

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

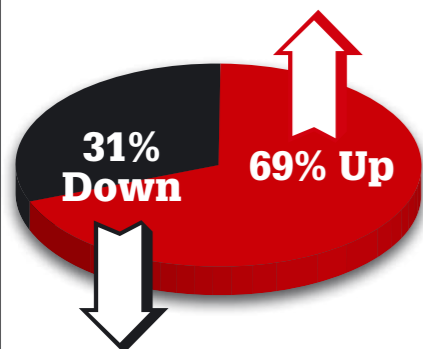
to provide as accurate a snapshot as possible about the state of the industry right now. This issue we have asked for more detailed information from shooting retailers on their knife sales, which has produced some extremely interesting information for you. Here are this month's results...

Champagne winners

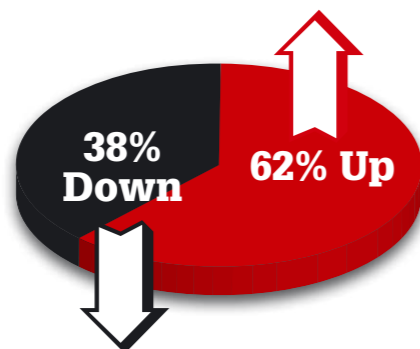
As always, we drew one shooting and one fishing retailer from last month's respondents to win a bottle of bubbly each. Congratulations to **Dolphin Angling Centre**, and **Godiva Guns**. The champs is on its way to you...



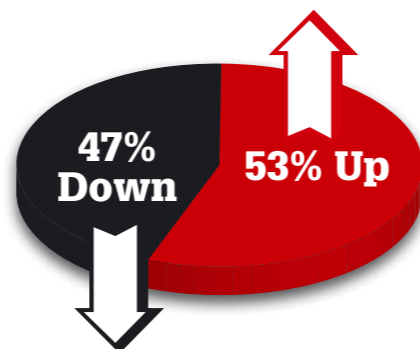
Tackle Shops



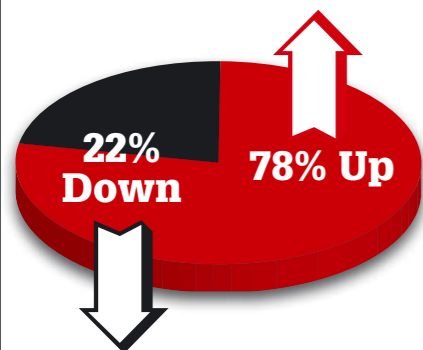
Is footfall up or down on last month?



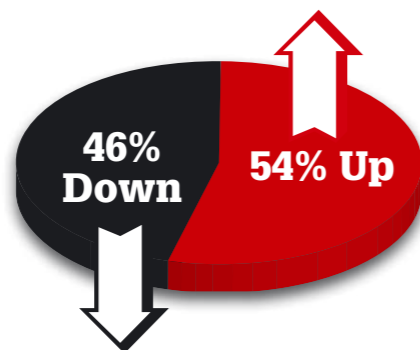
Is your profit up or down on this time last year?



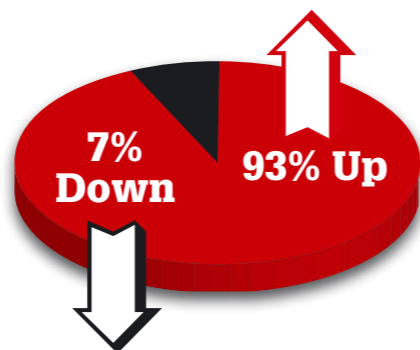
If you sell tackle via your website, are your tackle internet sales up or down on last month?



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?

There's more good news for tackle shops this month, as footfall continues to increase and, more importantly, those turning up are spending money, boosting sales and profits. The unseasonably warm March with plenty of sunshine obviously encouraged more anglers out on the bank, delighting retailers from the southwest of England to the tip of Scotland, which saw record temperatures to boot. Whether you sold tackle through a retail outlet, via mail

order or on the internet, it appears that everyone was benefiting from the weather conditions.

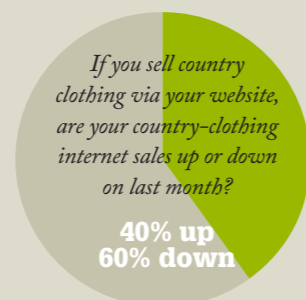
And, coupled with new tackle licences, our survey has seen increased confidence among retailers too - a staggering 93 per cent of respondents believe that next month's tackle sales will be up.

Looking at country-clothing sales in tackle shops, what becomes clear is that the warm weather has played havoc

with both mail-order and internet purchases - 67 per cent down and 60 per cent down respectively, considerably more than last month.

That said, you would be forgiven for thinking that the prospects of further warm conditions would dampen the spirits of clothing retailers, but not a bit of it on the fishing side - more than two thirds of respondents (69 per cent) are looking forward to improved sales next month.

Country-clothing sales in tackle shops?



Knives

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

Who are your top-three best-selling knife suppliers?

1. Whitby & Co
2. Jack Pyke/Ibatchreed
3. Casstrom

What time of year are most of your knife sales?

- All year - 55%
- Spring - 3%
- Summer - 6%
- Autumn - 13%
- Winter - 23%

Type of knives sold:

- Fixed blade 27%
- Pocket knife 22%
- Folding blade 50%
- Multi-tool 22%
- Specialist 17%

What is the AVERAGE price paid for a knife?

- Less than £10 - 8%
- £10-£25 - 72%
- £26-£50 - 17%
- £51-£100 - 3%

Number of brands stocked:

- Up to 3 - 27%
- 4-9 - 54%
- More than 10 - 18%
- None - 1%

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

- Price - 57%
- Brand - 23%
- Performance - 20%

This month our survey concentrates on knife sales and it has been interesting to see who our top suppliers are. We should point out that it was very tight at the top, with several other suppliers, such as Edgar Bros and Gerber, narrowly missing out on third place.

It seems that many brands and types of knife are stocked by most shops, hence the unusual figures in the second section on types sold.

It is heartening to see that sales for most knives are year round and that prices are generally between £10 and £25, with price being the key factor influencing the majority of purchases (57 per cent).

On the country-clothing side, the rise in temperatures and the continued 'close season' has seen mail-order sales down somewhat, with a significant number of internet sellers finding it tough - three quarters of those replying.

Clothing shops are expecting an upturn as we head towards the spring and early summer, though.

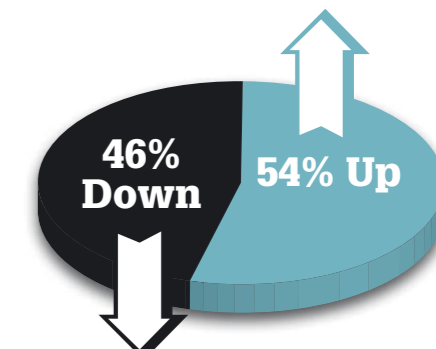
For general gun shops, things are looking up with a slight majority expressing happiness with their sales.

That is also mirrored in the expectations of sales for next month, with 89 per cent of shops who replied keeping their fingers crossed that April will have delivered much better sales figures all round.

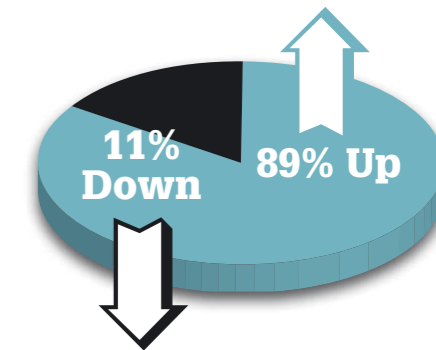
Country-clothing sales in gun shops?



Gun Shops



Are your overall sales up or down on last month?



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