

TACKLE & GUNS

RETAILER SURVEY

Each month we survey retailers across the country 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 appreciate that it isn't an exact science trying to predict whether sales will be good or not, but T&G is keen

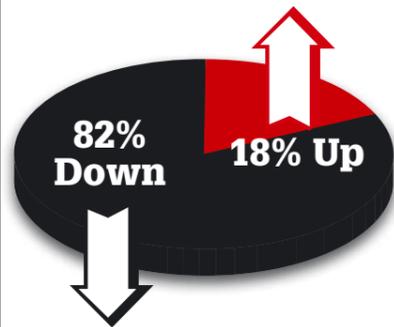
to provide as accurate a snapshot as possible about the state of the industry right now. This issue we have begun to target specific sectors in the gun market to provide more detailed information. We have started off with over-and-under shotguns. Here are this month's results...

Champagne winners

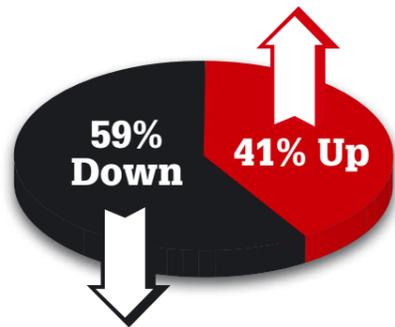
As always, we drew one shooting and one fishing retailer from last month's respondents to win a bottle of bubbly. Congratulations to **Archline Angling** and **Stutley Gun**. The champs is on its way to you...



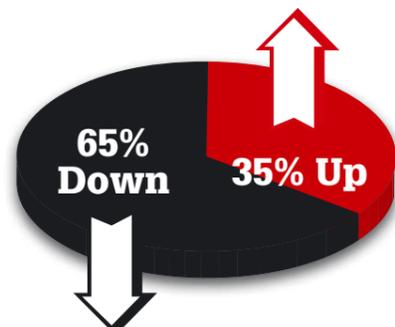
Tackle Shops



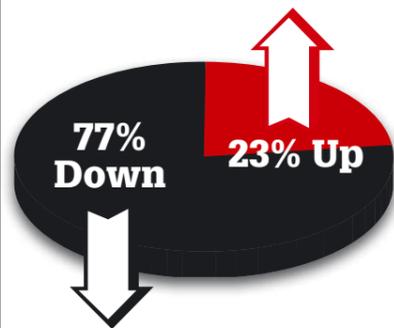
Is footfall up or down on last month?



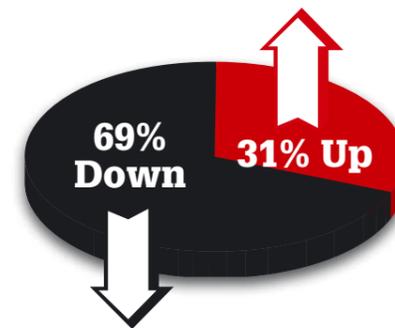
Is your profit up or down on this time last year?



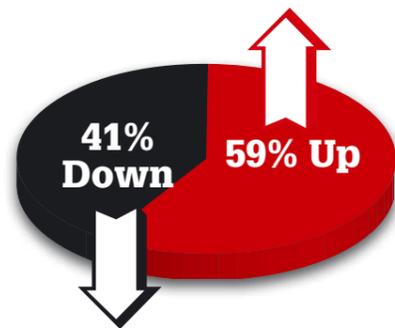
If you sell tackle via your website, are your tackle internet sales up or down on last month?



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?

Shooting Shops

This month we asked 456 gun shops for information on the sale of over-and-under shotguns. Here's what the respondents told us...

What are your top-three-selling O/U shotgun brands?

1. Beretta
2. Browning
3. Bettinsoli

What is the typical age of your shotgun buyer?

- 18-24 - 0%
- 25-30 - 16%
- 31-35 - 12%
- 36-40 - 34%
- 41-45 - 16%
- 46-50 - 20%
- 51-60 - 1%
- Over 60 - 1%

What percentage (on average) of each sale involves a gun in part-exchange?

30%

What would you say is the AVERAGE price for an O/U shotgun at present?

- Under £1,000 - 53%
- £1,001-£1,500 - 40%
- £1,501-£2,000 - 6%
- £2,001+ - 1%

Do your customers mainly buy:

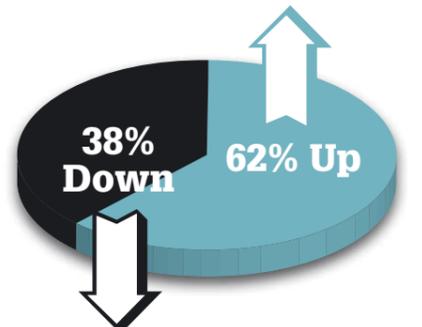
- Game guns? - 50%
- Clay guns? - 50%

What percentage (on average) of your O/U shotgun sales are:

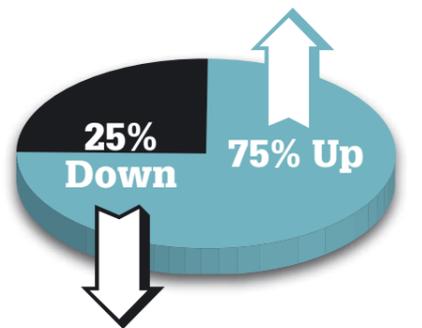
- New? - 50%
- Second-hand? - 50%

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

- Price - 65%
- Brand - 17%
- Gun fit - 16%
- Looks - 2%



Is footfall up or down on last month?



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

After the shock of a 90 per cent drop in footfall last month, tackle shops have recovered marginally - now 82 per cent of respondents said it was down in November compared with the previous month

We had asked 617 tackle shops for their views again - with a big response rate - but those who sell via mail order admitted that their business was on the slide again, too, although internet sales had improved slightly.

Looking ahead - and with Christmas looming as we asked the questions - a pleasing 59 per cent of respondents were expecting tackle sales to be up during December.

On the country-clothing front, it seems that anglers have finally started to wrap up warm.

Retailers reported much stronger sales in this sector over the last month.

Last month, 92 per cent of respondents expected sales to be up... and they weren't disappointed.

Both mail-order and internet ordering was strong for the majority of sellers, and confidence remains high for the next month.

Perhaps the first significant frosts and, further north, snowfall of the year has finally triggered some kind of spending spree.

Looking at the details of our snap survey on over-and-under shotguns, it is perhaps little surprise to see the 'big two' at the top, but Bettinsoli came in in noticeable numbers, too, from a strong response rate.

We sent our e-mail questionnaire to 456 gun shops and, of those who replied, agreement was split on whether new or second-hand guns and game or clay models were selling best.

The cost of a shotgun makes interesting reading in these tough times, as does the main influence on buying decision.

Thankfully, three-quarters of our retailers are expecting a strong December, as the trade builds up to Christmas (during our survey period).

What a difference a month makes. Our shooting-clothing sellers continue to enjoy strong sales as the

pheasant season and colder weather both kick in - their fortunes on mail-order catalogues and the internet have switched completely to significant positive results.

However, while there is still a majority of country-clothing sellers anticipating a good end to the year, the numbers are down compared with last month. There seems no rhyme or reason to this, unless it is accepted that most shooters now have their wardrobes sorted!

