

# SAMPLE

## Monthly Hunting and Shooting Participation and Market Trends

**December and Annual 2012**

**Results of the HunterSurvey.com and  
ShooterSurvey.com**

**Online Consumer Panel Survey**



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## ***Introduction and Background***

This report presents the results of the monthly HunterSurvey.com<sup>®</sup> and ShooterSurvey.com<sup>®</sup> online consumer panel survey. This panel, composed of hunters and 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.

***PLEASE NOTE: The method of collecting survey data has changed beginning in 2012.***

Previously, we asked our hunter and shooter panelists every month to report their participation and purchases during the prior month. In April 2012, we asked about hunting and shooting participation and purchases made in March 2012. Beginning in 2012, we survey panelists only every other month and ask about their participation and purchases during the prior two months. In May 2012, we surveyed panelists regarding their hunting and shooting participation and purchases in March and April 2012. This change addresses a couple of issues:

- 1) Panelist turn-over: Long-term participation by the same people improves the power of our database. By reducing the number of times we contact our panelists, we will increase the consistency of their participation in the survey over time.
- 2) Non-response gaps: When a panelist doesn't respond to our survey monthly, we don't know if they fished or purchased during that skipped month. More consistent survey participation by our panelists improves the accuracy and reliability of our results.

A note about statistical reliability. The tables in this report are based on responses from a nationwide sample of hunters and shooters who complete our surveys. As a result, the reported percentages in the tables are subject to sampling variability, often called the "margin of error". This is typically presented as +/- some percentage to indicate the range of values that includes the true percentage in the total population of all hunters and shooters. Because the margin of error is determined by the reported percentage and the size of the sample on which it is based, the margin of error will be different for each table in the report. For that reason, we include "N=" at the bottom of each table to denote the sample size on which the table is based and as a general indication of statistical reliability.

As a general rule, results based on a sample with fewer than thirty respondents should be viewed with caution because the margin of error is likely to be sufficiently large that there are no real differences between the percentages in most categories in the table. This is mostly likely to occur with the monthly estimates where the sample sizes for some purchases are small. For tables with N=100, the margin of error is no worse than +/-9.8%. For tables with N=500, the margin of error is no worse than +/-4.4%. For tables with N=2,000, the margin of error is no worse than +/-2.2%.

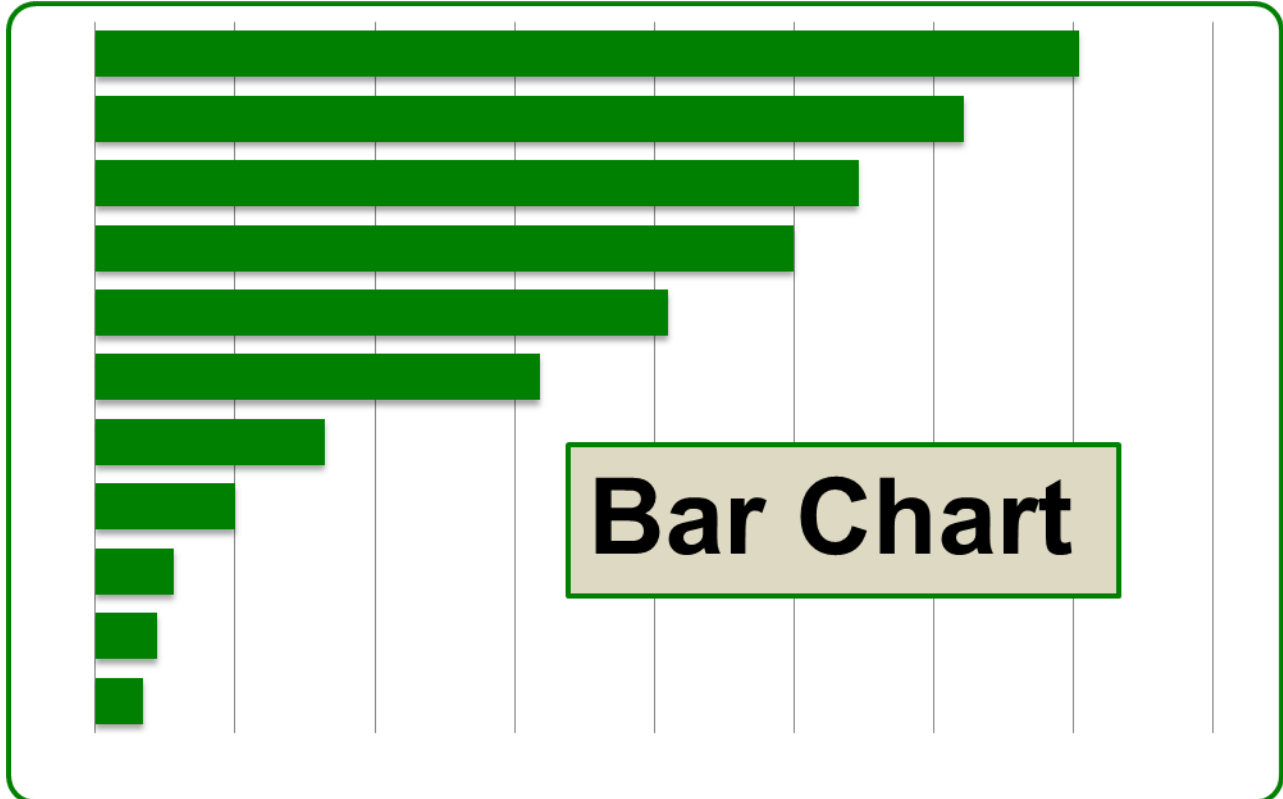
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## 2012 Annual Report Summary

In 2012, the Hunter/Shooting Survey received 49,658 complete survey responses. Of these, 41,923 were usable once the standard weighting scheme was applied. The following tables are summaries of the responses to key questions throughout the year. The report months provided are the months to which the questions are referring, not the month in which the response was received.

Percent of respondents that reported hunting by two months



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**Of those respondents who hunted in a given month, the percent that pursued each quarry by two months**

[illegible]

**Of those that hunted in a given month, the percent that pursued each quarry by hunter age**

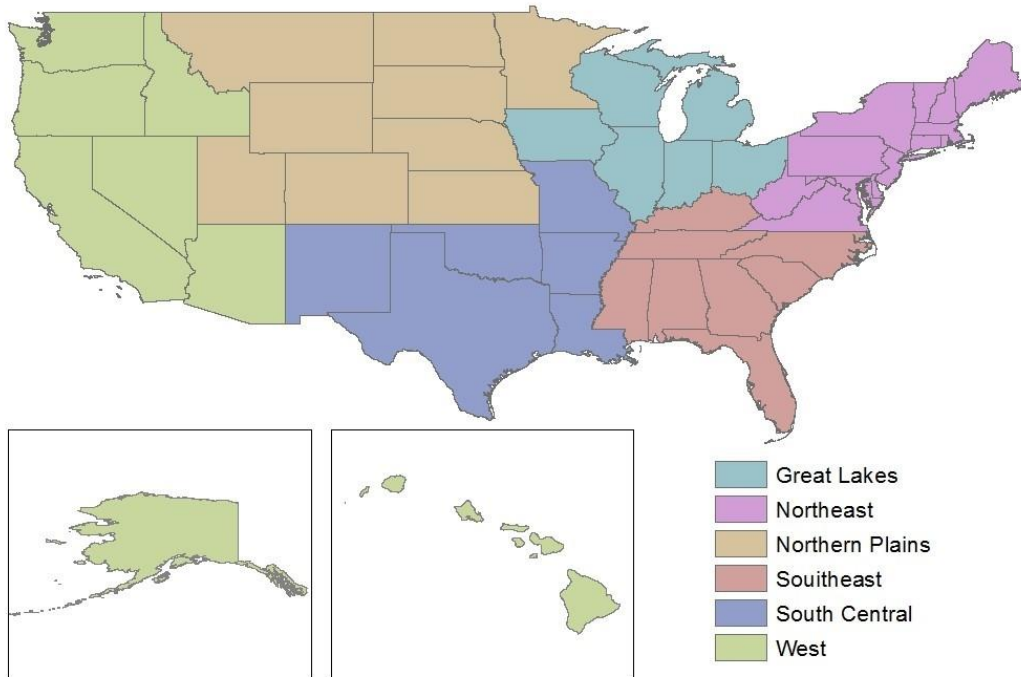
	Age Category						
	>18	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Deer							
Antelope							
Bison/Buffalo							
Elk							
Turkey							
Waterfowl							
Small Game							
Dove							
Upland Game Birds							
Predator/Predator Calling							
Varmint							
Coyote							
Hog							
Bear							
Moose							
Prairie Dog							
Other							
I did not hunt							
Total							

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## States included in each region for summary purposes



Of those that hunted in a given month, the percent that pursued each quarry by geographical region

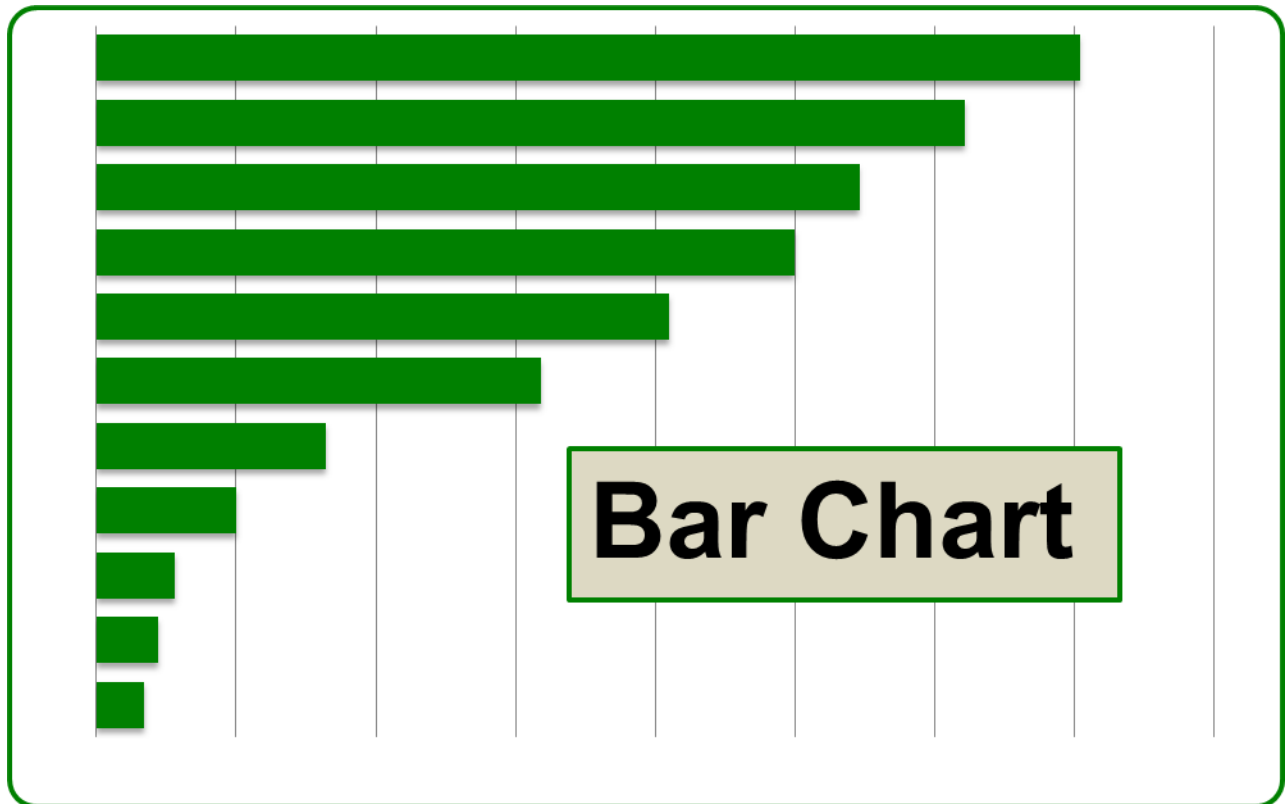
	Region					
	Great Lakes	Northeast	Northern Plains	South Central	Southeast	Western
Deer						
Antelope						
Bison/Buffalo						
Elk						
Turkey						
Waterfowl						
Small Game						
Dove						
Upland Game Birds						
Predator/Predator Calling						
Varmint						
Coyote						
Hog						
Bear						
Moose						
Prairie Dog						
Other						
I did not hunt						
Total						

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**Percent of respondents that reported shooting by two months**



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**Of those respondents who target shot in a given month, the percent of each shooting type by two months**

	Report Month											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Rifle shooting *												
Handgun shooting *												
Bow/Archery												
Air rifle												
Shotgun												
Muzzleloader												
Other												
I did not shoot												
Total												

\*Rifle shooting and handgun shooting both include plinking, benchrest, tactical, cowboy, etc.

**Of those that target shot in a given month, the percent of each shooting type by shooter age**

	Age Category						
	>18	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Rifle shooting *							
Handgun shooting *							
Bow/Archery							
Air rifle							
Shotgun							
Muzzleloader							
Other							
I did not shoot							
Total							

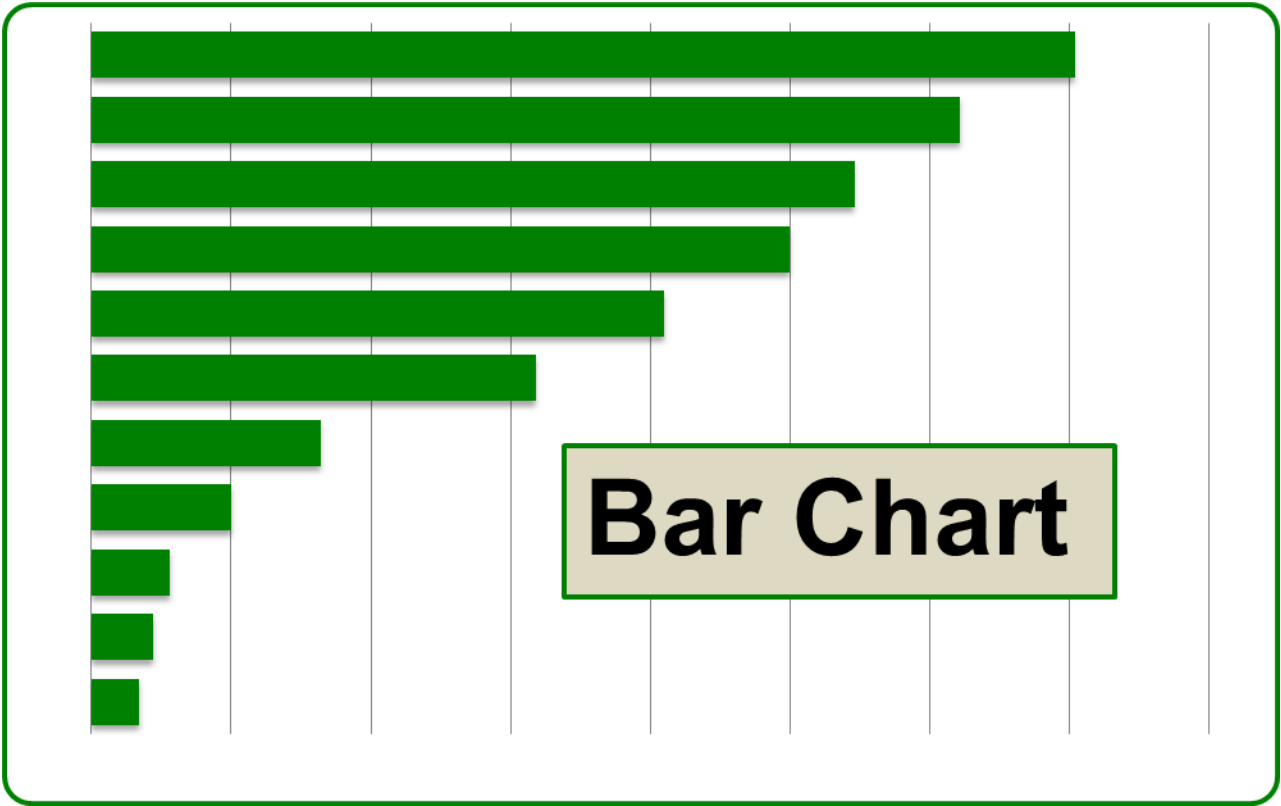
\*Rifle shooting and handgun shooting both include plinking, benchrest, tactical, cowboy, etc.

Of those that target shot in a given month, the percent of each shooting type by geographical region

	Region					
	Great Lakes	Northeast	Northern Plains	South Central	Southeast	Western
Rifle shooting *						
Handgun shooting *						
Bow/Archery						
Air rifle						
Shotgun						
Muzzleloader						
Other						
I did not shoot						
Total						

\*Rifle shooting and handgun shooting both include plinking, benchrest, tactical, cowboy, etc.

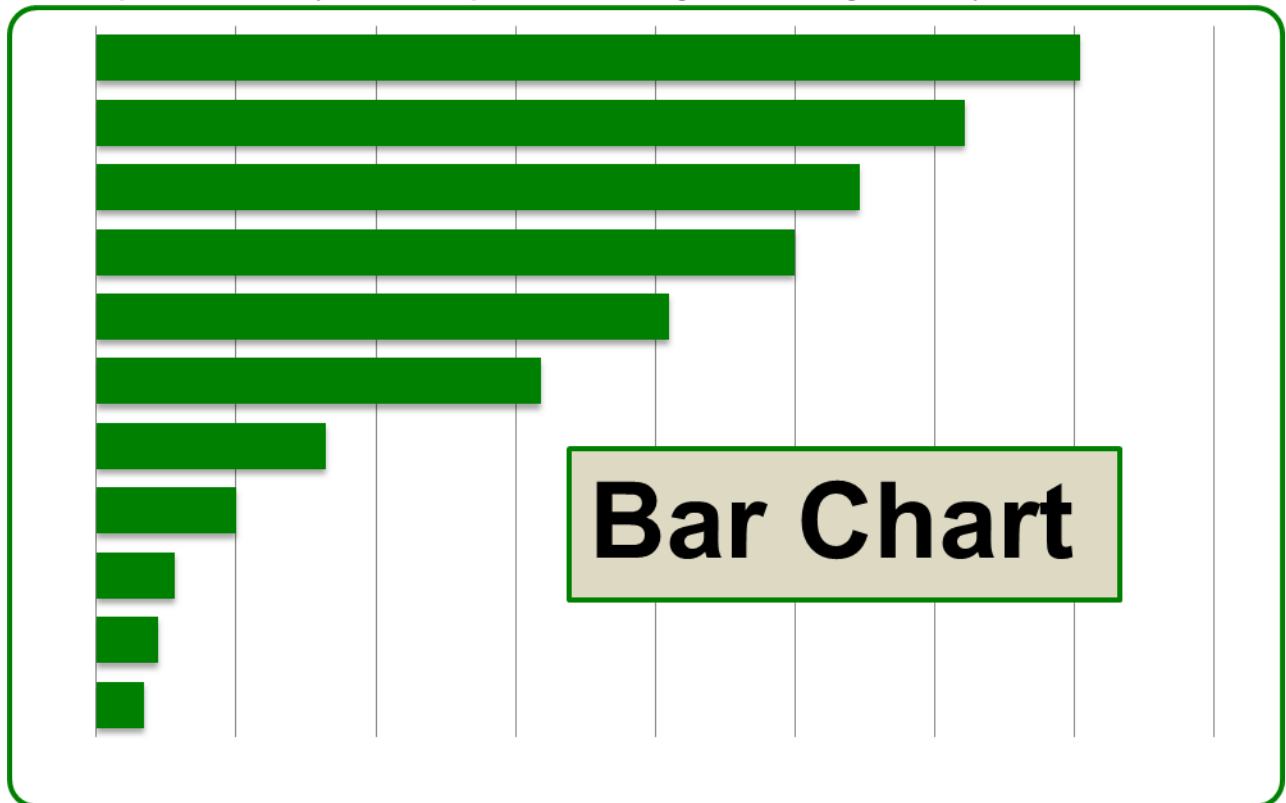
Percent of respondents who reported purchasing hunting or shooting equipment by two months



### Types of equipment purchased by two months

[illegible]

Mean reported monthly amount spent on hunting or shooting items by two months



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## Highlights from December 2012

The December 2012 survey is based on usable responses from hunters across the U.S. This analysis presents the highlights and compares the results to the survey last two months to the full 2012 year (Annual 2012). 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:

- In 2012, \_\_\_% hunted less than they expected
- In 2012, \_\_\_% plan on purchasing a handgun
- \_\_\_% went hunting this month
- \_\_\_% went shooting this month

#### Of those that went hunting:

- \_\_\_% sought deer when hunting
- \_\_\_% hunted out of state

#### Of those that went shooting:

- \_\_\_% went shooting at a range
- \_\_\_% of respondents shot rifles
- \_\_\_% of shooting activities were located outdoors
- Of those that shot at a range:
  - \_\_\_% incurred access fees last two months
  - \_\_\_% incurred instructor fees last two months
  - \_\_\_% incurred annual or monthly membership fees last two months
- \_\_\_% of shooting respondents said they participated in a shooting competition

### All Hunting and Shooting Equipment Purchases

- \_\_\_% of those surveyed made equipment purchases last two months
- The most frequent purpose of equipment purchase was for \_\_\_\_\_ (\_\_\_%)
- Most frequently purchased type of equipment was \_\_\_\_\_ (\_\_\_%)

### Firearms

- Most frequently purchased firearm: \_\_\_\_\_ (\_\_\_%)
- Preferred rifle type: \_\_\_\_\_ (\_\_\_%)
- Preferred rifle action: \_\_\_\_\_ (\_\_\_%)
- Preferred rifle caliber: \_\_\_\_\_ (\_\_\_%)
- Top brand of rifle: \_\_\_\_\_ (\_\_\_%)
- Most rifles purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of shotgun: \_\_\_\_\_ (\_\_\_%)
- Preferred shotgun type: \_\_\_\_\_ (\_\_\_%)

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- Preferred shotgun gauge: \_\_\_\_\_ (\_\_\_%)
- Most shotguns purchased from: \_\_\_\_\_ (\_\_\_%)
- Preferred type of muzzleloader: \_\_\_\_\_ (\_\_\_%)
- Top brand of muzzleloader: \_\_\_\_\_ (\_\_\_%)
- Most muzzleloaders purchased from: \_\_\_\_\_ (\_\_\_%)
- Preferred type of handgun: \_\_\_\_\_ (\_\_\_%)
- Preferred caliber of handgun: \_\_\_\_\_ (\_\_\_%)
- Top brand of handgun: \_\_\_\_\_ (\_\_\_%)
- Most handguns purchased from: \_\_\_\_\_ (\_\_\_%)

### **Crossbows**

- Top brand of crossbow: \_\_\_\_\_ (\_\_\_%)

### **Ammunition**

- Most frequently purchased type of ammunition: \_\_\_\_\_ (\_\_\_%)
- Preferred rifle ammunition caliber: \_\_\_\_\_ (\_\_\_%)
- Top brand rifle ammunition: \_\_\_\_\_ (\_\_\_%)
- Most rifle ammunition purchased from: \_\_\_\_\_ (\_\_\_%)
- Top type of shotgun ammunition: \_\_\_\_\_ (\_\_\_%)
- Top shotgun ammunition gauge: \_\_\_\_\_ (\_\_\_%)
- Top brand shotgun ammunition: \_\_\_\_\_ (\_\_\_%)
- Most shotgun ammunition purchased from: \_\_\_\_\_ (\_\_\_%)
- Top handgun ammunition caliber: \_\_\_\_\_ (\_\_\_%)
- Top brand handgun ammunition: \_\_\_\_\_ (\_\_\_%)
- Most handgun ammunition purchased from: \_\_\_\_\_ (\_\_\_%)

### **Blackpowder**

- Most frequently purchased type of blackpowder supplies: \_\_\_\_\_ (\_\_\_%)
- Top brand propellant or powder: \_\_\_\_\_ (\_\_\_%)
- Most propellant or powder purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of balls, bullets, or shot: \_\_\_\_\_ (\_\_\_%)
- Most balls, bullets, or shot purchased from: \_\_\_\_\_ (\_\_\_%)
- Most patches purchased from: \_\_\_\_\_ (\_\_\_%)
- Most blackpowder cleaning supplies purchased from: \_\_\_\_\_ (\_\_\_%)
- Most blackpowder solvent purchased from: \_\_\_\_\_ (\_\_\_%)
- Most blackpowder primers purchased from: \_\_\_\_\_ (\_\_\_%)

### **Bow hunting/Archery**

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- Most frequently purchased bow hunting/archery item: \_\_\_\_\_ (\_\_\_%)
- Top brand of bow: \_\_\_\_\_ (\_\_\_%)
- Most bows purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of arrow: \_\_\_\_\_ (\_\_\_%)
- Most arrows purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of fletching: \_\_\_\_\_ (\_\_\_%)
- Most fletching purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of broadheads: \_\_\_\_\_ (\_\_\_%)
- Most broadheads purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of releases, tabs: \_\_\_\_\_ (\_\_\_%)
- Most releases and tabs purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of peepsites: \_\_\_\_\_ (\_\_\_%)
- Most peepsites purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of rests: \_\_\_\_\_ (\_\_\_%)
- Most rests purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of archery targets: \_\_\_\_\_ (\_\_\_%)
- Most archery targets purchased from: \_\_\_\_\_ (\_\_\_%)
- Most strings and accessories purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of bowcases: \_\_\_\_\_ (\_\_\_%)
- Most bowcases purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of archery sights: \_\_\_\_\_ (\_\_\_%)
- Most archery sights purchased from: \_\_\_\_\_ (\_\_\_%)

#### **Game calls or decoys**

- Types of decoys purchased:
  - Waterfowl (\_\_\_%)
  - Big Game (\_\_\_%)
- Types of game calls purchased:
  - Turkey (\_\_\_%)
  - Waterfowl (\_\_\_%)
  - Big game (\_\_\_%)
- Top brand of game call: \_\_\_\_\_ (\_\_\_%)
- Most game call purchases from: \_\_\_\_\_ (\_\_\_%)

#### **Hand loading equipment**

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- Top brand of die: \_\_\_\_\_ (\_\_\_%)
- Most dies purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of reloading tools: \_\_\_\_\_ (\_\_\_%)
- Most reloading tools purchased from: \_\_\_\_\_ (\_\_\_%)
- Types of reloading components purchased:
  - \_\_\_\_\_ (\_\_\_%)
  - \_\_\_\_\_ (\_\_\_%)
  - \_\_\_\_\_ (\_\_\_%)
- Top brand of reloading brass shell cases: \_\_\_\_\_ (\_\_\_%)
- Most reloading brass shell cases purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of reloading bullets: \_\_\_\_\_ (\_\_\_%)
- Most reloading bullets purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of reloading primer: \_\_\_\_\_ (\_\_\_%)
- Most primers were purchased: \_\_\_\_\_ (\_\_\_%)
- Top brand of reloading powder: \_\_\_\_\_ (\_\_\_%)
- Most reloading powder purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of shotshell wads: \_\_\_\_\_ (\_\_\_%)
- Most shotshell wads purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of shot purchased: \_\_\_\_\_ (\_\_\_%)
- Most shots purchased from: \_\_\_\_\_ (\_\_\_%)

## Optics

- Most frequently purchased optics item: \_\_\_\_\_ (\_\_\_%)
- Most frequently purchased scope type: \_\_\_\_\_ (\_\_\_%)
- Top brand scope: \_\_\_\_\_ (\_\_\_%)
- Most scopes purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of scope accessories: \_\_\_\_\_ (\_\_\_%)
- Most accessories purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of binoculars: \_\_\_\_\_ (\_\_\_%)
- Most binoculars purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of spotting scopes: \_\_\_\_\_ (\_\_\_%)
- Most spotting scopes purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of range finders: \_\_\_\_\_ (\_\_\_%)
- Most range finders purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of sighting-in devices: \_\_\_\_\_ (\_\_\_%)

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- Most sighting-in devices purchased from: \_\_\_\_\_ (\_\_\_%)
- Most frequently purchased type of sight: \_\_\_\_\_ (\_\_\_%)
- Top brand of optic sights: \_\_\_\_\_ (\_\_\_%)
- Most sights purchased from: \_\_\_\_\_ (\_\_\_%)

### **Hunting apparel**

- Most frequently purchased type of hunting apparel: \_\_\_\_\_ (\_\_\_%)
- Top brand of blaze orange: \_\_\_\_\_ (\_\_\_%)
- Most blaze orange clothing purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of camouflage clothing: \_\_\_\_\_ (\_\_\_%)
- Most camouflage clothing purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of shooting vest: \_\_\_\_\_ (\_\_\_%)
- Most shooting vests purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of boots: \_\_\_\_\_ (\_\_\_%)
- Most boots purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of headgear: \_\_\_\_\_ (\_\_\_%)
- Most headgear purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of undergarments: \_\_\_\_\_ (\_\_\_%)
- Most undergarments purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of glove: \_\_\_\_\_ (\_\_\_%)
- Most gloves purchased from: \_\_\_\_\_ (\_\_\_%)
- Most coveralls purchased from: \_\_\_\_\_ (\_\_\_%)
- Most hunting socks purchased from: \_\_\_\_\_ (\_\_\_%)
- Most chest waders purchased from: \_\_\_\_\_ (\_\_\_%)

### **Hunting accessories (case, knife, scent, trail camera)**

- Most frequently purchased hunting accessory item: \_\_\_\_\_ (\_\_\_%)
- Top brand of bipod and shooting sticks: \_\_\_\_\_ (\_\_\_%)
- Most bipods and shooting sticks purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of GPS Devices: \_\_\_\_\_ (\_\_\_%)
- Most GPS purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of two-way radio: \_\_\_\_\_ (\_\_\_%)
- Most two-way radios purchased from: \_\_\_\_\_ (\_\_\_%)

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- Top brand of flashlights, lanterns, lighting device: \_\_\_\_\_ (\_\_\_%)
- Most lighting devices purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of food plot seed: \_\_\_\_\_ (\_\_\_%)
- Most food plot seed purchased from: \_\_\_\_\_ (\_\_\_%)
- Most game cleaning supplies purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of knives: \_\_\_\_\_ (\_\_\_%)
- Most knives purchased from: \_\_\_\_\_ (\_\_\_%)
- Most frequently purchased odor eliminator or scent product: \_\_\_\_\_ (\_\_\_%)
- Top brand of cover scent: \_\_\_\_\_ (\_\_\_%)
- Most cover scents purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of lure scent: \_\_\_\_\_ (\_\_\_%)
- Most lure scents purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of odor eliminator: \_\_\_\_\_ (\_\_\_%)
- Most odor eliminators purchased from: \_\_\_\_\_ (\_\_\_%)
- Most frequently purchased tree stand, blind, and tripod: \_\_\_\_\_ (\_\_\_%)
- Top brand of tree stand, blind, and tripod: \_\_\_\_\_ (\_\_\_%)
- Most tree stands, blinds, and tripods purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of trail camera: \_\_\_\_\_ (\_\_\_%)
- Most trail cameras purchased from: \_\_\_\_\_ (\_\_\_%)

### Shooting accessories

- Most frequently purchased shooting accessories item: \_\_\_\_\_ (\_\_\_%)
- Top brand of benches and rests: \_\_\_\_\_ (\_\_\_%)
- Most benches and rests purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of target (non-archery): \_\_\_\_\_ (\_\_\_%)
- Most targets (non-archery) purchased from: \_\_\_\_\_ (\_\_\_%)
- Types safety equipment purchased:
  - \_\_\_\_\_ (\_\_\_%)
  - \_\_\_\_\_ (\_\_\_%)
- Top brand safety equipment: \_\_\_\_\_ (\_\_\_%)
- Most safety equipment purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of clays or clay pigeons: \_\_\_\_\_ (\_\_\_%)
- Most clays or clay pigeons purchased from: \_\_\_\_\_ (\_\_\_%)

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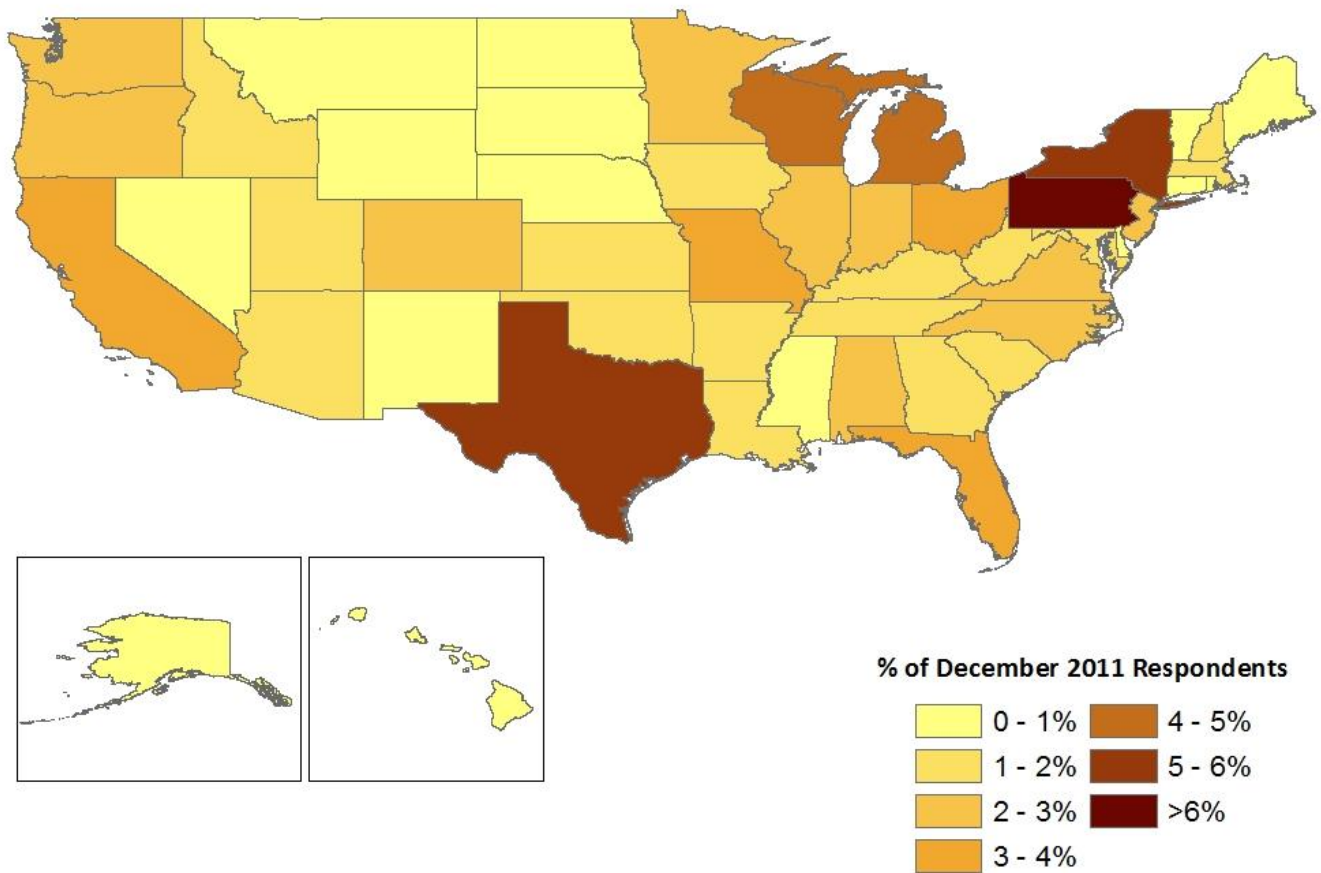
- Top brand of traps and target throwing devices: \_\_\_\_\_ (\_\_\_%)
- Most traps and target throwing devices purchased from: \_\_\_\_\_ (\_\_\_%)
- Most rifle slings purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of gun cases or sleeves: \_\_\_\_\_ (\_\_\_%)
- Most gun cases or sleeves purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of gun cleaning supplies: \_\_\_\_\_ (\_\_\_%)
- Most gun cleaning supplies purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of gun safes: \_\_\_\_\_ (\_\_\_%)
- Most gun safes purchased from: \_\_\_\_\_ (\_\_\_%)
- Most lens cleaning kits purchased from: \_\_\_\_\_ (\_\_\_%)
- Top brand of choke tubes: \_\_\_\_\_ (\_\_\_%)
- Most choke tubes purchased from: \_\_\_\_\_ (\_\_\_%)
- Top ammunition magazine brand: \_\_\_\_\_ (\_\_\_%)
- Most ammunition magazines purchased from: \_\_\_\_\_ (\_\_\_%)

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## Participation by State Map

### Distribution of December 2011 Hunter Survey Respondents



### Survey Statistics

Number of Observations (completed surveys)

Number of Usable Observations

C.I. = +/- 3.0 percentage points at the 95% confidence level

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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.

### In 2012, did you hunt?

	Percent
More	
Less	
About what you expected when the year began	
Total	

Total number of responses to this question

### In 2012, do you plan on purchasing any of the following hunting & shooting products?

	Percent
Rifle	
Shotgun	
Muzzleloader	
Handgun	
Bow (compound or traditional)	
Scopes	
Other optics (binoculars, spotting scopes, range finders, laser or other sighting devices)	
Hand-loading equipment (presses & dies, tools, etc )	

Number of responses to this question

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## Summary of Survey Respondents for December 2012

### Age of Respondent

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

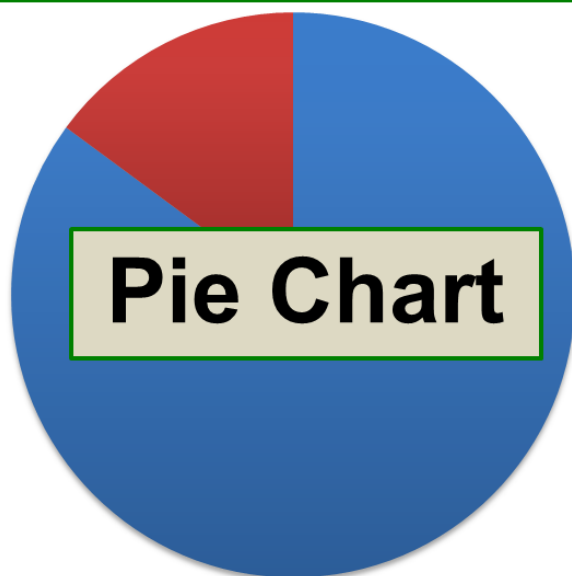
### Education Level

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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## Hunting Activities



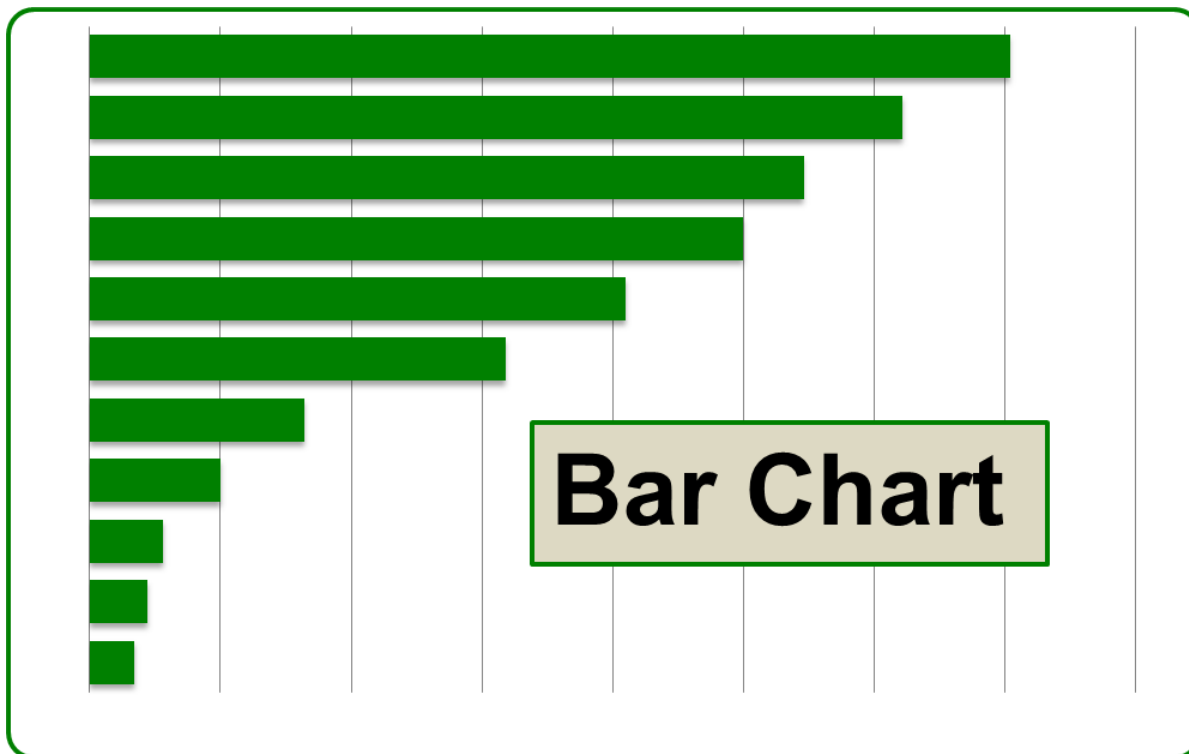
Did you hunt this past month? (of all respondents)

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Yes				
No				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Deer				
Antelope				
Bison/Buffalo				
Elk				
Turkey				
Waterfowl				
Small Game				
Dove				
Upland Game Birds				
Predator/Predator Calling				
Varmint				
Coyote				
Hog				
Bear				
Moose				
Prairie Dog				
Other				
I did not hunt				
Total				

*Responses are multiple selection and can total over 100%*

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**Did you hunt outside of your home state last two months?**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Yes				
No				
Total				

**Average number of days of hunting by respondents who hunted DEER\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

**Average number of days of hunting by respondents who hunted ELK\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

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**Average number of days of hunting by respondents who hunted ANTELOPE**

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

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

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

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

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Other								

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

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

**Average number of days of hunting by respondents who hunted DOVE\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

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

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Other								

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**Average number of days of hunting by respondents who PREDATOR CALLED\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

**Average number of days of hunting by respondents who hunted VARMINT\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

**Average number of days of hunting by respondents who hunted COYOTE\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

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**Average number of days of hunting by respondents who hunted HOG\***

	Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N
Rifle				
Shotgun				
Muzzleloader/Blackpowder				
Bow				
Handgun				
Crossbow				
Other				

**Average number of days of hunting by respondents who hunted BEAR\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

**Average number of days of hunting by respondents who hunted MOOSE\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Other								

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**Average number of days of hunting by respondents who hunted PRAIRIE DOG\***

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Other								

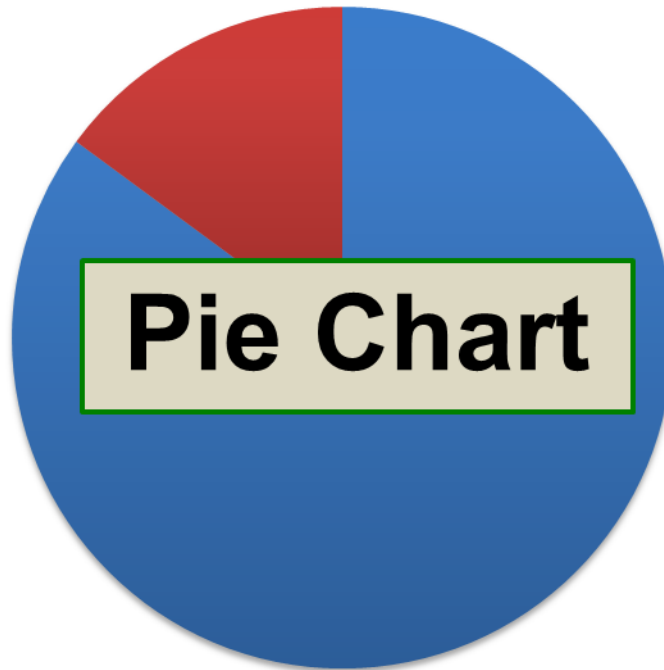
**Days of Hunting by Respondents Who Hunted ANY OTHER GAME**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
None				
1 or 2 days				
3 to 5 days				
6 to 10 days				
11 to 15 days				
16 to 20 days				
over 20 days				
Total				

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## Shooting Activities



Did You Shoot Last two months? (of all respondents)

	Dec 2012	ANNUAL 2012
Yes		
No		
Total		

Of those who went shooting,  
did you shoot at a RANGE?

	Dec 2012	ANNUAL 2012
Yes		
No		
Total		

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Of those that went shooting at a RANGE, the range-related expenses incurred last two months:

	Dec 2012	ANNUAL 2012
Access fees (including costs per target thrown or range-provided paper targets, hourly fees, but not membership dues)		
Instructor fees		
Annual or monthly membership dues		
I did not have any expenses		
Total		

Amount paid in RANGE access fees (including costs per target thrown or range provided paper targets, hourly fees, but not membership dues) last two months

	Dec 2012	ANNUAL 2012
\$10-\$20		
up to \$30		
up to \$40		
up to \$50		
up to \$75		
up to \$100		
\$100 to \$200		
over \$200		
Total		

Amount paid in RANGE annual or monthly membership dues last two months

	Dec 2012	ANNUAL 2012
under \$10		
\$10-\$20		
up to \$30		
up to \$40		
up to \$50		
up to \$75		
up to \$100		
\$100 to \$200		
over \$200		
Total		

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**Amount paid in RANGE instructor fees last two months**

	Dec 2012	ANNUAL 2012
under \$25		
up to \$50		
up to \$75		
up to \$100		
up to \$250		
up to \$500		
over \$500		
Total		

**Where SHOOTING activities were located**

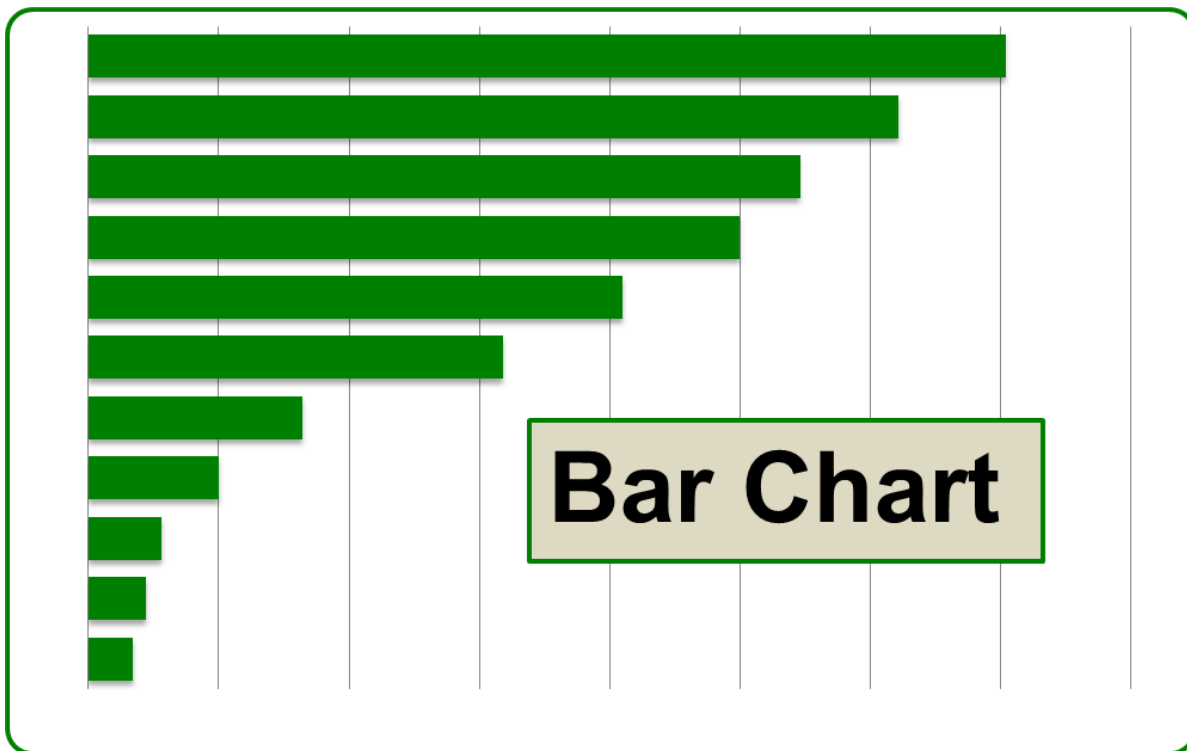
	Dec 2012	ANNUAL 2012
Indoors		
Outdoors		
Total		

**Do you currently hold a Concealed carry, or DDW (carrying a concealed Weapon) permit, allowing you to carry a handgun or other weapon in public in a concealed or hidden manner?**

	Dec 2012	ANNUAL 2012
Yes		
No		
Total		

**CONFIDENTIAL:**

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With which equipment did you shoot last two months?

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Rifle (plinking, benchrest, tactical, cowboy, etc)				
Handgun (plinking, benchrest, silhouette, tactical, cowboy, etc)				
Bow/Archery				
Air rifle				
Shotgun				
Muzzleloader				
Other				
I did not shoot				
Total				

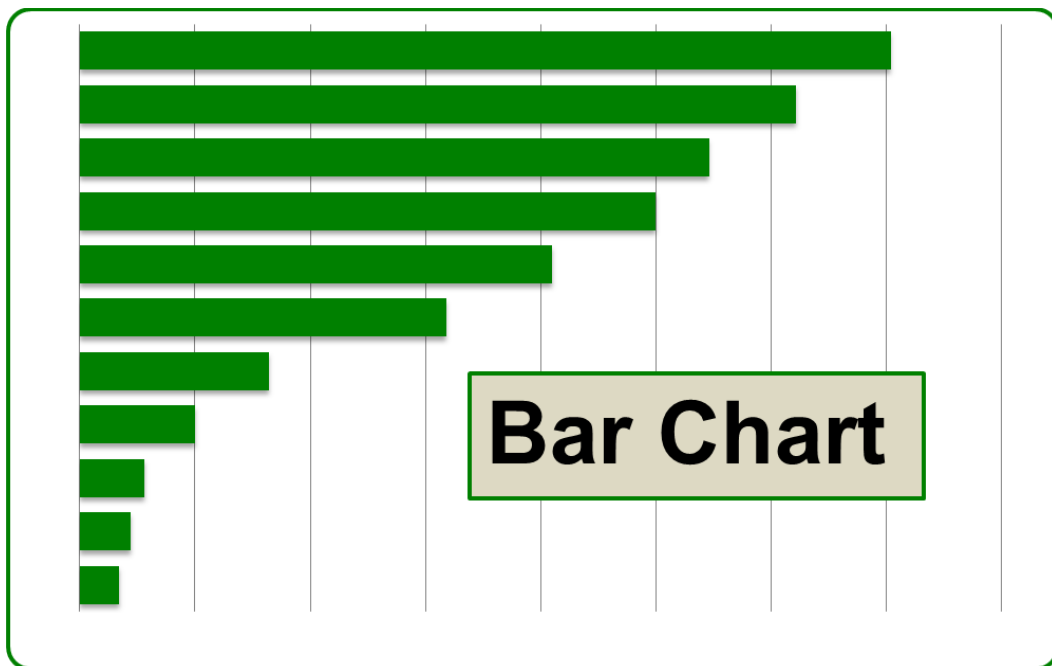
Average number of days of shooting last two months

	Dec 2012		ANNUAL 2012		Dec 2011		ANNUAL 2011	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Air Rifle								
Archery								
Handgun								
Rifle								
Shotgun								

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Benchrest				
NRA High Power				
Long Range				
Tactical				
Silhouette Rim Fire				
Silhouette High Power				
Silhouette Black Powder				
Cowboy Action				
Sighting-in Rifle or Pattern Shotgun				
Plinking or Informal Target Shooting				
Three Position				
Training				
Other				
I did not engage in any rifle shooting				
Total				

*Responses are multiple selection and can total over 100%*

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**Distance shot when RIFLE SHOOTING**

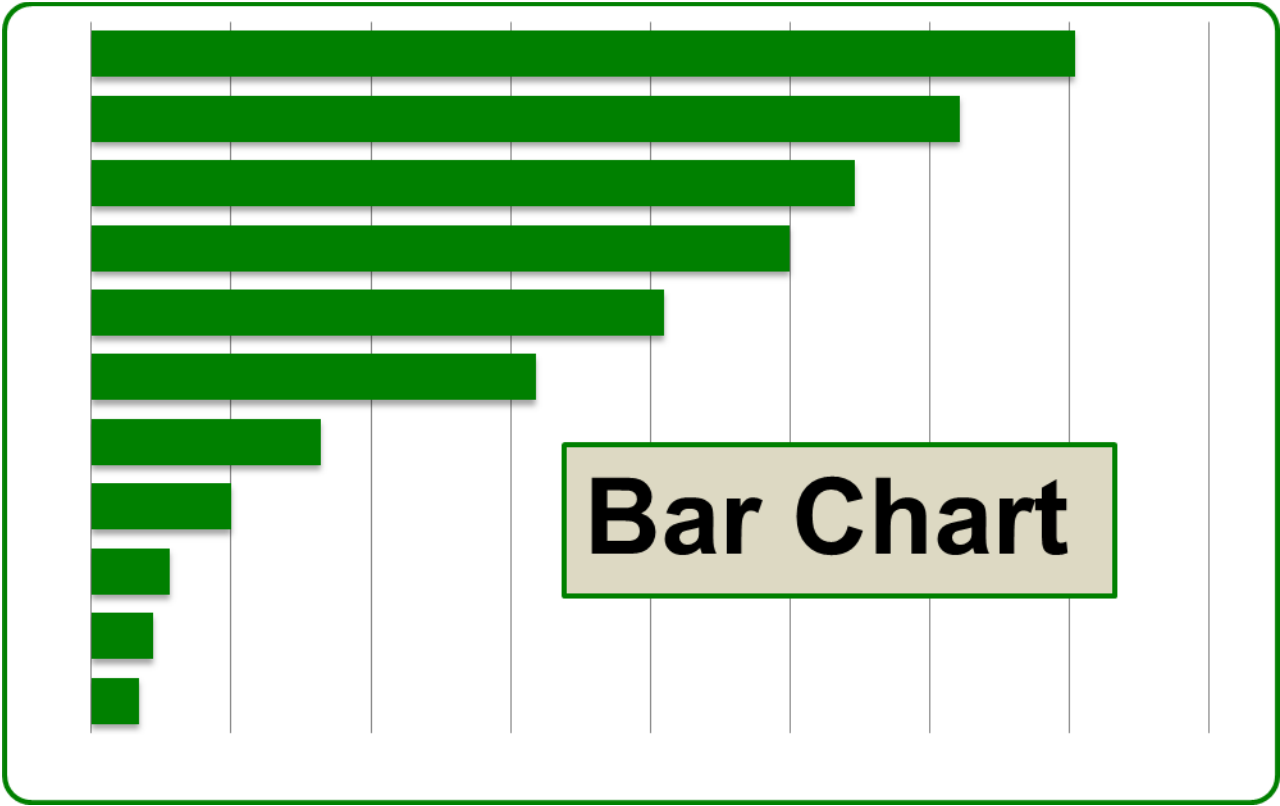
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Less than 100 yds				
100-199 yds				
200-299 yds				
300-399 yds				
400-499 yds				
500-749 yds				
750-999 yds				
1000-1999 yds				
2000 or more yds				
Total				

**Type of rifle used for long range RIFLE SHOOTING**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
AR style/modern sporting				
Bolt action				
Semi-auto				
Lever Action				
Single Shot				
Other				
Total				

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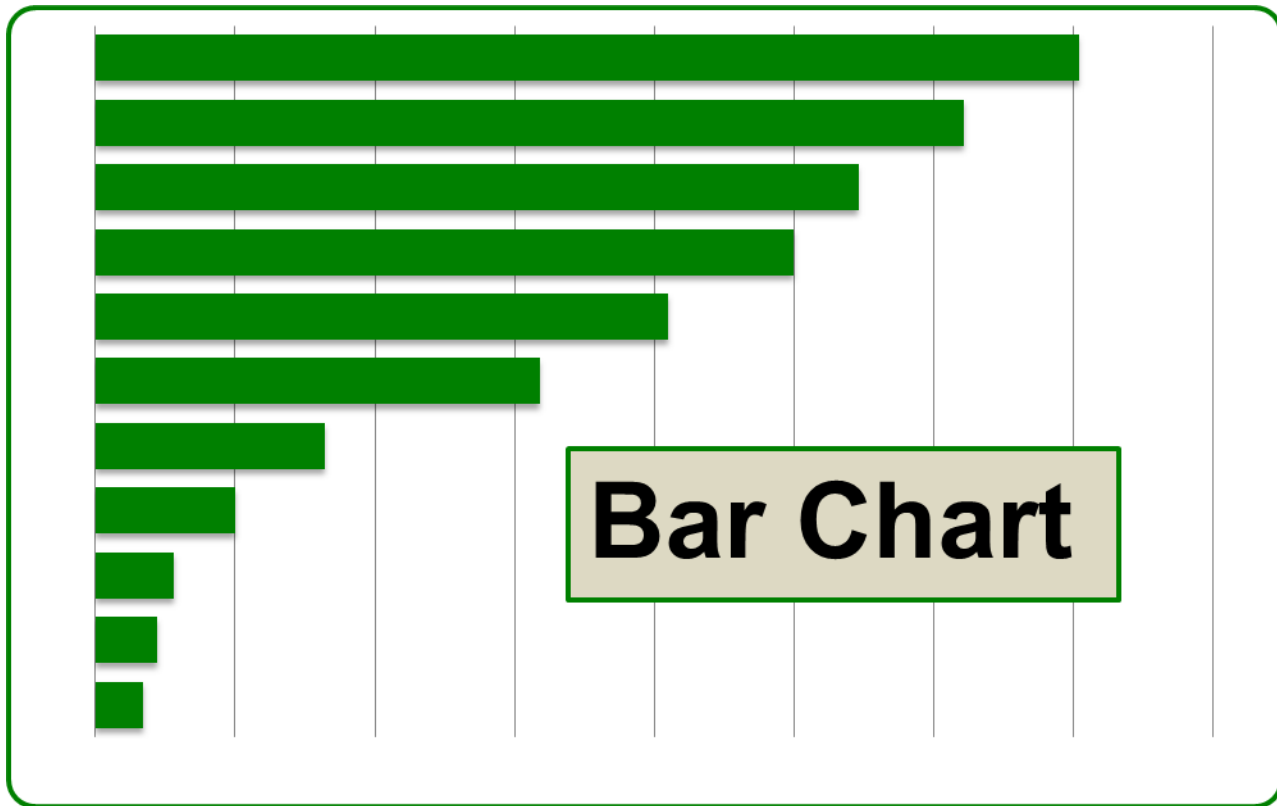
36



Type of SHOTGUN SHOOTING by respondents who went shooting

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Sporting clays				
Trap				
Skeet				
Pattern shotgun/sighting-in				
5-stand				
Test reload				
Cowboy				
Other				
Total				

Responses are multiple selection and can total over 100%



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

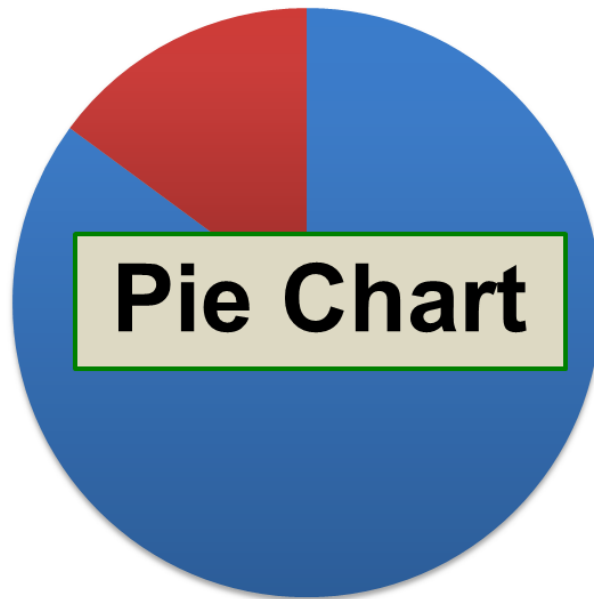
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bullseye				
IPSC				
Silhouette rimfire				
Silhouette high power				
Cowboy action				
Plinking or informal target shooting				
Training (Military, Defense, Law Enforcement)				
Sighting-in				
Testing (Ammunition &/or Weapon				
Other				
I did not engage in any handgun shooting				
Total				

*Responses are multiple selection and can total over 100%*

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Of those who went shooting, were any shooting competitively?

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Yes				
No				
Total				

Type of COMPETITIVE SHOTGUN SHOOTING by respondents who went shooting

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
ATA				
IDPA				
IPSIC /USPCA				
NSSA				
NSCA				
SASS				
Archery				
Bowling Pins				
Local club/League				
NRA sanctioned				
Other				
Total				

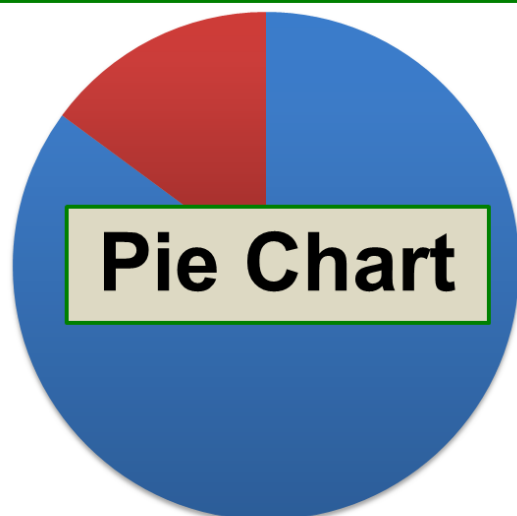
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## Purchases of Hunting or Shooting Items



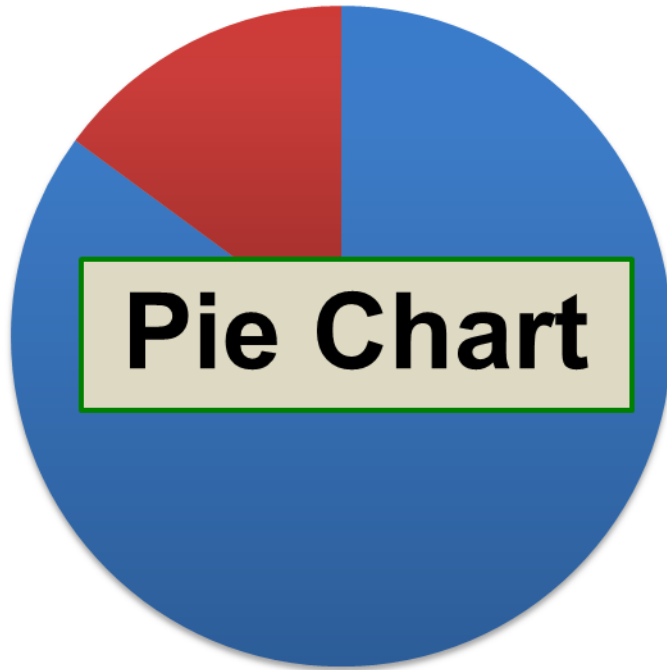
Did you purchase any hunting or shooting items last two months? (of all respondents)

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Yes				
No				
Total				

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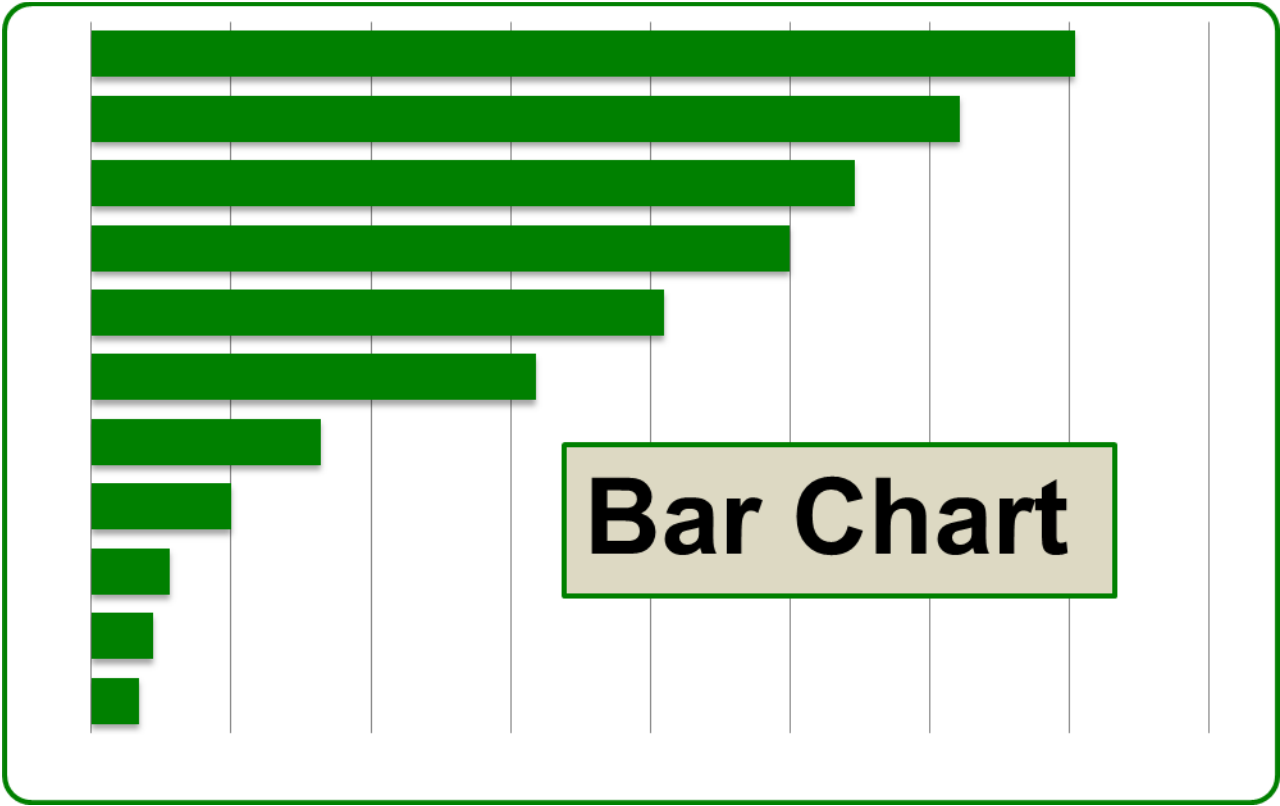
The primary purpose of the purchase was:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Hunting				
Shooting				
Self defense				
Gift				
Survival or camping				
Other				
Total				

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What survey respondents reported buying:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Firearms				
Ammunition				
Blackpowder				
Bowhunting				
Game calls				
Hand loading				
Optics				
Hunting apparel				
Hunting accessories				
Shooting accessories				
I did not purchase anything				
Other				
Total				

Responses are multiple selection and can total over 100%

## Firearms

### Age of Respondents

	Purchased Firearms			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Firearms			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

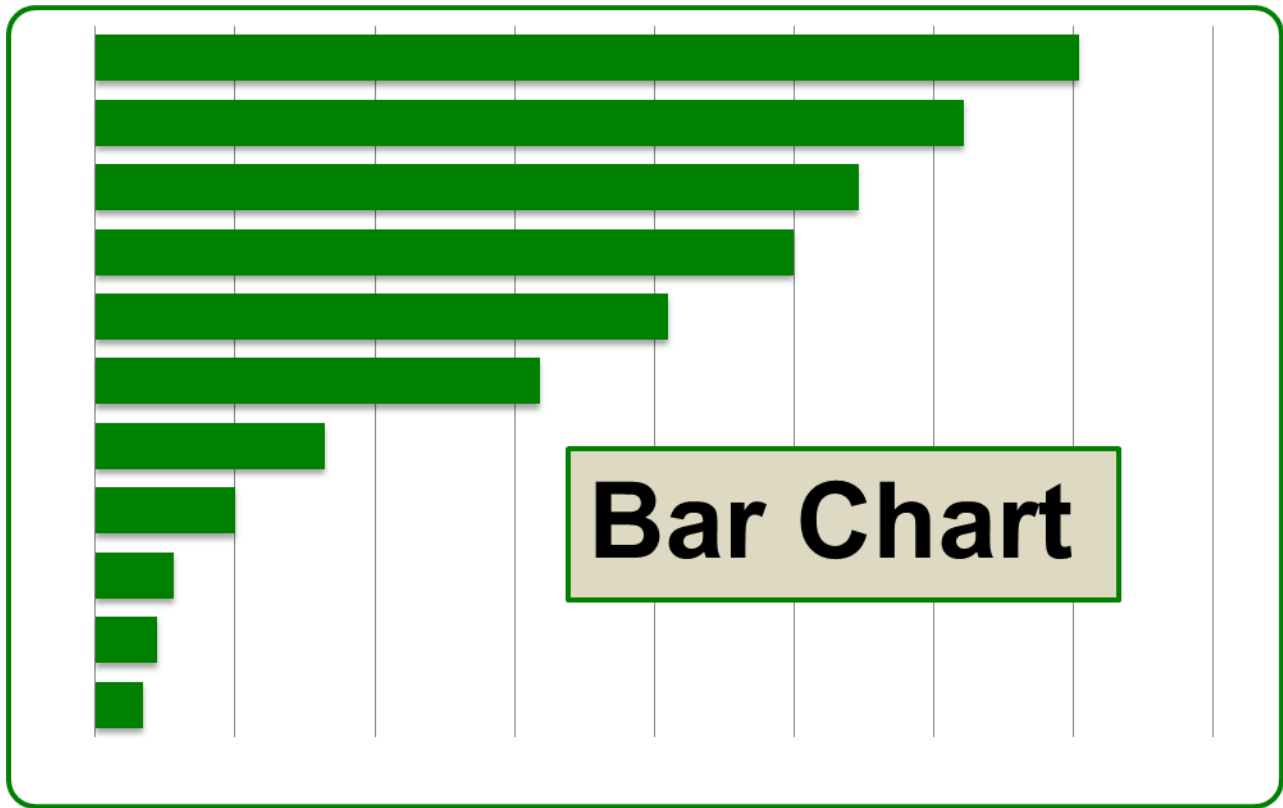
### Education Level

	Purchased Firearms			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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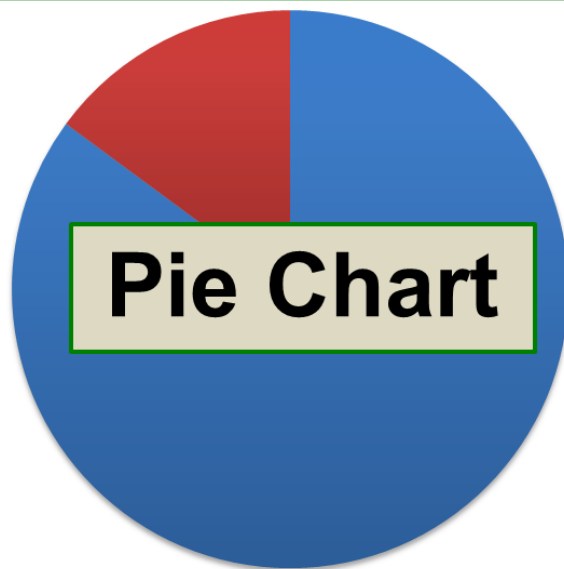
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Of people who reported buying a FIREARM last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	
Rifles				
Shotguns				
Muzzleloaders				
Handguns				
Interchangeable Guns (Rifle/Shotgun/Muzzleloader)				
Crossbows				
Air Rifles				
Other firearms				
None				
Total				

Responses are multiple selection and can total over 100%



#### Type of RIFLES purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Tactical				
Sporting rifle				
Total				

#### Type of RIFLE ACTION purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bolt action				
Lever action				
Semi-automatic				
Break action				
Other				
Total				

#### Type of RIFLE FIRING purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Centerfire				
Rimfire				
Not sure				
Total				

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**Caliber of RIFLE purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
17 cal				
204 Ruger				
22 cal				
22-250 cal				
223 cal				
243 cal				
270 WSM				
30 Carbine				
30-06 Springfield				
30-30 cal				
300 Rem Magnum				
300 Rem Ultra Magnum				
300 Savage				
300 WSM				
300 Weatherby Magnum				
300 Win Mag				
303 British				
308 cal				
32 Win Special				
35 Remington				
375 H&H Magnum				
416 Rem Magnum				
416 Rigby				
44 Rem				
458 Win Magnum				
470 Nitro Express				
7 mm Mauser				
7 mm WSM				
7 mm-08				
7 62x39 Soviet				
8 mm Mauser				
7mm Remington Mag				
270 Winchester				
Not sure				
Other				
Total				

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**Brand of RIFLES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Armalite				
BSA				
Beretta				
Browning				
Bushmaster				
Cabelas				
Colt				
CVA				
CZ-USA				
DPMS				
Double Star				
FNH				
Henry				
Howa				
Kel Tec				
Kimber				
Marlin				
Mossberg				
Remington				
Rock River Arms				
Rossi				
Ruger				
Savage				
Sig Sauer				
Smith & Wesson				
Springfield Armory				
Stag				
Stevens				
Taurus				
Thompson Center				
Tikka				
Traditions				
Weatherby				
Winchester				
Not sure				
Other				
H&R				

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Anschutz				
Crickett				
Enfield				
Hi-Point				
Ithaca				
Mauser				
McMillan				
Moisin Nagant				
Olympic				
Pedersoli				
Spikes Tactical				
Total				

**Cost of RIFLES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$100				
\$100 to \$250				
\$250 to \$500				
\$500 to \$750				
\$750 to \$1,000				
\$1,000 to \$2,500				
\$2,500 to \$5,000				
\$5,000 to \$10,000				
Over \$10,000				
Not sure				
Total				
Avg. Amount Spent				

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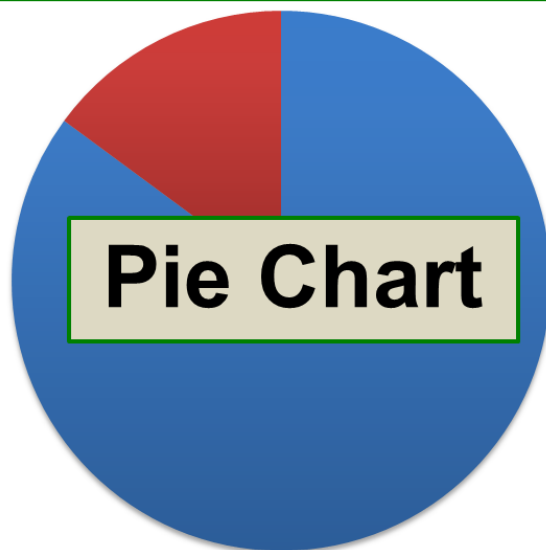
**Types of stores where RIFLES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

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#### Type of SHOTGUN purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Pump action				
Over/under				
Semi-automatic				
Break action				
Other				
Side by side				
Single shot				
Total				

#### Gauge of SHOTGUN purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
12 gauge				
16 gauge				
20 gauge				
28 gauge				
.410 gauge				
Other				
Not sure				
Total				

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**Brand of SHOTGUN purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Benelli				
Beretta				
Browning				
CZ-USA				
Charles Daily				
FNH				
Fox				
Franchi				
H&R				
Ithica				
Kimber				
Krieghoff				
Marlin				
Merkel				
Mossberg				
Remington				
Rossi				
Ruger				
Savage (Stevens)				
Smith & Wesson				
Webley & Scott				
Winchester				
Not sure				
Other				
Stoeger				
Tristar				
Weatherby				
Total				

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**Cost of SHOTGUN purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$100				
\$100 to \$250				
\$250 to \$500				
\$500 to \$750				
\$750 to \$1,000				
\$1,000 to \$2,500				
\$2,500 to \$5,000				
\$5,000 to \$10,000				
Over \$10,000				
Not sure				
Total				
Avg. Amount Spent				

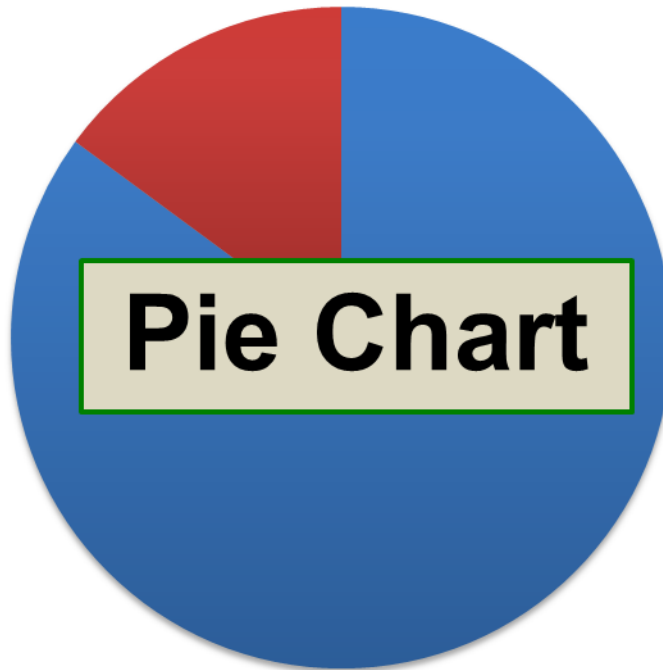
**Types of stores where SHOTGUNS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

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**Type of MUZZLELOADER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Inline				
Standard				
Flint lock				
Other				
Total				

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**Brand of MUZZLELOADER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Austin & Halleck				
CVA				
Knight				
Thompson Center				
Lyman				
Ruger				
Savage				
Winchester				
Traditions				
Not Sure				
Other				
Total				

**Cost of MUZZLELOADER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**CONFIDENTIAL:**

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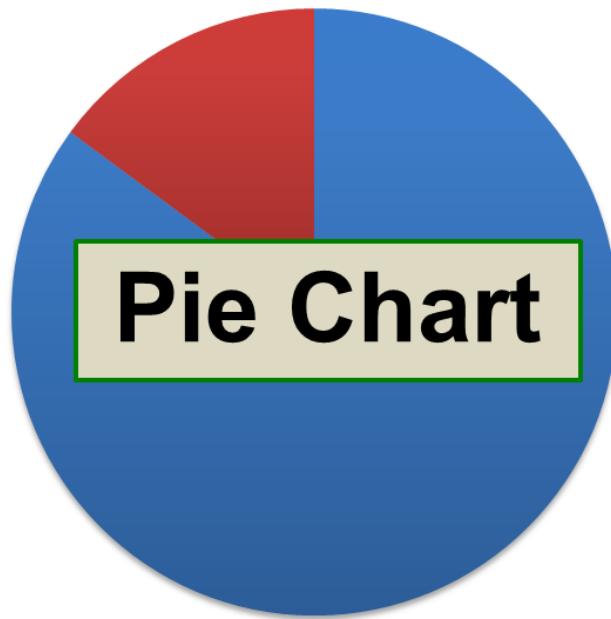
**Types of stores where MUZZLELOADERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

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#### Type of HANDGUN purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Semi-automatic				
Revolver				
Break action				
Other				
Total				

#### Caliber of HANDGUN purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
22 cal				
32 cal				
38 cal				
40 S&W				
44 cal				
45 auto				
357 cal				
9mm				
Other				
Not sure				
380 cal				
Total				

**CONFIDENTIAL:**

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**Brand of HANDGUN purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Beretta				
Bersa				
Browning				
Cobra				
Colt				
CZ				
FNH				
Freedom Arms				
Glock				
Heckler & Koch (H&K)				
High Point				
Kel-tec				
Kimber				
North American Arms				
SIG Arms/Sig Sauer				
Smith & Wesson				
Springfield				
Sturm, Ruger				
Taurus				
Thompson Center				
Other				
Not sure				
Walther				
PARA				
Remington				
Total				

**CONFIDENTIAL:**

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**Cost of HANDGUN purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where HANDGUNS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

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**Type of COMBINATION GUNS purchased**

	Dec 2012	ANNUAL 2012
Gun with interchangeable barrels		
Replacement or additional barrel		
Total		

**Caliber/Gauge of COMBINATION  
GUNS purchased**

	Dec 2012	ANNUAL 2012
22 cal		
32 cal		
38 cal		
40 S&W		
44 cal		
45 auto		
357 cal		
380 cal		
9mm		
Other		
Not sure		
12 gauge		
20 gauge		
Total		

**CONFIDENTIAL:**

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**Brand of COMBINATION GUNS purchased**

	<b>Dec 2012</b>	<b>ANNUAL 2012</b>
Beretta		
Bersa		
Browning		
Cobra		
Colt		
CZ		
FNH		
Freedom Arms		
Glock		
Heckler & Koch (H&K)		
High Point		
Kel-tec		
Kimber		
North American Arms		
SIG Arms/Sig Sauer		
Smith & Wesson		
Springfield		
Sturm, Ruger		
Taurus		
Thompson Center		
Other		
Not sure		
Total		

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**Cost of COMBINATION GUNS purchased**

	Dec 2012	ANNUAL 2012
\$0-\$25		
\$25 01-\$50		
\$50 01-\$100		
\$100 01-\$200		
\$200 01-\$400		
\$400 01-\$600		
\$600 01-\$800		
\$800 01-\$1000		
Over \$1000		
Not sure		
Total		

**Types of stores where COMBINATION GUNS were purchased**

	Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc )		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain,		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (mom and pop shops)		
Printed Catalog (Bass Pro, Cabelas, etc )		
Website (Cabelas, Bass Pro, etc )		
Gun shows or expos		
Used		
Other		
Not sure		
Total		

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## Crossbows

### Brand of CROSSBOWS purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Excaliber				
Parker				
PSE				
TenPoint				
Other				
Not sure				
Wicked Ridge (subsedary of TenPoint)				
Bowtech/Stryker				
Maximus				
Darton				
Centerpoint/Crosman				
Horton				
Barnett				
Carbon Express				
Total				

### Cost of CROSSBOWS purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$26-\$50				
\$51-\$100				
\$101-\$400				
\$401-\$800				
\$801-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where CROSSBOWS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Air Rifles

### Brand of AIR RIFLES purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
BSA				
Beeman				
Benjamin				
Beretta				
Browning				
Cabelas				
Crosman				
Daisy				
Gamo				
Hammerli				
Heckler & Koch				
Magnum Research				
Marksman				
Mauser				
RWS				
Remington				
Ruger				
Savage				
Sportsman				
Stoeger				
Walther				
Winchester				
Not sure				
Other				
Total				

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**Cost of AIR RIFLES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$26-\$50				
\$51-\$100				
\$101-\$200				
over \$200				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where AIR RIFLES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Ammunition

### Age of Respondents

	Purchased Ammunition			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Ammunition			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

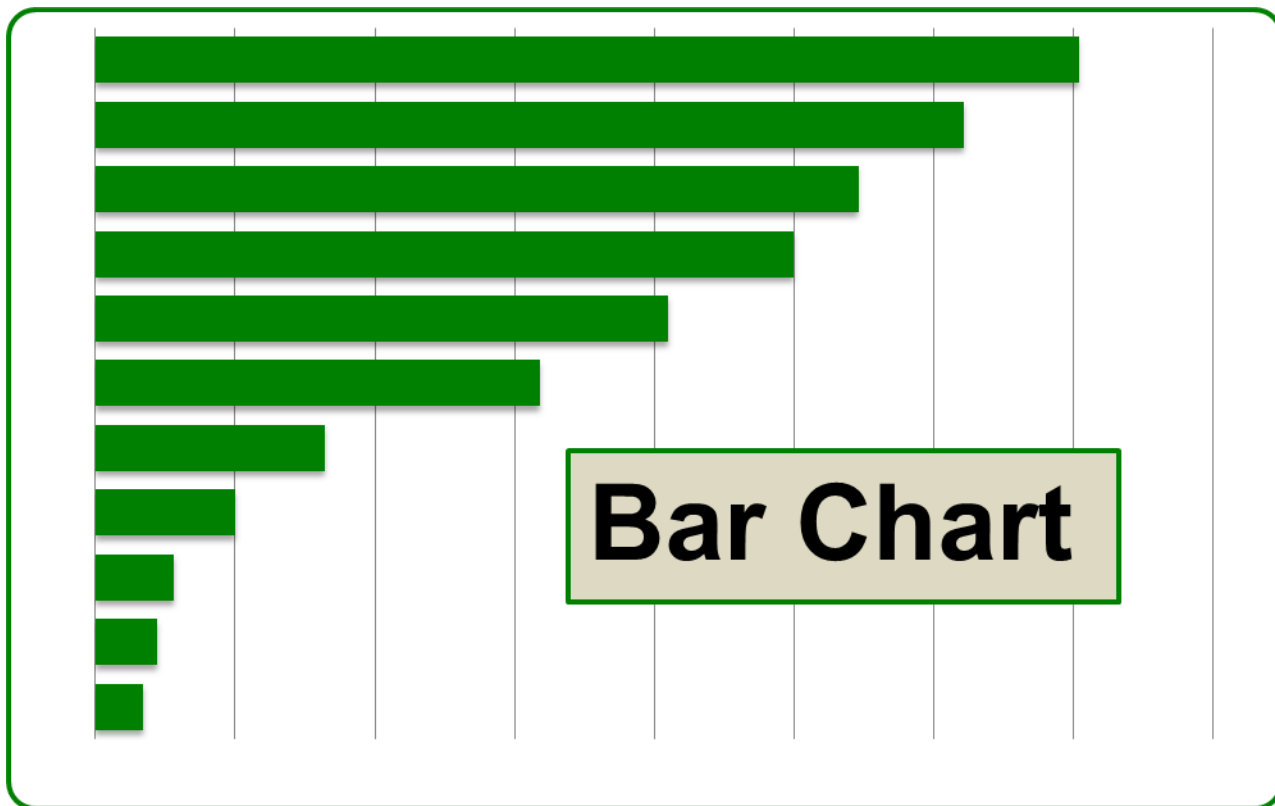
### Education Level

	Purchased Ammunition			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of people who reported buying AMMUNITION last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Rifle ammunition				
Shotgun ammunition				
Handgun ammunition				
Air rifle pellets				
Other ammunition				
Total				

*Responses are multiple selection and can total over 100%*

Type of RIFLE AMMUNITION purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Centerfire				
Rimfire				
Other				
Total				

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**Caliber of RIFLE AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
5.56 cal				
17 cal				
204 Ruger				
22 cal				
22-250 cal				
223 cal				
243 cal				
270 Winchester				
270 WSM				
30 Carbine				
30-06 Springfield				
30-30 cal				
300 Rem Magnum				
300 Rem Ultra Magnum				
300 Savage				
300 WSM				
300 Weatherby Magnum				
300 Win Mag				
303 British				
308 cal				
32 Win Special				
35 Remington				
375 H&H Magnum				
416 Rem Magnum				
416 Rigby				
44 Rem				
458 Win Magnum				
470 Nitro Express				
7 mm Mauser				
7 mm WSM				
7 mm-08				
7 62x39 Soviet				
7mm Remington Mag				
8 mm Mausar				
9 mm				
Not sure				
Other				
270 Winchester				
Total				

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**Number of boxes of RIFLE AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 or more				
Total				

**Brand of RIFLE AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
American Eagle				
Aquila				
Black Hills				
Blazer				
CCI				
Eley				
Federal (including Fusion)				
Hornady				
Lapua				
PMC				
Remington				
RWS				
Savage Arms				
Speer				
Winchester (including SuperX, Supreme, USA)				
Wolf				
Other				
Not sure				
Sierra				
Total				

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**Cost of RIFLE AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$5				
\$6 to \$10				
\$11 to \$15				
\$16 to \$20				
\$21 to \$25				
\$26 to \$30				
\$31 to \$35				
\$36 to \$40				
Over \$40				
Not sure				
Total				
Avg. Amount Spent				

\*Prior to November 2012, the price categories included "Over \$25".  
Categories marked with an asterisk are not available.

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Type of SHOTGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Lead shot				
Non-lead shot				
Other				
Total				

**Gauge of SHOTGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
12 gauge				
16 gauge				
20 gauge				
28 gauge				
410 gauge				
Other				
Not sure				
Total				

**Number of boxes of SHOTGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 or more				
Total				

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**Brand of SHOTGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bismuth				
Estate				
Federal				
Fiocchi				
Hevi-Shot				
Kent				
PMC				
Remington				
RIO				
Winchester				
Wolf				
Other				
Not sure				
Total				

**Cost of SHOTGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$5				
\$6 to \$10				
\$11 to \$15				
\$16 to \$20				
\$21 to \$25				
\$26 to \$30				
\$31 to 35				
\$36 to \$40				
Over \$40				
Not sure				
Total				
Avg. amount spent				

\*Prior to November 2012, the price categories included "Over \$25".  
Categories marked with an asterisk are not available.

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Type of HANDGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Rimfire				
Centerfire				
Other				
Total				

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**Caliber of HANDGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
22 cal				
32 cal				
38 cal				
40 S&W				
44 cal				
45 auto				
357 cal				
9mm				
Other				
Not sure				
380 cal				
Total				

**Number of boxes of HANDGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 or more				
Total				

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**Brand of HANDGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
American Eagle				
Aquila				
Black Hills				
Blazer				
CCI				
CorBon				
Eley				
Federal (including Fusion)				
Fiocchi				
Hornady				
Herters				
Lapua				
Magtech				
PMC				
RWS				
Remington				
SK				
Sellier and Belloit				
Speer				
Ultramax				
Winchester (including SuperX, Supreme, USA)				
Wolf				
Not sure				
Other				
Sierra				
Total				

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**Cost of HANDGUN AMMUNITION purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$5				
\$6 to \$10				
\$11 to \$15				
\$16 to \$20				
\$21 to \$25				
\$26 to \$30				
\$31 to \$35				
\$36 to \$40				
Over \$40				
Not sure				
Total				
Avg. Amount Spent				

\*Prior to November 2012, the price categories included "Over \$25".  
Categories marked with an asterisk are not available.

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Blackpowder and Supplies

### Age of Respondents

	Purchased Blackpowder and Supplies			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

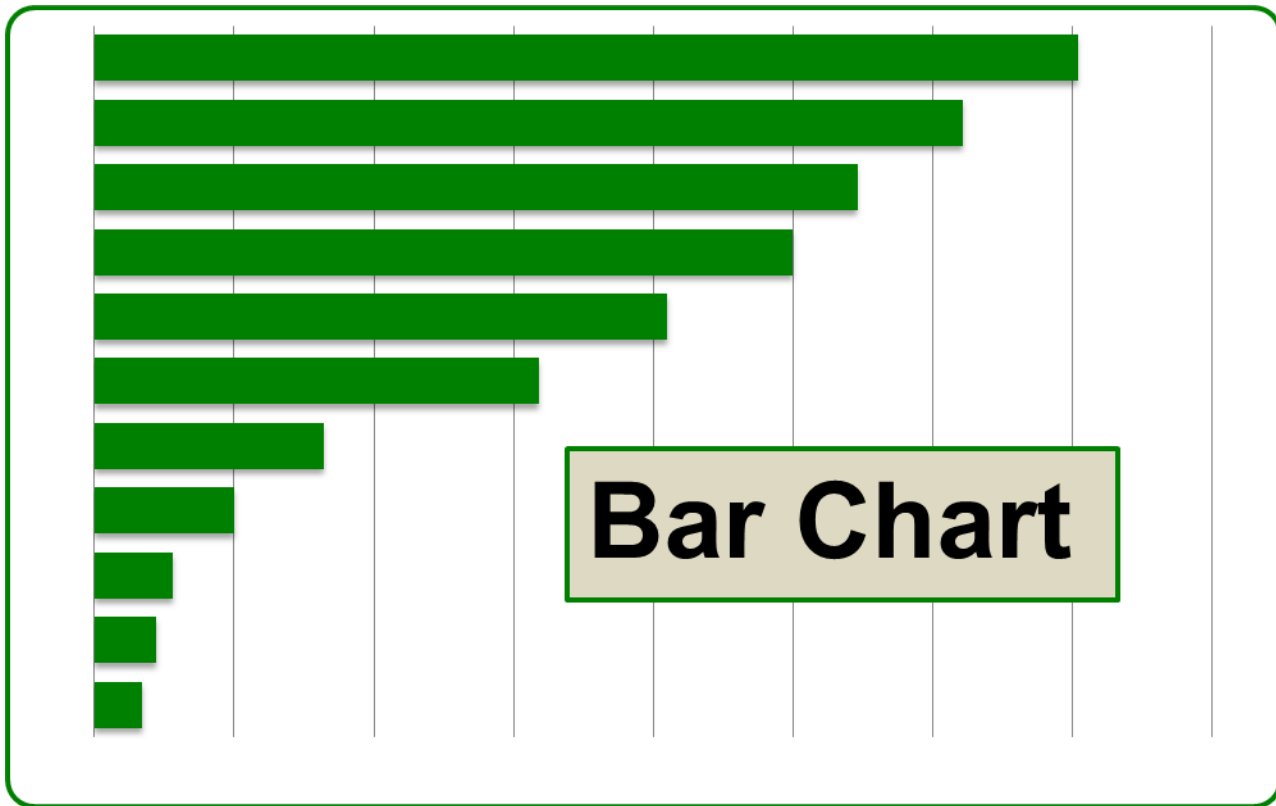
	Purchased Blackpowder and Supplies			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

	Purchased Blackpowder and Supplies			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

**CONFIDENTIAL:**

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Of people who reported buying BLACKPOWDER and SUPPLIES last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Propellant or powder				
Bullets, balls, shot				
Patches				
Cleaning supplies				
Solvent				
Powder measure				
Breech plug wrench				
Primers				
Flints				
Ball puller				
Speed loader				
Breech plug or nipple				
Other black powder supplies				
None				
Total				

*Responses are multiple selection and can total over 100%*

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**Brand of PROPELLANT or POWDER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Alliant				
Goex				
Hodgdon				
Pyrodex				
American Pioneer Powder				
Shockkeys Gold				
Other				
Not sure				
Total				

**Cost of PROPELLANT or POWDER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where PROPELLANT or POWDER was purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

**Brand of BALLS, BULLETS, or SHOT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Hornady				
Knight				
Thompson				
Nosler				
Barnes				
CVA				
Powerbelt				
Fusion				
Speer				
Swift				
Winchester				
Other				
Not sure				
Total				

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**Cost of BALLS, BULLETS, or SHOT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Cost of PATCHES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where PATCHES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Cost of BLACKPOWDER CLEANING SUPPLIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Cost of BLACKPOWDER SOLVENT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BLACKPOWDER SOLVENT was purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of BLACKPOWDER MEASURES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BLACKPOWDER MEASURES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of BLACKPOWDER PLUG WRENCHES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of BLACKPOWDER PRIMERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BLACKPOWDER PRIMERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of BLACKPOWDER FLINTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BLACKPOWDER FLINTS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of BLACKPOWDER BALL PULLERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BLACKPOWDER BALL PULLERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of BLACKPOWDER SPEED LOADERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg.amount spent				

**Types of stores where BLACKPOWDER SPEED LOADERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of BLACKPOWDER BREECH PLUGS or NIPPLES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Bowhunting or Archery Equipment

### Age of Respondents

	Purchased Bowhunting or Archery Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Bowhunting or Archery Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

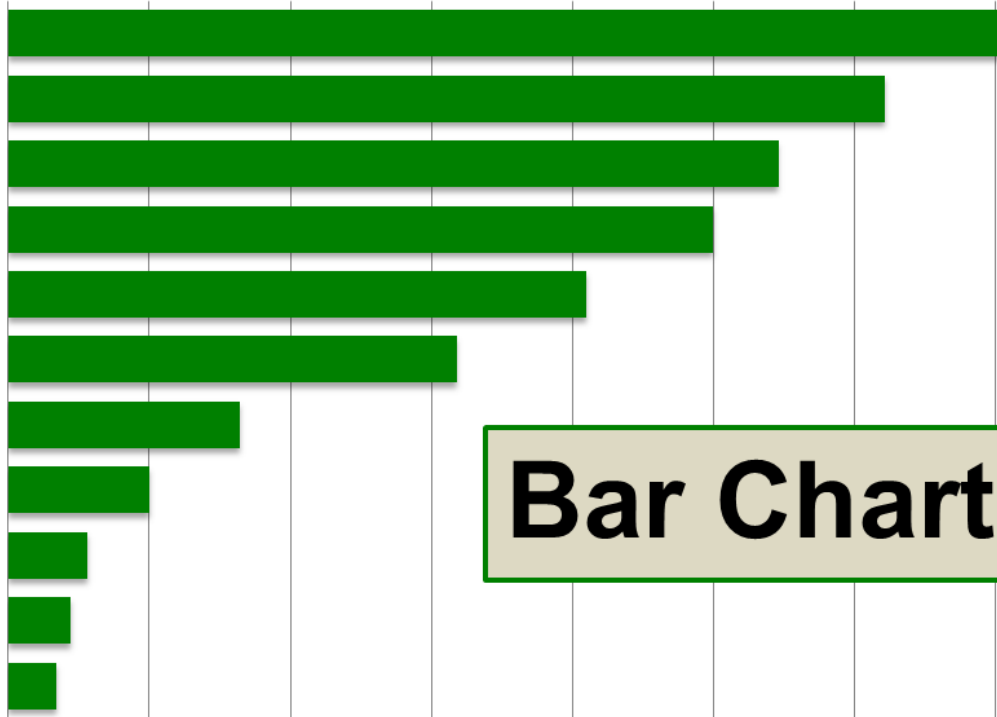
### Education Level

	Purchased Bowhunting or Archery Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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**Bar Chart**

Of people who reported buying BOWHUNTING or ARCHERY EQUIPMENT last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bows				
Arrows				
Crossbows				
Fletching & other arrow components				
Broadheads				
Releases, tabs				
Pin, peepsites				
Silencers				
Stabilizers				
Arm guards				
Quivers				
Rests				
Targets				
Strings & accessories				
Bow case				
Sights				
Bow Stand				
Other archery equipment				
Not sure				
Total				

*Responses are multiple selection and can total over 100%*

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**Type of BOWS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Compound				
Long bow				
Recurve				
Other				
Total				

**Brand of BOWS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Abott				
Barnett				
Bear				
BowTech				
Browning				
Elite				
Excalibur				
Horton				
Hoyt				
Limbsaver				
Martin				
Matthews				
Mission				
PSE				
Parker				
Ross				
Tenpoint				
Not sure				
Other				
Custom made				
American Archery				
Darton				
Diamond				
G5				
Strother				
Hydronic				
Black Widow				
Total				

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**Cost of BOWS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. amount spent				

**Types of stores where BOWS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of ARROWS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Berman				
Cabela brand				
Carbon Express				
Easton				
Gold Tip				
PSE				
Not sure				
Other				
Total				

**Cost of ARROWS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where ARROWS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of FLETCHING purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
AAE				
Berman				
Bi-Delta				
Blazer				
Bohning				
Burnt Coyote				
Cabelas				
Duravane				
Easton				
Extreme				
Fusion				
LumenokTruGlo				
NAP				
QuickSpin				
Trueflight				
Vanetec				
Not sure				
Other				
Total				

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**Cost of FLETCHING purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where FLETCHING was purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of BROADHEADS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Crimson Talon				
Easton				
G5				
Horton				
Magnus				
Muzzy				
NAP				
Rage				
Rocket				
Slick Trick				
Steel Force				
Thunderhead				
Not sure				
Other				
Carbon Express				
Total				

**Cost of BROADHEADS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where BROADHEADS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of RELEASES, TABS and RELATED ITEMS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabelas				
Carter				
Cobra				
Copper John				
Fletcher				
Free Flight				
Neet				
Primos				
Pro Release				
Scott Archery				
T R U				
Tru-Fire				
Tru Glo				
Winn				
Not sure				
Other				
Total				

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**Cost of RELEASES, TABS and RELATED ITEMS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of PEEPSITES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabelas				
Cobra				
Copper John				
Extreme				
Fletcher				
HHA				
PSE				
SpotHogg				
Sword				
TruGlo				
Not sure				
Other				
Total				

**Cost of PEEPSITES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where PEEPSITES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of SILENCERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Allen				
Bear				
Bowjax				
Cabelas				
Diamond				
Fuse				
Hoyt				
Limbsaver				
Octane				
PSE				
Simms				
other				
not sure				
Total				

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**Cost of SILENCERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where SILENCERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of STABILIZERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cobra				
Doinker				
Fuse				
Limb Saver				
N A P				
Octane				
Trophy Ridge				
Tru-Glow				
Vibracheck				
Not sure				
Other				
Total				

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**Cost of STABILIZERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

**Types of stores where STABILIZERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of ARM GUARDS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Buck Wing				
Cobra				
Gander Mountain				
Neet				
Primos				
Saunders				
Tarantula				
Team Realtree				
Vista				
Not sure				
Other				
Total				

**Cost of ARM GUARDS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where ARM GUARDS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of QUIVERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Apex				
Bohning				
Easton				
Excaliber				
Fuse				
Hoyt				
Kwikkee				
Mathews				
Neet				
Octane				
PSE				
Trophy Ridge				
Not sure				
Other				
Gander Mountain				
G5				
Ghost				
Thunder Boa				
Tru-Glo				
Total				

**Cost of QUIVERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent.				

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**Types of stores where QUIVERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of RESTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bodoodle				
Copper John				
Carolina Archery				
Golden Key				
NAP				
Qad				
QuickTune				
Ripcord				
Trophy Ridge				
Trophy Taker				
Other				
Not sure				
Total				

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**Cost of RESTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. amount spent				

**Types of stores where RESTS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of ARCHERY TARGETS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Birchwood/Casey				
Blackhole				
Buckmaster				
Bulldog				
Cabelas				
Champion				
Delta				
Gander Mountain				
Glendel				
McKenzie				
Morrell				
Redhead				
Reinhart				
The Block				
Yellow Jacket				
Not sure				
Other				
Hybrid King				
Shooter Buck				
Main Archery				
Total				

**Cost of ARCHERY TARGETS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where ARCHERY TARGETS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Cost of STRINGS AND ACCESSORIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where STRINGS AND ACCESSORIES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of BOW CASES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Allen				
Boyt				
Cabelas				
Doskocil				
Excaliber				
Flambeau				
Plano (including BowGuard)				
SKB				
Vanguard				
Not sure				
Other				
Scent-lok				
Black Creek				
Total				

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**Cost of BOW CASES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. amount spent				

**Types of stores where BOW CASES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of ARCHERY SIGHTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Apex				
Black Gold				
Cabelas				
Cobra				
Fletcher				
G5				
HHA				
HME				
Hind Sight				
Hot Dot				
Octane				
Pro Hunter				
RAD				
Redhawk				
Rheostat				
Spot Hogg				
Square Block				
Talon				
Team Extreme				
Toxonics				
Trophy Ridge				
Truglo				
Not sure				
Other				
TRU Ball				
Sword				
IQ Bowsight				
Copper John				
CBE				
Total				

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**Cost of ARCHERY SIGHTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$40				
\$40.01 to \$60				
\$60.01 to \$80				
\$80.01 to \$100				
\$100.01 to \$200				
\$200.01 to \$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where ARCHERY SIGHTS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of BOW STANDS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ameristep				
Big Game				
Delta				
Gorilla				
HME				
HSS				
Iron Talon				
Lone Wolf				
Millennium				
Primos				
Realtree				
Rivers Edge				
Shadow				
Summit				
Treestand				
Western				
Not sure				
Other				
My Bow Buddy				
Total				

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**Cost of BOW STANDS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$40				
\$40.01 to \$60				
\$60.01 to \$80				
\$80.01 to \$100				
\$100.01 to \$200				
\$200.01 to \$500				
Over \$500				
Not sure				
Total				
Avg. amount spent				

**Types of stores where BOW STANDS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Decoys and Game Calls

### Age of Respondents

	Purchased Decoys or Game Calls			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Decoys or Game Calls			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

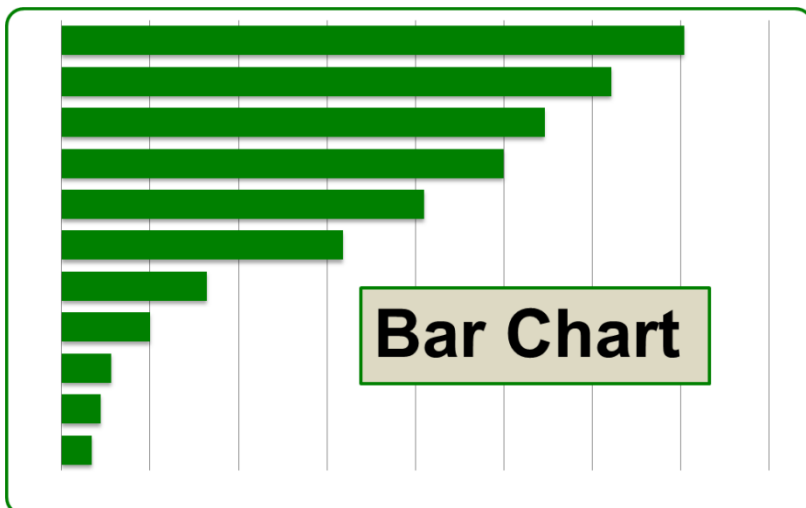
### Education Level

	Purchased Decoys or Game Calls			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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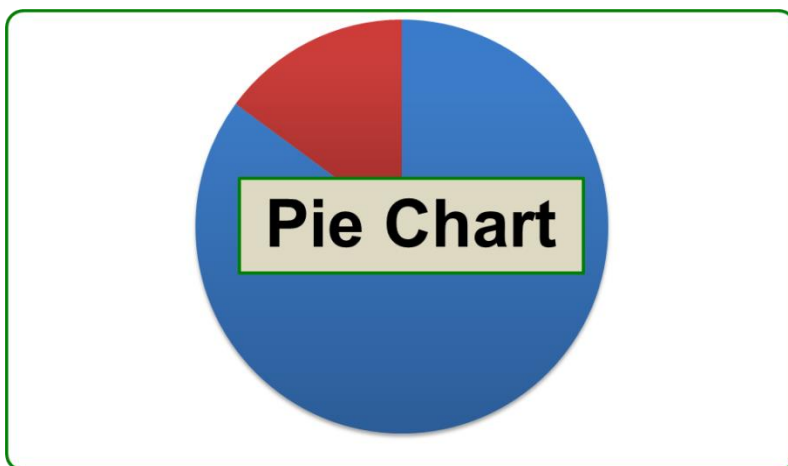
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Of people who reported buying DECOYS or GAME CALLS last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Game call				
Decoy				
None				
Total				

*Responses are multiple selection and can total over 100%*



Type of DECOYS purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Waterfowl				
Turkey				
Big game				
Other				
Total				

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**Brand of DECOYS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Avery				
Bass Pro Shops/Redhead				
Big Foot				
Cabelas				
Carry-Lite				
Edge				
Featherlite				
Final Approach				
Flambeau				
Greenhead				
Higdon				
Mojo				
Montana				
Primos				
Renzo				
Not sure				
Other				
Total				

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**Cost of DECOYS purchased**

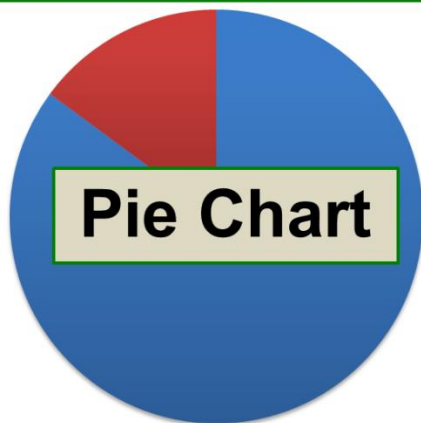
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

**Types of stores where DECOYS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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Type of GAME CALLS purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Waterfowl				
Turkey				
Big game				
Other				
Total				

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**Brand of GAME CALLS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Buck Gardner				
Carlton				
Cass Creek				
Duck Commander				
Echo				
Expedite				
Fleet Farm				
Flextone				
Foiles				
Fox Pro				
H S Strut				
Haydel				
Hunters Specialties				
Johnny Stewart				
Kanati tech				
Knight & Hale				
Lohman				
Lynch				
MAD				
Primos				
Redhead				
Quaker Boy				
Rich n Tone				
Sean Mann				
Stanley Scrugg				
Western Rivers				
Woodhaven				
Zink				
Not sure				
Other				
Total				

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**Cost of GAME CALLS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. amount spent				

**Types of stores where GAME CALLS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Hand-loading Equipment

### Age of Respondents

	Purchased Hand Loading Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Hand Loading Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

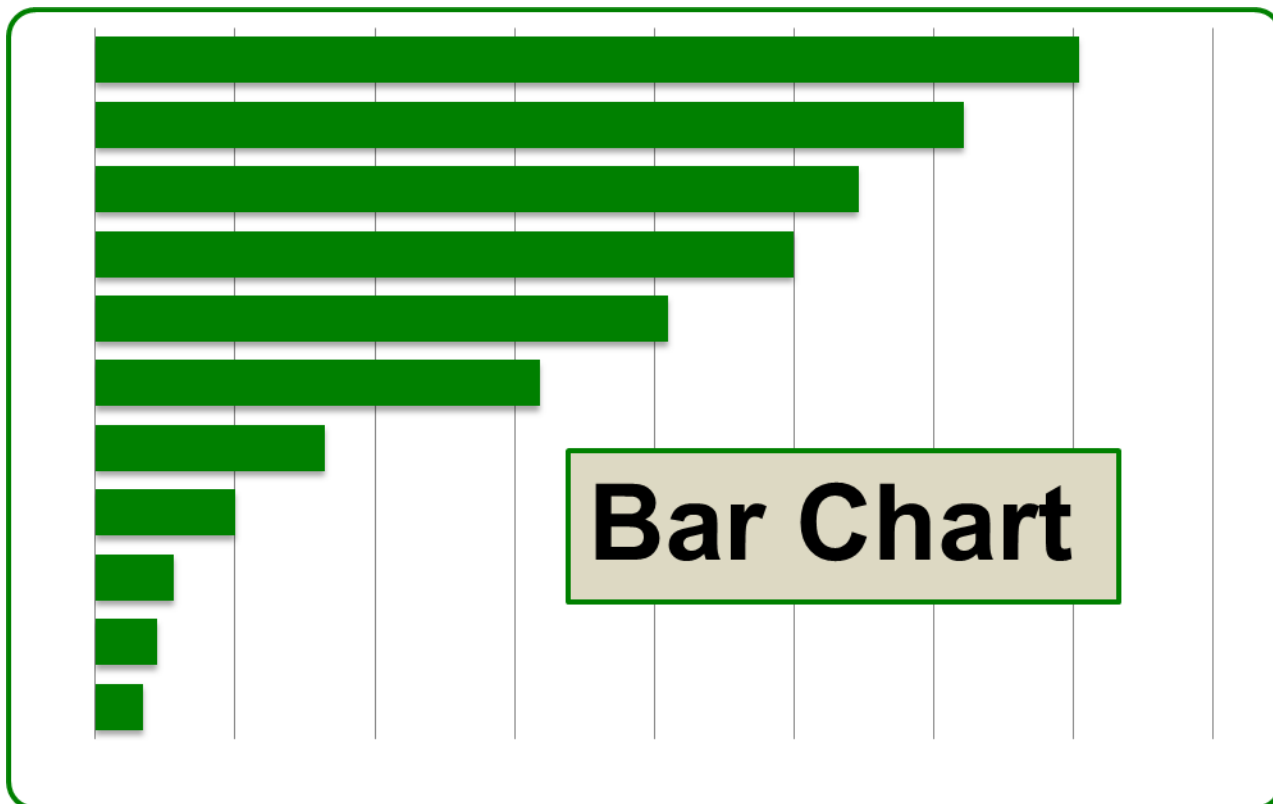
	Purchased Hand Loading Equipment			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of people who reported buying HAND LOADING EQUIPMENT last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Presses				
Dies				
Reloading tools				
Reloading components (brass shell cases, bullets, powder, shotshell hulls or wads,shot)				
Bullet mold				
Other handloading tools				
Total				

*Responses are multiple selection and can total over 100%*

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**Brand of PRESSES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Dillon				
Hornady				
Lee Precision				
Lyman				
MEC				
RCBS				
Redding				
Not sure				
Other				
Total				

**Cost of PRESSES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where PRESSES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of DIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Dillon				
Hornady				
Lee Precision				
Lyman				
MEC				
RCBS				
Redding				
Not sure				
Other				
Total				

**Cost of DIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. amount spent				

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**Types of stores where DIES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of RELOADING TOOLS and ACCESSORIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Cabelas				
Dillon				
Federal				
Forster				
Hornady				
Lee Precision				
Lyman				
MEC				
RCBS				
Redding				
Not sure				
Other				
Total				

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**Cost of RELOADING TOOLS and ACCESSORIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

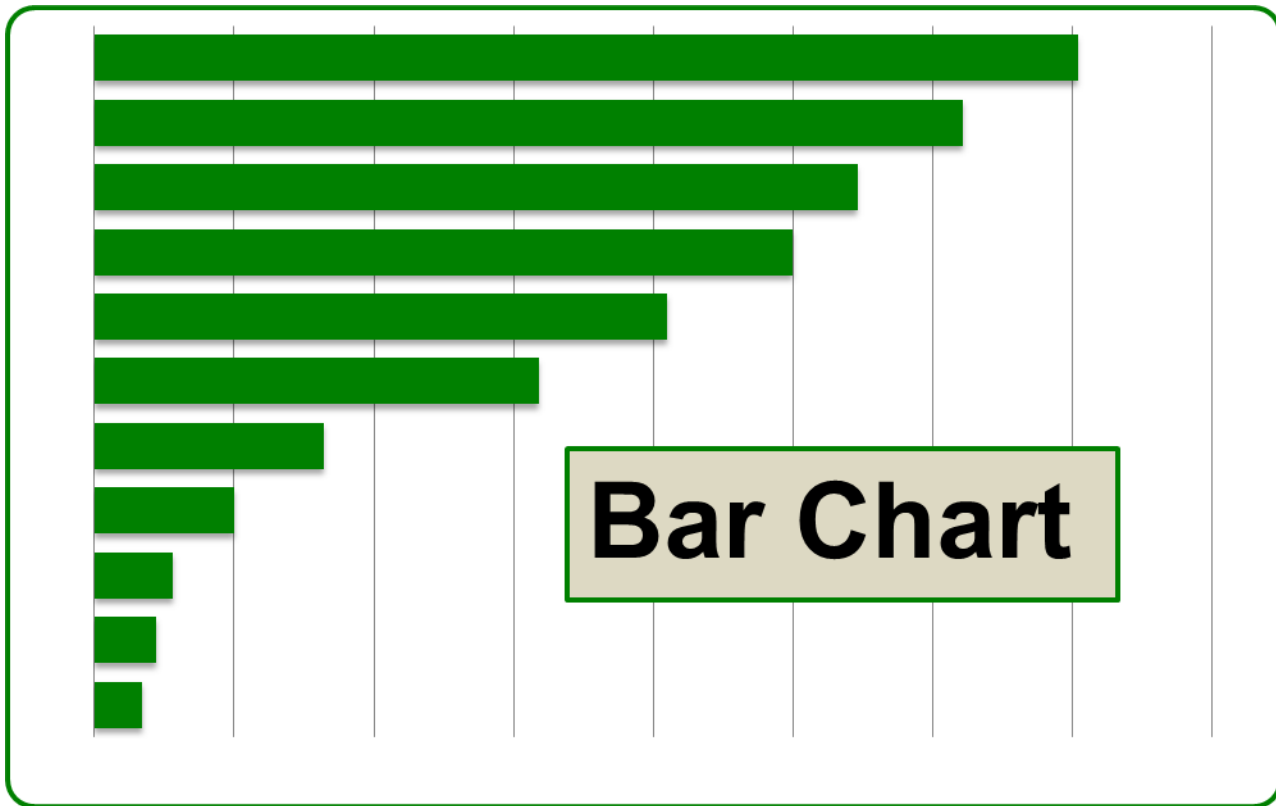
**Types of stores where RELOADING TOOLS and ACCESSORIES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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Of people who reported buying RELOADING COMPONENTS last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Brass shell cases				
Bullets				
Primers				
Powder				
Shotshell hulls				
Shotshell wads				
Shot				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**Brand of RELOADING BRASS SHELL CASES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Barnes				
Black Hills Shooter Supply				
Federal				
Hornady				
Lake City				
Lapua				
Magtech				
Norma				
Nosler				
Remington				
Starline				
Weatherby				
Winchester				
Not sure				
Other				
Sierra				
Prvi Partizan				
Previously Fired/Mixed				
Total				

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**Cost of RELOADING BRASS SHELL CASES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Number of RELOADING BULLET boxes purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 or more				
Total				

**Brand of RELOADING BULLETS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Barnes				
Black Hills Shooter Supply				
Federal				
Hornady				
Lake City				
Lapua				
Magtech				
Norma				
Nosler				
Remington				
Starline				
Weatherby				
Winchester				
Not sure				
Other				
Sierra				
Total				

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**Cost of RELOADING BULLETS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where RELOADING BULLETS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of RELOADING PRIMER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Remington				
Federal				
Winchester				
CCI				
Magtech				
Not sure				
Other				
Total				

**Cost of RELOADING PRIMER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. amount spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of RELOADING POWDER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Accurate				
Alliant				
Hodgdon				
IMR				
Ramshot				
Vhita Vouri				
Winchester				
Not sure				
Other				
Total				

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**Cost of RELOADING POWDER purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg amount spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of SHOTSHELL HULLS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ballistic				
BPI				
Federal				
Fiocchi				
Magtech				
Remington				
Winchester				
Other				
Not sure				
Rio				
Total				

**Cost of SHOTSHELL HULLS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg amount spent				

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**Types of stores where SHOTSHELL HULLS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Brand of SHOTSHELL WADS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ballistic				
BPI				
BlueBuster				
Claybuster				
Downranges				
Duster				
Federal				
Remington				
Winchester				
Other				
Not sure				
Total				

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**Cost of SHOTSHELL WADS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where SHOTSHELL WADS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of SHOT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Claybuster				
Eagle				
Federal				
Lawrence				
North West				
Remington				
West Coast				
Western Powders				
Winchester				
Not sure				
Other				
Eagle				
Homady				
Star				
Welder				
Total				

**Cost of SHOT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg amount spent				

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**Types of stores where SHOT was purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Optics (Scopes, Binoculars, Spotting Scopes, Range Finders, Sighting Devices, Accessories)

### Age of Respondents

	Purchased Optics			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

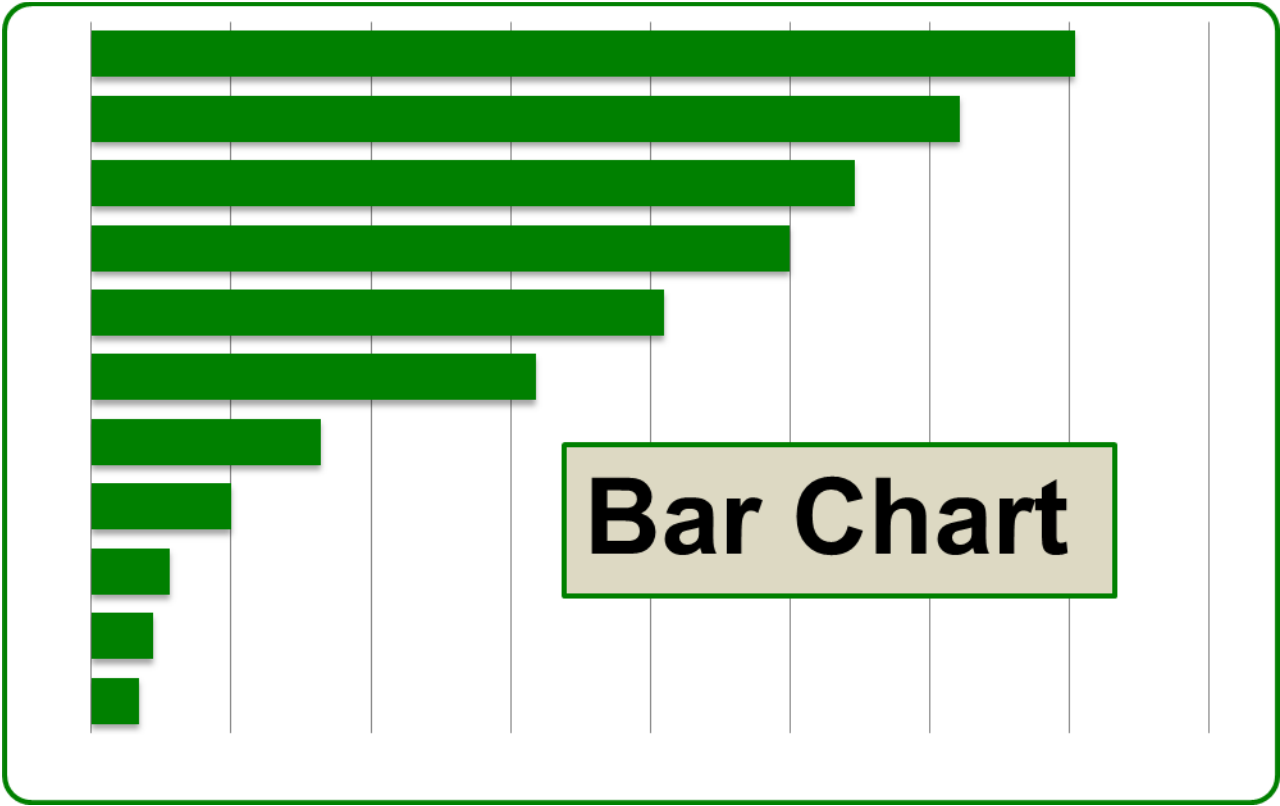
	Purchased Optics			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

### Education Level

	Purchased Optics			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

**CONFIDENTIAL:**

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Of people who reported buying OPTICS last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Scopes				
Scope accessories				
Binoculars				
Spotting scopes				
Range finders				
Sighting-In devices				
Optics accessories (except gun scopes)				
Sights (laser, dot, etc)				
Other				
Total				

Responses are multiple selection and can total over 100%. Question changed in Jan 2012 and is unavailable for 2011.

**Percent of SCOPES that were purchased along with other firearms**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Scope w/ Rifle				
Scope w/ Shotgun				
Scope w/ Muzzleloader				
Scope w/ Handgun				
Scope w/ Combination Gun				
Scope w/ Air Rifle				
Scope w/ Compound Bow				
Total				

**Of people who reported buying SCOPES last two months, they purchased:**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Rifle scope				
Handgun scope				
Shotgun scope				
Other scope				
Muzzleloader scope				
Crossbow Scope				
Air Rifle Scope				
Total				

**CONFIDENTIAL:**

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**Brand of SCOPES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
ATN				
AimPoint				
BSA				
Barska				
Bausch and Lomb				
Burris				
Bushnell				
Cabelas				
Center Point				
EOTech				
Leapers				
Leupold				
Meade				
Nikon				
Pentax				
Redfield				
Redhead				
Scheels				
Sightron				
Simmons				
Swarovski				
Tasco				
Trijicon				
TruGlo				
Weaver				
Yukon				
Zeiss				
Not sure				
Other				
Banner				
Total				

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**Cost of SCOPES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where SCOPES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

**CONFIDENTIAL:**

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Of people who reported buying SCOPE ACCESSORIES last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Rifle scope accessories				
Shotgun scope accessories				
Handgun scope accessories				
Other scope accessories				
Total				

Brand of SCOPE ACCESSORIES purchased

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
AimTec				
B-Square				
Bushnell				
Burris				
Butler Creek				
Kwi-Site				
Leupold				
Millet				
Opticland				
Redfield				
Talley				
Tasco				
Thompson Center				
Weaver				
Other				
Not sure				
Total				

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**Cost of SCOPE ACCESSORIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0 to \$100				
\$100 to \$250				
\$250 to \$500				
\$500 to \$750				
\$750 to \$1,000				
\$1,000 to \$2,500				
\$2,500 to \$5,000				
\$5,000 to \$10,000				
Over \$10,000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where SCOPE ACCESSORIES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

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**Brand of BINOCULARS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Alpen				
Barska				
Bruton				
Burris				
Bushnell				
Cabelas				
Fujinon				
Leica				
Leupold				
Minox				
Nikon				
Nitrex				
Pentax				
Sightron				
Simmons				
Steiner				
Swarovski				
Tasco				
Weaver				
Zeiss				
Not sure				
Other				
Redfield				
Vortex				
Meopta				
NCStar				
Redhead				
Vanguard				
Total				

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**Cost of BINOCULARS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg amount spent				

**Types of stores where BINOCULARS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of SPOTTING SCOPES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Barska				
Burris				
Bushnell				
Fujinon				
Leupold				
Meade				
Nikon				
Nitrex				
Pentax				
Simmons				
Swarovski				
Tasco				
Weaver				
Zeiss				
Not sure				
Other				
Redfield				
Bushmaster				
Kopus				
Vortex				
Celestron				
Gordon				
Sightron				
Vanguard				
Total				

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**Cost of SPOTTING SCOPES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. amount spent				

**Types of stores where SPOTTING SCOPES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Brand of RANGE FINDERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bushnell				
Cabelas				
Leica				
Leupold				
Nikon				
Simmons				
Swarovski				
Zeiss				
Not sure				
Other				
Redfield				
Total				

**Cost of RANGE FINDERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg amount spent				

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**Types of stores where RANGE FINDERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of SIGHTING-IN DEVICES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
BSA				
Burris				
Bushnell				
Cabelas				
LaserMax				
Leica				
Leupold				
Nikon				
Pine Ridge				
Simmons				
Swift				
Tasco				
TruGlo				
Not sure				
Other				
Firefield				
Laserlyte				
SightMark				
Sight-rite				
Site Lite				
AimShot				
NCStar				
Osprey				
Total				

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**Cost of SIGHTING-IN DEVICES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where SIGHTING-IN DEVICES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of OPTICS ACCESSORIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
B-Square				
Burris				
Cabelas				
Crooked Horn				
DNZ				
Laserlyte				
Leupold				
Millett				
Tally				
Tasco				
Tenpoint				
Warne				
Weaver				
Not sure				
Other				
Total				

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**Cost of OPTICS ACCESSORIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where OPTICS ACCESSORIES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Type of OPTIC SIGHTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Laser (beam)				
Dot				
Fiber optic				
Other				
Total				

**Brand of OPTIC SIGHTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
AirForce				
BSA				
Barska				
Brite-site				
Browning				
Bushnell				
Cabelas				
Crosman				
Durabright				
EOTech				
Easy Hit				
HHA				
HiViz				
LaserLyte				
Leapers				
Marbles				
Osprey				
RedHead				
Reflex				
Remington				
Trijicon				
TruGlo				
UTG				
Warren				
Williams				
Not sure				
Other				
Vridian				
Total				

**CONFIDENTIAL:**

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**Cost of OPTIC SIGHTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where OPTIC SIGHTS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Hunting Apparel

### Age of Respondents

	Purchased Hunting Apparel			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Hunting Apparel			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

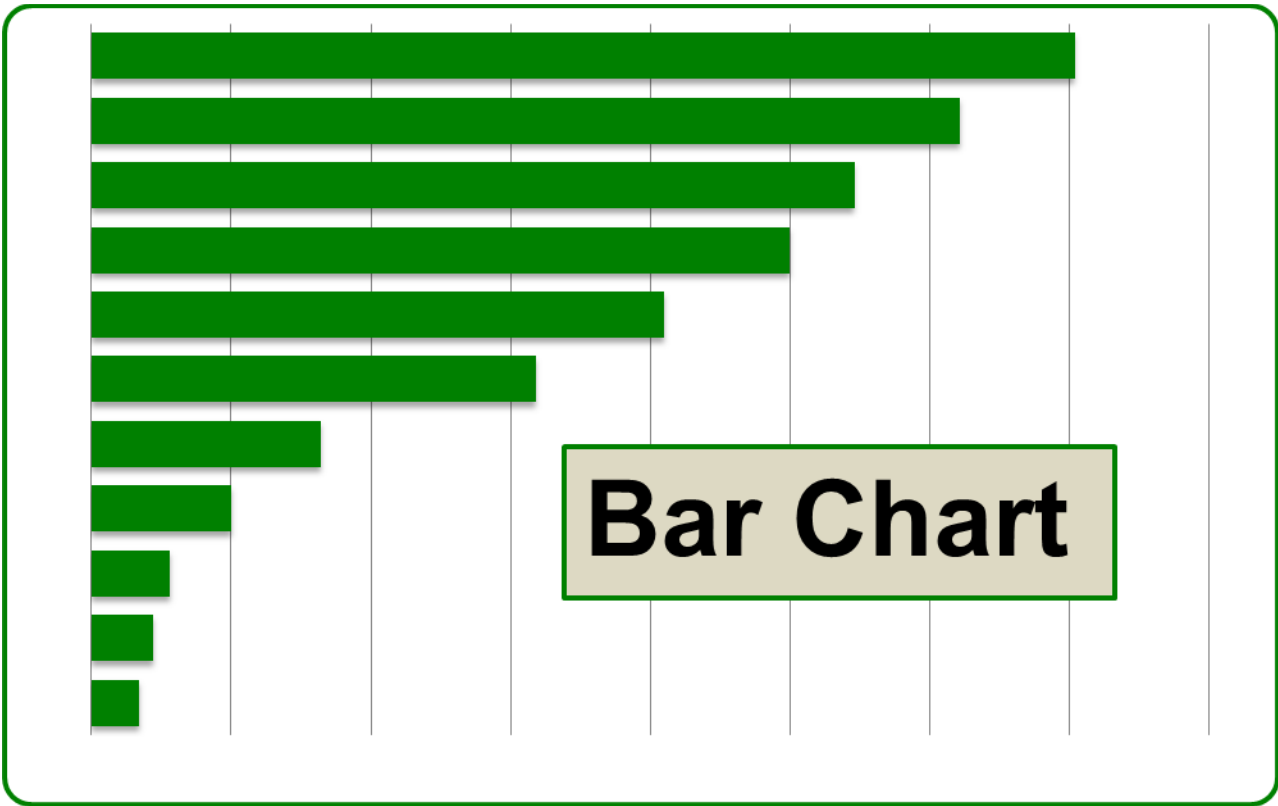
### Education Level

	Purchased Hunting Apparel			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Blaze orange clothing				
Camouflage clothing				
Shooting vest or game vest (not blaze orange)				
Boots				
Head gear				
Undergarments or thermal underwear				
Gloves				
Coveralls				
Hunting socks				
Chest waders				
Chaps				
None				
Other				
Total				

Responses are multiple selection and can total over 100%



**Type of BLAZE ORANGE APPAREL purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Jacket				
Vest				
Hat				
Shirt				
Other				
Total				

**Brand of BLAZE ORANGE APPAREL purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Advantage				
Bass Pro/Redhead				
Browning				
Buckmasters				
Cabelas				
Columbia				
Filson				
Gamehide				
Gander Mountain				
Mossy Oak				
Orvis				
Prois				
Primos				
Realtree				
Remington				
Stearns				
Walls				
Not sure				
Other				
Boyt				
Duluth				
Total				

**CONFIDENTIAL:**

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**Cost of BLAZE ORANGE APPAREL purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BLAZE ORANGE APPAREL were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Type of CAMOUFLAGE CLOTHING purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Raingear				
Pants				
Shirts				
Jackets				
Vests				
Total				

**Brand of CAMOUFLAGE CLOTHING purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Advantage/Real Tree				
Browning				
Cabelas brand				
Columbia				
Field and Stream				
Mossy Oak				
Redhead				
Scent Lok				
Stearns				
Walls				
Wrangler				
Not sure				
Other				
Total				

**CONFIDENTIAL:**

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**Cost of CAMOUFLAGE CLOTHING purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of SHOOTING VESTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops brand				
Bob Allen				
Browning				
Cabelas brand				
Field & Stream				
Filson				
Gander Mountain				
LL Bean				
Master Sportsman				
Mossy Oak				
Primos				
Remington				
Shoot the Moon				
Not sure				
Other				
Whitewater				
Avery				
Drake Waterfowl				
Delta				
Hunters Specialties				
Russel Outdoors				
Total				

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**Cost of SHOOTING VESTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where SHOOTING VESTS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of BOOTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops				
Brahma				
Browning				
Cabelas				
Columbia				
Danner				
Field & Stream				
Golden Retriever				
Guide Gear				
Herman Survivors				
ITASCA				
Irish Setter				
Lacrosse				
Muck				
Redhead				
Rocky				
Wolverine				
Not sure				
Other				
Scent Blocker				
Bogs				
Red Wing				
Merrell				
Total				

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**Cost of BOOTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$10				
\$11 to \$20				
\$21 to \$30				
\$31 to \$40				
\$41 to \$50				
\$51 to \$75				
\$76 to \$100				
\$101 to \$250				
\$251 to \$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BOOTS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of HEAD GEAR purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Advantage				
Avery				
Bass Pro				
Browning				
Buck Wear				
Cabelas brand				
Carhartt				
Columbia				
Gamehide				
Gander Mountain				
Mossy Oak				
Outdoor Research				
Primos				
Realtree				
Redhead				
Remington				
Scent Blocker				
Scent Lok				
Sitka Gear				
Stearns				
Under Armour				
Walls				
Winchester				
Not sure				
Other				
Tru-Spec				
Drake				
Final Approach				
Game Guard				
Hunters Specialties				
Natural Gear				
Total				

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**Cost of HEAD GEAR purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where HEAD GEAR was purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of UNDERGARMENTS and THERMAL UNDERWEAR purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro / Redhead				
Cabelas				
Duofold				
Kings				
LL Bean				
Mossy Oak				
Polar Tec				
Remington				
Rocky				
Scent Blocker				
Scent Shield				
Scent Lok				
Under Armour				
Woolpower				
Not sure				
Other				
Sika				
Russel				
Total				

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**Cost of UNDERGARMENTS and THERMAL UNDERWEAR purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where UNDERGARMENTS and THERMAL UNDERWEAR were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of GLOVES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shop brand				
Bob Allen				
Browning				
Cabelas				
Carhartt				
Gander Mountain				
Hunters Specialities				
Mossy Oak				
Outfitters Ridge				
Primos				
Redhead				
Remington				
Rocky				
Scent Lok				
Under Armour				
Winchester				
Not sure				
Other				
Whitewater				
Avery				
Sika				
Beretta				
Guide Gear				
Total				

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**Cost of GLOVES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where GLOVES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Cost of COVERALLS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where COVERALLS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of HUNTING SOCKS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where HUNTING SOCKS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Cost of CHEST WADERS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where CHEST WADERS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of CHAPS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where CHAPS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Hunting Accessories (including electronics, lighting, and tree stands)

### Age of Respondents

	Purchased Hunting Accessories			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Hunting Accessories			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

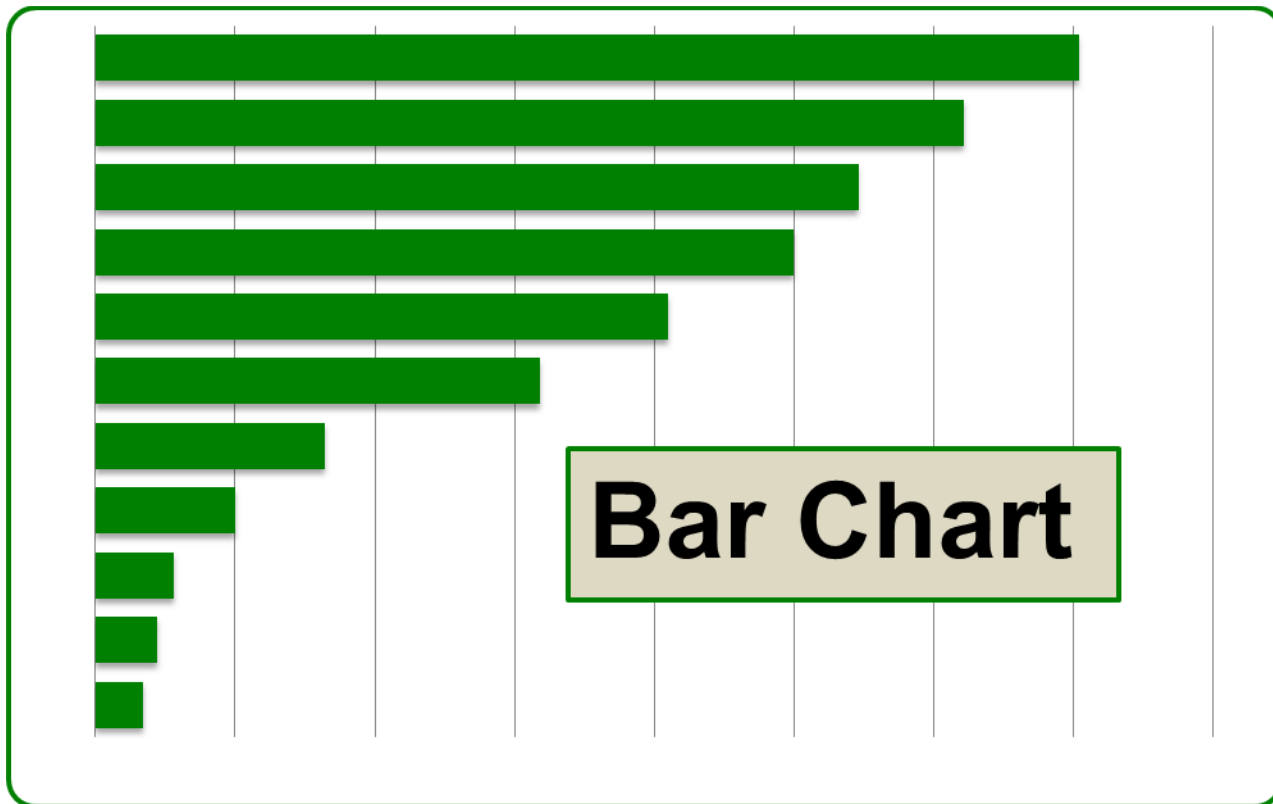
### Education Level

	Purchased Hunting Accessories			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of people who reported buying HUNTING ACCESSORIES last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bipods and shooting sticks				
GPS Devices				
2-Way radios				
Flashlights, lanterns, lighting devices				
Game cleaning supplies				
Food plot seed				
Game feeder				
Knives				
Scents, scent coverings, or eliminators				
Tree stands, blinds, tripods				
Trail camera, game camera				
None				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**Brand of BIPODS AND SHOOTING STICKS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Allen				
Bog Pod				
Cabelas				
Caldwell				
Gander Mountain				
Gorilla				
Harris				
Hoppes				
Levelick				
MTM				
Outers				
Primos				
Ram-Line				
Remington				
Shooters Ridge				
Stoney Point				
Vanguard				
Versa-Pod				
Winchester				
Not sure				
Other				
Ultrec				
Hunters Specialties				
SKS				
Leapers				
NCStar				
Total				

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**Cost of BIPODS AND SHOOTING STICKS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Brand of GPS DEVICES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bushnell				
Cabelas				
Cobra				
Cuddleback				
Garmin				
Humminbird				
Lowrance				
Magellan (including Explorist)				
Midland				
Motorola				
Moultrie				
Newcon				
Oregon Scientific				
Raymarine				
Stealth Cam				
Tri-tronics				
Uniden				
Not sure				
Other				
TomTom				
Total				

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**Cost of GPS DEVICES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where GPS DEVICES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of TWO-WAY RADIO purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bushnell				
Cabelas				
Cobra				
Cuddleback				
Garmin				
Humminbird				
Lowrance				
Magellan (including Explorist)				
Midland				
Motorola				
Moultrie				
Nikon				
Newcon				
Oregon Scientific				
Raymarine				
Stealth Cam				
Tri-tronics				
Uniden				
Not sure				
Other				
Total				

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**Cost of TWO-WAY RADIO purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where TWO-WAY RADIO were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Flashlight				
Lantern				
Other lighting device				
Headlamp				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Black & Decker				
Brinkman				
Browning				
Cabelas				
Coast				
Coleman				
Energizer				
EverReady				
Gander Mountain				
Gerber				
Insight				
MagLite				
Orion				
Primos				
Streamlight				
Sure Fire				
Not sure				
Other				
Fenix				
Pelican				
Ultrafire				
4Sevens				
Coleman				
Petzi				
Wiz				
Dorcy				
Peak				
Stanley				
Vector				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of GAME FEEDERS purchased**

	Dec 2012	ANNUAL 2012
American Hunter/Feeder Max		
Big Game Feeder		
Boss Buck		
Cabelas		
Capacity Capsule/Greatmark		
Day 6 Outdoors		
Flambeau/Kenco		
Game Country		
Gander Mountain		
Hunten Outdoors		
Hurd Outdoors		
Moultrie		
On Time		
Primos		
Spin Tech		
Wildgame Innovations		
Wildview		
Other		
Not sure		
Total		

**Cost of GAME FEEDERS purchased**

	Dec 2012	ANNUAL 2012
0 to \$20		
\$20 01 to \$30		
\$30 01 to \$40		
\$40 01 to \$50		
\$50 01 to \$60		
\$60 01 to \$70		
\$70 01 to \$80		
\$80 01 to \$90		
\$90 01 to \$100		
Over \$100		
Not sure		
Total		

**CONFIDENTIAL:**

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**Types of stores where GAME FEEDERS were purchased**

	Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain,		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (mom and pop shops)		
Printed Catalog (Bass Pro, Cabelas, etc)		
Website (Cabalas, Bass Pro, Craigslist, Ebay)		
Gun shows or expos		
Used		
Other		
Not sure		
Total		

**Brand of FOOD PLOT SEED purchased**

	Dec 2012	ANNUAL 2012
Antler King		
Cabelas		
Deer Creek Seed		
Evolved Harvest		
Hunters Speciality		
Mossy Oak Biologic		
Outfitters Choice		
Saddle Pro		
Tecomate		
Whitetail Institute		
Not sure		
Other		
Total		

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**Cost of FOOD PLOT SEED purchased**

	Dec 2012	ANNUAL 2012
0 to \$20		
\$20 01 to \$30		
\$30 01 to \$40		
\$40 01 to \$50		
\$50 01 to \$60		
\$60 01 to \$70		
\$70 01 to \$80		
\$80 01 to \$90		
\$90 01 to \$100		
Over \$100		
Not sure		
Total		

**Types of stores where FOOD PLOT SEED was purchased**

	Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain,		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (mom and pop shops)		
Printed Catalog (Bass Pro, Cabelas, etc)		
Website (Cabalas, Bass Pro, Craigslist, Ebay)		
Gun shows or expos		
Used		
Other		
Not sure		
Total		

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**Cost of GAME CLEANING SUPPLIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of KNIVES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops / Redhead				
Benchmade				
Bladetech				
Browning				
Buck				
Cabelas				
Case				
Cold Steel				
Columbia River				
Cutco				
Frost				
Gerber				
Hen and Rooster				
K-Bar				
Kershaw				
Knives of Alaska				
Leatherman				
Outdoor Edge				
Marbles				
Mossy Oak				
Puma				
Queen				
Rapala				
Remington				
Schrade				
SOG				
Smith & Wesson				
Tomahawk				
Winchester				
Other				
Not sure				
Western				
Broker				
Havalon				
Custom made				
Elk Ridge				
Grohmann				
Kimber				

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Rite Edge				
Camillus				
Total				

**Cost of KNIVES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where KNIVES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Type of ODOR ELIMINATOR or SCENT products purchased**

	Dec 2012	ANNUAL 2012
Cover scent		
Lure scent		
Odor eliminator		
Total		

**Brand of COVER SCENTS purchased**

	Dec 2012	ANNUAL 2012
BuckStop		
Code Blue		
Prime Time (Hunter Specialties Brand)		
Scent Shield		
Tinks		
Wildlife Research Center		
Not sure		
Other		
Total		

**Cost of COVER SCENTS purchased**

	Dec 2012	ANNUAL 2012
\$0-\$2.00		
\$2.01-\$4.00		
\$4.01-\$6.00		
\$6.01-\$8.00		
\$8.01-\$10.00		
\$10.01-\$12.00		
\$12.01-\$14.00		
\$14.01-\$16.00		
\$16.01-\$18.00		
\$18.01-\$20.00		
Over \$20.00		
Not sure		
Total		
Avg Amount Spent		

**CONFIDENTIAL:**

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**Types of stores where COVER SCENTS were purchased**

	Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain,		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (mom and pop shops)		
Printed Catalog (Bass Pro, Cabelas, etc)		
Website (Cabelas, Bass Pro, etc)		
Gun shows or expos		
Used		
Other		
Not sure		
Total		

**Brand of LURE SCENTS purchased**

	Dec 2012	ANNUAL 2012
BuckStop		
Code Blue		
Prime Time (Hunter Specialties Brand)		
Scent Shield		
Tinks		
Wildlife Research Center		
Not sure		
Other		
Total		

**CONFIDENTIAL:**

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**Cost of LURE SCENTS purchased**

	Dec 2012	ANNUAL 2012
\$0-\$2.00		
\$2.01-\$4.00		
\$4.01-\$6.00		
\$6.01-\$8.00		
\$8.01-\$10.00		
\$10.01-\$12.00		
\$12.01-\$14.00		
\$14.01-\$16.00		
\$16.01-\$18.00		
\$18.01-\$20.00		
Over \$20.00		
Not sure		
Total		

**Types of stores where LURE SCENTS were purchased**

	Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain,		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (mom and pop shops)		
Printed Catalog (Bass Pro, Cabelas, etc)		
Website (Cabelas, Bass Pro, etc)		
Gun shows or expos		
Used		
Other		
Not sure		
Total		

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**Brand of ODOR ELIMINATORS purchased**

	Dec 2012	ANNUAL 2012
Dead Downwind		
Scent-A-Way (Hunter Specialties Brand)		
Scent Shield		
Tinks		
Scent Killer (Wildlife Research Center)		
Not sure		
Other		
Primo Silver		
Total		

**Cost of ODOR ELIMINATORS purchased**

	Dec 2012	ANNUAL 2012
\$0-\$2.00		
\$2.01-\$4.00		
\$4.01-\$6.00		
\$6.01-\$8.00		
\$8.01-\$10.00		
\$10.01-\$12.00		
\$12.01-\$14.00		
\$14.01-\$16.00		
\$16.01-\$18.00		
\$18.01-\$20.00		
Over \$20.00		
Not sure		
Total		
Avg Amount Spent		

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**Types of stores where ODOR ELIMINATORS were purchased**

	Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain, General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop (mom and pop shops)		
Printed Catalog (Bass Pro, Cabelas, etc)		
Website (Cabelas, Bass Pro, etc)		
Gun shows or expos		
Used		
Other		
Not sure		
Total		

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Climbing				
Non-climbing				
Tripod stands				
Blinds				
Accessories				
Other				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
API Grand Slam				
Advanced Game Technologies				
Ameristep				
Big Dog				
Big Game				
Cabelas				
Comfort Zone				
Cougar				
Double Bull				
Field & Stream				
Gander Mountain				
Gorilla				
Guide Gear				
Lone Wolf				
Primos				
Remington				
Rivers Edge				
Slik				
Strong Built				
Summit				
Not sure				
Other				
Ambush				
Deer River				
Dick's Sporting Goods brand				
Final Approach				
Hunters Specialties				
Ol Man Outdoors				
Yukon				
Sniper				
Trekker				
Vanguard				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of TRAIL CAMERAS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops / Redhead				
BuckEye				
Bushnell				
Cabelas				
Cuddleback				
Guide Gear				
Leaf River				
MURS				
Midway				
Moultrie				
Natchez				
Perfect Tree				
Pine Ridge				
Predator				
Recon				
Reconyx				
Remington				
Smart Scouter				
Stealth				
Wildgame Innovations				
Wildview				
Not sure				
Other				
Covert				
Hunten Outdoors				
Leupold				
Lil Acorn				
Total				

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**Cost of TRAIL CAMERAS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where TRAIL CAMERAS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Shooting Accessories

### Age of Respondents

	Purchased Shooting Accessories			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

### Household Income

	Purchased Shooting Accessories			
	Dec 2012	ANNUAL 2012	Dec 2011	YTD 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

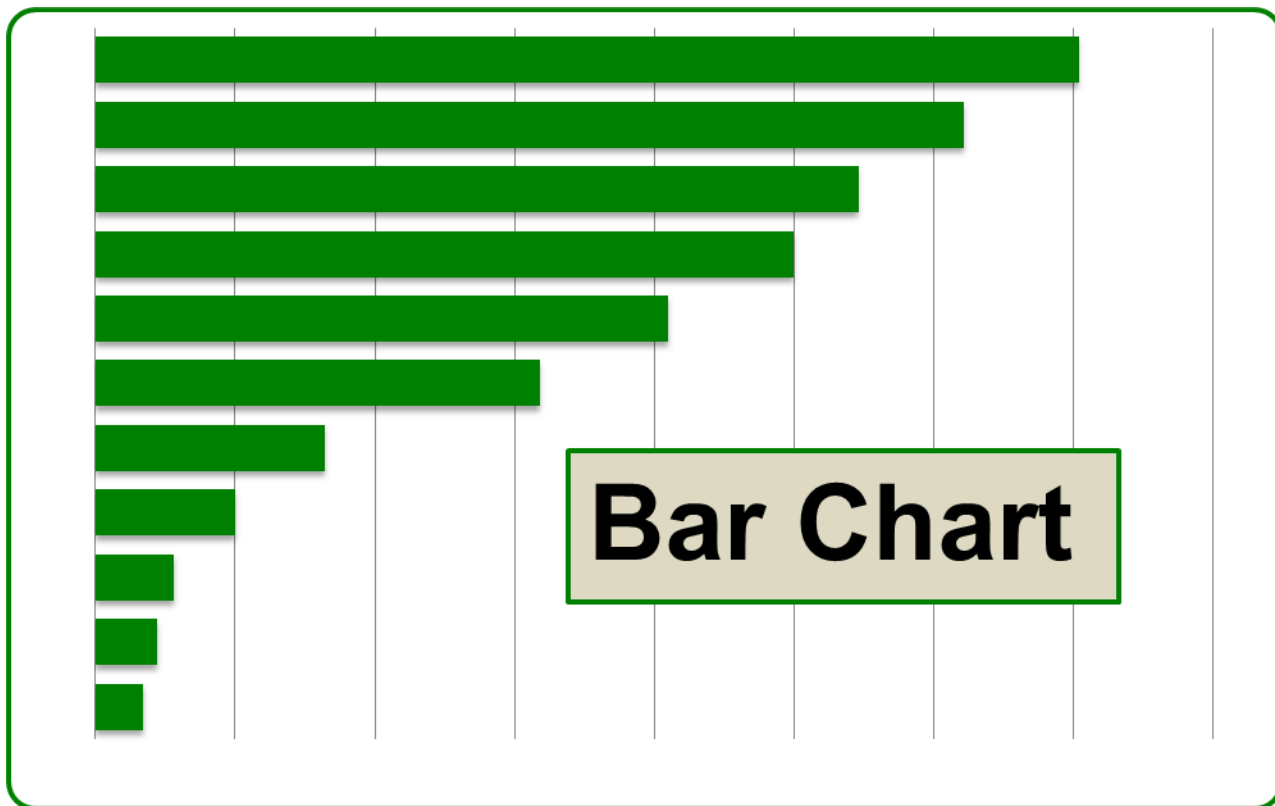
### Education Level

	Purchased Shooting Accessories			
	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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Of people who reported buying SHOOTING ACCESSORIES last two months, they purchased:

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Benches and rests				
Targets				
Safety equipment				
Clay pigeons				
Traps and target throwing devices				
Rifle sling				
Holster, ammo belt				
Gun cases or sleeves				
Gun cleaning supplies				
Lens cleaning kit				
Recoil pad				
Gun safes				
Choke tube				
Magazines				
None				
Other				
Total				

*Responses are multiple selection and can total over 100%*

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**Brand of BENCHES AND RESTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Allen				
Benchmaster				
Cabelas				
Caldwell				
Do-All				
Harris				
Hoppes				
Hughes				
Lead Sled				
MTM				
Remington				
Shooters Ridge				
Stoney Point				
SW Tactical				
Versa-Pod				
Winchester				
Not sure				
Other				
SEB				
Sinclair				
Uncle Buds				
Browning				
Vanguard				
Total				

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**Cost of BENCHES AND RESTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20 01 to \$30				
\$30 01 to \$40				
\$40 01 to \$50				
\$50 01 to \$60				
\$60 01 to \$70				
\$70 01 to \$80				
\$80 01 to \$90				
\$90 01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where BENCHES AND RESTS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of TARGETS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Allen				
Birchwood Casey(other than Shoot-N-C)				
Caldwell				
Champion				
Daisy				
EZ target				
Gamo				
Hoppes				
Kleen-Bore				
Primos				
Rinehart				
Shoot-N-C				
TargDots				
Thompson				
Not sure				
Other				
Action				
Total				

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**Cost of TARGETS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$101-\$250				
\$11-\$20				
\$21-\$30				
\$251-\$500				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
Not sure				
Over \$500				
Total				
Avg. Amount Spent				

**Types of stores where TARGETS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Type of SAFETY EQUIPMENT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Glasses or goggles				
Ear protection				
Other				
Total				

**Brand of SAFETY EQUIPMENT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops / Redhead				
Beretta				
Browning				
Caldwell				
Champion				
EAR				
PROEAR				
Peltor				
Radian				
Randolph				
Remington				
Stihl				
Walker				
Winchester				
Not sure				
Other				
Allen				
Howard Leight				
Midway USA				
Total				

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**Cost of SAFETY EQUIPMENT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where SAFETY EQUIPMENT was purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of CLAYS or CLAY PIGEONS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Remington				
White Flyer				
Champion				
Midwest				
Northwest				
Other				
Not sure				
Total				

**Cost of CLAYS or CLAY PIGEONS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Number of cases of CLAYS or CLAY PIGEONS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
1				
2				
3				
4				
5 or more				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Atlas				
Champion				
Clay Master				
Do-All				
Hoppes				
IBIS Traps				
Laporte				
Pat Trap				
Pro-matic				
Remington				
Sportrap				
Trius				
Western Traps				
Not sure				
Other				
Total				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of RIFLE SLINGS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
0 to \$20				
\$20.01 to \$30				
\$30.01 to \$40				
\$40.01 to \$50				
\$50.01 to \$60				
\$60.01 to \$70				
\$70.01 to \$80				
\$80.01 to \$90				
\$90.01 to \$100				
Over \$100				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where RIFLE SLINGS were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of HOLSTERS/AMMO BELTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Aker				
Bianchi				
Blackhawk				
Bob Allen				
Bulldog				
DeSantis Leather				
Fobus				
Galco				
Hunter Company				
Pedersoli				
Ross Leather				
Safariland				
Soft Armor				
Triple-K				
Uncle Mikes				
Not sure				
Other				
Total				

**Cost of HOLSTERS/AMMO BELTS purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$5.99				
\$6.00-\$10.99				
\$11.00-\$20.99				
\$21.00-\$30.99				
\$31.00-\$40.99				
\$41.00-\$50.99				
Over \$50.99				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**Type of GUN CASES or SLEEVES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Hard sided cases				
Soft sided cases				
Other				
Total				

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**Brand of GUN CASES or SLEEVES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Ace				
Allen				
Bass Pro Shops / Redhead				
Boyt				
Browning				
Cabelas				
Doskocil				
Elite				
Flambeau				
Midway				
Pelican				
Plano (including GunGuard)				
Remington				
Ruger				
SKB				
Safe Direction				
Weatherby				
Winchester				
Not sure				
Other				
Uncle Mike				
Beretta				
Black Hawk				
Armortek				
Bore Stores				
Gander Mountain				
Orvis				
UTG				
Voodoo				
Vanguard				
Total				

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**Cost of GUN CASES or SLEEVES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$75				
\$76-\$100				
\$101-\$250				
\$251-\$500				
Over \$500				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of GUN CLEANING SUPPLIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Birchwood Casey				
Break Free				
Cabelas brand				
Gunslick				
Hoppes				
Kleen-Bore				
Otis				
Outers				
Pro Shot				
Rem Oil				
Remington				
Shooters Choice				
Tipton				
Not sure				
Other				
Total				

**Cost of GUN CLEANING SUPPLIES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

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

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of GUN SAFES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Bass Pro Shops / Redhead				
Browning				
Cabelas				
Canon				
Liberty				
Remington				
Sentinel				
Sentry				
Stack-on				
Other				
Not sure				
Bighorn				
AMSEC				
John Deere				
Total				

**Cost of GUN SAFES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25				
\$25.01-\$50				
\$50.01-\$100				
\$100.01-\$200				
\$200.01-\$400				
\$400.01-\$600				
\$600.01-\$800				
\$800.01-\$1000				
Over \$1000				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where GUN SAFES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of LENS CLEANING KIT purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where LENS CLEANING KIT were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Cost of RECOIL PAD purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$2.00				
\$2.01-\$4.00				
\$4.01-\$6.00				
\$6.01-\$8.00				
\$8.01-\$10.00				
\$10.01-\$12.00				
\$12.01-\$14.00				
\$14.01-\$16.00				
\$16.01-\$18.00				
\$18.01-\$20.00				
Over \$20.00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where RECOIL PAD were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

**CONFIDENTIAL:**

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**Brand of CHOKE TUBES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Birchwood				
Browning				
Cabelas				
Canvas				
Carison				
Comp-N-Choke				
Haydel				
Pattern Master				
Primos				
Pure Gold				
Strangler				
Truglo				
Not sure				
Other				
Total				

**Cost of CHOKE TUBES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25.00				
\$26.00-\$50.00				
\$51.00-\$100.00				
\$101.00-\$200.00				
Over \$200.00				
Not sure				
Total				
Avg. Amount Spent				

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**Types of stores where CHOKE TUBES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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**Brand of MAGAZINES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Beretta				
Briley				
Browning				
Bushmaster				
Butler Creek				
CMMG				
CZ				
Cabelas				
Glock				
Hot Lips				
Kel-Tec				
Kimber				
MWG				
Mossberg				
PW Arms				
ProMag				
Remington				
Ruger				
SKS				
Savage				
Shooter's Ridge				
Sig Sauer				
Smith & Wesson				
Springfield				
Steel Lips				
TacStar				
Tapco				
Thermold				
Thompson Center				
Triple K				
Uncle Mikes				
Walther				
Wilson				
Not sure				
Other				
Total				

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**Cost of MAGAZINES purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
\$0-\$25.00				
\$26.00-\$50.00				
\$51.00-\$100.00				
\$101.00-\$200.00				
Over \$200 00				
Not sure				
Total				
Avg. Amount Spent				

**Types of stores where MAGAZINES were purchased**

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabelas)				
Website (Cabelas, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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## Mean Amount Spent

### Mean Amount Spent Last two months on Hunting and Shooting by Age of Respondents

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
<b>Total</b>				

### Mean Amount Spent Last two months on Hunting and Shooting by Household Income

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
<b>Total</b>				

### Mean Amount Spent Last two months on Hunting and Shooting by Education Level

	Dec 2012	ANNUAL 2012	Dec 2011	ANNUAL 2011
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
<b>Total</b>				

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