



What's In Your Hunting Closet?

It doesn't matter where you are or what type of shooting, hunting or fishing you're doing, the inevitable question comes up. What is the best rifle, shotgun, bow, fishing tackle? You name it; we all have a different opinion. It seems to me that the quality of outdoor equipment that has been developed over the years has continued to increase in quality, selection and availability. We are even seeing some price relief on certain items. My personal philosophy remains "Most people are over gunned/over bowed and UNDER SHOT". In other words, the marksmanship is generally more dependent on the skill of the operator than the equipment.

Just the same, it is interesting to hear some national statistics on consumer preferences and buying trends. The following "Industry Snapshot" information is courtesy of Southwick Associates. While this information is primarily based on the trends within the United States, our purchasing patterns tend to be somewhat similar.

Southwick Associates has announced the brands and products anglers, hunters and target shooters preferred most in 2009. This list has been compiled from the 44,734 internet-based surveys completed by hunters and target shooters who volunteered to participate last year in HunterSurvey.com and TargetshootingSurvey.com polls and 34,185 internet-based surveys completed by anglers.

In 2009, top brands included:

Shooting & Hunting

- Top rifle brand: Remington (16.5% of all purchases)
- Top shotgun brand: Remington (22% of all purchases)
- Top muzzleloader brand: Thompson Center (29.5% of all purchases)
- Top handgun brand: Sturm Ruger (16.6% of all purchases)
- Top scope for firearms: Bushnell (17.3% of all purchases)
- Top rifle ammunition brand: Remington (28.8% of all purchases)
- Top shotgun ammunition brand: Winchester (32.0% of all purchases)
- Top handgun ammunition brand: Winchester (22.0% of all purchases)
- Top blackpowder brand: Pyrodex (351.5% of all purchases)
- Top balls, bullets, or shot brand: Hornady (26.2% of all purchases)
- Top bow brand: BowTech (14.8% of all purchases)
- Top arrow brand: Easton (30.3% of all purchases)
- Top fletching brand: Bohning (30.3% of all purchases)
- Top broadhead brand: Muzzy (25.3% of all purchases)
- Top archery target brand: The Block (22.3% of all purchases)
- Top decoy brand: Flambeau (15.7% of all purchases)
- Top game call brand: Primos (34.8% of all purchases)
- Top reloading bullet brand: Hornady (30.2% of all purchases)
- Top reloading primer brand: CCI (36.0% of all purchases)
- Top reloading powder brand: Hodgdon (36.5% of all purchases)
- Top binocular brand: Bushnell (19.5% of all purchases)
- Top holster brand: Uncle Mikes (21.4% of all purchases)
- Top knife brand: Buck (16.7% of all purchases)
- Top scent or scent covering brand: Scent-A-Way (24.5% of all purchases)
- Top shooting target brand: Shoot-N-C (38.9% of all purchases)
- Top clay brand: White Flyer (34.3% of all purchases)

Other interesting facts from the HunterSurvey 2009 annual report: The busiest month for hunting purchases was November, for Target Shooting was June, and for self-defence was February,

Fishing

The top brands:

- Top rod brand: Shakespeare Ugly Stik (16.4% of all purchases)
- Top reel brand: Shimano (23.0% of all purchases)
- Top rod and reel combo brand: Shakespeare (25.7% of all purchases)
- Top fishing line producer: Pure Fishing's Berkley line (Trilene, Fireline, Big Game, Vanish) (42.6% of all purchases)
- Top hard bait brand: Rapala (30.6% of all purchases)
- Top soft bait brand: Zoom (16.8% of all purchases)
- Top spinner bait brand: Strike King (16.6% of all purchases)
- Top hook brand: Eagle Claw (34.5% of all purchases)
- Top sinker brand: Bullet Weight (19.0% of all purchases)
- Top fly rod brand: Sage (16.7% of all purchases)
- Top fly reels brand: Orvis (11.1% of all purchases)
- Top fly combo brand: St. Croix (18.0% of all purchases)
- Top fly line brand: Scientific Angler (28.8% of all purchases)
- Top fly brand: Orvis and Cabelas tied (11.0% of all purchases, each)
- Top fly leader brand: Rio (28.4% of all purchases)
- Top fly tying material brand: White River (60.5% of all purchases)
- Top fish finder or sonar brand: Humminbird (42.9% of all purchases)
- Top tackle box brand: Plano (55.8% of all purchases)
- Top landing net brand: Frabill (20.2% of all purchases)
- Top fishing knife brand: Rapala (22.6% of all purchases)

* 48% of all fishing tackle purchases involve terminal tackle (hooks, sinkers, swivels, etc.)

In Alberta, we have collected some very interesting information that is contained within our **Economic, Environmental and Social Impact of Hunting and Fishing In Alberta** report. This document is available on our web-site at www.huntingfortomorrow.com

If you are interested in more information about hunting programs and what various organizations are doing to promote hunting opportunities in Alberta, please contact Hunting For Tomorrow. We welcome your participation.

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