

# 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 footwear, which should provide a fascinating insight into brands and add-on sales.

Here are this month's results...

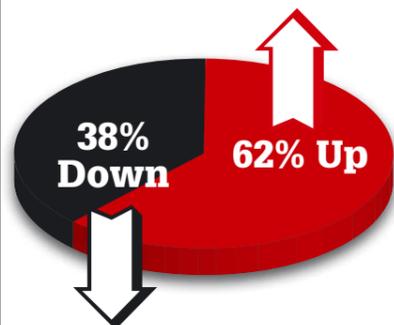
## Champagne winners

As always, we drew one shooting and one fishing retailer from last month's respondents to win a bottle of bubbly each.

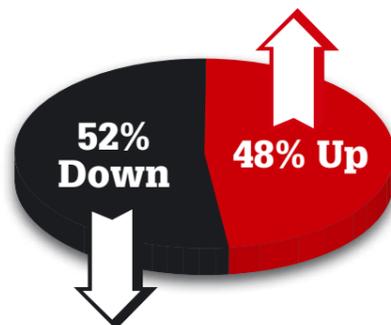
Congratulations to **Harbour Lights** and **Ian Hodge Shooting/Fieldsports**. The champers is on its way to you...



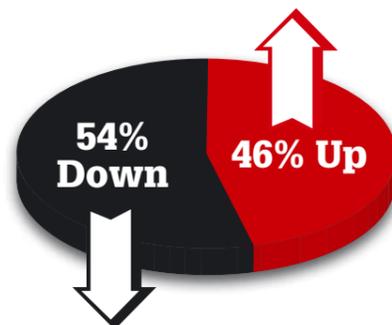
## Tackle Shops



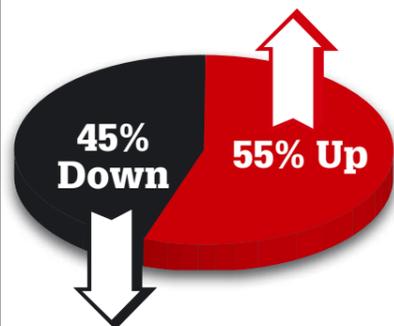
Is footfall up or down on last month?



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



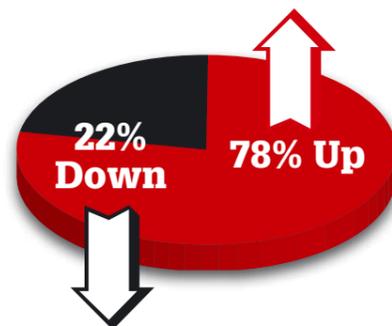
If you sell tackle via your website, are your tackle internet sales up or down on last month?



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?

Despite the continued wet weather (resulting in many game fair cancellations), anglers have still been venturing out, either to the banks or to shops, encouraged by the few days of heat in mid-July.

A majority of stores still say footfall was up - clearly the European Football Championships and Wimbledon failed to dampen enthusiasm - and one can only hope the Olympics have a similar negligible effect.

Tackle sales are steady via mail order while website sales are slightly down. Thankfully, the overall mood is confident, too, with 78 per cent of respondents looking forward to a healthier month to come.

Country-clothing retailers, though, are still feeling depressed and sales figures are as poor as last month (varying on website and mail-order sales by just a couple of percentage points).

One can only presume most of what is being sold is protective clothing to keep anglers dry during days that seem to have as many heavy showers as sunny spells.

Last month, those replying to the survey were, by a slight majority (51 per cent to 49 per cent), looking forward to the rest of the summer, yet that has now reduced to just 21 per cent of clothing sellers feeling confident.

## 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?

## Footwear

This month we asked 456 gun shops a series of questions regarding their sales of Wellingtons and field boots. Here's what we learnt...

### What are your top-three best-selling Wellington boot brands?

1. Le Chameau
2. Aigle
3. Hunter

### What are your top-three best-selling field boot brands?

1. Le Chameau
2. Jack Pyke
3. Danner

### How many Wellington boot brands do you stock?

- Only 1 - 25%
- 2-4 - 69%
- 5 or more - 6%

### How many field boot brands do you stock?

- Only 1 - 23%
- 2-4 - 72%
- 5 or more - 5%

### Do you sell more Wellingtons or field boots?

- Wellingtons - 85%
- Field boots - 15%

### What is the AVERAGE price paid for a pair of Wellington boots?

- Less than £50 - 8%
- £51-£100 - 42%
- £101-£200 - 42%
- £201-£300 - 8%

### What is the AVERAGE price paid for a pair of field boots?

- Less than £50 - 6%
- £51-£100 - 6%
- £101-£200 - 48%
- £201-£300 - 40%

### Do you sell boot-care items at the same time?

- Yes - 93%
- No - 7%

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

- Performance - 44%
- Price - 21%
- Features - 21%
- Brand - 14%

This month's survey is on footwear and we have looked at both Wellingtons (taking 85 per cent of the market from respondents) and field boots to give you an idea of what you should be stocking and at what price points.

The names at the top may not necessarily surprise you but the interesting revelation may be that performance ranks higher than price, which is actually tied on buying-decision influence with features.

There's a moral there somewhere.

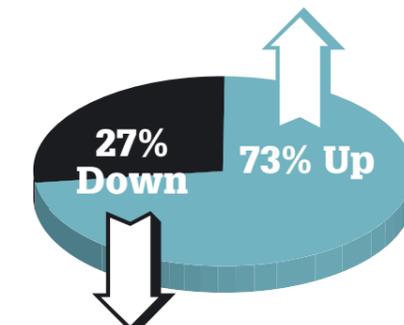
With the game season looming at the time of writing, retailers are already seeing strong sales (73 per cent say they are up), with 79 per cent expecting a terrific lead-up to the glorious 12th (or 13th this year).

Whether our Olympic shooting success boosts these figures further remains to be seen, although our gun-clothing dealers are having - and continue to expect - a

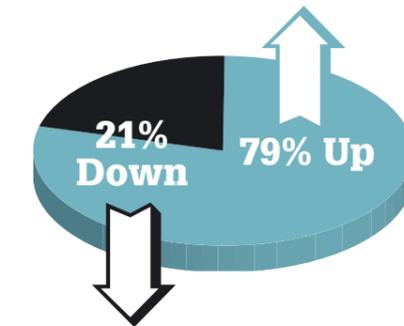
poor time ahead. We can assume, though, that waterproofs and boots have done well in the current weather conditions.

We are sure that game fair cancellations have hit sales hard but the pop-up fairs that replaced them have obviously turned over some stock and helped keep the tills ringing, with overall sales of shooting gear up, according to almost three-quarters of those who replied.

## Gun Shops



Are your overall sales up or down on last month?



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