

# OPTICS

SHOOTING TIMES remains the **No. 1 magazine** for optics ownership. The average reader owns more than **23.5 guns** and **7.7 scopes**. With a safe full of rifles, pistols and shotguns, he's always looking to upgrade his optical inventory. When purchasing optical items, over half (53%) of subscribers use Shooting Times as their primary source of information and 54% purchase optics by mail order and 51% purchase at a sporting goods store.

SHOOTING TIMES readers will spend more than **\$108 million** on shooting sports optics this year.

## Number of Scopes Owned by Subscribers

Based on those who own each type

	Rifle	Handgun	Shotgun	Total
NET	99%	41%	16%	-
One scope	11%	44%	75%	8%
Two scopes	12%	28%	16%	10%
Three scopes	15%	13%	6%	13%
Four scopes	12%	6%	3%	11%
5 scopes or more	51%	10%	0%	59%
Average	6.3	2.6	1.4	7.7
Median	5.0	2.0	1.0	6.0