WHO'S BUYING GUNS AND WHY?

Gun Industry Consumer Insights & Demand Forecast
Edition 1 | December 2025

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:[1]

Plan to Purchase, Next 12mos

GUN CURIOUS
13.8 mil

Non-owners considering a gun purchase

41 mean age

64% / **36%** male / female

69% $50k+ HHI

53% children <18

73% high school degree or lower

47% full-time employed

GUN ENTHUSIASTS
10.3 mil

Gun owners considering a gun purchase

42 mean age

66% / **34%** male / female

67% $50k+ HHI

58% children <18

73% high school degree or lower

48% full-time employed

Don't Want to Purchase, Next 12mos

NEVER GUNNERS
134.3 mil

Non-owners not considering a gun purchase

48 mean age

44% / **56%** male / female

77% $50k+ HHI

37% children <18

36% college or post-grad degree

37% / **24%** full-time / retired

HAPPY HUNTERS
50.5 mil

Gun owners not considering a gun purchase

48 mean age

44% / **56%** male / female

68% $50k+ HHI

42% children <18

34% college or post-grad degree

39% / **23%** full-time / retired

1 Resonate Elements, November 2025

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:

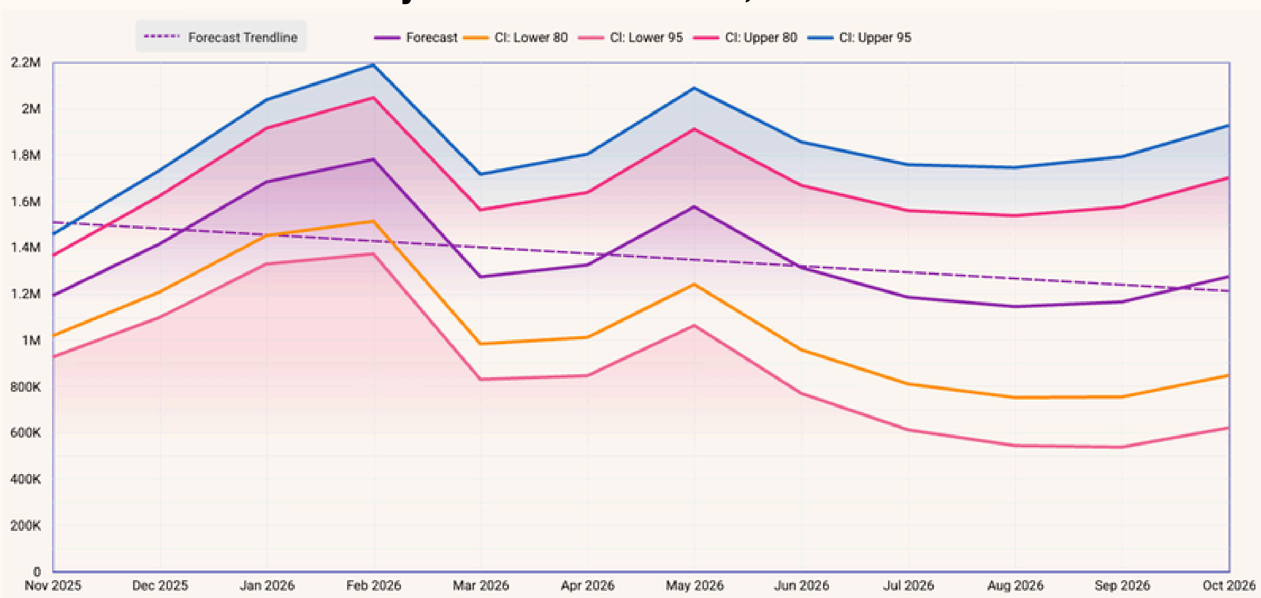
- Potential first-time owners over index for worries about eviction and losing a job in the next 6 months
- Use Temporary Assistance for Needy Families (**1.9x** and **2.7x** more likely than the avg US adult)
- Use WIC (**2.3x** and **1.79x** more likely than avg US adult)
- Use Section 8 (**2.39x**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

gunsdownamerica.org

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.

Gun Industry Demand Forecast, Nov '25 - Oct '26



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.[2]

2 Guns Down America, Small Arms Data Observatory