

SHOTGUNS

SHOOTING TIMES readers have enthusiastically been increasing their time spent shotgunning. While SHOOTING TIMES once was known for its coverage primarily of rifles and metallic cartridge handloading, a new emphasis on scatterguns has made SHOOTING TIMES the leader of PRIMEDIA gun titles in shotgun editorial coverage.

Active Shotgun Buyers

More than **91%** of SHOOTING TIMES subscribers own at least 1 shotgun, averaging **4.2** shotguns each.

Shotgun Ownership Statistics Among Subscribers

	Currently Own	Avg. Number currently own	Purchased in last in 12 months	Plan to buy, next 12 months
NET	91%	4.2	13%	13%
Pump action	64%	2.1	4%	2%
Semi-automatic	45%	1.8	5%	4%
Single shot	35%	1.5	2%	0%
Over and under	34%	1.8	5%	4%
Side by side	34%	1.6	2%	4%
Unspecified shotguns	6%	-	-	2%