

ONLINE SALES VIEW: SEPTEMBER 2020



MPI / GunBroker.com Data Provided To NSSF:
January through August 2020 vs. January through August 2019

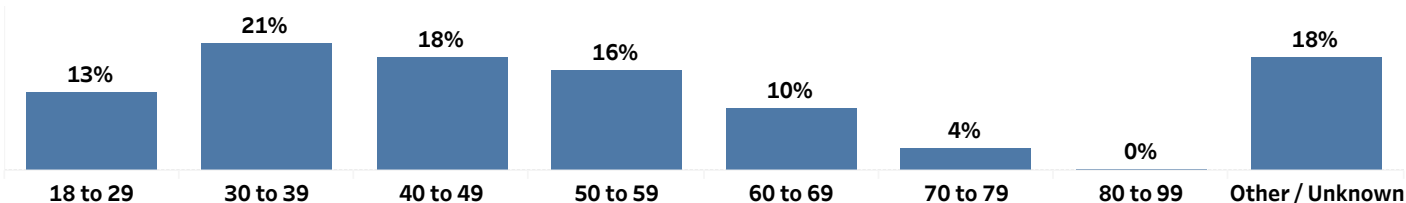


Top Brands Per Product Category Sold on GunBroker.com

Major Category Name	Category Group	Brand Names	Avg. YTD Dollars	% Change in Units Sold from Last Year YTD	Green Line: YTD Units Sold [Orange: Last Year YTD Units Sold]
Pistols	Revolvers	SMITH & WESSON	\$751	94%	
		RUGER	\$581	68%	
		TAURUS	\$466	295%	
		COLT	\$1,630	478%	
		HERITAGE ARMS	\$156	346%	
	Semi Auto Pistols	GLOCK	\$613	416%	
		SIG SAUER	\$848	279%	
		SMITH & WESSON	\$440	246%	
		SPRINGFIELD ARMORY	\$698	420%	
		RUGER	\$490	256%	
	Single Shot Pistols	BOND ARMS	\$311	256%	
		TRAILBLAZER FIREARMS	\$314	-58%	
		THOMPSON CENTER	\$540	200%	
		COLT	\$559	300%	
		RUGER	\$530	0%	
	Other Pistols	COBRA ENTERPRISES	\$148	350%	
		BOND ARMS	\$360	231%	
		COLT	\$604	93%	
		RUGER	\$419	-15%	
		HENRY REPEATING ARMS	\$812	325%	
Rifles	Bolt Action Rifles	RUGER	\$598	58%	
		SAVAGE ARMS	\$477	37%	
		REMINGTON	\$691	99%	
		BROWNING	\$1,022	42%	
		CZ-USA	\$587	50%	
	Lever Action Rifles	MARLIN	\$996	71%	
		HENRY REPEATING ARMS	\$752	174%	
		WINCHESTER	\$1,508	73%	
		ROSSI	\$566	184%	
		MOSSBERG	\$434	423%	
	Pump Action Rifles	REMINGTON	\$790	200%	
		HENRY REPEATING ARMS	\$489	293%	
		TAURUS	\$602	0%	
		ARMSCOR/ROCK ISLAND ARMORY	\$160	0%	
		KELTEC	\$929	0%	
	Semi Auto Rifles	RUGER	\$619	281%	
		SMITH & WESSON	\$704	546%	
		KELTEC	\$583	168%	
		SPRINGFIELD ARMORY	\$1,267	260%	
		ANDERSON MANUFACTURING	\$382	4624%	
	Single Shot Rifles	RUGER	\$1,204	94%	
		CONNECTICUT VALLEY ARMS	\$276	267%	
		HENRY REPEATING ARMS	\$520	-10%	
		ROSSI	\$186	547%	
		SAVAGE ARMS	\$682	212%	
	Other Rifles	RUGER	\$571	94%	
		SAVAGE ARMS	\$628	70%	
		CZ-USA	\$657	-9%	
		REMINGTON	\$748	29%	
		ROSSI	\$554	94%	
Shotguns	Over/Under Shotguns	BROWNING	\$2,211	24%	
		BERETTA	\$2,144	29%	
		MOSSBERG	\$569	89%	
		CZ-USA	\$785	178%	
		STOEGER	\$449	10600%	
	Pump Action Shotguns	MOSSBERG	\$496	322%	
		REMINGTON	\$543	271%	
		KELTEC	\$943	335%	
		WINCHESTER	\$455	762%	
		MAVERICK ARMS	\$315	1752%	
	Semi Auto Shotguns	BENELLI	\$1,969	295%	
		MOSSBERG	\$837	335%	
		ARMSCOR/ROCK ISLAND ARMORY	\$731	385%	
		BERETTA	\$1,131	184%	
		REMINGTON	\$1,067	6%	
	Side-By-Side Shotguns	STOEGER	\$489	2957%	
		CZ-USA	\$789	8%	
		CHARLES DALY	\$981	700%	
		CENTURY	\$374	-41%	
		TAYLOR'S & CO.	\$1,312	50%	
	Single Shot Shotguns	J. STEVENS	\$178	394%	
		ROSSI	\$143	219%	
		SAVAGE ARMS	\$203	600%	
		HENRY REPEATING ARMS	\$413	38%	
		ARMSCOR/ROCK ISLAND ARMORY	\$362	1033%	
	Other Shotguns	MOSSBERG	\$513	283%	
		REMINGTON	\$606	62%	
		TRISTAR ARMS	\$614	154%	
		SAVAGE ARMS	\$502	91%	
		CZ-USA	\$720	326%	

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

% of Purchasers per Age Group Overall YTD



Age Groups	Brand Names	Model Names	Avg. YTD Dollars	Green Line: YTD Units Sold [Orange: Last Year YTD Units Sold]
18 to 29	GLOCK	19	\$679	0%
	SMITH & WESSON	M&P45 SHIELD	\$413	38500%
	RUGER	AR-556	\$742	4700%
	CZ-USA	CZ SCORPION EVO 3	\$1,022	0%
	TAURUS	G2C	\$262	707%
30 to 39	GLOCK	19	\$691	96200%
	RUGER	AR-556	\$763	9867%
	GLOCK	17	\$594	22250%
	SIG SAUER	P320	\$653	0%
	SPRINGFIELD ARMORY	HELLCAT	\$571	0%
40 to 49	GLOCK	19	\$691	0%
	RUGER	AR-556	\$766	4745%
	GLOCK	17	\$629	20000%
	SIG SAUER	P320	\$703	0%
	SPRINGFIELD ARMORY	HELLCAT	\$548	0%
50 to 59	GLOCK	19	\$704	0%
	RUGER	AR-556	\$787	6500%
	SMITH & WESSON	M&P	\$456	4743%
	SIG SAUER	P320	\$720	0%
	SPRINGFIELD ARMORY	HELLCAT	\$545	0%
60 to 69	GLOCK	19	\$705	0%
	COLT	PYTHON	\$2,047	0%
	RUGER	AR-556	\$770	2300%
	SMITH & WESSON	M&P	\$459	2500%
	MOSSBERG	590 SHOCKWAVE	\$600	1241%
70 to 79	COLT	PYTHON	\$2,057	0%
	MOSSBERG	590 SHOCKWAVE	\$577	12300%
	SMITH & WESSON	M&P15	\$735	5000%
	SMITH & WESSON	M&P9 SHIELD	\$427	1660%
	GLOCK	19	\$740	0%
80 to 99	COLT	PYTHON	\$1,963	0%
	SMITH & WESSON	M&P	\$443	0%
	SPRINGFIELD ARMORY	HELLCAT	\$446	0%
	TAURUS	SPECTRUM	\$196	0%
	SMITH & WESSON	M&P9 SHIELD	\$436	0%
Other / Unknown	GLOCK	19	\$708	83500%
	RUGER	AR-556	\$801	4450%
	SMITH & WESSON	M&P	\$491	10150%
	SIG SAUER	P320	\$766	39200%
	MOSSBERG	590 SHOCKWAVE	\$629	2194%
















GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

GunBroker.com New Firearm Sales By Price Point By Age Of Purchaser



GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

Year-Over-Year 2019 to 2020 (YTD) GunBroker.com Top New Firearm Model Sales By Purchaser's Gender

Gender (group)	Brand Names	Model Names	Avg. YTD Dollars	Green Line: YTD Units Sold [Orange: Last Year YTD Units Sold]
Male	GLOCK	19	\$687	 151100%
	RUGER	AR-556	\$760	 4141%
	SIG SAUER	P320	\$692	 151600%
	SPRINGFIELD ARMORY	HELLCAT	\$554	 0%
	GLOCK	17	\$613	 35550%
Female	GLOCK	19	\$736	 0%
	RUGER	LCP	\$271	 0%
	SMITH & WESSON	M&P9 SHIELD	\$419	 1783%
	SMITH & WESSON	M&P	\$442	 0%
	TAURUS	G2C	\$270	 2650%
Other/Unknown	GLOCK	19	\$716	 0%
	RUGER	AR-556	\$820	 8667%
	GLOCK	17	\$642	 22600%
	SMITH & WESSON	M&P	\$488	 43600%
	SIG SAUER	P320	\$740	 0%

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

GunBroker.com Top New Firearm Model Sales Per Region

Region	Brand Names	Model Names	Avg. YTD Dollars	Green Line: YTD Units Sold [Orange: Last Year YTD Units Sold]
Midwest	GLOCK	19	\$688	0%
	RUGER	AR-556	\$789	9370%
	SPRINGFIELD ARMORY	HELLCAT	\$558	0%
	SIG SAUER	P365	\$557	0%
	SIG SAUER	P320	\$761	0%
Northeast	RUGER	AR-556	\$760	3162%
	GLOCK	19	\$680	0%
	RUGER	10/22	\$300	0%
	SMITH & WESSON	M&P	\$456	57500%
	CZ-USA	CZ SCORPION EVO 3	\$997	0%
South	GLOCK	19	\$692	178800%
	GLOCK	17	\$606	15483%
	SIG SAUER	P320	\$782	0%
	TAURUS	G2C	\$263	1242%
	MOSSBERG	590 SHOCKWAVE	\$592	10833%
West	GLOCK	19	\$749	57000%
	SIG SAUER	P320	\$379	0%
	GLOCK	43	\$417	0%
	HECKLER & KOCH	VP9	\$673	0%
	COLT	PYTHON	\$2,118	0%

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

GunBroker.com Overall New Firearm Units Sold by Geographical Region Percent Increase

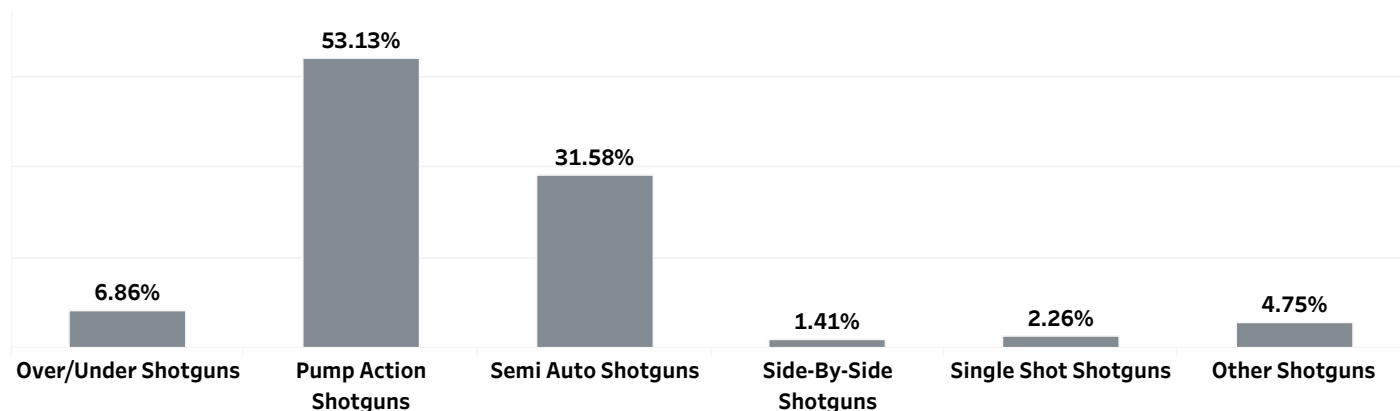
Region	Division	State Names	Avg. YTD Dollars	YTD Buyers		Green Line: YTD Units Sold [Orange: Last Year YTD Units Sold]	
Midwest	East North Central	Illinois	\$865	262%		278%	
		Indiana	\$849	450%		464%	
		Michigan	\$759	47%		52%	
		Ohio	\$746	302%		314%	
		Wisconsin	\$783	272%		268%	
	West North Central	Iowa	\$860	384%		380%	
		Kansas	\$882	244%		241%	
		Minnesota	\$709	178%		184%	
		Missouri	\$670	238%		253%	
		Nebraska	\$728	437%		452%	
		North Dakota	\$967	412%		426%	
		South Dakota	\$986	1220%		1247%	
Northeast	Mid-Atlantic	New Jersey	\$931	1803%		1929%	
		New York	\$601	257%		263%	
		Pennsylvania	\$642	181%		150%	
	New England	Connecticut	\$1,012	929%		983%	
		Maine	\$652	41%		39%	
		Massachusetts	\$861	457%		467%	
		New Hampshire	\$761	329%		336%	
		Rhode Island	\$1,026	68%		71%	
		Vermont	\$828	3946%		4008%	
South	East South Central	Alabama	\$678	306%		311%	
		Kentucky	\$741	173%		182%	
		Mississippi	\$919	177%		181%	
		Tennessee	\$845	735%		757%	
	South Atlantic	Delaware	\$1,040	615%		623%	
		District of Columbia	\$625	0%		0%	
		Florida	\$865	419%		439%	
		Georgia	\$779	105%		109%	
		Maryland	\$1,022	321%		272%	
		North Carolina	\$855	586%		635%	
		South Carolina	\$673	269%		292%	
		Virginia	\$889	643%		641%	
		West Virginia	\$751	228%		234%	
	West South Central	Arkansas	\$885	1013%		1005%	
		Louisiana	\$902	130%		127%	
		Oklahoma	\$688	122%		125%	
		Texas	\$778	274%		185%	
West	Mountain	Arizona	\$1,040	410%		457%	
		Colorado	\$894	395%		403%	
		Idaho	\$942	223%		236%	
		Montana	\$867	336%		322%	
		Nevada	\$1,122	1311%		1358%	
		New Mexico	\$745	2246%		2236%	
		Utah	\$746	555%		584%	
		Wyoming	\$923	11300%		11767%	
	Pacific	Alaska	\$862	7700%		7800%	
		California	\$759	802%		852%	
		Hawaii	\$416	1600%		2000%	
		Oregon	\$1,021	1280%		1328%	
		Washington	\$893	473%		461%	

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

Top Models Per Product Category Sold on GunBroker.com

Major Category Name	Category Group	Brand Names	Model Names	Avg. YTD Dollars	% Change in Units Sold from Last Year YTD	Green Line: YTD Units Sold [Orange: Last Year YTD Units Sold]
Pistols	Revolvers	COLT	PYTHON	\$2,055	138500%	<div></div>
		TAURUS	JUDGE	\$487	0%	<div></div>
		HERITAGE ARMS	ROUGH RIDER SMALL BORE	\$154	1323%	<div></div>
		TAURUS	CZ 856	\$327	30400%	<div></div>
		RUGER	GP100	\$708	0%	<div></div>
	Semi Auto Pistols	GLOCK	19	\$697	430300%	<div></div>
		SIG SAUER	P320	\$703	199000%	<div></div>
		GLOCK	17	\$620	32117%	<div></div>
		SPRINGFIELD ARMORY	HELLCAT	\$554	0%	<div></div>
		SMITH & WESSON	M&P	\$458	4900%	<div></div>
	Single Shot Pistols	BOND ARMS	ROUGHNECK	\$259	757%	<div></div>
		BOND ARMS	ROWDY	\$273	218%	<div></div>
		BOND ARMS	357 MAG/38 SPECIAL ROUGHNECK	\$239	1300%	<div></div>
		TRAILBLAZER FIREARMS	LIFECARD	\$314	-70%	<div></div>
		BOND ARMS	JOHN WICK	\$600	0%	<div></div>
	Other Pistols	COBRA ENTERPRISES	BIG BORE	\$150	208%	<div></div>
		BOND ARMS	ROUGHNECK	\$293	2733%	<div></div>
		COBRA ENTERPRISES	CLASSIC DERRINGER	\$139	2300%	<div></div>
		BOND ARMS	ROWDY	\$310	168%	<div></div>
		COBRA ENTERPRISES	DERRINGER	\$162	0%	<div></div>
Rifles	Bolt Action Rifles	REMINGTON	700	\$768	20400%	<div></div>
		RUGER	PRECISION RIFLE	\$1,022	18%	<div></div>
		RUGER	AMERICAN RIFLE	\$437	11380%	<div></div>
		BROWNING	X-BOLT	\$1,068	11360%	<div></div>
		TIKKA	T3X	\$954	0%	<div></div>
	Lever Action Rifles	ROSSI	R92	\$570	0%	<div></div>
		MARLIN	1895SBL	\$1,165	20%	<div></div>
		MARLIN	1895CBA	\$1,137	1004%	<div></div>
		HENRY REPEATING ARMS	LEVER	\$647	0%	<div></div>
		HENRY REPEATING ARMS	BIG BOY	\$827	4720%	<div></div>
	Pump Action Rifles	REMINGTON	7600	\$775	333%	<div></div>
		HENRY REPEATING ARMS	PUMP	\$500	0%	<div></div>
		REMINGTON	7600 CARBINE	\$830	0%	<div></div>
		HENRY REPEATING ARMS	OCTAGON PUMP	\$442	-27%	<div></div>
		REMINGTON	7600 SYNTHETIC	\$709	300%	<div></div>
	Semi Auto Rifles	RUGER	AR-556	\$769	4448%	<div></div>
		RUGER	10/22	\$310	19700%	<div></div>
		SMITH & WESSON	M&P SPORT II	\$744	778%	<div></div>
		ANDERSON MANUFACTURING	AR-15	\$369	0%	<div></div>
		SMITH & WESSON	M&P15	\$774	958%	<div></div>
	Single Shot Rifles	ROSSI	ROSSI MATCHED PAIR	\$170	0%	<div></div>
		CONNECTICUT VALLEY ARMS	SCOUT	\$287	950%	<div></div>
		RUGER	NO. 1	\$1,452	1350%	<div></div>
		CONNECTICUT VALLEY ARMS	HUNTER	\$209	525%	<div></div>
		MARLIN	HUNTER	\$193	3600%	<div></div>
	Other Rifles	REMINGTON	700	\$808	0%	<div></div>
		RUGER	10/22	\$423	0%	<div></div>
		ROSSI	CIRCUIT JUDGE	\$627	0%	<div></div>
		RUGER	PC CARBINE TAKEDOWN	\$572	133%	<div></div>
		RUGER	10/22 SPORTER	\$400	182%	<div></div>
Shotguns	Over/Under Shotguns	MOSSBERG	SILVER RESERVE II	\$573	0%	<div></div>
		BERETTA	686 SILVER PIGEON I SPORTING	\$1,674	12500%	<div></div>
		BROWNING	CITORI	\$2,074	2800%	<div></div>
		BROWNING	CITORI 725	\$2,686	9400%	<div></div>
		MOSSBERG	SILVER RESERVE II FIELD	\$483	-47%	<div></div>
	Pump Action Shotguns	MOSSBERG	590 SHOCKWAVE	\$589	2265%	<div></div>
		REMINGTON	870	\$627	13429%	<div></div>
		MOSSBERG	500	\$478	5642%	<div></div>
		KELTEC	KSG	\$1,175	0%	<div></div>
		MOSSBERG	88	\$245	21033%	<div></div>
	Semi Auto Shotguns	BENELLI	M4 TACTICAL	\$2,758	0%	<div></div>
		ARMSCOR/ROCK ISLAND ARMORY	VR80 SHOTGUN	\$797	156%	<div></div>
		IWI - ISRAEL WEAPON INDUSTRIES	TS12	\$1,311	0%	<div></div>
		STOGER	3000	\$558	0%	<div></div>
		REMINGTON	TAC-13 V3	\$933	-48%	<div></div>
	Side-By-Side Shotguns	STOGER	COACH GUN SUPREME SHOTGUN	\$504	3280%	<div></div>
		CZ-USA	CZ SHARP-TAIL	\$914	31%	<div></div>
		STOGER	UPLANDER	\$404	0%	<div></div>
		CZ-USA	G2 CZ BOBWHITE	\$568	-69%	<div></div>
		CZ-USA	CZ BOBWHITE	\$617	0%	<div></div>
	Single Shot Shotguns	J. STEVENS	TURKEY OBSESSION 301	\$173	6900%	<div></div>
		J. STEVENS	301	\$172	0%	<div></div>
		ROSSI	SINGLE SHOT	\$150	0%	<div></div>
		J. STEVENS	TURKEY BOTTOMLANDS 301	\$175	270%	<div></div>
		SAVAGE ARMS	TURKEY BOTTOMLANDS 301	\$197	433%	<div></div>
	Other Shotguns	MOSSBERG	590 SHOCKWAVE	\$545	10400%	<div></div>
		SDS IMPORTS	LH-12	\$442	2700%	<div></div>
		SAVAGE ARMS	220	\$568	660%	<div></div>
		AMERICAN TACTICAL INC.	NOMAD	\$79	0%	<div></div>
		MOSSBERG	590 SHOCKWAVE SECURITY	\$372	15%	<div></div>

Distribution of Shotgun Types Sold on GunBroker.com



Top Gauges per Shotgun Type Sold on GunBroker.com

Gauge Names	Over/Under Shotguns	Pump Action Shotguns	Semi Auto Shotguns	Side-By-Side Shotguns	Single Shot Shotguns	Other Shotguns
12 Gauge	64.51%	80.16%	85.22%	57.40%	19.69%	63.12%
20 Gauge	21.92%	15.42%	10.44%	23.98%	25.17%	18.13%
28 Gauge	5.89%	0.13%	0.79%	7.91%		1.77%
.410 Bore	5.73%	4.24%	2.98%	9.18%	54.97%	16.20%
16 Gauge	1.95%	0.03%	0.32%	1.53%	0.17%	0.69%
10 Gauge		0.02%	0.24%			0.08%

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

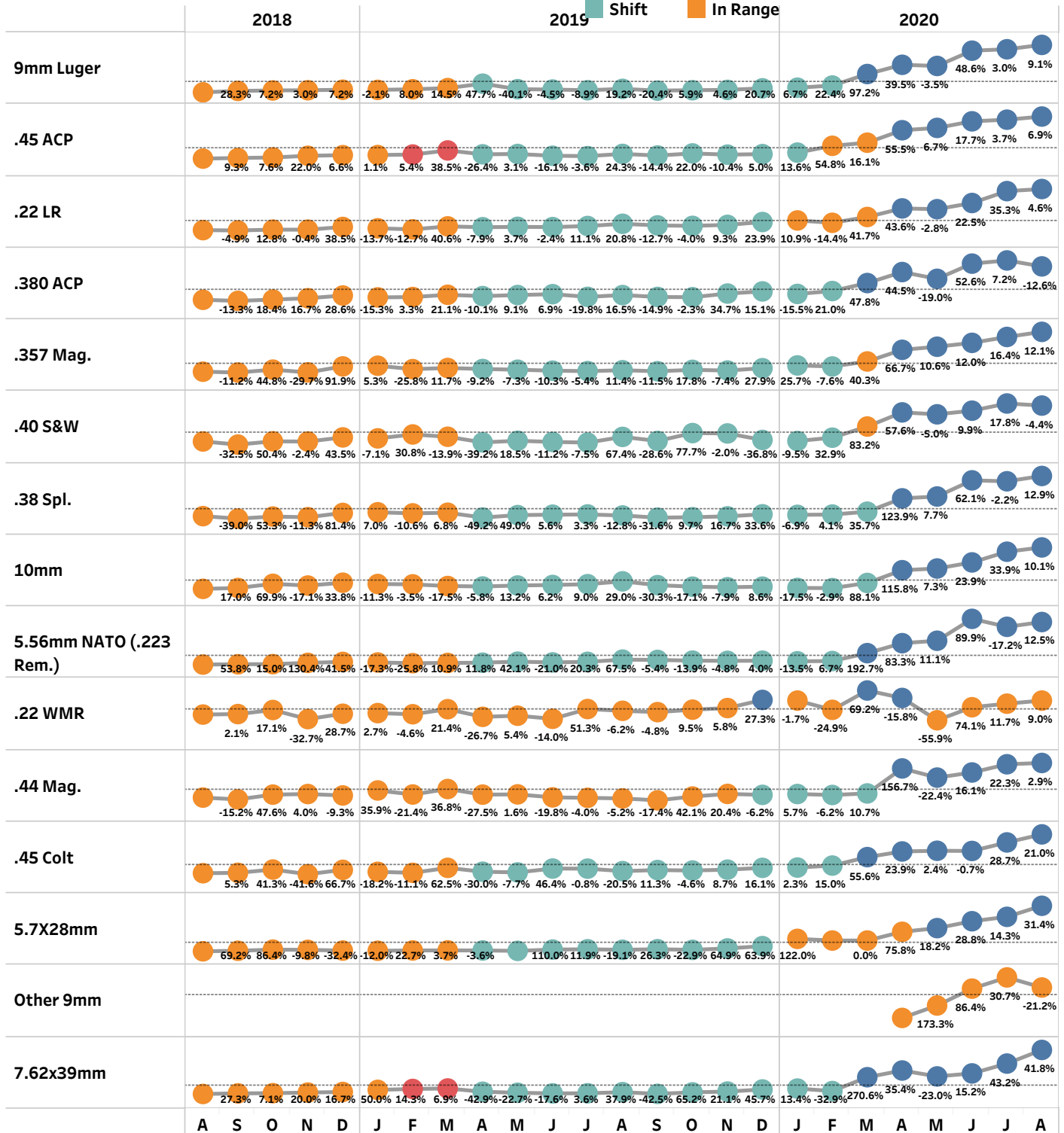
January 2018 to August 2020 Caliber Trend Sales on GunBroker.com

• Units sold on GunBroker.com in one month (labels show % difference from previous month, new guns only)

--- Average across the time range

○ Red = outlier, Orange/Shift = 9+ months above or below the average, Yellow /Trend = 6+ months that are either ascending or descending in a row

■ Outlier ■ Trend
■ Shift ■ In Range



GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

MPI / GunBroker.com Data Provided To NSSF: August 2020

	Jul '18	Nov '18	Mar '19	Jul '19	Nov '19	Mar '20	Jul '20	Nov '20	Mar '21	Jul '21
BERETTA	\$980	\$939	\$1,024	\$719	\$610	\$606	\$618	\$611	\$611	\$625
BROWNING	\$1,125	\$1,152	\$1,104	\$1,106	\$1,236	\$1,268	\$1,233	\$1,190	\$1,195	\$1,119
BUSHMASTER	\$692	\$754	\$894	\$701	\$854	\$861	\$593	\$729	\$884	\$759
CENTURY ARMS	\$603	\$595	\$671	\$552	\$547	\$575	\$550	\$1,049	\$1,237	\$1,478
COLT	\$1,348	\$1,402	\$1,319	\$1,229	\$1,197	\$1,137	\$1,224	\$1,387	\$1,408	\$1,531
CZ-USA	\$710	\$753	\$708	\$712	\$768	\$817	\$800	\$850	\$900	\$957
FN AMERICA	\$1,280	\$1,152	\$2,043	\$1,986	\$1,607	\$1,607	\$1,236	\$1,381	\$1,224	\$1,314
GLOCK	\$594	\$644	\$564	\$567	\$567	\$553	\$553	\$716	\$728	\$876
HECKLER & KOCH	\$800	\$901	\$786	\$925	\$786	\$925	\$925	\$1,364	\$1,730	\$1,610
KELTEC	\$417	\$450	\$399	\$381	\$377	\$430	\$415	\$856	\$953	\$1,346
KIMBER	\$774	\$747	\$796	\$717	\$848	\$830	\$870	\$791	\$774	\$806
MARLIN	\$704	\$685	\$727	\$702	\$711	\$707	\$733	\$1,031	\$1,001	\$1,163
MOSSBERG	\$358	\$350	\$377	\$394	\$382	\$366	\$352	\$754	\$779	\$1,048
REMINGTON	\$548	\$571	\$573	\$576	\$588	\$596	\$550	\$1,004	\$1,081	\$1,328
RUGER	\$481	\$482	\$527	\$527	\$523	\$523	\$505	\$734	\$748	\$878
SAVAGE ARMS	\$552	\$505	\$482	\$470	\$480	\$480	\$480	\$516	\$521	\$501
SIG SAUER	\$721	\$685	\$724	\$776	\$858	\$843	\$1,603	\$779	\$765	\$826
SMITH & WESSON	\$495	\$500	\$491	\$484	\$502	\$499	\$503	\$776	\$767	\$1,013
SPRINGFIELD ARMORY	\$670	\$663	\$769	\$756	\$739	\$793	\$699	\$1,056	\$1,115	\$1,332
TAURUS	\$334	\$337	\$335	\$286	\$366	\$331	\$310	\$440	\$450	\$550
WALTHER	\$370	\$386	\$399	\$369	\$423	\$474	\$478	\$473	\$445	\$530
WINCHESTER	\$981	\$967	\$923	\$904	\$908	\$925	\$925	\$995	\$917	\$847

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

Labels for actual data show percent difference from previous month;
Labels for forecast data show percent precision of forecast
MPI / GunBroker.com Data Provided To NSSF: August 2020
Note: Categories are not to relative scale

Major Category Name	Category Group	2021											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pistols	Revolvers	±31%	±27%	±25%	±21%	±18%	±15%	±12%	±10%	±8%	±7%	±5%	±4%
	Semi Auto Pistols	±32%	±28%	±24%	±20%	±16%	±13%	±10%	±8%	±7%	±5%	±4%	±3%
	Single Shot Pistols	±17%	±20%	±16%	±12%	±9%	±7%	±5%	±4%	±3%	±2%	±1%	±1%
	Other Pistols	±30%	±27%	±23%	±19%	±15%	±12%	±9%	±7%	±6%	±5%	±4%	±3%
Rifles	Bolt Action Rifles	±22%	±18%	±18%	±18%	±16%	±13%	±10%	±8%	±7%	±5%	±4%	±3%
	Lever Action Rifles	±35%	±29%	±26%	±23%	±20%	±17%	±14%	±11%	±9%	±7%	±5%	±4%
	Pump Action Rifles	±37%	±35%	±31%	±27%	±23%	±19%	±15%	±12%	±10%	±8%	±6%	±5%
	Semi Auto Rifles	±35%	±31%	±27%	±23%	±19%	±15%	±12%	±10%	±8%	±6%	±5%	±4%
	Single Shot Rifles	±33%	±29%	±28%	±23%	±19%	±15%	±12%	±10%	±8%	±6%	±5%	±4%
	Other Rifles	±20%	±16%	±17%	±18%	±15%	±12%	±9%	±7%	±6%	±5%	±4%	±3%
	Other Rifles	±20%	±16%	±17%	±18%	±15%	±12%	±9%	±7%	±6%	±5%	±4%	±3%
Shotguns	Over/Under Shotguns	±21%	±17%	±16%	±16%	±15%	±14%	±13%	±12%	±11%	±10%	±9%	±8%
	Pump Action Shotguns	±38%	±33%	±29%	±23%	±19%	±15%	±12%	±10%	±8%	±6%	±5%	±4%
	Semi Auto Shotguns	±27%	±22%	±20%	±17%	±14%	±11%	±8%	±6%	±5%	±4%	±3%	±2%
	Side-By-Side Shotguns	±34%	±29%	±26%	±23%	±19%	±15%	±12%	±10%	±8%	±6%	±5%	±4%
	Single Shot Shotguns	±57%	±53%	±49%	±43%	±38%	±33%	±28%	±23%	±19%	±15%	±12%	±10%
	Other Shotguns	±38%	±31%	±24%	±18%	±14%	±11%	±8%	±6%	±5%	±4%	±3%	±2%

This forecast uses an exponential smoothing technique based on historical data, and applies more weight to more recent events. It's just forecasting sales at the GunBroker.com level and is typically accurate within +/- 30%. This is best used as a directional measure for GunBroker.com and the industry.

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

HIGHEST GUNBROKER.COM PISTOL SALES BY TYPE AND BY STATE: January to August 2020

Revolvers (New) August 2020	Revolvers (New) YTD January to August 2020
Pennsylvania	Pennsylvania
Texas	Minnesota
Minnesota	Texas
Alabama	Missouri
North Carolina	Alabama
Semi Auto Pistols (New) August 2020	Semi Auto Pistols (New) YTD January to August 2020
Pennsylvania	Pennsylvania
Minnesota	Minnesota
Texas	Texas
North Carolina	North Carolina
Alabama	Alabama

TOP GUNBROKER.COM PISTOLS SOLD BY TYPE & AVERAGE SALE PRICE BY AGE GROUP: January to August 2020

Top Revolvers (New)				Top 5 Revolvers (Used)			
1	COLT	PYTHON	\$2,065	1	COLT	PYTHON	\$3,098
2	TAURUS	JUDGE	\$523	2	SMITH & WESSON	629	\$1,133
3	HERITAGE ARMS	ROUGH RIDER SMALL BORE	\$151	3	SMITH & WESSON	686	\$832
4	TAURUS	CZ 856	\$342	4	SMITH & WESSON	10	\$473
5	RUGER	LCRX	\$512	5	RUGER	SINGLE-SIX	\$491
Top Semi Auto Pistols (New)				Top 5 Semi Auto Pistols (Used)			
1	GLOCK	19	\$726	1	GLOCK	19	\$679
2	GLOCK	17	\$650	2	GLOCK	17	\$636
3	SIG SAUER	P320	\$783	3	GLOCK	22	\$425
4	SMITH & WESSON	M&P	\$506	4	BROWNING	HI-POWER	\$1,050
5	GLOCK	43X	\$592	5	COLT	1911	\$1,595

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

TOP GUNBROKER.COM PISTOL CALIBERS SOLD BY TYPE & AVG SALE PRICE, NEW VS USED:
January through August 2020

Top Revolver Calibers New			Top Revolver Calibers Used		
1	.357 Mag.	\$1,047	1	.357 Mag.	\$1,188
2	.38 Spl.	\$444	2	.38 Spl.	\$593
3	.22 LR	\$305	3	.22 LR	\$540
4	.45 Colt	\$780	4	.44 Mag.	\$1,140
5	.44 Mag.	\$982	5	.45 Colt	\$1,154
Top Semi Auto Pistol Calibers New			Top Semi Auto Pistol Calibers Used		
1	9mm Luger	\$752	1	9mm Luger	\$790
2	.45 ACP	\$989	2	.45 ACP	\$900
3	.22 LR	\$414	3	.40 S&W	\$530
4	.380 ACP	\$458	4	.22 LR	\$512
5	5.56mm NATO (.223 Re..	\$1,327	5	.380 ACP	\$508

TOP GUNBROKER.COM RIFLE CALIBERS SOLD BY TYPE & AVERAGE SALE PRICE, NEW VS USED:
January through August 2020

Top Bolt Action Rifle Calibers New			Top Bolt Action Rifle Calibers Used		
1	6.5 Creedmoor	\$886	1	.30-06 Springfield	\$672
2	.308 Win.	\$864	2	.22 LR	\$508
3	.22 LR	\$452	3	.308 Win.	\$977
4	.30-06 Springfield	\$682	4	.270 Win.	\$611
5	.300 Win. Mag.	\$1,055	5	8mm	\$826
Top Semi Auto Rifle Calibers New			Top Semi Auto Rifle Calibers Used		
1	5.56mm NATO (.223 Rem.)	\$1,089	1	5.56mm NATO (.223 Rem.)	\$1,393
2	.22 LR	\$405	2	.22 LR	\$367
3	9mm Luger	\$863	3	7.62x39mm	\$1,116
4	.308 Win.	\$1,668	4	.223 Rem.	\$1,462
5	7.62x39mm	\$1,220	5	.30-06 Springfield	\$1,196

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

HIGHEST GUNBROKER.COM RIFLE SALES BY TYPE AND BY STATE: January through August 2020

Bolt Action Rifles (New) August 2020	Bolt Action Rifles (New) YTD 2020
Pennsylvania	Pennsylvania
Minnesota	Minnesota
Alabama	Alabama
Texas	Georgia
New Hampshire	Louisiana
Lever Action Rifles (New) August 2020	Lever Action Rifles (New) YTD 2020
Pennsylvania	Pennsylvania
Minnesota	Minnesota
Alabama	Alabama
Texas	Texas
Iowa	Iowa
Semi Auto Rifles (New) August 2020	Semi Auto Rifles (New) YTD 2020
Pennsylvania	Pennsylvania
Texas	Minnesota
Minnesota	Texas
Florida	Missouri
North Carolina	North Carolina

**TOP GUNBROKER.COM RIFLES SOLD BY TYPE & AVERAGE SALE PRICE, NEW VS USED:
January through August 2020**

Top Bolt Action Rifles (New)				Top 5 Bolt Action Rifles (Used)			
1	RUGER	AMERICAN RIFLE	\$427	1	REMINGTON	700	\$731
2	REMINGTON	700	\$774	2	WINCHESTER	70	\$942
3	BROWNING	X-BOLT	\$1,061	3	RUGER	77/17	\$791
4	RUGER	PRECISION RIFLE	\$1,101	4	REMINGTON	700 BDL	\$929
5	RUGER	AMERICAN RIFLE PREDATOR	\$416	5	RUGER	HAWKEYE	\$767
Top Lever Action Rifles (New)				Top 5 Lever Action Rifles (Used)			
1	MARLIN	1895CBA	\$1,110	1	WINCHESTER	94	\$797
2	ROSSI	R92	\$602	2	WINCHESTER	1894	\$983
3	HENRY REPEATING ARMS	LEVER	\$624	3	MARLIN	336W	\$612
4	HENRY REPEATING ARMS	GOLDEN BOY	\$576	4	SAVAGE ARMS	99	\$809
5	HENRY REPEATING ARMS	BIG BOY	\$871	5	MARLIN	1894	\$1,116
Top Semi Auto Rifles (New)				Top 5 Semi Auto Rifles (Used)			
1	RUGER	AR-556	\$852	1	SPRINGFIELD ARMORY	M1 GARAND	\$1,416
2	RUGER	10/22	\$319	2	RUGER	10/22	\$352
3	SMITH & WESSON	M&P SPORT II	\$811	3	NORINCO	TYPE 56	\$692
4	RUGER	PC CARBINE	\$780	4	RUGER	MINI-14	\$984
5	ANDERSON MANUFACTURING	AR-15	\$369	5	BROWNING	BAR	\$1,128

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

TOP HIGHEST GUNBROKER.COM SHOTGUN SALES BY TYPE AND BY STATE: January through August 2020

Over/Under Shotguns (New) August 2020	Over/Under Shotguns (New) YTD 2020
Pennsylvania	Pennsylvania
Minnesota	Minnesota
Georgia	Georgia
New Hampshire	New Hampshire
Connecticut	Texas
Pump Action Shotguns (New) August 2020	Pump Action Shotguns (New) YTD 2020
Pennsylvania	Pennsylvania
Minnesota	Minnesota
Alabama	Alabama
Texas	North Carolina
North Carolina	Texas
Semi Auto Shotguns (New) August 2020	Semi Auto Shotguns (New) YTD 2020
Pennsylvania	Pennsylvania
Minnesota	Minnesota
Florida	Florida
Texas	Texas
Alabama	Kentucky

**TOP GUNBROKER.COM SHOTGUNS SOLD BY TYPE & AVERAGE SALE PRICE, NEW VS USED:
January through August 2020**

Top Over/Under Shotguns (New)				Top Over/Under Shotguns (Used)			
1	MOSSBERG	SILVER RESERVE II	\$592	1	BROWNING	CITORI	\$1,573
2	BROWNING	CITORI	\$2,129	2	RUGER	RED LABEL	\$1,560
3	BROWNING	CITORI 725	\$2,484	3	WINCHESTER	101	\$1,300
4	BROWNING	CYNERGY	\$1,817	4	BROWNING	SUPERPOSED	\$1,792
5	STANDARD MANUFACTURING	DP-12	\$1,456	5	BROWNING	CITORI 725	\$1,954
Top Pump Action Shotguns (New)				Top Pump Action Shotguns (Used)			
1	MOSSBERG	590 SHOCKWAVE	\$663	1	REMINGTON	870	\$600
2	WINCHESTER	SXP	\$465	2	MOSSBERG	500	\$447
3	KELTEC	KSG	\$1,153	3	REMINGTON	870 WINGMASTER	\$603
4	MOSSBERG	MAVERICK 88	\$373	4	WINCHESTER	12	\$628
5	MOSSBERG	500 COMBO	\$389	5	REMINGTON	870 EXPRESS	\$442
Top Semi Auto Shotguns (New)				Top Semi Auto Shotguns (Used)			
1	BENELLI	M4 TACTICAL	\$2,859	1	REMINGTON	1100	\$718
2	ARMSCOR/ROCK ISLAND ARMORY	VR80 SHOTGUN	\$894	2	BROWNING	A5 (AUTO 5)	\$864
3	ARMSCOR/ROCK ISLAND ARMORY	CZ 612	\$573	3	BROWNING	A5	\$937
4	ARMSCOR/ROCK ISLAND ARMORY	VRBP-100	\$702	4	REMINGTON	11-87	\$602
5	CHARLES DALY	601 FIELD	\$314	5	BENELLI	M4 TACTICAL	\$2,380

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers NSSF members 20% off of MPI subscriptions. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.

MPI (Market Place Insight) keeps NSSF industry insiders informed with monthly reports on firearms sales trends as reported from GunBroker.com sales data. Each month we cover geographical and category sales trends as well as demographic sales trends.

August 2020 vs. August 2019

All geographies were up from 150% to 564%. From a category perspective, sales are very strong, with most categories having double-digit and triple-digit increases in August 2020 vs August 2019. Manufacturers are also posting favorable numbers. A high number of manufacturers saw double-digit and triple-digit increases August 2020 versus August 2019.

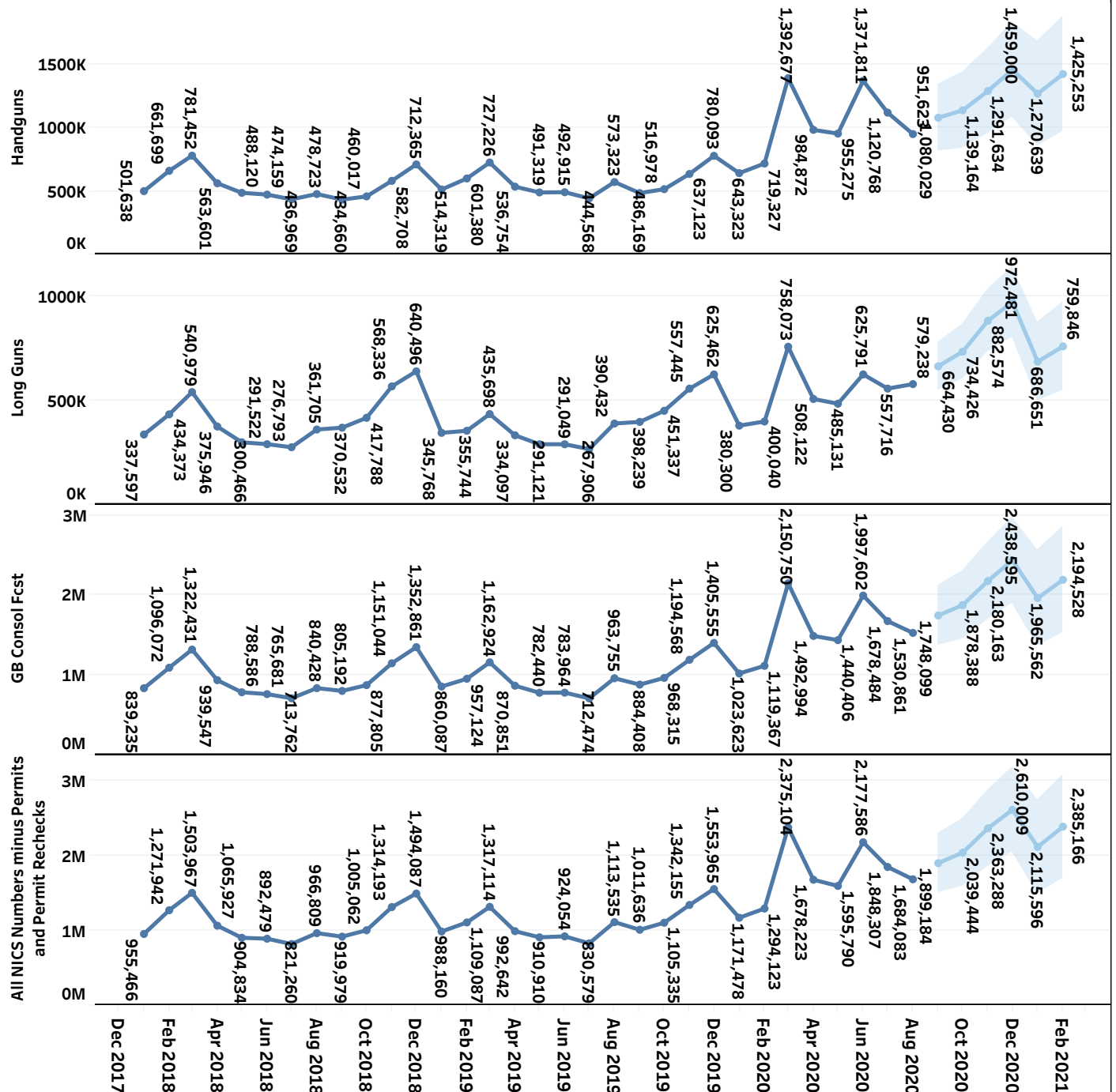
Regions	Category
220% change in new firearms purchased by people living in the Midwest	254% change in new Semi Auto Pistols 363% change in new Semi Auto Rifles 149% change in new Revolvers 335% change in new Pump Action Shotguns 68% change in new Bolt Action Rifles 210% change in new Semi Auto Shotguns 121% change in new Lever Action Rifles 66% change in new Other Rifles 87% change in new Other Pistols 67% change in new Over Under Shotguns 162% change in new Other Shotguns 127% change in new Single Shot Rifles 202% change in new Single Shot Shotguns 132% change in new Side By Side Shotguns 104% change in new Single Shot Pistols 188% change in new Pump Action Rifles
150% change in new firearms purchased by people living in the Northeast	
252% change in new firearms purchased by people living in the South	
564% change in new firearms purchased by people living in the West	
Buyer Age Decade	Gauge
232% change in new firearms purchased by people in their 18 to 29's	252% change in new firearms whose gauge is 12 Gauge
304% change in new firearms purchased by people in their 30 to 39's	234% change in new firearms whose gauge is 20 Gauge
259% change in new firearms purchased by people in their 40 to 49's	37% change in new firearms whose gauge is 28 Gauge
195% change in new firearms purchased by people in their 50 to 59's	136% change in new firearms whose gauge is .410 Bore
131% change in new firearms purchased by people in their 60 to 69's	28% change in new firearms whose gauge is 16 Gauge
112% change in new firearms purchased by people in their 70 to 79's	-49% change in new firearms whose gauge is 10 Gauge
87% change in new firearms purchased by people in their 80 to 99's	
279% change in new firearms purchased by people in their Other / Unknown's	
Manufacturer	Caliber
160% change in new RUGER firearms	259% change in new firearms whose caliber is 9mm Luger
211% change in new SMITH & WESSON firearms	182% change in new firearms whose caliber is .22 LR
407% change in new GLOCK firearms	1057% change in new firearms whose caliber is 5.56mm NATO (.223 Rem.)
278% change in new SIG SAUER firearms	199% change in new firearms whose caliber is .45 ACP
366% change in new SPRINGFIELD firearms	154% change in new firearms whose caliber is .380 ACP
246% change in new MOSSBERG firearms	175% change in new firearms whose caliber is .357 Mag.
117% change in new BERETTA firearms	187% change in new firearms whose caliber is .40 S&W
124% change in new CZ-USA firearms	61% change in new firearms whose caliber is .223 Rem.
348% change in new TAURUS firearms	108% change in new firearms whose caliber is .308 Win.
220% change in new COLT firearms	408% change in new firearms whose caliber is 7.62x39mm
102% change in new REMINGTON firearms	212% change in new firearms whose caliber is .38 Spl.
314% change in new HECKLER & KOCH firearms	920% change in new firearms whose caliber is 5.7X28mm
166% change in new KELTEC firearms	147% change in new firearms whose caliber is 10mm
288% change in new FN firearms	0% change in new firearms whose caliber is Other 9mm
317% change in new KIMBER firearms	84% change in new firearms whose caliber is 6.5 Creedmoor
124% change in new WALTHER firearms	120% change in new firearms whose caliber is .44 Mag.
68% change in new SAVAGE firearms	206% change in new firearms whose caliber is .45 Colt
55% change in new BROWNING firearms	44% change in new firearms whose caliber is .22 WMR
84% change in new MARLIN firearms	0% change in new firearms whose caliber is 9mm Luger +P
141% change in new HENRY REPEATING ARMS firearms	306% change in new firearms whose caliber is .300 AAC Blackout (7.62x35mm)

MPI (Market Place Insight) is a company reporting on GunBroker.com sales, forecasts and relations to the overall shooting sports industry and beyond. MPI is a product used within the industry assisting sales, marketing and R&D. On average, GunBroker.com represents 2-8% of every brands' sales, on an annual level, within the shooting sports industry. MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. MPI offers real-time, historical and forecasting of valuable information with a subscription and/or customized reporting. MPI is pleased to offer NSSF industry members, 20% off of annual subscriptions to MPI. Please contact Shirley Steffen @ shirley.steffen@appcohesion.com.

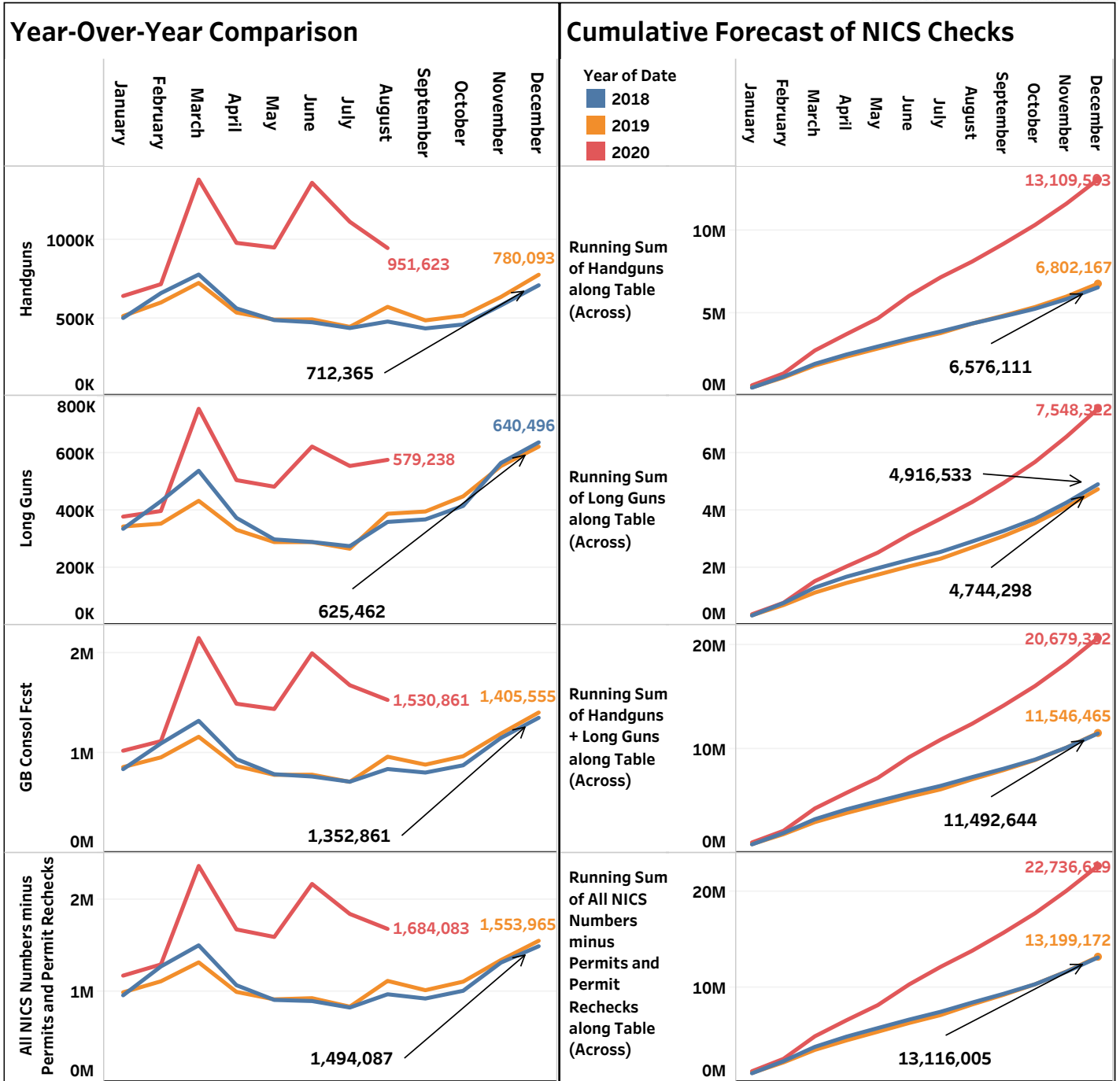
Forecasting NICS Checks for New Guns (estimated) for the Next 12 Months

This is data MPI authorizes NSSF to distribute to NSSF members
August 2020

NICS Forecasts (Handguns, Long guns, and both summed together)



GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.



Percent Difference Year-End Forecasting

	2019	2020
% Difference in Handguns from the Previous along Date	3.44%	92.73%
% Difference in Long Guns from the Previous along Date	-3.50%	59.10%
% Difference in Handguns + Long Guns from the Previous along Date	0.47%	79.10%
% Difference in All NICS Numbers minus Permits and Permit Rechecks from the Previous along Date	0.63%	72.26%

GunBroker.com data is provided by MPI (Market Place Insight, www.marketplaceinsight.com). MPI data has a less than 10% margin of error based on information input from sellers on the GunBroker.com platform. For information on custom reporting on brand or industry sales on GunBroker.com, please contact Shirley Steffen shirley.steffen@appcohesion.com.