

# NSSF® REPORT

## WOMEN GUN OWNERS

### PURCHASING, PERCEPTIONS AND PARTICIPATION

2014 Edition



Report Conducted for National Shooting Sports Foundation  
by InfoManiacs, inc. (708) 447-6771

**INFOMANIACS**  
Marketing Research and Analysis

NSSF.ORG





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## ACKNOWLEDGMENTS

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### About NSSF®

The National Shooting Sports Foundation is the trade association for the firearms, ammunition, hunting and shooting sports industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 10,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen’s organizations, and publishers. For more information, log on to [www.nssf.org](http://www.nssf.org)

### About InfoManiacs, Inc.

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## Executive Summary

The overall objective of this research is to understand female gun owners including behaviors, attitudes, motivating factors influencing participation in shooting activities and social and environmental factors creating opportunities and barriers to participation.

The study was implemented in three phases, 1) Qualitative one-on-one informal interviews with women at various shooting events across the country, 2) Focus groups conducted with women attendees at the SHOT show, and 3) A quantitative questionnaire fielded online to a sample of female gun owners and to members of A Girl and A Gun (AG&AG). In addition, NSSF and the authors of the study consulted with women industry members to reasonably assure that relevant topics were covered.

The population of interest for the quantitative phase of this study were women, ages 18 to 65, who personally owned at least one gun for at least 3 months. A total sample of 1001 completed interviews were obtained; 849 from uSamp panel and 159 from AG&AG. Data collection took place from April 8 through April 21, 2014. The overall qualifying incidence was 19 percent.

On average, women in this study own three guns, although one third (30.2%) of respondents reported owning one gun and slightly more than a quarter (28.3%) of respondents report owning two. The largest proportion of women (42.1%) has owned at least one gun for over 10 years. However, a third of women (32.6%) are new gun owners reporting they obtained their first gun sometime in the past three years. This provides some evidence that the ranks of women gun owners is growing and changing demographically since the newest gun owners are primarily between the ages of 18 and 34.

The most commonly owned gun type by respondents is a semiautomatic pistol with (56%) of women reporting they own at least one. Shotguns are a close second with half (50%) reporting they own at least one and slightly less than half (42%) reporting they own at least one traditional rifle. Twenty percent of women reported owning a Modern Sporting Rifle (MSR).

Nearly three quarters (72.7%) of women in this study personally purchased at least one gun but only a third (37.4%) have purchased a gun in the past 12 months. The women who purchased a gun in the past 12 months spent an average of \$870 (median = \$700) on guns. Over half (58.1%) were purchased at a local gun shop while 42.6% were purchased at a mass retailer such as Walmart, Cabela's, Bass Pro Shops, etc. Women tend to consult with family members (65.0%), manufacturers websites (54.8%), friends (51.9%) and gun shop personnel (51.8%) for information about guns prior to making a purchase.

Women spent an average of \$405 (median = \$300) in past year on accessories. The women who purchased accessories last year bought mostly gun care and cleaning products and shooting basics such as targets, ear and eye protection, gun carrying cases, extra magazines and holsters. One in five women did not purchase any accessories last year. Women intend to spend considerably less in the next 12 months on accessories indicating lower levels of spend in virtually every category. Nearly one quarter of women indicate that they do not intend to purchase any accessories in the coming 12 months.

Women's first gun purchase is not typically an impulse buy. The majority of women (67.3%) considered purchasing a gun for a least a few months or longer before finally making their first purchase indicating that the decision is not frivolous.

Overall, women are participating in shooting activities an average of once per month. Nearly all women (95.5%) in this study have tried target shooting at one point or another and it is the one activity that the majority of women (62.4%) continue to participate relatively frequently. A third of women (31.5%) indicate that they target shoot once a month or more. Hunting is the second most popular activity with over half (57.9%) indicating they have tried it and slightly less than a third (31.7%) indicating they hunt frequently. Women participate in practical pistol shooting, clay sports, long-range shooting and plinking at approximately the same levels. The majority of women are not participating in gun collecting, zombie target shooting, 3-gun and cowboy action with any consistent frequency.

Women intend to increase or maintain current levels of participation in all shooting activities including those activities that see little current activity such as zombie target shooting, 3-gun and cowboy action. Practical pistol shooting, target shooting, long-range shooting and hunting should see the biggest increases in participation. Survey results indicate a boost in women's participation in shooting activities over the next 12 months.

Nearly three-quarters (73.4%) of women have had at least one training class. Women took, on average 3.5 (median = 3) gun training classes. The most popular training was for handgun handling and care. A third of women took concealed carry permit (33.3%), hunter educations (32.0%) and range safety instruction (31.4%). The majority of women obtained training of all types from a professional. Women also tended to take training from friends and family rather than another individual at their range or club.

Nearly three-quarters (73.4%) of women have had at least one training class. Women took, on average 3.5 (median = 3) gun training classes. The most popular training was for handgun handling and care. A third of women took concealed carry permit (33.3%), hunter educations (32.0%) and range safety instruction (31.4%). The majority of women obtained training of all types from a professional. Women also tended to take training from friends and family rather than another individual at their range or club. Over half of women do not intend to take gun training of any kind in the next six months. Those that indicate they will take training intend to pursue concealed carry permit training, gun usage and safety and shooting sports training.

Nearly half (42.2%) of women have a concealed carry permit for their state of residence and a third (35.3%) have one or more hunting licenses. A small proportion of women (8%) have a concealed carry license for states other than their state of residency and approximately the same percentage have a state specific identification card. A third of women do not have any licenses or certifications. Over the next 12 months over a quarter of women intend to obtain a concealed carry license for their state of residence (29.4%) and/or obtain one or more hunting licenses (28.0%). Nearly half (45.5%) do not intend to obtain any licenses or certificates in the next 12 months.

The single most important reason women decided to purchase or otherwise own a gun was for defense, both self (26.2%) and home (22.0%). Wanting to learn to hunt (15.3%) was third most important and the social aspect of wanting to go shooting with friends and family (9.5%) was important to a little over one in ten women. These findings are consistent with those in the 2013 First-Time Gun Buyer Study.

The MaxDiff results indicate that usefulness, fit, quality and practicality are the primary gun selection criteria among women. This is consistent with the findings of the 2013 First-Time Gun Buyer Study but also suggests that these features are no less important after the first purchase. Among the secondary drivers, familiarity with the gun, caliber, value, best for concealed carry and brand are important features. The look and feel of guns, irrespective of the type of features including military and feminine, were at the bottom of the list. This suggests that only after other primary and secondary considerations are satisfied will the look and feel of a gun be taken into consideration, if at all.

To confirm the opinions and attitudes expressed in the qualitative and to explore additional topics, women were asked to react to 51 statements by indicating their level of agreement or disagreement with each.<sup>1</sup> The statement ratings were then statistically analyzed to develop groupings of statements that represented similar concepts. A total of 12 multi-item concepts (factors) were identified along with 12 statements that did not combine with others representing individual concepts. These factors treated wide-ranging topics such as relationships with men during purchase, training, and participation in

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<sup>1</sup> A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

activities, relationships with other women, interest in feminine looking guns and accessories, availability of women-specific products, confidence in one's knowledge and handling of guns, etc. These factors were then combined with other questionnaire items and demographics to develop a model to predict Spend on Guns and Frequency of Participation.

The model for Gun Spend shows the following:

- Income and employment are associated with spend on guns. Women with lower incomes (less than \$50,000) are negatively associated with spend on guns while women who are employed are positively associated with spend on guns.
- **Number of Guns Owned** - The more guns women own the more they are likely to spend on guns
- **Shooting Enthusiast** - The more guns women own the more they are likely to spend on guns.
- The more women enjoy guns and shooting activities and are interested in learning more about guns, the more they tend to spend.
- **Confidence** - The more comfortable and confident women feel with guns the more they tend to spend on guns.
- **Training** - If women have had training they tend to spend more.
- **Security with Women** - The less strongly women felt a need to depend on women in the sales and training process the more they tend to spend on guns.
- **Feminine Look** - The more women felt the colors and patterns typically associated with female gun products (e.g. pink, purple, leopard spots) were inappropriate for the task and made guns look like toys, the more they tend to spend.
- **Security with Men** - The less dependent on men for advice, company shopping and help in selecting and/or purchasing guns the more they spent on guns in the past 12 months.

Women who had training spent significantly more for guns and accessories in the past 12 months than women who have not had training. Likewise women who had training anticipated spending more on guns in the next six months than women who have not had training.

Women with training rate their enthusiasm for guns and shooting activities significantly higher than women who have not had training. Likewise, women rate their confidence in handling guns significantly higher than women without training. This suggests that training has an indirect impact on gun spend through influence on women's enthusiasm and confidence regarding guns.

Women who are confident in their knowledge of guns and are comfortable handling guns spend considerably more than women who rate their confidence lower. Women who are enthusiastic about guns and shooting activities and want to learn more about guns also spend more than those who rate their enthusiasm lower.

The model to predict Frequency of Participation was similar to that of the model for Gun Spend.

The model for Frequency of Participation shows the following:

- Women who are employed are positively associated with spend on guns.
- **Shooting Enthusiast** - The more guns women own the more they are likely to spend on guns.
- The more women enjoy guns and shooting activities and are interested in learning more about guns, the more they tend to spend.
- **Confidence** - The more comfortable and confident women feel with guns the more they tend to spend on guns.
- **Lack of Gun and Apparel Fit** - The more women participate in hunting and shooting activities the more they tend to have problems with the fit of guns and apparel.
- **Training** - If women have had training they tend to spend more.
- **Number of Guns Owned** – The more guns women own, the more frequently they tend to participate in shooting activities.



- ***Insecurity with Guns*** - Women are less insecure about handling and using guns the more they participate in hunting and shooting activities.

Women who participate more frequently in shooting activities spend considerably more on guns and accessories. Women who shoot more frequently are more enthusiastic and confident with guns and shooting activities.

Women who have had training participate more frequently in shooting activities than women who have not had training. Training is also associated with several positive attributes including increased independence, less insecurity with guns and are more empowered. Women who shoot more frequently are more likely to purchase women specific products if they are available and feel a connection with other women shooters.

Women can be encouraged to purchase guns and become active shooting enthusiasts through several actions. First, it is important to recommend training to women whenever possible. We have seen where training has a direct and indirect impact on gun and accessories spend as well as frequency of participation.

Once a woman enters a retail store, retailers can provide training schedules whether a woman makes a purchase or not. If a woman makes a purchase and a shop has a range, the shop can provide a voucher for a free session at the range, free lessons or a discount towards training. If a shop does not have an adjoining range, it may want to explore partnership options with one or more gun ranges to offer a voucher for a free session, or discounted training. Firearms manufacturers can also get into the act by offering a voucher for free training with the purchase of one or more of their firearms.

The offer for training should be level-appropriate for a woman's familiarity and skill level with guns. Women, like men, have varying skill levels and retail personnel should not make assumptions about a woman's level of knowledge and familiarity with guns. The objective is to support and encourage and not insult or demean.

It is important to provide support and encouragement to women to help build confidence, and enthusiasm for guns and shooting activities. Although training is a key influencer of these intrinsic personality characteristics, retailers can impact these characteristics through positive interactions in the retail environment. Counter personnel should be willing to interact with women in the same way they would interact with a man under similar circumstances. Shop personnel do not assume anything about men when they walk into a retailer for the first time. It is through conversation that counter personnel learn more about a man's knowledge level, familiarity, and reasons for purchasing a gun. Retailers must adopt this same approach with women when they come to inquire, learn about and purchase a gun. Retail personnel should be available to women to converse and share knowledge in a non-threatening environment. It is through positive interactions with personnel that women's comfort level, confidence and enthusiasm for guns and shooting activities can flourish. It is also important for building independence from men and women that has also been tied to increased spend and participation frequency.

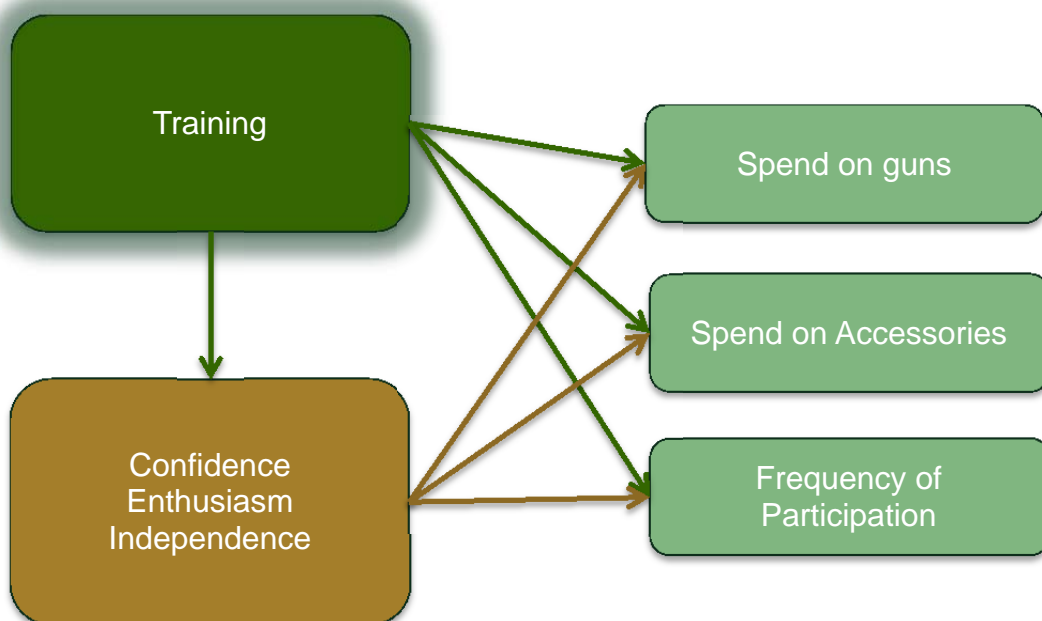
There is evidence that women respond positively to other women shooters. This suggests that offering women-only events or a women's night at the range may be an effective way to encourage women to shoot more frequently and purchase more guns and accessories. Although many women will participate whether other women are present or not, clearly some will be encouraged to participate more frequently.

It is evident that a significant proportion of women do not respond well to guns in feminine colors and patterns. If retailers are interested in encouraging women to purchase guns, shops should stock a number of guns that are appropriate for women in terms of their size, weight and use that are more traditional in style and color. It is not to say that there isn't a place for pink or zebra striped guns. The point is that women should have a choice among several options both traditional and feminine.

Manufacturers should begin understanding the needs of women gun owners, especially as it pertains to fit. Women come in all shapes and sizes and the choices in guns and apparel should reflect this. Manufactures should be willing to learn more about the special needs of women and offer options that fit these needs.

## Conclusions and Implications

If the objective of the firearms industry is to encourage women to purchase guns and become active shooting enthusiasts, several actions can be taken to foster this behavior. First, it is important to recommend training to women whenever possible. We have seen where training has a direct and indirect impact on gun and accessories spend as well as frequency of participation.



Women tend to purchase guns from local gun shops and mass merchants and few women purchase guns online and through other sources. What's more, women tend to seek out advice from gun shop personnel during the gun purchasing process. The purchase process for women is highly personal which presents opportunities to support and engage women right from the beginning. This is particularly true for women who are purchasing a gun for the first time. The decision to purchase a gun for the first time is one that took considerable time and thought so once a woman walks into a gun store she is most likely ready to buy. It is at this time that women can be offered training options. Retailers can provide training schedules whether a woman makes a purchase or not. If a woman makes a purchase and a shop has a range, the shop can provide a voucher for a free session at the range, free lessons or a discount towards training. If a shop does not have an adjoining range, it may want to explore partnership options with one or more gun ranges to offer a voucher for a free session, or discounted training. Firearms manufacturers can also get into the act by offering a voucher for free training with the purchase of one or more of their firearms.

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## Introduction

Over the past ten years (2004-2013), there has been steady growth in the purchase of firearms. This growth has accelerated over the last four years due to many factors including the increasing numbers of women purchasing guns and drawn to shooting sports.

Gun sales to women have risen steadily. According to a survey of firearms retailers conducted in 2014 by NSSF, nearly three quarters of retailers (74%) reported a year over year increase in female customers as did the majority of retailers in the two previous surveys. Likewise, Annual Sports Participation studies by the National Sporting Goods Association found that the number of women participating in target shooting from 2003 to 2013 surged by 39 percent to 5.3 million, and by 21 percent for hunting to 3.8 million female participants.

A study conducted in 2013 by NSSF of First-Time Gun Buyers indicated that a significant proportion of first time buyers are women. Their primary motivations for purchasing a gun are heavily skewed towards defense and enhancing a feeling of self-sufficiency and empowerment. This, in of itself, is not surprising. However, lesser known are that women:

- Purchase guns that are practical for the intended purpose focusing on fit, quality, and value. All other aspects of the gun, at least for the first purchase, are secondary or inconsequential. These findings suggest using attributes, such as color, as a means to attract women are largely ineffective.
- Are very focused on the primary objectives of defense and self-sufficiency by taking classes in concealed carry and actively practicing target shooting.
- Are reasonably active after purchasing their first gun with approximately 50% indicating they shoot once per month or more.
- Participate most frequently in target shooting and hunting, two activities that are most closely aligned with defense and self-sufficiency.
- Rely more heavily on friends and family for gun instruction than licensed instructors.

Acknowledging the increase in women gun owners and shooters, some companies have shown an interest in marketing directly to this population by developing a limited number of guns and accessories that they feel will be more appealing; items such as smaller-framed guns in non-traditional colors such as pink, concealed-carry handbags in luxury leathers, and leopard print shooting gloves. However, as new information becomes available about women gun owners, it is clear that some of these efforts are not entirely effective in addressing women's needs.

A swell in the ranks of women gun owners has enormous implications for the industry both economically and politically. Clearly women can sway public policy and their needs, wants and desires for additional firearms, equipment and services will significantly impact the industry's future as a whole. To this end, it is important to describe and quantify the behaviors, motivations, and attitudes of women gun owners and shooters to help the industry develop a strategy to provide products and services to meet needs and desires and reduce perceived barriers for this very important segment.

## Study Objectives

The overall objective of this research was to understand female gun owners including behaviors, attitudes, motivating factors influencing participation in shooting activities and social and environmental factors creating opportunities and barriers to participation.

Specific objectives were to:

- Understand the fundamental reasons behind the initial purchase/receipt of a gun.
- Determine shooting behaviors including:
  - Length of time owning one or more guns.
  - Number and types of guns owned.
  - Frequency of use.
  - Activities currently participating in and activities no longer participating in.
  - Average annual spend on guns, ammunition and accessories.
- Primary motivation for participating in shooting activities.
- Determine intentions to:
  - Increase, decrease or maintain levels of participation in shooting activities.
  - Try new shooting activities.
  - Purchase additional guns and accessories.
- Understand barriers to using the gun or participating in shooting activities (e.g., ill-fitting equipment, discrimination, intimidation).
- Attitudes towards guns and shooting activities.

## Methodology

NSSF's Women Gun Owners Study was conducted over the course of 12 approximately months involving both qualitative and quantitative methods.

### One-on-One Informal Interviews

In the course of NSSF's attendance of various shooting events across the country in 2013, NSSF personnel and video crews invited women event participants to answer a small number of questions. Such questions included:

- Tell us about your first experience using a gun.
- Have you experienced any barriers to purchasing a gun or enjoying shooting sports?
- Is there anything the gun industry could do to encourage women to participate in shooting activities?
- Is there any advice you would like to share with women that might help them consider participating in shooting activities?

Interviews were videotaped to provide context and color to the presentation of results at the NSSF Industry Summit, June 2014. The interviews also provided valuable input to the moderator guide developed for focus groups conducted during SHOT Show 2014.

### Focus Groups

Two focus groups were conducted in January 2014 at The SHOT Show with women who attended as either registered attendees or guests of registered attendees. The women were recruited by the NSSF via email if they were at least 21 years old. They did not need to own a firearm to participate.

Each focus group lasted a total of 90 minutes and covered the following broad topics:

- How did participants get their start with firearms?
- Shooting activities and behaviors
- Perceived barriers to firearms purchases and shooting activities
- Guns and shooting products for women
- Interest in new activities

The first focus group had a total of five participants and the second group had seven participants. Both sessions took the entire 90 minutes to complete. Respondents were compensated \$50 in cash for their time at the end of each session.

### Additional Contributions from Women in the Industry

Three women, Doreen Garrett, Founder of Otis Technology, Julianna Crowder, Founder of A Girl and a Gun (AG&AG), and Robyn Sandoval, Executive Director, AG&AG, agreed to provide input into the quantitative questionnaire. The women provided comment and suggestions to assure the questionnaire covered current and relevant topics both from the standpoint of women gun owners and that of the firearms industry. In addition to the considerable time spent discussing topics relevant to women gun owners and the questionnaire, Julianna Crowder provided access to the AG&AG membership to participate in the study. Robyn Sandoval sent invitations to the membership in waves, helped field questions and provide feedback from her membership throughout the fielding of the questionnaire. You can find additional information about Doreen, Julianna and Robyn in Appendix A.

## Quantitative Study

The population of interest for the quantitative study is women gun owners. To qualify for the study respondents must:

- Be between the ages of 21 and 65
  - Women must be born no later than 1992 to assure they are old enough to participate in this study without parental oversight
- Personally own at least one gun
- Have owned the gun for at least 3 months

The research was conducted online utilizing two sample sources. The primary sample source was an online panel of United States consumers through uSamp (<http://www.usamp.com>). Invitations to participate were sent to a sample of women who:

- Through previous screening activities indicated they personally owned at least one gun
- Are known to participate in hunting
- General population

The second sample source was the AG&AG membership of approximately 2,200 women. Invitations to participate in the study were sent out directly from AG&AG to all members under the AG&AG masthead.

NSSF was revealed as the sponsor of the study to AG&AG members in the invitation. NSSF was revealed as the sponsor of the study to online panel members only after they qualified to participate. Members of AG&AG were not offered an incentive to participate. uSamp provides an incentive to its panelists upon completion of the questionnaire.

A total sample of **n = 1,001** completed interviews was obtained:

- N=849 respondents from uSamp
- N=159 respondents from AG&AG.

Data collection took place from April 8 through April 21, 2014. The overall qualifying incidence from the panel was 19 percent.

Unless otherwise stated, the base for all counts and percentages is 1,001.

In previous online studies utilizing panel sample, we experienced data collection issues associated with respondents possessing a strong antigun bias. These participants elected to participate in the study with malicious intent by providing inaccurate and misleading information. To weed-out respondents with a strong antigun bias, potential participants were directed to a pre-screener. The pre-screener presented respondents with three very strongly worded, polarizing questions pertaining to three very controversial issues; gun ownership, abortion, and gay marriage. Three questions were used to mask the topic of interest. The question pertaining to guns was the second question presented and read as follows:

“On a 10-point scale where “10” means you strongly agree and “1” means you strongly disagree, please tell us how strongly you agree or disagree with the following statement. **All guns should be illegal for everyone except law enforcement and military personnel.**”

Respondents who rated their level of agreement with this question an “8”, “9” or “10” were disqualified from participation in the study. Twenty percent (20%) of respondents who were exposed to the prescreening questionnaire were eliminated from participating in this study’s screener and questionnaire based on this criterion (See Appendix B for the complete set of responses to this item). This, along with removing “speeders” (those respondents who completed the questionnaire in less than 11 minutes) resulted in a highly reliable and valid sample with few incongruent responses.



No weighting schema was applied to the data since the population size and distribution of women gun owners was unknown at the time of this study. The results of this study are not projectable to the entire US population of women gun owners. However, the results are directional and can, in combination with other available information, be used effectively for strategic decision making.

Significance testing between subgroups was conducted at the 95% confidence level ( $\alpha \geq .05$ ). Only those differences that are significant at this level are reported unless otherwise noted.

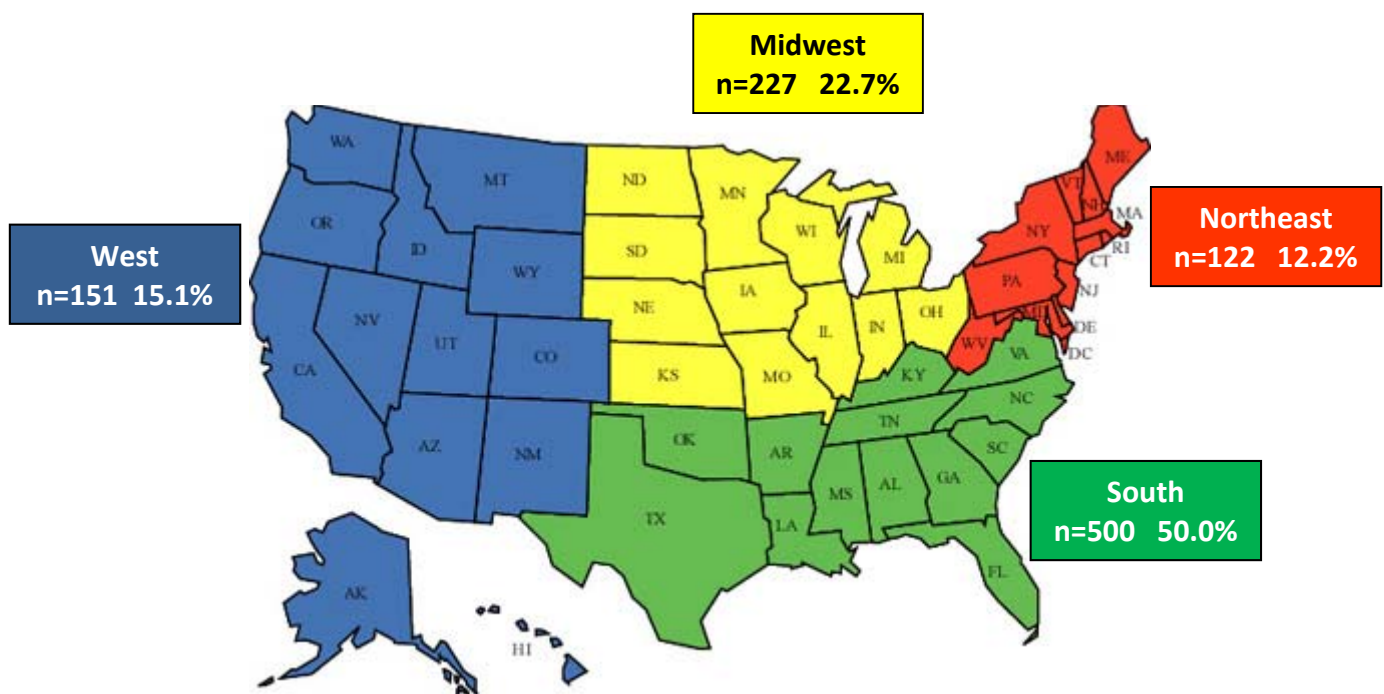
## Results

### Sample Profile

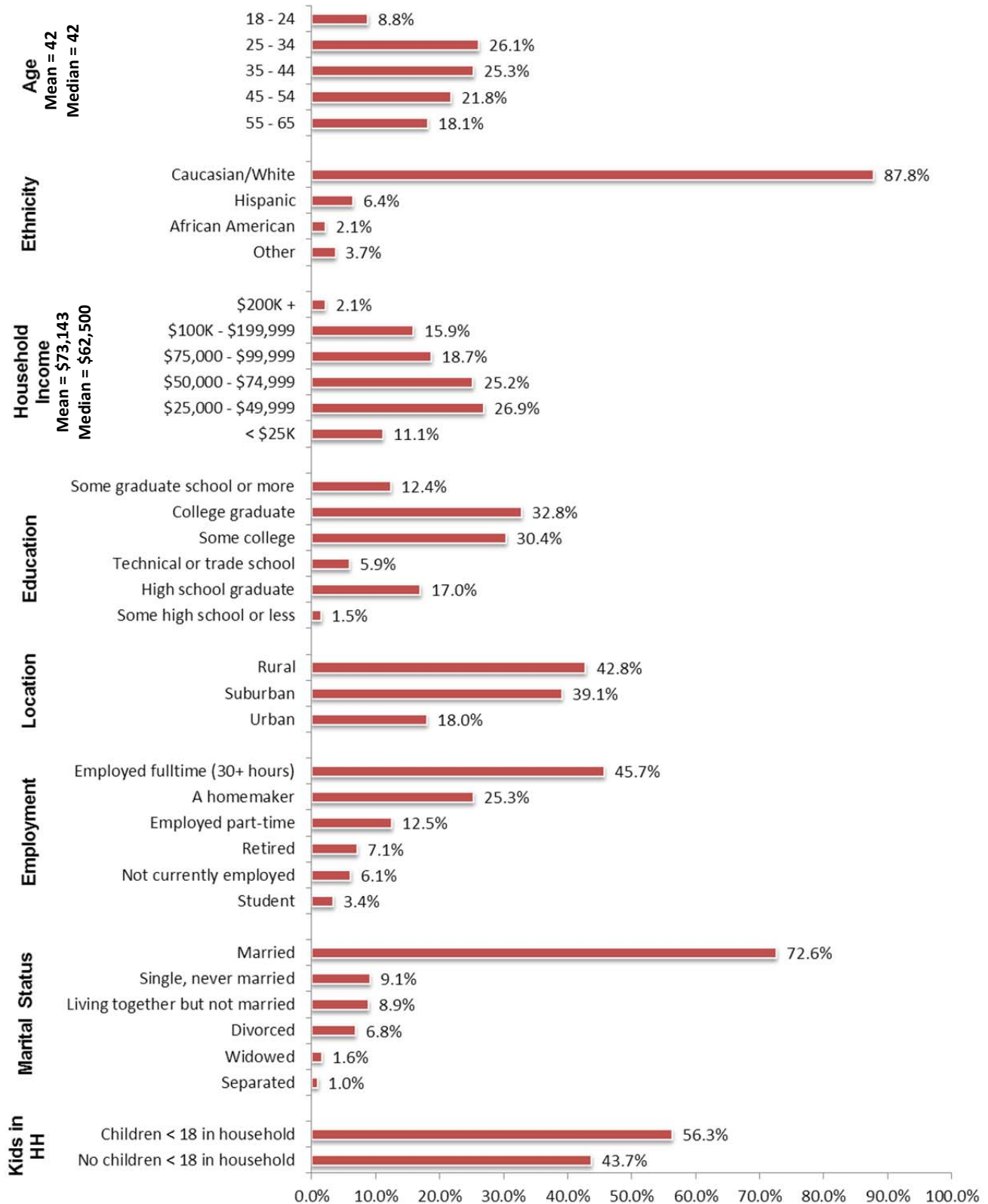
The demographic mix of respondents, other than sex, was not controlled to assure a sample of 1,000 completed interviews while maintaining a qualifying incidence of 20 percent.

### Geographic Distribution

The majority of our participants came from the southern states. Nearly a quarter of the respondents came from the Midwest and the West and Northeast are roughly evenly represented.



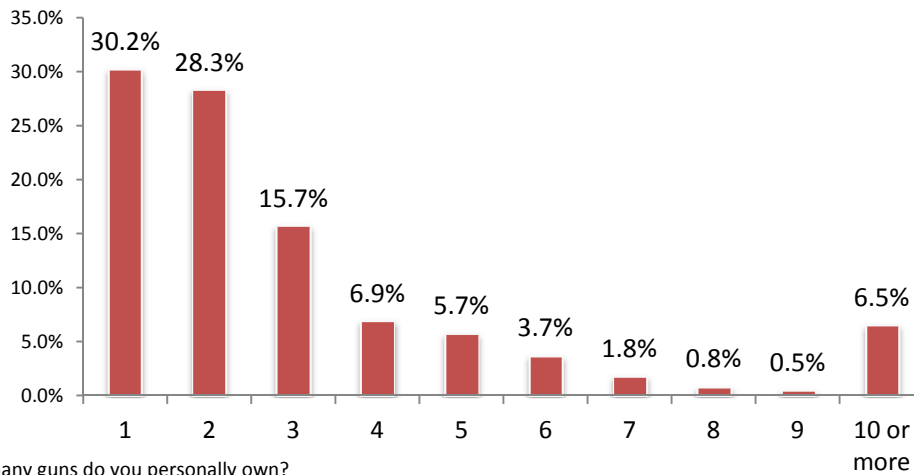
## Overall Respondent Profile



## Gun Ownership

On average, participants in this study personally own three guns. Nearly a third of respondents reported owning one gun while a nearly equal percentage of respondents reported owning two. A little less than half (42%) reported personally owning three or more guns.

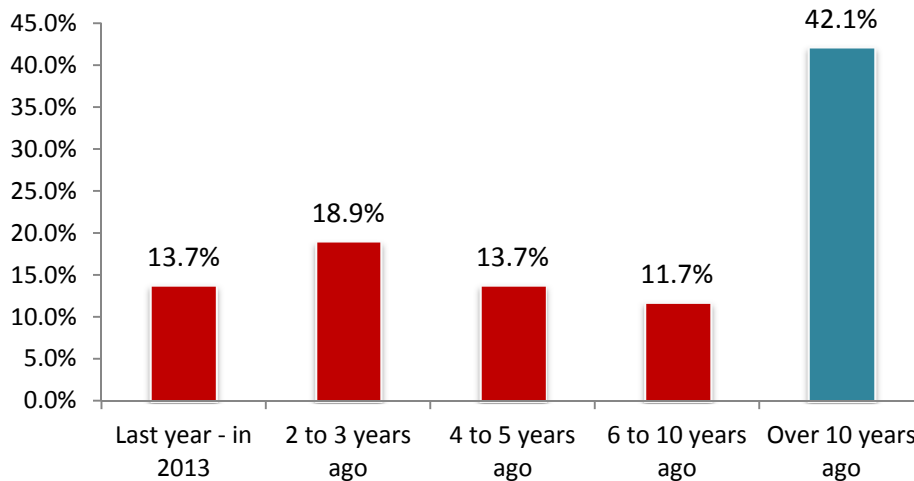
### Total Guns Personally Owned



Q1. Overall, how many guns do you personally own?

The average woman in our study has owned one or more guns for five years but the largest proportion have owned at least one gun for over 10 years. It should be pointed out that a significant proportion of women are new to guns having purchased or received their first gun sometime in the past three years. This provides some evidence that the ranks of women gun owners is growing and changing demographically since the newest gun owners are between the ages of 18 and 34.

### Length of Time Owned Guns



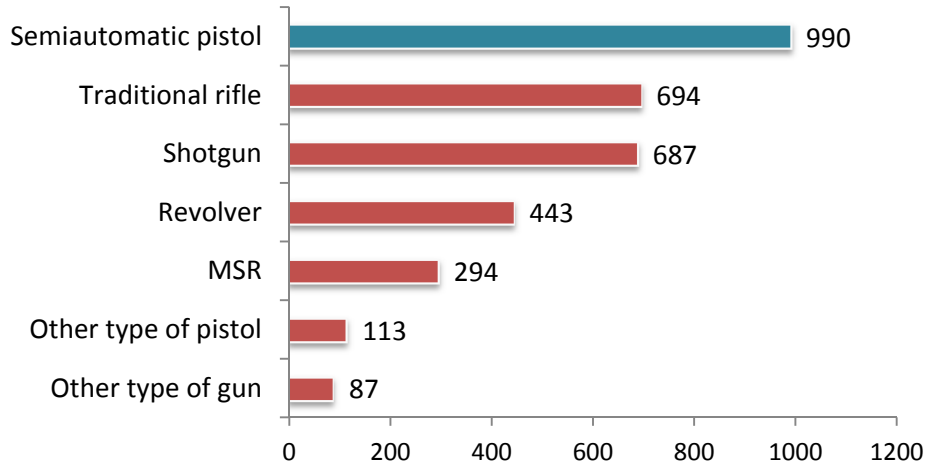
S5. Approximately when did you purchase or receive your first gun?

Over half (56%) of women reported owning at least one semiautomatic pistol making it the most commonly owned gun by women. Shotguns are a close second with half of women (50%) reporting they own at least one and slightly less than half (42%) report owning one or more traditional rifles (bolt, lever or pump). Twenty percent of women reported owning a modern sporting rifle/semiautomatic AR-platform rifle (MSR).

No. of Guns	Total	Semi-automatic pistol	Shotgun	Traditional Rifle	Revolver	MSR / AR-15 platform	Other Pistol	Other Long Gun
0	-	44.1%	50.5%	57.7%	64.0%	79.8%	90.4%	95.2%
1	30.2%	36.2%	37.7%	29.6%	30.6%	15.7%	8.6%	2.9%
2	28.3%	10.5%	7.3%	7.2%	3.8%	2.2%	0.7%	1.1%
3	15.7%	4.2%	2.8%	2.2%	1.1%	1.3%	0	0.3%
4	6.9%	1.7%	1.2%	1.2%	0.3%	0.5%	0.2%	0.3%
5	5.7%	1.4%	0.2%	1.0%	0	0.2%	0.1%	0.1%
6	3.7%	0.9%	0.2%	0.3%	0.1%	0	0	0
7	1.8%	0.2%	0	0.1%	0	0.2%	0	0
8	0.8%	0.2%	0	0.1%	0	0	0	0
9	0.5%	0	0	0.3%	0	0	0	0
10 or more	6.5%	0.7%	0.1%	0.3%	0.1%	0.1%	0	0.1%
<b>% Own at least one</b>		<b>56.0%</b>	<b>49.5%</b>	<b>42.3%</b>	<b>36.0%</b>	<b>20.2%</b>	<b>9.6%</b>	<b>4.8%</b>

Women reported owning a total of 3,308 guns although the number is a conservative estimate since respondents could report up to 10 guns in each category and overall. Women own considerably more semiautomatic pistols than any other type of gun. Although more women reported owning shotguns than traditional rifles the opposite is true for the number of these types of guns owned. Women report owning more traditional rifles than shotguns. For more information on gun ownership see Appendix C.

### Number of Guns Owned



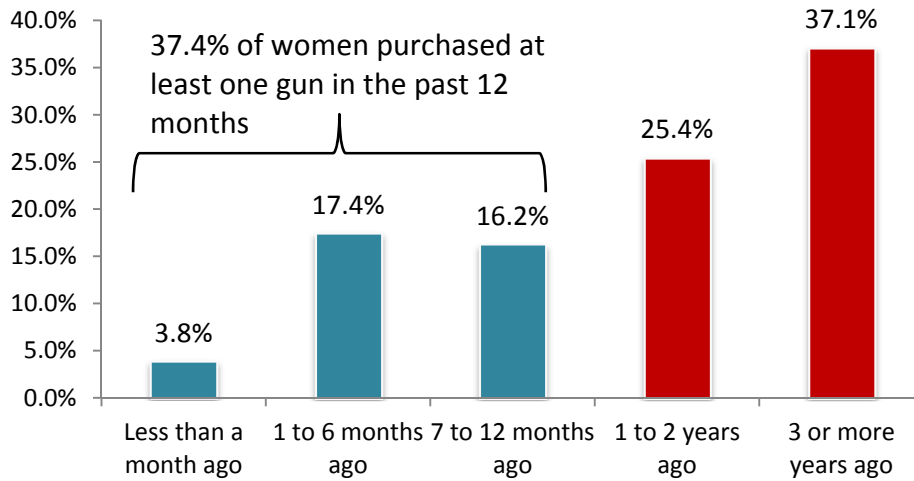
Gun Type	Average (Mean) per Person
<b>Total</b>	<b>3.3</b>
Semiautomatic Pistol	1.0
Traditional rifle	0.7
Shotgun	0.7
Revolver	0.4
MSR	0.3
Other type of pistol	0.1
Other type of gun	0.09

Q2. How many guns do you own in each of the following categories? If you don't own a particular type of gun in a category, please enter a "0".

### Gun and Accessories Purchasing Behavior

Three quarters (72.7%) of the women in this study personally purchased at least one gun. Of these women, a little over a third (37.4%) purchased at least one gun in the past year. The women who purchased at least one gun in the past year spent an average of \$870 (median = \$700) on guns.

### When Purchased Last Gun



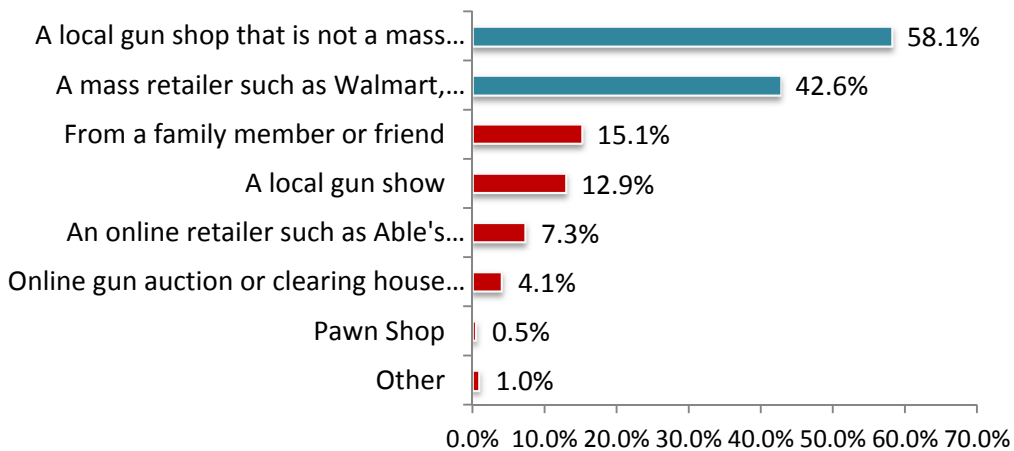
Q5. When did you make your most recent gun purchase?

Q6. Approximately how much did you spend, in total, on gun purchases in the last 12 months? If you don't recall, please use your best guess. Please don't include accessory purchases in your total.

Q5. Base = 728  
Q6. Base = 273

The majority of women have purchased one or more guns at a local gun shop (58.1%) or a mass retailer such as Walmart, Cabela's or Bass Pro Shop (42.6%). A small percentage of women have purchased from family and/or friends or at local gun shows but there has been very little online purchase activity.

### Where Guns Purchased

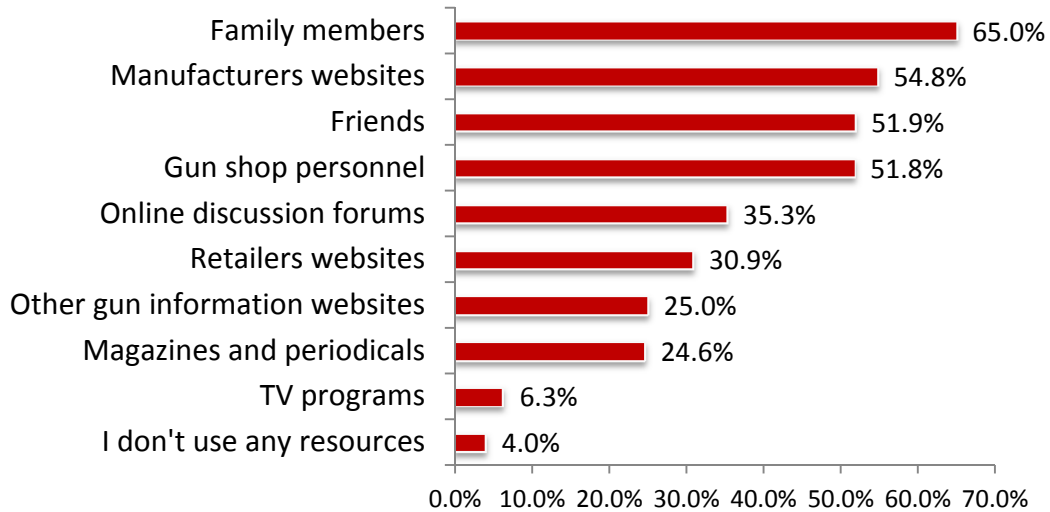


Q7. Where have you personally purchased one or more of your guns? Check all that apply.

Base = 728

Women rely heavily on family and friends, manufacturers’ websites and gun shop personnel for information to aid in the gun purchase decision. Only 4% of women indicated that they did not seek out information prior to making a gun purchase suggesting that women are informed purchasers.

### Information Resources



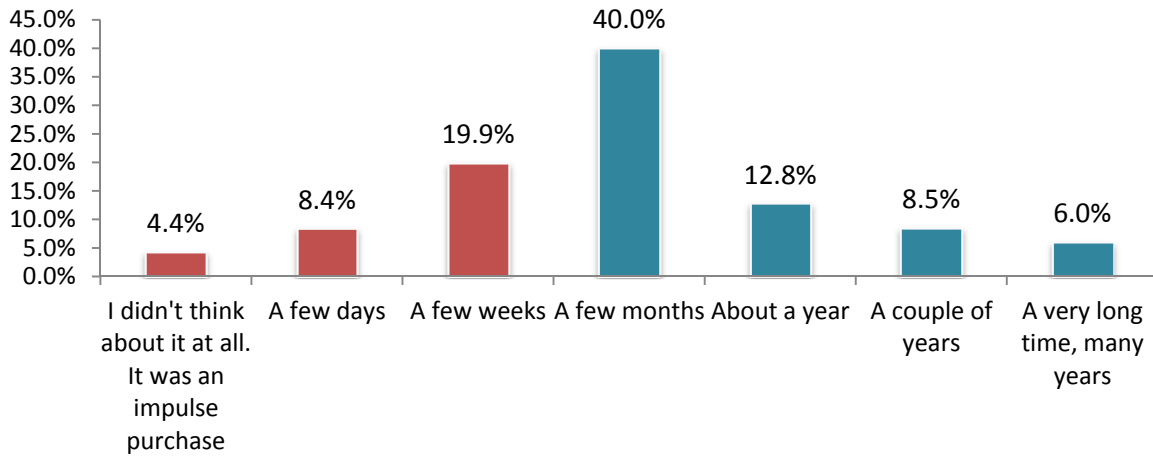
Q13. What sources of information do you use, if any, to help you decide on a gun to purchase? Check all that apply.

Base = 728



Women’s first gun purchase is not typically an impulse buy. The majority of women (67.3%) considered purchasing a gun for at least a few months or longer before finally making their first purchase indicating that the decision is not frivolous.

### Consideration Time To First Gun Purchase



Q9. How long were you thinking about purchasing a gun before you actually made your first purchase?

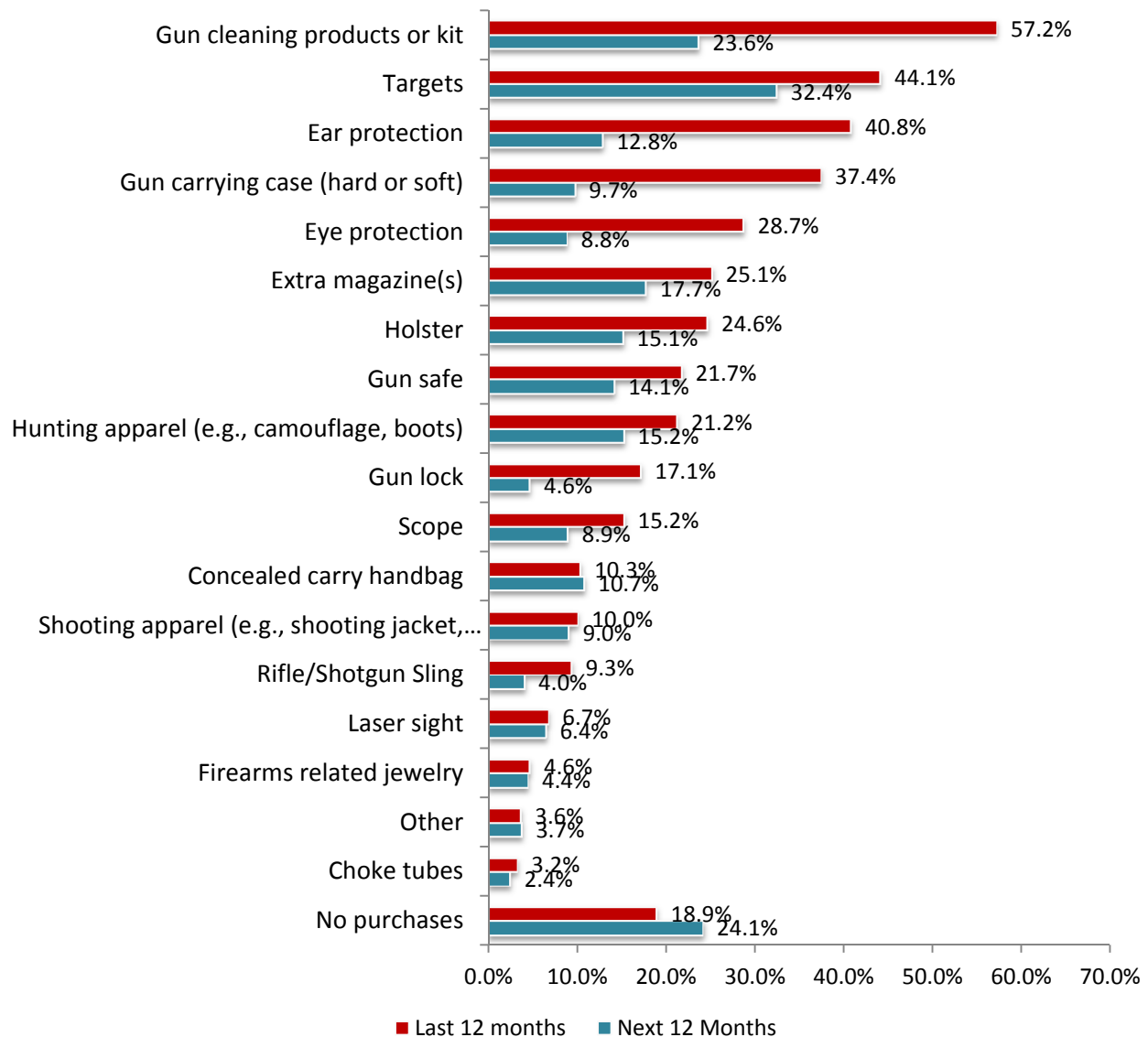
Base = 728



Women spent an average of \$405 (median = \$300) in the past year on accessories. The women who purchased accessories last year bought mostly gun care and cleaning products and shooting basics such as targets, ear and eye protection, gun carrying cases, extra magazines and holsters. However, nearly one in five women did not purchase anything last year.

Women intend to spend considerably less in the next 12 months on accessories indicating lower levels of spend in virtually every category. Nearly one quarter of women indicate that they do not intend to purchase any accessories in the coming 12 months.

### Accessory Purchases



Q11. What accessories, if any, have you purchased for one or more of your guns in the last 12 months?

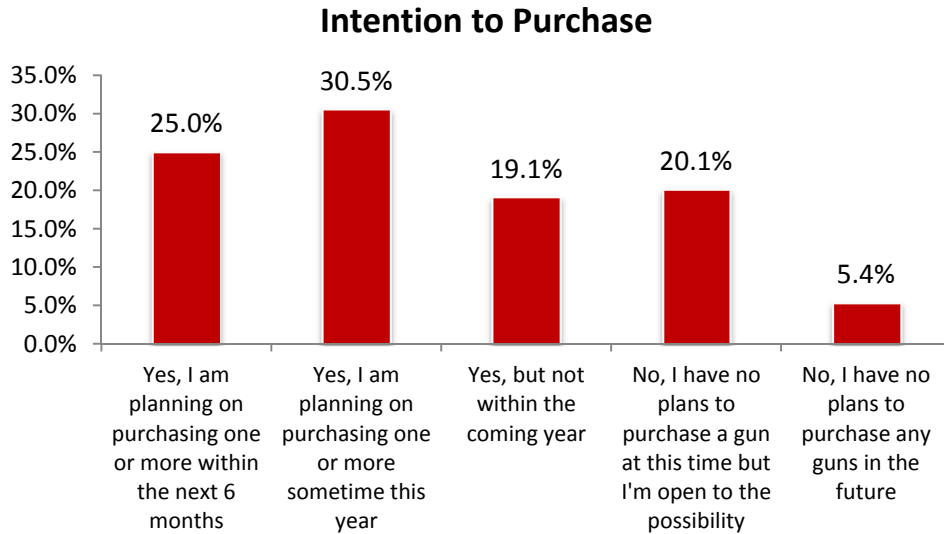
Q11 & Q11a Base = 1001

Q11a. What accessories, if any, do you plan on purchasing in the next 12 months for one or more of your guns?

Q12 Base = 812

Q12. Approximately how much have you spent, in total, on accessories for one or more of your guns in the last 12 months?

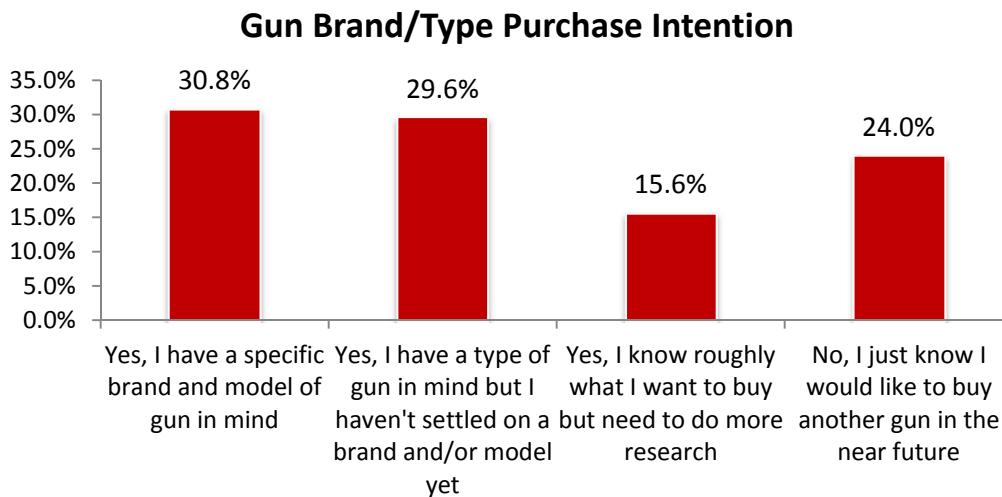
Over half (55.5%) of women intend to purchase at least one gun sometime in the next 12 months with one quarter of women intending to make a purchase sometime in the next six months. Only five percent of women indicated they have no future plans to purchase another gun. Women indicate they intend to spend, on average, a total of \$701 (median = \$600) on a gun when they make their next purchase.



S7. Are you personally planning to purchase one or more guns?

Base = 1001

Of the women who intend to make a gun purchase in the next six months, nearly a third (30.8%) have a specific brand and model in mind but most (45.2%) only have an idea of what they would like to purchase. A quarter of women are completely undecided.



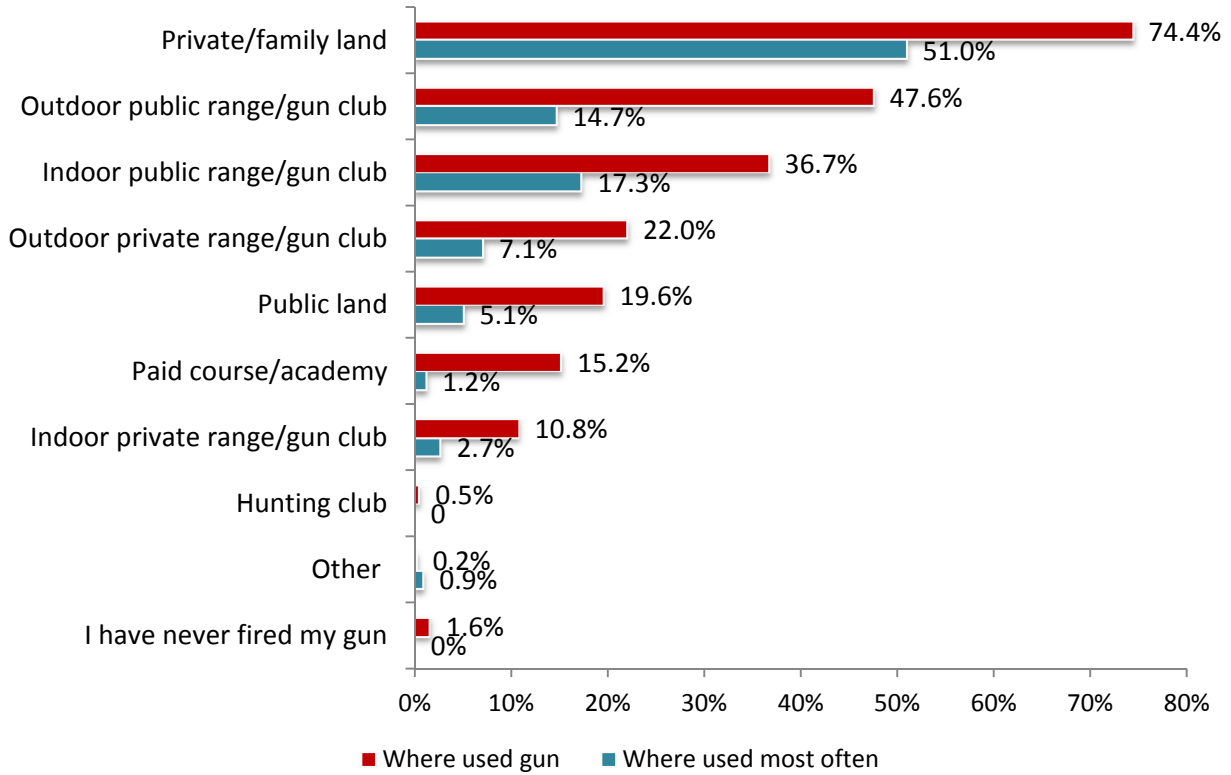
Q33. You indicated earlier that you planned on purchasing another gun sometime in the next 6 months. Do you know what you would like to buy?

Base = 250

### Current and Future Gun Activities and Usage

Three-quarters of women have used their guns on private or family land and half indicate that this is where they continue to use their guns most frequently. Nearly half (47.6%) of women have used their guns at an outdoor public range or club and a third (36.7%) have used their guns in an indoor public range or club. Women tend to shoot slightly more frequently in an indoor facility than outdoor facility.

**Where Guns are Used**



Q17. Where have you used your gun(s)?

Q17 Base = 1001

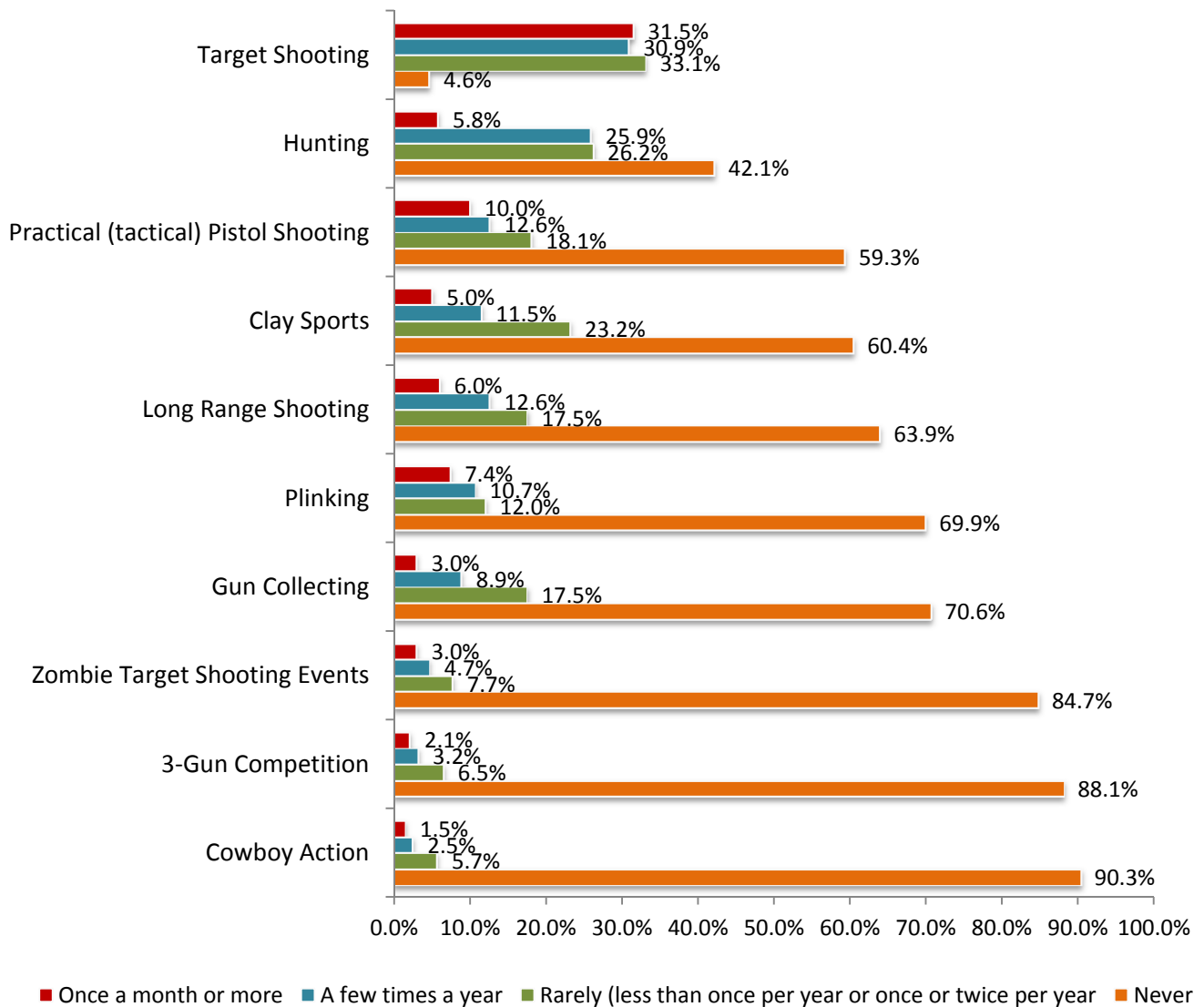
Q18. Where do you use your gun(s) most frequently?

Q18 Base = 985



Overall, women are participating in shooting activities an average of once per month. Nearly all women (95.5%) have tried target shooting at one point or another and it is the one activity that the majority of women (62.4%) continue to participate relatively frequently. A third of women (31.5%) indicate that they target shoot once a month or more. Hunting is the second most popular activity with over half (57.9%) indicating they have tried it and slightly less than a third (31.7%) indicating they hunt frequently. Women participate in practical pistol shooting, clay sports, long-range shooting and plinking at approximately the same levels. The majority of women are not participating in gun collecting, zombie target shooting, 3-gun and cowboy action with any frequency.

### Frequency of Participation by Activity

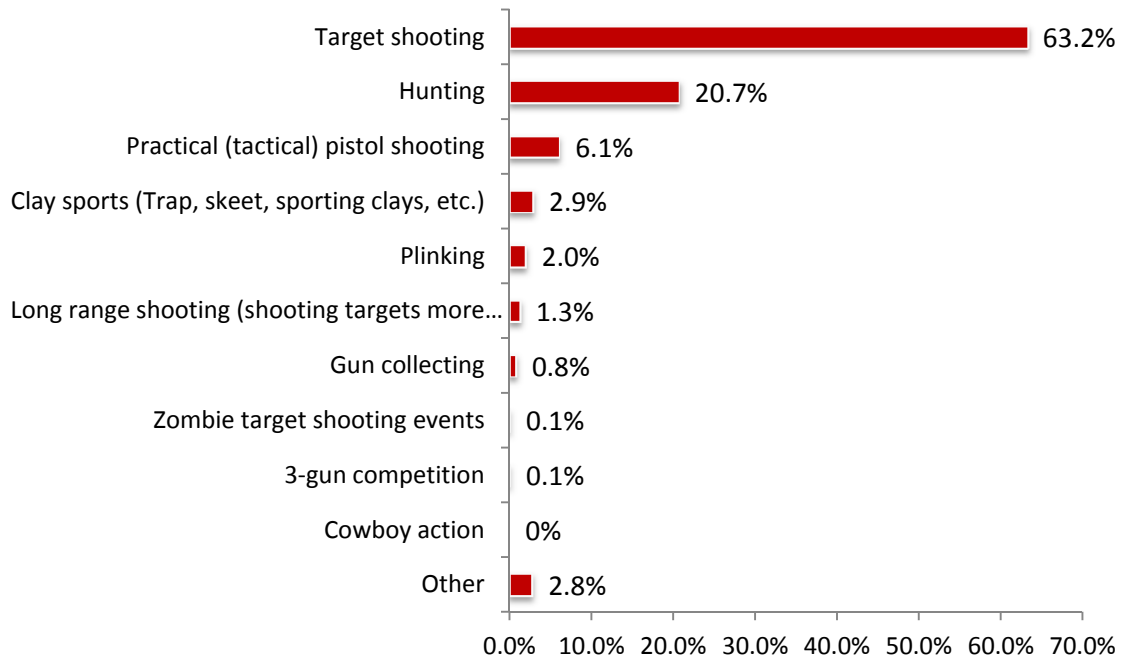


Q19. Below is a list of gun-related activities that you might participate in. Please indicate how frequently, if at all, you participate in each activity

Base = 985

Consistent with their reported participation frequency women indicate that they participate in target shooting and hunting more than any other activities.

### Activities with Most Frequent Participation



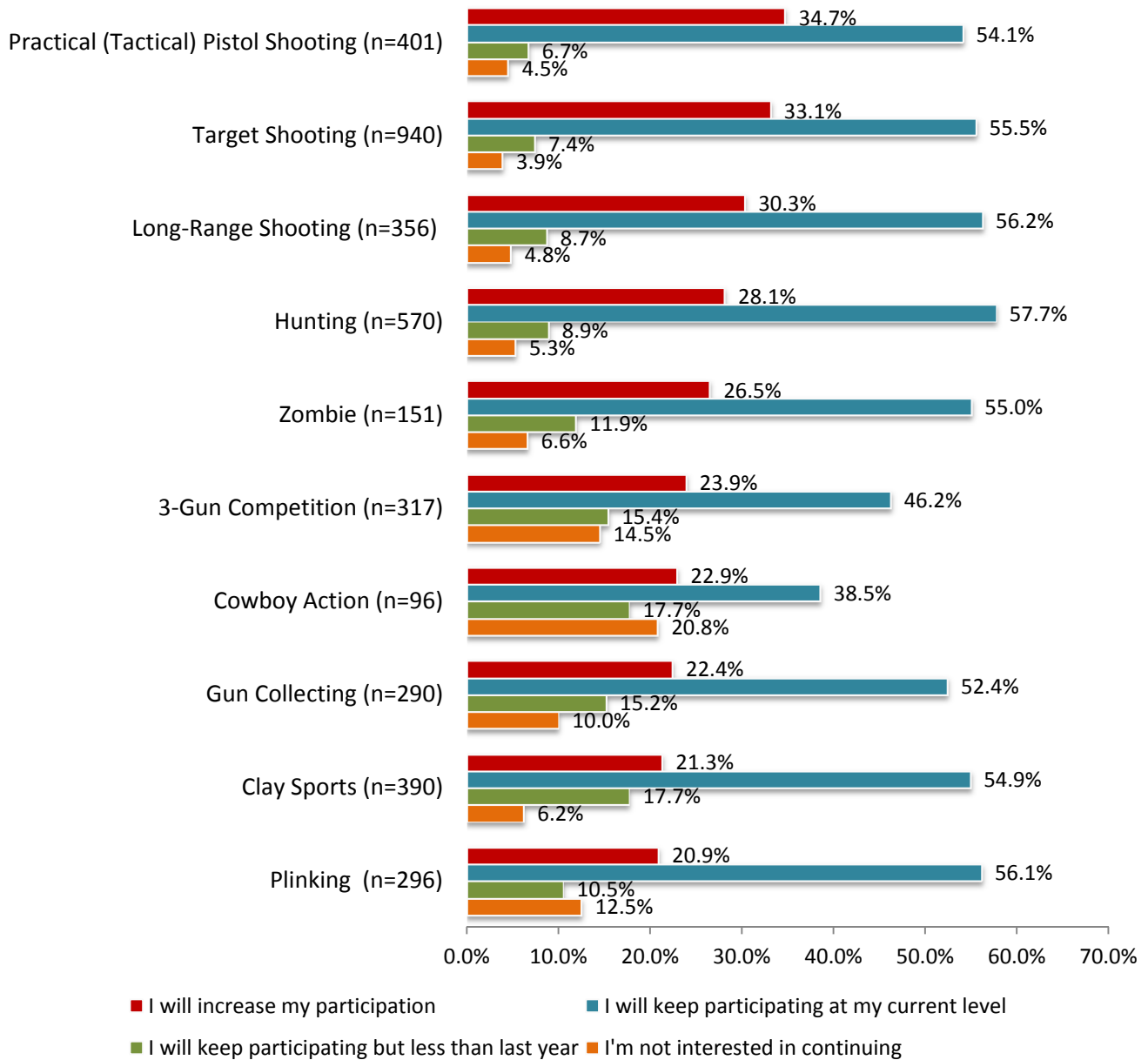
Q20. Which activity have you participated in most in the past 12 months?

Base = 969



Women intend to increase or maintain current levels of participation in all shooting activities including those activities that see little current activity such as zombie target shooting, 3-gun and cowboy action. Practical pistol shooting, target shooting, long-range shooting and hunting should see the biggest increases in participation. Survey results indicate a boost in women’s participation in shooting activities over the next 12 months.

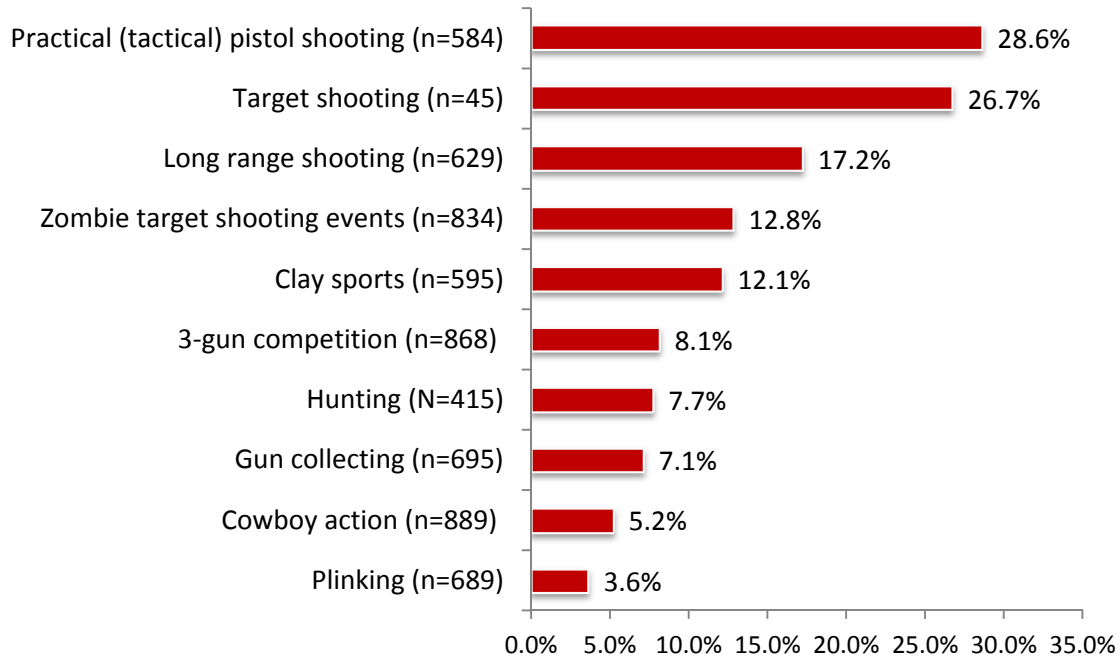
### Continuing Participation in Shooting Activities



Q35. Below is a list of firearms related activities that you indicated earlier you have participated in, in the past. Please indicate how much you anticipate participating in each activity in the next 12 months.

The activities that women are most interested in and likely to try in the next year are practical pistol shooting, long-range shooting, zombie target shooting and clay sports. The vast majority of women have already tried target shooting so the number of women who have not at this point is quite low. Although over a quarter of those who have not tried target shooting are interested in giving it a try in the next 12 months, the number who will actually try it is likely to be small. Women who have not tried target shooting already are not likely to try it in the future without strong or aggressive prompting.

**Future Interest In Shooting Activities (Top 3 Box %)**

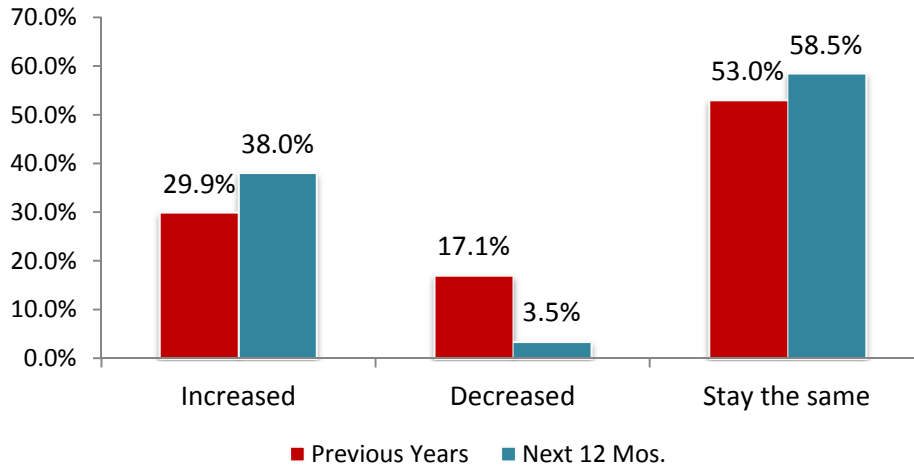


Q36. Below is a list of firearms related activities that you may or may not be interested in trying. Please indicate your level of interest in trying each activity sometime in the next 12 months.



Slightly over half of women (53.0%) maintained their level of shooting activity from previous years and slightly more (58.5%) intend to maintain their shooting activity level into the next 12 months. However, significantly more intend to increase their level of participation in shooting activities in the next 12 months relative to previous years.

### Past and Future Change in Shooting Activity

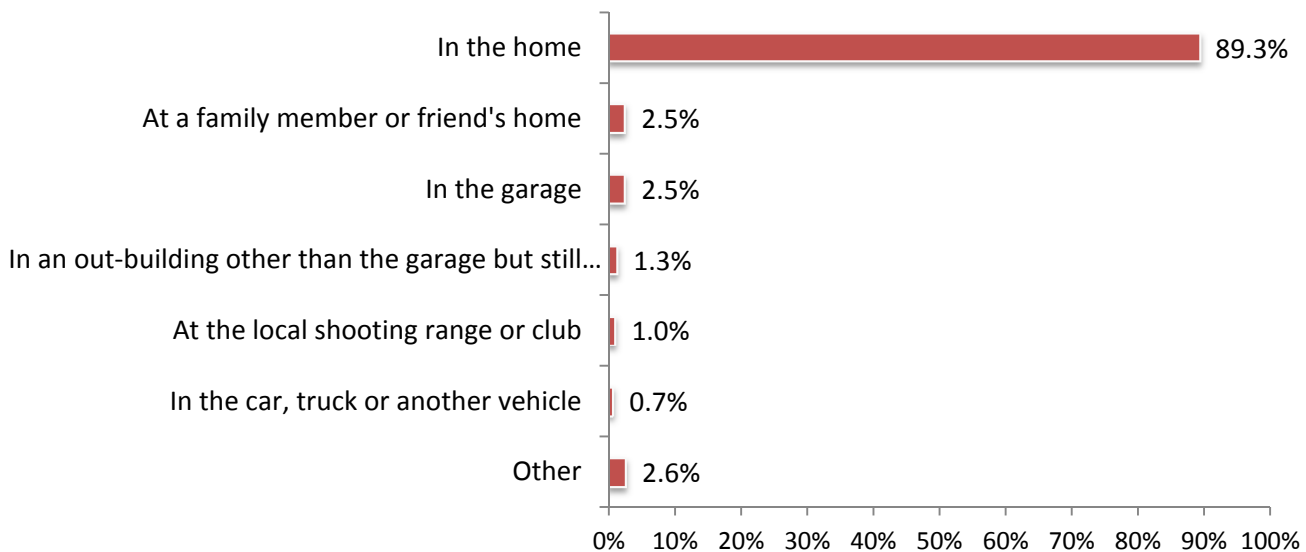


Q21. You indicated earlier that you have used one or more of your guns on average [ ], in the past 12 months for various shooting activities. Has your gun usage increased, decreased or stayed the same relative to previous years?  
 Q22. Do you expect your gun usage in the next 12 months to increase, decrease or stay the same relative to the last 12 months?

Q21 Base = 809  
 Q22 Base = 1001

The vast majority of women keep their gun(s) in the home when they are not in use.

### Where Gun is Kept

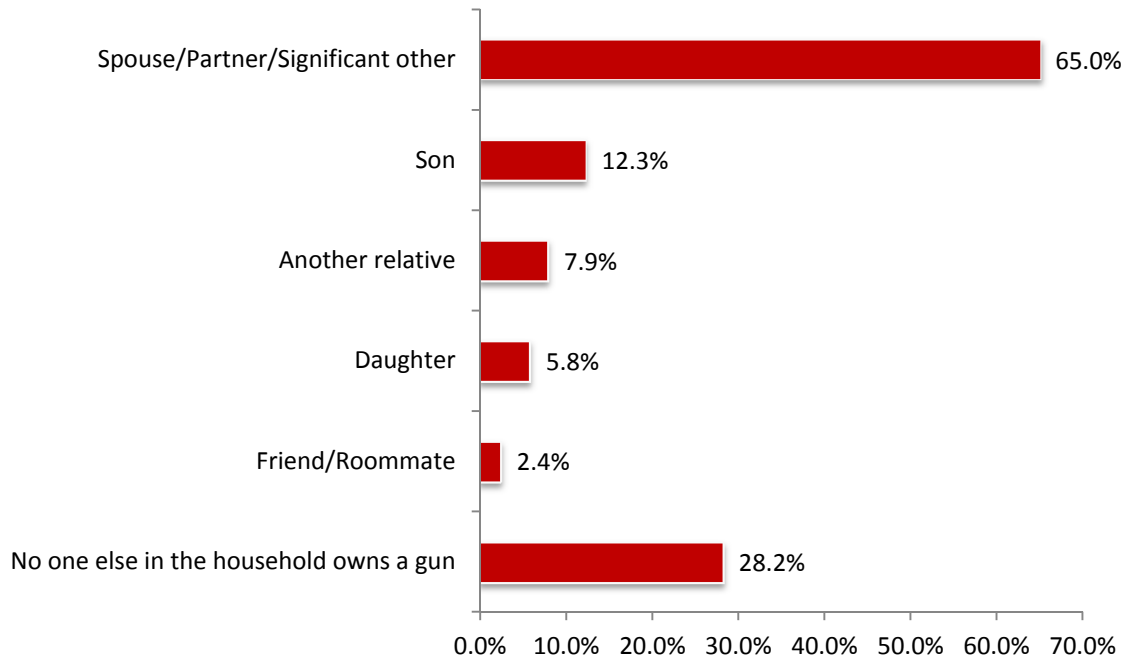


Q15. When not in use, where do you typically keep your gun?

Base = 1001

Two-thirds of women indicated their spouse/partner/significant other also owned one or more guns in the household. Over a quarter of women indicated they are the sole gun owner in the household.

### Who Else Owns A Gun in Household



Q14. Who else in your household owns one or more guns besides yourself?

Base = 1001

The majority of women report cleaning their firearms either after every few uses or after every use across all gun types.

Firearms Types	Frequency of Cleaning				
	Never	Only when something is wrong	Only when it's really dirty	After every few uses	After Every use
Semiautomatic pistol	3.8%	1.6%	8.2%	50.2%	36.3%
Revolver	1.7%	0.8%	12.8%	38.9%	45.8%
Other type of pistol	4.2%	3.1%	15.6%	39.6%	37.5%
Shotgun	3.2%	2.4%	12.7%	43.4%	38.2%
Traditional rifle (bolt, lever, pump)	2.1%	0.9%	12.8%	44.4%	39.7%
Modern sporting rifle/Semi-automatic AR Platform rifle	1.0%	2.0%	8.9%	44.1%	44.1%
Other	16.7%	8.3%	12.5%	29.2%	33.3%

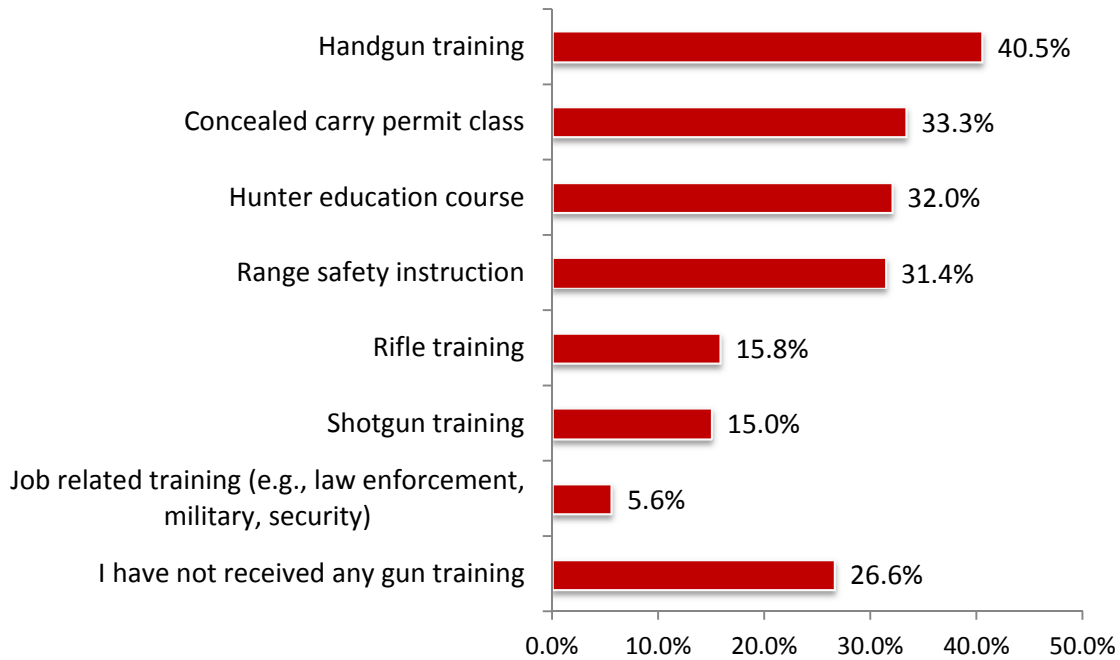
Q23. You indicated earlier that you have the following. On average, how often do you clean your gun(s)?

Base = 1001

## Firearms Training and Certifications

Nearly three-quarters (73.4%) of women have had at least one training class. Women took, on average 3.5 (median = 3) gun training classes. The most popular training was for handgun handling and care. A third of women took concealed carry permit (33.3%), hunter educations (32.0%) and range safety instruction (31.4%).

### Training/Classes Taken For Care and Usage of Gun(s)

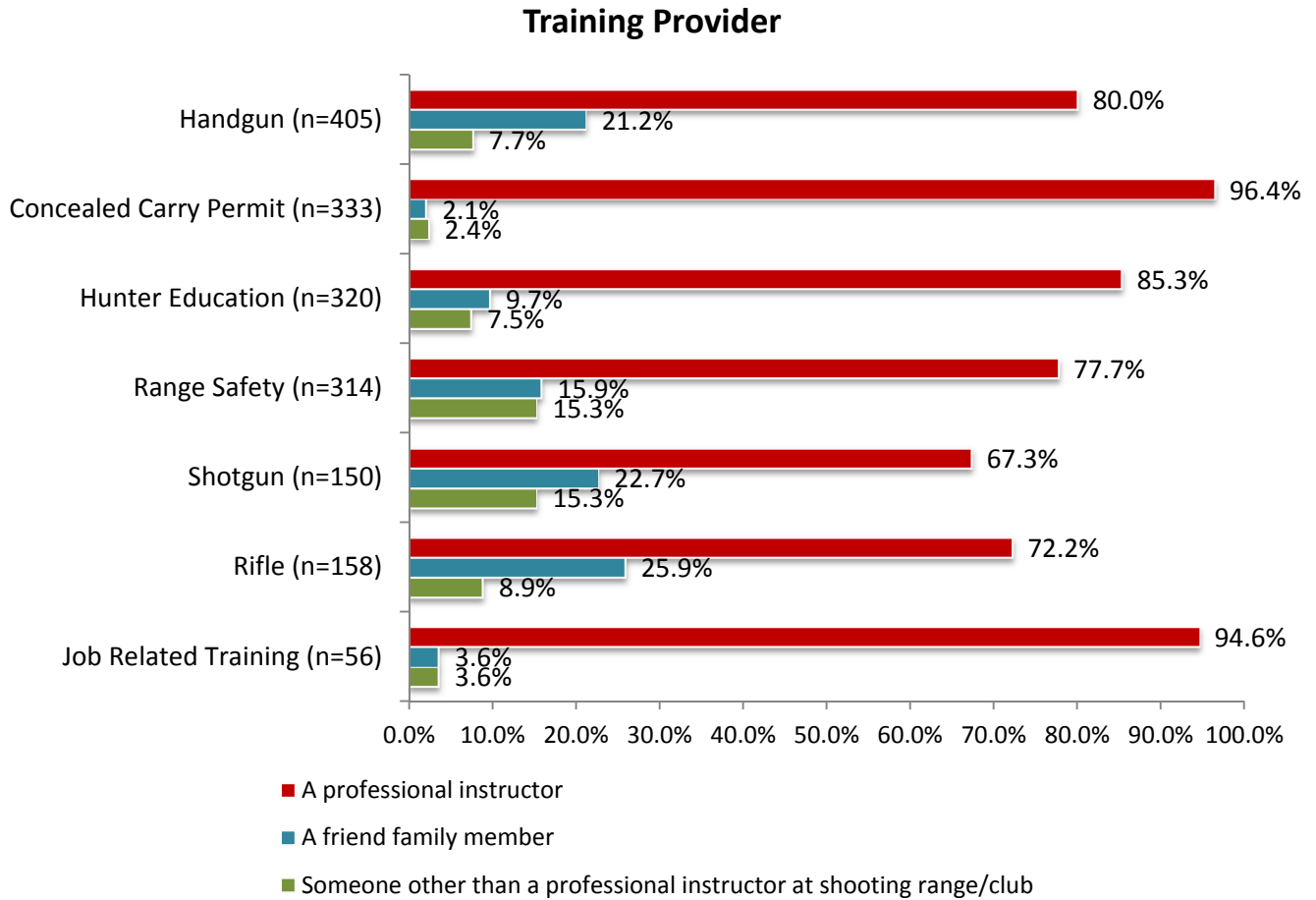


Q24. What kind of training or classes, if any have you had for the care and usage of your gun(s)?

Base = 1001

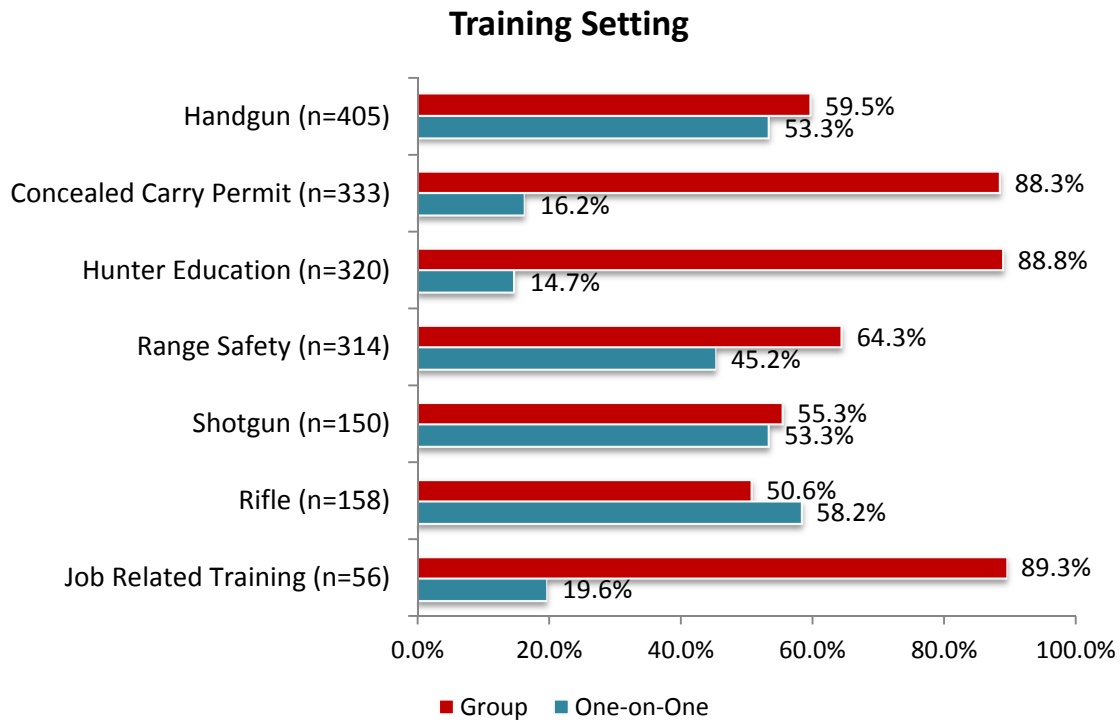


The majority of women obtained training of all types from a professional. Women also tended to take training from friends and family rather than another individual at their range or club.



Q24a. Who provided the training?

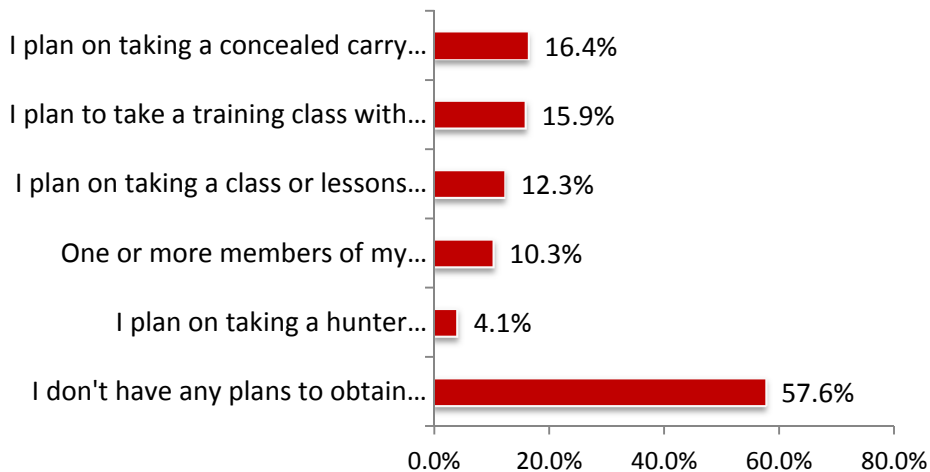
In most cases, women took their training in a group setting. However, half of women (53.3%) indicated they had individualized handgun and/or shotgun training. Slightly more than half of women (58.2%) reported having private one-on-one rifle training than in a group setting.



Q25. Was your training one-on-one, in a group setting or both?

Over half of women do not intend to take gun training of any kind in the next six months. Those that indicate they will take training intend to pursue concealed carry permit training, gun usage and safety and shooting sports training.

### Plans for Training in Next 6 Months

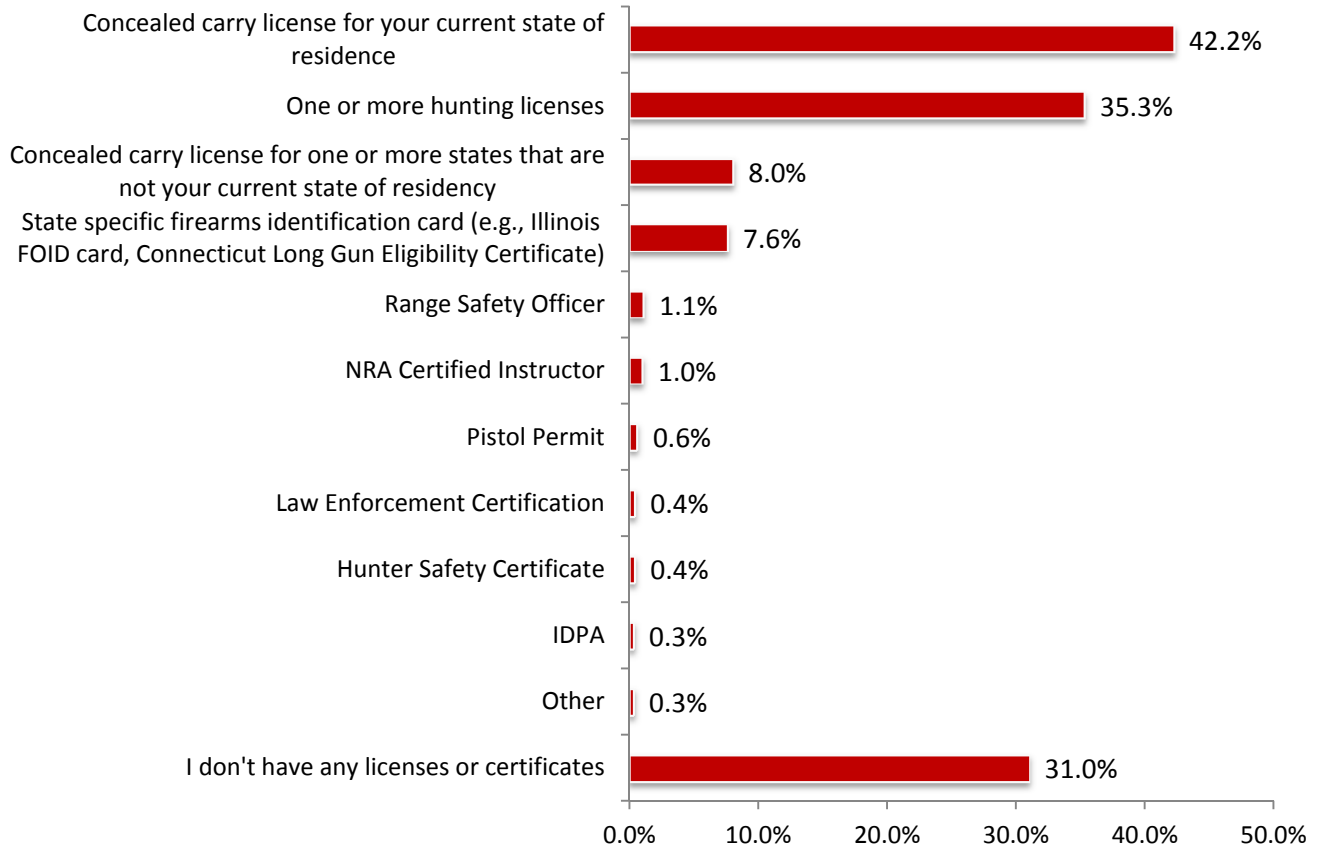


Q27. Do you plan to take any training or classes within the next 6 months?

Base = 1001

Nearly half (42.2%) of women respondents from this study have a concealed carry permit for their state of residence and a third (35.3%) have one or more hunting licenses. A small proportion of women (8%) have a concealed carry license for states other than their state of residency and approximately the same percentage have a state specific identification card. A third of women do not have any licenses or certifications.

### Current Licenses and Certifications

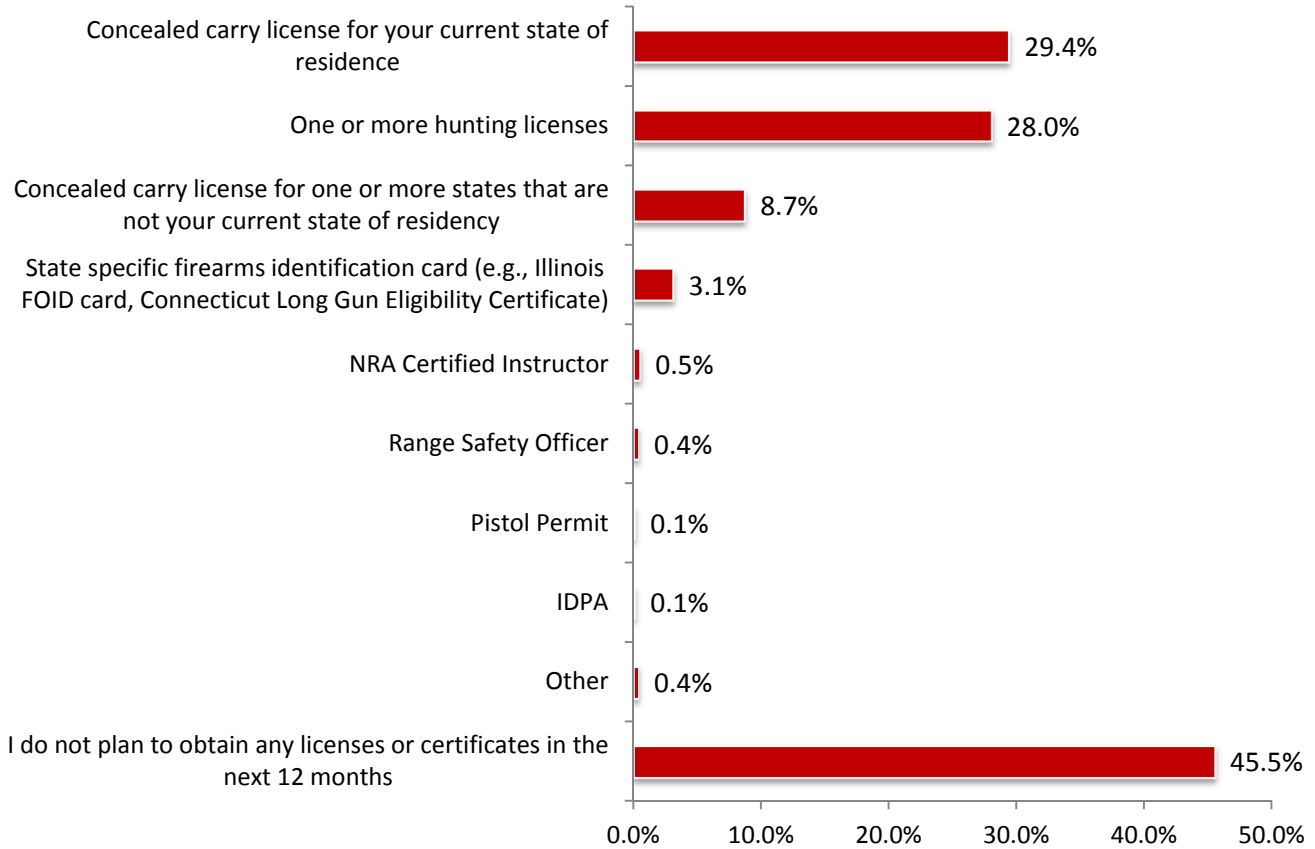


Base = 1001

Q28. What licenses and/or certifications do you currently have?

Over the next 12 months over a quarter intend to obtain a concealed carry license for their state of residence (29.4%) and/or obtain one or more hunting licenses (28.0%). A small percentage (8.7%) of women indicate they intend to obtain a concealed carry license for one or more states outside of their current state of residency. Nearly half (45.5%) do not intend to obtain any licenses or certificates in the next 12 months.

### Plans to Obtain Licenses/Certifications in Next 12 Months



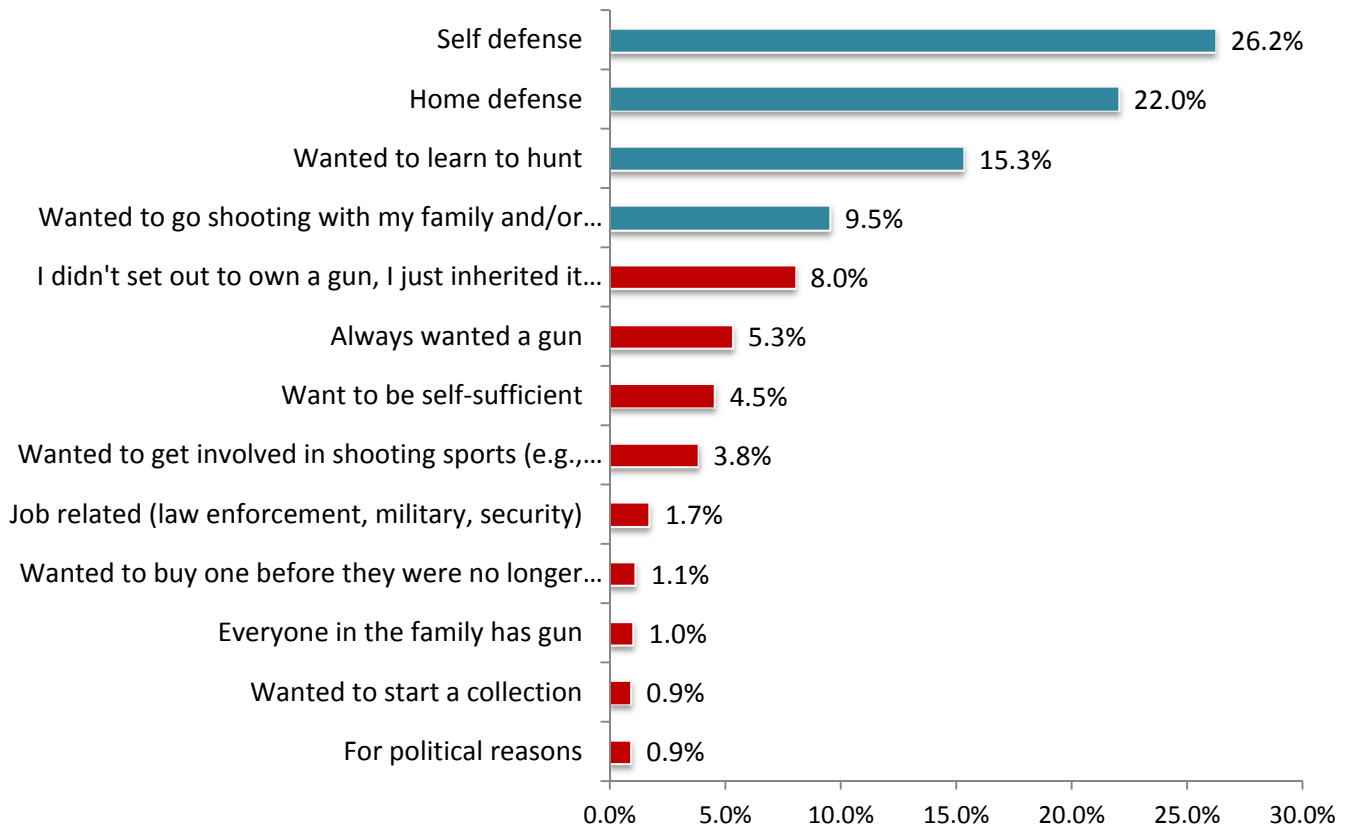
Base = 1001

Q28a. What licenses and/or certifications do you plan on obtaining in the next 12 months?

## Motivating Factors Influencing Gun Ownership and Purchase

The single most important reason women decided to purchase or otherwise own a gun was for defense, both self and home. Wanting to learn to hunt was third most important and the social aspect of wanting to go shooting with friends and family was important to a little over one in ten women. These findings are consistent with those in the 2013 First-Time Gun Buyer Study.

### Most Important Reason to Own a Gun



Base = 1001

Q29. What was the single most important reason that helped you decide to own a gun?



A MaxDiff task was used in place of rating scales to determine the importance of gun features impacting the purchase decision.

MaxDiff results are scaled between 0% and 100%. The values are transformed or “standardized” so that the values can be compared directly with each other to obtain relative importance. For example a score of 80% for one attribute indicates it is twice as important as an attribute with a corresponding score of 40%.

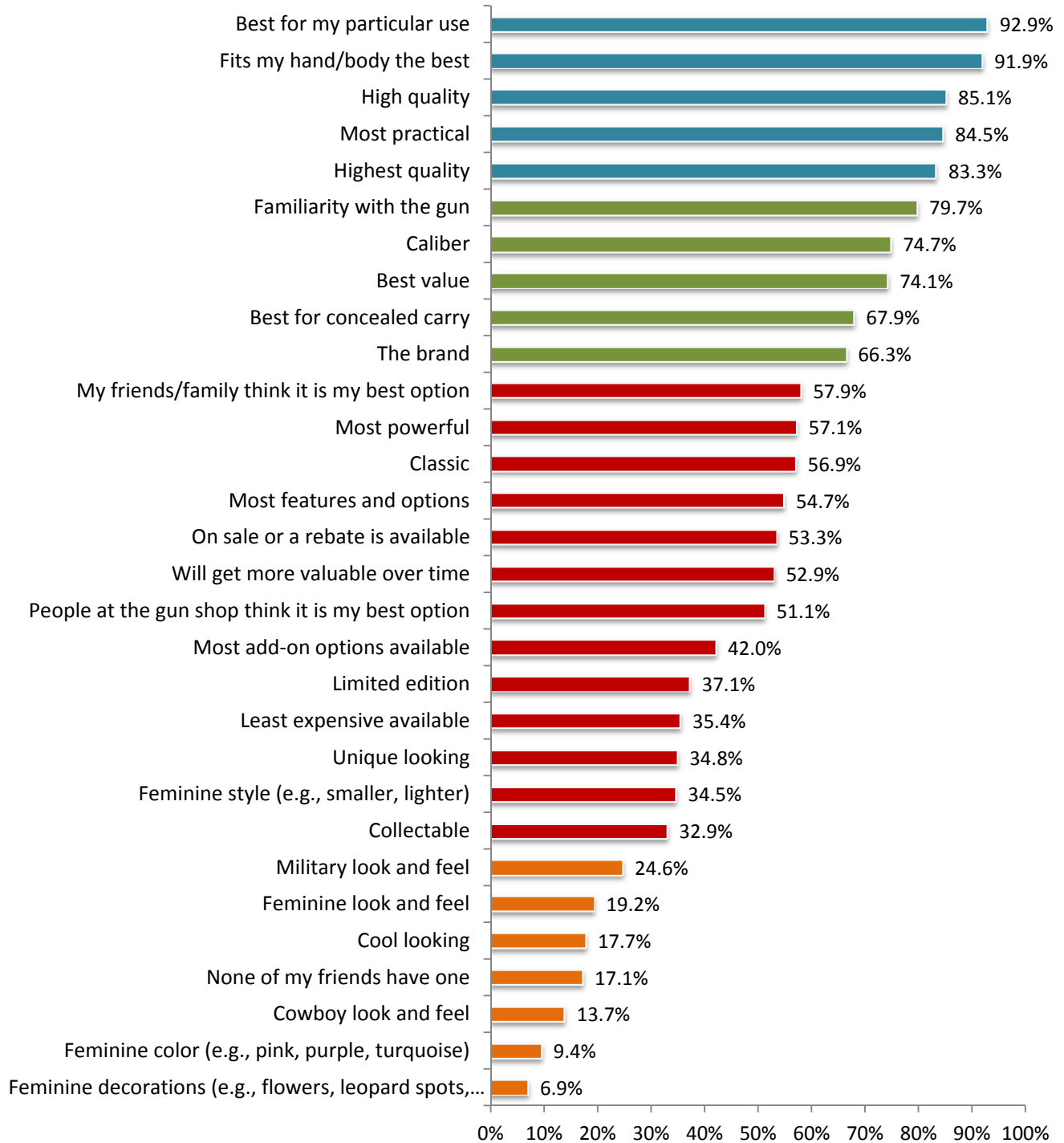
The percentages are interpreted a little differently than one might ordinarily interpret percentages in a list. A percentage corresponding to a specific attribute represents the **likelihood** that it will be selected when it is present in a list of many attributes. So, to use our results as an example, the 92.9% associated with *Best for my particular use* can be interpreted to mean that when *Best for my particular use* was among the attributes presented to respondents in a particular scenario, it was likely to be selected as the most important attribute 92.9% of the time. Another attribute *Feminine look and feel* has a value of 19.2% associated with it. This means that when *Feminine look and feel* was presented in a list of attributes, it had a likelihood of being selected as the most important only 19.2%. Comparing *Best for my particular use* with *Feminine look and feel* you can see that *Best for my particular use* has nearly five times the importance of *Feminine look and feel* as it impacts the decision to purchase a particular gun. Clearly, an attribute that is likely to be selected as the most important from a list of many attributes 92.9% of the time, is very important. **(See Appendix D for a more lengthy discussion of MaxDiff.)**

The MaxDiff results indicate that usefulness, fit, quality and practicality are the primary gun selection criteria among women. This is consistent with the findings of the 2013 First-Time Gun Buyer Study but also suggests that these features are no less important after the first purchase.

Among the secondary drivers, familiarity with the gun, caliber, value, best for concealed carry and brand are important features.

The look and feel of guns, irrespective of the type of features including military and feminine, were at the bottom of the list. This suggests that only after other primary and secondary considerations are satisfied will the look and feel of a gun be taken into consideration, if at all.

### Factors Influencing Purchase of a Specific Gun (using MaxDiff)



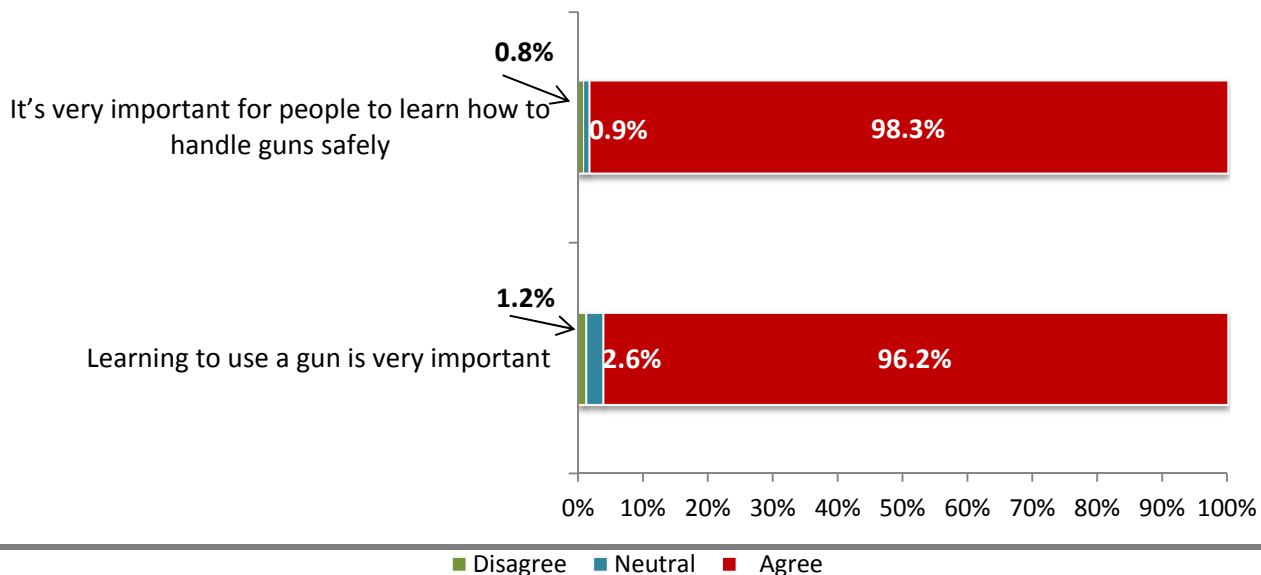
## Women’s Attitudes and Opinions Regarding Social and Behavioral Aspects of Gun Purchase, Ownership and Participation

Women expressed a wide array of opinions and attitudes in the qualitative phase of this study. Topics included relationships with men during purchase, training, and participation in activities, interest in feminine looking guns and accessories, availability of women-specific products, confidence in one’s knowledge and handling of guns, etc.

To confirm the opinions and attitudes expressed in the qualitative and to explore additional topics, women were asked to react to 51 statements by indicating their level of agreement or disagreement with each.<sup>2</sup> The statement ratings were then statistically analyzed to develop groupings of statements that represented similar concepts. A total of 12 multi-item concepts (factors) were identified along with 12 statements that did not combine with others representing individual concepts. A factor mean score is created by summing across the individual responses on each statement and creating an average. The factor mean indicates women’s level of agreement of each concept as a whole. The factors are listed here by factor mean score (highest to lowest).

The factor **Safe Gun Handling** is comprised of two statements that cover the importance of learning to use a gun and handle a gun safely. Nearly all women were in agreement that it is important for women to obtain these skills.

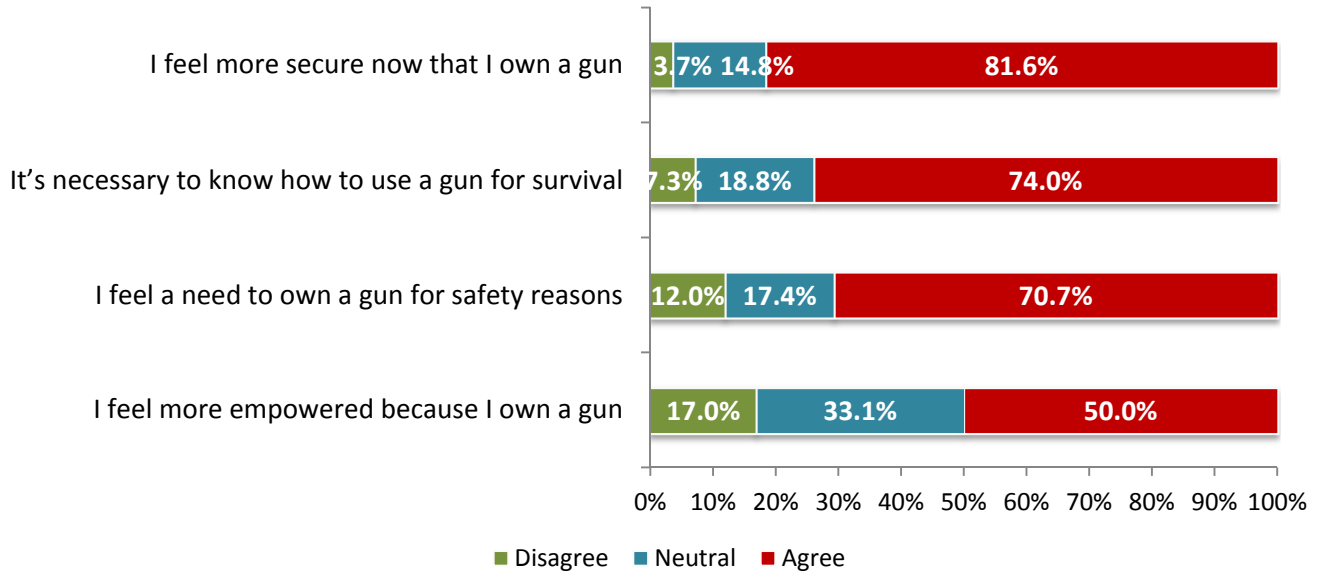
**Safe Gun Handling**  
 (Factor Mean = 4.74)  
 5 point scale where 1 = Strongly Disagree and 5 = Strongly Agree



<sup>2</sup> A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

The concept **Personal Security** is comprised of four statements that pertain to women’s need to own a gun for safety and security and the feeling of empowerment that comes with gun ownership. The high factor mean score indicates a high level of agreement among women on this concept. The majority of women felt safer and more secure because they owned a gun. Three quarters of women felt that it was necessary to own a gun for survival. However, only half of women felt empowered because they own a gun.

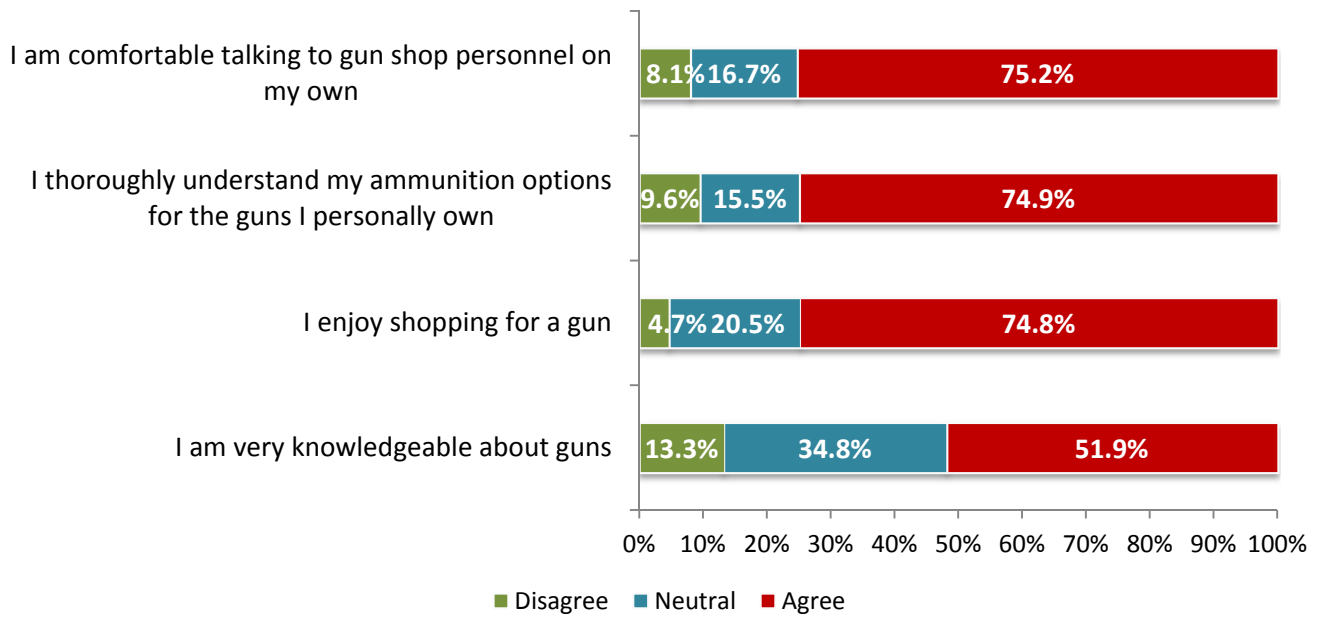
**Personal Security**  
(Factor Mean = 3.87)



A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

The factor **Confidence** is comprised of four statements that treat women’s comfort level and enjoyment with gun shopping and conversing with gun shop personnel and overall knowledgeability with guns and ammunition. Several women in qualitative interviews expressed a lack of confidence in their general knowledge of guns and ammunition and a lack of comfort during the gun shopping process especially as it involved conversing with men in gun shops. These results suggest that the majority of women are very comfortable conversing with gun shop personnel without assistance, enjoyed shopping for guns, and understood their ammunition options for their personal guns. However, only half of women indicated that they felt very knowledgeable about guns. A significant proportion of women did disagree that they felt knowledgeable about guns suggesting a need for additional guidance and training.

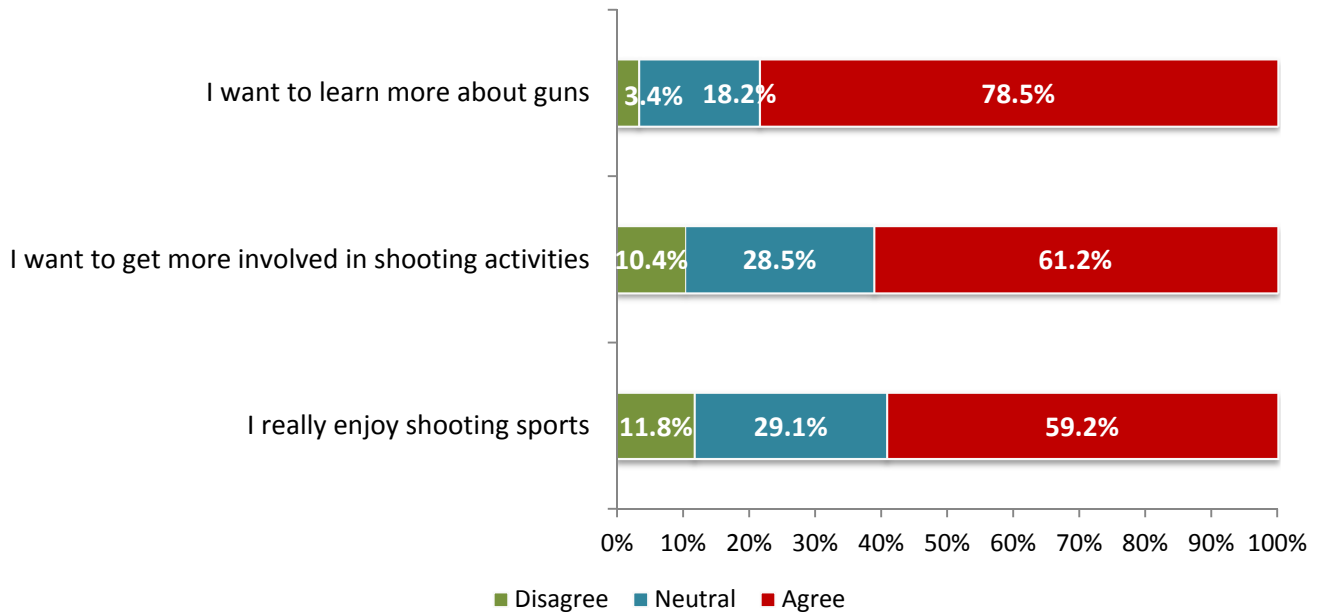
**Confidence**  
(Factor Mean = 3.85)



A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

**Shooting Enthusiast** is a factor comprised of three statements that gauge enjoyment of shooting sports and the desire to learn more about guns and become more active in shooting sports. Women indicated a high level of enthusiasm regarding guns and shooting activities. The vast majority of women expressed a desire to learn more about guns and nearly two-thirds of women were interested in becoming more active. However, one in ten women do not enjoy shooting activities and are not interested in becoming more active.

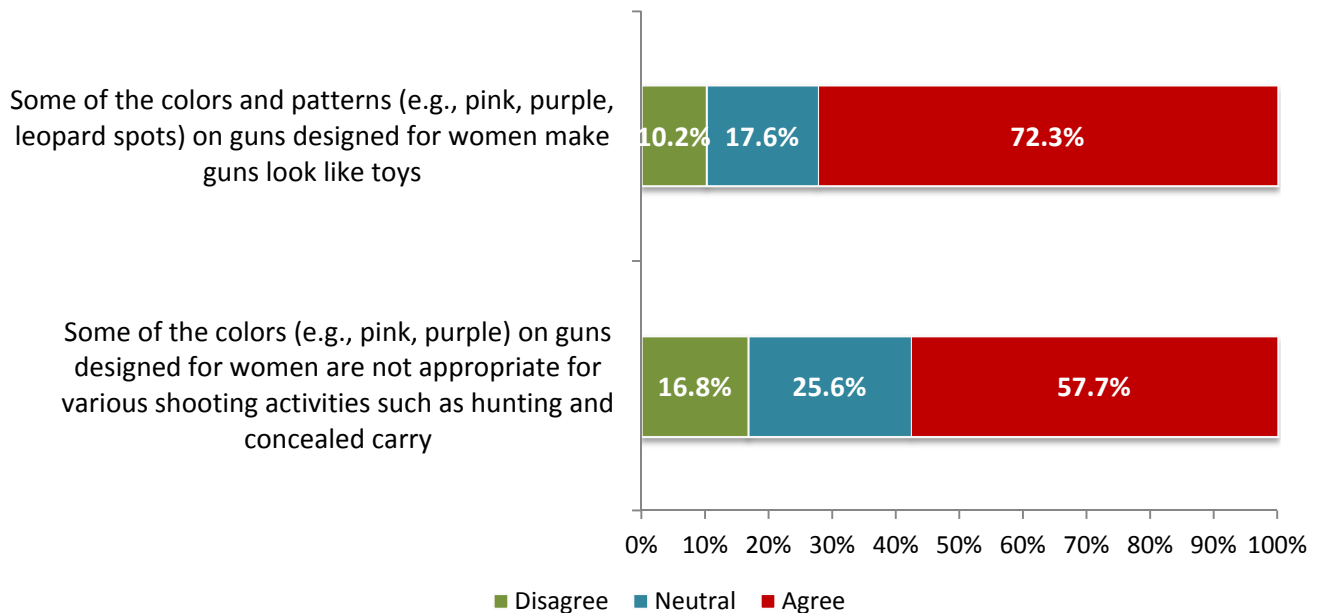
**Shooting Enthusiast**  
(Factor Mean = 3.83)



A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

**Feminine Appeal** is comprised of two statements that consider the downside of feminine color and patterns on guns. Based on qualitative interviews and consultation with industry insiders, women either really like non-traditional colors and patterns on guns or they don't and there doesn't appear to be much gray area. Two particularly strongly held opinions among women who did not care for guns in non-traditional colors and patterns is that guns in various colors make guns look like toys and are inappropriate for various activities such as concealed carry and hunting. Putting these to the test, three-quarters of women agreed that non-traditional or feminine colors and patterns make guns look like toys. Over half-of women agreed that non-traditional or feminine colors and patterns are not acceptable for certain activities. One in six women disagreed that non-traditional patterns and colors are inappropriate for various activities and one in ten disagreed that non-traditional colors and patterns make guns look like toys.

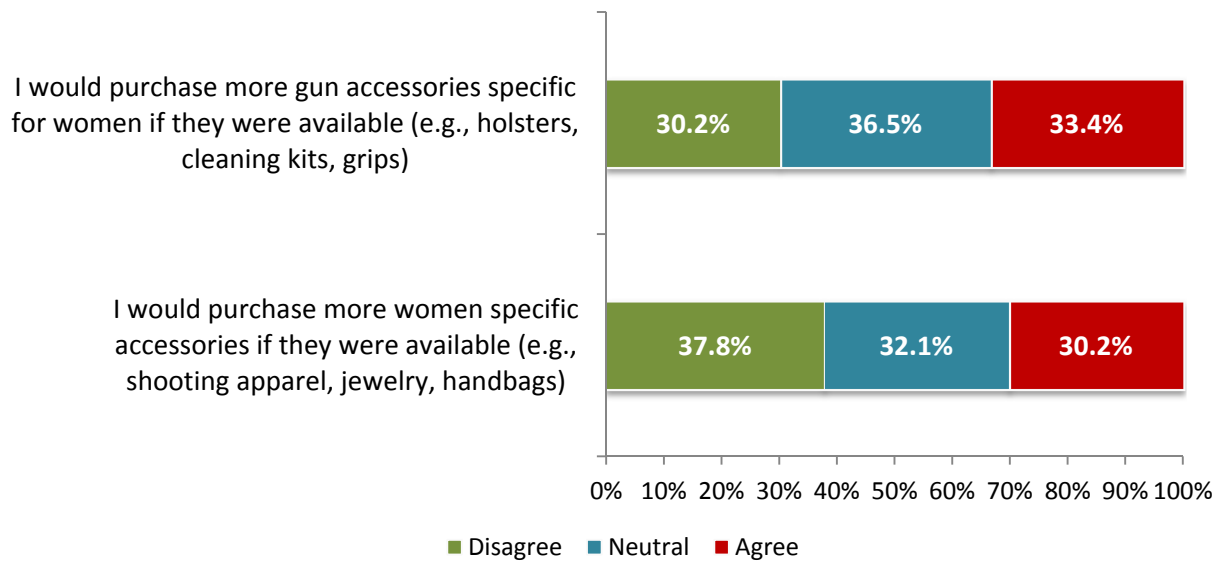
**Feminine Appeal**  
(Factor Mean = 3.76)



A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

Through the studies early qualitative research some women mentioned they would like to see more women-specific accessories specific for guns and shooting activities including items like holsters, grips, apparel, concealed carry handbags, jewelry, etc. It was suggested that if these items were available women would buy them. **Availability of Women-Specific Products** is a two statement factor that measures women’s likelihood to purchase women-specific products if they are made available. Although a third of women agreed they would be willing to buy these products if available, as many indicated they would not be willing to buy them and another third of women were ambivalent. This suggests there is a market for such products but only among a select segment of women.

**Availability of Women-Specific Accessories**  
(Factor Mean = 2.95)

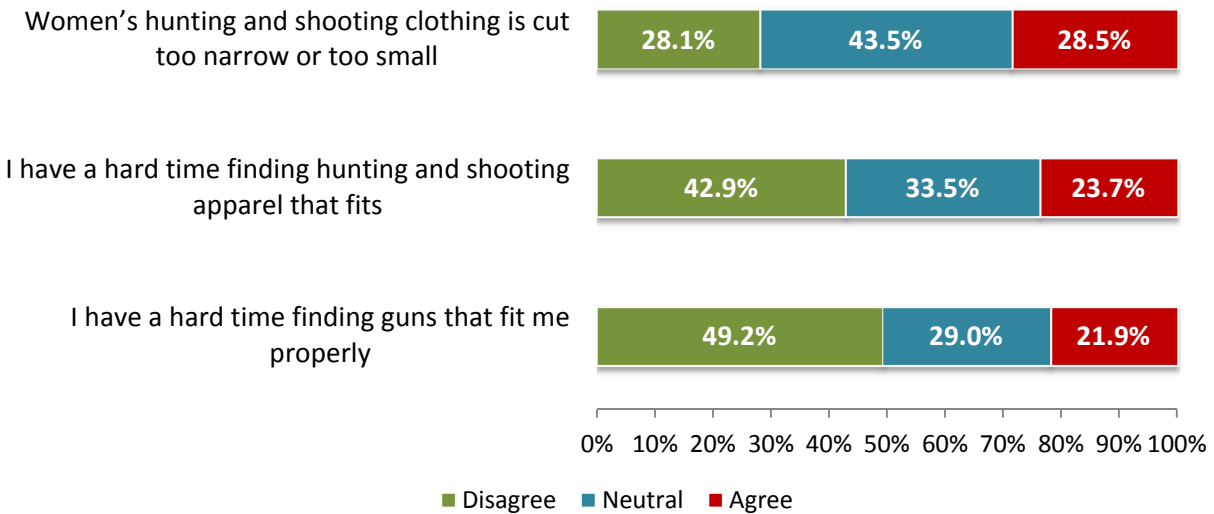


A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.



Women who tend to be more active in shooting activities also tend to express their dissatisfaction with the availability of apparel and guns designed specifically for women. As women become more active and serious about hunting and shooting activities, they are more likely to seek out guns and apparel that enhance performance and/or enjoyment of these activities. It is at this point that the lack of availability of women-specific options becomes evident. The factor **Lack of gun and Apparel Fit**, comprised of three statements, indicated that approximately a quarter of women agreed that it was difficult to find apparel and guns that fit properly. Half of women disagreed that they could not find a gun that fit properly and nearly half disagreed that they could not find apparel to fit.

**Lack of Gun and Apparel Fit**  
(Factor Mean = 2.80)

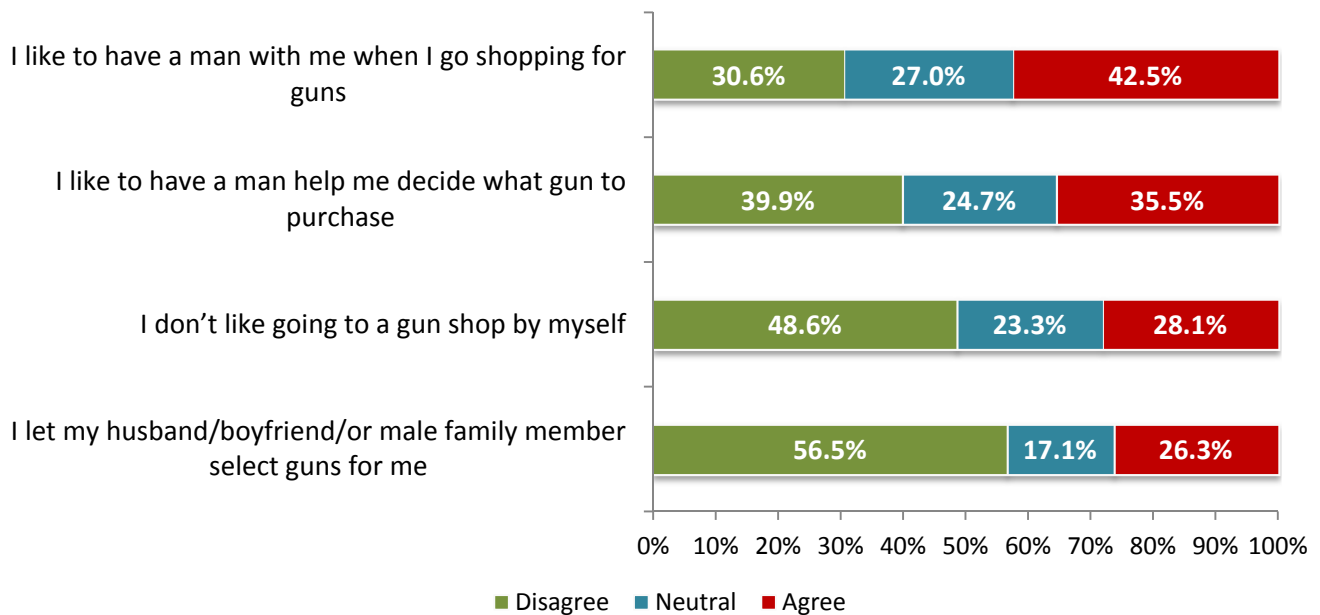


A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

Several women in the focus groups deferred to a man (husband, boyfriend, significant other or family member) when it came to shopping for, selecting and purchasing guns. They indicated that they were more comfortable when a man was present during the shopping and decision process because they felt intimidated on their own. To determine if this was a wide-spread phenomenon, women reacted to four items comprising **Security with Men**.

Nearly half of women agreed that they preferred to have a man accompany them when they shopped for guns and a third of women liked to have a man help decide on a gun for purchase. However, nearly half of women disagreed with the statement *I don't like going to a gun shop by myself* and over half disagreed that they let their husband/boyfriend or male family select their guns. This suggests that many women enjoy companionship and input from men in the gun purchase process but they don't necessarily want men to control the process.

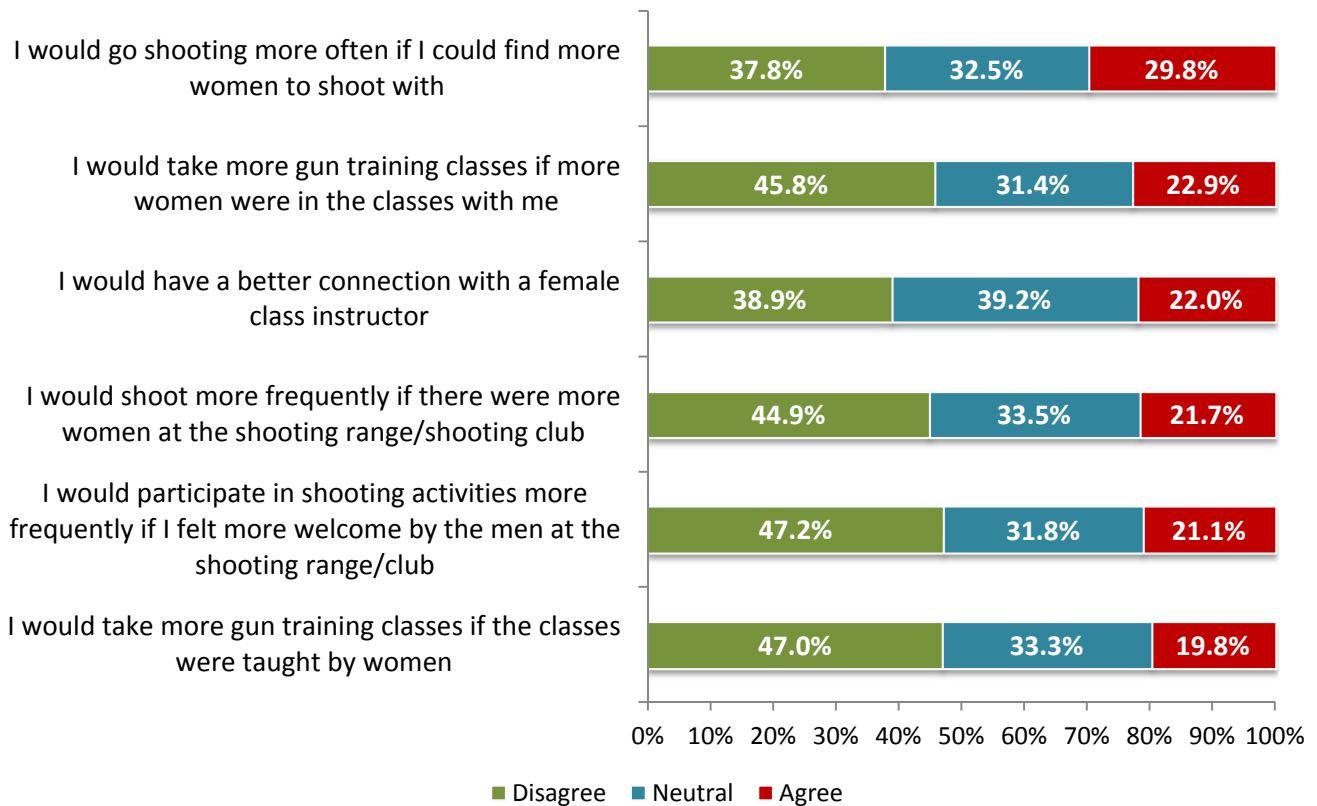
**Security with Men**  
(Factor Mean = 2.77)



A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

During the qualitative phase, several women expressed the desire to train and participate in shooting activities with other women. It was stated that they would participate more frequently if there were more women at the range or club where they shoot or if there were women-only leagues or events. Six statements were presented to women comprising the factor **Comfort Connection with Women**. Less than a quarter of women were in agreement with these statements suggesting that the majority of women were not necessarily inclined to take more training, shoot more frequently or would feel generally more at ease with women present. However, with one in five women indicating a strong preference towards women shooting companions, offering opportunities for women to shoot with other women can have considerable business potential.

**Comfort Connection with Women**  
(Factor Mean = 2.69)

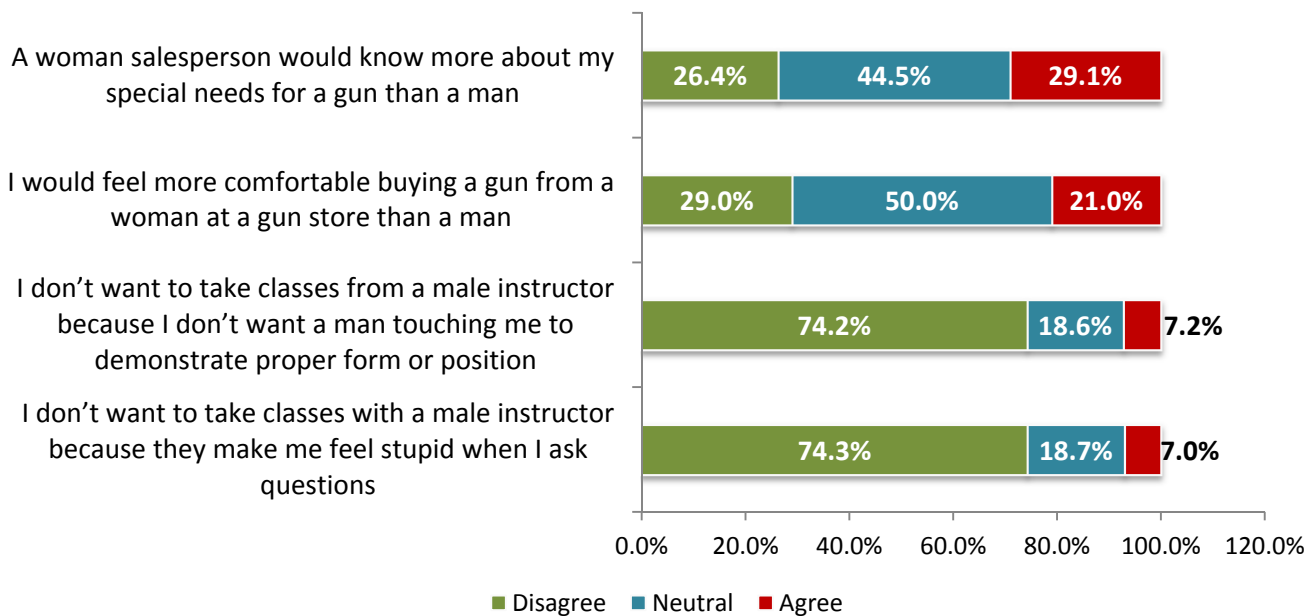


A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

In consulting with women firearms instructors, they noted that some women felt uncomfortable with men during training and the gun purchasing process. It was stated that some women felt a woman would be more in touch with the needs of other women. Likewise in training, these women were very sensitive to men making them feel stupid and did not want to be touched by a male instructor if they needed to have stance and positioning adjusted. These women find security in the company of other women for nearly all aspects of the gun purchasing and shooting experience.

Nearly a third of women agreed that a woman salesperson would know more about a woman’s needs for a gun than a man but nearly half had had no opinion about this. One in five women felt more comfortable buying a gun from a woman than a man but half of women did not agree or disagree with this. Three quarters of women did not agree that they did not want to take classes from a male instructor either because they didn’t want to be touched or because the instructors made them feel stupid. Although a case can be made to have women sales people available to service other women if this helps them feel more comfortable, there is little quantitative evidence to support that a significant proportion of women are sensitive to male instructors.

**Security with Women**  
(Factor Mean = 2.48)

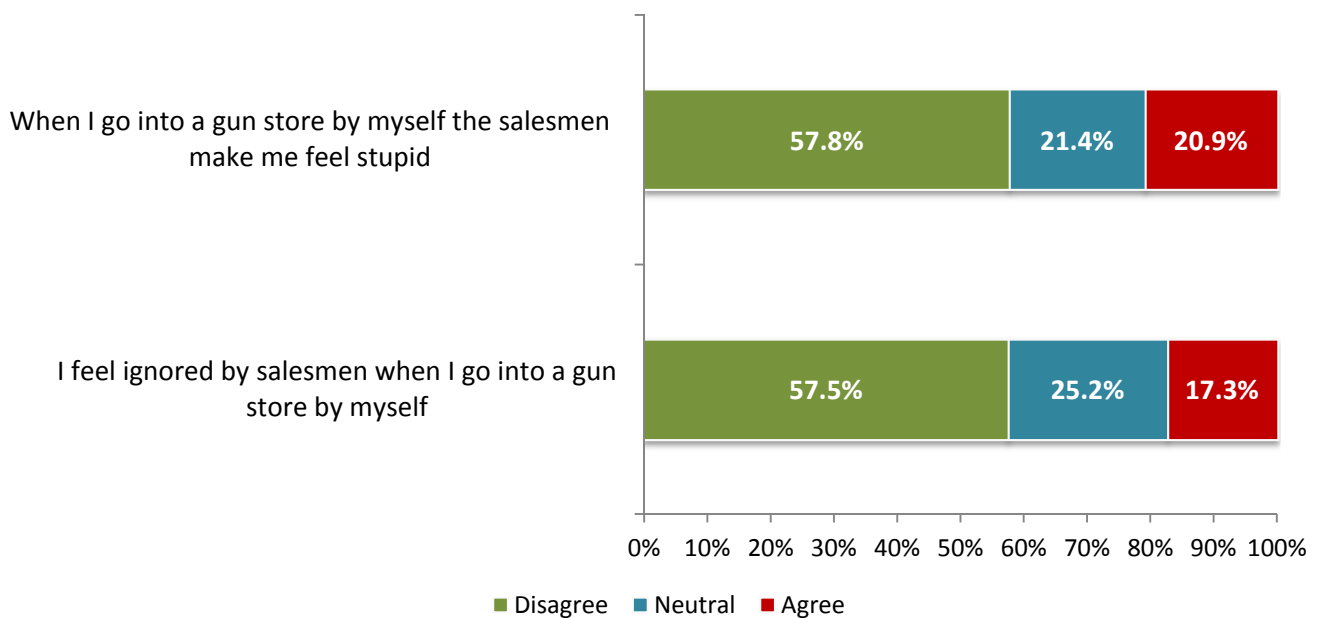


A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

Women in focus groups and interviews indicated that there were instances where men talked down to them when attempting to get information to make a gun purchase. It was also mentioned that when entering a gun store a small number of women indicated that the men behind the counter ignored them and otherwise refused to wait on them. Two statements representing **Gun Store Angst** were presented to women.

Although most women did not agree that men ignored them or made them feel stupid in gun stores, clearly one in five women did agree that they were made to feel stupid by gun store salesmen and nearly as many were ignored when they went into a gun store by themselves.

**Gun Store Angst**  
(Factor Mean = 2.45)

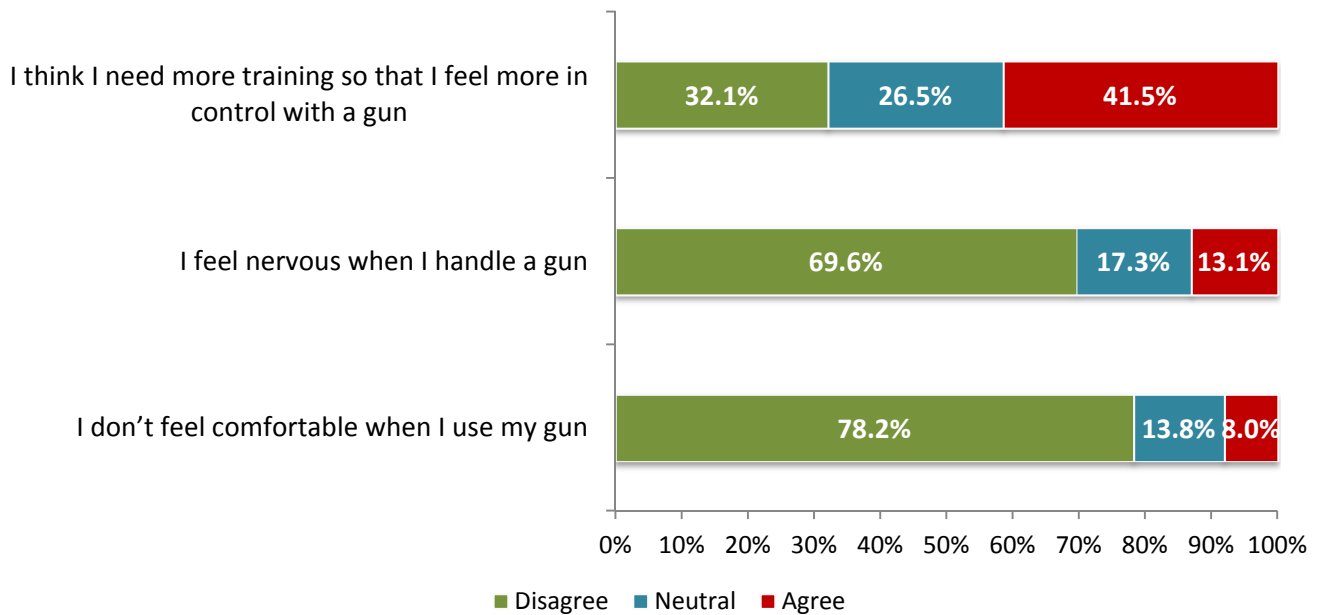


A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

Women expressed some nervousness and discomfort handling guns. **Insecurity with Guns** is comprised of three statements that ascertain women’s comfort level handling a gun and their need for additional training.

The overwhelming majority of women are comfortable with handling a gun and do not feel nervous. However, nearly half of women acknowledged the need for more training.

**Insecurity with Guns**  
(Factor Mean = 2.35)



A 5-point Likert-type scale was used to ascertain agreement with statements. The scale points were 1 = Strongly Disagree, 2 = Disagree, 3 = Neither Agree or Disagree, 4 = Agree, and 5 = Strongly Agree. The Top-2 Box Percentage refers to the percentage of respondents who agree or strongly agree with a statement. The center is represented by respondents who indicated they neither agree nor disagree with a statement. The Bottom-2 Box Percentage is the percentage of respondents who disagree or strongly disagree with a statement.

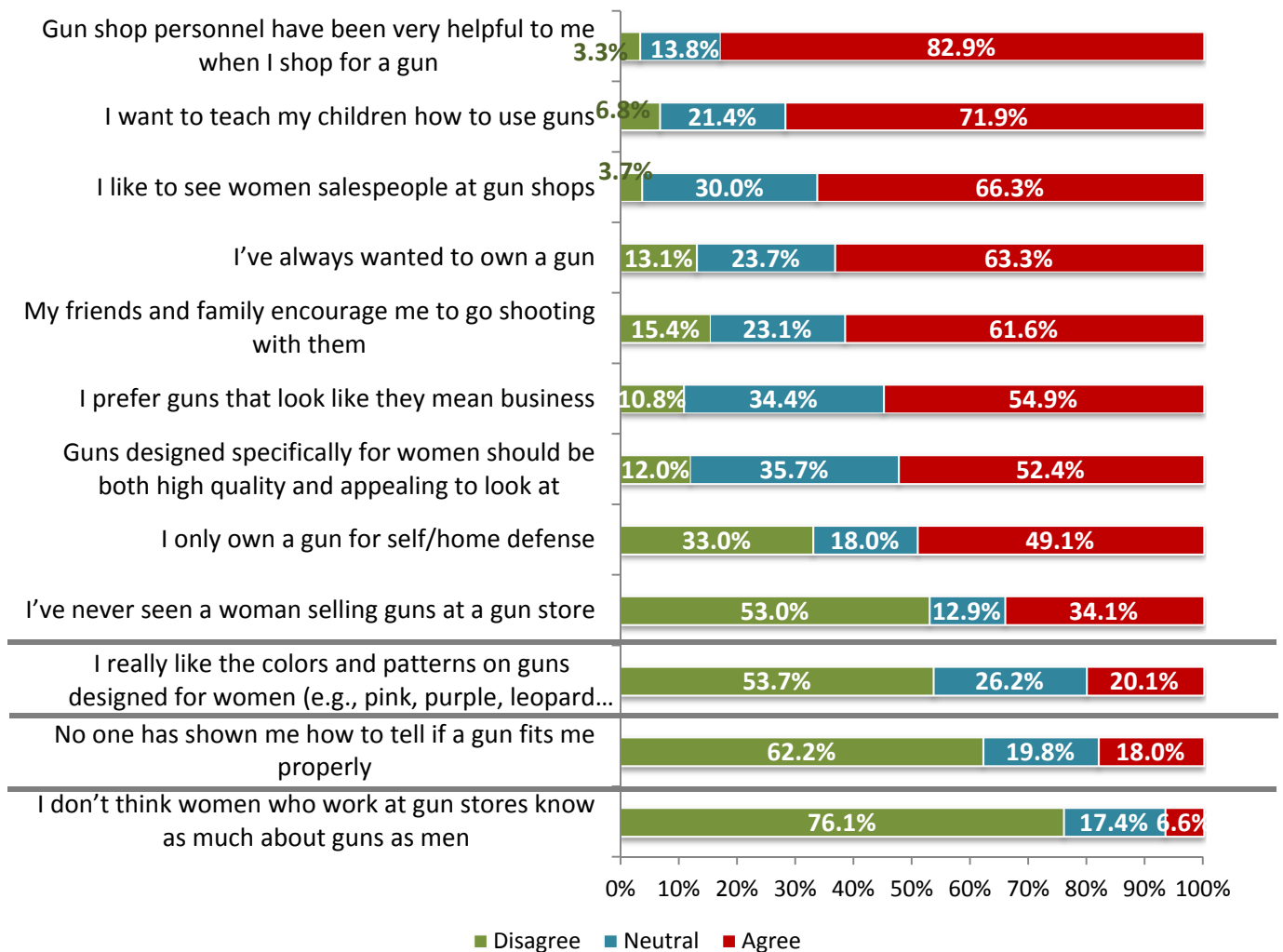
Consistent with the ratings for **Gun Store Angst** the majority of women feel that gun shop personnel are very helpful when shopping for a gun. However, nearly three quarters of women indicated that they liked to see saleswomen in gun shops but a third of women indicated that they have never seen a woman selling guns at a gun store. Although a few women in qualitative indicated that they didn't think women working at gun stores knew as much about guns as men, most women didn't agree with this statement.

Consistent with **Feminine Appeal**, only one in five women indicated that they really like the colors and patterns on guns designed for women. Over half of women preferred guns that look as though they mean business and that guns designed for women must be both high quality and appealing to look at.

Consistent with the Max Diff results women do enjoy the social aspects of shooting. Two thirds of women agreed that they were encouraged to go shooting with friends and family. Three quarters of women want to teach their children how to use guns. Only half of women agreed that they own a gun solely for defense suggesting that half own a gun to participate in shooting activities.

Two-thirds of women have always wanted to own a gun.

## 12 Stand-Alone Concepts



## Predictors of Spend and Frequency of Participation

Women who purchased at least one gun in the past 12 months (n=273) were asked approximately how much they spent on gun purchases in that time period. Clearly, there is value in developing an understanding of women's personality and behavioral characteristics that contribute to spend on guns. If it is possible to predict spend on guns, effective marketing strategies can be developed to influence the purchase process. To this end, a statistical model (a combination of correlational and multiple linear regression analysis) was developed to predict the drivers of spend on guns using attitudinal, behavioral and demographic measures.

The model points to several demographic and intrinsic characteristics driving women's spend on guns. It makes sense that lower income women would be less likely to purchase guns whereas those with higher incomes can and will purchase guns. Related to income, women who are employed, either part time or fulltime are more likely to spend for guns than those who are not.

The characteristic with the most model impact is the **Number of Guns Owned**. The more guns women own, the more they are likely to spend on guns. It has more than double the importance of most of the other model inputs. However, it is not possible to directly influence the number of guns a woman owns.

Also important are **Shooting Enthusiast** and **Confidence**. It makes sense that women who are enthusiastic about shooting sports and are confident in their knowledge about guns and are comfortable handling guns would be more likely to spend more on guns. Again, these are intrinsic personality characteristics and cannot be directly influenced.

**Security with Women** had a negative influence on gun spend. Although, **Security with Men** did not make it into the final model, it had a high correlation with Gun Spend relative to other factors and bears mentioning along with **Security with Women**. The more dependent women are on others, women or men, to help with the purchase process or for training, the less women tend to spend on guns. In other words, if women are more independent and self-reliant, they tend to spend more on guns. This should be interpreted carefully. This does not mean that women who enjoy the company of men or women during the purchase process or during shooting activities are less likely to spend. Women are inherently social and it follows that they would naturally enjoy the company of others especially as it pertains to shopping or shooting activities. It does, however, suggest that women who **depend** on others are less likely to spend. Once again, it is not easy to impact how independent a woman tends to be.

Women who feel that guns in untraditional colors and patterns are toy-like or inappropriate for certain activities tend to spend more on guns.

There is only one attribute influencing gun spend that can be directly impacted, **Training**. Although it is not the most influential attribute driving spend, it is the one that can be directly influenced by those in the industry. Women who had training tend to spend more on guns than women who haven't had training. It did not matter how much training women had or what types of training. It only matters if they had any training.



Attribute/ Factor	Relationship	Importance (Beta) <sup>3</sup>
<b>Demographics</b>		
Employed part-time	Part time employment has a positive impact on spend	.180
Employed fulltime	Fulltime employment has a positive impact on spend	.159
Income \$25,000 to \$49,999	Low income has a negative impact on gun spend	-.133
Income < \$25,000	Low income has a negative impact on gun spend	-.120
Income \$100,000 to \$199,000	Higher income has a positive impact on gun spend	.115
<b>Drivers</b>		
Number of Guns Owned	The more guns women own the more they are likely to spend on guns	.272
Shooting Enthusiast	The more women enjoy guns and shooting activities and are interested in learning more about guns, the more they tend to spend	.155
Confidence	The more comfortable and confident women feel with guns the more they tend to spend on guns	.139
Training	If women have had training they tend to spend more	.132
Security with Women	The less strongly women felt a need to depend on women in the sales and training process the more they tend to spend on guns	-.123
Feminine Look	The more women felt the colors and patterns typically associated with female gun products (e.g. pink, purple, leopard spots) were inappropriate for the task and made guns look like toys, the more they tend to spend	.122
<b>Correlational Relationship (Outside of Model)</b>		
Security with Men	The less dependent on men for advice, company shopping and help in selecting and/or purchasing guns the more they spent on guns in the past 12 months	Negative

Model adjusted R<sup>2</sup> = .332

<sup>3</sup> The importance estimates or Betas are standardized regression coefficients. The coefficients provide an estimate of relative importance of each factor or characteristic in predicting an outcome; in this case **Spend on Guns**. For example, the **Number of Guns Owned (.272)** is about 1.75 times more important than **Shooting Enthusiast (.155)** and nearly twice as important as **Confidence (.139)** in predicting **Spend on Guns**.

Looking at training more closely it appears that women who had training spent significantly more for guns and accessories in the past 12 months than women who have not had training. Likewise women who had training anticipated spending more on guns in the next six months than women who have not had training.

Spend on...	Average Spend	
	With Training	Without Training
Guns in past 12 months	\$927*	\$518
Accessories in past 12 months	\$446*	\$249
Anticipated future spend on guns in next 6 months	\$729*	\$542

\*Statistically significant at  $\alpha < .01$

Women with training rate their enthusiasm for guns and shooting activities significantly higher than women who have not had training. Likewise, women rate their confidence in handling guns significantly higher than women without training. This suggests that training has an indirect impact on gun spend through influence on women’s enthusiasm and confidence regarding guns.

Factors	Average Score	
	With Training	Without Training
Shooting Enthusiast	4.0*	3.4
Confidence	3.9*	3.5

\*Statistically significant at  $\alpha < .01$

Women who are confident in their knowledge of guns and are comfortable handling guns spend considerably more than women who rate their confidence lower. Women who are enthusiastic about guns and shooting activities and want to learn more about guns also spend more than those who rate their enthusiasm lower.

Factor Ratings <sup>4</sup>	Average Spend		
	Not at all <sup>a</sup>	Somewhat <sup>b</sup>	Very <sup>c</sup>
Shooting Enthusiast	\$606	\$601	\$970 <sup>ab</sup>
Confidence	\$610	\$714	\$988 <sup>a</sup>

Each column is assigned a letter designation. The superscript denotes that the value in the column is statistically significantly higher than the value in the noted column. Statistically significant at  $\alpha < .01$

Along with spend, there is value in understanding what drives frequency of shooting participation. Clearly the more active women are, the more they are likely to spend on ammunition and accessories as well as be willing to evangelize for shooting activities. The same modeling process used to identify the drivers of spend was applied to frequency of participation.

Many of the same attributes predict spend and shooting frequency. **Employment, Shooting Enthusiast, Confidence, Training** and **Number of Guns** are all predictors of shooting frequency.

<sup>4</sup> The factor ratings represent the equivalent of the Bottom 2 Box, Center, and Top2 Box scores on the 5-pt. Strongly Agree – Strongly Disagree Scale. **Not at All** represents respondents whose average factor score indicates they do not feel confident and/or Enthusiastic. **Somewhat** corresponds to respondents whose average factor score puts them at the center. **Very** corresponds to respondents whose average factor score indicates they feel confident and/or enthusiastic.

Unlike spend on guns, only employment was a useful predictor of participation frequency. Income did not play a part in predicting shooting frequency.

Not surprising, **Shooting Enthusiast** and **Confidence** are the two factors with the strongest impact on participation frequency. The more enthusiastic women are about guns and shooting activities and the more confident women are about their knowledge and handling of guns, the more they are likely to participate in shooting activities.

**Training** appears to have the same level of impact on participation frequency as in the model for spend. This remains one of the factors that can be directly influenced to increase participation.

**Lack of Gun and Apparel Fit** has a negative impact on shooting frequency. The more frequently women participate in shooting activities, the more likely they are to have difficulty in finding guns and apparel that fit properly. Women who shoot only occasionally are less likely to be purchasing specialty apparel. However, more active women are more acutely aware of gun and apparel fit especially if they are participating in competitive shooting activities. Manufacturers can reexamine their product lines designed for women to determine what improvements can be made so that women can obtain guns and apparel that fit with a minimum of alterations.

The more frequently women participate in shooting activities, the less they tend to demonstrate **Insecurity with Guns**.

Attribute/ Factor	Relationship	Importance (Beta)
<b>Demographics</b>		
Employed fulltime	Fulltime employment has a positive impact on spend	.106
Employed part-time	Part time employment has a positive impact on spend	.072
<b>Drivers</b>		
Shooting Enthusiast	The more women enjoy guns and shooting activities and are interested in learning more about guns, the more they tend to participate in shooting activities	.237
Confidence	The more comfortable and confident women feel with guns the more they tend to participate in shooting activities	.216
Lack of Gun and Apparel Fit	The more women participate in hunting and shooting activities the more they tend to have problems with the fit of guns and apparel	.163
Training	If women have had training the more they tend to participate in shooting activities	.158
Number of Guns Owned	The more guns women own the more the more they tend to participate in shooting activities	.141
Insecurity with Guns	Women are less insecure about handling and using guns the more they participate in hunting and shooting activities	-.075

Model adjusted R<sup>2</sup> = .359

It is clear that women who participate more frequently in shooting activities spend considerably more on guns and accessories.

	Participation Level in Hunting & Shooting Activities		
	Not at all <sup>a</sup>	Occasionally <sup>b</sup>	Once/month or more <sup>c</sup>
Average Spend on Guns	\$350	\$616	\$987 <sup>ab</sup>
Average Spend on Accessories	\$133	\$284	\$528 <sup>ab</sup>

Each column is assigned a letter designation. The superscript denotes that the value in the column is statistically significantly higher than the value in the noted column. Statistically significant at  $\alpha < .01$

Women who shoot more frequently are more enthusiastic and confident with guns and shooting activities.

Factor Ratings	Participation Level in Hunting & Shooting Activities		
	Not at all <sup>a</sup>	Occasionally <sup>b</sup>	Once/month or more <sup>c</sup>
Shooting Enthusiast	3.1	3.6 <sup>a</sup>	4.2 <sup>ab</sup>
Confidence	3.1	3.6 <sup>a</sup>	4.1 <sup>ab</sup>

Each column is assigned a letter designation. The superscript denotes that the value in the column is statistically significantly higher than the value in the noted column. Statistically significant at  $\alpha < .01$

Women who have had training participate more frequently in shooting activities than women who have not had training

Factor Ratings	Participation Level in Hunting & Shooting Activities		
	Not at all <sup>a</sup>	Occasionally <sup>b</sup>	Once/month or more <sup>c</sup>
Training	2.7%	46.3% <sup>a</sup>	51.0% <sup>a</sup>
No Training	14.3%	63.9% <sup>ac</sup>	26.6% <sup>a</sup>

Each column is assigned a letter designation. The superscript denotes that the value in the column is statistically significantly higher than the value in the noted column. Statistically significant at  $\alpha < .01$

Clearly training is associated with several positive attributes including increased independence, less insecurity with guns and are more empowered. Women who shoot more frequently are more likely to purchase women specific products if they are available and feel a connection with other women shooters.

Factors	Average Score	
	With Training	Without Training
Comfort Connection with Women	2.7*	2.5
Security with Men	2.7	3.1*
Insecurity with Guns	2.3	2.5*
Personal Security	3.9*	3.7
Lack of Gun and Apparel Fit	2.9*	2.7
Availability of Women Specific Products	3.1*	2.7

\*Statistically significant at  $\alpha < .05$

## Key Subgroup Profiles

The following provides a snapshot of responses to select questions broken-out by key subgroups for comparison purposes. The items listed are only those that exhibit statistically significant (at the 95% confidence level;  $\alpha = .05$ ) differences between groups unless otherwise noted. The highest value among subgroups is highlighted in blue. For subgroups with more than two categories, differences between subgroups are denoted by column letters. Certain categories such as average number of guns purchased and average spend are provided regardless of statistical significance because of their importance. If an item that does not have significant differences between subgroups is displayed, the cells are highlighted in green.

In some cases, seemingly large differences between subgroups are not statistically significant. This is a function of sample size and response variability.

## Sample Source - General Panel Sample and A Girl and A Gun Membership

Unquestionably, the AG&AG membership is significantly different from the general panel sample in several meaningful ways. AG&AG's goal is to educate, support and encourage women shooters in a safe and nonjudgmental environment so that women can feel empowered and enjoy shooting activities. To the extent that individuals make a conscious decision to join the organization, its members are already motivated to learn about guns and become active in shooting activities so it is not surprising that members are different from the general population of women gun owners. Further, the organization is "women only" which suggests that members feel a greater bond or connection with other women and this may also be a function of or augmented by some discomfort with men in similar settings.

AG&AG members own, on average, over one and a half times the number of guns women from the general sample own. AG&AG members also significantly outspent the general sample of women for guns and accessories. Nearly all of AG&AG members (98%) have had training as compared to the general sample's 69% and AG&AG members average nearly 1.5 more classes than the general sample. Finally, AG&AG members are considerably more active participating on average once per month or more frequently as compared to the average few times a year of the general sample.

AG&AG members are considerably different in their attitudes towards guns and shooting activities. AG&AG members tend to feel:

- More secure and empowered because of their knowledge of guns
- Less insecure and nervous about handling guns
- More enthusiastic about shooting activities
- More comfortable and seek companionship with women when participating in shooting activities
- Less reliant on men when shopping for, selecting and purchasing guns
- More sensitive to being ignored or otherwise mistreated by gun shop personnel
- That feminine colors and patterns make guns appear toy-like and may be inappropriate for certain shooting activities
- That there is a lack of guns and apparel that fit women properly
- They would likely purchase more women-specific guns and gun related accessories, apparel and jewelry if there were made available.

The attitudinal findings are very consistent with the model outlined earlier in this study. Women who have training tend to spend more on guns and accessories and tend to participate more frequently in shooting activities. These women are also more secure, knowledgeable, enthusiastic, independent, and seek companionship with women. Interestingly, although AG&AG women scored higher on confidence (3.93) than the general sample of women (3.82), the difference in scores was not quite statistically significant.

One notable difference between AG&AG members and the general panel sample is the strong level of interest in hunting by general panel members relative to AG&AG members. AG&AG members are more focused on self-defense, target shooting, handgun and tactical skills.

Members of AG&AG undoubtedly join the organization for many different reasons, at different life stages and levels of gun familiarity. However, what results are women who embody many of the positive qualities of confident, knowledgeable and responsible gun owners who enjoy shooting activities of all kinds. If nothing else, the AG&AG model provides further evidence of the positive effects of training and a strong and collegial support structure. Clearly these women show their enthusiasm for guns and shooting activities through the number of guns they own, the amount spent on guns and accessories and the frequency of participation.

	General Panel Sample (n=842)	A Girl and A Gun Membership (N=159)
Average number of guns owned	2.72	4.51
Average spend on guns in past 12 months	\$718.88	\$1,144.96
Average spend on accessories in past 12 months	\$362.18	\$586.00
Average anticipated spend on guns in next 6 months	\$683.86	\$764.90
<b>Accessories purchased</b>		
Gun cleaning products or kit	54.3%	73.0%
Targets	37.5%	78.6%
Ear protection	35.6%	67.9%
Gun carrying case (hard or soft)	33.0%	60.4%
Eye protection	23.0%	58.5%
Hunting apparel (e.g., camouflage, boots)	22.4%	14.5%
Gun safe	20.1%	30.2%
Extra magazine(s)	18.1%	62.3%
Holster	17.6%	61.6%
Rifle/Shotgun Sling	8.3%	14.5%
Concealed carry handbag	6.5%	30.2%
Shooting apparel (e.g., shooting jacket, padded shirt)	6.1%	30.8%
Laser sight	5.3%	13.8%
Choke tubes	2.5%	6.9%
Other	2.3%	10.7%
I have not purchased any accessories for my guns	21.9%	3.1%
<b>Accessories planning to purchase in next 12 months</b>		
Targets	28.4%	53.5%
Gun cleaning products or kit	22.2%	30.8%
Hunting apparel (e.g., camouflage, boots)	16.5%	8.2%
Extra magazine(s)	15.0%	32.1%
Holster	10.5%	39.6%
Concealed carry handbag	9.6%	16.4%
Shooting apparel (e.g., shooting jacket, padded shirt)	7.2%	18.2%
Gun lock	5.3%	0.6%
Firearms related jewelry	3.0%	11.9%
I do not plan to buy any accessories in the next 12 months	27.0%	8.8%
<b>Sources of information used for gun purchase</b>		
Family members	67.5%	54.6%
Manufacturers websites	52.0%	66.7%
Friends	47.7%	69.5%
Online discussion forums	29.3%	60.3%

Other gun information websites	20.6%	43.3%
Magazines and periodicals	19.8%	44.7%
TV Programs	4.9%	12.1%
How often participate in shooting activities		
Several times per week	3.3%	13.8%
Once a week	4.5%	9.4%
Several times a month	15.3%	32.1%
About once a month	13.8%	21.4%
A few times a year (more than 5 times but less than 12)	32.4%	18.2%
Only occasionally (5 or fewer times)	23.8%	5.0%
I have not used my gun(s) at all in the past 12 months	6.9%	0
Activity participated in most frequently		
Target Shooting	61.1%	73.6%
Hunting	24.3%	2.5%
Practical (Tactical) Pistol Shooting	4.1%	16.4%
Has had training	68.8%	98.1%
Average number of classes taken	3.21	4.41
Types of training taken		
Hunter education course	34.6%	18.2%
Handgun training	32.2%	84.3%
Range safety instruction	25.2%	64.2%
Concealed carry permit class	24.2%	81.1%
Rifle training	14.5%	22.6%
Shotgun training	14.0%	20.1%
I have not received any gun training	31.2%	1.9%
Plans to take training in next 6 months		
I plan on taking a concealed carry permit class	17.7%	9.4%
I plan to take a training class with a professional instructor to learn gun usage and safety	12.4%	34.6%
One or more members of my family or friends are going to show me how to use my gun	11.8%	2.5%
I plan on taking a class or lessons in a shooting sport (e.g., targets, clay sports, tactical)	6.5%	42.8%
I don't have any plans to obtain training in the next 6 months	62.1%	34.0%
Licenses/certificates currently held		
One or more hunting licenses	39.0%	15.7%
Concealed carry license for your current state of residence	34.2%	84.3%
State specific firearms identification card (e.g., Illinois FOID card, Connecticut Long Gun Eligibility Certificate)	8.7%	1.9%
Concealed carry license for one or more states that are not your current state of residency	7.0%	13.2%
Pistol Permit	0.2%	2.5%
Range Safety Officer	0	6.9%
NRA Certified Instructor	0	6.3%
IDPA	0	1.9%
I don't have any licenses or certificates	34.7%	11.3%
Single most important reason to own a gun		
Home defense	23.8%	12.6%
Self defense	22.9%	43.4%
Wanted to learn to hunt	17.0%	1.9%
I didn't set out to own a gun, I just inherited it (them)	6.3%	0.6%
Want to be self-sufficient	3.6%	9.4%
Wanted to get involved in shooting sports (e.g., trap, skeet, 3 gun,	2.4%	11.3%

tactical, target)		
Level of interest in shooting activities (Top 3 Box %)		
Practical (tactical) pistol shooting	26.0%	49.2%
Clay sports (Trap, skeet, sporting clays, etc.)	10.6%	19.6%
3-gun competition	5.0%	23.9%
Plinking	2.3%	12.8%
Attitudinal Factors (Means)		
Personal Security	3.85	3.98
Feminine Appeal	3.81	3.47
Shooting Enthusiast	3.73	4.39
Security with Men	2.95	2.02
Availability of Women-Specific Products	2.87	3.39
Lack of gun and Apparel Fit	2.73	3.16
Comfort Connection with Women	2.66	2.82
Gun Shop Angst	2.40	2.63
Insecure with Guns	2.38	2.19

## Age

There appears to be a generation gap between the youngest and oldest women in the study. Older women own more guns and spent more on guns than the youngest participants. However, the youngest participants purchased more accessories and plan to purchase more in the coming 12 months than the oldest participants. Younger participants are also more likely to use social media to obtain information about guns than the oldest participants. Younger women are more interested in trying new shooting activities, plan to take more training, and currently hold more licenses than older participants.

Younger women have an interesting mix of attitudes relative to older women. Younger women appear to be both more secure and empowered with guns but they also score more highly on factors that suggest they are less independent and secure when it comes to the gun purchase process and their interactions with men in gun shops and in training. Since younger women are the newest gun owners, it is important to be supportive so that these women can develop the attitudes that encourage gun and accessory purchases and active participation in shooting activities.

It should be noted that women in the middle age bracket (35-54) also tend to use social media more frequently than the oldest category of women but also, in some cases, more frequently than even the youngest respondents.

	Ages 18 to 34 (n=349) (a)	Ages 35 to 54 (n=471) (b)	Ages 55 to 65 (n=181) (c)
Average number of guns owned	2.6	3.2 <sup>a</sup>	3.2 <sup>a</sup>
Average spend on guns in past 12 months	\$720.09	\$955.14 <sup>a</sup>	\$1,045.29 <sup>a</sup>
Average spend on accessories in past 12 months	\$431.01	\$397.60	\$364.89
Average anticipated spend on guns in next 6 months	\$720.23	\$687.12	\$676.46
Accessories purchased			
Gun carrying case (hard or soft)	39.0% <sup>c</sup>	39.7% <sup>c</sup>	28.2%
Eye protection	30.9% <sup>c</sup>	29.7% <sup>c</sup>	21.5%
Hunting apparel (e.g., camouflage, boots)	26.9% <sup>bc</sup>	20.0% <sup>c</sup>	13.3%
Gun safe	26.6% <sup>c</sup>	21.0% <sup>c</sup>	13.8%
Gun lock	20.3% <sup>c</sup>	17.6% <sup>c</sup>	9.4%
Scope	17.5% <sup>c</sup>	15.5%	9.9%
Concealed carry handbag	7.2%	11.0%	14.4% <sup>a</sup>



I have not purchased any accessories for my guns	14.0%	19.3% <sup>a</sup>	27.1% <sup>ab</sup>
Accessories planning to purchase in next 12 months			
Hunting apparel (e.g., camouflage, boots)	20.3% <sup>bc</sup>	14.0% <sup>c</sup>	8.3%
Gun safe	19.8% <sup>bc</sup>	11.7%	9.4%
Ear protection	15.8% <sup>b</sup>	10.2%	13.8%
Concealed carry handbag	12.9% <sup>c</sup>	11.0% <sup>c</sup>	5.5%
Shooting apparel (e.g., shooting jacket, padded shirt)	12.0% <sup>c</sup>	8.7% <sup>c</sup>	3.9%
Gun lock	6.6% <sup>c</sup>	4.0%	2.2%
Firearms related jewelry	6.3% <sup>d</sup>	3.8%	2.2%
Choke tubes	3.7% <sup>d</sup>	2.1%	0.6%
I do not plan to buy any accessories for my guns in the next 12 months	20.1%	24.2%	31.5% <sup>a</sup>
Sources of information used for gun purchase			
Manufacturers websites	50.4%	60.3% <sup>ac</sup>	48.1%
Online discussion forums	36.9% <sup>c</sup>	37.7% <sup>c</sup>	26.0%
Retailers websites	36.1% <sup>c</sup>	30.0%	23.7%
Other gun information websites	20.5%	29.5% <sup>a</sup>	21.4%
Magazines and periodicals	18.0%	29.2% <sup>a</sup>	24.4%
How often participate in shooting activities			
Once a week	7.4% <sup>b</sup>	4.2%	3.9%
A few times a year (more than 5 times but less than 12)	30.4%	32.3% <sup>c</sup>	24.3%
I have not used my gun(s) at all in the past 12 months	2.9%	6.4% <sup>a</sup>	9.9% <sup>a</sup>
Activity participated in most frequently			
Clay sports (Trap, skeet, sporting clays, etc.)	5.2% <sup>bc</sup>	2.0%	0.6%
Practical (tactical) pistol shooting	3.8%	8.6% <sup>a</sup>	4.1%
Long range shooting (shooting targets more than 500 yards away)	2.3% <sup>c</sup>	0.7%	1.2%
Gun collecting	0.6%	0.4%	2.3% <sup>b</sup>
Has had training	75.4%	70.7%	76.8%
Average number of classes taken	3.16	3.54	3.68 <sup>a</sup>
Types of training taken			
Hunter education course	39.0% <sup>bc</sup>	30.8%	21.5%
Handgun training	35.0%	40.8%	50.3% <sup>ab</sup>
Concealed carry permit class	26.6%	35.7% <sup>a</sup>	39.8% <sup>a</sup>
Rifle training	17.8% <sup>c</sup>	17.0%	8.8%
Plans to take training in next 6 months			
I plan on taking a concealed carry permit class	23.2% <sup>bc</sup>	14.0%	9.4%
I plan to take a training class with a professional instructor to learn gun usage and safety	18.9% <sup>c</sup>	15.3%	11.6%
One or more members of my family or friends are going to show me how to use my gun	14.6% <sup>bc</sup>	8.9%	5.5%
I plan on taking a hunter education course	6.3% <sup>bc</sup>	3.2%	2.2%
I don't have any plans to obtain training in the next 6 months	48.7%	60.1% <sup>a</sup>	68.5% <sup>ab</sup>
Licenses/certificates currently held			
One or more hunting licenses	41.0% <sup>bc</sup>	33.3%	29.3%
Concealed carry license for one or more states that are not your current state of residency	11.2% <sup>b</sup>	6.2%	6.6%
State specific firearms identification card (e.g., Illinois FOID card, Connecticut Long Gun Eligibility Certificate)	11.2% <sup>bc</sup>	5.7%	5.5%
Single most important reason to own a gun			
I didn't set out to own a gun, I just inherited it (them)	3.7%	5.7%	7.7% <sup>a</sup>
Level of interest in shooting activities (Top 3 Box %)			

Target shooting	40.0%	12.5%	45.5% <sup>b</sup>
Long range shooting (shooting targets more than 500 yards away)	21.2% <sup>c</sup>	18.2% <sup>c</sup>	8.6%
Zombie target shooting events	19.8% <sup>bc</sup>	10.1%	7.9%
Clay sports (Trap, skeet, sporting clays, etc.)	17.8% <sup>bc</sup>	10.6%	7.1%
Attitudinal Factors (Means)			
Personal Security	3.97 <sup>c</sup>	3.84	3.76
Shooting Enthusiast	3.94 <sup>c</sup>	3.81	3.70
Feminine Appeal	3.87 <sup>c</sup>	3.71	3.66
Availability of Women Specific Products	3.08 <sup>c</sup>	2.92	2.77
Security with Men	3.06 <sup>bc</sup>	2.66	2.53
Lack of Gun and Apparel Fit	2.94 <sup>c</sup>	2.79 <sup>c</sup>	2.59
Comfort Connection with Women	2.88 <sup>bc</sup>	2.59	2.57
Security with Women	2.61 <sup>b</sup>	2.40	2.45
Gun Shop Angst	2.60 <sup>b</sup>	2.36	2.40



## Geographic Region

Women are similar across geographic regions in several ways. Spend in all three categories, the amount of training and frequency of participation are all basically the same regardless of location. Women in the Northeast and Midwest exhibit more interest in hunting than women in the South or West. Women in the Midwest and Northeast are more likely to indicate that wanting to learn to hunt was the single most important reason to own a gun, have taken more hunter education classes and have more hunting licenses than women in the South and West. Southern women are more focused on self-defense with a higher percentage indicating that self-defense was the single most important reason for gun ownership, planning to take a concealed carry class in the next 6 months, and possessing more concealed carry licenses than women in other states.

Women in the South are more enthusiastic, confident, secure and empowered with guns relative to women in the Midwest. Midwestern women tend to rely more on men for support and help in the gun purchase process and are more insecure in handling guns.

	Northeast (n=122) (a)	Midwest (n=227) (b)	West (n=151) (c)	South (n=500) (d)
Average number of guns owned	2.80	2.73	2.73	3.27 <sup>b</sup>
Average spend on guns in past 12 months	\$999.53	\$709.34	\$796.92	\$914.17
Average spend on accessories in past 12 months	\$459.10	\$389.05	\$396.47	\$400.67
Average anticipated spend on guns in next 6 months	\$730.27	\$779.88	\$717.01	\$654.98
Accessories purchased				
Gun cleaning products or kit	58.2%	48.0%	58.9% <sup>b</sup>	60.6% <sup>b</sup>
Gun carrying case (hard or soft)	38.5%	37.4%	29.1%	39.4% <sup>c</sup>
Gun safe	25.4% <sup>c</sup>	19.4%	15.2%	23.8% <sup>c</sup>
Gun lock	22.1% <sup>d</sup>	15.4%	22.5% <sup>d</sup>	14.8%
Extra magazine(s)	21.3%	19.4%	19.9%	30.2% <sup>bc</sup>
Holster	18.9%	18.5%	15.9%	31.2% <sup>bc</sup>
Shooting apparel (e.g., shooting jacket, padded shirt)	14.8% <sup>c</sup>	8.4%	5.3%	10.8% <sup>c</sup>
Concealed carry handbag	8.2%	7.9%	6.6%	13.0% <sup>bc</sup>
Firearms related jewelry	5.7% <sup>c</sup>	3.5%	1.3%	5.6% <sup>c</sup>
Choke tubes	1.6%	4.4% <sup>c</sup>	0.7%	3.8%
Other	4.1% <sup>b</sup>	0.4%	4.0% <sup>b</sup>	4.8% <sup>b</sup>
Accessories planning to purchase in next 12 months				
Targets	41.0% <sup>b</sup>	27.8%	33.8%	32.0%
Hunting apparel (e.g., camouflage, boots)	13.9%	20.7% <sup>d</sup>	13.2%	13.6%
Ear protection	11.5%	13.7%	17.9% <sup>d</sup>	11.2%
Holster	9.0%	11.9%	13.2%	18.6% <sup>ab</sup>
Eye protection	8.2%	7.0%	13.2% <sup>b</sup>	8.4%
Concealed carry handbag	5.7%	10.6%	9.9%	12.2% <sup>a</sup>
Gun carrying case (hard or soft)	4.9%	9.3%	15.2% <sup>ad</sup>	9.4%
Choke tubes	0	4.0% <sup>a</sup>	0.7%	2.8%
Sources of information used for gun purchase				
Friends	52.4%	43.7%	48.7%	56.0% <sup>b</sup>
Magazines and periodicals	29.8% <sup>c</sup>	21.9%	14.8%	27.6% <sup>c</sup>
Activity participated in most frequently				

Target shooting	63.0%	57.8%	69.6% <sup>b</sup>	63.8%
Hunting	21.0%	29.4% <sup>cd</sup>	12.2%	19.5% <sup>c</sup>
Practical (tactical) pistol shooting	4.2%	3.7%	4.1%	8.1% <sup>b</sup>
Plinking	2.5%	0.9%	5.4% <sup>bd</sup>	1.2%
Has had training	79.5%	70.0%	76.8%	72.4%
Average number of classes taken	3.61	3.42	3.44	3.46
Types of training taken				
Handgun training	43.4% <sup>b</sup>	32.2%	45.7% <sup>b</sup>	41.8% <sup>b</sup>
Hunter education course	40.2% <sup>d</sup>	37.0% <sup>d</sup>	33.8%	27.2%
Range safety instruction	31.1%	25.1%	31.1%	34.4% <sup>b</sup>
Concealed carry permit class	27.0%	26.9%	34.4%	37.4% <sup>ab</sup>
Shotgun training	16.4%	18.1% <sup>d</sup>	18.5% <sup>d</sup>	12.2%
Plans to take training in next 6 months				
I plan on taking a concealed carry class	9.0%	15.9%	17.9% <sup>a</sup>	18.0% <sup>a</sup>
Licenses/certificates currently held				
Concealed carry license for your current state of residence	43.4%	34.4%	36.4%	47.0% <sup>bc</sup>
One or more hunting licenses	39.3%	41.4% <sup>cd</sup>	29.8%	33.2%
State specific firearms identification card (e.g., Illinois FOID card, Connecticut Long Gun Eligibility Certificate)	12.3% <sup>d</sup>	12.8% <sup>d</sup>	8.6% <sup>d</sup>	3.8%
Concealed carry license for one or more states that are not your current state of residency	7.4%	8.8%	12.6% <sup>d</sup>	6.4%
Single most important reason to own a gun				
Self defense	16.4%	21.6%	25.8%	30.8% <sup>ab</sup>
Wanted to learn to hunt	15.6%	21.6% <sup>cd</sup>	12.6%	11.8%
Wanted to go shooting with my family and/or friends	15.6% <sup>d</sup>	9.3%	9.9%	8.0%
Wanted to get involved in shooting sports (e.g., trap, skeet, 3 gun, tactical, target)	8.2% <sup>d</sup>	4.8%	3.3%	2.4%
Someone just gave me one	4.9% <sup>b</sup>	1.3%	2.6%	2.6%
Level of interest in shooting activities (Top 3 Box %)				
3-gun Competition	7.6%	4.5%	6.3%	10.2% <sup>b</sup>
Attitudinal Factors (Means)				
Shooting Enthusiast	3.80	3.71	3.80	3.91 <sup>b</sup>
Confidence	3.76	3.75	3.81	3.92 <sup>b</sup>
Personal Security	3.69	3.74	3.84	3.98 <sup>ab</sup>
Security with Men	2.82	3.03 <sup>d</sup>	2.74	2.67
Insecurity with Guns	2.38	2.49 <sup>d</sup>	2.40	2.27

## Appendix

### Appendix A: Bios

#### Doreen Garrett – Founder, Otis Technology

Doreen Garrett is the Founder of Otis Technology, manufacturer of the most advanced gun cleaning systems available. The superior Breech-to-Muzzle® design combined with unmatched quality has positioned Otis as the gun care system of choice with hunters, shooters, law enforcement professionals and the US Military. She is a true entrepreneur, starting the company almost 30 years ago as a visionary teenager.

Doreen is a role model to females in her industry, offering time to speak with young professionals and women about obtaining goals, following dreams and giving back to the community.

Today, Doreen serves as a member of Otis' board of directors after passing the reigns of CEO to Leonard Puzzuoli, former CFO, earlier this year.

#### Juliana Crowder – Founder, A Girl and A Gun

Julianna Crowder is a dreamer, teacher, and leader. She empowers women to take personal responsibility for their safety by learning the proper handling and use of firearms. She invites women to participate at the shooting range instead of sitting on the sidelines. She creates opportunities for women to make their dreams come true.

Although she was raised around firearms and married a Marine, it wasn't until 2004 that Julianna developed an interest in competitive action shooting, hunting, and self-defense. She participated in IDPA, but grew tired of being the only woman at a match. Trying to get women to participate, Julianna would host ladies-only self-defense classes or safety seminars, but no one came.

In March 2011 she held her first Girl's Night Out, a casual, unthreatening event on safe shooting followed by "girl talk" at a restaurant afterwards. Only a few girls showed up, but each week a few more would come. When ladies became more comfortable at the range, she invited them to a competitive shooting match. Using this simple format, she has helped bring 1,000s of women into shooting sports.

Julianna is a passionate speaker on women's issues as gun owners, concealed carry and 2nd Amendment issues, action shooting sports, and firearm education and resources. She has been featured on The Blaze, Huckabee, CNBC, NBC, NPR, and many local affiliates. She is regularly invited to speak on Cam and Co. on NRA News, and was Ms. September in the 2012 Bond Arms "Fight Like A Girl" charity calendar.

As Founder, Julianna continues to share the mission of A Girl & A Gun. She manages strategic partnerships with industry leaders, and hosts regional and national events. She is a Certified NRA Instructor, Rangemaster Level 1, IDPA Safety Officer, and USPSA Range Officer, Certified Concealed Handgun License Instructor for the State of Texas, and Texas Hunters Education Instructor.

#### Robyn Sandoval – Executive Director, A Girl and A Gun

Robyn Sandoval is an unlikely gun owner. She was raised in a large city and supported gun control legislation. She believed that first responders were only a phone call away and local grocery stores would have needed supplies on hand. After 9/11 and Hurricane Katrina, she began to casually store items in case of an economic or environmental disaster in her community. One day her husband asked, "If something bad happens and we have to shelter in place, how are we going to stop someone from breaking in and taking our stuff?"

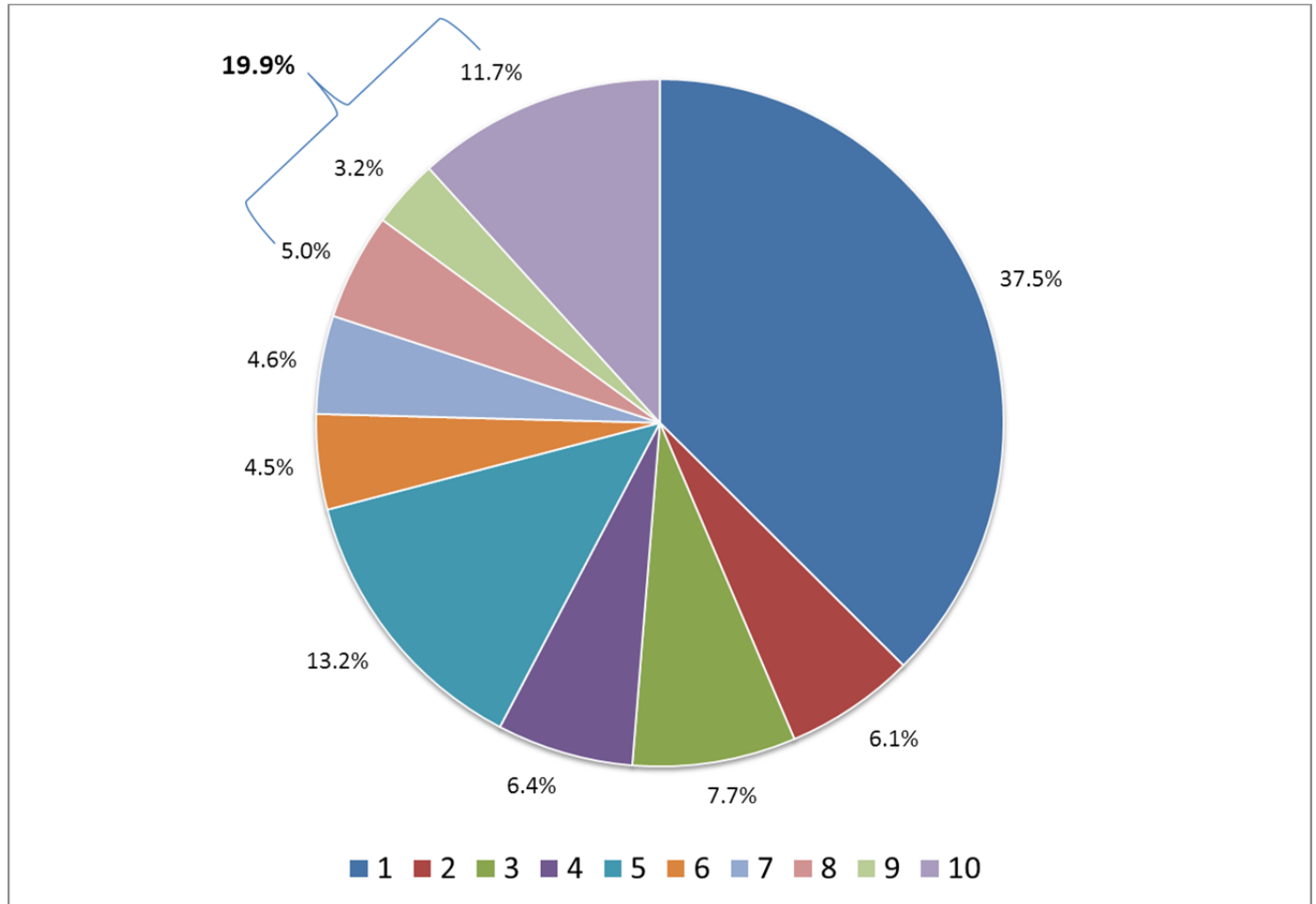
For many years Robyn struggled with the decision to bring a firearm into the home with three children. In 2010, she finally conceded to the purchase of one gun to be used only in an emergency situation. She wanted to learn how to use her new gun, so she nervously attended a Girl's Night Out, only the 2nd event for the new AG & AG club. This event opened the door for new knowledge, opportunities, and friendships that she never imagined.

Robyn participated as a Member before joining the Board of Directors as the Technology Director just 6 months later. In this role she built the technology platform and procedures from the ground up to enable the organization's rapid growth (650% in 26 months). She was instrumental in growing the organization, improving member communication, and developing a chapter onboarding program. As the Executive Director, Robyn

manages the day-to-day operations of the organization. Her passion stems from her belief in the organization's mission to bring more "everyday" women to the range. Robyn is a NRA Certified Instructor for Pistol Shooting, Home Firearm Safety, and Personal Protection in the Home. She holds a Bachelor of Arts *Magna Cum Laude* from St. Edward's University.

### Appendix B: Pre-screening Response Frequencies

Prior to receiving an invitation to participate in this study, respondents were first asked to complete a pre-screener comprised of three questions. The question of interest for this study was a highly polarizing item designed to determine how strongly “antigun” potential respondents might be. The other two items, equally polarizing, were designed to mask the true intent of the pre-screener which was to eliminate passionately “anti-gun” respondents from participating in the actual questionnaire screener. Respondents answering “8”, “9”, or “10” to this question were eliminated from further participation.



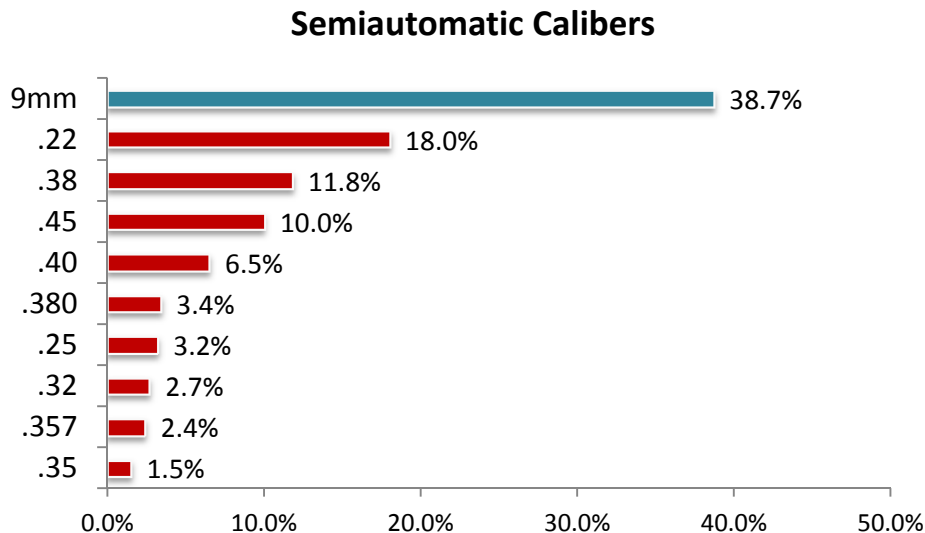
## Appendix C: Gun Ownership Specifics

Respondents were asked to describe their gun(s) through a series of questions. Information was collected for each gun up to a total of five. If a woman reported owning more than five guns, she was asked to select the five she used most frequently or that were most important to her and describe them. Women were asked to provide the following information:

- Type
- Brand
- Caliber/gauge
- Length of time owned gun
- Was it purchased, received as a gift or inherited.

### Semiautomatic Pistols

Women provided information on a total of 863 semiautomatic pistols. The most popular caliber of semiautomatic pistol, by far, is 9mm.

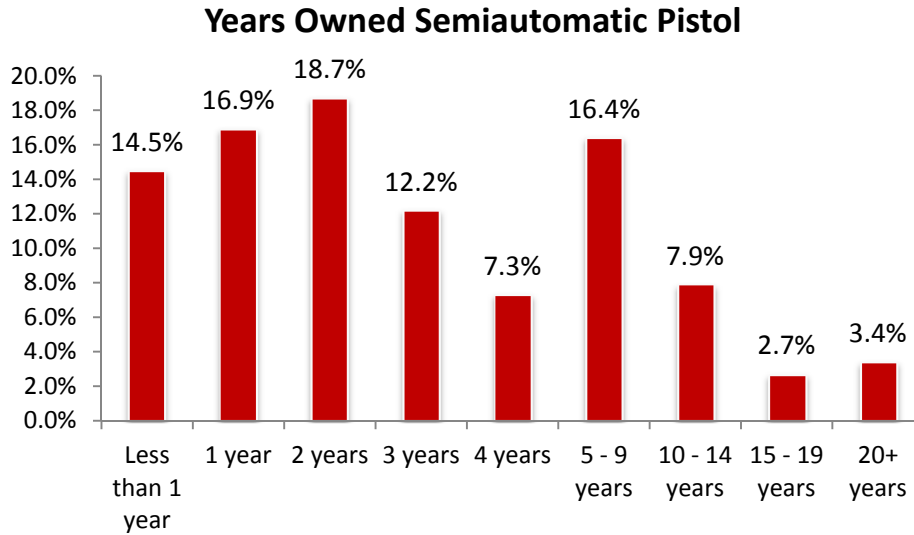


Base = 863 Semiautomatic Pistols

Q3c. What caliber is it?



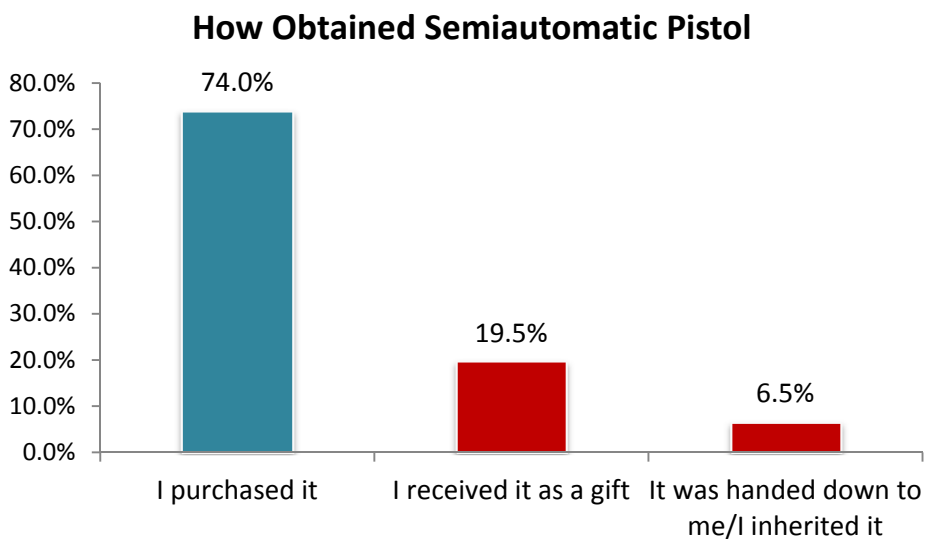
On average, women owned their semiautomatic pistols for 3.5 years.



Q3d. How long have you owned this semiautomatic pistol?

Base = 863 Semiautomatic Pistols

Three quarters of the women who reported on one or more semiautomatic pistols indicated that they purchased the pistol themselves.

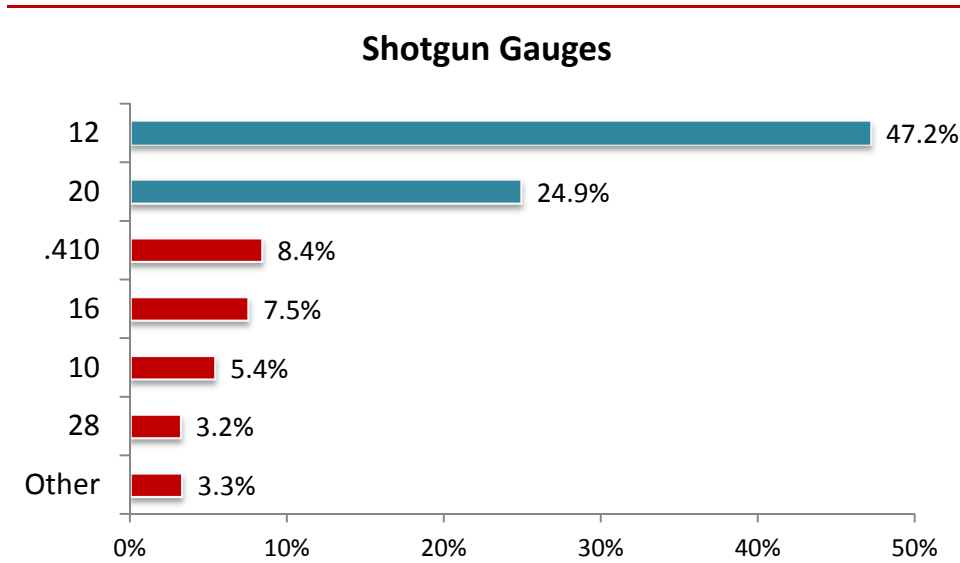


Q3e. How did you obtain this semiautomatic pistol?

Base = 863 Semiautomatic Pistols

## Shotguns

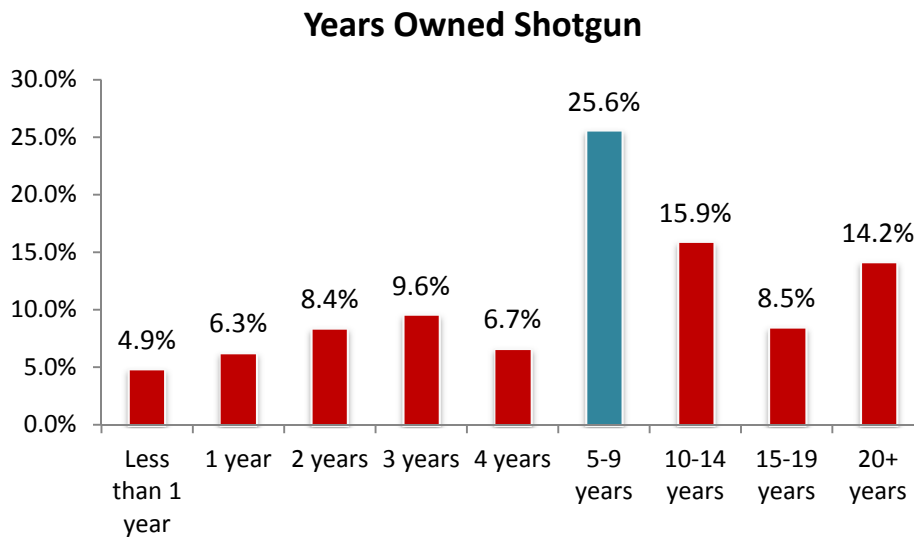
Half of women in this study indicated that they owned at least one shotgun making it the second most popular gun. Women reported on a total of 570 shotguns. As expected, the most commonly owned shotgun is a 12 gauge followed by 20 gauge.



Q3c. What gauge is it?

Base = 570 Shotguns

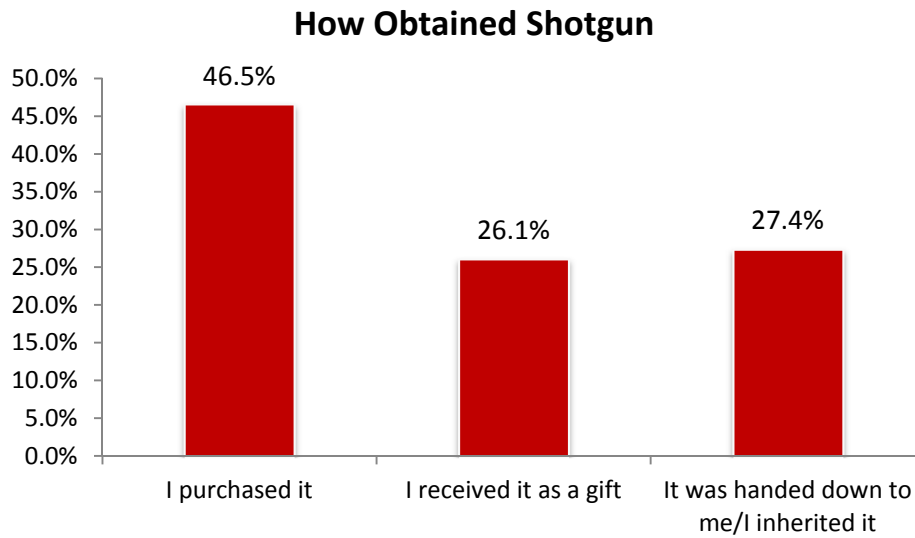
On average, women owned their shotgun for eight years.



Q3d. How long have you owned this shotgun?

Base = 570 Shotguns

Unlike semiautomatic pistols, women were as likely to have received their shotgun as a gift or inheritance as they were to buy it. Slightly less than half of women reported personally purchasing their shotguns.

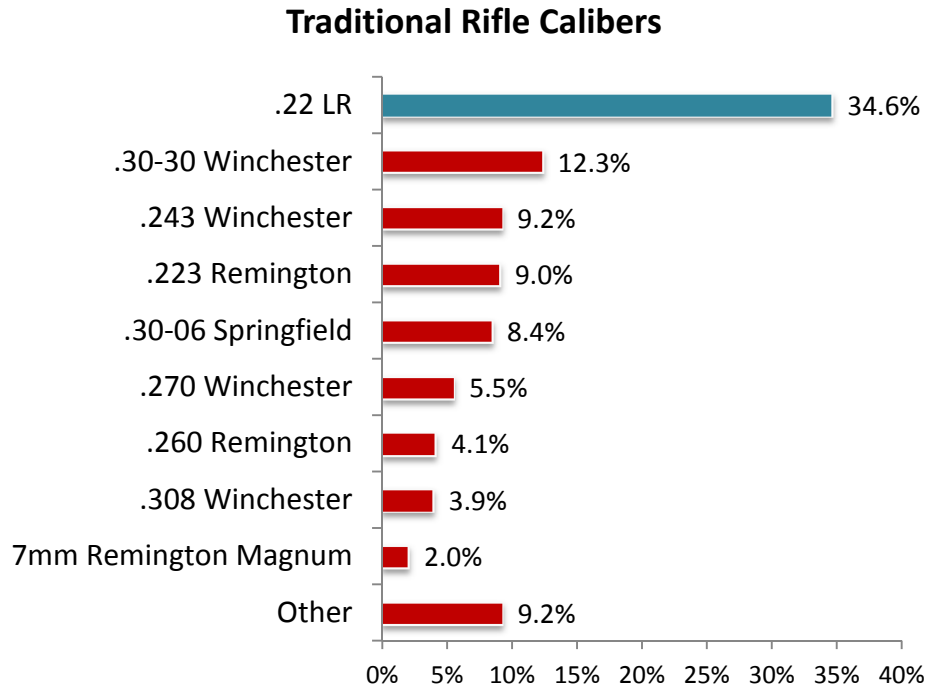


Q3e. How did you obtain this shotgun?

Base = 570 Shotguns

### Traditional Rifles (not MSR)

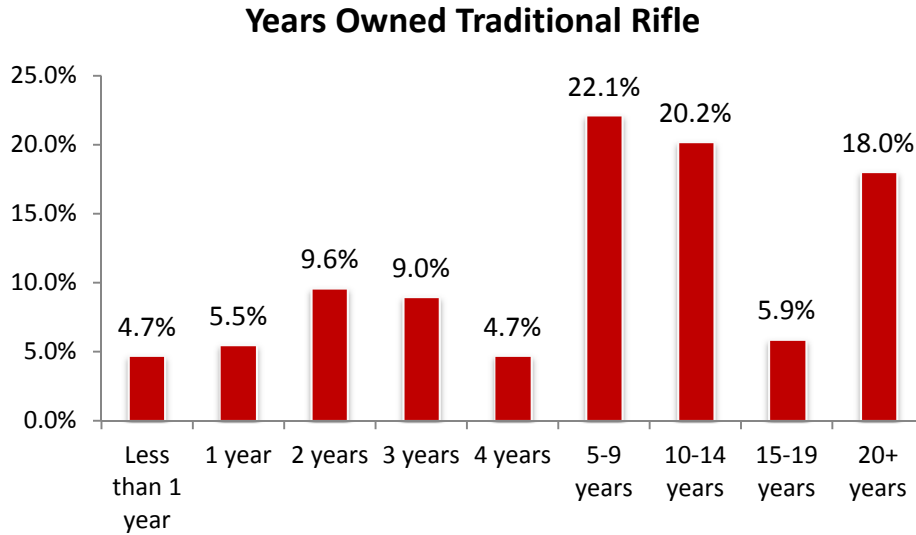
A little less than half of women reported owning one or more traditional rifles and provided information on a total of 488 guns. A third of women owned a .22 LR caliber rifle making it the most common caliber by far.



Q3c. What caliber is it?

Base = 488 Traditional Rifles

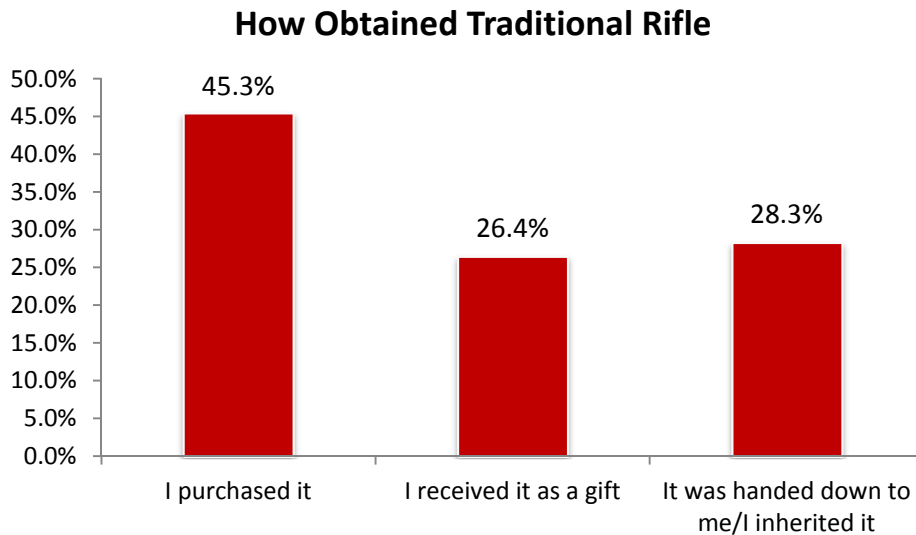
Women owned their traditional rifles on average, nine years.



Q3d. How long have you owned this shotgun?

Base = 488 Traditional Rifles

As with shotguns women were more likely to have received their rifle(s) as a gift or an inheritance than to have purchased it themselves.

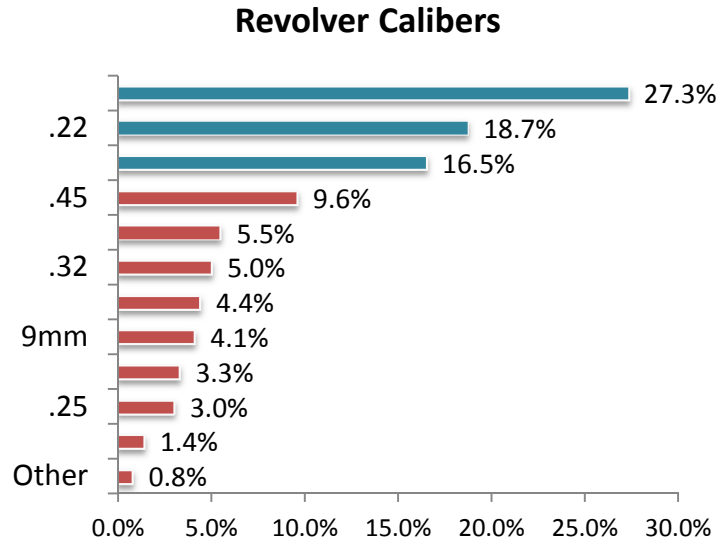


Q3e. How did you obtain your traditional rifle?

Base = 488 Traditional Rifles

## Revolvers

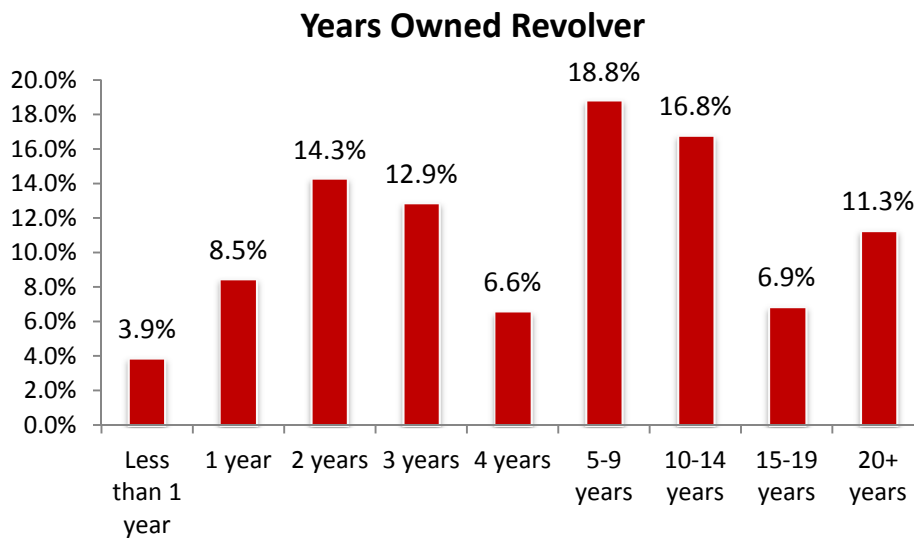
A little over a third of women reported owning at least one revolver and provided information on a total of 363 guns. Over a quarter of women report owning a .38 caliber revolver making it the most popular caliber followed by .22 and .357.



Q3c. What caliber is it?

Base = 363 Revolvers

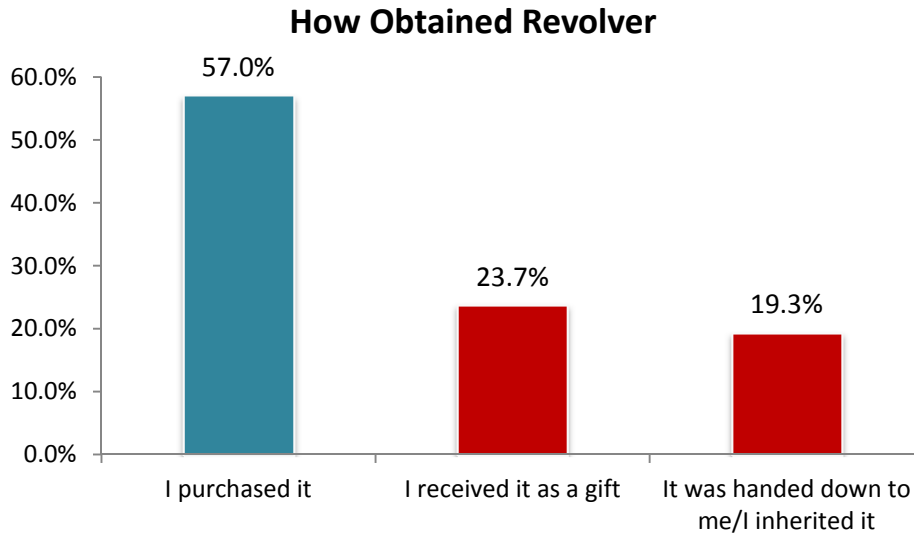
Women owned their revolver an average of six years.



Q3d. How long have you owned this revolver?

Base = 363 Revolvers

Over half of women reported personally purchasing their revolver. This is similar to semiautomatic pistols in that the majority of women actually made the purchase themselves.



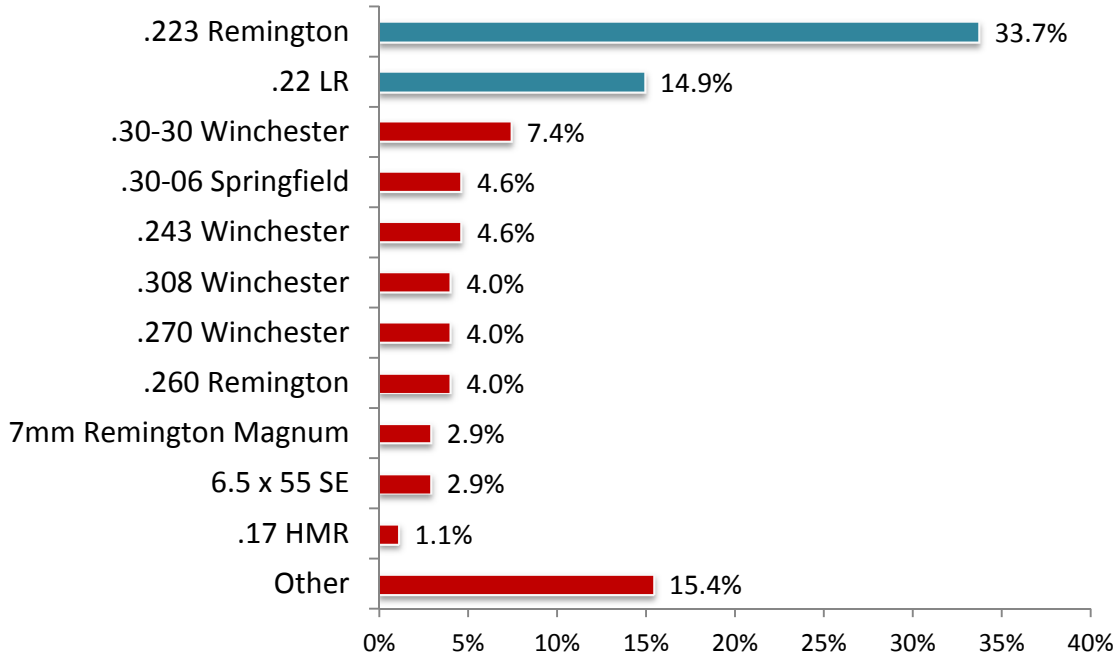
Q3e. How did you obtain this revolver?

Base = 363 Revolvers

### Modern Sporting Rifles (MSRs)

One in five participants in this study reported owning an MSR and reported on a total of 175 guns. A third of women report owning a .223 caliber MSR making it the most popular followed by the .22 LR.

**MSR Calibers**

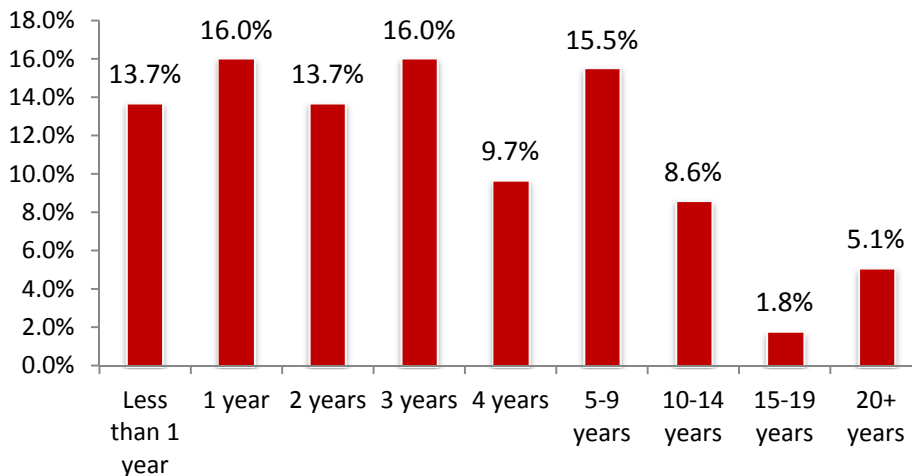


Q3c. What caliber is it?

Base = 175 MSRs

The average length of time women have owned their MSRs is five years.

**Years Owned MSR**

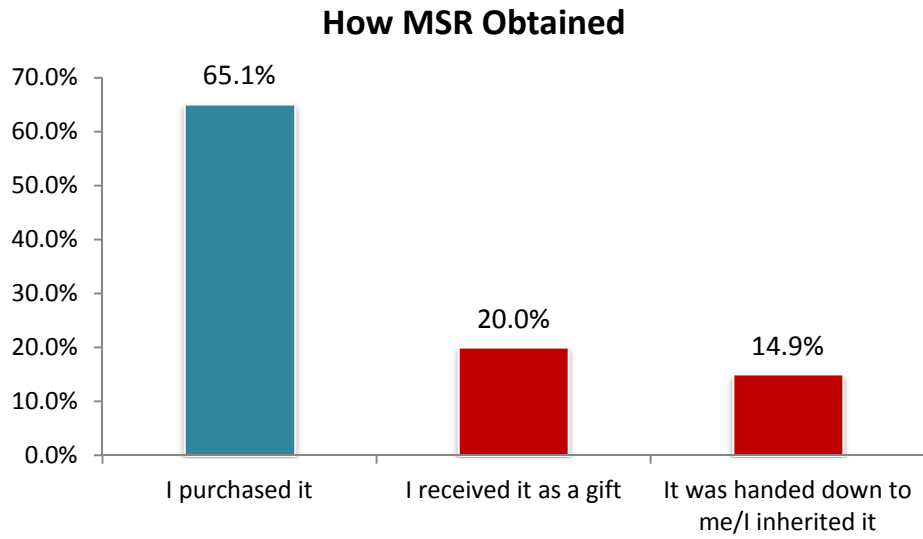


Q3d. When did you buy this MSR?

Base = 175 MSRs  
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As with semiautomatic pistols, the majority of women personally purchased their MSR.



Q3e. How did you obtain this MSR?

Base = 175 MSRs



## Appendix D: About Maximum Difference Scaling (MaxDiff)

Consumers make purchases for many reasons, some more important than others. When researchers try to measure the influence of various attributes (e.g., motivations, prices, brands, images, characteristics) on the decision, they will often employ rating scales or rankings. There are many known issues with both rating and ranking.

Rating scales often result in respondents rating everything high or low. This may occur for a number of reasons but the results are the same; information with limited usefulness. There are also known biases in scales. Raters can have a “hard” rating bias, in other words they tend to be very difficult to please and provide a low rating to most items. Likewise, there are “easy” raters who tend to provide higher ratings to every item. There are also known cultural biases. For example, Hispanic respondents tend to provide higher ratings because they feel it is the polite thing to do. This all results in the same thing; poor quality data.

Rankings can be difficult for respondents to handle unless the list of items to be ranked is short. The distance between ranks is not typically equal but you cannot discern how similar or dissimilar items are based solely on the ranks.

One way to avoid the issues surrounding scales and rankings is to forego the rating process altogether in favor of a Maximum Difference Scaling task commonly referred to as MaxDiff. A MaxDiff task is comprised of several individual scenarios. Each scenario is made up of a unique combination of several attributes and the respondent is asked to pick the one attribute that has the most of something and the one attribute that has the least of something. In this case, we asked respondents what was most important in their purchase decision and what was least important in their purchase decision.

The set of scenarios is carefully constructed utilizing an experimental design so that when the results from all of the scenarios are combined and analyzed, the entire set of possible orderings can be estimated. To assure that a robust model can be built, several decks of individual scenarios are developed and respondents are randomly assigned to evaluate a single deck. The number of attributes per scenario, the total number of scenarios, and the number of total decks will ultimately depend on sample size and the number of attributes that are tested. The MaxDiff task was comprised of the following:

	Task
No. of attributes	30
No. of decks	6
No. of scenarios per deck	10
No. of attributes per scenario	6

An example of a MaxDiff task scenario is shown below.

Scenario 1 of 12

From the list below, please select the most important reason for deciding to purchase your first firearm and then select the reason that was least important in deciding to purchase your first firearm.

Most Important		Least Important
		
<input type="radio"/>	Hunting	<input type="radio"/>
<input type="radio"/>	Self protection	<input type="radio"/>
<input type="radio"/>	I wanted to buy a gun before it becomes illegal to purchase one	<input type="radio"/>
<input type="radio"/>	Target Shooting	<input type="radio"/>
<input type="radio"/>	Sport Shooting (i.e., Trap/Skeet/Sporting Clays, 3 gun, etc.)	<input type="radio"/>

MaxDiff results are scaled between 0% and 100%. The values are transformed or “standardized” so that the values can be compared directly with each other to obtain relative importance. For example a score of 80.0% for one attribute indicates it is twice as important as an attribute with a corresponding score of 40%.

The percentages are interpreted a little differently than one might ordinarily interpret percentages in a list. A percentage corresponding to a specific attribute represents the **likelihood** that it will be selected when it is present in a list of many attributes. So, to use our results as an example, the 92.9% associated with *Best for my particular use* can be interpreted to mean that when *Best for my particular use* was among the attributes presented to respondents in a particular scenario, it was likely to be selected as the most important attribute 92.9% of the time. Another attribute *People at the gun shop think it is my best option* has a value of 51.1% associated with it. This means that when *People at the gun shop think it is my best option* was presented in a list of attributes, it had a likelihood of being selected as the most important only 51.1%. Comparing *Best for my particular use* with *People at the gun shop think it is my best option* you can see that *Best for my particular use* is slightly less than double the importance of *People at the gun shop think it is my best option* as it impacts the decision to purchase a particular gun. Clearly, an attribute that is likely to be selected as the most important from a list of many attributes 92.9% of the time, is very important.

Advantages to utilizing a MaxDiff task are many:

- Very large numbers of attributes can be effectively tested without unduly taxing respondents.
- Completion of the survey task is very easy for the respondent, requiring little intellectual effort.
- The respondent is not providing ratings or rankings. They are simply making selections so it is impossible to straightline or in other ways game the system.
- Due to the type of questioning (no ratings or rankings, but only best/most vs. worst/least) the results are very robust. There are no cultural influences, such as is usually the case with numerical ratings
- The method delivers individual item values for each respondent. The results can thus be used for the investigation of specific sub-segments of the target group.

## Appendix E: MaxDiff – Factors Impacting Purchase of a Specific Gun - Breakouts by Key Subgroups

### Sample Source - General Panel Sample and A Girl and A Gun Membership

	General Panel Sample	AG&AG
Best for my particular use	92.8%	93.3%
Fits my hand/body the best	91.3%	94.8%
High quality	85.1%	84.7%
Most practical	84.7%	83.8%
Highest quality	83.5%	81.8%
Familiarity with the gun	79.9%	78.2%
Best value	74.8%	70.3%
Caliber	74.7%	74.8%
The brand	66.1%	67.3%
Best for concealed carry	64.6%	85.1%
My friends/family think it is my best option	61.2%	40.6%
Most powerful	58.0%	52.5%
Classic	57.3%	55.1%
Most features and options	55.1%	52.6%
Will get more valuable over time	53.9%	47.4%
People at the gun shop think it is my best option	53.8%	36.9%
On sale or a rebate is available	53.3%	53.4%
Most add-on options available	41.6%	44.2%
Limited edition	37.4%	35.6%
Least expensive available	36.9%	27.1%
Unique looking	34.7%	35.6%
Feminine style (e.g., smaller, lighter)	33.6%	39.5%
Collectable	33.6%	29.1%
Military look and feel	23.8%	28.5%
Feminine look and feel	18.6%	22.8%
None of my friends have one	17.5%	14.7%
Cool looking	17.2%	20.0%
Cowboy look and feel	13.0%	17.2%
Feminine color (e.g., pink, purple, turquoise)	8.7%	12.7%
Feminine decorations (e.g., flowers, leopard spots, zebra stripes)	6.6%	8.4%

**AGE**

	Age 18 to 34	Age 35 to 54	Age 55 to 65
Best for my particular use	91.7%	93.1%	94.3%
Fits my hand/body the best	90.6%	92.1%	93.6%
High quality	84.3%	85.2%	86.2%
Most practical	83.5%	84.7%	86.2%
Highest quality	82.5%	83.8%	83.3%
Familiarity with the gun	79.3%	79.5%	80.9%
Best value	74.2%	73.8%	74.7%
Caliber	73.7%	74.7%	76.9%
Best for concealed carry	65.0%	69.1%	70.1%
The brand	64.2%	66.9%	68.9%
My friends/family think it is my best option	61.2%	56.0%	56.3%
Most powerful	58.4%	57.7%	52.9%
Classic	56.5%	56.7%	58.2%
Most features and options	55.0%	54.6%	54.5%
Will get more valuable over time	54.2%	52.4%	51.6%
On sale or a rebate is available	52.8%	53.4%	54.2%
People at the gun shop think it is my best option	51.8%	50.0%	52.5%
Most add-on options available	42.8%	41.9%	40.7%
Least expensive available	37.1%	34.5%	34.3%
Limited edition	36.8%	37.1%	37.7%
Unique looking	35.1%	34.9%	34.0%
Feminine style (e.g., smaller, lighter)	34.2%	35.0%	33.8%
Collectable	32.8%	33.0%	32.7%
Military look and feel	24.8%	25.2%	22.6%
Feminine look and feel	19.4%	19.2%	18.9%
Cool looking	18.6%	17.9%	15.3%
None of my friends have one	17.6%	16.6%	17.1%
Cowboy look and feel	13.4%	13.6%	14.7%
Feminine color (e.g., pink, purple, turquoise)	10.3%	9.4%	7.4%
Feminine decorations (e.g., flowers, leopard spots, zebra stripes)	7.7%	6.9%	5.2%

## Region

	Northeast	Midwest	West	South
Best for my particular use	94.1%	92.3%	93.5%	92.6%
Fits my hand/body the best	92.8%	91.6%	92.5%	91.6%
Most practical	85.2%	84.2%	86.6%	83.8%
High quality	83.5%	85.3%	85.9%	85.1%
Highest quality	82.9%	83.7%	84.5%	82.7%
Familiarity with the gun	81.1%	79.9%	80.9%	78.8%
Best value	75.3%	75.4%	73.8%	73.4%
Caliber	74.7%	74.8%	75.1%	74.5%
The brand	65.0%	65.8%	66.2%	66.9%
Best for concealed carry	63.2%	65.0%	65.8%	70.9%
My friends/family think it is my best option	58.1%	60.9%	60.3%	55.8%
Classic	57.7%	56.8%	57.6%	56.6%
Most powerful	56.1%	56.8%	58.1%	57.2%
People at the gun shop think it is my best option	54.8%	53.6%	53.3%	48.5%
Most features and options	54.6%	55.1%	55.0%	54.6%
On sale or a rebate is available	54.3%	53.6%	54.0%	52.8%
Will get more valuable over time	52.0%	56.0%	51.8%	52.0%
Most add-on options available	43.8%	42.3%	41.7%	41.6%
Least expensive available	35.8%	36.7%	35.4%	34.7%
Limited edition	35.0%	37.9%	37.0%	37.3%
Unique looking	34.5%	34.3%	34.3%	35.2%
Feminine style (e.g., smaller, lighter)	33.7%	35.0%	31.1%	35.6%
Collectable	30.8%	34.3%	32.5%	32.9%
Military look and feel	22.8%	22.5%	25.4%	25.7%
Feminine look and feel	19.5%	17.9%	17.3%	20.4%
Cool looking	18.9%	16.6%	17.0%	18.0%
None of my friends have one	16.2%	16.6%	18.0%	17.2%
Cowboy look and feel	13.0%	13.0%	13.2%	14.3%
Feminine color (e.g., pink, purple, turquoise)	10.5%	8.8%	7.9%	9.8%
Feminine decorations (e.g., flowers, leopard spots, zebra stripes)	7.0%	6.9%	5.8%	7.2%



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