

Responsive Management™



RETAILERS' OPINIONS ON THE ATA TRADE SHOW

Conducted for the Archery Trade Association

by Responsive Management

2014

RETAILERS' OPINIONS ON THE ATA TRADE SHOW

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Acknowledgments

Responsive Management would like to thank Jay McAninch, Michelle Zeug, and Kelly Hotovec of the Archery Trade Association for their input, support, and guidance on this project.

EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the Archery Trade Association (ATA) to explore the opinions of retailers who have attended an ATA Trade Show. The surveys asked questions about locational preferences for the Trade Shows and opinions on the format of the Trade Shows. The surveys also gathered data on ranges and simulators at retailers' stores, as well as retailers' use of websites and Facebook. The study entailed two telephone surveys: one of retailers who had attended all of the past four Trade Shows (referred to as "consistent attendees"), and a second survey of retailers who attended one or more of the past four Trade Shows but not all of them ("sporadic attendees").

For the surveys, telephones were selected as the preferred sampling medium because of the universal availability of telephone numbers in the samples. Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

The telephone survey questionnaires were developed cooperatively by Responsive Management and the ATA. Responsive Management conducted pre-tests of the questionnaires to ensure proper wording, flow, and logic in the surveys. Most of the telephone calls were made in the daytime during business hours; however, callbacks were scheduled for some respondents who could not talk at the time of initial contact. These calls were made at the time most convenient to the respondent within the overall calling hours (Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time). The survey was conducted in January 2014.

The software used for data collection was Questionnaire Programming Language. Responsive Management obtained a total of 408 completed interviews: 332 completed interviews with consistent attendees (those who had attended all of the past four Trade Shows), and 76 completed

interviews with sporadic attendees (those who had attended at least one but not all of the past four Trade Shows).

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of consistent attendees, the sampling error is at most plus or minus 2.62 percentage points. For the entire sample of sporadic attendees, the sampling error is at most plus or minus 5.53 percentage points.

LOCATIONAL PREFERENCES FOR AND TRAVEL TO THE TRADE SHOW

- Two questions asked about preferences for the location of the Trade Show: one asked which city attendees would most want the trade show held in, and the other asked if respondents would *not* want the Trade Show held in any of the four cities. Based on the findings, Indianapolis is the top choice.
 - Among consistent attendees, Indianapolis has the highest percent wanting the Trade Show held there (39%), followed closely by Nashville (37%). (Columbus and Louisville are far behind, at 13% and 9%, respectively.) The other question found that Indianapolis has only 7% *not* wanting the Trade Show there, compared to 21% *not* wanting the Trade Show held in Nashville. In short, among consistent attendees, Indianapolis has the best ratings: 39% say it is their top choice, only 7% do not want the Trade Show there. This compares to Nashville, with 37% as the first choice, but 21% *not* wanting it there.

- Another way to look at city preferences is a rating system where each of the four cities is rated from 0 to 10, with 0 being *not a good location at all* and 10 being *a great location* for the Trade Show. The results of the four questions are meant to be examined together.
 - In this analysis, Indianapolis is the top choice of consistent attendees, closely followed by Nashville (also relatively good ratings) and distantly followed by Louisville and Columbus.
 - All the questions about locational preferences are summarized in the tabulation on the following page.

City	Percent Choosing City as Top Choice	Percent Who Would <i>Not</i> Want Trade Show Held There	Mean Rating on 0 to 10 Scale	Percent Rating Above the Midpoint on the Scale	Percent Rating Below the Midpoint on the Scale
Indianapolis, Indiana	39	7	7.89	83	6
Nashville, Tennessee	37	21	7.16	74	16
Louisville, Kentucky	9	21	6.04	61	20
Columbus, Ohio	13	31	5.90	58	25

- In an open-ended question, in which no answer set was read but to which any reply that came to mind could be made, show attendees were asked if there were any other cities in which they would want the Trade Show held. The top choices are Las Vegas (7%), St. Louis (5%), Atlanta (3%), Dallas (3%), and Orlando (2%).
- Trade Show attendees were asked how they typically travel to the shows, and they could name all that apply. The large majority of consistent attendees use a car or truck (79% typically do so), and 40% use a plane for at least part of the trip.
- The final question concerning the location of the Trade Shows asked about support for or opposition to holding the Trade Show in a warmer location, with Orlando, Dallas, and Las Vegas given as examples. On this question, consistent attendees are about evenly split: 47% would support (with 33% *strongly* supporting), and 44% would oppose (with 31% *strongly* opposing).

PREFERENCES ON TRADE SHOW LENGTH

- Among consistent attendees, there is more opposition to (45%) than support for (35%) adding a fourth day to the Trade Show format. The remainder are neutral or do not know.

OTHER TRADE SHOWS ATTENDED AND OPINIONS ON COMBINING TRADE SHOWS

- The survey asked consistent attendees to name other trade shows related to archery that they typically attend. The most commonly attended other shows are Mathews (23% also attend

that one), Kinsey's (14%), the ARRO Hot Show at the ATA Trade Show (12%), and the SHOT Show (12%).

- The overwhelming majority of consistent attendees say that the number of shows that they attend is about right. Otherwise, they are evenly split: 9% say that they would like to attend more shows, and 9% say that they would like to attend fewer shows.

- There is a majority of support among consistent attendees for having a show that combines ATA, ARRO, NABA, Mathews, and Kinsey's over as much as a full week: 61% would support this, while 29% would oppose.

INDOOR RANGES, OUTDOOR RANGES, AND SIMULATORS

- Both consistent attendees and sporadic attendees were asked if their business has any ranges or simulators.
 - The large majority of consistent attendees (72%) say that their business has an indoor range, and about a third (31%) have an outdoor range. Also, 20% have a simulator. Another question found that 28% of consistent attendees say that their business has an outdoor practice range, and 15% say that their business has a walking course.
 - A follow-up question asked those consistent attendees whose business has an *indoor range* to indicate the number of shooters that can be accommodated on the shooting line at one time. The mean (among those whose business has an indoor range) is 14.05 shooters; the median is 10. Another way to look at this is to say that 72% can accommodate more than 5 people at one time.
 - Regarding the number of shooters that can be accommodated on the shooting line at one time on consistent attendees' *outdoor practice ranges*: the mean is 10.67, and the median is 6. Meanwhile, 50% can accommodate more than 5 people at one time.
 - Regarding the number of targets on their walking courses, consistent attendees report a mean of 27.67, and a median of 26.5. Meanwhile, 92% have more than 5 targets.
 - Among sporadic attendees, the large majority (75%) say that their business has an indoor range. Otherwise, relatively low percentages say that their business has an outdoor range (14%) or a simulator (also 14%). Additionally, 14% of sporadic attendees say that their

business has an outdoor practice range, and only 1% say that their business has a walking course.

- Regarding the number of shooters that can be accommodated on the shooting line at one time on *indoor* ranges among sporadic attendees: the mean is 10.54 shooters; the median is 8. The analysis finds that 60% can accommodate more than 5 people at one time.
- Regarding the number of shooters that can be accommodated on the shooting line at one time on *outdoor* ranges: the mean is 12.82, and the median is 6. Meanwhile, 64% can accommodate more than 5 people at one time.
- Not enough sporadic attendees had walking courses for data to be statistically valid.

LEAGUES AND CLASSES OFFERED

➤ Regarding archery shooting leagues:

- Just over half of consistent attendees (52%) say that their business offers any type of archery shooting league.
- Among sporadic attendees, 41% say that their business offers any type of archery shooting league.

➤ Regarding classes, group lessons, or camps:

- Almost two-thirds of consistent attendees (63%) say that their business offers archery classes, group lessons, or camps.
 - A follow-up question asked about the types of classes, lessons, or camps offered by consistent attendees. The most common are private lessons (given by 86% of businesses that offer classes, lessons, or camps) and 1-day or 1-time classes (62%). Other types of classes, lessons, or camps offered by substantial percentages are 4-H or Scouting programs (48%), multi-week classes or camps for beginners (40%), multi-week classes or camps for intermediate or advanced archers (34%), and seasonal classes or camps (29%).

- Half of sporadic attendees (50%) say that their business offers archery classes, group lessons, or camps.
 - In follow-up, the most common types of classes, group lessons, or camps offered by sporadic attendees are private lessons (given by 89% of businesses that offer classes, lessons, or camps), 1-day or 1-time classes (68%), and 4-H or Scouting programs (63%). Other types of classes, lessons, or camps offered by substantial percentages are multi-week classes or camps for intermediate or advanced archers (45%) and multi-week classes or camps for beginners (37%).

USE AND RATING OF TRADE SHOW MOBILE APP

- Among consistent attendees, 42% indicated that they or another person in their business used the ATA Trade Show Mobile App.
 - Those who had used it were asked to rate it. Most users found it *very* effective (59%), and another 34% found it *somewhat* effective (a sum of 93%).

POINT OF SALE SYSTEMS

- More than half of consistent attendees (56%) say that their business has a Point of Sale system (also called a POS system). Among sporadic attendees, 71% say that their business has a Point of Sale system.

BUSINESS WEBSITES AND FACEBOOK PAGES

- Most commonly, consistent attendees say that their business website was developed in-house (35% developed their site that way), followed by 24% saying that a professional web development company did so. Note that 23% say that their business has no website.
 - Sporadic attendees were also asked this question: 39% say it was developed in-house, and 30% say that a professional web development company did so. Meanwhile, 17% say that their business has no website.

- The overwhelming majority of consistent attendees (84%) say that their business has a Facebook page, and 87% of sporadic attendees say that their business has a Facebook page.
 - A follow-up question shows how often these businesses post on Facebook. Most commonly, consistent and sporadic attendees do so every day.

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INTRODUCTION AND METHODOLOGY

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USE OF TELEPHONES FOR THE SURVEY

For the surveys, telephones were selected as the preferred sampling medium because of the universal availability of telephone numbers in the samples. Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

DESIGN OF QUESTIONNAIRES

The telephone survey questionnaires were developed cooperatively by Responsive Management and the ATA, based on the research team's familiarity with archery, as well as outdoor recreation in general. Responsive Management conducted pre-tests of the questionnaires to ensure proper wording, flow, and logic in the surveys.

SURVEY SAMPLES

Both samples were obtained from the ATA. Note that both surveys were an attempt at a *census* (i.e., in which *every* business on the list was contacted) rather than a survey based on a sample. The graph labels indicate which sample is shown (consistent attendees or sporadic attendees). In the body of the report, graphs for consistent attendees are shown first, followed by the graphs for sporadic attendees.

TELEPHONE INTERVIEWING FACILITIES

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of outdoor recreation and natural resources.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted a project briefing with the interviewers prior to the administration of these surveys. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey questionnaires, reading of the survey questions, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey questionnaires.

INTERVIEWING DATES AND TIMES

Telephone surveying times are Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. Most of the telephone calls were made in the daytime during business hours; however, callbacks were scheduled for some respondents who could not talk at the time of initial contact. These calls were made at the time most convenient to the respondent within the overall calling hours. Each person in the sample (if not surveyed on the first call) was called back multiple times, as necessary, to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted in January 2014.

TELEPHONE SURVEY DATA COLLECTION AND QUALITY CONTROL

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry. The survey questionnaires were programmed so that QPL branched, coded, and substituted phrases in the surveys based on previous responses to ensure the integrity and consistency of the data collection.

The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. The survey questionnaires contained error checkers and computation statements to ensure quality and consistent data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Responsive Management obtained a total of 408 completed interviews: 332 completed interviews with consistent attendees (those who had attended all of the past four Trade Shows), and 76 completed interviews with sporadic attendees (those who had attended at least one but not all of the past four Trade Shows).

One aspect of the project entailed collecting and updating data for the ATA; those results were provided in a supplemental file to this report and are not discussed herein. The data collected included the estimated annual archer-related sales in 2014 for those respondents who had not previously provided this figure as part of the registration for the 2014 Trade Show in Nashville in January. Otherwise, the person designated as the ATA contact was updated (as well as the telephone number if necessary) if it differed from the information in the database.

DATA ANALYSIS

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management.

On questions that asked respondents to provide a number (e.g., number of people accommodated at the shooting line), the graph may show ranges of numbers rather than the precise numbers. Nonetheless, in the survey each respondent provided a precise number, and the dataset includes this precise number, even if the graph only shows ranges of numbers. Note that the calculation of means and medians used the precise numbers that the respondents provided.

SAMPLING ERROR

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval. For the entire sample of consistent attendees, the sampling error is at most plus or minus 2.62 percentage points. For the entire sample of sporadic attendees, the sampling error is at most plus or minus 5.53 percentage points. Sampling error was calculated using the formula described below, with sample sizes and population sizes as shown in the tabulation presented after the sampling error formula.

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25) - .25}{N_s}} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

Sample Type	Completed Interviews	Number in Sample	Sampling Error
Those who had attended all of the past four Trade Shows	332	435	2.62
Those who had attended at least one but not all of the past four Trade Shows	76	100	5.53

ADDITIONAL INFORMATION ABOUT THE PRESENTATION OF RESULTS IN THE REPORT

In examining the results, it is important to be aware that the questionnaire included several types of questions:

- Open-ended questions are those in which no answer set is read to the respondents; rather, they can respond with anything that comes to mind from the question.
- Closed-ended questions have an answer set from which to choose.
- Single or multiple response questions: Some questions allow only a single response, while other questions allow respondents to give more than one response or choose all that apply. Those that allow more than a single response are indicated on the graphs with the label, "Multiple Responses Allowed."
- Scaled questions: Many closed-ended questions (but not all) are in a scale, such as a 0 to 10 scale, or a scale going from "every day" through "every week" to "less than once a month."
- Series questions: Some questions are part of a series (e.g., the four questions about the various Trade Show cities), and the results of any one question are primarily intended to be examined relative to the results of other questions in that series (although results of the questions individually can also be valuable). Typically, results of all questions in a series are shown together.

Some graphs show an average, either the mean or median (or both). The mean is simply the sum of all numbers divided by the number of respondents. Because outliers (extremely high or low numbers relative to most of the other responses) may skew the mean, the median may be shown. The median is the number at which half the sample is above and the other half is below. In other words, a median of 150 means that half the sample gave an answer of more than 150 and the other half gave an answer of less than 150.

Most graphs show results rounded to the nearest integer; however, all data are stored in decimal format, and all calculations are performed on unrounded numbers. For this reason, some results may not sum to exactly 100% because of this rounding on the graphs. Additionally, rounding may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when "strongly support" and "moderately support" are summed to determine the total percentage in support).

LOCATIONAL PREFERENCES FOR AND TRAVEL TO THE TRADE SHOW

➤ Questions 15 and 25 asked about preferences for the location of the Trade Show.

Question 15 asked which one city attendees would most want the trade show held in, and Question 25 asked if respondents would *not* want the Trade Show held in any of the four cities. Based on the findings, Indianapolis is the top choice.

- Among consistent attendees, Indianapolis has the highest percent wanting the Trade Show held there (39%), followed closely by Nashville (37%). (Columbus and Louisville are far behind, at 13% and 9%, respectively.) In Question 25, Indianapolis has only 7% *not* wanting the Trade Show there, compared to 21% *not* wanting the Trade Show held in Nashville. (Columbus led the list, with 31% *not* wanting it there, and Louisville had 21% *not* wanting it there.) In short, among consistent attendees, Indianapolis has the best ratings: 39% say it is their top choice, only 7% do not want the Trade Show there. This compares to Nashville, with 37% as the first choice, but 21% *not* wanting it there.
 - These questions about the location of the Trade Show were not asked of sporadic attendees.
- Crosstabulations were run of these questions according to the number of employees and the amount of archery-related sales.
 - Regarding the most preferred city: Nashville is the top selection of large companies (more than the median number of employees), closely followed by Indianapolis. Nashville is also the top selection of the largest companies in terms of archery-related sales.
 - Regarding locations in which attendees would *not* want the Trade Show, Columbus is the top-named city by both large and small businesses in terms of number of employees. When analyzed by archer-related sales, the results are mixed.

- Another way to look at city preferences is a rating system where each of the four cities is rated from 0 to 10, with 0 being *not a good location at all* and 10 being *a great location* for the Trade Show. The order in which the cities were presented was randomized to eliminate order bias. The results of the four questions are meant to be examined together.
 - In this analysis, Indianapolis is the top choice of consistent attendees, closely followed by Nashville (also relatively good ratings) and distantly followed by Louisville and Columbus.
 - All the questions about locational preferences are summarized in the tabulation below.
 - These questions about the location of the Trade Show were not asked of sporadic attendees.

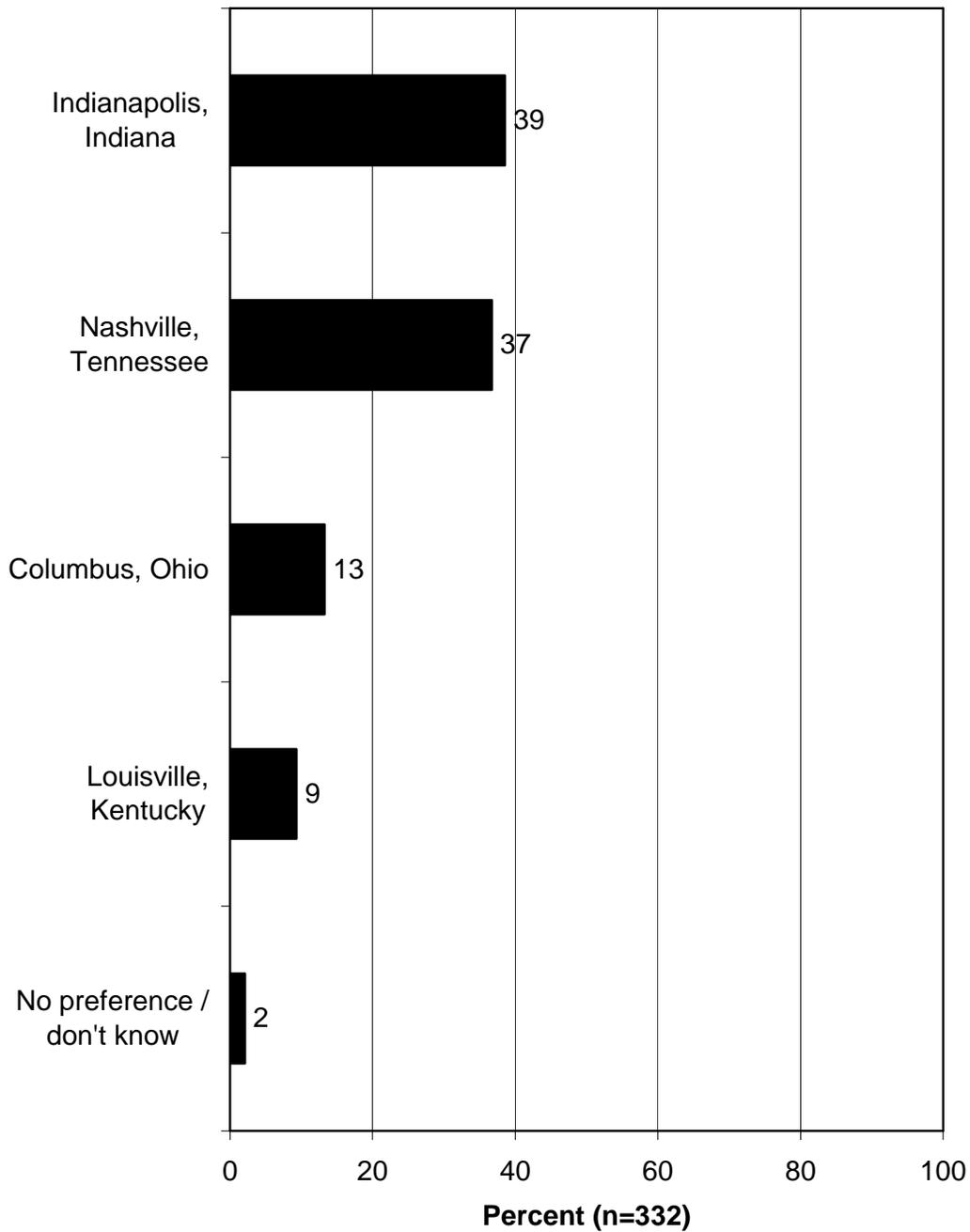
City	Percent Choosing City as Top Choice	Percent Who Would <i>Not</i> Want Trade Show Held There	Mean Rating on 0 to 10 Scale	Percent Rating Above the Midpoint on the Scale	Percent Rating Below the Midpoint on the Scale
Indianapolis, Indiana	39	7	7.89	83	6
Nashville, Tennessee	37	21	7.16	74	16
Louisville, Kentucky	9	21	6.04	61	20
Columbus, Ohio	13	31	5.90	58	25

- In an open-ended question, in which no answer set was read but to which any reply that came to mind could be made, show attendees were asked if there were any other cities in which they would want the Trade Show held. The top choices are Las Vegas (6.6%), St. Louis (5.4%), Atlanta (3.0%), Dallas (3.0%), and Orlando (2.4%).
 - Note that the use of one decimal place in the results is not meant to imply that the survey has an accuracy to that level; rather, it is done so that those responses at the bottom of the graph are not shown as 0 (i.e., so that they are not rounded to 0).
 - This question about other possible locations of the Trade Show was not asked of sporadic attendees.

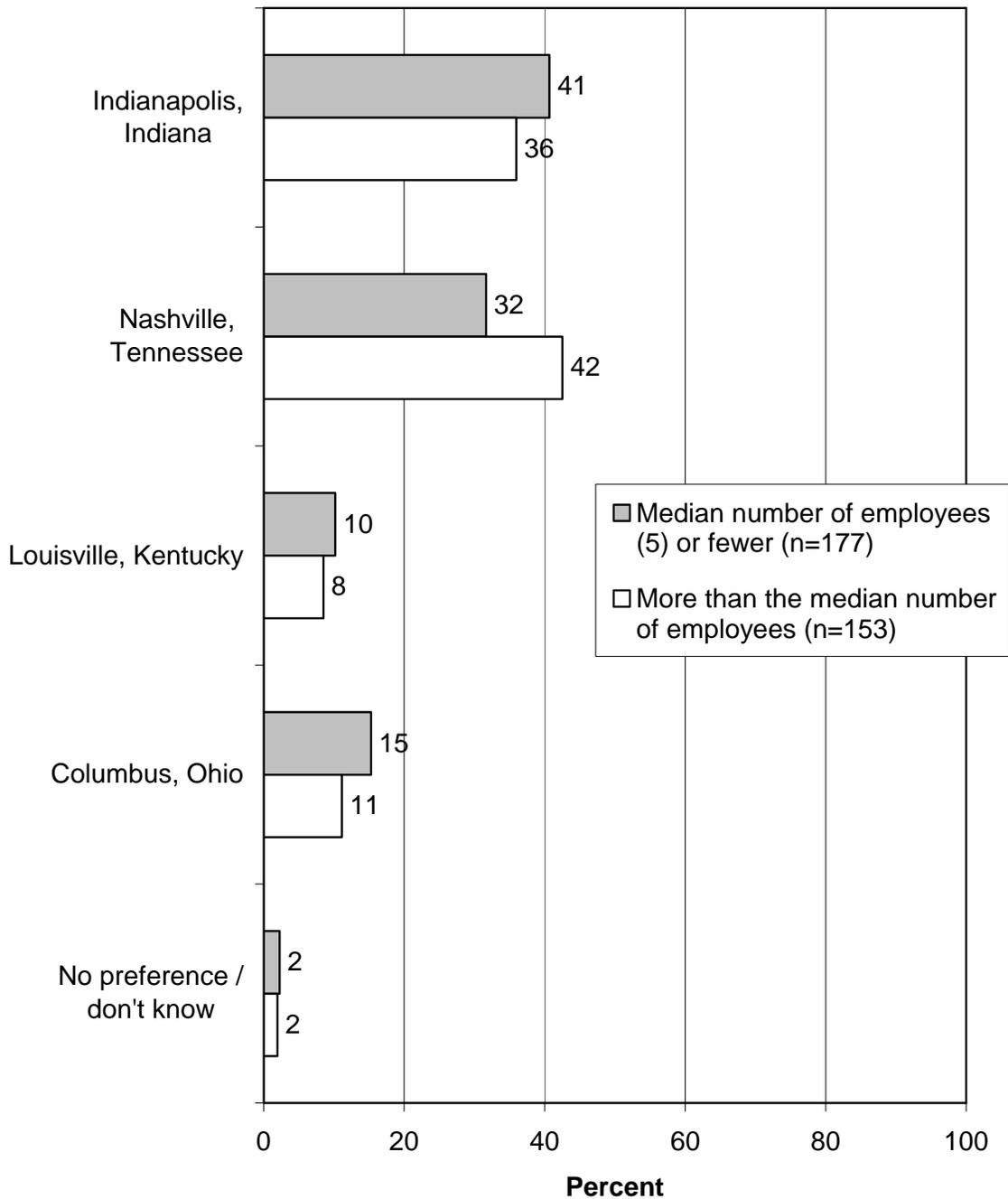
- Trade Show attendees were asked how they typically travel to the shows, and they could name all that apply. The large majority of consistent attendees use a car or truck (79% typically do so), and 40% use a plane for at least part of the trip.
 - This question about travel modes was not asked of sporadic attendees.

- The final question concerning the location of the Trade Shows asked about support for or opposition to holding the Trade Show in a warmer location, with Orlando, Dallas, and Las Vegas given as examples. On this question, consistent attendees are about evenly split: 47% would support (with 33% *strongly* supporting), and 44% would oppose (with 31% *strongly* opposing). In fact, the symmetry of the split is notable, as can be seen on the graph.
 - Note that this question came *after* the open-ended one about possible cities, so the mention of Orlando, Dallas, or Las Vegas did *not* have an effect on that open-ended question about possible cities.
 - This question about a possible warmer location of the Trade Show was not asked of sporadic attendees.

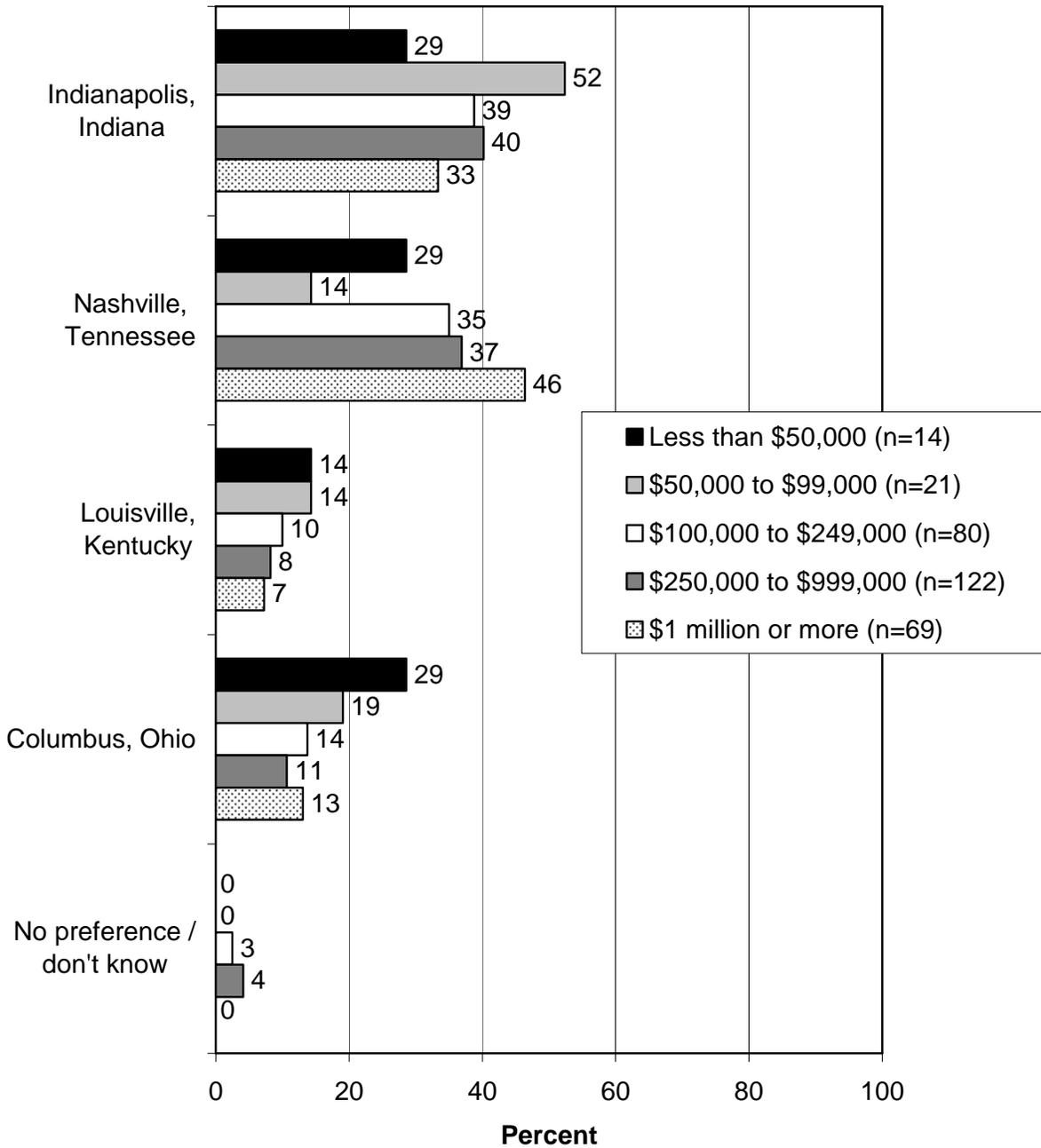
**Q15. Of the four cities in which the ATA Trade Show is held, which one of those would you most want the trade show to be held in?
(Consistent attendees)**



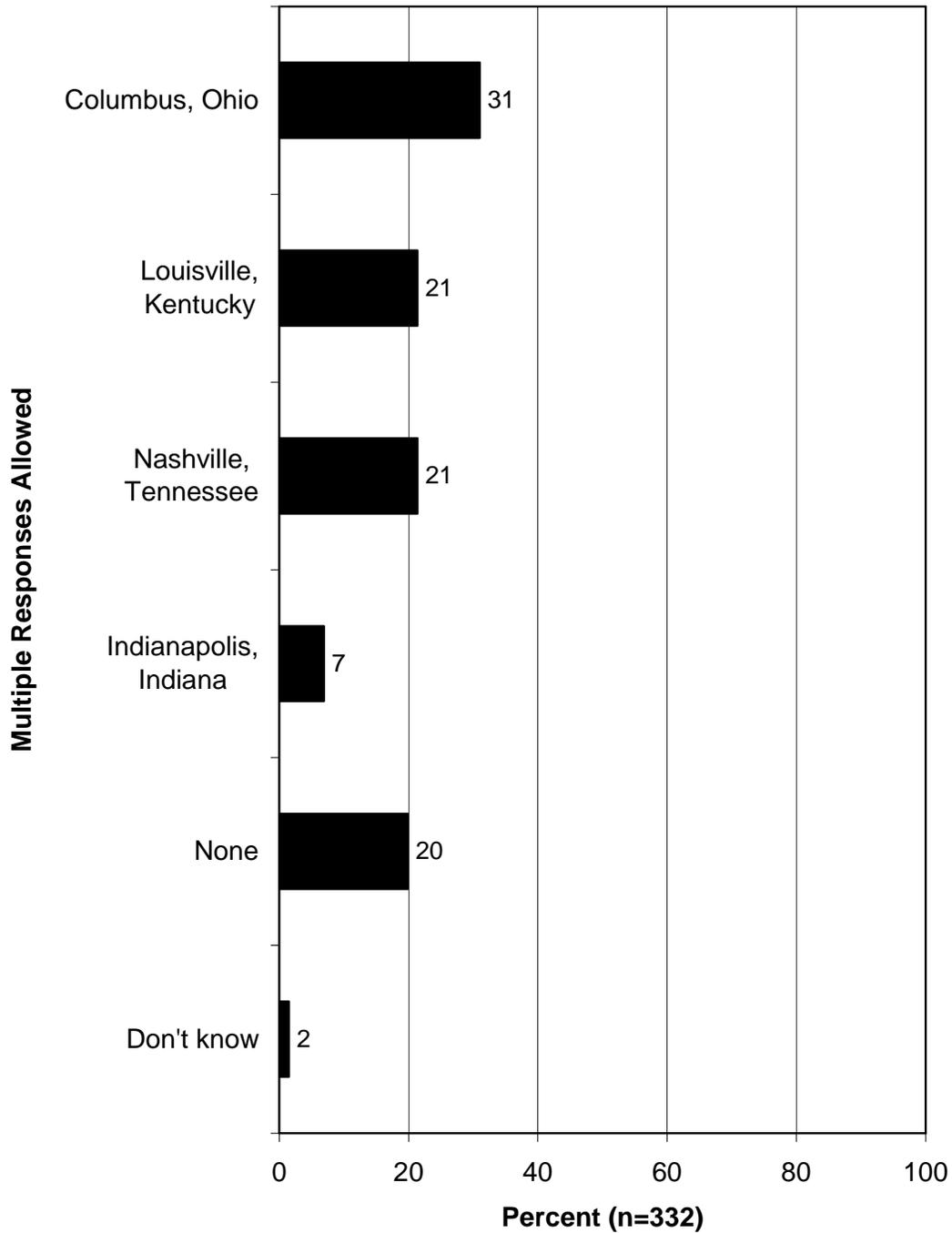
Q15. Of the four cities in which the ATA Trade Show is held, which one of those would you most want the trade show to be held in?



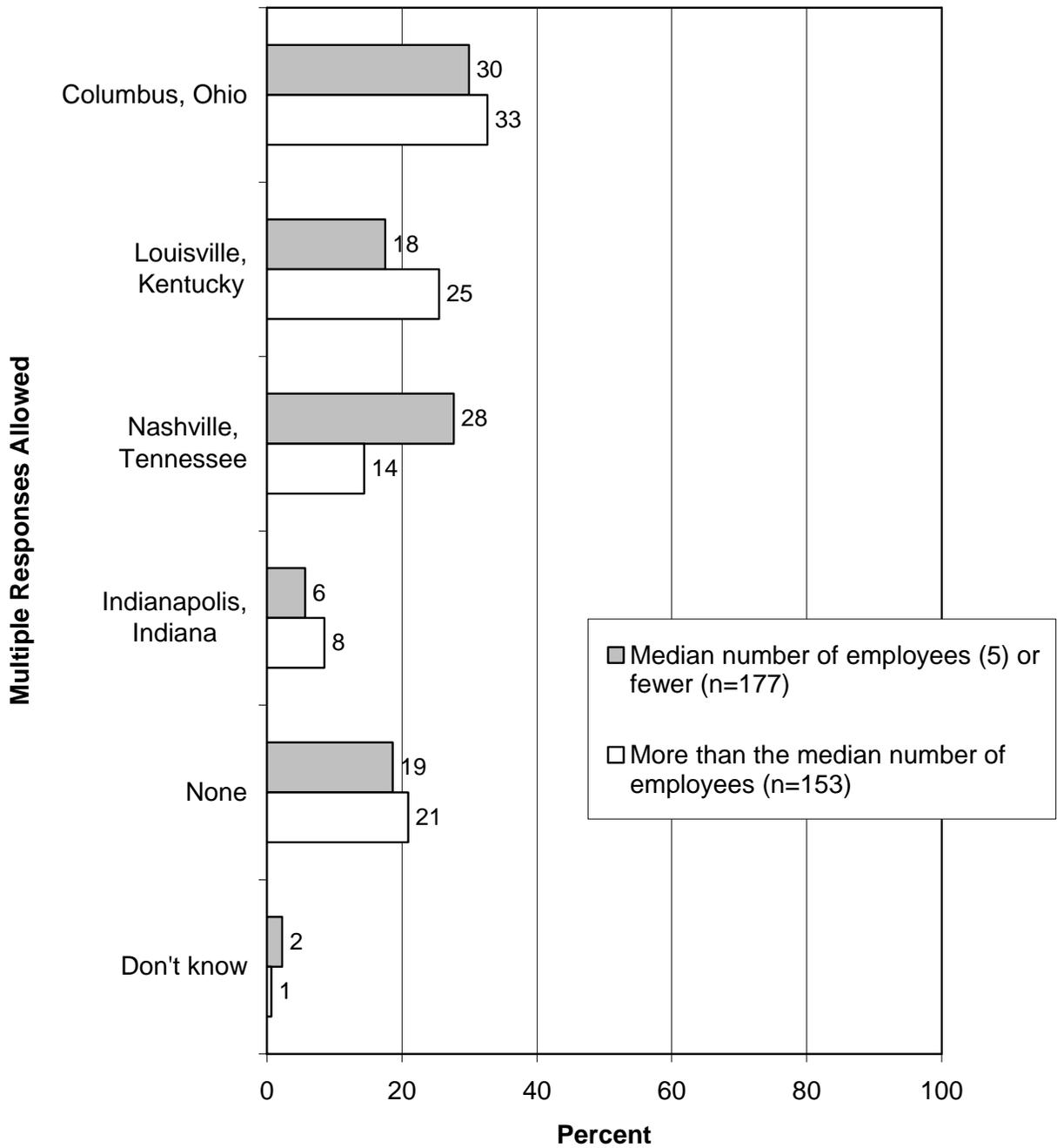
Q15. Of the four cities in which the ATA Trade Show is held, which one of those would you most want the trade show to be held in?



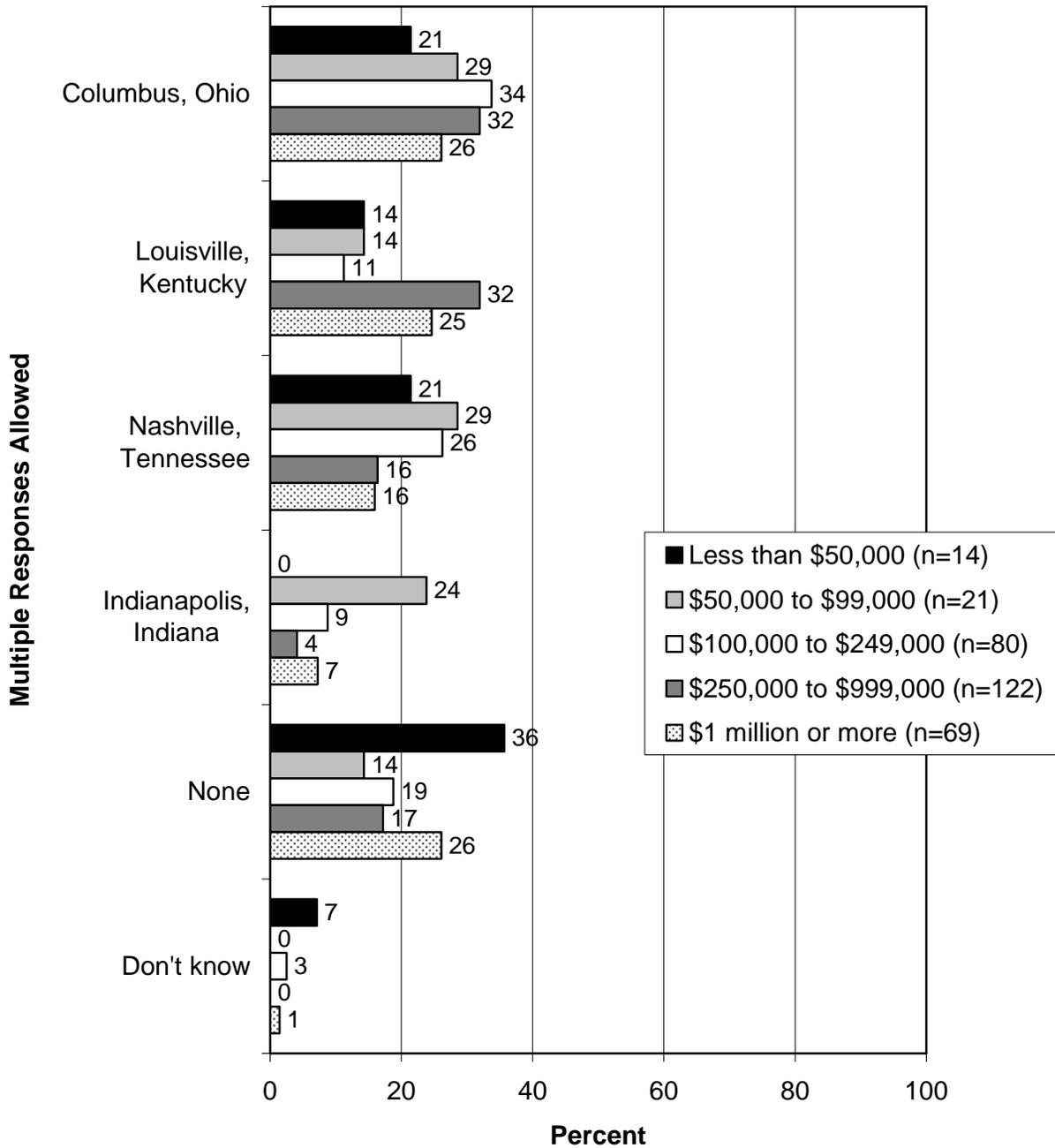
**Q25. Of the four cities, which of them, if any, would you not want the trade show held in?
(Consistent attendees)**



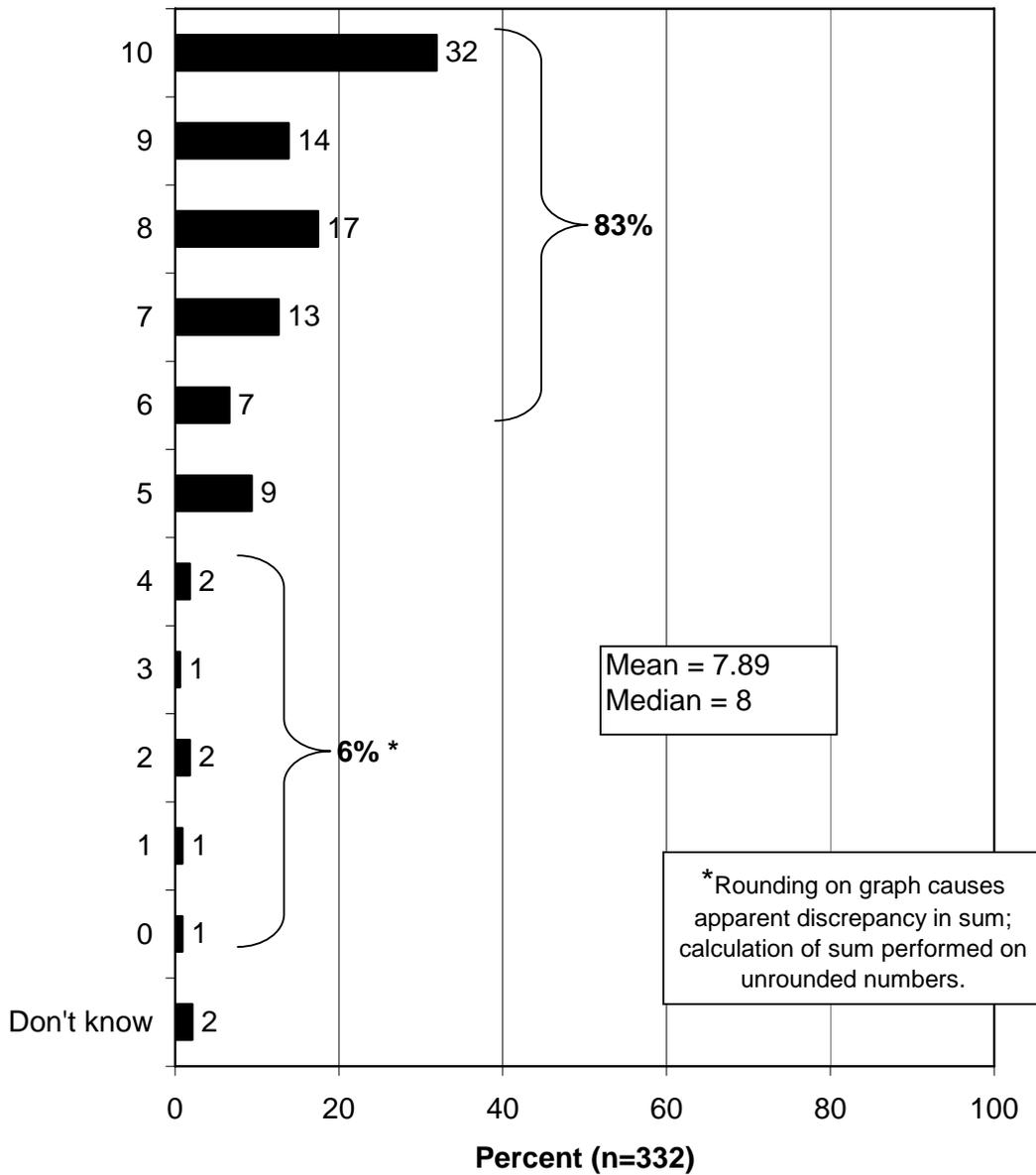
Q25. Of the four cities, which of them, if any, would you not want the trade show held in?



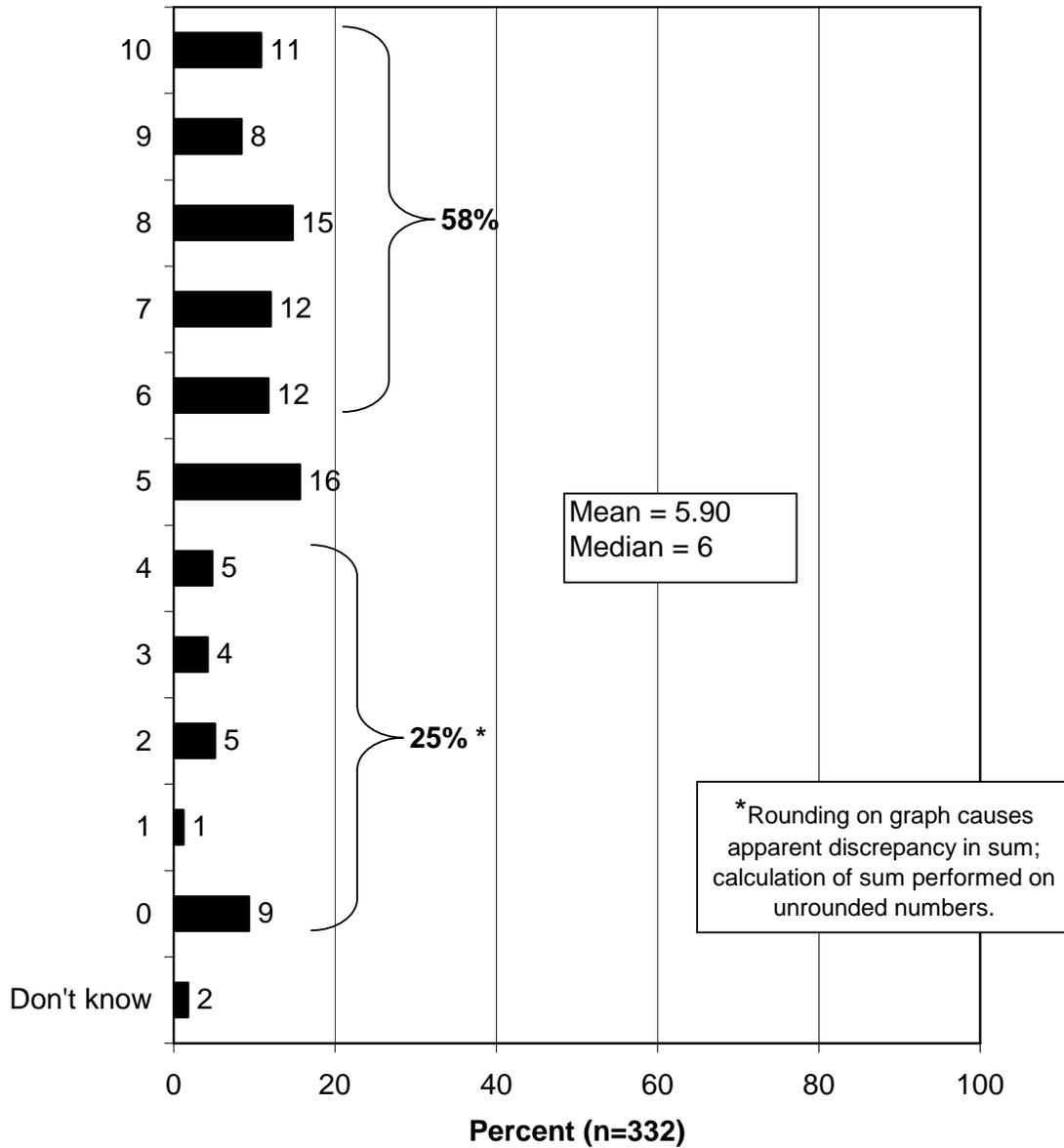
Q25. Of the four cities, which of them, if any, would you not want the trade show held in?



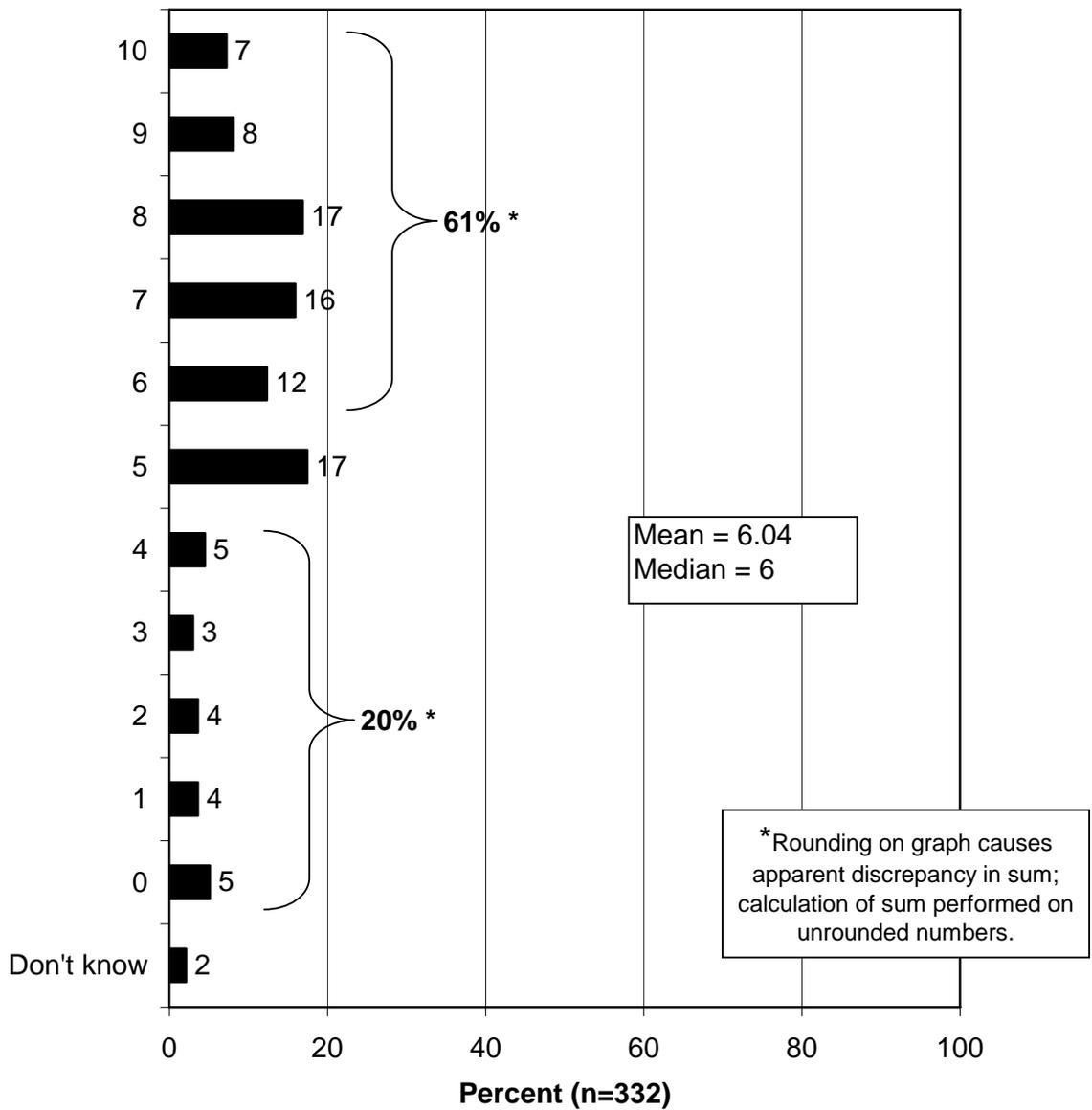
**Q19. What about Indianapolis, Indiana? (How would you rate this city as a location for a future ATA Trade Show, on a scale of 0 to 10, with 0 being not a good location at all to 10 being a great location for the ATA Trade Show.)
(Consistent attendees)**



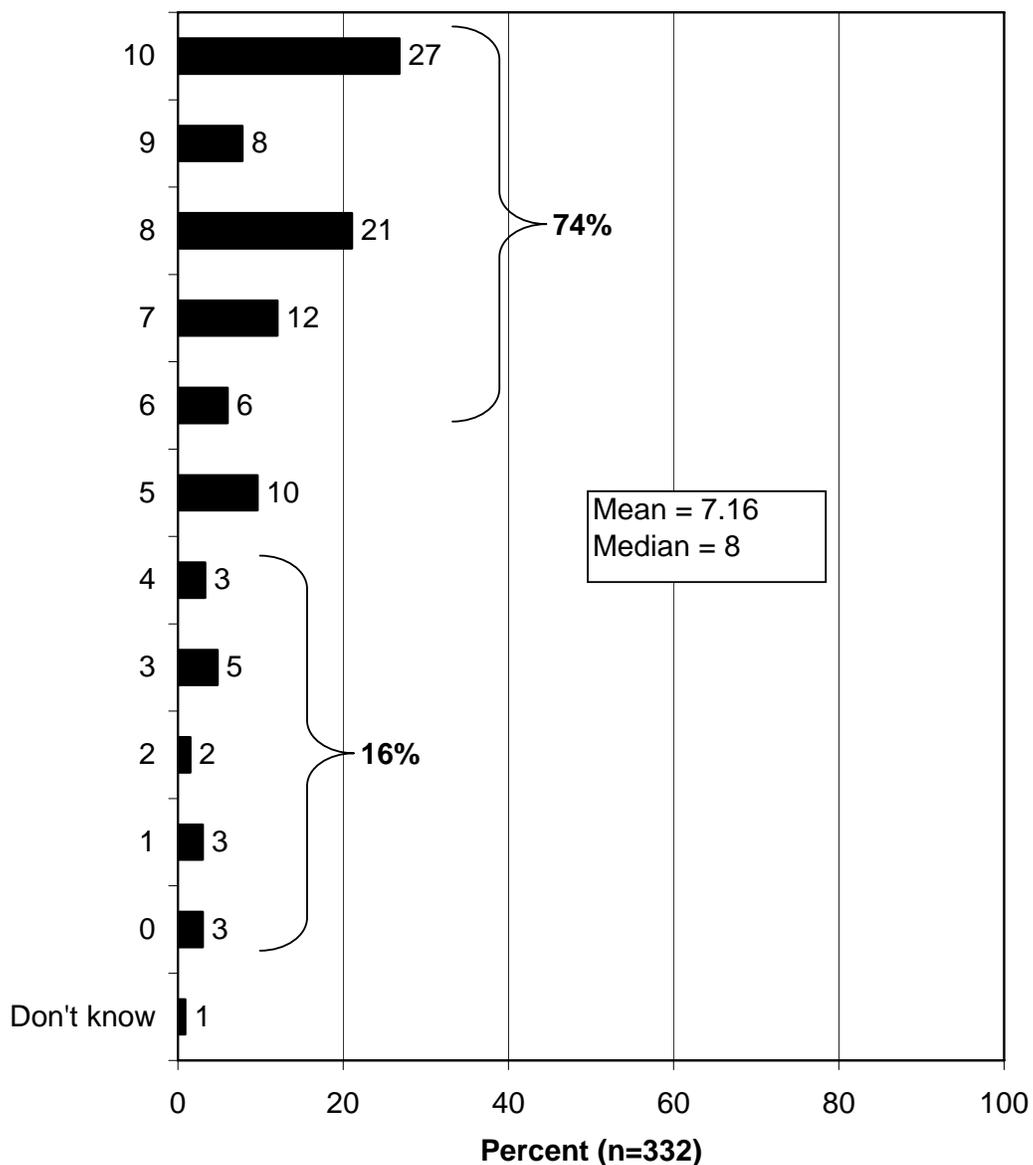
**Q20. What about Columbus, Ohio? (How would you rate this city as a location for a future ATA Trade Show, on a scale of 0 to 10, with 0 being not a good location at all to 10 being a great location for the ATA Trade Show.)
(Consistent attendees)**



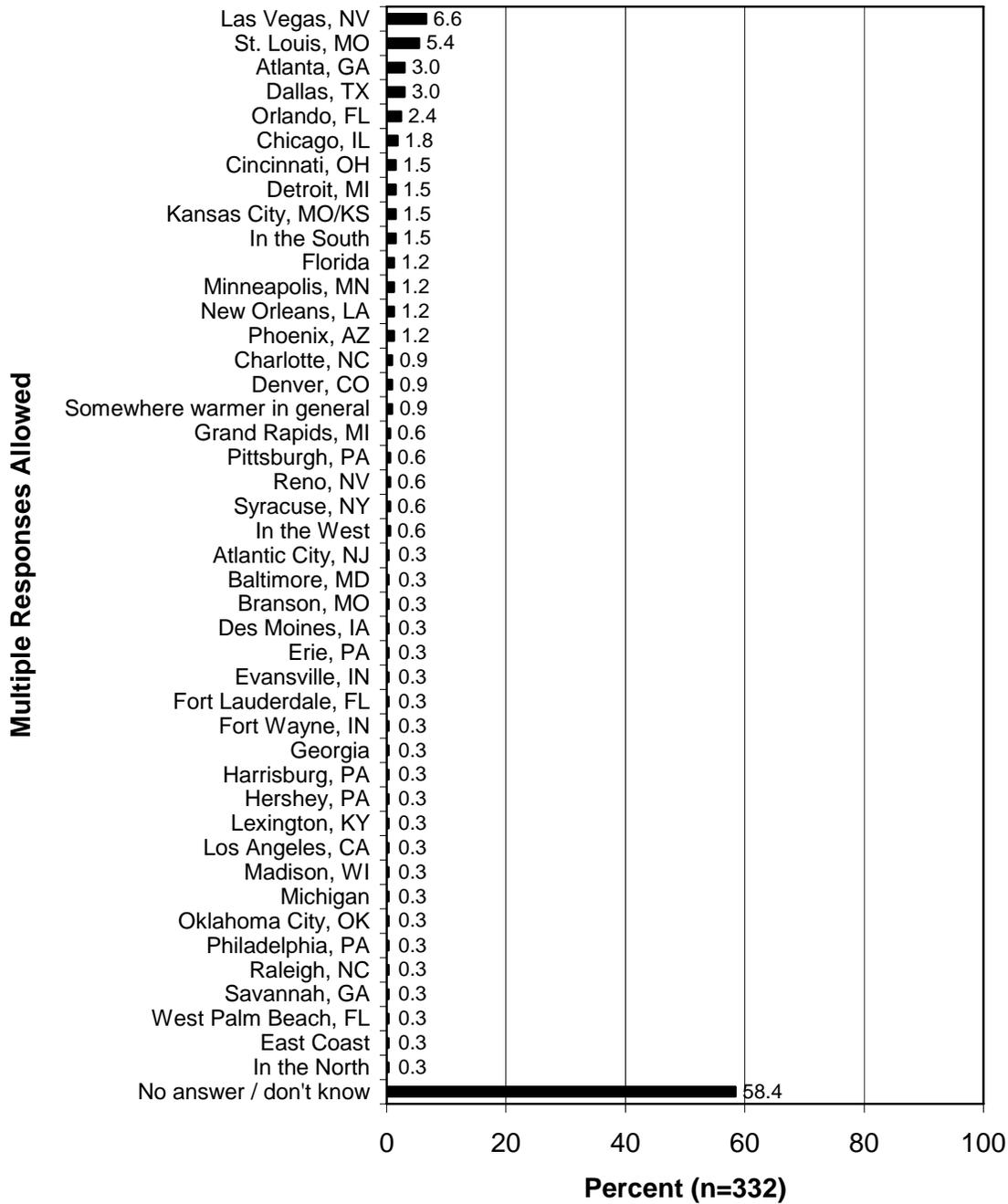
**Q21. What about Louisville, Kentucky? (How would you rate this city as a location for a future ATA Trade Show, on a scale of 0 to 10, with 0 being not a good location at all to 10 being a great location for the ATA Trade Show.)
(Consistent attendees)**



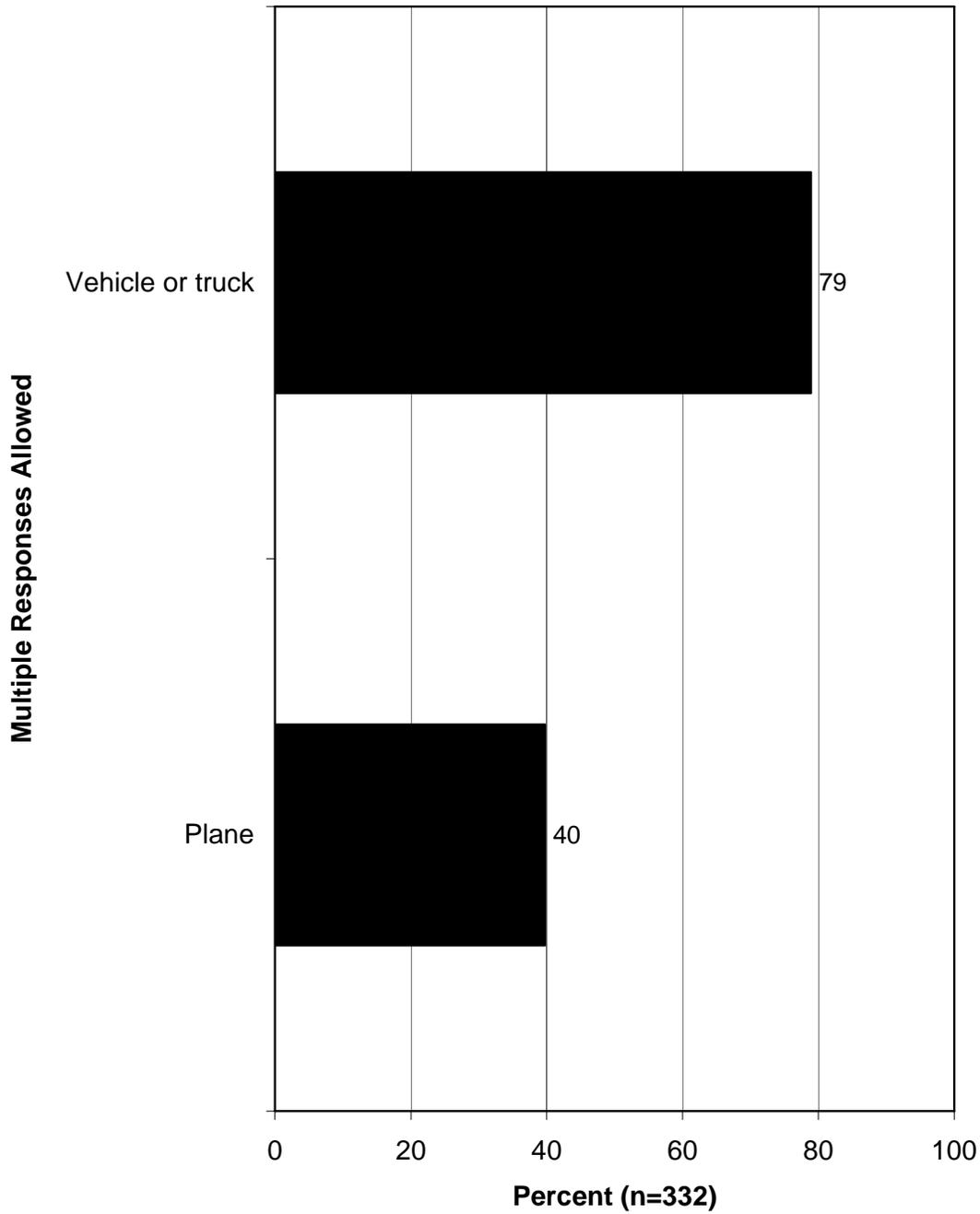
**Q22. What about Nashville, Tennessee? (How would you rate this city as a location for a future ATA Trade Show, on a scale of 0 to 10, with 0 being not a good location at all to 10 being a great location for the ATA Trade Show.)
(Consistent attendees)**



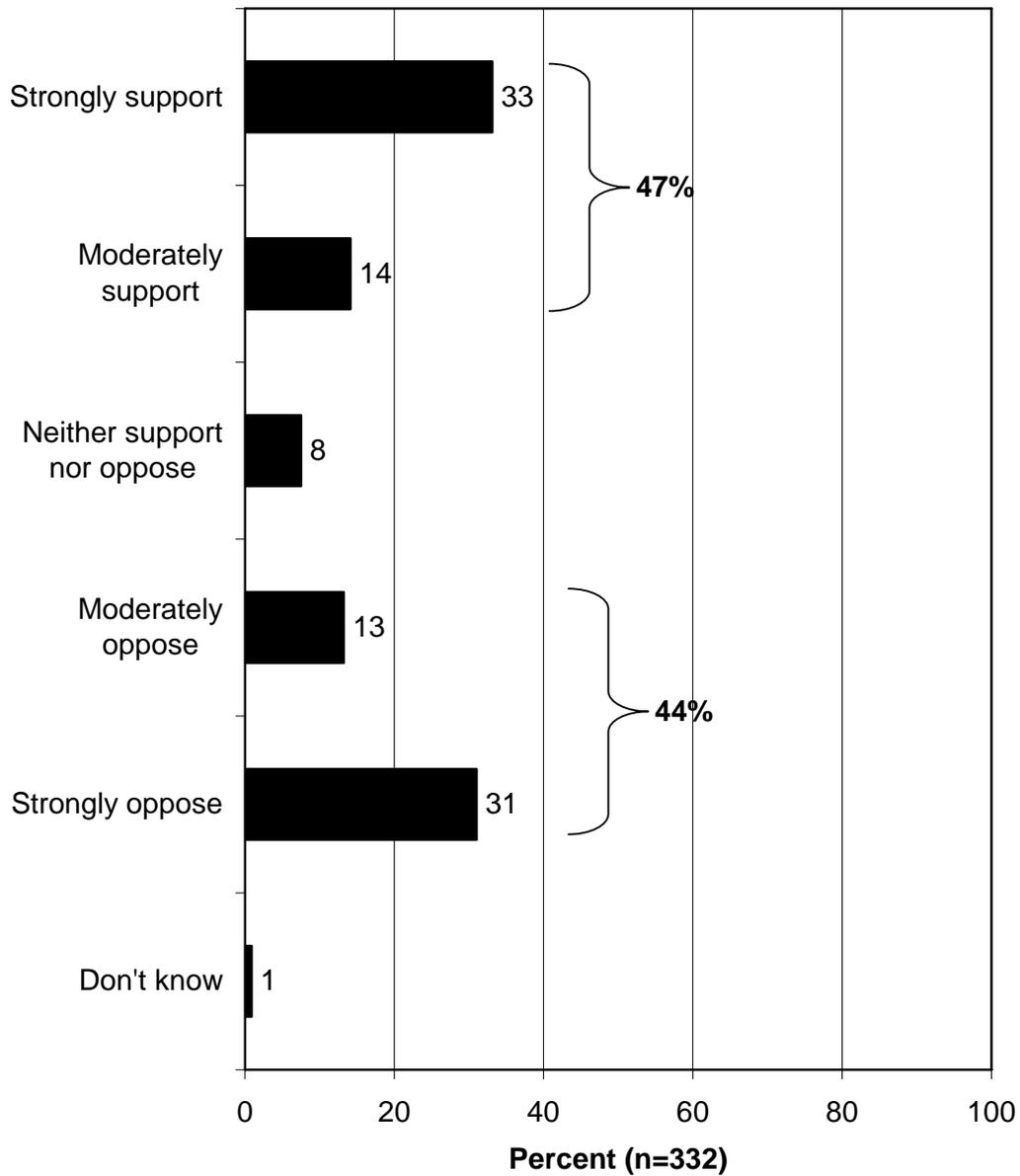
**Q26. Is there a city (or a part of the country) other than those four in which you would like the ATA Trade Show to be held?
(Consistent attendees)**



**Q29. How do you and the people in your business typically travel to the ATA Trade Shows?
(Consistent attendees)**



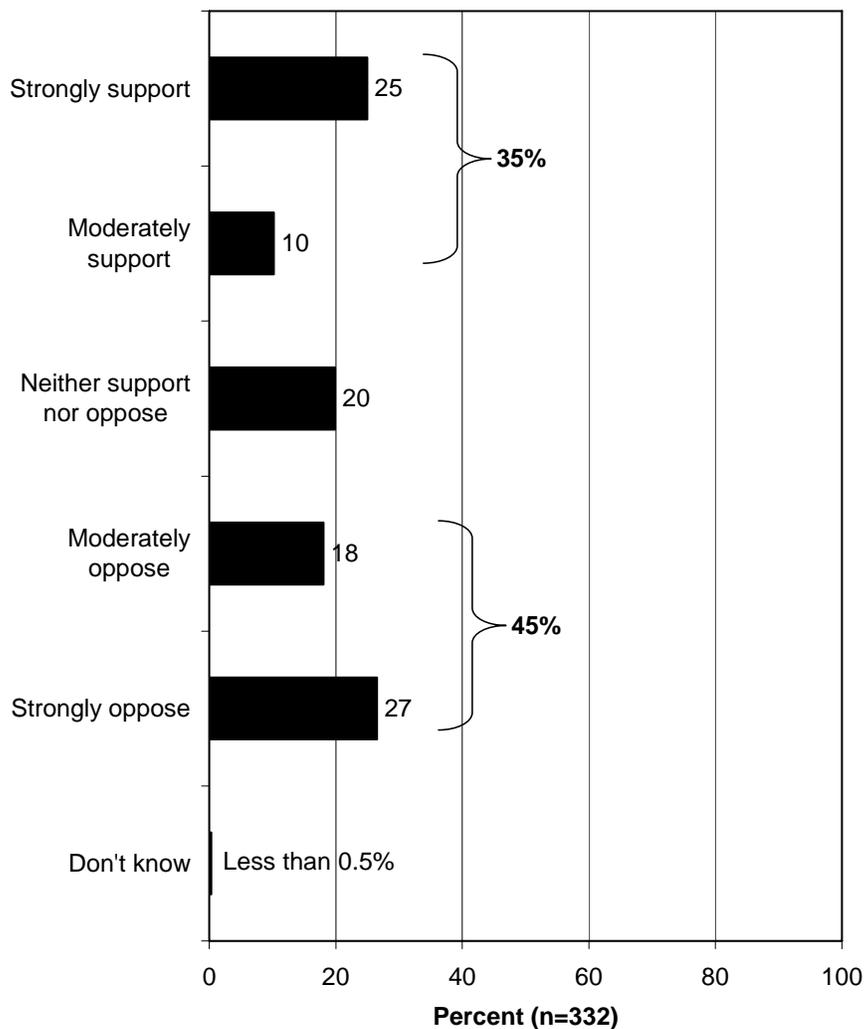
**Q30. Would you support or oppose the ATA holding the ATA Trade Show in a warmer location such as one of those cities? (Orlando, Dallas, and Las Vegas were given as examples.)
(Consistent attendees)**



PREFERENCES ON TRADE SHOW LENGTH

- Among consistent attendees, there is more opposition to (45%) than support for (35%) adding a fourth day to the Trade Show format. The remainder are neutral or do not know.
- Sporadic attendees were not asked this question.

**Q31. The ATA Trade Show has traditionally lasted 3 days. Would you support or oppose adding a 4th day, either before or after the current Trade Show format?
(Consistent attendees)**



OTHER TRADE SHOWS ATTENDED AND OPINIONS ON COMBINING TRADE SHOWS

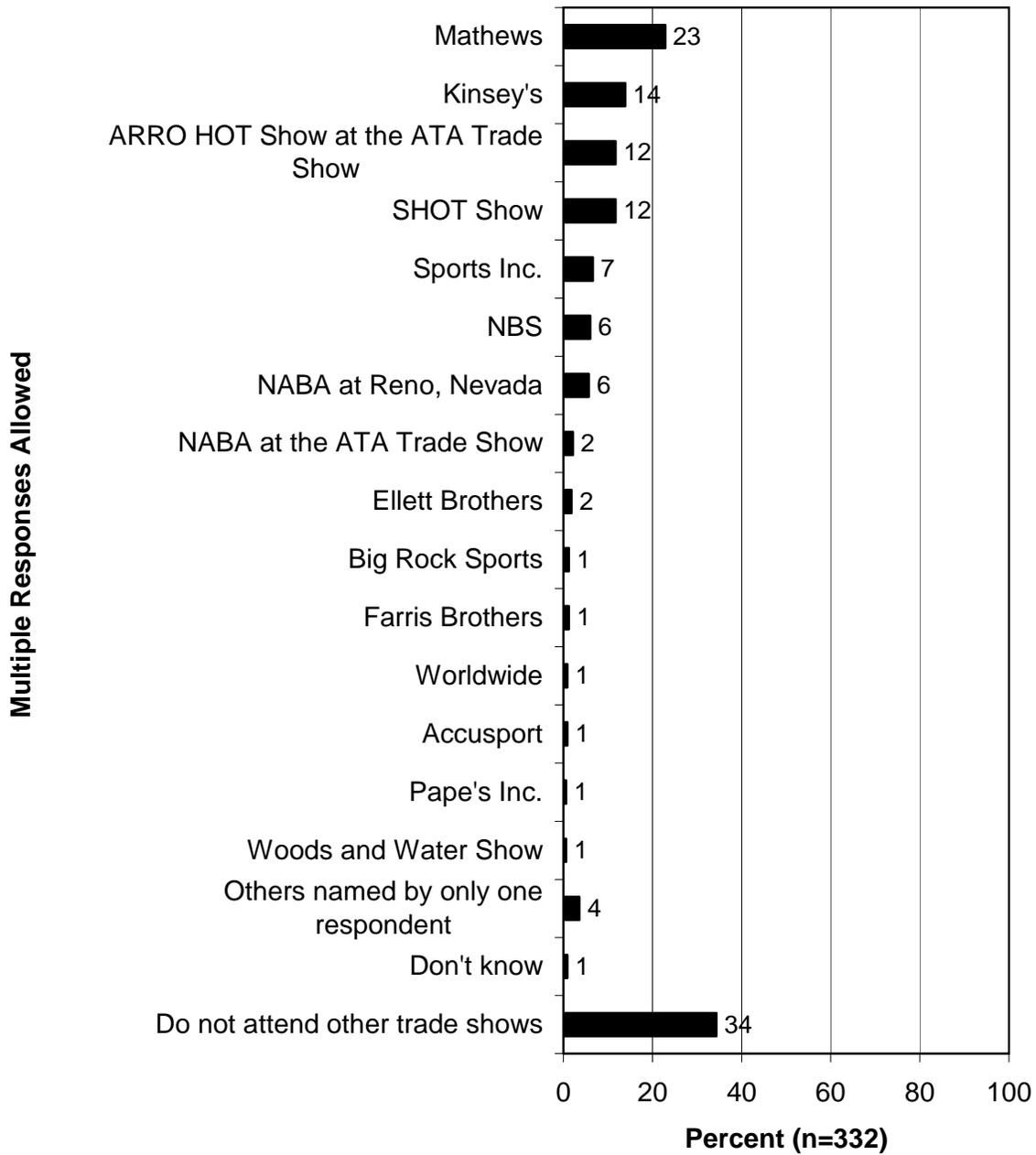
- The survey asked consistent attendees to name other trade shows related to archery that they typically attend. The most commonly attended other shows are Mathews (23% also attend that one), Kinsey's (14%), the ARRO* Hot Show at the ATA Trade Show (12%), and the SHOT* Show (12%).

- The overwhelming majority of consistent attendees say that the number of shows that they attend is about right. Otherwise, they are evenly split: 9% say that they would like to attend more shows, and 9% say that they would like to attend fewer shows.

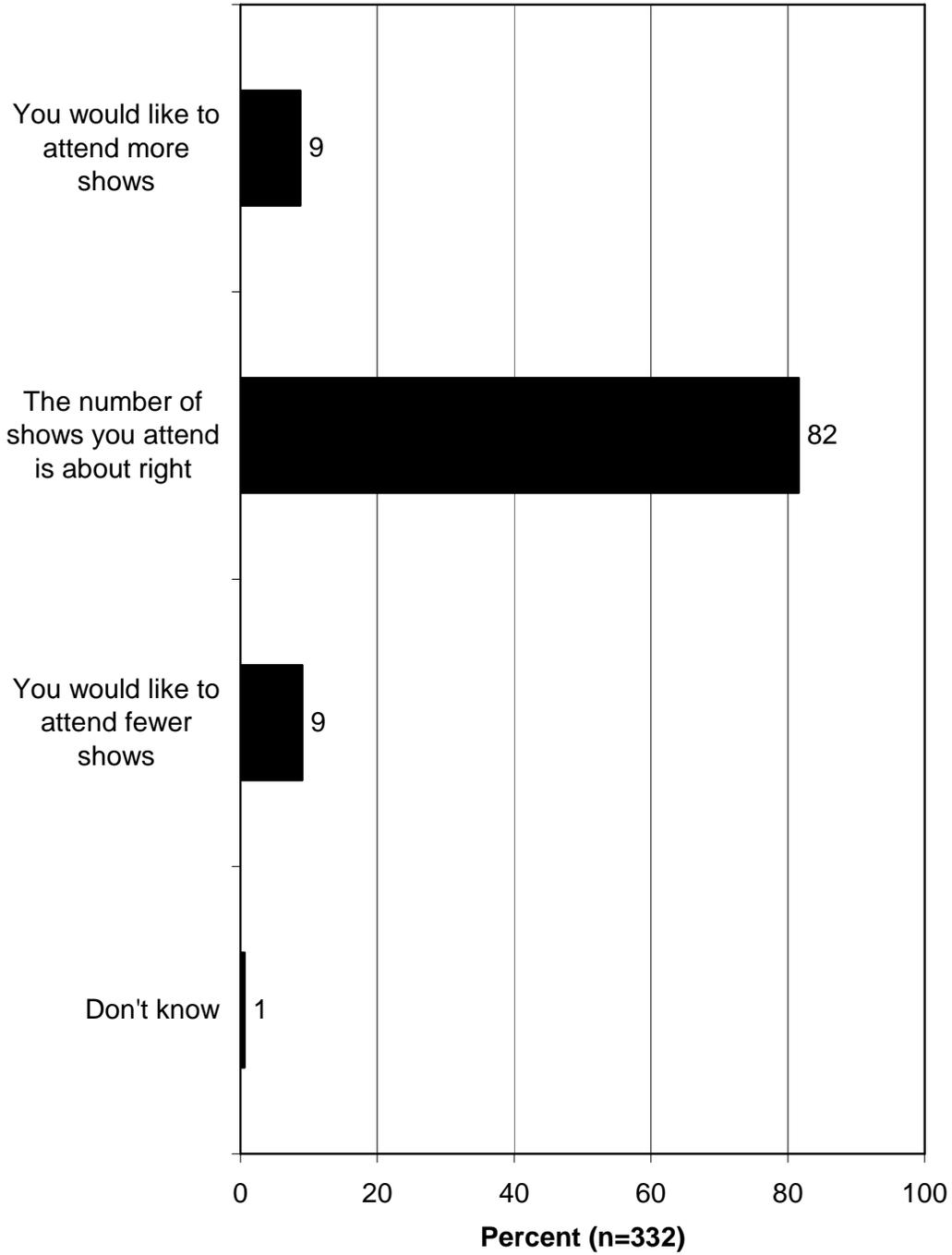
- There is a majority of support among consistent attendees for having a show that combines ATA, ARRO, NABA*, Mathews, and Kinsey's over as much as a full week: 61% would support this, while 29% would oppose.

- *Definitions:
 - *ARRO* is the Archery Range and Retailers Organization.
 - *NABA* is the National Archery Buyers Association.
 - *SHOT Show* is the Shooting, Hunting, and Outdoor Trade Show sponsored by the National Shooting Sports Foundation.

**Q34. What other trade shows related to archery or shooting do you attend?
(Consistent attendees)**

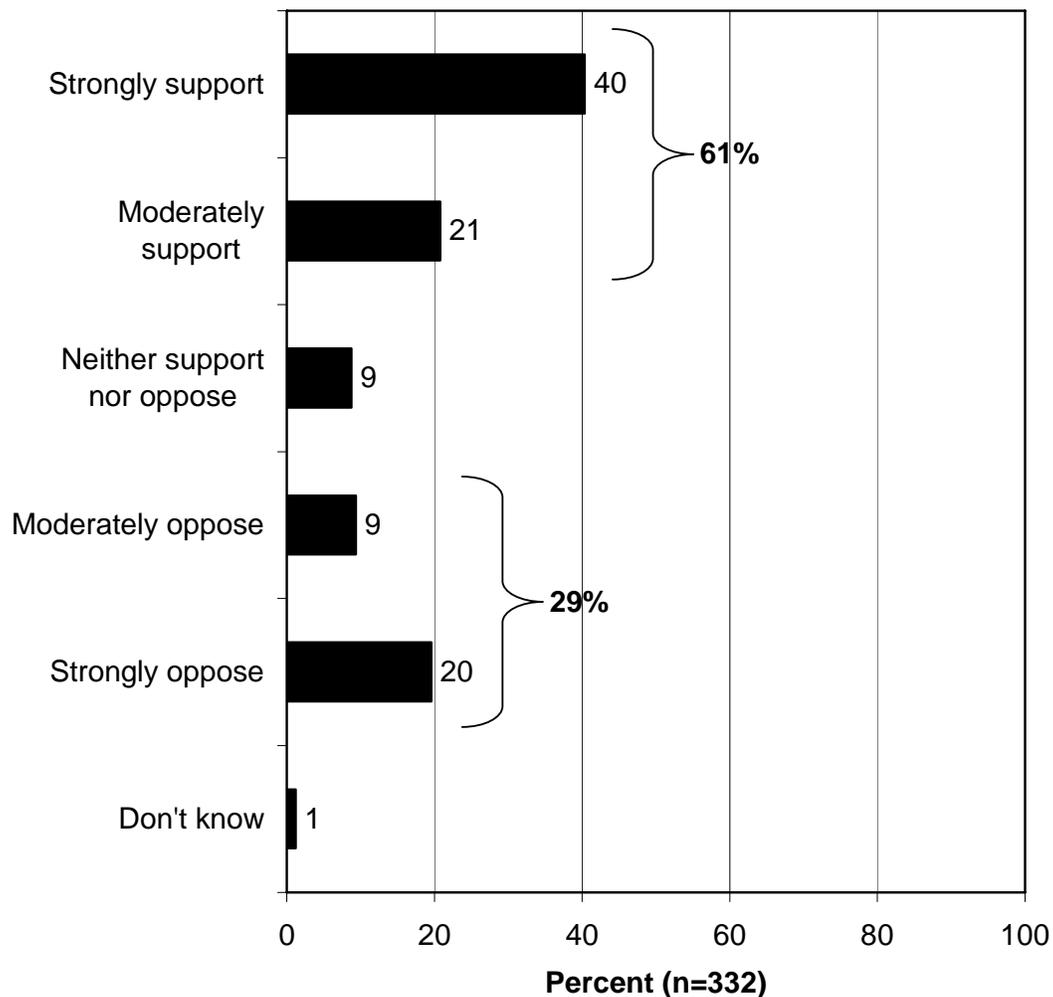


Q36. How do you feel about the current demands for you to attend shows? Would you say that...? (Consistent attendees)



Q38. Would you support or oppose having a show that combines ATA, ARRO, NABA, Mathews, and Kinsey's over as much as a full week?

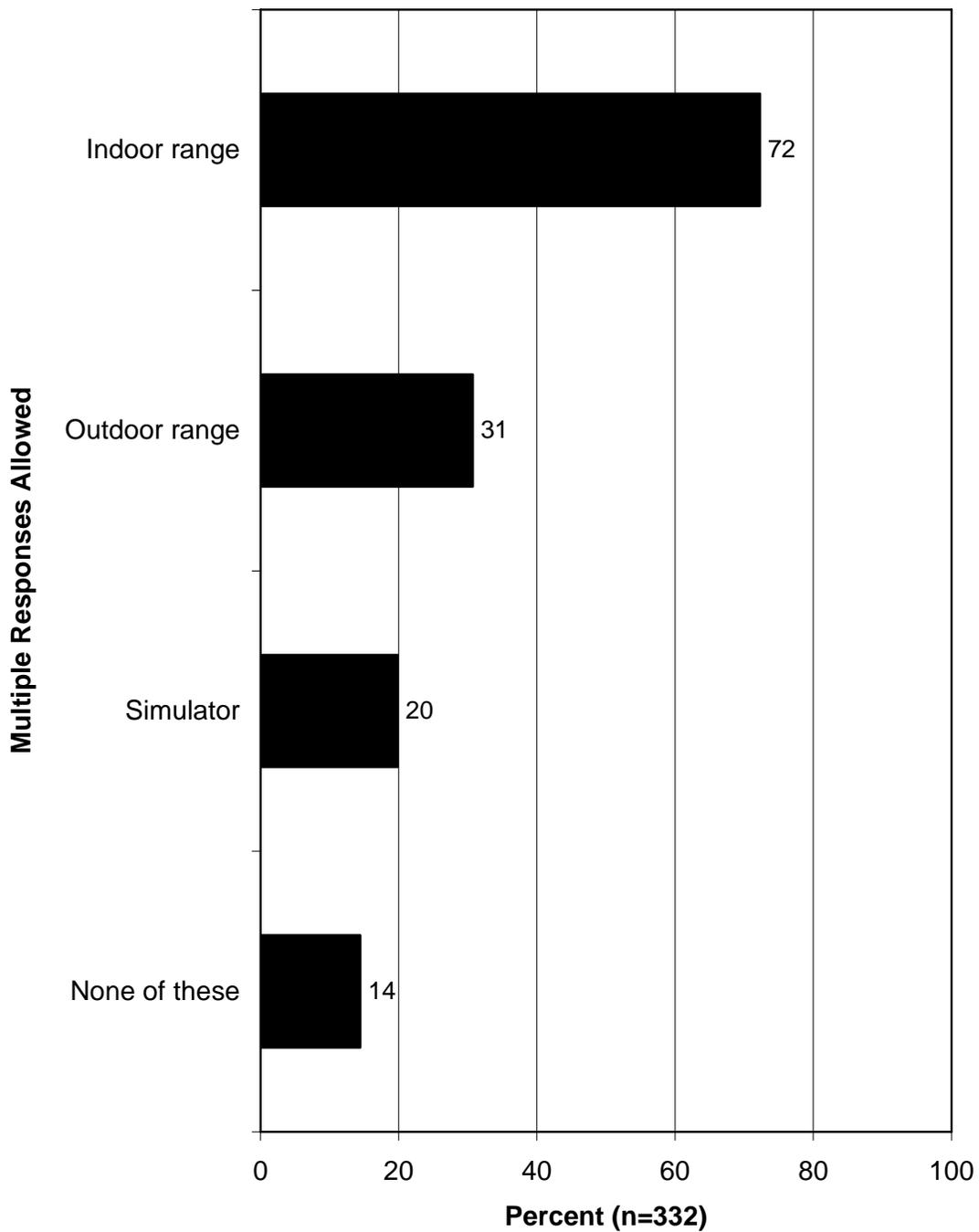
(Respondents were first informed of the following: Currently, the ATA Trade Show includes ARRO and NABA. Most exhibitors and western retailers would like to maintain the NABA show in Reno. Many exhibitors and retailers have asked if the ATA Trade Show could be held in one location during one week including Mathews and Kinsey's.)
(Consistent attendees)



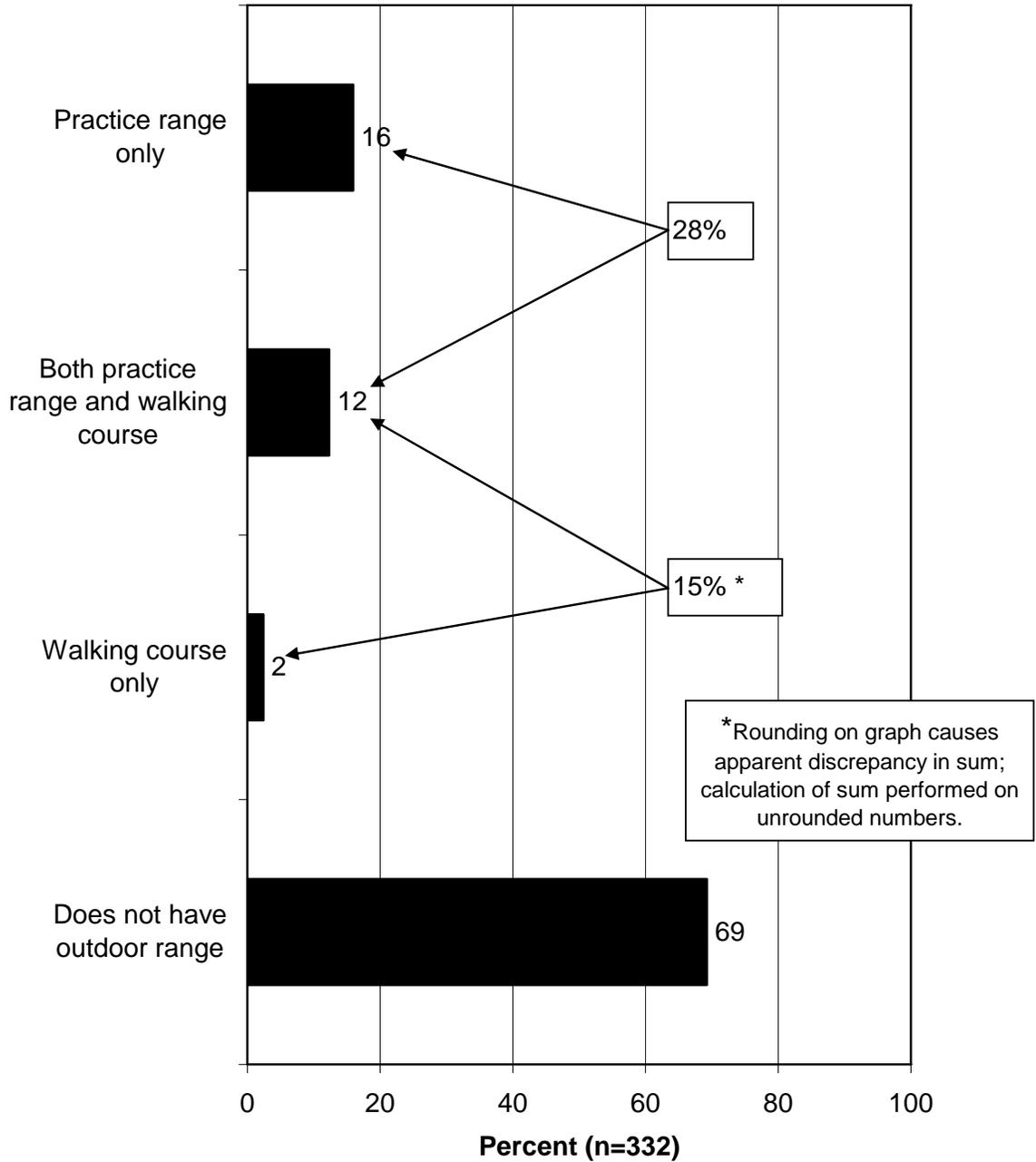
INDOOR RANGES, OUTDOOR RANGES, AND SIMULATORS

- Both consistent attendees and sporadic attendees were asked if their business has any ranges or simulators.
 - The large majority of consistent attendees (72%) say that their business has an indoor range, and about a third (31%) have an outdoor range. Also, 20% have a simulator. (Meanwhile, 14% have none of these.) Another question found that 28% of consistent attendees say that their business has an outdoor practice range, and 15% say that their business has a walking course.
 - A follow-up question asked those consistent attendees whose business has an *indoor range* to indicate the number of shooters that can be accommodated on the shooting line at one time. The mean (among those whose business has an indoor range) is 14.05 shooters; the median is 10. Another way to look at this is to say that 72% can accommodate more than 5 people at one time.
 - Consistent attendees whose business has an *outdoor practice range* were asked to indicate the number of shooters that can be accommodated on the shooting line at one time. The mean is 10.67, and the median is 6. Meanwhile, 50% can accommodate more than 5 people at one time.
 - Regarding the number of targets on their *walking courses*, consistent attendees report a mean of 27.67, and a median of 26.5. Meanwhile, 92% have more than 5 targets.
 - Among sporadic attendees, the large majority (75%) say that their business has an indoor range. Otherwise, relatively low percentages say that their business has an outdoor range (14%) or a simulator (also 14%). (Meanwhile, 17% have none of these.) Additionally, 14% of sporadic attendees say that their business has an outdoor practice range, and only 1% say that their business has a walking course.
 - Regarding the number of shooters that can be accommodated on the shooting line at one time on *indoor* ranges among sporadic attendees: the mean is 10.54 shooters; the median is 8. The analysis finds that 60% can accommodate more than 5 people at one time.
 - Regarding the number of shooters that can be accommodated on the shooting line at one time on *outdoor* ranges: the mean is 12.82, and the median is 6. Meanwhile, 64% can accommodate more than 5 people at one time.
 - Only one sporadic attendee said his/her business has a walking course; this person indicated that the course has 25 targets (no graph is shown for this).

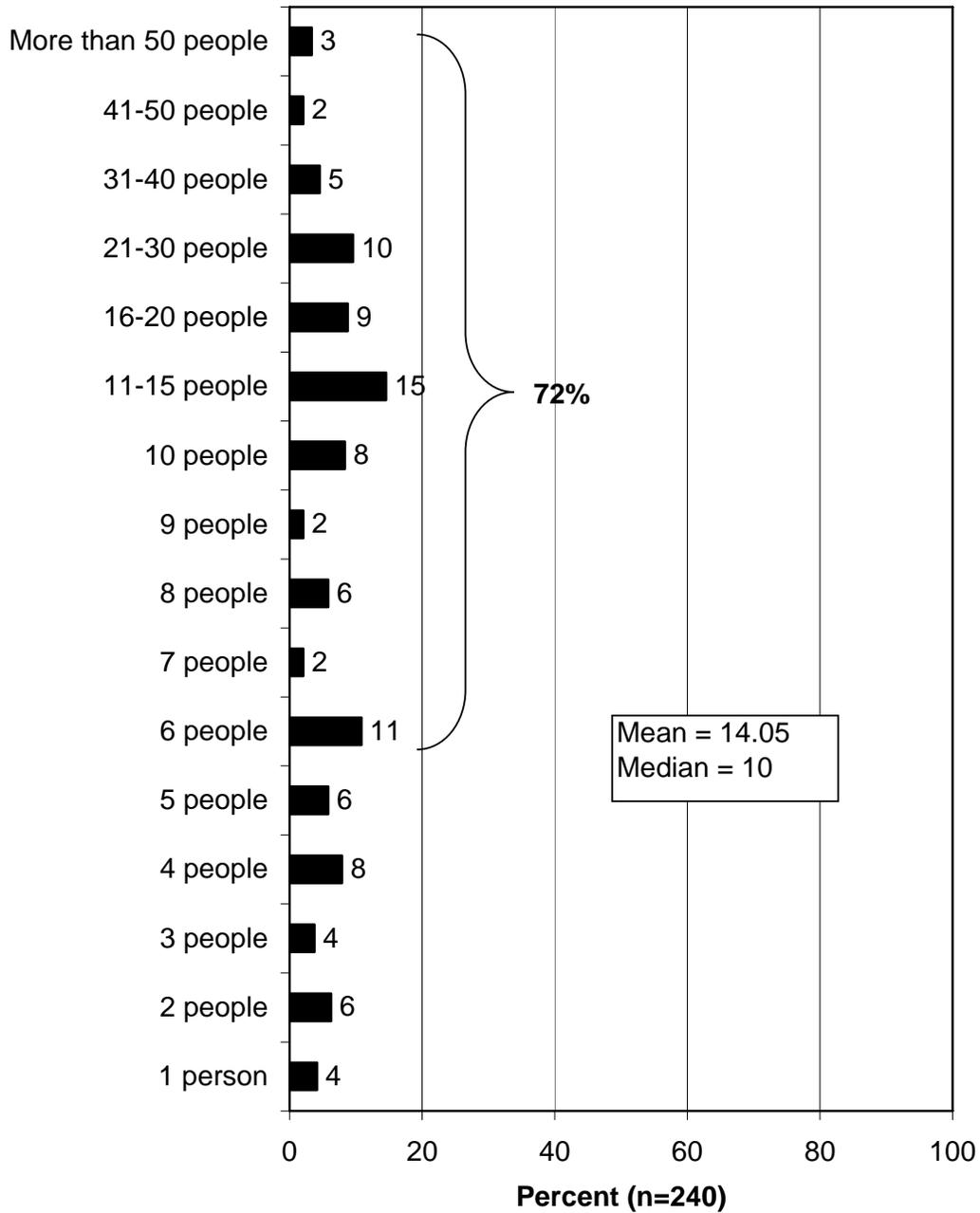
**Q43. Does your business have an indoor or outdoor range or a simulator?
(Consistent attendees)**



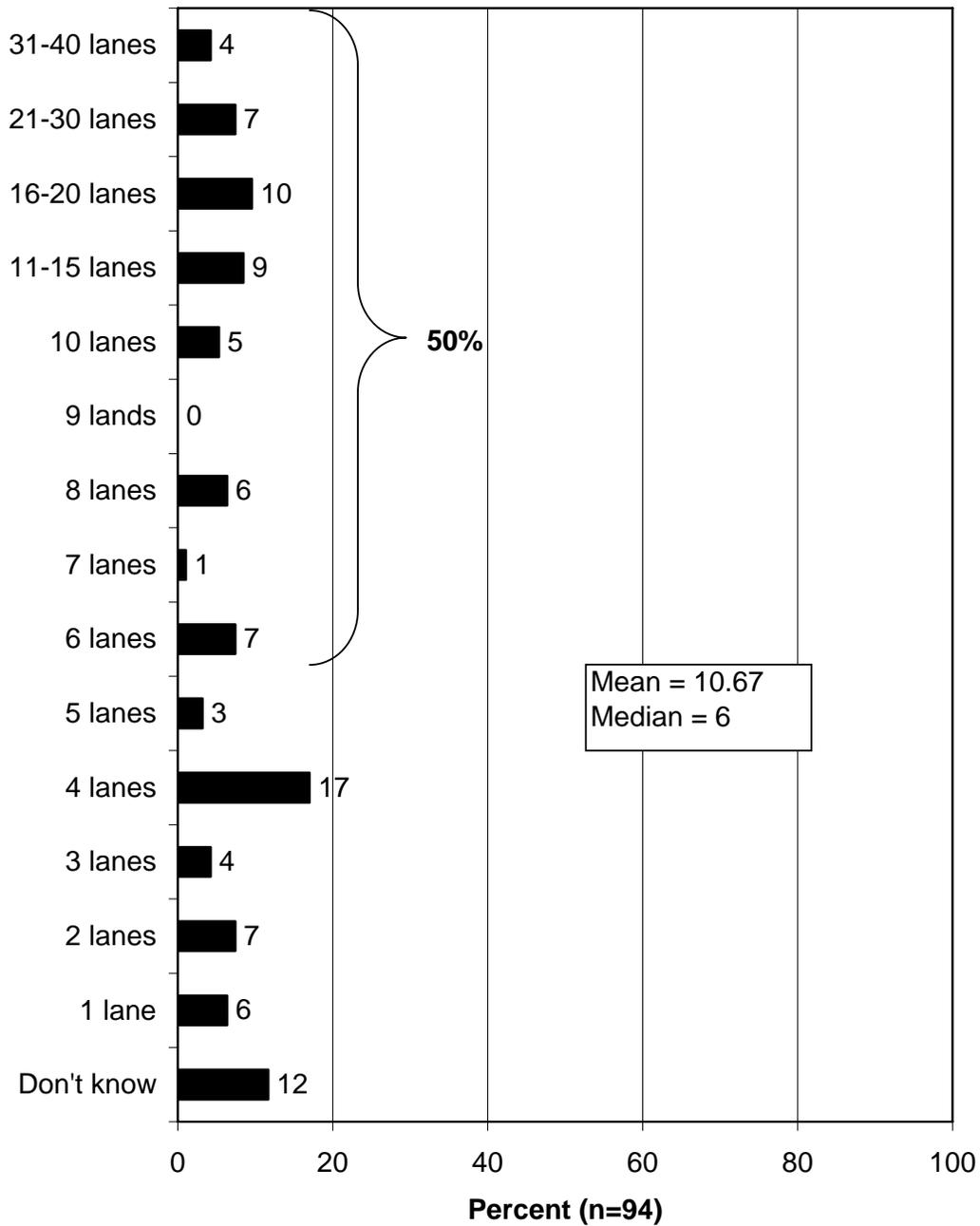
**Q47. Is your outdoor range a practice range, a walking course, or both? (Asked of those with an outdoor range.)
(Consistent attendees)**



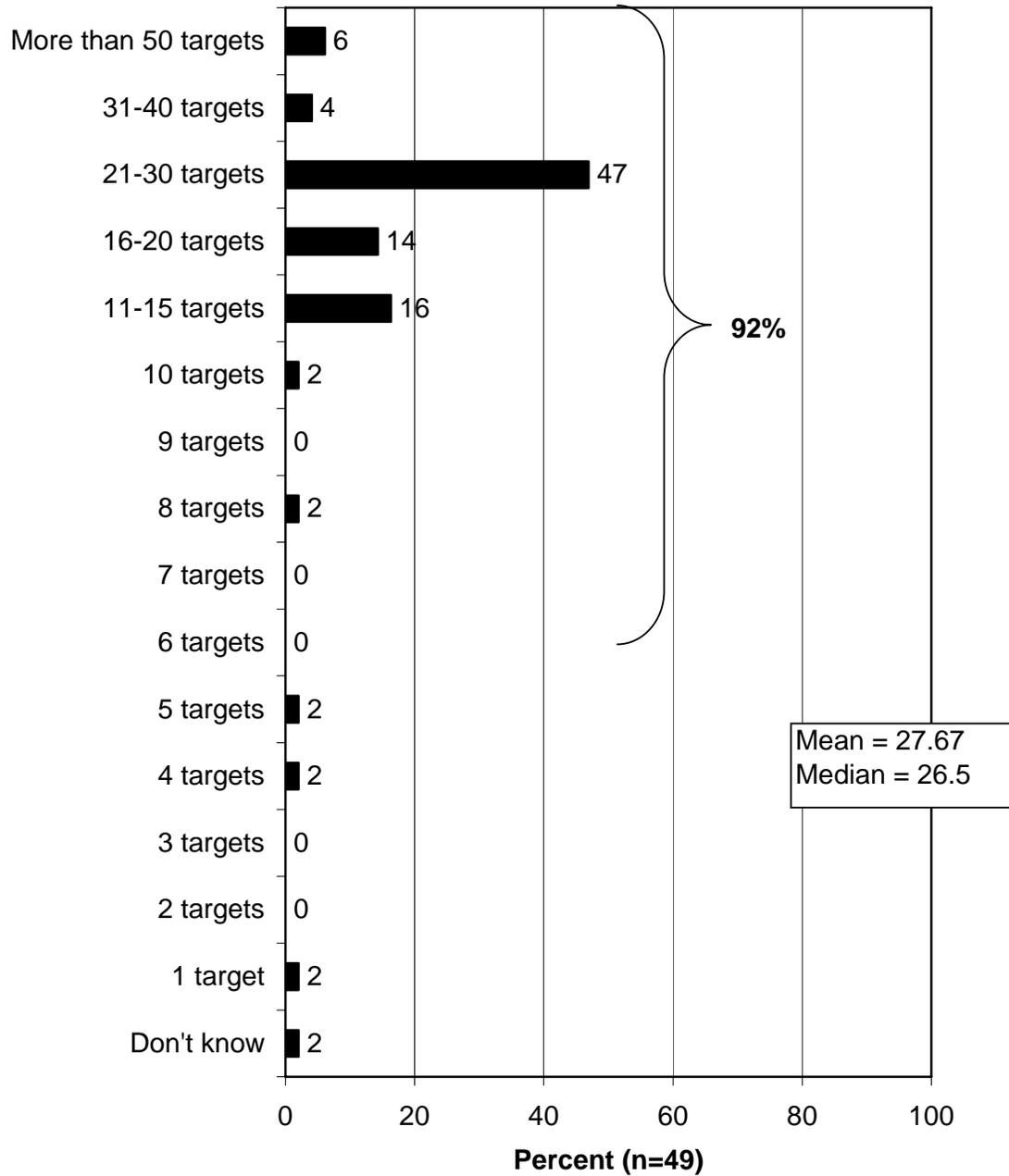
**Q44. How many shooters can your indoor range accommodate on the shooting line at one time?
(Asked of those with an indoor range.)
(Consistent attendees)**



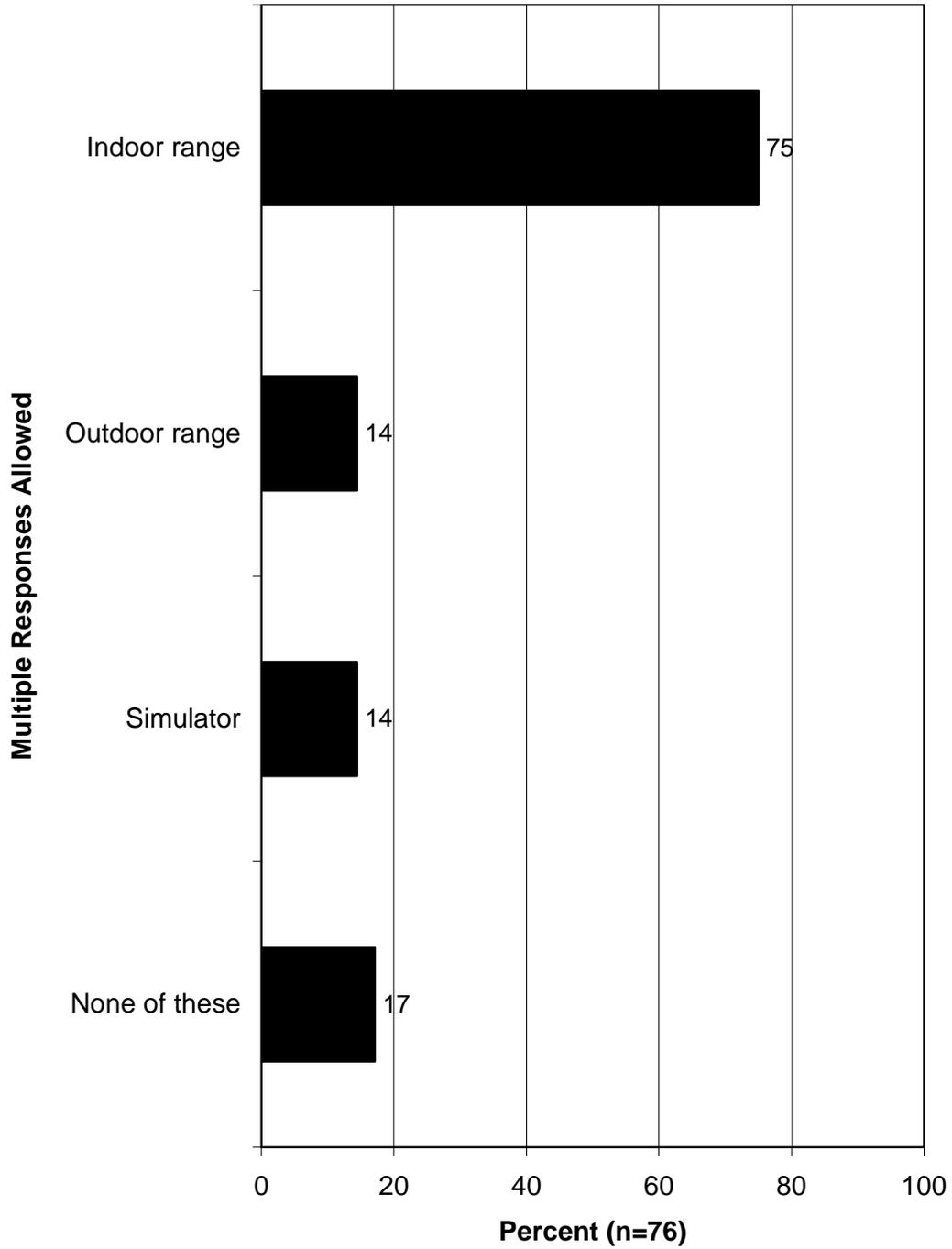
Q48. How many lanes does your outdoor practice range or ranges have in total? (Asked of those with an outdoor range that includes a practice range.) (Consistent attendees)



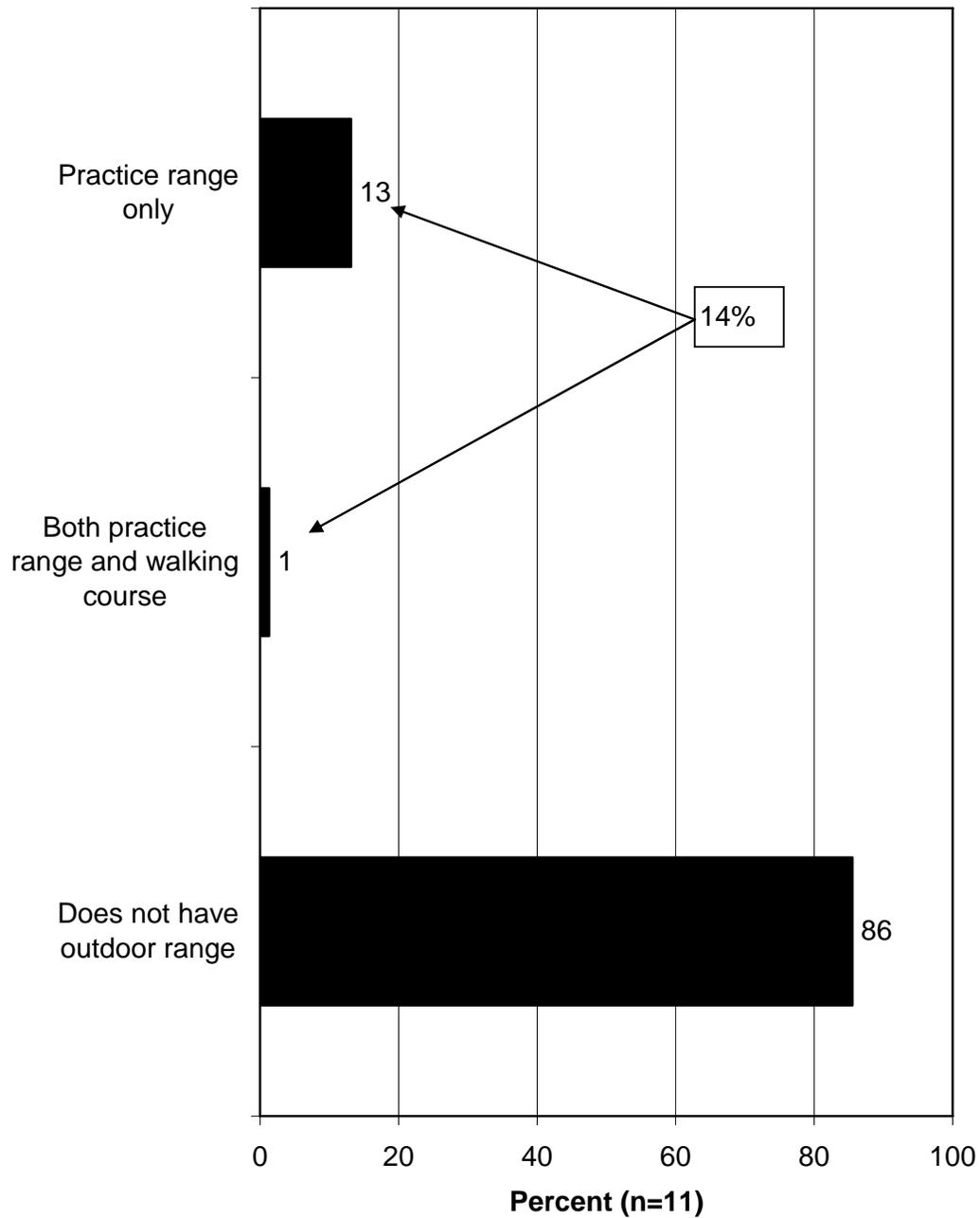
**Q51. How many targets are on your walking course or courses in total? (Asked of those with an outdoor range that includes a walking course.)
(Consistent attendees)**



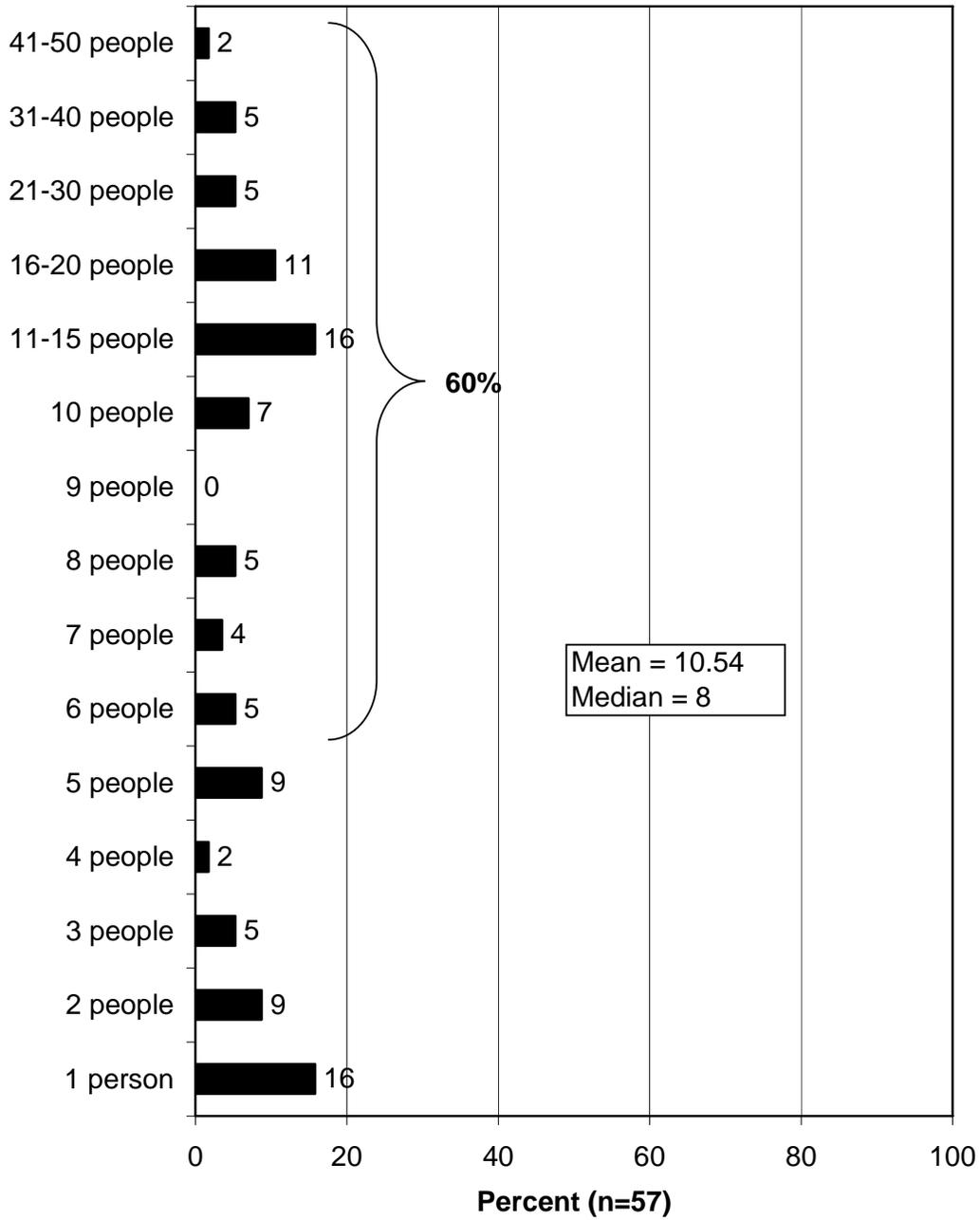
Q43. Does your business have an indoor or outdoor range or a simulator? (Sporadic attendees)



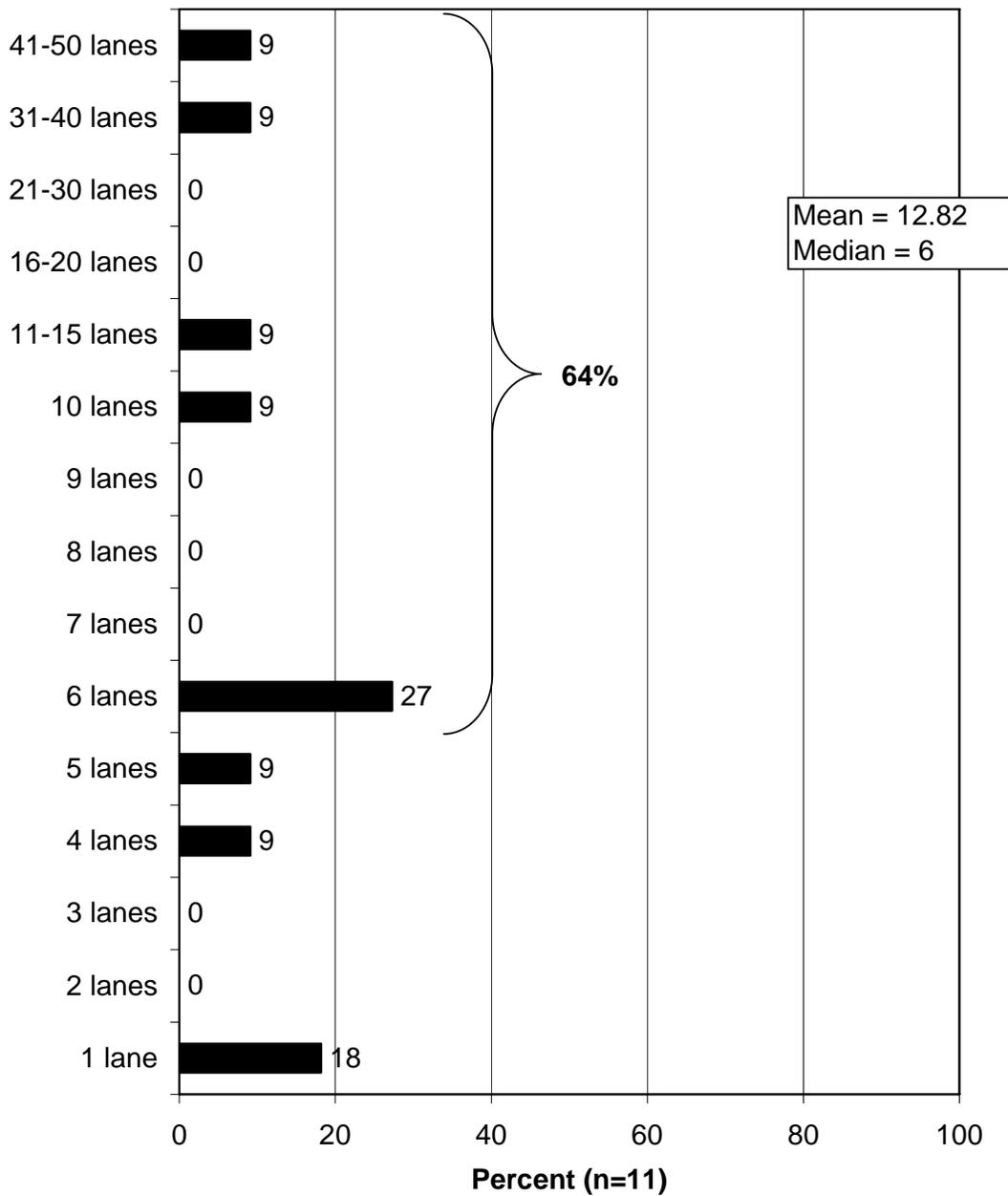
**Q47. Is your outdoor range a practice range, a walking course, or both? (Asked of those with an outdoor range.)
(Sporadic attendees)**



**Q44. How many shooters can your indoor range accommodate on the shooting line at one time?
(Asked of those with an indoor range.)
(Sporadic attendees)**



Q48. How many lanes does your outdoor practice range or ranges have in total? (Asked of those with an outdoor range that includes a practice range.) (Sporadic attendees)

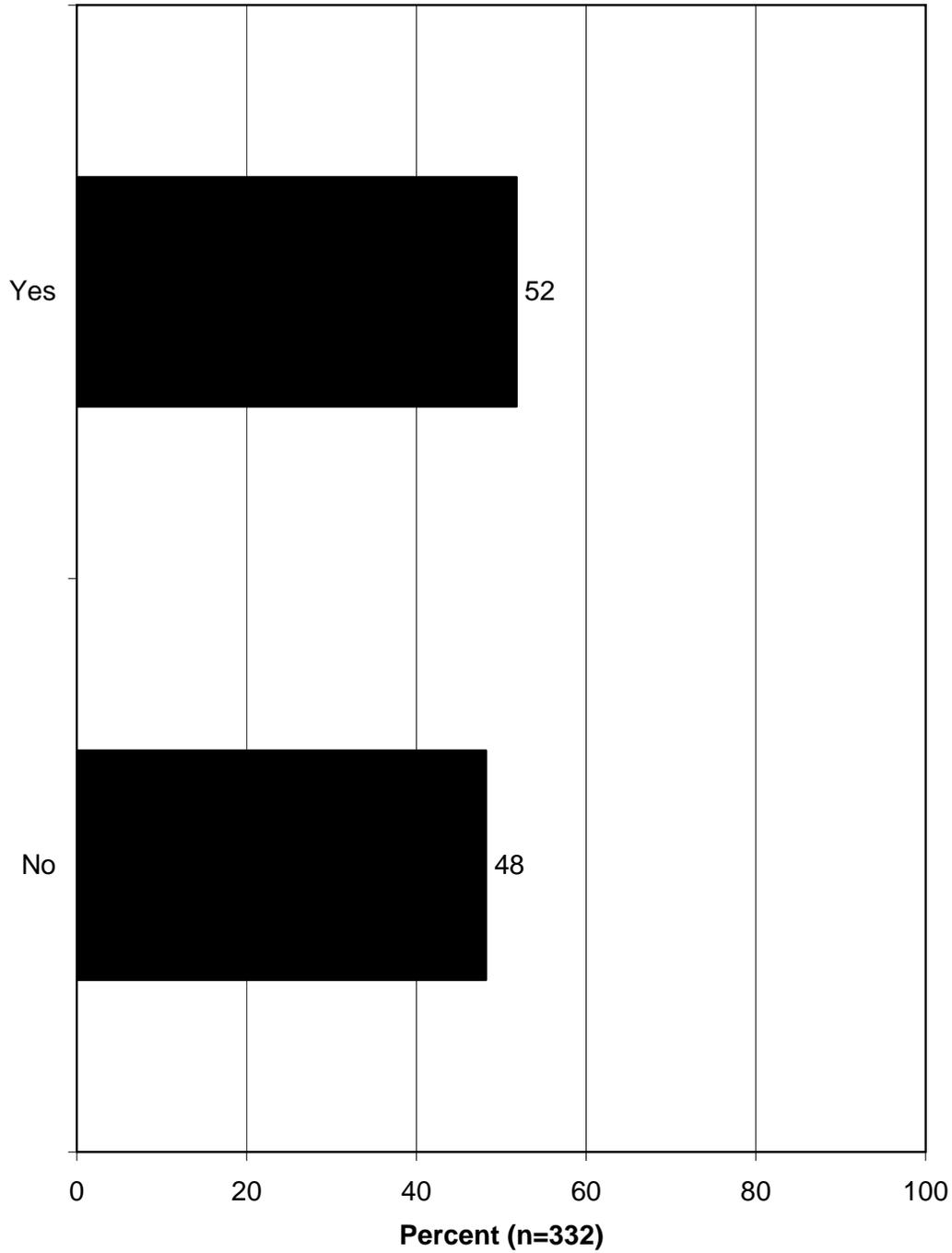


LEAGUES AND CLASSES OFFERED

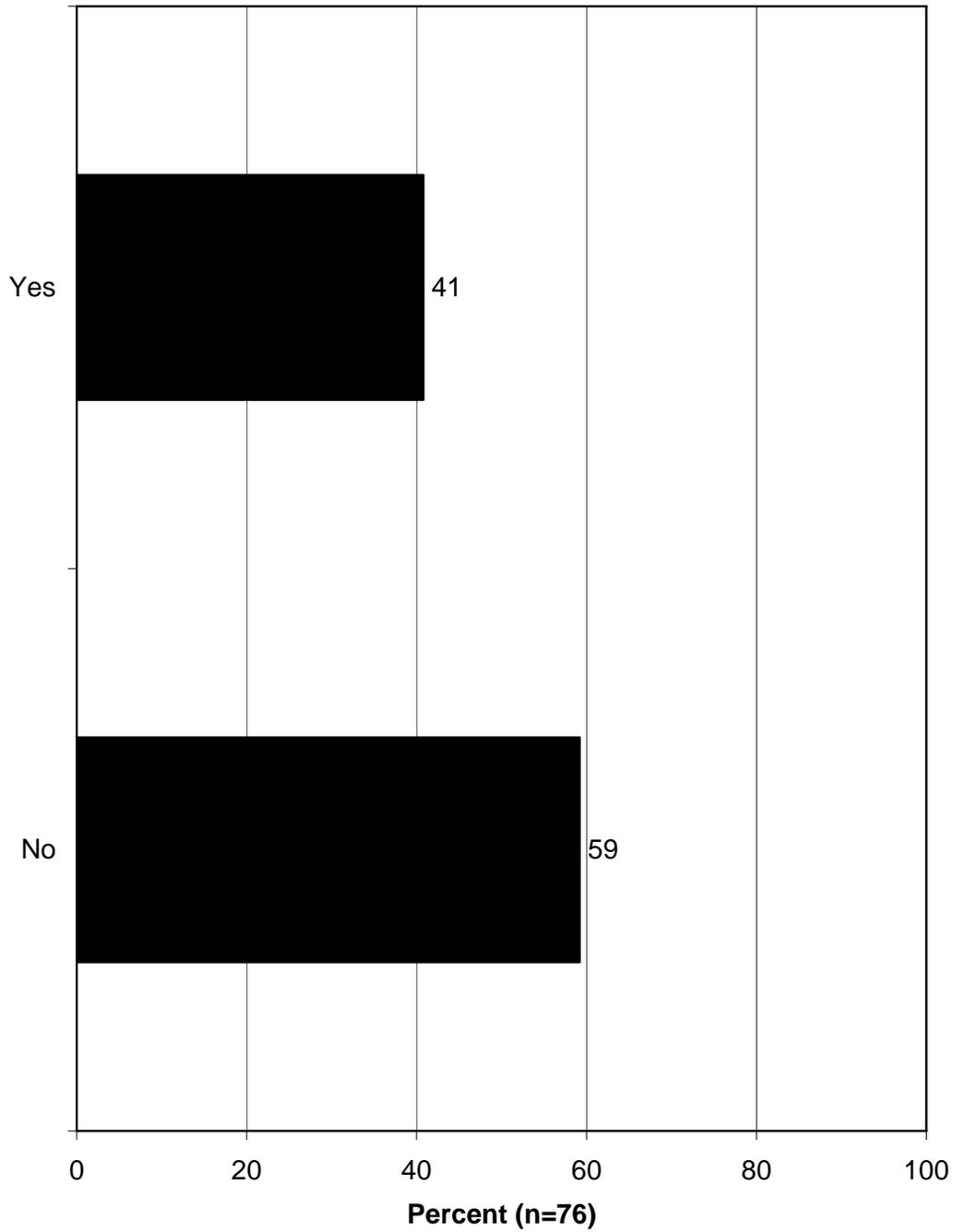
- Regarding archery shooting leagues:
 - Just over half of consistent attendees (52%) say that their business offers any type of archery shooting league.
 - Among sporadic attendees, 41% say that their business offers any type of archery shooting league.

- Regarding classes, group lessons, or camps:
 - Almost two-thirds of consistent attendees (63%) say that their business offers archery classes, group lessons, or camps.
 - A follow-up question asked about the types of classes, lessons, or camps offered by consistent attendees. The most common are private lessons (given by 86% of businesses that offer classes, lessons, or camps) and 1-day or 1-time classes (62%). Other types of classes, lessons, or camps offered by substantial percentages are 4-H or Scouting programs (48%), multi-week classes or camps for beginners (40%), multi-week classes or camps for intermediate or advanced archers (34%), and seasonal classes or camps (29%).
 - Half of sporadic attendees (50%) say that their business offers archery classes, group lessons, or camps.
 - In follow-up, the most common types of classes, group lessons, or camps offered by sporadic attendees are private lessons (given by 89% of businesses that offer classes, lessons, or camps), 1-day or 1-time classes (68%), and 4-H or Scouting programs (63%). Other types of classes, lessons, or camps offered by substantial percentages are multi-week classes or camps for intermediate or advanced archers (45%) and multi-week classes or camps for beginners (37%).

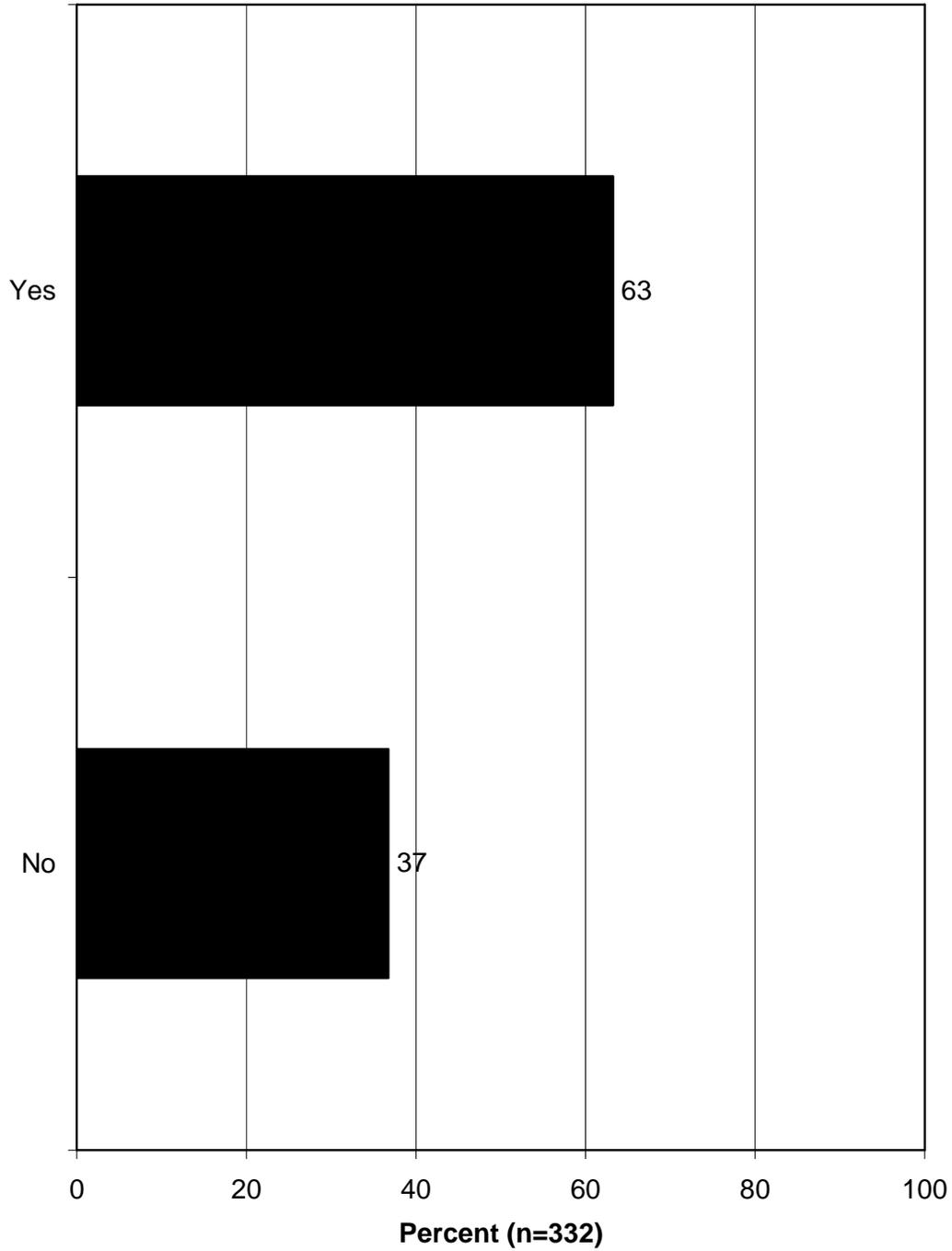
**Q54. Does your business offer any type of archery shooting leagues?
(Consistent attendees)**



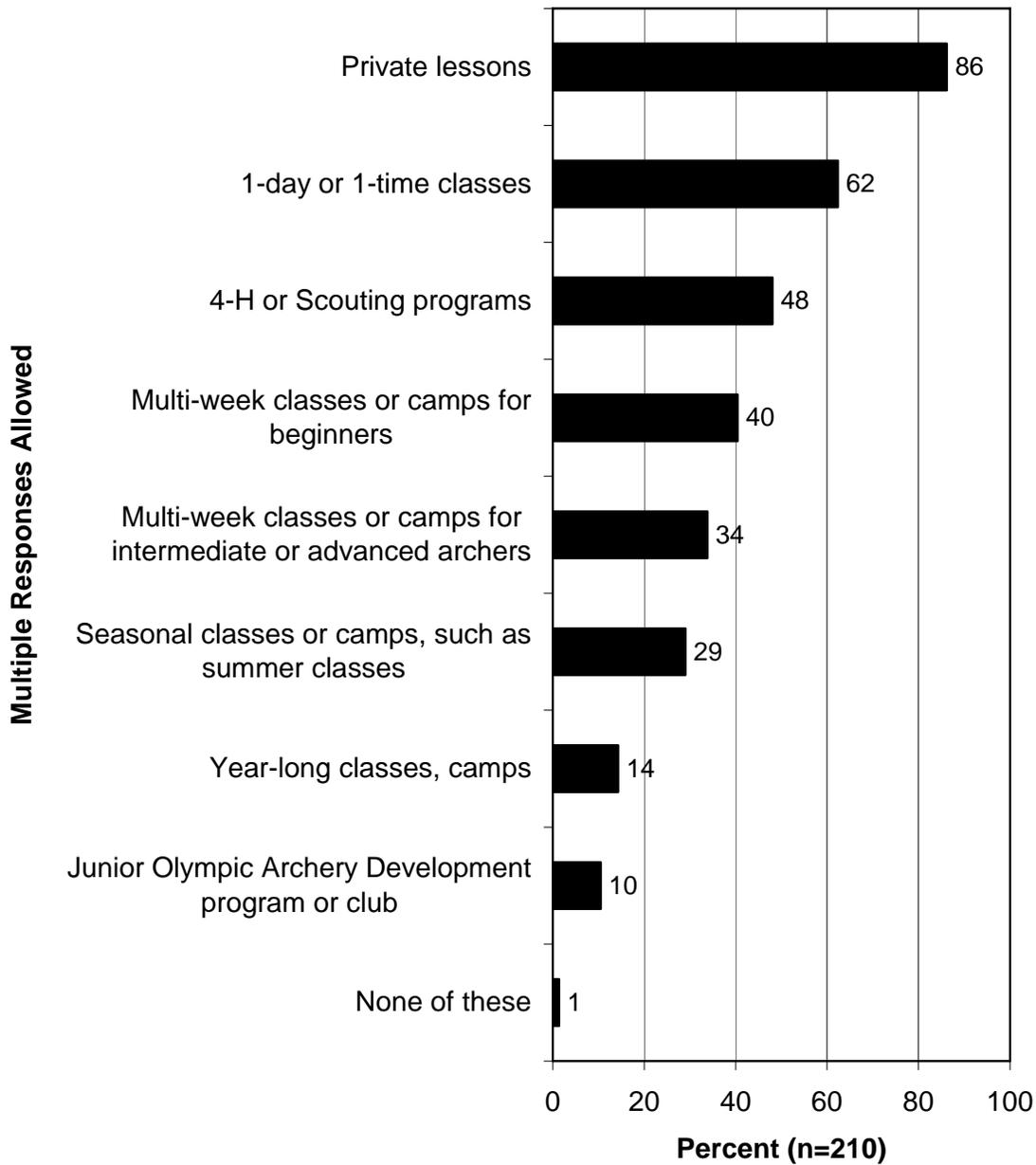
**Q54. Does your business offer any type of archery shooting leagues?
(Sporadic attendees)**



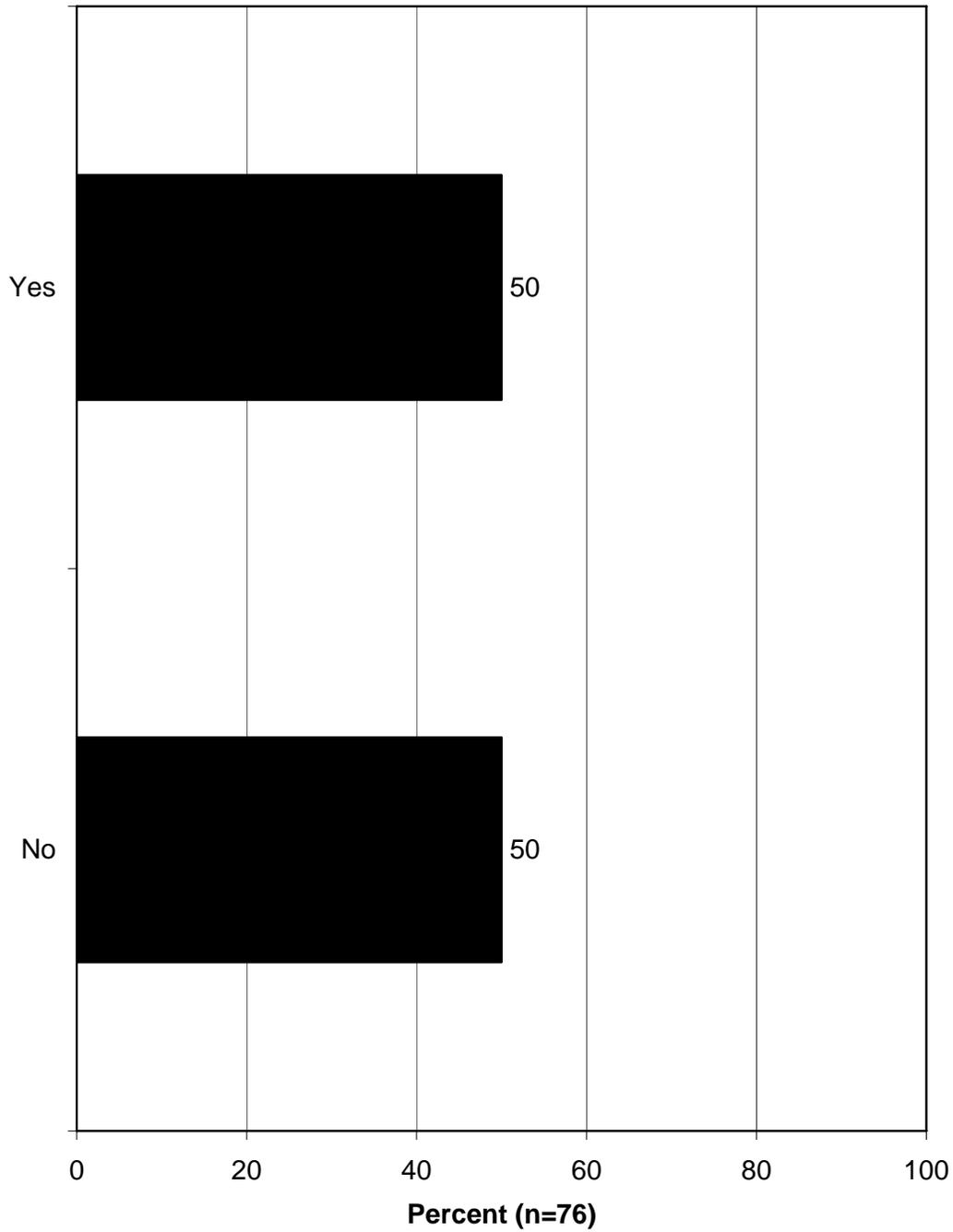
**Q55. Does your business offer archery classes,
group lessons, or camps?
(Consistent attendees)**



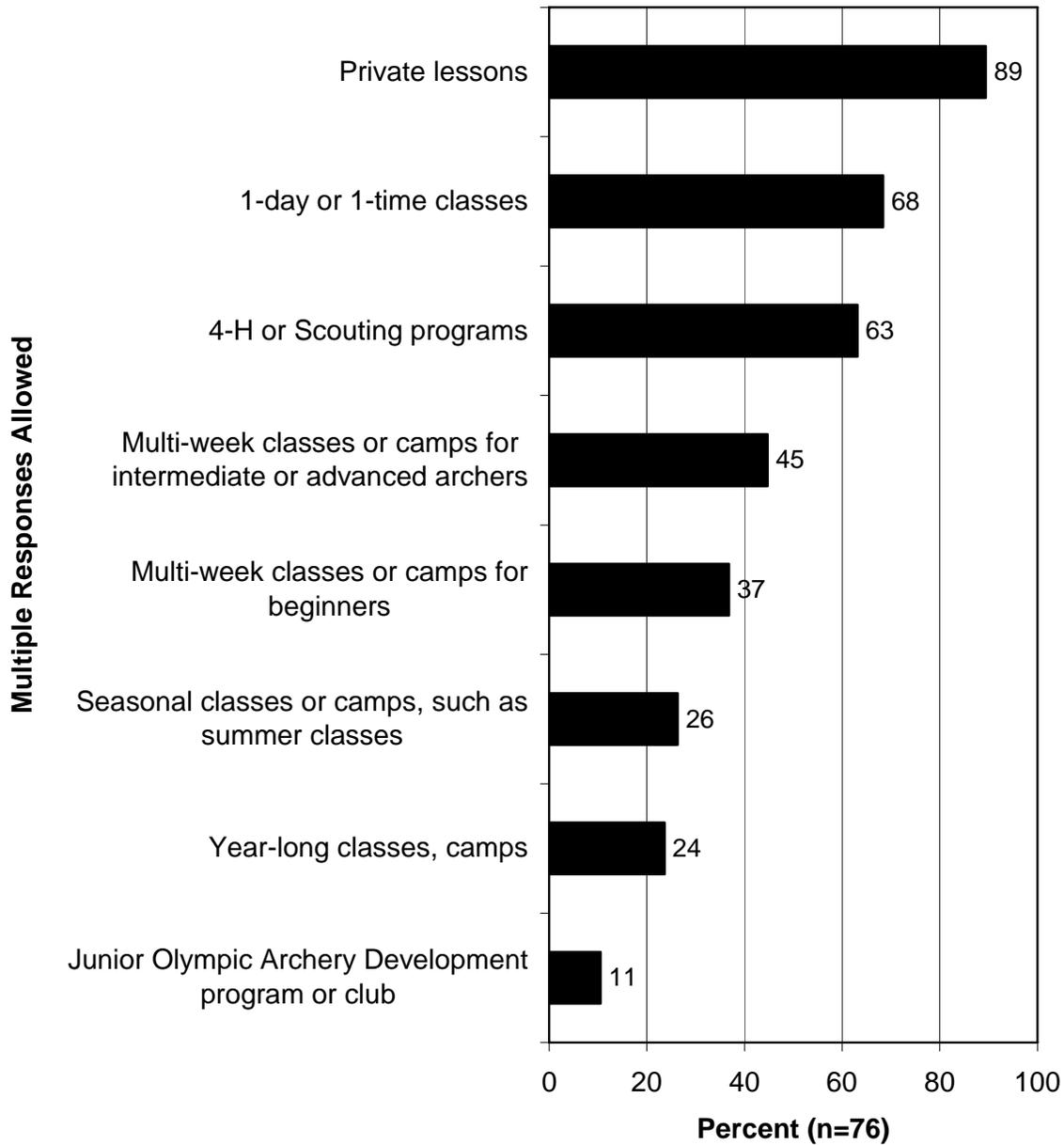
**Q58. Which of the following archery classes, group lessons, or camps does your business offer?
(Asked of those whose business offers archery classes, group lessons, or camps.)
(Consistent attendees)**



**Q55. Does your business offer archery classes,
group lessons, or camps?
(Sporadic attendees)**



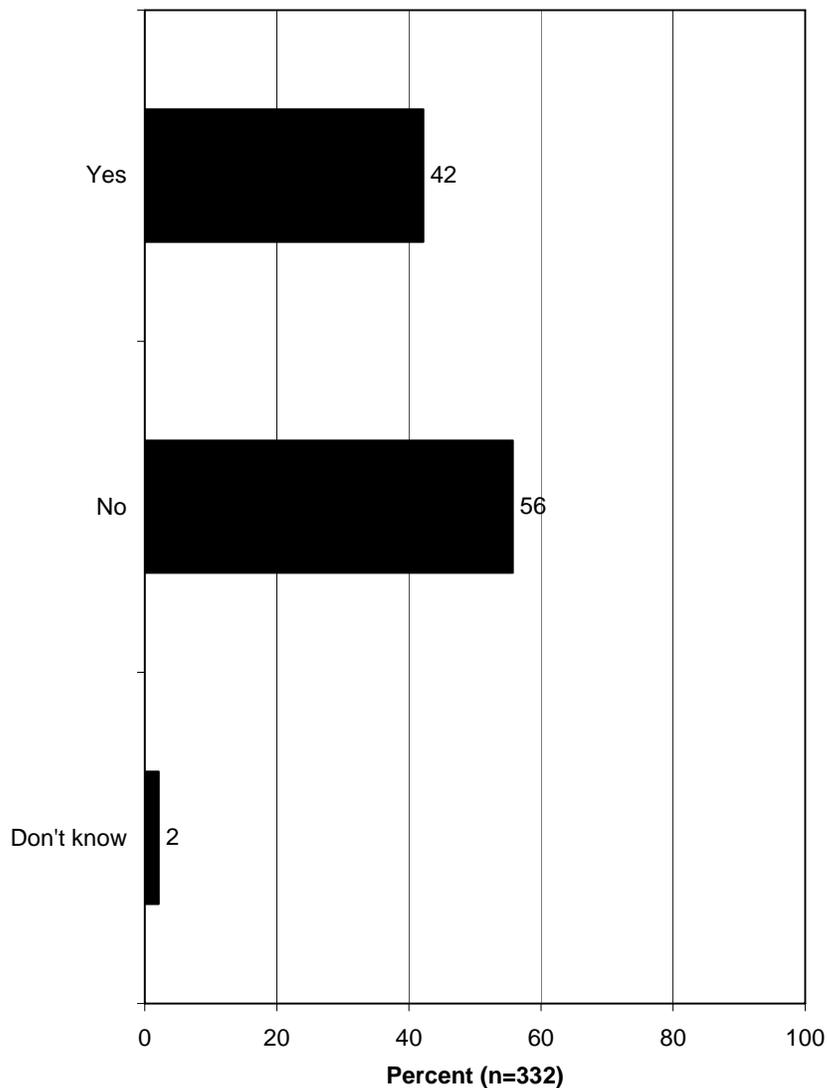
**Q58. Which of the following archery classes, group lessons, or camps does your business offer?
(Asked of those whose business offers archery classes, group lessons, or camps.)
(Sporadic attendees)**



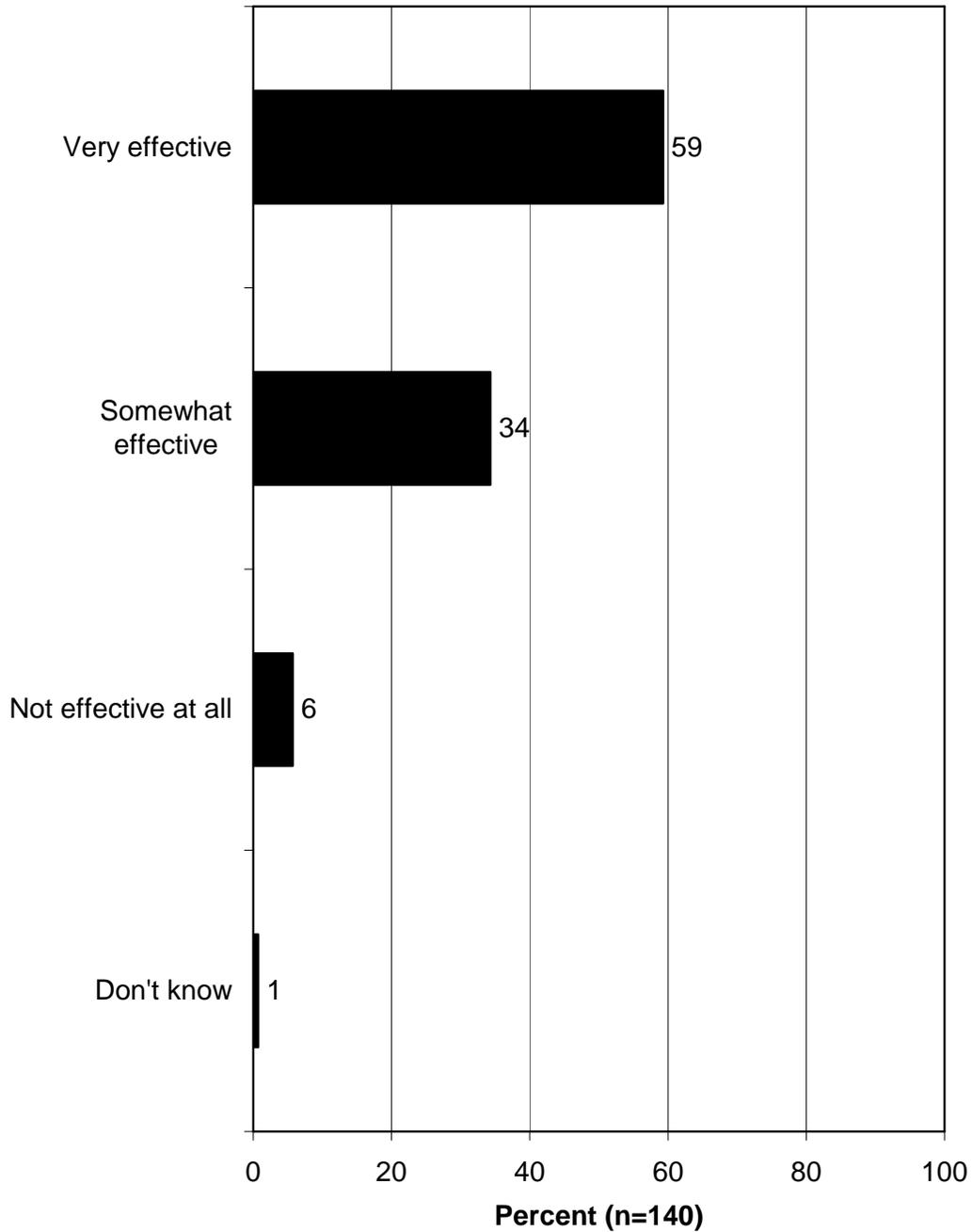
USE AND RATING OF TRADE SHOW MOBILE APP

- Among consistent attendees, 42% indicated that they or another person in their business used the ATA Trade Show Mobile App.
 - Those who had used it were asked to rate it. Most users found it *very* effective (59%), and another 34% found it *somewhat* effective (a sum of 93%).
 - These questions were not asked of sporadic attendees.

Q39. Did you or anyone in your business use the ATA Trade Show Mobile App? (Consistent attendees)



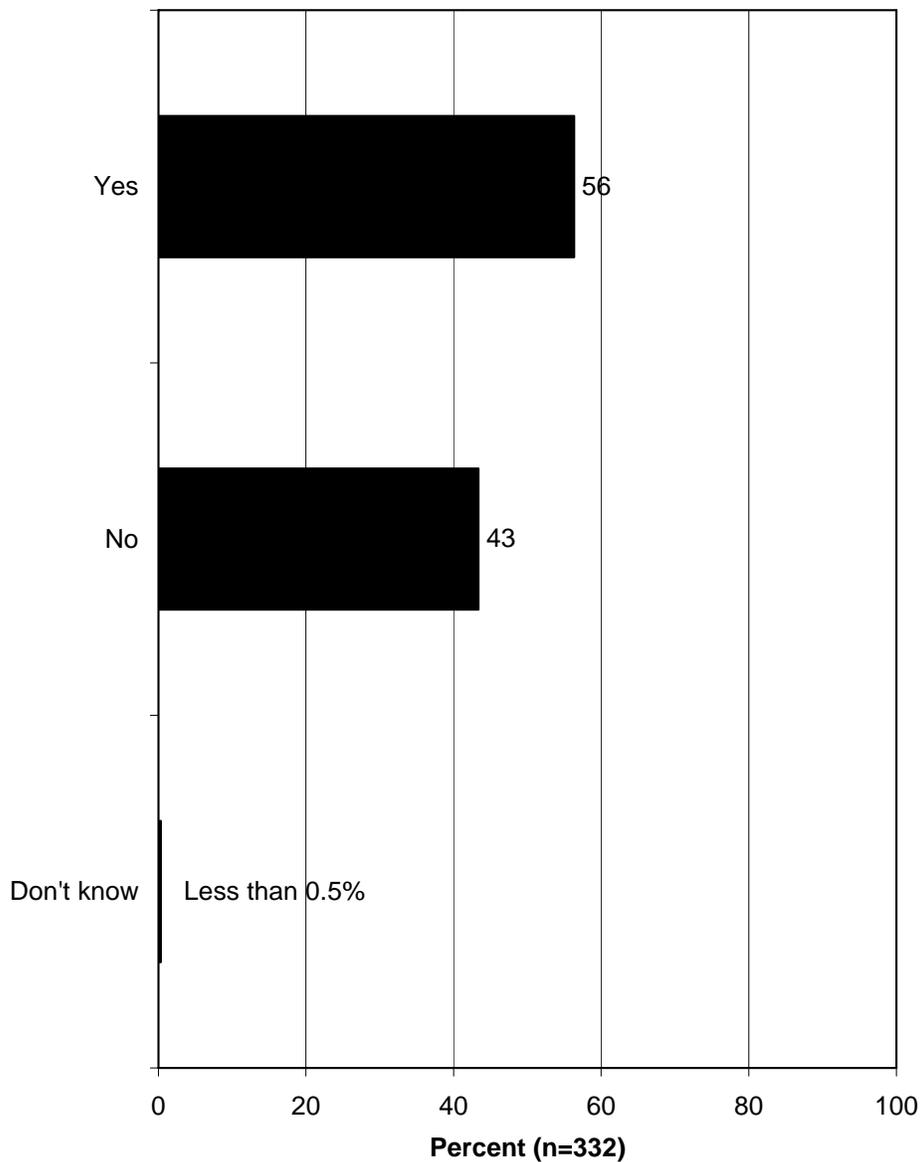
**Q40. How effective or ineffective would you say the Trade Show Mobile App was? (Asked of those who used the Trade Show Mobile App.)
(Consistent attendees)**



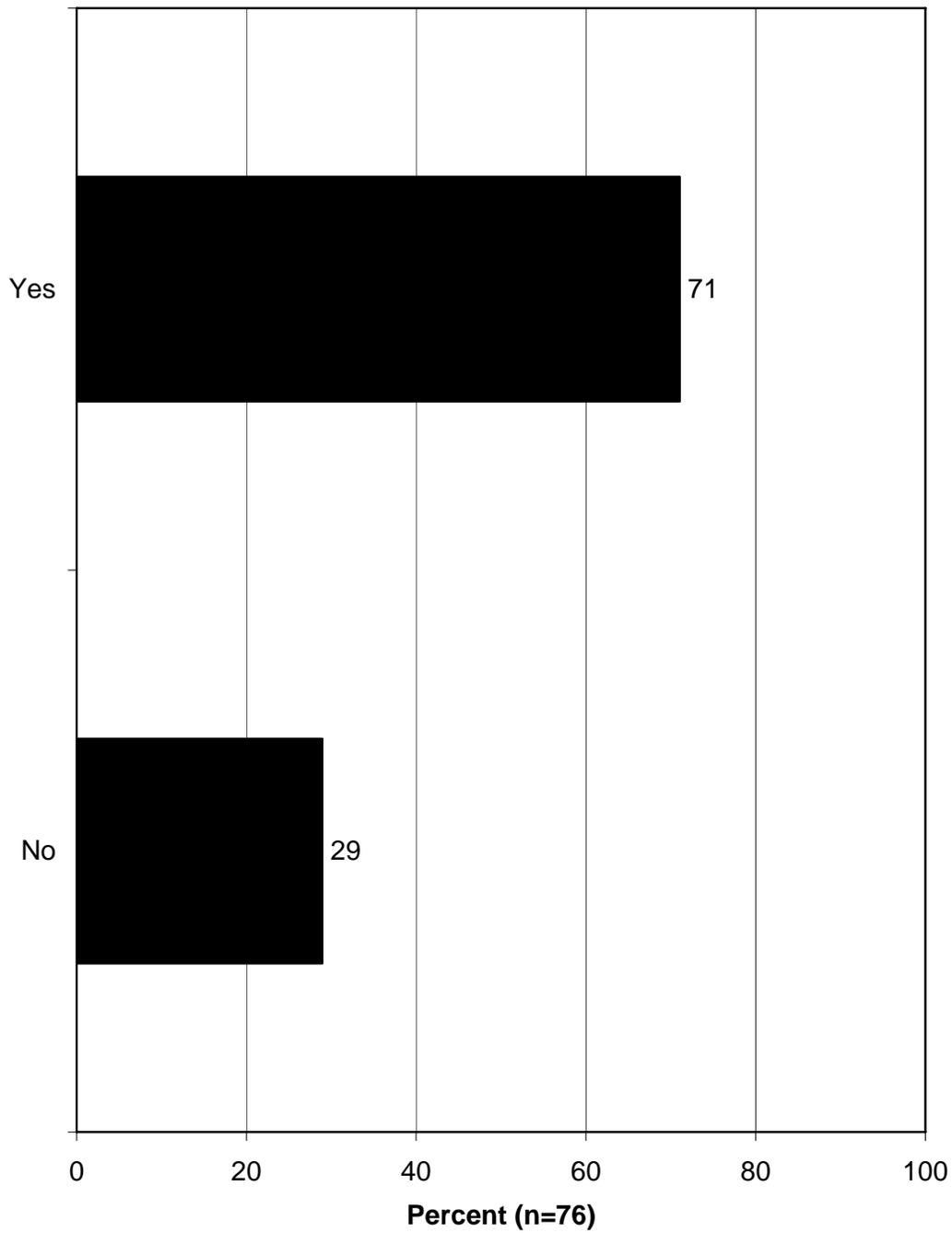
POINT OF SALE SYSTEMS

- More than half of consistent attendees (56%) say that their business has a Point of Sale system (also called a POS system). Among sporadic attendees, 71% say that their business has a Point of Sale system.

Q59. Does your business have a Point of Sale System, sometimes called a POS System? (Consistent attendees)



**Q59. Does your business have a Point of Sale System, sometimes called a POS System?
(Sporadic attendees)**

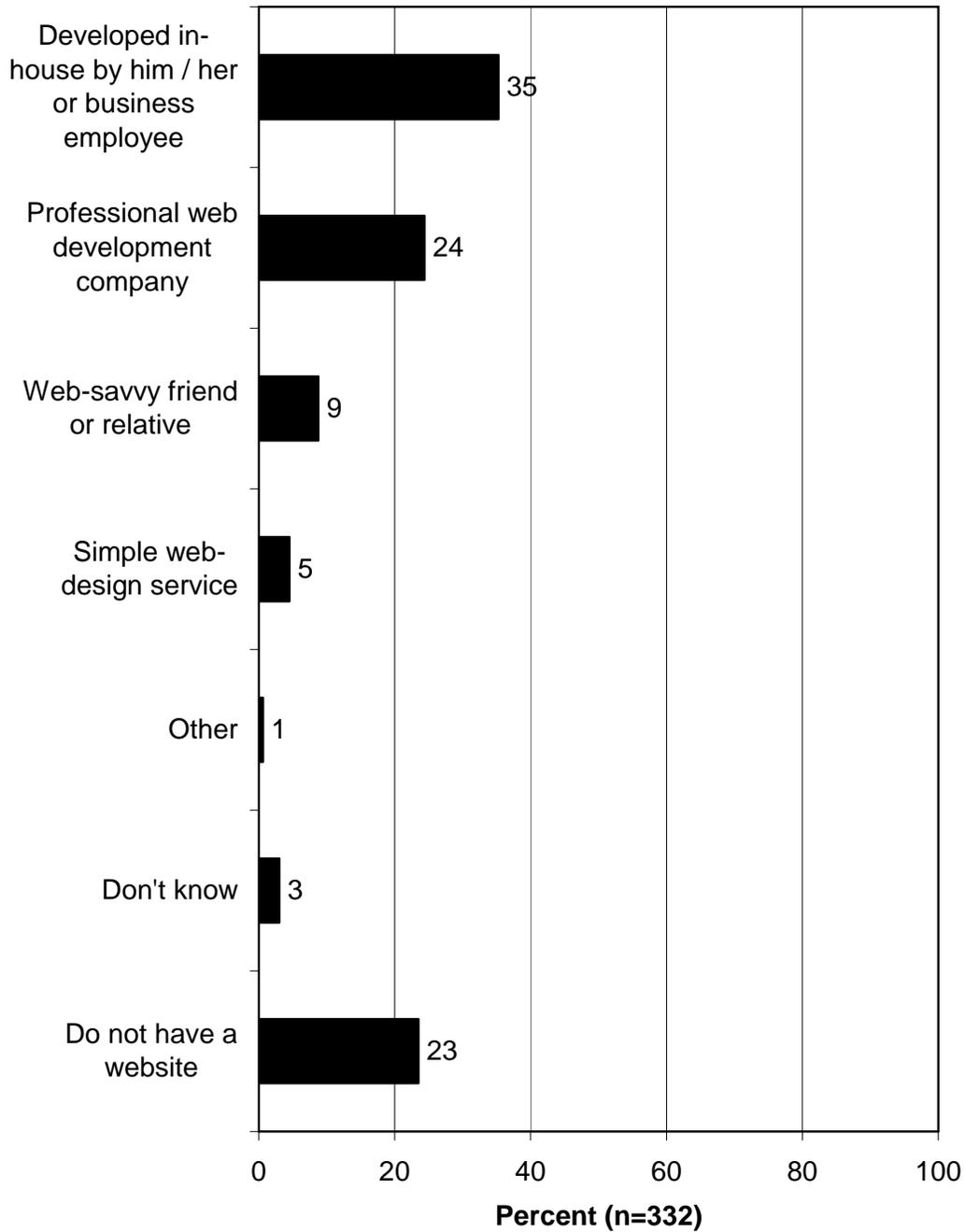


BUSINESS WEBSITES AND FACEBOOK PAGES

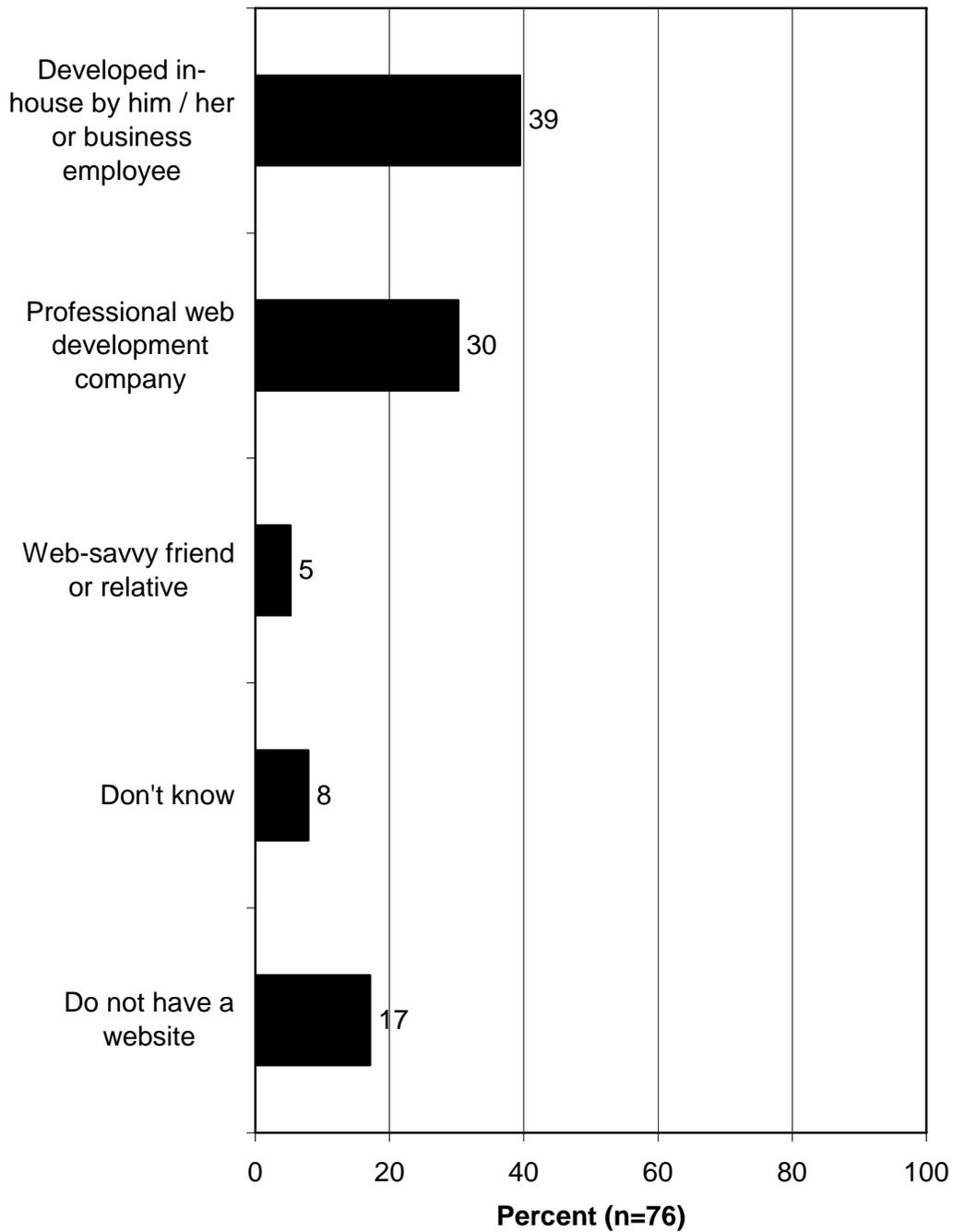
- Most commonly, consistent attendees say that their business website was developed in-house (35% developed their site that way), followed by 24% saying that a professional web development company did so. Note that 23% say that their business has no website.
 - Sporadic attendees were also asked this question: 39% say it was developed in-house, and 30% say that a professional web development company did so. Meanwhile, 17% say that their business has no website.

- The overwhelming majority of consistent attendees (84%) say that their business has a Facebook page, and 87% of sporadic attendees say that their business has a Facebook page.
 - A follow-up question shows how often these businesses post on Facebook. Most commonly, consistent and sporadic attendees do so every day.

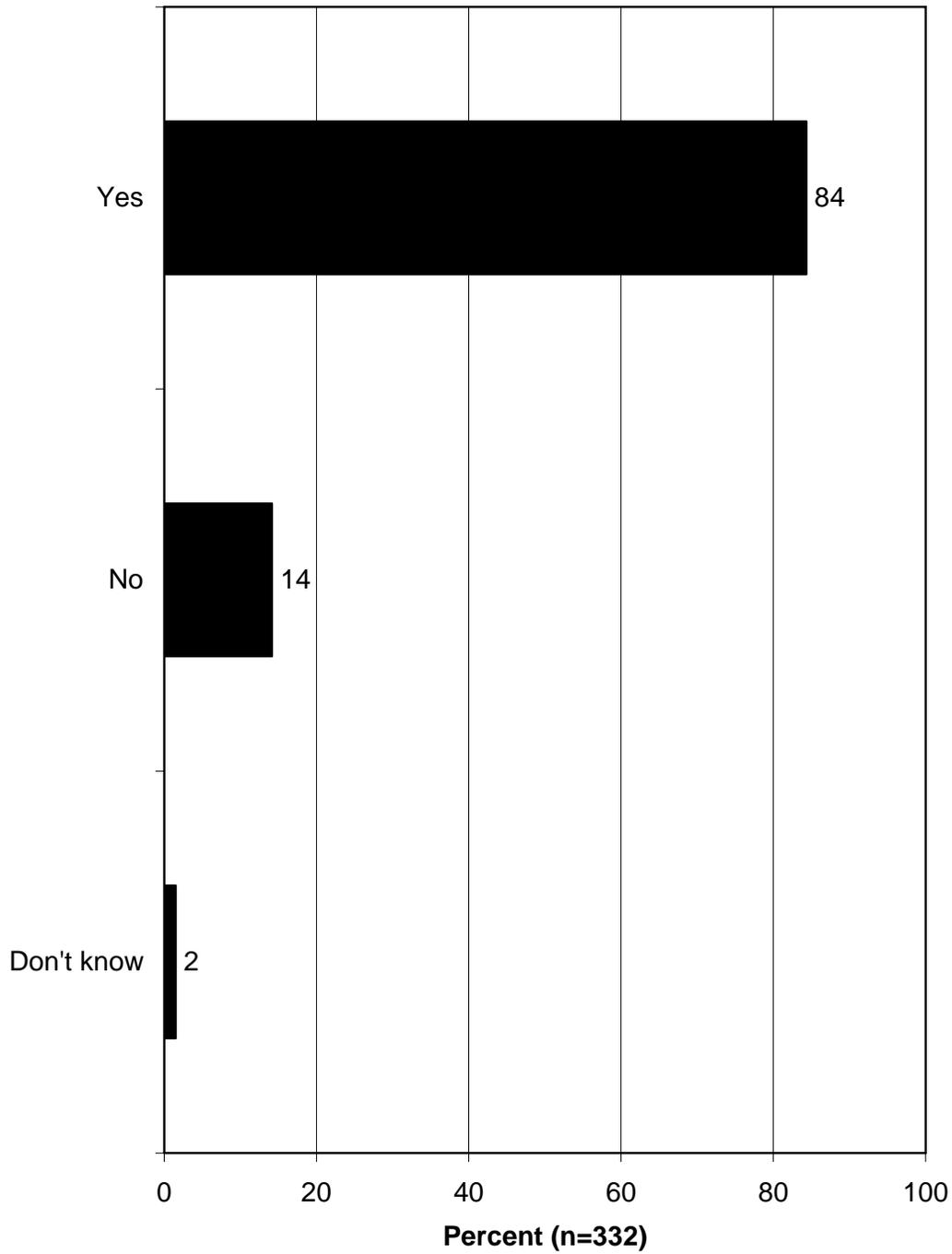
**Q60. How was your website developed, or do you not have one?
(Consistent attendees)**



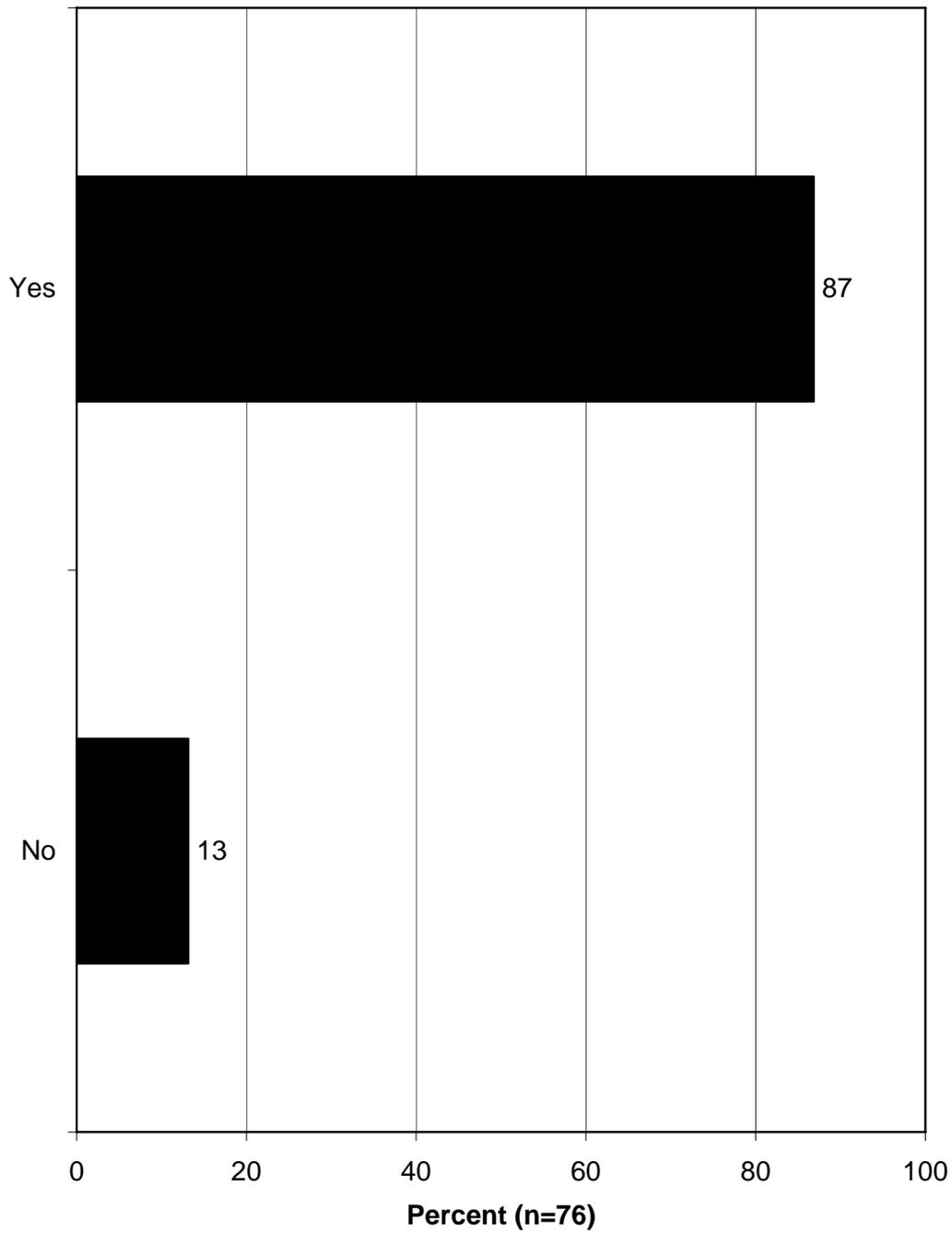
**Q60. How was your website developed, or do you not have one?
(Sporadic attendees)**



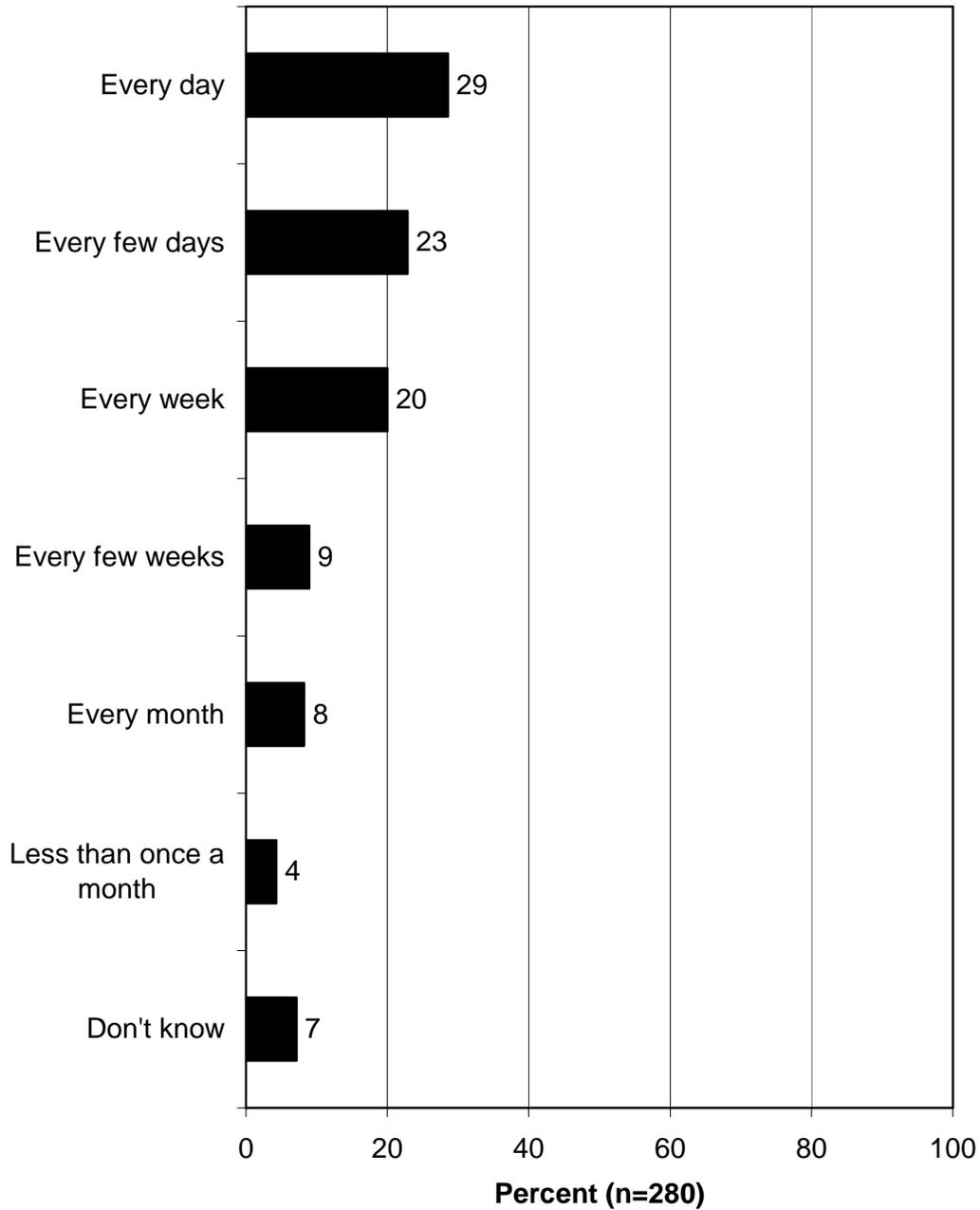
**Q62. Does your business have a Facebook page?
(Consistent attendees)**



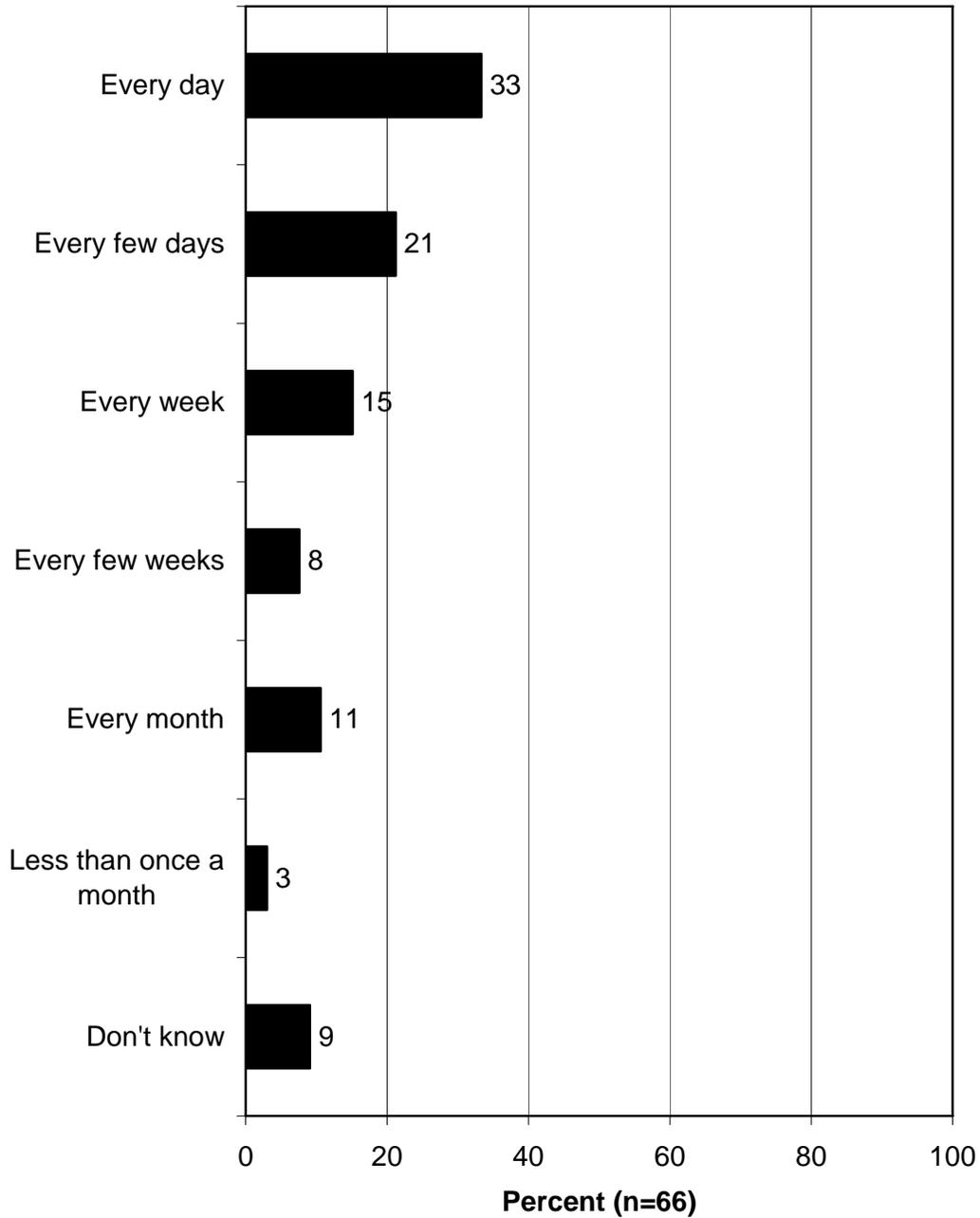
**Q62. Does your business have a Facebook page?
(Sporadic attendees)**



**Q63. How often does your business post on its Facebook page? (Asked of those whose business has a Facebook page.)
(Consistent attendees)**



**Q63. How often does your business post on its Facebook page? (Asked of those whose business has a Facebook page.)
(Sporadic attendees)**



ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing our in-house, full-service telephone, mail, and web-based survey center with 50 professional interviewers, we have conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communication plans, needs assessments, and program evaluations.

Clients include the federal natural resource and land management agencies, most state fish and wildlife agencies, state departments of natural resources, environmental protection agencies, state park agencies, tourism boards, most of the major conservation and sportsmen's organizations, and numerous private businesses. Responsive Management also collects attitude and opinion data for many of the nation's top universities.

Specializing in research on public attitudes toward natural resource and outdoor recreation issues, Responsive Management has completed a wide range of projects during the past 22 years, including dozens of studies of hunters, anglers, wildlife viewers, boaters, park visitors, historic site visitors, hikers, birdwatchers, campers, and rock climbers. Responsive Management has conducted studies on endangered species; waterfowl and wetlands; and the reintroduction of large predators such as wolves, grizzly bears, and the Florida panther.

Responsive Management has assisted with research on numerous natural resource ballot initiatives and referenda and has helped agencies and organizations find alternative funding and increase their membership and donations. Additionally, Responsive Management has conducted major organizational and programmatic needs assessments to assist natural resource agencies and organizations in developing more effective programs based on a solid foundation of fact.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management has also conducted focus groups and personal interviews with residents of the African countries of Algeria, Cameroon, Mauritius, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe.

Responsive Management routinely conducts surveys in Spanish and has conducted surveys in Chinese, Korean, Japanese and Vietnamese and has completed numerous studies with specific target audiences, including Hispanics; African-Americans; Asians; women; children; senior citizens; urban, suburban, and rural residents; large landowners; and farmers.

Responsive Management's research has been upheld in U.S. District Courts; used in peer-reviewed journals; and presented at major natural resource, fish and wildlife, and outdoor recreation conferences across the world. Company research has been featured in most of the nation's major media, including CNN, *The New York Times*, *The Wall Street Journal*, and on the front pages of *USA Today* and *The Washington Post*. Responsive Management's research has also been highlighted in *Newsweek* magazine.

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