

FIREARM AND AMMUNITION INDUSTRY

ECONOMIC IMPACT

REPORT | 2021



NSSF
The Firearm Industry
Trade Association

Who is the National Shooting Sports Foundation?

The National Shooting Sports Foundation (NSSF) is the trade association for firearm, ammunition, hunting and recreational shooting sports industry. Formed in 1961, its mission is to promote, protect and preserve hunting and the shooting sports. NSSF's membership comprises approximately 9,000 manufacturers, distributors, firearm retailers, shooting ranges, sportsmen's organizations and publishers.

America's firearm and ammunition industry is a critical component of our nation's security, public safety, and economic well-being. For more than 200 years, the industry has made products

that have been part of our country's tradition of freedom, self-reliance and enjoyment of the outdoors. The firearm and ammunition industry is proud to provide the U.S. military and federal, state and local law

NSSF[®]
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enforcement agencies with the tools they need to carry out their vital national security and public

safety missions, and is essential for law-abiding Americans to exercise their Second Amendment right to acquire a firearm and ammunition for personal protection and home defense. Without our industry, the right to keep and bear arms would be a mere illusion.

The firearm industry is committed to the safe, legal, and responsible ownership and use of firearms, and works on a daily basis to stop their criminal misuse. Through Real Solutions. Safer Communities[®], NSSF leads the way in promoting responsible ownership of firearms and helping to keep guns out of the wrong hands.

The Firearm and Ammunition Industry Economic Impact Report

This report details the significant economic impact the firearm and ammunition industry has on our economy, both nationally and at the state level. The economic growth America's firearm and ammunition industry has experienced in recent years has been nothing short of remarkable and has been driven by an unprecedented number of Americans choosing to exercise their fundamental right to keep and bear arms. This includes an estimated 8.4 million new gun owners in 2020.

The report also notes the significant impact the firearm and ammunition industry has on wildlife conservation funding in America through its growing Pittman-Robertson excise tax contributions to the Wildlife Restoration Trust Fund.

Regardless of economic conditions across the country, our industry has grown and created over 176,000 new, well-paying jobs since the middle of the Great Recession in 2008. Our industry is proud to be one of the bright spots in our economy.

Take a look for yourself and see the impact we have nationally and on your home state.

(See center spread.)



The Firearm Industry Creates Jobs in America

United States manufacturers, distributors, and retailers of firearms, ammunition, and supplies are an important part of our economy. They provide Americans well-paying jobs and pay significant amounts in federal and state taxes.

The Economic Impact of the Commercial Arms and Ammunition Industry in the United States

	Direct	Supplier	Induced	Total
Jobs (FTE)	153,414	78,217	110,699	342,330
Wages	\$7,135,393,100	\$5,904,867,200	\$6,271,277,400	\$19,311,537,700
Economic Impact	\$25,526,060,800	\$18,063,616,600	\$19,896,816,600	\$63,486,494,000

The Firearm & Ammunition Industry is an Important Part of America's Economy

Companies in the United States that manufacture, distribute, and sell firearms, ammunition, and hunting equipment employ as many as 153,414 people in the country and generate an additional 188,916 jobs in supplier and ancillary industries. These include jobs in supplying goods and services to manufacturers, distributors, and retailers, and those that depend on sales to workers in the firearm and ammunition industry.¹

These are good jobs paying an average of \$56,400 in wages and benefits. And today, every job is important. The United States currently has an unemployment rate of 6.71 percent. This means that there are already 10,779,000 people trying to find jobs in the state and collecting unemployment benefits.²

The Economic Benefit of the Industry Spreads Throughout the Country

Not only does the manufacture and sale of firearms and hunting supplies create good jobs in the United States, but the industry also contributes to the economy as a whole. In fact, in 2020 the firearm and ammunition industry was responsible for as much as \$63.49 billion in total economic activity.

The broader economic impact flows throughout the economy, generating business for firms seemingly unrelated to firearms. Real people, with real jobs, working in industries as varied as banking, retail, accounting, metal working, even in printing, all depend on the firearm and ammunition industry for their livelihood.

The Country Also Benefits From the Taxes Paid By The Industry

Not only does the industry create jobs, it also generates sizeable tax revenues. In the United States, the industry and its employees pay over \$6.98 billion in taxes including property, income, and sales based levies.³

Taxes Generated in The United States		
Tax Impact	Business Taxes	Excise Taxes
Federal Taxes	\$4,054,260,100	\$665,253,000
State Taxes	\$2,931,471,500	
Total Taxes	\$6,985,731,600	\$665,253,000



¹ John Dunham & Associates, New York, December 2020. Direct impacts include those jobs in firearms and ammunition manufacturers, as well as companies that manufacture products such as ammunition holders and magazines, cases, decoys, game calls, holsters, hunting equipment, scopes, clay pigeons and targets. Direct impacts also include those resulting from the wholesale distribution and retailing of these products.

² The Bureau of Labor Statistics. Available online at: www.bls.gov/lau/home.htm. Data for Nov.-2020.

³ This is in addition to over \$665.25 million in federal excise taxes.

ECONOMIC CONTRIBUTION OF ARMS AND AMMUNITION INDUSTRIES, 2020

	Direct			Suppliers			Jobs
	Jobs	Wages	Output	Jobs	Wages	Output	
Alabama	3,227	\$ 131,004,200	\$ 508,477,900	1,477	\$ 94,148,900	\$ 332,637,000	1,947
Alaska	677	\$ 20,857,000	\$ 56,493,100	161	\$ 9,391,200	\$ 28,438,300	297
Arizona	3,901	\$ 272,039,200	\$ 911,161,500	2,095	\$ 167,389,500	\$ 467,407,400	3,509
Arkansas	3,423	\$ 136,463,900	\$ 839,248,300	1,633	\$ 101,124,000	\$ 374,049,100	2,057
California	10,010	\$ 521,860,900	\$ 1,478,666,000	5,318	\$ 476,949,600	\$ 1,325,131,200	7,868
Colorado	2,966	\$ 144,309,800	\$ 442,582,800	1,603	\$ 122,523,100	\$ 328,147,700	2,271
Connecticut	2,146	\$ 184,771,200	\$ 711,099,200	1,287	\$ 136,966,700	\$ 357,770,100	1,906
Delaware	189	\$ 5,488,400	\$ 10,663,300	77	\$ 5,274,700	\$ 20,991,700	134
District of Columbia	115	\$ 6,888,300	\$ 10,936,300	33	\$ 3,789,400	\$ 7,699,300	65
Florida	7,870	\$ 340,271,800	\$ 1,260,968,100	4,307	\$ 285,999,000	\$ 860,543,900	6,248
Georgia	4,630	\$ 206,401,700	\$ 873,537,000	2,613	\$ 186,938,400	\$ 620,633,500	3,520
Hawaii	210	\$ 8,228,200	\$ 20,633,400	69	\$ 4,242,700	\$ 13,304,000	142
Idaho	3,103	\$ 147,232,900	\$ 644,717,200	1,493	\$ 95,621,700	\$ 309,033,200	2,027
Illinois	5,178	\$ 298,818,100	\$ 1,193,248,800	3,471	\$ 297,087,300	\$ 897,390,300	4,629
Indiana	2,980	\$ 84,953,300	\$ 240,249,600	1,416	\$ 96,635,500	\$ 383,776,700	1,787
Iowa	1,344	\$ 47,863,700	\$ 149,785,500	618	\$ 39,811,700	\$ 137,276,100	902
Kansas	2,631	\$ 125,062,700	\$ 402,553,900	836	\$ 57,056,400	\$ 176,186,400	1,332
Kentucky	2,080	\$ 66,611,500	\$ 198,149,200	885	\$ 53,421,300	\$ 207,183,500	1,233
Louisiana	2,392	\$ 69,812,100	\$ 207,256,300	960	\$ 54,895,800	\$ 235,540,100	1,328
Maine	1,144	\$ 41,413,200	\$ 149,059,900	459	\$ 26,684,100	\$ 80,191,500	712
Maryland	1,648	\$ 111,609,400	\$ 421,709,500	803	\$ 75,974,900	\$ 194,045,500	1,344
Massachusetts	2,996	\$ 224,052,400	\$ 1,212,251,200	1,948	\$ 211,452,400	\$ 572,514,400	2,878
Michigan	4,410	\$ 173,732,400	\$ 487,156,500	2,475	\$ 174,627,100	\$ 528,067,900	3,117
Minnesota	5,010	\$ 367,392,100	\$ 1,261,609,700	3,014	\$ 272,535,700	\$ 742,413,400	4,908
Mississippi	2,334	\$ 103,243,500	\$ 419,653,300	1,101	\$ 64,587,400	\$ 247,976,000	1,438
Missouri	5,472	\$ 203,731,100	\$ 655,453,000	2,313	\$ 149,905,500	\$ 444,823,600	3,537
Montana	1,366	\$ 42,867,300	\$ 167,880,400	514	\$ 26,799,400	\$ 88,116,100	757
Nebraska	1,925	\$ 74,270,500	\$ 296,475,000	771	\$ 50,639,600	\$ 167,175,700	1,198
Nevada	1,907	\$ 71,905,100	\$ 223,004,800	734	\$ 44,593,400	\$ 131,291,000	1,068
New Hampshire	2,572	\$ 218,129,400	\$ 966,084,400	1,539	\$ 150,997,800	\$ 384,041,700	2,405
New Jersey	1,153	\$ 85,463,400	\$ 261,952,800	807	\$ 79,923,200	\$ 225,871,000	1,223
New Mexico	783	\$ 19,776,900	\$ 60,941,400	243	\$ 11,498,600	\$ 44,845,200	404
New York	3,359	\$ 224,766,600	\$ 860,427,800	2,117	\$ 230,540,300	\$ 633,734,600	3,124
North Carolina	5,655	\$ 236,277,300	\$ 850,318,500	3,027	\$ 199,624,400	\$ 622,476,800	3,912
North Dakota	621	\$ 19,750,100	\$ 41,523,900	172	\$ 9,727,600	\$ 27,759,000	320
Ohio	5,668	\$ 201,883,000	\$ 532,660,700	2,673	\$ 178,059,500	\$ 625,972,600	3,709
Oklahoma	2,400	\$ 68,610,200	\$ 204,754,300	897	\$ 47,631,100	\$ 163,547,100	1,282
Oregon	2,694	\$ 179,614,300	\$ 650,859,700	1,971	\$ 167,814,500	\$ 453,087,400	2,417
Pennsylvania	5,792	\$ 248,026,500	\$ 758,219,200	2,947	\$ 236,703,800	\$ 708,844,200	4,245
Rhode Island	259	\$ 20,672,500	\$ 79,107,500	178	\$ 14,978,900	\$ 49,197,600	223
South Carolina	3,633	\$ 146,996,700	\$ 551,326,200	1,953	\$ 119,796,800	\$ 393,799,000	2,332
South Dakota	1,130	\$ 37,741,000	\$ 158,706,600	394	\$ 23,309,600	\$ 75,647,800	631
Tennessee	3,772	\$ 144,629,800	\$ 375,946,600	1,660	\$ 115,152,200	\$ 347,639,300	2,347
Texas	12,037	\$ 479,544,000	\$ 1,610,047,900	6,040	\$ 438,093,100	\$ 1,494,418,100	8,570
Utah	3,491	\$ 134,896,600	\$ 528,882,200	1,771	\$ 112,418,300	\$ 344,172,000	2,300
Vermont	587	\$ 27,910,700	\$ 89,273,900	230	\$ 15,918,500	\$ 44,728,500	385
Virginia	2,624	\$ 98,979,400	\$ 385,723,300	1,311	\$ 94,351,200	\$ 297,418,700	1,727
Washington	3,443	\$ 145,207,400	\$ 493,866,400	1,546	\$ 122,132,400	\$ 348,280,000	2,144
West Virginia	873	\$ 22,154,500	\$ 69,880,100	296	\$ 16,538,900	\$ 66,411,500	440
Wisconsin	2,799	\$ 108,257,000	\$ 373,101,700	1,692	\$ 115,952,300	\$ 371,322,800	2,021
Wyoming	785	\$ 32,949,900	\$ 167,775,000	269	\$ 16,637,800	\$ 60,647,100	379
Total	153,414	\$ 7,135,393,100	\$25,526,060,800	78,217	\$5,904,867,200	\$ 18,063,616,600	110,699

Source: John Dunham and Associates, Inc.
New York, New York 2020

STATE BY STATE ECONOMIC IMPACT REPORT

Induced		Total			Average	Federal
Wages	Output	Jobs	Wages	Output	Wage	Excise Tax
\$ 93,620,600	\$ 314,704,400	6,651	\$ 318,773,700	\$ 1,155,819,300	\$ 47,929	\$ 14,383,819
\$ 13,272,700	\$ 37,425,400	1,135	\$ 43,520,900	\$ 122,356,800	\$ 38,344	\$ 3,440,933
\$ 221,360,900	\$ 638,598,100	9,505	\$ 660,789,600	\$ 2,017,167,000	\$ 69,520	\$ 12,584,888
\$ 94,990,400	\$ 388,947,900	7,113	\$ 332,578,300	\$ 1,602,245,300	\$ 46,756	\$ 10,236,452
\$ 524,337,100	\$ 1,610,480,300	23,196	\$ 1,523,147,600	\$ 4,414,277,500	\$ 65,664	\$ 56,673,281
\$ 126,476,000	\$ 379,303,600	6,840	\$ 393,308,900	\$ 1,150,034,100	\$ 57,501	\$ 13,808,085
\$ 155,744,400	\$ 433,758,600	5,339	\$ 477,482,300	\$ 1,502,627,900	\$ 89,433	\$ 6,005,193
\$ 7,461,100	\$ 31,540,100	400	\$ 18,224,200	\$ 63,195,100	\$ 45,561	\$ 1,023,875
\$ 5,839,300	\$ 13,576,800	213	\$ 16,517,000	\$ 32,212,400	\$ 77,545	\$ 1,171,009
\$ 319,156,000	\$ 1,033,606,100	18,425	\$ 945,426,800	\$ 3,155,118,100	\$ 51,312	\$ 34,179,648
\$ 184,638,300	\$ 637,750,000	10,763	\$ 577,978,400	\$ 2,131,920,500	\$ 53,700	\$ 18,361,082
\$ 7,055,200	\$ 27,347,900	421	\$ 19,526,100	\$ 61,285,300	\$ 46,380	\$ 1,673,325
\$ 104,849,600	\$ 335,291,200	6,623	\$ 347,704,200	\$ 1,289,041,600	\$ 52,500	\$ 7,824,223
\$ 301,256,500	\$ 970,823,500	13,278	\$ 897,161,900	\$ 3,061,462,600	\$ 67,568	\$ 15,782,637
\$ 83,771,800	\$ 293,960,700	6,183	\$ 265,360,600	\$ 917,987,000	\$ 42,918	\$ 15,793,186
\$ 43,281,300	\$ 171,886,300	2,864	\$ 130,956,700	\$ 458,947,900	\$ 45,725	\$ 5,961,881
\$ 72,191,600	\$ 225,348,900	4,799	\$ 254,310,700	\$ 804,089,200	\$ 52,992	\$ 12,235,536
\$ 54,595,500	\$ 185,831,900	4,198	\$ 174,628,300	\$ 591,164,600	\$ 41,598	\$ 10,598,157
\$ 55,337,300	\$ 214,457,900	4,680	\$ 180,045,200	\$ 657,254,300	\$ 38,471	\$ 12,671,410
\$ 32,713,000	\$ 100,263,100	2,315	\$ 100,810,300	\$ 329,514,500	\$ 43,547	\$ 5,838,028
\$ 94,131,300	\$ 292,344,400	3,795	\$ 281,715,600	\$ 908,099,400	\$ 74,233	\$ 6,017,728
\$ 222,147,300	\$ 710,133,800	7,822	\$ 657,652,100	\$ 2,494,899,400	\$ 84,077	\$ 4,591,562
\$ 157,455,400	\$ 489,905,800	10,002	\$ 505,814,900	\$ 1,505,130,200	\$ 50,571	\$ 23,121,090
\$ 333,878,400	\$ 924,290,000	12,932	\$ 973,806,200	\$ 2,928,313,100	\$ 75,302	\$ 13,735,727
\$ 69,522,000	\$ 236,166,600	4,873	\$ 237,352,900	\$ 903,795,900	\$ 48,708	\$ 6,469,238
\$ 170,134,500	\$ 507,620,300	11,322	\$ 523,771,100	\$ 1,607,896,900	\$ 46,261	\$ 24,410,199
\$ 30,698,300	\$ 99,482,800	2,637	\$ 100,365,000	\$ 355,479,300	\$ 38,060	\$ 4,952,534
\$ 60,190,700	\$ 204,143,300	3,894	\$ 185,100,800	\$ 667,794,000	\$ 47,535	\$ 7,378,783
\$ 50,418,900	\$ 154,294,500	3,709	\$ 166,917,400	\$ 508,590,300	\$ 45,003	\$ 11,924,304
\$ 172,317,800	\$ 512,607,600	6,516	\$ 541,445,000	\$ 1,862,733,700	\$ 83,095	\$ 2,898,511
\$ 94,067,300	\$ 303,803,100	3,183	\$ 259,453,900	\$ 791,626,900	\$ 81,512	\$ 5,850,412
\$ 14,700,300	\$ 53,187,800	1,430	\$ 45,975,800	\$ 158,974,400	\$ 32,151	\$ 4,201,260
\$ 270,619,800	\$ 807,822,800	8,600	\$ 725,926,700	\$ 2,301,985,200	\$ 84,410	\$ 10,523,522
\$ 202,607,700	\$ 662,163,400	12,594	\$ 638,509,400	\$ 2,134,958,700	\$ 50,699	\$ 22,150,999
\$ 13,625,900	\$ 41,050,300	1,113	\$ 43,103,600	\$ 110,333,200	\$ 38,727	\$ 3,555,215
\$ 179,911,500	\$ 579,888,600	12,050	\$ 559,854,000	\$ 1,738,521,900	\$ 46,461	\$ 32,669,267
\$ 51,102,900	\$ 168,144,100	4,579	\$ 167,344,200	\$ 536,445,500	\$ 36,546	\$ 12,450,670
\$ 147,422,800	\$ 440,943,400	7,082	\$ 494,851,600	\$ 1,544,890,500	\$ 69,875	\$ 7,908,006
\$ 234,503,200	\$ 709,985,400	12,984	\$ 719,233,500	\$ 2,177,048,800	\$ 55,394	\$ 29,182,129
\$ 15,228,700	\$ 50,324,600	660	\$ 50,880,100	\$ 178,629,700	\$ 77,091	\$ 630,073
\$ 110,698,400	\$ 357,858,200	7,918	\$ 377,491,900	\$ 1,302,983,400	\$ 47,675	\$ 14,351,732
\$ 28,562,000	\$ 96,488,400	2,155	\$ 89,612,600	\$ 330,842,800	\$ 41,584	\$ 4,695,308
\$ 124,249,100	\$ 350,630,400	7,779	\$ 384,031,100	\$ 1,074,216,300	\$ 49,368	\$ 22,189,460
\$ 448,062,800	\$ 1,506,238,400	26,647	\$ 1,365,699,900	\$ 4,610,704,400	\$ 51,252	\$ 61,185,536
\$ 108,923,900	\$ 360,176,700	7,562	\$ 356,238,800	\$ 1,233,230,900	\$ 47,109	\$ 14,665,957
\$ 20,604,000	\$ 59,157,500	1,202	\$ 64,433,200	\$ 193,159,900	\$ 53,605	\$ 2,768,933
\$ 85,733,700	\$ 313,872,800	5,662	\$ 279,064,300	\$ 997,014,800	\$ 49,287	\$ 11,062,176
\$ 121,467,400	\$ 379,485,300	7,133	\$ 388,807,200	\$ 1,221,631,700	\$ 54,508	\$ 20,838,824
\$ 16,721,200	\$ 58,029,800	1,609	\$ 55,414,600	\$ 194,321,400	\$ 34,440	\$ 4,306,075
\$ 101,468,700	\$ 349,494,800	6,512	\$ 325,678,000	\$ 1,093,919,300	\$ 50,012	\$ 12,150,405
\$ 18,152,900	\$ 72,179,000	1,433	\$ 67,740,600	\$ 300,601,100	\$ 47,272	\$ 2,170,719
\$ 6,271,277,400	\$ 19,896,816,600	342,330	\$ 19,311,537,700	\$ 63,486,494,000	\$ 2,766,789	\$ 665,253,000



Economic Output: Top Ten States

Total Economic Output, dollars
Texas
California
Florida
Illinois
Minnesota
Massachusetts
New York
Pennsylvania
North Carolina
Georgia

Total Economic Output, per capita
New Hampshire
Idaho
Arkansas
Wyoming
Minnesota
Connecticut
Utah
South Dakota
Oregon
Massachusetts

Growth in Economic Output
Wyoming
Rhode Island
Nevada
Utah
Colorado
Vermont
North Dakota
Georgia
Illinois
Alaska



Jobs: Top Ten States

Total Jobs, number
Texas
California
Florida
Illinois
Pennsylvania
Minnesota
North Carolina
Ohio
Missouri
Georgia

Total Jobs, per capita
New Hampshire
Idaho
Wyoming
Montana
South Dakota
Utah
Arkansas
Minnesota
Nebraska
Vermont

Growth in Jobs
Vermont
Nevada
Rhode Island
Wyoming
South Carolina
Tennessee
Hawaii
Delaware
Utah
North Dakota



Excise Tax: Top Ten States

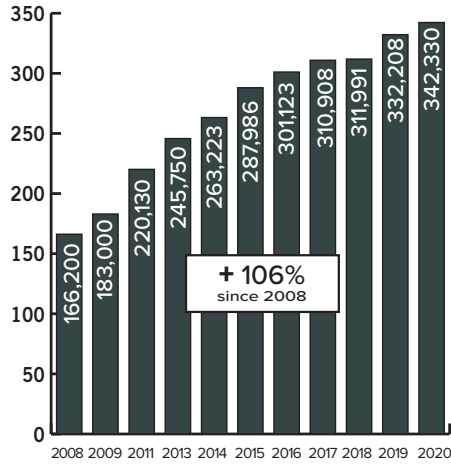
Federal Excise Taxes, number
Texas
California
Florida
Ohio
Pennsylvania
Missouri
Michigan
Tennessee
North Carolina
Washington

Federal Excise Taxes, per capita
South Dakota
Alaska
North Dakota
Montana
Utah
Vermont
Idaho
Maine
Kansas
Missouri

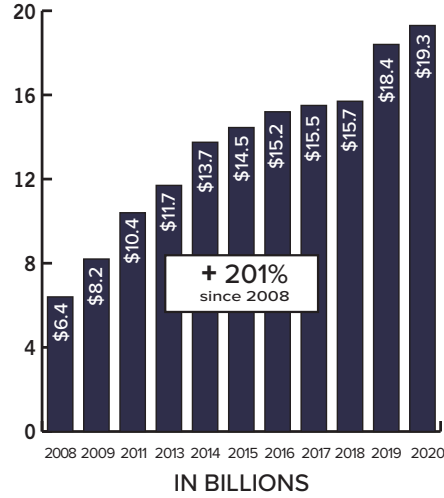
Growth in Excise Taxes
Vermont
South Carolina
Nevada
Michigan
Tennessee
Hawaii
Delaware
South Dakota
North Dakota
Rhode Island

WHAT A GROWING INDUSTRY LOOKS LIKE...

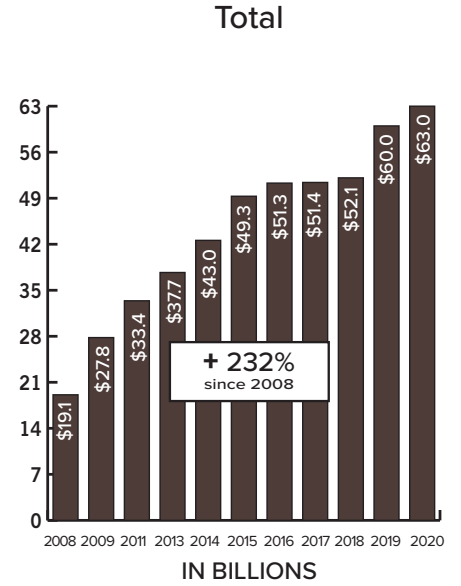
JOBS



WAGES

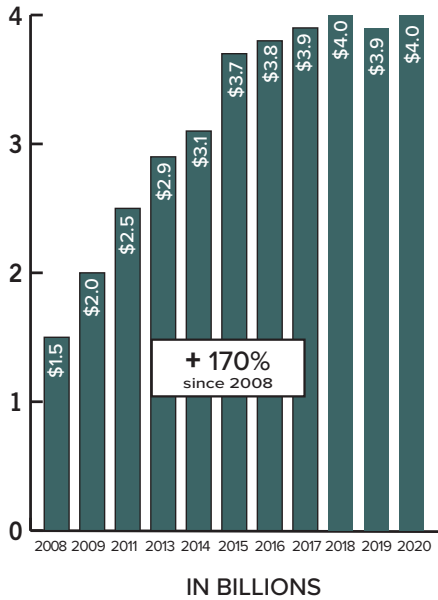


ECONOMIC IMPACT

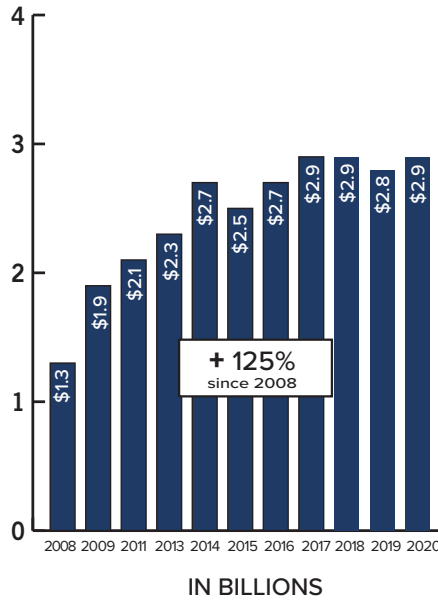


TAXES GENERATED

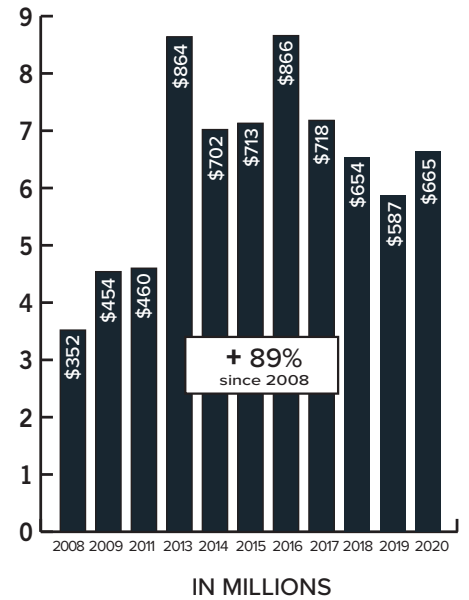
Business Taxes Federal



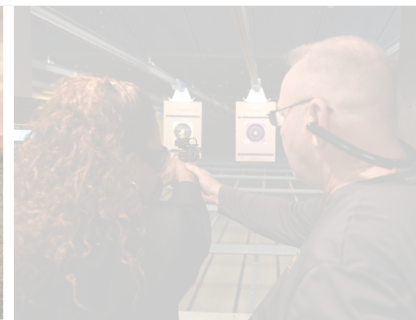
Business Taxes State



Excise Taxes



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