

NSSF Market Indicator

SOURCED BY SPORTSCANINFO

AUGUST 2007

Category / Sub-Category			
Shooting Sports Equipment			
YTD Variance (Units)		4.51%	
YTD Variance (Dollars)		15.47%	
Top Sellers in Category			
	Brand	Description	Avg. Price (Last 4 wks)
Air Guns	DAISY MANUFACTURING	POWERLINE 93NK PELLET PISTOL	\$51.09
Air Gun Accessories	CROSSMAN AIRGUNS	COOPERHEAD 5PK CO2 POWERLET CARTRIDGE	\$3.28
Ammunition / Reloading	REMINGTON	GCTL 12L-8 250	\$4.07
BlackPowder Firearms	THOMPSON CENTER ARMS	BLACK DIAMOND XR MUZZLELOADER .50 PKG	\$279.67
BlackPowder Firearm Accessories	BLOUNT INC.	12 MAG PERCUSSION CAP	\$3.85
Handguns	SPRINGFIELD	PISTOL XD 9611 45ACP	\$508.12
Shotguns	O.F. MOSSBERG	MOSSBERG 500TAK 12GA	\$357.61
Rifles (Centerfire)	REMINGTON	7410 BOLT ACTION 30-06 .22"	\$329.76
Rifles (Rimfire)	STURM, RUGER & CO.	10/22RB RIM AUTOLOAD .22LR	\$185.61
Firearm Components	MICHAELS OF OREGON	SWIVEL QD SS-BLI	\$9.58
Shooting Accessories	SAFETY DIRECT INC.	SILENCIO RED-E-FIT EARPLUGS/BOX	\$0.93
Gun Storage / Safety	DOSKOCIL MANUF. INC.	SINGLE CASE 10476 SPL EDT	\$13.44
Hunting Equipment			
YTD Variance (Units)		31.66%	
YTD Variance (Dollars)		-23.03%	
Top Sellers in Category			
	Brand	Description	Avg. Price (Last 4 wks)
Decoys	FLAMBEAU CORP.	CROW DECOY 17	\$6.21
Tree Stands	AMERISTEP CORP.	STEP UP TREE STEP	\$2.07
Hunting Accessories	PLANO MOLDING CO.	SPORTSMANS TRUNK	\$21.13
Calls	QUAKER BOY, INC.	SQUIRREL CALL	\$8.90
Hunting Bags / Packs	OUTDOOR REC GP	CARBON CREEK PK/FANNY	\$29.89
Archery Equipment			
YTD Variance (Units)		2.46%	
YTD Variance (Dollars)		-25.97%	
Top Sellers in Category			
	Brand	Description	Avg. Price (Last 4 wks)
Bows	ESCALADE SPTS	FIRST SHOT SET	\$14.70
Arrows / Shafts	GAME TRACKER	THUNDER EXPRESS YOUTH ARROW 26" 72PK	\$2.96
Targets	DELTA IND. LTD.	FOAM TARGET 5 DOT	\$20.69
Accessories	NEW ARCHERY PROD.	THNDR BRDHD 100GR 3	\$27.01
Tactical Outdoor Games Equipment			
YTD Variance (Units)		-25.24%	
YTD Variance (Dollars)		-21.58%	
Top Sellers in Category			
	Brand	Description	Avg. Price (Last 4 wks)
Paintball (Markers)	TIPPMANN SPORTS	98 CUSTOM PAINTBALL MARKER	\$158.09
Paintball (Accessories)	J.T. SPORTS LLC.	PAINT 2000 CL MONSTR BAL	\$30.32
Airsoft (Guns)	CROSMAN AIRGUNS	SOFT AIR STINGER P9 W/HOLSTER CLEAR	\$18.92
Airsoft (Accessories)	CROSMAN AIRGUNS	SOFT AIR BB RELOADS	\$4.85
Optics Equipment			
YTD Variance (Units)		47.94%	
YTD Variance (Dollars)		45.19%	
Top Sellers in Category			
	Brand	Description	Avg. Price (Last 4 wks)
Binoculars	TASCO SALES	ESSENTIALS 10X25RB COMPACT	\$9.90
Scopes	BUSHNELL SPTS OPTICS	22 RIMFIRE 3-9X32C RIFLE SCOPE	\$41.00
Night Vision	FAMOUS TRAILS INC.	NIGHT VISION SCOPE 2.5X/BLACK	\$51.64
Range Finders	NIKON, INC.	LASER 440 RANGEFINDER/BLK	\$198.45
Laser Sights	BSA OPTICS INC.	LASER SCOPE	\$29.94
Accessories	BUTLER CREEK	BIKINI RIFLE SCOPE COVER	\$7.88
Cutlery Equipment			
YTD Variance (Units)		70.67%	
YTD Variance (Dollars)		78.25%	
Top Sellers in Category			
	Brand	Description	Avg. Price (Last 4 wks)
Folding	GERBER LEG. BLADES	FD EVO JR KNIFE	\$18.21
Multi-purpose	WENGER, N.A.	ESQUIRE RED CLAM	\$11.41
Fillet	NORMARK CORP	SOFT GRIP FILLET KNIFE 6"	\$16.18
Tools	GERBER LEG. BLADES	TL SUSPENSION MULTI-PLIERS TOOL CLAM	\$31.95

Data run: August 22, 2007

Terminology :

YTD = Year-to-Date YAG = Year Ago

Variance formula:

$(YTD \text{ units} - YAG \text{ YTD units}) / (YAG \text{ YTD Units}) = \text{Percent Change}$

Methodology:

All data is sourced utilizing SportscanINFO's weekly retail point-of-sale (POS) data. Year-to-date variance is calculated with the formula to the left. Top Sellers are based on units sold in the "last 4 weeks". Warning: The information above does not represent total industry performance – only what is captured via SportscanINFO's weekly POS database.



NSSF Market Indicator is a **FREE** monthly report e-mailed to members of the National Shooting Sports Foundation. NSSF members may also receive detailed point-of-sale reports by request. Save on all research titles, call (203) 426-1320.



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