

Hunting and Shooting Participation and Market Trends

ANNUAL 2014

SAMPLE

**Results of the
HunterSurvey.com and ShooterSurvey.com
Online Consumer Panel Survey**



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Table of Contents

Introduction and Background	3
Annual Summary Tables.....	4
Special Topic Results	10
Summary of Survey Respondents.....	14
Hunting Activities	15
Shooting Activities	22
Purchases of Hunting or Shooting items	29
Firearm (rifle, shotgun, Muzzleloader, handgun, interchangeable guns, crossbow, air rifle)	31
Ammunition (rifle, shotgun, handgun)	54
Blackpowder (propellant, powder, ball, bullet, shot, patch, cleaning supplies, solvent, powder measure, breech plug wrenches, primer, flint, ball puller, speed loader, breech plug/nipple)	63
Bowhunting or Archery Equipment (bow, arrow, fletching, broadhead, release & tab, peepsite, silencer, stabilizer, arm guard, quiver, rest, target, string, bow case, sight, bow stand)	75
Decoys and Game Calls	99
Hand-loading Equipment (press, die, reloading tool, reloading component, brass shell case, bullet, primer, powder, shotshell hull, shotshell wad, shot)	106
Optics (scopes, mounts, binoculars, boresighters, lens covers, spotting scopes, range finders, optic sights)	121
Hunting Apparel (blaze orange, camouflage, shooting vests, boots, head gear, under garments, gloves, coveralls, hunting socks, chest waders, chaps)	137
Hunting Accessories (bipod/shooting stick, electronic devices, 2-way radio, lighting, game feeders, game feed, food plot seed, game leaning supplies, knives, scent, tree stand, blind, trail camera)	156
Shooting Accessories (benchrest, target, safety equipment, clay/clay pigeons, trap, sling, holsters/ammo belt, gun cases/sleeves, gun cleaning supplies, gun safes, gun rack, lens cleaning kit, recoil pad, replacement/repair parts, choke tube, magazine).....	182
Mean Spent by Age Range, Income Range, Education Level	207

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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, composed of hunters and shooters across the U.S. who volunteer to participate, tracks hunter and shooter participation and expenditures. We survey panelists every other month and ask about their participation and purchases during the prior two months.

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%.

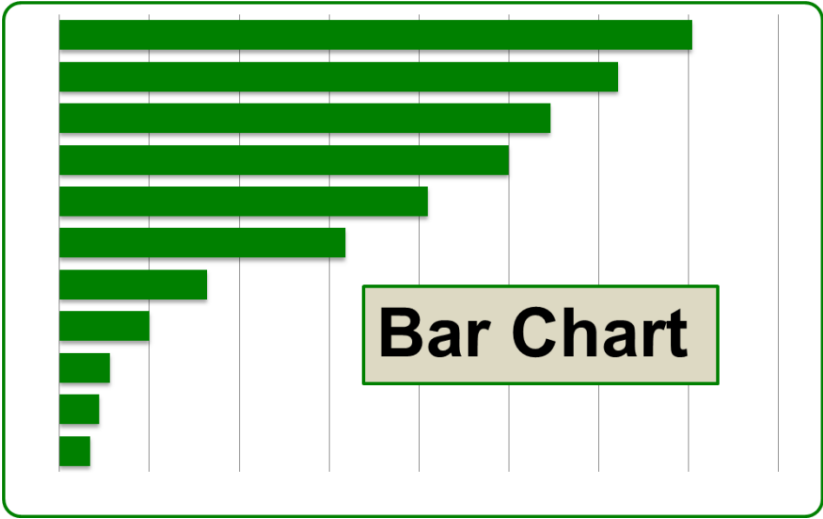
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2014 Annual Report Summary

In 2014, the Hunter/Shooting Survey received X complete survey responses. Of these, X were usable once the standard weighting scheme was applied. The following tables are summaries of the responses to key questions throughout the year.

Percent of respondents that reported hunting by bi-monthly period.



Of those respondents who hunted in a given month, the percent that pursued each quarry by bi-monthly period

	Report Period					
	Jan - Feb	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov - Dec
Whitetail deer						
Mule deer, Blacktail, Sitka						
Axis deer						
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, ringail, weasel, nutria, skunk)						
Hog (including javelina)						
Bear						
Moose						
African game						

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	Report Period					
	Jan - Feb	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov - Dec
Sheep, goat						
Alligator						
Caribou						
Crow						
Other						
Total						

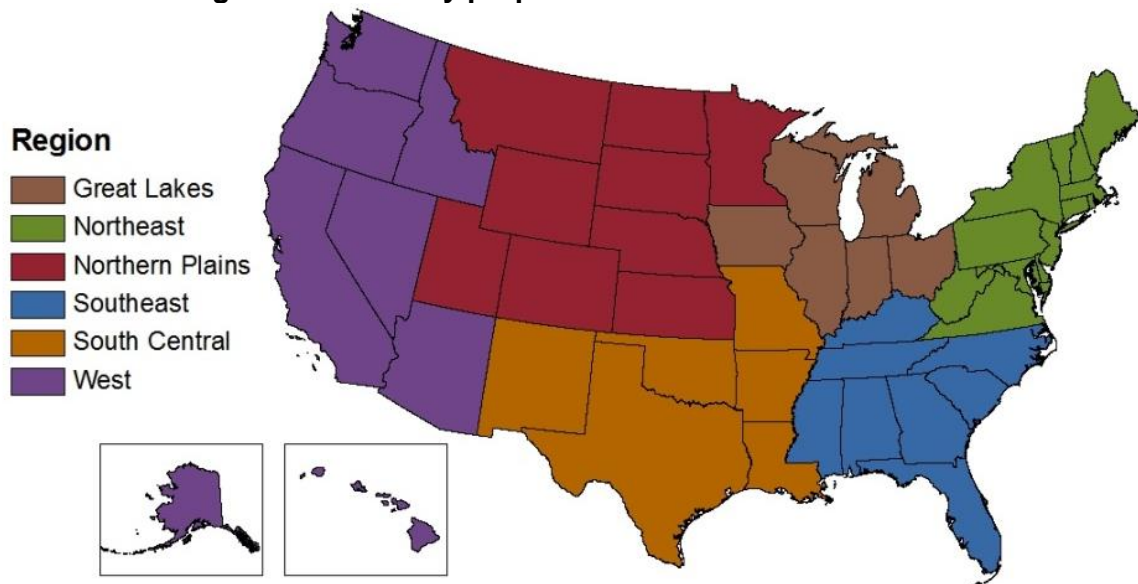
Of those that hunted in a given month, the percent that pursued each quarry by hunter age

	Age Category						
	<18	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Whitetail deer							
Mule deer, Blacktail, Sitka							
Axis deer							
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, ringail, weasel, nutria, skunk)							
Hog (including javelina)							
Bear							
Moose							
African game							
Sheep, goat							
Alligator							
Caribou							
Crow							
Other							
Total							

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States included in each region for summary purposes



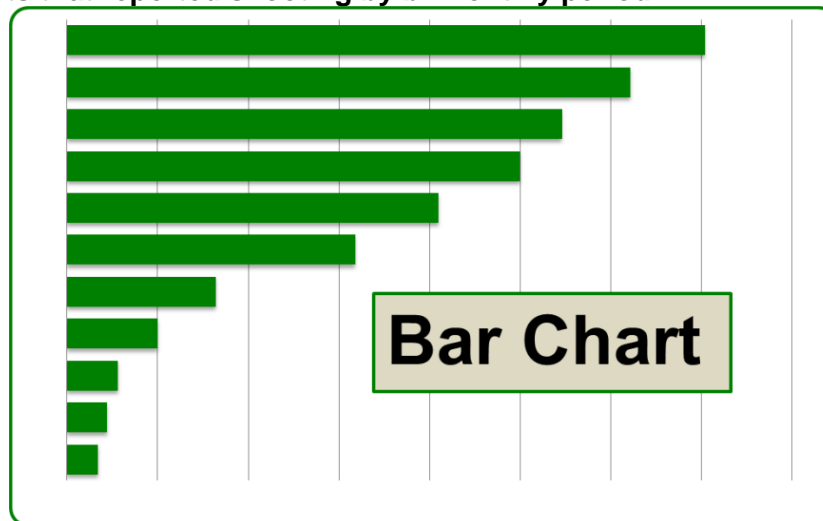
Of those that hunted in a given survey period, the percent that pursued each quarry by geographical region

	Region					
	Great Lakes	Northeast	Northern Plains	South Central	Southeast	Western
Whitetail deer						
Mule deer, Blacktail, Sitka						
Axis deer						
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, ringail, weasel, nutria, skunk)						
Hog (including javelina)						
Bear						
Moose						
African game						
Sheep, goat						
Alligator						
Caribou						
Crow						
Other						
Total						

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Percent of respondents that reported shooting by bi-monthly period



Of those respondents who target shot in a given period, the percent of each shooting type by bi-monthly period

	Report Period					
	Jan - Feb	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov - Dec
Rifle shooting *						
Handgun shooting *						
Bow/Archery						
Air rifle						
Shotgun						
Muzzleloader						
Crossbow						
Other						
Total						

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

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

	Age Category						
	<18	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Rifle shooting *							
Handgun shooting *							
Bow/Archery							
Air rifle							
Shotgun							
Muzzleloader							
Crossbow							
Other							
Total							

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

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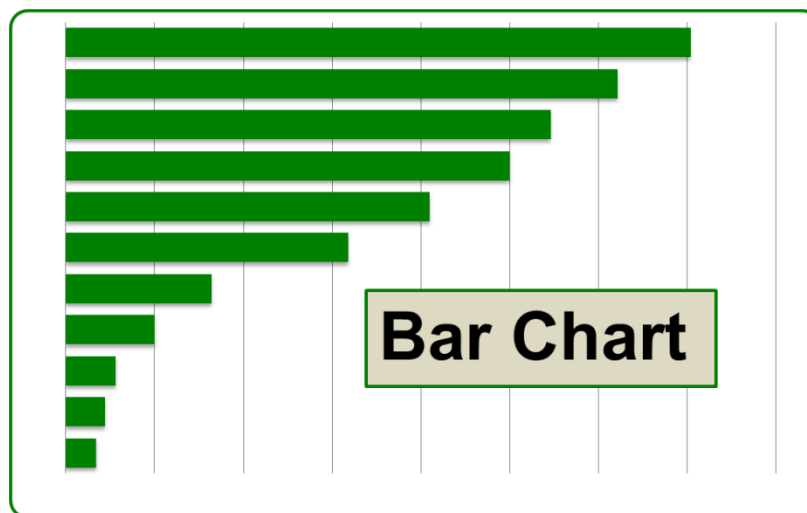
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Of those that target shot in a given survey period, the percent of each shooting type by geographical region

	Region					
	Great Lakes	Northeast	Northern Plains	South Central	Southeast	Western
Rifle shooting *						
Handgun shooting *						
Bow/Archery						
Air rifle						
Shotgun						
Muzzleloader						
Crossbow						
Other						
Total						

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

Percent of respondents who reported purchasing hunting or shooting equipment by bi-monthly period



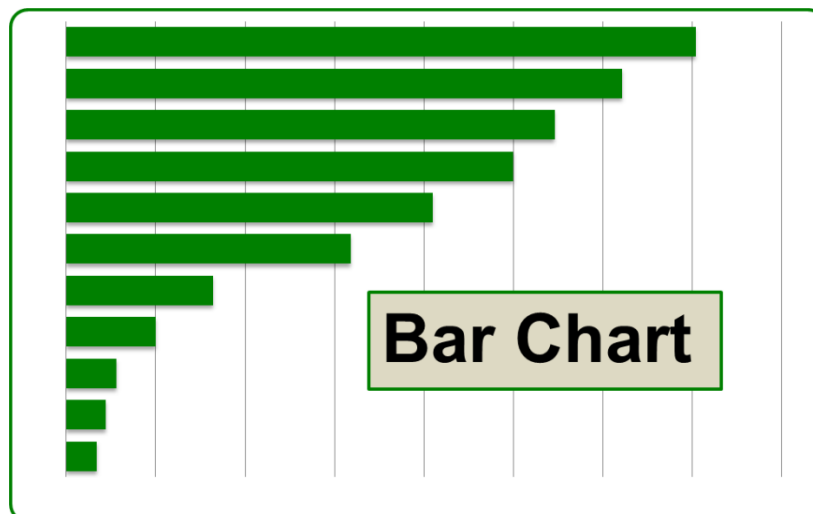
Types of equipment purchased by period

	Report Month					
	Jan - Feb	Mar - Apr	May - Jun	Jul - Aug	Sep - Oct	Nov - Dec
Ammunition						
Blackpowder						
Bowhunting						
Firearms						
Game calls						
Hand loading						
Hunting accessories						
Hunting apparel						
Optics						
Shooting accessories						
Other						
Total						

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Mean reported monthly amount spent on hunting or shooting items by period



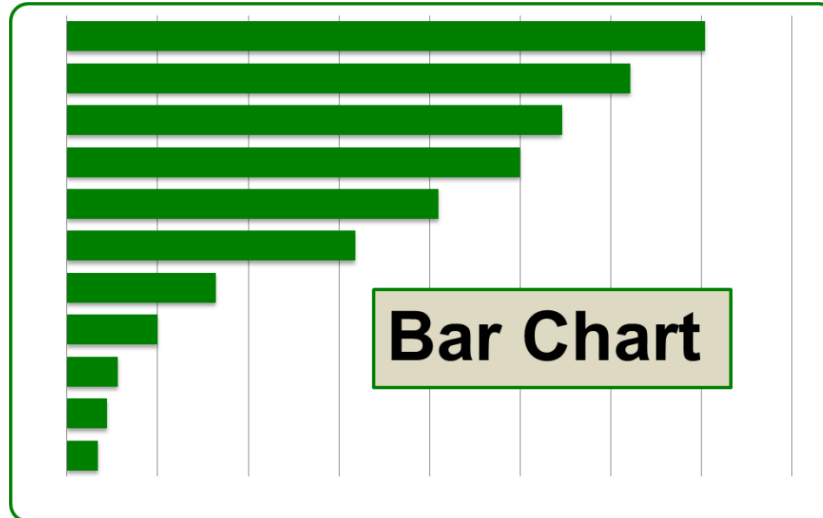
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Special Topic Results

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.

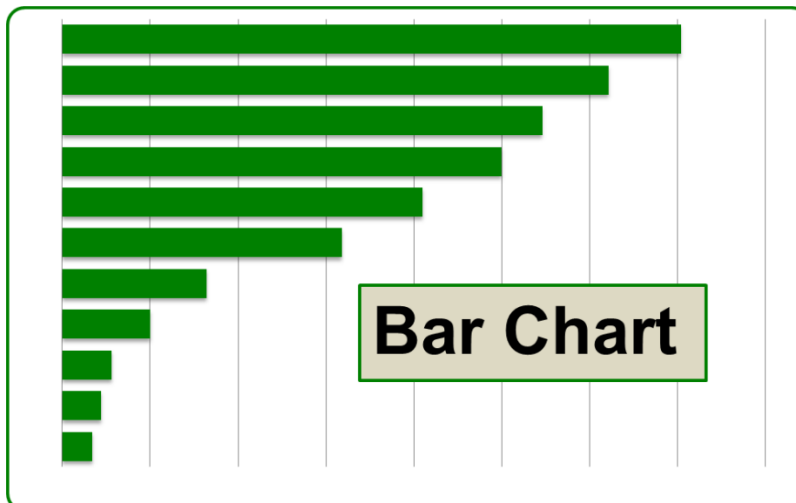
This round of Hunter/Shooter Survey asked respondents to select the number of days in which they participated in hunting and shooting. Generally, % of respondents reported hunting and % of respondents reported shooting at least one day in 2014. Of those that hunted, % hunted between x and x days in 2014. Of those that shot, % shot x to x days in 2014.



Breaking these results by demographics helps to examine the differences between those with lower participation days and higher participation days for hunting and shooting.

Hunting Participation:

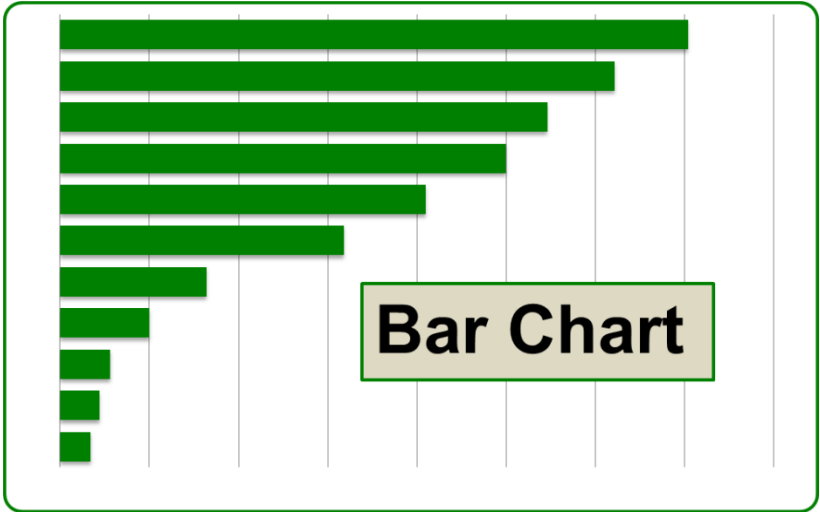
X (%) of young hunters (ages 18 to 24) reported hunting more than X days in 2014. Nearly X (% to %) of hunters in each category age 25 and older reported hunting x to x days in 2014. High participation (hunting more than x days) is X among hunters age 55 and older.



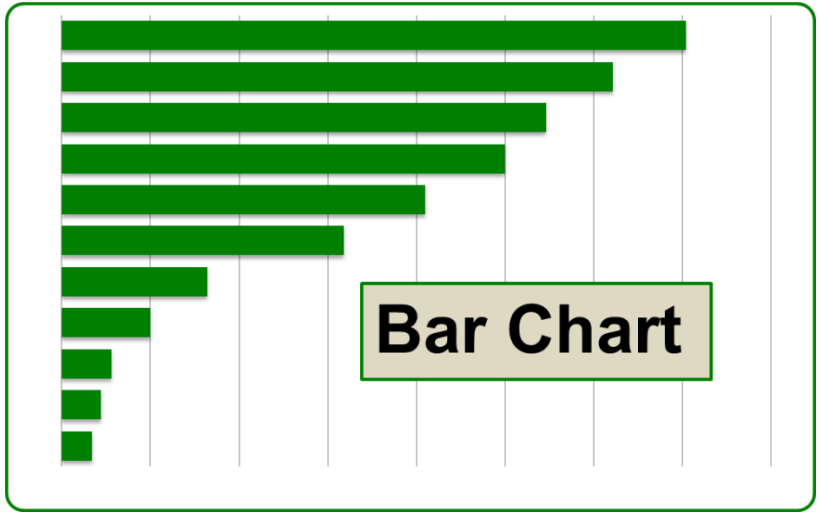
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Hunting participation among those who had X years of primary education and those who spent some time in college is similar. Moderate participation is much higher amount those who attended college x years (%) than high participation (%).

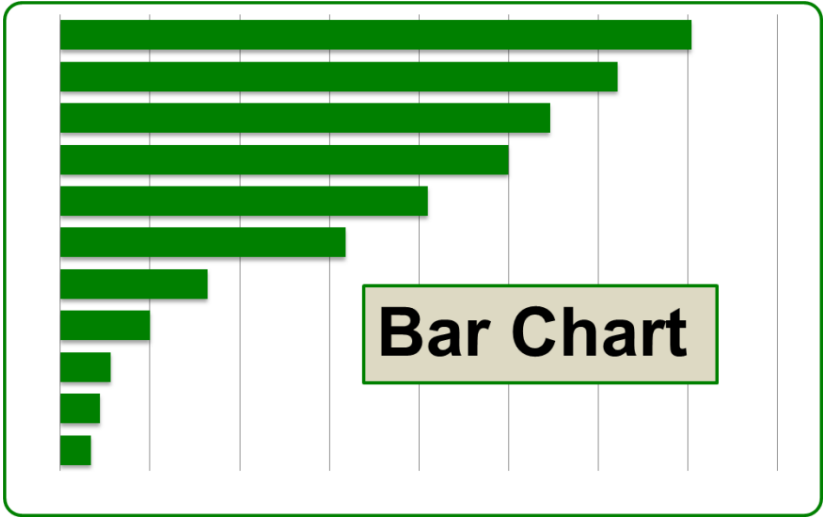


Hunting participation did not vary much when income was considered. Across the board, approximately % of respondents reported hunted x to x days in 2014.

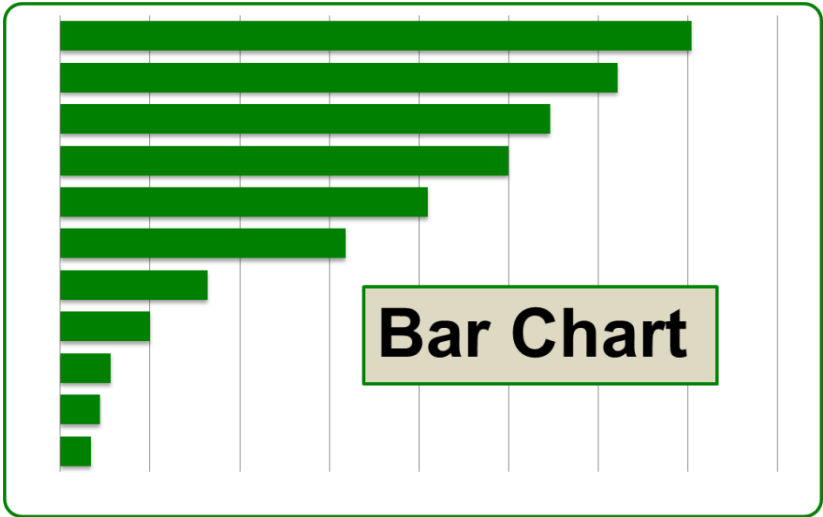


Shooting Participation:

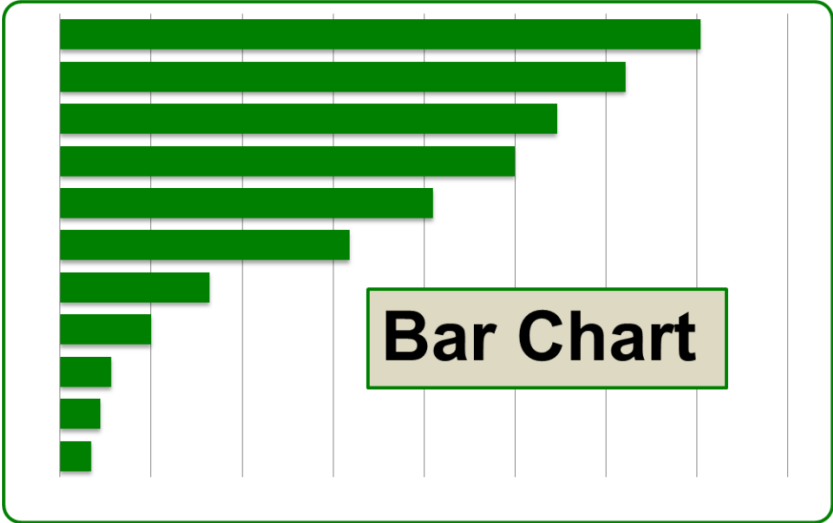
Similar to hunters, shooters ages x to x had the greatest percentage (%) of moderate participation. Respondents ages 25 to 34 had only % of shooting more than 20 days. Unlike hunters, x of shooters age 55 and older report shooting more than x days in 2014.



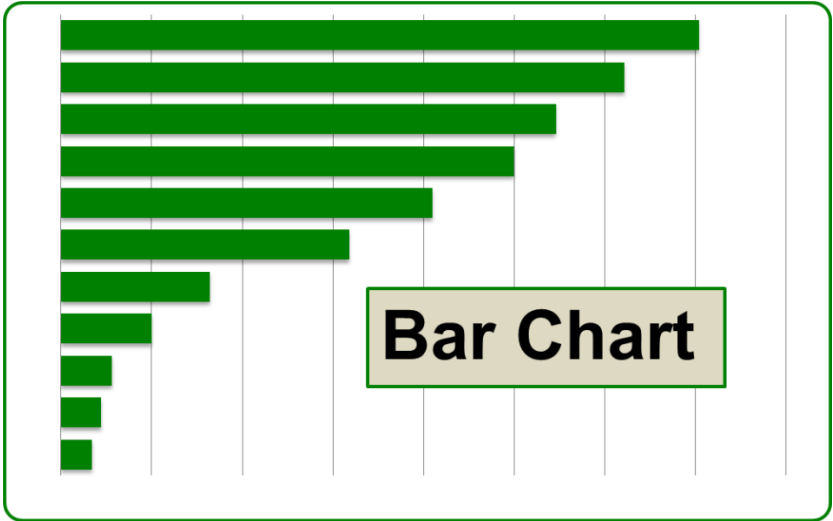
Shooting participation does not seem to vary much based on a shooter's X.



Shooters with an income over \$X were more likely to have shot more than x days (%) in 2014 when compared to the other income levels (%-% high participation).



When asked the number of days shooters spent at a shooting range in 2014, % of shooters reported at least 1 range day. High participation shooters were more likely to spend at least some time at the range, and % spent more than x days in 2014 at a range.



Summary of Survey Respondents 2014

Age of Respondent

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondent

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

*Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,00 or more		
Total		

*Income categories changed in 2014. % of respondents ANNUAL 2013 were categorized as "\$ or more".

Education Level

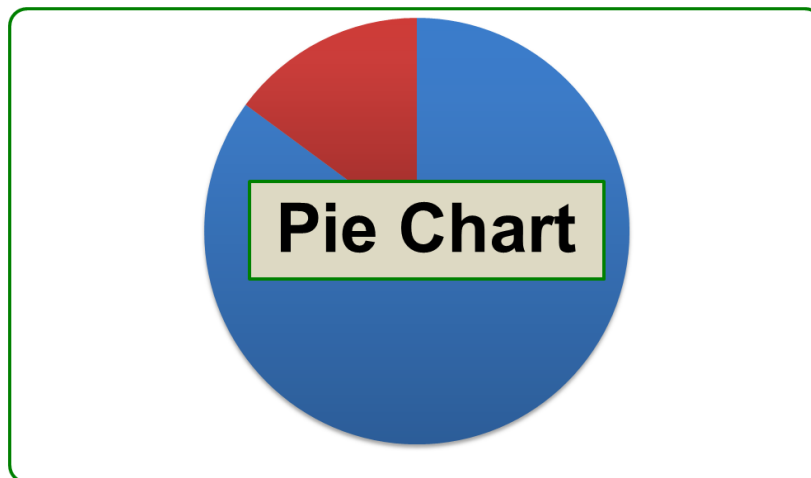
	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		

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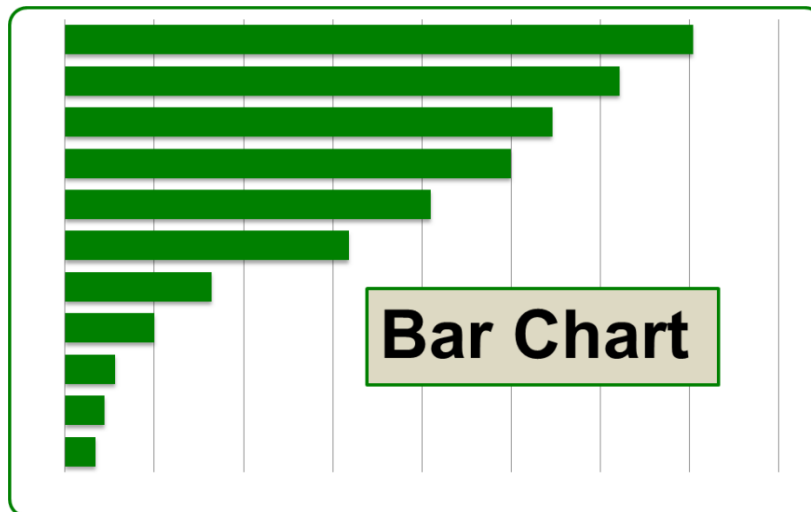
Hunting Activities

- Of those that hunted, x was the most sought game with % of hunters.
- The number of people hunting out of state is very consistent.



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

	ANNUAL 2014	ANNUAL 2013
No		
Yes		
Total		



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

	ANNUAL 2014	ANNUAL 2013
Whitetail deer		
Mule deer, Blacktail, Sitka		
Axis deer		
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, ringail, weasel, nutria, skunk)		
Hog (including javelina)		
Bear		
Moose		
African game		
Sheep, goat		
Alligator		
Caribou		
Crow		
Other		

Responses are multiple-selection and can total over 100%

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

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014		ANNUAL 2013	
	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 2013.*

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

	ANNUAL 2014		ANNUAL 2013	
	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 2013.*

Average number of days per month (for the last two months) of hunting by respondents who hunted NORTH AMERICAN NON-NATIVE DEER (AXIS, FALLOW)

	ANNUAL 2014		ANNUAL 2013	
	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 2013.*

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

	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Rifle				
Shotgun				
Muzzleloader/Blackpowder				
Bow				

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	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Handgun				
Crossbow				
Other				

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

	ANNUAL 2014		ANNUAL 2013	
	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 CARIBOU

	ANNUAL 2014		ANNUAL 2013	
	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

	ANNUAL 2014		ANNUAL 2013	
	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

	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Rifle				
Shotgun				
Muzzleloader/Blackpowder				
Bow				

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	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Handgun				
Crossbow				
Other				

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

	ANNUAL 2014		ANNUAL 2013	
	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 SMALL GAME (rabbit, squirrel)

	ANNUAL 2014		ANNUAL 2013	
	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

	ANNUAL 2014		ANNUAL 2013	
	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)*

	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Rifle				
Shotgun				
Muzzleloader/Blackpowder				
Bow				

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	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Handgun				
Other				

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

	ANNUAL 2014		ANNUAL 2013	
	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

	ANNUAL 2014		ANNUAL 2013	
	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 HOG

	ANNUAL 2014		ANNUAL 2013	
	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 BEAR

	ANNUAL 2014		ANNUAL 2013	
	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 ALLIGATOR

	ANNUAL 2014		ANNUAL 2013	
	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 SHEEP, GOAT

	ANNUAL 2014		ANNUAL 2013	
	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 AFRICAN GAME

	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Rifle				
Shotgun				
Muzzleloader/Blackpowder				
Handgun				
Other				

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

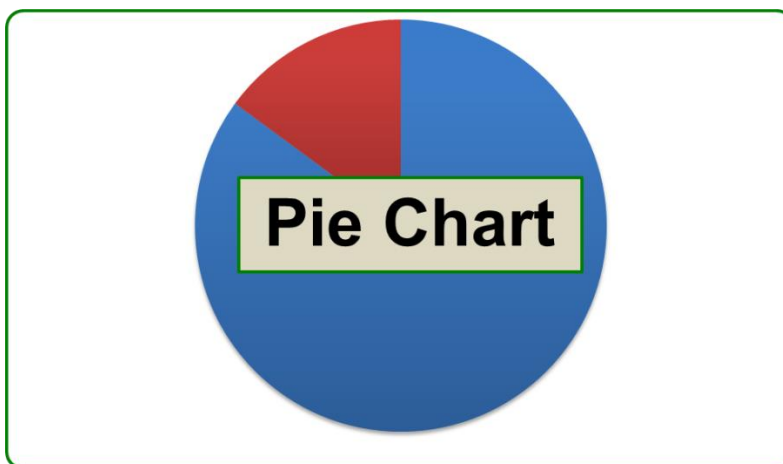
	ANNUAL 2014	ANNUAL 2013
None		
1-5 days		
6-15 days		
16-25 days		
26-35 days		
Over 35 days		
Total		

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Shooting Activities

- X of those who shot at a range incurred access fee. Less than % had no expenses.
- X out of x shooters shot outdoors.
- X and X are the most popular firearms to shoot, twice that of.
- More people are reporting holding a CCW permit.
- X is stated as the secondary reason for rifle shooting (%) after X (%).
- (%) of rifle shooters used X rifles.
- X, X, X, X, and X shooting are all equally popular activities with around x of shotgun shooters participating in each. Informal is more popular, with % of all shotgun shooters.
- Just over x in x shooters competitively shoot.



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

	ANNUAL 2014	ANNUAL 2013
No		
Yes		
Total		

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

	ANNUAL 2014	ANNUAL 2013
Yes		
No		
Total		

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

	ANNUAL 2014	ANNUAL 2013
Access fees (including costs per target thrown or range-provided paper targets, hourly fees, but not membership dues)		
Instructor fees		

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Annual or monthly membership dues

I did not have any expenses

Total

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

**ANNUAL
2014**

\$10 - \$20

Up to \$30

Up to \$40

Up to \$50

Up to \$75

Up to \$100

\$100 to \$200

Over \$200

Total

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

**ANNUAL
2014**

Under \$10

\$10 - \$20

Up to \$30

Up to \$40

Up to \$50

Up to \$75

Up to \$100

\$100 to \$200

Over \$200

Total

Amount paid in RANGE instructor fees in the last two months:

**ANNUAL
2014**

Under \$25

Up to \$50

Up to \$75

Up to \$100

Up to \$250

Up to \$500

Over \$500

Total

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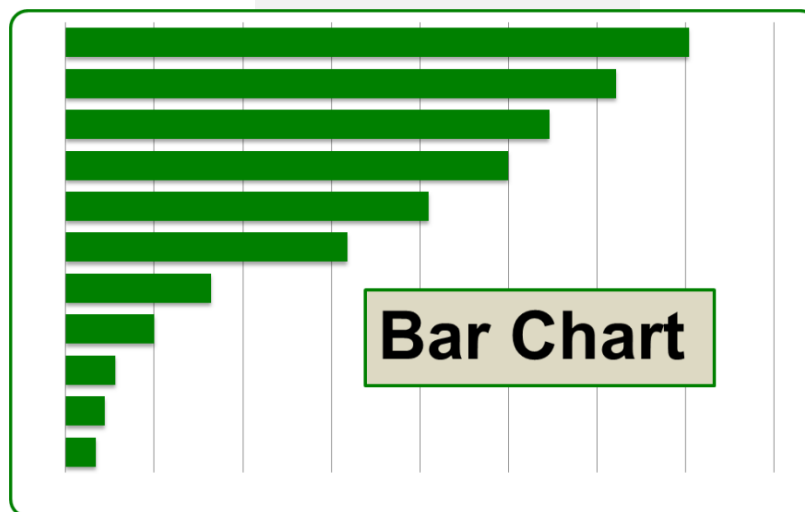
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Where SHOOTING activities were located

	ANNUAL 2014	ANNUAL 2013
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?

	ANNUAL 2014	ANNUAL 2013
Yes, I have one		
No		
Yes, I have more than one (multiple states)		
Total		



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

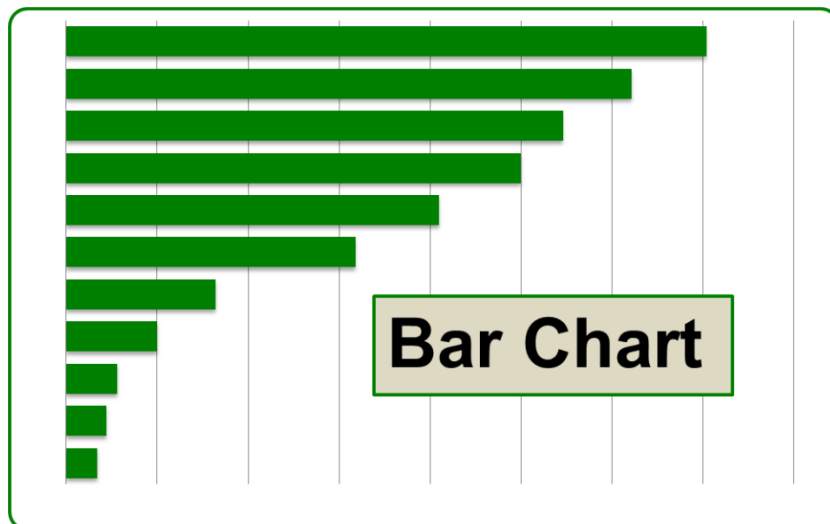
	ANNUAL 2014	ANNUAL 2013
Rifle (plinking, benchrest, tactical, cowboy, etc)		
Handgun (plinking, benchrest, silhouette, tactical, cowboy, etc)		
Bow/Archery		
Air rifle		
Shotgun		
Muzzleloader		
Crossbow		
Other		
I did not target shoot		
Total		

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Average number of days of shooting in the last two months

	ANNUAL 2014		ANNUAL 2013	
	Mean	Valid N	Mean	Valid N
Air Rifle				
Archery				
Handgun				
Rifle				
Shotgun				



Type of RIFLE SHOOTING by respondents who went shooting

	ANNUAL 2014	ANNUAL 2013
Bench Rest		
NRA High Power		
Long Range		
Tactical		
Silhouette Rim Fire		
Silhouette High Power		
Silhouette Black Powder		
Cowboy Action		
Sighting-in Rifle or Pattern Shotgun		
Plinking or Informal Target Shooting		
Three Position		
Training		
Other		
I did not engage in rifle shooting		
Total		

Responses are multiple-selection and can total over 100%

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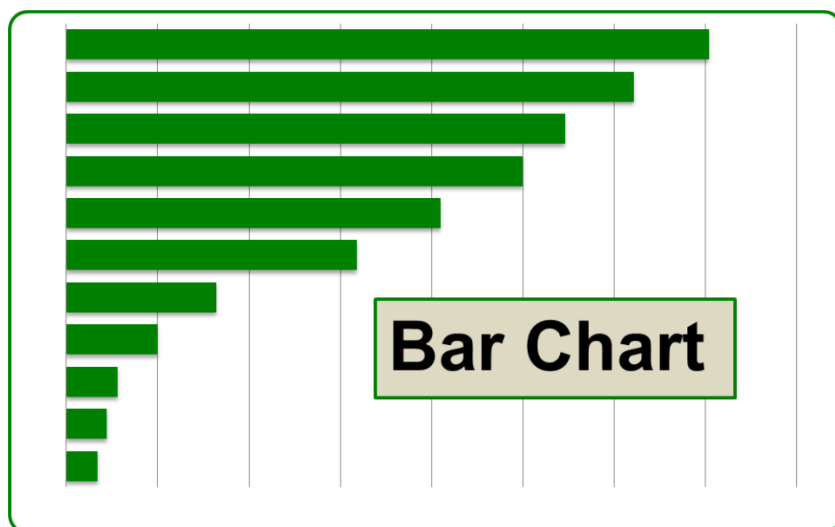
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Distance shot when RIFLE SHOOTING

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
AR style/modern sporting		
Bolt action		
Semi-auto		
Lever Action		
Single Shot		
Other		
Total		



Type of SHOTGUN SHOOTING by respondents who went shooting

	ANNUAL 2014	ANNUAL 2013
Sporting clays		
Trap		
Skeet		

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Pattern shotgun

5-stand

3 Gun

Cowboy

Dog training

Informal (backyard, testing)

Sighting-in

Test reload

Law Enforcement/Tactical

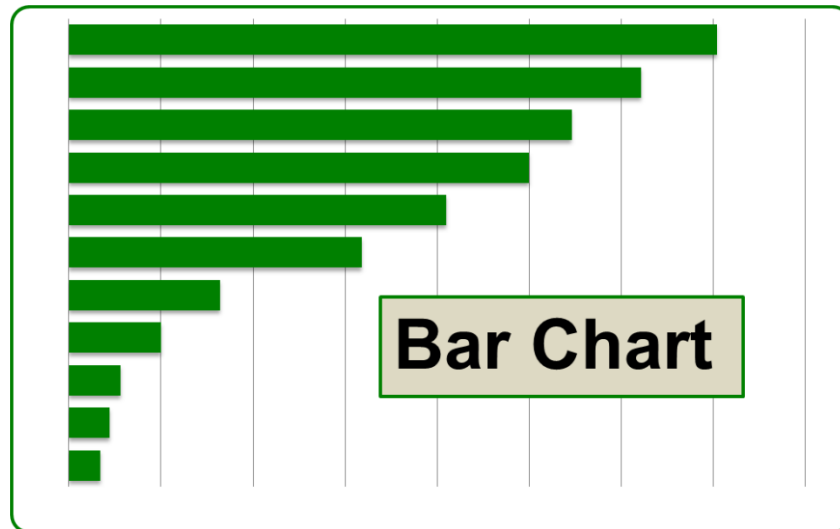
Training

Defense/Defense Training

Other

Total

Responses are multiple-selection and can total over 100%



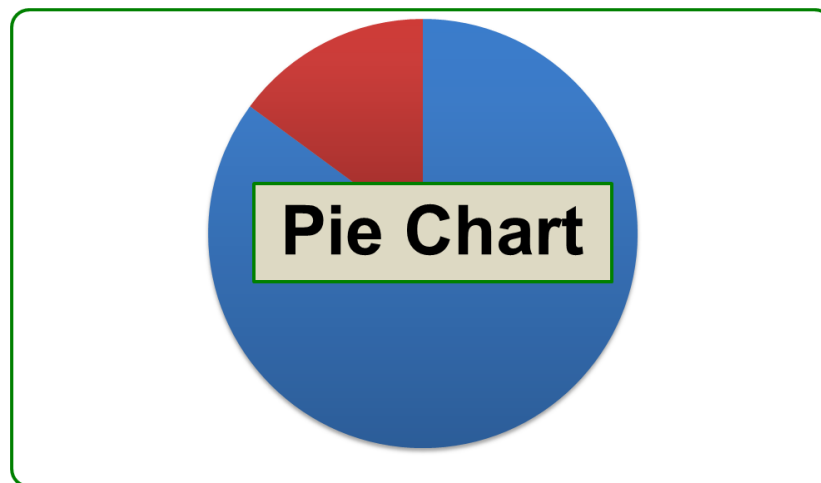
Type of HANDGUN SHOOTING by respondents who went shooting

	ANNUAL 2014	ANNUAL 2013
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 competitive?

	ANNUAL 2014	ANNUAL 2013
No		
Yes		
Total		

Type of COMPETITIVE SHOOTING by respondents who went shooting

	ANNUAL 2014	ANNUAL 2013
ATA		
IDPA		
IPSC/USPCA		
NSSA		
NSCA		
SASS		
Archery		
Bowling Pins		
NRA Sanctioned		
Law Enforcement Related		
Family or Friends		
CMP		
GSSF		
IHMSA		
NMLRA		
Other		
Total		

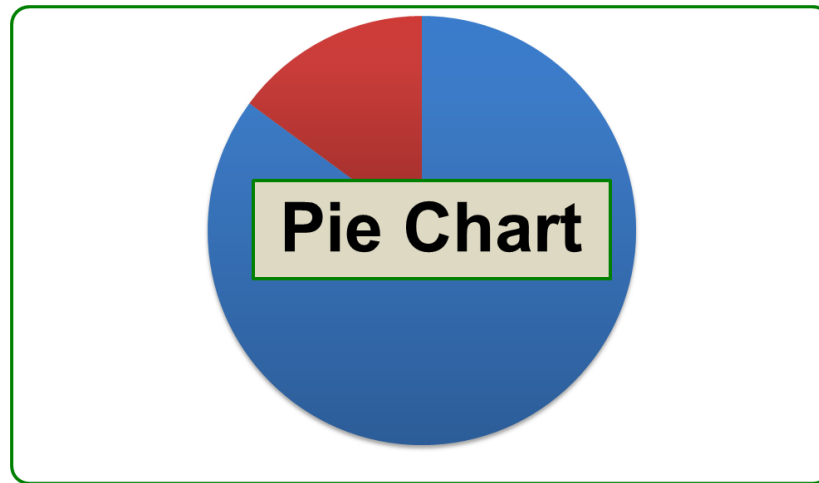
Responses are multiple-selection and can total over 100%

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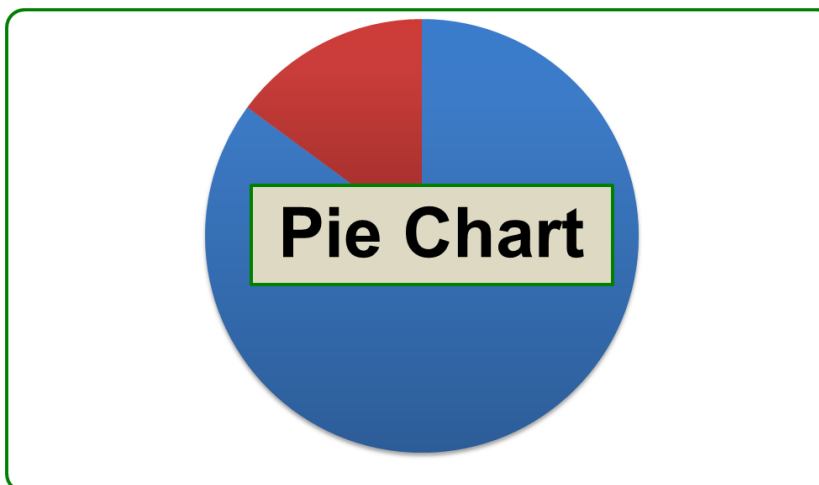
Purchases of Hunting or Shooting Items

- X (%) purchased hunting or shooting items with % purchasing primarily for the purpose of hunting and % purchasing for shooting.
- X was the most purchased item with % of all purchases.



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

	ANNUAL 2014	ANNUAL 2013
No		
Yes		
Total		

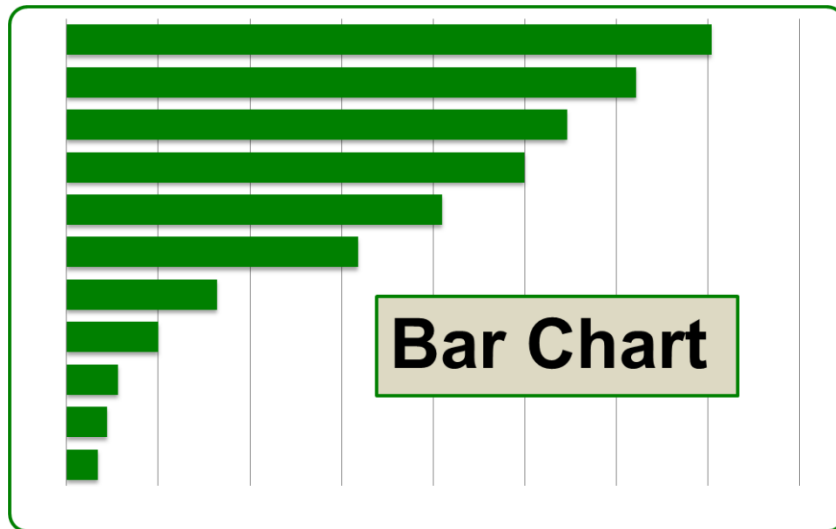


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The primary purpose of the purchase was:

	ANNUAL 2014	ANNUAL 2013
Hunting		
Shooting		
Self defense		
Gift		
Survival or camping		
Other		
Total		



What survey respondents reported buying:

	ANNUAL 2014	ANNUAL 2013
Firearms		
Ammunition		
Blackpowder		
Bowhunting		
Game calls		
Hand loading		
Optics		
Hunting apparel		
Hunting accessories		
Shooting accessories		
I did not purchase anything		
Other		
Total		

Responses are multiple-selection and can total over 100%

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Firearms

- X (%) and X (%) were each over x times more likely to be purchased than X (%)
- Traditional X are x as likely to be purchased compared to Xs.
- X cal and X cal are the most popular rifle calibers with x of rifle purchasers each.
- X, X, and X were the only traditional rifles with over % purchases this period.
- X (%) is the most popular type of MSR.
- X cal is by far the most popular MSR caliber with % of all MSR purchases.
- % of traditional rifles were purchased with self-defense as the primary purpose, while % of MSRs were purchased for the primary purpose of self-defense.
- X (%) and X (%) shotguns are the most popular.
- Over x of all shotguns purchased are X gauge shotguns.
- % of shotgun purchases are with the primary reason of X.
- X shotguns are the most popular for 2013 and 2014 to date.
- X (%) and X (%) remain the most popular handgun calibers.
- In 2013 and 2014, handguns were purchased primarily at local shops.
- Self-defense is the intended primary use of most handguns (%).

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		

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\$150,000 to \$199,999

\$200,000 or more

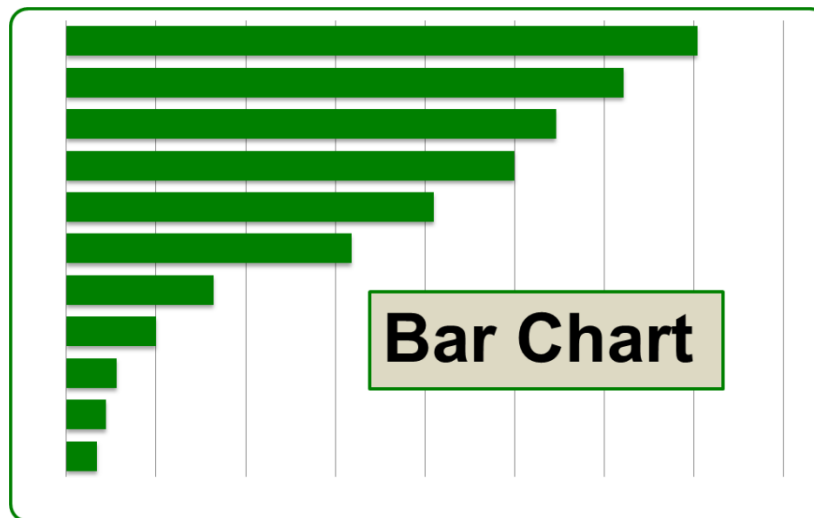
Other

Total

*Income categories changed in 2014. % of respondents ANNUAL 2013 were categorized as "\$ or more".

Education Level

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		



Of people who reported buying a FIREARM, they purchased:

	ANNUAL 2014	ANNUAL 2013
Rifles		
Shotguns		
Muzzleloaders		
Handguns		
Interchangeable Guns (Rifle/Shotgun/Muzzleloader)		
Crossbows		
Air Rifles		
Other firearms		
None		
Total		

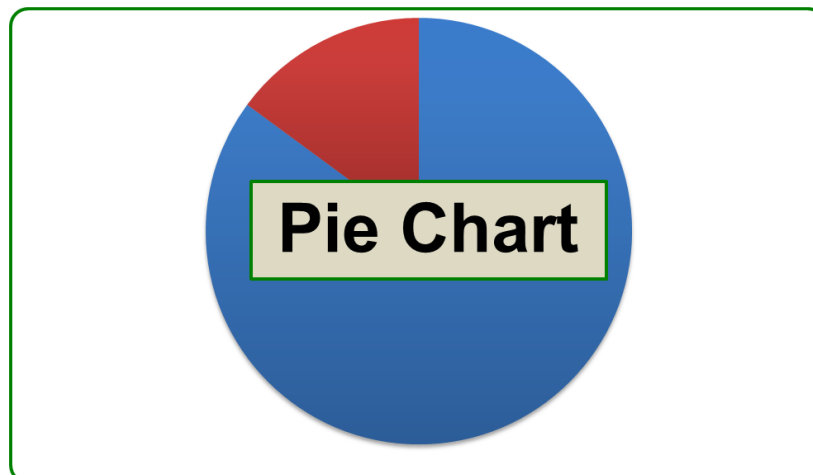
Responses are multiple-selection and can total over 100%

January-February 2014 rifles data experienced a technical difficulty and were not collected.

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***Type of RIFLES was split into TRADITIONAL and TACTICAL in January 2014**



***Type of RIFLES purchased**

ANNUAL 2014
Traditional, non-MSR rifle
MSR rifle
Total

***Type of TRADITIONAL RIFLE ACTION purchased**

ANNUAL 2014
Bolt action
Lever action
Semi-automatic
Break action
Other
Total

***Type of TRADITIONAL RIFLE FIRING purchased**

ANNUAL 2014
Centerfire
Rimfire
Not sure
Total

***Caliber of TRADITIONAL RIFLE purchased**

ANNUAL 2014
17 cal
204 Ruger
22 cal

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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

7mm Remington Mag

7 mm WSM

7 mm-08

7 62x39 Soviet

8 mm Mauser

Not sure

Other

Total

***Brand of TRADITIONAL RIFLES purchased**

ANNUAL
2014

AGP

Anschutz

Armalite

Arsenal

Beretta

Browning

BSA

Bushmaster

Cabelas

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Camillius
Century
Christensen Arms
CMMG
Colt
Crickett
CVA
CZ-USA
Double Star
DPMS
Enfield
FNH
H&R
Heckler & Koch (H&K)
Henry
Hi-Point
Howa
Interarms
Ithaca
IWI
Kel Tec
Kimber
Marlin
Mauser
McMillan
Mosin Nagant
Mossberg
Nornico
Nosler
Noveske
Olympic Arms
Palmetto State Armory
Pedersoli
Remington
Rock River Arms
Rossi
Ruger/Sturm Ruger
Saiga
Sako
Savage
Sig Sauer
SKS
Smith & Wesson
Spikes Tactical
Springfield Armory

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Stag
Stevens
Steyr
Taurus
Thompson Center
Tikka
Traditions
Uberti
Weatherby
Winchester
Windham Weaponry
Custom
Other
Not sure
Total

***Cost of TRADITIONAL RIFLES purchased**

	ANNUAL 2014
\$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 TRADITIONAL RIFLES were purchased**

	ANNUAL 2014
Mass Merchant (Wal-Mart, K-Mart, Sams Club)	
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)	
General Sporting Goods (Sports Authority, Dick's, Academy)	
Local shop (Mom and Pop shops)	
Printed Catalog (Bass Pro and Cabela's)	
Website (Cabela's, Bass Pro, etc.)	
Gun shows or expos	

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Used

**Farm/Ranch Stores (Big R, Coastal, Tractor
Supply, Rural King)

Other

Not sure

Total

**New category added Jan 2014.

***Intended primary use of TRADITIONAL RIFLE purchased**

ANNUAL
2014

Hunting

Casual shooting

Competitive shooting

Self-defense

Collecting

Gift

Other

Total

***Type of MSR RIFLE purchased**

ANNUAL
2014

AR

AK

SKS

Other

Not sure

Total

***Caliber of MSR RIFLE purchased**

ANNUAL
2014

17 cal

22 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 Weatherby Magnum

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300 Win Mag
300 WSM
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 WSM
Other
Not sure
Total

***Brand of MSR RIFLE purchased**

	ANNUAL 2014
Armalite	
Arsenal	
Beretta	
Browning	
Bushmaster	
Century	
Christensen Arms	
Colt	
Crickett	
CVA	
CZ-USA	
DPMS	
Double Star	
Enfield	
FNH	
H&R	
Heckler & Koch (H&K)	
Henry	
Hi-Point	
Howa	
Interarms	
Ithaca	
IWI	
Kel Tec	
Kimber	

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Marlin
Mauser
Mossberg
Nornico
Noveske
Olympic Arms
Palmetto State Armory
Remington
Rock River Arms
Rossi
Ruger/Sturm Ruger
Saiga
Sako
Savage
Sig Sauer
SKS
Smith & Wesson
Spikes Tactical
Springfield Armory
Stag
Stevens
Steyr
Taurus
Thompson Center
Tikka
Uberti
Weatherby
Winchester
Windham Weaponry
Custom
Not sure
Other
Total

***Cost of MSR RIFLE purchased**

	ANNUAL 2014
\$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	

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Over \$10,000
Not sure
Total
Avg. Amount Spent

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

ANNUAL 2014
Mass Merchant (Wal-Mart, K-Mart, Sams Club)
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)
General Sporting Goods (Sports Authority, Dick's, Academy)
Local shop (Mom and Pop shops)
Printed Catalog (Bass Pro and Cabela's)
Website (Cabela's, Bass Pro, etc.)
Gun shows or expos
Used
**Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)
Other
Not sure
Total

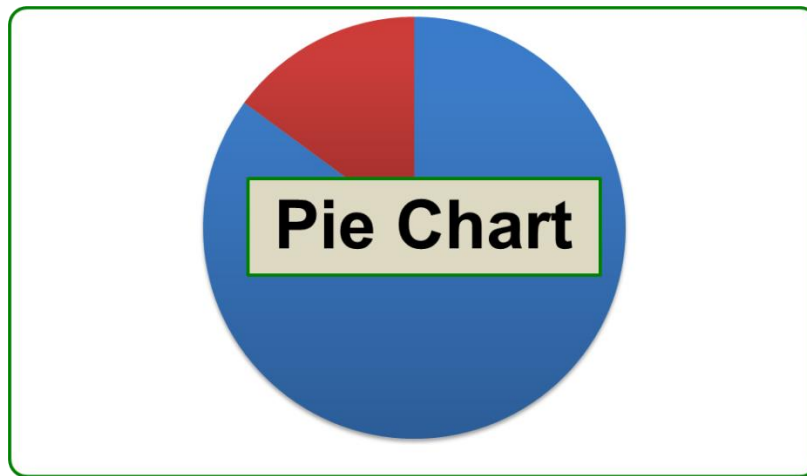
**New category added Jan 2014.

***Intended primary use of MSR RIFLE purchased**

ANNUAL 2014
Hunting
Casual shooting
Competitive shooting
Self-defense
Collecting
Gift
Other
Total

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Type of SHOTGUN purchased

	ANNUAL 2014	ANNUAL 2013
Break action		
Over/under		
Pump action		
Semi-automatic		
Side by side		
Single shot		
Other		
Total		

Gauge of SHOTGUN purchased

	ANNUAL 2014	ANNUAL 2013
12 gauge		
16 gauge		
20 gauge		
28 gauge		
.410 gauge		
Other		
Not sure		
Total		

Brand of SHOTGUN purchased

	ANNUAL 2014	ANNUAL 2013
Baikal		
Benelli		
Beretta		
Browning		
Charles Daily		
CZ-USA		
FNH		

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Fox
Franchi
H&R
High Standard
Ithica
Iver Johnson
J Stevens
JC Higgins
Kimber
Krieghoff
Marlin
Merkel
Mossberg
Perazzi
Remington
Rossi
Ruger/Sturm Ruger
Saiga
Savage (Stevens)
Smith & Wesson
Stoeger
Tristar
Weatherby
Webley & Scott
Winchester
Yildiz
Other
Not sure
Total

Cost of SHOTGUN purchased

	ANNUAL 2014	ANNUAL 2013
\$0 to \$100		
\$100 to \$250		
\$250 to \$500		
\$500 to \$750		
\$750 to \$1,000		
\$1,000 to \$2,500		
\$2,500 to \$5,000		
\$5,000 to \$10,000		
Over \$10,000		
Not sure		
Total		

Avg. Amount Spent

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Types of stores where SHOTGUNS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

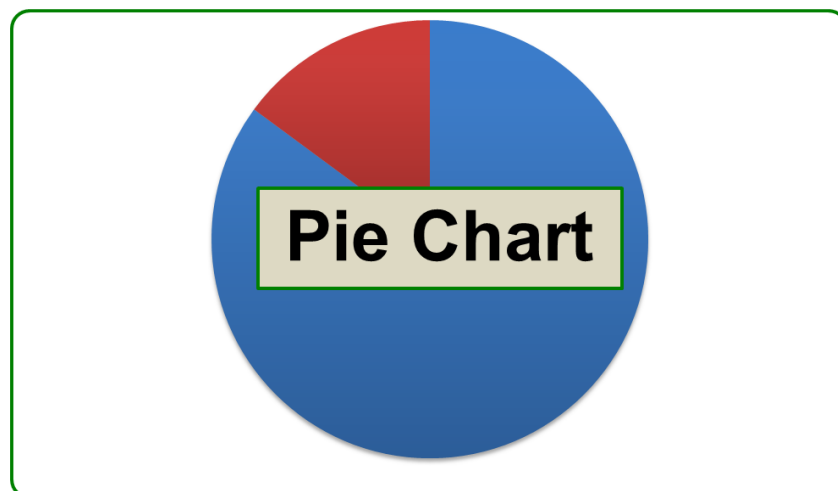
*New category added Jan 2014.

*Intended primary use of SHOTGUNS purchased

	ANNUAL 2014
Casual shooting	
Collecting	
Competitive shooting	
Gift	
Hunting	
Self-defense	
Other	

Total

*New table added in Jan. 2014



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Type of MUZZLELOADER purchased

	ANNUAL 2014	ANNUAL 2013
Flint lock		
Inline		
Standard		
Other		
Total		

Brand of MUZZLELOADER purchased

	ANNUAL 2014	ANNUAL 2013
Austin & Halleck		
CVA		
Knight		
Thompson Center		
Lyman		
Ruger/Sturm Ruger		
Savage		
Winchester		
Traditions		
Not sure		
Other		
Total		

Cost of MUZZLELOADER purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's,		

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Gander Mountain)

General Sporting Goods (Sports Authority,
Dick's, Academy)

Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

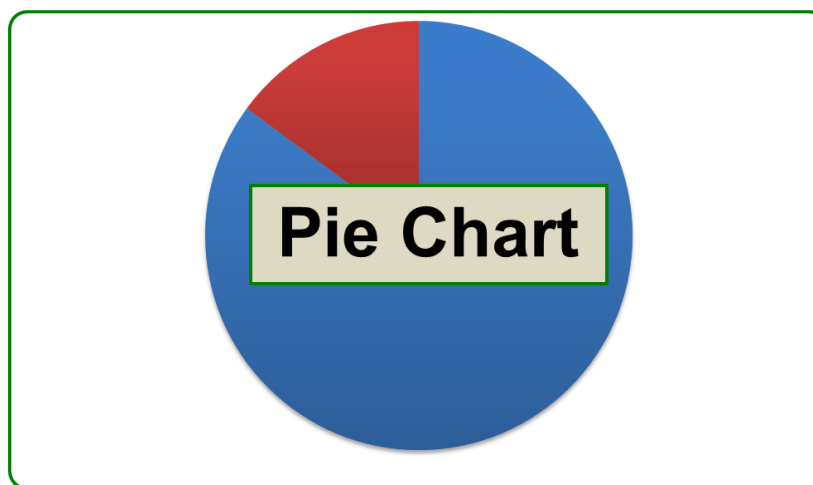
*Farm/Ranch Stores (Big R, Coastal, Tractor
Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014



Type of HANDGUN purchased

	ANNUAL 2014	ANNUAL 2013
Break action		
Revolver		
Semi-automatic		
Other		
Total		

*Firing type of HANDGUN purchased

	ANNUAL 2014	ANNUAL 2013
Centerfire		
Rimfire		
Not sure		
Total		

*Firing type question added March-April 2013

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Caliber of HANDGUN purchased

	ANNUAL 2014	ANNUAL 2013
22 cal		
32 cal		
357 cal		
38 cal		
380 cal		
40 S&W		
44 cal		
45 auto		
9mm		
Other		
Not sure		
Total		

Brand of HANDGUN purchased

	ANNUAL 2014	ANNUAL 2013
Astra		
Beretta		
Bersa		
Browning		
Charter Arms		
Chiappa		
Cobra		
Colt		
CZ		
Diamondback		
EAA		
FMK		
FNH		
Freedom Arms		
Glock		
GSG		
H & R		
Heckler & Koch (H&K)		
Heritage		
High Point		
High Standard		
Kahr		
Kel-tec		
Kimber		
North American Arms		
PARA		
Remington		
Rock Island/Armscor		

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Rocky Island
Rossi
Ruger/Sturm Ruger
SCCY
SIG Arms/Sig Sauer
Smith & Wesson
Springfield
Taurus
Thompson Center
Uberti
Walther
Other
Not sure
Total

Cost of HANDGUN purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		

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Other

Not sure

Total

*New category added Jan 2014.

***Intended primary use of HANDGUNS purchased**

ANNUAL
2014

Casual shooting

Collecting

Competitive shooting

Gift

Hunting

Self-defense

Other

Total

*New table added in Jan. 2014

Type of COMBINATION GUNS purchased

ANNUAL
2014

ANNUAL
2013

Gun with interchangeable barrels

Replacement or additional barrel

Total

Caliber/Gauge of COMBINATION GUNS purchased

ANNUAL
2014

ANNUAL
2013

12 gauge

20 gauge

22 cal

32 cal

357 cal

38 cal

380 cal

40 S&W

44 cal

45 auto

9mm

Other

Not sure

Total

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Brand of COMBINATION GUNS purchased

	ANNUAL 2014	ANNUAL 2013
Beretta		
Bersa		
Browning		
Cobra		
Colt		
CZ		
FNH		
Freedom Arms		
Glock		
Heckler & Koch (H&K)		
High Point		
Kel-tec		
Kimber		
North American Arms		
Rossi		
Ruger/Sturm Ruger		
Salvage		
Savage		
SIG Arms/Sig Sauer		
Smith & Wesson		
Springfield		
Taurus		
Thompson Center		
Other		
Not sure		
Total		

Cost of COMBINATION GUNS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Gun shows or expos		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop		
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)		
Printed Catalog (Bass Pro, Cabela's, etc.)		
Used (from individual)		
Website (Cabela's, Bass Pro, Craigslist, Ebay)		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

Crossbows

Brand of CROSSBOWS purchased

	ANNUAL 2014	ANNUAL 2013
Barnett		
Bowtech/Stryker		
Carbon Express (including X-Force)		
Centerpoint/Crosman		
Darton		
Excaliber		
Horton		
Maximus		
Parker		
PSE		
TenPoint		
Wicked Ridge		
X-Force (Eastman Outdoors)		
Other		
Not sure		
Total		

Cost of CROSSBOWS purchased

	ANNUAL 2014
\$0.00-\$200.00	
\$201.00-\$400.00	
\$401.00-\$600.00	

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\$601.00-\$800.00

\$801.00-\$1000.00

\$1001.00-\$1200.00

Over \$1200.00

Not sure

Total

Avg. Amount Spent

*Price categories changed considerably in March - April 2013.

Types of stores where CROSSBOWS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Air Rifles

Brand of AIR RIFLES purchased

	ANNUAL 2014	ANNUAL 2013
BSA		
Beeman		
Benjamin		
Beretta		
Browning		
Cabelas		
Crosman		
Daisy		
Gamo		
Hammerli		
Heckler & Koch		
Magnum Research		
Marksman		

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Mauser
RWS
Remington
Ruger/Sturm Ruger
Savage
Sportsman
Stoeger
Walther
Winchester
Not sure
Other
Total

Cost of AIR RIFLES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$25		
\$26-\$50		
\$51-\$100		
\$101-\$400		
\$401-\$800		
\$801-\$1000		
Not sure		
Total		

Avg. Amount Spent

Types of stores where AIR RIFLES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014.

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Ammunition

- x of ammunition purchasers purchased x ammunition.
- Most people either purchased x, x, or x or more boxes of x ammunition at a time.
- X is the most popular rifle ammunition this survey period
- X is the most popular brand of shotgun ammunition in 2013 and 2014, though X was more popular this period.
- With % of purchasers, #, # and # shot are the most popular shotgun ammunition sizes.
- X is the most popular handgun ammunition caliber.
- Purchasers spent x as much, on average, on x ammunition than x ammunition.
- X shot is x as popular as X shot.
- For every box of x ammunition sold, x boxes of centerfire rifle ammunition are sold.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

*Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

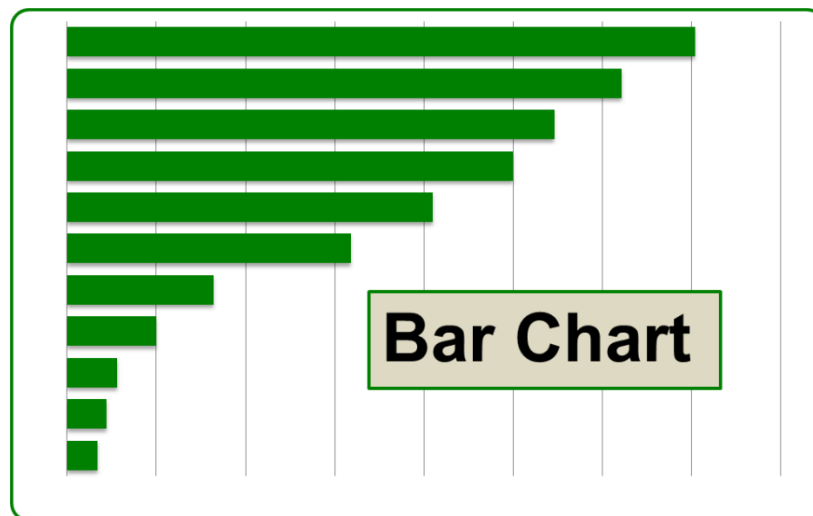
*Income categories changed in 2014. % of the respondents in ANNUAL 2013 were categorized as "\$ or more".

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Education Level

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		



Of people who reported buying AMMUNITION, they purchased:

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
Centerfire		
Rimfire		
Other		
Total		

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Caliber of RIFLE AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
17 cal		
204 Ruger		
22 cal		
22-250 cal		
223 cal		
243 cal		
270 Winchester		
270 WSM		
280 cal		
30 Carbine		
300 Rem Magnum		
300 Rem Ultra Magnum		
300 Savage		
300 Weatherby Magnum		
300 Win Mag		
300 WSM		
30-06 Springfield		
303 British		
30-30 cal		
308 cal		
32 Win Special		
35 Remington		
375 H&H Magnum		
416 Rem Magnum		
416 Rigby		
44 Rem		
458 Win Magnum		
470 Nitro Express		
5.56 cal		
7 62x39 Soviet		
7 mm Mauser		
7 mm WSM		
7 mm-08		
7 mm Remington Mag		
8 mm Mauser		
9 mm		
Other		
Not sure		
Total		

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Number of boxes of RIFLE AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
1 box		
2 boxes		
3 boxes		
4 boxes		
5 or more boxes		
Total		

Brand of RIFLE AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
American Eagle		
Aquila		
Barnes		
Black Hills		
Blazer		
CCI		
Eley		
Federal (including Fusion)		
Fiocchi		
Fusion		
Herter's		
Hornady		
Lapua		
Magtech		
Nosler		
PMC		
PPU/Prvi Partizan		
Remington		
RWS		
Savage Arms		
Sierra		
Speer		
Tul Ammo		
Weatherby		
Winchester (including SuperX, Supreme, USA)		
Wolf		
Other		
Not sure		
Total		

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Cost of RIFLE AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Type of SHOTGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
Lead shot		
Non-lead shot		
Other		
Total		

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Gauge of SHOTGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
12 gauge		
16 gauge		
20 gauge		
28 gauge		
410 gauge		
Other		
Not sure		
Total		

Number of boxes of SHOTGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
1		
2		
3		
4		
5 or more		
Total		

Size of SHOTGUN AMMUNITION purchased

	ANNUAL 2014	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		

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#2 Shot

#1 Shot

#BB Shot

#BBB Shot

#T Shot

Other

I don't know

Total

Brand of SHOTGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
Bismuth		
Estate		
Federal		
Fiocchi		
Fusion		
Hevi-Shot		
Kent		
PMC		
Remington		
RIO		
Winchester		
Wolf		
Other		
Not sure		
Total		

Cost of SHOTGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

*New category added Jan 2014.

Type of HANDGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
Rimfire		
Centerfire		
Other		

Total

Caliber of HANDGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
22 cal		
32 cal		
357 cal		
38 cal		
380 cal		
40 S&W		
44 cal		
45 auto		
9mm		
Other		
Not sure		

Total

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Number of boxes of HANDGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
1		
2		
3		
4		
5 or more		
Total		

Brand of HANDGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
American Eagle		
Aquila		
Black Hills		
Blazer		
CCI		
CorBon		
Eley		
Federal (including Fusion)		
Fiocchi		
Fusion		
Herters		
Hornady		
Lapua		
Magtech		
Nosler		
PMC		
Remington		
RWS		
Sellier and Belloit		
Sierra		
SK		
Speer		
Ultramax		
Winchester (including SuperX, Supreme, USA)		
Wolf		
Other		
Not sure		
Total		

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Cost of HANDGUN AMMUNITION purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Blackpowder and Supplies

- X is the most popular propellant or powder purchased.
- X and X are by far the most popular brand of bullets, balls, and shot with % of purchases each.
- X stores and X are the preferred store type for nearly all blackpowder supplies.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

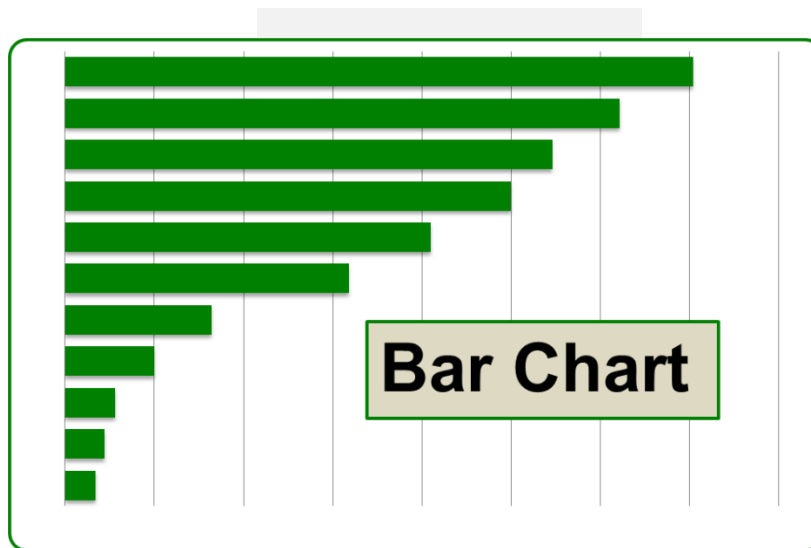
*Income categories changed in 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

Education Level

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		

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

	ANNUAL 2014	ANNUAL 2013
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%

Brand of PROPELLANT or POWDER purchased

	ANNUAL 2014	ANNUAL 2013
Alliant		
American Pioneer Powder		
Blackhorn		
Goex		
Hodgdon		
Pyrodex		
Shockkeys Gold		
Swiss		

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Triple Seven

Western Powders

White Hot

Other

Not sure

Total

Cost of PROPELLANT or POWDER purchased

	ANNUAL 2014	ANNUAL 2013
\$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 PROPELLANT or POWDER was purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Brand of BALLS, BULLETS, or SHOT purchased

	ANNUAL 2014	ANNUAL 2013
Barnes		
CVA		
Fusion		
Hornady		
Knight		
Nosler		
Powerbelt		
Speer		
Swift		
Thompson		
Winchester		
Other		
Not sure		
Total		

Cost of BALLS, BULLETS, or SHOT purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		

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Other

Not sure

Total

*New category added Jan 2014

Cost of PATCHES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		

Avg. Amount Spent

Types of stores where PATCHES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

*New category added Jan 2014

Cost of BLACKPOWDER CLEANING SUPPLIES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		

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\$31.00-\$40.99

\$41.00-\$50.99

Over \$50.99

Not sure

Total

Avg. Amount Spent

Types of stores where BLACKPOWDER CLEANING SUPPLIES were purchased

	ANNUAL 2014	ANNUAL 2013
--	----------------	----------------

Mass Merchant (Wal-Mart, K-Mart, Sams Club)

Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)

General Sporting Goods (Sports Authority, Dick's, Academy)

Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Cost of BLACKPOWDER SOLVENT purchased

	ANNUAL 2014	ANNUAL 2013
--	----------------	----------------

\$0-\$5.99

\$6.00-\$10.99

\$11.00-\$20.99

\$21.00-\$30.99

\$31.00-\$40.99

\$41.00-\$50.99

Over \$50.99

Not sure

Total

Avg. Amount Spent

Types of stores where BLACKPOWDER SOLVENT was purchased

	ANNUAL 2014	ANNUAL 2013
--	----------------	----------------

Mass Merchant (Wal-Mart, K-Mart, Sams Club)

Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)

General Sporting Goods (Sports Authority, Dick's, Academy)

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Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

Cost of BLACKPOWDER MEASURES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		

Avg. Amount Spent

Types of stores where BLACKPOWDER MEASURES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Cost of BLACKPOWDER PLUG WRENCHES purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Cost of BLACKPOWDER PRIMERS purchased

	ANNUAL 2014	ANNUAL 2013
\$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 PRIMERS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

*New category added Jan 2014

Cost of BLACKPOWDER FLINTS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		

Avg. Amount Spent

Types of stores where BLACKPOWDER FLINTS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		

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Used

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Cost of BLACKPOWDER BALL PULLERS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Cost of BLACKPOWDER SPEED LOADERS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Cost of BLACKPOWDER BREECH PLUGS or NIPPLES purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Bowhunting or Archery Equipment

- Both x and x have a % purchase rate for archery purchasers.
- Most x are purchased from local shops.
- X and X are the most popular arrow brands while X is the most popular bow brand.
- Historically, X is a most popular fletching brand. X jumped up this period.
- Most X and x is purchased from local stores or outdoor specialty stores.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

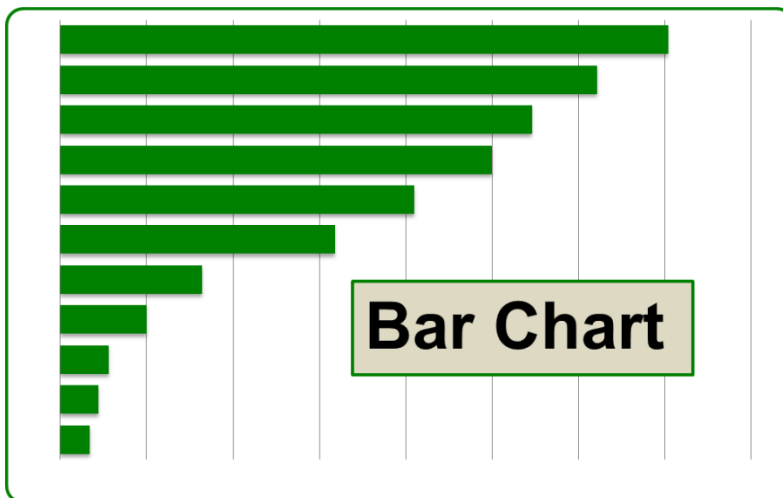
*Income categories changed in 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

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Education Level

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		



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

	ANNUAL 2014	ANNUAL 2013
Arm guards		
Arrows		
Bow case		
Bow Stand		
Bows		
Broadheads		
Crossbows		
Fletching & other arrow components		
Peepsites		
Quivers		
Releases		
Rests		
Sights		
Silencers		
Stabilizers		
Strings		
Targets		
Other archery equipment		
Total		

Responses are multiple-selection and can total over 100%

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Type of BOWS purchased

	ANNUAL 2014	ANNUAL 2013
Compound		
Long bow		
Recurve		
Other		
Total		

Brand of BOWS purchased

	ANNUAL 2014	ANNUAL 2013
Abott		
Alpine		
American Archery		
Barnett		
Bear		
Black Widow		
BowTech		
Browning		
Custom made		
Darton		
Diamond		
Elite		
Excalibur		
G5		
High Country		
Horton		
Howard Hill		
Hoyt		
Hydronic		
Limbsaver		
Martin		
Matthews		
Mission		
Oneida		
Parker		
Pearson		
PSE		
Ross		
Samick		
Strother		
Tenpoint		
Other		
Not sure		
Total		

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Cost of BOWS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$10		
\$11-\$20		
\$21-\$30		
\$31-\$40		
\$41-\$50		
\$51-\$75		
\$76-\$100		
\$101-\$250		
\$251-\$500		
\$501-\$750		
\$751-\$1000		
\$1001-\$1250		
Over \$1250		
Not sure		
Total		

Avg. Amount Spent

*Categories changed in Jan 2014. % of respondents in ANNUAL 2013 were categorized as "over \$".

Types of stores where BOWS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Brand of ARROWS purchased

	ANNUAL 2014	ANNUAL 2013
Allen		
Barnett		

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Beman
Black Eagle
Cabela brand
Carbon Express
Easton
Gold Tip
Horton
Parker
PSE
Redhead
Victory
Other
Not sure
Total

Cost of ARROWS purchased

	ANNUAL 2014	ANNUAL 2013
\$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 ARROWS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		

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*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Brand of FLETCHING purchased

	ANNUAL 2014	ANNUAL 2013
AAE		
Berman		
Bi-Delta		
Blazer		
Bohning		
Burnt Coyote		
Cabelas		
Duravane		
Easton		
Extreme		
Flex Fletch		
Fusion		
Gateway		
LumenokTruGlo		
NAP		
QuickSpin		
Starflight		
Trueflight		
Vanetec		
Other		
Not sure		
Total		

Cost of FLETCHING purchased

	ANNUAL 2014	ANNUAL 2013
\$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 FLETCHING was purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of BROADHEADS purchased

	ANNUAL 2014	ANNUAL 2013
Allen		
Carbon Express		
Crimson Talon		
Easton		
G5		
Grim Reaper		
Horton		
Magnus		
Muzzy		
NAP		
QAD		
Rage		
Ramcat		
Rocket		
Slick Trick		
Steel Force		
Swhacker		
Thunderhead		
Wasp		
Other		
Not sure		
Total		

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Cost of BROADHEADS purchased

	ANNUAL 2014	ANNUAL 2013
\$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 BROADHEADS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

Brand of RELEASES, TABS and RELATED ITEMS purchased

	ANNUAL 2014	ANNUAL 2013
Bateman		
Cabelas		
Carter		
Cobra		
Copper John		
Fletcher		
Free Flight		
Lan		
Neet		
Primos		

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Pro Release
Scott Archery
Spot Hogg
T R U
Tru Glo
Tru-Fire
Winn
Other
Not sure
Total

Cost of RELEASES, TABS and RELATED ITEMS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Brand of PEEPSITES purchased

	ANNUAL 2014	ANNUAL 2013
Apex		
Cabelas		
Cobra		
Copper John		
Extreme		
Fletcher		
G5		
HHA		
Loc - a - peep		
NAP		
PSE		
SpotHogg		
Sword		
Trophy Ridge		
TruGlo		
Viper		
Other		
Not sure		
Total		

Cost of PEEPSITES purchased

	ANNUAL 2014	ANNUAL 2013
\$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 PEEPSITES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		

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Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Brand of SILENCERS purchased

	ANNUAL 2014	ANNUAL 2013
Allen		
Bear		
Bowjax		
Cabelas		
Cir-Cut		
Diamond		
Everlast		
Excalibur		
Fuse		
G5		
Hoyt		
Limbsaver		
Mathews		
NAP		
Nitro		
Octane		
PSE		
PSE		
Sims		
T R U		
Truglo		
X-Factor		
Other		
Not sure		
Total		

Cost of SILENCERS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$2.00		
\$2.01-\$4.00		
\$4.01-\$6.00		

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\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

*New category added Jan 2014

Brand of STABILIZERS purchased

	ANNUAL 2014	ANNUAL 2013
Apex		
Cobra		
Doinker		
Fuse		
Limb Saver/Sims		
Mathews		
N A P		
Octane		
Trophy Ridge		
Tru-Glow		
Vibracheck		

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Other

Not sure

Total

Cost of STABILIZERS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		

Avg. amount spent

Types of stores where STABILIZERS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Brand of ARM GUARDS purchased

	ANNUAL 2014	ANNUAL 2013
Allen		
Bear		
Buck Wing		
Cobra		
Gander Mountain		

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Neet
Primos
Saunders
Tarantula
Team Realtree
Vista
Other
Not sure
Total

Cost of ARM GUARDS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Brand of QUIVERS purchased

	ANNUAL 2014	ANNUAL 2013
Allen		
Alpine		
Apex		
Archer Xtreme		
Barnett		
Bear		
Bohning		
Bow Tech		
Diamond		
Easton		
Excaliber		
Fuse		
G5		
Game Plan Gear		
Game Winner		
Gander Mountain		
Ghost		
Horton		
Hoyt		
Kwikkee		
Martin		
Mathews		
Neet		
Octane		
PSE		
Rage		
RedHead		
Thunder Boa		
Tightspot		
Trophy Ridge		
Tru-Glo		
Vortex		
Other		
Not sure		
Total		

Cost of QUIVERS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		

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\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of RESTS purchased

	ANNUAL 2014	ANNUAL 2013
Bodoodle		
Carolina Archery		
Copper John		
Golden Key		
NAP		
Octane		
Qad/ Quality Archery		
QuickTune		
Ripcord		
Trophy Ridge		
Trophy Taker		
Vapor Trail		
Other		
Not sure		
Total		

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Cost of RESTS purchased

	ANNUAL 2014	ANNUAL 2013
\$0 to \$20		
\$20.01 to \$30		
\$30.01 to \$40		
\$40.01 to \$50		
\$50.01 to \$60		
\$60.01 to \$70		
\$70.01 to \$80		
\$80.01 to \$90		
\$90.01 to \$100		
Over \$100		
Not sure		
Total		
Avg. amount spent		

Types of stores where RESTS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of ARCHERY TARGETS purchased

	ANNUAL 2014	ANNUAL 2013
Big Green Targets		
Birchwood/Casey		
Blackhole		
Buck Commander		
Buckmaster		
Bulldog		
Cabelas		

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Champion

Delta

Drew

Game Winner

Gander Mountain

Glendel

Hurricane

Hybrid King

Martin Archery

McKenzie

Morrell

Paper Target

R & W

Redhead

Reinhart

Shooter Buck

The Block

Third Hand

Yellow Jacket

Homemade

Other

Not sure

Total

Cost of ARCHERY TARGETS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority,		

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Dick's, Academy)

Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor
Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Cost of STRINGS AND ACCESSORIES purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		

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Not sure

Total

*New category added Jan 2014

Brand of BOW CASES purchased

	ANNUAL 2014	ANNUAL 2013
Allen		
Black Creek		
Bone Collector		
Bowtech		
Boyt		
Cabelas		
Diamond Lock		
Doskocil		
Easton		
Excaliber		
Flambeau		
Horton		
Hoyt		
Kolpin		
Mathews		
Plano (including BowGuard)		
Primos		
RedHead		
Scent-Lok		
SKB		
Tarantula		
Vanguard		
Other		
Not sure		
Total		

Cost of BOW CASES purchased

	ANNUAL 2014	ANNUAL 2013
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		

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Not sure

Total

Avg. Amount Spent

Types of stores where BOW CASES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Brand of ARCHERY SIGHTS purchased

	ANNUAL 2014	ANNUAL 2013
Aimshot		
Apex		
Axcel		
Black Gold		
Cabelas		
CBE		
Cobra		
Copper John		
Field Logic		
Flash Point		
Fletcher		
G5		
GWS		
HHA		
Hind Sight		
HME		
Hot Dot		
Impact Archery		
IQ Bowsight		
Octane		

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Pro Hunter
PSE
RAD
Redhawk
Rheostat
Shaffer
Spot Hogg
Square Block
Sword
Talon
Team Extreme
Toxonics
Trijicon
Trophy Ridge
TRU Ball
Truglo
Viper
Vital Bow Gear
Not sure
Other
Total

Cost of ARCHERY SIGHTS purchased

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		

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Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Brand of BOW STANDS purchased

	ANNUAL 2014	ANNUAL 2013
Ameristep		
Big Game		
Cartel		
Delta		
Fivics		
ForEverLast		
Gorilla		
HME		
HSS		
Iron Talon		
Lone Wolf		
LP Pro Pod		
Millennium		
My Bow Buddy		
OMP		
Primos		
Realtree		
Rivers Edge		
Shadow		
Summit		
Treestand		
Western		
Wildwood Innovations		
X-spot		
Other		
Not sure		
Total		

Cost of BOW STANDS purchased

	ANNUAL 2014	ANNUAL 2013
\$0 to \$5		
\$6 to \$10		
\$11 to \$20		

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\$21 to \$50

Over \$50

Total

Avg. Amount Spent

Types of stores where BOW STANDS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

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Decoys and Game Calls

- X and X are the most popular decoy brands. This month last year, X was the most popular.
- X of all game calls purchased are X, mostly purchased from x stores.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

Household Income

	ANNUAL 2014	*ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

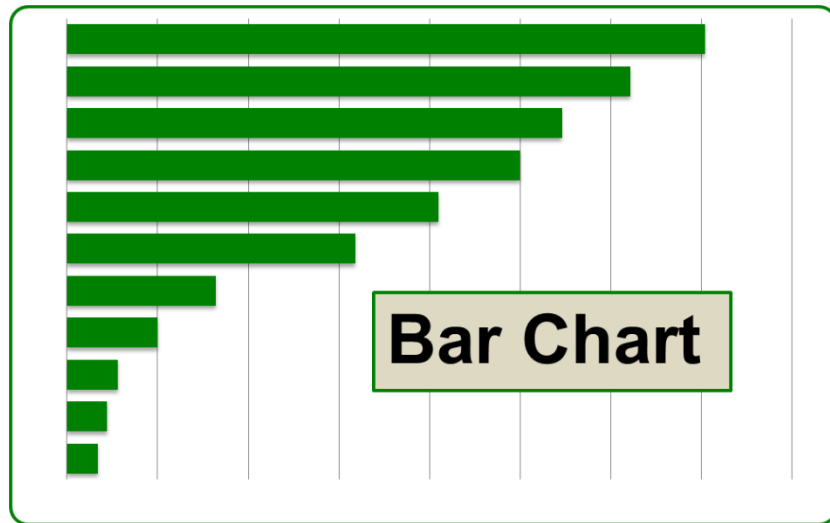
*Income categories changed in 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

Education Level

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		

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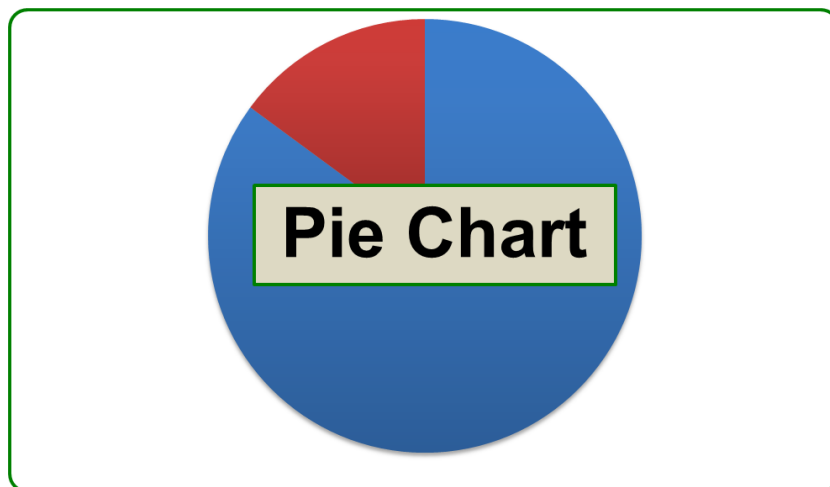
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Of people who reported buying DECOYS or GAME CALLS, they purchased:

	ANNUAL 2014	ANNUAL 2013
Game call		
Decoy		
Total		

Responses are multiple-selection and can total over 100%



Type of DECOYS purchased

	ANNUAL 2014	ANNUAL 2013
Big game		
Predator		
Small game		
Turkey		
Upland game		

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Waterfowl

Accessories*

Other

Total

*Option added May – June 2013

Brand of DECOYS purchased

	ANNUAL 2014	ANNUAL 2013
Avery		
Bass Pro Shops/Redhead		
Big Foot		
Cabelas		
Carry-Lite		
Dakota		
Edge		
Featherlite		
Final Approach		
Flambeau		
Flextone		
Greenhead		
Hard Core		
Higdon		
Hunters Specialities		
Mojo		
Montana		
Primos		
Renzo		
Zink		
Other		
Not sure		
Total		

Cost of DECOYS purchased

	ANNUAL 2014	*ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
\$51.00-\$75.99		
\$76.00-\$100.99		
\$101.00-\$125.99		

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\$126.00-\$150.99

Over \$150.99

Not sure

Total

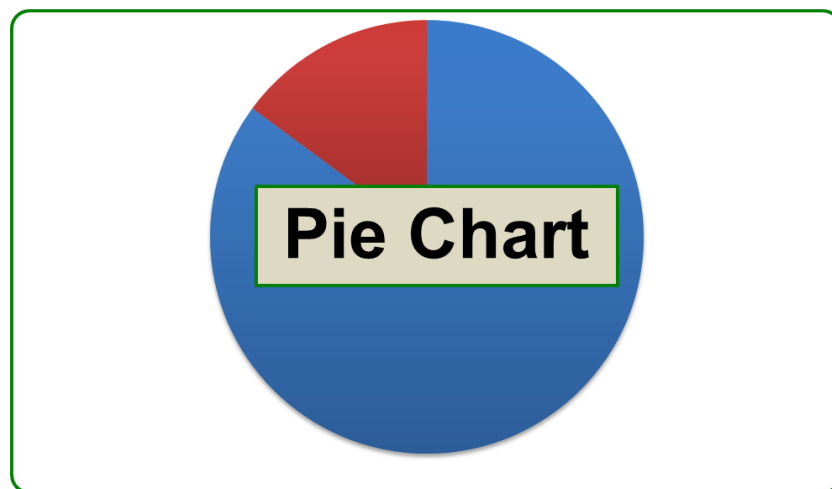
Avg. Amount Spent

* Cost categories changed in 2014. % of respondents in ANNUAL 2013 were categorized as "Over \$".

Types of stores where DECOYS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014



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Type of GAME CALLS purchased

	ANNUAL 2014	ANNUAL 2013
Big game		
Predator		
Small game		
Turkey		
Upland game (including crow)		
Waterfowl		
Accessories (Lanyard, reeds, replacement parts)		
Other		
Total		

*Options added in May - June 2013

***Type of GAME CALL technology purchased**

	ANNUAL 2014	ANNUAL 2013
Digital		
Manual		
Total		

*This question was added March - April 2013

Brand of GAME CALLS purchased

	ANNUAL 2014	ANNUAL 2013
Big River		
Buck Gardner		
Carlton		
Cass Creek		
Custom/Handmade		
Down N Dirty		
Duck Commander		
E L K , Inc		
Echo		
Expedite		
Extreme Dimension		
Faulks		
Fleet Farm		
Flexstone		
Foiles		
Fox Pro		
H S Strut		
Haydel		
Hunters Specialties		
ICOTech		

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Illusions
Johnny Stewart
Kanati tech
Knight & Hale
Lohman
Lynch
MAD
Nature's Voice
Primos
Quaker Boy
Redhead
Rich n Tone
Sean Mann
Stanley Scrugg
Tim Grounds
Toxic
Western Rivers
Woodhaven
Zink
Other
Not sure
Total

Cost of GAME CALLS purchased

Cost of online sales purchased	ANNUAL 2014	ANNUAL 2013
\$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

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Types of stores where GAME CALLS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*Option added January 2014		

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Hand-loading Equipment

- % of dies purchased are X brand.
- X of reloading bullets purchased is X brand and % of all primer purchased is X brand.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

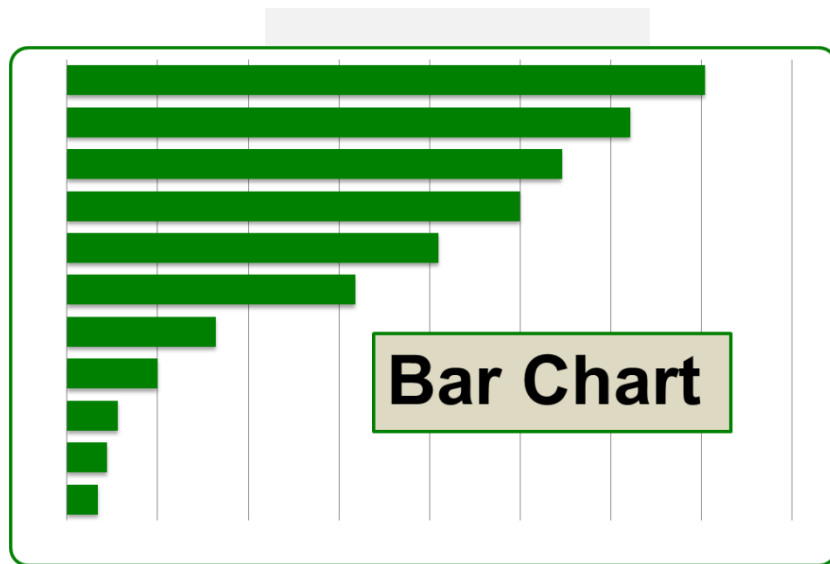
*Income categories changed in 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

Education Level

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		

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

	ANNUAL 2014	ANNUAL 2013
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%

Brand of PRESSES purchased

	ANNUAL 2014	ANNUAL 2013
Dillon		
Hornady		
Lee Precision		
Lyman		
MEC		
RCBS		
Redding		
Other		
Not sure		
Total		

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Cost of PRESSES purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of DIES purchased

	ANNUAL 2014	ANNUAL 2013
Dillon		
Hornady		
Lee Precision		
Lyman		
MEC		
RCBS		
Redding		

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Other

Not sure

Total

Cost of DIES purchased

	ANNUAL 2014	ANNUAL 2013
\$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 DIES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Brand of RELOADING TOOLS and ACCESSORIES purchased

	ANNUAL 2014	ANNUAL 2013
Cabela's		
Dillon		
Federal		
Forster		
Hornady		
Lee Precision		
Lyman		
MEC		
RCBS		
Redding		
Other		
Not sure		
Total		

Cost of RELOADING TOOLS and ACCESSORIES purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		

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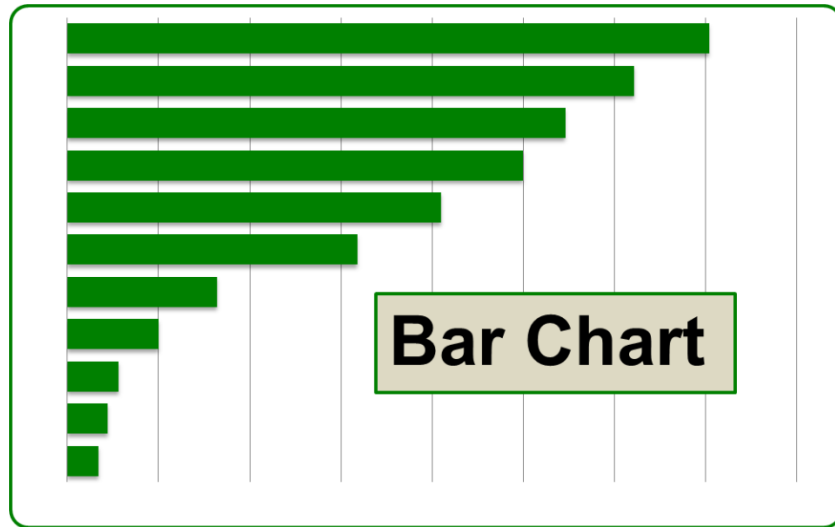
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Other

Not sure

Total

*New category added Jan 2014



Of people who reported buying RELOADING COMPONENTS, they purchased:

	ANNUAL 2014	ANNUAL 2013
Brass shell cases		
Bullets		
Powder		
Primers		
Shot		
Shotshell hulls		
Shotshell wads		
Other		
Total		

Responses are multiple-selection and can total over 100%

Brand of RELOADING BRASS SHELL CASES purchased

	ANNUAL 2014	ANNUAL 2013
Barnes		
Black Hills Shooter Supply		
Federal		
Hornady		
Lake City		
Lapua		
Magtech		

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Norma
Nosler
Prvi Partizan
Remington
Sierra
Starline
Weatherby
Winchester
Previously Fired/Mixed
Other
Not sure
Total

Cost of RELOADING BRASS SHELL CASES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		
Avg. Amount Spent		

Types of stores where RELOADING BRASS SHELL CASES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

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Number of RELOADING BULLET boxes purchased

	ANNUAL 2014	ANNUAL 2013
1		
2		
3		
4		
5 or more		
Total		

Brand of RELOADING BULLETS purchased

	ANNUAL 2014	ANNUAL 2013
Armscor		
Barnes		
Berger		
Berrys		
Black Hills Shooter Supply		
Federal		
Frontier		
Hornady		
Lake City		
Lapua		
Magnus		
Magtech		
Midway		
Missouri Bullet Company		
Montana		
Norma		
Nosler		
Oregon Trail		
Precision		
Rainer		
Remington		
S&S		
Sierra		
Speer		
Starline		
Swift		
Weatherby		
Winchester		
X-Treme		
Zero		
Other		
Not sure		
Total		

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Cost of RELOADING BULLETS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of RELOADING PRIMER purchased

	ANNUAL 2014	ANNUAL 2013
CCI		
Federal		
Magtech		
Remington		
Winchester		
Other		
Not sure		
Total		

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Cost of RELOADING PRIMER purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of RELOADING POWDER purchased

	ANNUAL 2014	ANNUAL 2013
Accurate		
Alliant		
Hodgdon		
IMR		
Ramshot		
Vhita Vouri		
Winchester		
Other		
Not sure		
Total		

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Cost of RELOADING POWDER purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of SHOTSHELL HULLS purchased

	ANNUAL 2014	ANNUAL 2013
Ballistic		
BPI		
Cheddite		
Claybuster		
Federal		
Fiocchi		
Magtech		
Remington		
Rio		

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Ten-X

Winchester

Not sure

Other

Total

Cost of SHOTSHELL HULLS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		

Avg. Amount Spent

Types of stores where SHOTSHELL HULLS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Brand of SHOTSHELL WADS purchased

	ANNUAL 2014	ANNUAL 2013
Ballistic		
BPI		
BlueBuster		
Claybuster		

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Downranges
Duster
Federal
Remington
Winchester
Other
Not sure
Total

Cost of SHOTSHELL WADS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		

Avg. Amount Spent

Types of stores where SHOTSHELL WADS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

*New category added Jan 2014

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Brand of SHOT purchased

	ANNUAL 2014	ANNUAL 2013
BPI		
Claybuster		
Eagle		
Federal		
Hornady		
Lawrence		
North West		
Remington		
Star		
Welder		
West Coast		
Western Powders		
Winchester		
Homemade		
Reclaimed		
Other		
Not sure		
Total		

Cost of SHOT purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		

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Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor
Supply, Rural King)

Other

Not sure

Total

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Optics (Scopes, Scope Mounts, Binoculars, Spotting Scope, Rangefinder, Boresighters, Optic Sights)

- Of all optics, more than x purchases were scopes, and mostly for rifles.
- X (%), X (%), and X (%) are the most popular scope brands.
- Most scopes were purchased from X.
- X and x are both popular binocular brand this time period with almost over % of all binocular purchases each.
- X is the most popular range finder, with over % of all purchases.
- Nearly x percent of scope mounts were purchased x.
- X is the most popular optic sight type.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

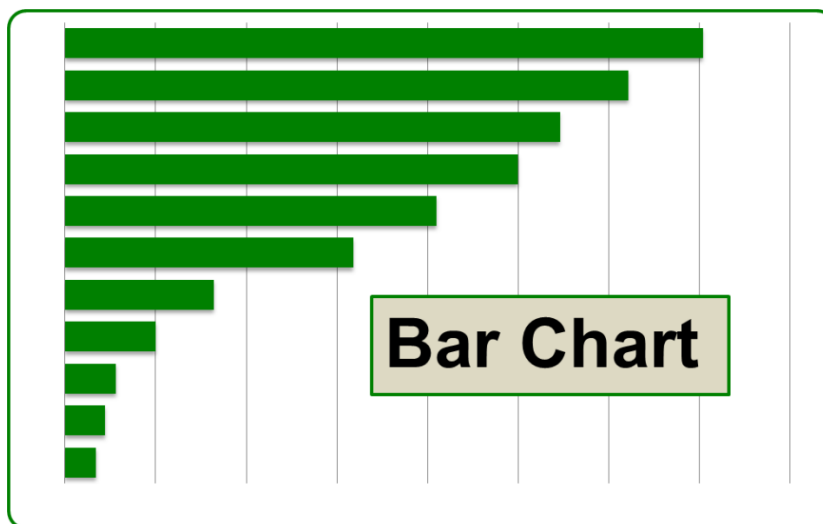
*Income categories changed in 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

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Education Level

	ANNUAL 2014	ANNUAL 2013
11 Years or Less		
12 Years		
1-3 Years of College		
4 Years of College or More		
I prefer not to say		
Total		



Of people who reported buying OPTICS, they purchased:

	ANNUAL 2014	ANNUAL 2013
Scopes		
Scope Accessories		
Binoculars		
Spotting scopes		
Range finders		
Boresighters		
Optics Accessories		
Sights (laser, dot, etc.)		
Lens covers*		
Lens cleaners*		
Scope mounts (bases & rings)*		
Other		
Total		

Responses are multiple-selection and can total over 100%.

*Categories added in Jan. 2014.

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Percent of SCOPES that were purchased along with other firearms

	ANNUAL 2014	ANNUAL 2013
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:

	ANNUAL 2014	ANNUAL 2013
Air rifle scope		
Crossbow scope		
Handgun scope		
Rifle scope		
Shotgun scope		
Other scope		
Total		

Brand of SCOPES purchased

	ANNUAL 2014	ANNUAL 2013
Aeon		
AimPoint		
Alpen		
ATN		
Banner		
Barnett		
Barska		
Bausch and Lomb		
BSA		
Burris		
Bushnell		
Cabelas		
Center Point		
Crickett		
EOTech		
Excalibur		
Hawke		
Hi-Lux		
Huskemaw		

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Konus
Leapers
Leica
Leupold
Meade
Millett
Mueller
NcStar
Nightforce
Nikon
Osprey
Pentax
Redfield
Redhead
Scheels
Sightmark
Sightron
Simmons
Swarovski
Swift
Tasco
Trijicon
TruGlo
Unertl
UTG
Vortex
Weaver
Yukon
Zeiss
Other
Not sure
Total

Cost of SCOPES purchased

	ANNUAL 2014
\$0-\$25	
\$25.01-\$50	
\$50.01-\$100	
\$100.01-\$150	
\$150.01-\$200	
\$200.01-\$300	
\$300.01-\$400	
\$400.01-\$600	
\$600.01-\$800	

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\$800.01-\$1000

Over \$1000

Not sure

Total

Avg. Amount Spent

*Cost categories changed in 2014.

Types of stores where SCOPES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Brand of BINOCULARS purchased

	ANNUAL 2014	ANNUAL 2013
Alpen		
Barska		
Bass Pro		
Bruton		
Burris		
Bushnell		
Cabelas		
Canon		
Emerson		
Field & Stream		
Fujinon		
Game Winners		
Hawke		
Leica		
Leupold		

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Meopta
Minox
NCStar
Nikon
Nitrex
Pentax
Redfield
Redhead
Sightron
Simmons
Smith & Wesson
Steiner
Swarovski
Tasco
Vanguard
Vortex
Weaver
Zeiss
Zen-Ray
Other
Not sure
Total

Cost of BINOCULARS purchased

Cost of LINCOLNARE purchased	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		

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General Sporting Goods (Sports Authority,
Dick's, Academy)

Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor
Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Brand of SPOTTING SCOPES purchased

	ANNUAL 2014	ANNUAL 2013
AIM		
Alpen		
Barska		
BSA		
Burris		
Bushmaster		
Bushnell		
Cabelas brand		
Celestron		
Fujinon		
Gordon		
Hawke		
Konus		
Kopus		
Leupold		
Meade		
Minox		
NcStar		
Nightforce		
Nikon		
Nitrex		
Pentax		
Redfield		
Sightron		
Simmons		
Swarovski		
Swift		
Tasco		
Vanguard		

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Vortex
Weaver
Winchester
Yukon
Zeiss
Other
Not sure
Total

Cost of SPOTTING SCOPES purchased

Cost of SPOTTING SCOPES purchased	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

*New option added Jan. 2014

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Brand of RANGE FINDERS purchased

	ANNUAL 2014	ANNUAL 2013
Bushnell		
Cabelas		
G-Seven		
Halo		
Leica		
Leupold		
Nightforce		
Nikon		
Redfield		
Remington		
Simmons		
Swarovski		
Vortex		
Zeiss		
Not sure		
Other		
Total		

Cost of RANGE FINDERS purchased

	ANNUAL 2014
\$0-\$99	
\$100-\$149	
\$150-\$199	
\$200-\$249	
\$250-\$299	
\$300-\$349	
\$400-\$499	
\$500 or more	
Not Sure	
Total	

Avg. Amount Spent

*Cost categories drastically changed Jan 2014.

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Types of stores where RANGE FINDERS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of BORESIGHTERS purchased

	ANNUAL 2014	ANNUAL 2013
AimShot		
BSA		
Burris		
Bushnell		
Cabelas		
Center Point		
Firefield		
Guide Gear		
Laserlyte		
LaserMax		
Leica		
Leupold		
NCStar		
Nikon		
Osprey		
Pine Ridge		
SightMark		
Sight-rite		
Simmons		
Site Lite		
Swift		
Tasco		
TruGlo		

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Weaver

Wheeler

Other

Not sure

Total

Cost of BORESIGHTERS purchased

	ANNUAL 2014	ANNUAL 2013
\$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 BORESIGHTERS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Type of OPTIC SIGHTS purchased

	ANNUAL 2014	ANNUAL 2013
Fiber optic		
Laser (beam)		
Red dot		
Reflex		
Other		
Total		

Brand of OPTIC SIGHTS purchased

	ANNUAL 2014	ANNUAL 2013
Aimpoint		
AirForce		
Barska		
Brite-site		
Browning		
BSA		
Burris		
Bushnell		
Cabelas		
Centerpoint		
Crimson Trace		
Crosman		
Durabright		
Easy Hit		
EOTech		
HHA		
HiViz		
LaserLyte		
Leapers		
Marbles		
NcStar		
Osprey		
RedHead		
Reflex		
Remington		
Sightmark		
Streamlight		
Tasco		
Trijicon		
TruGlo		
Ultra Dot		
UTG		

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Vortex
Vridian
Warren
Williams
Other
Not sure
Total

Cost of OPTIC SIGHTS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Brand of LENS COVER purchased*ANNUAL
2014**

Butler Creek

Hoppes

Leapers

Leupold

NcStar

Nightforce

Schmidt

Swarovski

Trijicon

UTG

Vortex

Other

Not sure

Total

*New table added in Jan. 2014

Cost of LENS COVER purchased*ANNUAL
2014**

\$0.00-\$5.00

\$5.01-\$10.00

\$10.01-\$15.00

\$15.01-\$20.00

\$20.01-\$25.00

\$25.01-\$30.00

\$30.01-\$40.00

\$40.01-\$50.00

Over \$50.00

Not sure

Total

Avg. Amount Spent

*New table added in Jan. 2014

Types of stores where LENS COVER were purchased*ANNUAL
2014**Mass Merchant (Wal-Mart, K-Mart, Sams
Club, etc)Outdoor Specialty Store (Bass Pro, Cabelas,
Gander Mountain, etc)Farm/Ranch Stores (Big R, Coastal, Tractor
Supply, Rural King, Scheels, etc)**CONFIDENTIAL***Do not make any copies of this report or share any of the contents with anyone outside of your organization
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General Sporting Goods (Sports Authority,
Dicks, Academy)

Local shop

Printed Catalog (Bass Pro, Cabelas, etc)

Website (Cabelas, Bass Pro, Craigslist,
Ebay)

Gun shows or expos

Used (from individual)

Other

Not sure

Total

*New table added in Jan. 2014

***Brand of SCOPE MOUNTS purchased**

**ANNUAL
2014**

Aimtech

B Square

Blackhawk

Burris

DNZ Products

Excalibur

Gamo

LaRue

Leapers

Leupold

Marlin

Millett

NCStar

Nikon

RangeMaxx

Redfield

RedHead

RWS

Talley

TAPCO

Trijicon

Truglo

Warne

Weaver

Wheeler Engineering

Other

Not sure

Total

*New table added in Jan. 2014

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***Cost of SCOPE MOUNTS purchased**

ANNUAL 2014
\$1-\$2
\$3-\$4
\$5-\$6
\$7-\$8
\$9-\$10
\$11-\$15
\$16-\$20
\$21-\$25
\$26-\$30
\$31-\$40
\$41-\$50
Over \$50
Not sure
Total

Avg. Amount Spent

*New table added in Jan. 2014

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

ANNUAL 2014
Mass Merchant (Wal-Mart, K-Mart, Sams Club)
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)
General Sporting Goods (Sports Authority, Dick's, Academy)
Local shop (Mom and Pop shops)
Printed Catalog (Bass Pro and Cabela's)
Website (Cabela's, Bass Pro, etc.)
Gun shows or expos
Used
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)
Other
Not sure

Total

*New table added in Jan. 2014

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Hunting Apparel

- X clothing is the most popular hunting apparel item with % of all purchasers, followed by x with %.
- X were the most frequently purchased X apparel item followed by x and x.
- X and X are the most popular camouflage pattern brands.
- X and X are the most popular manufacturer brand of camouflage clothing.
- X stores and X are the most popular store type for x.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

*Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

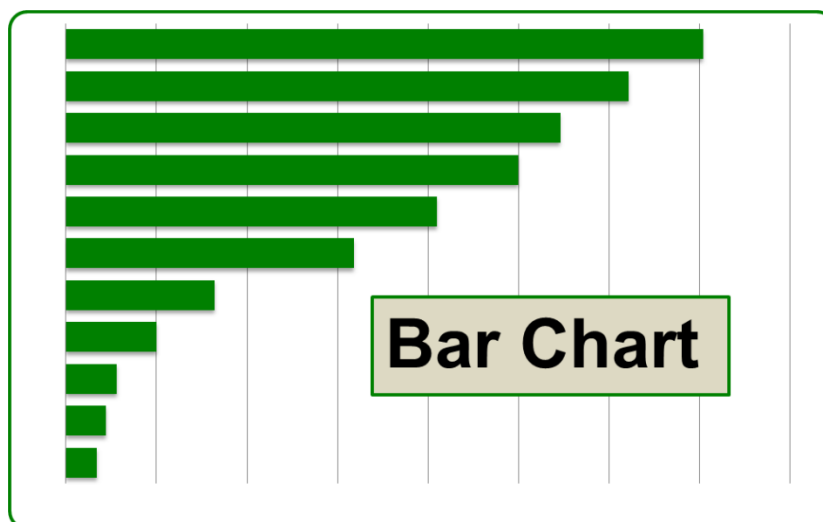
*Income categories changed in Jan 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

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Education Level

	ANNUAL 2014	ANNUAL 2013
11 Years or Less		
12 Years		
1-3 Years of College		
4 Years of College or More		
I prefer not to say		
Total		



Of people who reported buying HUNTING APPAREL, they purchased:

	ANNUAL 2014	ANNUAL 2013
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, duffle		
Chaps		
Other		
Total		

Responses are multiple-selection and can total over 100%

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Type of BLAZE ORANGE APPAREL purchased

	ANNUAL 2014	ANNUAL 2013
Hat		
Jacket		
Shirt		
Vest		
Other		
Total		

Brand of BLAZE ORANGE APPAREL purchased

	ANNUAL 2014	ANNUAL 2013
Advantage		
Bass Pro/Redhead		
Boyt		
Browning		
Buckmasters		
Cabelas		
Columbia		
Duluth		
Filson		
Game Winner		
Gamehide		
Gander Mountain		
L L Bean		
Mossy Oak		
Orvis		
Primos		
Prois		
Realtree		
Remington		
Stearns		
Under Armour		
Walls		
Not sure		
Other		
Total		

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Cost of BLAZE ORANGE APPAREL purchased

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Type of CAMOUFLAGE CLOTHING purchased

	ANNUAL 2014	ANNUAL 2013
Headgear		
Jackets		
Pants		
Raingear		
Shirts		
Vests		
Total		

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Camouflage pattern brand of CAMOUFLAGE CLOTHING purchased

	ANNUAL 2014	*ANNUAL 2013
Ameristep		
Badlands		
Cabelas brand		
CamoWest		
Delta		
Farmland		
Ground Swat		
Kings		
Matrix		
Mossy Oak		
MultiCam		
Naked North		
Natural Gear		
Predator		
Realtree		
True Timber		
Vertigo		
W L Gore/OptiFade		
Other		
Not sure		
Total		

*Question added March-April 2013

Manufacturer brand of CAMOUFLAGE CLOTHING purchased

	ANNUAL 2014	ANNUAL 2013
Advantage/Real Tree		
ASAT		
Badlands		
Browning		
Cabelas brand		
Carhartt		
Columbia		
Core4Element		
Drake		
Field and Stream		
Frogg Toggs		
Game Hide		
Game Winner		
Gander Mountain		
Kings		
Kryptek		
L L Bean		

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Mossy Oak

Natural Gear

Realtree

Redhead

Rivers West

Rocky

Russell

Scent Lok

ScentBlocker

Sitka

Stearns

Tru-Spec

Under Armour

Walls

Wrangler

Other

Not sure

Total

Cost of CAMOUFLAGE CLOTHING purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		

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Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Brand of SHOOTING VESTS purchased

	ANNUAL 2014	ANNUAL 2013
5 11		
Avery		
Bass Pro Shops/Redhead		
Bob Allen		
Browning		
Cabelas brand		
Carhart		
Columbia		
Delta		
Drake Waterfowl		
Eddie Bauer		
Field & Stream		
Filson		
Game Winner		
Gander Mountain		
H S Strut		
Hunters Specialties		
LL Bean		
Master Sportsman		
Mossy Oak		
Orvis		
Pella		
Primos		
Quaker Boy		
Remington		
Russel Outdoors		
Shoot the Moon		
Walls		
Whitewater		
Wild Hare		

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Not sure
Other
Total

Cost of SHOOTING VESTS purchased

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

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Brand of BOOTS purchased

	ANNUAL 2014	ANNUAL 2013
Bass Pro Shops		
Bogs		
Brahma		
Browning		
Cabelas		
Columbia		
Dan Post		
Danner		
Field & Stream		
Game Winner		
Golden Retriever		
Guide Gear		
Herman Survivors		
Irish Setter		
ITASCA		
Justin		
Keen		
Kenetrek		
Lacrosse		
LL Bean		
Magnum		
Merrell		
Muck		
Pro Line		
Red Wing		
Redhead		
Rocky		
Scent Blocker		
Timberland		
Under Armour		
Wolverine		
Other		
Not sure		
Total		

Cost of BOOTS purchased

	ANNUAL 2014	ANNUAL 2013
0 to \$10		
\$11 to \$20		
\$21 to \$30		
\$31 to \$40		

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\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of HEAD GEAR purchased

	ANNUAL 2014	ANNUAL 2013
Advantage		
Allen		
Arctic Shield		
Avery		
Bass Pro		
Browning		
Buck Wear		
Cabelas brand		
Carhartt		
Columbia		
Drake		
Final Approach		
Game Guard		

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Game Winner

Gamehide

Gander Mountain

Hunters Specialties

L L Bean

Legendary Whitetails

Mossy Oak

Natural Gear

Outdoor Research

Poor Boys Pro Team

Primos

Realtree

Redhead

Remington

Scent Blocker

Scent Lok

Sitka Gear

Stearns

Stormy Kromer

Tru-Spec

Under Armour

Walls

Whitewater

Winchester

Not sure

Other

Total

Cost of HEAD GEAR purchased

**ANNUAL
2014**

**ANNUAL
2013**

\$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 HEAD GEAR was purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of UNDERGARMENTS and THERMAL UNDERWEAR purchased

	ANNUAL 2014	ANNUAL 2013
Bass Pro / Redhead		
Cabelas		
Carhartt		
Columbia		
Core 4 Element		
Drake		
Duofold		
Fruit of the Loom		
Gander Mountain		
Guide Gear		
Hunters Specialties		
Jockey		
Kings		
LL Bean		
Mossy Oak		
Polar Tec		
Remington		
Rocky		
Russel		
Scent Blocker		
Scent Lok		
Scent Shield		
Sika		

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Under Armour

Woolpower

X-Scent

Other

Not sure

Total

Cost of UNDERGARMENTS and THERMAL UNDERWEAR purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Brand of GLOVES purchased

	ANNUAL 2014	ANNUAL 2013
Avery		
Bass Pro Shop brand		

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Beretta
Bob Allen
Browning
Cabelas
Carhartt
Gander Mountain
Guide Gear
Hot Shot
Hunters Specialties
Manzella
Mossy Oak
Outfitters Ridge
Primos
Redhead (Bass Pro brand)
Remington
Rocky
Scent Blocker
Scent Lok
Sika
Under Armour
Whitewater
Winchester
Other
Not sure
Total

Cost of GLOVES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$5.99		
\$6.00-\$10.99		
\$11.00-\$20.99		
\$21.00-\$30.99		
\$31.00-\$40.99		
\$41.00-\$50.99		
Over \$50.99		
Not sure		
Total		

Avg. Amount Spent

Types of stores where GLOVES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's,		

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Gander Mountain)

General Sporting Goods (Sports Authority,
Dick's, Academy)

Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor
Supply, Rural King)

Other

Not sure

Total

*New category added Jan 2014

Cost of COVERALLS purchased

	ANNUAL 2014	ANNUAL 2013
0 to \$20		
\$20.01 to \$30		
\$30.01 to \$40		
\$40.01 to \$50		
\$50.01 to \$60		
\$60.01 to \$70		
\$70.01 to \$80		
\$80.01 to \$90		
\$90.01 to \$100		
Over \$100		
Not sure		
Total		

Avg. Amount Spent

Types of stores where COVERALLS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		

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Not sure

Total

*New category added Jan 2014

Cost of HUNTING SOCKS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$2.00		
\$2.01-\$4.00		
\$4.01-\$6.00		
\$6.01-\$8.00		
\$8.01-\$10.00		
\$10.01-\$12.00		
\$12.01-\$14.00		
\$14.01-\$16.00		
\$16.01-\$18.00		
\$18.01-\$20.00		
Over \$20.00		
Not sure		
Total		

Avg. Amount Spent

Types of stores where HUNTING SOCKS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New category added Jan 2014

Cost of CHEST WADERS purchased

	ANNUAL 2014	ANNUAL 2013
0 to \$20		
\$20.01 to \$30		
\$30.01 to \$40		

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\$40.01 to \$50

\$50.01 to \$60

\$60.01 to \$70

\$70.01 to \$80

\$80.01 to \$90

\$90.01 to \$100

Over \$100

Not sure

Total

Avg. Amount Spent

Types of stores where CHEST WADERS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Cost of CHAPS purchased

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

Brand of HUNTING BACKPACK, WAIST PACK, DUFFLES purchased

	ANNUAL 2014	ANNUAL 2013
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		

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Cost of HUNTING BACKPACK, WAIST PACK, DUFFLES purchased

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
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		
Local shop (mom and Pop shops)		
Printed Catalog (Bass Pro, Cabela's, etc.)		
Website (Cabela's, Bass Pro, Craigslist, Ebay)		
Gun shows or expos		
Used (from individual)		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New category added Jan 2014		

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

- Top brand of x and x is X, with over x of all purchases.
- % of knives are purchased from x stores and x each.
- Over x of all tree stands purchased are X brand.
- More than % of blinds purchased are x blinds.
- X (%) and X (%) are the most popular trail cameras this period.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

*Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

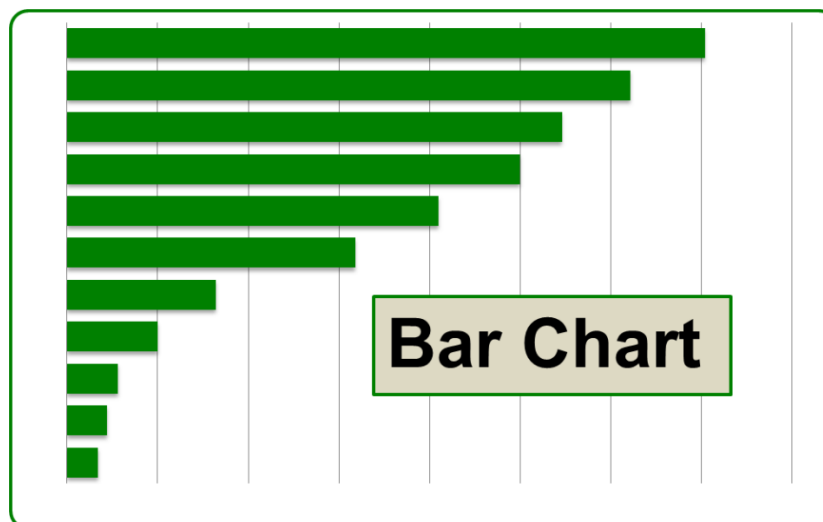
*Income categories changed in 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

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Education Level

	ANNUAL 2014	ANNUAL 2013
11 Years or Less		
12 Years		
1-3 Years of College		
4 Years of College or More		
I prefer not to say		
Total		



Of people who reported buying HUNTING ACCESSORIES, they purchased:

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
Accu-Shot		
Allen		
Blackhawk		
Bog Pod		
Cabelas		
Caldwell		
Gander Mountain		
Gorilla		
Harris		
Hoppes		
Hunters Specialties		
Leapers		
Levelick		
MTM		
NCStar		
Outers		
Primos		
Ram-Line		
Remington		
Shooters Ridge		
SKS		
Stoney Point		
Ultrec		
UTG		
Vanguard		
Versa-Pod		
Winchester		
Other		
Not sure		
Total		

Cost of BIPODS AND SHOOTING STICKS purchased

	ANNUAL 2014	ANNUAL 2013
\$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		

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Total

Avg. Amount Spent

Types of stores where BIPODS AND SHOOTING STICKS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Type of ELECTRONIC DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
GPS		
Weather		
Compass		
Total		

Brand of GPS DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
Bushnell		
Cabelas		
Cobra		
Cuddleback		
Garmin		
Humminbird		
Lowrance		
Magellan (including Explorist)		
Midland		
Motorola		
Moultrie		
Newcon		

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Oregon Scientific
Raymarine
Stealth Cam
TomTom
Tri-tronics
Uniden
Other
Not sure
Total

Cost of GPS DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$10		
\$11-\$20		
\$21-\$30		
\$31-\$40		
\$41-\$50		
\$51-\$75		
\$76-\$100		
\$101-\$250		
\$251-\$500		
Over \$500		
Not sure		
Total		
Avg. Amount Spent		

Types of stores where GPS DEVICES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

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Brand of TWO-WAY RADIO purchased

	ANNUAL 2014	ANNUAL 2013
Baofeng		
Bushnell		
Cabelas		
Cobra		
Cuddleback		
Garmin		
Humminbird		
Lowrance		
Magellan (including Explorist)		
Midland		
Motorola		
Moultrie		
Newcon		
Nikon		
Oregon Scientific		
Raymarine		
Stealth Cam		
Tri-tronics		
Uniden		
Other		
Not sure		
Total		

Cost of TWO-WAY RADIO purchased

	ANNUAL 2014	ANNUAL 2013
\$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 TWO-WAY RADIO were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
* New option added January 2013		

Type of FLASHLIGHTS, LANTERNS AND LIGHTING DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
Flashlight		
Headlamp		
Lantern		
Other lighting device		
Total		

Brand of FLASHLIGHTS, LANTERNS, AND LIGHTING DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
4Sevens		
Ampro		
Black & Decker		
Black Diamond		
Brinkman		
Browning		
Cabelas		
Coast		
Coleman		
Dorcy		
Energizer		
EverReady		
Fenix		
Gander Mountain		

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Gerber
Insight
Kill Light
LED Lenser
MagLite
Monster
NEBO
Olight
Orion
Peak
Pelican
Petzi
Primos
Princeton Tech
Rayovac
Redline
Remington
Rocky
Stanley
Streamlight
Sure Fire
TerraLux
Trustfire
Ultrafire
UTG
Vector
Wiz
Other
Not sure
Total

Cost of FLASHLIGHTS, LANTERNS AND LIGHTING DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
\$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 FLASHLIGHTS, LANTERNS AND LIGHTING DEVICES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Type of GAME FEEDERS purchased

	ANNUAL 2014	ANNUAL 2013
Accessories		
Hanging Feeder		
Standing Feeder		
Timer (Kit or Parts)		
Total		

Brand of GAME FEEDERS purchased

	ANNUAL 2014	ANNUAL 2013
American Hunter/Feeder Max		
Big Game Feeder		
Boss Buck		
Cabelas		
Capacity Capsule/Greatmark		
Day 6 Outdoors		
Flambeau/Kenco		
Game Country		
Gander Mountain		
Hunten Outdoors		
Hurd Outdoors		
Moultrie		
On Time		
Primos		

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Spin Tech
Wildgame Innovations
Wildview
Other
Not sure
Total

Cost of GAME FEEDERS purchased

	ANNUAL 2014	ANNUAL 2013
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

	ANNUAL 2014	ANNUAL 2013
Gun shows or expos		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop		
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)		
Printed Catalog (Bass Pro, Cabela's, etc.)		
Used (from individual)		
Website (Cabela's, Bass Pro, Craigslist, Ebay)		

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*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New option added January 2014

Type of GAME FEED purchased

	ANNUAL 2014	ANNUAL 2013
Blocks/Mineral licks		
Liquid		
Mass (Corn, Soybean, etc)		
Pellets		
Powder		
Total		

Brand of GAME FEED purchased

	ANNUAL 2014	ANNUAL 2013
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		
Moultrie		
Primos		
Rack Up Feed		
RedHead/Bass Pro		
Sportsmans Choice		
Trophy Rack Nuggets		
Whitetail Institute		
Wildgame Innovations		
Not sure		
Other		
Total		

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Cost of GAME FEED purchased

	ANNUAL 2014	ANNUAL 2013
Under \$10.00		
\$10.01 - \$25.00		
\$25.01 - \$50.00		
Over \$50.00		
Not sure		
Total		
Avg. Amount Spent		

Types of stores where GAME FEED was purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain, etc)		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop		
Printed Catalog (Bass Pro, Cabelas, etc)		
Website (Cabelas, Bass Pro, Craigslist, Ebay)		
Gun shows or expos		
Used (from individual)		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King, Scheels, etc)		
Other		
Not sure		
Total		
*New option added January 2014		

Brand of FOOD PLOT SEED purchased

	ANNUAL 2014	ANNUAL 2013
Antler King		
Cabelas		
Custom Blend		
Deer Creek Seed		
Evolved Harvest		
Frigid Forage		
Hunters Speciality		
L B Wannamaker		
Local Store Seed		
Mossy Oak Biologic		
Outfitters Choice		
Plot Spike		

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Saddle Pro
Tecomate
Whitetail Institute
Wild Game Innovations
Other
Not sure
Total

Cost of FOOD PLOT SEED purchased

	ANNUAL 2014	ANNUAL 2013
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 FOOD PLOT SEED was purchased

	ANNUAL 2014	ANNUAL 2013
Gun shows or expos		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop		
Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain, etc.)		
Printed Catalog (Bass Pro, Cabela's, etc.)		
Used (from individual)		
Website (Cabela's, Bass Pro, Craigslist, Ebay)		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New option added January 2014

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Cost of GAME CLEANING SUPPLIES purchased

	ANNUAL 2014	ANNUAL 2013
0 to \$20		
\$20.01 to \$30		
\$30.01 to \$40		
\$40.01 to \$50		
\$50.01 to \$60		
\$60.01 to \$70		
\$70.01 to \$80		
\$80.01 to \$90		
\$90.01 to \$100		
Over \$100		
Not sure		
Total		
Avg. Amount Spent		

Types of stores where GAME CLEANING SUPPLIES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Brand of KNIVES purchased

	ANNUAL 2014	ANNUAL 2013
Al Mar		
Bark River		
Bass Pro Shops / Redhead		
Benchmade		
Bladetech		
Broker		
Browning		
Buck		

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Cabelas
Camillus
Case
Cold Steel
Columbia River
Condor
Custom made
Cutco
Elk Ridge
Frost
Gerber
Grohmann
Havalon
Hen and Rooster
K-Bar
Kershaw
Kimber
Knives of Alaska
Leatherman
Lone Wolf
Marbles
Mora
Mossy Oak
Outdoor Edge
Puma
Queen
Randall
Rapala
Remington
Rite Edge
Schrade
Smith & Wesson
SOG
SpyderCO
Swiss Army
Timber Wolf
Tomahawk
United Cutlery
Walther
Western
Winchester
Handmade or custom
Other
Not sure
Total

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Cost of KNIVES purchased

	ANNUAL 2014	ANNUAL 2013
0 to \$20		
\$20.01 to \$30		
\$30.01 to \$40		
\$40.01 to \$50		
\$50.01 to \$60		
\$60.01 to \$70		
\$70.01 to \$80		
\$80.01 to \$90		
\$90.01 to \$100		
Over \$100		
Not sure		
Total		
Avg. Amount Spent		

Types of stores where KNIVES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added Januaryn 2014		

Type of ODOR ELIMINATOR or SCENT products purchased

	ANNUAL 2014	ANNUAL 2013
Cover scent		
Lure scent		
Odor eliminator		
Total		

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Brand of COVER SCENTS purchased

	ANNUAL 2014	ANNUAL 2013
BuckStop		
Code Blue		
Prime Time (Hunter Specialties Brand)		
Scent Shield		
Tinks		
Wildlife Research Center		
Other		
Not sure		
Total		

Cost of COVER SCENTS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		

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Other

Not sure

Total

*New option added January 2014

Brand of LURE SCENTS purchased

**ANNUAL
2014**

BuckStop

Code Blue

Prime Time (Hunter Specialties Brand)

Tinks

Wildlife Research Center

Not Sure

Other

Buck Bomb

Buck Magic

Harmons

Smokeys

ConQuest/Border Crossing Scents

Wildgame innovations

Total

Cost of LURE SCENTS purchased*

**ANNUAL
2014**

\$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

*New option added January 2014

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Types of stores where LURE SCENTS were purchased**ANNUAL
2014**

Mass Merchant (Wal-Mart, K-Mart, Sam's Club, etc.)

Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)

General Sporting Goods (Sports Authority, Dick's, Academy)

Local shop (Mom and Pop shops)

Printed Catalog (Bass Pro, Cabela's, etc.)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used (from individual)

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New option added January 2014

Brand of ODOR ELIMINATORS purchased**ANNUAL
2014****ANNUAL
2013**

Dead Downwind

Primo Silver

Scent Killer (Wildlife Research Center)

Scent Shield

Scent-A-Way (Hunter Specialties Brand)

Tinks

Other

Not sure

Total

Cost of ODOR ELIMINATORS purchased**ANNUAL
2014****ANNUAL
2013**

\$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

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\$18 01-\$20.00
Over \$20.00
Not sure
Total
Avg. Amount Spent

Types of stores where ODOR ELIMINATORS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Type of TREE STANDS, LADDERS, TOWERS, TRIPODS purchased

	ANNUAL 2014	ANNUAL 2013
Blinds		
Climbing		
Harnesses and Accessories (gear holders/hooks, etc)		
Ladder and steps		
Ladder stands		
Non-climbing		
Towers		
Tripod stands		
Other		
Total		

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Brand of TREE STANDS, LADDERS, TOWERS, TRIPODS purchased

	ANNUAL 2014	ANNUAL 2013
Advanced Game Technologies		
Ambush		
Ameristep		
API Grand Slam		
Big Dog		
Big Game		
Cabelas		
Comfort Zone		
Cougar		
Deer River		
Dicks Sporting Goods brand		
Double Bull		
Field & Stream		
Final Approach		
Gander Mountain		
Gorilla		
Guide Gear		
Hunters Specialty		
Lone Wolf		
Millenium		
Muddy		
Ol Man Outdoors		
Primos		
Remington		
Rivers Edge		
Slik		
Sniper		
Strong Built		
Summit		
Trekker		
Vanguard		
Yukon		
Other		
Not sure		
Total		

Cost of TREE STANDS, LADDERS, TOWERS, TRIPODS purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$10		
\$11-\$20		
\$21-\$30		

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\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Type of BLIND purchased

	ANNUAL 2014	ANNUAL 2013
Bags		
Blind Accessories (Stakes, bow holder, lights, etc)		
Blind Material (Burlap, Cloth, Netting, etc)		
Box Blind		
Ground Blind		
Layout/waterfowl Blind		
Other		
Total		

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Brand of BLIND purchased	ANNUAL	
	2014	2013
Adventech		
Allen Company		
Alps		
Ameristep		
Avery		
Barronett		
Beard Buster		
Beavertail		
Big Game Treestand		
Cabelas		
Camo Flex		
Camo Systems		
Camo Unlimited		
Double Bull		
Drake		
Dura-Cover		
Edge Expedite		
Final Approach		
Gerbings		
Ghostblind		
Greenhead Gear		
Guide Gear		
Hard Core		
HME Products		
Hunt Comfort		
Hunters Speciality		
KillZone		
Otter Outdoors		
Primos		
RedHead/Bass Pro		
Rhino		
RigEm Right		
Sports Afield		
Summit		
Timber Ridge		
Trekker		
Vista		
Wildfowler Outfitter		
Other		
Not sure		
Total		

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Cost of BLIND purchased

	ANNUAL 2014	ANNUAL 2013
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		

Types of stores where BLIND was purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club, etc)		
Outdoor Specialty Store (Bass Pro, Cabelas, Gander Mountain, etc)		
General Sporting Goods (Sports Authority, Dicks, Academy)		
Local shop		
Printed Catalog (Bass Pro, Cabelas, etc)		
Website (Cabelas, Bass Pro, Craigslist, Ebay)		
Gun shows or expos		
Used (from individual)		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King, Scheels, etc)		
Other		
Not sure		
Total		
*New option added January 2014		

Brand of TRAIL CAMERAS purchased

	ANNUAL 2014	ANNUAL 2013
Bass Pro Shops / Redhead		
Browning		
BuckEye		
Bushnell		
Cabelas		

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Covert
Cuddeback
Guide Gear
Hunten Outdoors
Leaf River
Leupold
Lil Acorn
Midway
Moultrie
MURS
Natchez
Perfect Tree
Pine Ridge
Plot Watcher
Predator
Primos
Recon
Reconyx
Remington
Smart Scouter
SpyPoint
Stealth
Tasco
Wildgame Innovations
Wildview
Not sure
Other
Total

Cost of TRAIL CAMERAS purchased

Cost of TRAIL CAMERAS purchased		ANNUAL 2014	ANNUAL 2013
\$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			

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\$251-\$400
Over \$400
Not sure
Total
Avg. Amount Spent

Types of stores where TRAIL CAMERAS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Number of TRAIL CAMERAS purchased

	ANNUAL 2014
1	
2	
3	
4	
5	
More than 5	
Total	

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Shooting Accessories

- X is the most popular x with % of all purchasers in November and December 2014.
- X is the most popular brand of x (%), primarily purchased X.
- Almost % of magazines purchased are X, and most are purchased X.

Age of Respondents

	ANNUAL 2014	ANNUAL 2013
Under 18		
18 to 24		
25 to 34		
35 to 44		
45 to 54		
55 to 64		
65 and older		
Total		

Gender of Respondents

	ANNUAL 2014	ANNUAL 2013
Male		
Female		
Total		

Household Income

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
Other		
Total		

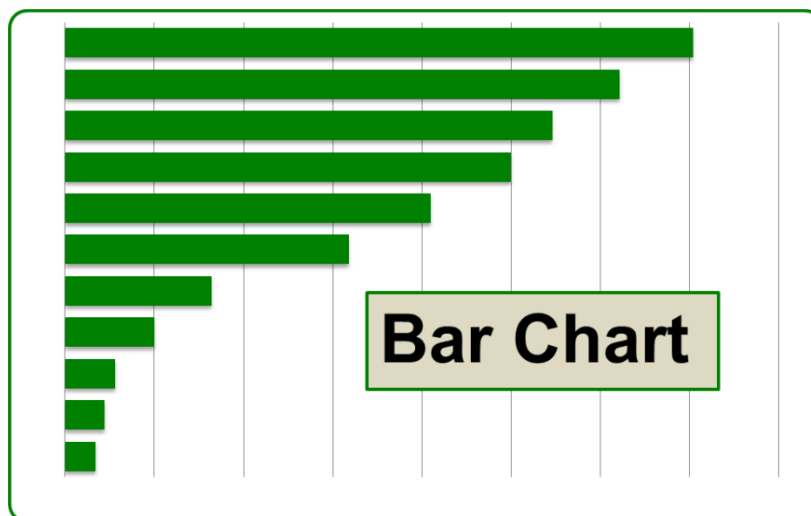
*Income categories were changed in 2014. % of respondents in ANNUAL 2013 were categorized as "\$ or more".

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Education Level

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say		
Total		



Of people who reported buying SHOOTING ACCESSORIES, they purchased:

	ANNUAL 2014	ANNUAL 2013
Benches and rests		
Targets		
Safety equipment		
Clay/clay pigeons		
Traps and target throwing devices		
Sling		
Holsters ammo belts		
Gun cases or sleeves		
Gun cleaning supplies		
Lens cleaning kit		
Recoil pad		
Gun safes		
Choke Tube		
Magazines (incl. parts and accessories)		
Other		
Total		

Responses are multiple-selection and can total over 100%

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Brand of BENCHES AND RESTS purchased

	ANNUAL 2014	ANNUAL 2013
Allen		
Benchmaster		
Browning		
Cabelas		
Caldwell		
Do-All		
Harris		
Hoppes		
Hughes		
Hyskore		
Lead Sled		
MTM		
Protektor		
RCBS		
Remington		
San Angelo		
SEB		
Shooters Ridge		
Sinclair		
Stoney Point		
SW Tactical		
Uncle Buds		
Vanguard		
Versa-Pod		
Winchester		
Other		
Not sure		
Total		

Cost of BENCHES AND RESTS purchased

	ANNUAL 2014	ANNUAL 2013
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		

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Not sure

Total

Avg. Amount Spent

Types of stores where BENCHES AND RESTS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

*New option added January 2014

Brand of TARGETS purchased

	ANNUAL 2014	ANNUAL 2013
Action		
Allen		
Birchwood Casey(other than Shoot-N-C)		
Caldwell		
Champion		
Daisy		
EZ target		
Gamo		
Hoppes		
Kleen-Bore		
Primos		
Rinehart		
Shoot-N-C		
TargDots		
Thompson		
Other		
Not sure		
Total		

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Cost of TARGETS purchased

	ANNUAL 2014	ANNUAL 2013
\$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 TARGETS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Type of SAFETY EQUIPMENT purchased

	ANNUAL 2014	ANNUAL 2013
Ear protection		
Glasses or goggles		
Other		
Total		

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Brand of SAFETY EQUIPMENT purchased

	ANNUAL 2014	ANNUAL 2013
3 M		
Allen		
Bass Pro Shops / Redhead		
Beretta		
Browning		
Caldwell		
Champion		
Decot		
EAR		
Howard Leight		
Midway USA		
Oakley		
Peltor		
PROEAR		
Radian		
Randolph		
Remington		
Sport Ear		
Stihl		
Surefire		
Walker		
Wiley X		
Winchester		
Other		
Not sure		
Total		

Cost of SAFETY EQUIPMENT purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Brand of CLAYS or CLAY PIGEONS purchased

	ANNUAL 2014	ANNUAL 2013
Champion		
Midwest		
Northwest		
Remington		
White Flyer		
Other		
Not sure		
Total		

Cost of CLAYS or CLAY PIGEONS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Number of cases of CLAYS or CLAY PIGEONS purchased

	ANNUAL 2014	ANNUAL 2013
1		
2		
3		
4		
5 or more		
Total		

Brand of TRAPS AND TARGET-THROWING DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
Atlas		
Champion		
Clay Master		
Do-All		
Hoppes		
IBIS Traps		
Laporte		
Pat Trap		
Pro-matic		
Remington		
Sportrap		
Trius		
Western Traps		

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Winchester

Other

Not sure

Total

Cost of TRAPS AND TARGET-THROWING DEVICES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$25		
\$25.01-\$50		
\$50.01-\$100		
\$100.01-\$200		
\$200.01-\$400		
\$400.01-\$600		
\$600.01-\$800		
\$800.01-\$1000		
Over \$1000		
Not sure		
Total		

Avg. Amount Spent

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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New option added January 2014

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Brand of SLINGS purchased

	ANNUAL 2014	ANNUAL 2013
Advanced Technology		
Allen		
Blackpowder Products		
Boonie Packer Products		
Browning		
Butler Creek		
Cabelas		
GrovTec		
Hunter Company		
Leatherman		
MAGPUL		
Outdoor Connection		
Remington		
Ruger		
Sims Limbsaver		
Spec Ops		
Sportsmans Outdoor		
Triple K		
Troy		
Uncle Mikes		
Wilderman Company		
Winchester		
Other		
Not Sure		
Total		

Cost of SLINGS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Brand of HOLSTERS/AMMO BELTS purchased

	ANNUAL 2014	ANNUAL 2013
Aker		
Barsony		
Bianchi		
Big Daddy		
Blackhawk		
Blade-Tech		
Bob Allen		
Bulldog		
Comp-Tac		
Crossbreed		
DeSantis Leather		
Don Hume		
Fobus		
Foxx		
Galco		
Garrett		
Hunter Company		
IMI		
Kholster		
Kirkpatrick		
Kramer		
N82 Tactical		
Old Faithful		

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Pedersoli
Raven concealment
Remora
Ross Leather
Ruger
Safariland
Soft Armor
Tagua
Triple-K
Uncle Mikes
Versacarry
Other
Not sure
Total

Cost of HOLSTERS/AMMO BELTS purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		

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Not sure

Total

*New option added January 2014

Types of GUN CASES or SLEEVES purchased

	ANNUAL 2014	ANNUAL 2013
Hard-sided case		
Soft-sided case		
Other		
Total		

Brand of GUN CASES or SLEEVES purchased

	ANNUAL 2014	ANNUAL 2013
5 11		
Ace		
ADG		
Allen		
Armortek		
Bass Pro Shops / Redhead		
Beretta		
Black Hawk		
Bore Stores		
Boyt		
Browning		
Bulldog		
Cabelas		
Doskocil		
Drake		
Elite		
Flambeau		
Game Winner		
Gander Mountain		
Kolpin		
Midway		
Orvis		
Pelican		
Plano (including GunGuard)		
Remington		
Ruger		
Safe Direction		
SKB		
Uncle Mike		
UTG		

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Vanguard
Voodoo
Weatherby
Winchester
Other
Not sure
Total

Cost of GUN CASES or SLEEVES purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New option added January 2014

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Brand of GUN CLEANING SUPPLIES purchased

	ANNUAL 2014	ANNUAL 2013
Ballistol		
Barnes		
Birchwood Casey		
Blue Wonder		
Bore Snake		
Bore Tech		
Break Free		
Brownells		
Butchs		
Cabelas brand		
Dewey		
Frog Lube		
Gunslick		
Gunzilla		
Hoppes		
Kleen-Bore		
Kroil		
Montana X-treme		
M-pro 7		
Otis		
Outers		
Pro Shot		
Rem Oil		
Remington		
Shooters Choice		
Sinclair		
Slip 2000 EWL		
Tetra		
Tipton		
Winchester		
Other		
Not sure		
Total		

***Cost of GUN CLEANING SUPPLIES purchased**

	ANNUAL 2014
\$0-\$2.00	
\$2.01-\$4.00	
\$4.01-\$6.00	
\$6.01-\$8.00	
\$8.01-\$10.00	

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\$10.01-\$12.00
\$12.01-\$15.00
\$15.01-\$20.00
\$20.01-\$25.00
\$25.01-\$30.00
\$30.01-\$35.00
\$35.01-\$40.00
Over \$40.00
Not sure
Total

Avg. Amount Spent

*Price ranges changed considerably in January 2014

Types of stores where GUN CLEANING SUPPLIES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		

*New option added January 2014

Brand of GUN SAFES purchased

	ANNUAL 2014	ANNUAL 2013
ADG		
AMSEC		
Bass Pro Shops / Redhead		
Bighorn		
Browning		
Bulldog		
Cabelas		
Cannon-Gunvault		
Drake		
Field & Stream		

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Game Winner
Gun Vault
John Deere
Kolpin
Liberty
Patriot
Remington
Resolute
Sentinel
Sentry
Stack-on
Winchester
Other
Not sure
Total

Cost of GUN SAFES purchased

	ANNUAL 2014	ANNUAL 2013
\$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 GUN SAFES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		

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*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New option added January 2014

Brand of GUN RACK purchased

	ANNUAL 2014	ANNUAL 2013
American Furniture		
Classic Accessories		
Evans		
G-Lox		
Great Day		
Kolpin		
Montana Canvas		
QuadGear		
RedHead/Bass Pro		
Stack On		
The Seat Rack		
UTV Quickdraw		
Winchester		
Custom/Homemade		
Other		
Not sure		
Total		

Cost of GUN RACK purchased

	ANNUAL 2014	ANNUAL 2013
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

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Types of stores where GUN RACK was purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Cost of LENS CLEANING KIT purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		

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Printed Catalog (Bass Pro and Cabela's)

Website (Cabela's, Bass Pro, etc.)

Gun shows or expos

Used

*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)

Other

Not sure

Total

*New option added January 2014

Cost of RECOIL PAD purchased

	ANNUAL 2014	ANNUAL 2013
\$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

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

*New option added January 2014

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Cost of REPLACEMENT AND REPAIR PARTS purchased

	ANNUAL 2014	ANNUAL 2013
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		

Types of stores where REPLACEMENT AND REPAIR PARTS were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sam's Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		
Total		
*New option added January 2014		

Brand of CHOKE TUBES purchased

	ANNUAL 2014	ANNUAL 2013
Benelli		
Beretta		
Birchwood		
Briley		
Brownell		
Browning		
Cabelas		

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Canvas

Carlson

Comp-N-Choke

Hastings

Haydel

Hevi - Shot

Mossberg

Muller

Pattern Master

Primos

Pure Gold

Redhead

Remington

Strangler

Tru Lock

Truglo

Weatherby

Winchester

Other

Not sure

Total

Cost of CHOKE TUBES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$25.00		
\$26.00-\$50.00		
\$51.00-\$100.00		
\$101.00-\$200.00		
Over \$200.00		
Not sure		
Total		

Avg. Amount Spent

Types of stores where CHOKE TUBES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		

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Used
 Farm/Ranch Stores (Big R, Coastal, Tractor
 Supply, Rural King)
 Other
 Not sure
 Total
 *New option added January 2014

Type of MAGAZINES purchased

	ANNUAL 2014	ANNUAL 2013
Handgun		
Rifle		
Other		
Total		

Brand of MAGAZINES purchased

	ANNUAL 2014	ANNUAL 2013
AR - Stone		
Armalite		
Beretta		
Bersa		
Briley		
Brownell		
Browning		
Bushmaster		
Butler Creek		
Cabelas		
Check Mate		
Chip McCormick		
CMMG		
Colt		
CZ		
Diamondback		
DPMS		
E-Lander		
FN		
Glock		
GSG		
Heckler & Koch (HK)		
High Standard		
Hi-Point		
Hot Lips		
Kahr		

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Kel-Tec
Kimber
Magpul
Marlin
Mec-Gar
Mossberg
MWG
Para
Pmag
ProMag
PW Arms
Remington
Ruger
Savage
Shooters Ridge
Sig Sauer
SKS
Smith & Wesson
Springfield
Steel Lips
Surefire
Surplus
TacStar
Tapco
Taurus
Thermold
Thompson Center
Triple K
Troy
Uncle Mikes
Walther
Wilson
Winchester
Other
Not sure
Total

Cost of MAGAZINES purchased

	ANNUAL 2014	ANNUAL 2013
\$0-\$25		
\$26-\$50		
\$51-\$100		
\$101-\$200		
over \$200		

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Not sure

Total

Avg. Amount Spent

Types of stores where MAGAZINES were purchased

	ANNUAL 2014	ANNUAL 2013
Mass Merchant (Wal-Mart, K-Mart, Sams Club)		
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)		
General Sporting Goods (Sports Authority, Dick's, Academy)		
Local shop (Mom and Pop shops)		
Printed Catalog (Bass Pro and Cabela's)		
Website (Cabela's, Bass Pro, etc.)		
Gun shows or expos		
Used		
*Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)		
Other		
Not sure		

Total

*New option added January 2014

***Intended primary use of MAGAZINES purchased**

	ANNUAL 2014
Additional	
Replacement	
Upgrade	

Total

*New table started in Jan 2014

***Size of MAGAZINES purchased**

	ANNUAL 2014
5	
7	
10	
20	
30	
40	
More than 40	
I don't know	
Total	

*New table started in Jan 2014

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Mean Amount Spent

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

	ANNUAL 2014	ANNUAL 2014
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

	ANNUAL 2014	ANNUAL 2013
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 to \$149,999		
\$150,000 to \$199,999		
\$200,000 or more		
**Other		

Total

*Income categories changed in 2014. \$ was spent in Year-To-Date 2013 for "\$ or more".

** New option added January 2014

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

	ANNUAL 2014	ANNUAL 2013
11 years or less		
12 years		
1-3 years of college		
4 or more years of college		
I prefer not to say*		

Total

*New option in January 2014

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