

INDUSTRY INTELLIGENCE REPORTSSM

HELPING OUR MEMBERS MAKE INFORMED DECISIONS

2015 Edition

Firearms-Related Injury Statistics

Highlighting Declining Trends in the United States

Unintentional Firearms Fatalities Continue to Decrease to Historically Low Levels

Data released by the National Safety Council demonstrates that unintentional firearms-related fatalities continue to remain at historically low levels. In fact, in the last two decades, the number of unintentional firearms-related fatalities has declined by 65 percent — from 1,521 unintentional fatalities in 1993 to 530* in 2013.

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

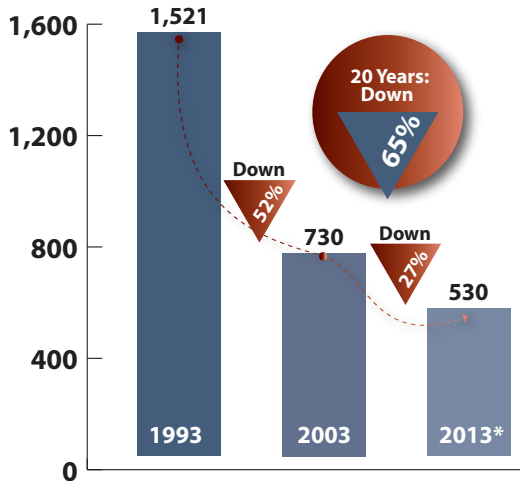
*Preliminary data, subject to change.

Note: The statistics presented in this issue are based on figures from the National Safety Council's Injury Facts® 2015 edition and other sources. For additional source information, please see back cover.

KEY FINDINGS

- Firearms-related fatalities in the U.S. have been decreasing consistently since record keeping began in 1903 and dramatically in the last 20 years to a century-long low.
- In the last twenty years (1993 – 2013), the number of unintentional firearm-related fatalities involving children 14 years of age and under has decreased by 66 percent.
- Unintentional firearms-related fatalities are substantially lower than the number of unintentional fatalities caused by most other forms of injury.
- Firearms are involved in 1.7 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, firearms-related fatalities in the home have dropped by 20 percent, and by 64 percent in the last 20 years.
- Over the last decade, the rate of overall unintentional firearms-related fatalities has declined by 33 percent (from 0.3 in 2003 to 0.2* in 2013).
- Firearms are involved in fewer than a ½-percent (0.39-percent) of all unintentional fatalities in the United States.
- Hunting is one of the safest activities in America.
- As firearms safety education and safe storage programs have increased, the number of unintentional firearms-related fatalities have decreased.

Unintentional Firearms Fatalities Down 65%



Over the last two decades, the number of unintentional fatalities involving firearms (excludes homicide and suicide) has **dropped by 65 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 safety 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 design and manufacturing.

* Preliminary
Source: National Safety Council Injury Facts 2015 Edition

Unintentional Firearm Fatalities See Highest Rate of Decline

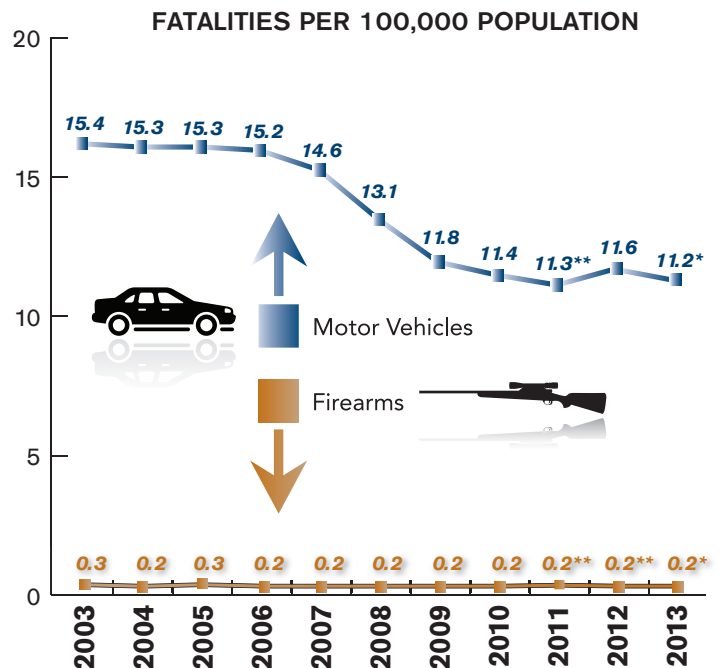
Compared to other principle types of unintentional fatalities in the United States, **firearms continue to show the largest percentage decrease in the past two decades.**

*Preliminary data, subject to change
**Note: Total includes types of injury not listed in the grid. Other injury type comparisons are not available because of changes in year-to-year classifications.
Source: National Safety Council Injury Facts 2015 Edition

| TYPE | 1993 | 2003 | 2013 * | % change (10 yrs) | % change (20 yrs) |
|----------------------|---------------|----------------|----------------|-------------------|-------------------|
| Firearms | 1,521 | 730 | 530 | down 27% | down 65% |
| Fires, Flames, Smoke | 3,900 | 3,369 | 2,400 | down 29% | down 38% |
| Motor Vehicles | 41,893 | 44,757 | 35,500 | down 21% | down 15% |
| Choking | 3,160 | 4,272 | 4,800 | up 12% | up 52% |
| ALL TYPES** | 90,523 | 109,277 | 130,800 | up 20% | up 44% |

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
** Revised
Source: National Safety Council Injury Facts 2015 Edition (with 2013 data)

FACTS & FIGURES

Firearms are Involved in 0.4-Percent of All Unintentional Fatalities (For All Ages)

| TOTAL U.S. POPULATION (2013): 316,128,839 | | |
|---|----------------|-------------|
| Total Unintentional Fatalities | 130,557 | 100% |
| Poisoning | 38,851 | 29.8% |
| Motor Vehicle | 33,804 | 25.9% |
| Falls | 30,208 | 23.1% |
| Suffocation | 6,601 | 5.1% |
| Drowning | 3,391 | 2.6% |
| Fires, Flames & Smoke | 2,818 | 2.2% |
| Natural / Environmental | 1,535 | 1.2% |
| Struck By/Against Object | 823 | 0.6% |
| Transportation (other than land) | 815 | 0.6% |
| Machinery | 588 | 0.5% |
| Firearms | 505 | 0.4% |
| All Other Accidents | 10,618 | 8.1% |

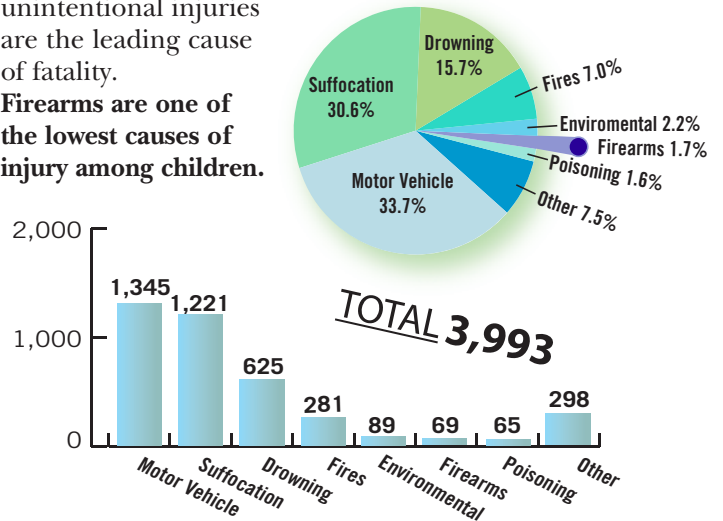
Source: CDC WISQARS 2013 data (data pulled May 2015)

Firearms are Involved in 1.7 Percent of Unintentional Fatalities Among Children

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

Firearms are one of the lowest causes of injury among children.

Unintentional Fatalities: (14 years of age and under)



Source: CDC WISQARS 2013 data (data pulled May 2015)

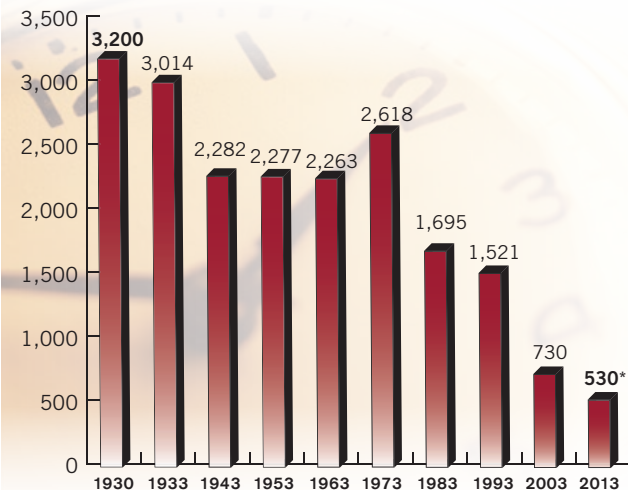
projectchildsafe.org



HELP SPREAD THE WORD

Historical Flashback

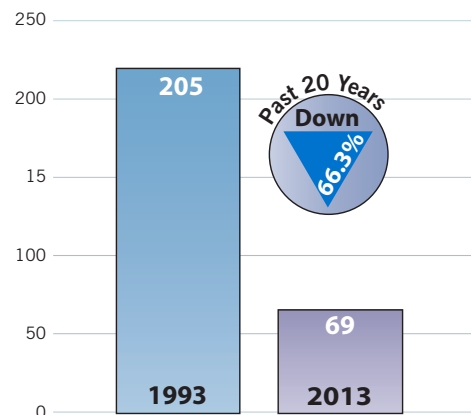
Today, the annual number of unintentional firearms-related fatalities is down 83.4 percent from a high of 3,200 in 1930.



* Preliminary
Source: National Safety Council Injury Facts 2014 Edition

Firearms-Related Fatalities Among Children Down 66 Percent

Over the last two decades the number of unintentional firearm-related fatalities among youth 14 years of age and under decreased 66% while the population for this age group increased 7 percent.



Source: CDC WISQARS Injury Mortality Reports through 2013 (pulled December 2015)

State Level (2013)

| State | # of Unintentional Firearms-related Fatalities* | Population | Crude Rate** |
|-------------------|---|--------------------|--------------|
| AL | 25 | 4,833,722 | 0.52 |
| AK | * | 735,132 | |
| AZ | * | 6,626,624 | |
| AR | 15 | 2,959,373 | 0.51 |
| CA | 35 | 38,332,521 | 0.09 |
| CO | * | 5,268,367 | |
| CT | * | 3,596,080 | |
| DE | * | 925,749 | |
| DC | * | 646,449 | |
| FL | 22 | 19,552,860 | 0.11 |
| GA | 24 | 9,992,167 | 0.24 |
| HI | * | 1,404,054 | |
| ID | * | 1,612,136 | |
| IL | 18 | 12,882,135 | 0.14 |
| IN | 15 | 6,570,902 | 0.23 |
| IA | * | 3,090,416 | |
| KS | * | 2,893,957 | |
| KY | 21 | 4,395,295 | 0.48 |
| LA | 19 | 4,625,470 | 0.41 |
| ME | * | 1,328,302 | |
| MD | * | 5,928,814 | |
| MA | * | 6,692,824 | |
| MI | 10 | 9,895,622 | 0.10 |
| MN | * | 5,420,380 | |
| MS | 17 | 2,991,207 | 0.57 |
| MO | 19 | 6,044,171 | 0.31 |
| MT | * | 1,015,165 | |
| NE | * | 1,868,516 | |
| NV | * | 2,790,136 | |
| NH | * | 1,323,459 | |
| NJ | * | 8,899,339 | |
| NM | * | 2,085,287 | |
| NY | * | 19,651,127 | |
| NC | 18 | 9,848,060 | 0.18 |
| ND | * | 723,393 | |
| OH | 21 | 11,570,808 | 0.18 |
| OK | 15 | 3,850,568 | 0.39 |
| OR | * | 3,930,065 | |
| PA | 22 | 12,773,801 | 0.17 |
| RI | * | 1,051,511 | |
| SC | 15 | 4,774,839 | 0.31 |
| SD | * | 844,877 | |
| TN | 19 | 6,495,978 | 0.29 |
| TX | 38 | 26,448,193 | 0.14 |
| UT | * | 2,900,872 | |
| VT | * | 626,630 | |
| VA | 10 | 8,260,405 | 0.12 |
| WA | 11 | 6,971,406 | 0.16 |
| WV | * | 1,854,304 | |
| WI | 10 | 5,742,713 | 0.17 |
| WY | * | 582,658 | |
| U.S. TOTAL | 505 | 316,128,839 | 0.16 |

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 too low. 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.

2013: Types of Unintentional Fatalities in the Home*



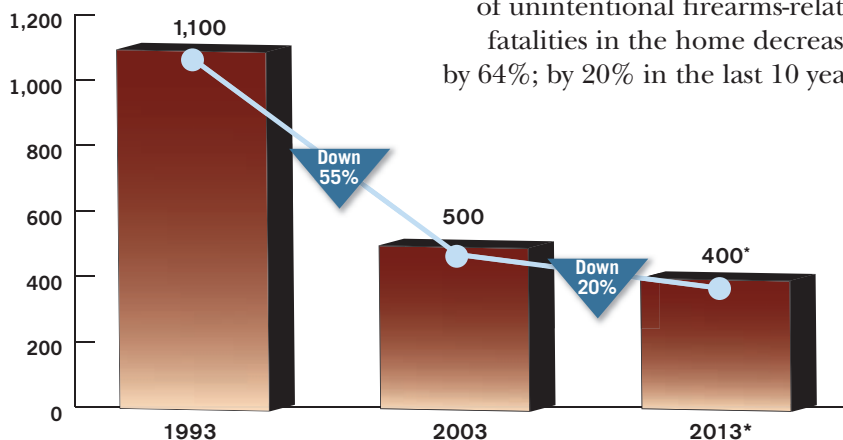
Six-tenths of a percent (0.6%) of all fatal accidents at home involve firearms

| TOTAL HOME | 66,000 | % |
|------------------------|------------|--------------|
| Poisoning | 33,600 | 50.9% |
| Falls | 19,000 | 28.8% |
| Choking | 2,500 | 3.8% |
| Fire, Flames, Smoke | 2,200 | 3.3% |
| Mechanical Suffocation | 1,500 | 2.3% |
| Drowning | 1,000 | 1.5% |
| Natural Heat/Cold | 600 | 0.9% |
| Firearms | 400 | 0.69% |
| Other | 5,200 | 7.9% |

Source: Home Data: Injury Facts Report from the National Safety Council Injury Facts 2015 Edition [Home, 2013] section -- * preliminary data*

Firearms-Related Home Fatalities Down 64%*

Over the last two decade, the number of unintentional firearms-related fatalities in the home decreased by 64%; by 20% in the last 10 years.



* Preliminary data
National Safety Council Injury Facts 2015 Edition [Home, 2013 section]

Regional Trends

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

| Region | 1993 | 2003 | 2013 | 10-year % change | 20-year % change |
|------------------|--------------|------------|------------|------------------|------------------|
| Northeast | 111 | 68 | 34 | -50.0% | -69.4% |
| South | 808 | 395 | 266 | -32.7% | -67.1% |
| Midwest | 311 | 129 | 114 | -11.6% | -63.3% |
| West | 291 | 138 | 91 | -34.1% | -68.7% |
| Total | 1,521 | 730 | 505 | -30.8% | -66.8% |

Source: CDC WISQARS (Web-based Injury Statistics Query and Reporting System) Injury Mortality Reports (2013 data)

HUNTING

One of the Safest Activities in America

| ACTIVITY (alphabetically) | NUMBER OF PARTICIPANTS(a) 2014 | TOTAL INJURIES(b) 2014 | INJURIES per 100,000 PARTICIPANTS | ONE (1) INJURY FOR EVERY X PARTICIPANTS |
|-------------------------------|--------------------------------|------------------------|-----------------------------------|---|
| Archery (target) | 8,300,000 | 3,948 | 48 | 2,102 |
| Baseball | 11,300,000 | 130,376 | 1,154 | 87 |
| Basketball | 23,700,000 | 522,817 | 2,206 | 45 |
| Bicycle Riding | 35,600,000 | 502,104 | 1,410 | 71 |
| Billiards / Pool | 20,800,000 | 3,500 | 17 | 5,943 |
| Bowling | 34,400,000 | 16,613 | 48 | 2,071 |
| Camping (Vacation/ Overnight) | 39,500,000 | 4,476 | 11 | 8,825 |
| Cheerleading | 3,600,000 | 35,894 | 997 | 100 |
| Exercising with Equipment | 55,100,000 | 306,239 | 556 | 180 |
| Fishing | 33,900,000 | 66,290 | 196 | 511 |
| Football (tackle) | 7,500,000 | 396,457 | 5,286 | 19 |
| Golf | 18,400,000 | 30,047 | 163 | 612 |
| Gymnastics | 5,400,000 | 34,550 | 640 | 156 |
| Hockey (ice) | 3,400,000 | 17,627 | 518 | 193 |
| Hunting w/ Firearms * | 17,500,000 | 5,696 | 33 | 3,030 |
| In-line rollerskating | 4,700,000 | 54,796 | 1,166 | 86 |
| Lacrosse | 2,800,000 | 15,312 | 547 | 183 |
| Mountain Biking (off road) | 5,400,000 | 8,822 | 163 | 612 |
| Running / Jogging | 43,000,000 | 29,484 | 69 | 1,458 |
| Skateboarding | 5,400,000 | 119,760 | 2,218 | 45 |
| Snowboarding | 4,200,000 | 31,847 | 758 | 132 |
| Soccer | 13,400,000 | 239,943 | 1,791 | 56 |
| Softball | 9,500,000 | 95,465 | 1,005 | 100 |
| Swimming | 45,900,000 | 78,488 | 171 | 585 |
| Tennis | 12,400,000 | 19,800 | 160 | 626 |
| Volleyball | 10,200,000 | 52,548 | 515 | 194 |
| Water Skiing | 3,400,000 | 4,807 | 141 | 707 |
| Weight Lifting | 34,000,000 | 100,904 | 297 | 337 |
| Wrestling | 2,900,000 | 39,700 | 1,369 | 73 |

HUNTING VERSUS OTHER ACTIVITIES:

- A person is **16 times** more likely to be injured playing volleyball than hunting.
- A person is **30 times** more likely to be injured cheerleading than hunting.
- A person is **30/35 times** more likely to be injured playing softball/baseball than hunting.
- A person is **43 times** more likely to be injured bicycle riding than hunting.
- A person is **54 times** more likely to be injured playing soccer than hunting.
- A person is **67 times** more likely to be injured playing basketball/skateboarding than hunting.
- A person is **160 times** more likely to be injured playing tackle football than hunting.

Sources: (a) Number of Participants: National Sporting Goods Association (NSGA) Sports Participation 2014 estimates.

(b) Total Injuries: Consumer Products Safety Commission (CPSC) National Electronic Injury Surveillance System (NEISS)

* 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.

| SAFEST ACTIVITIES | | PERCENTAGE OF INJURIES PER 100 PARTICIPANTS |
|-------------------|------------------------------|---|
| 1 | Camping (vacation/overnight) | 0.01% |
| 2 | Billiards / Pool | 0.02% |
| 3 | Hunting with Firearms | 0.03% |
| 4 | Archery (target) | 0.05% |
| 5 | Bowling | 0.05% |
| 6 | Running / Jogging | 0.07% |
| 7 | Water Skiing | 0.14% |
| 8 | Golf | 0.16% |
| 9 | Mountain Biking (off road) | 0.16% |
| 10 | Tennis | 0.16% |

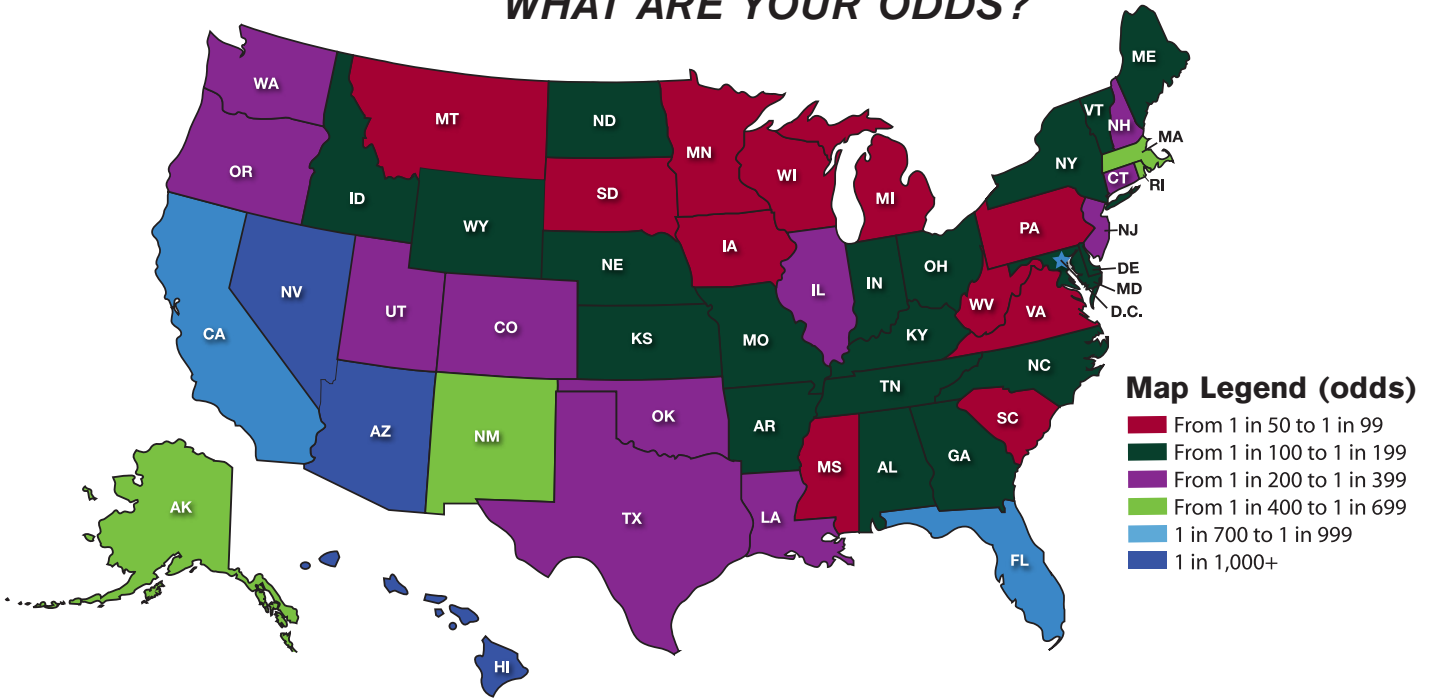
FACT: Excise tax collections on items such as firearms and ammunition totaled more than \$3.0 billion from 2010-2014. Approximately \$489 million of these monies were apportioned to states specifically for the purpose of hunter education and safety training. This, along with a strong network of 55,000 dedicated hunter education instructors, helps make hunting one of the safest activities in America.

Sources: USFW & IHEA

| LESS SAFE ACTIVITIES | | PERCENTAGE OF INJURIES PER 100 PARTICIPANTS |
|----------------------|-----------------------|---|
| 1 | Football (tackle) | 5.29% |
| 2 | Skateboarding | 2.22% |
| 3 | Basketball | 2.21% |
| 4 | Soccer | 1.79% |
| 5 | Bicycle Riding | 1.41% |
| 6 | Wrestling | 1.37% |
| 7 | In-line Rollerskating | 1.17% |
| 8 | Baseball | 1.15% |
| 9 | Softball | 1.00% |
| 10 | Snowboarding | 0.76% |



DEER/VEHICLE COLLISIONS: WHAT ARE YOUR ODDS?



| Region | 2013 Highest Number of Incidents per Region |
|--------------------|---|
| New England | Maine (ME) odds 1 in 151 |
| Middle Atlantic | Pennsylvania (PA) odds 1 in 72 |
| East North Central | Wisconsin (WI) odds 1 in 88 |
| West North Central | Iowa (IA) odds 1 in 75 |
| South Atlantic | West Virginia (WV) odds 1 in 37 |
| East South Central | Mississippi (MS) odds 1 in 84 |
| West South Central | Arkansas (AR) odds 1 in 102 |
| Mountain | Montana (MT) odds 1 in 76 |
| Pacific | Oregon (OR) odds 1 in 264 |

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 www.statefarm.com.

| Year | Number of Deaths Caused by Collisions with Animals* in the U.S. |
|--|---|
| 1993 | 101 |
| 1998 | 165 |
| 2001 | 177 |
| 2004 | 204 |
| 2008 | 204 |
| 2012 | 171 |
| Annual Average (1993-2012) | 181 |
| Increase in Fatalities 1993 to 2012 | 69% |

Source: Insurance Information Institute (www.iii.org/issue-update/auto-crashes)

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

FACTS:

- More than 19,500 human injuries occur annually from deer-vehicle collisions.
- Deer/vehicle collisions are estimated at greater than 1,220,000 each year.
- Deer/vehicle collisions cost Americans an estimated \$4.0 billion in auto repairs each year.

Sources:
Insurance Information Institute (www.iii.org/issue-update/auto-crashes)
USDOT Federal Highway Administration Wildlife-Vehicle Collision Reduction Study





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 are 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 | 2013 Licensed Drivers* (by Region) | 2014 Estimated Number of Deer/Vehicle Incidents** (by Region) | 2014 Estimated Odds of Deer/Vehicle Incidents (by Region) |
|-----------------------------|--------------------------------------|------------------------------------|---|---|
| West North Central | IA, KS, MN, MO, NE, ND, SD | 14,264,597 | 136,383 | 105 |
| Middle Atlantic | NJ, NY, PA | 26,188,759 | 223,419 | 117 |
| East North Central | IL, IN, MI OH, WI | 31,950,420 | 255,771 | 125 |
| East South Central | AL, KY, MS, TN | 13,452,693 | 109,410 | 123 |
| South Atlantic | DE, D.C., FL, GA, MD, NC, SC, VA, WV | 42,685,981 | 300,437 | 142 |
| West South Central | AR, LA, OK, TX | 23,240,924 | 90,215 | 258 |
| Mountain | AZ, CO, ID, MT, NV, NM, UT, WY | 15,802,426 | 47,771 | 331 |
| New England | CT, ME, MA, NH, RI, VT | 10,664,783 | 37,191 | 287 |
| Pacific | AK, CA, HI, OR, WA | 33,909,145 | 50,688 | 669 |
| TOTAL: UNITED STATES | | 212,159,728 | 1,251,285 | 1 in 170 |

Sources: * Federal Highway Administration, Department of Transportation (DOT) website, posted January 2015.

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

| 2014 Highest Incident States (Top 5) | 2014 Estimated Odds of Deer/Vehicle Incidents |
|--------------------------------------|---|
| West Virginia | 1 in 37 |
| Pennsylvania | 1 in 72 |
| Iowa | 1 in 75 |
| Montana | 1 in 76 |
| South Dakota | 1 in 81 |

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 nssf.org.

SOURCES

| | |
|--|--|
| NATIONAL SAFETY COUNCIL (NSC) INJURY FACTS® 2015 EDITION | <p>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. It has Reported Accidental Firearms Injury Statistics since 1903.</p> <p>nsc.org</p> |
| CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC) | <p>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.</p> <p>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 2015 May 05]. Available from: cdc.gov/injury/wisqars/</p> |
| NATIONAL SPORTING GOODS ASSOCIATION (NSGA) | <p>The NSGA Sports Participation report provides data on total sports participation, new participation and frequency of participation.</p> <p>nsga.org</p> |
| INTERNATIONAL HUNTER EDUCATION ASSOCIATION (IHEA) | <p>The International Hunter Education Association is the professional association for 63 state and provincial wildlife conservation agencies and the more than 55,000 instructors/volunteer instructors who teach hunter education.</p> <p>ihea-usa.org</p> |
| CONSUMER PRODUCTS SAFETY COMMISSION (CPSC) NATIONAL ELECTRONIC INJURY SURVEILLANCE SYSTEM (NEISS) | <p>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.</p> <p>cpsc.gov/en/research--statistics/neiss-injury-data/</p> |
| STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY | <p>For charts containing individual state data, as well as other information, visit statefarm.com.</p> |

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



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

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Item #361 5/15

PROMOTE

PROTECT

PRESERVE