



tsw rural

Firearms Research

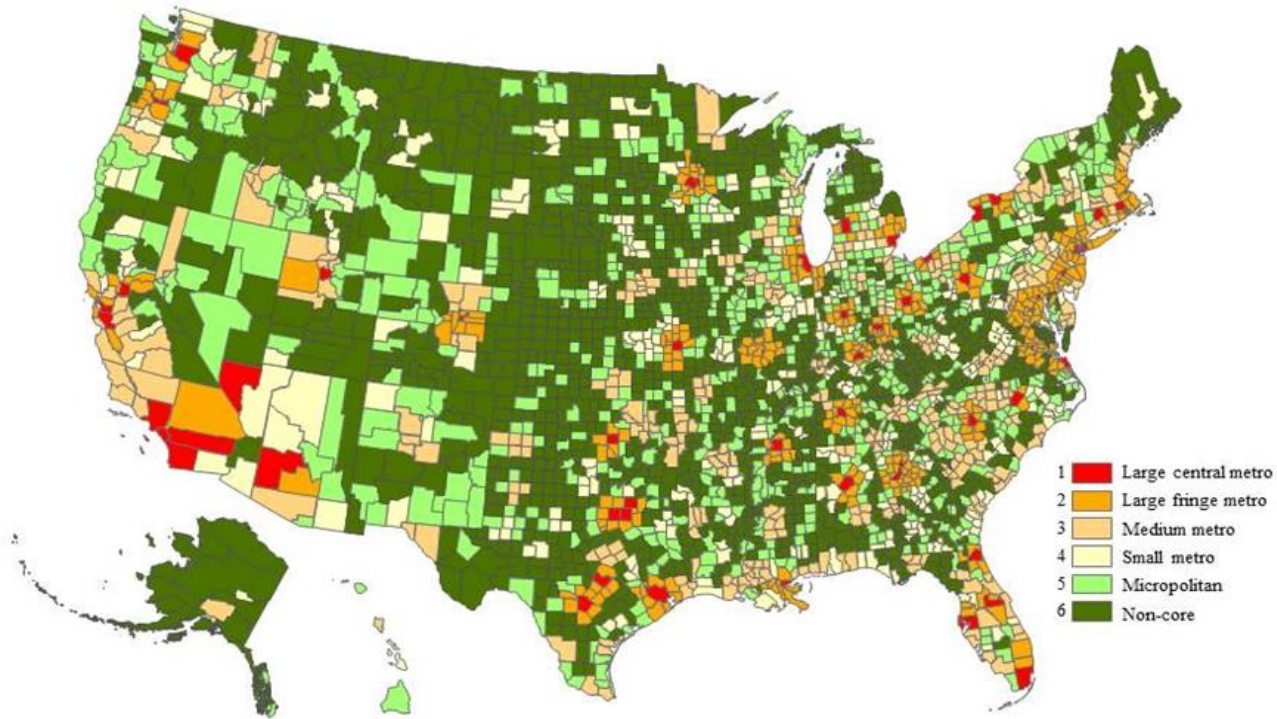
Over 60 million people live in Rural America.

Who are they and why are they key to the firearms market?

Demographic Overview

	D County	C County	B County	A County
Gender	50.2% Female, 49.8% Male	52.7% Female, 47.3% Male	52% Female, 48% Male	51.7% Female, 48.9% Male
Average Age	57 Years Old	50 Years Old	44 Years Old	46 Years Old
Average Income	\$49,000 Per Year	\$55,000 Per Year	\$63,000 Per Year	\$76,000 Per Year
Race	81.5% White 11.8% African American 6.0% Other 0.7% Asian	85.3% White 6.7% African American 6.0% Other 2.0% Asian	74.3% White 11.4% African American 8.9% Other 5.4% Asian	66.1% White 14.6% African American 10.8% Other 8.4% Asian
Ethnicity	92.8% Non-Hispanic 7.2% Hispanic	89.3% Non-Hispanic 10.7% Hispanic	84.7% Non-Hispanic 14.3% Hispanic	79.1% Non-Hispanic 20.9% Hispanic
Average Number of People in Household	Eight or more	One	Six	Seven

US Audience Population



Political Affiliation

The percentage of people, by political party, report they have a gun, rifle, or pistol in their home:

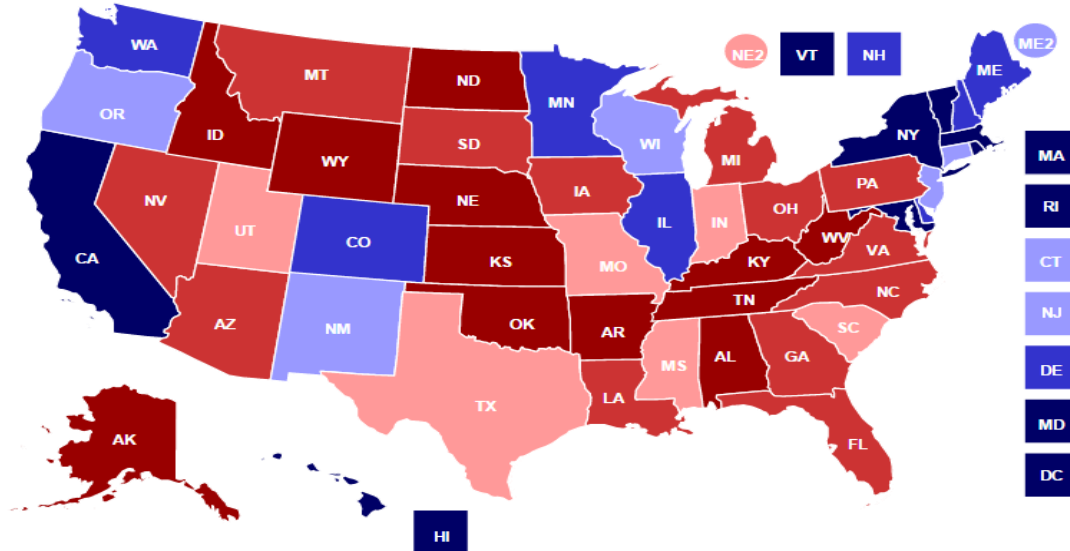
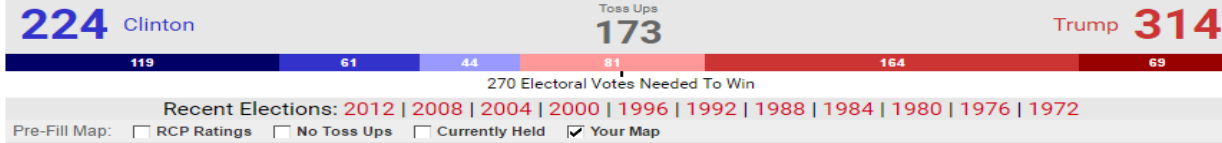
Republicans – 49%

Democrats – 22%

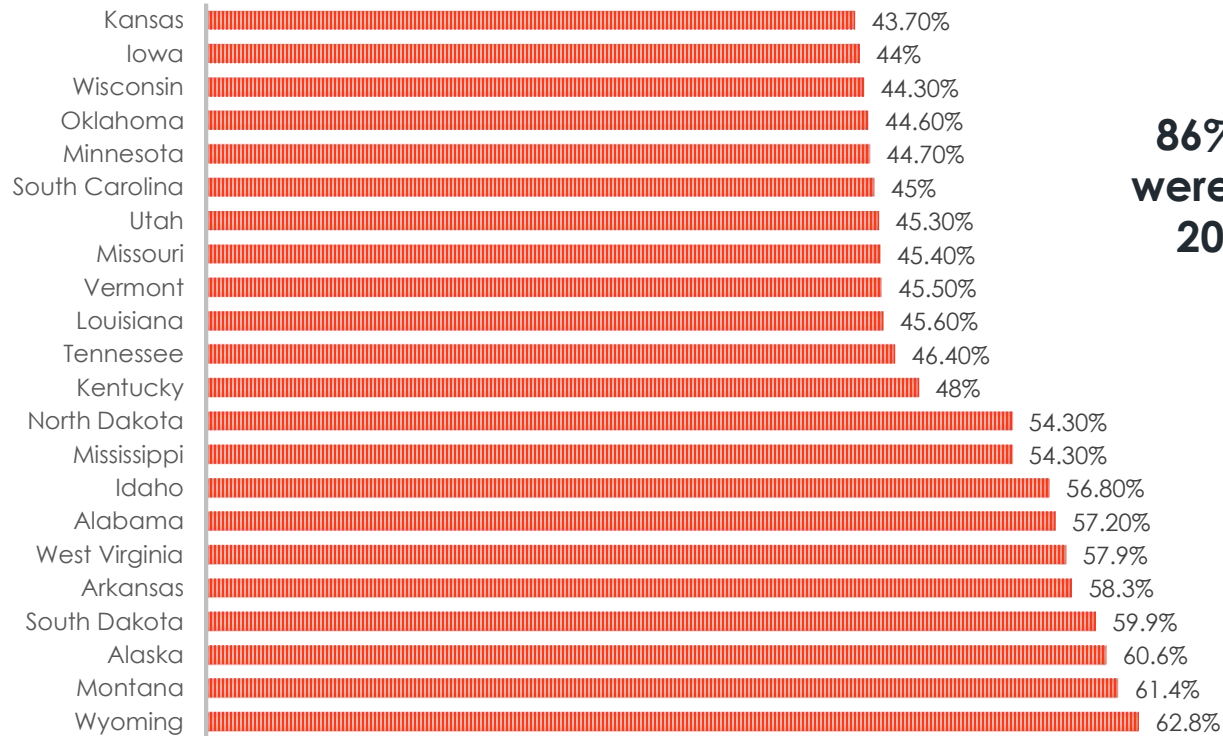
Independents – 37%

	D County	C County	B County	A County
Republican	115	132	101	84
Democrat	99	80	100	107
Independent	96	79	91	114
Other	122	90	86	105

Political Affiliation by State



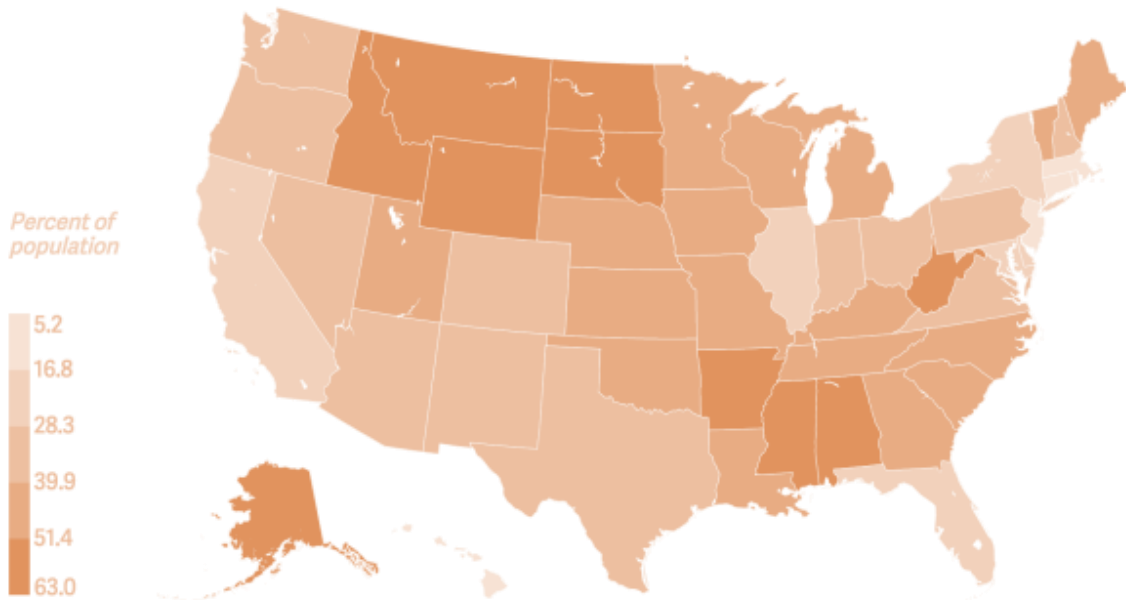
US States With Highest Firearm Ownership



86% of these states were red states in the 2016 presidential election.

US Firearm Ownership Population

Household gun ownership rates



Areas that are heavy in gun ownership align with more rural areas, where people are more conservative in values and political affiliation.

Firearms are a prominent
part of Rural America.



Check out these stats.

Firearm Ownership in Rural America

- 46% of adults in rural areas own firearms, compared to 26% in urban areas.
- Gun owners in rural areas first own a gun at an early age - 47% become gun owners before they turn 18 years old.
- 75% of Americans living in rural areas say they own more than one gun, compared with 48% of urban gun owners.

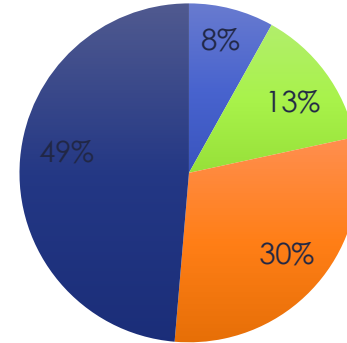
Firearms are Part of Rural Culture

- 42% of Americans who grew up in gun-owning households say they currently own a gun, compared to 19% who didn't grow up with guns in their house.
- 72% of residents in Rural America grew up with guns in their home.
- Residents who live in rural areas who grew up with guns in their homes are more likely to become gun owners themselves.

Rural Americans Use Firearms for Hunting

- Rural Americans index at 48 for owning a gun for hunting, compared to urban Americans who index at 27.
- 48% of gun owners in rural areas are more likely to use their guns for hunting (a major reason as to why they own one).
- 8 of 10 Americans at 65+ years old who grew up in gun-owning households are more likely to indicate hunting as a reason why they have a gun in their home.

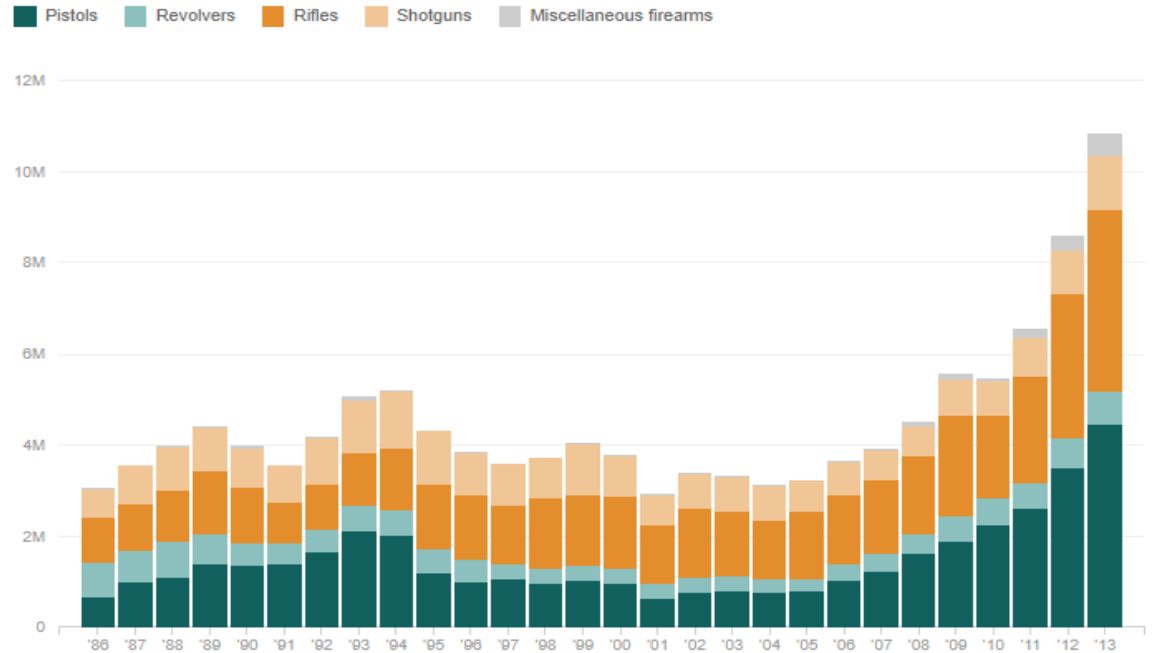
Who Hunts By Residence Area



- Metro Area: 1 Million or More People
- Metro Area: 250,000-999,000 People
- Metro Area: 50,000-249,000 People
- Outside Metro Area

Types of Firearms Owned

Pistols and Rifles are the most popular types of firearms owned.



Notes

Data include guns bought by U.S. law enforcement but not by the U.S. military.

A person wearing a tan jacket and black gloves is holding a rifle. The background is a field of tall, dry grass under a bright, hazy sky. The text is overlaid on the image in a white, sans-serif font.

Hunting firearms, telescopic sights,
and ammunition generate \$7.7
billion in annual sales.

50% of outdoor equipment dealers
say their number of rural-lifestyle
customers has increased 5-19% in
the last 5 years.

C & D County Firearms Data

C County Firearms Data:

- Handguns for hunting & recreation: 143
- Shotgun for hunting: 157
- Air guns: 151

D County Firearms Data:

- Handguns for hunting & recreation: 168
- Shotgun for hunting: 184
- Air guns: 113

RURAL PARTNERSHIP

C & D county consumers are relatively untapped, very responsive, and key to the bottom line

TSWRural has the resources, expertise, and experience to reach the highly-desirable rural market

Phone: (888) 506-6055

Email: contact@tswrural.com

A woman with long brown hair, seen from behind, is holding a large American flag high above her head. She is standing in a vast field of golden wheat under a bright blue sky with scattered white clouds. The scene is captured in a cinematic style with soft lighting.

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Appendix

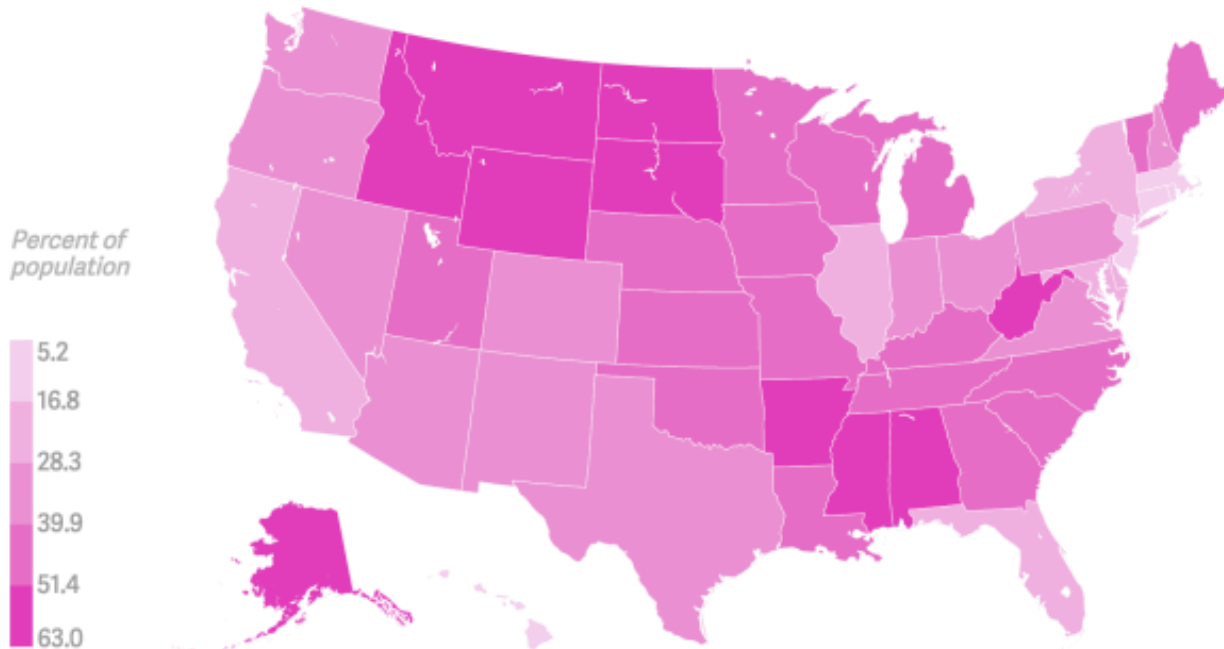
	D	C	B	A
	220	164	326	481
	8,274	6,240	9,358	8,984
HANDGUN FOR HUNTING/RECREATION	23.1%	19.8%	13.3%	8.9%
	25.2%	19.0%	28.5%	27.3%
	168	143	96	65
	3.5%	2.6%	3.9%	3.8%
	225	155	256	422
	8,088	6,103	7,576	7,599
SHOTGUN FOR HUNTING/RECREATION	22.6%	19.3%	10.8%	7.5%
	27.5%	20.8%	25.8%	25.9%
	184	157	87	61
	3.4%	2.6%	3.2%	3.2%
	84	74	147	342
	2,906	3,424	5,118	5,698
AIRGUNS	8.1%	10.8%	7.3%	5.7%
	16.9%	20.0%	29.8%	33.2%
	113	151	101	79
	1.2%	1.4%	2.1%	2.4%

Appendix

	D	C	B	A
	*32	**20	*54	90
	*1,539	**763	*1,019	2,011
HANDGUN FOR HUNTING/ RECREATION - Last 12 Months	*4.3%	**2.4%	*1.4%	2.0%
	*28.9%	**14.3%	*19.1%	37.7%
	*192	*108	*65	89
	*0.6%	**0.3%	*0.4%	0.8%
	**11	**7	**23	*43
	**326	**154	**913	*807
SHOTGUN FOR HUNTING/RECREATION - Last 12 Months	**0.9%	**0.5%	**1.3%	*0.8%
	**14.8%	**7.0%	**41.5%	*36.7%
	**99	**53	**140	*87
	**0.1%	**0.1%	**0.4%	*0.3%
	**14	**3	**17	*47
	**247	**51	**553	*616
AIRGUNS - Last 12 Months	**0.7%	**0.2%	**0.8%	*0.6%
	**16.8%	**3.5%	**37.7%	*42.0%
	**112	**26	**128	*99
	**0.1%	**0.0%	**0.2%	*0.3%
	142	96	213	490
TARGET SHOOTING	4,942	3,620	6,023	8,628
	13.8%	11.5%	8.5%	8.6%
	21.3%	15.6%	25.9%	37.2%
	142	118	88	88
	2.1%	1.5%	2.5%	3.6%

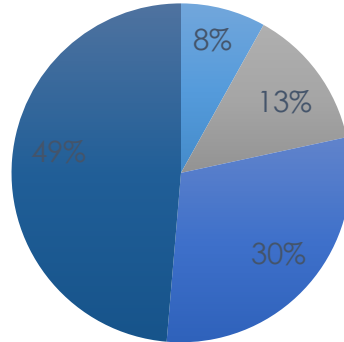
Appendix

Household gun ownership rates



Appendix

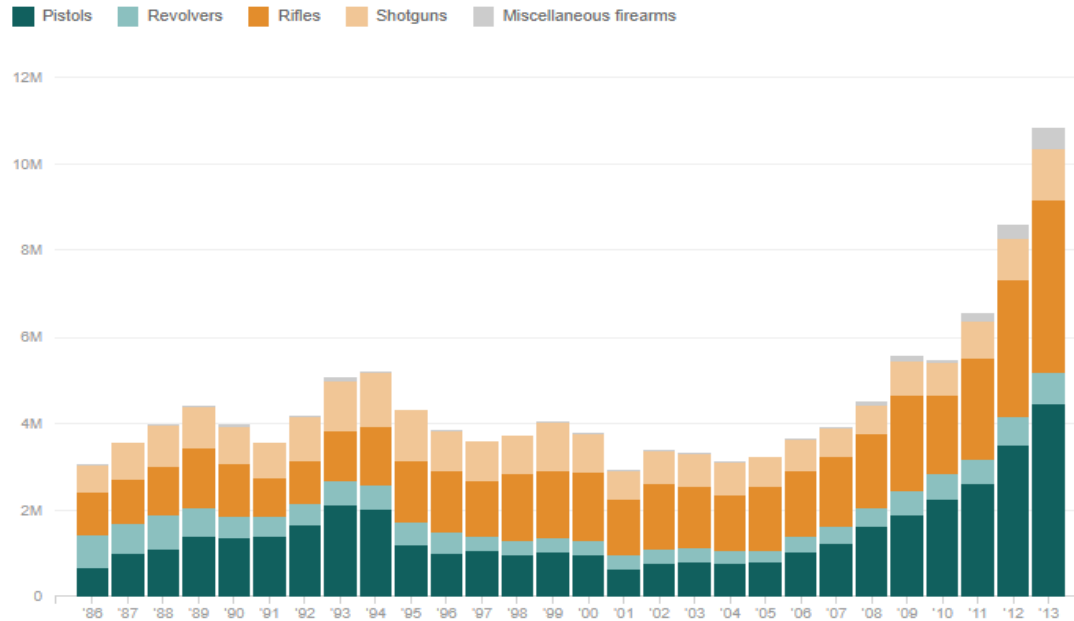
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