

Grit & Guns: The Conservative Response File

Total Universe: 2,487,545

Base Rate: \$85.00/M

Description Summary

AmeriList offers access to a highly responsive and ideologically aligned segment of the U.S. population: gun owners who consistently vote Republican and actively contribute to conservative political and charitable causes. These individuals are deeply rooted in core constitutional beliefs. For them, the Second Amendment, the right to bear arms, is not just a policy stance, but a foundational principle, as vital as freedom of speech or religious liberty. This passionate defense of personal freedom drives their political engagement and makes them reliable donors, voters, and consumers of patriotism-driven products, services, and media.

How Our Data Is Compiled

Grit & Guns: The Conservative Response File is sourced from a combination of verified public records, political contribution databases, and lifestyle-driven opt-in sources. This includes state-level firearm permits, voting registrations, memberships to gun rights organizations, and subscriptions to conservative publications. We also use self-reported data to identify gun owners based on behavioral and demographic trends. All records are cleaned and validated through NCOA, CASS, and email hygiene protocols.

Consider The Facts

- The average small-dollar conservative donor contributes between \$25–\$200 per transaction, often multiple times per year.
- Older adults make up a large share of conservative donors, nearly 60% are aged 55 and older, with many donating by mail or through traditional channels
- 66% of gun owners say protection is the primary reason they own firearms, followed by hunting (38%) and sport shooting (30%).

Recommended Usage

This group is ideal for political campaigns, conservative PACs, and nonprofit fundraising, especially those focused on gun rights, veterans, and constitutional freedoms. Firearms retailers, ammunition dealers, and tactical gear companies see a strong response, as do outdoor brands offering hunting, survival, or camping gear.

Popular Selections (for additional selections please inquire)

Age
Gender
Geography
Email

Gun Ownership
Income
Donor Flag
Cell Phone

Veteran Flag
Veteran / Military Donor
Lifestyle Interests
Martial Status

Market Type

U.S. Consumer

List Channels

Postal, Email & Telemarketing

Source

Online & Offline Self-Reported Survey Data,
Subscribers, Purchase Activity

Update Cycle

Monthly

Minimum Order

Quantity: 5,000
Price: \$425.00

Net Name

Floor: 85%
Minimum Quantity: 25,000
Run Charges: \$10.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Sample Mail Piece Required

Yes

Commission

Standard 20% broker/agency commission is extended to all trade partners.

For additional information or list counts, contact your representative or list manager at 1.800.457.2899