

## Monthly Hunting & Shooting Sports Trends

### 2008 Annual Report

Results of the HunterSurvey.com<sup>®</sup> and  
TargetShootingSurvey.com<sup>®</sup> Online Consumer Panel Survey



Produced by:

**Southwick Associates, Inc.**

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## Introduction and Background

This report presents the results of the monthly HunterSurvey.com<sup>®</sup> Online Consumer Panel Survey for firearms. The panel, composed of hunters and target shooters across the U.S. who volunteered to participate, tracks monthly changes in hunting and shooting sports participation and related sales.

To overcome biases common to online surveys, end results are weighted to reflect the true population of hunters and shooters across the U.S. The weighting process is conducted each month to ensure each survey reflects the general hunting and shooting population as accurately as possible.

Southwick Associates, Inc. expects that a portion of the handgun market is not included in these results. Specifically, people who buy handguns primarily for personal protection and not for recreational purposes are likely less inclined to participate in the survey. Based on government firearms manufacturing data, approximately 30 percent of the handgun market might not be included in the results presented here.

The survey is conducted monthly to reduce "recall error". Recall error is when respondents have a difficult time remembering purchases, especially low-cost, frequently purchased items, made previously.

Sample sizes, or the number of respondents to each question, is reported after every topic in the report. "N = ..." indicates the sample size.

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## Summary of Survey Respondents

| Age of respondent          |               |                  |               |
|----------------------------|---------------|------------------|---------------|
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Under 18                   | 1.40%         | 1.60%            | 1.60%         |
| 18 to 24                   | 3.70%         | 3.20%            | 3.30%         |
| 25 to 34                   | 22.30%        | 22.80%           | 23.00%        |
| 35 to 44                   | 24.80%        | 24.70%           | 24.40%        |
| 45 to 54                   | 23.10%        | 23.10%           | 23.10%        |
| 55 to 64                   | 14.90%        | 14.90%           | 14.90%        |
| 65 and older               | 9.40%         | 9.30%            | 9.30%         |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Household income           |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Less than \$10,000         | 3.00%         | 3.10%            | 3.90%         |
| \$10,000 to \$19,999       | 3.40%         | 3.20%            | 2.50%         |
| \$20,000 to \$29,999       | 7.80%         | 7.70%            | 7.80%         |
| \$30,000 to \$39,999       | 12.00%        | 12.00%           | 11.90%        |
| \$40,000 to \$49,999       | 9.70%         | 9.70%            | 9.60%         |
| \$50,000 to \$74,999       | 22.20%        | 22.10%           | 22.20%        |
| \$75,000 to \$99,999       | 13.10%        | 13.30%           | 13.90%        |
| Over \$100,000             | 15.90%        | 15.90%           | 15.90%        |
| Unreported                 | 12.40%        | 12.50%           | 11.90%        |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Education level            |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| 11 years or less           | 3.00%         | 3.30%            | 2.40%         |
| 12 years                   | 21.70%        | 21.40%           | 19.80%        |
| 1-3 years of college       | 35.40%        | 35.00%           | 33.20%        |
| 4 or more years of college | 39.80%        | 40.00%           | 43.60%        |
| Total                      | 100.00%       | 100.00%          | 100.00%       |

N = 2166

N = 24206

N = 1894

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Did you hunt this past month?

|       | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-------|---------------|------------------|---------------|
| No    | 32.80%        | 68.50%           | 34.20%        |
| Yes   | 67.10%        | 31.40%           | 65.70%        |
| Total | 100.00%       | 100.00%          | 100.00%       |
|       | N = 2166      | N = 24195        | N = 1893      |

Species sought in the past month by respondents who hunted.

|   | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---|---------------|------------------|---------------|
| Deer  | 78.20%        | 39.80%           | 79.30%        |
| Elk   | 1.30%         | 4.90%            | 1.20%         |
| Turkey                                      | 5.30%         | 8.20%            | 6.10%         |
| Waterfowl (ducks, geese)                    | 18.70%        | 11.90%           | 19.00%        |
| Small game (rabbit squirrel)                | 19.00%        | 18.10%           | 18.70%        |
| Dove  | 3.30%         | 28.60%           | 2.40%         |
| Upland game birds (quail, pheasant, grouse) | 15.60%        | 10.60%           | 20.40%        |
| Predator calling                            | 4.90%         | 3.30%            | na            |
| Varmint                                     | 4.50%         | 7.80%            | na            |
| Coyote                                      | 10.50%        | 8.90%            | na            |
| Prairie Dog                                 | 0.00%         | 1.90%            | na            |
| Any other game                              | 4.70%         | 12.20%           | na            |
| I did not hunt                              | 0.00%         | 0.10%            | 9.00%         |
|   | N = 1481      | N = 8224         | N = 1288      |

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Average days of hunting for each species by respondents who hunted.

|                              | DEC-08   |              | YTD-08   |              | DEC-07   |              |
|------------------------------|----------|--------------|----------|--------------|----------|--------------|
|                              | N        | Average days | N        | Average days | N        | Average days |
| Days hunted deer             | 1203     | 7.2          | 4048     | 5.5          | 1034     | 8.2          |
| Days hunted elk              | 20       | 3.7          | 204      | 8.1          | 13       | 4.9          |
| Days hunted turkey           | 69       | 4.7          | 1459     | 4.2          | 48       | 7.1          |
| Days hunted waterfowl        | 230      | 4.8          | 914      | 3.8          | 218      | 5.8          |
| Days hunted small game       | 262      | 4.4          | 1375     | 4.4          | 218      | 4.2          |
| Days hunted dove             | 48       | 2.8          | 771      | 3.2          | 31       | 2.6          |
| Days hunted upland gamebirds | 227      | 4.3          | 962      | 3.5          | 239      | 4.7          |
| Days hunted other game       | 74       | 5.6          | 733      | 5.5          | 108      | 5            |
|                              | N = 1481 |              | N = 8224 |              | N = 1288 |              |

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## Days of hunting by respondents who hunted DEER

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| none          | 0.00%         | 1.00%            | 0.00%         |
| 1 or 2 days   | 15.20%        | 27.90%           | 12.50%        |
| 3 to 5 days   | 34.20%        | 36.90%           | 31.70%        |
| 6 to 10 days  | 29.20%        | 22.30%           | 26.50%        |
| 11 to 15 days | 13.10%        | 7.20%            | 15.20%        |
| 16 to 20 days | 5.60%         | 3.00%            | 7.50%         |
| over 20 days  | 2.40%         | 1.30%            | 6.30%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 1202      | N = 4057         | N = 1037      |

## Days of hunting by respondents who hunted ELK

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| 1 or 2 days   | 42.60%        | 11.20%           | 24.10%        |
| 3 to 5 days   | 46.70%        | 22.80%           | 44.30%        |
| 6 to 10 days  | 6.10%         | 45.80%           | 27.20%        |
| 11 to 15 days | 1.50%         | 8.00%            | 0.00%         |
| 16 to 20 days | 3.00%         | 5.00%            | 0.00%         |
| over 20 days  | 0.00%         | 6.90%            | 4.10%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 20        | N = 203          | N = 13        |

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## Days of hunting by respondents who hunted TURKEY

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| none          | 0.00%         | 0.00%            | 0.00%         |
| 1 or 2 days   | 48.30%        | 41.00%           | 18.50%        |
| 3 to 5 days   | 23.60%        | 41.10%           | 39.70%        |
| 6 to 10 days  | 18.60%        | 12.00%           | 15.30%        |
| 11 to 15 days | 3.00%         | 2.50%            | 15.10%        |
| 16 to 20 days | 4.00%         | 1.90%            | 10.10%        |
| over 20 days  | 2.30%         | 1.10%            | 1.00%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 69        | N = 1463         | N = 48        |

## Days of hunting by respondents who hunted WATERFOWL (ducks, geese)

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| none          | 0.00%         | 1.90%            | 0.00%         |
| 1 or 2 days   | 31.30%        | 41.40%           | 27.90%        |
| 3 to 5 days   | 42.10%        | 41.90%           | 40.70%        |
| 6 to 10 days  | 18.20%        | 11.40%           | 14.60%        |
| 11 to 15 days | 5.80%         | 2.10%            | 8.90%         |
| 16 to 20 days | 1.70%         | 0.50%            | 5.20%         |
| over 20 days  | 0.60%         | 0.50%            | 2.40%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 230       | N = 916          | N = 219       |

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## Days of hunting by respondents who hunted SMALL GAME (rabbit squirrel)

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| none          | 1.10%         | 0.90%            | 0.00%         |
| 1 or 2 days   | 46.40%        | 37.90%           | 50.20%        |
| 3 to 5 days   | 29.20%        | 35.50%           | 31.30%        |
| 6 to 10 days  | 13.10%        | 20.60%           | 10.60%        |
| 11 to 15 days | 6.90%         | 3.00%            | 2.00%         |
| 16 to 20 days | 2.40%         | 0.40%            | 4.60%         |
| over 20 days  | 0.60%         | 1.30%            | 1.00%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 263       | N = 1375         | N = 221       |

## Days of hunting by respondents who hunted DOVE

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| none          | 0.00%         | 0.10%            | 0.00%         |
| 1 or 2 days   | 67.30%        | 54.30%           | 71.20%        |
| 3 to 5 days   | 20.90%        | 33.70%           | 20.30%        |
| 6 to 10 days  | 11.60%        | 9.90%            | 8.30%         |
| 11 to 15 days | 0.00%         | 1.60%            | 0.00%         |
| 16 to 20 days | 0.00%         | 0.10%            | 0.00%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 48        | N = 775          | N = 31        |

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## Days of hunting by respondents who hunted PRAIRIE DOG

|               | <u>DEC-08</u> | <u>Annual-08</u> |
|---------------|---------------|------------------|
| none          | 0.00%         | 0.10%            |
| 1 or 2 days   | 0.00%         | 45.20%           |
| 3 to 5 days   | 0.00%         | 39.00%           |
| 6 to 10 days  | 100.00%       | 12.50%           |
| 11 to 15 days | 0.00%         | 0.30%            |
| 16 to 20 days | 0.00%         | 2.10%            |
| over 20 days  | 0.00%         | 0.50%            |
| Total         | 100.00%       | 100.00%          |
|               | N = 1         | N = 87           |

## Days of hunting by respondents who hunted UPLAND GAME BIRDS (quail, pheasant, grouse)

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| none          | 0.00%         | 2.90%            | 0.00%         |
| 1 or 2 days   | 43.10%        | 54.40%           | 38.70%        |
| 3 to 5 days   | 34.50%        | 29.30%           | 34.20%        |
| 6 to 10 days  | 13.20%        | 9.20%            | 18.70%        |
| 11 to 15 days | 7.60%         | 1.40%            | 4.60%         |
| 16 to 20 days | 0.90%         | 1.40%            | 2.40%         |
| over 20 days  | 0.40%         | 1.00%            | 1.10%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 227       | N = 966          | N = 240       |

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## Days of hunting by respondents who PREDATOR CALLED

|               | <u>DEC-08</u> | <u>Annual-08</u> |
|---------------|---------------|------------------|
| none          | 0.80%         | 0.00%            |
| 1 or 2 days   | 51.50%        | 40.90%           |
| 3 to 5 days   | 28.80%        | 32.60%           |
| 6 to 10 days  | 13.50%        | 17.50%           |
| 11 to 15 days | 5.30%         | 8.30%            |
| 16 to 20 days | 0.00%         | 0.10%            |
| over 20 days  | 0.00%         | 0.20%            |
| Total         | 100.00%       | 100.00%          |
|               | N = 65        | N = 357          |

## Days of hunting by respondents who hunted VARMINIS

|               | <u>DEC-08</u> | <u>Annual-08</u> |
|---------------|---------------|------------------|
| none          | 6.10%         | 0.00%            |
| 1 or 2 days   | 40.00%        | 35.50%           |
| 3 to 5 days   | 27.70%        | 39.80%           |
| 6 to 10 days  | 15.60%        | 16.40%           |
| 11 to 15 days | 5.10%         | 3.90%            |
| 16 to 20 days | 5.10%         | 2.20%            |
| over 20 days  | 0.00%         | 1.90%            |
| Total         | 100.00%       | 100.00%          |
|               | N = 56        | N = 638          |

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## Days of hunting by respondents who hunted ANY OTHER GAME

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| none          | 1.90%         | 2.40%            | 1.20%         |
| 1 or 2 days   | 30.20%        | 28.20%           | 39.30%        |
| 3 to 5 days   | 33.60%        | 35.10%           | 33.40%        |
| 6 to 10 days  | 19.30%        | 22.50%           | 13.30%        |
| 11 to 15 days | 10.30%        | 8.70%            | 7.40%         |
| 16 to 20 days | 4.00%         | 0.40%            | 2.60%         |
| over 20 days  | 0.40%         | 2.50%            | 2.40%         |
| Total         | 100.00%       | 100.00%          | 100.00%       |
|               | N = 75        | N = 750          | N = 111       |

## Did you target shoot this past month? (of all respondents)

|       | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-------|---------------|------------------|---------------|
| No    | 65.20%        | 50.50%           | 67.30%        |
| Yes   | 34.70%        | 49.40%           | 32.60%        |
| Total | 100.00%       | 100.00%          | 100.00%       |
|       | N = 2166      | N = 24195        | N = 1893      |

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Target shooting activities by respondents who went target shooting.

|   | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---|---------------|------------------|---------------|
| Rifle shooting (plinking, benchrest, tactical, cowboy, etc) | 46.30%        | 41.60%           | 58.10%        |
| Handgun shooting (plinking, silhouette, cowboy, etc)        | 40.40%        | 38.60%           | 33.10%        |
| Bow/Archery   | 18.30%        | 27.70%           | 20.50%        |
| Air rifle   | 6.60%         | 6.20%            | na            |
| Shotgun   | 27.30%        | 26.30%           | na            |
| Sighting rifle or muzzleloader                              | 35.10%        | 26.20%           | na            |
| Other   | 1.50%         | 1.90%            | 5.40%         |
| I did not target shoot                                      | 0.20%         | 0.30%            | na            |
|   | N = 783       | N = 9957         |               |

Type of SHOTGUN TARGET SHOOTING by respondents who went target shooting.

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| Sporting clays  | 26.60%        | 28.90%           | 10.40%        |
| Trap            | 28.90%        | 32.50%           | 14.4%*        |
| Skeet           | 26.10%        | 22.70%           | na            |
| Pattern shotgun | 22.80%        | 19.00%           | na            |
| Other           | 22.40%        | 17.70%           | 5.40%         |
|                 | N = 214       | N = 2619         | N = 583       |

\*includes trap and skeet

Type of COMPETITIVE SHOTGUN TARGET SHOOTING by respondents who went target shooting.

|       | <u>DEC-08</u> | <u>Annual-08</u> |
|-------|---------------|------------------|
| ATA   | 4.60%         | 4.60%            |
| NSSA  | 0.90%         | 1.00%            |
| NSCA  | 2.80%         | 2.90%            |
| Other | 6.00%         | 12.80%           |
| None  | 87.80%        | 79.80%           |
|       | N = 214       | N = 2411         |

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Type of RIFLE TARGET SHOOTING by respondents who went target shooting.

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Benchrest                              | 23.40%        | 24.40%           | 33.30%        |
| NRA high power                         | 0.80%         | 1.90%            | 1.70%         |
| Long range                             | 12.10%        | 12.10%           | 12.60%        |
| Tactical                               | 7.40%         | 6.70%            | 10.00%        |
| Silhouette rimfire                     | 6.30%         | 6.00%            | 9.10%         |
| Silhouette high power                  | 4.40%         | 3.50%            | 4.10%         |
| Silhouette black powder                | 1.60%         | 1.60%            | 1.40%         |
| Cowboy action                          | 3.00%         | 5.00%            | 3.50%         |
| Sighting rifle/Pattern shotgun         | 52.80%        | 47.30%           | na            |
| Plinking/informal target shooting      | 68.50%        | 65.60%           | na            |
| None of these/Other                    | 1.30%         | 1.60%            | 12.00%        |
| I did not engage in any rifle shooting | 0.00%         | 0.20%            | 0.20%         |
|  | N = 363       | N = 4148         | N = 339       |

Type of HANDGUN TARGET SHOOTING by respondents who went target shooting.

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Bullseye                                 | 15.40%        | 14.80%           | 42.40%        |
| IPSC                                     | 1.20%         | 2.70%            | 5.10%         |
| Silhouette rimfire                       | 5.30%         | 4.50%            | 8.80%         |
| Silhouette high power                    | 9.70%         | 8.20%            | 11.90%        |
| Cowboy action                            | 5.60%         | 7.20%            | 6.20%         |
| Plinking/informal target shooting        | 78.20%        | 74.80%           | na            |
| None of these/Other                      | 4.70%         | 5.90%            | 43.00%        |
| I did not engage in any handgun shooting | 0.00%         | 0.00%            | 0.00%         |
|  | N = 317       | N = 3845         | N = 193       |

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Of those who went target shooting, were any target shooting activities competitive?

|                | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------------|---------------|------------------|---------------|
| Not Applicable | 0.60%         | 1.20%            | 0.70%         |
| No             | 86.20%        | 85.20%           | 86.20%        |
| Yes            | 13.00%        | 13.50%           | 12.90%        |
| Total          | 100.00%       | 100.00%          | 100.00%       |
|                | N = 590       | N = 6465         | N = 575       |

Average days of SHOOTING SPORTING CLAYS *per month* by respondents

|               | <u>DEC-08</u> | <u>Avg per month</u><br><u>2008</u> |
|---------------|---------------|-------------------------------------|
| none          | 0.00%         | 0.00%                               |
| 1 or 2 days   | 74.90%        | 62.80%                              |
| 3 to 5 days   | 20.60%        | 26.90%                              |
| 6 to 10 days  | 1.00%         | 5.50%                               |
| 11 to 15 days | 3.20%         | 3.00%                               |
| 16 to 20 days | 0.00%         | 0.90%                               |
| over 20 days  | 0.00%         | 0.60%                               |
| Total         | 100.00%       | 100.00%                             |
|               | N = 57        | N = 758                             |

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Average days of SHOOTING TRAP or SKEET *per month* by respondents

|               | <u>DEC-08</u> | <u>Avg per month</u><br><u>2008</u> | <u>DEC-07</u> |
|---------------|---------------|-------------------------------------|---------------|
| none          | 0.00%         | 0.10%                               | 1.80%         |
| 1 or 2 days   | 56.70%        | 52.30%                              | 60.90%        |
| 3 to 5 days   | 38.60%        | 37.10%                              | 25.30%        |
| 6 to 10 days  | 3.40%         | 8.30%                               | 11.20%        |
| 11 to 15 days | 0.30%         | 0.50%                               | 0.00%         |
| 16 to 20 days | 0.00%         | 0.50%                               | 0.00%         |
| over 20 days  | 0.70%         | 0.90%                               | 0.60%         |
| Total         | 100.00%       | 100.00%                             | 100.00%       |

N = 97

N = 1204

Average days of TARGET SHOOTING WITH A RIFLE OR HANDGUN *per month* by respondents

|               | <u>DEC-08</u> | <u>Avg per month</u><br><u>2008</u> |
|---------------|---------------|-------------------------------------|
| none          | 0.30%         | 0.30%                               |
| 1 or 2 days   | 50.30%        | 57.40%                              |
| 3 to 5 days   | 41.30%        | 30.10%                              |
| 6 to 10 days  | 5.60%         | 9.00%                               |
| 11 to 15 days | 1.00%         | 2.20%                               |
| 16 to 20 days | 0.70%         | 0.60%                               |
| over 20 days  | 0.50%         | 0.10%                               |
| Total         | 100.00%       | 100.00%                             |

N = 487

N = 5854

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Did you purchase any hunting or shooting items?

|       | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-------|---------------|------------------|---------------|
| No    | 40.00%        | 43.80%           | 40.10%        |
| Yes   | 59.90%        | 56.10%           | 59.80%        |
| Total | 100.00%       | 100.00%          | 100.00%       |
|       | N = 2166      | N = 24206        | N = 1894      |

The primary purpose of the purchase was:

|                 | <u>DEC-08</u> | <u>Annual-08</u> |
|-----------------|---------------|------------------|
| Hunting         | 58.90%        | 72.30%           |
| Target shooting | 47.20%        | 43.80%           |
| Self defense    | 39.50%        | 26.30%           |
| Gift            | 18.50%        | 2.90%            |
| Other           | 2.30%         | 2.50%            |
|                 | N = 295       | N = 2044         |

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What survey respondents reported buying:

|   | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---|---------------|------------------|---------------|
| Firearms (incl. muzzleloaders and scopes)                           | 14.90%        | 12.50%           | 12.20%        |
| Ammunition (loaded)   | 30.90%        | 29.90%           | 27.40%        |
| Blackpowder and supplies  | 6.20%         | 5.30%            | 5.70%         |
| Bowhunting or archery   | 7.00%         | 14.70%           | 6.50%         |
| Game calls or decoys  | 7.40%         | 7.50%            | 8.40%         |
| Hand loading equipment (ammunition components, bullets)             | 8.00%         | 7.00%            | 4.60%         |
| Optics (not for mounting or firearms)                               | 4.80%         | 4.30%            | 5.00%         |
| Hunting apparel   | 22.70%        | 17.90%           | 23.50%        |
| Hunting accessories (cases, knives, scents)                         | 17.20%        | 16.30%           | 22.30%        |
| Shooting accessories (cleaning, ear/eye protection, targets, clays) | 13.90%        | 13.90%           | 17.50%        |
| I did not purchase anything   | 1.40%         | 1.40%            | na            |
|   | N = 2166      | N = 24206        | N = 1894      |

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## Respondents who purchased FIREARMS

| Age of respondent          |               |                  |               |
|----------------------------|---------------|------------------|---------------|
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Under 18                   | 0.70%         | 2.40%            | 0.60%         |
| 18 to 24                   | 7.90%         | 3.20%            | 4.10%         |
| 25 to 34                   | 18.40%        | 25.80%           | 29.20%        |
| 35 to 44                   | 23.30%        | 23.50%           | 24.20%        |
| 45 to 54                   | 26.10%        | 25.80%           | 19.90%        |
| 55 to 64                   | 14.70%        | 11.90%           | 17.20%        |
| 65 and older               | 8.60%         | 7.00%            | 4.40%         |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Household income           |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Less than \$10,000         | 1.70%         | 2.50%            | 3.30%         |
| \$10,000 to \$19,999       | 2.30%         | 4.70%            | 0.90%         |
| \$20,000 to \$29,999       | 6.10%         | 5.30%            | 6.40%         |
| \$30,000 to \$39,999       | 8.70%         | 12.20%           | 9.80%         |
| \$40,000 to \$49,999       | 8.40%         | 7.90%            | 8.40%         |
| \$50,000 to \$74,999       | 20.90%        | 19.60%           | 17.20%        |
| \$75,000 to \$99,999       | 17.80%        | 13.60%           | 23.90%        |
| Over \$100,000             | 22.70%        | 18.40%           | 25.60%        |
| Unreported                 | 11.00%        | 15.30%           | 4.10%         |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Education level            |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| 11 years or less           | 1.00%         | 4.30%            | 1.10%         |
| 12 years                   | 19.60%        | 17.20%           | 16.40%        |
| 1-3 years of college       | 34.00%        | 37.10%           | 35.30%        |
| 4 or more years of college | 45.20%        | 41.20%           | 46.90%        |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| N = 295                    |               | N = 2585         | N = 216       |

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Estimated Annual Sales, 2008 (based HunterSurvey and other sources):

|                  |                        |
|------------------|------------------------|
| <b>Firearms:</b> | <b>\$3,093,748,852</b> |
| Rifles           | \$1,028,346,429        |
| Shotguns         | \$518,978,571          |
| Muzzleloaders    | \$185,773,852          |
| Handguns         | \$1,360,650,000        |

Of people who reported buying a FIREARM last month, they purchased:

|                                       | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------------------------------|---------------|------------------|---------------|
| Rifles                                | 38.50%        | 42.80%           | 40.90%        |
| Shotguns                              | 13.20%        | 21.60%           | 21.90%        |
| Muzzleloaders                         | 11.40%        | 8.50%            | 16.50%        |
| Handguns                              | 39.10%        | 24.20%           | 29.90%        |
| Scopes for guns (not spotting scopes) | 29.50%        | 29.30%           | 17.50%        |
| Scope accessories                     | 8.80%         | 13.10%           | 10.50%        |
| Other                                 | 4.00%         | 2.90%            | 3.50%         |
| Not sure                              | 1.20%         | 1.00%            | 0.00%         |
|                                       | N = 295       | N = 2585         | N = 216       |

Type of RIFLES purchased

|                | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------------|---------------|------------------|---------------|
| Bolt action    | 37.60%        | 50.70%           | 35.20%        |
| Lever action   | 3.80%         | 8.70%            | 21.30%        |
| Semi-automatic | 51.40%        | 27.60%           | 30.00%        |
| Break action   | 6.10%         | 10.10%           | 8.60%         |
| Other          | 0.90%         | 2.60%            | 4.60%         |
|                | N = 112       | N = 1065         | N = 87        |

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## Brand of RIFLES purchased

|                    | DEC-08  | Annual-08 | DEC-07 |
|--------------------|---------|-----------|--------|
| Browning           | 7.00%   | 4.40%     | 4.90%  |
| Bushmaster         | 4.30%   | 1.20%     | 2.10%  |
| Kimber             | 0.00%   | 0.40%     | 1.40%  |
| Marlin             | 2.40%   | 4.80%     | 3.40%  |
| Mossberg           | 1.90%   | 3.70%     | na     |
| Remington          | 7.40%   | 18.10%    | 13.80% |
| Ruger              | 14.10%  | 6.10%     | na     |
| Savage             | 6.70%   | 11.70%    | 5.70%  |
| Springfield Armory | 3.80%   | 0.80%     | na     |
| Thompson Center    | 0.30%   | 0.80%     | 3.00%  |
| Weatherby          | 0.30%   | 1.30%     | 0.00%  |
| Winchester         | 3.00%   | 3.80%     | 8.20%  |
| Not sure           | 0.00%   | 3.20%     | 0.00%  |
| Other              | 48.40%  | 39.00%    | 57.00% |
|                    | N = 112 | N = 1065  | N = 87 |

## Average spent on RIFLES purchased

|               | Dec '08       | Annual '08    | Dec '07       |
|---------------|---------------|---------------|---------------|
|               | Average spent | Average spent | Average spent |
| Average spent | \$ 467.07     | \$ 495.31     | \$ 418.85     |
| N             | 92            | 956           | 76            |

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## Cost of RIFLES purchased

|                     | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------------|---------------|------------------|---------------|
| \$0 to \$100        | 7.20%         | 2.40%            | 2.30%         |
| \$100 to \$250      | 21.80%        | 19.40%           | 38.80%        |
| \$250 to \$500      | 25.40%        | 35.70%           | 16.80%        |
| \$500 to \$750      | 24.90%        | 26.90%           | 29.00%        |
| \$750 to \$1,000    | 19.40%        | 11.90%           | 11.70%        |
| \$1,000 to \$2,500  | 0.00%         | 0.00%            | 0.00%         |
| \$2,500 to \$5,000  | 0.00%         | 3.20%            | 1.10%         |
| \$5,000 to \$10,000 | 1.00%         | 0.00%            | 0.00%         |
| over \$10,000       | 0.00%         | 0.00%            | 0.00%         |
|                     | N = 112       | N = 1065         | N = 87        |

## Types of stores where RIFLES were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 4.70%         | 6.40%            | 3.70%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 14.40%        | 14.30%           | 16.80%        |
| General Sporting Goods( The Sports Authority)                | 9.30%         | 6.60%            | 7.90%         |
| Local shop (mom and pop shops)                               | 48.30%        | 45.10%           | 30.10%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 0.40%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 2.30%         | 5.20%            | 14.60%        |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 9.00%         | 11.40%           | 19.60%        |
| Other  | 11.50%        | 10.00%           | 6.90%         |
| Not sure   | 0.00%         | 0.10%            | 0.00%         |
|  | N = 112       | N = 1065         | N = 87        |

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## Type of SHOTGUNS purchased

|                | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------------|---------------|------------------|---------------|
| Pump action    | 32.70%        | 41.00%           | 46.00%        |
| Semi-automatic | 36.40%        | 28.10%           | 26.10%        |
| Break action   | 29.30%        | 26.90%           | 26.60%        |
| Other          | 1.40%         | 3.70%            | 1.10%         |
|                | N = 52        | N = 529          | N = 54        |

## Brand of SHOTGUNS purchased

|                  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------------|---------------|------------------|---------------|
| Benelli          | 20.60%        | 5.30%            | 12.80%        |
| Beretta          | 11.20%        | 2.60%            | 9.90%         |
| Browning         | 9.40%         | 8.50%            | 1.90%         |
| H&R              | 9.50%         | 3.40%            | na            |
| Mossberg         | 11.90%        | 23.10%           | 10.40%        |
| Remington        | 18.80%        | 29.90%           | 28.50%        |
| Rossi            | 5.80%         | 5.90%            | na            |
| Savage (Stevens) | 2.10%         | 1.10%            | na            |
| Stoeger          | 3.00%         | 1.50%            | na            |
| Weatherby        | 0.00%         | 0.00%            | 0.00%         |
| Winchester       | 0.00%         | 3.60%            | 8.20%         |
| Other            | 6.70%         | 12.80%           | 26.00%        |
| Not sure         | 0.40%         | 1.80%            | 2.00%         |
|                  | N = 52        | N = 529          | N = 54        |

## Average spent on SHOTGUNS purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$<br>533.22         | \$<br>530.99         | \$<br>434.79         |
| N             | 40                   | 449                  | 44                   |

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## Cost of SHOTGUNS purchased

|                     | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------------|---------------|------------------|---------------|
| \$0 to \$100        | 6.60%         | 5.50%            | 2.30%         |
| \$100 to \$250      | 9.00%         | 30.20%           | 39.10%        |
| \$250 to \$500      | 57.90%        | 35.20%           | 36.40%        |
| \$500 to \$750      | 18.00%        | 14.60%           | 10.00%        |
| \$750 to \$1,000    | 4.50%         | 10.10%           | 9.90%         |
| \$1,000 to \$2,500  | 0.00%         | 0.00%            | 0.00%         |
| \$2,500 to \$5,000  | 3.80%         | 3.90%            | 2.00%         |
| \$5,000 to \$10,000 | 0.00%         | 0.10%            | 0.00%         |
| over \$10,000       | 0.00%         | 0.00%            | 0.00%         |
|                     | N = 52        | N = 529          | N = 54        |

## Types of stores where SHOTGUNS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 3.90%         | 5.00%            | 11.80%        |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 31.40%        | 27.60%           | 24.30%        |
| General Sporting Goods( The Sports Authority)                | 19.40%        | 3.40%            | 12.40%        |
| Local shop (mom and pop shops)                               | 28.80%        | 27.60%           | 34.50%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 0.00%            | 4.40%         |
| Website (Cabelas, Bass Pro)                                  | 0.00%         | 2.30%            | 0.70%         |
| Gun shows or expos   | 6.60%         | 3.40%            | na            |
| Used   | 8.60%         | 21.30%           | 3.60%         |
| Other  | 0.90%         | 8.90%            | 6.90%         |
| Not sure   | 0.00%         | 0.00%            | 1.10%         |
|  | N = 52        | N = 529          | N = 54        |

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## Brand of MUZZLELOADER purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| CVA             | 31.90%        | 40.80%           | 68.30%        |
| Knight          | 4.40%         | 3.40%            | 0.60%         |
| Thompson Center | 17.10%        | 23.50%           | 20.40%        |
| Lyman           | 0.00%         | 7.90%            | 0.00%         |
| Winchester      | 1.80%         | 0.00%            | 2.00%         |
| Traditions      | 5.20%         | 8.30%            | 3.60%         |
| Not sure        | 0.00%         | 0.10%            | 0.00%         |
| Other           | 39.30%        | 15.60%           | 4.90%         |
|                 | N = 33        | N = 221          | N = 31        |

## Type of MUZZLELOADER purchased

|          | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------|---------------|------------------|---------------|
| Inline   | 83.10%        | 76.00%           | 86.90%        |
| Standard | 16.80%        | 23.90%           | 13.00%        |
|          | N = 33        | N = 221          | N = 31        |

## Average spent on MUZZLELOADERS purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$<br>258.31         | \$<br>283.74         | \$<br>250.14         |
| N             | 33                   | 221                  | 31                   |

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## Cost of MUZZLELOADERS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$25        | 2.40%         | 0.00%            | 0.00%         |
| \$25.01-\$50    | 0.00%         | 0.00%            | 0.00%         |
| \$50.01-\$100   | 3.30%         | 3.50%            | 1.10%         |
| \$100.01-\$200  | 46.70%        | 37.40%           | 36.70%        |
| \$200.01-\$400  | 33.60%        | 42.90%           | 58.10%        |
| \$400.01-\$600  | 7.30%         | 9.60%            | 3.90%         |
| \$600.01-\$800  | 2.90%         | 1.30%            | 0.00%         |
| \$800.01-\$1000 | 3.50%         | 3.40%            | 0.00%         |
| over \$1000     | 0.00%         | 1.30%            | 0.00%         |
|                 | N = 33        | N = 221          | N = 31        |

## Types of stores where MUZZLELOADERS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 15.70%        | 18.60%           | 7.50%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 50.00%        | 12.50%           | 42.70%        |
| General Sporting Goods( The Sports Authority)                | 4.70%         | 5.30%            | 6.30%         |
| Local shop (mom and pop shops)                               | 11.10%        | 28.70%           | 35.60%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 8.10%         | 3.50%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 0.00%         | 3.00%            | 3.50%         |
| Gun shows or expos   | 0.50%         | 3.00%            | na            |
| Used   | 4.90%         | 14.90%           | 1.80%         |
| Other  | 4.60%         | 10.10%           | 2.30%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 33        | N = 221          | N = 31        |

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## Type of HANDGUNS purchased

|                | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------------|---------------|------------------|---------------|
| Semi-automatic | 72.50%        | 67.40%           | 76.70%        |
| Revolver       | 26.60%        | 29.90%           | 22.30%        |
| Break action   | 0.70%         | 2.10%            | 0.90%         |
| Other          | 0.00%         | 0.40%            | 0.00%         |
|                | N = 102       | N = 802          | N = 42        |

## Brand of HANDGUNS purchased

|                      | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------------------|---------------|------------------|---------------|
| Beretta              | 3.00%         | 3.60%            | 0.00%         |
| Browning             | 0.00%         | 1.00%            | na            |
| Colt                 | 2.50%         | 2.60%            | na            |
| CZ                   | 0.00%         | 0.40%            | 0.00%         |
| Glock                | 3.10%         | 5.40%            | 6.80%         |
| Heckler & Koch (H&K) | 0.90%         | 0.00%            | 0.00%         |
| Kimber               | 1.40%         | 4.50%            | 0.00%         |
| North American Arms  | 0.20%         | 0.00%            | 2.40%         |
| SIG Arms             | 3.80%         | 6.90%            | 1.50%         |
| Smith & Wesson       | 25.30%        | 18.40%           | 38.80%        |
| Springfield          | 9.20%         | 5.20%            | 10.70%        |
| Sturm, Ruger         | 10.40%        | 15.40%           | 12.20%        |
| Taurus               | 16.70%        | 10.70%           | 0.50%         |
| Thompson Center      | 0.00%         | 0.10%            | 0.00%         |
| Other                | 22.90%        | 24.90%           | 26.70%        |
| Not sure             | 0.00%         | 0.00%            | 0.00%         |
|                      | N = 102       | N = 802          | N = 42        |

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## Average spent on HANDGUNS purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 480.67        | 398.60        | 401.08        |
| N             | 102           | 800           | 42            |

## Cost of HANDGUNS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$25        | 0.00%         | 0.00%            | 0.00%         |
| \$25.01-\$50    | 0.00%         | 3.40%            | 0.00%         |
| \$50.01-\$100   | 0.00%         | 1.50%            | 0.00%         |
| \$100.01-\$200  | 3.30%         | 7.40%            | 2.00%         |
| \$200.01-\$400  | 30.00%        | 44.30%           | 60.30%        |
| \$400.01-\$600  | 43.90%        | 26.20%           | 24.10%        |
| \$600.01-\$800  | 12.30%        | 5.50%            | 7.40%         |
| \$800.01-\$1000 | 3.50%         | 3.60%            | 2.00%         |
| over \$1000     | 6.70%         | 7.80%            | 3.80%         |
|                 | N = 102       | N = 802          | N = 42        |

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Types of stores where HANDGUNS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 0.00%         | 0.00%            | 0.00%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 15.30%        | 24.10%           | 30.40%        |
| General Sporting Goods( The Sports Authority)                | 1.70%         | 2.30%            | 1.00%         |
| Local shop (mom and pop shops)                               | 60.90%        | 34.60%           | 51.60%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 0.00%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 2.10%         | 1.80%            | 0.00%         |
| Gun shows or expos   | 5.80%         | 11.90%           | na            |
| Used   | 10.30%        | 14.10%           | 9.30%         |
| Other  | 3.60%         | 10.40%           | 7.50%         |
| Not sure   | 0.00%         | 0.40%            | 0.00%         |
|  | N = 102       | N = 802          | N = 42        |

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## Respondents who purchased AMMUNITION

| Age of respondent          |               |                  |               |
|----------------------------|---------------|------------------|---------------|
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Under 18                   | 2.00%         | 2.00%            | 2.90%         |
| 18 to 24                   | 6.50%         | 4.60%            | 3.70%         |
| 25 to 34                   | 19.60%        | 23.80%           | 28.40%        |
| 35 to 44                   | 22.60%        | 22.10%           | 24.50%        |
| 45 to 54                   | 24.60%        | 25.10%           | 20.00%        |
| 55 to 64                   | 16.30%        | 15.10%           | 12.30%        |
| 65 and older               | 8.00%         | 6.80%            | 7.80%         |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Household income           |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Less than \$10,000         | 2.80%         | 3.50%            | 3.60%         |
| \$10,000 to \$19,999       | 2.60%         | 2.70%            | 1.70%         |
| \$20,000 to \$29,999       | 8.30%         | 6.60%            | 6.20%         |
| \$30,000 to \$39,999       | 11.10%        | 12.00%           | 13.20%        |
| \$40,000 to \$49,999       | 9.40%         | 9.30%            | 8.40%         |
| \$50,000 to \$74,999       | 22.10%        | 21.00%           | 17.60%        |
| \$75,000 to \$99,999       | 15.00%        | 16.30%           | 17.10%        |
| Over \$100,000             | 17.40%        | 16.90%           | 22.90%        |
| Unreported                 | 10.80%        | 11.20%           | 8.90%         |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Education level            |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| 11 years or less           | 4.10%         | 3.30%            | 3.60%         |
| 12 years                   | 18.20%        | 19.00%           | 15.00%        |
| 1-3 years of college       | 36.40%        | 35.20%           | 35.00%        |
| 4 or more years of college | 41.10%        | 42.40%           | 45.60%        |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
|                            | N = 665       | N = 6290         | N = 471       |

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Estimated Annual Sales, 2008 (based HunterSurvey and other sources)

|                    |                        |
|--------------------|------------------------|
| <b>Ammunition:</b> | <b>\$1,380,400,000</b> |
| Rifle ammunition   | \$517,650,000          |
| Shotgun ammunition | \$479,305,556          |
| Handgun ammunition | \$383,444,444          |

Of people who reported buying AMMUNITION last month, they purchased:

|                    | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--------------------|---------------|------------------|---------------|
| Rifle ammunition   | 51.60%        | 50.10%           | 44.20%        |
| Shotgun ammunition | 47.40%        | 52.50%           | 53.20%        |
| Handgun ammunition | 32.70%        | 30.70%           | 25.90%        |
| Other ammunition   | 1.70%         | 2.20%            | 2.50%         |
|                    | N = 665       | N = 6290         | N = 471       |

Brand of RIFLE AMMUNITION purchased

|   | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---|---------------|------------------|---------------|
| American Eagle                              | 2.20%         | 1.10%            | na            |
| Aquila                                      | 0.30%         | 0.20%            | na            |
| Black Hills                                 | 2.20%         | 1.30%            | 0.40%         |
| CCI   | 0.00%         | 0.00%            | 0.00%         |
| Eley  | 0.00%         | 0.20%            | na            |
| Federal (including Fusion)                  | 21.30%        | 24.30%           | 19.30%        |
| Hornady                                     | 11.70%        | 9.90%            | 15.30%        |
| Lapua                                       | 0.00%         | 0.00%            | na            |
| PMC   | 1.40%         | 1.60%            | 10.00%        |
| Remington                                   | 29.10%        | 29.90%           | 24.00%        |
| RWS   | 0.30%         | 0.00%            | na            |
| SK  | 0.00%         | 0.00%            | na            |
| Winchester (including SuperX, Supreme, USA) | 21.80%        | 23.10%           | 26.50%        |
| Wolf  | 0.00%         | 0.00%            | 0.00%         |
| Other                                       | 7.70%         | 6.40%            | 11.40%        |
| Not sure                                    | 1.40%         | 1.30%            | 2.60%         |

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N = 346                      N = 3043                      N = 210

|   |    |
|---|----|
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## Type of RIFLE AMMUNITION purchased

|            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------|---------------|------------------|---------------|
| Centerfire | 78.30%        | 75.40%           | 74.70%        |
| Rimfire    | 20.40%        | 23.00%           | 19.50%        |
| Other      | 1.10%         | 1.40%            | 5.60%         |
|            | N = 346       | N = 3043         | N = 210       |

## Caliber of RIFLE AMMUNITION purchased

|                     | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------------|---------------|------------------|---------------|
| .17 cal             | 1.00%         | 1.80%            | 3.90%         |
| .22 cal             | 18.30%        | 18.40%           | 17.50%        |
| .223 cal            | 12.80%        | 10.80%           | 9.70%         |
| .243 cal            | 6.30%         | 6.60%            | 5.50%         |
| .270 Remington      | 9.40%         | 9.60%            | 6.90%         |
| .30 cal             | 2.10%         | 2.20%            | 2.90%         |
| .300 cal            | 3.90%         | 6.60%            | 5.10%         |
| .308 cal            | 8.70%         | 5.50%            | 4.70%         |
| .30-.30 cal         | 4.50%         | 5.50%            | 4.10%         |
| .30-.06 Springfield | 13.60%        | 12.00%           | 15.40%        |
| 7 mm                | 3.50%         | 6.00%            | 6.10%         |
| other               | 14.90%        | 14.10%           | 15.70%        |
| not sure            | 0.40%         | 0.20%            | 1.90%         |
|                     | N = 346       | N = 3043         | N = 210       |

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## Types of stores where RIFLE AMMUNITION was purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 29.70%        | 25.60%           | 19.40%        |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 25.70%        | 32.00%           | 30.80%        |
| General Sporting Goods( The Sports Authority)                      | 12.50%        | 7.30%            | 9.20%         |
| Local shop (mom and pop shops)                                     | 21.10%        | 25.00%           | 29.70%        |
| Printed Catalog (Bass Pro and Cabelas)                             | 0.80%         | 1.00%            | 0.10%         |
| Website (Cabelas, Bass Pro)  | 7.00%         | 5.80%            | 2.60%         |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.30%            | 0.00%         |
| Other  | 2.60%         | 2.60%            | 7.40%         |
| Not sure   | 0.10%         | 0.00%            | 0.30%         |
|  | N = 346       | N = 3043         | N = 210       |

## Type of SHOTGUN AMMUNITION purchased

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| Lead shot     | 57.70%        | 72.50%           | 53.10%        |
| Non-lead shot | 38.50%        | 24.70%           | 44.90%        |
| Other         | 3.70%         | 2.60%            | 1.80%         |
|               | N = 324       | N = 3181         | N = 261       |

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## Brand of SHOTGUN AMMUNITION purchased

|            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------|---------------|------------------|---------------|
| Bismuth    | 0.00%         | 0.00%            | 0.00%         |
| Estate     | 1.80%         | 4.20%            | 2.80%         |
| Federal    | 30.80%        | 23.20%           | 33.90%        |
| Fiocchi    | 0.00%         | 0.00%            | 0.00%         |
| Hevi-Shot  | 0.00%         | 0.00%            | 0.00%         |
| Kent       | 0.00%         | 0.00%            | 0.00%         |
| PMC        | 0.00%         | 0.10%            | 0.00%         |
| Remington  | 35.80%        | 31.40%           | 32.70%        |
| RIO        | 0.00%         | 0.00%            | 0.00%         |
| Winchester | 24.40%        | 35.70%           | 27.30%        |
| Wolf       | 0.00%         | 0.00%            | 0.00%         |
| Other      | 4.90%         | 3.10%            | 2.20%         |
| Not sure   | 2.00%         | 1.90%            | 0.70%         |
|            | N = 324       | N = 3181         | N = 261       |

## Caliber of SHOTGUN AMMUNITION purchased

|            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------|---------------|------------------|---------------|
| 12 gauge   | 75.80%        | 70.10%           | 73.10%        |
| 16 gauge   | 1.00%         | 2.20%            | 2.70%         |
| 20 gauge   | 17.20%        | 20.10%           | 14.50%        |
| 28 gauge   | 1.70%         | 1.90%            | 1.90%         |
| .410 gauge | 2.80%         | 5.00%            | 7.00%         |
| Other      | 1.30%         | 0.40%            | 0.50%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|            | N = 324       | N = 3181         | N = 261       |

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Types of stores where SHOTGUN AMMUNITION was purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 28.80%        | 34.40%           | 29.80%        |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 32.50%        | 27.00%           | 31.70%        |
| General Sporting Goods( The Sports Authority)                      | 16.60%        | 12.80%           | 11.00%        |
| Local shop (mom and pop shops)                                     | 16.50%        | 19.70%           | 23.40%        |
| Printed Catalog (Bass Pro and Cabelas)                             | 0.80%         | 1.00%            | 0.30%         |
| Website (Cabelas, Bass Pro)  | 2.80%         | 1.70%            | 0.90%         |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.10%            | 0.00%         |
| Other  | 1.70%         | 2.90%            | 2.50%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 324       | N = 3181         | N = 261       |

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## Brand of HANDGUN AMMUNITION purchased

|   | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---|---------------|------------------|---------------|
| American Eagle                              | 5.80%         | 4.30%            | 1.60%         |
| Aquila                                      | 0.00%         | 0.10%            | na            |
| Black Hills                                 | 0.40%         | 2.20%            | 0.80%         |
| CCI   | 4.90%         | 6.80%            | 8.90%         |
| CorBon                                      | 1.80%         | 1.40%            | na            |
| Eley  | 0.30%         | 0.00%            | na            |
| Federal (including Fusion)                  | 13.90%        | 9.70%            | 10.20%        |
| Fiocchi                                     | 0.40%         | 1.60%            | na            |
| Hornady                                     | 7.60%         | 6.60%            | 9.50%         |
| Lapua                                       | 0.00%         | 0.00%            | na            |
| Magtech                                     | 4.30%         | 4.50%            | 3.20%         |
| PMC   | 3.80%         | 2.30%            | 1.20%         |
| Remington                                   | 21.90%        | 18.00%           | 12.50%        |
| RWS   | 0.30%         | 0.00%            | na            |
| Sellier and Belloit                         | 0.80%         | 1.20%            | na            |
| SK  | 0.00%         | 0.00%            | na            |
| Speer                                       | 4.80%         | 2.80%            | 2.80%         |
| Winchester (including SuperX, Supreme, USA) | 19.80%        | 26.10%           | 32.70%        |
| Wolf  | 0.40%         | 1.70%            | 0.30%         |
| Other                                       | 2.50%         | 4.50%            | 12.60%        |
| Not sure                                    | 5.40%         | 5.20%            | 3.10%         |
|   | N = 201       | N = 1981         | N = 102       |

## Type of HANDGUN AMMUNITION purchased

|            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------|---------------|------------------|---------------|
| Centerfire | 85.80%        | 80.70%           | 81.20%        |
| Rimfire    | 13.20%        | 18.40%           | 17.70%        |
| Other      | 0.80%         | 0.80%            | 0.90%         |
|            | N = 201       | N = 1981         | N = 102       |

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## Caliber of HANDGUN AMMUNITION purchased

|          | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------|---------------|------------------|---------------|
| .22 cal  | 0.00%         | 0.00%            | 16.40%        |
| .32 cal  | 0.90%         | 0.50%            | 0.80%         |
| .38 cal  | 12.80%        | 10.70%           | 13.10%        |
| .40 S&W  | 16.50%        | 14.40%           | 10.90%        |
| .44 cal  | 2.00%         | 6.20%            | 5.00%         |
| .45 auto | 28.00%        | 17.50%           | 14.80%        |
| .357 cal | 4.80%         | 6.40%            | 1.70%         |
| 9mm      | 24.20%        | 24.80%           | 26.90%        |
| Other    | 10.30%        | 19.00%           | 9.90%         |
| Not sure | 0.00%         | 0.00%            | 0.00%         |
|          | N = 201       | N = 1981         | N = 102       |

## Types of stores where HANDGUN AMMUNITION was purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 20.60%        | 23.50%           | 34.50%        |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 30.50%        | 24.60%           | 18.00%        |
| General Sporting Goods( The Sports Authority)                      | 9.50%         | 12.40%           | 6.20%         |
| Local shop (mom and pop shops)                                     | 27.50%        | 29.10%           | 22.50%        |
| Printed Catalog (Bass Pro and Cabelas)                             | 2.60%         | 0.80%            | 1.90%         |
| Website (Cabelas, Bass Pro)  | 5.20%         | 6.90%            | 6.20%         |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.10%            | 0.00%         |
| Other  | 3.20%         | 2.10%            | 10.30%        |
| Not sure   | 0.40%         | 0.00%            | 0.00%         |
|  | N = 201       | N = 1981         | N = 102       |

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## Respondents who purchased BOWHUNTING OR ARCHERY EQUIPMENT

| Age of respondent          |               |                  |               |
|----------------------------|---------------|------------------|---------------|
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Under 18                   | 0.00%         | 1.80%            | 9.60%         |
| 18 to 24                   | 11.70%        | 5.70%            | 4.10%         |
| 25 to 34                   | 19.80%        | 24.30%           | 30.70%        |
| 35 to 44                   | 32.00%        | 30.60%           | 28.80%        |
| 45 to 54                   | 19.80%        | 20.70%           | 15.40%        |
| 55 to 64                   | 12.70%        | 12.80%           | 9.20%         |
| 65 and older               | 3.60%         | 3.90%            | 1.90%         |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Household income           |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| Less than \$10,000         | 0.00%         | 1.80%            | 4.50%         |
| \$10,000 to \$19,999       | 3.10%         | 2.30%            | 3.20%         |
| \$20,000 to \$29,999       | 8.50%         | 10.20%           | 8.60%         |
| \$30,000 to \$39,999       | 11.20%        | 13.60%           | 14.60%        |
| \$40,000 to \$49,999       | 5.50%         | 9.10%            | 9.60%         |
| \$50,000 to \$74,999       | 26.10%        | 22.70%           | 29.00%        |
| \$75,000 to \$99,999       | 9.70%         | 15.90%           | 9.50%         |
| Over \$100,000             | 16.30%        | 13.40%           | 6.90%         |
| Unreported                 | 19.20%        | 10.50%           | 13.70%        |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
| Education level            |               |                  |               |
|                            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
| 11 years or less           | 2.50%         | 3.40%            | 10.90%        |
| 12 years                   | 20.20%        | 25.70%           | 19.80%        |
| 1-3 years of college       | 42.40%        | 36.30%           | 35.60%        |
| 4 or more years of college | 34.60%        | 34.40%           | 33.50%        |
| Total                      | 100.00%       | 100.00%          | 100.00%       |
|                            | N = 138       | N = 2182         | N = 103       |

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Estimated Annual Sales, 2008 (based HunterSurvey and other sources)

|                                    |                      |
|------------------------------------|----------------------|
| <b>All Bowhunting Equipment:</b>   | <b>\$711,782,148</b> |
| Bows                               | \$282,203,154        |
| Arrows                             | \$109,371,816        |
| Fletching & other arrow components | \$21,192,716         |
| Broadheads                         | \$83,671,185         |
| Releases, tabs & related items     | \$24,248,628         |
| Peepsites & related items          | \$13,264,242         |
| Silencers                          | \$6,076,477          |
| Stabilizers                        | \$11,522,872         |
| Arm guards                         | \$3,402,626          |
| Quivers                            | \$12,698,213         |
| Rests                              | \$26,356,644         |
| Targets                            | \$75,457,859         |
| Strings & accessories              | \$12,244,229         |
| Bow Case                           | \$25,915,431         |
| Other archery accessories          | \$4,156,055          |

Of people who reported buying BOWHUNTING OR ARCHERY EQUIPMENT last month, they purchased:

|                                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------------------------|---------------|------------------|---------------|
| Bows                            | 21.10%        | 12.20%           | 12.20%        |
| Arrows                          | 42.40%        | 40.70%           | 38.90%        |
| Fletching & other arrow compone | 14.10%        | 24.50%           | 9.30%         |
| Broadheads                      | 27.40%        | 47.90%           | 38.60%        |
| Releases, tabs & related items  | 14.00%        | 12.70%           | 15.40%        |
| Peepsites & related items       | 12.50%        | 14.40%           | 15.80%        |
| Silencers                       | 3.50%         | 7.40%            | 10.10%        |
| Stabilizers                     | 9.30%         | 7.10%            | 4.20%         |
| Arm guards                      | 2.00%         | 5.00%            | 2.70%         |
| Quivers                         | 7.50%         | 6.90%            | 4.80%         |
| Rests                           | 12.60%        | 7.20%            | 17.60%        |
| Targets                         | 12.50%        | 18.10%           | 16.00%        |
| Strings & accessories           | 8.00%         | 13.10%           | 5.90%         |
| Bow Case                        | 8.50%         | 9.00%            | 11.70%        |
| Other archery accessories       | 14.30%        | 12.70%           | 10.20%        |

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|          |         |          |         |
|----------|---------|----------|---------|
| Not sure | 0.80%   | 0.60%    | 0.00%   |
|          | N = 138 | N = 2182 | N = 103 |

Type of BOWS purchased

|            | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------|---------------|------------------|---------------|
| Compound   | 82.30%        | 76.90%           | 93.90%        |
| Recurve    | 0.00%         | 6.30%            | 3.40%         |
| Other type | 17.60%        | 16.70%           | 2.60%         |
|            | N = 27        | N = 356          | N = 16        |

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## Brand of BOWS purchased

|          | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------|---------------|------------------|---------------|
| Browning | 1.80%         | 1.10%            | 0.00%         |
| Hoyt     | 12.00%        | 6.40%            | 5.50%         |
| Matthews | 13.00%        | 5.20%            | 28.00%        |
| Martin   | 0.00%         | 4.10%            | 0.00%         |
| Parker   | 0.00%         | 6.30%            | 7.70%         |
| PSE      | 9.50%         | 5.80%            | 15.30%        |
| BowTech  | 31.30%        | 22.00%           | 16.70%        |
| Not sure | 0.00%         | 0.20%            | 0.00%         |
| Other    | 32.10%        | 48.40%           | 26.40%        |
|          | N = 27        | N = 356          | N = 16        |

## Average spent on BOWS purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$<br>360.87         | \$<br>358.60         | \$<br>349.82         |
| N             | 27                   | 356                  | 16                   |

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## Cost of BOWS purchased

|             | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-------------|---------------|------------------|---------------|
| \$0-\$10    | 0.00%         | 0.30%            | 0.00%         |
| \$11-\$20   | 0.00%         | 0.00%            | 0.00%         |
| \$21-\$30   | 0.00%         | 0.60%            | 0.00%         |
| \$31-\$40   | 0.00%         | 0.10%            | 0.00%         |
| \$41-\$50   | 0.00%         | 1.60%            | 11.50%        |
| \$51-\$75   | 0.00%         | 3.80%            | 3.40%         |
| \$76-\$100  | 0.00%         | 1.80%            | 5.40%         |
| \$101-\$250 | 25.80%        | 14.90%           | 9.80%         |
| \$251-\$500 | 43.70%        | 38.40%           | 22.00%        |
| over \$500  | 30.30%        | 37.90%           | 47.60%        |
|             | N = 27        | N = 356          | N = 16        |

## Types of stores where BOWS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 1.90%         | 2.50%            | 0.00%         |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 7.40%         | 25.90%           | 22.20%        |
| General Sporting Goods( The Sports Authority)                      | 7.00%         | 3.30%            | 0.00%         |
| Local shop (mom and pop shops)                                     | 41.70%        | 33.10%           | 38.10%        |
| Printed Catalog (Bass Pro and Cabelas)                             | 4.10%         | 0.30%            | 0.00%         |
| Website (Cabelas, Bass Pro)  | 5.20%         | 7.20%            | 0.00%         |
| Gun shows or expos   | 1.40%         | 1.80%            | na            |
| Used   | 13.00%        | 15.80%           | 36.50%        |
| Other  | 18.00%        | 9.50%            | 3.00%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 27        | N = 356          | N = 16        |

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## Brand of ARROWS purchased

|                | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------------|---------------|------------------|---------------|
| Berman         | 7.50%         | 6.30%            | 6.20%         |
| Cabelas        | 3.00%         | 3.60%            | na            |
| Carbon Express | 13.40%        | 19.70%           | na            |
| Easton         | 33.40%        | 40.50%           | 52.90%        |
| Gold Tip       | 14.70%        | 10.00%           | na            |
| PSE            | 4.80%         | 1.40%            | 7.50%         |
| Other          | 15.80%        | 12.90%           | 27.80%        |
| Not sure       | 7.00%         | 5.30%            | 5.40%         |
|                | N = 50        | N = 919          | N = 45        |

## Average spent on ARROWS purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$<br>44.68          | \$<br>41.66          | \$<br>45.26          |
| N             | 49                   | 906                  | 44                   |

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## Cost of ARROWS purchased

|                  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------------|---------------|------------------|---------------|
| \$0 to \$20      | 20.90%        | 32.40%           | 31.20%        |
| \$20.01 to \$30  | 17.70%        | 9.50%            | 5.30%         |
| \$30.01 to \$40  | 9.80%         | 11.90%           | 4.90%         |
| \$40.01 to \$50  | 10.40%        | 10.00%           | 22.60%        |
| \$50.01 to \$60  | 13.00%        | 6.90%            | 4.50%         |
| \$60.01 to \$70  | 4.90%         | 7.60%            | 7.80%         |
| \$70.01 to \$80  | 8.80%         | 5.80%            | 6.20%         |
| \$80.01 to \$90  | 7.10%         | 2.20%            | 0.80%         |
| \$90.01 to \$100 | 2.30%         | 6.10%            | 8.30%         |
| over \$100       | 4.60%         | 7.20%            | 7.80%         |
|                  | N = 50        | N = 919          | N = 45        |

## Types of stores where ARROWS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 0.70%         | 14.40%           | 19.80%        |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 43.00%        | 29.20%           | 19.90%        |
| General Sporting Goods( The Sports Authority)                      | 6.60%         | 6.80%            | 9.40%         |
| Local shop (mom and pop shops)                                     | 28.80%        | 37.30%           | 29.90%        |
| Printed Catalog (Bass Pro and Cabelas)                             | 9.00%         | 1.50%            | 5.20%         |
| Website (Cabelas, Bass Pro)  | 6.80%         | 4.30%            | 11.00%        |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 3.50%         | 0.90%            | 4.50%         |
| Other  | 1.10%         | 5.00%            | 0.00%         |
| Not sure   | 0.00%         | 0.20%            | 0.00%         |
|  | N = 50        | N = 919          | N = 45        |

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## Brand of FLETCHING purchased

|          | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------|---------------|------------------|---------------|
| Easton   | 10.00%        | 24.00%           | 8.90%         |
| Berman   | 0.00%         | 0.10%            | 4.80%         |
| Bohning  | 24.60%        | 26.30%           | 39.40%        |
| Other    | 45.00%        | 30.50%           | 27.00%        |
| Not sure | 20.30%        | 19.00%           | 19.60%        |
|          | N = 21        | N = 507          | N = 14        |

## Average spent on FLETCHING purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$<br>12.55          | \$<br>13.41          | \$<br>16.64          |
| N             | 20                   | 489                  | 13                   |

## Cost of FLETCHING purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$5.99      | 15.30%        | 23.20%           | 16.10%        |
| \$6.00-\$10.99  | 35.80%        | 29.90%           | 28.20%        |
| \$11.00-\$20.99 | 41.00%        | 31.40%           | 18.10%        |
| \$21.00-\$30.99 | 5.50%         | 9.30%            | 26.20%        |
| \$31.00-\$40.99 | 0.00%         | 1.60%            | 11.10%        |
| \$41.00-\$50.99 | 2.20%         | 3.70%            | 0.00%         |
| over \$50.99    | 0.00%         | 0.60%            | 0.00%         |
|                 | N = 21        | N = 507          | N = 14        |

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Types of stores where FLETCHING was purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 8.80%         | 5.00%            | 4.80%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 32.40%        | 31.70%           | 29.00%        |
| General Sporting Goods (The Sports Authority)                | 22.60%        | 8.60%            | 8.40%         |
| Local shop (mom and pop shops)                               | 6.80%         | 38.90%           | 36.70%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 0.80%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 24.60%        | 7.70%            | 20.90%        |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.30%            | 0.00%         |
| Other  | 4.50%         | 4.10%            | 0.00%         |
| Not sure   | 0.00%         | 2.40%            | 0.00%         |
|  | N = 21        | N = 507          | N = 14        |

Brand of BROADHEADS purchased

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| Crimson Talon | 5.20%         | 2.30%            | na            |
| G5            | 6.20%         | 6.40%            | na            |
| Horton        | 0.00%         | 3.50%            | 0.00%         |
| Magnus        | 2.80%         | 2.90%            | 1.10%         |
| Muzzy         | 22.00%        | 21.50%           | 53.70%        |
| NAP           | 3.50%         | 6.40%            | 6.20%         |
| Rage          | 16.20%        | 20.90%           | na            |
| Rocket        | 0.00%         | 2.10%            | 2.60%         |
| Slick Trick   | 0.00%         | 2.70%            | na            |
| Steel Force   | 3.20%         | 1.60%            | 6.90%         |
| Thunderhead   | 24.70%        | 8.20%            | na            |
| Not sure      | 0.00%         | 5.30%            | 1.20%         |
| Other         | 15.90%        | 15.60%           | 28.00%        |
|               | N = 41        | N = 868          | N = 34        |

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Average spent on BROADHEADS purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 26.65         | 27.08         | 30.65         |
| N             | 40            | 855           | 33            |

Cost of BROADHEADS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$5.99      | 4.70%         | 3.70%            | 0.00%         |
| \$6.00-\$10.99  | 4.30%         | 9.40%            | 4.70%         |
| \$11.00-\$20.99 | 9.20%         | 18.30%           | 21.20%        |
| \$21.00-\$30.99 | 52.00%        | 20.70%           | 10.50%        |
| \$31.00-\$40.99 | 26.00%        | 41.60%           | 55.00%        |
| \$41.00-\$50.99 | 2.10%         | 3.30%            | 8.30%         |
| over \$50.99    | 1.50%         | 2.70%            | 0.00%         |
|                 | N = 41        | N = 868          | N = 34        |

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## Types of stores where BROADHEADS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 16.00%        | 14.40%           | 13.40%        |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 33.50%        | 39.10%           | 48.70%        |
| General Sporting Goods (The Sports Authority)                | 9.60%         | 8.60%            | 5.50%         |
| Local shop (mom and pop shops)                               | 20.60%        | 23.50%           | 15.90%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 1.90%         | 1.10%            | 11.70%        |
| Website (Cabelas, Bass Pro)                                  | 6.10%         | 6.60%            | 4.60%         |
| Gun shows or expos   | 0.00%         | 0.40%            | na            |
| Used   | 5.40%         | 0.70%            | 0.00%         |
| Other  | 6.50%         | 4.70%            | 0.00%         |
| Not sure   | 0.00%         | 0.50%            | 0.00%         |
|  | N = 41        | N = 868          | N = 34        |

## Brand of RELEASES, TABS and RELATED ITEMS purchased

|               | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|---------------|---------------|------------------|---------------|
| Carter        | 0.00%         | 0.60%            | 0.00%         |
| Cobra         | 16.10%        | 20.90%           | 0.00%         |
| Copper John   | 0.00%         | 0.00%            | 0.00%         |
| Neet          | 0.00%         | 1.50%            | 14.90%        |
| Scott Archery | 0.00%         | 13.40%           | 29.30%        |
| Tru-Fire      | 40.30%        | 38.00%           | 32.10%        |
| Winn          | 0.00%         | 0.00%            | 0.00%         |
| Other         | 23.90%        | 13.10%           | 15.90%        |
| Not sure      | 19.40%        | 12.20%           | 7.50%         |
|               | N = 20        | N = 262          | N = 15        |

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Average spent on RELEASES, TABS and RELATED ITEMS purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
| N             | 25.18         | 29.60         | 37.29         |
|               | 20            | 258           | 15            |

Cost of RELEASES, TABS and RELATED ITEMS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$5.99      | 8.20%         | 6.00%            | 0.00%         |
| \$6.00-\$10.99  | 9.20%         | 8.40%            | 5.50%         |
| \$11.00-\$20.99 | 26.00%        | 20.40%           | 14.90%        |
| \$21.00-\$30.99 | 26.90%        | 21.50%           | 13.70%        |
| \$31.00-\$40.99 | 10.60%        | 13.50%           | 16.50%        |
| \$41.00-\$50.99 | 9.50%         | 7.20%            | 3.60%         |
| over \$50.99    | 9.20%         | 22.80%           | 45.50%        |
|                 | N = 20        | N = 262          | N = 15        |

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Types of stores where RELEASES AND TABS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 0.00%         | 15.30%           | 6.70%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 51.70%        | 42.10%           | 42.40%        |
| General Sporting Goods (The Sports Authority)                | 9.00%         | 3.80%            | 17.70%        |
| Local shop (mom and pop shops)                               | 30.60%        | 21.20%           | 28.20%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 3.80%         | 0.00%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 3.30%         | 7.70%            | 2.60%         |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 1.70%            | 2.10%         |
| Other  | 1.30%         | 0.60%            | 0.00%         |
| Not sure   | 0.00%         | 6.90%            | 0.00%         |
|  | N = 20        | N = 262          | N = 15        |

Brand of PEEPSITES purchased

|             | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-------------|---------------|------------------|---------------|
| Cobra       | 5.80%         | 7.10%            | 1.70%         |
| Copper John | 0.00%         | 6.70%            | 0.00%         |
| Extreme     | 0.00%         | 2.90%            | 2.80%         |
| HHA         | 0.00%         | 0.70%            | 0.00%         |
| PSE         | 1.60%         | 5.80%            | 0.00%         |
| Other       | 22.60%        | 41.00%           | 67.50%        |
| Not sure    | 69.80%        | 35.60%           | 27.80%        |
|             | N = 16        | N = 290          | N = 19        |

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## Average spent on PEEPSITES purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 12.40         | 14.28         | 25.49         |
| N             | 15            | 277           | 18            |

## Cost of PEEPSITES purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$5.99      | 40.40%        | 22.00%           | 16.80%        |
| \$6.00-\$10.99  | 32.00%        | 42.60%           | 22.20%        |
| \$11.00-\$20.99 | 3.80%         | 17.90%           | 13.30%        |
| \$21.00-\$30.99 | 13.10%        | 4.10%            | 7.10%         |
| \$31.00-\$40.99 | 6.00%         | 3.10%            | 0.00%         |
| \$41.00-\$50.99 | 0.00%         | 1.30%            | 9.40%         |
| over \$50.99    | 4.40%         | 8.60%            | 30.80%        |
|                 | N = 16        | N = 290          | N = 19        |

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## Types of stores where PEEPSITES were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 4.60%         | 16.90%           | 9.20%         |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 23.60%        | 23.90%           | 33.50%        |
| General Sporting Goods( The Sports Authority)                      | 3.20%         | 11.90%           | 5.80%         |
| Local shop (mom and pop shops)                                     | 58.20%        | 34.80%           | 42.50%        |
| Printed Catalog (Bass Pro and Cabelas)                             | 0.00%         | 0.00%            | 0.00%         |
| Website (Cabelas, Bass Pro)  | 4.30%         | 6.40%            | 8.70%         |
| Gun shows or expos   | 0.00%         | 0.10%            | na            |
| Used   | 0.00%         | 1.10%            | 0.00%         |
| Other  | 5.80%         | 0.80%            | 0.00%         |
| Not sure   | 0.00%         | 3.40%            | 0.00%         |
|  | N = 16        | N = 290          | N = 19        |

## Brand of SILENCERS purchased

|                   | <u>DEC-08</u> | <u>Annual-08</u> |
|-------------------|---------------|------------------|
| Allen             | 0.00%         | 2.10%            |
| Hoyt              | 0.00%         | 2.30%            |
| Bear              | 11.30%        | 0.30%            |
| PSE               | 0.00%         | 1.80%            |
| Bowjax            | 0.00%         | 1.70%            |
| Limbsaver         | 29.30%        | 73.70%           |
| Sims              | 32.40%        | 1.80%            |
| Other or not sure | 26.80%        | 16.00%           |
|                   | N = 7         | N = 164          |

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## Average spent on SILENCERS purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 11.97         | 12.73         | 11.44         |
| N             | 7             | 151           | 9             |

## Cost of SILENCERS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$2.00      | 0.00%         | 1.40%            | 0.00%         |
| \$2.01-\$4.00   | 0.00%         | 6.00%            | 22.40%        |
| \$4.01-\$6.00   | 0.00%         | 6.90%            | 21.40%        |
| \$6.01-\$8.00   | 0.00%         | 1.40%            | 7.80%         |
| \$8.01-\$10.00  | 32.40%        | 24.50%           | 0.00%         |
| \$10.01-\$12.00 | 35.50%        | 12.40%           | 3.60%         |
| \$12.01-\$14.00 | 11.30%        | 7.10%            | 0.00%         |
| \$14.01-\$16.00 | 0.00%         | 2.70%            | 0.00%         |
| \$16.01-\$18.00 | 15.50%        | 6.10%            | 0.00%         |
| \$18.01-\$20.00 | 0.00%         | 8.20%            | 18.50%        |
| over \$20.00    | 5.10%         | 22.60%           | 26.10%        |
|                 | N = 7         | N = 164          | N = 9         |

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## Types of stores where SILENCERS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 15.50%        | 8.10%            | 60.90%        |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 37.50%        | 30.70%           | 16.90%        |
| General Sporting Goods( The Sports Authority)                      | 11.30%        | 9.60%            | 0.00%         |
| Local shop (mom and pop shops)                                     | 17.80%        | 37.30%           | 22.10%        |
| Printed Catalog (Bass Pro and Cabelas)                             | 0.00%         | 0.00%            | 0.00%         |
| Website (Cabelas, Bass Pro)  | 17.60%        | 5.70%            | 0.00%         |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.30%            | 0.00%         |
| Other  | 0.00%         | 1.90%            | 0.00%         |
| Not sure   | 0.00%         | 6.00%            | 0.00%         |
|  | N = 7         | N = 164          | N = 9         |

## Brand of STABILIZERS purchased

|              | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--------------|---------------|------------------|---------------|
| Cobra        | 4.30%         | 3.40%            | 17.00%        |
| Doinker      | 11.80%        | 8.20%            | 0.00%         |
| Limb Saver   | 25.20%        | 63.10%           | 20.80%        |
| N.A.P.       | 0.00%         | 3.40%            | 0.00%         |
| Trophy Ridge | 0.00%         | 0.40%            | 0.00%         |
| Tru-Glow     | 0.00%         | 2.20%            | 48.80%        |
| Vibracheck   | 0.00%         | 1.40%            | 0.00%         |
| Other        | 45.90%        | 7.60%            | 0.00%         |
| Not sure     | 12.60%        | 9.80%            | 13.20%        |
|              | N = 10        | N = 163          | N = 4         |

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## Average spent on STABILIZERS purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 31.93         | 25.16         | 13.32         |
| N             | 8             | 154           | 4             |

## Cost of STABILIZERS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$5.99      | 0.00%         | 0.40%            | 20.80%        |
| \$6.00-\$10.99  | 5.50%         | 5.50%            | 17.00%        |
| \$11.00-\$20.99 | 17.40%        | 41.80%           | 48.80%        |
| \$21.00-\$30.99 | 13.50%        | 30.10%           | 13.20%        |
| \$31.00-\$40.99 | 45.70%        | 5.60%            | 0.00%         |
| \$41.00-\$50.99 | 6.50%         | 5.40%            | 0.00%         |
| over \$50.99    | 11.00%        | 11.00%           | 0.00%         |
|                 | N = 10        | N = 163          | N = 4         |

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## Types of stores where STABILIZERS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                        | 8.80%         | 14.10%           | 37.90%        |
| Outdoor Specialty Store Store (Bass Pro, Cabelas, Gander Mountain) | 69.50%        | 38.90%           | 62.00%        |
| General Sporting Goods( The Sports Authority)                      | 0.00%         | 13.30%           | 0.00%         |
| Local shop (mom and pop shops)                                     | 21.50%        | 22.90%           | 0.00%         |
| Printed Catalog (Bass Pro and Cabelas)                             | 0.00%         | 0.10%            | 0.00%         |
| Website (Cabelas, Bass Pro)  | 0.00%         | 9.40%            | 0.00%         |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.40%            | 0.00%         |
| Other  | 0.00%         | 0.60%            | 0.00%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 10        | N = 163          | N = 4         |

## Brand of ARM GUARDS purchased

|           | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------|---------------|------------------|---------------|
| Neet      | 49.90%        | 4.60%            | 0.00%         |
| Saunders  | 0.00%         | 9.30%            | 45.70%        |
| Buck Wing | 15.10%        | 4.00%            | 0.00%         |
| Other     | 34.80%        | 29.00%           | 14.50%        |
| Not sure  | 0.00%         | 52.80%           | 39.60%        |
|           | N = 4         | N = 104          | N = 3         |

## Average spent on ARM GUARDS purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$<br>10.55          | \$<br>10.55          | \$<br>13.03          |
| N             | 4                    | 99                   | 3                    |

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## Cost of ARM GUARDS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$5.99      | 30.90%        | 15.10%           | 0.00%         |
| \$6.00-\$10.99  | 19.00%        | 51.10%           | 39.60%        |
| \$11.00-\$20.99 | 49.90%        | 30.50%           | 60.30%        |
| \$21.00-\$30.99 | 0.00%         | 2.60%            | 0.00%         |
| \$31.00-\$40.99 | 0.00%         | 0.40%            | 0.00%         |
| \$41.00-\$50.99 | 0.00%         | 0.00%            | 0.00%         |
| over \$50.99    | 0.00%         | 0.00%            | 0.00%         |
|                 | N = 4         | N = 104          | N = 3         |

## Types of stores where ARM GUARDS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 30.90%        | 36.50%           | 14.50%        |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 49.90%        | 35.30%           | 45.70%        |
| General Sporting Goods (The Sports Authority)                | 19.00%        | 4.50%            | 0.00%         |
| Local shop (mom and pop shops)                               | 0.00%         | 9.40%            | 39.60%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 2.30%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 0.00%         | 5.70%            | 0.00%         |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.00%            | 0.00%         |
| Other  | 0.00%         | 6.00%            | 0.00%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 4         | N = 104          | N = 3         |

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## Brand of QUIVERS purchased

|          | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|----------|---------------|------------------|---------------|
| Bohning  | 27.60%        | 13.50%           | 25.60%        |
| PSE      | 0.00%         | 1.50%            | 0.00%         |
| Kwikkee  | 0.00%         | 22.90%           | 0.00%         |
| Neet     | 0.00%         | 0.20%            | 0.00%         |
| Other    | 26.00%        | 40.60%           | 70.60%        |
| Not sure | 46.30%        | 21.00%           | 3.60%         |
|          | N = 9         | N = 169          | N = 8         |

## Average spent on QUIVERS purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$<br>23.12          | \$<br>28.53          | \$<br>36.06          |
| N             | 8                    | 156                  | 7                    |

## Cost of QUIVERS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$5.99      | 0.00%         | 2.10%            | 0.00%         |
| \$6.00-\$10.99  | 9.10%         | 6.80%            | 0.00%         |
| \$11.00-\$20.99 | 36.30%        | 26.00%           | 19.90%        |
| \$21.00-\$30.99 | 31.00%        | 25.00%           | 21.40%        |
| \$31.00-\$40.99 | 23.50%        | 18.90%           | 17.20%        |
| \$41.00-\$50.99 | 0.00%         | 7.00%            | 0.00%         |
| over \$50.99    | 0.00%         | 13.80%           | 41.30%        |
|                 | N = 9         | N = 169          | N = 8         |

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## Types of stores where QUIVERS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 4.10%         | 15.70%           | 0.00%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 13.80%        | 34.30%           | 54.30%        |
| General Sporting Goods( The Sports Authority)                | 0.00%         | 9.10%            | 16.00%        |
| Local shop (mom and pop shops)                               | 50.20%        | 18.00%           | 0.00%         |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 2.80%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 14.70%        | 11.80%           | 15.40%        |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 16.90%        | 0.90%            | 14.10%        |
| Other  | 0.00%         | 7.10%            | 0.00%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 9         | N = 169          | N = 8         |

## Brand of RESTS purchased

|                  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------------|---------------|------------------|---------------|
| Bodoodle         | 0.00%         | 1.20%            | 0.00%         |
| Copper John      | 0.00%         | 0.60%            | 0.00%         |
| Carolina Archery | 4.10%         | 11.40%           | 4.90%         |
| Golden Key       | 0.00%         | 0.90%            | 0.00%         |
| QuickTune        | 0.00%         | 1.50%            | 0.00%         |
| Trophy Ridge     | 32.40%        | 19.60%           | 0.00%         |
| Trophy Taker     | 8.80%         | 5.50%            | 2.10%         |
| Other            | 30.60%        | 46.30%           | 36.70%        |
| Not sure         | 23.90%        | 12.70%           | 56.20%        |
|                  | N = 15        | N = 198          | N = 14        |

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## Average spent on RESTS purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 49.87         | 56.75         | 29.62         |
| N             | 14            | 191           | 14            |

## Cost of RESTS purchased

|                  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------------|---------------|------------------|---------------|
| \$0 to \$20      | 0.00%         | 10.00%           | 65.10%        |
| \$20.01 to \$30  | 35.30%        | 7.20%            | 2.30%         |
| \$30.01 to \$40  | 14.80%        | 10.70%           | 2.60%         |
| \$40.01 to \$50  | 9.20%         | 24.40%           | 8.50%         |
| \$50.01 to \$60  | 4.70%         | 8.00%            | 0.00%         |
| \$60.01 to \$70  | 8.90%         | 4.10%            | 2.10%         |
| \$70.01 to \$80  | 6.50%         | 9.30%            | 2.30%         |
| \$80.01 to \$90  | 12.90%        | 4.10%            | 15.30%        |
| \$90.01 to \$100 | 0.00%         | 7.40%            | 0.00%         |
| over \$100       | 7.20%         | 14.50%           | 1.50%         |
|                  | N = 15        | N = 198          | N = 14        |

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## Types of stores where RESTS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 12.60%        | 8.60%            | 8.90%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 29.50%        | 35.20%           | 51.50%        |
| General Sporting Goods( The Sports Authority)                | 0.00%         | 7.00%            | 0.00%         |
| Local shop (mom and pop shops)                               | 53.40%        | 31.70%           | 33.50%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 4.30%         | 0.10%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 0.00%         | 11.20%           | 6.00%         |
| Gun shows or expos   | 0.00%         | 0.10%            | na            |
| Used   | 0.00%         | 3.00%            | 0.00%         |
| Other  | 0.00%         | 1.90%            | 0.00%         |
| Not sure   | 0.00%         | 0.70%            | 0.00%         |
|  | N = 15        | N = 198          | N = 14        |

## Brand of ARCHERY TARGETS purchased

|           | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------|---------------|------------------|---------------|
| Delta     | 0.00%         | 10.10%           | 18.30%        |
| Glendel   | 5.80%         | 3.90%            | 15.20%        |
| McKenzie  | 0.00%         | 7.00%            | 4.40%         |
| Morrell   | 52.20%        | 6.20%            | 14.40%        |
| The Block | 19.30%        | 23.40%           | 36.80%        |
| Champion  | 3.20%         | 4.00%            | 0.00%         |
| Other     | 19.20%        | 27.30%           | 7.30%         |
| Not sure  | 0.00%         | 17.70%           | 3.30%         |
|           | N = 18        | N = 348          | N = 19        |

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## Average spent on ARCHERY TARGETS purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 62.12         | 64.63         | 93.35         |
| N             | 18            | 348           | 18            |

## Cost of ARCHERY TARGETS purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$25        | 11.00%        | 20.90%           | 2.00%         |
| \$25.01-\$50    | 25.40%        | 29.70%           | 15.90%        |
| \$50.01-\$100   | 58.70%        | 30.70%           | 58.70%        |
| \$100.01-\$200  | 4.70%         | 18.40%           | 17.90%        |
| \$200.01-\$400  | 0.00%         | 0.00%            | 5.30%         |
| \$400.01-\$600  | 0.00%         | 0.00%            | 0.00%         |
| \$600.01-\$800  | 0.00%         | 0.00%            | 0.00%         |
| \$800.01-\$1000 | 0.00%         | 0.00%            | 0.00%         |
| over \$1000     | 0.00%         | 0.00%            | 0.00%         |
|                 | N = 18        | N = 348          | N = 19        |

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Types of stores where ARCHERY TARGETS were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 9.70%         | 31.00%           | 19.90%        |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 29.00%        | 33.90%           | 47.40%        |
| General Sporting Goods( The Sports Authority)                | 34.60%        | 15.60%           | 20.10%        |
| Local shop (mom and pop shops)                               | 23.00%        | 13.90%           | 0.00%         |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 0.50%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 3.50%         | 0.90%            | 12.50%        |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.40%            | 0.00%         |
| Other  | 0.00%         | 3.60%            | 0.00%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 18        | N = 348          | N = 19        |

Average spent on STRINGS AND ACCESSORIES purchased

|               | <u>Average spent</u> | <u>Average spent</u> | <u>Average spent</u> |
|---------------|----------------------|----------------------|----------------------|
| Average spent | \$                   | \$                   | \$                   |
|               | 9.15                 | 14.49                | 14.37                |
| N             | 14                   | 276                  | 11                   |

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## Cost of STRINGS AND ACCESSORIES purchased

|                 | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|-----------------|---------------|------------------|---------------|
| \$0-\$2.00      | 15.80%        | 0.20%            | 0.00%         |
| \$2.01-\$4.00   | 6.00%         | 13.00%           | 0.00%         |
| \$4.01-\$6.00   | 15.80%        | 2.00%            | 0.00%         |
| \$6.01-\$8.00   | 4.70%         | 3.80%            | 25.60%        |
| \$8.01-\$10.00  | 11.80%        | 7.00%            | 13.80%        |
| \$10.01-\$12.00 | 11.30%        | 1.30%            | 0.00%         |
| \$12.01-\$14.00 | 16.10%        | 17.20%           | 7.60%         |
| \$14.01-\$16.00 | 4.90%         | 5.20%            | 2.90%         |
| \$16.01-\$18.00 | 0.00%         | 0.90%            | 0.00%         |
| \$18.01-\$20.00 | 0.90%         | 4.10%            | 8.60%         |
| over \$20.00    | 12.20%        | 44.80%           | 41.10%        |
|                 | N = 14        | N = 282          | N = 12        |

## Types of stores where STRINGS AND ACCESSORIES were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 9.20%         | 7.30%            | 25.60%        |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 49.60%        | 30.60%           | 29.60%        |
| General Sporting Goods( The Sports Authority)                | 0.00%         | 5.20%            | 0.00%         |
| Local shop (mom and pop shops)                               | 19.80%        | 44.60%           | 12.50%        |
| Printed Catalog (Bass Pro and Cabelas)                       | 0.00%         | 0.00%            | 0.00%         |
| Website (Cabelas, Bass Pro)                                  | 12.30%        | 4.80%            | 13.20%        |
| Gun shows or expos   | 0.00%         | 0.00%            | na            |
| Used   | 0.00%         | 0.00%            | 0.00%         |
| Other  | 8.90%         | 6.80%            | 18.90%        |
| Not sure   | 0.00%         | 0.30%            | 0.00%         |
|  | N = 14        | N = 282          | N = 12        |

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## Average spent on BOW CASES purchased

|               | Average spent | Average spent | Average spent |
|---------------|---------------|---------------|---------------|
| Average spent | \$            | \$            | \$            |
|               | 30.65         | 44.64         | 37.26         |
| N             | 11            | 180           | 11            |

## Cost of BOW CASES purchased

|                  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|------------------|---------------|------------------|---------------|
| \$0 to \$20      | 13.40%        | 7.40%            | 23.90%        |
| \$20.01 to \$30  | 41.60%        | 34.30%           | 17.40%        |
| \$30.01 to \$40  | 39.10%        | 16.90%           | 7.10%         |
| \$40.01 to \$50  | 0.00%         | 5.20%            | 25.40%        |
| \$50.01 to \$60  | 0.00%         | 14.30%           | 11.70%        |
| \$60.01 to \$70  | 0.00%         | 3.80%            | 0.00%         |
| \$70.01 to \$80  | 0.00%         | 4.00%            | 0.00%         |
| \$80.01 to \$90  | 3.50%         | 0.30%            | 0.00%         |
| \$90.01 to \$100 | 0.00%         | 2.10%            | 5.70%         |
| over \$100       | 2.20%         | 11.10%           | 8.50%         |
|                  | N = 11        | N = 182          | N = 11        |

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Types of stores where BOW CASES were purchased

|  | <u>DEC-08</u> | <u>Annual-08</u> | <u>DEC-07</u> |
|--|---------------|------------------|---------------|
| Mass Merchant (Wal-Mart, K-Mart, Sams Club)                  | 6.90%         | 5.00%            | 0.00%         |
| Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain) | 34.30%        | 41.40%           | 67.10%        |
| General Sporting Goods( The Sports Authority)                | 12.90%        | 18.50%           | 23.60%        |
| Local shop (mom and pop shops)                               | 36.90%        | 17.90%           | 0.00%         |
| Printed Catalog (Bass Pro and Cabelas)                       | 3.00%         | 0.00%            | 5.70%         |
| Website (Cabelas, Bass Pro)                                  | 2.20%         | 9.30%            | 3.40%         |
| Gun shows or expos   | 3.50%         | 0.00%            | na            |
| Used   | 0.00%         | 4.30%            | 0.00%         |
| Other  | 0.00%         | 3.10%            | 0.00%         |
| Not sure   | 0.00%         | 0.00%            | 0.00%         |
|  | N = 11        | N = 182          | N = 11        |

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