

# **Exhibit 3**

to Deposition of James Curcuruto





	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	AH
1	Historical estimated MSR production less exports by US firearms manufacturers per ATF AFMER																																	
2																												Estimated Total of Manufactured MSRs						
3	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Est. Total	
81																									0	0	981	0	745	999	143	230	3,098	
82	0	0	0	0	0	0	0	0	0	330	191	1,244	2,362	14,690	8,742	12,816	17,538	22,625	28,083	38,756	23,146	33,692	60,400	58,349	18,557	14,406	24,166	6,500	7,679	0	22,707	37,155	454,134	
83																0	0	0	0	0	0	0	0	0	0	1,551	0	0	0	0	3,453	12,318	16,686	34,008

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84	0	0	0	0	0	0	0	0	0	0	0	0	0	0	295	1,502	1,268	3,027	4,934	5,347	1,194	0	0	0	0	0	0	0	0	0	0	0	17,567	
85																										60	1,399	1,200	850	1,027	2,039	2,260	8,835	
86																										7,000	7,000	4,000	1,552	3,334	2,861	4,596	30,343	
87	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-346	-154	6,894	18,861	39,053	28,886	28,797	75,000	118,649	38,516	33,400	47,000	34,000	24,600	20,786	57,538	77,440	648,920	
88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-15	4,635	24,585	37,025	110,057	100,051	155,318	302,343	305,165	145,000	170,000	315,000	180,000	205,000	232,646	363,976	448,148	3,098,934	
89																												3,804	4,061	4,901	5,933	6,566		25,265
90																									2,414	0	0	5,772	0	78,000	42,529	0	0	128,715
91	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,008	7,837	21,902	25,415	31,400	47,555	18,563	33,835	77,953	62,139	17,885	11,816	41,990	0	21,200	0	24,700	40,728	486,926	
92																											274	0	0	5,100	2,122	13,097	14,714	35,307
93																									3,180	1,366	2,129	1,832	700	1,219	1,380	1,500	4,722	18,028
94	0	0	0	1,822	2,983	1,194	2,658	5,420	6,557	7,946	8,247	8,163	10,841	12,903	9,729	7,349	10,475	12,060	14,880	16,814	9,472	11,973	14,605	15,682	5,745	15,030	58,504	9,000	1,344	2,200	12,300	8,421	304,317	
95	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22,180	11,600	11,800	19,500	31,700	23,000	95,000	95,000	130,000	127,000	47,522	121,474	190,374	926,150	
96																														34,211	4,818	0	887	39,916
97	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	57	308	949	1,383	1,827	0	0	0	0	0	0	0	0	4,524	
98																										0	0	9,512	0	0	0	0	0	9,512
99																												1,078	3,998	0	2,499	4,295	11,870	
100																												4,800	5,863	5,230	9,964	7,636	33,493	
101	0	0	0	0	0	0	0	48	50	50	203	104	312	274	197	0	363	289	194	1,709	1,353	1,135	2,680	2,905	830	1,508	3,400	1,000	1,062	0	3,197	3,242	26,105	
102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	2,922	2,581	1,995	2,969	7,337	1,200	3,700	2,000	9,225	5,460	39,409	
103																										0	957	629	900	1,164	1,347	1,461	1,287	7,745
104																										139	548	126	0	0	0	0	0	813
105	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					720	291	315	858	2,063	1,973	1,764	2,800	2,000	2,003	3,096	7,501	29,437	54,821	
106	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,494	57,425	83,697	26,927	34,824	64,715	10,000	12,330	6,730	14,800	20,900	337,842	
107	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	138	563	2,124	5,324	165,000	300,000	450,000	210,000	340,000	345,644	462,040	504,192	2,785,025	
108	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	9	81	837	56	107	135	0	1,383	139	106	156	0	53	379	1,419	146	5,011		
109																														2,040	1467	3,507		
110																														1,546	1,027	2,573		
111																														29,971	45,000	74,971		
112	<b>US Annual Total</b>	<b>42,971</b>	<b>45,843</b>	<b>33,159</b>	<b>61,738</b>	<b>102,592</b>	<b>54,502</b>	<b>27,016</b>	<b>44,290</b>	<b>69,772</b>	<b>112,971</b>	<b>86,312</b>	<b>60,517</b>	<b>97,169</b>	<b>117,876</b>	<b>107,291</b>	<b>141,406</b>	<b>195,880</b>	<b>269,457</b>	<b>443,961</b>	<b>692,446</b>	<b>444,469</b>	<b>653,053</b>	<b>1,308,623</b>	<b>1,881,707</b>	<b>948,651</b>	<b>1,407,436</b>	<b>2,217,008</b>	<b>1,405,940</b>	<b>1,730,650</b>	<b>1,679,433</b>	<b>2,466,907</b>	<b>3,178,164</b>	<b>22,129,210</b>
113	<b>This color represents confidential data estimates</b>																											<b>22,129,210</b>						
115	<i>italic figures are rough estimates</i>																																	
116																																		
117																																		

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118																																		
119																																		
120																																		
121																																		
122																																		
123																																		
124																																		

Cell: AG4  
Note: Dianne Vrablic:  
count all rifles.  
Total is Rifle mfg less rifles exported.

Cell: AA7  
Note: Jim Curcuruto:  
51500 MISC

Cell: AD7  
Note: Jim Curcuruto:  
All MSR's or lowers

Cell: AE7  
Note: Dianne Vrablic:  
rifles: 1,817  
lowers: 216,461

Cell: AF7  
Note: Dianne Vrablic:  
rifles: 1,114  
lowers: 249,807  
minus 251 exports

Cell: AG7  
Note: Dianne Vrablic:  
rifles: 2,046  
lowers: 277,731

Cell: AB9  
Note: Jim Curcuruto:  
combo Rifles + MISC

Cell: AB11  
Note: Jim Curcuruto:  
55000 Rifles + 23700 MISC

Cell: AB15  
Note: Jim Curcuruto:  
mix trad / msr?

Cell: AD15  
Note: Jim Curcuruto:  
est of the 6,187 total

Cell: AB16  
Note: Jim Curcuruto:  
combo rifles + MISC

Cell: AD17  
Note: Jim Curcuruto:  
5000 producted  
8000 exported???

Cell: AF17  
Note: Dianne Vrablic:  
  
5,487 produced and 10,000 exported???

Cell: AB19  
Note: Jim Curcuruto:  
combo Rifles + 13800 MISC

Cell: AE19  
Note: Dianne Vrablic:  
rifles + Misc

Cell: AF19  
Note: Dianne Vrablic:  
Rifles + Misc

Cell: AG19  
Note: Dianne Vrablic:  
Rifles + Misc

Cell: AC22  
Note: Jim Curcuruto:  
See Remington #

Cell: AE22  
Note: Dianne Vrablic:  
Trademark owned by Remington

Cell: AF22  
Note: Dianne Vrablic:  
Trademark owned by Remington

Cell: AG22  
Note: Dianne Vrablic:  
Bushmaster.com  
Jay Jacobson  
1st year of production:  
2,158 rifles & 82 lowers.

Cell: AB23  
Note: Jim Curcuruto:  
75% of total are "MSR" / AK made in US but not sure if all are AK, Need to contact. 90,000 rifles+ 54000 MISC = 144,000. Going to use 90k to be safe as no response from co.

Cell: AC23  
Note: Jim Curcuruto:  
75% of total = MSR / AK

Cell: AD23  
Note: Jim Curcuruto:  
75% of total (Rifle + Misc) = MSR/AK

Cell: AE23  
Note: Dianne Vrablic:  
75% of total  
Rifles + Misc FA

Cell: AF23  
Note: Dianne Vrablic:  
75% of Rifles & Misc

Cell: AG23  
Note: Dianne Vrablic:  
75% of Rifles & Misc

Cell: AB24  
Note: Jim Curcuruto:  
No website. No answer to call. 503-351-3254  
40,000

Cell: AB25  
Note: Jim Curcuruto:  
Combo Rifles & MISC

Cell: AE25  
Note: Dianne Vrablic:  
Rifles + Misc

Cell: AF25  
Note: Dianne Vrablic:  
Rifles + Misc

Cell: AG25  
Note: Dianne Vrablic:  
Rifles + Misc

Cell: AB26  
Note: Jim Curcuruto:  
2,286 exported

Cell: AG26  
Note: Dianne Vrablic:  
Total= Rifles minus rifle export, minus MISC exports

Cell: AB27  
Note: Jim Curcuruto:  
550 exported

Cell: AE27  
Note: Dianne Vrablic:  
(Rifles + Misc) rounded  
minus  
(Rifles + Misc exported)  
rounded

Cell: AF27  
Note: Dianne Vrablic:  
Rifles mfg - 588 rifles exported

Cell: AG27  
Note: Dianne Vrablic:  
Rifles mfg -1,118 rifles exported

Cell: AE30  
Note: Dianne Vrablic:  
Rifles: 31,013  
Pistols: 4,600

Cell: AF30  
Note: Dianne Vrablic:  
Rifles 33,435  
Pistols: 5,108

Cell: AG30  
Note: Dianne Vrablic:  
Rifles 27,498  
Pistols: 2,342

Cell: AF33  
Note: Dianne Vrablic:  
Rifles: 2,092  
Misc: 504

Cell: AG33  
Note: Dianne Vrablic:  
Rifles: 1,695



Misc: 1,633

Cell: AC34  
Note: Jim Curcuruto:  
See Remington #

Cell: AE35  
Note: Dianne Vrablic:  
Rifles: 1,399  
Pistols: 88  
Misc: 2,952

Cell: AF35  
Note: Dianne Vrablic:  
rifles: 1,723  
Pistols: 204  
Misc: 6,109

Cell: AG35  
Note: Dianne Vrablic:  
rifles: 1,097  
Pistols: 151  
Misc: 6,737

Cell: AG39  
Note: Dianne Vrablic:  
Rifles: 7,596  
Pistols: 1,090  
Misc: 0

Cell: AE40  
Note: Dianne Vrablic:  
307 Rifles counted only

Cell: AF40  
Note: Dianne Vrablic:  
Rifles counted only

Cell: AG40  
Note: Dianne Vrablic:  
Rifles counted only

Cell: AE44  
Note: Dianne Vrablic:  
rifles: 15,671

Cell: AF44  
Note: Dianne Vrablic:  
rifles: 15,902

Cell: AG44  
Note: Dianne Vrablic:  
rifles: 37,202

Cell: AF45  
Note: Dianne Vrablic:  
Mfg 770 rifles.  
Exported 775 rifles???

Cell: AG45  
Note: Dianne Vrablic:  
Mfg 770 rifles.  
Exported 775 rifles???

Cell: AE47  
Note: Dianne Vrablic:  
about 1/2 of their rifle models are MSR and 1/2 are traditional.

MSR est is 1/2 the reported rifle figure.  
(DV\_10/16/23)

Cell: AF47  
Note: Dianne Vrablic:  
as with previous year, estimate 50% of rifles as MSR.

Total rifles: 2,780 \* .50

Reported(DV\_10/16/23)

Cell: AG47  
Note: Dianne Vrablic:  
MSRs counted at 50% of rifle total of 1,999:

Tot reported= 1,000

Cell: AB54  
Note: Jim Curcuruto:  
all MISC

Cell: AG55  
Note: Dianne Vrablic:  
Rifles: 4,855  
Pistols: 221

Cell: AB58  
Note: Jim Curcuruto:  
2800 exported

Cell: AE60  
Note: Dianne Vrablic:  
Rifles: 1,562  
Pistols: 3,504

Cell: AF60  
Note: Dianne Vrablic:  
Rifles: 2,709  
Pistols: 4,157  
after deducting exported).

Cell: AG60  
Note: Dianne Vrablic:  
Rifles: 2,598  
Pistols (1/2): 3318  
after deducting exported).

Cell: AE63  
Note: Dianne Vrablic:  
Rifles: 4,340  
Pistols: 1,412

Cell: AF63  
Note: Dianne Vrablic:  
Rifle: 18,769  
Pistols: 3,927

Cell: AG63  
Note: Dianne Vrablic:  
Rifle: 23,245  
Pistols: 4,046

Cell: AD64  
Note: Dianne Vrablic:  
Rifles

Cell: AE66  
Note: Dianne Vrablic:  
Rfiles: MSR

Cell: AF66  
Note: Dianne Vrablic:  
Rifles: MSR

Cell: AG66  
Note: Dianne Vrablic:  
Rifles: MSR

Cell: AB68  
Note: Jim Curcuruto:  
all MISC (lowers)

Cell: AG68  
Note: Dianne Vrablic:  
Pistols: 7  
Rifles: 49  
Misc: 0  
Exports: 0

Cell: AB69  
Note: Jim Curcuruto:  
13,340 but some bolt action

Cell: AG69  
Note: Dianne Vrablic:  
Rifles: 1,223  
Misc" 15,073

Cell: AG70  
Note: Dianne Vrablic:  
Rifles: 927  
Mic: 1,457

Cell: AF71  
Note: Dianne Vrablic:  
Rifles only: 495  
Exports: 0 reported

Cell: AB73  
Note: Jim Curcuruto:  
9970 rifles. 2804 misc

Cell: AE73  
Note: Dianne Vrablic:  
Rifles: 4,067  
Pistols: 614

Cell: AF73  
Note: Dianne Vrablic:  
Rifles: 8,339

Pistols: 6,339

Cell: AG73  
Note: Dianne Vrablic:  
count pistols & rifles less exports of same.

MISC was excluded.

Cell: AE74  
Note: Dianne Vrablic:  
Rifles: 1,186  
Pistols: 664

Cell: AF74  
Note: Dianne Vrablic:  
Rifles: 1,498  
Pistols: 1,423

Cell: AG74  
Note: Dianne Vrablic:  
Rifles: 1,695  
Pistols: 1,369

Cell: AE75  
Note: Dianne Vrablic:  
Rifles: 5,335  
Pistols: 4,430

Cell: AF75  
Note: Dianne Vrablic:  
Rifles: 8,054  
Pistols: 6,972

Cell: AG75  
Note: Dianne Vrablic:  
Rifles: 5,566  
Pistols: 8,724

Cell: AE77  
Note: Dianne Vrablic:  
Pistols: 1,759  
Rifles: 909

Cell: AF77  
Note: Dianne Vrablic:  
Pistols: 1,413  
Rifles: 869

Cell: AG77  
Note: Dianne Vrablic:  
Pistols: 3,526  
Rifles: 1,290

Cell: AF78  
Note: Dianne Vrablic:  
Pistols: 972 misc

Cell: AG78  
Note: Dianne Vrablic:  
MISC: 156

Cell: AE79  
Note: Dianne Vrablic:  
Rifles: 20,792, but 1 traditional model.  
est. 15,000 for rifle  
Pistols: 4,559

Cell: AF79  
Note: Dianne Vrablic:  
Pistols: 15,053

MSR Rifles approx 75% estimated as 40,000

Cell: AG79  
Note: Dianne Vrablic:  
Pistols: 26,086

MSR Rifles approx 75% estimated as 74,000

Cell: AC80  
Note: Jim Curcuruto:  
All MSRs including DPMS an dBushmaster

Cell: AG81  
Note: Dianne Vrablic:  
Oct 16, 2023:  
Pistols are not displayed on their website. The total of 41 pistols was excluded.  
  
Rifles: 218  
Misc: 12

Cell: AF82  
Note: Dianne Vrablic:  
Rifles: 21,597

Pistols (50%) total= 1,110

Cell: AG82  
Note: Dianne Vrablic:  
Rifles: 34,345  
Pistols (50%) total= 2,810

Cell: AE83  
Note: Dianne Vrablic:  
Dianne Vrablic:  
MSR pistols, rifles, & shotguns.  
Misc (2,754) were excluded from MSRs.

Cell: AF83  
Note: Dianne Vrablic:  
MSR pistols, rifles, & shotguns.  
Misc (2,683) were excluded from MSRs.

Cell: AG83  
Note: Dianne Vrablic:  
MSR pistols, rifles, & shotguns.

Misc (3,391) plus exported ( 120) were excluded from MSR count

Cell: AE85  
Note: Dianne Vrablic:  
Pistols: 25  
Rifles: 90  
Misc: 912

Cell: AF85  
Note: Dianne Vrablic:  
Pistols: 271  
Rifles 124  
Misc: 1,644  
Nothing excluded.

Cell: AG85  
Note: Dianne Vrablic:  
Pistols: 61  
Rifles: 282  
Misc: 1,917  
Nothing was excluded.

Cell: AB86  
Note: Jim Curcuruto:  
Trad vs MRS break down? + MISC figures

Cell: AE86  
Note: Dianne Vrablic:  
80% of rifles: 1,576  
Pistols (all): 19  
50% of misc, but this year misc=0

Cell: AF86  
Note: Dianne Vrablic:  
Rifles (80%): 2543  
Pistols: 184  
Misc (50%): 134

Cell: AG86  
Note: Dianne Vrablic:  
Rifles (80%): 3,104  
Pistols: 169  
Misc (50%): 1,323

Cell: AA87  
Note: Jim Curcuruto:  
4100 exported

Cell: AB87  
Note: Jim Curcuruto:  
4866 exported

Cell: AG87  
Note: Dianne Vrablic:  
Rifles only: 77,440

Some MSR style pistols, but not all. Not counted.

Cell: AB88  
Note: About 80% of total Rifles Manufactured. + 11,200 MISC?

Cell: AG89  
Note: Dianne Vrablic:  
Misc: 6,566

Cell: AF91  
Note: Dianne Vrablic:  
Rifles: 13,759  
Pistols: 3,171  
Misc: 7830

Cell: AG91  
Note: Dianne Vrablic:

Rifles: 21,836  
Pistols: 5,541  
Misc: 13,351

Cell: AB92  
Note: Jim Curcuruto:  
all exported

Cell: AD92  
Note: Dianne Vrablic:  
Misc  
rev in 2022 to include rifles & shotguns

Cell: AE92  
Note: Dianne Vrablic:  
rifles, shotguns & misc

Cell: AF92  
Note: Dianne Vrablic:  
rifles, shotguns, misc

Cell: AG92  
Note: Dianne Vrablic:  
rifles, shotguns, misc

Cell: AF93  
Note: Dianne Vrablic:  
Rifles 3,043 were recorded at 50% of total as MSR  
Est. MSR rounded: 1,500

Cell: AG93  
Note: Dianne Vrablic:  
Rifles 9,444 were recorded at 50% of total as MSR  
Est. MSR: 4,722

Cell: AE94  
Note: Dianne Vrablic:  
Rifle + Misc  
minus  
Rifle + Misc exports  
rounded down to nearest 100

Cell: AF94  
Note: Dianne Vrablic:  
Rifles + Misc minus  
Rifles + Misc exports  
  
rounded to 100's

Cell: AG94  
Note: Dianne Vrablic:  
Rifles + Misc minus  
Rifles + Misc exports

Cell: AB98  
Note: Dianne Vrablic:  
AFMER posted 0,  
not the 9,512 that was included in here for 2016.  
7/5/22: revised count to zero 0 (dv)

Cell: AB101  
Note: Jim Curcuruto:  
458 exported

Cell: AF101  
Note: Dianne Vrablic:  
Rfiles: 1,773  
Pistols: 1,424

Cell: AG101  
Note: Dianne Vrablic:  
Rfiles: 1,823  
Pistols: 1,419

Cell: AB102  
Note: Jim Curcuruto:  
754 exported

Cell: AF102  
Note: Dianne Vrablic:  
Pistols: 895  
Rifles + Misc: 8,330

Cell: AG102  
Note: Dianne Vrablic:  
Pistols: 1,394  
Rfiles: 1,215  
Misc: 2,851

Cell: AE103  
Note: Dianne Vrablic:

Rifles: 1,175  
Pistols: 172

Misc & exports: 0

Cell: AF103  
Note: Dianne Vrablic:  
Rifles: 1,021  
Pistols: 440  
Misc: 0  
Exports: 0

Cell: AG103  
Note: Dianne Vrablic:  
Rifles: 1,272  
Pistols: 15  
Misc: 0  
Exports: 0

Cell: AF105  
Note: Dianne Vrablic:  
This count was for Rifles only

Cell: AG105  
Note: Dianne Vrablic:  
counted Rifles only (less rifle exports)

Cell: AE106  
Note: Dianne Vrablic:  
Rifles + Misc: 6,272  
Pistols: 458

Cell: AF106  
Note: Dianne Vrablic:  
  
Rifles: 14,070  
Pistols: 779  
excluded SG & misc

Cell: AG106  
Note: Dianne Vrablic:  
  
Rifles: 19,860 plus  
Pistols: 1,258 rounded  
excluded MISC of 1,445

Cell: AB107  
Note: Jim Curcuruto:  
Spoke with Tom Steffner. 80% are stamped lowers sold at \$105 that people build to full MSR.

Cell: AE107  
Note: Dianne Vrablic:  
Rifles 3,373  
& Misc (lowers) 342,271  
  
verified (2022)

Cell: AF107  
Note: Dianne Vrablic:  
Rifles 22,481  
& Misc (lowers) 439,559  
  
Verified (2022)

Cell: AG107  
Note: Dianne Vrablic:  
Rifles 32,405  
& Misc (lowers) 471,787  
  
Verified (2022)

Cell: AE108  
Note: Dianne Vrablic:  
Rifles: 31  
Pistols: 8  
Misc: 340

Cell: AF108  
Note: Dianne Vrablic:  
Rifles 119  
Pistols: 34  
Misc: 1,266

Cell: AG108  
Note: Dianne Vrablic:  
Rifles 144  
Pistols: 2  
Misc: 0

Cell: AF109  
Note: Dianne Vrablic:  
Rifles: 2,040

Cell: AG109  
Note: Dianne Vrablic:  
Rifles: 1,467

Cell: AF110  
Note: Dianne Vrablic:

Misc: 1,546

Cell: AG110  
Note: Dianne Vrablic:  
Misc: 1,177 less  
Misc exports: 150 for total of 1,027

Cell: AF111  
Note: Dianne Vrablic:  
Rfiles only: 29,971

Cell: AG111  
Note: Dianne Vrablic:  
Rfiles only: 45,000

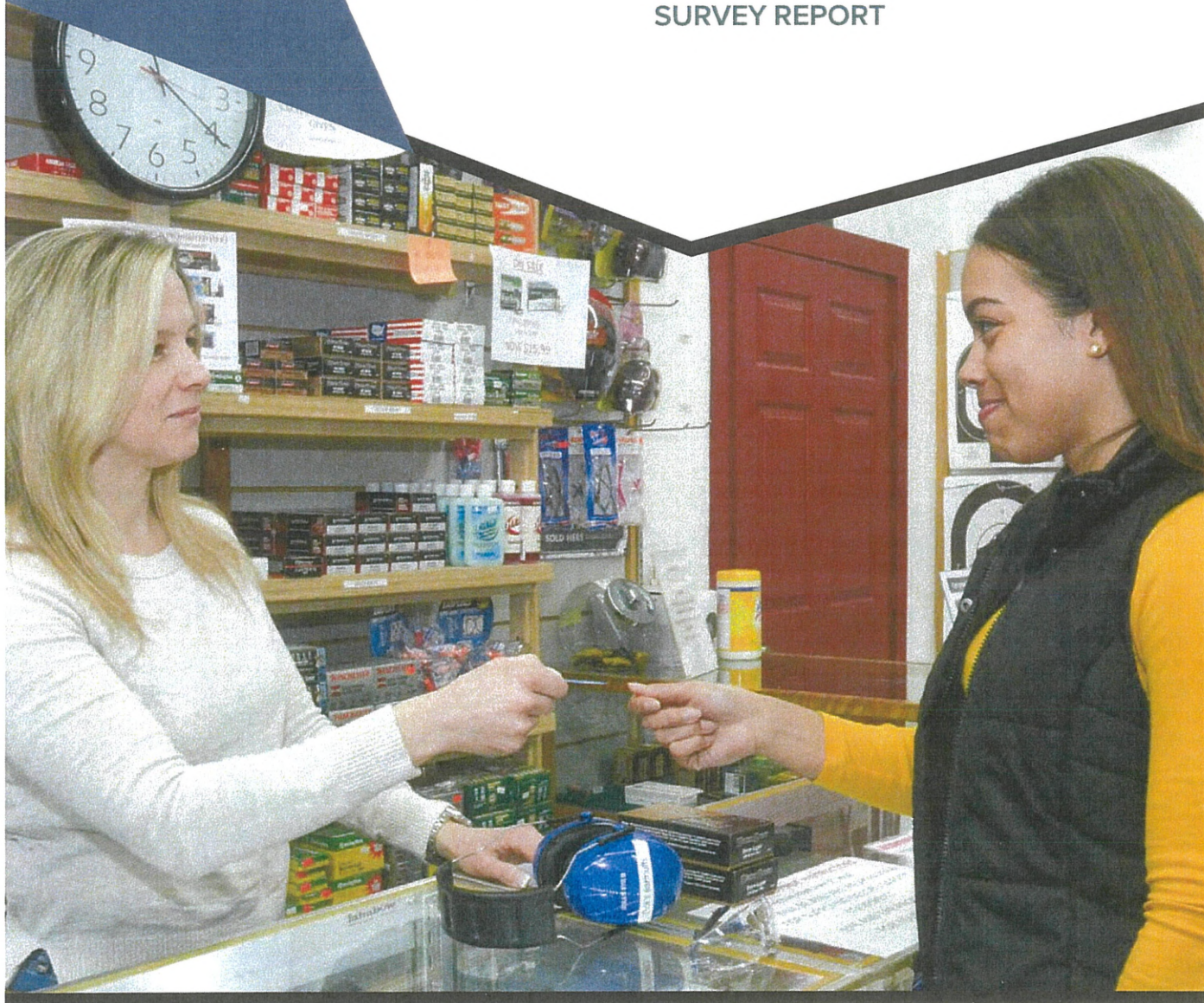
# **Exhibit 4**

to Deposition of James Curcuruto



# NSSF® REPORT 2021 EDITION FIREARMS RETAILER

SURVEY REPORT



Conducted for the  
National Shooting Sports Foundation®  
by: Southwick Associates

$\Delta \pi$  EXHIBIT 4  
Deponent \_\_\_\_\_  
Date \_\_\_\_\_ Rptr. \_\_\_\_\_  
WWW.DEPOBOOKPRODUCTS.COM

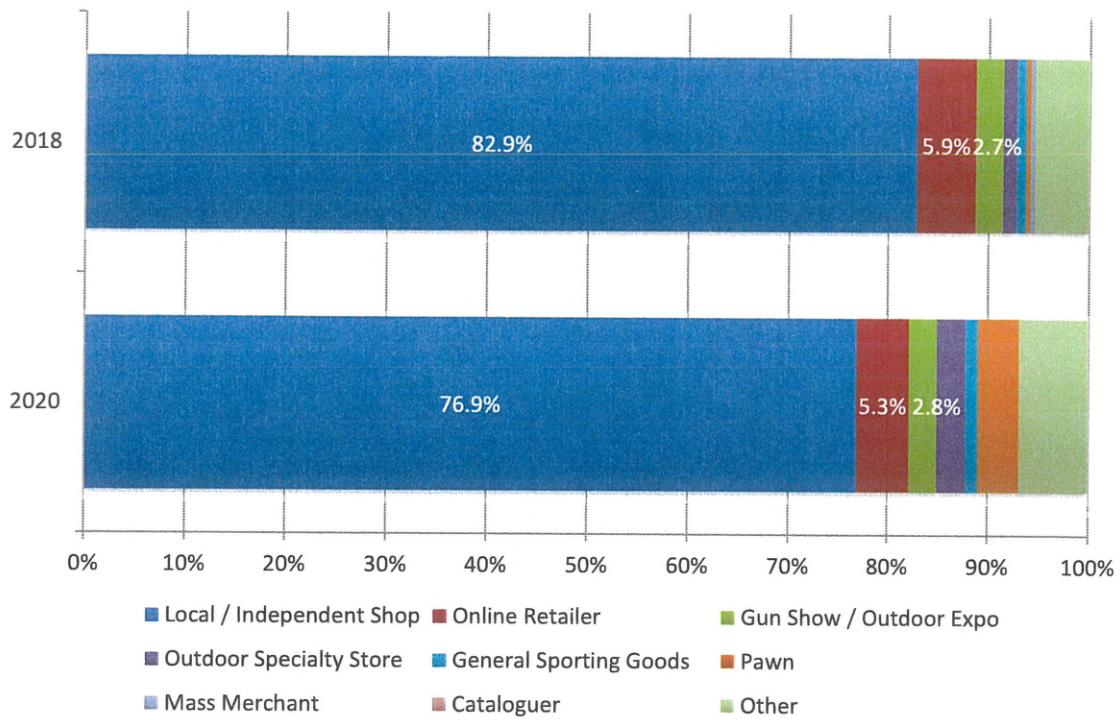
**NSSF**  
The Firearm Industry  
Trade Association  
**NSSF 000053**

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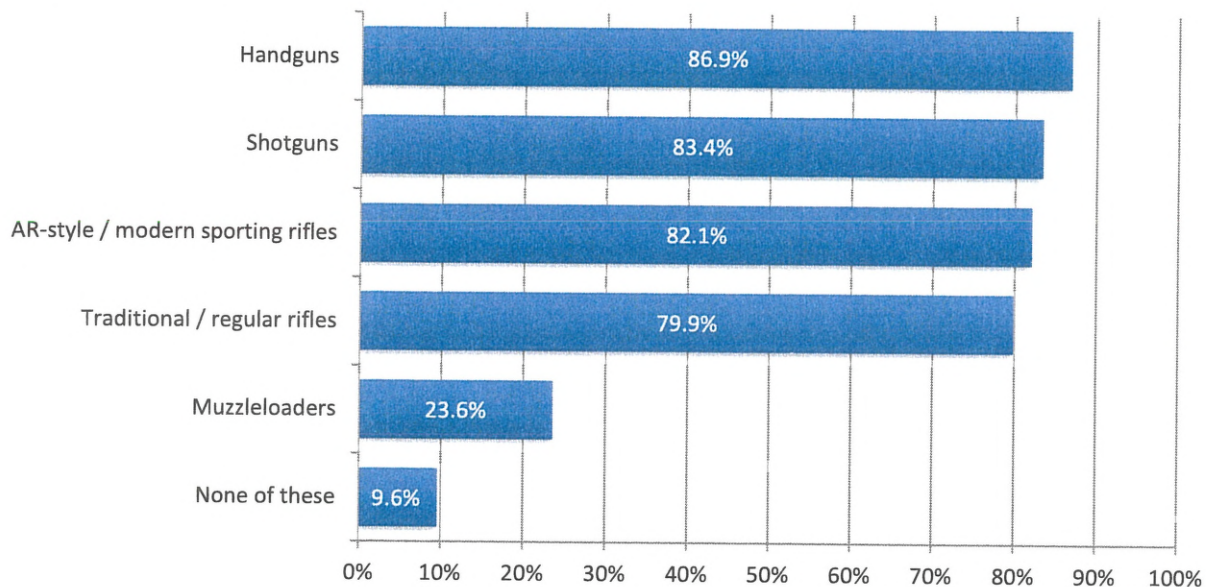
Of those that selected "Retail" as earning the majority of annual revenues:

Please check the category that best describes your retail business:



	2018	2020	Responses (2020)
Local / Independent Shop	82.9%	76.9%	246
Online Retailer	5.9%	5.3%	17
Gun Show / Outdoor Expo	2.7%	2.8%	9
Outdoor Specialty Store	1.4%	2.8%	9
General Sporting Goods	0.9%	1.3%	4
Pawn	0.5%	4.1%	13
Mass Merchant	0.5%	0.0%	0
Cataloguer	0.0%	0.0%	0
Other	5.4%	6.9%	22
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>320</b>

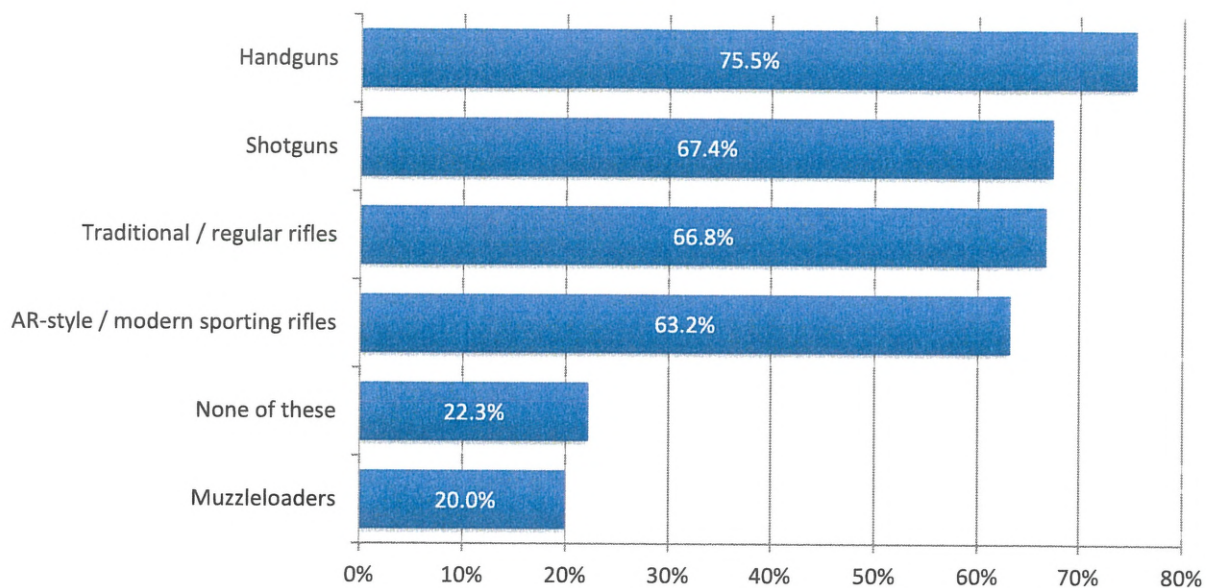
Which categories of NEW products do you currently sell retail?



	2020	Responses (2020)
Handguns	86.9%	272
Shotguns	83.4%	261
AR-style / modern sporting rifles	82.1%	257
Traditional rifles	79.9%	250
Muzzleloaders	23.6%	74
None of these	9.6%	30

Total number of responses for 2020: n = 313

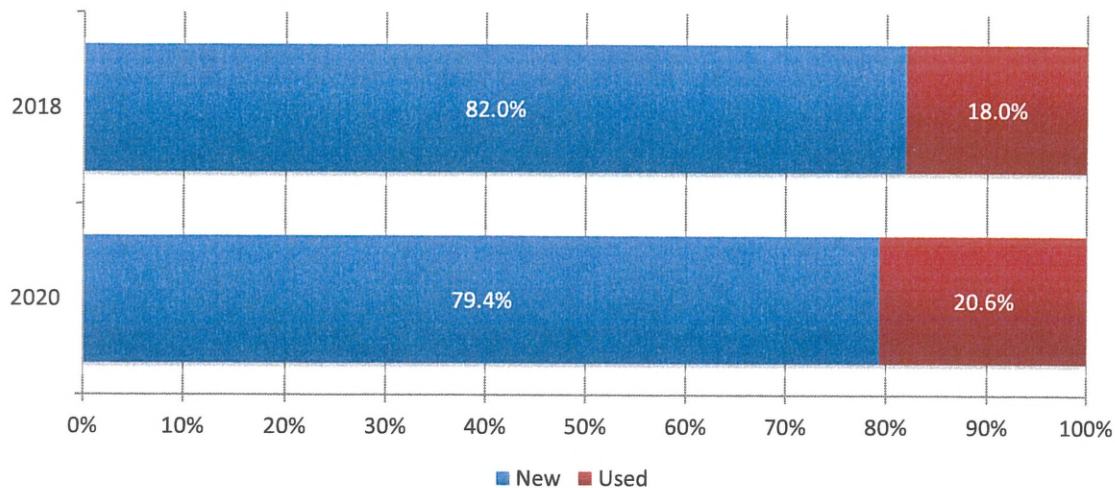
Which categories of USED products do you currently sell retail?



Number of responses selling at least one of these firearm types USED in 2020: n = 310

	2020	Responses (2020)
Handguns	75.5%	234
Shotguns	67.4%	209
Traditional rifles	66.8%	207
AR-style / modern sporting rifles	63.2%	196
None of these	22.3%	69
Muzzleloaders	20.0%	62

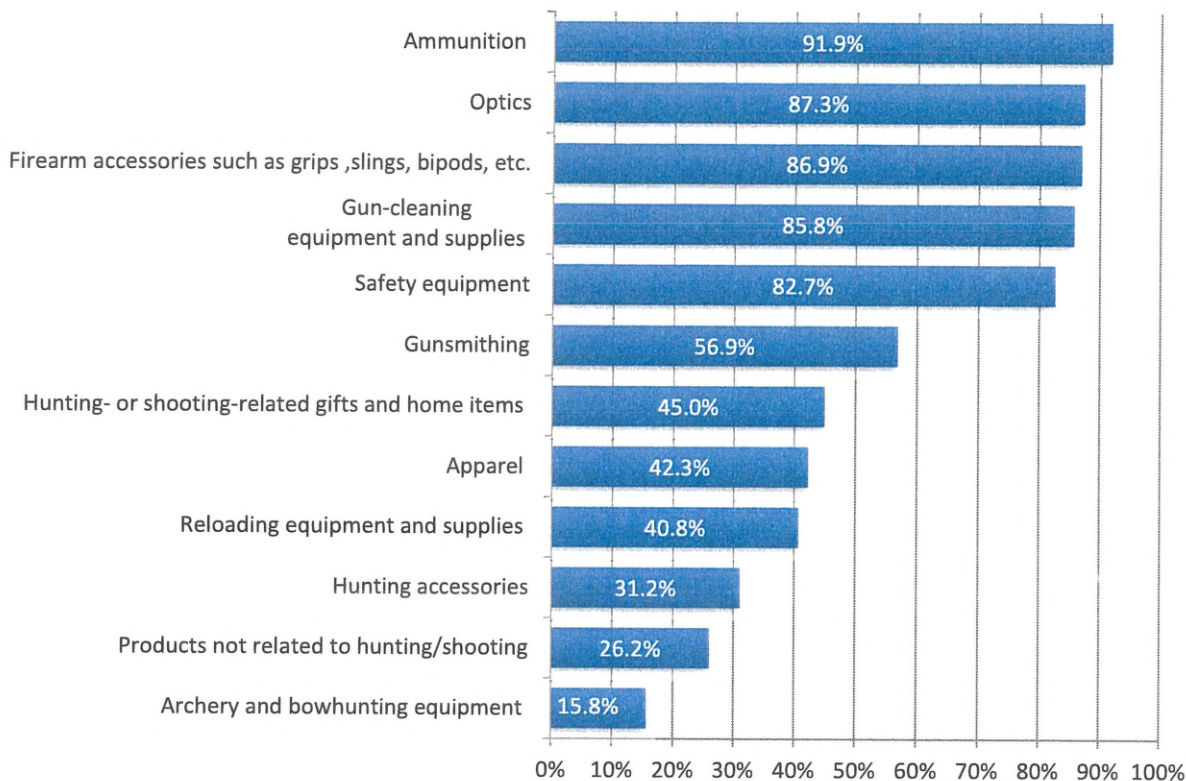
Approximately what percentage of the firearms you sold in 2020 were:



Firearms sold	2018	2020
New	82.0%	79.4%
Used	18.0%	20.6%

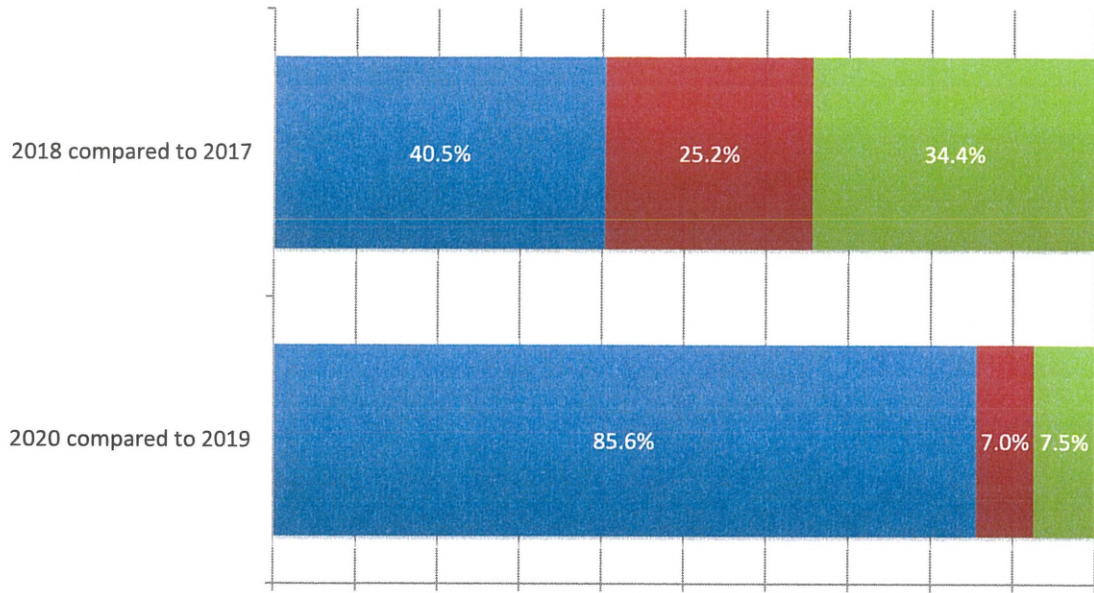
Total number of responses in 2020: n = 250

Which of these product categories do you currently sell?



	2020	Responses (2020)
Ammunition	91.9%	239
Optics	87.3%	227
Firearm accessories such as grips, slings, bipods, etc.	86.9%	226
Gun-cleaning equipment and supplies	85.8%	223
Safety equipment	82.7%	215
Gunsmithing	56.9%	148
Hunting- or shooting-related gifts and home items	45.0%	117
Apparel	42.3%	110
Reloading equipment and supplies	40.8%	106
Hunting accessories	31.2%	81
Products not related to hunting/shooting	26.2%	68
Archery and bowhunting equipment	15.8%	41
Total number of responses in 2020: n = 260		

Total sales compared to the previous year:



- This year's sales were UP compared to last year's
- This year's sales were FLAT compared to last year's
- This year's sales were DOWN compared to last year's

	2018	2020	Responses (2020)
Up	40.5%	85.6%	172
Flat	25.2%	7.0%	14
Down	34.4%	7.5%	15

What was the average change of total sales compared to the previous year?

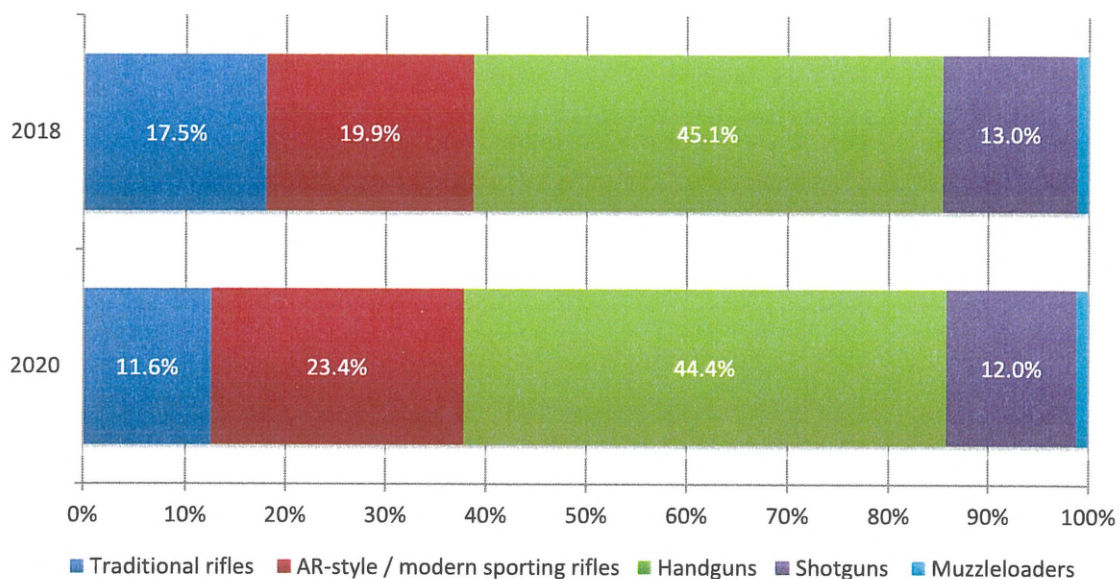
	2018	2020	Responses (2020)
Avg. Increase	22.9%	80.8%	170
Avg. Decrease	18.2%	42.5%	15



In 2020, what were your total sales of shooting and hunting-related items only, including firearms, ammo, accessories, apparel, etc.?

Year	Average Total Sales
2018	\$1,252,011
2020	\$2,666,719
# of 2020 Responses	170

Of all your FIREARM sales last year, please estimate the percentage of sales dollars attributable to each type of firearm:

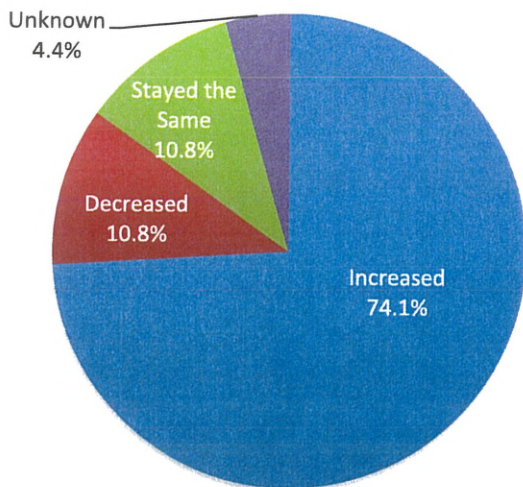


Total responses in 2020: n = 194

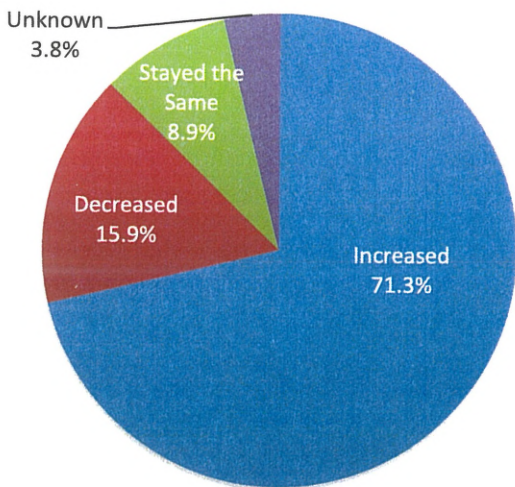
**INVENTORY**

How did your spending on inventory change in 2020 versus 2019 for:

**Firearms**



**Ammunition**



**SELECTED OPERATING MEASURES**

*NOTE: The following tables are based on a subset of respondents who provided complete information for sales, inventory, square footage, and cost of goods sold. Results are broken out into two categories: retailers with \$1 million or more in total annual sales of shooting and hunting-related items only, and those with less than \$1 million in sales.*

What was the average value (replacement value, not retail value) of the total inventory you had on hand in 2020 for shooting- and hunting-related merchandise only, including firearms, ammo, accessories, apparel, etc.)? DO NOT include inventory for other activities such as fishing, hardware, camping, etc.

	2020	Responses (2020)
Retailers less than \$1 million	\$112,673.78	67
Retailers \$1 million or more	\$3,352,872.20	46

\*Does not include inventory for other activities such as fishing, hardware, camping, etc.

To the best of your ability, please estimate the number of inventory turns you achieved in 2020:

	2020	Responses (2020)
Retailers less than \$1 million	7.34	23
Retailers \$1 million or more	7.56	33

\*78 retailers were not able to answer this question.

What was the total square footage of retail space dedicated to shooting- and hunting-related items only, as of December 31?

	2018	2020	Responses (2020)
Retailers less than \$1 million	1,116	2,087	71
Retailers \$1 million or more	4,788	9,299	47

Please tell us how many full-time employees your store had in 2018 for hunting and shooting related merchandise including firearms, ammunition, etc.

	2018	2020	Responses (2020)
Retailers less than \$1 million			
Full Time Employees	2.4	1.8	77
Part Time Employees	2.0	1.2	47
Retailers \$1 million or more			
Full Time Employees	5.6	10.1	77
Part Time Employees	4.6	9.9	48

To the best of your knowledge, what was your total customer demographic in 2020?

	2018	2020
Male	78.5%	73.8%
Female	21.5%	26.2%
White	74.4%	68.9%
Black	9.3%	12.9%
Hispanic	12.1%	10.6%
Asian	4.1%	3.9%
White Male	59.5%	51.6%
White Female	15.0%	17.4%
Black Male	7.0%	9.0%
Black Female	2.4%	3.9%
Hispanic Male	9.0%	7.9%
Hispanic Female	3.1%	2.7%
Asian Male	3.1%	2.6%
Asian Female	1.0%	1.2%
Other	NA	3.7%

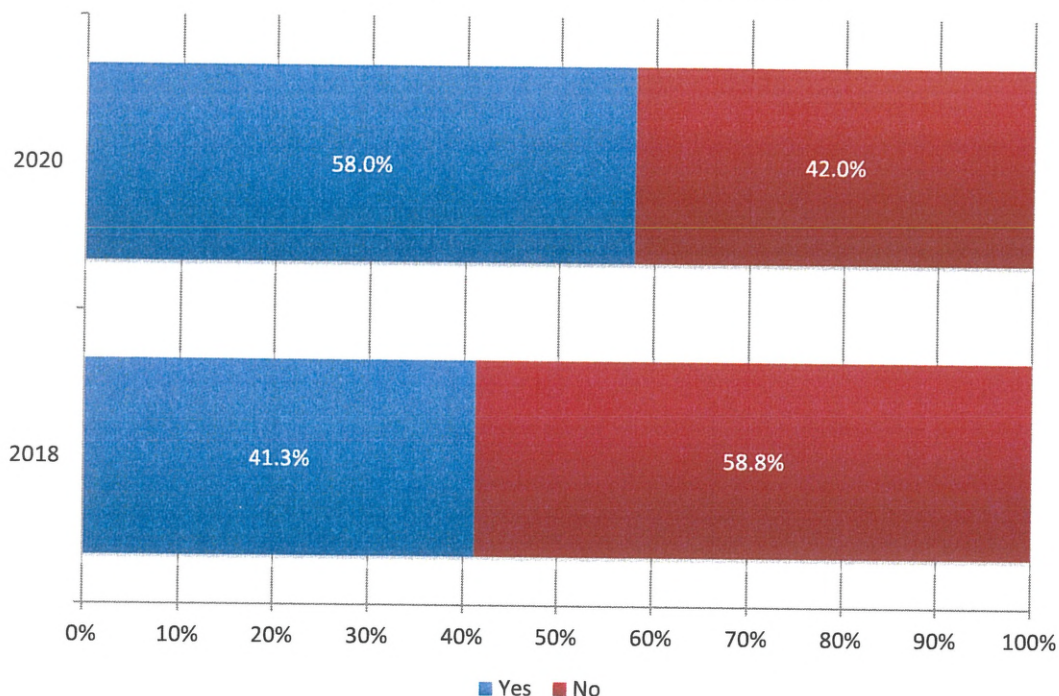
Total number of responses in 2020: n = 140

Do you have a system you use to collect demographic information (age, gender, race/ethnicity) on your customers?

	2018	2020
Yes	3.8%	8.6%
No	96.2%	91.4%

Total number of responses in 2020: n = 139

Do you sell any hunting and shooting-related products via the Internet?



	2018	2020
Yes	41.3%	58.0%
No	58.8%	42.0%

Total number of responses in 2020: n = 143

This year, did your online sales increase or decrease?

	2018	2020
Increase	30.3%	69.9%
Stay the same	51.5%	18.1%
Decrease	18.2%	12.0%

Total number of responses in 2020: n = 83

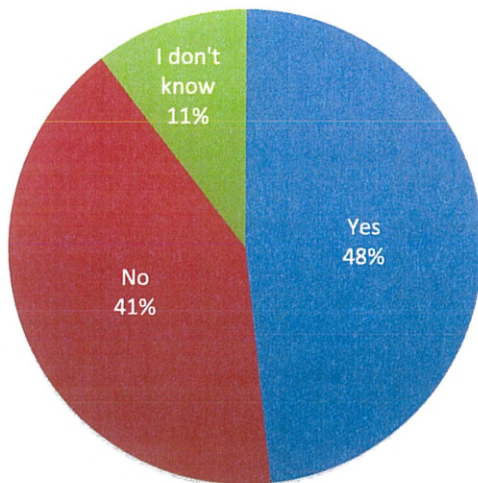
Please estimate as best as possible the percentage of annual shooting and hunting-related sales revenues that were generated online:

	2018	2020
% sales revenue generated online	26.0%	28.1%

Total number of responses in 2020: n = 78

**SOCIAL MEDIA AND CURRENT ISSUES**

In 2020, were you denied the ability to advertise on any platforms?

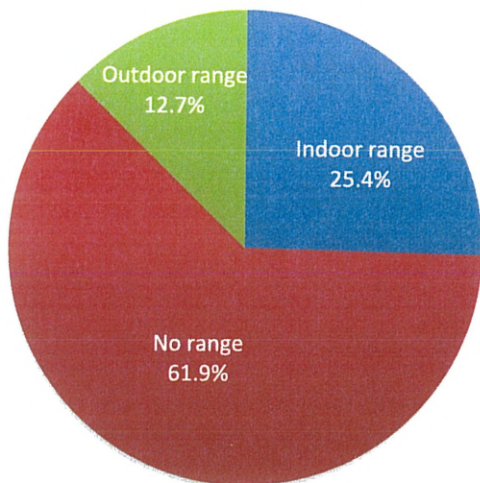


2020	
Yes	48.3%
No	41.3%
I don't know	10.5%

Total number of responses in 2020: n = 139

**SHOOTING RANGES AND OTHER OFFERINGS**

Do you have an active shooting range on-site?



Total number of responses in 2020: n = 260

Do you offer any of the following general firearm instruction classes at your store? (select all that apply)

Class	2018	2020
Basic Pistol	36.6%	54.6%
Concealed Carry	39.8%	50.6%
Basic Rifle	23.6%	33.9%
Advanced Pistol Shooting	19.3%	33.5%
Women Only	20.5%	33.1%
Self-Defense	24.2%	31.5%
Basic Shotgun	21.1%	25.9%
Youth Classes	16.1%	25.9%
Tactical	14.3%	23.9%
Advanced Rifle Shooting	13.7%	20.3%
Hunter Education	11.8%	14.7%
Gunsmithing	9.9%	14.3%
Advanced Shotgun Shooting	8.7%	14.3%
Close Quarters Combat	3.7%	13.6%
Other	3.7%	7.6%
Reloading	5.0%	5.6%
We do not offer any firearm-related classes	49.1%	33.5%

Total number of responses in 2020: n = 251

**NSSF**  
*The Firearm Industry  
Trade Association*

11 Mile Hill Road  
Newtown, CT 06470-2359  
T: 203.426.1320  
F: 203.426.1087  
nssf.org



# **Exhibit 5**

to Deposition of James Curcuruto

# DETACHABLE MAGAZINE REPORT

1990 - 2021



[nssf.org/research](https://nssf.org/research)

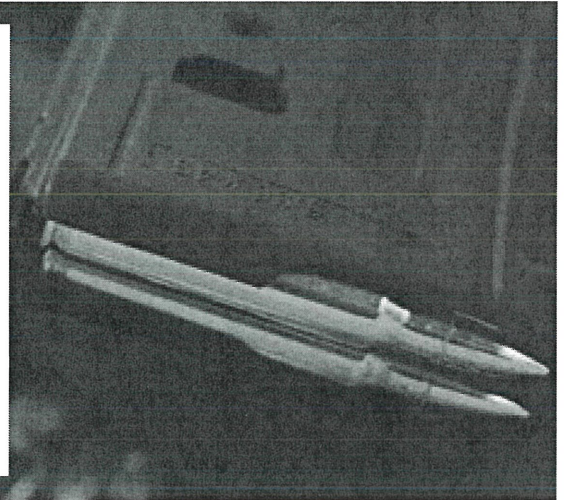
**NSSF**  
The Firearm Industry  
Trade Association  
NSSF 001994

# NSSF® DETACHABLE MAGAZINE REPORT (1990 – 2021)



## PURPOSE

Estimate the number of detachable firearm magazines, segmented by capacity, that have been sold and made available using the latest information (2023 initial study period). Estimate the number of magazines provided “in the box” with firearms made available to consumers along with secondary market / direct consumer purchase of firearm magazines. This is done as part of NSSF's ongoing industry research to provide insights into the firearm and ammunition industry.



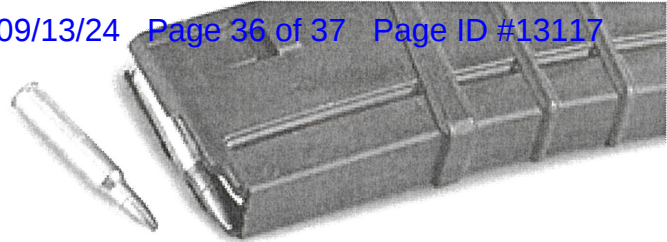
## METHODOLOGY

Utilize Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) Annual Firearms Manufacturers Export Reports (AFMER) to identify firearm manufacturers and corresponding firearm manufacturing activity of pistols and rifles. ATF AFMER reporting is segmented by Pistol, Revolver, Rifle, and Shotgun categories of manufacturing and export. Identify and remove firearm manufacturers that do not produce pistols and rifles that accept detachable magazines such as derringers, single shot pistols, and fixed magazine rifles. Master totals were created for the top 15 pistol manufacturers (~80 percent of pistols) and top 15 rifle manufacturers (~60 percent of rifles) produced in the 2021 ATF AFMER. Independent research and direct survey of firearm and magazine manufacturers yielded information on how many magazines, and their capacity, were provided with each firearm and made available to the U.S. consumer market from 1990 to 2021 through wholesalers, retailers, and sold directly to consumers. If historical information was not available, a value of one magazine per pistol and rifle was used for the list of top manufacturers. Organizing the data collected from top pistol and rifle manufacturers, industry averages of magazines and capacity were applied to all other pistol and rifle manufacturers reported by ATF AFMER for the study period (1990-2021). Consumer market totals were taken directly from participating magazine manufacturers with no adjustment. Totals of each segment were rounded to the closest thousand.

## RESULTS

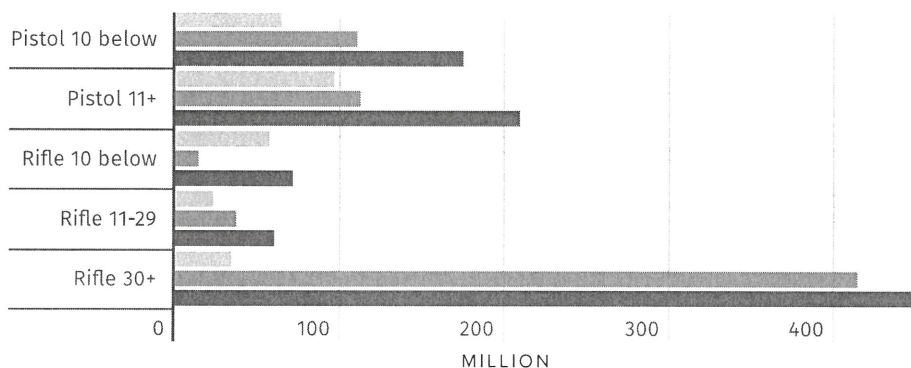
Independent research and direct survey of firearm and magazine manufacturers yielded industry averages for pistol and rifle magazines that come “in the box.” Pistol magazines had an industry average of 2.1 magazines per firearm from the manufacturer with 44 percent being 10 and below capacity. Rifle magazines had an industry average of 1.8 magazines per firearm from the manufacturer with half being 10 and below capacity, 20 percent being 11-29 round capacity, and 30 percent being 30+ round capacity.

Of the firearm magazines estimated in this study, 29 percent originate from detachable magazines provided “in the box” with each newly manufactured firearm and 71 percent of detachable magazines were distributed to the consumer market as an “aftermarket”



product. An estimated 963 million magazines were produced and entered the commercial market between 1990 and 2021. Of the estimated 963 million magazines, approximately 74 percent, or 717 million magazines, have a capacity of 11+ rounds. A majority of the 11+ round capacity magazines are rifle magazines. About 46 percent of the magazines estimated in this study are rifle magazines with 30+ round capacity. The percentage of detachable magazines at 11+ capacity is about 55 percent of total pistol magazines. The amount of 10 and below capacity rifle magazines supplied from the manufacturer is over one and a half times the amount of 30+ capacity rifle magazines. The consumer market totals of rifle magazines show 30+ capacity magazines, over 413 million, are over thirty times the amount available than 10 and below capacity rifle magazines, about 13 million.

Firearm Magazine Estimate 1990 – 2021					
	Pistol 10 below	Pistol 11+	Rifle 10 below	Rifle 11-29	Rifle 30+
Manufacturer Total	64,099,000	96,148,000	57,362,000	22,945,000	34,417,000
Consumer Market Total	110,694,000	112,997,000	13,717,000	37,441,000	413,952,000
Manufacturer and Consumer Totals	174,793,000	209,145,000	71,079,000	60,386,000	448,369,000
<b>Grand Total: 963,772,000</b>					



## LIMITATIONS

Not all magazine manufacturers that support and supply firearm manufacturers and the consumer market responded to the survey/provided data; therefore, the results are a conservative estimate. Not all segments of detachable magazines could be counted due to lack of public information or availability of records. For example, detachable shotgun magazines are prevalent in certain shooting sports and tactical applications but were not counted. Military and law enforcement sales were not counted. This analysis did not account for breakage or magazines that were destroyed/discarded as no data exists. No reliable data exists prior to 1990 to estimate historic detachable magazines that may still be available for sale or in working condition. This is due to lack of ATF AFMER reporting prior to 1990. This study does not claim all the magazines estimated in this study are owned by Americans; these are both magazines estimated to be in circulation and made available for sale at some point from 1990 to 2021.

## DISCUSSION

The popularity of small “conceal carry” pistols highly influenced the distribution of pistol magazines in most recent years, but following trends in manufacturing, many of these pistols are being updated with higher capacity magazines as designs are updated. Magazine-fed semiautomatic pistols and rifles are becoming increasingly popular. Based on magazines alone, 11+ round capacity, market share of these firearms in the United States should be expected hold pace with historic trends.<sup>1,2</sup>

A recent study of the general population within the United States identified that over 1,300 firearm owners provided more insight to magazine ownership. Results suggest that more than a third (36.3 percent) of the U.S. population are currently firearm owners.<sup>3</sup> Those identified as firearm owners were asked to share details about their detachable magazine ownership. More than half (53.2 percent) of firearm owners reported owning a detachable magazine for a handgun, and nearly a third (32.7 percent) reported owning a detachable magazine for a rifle. Nearly a third (35.9 percent) of firearm owners reported owning a detachable handgun magazine with a capacity of 11 or more rounds, while nearly a quarter (24.3 percent) of firearm owners reported owning a

detachable rifle magazine with a capacity of 11 or more rounds. Overall, 43.3 percent of firearm owners reported owning a detachable magazine with a capacity of 11 or more rounds. These findings indicate that approximately 8.9 percent of the U.S. population owns a magazine holding 11 or more rounds.<sup>4</sup>

According to a recent NSSF study, Modern Sporting Rifle (MSR) Comprehensive Consumer Report 2022, magazines were one of the most common accessories purchased among the 2,185 usable responses. “Over half (52%) of MSR owners stated the detachable magazine capacity of their MSR is 30 rounds. When asked why they chose their respective capacity, most frequent responses were related to popularity / standard and being readily available.”<sup>5</sup> The latest estimate of MSRs produced between 1990–2021 is over 28 million<sup>6</sup>, making aftermarket magazines for these firearms abundant in the United States, where such capacity magazines are not banned<sup>7</sup>. These rifle magazines, like all categories of magazines in this study, are those that are provided “in the box” from the manufacturer and made available for sale. The proportion of owned magazines versus magazines available for sale is currently unattainable.

## CONCLUSION

The findings in this report give some insight to the volume and capacity of detachable firearm magazines in the United States for the study period. A more comprehensive estimate would be attainable if participation from firearm and magazine manufacturers increased in future updates. Consumer preferences of 11+ capacity magazines are reflected in the manufacturing activity of the firearm industry. Changes in legislation outlawing or granting access to these magazines may change overall market proportions but the preference to have more ammunition available is clear.

<sup>1</sup> Association, N. R. (n.d.). 33 new concealed-carry guns for 2018. An Official Journal Of The NRA. <https://www.shootingillustrated.com/content/33-new-concealed-carry-guns-for-2018/>

<sup>2</sup> Association, N. R. (n.d.-a). 10 popular concealed carry guns. An Official Journal Of The NRA. <https://www.shootingillustrated.com/content/10-popular-concealed-carry-guns/>

<sup>3</sup> NSSF 2022 Magazine Capacity Study.

<sup>4</sup> Id.

<sup>5</sup> NSSF Modern Sporting Rifle Comprehensive Consumer Report 2022.

<sup>6</sup> (2024, January 11). NSSF releases most recent firearm production figures. NSSF. <https://www.nssf.org/articles/nssf-releases-most-recent-firearm-production-figures-2024/#:~:text=Data%20indicates%20that%2028%2C144%2C000%20Modern,24.4%20million%20to%20>

[28.1%20million.](#)

<sup>7</sup> Cal. Penal Code § 16350, 16740, 16890, 32310-32450., Colo. Rev. Stat. §§ 18-12-301, 302, 303., Conn. Gen. Stat. §§ 53-202w, 53-202q., Del. Code Ann. Tit. 11, § 1469(a), D.C. Code Ann. §§ 7-2506.01(b); 7-2507.06(a)(4), Haw. Rev. Stat. Ann. § 134-8(c), 720 ILCS 5/24-110 (enacted January 10, 2023 by 2021 IL HB 5471., Md. Code Ann., Crim. Law § 4-305., Mass. Gen. Laws ch. 140, §§ 121, 131M., N.J. Stat. Ann. §§ 2C:39-1(y), 2C:39-3(j), 2C:39-9(h), N.Y. Penal Law §§ 265.00(23), 265.02(8), 265.10, 265.11, 265.20(7-f), 265.36-265.37., See 2022 Oregon Ballot Measure 114, SEC. 11., R.I. Gen. Laws §§ 11-471-2, 11-471-3(a), Vt. Stat. Ann. tit. 13, § 4021 (enacted by 2017 VT S 55, Sec. 8), RCW 9.41.370.