

# WHO'S BUYING GUNS AND WHY?

## Gun Industry Consumer Insights & Demand Forecast

*Edition 1 | December 2026*

Recent coverage of the firearms industry points to increased interest in gun ownership among LGBTQ and liberal consumers. This report contextualizes anecdotal evidence of increased demand among marginalized communities and in response to heightened political rhetoric within the broader trend of the gun industry's declining domestic market.

Guns Down America's quarterly demand report provides an understanding of who gun consumers are and whether they represent a growing demand for the product.

### **Inside this report:**

- An overview of four audiences at various stages of the gun purchase funnel—from “Never Gunners” to “Gun Enthusiasts”
- Insights from these audiences to understand who they are, what their motivations to purchase may be, and their views on gun safety policies
- A forecast of demand for guns to understand whether the industry is growing, stagnating, or declining

# Consumer Insights

The four audiences we reviewed in this report and will track over time to understand motivations and influences for gun purchases are detailed below:<sup>1</sup>

## Plan to Purchase, Next 12mos

13.8 mil

### GUN CURIOUS

*Non-owners considering a gun purchase*

41 mean age      64% 36%  
male / female

69% 53%  
\$50k+ HHI      children <18

73% 47%  
high school degree or lower      full-time employed

## Don't Want to Purchase, Next 12mos

134.3 mil

### NEVER GUNNERS

*Non-owners not considering a gun purchase*

48 mean age      44% 56%  
male / female

77% 37%  
\$50k+ HHI      children <18

36% 37% 24%  
college or post-grad degree      full-time / retired

10.3 mil

### GUN ENTHUSIASTS

*Gun owners considering a gun purchase*

42 mean age      66% 34%  
male / female

67% 58%  
\$50k+ HHI      children <18

73% 48%  
high school degree or lower      full-time employed

50.5 mil

### HAPPY HUNTERS

*Gun owners not considering a gun purchase*

48 mean age      44% 56%  
male / female

68% 42%  
\$50k+ HHI      children <18

34% 39% 23%  
college or post-grad degree      full-time / retired

# Consumer Insights (cont.)

## Takeaway:

People who plan to purchase are financially stressed and significantly more reliant on government assistance than those not considering a purchase, whether a current gun owner or not.

### ● GUN CURIOUS

*Non-owners considering a gun purchase*

### ● NEVER GUNNERS

*Non-owners not considering a gun purchase*

### ● GUN ENTHUSIASTS

*Gun owners considering a gun purchase*

### ● HAPPY HUNTERS

*Gun owners not considering a gun purchase*

## Demographic attributes associated with gun purchase consideration:

- Children under 18 in the home (**53%** & **58%** vs. **37%** & **42%**)
- Male (**64%** & **66%** vs. **44%** & **44%**)
- Gen Z (**22%** & **23%** vs. **13%** & **15%**)

## Support for social issues, particularly gun safety reform, vary across audiences with some significant shared support:

- Support universal background checks (**72%**, **73%**, **86%**, **84%**)
- Support an assault weapons ban (**42%**, **34%**, **60%**, **59%**)
  - Oppose an assault weapons ban (**37%**, **42%**, **22%**, **26%**)
- Support telehealth / mental health funding (**65%**, **77%**, **78%**, **75%**)

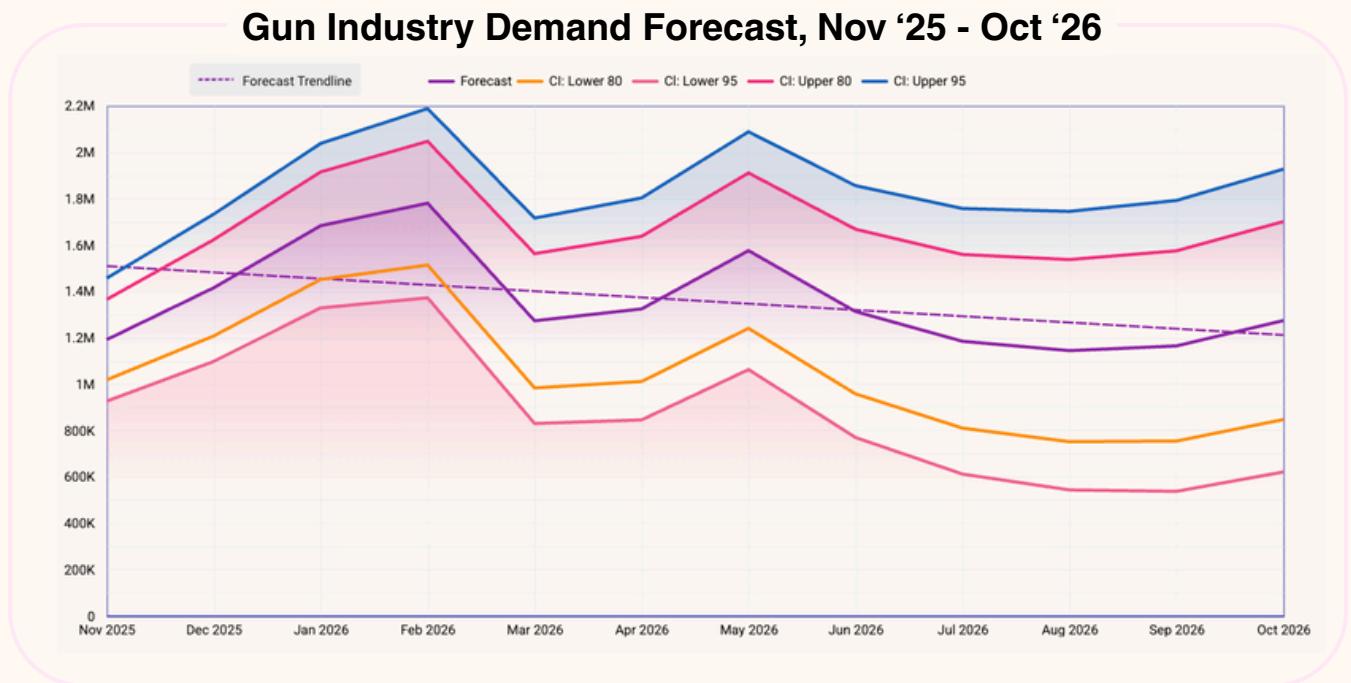
## Consumers considering a gun purchase are financially stressed:

- Potential first-time owners over index for worries about eviction and losing a job in the next 6 months
- Use Temporary Assistance for Needy Families (**1.9x** and **2.7x** more likely than the avg US adult)
- Use WIC (**2.3x** and **1.79x** more likely than avg US adult)
- Use Section 8 (**2.39x** and **1.35x** more likely than avg US adult)

# Gun Industry Demand Forecast

## Takeaway:

Demand trends down for the next 12 months barring unplanned events or national tragedies that have bolstered sales in the past.



We expect the firearms industry to face mounting financial pressure from a shrinking market and consumer preferences tacking toward cheaper, less profitable handguns, despite anecdotal evidence of increased consumer interest in firearms purchases among potential new purchasers. These customers face financial pressures of their own, as evidenced by reliance on government support for basic needs and expressed concerns about their financial security. The overall picture is bleak: the market is declining and the consumer base struggles financially to meet basic needs.<sup>2</sup>

<sup>2</sup> Guns Down America, Small Arms Data Observatory