

NSSF Survey Tracker

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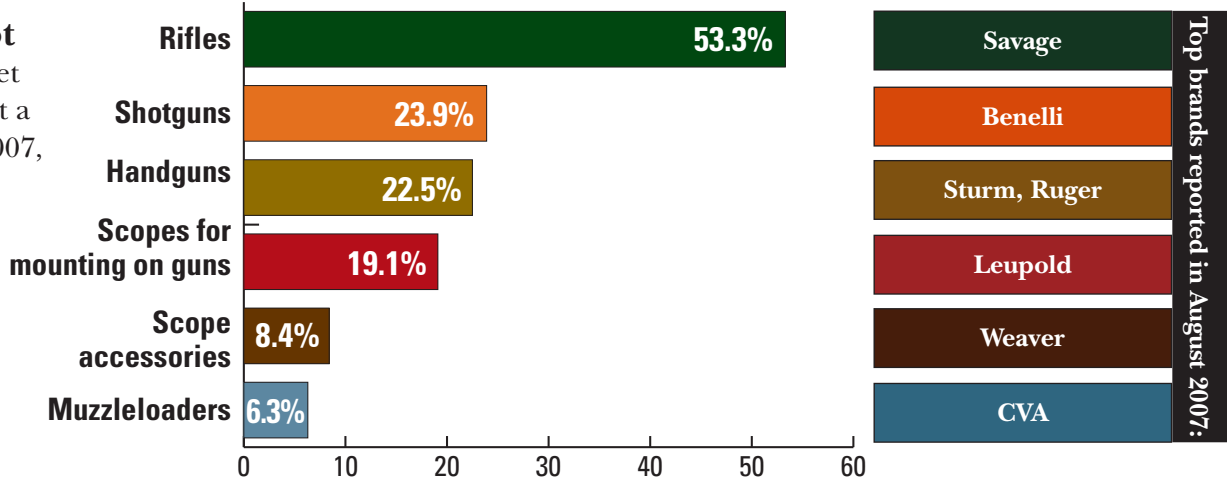
AUGUST 2007



Market Snapshot

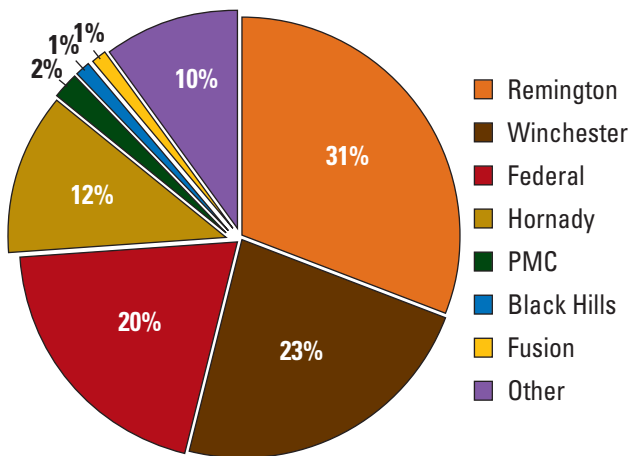
Of hunters and target shooters who bought a firearm in August 2007, they bought:

Multiple choices allowed, will not equal 100%.



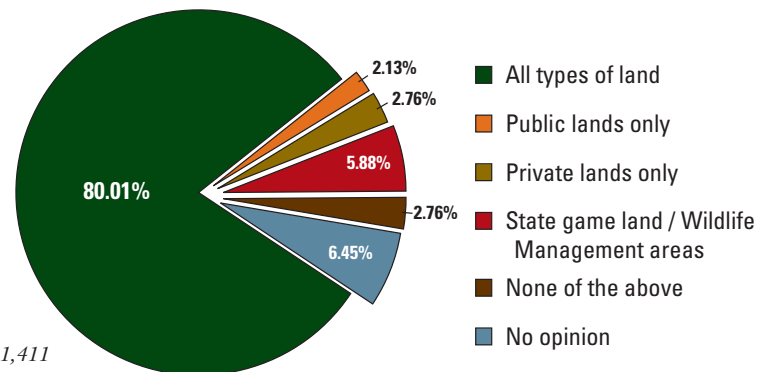
Market Leaders

Rifle ammunition brands purchased by hunters and shooters in 2006.



QUESTION of the Month

If your state legislature approves Sunday hunting, on which types of land should it be allowed? Please only check ONE choice that best represents your opinion:



About HunterSurvey:

HunterSurvey is a monthly industry monitoring service using an online panel of active hunters and target shooters. The information is provided by Southwick Associates, Inc.

Need more detail?

Detailed reports are available on a monthly subscription basis and include extensive brand market share, percentage of purchases per retail outlet, sales by price point, target shooting activities, species hunted, full demographics of consumers and much more. *Over 200 pages in each monthly report!*

Contact: NSSF Research Department or Southwick Associates at info@southwickassociates.com for subscription information and a sample of a detailed monthly report.



NSSF Survey Tracker is a free monthly report e-mailed to members of the National Shooting Sports Foundation.

NSSF members also receive a **15% discount** off the subscription price!

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