

## Monthly Hunter Trends

**February 2009**

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© online consumer panel survey. This panel, composed of hunters and target shooters across the U.S. who volunteered to participate, tracks monthly changes in hunting and shooting participation.

To overcome biases common to online surveys, end results are weighted to reflect the true population of U.S. hunters and shooter. The weighting process is conducted each month to ensure each survey reflects the general hunting and shooting population as accurately as possible. The percentage distributions shown for 2008 may not match those presented in the previous year's report. We are in the process of changing our analytical procedures and sampling weights to better represent hunters nationwide. The 2008 figures have been revised to allow appropriate comparisons with the new procedures. This effort will culminate with a final set of changes in next month's report.

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.

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## HunterSurvey.com and TargetshootingSurvey.com

### Highlights from February 2009

The February 2009 survey is based on usable responses from hunters across the U.S. This analysis presents the highlights and compares the results to the survey from one year ago (February 2008).

Below are brief summaries of the highlights within the survey. Extensive details are provided in the pages that follow. Please note that while a static picture of the results for a given month provides good insights, comparing results from one month to another provides a better picture of industry trends and changes. The percentages reported here reflect the percent of hunters who reported buying a product in the category or participating in the type of activity specified.

#### Hunting and Shooting Activities:

- 30% of the participants reported hunting in February.
- 47% sought small game when hunting
- 11% hunted out of state
- 55% of all respondents reported target shooting.
- 8% of target shooting was competitive

#### All Purchases:

- 64% of those surveyed made purchases in February.
- Primary purpose of purchase was hunting (52%)
- Most respondents purchased ammunition (22%)

#### Firearms

- Most firearms purchased - rifles (47%)
- Preferred rifle type – bolt action (53%)
- Top brand of rifle - Remington (21%)
- Most rifle purchases from - local shops (32%)
- Preferred shotgun type– pump-action (49%)
- Top brand of shotgun – Mossberg (21%)
- Most shotgun purchases from – local shops (29%)
- Preferred muzzleloader type– in-line (83%)
- Top brand of muzzleloader – Thompson Center (29%)

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- Most muzzleloader purchases from – outdoor specialty stores (36%)
- Preferred type of handgun - semi-automatic (73%)
- Top brand of handgun – Smith & Wesson (19%)
- Most handguns purchases from – local shops (38%).

**Scopes**

- Preferred type of scope - rifle (85%)
- Top brand of scope – Bushnell (19%)
- Most scope purchases from – outdoor specialty (26%)

**Ammunition**

- Preferred type of ammunition - rifle ammunition (69%)
- Top brand of rifle ammunition - Remington (27%)
- Preferred type of rifle ammunition – centerfire (75%)
- Preferred type of rifle ammunition caliber -22 cal (19%)
- Most rifle ammunition purchases from – mass merchants (28%)
- Preferred type of shotgun ammunition – lead shot (70%)
- Top brand of shotgun ammunition – Federal or Remington (30%)
- Preferred type of shotgun ammunition caliber - 12 gauge (79%)
- Most shotgun ammunition purchases from – mass merchants (38%)
- Preferred type of handgun ammunition – center-fire (86%)
- Top brand of handgun ammunition - Winchester (22%)
- Preferred type of handgun ammunition caliber – 9mm (23%)
- Most handgun ammunition purchases from – mass merchant (26%)

**Black powder Supplies**

- Top type of black powder supplies – propellant (64%)
- Top brand of propellant – Pyrodex (53%)
- Most propellant purchases from – outdoor specialty (37%)
- Most patch purchases from – outdoor specialty (39%)
- Most cleaning supply purchases from – outdoor specialty stores (35%)
- Most solvent purchases from – mass merchants (29%)

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- Most measure purchases from – outdoor specialty (35%)
- Top brand of bullets, balls, shot - Hornady (30%)
- Most bullets, balls, shot purchases from – outdoor specialty stores (41%)
- Most primer purchases from – local shops (38%)
- Most speed loaders purchases from – mass merchants (25%)
- Most breech plug/nipple purchases from – outdoor specialty (35%)

**Bowhunting**

- More bow hunters purchased - arrows (57%)
- Most bow type purchases – compound (84%)
- Top brand of bows - BowTech and Hoyt (18%)
- Most bow purchased from – local shops (28%)
- Top brand of arrow – Easton (31%)
- Most arrows purchased from – outdoor specialty (33%)
- Top brand of fletching - Bohning (28%)
- Most fletching purchases from – outdoor specialty stores (41%)
- Top brand of broadheads – Muzzy (28%)
- Most broadheads purchases from – outdoor specialty stores (44%)
- Top brand of releases and tabs – Tru-Fire (35%)
- Most releases and tab purchases from – outdoor specialty stores (37%)
- Top brand of peepsite – Cobra (9%)
- Most peepsite purchases from – local shops (37%)
- Top brand of silencer – Limbsavers (49%)
- Most silencer purchases from – outdoor specialty stores (39%)
- Top brand of stabilizer – Limbsaver (43%)
- Most stabilizer purchases from – outdoor specialty stores (32%)
- Top brand of arm guard – Buck Wing (3%)
- Most releases and tab purchases from – outdoor specialty stores (33%)

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- Top brand of quiver – Bohning (11%)
- Most quiver purchases from – outdoor specialty stores (34%)
- Top brand of rest – QuickTune (17%)
- Most rest purchases from – local shops (33%)
- Top brand of target – The Block (29%)
- Most target purchases from – outdoor specialty stores (42%)
- Most string purchases from – local shops (48%)
- Top brand of bow case – Plano (41%)
- Most bow cases purchases from – outdoor specialty stores (44%)

**Game calls or decoys**

- Preferred decoy - turkey (57%)
- Top brand of decoy – Flambeau (19%)
- Most decoys purchased from - outdoor specialty store (47%)
- Preferred game call – Turkey (54%)
- Top brand of game call - Primos (31%)
- Most call purchased from – outdoor specialty stores (41%)

**Hand loading equipment**

- Preferred hand loading equipment - reloading components (89%)
- Top brand of presses and dies – RCBS (41%)
- Most presses and dies purchased from – outdoor specialty stores (26%)
- Top brand of reloading tools – RCBS (38%)
- Most reloading tools purchased from – outdoor specialty stores (31%)
- Preferred reloading components - bullets (75%)
- Top brand of brass shell cases – Winchester (39%)
- Most brass shell cases purchased from – website (25%)
- Top brand of reloading bullets - Hornady (31%)
- Most reloading bullets purchased from – outdoor specialty stores (33%)
- Top brand of primer - CCI (37%)

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- Most primers were purchased – local shops (38%)
- Top brand of reloading powder - Hodgdon (34%)
- Most reloading powder purchased from – local shops (42%)
- Top brand of shotshells wads - Claybusters (42%)
- Most shotshell wads purchased from – local shops (42%)
- Top brand of shot - Remington (12%)
- Most shot purchased from – local shops (31%)

**Optics (not including scopes for mounting on firearms)**

- Preferred optics – binoculars (45%)
- Top brand of binocular - Bushnell (26%)
- Most binoculars purchased from – outdoor specialty stores (34%)
- Top brand of spotting scopes - Bushnell (30%)
- Most spotting scopes purchased from – outdoor specialty stores (26%)
- Top brand of range finders - Bushnell (39%)
- Most range finders purchased from – outdoor specialty stores (43%)
- Top brand of sighting devices - LaserMax (21%)
- Most sighting devices purchased from – outdoor specialty stores (23%)

**Hunting apparel**

- Preferred hunting apparel – camouflage clothing (68%)
- Most purchased blaze orange – vest (43%)
- Top brand of blaze orange – Mossy Oak (27%)
- Most blaze orange purchased from – mass merchants (35%)
- Most purchased type of camouflage clothing – shirts (39%)
- Top brand of camouflage clothing – Mossy Oak (26%)
- Most camouflage clothing purchased from – outdoor specialty stores (42%)
- Top brand of shooting vests – Cabelas (19%)
- Most shooting vests purchased from – outdoor specialty stores (30%)

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- Top brand of boots – Rocky (25%)
- Most boots purchased from – outdoor specialty stores (38%)
- Top brand of headgear – Mossy Oak (20%)
- Most headgear purchased from – outdoor specialty stores (43%)
- Top brand of undergarments – Under Armour (38%)
- Most undergarments purchased from – outdoor specialty stores (36%)
- Top brand of gloves – Mossy Oak (17%)
- Most gloves purchased from – mass merchants (37%)
- Most coveralls purchased from – outdoor specialty stores (28%)
- Most hunting socks purchased from – outdoor specialty stores (27%)
- Most chest waders purchased from – outdoor specialty stores (48%)

**Hunting accessories (cases, knife, scents)**

- Preferred other hunting accessories – knives (29%)
- Top brand of bipod or shooting sticks – Harris (21%)
- Most bipod or shooting sticks purchases from – outdoor specialty stores (40%)
- Top type of electronics – GPS (35%)
- Top brand of electronics – Garmin (29%)
- Most electronics purchased from – outdoor specialty stores (47%)
- Top type of lighting – flashlights (78%)
- Top brand of lighting – Maglite (26%)
- Most flashlights purchase from – mass merchants (37%)
- Top brand of gun cases – Plano (19%)
- Most gun cases purchase from – outdoor specialty stores (36%)
- Most game cleaning purchase from – outdoor specialty stores (39%)
- Top brand of gun safes – Sentry (29%)
- Most gun cases purchase from – general sporting goods (21%)

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- Top brand of holster or ammo belt – Fobus (42%)
- Most purchased from – website (26%)
- Top brand of knives – Gerber (27%)
- Most knives purchased from – outdoor specialty (22%)
- Top brand of scents or eliminators – ScentAWay (41%)
- Most scents purchased from – mass merchants (31%)
- Top type of tree stands – blind (42%)
- Top brand of tree stands – Gorilla (14%)
- Most tree stands purchased from – outdoor specialty stores (38%)

**Shooting accessories**

- Preferred shooting accessories – gun cleaning supplies (50%)
- Top brand of benches/rests – Caldwell (19%)
- Most benches/rests purchased from – outdoor specialty stores (35%)
- Top brand of shooting targets – Shoot-N-C (39%)
- Most targets purchased from – mass merchants (35%)
- The most purchased type of safety equipment - ear protection (68%)
- Top brand of safety equipment - Remington (15%)
- Most safety equipment purchased from – mass merchants (38%)
- Top brand of clays – Remington (32%)
- Most clays purchased from – mass merchants (48%)
- Top brand of traps – Champion (24%)
- Most clays purchased from – mass merchants (39%)
- Most rifle slings purchased from – outdoor specialty stores (30%)
- Top brand of gun cleaning – Hoppes (37%)
- Most gun cleaning supplies purchased from – mass merchants (36%)
- Most lens cleaning kits purchased from – mass merchants (31%)
- Most recoil pads purchased from – outdoor specialty stores (32%)

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## Monthly Question Results

The results of the monthly general interest and conservation questions are presented below. These questions vary every month. The monthly questions cover topics of trends, special interest, current legal, environmental, or conservation issues.

### MONTHLY QUESTION:

**This past season, what of the following  
did you use for deer hunting?**

	Feb 2009
I did not hunt deer	12.33%
Shotgun - Slug	16.98%
Shotgun - Buckshot and other	5.75%
Bow	38.17%
Muzzleloader	26.78%
Total	100.00%
	N=4409

### Survey Statistics:

Number of Observations (completed surveys)	6069
Number of Usable Observations	5622
C.I. = +/- 3.0 percentage points at the 95% confidence level	

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Summary of Survey  
Respondents for  
February 2009

Age of Respondent

	Feb 2009	YTD 2009	Feb 2008
Under 18	1.28%	1.34%	1.68%
18 to 24	5.09%	5.13%	6.33%
25 to 34	25.65%	25.74%	23.51%
35 to 44	26.52%	26.45%	27.92%
45 to 54	22.75%	22.69%	22.33%
55 to 64	11.43%	11.40%	11.11%
65 and older	7.27%	7.25%	7.12%
Total	100.00%	100.00%	100.00%

Household Income

	Feb 2009	YTD 2009	Feb 2008
Under \$10,000	4.99%	5.10%	5.57%
\$10,000 to \$19,999	5.73%	5.59%	6.43%
\$20,000 to \$29,999	11.70%	11.56%	11.00%
\$30,000 to \$39,999	17.25%	17.31%	16.25%
\$40,000 to \$49,999	13.27%	13.23%	13.14%
\$50,000 to \$74,999	24.46%	24.40%	25.36%
\$75,000 to \$99,999	12.43%	12.39%	10.95%
\$100,000 or above	10.18%	10.43%	11.28%
Total	100.00%	100.00%	100.00%

Education Level

	Feb 2009	YTD 2009	Feb 2008
11 years or less	3.95%	3.79%	3.51%
12 years	29.85%	28.48%	23.54%
1-3 years of college	37.26%	37.22%	35.89%
4 or more years of college	28.94%	30.51%	37.05%
Total	100.00%	100.00%	100.00%
	N=5605	N=7653	N=1754

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

	Feb 2009	YTD 2009	Feb 2008
Yes	29.52%	34.19%	20.30%
No	70.48%	65.81%	79.70%
Total	100.00%	100.00%	100.00%
	N=5605	N=7653	N=1763

## Species sought in the past month by respondents who hunted.

	Feb 2009	YTD 2009	Feb 2008
Deer	11.15%	25.78%	14.20%
Elk	.88%	1.02%	.65%
Turkey	2.49%	2.93%	5.22%
Waterfowl	13.33%	17.74%	6.99%
Small Game	47.22%	40.43%	49.96%
Dove	1.55%	1.51%	1.18%
Upland Game Birds	15.75%	16.52%	19.37%
Predator/Predator Calling	24.50%	19.70%	17.35%
Varmint	18.71%	14.71%	13.99%
Coyote	41.40%	33.26%	39.48%
Bear	.37%	.25%	.00%
Moose	.17%	.12%	.00%
Prairie Dog	4.37%	3.15%	.29%
Other	15.21%	9.99%	.00%
I did not hunt	.28%	.23%	.31%
Total	100.00%	100.00%	100.00%
	N=1516	N=2495	N=334

## Did you hunt outside of your home state last month?

	Feb 2009	YTD 2009
Yes	11.39%	11.71%
No	88.61%	88.29%
Total	100.00%	100.00%
	N=1516	N=2518

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## Days of hunting by respondents who hunted DEER last month

	none	1-2	6-10	over 20	Subtotal
rifle	21.9%	26.1%	25.0%	27.0%	100.0%
n=	25	29	28	30	112
shotgun	24.2%	33.0%	31.0%	11.8%	100.0%
n=	25	34	32	12	102
muzzleloader blackpowder	21.7%	48.4%	19.7%	10.2%	100.0%
n=	21	48	20	10	99
bow	18.5%	21.6%	13.9%	46.0%	100.0%
n=	19	22	14	48	104
handgun	70.1%	25.8%	2.2%	1.9%	100.0%
n=	44	16	1	1	63
other	76.4%	8.2%	4.4%	11.0%	100.0%
n=	36	4	2	5	48

## Average number of days of hunting by respondents who hunted DEER

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	7.79	112	6.47	413
Shotgun	5.33	102	3.17	295
Muzzleloader/Blackpowder	4.34	99	3.23	308
Bow	10.64	104	6.47	331
Handgun	.95	63	.76	199
Other	2.68	48	.91	164

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## Days of hunting by respondents who hunted ELK last month

	none	1-2	6-10	over 20	Subtotal
rifle	.0%	42.6%	33.1%	24.4%	100.0%
n=	0	5	4	3	12
shotgun	69.7%	30.3%	.0%	.0%	100.0%
n=	5	2	0	0	8
muzzleloader blackpowder	69.7%	30.3%	.0%	.0%	100.0%
n=	5	2	0	0	8
bow	48.4%	22.8%	11.2%	17.5%	100.0%
n=	5	3	1	2	11
handgun	69.7%	30.3%	.0%	.0%	100.0%
n=	5	2	0	0	8
other	69.7%	30.3%	.0%	.0%	100.0%
n=	5	2	0	0	8

## Average number of days of hunting by respondents who hunted ELK

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	8.15	12	8.05	20
Shotgun	.45	8	.32	12
Muzzleloader/Blackpowder	.45	8	1.05	13
Bow	4.75	11	3.40	18
Handgun	.45	8	.32	12
Other	.45	8	.32	12

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## Days of hunting by respondents who hunted TURKEY last month

	none	1-2	6-10	over 20	Subtotal
rifle	45.0%	37.3%	15.8%	1.9%	100.0%
n=	7	5	2	0	15
shotgun	20.0%	52.8%	26.0%	1.1%	100.0%
n=	4	11	5	0	21
muzzleloader blackpowder	72.7%	3.0%	24.3%	.0%	100.0%
n=	7	0	2	0	9
bow	15.9%	17.8%	59.7%	6.6%	100.0%
n=	3	3	11	1	19
handgun	72.7%	.0%	24.3%	3.0%	100.0%
n=	7	0	2	0	9
other	70.6%	.0%	29.4%	.0%	100.0%
n=	6	0	2	0	8

## Average number of days of hunting by respondents who hunted TURKEY

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	2.21	15	3.77	25
Shotgun	3.09	21	2.90	38
Muzzleloader/Blackpowder	1.99	9	3.99	19
Bow	6.36	19	5.06	34
Handgun	2.54	9	1.64	17
Other	2.36	8	1.40	14

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

	none	1-2	6-10	over 20	Subtotal
rifle	94.3%	5.7%	.0%	.0%	100.0%
n=	54	3	0	0	57
shotgun	.1%	42.2%	25.5%	32.1%	100.0%
n=	0	71	43	54	167
muzzleloader blackpowder	95.5%	.0%	4.5%	.0%	100.0%
n=	51	0	2	0	53
bow	89.5%	6.4%	.0%	4.1%	100.0%
n=	51	4	0	2	57
handgun	95.6%	.0%	.0%	4.4%	100.0%
n=	51	0	0	2	53
other	95.2%	.0%	4.8%	.0%	100.0%
n=	46	0	2	0	48

## Average number of days of hunting by respondents who hunted WATERFOWL (ducks, geese)

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	.09	57	.04	137
Shotgun	9.10	167	6.85	360
Muzzleloader/Blackpowder	.36	53	.16	129
Bow	.91	57	.43	133
Handgun	.87	53	.39	129
Other	.38	48	.17	122

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

	none	1-2	6-10	over 20	Subtotal
rifle	15.1%	46.4%	23.1%	15.4%	100.0%
n=	74	226	113	75	487
shotgun	9.7%	43.6%	25.6%	21.1%	100.0%
n=	49	219	128	106	502
muzzleloader blackpowder	86.1%	9.0%	3.6%	1.3%	100.0%
n=	187	20	8	3	218
bow	57.3%	22.2%	6.9%	13.7%	100.0%
n=	156	60	19	37	273
handgun	54.4%	29.6%	11.9%	4.1%	100.0%
n=	149	81	33	11	275
other	83.1%	11.2%	2.1%	3.6%	100.0%
n=	172	23	4	7	207

## Average number of days of hunting by respondents who hunted SMALL GAME (rabbit, squirrel)

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	5.62	487	4.94	638
Shotgun	6.93	502	6.20	668
Muzzleloader/Blackpowder	.69	218	.59	281
Bow	3.61	273	3.12	346
Handgun	2.22	275	1.93	356
Other	1.05	207	1.06	272

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## Days of hunting by respondents who hunted DOVE last month

	none	1-2	6-10	over 20	Subtotal
rifle	65.0%	35.0%	.0%	.0%	100.0%
n=	4	2	0	0	7
shotgun	11.1%	42.8%	27.5%	18.6%	100.0%
n=	2	9	6	4	21
muzzleloader blackpowder	63.1%	.0%	36.9%	.0%	100.0%
n=	4	0	2	0	6
bow	63.1%	36.9%	.0%	.0%	100.0%
n=	4	2	0	0	6
handgun	63.1%	.0%	.0%	36.9%	100.0%
n=	4	0	0	2	6
other	63.1%	.0%	36.9%	.0%	100.0%
n=	4	0	2	0	6

## Average number of days of hunting by respondents who hunted DOVE

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	.53	7	.38	10
Shotgun	6.56	21	5.70	32
Muzzleloader/Blackpowder	2.95	6	2.09	10
Bow	.55	6	.39	10
Handgun	7.37	6	5.22	10
Other	2.95	6	2.09	10

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

	none	1-2	6-10	over 20	Subtotal
rifle	91.1%	4.9%	1.1%	2.9%	100.0%
n=	73	4	1	2	80
shotgun	.0%	62.6%	19.6%	17.8%	100.0%
n=	0	130	41	37	208
muzzleloader blackpowder	95.3%	3.5%	1.1%	.0%	100.0%
n=	72	3	1	0	75
bow	92.7%	1.4%	1.1%	4.7%	100.0%
n=	72	1	1	4	78
handgun	91.8%	8.2%	.0%	.0%	100.0%
n=	70	6	0	0	77
other	95.9%	4.1%	.0%	.0%	100.0%
n=	68	3	0	0	71

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

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	.74	80	.53	130
Shotgun	6.07	208	5.08	341
Muzzleloader/Blackpowder	.14	75	.16	122
Bow	1.05	78	.76	124
Handgun	.12	77	.09	122
Other	.06	71	.04	116

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## Days of hunting by respondents who PREDATOR CALLED last month

	none	1-2	6-10	over 20	Subtotal
rifle	2.5%	47.8%	29.0%	20.7%	100.0%
n=	8	154	94	67	323
shotgun	36.1%	31.9%	17.9%	14.1%	100.0%
n=	63	55	31	25	174
muzzleloader blackpowder	84.9%	5.1%	3.5%	6.6%	100.0%
n=	95	6	4	7	112
bow	63.1%	16.6%	8.1%	12.2%	100.0%
n=	89	23	11	17	141
handgun	59.9%	21.2%	8.7%	10.2%	100.0%
n=	82	29	12	14	138
other	92.7%	1.9%	.0%	5.3%	100.0%
n=	96	2	0	6	104

## Average number of days of hunting by respondents who hunted PREDATOR CALLED

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	7.18	323	6.66	405
Shotgun	4.74	174	4.49	219
Muzzleloader/Blackpowder	1.66	112	1.41	139
Bow	3.34	141	3.14	171
Handgun	3.06	138	2.70	172
Other	1.09	104	.94	130

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## Days of hunting by respondents who hunted VARMINTS last month

	none	1-2	6-10	over 20	Subtotal
rifle	3.5%	40.4%	30.0%	26.1%	100.0%
n=	8	96	71	62	237
shotgun	26.5%	36.8%	19.7%	17.0%	100.0%
n=	34	47	25	22	129
muzzleloader blackpowder	85.3%	6.8%	5.5%	2.4%	100.0%
n=	69	5	4	2	81
bow	67.5%	18.4%	5.6%	8.5%	100.0%
n=	67	18	6	8	100
handgun	42.7%	26.8%	16.1%	14.3%	100.0%
n=	54	34	20	18	127
other	82.0%	10.8%	.6%	6.7%	100.0%
n=	66	9	0	5	80

## Average number of days of hunting by respondents who hunted VARMINTS

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	8.23	237	7.61	290
Shotgun	5.53	129	5.02	152
Muzzleloader/Blackpowder	1.02	81	.91	99
Bow	2.42	100	2.30	121
Handgun	4.56	127	4.33	149
Other	1.55	80	1.32	99

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## Days of hunting by respondents who hunted COYOTE last month

	none	1-2	6-10	over 20	Subtotal
rifle	2.5%	52.9%	27.8%	16.8%	100.0%
n=	13	279	147	89	528
shotgun	41.0%	31.7%	14.9%	12.3%	100.0%
n=	107	83	39	32	261
muzzleloader blackpowder	84.2%	7.8%	4.0%	4.0%	100.0%
n=	159	15	8	8	189
bow	67.2%	16.7%	7.1%	8.9%	100.0%
n=	149	37	16	20	222
handgun	68.1%	13.4%	8.0%	10.5%	100.0%
n=	150	29	18	23	220
other	89.3%	4.8%	1.7%	4.2%	100.0%
n=	162	9	3	8	182

## Average number of days of hunting by respondents who hunted COYOTE

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	6.38	528	6.01	661
Shotgun	4.13	261	3.68	332
Muzzleloader/Blackpowder	1.24	189	1.19	244
Bow	2.61	222	2.40	284
Handgun	2.94	220	2.51	280
Other	1.05	182	.99	235

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## Days of hunting by respondents who hunted BEAR last month

	none	1-2	6-10	over 20	Subtotal
rifle	46.2%	.0%	.0%	53.8%	100.0%
n=	2	0	0	3	5
shotgun	.0%	100.0%	.0%	.0%	100.0%
n=	0	2	0	0	2
muzzleloader blackpowder	.0%	.0%	100.0%	.0%	100.0%
n=	0	0	2	0	2
bow	.0%	100.0%	.0%	.0%	100.0%
n=	0	2	0	0	2
handgun	.0%	.0%	100.0%	.0%	100.0%
n=	0	0	2	0	2
other	.0%	.0%	100.0%	.0%	100.0%
n=	0	0	2	0	2

## Average number of days of hunting by respondents who hunted BEAR

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	10.75	5	10.47	5
Shotgun	1.50	2	1.50	3
Muzzleloader/Blackpowder	8.00	2	8.00	3
Bow	1.50	2	1.50	3
Handgun	8.00	2	8.00	3
Other	8.00	2	8.00	3

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## Days of hunting by respondents who hunted MOOSE last month

	none	1-2	6-10	over 20	Subtotal
rifle	.0%	.0%	.0%	100.0%	100.0%
n=	0	0	0	2	2
shotgun	.0%	.0%	100.0%	.0%	100.0%
n=	0	0	2	0	2
muzzleloader blackpowder	.0%	.0%	.0%	100.0%	100.0%
n=	0	0	0	2	2
bow	.0%	.0%	100.0%	.0%	100.0%
n=	0	0	2	0	2
handgun	.0%	.0%	.0%	100.0%	100.0%
n=	0	0	0	2	2
other	.0%	.0%	100.0%	.0%	100.0%
n=	0	0	2	0	2

## Average number of days of hunting by respondents who hunted MOOSE

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Rifle	20.00	2	20.00	3
Shotgun	8.00	2	8.00	3
Muzzleloader/Blackpowder	20.00	2	20.00	3
Bow	8.00	2	8.00	3
Handgun	20.00	2	20.00	3
Other	8.00	2	8.00	3

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**Did You Target Shoot Last Month? (of all respondents)**

	Feb 2009	YTD 2009	Feb 2008
Yes	55.35%	50.68%	33.90%
No	44.65%	49.32%	66.10%
Total	100.00%	100.00%	100.00%
	N=5605	N=7653	N=1763

**Target shooting activities by respondents who went target shooting**

	Feb 2009	YTD 2009	Feb 2008
Rifle shooting (plinking, benchrest, tactical, cowboy, etc)	60.82%	59.11%	44.83%
Handgun shooting (plinking, benchrest, tactical, cowboy, etc)	50.37%	49.72%	49.90%
Bow/Archery	39.91%	37.55%	24.47%
Air rifle	13.63%	12.83%	8.87%
Shotgun	35.45%	33.76%	12.64%
Sighting rifle or muzzleloader	44.17%	42.24%	21.90%
Other	3.54%	3.20%	6.05%
I did not target shoot	.06%	.15%	.16%
Total	100.00%	100.00%	100.00%
	N=2976	N=3683	N=498

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

	Feb 2009	YTD 2009
Sporting clays	43.60%	42.97%
Trap	31.68%	32.26%
Skeet	32.08%	31.51%
Pattern shotgun	38.97%	37.14%
Other	13.51%	13.64%
Total	100.00%	100.00%
	N=926	N=1113

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

	Feb 2009	YTD 2009	Feb 2008
Benchrest	37.88%	36.86%	20.89%
NRA High Power	2.57%	3.30%	6.03%
Long Range	27.75%	26.88%	17.40%
Tactical	9.91%	10.06%	10.26%
Silhouette Rim Fire	10.59%	9.85%	7.00%
Silhouette High Power	10.38%	9.49%	.50%
Silhouette Black Powder	2.59%	2.48%	.84%
Cowboy Action	4.32%	3.94%	7.66%
Sighting Rifle or Pattern Shotgun	53.74%	52.14%	45.83%
Plinking or Informal Target Shooting	70.41%	69.87%	67.70%
Other	2.36%	1.98%	.00%
I did not engage in any handgun shooting	.34%	.31%	.00%
Total	100.00% N=1737	100.00% N=2079	100.00% N=239

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

	Feb 2009	YTD 2009	Feb 2008
Bullseye	26.04%	25.76%	12.58%
IPSC	2.09%	2.44%	8.41%
Silhouette rimfire	7.95%	7.32%	1.94%
Silhouette high power	10.71%	10.07%	9.21%
Cowboy action	4.59%	4.25%	9.19%
Plinking or informal target shooting	76.82%	76.65%	79.89%
Other	4.10%	3.39%	.00%
I did not engage in any handgun shooting	.42%	.37%	.00%
Total	100.00% N=1491	100.00% N=1796	100.00% N=238

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## Days of target shooting last month

		none	1 or 2 days	3 to 5 days	6 to 10 days	11 to 15 days	16 to 20 days	over 20 days	Subtotal
Air Rifle	n=	.5%	33.4%	29.8%	19.3%	8.6%	5.3%	3.2%	100.0%
		1	105	94	61	27	17	10	316
Archery	n=	1.3%	20.0%	29.9%	20.3%	10.6%	8.0%	9.9%	100.0%
		13	194	288	196	102	77	95	966
Handgun	n=	.4%	50.5%	33.7%	10.3%	3.0%	1.6%	.5%	100.0%
		5	609	406	124	36	19	6	1205
Rifle	n=	.1%	43.7%	39.3%	10.5%	3.6%	1.6%	1.1%	100.0%
		1	643	579	155	53	23	17	1472
Shotgun	n=	.5%	45.9%	34.5%	11.9%	3.8%	2.2%	1.2%	100.0%
		5	390	294	101	32	19	10	850
Sighting	n=	1.9%	71.4%	20.9%	4.7%	.8%	.2%	.2%	100.0%
		20	754	221	49	8	2	2	1055

## Average number of days of target shooting last month

	Feb 2009		YTD 2009	
	Mean	N	Mean	N
Air Rifle	5.94	316	5.71	375
Archery	7.91	966	7.81	1144
Handgun	3.70	1205	3.62	1499
Rifle	4.05	1472	3.95	1799
Shotgun	4.14	850	4.00	1020
Sighting	2.44	1055	2.38	1272

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

	Feb 2009	YTD 2009
Yes	7.88%	8.72%
No	92.12%	91.28%
Total	100.00%	100.00%
	N=2882	N=3574

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

	Feb 2009	YTD 2009
ATA	8.32%	9.76%
IDPA	3.74%	3.30%
IPSIC USPCA	1.92%	1.62%
NSSA	3.15%	4.22%
NSCA	3.16%	4.13%
SASS	4.42%	4.21%
Other	75.29%	72.76%
Total	100.00%	100.00%
	N=255	N=273

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**Did you purchase any hunting or shooting items last month? (of all respondents)**

	Feb 2009	YTD 2009	Feb 2008
Yes	63.46%	59.46%	41.79%
No	36.54%	40.54%	58.21%
Total	100.00%	100.00%	100.00%
	N=5605	N=7653	N=1763

**The primary purpose of the purchase was:**

	Feb 2009	YTD 2009
Hunting	51.57%	52.29%
Target shooting	26.85%	26.73%
Self defense	14.16%	13.94%
Gift	3.80%	4.02%
Other	3.62%	3.03%
Total	100.00%	100.00%
	N=3442	N=4314

**What survey respondents reported buying:**

	Feb 2009	YTD 2009	Feb 2008
Firearms	8.57%	8.66%	11.92%
Ammunition	21.96%	22.56%	22.81%
Blackpowder	3.56%	3.36%	1.84%
Bowhunting	8.48%	8.14%	7.63%
Game calls	9.10%	8.78%	12.31%
Hand loading	5.82%	6.11%	.00%
Optics	3.45%	3.31%	3.84%
Hunting apparel	14.21%	14.28%	13.78%
Hunting accessories	13.00%	12.91%	11.12%
Shooting accessories	11.41%	11.42%	13.91%
I did not purchase anything	.45%	.48%	.84%
Total	100.00%	100.00%	100.00%
	N=3459	N=4384	N=727

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## Age of Respondents

	Purchased Firearms		
	Feb-09	YTD 2009	Feb-08
Under 18	.9%	.8%	.0%
18 to 24	6.3%	6.7%	5.6%
25 to 34	26.1%	26.1%	28.7%
35 to 44	27.6%	27.7%	30.6%
45 to 54	21.3%	21.5%	16.6%
55 to 64	11.4%	11.1%	14.4%
65 and older	6.3%	6.1%	4.1%
Total	100.0%	100.0%	100.0%
	N=855	N=1025	N=188

## Household Income

	Purchased Firearms		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	4.3%	4.2%	3.5%
\$10,000 to \$19,999	4.5%	4.8%	1.9%
\$20,000 to \$29,999	10.9%	11.8%	5.9%
\$30,000 to \$39,999	17.4%	16.5%	13.6%
\$40,000 to \$49,999	13.1%	12.9%	10.7%
\$50,000 to \$74,999	24.6%	25.0%	32.3%
\$75,000 to \$99,999	12.2%	12.8%	14.3%
\$100,000 or above	12.9%	12.0%	17.9%
Total	100.0%	100.0%	100.0%
	N=855	N=1025	N=188

## Education Level

	Purchased Firearms		
	Feb-09	YTD 2009	Feb-08
11 years or less	3.4%	3.4%	4.1%
12 years	29.4%	28.9%	19.6%
1-3 years of college	40.8%	40.1%	32.6%
4 or more years of college	26.4%	27.5%	43.7%
Total	100.0%	100.0%	100.0%
	N=855	N=1025	N=187

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

	Feb 2009	YTD 2009	Feb 2008
Rifles	47.21%	48.64%	38.94%
Shotguns	18.50%	17.86%	25.52%
Muzzleloaders	7.78%	6.98%	8.80%
Handguns	28.25%	28.89%	34.66%
Scopes	26.82%	26.35%	15.37%
Scope accessories	11.30%	11.16%	4.77%
Other firearms	2.33%	2.02%	.00%
None	5.21%	4.84%	.00%
Total	100.00%	100.00%	100.00%
	N=855	N=1023	N=181

## Type of RIFLES purchased

	Feb 2009	YTD 2009	Feb 2008
Bolt action	53.1%	52.3%	61.3%
Lever action	8.4%	8.8%	8.6%
Semi-automatic	27.8%	29.0%	17.5%
Break action	6.4%	6.1%	11.5%
Other	4.3%	3.8%	1.2%
Total	N=384	N=465	N=72

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## Brand of RIFLES purchased

	Feb 2009	YTD 2009	Feb 2008
Browning	2.4%	2.4%	3.4%
Bushmaster	1.6%	1.8%	.4%
Kimber	1.2%	1.6%	1.5%
Marlin	6.7%	6.6%	7.4%
Mossberg	3.2%	2.9%	3.5%
Remington	20.7%	18.0%	12.4%
Ruger	8.6%	8.9%	13.1%
Savage	15.1%	15.2%	14.3%
Springfield Armory	.7%	.8%	.0%
Thompson Center	2.3%	2.3%	3.5%
Weatherby	3.4%	4.2%	1.3%
Winchester	4.4%	4.2%	4.0%
Not sure	.1%	.2%	.0%
Other	29.5%	31.0%	35.2%
Total	N=383	N=463	N=70

## Average spent on RIFLES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$633.63	\$635.56	\$640.93
N	320	401	51

## Cost of RIFLES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0 to \$100	2.0%	2.0%	.6%
\$100 to \$250	18.6%	19.1%	26.7%
\$250 to \$500	31.5%	31.2%	33.5%
\$500 to \$750	20.1%	19.1%	24.0%
\$750 to \$1,000	16.8%	16.5%	4.9%
\$1,000 to \$2,500	9.2%	10.4%	7.0%
\$2,500 to \$5,000	1.0%	.8%	1.9%
\$5,000 to \$10,000	.0%	.0%	.7%
over \$10,000	.0%	.0%	.7%
not sure	.9%	1.0%	.0%
Total	N=383	N=464	N=72

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## Types of stores where RIFLES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	5.7%	6.1%	5.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	19.7%	18.2%	21.0%
General Sporting Goods (The Sports Authority)	8.1%	8.0%	5.7%
Local shop (mom and pop shops)	32.0%	31.9%	33.7%
Printed Catalog (Bass Pro, Cabelas)	.2%	.1%	.0%
Website (Cabelas, Bass Pro)	4.3%	4.2%	3.3%
Gun shows or expos	4.8%	5.7%	5.4%
Used	11.4%	12.9%	7.1%
Other	12.7%	12.0%	17.8%
Not sure	1.1%	1.0%	.0%
Total	N=383	N=464	N=72

## Type of SHOTGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
Pump action	48.9%	48.4%	33.6%
Semi-automatic	20.0%	20.5%	19.7%
Break action	6.4%	7.4%	44.3%
Over/under	19.7%	17.8%	2.4%
Side by side	2.8%	3.6%	.0%
Other	2.2%	2.3%	.0%
Total	N=159	N=187	N=46

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## Brand of SHOTGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
Benelli	10.6%	11.2%	2.9%
Beretta	4.5%	4.4%	2.3%
Browning	13.0%	11.4%	6.7%
H&R	5.7%	5.9%	18.2%
Mossberg	20.9%	19.4%	23.3%
Remington	17.7%	17.4%	18.3%
Rossi	.4%	1.4%	3.1%
Savage (Stevens)	2.9%	3.3%	.3%
Stoeger	4.4%	4.3%	12.1%
Weatherby	.0%	.0%	.0%
Winchester	4.9%	4.8%	3.6%
Other	15.1%	15.9%	9.0%
Not sure	.0%	.5%	.0%
Total	N=158	N=186	N=46

## Average spent on SHOTGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$621.54	\$593.94	\$477.87
N	125	148	33

## Cost of SHOTGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0 to \$100	3.0%	3.7%	2.6%
\$100 to \$250	12.0%	13.6%	26.1%
\$250 to \$500	48.1%	46.7%	48.6%
\$500 to \$750	14.8%	15.9%	14.6%
\$750 to \$1,000	8.8%	7.8%	1.3%
\$1,000 to \$2,500	11.4%	10.9%	5.4%
\$2,500 to \$5,000	1.2%	.9%	1.4%
\$5,000 to \$10,000	.0%	.0%	.0%
over \$10,000	.0%	.0%	.0%
not sure	.8%	.6%	.0%
Total	N=158	N=186	N=46

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Types of stores where SHOTGUNS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	8.7%	10.5%	4.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	20.9%	19.6%	29.2%
General Sporting Goods (The Sports Authority)	12.1%	11.1%	12.8%
Local shop (mom and pop shops)	28.5%	29.9%	16.7%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	.0%
Website (Cabelas, Bass Pro)	2.5%	2.3%	2.5%
Gun shows or expos	5.5%	5.1%	9.9%
Used	10.9%	11.4%	13.0%
Other	10.6%	10.0%	11.2%
Not sure	.3%	.2%	.0%
Total	N=159	N=187	N=46

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## Type of MUZZLELOADERS purchased

	Feb 2009	YTD 2009	Feb 2008
Inline	83.2%	82.8%	54.5%
Standard	11.7%	12.1%	45.5%
Flint lock	5.1%	5.1%	.0%
Other	.0%	.0%	.0%
Total	N=75	N=82	N=18

## Brand of MUZZLELOADERS purchased

	Feb 2009	YTD 2009	Feb 2008
CVA	22.8%	25.4%	26.5%
Knight	12.9%	13.0%	2.1%
Thompson Center	29.0%	28.4%	47.4%
Lyman	3.9%	3.9%	.0%
Winchester	.0%	.0%	.0%
Traditions	15.6%	14.3%	5.4%
Not sure	1.7%	1.5%	.0%
Other	14.1%	13.5%	18.6%
Total	N=75	N=82	N=18

## Average spent on MUZZLELOADERS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$349.77	\$343.36	\$406.32
N	54	59	12

## Cost of MUZZLELOADERS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	.0%	.0%	.0%
\$25.01-\$50	3.9%	3.9%	.0%
\$50.01-\$100	5.0%	5.0%	.0%
\$100.01-\$200	20.1%	23.2%	23.9%
\$200.01-\$400	44.4%	42.1%	34.0%
\$400.01-\$600	17.4%	16.2%	17.8%
\$600.01-\$800	5.0%	5.3%	19.4%
\$800.01-\$1000	3.4%	3.4%	4.8%
Over \$1000	.9%	.9%	.0%
Not sure	.0%	.0%	.0%
Total	N=75	N=82	N=18

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Types of stores where MUZZLELOADERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	13.0%	12.4%	10.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	35.7%	37.2%	39.5%
General Sporting Goods (The Sports Authority)	3.9%	4.0%	.0%
Local shop (mom and pop shops)	21.6%	21.6%	15.1%
Printed Catalog (Bass Pro, Cabelas)	1.6%	1.5%	.0%
Website (Cabelas, Bass Pro)	5.6%	6.0%	.0%
Gun shows or expos	4.0%	3.8%	.0%
Used	8.5%	7.7%	17.8%
Other	6.1%	5.9%	17.1%
Not sure	.0%	.0%	.0%
Total	N=75	N=82	N=18

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## Type of HANDGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
Semi-automatic	72.5%	73.4%	84.4%
Revolver	25.9%	25.3%	15.1%
Break action	.3%	.2%	.0%
Other	1.4%	1.1%	.5%
Total	N=250	N=307	N=54

## Brand of HANDGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
Beretta	5.7%	5.1%	5.2%
Bersa	1.0%	.9%	.0%
Browning	.9%	1.3%	.0%
Colt	1.7%	1.3%	2.0%
CZ	2.0%	1.8%	.0%
Freedom Arms	.0%	.0%	.0%
Glock	6.7%	6.3%	14.5%
Heckler & Koch (H&K)	.2%	.2%	.0%
High Point	2.7%	2.9%	.0%
Kel-tec	2.1%	2.2%	.0%
Kimber	2.1%	1.7%	.0%
North American Arms	.8%	.9%	.0%
SIG Arms	4.9%	5.2%	2.7%
Smith & Wesson	18.6%	18.5%	9.7%
Springfield	9.8%	10.8%	25.0%
Sturm, Ruger	13.9%	13.5%	6.3%
Taurus	10.8%	10.3%	14.1%
Thompson Center	.6%	.5%	.0%
Other	14.0%	15.5%	20.6%
Not sure	1.3%	1.2%	.0%
Total	N=250	N=307	N=54

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## Average spent on HANDGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$452.71	\$452.73	\$427.02
N	193	241	45

## Cost of HANDGUNS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	.4%	.3%	.0%
\$25.01-\$50	.3%	.3%	.0%
\$50.01-\$100	2.9%	3.5%	.0%
\$100.01-\$200	8.2%	8.0%	5.5%
\$200.01-\$400	30.4%	30.9%	41.0%
\$400.01-\$600	37.3%	34.7%	38.8%
\$600.01-\$800	14.6%	15.8%	13.0%
\$800.01-\$1000	4.0%	4.0%	1.7%
over \$1000	1.7%	2.5%	.0%
not sure	.0%	.0%	.0%
Total	N=249	N=306	N=54

## Types of stores where HANDGUNS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	1.1%	1.0%	.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	13.0%	13.8%	23.0%
General Sporting Goods (The Sports Authority)	6.9%	5.9%	5.3%
Local shop (mom and pop shops)	38.2%	37.1%	37.1%
Printed Catalog (Bass Pro, Cabelas)	.7%	.6%	.0%
Website (Cabelas, Bass Pro)	4.5%	4.9%	.0%
Gun shows or expos	7.7%	9.8%	15.9%
Used	14.9%	14.3%	9.8%
Other	13.1%	12.6%	8.1%
Not sure	.0%	.0%	.0%
Total	N=250	N=307	N=54

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## Of people who reported buying SCOPES last month, they purchased:

	Feb 2009	YTD 2009	Feb 2008
Rifle scope	85.1%	84.9%	80.8%
Shotgun scope	9.4%	10.3%	4.2%
Handgun scope	3.3%	2.9%	6.3%
Other scope	2.1%	2.0%	8.7%
Total	N=231	N=272	N=31

## Brand of SCOPES purchased

	Feb 2009	YTD 2009	Feb 2008
AimPoint	.9%	1.4%	.0%
ATN	1.0%	.8%	.0%
Bausch and Lomb	.5%	.4%	.0%
BSA	6.9%	6.9%	16.0%
Bushnell	18.9%	17.3%	25.3%
Burris	3.8%	4.2%	3.1%
Leupold	9.3%	8.5%	7.9%
Nikon	13.4%	14.3%	33.6%
Nitrex	.0%	.0%	.0%
Pentax	1.0%	.9%	.8%
Redfield	.9%	.8%	.0%
Sightron	1.1%	1.0%	.0%
Simmons	5.7%	6.2%	1.4%
Swarovski	1.0%	.8%	.0%
Swift	.3%	.2%	.0%
Tasco	7.4%	7.1%	2.2%
Thompson Center	.2%	.1%	.0%
Trijicon	1.6%	1.7%	.0%
Weaver	.4%	1.0%	.0%
Zeiss	1.2%	1.1%	.0%
Other	22.2%	23.3%	8.5%
Not sure	2.2%	2.0%	1.3%
Total	N=228	N=269	N=31

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## Average spent on SCOPES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$227.40	\$225.35	\$247.92
N	179	215	18

## Cost of SCOPES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	2.6%	2.8%	.0%
\$25.01-\$50	10.2%	9.9%	6.6%
\$50.01-\$100	24.7%	23.5%	9.1%
\$100.01-\$200	27.9%	28.5%	28.7%
\$200.01-\$400	16.3%	18.1%	33.9%
\$400.01-\$600	8.0%	8.3%	8.4%
\$600.01-\$800	3.3%	2.6%	1.7%
\$800.01-\$1000	1.6%	1.6%	.0%
over \$1000	4.0%	3.5%	1.2%
1009	.0%	.0%	10.4%
not sure	1.3%	1.2%	.0%
Total	N=228	N=269	N=31

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## Types of stores where SCOPES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	12.8%	12.3%	19.2%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	25.7%	26.2%	34.8%
General Sporting Goods (The Sports Authority)	4.9%	4.2%	5.6%
Local shop (mom and pop shops)	13.2%	12.6%	26.3%
Printed Catalog (Bass Pro, Cabelas)	3.0%	3.1%	.0%
Website (Cabelas, Bass Pro)	23.7%	25.7%	12.1%
Gun shows or expos	5.3%	5.4%	.0%
Used	4.2%	4.2%	.0%
Other	6.9%	5.9%	2.0%
Not sure	.4%	.3%	.0%
Total	N=231	N=272	N=31

## Of people who reported buying SCOPE ACCESSORIES last month, they purchased:

	Feb 2009	YTD 2009	Feb 2008
Rifle scope accessories	79.9%	78.8%	79.7%
Shotgun scope accessories	8.1%	9.9%	4.1%
Handgun scope accessories	3.5%	3.4%	16.2%
Other scope accessories	8.5%	7.9%	.0%
Total	N=100	N=116	N=14

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## Brand of SCOPE ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
AimTec	4.0%	4.6%	.0%
B-Square	.0%	1.5%	5.4%
Burris	4.8%	6.0%	.7%
Kwi-Site	2.7%	2.5%	.0%
Leupold	15.9%	15.7%	19.7%
Millet	5.8%	6.3%	6.2%
Redfield	3.9%	3.9%	.0%
Tasco	7.7%	7.0%	2.2%
Thompson Center	.0%	.0%	.0%
Weaver	19.5%	18.6%	39.4%
Other	26.9%	26.0%	.0%
Not sure	8.8%	7.9%	26.3%
Total	N=97	N=113	N=14

## Average spent on SCOPE ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$167.58	\$157.36	\$76.94
N	76	92	6

## Cost of SCOPE ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0 to \$100	67.5%	69.9%	78.4%
\$100 to \$250	19.9%	18.8%	21.6%
\$250 to \$500	2.5%	2.0%	.0%
\$500 to \$750	2.8%	2.6%	.0%
\$750 to \$1,000	3.7%	3.5%	.0%
\$1,000 to \$2,500	.0%	.0%	.0%
\$2,500 to \$5,000	2.8%	2.6%	.0%
\$5,000 to \$10,000	.0%	.0%	.0%
over \$10,000	.2%	.2%	.0%
not sure	.5%	.5%	.0%
Total	N=97	N=113	N=14

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Types of stores where SCOPE ACCESSORIES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	14.3%	13.6%	19.6%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	32.2%	32.1%	42.9%
General Sporting Goods (The Sports Authority)	5.9%	6.4%	.0%
Local shop (mom and pop shops)	12.3%	11.2%	36.8%
Printed Catalog (Bass Pro, Cabelas)	3.9%	3.3%	.0%
Website (Cabelas, Bass Pro)	19.6%	22.7%	.7%
Gun shows or expos	3.6%	3.0%	.0%
Used	2.2%	2.0%	.0%
Other	6.0%	5.7%	.0%
Not sure	.0%	.0%	.0%
Total	N=100	N=116	N=14

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## Age of Respondents

	Purchased Ammunition		
	Feb-09	YTD 2009	Feb-08
Under 18	1.3%	1.3%	1.5%
18 to 24	6.8%	7.9%	11.9%
25 to 34	27.8%	27.4%	26.0%
35 to 44	26.3%	25.9%	24.0%
45 to 54	21.7%	21.7%	22.4%
55 to 64	10.4%	10.2%	11.3%
65 and older	5.6%	5.7%	3.0%
Total	100.0%	100.0%	100.0%
	N=2120	N=2594	N=347

## Household Income

	Purchased Ammunition		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	4.8%	4.9%	5.7%
\$10,000 to \$19,999	5.5%	5.6%	4.5%
\$20,000 to \$29,999	11.3%	11.5%	7.7%
\$30,000 to \$39,999	16.1%	15.4%	15.2%
\$40,000 to \$49,999	13.1%	12.9%	11.3%
\$50,000 to \$74,999	25.6%	25.4%	27.3%
\$75,000 to \$99,999	13.6%	13.5%	11.8%
\$100,000 or above	10.0%	10.8%	16.6%
Total	100.0%	100.0%	100.0%
	N=2120	N=2594	N=347

## Education Level

	Purchased Ammunition		
	Feb-09	YTD 2009	Feb-08
11 years or less	4.1%	3.8%	5.1%
12 years	31.4%	30.2%	15.8%
1-3 years of college	38.5%	39.2%	39.0%
4 or more years of college	26.0%	26.8%	40.1%
Total	100.0%	100.0%	100.0%
	N=2120	N=2594	N=345

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

	Feb 2009	YTD 2009	Feb 2008
Rifle ammunition	68.86%	66.95%	45.35%
Shotgun ammunition	49.66%	48.26%	50.32%
Handgun ammunition	48.71%	47.23%	39.57%
Other ammunition	2.47%	2.08%	.00%
Total	100.00%	100.00%	100.00%
	N=2121	N=2594	N=3464

## Type of RIFLE AMMUNITION purchased

	Feb 2009	YTD 2009	Feb 2008
Centerfire	74.8%	74.7%	55.9%
Rimfire	23.7%	24.0%	41.8%
Other	1.6%	1.4%	2.4%
Total	N=1413	N=1657	N=148

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## Caliber of RIFLE AMMUNITION purchased

	Feb 2009	YTD 2009	Feb 2008
17 cal	3.3%	3.3%	7.7%
204 Ruger	.7%	1.0%	.0%
22 cal	19.1%	18.8%	34.7%
22-250 cal	2.6%	2.3%	.0%
223 cal	11.5%	11.7%	6.5%
243 cal	5.3%	5.2%	5.3%
270 Remington	6.5%	6.3%	6.9%
270 WSM	1.5%	1.5%	.0%
30 Carbine	.2%	.2%	.0%
30-06 Springfield	12.4%	12.4%	11.3%
30-30 cal	6.4%	6.1%	1.3%
300 Rem. Magnum	.3%	.3%	.0%
300 Rem. Ultra Magnum	.9%	.7%	.0%
300 Savage	.3%	1.2%	.0%
300 WSM	1.3%	1.2%	.0%
300 Weatherby Magnum	.5%	.5%	.0%
300 Win Mag	3.7%	3.4%	.0%
303 British	.6%	.5%	.0%
308 cal	4.0%	4.4%	8.7%
32 Win. Special	.6%	.7%	.0%
35 Remington	.8%	.8%	.0%
375 H&H Magnum	.1%	.2%	.0%
416 Rem. Magnum	.0%	.0%	.0%
416 Rigby	.0%	.0%	.0%
44 Rem	.6%	.6%	.0%
458 Win. Magnum	.1%	.1%	.0%
470 Nitro Express	.0%	.0%	.0%
7 mm Mauser	.6%	.5%	2.7%
7 mm WSM	1.3%	1.3%	.0%
7 mm-08	1.0%	1.3%	.0%
7.62x39 Soviet	2.7%	2.6%	.0%
8 mm Mauser	.7%	.6%	.0%
not sure	.1%	.1%	.0%
other	10.5%	10.1%	14.9%
Total	N=1406	N=1649	N=148

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**Number of boxes of RIFLE AMMUNITION purchased**

	Feb 2009	YTD 2009
1	26.1%	26.7%
2	31.4%	31.1%
3	12.2%	11.5%
4	8.7%	8.8%
5 or more	21.5%	21.9%
Total	N=1407	N=1651

**Brand of RIFLE AMMUNITION purchased**

	Feb 2009	YTD 2009	Feb 2008
American Eagle	2.1%	2.0%	.6%
Aquila	.3%	.2%	.0%
Black Hills	.8%	.9%	.3%
Blazer	.8%	.8%	.0%
CCI	5.6%	5.3%	5.3%
Eley	.0%	.0%	1.1%
Federal (including Fusion)	18.0%	17.6%	23.5%
Hornady	9.8%	10.0%	8.3%
Lapua	.1%	.1%	.0%
PMC	1.6%	1.7%	1.2%
Remington	26.9%	27.9%	24.9%
RWS	.1%	.1%	.0%
Speer	.1%	.1%	.0%
SK	.0%	.0%	.0%
Winchester (including SuperX, Supreme, USA)	21.9%	21.4%	23.2%
Wolf	4.4%	4.2%	.8%
Other	5.5%	5.5%	8.2%
Not sure	2.0%	2.1%	2.3%
Total	N=1410	N=1653	N=148

**Average spent on RIFLE AMMUNITION purchased**

	Feb 2009	YTD 2009
Mean	\$16.40	\$16.25
N	1168	1405

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**Cost of RIFLE AMMUNITION purchased**

	Feb 2009	YTD 2009
\$0 to \$5	7.3%	7.4%
\$6 to \$10	14.3%	14.2%
\$11 to \$15	21.2%	21.8%
\$16 to \$20	20.6%	22.0%
\$21 to \$25	15.7%	14.7%
over \$25	16.4%	15.6%
not sure	4.4%	4.3%
Total	N=1411	N=1656

**Types of stores where RIFLE AMMUNITION was purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	28.3%	27.9%	25.8%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	27.4%	28.2%	29.5%
General Sporting Goods (The Sports Authority)	12.1%	11.8%	13.1%
Local shop (mom and pop shops)	17.0%	16.7%	17.8%
Printed Catalog (Bass Pro, Cabelas)	.7%	.8%	2.3%
Website (Cabelas, Bass Pro)	6.2%	6.3%	4.5%
Gun shows or expos	2.5%	2.5%	4.8%
Used	.1%	.3%	.0%
Other	5.5%	5.4%	2.3%
Not sure	.2%	.1%	.0%
Total	N=1411	N=1655	N=148

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**Type of SHOTGUN AMMUNITION purchased**

	Feb 2009	YTD 2009	Feb 2008
Lead shot	70.2%	66.6%	77.4%
Non-lead shot	26.8%	30.4%	19.5%
Other	3.0%	3.0%	3.1%
Total	N=1022	N=1233	N=181

**Gauge of SHOTGUN AMMUNITION purchased**

	Feb 2009	YTD 2009
12 gauge	79.3%	79.4%
16 gauge	1.4%	1.3%
20 gauge	14.0%	13.9%
28 gauge	.9%	.9%
.410 gauge	3.8%	3.7%
Other	.7%	.8%
Not sure	.0%	.0%
Total	N=1014	N=1224

**Number of boxes of SHOTGUN AMMUNITION purchased**

	Feb 2009	YTD 2009
1	12.7%	14.0%
2	26.5%	26.8%
3	10.7%	10.6%
4	14.1%	13.9%
5 or more	36.0%	34.7%
Total	N=1019	N=1230

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## Brand of SHOTGUN AMMUNITION purchased

	Feb 2009	YTD 2009	Feb 2008
Bismuth	.4%	.4%	.0%
Estate	2.0%	1.8%	3.6%
Federal	27.9%	27.6%	22.8%
Fiocchi	3.1%	3.4%	2.3%
Hevi-Shot	3.0%	3.1%	2.5%
Kent	1.2%	1.9%	1.8%
PMC	.5%	.5%	.0%
Remington	27.6%	26.8%	25.9%
RIO	.4%	.5%	.4%
Winchester	31.0%	30.5%	38.2%
Wolf	.1%	.1%	.0%
Other	1.9%	2.1%	1.6%
Not sure	1.0%	1.4%	1.0%
Total	N=1011	N=1222	N=181

## Average spent on SHOTGUN AMMUNITION purchased

	Feb 2009	YTD 2009
Mean	\$10.78	\$11.10
N	851	1025

## Cost of SHOTGUN AMMUNITION purchased

	Feb 2009	YTD 2009
\$0 to \$5	13.7%	12.7%
\$6 to \$10	40.2%	39.0%
\$11 to \$15	24.0%	24.6%
\$16 to \$20	11.2%	12.1%
\$21 to \$25	5.1%	5.2%
over \$25	2.5%	3.2%
not sure	3.4%	3.2%
Total	N=1019	N=1229

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Types of stores where SHOTGUN AMMUNITION was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	38.4%	37.4%	36.1%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	24.9%	25.4%	30.3%
General Sporting Goods (The Sports Authority)	14.3%	14.4%	12.9%
Local shop (mom and pop shops)	13.9%	14.4%	14.5%
Printed Catalog (Bass Pro, Cabelas)	.8%	.8%	.0%
Website (Cabelas, Bass Pro)	3.6%	3.5%	2.4%
Gun shows or expos	.6%	.6%	.0%
Used	.2%	.2%	1.2%
Other	3.0%	3.1%	2.5%
Not sure	.1%	.1%	.0%
Total	N=1012	N=1223	N=181

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## Type of HANDGUN AMMUNITION purchased

	Feb 2009	YTD 2009	Feb 2008
Centerfire	85.5%	84.8%	86.2%
Rimfire	13.5%	14.3%	12.1%
Other	1.0%	.9%	1.6%
Total	N=1001	N=1184	N=121

## Gauge of HANDGUN AMMUNITION purchased

	Feb 2009	YTD 2009
.22 cal	9.8%	10.3%
.32 cal	1.7%	1.7%
.38 cal	7.3%	7.0%
.40 S&W	17.8%	17.9%
.44 cal	6.7%	6.7%
.45 auto	17.6%	18.4%
.357 cal	7.4%	7.2%
9mm	23.1%	22.9%
Other	8.5%	8.0%
Not sure	.1%	.1%
Total	N=999	N=1182

## Number of boxes of HANDGUN AMMUNITION purchased

	Feb 2009	YTD 2009
1	26.4%	27.6%
2	29.3%	29.7%
3	10.9%	9.8%
4	9.7%	9.8%
5 or more	23.8%	23.1%
Total	N=999	N=1180

## Average spent on HANDGUN AMMUNITION purchased

	Feb 2009	YTD 2009
Mean	\$17.13	\$17.19
N	815	979

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## Brand of HANDGUN AMMUNITION purchased

	Feb 2009	YTD 2009	Feb 2008
American Eagle	8.0%	7.7%	4.6%
Aquila	.5%	.4%	.4%
Black Hills	1.0%	1.1%	.0%
Blazer	6.1%	6.2%	.0%
CCI	3.4%	4.2%	4.7%
CorBon	1.0%	1.0%	1.3%
Eley	.2%	.1%	.0%
Federal (including Fusion)	12.2%	12.0%	14.6%
Fiocchi	1.0%	1.0%	2.2%
Hornady	6.8%	7.0%	2.5%
Lapua	.0%	.0%	.0%
Magtech	3.5%	3.7%	2.5%
PMC	2.1%	2.2%	4.2%
RWS	.0%	.0%	1.3%
Remington	18.8%	18.8%	17.3%
SK	.1%	.1%	.0%
Sellier and Belloit	1.1%	1.2%	.3%
Speer	1.6%	1.8%	1.6%
Winchester (including SuperX, Supreme, USA)	22.2%	21.5%	28.7%
Wolf	2.6%	2.3%	1.0%
Not sure	2.5%	2.7%	1.3%
Other	5.5%	4.9%	11.5%
Total	N=996	N=1177	N=121

## Cost of HANDGUN AMMUNITION purchased

	Feb 2009	YTD 2009
\$0 to \$5	3.1%	3.0%
\$6 to \$10	7.9%	8.2%
\$11 to \$15	25.3%	25.4%
\$16 to \$20	30.2%	28.4%
\$21 to \$25	16.8%	17.9%
over \$25	11.7%	12.4%
not sure	4.9%	4.7%
Total	N=997	N=1179

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## Types of stores where HANDGUN AMMUNITION was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	25.7%	26.1%	28.2%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	24.9%	24.3%	21.7%
General Sporting Goods (The Sports Authority)	12.8%	13.2%	13.6%
Local shop (mom and pop shops)	20.1%	19.7%	15.0%
Printed Catalog (Bass Pro, Cabelas)	2.2%	2.4%	1.8%
Website (Cabelas, Bass Pro)	7.2%	7.1%	10.6%
Gun shows or expos	3.1%	3.1%	5.9%
Used	.3%	.3%	.0%
Other	3.6%	3.7%	3.3%
Not sure	.0%	.1%	.0%
Total	N=997	N=1178	N=121

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## Age of Respondents

	Purchased Blackpowder and Supplies		
	Feb-09	YTD 2009	Feb-08
Under 18	1.0%	.9%	.0%
18 to 24	6.1%	6.5%	.0%
25 to 34	21.3%	21.5%	21.1%
35 to 44	25.8%	25.3%	42.2%
45 to 54	27.3%	26.8%	25.4%
55 to 64	14.0%	14.0%	11.1%
65 and older	4.6%	5.1%	.2%
Total	100.0%	100.0%	100.0%
	N=414	N=469	N=33

## Household Income

	Purchased Blackpowder and Supplies		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	5.2%	5.6%	.0%
\$10,000 to \$19,999	5.7%	6.1%	.0%
\$20,000 to \$29,999	11.0%	10.9%	8.0%
\$30,000 to \$39,999	18.1%	20.2%	18.6%
\$40,000 to \$49,999	13.5%	13.1%	9.7%
\$50,000 to \$74,999	27.1%	26.1%	14.7%
\$75,000 to \$99,999	11.7%	10.5%	12.2%
\$100,000 or above	7.8%	7.4%	36.8%
Total	100.0%	100.0%	100.0%
	N=414	N=469	N=33

## Education Level

	Purchased Blackpowder and Supplies		
	Feb-09	YTD 2009	Feb-08
11 years or less	4.9%	5.1%	9.1%
12 years	30.0%	30.9%	19.2%
1-3 years of college	43.0%	42.0%	29.9%
4 or more years of college	22.1%	22.0%	41.8%
Total	100.0%	100.0%	100.0%
	N=414	N=469	N=33

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**Of people who reported buying BLACKPOWDER and SUPPLIES last month,  
they purchased:**

	Feb 2009	YTD 2009	Feb 2008
Propellant or powder	64.25%	61.93%	22.65%
Bullets, balls, shot	70.52%	69.68%	40.05%
Patches	29.42%	27.90%	41.31%
Cleaning supplies	52.83%	51.30%	64.24%
Solvent	26.66%	25.72%	43.40%
Powder measure	7.45%	7.38%	4.66%
Breech plug wrench	6.68%	6.76%	.00%
Primers	46.25%	44.01%	31.58%
Flints	6.18%	5.35%	1.62%
Ball puller	2.83%	3.37%	10.67%
Speed loader	11.37%	12.02%	13.46%
Breech plug or nipple	9.16%	8.25%	10.67%
Other blackpowder supplies	4.50%	4.16%	.00%
None	1.87%	1.75%	.00%
Total	100.00%	100.00%	100.00%
	N=414	N=469	N=32

**Brand of PROPELLANT or POWDER purchased**

	Feb 2009	YTD 2009	Feb 2008
Alliant	.1%	.3%	.0%
Goex	8.7%	9.0%	.0%
Hodgdon	13.3%	14.1%	19.1%
Pyrodex	52.7%	53.5%	49.9%
American Pioneer Powder	8.7%	7.6%	7.1%
Shockkeys Gold	6.8%	6.4%	20.6%
Other	5.3%	5.4%	3.3%
Not sure	4.4%	3.9%	.0%
Total	N=251	N=278	N=18

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## Average spent on PROPELLANT or POWDER purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$21.02	\$21.04	\$20.87
N	166	183	9

## Cost of PROPELLANT or POWDER purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	1.9%	1.8%	7.7%
\$6.00-\$10.99	8.2%	8.2%	6.2%
\$11.00-\$20.99	39.9%	39.8%	21.5%
\$21.00-\$30.99	34.2%	35.1%	55.2%
\$31.00-\$40.99	2.7%	2.9%	3.5%
\$41.00-\$50.99	1.1%	1.0%	.0%
Over \$50.99	2.4%	2.3%	.0%
Not sure	9.6%	8.9%	5.9%
Total	N=249	N=276	N=18

## Types of stores where PROPELLANT or POWDER was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	25.6%	25.1%	30.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	37.1%	38.3%	34.9%
General Sporting Goods (The Sports Authority)	10.4%	9.8%	10.9%
Local shop (mom and pop shops)	15.3%	15.8%	19.2%
Printed Catalog (Bass Pro, Cabelas)	.6%	.5%	.0%
Website (Cabelas, Bass Pro)	4.0%	3.8%	5.1%
Gun shows or expos	2.2%	2.2%	.0%
Used	.0%	.0%	.0%
Other	4.6%	4.4%	.0%
Not sure	.1%	.1%	.0%
Total	N=251	N=278	N=18

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## Brand of BALLS, BULLETS, or SHOT purchased

	Feb 2009	YTD 2009	Feb 2008
Hornady	29.8%	31.1%	33.9%
Knight	6.7%	6.1%	4.2%
Thompson	15.8%	15.1%	10.0%
Nosler	.4%	.4%	.0%
Barnes	4.9%	4.7%	3.4%
CVA	8.0%	7.9%	.0%
Powerbelt	20.8%	21.0%	39.6%
Fusion	.0%	.0%	.0%
Speer	1.6%	1.4%	1.3%
Swift	.0%	.0%	.0%
Winchester	3.6%	3.3%	.0%
Other	5.1%	5.4%	7.6%
Not sure	3.4%	3.7%	.0%
Total	N=281	N=314	N=21

## Average spent on BALLS, BULLETS, or SHOT purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$17.00	\$17.15	\$21.74
N	185	210	14

## Cost of BALLS, BULLETS, or SHOT purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	.5%	.5%	.0%
\$6.00-\$10.99	22.8%	21.6%	12.3%
\$11.00-\$20.99	50.5%	51.8%	35.9%
\$21.00-\$30.99	11.1%	11.8%	39.5%
\$31.00-\$40.99	3.6%	3.6%	.0%
\$41.00-\$50.99	.0%	.0%	.0%
Over \$50.99	2.5%	2.5%	9.7%
Not sure	9.0%	8.2%	2.5%
Total	N=280	N=313	N=21

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## Types of stores where BALLS, BULLETS, or SHOT was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	19.1%	18.8%	6.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	40.7%	42.1%	38.0%
General Sporting Goods (The Sports Authority)	16.1%	15.6%	.0%
Local shop (mom and pop shops)	12.7%	12.3%	42.5%
Printed Catalog (Bass Pro, Cabelas)	2.4%	2.1%	.0%
Website (Cabelas, Bass Pro)	5.1%	5.0%	10.7%
Gun shows or expos	.6%	.6%	1.9%
Used	.1%	.6%	.0%
Other	1.9%	1.6%	.0%
Not sure	1.3%	1.2%	.0%
Total	N=281	N=313	N=21

## Average spent on PATCHES purchased

	Feb 2009	YTD 2009
Mean	\$7.61	\$7.56
N	78	84

## Cost of PATCHES purchased

	Feb 2009	YTD 2009
\$0-\$5.99	40.7%	41.3%
\$6.00-\$10.99	41.8%	41.4%
\$11.00-\$20.99	5.9%	6.1%
\$21.00-\$30.99	4.1%	4.2%
\$31.00-\$40.99	1.5%	1.4%
\$41.00-\$50.99	.0%	.0%
over \$50.99	.0%	.0%
not sure	6.0%	5.5%
Total	N=109	N=118

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## Types of stores where PATCHES were purchased

	Feb 2009	YTD 2009
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	21.1%	21.6%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	38.9%	40.6%
General Sporting Goods (The Sports Authority)	12.8%	12.7%
Local shop (mom and pop shops)	16.2%	15.3%
Printed Catalog (Bass Pro, Cabelas)	2.3%	2.1%
Website (Cabelas, Bass Pro)	5.2%	4.7%
Gun shows or expos	.5%	.4%
Used	.0%	.0%
Other	3.1%	2.7%
Not sure	.0%	.0%
Total	N=109	N=118

## Average spent on BLACKPOWDER CLEANING SUPPLIES purchased

	Feb 2009	YTD 2009
Mean	\$13.36	\$13.14
N	147	162

## Cost of BLACKPOWDER CLEANING SUPPLIES purchased

	Feb 2009	YTD 2009
\$0-\$5.99	10.5%	10.8%
\$6.00-\$10.99	40.6%	41.7%
\$11.00-\$20.99	31.2%	30.7%
\$21.00-\$30.99	8.7%	8.4%
\$31.00-\$40.99	3.1%	2.9%
\$41.00-\$50.99	1.7%	1.5%
over \$50.99	.7%	.6%
not sure	3.6%	3.4%
Total	N=207	N=230

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**Types of stores where BLACKPOWDER CLEANING SUPPLIES were purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	27.7%	29.5%	22.2%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	34.9%	34.3%	18.6%
General Sporting Goods (The Sports Authority)	15.0%	14.2%	6.7%
Local shop (mom and pop shops)	13.7%	14.1%	32.0%
Printed Catalog (Bass Pro, Cabelas)	.6%	.5%	11.5%
Website (Cabelas, Bass Pro)	5.2%	4.8%	7.2%
Gun shows or expos	.6%	.5%	1.8%
Used	.0%	.0%	.0%
Other	2.0%	1.7%	.0%
Not sure	.2%	.2%	.0%
Total	N=206	N=229	N=20

**Average spent on BLACKPOWDER SOLVENT purchased**

	Feb 2009	YTD 2009
Mean	\$9.00	\$8.90
N	74	81

**Cost of BLACKPOWDER SOLVENT purchased**

	Feb 2009	YTD 2009
\$0-\$5.99	22.6%	23.4%
\$6.00-\$10.99	57.8%	57.4%
\$11.00-\$20.99	13.8%	13.8%
\$21.00-\$30.99	3.1%	3.1%
\$31.00-\$40.99	.5%	.4%
\$41.00-\$50.99	.0%	.0%
over \$50.99	.0%	.0%
not sure	2.1%	1.9%
Total	N=96	N=109

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## Types of stores where BLACKPOWDER SOLVENT was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	29.4%	33.1%	15.6%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	23.1%	23.4%	22.0%
General Sporting Goods (The Sports Authority)	25.8%	22.9%	.0%
Local shop (mom and pop shops)	13.9%	13.5%	39.5%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	17.9%
Website (Cabelas, Bass Pro)	3.9%	3.6%	4.9%
Gun shows or expos	.5%	.4%	.0%
Used	.0%	.0%	.0%
Other	3.4%	3.2%	.0%
Not sure	.0%	.0%	.0%
Total	N=93	N=105	N=11

## Average spent on BLACKPOWDER MEASURES purchased

	Feb 2009	YTD 2009
Mean	\$13.67	\$13.50
N	22	24

## Cost of BLACKPOWDER MEASURES purchased

	Feb 2009	YTD 2009
\$0-\$5.99	12.6%	13.1%
\$6.00-\$10.99	36.1%	36.3%
\$11.00-\$20.99	36.9%	36.9%
\$21.00-\$30.99	4.7%	4.2%
\$31.00-\$40.99	9.7%	9.5%
\$41.00-\$50.99	.0%	.0%
over \$50.99	.0%	.0%
not sure	.0%	.0%
Total	N=24	N=29

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## Types of stores where BLACKPOWDER MEASURES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	22.7%	23.8%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	35.0%	37.2%	100.0%
General Sporting Goods (The Sports Authority)	12.7%	12.0%	.0%
Local shop (mom and pop shops)	2.8%	2.1%	.0%
Printed Catalog (Bass Pro, Cabelas)	9.7%	9.5%	.0%
Website (Cabelas, Bass Pro)	14.7%	13.4%	.0%
Gun shows or expos	.0%	.0%	.0%
Used	.0%	.0%	.0%
Other	.0%	.0%	.0%
Not sure	2.5%	2.1%	.0%
Total	N=24	N=29	N=2

## Average spent on BLACKPOWDER PLUG WRENCHES purchased

	Feb 2009	YTD 2009
Mean	\$14.42	\$13.90
N	18	21

## Cost of BLACKPOWDER PLUG WRENCHES purchased

	Feb 2009	YTD 2009
\$0-\$5.99	7.9%	7.2%
\$6.00-\$10.99	25.7%	31.1%
\$11.00-\$20.99	43.0%	40.3%
\$21.00-\$30.99	19.6%	18.1%
\$31.00-\$40.99	.0%	.0%
\$41.00-\$50.99	.0%	.0%
over \$50.99	.0%	.0%
not sure	3.8%	3.2%
Total	N=21	N=22

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**Types of stores where BLACKPOWDER PLUG WRENCHES  
were purchased**

	Feb 2009	YTD 2009
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	18.3%	16.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	19.7%	26.1%
General Sporting Goods (The Sports Authority)	13.7%	12.9%
Local shop (mom and pop shops)	7.1%	6.2%
Printed Catalog (Bass Pro, Cabelas)	10.1%	9.9%
Website (Cabelas, Bass Pro)	26.2%	23.0%
Gun shows or expos	.0%	.0%
Used	.0%	.0%
Other	4.8%	4.9%
Not sure	.0%	.0%
Total	N=19	N=20

**Average spent on BLACKPOWDER PRIMERS purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$23.27	\$23.60	\$30.47
N	220	267	30

**Cost of BLACKPOWDER PRIMERS purchased**

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	15.4%	15.8%	9.1%
\$6.00-\$10.99	11.3%	10.3%	9.1%
\$11.00-\$20.99	10.9%	10.9%	.6%
\$21.00-\$30.99	28.4%	28.8%	38.9%
\$31.00-\$40.99	13.5%	12.8%	8.1%
\$41.00-\$50.99	5.2%	5.3%	22.8%
Over \$50.99	7.5%	8.6%	11.4%
Not sure	7.7%	7.6%	.0%
Total	N=313	N=379	N=40

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## Types of stores where BLACKPOWDER PRIMERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	1.7%	1.4%	3.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	27.1%	28.8%	24.9%
General Sporting Goods (The Sports Authority)	11.0%	10.1%	1.3%
Local shop (mom and pop shops)	38.0%	38.3%	44.8%
Printed Catalog (Bass Pro, Cabelas)	1.9%	1.5%	.0%
Website (Cabelas, Bass Pro)	10.9%	10.2%	2.4%
Gun shows or expos	3.9%	4.0%	18.5%
Used	1.5%	1.3%	.0%
Other	3.4%	3.8%	4.5%
Not sure	.5%	.5%	.0%
Total	N=314	N=380	N=40

## Average spent on BLACKPOWDER FLINTS purchased

	Feb 2009	YTD 2009
Mean	\$10.71	\$11.11
N	17	17

## Cost of BLACKPOWDER FLINTS purchased

	Feb 2009	YTD 2009
\$0-\$5.99	19.5%	19.3%
\$6.00-\$10.99	46.1%	43.6%
\$11.00-\$20.99	7.6%	8.3%
\$21.00-\$30.99	11.4%	12.6%
\$31.00-\$40.99	11.4%	12.6%
\$41.00-\$50.99	.0%	.0%
over \$50.99	.0%	.0%
not sure	3.9%	3.6%
Total	N=19	N=21

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## Types of stores where BLACKPOWDER FLINTS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	16.2%	16.5%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	7.4%	9.9%	.0%
General Sporting Goods (The Sports Authority)	43.9%	39.0%	.0%
Local shop (mom and pop shops)	27.2%	28.6%	100.0%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	.0%
Website (Cabelas, Bass Pro)	2.4%	2.4%	.0%
Gun shows or expos	1.0%	1.0%	.0%
Used	.0%	.0%	.0%
Other	1.9%	2.6%	.0%
Not sure	.0%	.0%	.0%
Total	N=19	N=21	N=1

## Average spent on BLACKPOWDER BALL PULLERS purchased

	Feb 2009	YTD 2009
Mean	\$17.58	\$16.98
N	7	10

## Cost of BLACKPOWDER BALL PULLERS purchased

	Feb 2009	YTD 2009
\$0-\$5.99	7.5%	8.1%
\$6.00-\$10.99	16.8%	14.5%
\$11.00-\$20.99	34.1%	42.6%
\$21.00-\$30.99	11.4%	10.2%
\$31.00-\$40.99	.0%	.0%
\$41.00-\$50.99	21.9%	18.6%
over \$50.99	.0%	.0%
not sure	8.4%	6.0%
Total	N=10	N=13

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## Types of stores where BLACKPOWDER BALL PULLERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	30.0%	25.0%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	18.8%	32.7%	68.3%
General Sporting Goods (The Sports Authority)	.0%	.0%	.0%
Local shop (mom and pop shops)	28.3%	23.4%	31.7%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	.0%
Website (Cabelas, Bass Pro)	8.4%	6.0%	.0%
Gun shows or expos	.0%	.0%	.0%
Used	10.4%	9.3%	.0%
Other	4.1%	3.6%	.0%
Not sure	.0%	.0%	.0%
Total	N=10	N=13	N=3

## Average spent on BLACKPOWDER SPEED LOADERS purchased

	Feb 2009	YTD 2009
Mean	\$11.42	\$11.54
N	33	38

## Cost of BLACKPOWDER SPEED LOADERS purchased

	Feb 2009	YTD 2009
\$0-\$5.99	24.1%	24.2%
\$6.00-\$10.99	41.2%	35.6%
\$11.00-\$20.99	11.0%	15.7%
\$21.00-\$30.99	2.9%	2.4%
\$31.00-\$40.99	7.5%	6.8%
\$41.00-\$50.99	.0%	.0%
over \$50.99	6.1%	5.7%
not sure	7.1%	9.5%
Total	N=43	N=49

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## Types of stores where BLACKPOWDER SPEED LOADERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	25.2%	22.1%	21.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	16.2%	22.7%	21.9%
General Sporting Goods (The Sports Authority)	17.1%	18.6%	.0%
Local shop (mom and pop shops)	23.0%	21.0%	11.8%
Printed Catalog (Bass Pro, Cabelas)	1.7%	1.4%	.0%
Website (Cabelas, Bass Pro)	6.1%	4.9%	34.6%
Gun shows or expos	.0%	.0%	.0%
Used	.0%	.0%	.0%
Other	3.3%	2.5%	9.7%
Not sure	7.5%	6.8%	.0%
Total	N=42	N=49	N=5

## Average spent on BLACKPOWDER BREECH PLUGS or NIPPLES purchased

	Feb 2009	YTD 2009
Mean	\$13.69	\$13.32
N	26	27

## Cost of BLACKPOWDER BREECH PLUGS or NIPPLES purchased

	Feb 2009	YTD 2009
\$0-\$5.99	26.7%	26.8%
\$6.00-\$10.99	27.0%	28.6%
\$11.00-\$20.99	34.2%	33.4%
\$21.00-\$30.99	3.1%	2.8%
\$31.00-\$40.99	3.1%	3.1%
\$41.00-\$50.99	.0%	.0%
over \$50.99	5.8%	5.3%
not sure	.0%	.0%
Total	N=29	N=29

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**Types of stores where BLACKPOWDER BREECH PLUGS or  
NIPPLES were purchased**

	Feb 2009	YTD 2009
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	20.9%	20.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	35.3%	36.3%
General Sporting Goods (The Sports Authority)	7.8%	8.3%
Local shop (mom and pop shops)	7.7%	7.5%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%
Website (Cabelas, Bass Pro)	9.4%	8.3%
Gun shows or expos	7.8%	8.3%
Used	3.7%	4.1%
Other	7.5%	7.2%
Not sure	.0%	.0%
Total	N=28	N=28

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## Age of Respondents

	Purchased Bowhunting or Archery Equipment		
	Feb-09	YTD 2009	Feb-08
Under 18	2.3%	2.4%	.0%
18 to 24	6.9%	6.8%	10.9%
25 to 34	36.2%	36.8%	24.8%
35 to 44	29.3%	28.8%	40.8%
45 to 54	16.8%	16.8%	15.1%
55 to 64	6.2%	5.9%	7.3%
65 and older	2.4%	2.5%	1.2%
Total	100.0%	100.0%	100.0%
	N=742	N=826	N=98

## Household Income

	Purchased Bowhunting or Archery Equipment		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	6.6%	7.1%	3.2%
\$10,000 to \$19,999	3.4%	3.4%	7.1%
\$20,000 to \$29,999	12.1%	12.1%	18.6%
\$30,000 to \$39,999	16.1%	16.9%	25.7%
\$40,000 to \$49,999	13.0%	13.0%	8.0%
\$50,000 to \$74,999	27.4%	27.2%	15.7%
\$75,000 to \$99,999	13.2%	12.6%	8.5%
\$100,000 or above	8.2%	7.7%	13.3%
Total	100.0%	100.0%	100.0%
	N=742	N=826	N=98

## Education Level

	Purchased Bowhunting or Archery Equipment		
	Feb-09	YTD 2009	Feb-08
11 years or less	5.0%	5.1%	4.9%
12 years	35.1%	35.2%	32.9%
1-3 years of college	39.0%	38.2%	26.5%
4 or more years of college	20.9%	21.5%	35.7%
Total	100.0%	100.0%	100.0%
	N=742	N=826	N=98

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

	Feb 2009	YTD 2009	Feb 2008
Bows	19.95%	19.44%	36.99%
Arrows	56.68%	55.32%	45.65%
Fletching	30.30%	29.40%	23.74%
Broadheads	41.32%	40.78%	19.64%
Releases	17.20%	17.53%	14.74%
Peepsites	18.09%	17.72%	18.35%
Silencers	13.86%	13.34%	11.26%
Stabilizers	14.51%	13.65%	21.91%
Arm guards	8.20%	7.91%	7.54%
Quivers	11.14%	10.73%	11.08%
Rests	13.57%	13.36%	15.40%
Targets	25.01%	24.53%	13.90%
Strings	14.63%	14.54%	21.73%
Bow case	13.62%	13.08%	13.62%
Other archery equipment	5.58%	5.16%	.00%
Not sure	2.45%	2.25%	.00%
Total	100.00%	100.00%	100.00%
	N=743	N=824	N=94

**Type of BOWS purchased**

	Feb 2009	YTD 2009	Feb 2008
Compound	84.3%	85.1%	74.8%
Recurve	7.8%	7.5%	20.6%
Long bow	3.9%	4.0%	.0%
Other	3.9%	3.4%	4.6%
Total	N=137	N=148	N=36

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## Brand of BOWS purchased

	Feb 2009	YTD 2009	Feb 2008
BowTech	18.3%	19.1%	19.3%
Browning	6.7%	6.3%	12.6%
Hoyt	18.4%	18.0%	4.9%
Martin	2.9%	2.9%	6.7%
Matthews	10.8%	10.5%	16.2%
PSE	10.8%	10.9%	2.5%
Parker	5.4%	5.3%	.0%
Other	26.1%	26.5%	37.8%
Not sure	.5%	.6%	.0%
Total	N=137	N=148	N=36

## Average spent on BOWS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$359.11	\$356.39	\$378.89
N	137	154	32

## Cost of BOWS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	4.5%	4.8%	.0%
\$11-\$20	.7%	.7%	.0%
\$21-\$30	1.5%	1.5%	.0%
\$31-\$40	2.4%	2.3%	.0%
\$41-\$50	.9%	.9%	.0%
\$51-\$75	1.5%	1.4%	.0%
\$76-\$100	1.5%	1.4%	.0%
\$101-\$250	19.2%	19.5%	21.7%
\$251-\$500	30.4%	31.2%	40.4%
Over \$500	37.1%	36.0%	37.9%
Not sure	.4%	.3%	.0%
Total	N=136	N=147	N=36

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## Types of stores where BOWS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	2.3%	2.2%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	23.0%	23.3%	23.0%
General Sporting Goods (The Sports Authority)	5.3%	5.0%	3.1%
Local shop (mom and pop shops)	28.1%	29.4%	28.2%
Printed Catalog (Bass Pro, Cabelas)	.3%	.2%	.0%
Website (Cabelas, Bass Pro)	5.0%	5.4%	.0%
Gun shows or expos	.3%	.2%	.0%
Used	22.9%	21.9%	12.6%
Other	12.5%	12.2%	33.1%
Not sure	.4%	.3%	.0%
Total	N=136	N=147	N=36

## Brand of ARROWS purchased

	Feb 2009	YTD 2009	Feb 2008
Berman	5.1%	5.0%	11.7%
Cabela brand	4.7%	4.5%	10.0%
Carbon Express	28.0%	28.3%	20.4%
Easton	31.1%	31.0%	29.5%
Gold Tip	15.0%	14.7%	15.0%
PSE	2.3%	2.4%	.0%
Not sure	5.0%	4.9%	.0%
Other	8.8%	9.1%	13.3%
Total	N=404	N=436	N=44

## Average spent on ARROWS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$49.91	\$49.33	\$52.90
N	365	411	39

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## Cost of ARROWS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	15.8%	16.2%	6.4%
\$20.01 to \$30	11.5%	11.3%	19.5%
\$30.01 to \$40	15.6%	16.4%	9.9%
\$40.01 to \$50	10.4%	10.1%	14.0%
\$50.01 to \$60	6.3%	6.7%	18.4%
\$60.01 to \$70	8.7%	8.8%	3.0%
\$70.01 to \$80	7.9%	8.3%	1.5%
\$80.01 to \$90	3.6%	3.4%	8.3%
\$90.01 to \$100	5.8%	5.4%	9.6%
Over \$100	9.3%	8.8%	9.6%
Not sure	5.0%	4.7%	.0%
Total	N=403	N=435	N=44

## Types of stores where ARROWS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	8.5%	8.3%	2.1%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	33.1%	32.7%	35.4%
General Sporting Goods (The Sports Authority)	11.5%	11.6%	9.6%
Local shop (mom and pop shops)	30.5%	30.5%	28.6%
Printed Catalog (Bass Pro, Cabelas)	.8%	.7%	1.5%
Website (Cabelas, Bass Pro)	9.1%	9.5%	17.5%
Gun shows or expos	.8%	.8%	.0%
Used	2.6%	2.7%	.0%
Other	3.0%	3.2%	5.2%
Not sure	.1%	.1%	.0%
Total	N=401	N=433	N=44

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## Brand of FLETCHING purchased

	Feb 2009	YTD 2009	Feb 2008
Berman	3.0%	2.9%	1.0%
Bohning	27.6%	28.7%	33.3%
Easton	20.3%	19.8%	19.5%
Other	32.2%	32.2%	46.1%
Not sure	16.9%	16.3%	.0%
Total	N=219	N=233	N=23

## Average spent on FLETCHING purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$12.70	\$12.88	\$17.77
N	197	220	20

## Cost of FLETCHING purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	22.1%	21.3%	11.9%
\$6.00-\$10.99	32.2%	32.8%	33.1%
\$11.00-\$20.99	25.4%	25.4%	12.7%
\$21.00-\$30.99	10.7%	10.5%	27.6%
\$31.00-\$40.99	2.0%	1.8%	13.6%
\$41.00-\$50.99	1.4%	1.6%	1.0%
Over \$50.99	1.3%	1.7%	.0%
not sure	4.9%	5.0%	.0%
Total	N=216	N=230	N=23

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## Types of stores where FLETCHING was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	2.1%	2.4%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	41.3%	40.6%	31.4%
General Sporting Goods (The Sports Authority)	7.1%	7.6%	.0%
Local shop (mom and pop shops)	28.9%	28.6%	43.3%
Printed Catalog (Bass Pro, Cabelas)	1.1%	1.0%	12.1%
Website (Cabelas, Bass Pro)	11.6%	12.3%	6.8%
Gun shows or expos	.6%	.5%	.0%
Used	3.5%	3.4%	.0%
Other	3.2%	3.1%	6.4%
Not sure	.6%	.6%	.0%
Total	N=218	N=232	N=23

## Brand of BROADHEADS purchased

	Feb 2009	YTD 2009	Feb 2008
Crimson Talon	4.8%	5.2%	.0%
Easton	4.0%	4.3%	.0%
G5	10.6%	10.8%	19.2%
Horton	.9%	1.3%	8.4%
Magnus	3.7%	3.6%	14.2%
Muzzy	28.0%	26.8%	17.4%
NAP	1.1%	1.2%	.0%
Rage	13.4%	13.7%	4.0%
Rocket	1.1%	.9%	.0%
Slick Trick	.7%	.6%	.0%
Steel Force	3.0%	3.1%	.0%
Thunderhead	9.7%	9.4%	.0%
Not sure	7.2%	7.8%	17.7%
Other	11.6%	11.2%	19.1%
Total	N=287	N=312	N=19

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## Average spent on BROADHEADS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$28.29	\$28.02	\$25.49
N	262	298	17

## Cost of BROADHEADS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	1.8%	2.1%	8.4%
\$6.00-\$10.99	5.2%	5.6%	2.3%
\$11.00-\$20.99	15.5%	15.8%	14.2%
\$21.00-\$30.99	31.5%	31.1%	50.3%
\$31.00-\$40.99	33.7%	33.5%	19.6%
\$41.00-\$50.99	7.2%	6.9%	.0%
Over \$50.99	.7%	.7%	5.1%
Not sure	4.4%	4.1%	.0%
Total	N=284	N=309	N=19

## Types of stores where BROADHEADS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	10.9%	10.8%	2.3%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	44.3%	45.4%	17.8%
General Sporting Goods (The Sports Authority)	9.0%	8.3%	24.3%
Local shop (mom and pop shops)	19.9%	19.4%	22.6%
Printed Catalog (Bass Pro, Cabelas)	.4%	.4%	11.0%
Website (Cabelas, Bass Pro)	7.9%	8.1%	16.5%
Gun shows or expos	.8%	.8%	.0%
Used	1.9%	1.8%	.0%
Other	4.9%	5.0%	5.6%
Not sure	.0%	.0%	.0%
Total	N=285	N=310	N=19

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## Brand of RELEASES, TABS and RELATED ITEMS purchased

	Feb 2009	YTD 2009	Feb 2008
Carter	1.7%	1.6%	2.6%
Cobra	12.7%	11.2%	18.6%
Copper John	2.2%	2.1%	.0%
Neet	.4%	.5%	.0%
Scott Archery	11.7%	10.9%	7.7%
T.R.U.	8.3%	7.3%	.0%
Tru-Fire	34.7%	35.8%	11.3%
Winn	.9%	.8%	.0%
Not sure	14.0%	15.5%	7.7%
Other	13.4%	14.2%	52.0%
Total	N=119	N=130	N=13

## Average spent on RELEASES, TABS and RELATED ITEMS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$29.63	\$29.85	\$29.83
N	108	129	13

## Cost of RELEASES, TABS and RELATED ITEMS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	4.7%	4.8%	.0%
\$6.00-\$10.99	8.2%	8.7%	.0%
\$11.00-\$20.99	19.6%	18.3%	29.3%
\$21.00-\$30.99	19.9%	19.9%	38.8%
\$31.00-\$40.99	13.4%	15.2%	.0%
\$41.00-\$50.99	9.1%	8.4%	24.2%
Over \$50.99	16.6%	17.3%	7.7%
Not sure	8.5%	7.4%	.0%
Total	N=119	N=130	N=13

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**Types of stores where RELEASES, TABS and RELATED ITEMS were purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	9.3%	8.5%	9.8%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	36.8%	39.3%	48.1%
General Sporting Goods (The Sports Authority)	6.1%	5.6%	8.5%
Local shop (mom and pop shops)	19.7%	20.0%	10.9%
Printed Catalog (Bass Pro, Cabelas)	.6%	.5%	14.6%
Website (Cabelas, Bass Pro)	15.4%	14.4%	.0%
Gun shows or expos	.4%	.4%	.0%
Used	8.7%	8.7%	.0%
Other	2.1%	1.8%	8.0%
Not sure	1.0%	.8%	.0%
Total	N=119	N=130	N=13

**Brand of PEEPSITES purchased**

	Feb 2009	YTD 2009	Feb 2008
Cobra	8.6%	8.1%	37.2%
Copper John	.2%	.2%	.5%
Extreme	6.2%	6.2%	.0%
HHA	7.6%	7.1%	.0%
PSE	8.2%	7.7%	.0%
Other	35.4%	38.1%	44.5%
Not sure	33.7%	32.6%	17.8%
Total	N=119	N=128	N=18

**Average spent on PEEPSITES purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$18.30	\$18.43	\$20.31
N	112	127	16

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## Cost of PEEPSITES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	22.4%	21.3%	27.9%
\$6.00-\$10.99	29.1%	29.8%	29.0%
\$11.00-\$20.99	8.5%	8.2%	10.9%
\$21.00-\$30.99	8.9%	8.3%	.0%
\$31.00-\$40.99	5.9%	5.7%	4.4%
\$41.00-\$50.99	6.3%	7.4%	.0%
Over \$50.99	9.0%	9.7%	27.9%
Not sure	9.9%	9.6%	.0%
Total	N=118	N=127	N=18

## Types of stores where PEEPSITES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	4.4%	4.3%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	26.6%	28.4%	22.6%
General Sporting Goods (The Sports Authority)	4.4%	4.1%	.0%
Local shop (mom and pop shops)	37.0%	34.1%	40.9%
Printed Catalog (Bass Pro, Cabelas)	1.3%	1.3%	11.8%
Website (Cabelas, Bass Pro)	14.9%	15.9%	15.8%
Gun shows or expos	.6%	.5%	.0%
Used	4.9%	4.6%	9.0%
Other	5.9%	6.8%	.0%
Not sure	.0%	.0%	.0%
Total	N=118	N=127	N=18

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## Brand of SILENCERS purchased

	Feb 2009	YTD 2009	Feb 2008
Allen	1.7%	1.7%	.0%
Bear	6.3%	5.7%	10.1%
Bowjax	4.1%	4.2%	.0%
Hoyt	4.2%	3.9%	14.6%
Limbsaver	48.5%	48.4%	2.1%
PSE	3.5%	3.5%	8.2%
Sims	5.2%	5.4%	4.2%
other	12.2%	12.4%	60.8%
not sure	14.2%	14.8%	.0%
Total	N=79	N=87	N=10

## Average spent on SILENCERS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$10.99	\$10.79	\$13.14
N	82	91	9

## Cost of SILENCERS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$2.00	8.9%	9.1%	.0%
\$2.01-\$4.00	5.6%	5.8%	24.7%
\$4.01-\$6.00	10.4%	10.5%	7.0%
\$6.01-\$8.00	9.6%	10.9%	4.2%
\$8.01-\$10.00	7.8%	7.1%	.0%
\$10.01-\$12.00	7.5%	7.6%	6.0%
\$12.01-\$14.00	5.9%	5.5%	3.6%
\$14.01-\$16.00	6.8%	7.0%	.0%
\$16.01-\$18.00	8.1%	8.2%	.0%
\$18.01-\$20.00	7.9%	7.7%	2.1%
Over \$20.00	11.3%	10.3%	48.9%
Not sure	10.2%	10.3%	3.6%
Total	N=79	N=87	N=10

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## Types of stores where SILENCERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	7.0%	8.0%	4.2%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	38.5%	36.9%	12.1%
General Sporting Goods (The Sports Authority)	8.8%	8.4%	20.7%
Local shop (mom and pop shops)	18.2%	19.0%	3.6%
Printed Catalog (Bass Pro, Cabelas)	.2%	.2%	.0%
Website (Cabelas, Bass Pro)	16.4%	16.8%	15.2%
Gun shows or expos	.0%	.0%	.0%
Used	5.8%	5.5%	3.6%
Other	1.5%	1.4%	40.7%
Not sure	3.7%	3.7%	.0%
Total	N=79	N=87	N=10

## Brand of STABILIZERS purchased

	Feb 2009	YTD 2009	Feb 2008
Cobra	.9%	.9%	21.3%
Doinker	3.1%	2.9%	25.0%
Limb Saver	43.4%	43.5%	12.8%
N.A.P.	2.7%	2.7%	.0%
Trophy Ridge	3.8%	3.8%	.0%
Tru-Glow	2.8%	2.9%	.0%
Vibracheck	5.3%	5.3%	14.7%
Other	20.9%	20.4%	15.1%
Not sure	17.1%	17.6%	11.1%
Total	N=81	N=84	N=19

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## Average spent on STABILIZERS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$27.15	\$27.03	\$27.12
N	86	92	18

## Cost of STABILIZERS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	5.2%	5.4%	7.6%
\$6.00-\$10.99	7.6%	5.9%	.0%
\$11.00-\$20.99	21.9%	24.0%	41.6%
\$21.00-\$30.99	22.0%	21.7%	11.8%
\$31.00-\$40.99	13.2%	12.9%	10.5%
\$41.00-\$50.99	9.3%	8.9%	14.0%
Over \$50.99	9.7%	9.5%	12.7%
Not sure	11.1%	11.9%	1.8%
Total	N=80	N=83	N=19

## Types of stores where STABILIZERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	1.3%	1.1%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	32.1%	34.5%	22.1%
General Sporting Goods (The Sports Authority)	14.7%	12.8%	18.6%
Local shop (mom and pop shops)	23.1%	22.5%	31.2%
Printed Catalog (Bass Pro, Cabelas)	2.4%	2.4%	9.8%
Website (Cabelas, Bass Pro)	17.6%	17.8%	4.2%
Gun shows or expos	.2%	.2%	.0%
Used	4.1%	4.1%	14.1%
Other	3.3%	3.1%	.0%
Not sure	1.3%	1.4%	.0%
Total	N=79	N=82	N=19

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**Brand of ARM GUARDS purchased**

	Feb 2009	YTD 2009	Feb 2008
Neet	3.0%	3.5%	.0%
Saunders	3.4%	3.4%	.0%
Buck Wing	16.0%	15.2%	.0%
Other	50.8%	52.2%	79.8%
Not sure	26.8%	25.7%	20.2%
Total	N=48	N=50	N=6

**Average spent on ARM GUARDS purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$14.26	\$14.22	\$15.54
N	45	48	6

**Cost of ARM GUARDS purchased**

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	7.4%	7.5%	.0%
\$6.00-\$10.99	25.2%	24.8%	35.2%
\$11.00-\$20.99	45.0%	44.7%	42.9%
\$21.00-\$30.99	5.2%	5.2%	21.9%
\$31.00-\$40.99	5.8%	5.6%	.0%
\$41.00-\$50.99	.0%	.0%	.0%
Over \$50.99	.0%	.0%	.0%
Not sure	11.4%	12.3%	.0%
Total	N=47	N=49	N=6

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## Types of stores where ARM GUARDS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	9.5%	9.3%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	33.4%	34.3%	15.0%
General Sporting Goods (The Sports Authority)	21.7%	21.5%	41.4%
Local shop (mom and pop shops)	14.4%	13.5%	27.9%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	.0%
Website (Cabelas, Bass Pro)	5.4%	5.2%	15.6%
Gun shows or expos	3.8%	3.7%	.0%
Used	.0%	.0%	.0%
Other	3.2%	3.7%	.0%
Not sure	8.6%	8.7%	.0%
Total	N=48	N=50	N=6

## Brand of QUIVERS purchased

	Feb 2009	YTD 2009	Feb 2008
Bohning	11.2%	11.7%	.0%
PSE	5.0%	4.7%	.0%
Kwikkee	9.0%	8.1%	.0%
Neet	4.7%	4.6%	14.9%
Other	37.3%	38.3%	72.6%
Not sure	32.8%	32.7%	12.5%
Total	N=71	N=73	N=12

## Average spent on QUIVERS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$26.80	\$25.81	\$45.53
N	58	65	9

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## Cost of QUIVERS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	8.4%	8.5%	.0%
\$6.00-\$10.99	9.4%	9.1%	.0%
\$11.00-\$20.99	14.4%	17.2%	.0%
\$21.00-\$30.99	19.9%	19.6%	11.4%
\$31.00-\$40.99	12.3%	11.5%	11.8%
\$41.00-\$50.99	8.2%	7.6%	17.1%
Over \$50.99	9.6%	8.5%	59.7%
Not sure	17.8%	18.0%	.0%
Total	N=71	N=73	N=12

## Types of stores where QUIVERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	1.5%	1.5%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	33.7%	32.9%	19.4%
General Sporting Goods (The Sports Authority)	7.5%	7.4%	11.4%
Local shop (mom and pop shops)	22.1%	21.0%	45.8%
Printed Catalog (Bass Pro, Cabelas)	3.7%	6.7%	.0%
Website (Cabelas, Bass Pro)	17.1%	16.4%	23.4%
Gun shows or expos	.0%	.0%	.0%
Used	9.8%	9.7%	.0%
Other	2.4%	2.1%	.0%
Not sure	2.3%	2.3%	.0%
Total	N=70	N=72	N=12

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## Brand of RESTS purchased

	Feb 2009	YTD 2009	Feb 2008
Bodoodle	14.2%	14.6%	.0%
Copper John	10.2%	9.3%	.0%
Carolina Archery	7.7%	7.5%	1.5%
Golden Key	14.3%	14.0%	6.7%
QuickTune	16.7%	19.0%	.0%
Trophy Ridge	11.2%	11.1%	10.9%
Trophy Taker	6.5%	6.3%	9.6%
Other	12.3%	11.6%	61.3%
Not sure	6.8%	6.7%	10.0%
Total	N=52	N=54	N=16

## Average spent on RESTS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$59.04	\$58.89	\$63.41
N	92	105	13

## Cost of RESTS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0 to \$20	8.0%	7.9%	.0%
\$20.01 to \$30	3.9%	3.5%	2.4%
\$30.01 to \$40	7.1%	7.0%	24.9%
\$40.01 to \$50	11.2%	10.5%	8.2%
\$50.01 to \$60	9.1%	11.3%	18.1%
\$60.01 to \$70	12.1%	13.4%	6.7%
\$70.01 to \$80	42.7%	40.1%	2.0%
\$80.01 to \$90	5.9%	6.2%	3.1%
\$90.01 to \$100	.0%	.0%	24.6%
over \$100	.0%	.0%	7.4%
Not sure	.0%	.0%	2.6%
Total	N=88	N=93	N=16

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## Types of stores where RESTS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	4.2%	3.9%	9.4%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	29.4%	30.2%	30.4%
General Sporting Goods (The Sports Authority)	6.7%	6.6%	8.2%
Local shop (mom and pop shops)	32.8%	31.0%	33.5%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	14.0%
Website (Cabelas, Bass Pro)	14.8%	16.7%	.0%
Gun shows or expos	.5%	.5%	2.0%
Used	6.1%	6.0%	2.6%
Other	5.6%	5.1%	.0%
Not sure	.0%	.0%	.0%
Total	N=88	N=93	N=16

## Brand of ARCHERY TARGETS purchased

	Feb 2009	YTD 2009	Feb 2008
Delta	8.4%	8.3%	23.0%
Glendel	4.9%	4.8%	2.9%
McKenzie	7.9%	7.4%	9.1%
Morrell	9.2%	8.9%	.0%
The Block	29.1%	28.2%	32.7%
Champion	4.0%	3.6%	.0%
Other	24.0%	23.1%	13.2%
Not sure	12.5%	15.6%	19.2%
Total	N=167	N=177	N=13

## Average spent on ARCHERY TARGETS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$76.72	\$78.27	\$58.18
N	161	182	12

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## Cost of ARCHERY TARGETS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	18.9%	20.6%	40.7%
\$25.01-\$50	24.5%	22.4%	13.3%
\$50.01-\$100	33.1%	33.1%	27.9%
\$100.01-\$200	13.2%	12.6%	18.1%
\$200.01-\$400	2.6%	3.6%	.0%
\$400.01-\$600	2.1%	2.1%	.0%
\$600.01-\$800	.0%	.0%	.0%
\$800.01-\$1000	.0%	.0%	.0%
Over \$1000	.0%	.0%	.0%
Not sure	5.6%	5.6%	.0%
Total	N=166	N=176	N=13

## Types of stores where ARCHERY TARGETS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	10.2%	9.8%	29.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	42.3%	40.1%	8.2%
General Sporting Goods (The Sports Authority)	11.6%	11.5%	19.7%
Local shop (mom and pop shops)	16.2%	19.5%	33.0%
Printed Catalog (Bass Pro, Cabelas)	1.0%	.9%	.0%
Website (Cabelas, Bass Pro)	8.9%	8.5%	9.4%
Gun shows or expos	1.6%	1.7%	.0%
Used	3.5%	3.3%	.0%
Other	4.0%	4.0%	.0%
Not sure	.7%	.7%	.0%
Total	N=167	N=177	N=13

## Average spent on STRINGS AND ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$15.44	\$15.25	\$14.67
N	92	106	19

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## Cost of STRINGS AND ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$2.00	2.1%	2.0%	.0%
\$2.01-\$4.00	3.7%	3.2%	.0%
\$4.01-\$6.00	1.7%	1.4%	29.1%
\$6.01-\$8.00	4.5%	6.9%	.0%
\$8.01-\$10.00	8.1%	7.7%	1.8%
\$10.01-\$12.00	5.7%	7.0%	.9%
\$12.01-\$14.00	5.9%	5.2%	.0%
\$14.01-\$16.00	6.8%	6.5%	7.2%
\$16.01-\$18.00	6.9%	6.8%	.0%
\$18.01-\$20.00	11.2%	10.7%	10.5%
Over \$20.00	35.4%	34.9%	50.5%
Not sure	8.0%	7.8%	.0%
Total	N=95	N=106	N=19

## Types of stores where STRINGS AND ACCESSORIES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	1.1%	1.0%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	17.9%	16.5%	36.3%
General Sporting Goods (The Sports Authority)	7.8%	8.5%	.0%
Local shop (mom and pop shops)	47.7%	48.2%	37.3%
Printed Catalog (Bass Pro, Cabelas)	2.9%	2.7%	.0%
Website (Cabelas, Bass Pro)	13.2%	13.8%	12.7%
Gun shows or expos	1.1%	1.3%	.0%
Used	.0%	.0%	1.0%
Other	8.2%	8.1%	12.8%
Not sure	.0%	.0%	.0%
Total	N=95	N=106	N=19

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## Brand of BOW CASES purchased

	Feb 2009	YTD 2009
Boyt	4.2%	4.3%
Doskocil	3.2%	3.2%
Plano (including BowGuard)	41.4%	41.4%
SKB	6.1%	5.8%
Not sure	18.9%	19.4%
Other	26.2%	25.9%
Total	N=87	N=87

## Average spent on BOW CASES purchased

	Feb 2009	YTD 2009
Mean	\$48.69	\$48.46
N	86	95

## Cost of BOW CASES purchased

	Feb 2009	YTD 2009
0 to \$20	9.3%	9.3%
\$20.01 to \$30	12.3%	13.1%
\$30.01 to \$40	23.9%	24.0%
\$40.01 to \$50	15.6%	14.7%
\$50.01 to \$60	4.3%	4.1%
\$60.01 to \$70	4.3%	4.6%
\$70.01 to \$80	5.8%	5.8%
\$80.01 to \$90	3.7%	3.5%
\$90.01 to \$100	10.3%	10.2%
Over \$100	6.4%	6.4%
Not sure	4.1%	4.4%
Total	N=86	N=91

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Types of stores where BOW CASES were purchased

	Feb 2009	YTD 2009
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	10.5%	10.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	43.5%	42.7%
General Sporting Goods (The Sports Authority)	6.7%	7.3%
Local shop (mom and pop shops)	12.2%	11.6%
Printed Catalog (Bass Pro, Cabelas)	2.1%	2.1%
Website (Cabelas, Bass Pro)	11.9%	12.9%
Gun shows or expos	.4%	.3%
Used	11.4%	11.3%
Other	1.4%	1.3%
Not sure	.0%	.0%
Total	N=88	N=93

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## Age of Respondents

	Purchased Decoys or Game Calls		
	Feb-09	YTD 2009	Feb-08
Under 18	2.8%	2.9%	1.7%
18 to 24	7.7%	8.3%	14.9%
25 to 34	35.0%	34.9%	27.2%
35 to 44	26.1%	25.8%	22.5%
45 to 54	19.2%	18.7%	19.6%
55 to 64	6.8%	6.9%	9.8%
65 and older	2.3%	2.4%	4.3%
Total	100.0%	100.0%	100.0%
	N=805	N=911	N=172

## Household Income

	Purchased Decoys or Game Calls		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	7.5%	8.2%	6.4%
\$10,000 to \$19,999	4.5%	4.6%	6.5%
\$20,000 to \$29,999	10.6%	10.9%	9.0%
\$30,000 to \$39,999	18.6%	18.0%	18.5%
\$40,000 to \$49,999	13.1%	12.5%	9.8%
\$50,000 to \$74,999	25.0%	25.4%	28.9%
\$75,000 to \$99,999	12.4%	12.7%	9.7%
\$100,000 or above	8.2%	7.7%	11.2%
Total	100.0%	100.0%	100.0%
	N=805	N=911	N=172

## Education Level

	Purchased Decoys or Game Calls		
	Feb-09	YTD 2009	Feb-08
11 years or less	6.2%	6.3%	2.0%
12 years	33.5%	31.9%	19.9%
1-3 years of college	34.3%	34.9%	40.8%
4 or more years of college	26.0%	26.9%	37.4%
Total	100.0%	100.0%	100.0%
	N=805	N=911	N=171

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**Of people who reported buying DECOYS or GAME CALLS last month, they purchased:**

	Feb 2009	YTD 2009	Feb 2008
Game call	70.88%	70.58%	23.41%
Decoy	25.04%	25.17%	76.59%
None	4.08%	4.25%	.00%
Total	100.00%	100.00%	100.00%
	N=805	N=911	N=172

**Type of DECOYS purchased**

	Feb 2009	YTD 2009	Feb 2008
Waterfowl	25.8%	29.0%	10.1%
Turkey	57.0%	53.7%	69.0%
Big game	6.4%	6.4%	10.0%
Other	10.8%	10.9%	10.9%
Total	N=221	N=252	N=49

**Brand of DECOYS purchased**

	Feb 2009	YTD 2009	Feb 2008
Bass Pro Shops	5.1%	4.9%	1.4%
Cabelas	8.7%	9.0%	2.7%
Carry-Lite	15.1%	13.8%	13.4%
Flambeau	19.1%	17.1%	18.3%
Herters	.4%	.3%	.0%
Mojo	2.9%	3.7%	.3%
Renzo	.1%	.5%	.0%
Avery	5.7%	5.7%	1.8%
Other	31.8%	34.0%	56.7%
Not sure	11.1%	11.0%	5.4%
Total	N=220	N=251	N=49

**Average spent on DECOYS purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$33.44	\$33.84	\$36.89
N	215	248	38

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## Cost of DECOYS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	3.9%	3.5%	.0%
\$6.00-\$10.99	6.4%	6.7%	4.5%
\$11.00-\$20.99	18.5%	17.4%	11.9%
\$21.00-\$30.99	17.3%	16.6%	22.9%
\$31.00-\$40.99	11.0%	10.6%	14.2%
\$41.00-\$50.99	10.7%	12.2%	3.4%
Over \$50.99	29.8%	30.7%	43.2%
Not sure	2.4%	2.3%	.0%
Total	N=215	N=245	N=49

## Types of stores where DECOYS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	17.9%	16.0%	14.3%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	47.4%	47.9%	35.4%
General Sporting Goods (The Sports Authority)	8.1%	9.8%	6.9%
Local shop (mom and pop shops)	6.7%	6.9%	22.2%
Printed Catalog (Bass Pro, Cabelas)	1.2%	1.2%	.0%
Website (Cabelas, Bass Pro)	14.0%	13.6%	3.7%
Gun shows or expos	.5%	.5%	6.2%
Used	1.7%	1.5%	.0%
Other	2.4%	2.4%	11.2%
Not sure	.1%	.2%	.0%
Total	N=220	N=251	N=49

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## Type of GAME CALLS purchased

	Feb 2009	YTD 2009	Feb 2008
Waterfowl	9.9%	11.7%	1.6%
Turkey	54.2%	51.1%	70.1%
Big game	15.2%	15.4%	7.7%
Other	20.7%	21.8%	20.6%
Total	N=683	N=764	N=149

## Brand of GAME CALLS purchased

	Feb 2009	YTD 2009	Feb 2008
Buck Gardner	2.4%	2.6%	.0%
Cass Creek	.5%	.5%	.6%
Duck Commander	1.2%	1.3%	.7%
Echo	.5%	1.2%	.2%
Flexitone	.9%	.8%	.1%
H.S. Strut	15.7%	15.3%	13.6%
Knight & Hale	12.9%	12.6%	11.6%
MAD	1.5%	1.3%	1.1%
Primos	31.4%	30.6%	41.4%
Quaker Boy	4.3%	4.8%	6.2%
Sean Mann	.1%	.1%	.0%
Woodhaven	1.4%	1.7%	6.4%
Other	21.3%	21.3%	14.3%
Not sure	5.9%	5.9%	3.9%
Total	N=683	N=764	N=149

## Average spent on GAME CALLS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$23.69	\$23.91	\$20.88
N	626	716	125

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## Cost of GAME CALLS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	46.6%	46.9%	59.0%
\$20.01 to \$30	32.3%	31.8%	24.9%
\$30.01 to \$40	10.0%	9.6%	6.2%
\$40.01 to \$50	2.3%	2.2%	1.1%
\$50.01 to \$60	2.0%	1.9%	3.4%
\$60.01 to \$70	.9%	1.1%	1.2%
\$70.01 to \$80	.1%	.8%	.5%
\$80.01 to \$90	.5%	.5%	.0%
\$90.01 to \$100	.3%	.3%	.0%
Over \$100	4.0%	3.9%	2.9%
Not sure	1.0%	.9%	.8%
Total	N=680	N=760	N=149

## Types of stores where GAME CALLS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	18.9%	17.6%	24.4%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	41.3%	42.6%	27.3%
General Sporting Goods (The Sports Authority)	10.3%	9.9%	20.6%
Local shop (mom and pop shops)	8.8%	9.2%	10.0%
Printed Catalog (Bass Pro, Cabelas)	1.0%	1.0%	2.5%
Website (Cabelas, Bass Pro)	9.2%	9.1%	2.4%
Gun shows or expos	3.1%	3.2%	6.9%
Used	1.5%	1.5%	.0%
Other	5.7%	5.9%	4.7%
Not sure	.0%	.0%	1.1%
Total	N=681	N=762	N=149

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**Age of Respondents**

	Purchased Hand Loading Equipment	
	Feb-09	YTD 2009
Under 18	.8%	.7%
18 to 24	2.3%	2.4%
25 to 34	16.3%	15.2%
35 to 44	26.2%	26.3%
45 to 54	26.3%	27.9%
55 to 64	18.1%	17.3%
65 and older	10.1%	10.2%
Total	100.0%	100.0%
	N=615	N=778

**Household Income**

	Purchased Hand Loading Equipment	
	Feb-09	YTD 2009
Under \$10,000	3.9%	3.7%
\$10,000 to \$19,999	6.3%	5.4%
\$20,000 to \$29,999	8.6%	8.6%
\$30,000 to \$39,999	11.8%	12.2%
\$40,000 to \$49,999	14.4%	15.3%
\$50,000 to \$74,999	25.9%	25.0%
\$75,000 to \$99,999	16.2%	16.7%
\$100,000 or above	12.9%	13.0%
Total	100.0%	100.0%
	N=615	N=778

**Education Level**

	Purchased Hand Loading Equipment	
	Feb-09	YTD 2009
11 years or less	2.1%	2.2%
12 years	24.0%	23.6%
1-3 years of college	38.5%	38.1%
4 or more years of college	35.4%	36.1%
Total	100.0%	100.0%

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	N=615	N=778
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Of people who reported buying HAND LOADING EQUIPMENT last month,  
they purchased:

	Feb 2009	YTD 2009	Feb 2008
Presses or dies	33.07%	31.18%	27.24%
Reloading tools	20.84%	21.52%	23.38%
Reloading components	88.97%	88.75%	81.67%
Other handloading tools	2.51%	2.10%	.00%
Total	100.00%	100.00%	100.00%
	N=615	N=775	N=108

**Brand of PRESSES and DIES purchased**

	Feb 2009	YTD 2009	Feb 2008
Dillon	4.4%	4.6%	37.3%
Federal	1.3%	1.2%	.0%
Hornady	10.8%	10.3%	.0%
Lee Precision	27.4%	28.4%	29.6%
Lyman	4.1%	4.5%	.0%
MEC	5.0%	4.2%	1.0%
RCBS	41.4%	39.9%	16.7%
Redding	3.3%	4.5%	13.5%
Winchester	.6%	.5%	.0%
Not sure	.0%	.2%	.0%
Other	1.8%	1.7%	2.0%
Total	N=182	N=221	N=28

**Average spent on PRESSES and DIES purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$88.39	\$85.01	\$69.48
N	154	184	21

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## Cost of PRESSES and DIES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	1.6%	1.7%	.9%
\$11-\$20	3.4%	4.1%	2.6%
\$21-\$30	31.4%	31.9%	35.3%
\$31-\$40	18.2%	17.2%	19.6%
\$41-\$50	10.5%	9.5%	3.5%
\$51-\$75	7.0%	7.9%	22.0%
\$76-\$100	3.9%	4.8%	.0%
\$101-\$250	13.6%	13.4%	11.3%
\$251-\$500	6.9%	6.5%	4.8%
Over \$500	2.1%	1.8%	.0%
Not sure	1.4%	1.3%	.0%
Total	N=183	N=222	N=28

## Types of stores where PRESSES and DIES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	2.6%	2.7%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	26.2%	27.5%	3.6%
General Sporting Goods (The Sports Authority)	8.8%	8.1%	16.9%
Local shop (mom and pop shops)	14.3%	13.8%	33.9%
Printed Catalog (Bass Pro, Cabelas)	3.1%	2.8%	.0%
Website (Cabelas, Bass Pro)	25.5%	24.8%	26.7%
Gun shows or expos	2.4%	2.4%	.0%
Used	10.6%	10.9%	2.6%
Other	5.8%	6.4%	16.2%
Not sure	.7%	.7%	.0%
Total	N=182	N=220	N=28

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## Brand of RELOADING TOOLS and ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
Dillon	2.1%	3.1%	36.4%
Federal	3.6%	2.9%	.0%
Hornady	11.9%	11.1%	.0%
Lee Precision	20.7%	21.2%	10.1%
Lyman	6.4%	6.3%	3.2%
MEC	1.7%	2.0%	9.3%
RCBS	38.2%	38.5%	32.1%
Redding	3.5%	3.0%	2.4%
Winchester	.3%	.3%	4.9%
Not sure	1.2%	1.0%	.0%
Other	10.4%	10.5%	1.6%
Total	N=112	N=145	N=23

## Average spent on RELOADING TOOLS and ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$26.82	\$26.90	\$39.38
N	90	119	18

## Cost of RELOADING TOOLS and ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	5.8%	6.2%	.0%
\$6.00-\$10.99	16.3%	17.3%	2.1%
\$11.00-\$20.99	20.7%	19.0%	5.3%
\$21.00-\$30.99	15.3%	17.4%	16.2%
\$31.00-\$40.99	14.6%	13.0%	25.5%
\$41.00-\$50.99	8.6%	7.4%	5.3%
Over \$50.99	14.2%	15.6%	45.6%
Not sure	4.5%	4.1%	.0%
Total	N=111	N=144	N=23

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**Types of stores where RELOADING TOOLS and ACCESSORIES were purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	2.1%	2.9%	17.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	30.6%	28.2%	22.7%
General Sporting Goods (The Sports Authority)	13.0%	10.8%	3.2%
Local shop (mom and pop shops)	11.4%	9.5%	34.9%
Printed Catalog (Bass Pro, Cabelas)	4.3%	3.5%	.0%
Website (Cabelas, Bass Pro)	24.2%	29.6%	14.3%
Gun shows or expos	4.0%	4.0%	1.0%
Used	5.6%	5.8%	.0%
Other	3.3%	4.7%	6.5%
Not sure	1.3%	1.1%	.0%
Total	N=112	N=145	N=23

**Of people who reported buying RELOADING COMPONENTS last month, they purchased:**

	Feb 2009	YTD 2009	Feb 2008
Brass shell cases	37.04%	36.00%	24.94%
Bullets	74.54%	74.72%	71.61%
Primers	57.95%	55.69%	48.10%
Powder	61.92%	60.15%	35.26%
Shotshell hulls	4.84%	4.38%	3.58%
Shotshell wads	11.28%	10.85%	10.10%
Shot	11.73%	10.75%	11.09%
Other	1.15%	.98%	.00%
Total	100.00%	100.00%	100.00%
	N=541	N=679	N=87

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## Brand of RELOADING BRASS SHELL CASES purchased

	Feb 2009	YTD 2009	Feb 2008
Winchester	38.6%	37.4%	29.8%
Remington	31.2%	30.6%	18.1%
Norma	3.0%	2.5%	2.6%
Starline	4.2%	5.0%	.0%
Hornady	6.3%	6.7%	18.7%
Other	14.0%	13.4%	30.8%
Not sure	2.6%	4.4%	.0%
Total	N=200	N=252	N=25

## Average spent on RELOADING BRASS SHELL CASES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$31.47	\$31.02	\$33.74
N	149	181	15

## Cost of RELOADING BRASS SHELL CASES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	4.4%	3.8%	.0%
\$6.00-\$10.99	4.8%	5.6%	.0%
\$11.00-\$20.99	15.4%	16.6%	18.6%
\$21.00-\$30.99	26.4%	26.5%	28.7%
\$31.00-\$40.99	17.5%	16.6%	22.5%
\$41.00-\$50.99	6.8%	6.0%	3.4%
Over \$50.99	20.9%	20.6%	26.8%
Not sure	3.8%	4.3%	.0%
Total	N=200	N=253	N=25

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## Types of stores where RELOADING BRASS SHELL CASES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	3.7%	3.1%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	25.1%	26.0%	25.6%
General Sporting Goods (The Sports Authority)	5.3%	4.7%	.0%
Local shop (mom and pop shops)	18.2%	16.7%	16.3%
Printed Catalog (Bass Pro, Cabelas)	2.8%	2.8%	2.3%
Website (Cabelas, Bass Pro)	25.3%	25.6%	29.1%
Gun shows or expos	6.4%	7.4%	4.2%
Used	6.6%	6.8%	5.5%
Other	6.4%	6.8%	17.0%
Not sure	.0%	.0%	.0%
Total	N=196	N=249	N=25

## Number of RELOADING BULLET boxes purchased

	Feb 2009	YTD 2009
1	32.7%	33.6%
2	31.8%	30.7%
3	11.7%	10.8%
4	7.2%	7.3%
5 or more	16.6%	17.6%
Total	N=389	N=482

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## Brand of RELOADING BULLETS purchased

	Feb 2009	YTD 2009	Feb 2008
Barnes	11.3%	11.6%	4.4%
Berger	2.2%	2.1%	4.3%
Cast Performance	.2%	.3%	.0%
Combined Technology	.0%	.0%	.0%
Hornady	30.6%	29.4%	25.3%
Hunters Supply	.2%	.1%	.0%
Lapua	.3%	.3%	.0%
Magtech	.5%	.5%	3.2%
Meister	.0%	.0%	.0%
Norma	.3%	.2%	.0%
Nosler (Combined Technology)	16.6%	15.6%	10.2%
Oregon Trail	.3%	.2%	.0%
Rainier	1.7%	2.0%	7.5%
Remington	3.7%	3.7%	2.0%
Shilen	.0%	.0%	.0%
Sierra	13.5%	12.1%	5.9%
Speer	5.4%	5.5%	2.3%
Swift	.3%	.3%	.0%
Winchester	2.1%	2.0%	12.9%
X-Ring	.0%	.0%	.0%
Not sure	3.3%	3.2%	.8%
Other	7.7%	10.7%	21.2%
Total	N=390	N=483	N=58

## Average spent on RELOADING BULLETS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$29.59	\$30.09	\$36.76
N	295	374	44

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## Cost of RELOADING BULLETS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	1.3%	1.0%	.0%
\$6.00-\$10.99	2.9%	2.8%	3.5%
\$11.00-\$20.99	23.8%	23.8%	13.8%
\$21.00-\$30.99	30.2%	29.3%	18.8%
\$31.00-\$40.99	14.3%	13.5%	19.4%
\$41.00-\$50.99	7.7%	8.6%	4.7%
Over \$50.99	15.0%	16.6%	39.9%
Not sure	4.8%	4.3%	.0%
Total	N=388	N=481	N=58

## Types of stores where RELOADING BULLETS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	2.4%	2.5%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	33.2%	32.5%	19.6%
General Sporting Goods (The Sports Authority)	5.9%	5.1%	4.8%
Local shop (mom and pop shops)	22.2%	21.7%	35.7%
Printed Catalog (Bass Pro, Cabelas)	2.2%	1.8%	.8%
Website (Cabelas, Bass Pro)	22.3%	23.6%	20.8%
Gun shows or expos	2.9%	3.4%	9.4%
Used	.8%	.8%	.0%
Other	7.1%	7.8%	9.0%
Not sure	.9%	.8%	.0%
Total	N=386	N=479	N=58

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## Brand of RELOADING PRIMER purchased

	Feb 2009	YTD 2009	Feb 2008
Remington	13.6%	12.8%	19.3%
Federal	20.3%	20.3%	30.7%
Winchester	23.2%	25.0%	26.4%
CCI	36.8%	36.0%	22.3%
Magtech	.7%	.7%	.0%
Not sure	1.7%	1.5%	.0%
Other	3.8%	3.8%	1.2%
Total	N=313	N=379	N=40

## Average spent on RELOADING PRIMER purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$23.27	\$23.60	\$30.47
N	220	267	30

## Cost of RELOADING PRIMER purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	15.4%	15.8%	9.1%
\$6.00-\$10.99	11.3%	10.3%	9.1%
\$11.00-\$20.99	10.9%	10.9%	.6%
\$21.00-\$30.99	28.4%	28.8%	38.9%
\$31.00-\$40.99	13.5%	12.8%	8.1%
\$41.00-\$50.99	5.2%	5.3%	22.8%
Over \$50.99	7.5%	8.6%	11.4%
Not sure	7.7%	7.6%	.0%
Total	N=313	N=379	N=40

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## Types of stores where RELOADING PRIMER was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	1.7%	1.4%	3.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	27.1%	28.8%	24.9%
General Sporting Goods (The Sports Authority)	11.0%	10.1%	1.3%
Local shop (mom and pop shops)	38.0%	38.3%	44.8%
Printed Catalog (Bass Pro, Cabelas)	1.9%	1.5%	.0%
Website (Cabelas, Bass Pro)	10.9%	10.2%	2.4%
Gun shows or expos	3.9%	4.0%	18.5%
Used	1.5%	1.3%	.0%
Other	3.4%	3.8%	4.5%
Not sure	.5%	.5%	.0%
Total	N=314	N=380	N=40

## Brand of RELOADING POWDER purchased

	Feb 2009	YTD 2009	Feb 2008
Accurate	3.6%	3.4%	19.4%
Alliant	14.4%	16.3%	25.4%
Hodgdon	34.0%	34.8%	32.8%
IMR	29.7%	27.6%	10.8%
Ramshot	3.8%	4.1%	.0%
Vhita Vouri	.9%	1.0%	9.9%
Winchester	6.9%	6.9%	.0%
Not sure	4.5%	4.1%	.0%
Other	2.2%	1.8%	1.8%
Total	N=326	N=394	N=24

## Average spent on RELOADING POWDER purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$26.95	\$26.78	\$28.54
N	239	294	22

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**Cost of RELOADING POWDER purchased**

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	.3%	.9%	.0%
\$6.00-\$10.99	.7%	.6%	.0%
\$11.00-\$20.99	33.0%	33.1%	45.7%
\$21.00-\$30.99	37.9%	38.1%	15.0%
\$31.00-\$40.99	7.5%	7.0%	17.2%
\$41.00-\$50.99	.5%	.5%	4.2%
Over \$50.99	14.1%	14.4%	17.9%
Not sure	6.0%	5.5%	.0%
Total	N=322	N=390	N=28

**Types of stores where RELOADING POWDER was purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	3.7%	3.6%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	27.3%	28.2%	23.6%
General Sporting Goods (The Sports Authority)	8.9%	8.3%	3.3%
Local shop (mom and pop shops)	41.9%	40.9%	63.9%
Printed Catalog (Bass Pro, Cabelas)	1.1%	.9%	.0%
Website (Cabelas, Bass Pro)	7.9%	8.0%	3.5%
Gun shows or expos	3.5%	3.8%	5.7%
Used	1.6%	1.4%	.0%
Other	3.6%	4.5%	.0%
Not sure	.4%	.4%	.0%
Total	N=325	N=393	N=28

**Brand of SHOTSHELL HULLS purchased**

	Feb 2009	YTD 2009	Feb 2008
Federal	7.0%	6.2%	.0%
Remington	31.1%	31.0%	18.9%
Winchester	35.3%	35.7%	.0%
Other	22.1%	19.8%	81.1%
Not sure	4.5%	7.3%	.0%
Total	N=20	N=22	N=2

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## Average spent on SHOTSHELL HULLS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$19.39	\$19.51	\$14.58
N	17	20	2

## Cost of SHOTSHELL HULLS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	16.8%	15.9%	.0%
\$6.00-\$10.99	35.4%	37.4%	18.9%
\$11.00-\$20.99	20.1%	17.6%	81.1%
\$21.00-\$30.99	2.1%	2.0%	.0%
\$31.00-\$40.99	4.1%	6.6%	.0%
\$41.00-\$50.99	4.4%	4.6%	.0%
Over \$50.99	12.3%	11.2%	.0%
Not sure	4.9%	4.6%	.0%
Total	N=19	N=21	N=2

## Types of stores where SHOTSHELL HULLS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	10.7%	10.5%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	28.2%	26.6%	81.1%
General Sporting Goods (The Sports Authority)	2.4%	5.5%	.0%
Local shop (mom and pop shops)	19.8%	20.0%	.0%
Printed Catalog (Bass Pro, Cabelas)	4.1%	3.4%	.0%
Website (Cabelas, Bass Pro)	22.7%	20.5%	.0%
Gun shows or expos	.0%	.0%	.0%
Used	8.8%	8.1%	18.9%
Other	3.3%	5.4%	.0%
Not sure	.0%	.0%	.0%
Total	N=20	N=22	N=2

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## Brand of SHOTSHELL WADS purchased

	Feb 2009	YTD 2009	Feb 2008
Claybuster	41.5%	43.6%	50.0%
Federal	2.5%	3.7%	.0%
Remington	14.9%	13.7%	8.0%
Winchester	23.7%	23.3%	.0%
Other	15.3%	13.4%	41.9%
Not sure	2.0%	2.2%	.0%
Total	N=55	N=67	N=7

## Average spent on SHOTSHELL WADS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$18.32	\$18.15	\$12.89
N	41	50	6

## Cost of SHOTSHELL WADS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	1.6%	1.3%	.0%
\$6.00-\$10.99	38.0%	39.2%	74.9%
\$11.00-\$20.99	28.7%	30.4%	8.1%
\$21.00-\$30.99	14.8%	12.7%	10.8%
\$31.00-\$40.99	.3%	.2%	4.1%
\$41.00-\$50.99	3.8%	3.6%	2.0%
Over \$50.99	6.2%	6.9%	.0%
Not sure	6.6%	5.6%	.0%
Total	N=54	N=66	N=9

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## Types of stores where SHOTSHELL WADS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	.0%	.0%	6.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	33.2%	33.1%	42.5%
General Sporting Goods (The Sports Authority)	2.6%	3.6%	.0%
Local shop (mom and pop shops)	42.3%	41.5%	44.7%
Printed Catalog (Bass Pro, Cabelas)	.8%	.6%	.0%
Website (Cabelas, Bass Pro)	15.3%	14.8%	2.0%
Gun shows or expos	.9%	.8%	.0%
Used	2.1%	1.8%	.0%
Other	2.7%	3.7%	4.1%
Not sure	.0%	.0%	.0%
Total	N=53	N=65	N=9

## Brand of SHOT purchased

	Feb 2009	YTD 2009
Claybuster	.6%	.5%
Federal	7.5%	7.1%
Remington	12.4%	12.1%
Winchester	8.0%	7.7%
Other	51.5%	50.7%
Not sure	20.0%	21.8%
Total	N=61	N=73

## Average spent on SHOT purchased

	Feb 2009	YTD 2009
Mean	\$31.17	\$31.75
N	43	50

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## Cost of SHOT purchased

	Feb 2009	YTD 2009
\$0-\$5.99	4.5%	4.3%
\$6.00-\$10.99	3.0%	2.6%
\$11.00-\$20.99	12.9%	11.5%
\$21.00-\$30.99	34.2%	34.4%
\$31.00-\$40.99	20.1%	21.3%
\$41.00-\$50.99	9.6%	11.6%
Over \$50.99	9.1%	8.4%
Not sure	6.5%	5.8%
Total	N=60	N=72

## Types of stores where SHOT was purchased

	Feb 2009	YTD 2009
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	.0%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	28.3%	29.5%
General Sporting Goods (The Sports Authority)	11.0%	10.0%
Local shop (mom and pop shops)	31.4%	32.5%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%
Website (Cabelas, Bass Pro)	12.0%	12.4%
Gun shows or expos	2.7%	2.4%
Used	6.4%	6.0%
Other	7.4%	6.5%
Not sure	.7%	.6%
Total	N=61	N=73

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## Age of Respondents

	Purchased Optics		
	Feb-09	YTD 2009	Feb-08
Under 18	2.7%	2.9%	.0%
18 to 24	5.7%	5.9%	9.2%
25 to 34	28.1%	28.2%	36.8%
35 to 44	26.7%	26.6%	28.5%
45 to 54	21.7%	21.2%	14.4%
55 to 64	10.9%	11.3%	10.7%
65 and older	4.1%	4.0%	.3%
Total	100.0%	100.0%	100.0%
	N=326	N=376	N=57

## Household Income

	Purchased Optics		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	4.3%	4.8%	9.2%
\$10,000 to \$19,999	6.3%	6.5%	2.0%
\$20,000 to \$29,999	10.9%	10.5%	9.2%
\$30,000 to \$39,999	17.6%	17.0%	15.8%
\$40,000 to \$49,999	13.8%	13.2%	7.4%
\$50,000 to \$74,999	26.9%	28.5%	33.8%
\$75,000 to \$99,999	9.2%	9.1%	11.8%
\$100,000 or above	11.1%	10.4%	10.7%
Total	100.0%	100.0%	100.0%
	N=326	N=376	N=57

## Education Level

	Purchased Optics		
	Feb-09	YTD 2009	Feb-08
11 years or less	7.9%	8.6%	9.5%
12 years	36.1%	33.5%	18.7%
1-3 years of college	34.8%	36.4%	37.4%
4 or more years of college	21.3%	21.6%	34.5%
Total	100.0%	100.0%	100.0%
	N=326	N=376	N=57

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**Of people who reported buying OPTICS (NOT FOR MOUNTING ON  
FIREARMS) last month, they purchased:**

	Feb 2009	YTD 2009	Feb 2008
Binoculars	44.78%	44.52%	44.58%
Spotting scopes	12.84%	12.99%	5.66%
Range finders	22.93%	23.64%	22.67%
Sighting In devices	10.28%	9.40%	.86%
Optics accessories	11.71%	11.49%	9.40%
None	12.80%	13.14%	18.10%
Other	8.45%	7.83%	.00%
Total	100.00%	100.00%	100.00%
	N=326	N=369	N=51

**Brand of BINOCULARS purchased**

	Feb 2009	YTD 2009	Feb 2008
Bushnell	26.0%	26.0%	47.5%
Fujinon	1.8%	1.7%	.0%
Leupold	16.5%	16.6%	11.9%
Nikon	15.4%	15.0%	6.9%
Nitrex	1.0%	.9%	.0%
Pentax	.5%	.4%	.8%
Swarovski	.7%	.6%	.0%
Tasco	1.3%	1.2%	5.9%
Weaver	.0%	.0%	.0%
Zeiss	.7%	.6%	.0%
Burris	3.6%	3.3%	.0%
Simmons	6.5%	7.1%	.0%
Leica	2.7%	2.7%	9.7%
Sightron	.0%	.0%	.0%
Alpen	2.3%	2.1%	.0%
Minox	.0%	.0%	.0%
Steiner	3.2%	2.9%	2.1%
Other	11.8%	11.7%	11.6%
Not sure	6.1%	7.2%	3.6%
Total	N=131	N=145	N=21

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## Average spent on BINOCULARS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$166.69	\$165.58	\$277.79
N	123	138	18

## Cost of BINOCULARS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	5.0%	5.1%	6.2%
\$25.01-\$50	23.6%	23.5%	3.6%
\$50.01-\$100	27.2%	27.5%	37.0%
\$100.01-\$200	17.4%	17.2%	18.8%
\$200.01-\$400	15.2%	15.7%	2.0%
\$400.01-\$600	5.1%	4.8%	21.9%
\$600.01-\$800	2.7%	2.5%	.0%
\$800.01-\$1000	.3%	.4%	.8%
Over \$1000	1.4%	1.3%	9.7%
Not sure	2.2%	2.0%	.0%
Total	N=130	N=144	N=21

## Types of stores where BINOCULARS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	24.2%	23.7%	32.3%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	33.5%	34.4%	13.5%
General Sporting Goods (The Sports Authority)	6.9%	6.9%	22.0%
Local shop (mom and pop shops)	7.6%	7.6%	10.8%
Printed Catalog (Bass Pro, Cabelas)	4.5%	4.3%	.0%
Website (Cabelas, Bass Pro)	10.2%	9.6%	2.6%
Gun shows or expos	2.7%	2.7%	2.2%
Used	1.2%	1.7%	8.1%
Other	8.4%	8.3%	8.5%
Not sure	.8%	.8%	.0%
Total	N=131	N=145	N=21

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## Brand of SPOTTING SCOPES purchased

	Feb 2009	YTD 2009	Feb 2008
Burris	12.6%	11.7%	12.2%
Bushnell	29.6%	28.0%	37.0%
Fujinon	.7%	.6%	.0%
Leupold	8.4%	8.0%	.0%
Nikon	5.8%	5.5%	.0%
Nitrex	5.5%	5.3%	.0%
Pentax	5.8%	5.5%	6.7%
Simmons	2.1%	1.7%	.0%
Swarovski	2.9%	2.9%	.0%
Tasco	2.7%	4.2%	.0%
Weaver	.0%	.0%	.0%
Zeiss	.0%	.0%	.0%
Not sure	1.9%	1.6%	.0%
Other	22.1%	24.9%	44.1%
Total	N=43	N=50	N=7

## Average spent on SPOTTING SCOPES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$181.10	\$178.65	\$156.58
N	37	42	2

## Cost of SPOTTING SCOPES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	2.9%	2.7%	.0%
\$25.01-\$50	8.9%	8.3%	30.2%
\$50.01-\$100	22.3%	23.9%	12.2%
\$100.01-\$200	38.7%	39.7%	42.3%
\$200.01-\$400	18.3%	16.7%	8.7%
\$400.01-\$600	5.8%	5.6%	.0%
\$600.01-\$800	.0%	.0%	6.7%
\$800.01-\$1000	.0%	.0%	.0%
Over \$1000	3.0%	3.1%	.0%
Not sure	.0%	.0%	.0%
Total	N=43	N=50	N=7

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## Types of stores where SPOTTING SCOPES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	11.5%	12.6%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	26.2%	25.3%	63.5%
General Sporting Goods (The Sports Authority)	25.3%	26.3%	.0%
Local shop (mom and pop shops)	2.1%	1.8%	.0%
Printed Catalog (Bass Pro, Cabelas)	7.5%	7.1%	.0%
Website (Cabelas, Bass Pro)	14.9%	15.6%	.0%
Gun shows or expos	2.1%	1.7%	.0%
Used	3.1%	3.2%	.0%
Other	7.3%	6.4%	36.5%
Not sure	.0%	.0%	.0%
Total	N=41	N=48	N=7

## Brand of RANGE FINDERS purchased

	Feb 2009	YTD 2009	Feb 2008
Bushnell	38.5%	40.9%	31.2%
Leica	2.1%	1.7%	37.9%
Leupold	9.7%	9.6%	24.1%
Nikon	35.7%	35.3%	6.7%
Simmons	6.3%	5.9%	.0%
Swarovski	1.3%	1.0%	.0%
Not sure	.0%	.0%	.0%
Other	6.4%	5.6%	.0%
Total	N=71	N=84	N=9

## Average spent on RANGE FINDERS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$225.61	\$220.64	\$331.44
N	64	75	9

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## Cost of RANGE FINDERS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	.0%	.0%	.0%
\$11-\$20	3.4%	3.3%	.0%
\$21-\$30	3.9%	3.7%	.0%
\$31-\$40	.0%	.0%	.0%
\$41-\$50	.0%	2.0%	.0%
\$51-\$75	4.9%	4.7%	.0%
\$76-\$100	5.7%	5.1%	17.3%
\$101-\$250	50.8%	51.4%	20.6%
\$251-\$500	29.3%	28.3%	24.1%
Over \$500	1.9%	1.6%	37.9%
Not sure	.0%	.0%	.0%
Total	N=71	N=84	N=9

## Types of stores where RANGE FINDERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	15.7%	17.5%	6.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	43.0%	40.9%	59.5%
General Sporting Goods (The Sports Authority)	10.4%	9.8%	17.3%
Local shop (mom and pop shops)	4.9%	4.6%	.0%
Printed Catalog (Bass Pro, Cabelas)	2.2%	2.7%	16.4%
Website (Cabelas, Bass Pro)	14.3%	14.3%	.0%
Gun shows or expos	.1%	2.0%	.0%
Used	4.4%	4.2%	.0%
Other	5.1%	4.0%	.0%
Not sure	.0%	.0%	.0%
Total	N=71	N=84	N=9

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## Brand of SIGHTING DEVICES purchased

	Feb 2009	YTD 2009	Feb 2008
Burris	.0%	.0%	.0%
Bushnell	4.4%	4.1%	.0%
Crimson Trace	.0%	.0%	.0%
LaserMax	21.2%	20.0%	.0%
Leica	6.9%	7.3%	.0%
Leupold	3.8%	4.1%	.0%
Nikon	9.3%	9.5%	.0%
Simmons	1.4%	1.3%	.0%
Swarovski	.0%	.0%	.0%
Tasco	5.4%	5.1%	.0%
TruGlo	8.8%	8.8%	.0%
Not sure	23.3%	24.4%	.0%
Other	15.4%	15.5%	100.0%
Total	N=31	N=32	N=1

## Average spent on SIGHTING DEVICES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$76.63	\$74.37	\$63.00
N	28	29	0

## Cost of SIGHTING DEVICES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	3.3%	4.6%	.0%
\$11-\$20	11.4%	11.2%	.0%
\$21-\$30	12.6%	12.5%	.0%
\$31-\$40	17.1%	16.9%	.0%
\$41-\$50	15.8%	16.0%	.0%
\$51-\$75	14.0%	14.4%	100.0%
\$76-\$100	7.8%	7.0%	.0%
\$101-\$250	3.4%	3.1%	.0%
\$251-\$500	7.4%	7.8%	.0%
Over \$500	4.0%	3.7%	.0%
Not sure	3.2%	2.9%	.0%
Total	N=31	N=32	N=1

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## Types of stores where SIGHTING DEVICES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	19.3%	20.2%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	23.2%	23.1%	.0%
General Sporting Goods (The Sports Authority)	18.7%	18.6%	.0%
Local shop (mom and pop shops)	.4%	.3%	.0%
Printed Catalog (Bass Pro, Cabelas)	1.0%	.9%	.0%
Website (Cabelas, Bass Pro)	23.1%	22.6%	100.0%
Gun shows or expos	.0%	.0%	.0%
Used	.3%	.3%	.0%
Other	14.1%	13.9%	.0%
Not sure	.0%	.0%	.0%
Total	N=31	N=32	N=1

## Brand of OPTICS ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
Leupold	24.4%	22.5%	.0%
Tasco	3.5%	4.0%	.0%
Weaver	12.5%	12.0%	.0%
Millett	8.8%	8.6%	.0%
Warne	6.1%	6.2%	.0%
Not sure	13.3%	12.9%	44.5%
Other	31.3%	33.8%	55.5%
Total	N=36	N=40	N=6

## Average spent on OPTICS ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$59.66	\$60.90	\$100.02
N	29	33	2

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## Cost of OPTICS ACCESSORIES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	31.6%	29.9%	17.0%
\$25.01-\$50	19.6%	19.5%	29.4%
\$50.01-\$100	25.2%	28.3%	.0%
\$100.01-\$200	10.7%	10.0%	.0%
\$200.01-\$400	3.8%	3.9%	16.6%
\$400.01-\$600	.0%	.0%	.0%
\$600.01-\$800	.0%	.0%	.0%
\$800.01-\$1000	.0%	.0%	.0%
Over \$1000	.0%	.0%	.0%
Not sure	9.1%	8.4%	36.9%
Total	N=36	N=40	N=6

## Types of stores where OPTICS ACCESSORIES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	9.1%	8.7%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	25.6%	24.2%	71.7%
General Sporting Goods (The Sports Authority)	6.1%	6.2%	.0%
Local shop (mom and pop shops)	17.9%	18.4%	.0%
Printed Catalog (Bass Pro, Cabelas)	2.6%	2.4%	.0%
Website (Cabelas, Bass Pro)	26.3%	28.2%	28.3%
Gun shows or expos	7.5%	7.1%	.0%
Used	.0%	.0%	.0%
Other	4.9%	4.8%	.0%
Not sure	.0%	.0%	.0%
Total	N=36	N=40	N=6

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## Age of Respondents

	Purchased Hunting Apparel		
	Feb-09	YTD 2009	Feb-08
Under 18	1.5%	1.7%	.0%
18 to 24	7.4%	7.5%	9.2%
25 to 34	30.8%	32.1%	27.2%
35 to 44	28.2%	27.5%	29.6%
45 to 54	19.2%	18.3%	21.7%
55 to 64	8.1%	8.1%	10.4%
65 and older	4.7%	4.7%	1.9%
Total	100.0%	100.0%	100.0%
	N=1299	N=1521	N=198

## Household Income

	Purchased Hunting Apparel		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	5.7%	6.0%	3.9%
\$10,000 to \$19,999	5.5%	5.4%	2.0%
\$20,000 to \$29,999	11.4%	11.4%	10.4%
\$30,000 to \$39,999	14.5%	14.1%	18.0%
\$40,000 to \$49,999	12.3%	12.4%	10.1%
\$50,000 to \$74,999	28.2%	27.4%	30.6%
\$75,000 to \$99,999	13.6%	14.0%	9.6%
\$100,000 or above	8.8%	9.3%	15.5%
Total	100.0%	100.0%	100.0%
	N=1299	N=1521	N=198

## Education Level

	Purchased Hunting Apparel		
	Feb-09	YTD 2009	Feb-08
11 years or less	4.0%	4.1%	2.1%
12 years	31.5%	29.0%	19.3%
1-3 years of college	40.1%	40.0%	36.6%
4 or more years of college	24.4%	26.9%	42.0%
Total	100.0%	100.0%	100.0%
	N=1299	N=1521	N=198

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Of people who reported buying HUNTING APPAREL last month, they purchased:

	Feb 2009	YTD 2009	Feb 2008
Blaze orange	11.55%	11.08%	10.95%
Camouflage clothing	67.69%	65.53%	9.01%
Shooting vest	9.03%	8.62%	13.88%
Boots	23.32%	22.05%	26.24%
Head gear	23.38%	22.74%	37.99%
Undergarments	18.56%	19.40%	17.70%
Gloves	30.59%	30.06%	.00%
Coveralls	4.89%	4.36%	4.03%
HUNTING SOCKS	14.60%	14.46%	12.78%
Chest waders	2.55%	2.75%	3.37%
Chaps	.76%	.68%	1.32%
None	2.11%	2.02%	.00%
Other	4.02%	3.55%	.00%
Total	100.00%	100.00%	100.00%
	N=1299	N=1515	N=123

Type of BLAZE ORANGE APPAREL purchased

	Feb 2009	YTD 2009	Feb 2008
Jacket	29.3%	29.3%	29.0%
Vest	42.5%	41.4%	37.7%
Hat	16.9%	16.9%	10.6%
Shirt	7.6%	8.0%	12.4%
Other	3.6%	4.4%	10.4%
Total	N=149	N=167	N=14

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## Brand of BLAZE ORANGE APPAREL purchased

	Feb 2009	YTD 2009	Feb 2008
Advantage	4.5%	4.2%	.0%
Columbia	3.4%	3.6%	6.0%
Mossy Oak	27.3%	26.8%	24.2%
Stearns	1.2%	1.2%	.0%
Walls	8.3%	7.4%	.0%
Other	33.5%	33.5%	3.9%
Not sure	21.7%	23.2%	65.9%
Total	N=149	N=167	N=14

## Average spent on BLAZE ORANGE APPAREL purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$30.44	\$30.08	\$18.59
N	128	148	10

## Cost of BLAZE ORANGE APPAREL purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	41.0%	41.7%	55.0%
\$20.01 to \$30	18.3%	18.7%	19.4%
\$30.01 to \$40	10.7%	11.0%	.0%
\$40.01 to \$50	7.5%	7.0%	13.2%
\$50.01 to \$60	5.1%	4.6%	.0%
\$60.01 to \$70	4.0%	3.7%	.0%
\$70.01 to \$80	3.4%	3.5%	.0%
\$80.01 to \$90	2.2%	2.1%	.0%
\$90.01 to \$100	2.2%	2.0%	.0%
Over \$100	1.9%	2.2%	.0%
Not sure	3.8%	3.5%	12.4%
Total	N=149	N=167	N=14

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## Types of stores where BLAZE ORANGE APPAREL were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	35.1%	36.6%	36.1%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	31.8%	31.9%	37.3%
General Sporting Goods (The Sports Authority)	9.6%	9.6%	.0%
Local shop (mom and pop shops)	5.4%	5.2%	14.2%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	.0%
Website (Cabelas, Bass Pro)	11.4%	10.4%	.0%
Gun shows or expos	.8%	.6%	.0%
Used	1.2%	1.5%	.0%
Other	4.7%	4.2%	.0%
Not sure	.0%	.0%	12.4%
Total	N=147	N=165	N=14

## Type of CAMOUFLAGE CLOTHING purchased

	Feb 2009	YTD 2009
raingear	7.1%	6.9%
pants	28.2%	27.6%
shirts	38.7%	40.0%
jackets	22.5%	22.2%
vests	3.5%	3.4%
Total	N=854	N=963

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## Brand of CAMOUFLAGE CLOTHING purchased

	Feb 2009	YTD 2009
Advantage/Real Tree	17.6%	16.7%
Browning	2.1%	2.0%
Cabelas brand	10.7%	10.6%
Columbia	1.5%	1.4%
Field and Stream	3.1%	3.1%
Mossy Oak	26.3%	27.5%
Redhead	4.9%	5.2%
Scent Lok	5.0%	5.0%
Stearns	.2%	.3%
Walls	1.4%	1.5%
Walls	.6%	.6%
Wrangler	1.6%	1.6%
Not sure	8.7%	8.3%
Other	16.3%	16.2%
Total	N=856	N=966

## Average spent on CAMOUFLAGE CLOTHING purchased

	Feb 2009	YTD 2009
Mean	\$42.13	\$42.83
N	746	867

## Cost of CAMOUFLAGE CLOTHING purchased

	Feb 2009	YTD 2009
0 to \$20	17.6%	18.4%
\$20.01 to \$30	23.9%	23.1%
\$30.01 to \$40	15.2%	15.0%
\$40.01 to \$50	11.4%	10.8%
\$50.01 to \$60	6.5%	6.3%
\$60.01 to \$70	4.1%	4.2%
\$70.01 to \$80	2.2%	2.1%
\$80.01 to \$90	3.3%	3.3%
\$90.01 to \$100	4.9%	4.8%
Over \$100	7.7%	9.2%
Not sure	3.2%	2.9%
Total	N=846	N=955

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**Types of stores where CAMOUFLAGE CLOTHING were  
purchased**

	Feb 2009	YTD 2009
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	22.6%	22.6%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	41.8%	42.5%
General Sporting Goods (The Sports Authority)	12.4%	12.5%
Local shop (mom and pop shops)	4.4%	4.4%
Printed Catalog (Bass Pro, Cabelas)	2.6%	2.5%
Website (Cabelas, Bass Pro)	10.5%	10.2%
Gun shows or expos	1.1%	1.2%
Used	.8%	.7%
Other	3.1%	2.9%
Not sure	.7%	.6%
Total	N=850	N=960

**Brand of SHOOTING VESTS purchased**

	Feb 2009	YTD 2009	Feb 2008
Cabelas brand	19.0%	20.9%	35.4%
Browning	11.6%	12.1%	1.4%
Bob Allen	7.6%	7.6%	2.4%
Shoot the Moon	2.2%	2.1%	.0%
Bass Pro Shops brand	.3%	.2%	10.1%
Remington	15.2%	13.6%	.0%
Other	34.9%	34.7%	50.7%
Not sure	9.2%	8.6%	.0%
Total	N=119	N=131	N=21

**Average spent on SHOOTING VESTS purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$41.79	\$40.47	\$45.79
N	99	113	13

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## Cost of SHOOTING VESTS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	11.4%	13.1%	22.6%
\$20.01 to \$30	21.9%	23.0%	5.8%
\$30.01 to \$40	15.8%	15.2%	16.1%
\$40.01 to \$50	15.3%	15.5%	12.6%
\$50.01 to \$60	13.0%	11.7%	5.1%
\$60.01 to \$70	8.3%	8.2%	10.2%
\$70.01 to \$80	2.3%	2.1%	24.5%
\$80.01 to \$90	4.3%	4.2%	.0%
\$90.01 to \$100	2.2%	2.0%	3.1%
Over \$100	1.3%	1.1%	.0%
Not sure	4.2%	3.8%	.0%
Total	N=118	N=130	N=21

## Types of stores where SHOOTING VESTS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	20.0%	18.6%	16.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	29.6%	29.4%	72.7%
General Sporting Goods (The Sports Authority)	16.6%	15.5%	8.4%
Local shop (mom and pop shops)	7.8%	8.7%	2.4%
Printed Catalog (Bass Pro, Cabelas)	4.8%	4.7%	.0%
Website (Cabelas, Bass Pro)	8.8%	10.7%	.0%
Gun shows or expos	3.6%	3.9%	.0%
Used	1.0%	1.0%	.0%
Other	7.3%	7.2%	.0%
Not sure	.5%	.4%	.0%
Total	N=119	N=131	N=21

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## Brand of BOOTS purchased

	Feb 2009	YTD 2009	Feb 2008
Browning	6.1%	6.1%	3.7%
Danner	10.3%	10.1%	6.3%
Irish Setter	5.7%	6.7%	7.4%
Rocky	24.5%	23.1%	30.8%
Stearns	1.3%	1.2%	.0%
Wolverine	8.4%	8.2%	15.6%
Not sure	6.9%	6.9%	1.4%
Other	36.8%	37.6%	34.8%
Total	N=300	N=337	N=35

## Average spent on BOOTS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$115.93	\$117.32	\$92.45
N	266	301	25

## Cost of BOOTS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	.8%	.9%	.0%
\$11-\$20	1.5%	1.4%	8.4%
\$21-\$30	4.2%	4.0%	4.0%
\$31-\$40	8.2%	7.8%	8.3%
\$41-\$50	7.2%	7.2%	.0%
\$51-\$75	11.2%	10.9%	21.6%
\$76-\$100	24.4%	24.4%	30.8%
\$101-\$250	38.4%	39.3%	26.9%
\$251-\$500	3.1%	3.1%	.0%
Over \$500	.0%	.0%	.0%
Not sure	1.0%	1.0%	.0%
Total	N=299	N=336	N=35

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## Types of stores where BOOTS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	14.3%	13.8%	9.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	38.1%	37.7%	22.6%
General Sporting Goods (The Sports Authority)	9.8%	10.0%	16.6%
Local shop (mom and pop shops)	5.7%	6.5%	10.6%
Printed Catalog (Bass Pro, Cabelas)	7.1%	7.1%	9.7%
Website (Cabelas, Bass Pro)	16.5%	16.3%	12.4%
Gun shows or expos	1.8%	2.0%	7.5%
Used	.5%	.5%	3.6%
Other	6.1%	6.0%	7.2%
Not sure	.1%	.1%	.0%
Total	N=297	N=334	N=35

## Brand of HEAD GEAR purchased

	Feb 2009	YTD 2009	Feb 2008
Advantage	6.4%	5.7%	5.6%
Avery	.6%	1.3%	.0%
Cabelas brand	9.3%	10.6%	16.1%
Columbia	1.7%	1.6%	.0%
Mossy Oak	20.3%	19.5%	17.0%
Realtree	17.5%	16.6%	.9%
Redhead	2.7%	2.6%	3.7%
Remington	2.7%	2.7%	3.9%
Stearns	.0%	.0%	.0%
Under Armour	5.5%	5.1%	10.6%
Walls	1.2%	1.1%	1.6%
Winchester	1.5%	1.5%	.9%
Not sure	15.3%	14.8%	4.0%
Other	15.3%	16.7%	35.7%
Total	N=284	N=321	N=43

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## Average spent on HEAD GEAR purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$13.77	\$13.82	\$13.15
N	258	302	36

## Cost of HEAD GEAR purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	11.4%	12.5%	10.6%
\$6.00-\$10.99	34.2%	32.5%	41.4%
\$11.00-\$20.99	39.2%	38.8%	39.3%
\$21.00-\$30.99	8.3%	9.8%	5.9%
\$31.00-\$40.99	1.5%	1.7%	.0%
\$41.00-\$50.99	1.4%	1.3%	.0%
Over \$50.99	1.1%	.8%	2.8%
Not sure	3.0%	2.6%	.0%
Total	N=279	N=316	N=43

## Types of stores where HEAD GEAR was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	29.9%	28.4%	10.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	43.0%	43.7%	37.6%
General Sporting Goods (The Sports Authority)	10.2%	9.8%	24.7%
Local shop (mom and pop shops)	4.1%	4.8%	7.0%
Printed Catalog (Bass Pro, Cabelas)	1.8%	1.6%	9.1%
Website (Cabelas, Bass Pro)	7.4%	7.7%	5.1%
Gun shows or expos	1.2%	1.0%	5.2%
Used	.2%	.2%	.0%
Other	2.2%	2.8%	.9%
Not sure	.0%	.0%	.0%
Total	N=282	N=319	N=43

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## Brand of UNDERGARMENTS purchased

	Feb 2009	YTD 2009	Feb 2008
Duofold	8.3%	7.8%	9.8%
Morgan Mills	.8%	.7%	.0%
Mossy Oak	7.8%	11.1%	5.6%
Under Armour	37.5%	34.7%	55.9%
Not sure	17.3%	18.9%	14.6%
Other	28.3%	26.7%	14.2%
Total	N=233	N=261	N=21

## Average spent on UNDERGARMENTS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$27.25	\$27.79	\$27.32
N	194	243	17

## Cost of UNDERGARMENTS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	2.1%	1.6%	12.5%
\$6.00-\$10.99	14.3%	13.2%	2.3%
\$11.00-\$20.99	26.1%	26.3%	11.0%
\$21.00-\$30.99	14.6%	16.3%	46.1%
\$31.00-\$40.99	10.2%	8.8%	11.7%
\$41.00-\$50.99	9.1%	8.2%	1.6%
Over \$50.99	14.9%	17.0%	14.8%
Not sure	8.6%	8.5%	.0%
Total	N=233	N=261	N=21

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## Types of stores where UNDERGARMENTS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	30.5%	29.8%	18.4%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	35.7%	38.9%	22.1%
General Sporting Goods (The Sports Authority)	9.9%	9.7%	35.4%
Local shop (mom and pop shops)	4.6%	3.9%	.0%
Printed Catalog (Bass Pro, Cabelas)	4.7%	4.8%	10.9%
Website (Cabelas, Bass Pro)	6.8%	6.3%	6.4%
Gun shows or expos	.1%	.0%	.0%
Used	1.5%	1.1%	.0%
Other	6.0%	5.2%	6.8%
Not sure	.2%	.2%	.0%
Total	N=233	N=261	N=21

## Brand of GLOVES purchased

	Feb 2009	YTD 2009	Feb 2008
Bass Pro Shop brand	3.6%	3.1%	3.7%
Bob Allen	1.1%	1.2%	.0%
Boyt	.1%	.1%	.0%
Cabelas brand	8.4%	8.3%	11.7%
Hunters Specialities	7.5%	6.8%	.0%
Mossy Oak	17.4%	17.0%	12.2%
Scent Lok	5.7%	5.7%	22.9%
Under Armour	4.7%	5.2%	4.4%
Winchester	2.4%	2.1%	.0%
Not sure	23.2%	23.4%	25.6%
Other	25.9%	27.0%	19.5%
Total	N=411	N=469	N=41

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## Average spent on GLOVES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$14.77	\$15.04	\$13.86
N	334	391	42

## Cost of GLOVES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	15.1%	13.8%	18.7%
\$6.00-\$10.99	26.1%	25.8%	23.8%
\$11.00-\$20.99	34.0%	35.2%	41.8%
\$21.00-\$30.99	16.8%	17.0%	12.0%
\$31.00-\$40.99	3.2%	3.2%	3.6%
\$41.00-\$50.99	.2%	.4%	.0%
Over \$50.99	1.1%	1.1%	.0%
Not sure	3.4%	3.5%	.0%
Total	N=404	N=457	N=41

## Types of stores where GLOVES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	36.6%	34.7%	28.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	35.5%	36.6%	23.8%
General Sporting Goods (The Sports Authority)	9.7%	9.4%	30.0%
Local shop (mom and pop shops)	5.2%	5.9%	1.4%
Printed Catalog (Bass Pro, Cabelas)	3.2%	3.6%	8.9%
Website (Cabelas, Bass Pro)	5.6%	5.5%	5.9%
Gun shows or expos	1.2%	1.0%	.0%
Used	.0%	.0%	.0%
Other	2.8%	2.5%	1.4%
Not sure	.2%	.8%	.0%
Total	N=405	N=461	N=41

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## Average spent on COVERALLS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$58.50	\$59.07	\$78.42
N	54	58	4

## Cost of COVERALLS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	4.5%	4.3%	.0%
\$20.01 to \$30	9.8%	10.1%	.0%
\$30.01 to \$40	15.6%	15.5%	.0%
\$40.01 to \$50	12.1%	12.5%	.0%
\$50.01 to \$60	11.8%	11.4%	16.2%
\$60.01 to \$70	6.6%	6.3%	.0%
\$70.01 to \$80	12.8%	12.8%	37.2%
\$80.01 to \$90	7.9%	7.1%	16.7%
\$90.01 to \$100	9.2%	11.3%	.0%
Over \$100	6.2%	5.8%	30.0%
Not sure	3.5%	2.9%	.0%
Total	N=60	N=61	N=7

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## Types of stores where COVERALLS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	26.6%	27.4%	11.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	27.5%	28.0%	2.2%
General Sporting Goods (The Sports Authority)	14.6%	14.5%	27.0%
Local shop (mom and pop shops)	12.1%	11.9%	.0%
Printed Catalog (Bass Pro, Cabelas)	4.4%	4.3%	.0%
Website (Cabelas, Bass Pro)	8.1%	7.5%	16.9%
Gun shows or expos	.0%	.0%	5.2%
Used	2.8%	2.5%	.0%
Other	3.9%	3.8%	37.2%
Not sure	.0%	.0%	.0%
Total	N=59	N=60	N=7

## Average spent on HUNTING SOCKS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$8.45	\$8.71	\$11.76
N	166	197	12

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## Cost of HUNTING SOCKS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$2.00	3.5%	3.1%	11.6%
\$2.01-\$4.00	12.7%	11.9%	.0%
\$4.01-\$6.00	12.4%	11.1%	8.0%
\$6.01-\$8.00	17.0%	17.6%	8.0%
\$8.01-\$10.00	24.5%	24.3%	.0%
\$10.01-\$12.00	10.9%	11.5%	23.7%
\$12.01-\$14.00	7.5%	8.5%	.0%
\$14.01-\$16.00	4.3%	3.9%	31.1%
\$16.01-\$18.00	3.0%	3.2%	.0%
\$18.01-\$20.00	2.2%	2.1%	12.4%
Over \$20.00	1.0%	2.0%	5.3%
Not sure	1.1%	.9%	.0%
Total	N=207	N=238	N=13

## Types of stores where HUNTING SOCKS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	40.2%	37.6%	22.2%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	26.6%	30.3%	29.4%
General Sporting Goods (The Sports Authority)	11.3%	11.1%	11.6%
Local shop (mom and pop shops)	6.0%	6.1%	.0%
Printed Catalog (Bass Pro, Cabelas)	2.6%	2.1%	23.5%
Website (Cabelas, Bass Pro)	7.7%	7.8%	13.3%
Gun shows or expos	.8%	.8%	.0%
Used	.0%	.0%	.0%
Other	4.7%	4.3%	.0%
Not sure	.0%	.0%	.0%
Total	N=205	N=236	N=13

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## Cost of CHEST WADERS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	.0%	.0%	.0%
\$20.01 to \$30	2.9%	2.4%	.0%
\$30.01 to \$40	4.2%	3.4%	.0%
\$40.01 to \$50	20.1%	17.4%	19.3%
\$50.01 to \$60	.0%	.0%	.0%
\$60.01 to \$70	.0%	2.9%	30.2%
\$70.01 to \$80	3.1%	2.3%	20.3%
\$80.01 to \$90	7.8%	6.4%	.0%
\$90.01 to \$100	17.7%	19.9%	.0%
Over \$100	43.0%	44.4%	30.2%
Not sure	1.2%	.9%	.0%
Total	N=30	N=39	N=4

## Types of stores where CHEST WADERS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	.0%	.0%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	47.7%	51.1%	20.3%
General Sporting Goods (The Sports Authority)	17.3%	17.0%	19.3%
Local shop (mom and pop shops)	10.0%	8.8%	.0%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	.0%
Website (Cabelas, Bass Pro)	10.5%	8.8%	60.4%
Gun shows or expos	1.1%	.9%	.0%
Used	13.3%	13.4%	.0%
Other	.0%	.0%	.0%
Not sure	.0%	.0%	.0%
Total	N=30	N=39	N=4

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## Average spent on CHAPS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$58.15	\$58.17	\$55.11
N	9	9	1

## Cost of CHAPS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	.0%	.0%	.0%
\$20.01 to \$30	2.1%	1.9%	.0%
\$30.01 to \$40	11.9%	11.3%	.0%
\$40.01 to \$50	41.3%	42.0%	49.4%
\$50.01 to \$60	.0%	.0%	.0%
\$60.01 to \$70	.0%	.0%	50.6%
\$70.01 to \$80	17.3%	17.5%	.0%
\$80.01 to \$90	.0%	.0%	.0%
\$90.01 to \$100	17.3%	17.5%	.0%
Over \$100	10.2%	9.8%	.0%
Not sure	.0%	.0%	.0%
Total	N=11	N=11	N=2

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Types of stores where CHAPS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	.0%	.0%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	42.7%	42.2%	.0%
General Sporting Goods (The Sports Authority)	.0%	.0%	33.1%
Local shop (mom and pop shops)	11.1%	12.2%	33.1%
Printed Catalog (Bass Pro, Cabelas)	4.2%	4.5%	.0%
Website (Cabelas, Bass Pro)	17.2%	15.9%	.0%
Gun shows or expos	.0%	.0%	33.8%
Used	20.9%	21.2%	.0%
Other	3.9%	4.0%	.0%
Not sure	.0%	.0%	.0%
Total	N=11	N=11	N=2

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## Age of Respondents

	Purchased Hunting Accessories		
	Feb-09	YTD 2009	Feb-08
Under 18	1.5%	1.8%	1.0%
18 to 24	6.6%	8.5%	8.1%
25 to 34	27.9%	27.0%	33.3%
35 to 44	28.5%	27.3%	24.3%
45 to 54	22.1%	21.9%	18.2%
55 to 64	9.4%	9.3%	13.3%
65 and older	4.0%	4.1%	1.8%
Total	100.0%	100.0%	100.0%
	N=1233	N=1455	N=164

## Household Income

	Purchased Hunting Accessories		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	5.5%	6.3%	5.4%
\$10,000 to \$19,999	5.1%	4.9%	2.5%
\$20,000 to \$29,999	11.6%	11.6%	10.8%
\$30,000 to \$39,999	16.3%	15.8%	11.9%
\$40,000 to \$49,999	12.1%	11.5%	11.2%
\$50,000 to \$74,999	25.6%	25.5%	28.5%
\$75,000 to \$99,999	12.9%	12.4%	12.4%
\$100,000 or above	10.9%	12.0%	17.3%
Total	100.0%	100.0%	100.0%
	N=1233	N=1455	N=164

## Education Level

	Purchased Hunting Accessories		
	Feb-09	YTD 2009	Feb-08
11 years or less	4.5%	4.9%	3.3%
12 years	29.7%	29.3%	21.8%
1-3 years of college	41.4%	40.8%	36.4%
4 or more years of college	24.4%	25.0%	38.6%
Total	100.0%	100.0%	100.0%
	N=1233	N=1455	N=164

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**Of people who reported buying HUNTING ACCESSORIES last month, they purchased:**

	Feb 2009	YTD 2009	Feb 2008
Bipods and shooting sticks	13.59%	13.33%	4.28%
Electronics	7.19%	6.82%	2.07%
Flashlights, lanterns, lighting devices	25.49%	23.57%	10.80%
Gun cases or sleeves	18.92%	17.71%	9.70%
Game cleaning supplies	14.04%	13.61%	29.45%
Gun safes	3.52%	4.57%	3.30%
Holsters ammo belts	13.98%	13.83%	5.68%
Knives	29.23%	29.19%	29.46%
Scents, scent coverings, or eliminators	17.61%	18.19%	8.23%
Tree stands blinds tripods	13.98%	13.26%	10.77%
None	6.00%	5.52%	.00%
Other	11.98%	12.55%	23.86%
Total	100.00%	100.00%	100.00%
	N=1234	N=1456	N=163

**Brand of BIPODS AND SHOOTING STICKS purchased**

	Feb 2009	YTD 2009	Feb 2008
Allen	1.5%	1.7%	.0%
Caldwell	2.9%	3.4%	.0%
Harris	20.7%	19.6%	.0%
Hoppes	.1%	.1%	11.4%
Levelick	.0%	.0%	.0%
MTM	.2%	.2%	.0%
Outers	1.2%	.9%	.0%
Ram-Line	3.9%	3.4%	.0%
Shooters Ridge	7.6%	10.0%	.0%
Stoney Point	12.6%	12.4%	46.2%
Versa-Pod	6.1%	5.4%	22.1%
Not sure	17.1%	16.0%	.0%
Other	26.1%	26.8%	20.3%
Total	N=154	N=175	N=6

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## Average spent on BIPODS AND SHOOTING STICKS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$33.64	\$33.33	\$33.08
N	134	158	6

## Cost of BIPODS AND SHOOTING STICKS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	2.3%	2.2%	.0%
\$6.00-\$10.99	10.1%	9.9%	.0%
\$11.00-\$20.99	13.7%	15.1%	44.7%
\$21.00-\$30.99	14.4%	15.2%	9.1%
\$31.00-\$40.99	17.3%	15.2%	.0%
\$41.00-\$50.99	15.1%	15.3%	.0%
Over \$50.99	21.6%	21.7%	46.2%
Not sure	5.5%	5.4%	.0%
Total	N=151	N=172	N=6

## Types of stores where BIPODS AND SHOOTING STICKS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	19.0%	18.9%	33.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	40.0%	42.1%	9.1%
General Sporting Goods (The Sports Authority)	5.3%	5.2%	46.2%
Local shop (mom and pop shops)	9.0%	8.6%	.0%
Printed Catalog (Bass Pro, Cabelas)	.8%	1.4%	4.7%
Website (Cabelas, Bass Pro)	17.1%	15.8%	6.5%
Gun shows or expos	3.6%	3.1%	.0%
Used	2.2%	2.0%	.0%
Other	1.8%	1.6%	.0%
Not sure	1.3%	1.2%	.0%
Total	N=153	N=174	N=6

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## Type of ELECTRONICS purchased

	Feb 2009	YTD 2009	Feb 2008
GPS	34.7%	34.9%	61.0%
Two-way radios	27.8%	26.2%	29.3%
Other	37.6%	38.8%	9.7%
Total	N=86	N=96	N=6

## Brand of ELECTRONICS purchased

	Feb 2009	YTD 2009	Feb 2008
Cobra	5.3%	4.9%	.0%
Garmin	28.7%	28.3%	37.4%
Humminbird	.0%	.0%	.0%
Lowrance	4.3%	4.2%	.0%
Magellan (including Explorist)	8.2%	8.2%	23.6%
Midland	2.9%	3.0%	.0%
Motorola	11.7%	10.8%	29.3%
Raymarine	.0%	.0%	.0%
Uniden	2.2%	1.8%	.0%
Not sure	6.3%	6.0%	.0%
Other	30.4%	32.8%	9.7%
Total	N=86	N=95	N=6

## Average spent on ELECTRONICS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$148.04	\$152.95	\$268.00
N	75	85	3

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## Cost of ELECTRONICS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	2.8%	2.8%	.0%
\$11-\$20	5.9%	6.1%	.0%
\$21-\$30	7.5%	7.0%	.0%
\$31-\$40	7.2%	6.8%	6.8%
\$41-\$50	16.4%	15.5%	.0%
\$51-\$75	5.3%	5.3%	.0%
\$76-\$100	13.2%	13.4%	22.5%
\$101-\$250	23.2%	23.0%	9.7%
\$251-\$500	13.2%	15.1%	61.0%
Over \$500	4.1%	3.8%	.0%
Not sure	1.2%	1.0%	.0%
Total	N=85	N=94	N=6

## Types of stores where ELECTRONICS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	15.4%	14.4%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	47.0%	46.4%	62.6%
General Sporting Goods (The Sports Authority)	9.5%	8.8%	27.0%
Local shop (mom and pop shops)	1.5%	3.2%	.0%
Printed Catalog (Bass Pro, Cabelas)	.6%	.6%	10.4%
Website (Cabelas, Bass Pro)	16.8%	16.5%	.0%
Gun shows or expos	3.5%	2.9%	.0%
Used	.6%	.5%	.0%
Other	5.0%	6.8%	.0%
Not sure	.0%	.0%	.0%
Total	N=85	N=93	N=6

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**Type of FLASHLIGHTS, LANTERNS, AND LIGHTING DEVICES purchased**

	Feb 2009	YTD 2009	Feb 2008
Flashlight	78.1%	76.4%	75.5%
Lantern	8.7%	9.2%	11.8%
Other lighting device	13.2%	14.4%	12.8%
Total	N=313	N=340	N=25

**Brand of FLASHLIGHTS, LANTERNS, AND LIGHTING DEVICES purchased**

	Feb 2009	YTD 2009	Feb 2008
Brinkman	3.2%	3.1%	.0%
Coleman	13.6%	13.9%	17.9%
MagLite	25.5%	24.9%	4.3%
Streamlight	5.7%	5.8%	8.2%
Sure Fire	11.9%	11.9%	7.2%
Not sure	11.2%	11.8%	41.3%
Other	28.8%	28.7%	20.9%
Total	N=312	N=339	N=25

**Average spent on FLASHLIGHTS, LANTERNS, AND LIGHTING DEVICES purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$27.29	\$27.29	\$24.56
N	257	284	13

**Cost of FLASHLIGHTS, LANTERNS, AND LIGHTING DEVICES purchased**

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	4.4%	4.3%	10.0%
\$6.00-\$10.99	9.8%	9.9%	15.4%
\$11.00-\$20.99	25.6%	25.9%	21.9%
\$21.00-\$30.99	22.2%	22.0%	22.6%
\$31.00-\$40.99	11.0%	10.9%	.0%
\$41.00-\$50.99	5.5%	5.5%	12.8%
Over \$50.99	17.2%	17.2%	13.0%
Not sure	4.3%	4.3%	4.3%
Total	N=312	N=339	N=25

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**Types of stores where FLASHLIGHTS, LANTERNS, AND LIGHTING DEVICES  
were purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	36.5%	36.1%	25.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	27.8%	27.6%	35.5%
General Sporting Goods (The Sports Authority)	6.2%	5.9%	12.9%
Local shop (mom and pop shops)	7.1%	8.0%	18.9%
Printed Catalog (Bass Pro, Cabelas)	2.1%	1.9%	.0%
Website (Cabelas, Bass Pro)	9.8%	10.2%	6.1%
Gun shows or expos	3.2%	3.2%	1.5%
Used	1.0%	1.0%	.0%
Other	6.3%	5.9%	.0%
Not sure	.0%	.0%	.0%
Total	N=312	N=339	N=25

**Type of GUN CASES or SLEEVES purchased**

	Feb 2009	YTD 2009	Feb 2008
Hard sided cases	35.5%	36.2%	58.5%
Soft sided cases	55.5%	54.6%	41.5%
Other	9.0%	9.2%	.0%
Total	N=216	N=245	N=14

**Brand of GUN CASES or SLEEVES purchased**

	Feb 2009	YTD 2009	Feb 2008
Boyt	4.8%	4.6%	2.3%
Doskocil	3.2%	3.2%	7.9%
Plano	18.5%	18.8%	23.5%
SKB	2.7%	2.7%	7.7%
Not sure	26.6%	25.9%	33.1%
Other	44.2%	44.8%	25.5%
Total	N=215	N=244	N=14

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## Average spent on GUN CASES or SLEEVES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$49.55	\$51.02	\$38.83
N	198	222	13

## Cost of GUN CASES or SLEEVES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	6.2%	6.6%	.0%
\$11-\$20	28.4%	27.7%	17.6%
\$21-\$30	24.2%	24.9%	34.4%
\$31-\$40	8.8%	8.3%	15.4%
\$41-\$50	11.0%	9.7%	20.3%
\$51-\$75	7.2%	7.8%	7.7%
\$76-\$100	5.4%	5.5%	.0%
\$101-\$250	4.9%	5.1%	4.6%
\$251-\$500	2.3%	2.7%	.0%
Over \$500	1.1%	1.1%	.0%
Not sure	.5%	.6%	.0%
Total	N=213	N=242	N=14

## Types of stores where GUN CASES or SLEEVES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	26.1%	25.8%	6.3%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	36.1%	35.3%	40.7%
General Sporting Goods (The Sports Authority)	5.9%	6.7%	22.7%
Local shop (mom and pop shops)	14.2%	13.6%	18.6%
Printed Catalog (Bass Pro, Cabelas)	.5%	.4%	.0%
Website (Cabelas, Bass Pro)	7.9%	8.0%	10.8%
Gun shows or expos	4.1%	4.4%	.9%
Used	.4%	.7%	.0%
Other	4.4%	4.3%	.0%
Not sure	.3%	.8%	.0%
Total	N=214	N=243	N=14

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**Average spent on GAME CLEANING SUPPLIES purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$26.23	\$25.58	\$19.08
N	148	172	38

**Cost of GAME CLEANING SUPPLIES purchased**

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	31.8%	33.4%	62.6%
\$20.01 to \$30	42.4%	41.8%	19.1%
\$30.01 to \$40	13.2%	13.4%	15.2%
\$40.01 to \$50	2.7%	2.4%	.0%
\$50.01 to \$60	3.5%	3.2%	.0%
\$60.01 to \$70	1.7%	1.5%	.0%
\$70.01 to \$80	.0%	.0%	1.6%
\$80.01 to \$90	.1%	.1%	.0%
\$90.01 to \$100	2.3%	2.2%	.0%
Over \$100	1.7%	1.5%	1.5%
Not sure	.5%	.5%	.0%
Total	N=159	N=177	N=39

**Types of stores where GAME CLEANING SUPPLIES were purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	31.6%	31.0%	37.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	39.2%	37.4%	24.1%
General Sporting Goods (The Sports Authority)	13.3%	14.3%	11.5%
Local shop (mom and pop shops)	7.5%	7.9%	15.9%
Printed Catalog (Bass Pro, Cabelas)	.5%	.4%	3.1%
Website (Cabelas, Bass Pro)	1.6%	2.4%	6.0%
Gun shows or expos	1.3%	1.2%	.3%
Used	.0%	.0%	.0%
Other	5.0%	5.4%	1.7%
Not sure	.0%	.0%	.0%
Total	N=158	N=176	N=39

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## Brand of GUN SAFES purchased

	Feb 2009	YTD 2009	Feb 2008
Browning	8.6%	5.9%	.0%
Liberty	11.8%	8.4%	44.4%
Remington	9.2%	6.4%	.0%
Sentry	29.3%	20.7%	16.1%
Other	40.1%	58.0%	6.7%
Not sure	.9%	.6%	32.8%
Total	N=43	N=49	N=5

## Average spent on GUN SAFES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$440.37	\$527.10	\$537.05
N	35	56	4

## Cost of GUN SAFES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	7.9%	5.5%	.0%
\$25.01-\$50	7.3%	5.5%	.0%
\$50.01-\$100	21.3%	14.5%	32.8%
\$100.01-\$200	12.5%	8.8%	.0%
\$200.01-\$400	9.6%	6.8%	22.8%
\$400.01-\$600	8.8%	5.8%	.0%
\$600.01-\$800	12.8%	38.9%	.0%
\$800.01-\$1000	4.7%	3.3%	.0%
Over \$1000	15.1%	10.8%	44.4%
Not sure	.0%	.0%	.0%
Total	N=43	N=49	N=5

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Types of stores where GUN SAFES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	18.1%	12.2%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	19.4%	15.2%	14.4%
General Sporting Goods (The Sports Authority)	20.6%	44.0%	8.4%
Local shop (mom and pop shops)	8.1%	6.0%	32.8%
Printed Catalog (Bass Pro, Cabelas)	.6%	.4%	.0%
Website (Cabelas, Bass Pro)	1.0%	.6%	.0%
Gun shows or expos	8.8%	6.3%	44.4%
Used	19.9%	12.9%	.0%
Other	3.5%	2.4%	.0%
Not sure	.0%	.0%	.0%
Total	N=43	N=49	N=5

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## Brand of HOLSTERS/AMMO BELTS purchased

	Feb 2009	YTD 2009	Feb 2008
Bianchi	9.5%	9.0%	.0%
Galco	6.4%	5.9%	2.5%
Triple-K	3.3%	3.0%	6.2%
Uncle Mikes	22.8%	22.2%	2.9%
Bob Allen	2.4%	3.0%	.0%
Fobus	42.0%	42.4%	.0%
Safariland	11.8%	12.7%	.0%
Blackhawk	.0%	.0%	.0%
Bulldog	.2%	.2%	.0%
Aker	.0%	.0%	.0%
Boston Leather	.0%	.0%	.0%
Comp-Tac	.0%	.0%	.0%
DeSantis Leather	.0%	.0%	.0%
G-Code	.0%	.0%	.0%
Gould & Goodrich	.0%	.0%	.0%
Stallion Leather	.0%	.0%	.0%
Other	.0%	.0%	88.5%
Not sure	1.6%	1.5%	.0%
Total	N=190	N=218	N=11

## Average spent on HOLSTERS/AMMO BELTS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$27.89	\$27.44	\$27.68
N	141	166	7

## Cost of HOLSTERS/AMMO BELTS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	2.2%	2.1%	8.2%
\$6.00-\$10.99	9.6%	10.1%	.0%
\$11.00-\$20.99	29.7%	29.9%	35.3%
\$21.00-\$30.99	22.6%	23.0%	7.5%
\$31.00-\$40.99	8.9%	8.6%	32.2%
\$41.00-\$50.99	9.6%	8.7%	6.5%
Over \$50.99	15.8%	15.3%	10.3%
Not sure	1.5%	2.2%	.0%
Total	N=184	N=212	N=11

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## Types of stores where HOLSTERS/AMMO BELTS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	6.5%	7.9%	7.5%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	19.3%	17.8%	9.7%
General Sporting Goods (The Sports Authority)	12.7%	12.0%	2.5%
Local shop (mom and pop shops)	15.9%	17.5%	45.1%
Printed Catalog (Bass Pro, Cabelas)	3.1%	2.9%	.0%
Website (Cabelas, Bass Pro)	25.5%	24.2%	19.1%
Gun shows or expos	5.5%	4.8%	11.9%
Used	2.5%	2.7%	.0%
Other	8.4%	9.6%	4.3%
Not sure	.7%	.6%	.0%
Total	N=189	N=216	N=11

## Brand of KNIVES purchased

	Feb 2009	YTD 2009	Feb 2008
Benchmade	.0%	.0%	6.8%
Browning	.0%	.0%	8.3%
Buck	.0%	.0%	18.1%
Case	.0%	.0%	5.7%
Gerber	27.1%	27.4%	5.6%
Kershaw	17.5%	17.9%	8.6%
Knives of Alaska	.0%	.0%	.0%
Outdoor Edge	4.1%	3.9%	.0%
Rapala	.0%	.0%	.0%
Schrade	.0%	.0%	7.1%
Other	51.3%	50.7%	35.7%
Not sure	.0%	.0%	4.0%
Total	N=6	N=6	N=55

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## Average spent on KNIVES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$40.15	\$40.91	\$43.28
N	302	360	36

## Cost of KNIVES purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	17.6%	16.2%	18.6%
\$20.01 to \$30	24.4%	23.2%	13.3%
\$30.01 to \$40	16.1%	15.5%	16.2%
\$40.01 to \$50	9.5%	9.6%	17.5%
\$50.01 to \$60	8.3%	13.4%	7.3%
\$60.01 to \$70	4.7%	4.3%	8.2%
\$70.01 to \$80	2.2%	2.1%	.0%
\$80.01 to \$90	8.1%	7.0%	2.8%
\$90.01 to \$100	3.0%	2.8%	5.8%
Over \$100	3.8%	3.6%	5.7%
Not sure	2.3%	2.3%	4.6%
Total	N=367	N=414	N=55

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## Types of stores where KNIVES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	20.1%	18.8%	23.1%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	21.5%	21.0%	17.6%
General Sporting Goods (The Sports Authority)	10.1%	14.3%	4.4%
Local shop (mom and pop shops)	9.5%	8.7%	14.1%
Printed Catalog (Bass Pro, Cabelas)	2.4%	2.5%	5.3%
Website (Cabelas, Bass Pro)	14.2%	14.0%	7.9%
Gun shows or expos	5.4%	5.3%	9.8%
Used	2.3%	2.1%	.0%
Other	13.3%	12.1%	14.3%
Not sure	1.3%	1.2%	3.5%
Total	N=366	N=413	N=55

## Brand of SCENTS, SCENT COVERINGS OR ELIMINATORS purchased

	Feb 2009	YTD 2009	Feb 2008
BuckStop	1.7%	2.2%	10.4%
Code Blue	4.6%	5.4%	.0%
Hunters Specialties	17.0%	16.1%	31.6%
Prime Time	.5%	.9%	.0%
Scent-A-Way	40.9%	38.8%	37.9%
Tinks	14.8%	15.8%	.0%
Wildlife Research Center	10.4%	11.6%	7.4%
Not sure	5.1%	4.0%	9.0%
Other	5.0%	5.4%	3.6%
Total	N=211	N=258	N=11

## Average spent on SCENTS, SCENT COVERINGS OR ELIMINATORS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$9.66	\$9.82	\$5.77
N	174	215	9

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**Cost of SCENTS, SCENT COVERINGS OR ELIMINATORS purchased**

	Feb 2009	YTD 2009	Feb 2008
\$0-\$2.00	4.0%	3.5%	.0%
\$2.01-\$4.00	7.4%	6.5%	17.0%
\$4.01-\$6.00	8.5%	8.9%	27.0%
\$6.01-\$8.00	19.4%	19.9%	35.5%
\$8.01-\$10.00	15.6%	16.7%	7.4%
\$10.01-\$12.00	18.5%	16.3%	.0%
\$12.01-\$14.00	4.9%	6.3%	.0%
\$14.01-\$16.00	6.3%	5.8%	.0%
\$16.01-\$18.00	2.1%	1.7%	.0%
\$18.01-\$20.00	3.8%	3.4%	.0%
Over \$20.00	5.6%	6.8%	.0%
Not sure	4.0%	4.3%	13.1%
Total	N=209	N=256	N=11

**Types of stores where SCENTS, SCENT COVERINGS OR ELIMINATORS were purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	41.8%	38.9%	46.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	30.7%	30.3%	29.5%
General Sporting Goods (The Sports Authority)	11.4%	11.8%	13.3%
Local shop (mom and pop shops)	8.4%	10.4%	10.4%
Printed Catalog (Bass Pro, Cabelas)	1.7%	1.8%	.0%
Website (Cabelas, Bass Pro)	3.3%	4.2%	.0%
Gun shows or expos	1.9%	1.8%	.0%
Used	.0%	.0%	.0%
Other	.8%	.7%	.0%
Not sure	.0%	.0%	.0%
Total	N=210	N=256	N=11

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**Type of TREE STANDS, BLINDS, and TRIPODS purchased**

	Feb 2009	YTD 2009	Feb 2008
Non climbing	23.9%	24.7%	.0%
Climbing	20.0%	19.4%	.0%
Tripods stands	4.6%	4.7%	.0%
Blinds	42.2%	41.5%	.0%
Accessories	6.3%	6.4%	.0%
Other	3.1%	3.3%	.0%
9204	.0%	.0%	30.0%
9205	.0%	.0%	28.6%
9207	.0%	.0%	41.5%
Total	N=156	N=181	N=16

**Brand of TREE STANDS, BLINDS, and TRIPODS purchased**

	Feb 2009	YTD 2009	Feb 2008
API Grand Slam	2.1%	2.4%	9.6%
Big Game	11.8%	11.1%	.0%
Gorilla	14.3%	15.0%	.0%
Rivers Edge	5.8%	5.8%	21.3%
Strong Built	1.1%	1.0%	.0%
Summit	9.2%	9.2%	6.6%
Not sure	16.7%	14.6%	5.2%
Other	38.9%	40.9%	57.3%
Total	N=156	N=181	N=16

**Average spent on TREE STANDS, BLINDS, and TRIPODS purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$130.51	\$129.36	\$101.05
N	144	164	14

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## Cost of TREE STANDS, BLINDS, and TRIPODS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	3.1%	3.3%	.0%
\$11-\$20	3.7%	3.8%	2.8%
\$21-\$30	7.7%	7.3%	4.1%
\$31-\$40	3.6%	4.3%	.0%
\$41-\$50	7.4%	7.8%	20.2%
\$51-\$75	10.0%	10.0%	12.5%
\$76-\$100	20.9%	20.2%	32.2%
\$101-\$250	32.8%	33.1%	25.6%
\$251-\$500	10.0%	9.7%	2.5%
Over \$500	.1%	.1%	.0%
Not sure	.6%	.5%	.0%
Total	N=154	N=179	N=16

## Types of stores where TREE STANDS, BLINDS, and TRIPODS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	7.3%	7.5%	13.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	38.1%	36.1%	45.0%
General Sporting Goods (The Sports Authority)	19.5%	20.1%	2.3%
Local shop (mom and pop shops)	4.6%	4.4%	2.5%
Printed Catalog (Bass Pro, Cabelas)	1.6%	2.5%	13.1%
Website (Cabelas, Bass Pro)	14.9%	14.9%	2.4%
Gun shows or expos	2.6%	2.5%	.8%
Used	2.6%	2.5%	20.2%
Other	8.7%	9.5%	.0%
Not sure	.0%	.0%	.0%
Total	N=154	N=179	N=16

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## Age of Respondents

	Purchased Shooting Accessories		
	Feb-09	YTD 2009	Feb-08
Under 18	1.0%	1.2%	.0%
18 to 24	5.9%	7.7%	9.1%
25 to 34	29.5%	29.1%	26.8%
35 to 44	28.6%	27.6%	29.3%
45 to 54	20.0%	19.9%	23.1%
55 to 64	10.1%	10.2%	9.0%
65 and older	4.9%	4.5%	2.8%
Total	100.0%	100.0%	100.0%
	N=1055	N=1253	N=203

## Household Income

	Purchased Shooting Accessories		
	Feb-09	YTD 2009	Feb-08
Under \$10,000	4.2%	4.6%	6.3%
\$10,000 to \$19,999	5.2%	5.2%	.0%
\$20,000 to \$29,999	13.0%	12.7%	5.7%
\$30,000 to \$39,999	16.1%	15.2%	14.8%
\$40,000 to \$49,999	12.3%	11.7%	12.6%
\$50,000 to \$74,999	24.4%	23.9%	34.0%
\$75,000 to \$99,999	13.5%	14.0%	12.9%
\$100,000 or above	11.3%	12.7%	13.8%
Total	100.0%	100.0%	100.0%
	N=1055	N=1253	N=203

## Education Level

	Purchased Shooting Accessories		
	Feb-09	YTD 2009	Feb-08
11 years or less	3.4%	3.4%	2.6%
12 years	27.8%	27.8%	16.2%
1-3 years of college	43.0%	41.9%	44.8%
4 or more years of college	25.8%	26.8%	36.4%
Total	100.0%	100.0%	100.0%
	N=1055	N=1253	N=203

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**Of people who reported buying SHOOTING ACCESSORIES last month, they purchased:**

	Feb 2009	YTD 2009	Feb 2008
Benches and rests	7.09%	6.78%	2.35%
Targets	48.96%	47.28%	41.89%
Safety equipment	23.23%	22.14%	22.15%
Clay clay pigeons	20.30%	19.38%	20.65%
Traps and target throwing devices	3.54%	3.11%	4.40%
Rifle sling	16.55%	16.44%	11.81%
Gun cleaning supplies	49.67%	50.19%	46.03%
Lens cleaning kit	3.91%	3.99%	1.05%
Recoil pad	5.35%	5.16%	6.46%
None	4.44%	4.25%	5.27%
Other	6.53%	5.62%	.00%
Total	100.00% N=1055	100.00% N=1232	100.00% N=173

**Brand of BENCHES AND RESTS purchased**

	Feb 2009	YTD 2009	Feb 2008
Allen	16.7%	17.4%	.0%
Benchmaster	10.6%	9.4%	.0%
Caldwell	18.7%	18.8%	41.1%
Do-All	3.8%	3.5%	.0%
Harris	3.3%	3.2%	.0%
Hoppes	.4%	.3%	.0%
Hughes	2.5%	2.3%	19.9%
MTM	4.4%	4.9%	.0%
Shooters Ridge	3.3%	3.3%	.0%
Stoney Point	4.2%	4.2%	.0%
Versa-Pod	3.9%	3.7%	.0%
Not sure	12.7%	12.4%	19.5%
Other	15.4%	16.6%	19.5%
Total	N=67	N=79	N=6

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## Average spent on BENCHES AND RESTS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$55.85	\$55.28	\$38.69
N	64	72	3

## Cost of BENCHES AND RESTS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	6.3%	7.2%	38.9%
\$20.01 to \$30	11.3%	12.2%	.0%
\$30.01 to \$40	20.3%	19.7%	28.9%
\$40.01 to \$50	7.9%	8.0%	11.7%
\$50.01 to \$60	8.1%	7.2%	.0%
\$60.01 to \$70	10.2%	9.6%	.0%
\$70.01 to \$80	4.2%	4.7%	.0%
\$80.01 to \$90	5.5%	5.6%	.0%
\$90.01 to \$100	10.6%	10.6%	20.4%
Over \$100	12.6%	12.4%	.0%
Not sure	3.0%	2.8%	.0%
Total	N=67	N=79	N=6

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## Types of stores where BENCHES AND RESTS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	21.2%	21.3%	58.9%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	35.4%	35.4%	20.7%
General Sporting Goods (The Sports Authority)	6.0%	6.6%	.0%
Local shop (mom and pop shops)	9.2%	8.4%	.0%
Printed Catalog (Bass Pro, Cabelas)	1.8%	1.6%	.0%
Website (Cabelas, Bass Pro)	15.0%	14.8%	.0%
Gun shows or expos	2.8%	2.7%	.0%
Used	4.3%	4.0%	.0%
Other	4.2%	5.1%	20.4%
Not sure	.0%	.0%	.0%
Total	N=66	N=78	N=6

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## Brand of TARGETS purchased

	Feb 2009	YTD 2009	Feb 2008
Do-All	.3%	.4%	.0%
Shoot-N-C	39.2%	38.8%	36.1%
Champion	3.6%	3.5%	.9%
Gamo	2.0%	1.9%	3.0%
Birchwood Casey(other than Shoot-N-C)	4.5%	4.5%	10.2%
Daisy	2.0%	1.9%	3.1%
Thompson	1.3%	1.3%	1.6%
Hoppes	5.0%	5.3%	4.0%
Allen	.9%	1.0%	.0%
Do-All	.0%	.2%	.0%
Accu Air	.0%	.0%	.0%
Caldwell	1.7%	1.7%	4.5%
TargDots	1.4%	1.3%	2.5%
Kleen-Bore	1.5%	1.4%	.0%
MTM	.0%	.0%	.0%
Other	9.2%	8.9%	14.5%
Not sure	27.6%	27.8%	19.5%
Total	N=497	N=555	N=82

## Average spent on TARGETS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$12.26	\$12.42	\$13.91
N	417	476	56

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## Cost of TARGETS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$10	56.9%	56.8%	51.1%
\$11-\$20	28.7%	28.8%	40.7%
\$21-\$30	4.4%	4.1%	3.5%
\$31-\$40	.5%	.4%	.4%
\$41-\$50	1.3%	1.2%	.5%
\$51-\$75	.5%	.4%	1.0%
\$76-\$100	1.5%	1.8%	.0%
\$101-\$250	.4%	.4%	1.8%
\$251-\$500	.1%	.1%	.0%
Over \$500	.0%	.0%	.0%
Not sure	5.7%	5.9%	1.0%
Total	N=486	N=544	N=82

## Types of stores where TARGETS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	35.1%	34.2%	32.4%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	24.9%	25.4%	24.2%
General Sporting Goods (The Sports Authority)	10.4%	9.9%	19.3%
Local shop (mom and pop shops)	17.0%	17.9%	15.1%
Printed Catalog (Bass Pro, Cabelas)	.0%	.3%	.0%
Website (Cabelas, Bass Pro)	5.2%	4.9%	3.2%
Gun shows or expos	.7%	.8%	2.1%
Used	.1%	.1%	.0%
Other	5.9%	5.6%	3.7%
Not sure	.7%	.8%	.0%
Total	N=494	N=552	N=82

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## Type of SAFETY EQUIPMENT purchased

	Feb 2009	YTD 2009	Feb 2008
Glasses or goggles	30.6%	29.3%	23.7%
Ear protection	68.1%	69.4%	76.3%
Other	1.3%	1.3%	.0%
Total	N=212	N=239	N=33

## Brand of SAFETY EQUIPMENT purchased

	Feb 2009	YTD 2009	Feb 2008
Beretta	2.3%	2.1%	.0%
Champion	2.3%	2.2%	.0%
EAR	4.6%	4.4%	6.4%
PROEAR	1.8%	1.6%	1.8%
Peltor	2.3%	2.7%	5.0%
Radian	.1%	.1%	.0%
Remington	14.6%	13.7%	22.3%
SportEAR	.9%	.8%	.0%
Walker	2.1%	1.9%	.0%
Not sure	32.2%	31.6%	.0%
Other	36.8%	38.9%	64.5%
Total	N=210	N=237	N=33

## Average spent on SAFETY EQUIPMENT purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$13.77	\$13.62	\$15.37
N	208	232	30

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## Cost of SAFETY EQUIPMENT purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	35.8%	34.7%	41.4%
\$6.00-\$10.99	18.4%	19.2%	13.8%
\$11.00-\$20.99	25.3%	25.3%	24.1%
\$21.00-\$30.99	8.6%	8.5%	5.0%
\$31.00-\$40.99	1.7%	1.7%	.0%
\$41.00-\$50.99	3.1%	3.1%	3.8%
Over \$50.99	5.4%	5.1%	11.9%
Not sure	1.6%	2.4%	.0%
Total	N=209	N=236	N=33

## Types of stores where SAFETY EQUIPMENT was purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	37.7%	37.0%	27.6%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	13.1%	12.8%	15.3%
General Sporting Goods (The Sports Authority)	11.7%	12.4%	16.8%
Local shop (mom and pop shops)	15.2%	16.1%	6.4%
Printed Catalog (Bass Pro, Cabelas)	.5%	.4%	1.9%
Website (Cabelas, Bass Pro)	11.5%	11.5%	24.7%
Gun shows or expos	1.5%	1.7%	.0%
Used	.0%	.0%	.0%
Other	8.7%	8.1%	7.2%
Not sure	.0%	.0%	.0%
Total	N=209	N=236	N=33

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## Brand of CLAYS or CLAY PIGEONS purchased

	Feb 2009	YTD 2009	Feb 2008
Do-All	.2%	.2%	.0%
Remington	31.6%	31.5%	31.7%
White Flyer	29.7%	29.6%	30.2%
Champion	16.2%	15.6%	14.0%
Laporte	.0%	.0%	.0%
Midwest	2.0%	1.9%	4.7%
Northwest	2.0%	1.9%	.0%
Other	3.5%	4.8%	.0%
Not sure	14.7%	14.5%	19.5%
Total	N=180	N=200	N=22

## Average spent on CLAYS or CLAY PIGEONS purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$13.62	\$13.53	\$12.00
N	174	197	27

## Cost of CLAYS or CLAY PIGEONS purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$5.99	4.8%	4.4%	.0%
\$6.00-\$10.99	45.4%	46.6%	55.3%
\$11.00-\$20.99	29.4%	29.7%	38.4%
\$21.00-\$30.99	11.5%	10.8%	2.8%
\$31.00-\$40.99	1.9%	1.7%	.0%
\$41.00-\$50.99	.3%	.3%	.0%
Over \$50.99	.6%	.8%	.0%
Not sure	6.0%	5.8%	3.5%
Total	N=177	N=197	N=22

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## Types of stores where CLAYS or CLAY PIGEONS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	48.4%	50.0%	45.2%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	23.9%	22.9%	17.4%
General Sporting Goods (The Sports Authority)	13.3%	12.3%	14.9%
Local shop (mom and pop shops)	7.2%	6.8%	11.6%
Printed Catalog (Bass Pro, Cabelas)	1.2%	1.2%	.0%
Website (Cabelas, Bass Pro)	.5%	.6%	.0%
Gun shows or expos	.9%	.8%	.0%
Used	1.2%	1.3%	.0%
Other	2.9%	3.5%	7.6%
Not sure	.6%	.6%	3.5%
Total	N=180	N=200	N=22

## Number of cases of CLAYS or CLAY PIGEONS purchased

	Feb 2009	YTD 2009
1 case	34.2%	34.7%
2 cases	39.6%	39.4%
3 cases	10.5%	10.1%
4 cases	4.8%	4.9%
5 or more cases	11.0%	10.8%
Total	N=176	N=196

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**Brand of TRAPS AND TARGET THROWING DEVICES purchased**

	Feb 2009	YTD 2009	Feb 2008
Atlas	9.7%	8.8%	.0%
Champion	24.1%	24.4%	.0%
Do-All	12.8%	12.7%	95.3%
Hoppes	6.2%	6.1%	.0%
MTM	.0%	.0%	.0%
Trius	2.6%	2.3%	4.7%
Not sure	34.1%	35.2%	.0%
Other	10.6%	10.4%	.0%
Total	N=37	N=39	N=4

**Average spent on TRAPS AND TARGET THROWING DEVICES purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$89.90	\$88.56	\$65.46
N	29	30	6

**Cost of TRAPS AND TARGET THROWING DEVICES purchased**

	Feb 2009	YTD 2009	Feb 2008
\$0-\$25	25.9%	28.1%	5.4%
\$25.01-\$50	40.6%	39.0%	16.5%
\$50.01-\$100	17.6%	17.1%	78.1%
\$100.01-\$200	5.1%	4.9%	.0%
\$200.01-\$400	.0%	.0%	.0%
\$400.01-\$600	.0%	.0%	.0%
\$600.01-\$800	6.2%	6.2%	.0%
\$800.01-\$1000	.0%	.0%	.0%
Over \$1000	.0%	.0%	.0%
Not sure	4.6%	4.7%	.0%
Total	N=37	N=39	N=4

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**Types of stores where TRAPS AND TARGET THROWING DEVICES were purchased**

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	38.7%	38.8%	10.1%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	15.6%	15.3%	78.1%
General Sporting Goods (The Sports Authority)	15.2%	15.4%	.0%
Local shop (mom and pop shops)	4.4%	4.0%	.0%
Printed Catalog (Bass Pro, Cabelas)	.0%	.0%	.0%
Website (Cabelas, Bass Pro)	.0%	.0%	11.8%
Gun shows or expos	6.6%	6.8%	.0%
Used	10.9%	11.4%	.0%
Other	6.4%	6.2%	.0%
Not sure	2.3%	2.0%	.0%
Total	N=36	N=38	N=4

**Average spent on RIFLE SLINGS purchased**

	Feb 2009	YTD 2009	Feb 2008
Mean	\$21.70	\$22.21	\$19.49
N	153	180	12

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## Cost of RIFLE SLINGS purchased

	Feb 2009	YTD 2009	Feb 2008
0 to \$20	43.3%	39.8%	40.9%
\$20.01 to \$30	38.8%	40.6%	30.6%
\$30.01 to \$40	8.7%	10.9%	.0%
\$40.01 to \$50	3.8%	3.3%	4.0%
\$50.01 to \$60	1.6%	1.3%	.0%
\$60.01 to \$70	3.2%	3.3%	.0%
\$70.01 to \$80	.0%	.0%	.0%
\$80.01 to \$90	.0%	.0%	2.3%
\$90.01 to \$100	.0%	.0%	.0%
Over \$100	.3%	.3%	.0%
Not sure	.2%	.4%	22.2%
Total	N=169	N=199	N=16

## Types of stores where RIFLE SLINGS were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	26.7%	23.9%	27.8%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	30.1%	31.4%	26.0%
General Sporting Goods (The Sports Authority)	15.5%	15.1%	16.1%
Local shop (mom and pop shops)	7.0%	8.4%	4.5%
Printed Catalog (Bass Pro, Cabelas)	.1%	.7%	2.3%
Website (Cabelas, Bass Pro)	16.3%	16.8%	4.1%
Gun shows or expos	.9%	.7%	.0%
Used	.6%	.5%	.0%
Other	2.8%	2.4%	19.2%
Not sure	.0%	.0%	.0%
Total	N=166	N=196	N=16

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## Brand of GUN CLEANING SUPPLIES purchased

	Feb 2009	YTD 2009
Birchwood Casey	4.5%	4.5%
Break Free	3.8%	4.4%
Cabelas brand	1.2%	1.1%
G96	.9%	.8%
Gunslick	2.6%	2.3%
Hoppes	37.4%	38.6%
Hornady	1.2%	1.1%
Inhibitor	.1%	.1%
Kleen-Bore	5.2%	5.1%
Otis	1.7%	1.7%
Outers	4.4%	3.9%
Pro Shot	.1%	.1%
ProTec	.2%	.2%
Rem Oil	8.1%	8.1%
Remington	7.3%	6.9%
Shooters Choice	3.6%	3.0%
Tetra Gun	1.2%	1.1%
Tipton	1.1%	1.0%
Not sure	8.1%	8.0%
Other	7.2%	8.0%
Total	N=535	N=625

## Average spent on GUN CLEANING SUPPLIES purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$11.39	\$11.44	\$11.76
N	440	527	61

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## Cost of GUN CLEANING SUPPLIES purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$2.00	.8%	.8%	2.0%
\$2.01-\$4.00	5.1%	4.6%	.8%
\$4.01-\$6.00	11.2%	11.4%	6.8%
\$6.01-\$8.00	14.5%	13.7%	17.3%
\$8.01-\$10.00	16.1%	14.7%	10.9%
\$10.01-\$12.00	11.7%	13.0%	25.1%
\$12.01-\$14.00	7.4%	10.3%	2.6%
\$14.01-\$16.00	5.5%	4.9%	11.6%
\$16.01-\$18.00	3.3%	2.7%	.5%
\$18.01-\$20.00	6.5%	6.1%	2.8%
Over \$20.00	15.1%	15.2%	17.4%
Not sure	2.9%	2.8%	2.2%
Total	N=531	N=621	N=85

## Types of stores where GUN CLEANING SUPPLIES were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	36.2%	34.3%	35.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	26.6%	26.0%	37.7%
General Sporting Goods (The Sports Authority)	10.4%	13.4%	7.1%
Local shop (mom and pop shops)	11.9%	11.7%	7.8%
Printed Catalog (Bass Pro, Cabelas)	.7%	.6%	2.8%
Website (Cabelas, Bass Pro)	6.2%	6.6%	1.2%
Gun shows or expos	3.0%	2.5%	3.0%
Used	.0%	.0%	.0%
Other	4.5%	4.5%	5.3%
Not sure	.5%	.5%	.0%
Total	N=528	N=616	N=85

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## Average spent on LENS CLEANING KIT purchased

	Feb 2009	YTD 2009	Feb 2008
Mean	\$7.62	\$7.82	\$4.52
N	34	41	1

## Cost of LENS CLEANING KIT purchased

	Feb 2009	YTD 2009	Feb 2008
\$0-\$2.00	5.5%	4.6%	.0%
\$2.01-\$4.00	6.3%	11.3%	74.7%
\$4.01-\$6.00	24.7%	21.2%	.0%
\$6.01-\$8.00	21.4%	18.7%	.0%
\$8.01-\$10.00	11.5%	11.4%	25.3%
\$10.01-\$12.00	15.8%	17.7%	.0%
\$12.01-\$14.00	1.0%	1.1%	.0%
\$14.01-\$16.00	1.4%	1.1%	.0%
\$16.01-\$18.00	.5%	.4%	.0%
\$18.01-\$20.00	5.2%	7.0%	.0%
Over \$20.00	.6%	.5%	.0%
Not sure	6.1%	5.1%	.0%
Total	N=50	N=57	N=2

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## Types of stores where LENS CLEANING KIT were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	30.8%	28.0%	74.7%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	15.8%	18.5%	25.3%
General Sporting Goods (The Sports Authority)	8.1%	7.2%	.0%
Local shop (mom and pop shops)	14.8%	14.0%	.0%
Printed Catalog (Bass Pro, Cabelas)	5.6%	5.2%	.0%
Website (Cabelas, Bass Pro)	10.7%	14.3%	.0%
Gun shows or expos	8.9%	8.0%	.0%
Used	.0%	.0%	.0%
Other	5.3%	4.8%	.0%
Not sure	.0%	.0%	.0%
Total	N=50	N=57	N=2

## Average spent on RECOIL PAD purchased

	Feb 2009	YTD 2009
Mean	\$15.92	\$16.09
N	48	55

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## Cost of RECOIL PAD purchased

	Feb 2009	YTD 2009
\$0-\$2.00	4.2%	4.0%
\$2.01-\$4.00	.5%	.4%
\$4.01-\$6.00	5.7%	5.5%
\$6.01-\$8.00	7.9%	7.4%
\$8.01-\$10.00	3.6%	3.1%
\$10.01-\$12.00	7.3%	6.1%
\$12.01-\$14.00	1.2%	2.2%
\$14.01-\$16.00	8.1%	7.3%
\$16.01-\$18.00	.4%	3.9%
\$18.01-\$20.00	17.5%	16.6%
Over \$20.00	42.3%	42.1%
Not sure	1.5%	1.5%
Total	N=57	N=64

## Types of stores where RECOIL PAD were purchased

	Feb 2009	YTD 2009	Feb 2008
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	17.6%	17.1%	.0%
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)	31.7%	34.0%	80.2%
General Sporting Goods (The Sports Authority)	1.5%	1.5%	7.4%
Local shop (mom and pop shops)	17.0%	16.1%	.5%
Printed Catalog (Bass Pro, Cabelas)	4.5%	6.0%	.0%
Website (Cabelas, Bass Pro)	12.0%	11.6%	5.3%
Gun shows or expos	11.9%	10.0%	.0%
Used	2.4%	2.5%	.0%
Other	1.5%	1.2%	6.6%
Not sure	.0%	.0%	.0%
Total	N=57	N=64	N=8

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**Mean Amount Spent Last Month on Hunting and Target Shooting by Age of Respondents**

	Feb 2009	YTD 2009	Feb 2008
Under 18	\$221	\$209	\$1
18 to 24	\$365	\$410	\$77
25 to 34	\$355	\$319	\$97
35 to 44	\$408	\$391	\$143
45 to 54	\$341	\$336	\$89
55 to 64	\$311	\$302	\$100
65 and older	\$252	\$272	\$34
Total	\$354	\$342	\$101

**Mean Amount Spent Last Month on Hunting and Target Shooting by Household Income**

	Feb 2009	YTD 2009	Feb 2008
Under \$10,000	\$247	\$267	\$61
\$10,000 to \$19,999	\$213	\$217	\$34
\$20,000 to \$29,999	\$293	\$281	\$58
\$30,000 to \$39,999	\$344	\$324	\$88
\$40,000 to \$49,999	\$321	\$318	\$57
\$50,000 to \$74,999	\$350	\$338	\$96
\$75,000 to \$99,999	\$390	\$370	\$128
\$100,000 or above	\$584	\$541	\$260
Total	\$354	\$342	\$101

**Mean Amount Spent Last Month on Hunting and Target Shooting by Education Level**

	Feb 2009	YTD 2009	Feb 2008
11 years or less	\$246	\$251	\$102
12 years	\$339	\$342	\$85
1-3 years of college	\$371	\$349	\$111
4 or more years of college	\$364	\$346	\$103
Total	\$354	\$342	\$102

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