

**Handguns Magazine**  
Demographic Highlights



		% Comp
Total Audience	5,375,000	
Male		98%
Female		2%
Average Age	52.7	
Average Number of Children in Household	0.4	
Married		72%
Attended College		71%
Professional/Management		61%
Craftsman/Tradesman		22%
Law Enforcement/Security		14%
Military Personnel		3%
Veteran of the Armed Forces of the U.S./Retired Law Enforcement		43%
Hold a Federal Firearms License		10%
Average Household Income	\$85,500	
Average Household Net Worth	\$549,000	
Belong to a Gun Club or Organization		56%
Own a Handgun		96%
Revolvers Centerfire		69%
Automatic Pistols Centerfire		56%
Pistols (semi-auto)		47%
Automatic Pistols Rimfire		44%
Single Shot Centerfire		15%
Bolt Action		7%
Unspecified Handguns		8%
Own a Shotgun		80%
Pump Action		60%
Semi-automatic		36%
Single Shot		28%
Side by Side		24%
Over and Under		15%
Unspecified Shotguns		7%

(continued)

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	<b>% Comp</b>
Own a Rifle	89%
Bolt Action Centerfire	57%
Semi-automatic Centerfire	51%
Lever action Centerfire	39%
Single Shot	23%
Pump Action	13%
Unspecified Rifles	12%
Average Number of Guns and Knives Currently Own	25
Reload Own Ammunition	42%
Average Number of Rounds of Factory-loaded Ammunition Purchased, Past 12 Months	3,140
Went Hunting, Past 12 Months	61%
Small Game	43%
Big Game	42%
Varmints	39%
Upland Game birds	25%
Water Fowl	12%
Exotic Game	1%
Other	3%
Hunt with a Bow or Crossbow	47%
Average Amount Spent on Hunting apparel in an Average Year	\$189
Owns/Leases 1+Van	17%
Owns/Leases 1+Pick-up Truck	48%
Owns/Leases 1+ Sport/Utility Vehicle	34%
Changed Own Oil, Past 12 Months	81%
Purchased Aftermarket Accessories for Vehicles, Past 12 Months	38%
Performed DIY Project, Past 12 Months	63%