

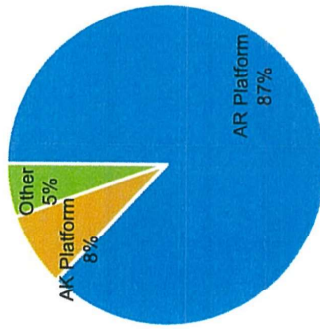
Exhibit 7

Part 2 of 3

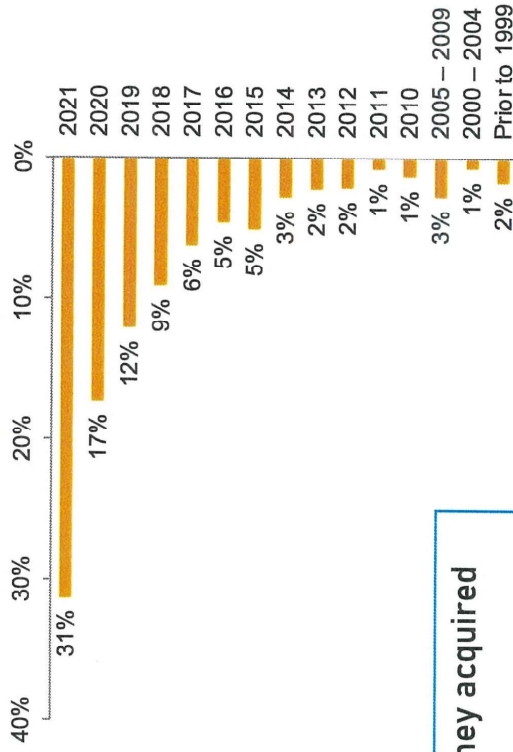
to Deposition of James Curcuruto

Most Recently Acquired MSR: Platform, When Acquired

Platform - Most Recent MSR Obtained



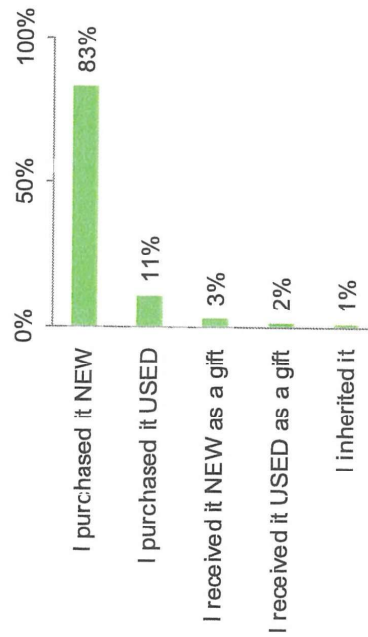
Year of Most Recently Acquired MSR



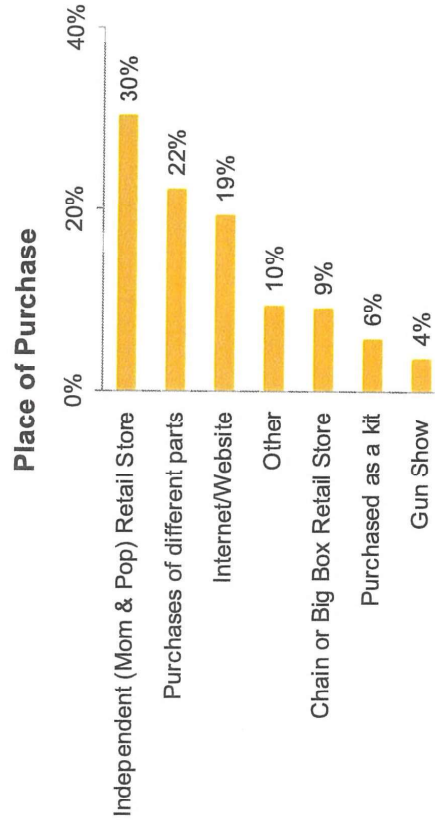
- Nearly 9 out of 10 MSR owners said the most recent MSR they acquired was an AR platform.
- Nearly one-third of MSR owners said they acquired their most recent one in 2021, nearly 50% within the last two years (2021 or 2020).

Most Recently Acquired MSR: How? Where?

How did you obtain your most recently acquired MSR?



- 83% of MSR owners acquired their most recent MSR by purchasing it new.



- For those purchasing a new or used MSR, the most common place of purchase was an independent retail store.
- Popular retailers & online sites used: Palmetto State Armory, Gunbroker.com, Cabela's, Sportsman's Warehouse,

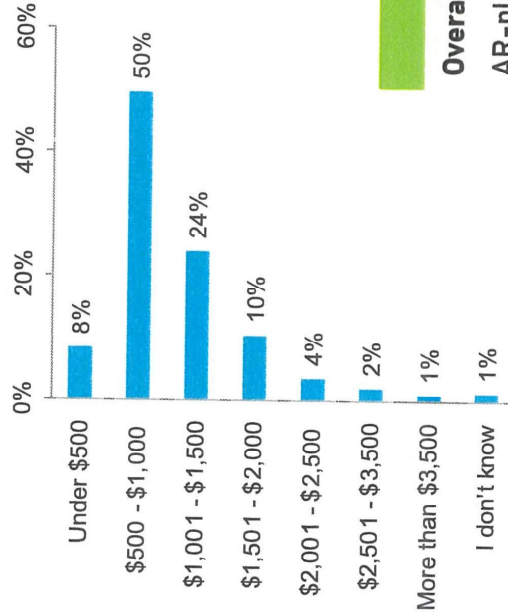
NSSF MSR Consumer Study – Report of Findings

Most Recently Acquired MSR: Place of Purchase

	Total	Number of MSRs Owned					Age				Range Membership	
		1	2	3	4	5+	Under 45	45 to 54	55+	Member	Non-member	
Independent (Mom & Pop) Retail Store	30.3%	31.9%	30.5%	31.1%	29.8%	28.9%	26.6%	35.1%	30.1%	33.9%	26.5%	
Purchases of different parts	22.2%	12.0%	18.8%	24.8%	29.3%	28.6%	25.4%	25.8%	19.0%	21.3%	23.2%	
Internet/Website	19.3%	18.6%	21.1%	16.2%	19.1%	20.2%	24.3%	14.1%	19.1%	18.1%	20.7%	
Other	9.5%	11.4%	11.2%	9.6%	8.0%	7.3%	6.1%	7.8%	11.9%	8.9%	10.1%	
Chain or Big Box Retail Store	9.2%	16.2%	10.1%	7.6%	5.3%	5.2%	7.9%	8.8%	9.9%	7.9%	10.5%	
Purchased as a kit	5.8%	5.6%	4.6%	6.3%	5.8%	6.4%	7.0%	4.6%	5.6%	5.9%	5.6%	
Gun Show	3.7%	4.2%	3.7%	4.3%	2.7%	3.5%	2.7%	3.8%	4.2%	4.0%	3.4%	

Most Recently Acquired MSR: Price

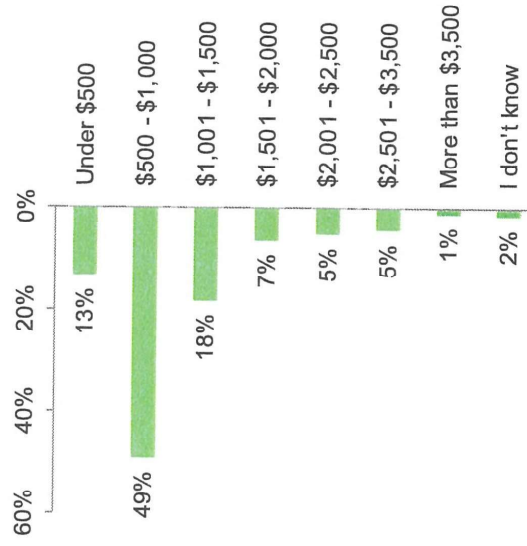
Price of most recently acquired NEW MSR



- Half of MSR owners paid between \$500 and \$1000 for their most recently purchased MSR, both those who bought a new MSR and those who bought a used MSR.
- Average price for last MSR: \$1,071.

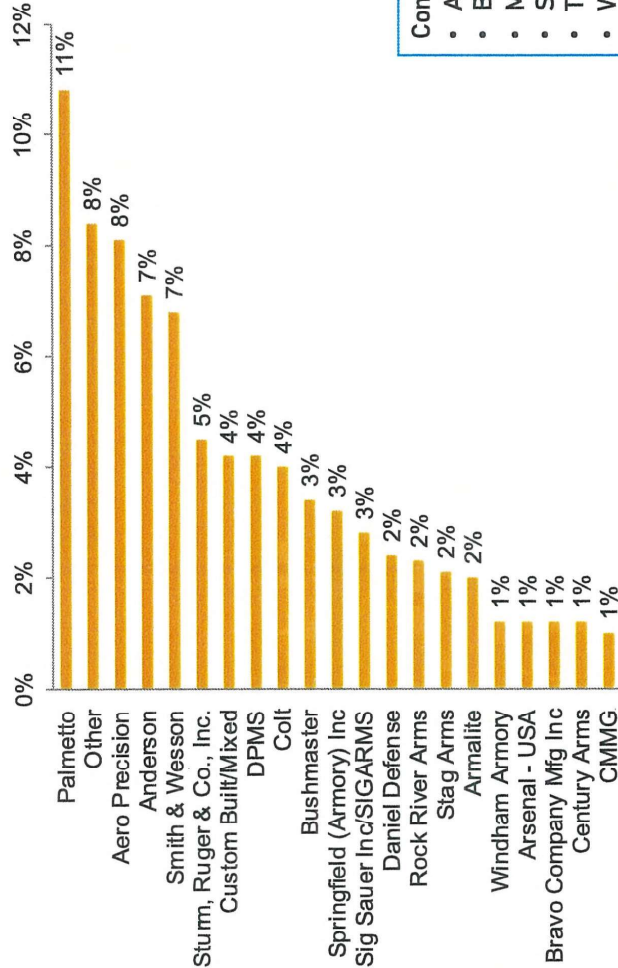
	2010	2013	2021
Overall average	\$1,083	\$1,058	\$1,071
AR-platform (new)		\$1,112	\$1,057
AR platform (used)			\$992
AK platform (new)	\$711		\$1,086
AK platform (used)			\$1,218

Price of most recently acquired USED MSR



Most Recently Acquired MSR: Brand

Brand of Most Recently Acquired AR



• Survey data indicates the MSR market is highly fragmented. 11% of MSR owners said Palmetto was the brand of their most recently acquired MSR — the highest among the options available.

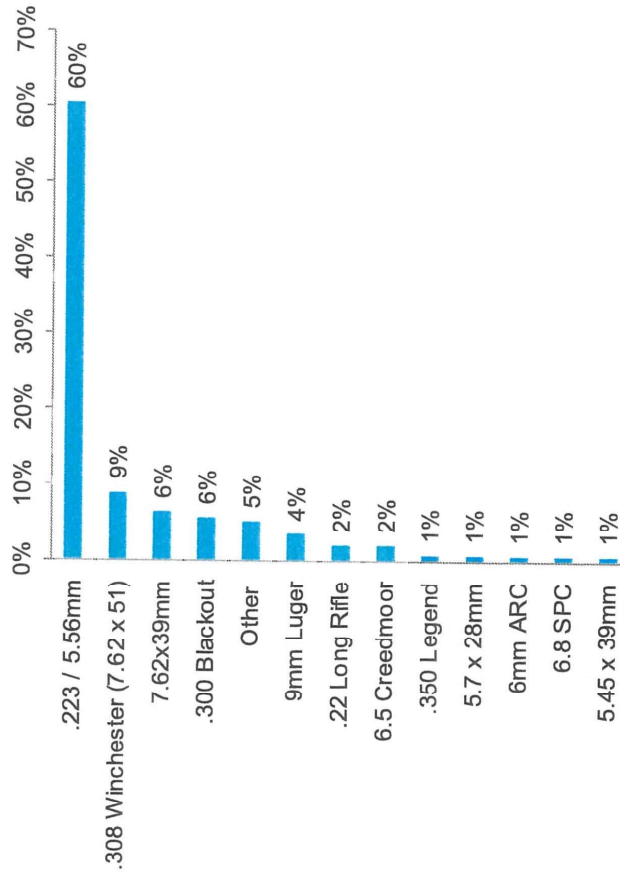
Commonly mentioned brands included in "Other":

- ATI
- Battle Arms Development
- MBX
- Sharp Bros
- Tavor
- WBP

50+ other brands were selected by less than 1% of respondents; full list available upon request

Most Recently Acquired MSR: Caliber

Caliber of Most Recently Acquired MSR



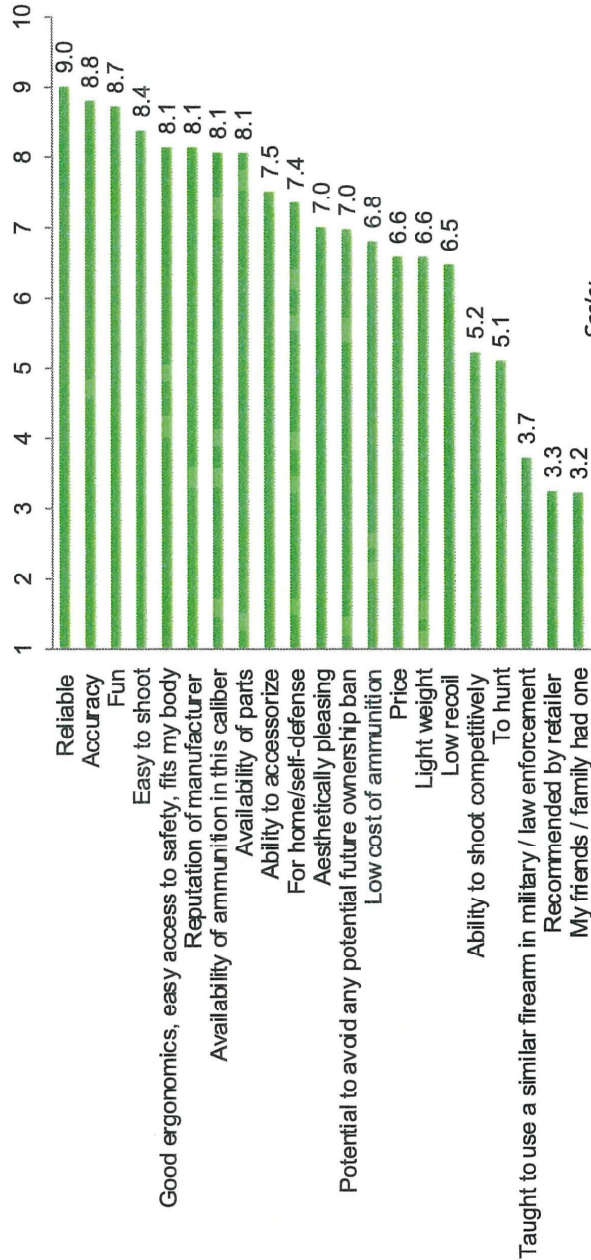
- 60% of respondents said the caliber of their most recently acquired MSR is .223 / 5.56 mm
- Of the 5% selecting “other,” the most frequently mentioned calibers included:
 - 6.5 Grendel
 - .458 SOCOM
 - .224 Valkyrie

7 other calibers were selected by less than 1% of respondents

Most Recently Acquired MSR: Reasons for Buying

For the 94% of respondents that purchased their MSR new or used, they were asked to rate how important each of the following reasons are for selecting their most recently acquired MSR on a scale from 1 to 10, where 1 is “not at all important” and 10 is “very important.”

Rating: Most Important Reasons for Buying Most Recently Purchased MSR

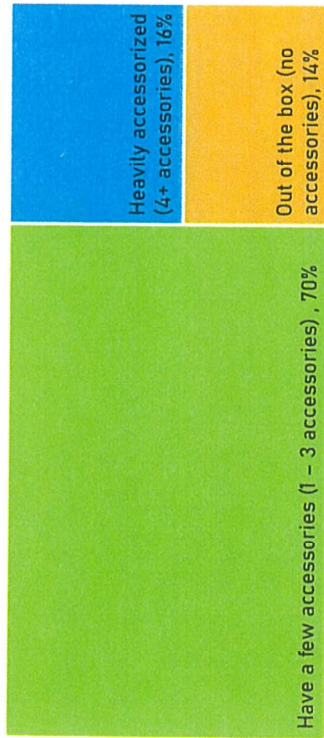


Scale:
1=Not at all important, 10= very important

- MSR owners rated reliability, accuracy, and fun as the most important reasons for purchasing their most recently acquired MSR.
- The least important reasons as rated by MSR owners include recommendations from a retailer and MSRs owned by family/friends.

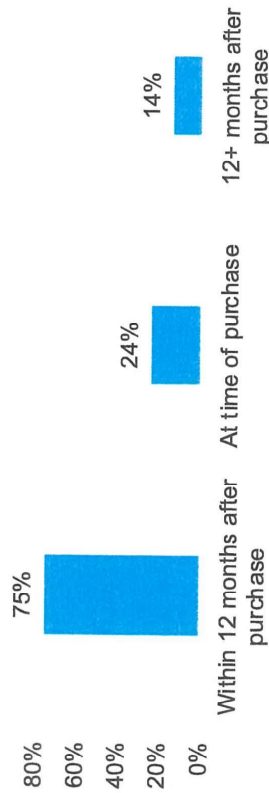
Most Recently Acquired MSR: Accessories

MSR - Use of Accessories



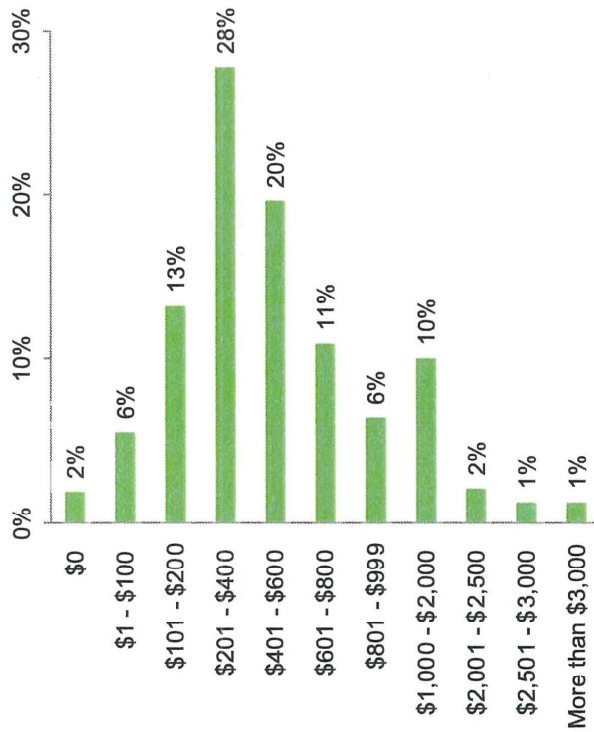
- 86% of have their most recently acquired MSR customized to some extent, 70% having 1-3 accessories.
- For those with accessories on their most recently acquired MSR, 75% added accessories within 12 months after purchase. Nearly a quarter added accessories at the time of purchase.

When have you added accessories to your MSR?



Most Recently Acquired MSR: Accessories - Spend

Spend on After-Market Customization to Most Recently Acquired MSR

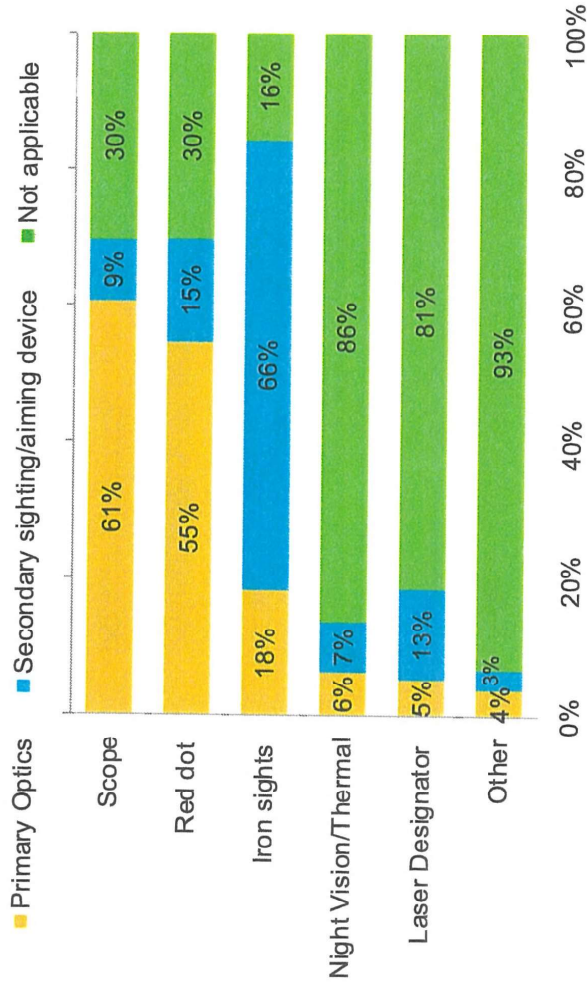


	2010	2013	2021
Average spent	\$436	\$381	\$618

- Of the MSR owners who have added accessories to their most recently acquired MSR, nearly half, or 48%, have spent between \$201 and \$600 on after-market customization.
- The average spent for accessories by owners on their most recently acquired MSR by owners is \$618.

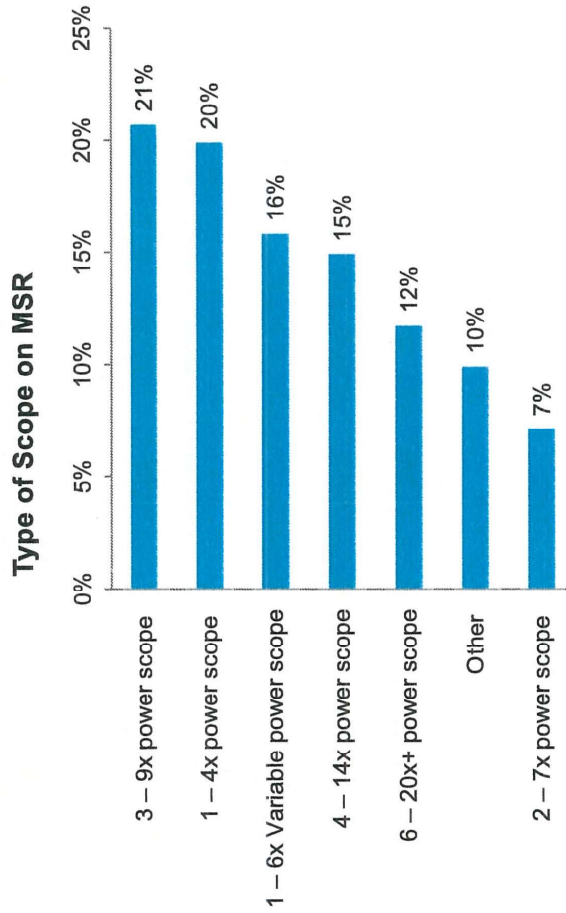
Most Recently Acquired MSR: Optics

Optics Used on Most Recently Acquired MSR



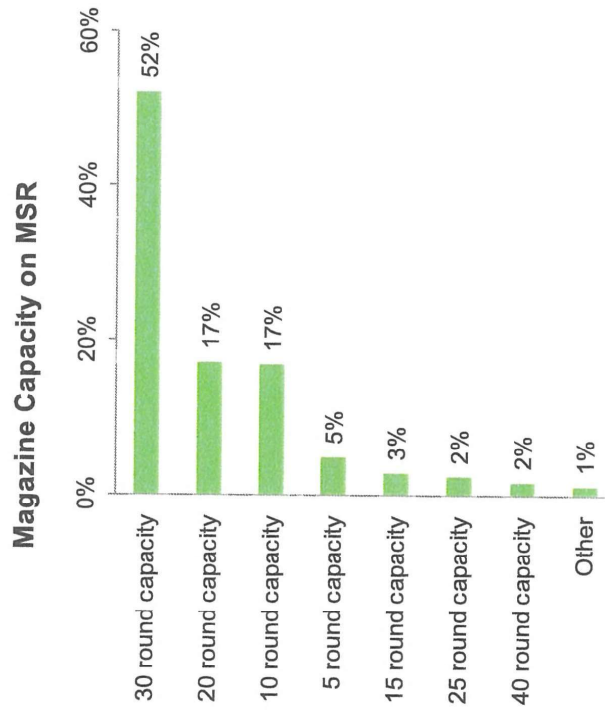
- 61% of MSR owners have a scope equipped as a primary optic on their most recently acquired MSR.
- Iron sights are the most common secondary aiming device, equipped on two-thirds of respondents' MSRs.

Most Recently Acquired MSR: Scope



- The most common scopes used by MSR owners are the 3-9x power scope (21%) and the 1-4x power scope (20%).
- Of the 10% who selected “Other,” the most frequently mentioned scopes were:
 - 1-8x variable power scope
 - 1-10x variable power scope

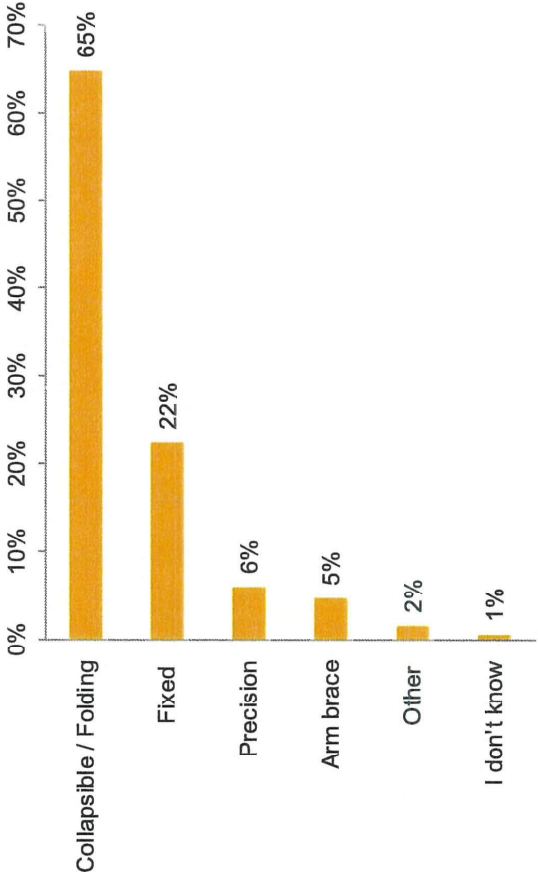
Most Recently Acquired MSR: Magazine Capacity



- Half (52%) of MSR owners stated the magazine capacity of their most recently acquired MSR is 30 rounds.
- When asked why they chose their respective magazine capacity, the most frequent responses were:
 - Common/standard
 - Readily available

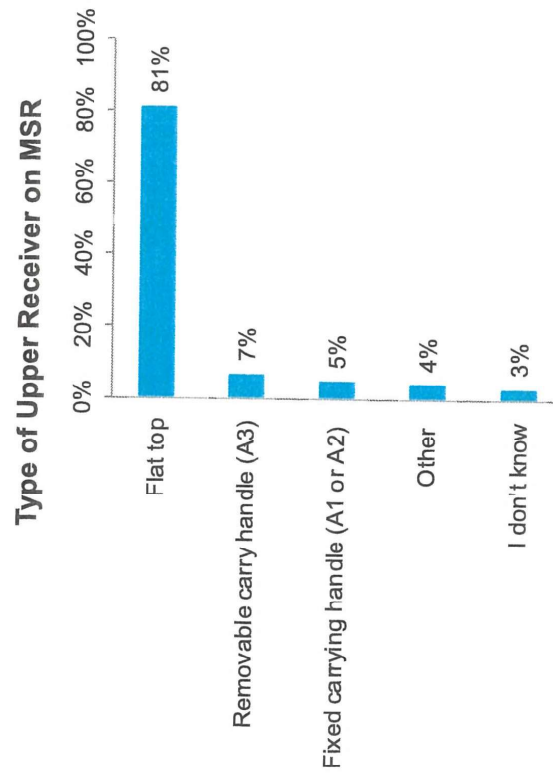
Most Recently Acquired MSR: Type of Stock

Type of Stock on MSR



- 65%, or approximately two-thirds, of MSR owners have a collapsible/folding stock on their most recently purchased MSR.

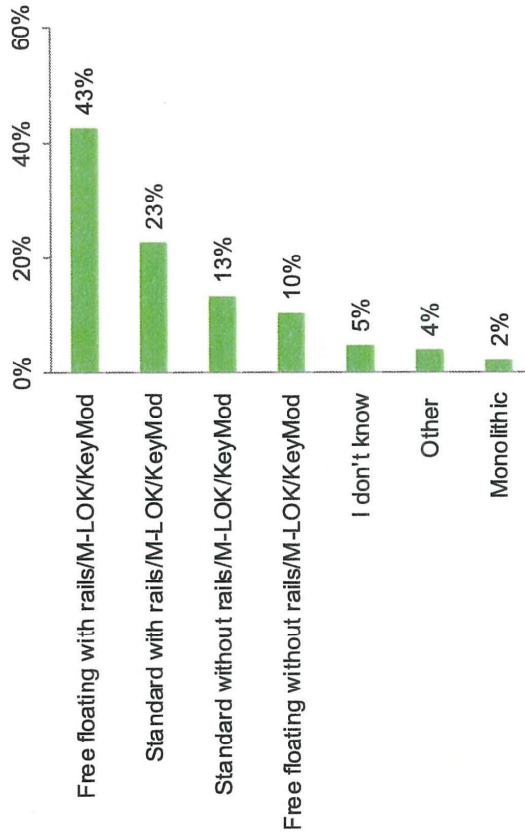
Most Recently Acquired MSR: Type of Upper Receiver



- 81% have a flat top upper receiver on their most recently acquired MSR.

Most Recently Acquired MSR: Type of Handguard

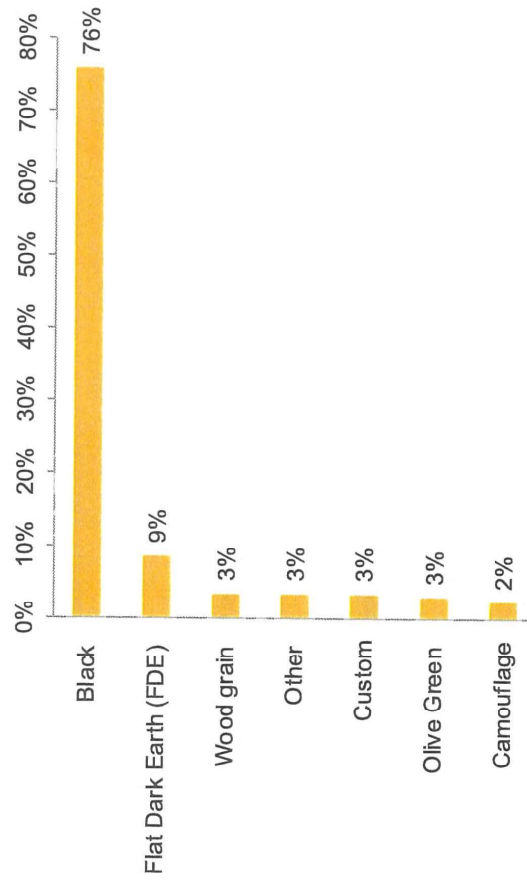
Type of Handguard on MSR



- The most common type of handguard is a free floating with rails handguard, used by 43% of respondents on their most recently acquired MSR.

Most Recently Acquired MSR: Finish Color

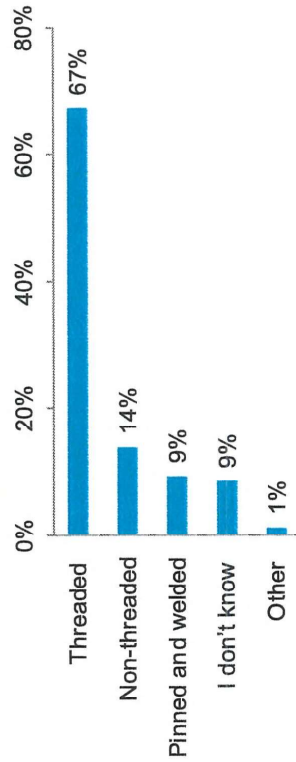
Finish Color on MSR



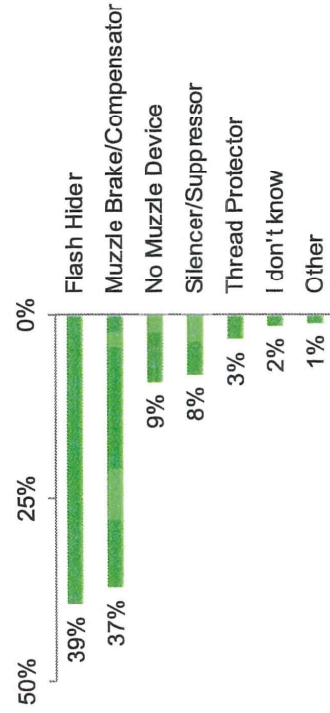
- 3 out of 4 MSR owners have a black finish color.

Most Recently Acquired MSR: Barrels – Type, Accessories, Length

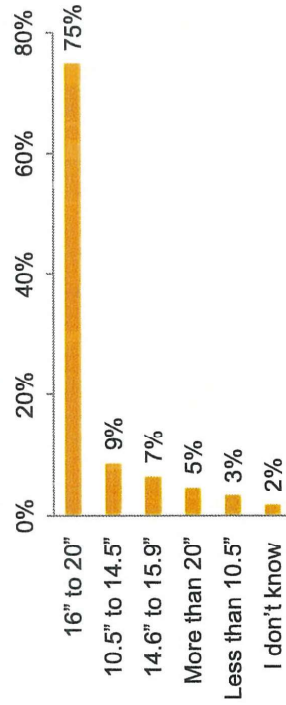
Type of Barrel on MSR



Barrel Accessories on MSR



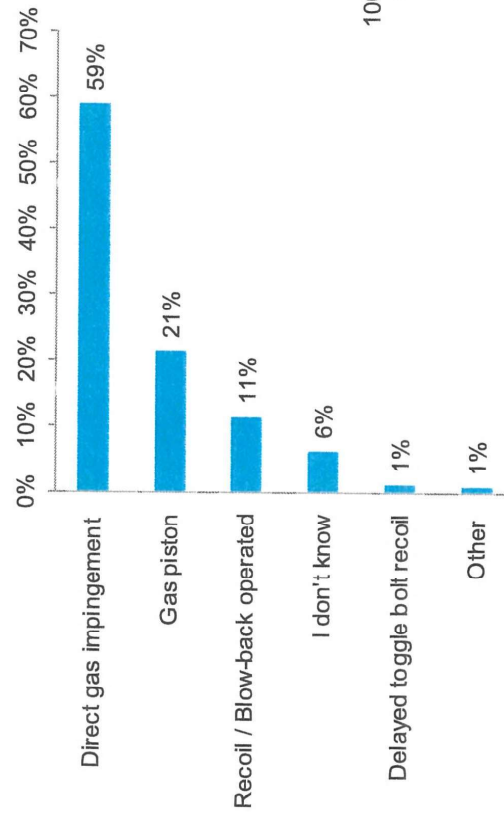
Barrel Length on MSR



- Two-thirds of MSR owners have a threaded barrel.
- Most common accessories: flash hider (39%), muzzle brake/compensator (37%)
- 75% have a barrel length of 16-20"

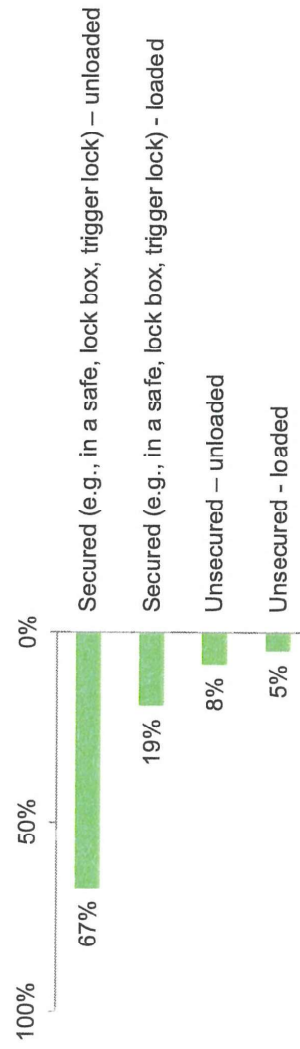
Most Recently Acquired MSR: Operating System, Storage

Operating System on MSR

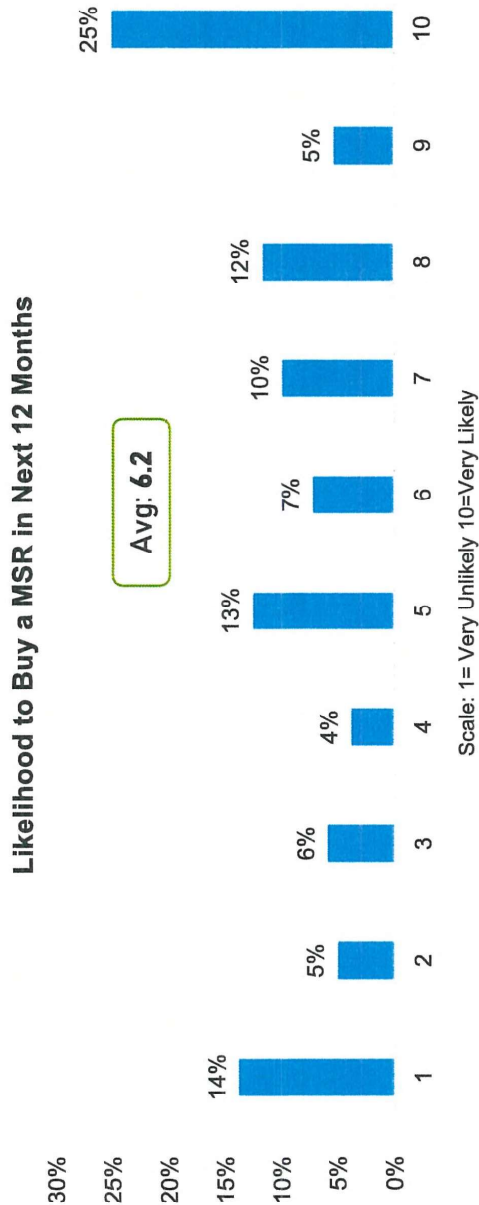


- 59% of MSR owners indicated their most recently acquired MSR is operated by direct gas impingement.
- 67%, or two-thirds, of MSR owners store their MSR secured and unloaded.

MSR Storage

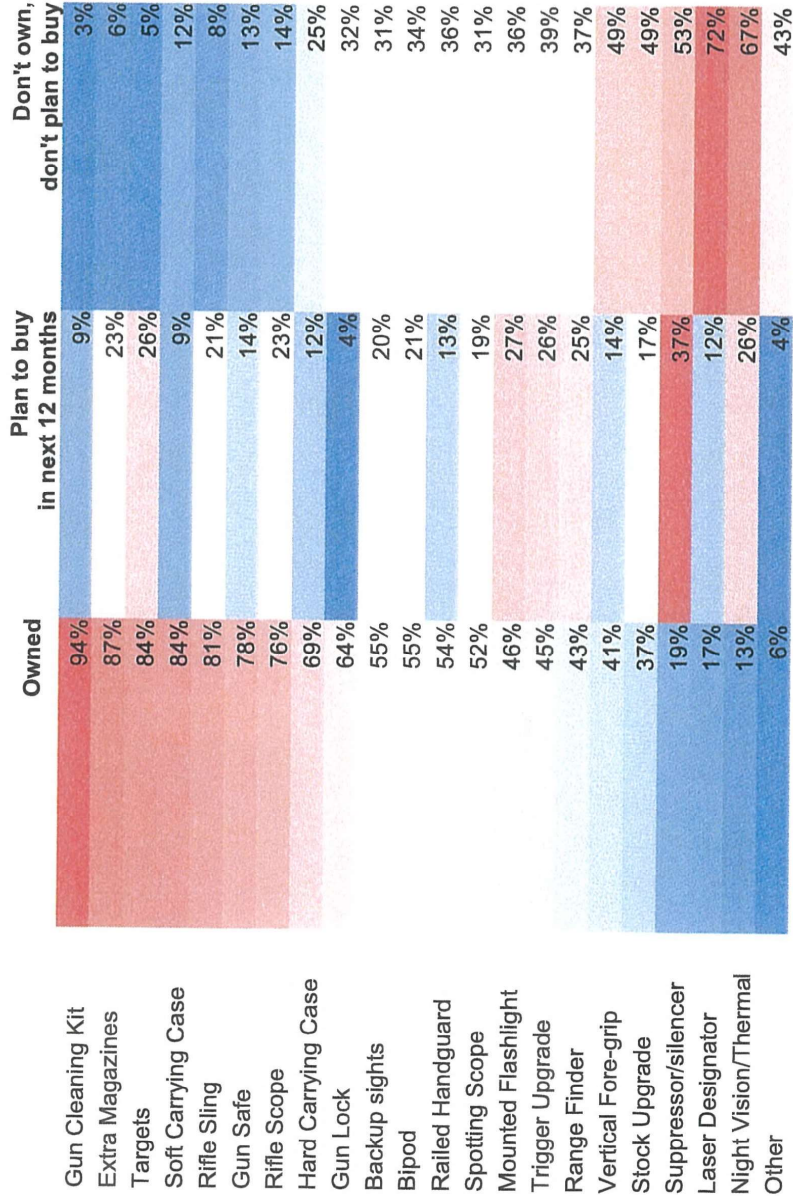


Most Recently Acquired MSR: Likelihood to Buy a MSR in Next 12 Months

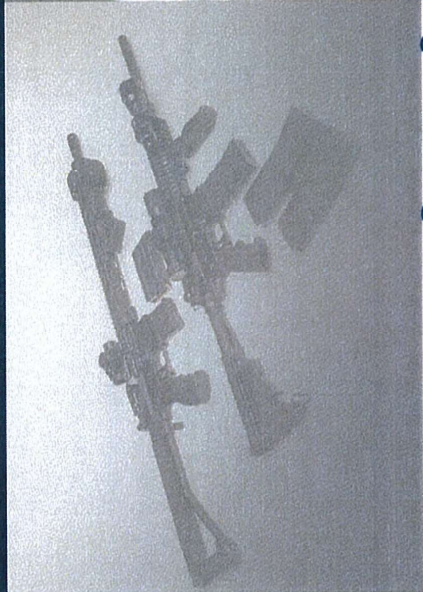


- Average likelihood to buy an MSR in the next 12 months is a 6.2 out of 10, slightly more to the “likely” end of the scale.
- 25%, or one-fourth of respondents, said they are “very likely” to buy an MSR in the next 12 months.

Most Recently Acquired MSR: Accessories Owned



- The most common accessories currently owned by MSR owners are gun cleaning kits, extra magazines, targets, and soft carrying case.
- The accessory that MSR owners most frequently said they planned to buy in the next 12 months is a suppressor/silencer.
- Roughly 70% of MSR owners do not own and do not plan to buy a laser designator or night vision/thermal scope in the next 12 months.



Section 3: Modern Sporting Rifle Usage & Activities

