

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 T&G is keen

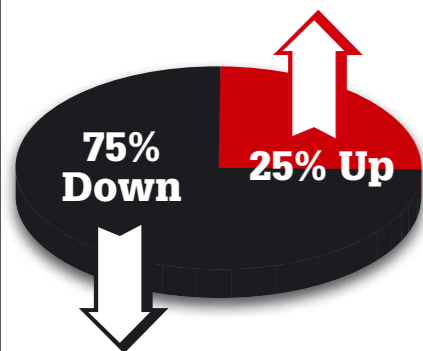
to provide as accurate a snapshot as possible about the state of the industry right now. This issue we have asked for more detailed information from shooting retailers on the sales of pre-charged pneumatic (PCP) airguns, which certainly makes interesting reading. Here are this month's results...

Champagne winners

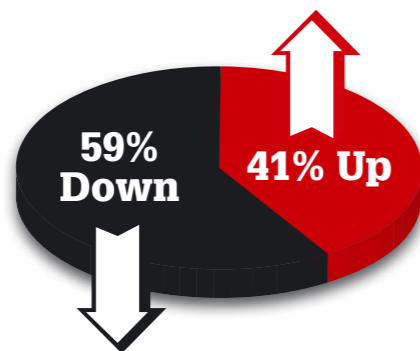
As always, we drew one shooting and one fishing retailer from last month's respondents to win a bottle of bubbly each. Congratulations to **Barnsley Angling** and **Stephen J Fawcett**. The champers is on its way to you...



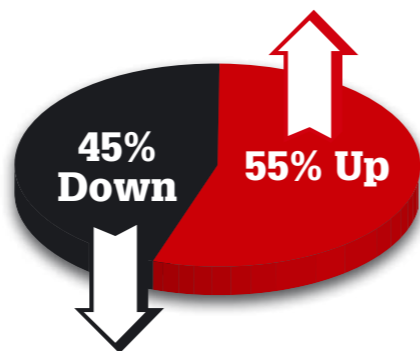
Tackle Shops



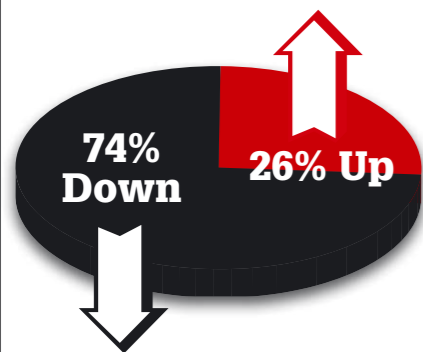
Is footfall up or down on last month?



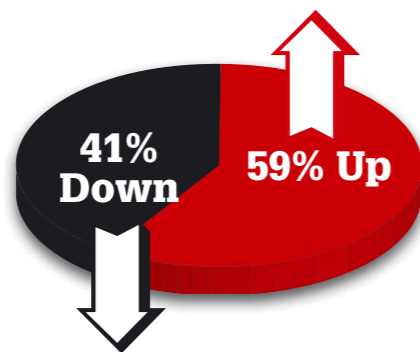
Is your profit up or down on this time last year?



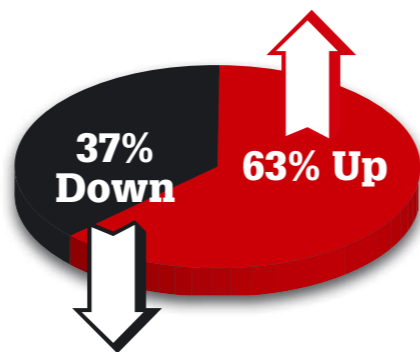
If you sell tackle via your website, are your tackle internet sales up or down on last month?



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?

What has happened to our customers? Did they all desert us last month? It certainly appears so, with 75 per cent of shops replying to our survey suggesting footfall was down at the start of the year.

Sales dropped, too - 74 per cent seeing them reduced - did anyone have a January sale in the tackle trade?

Overall, profit was down significantly - 59 per cent of respondents said that this was down last month.

However, those who sell over the internet and via mail order have seen more increases in sales once more, which is an interesting comment on the difference between High Street retailers and those using catalogues or websites.

Perhaps the most pleasing news for dealers as we head into March and the prospects of spring in the air, is that 63 per cent of those who replied genuinely felt that next month's sales would be up.

In clothing, the picture is less bright. Whether you sell via mail order or the internet, few people seem to be buying country-style garments.

Maybe everyone is expecting warmer weather very soon or they have had some terrific Christmas presents!

Country-clothing dealers are concerned about next month, although expectancy is a little higher than the previous month.

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?

Pre-Charged Pneumatic Airguns

This month we asked 456 gun shops about the sale of pre-charged pneumatic (PCP) airguns. Here's what we learnt from the respondents...

What are your top-three best-selling PCP airgun brands?

1. Air Arms
2. BSA
3. Weibrauch

What percentage (on average) of sales involve part-exchange?

20%

What percentage (on average) of PCP airgun sales are:

- New? 72%
- Second-hand? 28%

What percentage (on average) of sales are:

- .177 calibre? 22%
- .22 calibre? 78%

Do your customers mainly shoot:

- Vermin/live quarry? 88%
- Targets? 12%

What is the typical age of your PCP airgun buyer?

- 18-24 - 0%
- 25-30 - 33%
- 31-35 - 12%
- 36-40 - 36%
- 41-45 - 18%
- 46-50 - 0%
- Over 51 - 0%

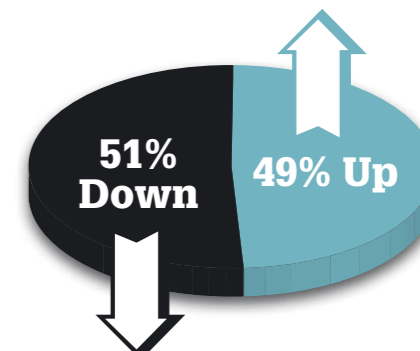
What is the AVERAGE price paid for a new PCP airgun?

- Under £200 - 3%
- £201-£300 - 8%
- £301-£500 - 54%
- £501+ - 35%

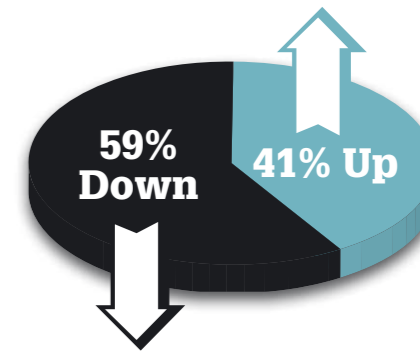
What would you say most influences your customers' gun-buying decisions?

- Brand - 28%
- Performance - 13%
- Price - 56%
- Warranty - 3%

Gun Shops



Is footfall up or down on last month?



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

What a great picture of buyers of PCP airguns we have been building this issue, thanks to our retailers.

The top-three best-selling brands are perhaps little surprise but the prices paid make interesting reading - the average price is somewhere between £300 and £500, yet more than a third of people pay over £500 for their PCP.

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

buyers selected their airguns on the basis of price, with the brand name being the second-most-important factor, followed by performance.

Last month gun dealers had to put up with a reduction in footfall, with just over half saying it was down on Christmas levels - which is probably only to be expected though.

And they expect next month to be slower still, said 59 per cent of our retail trade.

Meanwhile, our shooting-clothing sellers have been hit by the end of the season and one eye on spring - just 11 per cent saw mail-order sales rise while only 15 per cent of internet sellers saw increases.

A significant percentage of our dealers questioned also had little confidence in the next month either, with 58 per cent believing that overall country-clothing sales would be down.

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?