

Guns & Ammo Magazine
Demographic Highlights



		% Comp
Total Audience	6,298,000	
Male		99%
Female		1%
Average Age	53.5	
Average Number of Children in Household	0.4	
Married		74%
Attended College		71%
Professional/Management		61%
Craftsman/Tradesman		22%
Military/Law Enforcement		10%
Veteran of the United States Armed Forces		42%
Hold a Federal Firearms License		9%
Average Household Income	\$82,000	
Average Household Net Worth	\$507,000	
Belong to a Gun Club or Organization		57%
Own a Handgun		93%
Revolvers Centerfire		70%
Automatic Pistols Centerfire		59%
Automatic Pistols Rimfire		48%
Pistols (semi-auto)		35%
Single Shot Centerfire		17%
Bolt Action		11%
Unspecified Handguns		8%
Own a Shotgun		87%
Pump Action		66%
Semi-automatic		44%
Single Shot		37%
Side by Side		30%
Over and Under		25%
Unspecified Shotguns		4%

(continued)

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	% Comp
Own a Rifle	94%
Bolt Action Centerfire	71%
Semi-automatic Centerfire	51%
Lever Action Centerfire	46%
Single Shot	30%
Pump Action	15%
Unspecified Rifles	10%
Average Number of Guns and Knives Owned	25
Participated in Hunting, Past 12 Months	76%
Big Game	61%
Small Game	57%
Varmints	48%
Upland Game Birds	38%
Water Fowl	22%
Exotic Game	3%
Other	4%
Hunted with a Bow or Crossbow, Past 12 Months	59%
Average Amount Spent on Hunting Apparel in an Average Year	\$198
Household Owns/Leases Pick-up Truck	59%
Household Owns/Leases Sport/Utility Vehicle	38%
Household Owns/Leases Vans	18%
Changed Own Oil in the, Past 12 Months	82%
Purchased Aftermarket Accessories for Vehicles, Past 12 Months	41%