%	5.4%	2.8%	6.3%	5.8%	5.6%	5.1%	4.5%	5.0%
Total	N=101	N=204	N=199	N=102	N=131	N=520	N=870	N=933	N=3060

*Answers are multiple selection and can total over 100%.

Table 32. Please check any of the ways that you typically watch television shows.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Traditional TV (cable, local channels, etc.)	37.3%	49.7%	56.0%	44.8%	52.8%	66.7%	62.8%	67.2%	58.3%
Streaming services (Netflix, Hulu, etc.)	37.9%	56.3%	49.9%	49.9%	54.7%	54.8%	61.2%	58.3%	54.6%
Other web (YouTube, Vimeo, other websites)	23.9%	36.0%	29.0%	21.0%	31.9%	34.0%	28.5%	30.9%	30.2%
Recorded shows (DVR, DVD, TiVo, etc.)	14.4%	24.2%	31.2%	25.7%	34.9%	28.3%	26.5%	27.6%	26.7%
On-Demand through other device (AppleTV, Roku, computer, phone, etc.)	24.7%	28.0%	26.4%	23.9%	22.7%	22.7%	26.9%	24.3%	25.0%
On-Demand through TV	19.4%	24.9%	26.7%	31.2%	23.4%	20.7%	19.4%	24.0%	22.8%
Total	N=101	N=200	N=199	N=101	N=131	N=519	N=868	N=932	N=3051

**Answers are multiple selection and can total over 100%.*

Key Opportunity: While many segments tend to watch traditional cable or satellite television, Aspiring Hunters, Fun Fanatics, and Anxious Buyers prefer to watch content through streaming services.

Podcasts

Table 33. Which of the following podcasts, if any, have you listened to in the past year?

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Comedy (Comedy Bang Bang, Wait Wait don't Tell Me, etc.)	30.6%	27.6%	25.7%	21.6%	21.5%	17.6%	12.2%	14.8%	19.6%
Arts & Entertainment (TED Talks Daily, Fresh Air)	16.9%	18.1%	22.8%	17.7%	15.8%	8.7%	9.6%	9.1%	13.1%
Educational (Stuff You Should Know, Lore, How I Built This, etc.)	13.2%	18.1%	16.0%	11.4%	16.7%	9.2%	8.4%	8.4%	11.5%
Business & technology (Planet Money, Freakonomics Radio, etc.)	16.2%	17.2%	20.4%	15.4%	15.7%	8.1%	3.1%	6.1%	10.6%
News & Politics (The Daily, Morning Joe, WSJ What's News, etc.)	4.7%	5.0%	12.4%	5.4%	11.8%	12.6%	9.1%	10.6%	9.5%
Hunting Fishing and Shooting (MeatEater, The Orvis Hunting and Shooting Podcast, etc.)	18.8%	13.2%	13.5%	19.3%	10.1%	8.1%	3.1%	5.1%	9.4%
Sports & Recreation (The Bill Simmons Podcast, Fantasy Footballers, Barstool Rundown, etc.)	9.6%	4.9%	11.6%	14.8%	6.2%	14.2%	2.6%	6.2%	8.1%
Music (Broken Record, Song Explorer, Popcast, etc.)	7.2%	9.1%	10.3%	6.9%	6.4%	7.7%	7.4%	7.1%	7.8%
Kids & family (Brains On!, Little Stories for Tiny People, etc.)	7.3%	4.9%	8.2%	5.9%	4.6%	2.4%	5.4%	3.5%	4.9%
Lifestyle & health (Modern Love, The Art of Manliness, The Science of Happiness, etc.)	1.6%	7.6%	10.3%	4.5%	2.8%	4.2%	4.1%	3.2%	4.6%
One-on-one interview (Serial, WTF with Marc Maron, etc.)	2.7%	1.3%	4.5%	7.2%	4.5%	2.9%	2.6%	3.6%	3.3%
None of the above	31.3%	42.5%	37.8%	40.3%	47.9%	57.9%	69.1%	65.1%	53.7%
Total	N=102	N=200	N=196	N=102	N=131	N=519	N=862	N=928	N=3040

*Answers are multiple selection and can total over 100%.

Key Opportunity: Although podcasts are not the most popular form of media (note the “none of the above” row), many potential first-time firearm buyers are engaging with comedy, arts & entertainment, or educational podcasts. Additionally, almost 1 of 5 Aspiring Hunters who listens to podcasts, will listen to hunting, fishing, and shooting oriented podcasts.

Table 34. Which of the following ways do you typically access podcasts? Select all that apply.

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
None of the above - I don't listen to podcasts	29.2%	38.5%	30.5%	31.4%	42.4%	54.2%	61.3%	58.9%	48.1%
An app on my smartphone	21.8%	19.8%	24.5%	24.1%	17.4%	19.2%	14.9%	17.8%	19.0%
Google Play	17.4%	20.3%	30.7%	29.2%	21.0%	13.6%	12.3%	11.7%	17.1%
iTunes	23.7%	18.3%	24.1%	13.9%	14.6%	12.5%	8.5%	8.1%	13.9%
Spotify	20.8%	17.8%	23.4%	15.7%	15.6%	11.2%	9.8%	8.7%	13.8%
Downloaded directly from podcast webpage	17.4%	19.0%	11.8%	18.2%	13.5%	9.1%	6.5%	8.8%	11.4%
Other Please write in	3.8%	5.0%	4.5%	7.9%	8.4%	2.7%	3.1%	3.9%	4.3%
Total	N=101	N=201	N=196	N=101	N=132	N=520	N=869	N=929	N=3049

*Answers are multiple selection and can total over 100%.

**Write-in answers can be found in Appendix 2, Table 63.

Demographic Overview

Table 35. Age

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
18 thru 24	16.6%	12.5%	14.5%	16.3%	15.0%	7.8%	12.1%	8.7%	11.8%
25 thru 34	15.7%	17.6%	18.9%	19.7%	16.3%	12.4%	17.8%	13.5%	15.8%
35 thru 44	28.1%	22.5%	24.4%	24.4%	24.2%	22.5%	23.0%	21.2%	23.3%
45 thru 54	12.3%	16.9%	16.1%	15.7%	13.9%	17.0%	16.1%	15.9%	15.8%
55 thru 64	25.4%	20.8%	20.4%	18.6%	17.8%	20.3%	24.0%	24.5%	22.2%
65 and older	1.9%	9.5%	5.7%	5.3%	12.8%	20.0%	7.1%	16.2%	11.2%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

Table 36. Gender

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Male	57.0%	47.7%	45.5%	51.6%	53.9%	100.0%	0.0%	44.4%	48.5%
Female	43.0%	52.3%	54.5%	48.4%	46.1%	0.0%	100.0%	55.6%	51.5%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

Table 37. Region of Residency⁸

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Northeast	22.5%	21.0%	19.2%	24.0%	19.8%	16.6%	12.1%	14.4%	17.2%
Midwest	23.5%	23.7%	18.8%	21.2%	22.3%	18.5%	22.3%	19.5%	20.9%
South	39.3%	31.2%	39.2%	24.0%	34.1%	37.9%	45.8%	38.6%	38.1%
West	14.6%	24.2%	22.9%	30.8%	23.8%	26.9%	19.8%	27.5%	23.8%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

⁸ Midwest states: IL, IN, IO, KS, MI, MN, MO, NE, ND, OH, SD, WI.

Northeast states: CT, MN, MA, NH, NJ, NY, PA, RI, VT.

Southwest states: AL, AR, DE, FL, GA, KY, LO, MD, MS, NC, OK, SC, TN, TX, VA, WV.

West states: AK, AZ, CA, CO, HI, ID, MT, NV, NM, OR, UT, WA, WY.

Table 38. Household Income

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Under \$20,000	26.8%	24.7%	24.3%	32.5%	21.4%	20.4%	27.2%	24.0%	24.6%
\$20,000 to \$39,999	29.1%	25.6%	30.0%	28.7%	32.7%	27.1%	30.5%	28.9%	28.9%
\$40,000 to \$49,999	7.0%	10.7%	9.4%	7.4%	9.9%	11.9%	9.2%	9.7%	9.7%
\$50,000 to \$74,999	9.0%	16.8%	13.9%	13.6%	15.0%	18.2%	17.4%	16.9%	15.9%
\$75,000 to \$99,999	9.8%	9.0%	9.7%	7.4%	4.2%	10.6%	6.2%	9.9%	8.7%
\$100,000 to \$149,999	10.0%	9.2%	8.3%	0.5%	9.6%	7.0%	6.1%	7.0%	7.3%
\$150,000 to \$199,999	6.8%	1.9%	3.1%	5.3%	4.9%	3.1%	2.0%	2.5%	3.2%
\$200,000 or more	1.6%	2.2%	1.3%	4.6%	2.3%	1.6%	1.5%	1.0%	1.7%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

Table 39. Ethnicity

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Hispanic or Latino Descent	20.0%	14.8%	15.5%	16.5%	11.1%	9.8%	7.6%	8.4%	11.6%
Non-Hispanic or Latino Descent	80.0%	85.2%	84.5%	83.5%	88.9%	90.2%	92.4%	91.6%	88.4%
Total	N=111	N=218	N=219	N=109	N=141	N=569	N=939	N=1008	N=3314

Table 40. Race

	Aspiring Hunter	Fun Fanatic	Learner	Anxious Buyer	Aspiring Target Shooter	Unarmed Aaron	Weaponless Wendy	Unprepared Protector	Total
Asian	2.6%	5.4%	4.1%	3.7%	4.4%	4.0%	1.0%	1.3%	3.1%
Native Hawaiian or Other Pacific Islander	3.3%	1.3%	4.2%	0.7%	0.9%	0.7%	0.7%	0.2%	1.4%
Black/African-American	16.7%	9.2%	21.2%	20.0%	11.1%	15.0%	12.0%	10.0%	13.8%
White	59.3%	72.4%	60.1%	61.5%	71.3%	69.9%	77.0%	79.6%	70.2%
Hispanic/Latino	8.4%	6.7%	7.2%	9.0%	4.2%	6.1%	3.5%	3.9%	5.8%
American Indian/Alaska Native	5.5%	2.4%	2.5%	1.5%	3.5%	1.0%	3.3%	2.9%	2.8%
Other - Write In	2.1%	1.9%	0.5%	2.0%	3.8%	2.2%	1.4%	1.6%	1.8%
Prefer not to answer	2.2%	0.7%	0.3%	1.6%	0.8%	1.1%	1.1%	0.4%	0.9%
Total	N=111	N=218	N=219	N=109	N=141	N=401	N=563	N=817	N=2579

Appendix 1: Qualification Questions

The following questions were asked of all respondents in order to qualify for the survey. The target sample for this project was individuals who do not own a firearm but are seriously considering purchasing one within the next three years. The responses detailed in this section include only those admitted to the survey.

Only respondents who disagreed with the statement, “guns should be prohibited except for use by law enforcement or military” were admitted to the survey.

Table 41. How do you agree or disagree with each of the following statement?

	1 - Completely Disagree	2	3	4	5	6	7	8	9	10 - Completely Agree
Guns should be prohibited except for use by law enforcement or military	57.7%	8.3%	10.2%	9.7%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Healthcare is a right and should be available to everyone regardless of their ability to pay	9.4%	2.8%	4.8%	4.3%	8.8%	4.1%	5.8%	5.8%	3.8%	50.6%
I think abortion should be illegal in all cases	37.8%	5.8%	6.9%	6.7%	13.5%	3.2%	3.5%	3.8%	3.0%	15.7%

Only those respondents who indicated that they did not own a firearm were admitted into the survey.

Table 42. Which of the following items do you personally own?

Item	Percent
Firearm (not including BB and pellet guns)	0.0%
High definition flat screen TV (HDTV)	69.4%
All-terrain vehicle (ATV, ROV, 4x4, etc.)	7.7%
Streaming entertainment device (Roku, AppleTV, Amazon Fire, Google Chromecast)	47.3%
Paintball or Airsoft® guns	10.1%
Motorized recreational vehicle (RV, 5th wheel, pop-up camper, etc.)	6.0%
Tablet computer (Apple, Microsoft, Samsung, etc.)	59.1%
Bow (recurve, compound, crossbow)	8.3%
Mountain or off-road bicycle	13.5%
Binocular and/or spotting scope	19.1%
None of the above	8.4%

Only those respondents who indicated that they were likely to purchase a firearm within the next five years were admitted into the survey.

Table 43. In the next 5 years, what is the likelihood of purchasing any of the following products?

	Very unlikely	Somewhat unlikely	Somewhat likely	Very likely
Firearm, for recreational or defense purposes	0.0%	0.0%	63.3%	36.7%
Smart TV (with build-in networking)	8.7%	13.1%	36.8%	41.4%
Backpack (for hiking, camping)	22.2%	20.2%	34.8%	22.8%
Laptop or tablet computer	6.5%	10.7%	35.4%	47.4%
GPS navigation unit	24.7%	21.7%	33.4%	20.2%
Paintball or Airsoft® guns	41.9%	24.5%	22.1%	11.5%
Fishing rod or reel	23.4%	20.1%	31.6%	24.9%
Water skis or wakeboard	54.8%	22.7%	15.5%	7.0%
Barbecue grill	11.6%	15.1%	39.0%	34.3%
Tent that sleeps four or more	26.6%	22.3%	32.2%	18.9%
Fixtures for recreational vehicle	41.1%	25.3%	22.3%	11.3%
Binoculars or spotting scope	33.7%	27.1%	27.2%	12.0%
Mountain bike	35.3%	24.2%	27.6%	12.9%

Appendix 2: Write-in Responses

The following tables describe the verbatim responses to write-in options.

Table 44. Why haven't you purchased a **traditional rifle** yet?: Write-in responses.

Autistic child	Learner	1
Cost	Unarmed Aaron	1
Financial reasons and also young kids in the home that im afraid of getting ahold of it	Weaponless Wendy	1
Haven't decided if I want a handgun first	Weaponless Wendy	1
haven't gotten around to it	Unprepared Protector	1
Honestly afraid I'd hurt myself	Weaponless Wendy	1
I don't own a safe.	Unprepared Protector	1
I have a son i don't want around firearms	Unarmed Aaron	1
It's not the right time yet	Unprepared Protector	1
Laxy	Unprepared Protector	1
Money	Unprepared Protector	1
moving want to waite untill i move	Unprepared Protector	1
Partner will not allow one on her property.	Aspiring Target Shooter	1
Rather shotgun and handgun 1st	Unprepared Protector	1
Same as previous	Unprepared Protector	1
Undecided what I want	Weaponless Wendy	1
Waiting to move to new house	Unarmed Aaron	1
when I have the time	Unarmed Aaron	1

Table 45. Why haven't you purchased an **MSR** yet?: Write-in responses.

Disappointe	Unprepared Protector	1
I Have To Be 21	Weaponless Wendy	1
Just havent gone yet to get 1	Unprepared Protector	1
Money	Unprepared Protector	1
Not motivated enough	Aspiring Target Shooter	1
Partner will not allow one on her property.	Aspiring Target Shooter	1
Waiting until I get my next job	Fun Fanatic	1

Table 46. Why haven't you purchased a **shotgun** yet?: Write-in responses.

money	Fun Fanatic	1
can't afford it.	Unprepared Protector	1
Children were small	Weaponless Wendy	1
Criminal conviction	Unprepared Protector	1
Didn't move yet to North Carolina	Unprepared Protector	1
Financial reasons this year	Unprepared Protector	1
Haven't had the time or funds	Unprepared Protector	1
Haven't had time to do so yet	Unprepared Protector	1
Honestly afraid I'd hurt myself	Weaponless Wendy	1
Household member on probation and cant be around them yet	Unprepared Protector	1
I don't have a safe.	Unprepared Protector	1
I don't have enough money	Unarmed Aaron	1
I have a son i don't want around firearms	Unarmed Aaron	1
I Have To Be 21	Weaponless Wendy	1
I'm going to get one soon	Unarmed Aaron	1
It's not the right time yet	Unprepared Protector	1
Lazy	Unprepared Protector	1
Money	Unprepared Protector	1
moving soon	Weaponless Wendy	1
No money	Unarmed Aaron	1
Not a priority yet.	Unprepared Protector	1
not gotten to it yet	Unprepared Protector	1
same	Unarmed Aaron	1
Same as previous	Unprepared Protector	1
Saving my money for it now	Unarmed Aaron	1
Saving up	Fun Fanatic	1
Some legal issues from my past	Unprepared Protector	1
Waiting for autistic child to be older	Learner	1
Waiting for summer so it will get used more and not sit	Unprepared Protector	1

Table 47. Why haven't you purchased a **muzzleloader** yet?: Write-in responses.

do things in my own time with family friends on the farm	Fun Fanatic	1
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Table 48. Why haven't you purchased a **handgun** yet?: Write-in responses.

Afraid my kid will hurt himself.	Unprepared Protector	1
Austic spectrum child at home	Unarmed Aaron	1
Autistic child at home	Learner	1
Because our gun rights have been destroyed.	Unarmed Aaron	1
Been busy	Weaponless Wendy	1
can't afford	Unarmed Aaron	1
can't afford one yet	Fun Fanatic	1
Cost	Aspiring Target Shooter	1
	Unarmed Aaron	1
Criminal conviction	Unprepared Protector	1
Don't live in a home	Unprepared Protector	1
Dont have the money to buy one and a lockbox. Also nervous about young kids in the home getting ahold of it	Weaponless Wendy	1
DUI	Unprepared Protector	1
Finances are too tight, I'm saving money now	Unarmed Aaron	1
Financial reasons this year	Unprepared Protector	1
Hard to find the one I want	Unarmed Aaron	1
Has not been on my priority list.	Unprepared Protector	1
haven't gotten around to it	Unprepared Protector	1
Haven't had the time to do so yet	Unprepared Protector	1
Honestly afraid I'd hurt myself	Weaponless Wendy	1
Household members on probation and cant be around them yet.	Unprepared Protector	1
I am restricted from possessing a firearm at this time.	Unarmed Aaron	1
I am waiting for the right time	Aspiring Hunter	1
I do not used except for killing if used.	Unprepared Protector	1
I don't like the government getting involved in my business	Weaponless Wendy	1
I had a non violent felony 10 years ago don't know whether I can get one	Unprepared Protector	1
I have a son i don't want firearms around	Unarmed Aaron	1
I have a toddler in the house	Weaponless Wendy	1
I have an Autistic child in the house and I don't trust him with a gun in the house.	Aspiring Target Shooter	1
I Have To Wait Until Im 21	Weaponless Wendy	1
I just havent gone to get 1 yet	Unprepared Protector	1
I live on a college campus right now which isn't allowed on campus. When I get my own house I plan to purchase a gun for safety.	Weaponless Wendy	1
I plan on doing it next spring and summer	Weaponless Wendy	1
I was waiting until my kids left home	Weaponless Wendy	1
I will be living at University for the next couple of years. Guns are not allowed in my housing unit.	Unprepared Protector	1
I wouldn't buy one till I definitely move to North Carolina	Unprepared Protector	1
I'm a felon	Weaponless Wendy	1

I'm in college and don't want to illegally bring one on campus nor do i think they should be allowed on college campuses	Unprepared Protector	1
I'm not 21 yet	Weaponless Wendy	1
I've struggled with mental health issues in the past. This concerns me yet I live in a dangerous neighborhood.	Weaponless Wendy	1
In the process	Unprepared Protector	1
It's a big decision and I want to do my research before I invest.	Unarmed Aaron	1
It's just not the right time yet	Unprepared Protector	1
It's on my list just not there yet	Unprepared Protector	1
Lazy	Unprepared Protector	1
Live with a felon	Unprepared Protector	1
Low on funds	Unprepared Protector	1
Money	Unprepared Protector	1
moving soon	Weaponless Wendy	1
My husband is an alcoholic and I'm afraid to have one here with him.	Weaponless Wendy	1
Need a concealed carry license	Weaponless Wendy	1
Need to talk wife into letting me get it	Unarmed Aaron	1
Never felt the need	Fun Fanatic	1
No license for firearms	Unprepared Protector	1
No money	Unarmed Aaron	1
No permanent housing yet	Unarmed Aaron	1
no pressing physical threat	Unarmed Aaron	1
Not old enough	Weaponless Wendy	2
Not old enough for a ccw	Unarmed Aaron	1
Partner won't allow one on her property.	Aspiring Target Shooter	1
prefer kids gone	Unprepared Protector	1
Price/ have to save up for it	Weaponless Wendy	1
Researching what I want	Unprepared Protector	1
Undecided on type	Unprepared Protector	1
Up until 2016 I never felt the need to own a gun for protection.	Unprepared Protector	1
Waiting for my children to be older so I can teach them about gun safety before I have one in the house	Unprepared Protector	1
Waiting for my sons to be a little older	Unprepared Protector	1
Want to go to a gun range and try it first	Unprepared Protector	1
Wasn't of age	Unprepared Protector	1
when I have the time	Unarmed Aaron	1
Wife objects	Unprepared Protector	1

Table 49. Why haven't you purchased an **air rifle/air gun** yet?: Write-in responses.

Cant afford it	Unprepared Protector	1
Haven't had the time to do so yet	Unprepared Protector	1
I already have an air rifle	Aspiring Target Shooter	1
I don't much about them or how to use them. But i would like to get one to protect me and my son if anyone ever broke in.	Weaponless Wendy	1
just haven't gotten around to it	Unprepared Protector	1
Lack of money	Unprepared Protector	1
No money	Unprepared Protector	1
Saving money for the one I want.	Unprepared Protector	1
To lazy	Aspiring Target Shooter	1

Table 50. Which of the following would most encourage you to purchase a firearm?: Write-in responses.

A gunsafe	Weaponless Wendy	1
a real need	Unarmed Aaron	1
Better job that pays more	Unprepared Protector	1
better laws in all sectors	Anxious Buyer	1
Cheaper and if I had a good place to store it	Weaponless Wendy	1
Crime rate going up in my area	Weaponless Wendy	1
Ensuring I won't be held liable for defending myself or family	Unarmed Aaron	1
Feeling the necessity to have my own gun to carry	Unprepared Protector	1
finalize research on which gun would work best for my needs	Unprepared Protector	1
For protection	Weaponless Wendy	1
For protection for myself an my family	Fun Fanatic	1
Gun safety with my son	Weaponless Wendy	1
Have more time	Unarmed Aaron	1
Have somewhere to store firearm	Fun Fanatic	1
Having more money	Unarmed Aaron	1
Having a place for storage and my license to carry	Unarmed Aaron	1
having a place to go hunt	Unprepared Protector	1
Having a safe place to store it, there is a child in the apartment	Unprepared Protector	1
Having enough money to get my concealed carry permit	Weaponless Wendy	1
Having the funds to purchase what I want to own.	Unarmed Aaron	1
having the money	Unprepared Protector	1
Having the money	Aspiring Hunter	1
HAVING THE MONEY TO SPARE!	Unprepared Protector	1
higher crime rate	Weaponless Wendy	1

I don't have proper license yet	Unprepared Protector	1
I dont really know what tp say here	Unprepared Protector	1
I have firearms in my house just none in my name	Unprepared Protector	1
I need a weapons safe.	Fun Fanatic	1
If my marksmanship decreases more and need more practice	Unprepared Protector	1
Increase in crime around my city	Unprepared Protector	1
Just to habe	Learner	1
Knowing how to go about traveling with it. Getting a concealed weapons permit	Unprepared Protector	1
Knowing my mom and dad and my son and i were gonna be safe	Weaponless Wendy	1
Less restrictive partner or moving to another home.	Aspiring Target Shooter	1
Lower dark price	Learner	1
More money to get the best ones	Weaponless Wendy	1
More money to spend on it (them).	Unarmed Aaron	1
More time to explore	Unarmed Aaron	1
my kids are gownen	Aspiring Target Shooter	1
Not being pregnant and worrying about gsr	Weaponless Wendy	1
Not living in an apartment	Weaponless Wendy	1
Obtaining sufficient discretionary funds to afford purchasing the gun, accessories and required training	Unprepared Protector	1
One sale	Aspiring Target Shooter	1
pain managed	Unprepared Protector	1
price	Anxious Buyer	1
Price	Weaponless Wendy	1
Protection	Weaponless Wendy	1
protetion	Weaponless Wendy	1
safety and security	Unprepared Protector	1
So my family is safe	Weaponless Wendy	1
Som where to store it which is not available right now	Weaponless Wendy	1
Someplace local that could serve as a one-stop for education, lessons, practice and purchase (including help with licensing process)	Unprepared Protector	1
Storage place like a gun safe	Weaponless Wendy	1
The continuation of the USA to aid and protect illegals thereby endangering those of us who follow the laws. The development of sanctuary cities and the crime the left lets in has prompted me to embrace 2A and the right to self prove when this country fai	Weaponless Wendy	1
The funds	Unarmed Aaron	1
to hunt and shoot targets	Unarmed Aaron	1
To protect me and my family	Unarmed Aaron	1

To protect myself	Weaponless Wendy	1
To protect myself n my children from people that would try to break into my house I have 4 little girls n if someone would try to hurt us I would have to protect us couse its just us girls.	Weaponless Wendy	1
Waiting for the time to be right. My kids are very small still	Unprepared Protector	1
When I feel it's safe for my child	Learner	1
When I get money to own one	Learner	1
When I have a place to store it after I buy my own house	Unprepared Protector	1
When it's a priority. It's just not atm. I have other interests and obligations, and hunting takes time and effort and more than just a gun.	Aspiring Hunter	1
When my son graduates from high school and moves out	Unarmed Aaron	1
wont untill i moved and established	Unprepared Protector	1

Table 51. What other accessories or services do you plan to purchase?: Write-in responses.

5ammo	Unarmed Aaron	1
Ammo	Unprepared Protector	1
BP Vest	Unprepared Protector	1
bullets	Unprepared Protector	1
Clay thrower	Unprepared Protector	1
Everything	Weaponless Wendy	1
Extended mags	Learner	1
For protection	Weaponless Wendy	1
I don't know	Weaponless Wendy	2
I have no idea	Weaponless Wendy	1
I really don't know, that is why I need more education - I am not sure what else would be necessary for complete safety	Unprepared Protector	1
I want a revolver with a speed loader	Unarmed Aaron	1
I'll figure it all out when I get there	Unarmed Aaron	1
Images such as people, places, & things where I can shoot and pretend it's the real thing.	Unprepared Protector	1
just want a gun for safety area is getting really bad	Anxious Buyer	1
Lessons	Unprepared Protector	1
not sure	Unprepared Protector	1
Prone-fire tripods	Unarmed Aaron	1
proper ammunition for rifle type	Learner	1
Suppressor	Unprepared Protector	1
whatever needed	Weaponless Wendy	1

The following question was asked of those who indicated that they would go hunting if a good friend or family member invited them, but they have not been hunting in the past 3 years.

Table 52. Why have you not yet participated in hunting?: Write-in responses.

Busy with family business	Weaponless Wendy	1
Children to raise	Weaponless Wendy	1
Do not want to kill animals.	Unprepared Protector	1
Don't know where to obtain one	Unprepared Protector	1
don't want to clean game	Weaponless Wendy	1
Don't want to kill animals	Weaponless Wendy	1
Dont care to hunt	Unprepared Protector	1
Dont like hunting	Weaponless Wendy	1
Haven't been since I was a kid	Weaponless Wendy	1
I did try hunting a few years and i didnt like it much.	Weaponless Wendy	1
I did when i was young and want to get back into it	Unprepared Protector	1
I do not have my hunting license yet	Weaponless Wendy	1
I don't have proper license yet	Unprepared Protector	1
I don't want to kill animals	Unprepared Protector	1
I dont have a license at the time.	Fun Fanatic	1
I dont own a gun	Unprepared Protector	1
I have	Learner	1
I have been hunting	Unprepared Protector	1
I have hunted in Mexico	Weaponless Wendy	1
I have hunted in the distant past, over 35 years ago	Unarmed Aaron	1
I have no idea about anything I've just always wanted to hunt	Weaponless Wendy	1
I have, just not recently	Unarmed Aaron	1
i hunted when i was a teen	Unarmed Aaron	1
I just don't go anymore	Weaponless Wendy	1
I like to eat some meat but I limit how much I eat because I want animals to have a full life.	Weaponless Wendy	1
I love wildlife.	Weaponless Wendy	1
It's hard to find the time I work a lot	Unarmed Aaron	1
Kids are too small to leave with a sitter that early in the morning	Unprepared Protector	1
Low on time	Unarmed Aaron	1
My husband and kids get the deer i am too busy	Unprepared Protector	1
no need to	Weaponless Wendy	1
No one to go with	Unprepared Protector	1

No time	Unprepared Protector	2
Not sure	Unprepared Protector	1
Not sure I want to take an animals life when there is plenty of meat in the store that was bred just to eat... shame for that animals life to go to waste because no one bought the meat	Aspiring Target Shooter	1
Pregnant	Weaponless Wendy	1
Way too cold here, can't lift a deer with injuries	Weaponless Wendy	1
when younger I hunted all the time now I have some mobility problems that make hunting somewhat difficult.	Unprepared Protector	1

The following question was asked of those who indicated that they would go target shooting if a good friend or family member invited them, but they have not been target shooting in the past 3 years.

Table 53. Why have you not yet participated in target shooting?: Write-in responses.

Busy with family business	Weaponless Wendy	1
Can't afford a gun	Unarmed Aaron	1
Currently don't have a gun	Weaponless Wendy	1
Don't currently own a hand gun	Weaponless Wendy	1
Don't have a gun	Unprepared Protector	1
Don't have a gun yet	Weaponless Wendy	1
Don't have the gun(s) yet, and have not researched local shooting ranges....	Unarmed Aaron	1
Don't have the time	Unprepared Protector	1
Don't own a firearm and can't afford to go.	Unarmed Aaron	1
Don't own a gun	Unprepared Protector	1
Don't own a gun.	Unprepared Protector	1
Don't own firearm yet	Unprepared Protector	1
Dont have a gun	Unprepared Protector	1
Dont own a gun	Unarmed Aaron	1
	Unprepared Protector	1
Family property is far away	Weaponless Wendy	1
Financial	Unarmed Aaron	1
Finding the time	Weaponless Wendy	1
Have already done target shooting.	Weaponless Wendy	1
Have children	Aspiring Target Shooter	1
Have no gun/rifle yet	Weaponless Wendy	1
Haven't gotten around to it	Unprepared Protector	1
Haven't gottwn around tl it	Learner	1

Haven't had the time yet this year	Weaponless Wendy	1
Haven't had time	Weaponless Wendy	1
haven't purchased yet	Unprepared Protector	1
Hddg	Unprepared Protector	1
I don't have a firearm yet	Weaponless Wendy	1
I don't have a firearm.	Unprepared Protector	1
I don't have a gun	Unarmed Aaron	1
I don't have a gun yet	Unprepared Protector	1
i don't have agun	Aspiring Target Shooter	1
I don't know	Weaponless Wendy	1
I don't own a firearm yet.	Unprepared Protector	1
I don't own a gun yet	Weaponless Wendy	1
I don't own a weapon yet	Unprepared Protector	1
I dont have the time	Weaponless Wendy	1
i dont know if you need a license to shoot at a fire range	Weaponless Wendy	1
I go w/friends already and use there's. I want to get my own soon	Unprepared Protector	1
I have been in the past but not in Texas where I now live.	Unprepared Protector	1
I have done so in the past	Unarmed Aaron	1
I have done target shooting	Weaponless Wendy	1
I have gone	Unprepared Protector	1
I have gone target shooting	Unprepared Protector	1
I have gone target shooting before.	Weaponless Wendy	1
I HAVE gone. Need more time to do more	Weaponless Wendy	1
I have in past just don't own a firearm at this time	Unprepared Protector	1
I HAVE NO GUN! DUH!	Unprepared Protector	1
I have shot in a class	Weaponless Wendy	1
I have target shot	Unprepared Protector	1
I have tried it	Learner	1
	Unprepared Protector	1
I have when i was younger, I want to start again.	Unarmed Aaron	1
I need to purchase a gun	Unprepared Protector	1
I use to as a teen and just got away from it I'd like to go back to doing it again	Weaponless Wendy	1
I used to in my past	Weaponless Wendy	1
I'm just not quite ready	Weaponless Wendy	1
I'm to busy with work	Unarmed Aaron	1
It's hard to find the time I work an awful lot	Unarmed Aaron	1

just busy	Aspiring Hunter	1
Just Have Not Went	Weaponless Wendy	1
Just haven't gotten around to arranging it	Weaponless Wendy	1
Kids would need a sitter due to being too little	Unprepared Protector	1
Lack of money and transportation	Weaponless Wendy	1
Lazy	Unarmed Aaron	1
Limited on time	Weaponless Wendy	1
Low on time	Unarmed Aaron	1
My partner will throw me out if I participate.	Aspiring Target Shooter	1
Ni don't know the laws nor do i know how to hold a gun	Weaponless Wendy	1
No gun yet	Unarmed Aaron	1
no real reason	Fun Fanatic	1
No reason	Weaponless Wendy	1
No time raising kids	Weaponless Wendy	1
None	Unarmed Aaron	1
NOT ALLOW ME	Unprepared Protector	1
not enough money	Fun Fanatic	1
Not enough time to spend on it just yet.	Unprepared Protector	1
Not much spare time right now	Anxious Buyer	1
Not something I enjoy doing but once getting a conceal carry lice se I would like to keep going to become a better shot.	Unarmed Aaron	1
Only been to a range twice	Unprepared Protector	1
Pregnant	Weaponless Wendy	1
Time	Weaponless Wendy	1
	Unprepared Protector	1
Time constraints	Unarmed Aaron	1
Too busy working	Unarmed Aaron	1
Waiting for my sons to be a little older	Unprepared Protector	1
we own 40 acres of woodland so a place to shoot is not an issue	Unprepared Protector	1

Table 54. When are you the most likely to be giving serious consideration to trying a new activity?: Write-in responses.

All of the above	Unprepared Protector	1
All the time!	Unprepared Protector	1
Anytime	Unprepared Protector	1
Anytime I hear something I might like	Unarmed Aaron	1
Everywhere	Fun Fanatic	1
For me personally I\'d have to say at anytime really . It is just more of thr random type of person that I am .	Weaponless Wendy	1
improved finances	Unarmed Aaron	1
Never	Unprepared Protector	1
Nunya	Aspiring Hunter	1
Only if or when necessary	Unarmed Aaron	1
Pizza	Aspiring Target Shooter	2
Probably never	Aspiring Hunter	1
When I am physically able	Unprepared Protector	1
When I am watching someone else and do search on it	Weaponless Wendy	1
When I feel like it	Weaponless Wendy	1
When I get done working on the project that I\'m working on..	Aspiring Target Shooter	1
When im somewhere where its required	Anxious Buyer	1
When my financial situation improves	Unarmed Aaron	1
When the opportunity may present itself	Unprepared Protector	1
Whenever	Weaponless Wendy	1
You tube	Unarmed Aaron	1

Table 55. Who or what are the more credible sources to learn about beginning to hunt or target shoot?: Write-in responses.

firearms training	Aspiring Target Shooter	1
Friends	Anxious Buyer	1
Google/websites	Aspiring Hunter	1
Gun Expert	Unprepared Protector	1
Military	Aspiring Target Shooter	1
	Unprepared Protector	1
online	Unarmed Aaron	1
Researching on the internet	Weaponless Wendy	1
School!!!! I have my hunters, trappers, and boaters safety class all taken in high school(1999 school year) threw my local jvs for my environmental occupations class. The state came and taught my entire class. I think all schools should do this. So childr	Unprepared Protector	1
Youtubers	Unprepared Protector	1

Table 56. Where would you begin your search for information if you decided to start hunting or target shooting?: Write-in responses.

Do not know	Unarmed Aaron	1
Do t want to kill animals	Unprepared Protector	1
Gal I took class from	Weaponless Wendy	1
Googke	Weaponless Wendy	1
Google	Unarmed Aaron	2
I do not want to hunt ever	Unprepared Protector	1
I don't	Unarmed Aaron	1
I don't know	Unprepared Protector	1
I don't need training I have been hunting before (from my childhood up until I became disabled 5 yrs ago)	Unprepared Protector	1
I don't want to hunt	Aspiring Target Shooter	1
I dont know	Weaponless Wendy	1
I know enough just can't afford it right now	Aspiring Hunter	1
I won't hunt	Weaponless Wendy	1
I wont	Weaponless Wendy	1
I wouldn't	Unarmed Aaron	1
idk	Weaponless Wendy	1
im not going to hunt	Unprepared Protector	1
My own experience	Unarmed Aaron	1
None	Anxious Buyer	1
not sure	Unprepared Protector	1
Not sure	Weaponless Wendy	1
Nra	Unprepared Protector	1
NRA	Unarmed Aaron	1
Top Gun	Weaponless Wendy	1
Would not	Weaponless Wendy	1

Table 57. What interests you most about hunting?: Write-in responses.

DEER MEAT IS MORE HEATHY FOR YOU!	Unprepared Protector	1
food	Unarmed Aaron	1
Freedom	Learner	1
just to do it once -	Unarmed Aaron	1
Keep my mobile shooting skills in shape	Unarmed Aaron	1

Table 58. Who would you prefer to go hunting with?: Write-in responses.

Anybody who wants to join	Unarmed Aaron	1
Anyone that's is legally able to hunt as well as be a responsible adult with any kind of weapon of that sort, but I'd rather it be my friends and family.	Weaponless Wendy	1
Anyone who enjoyed it	Weaponless Wendy	1
Fellow shooters	Unprepared Protector	1
Nddjdn	Fun Fanatic	1

Table 59. Please select up to three statements that would increase your interest and motivations to hunt?: Write-in responses.

Affordability. Period.	Unarmed Aaron	1
Believe and you'll receive	Unarmed Aaron	1
Expand your skill set. Or. Become informed	Unprepared Protector	1
Hunting isn't a vacation or a form of entertainment; it's a lifestyle. These phrases are mostly insulting and aimed at people who don't hunt.	Aspiring Hunter	1
not sure really	Unprepared Protector	1
peace of mind	Unprepared Protector	1
Stop herd starvation from overpopulation!	Unprepared Protector	1

Table 60. What interests you most about target shooting?: Write-in responses.

ability to provide food for my family	Fun Fanatic	1
freedom	Unprepared Protector	1
Just want feel like it	Weaponless Wendy	1
Mostly everything above.	Unprepared Protector	1
Part of my job	Unprepared Protector	1
Personal tradition	Unarmed Aaron	1
teaching my kids to safely use a firearm	Unprepared Protector	1
The more you handle a firearm, the more comfortable you feel with it and target practice is the easiest way.	Unprepared Protector	1
To increase my ability to be sure I'm able to protect my family from people and predators if needed.	Unarmed Aaron	1

Table 61. Please select up to three statements that would increase your interest and motivations to target shoot?: Write-in responses.

Affordability.	Unarmed Aaron	1
Be Educated, Be Ready	Unprepared Protector	1
Believe and you'll receive	Unarmed Aaron	1
BUYING A GUN.	Unprepared Protector	1
enjoy weapons	Unprepared Protector	1
Firing a gun doesn't excite me I'm not motivated to do so. It would only come in handy as a last option for an extreme emergency by threats from an intruder trespassing my property rights & personal space.	Unprepared Protector	1
Focus, learn patience.	Aspiring Target Shooter	1
FOR MY PAST I'M NOT ABLE,I'M PROHIBITED, BUT THEY JUST THINK KNOW HOW I AM BUT IM AGREE TO FIX AND FACE UP MY PAST,TO GET A NEW LIFE ,LEARN ABOUT AND SHARE IMPORTANT AND VALUE INFORMATION WITH MY SON	Unprepared Protector	1
Fun	Weaponless Wendy	1
I am really not sure. It's been an interest for a while, because I like anything with aiming. The feelings above don't seem to fit though.	Unprepared Protector	1
I don't	Unarmed Aaron	1
I really don't know	Aspiring Hunter	1
It's your heritage	Unprepared Protector	1
Jhfy	Unprepared Protector	1
Just want to be proficient with the firearm.	Unarmed Aaron	1
Learn to protect yourself	Unprepared Protector	1
Living my life	Unprepared Protector	1
no plans	Unarmed Aaron	1
none really increase my interest	Unprepared Protector	1
Not sure	Weaponless Wendy	1
Our what6I've always wanted to do	Unarmed Aaron	1
Practice & safety	Unprepared Protector	1
Protect innocent lives	Unarmed Aaron	1
protection of property	Unprepared Protector	1
Prove your independence.	Aspiring Hunter	1
Something that doesn't resort to fear mongering.	Unprepared Protector	1
To gain a skill	Unprepared Protector	1

Table 62. Which of the following television channels do you typically watch?: Write-in responses.

24/7 live streams	Unarmed Aaron	1
Adult swim	Aspiring Hunter	1
American Destination	Weaponless Wendy	1
ANY THING WITH FOOTBALL OR BASEBALL	Unprepared Protector	1
Bein sports usa	Unarmed Aaron	1
Broadcast tv-Justice Channe	Weaponless Wendy	1
BTN	Unprepared Protector	1
Cartoon Network	Unarmed Aaron	1
Cartoon Network, Boomerang	Weaponless Wendy	1
Cnn	Aspiring Hunter	1
	Unarmed Aaron	1
CNN, HBO, Showtime, Starz	Unprepared Protector	1
Destination America	Fun Fanatic	1
Direct TV	Learner	1
discovery	Unprepared Protector	1
Discovery Investigations	Unarmed Aaron	1
Disney, kids channels.	Unprepared Protector	1
don't have cable	Weaponless Wendy	1
Don't have tv	Weaponless Wendy	1
Fox	Weaponless Wendy	1
	Unprepared Protector	1
Fox Business	Weaponless Wendy	1
Fox news	Weaponless Wendy	1
Fox Sports Southwest	Unprepared Protector	1
Freeform	Weaponless Wendy	1
Freeform Disney USA	Weaponless Wendy	1
FS Wisconsin	Unprepared Protector	1
Golf	Unprepared Protector	1
Grit	Unprepared Protector	1
H&I, MeTV	Unarmed Aaron	1
hallmark	Weaponless Wendy	1
	Unprepared Protector	1
	Learner	1
Hallmark	Aspiring Target Shooter	2
	Unarmed Aaron	1
	Weaponless Wendy	5

	Unprepared Protector	6
Hallmark Movies	Unprepared Protector	1
hallmark, velocity	Unprepared Protector	1
Hbo	Unprepared Protector	1
HBO	Unprepared Protector	2
hulu live	Unprepared Protector	1
I stream tv	Weaponless Wendy	1
I use streaming services	Weaponless Wendy	1
Id channel	Weaponless Wendy	1
ID channel	Weaponless Wendy	1
ID Channel	Unprepared Protector	1
Investigation discovery	Unprepared Protector	2
Investigation Discovery	Weaponless Wendy	3
	Unprepared Protector	2
Investigation ID	Weaponless Wendy	1
InvestigationID	Weaponless Wendy	1
ION	Weaponless Wendy	1
Laff	Weaponless Wendy	1
Me TV	Unprepared Protector	1
metv	Aspiring Target Shooter	1
MeTV	Weaponless Wendy	1
	Unprepared Protector	1
	Aspiring Hunter	1
Netflix	Aspiring Target Shooter	1
	Weaponless Wendy	2
	Unprepared Protector	3
Netflix and Hulu	Unprepared Protector	1
Netflix or YouTube	Weaponless Wendy	1
Nick	Unprepared Protector	1
None	Unarmed Aaron	1
None go the above	Unarmed Aaron	1
NSNBC	Weaponless Wendy	1
Only have Hulu and Netflix	Weaponless Wendy	1
PBS	Unprepared Protector	1
RFD	Unarmed Aaron	1
stream netflix	Weaponless Wendy	1
Sundance and local channels	Weaponless Wendy	1

Tennis Channel	Aspiring Hunter	1
The ESPN -2 that comes with satellite	Learner	1
The Weather Channel	Weaponless Wendy	1
TruTv	Unarmed Aaron	1
TruTV	Learner	1
tvland	Unarmed Aaron	1
UFC	Unprepared Protector	1
Usa	Unarmed Aaron	1
USA	Fun Fanatic	1
	Weaponless Wendy	1
	Aspiring Target Shooter	1
	Unarmed Aaron	1
	Unprepared Protector	2
USA network	Unprepared Protector	1
USA Network	Learner	1
USA, Me-TV	Fun Fanatic	1
Vh1	Weaponless Wendy	1
VH1	Unprepared Protector	2
we do roku type streaming	Unprepared Protector	1
Western	Fun Fanatic	1
WGN	Weaponless Wendy	1
Wgvu	Unprepared Protector	1

Table 63. Which of the following ways do you typically access podcasts?: Write-in responses.

Amazon Music	Unprepared Protector	1
Amazon prime	Weaponless Wendy	1
Apple Podcasts	Fun Fanatic	1
Browser on computer on smartphone	Aspiring Target Shooter	1
Computer	Unarmed Aaron	1
desktop computer	Weaponless Wendy	1
Don not listen to podcasts	Weaponless Wendy	1
don't watch	Unprepared Protector	1
Dont listen to podcasts	Learner	1
Facebook	Weaponless Wendy	1
	Aspiring Hunter	1
	Anxious Buyer	1

	Weaponless Wendy	1
I don't	Unprepared Protector	1
I don't care about podcasts.	Anxious Buyer	1
I don't listen to podcasts	Unprepared Protector	1
I heart radio	Unarmed Aaron	1
	Weaponless Wendy	1
I watch podcasts on youtube, but it seems like people use the term to refer to a radio podcast? I watch Joe Rogan podcast.	Unprepared Protector	1
Iheart Radio	Weaponless Wendy	1
Iheart radio app	Weaponless Wendy	1
iHeartRadio	Anxious Buyer	1
IHeartRadio	Weaponless Wendy	1
Local radio	Unarmed Aaron	1
Marblo	Learner	1
Musi	Fun Fanatic	1
none	Weaponless Wendy	1
None	Unprepared Protector	2
NPR	Unprepared Protector	1
Online, through facebook	Unprepared Protector	1
	Fun Fanatic	1
Pandora	Unarmed Aaron	2
	Weaponless Wendy	2
	Unprepared Protector	2
Patreon, Libsyn	Unprepared Protector	1
PlayStation 4 console	Weaponless Wendy	1
Prom	Aspiring Hunter	1
	Unarmed Aaron	1
Radio	Weaponless Wendy	1
	Unprepared Protector	1
Radio then their websitr	Weaponless Wendy	1
reruns on youtube	Unprepared Protector	1
Roku YouTube	Aspiring Target Shooter	1
SoundCloud	Fun Fanatic	1
	Unprepared Protector	1
soundcloud, youtube	Aspiring Target Shooter	1
Stitcher App	Unprepared Protector	1
stitchers	Unprepared Protector	1

T v	Unprepared Protector	1
The Tunein app	Unarmed Aaron	1
Truck satellite radio	Unprepared Protector	1
Tunein	Fun Fanatic	1
Utube	Unarmed Aaron	1
Y ribs	Unprepared Protector	1
Yes no	Aspiring Target Shooter	1
You tube	Unarmed Aaron	1
	Weaponless Wendy	1
youtube	Unarmed Aaron	1
	Unprepared Protector	1
	Fun Fanatic	1
Youtube	Learner	1
	Unarmed Aaron	2
	Weaponless Wendy	3
	Unprepared Protector	7
	Fun Fanatic	1
YouTube	Learner	2
	Aspiring Target Shooter	3
	Unarmed Aaron	4
	Weaponless Wendy	5
	Unprepared Protector	6
YouTube or SoundCloud	Weaponless Wendy	1
youtube recordings	Weaponless Wendy	1
YouTube, Facebook	Unarmed Aaron	1

