The number of women hunters, target shooters and gun owners has increased dramatically since the start of the new millennium. Here’s a quick look at one the fastest-growing segments of the shooting sports.

10% of hunters were women in 2001
19% of hunters were women in 2013

1.8 Million women hunters in 2001
85% Increase
3.3 Million women hunters in 2013

3.3 Million women target shooters in 2001
60% Increase
5.4 Million women target shooters in 2013

Top accessories purchased by women gun owners:

1. Gun cleaning products
2. Targets
3. Ear Protection
4. Carrying Case
5. Eye Protection

73% of Women gun owners have taken at least one firearms training class.

Most Important reasons for owning a gun for women gun owners:

1. Self / home defense
2. Learn how to hunt
3. Go shooting with friends and family

43% of Women gun owners go target shooting once a month or more.

Three most popular firearms purchased by women:

1. Semi-auto pistol
2. Revolver
3. Shotgun

Top features influencing gun selection for women gun owners:

1. Fit
2. Quality
3. Practicality

In 2013, firearms retailers estimated 20% of their shooting-and hunting-related sales were attributed to women, up from 15% in 2010.

Women gun owners spend an average of $870 annually on firearms purchases & $405 annually on firearms accessories.

Sources:
©National Sporting Goods Association Annual Sports Participation Reports
©NSSF Report: Women Gun Buyers
©NSSF Firearms Retailer Survey Report