

# R3 COMMUNICATIONS TOOLKIT FOR BLACK AMERICANS

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# **Emerging Gun Ownership Trends**

# The Why - Status Quo pre-2020

## Characteristics of an average gun owner:

- Male
- Middle aged (early 50's)
- Married
- White

Caucasian/ White	74%
Hispanic/Latino	13%
African American	8%
Other	5%





## US sales of guns and ammunition soar amid coronavirus panic buying



### Some Stock Up On Guns And Ammunition During Coronavirus Crisis

MARCH 20, 2020 · 5:00 AM ET

**FORTUNE**

RETAIL · CORONAVIRUS

Panic buying goes beyond toilet paper—gun and ammo sales are spiking too



Photograph: Ringo HW Chiu/AP

## 2020 Firearm Consumer Personas

### Phase I Report



Produced by:



On behalf of the:



February 2021

Southwick Associates ■ PO Box 6435 ■ Fernandina Beach, FL 32035 ■ Office (904) 277-9765

TABLE 5. RACE/ETHNICITY

	Average Owner	Family Guardian	Skills Builder	Hunter	Urban Defender	Prepared for the Worst
African American	11.3%	8.0%	9.9%	8.6%	<b>15.3%</b>	<b>16.0%</b>
Asian	3.5%	4.6%	3.8%	4.3%	3.8%	1.1%
Latin American	16.5%	16.9%	17.5%	<b>21.2%</b>	18.2%	10.4%
Native American, American Indian, or Native Alaskan	0.9%	0.8%	0.9%	0.5%	1.4%	0.9%
Native Hawaiian or Pacific Islander	0.2%	0.4%	0.3%	0.0%	0.2%	0.2%
White/Caucasian	84.3%	85.8%	86.6%	87.6%	79.7%	81.1%
Other	1.1%	1.7%	1.2%	0.0%	0.6%	1.5%
<b>Total</b>	<b>N=1173</b>	<b>N=326</b>	<b>N=197</b>	<b>N=194</b>	<b>N=171</b>	<b>N=285</b>

# NSSF® REPORT 2021 EDITION FIRST-TIME GUN BUYERS

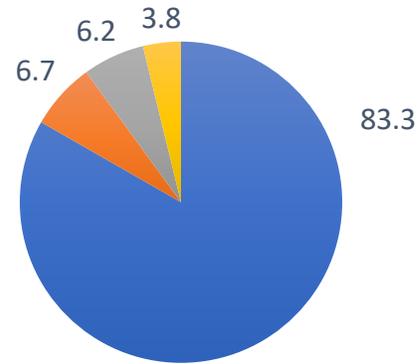
A STUDY OF CONSUMERS THAT  
PURCHASED THEIR FIRST FIREARM IN 2019/2020



Conducted for the  
National Shooting Sports Foundation®  
by: InfoManiacs, INC.

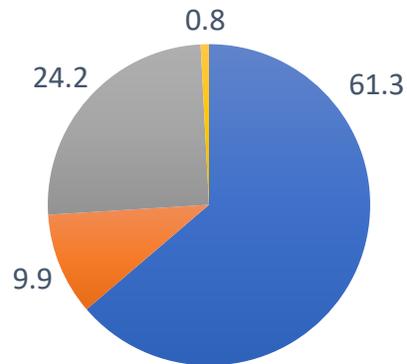


## Respondent Profile 2021

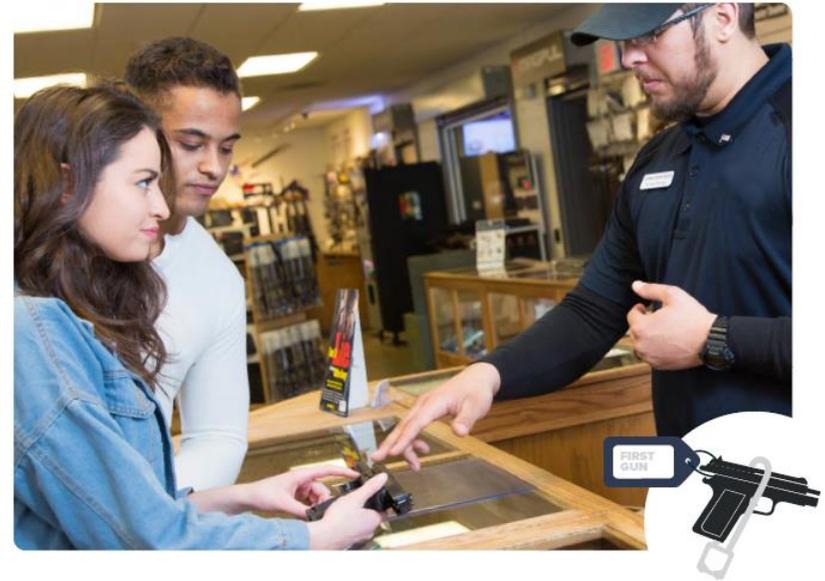


■ White ■ Hispanic ■ Black ■ Other

## Respondent Profile 2024



■ White ■ Hispanic ■ Black ■ Other



# NSSF® REPORT 2024 EDITION FIRST-TIME GUN BUYERS

A STUDY OF CONSUMERS THAT PURCHASED  
THEIR FIRST FIREARM IN 2021-2024



Conducted for the  
National Shooting Sports Foundation®  
by: InfoManiacs, INC.



# NSSF® | 2022 FIREARM RETAILER SURVEY

## FIREARM & AMMUNITION SALES



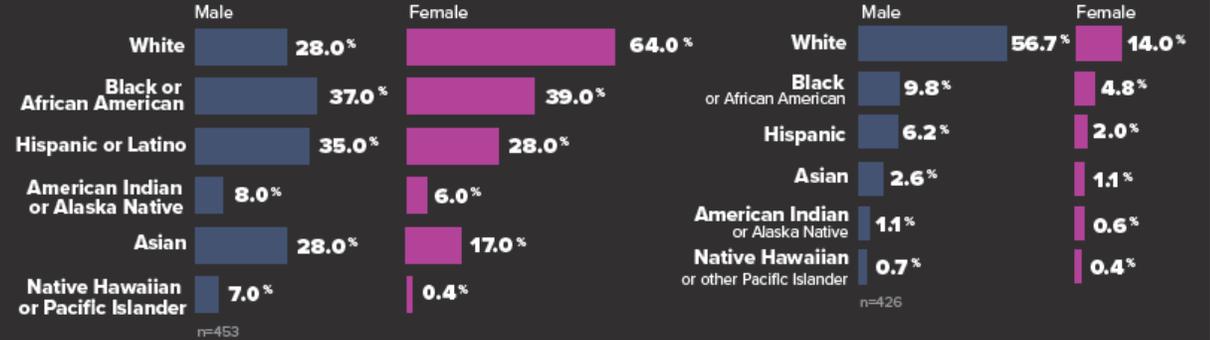
NSSF® Online Survey Fielded January 2023 to Firearm and Ammunition Retailers Regarding Business in 2022

### What are we seeing in the industry?

- Recent “first-time” gun buyers are breaking the mold
- New gun buyers are representing more people of color
- Black gun owners are the largest group of new and first-time firearm purchasers
- This segment of customers are younger, want training and want to use the firearms they are buying not just store them

In terms of ALL of your customers that purchased firearms and/or ammunition in 2022, indicate if you saw an increase or decrease or no change compared to your 2021 customers for each of the following demographics.

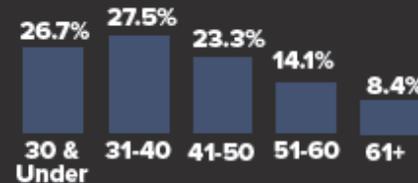
Percentage of Retailers Reporting Increase in Demographics



To the best of your knowledge, what was the overall demographic makeup of your customers that purchased firearms and/or ammunition?

### First-Time Gun Buyers

Average percentage by Age Group n=439



What would you estimate as the AVERAGE number of firearms-per-person purchased by your 2022 first-time buyer customers?



What percentage of your 2022 first-time gun buyers would you estimate inquired about professional firearm training?

n=467



If you offer professional firearm training, what percentage of your 2022 first-time gun buyers signed up for training?

n=239



THE PICTURE SHOW



## These are the faces of the rising number of Black gun owners in the U.S.

OCTOBER 13, 2022 · 4:58 PM ET  
HEARD ON ALL THINGS CONSIDERED  
By Christian K. Lee, Ciera Crawford



Why more Black people are looking for safety in gun ownership

SHARE & SAVE - f X e ...

GUNS IN AMERICA

## Why more Black people are looking for safety in gun ownership

A rise in hate crimes and anti-Black vitriol sparked a 58 percent increase in Black people purchasing firearms in 2020. The spike seems to have continued.



VIDEO LIVE SHOWS ELECTIONS 538 SHOP

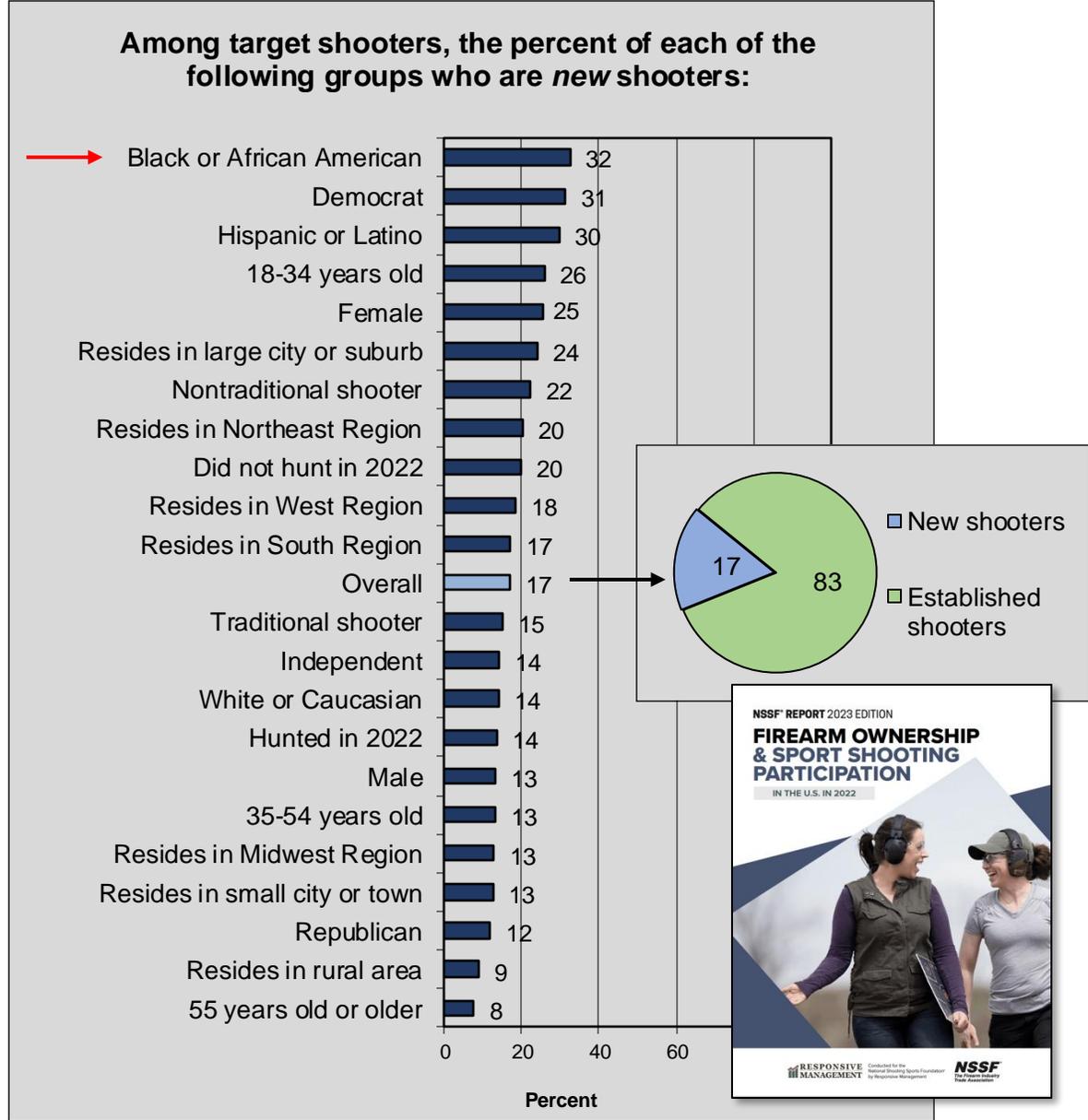
## What's behind the rise in gun ownership for people of color?

Black, Asian and Latino people are buying guns more than before.

By [Kiara Alfonso](#)  
Video by [Jessie DiMartino](#) and [Cristina Corujo](#)  
November 4, 2021, 6:04 AM

The Washington Post  
*Democracy Dies in Darkness*

## Americans are buying guns — but maybe not the Americans you think



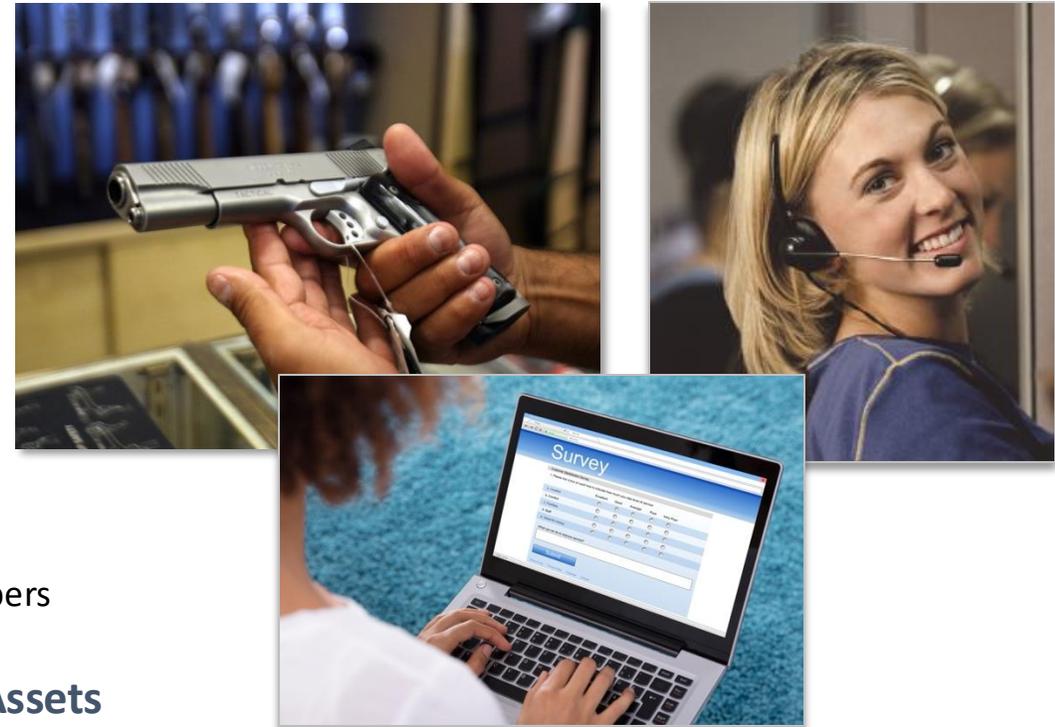
# Research Methodology

# Research Methodology

- **Research Review and Data Mining**
  - ✓ Crosstabulations of Black vs. non-Black firearm owners from the previous firearm ownership and shooting participation trend study for NSSF
- **Qualitative Data Collection**
  - ✓ Two focus groups with Black firearm owners and sport shooters
    - ✓ One group with general population residents
    - ✓ One group with National African American Gun Association members
- **Quantitative Data Collection**
  - ✓ Nationwide scientific multi-modal survey of Black firearm owners and sport shooters (data gathered online and by phone, including text messages)
    - ✓ n = 800 (200 interviews per AFWA region); national and regional results
    - ✓ 95% confidence interval | sampling error: +/- 3.46 percentage points
    - ✓ Supplemental survey of National African American Gun Association members
- **Detailed Final Report with Recommendations to Inform Toolkit Assets**



*Credit: Navigator Research*



## Developing Firearm Ownership and Sport Shooting R3 Communications for Black Americans



Credit: Northeast Association of Fish & Wildlife Agencies

National Shooting Sports Foundation, Responsive Management, National African American Gun Association, Virginia Department of Wildlife Resources, JMI

Multistate Conservation Grant F24AP00115

2024

**NSSF**  
The Firearm Industry  
Trade Association

**RESPONSIVE  
MANAGEMENT**

## Research Topics:

- ✓ Initial Exposure to Firearms and Sport Shooting
- ✓ Effect of the Pandemic on Sport Shooting and Firearm Purchasing
- ✓ Motivations for Sport Shooting and Firearm Purchasing
- ✓ Importance of Safety as a Component of Sport Shooting and Firearm Use
- ✓ Issues Affecting Use of Shooting Ranges
- ✓ Constraints to Sport Shooting
- ✓ Incentives for Sport Shooting
- ✓ Sources of Information
- ✓ Attitudes Toward Mentoring

# **Toolkit Development**



WE CONNECT BRANDS, CULTURES AND COMMUNITIES

## About JMI

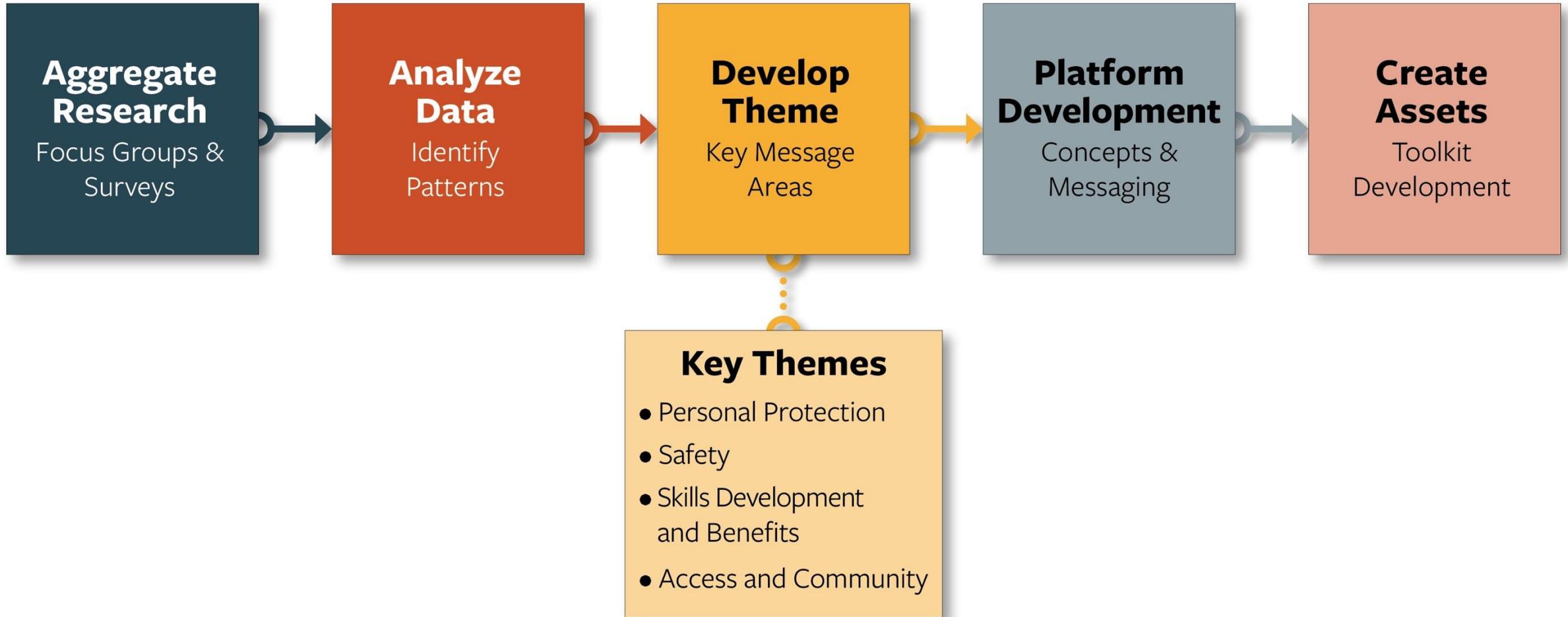
- Richmond, Virginia-based brand strategy and consulting firm connecting brands, cultures and communities since 1993
- Track record of campaigns that drive measurable engagement, brand growth, and revenue
- Specialized expertise in revealing authentic insights with multicultural audiences

## JMI's Role

- Transformed complex research into actionable, ready-to-use marketing assets
- Connected research to results through focus group facilitation, theme development, asset creation and strategic planning
- Designed toolkit with dual focus on authenticity and implementation ease for agencies

# Research to Asset Process

Translating Insights into Actionable Marketing Tools



# Empower Through Precision

## Key Themes

Personal Protection

Safety

Skills Development and Benefits

Access and Community

Sport shooting offers Black Americans a unique platform for empowerment, self-discipline, and community building.

Engaging in precision-driven shooting sports fosters a strong sense of focus, responsibility, and community. Sport shooting develops skills that transcend the range and benefit everyday life. Sport shooting opens doors to gun-safety education and competitive opportunities, and provides tools for self-defense — enhancing personal security in a lawful and measured way.

By embracing sport shooting, African Americans can claim space in a sport where representation has been low, inspiring future generations to explore new forms of competition and recreation.

# **R3 Communications Toolkit**



**NSSF**  
The Firearm Industry Trade Association

## R3 Communications Toolkit for Black Americans

Below you will find all project findings and assets funded by [Multistate Conservation Grant F24AP00115](#).  
**Program Research**- Here you can dive into the research findings and full survey results. The Feedback collected through this effort helped determine the direction of the asset messaging and design.  
**Toolkit and Marketing Plan**- These documents will guide you through the process of implementing the project assets.  
**Infographics and Social Media Displays**- These asset collections are provided in two formats. A PDF that can be edited in Adobe Acrobat, and a packaged Adobe InDesign file that allows for a more comprehensive customization.  
**Newsletter Template**- These templated newsletters allow customization in both PDF and Adobe InDesign formatting.  
**Additional Images**- These images can be used to replace existing image or help with new creations in your campaign efforts.

**Program Research**

Search

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**Program Research**

Search

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NSSF NAAGA Black Ameri...

Select

NSSF NAAGA Key Finding...

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**Toolkit and Marketing Plan**

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NSSF ASSETS

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Toolkit and Marketing Plan

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Toolkit and Marketing Plan

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**Social Media Displays -- PDF**

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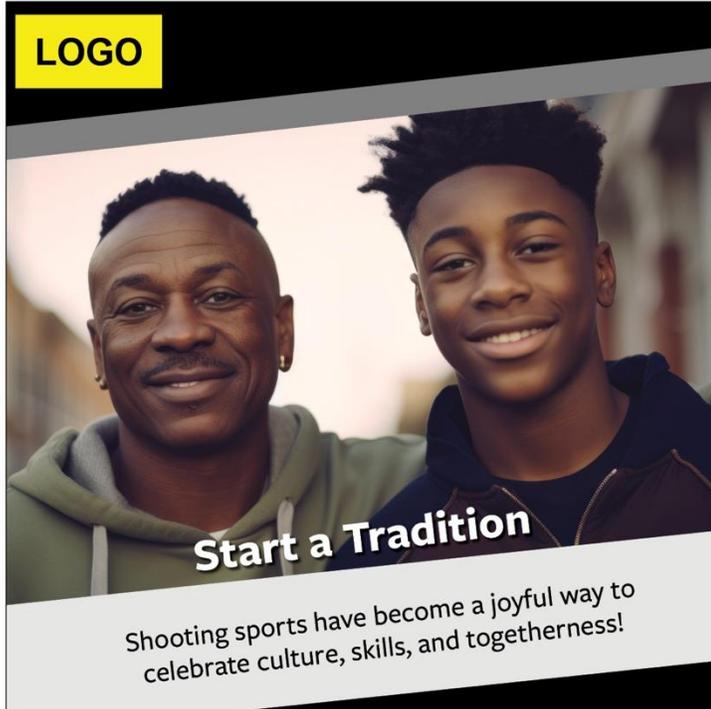
Viewing 1 - 10 of 16 < 1 of 2 >

# **Asset Customization**

Social Media – 1080 x 1080

Generic

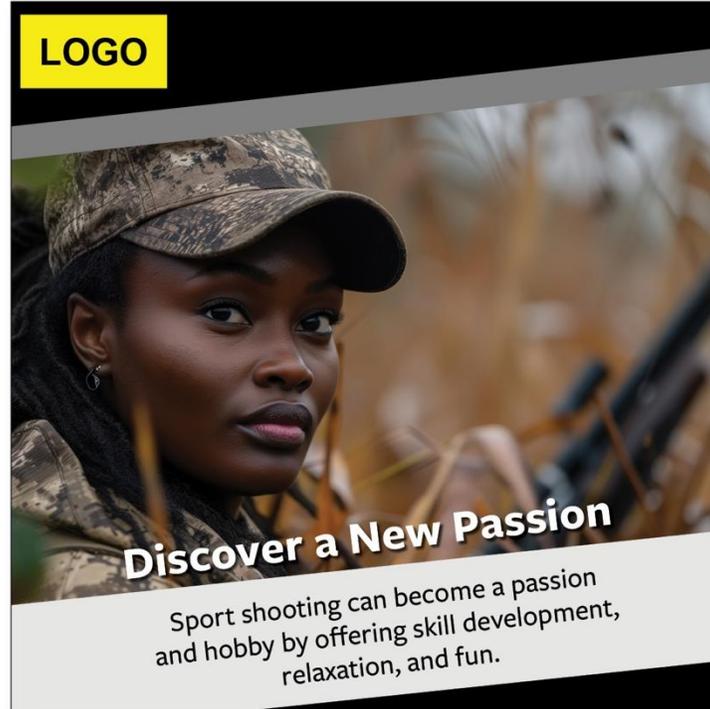
**LOGO**



**Start a Tradition**

Shooting sports have become a joyful way to celebrate culture, skills, and togetherness!

**LOGO**



**Discover a New Passion**

Sport shooting can become a passion and hobby by offering skill development, relaxation, and fun.

**LOGO**



**Improve Your Skills**

As more people embrace gun ownership, boosting personal safety and self-confidence comes from training.



**Virginia Department  
of Wildlife Resources**  
Branded Samples

Social Media – 1080 x 1080

Branded



**Start a Tradition**

Shooting sports have become a joyful way to celebrate culture, skills, and togetherness!

Virginia Department of Wildlife Resources

This advertisement features a photograph of a man and a young boy smiling together. The man is on the left, wearing a green hoodie, and the boy is on the right, wearing a dark hoodie. The background is slightly blurred, suggesting an outdoor setting. The text is overlaid on a white banner at the bottom of the image.

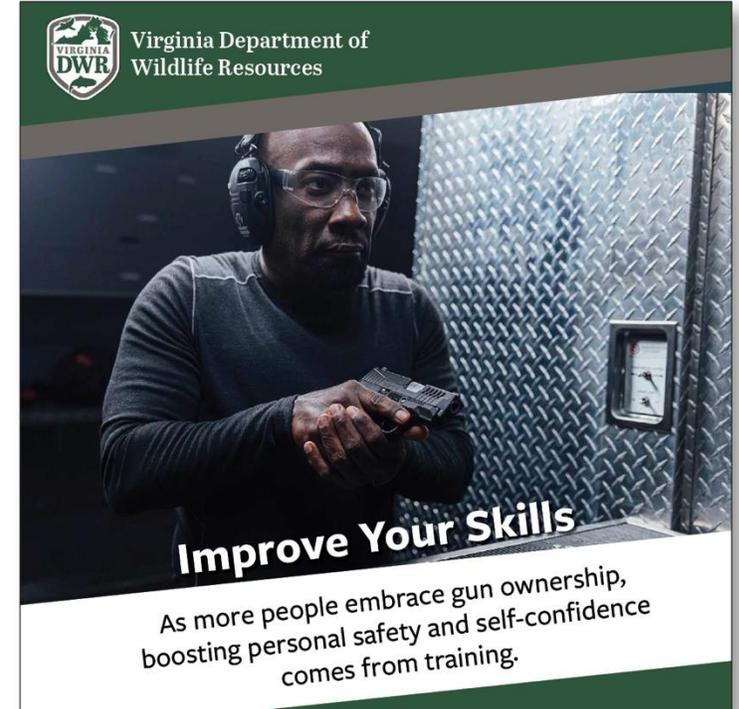


**Discover a New Passion**

Sport shooting can become a passion and hobby by offering skill development, relaxation, and fun.

Virginia Department of Wildlife Resources

This advertisement features a close-up photograph of a woman wearing a camouflage cap and jacket. She has a focused expression. The background is blurred, showing what appears to be a shooting range. The text is overlaid on a white banner at the bottom of the image.



**Improve Your Skills**

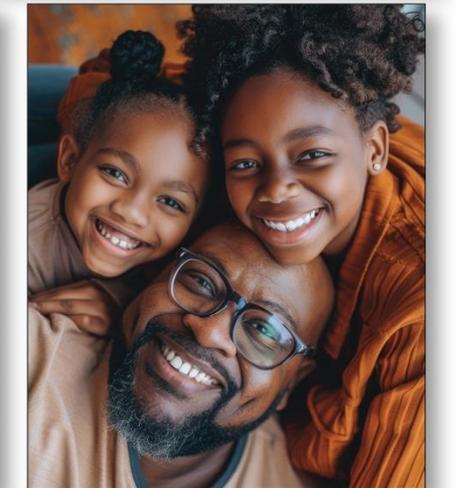
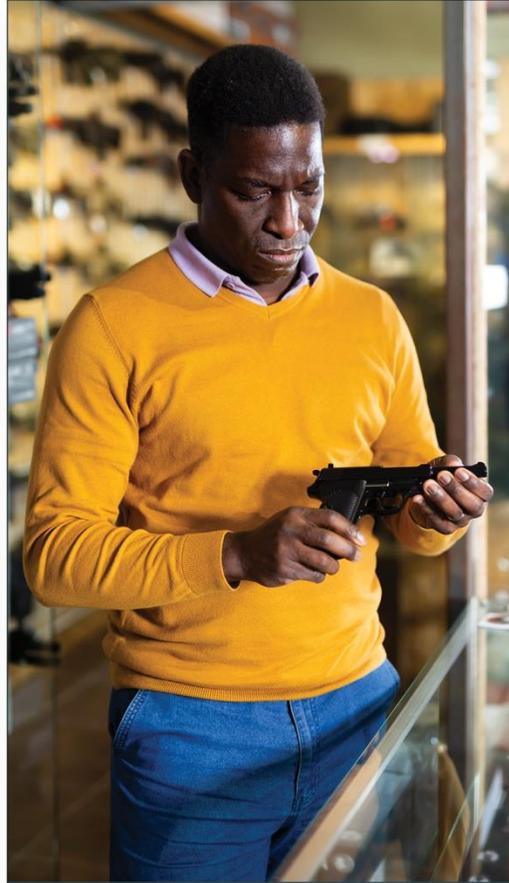
As more people embrace gun ownership, boosting personal safety and self-confidence comes from training.

Virginia Department of Wildlife Resources

This advertisement features a photograph of a man wearing tactical gear, including a headset and safety glasses. He is holding a handgun and looking intently at it. The background is a metallic, diamond-plate surface. The text is overlaid on a white banner at the bottom of the image.

# Photography Repository

Additional Photography for Customization of Assets



# Newsletter



# Infographics

LOGO

## The Pathways to Excellence

Advanced Development in Sport Shooting

*“Early on I learned just how meditative shooting is. I learned how to control my breathing and relax my mind and my body.”*

### Advanced Training & Expertise

African American sport shooters demonstrate strong interest in advanced instruction and specialized disciplines, with training led by experts consistently ranking as the top incentive for increased participation.



This pursuit of expertise, from foundational skills to advanced techniques, reflects a commitment to mastery that strengthens both individual capabilities and the broader shooting sports community.

### Performance Excellence

**75%** of African American firearm owners who participate in sport shooting cite enjoyment as a key motivator, demonstrating how recreational participation builds passion for the sport.

This enthusiasm naturally progresses to competitive



advancement, as participants seek structured opportunities to challenge their skills and measure their growth.

Among all African American target shooters, **32%** are new shooters

### Mentorship Growth

**38%** of African American firearm owners express strong interest in mentoring. However only **25%** have ever served as a mentor, revealing significant opportunity for leadership development.



The need for diversity in instructors, particularly women, creates clear pathways to leadership positions within the shooting sports community.

### Expanded Disciplines

African American sport shooters show strong interest in exploring varied shooting disciplines and advanced training opportunities.



The data indicates natural progression paths from basic skills into broader shooting sports and outdoor recreation activities, expanding participation opportunities.

Data from NSSF® Developing Firearm Ownership and Sport Shooting R3 Communications for Black Americans 2024 Study

LOGO

LOGO

## Access & Market Opportunity

Transforming Barriers into Business Opportunities

### Market Need

**34 Minutes** The average travel time to shooting ranges presents a significant market gap, with 62% of Black firearm owners citing a lack of nearby facilities as a barrier to participation. 82% of Black firearm owners would be very or extremely likely to utilize a conveniently located public range with reasonable fees.



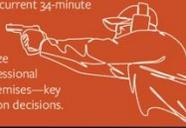
### Growth Opportunities

**35%** Current participation gaps reveal untapped potential: 35% haven't participated in recreational shooting within the past three years, while 18% have never participated. **Among all Black target shooters, 32% are new to the sport—the highest percentage of new entrants among all demographic groups.** 68% express strong interest in participating in competitions at accessible public ranges.



### Access Strategy

**15 Minutes** Location selection should prioritize areas within 15-minute drive times of urban or suburban population centers, directly addressing the current 34-minute average travel barrier.



Facility design must emphasize visible safety protocols, professional staff, and well-maintained premises—key factors cited in range selection decisions.

### Revenue Streams

**81%** of African-American sport shooters participate to enhance their skills, demonstrating how active engagement drives continued participation and investment in the sport. This commitment naturally progresses into interest in competitive shooting and structured training opportunities. Success depends on culturally competent instruction,



clear program communication, and the creation of welcoming environments that encourage sustained participation.

*“Going to the range ended up becoming a passion. It became relaxing ... a form of therapy for me.”*

### Conservation Investment

**\$989.5M**

Each firearm and ammunition purchase directly supports conservation through the Pittman-Robertson Act's 11% excise tax. In FY2024, these sport shooting and firearm purchases generated \$989.5M for wildlife conservation, habitat management, and shooting range development, demonstrating how increased participation strengthens conservation efforts.



Data from NSSF® Developing Firearm Ownership and Sport Shooting R3 Communications for Black Americans 2024 Study

LOGO

LOGO

## SAFETY & SKILLS FOUNDATION

Essential Elements of Responsible Firearm Ownership

### Safety Excellence



**93%** of African-American firearm owners prioritize protection and self-defense as their primary reason for firearm ownership.

Training through sport shooting equips individuals with the skills and confidence needed to respond effectively to potential threats, enhancing personal and family safety.

*“I purchased my own gun. I decided I needed to know how to protect myself.”*

### Core Skill Building

**81%** of African-American participants in sport shooting pursue it to enhance fundamental skills, establishing a strong foundation in proper handling, accuracy, and technique.



Sport shooting develops essential disciplines: breath control, mental focus, and precise movement—critical skills for both recreational and protective purposes.

### Protective Readiness

**68%**

of African-American sport shooters practice specifically for protection and self-defense, developing the confidence and capabilities needed for personal security.

Training builds mental preparedness alongside physical skills, creating a well-rounded capability for those prioritizing personal and family protection.



### Foundational Support

**73%** of African-American firearm owners rate initial mentorship as extremely or very important, highlighting the essential role of guided instruction in developing proper fundamentals.

Early support and instruction establish correct habits and techniques that enable long-term growth and advancement.



Data from NSSF® Developing Firearm Ownership and Sport Shooting R3 Communications for Black Americans 2024 Study

# Social Plan Overview

**Fish and Wildlife State Agency**  
**R3 Communications - African-American Sport Shooting**  
**Social Media Outreach Plan**

**Strategic Goals**

1. Drive meaningful growth in African-American sport shooting participation through targeted, research-based communication and engagement strategies.
2. Create sustainable pathways for African-American participation in sport shooting by addressing identified barriers and leveraging existing resources.
3. Enable state agency implementation teams to effectively execute communication strategies using developed assets.

**Primary Objective**

Drive growth in African-American sport shooting participation through targeted, research-based communication implemented by state wildlife resource agencies, addressing specific needs, barriers, and opportunities identified through research.

**Audience Structure**

**Primary Audiences**

Personal Protection Focused

- Current firearm owners primarily motivated by personal/family protection
- Interested in expanding skills beyond basic defensive use
- Value professional training and certification
- Seeking structured learning environments

Safety and Skills Development Oriented

- Both current owners and non-owners
- Strong interest in formal training and certification
- Emphasis on responsible ownership and handling
- Looking to build technical proficiency

Access and Community Driven

- Experienced sport shooters seeking broader community engagement
- Interested in mentorship and leadership roles
- Focus on expanding access and representation

FINAL - NSSF R3 Communications AA Sport Shooting Social Plan - 12.31.24 1

**Partnership Approach**

FINAL - NSSF R3 Communications AA Sport Shooting Social Plan - 12.31.24 2

- Range spotlights showcasing welcoming and inclusive environments
- Agency-specific content highlighting:
  - Public range investment importance

FINAL - NSSF R3 Communications AA Sport Shooting Social Plan - 12.31.24 3

- Strategic roadmap with customizable messaging templates
- Platform-specific content for Facebook, Instagram, LinkedIn, and YouTube
- Quarterly themes with monthly focus areas
- Audience segmentation and targeting guidance
- Framework for agency branding and content adaptation
- Foundation for future video and interactive content development

## R3 Communications Toolkit



For support and questions contact:

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**phone:** 804.625.3454

**Thank You**

# Questions