

# INDUSTRY INTELLIGENCE REPORTS<sup>SM</sup>

HELPING OUR MEMBERS MAKE INFORMED DECISIONS

2014 Edition

## Firearms-Related Injury Statistics

### Highlighting Declining Trends in the United States

### Unintentional Firearms Fatalities Remain at 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 **57 percent** — from **1,409** unintentional fatalities in **1992** to **600\*** in **2012**.

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 injury.

### 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.
- In the last 20 years, the number of unintentional firearms-related fatalities involving children 14 years of age and under has decreased by 67 percent.
- Unintentional firearms-related fatalities are substantially lower than the number of unintentional fatalities caused by many other forms of injury.
- Firearms are involved in less than 1.8 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 60 percent in the last 20 years.
- Firearms are involved in fewer than a ½-percent (0.47-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 firearms-related fatalities have decreased.
- Over the last decade, the rate of unintentional firearms-related fatalities has declined by 33 percent (from 0.3 in 2002 to 0.2\* in 2012).

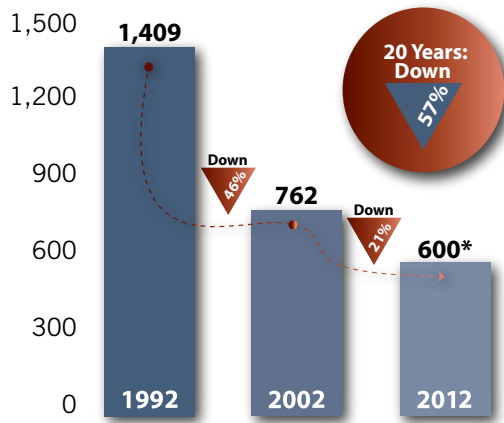
\*Preliminary data, subject to change.

Note: The statistics presented in this issue are based on figures from the National Safety Council's Injury Facts® 2014 edition and other sources. For additional source information, please see back cover.

NSSF.ORG



# Unintentional Firearms Fatalities Down 57%



Over the last two decades, the number of unintentional fatalities involving firearms (i.e., excludes homicide and suicide), has **dropped by 57 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.

\* Preliminary  
Source: National Safety Council Injury Facts 2014 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.**

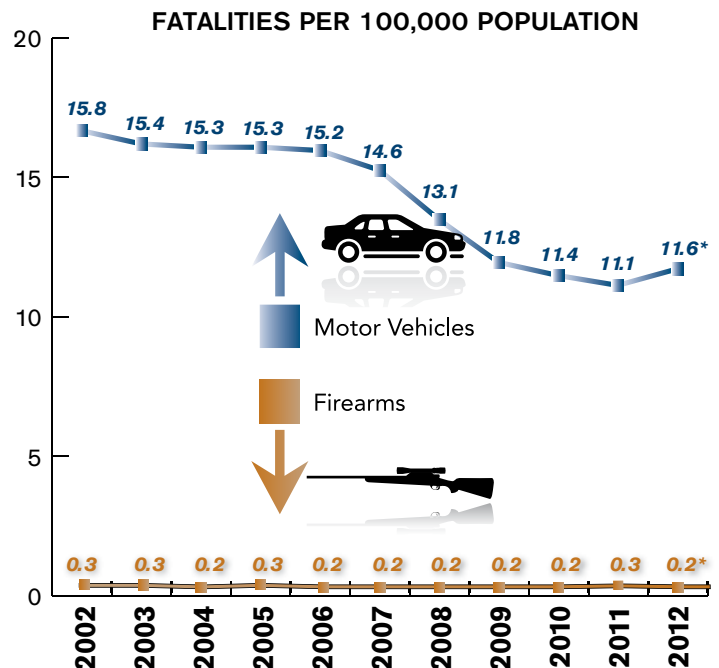
\*Preliminary data, subject to change.  
\*\*Note: Total includes types of injury not listed in the grid above. Other injury-type comparisons are not available due to changes in year-to-year classifications.

TYPE	1992	2002	2012 *	% change (10 yrs)	% change (20 yrs)
<b>Firearms</b>	1,409	762	600	<b>down 21%</b>	<b>down 57%</b>
Fires, Flames, Smoke	3,958	3,159	3,000	down 5%	down 24%
Motor Vehicles	40,982	45,380	36,300	down 20%	down 11%
Choking	3,182	4,128	4,700	up 14%	up 48%
<b>ALL TYPES**</b>	<b>86,777</b>	<b>106,742</b>	<b>127,200</b>	<b>up 19%</b>	<b>up 47%</b>

Source: National Safety Council Injury Facts 2014 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 **58 times more likely** to be involved in an unintentional fatality with a motor vehicle than with a firearm.



\* Preliminary  
Source: National Safety Council Injury Facts 2014 Edition (with 2012 data)

# FACTS & FIGURES

## Firearms are Involved in less than 0.5-Percent of All Unintentional Fatalities (For All Ages)

TOTAL U.S. POPULATION (2011): 311,587,816		
<b>Total Unintentional Fatalities</b>	<b>126,438</b>	<b>100%</b>
Motor Vehicle	33,783	26.7%
Poisoning	36,280	28.7%
Falls	27,483	21.7%
Suffocation	6,242	4.9%
Drowning	3,556	2.8%
Fires, Flames & Smoke	2,813	2.2%
Natural / Environmental	2,193	1.7%
Transportation (other than land)	1,027	0.8%
Struck By/Against Object	837	0.7%
Machinery	610	0.5%
<b>Firearms</b>	<b>591</b>	<b>0.5%</b>
All Other Accidents	11,023	8.7%

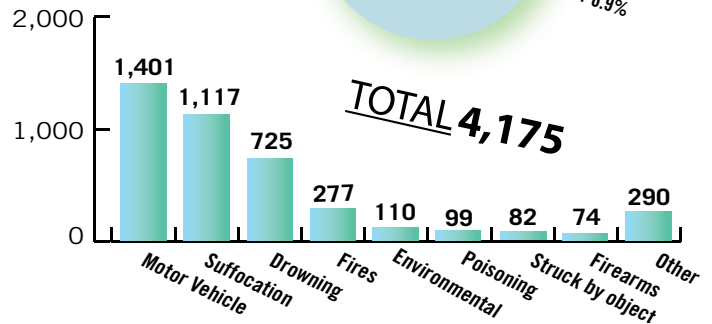
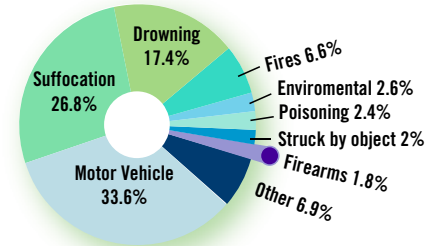
Source: CDC WISQARS (data pulled August 2014) 2011 data

## Firearms are Involved in Less Than 1.8 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 Injury Mortality Reports 2013 (data through 2011)

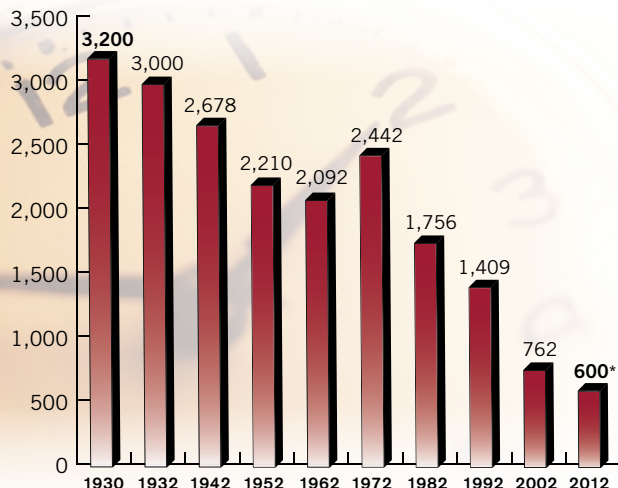


[projectchildsafe.org](http://projectchildsafe.org)

HELP SPREAD THE WORD

## Historical Flashback

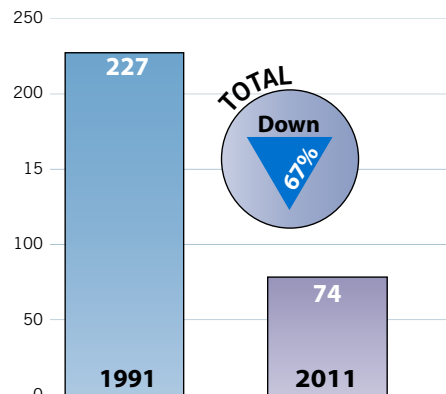
Today, the annual number of unintentional firearms-related fatalities is **down 81.3 percent** from a high of 3,200 in 1930.



\* Preliminary  
Source: National Safety Council Injury Facts 2014 Edition

## Firearms-Related Fatalities Among Youth Down 67 Percent

Over the last two decades, the number of unintentional firearms-related fatalities among youth 14 years of age and under **decreased 67 percent**, while the population for this age group increased 11%, resulting in a **71% decrease** in the unintentional firearms-related fatality rate.



Source: CDC WISQARS Injury Mortality Reports 2013 (with data through 2011)

**State Level (2011)**

State	# of Unintentional Firearms-related Fatalities*	Population	Crude Rate**
AL	25	4,803,689	0.52
AK	*	723,860	
AZ	*	6,467,315	
AR	11	2,938,582	0.37
CA	26	37,683,933	0.07
CO	12	5,116,302	0.23
CT	*	3,586,717	
DE	*	908,137	
DC	*	619,020	
FL	30	19,082,262	0.16
GA	27	9,812,460	0.28
HI	*	1,378,129	
ID	*	1,583,744	
IL	20	12,859,752	0.16
IN	14	6,516,353	0.21
IA	*	3,064,097	
KS	*	2,870,386	
KY	15	4,366,814	0.34
LA	51	4,574,766	1.11
ME	*	1,328,544	
MD	*	5,839,572	
MA	*	6,607,003	
MI	12	9,876,801	0.12
MN	*	5,347,299	
MS	29	2,977,457	0.97
MO	23	6,008,984	0.38
MT	*	997,667	
NE	*	1,842,234	
NV	*	2,720,028	
NH	*	1,317,807	
NJ	*	8,834,773	
NM	*	2,078,674	
NY	*	19,501,616	
NC	38	9,651,103	0.39
ND	*	684,740	
OH	18	11,541,007	0.16
OK	18	3,784,163	0.48
OR	*	3,868,229	
PA	20	12,743,948	0.16
RI	*	1,050,646	
SC	17	4,673,348	0.36
SD	*	823,593	
TN	27	6,399,787	0.42
TX	57	25,631,778	0.22
UT	*	2,814,347	
VT	*	626,592	
VA	11	8,104,384	0.14
WA	*	6,823,267	
WV	*	1,854,908	
WI	*	5,709,843	
WY	*	567,356	
<b>TOTAL</b>	<b>591</b>	<b>311,587,816</b>	<b>0.19</b>

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.

**2012: Types of Unintentional Fatalities in the Home\***



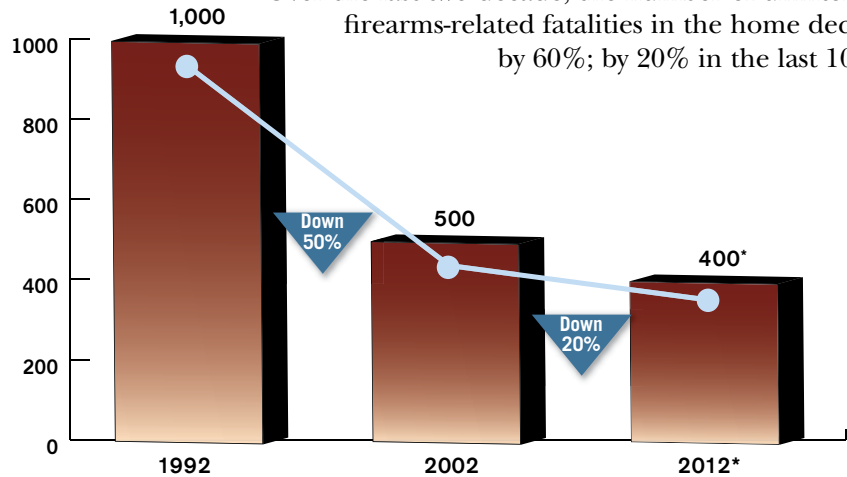
**Six-tenths of a percent (0.6%) of all fatal accidents at home involve firearms**

TOTAL HOME	63,000	%
Poisoning	31,800	50.5%
Falls	17,700	28.1%
Fire, Flames, Smoke	2,600	4.1%
Choking	2,300	3.7%
Mechanical Suffocation	1,700	2.7%
Drowning	1,000	1.6%
Natural Heat/Cold	600	1.0%
<b>Firearms</b>	<b>400</b>	<b>0.6%</b>
Other	4,900	8%

\* Preliminary data  
 Source: Home Data: Injury Facts Report from the National Safety Council Injury Facts 2014 Edition (Home, 2012) section

**Firearms-Related Home Fatalities Down 60%\***

Over the last two decade, the number of unintentional firearms-related fatalities in the home decreased by 60%; by 20% in the last 10 years.



\*Preliminary data  
 Source: National Safety Council Injury Facts 2014 Edition (Home, 2012 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	1991	2001	2011	10-year % change	20-year % change
<b>Northeast</b>	100	69	41	-40.6%	-59.0%
<b>South</b>	745	408	368	-9.8%	-50.6%
<b>Midwest</b>	299	151	112	-25.8%	-62.5%
<b>West</b>	297	174	70	-59.8%	-76.4%
<b>Total</b>	<b>1,441</b>	<b>802</b>	<b>591</b>	<b>-26.3%</b>	<b>-59.0%</b>

Source: CDC WISQARS (Web-based Injury Statistics Query and Reporting System) Injury Mortality Reports (2011 data)

# HUNTING

*One of the Safest Activities in America*

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)	8,300,000	5,153	62	1,611
Baseball	11,700,000	143,784	1,229	81
Basketball	25,500,000	569,746	2,234	45
Bicycle Riding	35,600,000	521,578	1,465	68
Billiards / Pool	19,500,000	3,698	19	5,273
Bowling	35,200,000	16,982	48	2,073
Camping (Vacation/Overnight)	39,300,000	4,792	12	8,201
Cheerleading	6,700,000	36,311	542	185
Exercising with Equipment	53,100,000	305,251	575	174
Fishing	31,100,000	70,541	227	441
Football (tackle)	7,500,000	420,581	5,608	18
Golf	18,900,000	33,101	175	571
Gymnastics	5,100,000	36,001	706	142
Hockey (ice)	3,500,000	16,871	482	207
<b>Hunting with Firearms</b>	<b>16,300,000</b>	<b>7,302*</b>	<b>45</b>	<b>2,222</b>
In-line rollerskating	5,700,000	46,023	807	124
Lacrosse	2,800,000	19,384	692	144
Mountain Biking (off road)	5,200,000	9,763	188	533
Running / Jogging	42,000,000	29,296	70	1,434
Skateboarding	5,000,000	120,424	2,408	42
Snowboarding	4,500,000	38,630	858	116
Soccer	12,800,000	229,088	1,790	56
Softball	10,000,000	100,010	1,000	100
Swimming	45,500,000	85,469	188	532
Tennis	12,600,000	19,292	153	653
Volleyball	10,100,000	50,845	503	199
Waterskiing	3,600,000	5,114	142	704
Weightlifting	31,300,000	110,188	352	284
Wrestling	3,100,000	42,633	1,375	73

## HUNTING VERSUS OTHER ACTIVITIES:

- A person is **12 times** more likely to be injured cheerleading than hunting.
- A person is **22/27 times** more likely to be injured playing softball/baseball than hunting.
- A person is **33 times** more likely to be injured bicycle riding than hunting.
- A person is **40 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 **54 times** more likely to be injured skateboarding than hunting.
- A person is **125 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.

SAFEST ACTIVITIES		PERCENTAGE OF INJURIES PER 100 PARTICIPANTS
1	Camping (vacation/overnight)	0.01%
2	Billiards / Pool	0.02%
3	Hunting with Firearms	0.05%
4	Bowling	0.05%
5	Running / Jogging	0.07%
6	Archery (target)	0.06%
7	Tennis	0.15%
8	Mountain Biking (off road)	0.19%
9	Water Skiing	0.14%
10	Golf	0.18%

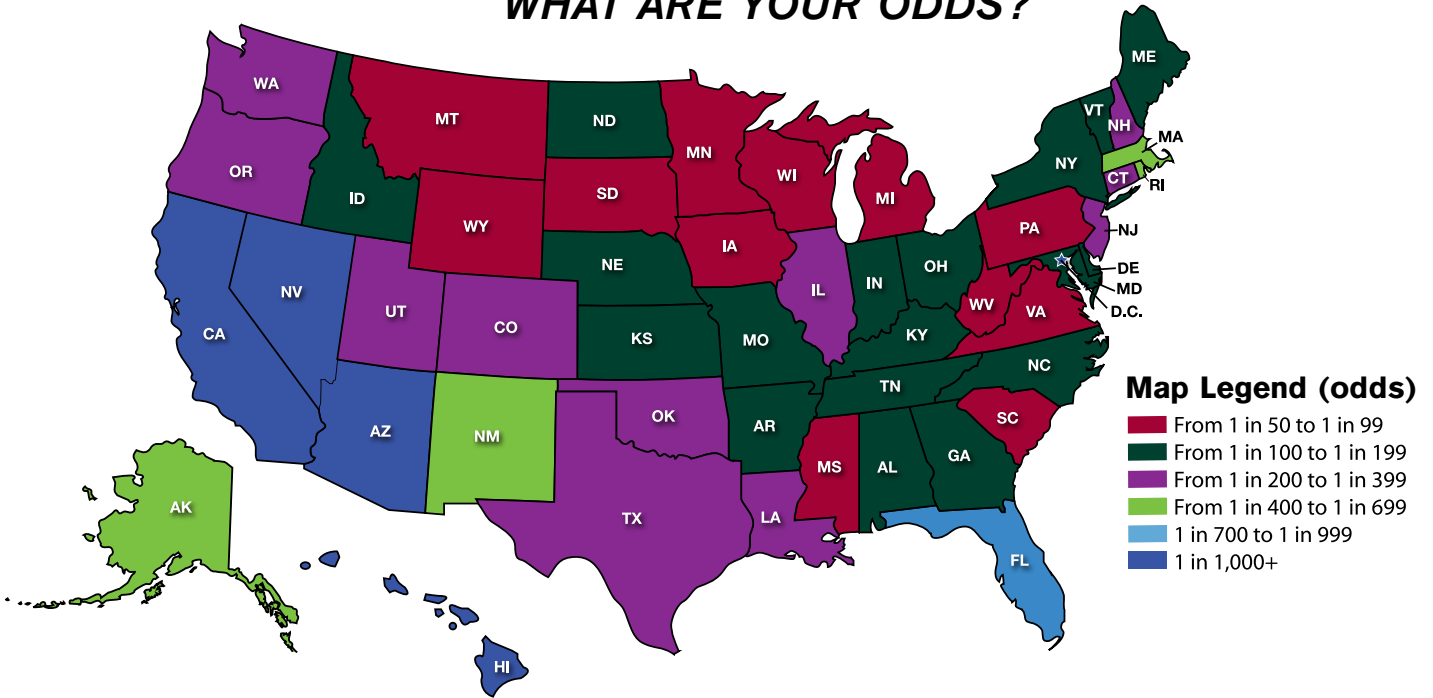
**FACT:** Excise tax collections on items such as firearms and ammunition totaled more than \$2.6 billion from 2009-2013. Approximately \$415 million of these monies were apportioned to states for the purpose of hunter education and safety training. This, along with a strong network of 55,000 dedicated 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)	5.61%
2	Skateboarding	2.41%
3	Basketball	2.23%
4	Soccer	1.79%
5	Bicycle Riding	1.47%
6	Wrestling	1.38%
7	Baseball	1.23%
8	Softball	1.00%
9	Snowboarding	0.86%
10	In-line rollerskating	0.81%



## DEER/VEHICLE COLLISIONS: WHAT ARE YOUR ODDS?



### Map Legend (odds)

- From 1 in 50 to 1 in 99
- From 1 in 100 to 1 in 199
- From 1 in 200 to 1 in 399
- From 1 in 400 to 1 in 699
- 1 in 700 to 1 in 999
- 1 in 1,000+

Region	2013 Highest Number of Incidents per Region
New England	Maine (ME) odds 1 in 186
Middle Atlantic	Pennsylvania (PA) odds 1 in 77
East North Central	Wisconsin (WI) odds 1 in 81
West North Central	Iowa (IA) odds 1 in 74
South Atlantic	West Virginia (WV) odds 1 in 43
East South Central	Mississippi (MS) odds 1 in 86
West South Central	Arkansas (AR) odds 1 in 100
Mountain	Montana (MT) odds 1 in 66
Pacific	Oregon (OR) odds 1 in 271

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](http://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
<b>Annual Average (1993-2012)</b>	<b>181</b>
<b>Increase in Fatalities 1993 to 2012</b>	<b>69%</b>

Source: Insurance Information Institute ([www.iii.org/issue-update/auto-crashes](http://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](http://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	2012 Licensed Drivers* (by Region)	2013 Estimated Number of Deer/Vehicle Incidents** (by Region)	2013 Estimated Odds of Deer/Vehicle Incidents (by Region)
West North Central	IA, KS, MN, MO, NE, ND, SD	14,318,763	145,838	1 in 98
Middle Atlantic	NJ, NY, PA	26,130,827	211,789	1 in 123
East North Central	IL, IN, MI OH, WI	32,693,263	255,930	1 in 128
East South Central	AL, KY, MS, TN	13,344,607	104,387	1 in 128
South Atlantic	DE, D.C., FL, GA, MD, NC, SC, VA, WV	42,615,242	278,493	1 in 153
West South Central	AR, LA, OK, TX	22,775,458	89,150	1 in 255
Mountain	AZ, CO, ID, MT, NV, NM, UT, WY	15,724,978	50,598	1 in 311
New England	CT, ME, MA, NH, RI, VT	10,571,645	30,109	1 in 351
Pacific	AK, CA, HI, OR, WA	33,640,047	51,169	1 in 657
<b>TOTAL: UNITED STATES</b>		<b>211,814,830</b>	<b>1,217,463</b>	<b>1 in 174</b>

Sources: \* Federal Highway Administration, Department of Transportation (DOT) website, December 2013

\*\* State estimates for deer/vehicle incidents from State Farm Mutual Automobile Insurance Company. Full state listing available at [www.statefarm.com](http://www.statefarm.com).

2013 Highest Incident States (Top 5)	2013 Estimated Odds of Deer/Vehicle Incidents
West Virginia	1 in 43
Montana	1 in 66
Iowa	1 in 74
South Dakota	1 in 75
Pennsylvania	1 in 77

## 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](http://nssf.org).

## SOURCES

<b>NATIONAL SAFETY COUNCIL (NSC) INJURY FACTS® 2014 EDITION</b>	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. <a href="http://nsc.org">nsc.org</a>
<b>CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)</b>	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: <a href="http://cdc.gov/injury/wisqars/index.html">cdc.gov/injury/wisqars/index.html</a>
<b>NATIONAL SPORTING GOODS ASSOCIATION (NSGA)</b>	The NSGA Sports Participation report provides data on total sports participation, new participation and frequency of participation.  <a href="http://nsga.org">nsga.org</a>
<b>INTERNATIONAL HUNTER EDUCATION ASSOCIATION (IHEA)</b>	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.  <a href="http://ihea-usa.org">ihea-usa.org</a>
<b>CONSUMER PRODUCTS SAFETY COMMISSION (CPSC) NATIONAL ELECTRONIC INJURY SURVEILLANCE SYSTEM (NEISS)</b>	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.  <a href="http://cpsc.gov/en/research--statistics/neiss-injury-data/">cpsc.gov/en/research--statistics/neiss-injury-data/</a>
<b>STATE FARM MUTUAL AUTOMOBILE INSURANCE COMPANY</b>	For charts containing individual state data, as well as other information, visit <a href="http://statefarm.com">statefarm.com</a> .

Report provided by NSSF. For additional research materials, please visit [nssf.org/research](http://nssf.org/research)



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PROTECT

PRESERVE