

NSSF® Report

FUTURE GUN OWNERS OF AMERICA

IMPROVING RECRUITMENT OF NEW HUNTERS AND RECREATIONAL SHOOTERS



SOUTHWICK
ASSOCIATES

Conducted for the
National Shooting Sports Foundation*
by Southwick Associates

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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 |
|--|-------------|---|

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 |
| | Unprepared Protector | 1 |
| 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 wont untill i moved and established | Unarmed Aaron | 1 |
| | 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 a gun | 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 |
| online | Unprepared Protector | 1 |
| Researching on the internet | Unarmed Aaron | 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 | Weaponless Wendy | 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 |
| | Weaponless Wendy | 1 |
| Fox | 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 |
| | Weaponless Wendy | 1 |
| hallmark | Unprepared Protector | 1 |
| | Learner | 1 |
| | Aspiring Target Shooter | 2 |
| Hallmark | 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 |
| Investigation ID | Unprepared Protector | 2 |
| 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 |
| USA network | Weaponless Wendy | 1 |
| USA Network | Aspiring Target Shooter | 1 |
| USA, Me-TV | Unarmed Aaron | 1 |
| Vh1 | Unprepared Protector | 2 |
| VH1 | Unprepared Protector | 1 |
| we do roku type streaming | Unprepared Protector | 1 |
| Western | Fun Fanatic | 1 |
| WGN | Fun Fanatic | 1 |
| Wgvu | Weaponless Wendy | 1 |
| | 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 |
| | Weaponless Wendy | 1 |
| YouTube or SoundCloud | Weaponless Wendy | 1 |
| youtube recordings | Weaponless Wendy | 1 |
| YouTube, Facebook | Unarmed Aaron | 1 |

