

INDUSTRY INTELLIGENCE REPORTSSM

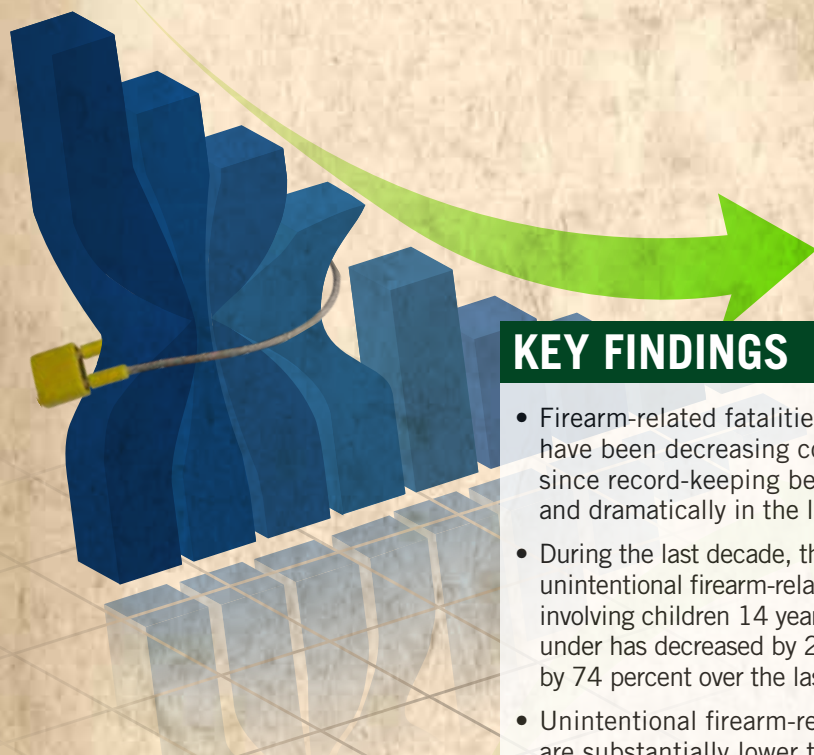
HELPING OUR MEMBERS MAKE INFORMED DECISIONS

2013 Edition

NATIONAL SHOOTING
SPORTS FOUNDATION[®]

Firearms-Related Injury Statistics

Highlighting Declining
Trends in the United
States



KEY FINDINGS

- Firearm-related fatalities in the U.S. have been decreasing consistently since record-keeping began in 1903 and dramatically in the last 20 years.
- During the last decade, the number of unintentional firearm-related fatalities involving children 14 years of age and under has decreased by 28 percent and by 74 percent over the last 20 years.
- Unintentional firearm-related fatalities are substantially lower than the number of unintentional fatalities caused by other forms of injury.
- Firearms are involved in less than 1.5 percent of unintentional fatalities among children 14 years of age and under, and are among the least likely causes of unintentional fatality.
- In the past 10 years, firearm-related fatalities in the home have dropped by 33 percent, and by 50 percent in the last 20 years.
- Firearms are involved in fewer than 1 percent (0.5 percent) of all unintentional fatalities in the United States.
- Hunting is one of the safest activities in America.
- As firearms safety education programs have increased, the number of unintentional firearm-related fatalities have decreased.
- Over the last decade the rate of unintentional firearm-related fatalities has declined by 33 percent (from 0.3 in 1999 to 0.2* in 2009).

Unintentional Firearms Fatalities at All-time Low

Data released by the National Safety Council demonstrates that unintentional firearm-related fatalities continue to remain at historically low levels. In fact, in the last two decades the number of unintentional firearm-related fatalities has declined by 58 percent – from 1,441 unintentional fatalities in 1991 to 600* in 2011.

Firearms are involved in ½ percent of all unintentional fatalities in the United States. In a side-by-side comparison, firearms rank among the lowest causes of injury.

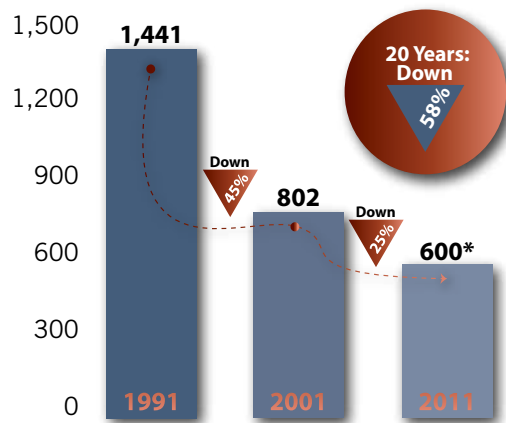
*Preliminary data, subject to change.

Note: The statistics presented in this issue are based on figures from the National Safety Council's Injury Facts[®] 2013 edition and other sources. For additional source information, please see back cover.

WWW.NSSF.ORG



Unintentional Firearms Fatalities Down 58%



* Preliminary

Source: National Safety Council Injury Facts 2013 Edition

Over the last two decades, the number of unintentional fatalities involving firearms (excluding homicide and suicide) has **dropped by 58 percent**.

This decline is attributed to a number of factors, including educational efforts by groups such as the National Shooting Sports Foundation and National Rifle Association, and state-affiliated hunter education programs. Industry-related initiatives include education programs such as NSSF's Project ChildSafe®, free firearm locking devices voluntarily supplied by firearms manufacturers with new firearms, and technological advances in firearm designs and manufacturing processes.

Unintentional Firearm Fatalities See Highest Rate of Decline

Compared to other principle types of unintentional fatalities in the United States, **firearms continue to show the largest percentage decrease in the past two decades.**

*Preliminary data, subject to change.

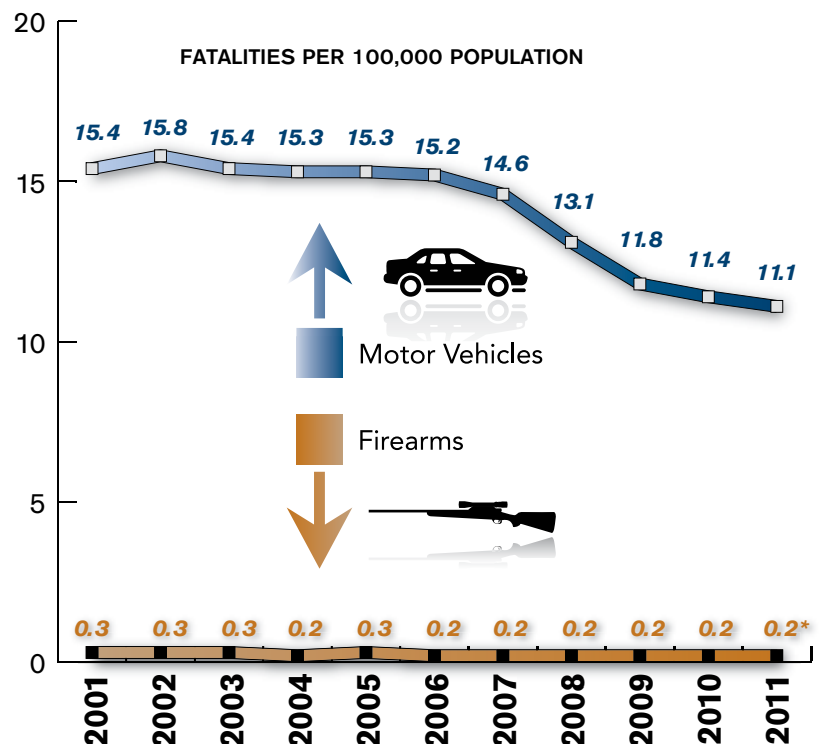
**Note: Total includes types of injury not listed in the grid above. Other injury-type comparisons are not available due to changes in year-to-year classifications.

TYPE	1991	2001	2011 *	% change (10 yrs)	% change (20 yrs)
Firearms	1,441	802	600	down 25%	down 58%
Fires, Flames, Smoke	4,120	3,309	2,800	down 15%	down 32%
Motor Vehicles	43,536	43,788	34,600	down 21%	down 21%
Choking	3,240	4,185	4,600	up 10%	up 42%
ALL TYPES**	89,347	101,537	122,900	up 21%	up 38%

National Safety Council Injury Facts 2013 Edition

Unintentional Fatality Rates: Firearms vs Motor Vehicles

- ❖ Unintentional fatality rates involving firearms remain **at their lowest levels in history** — 0.2 per 100,000 population.
- ❖ Over the past 10 years, the unintentional firearm fatality rate per 100,000 population has declined by 33 percent; since the beginning of record-keeping in 1903, **this rate has declined by 94 percent!**
- ❖ The rate of unintentional firearm fatalities is substantially lower than the rate of motor vehicle fatalities.
- ❖ A person is **56 times more likely** to be involved in an unintentional fatality with a motor vehicle than with a firearm.



* Preliminary

National Safety Council Injury Facts 2013 Edition (with 2011 data)

FACTS & FIGURES

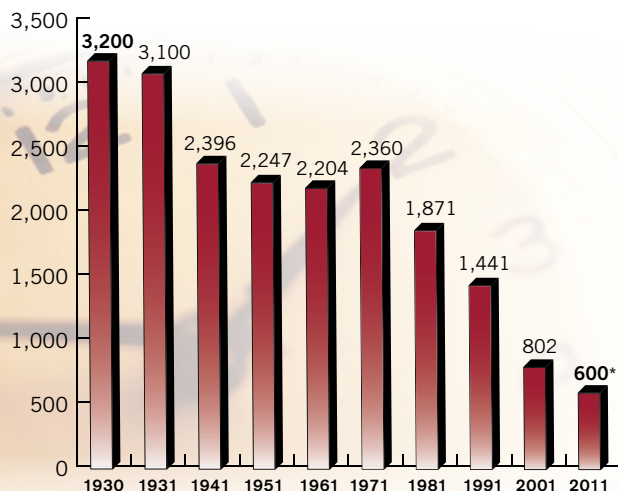
Firearms are Involved in 0.5 Percent of All Unintentional Fatalities (For All Ages)

TOTAL U.S. POPULATION (2010): 308,745,538		
Total Unintentional Fatalities	120,859	100%
Motor Vehicle	33,687	27.9%
Poisoning	33,041	27.3%
Falls	26,009	21.5%
Suffocation	6,165	5.1%
Drowning	3,782	3.1%
Fires, Flames & Smoke	2,845	2.4%
Natural / Environmental	1,576	1.3%
Transportation (other than land)	875	0.7%
Struck By / Against Object	788	0.7%
Firearms	606	0.5%
Machinery	590	0.5%
All Other Accidents	10,895	9.0%

Source: CDC WISQARS Injury Mortality Reports (2010 data)

Historical Flashback

Today, the annual number of unintentional firearm-related fatalities is **down 81.3 percent** from a high of 3,200 in 1929 and in 1930.



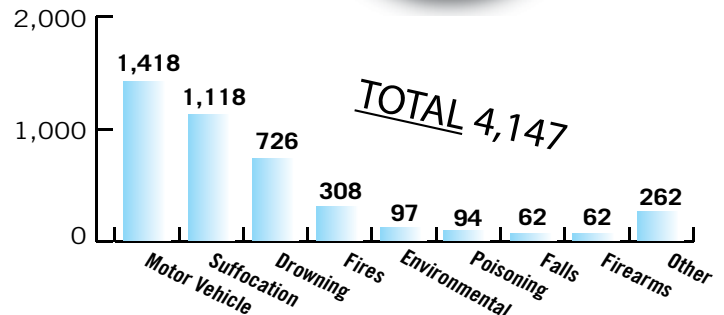
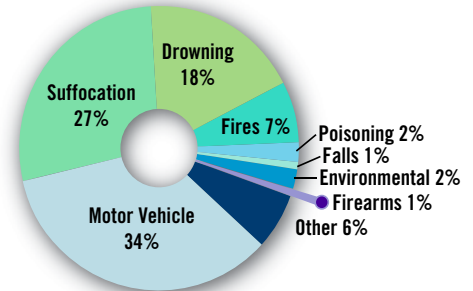
* Preliminary
Source: National Safety Council Injury Facts 2013 Edition

Firearms are Involved in Less Than 1.5 Percent of Unintentional Fatalities Among Children

For children and youth 14 years of age and under, unintentional injuries are the leading cause of fatality.

But firearms account for the lowest cause of injury among youth.

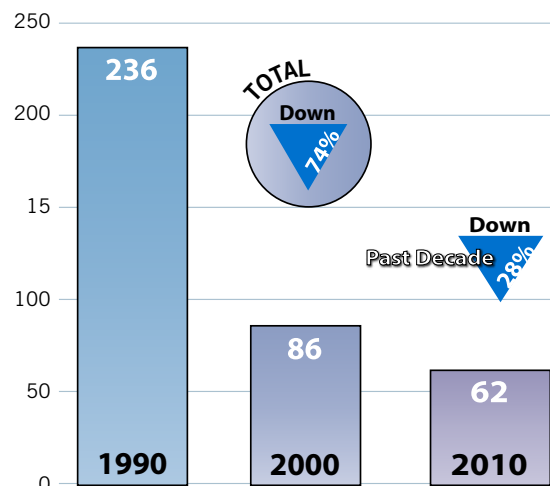
Unintentional Fatalities: (14 years of age and under)



Source: CDC WISQARS 2012 Edition (2010 figures)

Firearm-related Fatalities Among Youth Down 74 Percent

Over the last two decades the number of unintentional firearm-related fatalities among youth 14 years of age and under **decreased by 74 percent**, and by 28 percent in the last 10 years.



Source: CDC WISQARS Injury Mortality Reports (2010 data)

State Level (2010)*

State	# of Unintentional Firearm-related Fatalities**	Population	Crude Rate**
AL	35	4,779,736	0.73
AK	*	710,231	
AZ	12	6,392,017	0.19
AR	14	2,915,918	0.48
CA	24	37,253,956	0.06
CO	*	5,029,196	
CT	*	3,574,097	
DE	*	897,934	
DC	*	601,723	
FL	15	18,801,310	0.08
GA	42	9,687,653	0.43
HI	*	1,360,301	
ID	*	1,567,582	
IL	22	12,830,632	0.17
IN	18	6,483,802	0.28
IA	*	3,046,355	
KS	12	2,853,118	0.42
KY	16	4,339,367	0.37
LA	43	4,533,372	0.95
ME	*	1,328,361	
MD	*	5,773,552	
MA	*	6,547,629	
MI	16	9,883,640	0.16
MN	*	5,303,925	
MS	*	2,967,297	
MO	13	5,988,927	0.22
MT	*	989,415	
NE	*	1,826,341	
NV	*	2,700,551	
NH	*	1,316,470	
NJ	*	8,791,894	
NM	*	2,059,179	
NY	13	19,378,102	0.07
NC	30	9,535,483	0.31
ND	*	672,591	
OH	*	11,536,504	
OK	24	3,751,351	0.64
OR	*	3,831,074	
PA	32	12,702,379	0.25
RI	*	1,052,567	
SC	20	4,625,364	0.43
SD	*	814,180	
TN	32	6,346,105	0.5
TX	54	25,145,561	0.21
UT	*	2,763,885	
VT	*	625,741	
VA	13	8,001,024	0.16
WA	*	6,724,540	
WV	10	1,852,994	0.54
WI	*	5,686,986	
WY	*	563,626	
TOTAL	606	308,745,538	0.20

Source: U.S. Dept. of Health and Human Services, Center for Disease Control and Prevention, National Center for Injury Prevention and Control (NCICP), WISQARS (Web based Injury Statistics Query and Reporting System)

** CDC WISQARS Fatal Injury Data (2008 forward) is suppressed where totals are under 10. The figures reported for these states are not available. The National TOTAL reported is the national total and will not equal the numbers supplied in the table.

** Per NCICP, rates based on 20 or fewer fatalities may be unstable. Use with caution.

2011: Types of Unintentional Fatalities in the Home*



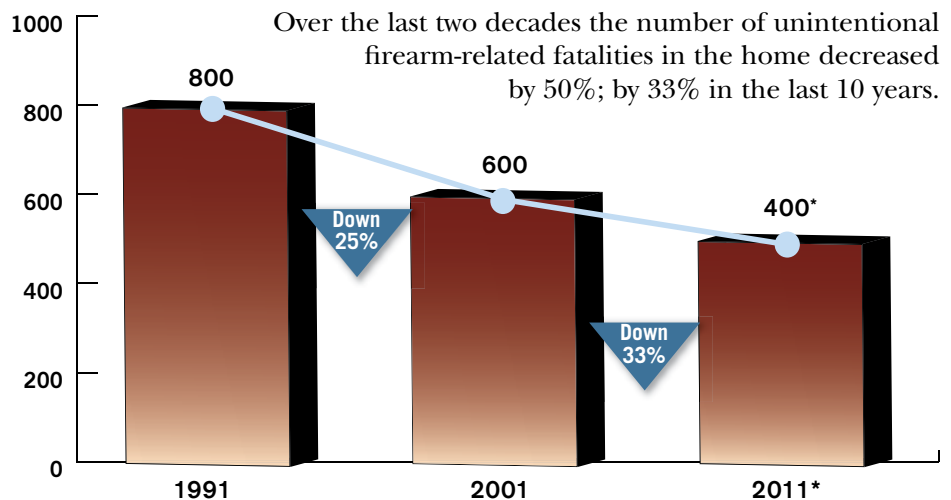
Less than 0.7% of fatal accidents at home involve firearms

TOTAL HOME	60,600	%
Poisoning	30,200	49.8%
Falls	17,500	28.9%
Fire, Flames, Smoke	2,500	4.1%
Choking	2,300	3.8%
Mechanical Suffocation	1,400	2.3%
Drowning	1,000	1.7%
Natural Heat/Cold	500	0.8%
Firearms	400	0.7%
Other	4,800	8%

Source: Home Data: Injury Facts Report from the National Safety Council Injury Facts 2013 Edition [Home, 2011] section

* preliminary data

Firearm-related Home Fatalities Down 50%*



National Safety Council Injury Facts 2013 Edition (Home, 2011 section) (*preliminary data)

Regional Trends

In the past two decades, all four regions of the United States have experienced dramatic declines in the number of unintentional firearm-related fatalities. This is a clear indication that firearms manufacturers' safety efforts and regional and state educational programs are working successfully.

Region	1990	2000	2010	10-year % change	20-year % change
Northeast	113	88	57	-35.2%	-49.6%
South	765	391	361	-7.7%	-52.8%
Midwest	258	162	107	-34.0%	-58.5%
West	280	135	81	-40.0%	-71.1%
Total	1,416	776	606	-21.9%	-57.2%

Source: CDC WISQARS (Web-based Injury Statistics Query and Reporting System) Injury Mortality Reports (2010 data)

HUNTING

Participation and Injury Data 2011

ACTIVITY (alphabetically)	NUMBER OF PARTICIPANTS(a) 2011	TOTAL INJURIES(b) 2011	INJURIES per 100,000 PARTICIPANTS	ONE (1) INJURY FOR EVERY x PARTICIPANTS
Archery (target)	6,300,000	4,933	78	1,277
Baseball	12,300,000	155,100	1,261	79
Basketball	26,100,000	536,840	2,057	49
Bicycle Riding	39,100,000	540,339	1,382	72
Billiards / Pool	20,000,000	3,266	16	6,124
Bowling	34,900,000	19,281	55	1,810
Camping (vacation/ overnight)	42,800,000	5,257	12	8,142
Cheerleading	3,100,000	38,108	1,229	81
Exercise activity	55,500,000	255,494	460	217
Fishing	37,700,000	66,893	177	564
Football (tackle)	9,000,000	467,731	5,197	19
Golf	20,900,000	32,677	156	640
Gymnastics	5,100,000	26,371	517	193
Hockey (ice)	3,000,000	19,703	657	152
Hunting with Firearms	16,400,000	6,759*	41	2,439
In-line rollerskating	6,100,000	67,274	1,103	91
Lacrosse	2,700,000	20,648	765	131
Mountain Biking (off road)	6,000,000	8,859	148	677
Running / Jogging	38,700,000	27,992	72	1,383
Skateboarding	6,600,000	108,510	1,644	61
Snowboarding	5,100,000	42,537	834	120
Soccer	13,900,000	214,053	1,540	65
Softball	10,400,000	107,033	1,029	97
Swimming	46,000,000	205,662	447	224
Tennis	13,100,000	18,920	144	692
Volleyball	10,100,000	58,803	582	172
Water Skiing	4,300,000	6,539	152	658
Weight Lifting	29,100,000	95,486	328	305
Wrestling	3,200,000	44,850	1,402	71

SAFEST ACTIVITIES		PERCENTAGE OF INJURY PER 100 PARTICIPANTS
1	Camping (vacation/overnight)	0.01%
2	Billiards / Pool	0.02%
3	Hunting with Firearms	0.04%
4	Bowling	0.06%
5	Running / Jogging	0.07%
6	Archery (target)	0.08%
7	Tennis	0.14%
8	Mountain Biking (off road)	0.15%
9	Water Skiing	0.15%
10	Golf	0.16%

FACT: Excise tax collections on items such as firearms and ammunition totaled more than \$1.8 billion during 2008 – 2012. Approximately \$350 million of these monies were apportioned to states for the purpose of hunter education and safety training. This, along with a strong network of nearly 70,000 dedicated hunter education instructors, help make hunting one of the safest activities in America. Sources: USFW & IHEA

LESS SAFE ACTIVITIES		PERCENTAGE OF INJURY PER 100 PARTICIPANTS
1	Football (tackle)	5.20%
2	Basketball	2.06%
3	Skateboarding	1.64%
4	Soccer	1.54%
5	Wrestling	1.40%
6	Bicycle Riding	1.38%
7	Baseball	1.26%
8	Cheerleading	1.23%
9	In-line rollerskating	1.10%
10	Softball	1.03%

HUNTING VERSUS OTHER ACTIVITIES:

A person is **14** times more likely to be injured playing volleyball than hunting.
 A person is **30** times more likely to be injured in cheerleading or baseball than hunting.
 A person is **34** times more likely to be injured bicycle riding or wrestling than hunting.
 A person is **38** times more likely to be injured playing soccer than hunting.
 A person is **50** times more likely to be injured playing basketball than hunting.
 A person is **127** times more likely to be injured playing tackle football than hunting.

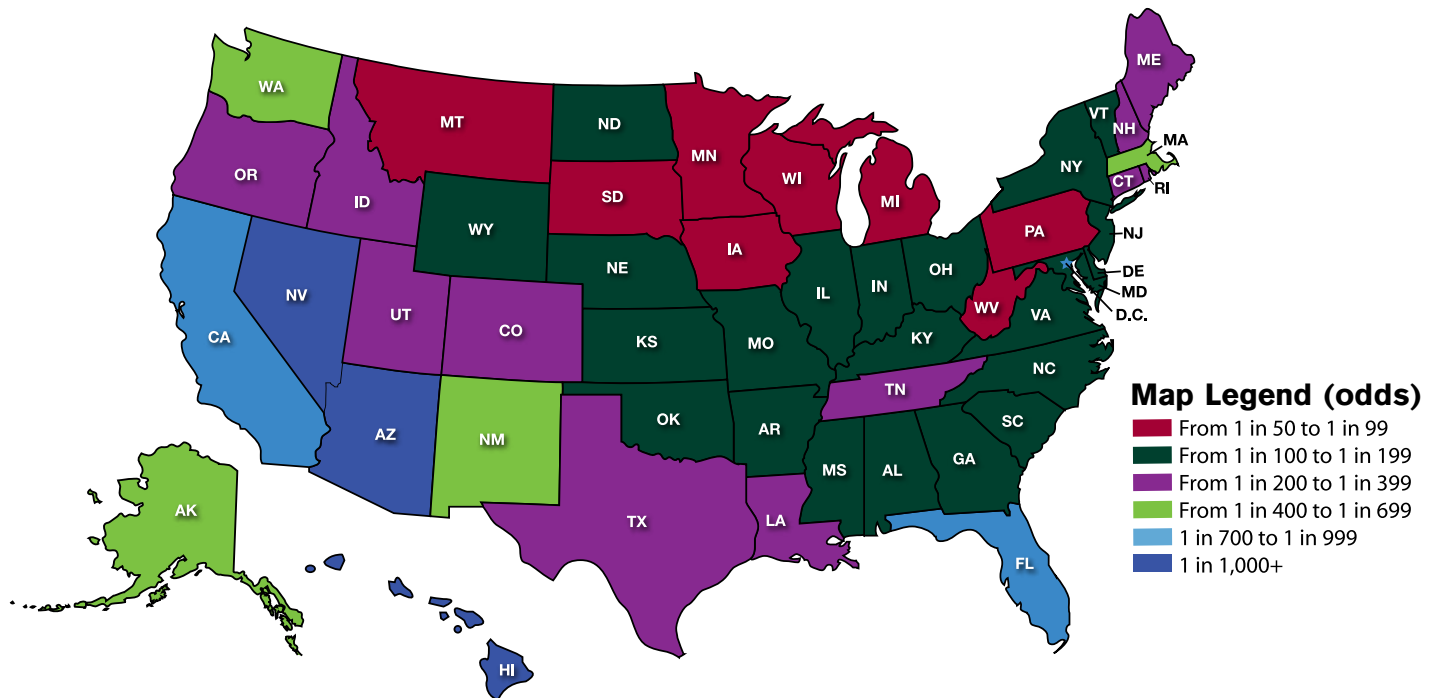


Sources: (a) Number of Participants: National Sporting Goods Association (NSGA) Sports Participation 2011 estimates.

(b) Total Injuries: Consumer Products Safety Commission (CPSC) National Electronic Injury Surveillance System (NEISS) 2010 estimates. Per CPSC, NEISS injury data may contain both injury and fatality figures for some activities. The majority of injuries are non-fatal, and specific breakdowns of injury versus fatality data by activity are unavailable.

* Hunting with firearms total injuries/incidents include CPSC NEISS injury data for Tree Stands (hunting) as well as estimated injuries from IHEA Hunter Incident Clearinghouse.

DEER / VEHICLE COLLISION: WHAT ARE YOUR ODDS?



Region	2012 Highest Number of Incidents per Region
New England	VT odds 1 in 183
Middle Atlantic	PA odds 1 in 76
East North Central	MI odds 1 in 72
West North Central	SD odds 1 in 68
South Atlantic	WV odds 1 in 40
East South Central	MS odds 1 in 120
West South Central	AR odds 1 in 96
Mountain	MT odds 1 in 79
Pacific	OR odds 1 in 303

Sources: State Farm Mutual Automobile Insurance Company and Federal Highway Administration, Department of Transportation (DOT)

For charts containing individual state data, as well as other information, visit <http://www.statefarm.com>.



FACTS:

- More than 19,500 human injuries occur annually from deer-vehicle collisions.
- Deer-vehicle collisions are estimated at greater than 1,000,000 each year.
- Deer-vehicle collisions cost Americans an estimated \$1.5 billion in auto repairs each year.

Sources: USDOT Federal Highway Administration
Wildlife-Vehicle Collision Reduction Study and Responsive
Management's Public Attitudes Toward Wildlife Management Problems

Year	Number of Deaths Caused by Collisions with Animals* in the U.S.
1993	101
1997	136
2000	150
2003	212
2007	223
Increase in Fatalities 1993 to 2007	121%

Source: Highway Loss Data Institute (News Release, October 30, 2008)

Source: Highway Loss Data Institute

* According to U.S. Dept of Transportation, Federal Hwy Administration, Wildlife-Vehicle Collision Reduction Study, Report to Congress, Aug. 2008, deer account for 86.9% of the collisions with larger animals.



Help prevent deer/vehicle collisions by practicing the following:

- Stay alert when driving and watch for deer – particularly in areas where deer crossing signs are posted.
- Be extra cautious at dawn and dusk when the deer are most active.
- Drive with extreme caution during the months of October and November. Deer increase their travels during these breeding months which is when most accidents with deer occur.
- Remember that deer quite often travel in small groups. If you see one, expect more.
- Use high beams whenever appropriate.
- Don't count on deer whistles to be an adequate deterrent.
- Avoid making any extreme maneuver with your car. If you cannot avoid the collision, apply brakes until the last second, and then remove your foot from the brake pedal. This action will reduce the possibility of the deer colliding with the windshield.

State agencies also contribute to reducing the number of potential deer/vehicle encounters by exercising sound deer management practices and adjusting harvest limits.

ODDS OF DEER/VEHICLE INCIDENTS BY REGION

Region	Regional States	2011 Licensed Drivers* (by Region)	2012 Estimated Number of Deer/Vehicle Incidents** (by Region)	2012 Estimated Odds of Deer/Vehicle Incidents (by Region)
West North Central	IA, KS, MN, MO, NE, ND, SD	14,250,253	149,917	1 in 95
East North Central	IL, IN, MI OH, WI	34,132,762	303,707	1 in 112
Middle Atlantic	NJ, NY, PA	25,985,015	227,025	1 in 114
East South Central	AL, KY, MS, TN	13,228,795	88,802	1 in 149
South Atlantic	DE, D.C., FL, GA, MD, NC, SC, VA, WV	41,999,809	253,990	1 in 165
West South Central	AR, LA, OK, TX	22,635,479	87,937	1 in 257
New England	CT, ME, MA, NH, RI, VT	11,012,677	32,027	1 in 344
Mountain	AZ, CO, ID, MT, NV, NM, UT, WY	15,387,574	41,780	1 in 368
Pacific	AK, CA, HI, OR, WA	33,242,285	46,524	1 in 715
TOTAL: UNITED STATES		211,874,649	1,231,710	1 in 172

Sources: * Federal Highway Administration, Department of Transportation (DOT) website. Nov 2012

** State estimates for deer/vehicle incidents from State Farm Mutual Automobile Insurance Company. Full state listing available at www.statefarm.com.

2012 Highest Incident States (Top 5)	2012 Estimated Odds of Deer/Vehicle Incidents
West Virginia	1 in 40
South Dakota	1 in 68
Michigan	1 in 72
Iowa	1 in 73
Pennsylvania	1 in 76

ABOUT NSSF®

The National Shooting Sports Foundation is the trade association for the firearms industry. Its mission is to promote, protect and preserve hunting and the shooting sports.

Formed in 1961, NSSF's membership consists of manufacturers, distributors, firearms retailers, shooting ranges, sportsmen's organizations and publishers. For more information, log on to www.nssf.org

SOURCES

NATIONAL SAFETY COUNCIL (NSC) INJURY FACTS® 2013 EDITION	The National Safety Council, chartered by an act of Congress, is a non-government, not-for-profit, public service organization with a mission to educate and influence people to prevent unintentional injury and death. Injury Facts, the Council's annual statistical report on unintentional injuries, is prepared by the Research and Statistical Services Group. www.nsc.org/Pages/Home.aspx
CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)	The CDC is one of the major operating components of the United States Department of Health and Human Services. WISQARS is the CDC's Web-based Injury Statistics Query and Reporting System. Centers for Disease Control and Prevention, National Center for Injury Prevention and Control. Web-based Injury Statistics Query and Reporting System (WISQARS) [online]. (2005) [cited 2013 APR 02]. Available from: www.cdc.gov/injury/wisqars/index.html
NATIONAL SPORTING GOODS ASSOCIATION (NSGA)	The NSGA Sports Participation report provides data on total sports participation, new participation and frequency of participation. www.nsga.org
INTERNATIONAL HUNTER EDUCATION ASSOCIATION (IHEA)	The International Hunter Education Association is the professional association for 67 state and provincial wildlife conservation agencies, and the more than 70,000 volunteer instructors who teach hunter education. www.ihea-usa.org/about-ihea
CONSUMER PRODUCTS SAFETY COMMISSION (CPSC) NATIONAL ELECTRONIC INJURY SURVEILLANCE SYSTEM (NEISS)	The CPSC's National Electronic Injury Surveillance System (NEISS) is a national probability sample of hospitals in the U.S. and its territories. Patient information is collected from each NEISS hospital for every emergency visit involving an injury associated with consumer products. From this sample, the total number of product-related injuries treated in hospital emergency rooms nationwide can be estimated. www.cpsc.gov/library/neiss.html
STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY	For charts containing individual state data, as well as other information, visit www.statefarm.com

Report provided by NSSF. For additional research materials, please visit www.nssf.org/research



11 Mile Hill Road
Newtown, CT 06470-2359
T: 203.426.1320
F: 203.426.1087
www.nssf.org

© 2013 National Shooting Sports Foundation, Inc. All Rights Reserved

Premier 1000 Item #361 5/13

PROMOTE PROTECT PRESERVE