

MODERN SPORTING RIFLE (MSR)

COMPREHENSIVE CONSUMER REPORT 2010

OWNERSHIP, USAGE AND ATTITUDES TOWARDS MODERN SPORTING RIFLES

NATIONAL SHOOTING
SPORTS FOUNDATION*



Conducted for the National Shooting Sports Foundation
by Sports Marketing Surveys


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The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports. Formed in 1961, NSSF has a membership of more than 6,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information please visit; www.nssf.org

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Table of Contents

1	METHODOLOGY	4
2	EXECUTIVE SUMMARY	5
3	FAST FACTS	7
4	SAMPLE PROFILE	9
4.1	Overall profile of MSR owners	9
4.2	Geo-Analysis.....	10
4.3	Military / Law Enforcement Background	11
4.4	Range Membership.....	12
5	MSR BUYING PROCESS	13
5.1	Number of MSRs owned	13
5.2	First MSR purchased	14
5.3	Firearms owned prior to MSR ownership.....	15
5.4	Interest gained in MSR.....	16
5.5	New vs Used.....	17
5.6	Year of purchase	18
5.7	Price paid.....	19
5.8	Place of purchase	20
5.9	Reasons for purchase.....	21
6	MSR AND ACCESSORY SPECIFICATION.....	22
6.1	MSR Caliber	22
6.2	Level of accessories.....	23
6.3	When accessorized	24
6.4	Amount spent on accessories	25
6.5	Optics	26
6.6	Scope.....	26
6.7	Magazine capacity.....	27
6.8	Stock type.....	28
6.9	Upper receiver	28
6.10	Hand guard.....	29
6.11	Finish color	29
6.12	Barrel and Operation	30
7	FUTURE PURCHASE INTENTIONS	31
7.1	Likelihood of buying a new MSR in next 12 months.....	31

7.2	Currently own and likely to buy.....	32
8	MSR USAGE.....	33
8.1	Reasons for owning MSR	33
8.2	Usage.....	37
8.3	Frequency of usage	38
8.4	Year over year MSR Usage.....	40
8.5	Where used	41
8.6	Able to shoot MSR as often as would like	44
8.7	Barriers to shooting MSR more frequently.....	45
8.9	Ammo used	46
8.10	Number of rounds fired in last 12 months and forecast	46
8.11	Ammo buying.....	47
8.12	Reloading	48
8.13	MSR shooting distance.....	49
8.14	Who do you MSR shoot with	49
8.15	Other firearm shooting activity	50
9	PROFILES.....	51
9.1	Single MSR owners vs Multiple MSR owners	51
9.2	Range Member vs Non-Range Member	52
9.3	Infrequent MSR User vs Avid User.....	53
9.4	Target Shooters vs Hunters.....	54
9.5	Owners who don't use their MSRs	55
9.6	Premium Buyers.....	56
9.7	Owners of Heavily Accessorized MSRs.....	57
9.8	Likely MSR Buyers	58
9.9	Likely Accessory Buyers	59
9.10	Military vs Non-Military	60
9.11	Favorite MSR related Magazine's in alphabetical order.....	61
9.12	Favorite MSR related Website/Blog(s) in alphabetical order	61
10	CLUSTER ANALYSIS/MARKET SEGMENTATION	62
10.1	Cluster 1 - Young and Infrequent.....	63
10.2	Cluster 2 – MSR Work and Play	64
10.3	Cluster 3 – The Great Outdoors	65
10.4	Cluster 4 – Avid Veterans.....	66
10.5	Cluster 5 – Non-Avid Veterans.....	67
11	CROSS-TABULATIONS.....	68

1 METHODOLOGY

The Modern Sporting Rifle (MSR) Consumer Study employed an online survey methodology. With no database available of known MSR owners, NSSF promoted participation in this study via online banner ads on various websites, blogs and e-newsletters geared toward firearm ownership and hunting such as:

- AR15.com
- ARGunsandHunting.com
- FieldandStream.com
- GunDigest.com
- GunsandAmmo.com
- OutdoorLife.com
- RifleShooter.com
- ShootingTimes.com
- NSSF Facebook and YouTube pages
- NSSF/GunBroker *Pull the Trigger* e-newsletter

A contest to win one of three \$500 Cabela's gifts cards was included as an incentive to complete the study in full. The term Modern Sporting Rifle was clearly defined as AR-platform rifles such as an AR-15, tactical rifles and black guns. Photographs of MSR's were also shown on the survey landing page as well as at the beginning of the survey. A 60 second video was made available prior to taking the survey that clearly defined the term Modern Sporting Rifle (MSR) and clarified that the survey was specifically for owners of at least one MSR. The video promoted the study as a chance for respondents to offer insight and help shape the future of the tactical market.

To further pair down response to those that would correctly complete the survey, the survey's initial question asked: "Do you own at least one Modern Sporting Rifle? (If you do not own a Modern Sporting Rifle but would still like to be entered in the contest, please select "No".) These safeguards narrowed the completed responses from 11,417 to 7,372 to help insure data accuracy.

The Confidence Interval for the full "MSR Owner" sample of 7,372 ranges from +/- 0.51 percentage points to +/- 1.16 percentage points at the 95% confidence level. So for example, if the survey shows 50% of MSR owners shoot at ranges, we can be confident 95 times out of 100 that the real value lies within +/- 1.16 p.p so between 48.84% and 51.16%. Or to put it another way: Less than 5 times out of 100 would we expect to find a difference of more than 1.16 percentage points due to sampling.

Survey was live August 15 through November 15, 2010.

2 EXECUTIVE SUMMARY

The National Shooting Sports Foundation (NSSF) contracted with Sports Marketing Surveys in 2010 to conduct a large consumer study to learn more about the category of Modern Sporting Rifle (MSR) consumer ownership and usage. Prior to the start of the survey, NSSF gathered input from a panel of industry leaders and experts from manufacturing, retailing, and law enforcement/military backgrounds to ensure that correct questions were asked so that the study would result in providing a detailed report of previously unavailable data for this segment. NSSF thanks all those that helped in creating and promoting this study.

The study was conducted using an Internet based methodology. Banner ads and links were posted on many of the popular consumer oriented web sites within the firearms industry in order to solicit responses. An incentive was used in order to facilitate this process. At the end of the three month fielding period, more than 11,400 total responses were received of which, more than 7,300 came from verified MSR owners. This response was a significant increase from the original projections of 1,000 -1,500 responses. This large response meant that a number of very specific survey cross tabs to review differences among MSR owners were able to be performed.

Due to the large response rate, the survey was able to examine a wide variety of data points from ownership, usage and future purchase intentions. When it comes to MSR ownership, 12% of the owners made their initial MSR purchases during 2010. For those that own multiple MSRs (3+), 33% of them made their initial purchase prior to 1994. Older owners (age 65+) show a decreased interest or demand for new MSR purchases in the coming year. The top MSR accessories or planned upgrades are rangefinders and trigger upgrades followed by scopes, other optics and sound suppression.

The top reasons why consumers own a MSR are; recreational target shooting, home defense, collecting and hunting. 9 out of 10 MSR owners owned a handgun prior to acquiring their first MSR. Overall, approximately 99% of all MSR owners owned some type of firearm prior to their first MSR purchase. 37% of MSR owners come from a military background. The largest source of initial interest for MSR ownership was a personal decision. 81% of all MSR purchases are new versus used or as a gift from someone. The average price for all MSR firearms purchases was \$1,083.

The biggest single source of MSR purchases comes from independent firearms retailers with almost 40% of all purchases coming from that channel of business. 10% come from Gun Shows while 25% are made via the Internet and/or mail order.

When it comes to aftermarket accessories for their MSR, the owners of 3+ MSRs lead the way as 25% of these owners describe their MSR(s) as heavily (4+) accessorized. About 65% of all users have between 1-3 accessories while 16% use their MSR the way it came from the store or “out of the box”. The majority of these aftermarket accessories are purchased with the first 12 months of ownership. Around a quarter of these owners made accessory purchases at the time of the initial purchase. After 12 months of purchase the likelihood of accessories being purchased drops off significantly. The average amount of money spent on accessories for MSRs for all usage levels is \$436.00

95% of all MSR owners have used their MSR at least once during the course of the previous 12 month period. Of the 95% that used their MSR during the last 12 months, approximately 20% participated in some form of hunting related activity.

25% of all MSR owners fired over 1,000 rounds over the past year with 32% of MSR owners expecting to fire more in the coming 12 months. The average number of rounds fired in the last 12 months by MSR owners is 1,056.

76% of all MSR owners say they generally prefer to shoot with at least one person when they go out to use their MSR while 20% generally go alone.

Please contact Jim Curcuruto jcurcuruto@nssf.org, NSSF Director, Industry Research & Analysis with any questions pertaining to this study.

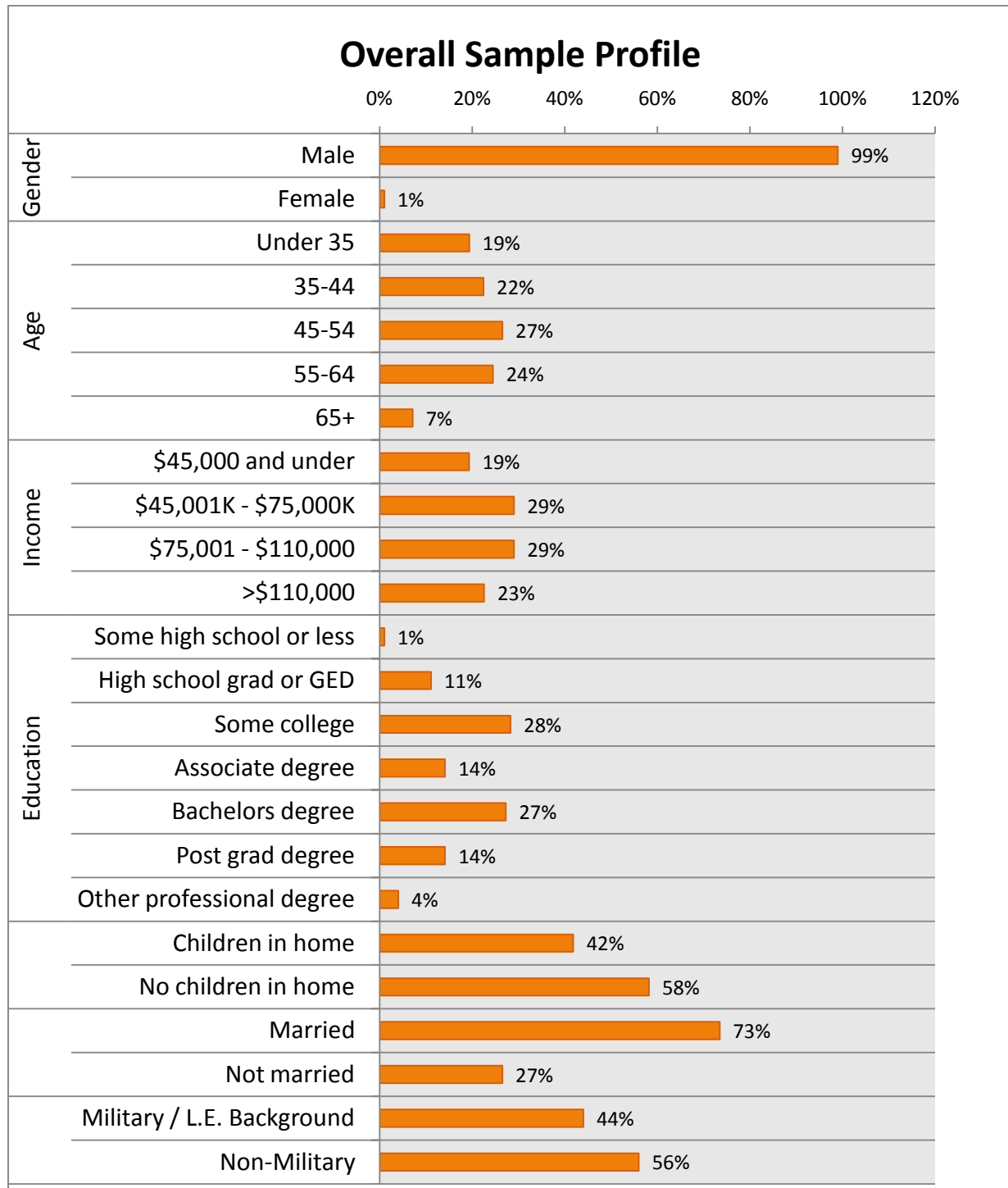
3 FAST FACTS

1. 60% of MSR owners that responded to the study own multiple MSRs.
2. Those who shoot often are much more likely to own multiple MSRs. 3 out of 4 who shoot twice a month or more own multiple MSRs.
3. 30% of all MSR owners purchased their first rifle in 2009 or 2010. One-third of those who own 3 or more MSRs purchased their first MSR prior to 1994.
4. 9 out of 10 MSR owners owned a handgun prior to owning an MSR. 34% of those under the age of 35 owned a paintball gun before owning their MSR.
5. 20% of shooting range members first gained interest in MSRs at a shooting range. About ¼ of all MSR owners first gained interest in MSRs in the military.
6. Nearly half (44%) of MSR owners are current or former military/law enforcement.
7. 51% of MSR owners are shooting range members. Range membership among MSR owners steadily increases with age and income.
8. 8 out of every 10 MSR owners purchased their MSR new. Those who own only one MSR are a bit more likely to purchase used than those who own multiple MSRs.
9. 2/3 of all MSR owners obtained their most recent MSR in 2009 or 2010 while only 12% received their most recent MSR in 2005 or earlier. Half of those who own 3+ MSRs and half of those who shoot 2+ times/month received their most recent MSR in 2010.
10. 52% of MSR owners paid under \$1,000 for their MSR. 56% of those who shoot 2+ times/month paid \$1,000 or more for their most recent MSR.
11. 39% of all MSR owners purchased their most recent MSR at an independent retail store.
12. 3 out of every 4 MSRs most recently purchased were chambered in .223/5.56mm.
13. MSR owners consider accuracy and reliability to be the two most important things to consider when buying a MSR. Owners did not consider their friends/family having one to be important.
14. 84% of MSR owners have at least one accessory on their rifle or do not shoot “out of the box”. Younger, (under 35 years of age), shooters are more likely than older shooters to accessorize their rifle. 62% of owners accessorize their rifle after their purchase but within 12 months after purchasing it.
15. Those most likely to spend \$600+ on aftermarket customizations are: 3+ MSR owners, 2+ times/month shooters, under 35 year olds, and those with \$110k+ HH income. Those spending the least include those who own only 1 MSR and 65+ year olds.
16. 71% of MSR owners use a scope or red dot as their primary optic. Older shooters tend to use a scope as their primary optic more than younger, (under 35 years of age), shooters. Younger shooters prefer a red dot as a primary optic more than older shooters.
17. 1/3 of all MSR owners use a 30-round magazine the most in their MSR. Younger MSR owners are more likely to use higher capacity magazines than older MSR owners.
18. 60% of MSR owners use a collapsible/folding stock but this usage rate decreases with age.
19. Nearly 7 out of 10 of the most recent MSRs purchased had flat top upper receivers.
20. MSR owners are pretty evenly split on having rails or not having rails on their MSR.
21. Black is by far the most popular finish color with 83% of owners saying their most recent MSR is black.

22. Of the most recent MSRs purchased, 62% had a threaded barrel, 64% had a flash hider, 54% had a 16" barrel, and 62% operate on a direct gas impingement.
23. Those most likely to purchase a MSR in the next 12 months are: 3+ MSR owners, 2+ times/month shooters, and younger, (under 35 years of age), owners.
24. The 3 most owned accessories are: rifle sling (81%), soft carrying case (70%), and mounted rifle scope (68%). The top 3 that MSR owners intend to buy are: trigger upgrades, range finder, and sound suppressor.
25. Recreational target shooting (8.9/10.0) was the #1 rated reason for owning a MSR in terms of importance. Home defense was 2nd at 7.7. Professional use / job related was the least important at 2.4.
26. 95% of owners have used their MSR in the last 12 months. Usage slightly decreases with age going from 98% usage rate for under 35's to 92% for those 65+.
27. 29% of MSR owners shoot their MSR more than once per month. .
28. 34% of MSR owners shot more than they did the previous year; 82% said they shot more or the same amount compared to the previous year.
29. 44% of owners shoot at a public range and 44% shoot at a private range. Private range usage increases with age, income, # MSRs owned, and shooting frequency.
30. MSR owners use "budget" factory loads 42% of the time while premium loads account for 25%, reloads 21%, and import ammo 12%. Those who shoot more often are much more likely to reload.
31. 25% of owners shot over 1,000 rounds out of their MSR in the last 12 months. 32% of range members and 20% of non-members shot over 1,000 rounds in the last 12 months. 32% of all owners anticipate shooting over 1,000 rounds in the next 12 months.
32. 43% of owners buy 500+ rounds of ammo at one time. Frequent shooters and multiple MSR owners are most likely to buy 500+ rounds at one time.
33. 45% of owners reload at least some of their ammo. Reloading is more popular with older shooters, range members, and multiple MSR owners.
34. 7 out of 10 reloaders reload 50% or more of their ammo; 32% reload 90% or more.
35. 86% participated in rifle target shooting and 72% participated in handgun target shooting in the last 12 months.
36. The most popular distance to hunt/target shoot with an MSR is 100-300 yards with 63% of owners shooting at those distances. 29% shoot at less than 100 yards. Younger shooters tend to shoot at shorter distances than older shooters.
37. 20% of MSR owners go shooting alone. Older, (over 35 years of age), shooters are more likely than younger shooters to shoot alone.
38. 8 out of 10 MSR owners feel they have not been able to shoot their MSR as much as they would like in the last 12 months.
39. Not having enough free time and the cost of ammo are the 2 main issues preventing MSR owners from shooting as much as they would like. The cost of ammo is much more important to younger shooters than it is to older shooters.
40. The typical MSR owner is 35+ years old, married, and has at least some college education. 52% have a HH income of \$75,000+ and 58% do not have children living with them.

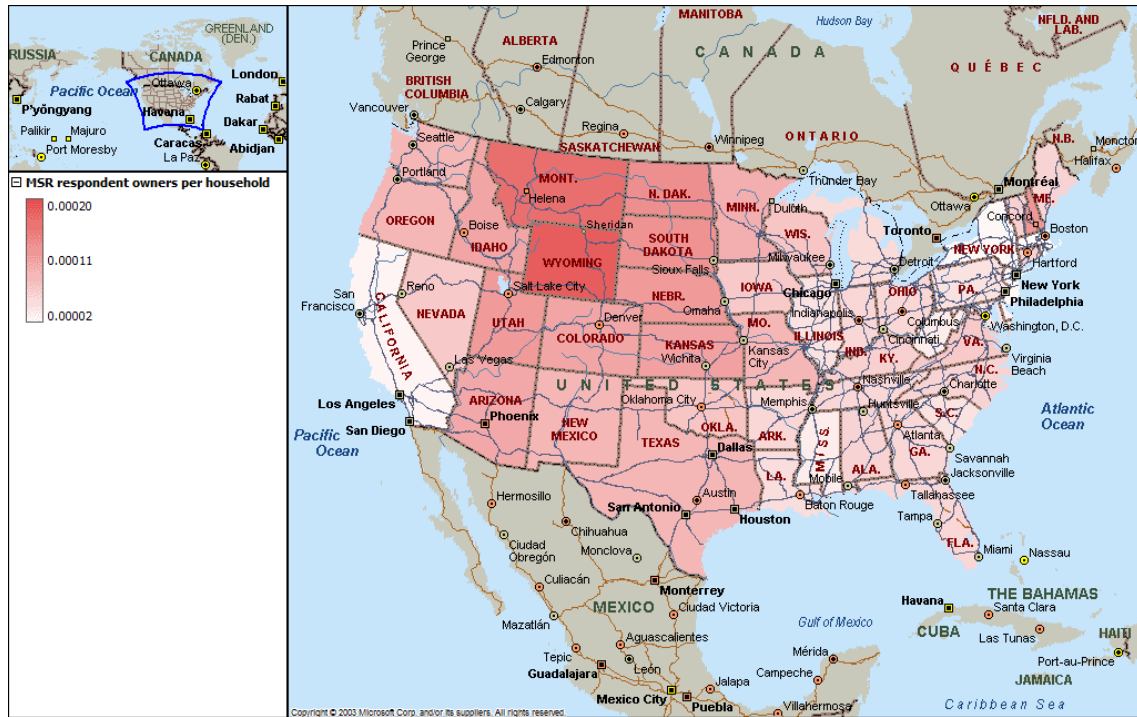
4 SAMPLE PROFILE

4.1 Overall profile of MSR owners

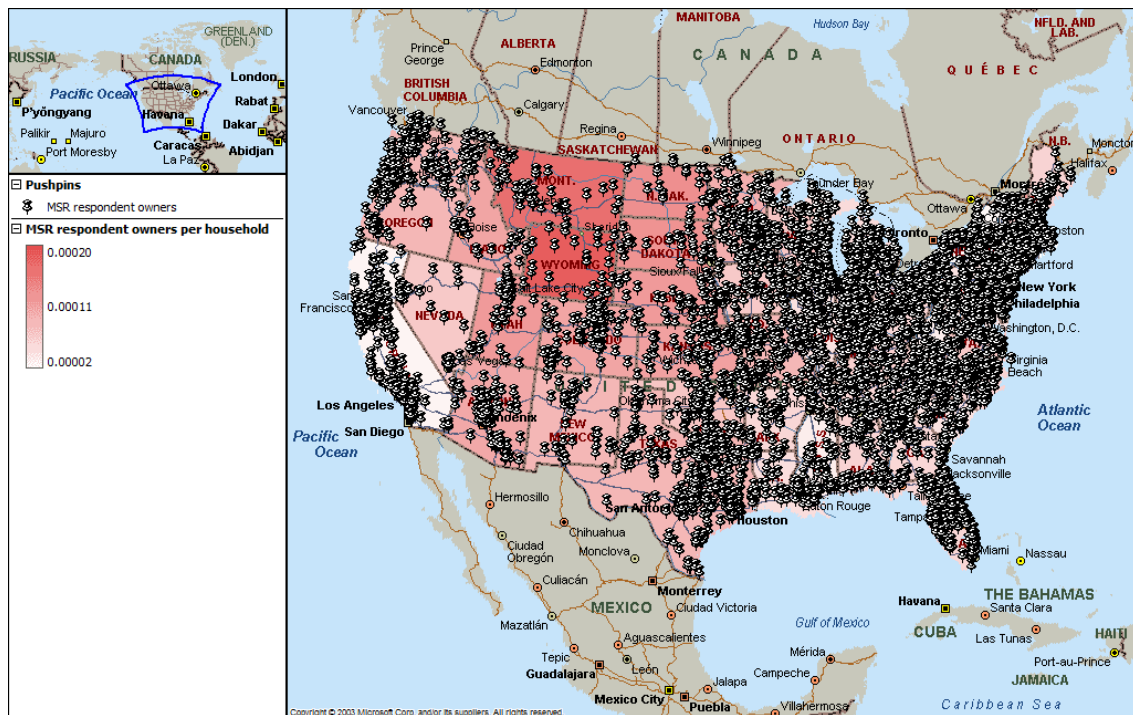


4.2 Geo-Analysis

The following map shows the number of MSR owners per household that responded to the survey. It shows Montana and Wyoming as the most responsive on a per household basis.



In terms of total respondents the following map shows a pushpin per respondent.



4.3 Military / Law Enforcement Background

The following table shows the percentage of MSR owners that are active/veterans of military and law enforcement.

Military / Law Enforcement	
All MSR Owners (Base 7,372)	100%
Military Background	37%
L.E. Background	15%
Either a Military Background or a Law Enforcement Background	44%

*For those with a military background, the following table shows the split between active/veteran and the branch of military:

Military Background	
Military Active	13%
Military Veteran	87%
Military Branch	
Army	42%
Navy	20%
Air Force	21%
Marines	14%
National Guard	11%
Coast Guard	3%
Reserves	10%

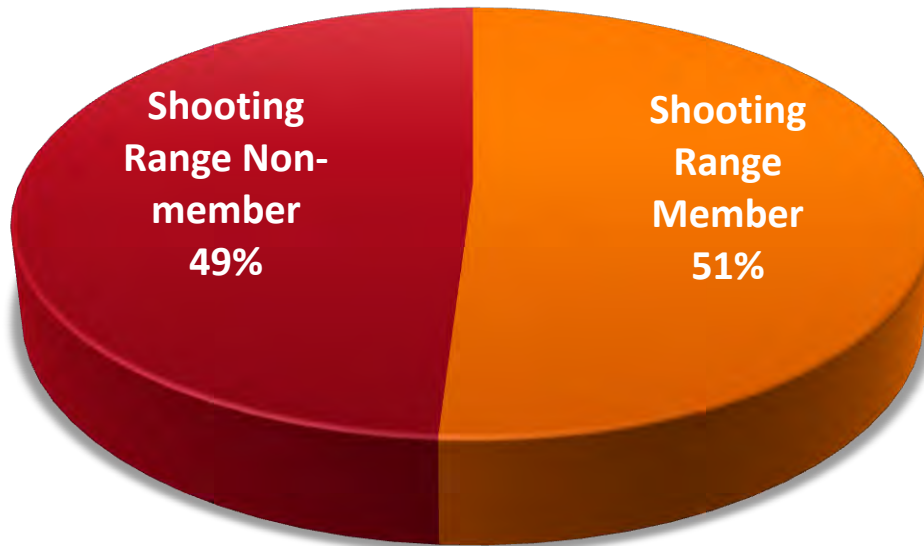
*For those with a law enforcement background, the following table shows the split between active/veteran and the branch of law enforcement:

Law Enforcement	
L.E. Active	50%
L.E. Veteran	50%
L.E. Branch	
Local	63%
State	18%
Federal	18%
Other	12%

*The numbers in these tables do not add up to 100 due to duplication of responses.

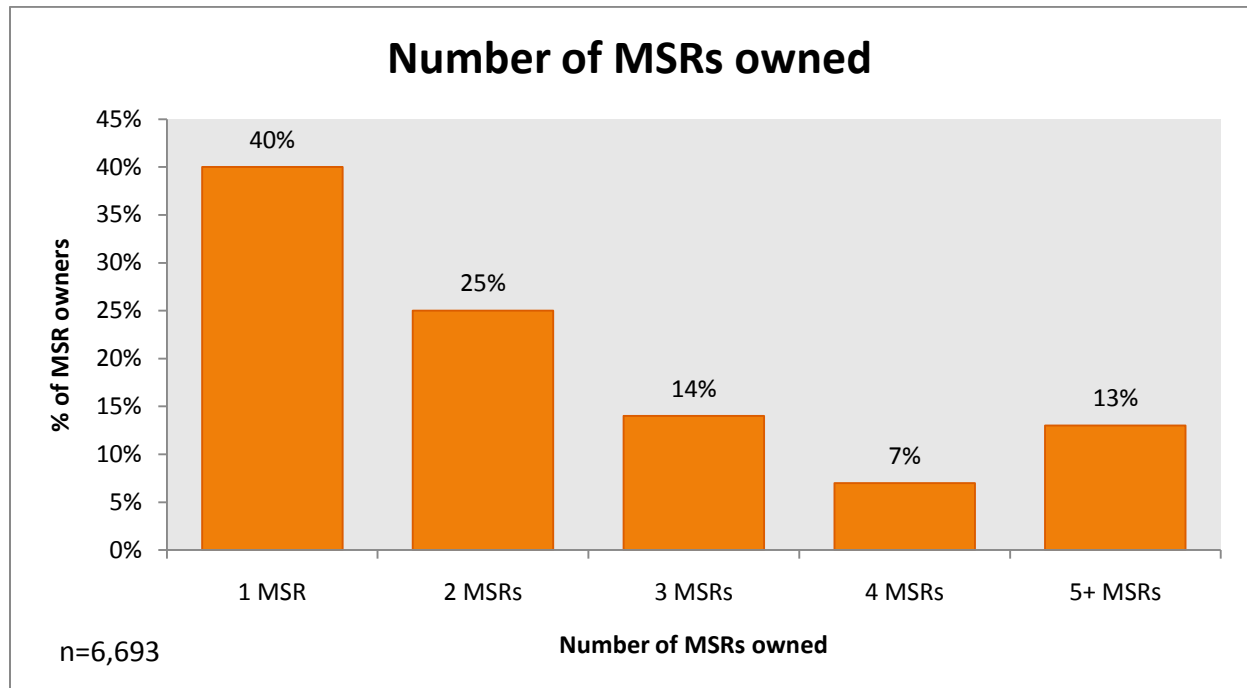
4.4 Range Membership

Do you currently have a membership at a local shooting range?



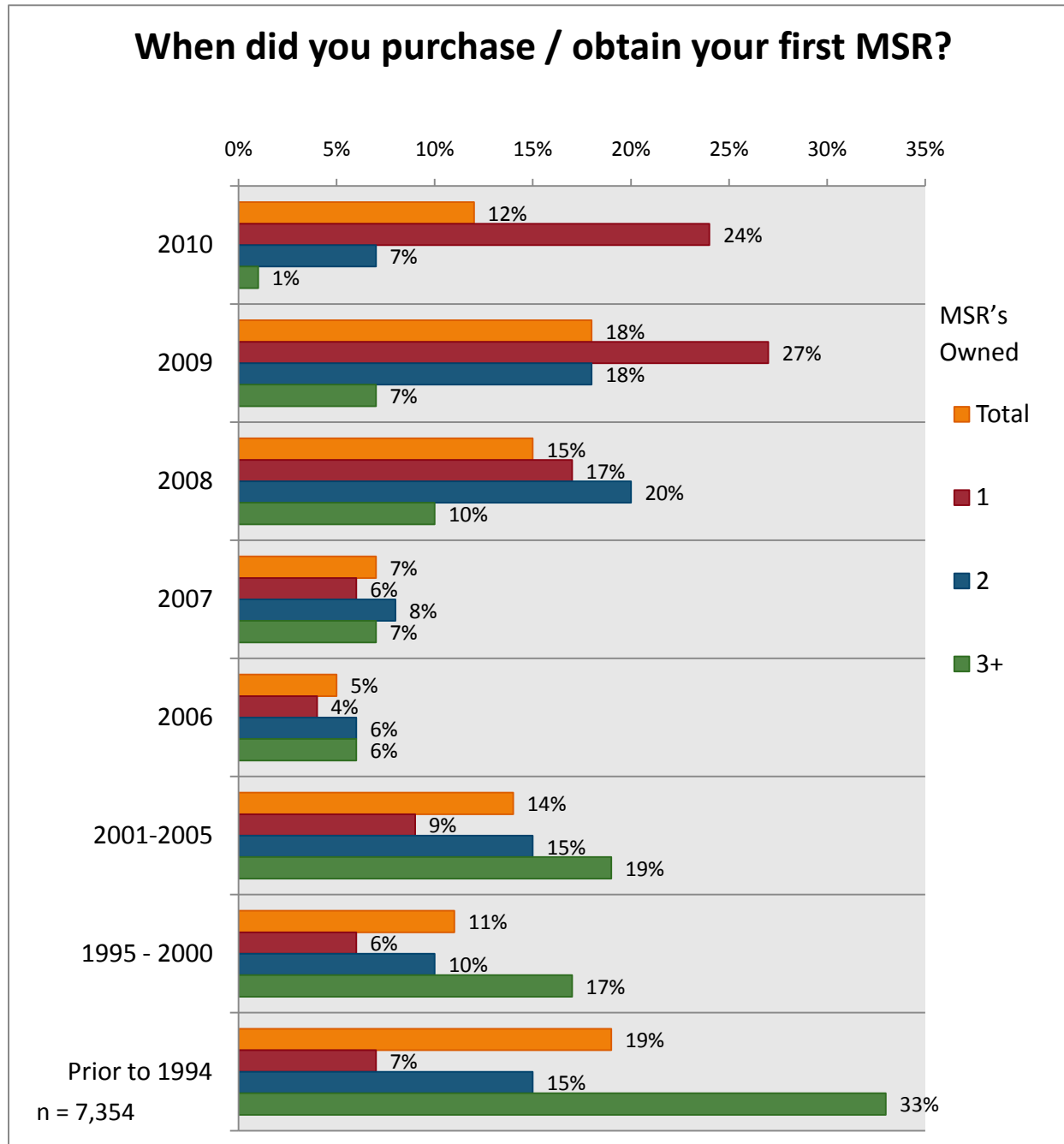
5 MSR BUYING PROCESS

5.1 Number of MSRs owned



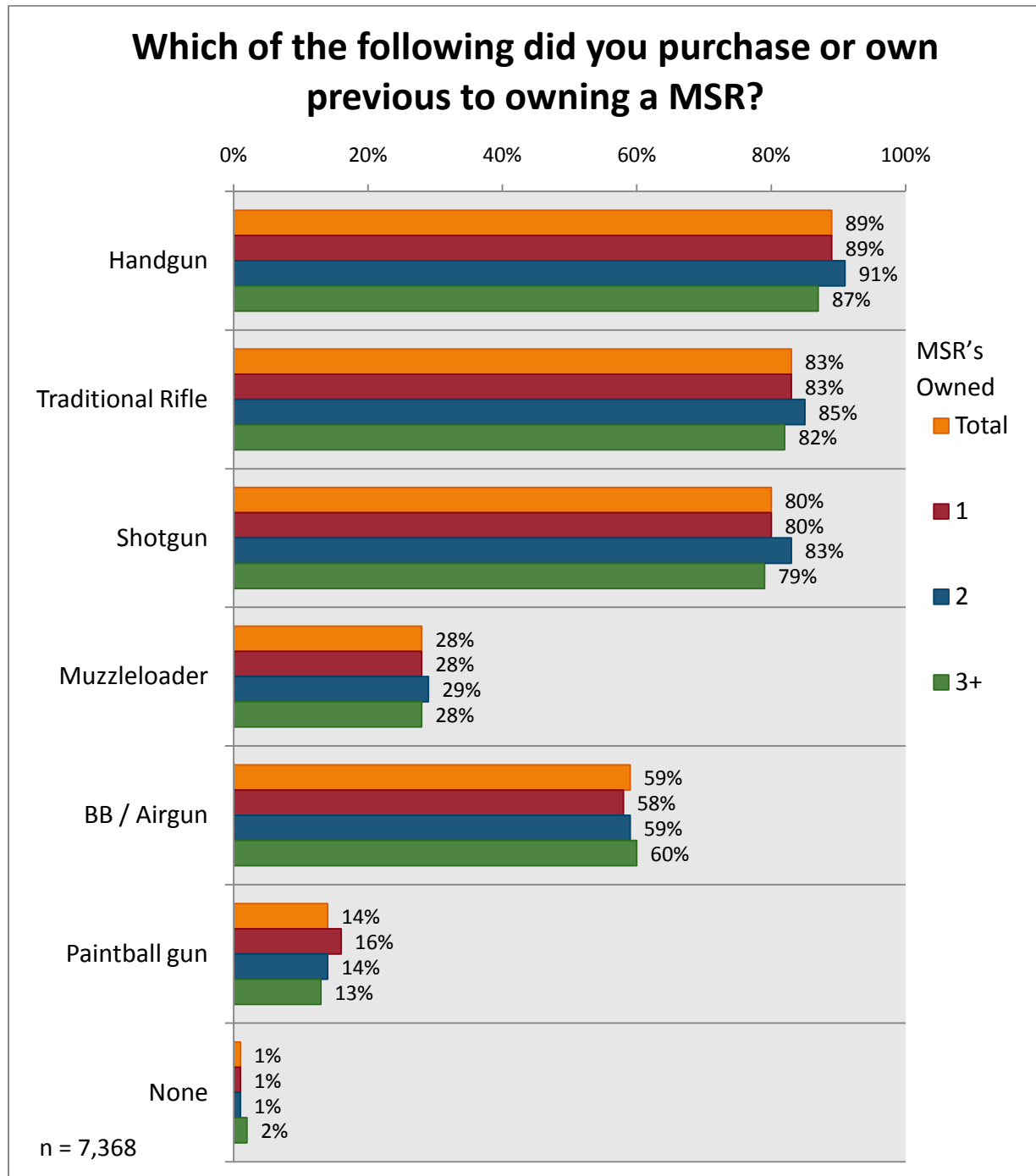
- 40% of owners own a single MSR.
- The average number owned is 2.58 MSRs.

5.2 First MSR purchased



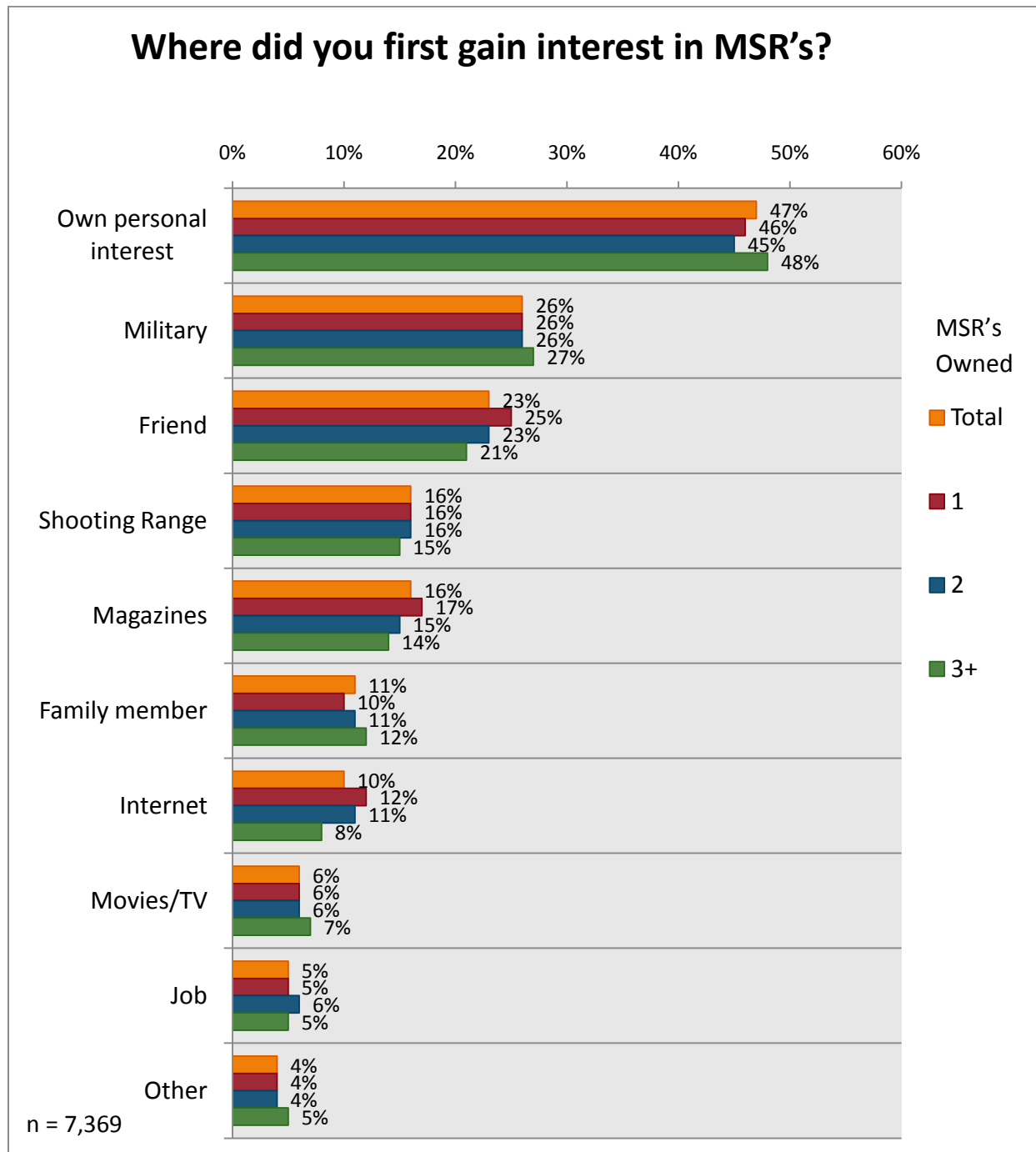
- 12% of MSR owners first purchased an MSR in 2010
- Those who own 3 or more MSRs have been owners for a long time, with one-third first buying prior to 1994.

5.3 Firearms owned prior to MSR ownership



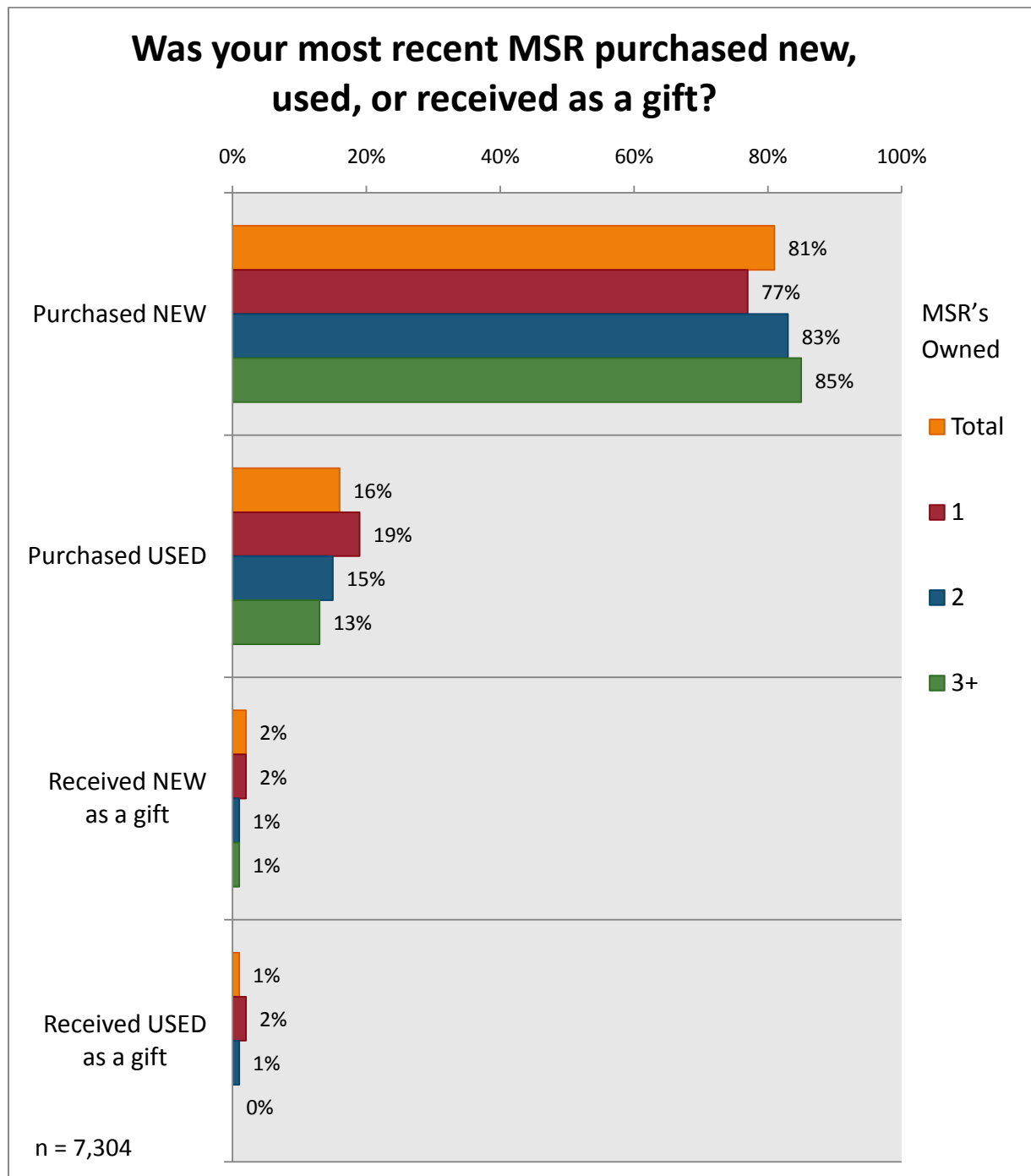
- 9 out of 10 MSR owners had a handgun before owning their MSR.

5.4 Interest gained in MSR



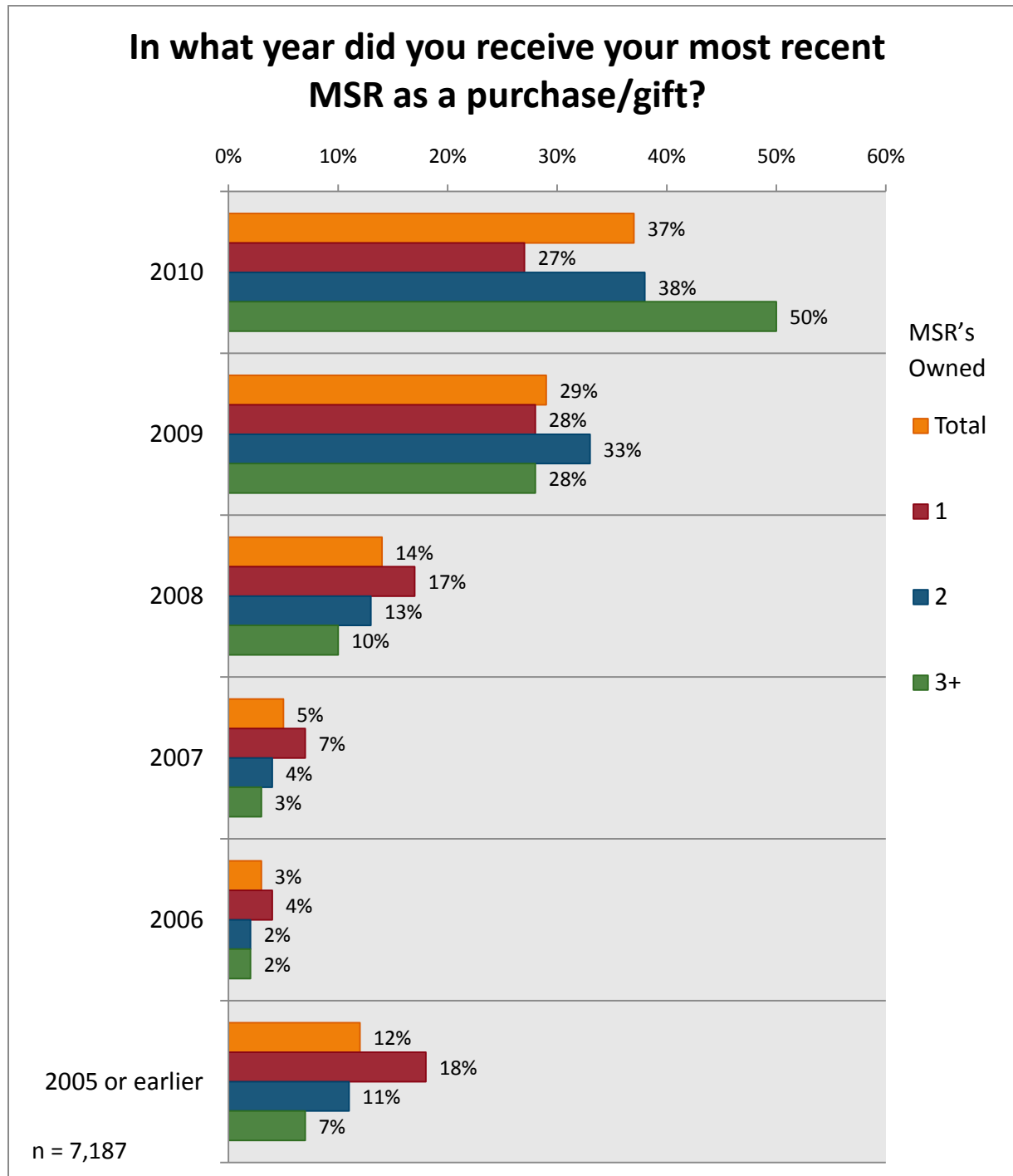
- Own personal interest and military background were the most important influencers.

5.5 New vs Used



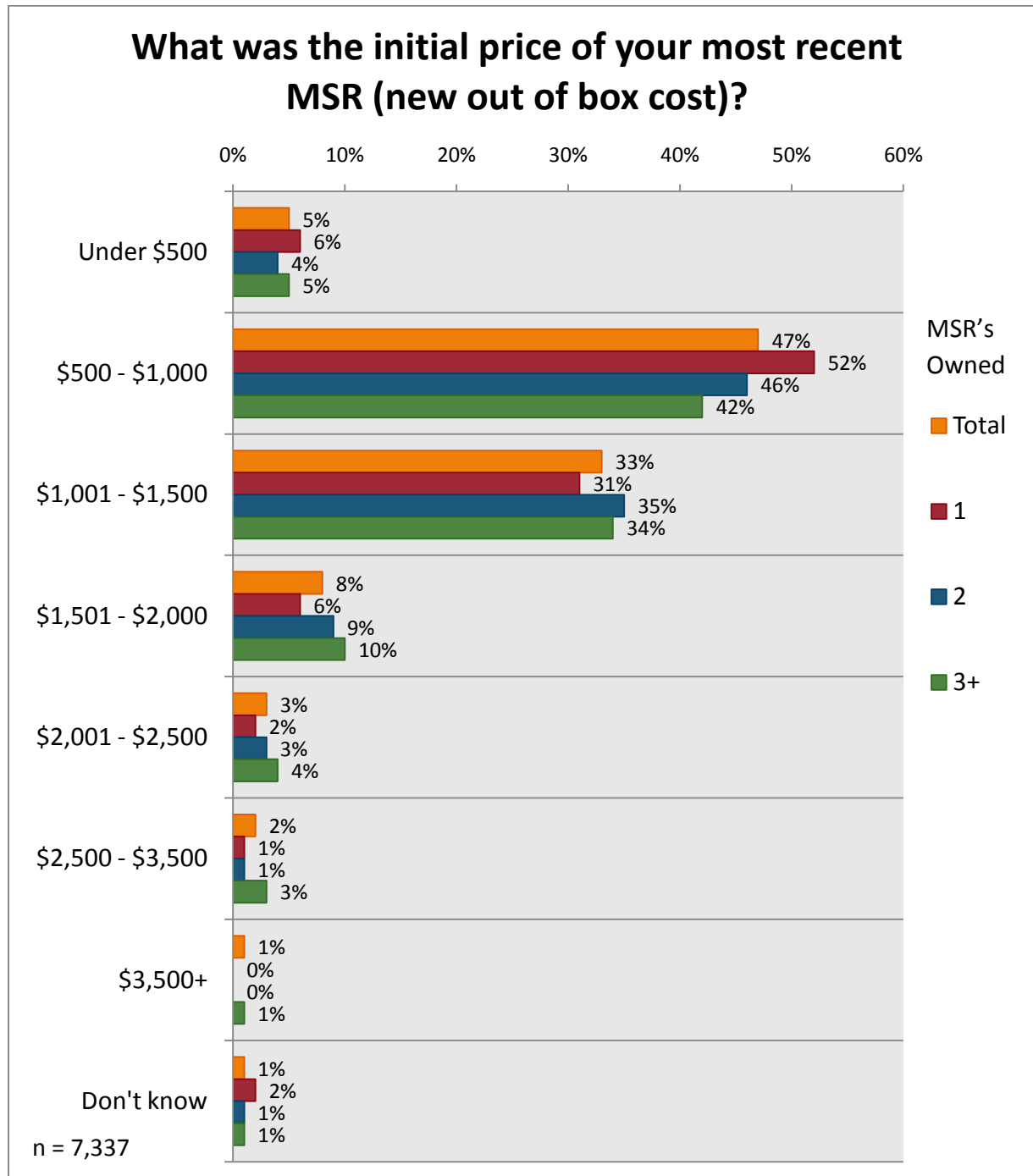
- 81% of most recent MSR purchases were made NEW.

5.6 Year of purchase



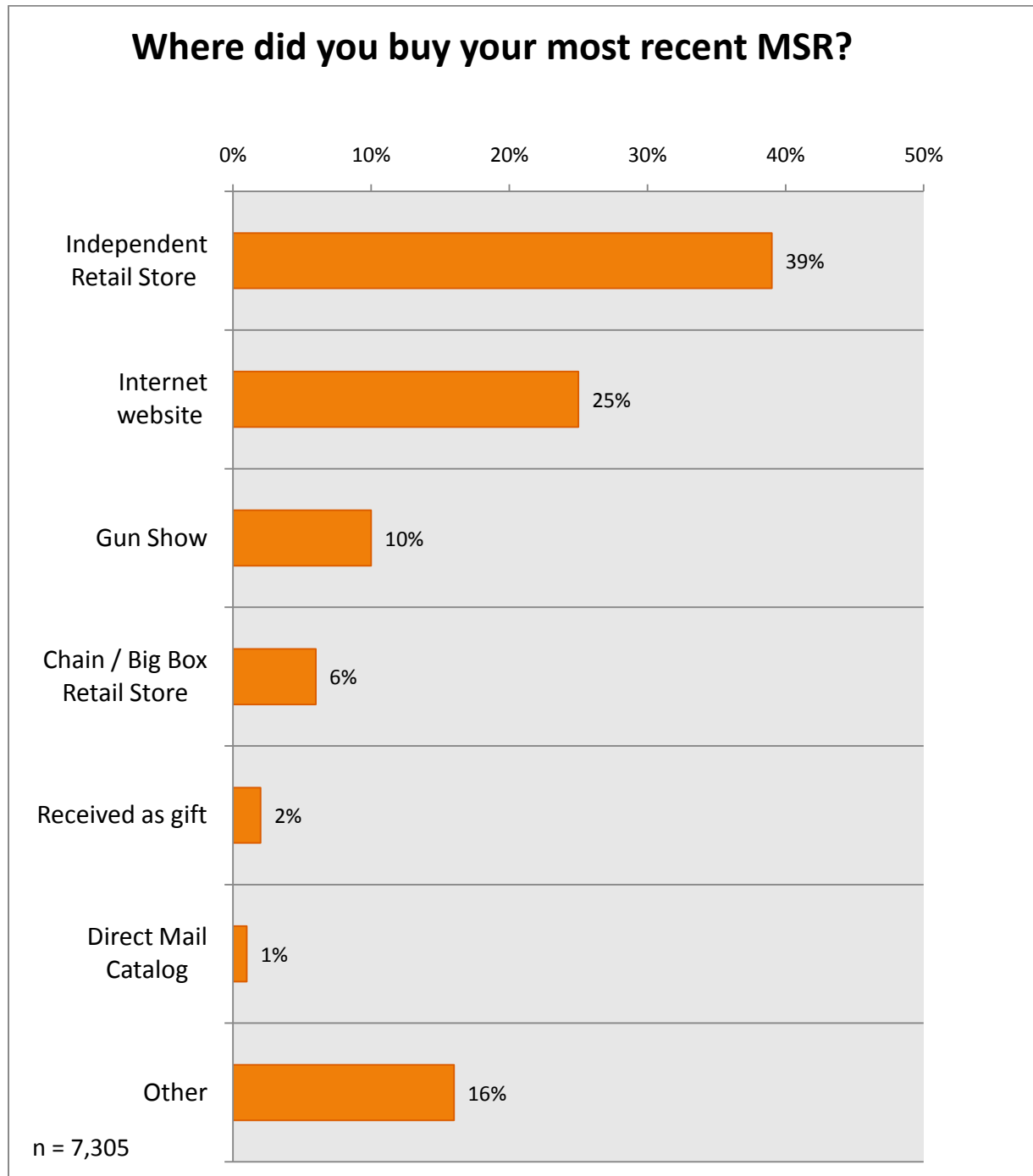
- 37% of MSR owners obtained their most recent MSR in 2010. For those owning 3 or more MSRs, 50% obtained an MSR in 2010.

5.7 Price paid



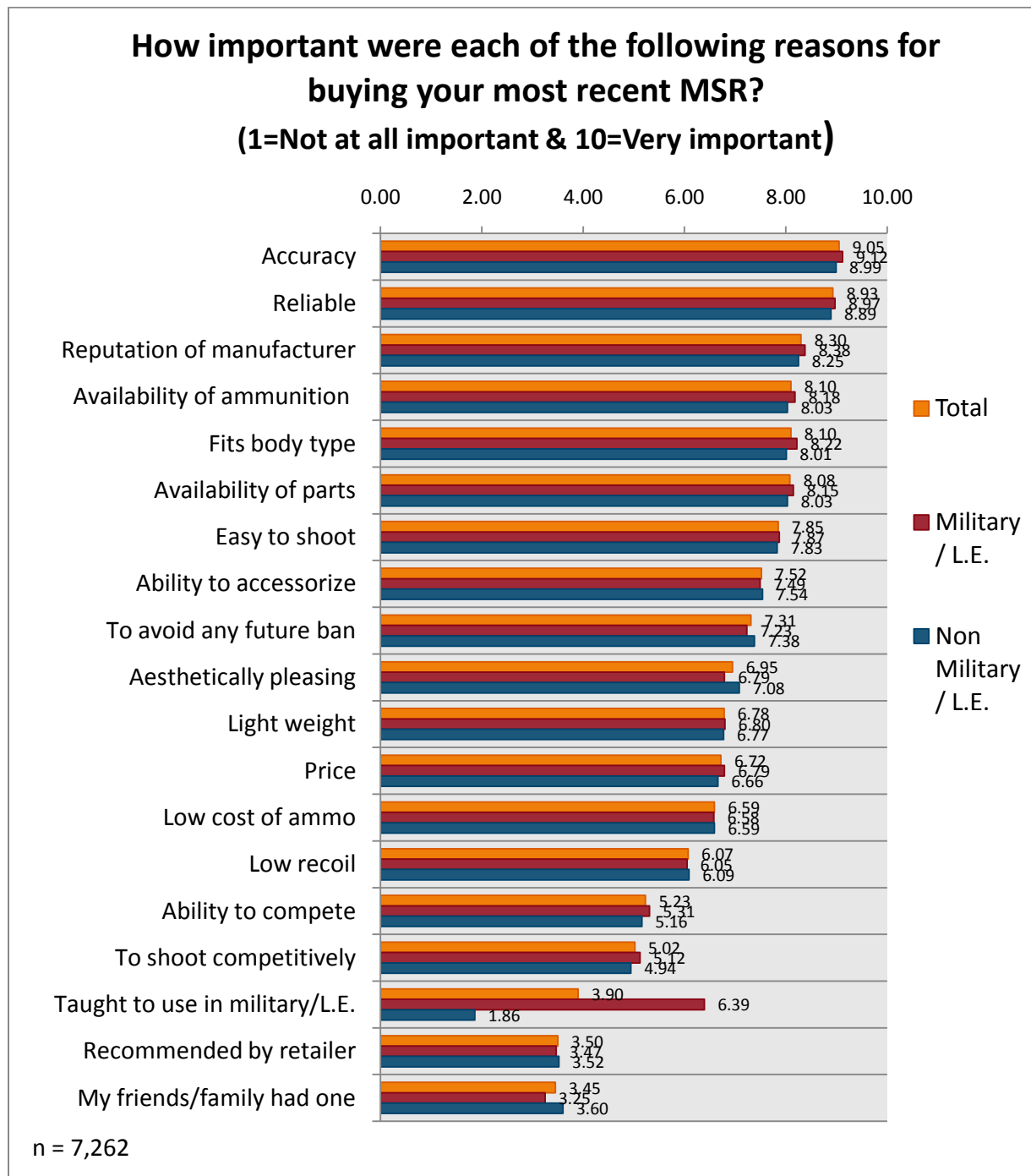
- 52% of MSR owners paid under \$1,000 for their most recent MSR.
- The average amount spent was \$1,083.

5.8 Place of purchase



- Independent retail accounted for 39% of all recent MSR purchases.
- A quarter of all recent MSR purchases were made over the internet.
- Top “other” responses, 1) Individual/Private Sale/Face to Face, 2) Purchased from friend or family, 3) Custom built/parts from a variety of sources.

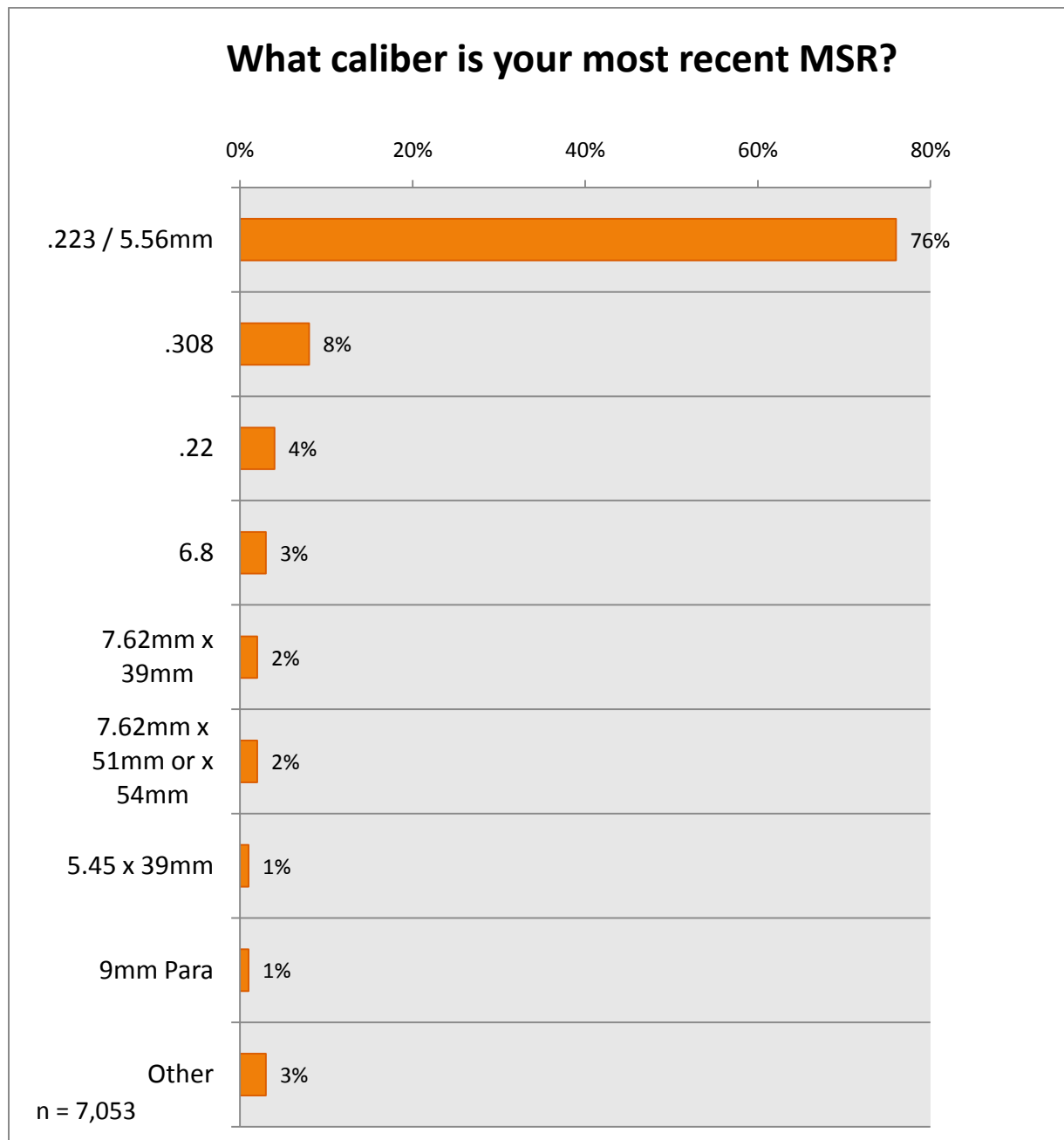
5.9 Reasons for purchase



- The top 5 reasons for buying their most recent MSR were:
 1. Accuracy
 2. Reliability
 3. Reputation of manufacturer
 4. Availability of ammunition
 5. Fits body type/Good ergonomics

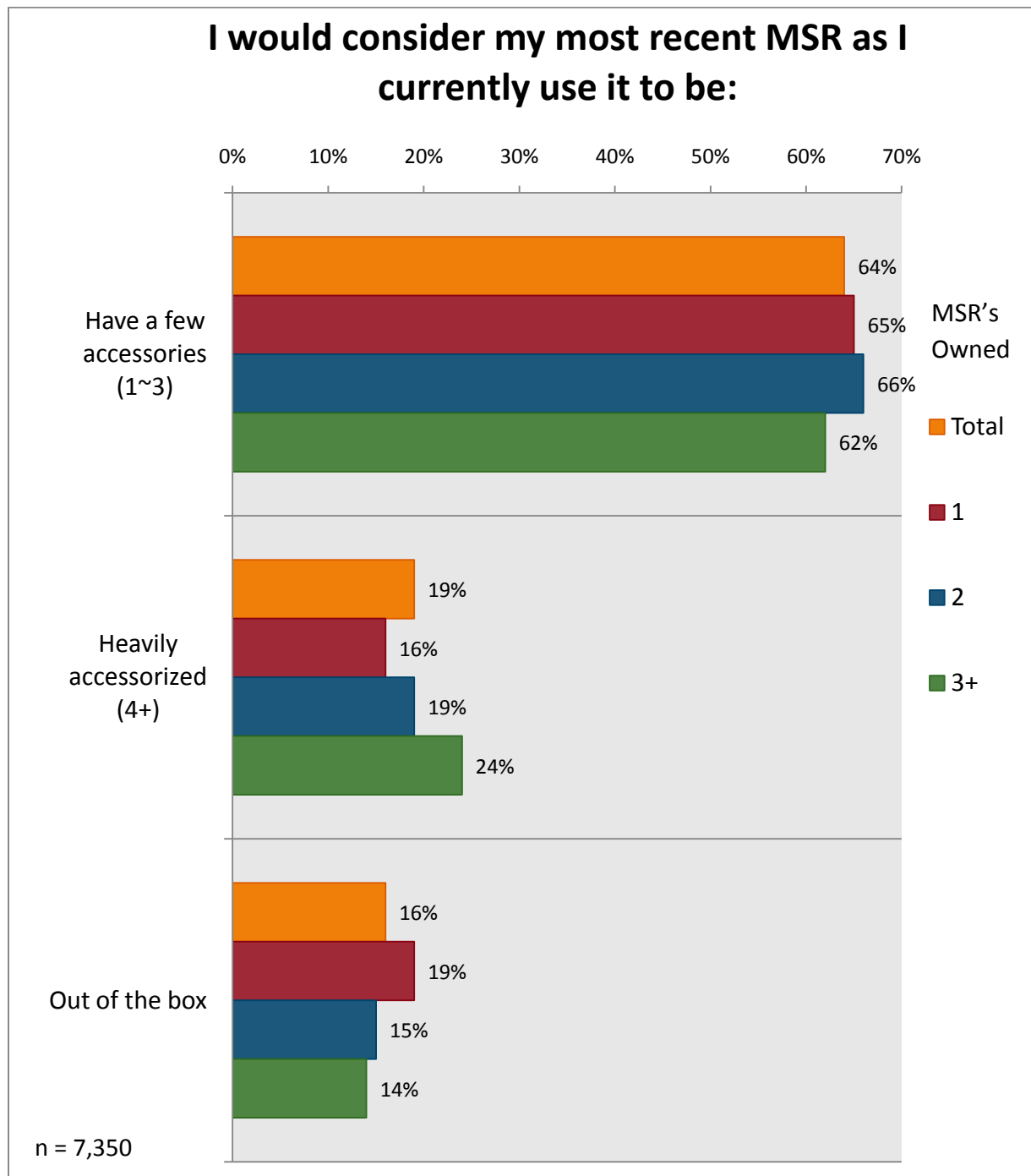
6 MSR AND ACCESSORY SPECIFICATION

6.1 MSR Caliber



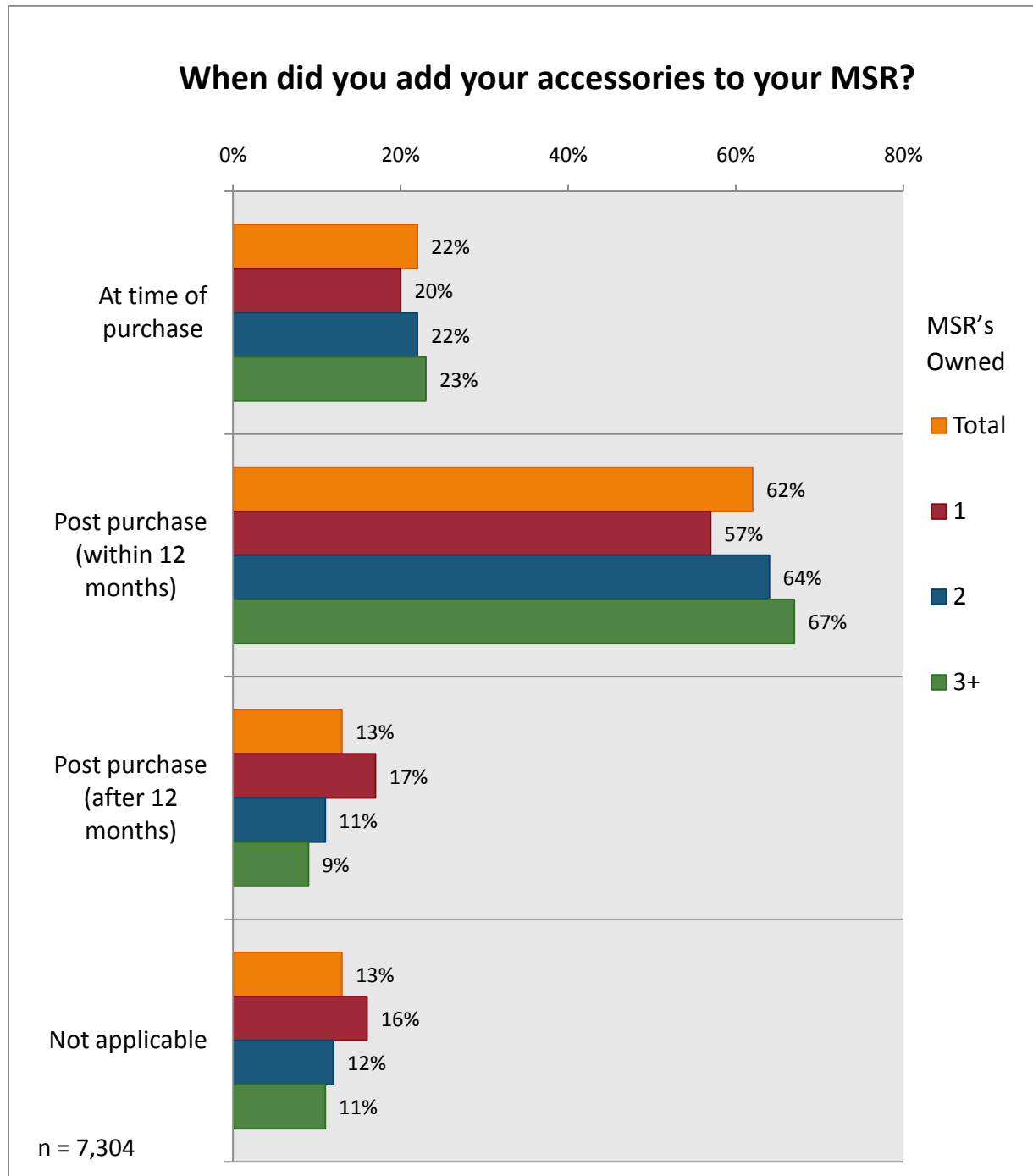
- Three-quarters of recent MSR purchases were chambered in .223 / 5.56mm.

6.2 Level of accessories



- Multiple MSR owners tend to accessorize their MSRs to a greater extent.
- Only 16% of MSRs are operated “out of the box” with no accessories.
- Two-thirds of MSRs have 1-3 accessories fitted.

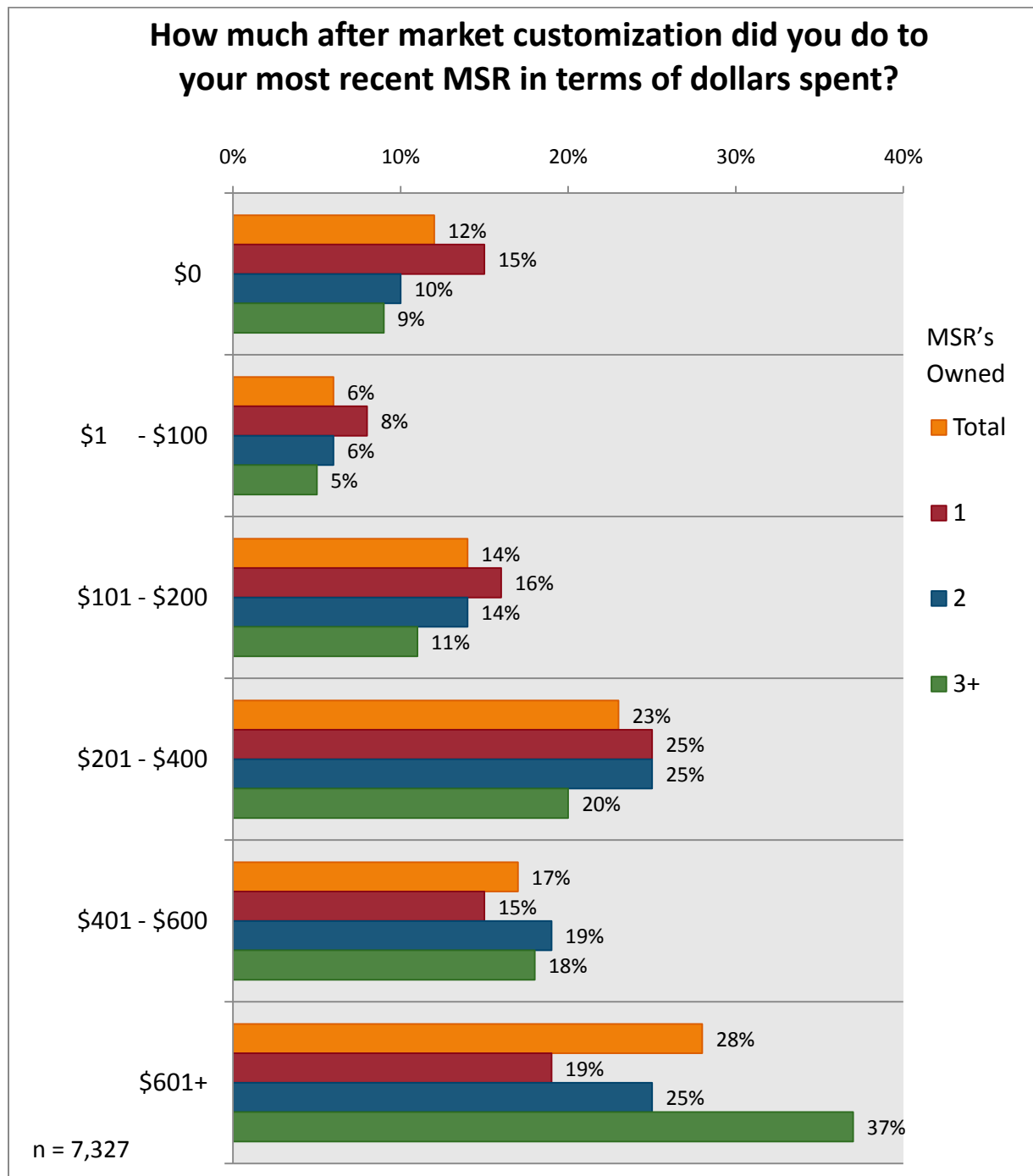
6.3 When accessorized



- Around one-quarter of MSRs are accessorized at the time of purchase.
- Just under two-thirds of MSR owners accessorize within the first 12 months after purchase.

* Multiple selections allowed. Responses do not add up to 100%

6.4 Amount spent on accessories



- Just over a quarter of MSR owners spent \$600 or more on accessories for their most recent MSR purchases. This rises to 37% for those owning 3 or more MSRs.
- \$436 is the average amount spent by MSR owners for after-market customization.

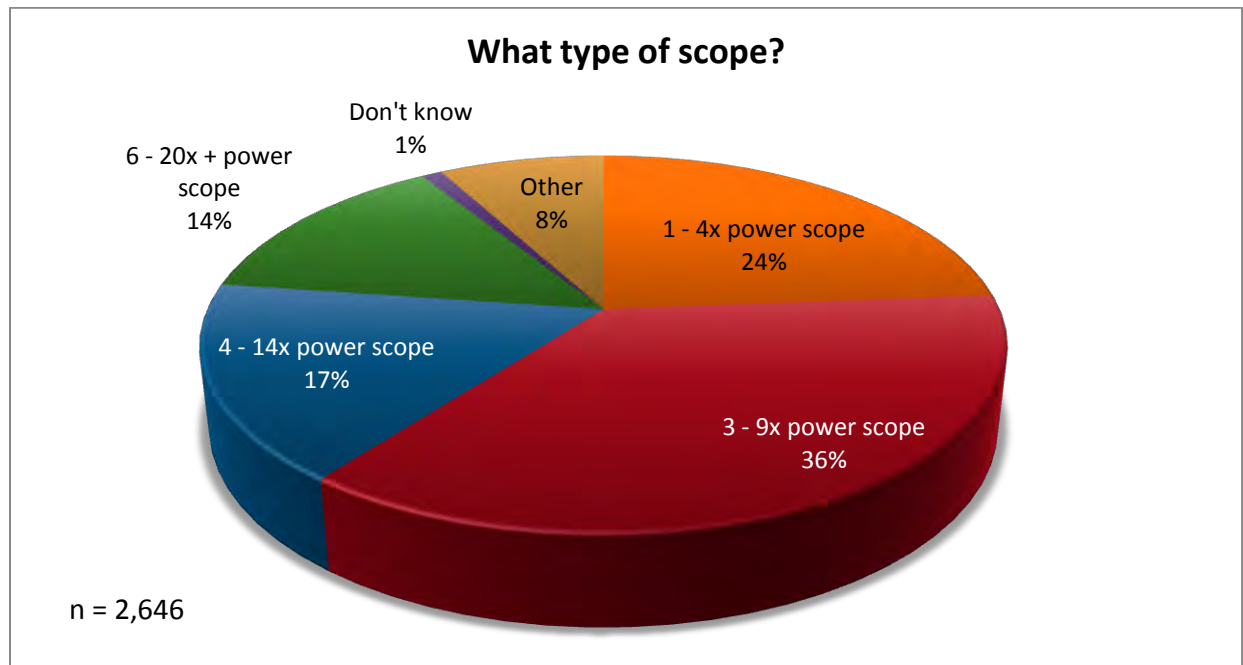
6.5 Optics

The following table shows the optics fitted to the most recent MSR purchases:

	Primary	Secondary
Iron sights	27%	41%
Scope	42%	7%
Red dot	28%	9%
Laser designator	2%	7%
Other	1%	1%
NONE	0%	35%
	100%	100%

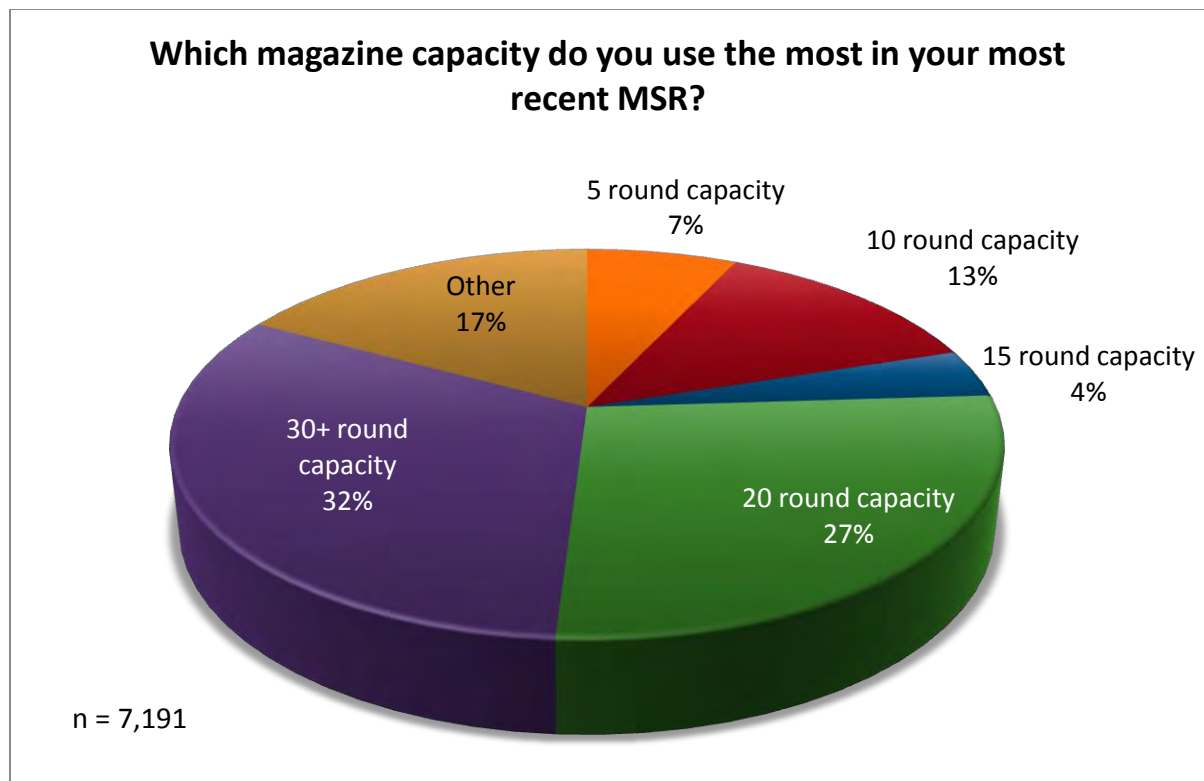
n = 7,302

6.6 Scope



- 3-9x power is the most popular scope with 36%
- A quarter of MSRs have 1-4x power scopes
- Top "other" response 2-7x power scope

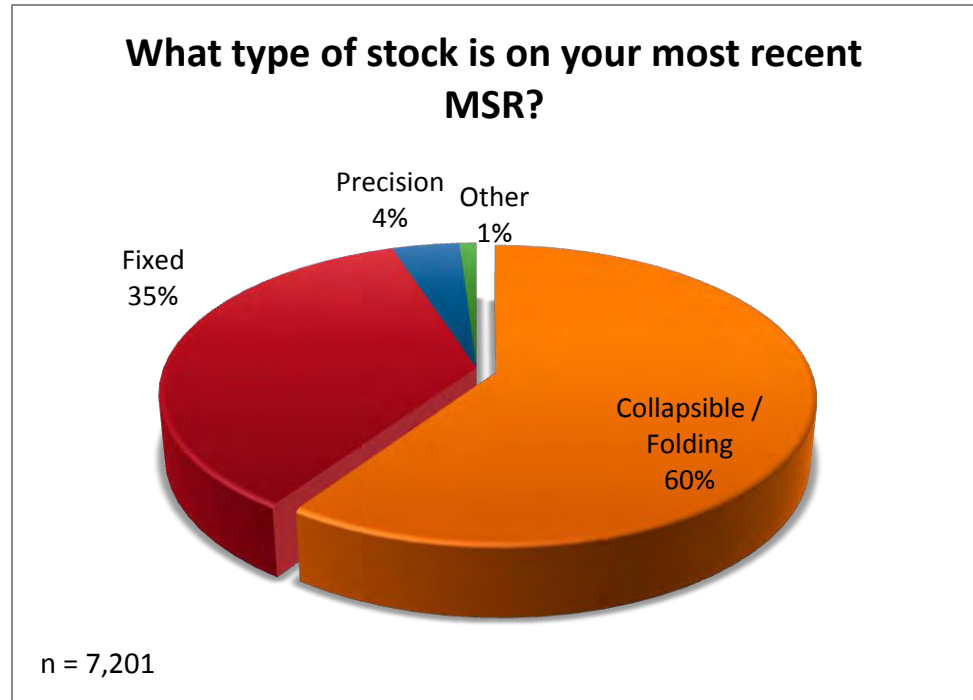
6.7 Magazine capacity



- A third of all MSR owners use 30+ round capacity magazines in their most recent MSR purchase.
- The next most popular magazine capacity is 20 round.
- Top “other” responses: 25 round & multiple magazines owned

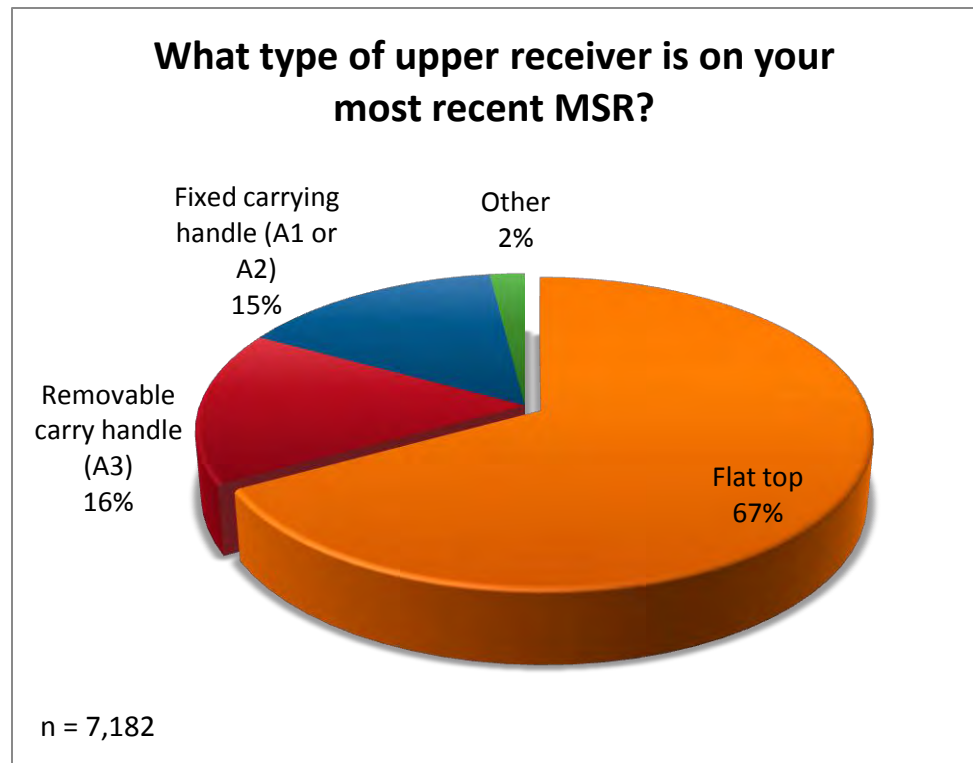
6.8 Stock type

- 60% of MSR owners use a collapsible/folding stock



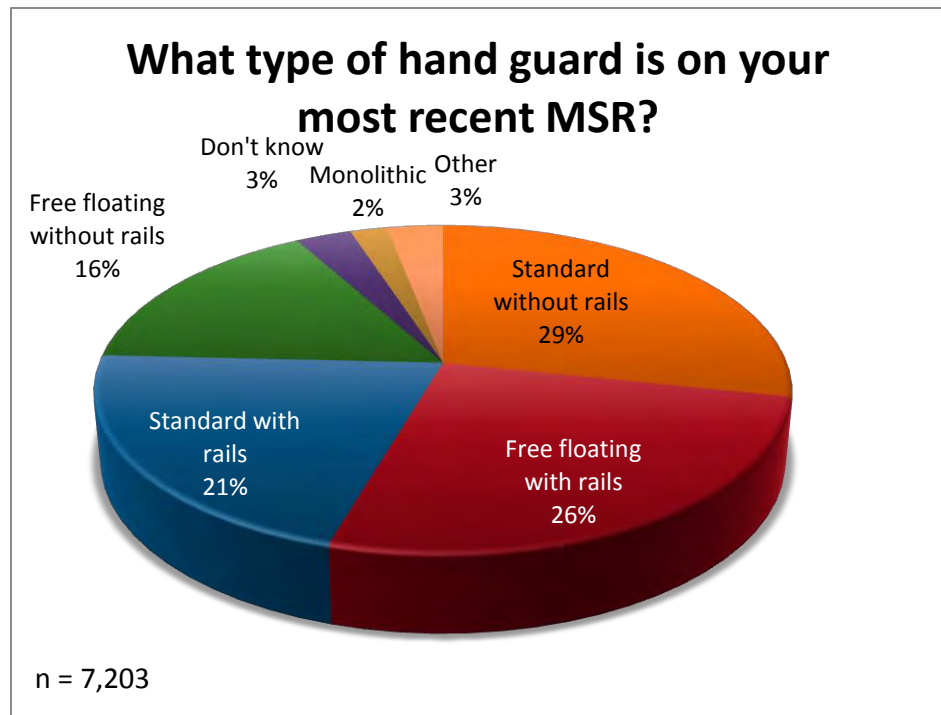
6.9 Upper receiver

- Nearly 7 out of 10 of the most recent MSRs purchased had flat top upper receivers



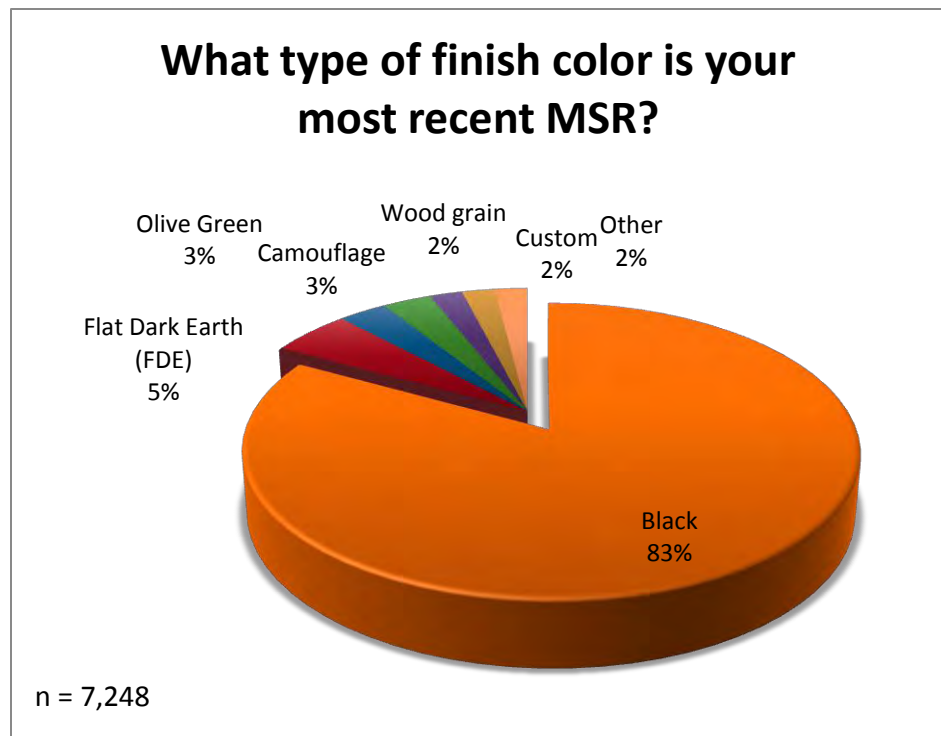
6.10 Hand guard

- MSR owners are evenly split on having rails or not having rails on their MSR



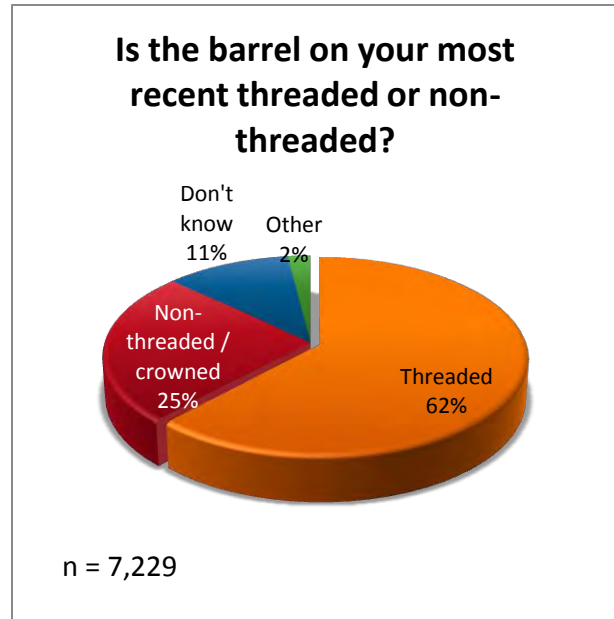
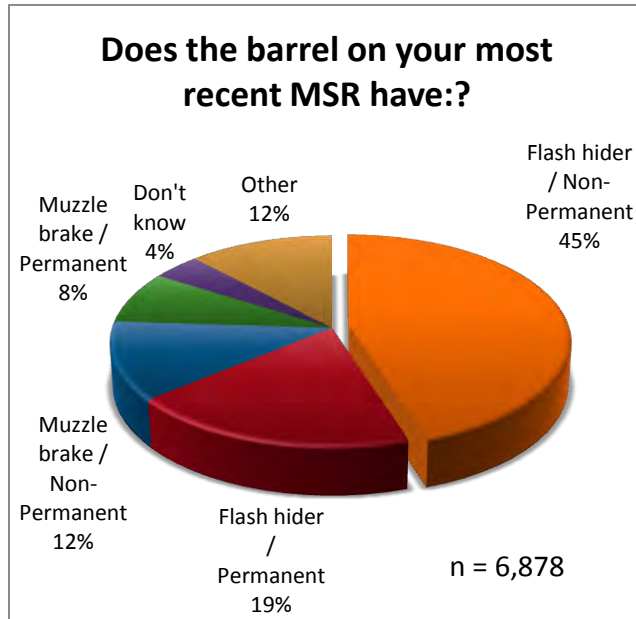
6.11 Finish color

- Black is by far the most popular finish color with 83% of recent MSRs.

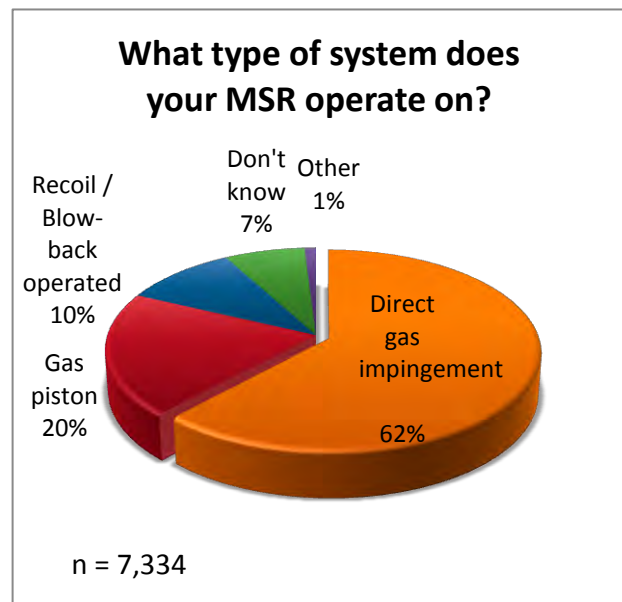
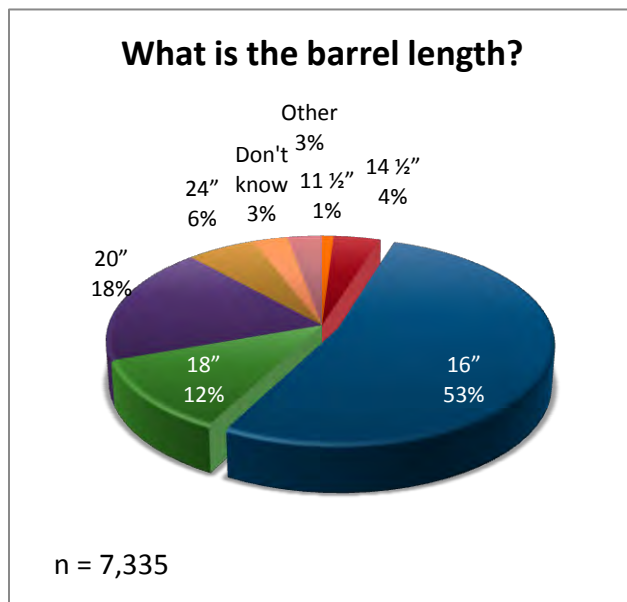


6.12 Barrel and Operation

- 62% of most recent MSRs had a threaded barrel, 64% had a flash hider, 54% had a 16" barrel and 62% operate on a direct gas impingement.

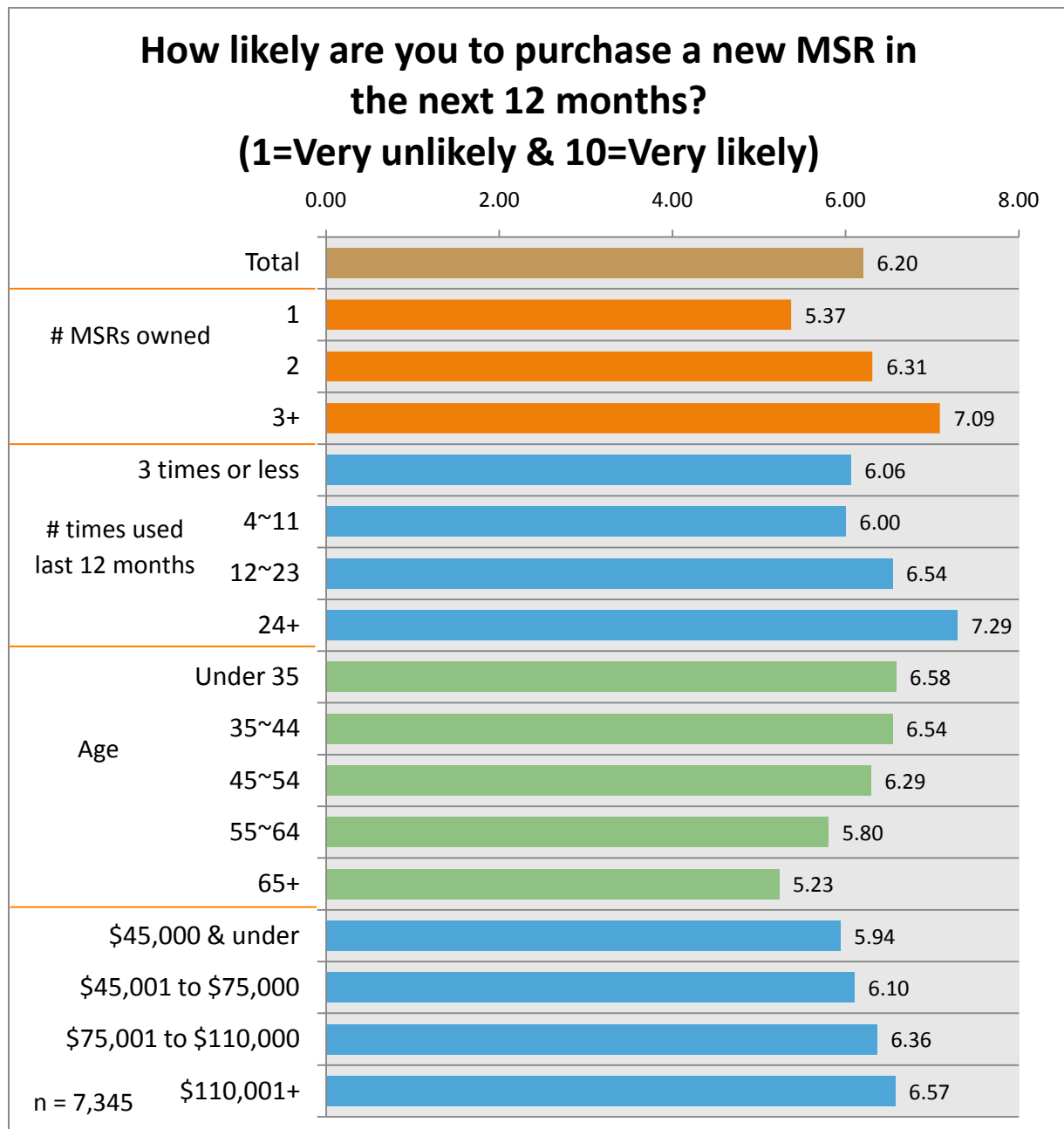


- Top "other" responses include:
 1) neither flash hider or muzzle break



7 FUTURE PURCHASE INTENTIONS

7.1 Likelihood of buying a new MSR in next 12 months



The most likely sub-groups to buy a new MSR in the next 12 months are:

- Multiple MSR owners
- Frequent users
- The more affluent groups
- The under 35s.

7.2 Currently own and likely to buy

	Currently Own (% of respondents)	Plan to buy in next 12 months (% of respondents)
Rifle sling	81%	12%
Soft carrying case	70%	10%
Mounted rifle scope	68%	16%
Hard carrying case	61%	10%
Backup iron sights	59%	10%
Tactical flashlight	58%	16%
Spotting scope	52%	18%
Bipod	51%	17%
Railed handguard	51%	15%
Vertical foregrip	40%	15%
Stock upgrade	39%	15%
Tactical apparel	37%	11%
Trigger upgrade	33%	24%
Range finder	32%	23%
Laser optic	26%	17%
Night vision	10%	18%
Laser designator	10%	10%
Sound suppressor	6%	19%

n = 6,188 – 7,054

Top 5 most owned:

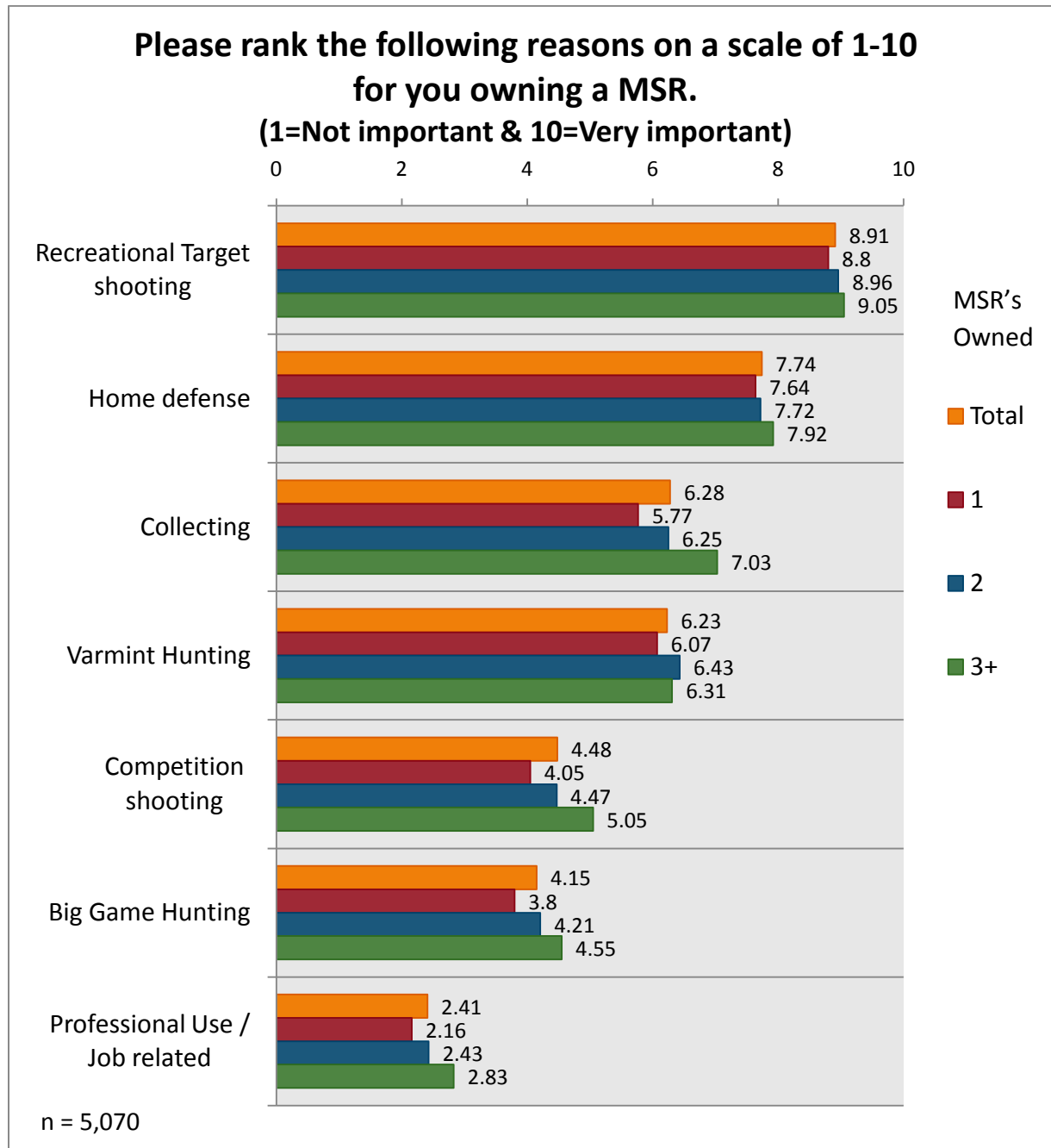
1. Rifle sling
2. Soft carrying case
3. Mounted rifle scope
4. Hard carrying case
5. Backup iron sights

Top 5 most likely to buy in next 12 months:

1. Trigger upgrade
2. Range finder
3. Sound suppressor
4. Spotting scope
5. Night vision

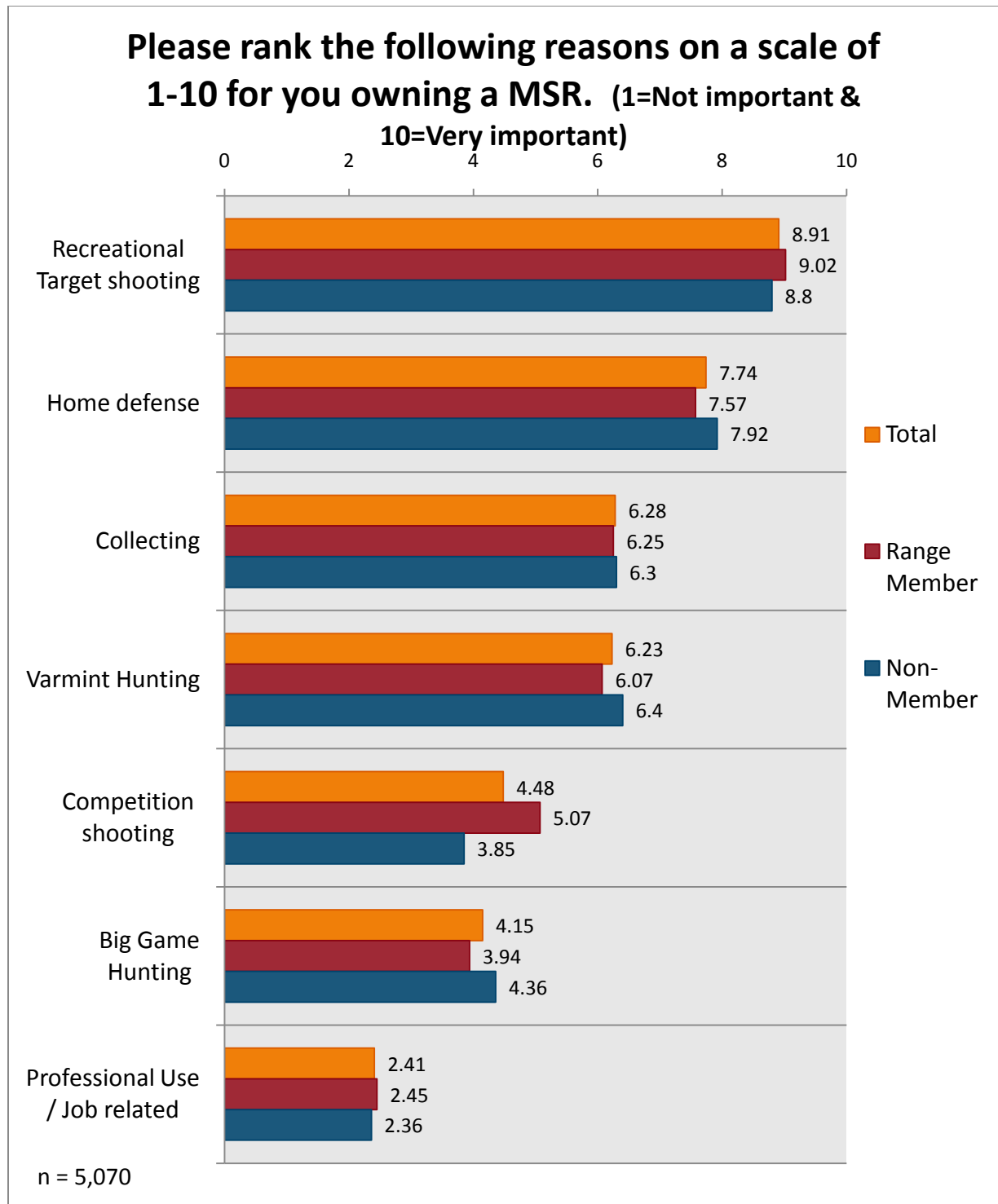
8 MSR USAGE

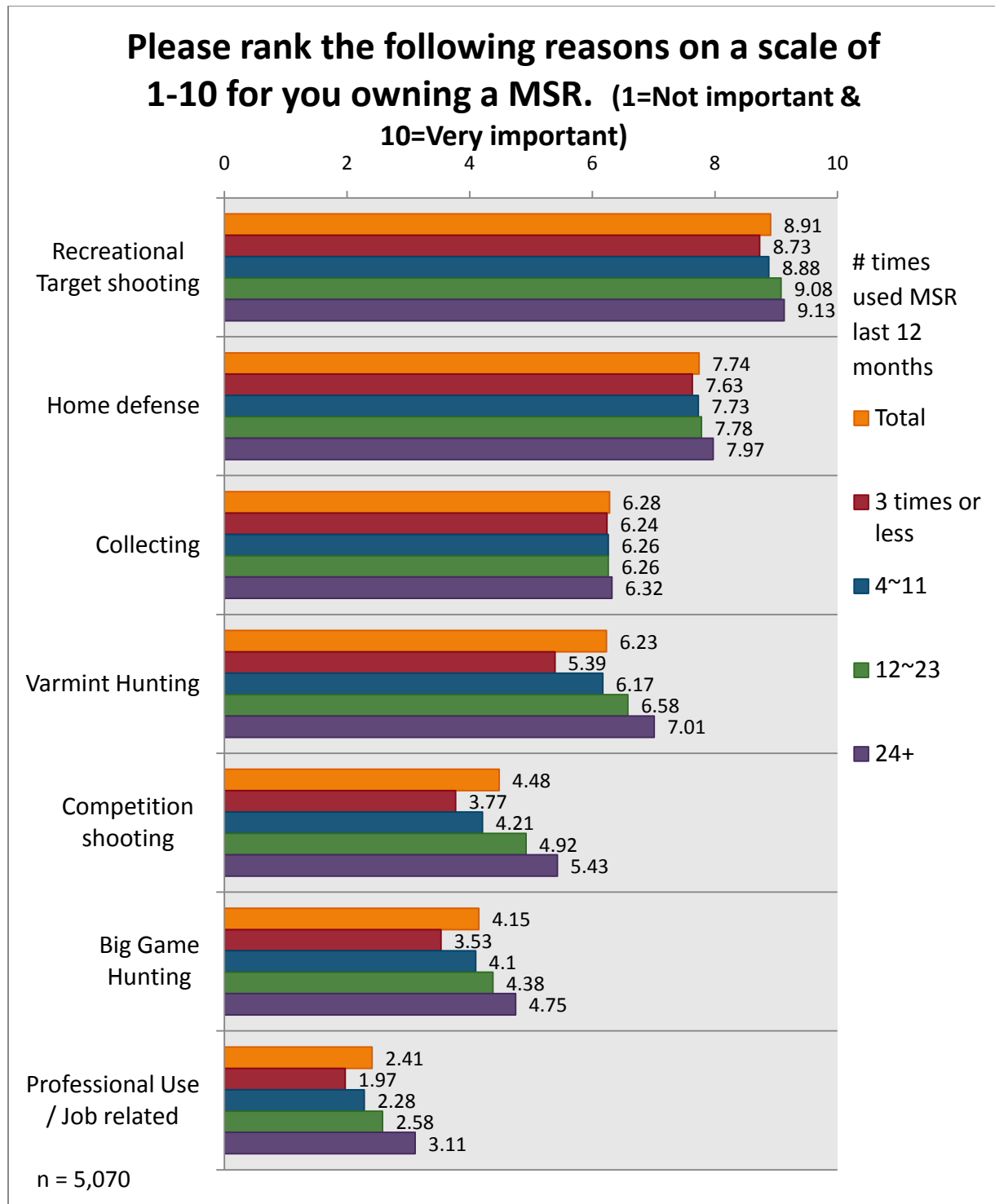
8.1 Reasons for owning MSR



Multiple MSR owners give higher importance ratings for:

- Collecting
- Competition shooting
- Big game hunting
- Professional use.

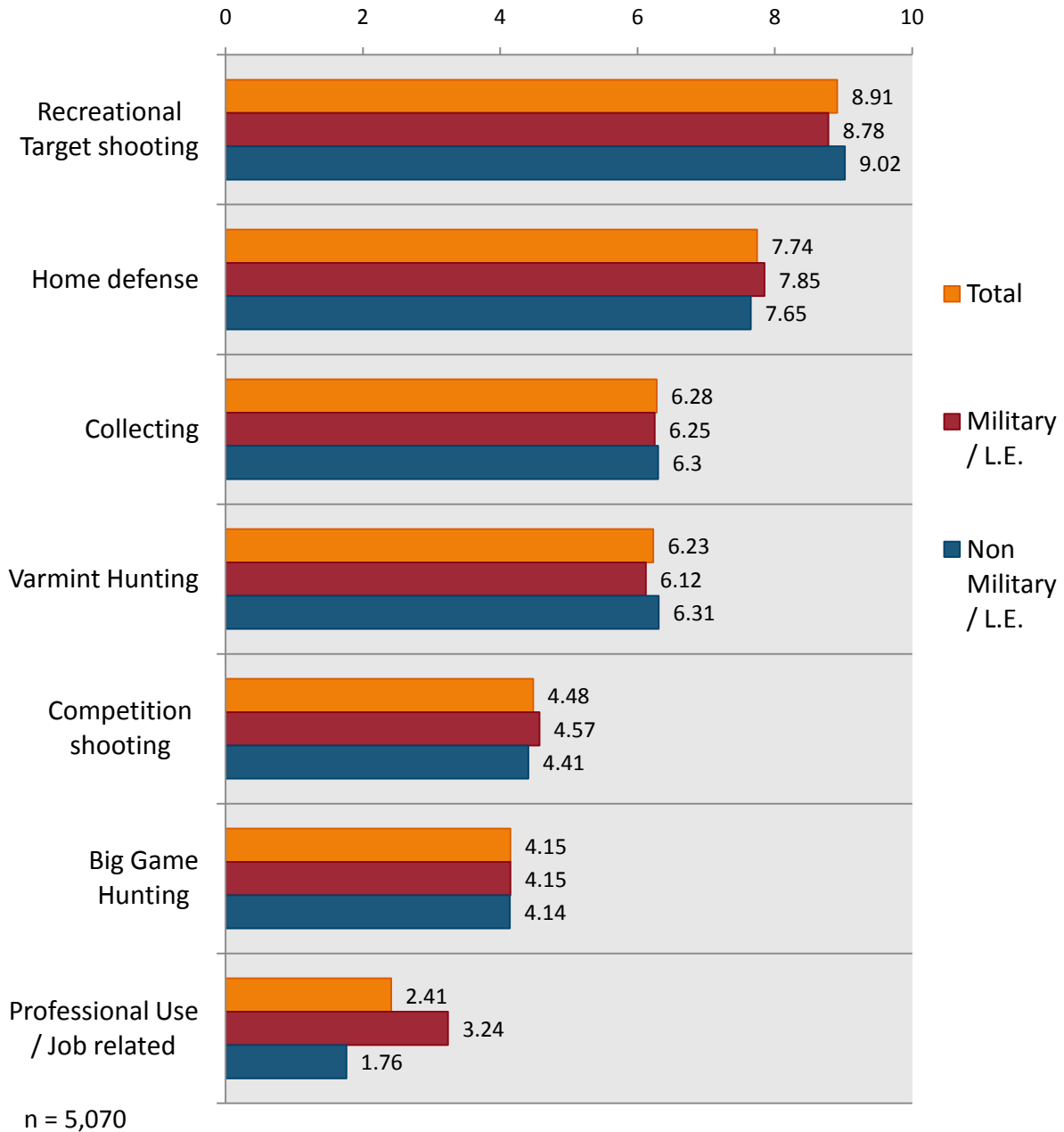




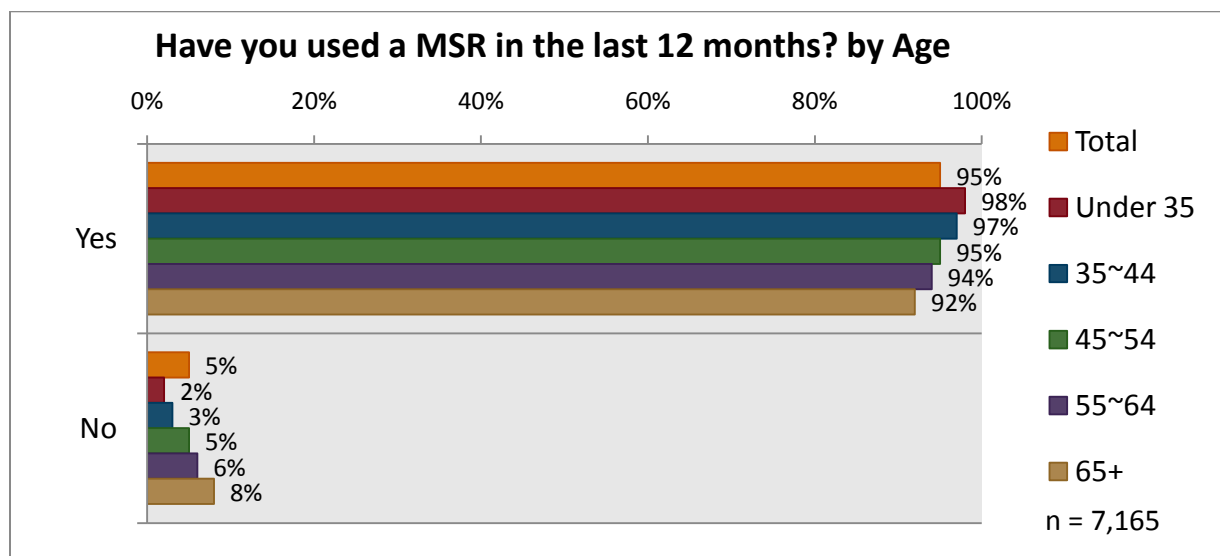
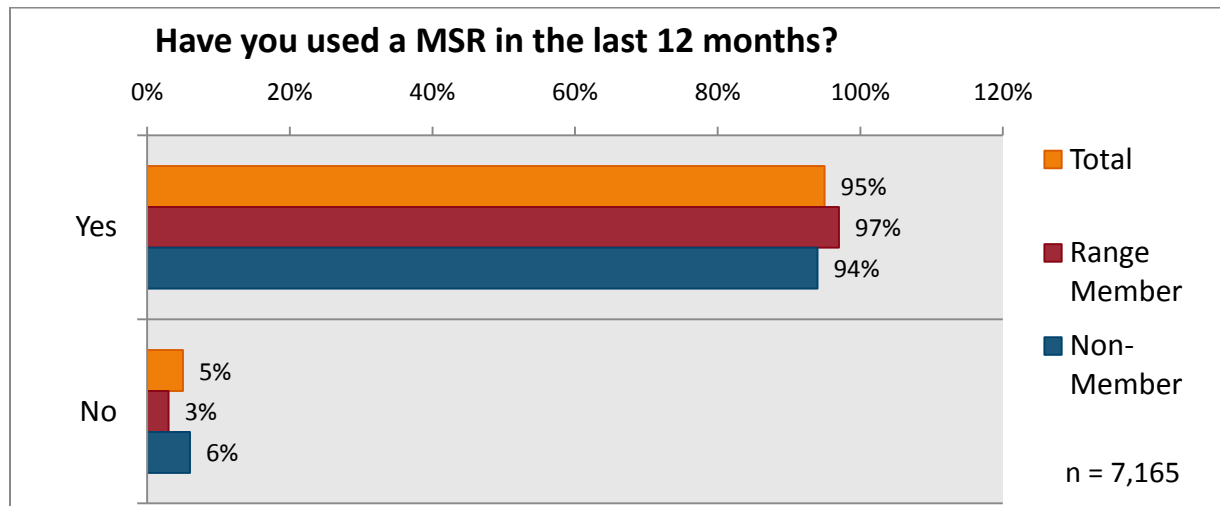
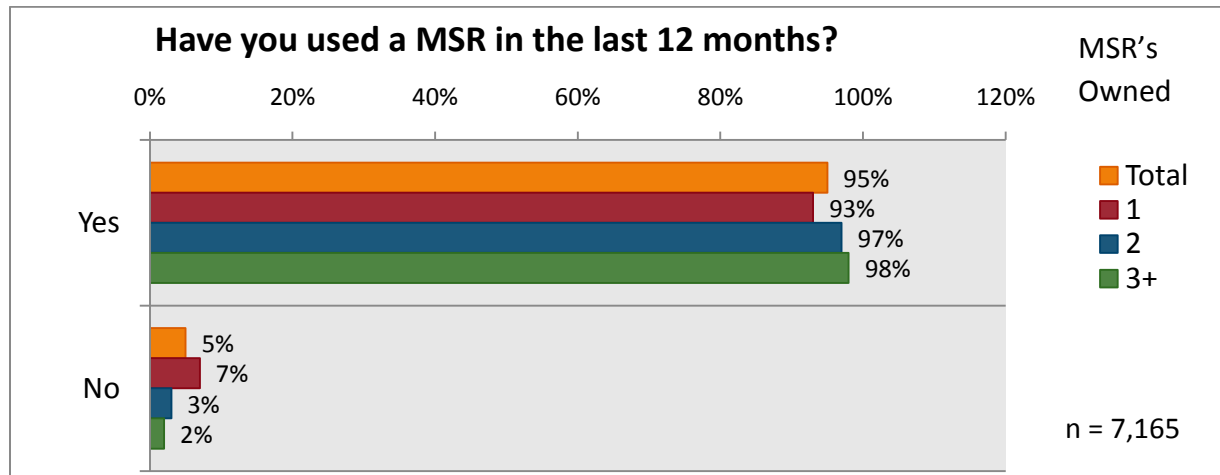
Avid users (24+ times used per year) give higher importance ratings for:

- Varmint and big game hunting
- Competition shooting
- Professional use

Please rank the following reasons on a scale of 1-10 for you owning a MSR. (1=Not important & 10=Very important)

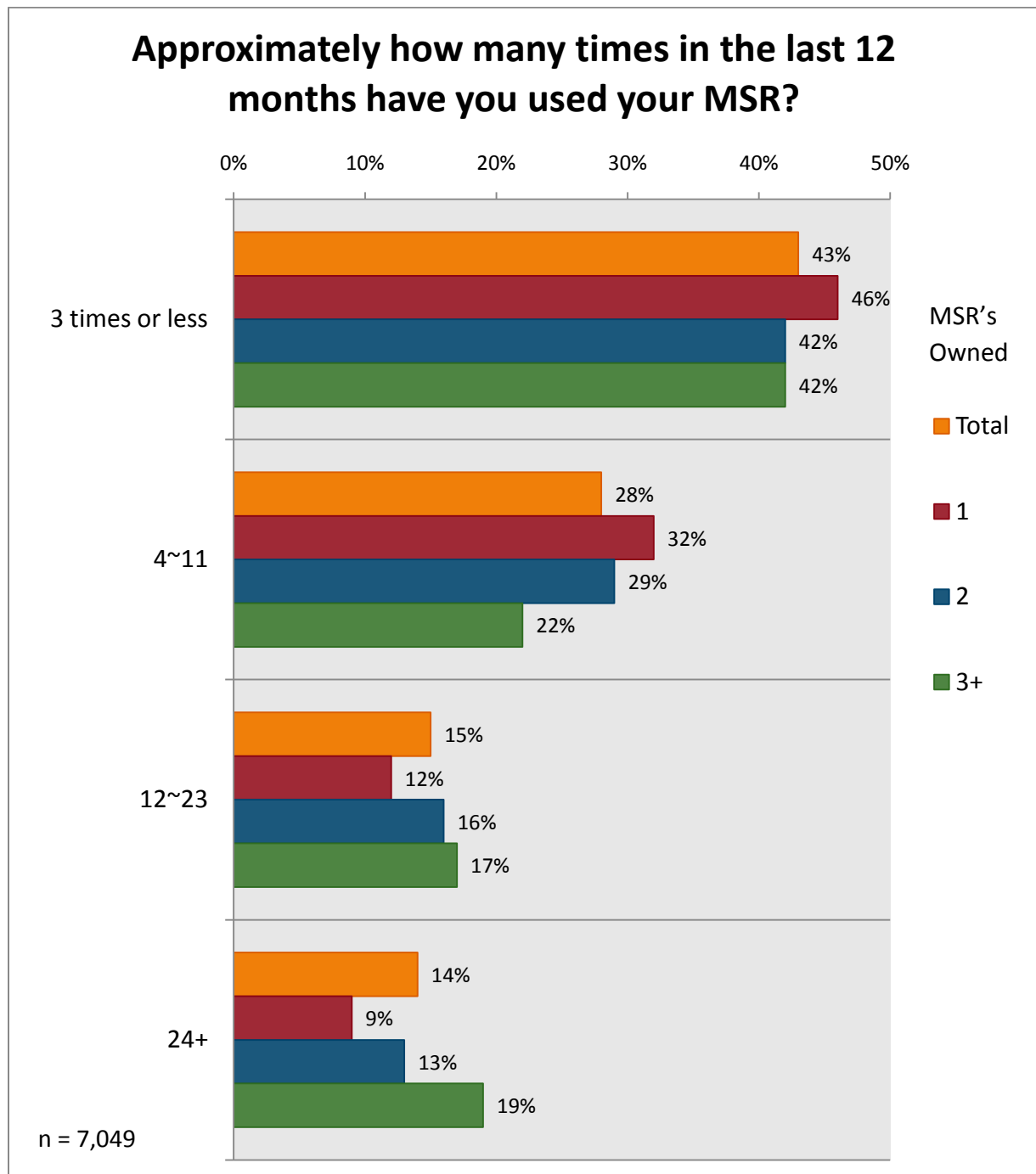


8.2 Usage

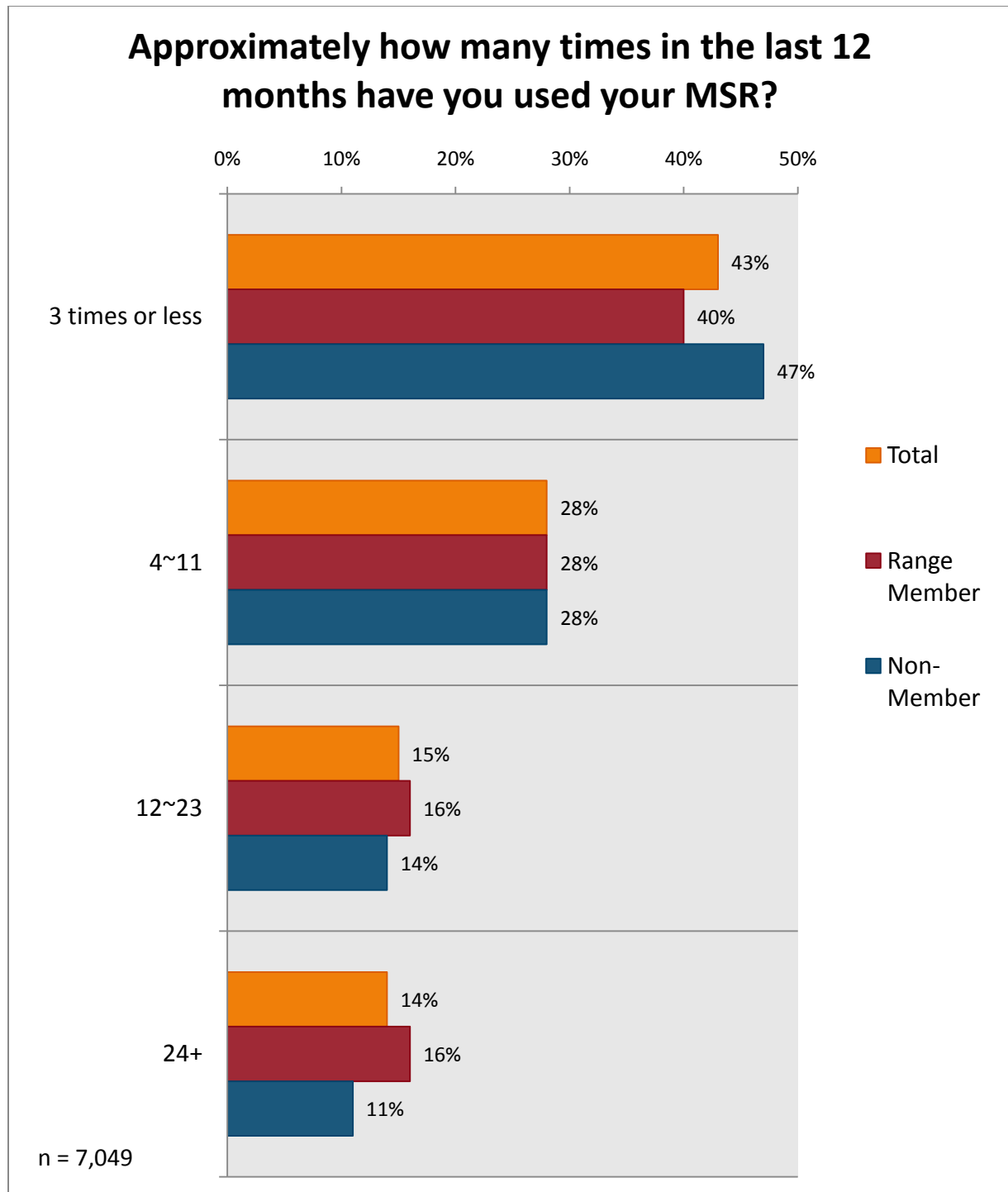


Usage patterns are very similar across most sub-groups. Younger, range members and multiple MSR owners tend to use their MSRs more.

8.3 Frequency of usage



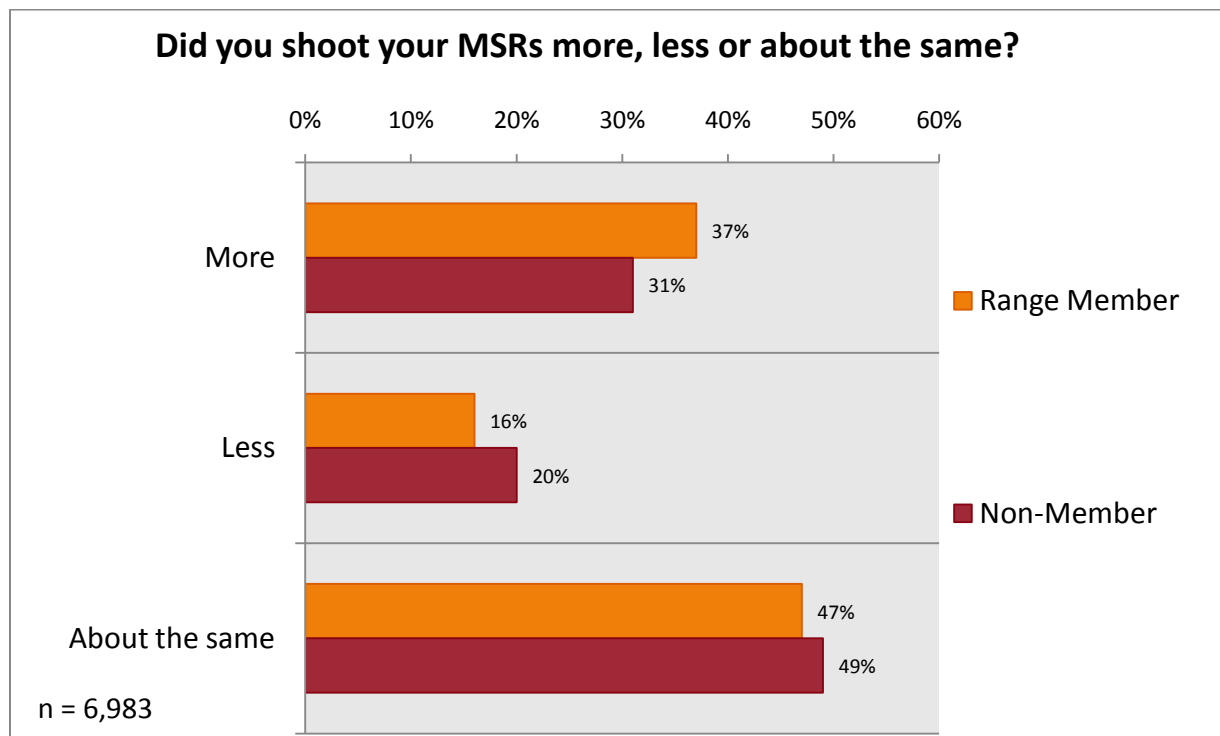
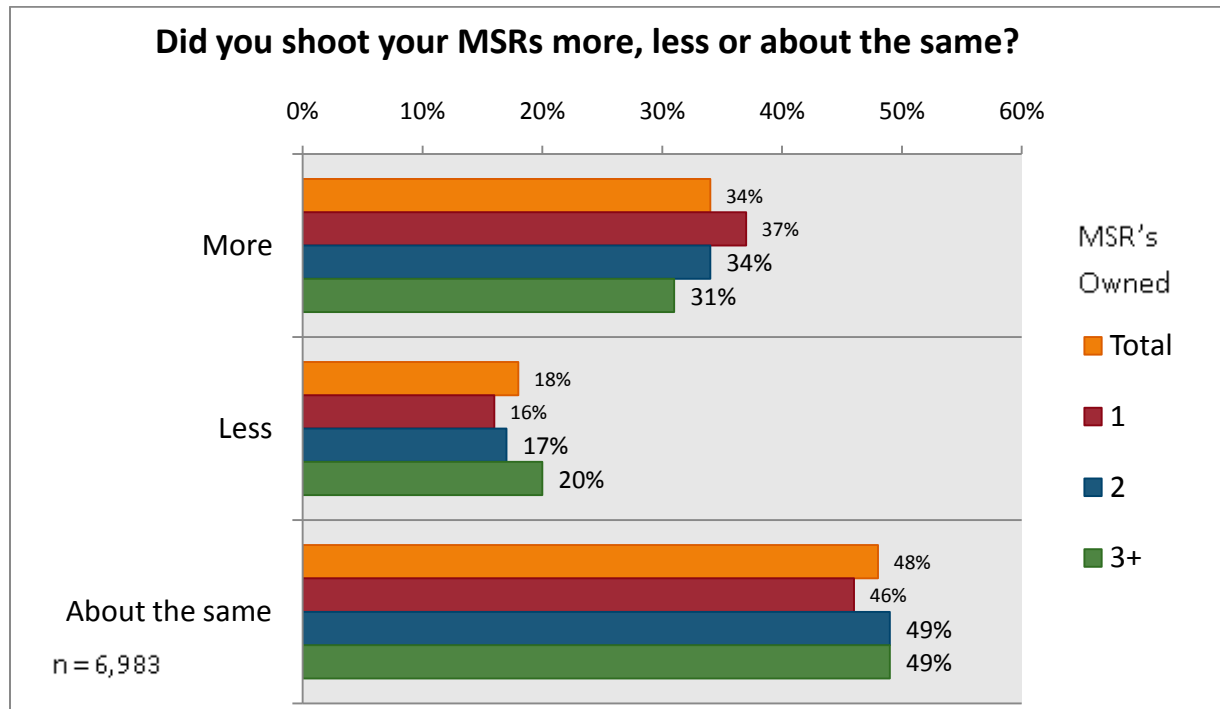
- The average times used among all MSR users was 16.7 times in the last 12 months.



Usage frequency is higher among:

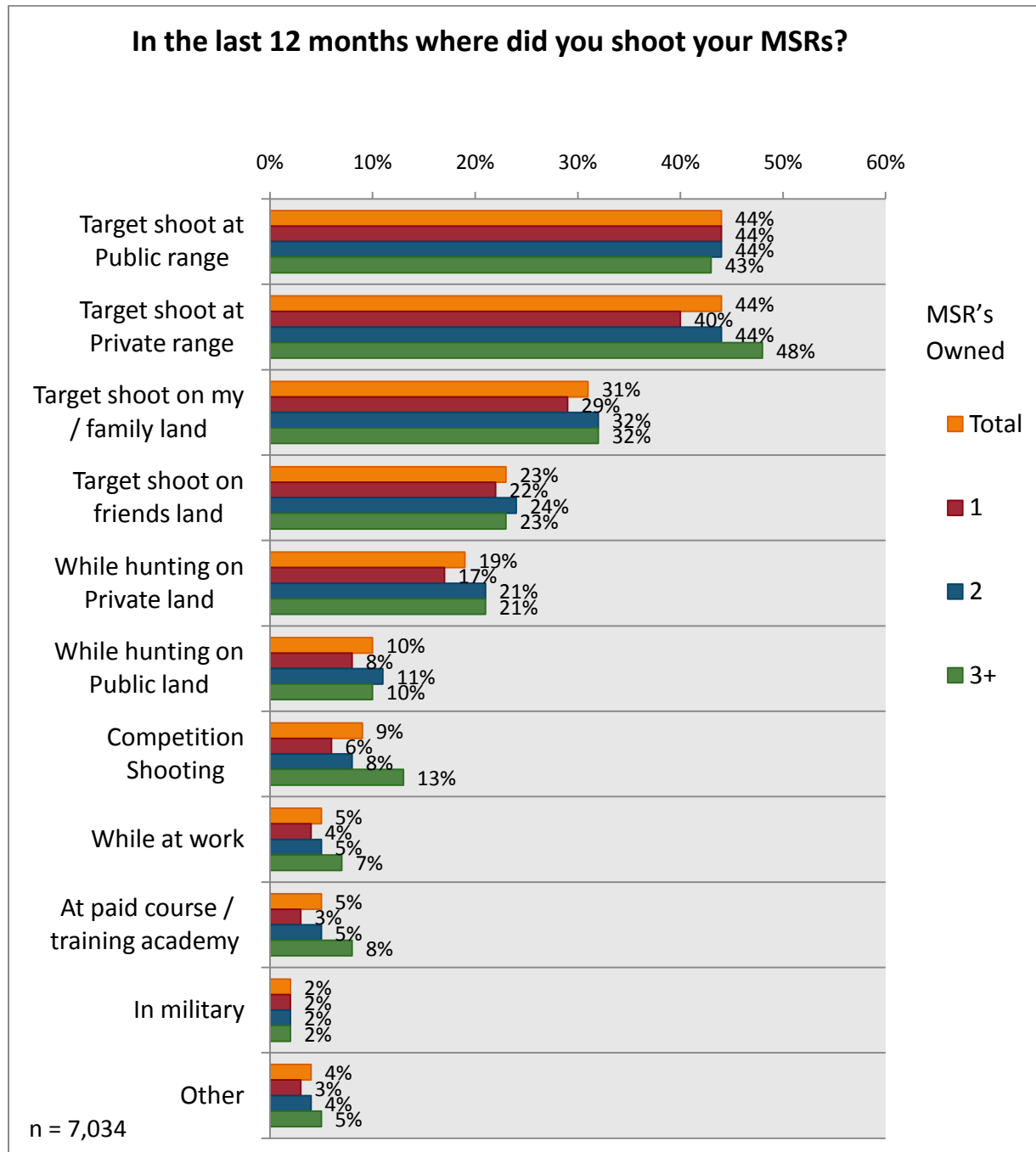
- Range members
- Multiple MSR owners.

8.4 Year/Year MSR Usage

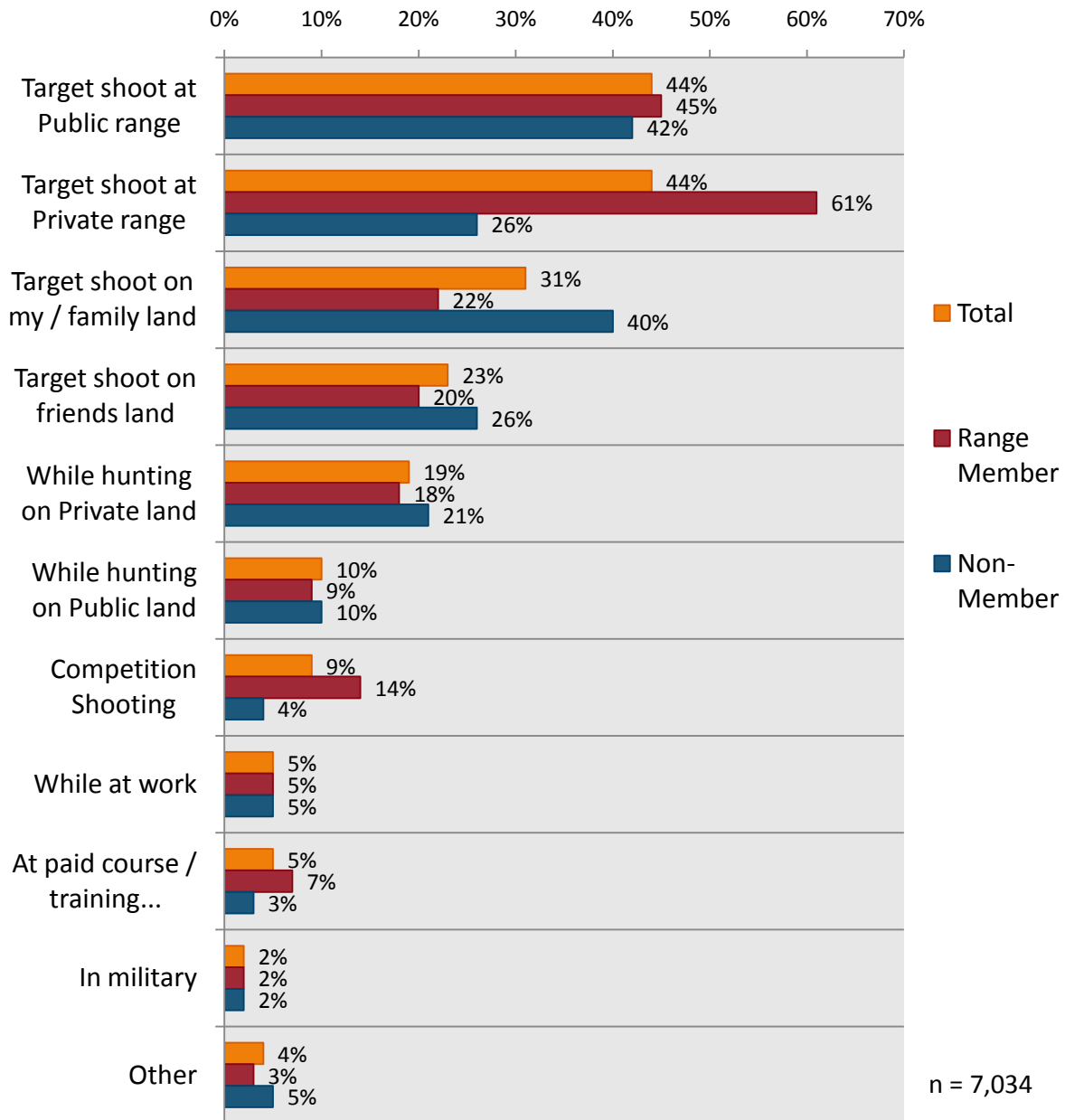


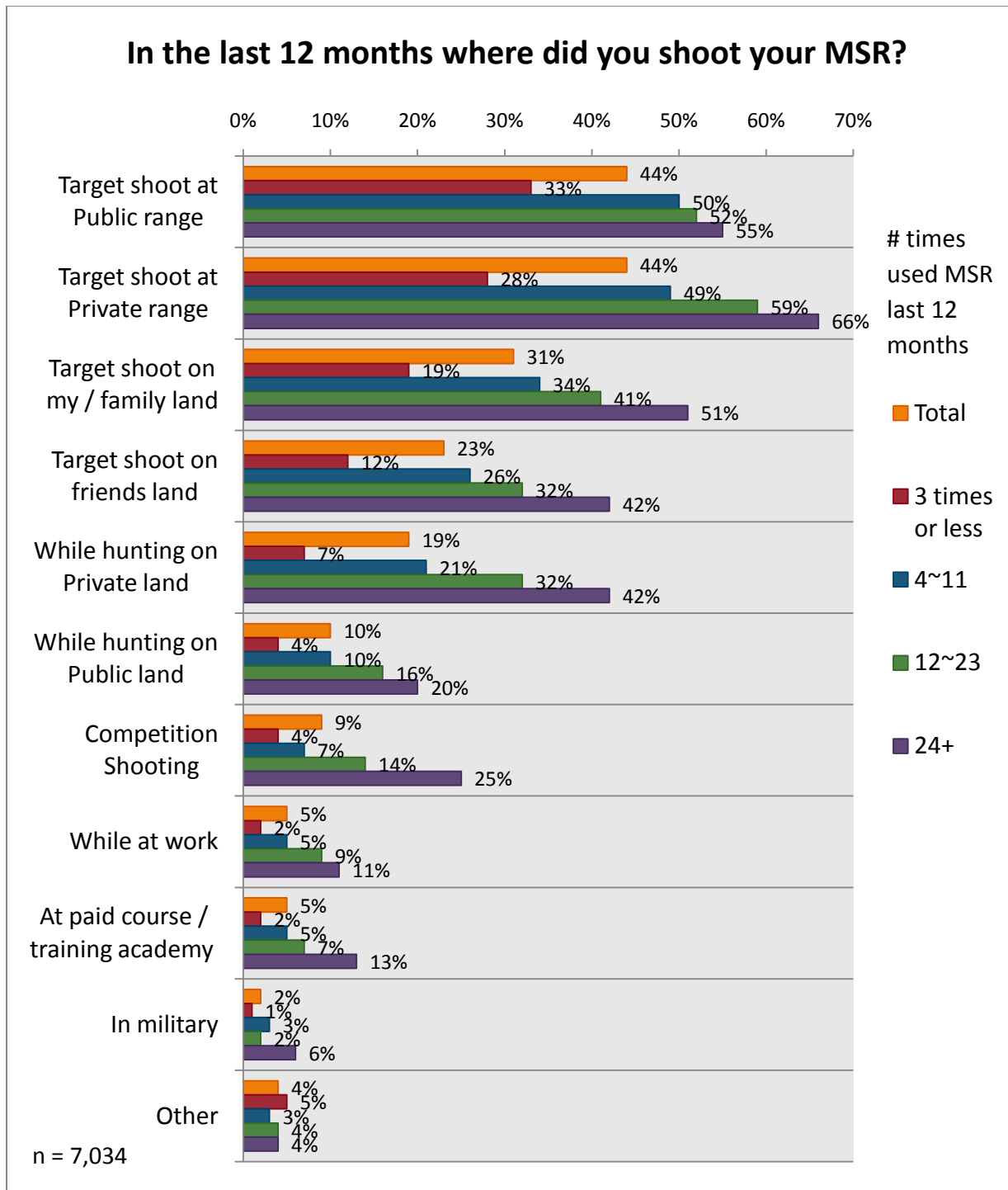
Range members were more likely to have increased their usage over the last 12 months compared to the previous year.

8.5 Where used



In the last 12 months where did you shoot your MSR?

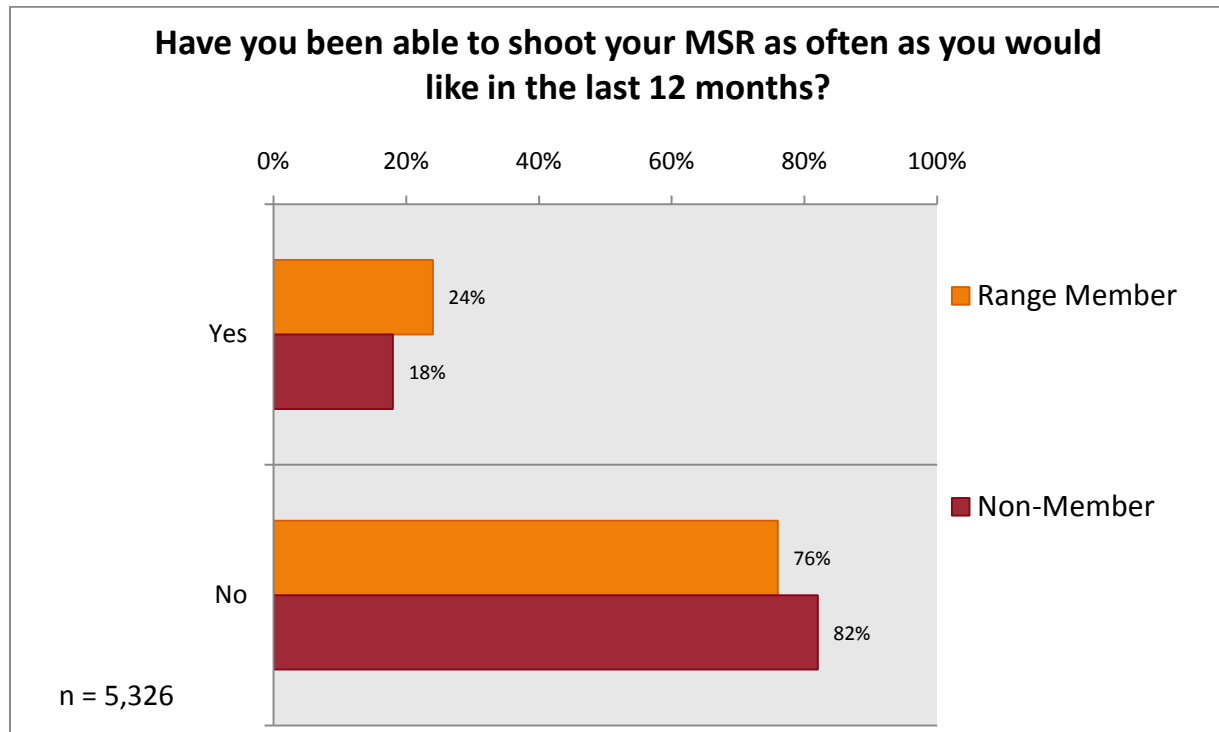




Multiple MSR owners are relatively more likely to shoot:

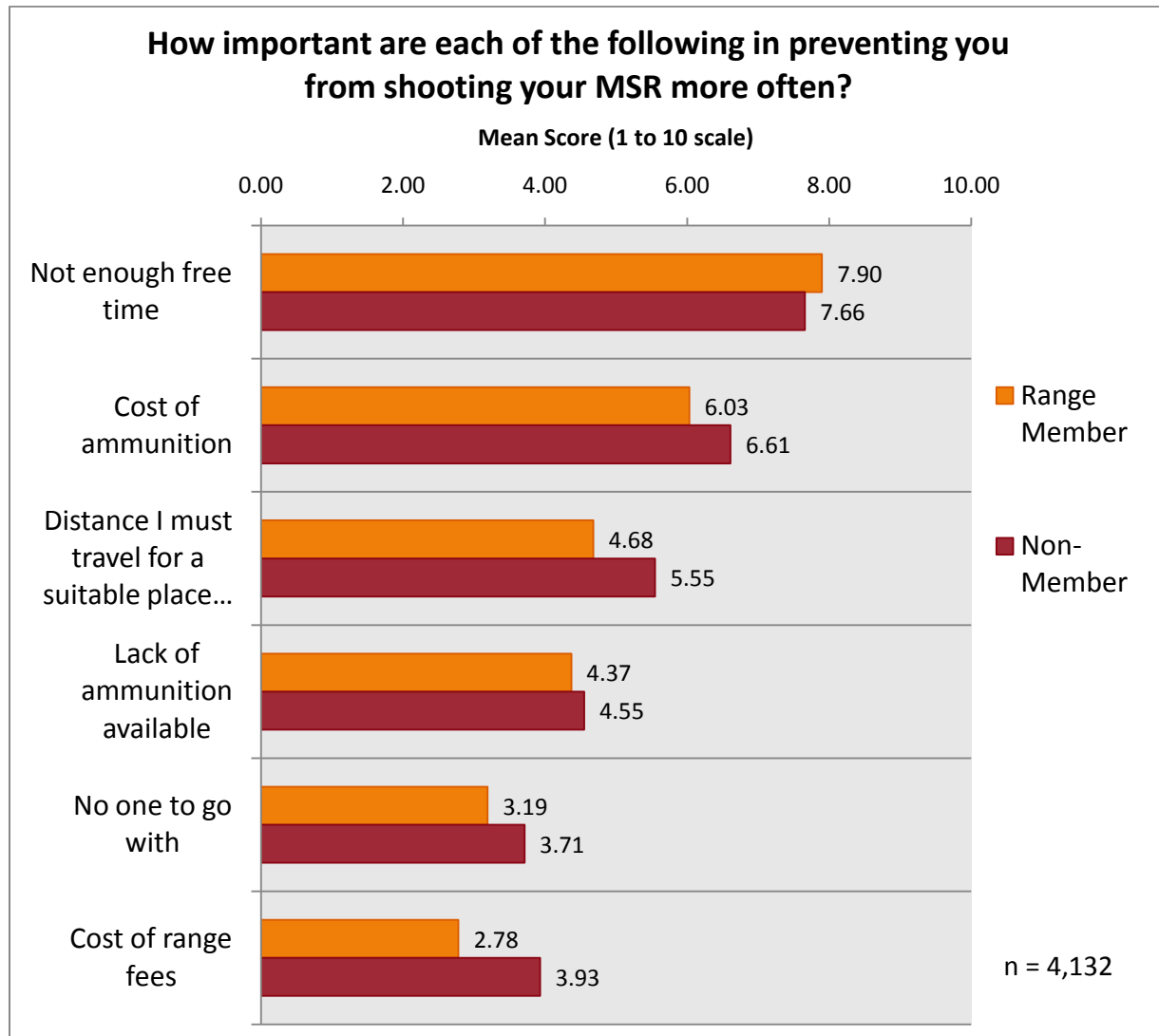
- At a private range
- Competition
- As part of work
- Avid users (shooting 24+ times a year) are more likely to shoot: at all venues.

8.6 Able to shoot MSR as often as would like



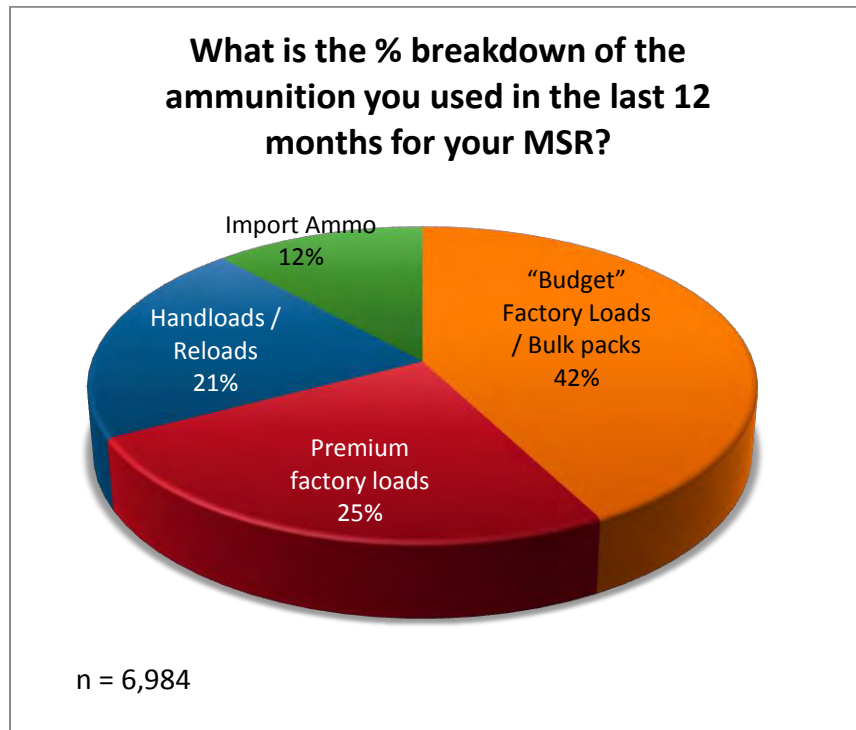
- 82% of non-range members were not able to shoot their MSRs as often as they would like in the last 12 months. Although this drops to 76% for range members there is still the vast majority of MSR owners that don't get to shoot as often as they would like.

8.7 Barriers to shooting MSR more frequently



- Lack of time and the cost of ammunition are the two most important reasons for not being able to shoot as often as they would like.
- Non-range users are more likely to say cost of range fees has an impact but is still placed in the bottom two in terms of importance.

8.9 Ammo used



- Budget factory loads are used 42% of the time with premium loads accounting for 25%.

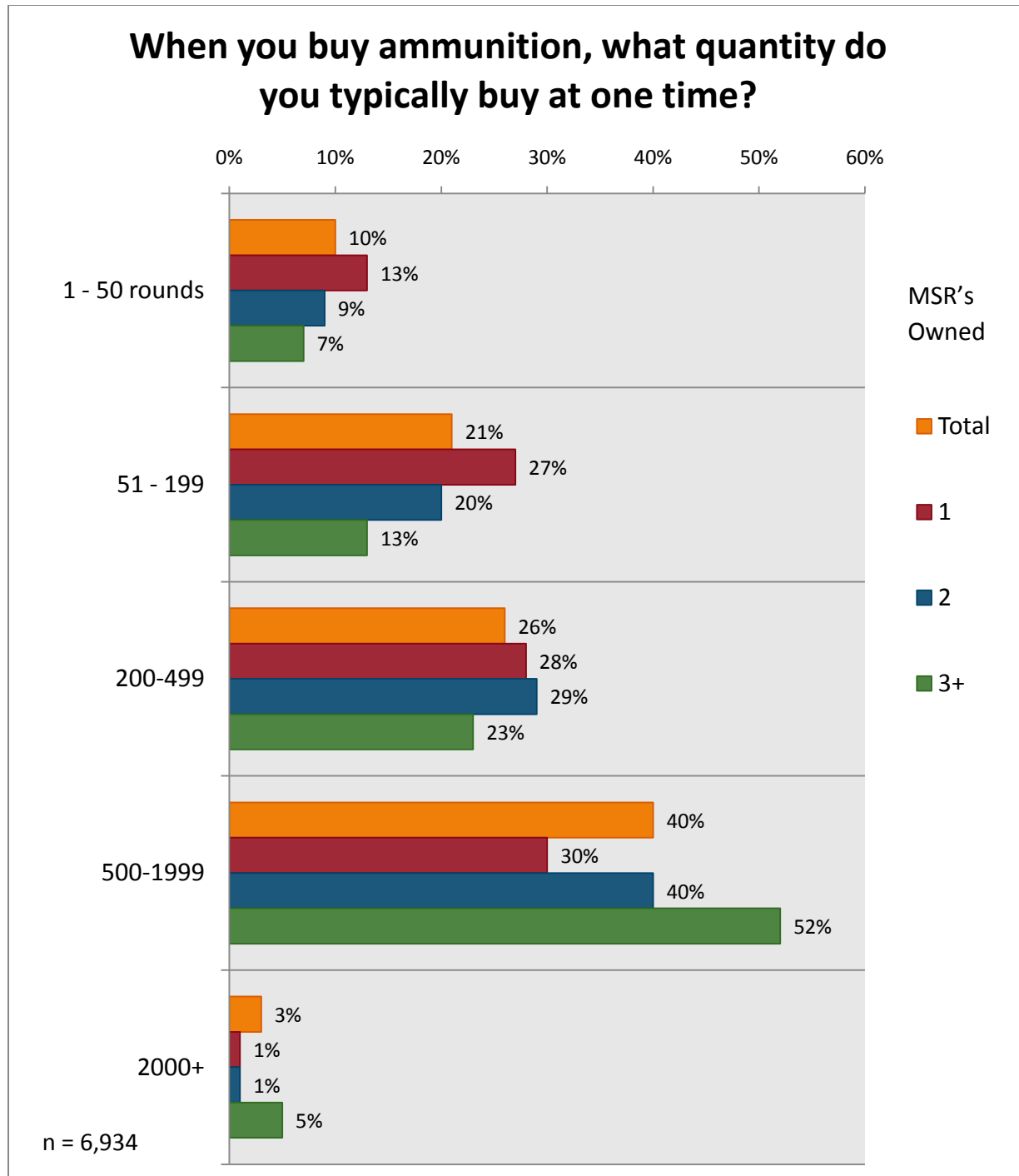
8.10 Number of rounds fired in last 12 months and forecast

	Last 12 months	2011 Projection
None	6%	0%
1-50	2%	2%
51 - 100	5%	4%
101 - 200	9%	8%
201 - 400	16%	14%
401 - 600	16%	17%
601 - 800	7%	9%
801 - 1,000	12%	15%
1,001 - 3,000	19%	22%
3,001 - 5,000	4%	6%
5,001 - 10,000	2%	3%
10,001 +	0%	1%

n = 7,029

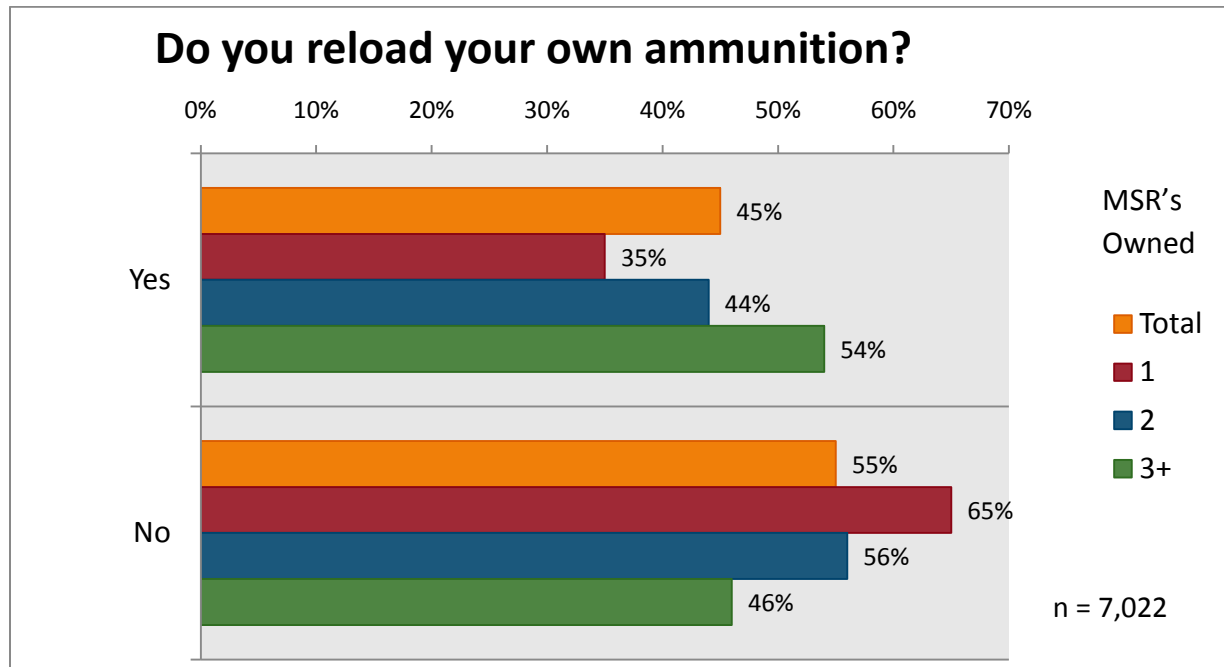
- A quarter of MSR owners fired 1,000 rounds or more in 2010. 32% anticipate firing more than 1,000 rounds in 2011.
- The average number of rounds fired was 1,056.

8.11 Ammo buying

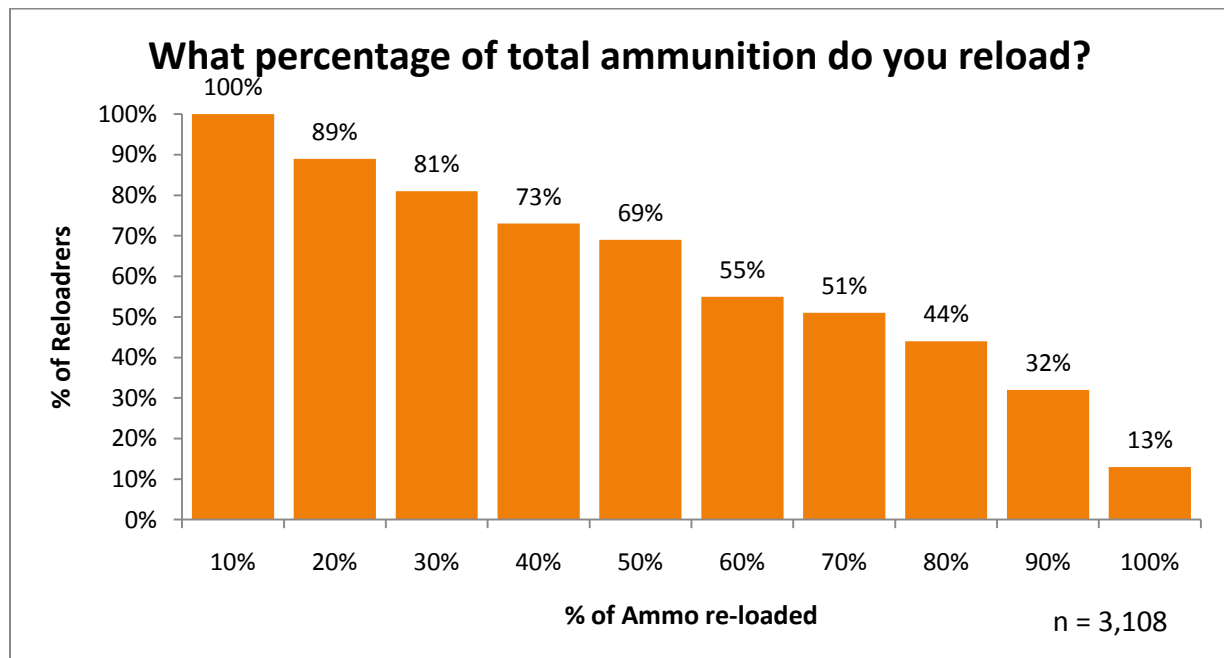


- 43% of owners buy 500+ rounds at one time. This rises to 57% for multiple MSR owners.

8.12 Reloading

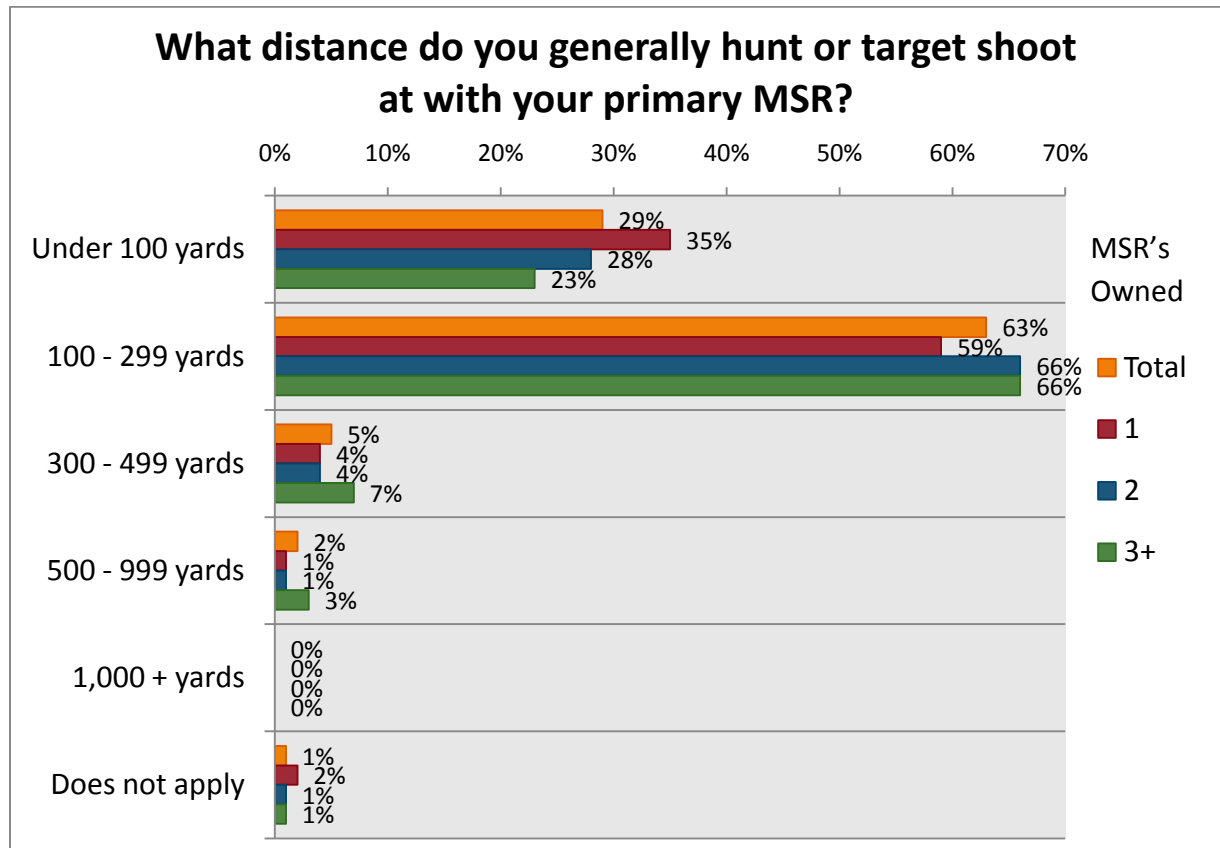


- 45% of MSR owners reload their own ammunition. This rises to 54% for multiple MSR owners.



- 7 out of 10 reloaders reload 50% or more of their ammo, 32% reload 90% or more.

8.13 MSR shooting distance



- The most popular distance to fire MSRs is 100-300 yards. Multiple MSR owners tend to shoot slightly longer distance.

n = 7,029

8.14 Who do you MSR shoot with

- 20% of MSR owners shoot alone. The most popular shooting party size is 2 with 45% of occasions.



8.15 Other firearm shooting activity

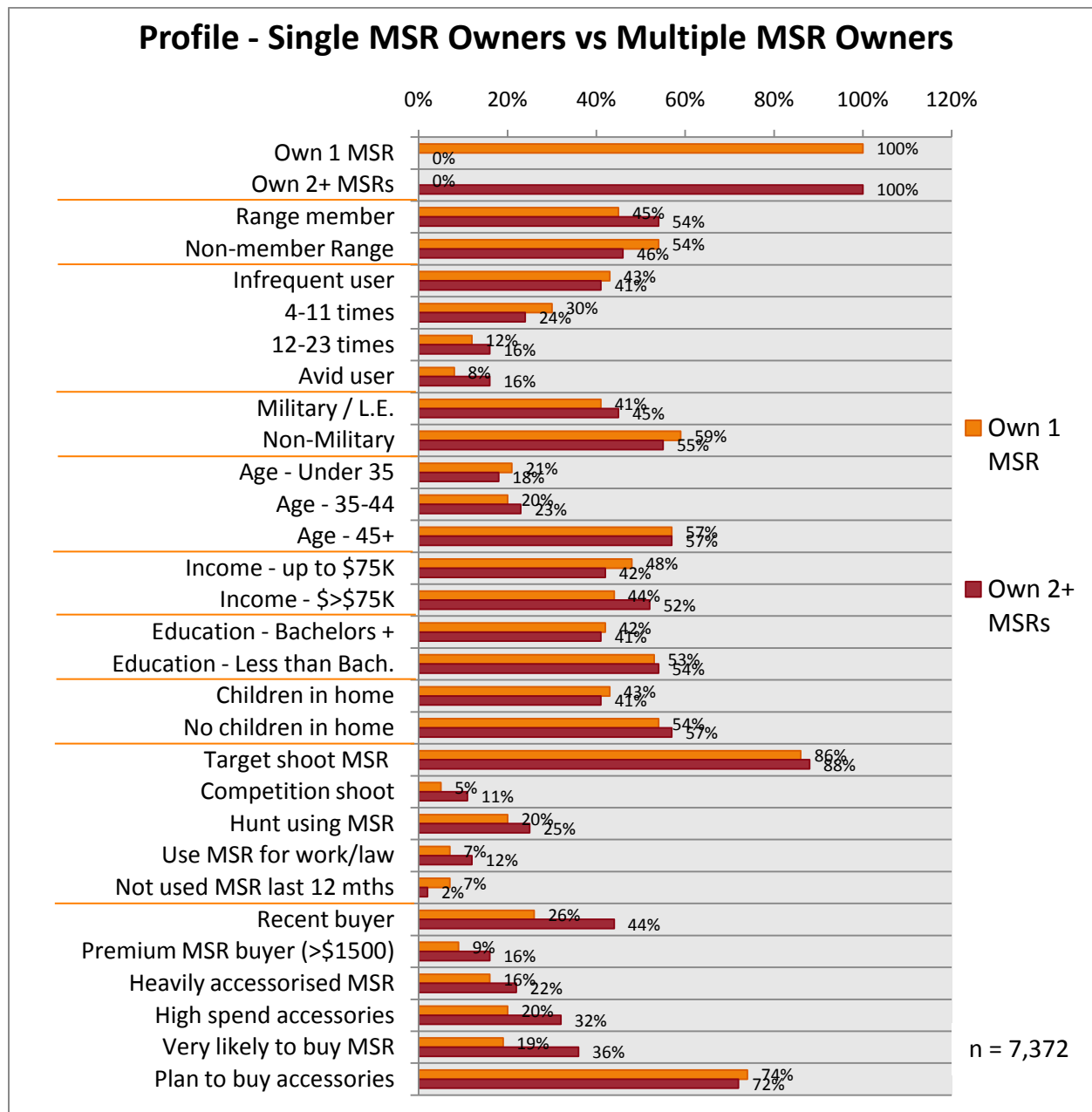
	Other Firearm	MSR
Handgun Target Shooting	72%	n/a
Hunting Big Game	37%	13%
Skeet Shooting	34%	n/a
Rifle Target Shooting	32%	86%
Hunting Small Game	31%	23%
Sporting Clays	30%	n/a
Trap Shooting	30%	n/a
Hunting Varmint	19%	37%
Competition Shooting	11%	14%

n = 7,387

- MSR owners participate in a wide variety of other shooting and hunting activities with other firearms. Nearly three-quarters also participate in handgun target shooting. Around a third also take part in big game hunting, skeet shooting, rifle target shooting, small game hunting and trap shooting.

9 PROFILES

9.1 Single MSR owners vs Multiple MSR owners

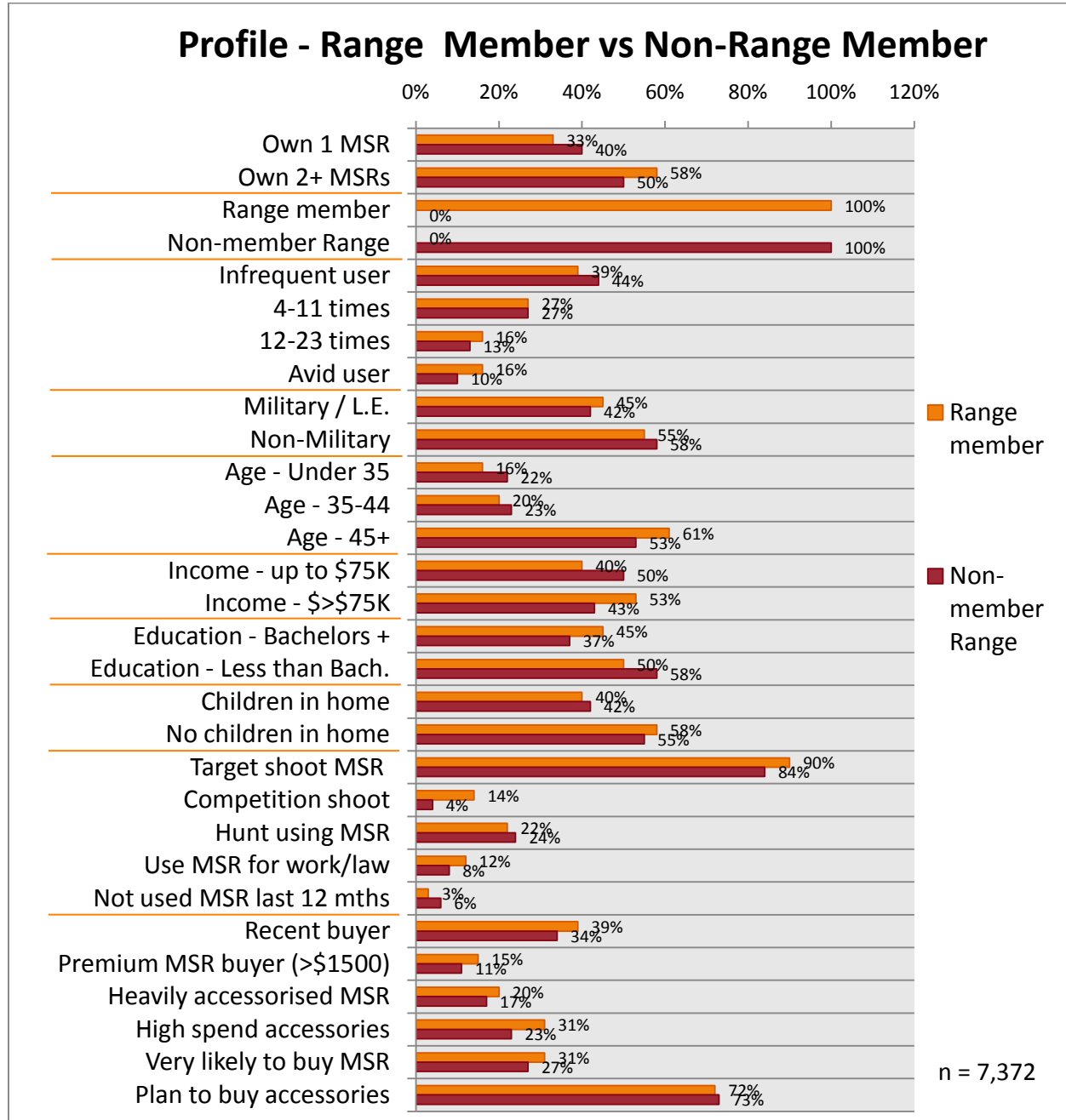


Multiple MSR owners are relatively more likely to be:

- A range member
- A frequent or avid user
- From a military background
- Age 35-44
- Earn over \$75,000
- No children at home
- Competition shooter
- Hunt using the MSR
- Recent MSR buyer
- Heavily accessorized MSR
- High spenders on MSR and accessories

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.2 Range Member vs Non-Range Member

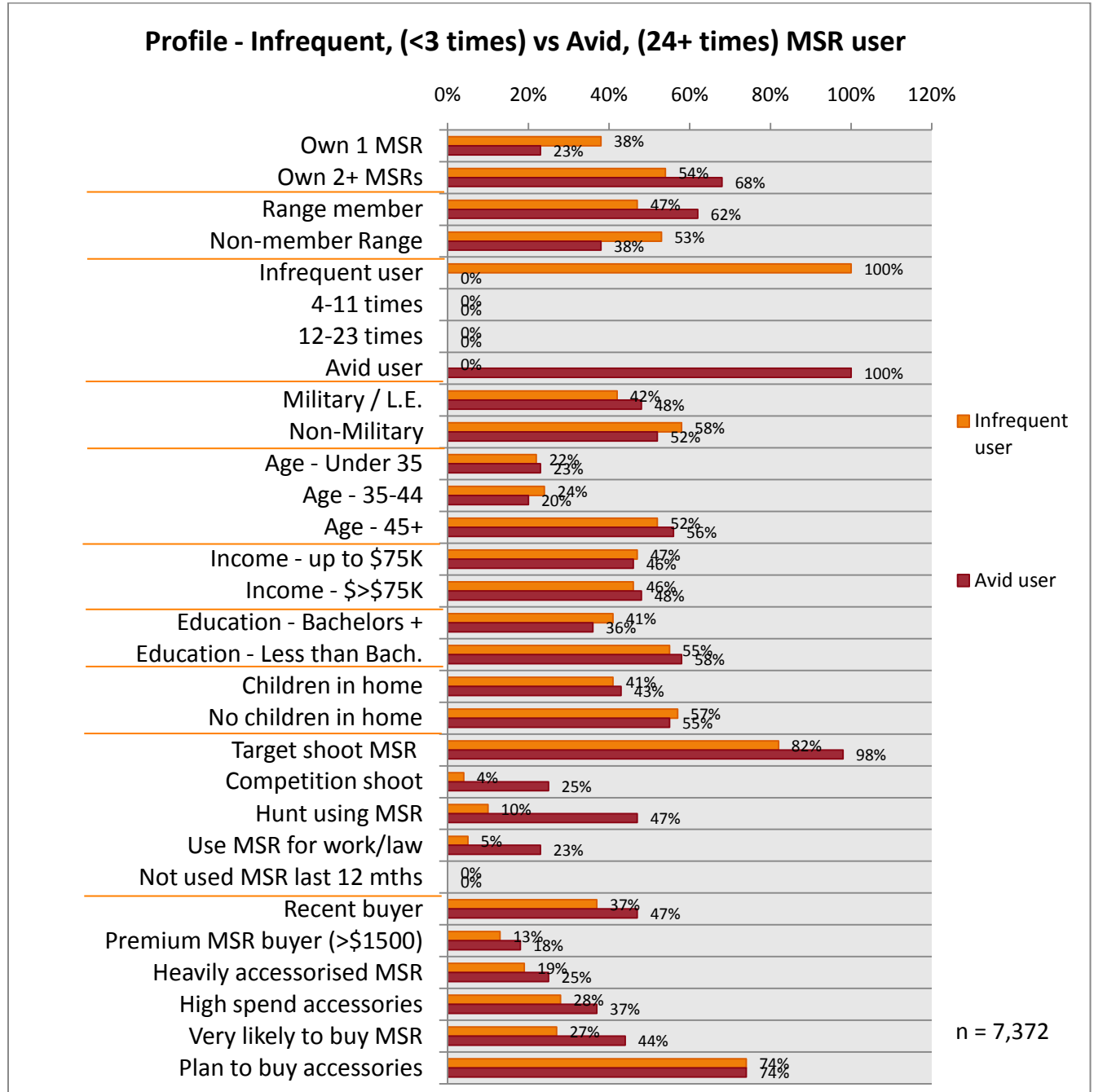


Range members are relatively more likely to be:

- Own multiple MSRs
- An avid MSR user
- Age under 45
- Income over \$75K
- Well educated
- Have no children at home
- A competition shooter
- A recent MSR buyer
- Heavily accessorized
- Premium MSR buyer
- Very likely to buy an MSR in the next 12 months.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.3 Infrequent MSR User vs Avid User

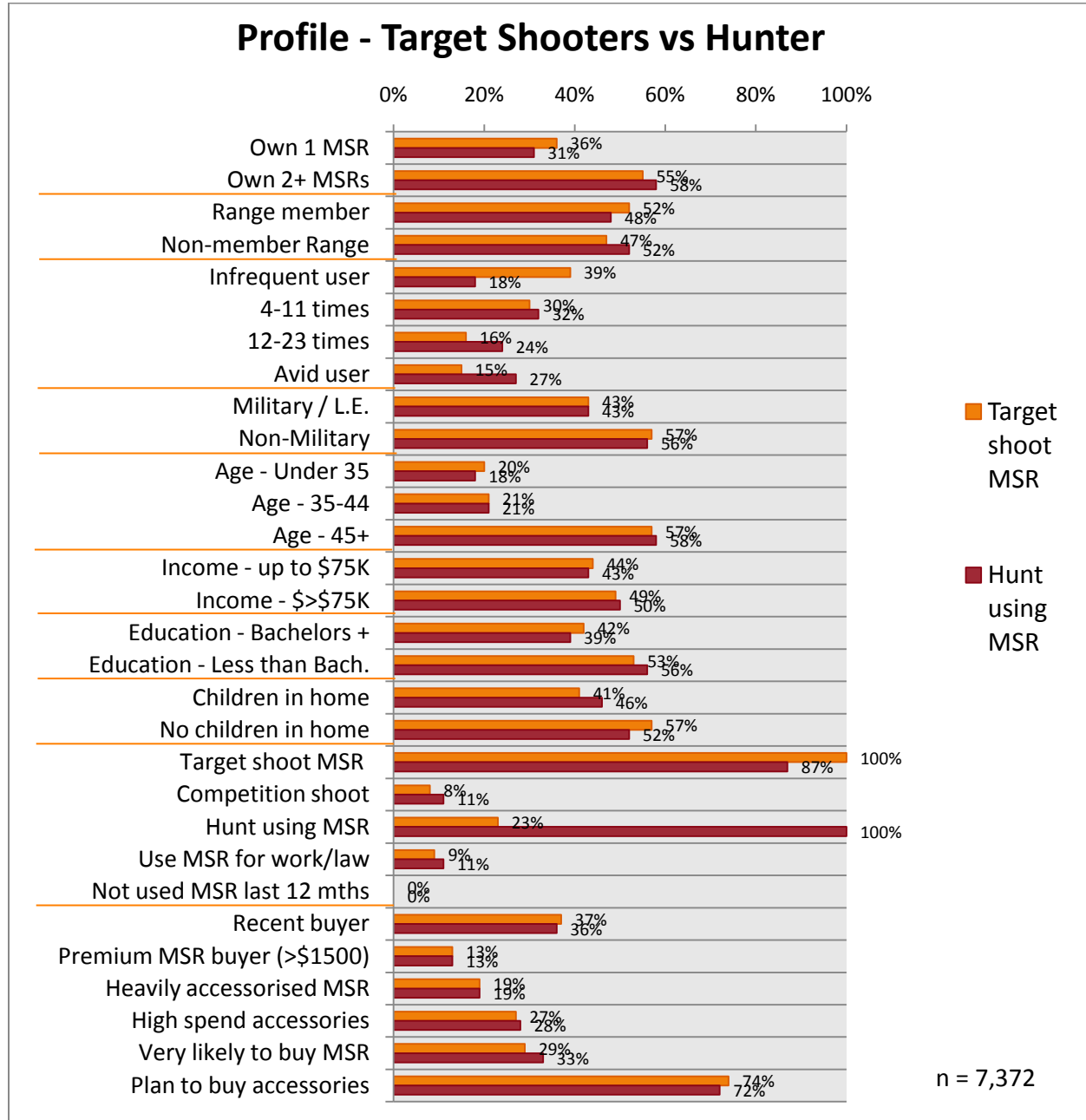


Avid MSR users are relatively more likely to be:

- A range member
- Own multiple MSRs
- Military background
- Age 45 and over
- Competition shooter, hunters and use MSR for work/law enforcement
- A recent MSR buyer
- A premium MSR buyer
- Heavily accessorized MSR

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.4 Target Shooters vs Hunters

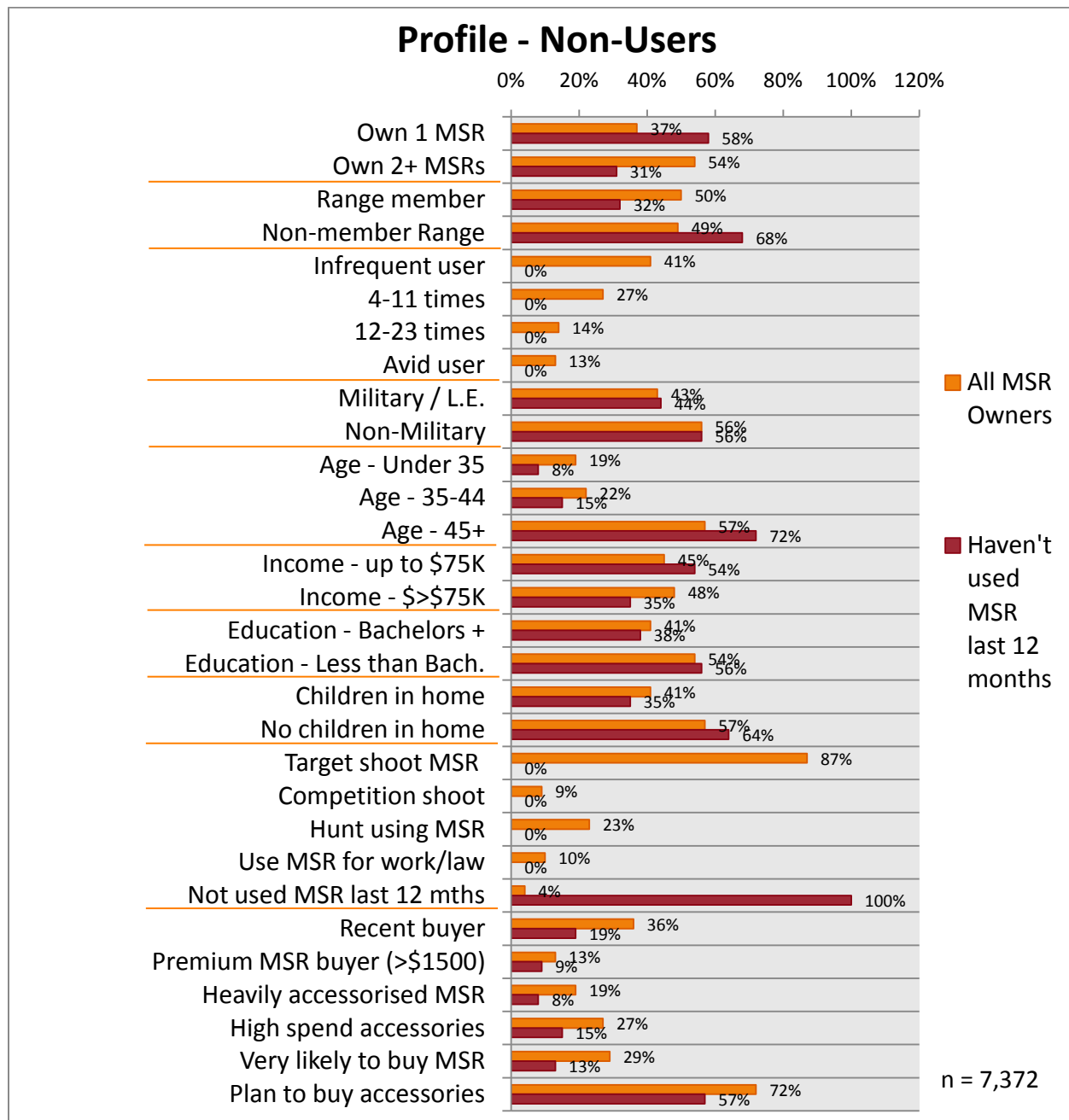


Target shooters and hunters have very similar profiles. Hunters are slightly more likely to be:

- Multiple MSR owners
- Not be a member of a range
- Less well educated
- Be an avid user
- More likely to buy an MSR in the next 12 months.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.5 Owners who don't use their MSRs

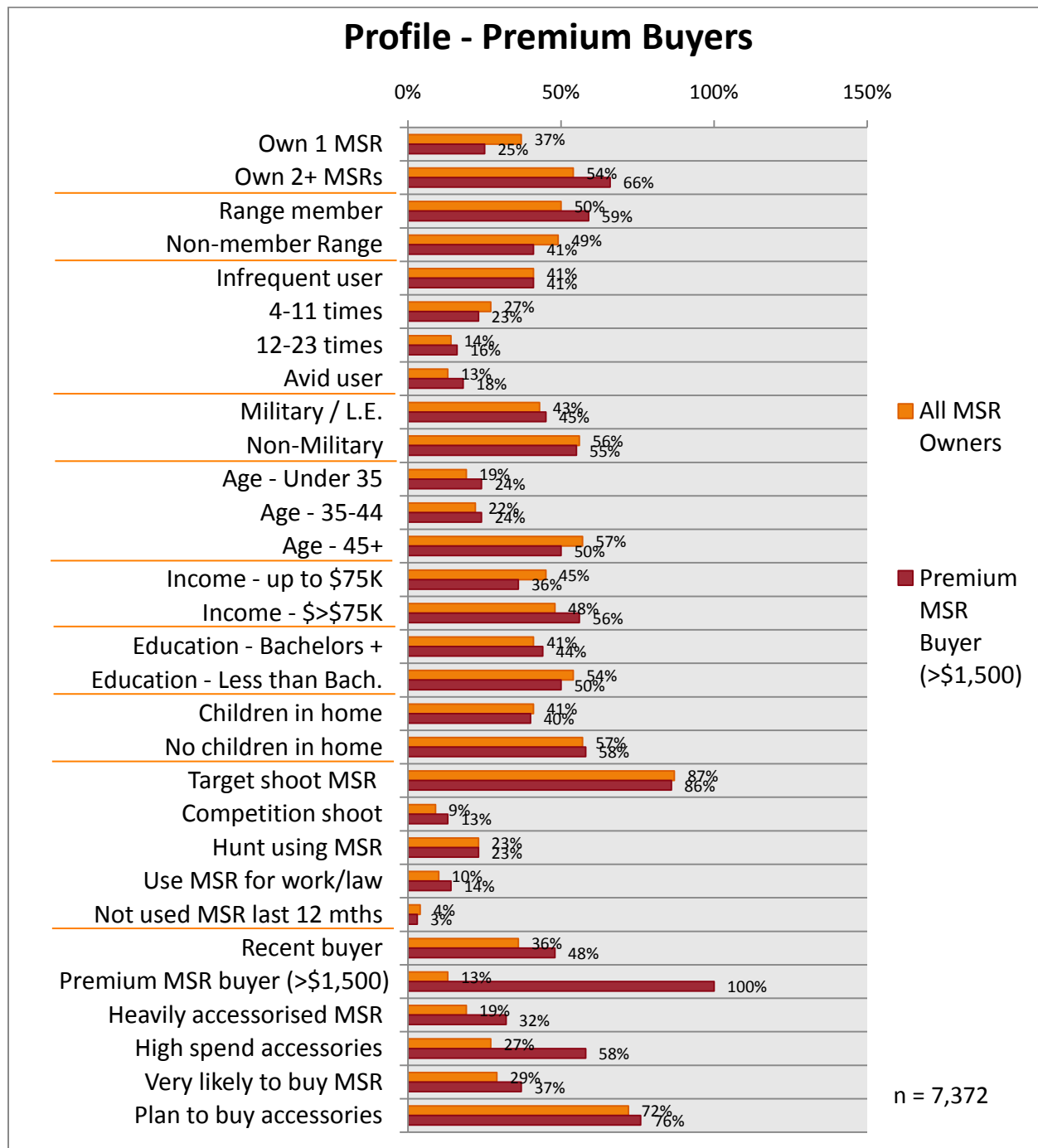


Non-MSR users are relatively more likely to be:

- Single MSR owners
- Non-range member
- Age over 45
- No children at home
- Have fewer accessories
- Spend less on MSR
- Less likely to buy in the next 12 months.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.6 Premium Buyers

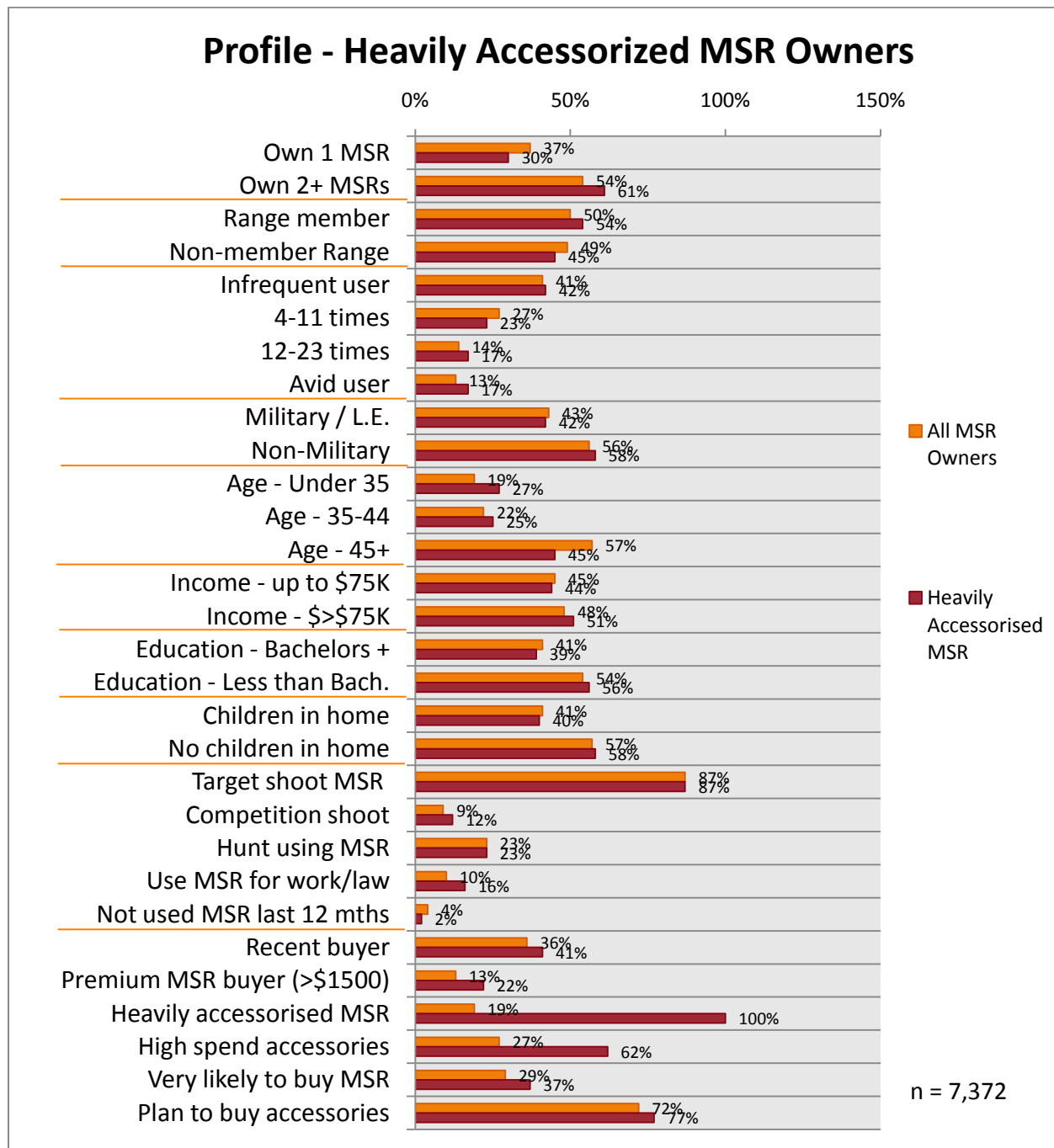


Premium buyers are relatively more likely to be:

- A range member
- Own multiple MSRs
- Avid users
- High spenders on accessories
- Very likely to buy in next 12 months.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.7 Owners of Heavily Accessorized MSRs

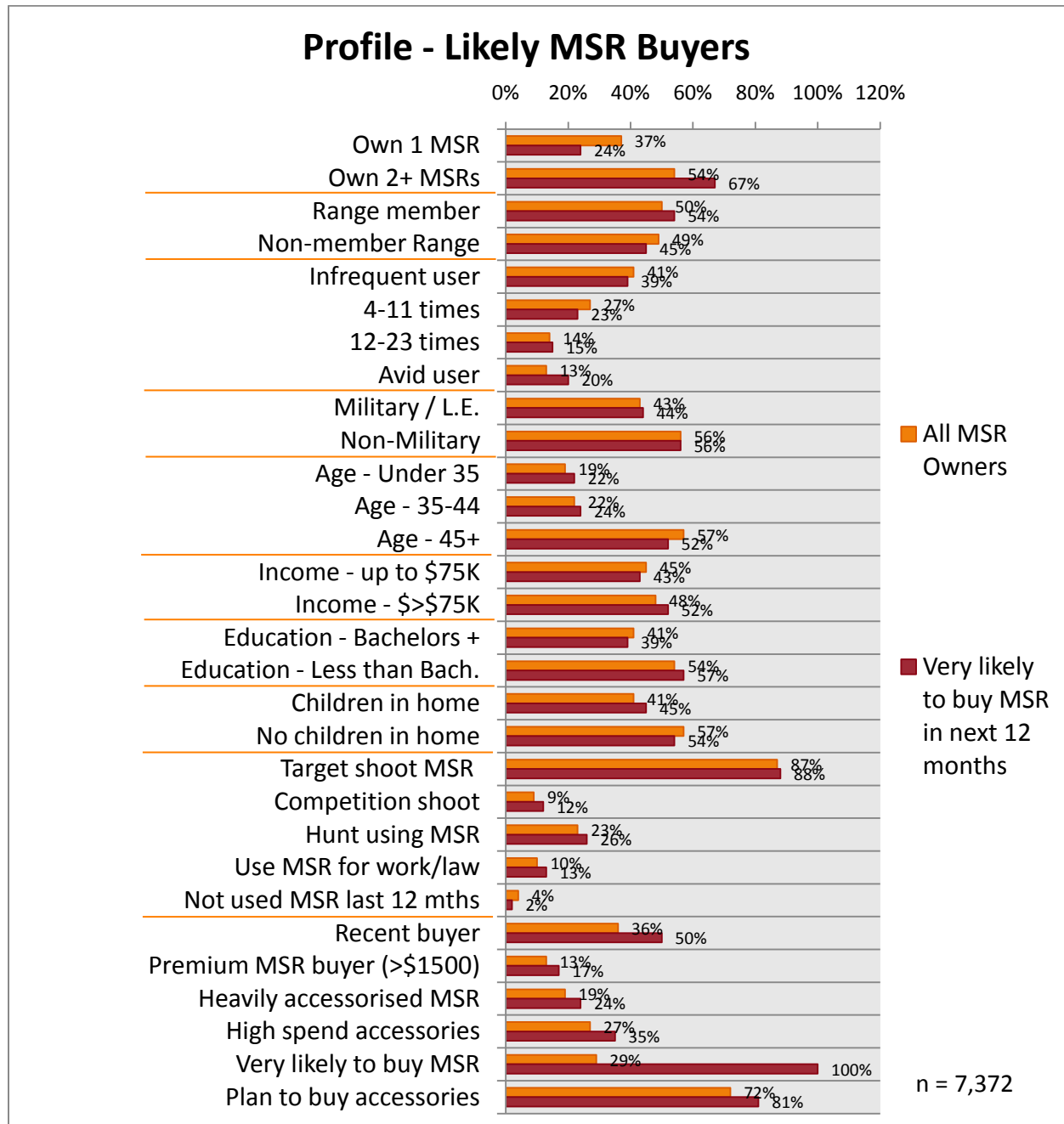


Owners of heavily accessorized MSRs are relatively more likely to be:

- A range member
- Own multiple MSRs
- Avid users
- Use MSR for work
- Premium MSR buyer
- Very likely to buy MSR in the next 12 months.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.8 Likely MSR Buyers

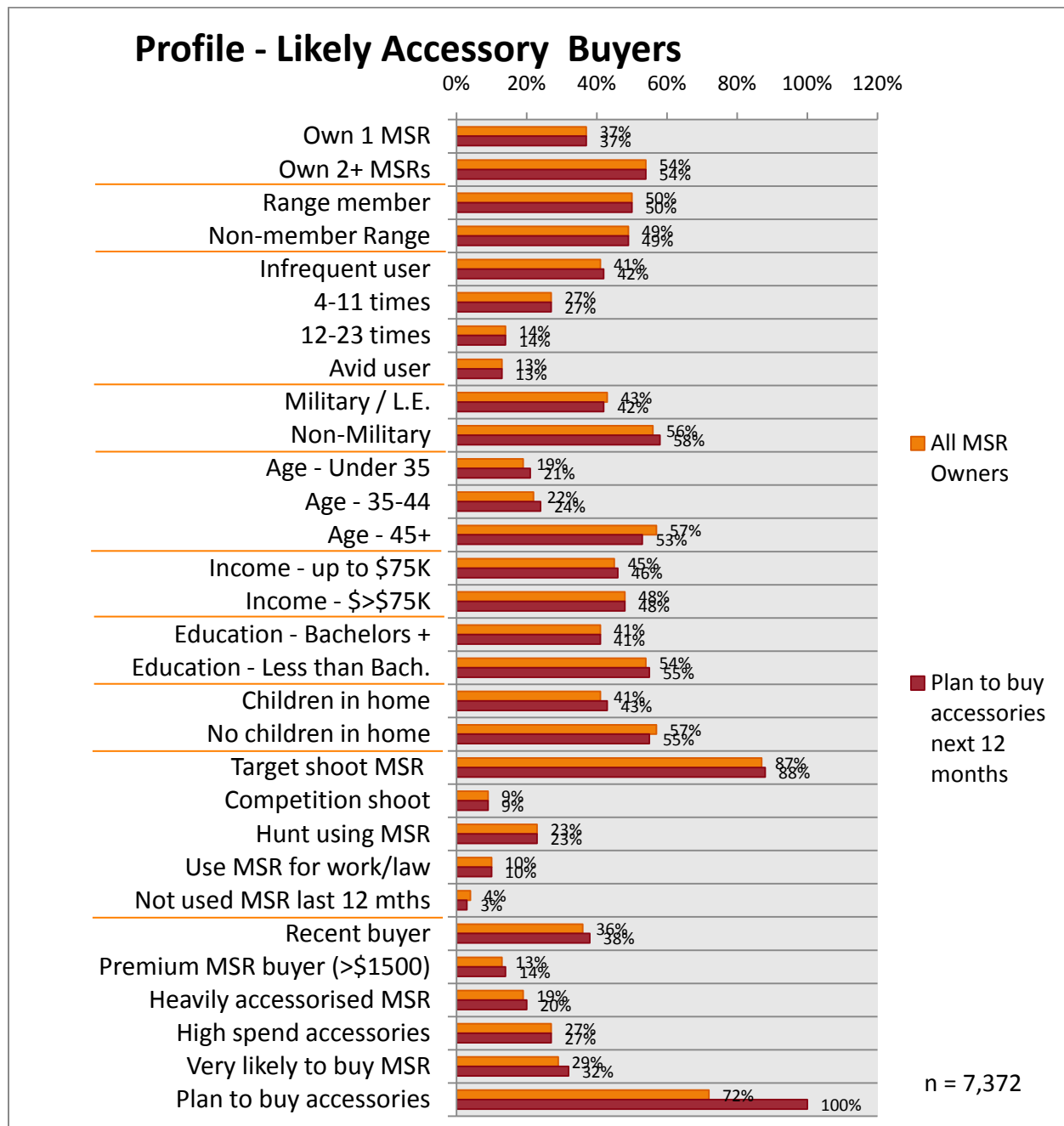


Likely MSR buyers are relatively more inclined to be:

- A range member
- Own multiple MSRs
- Avid users
- Age under 45
- Income >\$75K
- Children at home
- Recent buyer and high accessory spender

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

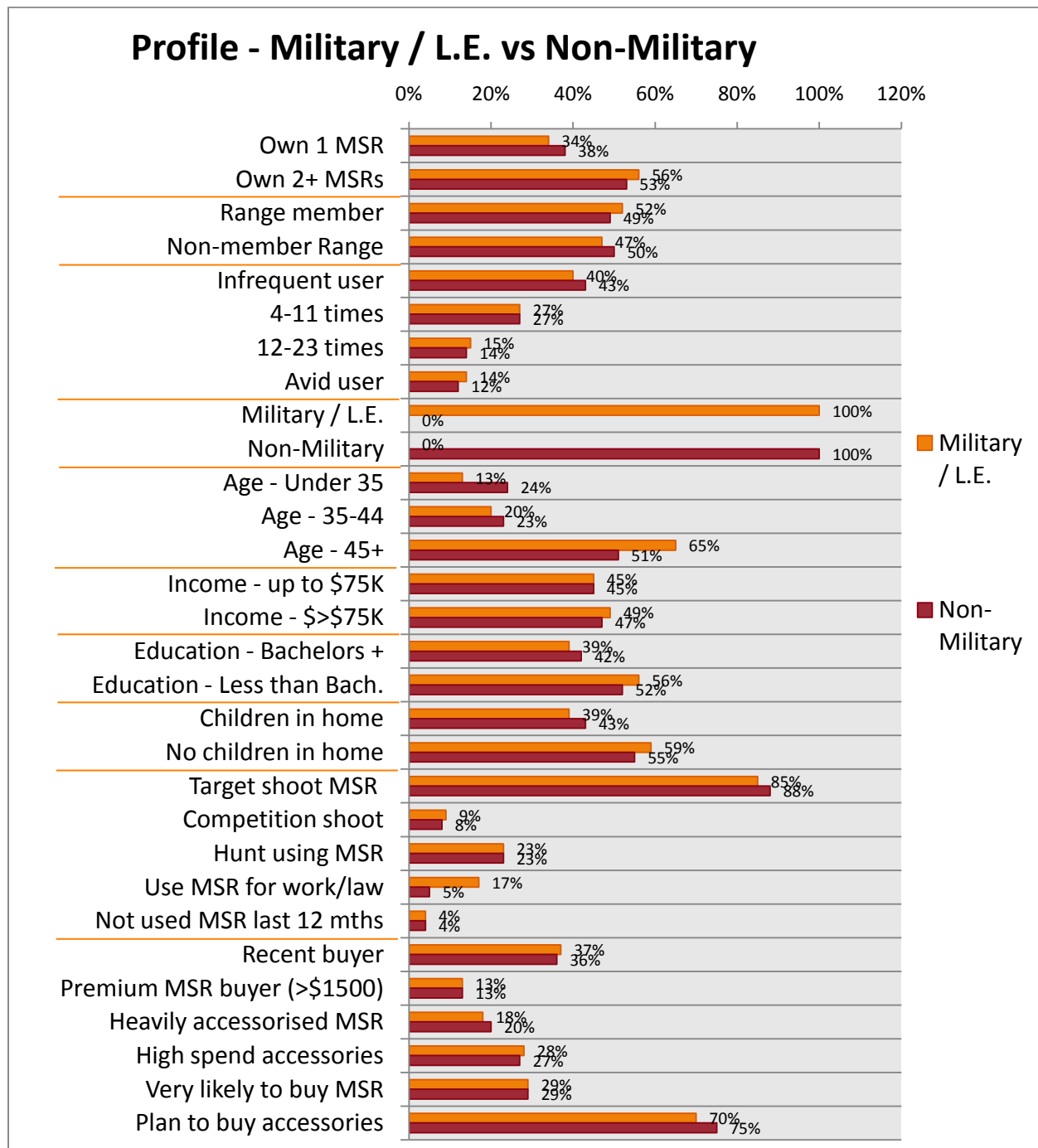
9.9 Likely Accessory Buyers



- The profile of likely accessory buyers is very similar to the overall profile of MSR owners indicating the high potential across all sub-groups.

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.10 Military vs Non-Military



MSR owners with a military background are relatively more likely to be:

- Range members
- Age 45+
- Higher income
- Slightly less well educated
- Multiple MSR owner

Please note: some of the percentages for each sub-group will not add to 100% due to non-responses

9.11 Favorite MSR related Magazine's in alphabetical order

Favorite Magazine
American Hunter
American Rifleman
Gun Digest
Guns
Guns and Ammo
Handloader
Rifle Shooter
Shooting Illustrated
Shooting Times
Shotgun News
Small Arms Review
SWAT
Tactical Weapons

9.12 Favorite MSR related Website/Blog(s) in alphabetical order

Favorite Website/Blog
450Bushmaster.net
AR15.com
ar15armory.com
Argunsandhunting.com
Brownells.com
calguns.net
dpmsinc.com
gunblast.com
GunBroker.com
GunDigest.com
GunsandAmmo.com
m4carbine.net

10 CLUSTER ANALYSIS/MARKET SEGMENTATION

Explanation of Cluster Analysis/Market Segmentation Analysis

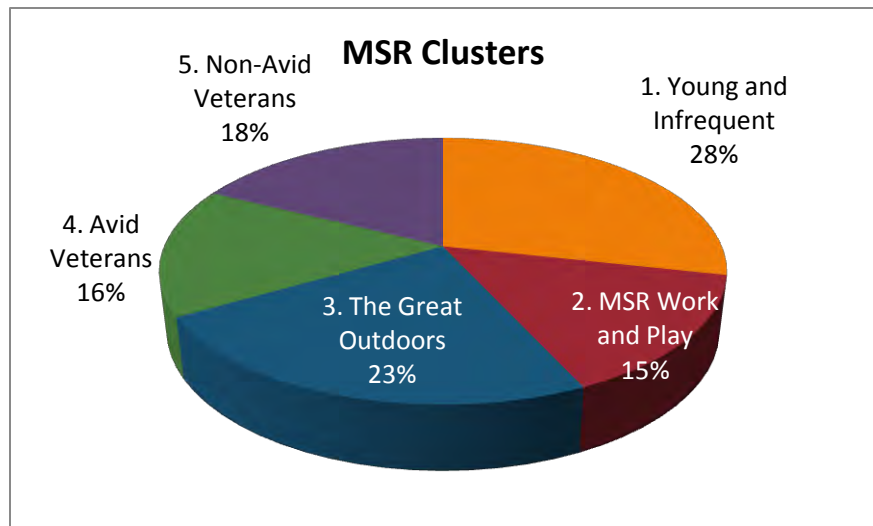
A Cluster Analysis or Market Segmentation is a concept that was developed to help marketers identify specific consumer groups based on a specific set and sub-set of demographic and specific product usage patterns. Market segmentation means dividing the market into distinct groups of individual segments or clusters with similar wants or needs and behaviors. A market segment or cluster is a sub-set of a people. In this case it is MSR owners with one or more characteristics that cause them to demand similar product and/or services based on qualities of those products: such as, usage, activity and demographics. A true market segment meets all of the following criteria: it is distinct from other segments (different segments have different needs), it is homogeneous within the segment (exhibits common needs), and it responds similarly to a market stimulus and media.

Using a cluster analysis technique and the following variables:

- Age
- Reasons for owning
- What is your estimated yearly household income?
- How many MSRs do you own?
- Law Enforcement or Military

We established 5 clusters:

1. Young and Infrequent
2. MSR Work and Play
3. The Great Outdoors
4. Avid Veterans
5. Non-Avid Veterans

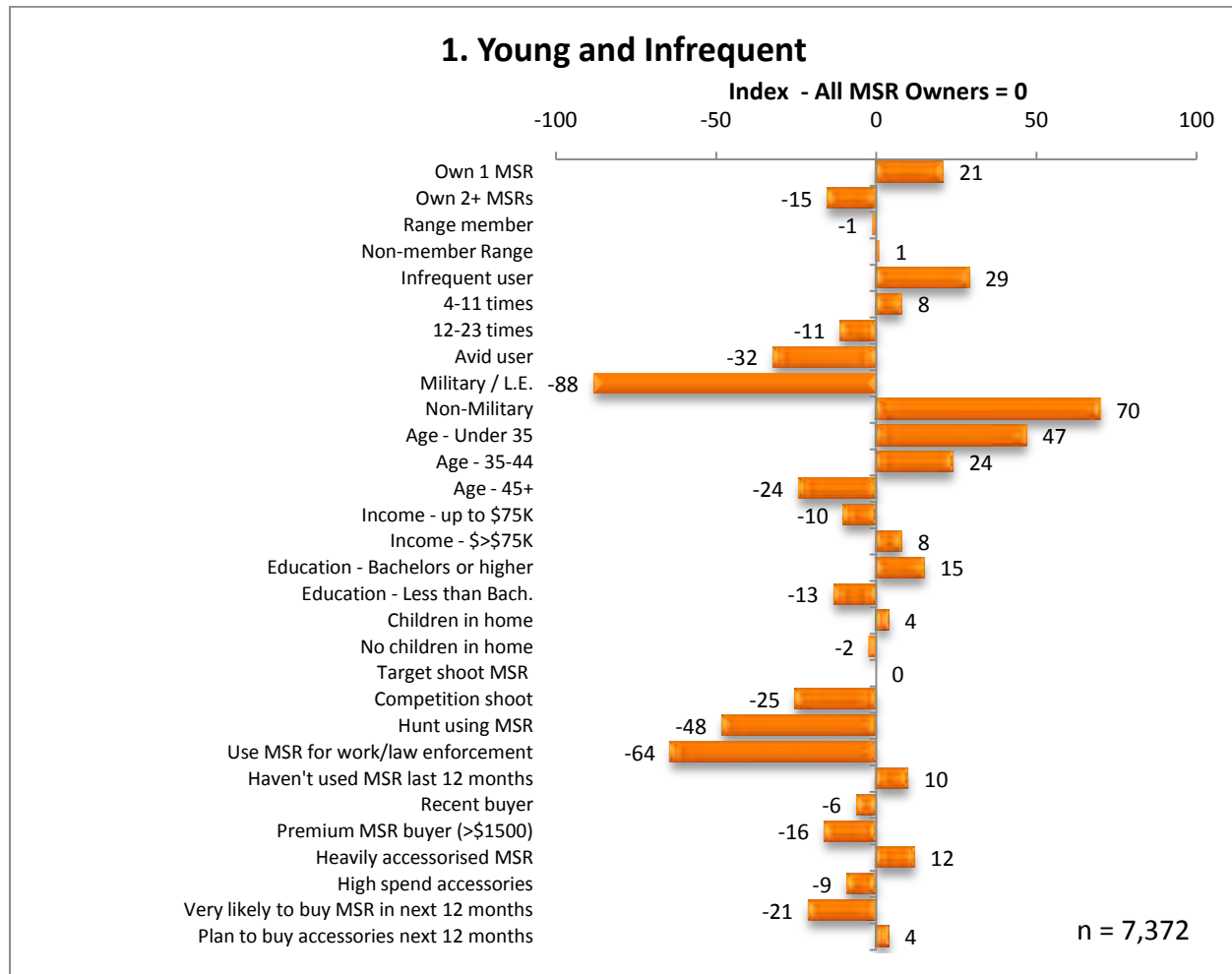


How to Read the Cluster Charts

In all of the cluster charts the sample profile is 0. An index of +20 means the cluster is 20% more likely to exhibit that behavior. So for example Cluster 1 is 21% more likely to own a single MSR and 15 less likely to own multiple MSRs.

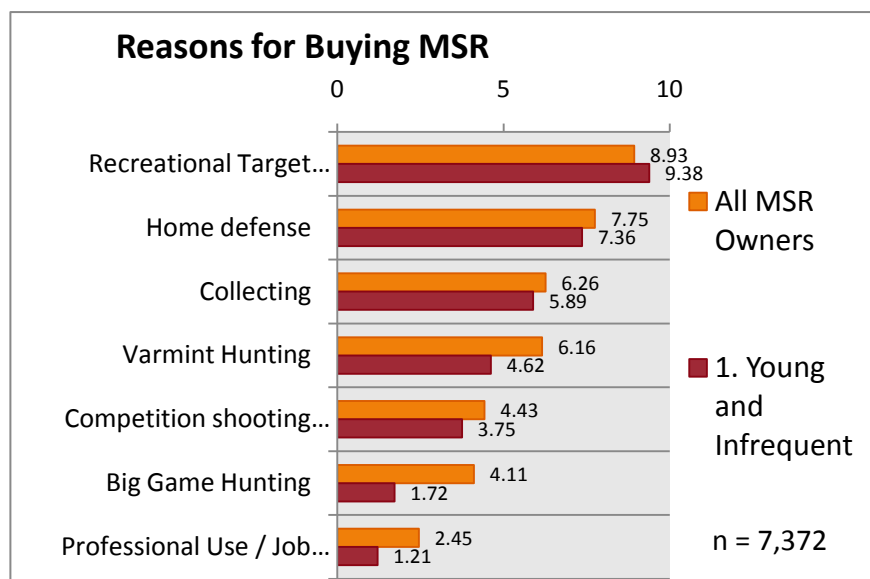
n = 7,372

10.1 Cluster 1 - Young and Infrequent

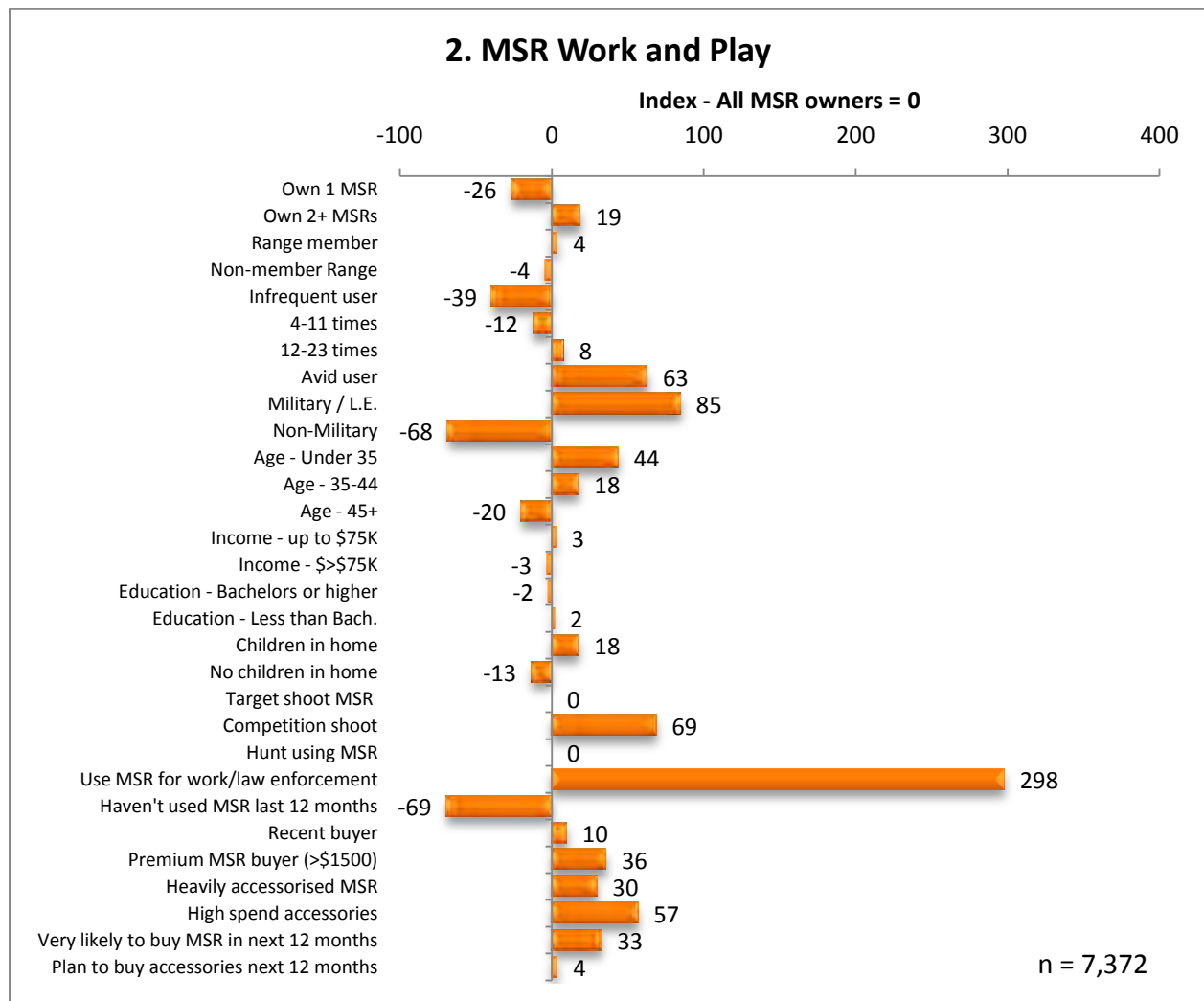


Cluster 1 – Young and Infrequent make up 28% of MSR owners. They tend to be:

- Non-military
- Age under 35
- Well educated
- Non-hunters
- Less likely to buy an MSR in the next 12 months
- Less likely to hunt or compete.

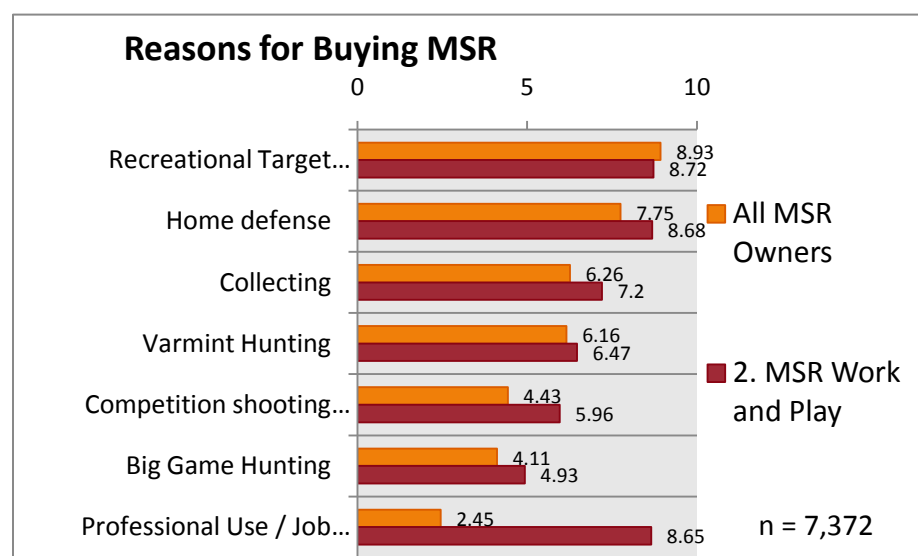


10.2 Cluster 2 – MSR Work and Play

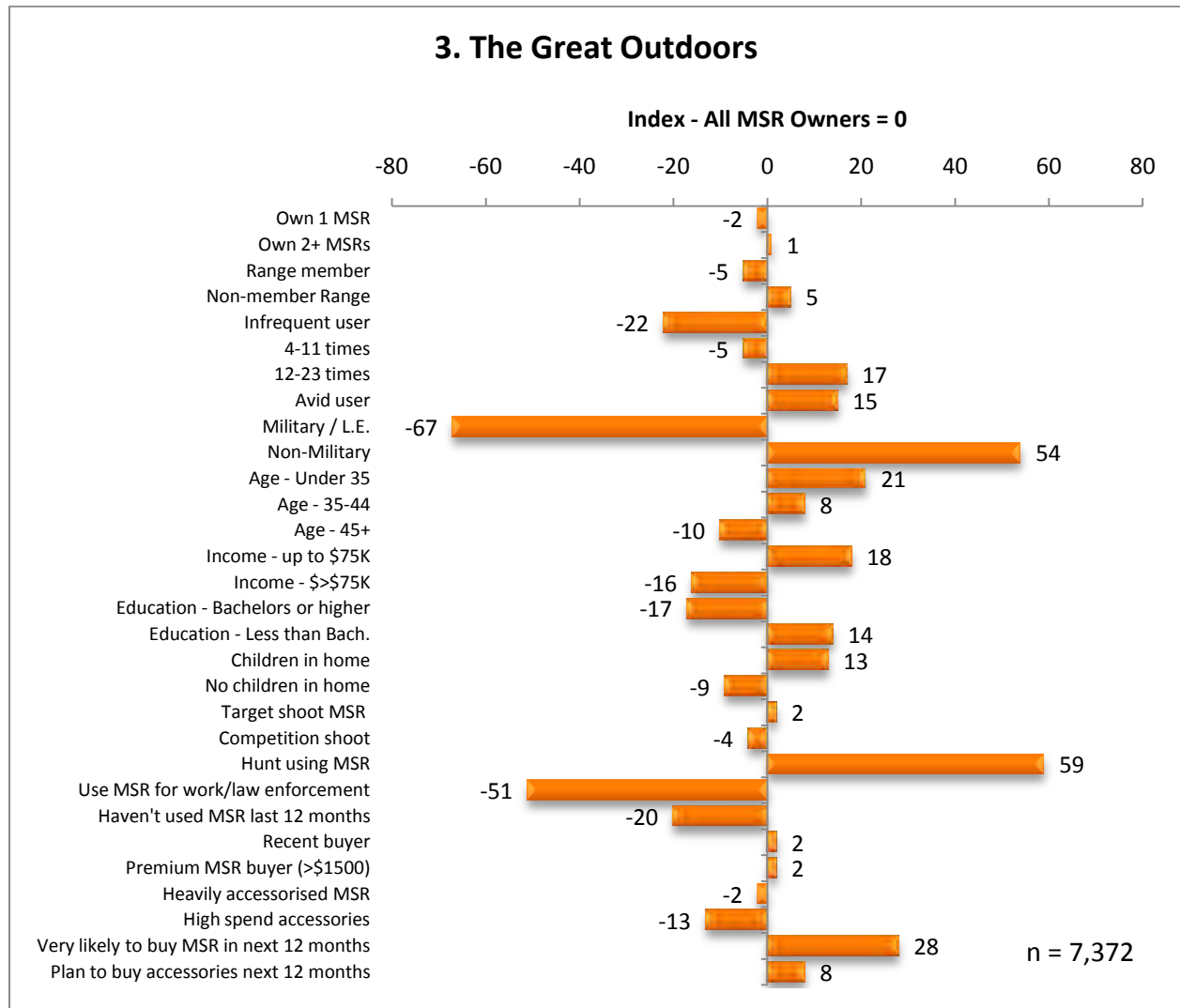


Cluster 2 – MSR Work and Play make up 18% of MSR owners. They tend to be:

- Avid, multiple MSR owners
- Military background
- Age under 35
- Competition shooters
- Go hunting
- Use MSR for work.

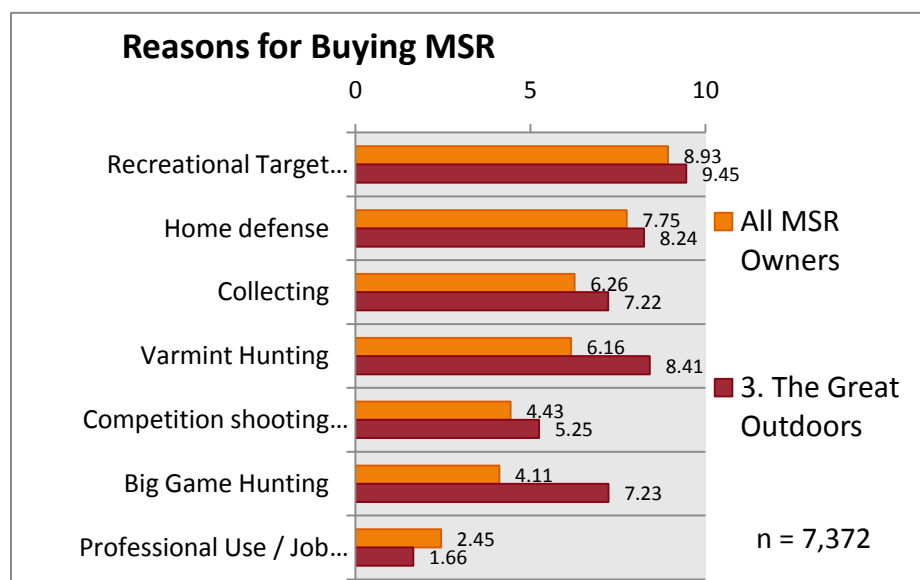


10.3 Cluster 3 – The Great Outdoors

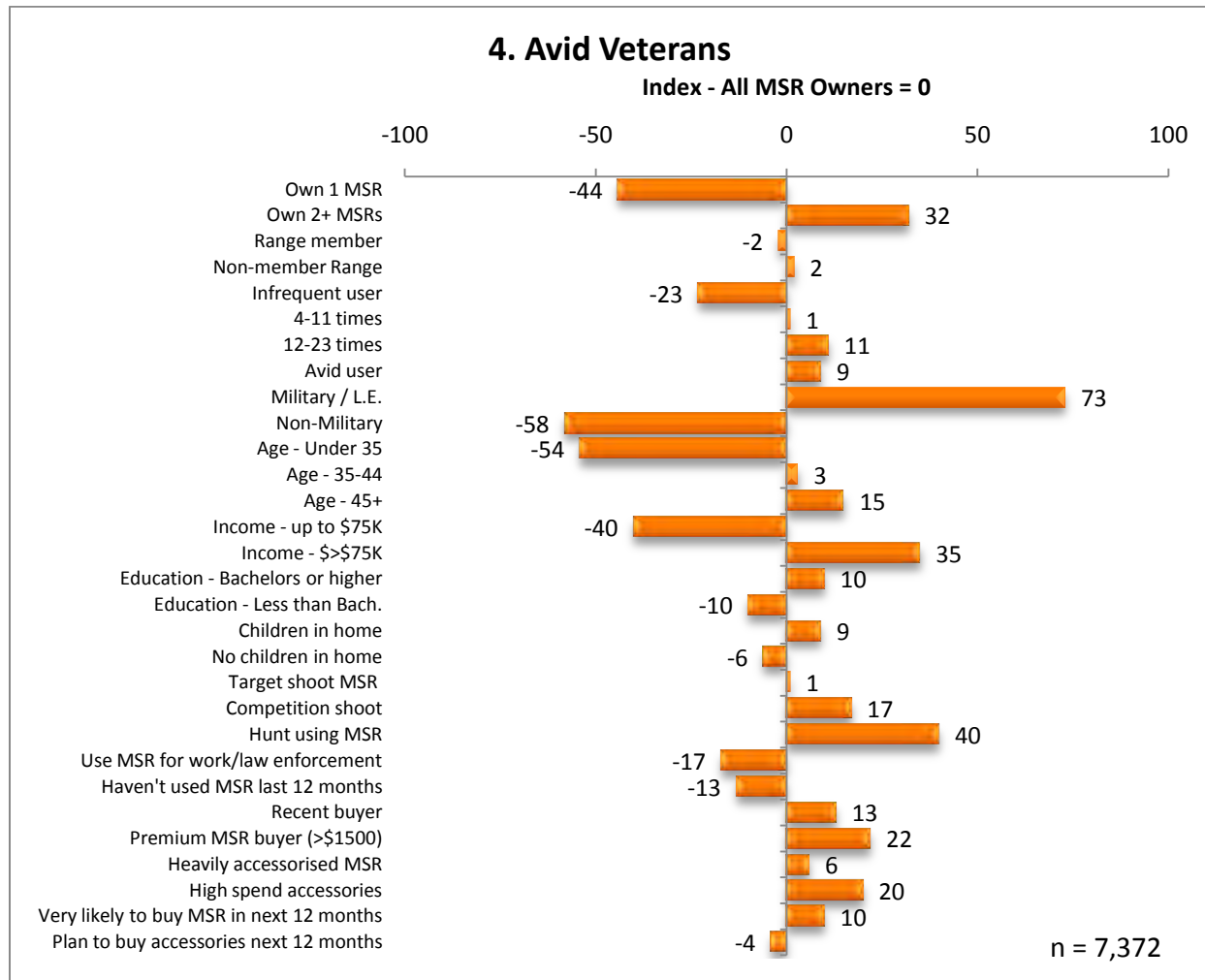


The Great Outdoors accounts for 23% of MSR owners. They tend to be:

- Age under 45
- Lower income
- Likely to buy MSR
- Less well educated
- Hunters.

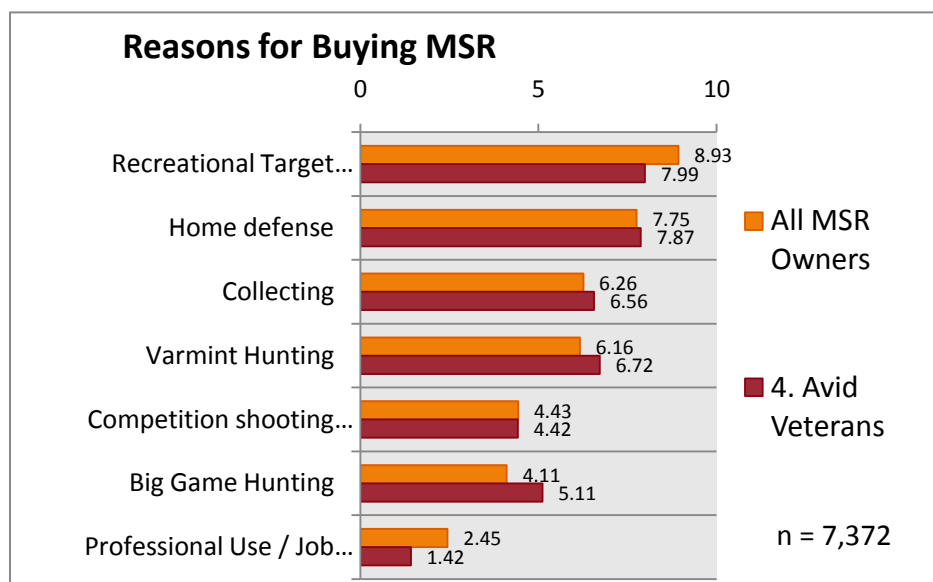


10.4 Cluster 4 – Avid Veterans

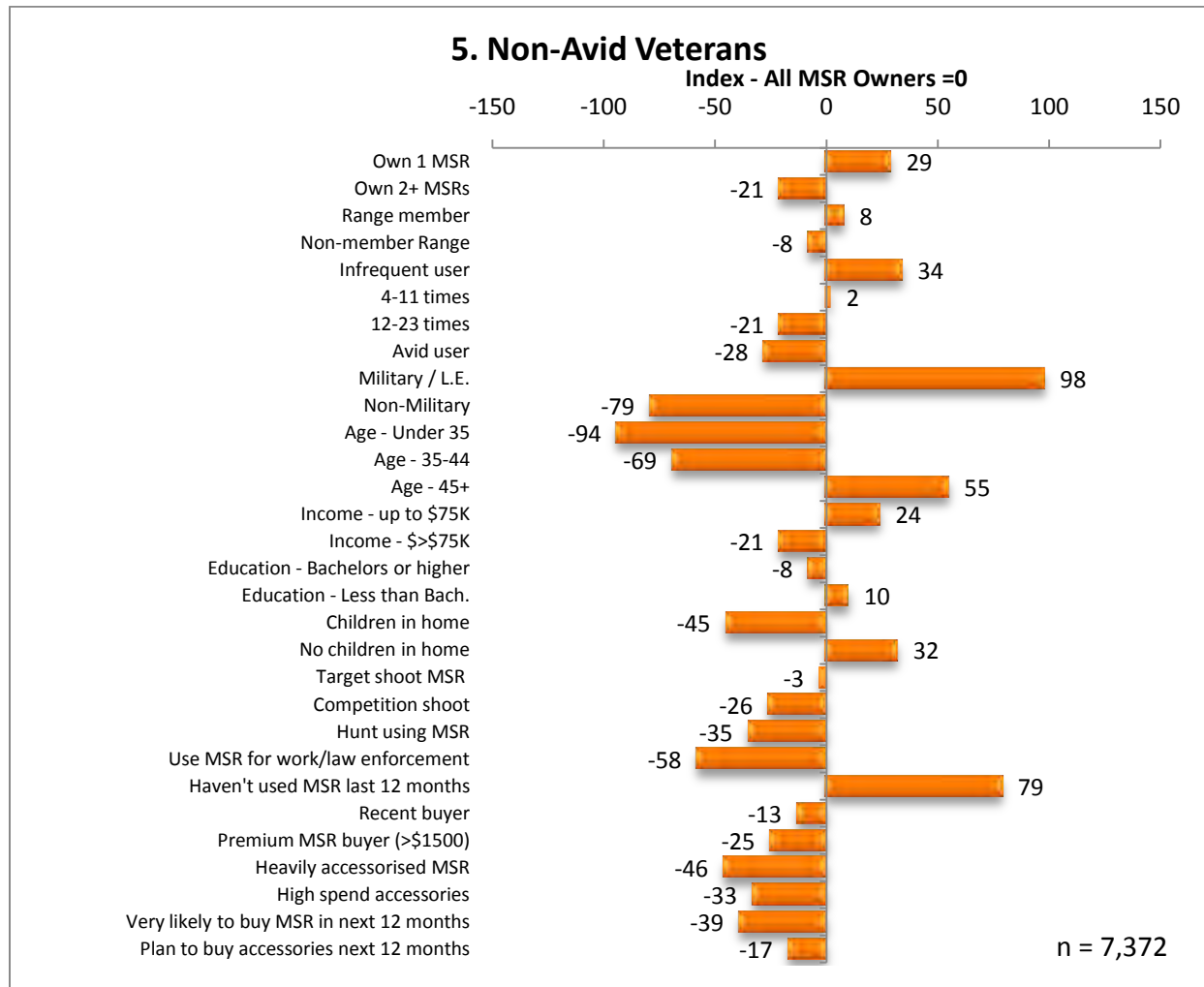


Avid Veterans account for 16% of all MSR owners. They tend to be:

- Age over 35
- Well educated
- Collectors
- Hunters.

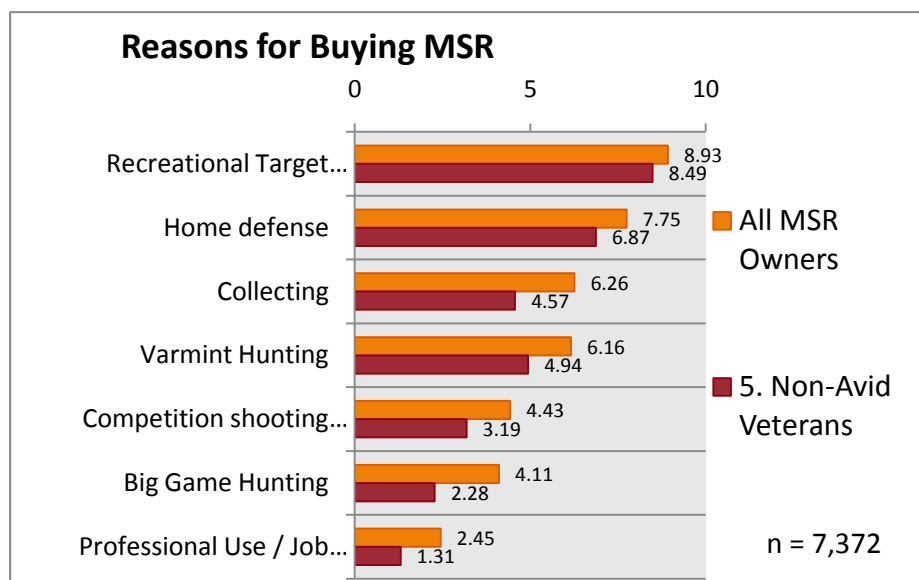


10.5 Cluster 5 – Non-Avid Veterans



Non-Avid Veterans account for 18% of all MSR owners. They tend to be:

- Non users
- Single MSR
- Less likely to buy MSR and accessories
- Age 45+
- No children at home
- Lower income



11 CROSS-TABULATIONS

The following data is provided to allow reader to perform additional detailed and specific analysis.

Q2.2 How many MSRs do you own?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	6693	2700	1649	2344	3375	3291	2802	1778	953	873	2823	3554	2907	3786	1278	1471	1734	1606	452	1190	1793	1791	1451	2758	3597	4853	1733	2801	3757	
1	40%	100%	0%	0%	36%	45%	41%	46%	33%	26%	31%	46%	38%	42%	45%	37%	39%	42%	42%	47%	41%	38%	34%	41%	39%	40%	41%	39%	41%	39%
2	25%	0%	100%	0%	24%	25%	24%	26%	26%	24%	25%	25%	25%	25%	25%	24%	24%	26%	21%	24%	24%	24%	27%	24%	26%	25%	24%	24%	25%	
3+	35%	0%	0%	100%	39%	31%	34%	28%	41%	50%	44%	29%	37%	33%	31%	39%	37%	32%	37%	29%	35%	37%	39%	36%	34%	34%	37%	37%	35%	36%

Q2.3 When did you purchase / obtain your first MSR?

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7354	2700	1648	2341	3711	3612	3051	1969	1053	958	3125	3879	3200	4146	1388	1592	1882	1777	536	1325	1983	1952	1581	3011	3972	5322	1907	3032	4174		
2010	12%	24%	7%	1%	11%	12%	13%	14%	6%	7%	8%	14%	10%	12%	14%	10%	11%	11%	15%	12%	12%	12%	11%	11%	12%	11%	12%	12%	11%		
2009	18%	27%	18%	7%	17%	18%	17%	20%	19%	16%	13%	22%	17%	17%	19%	22%	17%	17%	13%	17%	17%	17%	19%	18%	17%	17%	18%	18%	18%		
2008	15%	17%	20%	10%	15%	15%	15%	16%	16%	14%	13%	17%	13%	17%	21%	13%	15%	14%	11%	15%	14%	16%	15%	15%	15%	16%	15%	15%	15%		
2007	7%	6%	8%	7%	6%	8%	7%	7%	8%	7%	7%	7%	6%	7%	10%	7%	6%	6%	6%	8%	7%	7%	7%	7%	7%	7%	8%	7%	7%		
2006	5%	4%	6%	6%	5%	5%	5%	4%	5%	6%	5%	5%	5%	6%	6%	4%	4%	5%	4%	5%	5%	5%	5%	4%	5%	5%	5%	5%	5%		
2001-2005	14%	9%	15%	19%	16%	13%	15%	12%	15%	15%	16%	13%	14%	14%	20%	15%	13%	11%	11%	15%	15%	14%	14%	14%	14%	14%	15%	14%	14%		
1995 - 2000	11%	6%	10%	17%	12%	10%	12%	10%	11%	10%	13%	9%	12%	10%	6%	16%	11%	11%	10%	10%	11%	11%	11%	12%	10%	11%	10%	12%	10%		
Prior to 1994	19%	7%	15%	33%	19%	18%	17%	17%	20%	23%	25%	13%	24%	15%	1%	16%	24%	25%	29%	17%	19%	19%	18%	18%	19%	19%	16%	18%	19%		

Q2.4 Which of the following did you purchase or own previous to owning a MSR?

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7368	2697	1647	2343	3718	3618	3053	1973	1054	958	3130	3881	3206	4153	1388	1591	1887	1783	539	1326	1984	1957	1586	3021	3974	5333	1908	3039	4181		
Handgun	89%	89%	91%	87%	90%	88%	88%	89%	90%	89%	91%	87%	90%	88%	77%	90%	92%	92%	94%	81%	88%	91%	92%	89%	88%	91%	84%	90%	88%		
Traditional Rifle	83%	83%	85%	82%	84%	81%	81%	83%	85%	87%	90%	78%	84%	81%	75%	77%	86%	88%	88%	80%	82%	84%	83%	82%	83%	84%	79%	83%	82%		
Shotgun	80%	80%	83%	79%	80%	80%	78%	80%	81%	84%	85%	76%	81%	79%	69%	78%	84%	86%	83%	75%	78%	82%	82%	80%	80%	82%	74%	81%	79%		
Muzzleloader	28%	28%	29%	28%	28%	28%	25%	28%	31%	34%	38%	21%	30%	26%	16%	22%	33%	36%	37%	25%	29%	30%	27%	26%	30%	31%	21%	28%	28%		
BB / Airgun	59%	58%	59%	60%	60%	58%	58%	58%	62%	62%	63%	57%	57%	60%	58%	60%	59%	58%	60%	56%	57%	60%	61%	59%	59%	60%	55%	62%	57%		
Paintball gun	14%	16%	14%	13%	14%	14%	14%	13%	14%	17%	12%	16%	11%	16%	34%	15%	9%	5%	3%	18%	14%	13%	12%	13%	15%	12%	18%	16%	12%		
None	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	0%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%		

Q2.5 Where did you first gain interest in MSR's?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military			Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7369	2698	1646	2342	3719	3619	3057	1969	1056	959	3129	3885	3207	4153	1390	1592	1885	1783	537	1324	1987	1956	1587	3019	3977	5329	1911	3037	4182		
Own personal interest	47%	46%	45%	48%	45%	49%	49%	45%	46%	46%	48%	46%	36%	55%	54%	46%	45%	44%	46%	52%	47%	45%	43%	44%	49%	45%	51%	46%	48%		
Military	26%	26%	26%	27%	27%	25%	25%	26%	27%	31%	26%	27%	57%	-	21%	26%	25%	30%	33%	24%	29%	27%	25%	25%	28%	28%	23%	27%	26%		
Friend	23%	25%	23%	21%	23%	24%	24%	23%	23%	21%	21%	25%	14%	30%	31%	25%	23%	18%	16%	24%	24%	22%	24%	24%	23%	22%	26%	24%	22%		
Shooting Range	16%	16%	16%	15%	20%	11%	15%	15%	16%	19%	16%	15%	11%	19%	20%	14%	14%	14%	14%	17%	16%	14%	16%	17%	15%	15%	18%	15%	16%		
Magazines	16%	17%	15%	14%	15%	16%	17%	16%	13%	13%	15%	16%	11%	19%	18%	15%	15%	15%	19%	15%	14%	16%	16%	16%	15%	16%	16%	16%	15%		
Family member	11%	10%	11%	12%	10%	12%	11%	11%	9%	13%	11%	11%	12%	8%	14%	15%	11%	9%	11%	10%	13%	11%	10%	11%	11%	11%	11%	12%	11%	11%	
Internet	10%	12%	11%	8%	10%	11%	12%	9%	9%	8%	8%	12%	6%	14%	22%	9%	7%	6%	5%	13%	10%	9%	9%	12%	9%	9%	15%	9%	11%		
Movies/TV	6%	6%	6%	7%	6%	7%	7%	7%	7%	4%	5%	8%	4%	8%	13%	8%	4%	4%	3%	10%	7%	5%	6%	6%	7%	5%	10%	6%	7%		
Job	5%	5%	6%	5%	5%	5%	5%	5%	6%	7%	5%	6%	10%	2%	5%	7%	5%	5%	3%	5%	6%	5%	5%	5%	5%	6%	4%	6%	5%		
Other	4%	4%	4%	5%	5%	4%	5%	4%	4%	4%	5%	4%	4%	4%	4%	5%	5%	4%	4%	5%	3%	4%	5%	5%	4%	4%	5%	4%	4%		

Q2.6 Law Enforcement / Military (Active or Former)

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home			
	7372	2700	1649	2344	3726	3614	3060	1974	1056	959	3130	3882	3211	4161	1390	1591	1888	1782	539	1325	1989	1953	1587	3021	3976	5332	1910	3038	4183			
Military / L.E.	44%	41%	43%	46%	45%	42%	42%	43%	45%	48%	45%	42%	100%	0%	29%	40%	39%	54%	73%	41%	45%	46%	42%	42%	45%	46%	36%	41%	45%			
Non Military / L.E.	56%	59%	57%	54%	55%	58%	58%	57%	55%	52%	55%	58%	0%	100%	71%	60%	61%	46%	27%	59%	55%	54%	58%	58%	55%	54%	64%	59%	55%			

Q2.8 Do you currently have a membership at a local shooting range?

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home			
	7349	2684	1644	2338	3727	3622	3051	1962	1051	955	3122	3869	3196	4144	1389	1584	1879	1780	534	1321	1980	1953	1578	3011	3965	5318	1903	3029	4171			
	51%	45%	50%	57%	100%	0%	47%	51%	56%	62%	59%	46%	52%	50%	44%	48%	51%	56%	60%	40%	48%	53%	59%	56%	47%	52%	48%	49%	52%			
No	49%	55%	50%	43%	0%	100%	53%	49%	44%	38%	41%	54%	48%	50%	56%	52%	49%	44%	40%	60%	52%	47%	41%	44%	53%	48%	52%	51%	48%			

Q3.1 Was your most recent MSR?:

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7304	2684	1641	2323	3684	3589	3023	1959	1050	952	3098	3859	3179	4118	1386	1580	1880	1753	530	1316	1970	1938	1573	2992	3945	5279	1900	3022	4135
Purchased NEW	81%	77%	83%	85%	83%	79%	82%	80%	82%	84%	83%	80%	82%	81%	82%	82%	82%	80%	80%	77%	81%	81%	86%	83%	80%	81%	83%	81%	82%
Purchased USED	16%	19%	15%	13%	15%	18%	16%	17%	16%	14%	15%	17%	16%	15%	16%	15%	17%	18%	19%	17%	16%	13%	15%	14%	17%	17%	15%	17%	16%
Received NEW as a gift	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%
Received USED as a gift	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Q3.2 In what year did you receive your most recent MSR as a purchase/gift?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?		
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24"	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7187	2608	1618	2311	3629	3528	2965	1928	1039	942	3052	3797	3134	4045	1356	1553	1853	1736	518	1282	1950	1914	1553	2945	3881	5199	1867	2969	4075	
2010	37%	27%	38%	50%	40%	35%	38%	35%	36%	48%	38%	38%	38%	38%	37%	42%	38%	36%	35%	38%	34%	38%	38%	41%	37%	38%	36%	40%	37%	38%
2009	29%	28%	33%	28%	29%	29%	28%	31%	33%	29%	29%	31%	27%	31%	31%	30%	30%	28%	20%	25%	28%	30%	31%	30%	28%	30%	28%	30%	28%	28%
2008	14%	17%	13%	10%	14%	13%	14%	14%	14%	11%	13%	14%	14%	13%	16%	14%	12%	12%	14%	15%	14%	14%	12%	13%	14%	14%	13%	14%	14%	14%
2007	5%	7%	4%	3%	4%	5%	5%	5%	5%	4%	5%	5%	5%	4%	5%	5%	4%	5%	6%	6%	5%	5%	4%	5%	5%	5%	5%	4%	5%	5%
2006	3%	4%	2%	2%	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	2%	3%	2%	4%	2%	3%	3%	3%	2%	2%	3%	2%	2%	2%	2%	3%
2005 or earlier	12%	18%	11%	7%	10%	14%	13%	13%	9%	6%	13%	10%	14%	12%	4%	10%	14%	16%	20%	16%	13%	10%	10%	12%	13%	13%	12%	12%	12%	13%

Q3.3 What was the initial price of your most recent MSR (new out of box cost)?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?		
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7337	2695	1643	2334	3703	3603	3041	1965	1052	956	3114	3874	3195	4134	1388	1584	1882	1770	535	1321	1982	1949	1577	3004	3963	5307	1905	3026	4164	
Under \$500	5%	6%	4%	5%	4%	6%	5%	6%	5%	3%	5%	5%	6%	5%	5%	5%	7%	7%	8%	6%	4%	5%	5%	5%	6%	5%	5%	5%	5%	
\$500 - \$1,000	47%	52%	46%	42%	45%	50%	49%	48%	46%	41%	49%	46%	47%	47%	45%	46%	49%	46%	52%	49%	51%	48%	39%	47%	48%	48%	45%	48%	47%	47%
\$1,001 - \$1,500	33%	31%	35%	34%	34%	32%	32%	34%	34%	36%	32%	34%	32%	33%	33%	33%	33%	33%	29%	30%	31%	34%	36%	33%	33%	33%	33%	33%	33%	33%
\$1,501 - \$2,000	8%	6%	9%	10%	9%	7%	8%	8%	10%	11%	9%	8%	8%	8%	10%	9%	7%	8%	8%	7%	7%	8%	12%	9%	8%	8%	10%	8%	9%	9%
\$2,001 - \$2,500	3%	2%	3%	4%	3%	2%	3%	2%	3%	4%	3%	3%	3%	3%	4%	3%	2%	2%	2%	2%	2%	3%	4%	3%	2%	3%	3%	3%	3%	3%
\$2,500 - \$3,500	2%	1%	1%	3%	2%	1%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%
\$3,500+	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%
Don't know	1%	2%	1%	1%	1%	2%	1%	1%	0%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%

Q3.5 Where did you buy your most recent MSR?

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7305	2677	1639	2323	3691	3583	3031	1956	1045	950	3106	3850	3181	4116	1384	1579	1873	1766	525	1314	1971	1939	1575	2997	3938	5282	1897	3013	4146		
Independent Retail Store	39%	40%	40%	37%	41%	38%	38%	41%	38%	41%	40%	39%	39%	40%	35%	40%	40%	40%	44%	37%	40%	40%	41%	38%	40%	40%	39%	40%	39%	39%	
Internet website	25%	20%	26%	31%	25%	25%	27%	24%	26%	26%	26%	25%	24%	26%	34%	27%	25%	20%	18%	25%	25%	25%	26%	27%	24%	24%	29%	24%	26%		
Gun Show	10%	11%	10%	9%	10%	10%	10%	10%	11%	8%	10%	11%	10%	10%	9%	10%	9%	13%	12%	12%	11%	10%	9%	10%	11%	10%	11%	9%	11%	11%	
Chain / Big Box Retail Store	6%	7%	6%	4%	5%	6%	6%	6%	5%	5%	4%	7%	6%	5%	5%	5%	6%	7%	6%	6%	5%	7%	6%	6%	6%	6%	5%	6%	5%	5%	
Received as gift	2%	3%	2%	1%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	
Direct Mail Catalog	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	1%	
Other	16%	17%	15%	15%	15%	16%	15%	16%	16%	16%	16%	15%	17%	15%	14%	15%	16%	17%	17%	16%	15%	16%	15%	16%	15%	16%	14%	16%	15%	15%	

Q3.7 What caliber is your most recent MSR?

	# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military			Age					Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7053	2611	1587	2231	3565	3459	2908	1902	1028	909	3004	3716	3065	3981	1304	1533	1825	1712	508	1256	1914	1868	1521	2896	3807	5122	1810	2913	4001		
223 / 5.56mm	76%	85%	76%	67%	77%	76%	78%	76%	73%	73%	74%	78%	75%	77%	79%	77%	75%	76%	72%	78%	76%	76%	75%	77%	76%	76%	76%	77%	76%	76%	
308	8%	4%	8%	11%	8%	8%	7%	8%	8%	9%	8%	7%	9%	7%	5%	7%	8%	8%	8%	6%	7%	8%	9%	8%	7%	8%	7%	7%	8%	8%	
.22	4%	3%	3%	4%	4%	4%	3%	4%	4%	4%	3%	4%	3%	4%	3%	3%	3%	4%	6%	4%	4%	4%	3%	3%	4%	4%	4%	4%	4%	4%	
6.8	3%	1%	3%	4%	3%	2%	3%	2%	3%	4%	4%	2%	3%	3%	3%	3%	2%	3%	2%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	
7.62mm x 39mm	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	1%	2%	3%	2%	3%	2%	2%	2%	
7.62mm x 51mm or x 54mm	2%	1%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
5.45 x 39mm	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	
9mm Para	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
450 Bushmaster	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	
338 Lapua	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
50 BMG	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
9mm Kurtz	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
.45	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	3%	2%	3%	6%	3%	4%	3%	3%	4%	4%	5%	2%	4%	3%	3%	3%	4%	3%	5%	3%	4%	3%	4%	4%	3%	3%	3%	3%	3%	3%	

Q3.8 How important were each of the following reasons for buying your most recent MSR? (average)

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home			
Accuracy	9.05	9.01	9.05	9.08	9.09	9.00	8.97	9.03	9.11	9.34	9.13	9.00	9.12	8.99	8.86	9.02	9.13	9.16	8.89	8.91	9.06	9.11	9.05	8.95	9.11	9.08	8.95	9.08	8.95	9.03		
Reliable	8.93	8.85	8.98	9.03	8.93	8.92	8.90	8.85	9.01	9.16	8.93	8.94	8.97	8.89	8.83	8.95	8.94	9.02	8.79	8.89	8.99	8.96	8.82	8.81	9.01	8.94	8.90	8.95	8.95	8.93		
Reputation of manufacturer	8.30	8.29	8.39	8.31	8.42	8.19	8.20	8.40	8.39	8.42	8.32	8.31	8.38	8.25	7.88	8.26	8.41	8.54	8.46	8.16	8.38	8.35	8.24	8.17	8.41	8.36	8.17	8.31	8.31	8.31		
Availability of ammunition in this caliber	8.10	8.23	8.08	7.95	8.08	8.11	8.10	8.18	8.03	8.04	7.78	8.36	8.18	8.03	7.84	8.05	8.12	8.31	8.18	8.10	8.13	8.12	8.01	8.00	8.17	8.12	8.06	8.11	8.10	8.10		
Good ergonomics, easy access to safety, comfortable	8.10	8.02	8.12	8.21	8.16	8.04	8.06	7.98	8.19	8.43	8.08	8.14	8.22	8.01	8.05	8.08	8.13	8.21	7.84	8.16	8.15	8.06	8.04	7.92	8.23	8.10	8.10	8.10	8.11	8.11		
Availability of parts	8.08	8.04	8.11	8.11	8.12	8.05	8.11	8.03	8.10	8.19	8.04	8.14	8.15	8.10	7.77	8.10	8.16	8.28	7.91	8.10	8.12	8.12	8.01	7.93	8.19	8.13	7.96	8.14	8.05	8.05		
Easy to shoot	7.85	7.90	7.94	7.74	7.84	7.86	7.84	7.83	7.85	8.01	7.71	7.99	7.87	7.83	7.67	7.85	7.84	8.05	7.68	7.88	7.87	7.92	7.74	7.77	7.92	7.88	7.78	7.89	7.83	7.83		
Ability to accessorize	7.52	7.52	7.47	7.58	7.50	7.54	7.50	7.49	7.71	7.70	7.34	7.72	7.49	7.54	7.57	7.65	7.60	7.46	6.97	7.54	7.53	7.61	7.51	7.36	7.64	7.50	7.57	7.59	7.48	7.48		
Purchased to avoid any potential future ownership b	7.31	7.43	7.32	7.17	7.25	7.39	7.36	7.35	7.38	6.98	7.21	7.38	7.23	7.38	6.87	7.33	7.40	7.58	7.29	7.28	7.27	7.37	7.29	7.34	7.39	7.12	7.39	7.26	7.36	7.36		
Aesthetically pleasing/ Looks good	6.95	7.04	7.01	6.92	6.90	7.00	6.94	7.05	6.98	6.79	6.70	7.16	6.79	7.08	6.85	7.04	7.00	7.07	6.45	6.95	7.00	7.02	6.92	6.80	7.09	6.97	6.92	7.07	6.88	6.88		
Light weight	6.78	6.86	6.80	6.78	6.76	6.81	6.79	6.73	6.77	6.85	6.56	6.95	6.80	6.77	6.69	6.73	6.83	6.92	6.60	6.83	6.89	6.82	6.66	6.66	6.87	6.81	6.70	6.88	6.72	6.72		
Price	6.72	6.96	6.74	6.47	6.64	6.79	6.67	6.87	6.77	6.50	6.57	6.83	6.79	6.66	6.33	6.66	6.80	6.90	7.00	6.87	6.89	6.71	6.43	6.64	6.80	6.79	6.53	6.78	6.68	6.68		
Low cost of ammunition in this caliber	6.59	6.81	6.69	6.27	6.53	6.64	6.59	6.63	6.50	6.60	6.34	6.77	6.58	6.59	6.39	6.47	6.57	6.84	6.65	6.77	6.73	6.62	6.23	6.48	6.69	6.62	6.50	6.65	6.56	6.56		
Low recoil	6.07	6.33	6.07	5.82	6.04	6.09	6.04	6.20	5.95	6.01	5.77	6.30	6.05	6.09	5.83	5.93	6.09	6.36	5.85	6.06	6.07	6.05	6.03	6.06	6.06	6.09	5.98	6.11	6.03	6.03		
Ability to compete	5.23	5.04	5.30	5.37	5.64	4.80	4.98	5.14	5.53	6.02	5.56	4.99	5.31	5.16	4.90	4.99	5.27	5.57	5.47	5.34	5.36	5.26	5.02	5.09	5.35	5.24	5.19	5.21	5.24	5.24		
Ability to shoot competitively	5.02	4.76	5.04	5.24	5.52	4.50	4.80	4.82	5.40	5.87	5.42	4.73	5.12	4.94	4.68	4.84	5.04	5.31	5.35	5.13	5.12	5.02	4.87	4.91	5.11	5.04	4.98	4.98	5.05	5.05		
Taught to use in military/law enforcement and was co	3.90	3.88	3.95	3.91	3.99	3.79	3.74	3.92	3.96	4.30	3.76	4.00	6.39	1.86	3.61	3.94	3.74	4.25	3.85	3.77	4.09	4.03	3.76	3.75	4.03	4.03	3.56	4.07	3.77	3.77		
Recommended by retailer	3.50	3.84	3.53	3.13	3.54	3.45	3.37	3.67	3.51	3.47	3.24	3.68	3.47	3.52	3.18	3.45	3.58	3.73	3.39	3.54	3.57	3.46	3.43	3.46	3.54	3.55	3.37	3.62	3.42	3.42		
My friends/family had one	3.45	3.71	3.41	3.16	3.45	3.44	3.37	3.59	3.39	3.39	3.30	3.53	3.25	3.60	3.22	3.38	3.50	3.62	3.47	3.59	3.41	3.43	3.37	3.36	3.51	3.51	3.26	3.55	3.37	3.37		

Q3.9 I would consider my most recent MSR as I currently use it to be:

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7350	2697	1646	2338	3710	3608	3045	1969	1056	957	3127	3874	3200	4142	1389	1587	1884	1778	533	1322	1983	1950	1584	3014	3965	5313	1909	3027	4176	
Out of the box	16%	19%	15%	14%	15%	18%	18%	17%	12%	10%	16%	15%	18%	15%	16%	11%	15%	17%	20%	21%	18%	16%	14%	17%	16%	17%	15%	16%	17%	16%
Have a few accessories (1-3)	64%	65%	66%	62%	64%	65%	63%	67%	66%	65%	65%	64%	64%	65%	61%	63%	67%	65%	69%	63%	65%	65%	64%	65%	64%	65%	62%	65%	64%	
Heavily accessorized (4+)	19%	16%	19%	24%	21%	17%	19%	16%	22%	25%	19%	20%	18%	21%	28%	22%	17%	14%	10%	20%	18%	19%	22%	18%	20%	18%	22%	19%	19%	

89% 85% 84% 79% 79%

Q3.10 When did you add your accessories to your MSR?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?		
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7304	2674	1637	2338	3687	3587	3032	1953	1053	954	3101	3855	3186	4111	1380	1578	1873	1783	534	1317	1982	1946	1573	2993	3941	5282	1894	3012	4146	4146
At time of purchase	22%	20%	22%	23%	23%	20%	22%	20%	22%	26%	22%	22%	22%	21%	27%	21%	19%	21%	19%	21%	21%	20%	25%	22%	22%	21%	24%	22%	21%	21%
Post purchase (within 12 months)	62%	57%	64%	67%	64%	61%	61%	62%	66%	68%	63%	64%	61%	64%	66%	65%	63%	58%	60%	61%	63%	64%	64%	62%	62%	62%	62%	63%	62%	62%
Post purchase (after 12 months)	13%	17%	11%	9%	12%	14%	13%	13%	13%	9%	12%	13%	13%	13%	16%	13%	12%	12%	10%	16%	13%	12%	11%	13%	13%	12%	13%	12%	13%	13%
Not applicable	13%	16%	12%	11%	12%	15%	14%	14%	9%	7%	13%	13%	14%	13%	10%	12%	13%	16%	17%	14%	14%	13%	11%	14%	13%	14%	13%	13%	14%	14%

Q3.11 How much after market customization did you do to your most recent MSR in terms of dollars spent?

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home				
	7327	2688	1638	2332	3692	3604	3034	1963	1055	954	3112	3868	3191	4128	1387	1584	1878	1766	534	1323	1971	1948	1578	3002	3954	5298	1904	3025	4158				
\$0	12%	15%	10%	9%	11%	13%	13%	12%	8%	6%	11%	12%	12%	11%	9%	11%	12%	14%	15%	13%	11%	12%	10%	12%	12%	12%	12%	11%	12%	11%			
\$1 - \$100	6%	8%	6%	5%	6%	7%	7%	7%	4%	5%	6%	6%	6%	6%	6%	6%	6%	7%	8%	9%	7%	6%	4%	7%	6%	6%	7%	7%	6%	6%			
\$101 - \$200	14%	16%	14%	11%	12%	15%	13%	16%	15%	10%	14%	13%	14%	14%	13%	13%	14%	15%	16%	16%	16%	12%	11%	14%	14%	14%	13%	14%	14%	14%			
\$201 - \$400	23%	25%	25%	20%	22%	24%	22%	25%	25%	21%	23%	23%	22%	24%	19%	21%	27%	24%	25%	24%	24%	23%	21%	22%	24%	24%	21%	24%	24%	22%			
\$401 - \$600	17%	15%	19%	18%	17%	17%	17%	17%	19%	20%	18%	18%	18%	17%	17%	16%	18%	18%	16%	14%	17%	18%	20%	18%	17%	18%	17%	18%	17%	17%			
\$601 - \$800	10%	8%	9%	12%	11%	9%	9%	9%	10%	13%	10%	10%	10%	9%	10%	11%	11%	9%	8%	7%	8%	9%	11%	10%	9%	10%	10%	9%	10%	9%	9%		
\$801 - \$999	6%	4%	6%	7%	6%	5%	6%	4%	5%	8%	5%	6%	6%	6%	5%	7%	7%	5%	5%	3%	4%	5%	6%	6%	5%	5%	6%	5%	6%	5%	6%		
\$1,000 - \$1,500	8%	5%	8%	11%	9%	6%	8%	6%	8%	12%	8%	8%	8%	8%	7%	11%	9%	7%	6%	5%	7%	7%	7%	8%	8%	7%	10%	7%	8%	7%	8%		
\$1,501 - \$2,000	3%	2%	2%	4%	3%	2%	4%	2%	2%	3%	3%	3%	3%	3%	3%	5%	3%	2%	2%	3%	2%	2%	3%	4%	3%	2%	2%	3%	3%	3%	3%		
\$2,001 - \$2,500	1%	0%	0%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
\$2,501 - \$3,000	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%		
\$3,000 +	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%		
	72%	79%	74%	63%	68%	76%	72%	77%	71%	62%	72%	72%	72%	71%	73%	63%	69%	77%	78%	80%	76%	75%	71%	66%	73%	73%	74%	70%	74%	71%			
\$600+	28%	19%	25%	37%	31%	23%	28%	23%	28%	38%	27%	28%	28%	28%	26%	37%	32%	24%	22%	19%	22%	25%	28%	35%	27%	26%	25%	31%	26%	27%			

	# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
		2646	975	611	810	1349	1289	506	969	569	501	1251	1287	1158	1485	360	512	716	733	236	415	731	722	567	1048	1461	1981	623	1085
1- 4x power scope	24%	23%	21%	26%	24%	23%	26%	23%	22%	24%	23%	25%	26%	22%	25%	24%	24%	21%	23%	25%	23%	24%	23%	26%	22%	26%	22%	23%	
1- 6x power scope	1%	1%	36%	41%	36%	41%	36%	31%	39%	31%	40%	38%	34%	34%	34%	34%	39%	36%	31%	35%	38%	37%	37%	37%	37%	36%	37%	36%	
4- 14x power scope	17%	16%	18%	18%	18%	16%	14%	16%	18%	22%	19%	15%	16%	17%	19%	17%	14%	15%	17%	14%	17%	17%	18%	17%	17%	17%	15%	18%	
6- 20x + power scope	14%	12%	14%	18%	16%	13%	10%	15%	15%	17%	17%	12%	15%	13%	14%	15%	14%	18%	18%	12%	14%	16%	16%	16%	15%	13%	14%	14%	
Don't know	1%	1%	1%	1%	1%	1%	2%	0%	1%	0%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Other	8%	6%	10%	8%	8%	7%	7%	7%	9%	8%	9%	6%	7%	8%	8%	9%	8%	7%	5%	7%	7%	7%	8%	8%	8%	7%	8%	7%	

				# MSR's own	Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total				Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
		1	2	3+																										
	7191	2646	1611	2286	3625	3538	2963	1935	1038	943	3052	3802	3128	4055	1355	1561	1851	1732	521	1292	1948	1909	1546	2942	3888	5207	1860	2971	4077	
5 round capacity	7%	7%	8%	7%	6%	8%	7%	7%	6%	6%	8%	6%	8%	7%	4%	6%	8%	9%	13%	8%	8%	7%	7%	6%	6%	8%	8%	6%	7%	8%
10 round capacity	13%	13%	14%	12%	14%	11%	11%	14%	14%	13%	14%	11%	12%	13%	10%	10%	13%	16%	17%	10%	13%	13%	15%	13%	13%	13%	12%	13%	13%	
15 round capacity	4%	4%	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%	4%	3%	2%	4%	5%	5%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	
20 round capacity	27%	24%	29%	28%	28%	26%	22%	29%	32%	32%	32%	23%	28%	26%	17%	24%	29%	33%	33%	25%	26%	26%	28%	27%	26%	28%	23%	26%	32%	
30+ round capacity	32%	36%	30%	30%	31%	34%	19%	44%	42%	42%	26%	33%	33%	32%	38%	37%	31%	28%	24%	34%	33%	33%	31%	34%	31%	32%	35%	34%	37%	
Other	17%	16%	16%	20%	17%	18%	37%	3%	3%	3%	16%	19%	16%	18%	29%	22%	14%	11%	8%	21%	17%	17%	16%	18%	16%	21%	18%	17%	18%	

	# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income					Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / LE	Non Military / LE	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7201	2650	1612	2290	3635	3557	2982	1934	1029	941	3056	3805	3132	4061	1364	1564	1848	1737	520	1299	1946	1911	1548	2942	3695	5208	1869	2971	4068
	59%	50%	31%	31%	61%	62%	62%	50%	31%	31%	54%	50%	50%	50%	68%	68%	68%	58%	38%	61%	68%	61%	68%	62%	59%	62%	59%	62%	59%
Collapsible / Folding	35%	37%	36%	31%	35%	36%	33%	37%	35%	32%	39%	31%	36%	36%	35%	26%	29%	37%	44%	47%	35%	30%	34%	33%	36%	36%	33%	32%	32%
Precision	4%	3%	4%	6%	5%	3%	3%	3%	5%	8%	6%	3%	4%	1%	5%	4%	4%	4%	3%	4%	3%	4%	3%	4%	4%	4%	4%	4%	4%
Other	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%

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		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7203	2652	1615	2292	3634	3539	2981	1935	1039	937	3059	3808	3134	4062	1365	1562	1849	1739	518	1301	1948	1909	1551	2951	3889	5209	1871	2968	4093	
Standard without rails	2823	32%	28%	24%	26%	31%	31%	30%	23%	19%	28%	28%	29%	28%	23%	28%	31%	29%	32%	33%	28%	28%	25%	29%	28%	29%	28%	28%	28%	
Free floating with rails	26%	20%	27%	34%	28%	24%	26%	23%	30%	35%	26%	28%	26%	27%	33%	29%	25%	21%	19%	24%	24%	26%	30%	27%	25%	25%	29%	26%	26%	
Standard with rails	21%	24%	20%	17%	20%	21%	20%	22%	21%	18%	16%	24%	22%	20%	20%	22%	19%	21%	20%	19%	21%	23%	21%	21%	21%	21%	20%	21%	20%	
Free floating without rails	16%	14%	19%	17%	18%	15%	14%	17%	19%	21%	23%	12%	16%	17%	13%	14%	17%	20%	19%	14%	18%	16%	17%	15%	18%	17%	14%	16%	17%	
Don't know	3%	5%	2%	1%	2%	4%	3%	3%	2%	3%	2%	3%	2%	4%	2%	2%	3%	5%	5%	4%	4%	2%	2%	3%	3%	3%	3%	3%	3%	
Monolithic	2%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	
Other	3%	3%	2%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	5%	3%	2%	2%	2%	5%	3%	3%	2%	3%	3%	3%	4%	3%	3%	

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military?		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7248	2665	1621	2310	3665	3555	3002	1947	1043	941	3085	3824	3156	4084	1371	1572	1865	1745	523	1307	1962	1922	1558	2974	3908	5241	1883	2994	4112		
Black	83%	86%	83%	81%	84%	83%	83%	85%	85%	79%	83%	84%	83%	83%	82%	84%	84%	84%	82%	80%	82%	85%	83%	85%	83%	82%	84%	82%	84%	82%	
Flat Dark Earth (FDE)	5%	3%	4%	7%	5%	4%	5%	4%	4%	6%	5%	5%	5%	4%	6%	6%	4%	3%	5%	4%	5%	5%	5%	5%	5%	4%	5%	5%	5%		
Olive Green	3%	3%	3%	4%	3%	4%	3%	3%	3%	4%	4%	3%	3%	4%	3%	3%	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%	3%	4%	3%	4%	
Camouflage	3%	3%	4%	3%	3%	4%	3%	3%	4%	4%	4%	3%	4%	3%	2%	3%	4%	4%	3%	3%	4%	3%	4%	3%	4%	3%	3%	4%	3%	4%	
Wood grain	2%	2%	2%	1%	1%	3%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	3%	4%	4%	4%	2%	1%	1%	2%	2%	2%	2%	1%	2%	
Custom	2%	1%	1%	2%	2%	2%	1%	1%	1%	4%	2%	2%	2%	2%	3%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	
Other	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	

Q3.19 Is the barrel on your most recent MSR?:

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24"	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7229	2650	1624	2302	3651	3549	2996	1937	1042	936	3080	3807	3146	4075	1370	1566	1858	1740	522	1303	1951	1921	1556	2973	3897	5225	1879	2985	4103		
Threaded	62%	52%	62%	72%	63%	61%	63%	59%	64%	68%	64%	62%	63%	61%	70%	66%	62%	56%	52%	63%	63%	63%	60%	62%	62%	61%	65%	63%	61%		
Non-threaded / crowned	25%	28%	29%	20%	26%	25%	24%	26%	26%	24%	26%	24%	24%	26%	21%	23%	27%	28%	28%	25%	25%	24%	26%	25%	25%	26%	24%	24%	26%		
Don't know	11%	18%	9%	5%	9%	13%	12%	12%	8%	6%	8%	13%	11%	11%	7%	10%	9%	15%	17%	11%	11%	11%	12%	11%	11%	12%	9%	11%	11%		
Other	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%		

Q3.20 Does the barrel on your most recent MSR have a?:

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	6872	2474	1549	2224	3473	3376	2849	1835	990	906	2875	3680	3023	3848	1327	1507	1750	1656	476	1263	1849	1831	1471	2821	3710	4956	1804	2837	3911		
Flash hider / Non-Permanent	45%	38%	46%	52%	45%	45%	47%	43%	46%	46%	47%	45%	44%	45%	51%	49%	45%	40%	34%	46%	45%	48%	41%	43%	46%	45%	45%	47%	44%		
Flash hider / Permanent	19%	24%	18%	13%	18%	20%	19%	21%	17%	13%	16%	21%	21%	17%	15%	17%	19%	23%	22%	16%	19%	19%	21%	22%	17%	20%	16%	19%	19%		
Muzzle brake / Non-Permanent	12%	11%	10%	15%	13%	11%	11%	11%	13%	18%	13%	12%	12%	13%	13%	12%	13%	11%	13%	13%	13%	11%	13%	12%	13%	12%	14%	11%	13%		
Muzzle brake / Permanent	8%	9%	9%	7%	9%	7%	8%	9%	9%	7%	7%	9%	8%	9%	9%	9%	8%	7%	12%	8%	8%	8%	9%	9%	8%	8%	9%	7%	9%		
Don't know	4%	7%	3%	2%	3%	5%	5%	4%	2%	2%	2%	5%	4%	5%	3%	3%	4%	6%	6%	5%	4%	3%	4%	4%	4%	4%	4%	4%	4%		
Other	12%	11%	14%	12%	12%	11%	10%	12%	13%	14%	15%	9%	12%	12%	10%	10%	12%	14%	14%	12%	12%	11%	12%	11%	12%	11%	13%	11%	12%		

Q3.21 What is the barrel length?

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
		Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
		7335	2688	1645	2332	3703	3601	3041	1964	1056	955	3119	3872	3196	4131	1387	1584	1881	1771	536	1322	1981	1947	1576	3006	3962	5306	1904	3021	4169	
11 1/2"		1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%		
14 1/2"		4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	6%	5%	3%	2%	3%	4%	3%	4%	5%	4%	4%	4%	5%	4%	4%	
16"		54%	54%	56%	53%	53%	55%	57%	54%	53%	53%	49%	60%	52%	56%	59%	59%	53%	49%	47%	54%	54%	55%	53%	54%	54%	54%	55%	57%	52%	
18"		12%	12%	11%	12%	12%	11%	11%	12%	13%	11%	12%	11%	12%	11%	11%	10%	12%	13%	14%	13%	11%	11%	12%	12%	12%	12%	11%	11%	12%	
20"		19%	19%	19%	18%	19%	19%	18%	19%	18%	20%	22%	15%	20%	18%	14%	16%	20%	23%	20%	17%	20%	18%	19%	18%	19%	19%	17%	17%	20%	
24"		6%	4%	6%	7%	6%	5%	5%	6%	6%	6%	8%	4%	6%	5%	4%	4%	6%	7%	10%	5%	6%	6%	5%	5%	6%	6%	5%	5%	6%	
Don't know		3%	4%	2%	1%	2%	3%	2%	3%	1%	1%	1%	3%	2%	3%	2%	2%	2%	3%	4%	3%	2%	2%	3%	3%	2%	2%	3%	2%	3%	
Other		3%	2%	2%	4%	3%	2%	2%	2%	4%	3%	3%	2%	3%	2%	4%	3%	2%	2%	2%	3%	3%	3%	2%	3%	3%	2%	3%	2%	3%	

Q3.22 Does your MSR operate on a?:

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age				Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7334	2691	1644	2329	3701	3601	3041	1968	1051	955	3123	3867	3195	4131	1388	1585	1878	1776	530	1323	1981	1941	1580	3005	3962	5304	1904	3024	4166
Direct gas impingement	62%	56%	63%	69%	64%	59%	66%	58%	63%	62%	69%	58%	62%	61%	68%	66%	62%	56%	53%	61%	63%	63%	61%	63%	61%	62%	62%	62%	61%
Gas piston	20%	21%	19%	19%	20%	20%	18%	23%	19%	22%	17%	22%	21%	20%	18%	18%	20%	23%	23%	20%	19%	19%	23%	20%	20%	20%	21%	19%	10%
Recoil / Blow-back operated	10%	12%	11%	8%	10%	11%	9%	11%	13%	11%	9%	11%	10%	11%	8%	11%	11%	11%	12%	9%	12%	10%	9%	10%	11%	11%	9%	10%	10%
Delayed toggle bolt recoil	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Don't know	7%	11%	6%	3%	5%	8%	6%	7%	5%	3%	4%	8%	6%	8%	6%	5%	6%	8%	10%	8%	6%	6%	6%	6%	7%	7%	6%	7%	7%
Other	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Q3.23 How likely are you to purchase a new MSR in the next 12 months? (average)

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
Mean	6.20	5.37	6.31	7.09	6.39	6.01	6.06	6.00	6.54	7.29	6.37	6.21	6.14	6.25	6.58	6.54	6.29	5.80	5.23	5.94	6.10	6.36	6.57	6.03	6.35	6.18	6.29	6.46	6.03	

Q4.1a Bipod

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age						Income					Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home						
	6754	2453	1501	2203	3432	3292	2800	1815	958	900	2879	3574	2914	3835	1336	1511	1695	1588	463	1226	1830	1794	1448	2787	3631	4861	1781	2800	3821						
Currently own	51%	36%	50%	68%	55%	47%	47%	48%	58%	65%	60%	44%	53%	49%	45%	52%	53%	51%	57%	45%	49%	51%	55%	49%	51%	50%	51%	50%	51%						
Plan to buy in next 12 mths.	17%	21%	19%	12%	16%	19%	18%	19%	16%	14%	14%	21%	16%	18%	21%	16%	18%	17%	11%	18%	19%	17%	16%	16%	19%	17%	17%	19%	16%						
Don't own or plan to buy	32%	43%	31%	20%	29%	35%	35%	33%	26%	20%	26%	35%	31%	33%	35%	32%	29%	33%	32%	36%	32%	31%	29%	35%	30%	32%	31%	31%	33%						

Q4.1b Mounted Rifle Scope

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7001	2528	1568	2271	3535	3434	2894	1880	1007	924	2992	3696	3021	3972	1347	1535	1790	1668	499	1266	1884	1855	1520	2881	3764	5051	1833	2893	3971	
Currently own	68%	56%	70%	70%	81%	71%	66%	65%	66%	76%	81%	77%	63%		58%	66%	70%	74%	77%	47%	63%	68%	70%	71%	66%	66%	63%	68%	68%	
Plan to buy in next 12 mths.	16%	21%	15%	11%	14%	17%	17%	18%	12%	9%	12%	18%	14%	16%	20%	18%	15%	12%	11%	18%	16%	15%	15%	16%	16%	16%	16%	17%	15%	
Don't own or plan to buy.	16%	23%	15%	8%	15%	17%	18%	16%	12%	10%	11%	19%	16%	16%	22%	16%	14%	14%	12%	19%	17%	16%	14%	14%	18%	15%	15%	18%	15%	

Q4.1c Spotting Scope

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6550	2353	1473	2131	3336	3186	2715	1749	925	884	2823	3431	2822	3723	1296	1471	1661	1527	444	1180	1771	1724	1425	2715	3504	4707	1735	2719	3703
Currently own	52%	40%	53%	64%	59%	43%	48%	51%	60%	60%	65%	42%	56%	49%	32%	46%	57%	62%	71%	42%	51%	53%	57%	50%	53%	53%	47%	50%	53%
Plan to buy in next 12 mths.	18%	18%	19%	17%	17%	19%	18%	17%	18%	20%	15%	20%	16%	18%	19%	25%	22%	17%	11%	7%	19%	18%	17%	17%	18%	17%	19%	20%	16%
Don't own or plan to buy	31%	42%	28%	19%	24%	38%	34%	32%	22%	20%	20%	38%	28%	33%	43%	31%	26%	27%	23%	39%	31%	29%	26%	32%	29%	29%	35%	30%	31%

Q4.1d Range Finder

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6318	2291	1426	2030	3203	3088	2638	1665	894	862	2722	3317	2730	3583	1271	1434	1598	1453	413	1132	1714	1678	1368	2630	3370	4541	1671	2636	3559
Currently own	32%	24%	32%	40%	34%	29%	28%	32%	37%	42%	42%	24%	33%	31%	21%	29%	35%	38%	37%	24%	30%	34%	36%	30%	33%	33%	28%	31%	32%
Plan to buy in next 12 mths.	23%	22%	25%	25%	24%	23%	24%	22%	24%	27%	23%	24%	23%	23%	27%	26%	23%	21%	17%	25%	22%	22%	22%	24%	23%	24%	26%	22%	22%
Don't own or plan to buy	45%	54%	44%	35%	42%	47%	48%	47%	39%	31%	35%	51%	44%	46%	51%	45%	43%	41%	46%	51%	45%	43%	42%	48%	43%	44%	48%	43%	46%

Q4.1e Rifle Sling

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7057	2566	1587	2265	3563	3463	2921	1896	1020	925	3028	3716	3076	3975	1369	1552	1798	1683	490	1273	1909	1874	1527	2897	3809	5095	1846	2913	4011
Currently own	81%	73%	82%	89%	82%	79%	80%	78%	86%	89%	85%	78%	84%	78%	82%	82%	81%	82%	80%	79%	81%	81%	82%	79%	82%	81%	81%	81%	81%
Plan to buy in next 12 mths.	12%	17%	12%	7%	12%	13%	13%	14%	9%	7%	10%	14%	10%	14%	16%	12%	12%	10%	11%	13%	13%	12%	12%	13%	12%	12%	13%	13%	12%
Don't own or plan to buy	7%	10%	6%	4%	6%	8%	7%	8%	5%	4%	5%	8%	6%	8%	6%	6%	7%	8%	9%	8%	6%	7%	7%	8%	6%	7%	6%	7%	7%

Q4.1f Tactical Flashlight

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6661	2397	1497	2167	3363	3268	2776	1768	954	889	2825	3545	2869	3786	1337	1516	1693	1536	424	1201	1794	1779	1446	2762	3567	4783	1768	2784	3752
Currently own	58%	47%	60%	71%	62%	55%	58%	55%	62%	68%	60%	59%	62%	56%	59%	61%	60%	56%	49%	54%	56%	60%	64%	57%	59%	59%	58%	59%	58%
Plan to buy in next 12 mths.	16%	20%	17%	12%	14%	18%	17%	16%	18%	12%	14%	18%	14%	18%	22%	18%	15%	12%	12%	19%	18%	15%	14%	16%	16%	16%	18%	17%	16%
Don't own or plan to buy	25%	33%	23%	17%	24%	27%	25%	29%	21%	19%	26%	23%	25%	26%	19%	21%	26%	31%	39%	28%	26%	25%	21%	27%	24%	26%	24%	24%	27%

Q4.1g Tactical Apparel

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6306	2297	1417	2035	3184	3095	2631	1663	897	854	2660	3369	2716	3585	1308	1452	1593	1425	383	1157	1705	1670	1354	2631	3366	4498	1704	2658	3526
Currently own	37%	27%	38%	50%	40%	35%	36%	35%	41%	48%	38%	39%	46%	31%	43%	42%	37%	31%	22%	36%	36%	38%	41%	37%	38%	37%	38%	40%	35%
Plan to buy in next 12 mths.	11%	13%	12%	10%	10%	13%	11%	12%	11%	11%	9%	13%	9%	13%	15%	13%	12%	8%	5%	13%	12%	12%	11%	11%	11%	11%	13%	12%	11%
Don't own or plan to buy	51%	60%	50%	41%	50%	52%	52%	54%	48%	41%	53%	48%	46%	56%	43%	44%	51%	61%	73%	51%	52%	50%	49%	52%	51%	52%	49%	48%	54%

Q4.1h Night Vision

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6193	2266	1393	1989	3112	3055	2590	1632	874	838	2610	3308	2656	3532	1284	1420	1574	1397	378	1139	1668	1625	1339	2600	3289	4415	1674	2601	3472
Currently own	10%	6%	8%	16%	10%	10%	9%	9%	12%	13%	12%	9%	12%	9%	7%	10%	12%	11%	9%	8%	10%	11%	11%	9%	11%	10%	10%	10%	10%
Plan to buy in next 12 mths.	18%	13%	19%	23%	18%	19%	19%	16%	20%	23%	18%	19%	19%	18%	20%	20%	19%	16%	11%	19%	19%	17%	21%	16%	20%	17%	21%	19%	18%
Don't own or plan to buy	72%	81%	72%	61%	72%	71%	72%	75%	68%	64%	70%	72%	69%	73%	73%	69%	69%	73%	79%	73%	71%	73%	68%	75%	69%	72%	70%	71%	72%

Q4.1i Vertical Foregrip

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6473	2352	1442	2109	3262	3183	2696	1724	916	871	2733	3457	2774	3693	1335	1485	1641	1470	398	1170	1743	1727	1398	2685	3466	4641	1728	2721	3629
Currently own	40%	27%	40%	55%	42%	37%	41%	35%	43%	49%	38%	43%	42%	38%	50%	45%	38%	32%	26%	37%	39%	41%	45%	38%	41%	39%	42%	41%	39%
Plan to buy in next 12 mths.	15%	17%	16%	11%	14%	15%	15%	15%	14%	13%	12%	17%	13%	16%	17%	15%	14%	12%	13%	17%	15%	15%	14%	14%	15%	14%	16%	15%	14%
Don't own or plan to buy	45%	56%	43%	34%	44%	47%	44%	50%	43%	38%	50%	40%	45%	46%	33%	39%	48%	56%	61%	46%	47%	45%	41%	47%	44%	46%	42%	43%	47%

Q4.1j Laser Optic

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home			
	6365	2323	1425	2059	3200	3139	2637	1697	898	864	2681	3399	2721	3638	1298	1452	1615	1474	388	1147	1719	1692	1382	2641	3409	4558	1706	2675	3566			
Currently own	26%	17%	26%	36%	27%	24%	24%	24%	32%	32%	27%	26%	26%	26%	23%	24%	28%	29%	24%	22%	23%	28%	30%	24%	27%	26%	26%	25%	26%			
Plan to buy in next 12 mths.	17%	18%	20%	16%	17%	18%	18%	17%	16%	18%	16%	18%	18%	17%	16%	17%	19%	18%	15%	19%	17%	16%	18%	16%	18%	17%	17%	18%	17%			
Don't own or plan to buy	57%	65%	55%	49%	56%	57%	58%	52%	49%	57%	56%	57%	57%	61%	59%	53%	53%	61%	59%	59%	57%	56%	51%	60%	55%	57%	57%	57%	57%			

Q4.1k Railed Handguard

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military			Age					Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	6559	2376	1456	2141	3330	3201	2716	1750	933	892	2780	3493	2825	3728	1337	1494	1660	1504	415	1194	1761	1746	1412	2722	3513	4700	1755	2743	3690		
Currently own	51%	38%	51%	65%	53%	48%	50%	45%	58%	63%	49%	54%	52%	49%	58%	56%	49%	43%	39%	46%	47%	54%	56%	50%	51%	50%	53%	51%	50%		
Plan to buy in next 12 mths.	15%	18%	16%	12%	14%	17%	17%	16%	14%	12%	15%	16%	14%	17%	18%	16%	14%	15%	13%	19%	16%	14%	14%	15%	16%	15%	16%	17%	14%		
Don't own or plan to buy	34%	44%	33%	23%	33%	35%	33%	39%	28%	25%	36%	30%	34%	34%	24%	28%	37%	42%	48%	35%	37%	32%	30%	36%	33%	35%	31%	32%	35%		

Q4.1l Stock Upgrade

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6442	2326	1450	2105	3248	3168	2683	1712	920	865	2734	3431	2734	3703	1324	1482	1642	1457	389	1184	1719	1711	1390	2682	3444	4598	1739	2706	3611
Currently own	39%	25%	38%	57%	42%	37%	41%	33%	43%	51%	41%	39%	41%	38%	48%	45%	36%	33%	26%	37%	39%	40%	42%	37%	41%	38%	43%	40%	39%
Plan to buy in next 12 mths.	15%	16%	18%	13%	15%	16%	15%	16%	17%	15%	16%	15%	15%	16%	17%	17%	15%	14%	10%	18%	16%	15%	14%	14%	17%	15%	15%	17%	14%
Don't own or plan to buy	45%	59%	44%	30%	44%	47%	44%	51%	41%	33%	43%	46%	44%	46%	35%	38%	49%	53%	64%	46%	44%	45%	44%	49%	43%	47%	41%	43%	46%

Q4.1m Hard Carrying Case

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home			
	6636	2394	1501	2157	3342	3265	2752	1761	952	887	2822	3516	2855	3773	1330	1485	1693	1544	433	1208	1783	1758	1438	2745	3562	4757	1771	2760	3748			
Currently own	61%	54%	61%	69%	63%	59%	60%	59%	64%	70%	65%	59%	62%	60%	69%	59%	64%	62%	59%	56%	60%	64%	64%	59%	62%	61%	61%	61%	61%			
Plan to buy in next 12 mths.	10%	10%	10%	8%	9%	10%	10%	9%	10%	9%	8%	11%	9%	10%	14%	10%	9%	8%	6%	11%	10%	8%	10%	9%	10%	9%	11%	10%	9%			
Don't own or plan to buy	29%	36%	29%	22%	27%	32%	30%	32%	26%	20%	27%	31%	29%	30%	28%	31%	27%	30%	35%	33%	30%	28%	28%	32%	28%	30%	28%	29%	30%			

Q4.1n Soft Carrying Case

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	6719	2445	1518	2168	3402	3287	2791	1796	958	895	2856	3566	2905	3807	1331	1507	1711	1569	448	1219	1803	1773	1460	2777	3610	4831	1781	2793	3796		
Currently own	70%	60%	72%	81%	74%	67%	70%	68%	75%	77%	75%	68%	74%	68%	65%	72%	71%	73%	73%	67%	68%	71%	76%	71%	70%	71%	70%	70%	71%		
Plan to buy in next 12 mths.	10%	12%	11%	7%	9%	11%	10%	10%	10%	9%	9%	11%	9%	11%	12%	10%	11%	8%	8%	10%	11%	10%	9%	10%	10%	10%	9%	12%	9%		
Don't own or plan to buy	20%	27%	17%	11%	17%	22%	20%	22%	16%	14%	16%	21%	17%	21%	24%	18%	18%	19%	20%	23%	21%	19%	16%	19%	20%	19%	21%	19%	20%		

Q4.1o Trigger Upgrade

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	6504	2358	1465	2109	3312	3164	2703	1724	925	886	2824	3399	2782	3715	1313	1466	1659	1502	417	1175	1745	1721	1420	2708	3475	4661	1731	2721	3657		
Currently own	33%	19%	34%	48%	38%	28%	30%	29%	39%	49%	44%	26%	34%	32%	30%	34%	34%	33%	33%	27%	31%	35%	37%	32%	34%	33%	32%	33%	33%		
Plan to buy in next 12 mths.	24%	24%	27%	22%	25%	23%	24%	25%	26%	22%	24%	25%	24%	24%	24%	24%	24%	23%	21%	28%	25%	23%	22%	22%	26%	24%	25%	25%	24%		
Don't own or plan to buy	43%	57%	39%	30%	37%	49%	46%	47%	35%	29%	33%	50%	42%	44%	43%	42%	42%	43%	47%	46%	43%	42%	41%	46%	40%	43%	43%	42%	43%		

Q4.1p Backup Iron Sights

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	6562	2365	1472	2142	3348	3187	2743	1740	931	879	2795	3480	2812	3744	1339	1498	1677	1492	408	1206	1753	1755	1411	2727	3515	4703	1754	2747	3691		
Currently own	59%	49%	60%	71%	62%	56%	61%	54%	64%	67%	60%	61%	60%	59%	65%	63%	58%	55%	47%	56%	58%	61%	63%	59%	59%	59%	61%	60%	59%		
Plan to buy in next 12 mths.	10%	10%	11%	9%	9%	11%	11%	10%	9%	9%	10%	10%	10%	10%	12%	11%	10%	9%	9%	12%	10%	10%	9%	10%	10%	10%	10%	10%	10%		
Don't own or plan to buy	31%	41%	29%	20%	29%	33%	28%	36%	27%	24%	30%	29%	31%	29%	31%	24%	26%	32%	36%	44%	32%	32%	29%	28%	31%	30%	31%	29%	30%	31%	

Q4.1q Sound Suppressor

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military			Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	6188	2262	1386	1990	3115	3047	2571	1639	873	840	2621	3287	2646	3535	1293	1441	1557	1383	376	1143	1664	1624	1338	2600	3289	4420	1667	2618	3450	
Currently own	6%	2%	3%	13%	7%	5%	7%	5%	4%	10%	7%	5%	7%	5%	7%	7%	6%	5%	5%	5%	6%	6%	8%	6%	6%	6%	7%	6%	6%	
Plan to buy in next 12 mths.	19%	13%	20%	25%	20%	18%	20%	15%	20%	25%	20%	19%	18%	20%	28%	22%	17%	12%	9%	23%	19%	19%	18%	18%	20%	18%	23%	20%	18%	
Don't own or plan to buy	75%	85%	76%	62%	73%	77%	73%	81%	76%	65%	73%	76%	75%	75%	65%	71%	77%	83%	86%	73%	75%	75%	74%	76%	74%	77%	70%	73%	76%	

Q4.1r Laser Designator

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6212	2286	1402	1975	3127	3058	2582	1645	878	843	2608	3324	2654	3553	1288	1438	1562	1413	372	1145	1671	1634	1346	2590	3317	4433	1678	2611	3480
Currently own	10%	7%	9%	15%	12%	9%	9%	9%	12%	16%	10%	11%	10%	10%	9%	9%	11%	12%	11%	10%	9%	11%	13%	9%	11%	10%	11%	10%	11%
Plan to buy in next 12 mths.	10%	8%	12%	11%	9%	10%	10%	8%	10%	13%	9%	10%	10%	10%	9%	10%	12%	9%	6%	10%	9%	10%	11%	10%	9%	10%	10%	10%	9%
Don't own or plan to buy.	80%	85%	79%	74%	79%	81%	81%	83%	77%	71%	81%	79%	80%	82%	81%	77%	79%	83%	81%	82%	80%	76%	81%	79%	80%	79%	79%	79%	80%

Q5.1 Please rank the following reasons on a scale of 1-10 for you owning a MSR.

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
Recreational Target shooting	8.91	8.80	8.96	9.05	9.02	8.80	8.73	8.88	9.08	9.13	9.02	8.88	8.78	9.02	9.02	8.98	8.82	8.65	8.80	8.90	8.97	8.96	8.95	8.95	8.90	8.89	8.97	8.96	8.89
Home defense	7.74	7.64	7.72	7.92	7.57	7.92	7.63	7.73	7.78	7.97	7.48	7.99	7.85	7.65	7.95	7.92	7.68	7.61	7.39	8.02	7.86	7.69	7.51	7.61	7.84	7.73	7.79	7.86	7.67
Collecting	6.28	5.77	6.25	7.03	6.25	6.30	6.24	6.26	6.26	6.32	6.13	6.37	6.25	6.30	6.35	6.54	6.42	6.07	5.78	6.40	6.26	6.29	6.24	6.11	6.43	6.22	6.47	6.40	6.22
Varmint Hunting	6.23	6.07	6.43	6.31	6.07	6.40	5.39	6.17	6.58	7.01	6.82	5.86	6.12	6.31	6.15	6.00	6.33	6.38	5.90	6.29	6.39	6.18	6.00	5.93	6.51	6.29	6.01	6.45	6.08
Competition shooting	4.48	4.05	4.47	5.05	5.07	3.85	3.77	4.21	4.92	5.43	4.97	4.17	4.57	4.41	4.59	4.48	4.63	4.32	4.10	4.25	4.50	4.60	4.52	4.58	4.39	4.48	4.44	4.60	4.37
Big Game Hunting	4.15	3.80	4.21	4.55	3.94	4.36	3.53	4.10	4.38	4.75	4.35	4.05	4.15	4.14	4.22	4.17	4.34	4.06	3.53	4.16	4.25	4.18	4.01	3.93	4.34	4.20	3.99	4.49	3.91
Professional Use / Job related	2.41	2.16	2.43	2.83	2.45	2.36	1.97	2.28	2.58	3.11	2.36	2.52	3.24	1.76	2.82	2.62	2.51	2.06	1.72	2.47	2.39	2.53	2.34	2.33	2.48	2.41	2.40	2.64	2.25

Q5.2 Have you used a MSR in the last 12 months?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7165	2614	1620	2270	3623	3512	2991	1904	1012	926	3042	3772	3112	4044	1360	1543	1829	1737	523	1294	1928	1897	1548	2937	3871	5176	1867	2939	4084
Yes	95%	93%	97%	98%	97%	94%	100%	100%	100%	100%	100%	100%	95%	96%	98%	97%	95%	94%	92%	93%	96%	97%	97%	96%	95%	96%	95%	96%	95%
No	5%	7%	3%	2%	3%	6%	0%	0%	0%	0%	0%	0%	5%	4%	2%	3%	5%	6%	8%	7%	4%	3%	3%	4%	5%	4%	5%	4%	5%

Q5.3 Approximately how many times in the last 12 months have you used your MSR?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7049	2512	1605	2289	3624	3395	3060	1974	1056	959	3130	3882	3069	3980	1363	1541	1803	1679	495	1235	1903	1888	1538	2897	3796	5107	1816	2926	3977
3 times or less	43%	46%	42%	42%	40%	47%	100%	0%	0%	0%	40%	46%	42%	45%	49%	48%	41%	39%	40%	47%	45%	40%	41%	43%	44%	42%	47%	43%	44%
4"-11"	28%	32%	29%	22%	28%	28%	0%	100%	0%	0%	26%	30%	28%	28%	23%	26%	29%	31%	32%	25%	27%	30%	29%	29%	27%	29%	26%	28%	28%
12"-23"	15%	12%	16%	17%	16%	14%	0%	0%	100%	0%	17%	14%	16%	15%	12%	14%	16%	16%	16%	13%	14%	16%	16%	16%	14%	16%	13%	15%	15%
24+	14%	9%	13%	19%	16%	11%	0%	0%	0%	100%	17%	11%	15%	13%	16%	12%	13%	14%	12%	14%	14%	14%	13%	12%	15%	13%	14%	14%	13%
	29%	21%	29%	36%	32%	25%	0%	0%	100%	100%	34%	25%	31%	28%	28%	26%	29%	30%	28%	27%	28%	30%	29%	28%	29%	29%	27%	29%	28%

Q5.4 Did you shoot your MSR more, less, about the same in the last 12 months compared to the year before?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	6983	2482	1595	2274	3587	3366	3020	1957	1044	953	3110	3846	3038	3936	1354	1541	1789	1666	483	1230	1885	1874	1527	2873	3767	5067	1801	2908	9939
More	34%	37%	34%	31%	37%	31%	32%	33%	36%	37%	31%	36%	32%	35%	36%	33%	33%	33%	35%	33%	32%	34%	36%	36%	32%	34%	34%	34%	33%
Less	18%	16%	17%	20%	16%	20%	22%	19%	12%	10%	18%	18%	17%	18%	19%	21%	17%	16%	15%	20%	18%	16%	17%	18%	18%	18%	18%	18%	18%
About the same	48%	46%	49%	49%	47%	49%	46%	47%	52%	53%	51%	46%	50%	47%	44%	46%	50%	52%	50%	47%	50%	49%	47%	46%	51%	48%	48%	48%	49%
	82%	83%	83%	80%	84%	80%	78%	80%	88%	90%	82%	82%	82%	82%	80%	79%	83%	85%	85%	80%	82%	83%	83%	82%	83%	82%	82%	82%	82%

Q5.5 In the last 12 months where did you shoot your MSR?

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7034	2504	1601	2283	3617	3387	3041	1971	1055	958	3128	3879	3062	3963	1363	1540	1798	1678	495	1235	1901	1888	1535	2892	3796	5100	1816	2922	3974	
Target shoot at Public range	44%	44%	44%	43%	45%	42%	33%	50%	52%	55%	41%	46%	43%	44%	50%	45%	43%	39%	37%	44%	42%	45%	45%	46%	42%	42%	47%	44%	44%	44%
Target shoot at Private range	44%	40%	44%	48%	41%	26%	28%	49%	59%	66%	48%	40%	46%	42%	39%	41%	44%	49%	50%	39%	41%	45%	49%	47%	41%	44%	43%	42%	45%	
Target shoot on my / family land	31%	29%	32%	32%	22%	40%	19%	34%	41%	51%	31%	31%	28%	33%	36%	30%	30%	29%	26%	33%	33%	30%	28%	29%	32%	31%	30%	33%	29%	29%
Target shoot on friends land	23%	22%	24%	23%	20%	26%	12%	26%	32%	42%	22%	24%	21%	25%	27%	22%	24%	21%	18%	26%	23%	22%	22%	21%	25%	22%	27%	24%	24%	23%
While hunting on Private land	19%	17%	21%	21%	18%	21%	7%	21%	32%	42%	22%	17%	19%	20%	18%	19%	20%	20%	20%	17%	19%	20%	20%	18%	20%	20%	17%	22%	18%	18%
While hunting on Public land	10%	8%	11%	10%	9%	10%	4%	10%	16%	20%	13%	7%	10%	9%	10%	9%	10%	9%	9%	10%	11%	10%	8%	8%	10%	10%	8%	11%	9%	9%
Competition Shooting	9%	6%	8%	13%	14%	4%	4%	7%	14%	25%	14%	5%	10%	8%	9%	10%	9%	9%	7%	8%	9%	9%	10%	10%	8%	9%	8%	10%	9%	9%
While at work	5%	4%	5%	7%	5%	5%	2%	5%	9%	11%	5%	5%	11%	6%	6%	7%	5%	3%	2%	3%	5%	6%	6%	5%	5%	6%	4%	7%	4%	5%
At paid course / training academy.	5%	3%	5%	8%	7%	3%	2%	5%	7%	13%	5%	5%	6%	4%	5%	6%	6%	4%	3%	3%	4%	6%	7%	6%	4%	5%	5%	6%	5%	5%
In military	2%	2%	2%	2%	2%	2%	1%	3%	2%	6%	2%	3%	5%	0%	5%	3%	1%	1%	0%	3%	3%	2%	1%	2%	2%	2%	3%	3%	2%	2%
Other	4%	3%	4%	5%	3%	5%	5%	3%	4%	4%	5%	3%	4%	4%	4%	4%	5%	4%	2%	5%	4%	4%	4%	3%	5%	4%	5%	4%	4%	4%

Q5.6 What is the % breakdown of the ammunition have you used in the last 12 months for your MSR?

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11"	12"-23"	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44"	45"-54"	55"-64"	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
"Budget" Factory Loads / Bulk packs	42.2%	35.6%	34.7%	32.2%	40.6%	43.9%	44.2%	43.9%	39.9%	34.5%	31.4%	51.2%	41.0%	43.2%	46.4%	46.1%	42.2%	38.2%	33.3%	41.7%	41.9%	43.0%	42.4%	44.5%	40.6%	41.5%	44.2%	43.6%	41.2%	
Premium factory loads	25.1%	23.7%	23.2%	20.4%	24.1%	26.3%	25.3%	26.2%	24.8%	25.4%	15.9%	32.6%	27.2%	23.6%	23.9%	25.1%	25.9%	25.0%	24.4%	22.9%	24.1%	24.6%	29.1%	24.1%	25.5%	24.9%	25.7%	26.3%	24.3%	
Handloads / Reloads	20.9%	23.7%	25.9%	28.5%	25.2%	16.3%	17.9%	18.2%	25.4%	29.8%	43.7%	2.2%	21.1%	20.8%	14.7%	16.2%	21.6%	26.5%	31.3%	19.6%	22.6%	21.2%	18.3%	19.7%	22.1%	22.4%	16.6%	19.4%	22.0%	
Import Ammo	11.7%	17.0%	16.2%	19.0%	10.1%	13.5%	12.7%	11.6%	9.9%	10.3%	9.1%	14.0%	10.8%	12.5%	15.0%	12.5%	10.3%	10.3%	11.0%	15.8%	11.4%	11.2%	10.2%	11.6%	11.8%	11.2%	13.5%	10.7%	12.5%	

Q5.7 Approximately how many rounds of ammunition did you fire through your MSR in the last 12 months?

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age						Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home					
	7025	2497	1600	2283	3615	3381	3039	1967	1055	954	3127	3871	3058	3957	1357	1539	1800	1677	494	1235	1900	1884	1533	2888	3793	5097	1811	2924	3964					
None	6%	14%	3%	1%	6%	7%	6%	9%	4%	4%	5%	7%	6%	7%	7%	5%	6%	7%	6%	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%					
1-50	2%	4%	2%	1%	1%	3%	4%	2%	1%	0%	2%	3%	2%	2%	1%	2%	2%	4%	4%	4%	3%	2%	2%	2%	2%	2%	2%	2%	3%					
51 - 100	5%	7%	4%	3%	4%	6%	7%	5%	1%	1%	4%	6%	5%	5%	4%	3%	5%	5%	6%	9%	6%	5%	4%	4%	5%	5%	5%	4%	5%					
101 - 200	9%	12%	10%	6%	7%	12%	12%	11%	4%	2%	8%	10%	8%	7%	10%	8%	8%	9%	10%	12%	9%	10%	9%	8%	10%	9%	10%	8%	9%					
201 - 400	16%	18%	16%	11%	14%	17%	16%	21%	13%	6%	15%	16%	15%	16%	14%	15%	16%	16%	19%	16%	16%	16%	14%	16%	15%	16%	15%	15%	16%					
401 - 600	16%	17%	18%	14%	16%	16%	15%	21%	17%	10%	16%	16%	17%	16%	16%	15%	17%	16%	17%	16%	17%	17%	15%	17%	16%	17%	15%	17%	15%					
601 - 800	7%	6%	8%	8%	7%	7%	7%	8%	9%	6%	7%	7%	8%	7%	7%	8%	8%	7%	8%	7%	7%	7%	7%	8%	8%	8%	6%	7%	7%					
801 - 1,000	12%	9%	13%	15%	13%	11%	10%	11%	17%	14%	13%	11%	12%	12%	11%	12%	14%	11%	11%	12%	12%	12%	13%	11%	13%	12%	12%	11%	12%					
1,001 - 3,000	19%	12%	19%	27%	23%	16%	17%	11%	26%	37%	21%	18%	20%	19%	24%	22%	19%	17%	11%	18%	18%	21%	21%	18%	21%	18%	22%	19%	20%					
3,001 - 5,000	4%	2%	4%	8%	6%	3%	4%	1%	4%	12%	5%	4%	5%	4%	6%	5%	4%	4%	3%	3%	5%	4%	6%	4%	4%	4%	5%	5%	4%					
5,001 - 10,000	2%	0%	1%	4%	3%	1%	2%	0%	1%	7%	3%	1%	2%	2%	3%	3%	1%	1%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%					
10,001 +	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%					
1000+	25%	14%	24%	40%	32%	20%	23%	12%	31%	57%	30%	23%	27%	25%	34%	31%	24%	22%	15%	23%	25%	28%	31%	24%	27%	24%	29%	27%	26%					
100 or less	13%	25%	9%	5%	11%	16%	17%	16%	6%	5%	11%	16%	13%	13%	11%	12%	13%	17%	19%	17%	14%	12%	12%	13%	13%	13%	12%	12%	14%					

Q5.8 Approximately how many rounds of ammunition do you anticipate firing through your MSR in 2011?

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military			Age						Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home				
	7029	2501	1599	2283	3613	3386	3037	1968	1056	958	3128	3875	3057	3962	1361	1538	1802	1674	496	1237	1900	1887	1533	2891	3792	5099	1815	2921	3971				
None	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%				
1-50	2%	3%	1%	1%	1%	3%	3%	1%	0%	0%	1%	2%	2%	2%	1%	2%	2%	2%	4%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%				
51 - 100	4%	5%	4%	2%	3%	5%	6%	4%	1%	0%	3%	5%	5%	4%	3%	3%	3%	5%	7%	5%	4%	3%	3%	4%	4%	4%	4%	4%	4%				
101 - 200	8%	11%	7%	5%	6%	11%	11%	10%	3%	2%	6%	9%	7%	9%	6%	8%	8%	8%	12%	8%	9%	8%	7%	9%	7%	9%	7%	8%	8%				
201 - 400	14%	17%	13%	9%	11%	16%	14%	19%	10%	5%	13%	14%	13%	14%	12%	13%	13%	16%	15%	15%	14%	14%	14%	13%	14%	13%	14%	13%	14%				
401 - 600	17%	19%	18%	13%	16%	17%	16%	22%	16%	9%	16%	17%	17%	17%	15%	16%	17%	17%	19%	17%	16%	17%	16%	18%	16%	17%	16%	16%	17%				
601 - 800	9%	9%	9%	8%	9%	8%	8%	9%	12%	7%	9%	8%	9%	8%	8%	9%	10%	10%	8%	8%	8%	10%	8%	9%	9%	9%	7%	9%	8%				
801 - 1,000	15%	13%	16%	15%	15%	14%	13%	16%	17%	14%	15%	14%	15%	14%	15%	14%	16%	15%	12%	14%	15%	15%	14%	14%	15%	15%	14%	15%	14%				
1,001 - 3,000	22%	16%	24%	28%	25%	19%	20%	15%	32%	36%	23%	22%	22%	25%	24%	23%	20%	15%	21%	21%	24%	25%	21%	23%	21%	26%	22%	23%					
3,001 - 5,000	6%	3%	6%	11%	8%	4%	6%	3%	6%	16%	7%	6%	7%	6%	6%	9%	7%	6%	5%	4%	5%	7%	5%	8%	6%	7%	6%	7%	6%				
5,001 - 10,000	3%	1%	2%	5%	4%	2%	3%	1%	2%	8%	4%	2%	3%	3%	2%	4%	4%	2%	1%	3%	2%	3%	3%	4%	3%	3%	2%	4%	3%				
10,001 +	1%	0%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%				
1000+	32%	20%	32%	45%	38%	26%	30%	19%	40%	62%	35%	31%	33%	31%	39%	36%	31%	27%	20%	29%	30%	33%	38%	31%	34%	30%	38%	33%	32%				
100 or less	6%	8%	5%	3%	4%	9%	10%	5%	1%	0%	4%	7%	7%	6%	4%	5%	5%	7%	11%	9%	6%	4%	4%	6%	6%	6%	6%	6%	6%				

Q5.9 When you buy ammunition, what quantity do you typically buy at one time?

		# MSR's own				Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age						Income				Education		Marital Status			Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home					
	6934	2467	1575	2257	3555	3349	3012	1941	1033	938	3026	3882	3016	3908	1361	1527	1773	1641	480	1222	1873	1863	1520	2862	3731	5024	1801	2890	3916					
1 - 50 rounds	10%	13%	9%	7%	9%	11%	10%	11%	8%	8%	13%	8%	10%	9%	7%	10%	10%	10%	19%	12%	12%	9%	7%	9%	11%	11%	8%	10%	10%					
51 - 199	21%	27%	20%	13%	18%	24%	21%	23%	20%	15%	18%	22%	20%	22%	24%	20%	20%	21%	20%	24%	23%	21%	16%	22%	20%	21%	20%	21%	20%					
200-499	26%	28%	29%	23%	26%	27%	26%	28%	28%	24%	25%	28%	27%	26%	26%	24%	28%	27%	28%	25%	26%	26%	28%	26%	27%	27%	26%	26%	27%					
500-1999	40%	30%	40%	52%	43%	37%	40%	35%	42%	48%	40%	40%	40%	41%	43%	40%	39%	32%	37%	37%	41%	45%	41%	40%	39%	42%	40%	40%						
2000+	3%	1%	1%	5%	3%	2%	3%	1%	2%	6%	4%	2%	2%	3%	3%	3%	2%	2%	2%	2%	2%	3%	4%	3%	3%	2%	3%	2%	3%					
500+	43%	31%	41%	57%	46%	39%	43%	36%	44%	54%	44%	42%	42%	43%	44%	46%	42%	41%	34%	39%	39%	44%	49%	44%	43%	41%	45%	42%	43%					

Q5.10 Do you reload your own ammunition?

		# MSR's own				Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7022	2501	1596	2280	3611	3380	3036	1967	1052	957	3135	3887	3055	3957	1361	1539	1797	1669	494	1237	1895	1883	1532	2891	3782	5086	1816	2921	3961	
Yes	45%	35%	44%	54%	51%	38%	42%	41%	50%	56%	100%	0%	46%	44%	36%	38%	47%	53%	54%	40%	47%	46%	43%	44%	46%	47%	38%	43%	46%	
No	55%	65%	56%	46%	49%	62%	58%	59%	50%	44%	0%	100%	54%	56%	64%	62%	53%	47%	46%	60%	53%	54%	57%	56%	54%	53%	62%	57%	54%	

Q5.11 If you reload your own ammunition, what percent of total ammunition you shoot do you reload?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L/E	Non Military / L/E	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	3108	876	702	1225	1831	1264	1249	802	517	535	3108	0	1393	1710	480	581	840	877	262	486	885	855	651	1255	1707	2357	693	1239	1803	
10%	11%	10%	10%	12%	9%	13%	12%	11%	8%	8%	11%	0%	10%	11%	14%	12%	10%	9%	10%	10%	10%	10%	14%	10%	10%	10%	14%	10%	11%	
20%	8%	7%	7%	8%	7%	9%	7%	8%	7%	7%	8%	0%	8%	8%	7%	8%	8%	6%	8%	8%	7%	10%	8%	8%	7%	9%	8%	9%	8%	
30%	8%	7%	9%	9%	7%	11%	8%	9%	8%	8%	8%	0%	9%	8%	9%	11%	8%	7%	5%	10%	8%	8%	8%	7%	9%	8%	10%	8%	8%	
40%	4%	4%	5%	5%	4%	4%	4%	4%	4%	4%	4%	0%	5%	4%	4%	5%	3%	4%	4%	5%	4%	5%	4%	5%	4%	5%	4%	5%	4%	4%
50%	14%	16%	14%	13%	14%	14%	14%	14%	16%	15%	14%	0%	15%	14%	13%	14%	14%	16%	10%	13%	12%	15%	14%	17%	15%	14%	15%	12%	16%	13%
60%	4%	4%	5%	4%	4%	5%	4%	4%	4%	4%	4%	0%	5%	4%	4%	5%	5%	3%	3%	3%	5%	5%	3%	5%	4%	4%	3%	4%	4%	4%
70%	7%	7%	6%	8%	8%	6%	8%	7%	7%	6%	7%	0%	8%	7%	8%	7%	7%	7%	8%	6%	8%	7%	7%	8%	7%	7%	7%	7%	6%	8%
80%	12%	14%	13%	10%	13%	11%	12%	13%	11%	12%	12%	0%	12%	12%	12%	14%	12%	10%	15%	12%	11%	14%	14%	10%	11%	13%	12%	14%	11%	13%
90%	19%	17%	19%	19%	20%	16%	18%	18%	20%	19%	19%	0%	18%	19%	14%	13%	20%	23%	22%	19%	20%	19%	16%	19%	19%	19%	17%	18%	19%	13%
100%	13%	15%	13%	12%	14%	11%	12%	11%	16%	16%	13%	0%	12%	14%	13%	11%	12%	13%	18%	17%	13%	11%	11%	10%	15%	13%	11%	13%	13%	13%
50%+	69%	73%	70%	66%	73%	63%	68%	67%	74%	72%	69%	0%	70%	70%	64%	64%	70%	72%	76%	70%	69%	70%	64%	68%	72%	70%	64%	68%	70%	70%

Q5.13 Participation (MSR & Other)

		# MSR's own			Range Membership		# times used MSR last 12 months					Reload Ammo?		Law Enforcement or Military			Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home		
	7387	2700	1649	2344	3727	3622	3060	1974	1056	959	3135	3887	3211	4161	1392	1597	1889	1786	540	1330	1991	1960	1587	3025	3986	5338	1918	3045	4190		
Rifle Target Shooting - MSR	86%	81%	88%	90%	89%	83%	87%	90%	95%	95%	90%	90%	86%	86%	90%	88%	86%	84%	79%	83%	86%	89%	87%	86%	86%	86%	86%	88%	85%		
Handgun Target Shooting - Other	72%	72%	75%	71%	74%	69%	73%	77%	76%	76%	77%	74%	70%	73%	77%	74%	72%	69%	62%	68%	72%	74%	74%	74%	70%	72%	70%	73%	71%		
Hunting Big Game - Other	37%	38%	39%	36%	39%	36%	35%	39%	43%	47%	46%	34%	38%	37%	38%	38%	40%	37%	29%	34%	38%	38%	39%	37%	38%	39%	33%	42%	34%		
Hunting Varmint - MSR	37%	30%	40%	42%	36%	37%	32%	34%	47%	57%	45%	33%	37%	37%	39%	36%	36%	38%	31%	36%	38%	38%	35%	34%	38%	37%	34%	39%	35%		
Skeet Shooting - Other	34%	32%	37%	34%	35%	32%	37%	29%	36%	40%	36%	34%	29%	37%	49%	35%	32%	27%	17%	32%	33%	34%	36%	36%	32%	33%	35%	37%	33%		
Rifle Target Shooting - Other	32%	34%	33%	29%	34%	30%	17%	45%	45%	45%	36%	31%	31%	32%	31%	30%	32%	33%	33%	28%	31%	32%	34%	34%	30%	32%	31%	31%	32%		
Hunting Small Game - Other	31%	32%	32%	31%	33%	31%	28%	35%	38%	36%	39%	28%	31%	31%	28%	33%	33%	34%	24%	29%	31%	32%	31%	32%	31%	33%	28%	34%	30%		
Trap Shooting - Other	30%	29%	34%	30%	34%	27%	32%	28%	33%	37%	35%	29%	26%	34%	43%	31%	30%	25%	20%	29%	30%	32%	32%	32%	30%	30%	32%	32%	29%		
Sporting Clays - Other	30%	30%	34%	28%	32%	28%	31%	28%	31%	37%	31%	31%	25%	34%	46%	31%	27%	23%	17%	30%	29%	31%	32%	31%	29%	29%	31%	33%	28%		
Hunting Small Game - MSR	23%	17%	25%	27%	22%	23%	19%	19%	30%	40%	28%	20%	23%	23%	30%	22%	21%	20%	19%	24%	24%	22%	22%	21%	24%	23%	23%	25%	21%		
Hunting Varmint - Other	19%	20%	20%	18%	19%	18%	16%	21%	24%	25%	25%	16%	19%	19%	19%	18%	20%	19%	19%	18%	19%	20%	18%	19%	19%	20%	17%	20%	18%		
Competition Shooting - MSR	14%	8%	13%	22%	20%	8%	14%	8%	17%	26%	19%	11%	15%	13%	19%	16%	13%	11%	8%	13%	14%	15%	15%	15%	13%	14%	15%	15%	13%		
Hunting Big Game - MSR	13%	8%	15%	16%	12%	14%	10%	13%	17%	22%	16%	12%	13%	13%	13%	13%	13%	12%	12%	12%	14%	13%	13%	12%	13%	14%	11%	15%	11%		
Competition Shooting - Other	11%	10%	11%	13%	14%	9%	9%	10%	10%	14%	19%	14%	10%	11%	12%	15%	11%	11%	10%	10%	11%	11%	11%	12%	13%	10%	11%	12%	11%		
None of the above	7%	9%	5%	4%	4%	9%	3%	2%	1%	1%	1%	3%	6%	7%	5%	5%	6%	7%	9%	9%	7%	5%	5%	6%	7%	6%	8%	6%	7%		

Q5.14 What distance do you generally hunt or target shoot at with your primary MSR?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age						Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24"	Reloader	Non-Reloader	Military / L/E	Non Military / L/E	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	7029	2502	1597	2285	3611	3388	3038	1967	1056	958	3129	3873	3058	3961	1360	1538	1799	1675	496	1234	1900	1889	1531	2890	3792	5098	1813	2921	3970	
Under 100 yards	29%	35%	28%	23%	27%	32%	32%	32%	25%	19%	20%	36%	26%	31%	33%	30%	28%	28%	24%	28%	29%	28%	30%	32%	26%	29%	29%	30%	28%	
100 - 300 yards	63%	59%	66%	66%	64%	61%	61%	63%	68%	66%	69%	58%	64%	62%	58%	61%	64%	65%	70%	63%	63%	64%	61%	60%	65%	63%	62%	62%	64%	
300 - 500 yards	5%	4%	4%	7%	5%	5%	5%	3%	5%	9%	7%	3%	6%	4%	5%	5%	5%	4%	4%	6%	5%	4%	5%	5%	5%	6%	5%	6%	5%	
500 - 1,000 yards	2%	1%	1%	3%	2%	1%	1%	1%	2%	4%	3%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
1,000 + yards	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Does not apply	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%	2%	2%	1%	1%	1%	2%	2%	0%	1%	1%	1%	1%	1%	2%	2%	1%

Q5.15 When you go target shooting with your MSR do you generally go shooting?:

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	4993	1633	1146	1759	2655	2314	2075	1344	795	771	2493	2482	2359	2726	909	1077	1298	1211	379	886	1349	1349	1077	1957	2791	3613	1290	2045	2841
Alone	20%	19%	21%	21%	22%	18%	20%	20%	20%	23%	22%	18%	22%	19%	13%	19%	21%	24%	31%	20%	21%	21%	19%	22%	19%	21%	18%	17%	23%
With 1 other person	45%	46%	44%	44%	44%	45%	45%	45%	46%	41%	44%	45%	43%	46%	44%	43%	44%	46%	45%	44%	45%	45%	44%	44%	45%	44%	45%	44%	45%
With 2 - 4 other people	31%	32%	33%	30%	28%	34%	31%	32%	30%	29%	28%	34%	30%	32%	40%	34%	31%	24%	21%	32%	31%	31%	32%	30%	32%	31%	33%	36%	28%
With 5+ other people	4%	3%	3%	5%	5%	2%	3%	2%	4%	7%	5%	2%	4%	3%	3%	3%	4%	5%	4%	3%	4%	4%	4%	4%	4%	4%	4%	3%	4%
Do not target shoot with my MSR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Q5.16 Have you been able to shoot your MSR as often as you would like in the last 12 months?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4"-11	12"-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35"-44	45"-54	55"-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	5326	1823	1195	1817	2764	2536	2080	1348	797	772	2500	2487	2403	2915	939	1130	1384	1316	423	976	1435	1420	1127	2086	2973	3842	1388	2161	3051
Yes	21%	20%	22%	22%	24%	18%	18%	19%	26%	34%	24%	19%	23%	20%	18%	17%	20%	26%	32%	20%	22%	21%	20%	21%	22%	22%	21%	18%	23%
No	79%	80%	78%	78%	76%	82%	82%	81%	74%	66%	76%	81%	77%	80%	82%	83%	80%	74%	68%	80%	78%	79%	80%	79%	78%	78%	79%	82%	77%

Q5.17 How important are each of the following in preventing you from shooting your MSR more often? (average)

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4-11	12-23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35-44	45-54	55-64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
Not enough free time	7.77	7.73	7.87	7.83	7.90	7.66	7.84	7.82	7.75	7.89	8.02	7.65	7.58	7.92	7.72	8.26	8.00	7.46	6.54	7.17	7.61	7.92	8.31	8.00	7.63	7.91	7.44	8.20	7.45
Cost of ammunition	6.32	6.29	6.25	6.38	6.03	6.61	6.45	6.24	6.46	6.54	6.04	6.75	6.28	6.36	7.18	6.93	6.22	5.59	4.89	7.08	6.59	6.22	5.56	6.18	6.45	6.26	6.52	6.63	6.09
Distance I must travel for a suitable place to shoot	5.12	5.20	5.06	5.09	4.68	5.55	5.32	4.98	4.79	4.39	4.81	5.22	5.14	5.60	5.24	4.99	4.79	4.86	5.31	4.90	4.99	5.30	5.44	4.92	4.93	5.59	4.95	5.24	
Lack of ammunition available	4.47	4.22	4.56	4.65	4.37	4.55	4.51	4.34	4.71	4.70	4.35	4.68	4.51	4.43	4.52	4.94	4.49	4.18	3.48	4.71	4.60	4.43	4.05	4.30	4.57	4.48	4.46	4.71	4.26
No one to go with	3.45	3.76	3.42	3.15	3.19	3.71	3.54	3.49	3.19	3.03	3.23	3.57	3.32	3.54	3.71	3.26	3.39	3.45	3.55	3.87	3.46	3.22	3.26	3.51	3.40	3.42	3.50	3.44	3.44
Cost of range fees	3.35	3.59	3.41	3.05	2.78	3.93	3.33	3.33	3.24	2.85	2.85	3.63	3.32	3.39	3.97	3.44	3.19	3.15	2.65	3.78	3.45	3.26	2.98	3.35	3.37	3.22	3.72	3.30	3.39

Q6.7 Age

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7204	2641	1613	2287	3641	3525	2989	1925	1028	939	3066	3794	3138	4052	1392	1597	1889	1786	540	1302	1966	1925	1556	2962	3906	5233	1886	2980	4109
Under 35	19%	22%	20%	17%	17%	22%	22%	16%	16%	23%	16%	23%	13%	24%	100%	0%	0%	0%	0%	38%	21%	15%	9%	20%	19%	13%	38%	16%	22%
35~44	22%	20%	22%	25%	21%	23%	25%	21%	21%	20%	19%	25%	20%	23%	0%	100%	0%	0%	0%	17%	22%	25%	25%	23%	22%	24%	18%	35%	13%
45~54	26%	26%	26%	28%	26%	26%	25%	27%	29%	26%	28%	25%	24%	28%	0%	0%	100%	0%	0%	17%	23%	31%	31%	23%	28%	28%	22%	34%	21%
55~64	25%	25%	26%	23%	27%	22%	22%	27%	26%	25%	29%	21%	30%	28%	0%	0%	0%	100%	0%	19%	26%	24%	28%	26%	24%	28%	17%	14%	33%
65+	7%	7%	6%	7%	9%	6%	7%	8%	8%	6%	9%	6%	13%	4%	0%	0%	0%	0%	100%	9%	7%	6%	7%	8%	7%	8%	5%	2%	12%

Q6.8 Marital Status

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7256	2651	1626	2309	3660	3561	3001	1941	1034	947	3077	3825	3158	4084	1381	1586	1868	1759	525	1314	1971	1945	1561	2979	3943	5338	1918	3004	4139
Single, never married	16%	16%	15%	16%	14%	17%	18%	13%	13%	16%	12%	18%	10%	20%	49%	13%	8%	4%	2%	39%	17%	7%	6%	15%	17%	0%	59%	2%	25%
Married	74%	75%	74%	72%	75%	72%	72%	76%	77%	72%	77%	71%	78%	70%	48%	78%	78%	82%	83%	44%	70%	85%	88%	76%	71%	100%	0%	91%	61%
Separated or Divorced	10%	9%	10%	11%	10%	10%	9%	11%	10%	10%	10%	10%	11%	9%	3%	8%	13%	12%	12%	16%	12%	7%	6%	8%	11%	0%	37%	6%	12%
Widowed	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	4%	1%	1%	0%	1%	1%	1%	0%	3%	0%	1%

Q6.9 Education

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7319	2674	1636	2324	3697	3585	3035	1957	1046	948	3110	3856	3192	4112	1388	1589	1876	1779	538	1323	1987	1950	1584	3025	3986	5314	1909	3027	4175
Some high school or less	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	1%	0%	0%	0%	1%	1%	1%	1%	1%
High school graduate or GED equivalent	11%	12%	12%	10%	9%	13%	10%	13%	9%	12%	11%	11%	9%	13%	12%	10%	14%	11%	8%	18%	13%	10%	5%	0%	21%	11%	13%	10%	12%
Some college but did not graduate	29%	28%	29%	29%	27%	31%	29%	26%	29%	32%	29%	28%	32%	26%	26%	29%	29%	28%	33%	35%	33%	28%	20%	0%	53%	28%	31%	28%	29%
Associate degree	14%	13%	14%	14%	14%	13%	15%	13%	13%	14%	14%	14%	15%	13%	16%	14%	15%	13%	10%	15%	18%	14%	8%	0%	25%	13%	15%	15%	13%
Bachelor's degree	28%	28%	27%	28%	29%	26%	28%	29%	28%	25%	27%	29%	26%	29%	34%	30%	24%	26%	23%	22%	24%	31%	33%	67%	0%	27%	28%	28%	28%
Post-graduate degree	14%	13%	13%	14%	16%	11%	13%	14%	15%	11%	14%	13%	14%	14%	8%	12%	13%	18%	21%	5%	8%	14%	27%	33%	0%	15%	9%	13%	14%
Other professional degree	4%	4%	4%	4%	4%	4%	4%	4%	5%	5%	4%	4%	4%	4%	3%	5%	5%	4%	4%	3%	4%	3%	6%	0%	0%	4%	3%	5%	4%

Q6.10 HH Income

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?		
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home	
	6868	2482	1538	2205	3461	3371	2840	1836	988	900	2902	3645	3002	3852	1347	1530	1754	1639	479	1330	1991	1960	1587	2799	3765	4978	1813	2883	3898	
\$45,000 & under	19%	22%	19%	16%	15%	24%	20%	17%	17%	20%	17%	20%	18%	20%	37%	15%	13%	15%	24%	100%	0%	0%	0%	13%	25%	12%	41%	12%	25%	
\$45,001 to \$75,000	29%	30%	28%	28%	30%	30%	30%	28%	27%	29%	31%	27%	30%	28%	31%	29%	26%	31%	30%	0%	100%	0%	0%	0%	22%	34%	28%	33%	28%	30%
\$75,001 to \$110,000	29%	28%	28%	30%	30%	27%	27%	31%	30%	29%	30%	28%	30%	27%	22%	31%	34%	28%	24%	0%	0%	100%	0%	31%	27%	33%	16%	33%	25%	
\$110,001+	23%	20%	25%	26%	27%	19%	22%	25%	25%	22%	23%	24%	22%	24%	11%	26%	27%	27%	21%	0%	0%	0%	100%	34%	14%	28%	11%	27%	20%	

Q6.11 Do you have any children living with you?

		# MSR's own			Range Membership		# times used MSR last 12 months				Reload Ammo?		Law Enforcement or Military		Age					Income				Education		Marital Status		Children?	
	Total	1	2	3+	Member	Non-Member	3 times or less	4~11	12~23	24+	Reloader	Non-Reloader	Military / L.E.	Non Military / L.E.	Under 35	35~44	45~54	55~64	65+	\$45,000 & under	\$45,001 to \$75,000	\$75,001 to \$110,000	\$110,001+	Bachelor's or higher	Less than Bachelor's	Married	Not Married	Children in home	No children in home
	7235	2630	1621	2307	3653	3547	3005	1926	1031	941	3068	3814	3147	4074	1374	1569	1867	1751	528	1312	1975	1935	1559	2970	3931	5257	1886	3045	4190
Yes	42%	44%	41%	42%	41%	43%	42%	42%	44%	44%	41%	44%	40%	44%	34%	67%	54%	23%	10%	26%	41%	49%	51%	42%	42%	52%	14%	100%	0%
No	58%	56%	59%	58%	59%	57%	58%	58%	56%	56%	59%	56%	60%	56%	66%	33%	46%	77%	90%	74%	59%	51%	49%	58%	58%	48%	86%	0%	100%



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