

# SAMPLE REPORT



## SUPPLEMENTAL REPORT

# Handgun Consumers: An In-Depth Exploration



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



**SOUTHWICK**  
ASSOCIATES



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This study takes an in-depth look at two distinct groups of firearm owners: 1. **Handgun Owners**, defined as those who received a handgun as their first firearm and/or recently purchased a handgun in the past five years and 2. **Intending to Buy**, those who plan to buy a handgun in the next five years regardless of whether they currently own a handgun or not. As a follow up to *The Consumer Segmentation Analysis on the U.S. Commercial Firearms and Accessories Market report*, taking a look at these two target audiences will help companies build more relevant products and increase sales through targeted communications in the handgun market.

Handguns are attracting a diverse group of people. Women and minorities who received a handgun as their first firearm are most likely to express interest in buying one in the next five years. There are also active target shooters and hunters who want to purchase a second handgun or buy their very first one. Although they come from different backgrounds, their passions for being proficient in shooting are driving them to put “handgun, especially a semi-automatic” on their shopping list.



# Topline View of the Handgun Consumer

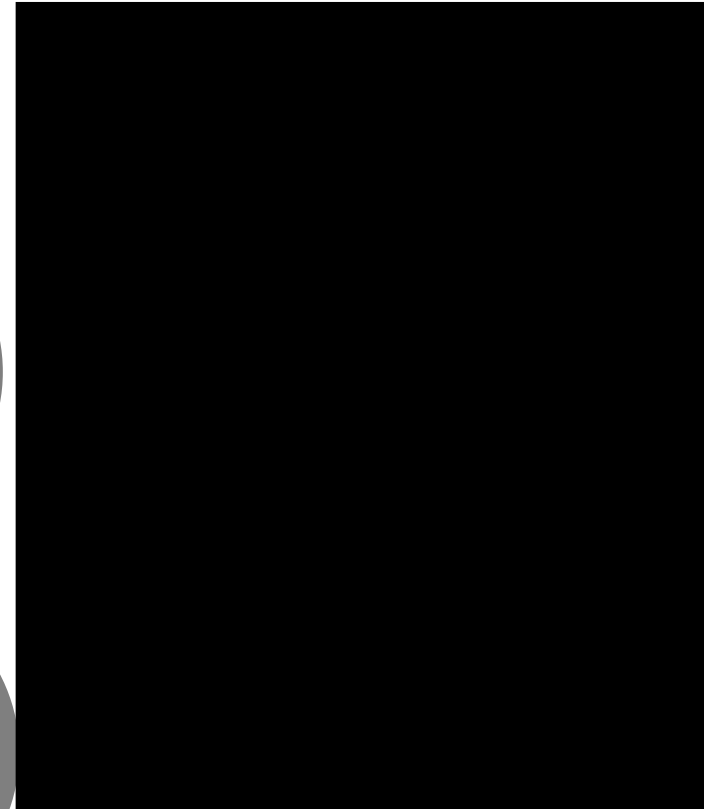


## WHO THEY ARE



Hunting  
  
 1X or more per year

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



## FIREARMS KNOWLEDGE



Target shooting  
  
 1X or more per Year



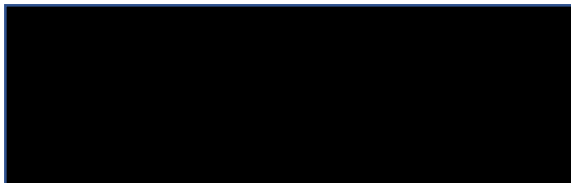
## PURCHASE DRIVERS



Average Spend  
  
 On a Handgun

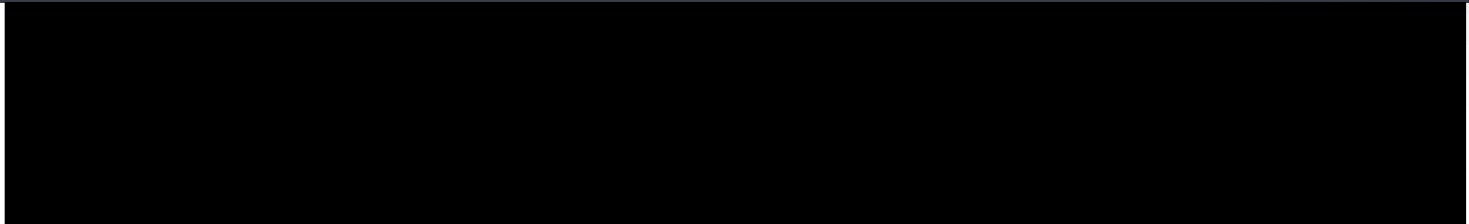
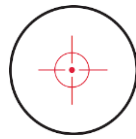


## PATH TO PURCHASE

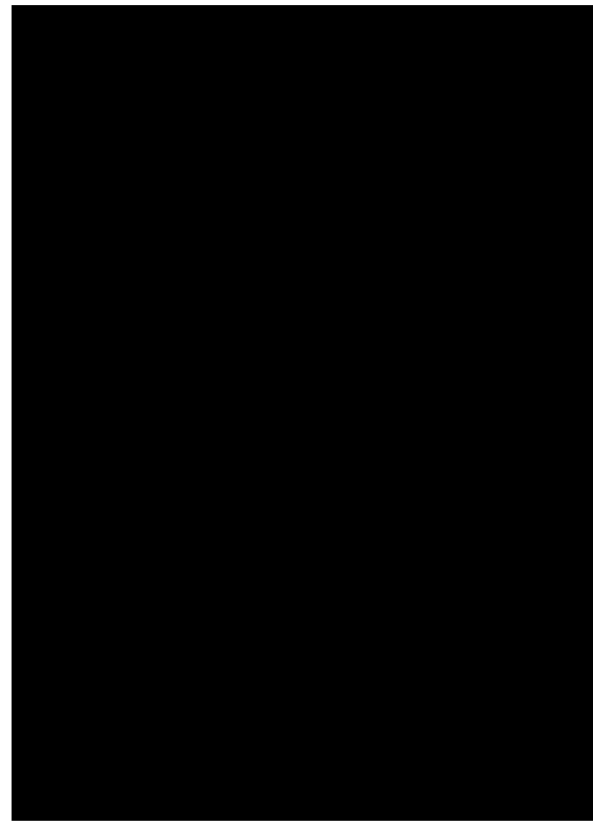


For more information on firearm owner segments and to purchase the full segmentation report, visit: [www.southwickassociates.com/commercial/firearms-consumer-segmentation/](http://www.southwickassociates.com/commercial/firearms-consumer-segmentation/)

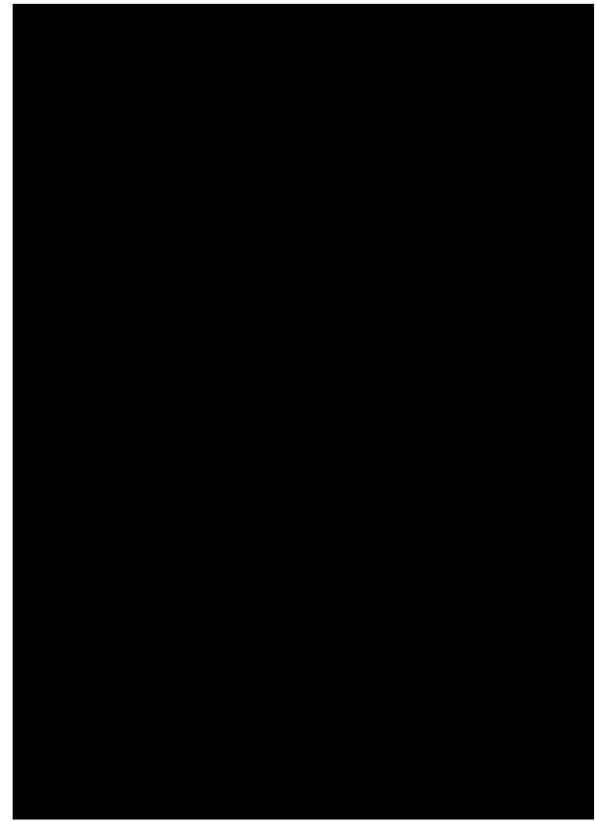
# Who They Are



## Handgun Owner



## Intending to Buy



Q: Are you? (Male or Female); In what year were you born? Which of the following best describes your race (select below)? What is your marital status (select below)? Which of the following describes your household income before taxes (select below)? Please check the highest level of education you completed (select below); Where is your home located (select below)? Sample: Handgun Owner – N=2,034; Intending to Buy – N=2,518. \*= Caucasian and Hispanic are not additive and can be the same person.

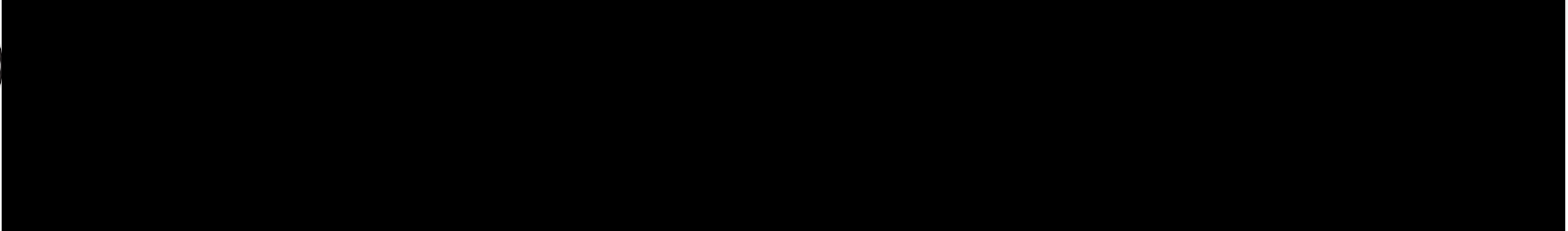
**Handgun Consumers Report**

# How They View Themselves

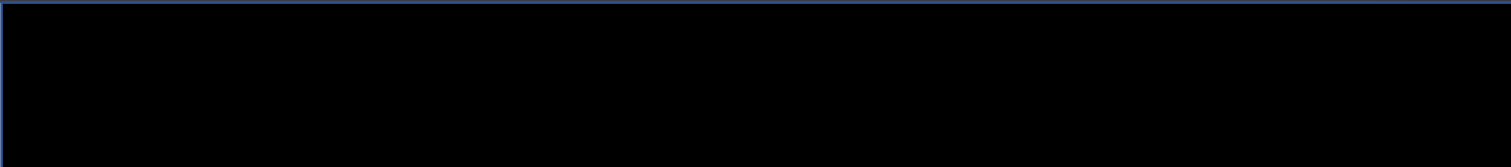


Q: "Choose up to three words to describe yourself." Sample: Handgun Owner – N=2,034; Intending to Buy – N=2,518.

# How Well They Know Firearms



Q: "When it comes to firearms knowledge, do you consider yourself...?" Sample: Handgun Owner – N=2,034; Intending to Buy – N=2,518.



Handgun Owners

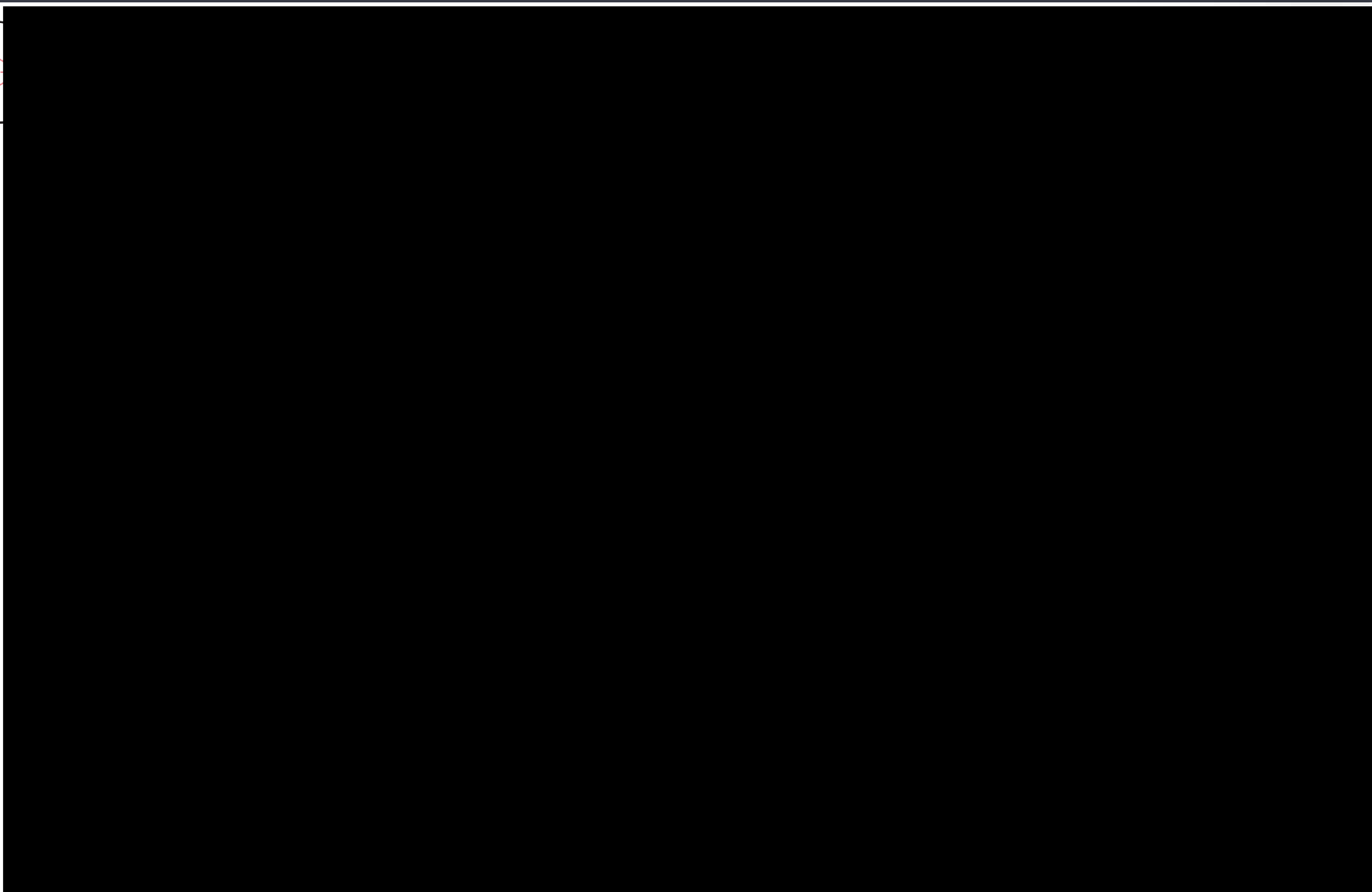
Intending to Buy



*Q: Please check the types of firearm-related activities you have engaged with in the past year (select below). Sample: Sample: Handgun Owner – N=2,034; Intending to Buy – N=2,518.*

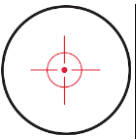


# Frequency of Target Shooting

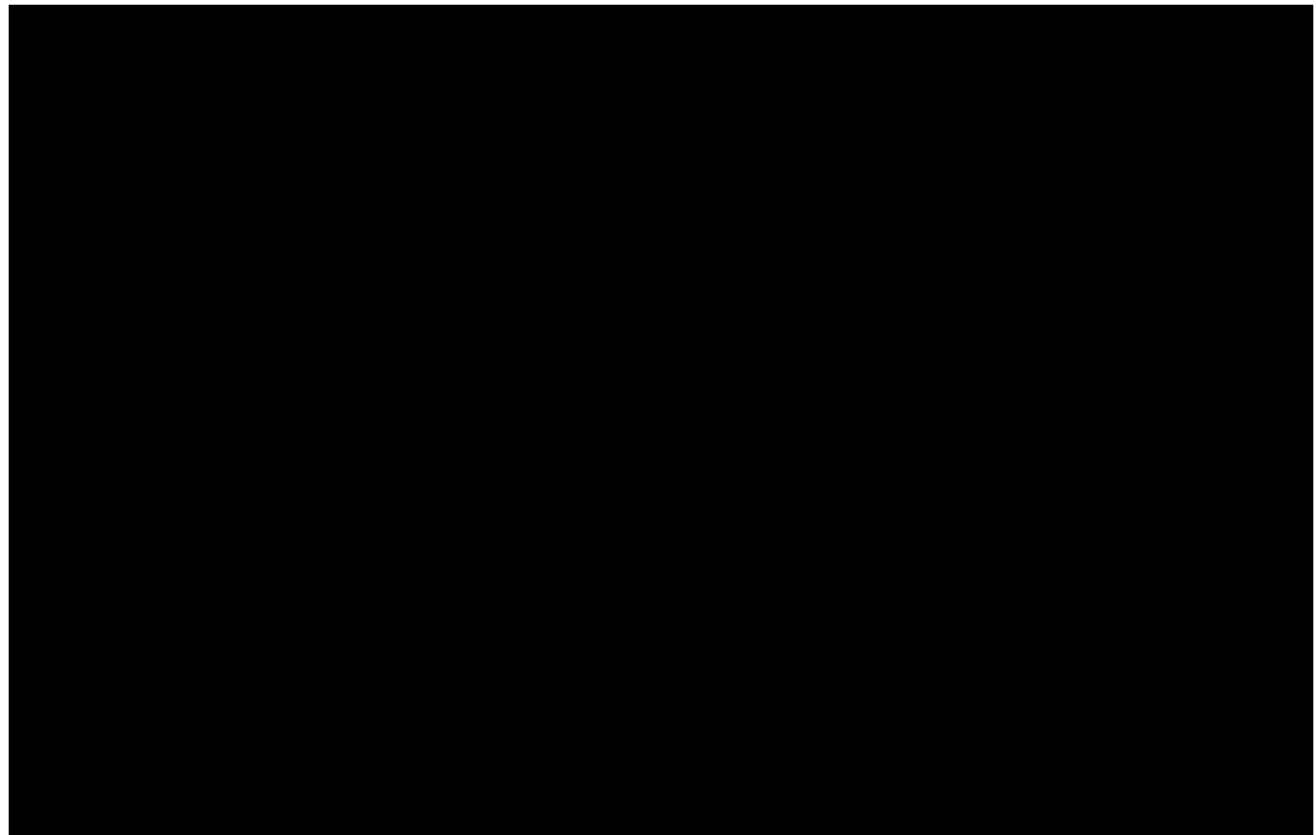


*Q: Please check the statement that best describes how frequently you go target shooting (whether it's with a rifle, handgun or shot gun) (select below). Sample: Handgun Owner – N=2,034; Intending to Buy – N=2,518.*

# Satisfactions from Target Shooting

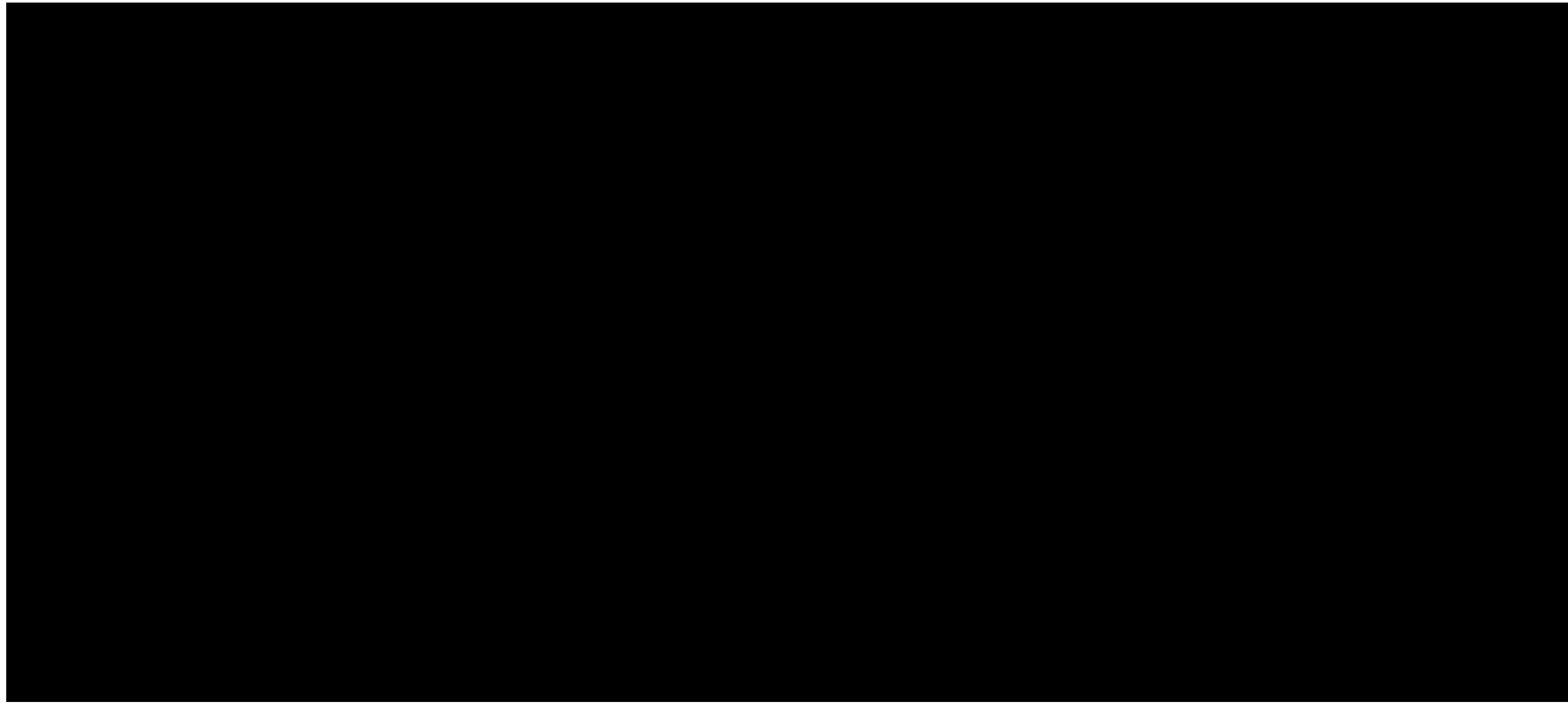
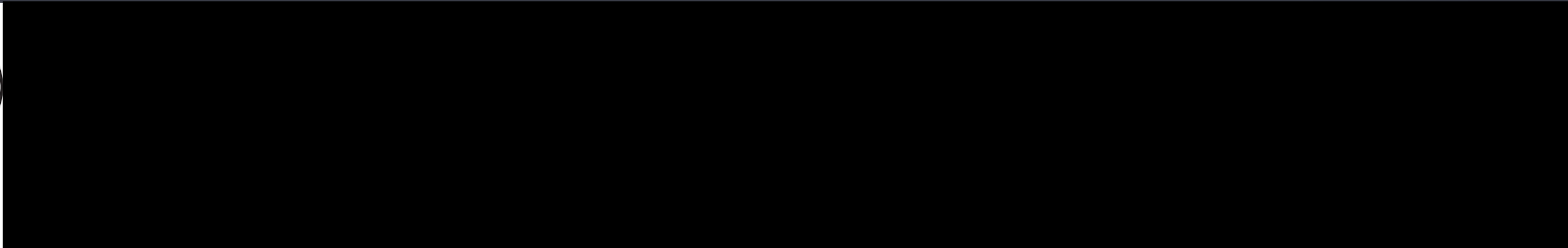
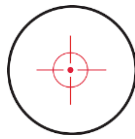


## All Satisfactions Ranked for Target Shooting:

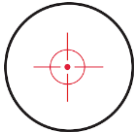


Q: Please select up to three words or phrases that best describe the satisfactions received from target shooting with a firearm (select below). Sample: Firearm owners who recently purchased a handgun or looking to purchase one in the next five years. Sample: All handgun consumers – N=3,600.

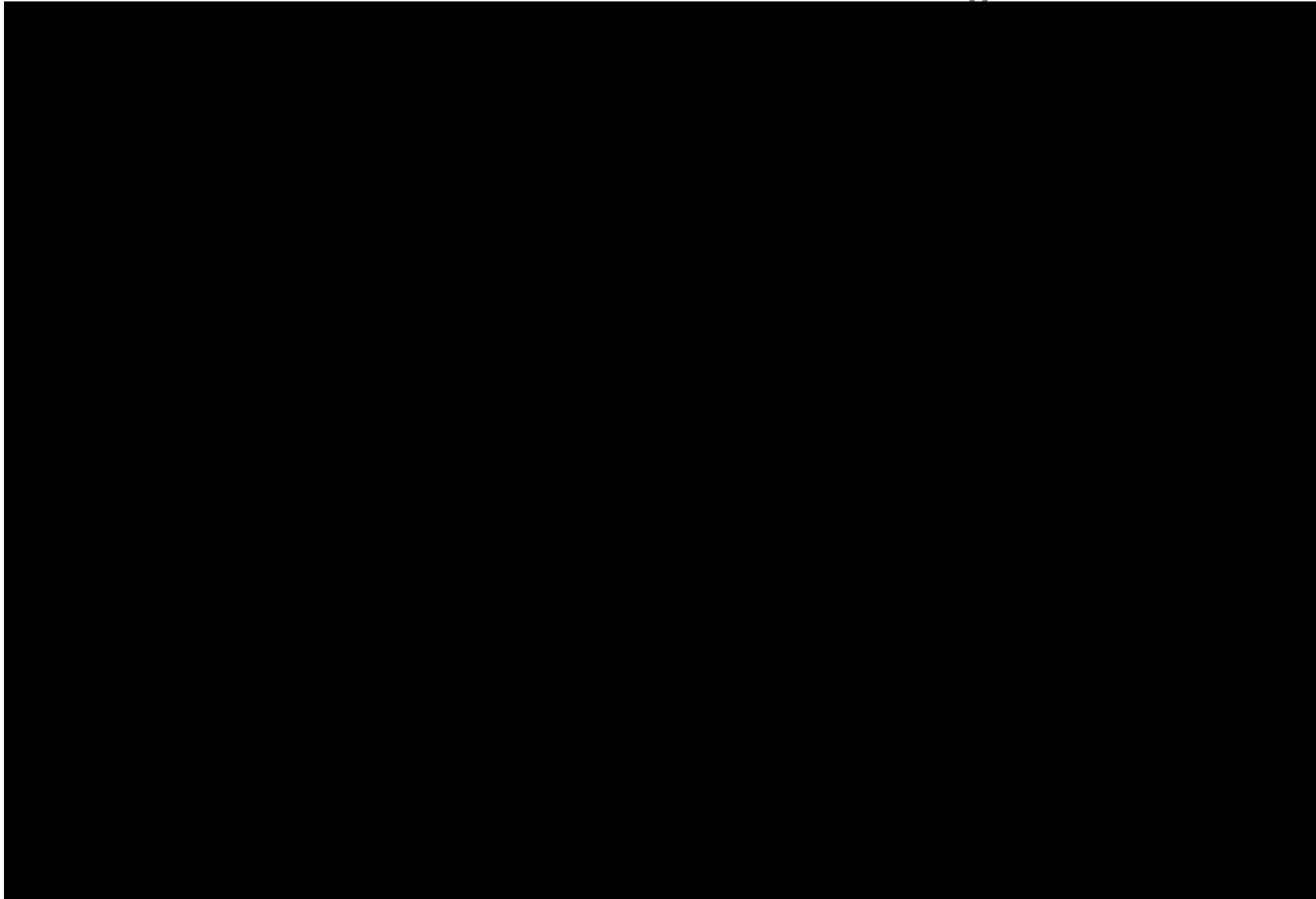
# Frequency of Hunting



*Q: Please check the statement that best describes how frequently you go target shooting (whether it's with a rifle, handgun or shot gun) (select below). Sample: Handgun Owner – N=2,034; Intending to Buy – N=2,518.*

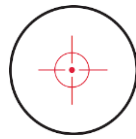


## All Satisfactions Ranked for Hunting:



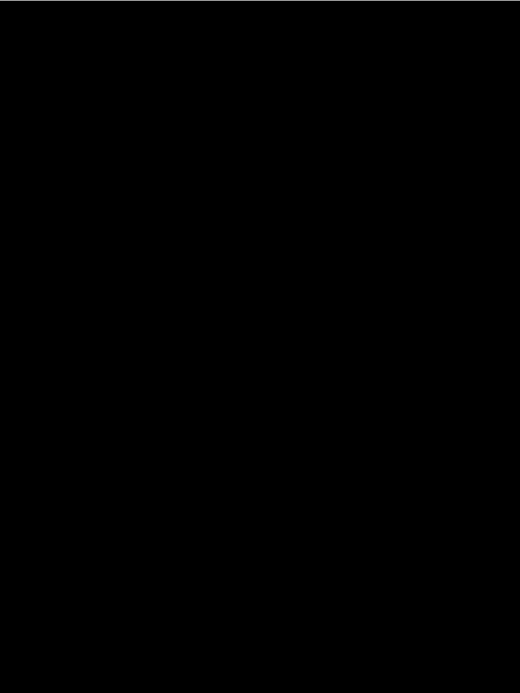
*Q: Please select up to three words or phrases that best describe the satisfactions received from hunting with a firearm (select below). Sample: All handgun consumers – N=3.600.*

# Reasons for Buying their Recent Handgun

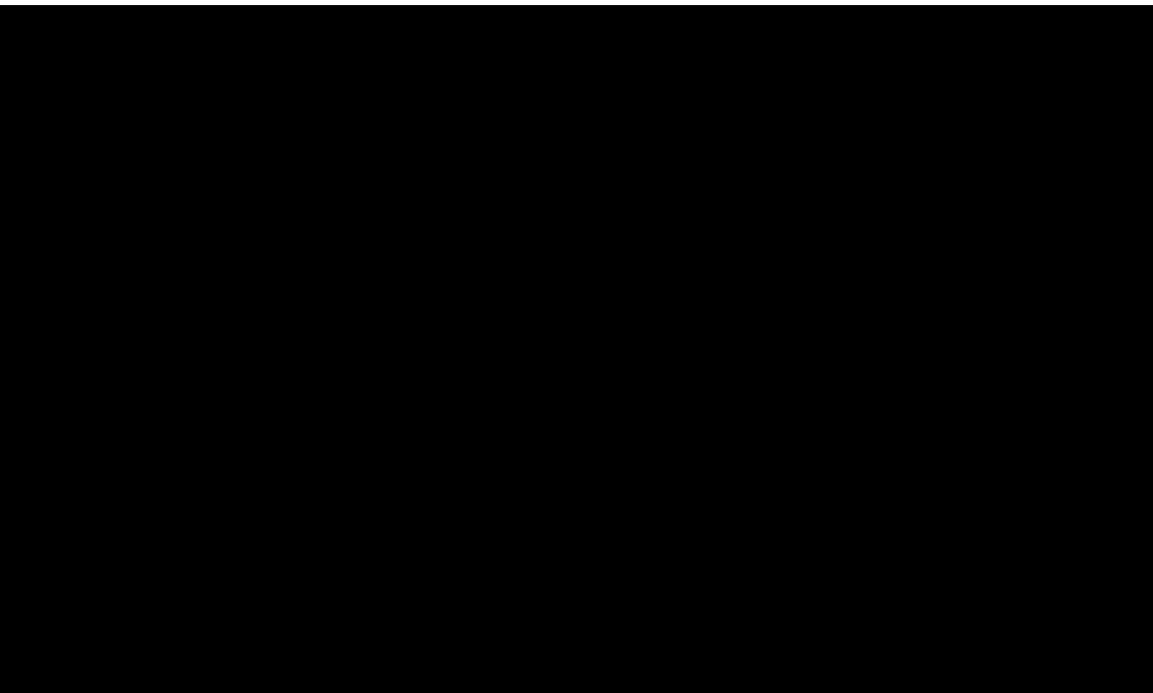


Those who recently purchased a handgun feel that protection away from home is as important as protection at home. Being proficient in firearms is also a top motivator for purchase.

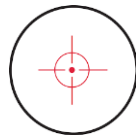
## Primary Purpose



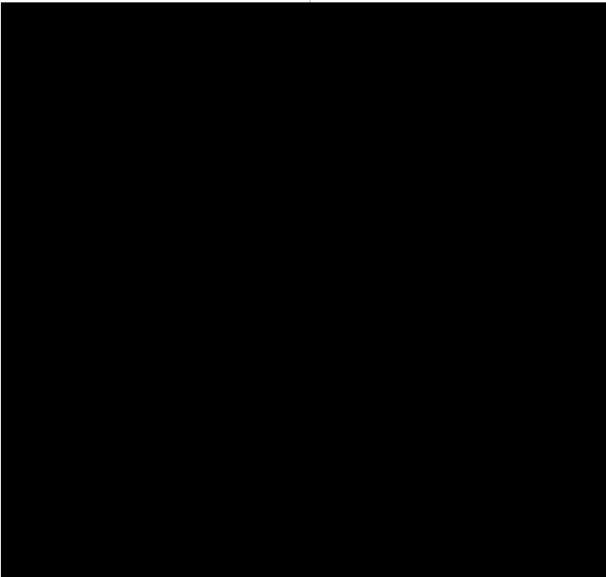
## Top Reasons for their Last Handgun Purchase



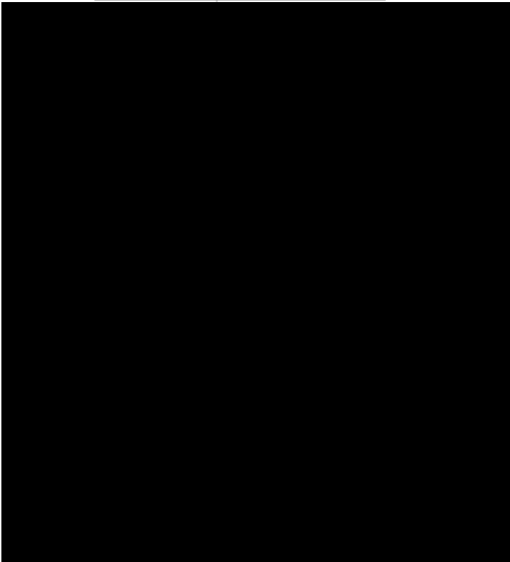
*Q: What is your primary purpose for buying a handgun? What are your top 3 reasons for buying your most recent firearm (select up to three below)? Sample: Those who recently purchased a handgun – N=1,256.*



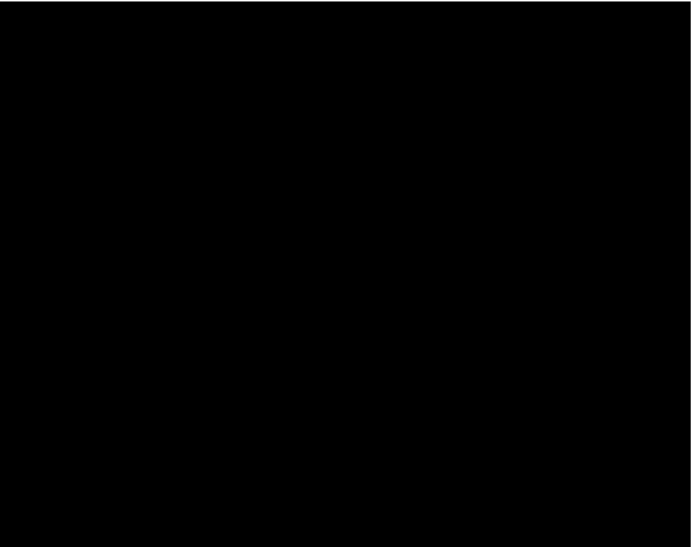
First Firearm Owned



Handgun Owners' Most Recent Purchase



Recent purchase among non-handgun owners looking to buy their first one



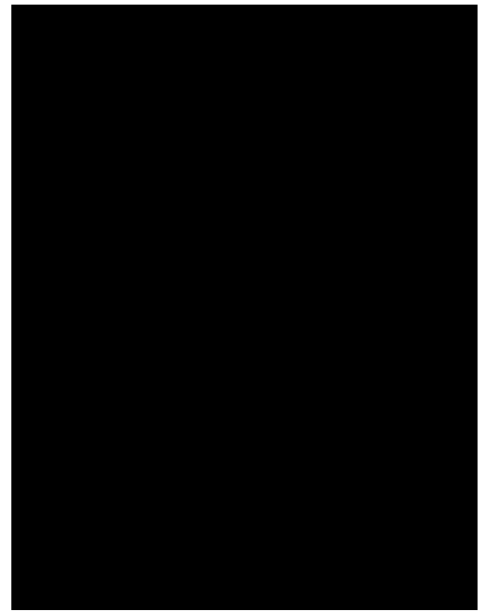
*Q: Which type of firearm was your first firearm? Sample: All Handgun Consumers – N=3,600; What type of firearm was your most recent purchase? Sample: Those who recently purchased a handgun – N=1,256; Intending to Buy – N=2,518.*

# Reasons for Buying their Next Handgun



While some buyers seek the latest handgun to add to their firearms collection or just want the latest innovations, the majority of consumers intending to buy in the next five years want a handgun for protection and target shooting.

## Primary Purpose



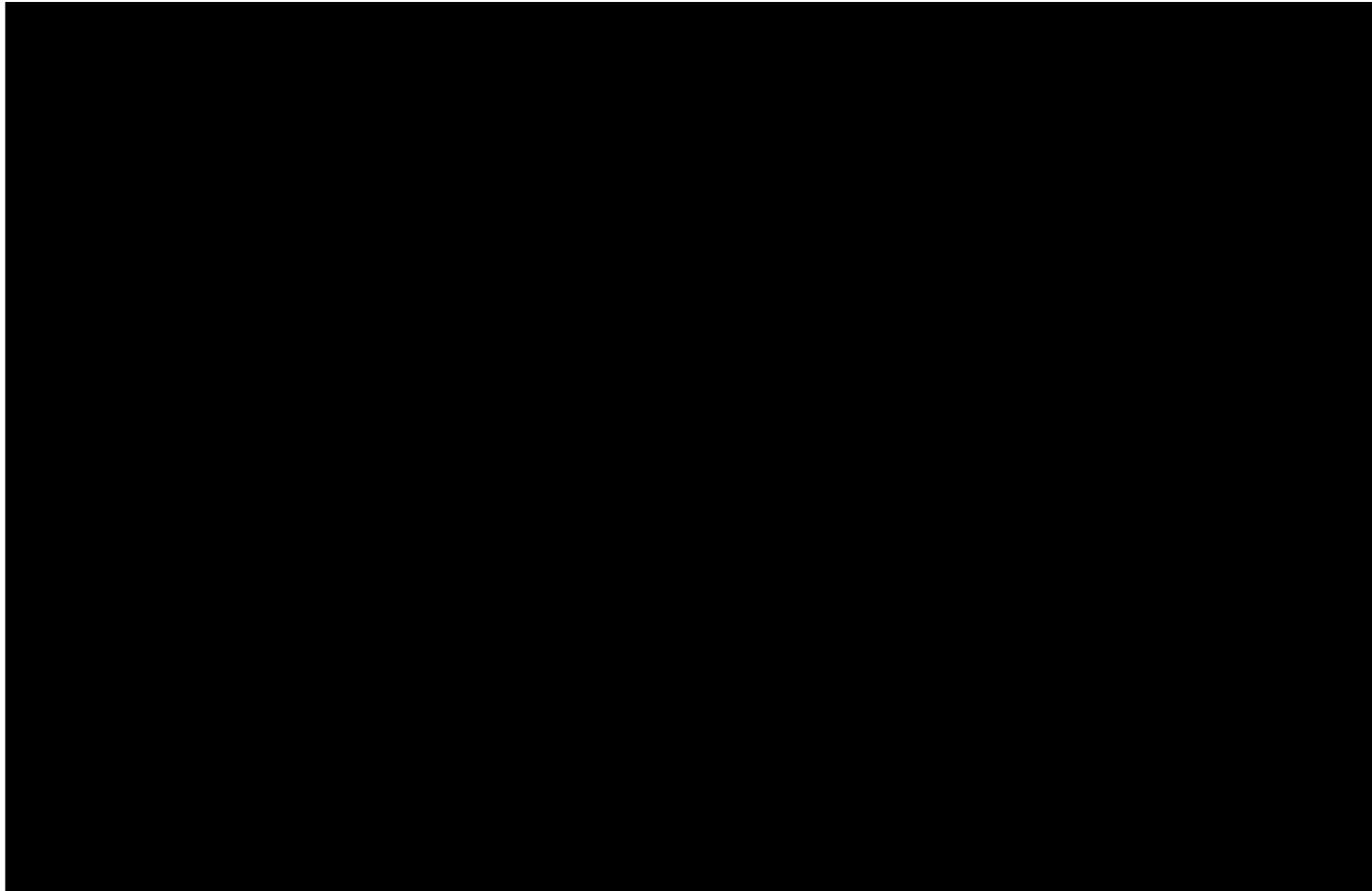
## Top Reasons for Buying a Handgun in the next 5 yrs.:



*Q: What are your top 3 reasons for buying a firearm in the future (select up to three below), Sample: Intending to Buy – N=2,518.*

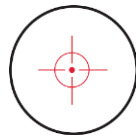
# Reasons for Buying their Next Handgun

## All Reasons Ranked for Buying a Handgun in the next 5 yrs.:

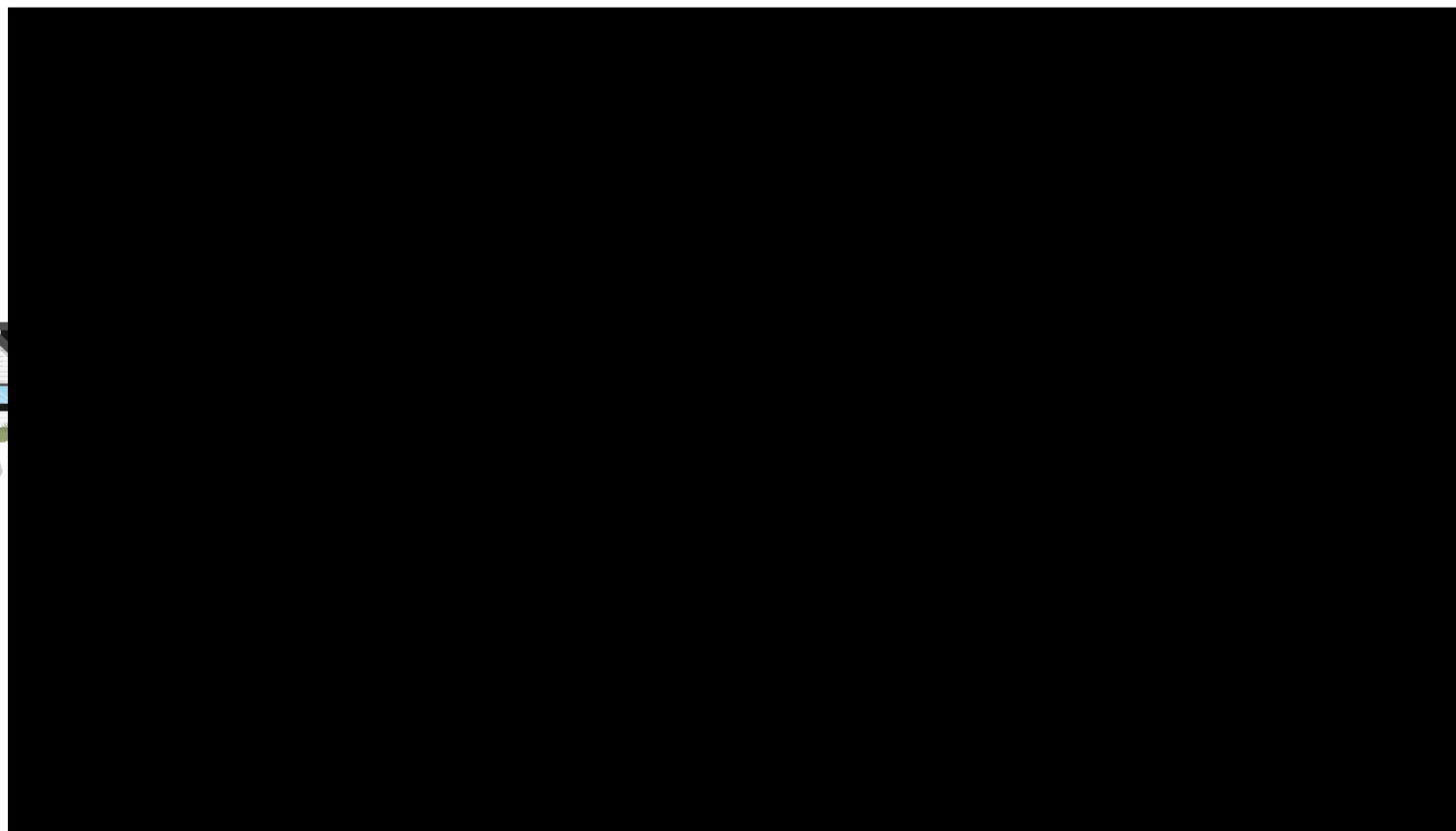


*Q: What are your top 3 reasons for buying a firearm in the future (select up to three below), Sample: Intending to Buy – N=2,518.*



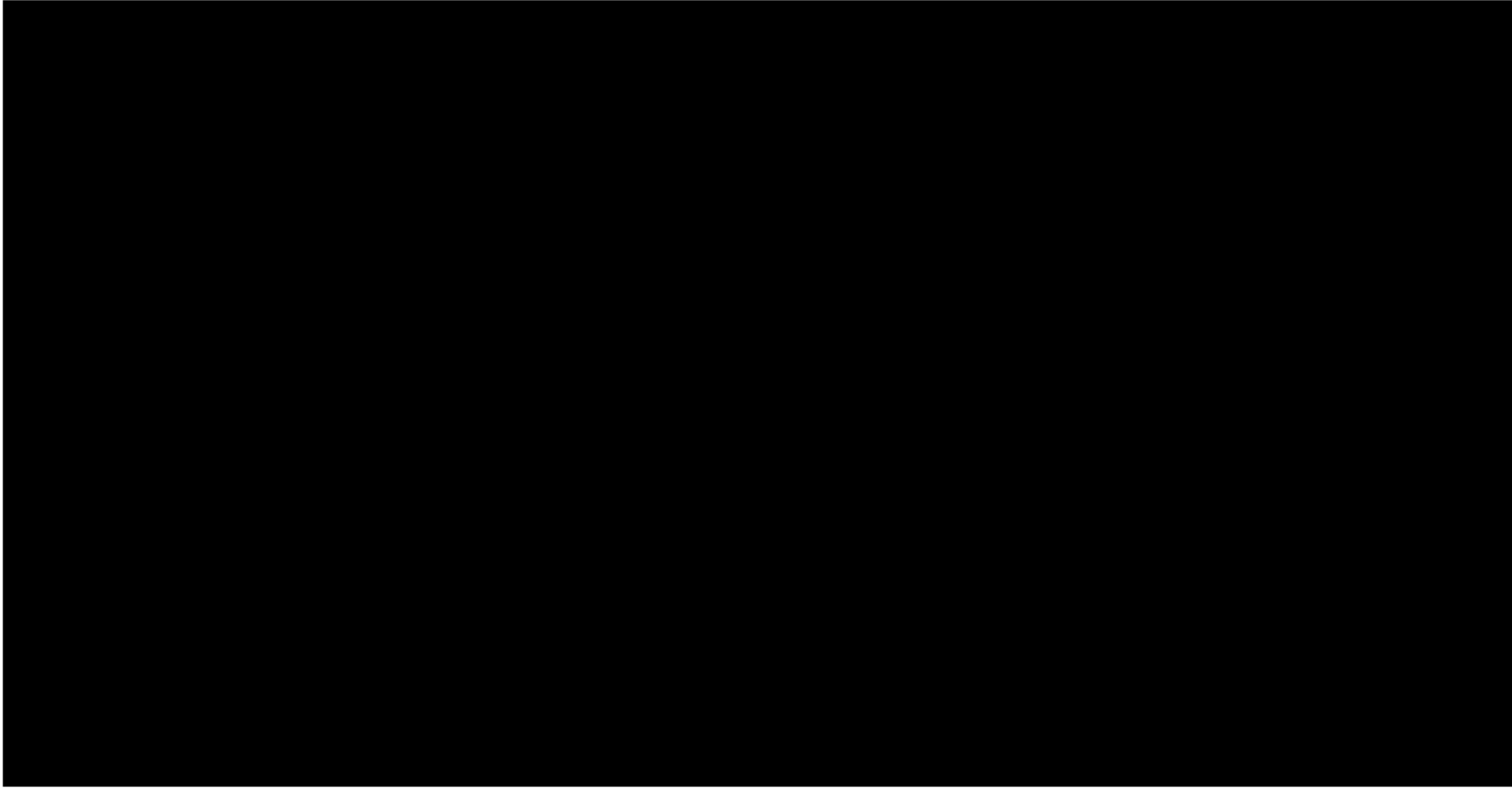


## Top Reasons for Maintaining a Firearm for Protection



*Q: Select the following reasons why you would choose to own a firearm for protection purposes. Sample: Those who recently purchased a handgun – N=1,256; Intending to Buy – N=2,518.*

## Ranking of All Reasons for Firearm Protection



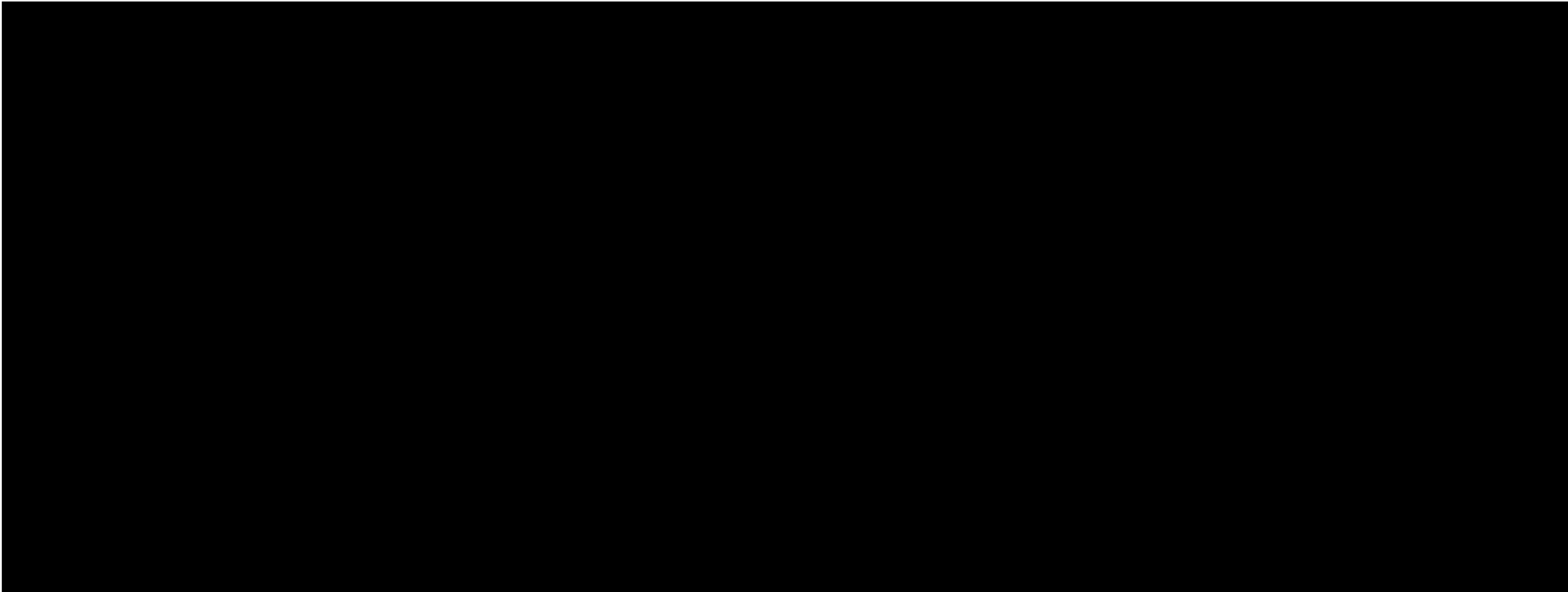
*Q: Select the following reasons why you would choose to own a firearm for protection purposes. Sample: Those who recently purchased a handgun – N=1,256; Intending to Buy – N=2,518.*

# Shopping List and Top Purchase Drivers

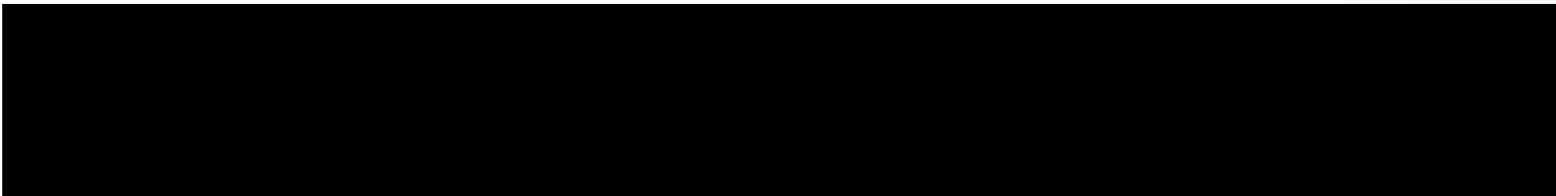
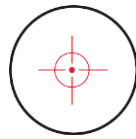


## Future Handgun Purchase

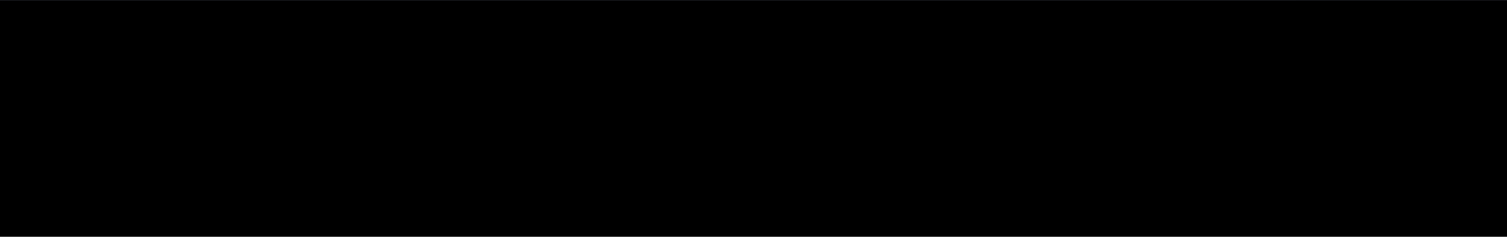
## Very Important Purchase Drivers



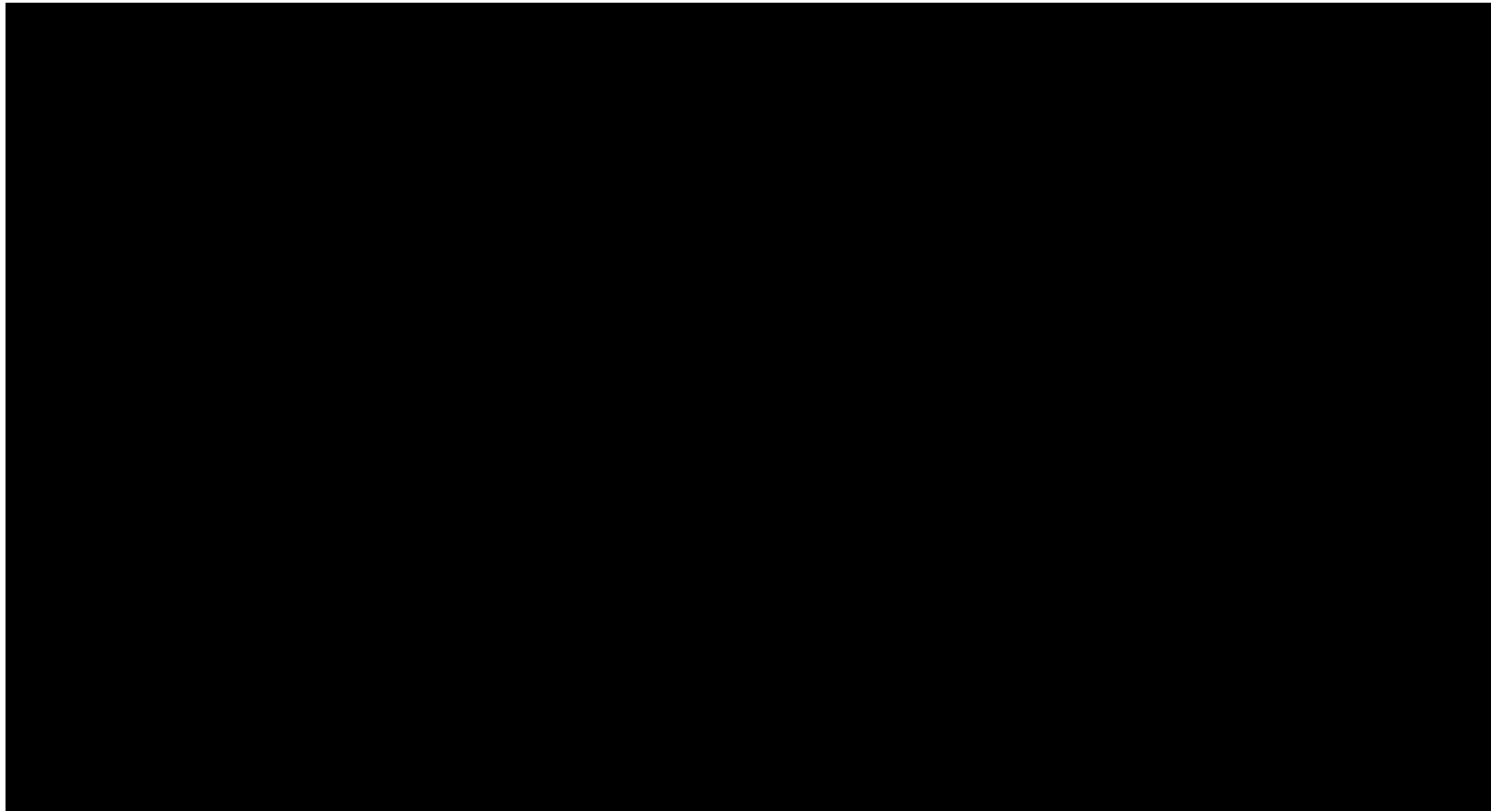
*Q: If you were to purchase a firearm in the next five years, what firearm would it be? Sample: Those looking to buy a handgun in the next five years, N=2,476; Q: Please rate the level of importance of each of the purchasing considerations listed below (1=least important, 5=very important): Sample= Those who recently purchased a handgun – N=1,256; Intending to Buy – N=2,518.*



*Q: Please check all statements that describe how you conducted your last firearm purchase (last 5 yrs.) or how you would proceed with your next firearms purchase. Sample: All handgun consumers – N=3,600.*



## Average Spending in the Past Year



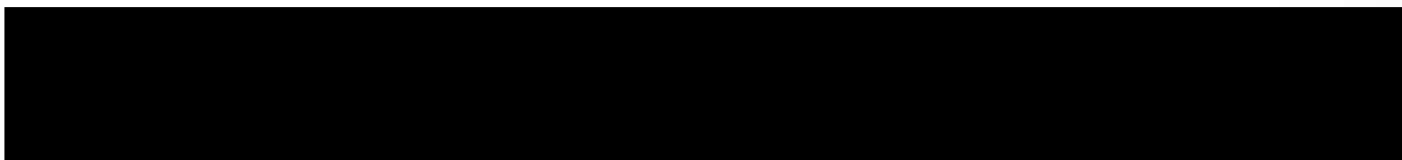
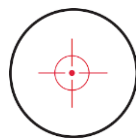
*Q: Please indicate how much you spent on the following in the past 12 months. Sample: (N=).; How much did you spend on your most recent firearm? Sample: All handgun consumers – N=3,600.*

# Consumer Segmentation Analysis Report Overview

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

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

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



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

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

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



Lifestyle



Outdoor Activities



Purchase Drivers



Shopping Habits



Firearm Ownership &  
Purchase Intentions

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



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



**Purchased a firearm since 2000**



**Currently own a firearm**



## Southwick Associates, Inc.



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

## National Shooting Sports Foundation



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