EXHIBIT A

IN THE UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF NEW YORK
Buffalo Division

NEW YORK STATE RIFLE AND PISTOL ASSOCIATION, INC., *et al.*,	:	
Plaintiffs.	:	
v.	:	Civil No.: 1:13-cv-00291
ANDREW M. CUOMO, *et al.*,	:	
Defendants.	:	

DECLARATION OF MARK OVERSTREET

I, Mark Overstreet, do hereby swear or affirm:

1. I am employed as the Research Coordinator for the National Rifle Association of America, Inc., in Fairfax, Virginia. My duties include collecting data, primarily from United States government sources, but also from consumer reports and market surveys such as the National Shooting Sports Foundation ("NSSF") *Modern Sporting Rifle Comprehensive Consumer Report*),[1] on the production and availability of firearms in the United States, and on numbers of firearm-related background checks conducted through the National Instant Criminal Background Check System (NICS). I offer the following information and data, which is true, accurate and complete according to the best of my knowledge, information, and belief.

2. The following addresses estimated production of AR-15 type rifles from 1986 to the present, annual NICS check numbers and trends, and production of detachable ammunition magazines.

[1] Available online at http://www.nssf.org/MSR/PDF/NSSF_MSR_Report2010.pdf.

AR-15 Type Rifle Production

3. The term "Colt AR-15 series" refers to models of a rifle manufactured by Colt's Defense and its predecessor companies. "AR-15" is commonly used as a generic term to describe the same or similar rifles made by other manufacturers.

4. AR-15 type rifles are semiautomatic, meaning that they are designed to fire only once when the trigger is pulled. They have the capacity to accept a detachable magazine. (Standard magazines hold 20 or 30 rounds of ammunition, but magazines of other capacities are also available). They also have a grip typically 3¾ to 4 inches in length that protrudes at a rearward angle beneath the action of the rifle.

5. Colt's introduced the AR-15 SP-1 in 1963. Production figures for AR-15 type rifles for years 1963-1985 are unavailable. However, since 1986, at least 3.97 million AR-15 type rifles have been manufactured in the United States for the commercial market. The basis of this estimate is set forth below.

6. *1963-1985.* Data for these first 23 years of AR-15 production are not reflected herein. Colt's and other manufacturers produced AR-15s in this time frame.

7. *1986-2011.* The Bureau of Alcohol, Tobacco, Firearms and Explosives ("ATF") has published annual firearm manufacturing and export statistics for the years 1986-2011.[2] In those years, over 3.3 million AR-15s were made and not exported by manufacturers the AR-15 production of which can be identified from government data sources.[3] The following manufacturers, the rifle production of which is limited

[2] The annual reports for 1998-2011 are available at www.atf.gov/statistics/index.html. Reports for 1986-1997 are available in hard copy from ATF.

[3] See attached spreadsheet for annual production per manufacturer. ATF reports do not show model names, but show firearm types (rifle, shotgun, pistol, revolver, and miscellaneous). Manufacturers listed are known to make only or primarily AR-15 type

exclusively or almost exclusively to AR-15s, reported the following numbers of rifles produced during years 1986-2011:

Aero Precision	116,045
Armalite	158,643
Bushmaster	771,492
Colt's	586,258
CMMG	50,473
Daniel Defense	14,163
Double Star	45,396
Del-ton	31,936
DPMS	438,607
Eagle Arms	7,107
Essential Arms	31,552
LMT	10,858
LWRC	23,665
Noveske	3,767
Olympic	129,186
Patriot Ordn.	15,816
PWA	33,807
Rock River	204,215
Sabre Defense	16,373
Sendra	3,301
Smith & Wesson	430,208
Stag Arms	188,703
Yankee Hill	1,230

8. *2011: Proportion of AR-15s Compared to All Firearms and to All Rifles Manufactured in the U.S.* In 2011, there were 6,244,998 firearms (excluding fully-automatic firearms, i.e., machineguns) made in the U.S. and not exported. Of these, 2,238,832 were rifles, including 408,139 AR-15s by manufacturers whose production figures could be discerned from the ATF reports. Thus, AR-15s accounted for at least

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rifles. The total is an underestimate, in that it does not include AR-15s made by two major firearm manufacturers—Remington and Sturm, Ruger—the AR-15 production of which cannot be distinguished from their total rifle production within the ATF reports, nor does the estimate include the production of smaller manufacturers of whose AR-15 production we are not aware.

seven percent of firearms, and 18 percent of rifles, made in the U.S. for the domestic market that year.

9. From 1986 through 2011, U.S.-made firearms accounted for 69 percent of all new firearms available on the commercial market in the United States. Even with the inclusion of imported firearms into the above calculations, AR-15s would account for a significant percentage of new firearms available in the United States.

10. *2012-2013 Estimates.* The FBI reports that background checks processed through the National Instant Criminal Background Check System (NICS), most of which are conducted for retail purchases of firearms by consumers, increased 14.2 percent in 2011 as compared to 2010, 19.1 percent in 2012 as compared to 2011; and 44.5 percent during the first three months of 2013 as compared to the same period in 2012.[4]

11. If the 2011-2013 trend for AR-15 rifle production was identical to that for NICS checks, it would mean that nearly 660,000 AR-15s were made in the U.S. and not exported during 2012 and the first three months of 2013. That figure, added to the over 3.3 million noted earlier, implies a conservative estimate of 3.97 million AR-15s for the period 1986-March 2013, excluding production by Remington and Sturm, Ruger.[5] See attached spread sheet.

Magazine Production

12. The following addresses certain aspects of the manufacture and importation of ammunition feeding devices for firearms. Ammunition feeding devices that have a

[4] FBI monthly and yearly NICS transaction data are available online at http://www.fbi.gov/about-us/cjis/nics/reports/nics-firearm-background-checks-1998_2013_state_monthly_totals-033113.pdf and http://www.fbi.gov/about-us/cjis/nics/reports/total-nics-background-checks-1998_2013_monthly_yearly_totals-033113.pdf, respectively.

[5] See supra, text accompanying note 2.

capacity of more than 10 rounds of ammunition are primarily detachable box magazines designed for semiautomatic rifles or semiautomatic pistols, or tubular rifle magazines.

13. *Pistol Magazines*. Annual firearm manufacturing and export statistics released by the Bureau of Alcohol, Tobacco, Firearms and Explosives ("ATF") indicate that semiautomatic pistols rose as a percentage of total handguns made in the United States and not exported, from 50 percent of 1.3 million handguns in 1986, to 82 percent of three million handguns in 2011.[6]

14. Standard magazines for very commonly owned semiautomatic pistols hold up to 17 rounds of ammunition. In 2011, about 61.5 percent of the 2.6 million pistols made in the U.S. were in calibers typically using magazines that hold over 10 rounds.

15. In recent decades, the trend in semiautomatic pistols has been away from those designed to hold 10 rounds or fewer, to those designed to hold more than 10 rounds. This tracks with trends among law enforcement personnel. In the days before the widespread adoption of semiautomatic pistols by law enforcement agencies, most law enforcement officers carried five- or six-shot revolvers. Today, police departments typically issue pistols the standard magazines for which hold more than 10 rounds, such as the Glock 17, the standard magazines for which hold 17 rounds.

16. The same trend has developed relative to pistols issued in our armed forces. The standard magazine for our military's Beretta M9 9mm service pistol holds 15 rounds. The M9 replaced the M1911 .45 caliber pistol, the standard magazine for which holds seven rounds.

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[6] The annual reports for 1998-2011 are available at www.atf.gov/statistics/index.html. Reports for 1986-1997 were provided in hard copy form by ATF.

17. *Rifle Magazines*. Beginning with the M1 Carbine, introduced in the 1940s, rifles equipped with detachable magazines holding more than 10 rounds have been increasingly common. There are about two million privately owned M1 Carbines, the standard magazines for which hold 15 or 30 rounds. As noted above, excluding those manufactured between 1963 and 1985, and those of major manufacturers Remington and Sturm Ruger, manufactured more recently, there are approximately four million AR-15 type rifles owned within the United States. AR-15s have always typically been sold with between one and three 20-round or 30-round magazines. Ruger Mini-14 series rifles, which may outnumber M1 Carbines and AR-15s combined, have the capacity to accept magazines that hold more than 10 rounds, and many are equipped with such magazines. Numerous other rifle designs use magazines holding more than 10 rounds.

18. *Magazine Production Data*. It is not known how many magazines are made or imported each year. ATF does not require manufacturers to report magazine production. In addition to magazines sold with firearms, additional magazines are widely available on the open market.

19. Estimates are set forth in Christopher S. Koper, *An Updated Assessment of the Federal Assault Weapons Ban: Impacts on Gun Markets and Gun Violence, 1994-2003* (Report to the National Institute of Justice, U.S. Dep't. of Justice 2004), available at http://www.sas.upenn.edu/jerrylee/research/aw_final2004.pdf. Koper reported that, as of 1994, 18 percent of civilian-owned firearms, including 21 percent of civilian-owned handguns, were equipped with magazines holding over ten rounds, and that 25 million guns were equipped with such magazines. *Id.* at 1. Some 4.7 million such magazines were imported during 1995-2000. *Id.*

20. Koper further reported that, as of 1994, 40 percent of the semiautomatic handgun models and a majority of the semiautomatic rifle models manufactured and advertised before the ban were sold with, or had a variation that was sold with, a magazine holding over 10 rounds. *Id.* at 6.

I declare under penalty of perjury that the foregoing is true and correct.

MARK OVERSTREET

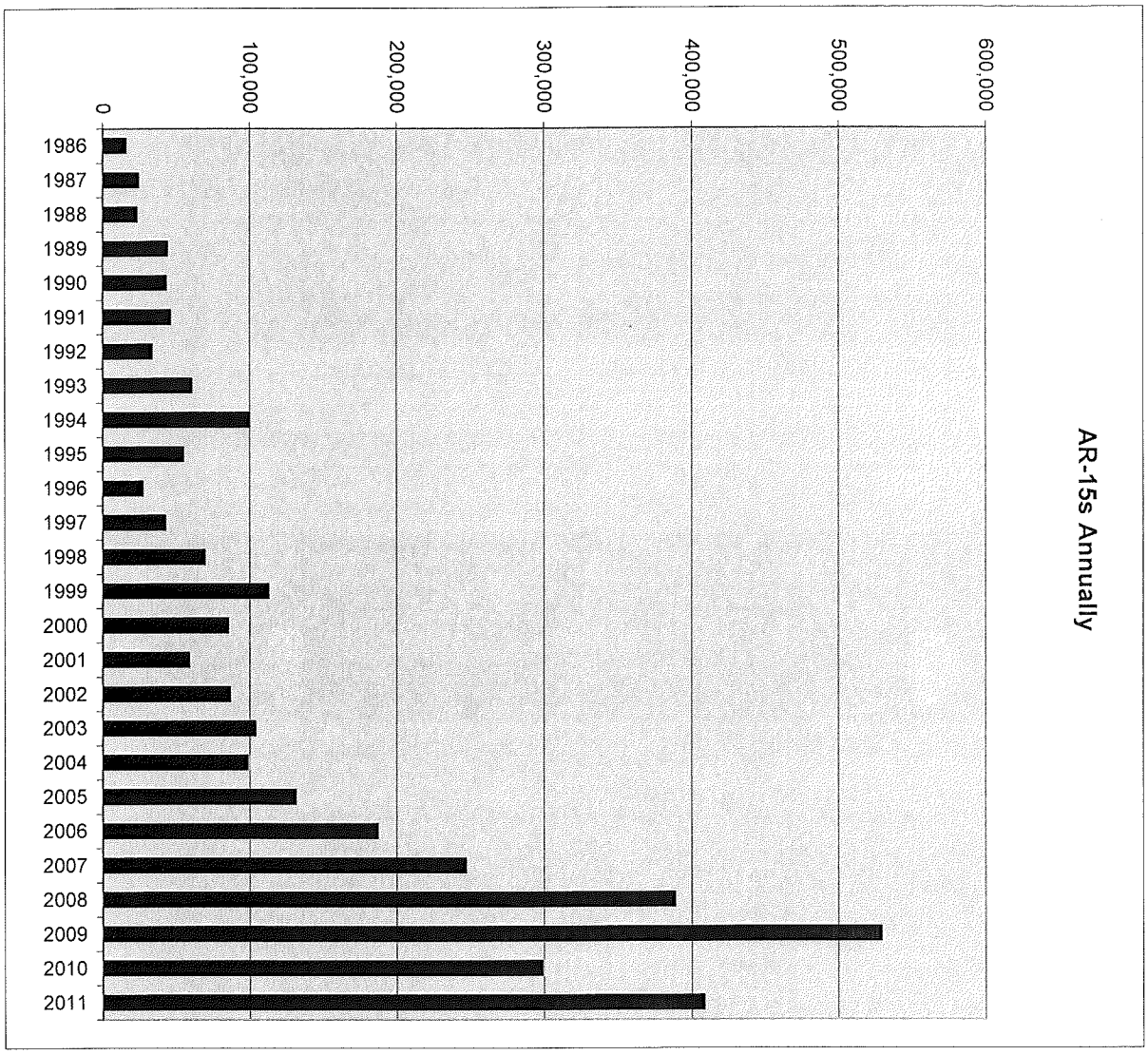
Date: April 15, 2013

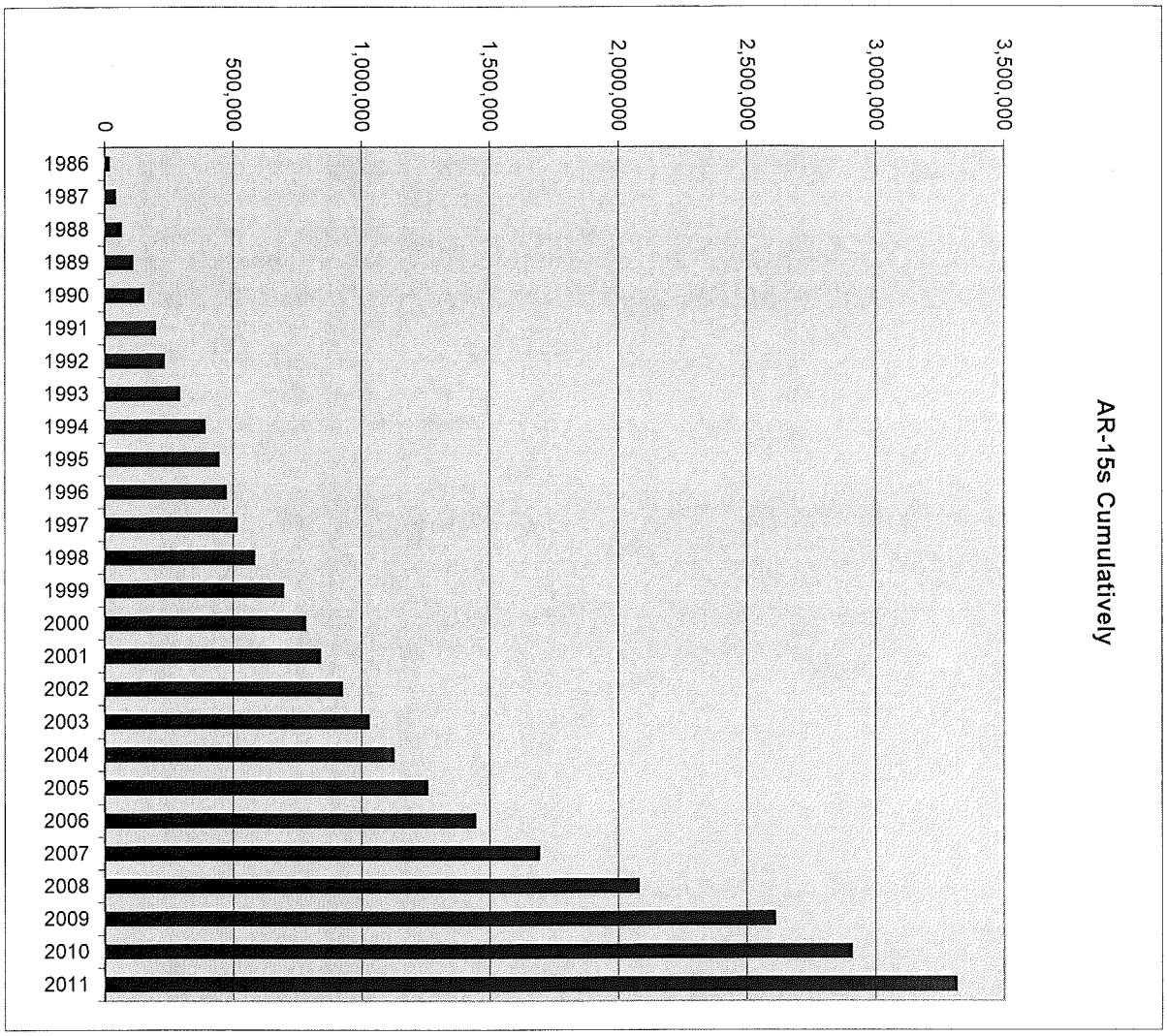
AR-15 type rifle production, minus export, selected manufacturers, 1986-2011

Data source: Bureau of Alcohol, Tobacco, Firearms and Explosives

	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998
Aero Precision													
Armalite								1,822		1,194	2,658	5,420	6,557
Bushmaster			1,235	982	2,119	1,665	1,179	-2	24,868	1,241	8,192	10,782	25,098
Colt's	12,359	18,950	16,649	14,639	35,936	35,178	25,853	48,798	49,436	48,628	13,883	20,924	29,564
CMMG													
Daniel Defense													
Double Star													
Del-ton													
DPMS							11	83		104	159	1,358	3,678
Eagle Arms		477	495	4,071	606	982	476						
Essential Arms	1,870	1,213	2,151	10,241		6,169	2,520	2,798					
LMT													
LWRC													
Noveske													
Olympic			2,520	5,648	257	236	1,593	3,035	14,441	1,357	2,124	3,937	4,325
Patriot Ordn.													
PWA		2,317		7,753	4,053	1,613	1,527	3,702	10,864	1,978			
Rock River													
Sabre Defense													
Sendra	1,539	1,277		485									
Smith and Wesson													
Stag Arms													
Yankee Hill													
Annual Total	15,768	24,234	23,050	43,819	42,971	45,843	33,159	60,236	99,609	54,502	27,016	42,421	69,222
Running total	15,768	40,002	63,052	106,871	149,842	195,685	228,844	289,080	388,689	443,191	470,207	512,628	581,850

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Total
				676	610	859	4356	9993	12938	27,109	19,939	39,565	116,045
7,946	8,247	8,163	10,841	12,903	9,729	7,349	10,475	12,060	14,880	16,814	9,472	12,113	158,643
64,374	39,926	31,179	44,795	45,286	44,028	65,001	57,031	57,273	85,307	81,290	40,568	38,075	771,492
25,533	27,271	7,866	13,616	17,364	13,165	2,210	8,480	10,635	20,518	45,150	8,851	14,802	586,258
						327	2,161	2,265	15,655	14,237	7,663	8,165	50,473
										4,839	2,413	6,911	14,163
					1,312	1,435	3,534	6,884	22,426	5,864	2,321	1,620	45,396
									2,037	19,369	5,676	4,854	31,936
6,834	5,541	4,666	7,630	5,543	11,389	21,923	47,435	58,269	94,553	83,129	46,891	39,411	438,607
													7,107
					450	1,089		3,051					31,552
						144	275	289	1,599		3,553	4,998	10,858
					2	6			2,749	9,100	6,137	5,671	23,665
						19	43	0	770	750	748	1,437	3,767
7,404	3,653	5,379	6,884	7,005	6,395	8,227	7,319	7,593	9,829	12,089	2,892	5,044	129,186
								2,481	3,052	8,418	947	918	15,816
													33,807
330	191	1,244	2,362	14,690	8,742	12,816	17,538	22,625	28,083	38,756	23,146	33,692	204,215
					295	1,502	1,268	3,027	4,934	5,347			16,373
													3,301
							4,635	24,585	37,025	108,879	98,379	156,705	430,208
					2,008	7,837	21,902	25,415	31,400	47,555	18,563	34,023	188,703
						5	9	81	837	56	107	135	1,230
112,421	**84,829**	**58,497**	**86,128**	**103,467**	**98,125**	**130,749**	**186,461**	**246,526**	**388,592**	**528,751**	**298,266**	**408,139**	**3,312,801**
694,271	**779,100**	**837,597**	**923,725**	**1,027,192**	**1,125,317**	**1,256,066**	**1,442,527**	**1,689,053**	**2,077,645**	**2,606,396**	**2,904,662**	**3,312,801**	


AR-15s Annually
0
100,000
200,000
300,000
400,000
500,000
600,000
1986
1987
1988
1989
1990
1991
1992
1993
1994
1995
1996
1997
1998
1999
2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011


AR-15s Cumulatively
0
500,000
1,000,000
1,500,000
2,000,000
2,500,000
3,000,000
3,500,000
1986
1987
1988
1989
1990
1991
1992
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1994
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1996
1997
1998
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2000
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011

EXHIBIT B
(1 of 3)

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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About NSSF:

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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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.

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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.

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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.

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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.

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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.

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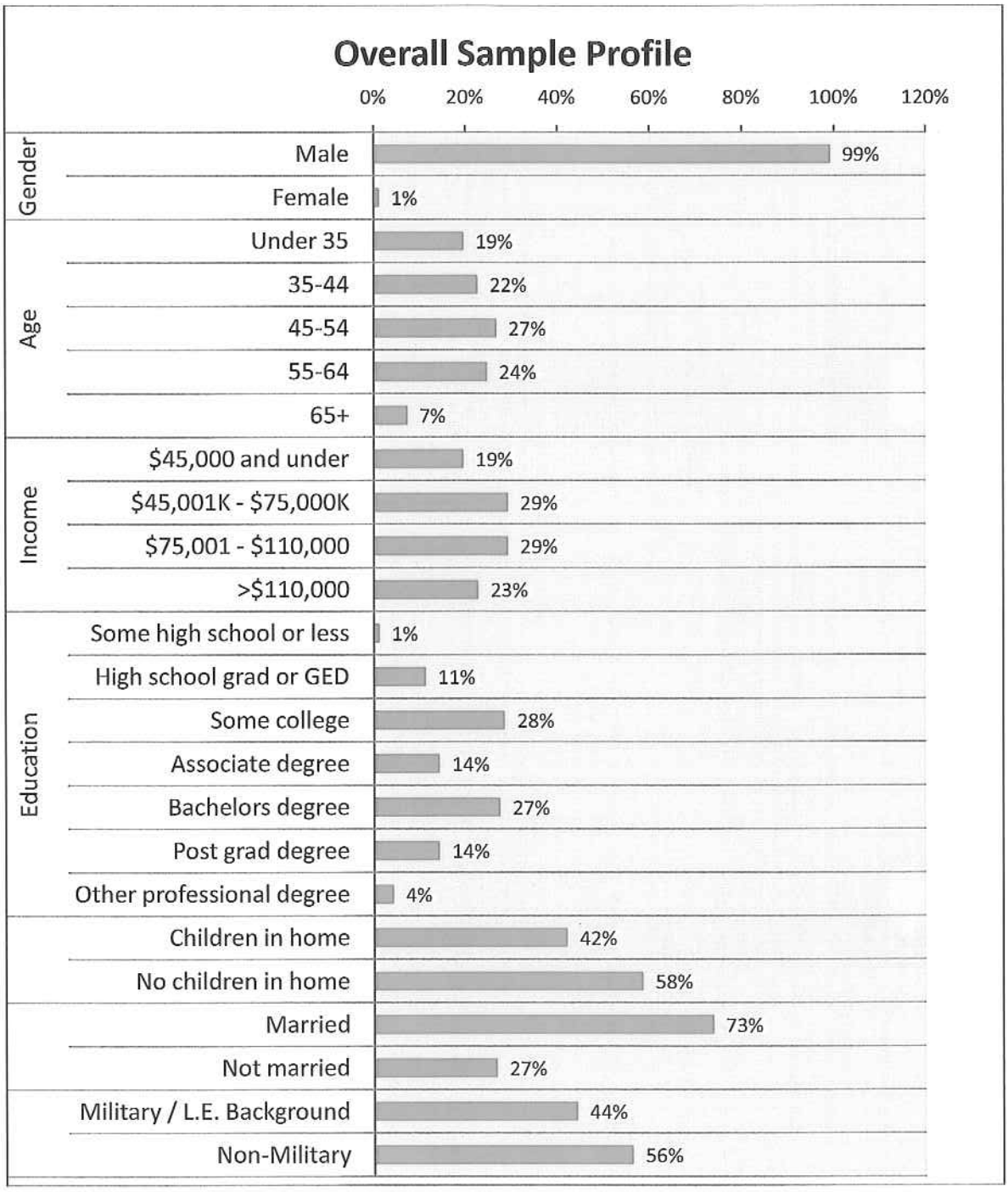
4 SAMPLE PROFILE

4.1 Overall profile of MSR owners



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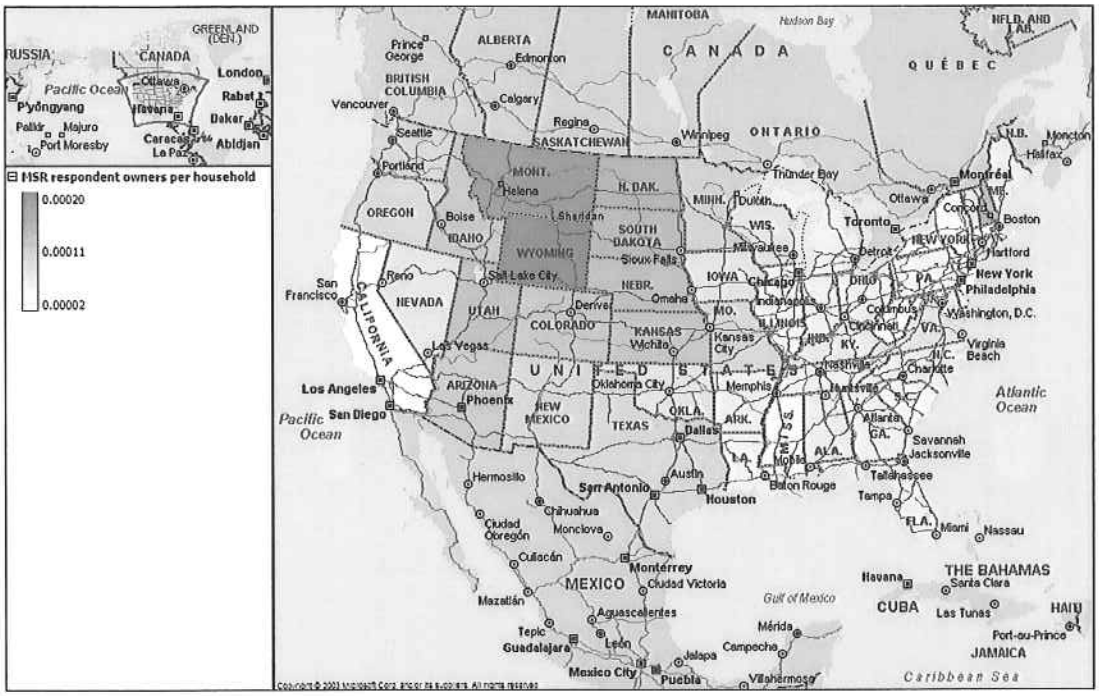
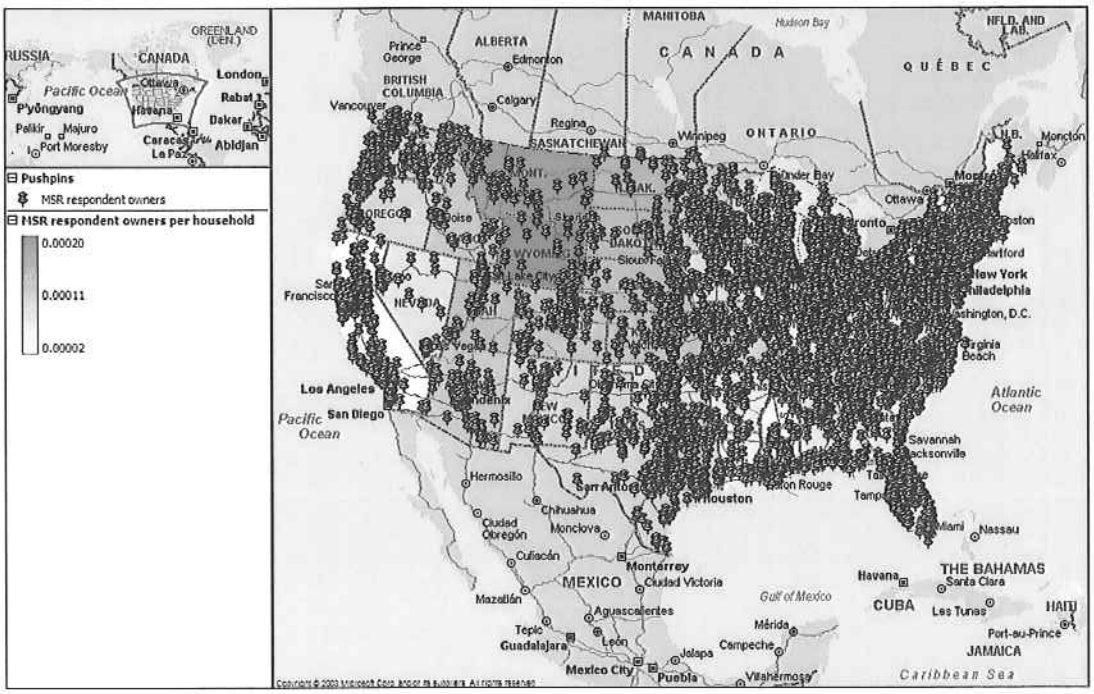
4.2 Geo-Analysis

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 to not add up to 100 due to duplication of responses.

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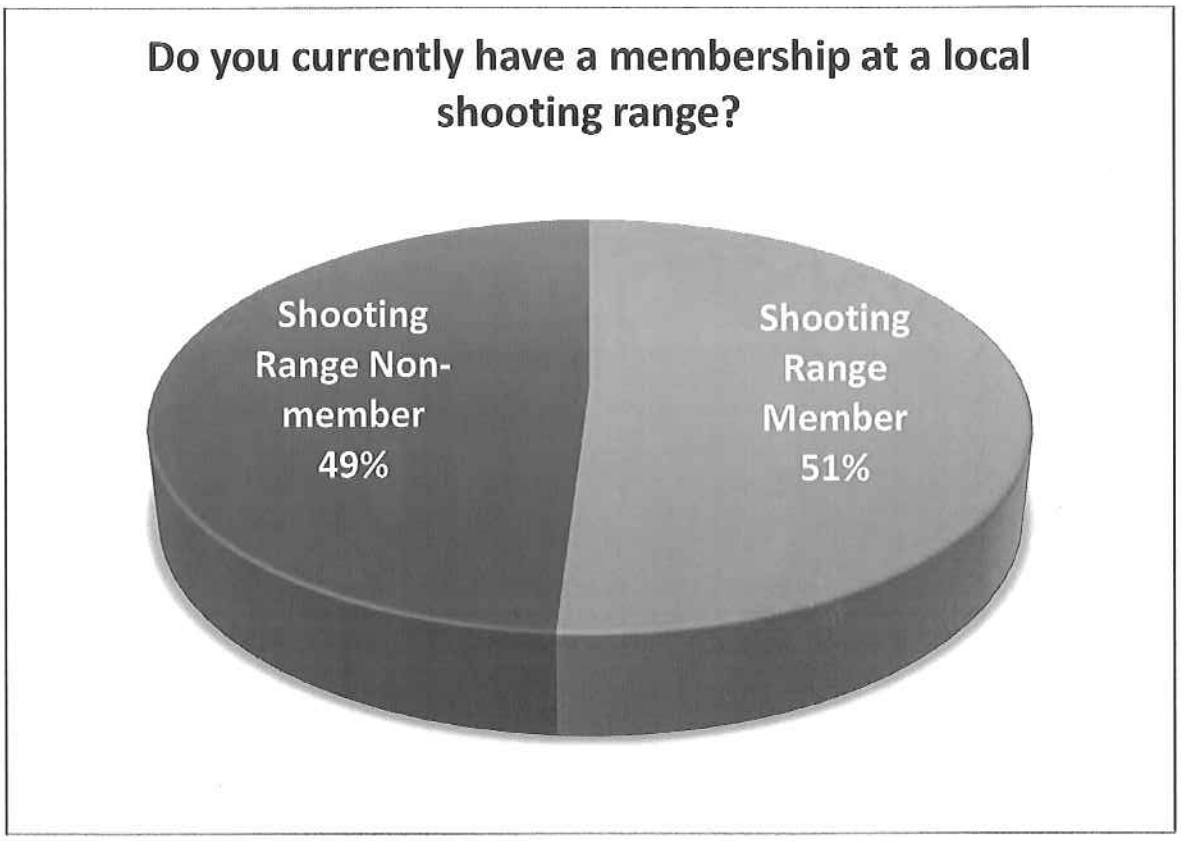
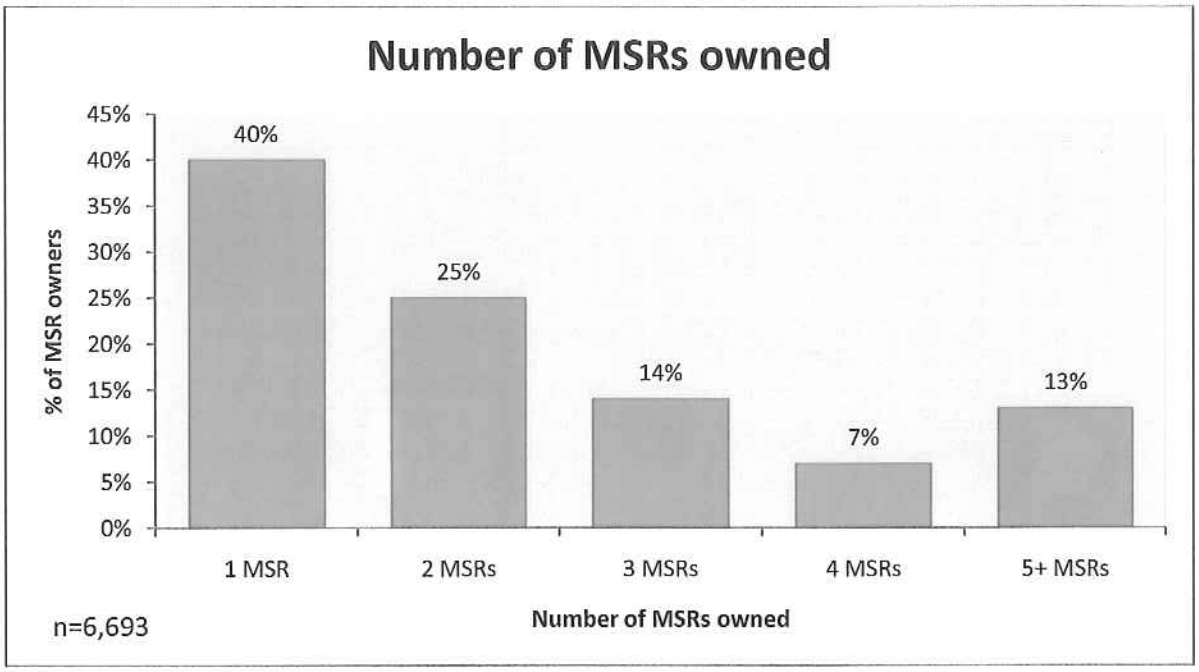
4.4 Range Membership



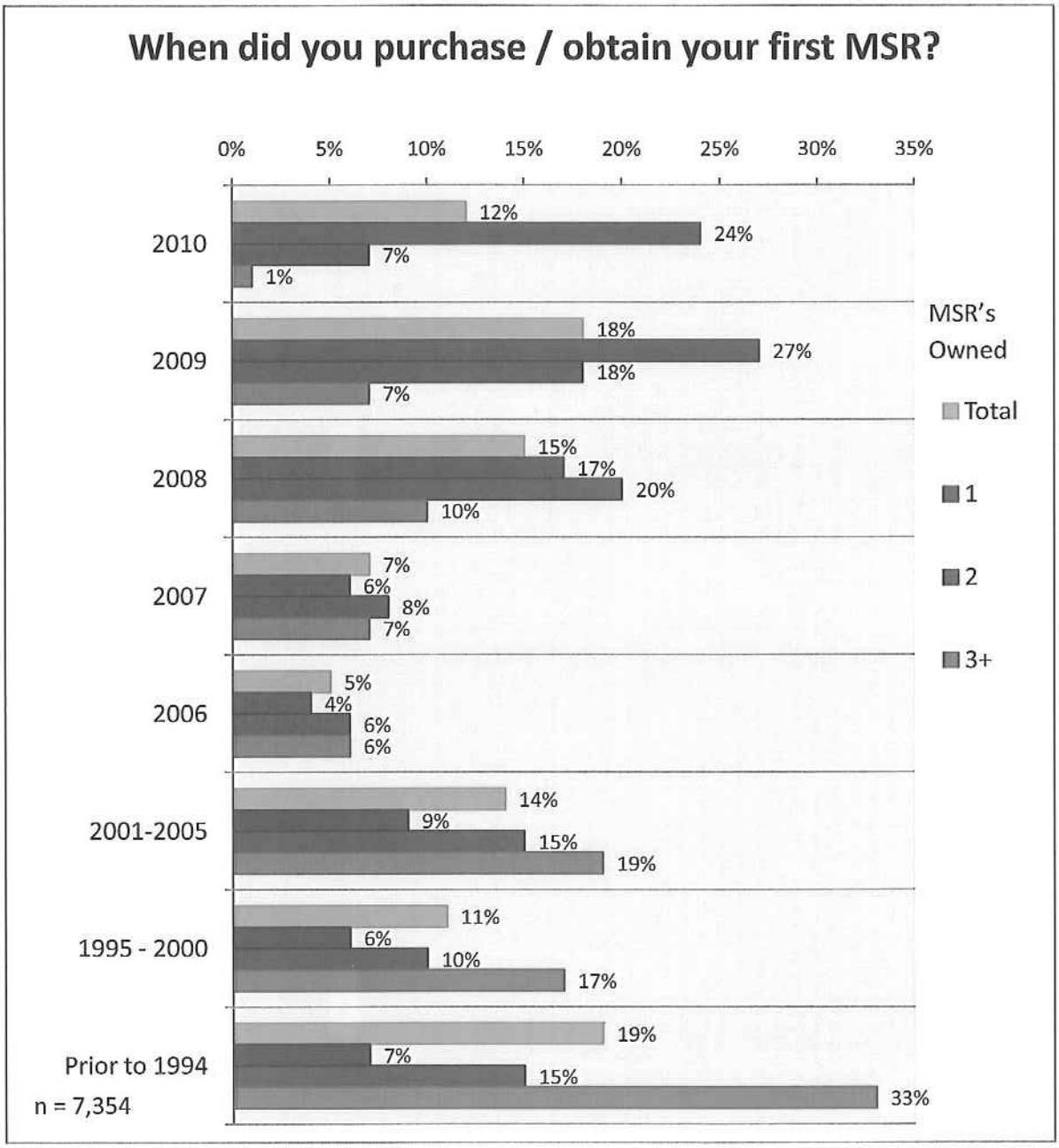
5 MSR BUYING PROCESS

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.

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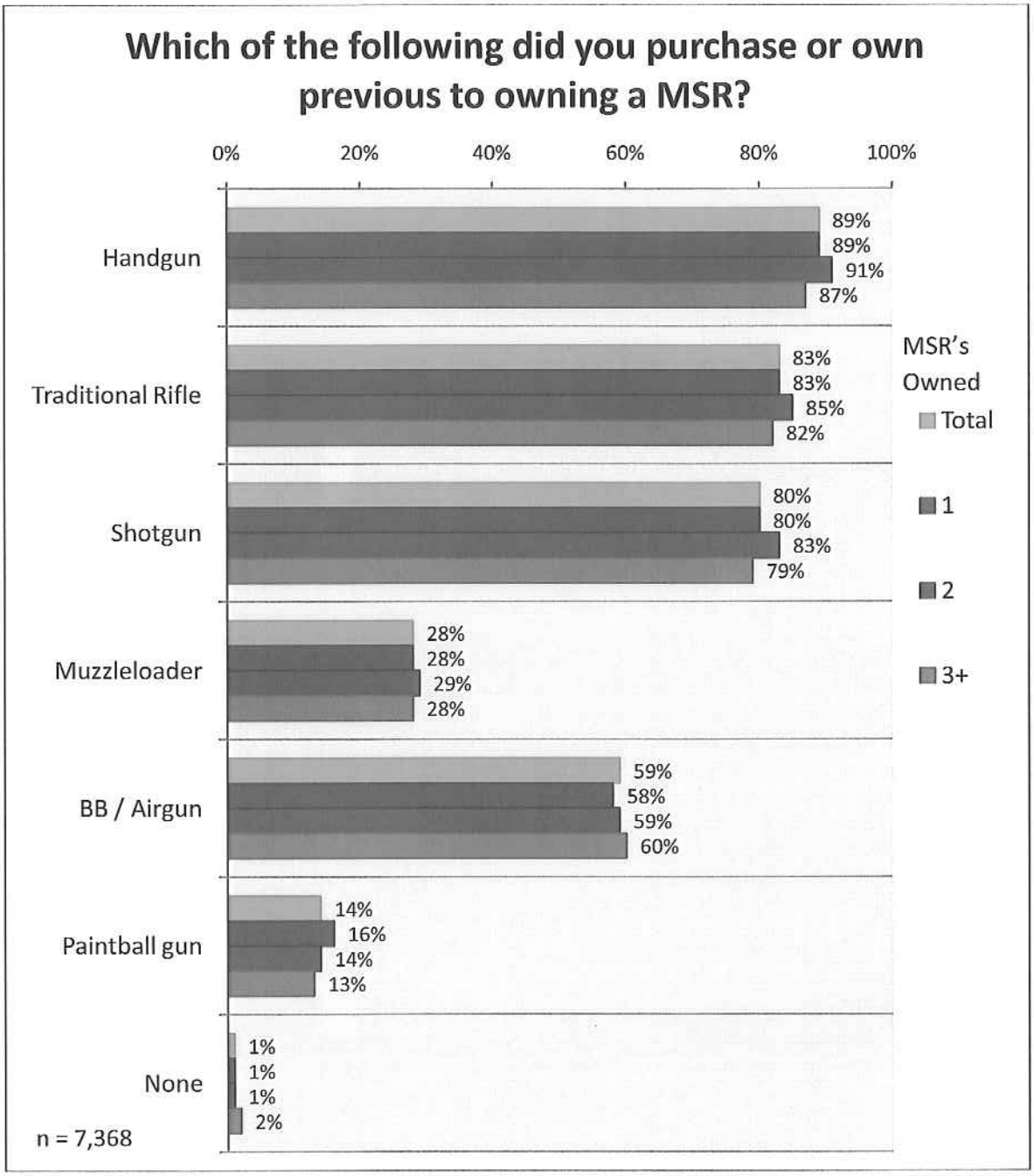
5.3 Firearms owned prior to MSR ownership



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

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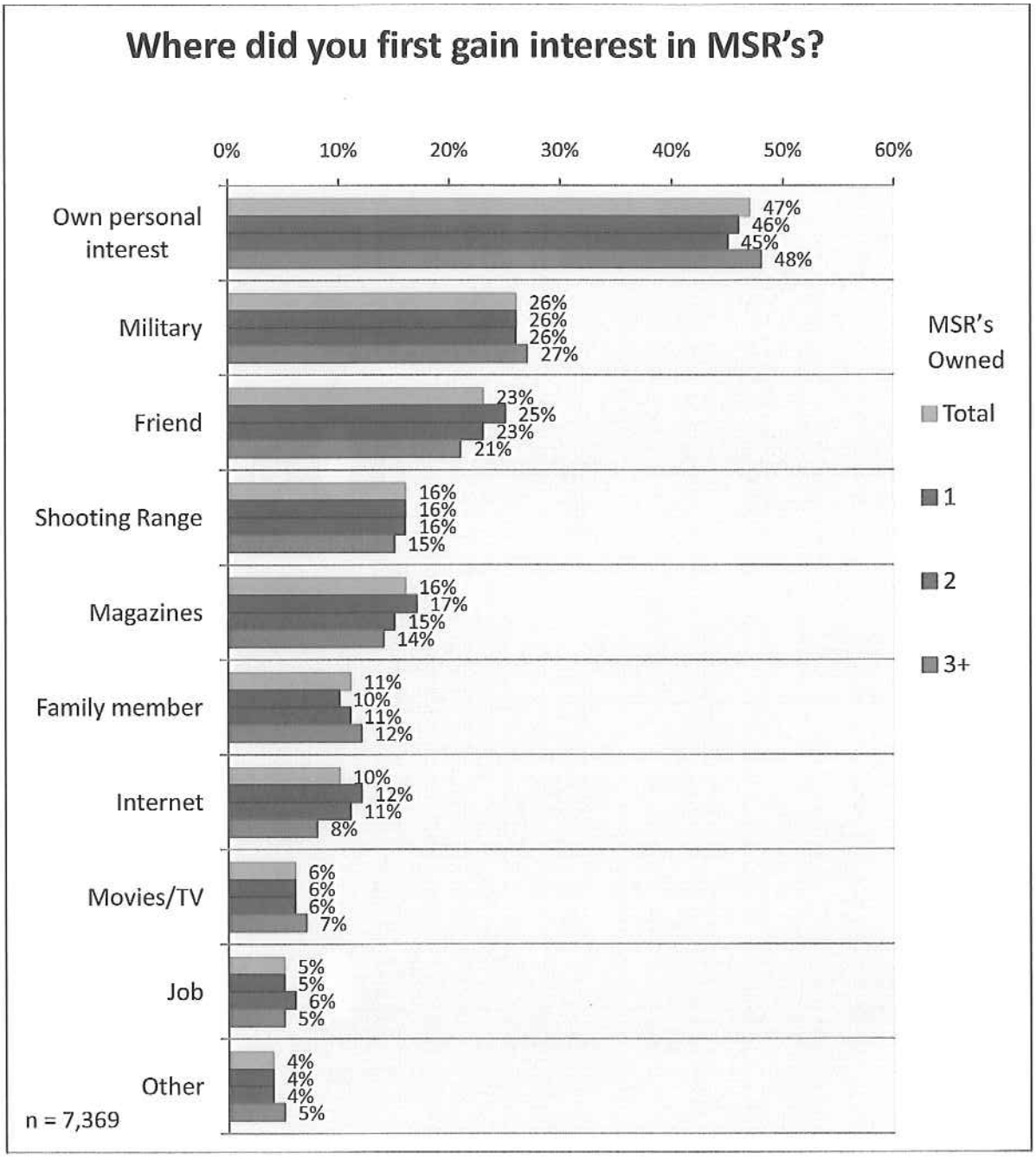
5.4 Interest gained in MSR



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

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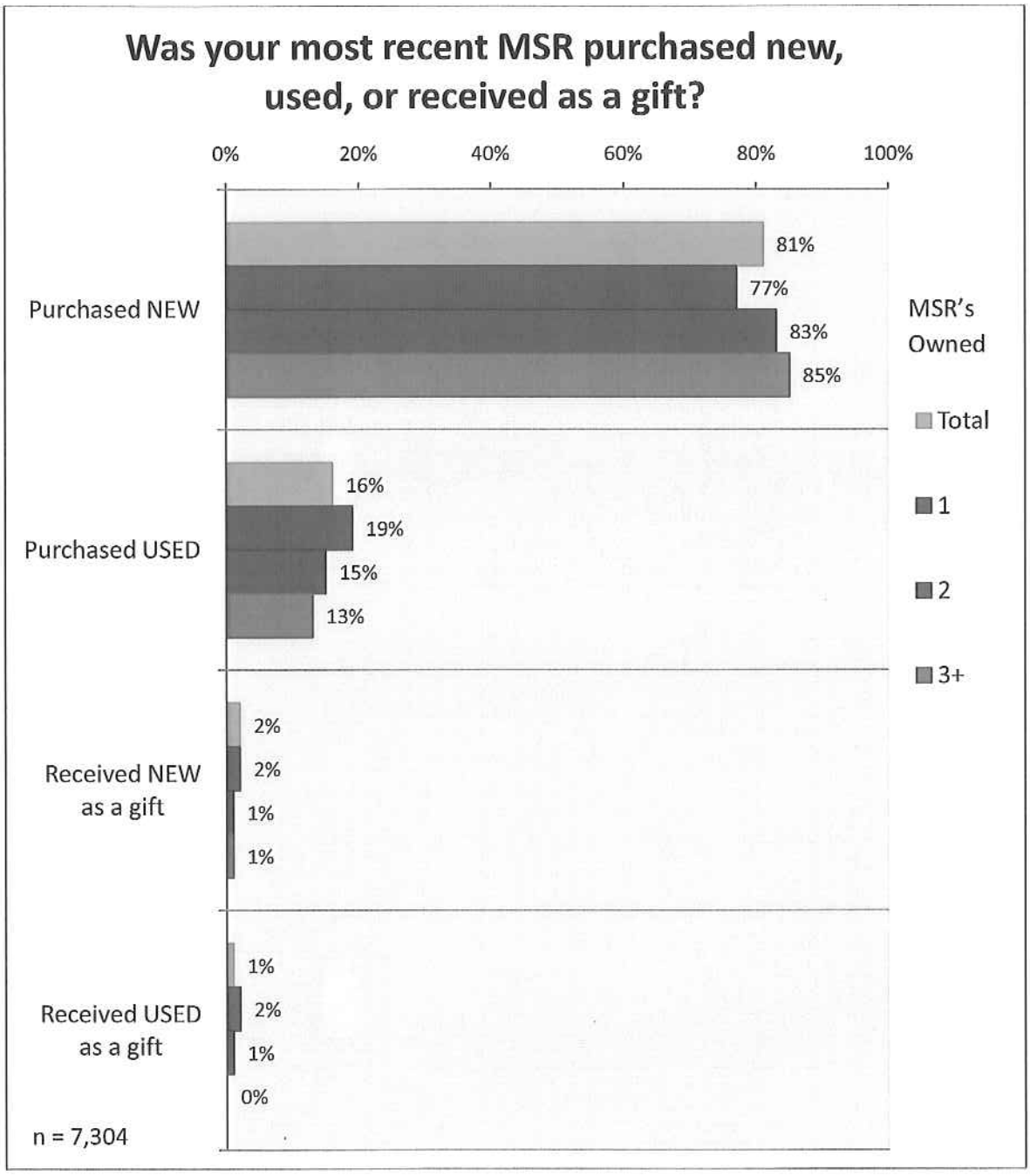
5.5 New vs Used



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

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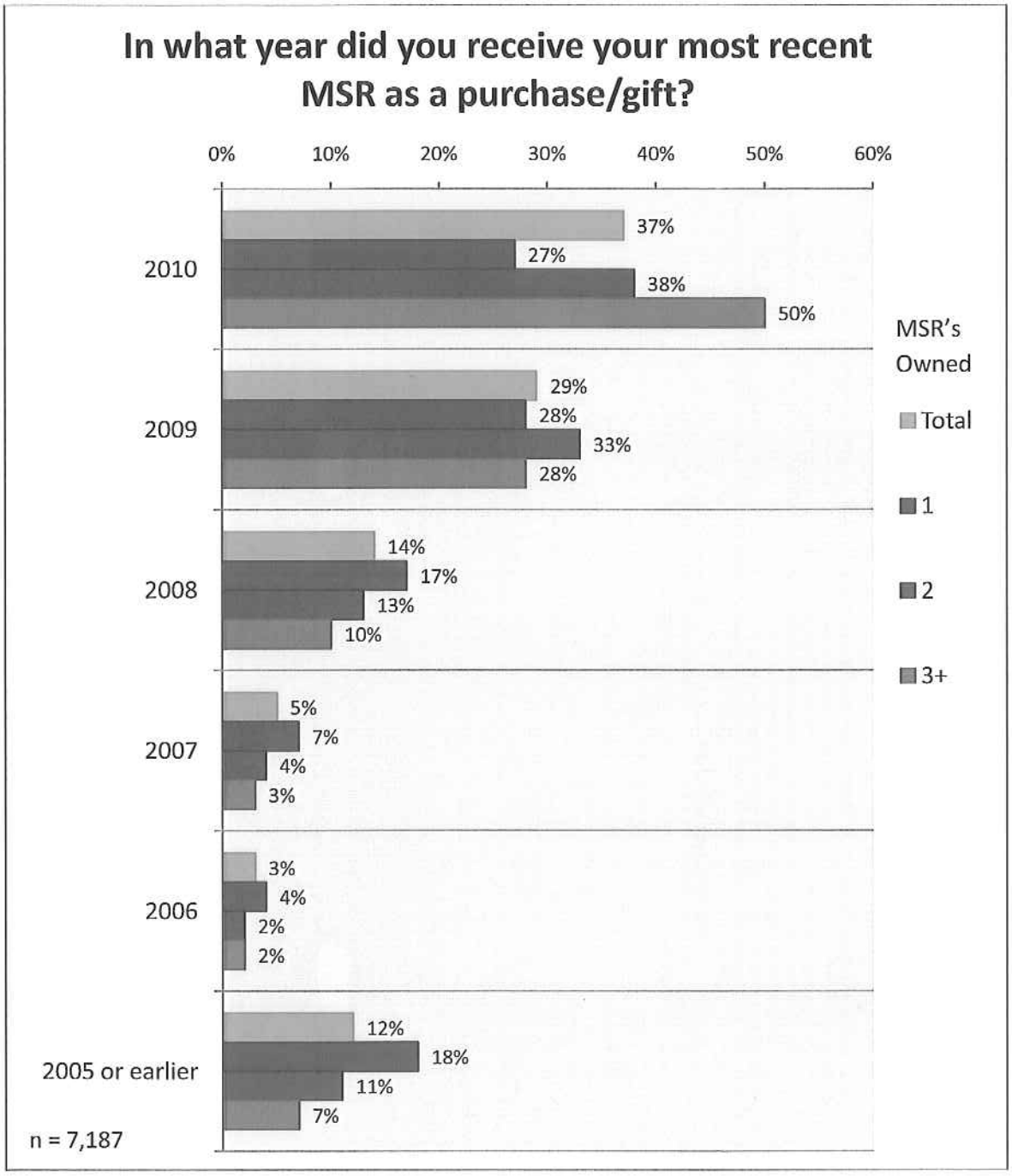
5.6 Year of purchase



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

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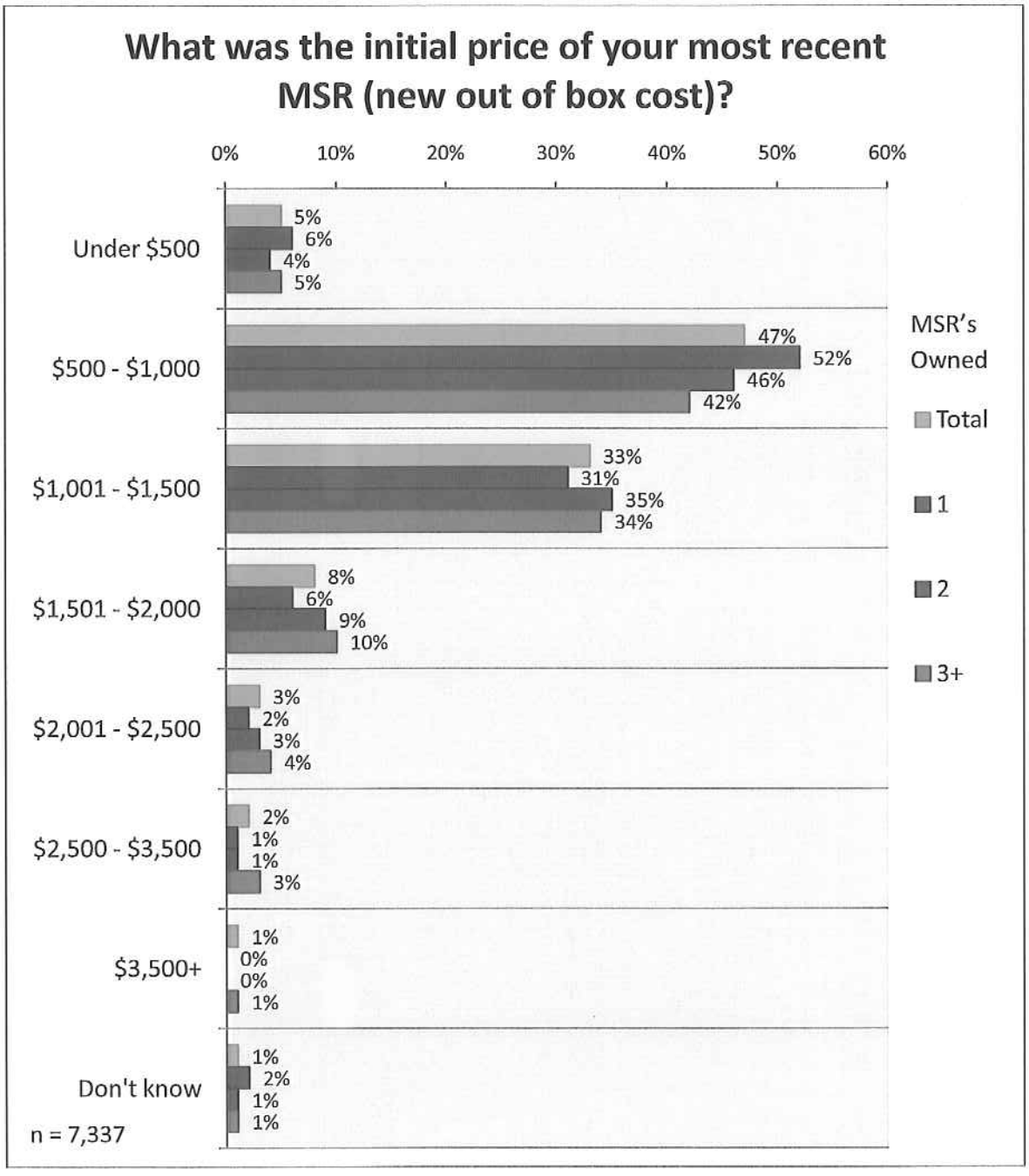
5.7 Price paid



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

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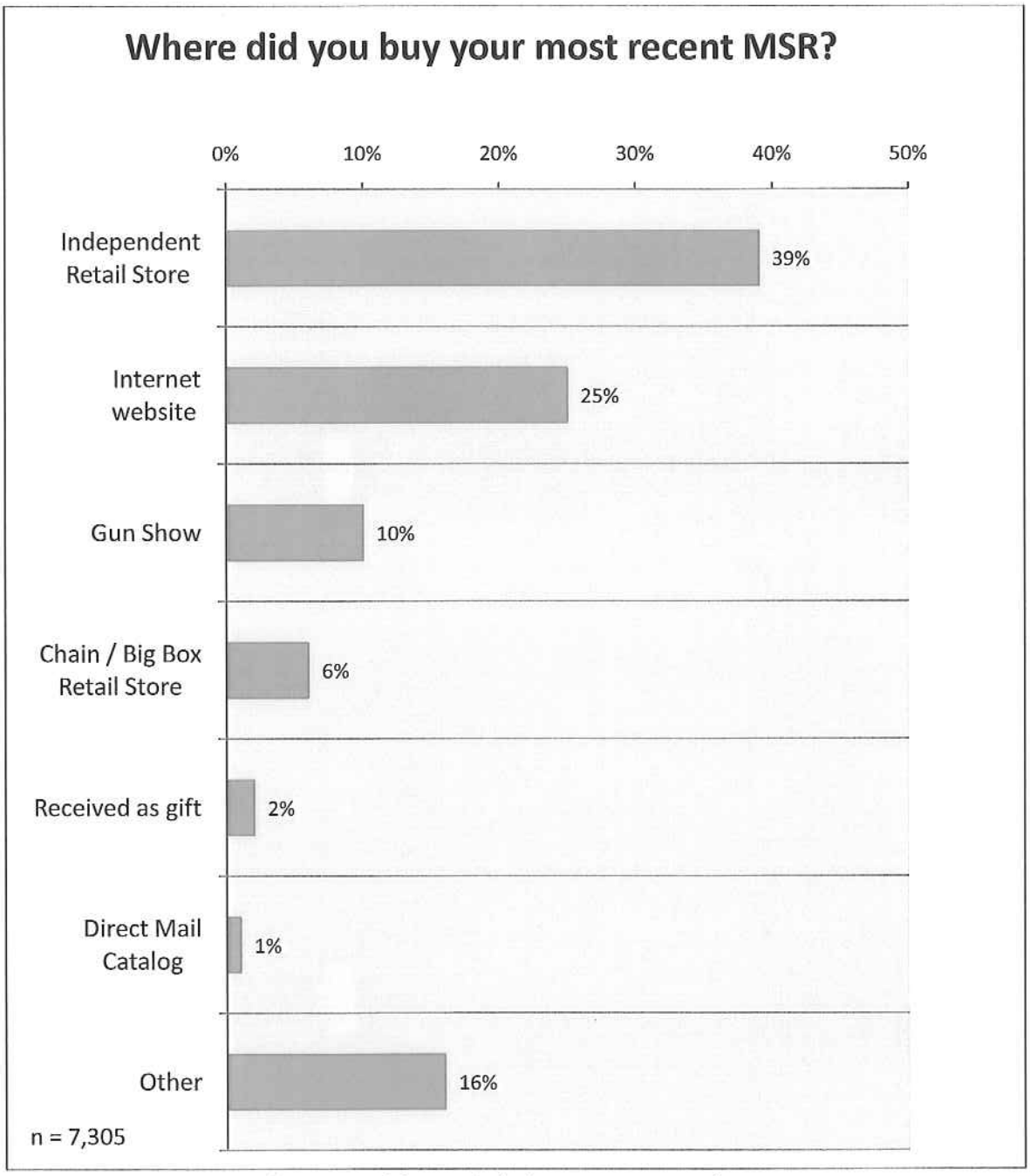
5.8 Place of purchase



- 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.

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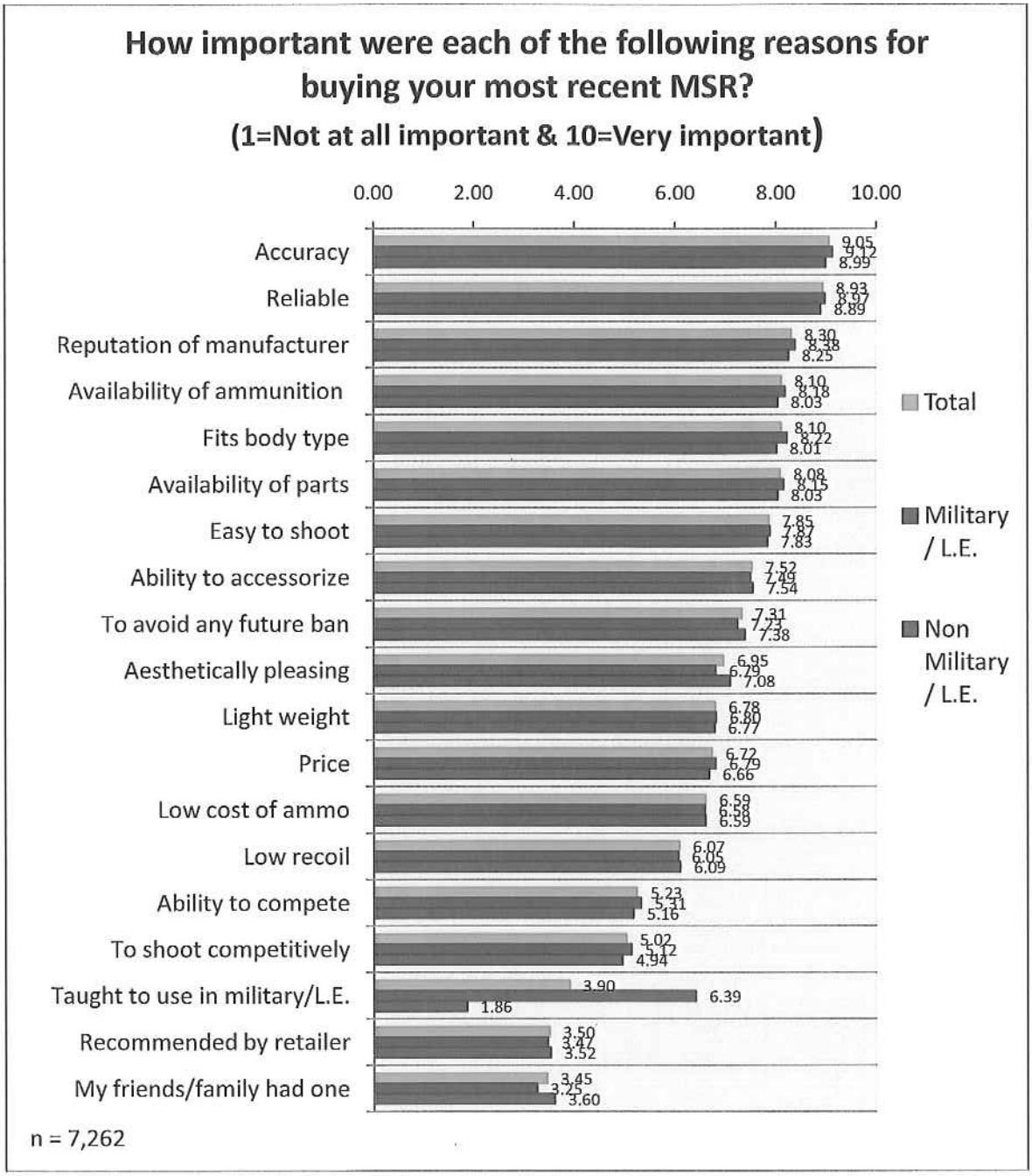
5.9 Reasons for purchase



- 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

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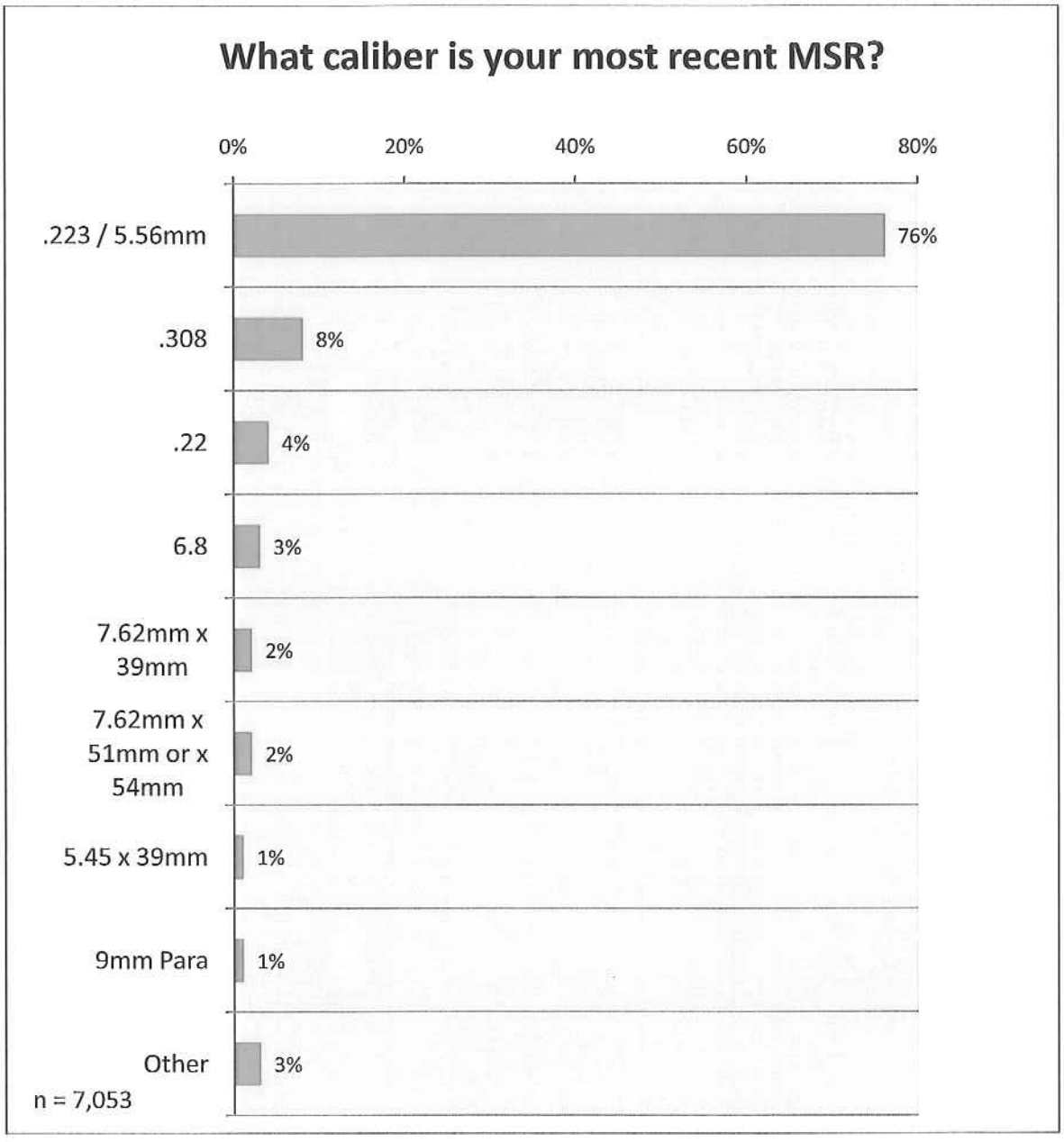
6 MSR AND ACCESSORY SPECIFICATION

6.1 MSR Caliber



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

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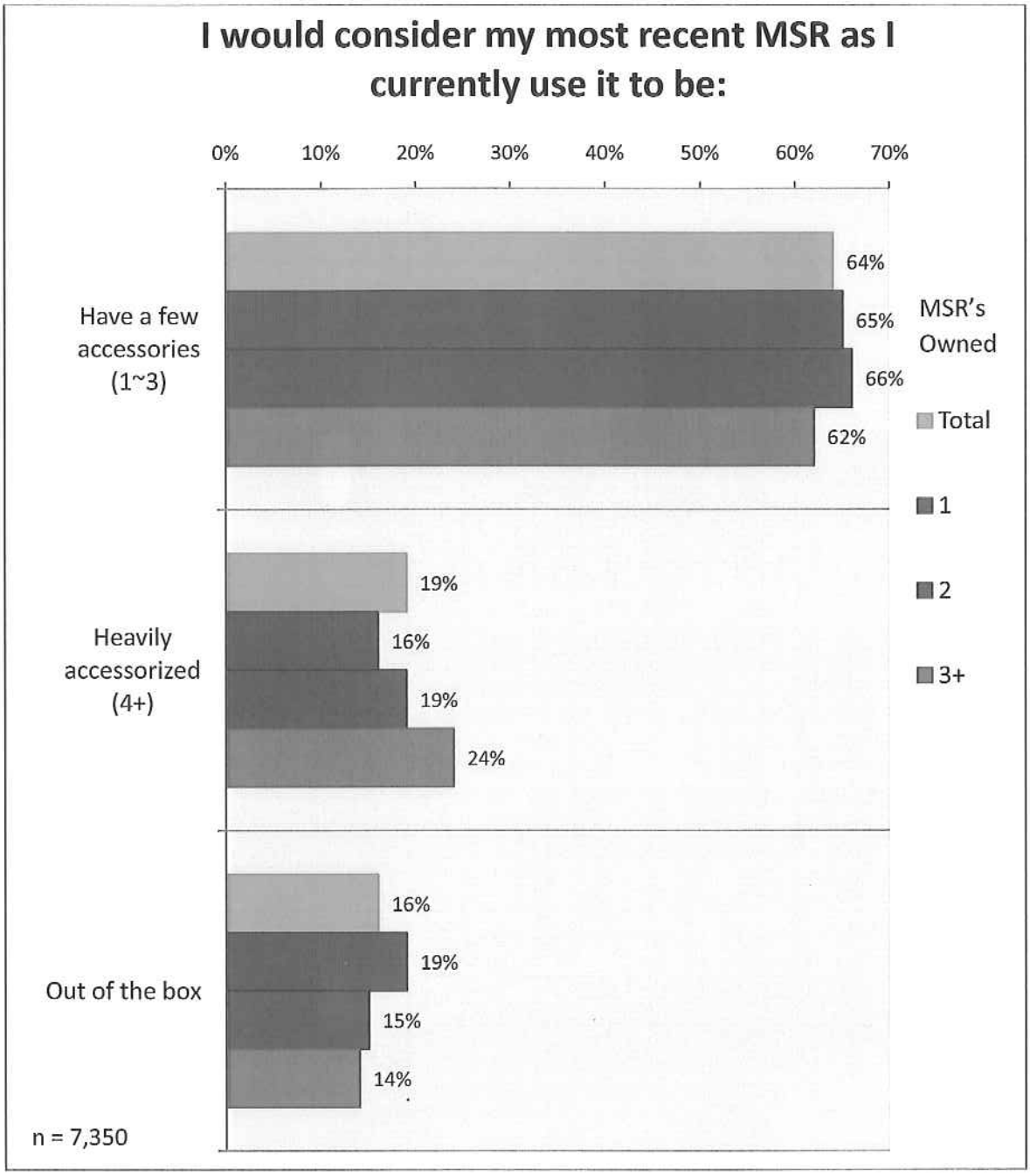
6.2 Level of accessories



- 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.

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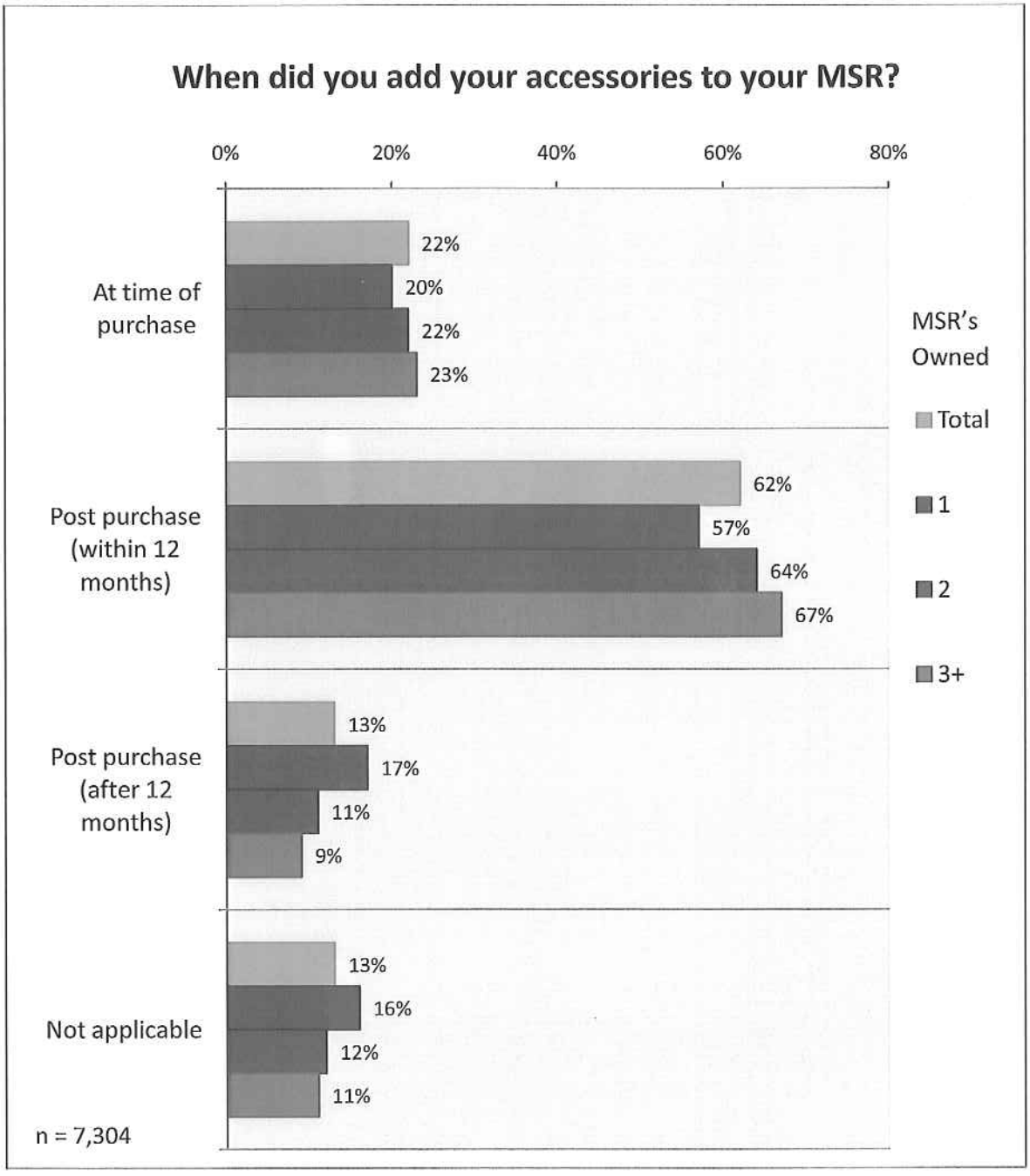
6.3 When accessorized



- 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%

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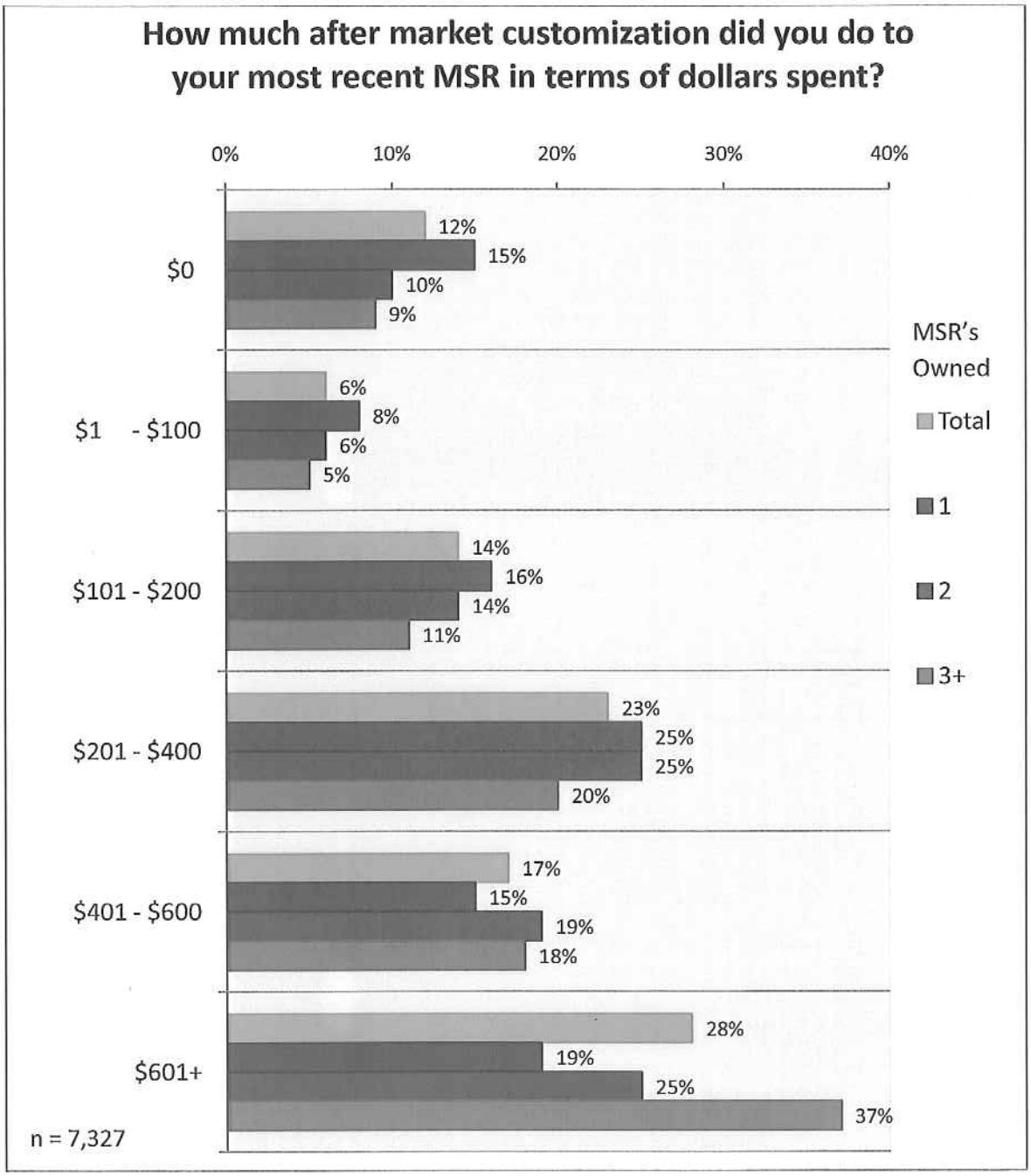
6.4 Amount spent on accessories



- 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.

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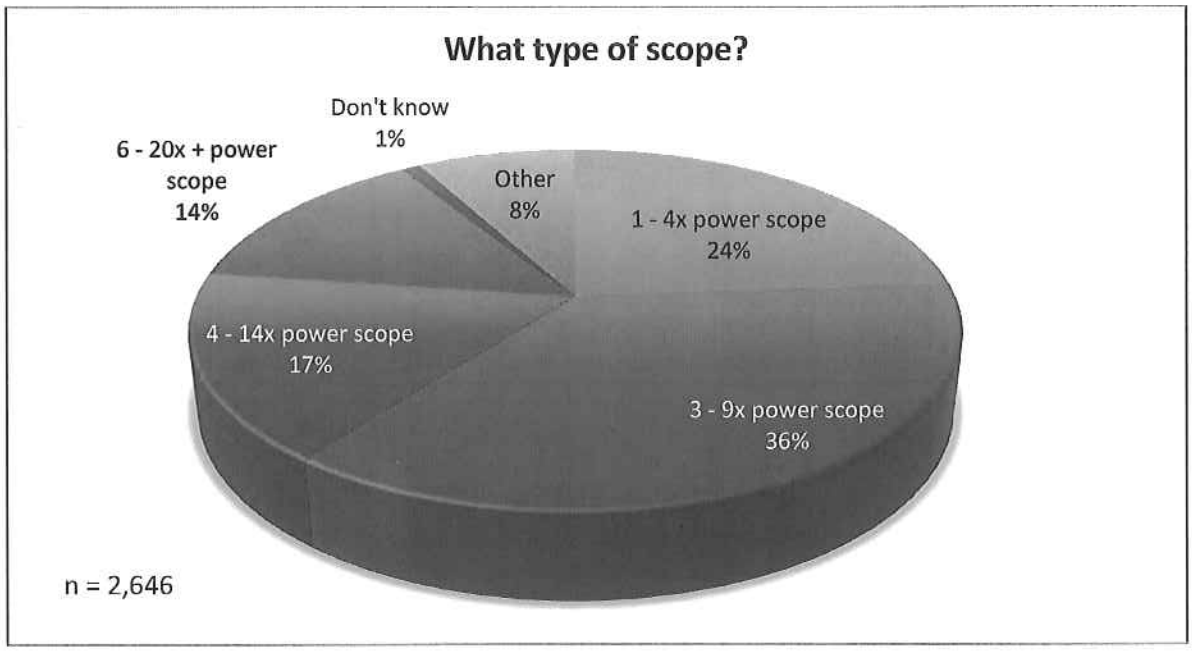
6.5 Optics

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

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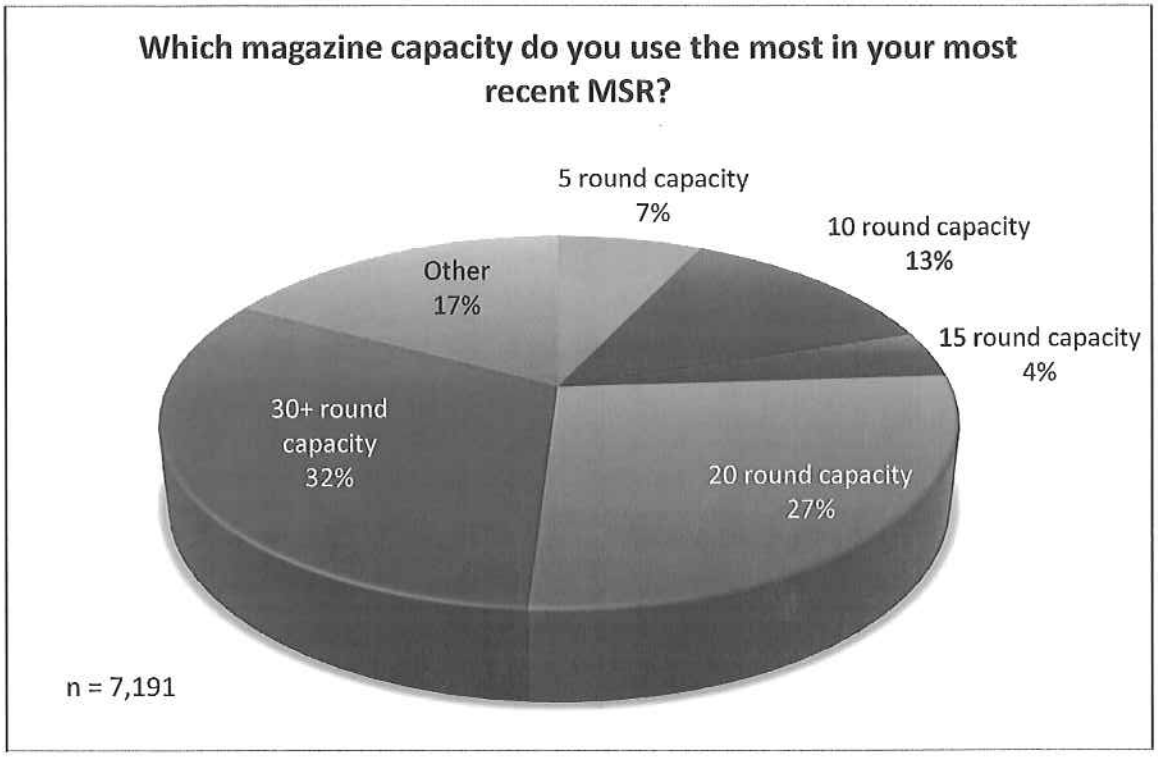
6.7 Magazine capacity



- 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

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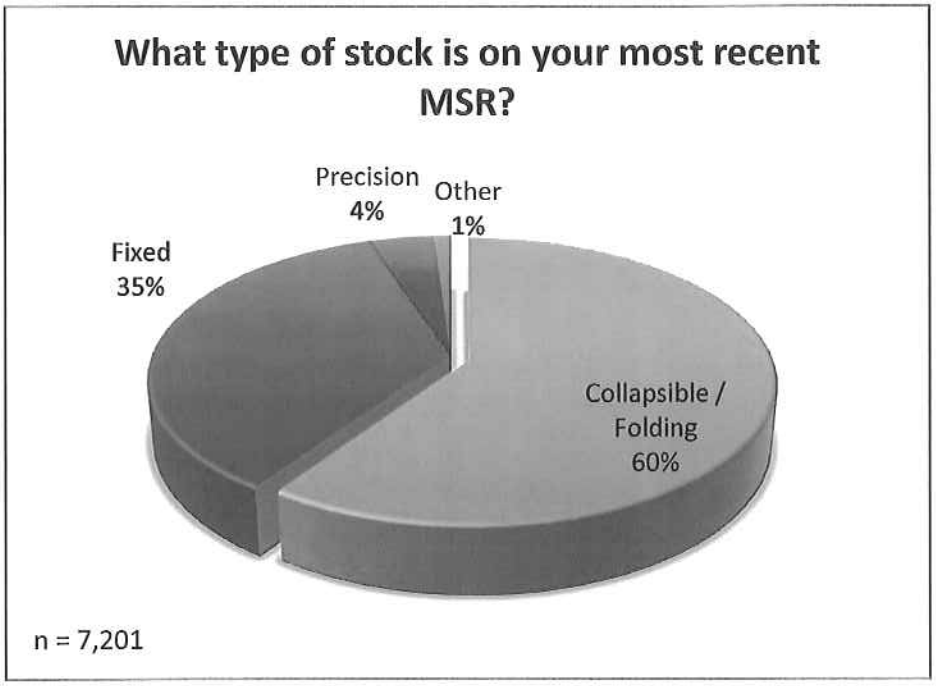
6.8 Stock type

- 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

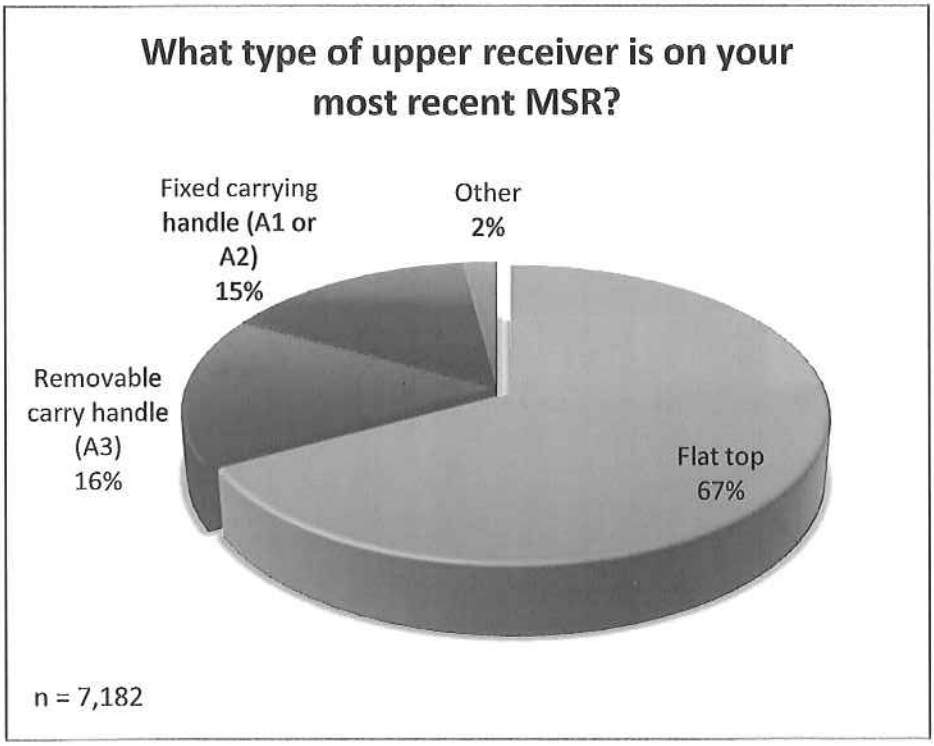


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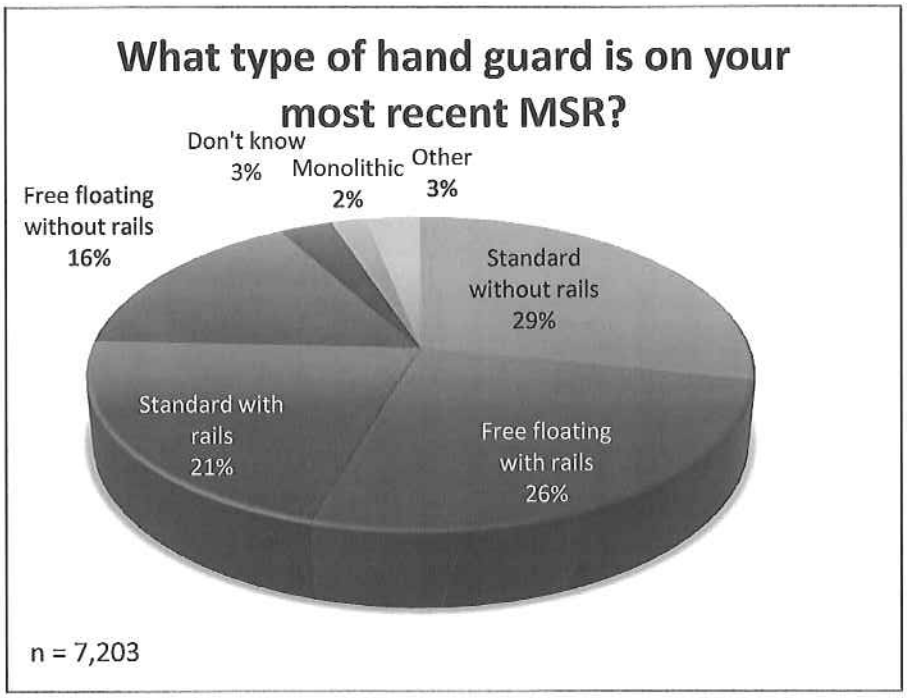
EXHIBIT B
(2 of 3)

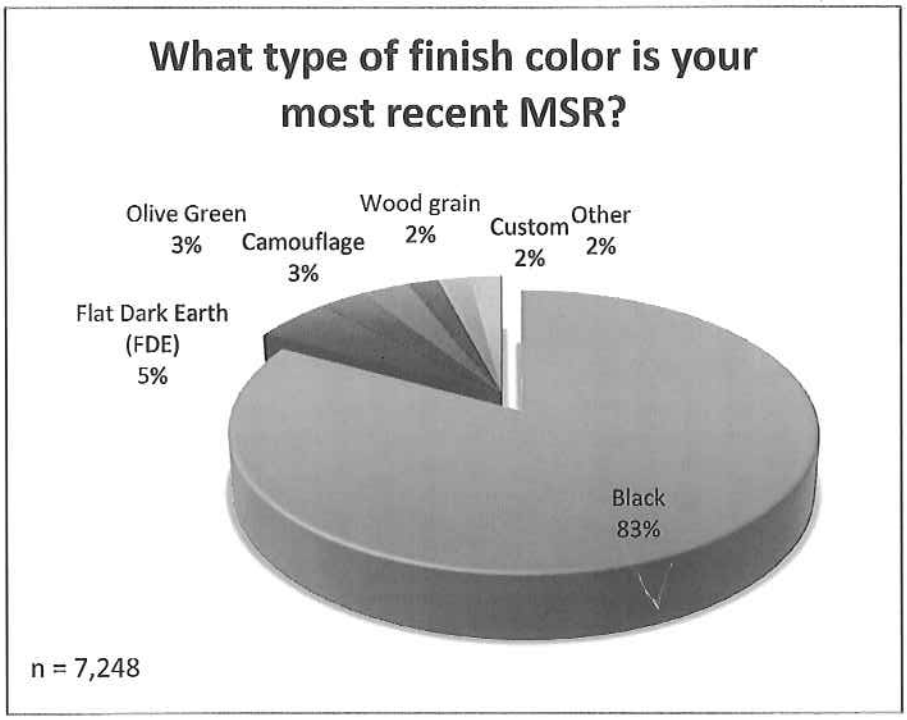
6.10 Hand guard

- 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.



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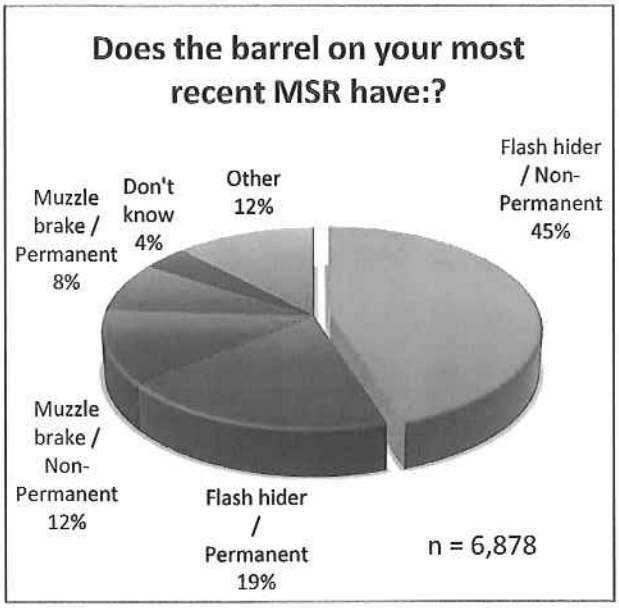
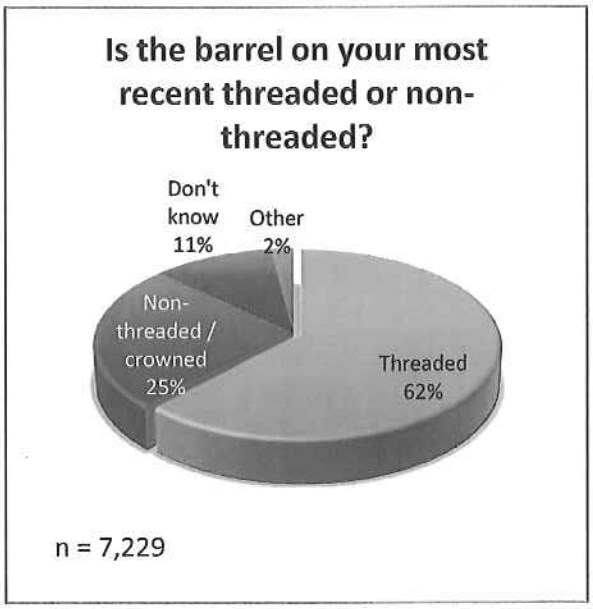
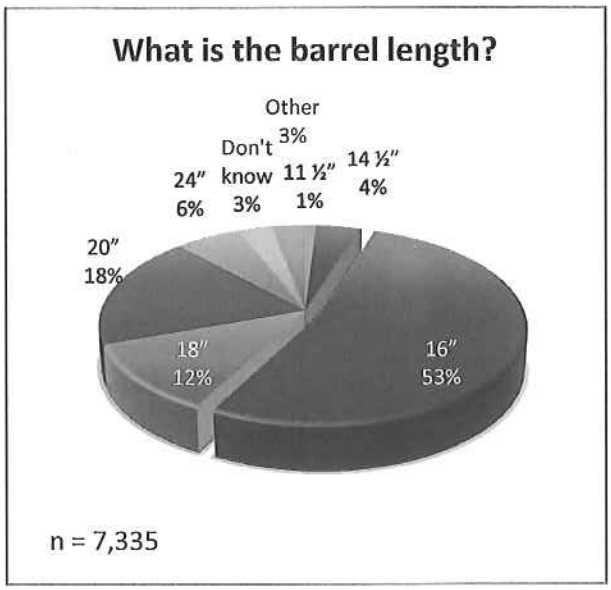
6.12 Barrel and Operation

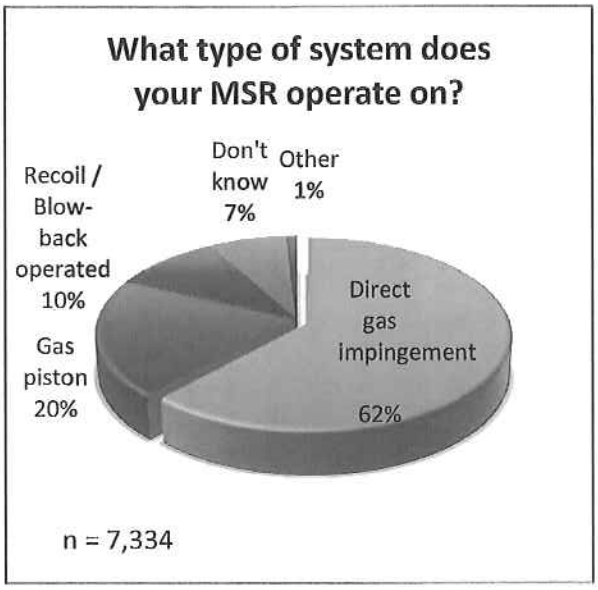
- 62% of most recent MSRs had a threaded barrel, 64% had a flash hider, 54% had a 16" barrel and 62% operate on a direct gas impingement.





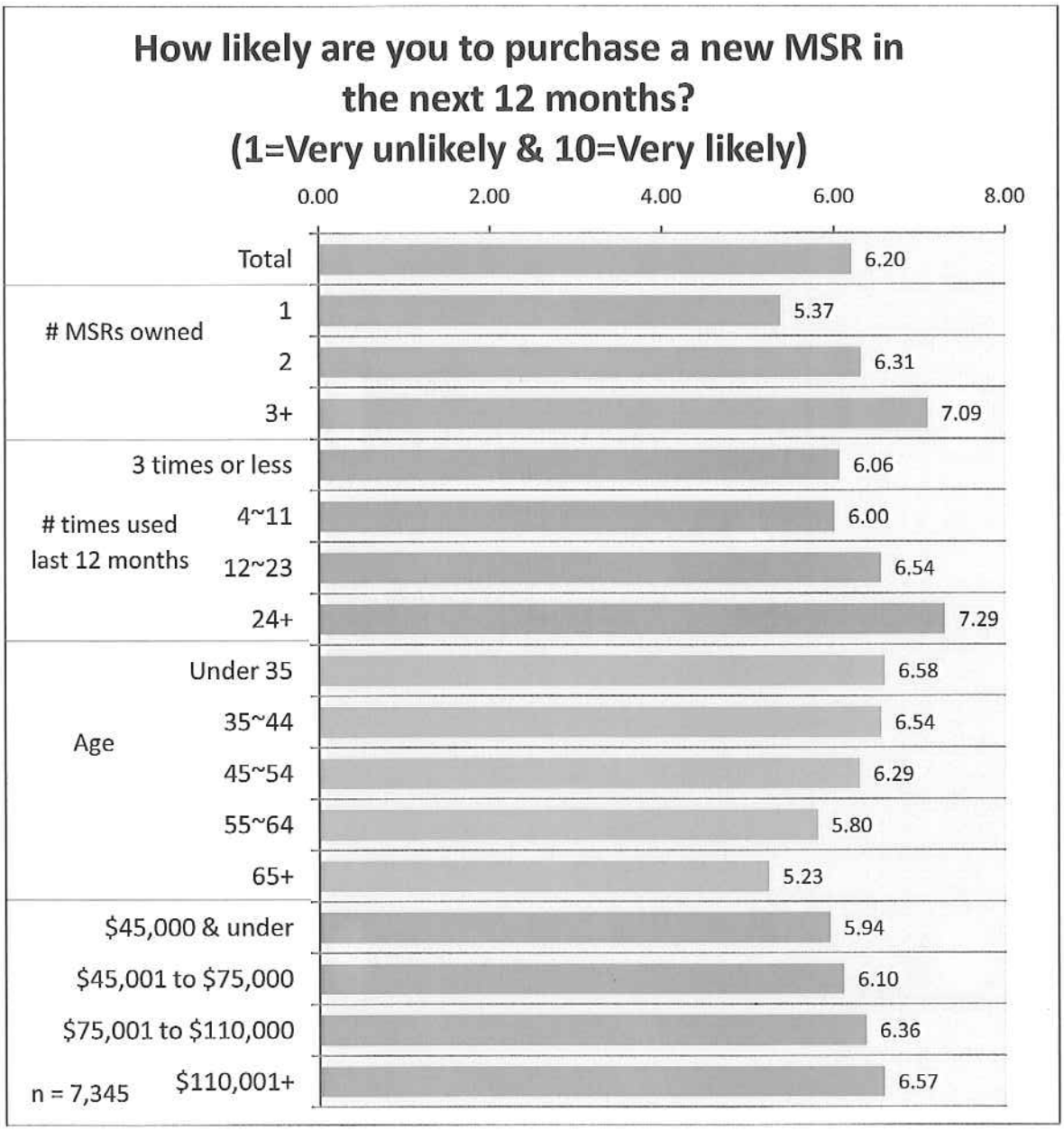
- Top "other" responses include:
  1) neither flash hider or muzzle break





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.

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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

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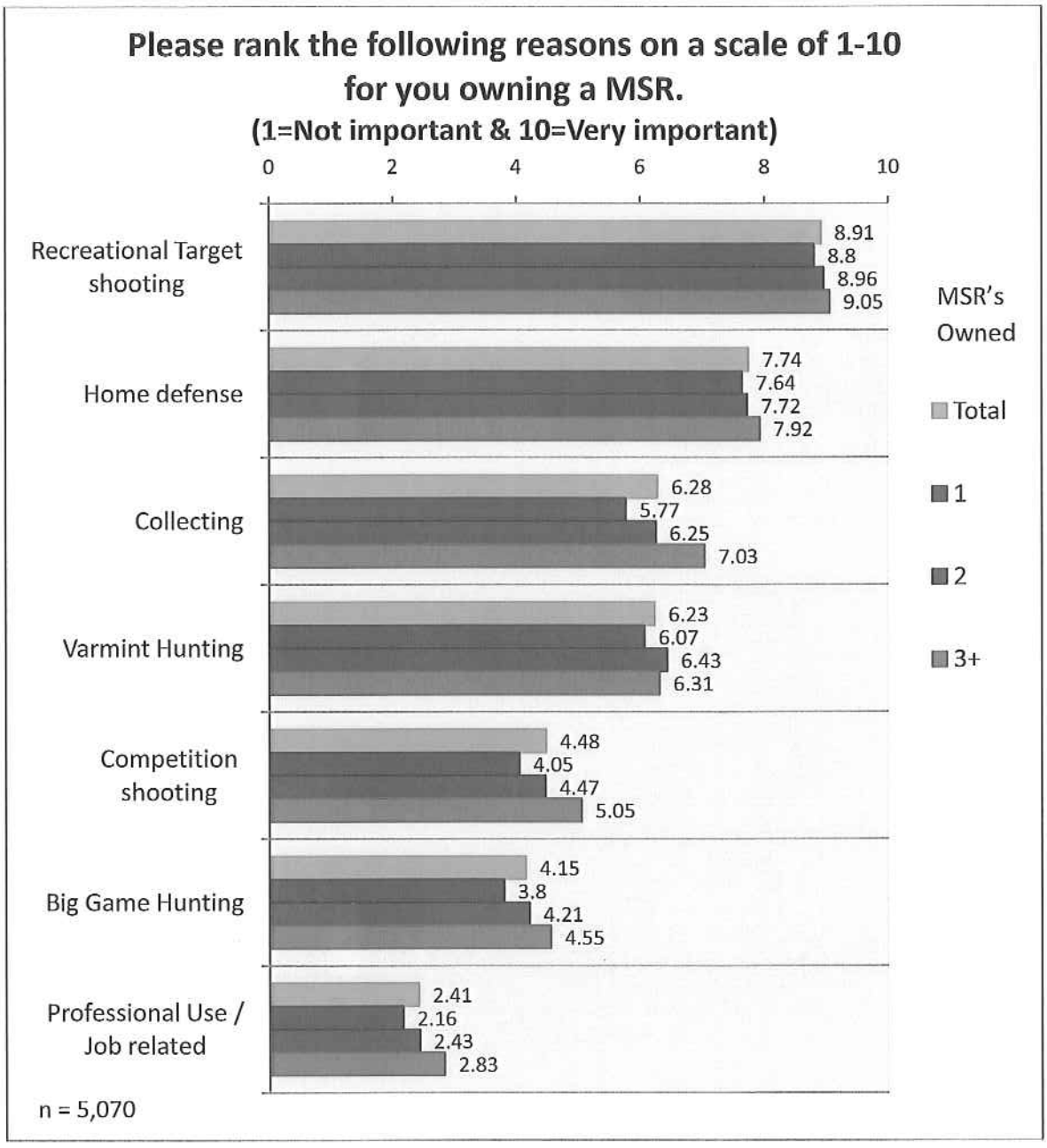
8 MSR USAGE

8.1 Reasons for owning MSR



Multiple MSR owners give higher importance ratings for:

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

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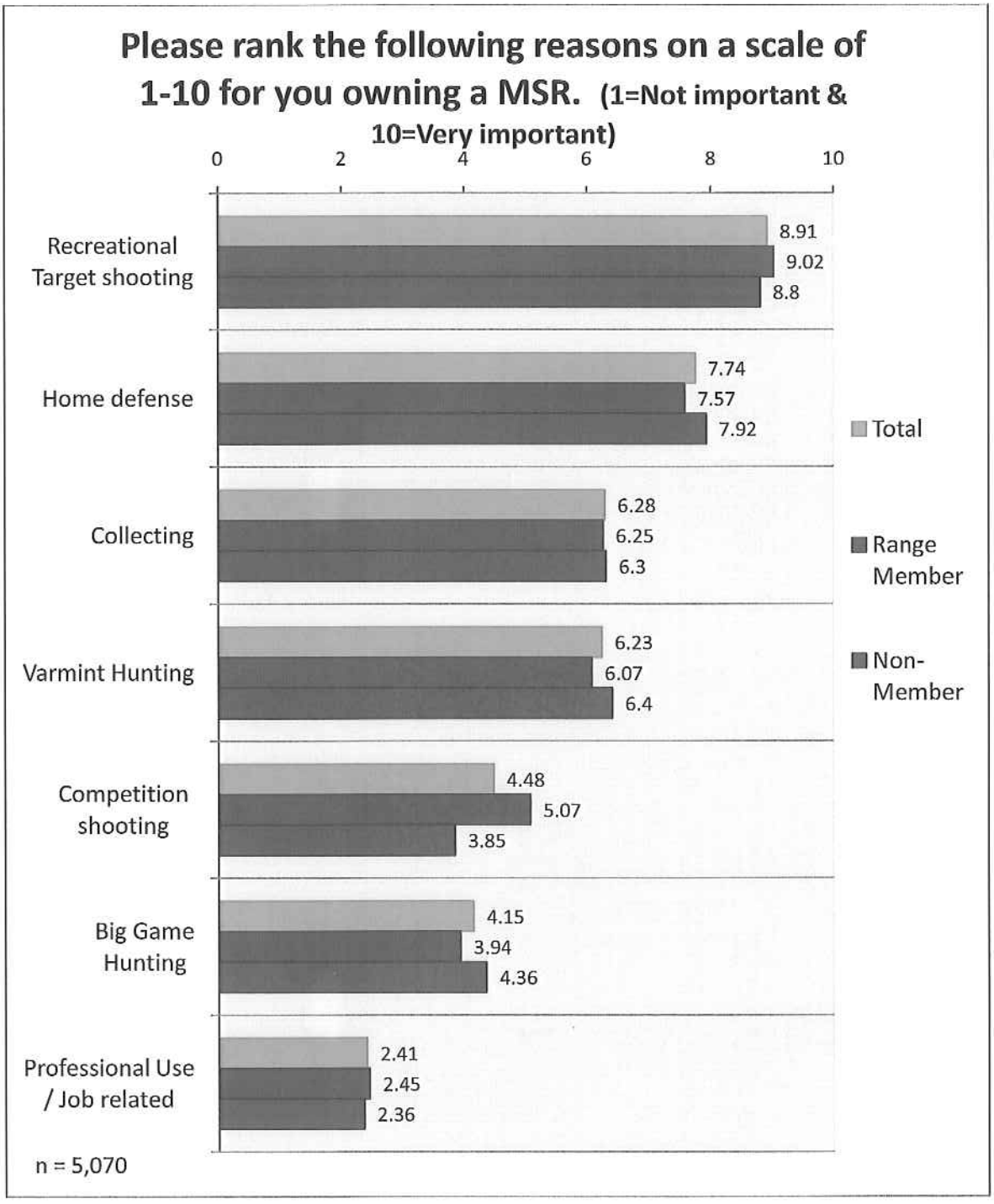
Please rank the following reasons on a scale of 1-10 for you owning a MSR. (1=Not important & 10=Very important)
0
2
4
6
8
10
Recreational Target shooting
8.91
9.02
8.8
Home defense
7.74
7.57
7.92
Collecting
6.28
6.25
6.3
Varmint Hunting
6.23
6.07
6.4
Competition shooting
4.48
5.07
3.85
Big Game Hunting
4.15
3.94
4.36
Professional Use / Job related
2.41
2.45
2.36
Total
Range Member
Non-Member
n = 5,070

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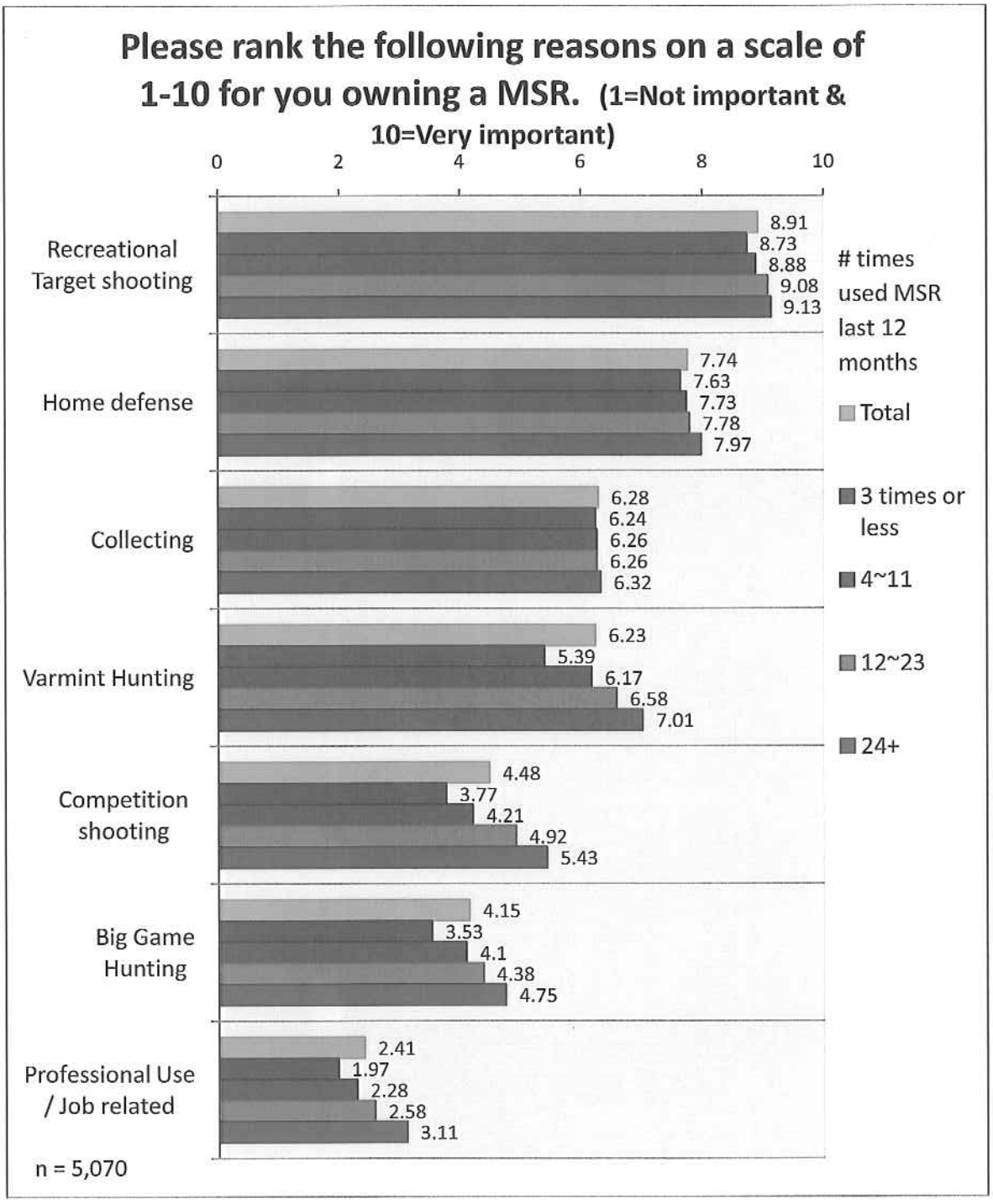

Avid users (24+ times used per year) give higher importance ratings for:

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

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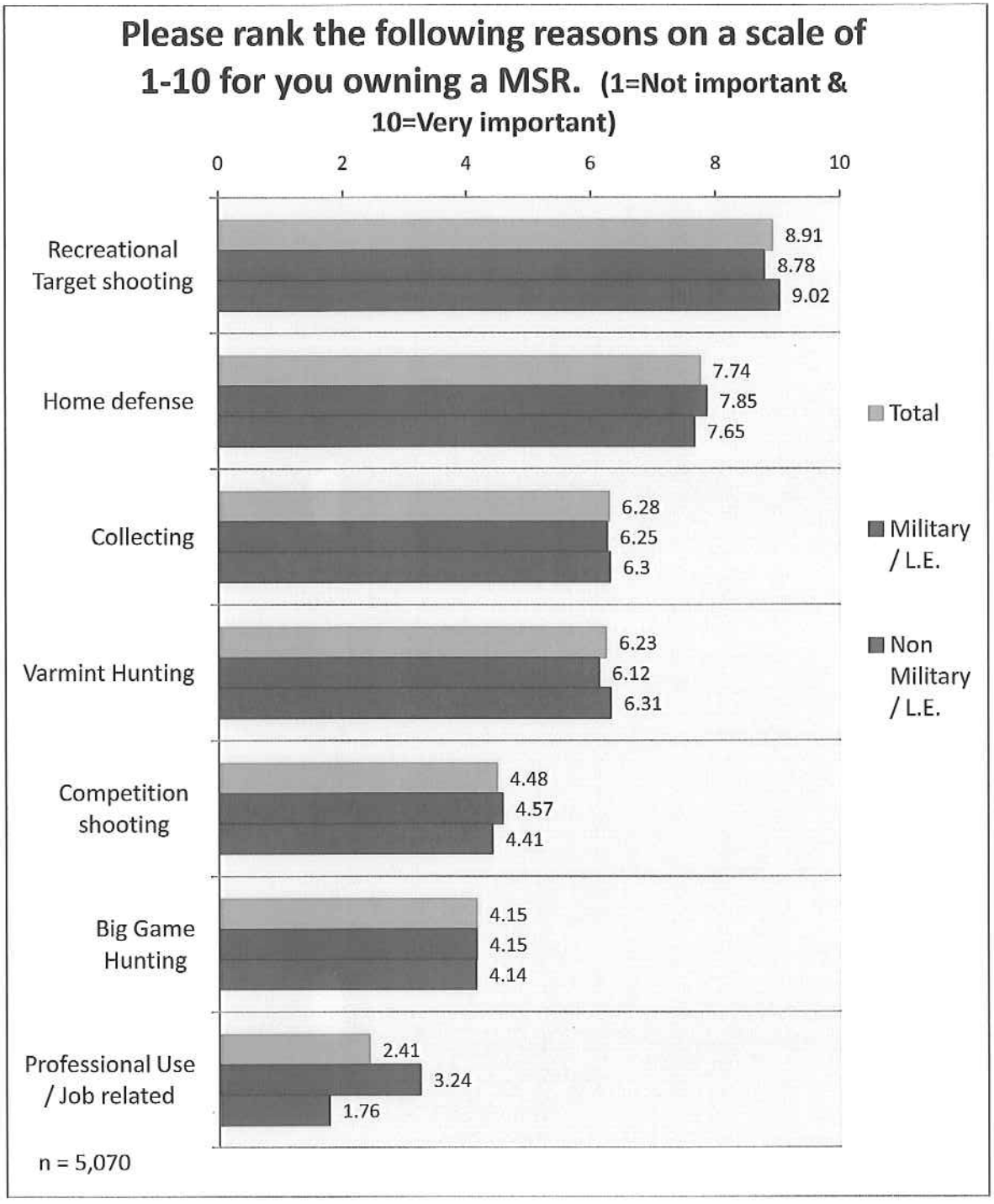
Please rank the following reasons on a scale of 1-10 for you owning a MSR. (1=Not important & 10=Very important)
0
2
4
6
8
10
Recreational Target shooting
8.91
8.78
9.02
Home defense
7.74
7.85
7.65
Collecting
6.28
6.25
6.3
Varmint Hunting
6.23
6.12
6.31
Competition shooting
4.48
4.57
4.41
Big Game Hunting
4.15
4.15
4.14
Professional Use / Job related
2.41
3.24
1.76
n = 5,070
Total
Military / L.E.
Non Military / L.E.

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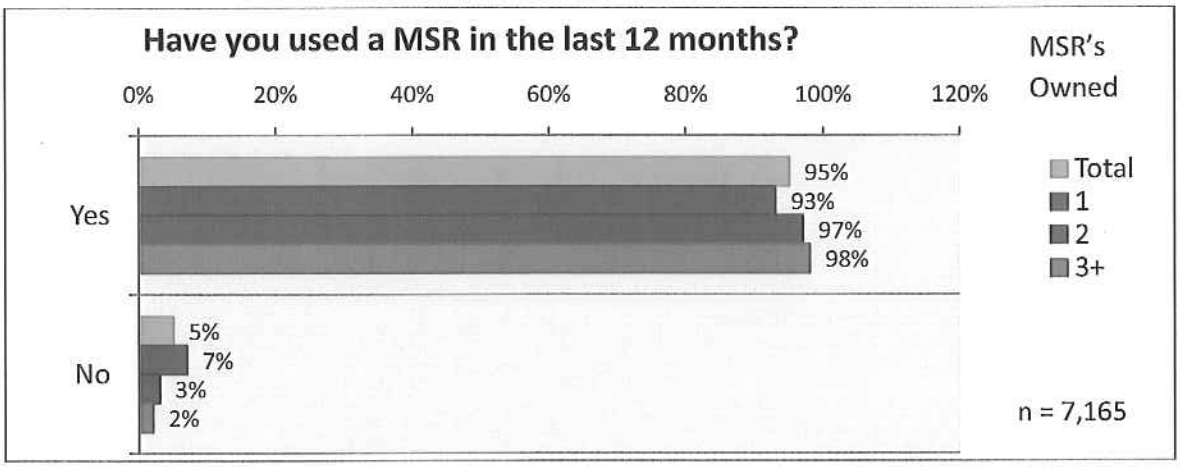
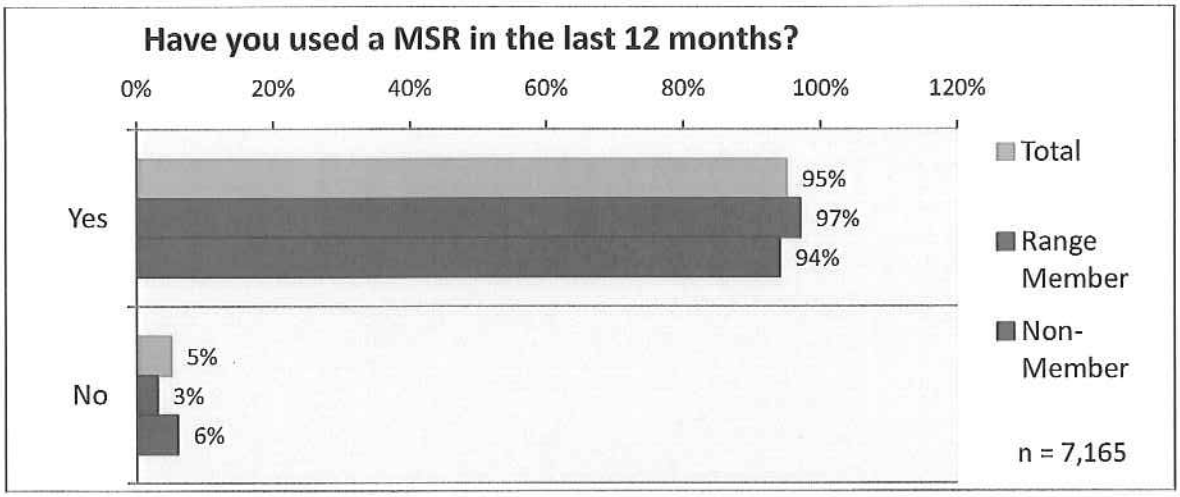
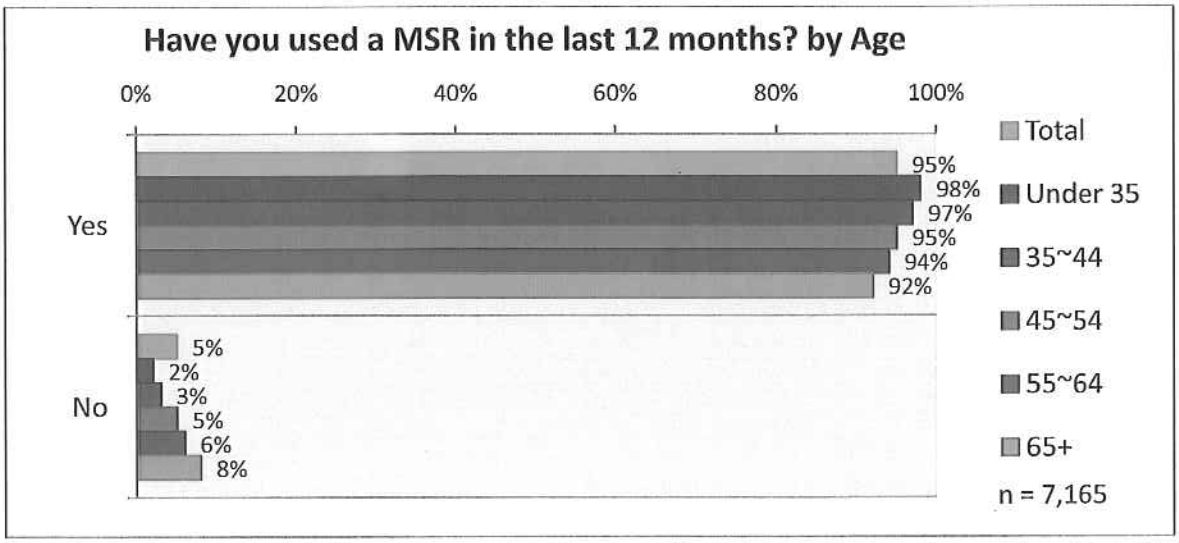
8.2 Usage







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

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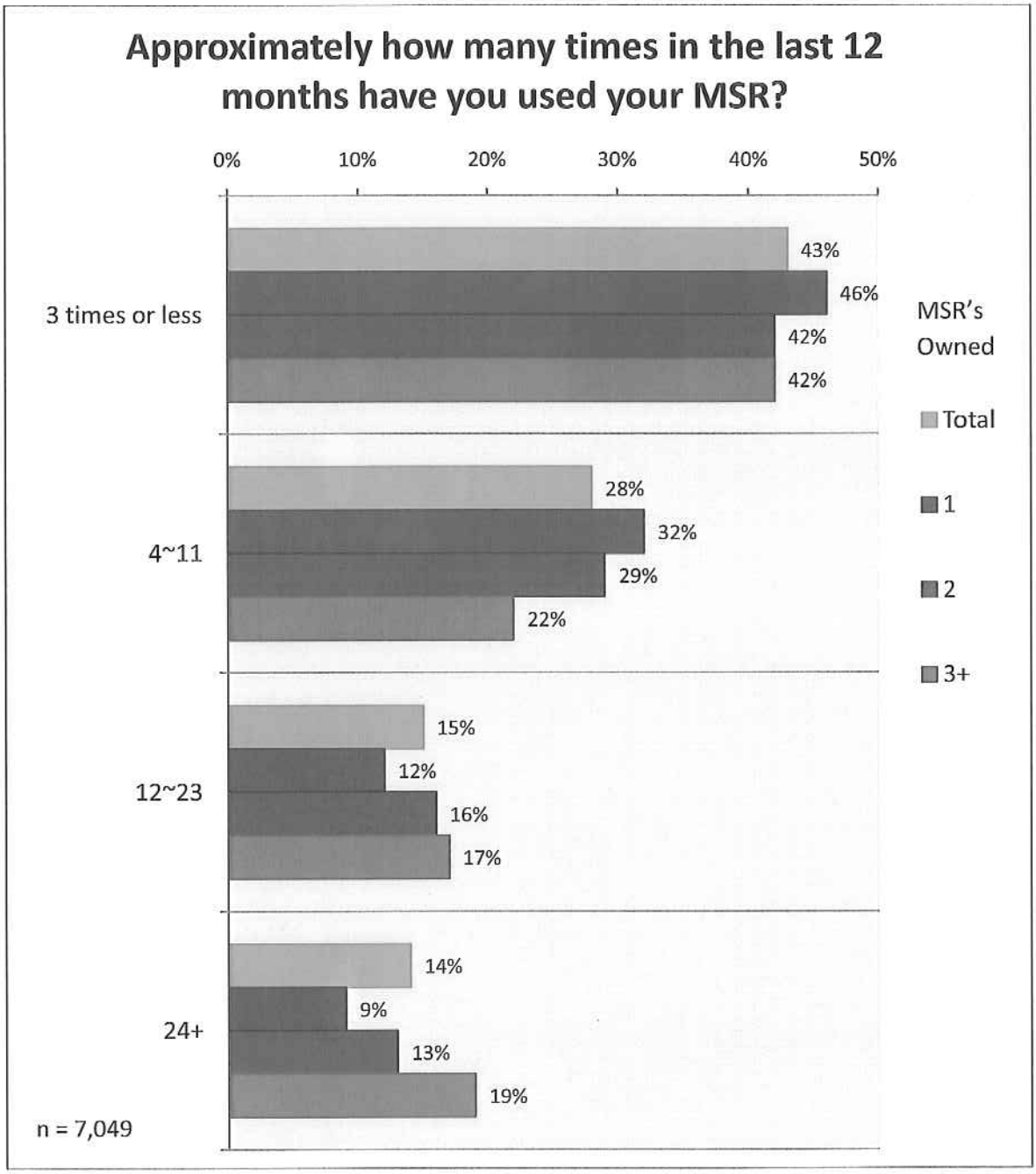
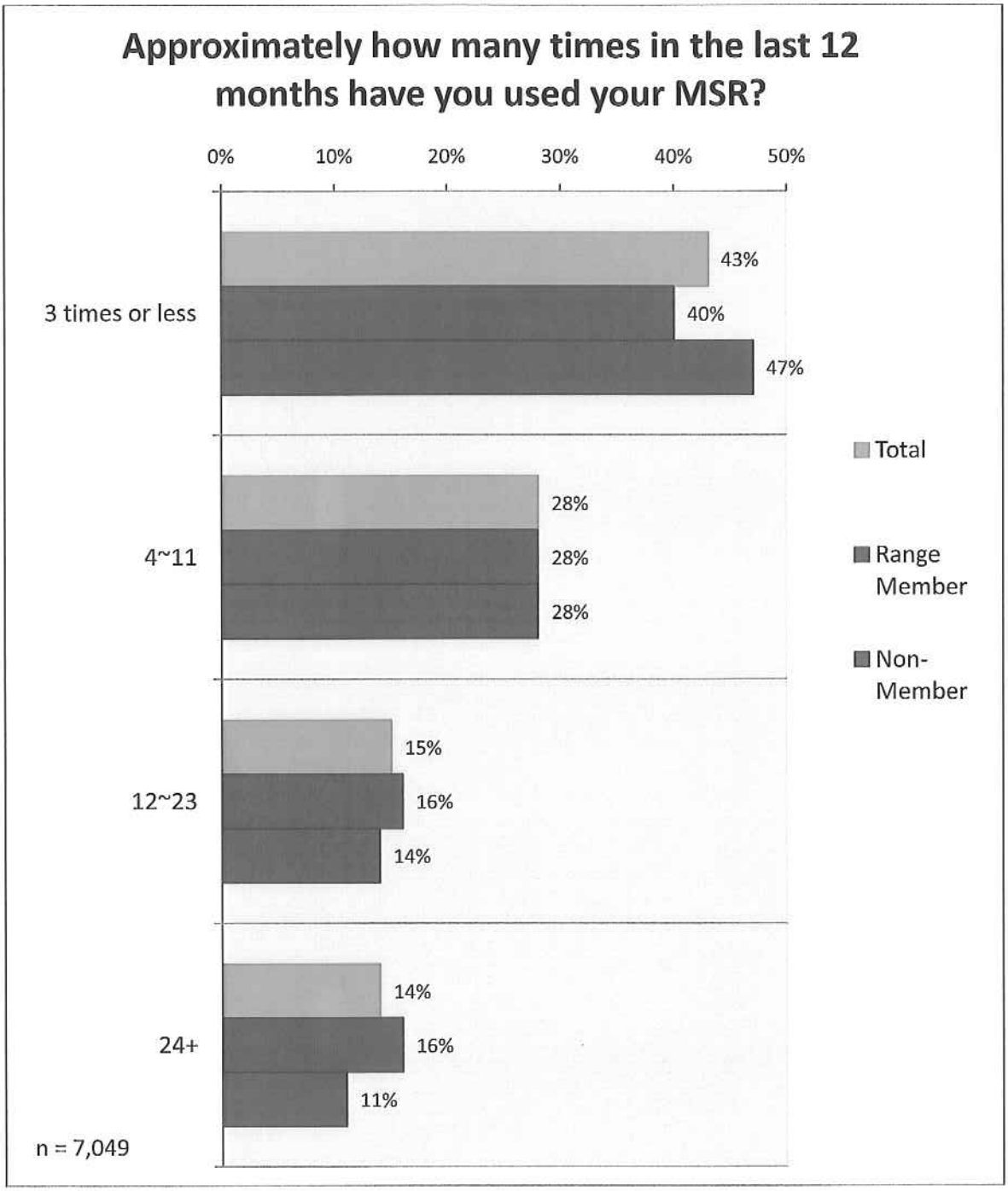
8.3 Frequency of usage



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

© 2010 NSSF



Usage frequency is higher among:

- Range members
- Multiple MSR owners.

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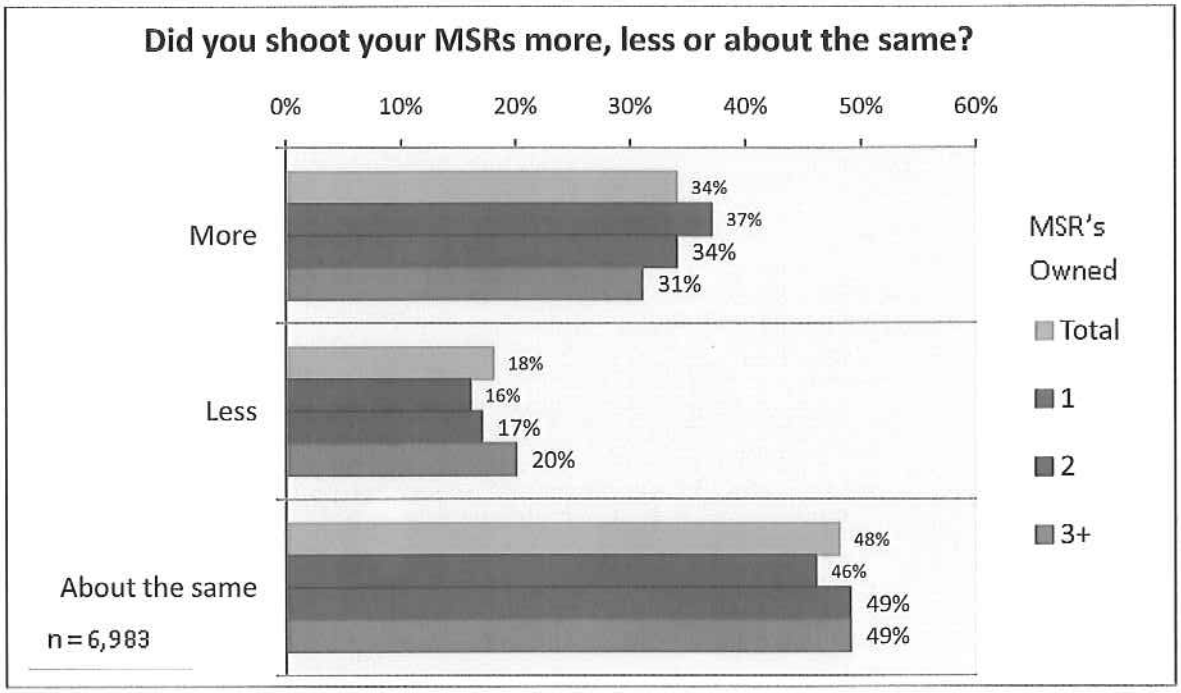
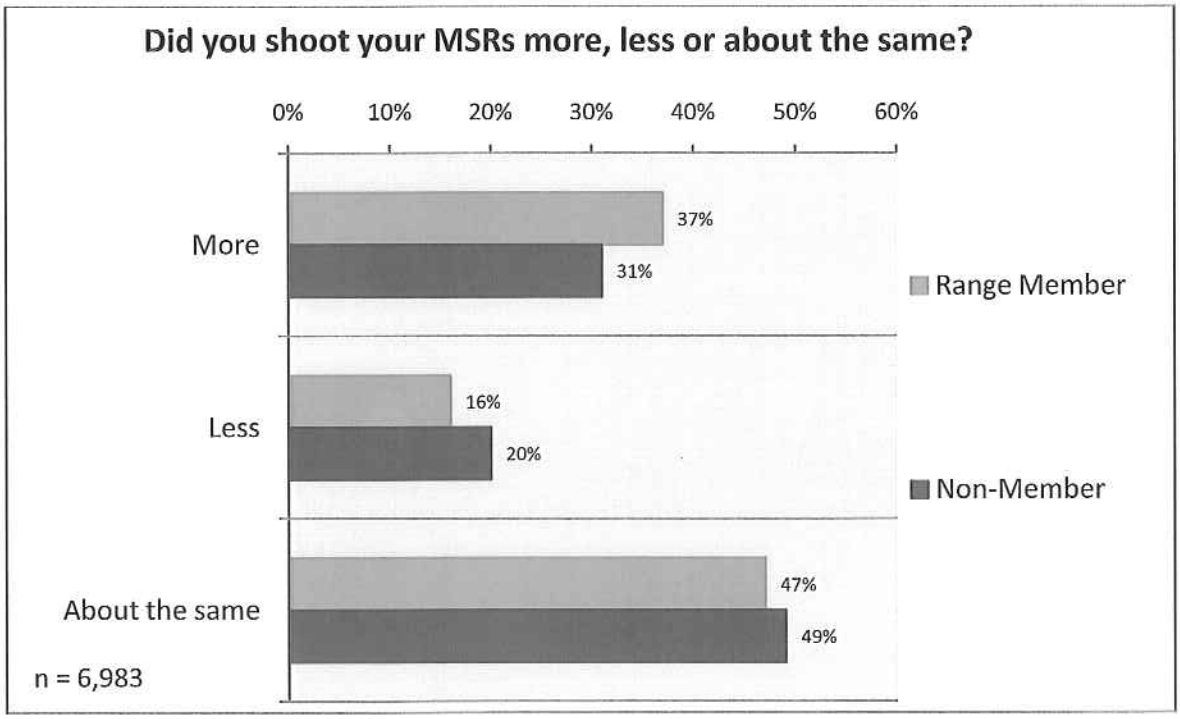
8.4 Year/Year MSR Usage





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

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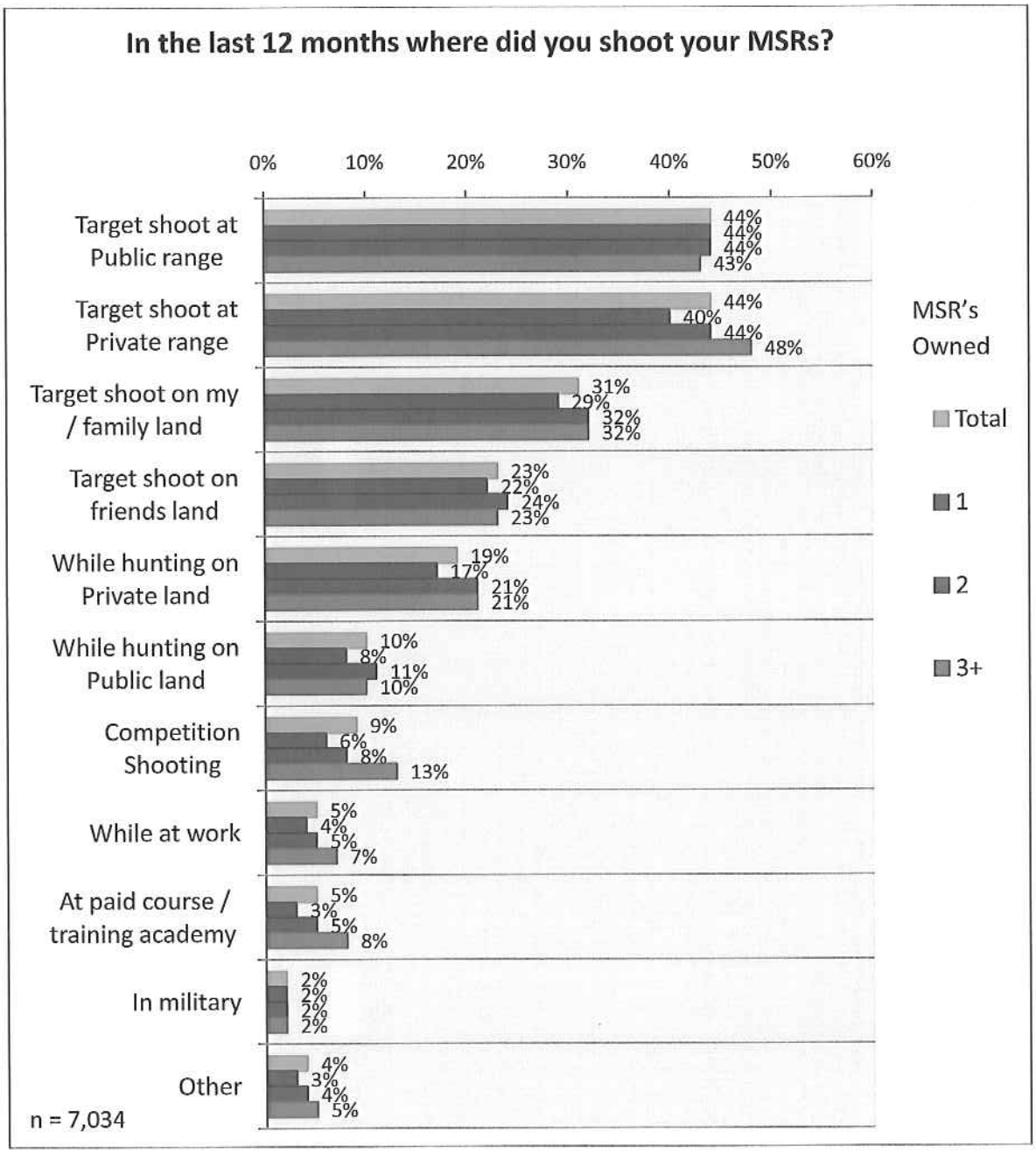
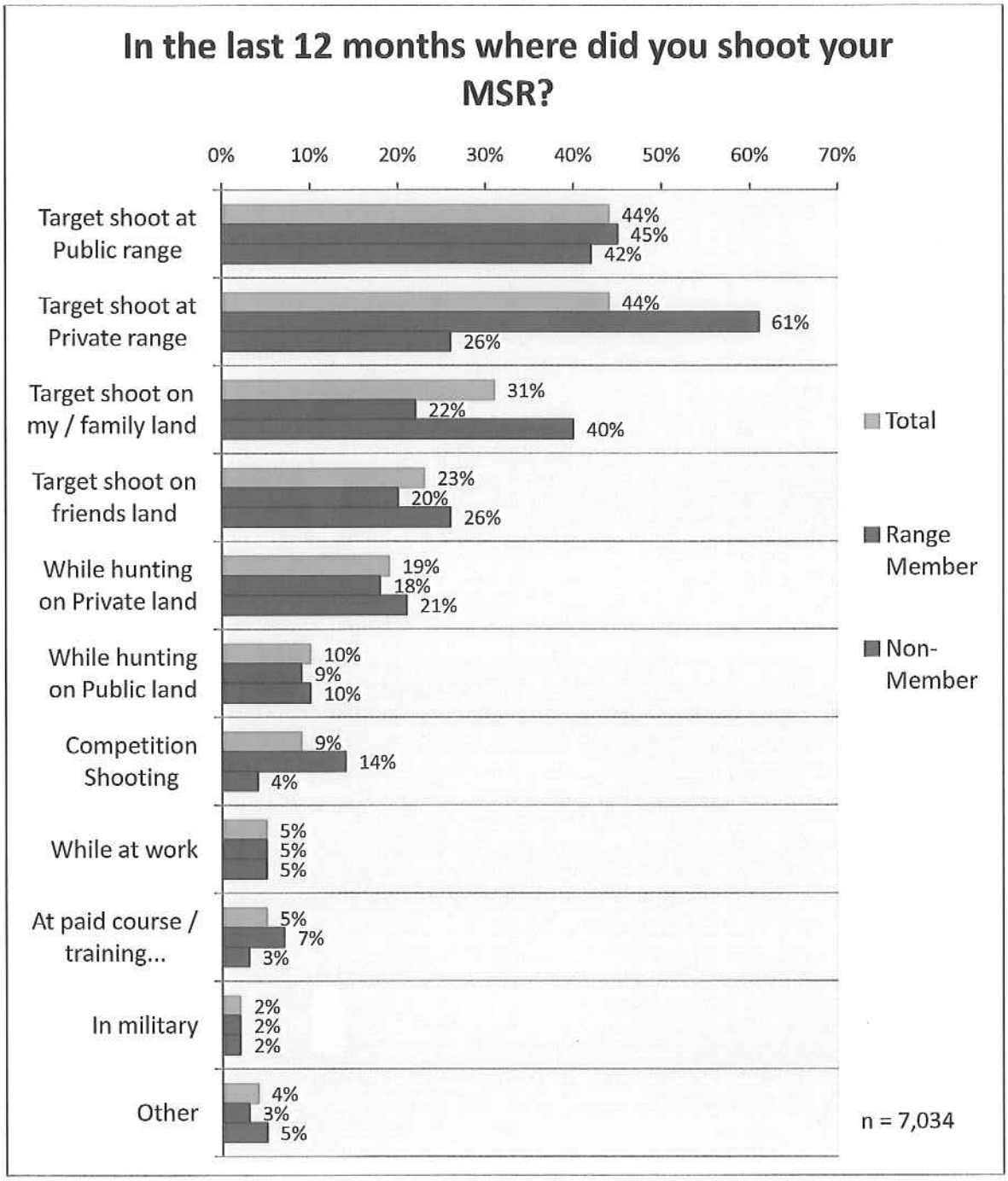
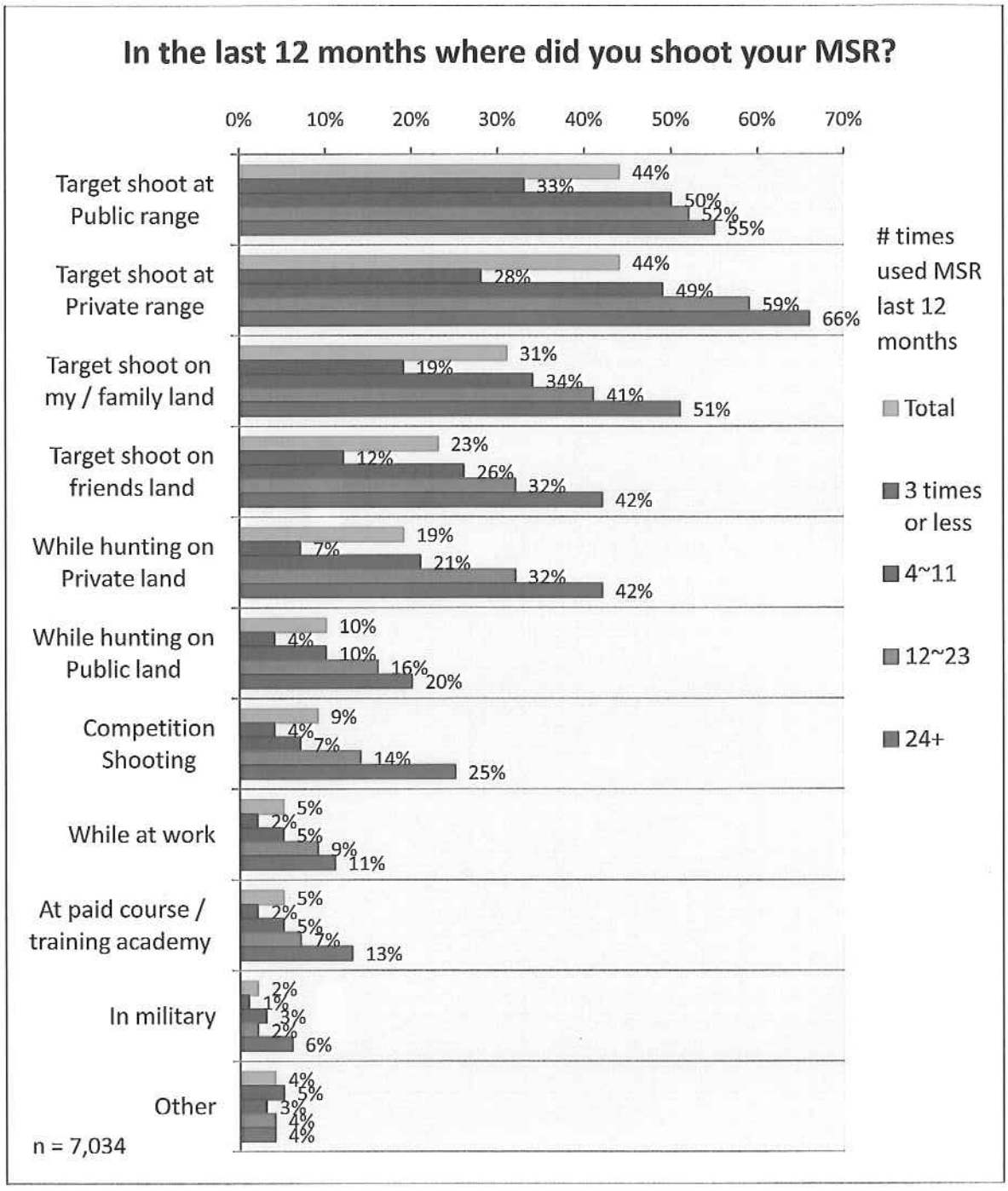
8.5 Where used



© 2010 NSSF


In the last 12 months where did you shoot your MSR?
0%
10%
20%
30%
40%
50%
60%
70%
Target shoot at Public range
44%
45%
42%
Target shoot at Private range
44%
61%
26%
Target shoot on my / family land
31%
22%
40%
Target shoot on friends land
23%
20%
26%
While hunting on Private land
19%
18%
21%
While hunting on Public land
10%
9%
10%
Competition Shooting
9%
14%
4%
While at work
5%
5%
5%
At paid course / training...
5%
7%
3%
In military
2%
2%
2%
Other
4%
3%
5%
Total
Range Member
Non-Member
n = 7,034



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.

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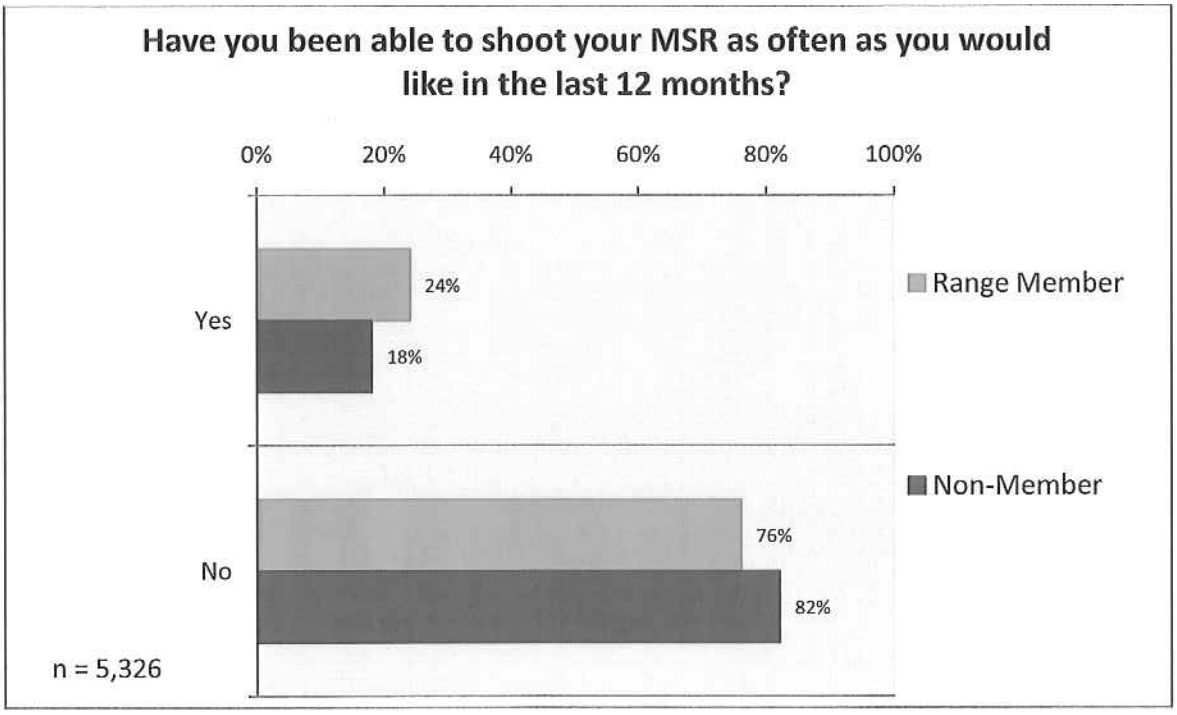
8.6 Able to shoot MSR as often as would like



- 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.

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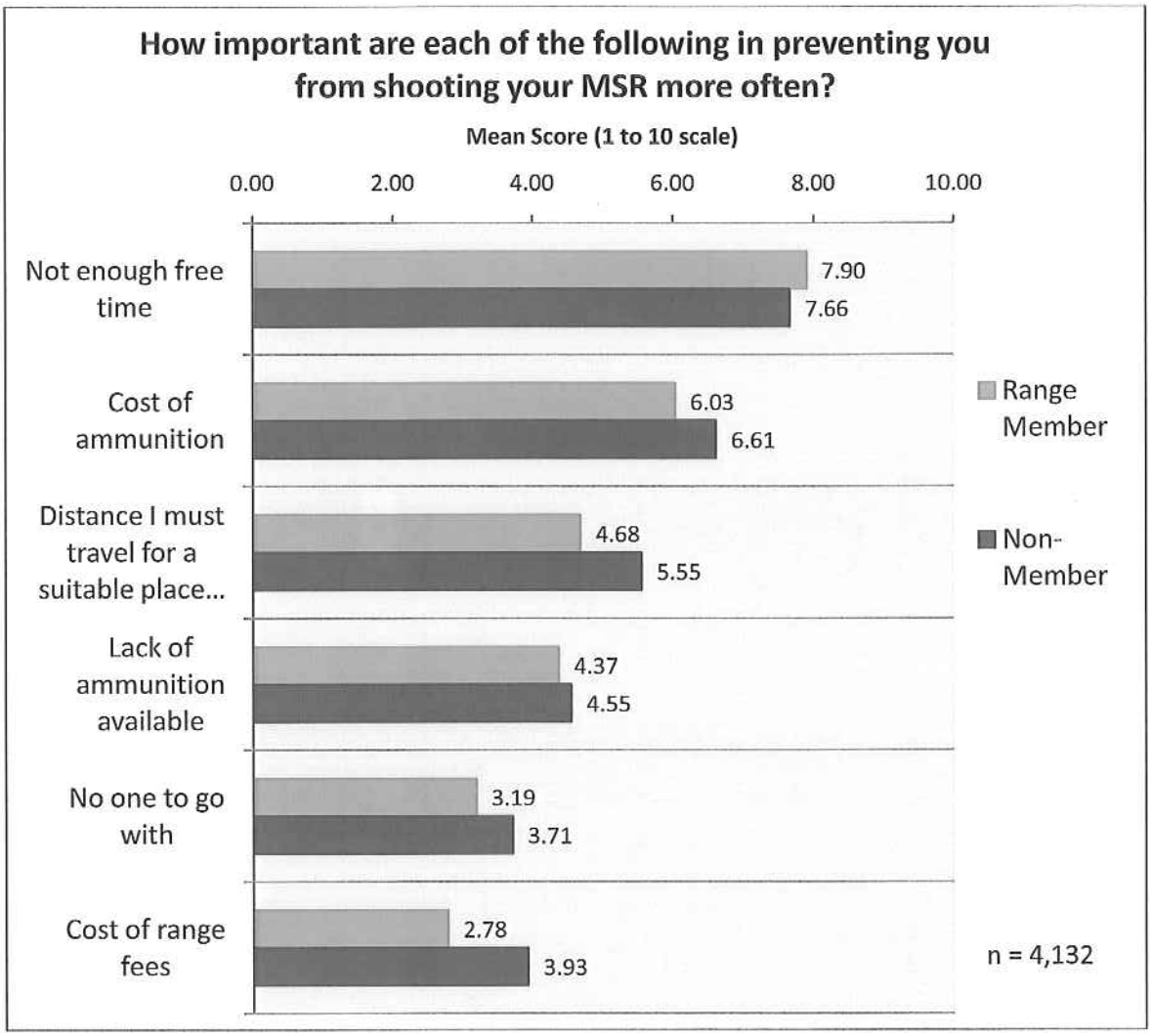
8.7 Barriers to shooting MSR more frequently



- 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.

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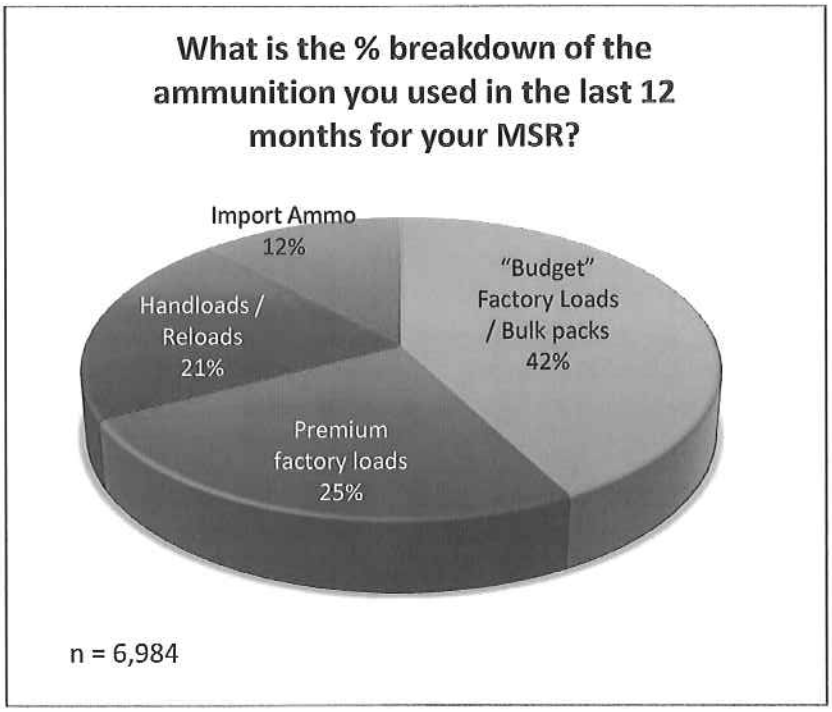
8.9 Ammo used



- 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.

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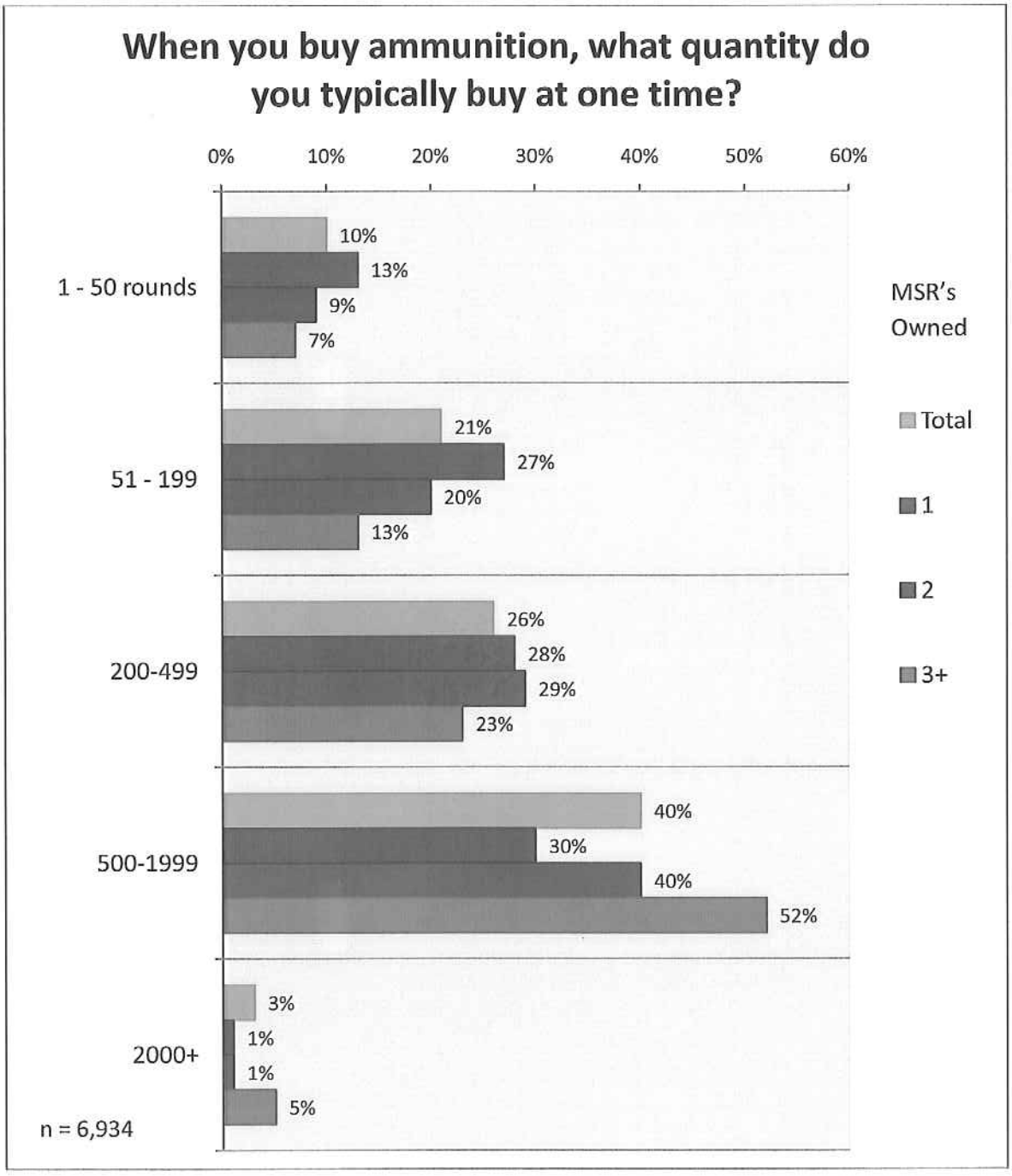
8.11 Ammo buying



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

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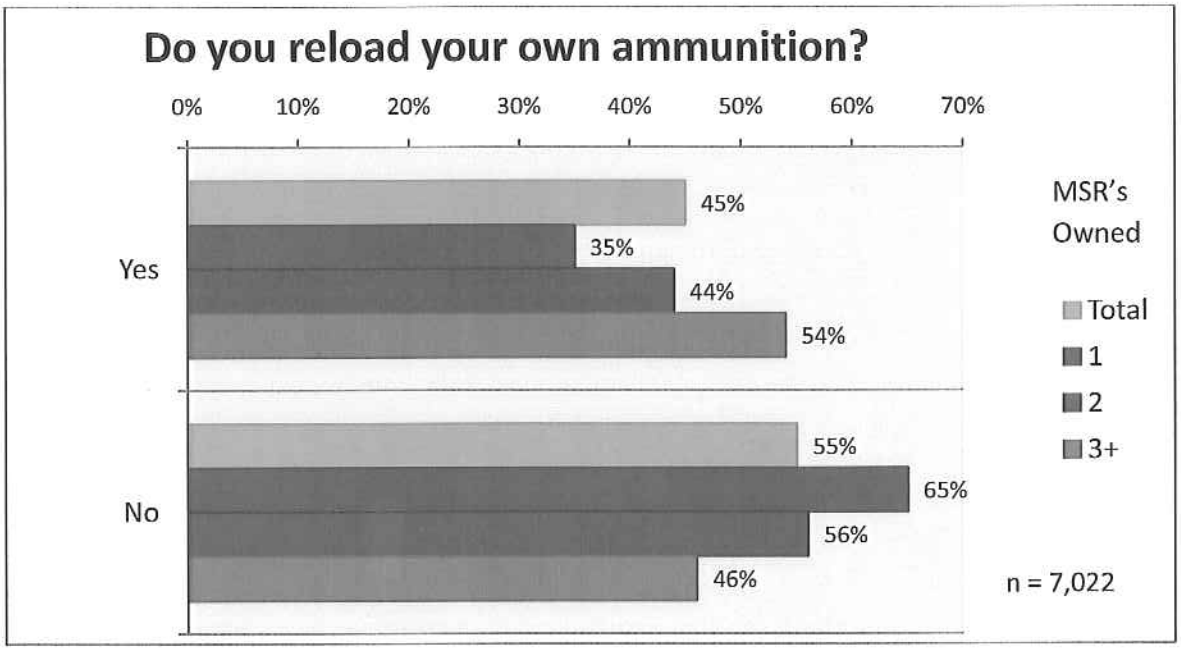
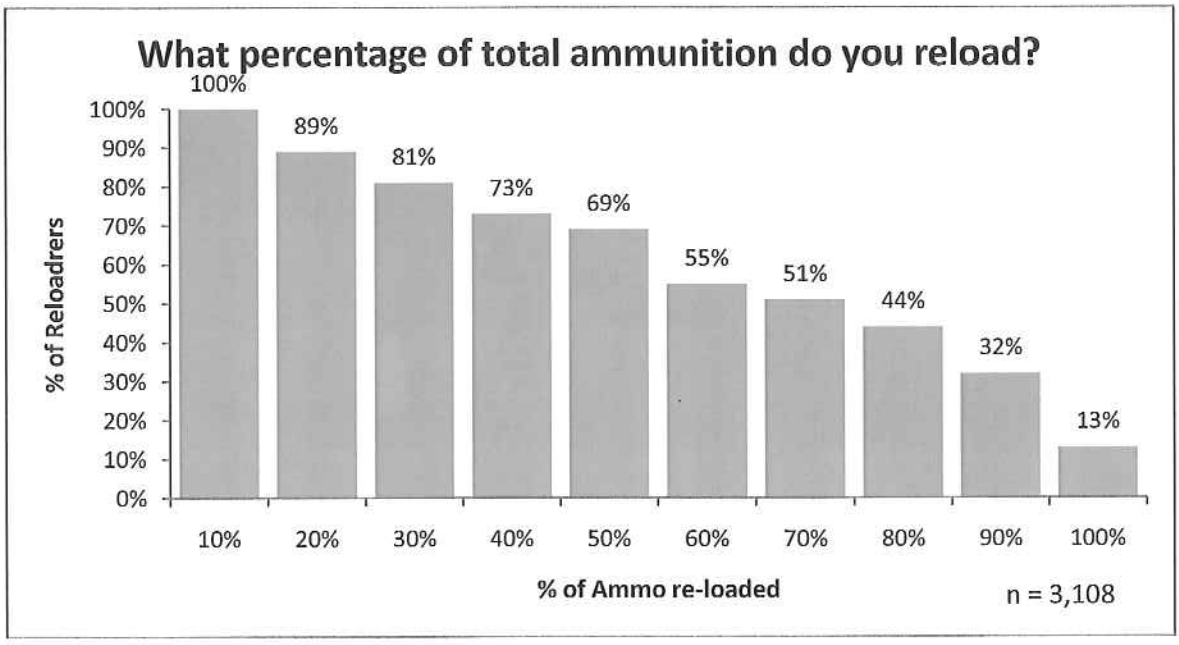
8.12 Reloading



- 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.

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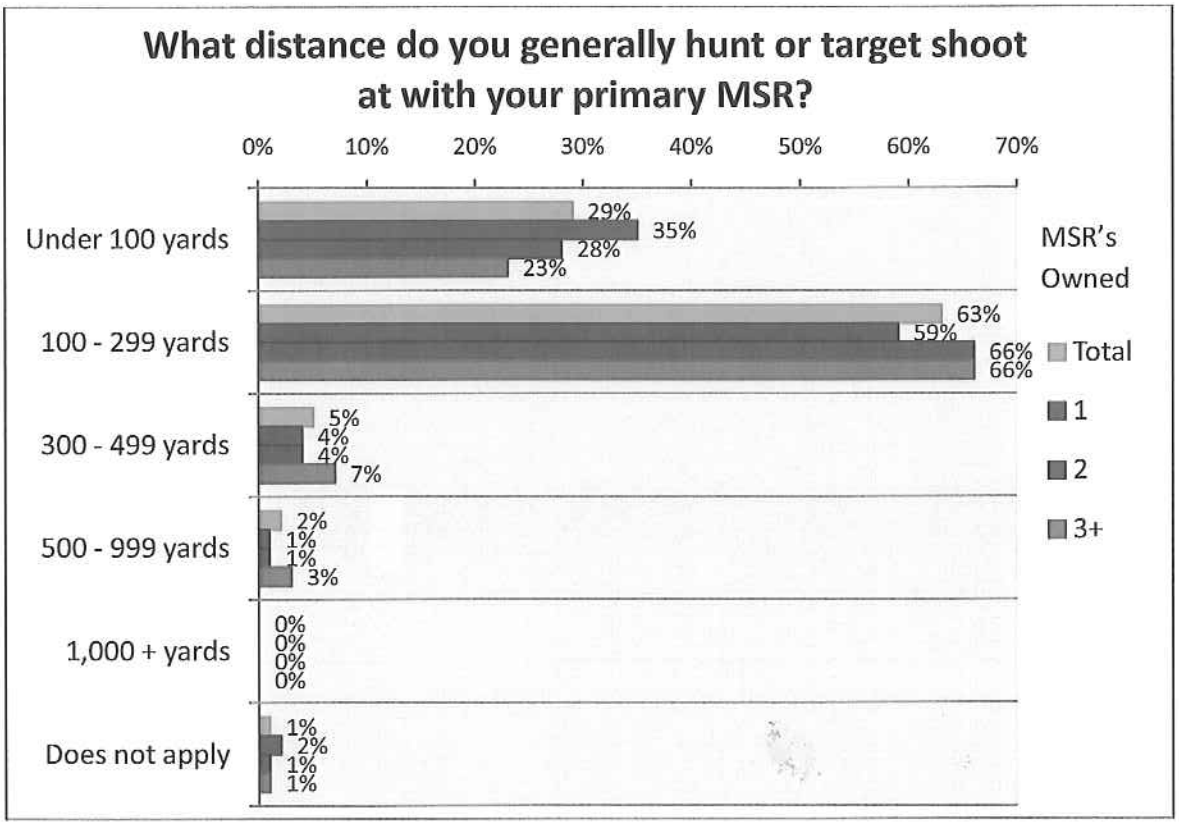
8.13 MSR shooting distance

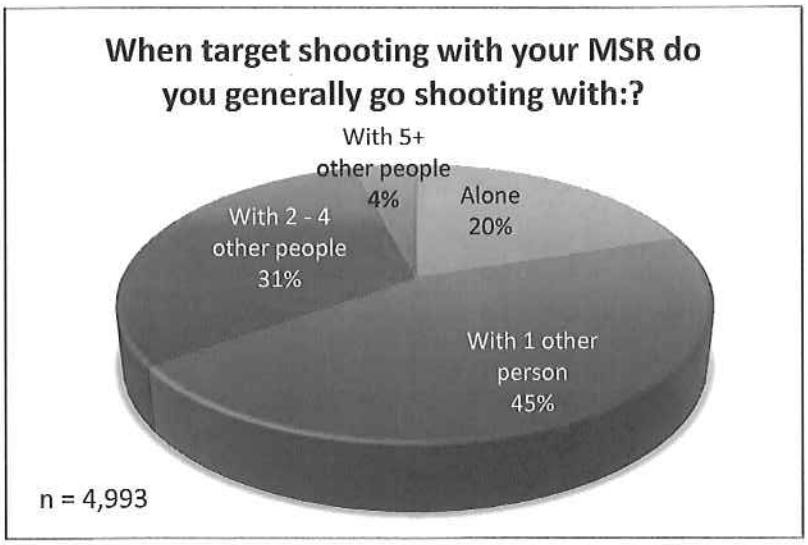


- The most popular distance to fire MSRs is 100-300 yards. Multiple MSR owners tend to shoot slightly longer distance.

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.



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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.

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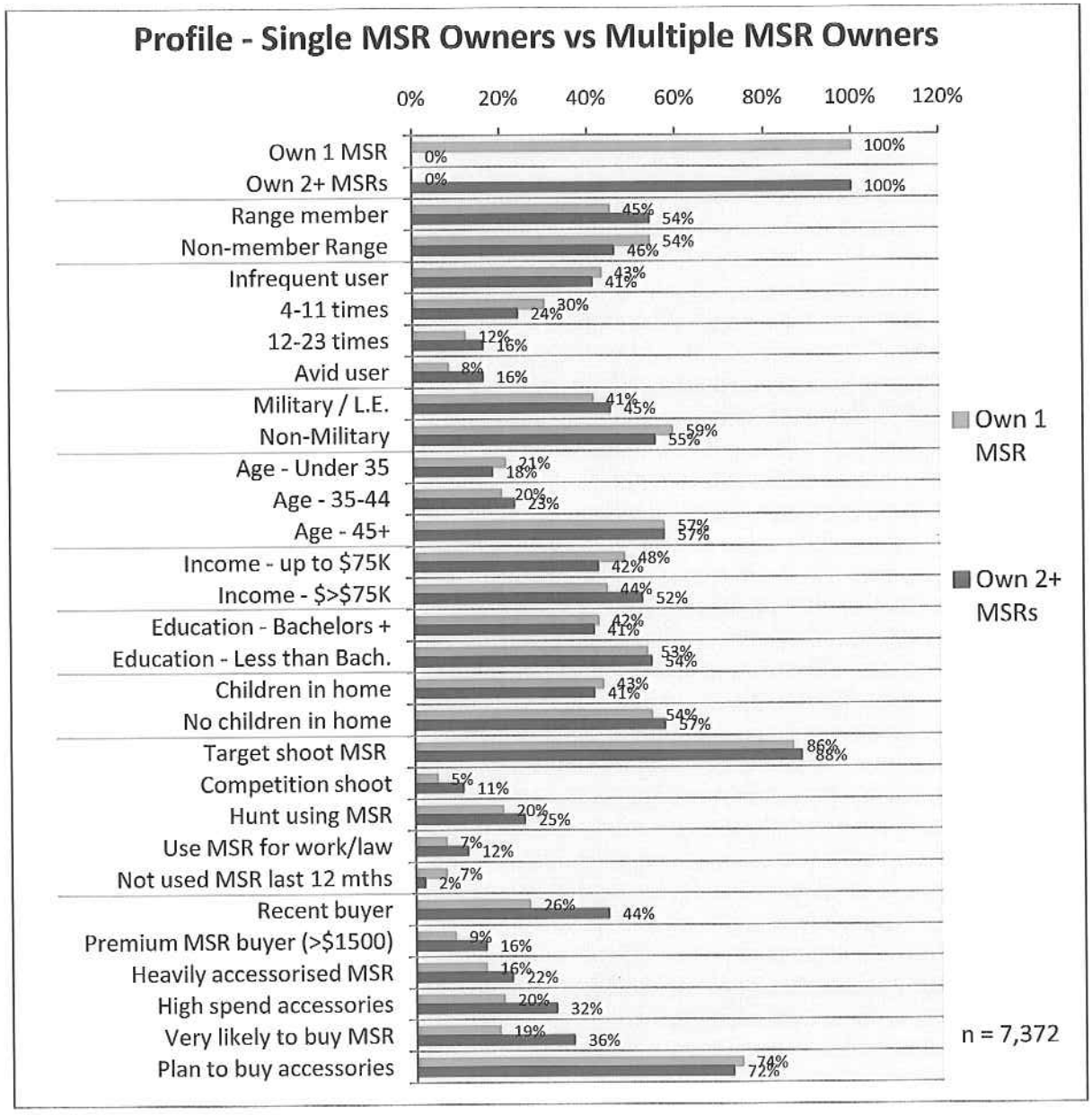
9 PROFILES

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

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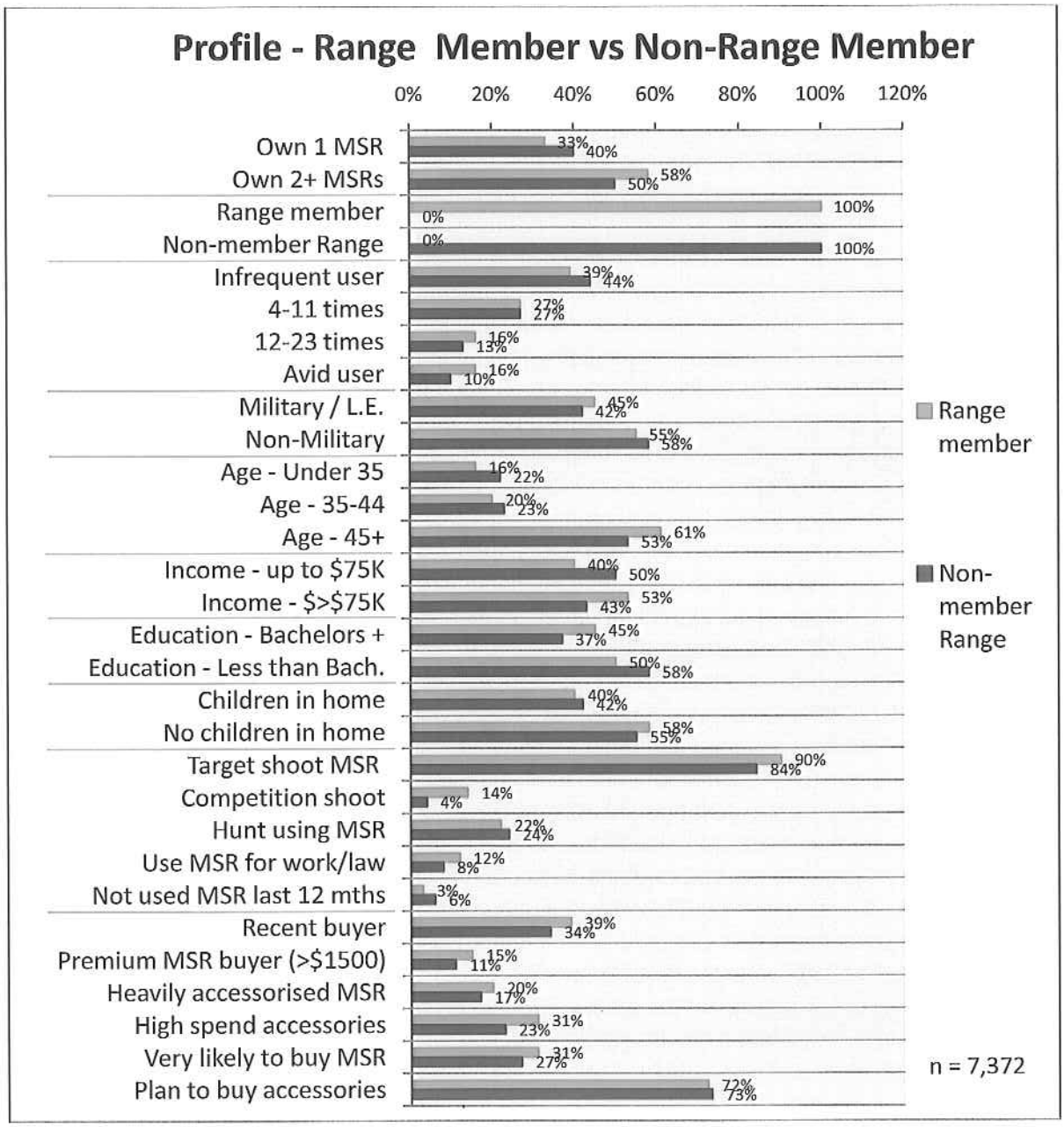
9.2 Range Member vs Non-Range Member



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

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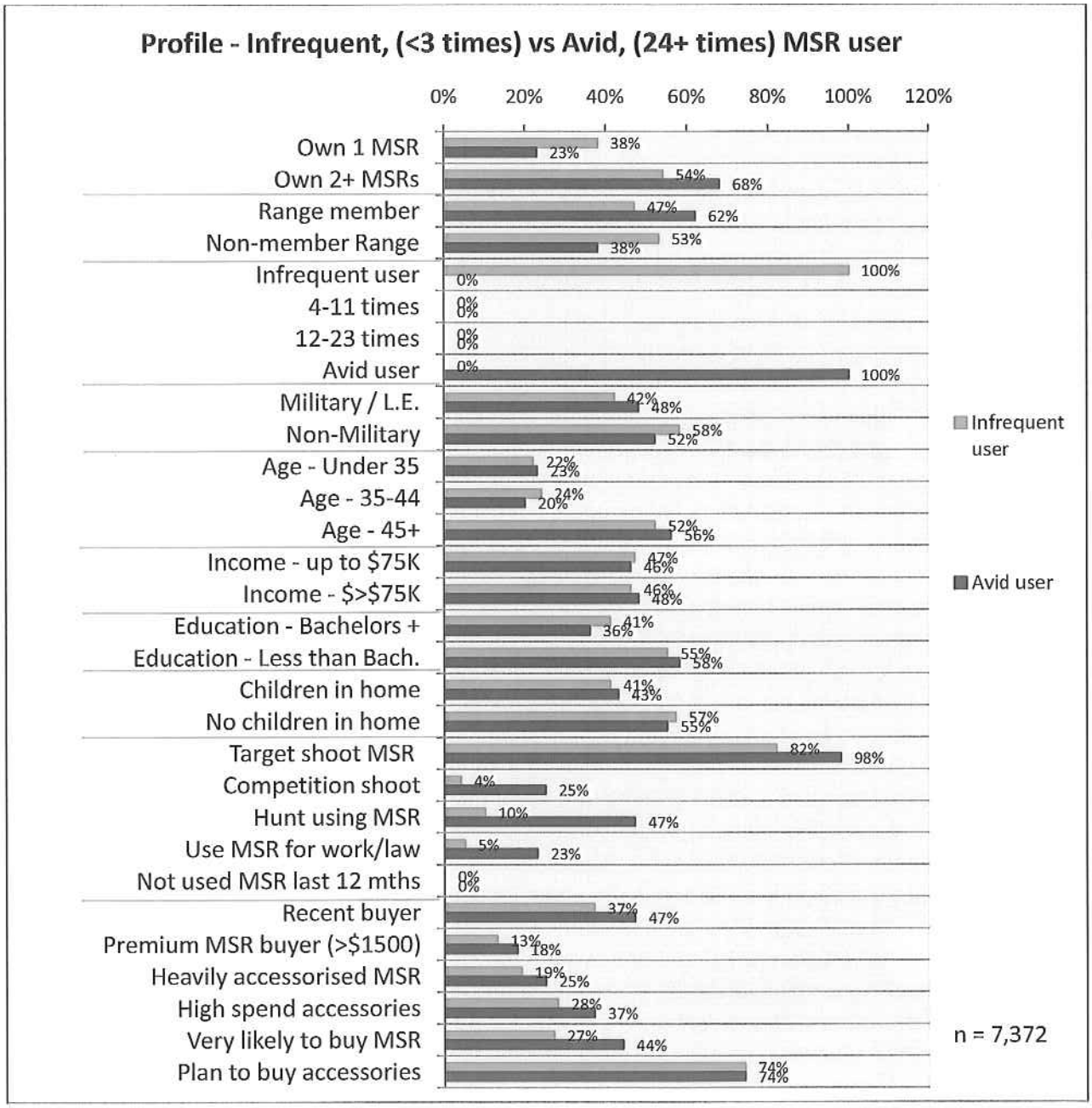
9.3 Infrequent MSR User vs Avid User



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

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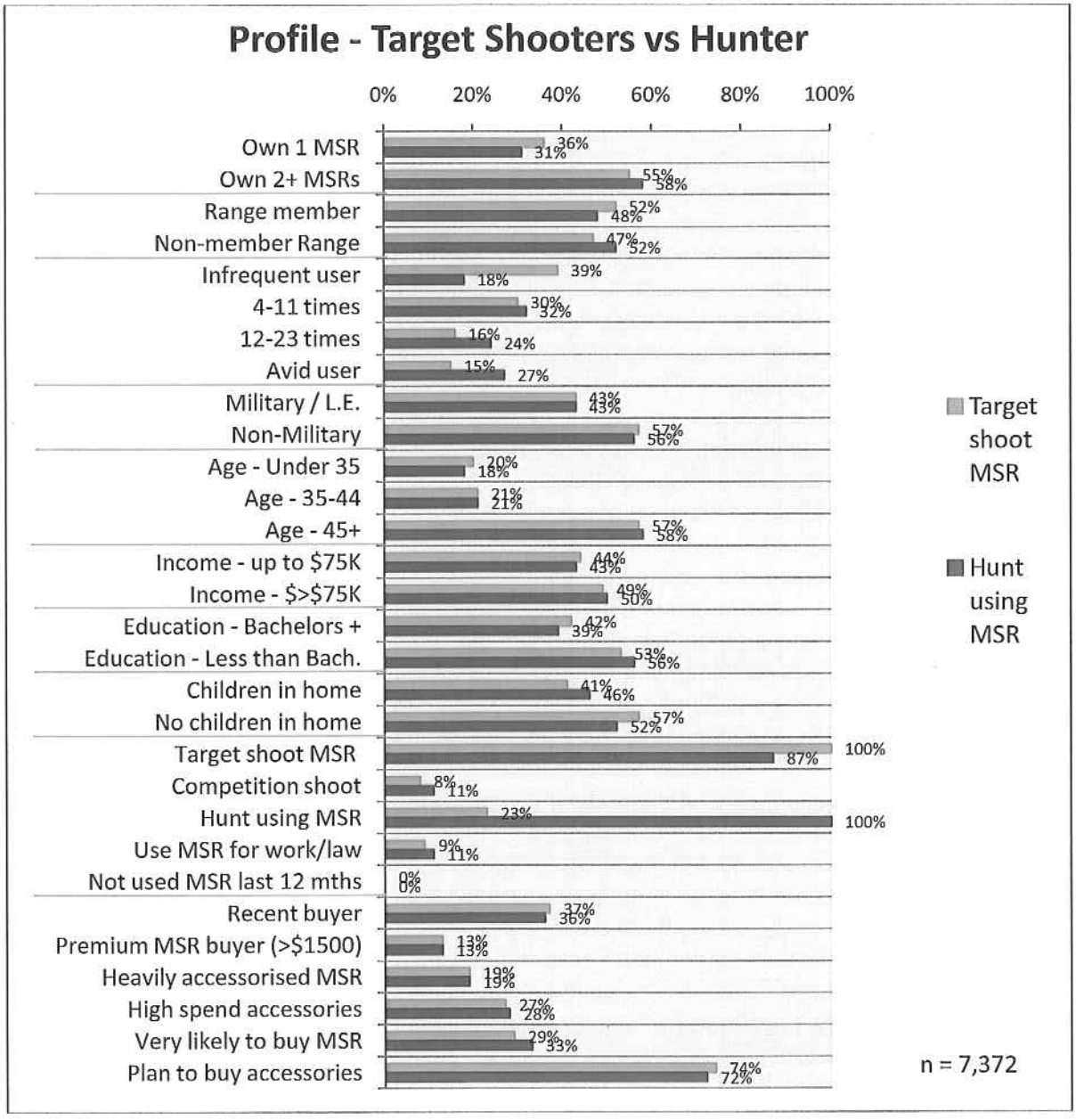
9.4 Target Shooters vs Hunters



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

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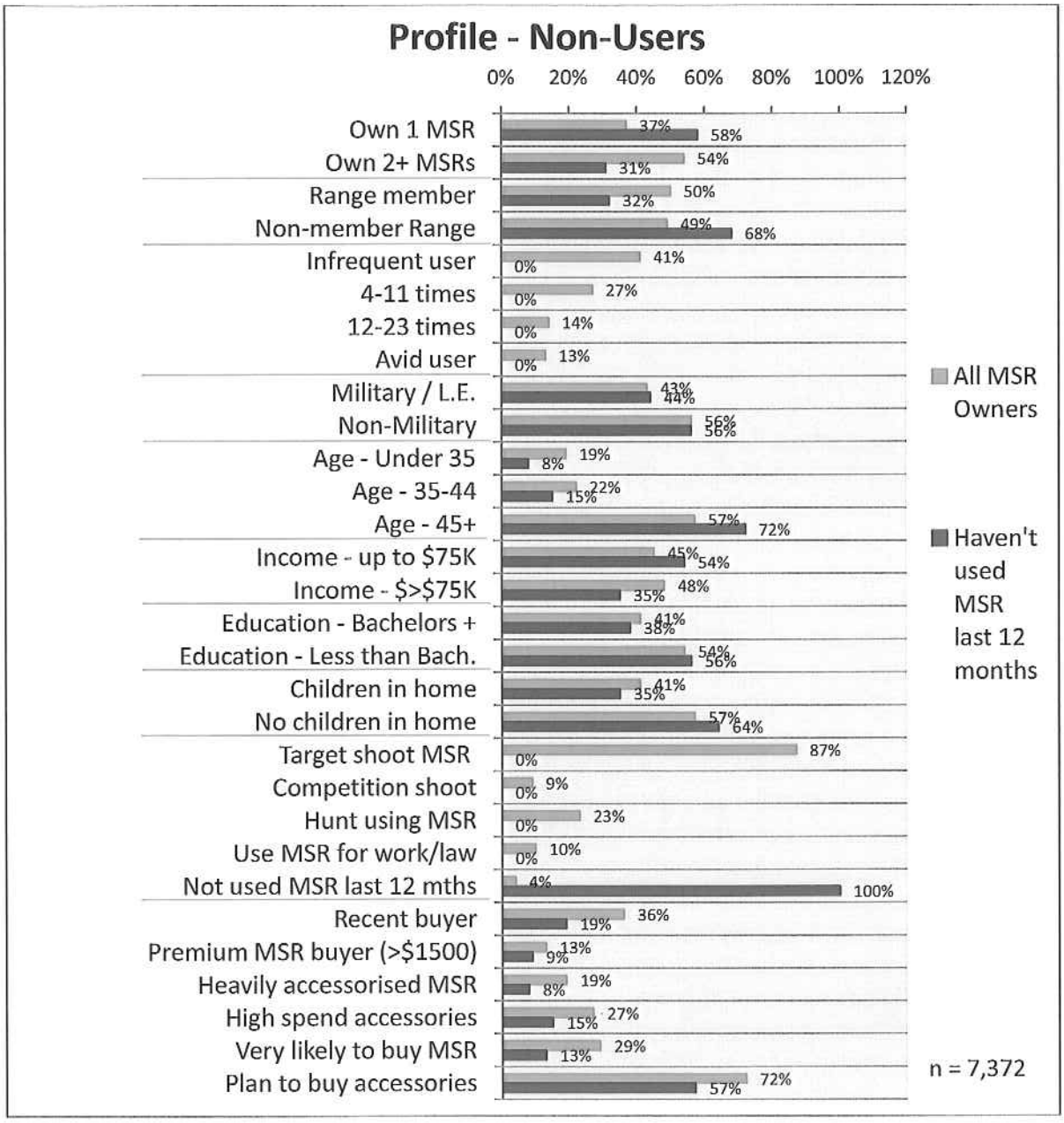
9.5 Owners who don't use their MSRs



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

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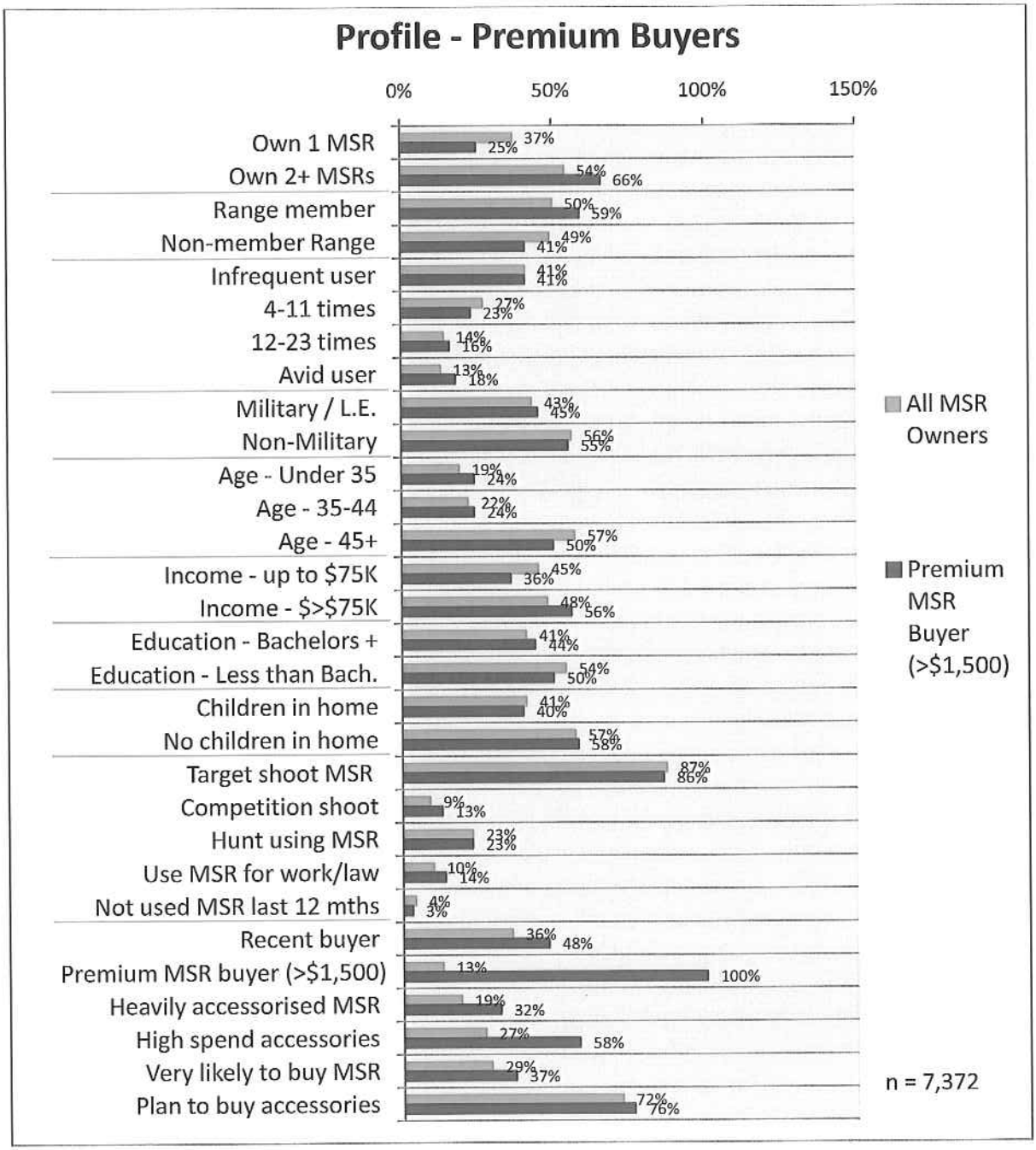
EXHIBIT B
(3 of 3)

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

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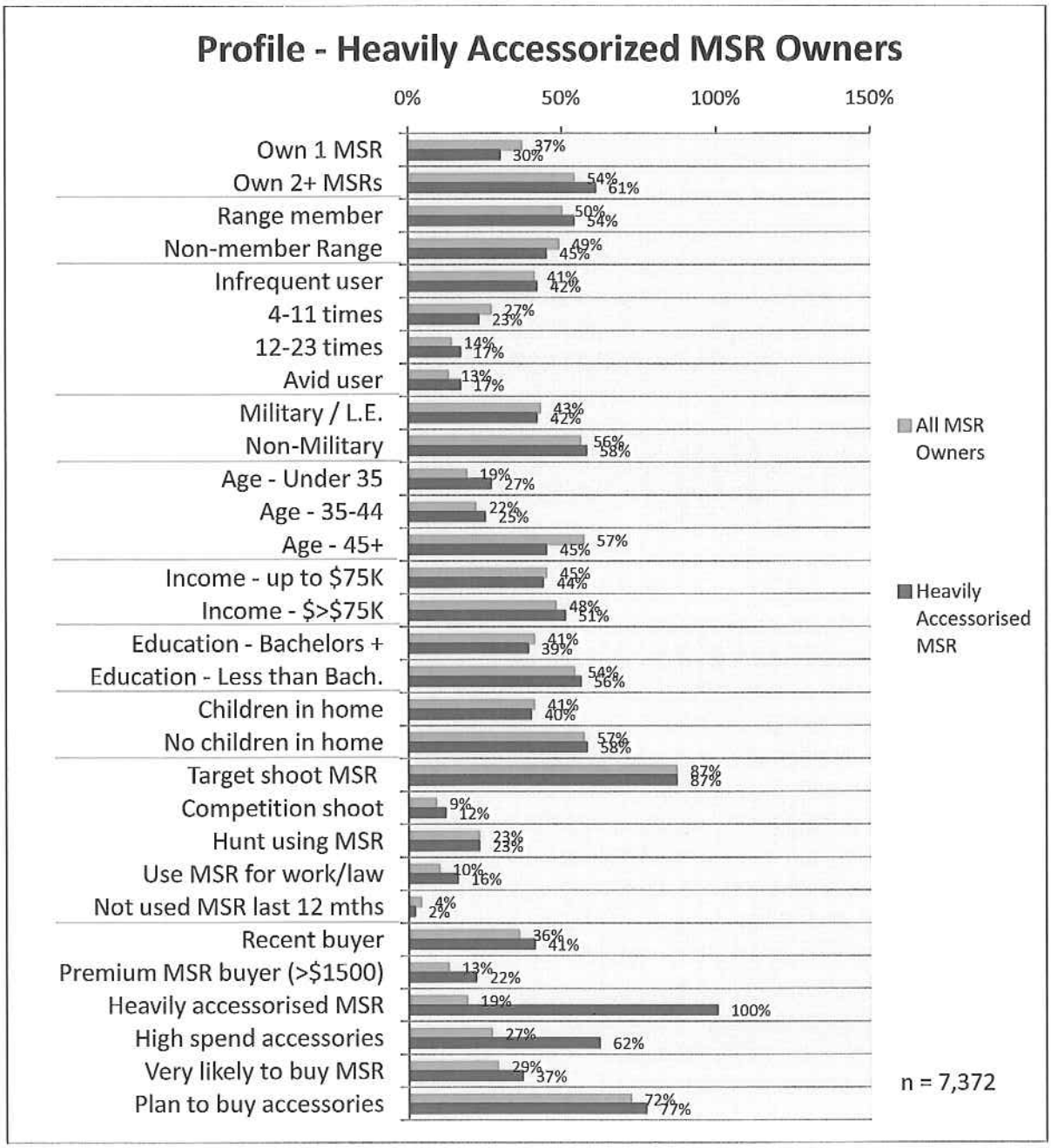
9.7 Owners of Heavily Accessorized MSRs



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

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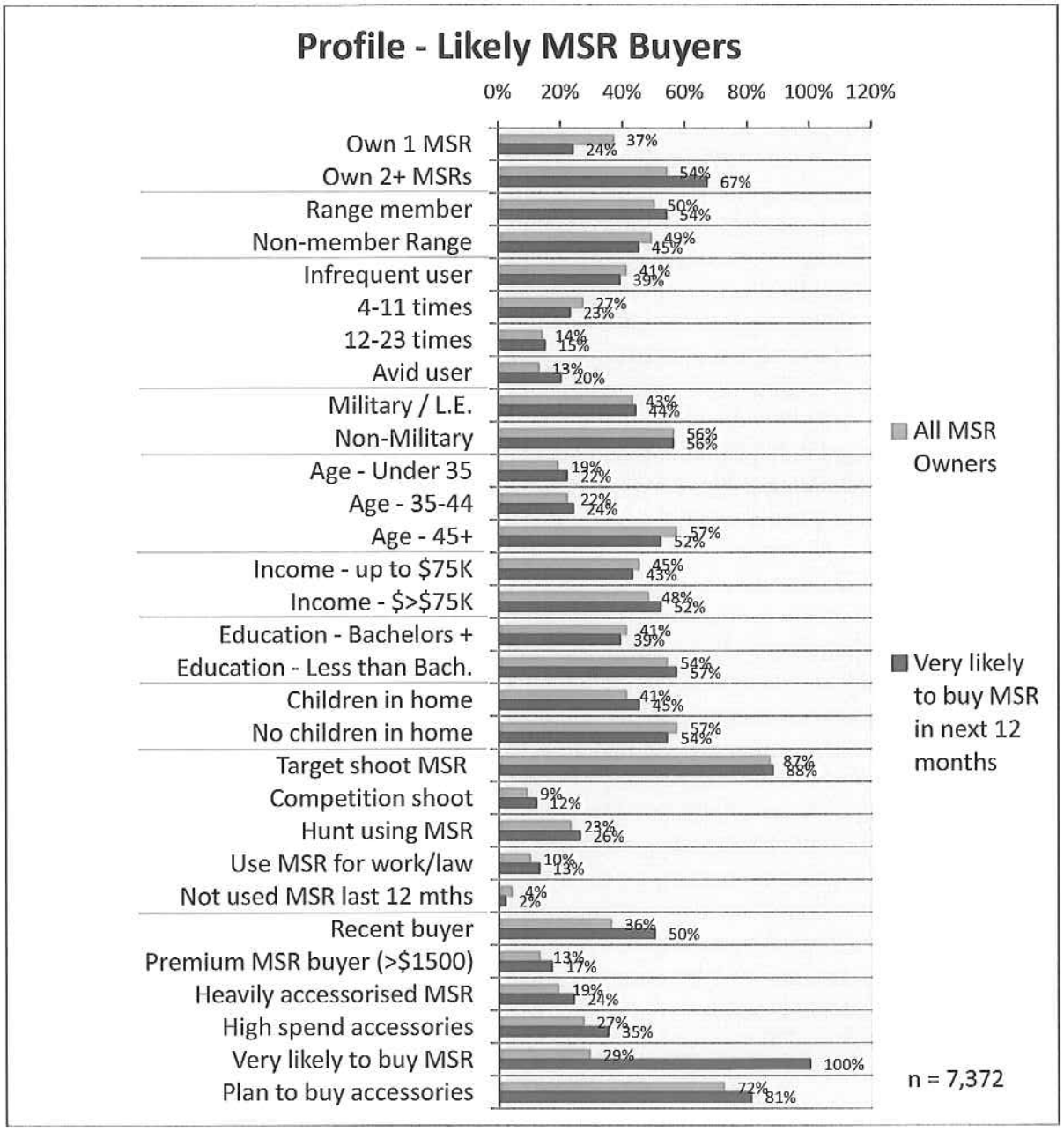
9.8 Likely MSR Buyers



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

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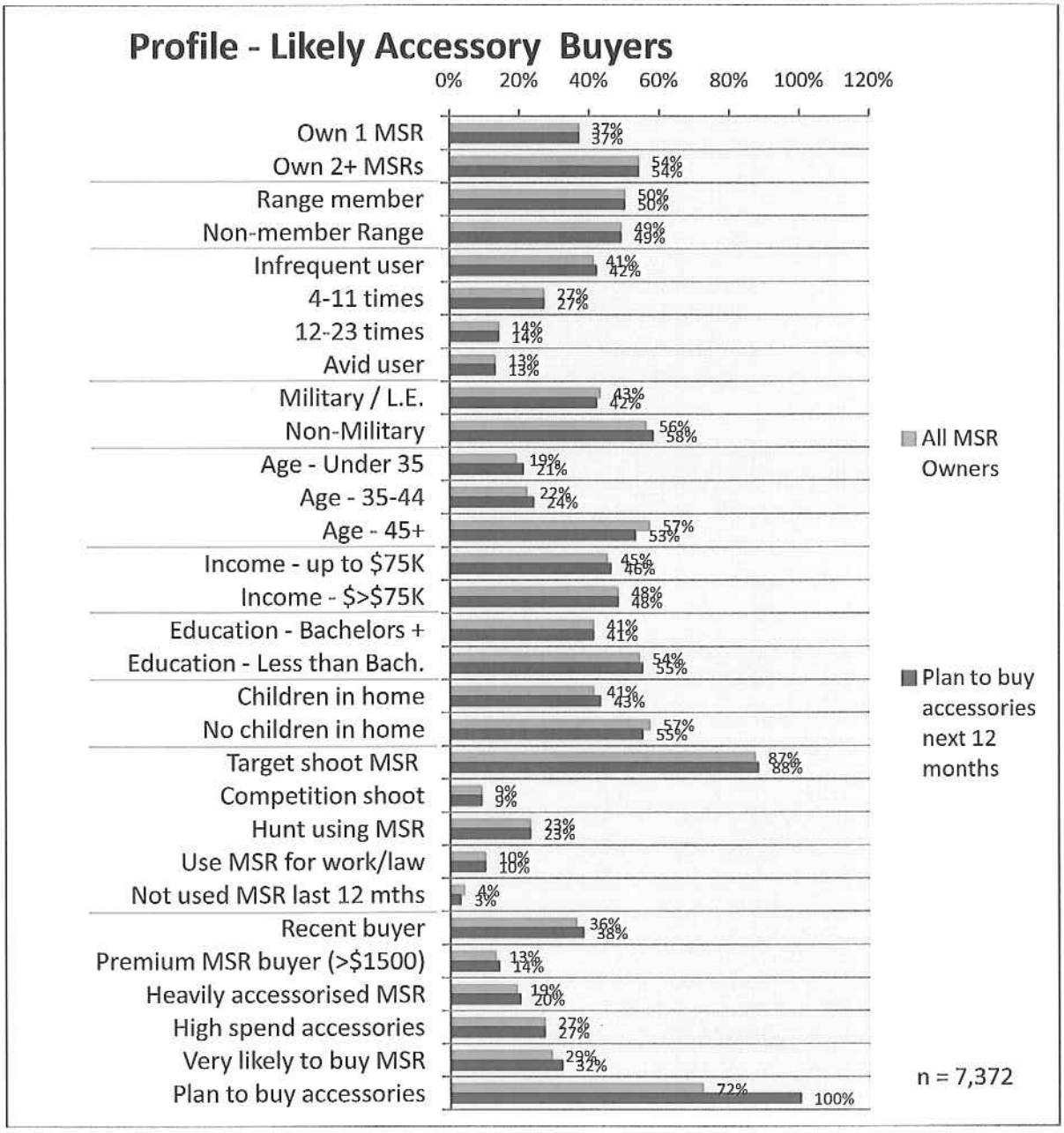
9.9 Likely Accessory Buyers



- 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

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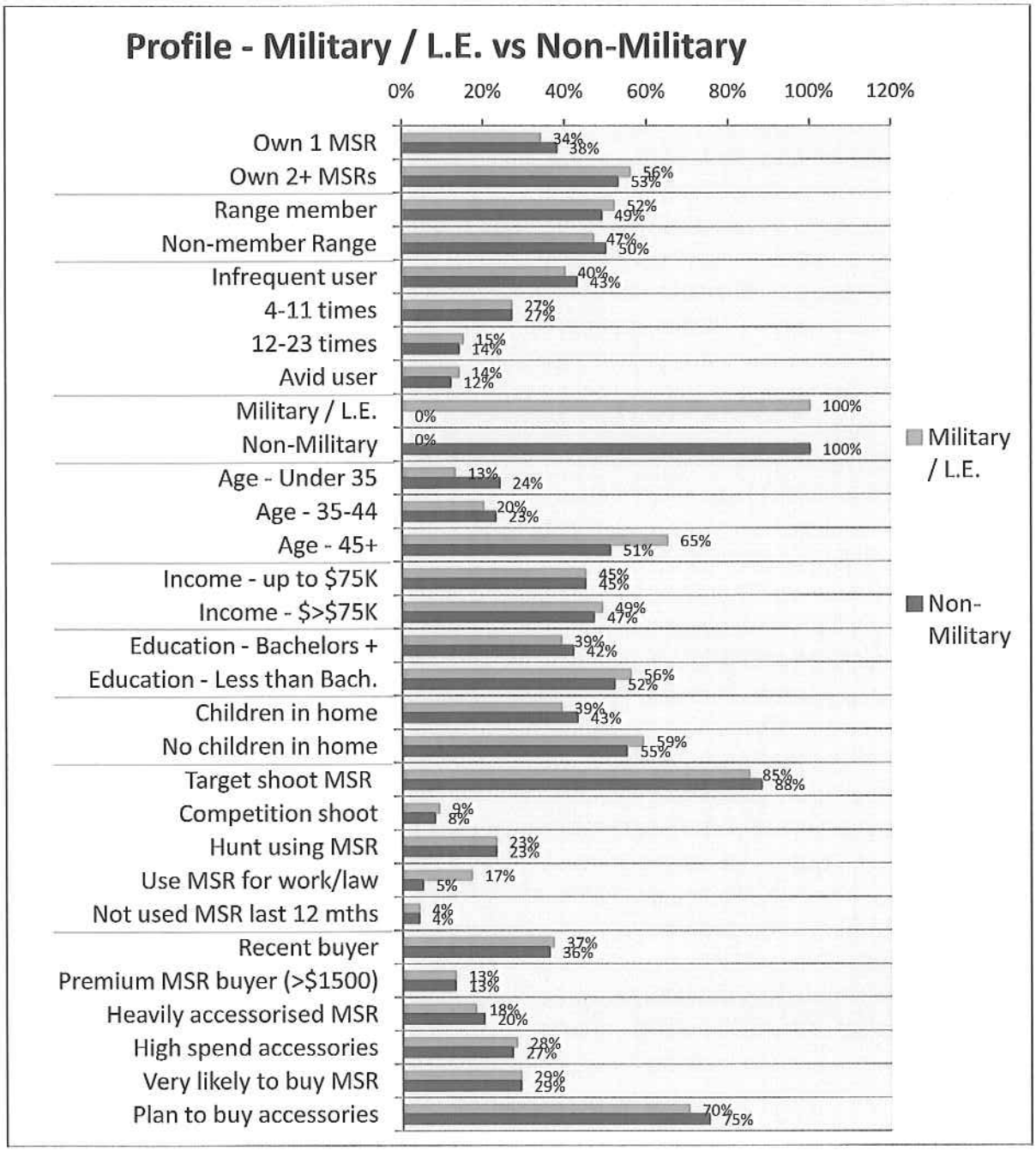
9.10 Military vs Non-Military



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

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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

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10 CLUSTER ANALYSIS/MARKET SEGMENTATION

Explanation of Cluster Analysis/Market Segmentation Analysis

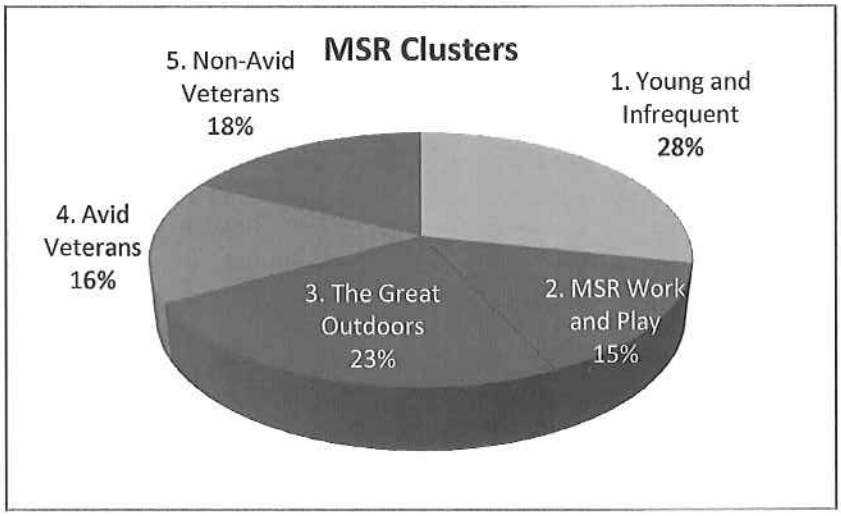
A Cluster Analysis or Market Segmentation is a concept that was developed to help marketers identify specific consumer groups based on a specific set and sub-set of demographic and specific product usage patterns. Market segmentation means dividing the market into distinct groups of individual segments 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

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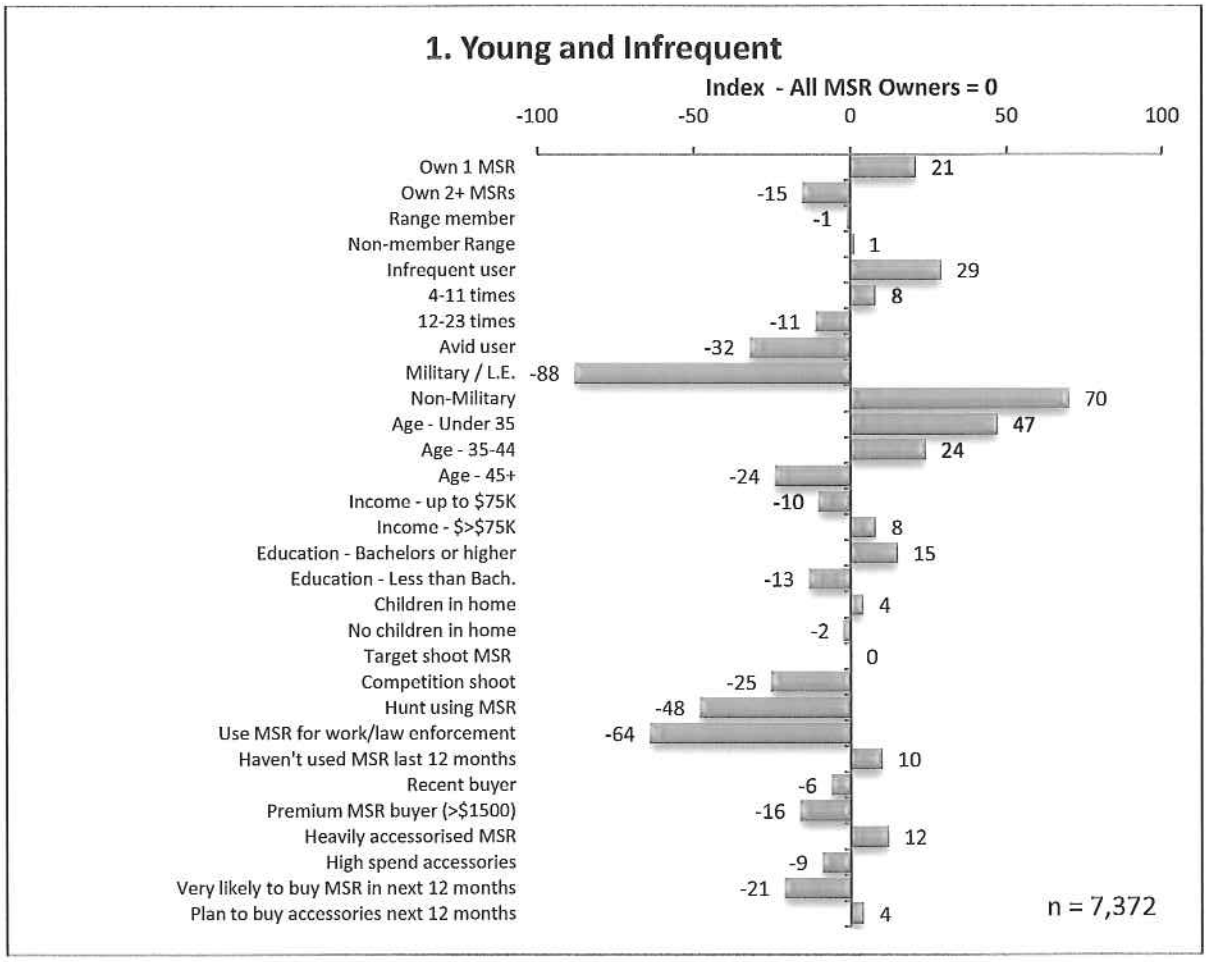
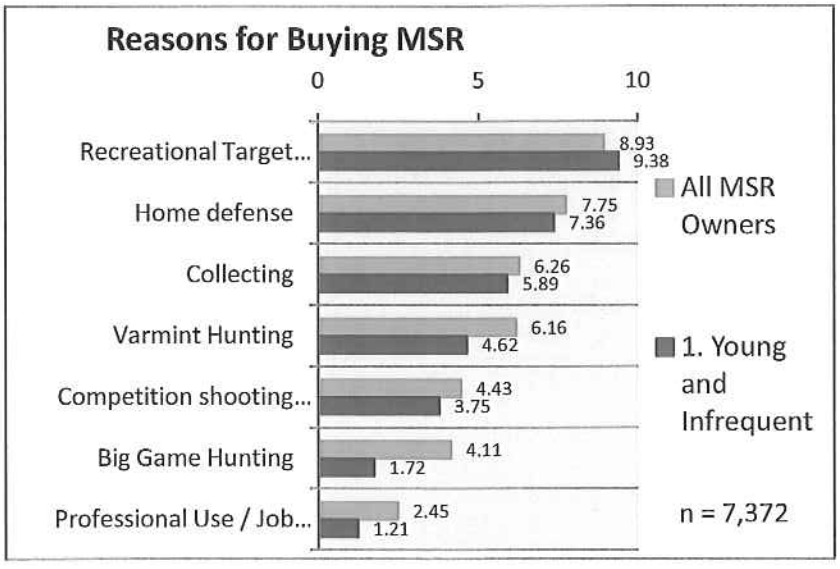
10.1 Cluster 1 - Young and Infrequent



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.



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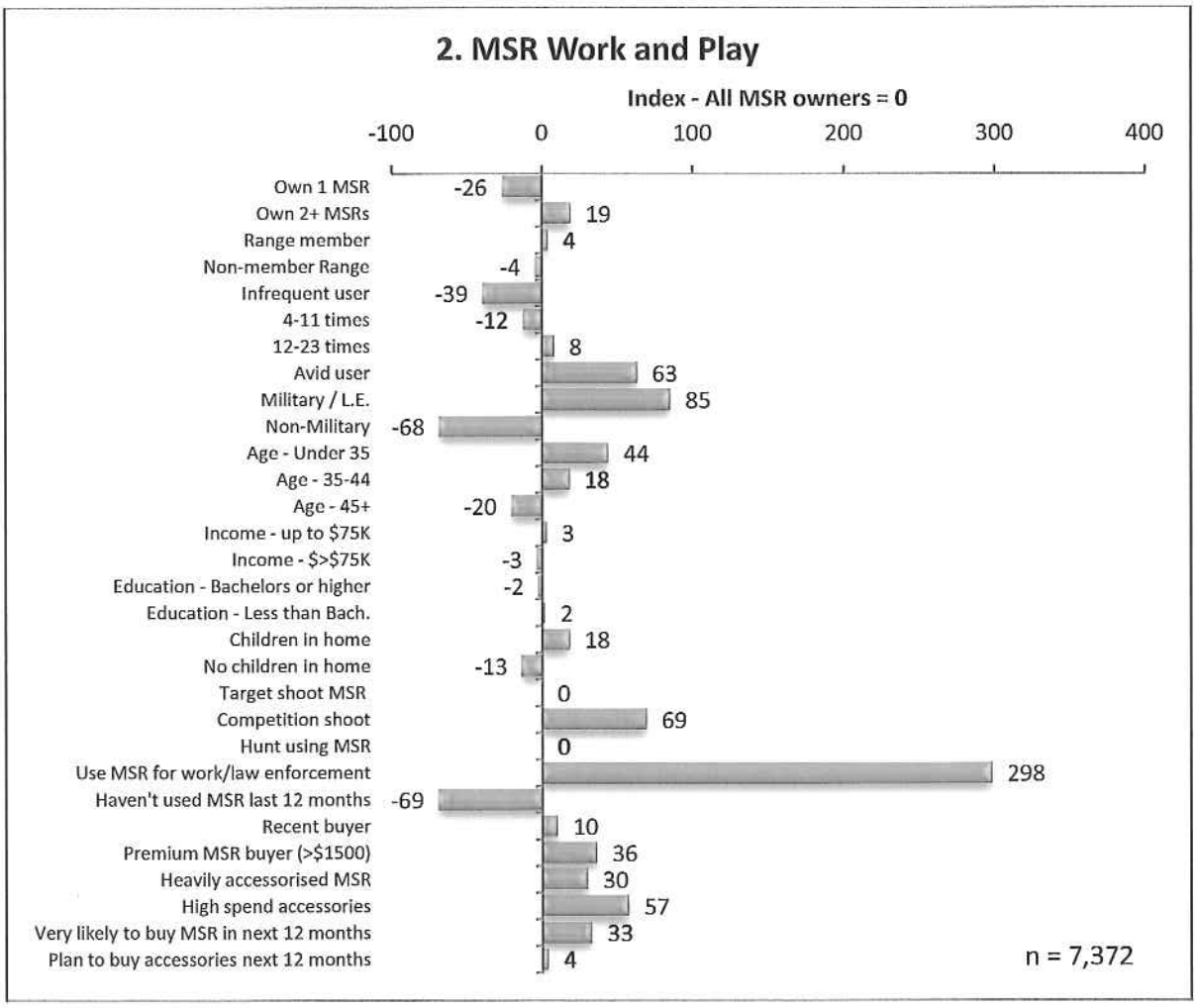
10.2 Cluster 2 – MSR Work and Play



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.

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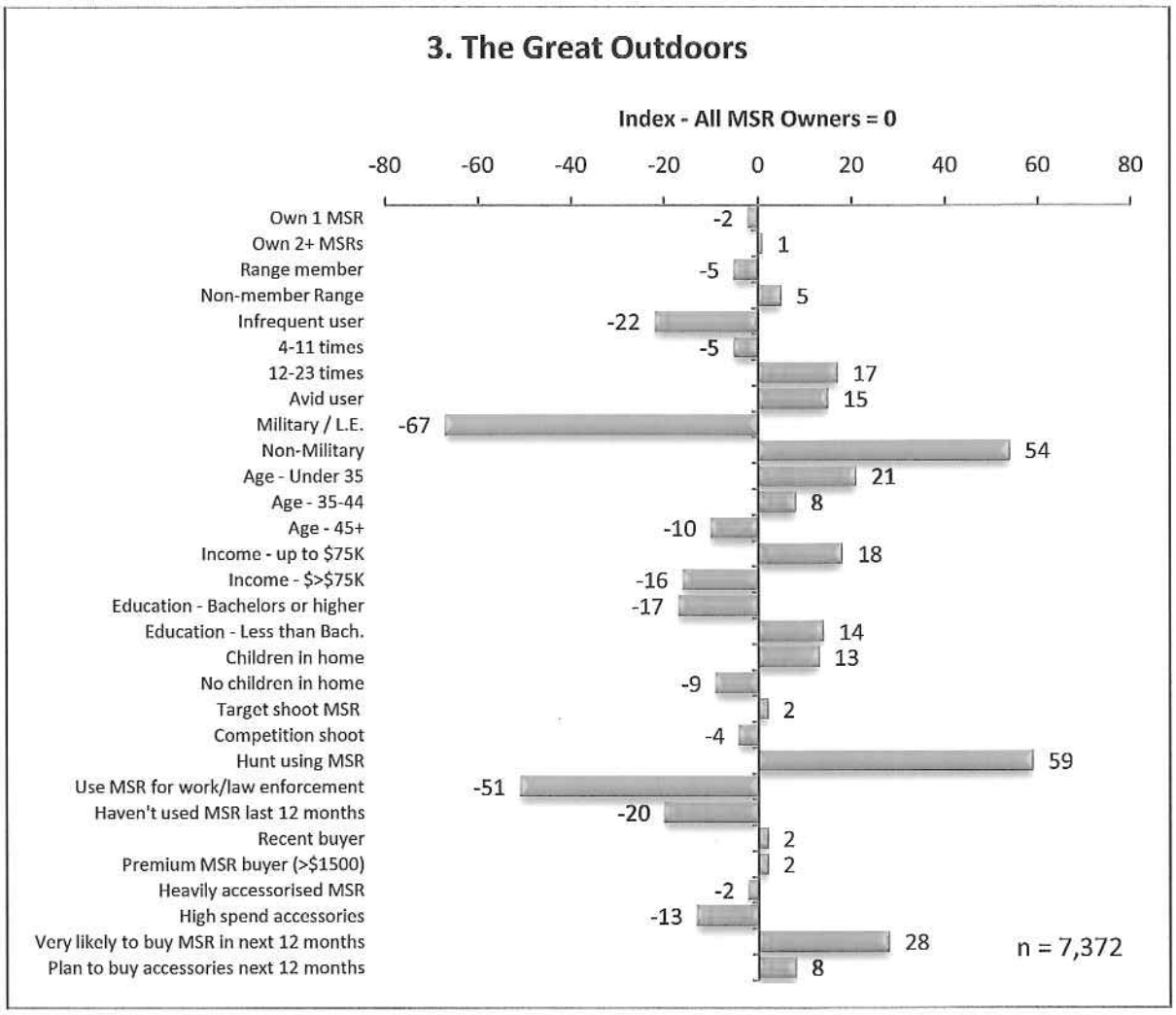
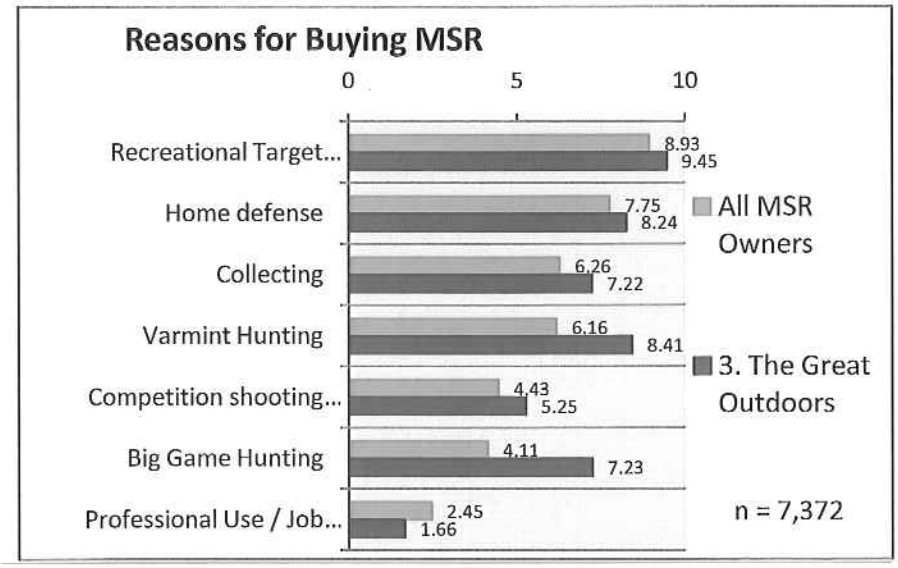
10.3 Cluster 3 – The Great Outdoors



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.



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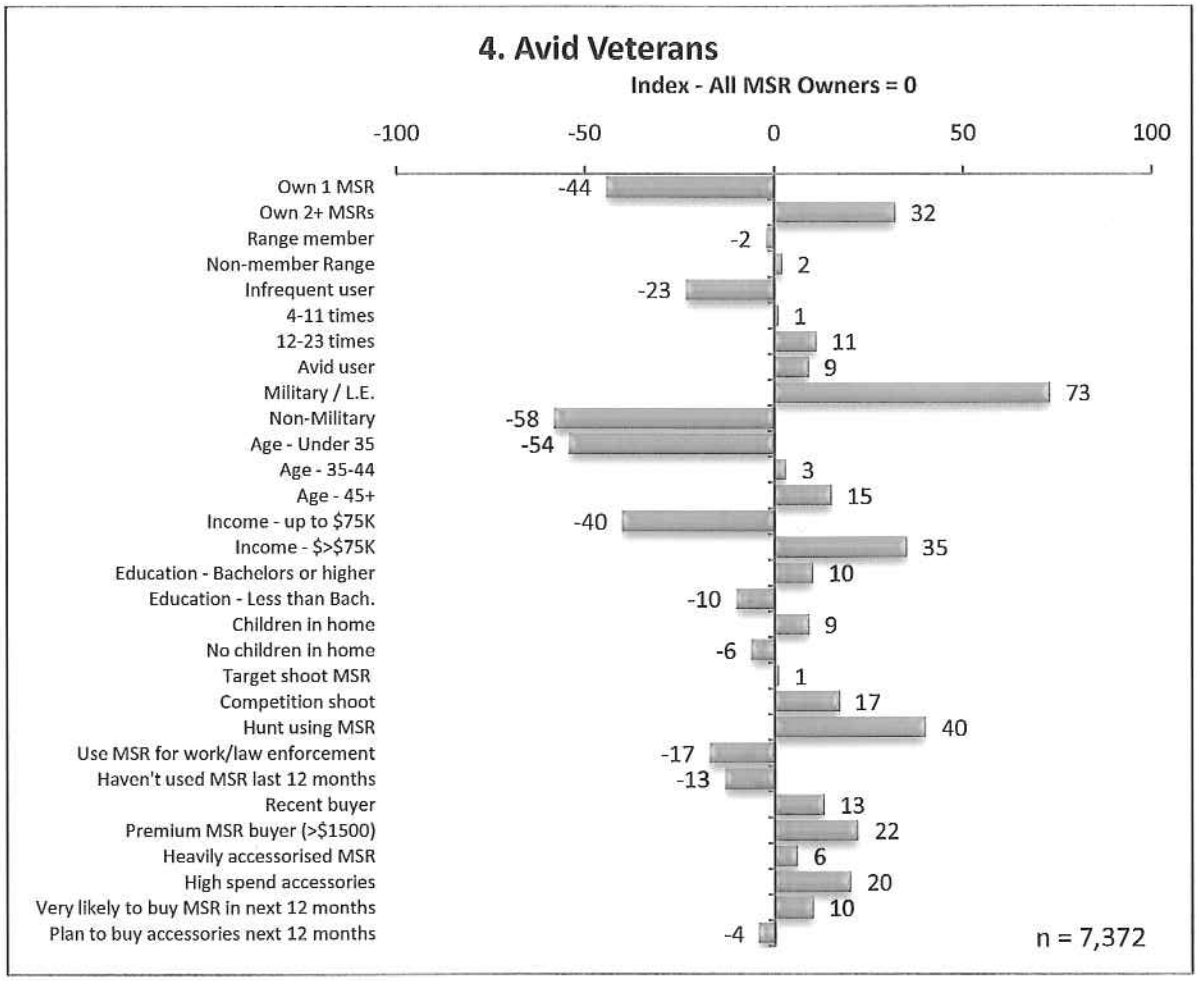
10.4 Cluster 4 – Avid Veterans



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

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

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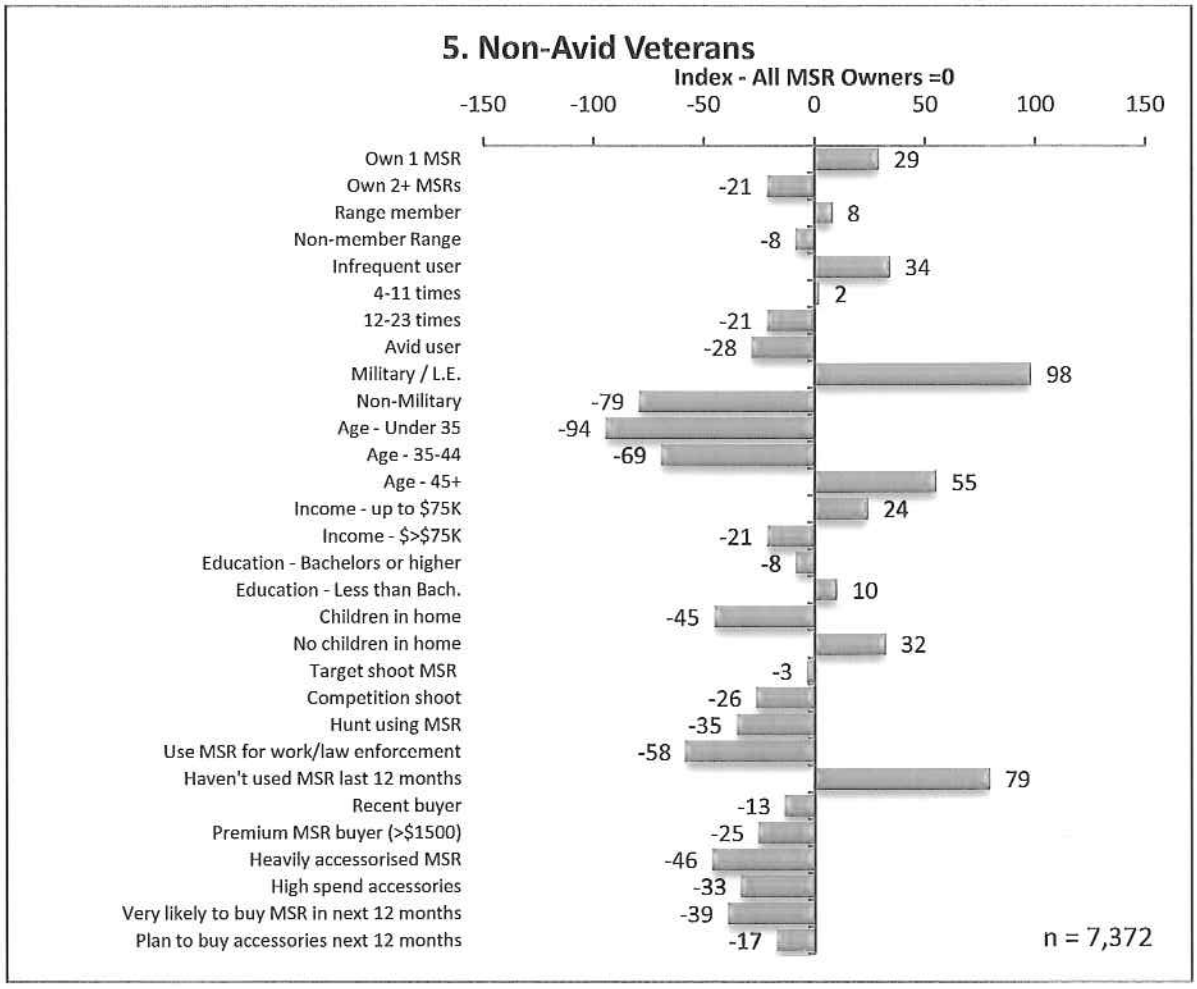
10.5 Cluster 5 – Non-Avid Veterans



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

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11 CROSS-TABULATIONS

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

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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%	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%	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%	12%	11%	12%	11%	12%	12%	12%
2009	18%	27%	18%	7%	17%	18%	17%	20%	19%	16%	13%	22%	16%	19%	22%	17%	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%	15%	16%	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%	5%	6%	6%	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	3205	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%	92%	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%	82%	82%	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%	83%	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%	26%	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%	15%	19%	15%	14%	16%	16%	16%	15%	16%	16%	15%
Family member	11%	10%	11%	12%	10%	12%	11%	11%	9%	13%	11%	11%	8%	14%	15%	11%	9%	11%	10%	13%	11%	10%	11%	11%	11%	12%	11%	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%	4%	7%	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
Yes	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%

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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	2970	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%	16%	15%	16%	15%	17%	18%	19%	17%	16%	13%	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%	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%
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%
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%
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%	3%	2%	2%	3%
2005 or earlier	12%	38%	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%	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%	5%	7%	7%	8%	6%	4%	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%
$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%
$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%
$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%
$2,500 - $3,500	2%	2%	1%	3%	2%	1%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%
$3,500+	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%	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%

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%
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%
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%
Received as gift	2%	3%	2%	1%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	2%	3%	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%	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%

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%
.308	8%	4%	8%	11%	8%	8%	7%	8%	8%	9%	8%	7%	9%	7%	5%	5%	7%	8%	8%	6%	7%	8%	9%	8%	7%	8%	7%	7%	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%
6.8	3%	1%	3%	4%	3%	2%	3%	2%	3%	4%	4%	2%	3%	3%	3%	3%	3%	2%	3%	2%	2%	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%	3%	2%	2%	2%	3%	3%	2%	1%	2%	3%	2%	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%	3%	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%	1%	0%	1%	0%	1%
9mm Para	1%	1%	1%	1%	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%
.450 Bushmaster	0%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	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%
.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%
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%
.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%
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%

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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	9.09	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	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	8.93
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
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
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	8.13
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	8.03	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
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
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
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	7.28	7.34	7.39	7.12	7.39	7.26
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
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	6.59	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
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
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
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
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
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
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	4.03	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
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
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	3.35	3.51	3.51	3.26	3.55	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	3720	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%	16%	11%	15%	17%	20%	21%	18%	17%	16%	14%	17%	16%	17%	15%	16%	17%
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%	20%	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	2328	3687	3587	3022	1953	1053	954	3101	3855	3186	4111	1380	1578	1873	1761	534	1317	1962	1946	1573	2993	3941	5286	1894	3012	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%	22%	21%	22%	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%
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%
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%

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%	12%	9%	11%	12%	14%	15%	13%	11%	12%	10%	12%	12%	12%	12%	11%	12%
$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%
$101 - $200	14%	16%	14%	11%	12%	15%	13%	16%	15%	10%	14%	13%	14%	14%	13%	13%	14%	15%	16%	16%	15%	12%	11%	14%	14%	14%	13%	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%	22%
$401 - $600	17%	15%	19%	18%	17%	17%	17%	17%	19%	20%	18%	18%	17%	17%	16%	18%	18%	18%	16%	14%	17%	18%	20%	18%	17%	18%	17%	18%	17%
$601 - $800	10%	8%	9%	12%	11%	9%	9%	9%	10%	13%	10%	10%	9%	10%	13%	11%	9%	8%	7%	8%	9%	11%	10%	9%	10%	10%	9%	10%	9%
$801 - $999	6%	4%	6%	7%	6%	5%	6%	4%	5%	8%	5%	6%	6%	5%	7%	7%	5%	5%	3%	4%	5%	6%	6%	6%	5%	5%	6%	5%	6%
$1,000 - $1,500	8%	5%	8%	11%	9%	6%	8%	6%	8%	12%	8%	8%	8%	7%	11%	9%	7%	6%	5%	7%	7%	7%	11%	8%	8%	7%	10%	7%	8%
$1,501 - $2,000	3%	2%	2%	4%	3%	2%	4%	2%	2%	3%	3%	3%	3%	3%	5%	3%	2%	2%	3%	2%	2%	3%	4%	3%	2%	2%	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%	2%	1%	1%	1%	1%	1%	1%
$2,501 - $3,000	0%	0%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%
$3,000+	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%
	72%	79%	74%	68%	68%	76%	72%	77%	71%	62%	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%	26%	37%	32%	24%	22%	19%	22%	25%	28%	35%	27%	26%	25%	31%	26%	27%

Q3.12 Primary & Secondary Optics

		# 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
	7302	2672	1643	2319	3695	3575	3029	1960	1053	952	3108	3862	3180	4114	1382	1583	1862	1765	533	1312	1969	1941	1577	2996	3934	5283	1895	3007	4151
Iron sights - primary	28%	34%	26%	24%	26%	31%	32%	28%	22%	20%	26%	29%	29%	28%	28%	28%	30%	29%	23%	34%	29%	28%	24%	29%	28%	28%	30%	29%	28%
Iron sights - secondary	41%	37%	41%	47%	44%	38%	42%	38%	44%	47%	40%	44%	42%	41%	51%	49%	39%	33%	31%	39%	40%	41%	46%	42%	40%	40%	44%	42%	41%
Scope - primary	42%	39%	44%	45%	43%	42%	38%	43%	49%	49%	48%	38%	42%	43%	36%	39%	44%	46%	52%	39%	43%	43%	44%	42%	44%	44%	39%	42%	42%
Scope - secondary	7%	8%	7%	6%	7%	8%	7%	8%	7%	6%	7%	7%	8%	7%	5%	6%	8%	9%	9%	7%	8%	7%	7%	7%	8%	7%	7%	7%	8%
Red dot - primary	29%	26%	31%	33%	31%	27%	32%	28%	28%	32%	27%	33%	29%	30%	38%	34%	27%	24%	22%	29%	29%	30%	33%	31%	28%	28%	33%	29%	30%
Red dot - secondary	9%	8%	9%	8%	10%	8%	8%	9%	10%	11%	9%	9%	9%	8%	7%	8%	10%	9%	9%	8%	9%	8%	10%	9%	8%	9%	8%	9%	8%
Laser designator - primary	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%	1%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%
Laser designator - secondary	7%	7%	8%	8%	7%	7%	6%	7%	9%	11%	7%	8%	7%	8%	7%	7%	8%	8%	5%	7%	6%	7%	9%	6%	8%	7%	8%	7%	7%
Don't know primary	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know secondary	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 Primary	3%	3%	4%	3%	3%	3%	3%	3%	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	3%	4%	3%	3%	3%	3%	4%	3%	3%	4%	3%
Other Secondary	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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Q3.13 What type of 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
	2646	975	611	810	1349	1289	506	969	569	501	1251	1287	1158	1485	360	512	736	733	256	415	751	722	567	1048	1461	1981	623	1085	1497
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%	23%	26%	22%	25%
3 - 9x power scope	37%	41%	36%	30%	34%	40%	41%	39%	35%	29%	32%	40%	36%	37%	34%	34%	38%	39%	36%	41%	36%	36%	35%	38%	37%	37%	37%	36%	37%
4 - 14x power scope	17%	16%	18%	18%	18%	16%	14%	16%	18%	22%	29%	15%	16%	17%	19%	17%	14%	19%	17%	14%	17%	17%	18%	17%	17%	17%	15%	18%	16%
6 - 20x + power scope	14%	12%	14%	18%	16%	13%	10%	15%	15%	17%	17%	12%	13%	15%	13%	14%	15%	14%	18%	12%	14%	16%	16%	12%	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%	1%
Other	8%	6%	10%	8%	8%	7%	7%	7%	9%	8%	9%	6%	7%	8%	8%	9%	8%	7%	5%	7%	9%	7%	7%	8%	8%	8%	7%	8%	7%

Q3.14 Which magazine capacity do you use the most in 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
	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%	8%	8%	6%	7%	7%
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%	13%	12%	13%
15 round capacity	4%	4%	4%	3%	4%	3%	4%	3%	3%	3%	4%	3%	3%	4%	3%	2%	4%	5%	5%	3%	3%	3%	4%	4%	3%	4%	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%	27%
30+ round capacity	32%	36%	30%	30%	31%	34%	19%	44%	42%	42%	26%	37%	33%	32%	38%	37%	31%	28%	24%	34%	33%	33%	31%	34%	31%	32%	35%	34%	32%
Other	17%	16%	16%	20%	17%	18%	37%	3%	3%	3%	16%	19%	16%	18%	29%	22%	14%	11%	8%	21%	17%	17%	16%	16%	18%	16%	21%	18%	17%

Q3.15 What type of stock is 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
	7201	2650	1612	2290	3635	3537	2982	1934	1029	941	3056	3805	3132	4061	1364	1564	1848	1737	520	1299	1946	1911	1548	2942	3895	5208	1869	2971	4088
Collapsible / Folding	59%	59%	59%	61%	59%	60%	62%	58%	59%	58%	54%	65%	58%	60%	68%	66%	58%	51%	48%	60%	57%	62%	60%	61%	58%	59%	62%	62%	57%
Fixed	35%	37%	36%	31%	35%	36%	33%	37%	35%	32%	39%	31%	36%	35%	26%	29%	37%	44%	47%	35%	39%	34%	33%	34%	36%	36%	33%	32%	38%
Precision	4%	3%	4%	6%	5%	3%	3%	3%	5%	8%	6%	3%	4%	4%	5%	4%	4%	4%	3%	4%	3%	4%	6%	4%	4%	4%	4%	4%	4%
Other	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%

Q3.16 What type of upper receiver is 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
	7182	2646	1608	2289	3626	3527	2971	1928	1034	941	3049	3799	3127	4048	1359	1560	1848	1731	514	1293	1948	1907	1543	2942	3877	5199	1862	2969	4071
Flat top	67%	60%	68%	74%	68%	65%	67%	65%	69%	72%	68%	67%	63%	69%	74%	70%	65%	62%	62%	63%	66%	67%	71%	68%	66%	66%	68%	68%	66%
Removable carry handle (A3)	16%	18%	15%	13%	16%	16%	15%	17%	16%	14%	14%	17%	17%	14%	15%	15%	16%	16%	16%	16%	15%	16%	15%	16%	16%	16%	15%	15%	16%
Fixed carrying handle (A1 or A2)	15%	20%	15%	10%	14%	17%	15%	16%	13%	10%	16%	14%	17%	14%	8%	13%	17%	19%	19%	17%	17%	15%	11%	15%	16%	16%	13%	15%	15%
Other	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	3%	4%	2%	2%	2%	2%	3%	2%	3%	2%	3%

Q3.17 What type of hand guard is 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
	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	28%	32%	28%	24%	26%	31%	31%	30%	23%	15%	28%	28%	29%	28%	23%	28%	31%	29%	32%	33%	29%	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%	2%	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%

Q3.18 What type of finish color 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
	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%	82%	84%	82%	84%	83%
Flat Dark Earth (FDE)	5%	3%	4%	7%	5%	4%	5%	4%	4%	5%	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%	4%	3%	3%	4%	4%	4%	4%	3%	3%	3%	4%	4%	3%	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%
Wood grain	2%	2%	2%	1%	1%	3%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	3%	4%	4%	2%	1%	1%	1%	2%	2%	2%	1%	2%
Custom	2%	1%	1%	2%	2%	2%	1%	1%	1%	4%	2%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
Other	2%	3%	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%

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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	3692	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%	55%	63%	61%
Non-threaded / crowned	25%	28%	25%	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%	2%	3%	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
	6878	2474	1549	2224	3473	3376	2849	1835	950	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%	13%	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	1984	1056	955	3119	3872	3196	4131	1387	1584	1881	1771	536	1322	1981	1947	1576	3006	3962	5306	1904	3021	4169
11 ½"	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%
14 ½"	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%	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	3042	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%	18%	19%	23%	20%	20%	20%	21%	19%	21%
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%	13%	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	6.09	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	1512	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%	15%	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%	35%	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	3972
Currently own	68%	56%	70%	82%	71%	66%	65%	66%	76%	81%	77%	63%	69%	68%	58%	66%	70%	74%	77%	63%	68%	70%	71%	66%	70%	69%	66%	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%	14%	14%	18%	15%	15%	18%	15%	17%

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Q4.1e 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
	6650	2353	1473	2131	3336	3186	2715	1749	925	884	2823	3431	2822	3723	1296	1471	1651	1527	444	1180	1771	1724	1425	2715	3504	4707	1735	2719	3703
Currently own	52%	40%	53%	64%	55%	43%	48%	51%	60%	60%	65%	42%	56%	49%	32%	46%	57%	62%	72%	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%	19%	25%	22%	17%	13%	7%	19%	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	854	862	2722	3317	2730	3583	1271	1434	1598	1453	413	1332	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%	25%	22%	22%	22%	24%	23%	24%	26%	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	3493	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%	78%	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	2267	3393	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
	6309	2297	1417	2035	3184	3095	2631	1663	897	854	2660	3369	2716	3585	1308	1455	1593	1425	383	1157	1705	1670	1354	2631	3366	4498	1704	2658	3528
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%	12%	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%	42%	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%	42%	39%	42%	41%	39%
Plan to buy in next 12 mths.	15%	17%	16%	12%	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	1729	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%	15%	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%	59%	58%	52%	49%	57%	56%	57%	57%	61%	59%	53%	53%	61%	59%	59%	56%	51%	60%	55%	57%	57%	57%	57%

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Q4.1k Rolled 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	1506	415	1194	1761	1746	1412	2722	3513	4702	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%	15%	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%	28%	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	885	2734	3432	2734	3703	1324	1482	1642	1457	389	1184	1718	1711	1390	2682	3444	4598	1739	2706	3611
Currently own	39%	25%	38%	57%	42%	37%	41%	33%	43%	51%	42%	39%	41%	38%	48%	45%	36%	33%	26%	37%	38%	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
	5635	2394	1501	2157	3342	3265	2752	1761	952	887	2822	3526	2855	3723	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%	59%	59%	64%	62%	59%	56%	60%	64%	63%	59%	62%	63%	61%	62%	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%	85%	74%	67%	70%	68%	75%	77%	75%	68%	74%	68%	65%	72%	71%	73%	73%	67%	68%	71%	76%	71%	70%	71%	70%	70%	72%
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%	15%	34%	48%	38%	28%	30%	29%	39%	43%	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%	27%	24%	24%	23%	23%	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
	6582	2365	1472	2142	3348	3187	2743	1740	931	879	2795	3480	2812	3744	1339	1498	1677	1492	408	1206	1753	1755	1412	2727	3515	4703	1754	2747	3691
Currently own	59%	49%	60%	73%	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%	31%	24%	26%	32%	36%	44%	32%	32%	29%	28%	31%	30%	31%	29%	30%	31%

Q4.1q Sound Suppersor

		# 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%	83%	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	2612	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%	80%	82%	81%	77%	79%	83%	81%	82%	80%	76%	81%	79%	80%	79%	79%	80%

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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	8.98	8.82	8.65	8.80	8.90	8.97	8.96	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	5.40	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	6.37	6.58	7.01	6.82	5.86	6.12	6.31	6.25	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	3.93	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	5178	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	1542	1803	1675	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%
	28%	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	1532	1789	1666	483	1230	1885	1874	1527	2873	3767	5067	1801	2908	3939
More	34%	37%	34%	31%	32%	33%	36%	37%	31%	36%	32%	35%	36%	33%	33%	33%	35%	33%	36%	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%	82%	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	3795	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%
Target shoot at Private range	44%	40%	44%	48%	61%	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%
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%	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%	22%	18%	20%	20%	17%	22%	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%
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%	7%	9%
While at work	5%	4%	5%	7%	5%	5%	2%	5%	9%	11%	5%	5%	11%	1%	6%	7%	5%	3%	2%	3%	5%	6%	6%	5%	5%	6%	4%	5%	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%
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%
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%

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%	16.8%	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%

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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	3625	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%	5%	4%	4%	5%	7%	6%	7%	7%	5%	6%	7%	6%	7%	6%	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%	2%	2%
51 - 100	5%	7%	4%	3%	4%	6%	7%	5%	1%	1%	4%	6%	5%	4%	3%	5%	5%	6%	9%	6%	5%	4%	4%	5%	5%	5%	4%	4%	5%	5%
101 - 200	9%	12%	10%	6%	7%	12%	12%	11%	4%	2%	8%	10%	8%	10%	8%	8%	9%	10%	12%	9%	10%	9%	8%	10%	9%	10%	8%	9%	9%	9%
201 - 400	16%	18%	16%	13%	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%	8%	7%	7%	8%	8%	6%	7%	7%
801 - 1,000	12%	9%	13%	15%	13%	11%	10%	11%	17%	14%	13%	11%	12%	12%	13%	12%	14%	11%	11%	12%	12%	12%	13%	13%	13%	12%	12%	11%	12%
1,001 - 3,000	19%	12%	19%	27%	23%	16%	17%	13%	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%	1%	0%
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	1903	1887	1533	2891	3792	5099	1815	2921	3971
None	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	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%	13%	14%	13%	14%	13%	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%	9%	8%	8%	9%	10%	10%	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%	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%	5%	16%	7%	6%	7%	6%	9%	7%	6%	5%	4%	5%	7%	5%	8%	6%	7%	6%	7%	7%	6%
5,001 - 10,000	3%	1%	2%	5%	4%	2%	3%	1%	2%	8%	4%	2%	3%	2%	4%	4%	2%	2%	1%	3%	2%	3%	4%	3%	3%	3%	4%	3%	3%
10,001 +	1%	0%	0%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	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%	22%	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%	40%	41%	43%	40%	39%	32%	37%	37%	42%	45%	41%	40%	39%	42%	40%	40%
2000+	3%	1%	1%	5%	3%	2%	3%	2%	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%	48%	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	886	855	691	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%	8%	10%	10%	10%	13%	11%	10%	10%	14%	10%	11%
20%	8%	7%	7%	8%	7%	9%	8%	9%	7%	7%	8%	0%	8%	8%	7%	8%	9%	7%	8%	6%	8%	7%	10%	8%	8%	8%	7%	9%	7%
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%	5%	4%	0%	5%	4%	5%	5%	3%	4%	4%	5%	4%	5%	4%	5%	4%	4%	5%	5%	4%
50%	14%	16%	14%	13%	14%	14%	14%	14%	16%	15%	14%	0%	15%	14%	13%	14%	14%	16%	10%	13%	12%	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%
70%	7%	7%	6%	8%	8%	6%	8%	7%	7%	6%	7%	0%	8%	7%	8%	7%	7%	7%	3%	6%	8%	7%	7%	8%	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%	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%
100%	13%	15%	13%	12%	14%	11%	12%	11%	16%	16%	13%	0%	12%	14%	13%	11%	12%	13%	18%	17%	13%	11%	12%	10%	13%	13%	12%	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%

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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%	85%	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%	38%	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%	38%	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%	31%
Rifle Target Shooting - Other	32%	34%	33%	29%	34%	30%	27%	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%	32%	31%	29%	35%	38%	36%	39%	28%	31%	31%	28%	32%	33%	34%	24%	29%	31%	32%	31%	32%	30%	32%	33%	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%	33%	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%	13%	13%	13%	13%	14%	15%	15%	13%
Hunting Big Game - MSR	13%	8%	15%	16%	12%	14%	10%	13%	17%	22%	16%	12%	13%	13%	12%	13%	13%	12%	12%	12%	14%	13%	13%	12%	13%	14%	12%	12%	13%
Competition Shooting - Other	12%	10%	11%	13%	14%	9%	10%	10%	14%	16%	14%	10%	11%	12%	15%	11%	11%	10%	10%	11%	11%	11%	12%	13%	10%	11%	12%	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%	62%	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%	5%	6%	5%	5%
500 - 1,000 yards	2%	1%	1%	3%	2%	1%	1%	1%	2%	4%	3%	1%	2%	2%	2%	2%	2%	1%	1%	1%	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%	1%	2%	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	2259	2725	909	1077	1298	1211	379	886	1348	1349	1077	1957	2791	3613	1290	2045	2842
Alone	20%	19%	21%	21%	22%	18%	20%	20%	20%	23%	22%	18%	22%	19%	13%	19%	21%	24%	31%	20%	20%	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	1827	2764	2536	2080	1348	797	772	2500	2487	2403	2915	939	1130	1384	1316	423	976	1435	1420	1127	2086	2973	3842	1388	2561	3051
Yes	25%	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	75%	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
	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	7.48	6.54	7.27	7.61	7.92	8.31	8.00	7.69	7.91	7.44	8.20	7.45
Not enough free time	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	7.38	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
Cost of ammunition	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	5.10	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
Distance I must travel for a suitable place to shoot	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
Lack of ammunition available	3.45	3.76	3.42	3.15	3.19	3.71	3.54	3.49	3.29	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
No one to go with	3.35	3.59	3.41	3.05	2.78	3.93	3.33	3.33	3.24	2.85	2.85	3.83	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
Cost of range fees																													

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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	29%	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%	29%	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%	20%	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	1628	2309	3692	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%	78%	77%	72%	77%	71%	78%	70%	48%	78%	78%	82%	83%	44%	70%	85%	88%	76%	75%	100%	0%	92%	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	28%	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%	32%	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%	32%	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%	28%	30%	30%	28%	27%	29%	31%	27%	30%	28%	33%	29%	26%	31%	30%	0%	100%	0%	0%	22%	34%	28%	33%	28%	30%
$75,001 to $110,000	29%	28%	28%	30%	30%	27%	27%	32%	30%	29%	30%	28%	30%	27%	22%	31%	34%	28%	24%	0%	0%	100%	0%	31%	27%	33%	26%	33%	25%
$110,001+	23%	20%	25%	26%	27%	19%	23%	25%	25%	22%	23%	24%	22%	24%	13%	26%	27%	27%	21%	0%	0%	0%	100%	34%	14%	28%	13%	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	961	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%	42%	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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PROMOTE PROTECT PRESERVE

EXHIBIT C

IN THE UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF NEW YORK
Buffalo Division

NEW YORK STATE RIFLE AND PISTOL ASSOCIATION, INC., *et al.*,	:	
Plaintiffs.	:	
v.	:	Civil No.: 1:13-cv-00291
ANDREW M. CUOMO, *et al.*,	:	
Defendants.	:	

DECLARATION OF GUY ROSSI

I, Guy Rossi, do hereby swear or affirm:

I offer this declaration in support of a motion made by the plaintiffs in the above-referenced action that seeks a preliminary injunction enjoining the enforcement of the New York Secure Ammunition and Firearms Enforcement Act ("the Act"). This declaration is based upon my review of the Act, the Complaint filed by the plaintiffs herein, and my review of the plaintiff's motion for preliminary injunction. It is also based upon my thirty (30) years of experience in instructing and training law enforcement recruits, instructors, and supervisors for Monroe County and the surrounding regions.

I offer the following opinions under the penalties of perjury, and to a reasonable degree of firearms safety, firearms operations, and firearms training certainty.

I. EXPERIENCE & TRAINING

I am a retired Police Sergeant of the Rochester, New York Police Department. During my years on the force I specialized in patrol, recruit, field training and defensive tactics instruction. I have been a nationally recognized law enforcement trainer since 1982. My teachings in officer survival skills have been published in over two hundred (200) magazine articles and book chapters.

I have developed and trained recruits, instructors, and supervisors in firearms, defensive tactics, and justified use of force. I have developed and instructed hundreds of cognitive and psychomotor skill related programs, including New York State Penal Law Article 35 – Defense of Justification, Liability Issues for Police Supervisors, Firearms and Defensive Tactic Instructor Courses, Multimedia for Law Enforcement Trainers, and, most recently, a web-based learning program in Community College Citizen Preparedness for FEMA. The curriculum and training which I developed and instructed have been recognized on a international basis, and are based upon my career employment as a police officer and my extensive knowledge of firearms (including those characterized as "assault weapons" by New York law).

I have a Master's Degree in Adult Education – Instructional Design. I am a charter and advisory board member of the International Law Enforcement and Educators Trainers Association (ILEETA), as well as the (former) Editor of *The ILEETA Review*. Significant certifications/credentials of mine include NYS Division of Criminal Justice Services Master

Instructor in General Topics, Defensive Tactics, Firearms, Field Training and Aerosol Subject Restraint, Law Enforcement Accreditation Manager, Security Guard Instructor, Safariland Master Baton and Defensive Tactic Instructor, Taser Instructor, Force Science Analyst Certification and Independent Consultant/Trainer in Verbal Defense and Influence.

As a result of the aforementioned education, training and experience I have developed an extensive knowledge of firearms, their various features, their safe operation, and their use for self defense. I have been qualified as an expert witness on the use of force by law enforcement officers.

II. THE SAFE ACT'S RESTRICTIONS ON MAGAZINES & ROUNDS

Prior to the passage of the SAFE Act, New York law defined a "large capacity ammunition feedings device" (hereafter "LC magazine") as a magazine capable of holding more than ten rounds. The prior law banned new LC magazines, and those LC magazines manufactured before the 1994 enactment date were grandfathered. As amended, the Act changed the rules in two ways. First, the Act prohibits loading more than seven rounds in any magazine, including those kept at home for self-protection, except that ten rounds may be loaded in a magazine at a shooting range or competition. Second, the Act requires that grandfathered magazines manufactured before September 13, 1994, be converted so that they're incapable of being "readily restored or converted" to holding more than ten rounds. The State has not provided any guidance on the means, methods, or standards it will apply to determine whether a converted magazine is adequately "incapable" of ready restoration.

The Act prohibits possession of a magazine capable of holding more than ten rounds. However, on a nationwide basis most pistols are manufactured with magazines holding ten to 17 rounds. Many popular rifles are manufactured with magazines holding 10, twenty, or thirty rounds. These pistols, rifles and shotguns are sold to civilians and are in common use for self defense, hunting, and nationally established sporting competitions. Some of these competitions are designed specifically for pistols, rifles and shotguns capable of holding a greater number of rounds than the Act permits.

The Act defines a "large capacity ammunition feeding device" as a "magazine, belt, drum, feed strip, or similar device, that has a capacity of, or that can be readily restored or converted to accept, more than ten rounds of ammunition." § 265.00(23). While a similar definition existed in prior New York law, any magazine manufactured before September 13, 1994, was excluded from the prior definition. By repealing that exclusion, the Act requires those who wish to keep their grandfathered magazines to somehow remanufacture them so that they cannot be readily restored or converted to hold more than ten rounds. However, such remanufacturing or conversion requires engineering knowhow, parts, and equipment that are beyond the capacity of an ordinary, law-abiding gun owner. No such products or services are, to my knowledge, on the market. Indeed, as with firearms, magazine model and design types number in the hundreds or thousands.

III. THE SAFE ACT'S RESTRICTIONS ON STOCKS & GRIPS OF RIFLES & SHOTGUNS

The Act redefines the term "assault weapon" in part as follows:

a semiautomatic rifle that has an ability to accept a detachable magazine and has at least one of the following characteristics:

(i) a folding or telescoping stock;

(ii) a pistol grip that protrudes conspicuously beneath the action of the weapon;

(iii) a thumbhole stock . . . .

See PL § 265.00(22)(a).

The section of the Act that deals with shotguns (§ 265.00(22)(b)) deleted the feature under prior law of "a pistol grip that protrudes conspicuously beneath the action of the weapon," and now provides in part that "assault weapon" means in part:

a semiautomatic shotgun that has at least one of the following characteristics:

(i) a folding or telescoping stock;

(ii) a thumbhole stock . . . .

See PL § 265.00(22)(a).

Restricting rifles and shotguns on the basis of the above features is not rational. An explanation of these features illustrates the point.

Telescoping Stocks. A "telescoping stock" allows the length of the stock to be shortened or lengthened consistent with the length of the person's arms, so that the stock fits comfortably against the shoulder and the rear hand holds the grip and controls the trigger properly. It simply allows the gun to fit the person's physique correctly, literally in the same manner as one selects the right size of shoe to wear. For example, a telescoping stock allows a hunter to change the length of the stock depending on the clothing appropriate for the weather encountered. Shooting outdoors in fall and winter require heavy clothing and a shooting vest, thus requiring shortening of the stock so that the firearm can be fitted for proper access to the trigger. The gun may be adjusted to fit the different sizes of several people in a family or home. A telescoping stock does not make a firearm more powerful or more deadly.

The irrationality of the Act's restriction on telescoping stocks is underscored by the fact that the restriction has no regard to length. A stock could be three feet at its minimum

length and still be restricted. No justification would exist based on concealability. However, the length of a firearm impacts its concealability. Prohibitions on concealabilty are found in the Penal Law. For example, Penal Law § 265.00(3) defines a "firearm" as follows:

> "Firearm" means (a) any pistol or revolver; or (b) a shotgun having one or more barrels less than eighteen inches in length; or (c) a rifle having one or more barrels less than sixteen inches in length; or (d) any weapon made from a shotgun or rifle whether by alteration, modification, or otherwise if such weapon as altered, modified, or otherwise has an overall length of less than twenty-six inches . . . .

Possession of a "firearm" is prohibited by Penal Law § 265.01, except that a license entitles one to possess a pistol or revolver. § 265.20(a)(3). Thus, a rifle or shotgun must have an overall length of twenty-six inches or more. That is a rational, objective manner for the state to set a standard regarding concealability, and it clearly applies to rifles and shotguns with and without a telescoping stock, or a folding stock as well. No such basis exists to restricting a gun with a telescoping stock or folding stock without regard to overall length.

Pistol Grip That Protrudes Conspicuously Beneath the Action. A pistol grip allows a rifle to be held at the shoulder with more comfort and stability. Many rifles have straight stocks with no pistol grips. The Act restricts a rifle, but not a shotgun, with a "pistol grip that [1] protrudes conspicuously [2] beneath the action of the weapon." While failing to define "conspicuously" in inches or angles, it does not restrict a pistol grip that protrudes inconspicuously. But a pistol grip may protrude conspicuously if it is not beneath the action. None of these distinctions make sense.

Having the above feature has no effect on the functionality of a semiautomatic rifle that has an ability to accept a detachable magazine. A pistol grip ("conspicuous" or otherwise) does not make a firearm more powerful or deadly. A "conspicuously protruding" pistol grip does not make a firearm more powerful or more deadly. Pistol grips provide sight-aligned accurate fire, a factor about which I have instructed during training. Positioning the rear of the stock into pocket of the shoulder and maintaining it in that position is aided by the pistol grip, and is imperative for accurate sight alignment and thus accurate shooting with rifles of this design, due to the shoulder stock being in a straight line with the barrel. This is because the shooter's eye functions as the rear sight of the long gun. The more consistent the shooter's eye is in relation to the line of the stock and barrel, the more accurate the shot placement. This sight alignment between the eye and firearm is not conducive to spray or hip fire. Another purpose for the pistol grip is weapon retention. This is imperative, e.g., during a home invasion if assailant(s) attempt to disarm a citizen in close quarters. The state has no interest in restricting a rifle by compromising its retention or accuracy. With the forward hand holding the fore-end, the rearward hand holding the grip, and the butt securely against the shoulder, a rifle may be fired accurately.

A pistol grip does *not* function to allow a rifle to be fired from the hip. Conversely, a rifle with a straight grip and no pistol grip would be more conducive to firing from the hip. Firing from the hip would be highly inaccurate and is simply not a factor in crime.

Thumbhole Stock. A thumbhole stock allows the rifle to be held with more comfort and stability, and thus fired more accurately. A thumbhole stock does not make a rifle more powerful or more deadly. Typically found on hunting rifles, it is unclear why it would be designated as an "assault weapon" feature. Whether one's thumb does or does not go through a hole in the stock is irrelevant to how a rifle functions.

IV. THE IMPACT OF THE SAFE ACT'S SEVEN-ROUND RESTRICTION ON THE ABILITY TO RE-LOAD UNDER THE DURESS OF A SUDDEN ATTACK.

The Act's limitation of the number of rounds allowable for a firearm in the home significantly impairs a homeowner's ability to successfully defend him- or herself while under a criminal attack in the home. The seven-round limitation unreasonably assumes that all homeowners possess more than one magazine and are able to load, fire and reload their firearm magazine under criminal attack (as described below). However, a homeowner under the extreme duress of an armed and advancing attacker is likely to fire at, but miss, his or her target. Nervousness and anxiety, lighting conditions, the presence of physical obstacles that obscure a "clean" line of sight to the target, and the mechanics of retreat are all factors which contribute to this likelihood. Under such expected conditions, it is of paramount importance that a homeowner have quick and ready access to ammunition in quantities sufficient to provide a meaningful opportunity to defend herself and/or her loved ones. It is equally important that the homeowner under attack have that capability quickly and efficiently to re-load a firearm after all of the rounds it holds are fired. However, many homeowners cannot re-load quickly or efficiently due to such factors as age, physical limitations, and the stress / anxiety produced by a potentially life-threatening situation.

In order to fully understand this point, an explanation of the mechanics of loading and re-loading a firearm, as well as the physiological response process of a person under the stress of an attack, are required.

A. It May Be Difficult Or Impossible To Load and/or Re-Load The Firearm In Time To Save Oneself From A Sudden Attack.

This section of the Declaration explains the mechanics of loading handguns and using them for self defense.

Police have neither the legal obligation nor the practical ability to rescue all crime victims. Hence, it is essential that all law-abiding citizens be able to protect themselves. This ability to defend oneself is vital in all regards, but is perhaps most crucial in the home. Violent criminal attacks frequently occur suddenly and without warning, leaving the victim with less than a second to fire the handgun to save herself. Reaction time under stress is complicated and can be attributed to many physiological, psychological and environmental factors, but the three most basic are: the ability for an individual to perceive a threat

(Perceptual Processing), the ability to make a decision (Cognitive Processing), and the ability of the brain to send messages to the muscles to react (Motor Processing). This processing takes, minimally, several seconds without consideration of other factors such as distractions, noise, multiple assailants, lighting conditions, nervousness and fatigue. Ref: Management of Aggressive Behavior Instructor Manual, MOAB Training International.

In the well-known Tueller Drill for police training, it is emphasized that an attacker who is 21 feet away can close the entire distance between himself and the victim in a second-and-a half.[1] If the victim is ready for a potential attack, it may be possible to deploy a *loaded* handgun quickly enough for defense against a sudden attack. However, it is impossible to do so with an unloaded handgun. If the victim is not expecting an attack, the fastest reaction time, even for a trained officer with a loaded firearm, is about 3.5 seconds. Bob Irwin, *Rethinking the 21-Foot Rule: You can't react to a knife attack as fast as you think you can,* POLICE, Oct. 1, 2007, http://www.policemag.com/Channel/Patrol/Articles/2007/10/Rethinking-the-21-Foot-Rule.aspx. It is important to note that during the Tueller Study, the officers knew they were facing a man with a knife during optimum environmental conditions (thereby negating Perceptual Processor Time). Also, the assailant volunteers used in the study were veteran fellow officers that were not affected by intoxicants or were extremely fit or athletic.

1. The Mechanics of Loading / Re-loading a Semi-automatic Handgun

The following is the procedure for loading or re-loading a semi-automatic firearm. We assume that the crime victim is a right-handed person, who has done everything lawfully possible to optimize the loading process: namely, she is carrying the handgun in her right hand, and has ready access to a nearby magazine (a rectangular or parallelogram box which holds the ammunition).

1. Grasp the grip (the butt) of the gun with the right hand.

2. Grasp the magazine with the left hand.

3. Bring the gun and the magazine towards the center of one's body. Tilt the gun so that the butt is pointing towards one's left.

4. Depress a magazine release button. (Only required for re-loading. When re-loading, this would be the first step).

5. Use the left hand to insert the magazine into the magazine well of the gun. (In a semi-automatic, the grip is hollow, and contains a space to accommodate

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[1] The Tueller Drill is performed by trained police with loaded guns. (Or, more precisely, guns which simulate being loaded, such as with special "ammunition" that "fires" a laser when the trigger is pulled). The Tueller reaction times are for officers who already know that the aggressor is encroaching with a knife. Hence, the cognitive deadly force decision-making has been virtually eliminated from the reaction time, and the officer's gun is already loaded. Even then, fewer than 50% of officers were able to draw and fire if the attacker started from within 15 feet away.

the magazine).

6. Use the base of the left hand to push hard on the magazine, so that it clicks into place inside the handgun grip.

7. Turn the handgun so that it is in front of the body, with the muzzle pointing to the left. (Alternatively, hold the handgun so that the muzzle points forward).

8. Continue to hold the handgun grip with the right hand. With the left hand, grasp the top of the handgun.

9. Move the top cartridge in the magazine into the handgun's firing chamber. (A "cartridge" is one unit of ammunition. A unit of ammunition is also called a "round"). Using the left hand, pull the slide of the handgun all the way to its maximum rear position. This requires moving the slide one or more inches against the force of a heavy spring. If the slide is moved even a fraction of an inch short of its maximum rear position, this step will fail, and the gun will not function. The slide is moved with the non-dominant hand. For people without strong upper bodies, including most women, pulling the slide all the way is not an easy maneuver.

10. Now release the slide. The compressed spring pushes the slide forward. As the slide moves forward, it pushes the first cartridge from the magazine into the firing chamber.

11. Now move the left hand to the grip of the gun so that is supports the right hand. Although one-handed shooting is possible, accuracy is substantially improved by a two-handed grip.

12. Finally, bring the handgun up to eye level, and point it at the target.[2] If the aggressor is within 15 feet, there will not be time to bring the gun to eye level, so the victim simply points the gun at the center of the aggressor's mass.

As the above makes clear, loading a firearm requires two hands. Loading is far more difficult when someone is physically handicapped, or one hand is wounded during an attack. During my extensive experience with force-on-force simulation training, it was a very common occurrence (30-40% occurrence rate) for police officers engaged in a gunfight to be struck in the hand by the attacker. The reason is simple: we shoot at the muzzle flash that draws our attention, and at the opposite end of that flash are hands holding a gun. Having

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[2] Pointing the handgun at the target may be all that time allows, if it allows that much. If there is time to use the handgun's sights, acquire a sight picture by aligning the front sight (which is a small vertical rectangle) within the rear sight (shaped like a "U", but angular), with the same amount of light showing on either side of the front sight, right and left. The top of the front sight should appear flush with top of the rear sight.

more rounds in a magazine allows the victim to better protect themselves without the need to reload, especially if the victim is handicapped, disabled or injured.

It is known fact that under the "stress flood" of a life or death encounter the blood within one's body is re-routed to the larger muscles so as to allow a "flee or fight" response. This physiological reaction to extreme stress causes significant reloading difficulty during an attack due to loss of fine motor control in the fingers. Trying to push a magazine release or align a magazine with the magazine well with fingers that are shaking and weakened due to blood loss is very difficult for a seasoned veteran soldier or police officer who expects this phenomena. These crucial tasks are far more difficult for a civilian who has never been trained that such changes will occur, or trained during realistic scenario-based training, or who is experiencing a life-threatening attack for the first time.

The legitimate and compelling need for an LC magazine for self-defense is underscored by the fact that police officers are exempt from the restrictions on magazine capacity and on loading more than 7 rounds in a magazine. § 265.20(1)(b). The 2010 New York City Police Department's *Annual Firearms Discharge Report* [3] ("NYPD AFDR") provides detailed information on all incidents in which NYPD officers discharged their weapons in 2010. In that year there were thirty three (33) incidents of the police intentionally discharging firearms in encounters of adversarial conflict. NYPD AFDR at p.8, Figure A.10. 65% of these incidents took place at a distance of less than ten (10) feet. NYPD AFDR at p.9, Figure A.11. In 33% of these incidents, the NYPD officer(s) involved fired more than 7 rounds. NYPD AFDR at p.8, Figure A.10. In 21% of these incidents, the NYPD officer(s) fired more than 10 rounds. Id. If highly trained and experienced NYC police officers required the use of at least 8 rounds in 1/3rd of their close-range encounters to subdue an aggressive assailant, it stands to reason that a "green" civilian gun owner under duress (and certainly far less experienced and trained than a NYC police officer) would need at least that many rounds to subdue an armed assailant within his or her home.

2. The Effect of Time Delay Caused by Loading

Police and civilians who train in defensive handgun use learn to draw a loaded handgun, quickly acquire a sight picture, and place two shots on the attacker's upper center of mass. Optimally, all this can be accomplished in a little over two seconds. Bill Lewinski, *Biomechanics of Lethal Forces Encounters-Officer Movements,* THE POLICE MARKSMAN, Nov./Dec. 2002, at 19 (during a test of 68 Los Angeles Police Dept. officers using already-loaded guns, they took an average of 1.71 seconds to draw a firearm from an unsnapped holster and fire one shot, with the hand already very near the holster; .38 seconds to fire second shot).

Quite obviously, the process of loading the handgun will take at least a few extra seconds. Extensive practice can reduce how long it takes a person to load a firearm under stress, but that time cannot be reduced to zero. Accordingly, the simple time delay of loading a spent firearm may result in the success of a violent attacker who otherwise could have

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[3] http://www.nyc.gov/html/nypd/downloads/pdf/analysis_and_planning/afdr_20111116.pdf

been thwarted.

Carrying an unloaded firearm will often not provide a viable means of self-defense and would frequently result in a situation where the assailant has closed the distance on the victim so that the assailant is on the person of the victim. The victim is left with a firearm she needs to retain so that she is not shot with her own gun. At best then, the firearm becomes a bludgeoning tool.

3. The Efffect of the Loss of Defensive Use of the Non-dominant Arm and Hand.

The delay in loading a firearm has additional deadly implications. While the left arm and hand are being used to load the handgun, they cannot be used for anything else. The victim is more vulnerable because both hands are occupied. The non-gun hand becomes useless to fend off the attacker or to deflect the attacker's knife, stick, or other weapon.

Further, if the victim were to be grabbed during the loading of the firearm, the sympathetic nervous system reaction of clenching one hand to retain the magazine, or simply tightening muscles under stress would further limit the victim's ability to complete the loading of the firearm.

4. The Effects of Attention Distraction Caused by Loading

The unloaded firearm forces the victim to focus her attention on the firearm in order to load and chamber the ammunition. As a result, the victim is impeded from focusing attention on the assailant and her surroundings. Specifically, the need to load while under imminent threat:

- compromises and complicates decision making;
- limits perception of surroundings, increasing the likelihood that a fired shot will miss the intended target and strike an unintended target;
- limits ability to determine if retreat to safety is possible;
- limits ability to determine if there is another assailant; and
- limits ability to assess the level and nature of threat (i.e., has the aggressor drawn another weapon? Engaged someone as an accomplice? Given other pre-fight indicators, such as changing stance, glancing at the potential target?).

Brain-wave research of Olympic shooters shows that the greater a shooter's distraction, the greater the possibility of a miss. Bill Lewinski, *Stress Reactions of Lethal Forces Encounters,* THE POLICE MARKSMAN, May/June 2002, at 27; N. Konttinen, D.M. Landers, & H. Lyytinen, *Aiming Routines and Their Electrocortical Concomitants*

Among Competitive Rifle Shooters, 10 SCANDANAVIAN J. MED. & SCI. IN SPORT 169 (2000).

V. CONCLUSION

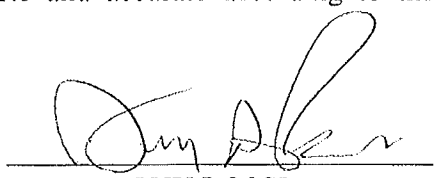
The SAFE Act's criminalization of magazines that hold more than 10 rounds outlaws the most commonly used pistols and rifles not just within the State of New York, but in the USA. This is because on a nationwide basis most pistols are manufactured with magazines holding 10 to 17 rounds, and many popular rifles are manufactured with magazines holding 10, 20, or 30 rounds.

The SAFE Act's criminalization of LC magazines manufactured before September 13, 1994, requires law-abiding gun owners who wish to maintain such LC magazines to convert them, but provides no guidance on the means, methods, or standards it will apply to determine whether a converted magazine is adequately "incapable" of ready restoration. In addition, undertaking such a conversion requires engineering knowhow, parts, and equipment that are beyond the capacity of an ordinary, law-abiding gun owner. In my experience, competent alterations to magazines is beyond the scope of ethical gunsmiths who would be willing to bet someone's life on a ad hoc conversion.

The SAFE Act's restrictions on stocks and grips of rifles and shotguns are irrational, and do not reflect characteristics that make a rifle or shotgun more powerful, dangerous or deadly.

The SAFE Act's limitation of the number of rounds allowable for a firearm in the home significantly impairs a homeowner's ability to successfully defend him- or herself while under a criminal attack in the home.

I have reviewed the foregoing statements, and hereby declare under the penalties of perjury that they are true, correct, complete and accurate according to the best of my knowledge, information, and belief.



GUY ROSSI

Dated: April 15, 2013

EXHIBIT D

AFFIDAVIT

STATE OF NEW YORK)
) ss.:
COUNTY OF PUTNAM)

ROGER HORVATH, being duly sworn, hereby states the following pursuant to penalties of perjury:

I am over the age of eighteen (18) and believe in the nature of an oath.

I am a natural person and a citizen of the United States, residing in Mahopac (Putnam County), New York.

I am the holder of a full carry license issued by Putnam County.

I am paralyzed from the chest down, wheelchair bound, and suffer from severe Carpal Tunnel Syndrome in my left hand.

I am a Life Member of the National Rifle Association. I am a member of the Putnam County Fish and Game Club, and I also regularly attend the Blue Mountain Public Range. At these facilities, I use my pistols and rifles for target shooting.

I possess and wish to acquire rifles, handguns, shotguns, ammunition feeding devices, and ammunition, and am subject to and adversely affected by each and every restriction articulated in the complaint on "assault weapons" (including each definition thereof), "large capacity ammunition feeding devices," and ammunition sales. I am adversely affected by the change in the definition of "large capacity feeding devices," and also by the restrictions on ammunition sales.

It would be difficult or impossible for me to obtain multiple magazines and change magazines if confronted with a sudden home invasion, robbery, or other attack. For self protection and competition purposes, I own one Colt AR 15, which has magazines with capacities over 7 or 10

rounds.

I am paraplegic, wheelchair-bound, and I live alone on approximately two acres of land with a large area of woods behind my house. The nearest police precinct is approximately five miles away. I have an adopted son, Roger Horvath Junior, aged nine (9), whom I take care of several days and nights per week. As a wheelchair-bound resident living in a remote area, I am particularly vulnerable to being targeted by robbers, home invaders, and other predators.

Given my ambulatory disability, I have limited ability to retreat effectively or safely during a home invasion. Because of my advanced Carpal Tunnel Syndrome, I have extreme difficulty manipulating objects such as ammunition magazines. This difficulty is compounded by stressful situations where the need to move with speed is paramount. My physical limitations significantly compromise my ability to quickly or effectively reload a firearm. The extended time I currently require to switch out ammunition magazines represents a prolonged exposure to capture, injury, and/or death at the hands of a home invader, robber, or other predator advancing upon me during the switch out. Under such conditions, my safety – and the well-being of those who depend upon me for defense – rest upon my ability to use a magazine that holds more than ten (10) rounds of ammunition. Yet, the Act's criminalization of such magazines deprives me of this ability, and irrationally increases my vulnerability to attack. The necessity of changing magazines under such circumstances, because of the Act's requirements, presents me with no viable option allowing for use of my pistols and rifles to protect myself and my family in an adequate fashion.

Further, the restrictions would impede my ability to participate in shooting events and target shooting at Putnam County Fish and Game Club, and at the Blue Mountain Public Range, which are a great source of enjoyment, social activity, and community for me.

I have no knowledge as to where I could obtain magazines that comport with the restrictions imposed by the Act. Nor do I know how to convert magazines in higher capacities to magazines in lower capacities, and even if I could, I would have no way of knowing whether such magazines would be considered to be "readily restored or converted" to accept a higher capacity. By limiting new magazines to those with a capacity of 7 rounds, my handguns, rifles, and shotguns owned, possessed, sold and/or transferred are functionally inoperable. But for the criminal penalties in the Act forbidding me to do so, I would continue to possess, or would forthwith acquire, magazines with a capacity over 7 or 10 rounds for handguns, rifles, and shotguns for protection of myself and my family for other lawful purposes, including shooting competitions and instructional purposes.

I have reviewed the foregoing statements and believe them to be true and accurate, based upon my own information and belief.

/s/ ROGER HORVATH

Sworn to before me this
15th day of April, 2013

Notary Public

355681.1

KELLY McSHANE
Notary Public, State of New York
No. 01MC6088070
Qualified In Westchester County
Commission Expires March 03, 2015

EXHIBIT E

AFFIDAVIT

STATE OF NEW YORK)
) ss.:
COUNTY OF MONROE)

THOMAS GALVIN, being duly sworn, hereby states the following pursuant to penalties of perjury:

I am over the age of eighteen (18) and believe in the nature of an oath.

I am a natural person and a citizen of the United States, residing in Rochester (Monroe County), New York.

I am the holder of a Federal Firearms License ("FFL"), as well as Dealer and Carry Licenses issued by Monroe County.

I am a Life Member of the National Rifle Association and a Life Member of The New York State Rifle and Pistol Association. I have been a competitive marksman from 1970 to the present. I am a marksmanship instructor for junior and adult members of The Genesee Conservation League, Inc., and I have served as such for the past 25 years. I am a left-hand amputee.

I possess and wish to acquire rifles, handguns, shotguns, ammunition feeding devices, and ammunition, and am subject to and adversely affected by each and every restriction articulated in the complaint on "assault weapons" (including each definition thereof), "large capacity ammunition feeding devices," and ammunition sales. I am adversely affected by the change in the definition of "large capacity feeding devices" and also by the restrictions on ammunition sales.

Given my condition, it would be difficult or impossible for me to obtain multiple magazines and change magazines if confronted with a sudden home invasion, robbery, or other attack. For self protection and competition purposes, I own 6 competition grade AR15s, and one Browning high-

JMG

power pistol and one Smith & Wessen Model 59 pistol, all of which were manufactured before 1994 and have magazines with capacities over 7 or 10 rounds. If confronted with a sudden home invasion, robbery, or other attack, I would have to pinch the pistol under my left arm and against my body without dropping the firearm in order to change the magazine. I would have to do the same during competitions. The necessity of changing magazines under such circumstances, because of the Act's requirements, presents me with no viable option allowing for use of my pistols and rifles to protect myself and my family in an adequate fashion.

I have no knowledge as to where I could obtain magazines that comport with the restrictions imposed by the Act. Nor do I know how to convert magazines in higher capacities to magazines in lower capacities, and even if I could, I would have no way of knowing whether such magazines would be considered to be "readily restored or converted" to accept a higher capacity. By limiting new magazines to those with a capacity of 7 rounds, my handguns and rifles owned, possessed, sold and/or transferred are functionally inoperable. But for the criminal penalties in the Act forbidding me to do so, I would continue to possess, or would forthwith acquire, magazines with a capacity over 7 or 10 rounds for handguns, rifles, and shotguns for protection of myself and my family for other lawful purposes, including shooting competitions and instructional purposes.

I am being deprived from use of my pistols and firearms at competitive competitions, including those held monthly at The Genesee Conservation League, Inc. But for the restrictions in the Act, I would attend those competitions. Further, I reside in a rural area where there are few law enforcement officials within close proximity to my residence. Due to my physical condition, I feel vulnerable to robbery, theft, and other crimes, and will not be able to effectively defend myself and my family.

I have reviewed the foregoing statements and believe them to be true and accurate, based upon my own information and belief.

/s/ THOMAS GALVIN

Sworn to before me this
15th day of April, 2013

Notary Public
LAURIE L. VOCK
WAYNE COUNTY
expires 7/31/14

EXHIBIT E

AFFIDAVIT

STATE OF NEW YORK)
) ss.:
COUNTY OF MONROE)

THOMAS GALVIN, being duly sworn, hereby states the following pursuant to penalties of perjury:

I am over the age of eighteen (18) and believe in the nature of an oath.

I am a natural person and a citizen of the United States, residing in Rochester (Monroe County), New York.

I am the holder of a Federal Firearms License ("FFL"), as well as Dealer and Carry Licenses issued by Monroe County.

I am a Life Member of the National Rifle Association and a Life Member of The New York State Rifle and Pistol Association. I have been a competitive marksman from 1970 to the present. I am a marksmanship instructor for junior and adult members of The Genesee Conservation League, Inc., and I have served as such for the past 25 years. I am a left-hand amputee.

I possess and wish to acquire rifles, handguns, shotguns, ammunition feeding devices, and ammunition, and am subject to and adversely affected by each and every restriction articulated in the complaint on "assault weapons" (including each definition thereof), "large capacity ammunition feeding devices," and ammunition sales. I am adversely affected by the change in the definition of "large capacity feeding devices" and also by the restrictions on ammunition sales.

Given my condition, it would be difficult or impossible for me to obtain multiple magazines and change magazines if confronted with a sudden home invasion, robbery, or other attack. For self protection and competition purposes, I own 6 competition grade AR15s, and one Browning high-

JMG

power pistol and one Smith & Wessen Model 59 pistol, all of which were manufactured before 1994 and have magazines with capacities over 7 or 10 rounds. If confronted with a sudden home invasion, robbery, or other attack, I would have to pinch the pistol under my left arm and against my body without dropping the firearm in order to change the magazine. I would have to do the same during competitions. The necessity of changing magazines under such circumstances, because of the Act's requirements, presents me with no viable option allowing for use of my pistols and rifles to protect myself and my family in an adequate fashion.

I have no knowledge as to where I could obtain magazines that comport with the restrictions imposed by the Act. Nor do I know how to convert magazines in higher capacities to magazines in lower capacities, and even if I could, I would have no way of knowing whether such magazines would be considered to be "readily restored or converted" to accept a higher capacity. By limiting new magazines to those with a capacity of 7 rounds, my handguns and rifles owned, possessed, sold and/or transferred are functionally inoperable. But for the criminal penalties in the Act forbidding me to do so, I would continue to possess, or would forthwith acquire, magazines with a capacity over 7 or 10 rounds for handguns, rifles, and shotguns for protection of myself and my family for other lawful purposes, including shooting competitions and instructional purposes.

I am being deprived from use of my pistols and firearms at competitive competitions, including those held monthly at The Genesee Conservation League, Inc. But for the restrictions in the Act, I would attend those competitions. Further, I reside in a rural area where there are few law enforcement officials within close proximity to my residence. Due to my physical condition, I feel vulnerable to robbery, theft, and other crimes, and will not be able to effectively defend myself and my family.

I have reviewed the foregoing statements and believe them to be true and accurate, based upon my own information and belief.

/s/ THOMAS GALVIN

Sworn to before me this
15th day of April, 2013

Notary Public
LAURIE L. VOCK
WAYNE COUNTY
expires 7/31/14

EXHIBIT F

IN THE UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF NEW YORK
Buffalo Division

NEW YORK STATE RIFLE AND PISTOL ASSOCIATION, INC., *et al.*,	:	
Plaintiffs.	:	
v.	:	Civil No.: 1:13-cv-00291
ANDREW M. CUOMO, *et al.*,	:	
Defendants.	:	

DECLARATION OF GARY KLECK

I, Gary Kleck, do hereby swear or affirm:

I offer this declaration in support of a motion made by plaintiffs in the above-referenced action that seeks a preliminary injunction enjoining the enforcement of the New York Secure Ammunition and Firearms Enforcement Act ("the SAFE Act," "the Act"). This declaration is based upon my review of the Act, the Complaint filed by plaintiffs herein, and my review of plaintiffs' motion for preliminary injunction. It is also based upon my years of study, training, research and teaching in Criminology and Criminal Justice; my education; and my experience.

I offer the following opinions under the penalties of perjury, and to a reasonable degree of certainty found in the fields of Criminology and Criminal Justice.

I. EXPERIENCE & TRAINING

I am a Professor of Criminology and Criminal Justice at Florida State University. During my years as a professor I have extensively researched and written about the subject of gun control, and am a nationally-recognized authority on violence and gun control. I have conducted numerous studies on the effects of guns on death and injury in crimes, and on suicides and gun accidents. I have also conducted numerous studies on the impact of gun control laws on rates of violence, the frequency and effectiveness of defensive gun use by crime victims, patterns of gun ownership, why people support gun control, and gun trafficking.

I have published and presented extensively on the issues of guns, violence, and gun control. In 1994, I conducted the National Self-Defense Survey, a nationwide survey designed to estimate the prevalence of defensive gun use (DGU). During the survey my team and I used standard random digit dial (RDD) procedures to select a representative sample of telephone-owning U.S. households (over 95% of all U.S. households) to call. We then conducted telephone interviews with nearly 5,000 adults, asking about DGU. If the respondent (R) claimed to have had a DGU experience, we asked an extended series of follow-up questions to assess whether the experience actually qualified as a DGU (i.e., whether a crime was being committed against the victim, if there was a direct confrontation between victim and offender, and if the victim used a gun to either threaten or attack the offender). We found that about 1.3% of the Rs had experienced a DGU in the preceding 12

months. Multiplying the U.S. adult population size by 1.3% yielded an estimate that in 1993 there were approximately 2.5 million incidents in which victims used guns for self-protection. As a point of comparison, there were about 0.5 million violent crimes committed that same year by offenders using guns, as estimated by the U.S. Census Bureau's National Crime Victimization Survey.

I have a Ph.D. in Sociology. I am the 1993 winner of the Michael J. Hindelang Award of the American Society of Criminology for my book POINT BLANK: GUNS AND VIOLENCE IN AMERICA, which made "the most outstanding contribution to criminology." I am also an Editorial Consultant for numerous publications including (among others) *Criminology*, *Homicide Studies, Violence and Victims*, *Social Problems* and *Journal of Research in Crime and Delinquency.*

II. THE NEW YORK SAFE ACT'S RESTRICTIONS ON MAGAZINES & ROUNDS

Prior to the passage of the New York SAFE Act (the "Act"), New York law defined a "large capacity ammunition feedings device" (hereafter "LC magazine") as a magazine capable of holding more than ten rounds. The prior law banned new LC magazines, and those LC magazines manufactured before the 1994 enactment date were grandfathered. The Act broadened the definition of a "large capacity ammunition feeding device" to mean a "magazine, belt, drum, feed strip, or similar device, that has a capacity of, or that can be readily restored or converted to accept, more than ten rounds of ammunition." Penal Law § 265.00(23).

As amended, the Act changed the rules in two ways. First, the Act prohibits loading more than seven rounds in any magazine, including magazines kept at home for self-protection, except that ten rounds may be loaded in a magazine at a shooting range or competition. Second, the Act requires that the above grandfathered magazines manufactured before September 13, 1994, be converted so that they not capable of being "readily restored or converted" to holding more than ten rounds.

The Act's restriction on the number of rounds loaded in a magazine is unlikely to have any detectable effect on the number of homicides or violent acts committed with firearms. Further, criminals will be even less likely to be affected by the LC magazine restriction than noncriminals. It is the law-abiding citizens who will primarily be impacted by the restriction.

A. The Act's Seven-Round Restriction Will Have An Inconsequential Effect On Criminal Behavior, But Will Reduce Law-Abiding Citizens' Ability To Adequately Defend Themselves, Their Families, and Their Property.

The Act's limitation of the number of rounds allowable for a firearm in the home impairs a homeowner's ability to successfully defend himself or herself during a criminal attack in the home. For a variety of reasons, the seven-round restriction will leave some homeowners unable to adequately protect themselves, their families, and their property.

1. Having Only Seven Rounds to Fire in a Situation of Lawful Self-Defense Will Be Insufficient In a Large Share of Defensive Gun Use Situations.

Limiting magazine loading to seven rounds will impair a crime victim's ability to lawfully defend himself and others because: (a) victims often face multiple criminal adversaries; and (b) people miss with most of the rounds they fire, even when trying to shoot their opponents. In 2008, the National Crime Victimization survey indicated that 17.4% of violent crimes involved two or more offenders, and that nearly 800,000 violent crimes occurred in which the victim faced multiple offenders.[1]

A reasonable upper limit on the marksmanship of lawful defenders using guns can be inferred from a review of the many detailed studies that have been done of shootings by police officers in which the officers were trying to shoot criminal adversaries. In many of these shootings, the officers fired large numbers of rounds. Yet, in 63% of the incidents, the officers failed to hit even a single offender with even a single round.[2] Police officers have the experience, training, and temperament to handle stressful, dangerous situations far better than the average civilian, so it is reasonable to assume marksmanship among civilians using guns far self-protection will be still lower than that of police.

Some law-abiding citizens, along with many criminals, might invest in multiple seven-round magazines in the absence of larger capacity magazines – a development which obviously defeats the purpose of the magazine capacity limit. Beyond that, however, some people will not be able to make effective use of additional magazines. Under the intense emotional stress of a crime victimization, when the victim's hands are shaking, it will be impossible for some victims to eject the expended magazine and insert a new one quickly enough to make effective use of the second magazine. Further, elderly or physically handicapped persons may find it physically impossible for them to quickly change magazines.

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[1] U.S. Bureau of Justice Statistics, 2013. BJS website at http://bjs.gov/content/pub/pdf/cvus08.pdf, Table 37.

[2] William A. Geller and Michael S. Scott, *Deadly Force: What We Know*, WASHINGTON, D.C. POLICE EXECUTIVE RESEARCH FORUM (1993).

2. The Restrictions on LC Magazines Will Have An Inconsequential Impact on Reducing Homicides and Violent Crimes.

Criminals rarely fire more than ten rounds in gun crimes. Indeed, they usually do not fire any at all – the gun is used only to threaten the victim, not attack him or her.[3] For the vast majority of gun crimes, the unavailability of LC magazines would therefore be inconsequential to deterring the criminal behavior. Among the very small share of offenders who anticipate firing more than ten rounds, many would simply substitute one of the many illegal LC magazines that will continue to circulate even after being prohibited.[4] Among those unwilling or unable to acquire such an unlawful LC magazine, the absence of an LC magazine would, as far as available evidence indicates, still make no difference, even in mass shooting incidents where offenders fire large numbers of rounds. This is because criminals can either (a) use multiple, smaller capacity magazines; or (b) simply bring multiple guns to the crime. Indeed, evidence on mass shootings indicates that these are precisely the adaptations adopted by most mass shooters.[5] Thus, either adaptation would allow a criminal to fire many rounds without using an LC magazine.

3. The Restrictions on LC Magazines Will Not Have A Dramatic Effect On The Number of Injured Victims or Deaths in a Mass Shooting.

A ban on LC magazines will have an inconsequential effect on reducing the number of killed or injured victims in mass shootings. The presumption is false that an offender lacking LC magazines would be forced to reload sooner or more often, thereby giving bystanders the opportunity to tackle the shooter and stop his attacks. The window of opportunity for such heroic intervention closes rapidly: it takes two to four seconds for a prepared and experienced shooter to eject an expended magazine from a semi-automatic gun, insert a loaded magazine, and make the gun ready to fire. Thus, it is not surprising that victims and bystanders in mass shootings do not in fact tackle the shooters while they are reloading. I am aware of only one such incident in U.S. history – the Colin Ferguson shootings on a Long Island commuter train in 1993.[6] Bystander intervention was feasible in that case only because of its unique location. Because train passengers could not exit the moving train car, they were forced to remain relatively close to the shooter, allowing them

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[3] Gary Kleck and Karen McElrath, *The Effects of Weaponry On Human Violence*, SOCIAL FORCES, 69(3):669-92 (1991).

[4] Gary Kleck, *Targeting Guns* (NY: Aldine de Gruyter, 1997).

[5] Gary Kleck, *The Worst Possible Case For Gun Control: Mass Shootings in Schools*, AMERICAN BEHAVIORAL SCIENTIST, 52(10):1447-1464 (2009).

[6] Gary Kleck, *Targeting Guns* (NY: Aldine de Gruyter, 1997).

to quickly close the short distance between them and the aggressive shooter when he tried to switch magazines.

Another reason the unavailability of LC magazines would not create opportunities for bystander intervention in mass shootings is because most mass shooters bring multiple guns to the crimes and, therefore, can continue firing without reloading even after any one gun's ammunition is expended. A study of every large-scale mass shooting committed in the United States in the 10-year period from 1984 through 1993 found that the killers in 13 of the 15 incidents possessed multiple guns – the Ferguson shooting being one of the two exceptions.[7]

III. THE NEW SAFE ACT'S RESTRICTIONS ON STOCKS & GRIPS OF RIFLES & SHOTGUNS

The Act redefines the term "assault weapon" in part as follows:

a semiautomatic rifle that has an ability to accept a detachable magazine and has at least one of the following characteristics:

(i) a folding or telescoping stock;

(ii) a pistol grip that protrudes conspicuously beneath the action of the weapon;

(iii) a thumbhole stock . . . .

See Penal Law § 265.00(22)(a).

The section of the Act that deals with shotguns -- Penal Law § 265.00(22)(b) -- deleted the feature under prior law of "a pistol grip that protrudes conspicuously beneath the action of the weapon," and now provides, in part, that "assault weapon" means, in part:

a semiautomatic shotgun that has at least one of the following characteristics:

(i) a folding or telescoping stock;

(ii) a thumbhole stock . . . .

See Penal Law § 265.00(22)(a).

Restricting rifles and shotguns on the basis of these features is not rationally related to reduce gun violence. As explained in detail below, the restriction will make little difference in making the public safer from crimes committed with rifles and shotguns.

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[7] Gary Kleck, *Targeting Guns* (NY: Aldine de Gruyter, 1997).

A. The Act's "Assault Weapon" Ban Will Not Reduce Homicides Or Violent Crimes Or Improve Public Safety.

The restriction of rifles and shotguns on the basis of the features discussed above has no rational relation to the interest of reducing homicides and violent crimes. As with the ban on LC magazines, the "assault weapon" ban under the Act will not deter criminal behavior or mass shootings. The ban will, however, compromise law-abiding citizen's ability to protect themselves, their families, and the property against criminals using just as accurate and lethal non-banned semi-automatic firearms. Reducing gun availability among law-abiding citizens also reduces defensive gun uses that would otherwise save lives, prevent injuries, thwart rape attempts, drive off burglars, and help victims retain their property.

1. Criminals Are Just As Likely to Use Non-Banned Firearms that Function The Same as The Banned Firearms Falling Within the "Assault Weapon" Definition Under The Act.

Under the Act, though some semi-automatic firearms are banned, other semi-automatic firearms are left legally available, including (a) unbanned models; (b) currently banned models that are redesigned to remove military-style features (i.e., flash suppressor, bayonet lug, etc.) so as to render them non-Assault Weapons ("AWs"); and (c) firearms that would otherwise be banned as AWs but are grandfathered into lawful status because they were manufactured before September 13, 1994, or were lawfully possessed before January 15, 2013. Thus, firearms will continue to be available that function in essentially identical ways as the banned firearms – i.e., they can accept detachable magazines (including LC magazines), can be fired just as fast, and can fire rounds that are, shot-for-shot, just as lethal as rounds fired from the banned firearms. Consequently, criminals can substitute mechanically identical firearms for banned AWs, commit the same crimes they otherwise would have committed with the banned firearms, with the same number of wounded or killed victims. Powerfully motivated would-be mass shooters would be especially likely to do whatever it takes to acquire the weaponry needed to carry out their crimes, though there would be no reason why less powerfully motivated killers and other criminals would not likewise acquire such substitute weapons. Consequently, there is no sound a priori reason to believe the Act will reduce homicide or other violent crime, or to improve public safety.[8]

2. The Expanded Definition of "Assault Weapon" And Ban Of Them Under the Act Will Make Little Difference On Public Safety Concerning Crimes Committed With Firearms.

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[8] Gary Kleck, *Targeting Guns* (NY: Aldine de Gruyter, 1997).

Criminals who do not currently possess or use banned AWs have no need to acquire substitute weapons because they will presumably simply continue to use the firearms they currently possess. For these criminals, the unavailability of AWs will make no difference one way or the other because they would not have used these banned firearms anyway. This category apparently encompasses virtually all criminals, since only about 2% or less of gun crimes are committed with AWs, as defined under the federal AW ban or previous state AW bans.[9]

The Act extends the definition of AW, but only in ways that are, as far as available evidence can determine, inconsequential with regard to their utility for inflicting criminal harm -- i.e., extending the prohibited class to include semi-automatic firearms with "military-style" features such as flash suppressors, bayonet lugs, openings for magazines under the action rather than in the grip, etc. Gun makers who want to continue selling firearms to New York customers can easily convert semi-automatic firearms that are currently defined as AWs under the Act, due to their possession of these military-style features, into lawful weapons, redesigning them to remove the offending features, without affecting their utility for criminal purposes. Thus, this broadening of the definition of AWs is not likely to make much difference in the AW share of firearms used in crime -- i.e., it is negligible and thus restrictions on availability of such firearms is likely to have a correspondingly tiny effect on public safety.

3. The Features Included In the New York SAFE Act's One-Feature Test Make Rifles And Shotguns With Those Features Preferable For Legitimate Self-Defense and Sporting Activity Purposes For The Same Reasons They Are Useful for Criminal Purposes.

All attributes of AWs that *do* make them more useful for criminal purposes, such as their accuracy, lethality, rapid fire, or ability to fire many rounds without reloading, not only are also present in easily-substituted, unbanned, counterpart firearms, but also increase their utility for *lawful* self-defense or various sporting uses.

In self-defense situations where it is necessary for the crime victim to shoot the criminal in order to prevent harm to the defender or others, accuracy is obviously crucial to the victim's ability to avert harm.

In self-defense situations where it is necessary to shoot the aggressor and only lethal or incapacitating injury will stop him, the lethality of the defender's firearm is likewise crucial to the crime victim's ability to stop the aggressor's criminal attack and avert harm to the defender and other potential victims.

In situations where the victim faces multiple adversaries, the ability to fire many rounds without reloading is crucial for the ability of the victim to avert harm. It should be kept in mind that under the stressful circumstances of a crime, victims will not be able to hit

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[9] Gary Kleck, *Targeting Guns* (NY: Aldine de Gruyter, 1997).

their adversaries with every shot (or even most of the shots) they fire, so multiple rounds would often need to be fired at each of the criminals the victim faced before they stopped their criminal attempts.

Likewise, the ability to fire the weapon rapidly may be essential to either deter offenders from attacking, or failing that, to shoot those who cannot be deterred from attacking. This is so both because some of the defender's shots will miss, and because the offender(s) may not allow the victim much time to shoot before incapacitating the victim. This means that, regardless of how an AW is defined, restricting firearms with the attributes that make them useful for criminal purposes will necessarily also restrict firearms possessing the attributes that make them more effective for purposes of lawful self-defense. Indeed, it is hard to even imagine an attribute of a firearm that makes it more useful for criminal purposes but does not also make it more useful for some lawful purpose, especially self-defense. Criminal acts of violence are different from lawful defensive acts of violence only with regard to the presence or absence of legal justification for the act, not with regard to the physical actions taken by the participants.

4. The New York SAFE Act's Ban on Firearms Defined as an "Assault Weapon" Will Not Deter Criminals From Possessing and Using Them In Crimes or Finding Substitute Firearms With The Same Feature, And Will Simultaneously Deny Law-Abiding Citizens Access to Those Weapons to Defend Themselves.

While either criminals or prospective crime victims *could* substitute alternative weapons for banned "AWs," criminals are more likely to actually do so because they are more powerfully motivated to have deadly weapons. This would be especially true of the extremely rare mass shooters, who typically plan their crimes in advance and thus are in a position to take whatever time and effort is needed to acquire substitute weapons.[10]

Further, even ordinary criminals are strongly motivated to acquire firearms both for purposes of committing crimes and for purposes of self-defense. Because criminals are victimized at a rate higher than noncriminals,[11] this means that they have even stronger self-defense motivations to acquire and retain guns than noncriminals. In contrast, many prospective crime victims do not face an imminent threat at the time they consider acquiring a gun for self-protection, have a weaker motivation to do whatever it takes to acquire their preferred type of firearm, and are therefore less likely to do so.

Further, it is virtually a tautology that criminals will disobey the AW ban at a higher rate than noncriminals. This means that noncriminals who desire either a firearm banned under the SAFE Act or a substitute gun will be less likely to acquire one than criminals.

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[10] Gary Kleck, *The Worst Possible Case For Gun Control: Mass Shootings in Schools*, AMERICAN BEHAVIORAL SCIENTIST, 52(10):1447-1464 (2009).

[11] Gary Kleck, *Targeting Guns* (NY: Aldine de Gruyter, 1997).

Consequently, the additional defensive value conferred by the attributes characteristic of the banned firearms will be denied to noncriminals at a higher rate than the crime-increasing effects of those attributes will be denied to criminals.

V. CONCLUSION

The Act's restrictions on LC magazines and broadening of the definition of banned AWs will have little or no impact on the number of homicides and violent acts committed with firearms. Law-abiding citizens will bear the brunt of the restriction on LC magazines and the broadened definition of "banned" AWs. The LC magazines restriction will not deter criminal behavior. Criminals rarely need large numbers of rounds to commit their crimes and, on the rare occasions when they do, will accomplish the same goal as using a LC magazine by using multiple, smaller capacity magazines or bringing multiple firearms to the crime. The seven-round restriction does, however, leave homeowners unable to adequately protect themselves, their families, and their property.

Criminals will similarly use rifles and shotgun that have the same function as those that the Act bans. Furthermore, the "unavailability" of AWs due to the Act will not deter criminals from committing crimes they intend to commit with equally lethal and accurate non-banned rifles and guns.

The Act's broadened definition of AWs is based on features that benefit criminals and law-abiding citizens equally. The same attributes that make rifles and shotguns with those features effective for criminal behavior also make them effective for self defense and sporting activities. Criminals will obey the Act at a lower rate than noncriminals, so, by banning rifles and shotguns with those features, the Act will impact law-abiding citizens' ability to defend themselves more than it will deter criminals from possessing and using those banned AWs.

I have reviewed the foregoing statements, and I hereby declare under the penalties of perjury that they are true, correct, complete and accurate according to the best of my knowledge, information, and belief.

Dr. Gary Kleck

Dr. Gary Kleck

Dated: April 15, 2013