

# SHOOT INTENTIONS FOR 2011/12 SEASON

  
SMITHSGORE

Shoots more optimistic for coming season  
but some still challenged

  
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The Smiths Gore and GunsOnPegs Shoot Intentions Survey, now in its third year, is designed to provide a snapshot of the economic opportunities and challenges anticipated by the sport for the forthcoming season. The survey sheds some light on the circumstances facing the sport that will dictate how shooting businesses will be managed this year.

## KEY POINTS:

- 1** While the overall picture is optimistic, there is a small but significant proportion of shoots that are less optimistic and have cut bird numbers
- 2** Most shoots are reporting about the same level of bookings as last year and, more positively than last year, fewer are reporting falls in bookings
- 3** Over three-quarters of commercial shoots intend to raise their charges, which we expected given the rising costs that our Shoot Benchmarking analysis showed

# SHOOT INTENTIONS FOR 2011/12 SEASON

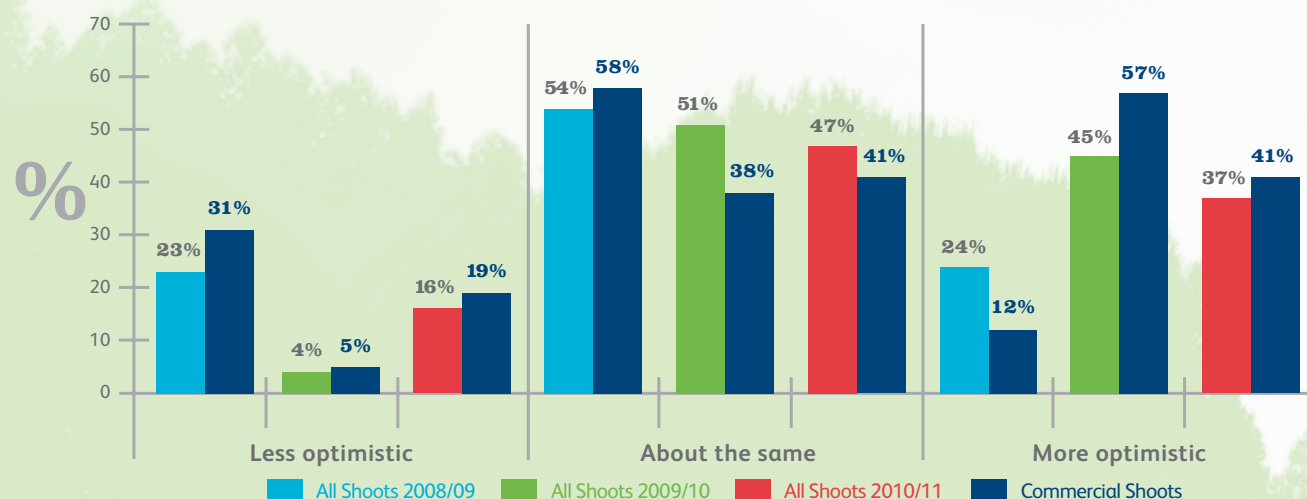
## Optimism rising but a more mixed picture than in 2010

As in 2010, about half the shoots were optimistic.

There is also a small but significant number of shoots who are less optimistic about the future, reflecting the economic challenges that some are still facing. The proportion of shoots that are less optimistic has risen (from 4% in 2010 to 16% in 2011).

Commercial shoots tend to have more polarised views of the coming season than non-commercial ones – a greater proportion of them are more optimistic than non-commercial shoots.

### Optimism compared with last season (all and commercial shoots)



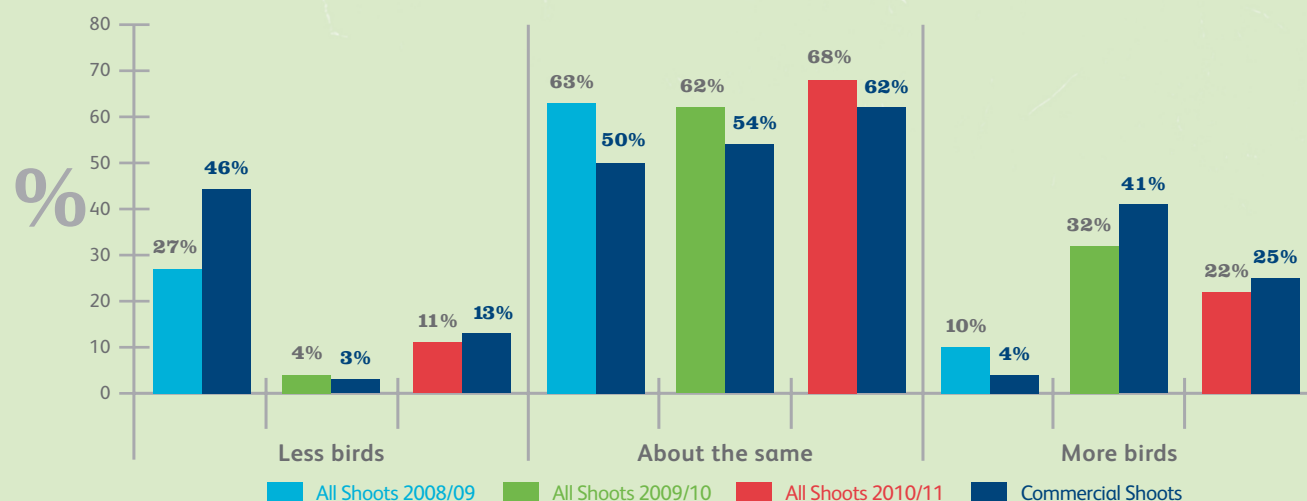
## More shoots are adjusting their bird numbers

Most shoots are putting about the same number of birds down.

Almost a quarter (22%) are putting more down, which reflects their optimism - with the commercial shoots more likely to increase the number of birds.

11% are putting fewer down, which is a greater proportion cutting bird numbers than in 2010 (4%); this is more evidence that some shoots, especially commercial ones, are still trying to adapt to the economic challenges they face.

### Number of birds shoots intend to put down compared with last season (all and commercial shoots)



## Confirmed bookings are up for commercial shoots

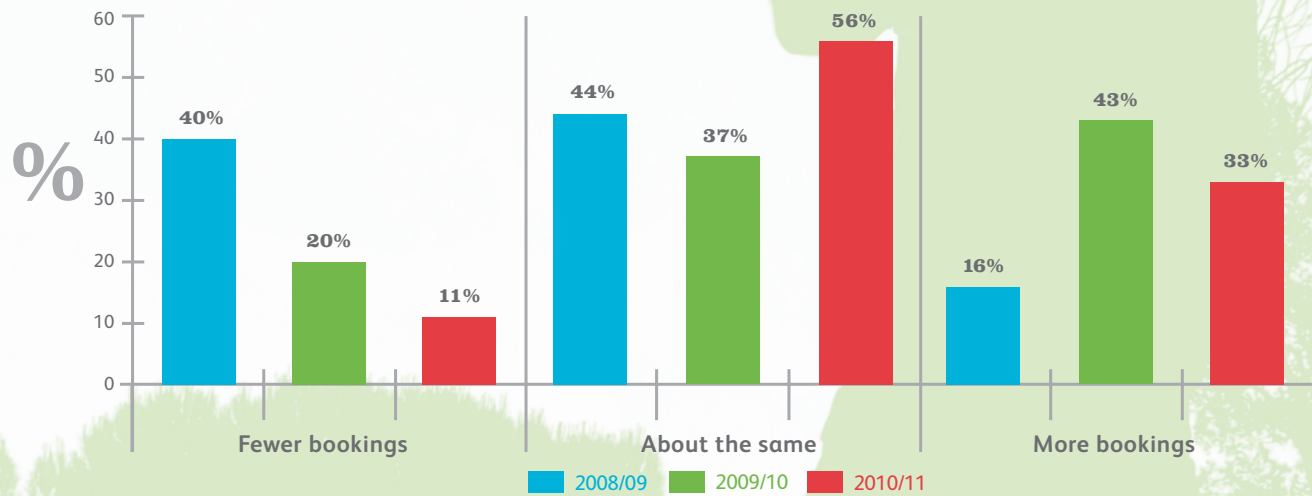


Most shoots are reporting about the same level of bookings as last year and a third have more bookings.

Although the proportion of shoots reporting more bookings has dropped compared with 2010, this could be explained by the major drop in bookings in 2009 which was caught up in 2010.

More positively than last year, a smaller proportion are reporting falls in bookings (11% compared with 20% in 2010).

### Confirmed bookings compared with last season (commercial shoots only)



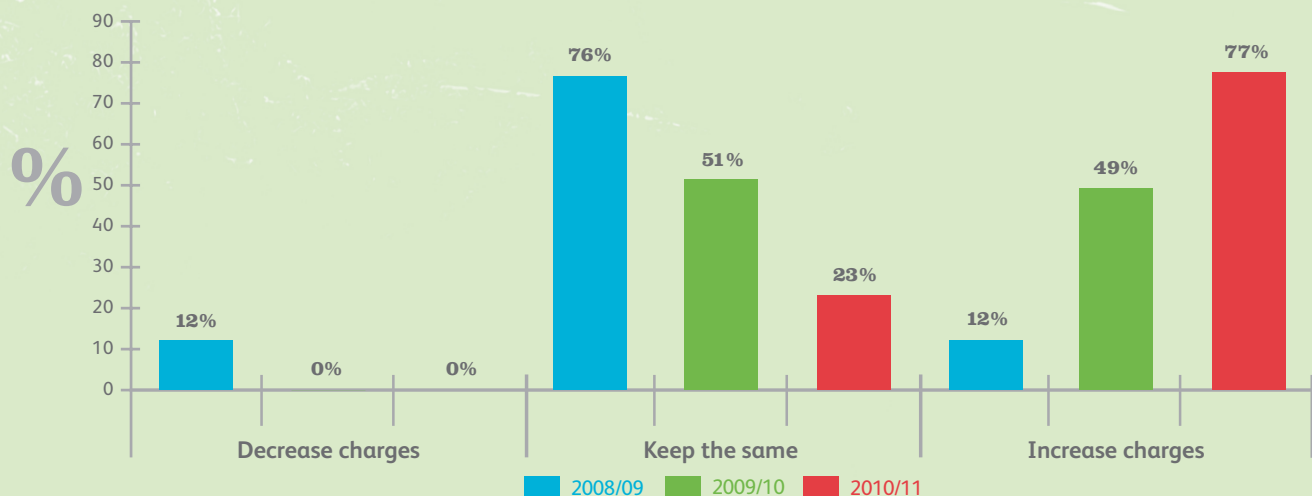
## Three-quarters of commercial shoots intend to raise their charges per bird

Over three-quarters of commercial shoots intend to raise their charges, a higher proportion than in 2010 (49%) or 2009 (12%).

We expected this given the rise in costs of putting a bird down that our Shoot Benchmarking analysis showed.

No shoots intend to reduce charges.

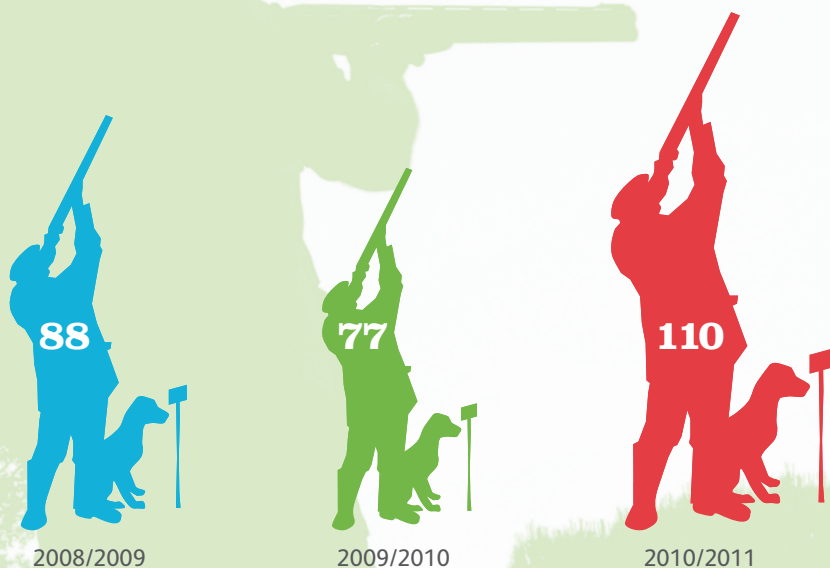
### Charges per bird compared with last season (commercial shoots only)



# THE SAMPLE

110 shoots told us their intentions for the 2011/12 season.  
The data was collected in January to March 2011.

## Number of shoots that told us their intentions



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