

COVID-19

SURVEY RESULTS



View a summary of responses below from the ATA's recent "COVID Communications: Have they been helpful?" survey sent to manufacturer and retailer members.

70% of members find the ATA COVID-19 updates useful.

- 14% of members did not find the ATA COVID-19 updates useful.
- 16% of members did not read the updates.

50% of members have viewed the COVID-19 Roundup page on archerytrade.org.

- 50% of members have not viewed the COVID-19 Roundup page on archerytrade.org.

57% of members are open with social distancing restrictions. (modified hours, limited head count, virtual lessons, other, etc.)

- 31% of members are open with no restrictions.
- 5% of members say they're not sure what the status of their business is.
- 5% of members are not open, hoping to open within 0-2 months.
- 2% of member are not open, hoping to open within 3-6 months.

Outside of reopening, members are currently concerned about:

- Delay in suppliers
- Consumer/Cash flow/Economy
- Politics/Political views
- Rehiring staff
- Making their range(s) profitable again
- Supply chain disruptions