

# 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

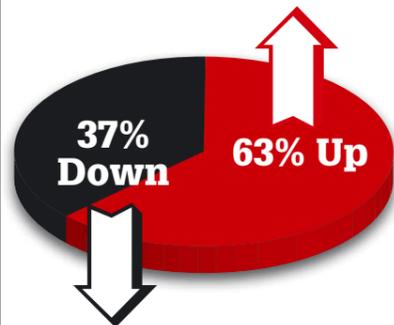
to provide as accurate a snapshot as possible about the state of the industry right now. This issue we have asked for more detailed information from shooting retailers on sales of centrefire rifles, which should provide a fascinating insight. Here are this month's results...

### Champagne winners

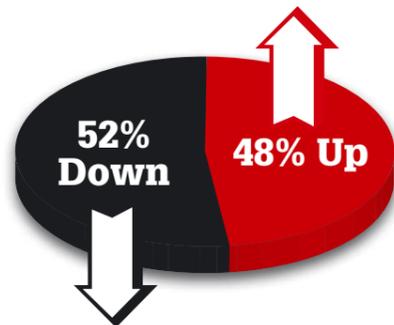
As always, we drew one shooting and one fishing retailer from last month's respondents to win a bottle of bubbly each. Congratulations to **Burgess Hill Angling Centre** and **Wealden Country Pursuits**. The champers is on its way to you...



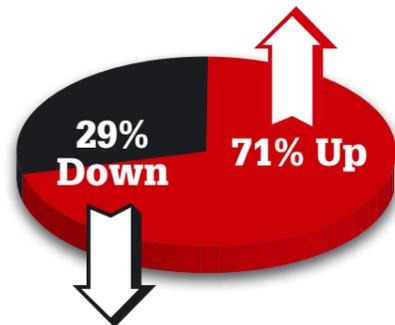
### Tackle Shops



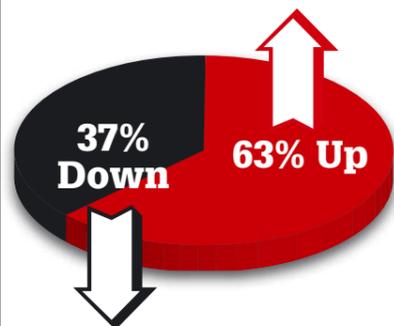
Is footfall up or down on last month?



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



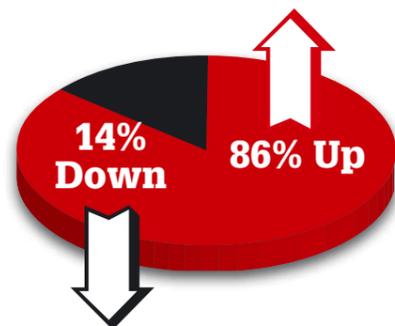
If you sell tackle via your website, are your tackle internet sales up or down on last month?



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?

### Centrefire Rifles

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

#### Who are your top-three best-selling centrefire rifle suppliers?

1. CZ
2. Tikka
3. Howa

#### What time of year are most of your centrefire rifle sales?

- All year – 62%
- Spring – 9%
- Summer – 10%
- Autumn – 19%
- Winter – 0%

#### What are your top-three selling calibres?

1. .233
2. .243
- 3= .22-.250
- 3= .308

#### What is the AVERAGE price paid for a centrefire rifle?

- Up to £500 – 0%
- £501-£1,000 – 100%
- Over £1,000 – 0%

#### Do you offer custom centrefire rifles?

- Yes – 24%
- No – 76%

#### What percentage of sales are second-hand?

40%

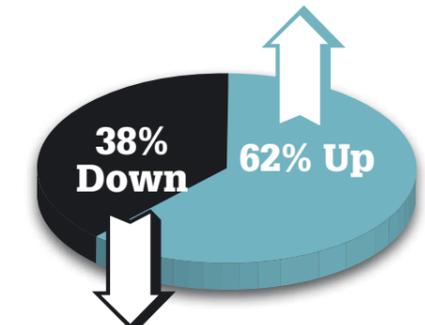
#### Number of brands stocked:

- Up to 3 – 38%
- 4-9 – 62%

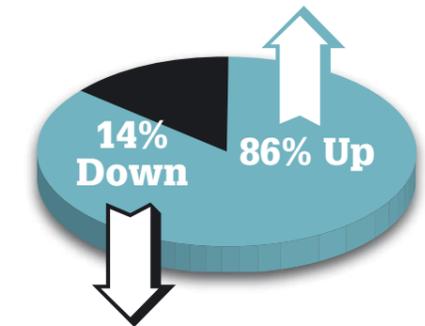
#### What would you say most influences your customers' centrefire rifle-buying decisions?

- Price – 75%
- Brand – 15%
- Performance – 10%

### Gun Shops



Are your overall sales up or down on last month?



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

The signs are there that the double-dip recession is beginning to bite once more in the tackle trade. Despite the majority of dealers questioned reporting footfall and overall sales being up, those admitting good profits is down, especially on last month. The early sunshine and hosepipe bans lulled us into a false sense of security and the weather ever since has left rivers and lakes in flood and cut anglers on the banks.

Mail-order and website sales are still on the rise – does this mean that anglers have been sitting at home and buying rather than visiting tackle shops? However, the resilient lot that they are, most dealers are still hopeful that next month's sales will improve – presumably as long as the weather does! Looking at country-clothing sales in tackle shops, despite all that wet weather around, clothing sales

continue to be hit hard – more than two thirds of respondents have seen sales drop and expect that to continue. With clothing being such a seasonal market it is perhaps to be expected – especially given that we have had anything but seasonal conditions. We can only hope the early June bank holiday and the advent of summer get more people picking up their rods.

This month our survey concentrates on the sale of centrefire rifles. As always, the battle between the best-selling brands was tight and there were several others just behind the top three. Hopefully the information on calibres sold, prices paid and the seasonality of sales will help retailers looking to increase their presence in this market sector. It was also of note that around 40 per cent of our

responding dealers sold second-hand rifles. Perhaps unsurprisingly – as with many of our surveys – price is the most influential factor on buying decisions, with brand and performance low down the list. Gun shops have seen sales rise this month – two thirds of respondents are positive – while 86 per cent say that next month will be even better. Compared with fishing clothing, country outfits on the

gun side have done well via mail order and the internet. Perhaps it's all the rain gear clay and pigeon shooters have needed this past month. But, with the promise of warmer – and drier – times to come, around 62 per cent of retailers are not expecting shooters to continue stocking up on clothing. That will have to wait until later in the year, as things hot up for the game shooting season.

### Country-clothing sales in tackle shops?



### Country-clothing sales in gun shops?

