

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 asked for more detailed information from retailers on the sales of spring-powered airguns, which certainly make interesting reading.

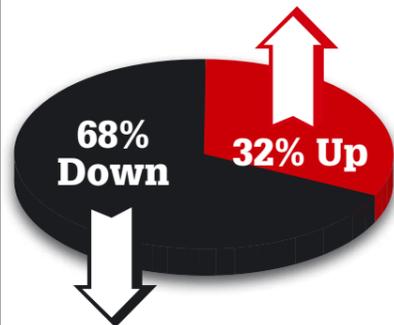
Here are this month's results...

Champagne winners

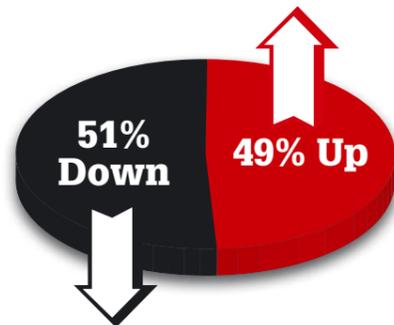
As always, we drew one shooting and one fishing retailer from last month's respondents to win a bottle of bubbly. Congratulations to **Banks And Burr** and **Burgh Gun Shop**. The champers is on its way to you...



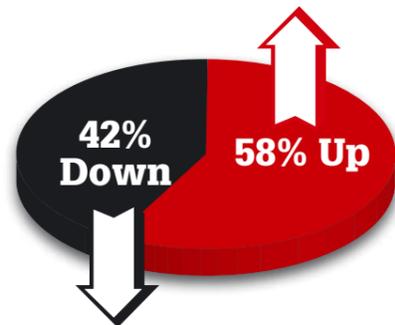
Tackle Shops



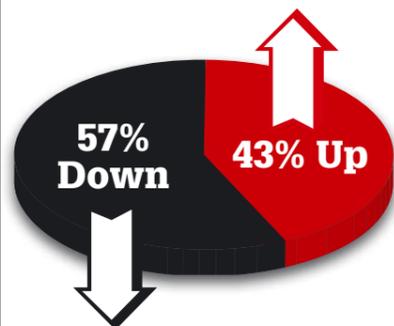
Is footfall up or down on last month?



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



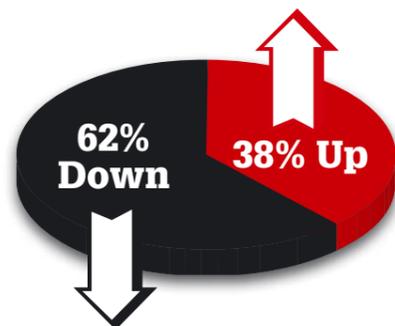
If you sell tackle via your website, are your tackle internet sales up or down on last month?



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?

Are things finally starting to improve in our tackle shops, with more customers crossing the thresholds? That's the feeling of some of the 617 retailers whose views we asked for. Although figures are still not great, the number of people going into shops is better than it has been for several months.

Overall sales have strengthened too... just 57 per cent of respondents saying their overall sales are down,

compared with 77 per cent before Christmas. For the first time in several months, a majority of internet and mail-order sellers reported increased sales.

Worryingly, though, more tackle dealers are expecting a drop in sales through the first part of 2012.

On the country-clothing front, it seems that anglers have been busy buying during Christmas and New Year, especially over the internet.

Retailers again reported much stronger sales in this sector, for the second month running.

Again, though, retailers are still not optimistic, going forward, and probably need some bad weather to encourage additional buyers.

At present, 60 per cent of tackle retailers selling clothing are predicting a downward spiral in sales next month.

Country clothing sales in tackle shops?



Spring-Powered Airguns

This month we asked 456 gun shops for information on the sale of spring-powered airguns. Here's what we learnt from the respondents...

What are your top-three-selling spring-powered airgun brands?

1. SMK/Sportsmarketing
2. BSA
3. Crosman

What is the typical age of your spring-powered airgun buyer?

- 18-24 - 22%
- 25-30 - 47%
- 31-35 - 9%
- 36-40 - 13%
- 41-45 - 0%
- 46-50 - 9%
- Over 51 - 0%

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

20%

What percentage (on average) of spring-powered airgun sales are:

- New? 75%
- Second-hand? 25%

What is the AVERAGE price paid for a new spring-powered airgun?

- Under £100 - 8.5%
- £101-£150 - 33%
- £151-£200 - 50%
- £201+ - 8.5%

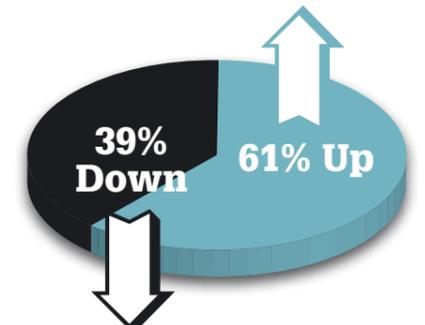
What percentage (on average) of sales are:

- .177 calibre? 25%
- .22 calibre? 75%

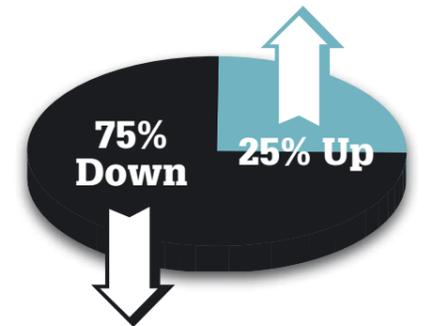
What would you say most influences your customers' gun-buying decisions?

- Price - 85%
- Performance - 15%

Gun Shops



Is footfall up or down on last month?



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

There were some interesting results in our survey of retailers on the sales of spring-powered air rifles.

The top three best-selling brands are perhaps little surprise but the percentage of people plumping for .22 calibre over .177 certainly makes for intriguing reading.

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

most handing over between £100 and £150 for their new purchase.

Although dealers reported strong footfall again in December and early January - no doubt helped by Christmas - only a quarter are expecting next month's sales to grow.

Meanwhile, our shooting-clothing sellers have been hit by mild weather, the back-end of the shooting season

and various other factors. The upshot is that mail-order sales are split equally between those doing well and those seeing less return.

The biggest concern in this sector is a massive drop from 86 per cent to 28 per cent in increased sales over the internet, while - just as worrying - only 30 per cent of respondents are looking forward to sales growth in the coming month, compared with 59 per cent last time.

Country clothing sales in gun shops?

