

2017

Archery

Single Sport Participation Report

Research

Introduction

A total of 24,134 online interviews were completed by a nationwide sample of both individuals (N=11,453) and households (N=12,681) during the 2016 calendar year. The survey was completed by the US Online Panel and operated by Synovate/IPSOS. The US Online Panel has over 1 million members and maintained to be representative of the US population.

Each survey consisted of several questions regarding the participant's involvement in a variety of physical activities during 2016. These activities ranged from team sports to individual fitness with questions including frequency of activity, preferred venue of activity, and participation in organized events. Participants were only asked questions pertaining to their sports and leisure activity in addition to demographics and sports interest.

Demographics

Out of the 24,134 surveys completed, 47% were male and 53% were female. Over half of participants were between the ages of 18 to 54. Sixteen percent were under the age of 18 and 16% over the age of 65. the average age of respondents was 42.

An over sampling of ethnic groups took place to boost response from typical under responding groups. While the majority were Caucasians (71%), 13% were African American, 5% Asian/Pacific Islander, 10% Hispanic, and 1% reported "Other."

The average participant over the age of 18 was married, had a college education (49%), and worked full-time (48%) with a total household income of over \$50K (59%).

Methodology

Throughout the analysis, a weighting technique was used in order for the data to better represent the 2016 US population of 296,251,344 age 6 and over. Variables used for the analysis included age income, household size, region, population density, and panel join date.

The 2017 participation survey sample size of 24,134 provides a high degree of statistical accuracy. However, all surveys are subject to some level of standard error. A standard error means the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of 5% has a confidence interval of plus or minus 0.32 percentage points at the 95% confidence level.

Archery Overview

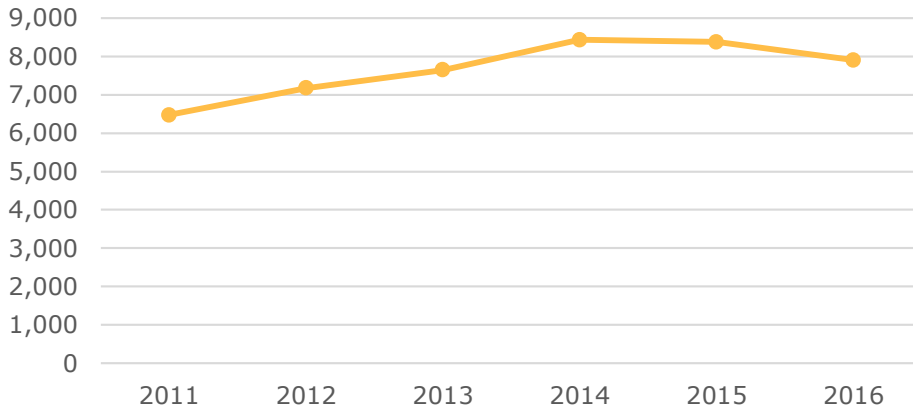
- ❖ There are 7,903,000 Archery Participants in the U.S.
- ❖ There are 1,253,000 core (26+/year) Archery participants in the U.S.
- ❖ 61% of all Archery participants and 73% of core (26+/year) participants are male.
- ❖ 50% of all Archery participants and 54% of core (26+/year) participants are between ages of 6 to 24.
- ❖ 45% of all Archery participants have a household income of under \$75,000 per year.
- ❖ 52% of all Archery participants have a college degree or higher.
- ❖ 32% of all Archery participants also hike (day), 31% go target shooting (rifle), and 30% bike (road/paved surface).

Archery Trends

Total Archery Participation Trends

2011	2012	2013	2014	2015	2016	Change (2015-2016)	3 Year AAG	5 Year AAG
6,471	7,173	7,647	8,435	8,378	7,903	-5.7%	1.3%	4.3%

*AAG= Average Annual Growth



*Participation figures are in the thousands

Total Population Participation Trends

2011	2012	2013	2014	2015	2016	1 yr PP Change (2015-2016)	2 yr PP Change (2014-2016)
2.3%	2.5%	2.6%	2.9%	2.8%	2.7%	-0.2%	-0.2%

*PP= Percentage Points

Percent of total U.S. population aged 6 or older who participate once or more per year

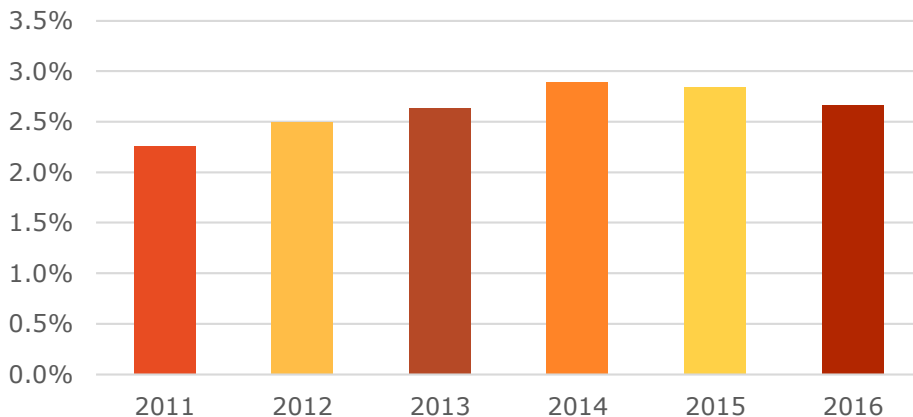


Table Key

- ❖ Segment % = Share of each sub-group.
- ❖ Index vs. Total Population (profile detail) compares the % of sports participants in that group to the actual % that group represents of the total U.S. population, i.e. an index of 100 means the % of this groups sport's participants equals the % of the national population who participate.
- ❖ Participation Rate by Group is % of that group's total U.S. population who are participants.
- ❖ Index vs. Total Population (cross participation) compares the % of sports participants by group who also participate in another given sport to the % of the total U.S. population who participate in that sport, i.e. an index of 100 means the % of Archery participants also participating in this sport equals the % of the national population who participate in that sport.

Total Archery Participants (1+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	7,903		2.7%	
Male	4,835	61.2%	3.4%	126
Female	3,068	38.8%	2.0%	76
6 to 12	1,650	20.9%	5.5%	208
13 to 17	1,049	13.3%	4.9%	183
18 to 24	1,252	15.8%	4.3%	161
25 to 34	1,364	17.3%	3.1%	118
35 to 44	1,027	13.0%	2.5%	93
45 to 54	822	10.4%	1.9%	70
55 to 64	566	7.2%	1.4%	52
65+	173	2.2%	0.4%	14
Under \$25,000	1,336	16.9%	2.8%	103
\$25,000 to \$49,999	1,636	20.7%	2.5%	93
\$50,000 to \$74,999	1,373	17.4%	2.5%	94
\$75,000 to \$99,999	1,256	15.9%	3.1%	116
\$100,000+	2,303	29.1%	2.7%	100
New England	308	3.9%	2.2%	84
Middle Atlantic	1,221	15.4%	3.2%	119
East North Central	1,406	17.8%	3.2%	121
West North Central	666	8.4%	3.4%	129
South Atlantic	1,286	16.3%	2.2%	83
East South Central	533	6.8%	3.1%	115
West South Central	792	10.0%	2.2%	84
Mountain	521	6.6%	2.4%	91
Pacific	1,170	14.8%	2.4%	91
8th grade or less	1,953	24.7%	5.8%	217
1-3 years high school	662	8.4%	3.4%	126
High school graduate	1,037	13.1%	1.8%	69
1-3 years college	1,591	20.1%	2.3%	88
College graduate	1,706	21.6%	2.3%	86
Post-graduate studies	803	10.2%	2.1%	77
Other	152	1.9%	4.9%	184

*Participation figures are in the thousands

Casual Archery Participants (1-25 times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	6,650		2.2%	
Male	4,100	61.7%	2.8%	127
Female	2,549	38.3%	1.7%	75
6 to 12	1,512	22.7%	5.1%	226
13 to 17	844	12.7%	3.9%	175
18 to 24	1,097	16.5%	3.8%	168
25 to 34	1,171	17.6%	2.7%	120
35 to 44	810	12.2%	2.0%	87
45 to 54	642	9.7%	1.5%	65
55 to 64	438	6.6%	1.1%	48
65+	135	2.0%	0.3%	13
Under \$25,000	1,117	16.8%	2.3%	103
\$25,000 to \$49,999	1,245	18.7%	1.9%	84
\$50,000 to \$74,999	1,168	17.6%	2.1%	95
\$75,000 to \$99,999	1,102	16.6%	2.7%	121
\$100,000+	2,017	30.3%	2.3%	104
New England	279	4.2%	2.0%	91
Middle Atlantic	1,096	16.5%	2.8%	126
East North Central	1,188	17.9%	2.7%	122
West North Central	556	8.4%	2.9%	128
South Atlantic	1,069	16.1%	1.8%	82
East South Central	412	6.2%	2.4%	105
West South Central	615	9.2%	1.7%	77
Mountain	397	6.0%	1.8%	82
Pacific	1,038	15.6%	2.1%	96
8th grade or less	1,752	26.4%	5.2%	232
1-3 years high school	536	8.1%	2.7%	122
High school graduate	832	12.5%	1.5%	65
1-3 years college	1,233	18.5%	1.8%	81
College graduate	1,444	21.7%	1.9%	87
Post-graduate studies	716	10.8%	1.8%	82
Other	136	2.1%	4.4%	197

*Participation figures are in the thousands

Core Archery Participants (26+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	1,253		0.4%	
Male	735	58.6%	0.5%	120
Female	518	41.4%	0.3%	81
6 to 12	130	10.4%	0.4%	103
13 to 17	210	16.8%	1.0%	232
18 to 24	150	12.0%	0.5%	122
25 to 34	192	15.3%	0.4%	104
35 to 44	221	17.6%	0.5%	126
45 to 54	178	14.2%	0.4%	96
55 to 64	132	10.6%	0.3%	77
65+	39	3.1%	0.1%	20
Under \$25,000	213	17.0%	0.4%	104
\$25,000 to \$49,999	403	32.2%	0.6%	144
\$50,000 to \$74,999	202	16.1%	0.4%	87
\$75,000 to \$99,999	150	12.0%	0.4%	87
\$100,000+	284	22.6%	0.3%	78
New England	29	2.3%	0.2%	50
Middle Atlantic	114	9.1%	0.3%	70
East North Central	218	17.4%	0.5%	118
West North Central	108	8.6%	0.6%	132
South Atlantic	227	18.1%	0.4%	92
East South Central	126	10.0%	0.7%	171
West South Central	178	14.2%	0.5%	119
Mountain	129	10.3%	0.6%	141
Pacific	125	9.9%	0.3%	61
8th grade or less	192	15.3%	0.6%	135
1-3 years high school	131	10.5%	0.7%	158
High school graduate	204	16.3%	0.4%	85
1-3 years college	369	29.4%	0.5%	128
College graduate	262	20.9%	0.4%	84
Post-graduate studies	80	6.4%	0.2%	48
Other	15	1.2%	0.5%	117

*Participation figures are in the thousands

Male Archery Participants (1+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	4,835		3.4%	
6 to 12	988	20.4%	6.2%	184
13 to 17	700	14.5%	5.8%	172
18 to 24	594	12.3%	5.0%	148
25 to 34	729	15.1%	3.6%	108
35 to 44	700	14.5%	3.3%	98
45 to 54	544	11.3%	2.5%	76
55 to 64	448	9.3%	2.2%	66
65+	131	2.7%	0.6%	19
Under \$25,000	797	16.5%	3.8%	114
\$25,000 to \$49,999	1,029	21.3%	3.4%	102
\$50,000 to \$74,999	846	17.5%	3.1%	92
\$75,000 to \$99,999	736	15.2%	3.4%	103
\$100,000+	1,428	29.5%	3.2%	96
New England	178	3.7%	2.9%	88
Middle Atlantic	801	16.6%	4.1%	123
East North Central	880	18.2%	4.2%	127
West North Central	458	9.5%	4.6%	138
South Atlantic	846	17.5%	3.0%	90
East South Central	364	7.5%	4.6%	137
West South Central	462	9.6%	2.7%	79
Mountain	310	6.4%	3.2%	97
Pacific	534	11.0%	2.1%	63
8th grade or less	1,202	24.9%	6.7%	200
1-3 years high school	398	8.2%	3.8%	113
High school graduate	685	14.2%	2.6%	78
1-3 years college	853	17.6%	2.8%	83
College graduate	1,065	22.0%	3.0%	89
Post-graduate studies	526	10.9%	2.5%	76
Other	107	2.2%	6.6%	198

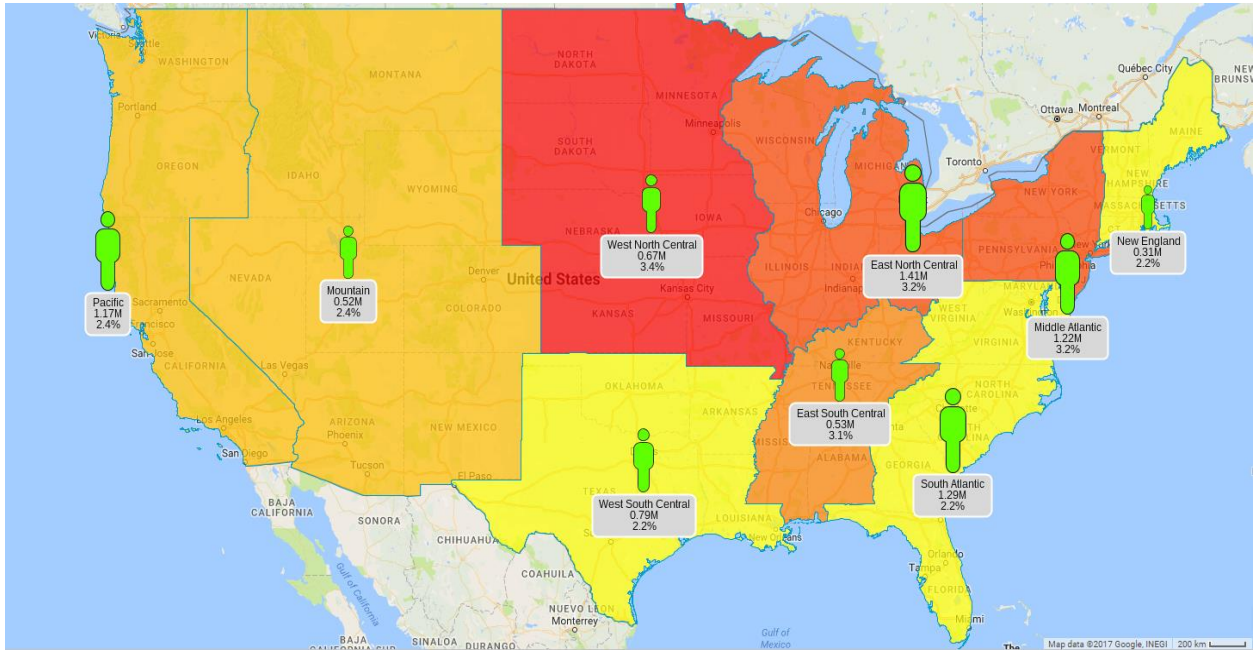
*Participation figures are in the thousands

Female Archery Participants (1+ times/year)






	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	3,068		1.0%	
6 to 12	663	21.6%	4.8%	465
13 to 17	353	11.5%	3.8%	367
18 to 24	652	21.2%	3.8%	367
25 to 34	631	20.6%	2.7%	261
35 to 44	330	10.8%	1.6%	158
45 to 54	274	8.9%	1.2%	118
55 to 64	122	4.0%	0.6%	58
65+	43	1.4%	0.2%	16
Under \$25,000	538	17.5%	2.0%	189
\$25,000 to \$49,999	601	19.6%	1.7%	161
\$50,000 to \$74,999	530	17.3%	1.9%	187
\$75,000 to \$99,999	521	17.0%	2.7%	261
\$100,000+	878	28.6%	2.1%	203
New England	132	4.3%	1.7%	167
Middle Atlantic	433	14.1%	2.3%	218
East North Central	524	17.1%	2.3%	222
West North Central	212	6.9%	2.2%	215
South Atlantic	446	14.5%	1.5%	143
East South Central	171	5.6%	1.8%	173
West South Central	329	10.7%	1.8%	176
Mountain	207	6.7%	1.7%	167
Pacific	614	20.0%	2.6%	255
8th grade or less	748	24.4%	4.7%	457
1-3 years high school	263	8.6%	2.9%	278
High school graduate	355	11.6%	1.2%	112
1-3 years college	730	23.8%	2.0%	189
College graduate	640	20.9%	1.7%	162
Post-graduate studies	285	9.3%	1.6%	151
Other	47	1.5%	3.1%	304

*Participation figures are in the thousands

Archery Participants by Region



Participation Rate %

-  ≤ 2.21
-  ≤ 2.41
-  ≤ 3.11
-  ≤ 3.21
-  > 3.21

Participants (Millions)



Archery Cross Participation in Other Activities

<u>Aerobic Activities</u>	Participants (000s)	Participant Rate	Index
Aquatic Exercise	953	12.1%	338
Boot Camp Style Training	559	7.1%	318
Cardio Kickboxing	1,180	14.9%	641
Cross-Training Style Workouts	968	12.2%	281
Dance, Step, and Other Choreographed Exercise to Music	1,636	20.7%	281
Elliptical Motion Trainer/Cross-Trainer	1,635	20.7%	190
High Impact/Intensity & Training	2,198	27.8%	385
Running/Jogging	2,245	28.4%	178
Stair-Climbing Machine	1,093	13.8%	272
Stationary Cycling (Group)	844	10.7%	354
Stationary Cycling (Recumbent/Upright)	1,618	20.5%	168
Swimming for Fitness	1,881	23.8%	265
Treadmill	2,351	29.7%	170
Walking for Fitness	2,913	36.9%	101

<u>Conditioning Activities</u>	Participants (000s)	Participant Rate	Index
Barre	425	5.4%	478
Bodyweight Exercise & Bodyweight Accessory-Assisted Training	1,535	19.4%	229
Pilates Training	702	8.9%	296
Rowing Machine	1,092	13.8%	378
Stretching/Flexibility/Warm-Up/Cool-Down/Mobility	1,639	20.7%	182
Tai Chi	663	8.4%	671
Yoga	1,510	19.1%	215

<u>Strength Activities</u>	Participants (000s)	Participant Rate	Index
Free Weights (Barbells)	2,074	26.3%	294
Free Weights (Dumbbells/Hand Weights)	2,777	35.1%	202
Kettlebells	954	12.1%	333
Weight/Resistance Machines	1,569	19.9%	164

Archery Cross Participation in Other Activities

Individual Sports	Participants (000s)	Participant Rate	Index
Adventure Racing	986	12.5%	1,232
	7,903	100.0%	3,749
Bowling	2,775	35.1%	226
Boxing for Competition	398	5.0%	1,233
Boxing for Fitness	1,061	13.4%	769
Golf (on a golf course)	1,485	18.8%	234
Ice Skating	1,620	20.5%	589
Martial Arts	1,147	14.5%	748
MMA for Competition	537	6.8%	1,775
MMA for Fitness	450	5.7%	689
Other Combat Training	531	6.7%	1,054
Roller Skating (2x2 Wheels)	923	11.7%	532
Roller Skating (Inline Wheels)	696	8.8%	485
Skateboarding	776	9.8%	452
Trail Running	1,079	13.6%	471
Triathlon (Non-Traditional/Off Road)	604	7.6%	1,328
Triathlon (Traditional/Road)	613	7.8%	968

Racquet Sports	Participants (000s)	Participant Rate	Index
Badminton	1,056	13.4%	538
Cardio Tennis	594	7.5%	1,048
Pickleball	308	3.9%	411
Racquetball	523	6.6%	548
Squash	299	3.8%	724
Table Tennis	1,629	20.6%	369
Tennis	1,460	18.5%	303

Team Sports	Participants (000s)	Participant Rate	Index
Baseball	2,186	27.7%	555
Basketball	1,844	23.3%	309
Cheerleading	661	8.4%	615
Field Hockey	404	5.1%	1,003

Archery Cross Participation in Other Activities

<u>Team Sports</u>	Participants (000s)	Participant Rate	Index
Football (Flag)	968	12.2%	588
Football (Tackle)	828	10.5%	567
Football (Touch)	649	8.2%	428
Gymnastics	469	5.9%	327
Ice Hockey	414	5.2%	575
Lacrosse	330	4.2%	592
Paintball	612	7.7%	619
Roller Hockey	735	9.3%	1,428
Rugby	237	3.0%	574
Soccer (Indoor)	514	6.5%	376
Soccer (Outdoor)	859	10.9%	270
Softball (Fast-Pitch)	413	5.2%	628
Softball (Slow-Pitch)	811	10.3%	396
Swimming on a Team	523	6.6%	581
Track & Field	532	6.7%	485
Ultimate Frisbee	437	5.5%	446
Volleyball (Court)	625	7.9%	377
Volleyball (Grass)	487	6.2%	425
Volleyball (Sand/Beach)	656	8.3%	448
Wrestling	510	6.5%	996

<u>Outdoor Activities</u>	Participants (000s)	Participant Rate	Index
Backpacking Overnight	2,165	27.4%	800
Bicycling (BMX)	875	11.1%	1,057
Bicycling (Mountain/Non-Paved Surface)	1,104	14.0%	480
Bicycling (Road/Paved Surface)	2,396	30.3%	234
Birdwatching	1,044	13.2%	338
Camping	1,413	17.9%	334
Camping (RV)	2,485	31.4%	352
Climbing (Sport/Indoor/Boulder)	976	12.4%	746
Climbing (Traditional/Ice/Mtn)	581	7.3%	780

Archery Cross Participation in Other Activities

<u>Outdoor Activities</u>	Participants (000s)	Participant Rate	Index
Fishing (Fly)	1,143	14.5%	664
Fishing (Freshwater/Other)	3,554	45.0%	350
Fishing (Saltwater)	1,045	13.2%	319
Hiking (Day)	3,175	40.2%	283
Hunting (Bow)	1,909	24.2%	1,617
Hunting (Handgun)	909	11.5%	970
Hunting (Rifle)	1,977	25.0%	686
Hunting (Shotgun)	1,770	22.4%	802
Shooting (Sport Clays)	1,374	17.4%	942
Shooting (Trap/Skeet)	1,225	15.5%	998
Target Shooting (Handgun)	2,075	26.3%	480
Target Shooting (Rifle)	2,452	31.0%	655
Wildlife Viewing	1,755	22.2%	317

<u>Water Sports</u>	Participants (000s)	Participant Rate	Index
Boardsailing/Windsurfing	660	8.3%	1,424
Canoeing	1,690	21.4%	631
Jet Skiing	611	7.7%	396
Kayaking (Recreational)	1,263	16.0%	473
Kayaking (Sea/Touring)	692	8.8%	830
Kayaking (White Water)	715	9.0%	1,050
Rafting	646	8.2%	707
Sailing	526	6.7%	482
Scuba Diving	394	5.0%	474
Snorkeling	657	8.3%	282
Stand-Up Paddling	554	7.0%	645
Surfing	505	6.4%	678
Wakeboarding	433	5.5%	558
Water Skiing	468	5.9%	474



About SFIA Research

SFIA Research, powered by Sports Marketing Surveys USA (SMS), is the sole provider of marketing research and analysis for the Sports & Fitness Industry Association (SFIA). This partnership places SMS at the forefront when it comes to marketing research of all things sports, sports participation and current trends in sports.

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- Market Trend Analysis
- Participation Based Geo Targeting
- Sponsorship Evaluation
- Market Size Evaluations
- New Product Feasibility Studies

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