

Outdoor Sales Summary Report

Category:	Hunting(Decoys/Reloading/Stands/Electronics/Misc.)
Subcategory:	Decoys
Subsubcategory:	All
Reporter:	All
Gender:	No Gender
Price Point:	All
Week Ending:	7/2/2006
Report date:	7/11/2006 12:19

	Last Quarter Units	YAG Last Quarter Units	Percent Change	Last Quarter Dollars	YAG Last Quarter Dollars	Percent Change
TOTAL	105,760	77,905	35.76	1,581,614	1,176,492	34.43
Store Channel						
Full Line SG	97,774	61,360	59.34	1,517,983	898,524	68.94
Other Sporting Goods	0	0	0	0	0	0
Specialty	0	0	0	0	0	0
Internet/Catalog	718	592	21.28	15,051	10,848	38.74
Club/Discount/Mass	7,254	15,939	-54.49	48,578	267,111	-81.81
Other Discount/Mass	0	0	0	0	0	0
Other Misc.	0	0	0	0	0	0
	0	0	0	0	0	0
	0	0	0	0	0	0
Geographic Region						
New England	8,357	3,681	127.03	130,914	58,810	122.6
Middle Atlantic	21,782	17,117	27.25	332,979	229,891	44.84
East North Central	34,658	33,342	3.95	464,940	529,874	-12.25
West North Central	9,255	5,462	69.44	148,108	81,989	80.64
South Atlantic	21,907	11,912	83.91	350,703	177,930	97.1
South Central	7,962	5,086	56.55	127,577	82,369	54.88
Mountain	1,264	806	56.82	20,119	11,047	82.12
Pacific	433	320	35.31	6,277	4,562	37.59

