

# THE GAME SHOOTING

CENSUS

2018

A GUIDE FOR SHOOTS ON WHAT  
THEIR CUSTOMERS WANT.



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## Introduction



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For many shoots, shooting is a customer service business – ensuring that their customers have a great time and get value-for-money. So insight into what people who shoot do and what they want is valuable.

This guide uses data from the **Game Shooting Census 2017** and previous censuses to provide shoot managers with detailed information about the profile and priorities of the people who shoot. These people are not all the same – they have different characteristics and expectations. This is important for shoots to know so they can promote and market themselves effectively to their target audience, and identify business opportunities.

We hope you find this guide useful. Please contact me if you would like any further information about it, the Census or if we can assist with any aspect of your shoot.

## AT A GLANCE<sup>1</sup>

THE 2017 GAME SHOOTING CENSUS WAS COMPLETED BY **12,143** GUNS. THEY SHOT OVER **138,000** DAYS, OF WHICH THEY PURCHASED **45,000** DAYS, AND SPENT **£26.6** MILLION ON THEIR SPORT.

IT IS CLEAR THAT GUNS THAT SPEND DIFFERENT AMOUNTS ON SHOOTING HAVE DIFFERENT CHARACTERISTICS.

### LOWER-SPENDING GUNS (<£1,000 PA)

These guns are the least likely to increase their spending – only **11%** said they spent more this year compared with **52%** of the higher spenders. So, shoots should review whether they can keep their charge per bird at the same level – despite the costs of operating shoots rising.

### MIDDLE-SPENDERS (£1,000 – 10,000 PA)

For most shoots, this is the target audience as it includes most guns. They typically shoot in two regions each year and buy seven days' shooting – so marketing days that match their spending profiles is key to attracting them. Their spend per let day that they buy is quite variable – from **£250-£999**.

Spend on shooting in 2017/18	Number of guns in category	Days shot	Shoots visited	Paid overnight stays <sup>2</sup>	Regions shot in	Days purchased
£1,000 or less	2,031	8	3	1	1.5	4
£1,000 - 10,000	3,759	12	5	2	2.0	7
£10,000 or more	730	21	10	7	3.4	14
No spend data	5,623	9	4	1	1.1	7
<b>TOTAL / Average</b>	<b>12,143</b>	<b>14</b>	<b>5</b>	<b>2</b>	<b>1.6</b>	<b>7</b>

<sup>1</sup>All figures are averages unless otherwise stated.

<sup>2</sup>Less than a third of commercial shoots offer overnight accommodation on the shooting estate, which could increase shoot revenue. This falls to less than 10% for part-commercial and private shoots.

BUT AS WELL AS THESE FACTORS, GUNS ARE ALSO INFLUENCED BY OTHER FACTORS – WHICH ARE OFTEN RELATED



ALMOST ALL GUNS PREFER TO TRAVEL AROUND THE SHOOT IN **4X4'S, GUN BUSES** OR **SHOOT TRAILERS**.

Feather Dressed



OF THE **TOP SPENDERS** PREFER DRESSED AND PACKAGED BIRDS. LOWER SPENDERS ARE HAPPY WITH BIRDS IN THE FEATHER.



WHILE MOST GUNS DON'T MIND IF ALCOHOL IS CONSUMED DURING A SHOOT.

**10%** DO AND MOST ARE CONCERNED THAT IT IS NOT EXCESSIVE.





# What is most important to guns on shoot days?

1.

Having fun with friends.

60% think this is the most important aspect for guns, irrespective of how much they spend on shooting.

2.

The quality of the birds.

Ranked **second**, this demonstrates the need for shoots to match the expectations of their clients.

3. & 4.

The quality of the host. | The hospitality.

These final two factors are seen as much less important, although of course they still affect the overall experience. Generally, shoots have got a lot better at realising that they are in a service industry.

THE DATA HAS BEEN BROKEN DOWN BY EXPECTED SPEND – GUNS WHO EXPECT TO SPEND LESS THAN £1,000 THIS SEASON, £1,000-10,000 AND THOSE WHO EXPECT TO SPEND OVER £10,000 THIS SEASON.

## HIGHER-SPENDERS (£10,000+)

The Census highlights the importance of the top end of the market to the sector; even though only 10-15% of respondents spend more than £10,000, this group make up almost 50% of the total spend on shooting.

Having links with high quality local hotels will be attractive to the guns, as will links with other high quality shoots elsewhere in the country. These guns are willing to travel for the right type of experience. They are also more likely to take shooting lessons or shoot simulated days than lower spenders.

Average bag size	% of guns who are in a syndicate	% of guns that organise shooting for others	Spend on shooting per day shot (in 2016) <sup>3</sup>	Spend on shooting (in 2016, average)	% of guns spending more this season
73	57%	11%	£160	£780	11%
123	72%	29%	£370	£3,200	29%
212	76%	52%	£1,100	£17,800	52%
99	25%	8%	£370	£3,200	20%
<b>112</b>	<b>52%</b>	<b>18%</b>	<b>£390</b>	<b>£4,000</b>	<b>26%</b>

<sup>3</sup>NB These figures can include spending for friends and other people to shoot.

## TO CHARGES, POLICIES AND ADVICE SHOOTS CAN GIVE THEM TO MAKE THEIR DAY MORE ENJOYABLE:



**OVER 70%** OF GUNS WOULD LIKE THIS TYPE OF ADVICE SO THEY CAN MAKE MOST OF THEIR DAY.



ALMOST THREE QUARTERS OF GUNS SAY THAT THEY WANT TO KNOW WHAT THE POLICY IS OR THAT THEY NEVER WANT TO PAY OVERAGE.

HOWEVER, MOST COMMERCIAL SHOOTS 60% CHARGE OVERAGE SO MAKING POLICY CLEAR IS IMPORTANT.



**A QUARTER** OF GUNS LIKE TO SHOOT THROUGH WITHOUT A BREAK TO EAT, SO IT IS IMPORTANT TO ASK THEM.

# What is the favourite region to shoot in?

For most guns, where they lived was their favourite region to shoot. Excluding their home region, **Scotland** tops the list, followed by **Yorkshire** and the **South West**. It is a similar pattern for visitors from outside the **UK**. Looking at where guns travel from – it is clear that **Scotland** draws guns from all over the **UK** and **abroad**, and so does **Yorkshire**, but the **South West** appears to draw guns less far. **Wales** draws guns from the **North West** and **West Midlands**.

## WHAT GUNS ARE LIKE AND WHAT THEY WANT TO DO

	Lower-spending guns <sup>4</sup> (<£1,000 pa)	Middle-spenders (£1,000 – 10,000 pa)	Higher-spenders (£10,000+)
Days shot last season	<b>8 DAYS</b> 74% shot 10 or fewer days.	<b>12 DAYS</b> 39% shot 5 to 10 days.	<b>21 DAYS</b> 41% shot 20 or more days.
Number of shoots visited last season	<b>3</b> 46% visit 1 or 2 shoots.	<b>5</b>	<b>10</b> 40% visit 10 or more shoots.
Number of regions shot in last year	<b>1.5 REGIONS</b>	<b>2.0 REGIONS</b>	<b>3.4 REGIONS</b>
Let days bought	<b>4 DAYS</b> 55% of them bought 1-5 days. 18% don't buy any let days.	<b>7 DAYS</b>	<b>14 DAYS</b> 54% buy 11 or more let days.
Expected spend on shooting in 2017/18	<b>£680</b>	<b>£3,300</b> Most expect to spend £2,000–4,000.	<b>£18,700</b> which includes shooting for other people. Only a few spend over £20,000.
Spend per day	<b>£160</b> 76% spend less than £200 per day.	<b>£370</b>	<b>£1,100</b> 89% spend £400 or more per day.
Spend per let day bought	<b>£280</b> 49% spend less than £250 per day.	<b>£500</b> But their spend is quite variable as 39% spent £250-£500 per let day and 41% spent £500 – £999.	<b>£1,000</b> Almost half of them spend over £1,000 per let day.
% that arrange shooting for other people	<b>11%</b>	<b>29%</b>	<b>52%</b>
% that are members of a syndicate	<b>57%</b>	<b>72%</b> Around half are members of two or more syndicates.	<b>76%</b> 69% are members of two or more syndicates.
Travelling to shoot	They don't travel as far. 42% travel up to 100 miles maximum for a shoot.	---	<b>52%</b> say distance is not an issue for the right shoot.
Number of nights staying away in paid-for accommodation for shooting	<b>1 NIGHT</b> 77% don't stay away at all.	<b>2 NIGHTS</b> 49% don't stay away at all and 22% spend 1-2 nights away.	<b>7 NIGHTS</b> Over half spend 5 or more nights away. Most want to be within 10 miles of the shoot.
Bag size shot	<b>73 BIRDS</b> 15% shoot bags of 150 birds or more.	<b>123 BIRDS</b> 23% shoot bags of 150-199 birds. 18% shoot bags of more than 200 birds.	<b>212 BIRDS</b> 70% shoot bags of 200 birds or more.

<sup>4</sup> NB Data in this table comes from the 2017, 2016 and 2015 Census results as the questions are changed each year.

## CONTACTS

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