

# 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

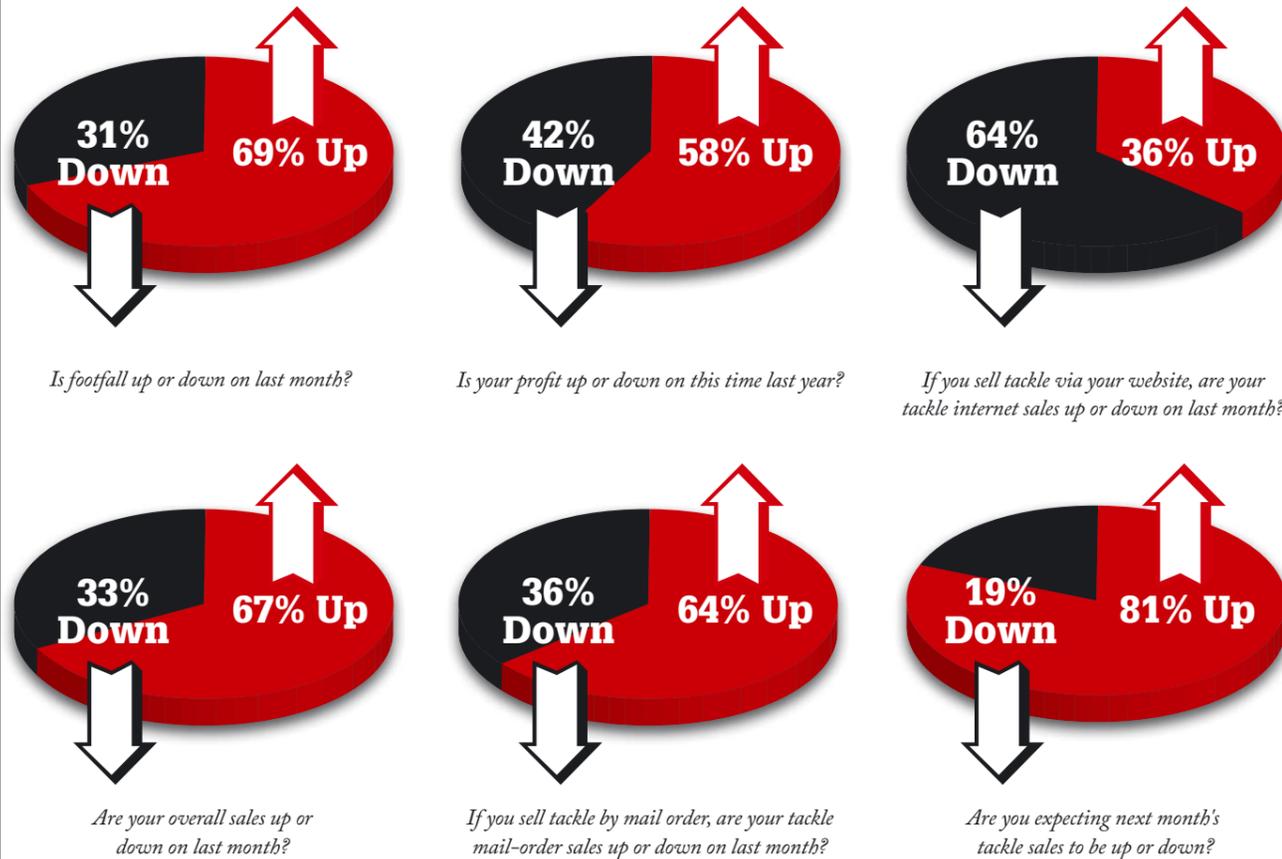
to provide as accurate a snapshot as possible about the state of the industry right now. This issue we have asked for more detailed information from shooting retailers on sales of rimfire rifles, which should provide a fascinating insight into brands and add-on sales. Here are this month's results...

### 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 **Bond & Bywater** and **Fishing 4 U**. The champers is on its way to you...



### Tackle Shops



Despite the continuation of the horrendously wet weather (leading to the wettest June since records began), some people have obviously been out fishing, because footfall is significantly up on last month's figures (from 59 per cent to 69 per cent).

In-store and mail-order sales plus profits are noticeably up, with the latter two going from negative to positive feedback overall.

Much of this must be down to the 'open season' phenomenon - clearly there are still many river anglers out there who prepared for June 16th.

Bizarrely, though, internet sales seem to have dropped off this month - perhaps everyone is visiting tackle shops en route to the venues.

Country-clothing retailers, though, saw sales continue to fall via mail order or on the web, following on from

poor reports by respondents in last month's edition of *Tackle & Guns*.

What sales there were must, again, have been buoyed by wellingtons and waterproof jackets as the rain continued to fall.

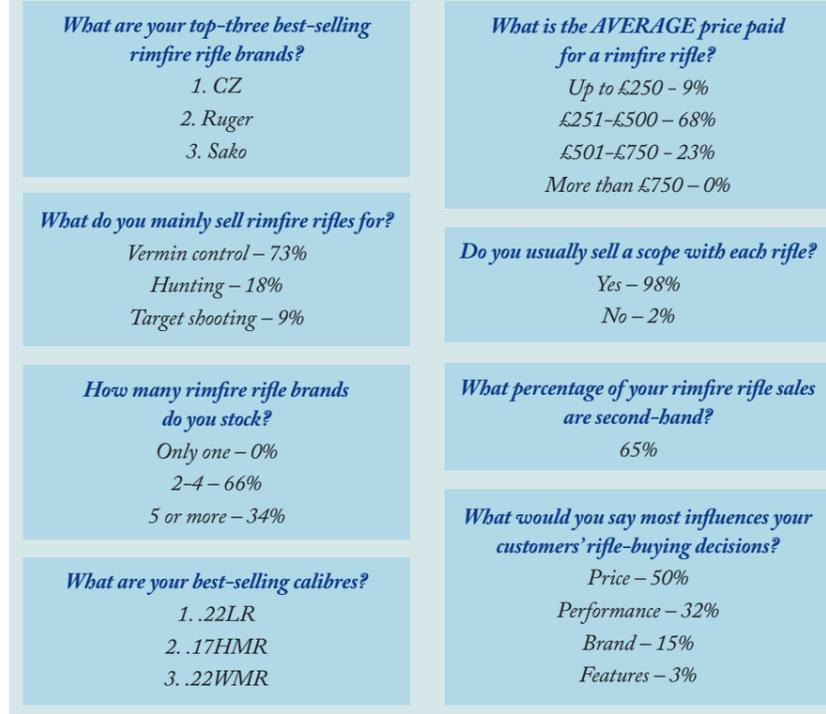
Confidence for the rest of the summer, though, remains high, with country-clothing dealers cautiously optimistic, while tackle shops are expecting a bonanza.

### Country-clothing sales in tackle shops?

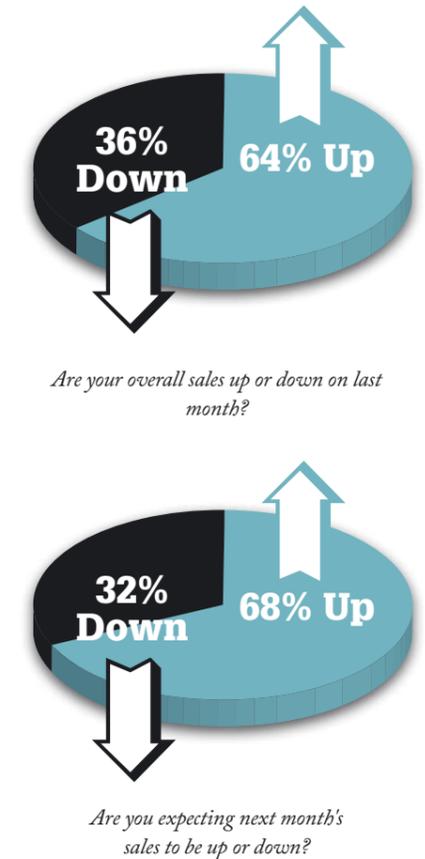


### Rimfire rifles

This month we asked 456 gun shops a series of questions regarding their sales of rimfire rifles. Here's what we learnt from the respondents...



### Gun Shops



This month's survey is on rimfire rifles, including what brands are stocked and sold, which sector of shooting they are mostly used for, and what calibres are the most popular.

Again, it is clear that features come a long way down the list of priorities when it comes to buying a rimfire rifle. Price, performance and, to a lesser extent, brand are the key influences on purchasing decisions.

The majority of gun shops that replied to the survey are still happy with sales and expect this to continue, although confidence is less high than last month - the poor weather must be taking its toll.

Yet, with the 'glorious 12th' on the horizon, surely retailers must be more optimistic than is reflected in our survey - 68 per cent this month compared with 77 per cent last time. Country outfitters on the gun side have

been having a torrid time - at least three-quarters of our respondents have seen sales fall, whether online or via mail order.

And, for many of these outlets, the coming month is a cause for trepidation indeed. Last issue we reported that 60 per cent of those replying were hopeful of increased sales but this proved not to be the case and now just over one third are feeling buoyant about the clothing market.

### Country-clothing sales in gun shops?

