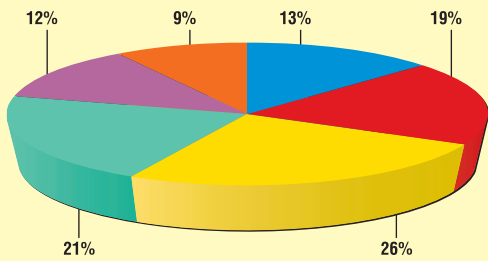
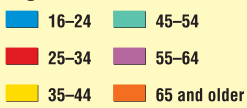


# By the numbers

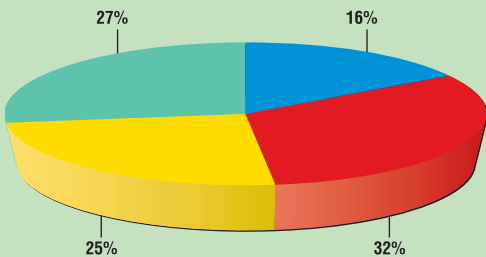
## Demographics for U.S. anglers and hunters

Demographic data indicates that the typical hunting and fishing participant is a white, high school educated, middle-class male. No big surprise there. But in comparison to the overall U.S. population, the nation's 69 million hunters and anglers are slightly older, more affluent and better educated than the nation as a whole. Perhaps this explains the success of outdoor megastores such as Cabela's, Bass Pro Shops and Gander Mountain.

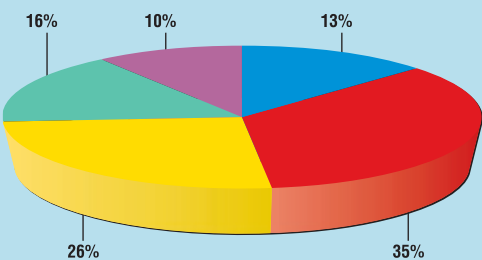
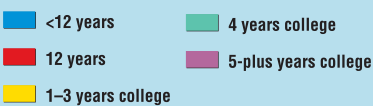
### Age



### Annual household income



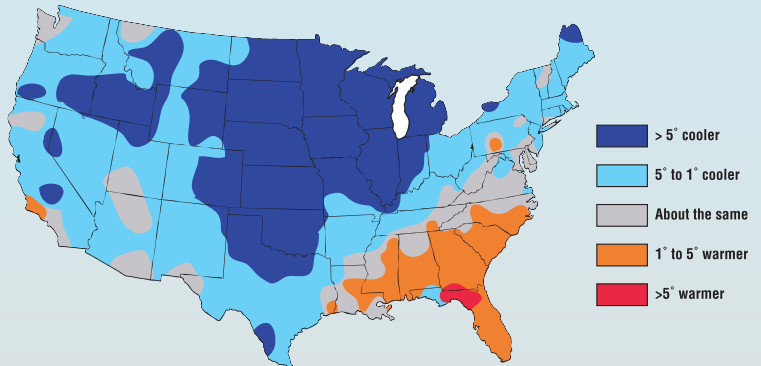
### Education



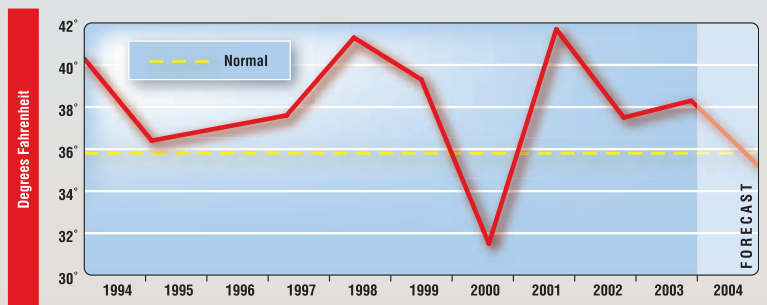
Source: U.S. Census Bureau

## A holiday shopping forecast

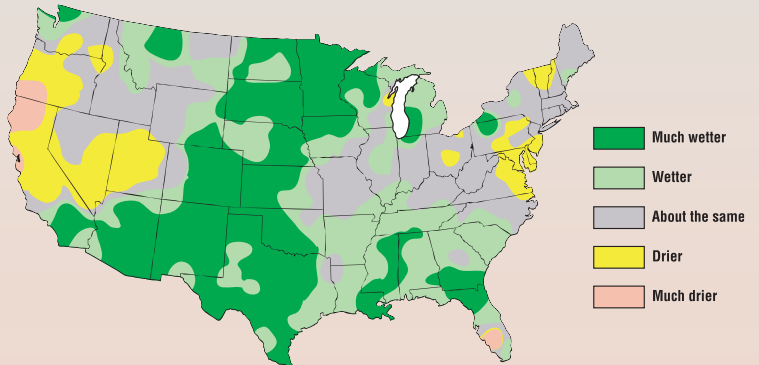
This retail season will be colder ...



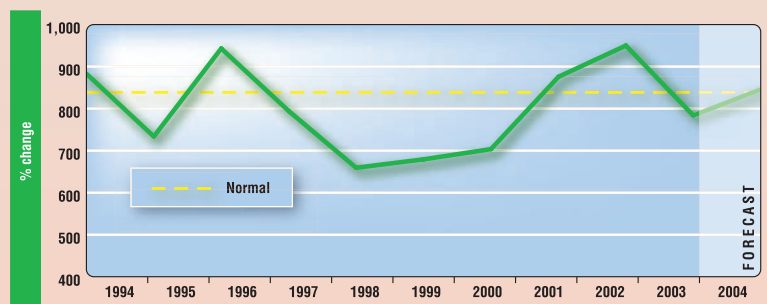
## National temperature index (December, year-on-year)



## ... and wetter!



## National precipitation index (December, year-on-year)



The past three Decembers averaged very warm. But that pattern will end this year with the second-coldest December in 10 years. While cold weather helps boost sales of seasonal items, it can also curtail overall store traffic if it's too severe. This year the hardest-hit areas will be the upper Midwest and the Great Lakes, where much colder weather and snowstorms will hamper shopping. Last year the blizzards were in the Northeast. But not this year, so allocate more seasonal products to the Midwest. Extra marketing or price incentives will be needed in the East. The West Coast will have cool weather to get consumers in the mood and dry weather to keep them flocking to the malls and stores.

Source: SDI/Weather Trends