



# Bullet Points: Trends in Ammunition Purchases

In 2022, 14.4 million people age 16 and older hunted in the United States, according to the *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*. They spent **\$45.2 billion** for trip-related expenditures, equipment, and other associated hunting items. This total averaged **\$3,146** per hunter. **Ammunition purchases are an important subcategory of hunters' overall spending.**



In 2022, hunters' ammunition purchases totaled **\$1.2 BILLION**

The **9.1 million** hunters who purchased ammunition spent an average of **\$130 per person**. Small game hunters spent the least, with an average purchase of **\$65**. Big game hunters spent the most, averaging **\$88** in ammunition purchases.

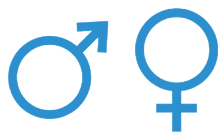
## Urban + Rural

Proportionally more rural hunters than urban hunters bought ammunition. **59%** of urban hunters and **70%** of rural hunters bought ammunition. Rural hunters were more likely to buy ammunition, but with a lower purchase average.



## Male + Female

Men bought more ammunition than women did, at a ratio of **4.5 to 1**, while the overall hunting proportion was **3.5 male hunters to 1 female**. Male hunters were more likely to purchase ammunition. But female hunters had a higher average annual expenditure.



## Age

The youngest hunters surveyed, 16 to 17 years old, purchased the least ammunition on average, spending **\$70 per person**. Hunters 25 to 34 years old purchased the most at **\$160**.



## Race

**77%** of all hunting ammunition was purchased by hunters who identify as White. Native Hawaiians and Pacific Islanders spent more than any other racial cohort at **\$239**, followed by African Americans at **\$155**.



The National Survey of Fishing, Hunting, and Wildlife-Associated Recreation, published about every five years since 1955, is a comprehensive survey of hunters, anglers, and wildlife watchers. It includes information on both participation and spending. The number of target shooters, motorized boaters, and archers is also estimated. Scan the QR code for the full 2022 report.