

# TACKLE & GUNS

## RETAILER SURVEY

Every month we contact retailers by e-mail to find out how they are doing in terms of customer sales, footfall in their shops and how positive they are about the coming month.

We understand the difficulties of trying to predict whether sales will be good or not, but *Tackle & Guns* is keen

to provide as accurate a snapshot as possible about the state of the industry right now.

This issue we have asked for more detailed information from shooting retailers on the sales of shotgun cartridges, which should provide some useful information for you.

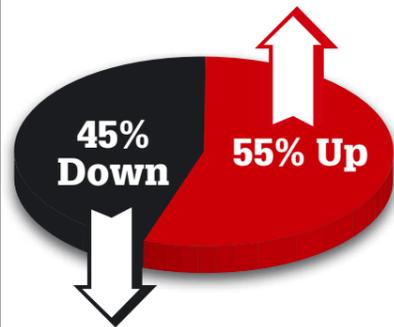
Here are this month's results...

### Champagne winners

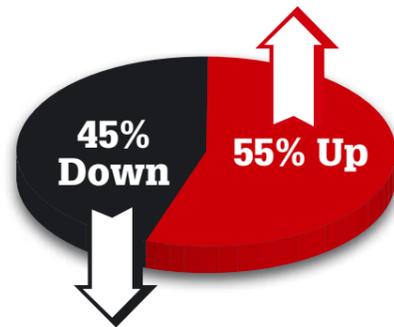
As always, we drew one shooting and one fishing retailer from last month's respondents to win a bottle of bubbly each. Congratulations to **Angler's Peg, Staffordshire**, and **A&D Supplies, Cheshire**. The champers is on its way to you...



### Tackle Shops



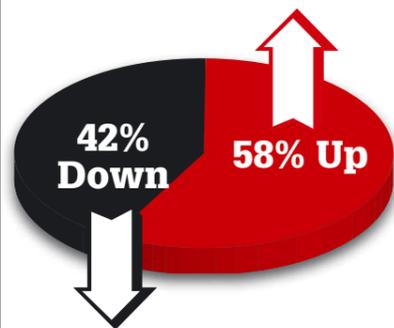
Is footfall up or down on last month?



Is your profit up or down on this time last year?



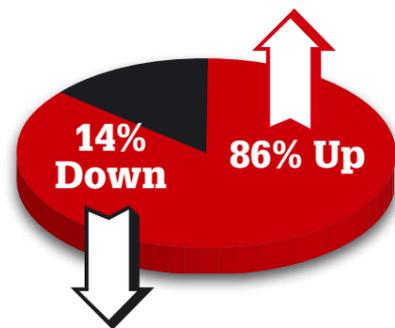
If you sell tackle via your website, are your tackle internet sales up or down on last month?



Are your overall sales up or down on last month?



If you sell tackle by mail order, are your tackle mail-order sales up or down on last month?



Are you expecting next month's tackle sales to be up or down?

In general, the good news is that things appear to be perking up for our tackle dealers, with more people visiting shops and, crucially, buying.

Footfall and sales are up in retail premises - and via mail order too - but internet purchases are still tough, with reaction split equally between positive and negative responses.

Sales in shops have risen dramatically in the last month,

with 58 per cent reporting buoyancy, compared with 26 per cent in the previous issue.

Perhaps the most impressive statistic is the fact that 86 per cent of fishing dealers are expecting business to pick up even further next month - presumably as the weather warms up and more people venture onto the bank.

Looking at country-clothing sales in these shops, what becomes apparent is that both mail-order and internet

purchases have been struggling, with 52 per cent and 57 per cent of respondents respectively admitting to reduced sales in February (our survey period).

Although the weather will undoubtedly get warmer, perhaps many retailers are expecting more changeable conditions and rain, because 62 per cent of them are anticipating that their racks of country clothing will sell through during March.

### Country-clothing sales in tackle shops?



If you sell country clothing by mail order, are your country-clothing sales up or down on last month?



If you sell country clothing via your website, are your country-clothing internet sales up or down on last month?



Are you expecting next month's country-clothing sales to be up or down?

### Shotgun Cartridges

This month we asked 456 gun shops a string of questions about their sales of shotgun cartridges. Here's what we learnt from the respondents...

#### What are your top-three best-selling cartridge brands?

1. Eley Hawk
2. Gamebore
3. Lyalvale

#### How do your customers buy their cartridges?

- Single box - 12%
- 100 - 4%
- 250 - 55%
- 500 - 7%
- 1,000 - 22%

#### What percentage (on average) of shotgun cartridge sales are:

- Clay/target? 57%
- Game? 43%

#### What is the AVERAGE price paid for a box (25) of cartridges?

- Up to £5 - 7%
- £5.01-£7 - 92%
- £7.01-£9 - 1%
- More than £9 - 0%

#### What percentage (on average) of sales are:

- Lead? 95%
- Nontoxic? 5%

#### What would you say most influences your customers' gun-buying decisions?

- Price - 89%
- Brand - 7%
- Performance - 4%

#### Of nontoxic sales, what percentages are:

- Steel? 83%
- Bismuth? 15%
- Tungsten matrix? 2%

Our survey on sales of shotgun cartridges shows some interesting data, notably the top-three best-selling brands and the way customers buy the products.

The majority buy 250 cartridges at a time (55 per cent), with more than 22 per cent buying them in bulk (1,000), presumably to take advantage of economies of scale.

We sent our e-mail questionnaire to 456 gun shops this month and, of those who replied, the majority said that

buyers selected their cartridges - unsurprisingly - on the basis of price, with the brand name a very poor second. That certainly makes for interesting reading.

Those offering nontoxic shot better make sure they have plenty of steel in stock - 83 per cent of nontoxic buyers reached for this.

One more intriguing statistic is the price paid for a box of cartridges - nothing over £9.

Last month gun dealers again saw a reduction in footfall, with 60 per cent reporting a drop. Thankfully, 80 per cent of them are also expecting sales to rise as the temperature does during March, which should restore smiles to the faces of many shop owners. Mail-order and internet shooting-clothing sellers have struggled once again and the majority of these country-clothing retailers are not expecting much of a change any time soon.

### Country-clothing sales in gun shops?



If you sell country clothing by mail order, are your country-clothing sales up or down on last month?



If you sell country clothing via your website, are your country-clothing internet sales up or down on last month?



Are you expecting next month's country-clothing sales to be up or down?