

HANDGUN CONSUMER SURVEY

2025 EDITION

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HANDGUN CONSUMER STUDY

2025 EDITION

INTRODUCTION & PURPOSE

Prior research has shown that handguns (semi-automatic handguns and/or revolvers) are the most commonly owned firearms in the United States (U.S.). This study seeks to identify and analyze the behaviors, attitudes, and characteristics of U.S. handgun consumers. Topics covered include motivations for purchase, brand loyalty, intended use, purchasing habits, and demographic information.

Methodology

Survey responses were collected between June 17 to June 26, 2025, September 4 to September 15, 2025, and hosted on Qualtrics, a secure web-based program. The survey was distributed by a third-party company, CINT. Respondents were screened to ensure they owned either a semi-automatic handgun or revolver and were at least 18 years of age or older. This analysis utilized a mixed methods approach to identify behaviors and preferences among U.S. handgun owners and consumers.

Sample / Survey Audience

Respondents were U.S. adults aged 18 and older who personally own either a semi-automatic handgun or revolver. Steps were taken prior and during response collection to ensure data quality. This included detection methods to identify bots, straight lining, and ambiguous text tools to bring the data quality to 100%. The margin of error was 2.46%. A total of 1,591 handgun owners participated in the survey.

Key Findings

- **Average price paid for latest handgun purchase**
 - Semi-automatic: \$468.28
 - Revolver: \$529.96
- **Top five motivations for most recent handgun purchase**
 - Cost/price: 50.9%
 - Design/style: 47.0%
 - Functional features (e.g., caliber, safety, etc.): 46.0%
 - Brand reputation: 45.1%
 - Recommendation from family or friends: 31.4%
- **Top five most important features**
 - Size/weight: 52.4%
 - Price: 46.9%
 - Caliber: 36.3%
 - Grip feel: 35.1%
 - Safety mechanisms: 29.2%
- **There was nearly a 50/50 even split (Yes/No) if respondents had the opportunity to try out the handgun before completing their purchase**
 - Yes: 49.6%
 - No: 50.4%
- **A considerable portion (36.6%) of respondents first heard about their handgun purchase from friends or family recommendations**
- **A vast majority of respondents (93.3%) have NOT modified their most recent handgun purchased**
- **Most respondents (44.2%) have not purchased accessories for their handgun**
- **Of those who did purchase accessories, 35.3% of respondents bought accessories for their handgun at the time of purchase**
- **Top five accessories purchased:**
 - Holster: 66.8%
 - Cleaning supplies: 59.6%
 - Extra magazines: 51.2%
 - Grips: 24.5%
 - Optics: 18.3%
- **Most respondents (43.4%) are not sure if they plan to purchase another hand gun in the next 12 months**
- **A significant number of respondents (47.2%) say they are unsure if their next purchase will be the same brand as their most recent purchase**
- **Many of those surveyed (48.2%) purchased their most recent handgun more than 1 year ago**
- **Most respondents (35.9%) have not become more involved in the firearms community and cite using their firearm for personal use only**

- **83.1% of respondents own 1-3 handguns**
- **A high number of respondents cite the primary reason for owning a handgun being for personal protection (82.4%) or home defense (80.9%)**
- **Respondents diametrically differ on carry habits, 36.1% carry their handguns daily and 33% rarely/never carry at all**
- **33.2% of respondents say brand reputation is “Very important”**
- **Respondents are nearly equally split between whether they have switched handgun brands (Yes 49.3% / No 50.7%)**
- **Of those who have switched handgun brands, the most cited reason was price/value (60.8%)**
- **The top five most popular brands selected by respondents were Smith & Wesson (31.3%), Remington (14.8%), Glock (10.9%), Ruger (9.7%) and Colt (6.0%)**
- **The top five motivations for buying an additional handgun:**
 - Brand/model release: 40.3%
 - Design/aesthetics: 37.4%
 - Promotions or discounts: 37.1%
 - Peer recommendation: 25.7%
 - Technological innovation: 24.1%
- **Majority of respondents usually purchase handguns at local gun stores (75.9%)**
- **Top five most important factors when choosing where to buy a handgun:**
 - Price: 68.9%
 - Trust in the seller: 51.3%
 - Availability: 37.6%
 - Store reputation 31.2%
 - Location convenience: 26.6%
- **A significant portion of respondents (36.3%) do a moderate amount of research (2-5 hours) before purchasing a handgun**
- **Respondents do not have a preference between hammer-fired or striker-fired (46.7%)**
- **Majority of respondents (52.9%) have not switched between hammer-fired and striker-fired handguns**
- **Respondents are nearly equally split on whether within the next 12 months they will purchase accessories for their handgun (Yes 35.6% / No 36.7%)**
- **Majority of respondents (92.5%) own at least one handgun that is strictly for personal protection/defense**
- **Majority of respondents (61.7%) have a concealed carry permit and have had one for 1-3 years (40.1%)**
 - Of those who do not have a concealed carry permit (38.3%), they do not plan on acquiring one in the next 12 months (42.3%)
- **Top five most important reasons why participants were not able to shoot their handguns as much as they would have liked:**
 - Not enough free time: 52.4%
 - Cost of ammunition: 43.2%
 - No suitable place to shoot: 29.8%
 - Range fees: 24.9%
 - Travel distance to range: 23.6%
- **Majority of respondents (57.1%) have not been able to shoot their handgun as much as they have liked to in the last 12 months**
- **Most respondents (38.1%) have fired their handgun 1-10 days at the range in the last 12 months**

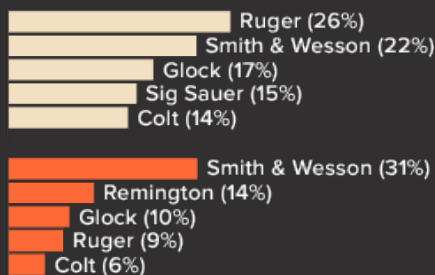
2011 vs 2025

Study Comparison

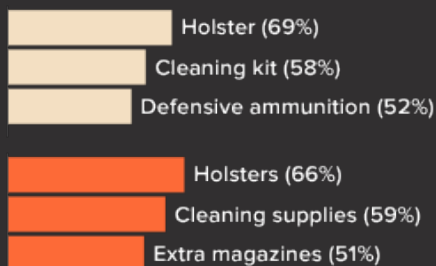
The comparison between the 2011 Handgun Consumer Study and the 2025 Handgun Consumer Study reveals significant shifts within the handgun market. Brand loyalty, usage motivations, and patterns of participation in shooting activities have diversified. Most notably, the data suggests a market that is increasingly centered around personal protection as the primary driver of ownership. For example, respondents who own a handgun for home protection/self-defense have nearly doubled between 2011 to 2025 and the primary use cited for handgun ownership has shifted greatly to personal protection and home defense. However, the types of accessories purchased and concealed carry permit ownership are nearly identical between the studies, revealing that purchase habits have not varied dramatically.



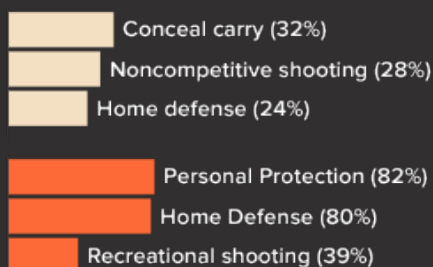
Brand Loyalty 2011 vs 2025



Top Accessories Purchased 2011 vs 2025



Primary Use of Handgun 2011 vs 2025



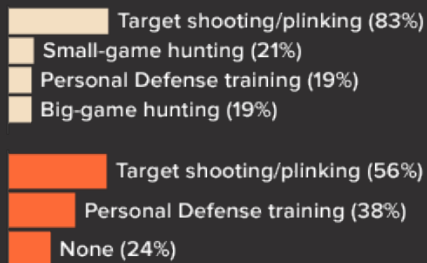
*The 2011 analysis utilized a “select one” response format which required participants to choose a single option. The 2025 analysis utilized a “select all” format, allowing participants to select multiple options.



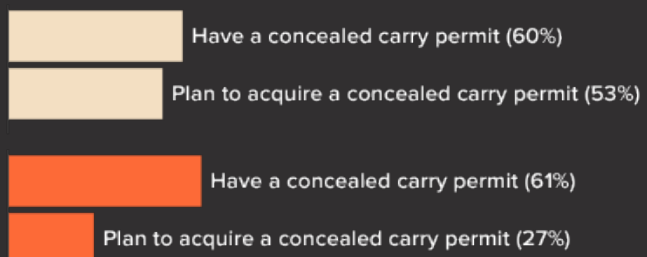
2011 vs 2025

Study Comparison

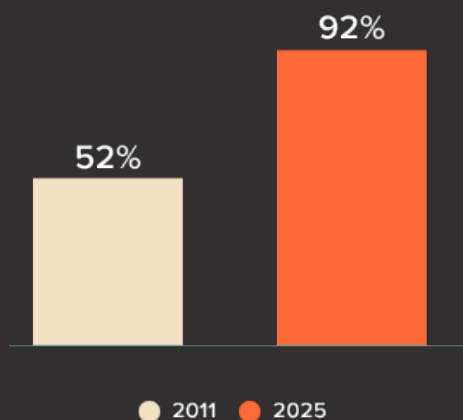
Type of Shooting Activities Participated In 2011 vs 2025



Possession of a Concealed Carry Permit 2011 vs 2025

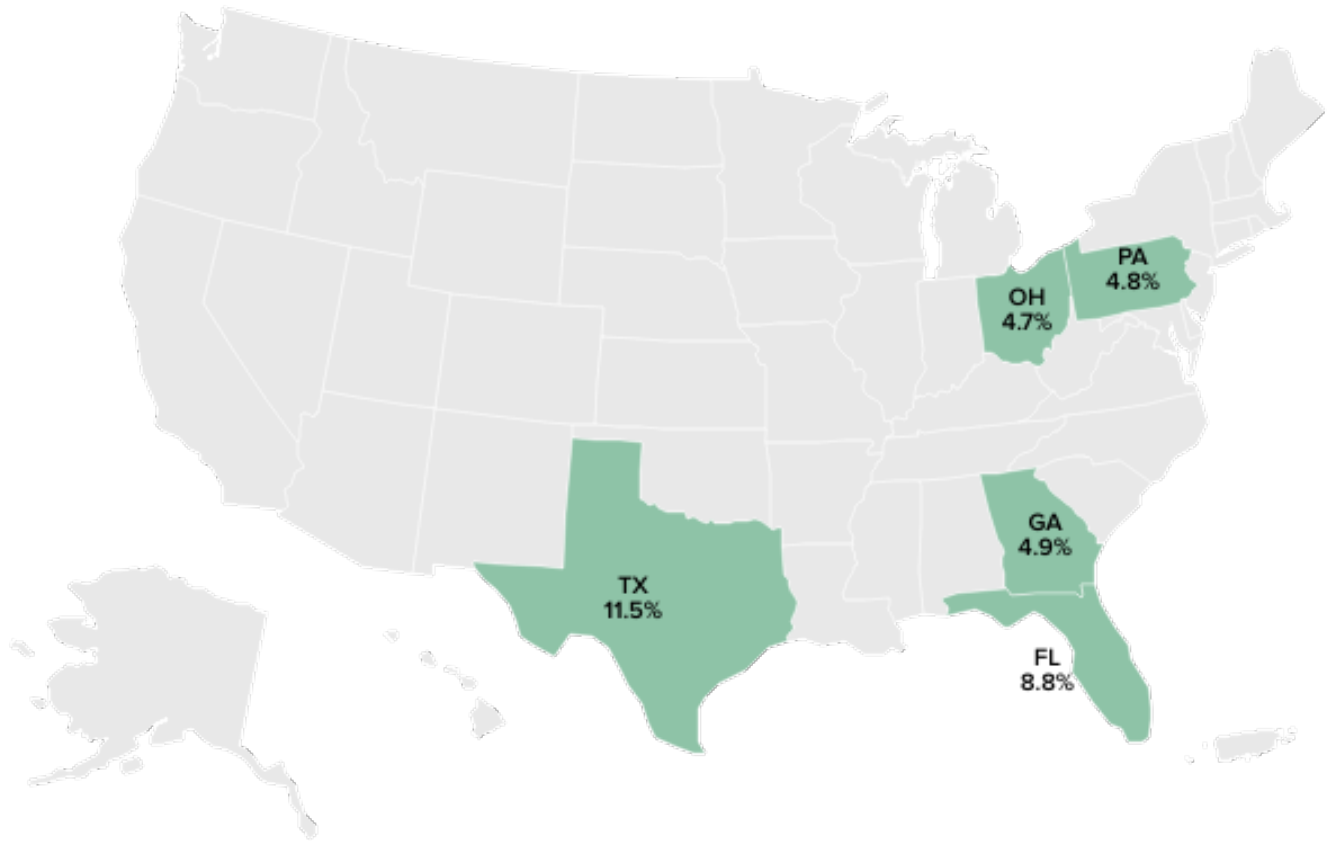


Own a handgun solely for personal protection/defense 2011 vs 2025



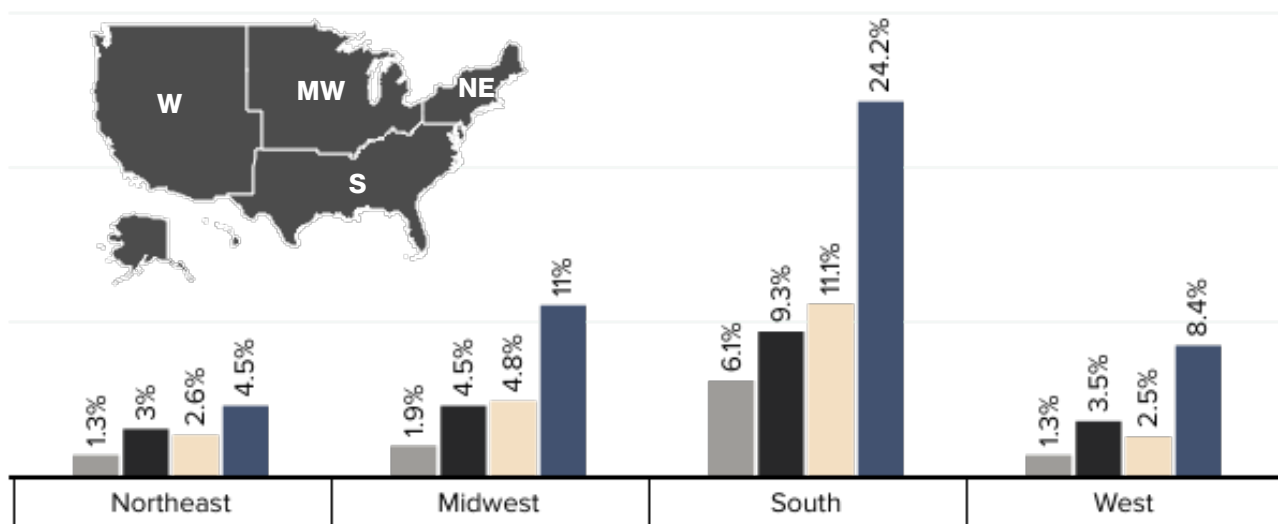
Regional Distribution of Handgun Owners Surveyed

Top 5 States



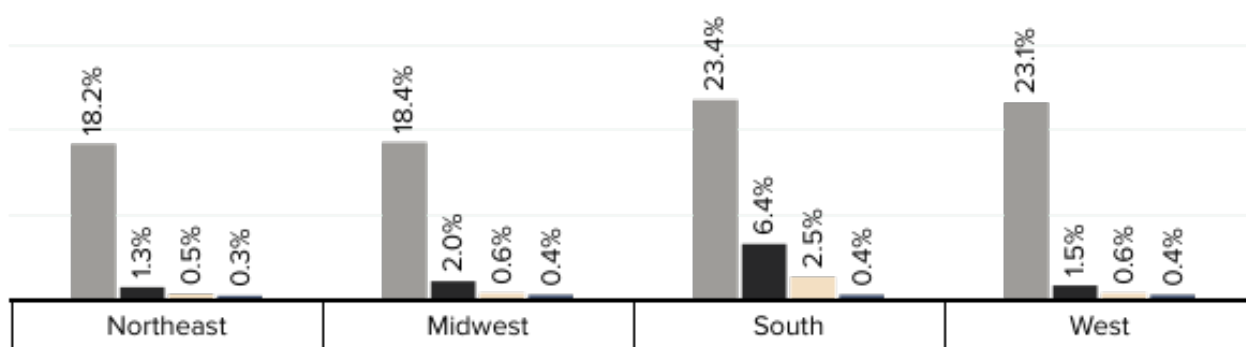
Most Recent Purchase by Region

Within the past 3 months
 3–6 months ago
 6–12 months ago
 More than 1 year ago



Handgun Ownership by Region

Region Number
 1 to 3
 4 to 5
 6 to 10
 10+



Respondent Profile

The “average” handgun owner included in this research has the following characteristics:

- Nearly a 50/50 split between male (50.2%) and female (49.2%)
- Identifies White or Caucasian (76.8%)
- Has an average age of 35-44 years old (24.4%)
- Completed ‘some college’ (24.6%) or has a ‘high school diploma’ (25.3%)
- Does not have children present in the household (57.1%)
- Has a median household income of \$50,000-74,999. (23.9%)
- Has a concealed carry permit (61.7%)
- Owns at least one handgun solely for personal protection/self-defense (92.5%)



Consumer Purchase Habits

Handgun consumers are spending an average of \$468.28 on semi-automatic handguns and \$529.96 on revolvers. Consumers are highly motivated to purchase by cost and/or price of product (50.9%) and see size and/or weight of the handgun as the most important feature when considering purchase(52.4%).

Please estimate the total price amount spent on your latest semi-automatic and revolver handgun purchase.

- o **Semi-automatic:** \$468.28
- o **Revolver:** \$529.96



What motivated your most recent handgun purchase? (Select all that apply)

	Checked Percent	Checked Count
Cost/price	50.9%	810
Design/style	47.0%	748
Functional features (e.g., caliber, safety, etc.)	46.0%	732
Brand reputation	45.1%	717
Recommendation from family or friends	31.4%	500
Product availability	21.3%	339
Online reviews	18.8%	299
Store employee recommendation	11.2%	178
Used by local law enforcement / military	8.4%	133
Other (please specify):	7.6%	121

Multiple select question – responses add to more than 100%

N=1591



For those who selected ‘other’, the top motivation for purchase were:
Self-defense (32.5%)
Inherited (17.5%)
Gift (11.6%)

Consumer Purchase Habits

Which features were most important in your most recent handgun purchase?

(Select up to 3)

	Checked Percent	Checked Count
Size/weight	52.4%	833
Price	46.9%	746
Caliber	36.3%	577
Grip feel	35.1%	558
Safety mechanisms	29.2%	464
Brand reputation	27.9%	444
Trigger performance	19.4%	309
Capacity	15.5%	247
Aesthetics	5.7%	90
Optic compatibility	3.7%	59
Other (please specify):	1.9%	30

Multiple select question –
responses add to more than 100%

N=1589



Consumer Purchase Habits

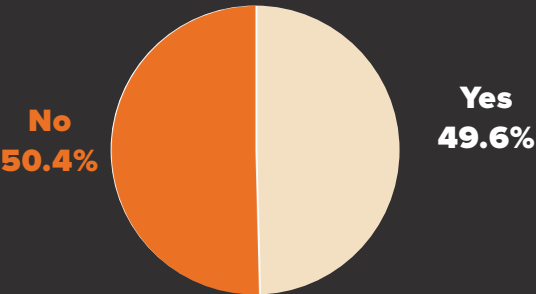
Handgun consumers surveyed were nearly even split (Yes 49.6% / No 50.4%) on whether they had the opportunity to try out the handgun before purchase and the greatest percentage first heard about their handgun selection from friends or family recommendations (36.6%).

For those who selected 'other', Gun Show / Events were the source where they first heard about their handgun purchase.

Did you have the opportunity to try out the handgun before purchasing it?

	Count	Percent of Data
Yes	788	49.6%
No	801	50.4%

N=1589



How did you first hear about the handgun you purchased?

	Count	Percent of Data
Friend or family recommendation	582	36.6%
In-store display or employee	381	24.0%
Training class or shooting range	167	10.5%
Manufacturer's website	141	8.9%
Online video or review	139	8.8%
Other (please specify):	67	4.2%
Social media	66	4.2%
Print media (magazine, flyer, etc.)	45	2.8%

N=1588



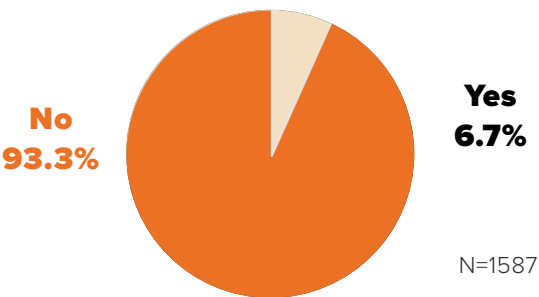
Top 3 Other Choice

- Gun Show/Event 15%
- Inherited/Gift 13.6%
- Family/Friend or Unsure 12.1%

Consumer Purchase Habits

A vast majority of respondents have not made any modifications to their handgun since purchase (93.3%) and most did not buy accessories at the time of purchase (44.2%). Of those who purchased an accessory, the accessory was most often purchased at the time of purchase (35.3%). The top accessories purchased were holsters (66.8%), cleaning supplies (59.6%), extra magazines (51.2%) grips (24.5%), and optics (18.3%).

Have you made any modifications to your handgun since purchasing it?



Did you purchase any accessories for the handgun?

	Count	Percent of Data
At time of purchase	560	35.3%
Within 6 months after purchase	278	17.5%
Over 6 months after purchase	48	3.0%
No accessories purchased	701	44.2%

N=1587

What accessories did you purchase?

	Checked Count	Checked Percent
Holster	592	66.8%
Cleaning supplies	528	59.6%
Extra magazines	454	51.2%
Grips	217	24.5%
Optic	162	18.3%
Flashlight	157	17.7%
Trigger parts	90	10.2%
Compensator or muzzle brake	64	7.2%
Other parts (please specify):	54	6.1%
Threaded barrel	52	5.9%

Multiple select question – responses add to more than 100%

N=886

Top 3 Other Choice

Laser	16.8%
Improved Grip	16.8%
Red Dot or Sights	12.1%

Consumer Purchase Habits

When asked what typically motivates consumers to buy an additional handgun, brand and/or model release was the biggest motivating factor (40.3%). Of those who selected 'other', majority cited they had no desire to buy an additional gun (51.5%).

What typically motivates you to buy an additional handgun?
(Select all that apply)

	Checked Percent	Checked Count
Brand/model release	40.3%	634
Design/aesthetics	37.4%	589
Promotions or discounts	37.1%	584
Peer recommendation	25.7%	404
Technological innovation	24.1%	379
Specific use case (e.g., CCW, hunting, competition)	23.4%	369

Multiple select question – responses add to more than 100%

N=1574

Top 3 Other Choice

None/No desire to buy additional gun **51.5%**

Personal Want **14.2%**

Protection/Safety/Defense **9.7%**



When respondents were asked about their research habits before purchase, the most popular answer was “a moderate amount (2-5 hours)” (36.3%)

How much research do you typically do before purchasing a handgun?

	Count	Percent of Data
A little (1 – 2 hours)	407	25.9%
A moderate amount (2 - 5 hours)	571	36.3%
A lot (5 – 10 hours)	258	16.4%
A great deal (10-24 hours)	200	12.7%
None	135	8.6%
Other (please specify):	36	2.3%

N=1571

Consumer Purchase Habits

A vast majority of respondents (75.9%) usually purchase handguns at local gun stores. When asked for the most important factors when choosing where to buy a handgun, the top choices selected were: price (68.9%), trust in the seller (51.3%), availability (37.6%), store reputation (31.2%), and location convenience (26.6%).

Where do you usually purchase handguns? (Select all that apply)

	Checked Percent	Checked Count
Local gun store	75.9%	1194
Gun shows	23.3%	367
Private sale	21.7%	342
Big box retailer	19.5%	307
Online retailer	17.3%	272
Other (please specify):	2.3%	36

Multiple select question – responses add to more than 100% N=1573

What are the top 3 most important factors when choosing where to buy a handgun?

	Checked Percent	Checked Count
Price	68.9%	1083
Trust in the seller	51.3%	806
Availability	37.6%	591
Store reputation	31.2%	490
Location convenience	26.6%	418
Customer service	25.4%	399
Range availability/test firing	22.3%	351
Return policy/warranty	16.2%	254
Other (please specify):	1.0%	16

Other: 56.2% have no preference N=1571

Multiple select question – responses add to more than 100%

Consumer Purchase Habits

Respondents do not have a preference between hammer-fired or striker-fired (46.7%) handguns.
Majority of respondents (52.9%) have not switched between hammer-fired and striker-fired handguns.

Which type of handgun do you prefer?

	Count	Percent of Data
Hammer-fired	451	28.7%
Striker-fired	387	24.6%
No preference	733	46.7%

N=1571

Have you switched between hammer-fired and striker-fired handguns?

	Count	Percent of Data
No	831	52.9%
Unsure	262	16.7%
Yes	478	30.4%

N=1571





Future Consumer Habits

Most respondents are 'not sure' if they will purchase a handgun within the next 12 months (43.4%). Of those who do plan to purchase within the next 12 months (28.4%), a considerable amount are unsure if their next purchase will be from the same brand as their most recent purchase (47.2%).

For those who say it will not be from the same brand (18.2%), the most cited reason is that they are waiting for new models or features (48.8%). Respondents are nearly equally split on whether within the next 12 months they will purchase accessories for their handgun (Yes 35.7% / No 36.7%).

Within the next 12 months do you see yourself purchasing accessories for your handgun?

	Count	Percent of Data
Yes	560	35.7%
No	577	36.7%
Unsure	434	27.6%

N=1571

Do you plan to purchase another handgun in the next 12 months?

	Count	Percent of Data
No	447	28.2%
Not Sure	689	43.4%
Yes	451	28.4%

N=1587

Will it be from the same brand as your most recent purchase?

	Count	Percent of Data
Yes	156	34.6%
No	82	18.2%
Not sure	213	47.2%

N=451

Why not?

(Select all that apply)

	Count	Percent of Data
Waiting for new models or features	40	48.8%
Nothing new has caught my interest	23	28.0%
Financial reasons	14	17.1%
Other (please specify):	11	13.4%
I already have enough firearms	5	6.1%

Multiple select question – responses add to more than 100%

N=82

Historical Consumer Purchase Habits

Majority of respondents (48.2%) purchased their most recent handgun more than 1 year ago and currently own 1-3 guns (83.1%).

How long ago did you purchase your most recent handgun?

	Count	Percent of Data
Within the past 3 months	170	10.7%
3–6 months ago	319	20.1%
6–12 months ago	333	21.0%
More than 1 year ago	765	48.2%

N=1587

How many handguns do you currently own?

	Count	Percent of Data
1-3	1,316	83.1%
4-5	177	11.2%
6-10	65	4.1%
More than 10	26	1.6%

N=1584



Consumers in the Firearm Community

A number of respondents (35.9%) have not become more involved in the firearms community and cite using their firearm for personal use only.

Target shooting/plinking is the most participated hunting or shooting sport activity among respondents (56.6%).

The top five most important reasons why participants were not able to shoot their handguns as much as they would have liked were:

Not enough free time: 52.4%

Cost of ammunition: 43.2%

No suitable place to shoot: 29.8%

Range fees: 24.9%

Travel distance to range: 23.6%

Majority of respondents (57.1%) have not been able to shoot their handgun as much as they have liked to in the last 12 months and most have fired their handgun 1-10 days at the range in the last 12 months (38.1%).

Since your purchase, have you become more involved in the firearms/shooting community? (Select all that apply)

	Checked Percent	Checked Count
No – I use it personally but am not involved in the community	35.9%	568
No – it mostly sits unused	27.8%	441
Yes – joined a club or range	20.2%	320
Yes – started training or taking classes	18.1%	287
Yes – participate in online communities	8.2%	130
Yes – started shooting competitively	5.6%	88
Other (please specify):	1.5%	24

Multiple select question – responses add to more than 100%

N=1584

Which, if any, of the following handgun hunting or shooting activities do you participate in more than five times per year? (Select all that apply)

	Checked Percent	Checked Count
Target shooting/plinking	56.6%	888
Personal defense training	38.7%	607
None	24.3%	381
Small-game hunting	17.6%	276
Big game hunting	12.6%	198
Varmint hunting	11.4%	178
Competitive shooting	8.8%	138
Training as a shooting instructor	8.5%	134
Cowboy action target shooting	5.9%	93

Multiple select question – responses add to more than 100%

N=1568

Please tell us the 3 most important reasons why you were not able to shoot your handgun(s) as much as you would have liked in the past 12 months

	Checked Percent	Checked Count
Not enough free time	52.4%	821
Cost of ammunition	43.2%	677
No suitable place to shoot	29.8%	468
Range Fees	24.9%	390
Travel distance to range	23.6%	370
No one to shoot with	23.4%	367
Lack of available ammunition	12.9%	203
Other (please specify):	6.3%	98

Other: 56.1% have no interest/desire/need to shoot their handgun.

N=1568

Multiple select question – responses add to more than 100%

Consumer Carrying Motivations and Habits

Respondents are nearly evenly split (82.4% and 80.9%) on the primary reasons for owning a handgun being for personal protection and home defense. Further, respondents are close on how often they carry their handguns. Most (36.1%) carry their handguns daily or rarely/never at all (33%).

Almost all respondents (92.5%) own at least one handgun that is strictly for personal protection/defense. Majority of respondents (61.7%) have a concealed carry permit and have had one for 1-3 years (40.1%). Of those who do not (38.3%), they do not plan on acquiring one in the next 12 months (42.3%).

What are your primary reasons for owning a handgun? (Select all that apply)

	Checked Percent	Checked Count
Personal protection	82.4%	1305
Home defense	80.9%	1282
Recreational shooting	39.8%	631
Collecting	20.5%	324
Hunting	16.4%	259
Competitive shooting	6.4%	101
Other (please specify):	0.9%	14

Multiple select question –
responses add to more than 100%

N=1584

How often do you carry your handgun(s)?

	Checked Percent	Checked Count
Daily	36.1%	571
Weekly	13.8%	219
Monthly	6.0%	95
A few times a year	11.1%	175
Rarely/Never	33.0%	523

N=1583

Consumer Carrying Motivations and Habits

Do you own at least one handgun that is strictly for personal protection/defense?

	Count	Percent of Data
Yes	1453	92.5%
No	118	7.5%

N=1571

Do you possess a concealed carry permit issued from your state?

	Count	Percent of Data
Yes	970	61.7%
No	601	38.3%

N=1571

Approximately how many years have you had your concealed carry permit?

	Count	Percent of Data
Less than 1 year	102	10.5%
1-3 years	389	40.1%
4-7 years	243	25.1%
8+ years	236	24.3%

N=970

Do you have plans to acquire a concealed carry permit within the next 12 months?

	Count	Percent of Data
Yes	163	27.1%
No	254	42.3%
Unsure	184	30.6%

N=601



Brand Importance

When asked how important brand reputation is, 33.2% responded that brand reputation is “Very important”. However, respondents are nearly equally split between whether they have switched handgun brands (Yes 49.3% / No 50.7%). Of those who have switched handgun brands, the most cited reason for the change was price and/or value (60.8%).

How important is brand reputation when choosing a handgun?

	Count	Percent of Data
Extremely important	317	20.1%
Very important	522	33.2%
Moderately important	434	27.6%
Slightly important	206	13.1%
Not at all important	95	6.0%

N=1574

Have you ever switched handgun brands?

	Count	Percent of Data
No	801	50.7%
Yes	779	49.3%

N=1580

What factors influenced your decision to switch? (Select all that apply)

	Count	Percent of Data
Price/value	474	60.8%
Better design/features	390	50.1%
Recommendations/reviews	272	34.9%
Availability	262	33.6%
Reliability issues	238	30.6%
Brand perception	218	28.0%
Aesthetics	169	21.7%
Customer service	87	11.2%
Other (please specify):	28	3.6%

Multiple select question –
responses add to more than 100%

N=779



Brand Trustworthiness & Reliability

Respondents were asked to list the brand(s) they considered to be most trustworthy or reliable through an open text response. The top five brands cited were Smith & Wesson (31.3%), Remington (14.8%), Glock (10.8%), Ruger (9.7%), and Colt (6.0%).



How important is brand reputation when choosing a handgun?

Top 5 Percent	Percent
Smith & Wesson	31.3%
Remington	14.8%
Glock	10.8%
Ruger	9.7%
Colt	6.0%

Have you been able to shoot your handgun(s) as often as you would have liked in the last 12 months?

	Count	Percent of Data
Yes	673	42.9%
No	894	57.1%

N=1567

Approximately how many days have you fired your handgun(s) in the last 12 months at a range?

	Count	Percent of Data
None	344	22.0%
1 to 10	596	38.1%
11 to 20	301	19.2%
21 to 30	144	9.2%
31 to 40	91	5.8%
41 to 50	45	2.9%
51 or more	44	2.8%

N=1565

Crosstabs: Gender

Gun Primary Reason for Self Defense

Do you own at least one handgun that is strictly for personal protection/defense?

Choice	Male	Female	Prefer not to Say
Yes	91.3%	93.8%	90.0%
No	8.7%	6.2%	10.0%

Modifications

Have you made any modifications to your handgun since purchasing it?

Choice	Male	Female	Prefer not to Say
Yes (please specify)	9.7%	3.6%	0.0%
No	90.3%	96.4%	100.0%

Firearm Community Involvement

Since your purchase, have you become more involved in the firearms/shooting community?
(Select all that apply)

Choice	Male	Female	Prefer not to Say
Yes – joined a club or range	24.1%	16.5%	20.0%
Yes – started training or taking classes	19.5%	16.8%	20.0%
Yes – started shooting competitively	7.0%	4.0%	20.0%
Yes – participate in online communities	11.3%	4.9%	10.0%
No – it mostly sits unused	22.2%	33.6%	20.0%
No – I use it personally but am not involved in the community	35.4%	36.3%	50.0%
Other (please specify):	2.0%	0.9%	0.0%

Multiple select question – responses add to more than 100%

Crosstabs: Gender

Handguns Owned

How many handguns do you currently own?

Choice	Male	Female	Prefer not to Say
1-3	79.3%	87.1%	90.0%
4-5	13.1%	9.0%	10.0%
6-10	5.2%	3.0%	0.0%
More than 10	2.3%	0.9%	0.0%

Carry Frequency

How often do you carry your handgun(s)?

Choice	Male	Female	Prefer not to Say
Daily	36.9%	35.0%	50.0%
Weekly	16.2%	11.6%	10.0%
Monthly	6.6%	5.6%	0.0%
A few times a year	11.8%	10.3%	10.0%
Rarely/Never	28.4%	37.6%	30.0%

Motivation for Additional

What typically motivates you to buy an additional handgun? (Select all that apply)

Choice	Male	Female	Prefer not to Say
Specific use case (e.g., CCW, hunting, competition)	25.9%	20.9%	30.0%
Design/aesthetics	41.3%	33.9%	20.0%
Technological innovation	30.2%	17.6%	30.0%
Brand/model release	46.5%	34.2%	20.0%
Peer recommendation	23.7%	27.8%	10.0%
Promotions or discounts	39.1%	35.0%	40.0%
Other (please specify):	6.8%	10.4%	0.0%

Multiple select question – responses add to more than 100%

Crosstabs: Gender

Concealed Carry

Do you possess a concealed carry permit issued from your state?

Choice	Male	Female	Prefer not to Say
Yes	62.8%	60.7%	80.0%
No	37.2%	39.3%	20.0%

Approximately how many years have you had your concealed carry permit?

Choice	Male	Female	Prefer not to say
Less than 1 year	8.7%	12.2%	25.0%
1-3 years	38.1%	42.4%	37.5%
4-7 years	26.6%	23.1%	37.5%
8+ years	26.6%	22.3%	0.0%

Do you have plans to acquire a concealed carry permit within the next 12 months?

Choice	Male	Female	Prefer not to Say
Yes	28.8%	25.5%	50.0%
No	41.8%	43.0%	50.0%
Unsure	29.5%	31.5%	0.0%

Crosstabs: Race

Firearm Community

Since your purchase, have you become more involved in the firearms/shooting community?
(Select all that apply)

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Yes – joined a club or range	18.4%	28.2%	18.5%	35.7%	50.0%	19.4%	11.1%
Yes – started training or taking classes	14.2%	32.2%	25.9%	28.6%	75.0%	27.8%	22.2%
Yes – started shooting competitively	4.7%	8.4%	3.7%	14.3%	25.0%	8.3%	11.1%
Yes – participate in online communities	6.7%	14.7%	14.8%	14.3%	25.0%	2.8%	0.0%
No – it mostly sits unused	30.0%	19.4%	22.2%	21.4%	0.0%	27.8%	22.2%
No – I use it personally but am not involved in the community	38.3%	25.3%	37.0%	21.4%	25.0%	38.9%	55.6%
Other (please specify):	1.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%

Multiple select question – responses add to more than 100%

Primary Self Defense

Do you own at least one handgun that is strictly for personal protection/defense?

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Yes	91.8%	95.6%	92.6%	92.9%	100.0%	94.4%	88.9%
No	8.2%	4.4%	7.4%	7.1%	0.0%	5.6%	11.1%

Crosstabs: Race

Handguns Owned

How many handguns do you currently own?

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
1-3	82.3%	86.8%	92.6%	78.6%	75.0%	83.3%	77.8%
4-5	11.5%	9.5%	7.4%	14.3%	0.0%	8.3%	22.2%
6-10	4.5%	2.6%	0.0%	7.1%	0.0%	5.6%	0.0%
More than 10	1.7%	1.1%	0.0%	0.0%	25.0%	2.8%	0.0%

Primary Reason to Own

What are your primary reasons for owning a handgun? (Select all that apply)

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Personal protection	82.1%	85.0%	77.8%	78.6%	25.0%	83.3%	77.8%
Home defense	80.1%	85.0%	77.8%	78.6%	100.0%	83.3%	66.7%
Recreational shooting	41.2%	33.7%	33.3%	50.0%	25.0%	47.2%	11.1%
Hunting	15.9%	17.6%	22.2%	14.3%	25.0%	13.9%	22.2%
Competitive shooting	5.4%	9.9%	0.0%	21.4%	25.0%	8.3%	0.0%
Collecting	18.6%	27.5%	14.8%	28.6%	25.0%	30.6%	0.0%
Other (please specify):	0.9%	0.4%	0.0%	0.0%	0.0%	5.6%	0.0%

Multiple select question – responses add to more than 100%

Crosstabs: Race

Carry Frequency

How often do you carry your handgun(s)? (Select all that apply)

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Daily	31.6%	54.6%	40.7%	28.6%	25.0%	44.4%	44.4%
Weekly	12.9%	19.4%	7.4%	7.1%	0.0%	16.7%	0.0%
Monthly	6.1%	5.5%	11.1%	14.3%	0.0%	5.6%	0.0%
A few times a year	11.5%	7.0%	18.5%	21.4%	25.0%	11.1%	33.3%
Rarely/Never	38.0%	13.6%	22.2%	28.6%	50.0%	22.2%	22.2%

Multiple select question – responses add to more than 100%

Concealed Carry

Do you possess a concealed carry permit issued from your state?

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Yes	57.8%	81.0%	59.3%	85.7%	50.0%	50.0%	55.6%
No	42.2%	19.0%	40.7%	14.3%	50.0%	50.0%	44.4%

Approximately how many years have you had your concealed carry permit?

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Less than 1 year	7.9%	16.3%	18.8%	16.7%	50.0%	27.8%	0.0%
1-3 years	37.2%	48.9%	62.5%	33.3%	0.0%	38.9%	40.0%
4-7 years	26.4%	22.6%	18.8%	16.7%	50.0%	0.0%	60.0%
8+ years	28.5%	12.2%	0.0%	33.3%	0.0%	33.3%	0.0%

Crosstabs: Race

Do you have plans to acquire a concealed carry permit within the next 12 months?

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Yes	23.3%	51.9%	45.5%	0.0%	100.0%	50.0%	25.0%
No	44.4%	26.9%	54.5%	0.0%	0.0%	33.3%	50.0%
Unsure	32.3%	21.2%	0.0%	100.0%	0.0%	16.7%	25.0%

Motivation For Additional Purchase

What typically motivates you to buy an additional handgun? (Select all that apply)

Choice	White or Caucasian	Black or African American	American Indian/ Native American or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander	Other (please specify):	Prefer not to say
Specific use case (e.g., CCW, hunting, competition)	24.6%	18.3%	25.9%	21.4%	25.0%	19.4%	44.4%
Design/aesthetics	35.4%	46.2%	33.3%	64.3%	50.0%	41.7%	11.1%
Technological innovation	21.9%	33.7%	7.4%	28.6%	50.0%	27.8%	22.2%
Brand/model release	36.6%	58.2%	25.9%	42.9%	25.0%	44.4%	22.2%
Peer recommendation	24.6%	31.9%	18.5%	50.0%	25.0%	16.7%	0.0%
Promotions or discounts	36.4%	39.9%	40.7%	28.6%	50.0%	36.1%	44.4%
Other (please specify):	9.8%	3.3%	3.7%	0.0%	0.0%	13.9%	0.0%

Multiple select question – responses add to more than 100%

Crosstabs: Income

Next Purchase

Do you plan to purchase another handgun in the next 12 months?

Choice	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$200,000	More than \$200,000	Prefer not to say
No	23.9%	37.0%	32.7%	25.1%	23.9%	27.7%	26.9%	17.3%	36.7%
Not Sure	34.8%	44.9%	40.6%	44.1%	46.1%	45.0%	39.7%	40.4%	53.3%
Yes	41.3%	18.1%	26.7%	30.7%	30.0%	27.2%	33.3%	42.3%	10.0%

Modifications

Have you made any modifications to your handgun since purchasing it?

Choice	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$200,000	More than \$200,000	Prefer not to say
Yes (please specify):	15.2%	5.8%	4.2%	8.0%	5.3%	7.4%	9.0%	11.5%	3.3%
No	84.8%	94.2%	95.8%	92.0%	94.7%	92.6%	91.0%	88.5%	96.7%

Accessories

Did you purchase any accessories for the handgun?

Choice	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$200,000	More than \$200,000	Prefer not to say
At time of purchase	23.9%	34.8%	32.4%	37.4%	30.9%	45.0%	38.5%	48.1%	16.7%
Within 6 months after purchase	21.7%	13.8%	14.5%	17.6%	23.0%	17.8%	25.6%	11.5%	6.7%
Over 6 months after purchase	15.2%	2.9%	2.2%	2.7%	1.6%	2.5%	1.3%	5.8%	6.7%
No accessories purchased	39.1%	48.6%	50.9%	42.2%	44.4%	34.7%	34.6%	34.6%	70.0%

Crosstabs: Income

What accessories did you purchase?

(Select all that apply)

Choice	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$200,000	More than \$200,000	Prefer not to say
Extra magazines	23.9%	27.5%	22.7%	31.6%	32.5%	32.7%	28.2%	30.8%	16.7%
Optic	10.9%	9.4%	6.5%	12.6%	6.2%	14.9%	19.2%	11.5%	10.0%
Trigger parts	13.0%	2.9%	3.5%	4.3%	3.3%	9.4%	15.4%	11.5%	0.0%
Flashlight	23.9%	8.7%	7.0%	10.4%	6.2%	12.9%	11.5%	25.0%	3.3%
Compensator or muzzle brake	8.7%	2.9%	2.5%	3.2%	2.9%	5.0%	10.3%	15.4%	0.0%
Threaded barrel	8.7%	0.7%	2.5%	2.4%	2.5%	4.5%	9.0%	9.6%	0.0%
Holster	34.8%	34.1%	35.4%	40.4%	38.7%	37.6%	39.7%	36.5%	16.7%
Cleaning supplies	39.1%	23.2%	29.9%	34.5%	36.6%	40.1%	37.2%	34.6%	6.7%
Grips	17.4%	9.4%	8.7%	15.2%	11.5%	20.3%	26.9%	21.2%	0.0%
Other parts (please specify):	2.2%	5.8%	3.2%	3.2%	2.1%	4.0%	5.1%	3.8%	3.3%

Multiple select question – responses add to more than 100%

Within the next 12 months do you see yourself purchasing accessories for your handgun?

Choice	Less than \$10,000	\$10,000 to \$24,999	\$25,000 to \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to \$149,999	\$150,000 to \$200,000	More than \$200,000	Prefer not to say
Yes	47.8%	26.8%	30.9%	39.8%	36.2%	39.6%	47.4%	36.5%	6.7%
No	28.3%	45.7%	41.9%	34.8%	32.9%	32.2%	26.9%	32.7%	56.7%
Unsure	23.9%	27.5%	27.2%	25.4%	30.9%	28.2%	25.6%	30.8%	36.7%

Crosstabs: Income

Handguns Owned

How many handguns do you currently own?

Choice	Less than \$10,000	\$10,000 - \$24,999	\$25,000 to - \$49,999	\$50,000 to \$74,999	\$75,000 to \$99,999	\$100,000 to - \$149,999	\$150,000 \$200,000	More than \$200,000	Prefer not to say
1-3	84.8%	92.0%	87.3%	83.4%	81.1%	77.2%	75.6%	73.1%	80.0%
4-5	8.7%	6.5%	8.5%	12.0%	11.1%	12.9%	15.4%	21.2%	16.7%
6-10	6.5%	0.7%	2.2%	2.7%	7.0%	7.9%	6.4%	5.8%	0.0%
More than 10	0.0%	0.7%	2.0%	1.9%	0.8%	2.0%	2.6%	0.0%	3.3%

Crosstabs: Handgun Ownership

Primary Reason for Owning a handgun

Choice	Personal protection	Home defense	Recreational shooting	Hunting	Competitive shooting	Collecting	Other (please specify):
1-3	82.8%	83.2%	71.3%	66.4%	62.4%	56.8%	85.7%
4-5	11.4%	11.0%	19.0%	20.1%	22.8%	24.4%	0.0%
6-10	4.1%	4.3%	6.7%	9.3%	9.9%	13.3%	7.1%
More than 10	1.6%	1.6%	3.0%	4.2%	5.0%	5.6%	7.1%

Respondent Ownership of Handguns

By State

State	1 to 3	4 to 5	6 to 10	More than 10
AL : Alabama	4.70%	4.50%	4.60%	0.00%
AK : Alaska	0.10%	0.00%	0.00%	0.00%
AZ : Arizona	5.00%	1.70%	0.00%	0.00%
AR : Arkansas	2.60%	3.40%	0.00%	0.00%
CA : California	7.80%	3.40%	4.60%	7.70%
CO : Colorado	1.20%	1.10%	1.50%	3.80%
CT : Connecticut	1.90%	1.10%	1.50%	0.00%
DC: District of Columbia	0.20%	0.00%	0.00%	0.00%
DE : Delaware	0.80%	0.00%	1.50%	0.00%
FL : Florida	16.20%	5.60%	15.40%	7.70%
GA : Georgia	8.40%	7.30%	1.50%	3.80%
HI : Hawaii	0.00%	0.00%	0.00%	0.00%
ID : Idaho	1.10%	1.10%	3.10%	0.00%
IL : Illinois	7.40%	2.30%	3.10%	7.70%
IN : Indiana	6.30%	2.80%	0.00%	0.00%
IA : Iowa	2.20%	0.60%	0.00%	0.00%
KS : Kansas	2.40%	0.00%	0.00%	0.00%
KY : Kentucky	5.20%	2.80%	1.50%	3.80%
LA : Louisiana	5.70%	2.80%	1.50%	0.00%
ME : Maine	0.80%	1.10%	0.00%	0.00%
MD : Maryland	2.40%	1.70%	0.00%	3.80%
MA : Massachusetts	1.20%	0.00%	0.00%	0.00%
MI : Michigan	7.30%	2.30%	0.00%	0.00%
MN : Minnesota	2.20%	1.10%	0.00%	3.80%
MS : Mississippi	3.90%	1.10%	1.50%	0.00%
MO : Missouri	5.00%	1.10%	3.10%	3.80%
MT : Montana	0.80%	0.60%	0.00%	3.80%

State	1 to 3	4 to 5	6 to 10	More than 10
NE : Nebraska	0.90%	0.00%	0.00%	3.80%
NV : Nevada	1.70%	0.00%	1.50%	3.80%
NH : New Hampshire	0.90%	0.00%	0.00%	0.00%
NJ : New Jersey	2.60%	1.70%	0.00%	3.80%
NM : New Mexico	0.50%	0.60%	0.00%	0.00%
NY : New York	5.30%	2.80%	3.10%	3.80%
NC : North Carolina	9.50%	1.70%	1.50%	0.00%
ND : North Dakota	0.00%	0.60%	0.00%	0.00%
OH : Ohio	8.40%	4.50%	4.60%	7.70%
OK : Oklahoma	4.40%	2.30%	0.00%	3.80%
OR : Oregon	1.60%	2.30%	0.00%	3.80%
PA : Pennsylvania	10.40%	4.00%	7.70%	11.50%
RI : Rhode Island	0.50%	0.00%	0.00%	0.00%
SC : South Carolina	5.40%	3.40%	9.20%	0.00%
SD : South Dakota	0.50%	0.60%	1.50%	0.00%
TN : Tennessee	6.80%	2.30%	1.50%	0.00%
TX : Texas	22.90%	13.00%	16.90%	3.80%
UT : Utah	1.40%	1.70%	3.10%	0.00%
VT : Vermont	0.00%	0.00%	0.00%	0.00%
VA : Virginia	5.70%	2.30%	1.50%	0.00%
WA : Washington	2.10%	0.60%	0.00%	0.00%
WV : West Virginia	1.30%	1.70%	0.00%	0.00%
WI : Wisconsin	1.80%	1.70%	1.50%	0.00%
WY : Wyoming	0.10%	0.60%	0.00%	0.00%

Respondent Ownership of Handguns

By State: How long ago did you purchase your most recent handgun?

	Within the past 3 months	3–6 months ago	6–12 months ago	More than 1 year ago
AL : Alabama	1.8%	2.8%	2.4%	2.9%
AK : Alaska	0.0%	0.0%	0.0%	0.1%
AZ : Arizona	3.5%	2.5%	1.5%	2.6%
AR : Arkansas	2.4%	0.3%	2.1%	0.9%
CA : California	2.4%	5.3%	3.0%	4.8%
CO : Colorado	0.0%	1.6%	0.6%	0.9%
CT : Connecticut	0.6%	0.9%	0.6%	1.2%
DC : District of Columbia	0.0%	0.0%	0.0%	0.3%
DE : Delaware	0.0%	0.0%	0.3%	0.5%
FL : Florida	7.6%	7.5%	8.4%	9.5%
GA : Georgia	6.5%	4.7%	4.5%	4.6%
HI : Hawaii	0.0%	0.0%	0.0%	0.0%
ID : Idaho	1.2%	0.3%	0.3%	0.9%
IL : Illinois	2.4%	6.0%	4.5%	2.2%
IN : Indiana	4.7%	2.8%	3.3%	2.9%
IA : Iowa	0.6%	0.6%	0.3%	1.3%
KS : Kansas	0.6%	0.6%	0.9%	1.7%
KY : Kentucky	2.4%	2.8%	3.6%	2.1%
LA : Louisiana	1.2%	2.2%	3.9%	1.8%
ME : Maine	1.2%	0.3%	0.3%	0.3%
MD : Maryland	1.2%	1.3%	1.5%	1.3%
MA : Massachusetts	0.6%	0.0%	1.8%	0.1%
MI : Michigan	0.6%	4.1%	2.7%	3.8%
MN : Minnesota	0.6%	0.3%	1.5%	1.2%
MS : Mississippi	0.6%	0.9%	2.7%	2.0%
MO : Missouri	2.9%	1.6%	1.8%	2.7%
MT : Montana	0.6%	0.3%	0.3%	0.4%

	Within the past 3 months	3–6 months ago	6–12 months ago	More than 1 year ago
NE : Nebraska	0.0%	0.3%	0.6%	0.4%
NV : Nevada	0.0%	0.6%	0.9%	1.3%
NH : New Hampshire	0.0%	0.6%	0.0%	0.4%
NJ : New Jersey	0.0%	2.5%	0.9%	1.3%
NM : New Mexico	1.2%	0.3%	0.0%	0.1%
NY : New York	4.7%	4.4%	2.7%	1.8%
NC : North Carolina	6.5%	4.7%	2.7%	4.4%
ND : North Dakota	0.0%	0.0%	0.0%	0.1%
OH : Ohio	4.1%	4.7%	5.7%	4.2%
OK : Oklahoma	2.4%	0.6%	2.7%	2.4%
OR : Oregon	0.6%	1.3%	0.3%	1.0%
PA : Pennsylvania	4.7%	5.3%	5.7%	4.1%
RI : Rhode Island	0.0%	0.6%	0.3%	0.0%
SC : South Carolina	4.1%	3.8%	1.8%	2.5%
SD : South Dakota	0.0%	0.0%	0.3%	0.5%
TN : Tennessee	5.9%	1.3%	3.3%	2.7%
TX : Texas	11.8%	11.6%	12.0%	10.8%
UT : Utah	0.6%	1.6%	0.6%	0.9%
VT : Vermont	0.0%	0.0%	0.0%	0.0%
VA : Virginia	3.5%	3.1%	2.4%	2.4%
WA : Washington	0.6%	0.3%	1.8%	0.9%
WV : West Virginia	0.6%	0.6%	0.0%	1.4%
WI : Wisconsin	0.6%	0.9%	0.9%	1.4%
WY : Wyoming	0.0%	0.3%	0.0%	0.1%

Demographics

Please Identify Your State of Residency

	Count	Percent of Data
AL : Alabama	42	2.7%
AK : Alaska	1	0.1%
AZ : Arizona	39	2.5%
AR : Arkansas	19	1.2%
CA : California	68	4.3%
CO : Colorado	14	0.9%
CT : Connecticut	15	1.0%
DC : District of Columbia	2	0.1%
DE : Delaware	5	0.3%
FL : Florida	138	8.8%
HI: Hawaii	0	0.0%
GA : Georgia	76	4.9%
ID : Idaho	11	0.7%
IL : Illinois	55	3.5%
IN : Indiana	50	3.2%
IA : Iowa	14	0.9%
KS : Kansas	19	1.2%
KY : Kentucky	41	2.6%
LA : Louisiana	36	2.3%
ME : Maine	6	0.4%
MD : Maryland	21	1.3%
MA : Massachusetts	8	0.5%
MI : Michigan	52	3.3%
MN : Minnesota	16	1.0%
MS : Mississippi	28	1.8%

	Count	Percent of Data
MO : Missouri	37	2.4%
MT : Montana	6	0.4%
NE : Nebraska	6	0.4%
NV : Nevada	15	1.0%
NH : New Hampshire	5	0.3%
NJ : New Jersey	21	1.3%
NM : New Mexico	4	0.3%
NY : New York	45	2.9%
NC : North Carolina	69	4.4%
ND : North Dakota	1	0.1%
OH : Ohio	73	4.7%
OK : Oklahoma	33	2.1%
OR : Oregon	14	0.9%
PA : Pennsylvania	75	4.8%
RI : Rhode Island	3	0.2%
SC : South Carolina	44	2.8%
SD : South Dakota	5	0.3%
TN : Tennessee	46	2.9%
TX : Texas	180	11.5%
UT : Utah	15	1.0%
VA : Virginia	42	2.7%
WA : Washington	15	1.0%
WV : West Virginia	14	0.9%
WI : Wisconsin	18	1.2%
WY : Wyoming	2	0.1%

Demographics

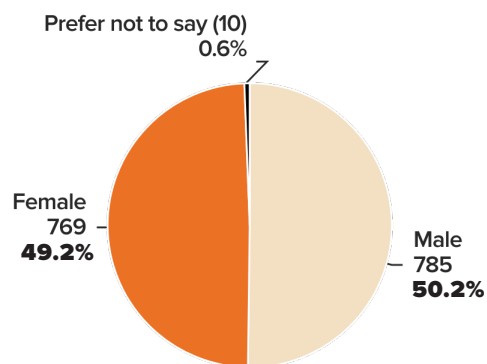
What is your race?	Count	Percent of Data
White or Caucasian	1201	76.8%
Black or African American	273	17.5%
American Indian/Native American or Alaska Native	27	1.7%
Asian	14	0.9%
Native Hawaiian or Other Pacific Islander	4	0.3%
Other (please specify):	36	2.3%
Prefer not to say	9	0.6%
N=1564		

How old are you?	Count	Percent of Data
18-24 years old	53	3.4%
25-34 years old	258	16.5%
35-44 years old	381	24.4%
45-54 years old	303	19.4%
55-64 years old	217	13.9%
65+ years old	352	22.5%
N=1564		

Which best describes your highest level of education?	Count	Percent of Data
11 years or less	31	2%
High school diploma	395	25.3%
Some college	384	24.6%
Associate degree	233	14.9%
Bachelor's degree	312	19.9%
Some graduate school	32	2.0%
Graduate degree or higher	169	10.8%
Prefer not to say	8	0.5%
N=1564		

Please check the category that best describes your total household income	Count	Percent of Data
Less than \$10,000	46	2.9%
\$10,000 to \$24,999	138	8.8%
\$25,000 to \$49,999	401	25.6%
\$50,000 to \$74,999	374	23.9%
\$75,000 to \$99,999	243	15.5%
\$100,000 to \$149,999	202	12.9%
\$150,000 to \$200,000	78	5.0%
More than \$200,000	52	3.3%
Prefer not to say	30	1.9%
N=1564		

What is your Gender?



Do children reside in your household?	Count	Percent of Data
Yes	671	42.9%
No	893	57.1%
N=1564		

Handgun Consumer Survey

2025 Edition



Report provided by NSSF.
For additional research materials,
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