

# Concealed Carry - Licensed Gun Owners

762,586  
50,840

TOTAL UNIVERSE / BASE RATE  
Monthly Hotline

\$75.00/M  
+\$10.00/M

## LIST TYPE

Consumer



## Description:

The Concealed Carry - Licensed Gun Owners file delivers individuals who are licensed gun owners. These consumers are registered with the state and have the right to carry a concealed gun. Concealed Carry permit holders cross all demographic segments. Women are increasingly acquiring permits. Reach these Concealed Carry - Licensed Gun Owners with offers for ammo, subscriptions, insurance and credit cards as well as for fundraising and political campaign support.

### Some Interesting Stats:

- More than 12.8 million Americans hold a permit to carry a concealed weapon.
- There are approximately 310 million civilian firearms in America.
- States with right-to-carry laws have lower overall violent crime rates.
- In Florida, a state that has allowed concealed carry since 1987, you are twice as likely to be attacked by alligators than by a person with a licensed gun.

## Source:

## Public Records/Licenses & Permits

## Additional Notes:

**Payment:** VISA and MasterCard accepted.

**Pre-payment:** Required for NEW clients.

**Cancellation:** Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



### Focus USA

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## SELECTS

Age	\$6.00/M
Bankcard Holders	\$10.00/M
Gender	\$6.00/M
Homeowner	\$5.00/M
Hunting/Fishing	\$7.50/M
Income	\$6.00/M
Magazine Subscribers	\$7.50/M
Political Party Affiliation	\$10.00/M
State, Zip, SCF	\$5.00/M
Travelers	\$7.50/M

Please inquire for  
additional selects.

## MINIMUM ORDER

Postal: 10,000

## DEMOGRAPHICS

27% Female  
68% Male  
Median Age: 50  
Median Household Income: \$58,000

## ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$6.50/M
ZIP+4	\$6.50/M