



**Note to Editors:** *Small Arms Analytics & Forecasting's Chief Economist Jurgen Brauer is available for interviews. Contact: [jbrauer@SmallArmsAnalytics.com](mailto:jbrauer@SmallArmsAnalytics.com). Additional charts and images are available on request.*

*For Immediate Release, August 2, 2018*

## ***July 2018 U.S. firearms sales: Second-lowest July sales since 2012***

(GREENVILLE, SC, USA & HALIFAX, NS, CANADA) – *Small Arms Analytics & Forecasting (SAAF)* estimates July 2018 U.S. firearms sales at 856,505 units, a year-over-year decline of 9.9% from July 2017 and the second-lowest July sales numbers since 2012. Likely single handgun sales (482,804) fell year-over-year by 8.9% and single long-gun sales (306,105) fell year-over-year by 14.0%. All other likely firearms sales (67,596) increased year-over-year by 5.1%. This includes so-called “multiple” sales where the allocation between handguns and long-guns cannot be determined from the data record.

SAAF's firearms unit sales estimates are based on raw data taken from the FBI's National Instant Criminal Background Check System (NICS), adjusted for checks likely to be unrelated to end-user firearms sales. The FBI's raw numbers (for July, some 1, 806,746, the second-highest July number on record) cannot be taken at face-value as very large numbers of background checks are unrelated to end-user sales. For example, in July the state of Kentucky conducted about 380,000 so-called permit checks alone whereas end-user checks at firearms retailers likely amounted to just over 13,000 checks.

SAAF Chief Economist Jurgen Brauer comments that “the sum total of likely U.S. firearms sales for the first seven month of 2018 lies nearly 325,000 units below those of the same time period of 2017 and nearly 1.2 million units below those of the first seven months of 2016. However, as we are heading into the remainder of the calendar year, sales will increase due to the upcoming hunting and holiday seasons.”

-30-

Contact: Corinne MacLellan <[media@SmallArmsAnalytics.com](mailto:media@SmallArmsAnalytics.com)> +1-902-209-3234.

Chart attached: Approximate United States Firearms Sales (January 2007 to July 2018, in millions).

### ***ABOUT Small Arms Analytics & Forecasting:***

*Small Arms Analytics & Forecasting (SAAF) is a research consultancy focusing on the business & economics of the global small arms and ammunition markets. Politically unaffiliated, SAAF is an independent, evidenced-based resource for industry, advocacy, research, and policymaking alike, as well as for financial analysts and members of the media. Among other services, SAAF produces forecasts of U.S. civilian firearms unit sales, nationwide and for most states. Small Arms Analytics<sup>SM</sup> and Small Arms Analytics & Forecasting<sup>SM</sup> are legally protected Service Marks of Small Arms Analytics & Forecasting. (Contact [sales@SmallArmsAnalytics.com](mailto:sales@SmallArmsAnalytics.com) for sales and other information.)*

# Approximate United States Firearms Sales

January 2007 to July 2018 (in millions)

