

RifleShooter Magazine
Demographic Highlights



		Comp %
Total Audience	374,000	
Men		99%
Women		1%
Median Age	52.2	
Married		75%
Children in Household		25%
Attended College		67%
Management/Professional		33%
Tradesmen/Craftsmen		48%
Average Household Income	\$91,000	
Average Net Worth	\$532,000	
Own a Handgun		87%
Own a Revolver Centerfire		66%
Own an Automatic Pistol Centerfire		45%
Own an Automatic Pistol Rimfire		42%
Own a Shotgun		92%
Own a Pump Action Shotgun		68%
Own a Semi-Automatic Shotgun		50%
Own a Single Shot Shotgun		38%
Own a Rifle		98%
Own a Bolt-Action Centerfire		87%
Own a Lever-Action Centerfire		52%
Own a Semi-Automatic Centerfire		42%
Own an Airgun		51%
Reload Own Ammunition		74%
Use Reloaded Ammunition for Rifle		92%
Use Reloaded Ammunition for Target Shooting		87%
Use Reloaded Ammunition for Hunting		87%
Use Reloaded Ammunition for Handgun		67%
Average Number of Rounds Reloaded, Past 12 mos.	1,397	
Own a Scope		97%
Own Rifle Scope		99%
Own Handgun Scope		33%
Own Shotgun Scope		18%
Average Number of Scopes Owned, Total	8.5	

(continued)

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	Comp %
Recommended/Advised Others on the Purchase of Firearms, Ammunition or Related Equipment, Past 12 mos.	87%
Belong to a Gun Club	66%
Participate in Big Game Hunting	82%
Participate in Small Game Hunting	70%
Participate in Varmint Hunting	67%
Participate in Upland Game Bird Hunting	48%
Household Owns/Leases 1+ Pick Up Truck(s)	64%
Household Owns/Leases 1+ Sport Utility Vehicle	38%
Household Owns/Leases 1+ Van	13%
Household Owns/Leases Domestic Only	71%
Household Owns/Leases Import and Domestic	19%
Personally Responsible for Maintaining Vehicle(s)	47%
Changed Own Motor Oil, Past 12 mos.	84%
Purchased Aftermarket Auto Accessories for Vehicles, Past 12 mos.	45%
You or Other Household Member Did Any Household Improvement Work or Any Home Remodeling, Past 12 mos.	66%