



REGIONAL SHARE OF U.S. PURCHASES

	New England 4.8% of US population	East South Central 6.1% of US population	West North Central 7.0% of US population	Mountain 7.1% of US population	West South Central 11.2% of US population	Mid Atlantic 13.4% of US population	Pacific 14.7% of US population	East North Central 15.8% of US population	South Atlantic 19.9% of US population
Shotgun % of sales	5.6%	8.2%	5.5%	5.1%	12.6%	5.6%	10.0%	33.4%	14.0%
Rifle % of sales	5.4%	6.1%	7.0%	10.7%	11.9%	10.9%	10.5%	15.5%	22.0%
Handgun % of sales	1.7%	5.4%	4.9%	9.4%	8.7%	10.5%	14.2%	13.8%	31.4%

New England: CT, ME, MA, NH, RI, VT

East South Central: AL, KY, MS, TN

West North Central: IA, KS, MN, MO, NE, ND, SD

Mountain: AZ, CO, ID, MT, NV, NM, UT, WY

West South Central: AR, LA, OK, TX

Mid Atlantic: NJ, NY, PA

Pacific: CA, OR, WA

East North Central: IL, IN, MI, OH, WI

South Atlantic: DE, FL, GA, MD, NC, SC, VA, WV, DC

Products whose percent of sales is greater than the percent of households/US population have above average sales per capita in that region.

CONCLUSIONS:

Shotgun sales had the highest above average sales per capita (111.4%) in East North Central states with 33.4% of total U.S. purchases compared with 15.8% of the US population.

Rifles sales had the highest above average sales per capita (50.7%) in Mountain states with 10.7% of total U.S. purchases compared with 7.1% of the US population.

Handgun sales had the highest above average sales per capita (57.8%) in South Atlantic states with 31.4% of total U.S. purchases compared with 19.9% of the US population.

Source: NSGA The Sporting Goods Market in 2009

A statistical study of retail purchases based on 80,000 American households.