NSSF® Report

FIREARM MAGAZINE OWNERSHIP

Conducted for the National Shooting Sports Foundation by Southwick Associates
U.S. Firearm Owners Rate of Magazine Ownership by Magazine Capacity

The survey was fielded to an online sample of U.S. households from October 2–4, 2019. Four screener questions were first applied to identify U.S. firearm owners without revealing the purpose of the survey. Efforts were made to ensure the responses accurately reflected the demographic mix of U.S. firearm owners. The results reflect U.S. firearm owners regardless of their rate of firearm usage. Each question is presented as seen by the respondents, below, accompanied by the results. Overall, 431 responses were received, providing results at a 95% confidence interval with +/-4.72% margin of error. Notes to the reader are presented in brackets “[ ]”.

[Presented after the standard screener questions] “The remaining questions ask about any firearm accessories you may own. Your responses will be recorded anonymously and will only be used in aggregate with other responders to help the firearms industry trade association – the National Shooting Sports Foundation – to better understand demand for firearm accessories. This survey is being conducted by Southwick Associates, Inc.”

1. Which of the following accessories do you personally own?
   - Soft sided case for long guns: 46%
   - Hard sided case for long guns: 37%
   - Soft sided case for handguns: 49%
   - Hard sided case for handguns: 56%
   - Detachable/removable magazine(s) for a rifle: 51%
   - Detachable/removable magazine(s) for a handgun: 86%
   - Red dot or laser sight for a rifle: 19%
   - Red dot or laser sight for a handgun: 26%
   - Custom or aftermarket trigger assembly for a rifle: 9%
   - Custom or aftermarket trigger assembly for a handgun: 6%

2. [Of handgun magazine owners] How many of the following detachable handgun magazines do you currently own?
   - Percent who own at least one handgun magazine holding 10 rounds or fewer: 90%.
     - Percent who own:
       - 1 to 5 of these magazines: 69%
       - 6 to 10 of these magazines: 14%
       - 11 or more of these magazines 7%
• Percent who own at least one handgun magazine holding 11-15 rounds: 50%.
  o Percent who own:
    1 to 5 of these magazines: 35%
    6 to 10 of these magazines: 7%
    11 or more of these magazines: 8%

• Percent who own at least one handgun magazine holding 16-30 rounds: 25%.
  o Percent who own:
    1 to 5 of these magazines: 15%
    6 to 10 of these magazines: 5%
    11 or more of these magazines: 5%

• Percent who own at least one handgun magazine holding more than 30 rounds: 12%.
  o Percent who own:
    1 to 5 of these magazines: 6%
    6 to 10 of these magazines: 3%
    11 or more of these magazines: 3%

3. [Of rifle magazine owners] How many of the following detachable rifle magazines do you currently own?
• Percent who own at least one rifle magazine holding 10 rounds or fewer: 85%
  o Percent who own:
    1 to 5 of these magazines: 68%
    6 to 10 of these magazines: 10%
    11 or more of these magazines: 7%

• Percent who own at least one rifle magazine holding 11-15 rounds: 39%
  o Percent who own:
    1 to 5 of these magazines: 24%
    6 to 10 of these magazines: 11%
    11 or more of these magazines: 4%

• Percent who own at least one rifle magazine holding 16-30 rounds: 44%
  o Percent who own:
    1 to 5 of these magazines: 22%
    6 to 10 of these magazines: 6%
    11 or more of these magazines: 16%
- Percent who own at least one rifle magazine holding more than 30 rounds: 21%
  - Percent who own:
    1 to 5 of these magazines: 10%
    6 to 10 of these magazines: 3%
    11 or more of these magazines: 8%

4. [Of handgun magazine owners who own a magazine holding 11 or more rounds] Which of the following best describes your motivation(s) for owning a handgun magazine that holds 11 or more rounds? Please select all that apply.
   Self-defense: 80%
   Target shooting: 69%
   Hunting: 0%
   Competitive shooting events: 16%
   Personal preference: 59%
   Other: 6%

5. [Of rifle magazine owners who own a magazine holding 11 or more rounds] Which of the following best describes your motivation(s) for owning a rifle magazine that holds 11 or more rounds? Please select all that apply.
   Self-defense: 65%
   Target shooting: 74%
   Hunting: 38%
   Competitive shooting events: 23%
   Personal preference: 64%
   Other: 9%

[The remaining results describe all survey respondents]

6. What is your gender?
   Male: 70%
   Female: 30%

7. In which year were you born?
   18 to 24: 2%
   25 to 44: 26%
   45 to 64: 46%
   65 or older: 26%
8. Which of the following best describes your **household** income for 2018?
   - Less than $30,000: 9%
   - $30,000 to $39,999: 6%
   - $40,000 to $49,999: 8%
   - $50,000 to $74,999: 21%
   - $75,000 to $99,999: 17%
   - $100,000 to $149,999: 21%
   - $150,000 to $199,999: 9%
   - $200,000 or more: 9%

9. What is the highest level of education you have attained?
   - 11 years or less: 0%
   - High school or equivalent: 19%
   - Associates degree / trade certification / some college: 36%
   - Bachelor’s degree: 29%
   - Advanced degree: 16%

10. In which state do you live?
    - New England: 4%
    - Middle Atlantic: 8%
    - East North Central: 17%
    - West North Central: 8%
    - South Atlantic: 20%
    - East South Central: 8%
    - West South Central: 13%
    - Mountain: 11%
    - Pacific: 11%