

Exhibit 6

Part 1 of 2

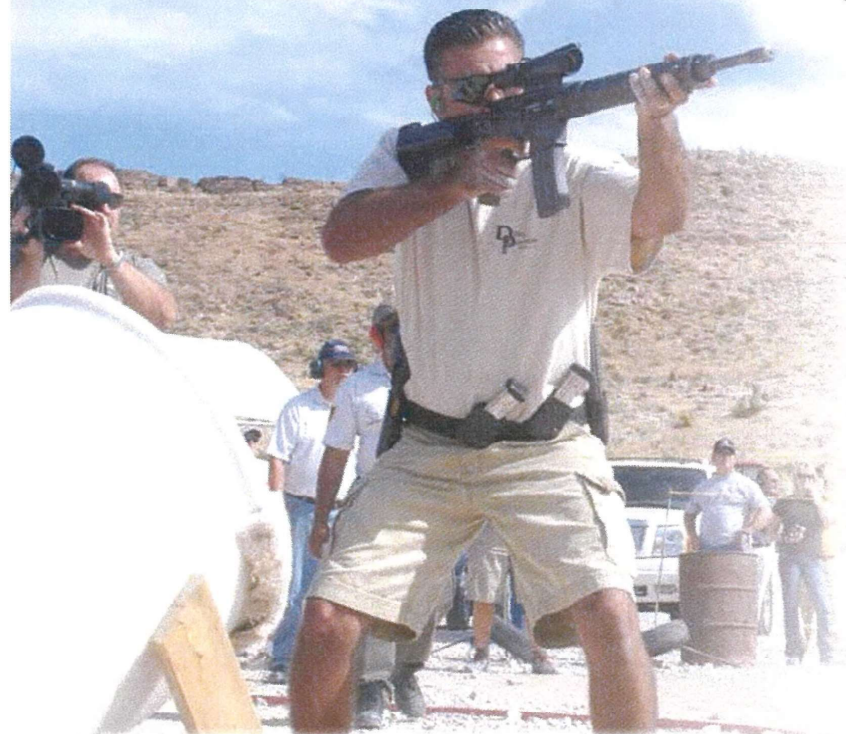
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NSSF® REPORT

MODERN SPORTING RIFLE (MSR)

COMPREHENSIVE CONSUMER REPORT 2013

Ownership, Usage and Attitudes
Toward AR- and AK-Platform
Modern Sporting Rifles



Conducted for National Shooting Sports Foundation
by Sports Marketing Surveys

SPORTS MARKETING SURVEYS USA.

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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 9,000 manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers.

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1 METHODOLOGY

The 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 firearms ownership and hunting such as:

- AR-15.com e-newsletter
- Bushmaster Website and Facebook page
- DPMS Website and Facebook page
- Field & Stream blog
- Gun Digest website
- Guns and Ammo website
- NSSF Facebook page & Twitter post
- NSSF/GunBroker *Pull the Trigger* e-newsletter
- Remington Facebook page
- Smith & Wesson Facebook page & Twitter post
- 3-Gun Nation website and Facebook page
- Tapco website and Facebook page
- Winchester ammunition e-newsletter

A contest to win one of three \$500 Cabela's gift cards was included as an incentive to complete the survey in full. The term "Modern Sporting Rifle" was clearly defined as AR- or AK-platform rifles such as an AR-15, AR-10, AK-47 or other semi-automatic rifles with detachable magazines. Photographs of both AR- and AK-platform MSR's were shown on the survey landing page. 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 MSR but would still like to be entered in the contest, select "No".) These safeguards narrowed the usable responses from 26,719 to 21,942.

This gives a very high confidence level. The Confidence Interval for the full "MSR Owner" sample ranges from +/- 0.29 percentage points to +/- 0.68 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 +/- 0.68 percentage points so between 49.32% and 50.68%. Or to put it another way: Less than 5 times out of 100 would we expect to find a difference of more than 0.68 percentage points due to sampling.

Survey was live April and May 2013.

2 EXECUTIVE SUMMARY

In the spring of 2013, The National Shooting Sports Foundation (NSSF) contracted with Sports Marketing Surveys (SMS) of Jupiter, Florida to conduct a large consumer study to learn more about the growing category of MSR Modern Sporting Rifle (MSR) ownership. This survey was formatted to follow the 2010 MSR Consumer Report from NSSF and SMS first collaboration in 2010. In the 2013 survey, MSRs were specified as either an AR platform, AK platform or other semi-automatic rifle with a detachable magazine. Prior to the start of the survey, the NSSF gathered together a panel of industry leaders and experts from the manufacturing, retailing and law enforcement/military backgrounds to ensure that right questions were asked to provide the most amount of information possible.

The survey was conducted using an Internet based methodology. Links were posted on many of the popular consumer oriented web sites in the industry in order to solicit responses. An incentive was used in order to facilitate this process. At the end of the fielding period, well over 26,000 total responses were received of which over 21,942 came from MSR owners. This response was a significant increase from the 2010 study of 11,400 respondents. This large sample meant that we were able to perform a number of very specific survey cross tabs to look at some differences among MSR owners.

MSRs owners are predominantly male (99%). Over 75% of male MSR owners are married, of those married, more than half indicated their wife went target shooting with them and 14% own her own MSR. Even though only 1% of respondents were female, there appeared to be a large interest in MSRs and MSR related recreational shooting activities within the female population.

Most owners are older, with 61% over the age of 45 and most don't have children living in the home (58%). The more MSR's owned, the more likely they are to lock up their weapons.

35% reported having either military or law enforcement background. This is down from the 44% reported in 2010. Although the veteran status has increased slightly, the 2013 survey seemed to tap more into the civilian MSR population.

Although Range membership is down from 51% in 2010 to 48% in 2013, members have increased the usage of their MSRs compared to 2010. Range members tend to be older and have an income greater than \$75,000. In regards to weapon and accessory purchase, the Range and Non-Range member have relatively the same habits with the exception of price. Over 60% are recent MSR buyers and plan on purchasing accessories in the next 12 months.

The rate of ownership has increased dramatically since 2010. Those who only own one MSR, 49% purchased their first in 2012 and 2013. Overall, 2012 was the highest (17%) for new ownership since prior to 1994. 91% of all MSR owners own at least one AR Platform weapon. Just over a quarter of owners report having 4 or more MSR's, with 14% being only AR Platforms. Most own only one AK Platform (67%). Those who own multiple MSR's (2 or more) tend to be more active with almost half of them hunting, 92% target shooting and 19% shoot in competitions with an MSR.

MSR ownership is not limited to one category of guns. Many MSR owners own at least one other non-MSR weapon. Handguns are the most popular at 90%, followed by the traditional rifle and shotgun (82%). Muzzleloaders (28%) and Paintball guns (15%) are less favorable. Those under the age of 35 are more likely to own a paintball gun and less likely to own a muzzleloader. Only 1% of MSR owners, whether a single or multiple owner, own only MSRs.

Over a third of MSR owners first gain interest in MSRs through a friend and a quarter through the military. Most MSR owners target shoot with at least one other person (84%) which mimics the 2010 report. MSRs are mostly used for rifle target shooting (89%), either at a public range (52%) or private range (51%). Almost half of all MSR owners target shoot on family land, which could indicate target shooting as a family activity. 94% of MSR owners used at least one MSR in the past 12 months. Most (40%) used their MSR on average once a month. Frequency of use increases with number of MSR owned.

Most MSRs were bought from an independent retail store. The average cost of a MSR was \$1,058, \$25 less than the average spent in 2010. .223/5.56mm was the prefer caliber for the AR Platform, where the AK platform was usual 7.62mm x 39mm caliber. Almost two thirds of MSR owners have at least a few accessories, added within 12 months of purchase, on their most recent MSR with an average of \$400 dollars spent.

	2010	2013
Average # MSRs Owned	2.6	3.1
Average \$ Spent on MSRs	\$1,083	\$1,058
Average \$ Spent on MSRs Accessories	\$436	\$381

*NOTE: 2013 NSSF Survey identified AR and AK platforms separately. 2010 NSSF Survey included AK but was tailored more toward the AR platform owner.

3 FAST FACTS

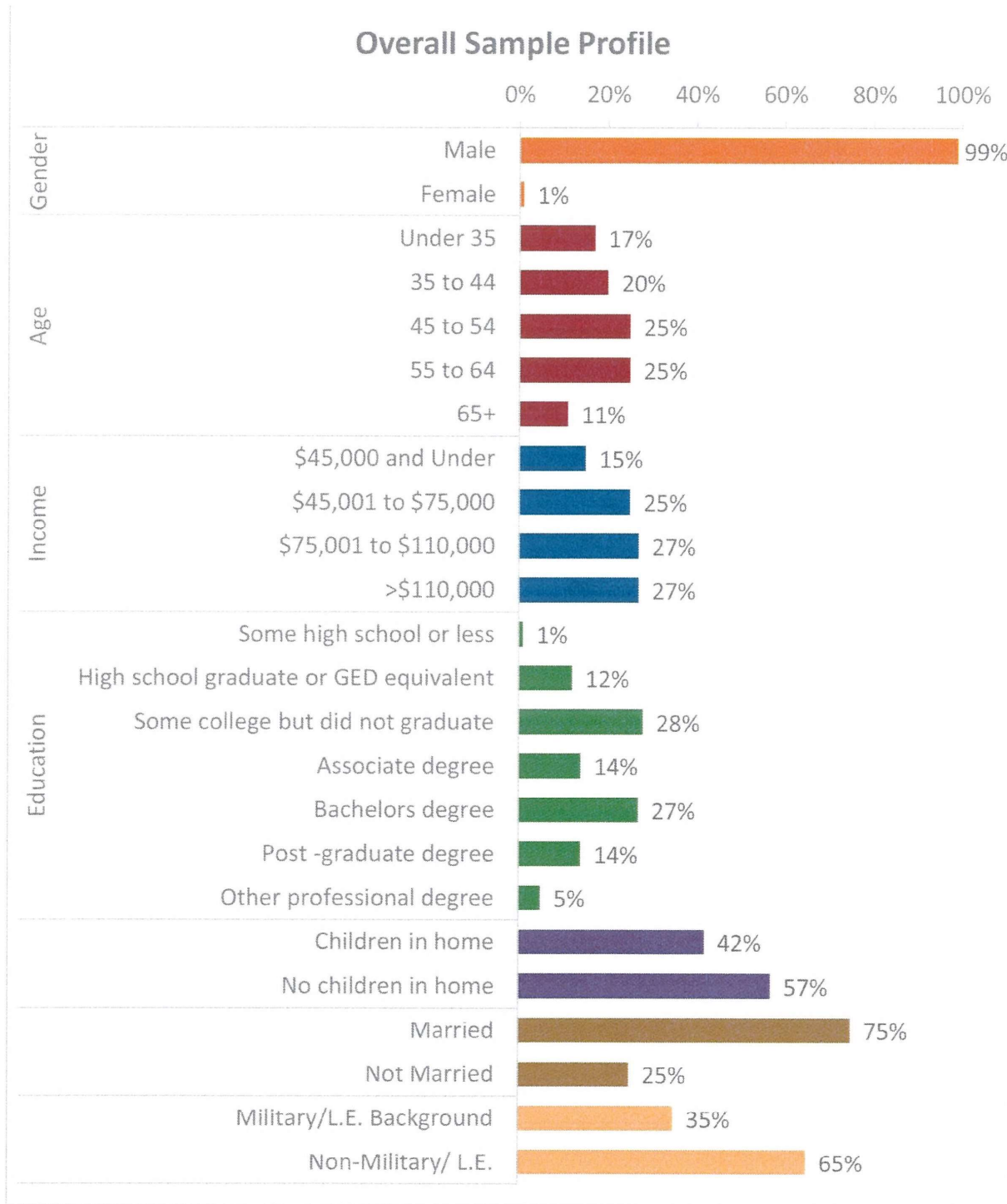
1. The average MSR owner is 35+ years old, married and has at least some college education. 54% have a HH income of \$75,000+ and 57% do not have children living with them.
2. 66% of MSR owners that responded to the study own 2 or more MSRs.
3. Those who shoot more than 24 times a year are much more likely to own multiple MSRs.
4. MSR owners are more likely to own multiple AR platform MSRs than AK MSRs.
5. 26% of MSR owners purchased their first rifle in 2012 or 2013. Over a 1/3 of those who own 4 or more MSRs purchased their first MSR prior to 1994.
6. 9 out of 10 MSR owners owned a handgun prior to owning an MSR.
7. 33% of range members first gained interest in MSRs at a shooting range. Over a quarter of all MSR owners first gained interest in MSRs in the military.
8. 35% of MSR owners are current or former military/law enforcement.
9. Almost half of MSR owners are shooting range members and membership steadily increases with age and income.
10. 8 out of 10 MSR owners purchased their MSR new. Those who own only one MSRs are slightly more likely to purchase used than multiple MSR owners.
11. Showing this is a growth segment, 2/3 of all MSR owners obtained their most recent MSR in 2012 or 2013, while 7% received their most recent MSR in 2005 or earlier.
12. 55% of MSR owners paid under \$1,000 for their MSR. Half of MSR owners who shoot 2+ times/month paid \$1,000 or more for their most recent MSR.
13. 36% of all MSR owners purchased their most recent MSR at an independent retail store or a gun show.
14. Most MSRs recently purchased were chambered in .223/5.56mm.
15. 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.
16. 79% 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 prefer to heavy accessorize their rifle. 62% of owners accessorize their rifle after their purchase but within 12 months after purchasing it.
17. Those most likely to spend \$600+ on aftermarket customizations are: 4+ MSR owners, 2+ times/month shooters, under 35 year olds and those with \$110k+ HH income.
18. 71% of MSR owners use a scope as their primary optic. Older shooters tend to use a scope as their primary optic whereas younger shooters prefer a red dot as a primary optic.
19. About half 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.
20. 66% of MSR owners use a collapsible/folding stock but this usage rate decreases with age.
21. 3 out of 4 of the most recent MSRs purchased had flat top upper receivers.
22. MSR owners are pretty evenly split on having rails or not having rails on their MSR.
23. Black is the most popular finish color with 80% of owners saying their most recent MSR is black.
24. Of the most recent MSRs purchased, 62% had a threaded barrel, 57% had a flash hider, 58% had a 16" barrel, and 51% operate on a direct gas impingement.

25. Those most likely to purchase a MSR in the next 12 months are: 4+ MSR owners, 2+ times/month shooters, and between the ages of 45 to 54.
26. The 3 most owned accessories are: gun cleaning kit (93%), extra magazine (82%), and targets (81%). The top 3 that MSR owners intend to buy are: extra magazine, trigger upgrades and targets.
27. 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 8.2. Professional use/job related was the least important at 2.9.
28. 94% of owners have used their MSR in the last 12 months. Usage slightly decreases with age going from 96% usage rate for under 35's to 92% for those 65+.
29. 38% of MSR owners shoot their MSRs 12 times or more allually. 36% of reloaders shoot 12 times or more compared to 25% for non-reloaders.
30. 34% of MSR owners shot more than they did the previous year. Half said they shot the same amount compared to the previous year.
31. 26% of MSR owners reported shooting more in the past 12 months which is down from 34% reported in 2010.
32. 52% of owners shoot at a public range and 51% shoot a private range. Private range usage increases with age, income, number MSRs owned and shooting frequency.
33. 83% of all MSR owner keep their MSRs in a secure box when not in use.
34. MSR owners use "budget" factory loads 43% of the time while premium loads account for 29%, reloads 16%, and import ammo 12%. Those who shoot more often are much more likely to use reload.
35. 21% of owners shot more than 1,000 rounds out of their MSR in the last 12 months. 27% of range members and 16% of non-members shot more than 1,000 rounds in the last 12 months. 26% of all owners anticipate shooting more than 1,000 rounds in the next 12 months.
36. 42% 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.
37. Just over a third of owners reload their ammo. Reloading is more popular with older shooters, range members and multiple MSR owners.
38. 7 out of 10 reloaders reload 40% of more of their ammo; 27% reload 90% or more.
39. The most popular distance to hunt/target shoot with an MSR is 100-300 yards with 58% of owners shooting at those distances. 33% shoot at less than 100 yards. Younger shooters tend to shoot at shorter distances than older shooters.
40. 17% of MSR owners go shooting alone which is down from 20% in 2010. Older (over 35 years of age) shooters are more likely than younger shooters to shoot alone.
41. 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.
42. Lack of ammo available and the cost of ammo are the two 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.

4 SAMPLE PROFILE

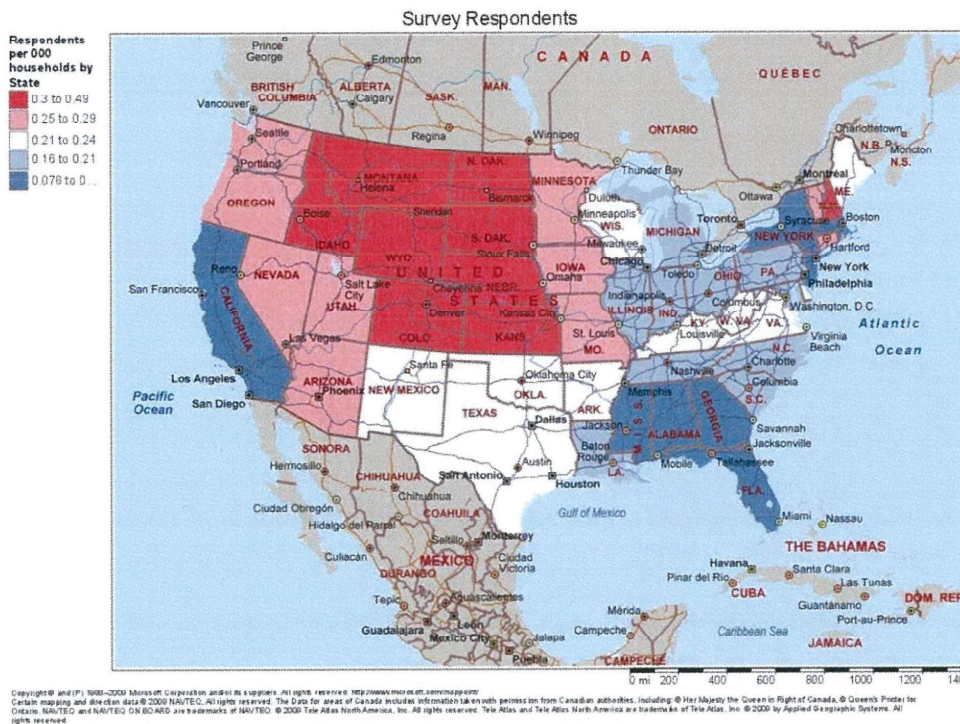
4.1 Overall profile of MSR owners

- N= 21,942

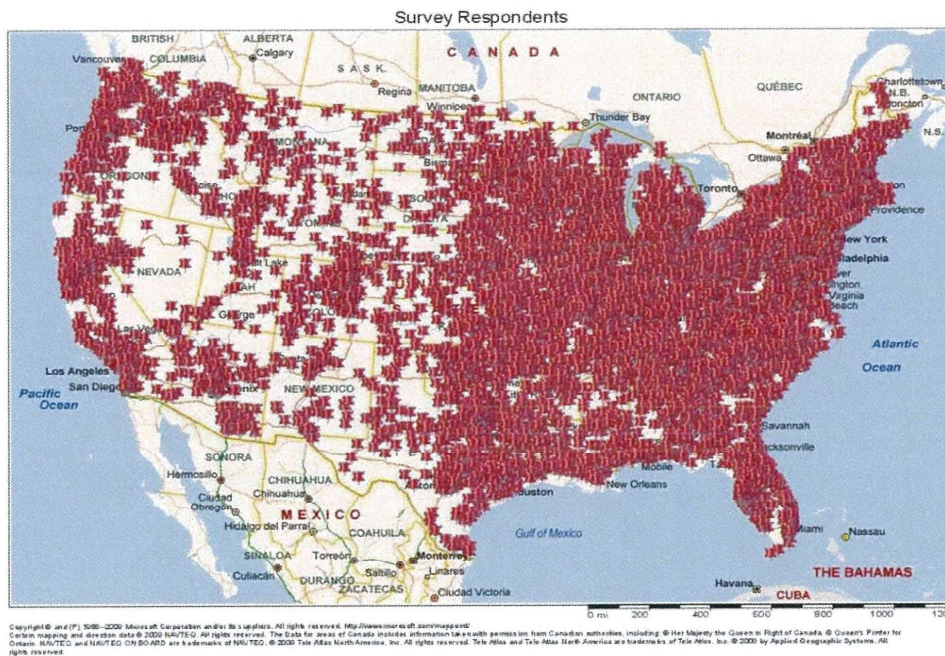


4.2 Geo-Analysis

The following map shows the number of MSR owners per household that responded to the survey.

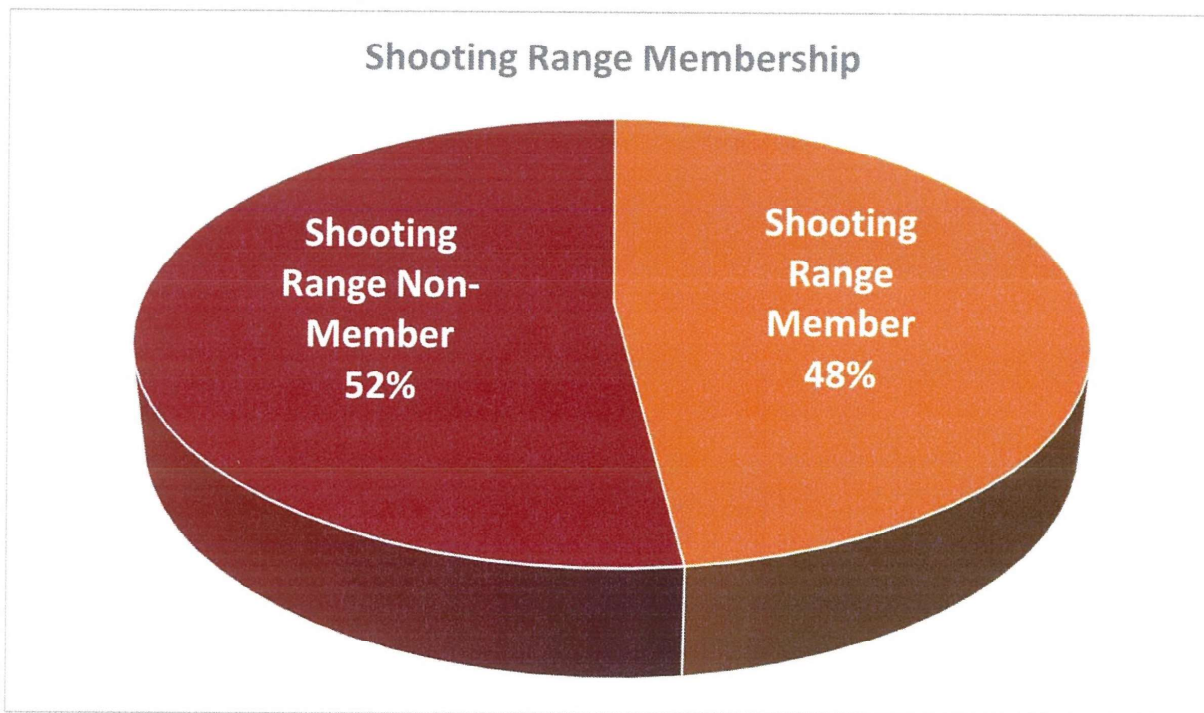


In terms of total respondents the following map shows a pushpin per respondent.



4.3 Range Membership

- 2012 N=21,942



4.4 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	2010	2013
All MSR Owners	<u>7,372</u>	<u>21,942</u>
Military Background	37%	29%
L.E. Background	15%	11%
Either a Military or Law Enforcement Background	44%	35%

For those with a military background, the following table shows the split between active/veteran and the branch of military. Multiple selections allowedm figures may exceed 100%.

Military Background	2010	2013
Military Active	13%	12%
Military Veteran	87%	90%
Military Branch		
Army	42%	42%
Navy	20%	20%
Air Force	21%	21%
Marines	14%	15%
National Guard	11%	12%
Coast Guard	3%	2%
Reserves	10%	11%

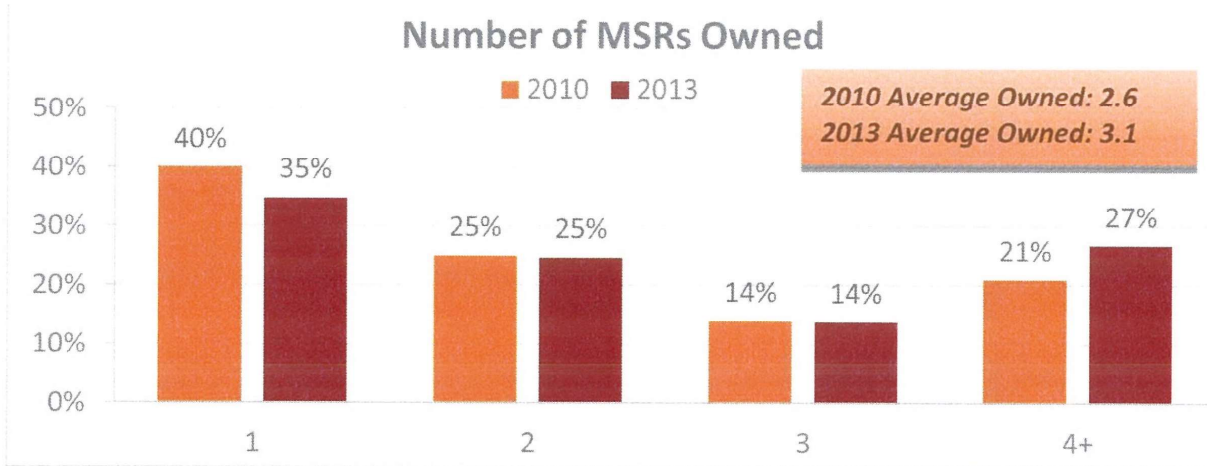
For those with a law enforcement background, the following table shows the split between active/veteran and the branch of law enforcement. Due to multiple responses, totals will not add up to 100%. Multiple selections allowed, figures may exceed 100%.

Law Enforcement	2010	2013
L.E. Active	50%	51%
L.E. Veteran	50%	51%
L.E. Branch		
Local	63%	63%
State	18%	22%
Federal	18%	18%
Other	12%	9%

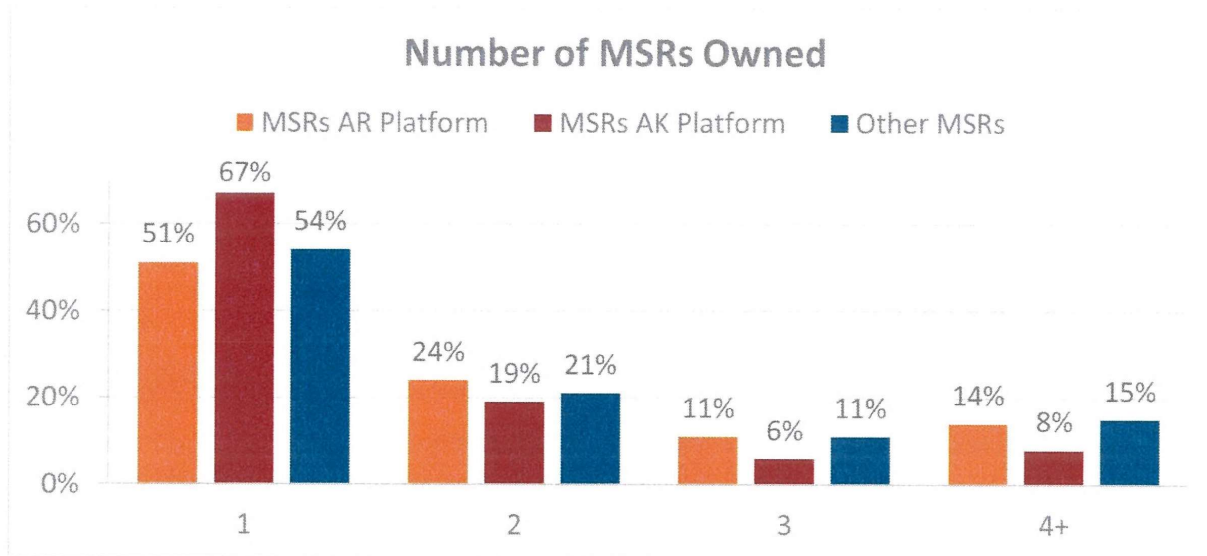
5 MSR BUYING PROCESS

5.1 Number of MSRs owned

- 2010 N= 7,372
- 2012 N=21,942



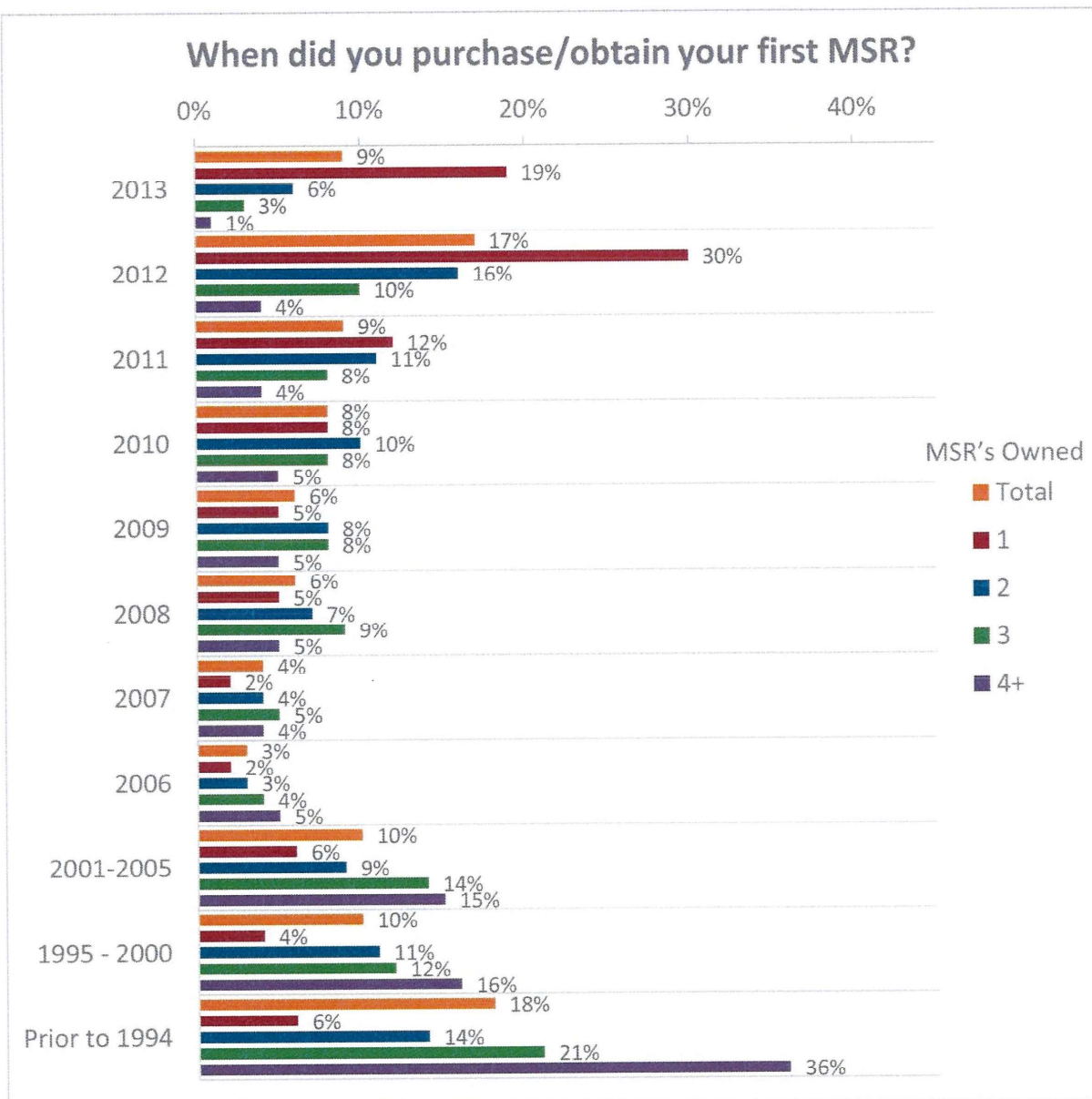
- 35% of MSR owners own a single MSR.
- Over 30% reported owning 3 or more MSRs in both 2010 and 2013.



- The average number of AR Platforms owned is 2.12.
- The average number of AK Platforms owned is 1.68.

5.2 First MSR purchased

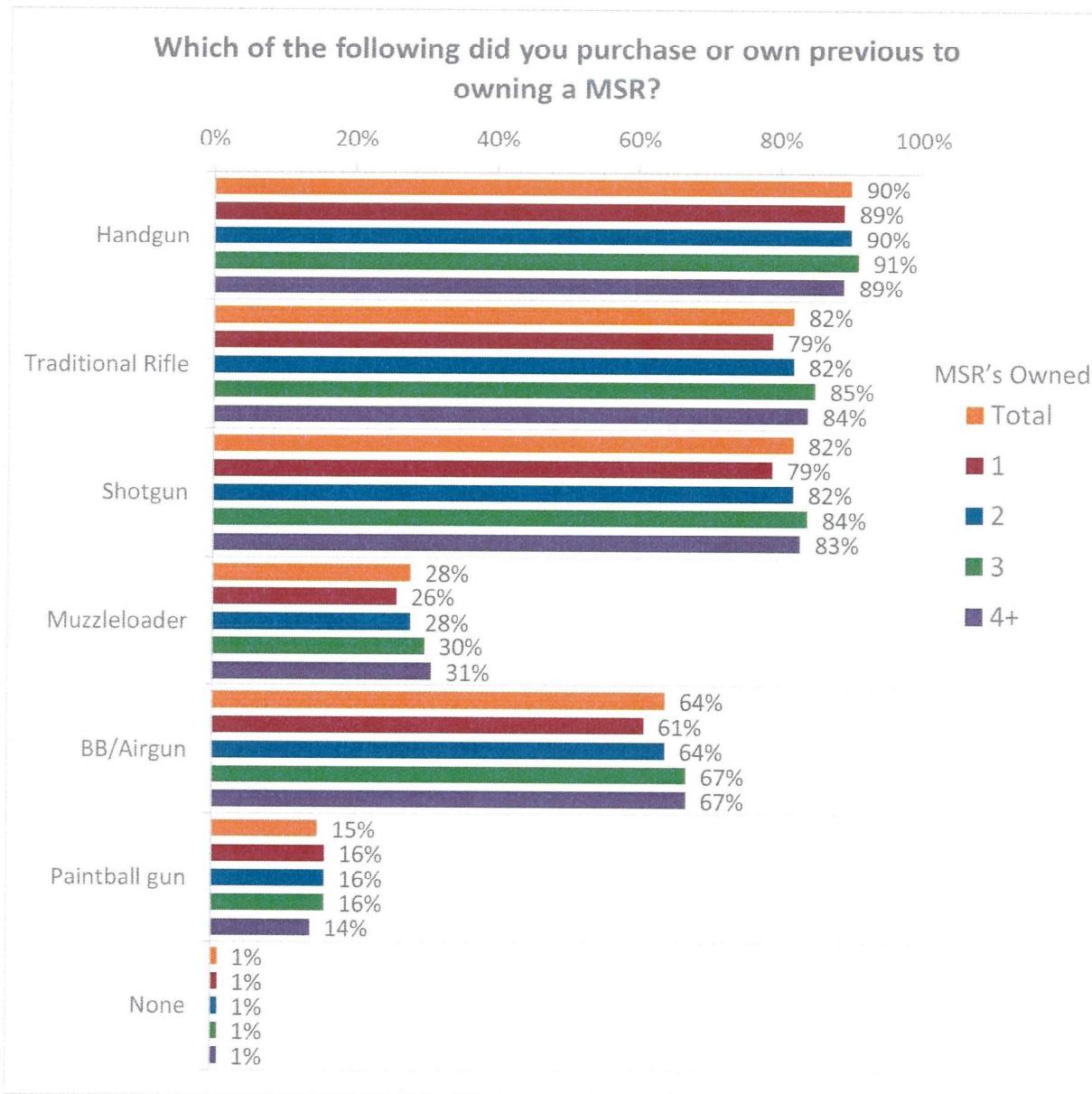
- N= 21,942



- 9% of MSR owners first purchased an MSR in 2013.
- Those who own 4 or more MSRs have been owners for a long time, with 36% first buying prior to 1994.

5.3 Firearms owned prior to MSR ownership

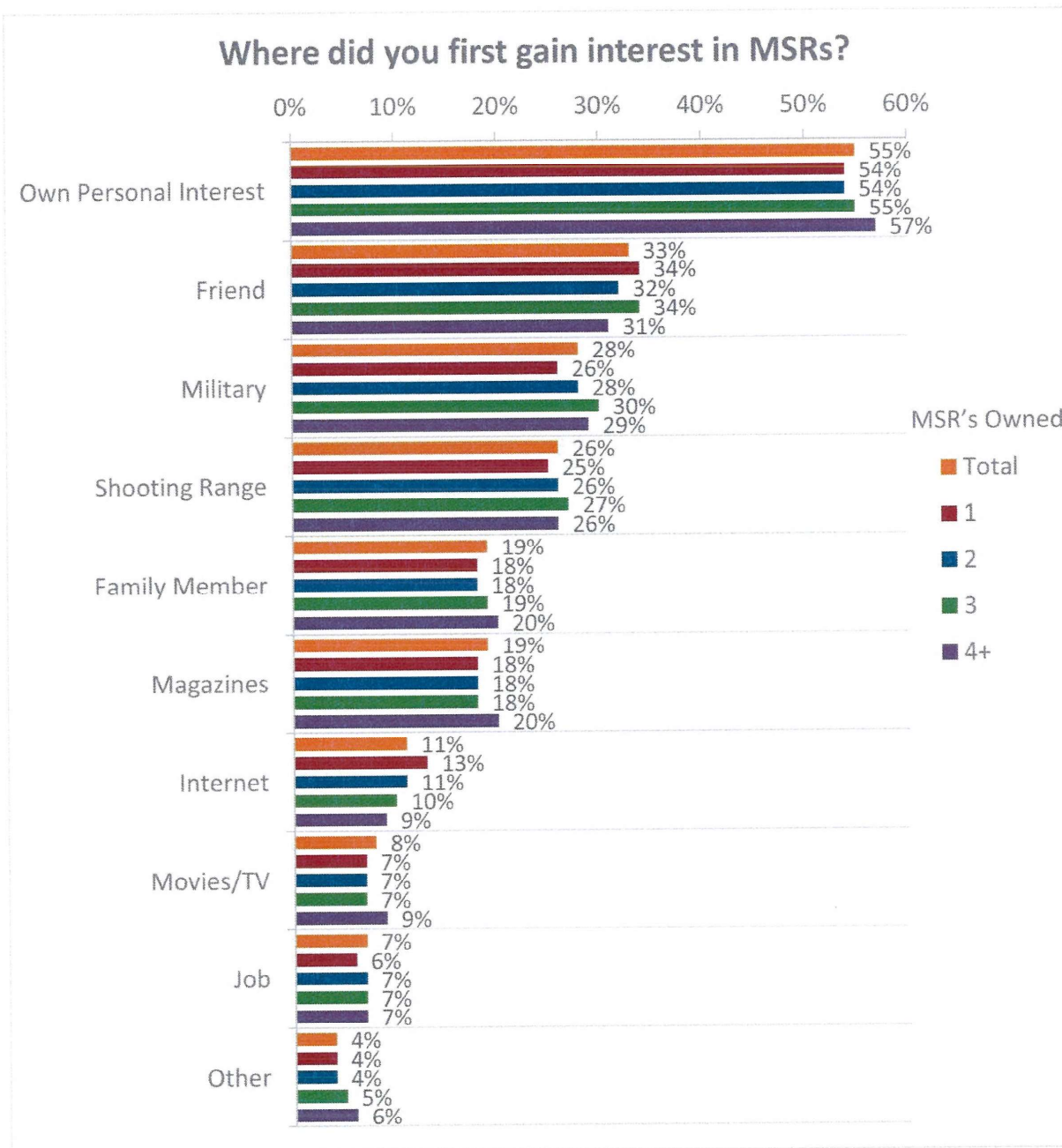
- N= 21,942



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

5.4 Interest gained in MSRs

- N= 21,942

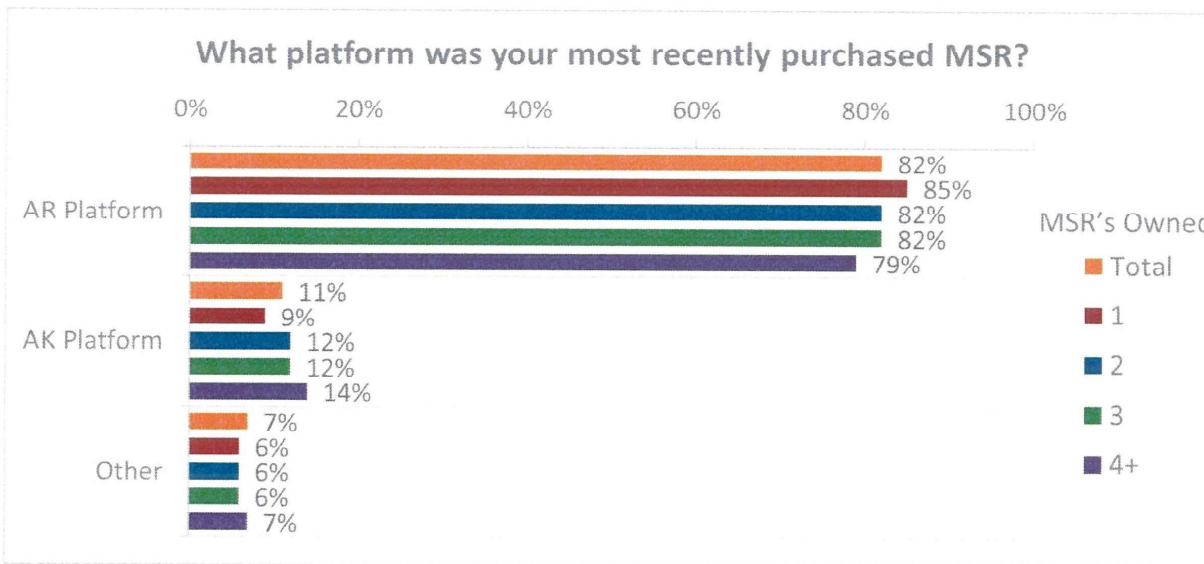


- Own personal interest, friends and military background were the most important influencers.

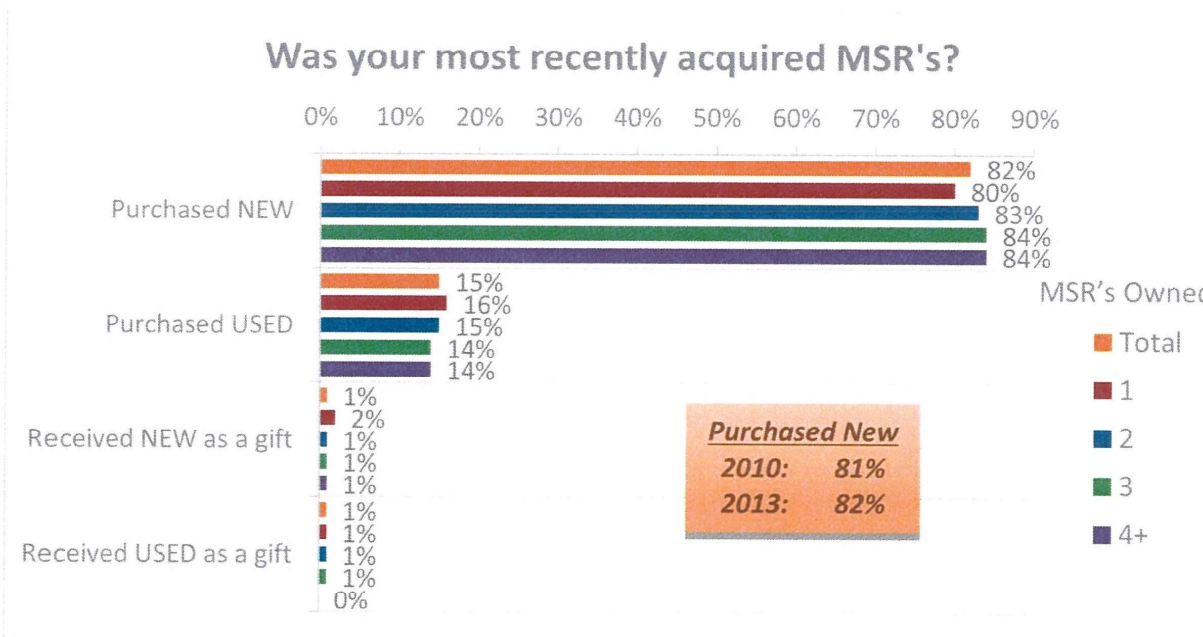
*Multiple response, total will not equal 100%

5.5 Most Recent Purchase

- N= 21,942



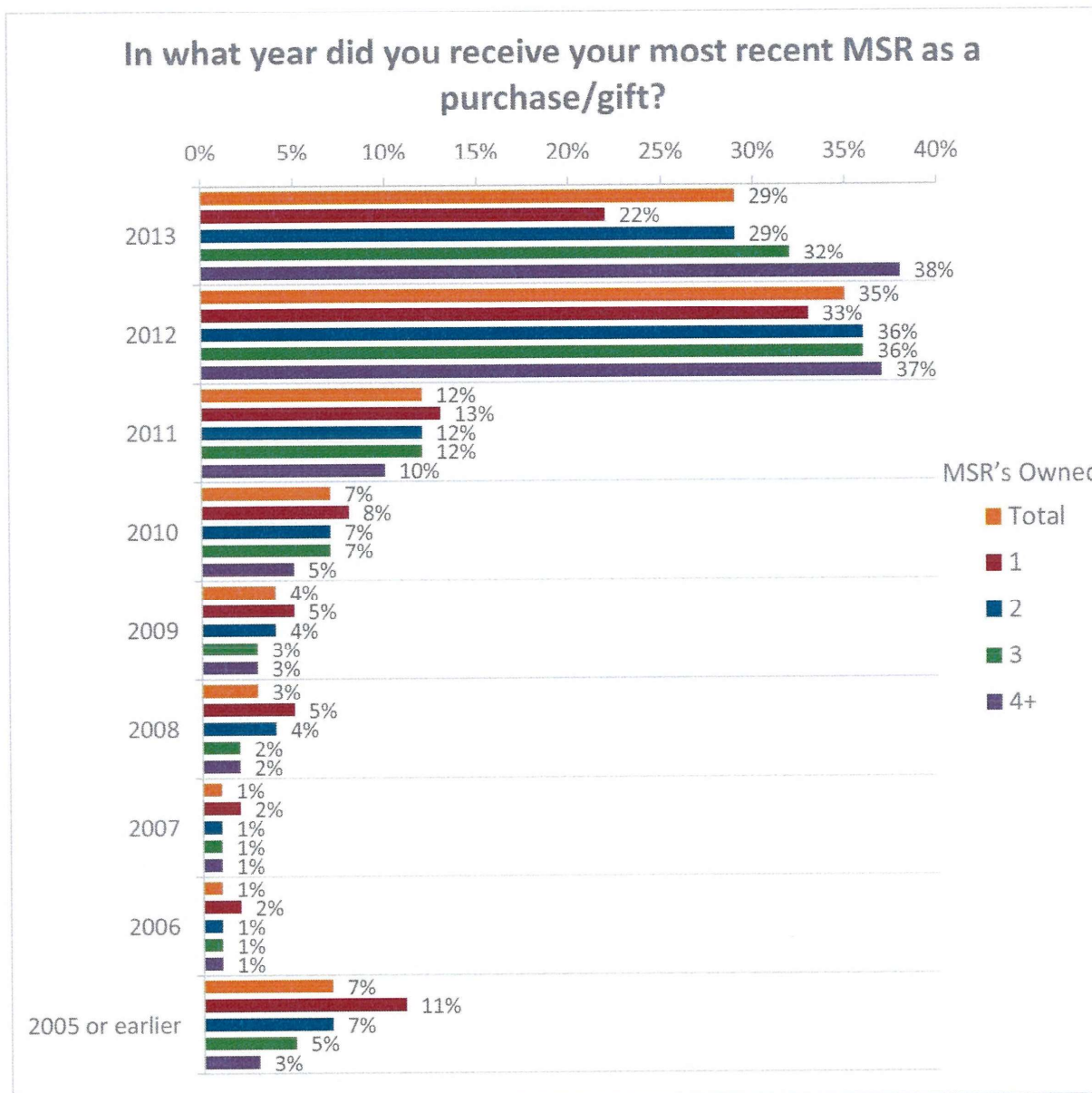
- 82% of most recent MSR purchases were an AR Platform.



- 82% of all MSR purchases were new.
- Less than 2% of all purchases of MSR's were for gifts.

5.6 Year of purchase

- N=21,942

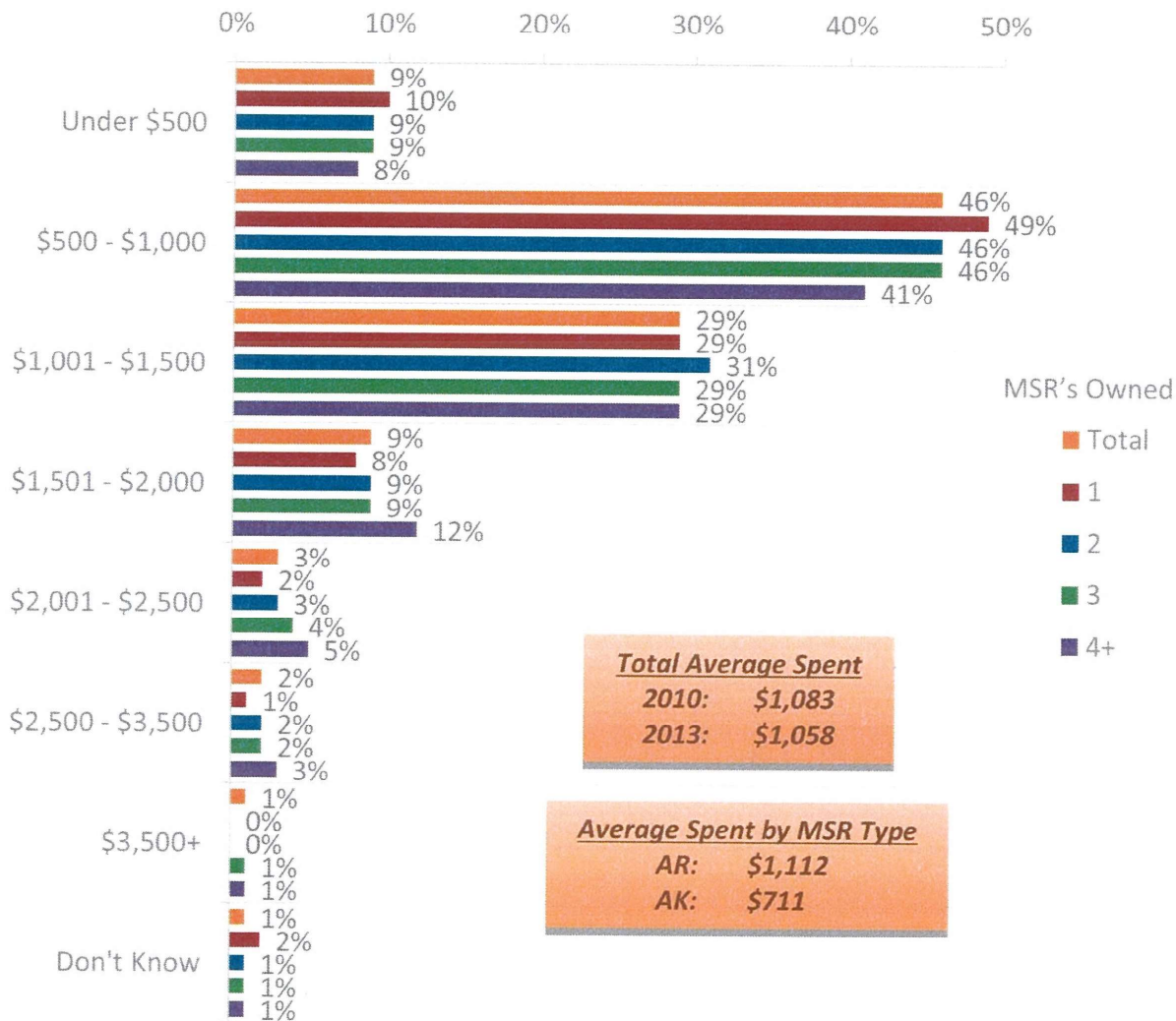


- 29% of MSR owners obtained their most recent MSR in 2013.
- For those owning 4 or more MSRs, 38% obtained an MSR in 2013.

5.7 Price paid

- N= 21,942

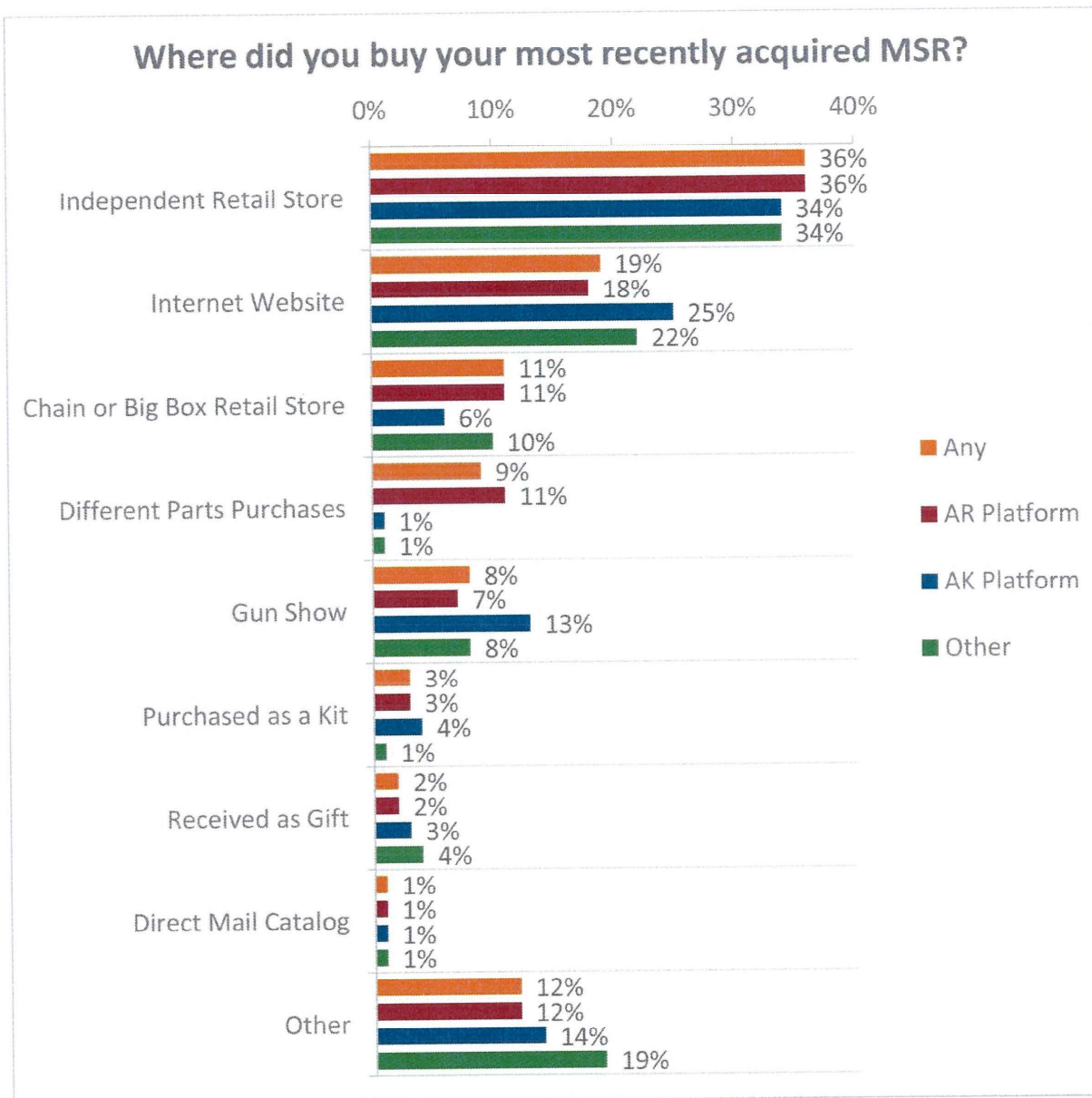
What was the initial price of your most recent MSR (new out of the box cost)?



- 55% of MSR owners paid under \$1,000 for their most recent MSR.
- The more MSR's owned, the more likely the owner would pay more for another gun.

5.8 Place of purchase

- N= 21,942



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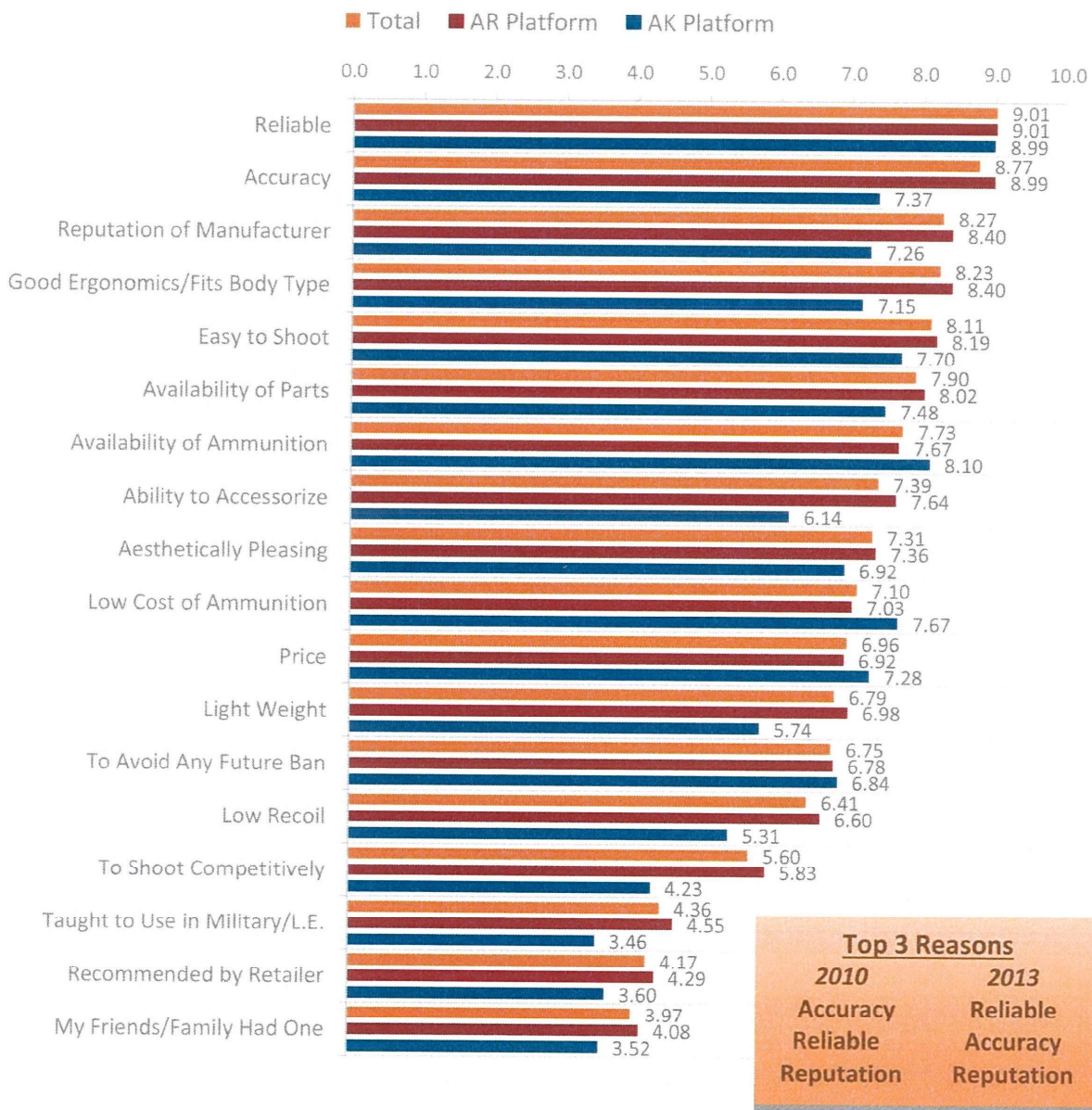
- Independent retail accounted for 36% of all recent MSR purchases.
- For the “other” responses, 1) Individual/Private Sale/Face to Face, 2) Purchased from friend or family, 3) Custom built/parts from a variety of sources were the top three purchasing sources.

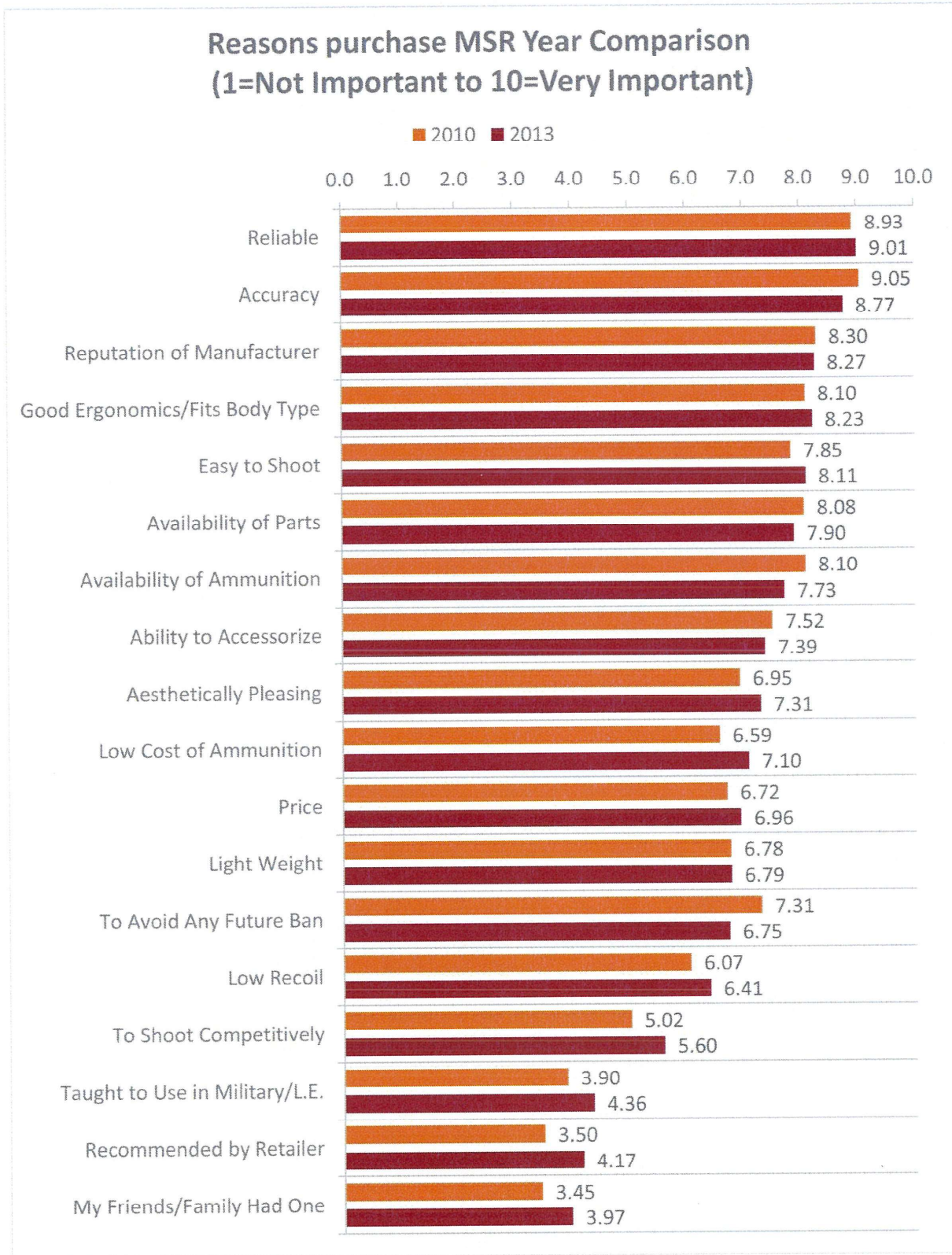
5.9 Reasons for purchase

How important were each of the following reasons for buying your most recent MSR?

- On a scale of 1=Not at all important to 10=Very important

Top 5 Reason for buying their most recent MSR			
	Total	Military/L.E.	Non-Military/L.E.
Reliable	9.01	9.10	8.96
Accuracy	8.77	8.88	8.72
Reputation of Manufacturer	8.27	8.32	8.24
Fits Body Type/Good Ergonomics	8.23	8.32	8.18
Easy to Shoot	8.11	8.13	8.09



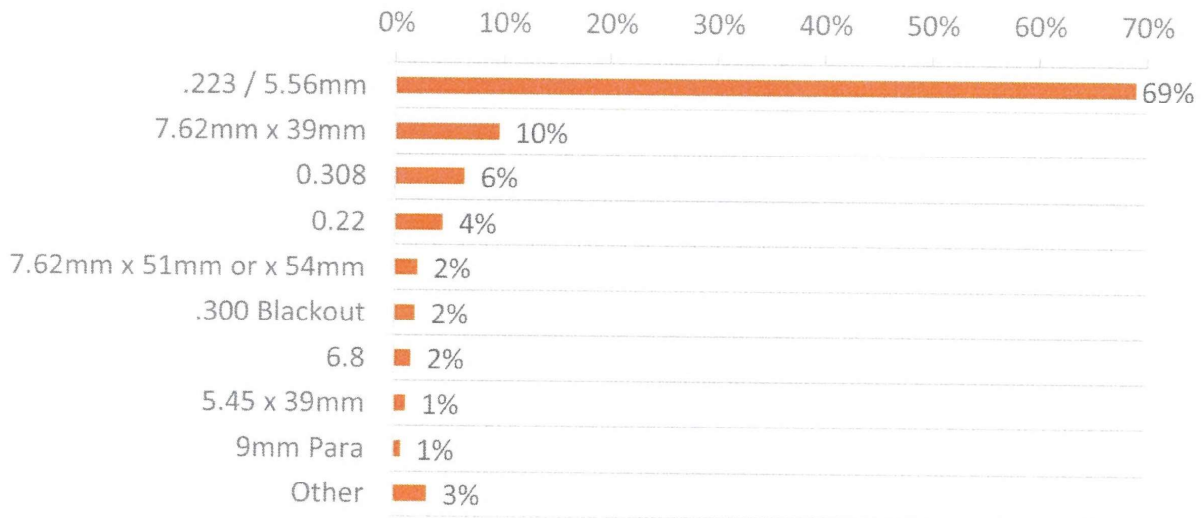


6 MSR AND ACCESSORY SPECIFICATION

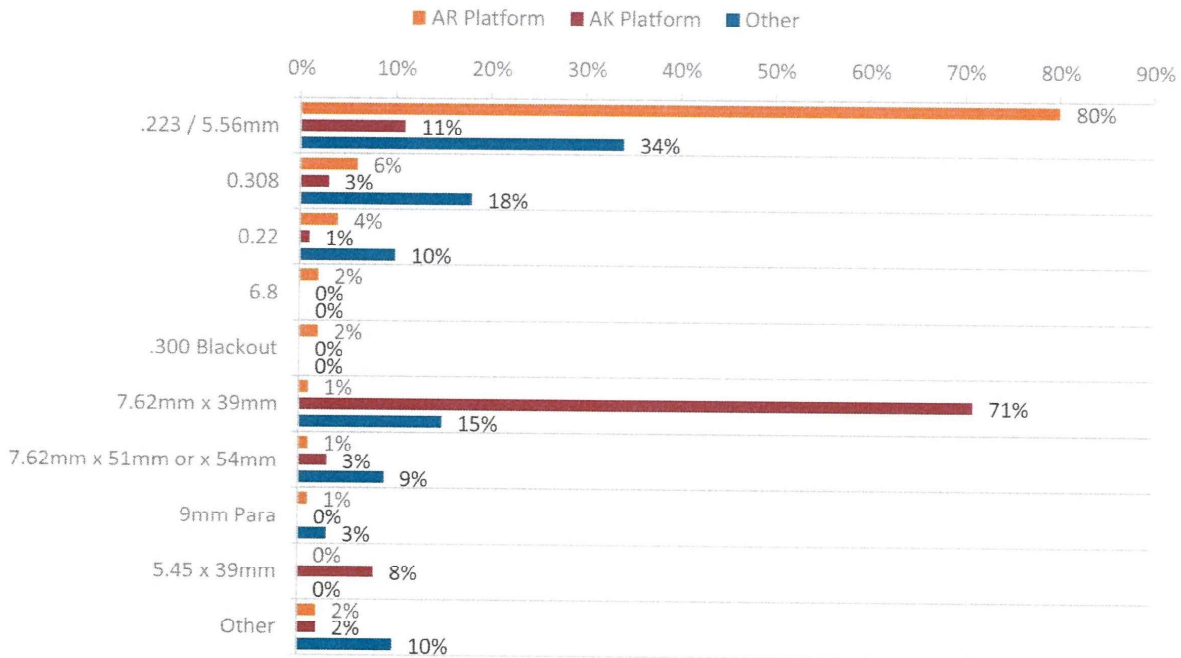
6.1 MSR Caliber

- N= 21,942

What caliber is your most recent MSR?

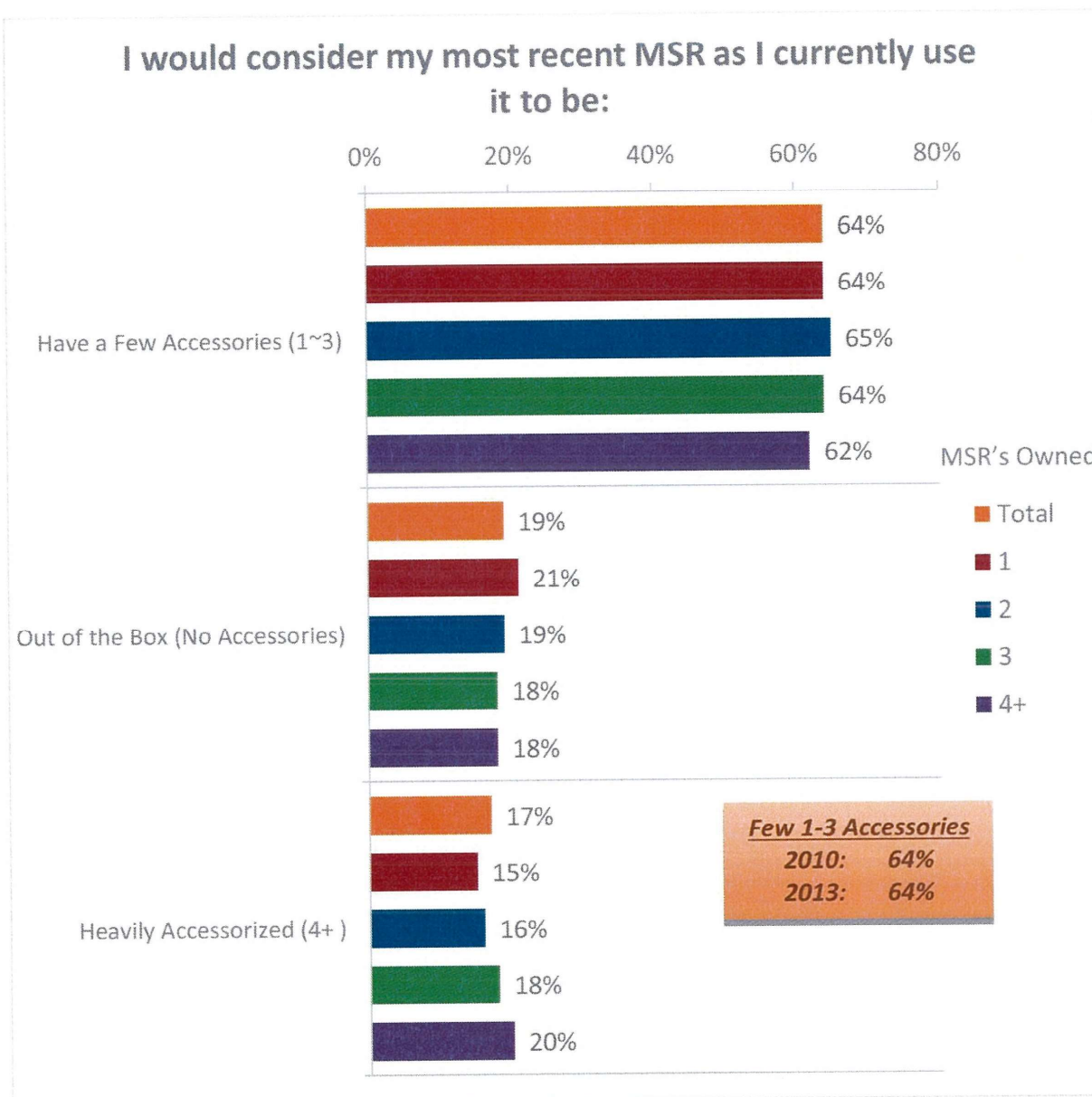


- Over half of recent MSR purchases were chambered in .223 / 5.56mm.



6.2 Level of accessories

- N= 21,942

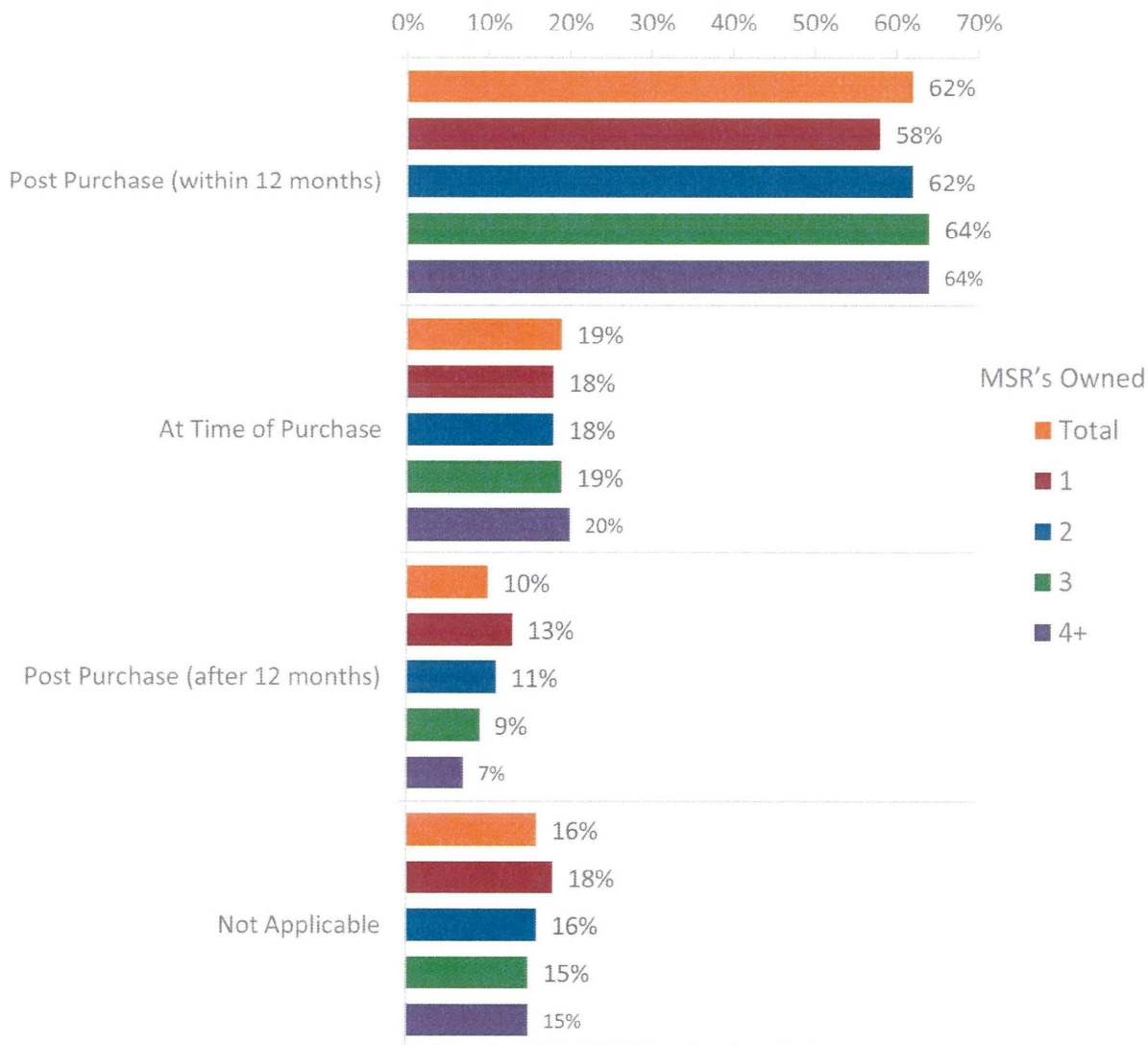


- Multiple MSR owners tend to accessorize their MSRs to a greater extent.
- Only 19% of MSRs were operated “out of the box” with no accessories.
- Almost Two thirds of MSRs had 1-3 accessories fitted.

6.3 When accessorized

- N= 21,942

When did you add your accessories to your MSR?

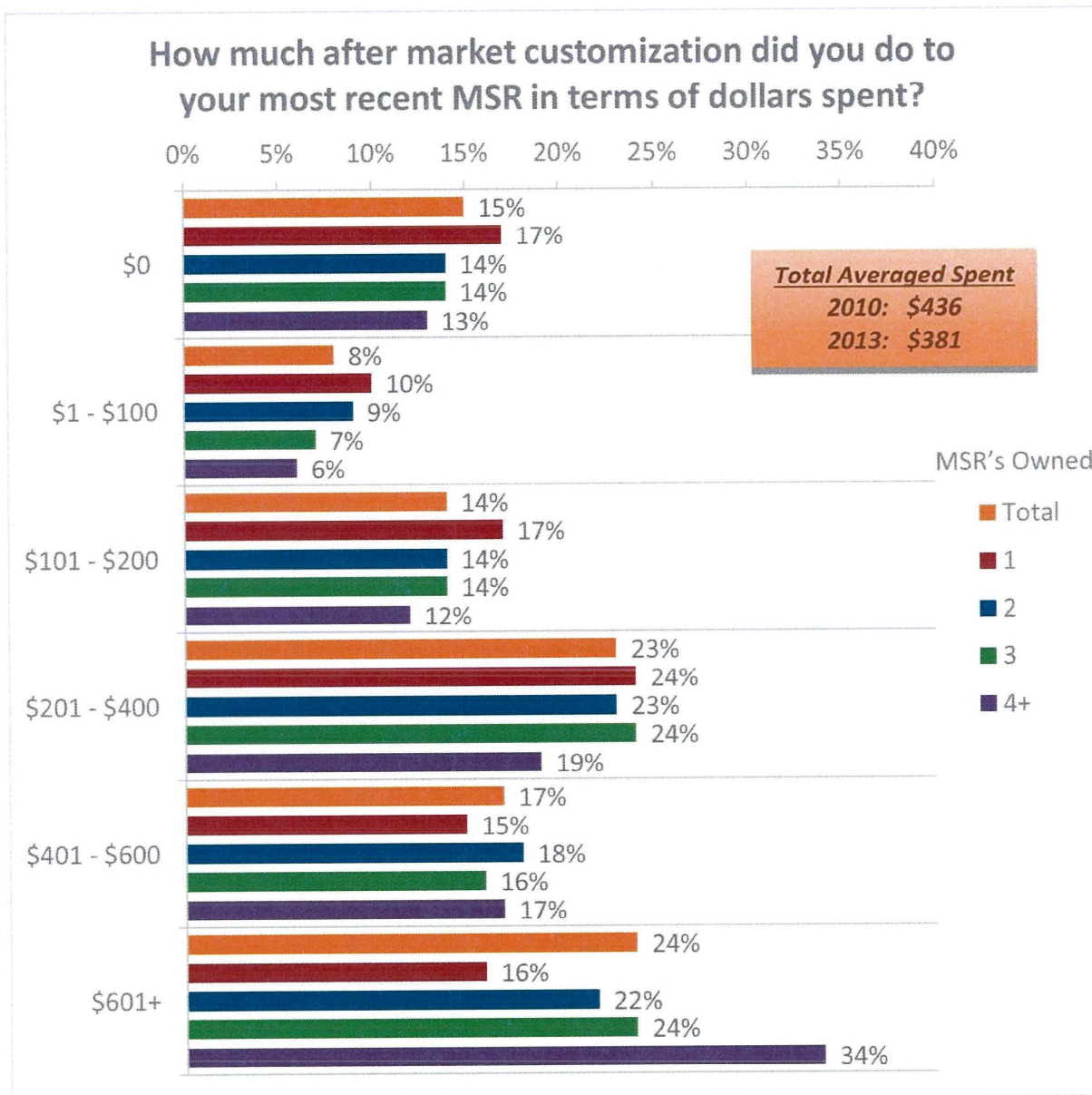


- 19% of MSRs were accessorized at the time of purchase.
- Just under two thirds of MSR owners accessorized within the first 12 months of purchase.

*Multiple Response, total will not equal 100%

6.4 Amount spent on accessories

- N= 21,942



- 24% of MSR owners spent \$600 or more on accessories for their most recent MSR purchase. This rose to 34% for those owning 4 or more MSRs.

Averaged Spent per MSR
 AR: \$403
 AK: \$292

6.5 Optics

- N= 21,942

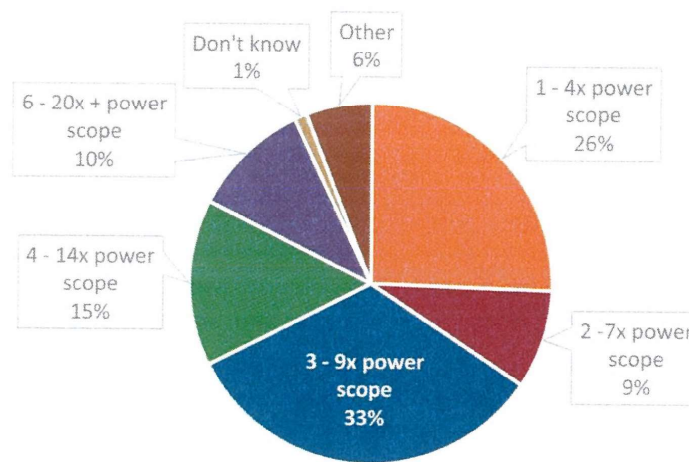
The following table shows the optics fitted to the most recent MSR purchases:

	Primary		Secondary	
	2010	2013	2010	2013
Iron sights	27%	33%	41%	51%
Scope	42%	37%	7%	7%
Red dot	28%	26%	9%	7%
Laser designator	2%	1%	7%	3%
Other	1%	1%	1%	0%
NONE	0%	2%	35%	31%
	100%	100%	100%	100%

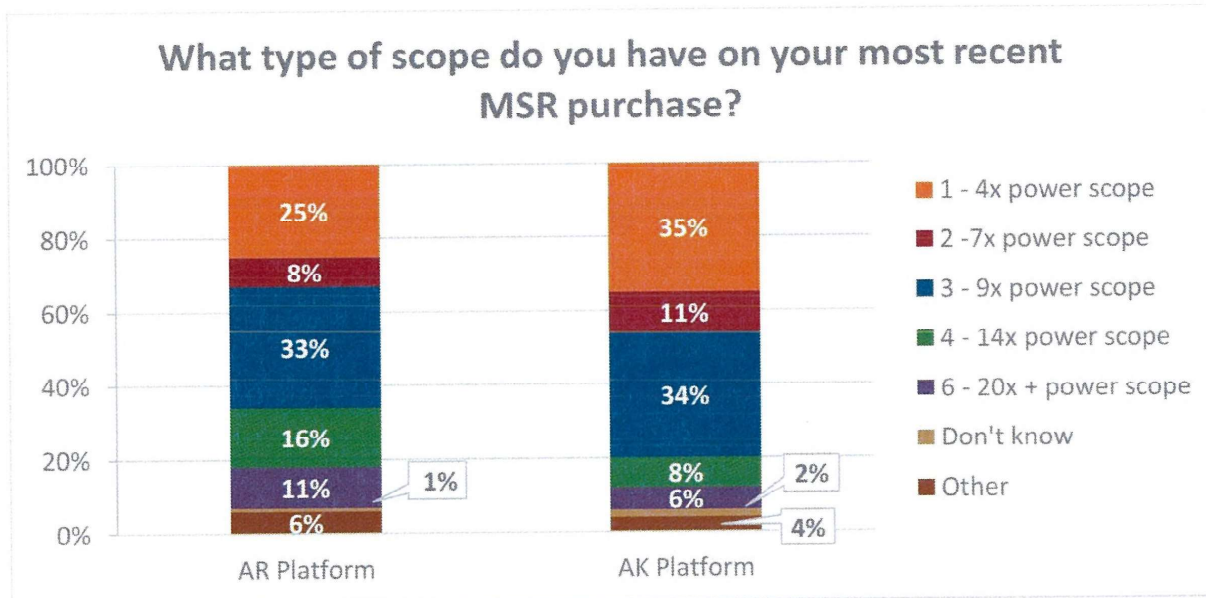
6.6 Scope

What type of Scope?

- 2013 N= 9,699



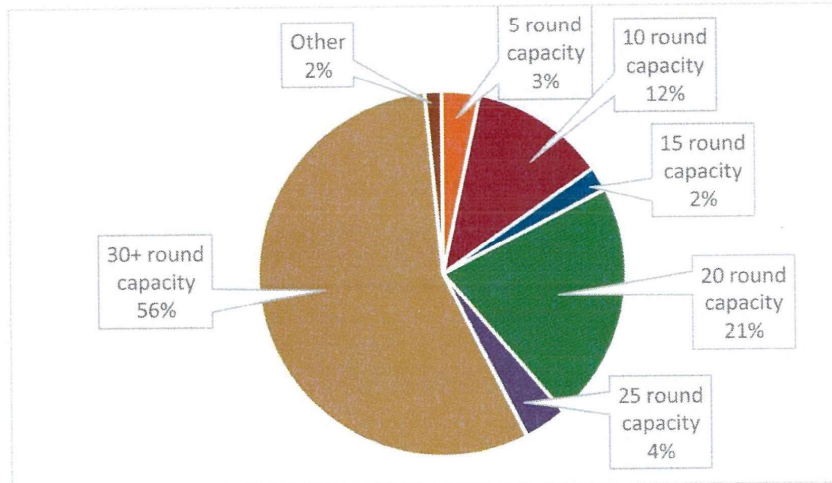
- 3-9x power is the most popular scope with 33%.
- A quarter of MSRs have 1-4x power scopes.



6.7 Magazine capacity

Which magazine capacity do you use the most in your most recent MSR?

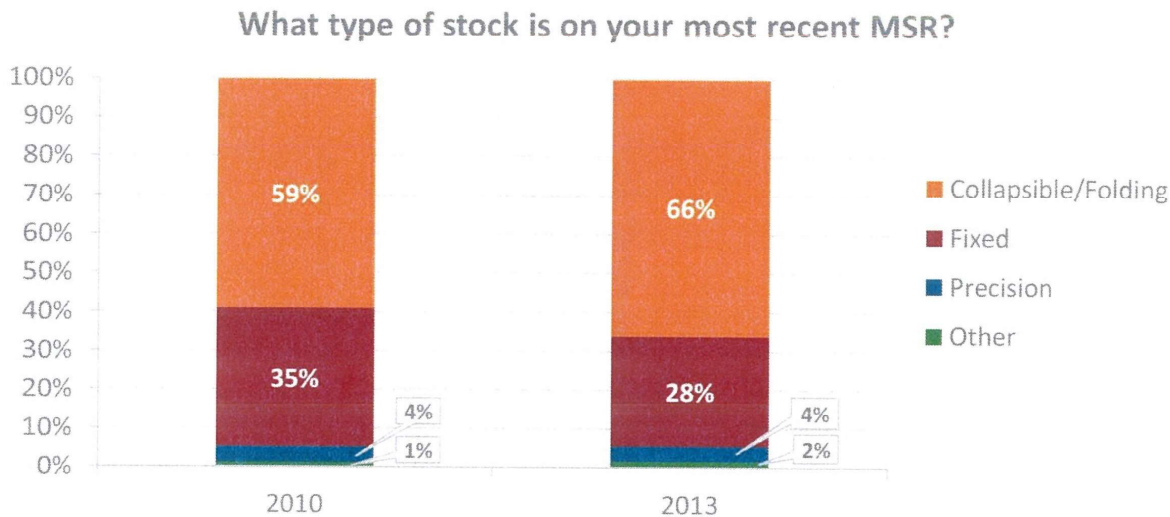
- 2013 N= 21,942



- 56% of all MSR owners use 30+ round capacity magazines in their most recent MSR purchase.
- The next most popular magazine capacity is 20 round.

6.8 Stock type

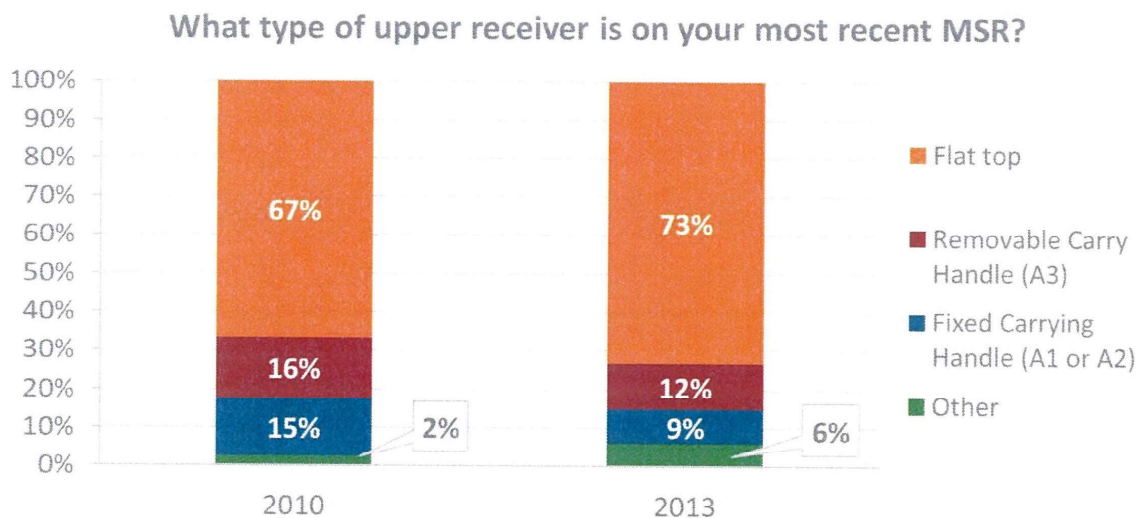
- 2010 N= 7,372
- 2013 N= 21,942



- Over 66% of MSR owners in 2013 used a collapsible/folding stock.

6.9 Upper receiver

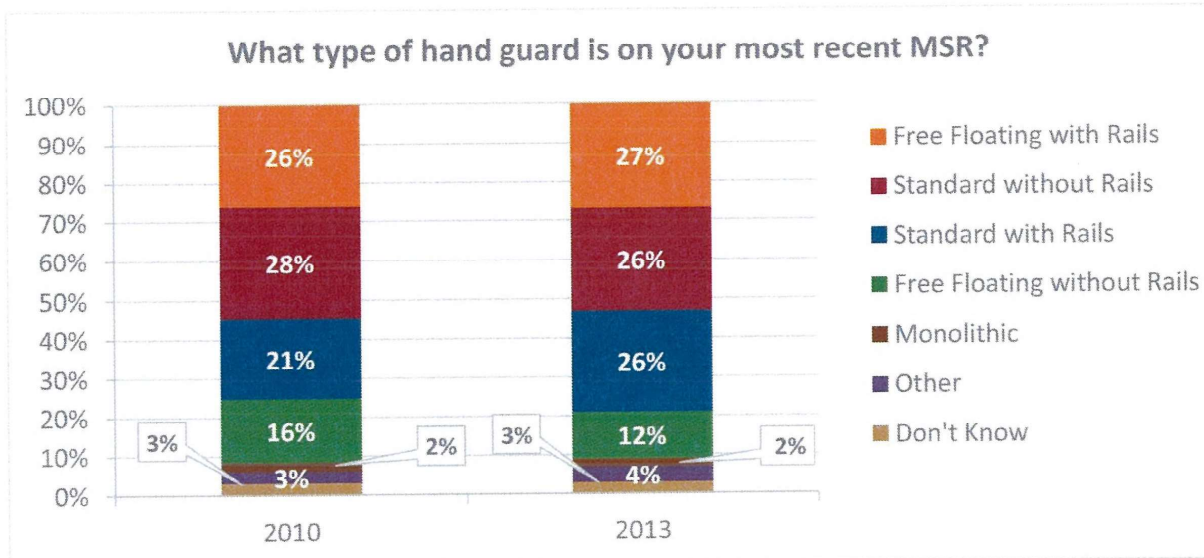
- 2010 N= 7,372
- 2013 N= 21,942



- Nearly 7 out of 10 of the most recent MSR's purchased had flat top upper receivers.

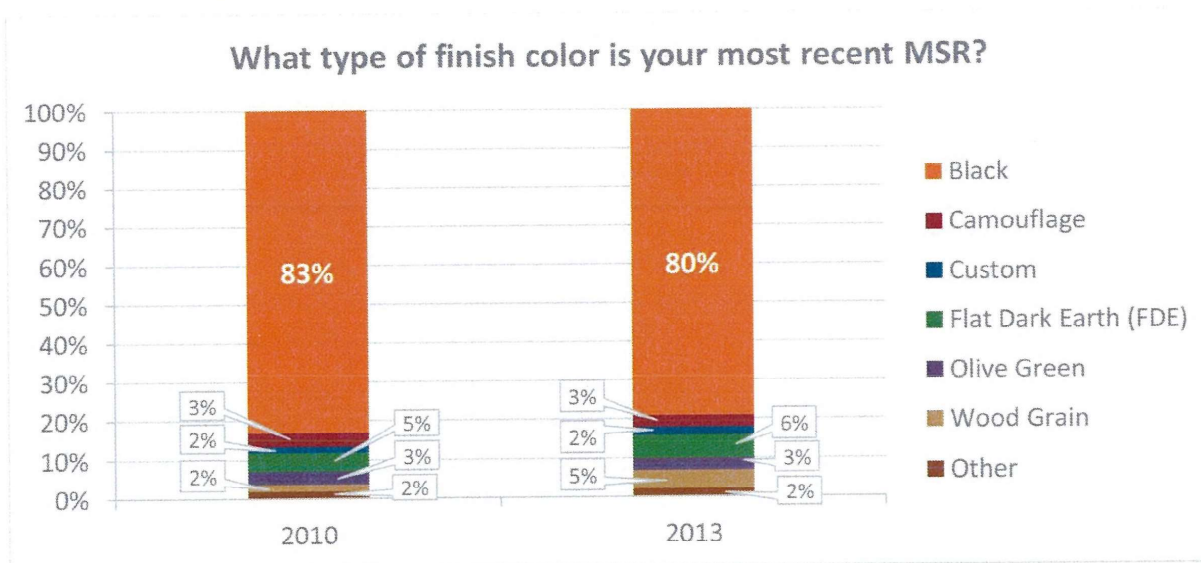
6.10 Hand guard

- 2010 N= 7,372
- 2013 N= 21,942



- MSR owners seem to prefer hand guards with rails (53%) than without (38%), whether standard or free floating.

6.11 Finish color



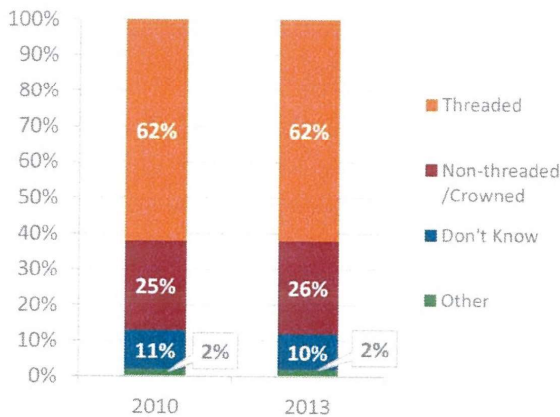
- Black is by far the most popular finish color with 80% of recent MSRs.

6.12 Barrel and Operation

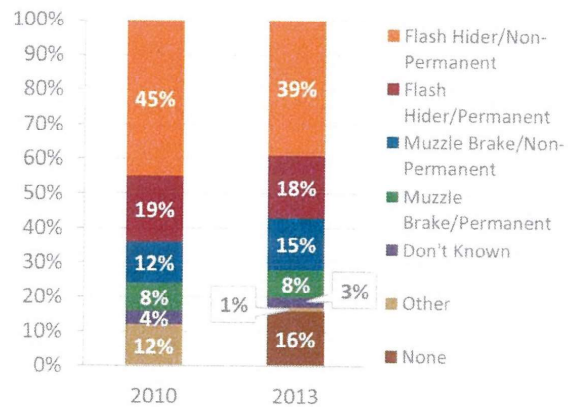
Thinking of your most recent MSR purchase:

- 2010 N= 7,372
- 2013 N= 21,942

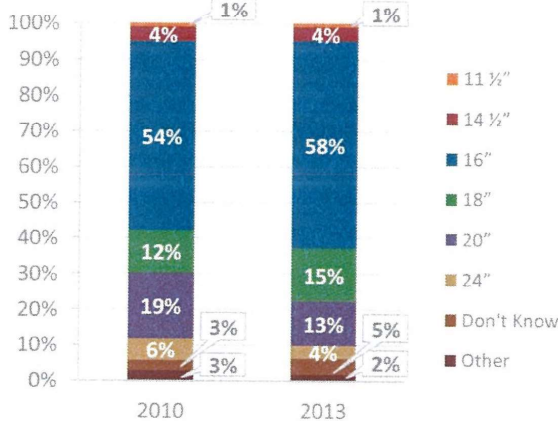
Is the barrel threaded or non-threaded?



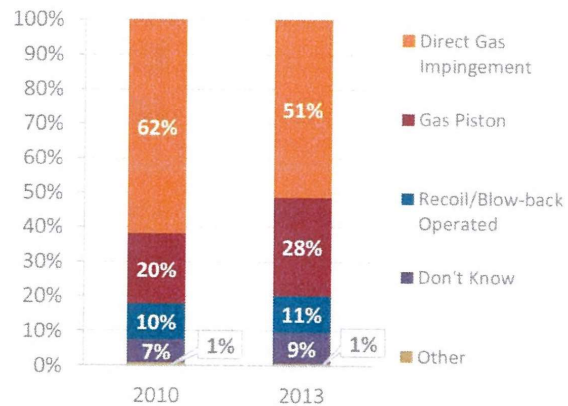
Does the barrel have:



What is the barrel length?



What type of system does it operate on?

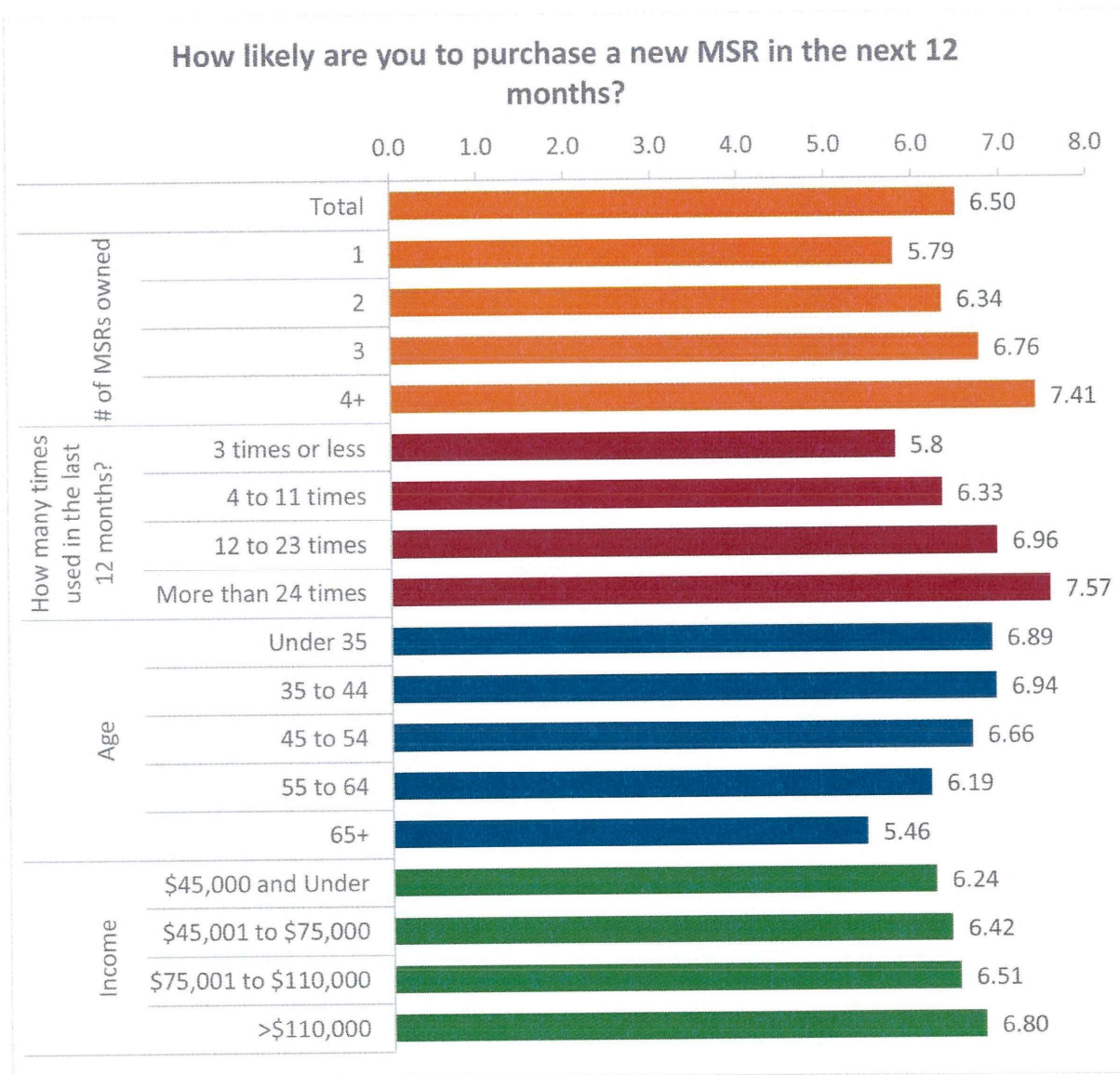


- 62% of most MSRs had a threaded barrel, 57% had a flash hider, 58% had a 16" barrel and 51% operated on direct gas impingement.

7 FUTURE PURCHASE INTENTIONS

7.1 Likelihood of buying a new MSR in next 12 months

- N= 21,942
- On a scale of 1=Not at all important to 10=Very important



The most likely sub-groups to buy a new MSR in the next 12 months were:

- Multiple MSR owners
- Frequent users
- The under 44s
- The more affluent groups

7.2 Currently own and likely to buy

- 2010 N= 7,372
- 2013 N= 21,942

	Currently Own (% of respondents)		Plan to buy in next 12 months (% of respondents)	
	2010	2013	2010	2013
Gun Cleaning Kit	-	93%	-	7%
Targets	-	82%	-	21%
Extra Magazines	-	81%	-	25%
Rifle Sling	81%	78%	12%	17%
Soft Carrying Case	70%	78%	10%	9%
Gun Safe	-	75%	-	15%
Gun Lock	-	71%	-	2%
Hard Carrying Case	61%	69%	10%	8%
Mounted Rifle Scope	68%	65%	16%	20%
Backup Iron Sights	59%	61%	10%	11%
Tactical Flashlight	58%	55%	16%	20%
Railed Handguard	51%	54%	15%	15%
Bipod	51%	49%	17%	19%
Spotting Scope	52%	47%	18%	16%
Vertical Foregrip	40%	44%	15%	15%
Stock Upgrade	39%	41%	15%	17%
Tactical Apparel	37%	34%	11%	14%
Range Finder	32%	33%	23%	20%
Trigger Upgrade	33%	32%	24%	22%
Laser Optic	26%	28%	17%	19%
Laser Designator	10%	16%	10%	10%
Night Vision	10%	10%	10%	17%
Sound Suppressor	6%	7%	19%	20%

*5 new categories were added in the 2013 survey

Top 5 most owned:

1. Gun Cleaning Kit
2. Targets
3. Extra Magazines
4. Rifle Sling
5. Soft Carrying Case

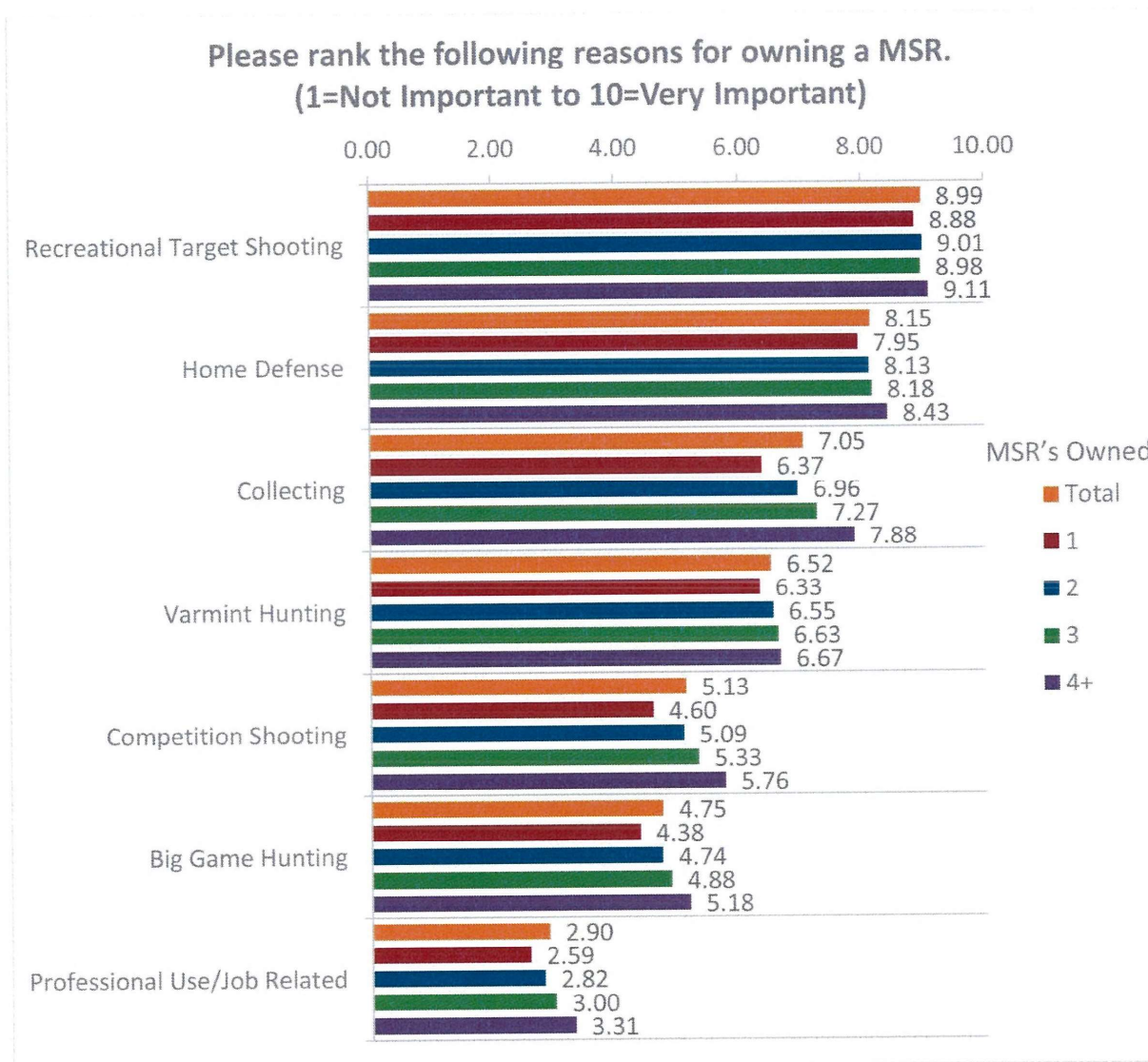
Top 5 most likely to buy in next 12 months:

1. Extra Magazine
2. Trigger Upgrade
3. Targets
4. Mounted Rifle Scope
5. Tactical Flashlight

8 MSR USAGE

8.1 Reasons for owning a MSR

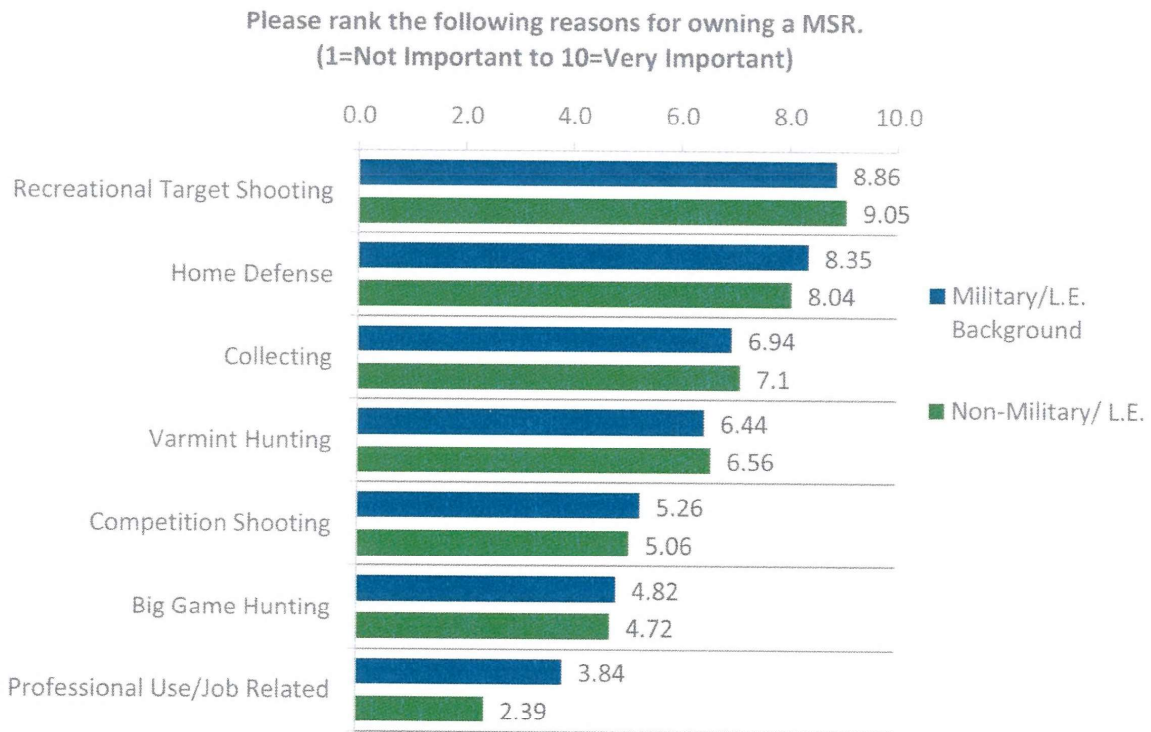
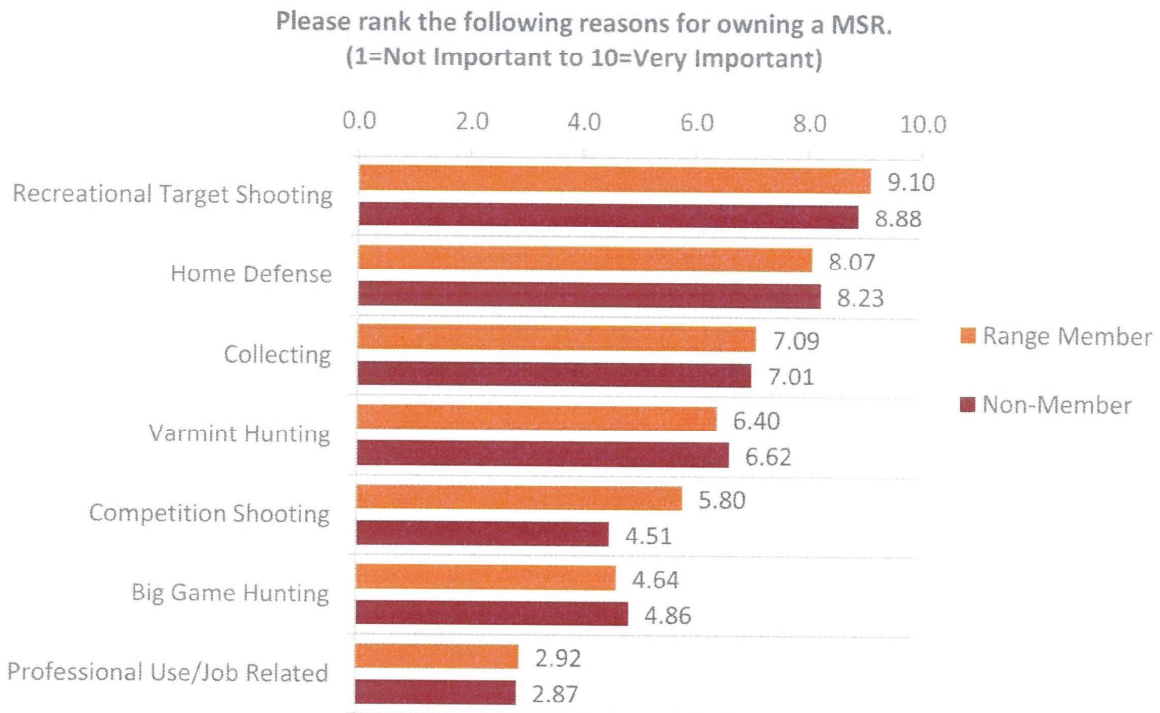
- 2013 N= 21,942

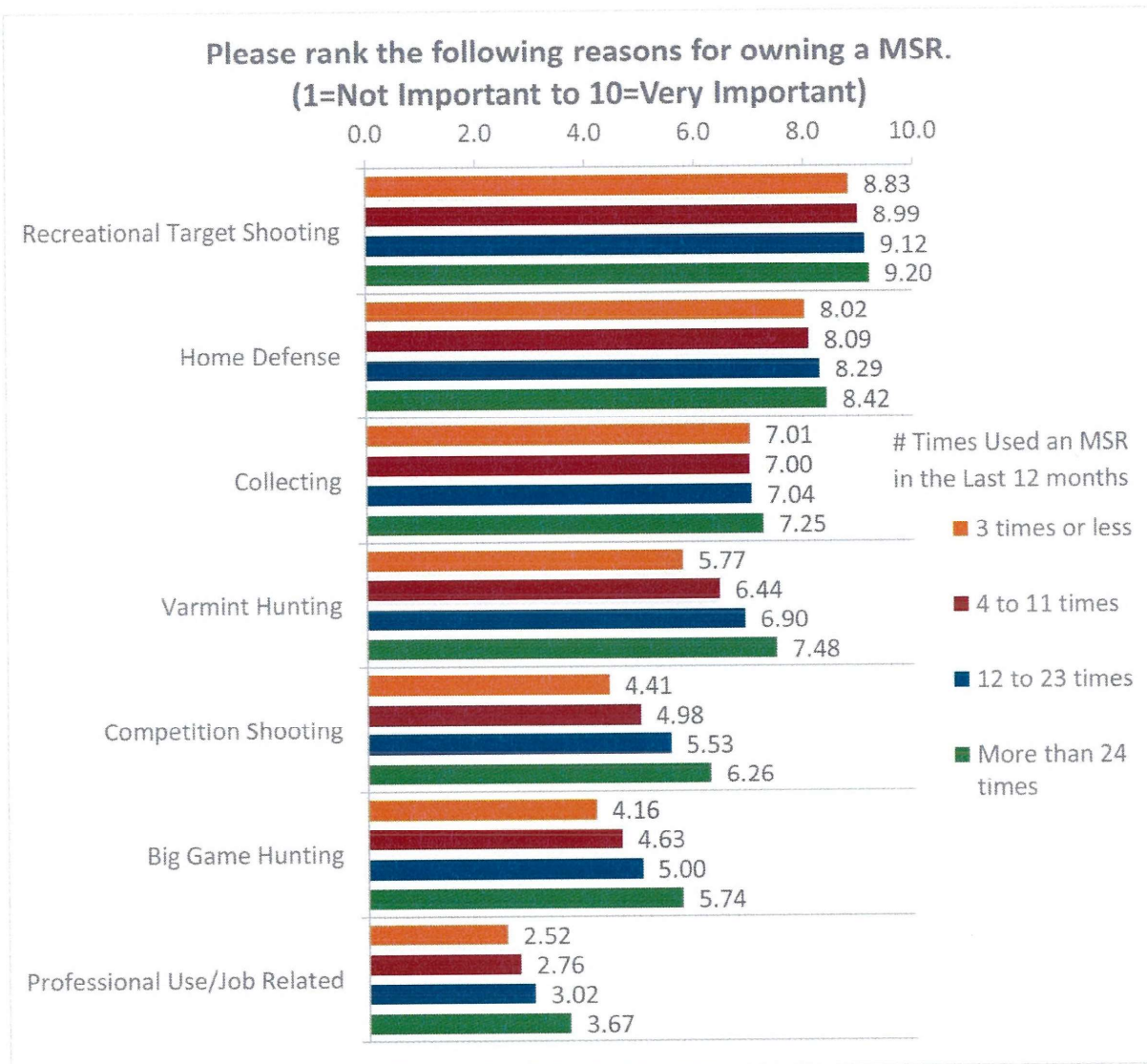


Multiple (4+) MSR owners gave higher importance ratings for:

- Recreational Target Shooting
- Home Defense
- Collecting
- Varmint Hunting

Top 3 Reasons	
2010	2013
Rec Target Shooting: 8.91	Rec Target Shooting: 8.99
Home Defense: 7.74	Home Defense: 8.15
Collecting: 6.28	Collecting: 7.05





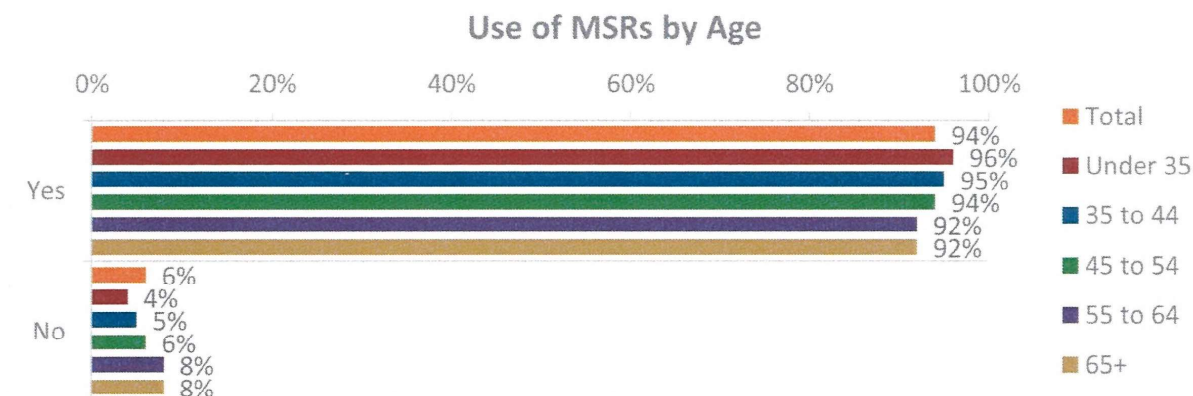
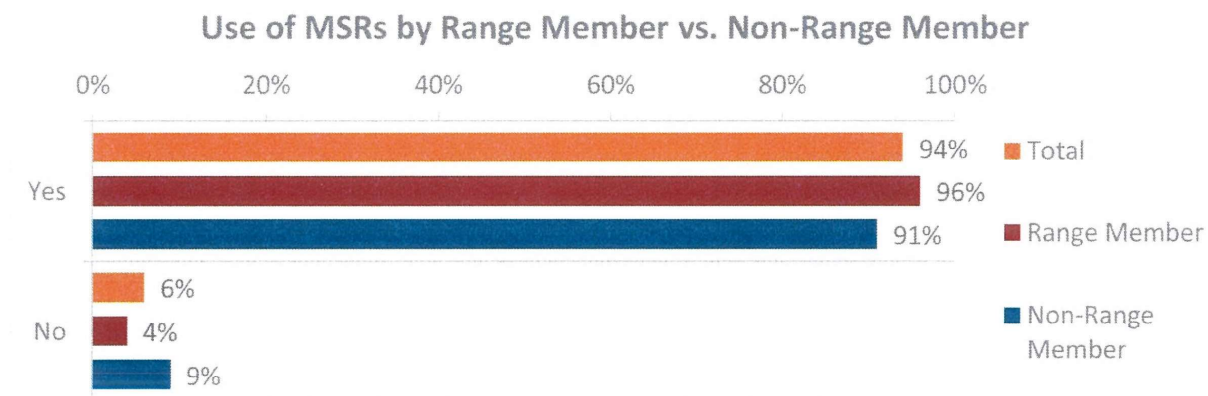
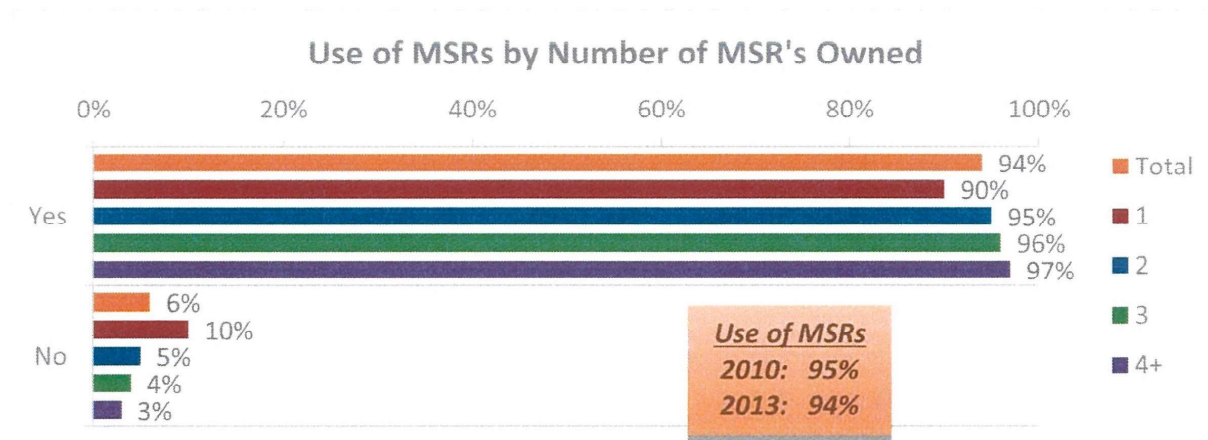
Avid users gave significantly higher importance ratings for:

- Competition Shooting
- Varmint Hunting
- Big Game Hunting

8.2 Usage

Have you used a MSR in the last 12 months?

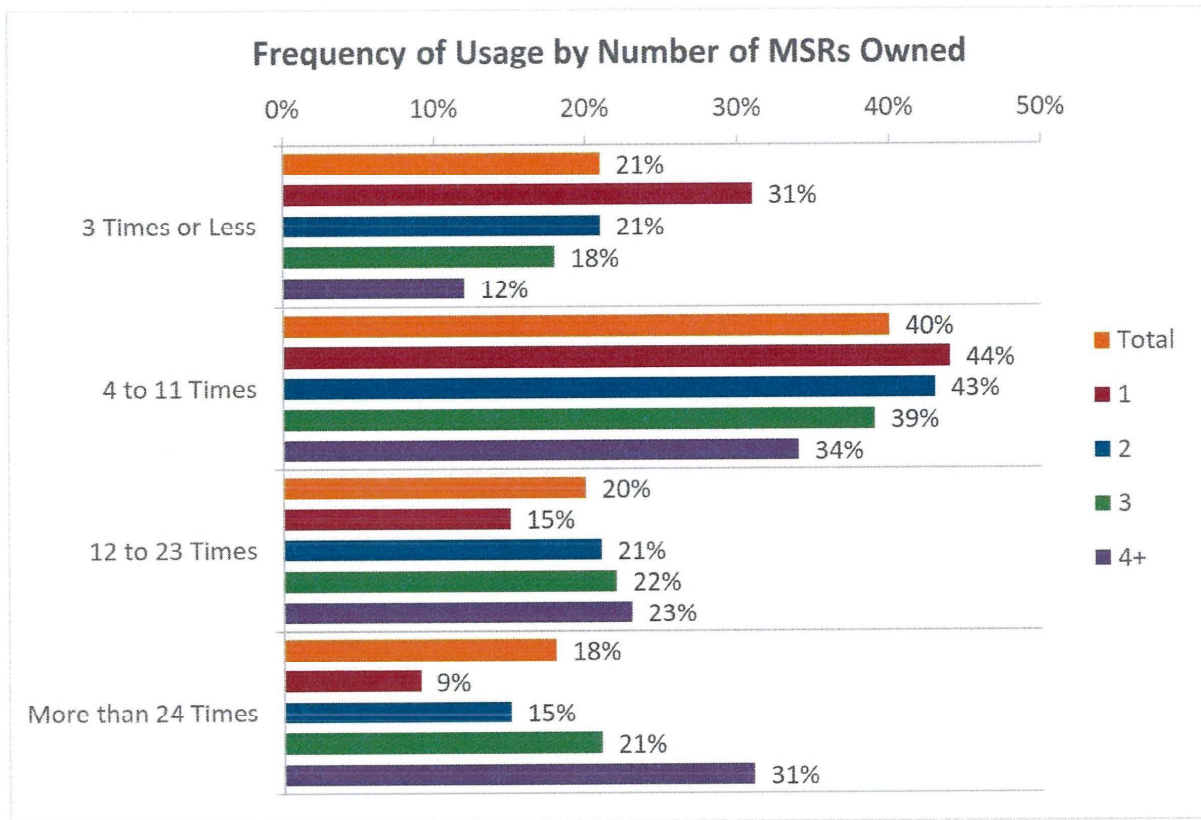
- N= 21,942



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

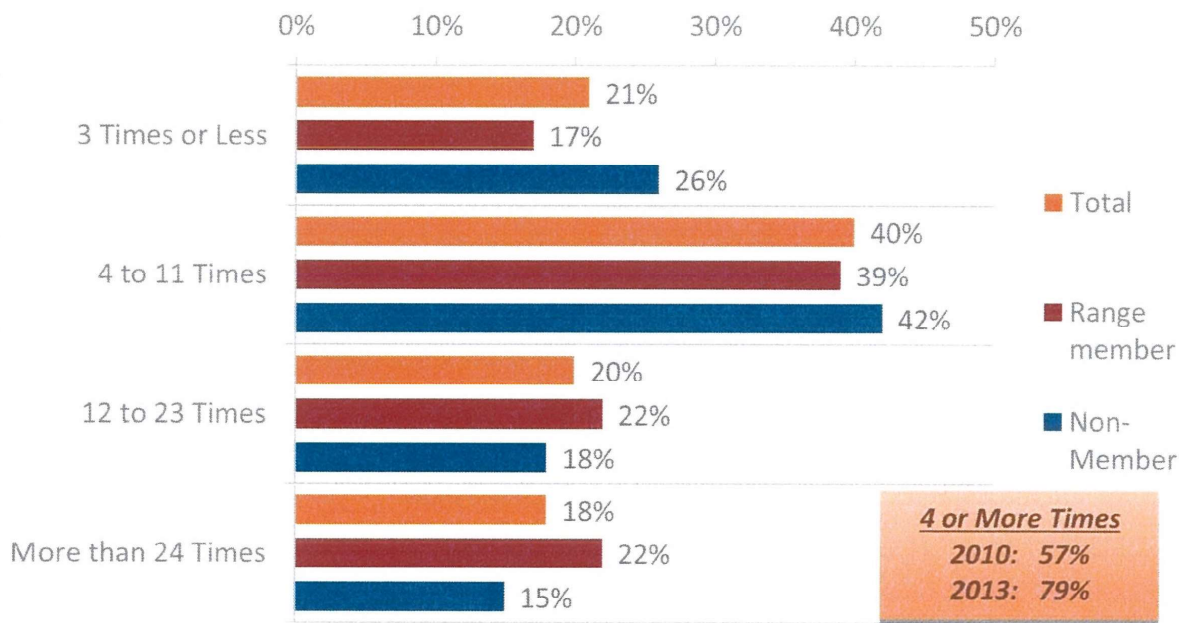
8.3 Frequency of usage

Approximately how many times in the last 12 months have you used your MSRs?



- The average number of times used among all MSR users was 16.5 in the last 12 months.

Frequency of Usage per Range Member vs. Non-Range Member



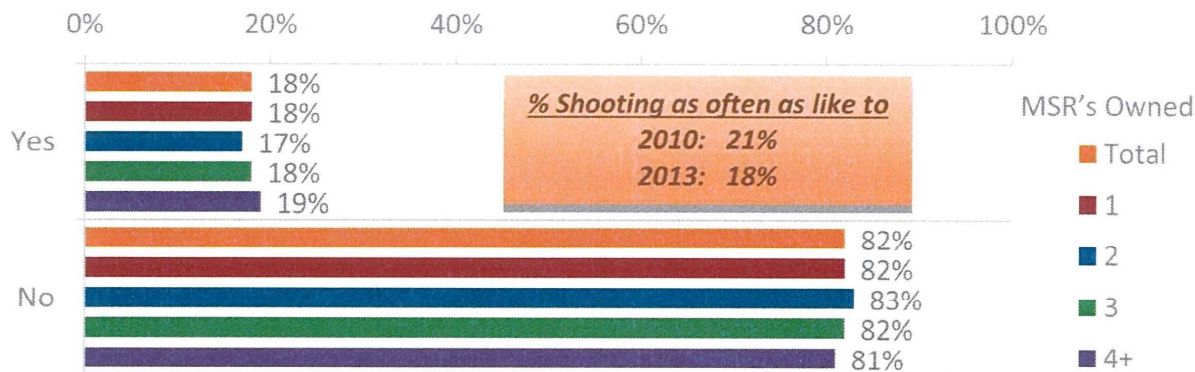
Usage frequency was higher among:

- Range members
- Multiple MSR owners.

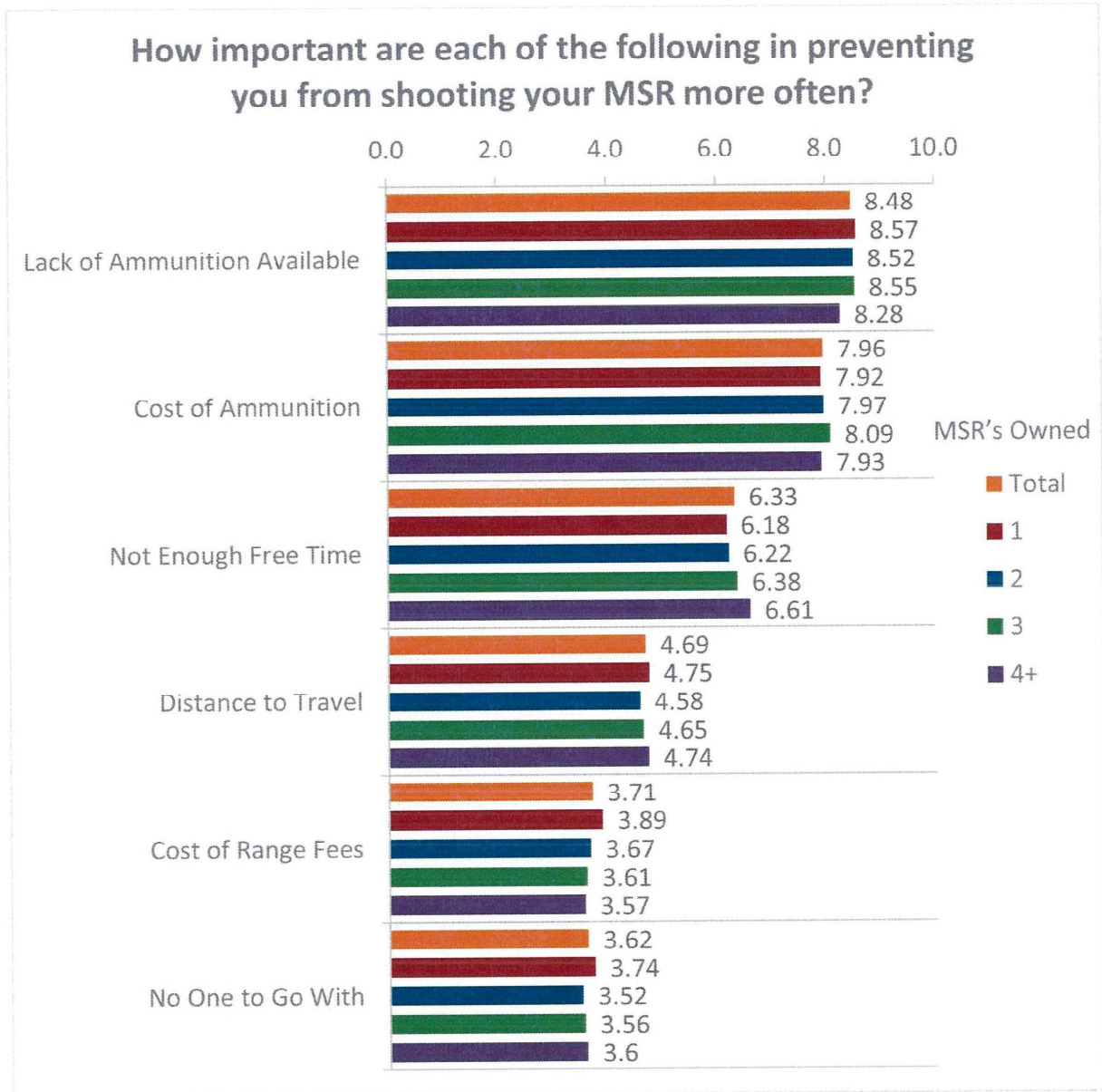
8.4 Able to Use as Often as Like

- N= 21,492

Used MSRs as Often as Wanted by Number MSRs Owned



- Over 80% of all MSR owners reported not shooting their MSR as often as they would like.



- The lack of ammunition available was the main reason for the majority of all MSR's owners report for not using their MSR as often as they like.

<u>Top Main Reasons for Not Shooting</u>	
2010	2013
1. Not Enough Free Time	1. Lack of Ammunition
2. Cost of Ammunition	2. Cost of Ammunition
3. Distance to Travel	3. Not Enough Free Time
4. No One to Go with	4. Cost of Range Fees