

Hunting and Shooting Participation and Market Trends

November – December and ANNUAL 2013

SAMPLE

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 bi-monthly HunterSurvey.com© and ShooterSurvey.com© online consumer panel survey. This panel is composed of hunters and shooters across the U.S. who volunteer to participate, tracks hunter and shooter participation and expenditures.

To overcome biases common to online surveys, the survey respondents are weighted to reflect the true population of U.S. hunters and shooters. The weighting process is conducted dynamically with each survey to reflect the general hunting and shooting population as accurately as possible. We are always improving the process of our analytical procedures and sampling weights to better represent sportsmen nationwide.

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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Highlights from November - December 2013

The November-December 2013 survey is based on usable responses from hunters and shooters across the U.S. This analysis presents the highlights and compares the results to the survey to the same time last year (November - December 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 two-month provides good insights, comparing results from one bi-monthly period to another provides a better picture of industry trends and changes. The percentages reported here reflect the percent of hunters and shooters who reported buying a product in the category or participating in the type of activity specified.

Hunting and Shooting Activities:

Of those that went hunting:

- ___% sought whitetail deer when hunting
- ___% hunted out of state

Of those that went shooting:

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

All Hunting and Shooting Equipment Purchases

- 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: _____ (___%)
- Top brand of rifle: _____ (___%)
- Most rifles purchased from: _____ (___%)
- Top brand of shotgun: _____ (___%)
- Preferred shotgun type: _____ (___%)
- 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: _____ (___%)

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- Top brand of handgun: _____ (___%)
- Most handguns purchased from: _____ (___%)

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: _____ (___%)
- Most blackpowder speed loaders purchased from: _____ (___%)

Bow hunting/Archery

- 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: _____ (___%)

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- Top brand of broadheads: _____ (___%)
- Most broadheads purchased from: _____ (___%)
- Top brand of releases, tabs: _____ (___%)
- Most releases, tabs purchased from: _____ (___%)
- Top brand of archery targets: _____ (___%)
- Most archery targets purchased from: _____ (___%)

Game calls or decoys

- Types of decoys purchased:
 - Waterfowl (___%)
 - Predator (___%)
- Types of game calls purchased:
 - Waterfowl (___%)
 - Predator (___%)
 - Big game (___%)
- Top brand of game call: _____ (___%)
- Most game call purchases from: _____ (___%)

Hand loading equipment

- Top brand of presses: _____ (___%)
- Most presses purchased from: _____ (___%)
- Top brand of die: _____ (___%)
- Most dies purchased from: _____ (___%)
- Top brand of reloading tools: _____ (___%)
- Most reloading tools purchased from: _____ (___%)
- Types of reloading components purchased:
 - Bullets (___%)
 - Powder (___%)
 - Primers (___%)
- 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: _____ (___%)

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- 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 scope accessories purchased from: _____ (___%)
- Top brand of binoculars: _____ (___%)
- Most binoculars purchased from: _____ (___%)
- Top brand of range finders: _____ (___%)
- Most range finders purchased from: _____ (___%)
- Top brand of optic sights: _____ (___%)
- Most optic sights purchased from: _____ (___%)

Hunting apparel

- Most frequently purchased type of hunting apparel: _____ (___%)
- Top brand of blaze orange apparel: _____ (___%)
- Most blaze orange purchased from: _____ (___%)
- Top brand of pattern brand camouflage clothing: _____ (___%)
- Top brand of manufacturer camouflage clothing: _____ (___%)
- Most camouflage clothing purchased from: _____ (___%)
- Top brand of shooting vests: _____ (___%)
- 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 gloves: _____ (___%)
- Most gloves purchased from: _____ (___%)
- Most hunting socks purchased from: _____ (___%)

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- Most chest waders purchased from: _____ (___%)
- Top brand of hunting backpack, waist pack, duffel: _____ (___%)
- Most hunting backpack, waist pack, duffles 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 two-way radio: _____ (___%)
- Most radios purchased from: _____ (___%)
- Type of flashlight, lantern, lighting device most purchased: _____ (___%)
- Top brand of lighting device: _____ (___%)
- Most lighting devices purchased from: _____ (___%)
- Top brand of game feed: _____ (___%)
- Most game feed purchased from: _____ (___%)
- Top brand of food plot seed: _____ (___%)
- Most food plot seed purchased from: _____ (___%)
- Top brand of knives: _____ (___%)
- Most knives purchased from: _____ (___%)
- Top brand of cover scents: _____ (___%)
- Most cover scents purchased from: _____ (___%)
- Top brand of odor eliminators: _____ (___%)
- Most odor eliminators purchased from: _____ (___%)
- Top brand of tree stands, ladders, towers, tripods: _____ (___%)
- Most tree stands purchased from: _____ (___%)
- Top brand of blinds: _____ (___%)
- Most blinds 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: _____ (___%)

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- Types safety equipment purchased:
 - Ear protection (___%)
 - Glasses or goggles (___%)
- Top brand safety equipment: _____ (___%)
- Most safety equipment purchased from: _____ (___%)
- Top brand of clays or clay pigeons: _____ (___%)
- Most clays or clay pigeons purchased from: _____ (___%)
- Most rifle slings purchased from: _____ (___%)
- Top brand holsters/ammo belts: _____ (___%)
- Most holsters/ammo belts 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 guns safes purchased from: _____ (___%)
- Most replacement and repair parts 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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Special Topic Results

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

At what temperature is it too cold to hunt?

	Percent
41 - 50 degrees	
31 - 40 degrees	
21 - 30 degrees	
11 - 20 degrees	
1 - 10 degrees	
0 - 10 below	
11 - 20 below	
21 - 30 below	
More than 30 below	
Total	

Which caliber firearm would you select to take deer hunting in a dense forest?

	Percent
270	
308	
700	
12 Gauge	
20 Gauge	
Total	

Do you haul mass amounts (20lbs or more) of feed to a feeder or feeding area by foot?

	Percent
Yes	
No	
Total	

What is the distance you have to carry the feed?

	Percent
0 - 50 yards	
51 - 100 yards	
101 - 200 yards	
201 - 300 yards	
300 - 400 yards	
More than 400 yards	
Total	

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Which method of clay shooting would best prepare you for bird hunting?

Percent
Skeet
International Skeet
5-stand
Sporting Clays
Trap
Wobble Stand
Total

Do you or have you ever bow hunted?

Percent
Yes
No
Total

Have you ever shot at game and not recovered the animal or arrow?

Percent
Yes
No
Total

How do you feel about playing the wind for hunting big game?

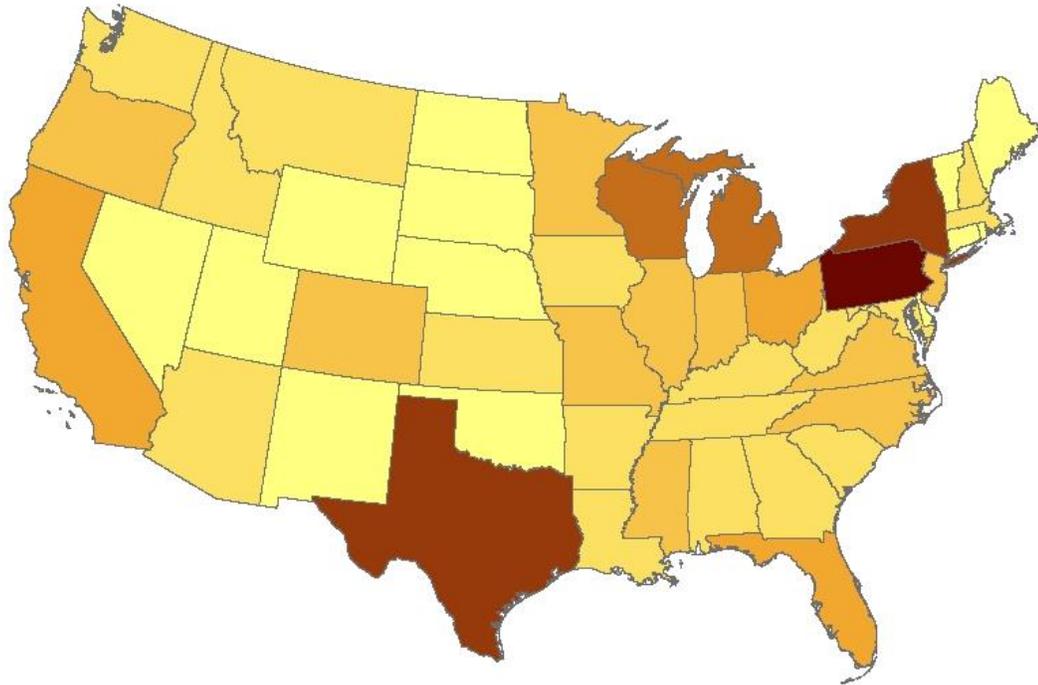
Percent
Not Important
Somewhat Important
Very Important
Total

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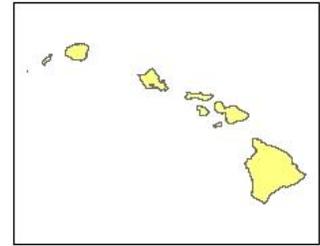
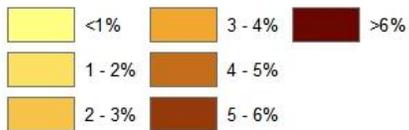
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Participation by State Map

Distribution of November - December 2013 Hunter Survey Respondents



% of November - December 2013 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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Summary of Survey Respondents for November - December 2013

Age of Respondent

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondent

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				

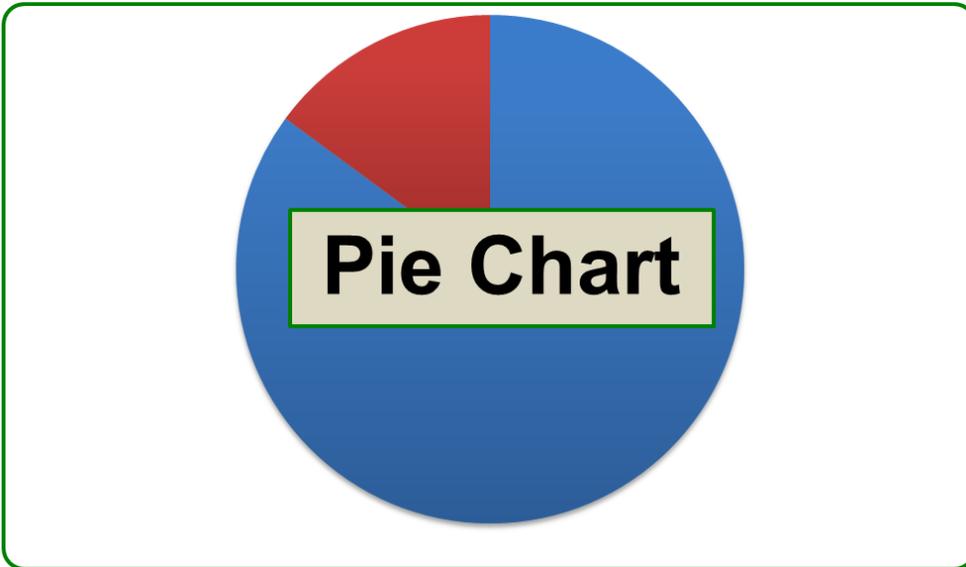
Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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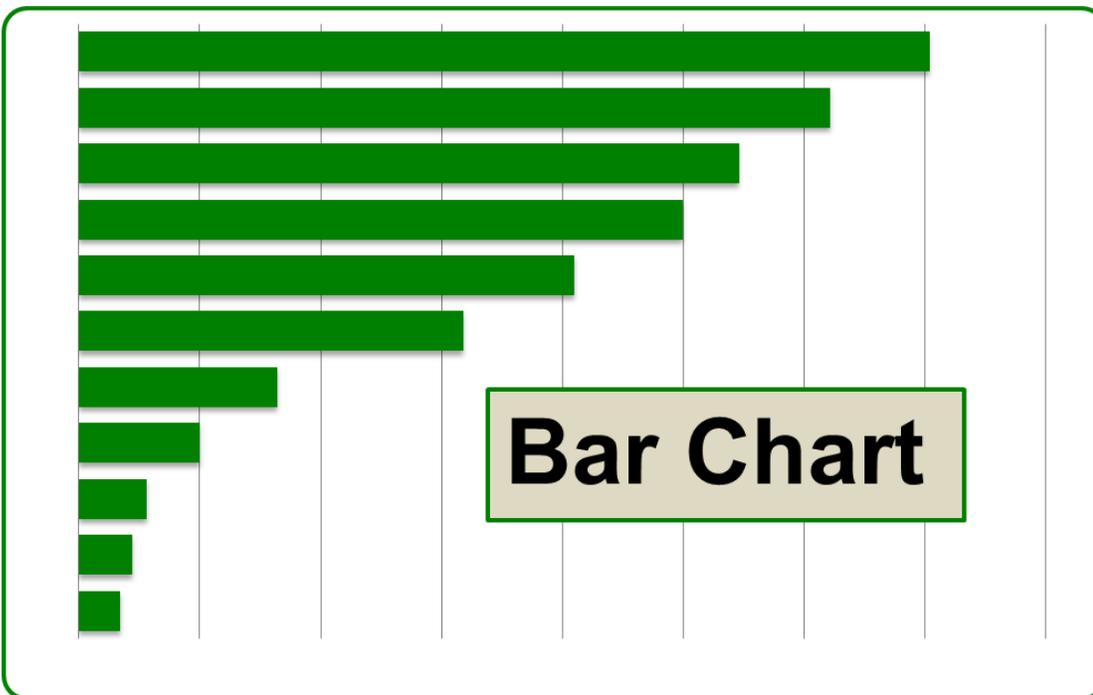
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Hunting Activities



Did you hunt in the last two months? (of all respondents)

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
No				
Yes				
Total				



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Species sought in the last two months by respondents who hunted.

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Whitetail Deer				
Mule deer, Blacktail, Sitka				
North American non-native deer (Axis, Fallow)				
Antelope				
Bison/Buffalo				
Elk				
Turkey				
Waterfowl (Ducks, Geese)				
Small Game (Rabbit, Squirrel)				
Dove				
Upland Game Birds (Quail, Pheasant, Grouse, Chukar, Woodcock)				
Predator/Predator Calling				
Varmint/Furbearers (Badger, Beaver, Muskrat, Otter, Raccoon, Ringtail, Weasel, Nutria, Skunk)				
Coyote				
Hog (including Javelina)				
Bear				
Moose				
Prairie Dog				
African Game				
Sheep, Goat				
Alligator				
Caribou				
Crow				
Groundhog				
Other				
I did not hunt				
Total				

Responses are multiple-selection and can total over 100%

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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
No				
Yes				
Total				

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Average number of days per month (for the last two months) of hunting by respondents who hunted WHITETAIL DEER

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2013		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Deer categories were split into whitetail deer, mule/blacktail/sitka, and non-native in June 2012.

Average number of days per month (for the last two months) of hunting by respondents who hunted MULE DEER, BLACKTAIL, SITKA

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2013		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Deer categories were split into whitetail deer, mule/blacktail/sitka, and non-native in June 2012.

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Average number of days per month (for the last two months) of hunting by respondents who hunted ELK

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted MOOSE

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted TURKEY

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted WATERFOWL (ducks, geese)

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	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 per month (for the last two months) of hunting by respondents who hunted SMALL GAME (rabbit, squirrel)

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted DOVE

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted UPLAND GAME BIRDS (quail, pheasant, grouse)*

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	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 per month (for the last two months) of hunting by respondents who hunted PREDATOR CALLED

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted VARMINTS

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted COYOTE

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	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 per month (for the last two months) of hunting by respondents who hunted HOG

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								

Average number of days per month (for the last two months) of hunting by respondents who hunted BEAR

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Crossbow								
Other								

Average number of days per month (for the last two months) of hunting by respondents who hunted PRAIRIE DOG

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2013		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N	Mean	Valid N	Mean	Valid N
Rifle								
Shotgun								
Muzzleloader/Blackpowder								
Bow								
Handgun								
Other								

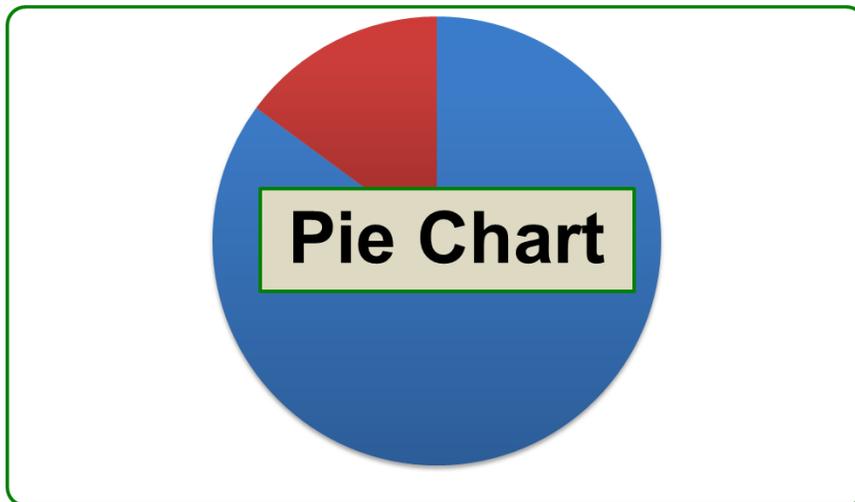
Days of hunting per month (for the last two months) by respondents who hunted ANY OTHER GAME

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
None				
1-5 days				
6-15 days				
16-25 days				
26-35 days				
Over 35 days				
Total				

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Shooting Activities



Did you shoot in the last two months? (of all respondents)

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
No				
Yes				
Total				

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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Yes				
No				
Total				

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

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

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Where SHOOTING activities were located

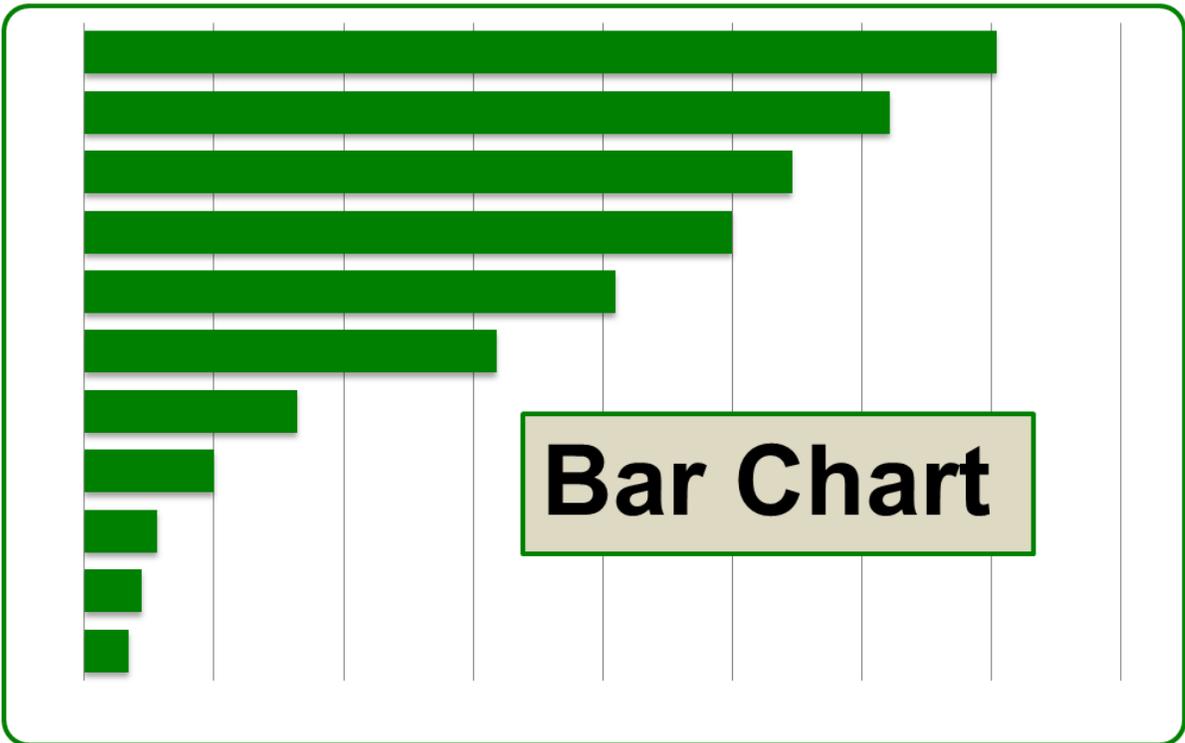
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Indoors				
Outdoors				
Total				

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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Yes				
No				
Total				

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With which equipment did you shoot in the last two months?

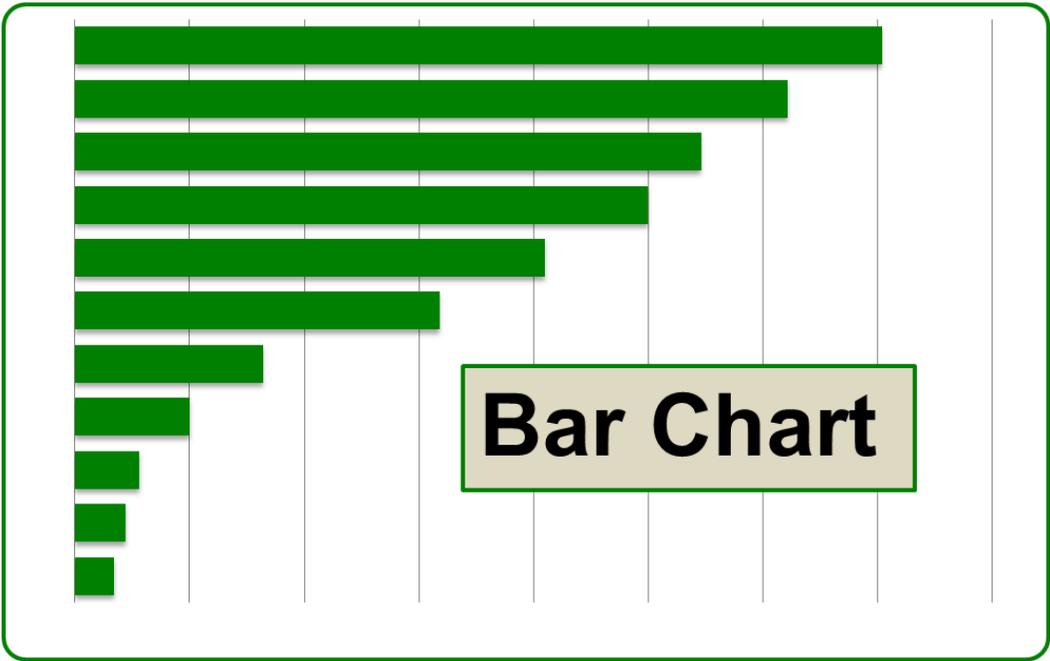
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Rifle (plinking, benchrest, tactical, cowboy, etc)				
Handgun (plinking, benchrest, silhouette, tactical, cowboy, etc)				
Bow/Archery				
Air rifle				
Shotgun				
Muzzleloader				
Crossbow				
Other				
Total				

Average number of days of shooting in the last two months

	Nov-Dec 2013		ANNUAL 2013		Nov-Dec 2012		ANNUAL 2012	
	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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bench Rest				
NRA High Power				
Long Range				
Tactical				
Silhouette Rim Fire				
Silhouette High Power				
Silhouette Black Powder				
Cowboy Action				
Sighting-in Rifle				
Plinking or Informal Target Shooting				
Three Position				
Training				
Other				
Total				

Responses are multiple-selection and can total over 100%

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Distance shot when RIFLE SHOOTING

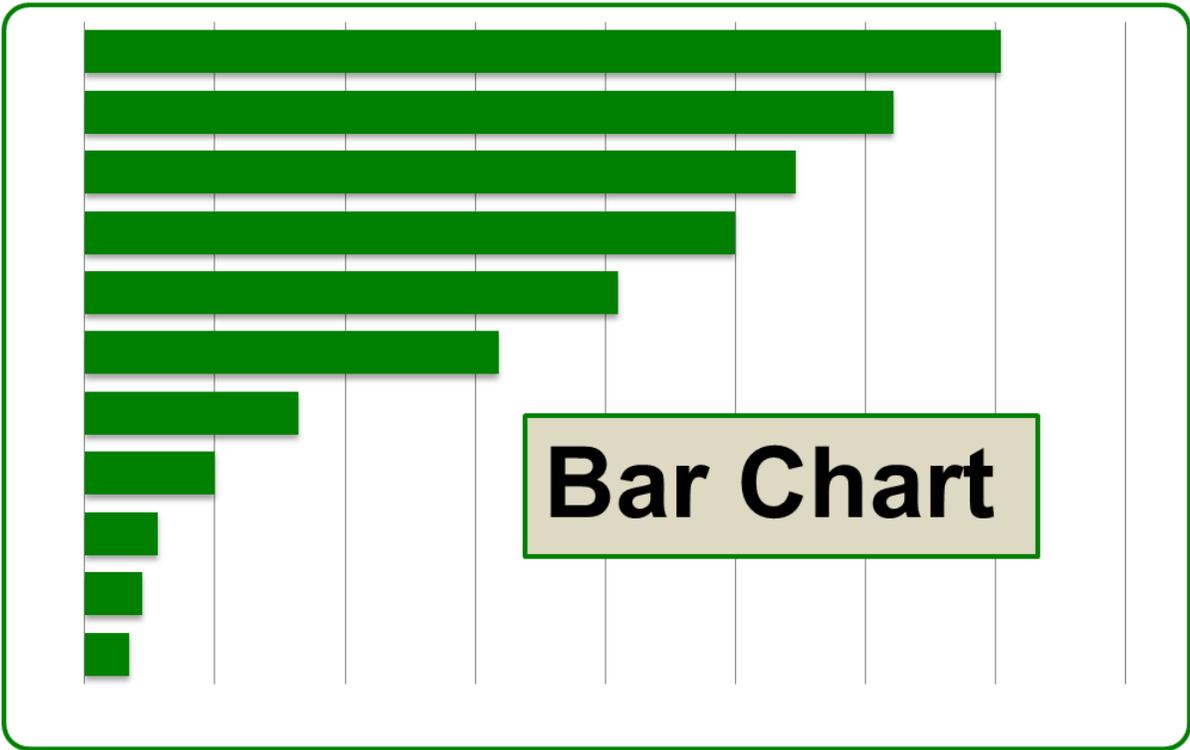
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Less than 100 yds				
100-199 yds				
200-299 yds				
300-399 yds				
400-499 yds				
500-749 yds				
750-999 yds				
1000-1999 yds				
2000 or more yds				
Total				

Type of rifle used for long range RIFLE SHOOTING

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
AR style/modern sporting				
Bolt action				
Semi-auto				
Lever Action				
Single Shot				
Other				
Total				

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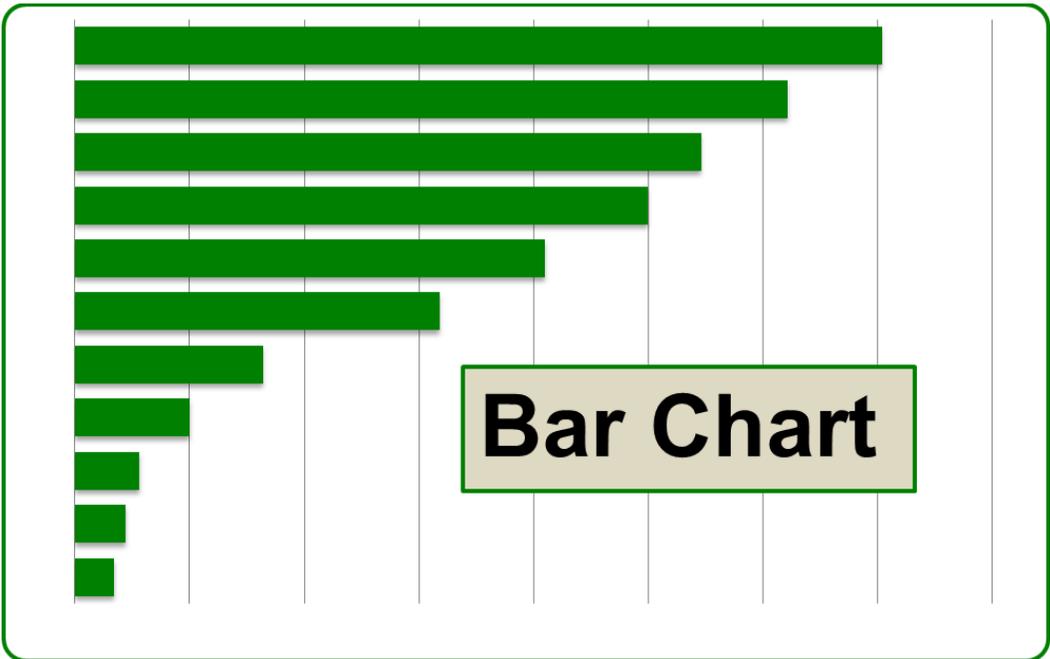
Type of SHOTGUN SHOOTING by respondents who went shooting

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Sporting clays				
Trap				
Skeet				
Pattern shotgun/sighting-in				
5-stand				
3 Gun				
Cowboy				
Dog training				
Informal (backyard, testing)				
Sighting-in				
Test reload				
Law Enforcement/Tactical				
Training				
Defense/Defense Training				
Other				
Total				

Responses are multiple-selection and can total over 100%

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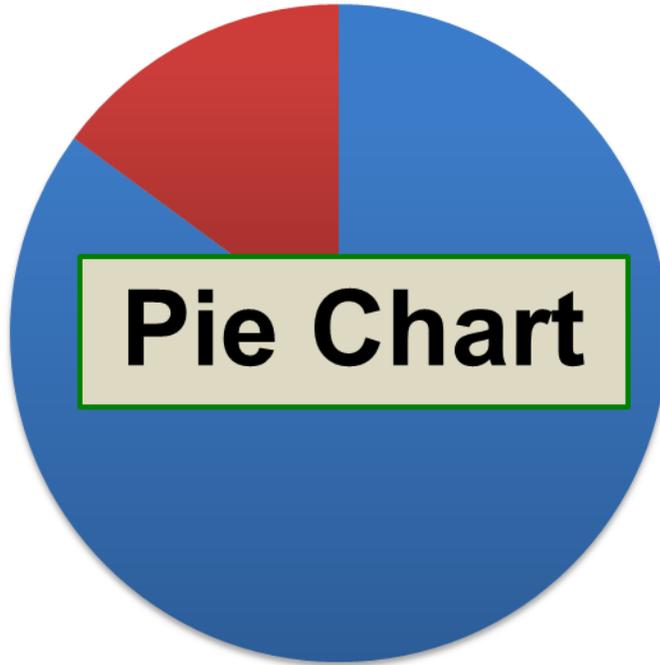
Type of HANDGUN SHOOTING by respondents who went shooting

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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, was any shooting competitively?

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
No				
Yes				
Total				

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Type of COMPETITIVE SHOOTING by respondents who went shooting

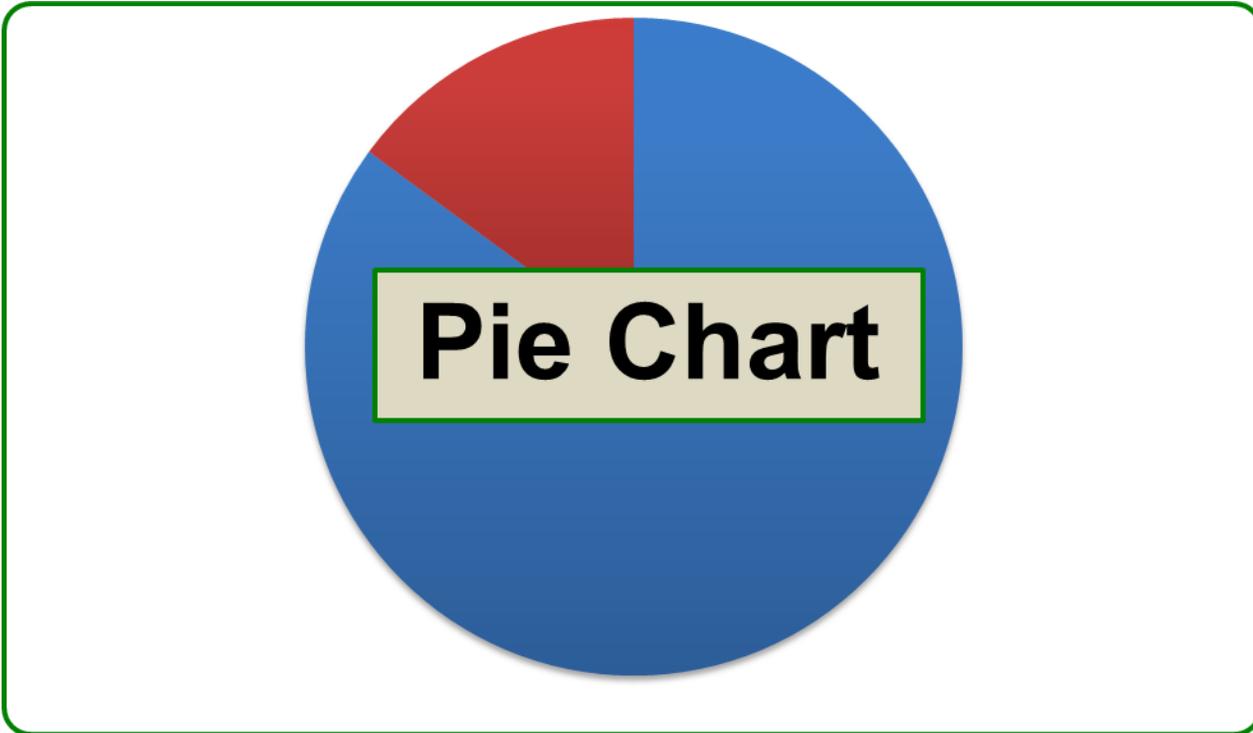
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
ATA				
IDPA				
IPSIC /USPCA				
NSSA				
NSCA				
SASS				
Archery				
Bowling Pins				
NRA Sanctioned				
Law Enforcement Related				
Family or Friends				
CMP				
GSSF				
IHMSA				
NMLRA				
Other				
Total				

Responses are multiple-selection and can total over 100%

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Purchases of Hunting or Shooting Items

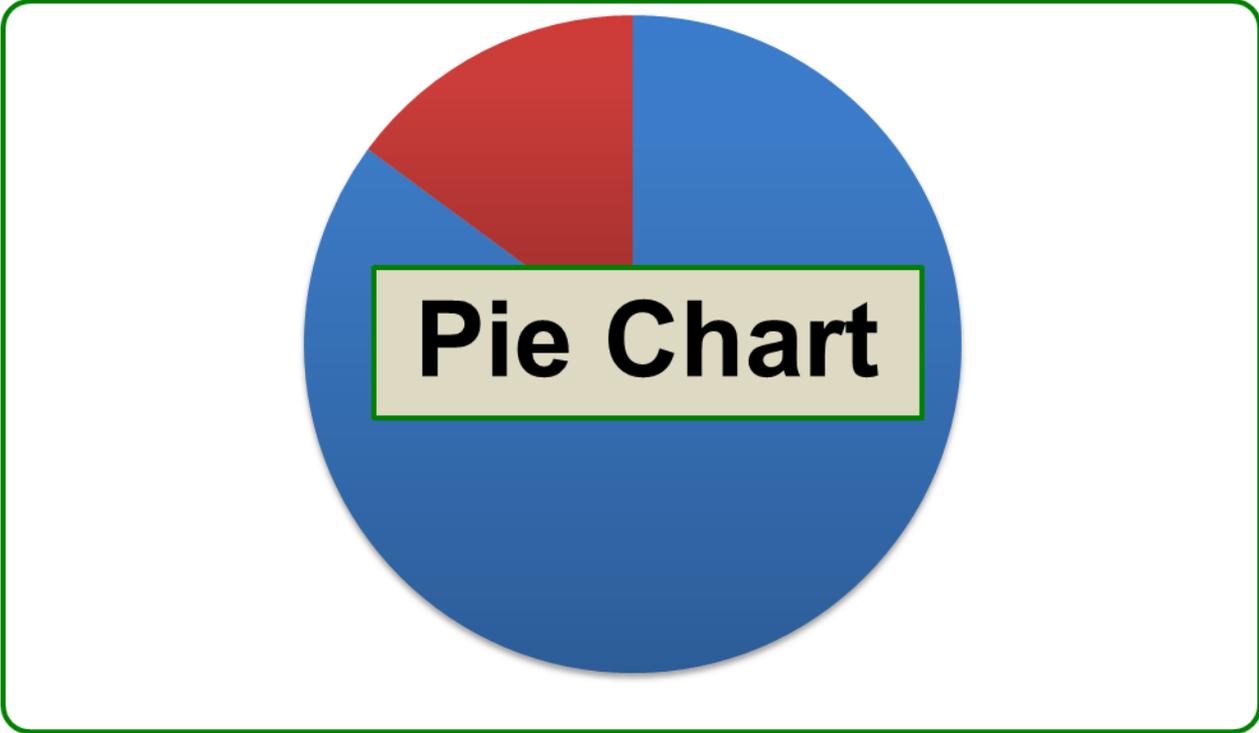


Did you purchase any hunting or shooting items? (of all respondents)

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
No				
Yes				
Total				

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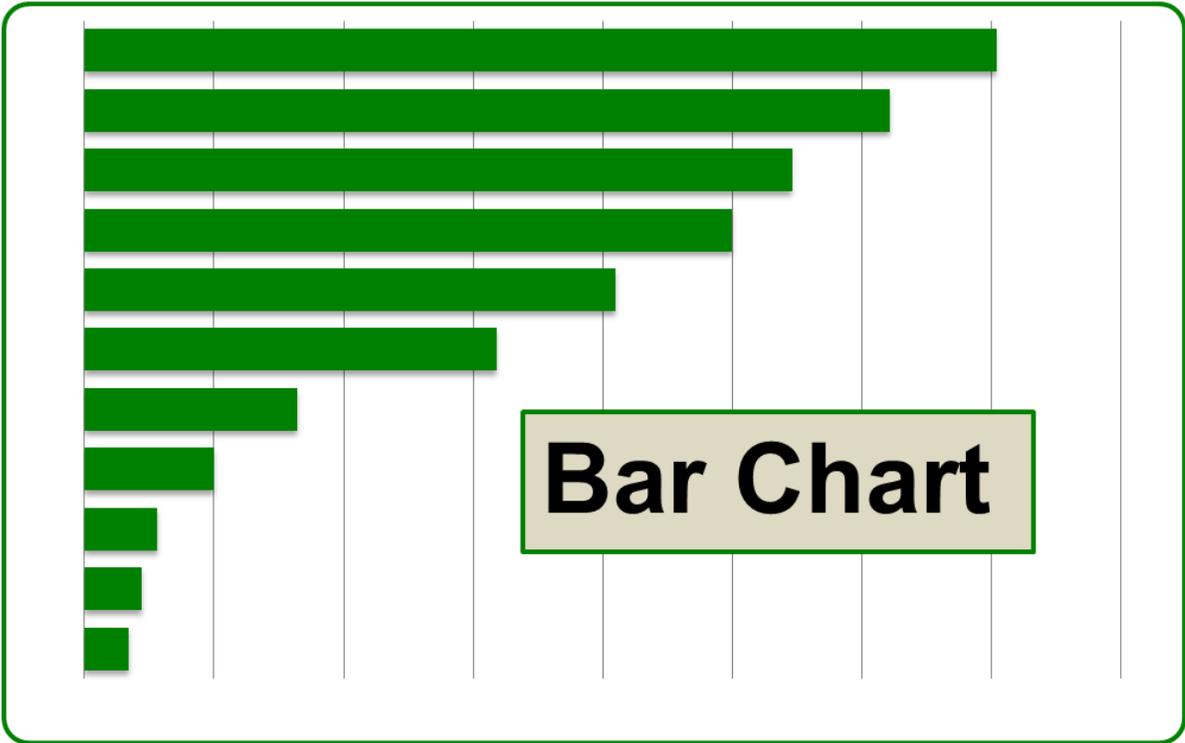


The primary purpose of the purchase was:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Hunting				
Shooting				
Self defense				
Gift				
Survival or camping				
Other				
Total				

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What survey respondents reported buying:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Firearms				
Ammunition				
Blackpowder				
Bowhunting				
Game calls				
Hand loading				
Optics				
Hunting apparel				
Hunting accessories				
Shooting accessories				
Other				
Total				

Responses are multiple-selection and can total over 100%

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Firearms

Estimated U.S. Market Size (\$)

	2012
Firearms	

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

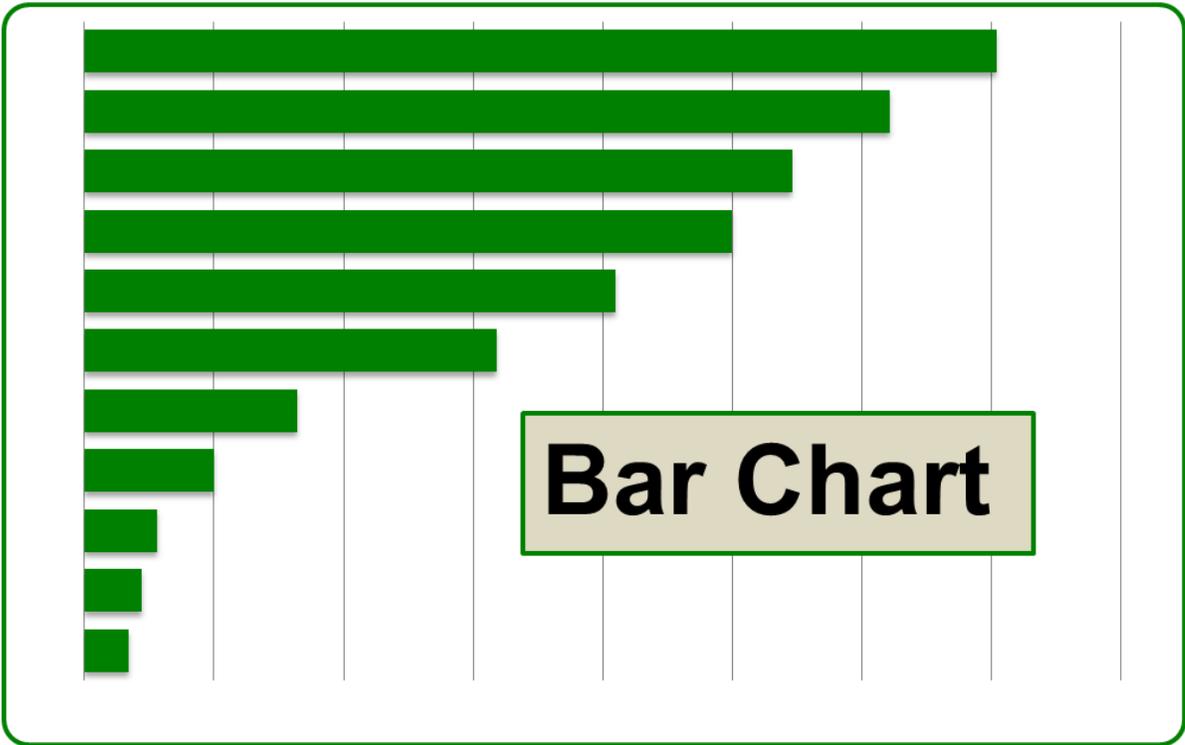
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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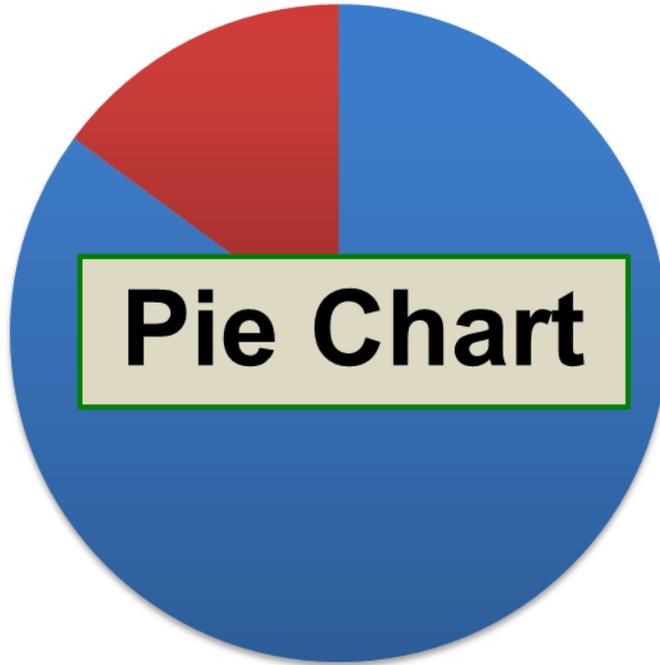
Of people who reported buying a FIREARM, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Rifles				
Shotguns				
Muzzleloaders				
Handguns				
Interchangeable Guns (Rifle/Shotgun/Muzzleloader)				
Crossbows				
Air Rifles				
Other firearms				
Total				

Responses are multiple-selection and can total over 100%

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Type of RIFLES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Tactical rifle				
Traditional, standard rifle				
Total				

Type of RIFLE ACTION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bolt action				
Lever action				
Semi-automatic				
Break action				
Other				
Total				

Type of RIFLE FIRING purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Centerfire				
Rimfire				
Not sure				
Total				

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Caliber of RIFLE purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Armalite				
BSA				
Beretta				
Browning				
Bushmaster				
Cabela's				
Colt				
CVA				
CZ-USA				
DPMS				
Double Star				
FNH				
Henry				
Howa				
Kel Tec				
Kimber				
Marlin				
Mossberg				
Remington				
Rock River Arms				
Rossi				
Ruger/Sturm Ruger				
Savage				
Sig Sauer				
Smith & Wesson				
Springfield Armory				
Stag				
Stevens				
Taurus				
Thompson Center				
Tikka				
Traditions				
Weatherby				
Winchester				
Not sure				
Other				
H&R				
Anschutz				
Crockett				
Enfield				
Hi-Point				

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Ithaca
Mauser
McMillan
Mosin Nagant
Olympic Arms
Pedersoli
Spikes Tactical
Nosler
AGP
Custom
Interarms
Sako
Steyr
SKS
CMMG
Nornico
Palmetto State Armory
Saiga
Windham Weaponry
CMMG
Heckler & Koch (H&K)
Mosin Nagant
Uberti
Camilius
Total

Cost of RIFLES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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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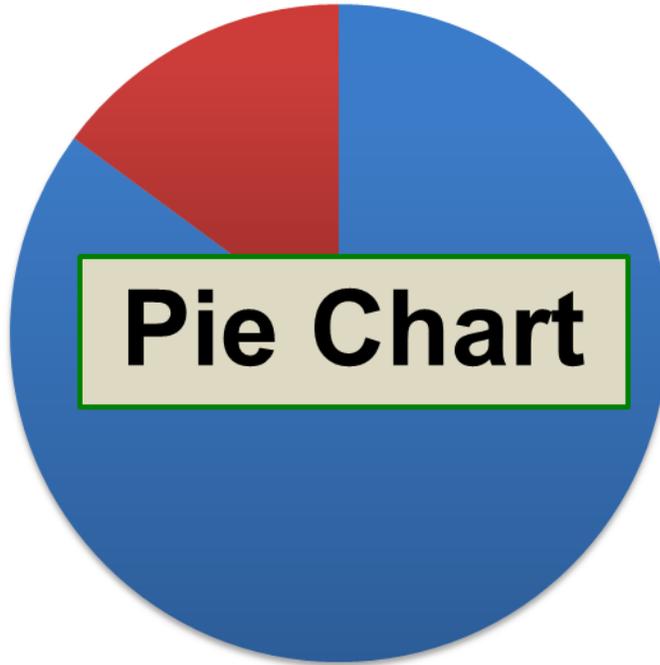
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Types of stores where RIFLES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabela's)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of SHOTGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Pump action				
Over/under				
Semi-automatic				
Break Action				
Other				
Side by side				
Single shot				
Total				

Gauge of SHOTGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
12 gauge				
16 gauge				
20 gauge				
28 gauge				
.410 gauge				
Other				
Not sure				
Total				

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Brand of SHOTGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Benelli				
Beretta				
Browning				
CZ-USA				
Charles Daily				
FNH				
Fox				
Franchi				
H&R				
Ithica				
Kimber				
Krieghoff				
Marlin				
Merkel				
Mossberg				
Remington				
Rossi				
Ruger/Sturm Ruger				
Savage (Stevens)				
Smith & Wesson				
Webley & Scott				
Winchester				
Not sure				
Other				
Stoeger				
Tristar				
Weatherby				
Iver Johnson				
J Stevens				
JC Higgins				
Saiga				
Yildiz				
Baikal				
High Standard				
Perazzi				
Total				

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Cost of SHOTGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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				

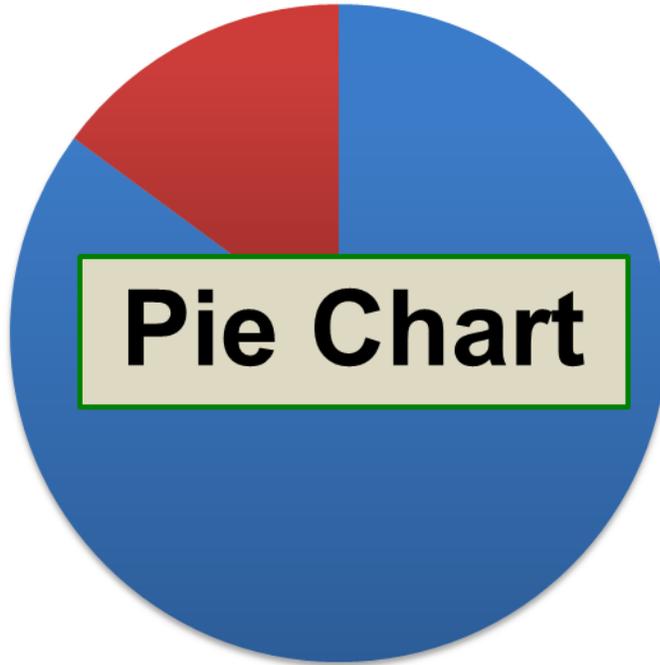
Avg. Amount Spent

Types of stores where SHOTGUNS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of MUZZLELOADER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Inline				
Standard				
Flint lock				
Other				
Total				

Brand of MUZZLELOADER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Austin & Halleck				
CVA				
Knight				
Thompson Center				
Lyman				
Ruger/Sturm Ruger				
Savage				
Winchester				
Traditions				
Not sure				
Other				
Total				

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Cost of MUZZLELOADER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

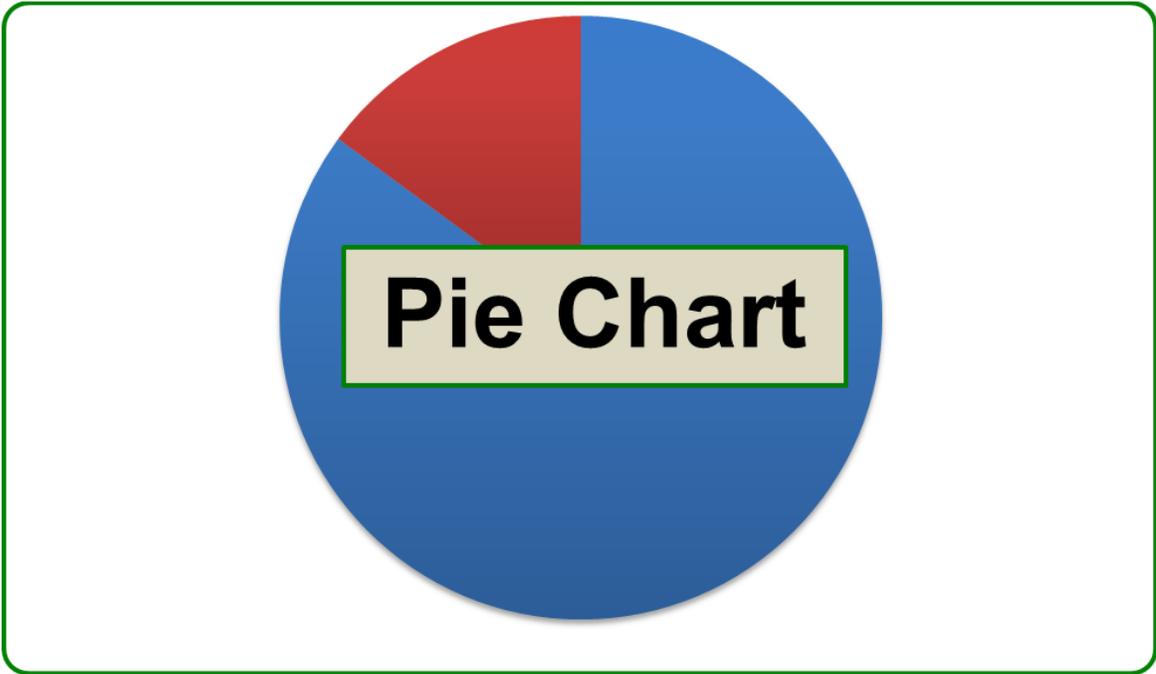
Avg. Amount Spent

Types of stores where MUZZLELOADERS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of HANDGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Semi-automatic				
Revolver				
Break action				
Other				
Total				

Firing type of HANDGUN purchased

	Nov-Dec 2013	*ANNUAL 2013
Centerfire		
Rimfire		
Not sure		
Total		

*Firing type question added March-April 2013

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Caliber of HANDGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
22 cal				
32 cal				
38 cal				
40 S&W				
44 cal				
45 auto				
357 cal				
9mm				
Other				
Not sure				
380 cal				
Total				

Brand of HANDGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Ruger/Sturm Ruger				
Taurus				
Thompson Center				
Other				
Not sure				
Walther				
PARA				
Remington				
Astra				

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Charter Arms
H & R
Heritage
High Standard
Kahr
Rock Island/Armscor
Diamondback
EAA
GSG
Rocky Island
SCCY
Uberti
Total

Cost of HANDGUN purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where HANDGUNS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of COMBINATION GUNS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Gun with interchangeable barrels				
Replacement or additional barrel				
Total				

Caliber/Gauge of COMBINATION GUNS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

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Brand of COMBINATION GUNS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Ruger/Sturm Ruger				
Taurus				
Thompson Center				
Other				
Not sure				
Rossi				
Salvage				
Total				

Cost of COMBINATION GUNS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where COMBINATION GUNS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Crossbows

Brand of CROSSBOWS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Excaliber				
Parker				
PSE				
TenPoint				
Other				
Not sure				
Wicked Ridge (subsedary of TenPoint)				
Bowtech/Stryker				
Maximus				
Darton				
Centerpoint/Crosman				
Horton				
Barnett				
Carbon Express (including X-Force)				
X-Force (Eastman Outdoors)				
Total				

Cost of CROSSBOWS purchased

	Nov-Dec 2013	*ANNUAL 2013
\$0.00-\$200.00		
\$101.00-\$200.00		
\$201.00-\$400.00		
\$401.00-\$600.00		
\$601.00-\$800.00		
\$801.00-\$1000.00		
Over \$1000		
Not sure		
Total		

Avg. Amount Spent

*Price categories changed considerably in March-April 2013.

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Types of stores where CROSSBOWS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabela's)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not sure				
Total				

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Air Rifles

Brand of AIR RIFLES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
BSA				
Beeman				
Benjamin				
Beretta				
Browning				
Cabela's				
Crosman				
Daisy				
Gamo				
Hammerli				
Heckler & Koch				
Magnum Research				
Marksman				
Mauser				
RWS				
Remington				
Ruger/Sturm Ruger				
Savage				
Sportsman				
Stoeger				
Walther				
Winchester				
Not sure				
Other				
Total				

Cost of AIR RIFLES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$0-\$25				
\$26-\$50				
\$51-\$100				
\$101-\$400				
\$401-\$800				
\$801-\$1000				
Not sure				
Total				

Avg. Amount Spent

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Types of stores where AIR RIFLES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Ammunition

Estimated U.S. Market Size (\$)

2012

Ammunition

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

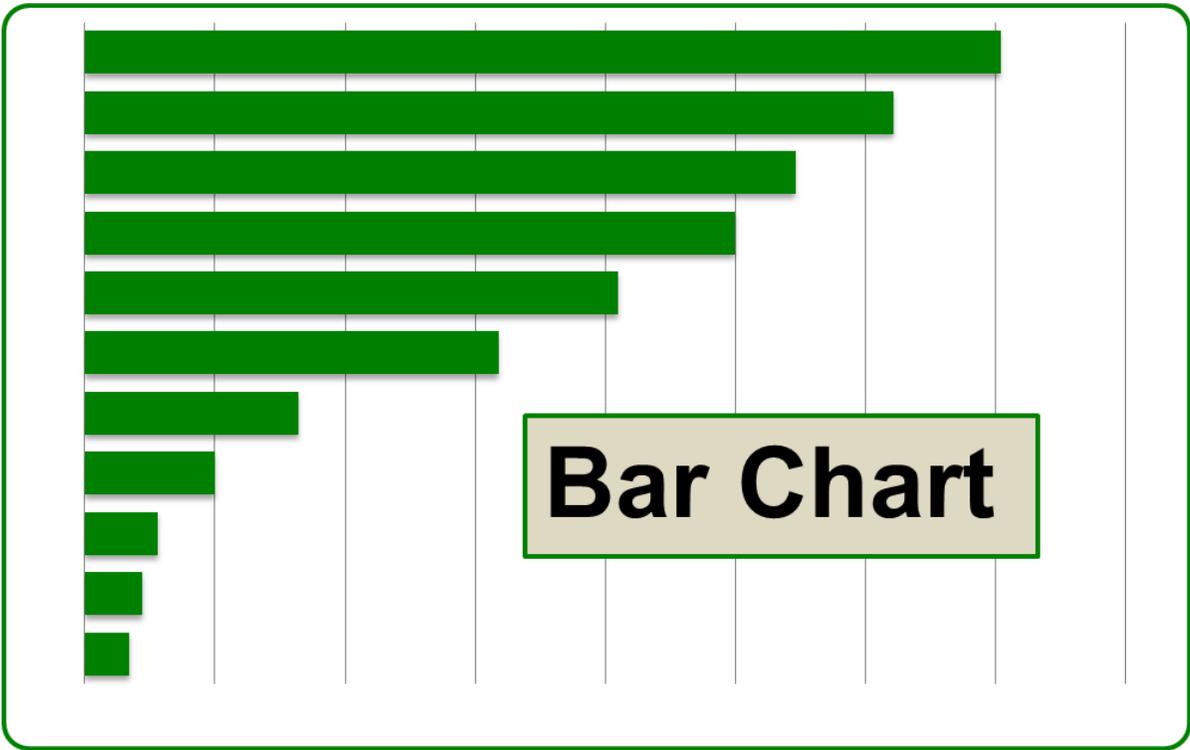
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Centerfire				
Rimfire				
Other				
Total				

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Caliber of RIFLE AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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 Mousar				
9 mm				
Not sure				
Other				
Total				

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Number of boxes of RIFLE AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
1 box				
2 boxes				
3 boxes				
4 boxes				
5 or more boxes				
Total				

Brand of RIFLE AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Nosler				
Fiocchi				
Fusion				
Total				

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Cost of RIFLE AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

Types of stores where RIFLE AMMUNITION was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of SHOTGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Lead shot				
Non-lead shot				
Other				
Total				

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Gauge of SHOTGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
12 gauge				
16 gauge				
20 gauge				
28 gauge				
410 gauge				
Other				
Not sure				
Total				

Number of boxes of SHOTGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
1				
2				
3				
4				
5 or more				
Total				

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Size of SHOTGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013
Rifled slugs		
Sabot slugs		
Other slugs		
#4 Buckshot		
#3 Buckshot		
#2 Buckshot		
#1 Buckshot		
#0 Buckshot		
#00 Buckshot		
#000 Buckshot		
#12 Shot		
#9 Shot		
#8½ Shot		
#8 Shot		
#7½ Shot		
#7 Shot		
#6 Shot		
#5 Shot		
#4 Shot		
#3 Shot		
#2 Shot		
#1 Shot		
#BB Shot		
#BBB Shot		
#T Shot		
Other		
I don't know		
Total		

Size of shotgun ammunition was added in Jan 2013.

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Brand of SHOTGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bismuth				
Estate				
Federal				
Fiocchi				
Hevi-Shot				
Kent				
PMC				
Remington				
RIO				
Winchester				
Wolf				
Other				
Not sure				
Fusion				
Total				

Cost of SHOTGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

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Types of stores where SHOTGUN AMMUNITION was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of HANDGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Rimfire				
Centerfire				
Other				
Total				

Caliber of HANDGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
1				
2				
3				
4				
5 or more				
Total				

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Brand of HANDGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Nosler				
Fusion				
Total				

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Cost of HANDGUN AMMUNITION purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

Types of stores where HANDGUN AMMUNITION was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Blackpowder and Supplies

Estimated U.S. Market Size (\$)

	2012
Blackpowder	

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

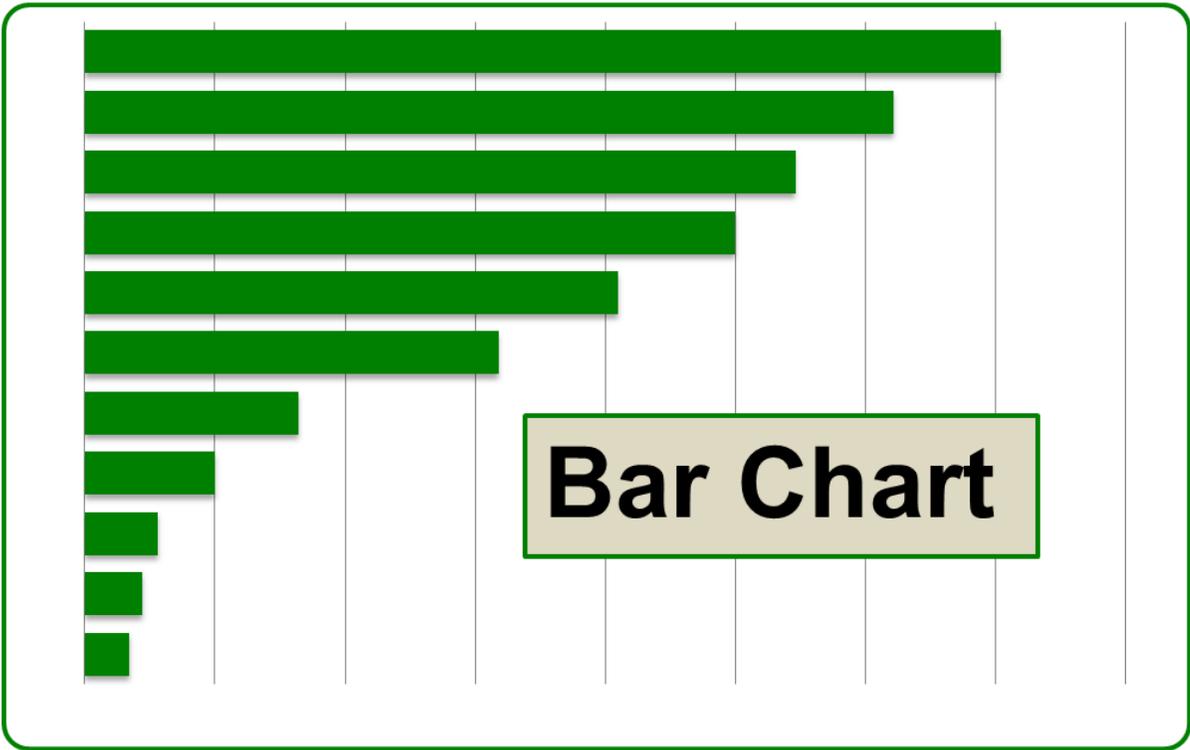
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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 BLACKPOWDER and SUPPLIES, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Total				

Responses are multiple-selection and can total over 100%

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Brand of PROPELLANT or POWDER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Alliant				
Goex				
Hodgdon				
Pyrodex				
American Pioneer Powder				
Shockeys Gold				
Other				
Not sure				
Blackhorn				
Swiss				
Triple Seven				
Western Powders				
White Hot				
Total				

Cost of PROPELLANT or POWDER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of BALLS, BULLETS, or SHOT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of PATCHES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 PATCHES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of BLACKPOWDER CLEANING SUPPLIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 BLACKPOWDER CLEANING SUPPLIES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of BLACKPOWDER SOLVENT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 BLACKPOWDER SOLVENT was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of BLACKPOWDER MEASURES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 BLACKPOWDER MEASURES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of BLACKPOWDER PLUG WRENCHES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Cost of BLACKPOWDER PRIMERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of BLACKPOWDER FLINTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 BLACKPOWDER FLINTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of BLACKPOWDER BALL PULLERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Cost of BLACKPOWDER SPEED LOADERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of BLACKPOWDER BREECH PLUGS or NIPPLES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 BLACKPOWDER BREECH PLUGS or NIPPLES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Bowhunting or Archery Equipment

Estimated U.S. Market Size (\$)

2012

Bowhunting & Archery Equipment

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

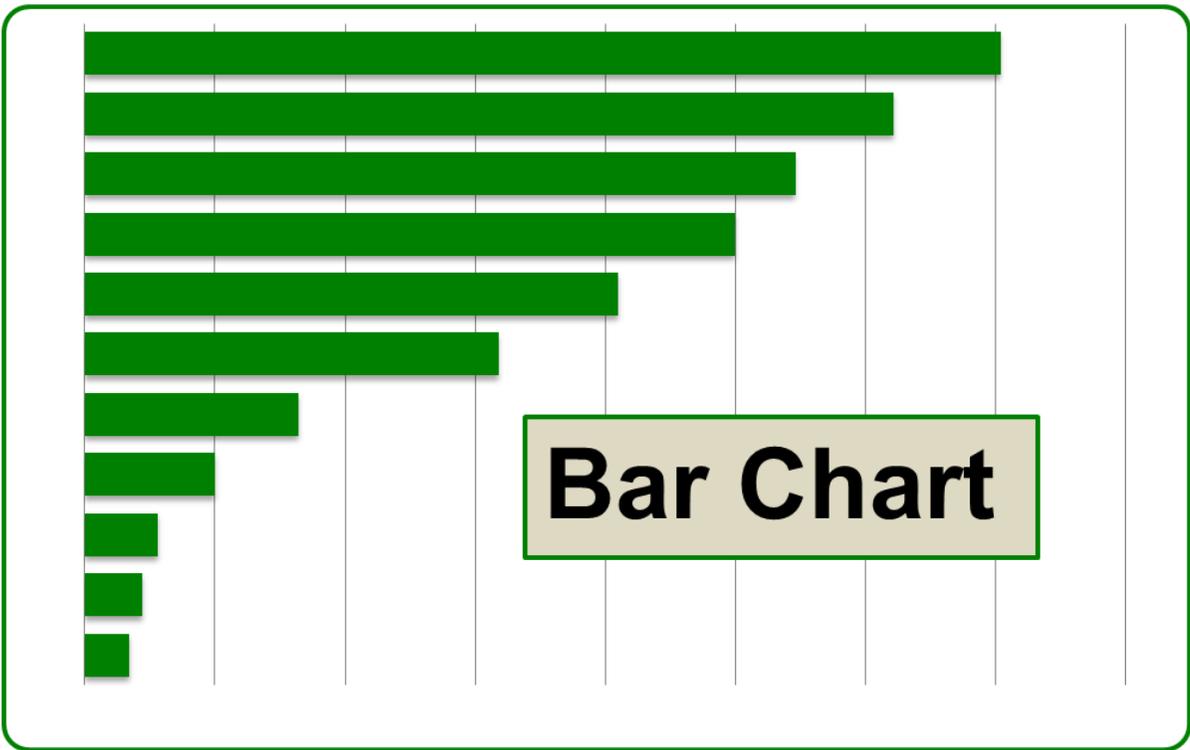
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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 BOWHUNTING or ARCHERY EQUIPMENT, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bows				
Arrows				
Crossbows				
Fletching & other arrow components				
Broadheads				
Releases				
Peepsites				
Silencers				
Stabilizers				
Arm guards				
Quivers				
Rests				
Targets				
Strings				
Bow case				
Sights				
Bow Stand				
Other archery equipment				
Total				

Responses are multiple-selection and can total over 100%

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Type of BOWS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Compound				
Long bow				
Recurve				
Other				
Total				

Brand of BOWS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
High Country				
Alpine				
Howard Hill				
Pearson				
Oneida				
Samick				
Total				

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Cost of BOWS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of ARROWS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Berman				
Cabela brand				
Carbon Express				
Easton				
Gold Tip				
PSE				
Not sure				
Other				
Allen				
Barnett				
Horton				
Parker				
Victory				
Total				

Cost of ARROWS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where ARROWS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of FLETCHING purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
AAE				
Berman				
Bi-Delta				
Blazer				
Bohning				
Burnt Coyote				
Cabela's				
Duravane				
Easton				
Extreme				
Fusion				
LumenokTruGlo				
NAP				
QuickSpin				
Trueflight				
Vanetec				
Not sure				
Other				
Gateway				
Starflight				
Total				

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Cost of FLETCHING purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of BROADHEADS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Crimson Talon				
Easton				
G5				
Horton				
Magnus				
Muzzy				
NAP				
Rage				
Rocket				
Slick Trick				
Steel Force				
Thunderhead				
Not sure				
Other				
Carbon Express				
Grim Reaper				
QAD				
Ramcat				
Swhacker				
Wasp				
Total				

Cost of BROADHEADS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of RELEASES, TABS and RELATED ITEMS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Cabela's				
Carter				
Cobra				
Copper John				
Fletcher				
Free Flight				
Neet				
Primos				
Pro Release				
Scott Archery				
T R U				
Tru-Fire				
Tru Glo				
Winn				
Not sure				
Other				
Bateman				
Lan				
Spot Hogg				
Total				

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Cost of RELEASES, TABS and RELATED ITEMS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of PEEPSITES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Cabela's				
Cobra				
Copper John				
Extreme				
Fletcher				
HHA				
PSE				
SpotHogg				
Sword				
TruGlo				
Not sure				
Other				
G5				
Loc - a - peep				
NAP				
Apex				
Trophy Ridge				
Viper				
Total				

Cost of PEEPSITES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of SILENCERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Allen				
Bear				
Bowjax				
Cabela's				
Diamond				
Fuse				
Hoyt				
Limbsaver				
Octane				
PSE				
Simms				
Other				
Not sure				
Everlast				
Mathews				
NAP				
Excalibur				
X-Factor				
Truglo				
PSE				
TRU				
Cir-Cut				
G5				
Nitro				
Total				

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Cost of SILENCERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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

Types of stores where SILENCERS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of STABILIZERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Cobra				
Doinker				
Fuse				
Limb Saver				
N A P				
Octane				
Trophy Ridge				
Tru-Glow				
Vibracheck				
Not sure				
Other				
Apex				
Mathews				
Total				

Cost of STABILIZERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 STABILIZERS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of ARM GUARDS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Buck Wing				
Cobra				
Gander Mountain				
Neet				
Primos				
Saunders				
Tarantula				
Team Realtree				
Vista				
Not sure				
Other				
Allen				
Bear				
Total				

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Cost of ARM GUARDS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 ARM GUARDS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of QUIVERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Apex				
Bohning				
Easton				
Excaliber				
Fuse				
Hoyt				
Kwikkee				
Mathews				
Neet				
Octane				
PSE				
Trophy Ridge				
Not sure				
Other				
Gander Mountain				
G5				
Ghost				
Thunder Boa				
Tru-Glo				
Alpine				
Archer Xtreme				
Game Plan Gear				
Rage				
Tightspot				
Barnett				
Bear				
Martin				
RedHead				
Diamond				
Horton				
Vortex				
Game Winner				
Bow Tech				
Total				

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Cost of QUIVERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 QUIVERS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of RESTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bodoodle				
Copper John				
Carolina Archery				
Golden Key				
NAP				
Qad				
QuickTune				
Ripcord				
Trophy Ridge				
Trophy Taker				
Other				
Not sure				
Octane				
Vapor Trail				
Total				

Cost of RESTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. amount spent

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Types of stores where RESTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of ARCHERY TARGETS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Birchwood/Casey				
Blackhole				
Buckmaster				
Bulldog				
Cabela's				
Champion				
Delta				
Gander Mountain				
Glendel				
McKenzie				
Morrell				
Redhead				
Reinhart				
The Block				
Yellow Jacket				
Not sure				
Other				
Hybrid King				
Shooter Buck				
Main Archery				
Third Hand				
Big Green Targets				
Game Winner				
Homemade				
R & W				
Paper Target				
Buck Commander				
Hurricane				
Total				

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Cost of ARCHERY TARGETS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where ARCHERY TARGETS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Cost of STRINGS AND ACCESSORIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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

Types of stores where STRINGS AND ACCESSORIES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of BOW CASES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Allen				
Boyt				
Cabela's				
Doskocil				
Excaliber				
Flambeau				
Plano (including BowGuard)				
SKB				
Vanguard				
Not sure				
Other				
Scent-lok				
Black Creek				
Easton				
Mathews				
Bone Collector				
Bowtech				
Diamond Lock				
Hoyt				
Kolpin				
Primos				
Scent-Lok				
Horton				
RedHead				
Tarantula				
Total				

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Cost of BOW CASES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. amount spent

Types of stores where BOW CASES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of ARCHERY SIGHTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Apex				
Black Gold				
Cabela's				
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				
Aimshot				
PSE				
Shaffer				
Trijicon				
Axcel				
Viper				
Vital Bow Gear				
Field Logic				
Flash Point				
GWS				
Impact Archery				
Total				

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Cost of ARCHERY SIGHTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of BOW STANDS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
ForEverLast				
Wildwood Innovations				
OMP				
X-spot				
Fivics				
LP Pro Pod				
Cartel				
Total				

Cost of BOW STANDS purchased

	Nov-Dec 2013	ANNUAL 2013
\$0 to \$5		
\$6 to \$10		
\$11 to \$20		
\$21 to \$50		
Over \$50		
Total		
Avg. Amount Spent		

Price ranges for bow stands changed in Jan 2013.

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Types of stores where BOW STANDS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Decoys and Game Calls

Estimated U.S. Market Size (\$)

2012

Decoys & Game Calls

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

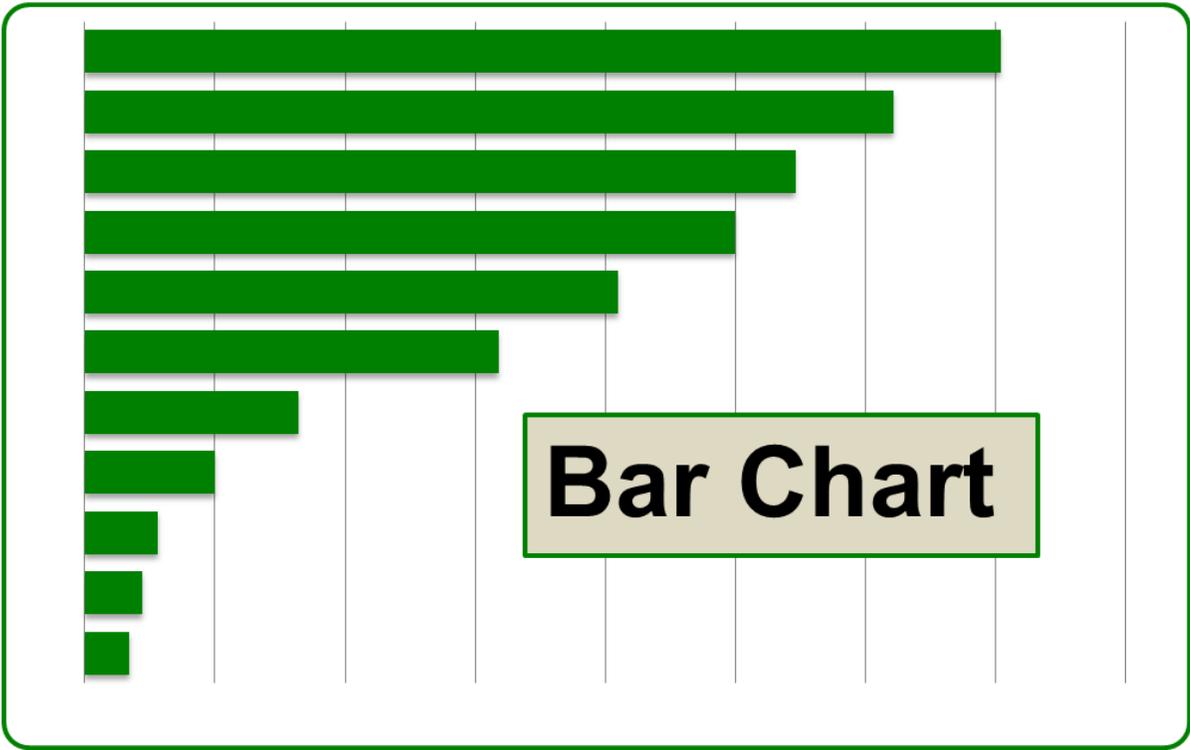
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
11 years or less				
12 years				
1-3 years of college				
4 or more years of college				
Total				

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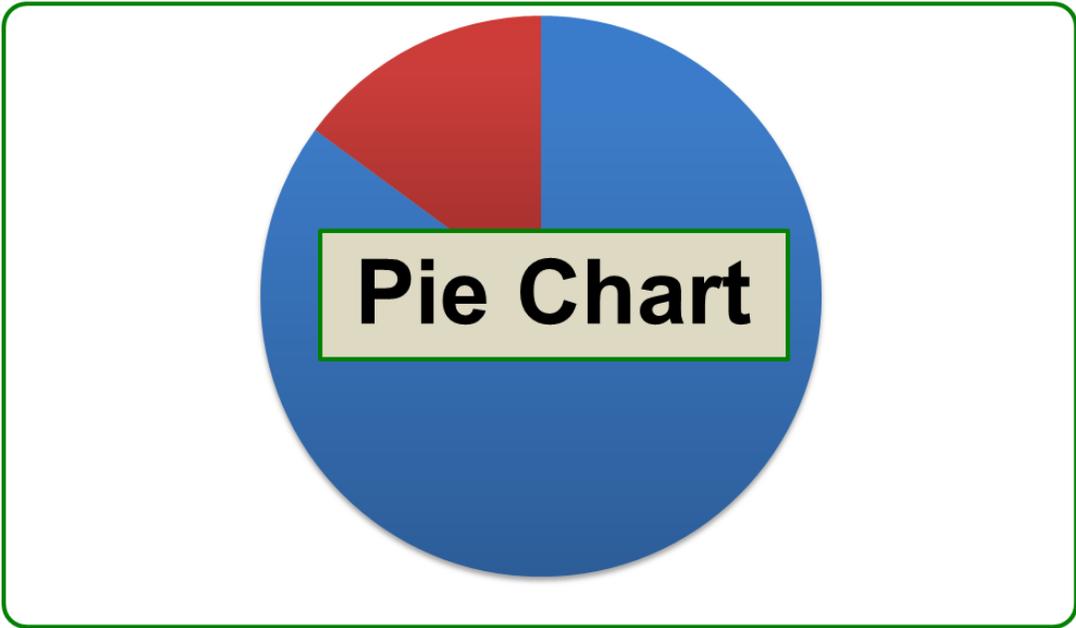
Of people who reported buying DECOYS or GAME CALLS, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Game call				
Decoy				
Total				

Responses are multiple-selection and can total over 100%

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Type of DECOYS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Waterfowl				
Turkey				
Big game				
Other				
Small game*				
Predator*				
Upland game*				
Accessories*				
Total				

*Options added in May-June 2012

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Brand of DECOYS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Avery				
Bass Pro Shops/Redhead				
Big Foot				
Cabela's				
Carry-Lite				
Edge				
Featherlite				
Final Approach				
Flambeau				
Greenhead				
Higdon				
Mojo				
Montana				
Primos				
Renzo				
Not sure				
Other				
Zink				
Flextone				
Hard Core				
Hunters Specialities				
Total				

Cost of DECOYS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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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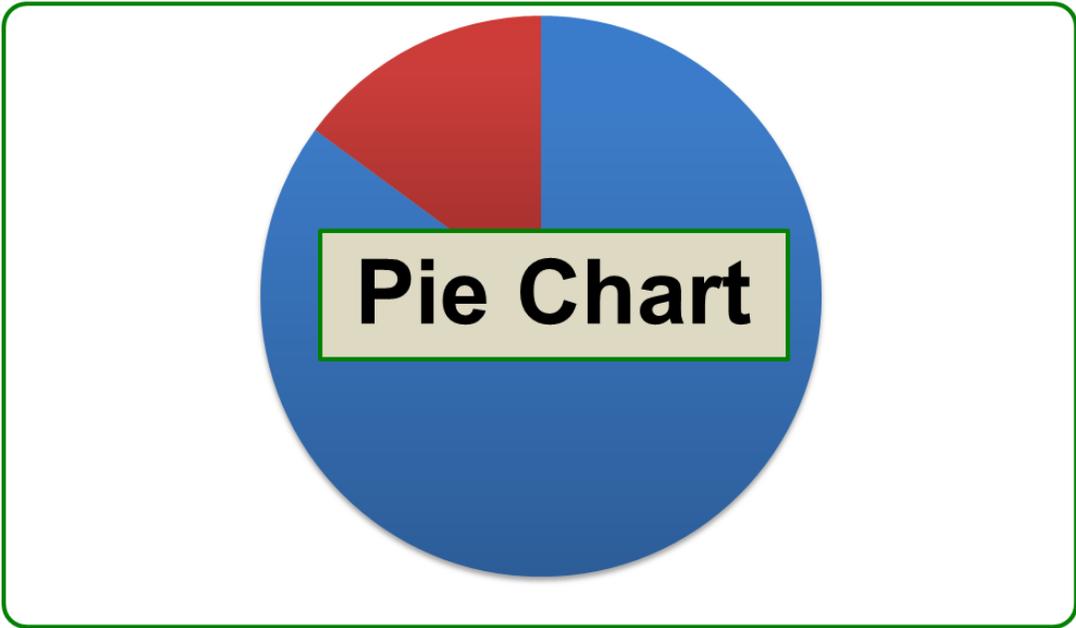
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Types of stores where DECOYS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of GAME CALLS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Waterfowl				
Turkey				
Big game				
Other				
Predator				
Upland game (including crow)				
Small game				
Accessories (Lanyard, reeds, replacement parts)				
Total				

*Options added in May-June 2012

Type of GAME CALL technology purchased

	Nov-Dec 2013	*ANNUAL 2013
Digital		
Manual		
Total		

*This question was added Mar-April 2013

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Brand of GAME CALLS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Big River				
Custom/Handmade				
Down N Dirty				
Extreme Dimension				
Faulks				
ICOftech				
Illusions				
Tim Grounds				
Total				

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Cost of GAME CALLS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				
\$101 to \$200				
\$201 to \$300				
\$301 to \$400				
\$401 to \$500				
over \$500				
Not sure				
Total				

Avg. Amount Spent

Types of stores where GAME CALLS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Hand-loading Equipment

Estimated U.S. Market Size (\$)

2012

Hand-loading

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

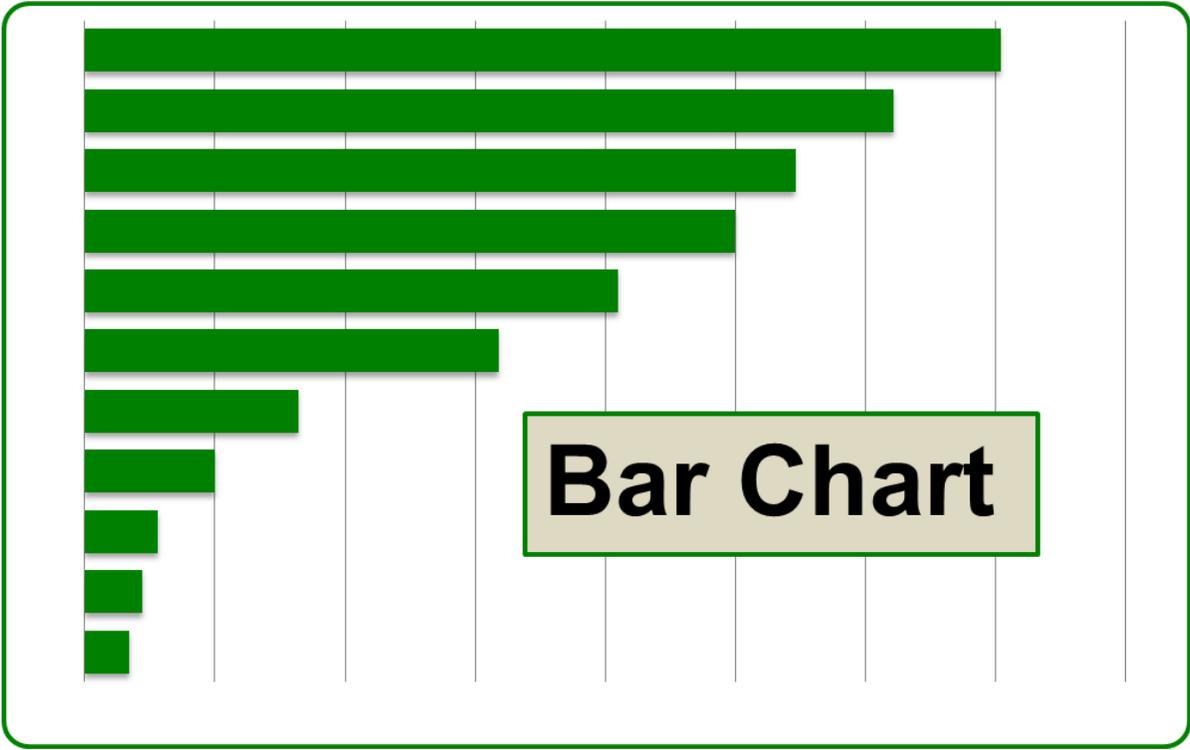
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Presses				
Dies				
Reloading tools				
Reloading components (brass shell cases, bullets, powder, shotshell hulls or wads,shot)				
Bullet mold				
Other hand loading tools				
Total				

Responses are multiple-selection and can total over 100%

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Brand of PRESSES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Dillon				
Hornady				
Lee Precision				
Lyman				
MEC				
RCBS				
Redding				
Not sure				
Other				
Total				

Cost of PRESSES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 PRESSES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of DIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Dillon				
Hornady				
Lee Precision				
Lyman				
MEC				
RCBS				
Redding				
Not sure				
Other				
Total				

Cost of DIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of RELOADING TOOLS and ACCESSORIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Cabela's				
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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				

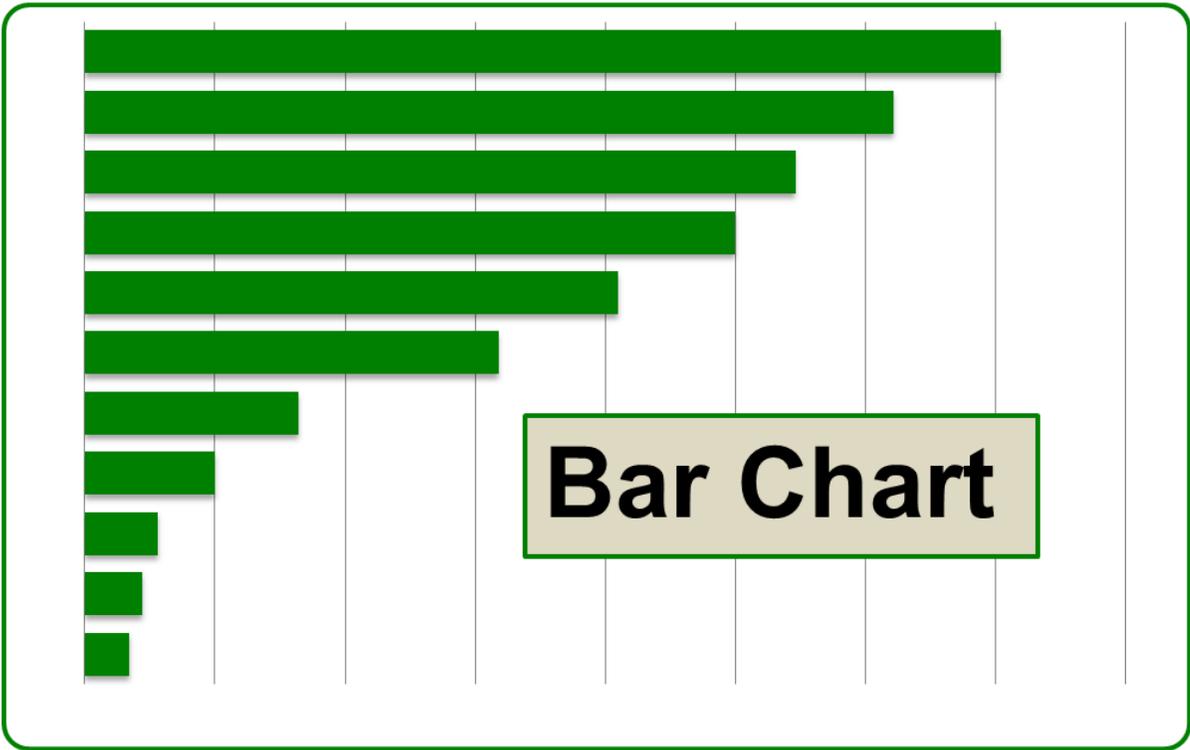
Avg. Amount Spent

Types of stores where RELOADING TOOLS and ACCESSORIES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Of people who reported buying RELOADING COMPONENTS, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				

Cost of RELOADING BRASS SHELL CASES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 BRASS SHELL CASES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Number of RELOADING BULLET boxes purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
1				
2				
3				
4				
5 or more				
Total				

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Brand of RELOADING BULLETS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Barnes				
Black Hills Shooter Supply				
Federal				
Hornady				
Lake City				
Lapua				
Magtech				
Norma				
Nosler				
Remington				
Starline				
Weatherby				
Winchester				
Not sure				
Other				
Sierra				
Armcor				
Barrys				
Berger				
Frontier				
Magnus				
Midway				
Missouri Bullet Company				
Montana				
Oregon Trail				
Rainer				
S&S				
Speer				
Swift				
X-Treme				
Zero				
Total				

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Cost of RELOADING BULLETS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of RELOADING PRIMER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Remington				
Federal				
Winchester				
CCI				
Magtech				
Not sure				
Other				
Total				

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Cost of RELOADING PRIMER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 PRIMER was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of RELOADING POWDER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Accurate				
Alliant				
Hodgdon				
IMR				
Ramshot				
Vhita Vouri				
Winchester				
Not sure				
Other				
Total				

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Cost of RELOADING POWDER purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of SHOTSHELL HULLS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Ballistic				
BPI				
Federal				
Fiocchi				
Magtech				
Remington				
Winchester				
Other				
Not sure				
Rio				
Ten-X				
Cheddite				
Claybuster				
Total				

Cost of SHOTSHELL HULLS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabela's)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

Brand of SHOTSHELL WADS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Ballistic				
BPI				
BlueBuster				
Claybuster				
Downranges				
Duster				
Federal				
Remington				
Winchester				
Other				
Not sure				
Total				

Cost of SHOTSHELL WADS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 WADS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of SHOT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Claybuster				
Eagle				
Federal				
Lawrence				
North West				
Remington				
West Coast				
Western Powders				
Winchester				
Not sure				
Other				
Homady				
Star				
Welder				
BPI				
Homemade				
Reclaimed				
Total				

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Cost of SHOT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 SHOT was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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

Estimated U.S. Market Size (\$)

2012

Optics

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

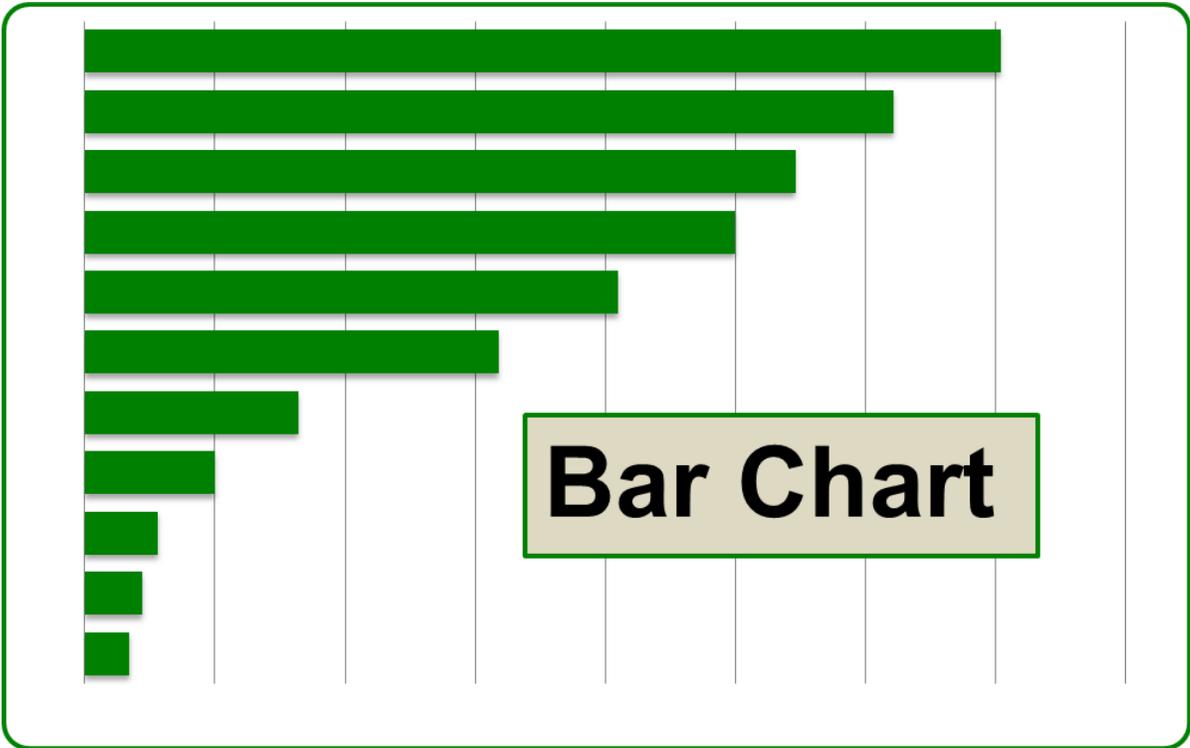
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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 OPTICS, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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%.

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Percent of SCOPES that were purchased along with other firearms

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Scope w/ Rifle				
Scope w/ Shotgun				
Scope w/ Muzzleloader				
Scope w/ Handgun				
Scope w/ Combination Gun				
Scope w/ Air Rifle				
Scope w/ Compound Bow				
Scope w/ Crossbow				
Total				

Of people who reported buying SCOPES, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Rifle scope				
Handgun scope				
Shotgun scope				
Other scope				
Crossbow Scope				
Air Rifle Scope				
Total				

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Brand of SCOPES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
ATN				
AimPoint				
BSA				
Barska				
Bausch and Lomb				
Burriss				
Bushnell				
Cabela's				
Center Point				
EOTech				
Leapers				
Leupold				
Meade				
Nikon				
Pentax				
Redfield				
Redhead				
Scheels				
Sightron				
Simmons				
Swarovski				
Tasco				
Trijicon				
TruGlo				
Weaver				
Yukon				
Zeiss				
Not sure				
Other				
Banner				
Leica				
Hawke				
Aeon				
Alpen				
Barnett				
BSA				
Excalibur				
Hi-Lux				
Huskemaw				
Konus				
Millett				
Mueller				
NcStar				
Nightforce				
Sightmark				

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Swift
Unertl
UTG
Vortex
Total

Cost of SCOPES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where SCOPES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Of people who reported buying SCOPE ACCESSORIES, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Rifle scope accessories				
Shotgun scope accessories				
Handgun scope accessories				
Other scope accessories				
Crossbow scope accessory				
Total				

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Brand of SCOPE ACCESSORIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
AimTec				
B-Square				
Bushnell				
Burriss				
Butler Creek				
Kwi-Site				
Leupold				
Millet				
Opticland				
Redfield				
Talley				
Tasco				
Thompson Center				
Weaver				
Other				
Not sure				
DNX (Dednutz)				
Warne				
Leapers				
Trijicon				
Browning				
BSA				
Beretta				
EOTech				
Hawke				
LaRue				
NcStar				
Nikon				
Ruger				
Sightmark				
Unertl				
UTG				
Vortex				
Total				

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Cost of SCOPE ACCESSORIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$0 to \$20				
\$21 to \$40				
\$41 to \$60				
\$61 to \$80				
\$81 to \$100				
\$100 to \$250				
\$250 to \$500				
\$500 to \$750				
\$750 to \$1,000				
Over \$1,000				
Not sure				
Total				

Avg. Amount Spent

Types of stores where SCOPE ACCESSORIES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of BINOCULARS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Alpen				
Barska				
Bruton				
Burris				
Bushnell				
Cabela's				
Fujinon				
Leica				
Leupold				
Minox				
Nikon				
Nitrex				
Pentax				
Sightron				
Simmons				
Steiner				
Swarovski				
Tasco				
Weaver				
Zeiss				
Not sure				
Other				
Redfield				
Vortex				
Meopta				
NCStar				
Redhead				
Vanguard				
Bass Pro				
Canon				
Emerson				
Field & Stream				
Game Winners				
Smith & Wesson				
Zen-Ray				
Hawke				
Total				

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Cost of BINOCULARS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where BINOCULARS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of SPOTTING SCOPES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Yukon				
AIM				
Alpen				
BSA				
Cabela's brand				
Hawke				
Konus				
Minox				
NcStar				
Swift				
Winchester				
Total				

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Cost of SPOTTING SCOPES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. amount spent

Types of stores where SPOTTING SCOPES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of RANGE FINDERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bushnell				
Cabela's				
Leica				
Leupold				
Nikon				
Simmons				
Swarovski				
Zeiss				
Not sure				
Other				
Redfield				
Remington				
Total				

Cost of RANGE FINDERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of SIGHTING-IN DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
BSA				
Burris				
Bushnell				
Cabela's				
LaserMax				
Leica				
Leupold				
Nikon				
Pine Ridge				
Simmons				
Swift				
Tasco				
TruGlo				
Not sure				
Other				
Firefield				
Laserlyte				
SightMark				
Sight-rite				
Site Lite				
AimShot				
NCStar				
Osprey				
Center Point				
Guide Gear				
Weaver				
Total				

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Cost of SIGHTING-IN DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of OPTICS ACCESSORIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
B-Square				
Burris				
Cabela's				
Crooked Horn				
DNZ				
Laserlyte				
Leupold				
Millett				
Tally				
Tasco				
Tenpoint				
Warne				
Weaver				
Not sure				
Other				
Butler Creek				
Vortex				
Total				

Cost of OPTICS ACCESSORIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where OPTICS ACCESSORIES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of OPTIC SIGHTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Laser (beam)				
Dot				
Fiber optic				
Other				
Total				

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Brand of OPTIC SIGHTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
AirForce				
BSA				
Barska				
Brite-site				
Browning				
Bushnell				
Cabela's				
Crosman				
Durabright				
EOTech				
Easy Hit				
HHA				
HiViz				
LaserLyte				
Leapers				
Marbles				
Osprey				
RedHead				
Reflex				
Remington				
Trijicon				
TruGlo				
UTG				
Warren				
Williams				
Not sure				
Other				
Vridian				
Aimpoint				
Burris				
Centerpoint				
Crimson Trace				
NcStar				
Sightmark				
Streamlight				
Tasco				
Ultra Dot				
Vortex				
Total				

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Cost of OPTIC SIGHTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where OPTIC SIGHTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Hunting Apparel

Estimated U.S. Market Size (\$)

2012

Hunting apparel

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

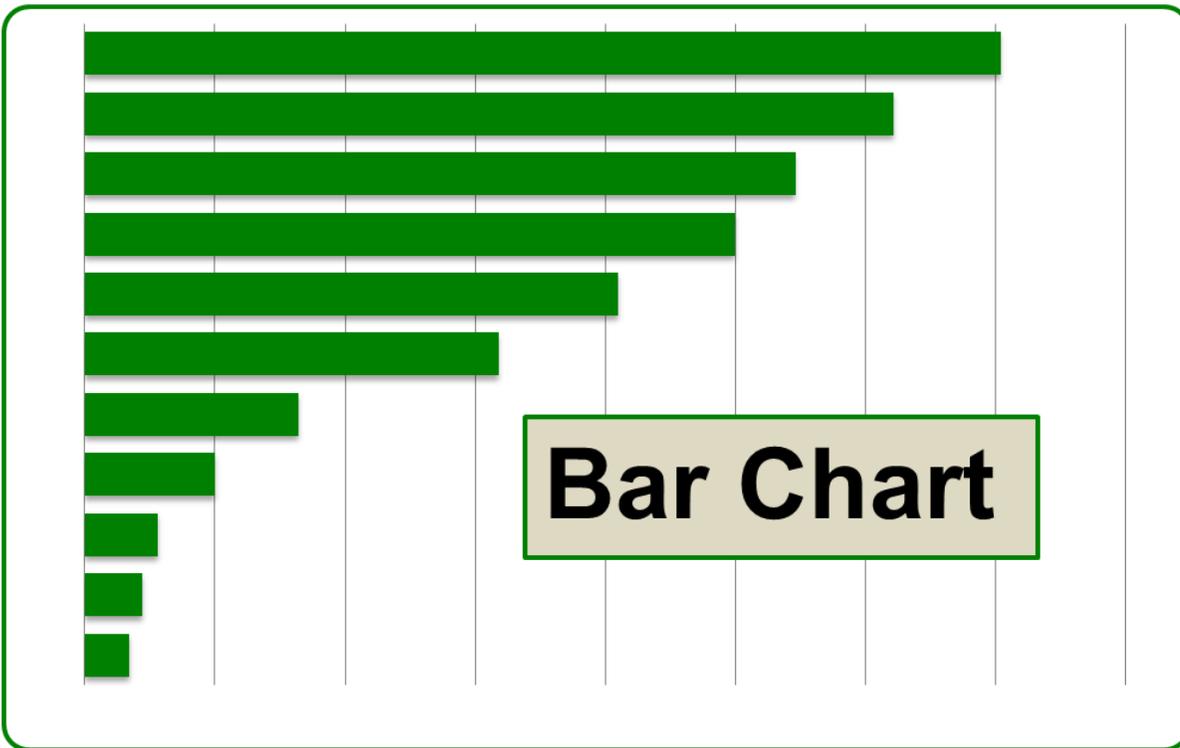
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Hunting backpack, waist pack, duffel				
Chaps				
Other				
Total				

Responses are multiple-selection and can total over 100%

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Type of BLAZE ORANGE APPAREL purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Jacket				
Vest				
Hat				
Shirt				
Other				
Total				

Brand of BLAZE ORANGE APPAREL purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Advantage				
Bass Pro/Redhead				
Browning				
Buckmasters				
Cabela's				
Columbia				
Filson				
Gamehide				
Gander Mountain				
Mossy Oak				
Orvis				
Prois				
Primos				
Realtree				
Remington				
Stearns				
Walls				
Not sure				
Other				
Boyt				
Duluth				
Game Winner				
L L Bean				
Under Armour				
Total				

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Cost of BLAZE ORANGE APPAREL purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where BLAZE ORANGE APPAREL were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of CAMOUFLAGE CLOTHING purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Raingear				
Pants				
Shirts				
Jackets				
Vests				
Headgear				
Total				

Camouflage pattern brand of CAMOUFLAGE CLOTHING purchased

	Nov-Dec 2013	*ANNUAL 2013
Mossy Oak		
W L Gore/OptiFade		
Realtree		
Ameristep		
Matrix		
True Timber		
Naked North		
Vertigo		
Delta		
Farmland		
Natural Gear		
Kings		
CamoWest		
Cabelas brand		
Predator		
Ground Swat		
MultiCam		
Other		
Not sure		
Total		

*Question added March-April 2013

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Manufacturer brand of CAMOUFLAGE CLOTHING purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Advantage/Real Treee				
Browning				
Cabela's brand				
Columbia				
Field and Stream				
Mossy Oak				
Redhead				
Scent Lok				
Stearns				
Walls				
Wrangler				
Not sure				
Other				
Realtree				
ScentBlocker				
ASAT				
Carhartt				
Drake				
Frogg Toggs				
Game Winner				
Game Hide				
Gander Mountain				
Kings				
Kryptek				
L L Bean				
Natural Gear				
Rivers West				
Rocky				
Russell				
Sitka				
Tru-Spec				
Under Armour				
Total				

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Cost of CAMOUFLAGE CLOTHING purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where CAMOUFLAGE CLOTHING were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of SHOOTING VESTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bass Pro Shops brand				
Bob Allen				
Browning				
Cabela's 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				
Carhart				
Columbia				
Game Winner				
Orvis				
Pella				
Quaker Boy				
Walls				
Wild Hare				
Eddie Bauer				
H S Strut				
Total				

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Cost of SHOOTING VESTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where SHOOTING VESTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of BOOTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bass Pro Shops				
Brahma				
Browning				
Cabela's				
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				
Pro Line				
Justin				
Kenetrek				
LL Bean				
Magnum				
UnderArmour				
Game Winner				
Keen				
Timberland				
Total				

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Cost of BOOTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of HEAD GEAR purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Advantage				
Avery				
Bass Pro				
Browning				
Buck Wear				
Cabela's 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				
Stormy Kromer				
Allen				
Legendary Whitetails				
Poor Boys Pro Team				
Whitewater				
Arctic Shield				
Game Winner				
L L Bean				
Total				

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Cost of HEAD GEAR purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of UNDERGARMENTS and THERMAL UNDERWEAR purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bass Pro / Redhead				
Cabela's				
Duofold				
Kings				
LL Bean				
Mossy Oak				
Polar Tec				
Remington				
Rocky				
Scent Blocker				
Scent Shield				
Scent Lok				
Under Armour				
Woolpower				
Not sure				
Other				
Sika				
Russel				
X-Scent				
Columbia				
Jockey				
Carhartt				
Core 4 Element				
Drake				
Fruit of the Loom				
Gander Mountain				
Guide Gear				
Hunters Specialties				
Total				

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Cost of UNDERGARMENTS and THERMAL UNDERWEAR purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of GLOVES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bass Pro Shop brand				
Bob Allen				
Browning				
Cabela's				
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				
Manzella				
Hot Shot				
Scent Blocker				
Total				

Cost of GLOVES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 GLOVES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of COVERALLS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where COVERALLS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of HUNTING SOCKS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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 HUNTING SOCKS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of CHEST WADERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where CHEST WADERS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of CHAPS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where CHAPS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of HUNTING BACKPACK, WAIST PACK, DUFFLES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Alps				
Avery				
Badlands				
Blacks Creek				
Browning				
Cabelas				
CamelBak				
Eberlestock				
Fieldline				
Game Guard				
GamePlan Gear				
Horn Hunter				
Hunters Specialities				
Kelty				
Mahco				
RedHead/Bass Pro				
Sitka				
Timber Ridge				
Trekker				
Under Armour				
Other				
Total				

*Backpack tables added Mar/Apr 2012

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Cost of HUNTING BACKPACK, WAIST PACK, DUFFLES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where HUNTING BACKPACK, WAIST PACK, DUFFLES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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

Estimated U.S. Market Size (\$)

2012

Hunting accessories

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

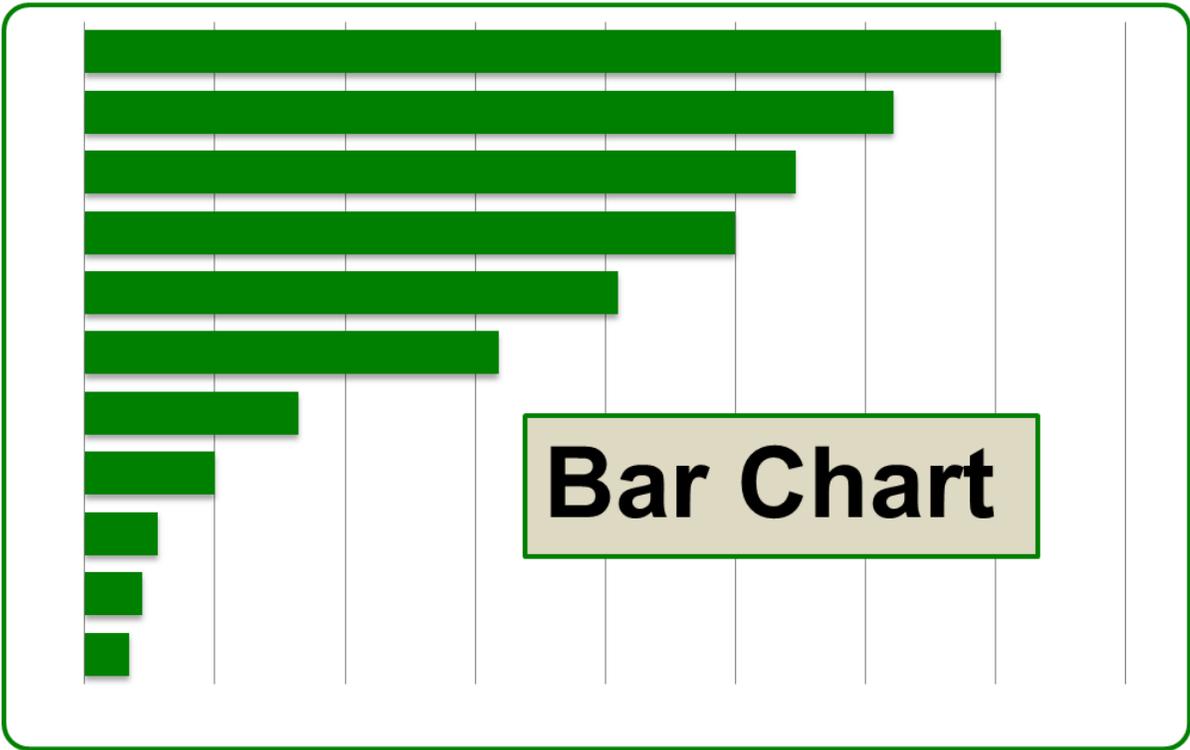
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bipods and shooting sticks				
Electronic Devices (GPS, Weather, Compass)				
2-Way radios				
Flashlights, lanterns, lighting devices				
Game cleaning supplies				
Game feeder				
Game feed				
Food plot seed				
Knives				
Scents, scent coverings, or eliminators				
Tree stands, ladders, towers, tripods				
Trail camera, game camera				
Blinds				
Miscellaneous (insect repellent, hand warmers, etc.)				
Other				
Total				

Responses are multiple-selection and can total over 100%

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Brand of BIPODS AND SHOOTING STICKS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Allen				
Bog Pod				
Cabela's				
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				
UTG				
Accu-Shot				
Total				

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Cost of BIPODS AND SHOOTING STICKS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of ELECTRONIC DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
GPS				
Weather				
Compass				
Total				

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Brand of GPS DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bushnell				
Cabela's				
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				

Cost of GPS DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 GPS DEVICES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of TWO-WAY RADIO purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bushnell				
Cabela's				
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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of FLASHLIGHTS, LANTERNS AND LIGHTING DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Flashlight				
Lantern				
Other lighting device				
Headlamp				
Total				

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Brand of FLASHLIGHTS, LANTERNS, AND LIGHTING DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Black & Decker				
Brinkman				
Browning				
Cabela's				
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				
Trustfire				
Ampro				
NEBO				
Rayovac				
Remington				
TerraLux				
UTG				
Black Diamond				
Kill Light				
Olight				
Princeton Tech				
Redline				

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Rocky

Total

Cost of FLASHLIGHTS, LANTERNS AND LIGHTING DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of GAME FEEDERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Standing Feeder				
Hanging Feeder				
Timer (Kit or Parts)				
Accessories				
Total				

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Brand of GAME FEEDERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
American Hunter/Feeder Max				
Big Game Feeder				
Boss Buck				
Cabela's				
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				

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Cost of GAME FEEDERS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				
\$100.01 to \$200				
\$200.01 to \$300				
\$300.01 to \$400				
\$400.01 to \$500				
\$500.01 to \$600				
\$600.01 to \$700				
\$700.01 to \$800				
\$800.01 to \$900				
\$900.01 to \$1000				
Over \$1000				
Not sure				
Total				

Avg. Amount Spent

Types of stores where GAME FEEDERS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of GAME FEED purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass (Corn, Soybean, etc)				
Blocks/Mineral licks				
Liquid				
Powder				
Pellets				
Total				

*All game feed tables new March-April 2012

Brand of GAME FEED purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Moultrie				
Primos				
Wildgame Innovations				
Other				
Not sure				
Acorn Rage				
Antler King				
Bait Station				
Big & J				
Buck Grub				
Buck Jam				
CMere Deer				
CodeBlue				
Deer Cane				
Evolved Habitats				
Evolved Harvest				
Hog Wild				
Hunters Specialties				
Imperial Whitetail				
Mar-Vo Minerals				
Mossy Oak				
Rack Up Feed				
RedHead/Bass Pro				
Sportsmans Choice				
Trophy Rack Nuggets				
Whitetail Institute				
Total				

*All game feed tables new March-April 2012

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Cost of GAME FEED purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Under \$10 00				
\$10.01 - \$25 00				
\$25 01 - \$50 00				
Over \$50 00				
Not sure				
Total				

Avg. Amount Spent

*All game feed tables new March-April 2012

Types of stores where GAME FEED was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

*All game feed tables new March-April 2012

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Brand of FOOD PLOT SEED purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Antler King				
Cabela's				
Deer Creek Seed				
Evolved Harvest				
Hunters Speciality				
Mossy Oak Biologic				
Outfitters Choice				
Saddle Pro				
Tecomate				
Whitetail Institute				
Not sure				
Other				
Custom Blend				
Wild Game Innovations				
Frigid Forage				
Local Store Seed				
L B Wannamaker				
Plot Spike				
Total				

Cost of FOOD PLOT SEED purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where FOOD PLOT SEED was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of GAME CLEANING SUPPLIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where GAME CLEANING SUPPLIES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of KNIVES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bass Pro Shops / Redhead				
Benchmade				
Bladetech				
Browning				
Buck				
Cabela's				
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				

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Smith & Wesson
Tomahawk
Winchester
Other
Not sure
Western
Broker
Havalon
Custom made
Elk Ridge
Grohmann
Kimber
Rite Edge
Camillus
United Cutlery
Bark River
Handmade or custom
Timber Wolf
Al Mar
Condor
Lone Wolf
Randall
Mora
SpyderCO
Swiss Army
Walther
Total

Cost of KNIVES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where KNIVES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of ODOR ELIMINATOR or SCENT products purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Cover scent				
Lure scent				
Odor eliminator				
Total				

Brand of COVER SCENTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
BuckStop				
Code Blue				
Prime Time (Hunter Specialties Brand)				
Scent Shield				
Tinks				
Wildlife Research Center				
Not sure				
Other				
Total				

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Cost of COVER SCENTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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

Types of stores where COVER SCENTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of LURE SCENTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
BuckStop				
Code Blue				
Prime Time (Hunter Specialties Brand)				
Scent Shield				
Tinks				
Wildlife Research Center				
Not sure				
Other				
Buck Bomb				
Buck Magic				
Harmons				
Smokeys				
Total				

Cost of LURE SCENTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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 LURE SCENTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of ODOR ELIMINATORS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

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Cost of ODOR ELIMINATORS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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

Types of stores where ODOR ELIMINATORS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Type of TREE STANDS, LADDERS, TOWERS, TRIPODS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Climbing				
Non-climbing				
Tripod stands				
Blinds				
Harnesses and Accessories (gear holders/hooks, etc)				
Other				
Ladder and steps				
Ladder stands				
Towers				
Total				

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Brand of TREE STANDS, LADDERS, TOWERS, TRIPODS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
API Grand Slam				
Advanced Game Technologies				
Ameristep				
Big Dog				
Big Game				
Cabela's				
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				
Millenium				
Total				

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Cost of TREE STANDS, LADDERS, TOWERS, TRIPODS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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, LADDERS, TOWERS, TRIPODS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of BLIND purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Other				
Ground Blind				
Layout/waterfowl Blind				
Box Blind				
Bags				
Blind Material (Burlap, Cloth, Netting, etc)				
Blind Accessories (Stakes, bow holder, lights, etc)				
Total				

*Blind categories new in March-April 2012

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Brand of BLIND purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Final Approach				
Trekker				
Adventech				
Allen Company				
Alps				
Ameristep				
Avery				
Barronett				
Beard Buster				
Beavertail				
Big Game Treestand				
Cabela's				
Camo Flex				
Camo Systems				
Camo Unlimited				
Drake				
Dura-Cover				
Edge Expedite				
Gerbings				
Ghostblind				
Greenhead Gear				
Hard Core				
HME Products				
Hunt Comfort				
Hunters Speciality				
Otter Outdoors				
Primos				
RedHead/Bass Pro				
RigEm Right				
Sports Afield				
Summit				
Timber Ridge				
Vista				
Wildfowler Outfitter				
Not sure				
Other				
KillZone				
Guide Gear				
Rhino				
Total				

*Blind categories new in March-April 2012

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Cost of BLIND purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Under \$25 00				
\$25 01 - \$50 00				
\$50.01 - \$100 00				
\$100.01 - \$150 00				
\$150.01 - \$200 00				
\$200.01 - \$250 00				
\$250.01 - \$300 00				
\$300.01 - \$350 00				
\$350.01 - \$400 00				
Over \$400 00				
Not sure				
Total				

Avg. Amount Spent

*Blind categories new in March-April 2012

Types of stores where BLIND was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

*Blind categories new in March-April 2012

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Brand of TRAIL CAMERAS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bass Pro Shops / Redhead				
BuckEye				
Bushnell				
Cabela's				
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				
SpyPoint				
Plot Watcher				
Primos				
Tasco				
Total				

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Cost of TRAIL CAMERAS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$0-\$10				
\$11-\$20				
\$21-\$30				
\$31-\$40				
\$41-\$50				
\$51-\$60				
\$61-\$70				
\$71-\$80				
\$81-\$90				
\$91-\$100				
\$101-\$150				
\$151-\$200				
\$201-\$250				
\$251-\$400				
Over \$400				
Not sure				
Total				

Avg. Amount Spent

Types of stores where TRAIL CAMERAS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Shooting Accessories

Estimated U.S. Market Size (\$)

	2012
Shooting accessories	

Age of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18				
18 to 24				
25 to 34				
35 to 44				
45 to 54				
55 to 64				
65 and older				
Total				

Gender of Respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Male				
Female				
Total				

Household Income

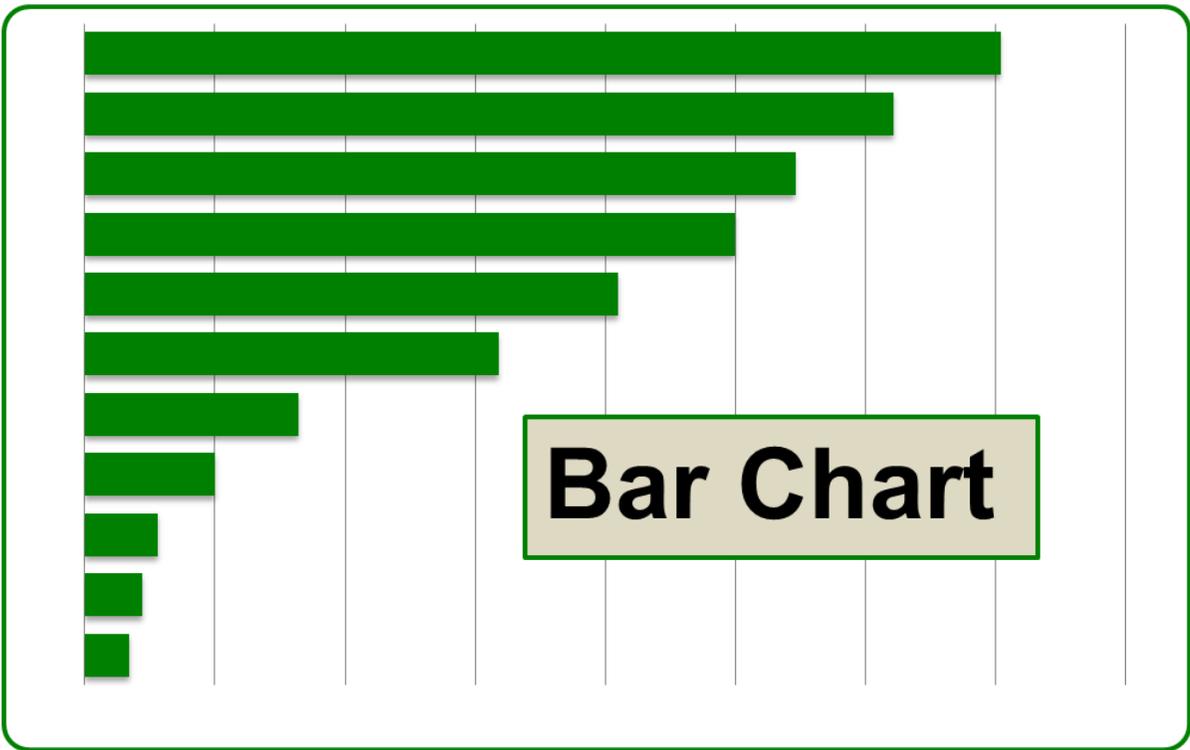
	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under \$10,000				
\$10,000 to \$19,999				
\$20,000 to \$29,999				
\$30,000 to \$39,999				
\$40,000 to \$49,999				
\$50,000 to \$74,999				
\$75,000 to \$99,999				
\$100,000 or above				
Total				

Education Level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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, they purchased:

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Other				
Total				

Responses are multiple-selection and can total over 100%

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Brand of BENCHES AND RESTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Allen				
Benchmaster				
Cabela's				
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				
RCBS				
Hyskore				
Protecktor				
San Angelo				
Total				

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Cost of BENCHES AND RESTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

Types of stores where BENCHES AND RESTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of TARGETS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				

Cost of TARGETS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 TARGETS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of SAFETY EQUIPMENT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Glasses or goggles				
Ear protection				
Other				
Total				

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Brand of SAFETY EQUIPMENT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
3 M				
Decot				
Oakley				
Sport Ear				
Surefire				
Wiley X				
Total				

Cost of SAFETY EQUIPMENT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 SAFETY EQUIPMENT was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of CLAYS or CLAY PIGEONS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Remington				
White Flyer				
Champion				
Midwest				
Northwest				
Other				
Not sure				
Total				

Cost of CLAYS or CLAY PIGEONS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Number of cases of CLAYS or CLAY PIGEONS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
1				
2				
3				
4				
5 or more				
Total				

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Brand of TRAPS AND TARGET-THROWING DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Atlas				
Champion				
Clay Master				
Do-All				
Hoppes				
IBIS Traps				
Laporte				
Pat Trap				
Pro-matic				
Remington				
Sportrap				
Trius				
Western Traps				
Not sure				
Other				
Winchester				
Total				

Cost of TRAPS AND TARGET-THROWING DEVICES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Cost of SLINGS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where SLINGS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sams Club)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)				
General Sporting Goods (The Sports Authority, Dicks)				
Local shop (mom and pop shops)				
Printed Catalog (Bass Pro, Cabela's)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used				
Other				
Not Sure				
Total				

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Brand of HOLSTERS/AMMO BELTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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				
Blade-Tech				
Comp-Tac				
Crossbreed				
Don Hume				
Foxx				
Galco				
Garrett				
IMI				
Kholster				
Kirkpatrick				
Kramer				
Remora				
Ruger				
Tagua				
Total				

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Cost of HOLSTERS/AMMO BELTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 HOLSTERS/AMMO BELTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of GUN CASES or SLEEVES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Hard sided cases				
Soft sided cases				
Other				
Total				

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Brand of GUN CASES or SLEEVES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Ace				
Allen				
Bass Pro Shops / Redhead				
Boyt				
Browning				
Cabela's				
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				
ADG				
Bulldog				
Drake				
Game Winner				
Kolpin				
Total				

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Cost of GUN CASES or SLEEVES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of GUN CLEANING SUPPLIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Birchwood Casey				
Break Free				
Cabela's brand				
Gunslick				
Hoppes				
Kleen-Bore				
Otis				
Outers				
Pro Shot				
Rem Oil				
Remington				
Shooters Choice				
Tipton				
Not sure				
Other				
Ballistol				
Barnes				
Blue Wonder				
Bore Snake				
Bore Tech				
Brownells				
Butchs				
Dewey				
Frog Lube				
Gunzilla				
Kroil				
Montana				
Sinclair				
Slip 2000 EWL				
Tetra				
Winchester				
Total				

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Cost of GUN CLEANING SUPPLIES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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

Types of stores where GUN CLEANING SUPPLIES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Brand of GUN SAFES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Bass Pro Shops / Redhead				
Browning				
Cabela's				
Canon				
Liberty				
Remington				
Sentinel				
Sentry				
Stack-on				
Other				
Not sure				
Bighorn				
AMSEC				
John Deere				
Kolpin				
ADG				
Bulldog				
Drake				
Game Winner				
Winchester				
Gun Vault				
Resolute				
Field & Stream				
Patriot				
Total				

Cost of GUN SAFES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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				

Avg. Amount Spent

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Types of stores where GUN SAFES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Brand of GUN RACK purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Kolpin				
American Furniture				
Classic Accessories				
Custom/Homemade				
G-Lox				
Great Day				
Montana Canvas				
QuadGear				
RedHead/Bass Pro				
The Seat Rack				
UTV Quickdraw				
Other				
Not sure				
Evans				
Stack On				
Winchester				
Total				

*Gun rack tables added March-April 2012

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Cost of GUN RACK purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Under \$10 00				
\$10.01 - 25 00				
\$25 01 - \$50 00				
\$50.01 - \$75 00				
\$75 01 - \$100 00				
\$100.01 - \$125 00				
\$125 01 - \$150 00				
Over \$150				
Not sure				
Total				

Avg. Amount Spent

*Gun rack tables added March-April 2012

Types of stores where GUN RACK was purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

*Gun rack tables added March-April 2012

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Cost of LENS CLEANING KIT purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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

Types of stores where LENS CLEANING KIT were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Cost of RECOIL PAD purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-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

Types of stores where RECOIL PAD were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Cost of REPLACEMENT AND REPAIR PARTS purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Under \$25 00				
\$25 01 - \$50 00				
\$50.01 - \$100 00				
\$100.01 - \$150 00				
\$150.01 - \$200 00				
\$200.01 - \$250 00				
\$250.01 - \$300 00				
\$300.01 - \$350 00				
\$350.01 - \$400 00				
Over \$400 00				
Not sure				
Total				

Avg. Amount Spent

*Replacement Parts added Nov-Dec 2012

Types of stores where REPLACEMENT AND REPAIR PARTS were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	*ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

*Replacement Parts added Nov-Dec 2012

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Brand of CHOKE TUBES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Birchwood				
Browning				
Cabela's				
Canvas				
Carison				
Comp-N-Choke				
Haydel				
Pattern Master				
Primos				
Pure Gold				
Strangler				
Truglo				
Not sure				
Other				
Benelli				
Beretta				
Briley				
Brownell				
Carlson				
Hastings				
Hevi - Shot				
Mossberg				
Muller				
Remington				
Tru Lock				
Weatherby				
Winchester				
Total				

Cost of CHOKE TUBES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

Type of MAGAZINES purchased

	Nov-Dec 2013	ANNUAL 2013
Handgun		
Rifle		
Other		
Total		

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Brand of MAGAZINES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Beretta				
Briley				
Browning				
Bushmaster				
Butler Creek				
CMMG				
CZ				
Cabela's				
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				
AR - Stone				
Armalite				
Brownell				
Check Mate				
Colt				
Diamondback				

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DPMS
FN
GSG
Hi-Point
High Standard
Heckler & Koch (HK)
Kahr
Magpul
Marlin
Mec-Gar
Para
Pmag
Surefire
Surplus
Taurus
Troy
Winchester
Total

Cost of MAGAZINES purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
\$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 MAGAZINES were purchased

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)				
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)				
General Sporting Goods (Sports Authority, Dick's, Academy)				
Local shop				
Printed Catalog (Bass Pro, Cabela's, etc.)				
Website (Cabela's, Bass Pro, Craigslist, Ebay)				
Gun shows or expos				
Used (from individual)				
Other				
Not sure				
Total				

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Mean Amount Spent

Mean amount spent per month on hunting and shooting by age of respondents

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
Under 18	\$	\$	\$	\$
18 to 24	\$	\$	\$	\$
25 to 34	\$	\$	\$	\$
35 to 44	\$	\$	\$	\$
45 to 54	\$	\$	\$	\$
55 to 64	\$	\$	\$	\$
65 and older	\$	\$	\$	\$
Total				

Mean amount spent per month on hunting and shooting by household income

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
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	\$	\$	\$	\$

Mean amount spent per month on hunting and shooting by education level

	Nov-Dec 2013	ANNUAL 2013	Nov-Dec 2012	ANNUAL 2012
11 years or less	\$	\$	\$	\$
12 years	\$	\$	\$	\$
1-3 years of college	\$	\$	\$	\$
4 or more years of college	\$	\$	\$	\$
Total	\$	\$	\$	\$

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