



**Editors:** For Immediate Release, February 2, 2021 | Contact: [jbrauer@SmallArmsAnalytics.com](mailto:jbrauer@SmallArmsAnalytics.com)

## U.S. firearms sales January 2021: Bang!

(GREENVILLE, SC, USA & HALIFAX, NS, CANADA) – *Small Arms Analytics & Forecasting* (SAAF) estimates January 2021 U.S. firearms unit sales at slightly over 2.2 million units, a year-over-year increase of 79% from January 2020.

Detailed data by firearms type and state are available for purchase at <https://SmallArmsAnalytics.com/shop/>.

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 unlikely to be related to end-user firearms sales. For example, the FBI's raw numbers (for January, some 4,288,240) cannot be taken at face value as large numbers of background checks are unrelated to end-user sales. As a case in point, in January the state of Illinois conducted about 950,000 so-called permit checks and rechecks alone whereas end-user unit sales at firearms retailers likely amounted to about 64,000. SAAF makes certain other adjustments to the data based on retailer reports and other information; nonetheless, the estimates still likely understate the true number of sales.

SAAF Chief Economist Jurgen Brauer comments that "January 2021 certainly started off with a sales 'bang' due to the turmoil surrounding the confirmation and inauguration of Mr. Biden as the new U.S. President. The 79% year-over-year increase, however, was NOT unprecedented – an even higher increase, of just over 100%, was experienced in January 2013, the month Mr. Obama's second presidential term began."

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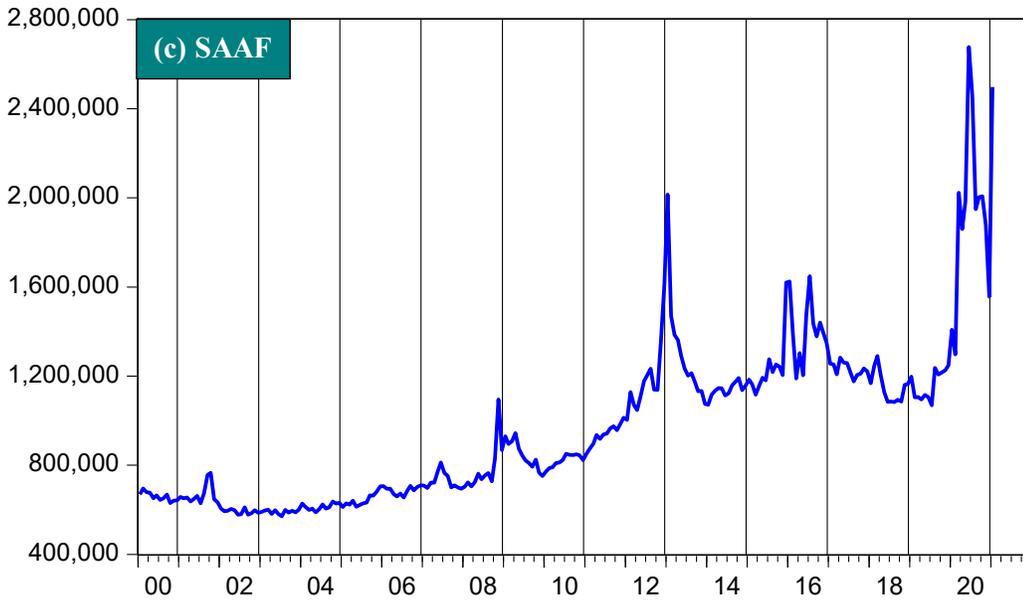
Chart attached: SAAF-seasonally adjusted estimates of U.S. firearms unit sales (January 2000 to January 2021).

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### ***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.)*

**CHART 1: SAAF-seasonally adjusted estimates of U.S. firearms unit sales (Jan. 2000 to Jan. 2021)**



Notes: Vertical reference lines are drawn for December of the even years (2000, 2002, etc.). Unusual demand spikes can be observed following the terror attacks of 9/11/01, the elections of Mr. Obama (2008 and 2012, the latter coupled with the Sandy Hooks Elementary School shooting in December 2012), the San Bernardino, CA, shooting in December 2015 and Mr. Obama’s subsequent and nationally-televised “tearing up” over his inability to do much about firearms violence in the U.S., the Orlando, FL, nightclub shooting in June 2016, covid-19-related fears and pronounced racial unrest for much of 2020, and the confirmation and inauguration turmoil surrounding Mr. Biden’s presidency in January 2021.