

## Monthly Hunting & Shooting Sports Trends

### 2008 Annual Report

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



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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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Ammunition (rifle, shotgun, handgun)	30
Bowhunting or Archery Equipment (bows, arrows, fletching, broadheads, releases, tabs, peepsites, silencers, stabilizers, arm guards, quivers, rest, targets, strings, bow cases)	39
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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 VARMINTS

	<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 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 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 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

	<u>DEC-08</u>	<u>Annual-08</u>	<u>DEC-07</u>
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

	<u>Dec '08</u>	<u>Annual '08</u>	<u>Dec '07</u>
	<u>Average spent</u>	<u>Average spent</u>	<u>Average spent</u>
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	\$ 533.22	\$ 530.99	\$ 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	\$ 258.31	\$ 283.74	\$ 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

	Average spent	Average spent	Average spent
Average spent	\$ 360.87	\$ 358.60	\$ 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

	Average spent	Average spent	Average spent
Average spent	\$ 44.68	\$ 41.66	\$ 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

	Average spent	Average spent	Average spent
Average spent	\$ 12.55	\$ 13.41	\$ 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 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 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	\$ 25.18	\$ 29.60	\$ 37.29
N	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 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	\$ 10.55	\$ 10.55	\$ 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 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	\$ 23.12	\$ 28.53	\$ 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

	Average spent	Average spent	Average spent
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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