

2006 Retail Summary

(Source: SportscanINFO)

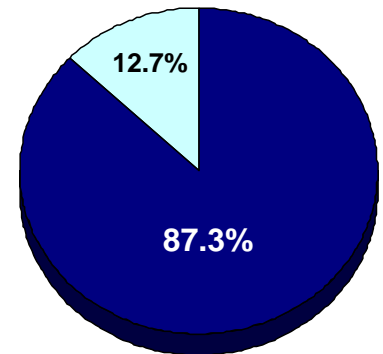


FIREARMS

Firearms	Total 2006 Units	Total 2006 Dollars	Average Price
	Reported (Units)	Reports (Dollars)	
Handguns			
Rimfire Handguns	2,602	\$688,824	\$264.73
Centerfire Handguns	14,311	\$4,724,136	\$330.11
	16,913	\$5,412,960	
Shotguns			
Single Shot Shotgun	89,927	\$11,491,142	\$127.78
Pump Shotgun	160,156	\$43,422,007	\$271.12
Side By Side Shotgun	3,608	\$1,164,400	\$322.73
Over/Under Shotgun	46,336	\$22,382,363	\$483.04
Automatic Shotgun	34,522	\$21,658,190	\$627.37
	334,549	\$100,118,102	
Rifles			
Single Shot Centerfire Rifle	8,315	\$2,171,877	\$261.20
Bolt Action Centerfire Rifle	45,271	\$18,825,440	\$415.84
Semi Automatic Centerfire Rifle	2,908	\$1,029,840	\$354.14
Lever Action Centerfire Rifle	24,851	\$8,074,706	\$324.92
	81,345	\$30,101,863	\$370.05
Single Shot Rimfire Rifle	1,357	\$263,707	\$194.33
Bolt Action Rimfire Rifle	43,039	\$7,746,539	\$179.99
Semi Automatic Rimfire Rifle	79,125	\$11,279,430	\$142.55
Lever Action Rimfire Rifle	4,445	\$1,184,732	\$266.53
	127,966	\$20,474,408	\$160.00
Blackpowder			
Pistol	230	\$46,166	\$200.72
Rifle	29,667	\$7,655,870	\$258.06
	29,897	\$7,702,036	
TOTAL FIREARMS	509,325	\$133,707,506	\$262.52

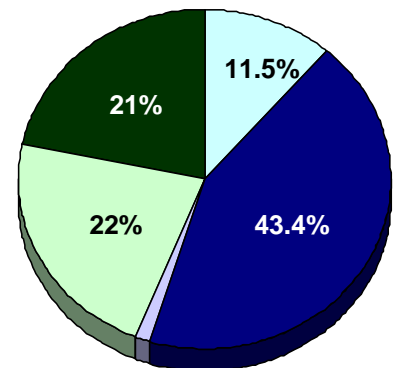
% Retail Sales

Handguns



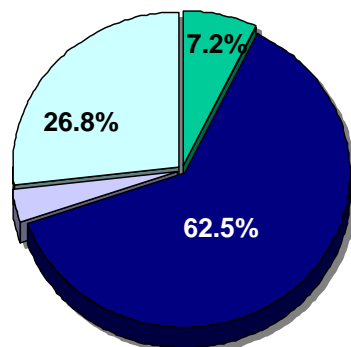
■ Centerfire □ Rimfire

Shotguns



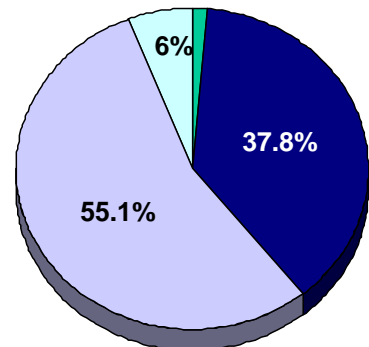
□ Single ■ Pump □ Side/Side □ O/U ■ Auto

Rifles (CF)



■ Single ■ Bolt □ Semi □ Lever

Rifles (RF)



■ Single ■ Bolt □ Semi □ Lever