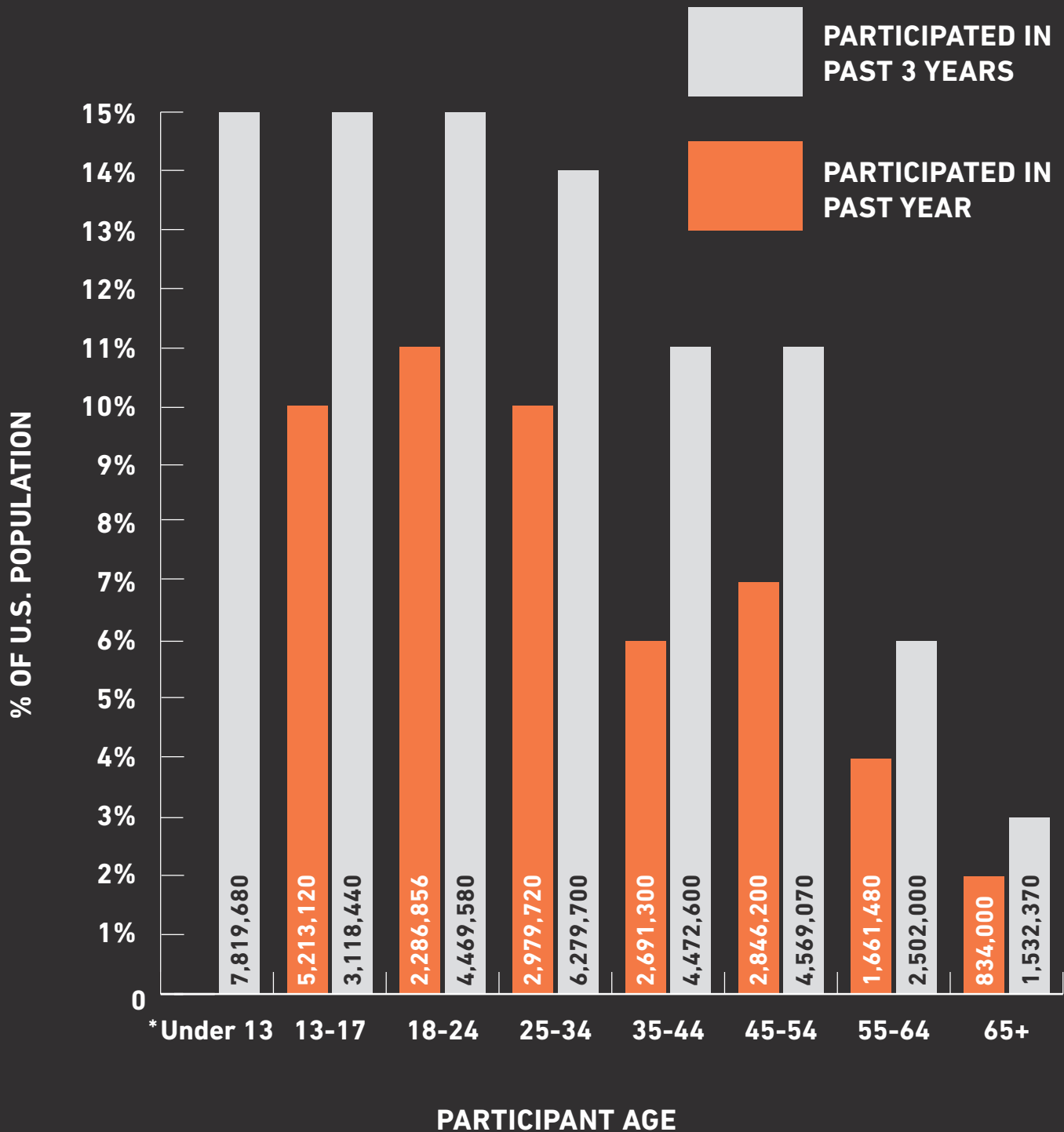


RECREATIONAL ARCHERY KEY FINDINGS

PARTICIPATION BY AGE



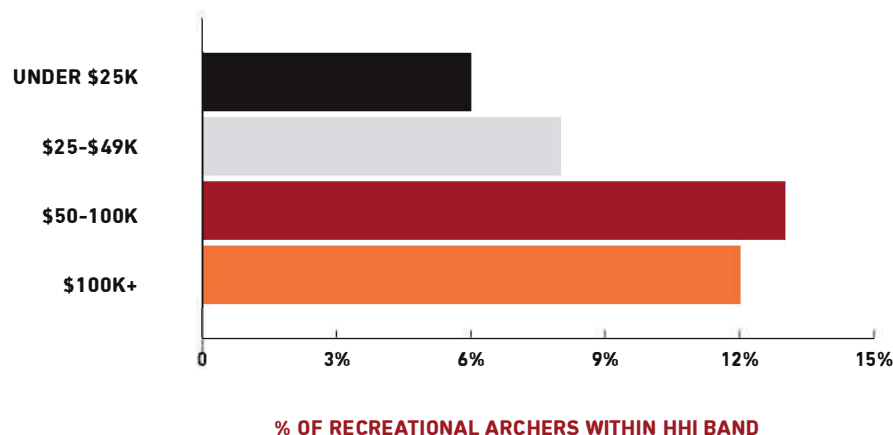
*Due to privacy protection laws, activity participation data for those under age 13 in the past year was not available.

**Participation totals in these graphs reflect the number of participants who participate in a number of activities, not just the specific archery discipline alone.

RECREATIONAL ARCHERY SNAPSHOT

DEMOGRAPHICS FROM 2017, 2018 AND 2019

HOUSEHOLD INCOME



GENDER

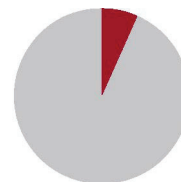
14%

OF U.S. MALES ARE RECREATIONAL ARCHERS

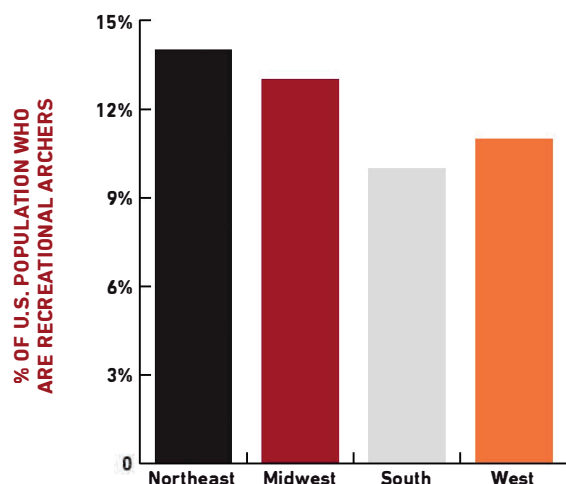


6%

OF U.S. FEMALES ARE RECREATIONAL ARCHERS



CENSUS REGION



EDUCATION

10%

OF U.S. POPULATION WITH A COLLEGE DEGREE ARE RECREATIONAL ARCHERS

10%

OF U.S. POPULATION WITHOUT A COLLEGE DEGREE ARE RECREATIONAL ARCHERS



RACE/ETHNICITY

13%

OF THE ENTIRE U.S. ASIAN POPULATION

4%

OF THE ENTIRE U.S. BLACK POPULATION

11%

OF THE ENTIRE U.S. HISPANIC POPULATION

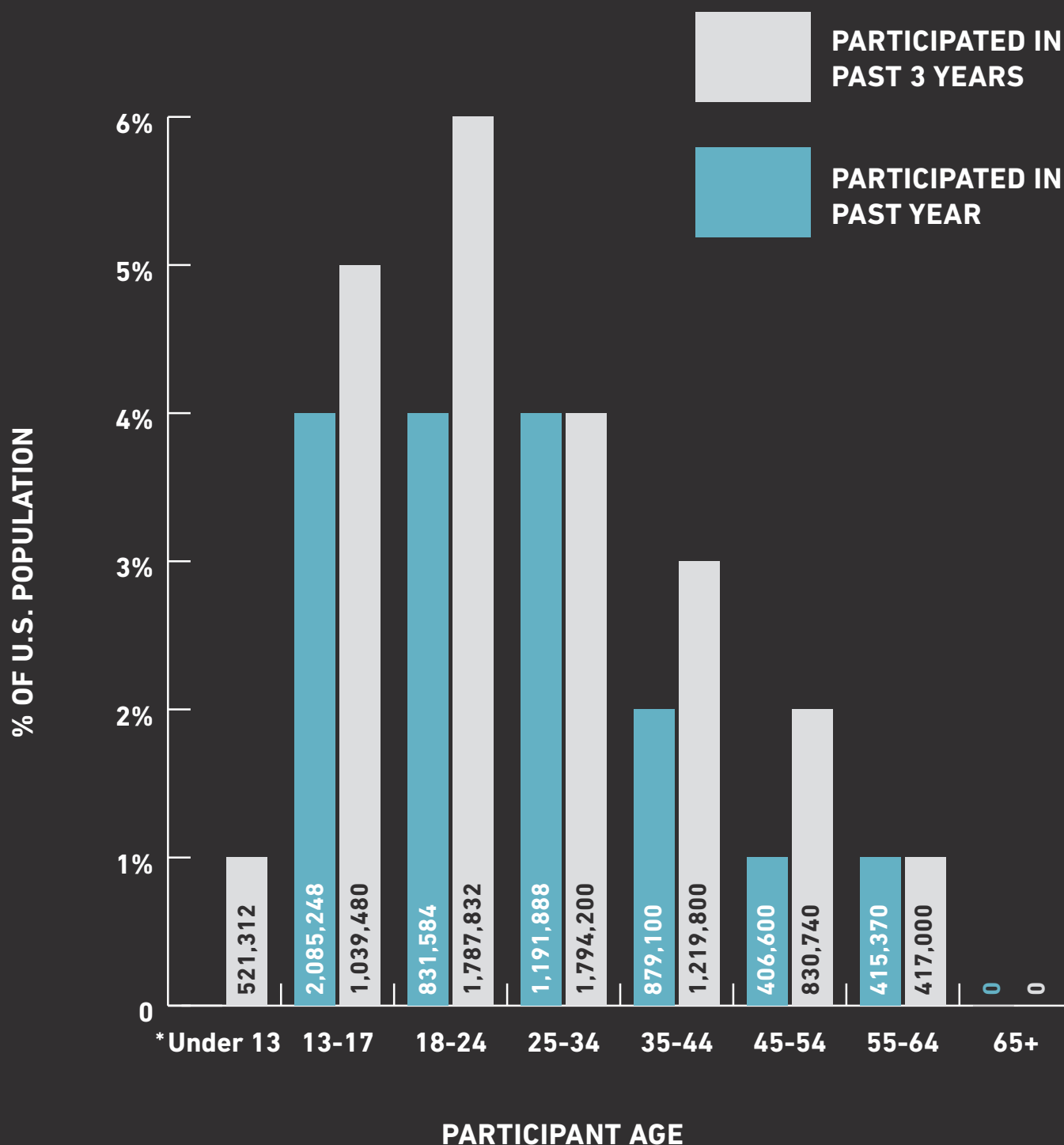
11%

OF THE ENTIRE U.S. WHITE POPULATION

ARE RECREATIONAL ARCHERS

COMPETITIVE ARCHERY KEY FINDINGS

PARTICIPATION BY AGE



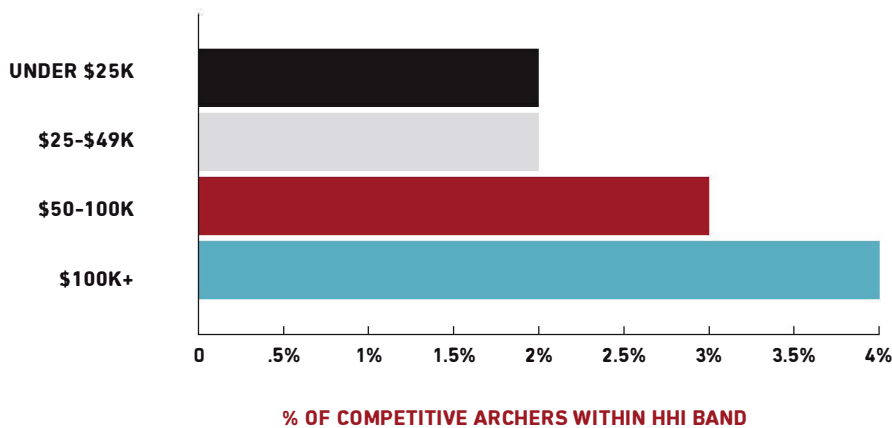
*Due to privacy protection laws, activity participation data for those under age 13 in the past year was not available.

**Participation totals in these graphs reflect the number of participants who participate in a number of activities, not just the specific archery discipline alone.

COMPETITIVE ARCHERY SNAPSHOT

DEMOGRAPHICS FROM 2017, 2018 AND 2019

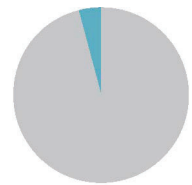
HOUSEHOLD INCOME



GENDER

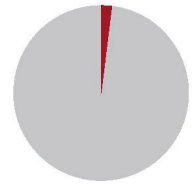
4%

OF U.S. MALES ARE COMPETITIVE ARCHERS

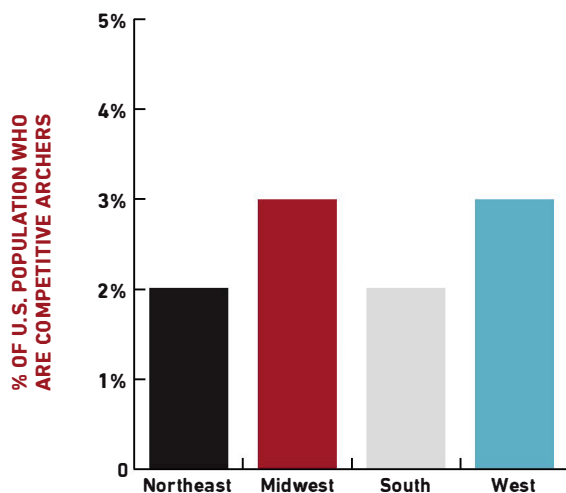


2%

OF U.S. FEMALES ARE COMPETITIVE ARCHERS



CENSUS REGION



EDUCATION

3% OF U.S. POPULATION WITH A COLLEGE DEGREE ARE COMPETITIVE ARCHERS

2% OF U.S. POPULATION WITHOUT A COLLEGE DEGREE ARE COMPETITIVE ARCHERS



RACE/ETHNICITY

1% OF THE ENTIRE U.S. ASIAN POPULATION

3% OF THE ENTIRE U.S. BLACK POPULATION

5% OF THE ENTIRE U.S. HISPANIC POPULATION

2% OF THE ENTIRE U.S. WHITE POPULATION

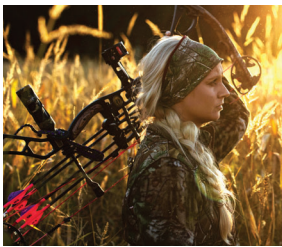
ARE COMPETITIVE ARCHERS

AUDIENCE PROFILES



THE YOUTH

"My dad hunts, and has gotten me into archery in our backyard. Plus, Katniss Everdeen made it look so cool in the Hunger Games that I definitely wanted to give it a try. I even get to practice at summer camp with my friends."



THE TRAILBLAZER

"I grew up shooting arrows, and while my first bow was a hand-me-down, I have since invested in my own equipment. I want to be taken seriously in this field, and while I've nailed the basics, I'm always trying to up my game."



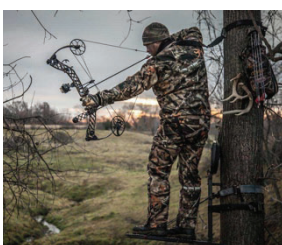
THE ARCHER

"I love the skill, precision and patience it takes to be an archer. It's a sport that is both serious and relaxing for me. Luckily I can shoot in my backyard or go to my local range to practice, but I'm always looking for the next competition."



THE HARVESTER

"(Bow)hunting is a calming, spiritual experience for me, and I'm at peace knowing that locally harvesting meat will last me and my family a long time. My dad is the one that taught me it's not hunting just to kill."



THE SPORTSMAN

"I bowhunt for the athleticism of it. I like to think of it as giving the game a fighting chance. I love the outdoors and take my hunting practice very seriously. I also really enjoy hiking, fly fishing and camping outdoors."

WHO THEY ARE

THE YOUTH

- Kids and young teens
- Active
- Already a fan of sports and/or the outdoors
- Adventurous
- Enjoys competition and likes a challenge
- Likely influenced to try archery from watching movies that feature the sport

THE TRAILBLAZER

- Most likely female
- Active
- Competitive
- Unpretentious
- Simple lifestyle
- Most likely has a relationship with a Harvester/Sportsman/Sportswoman
- Older teens through 20s/30s
- Listens to country music

THE ARCHER

- Precise, determined, more individual
- Probably exposed to some form of hunting growing up and/or with family
- Enjoys competition
- Fan of Olympic sports and lifetime sports (such as golf, tennis, etc.)
- Lives an active lifestyle
- Grew up attending summer camps (that likely had an archery component)
- Likely in a scouting group growing up

THE HARVESTER

- Likely married to a hunter and went on a 'hunting'-moon over a honeymoon
- Probably exposed to firearms or had some experience with them in a camp setting
- Leads a simple lifestyle, and doesn't spend much on material things
- Listens to country music
- Tends to eat relatively healthy or is health conscious

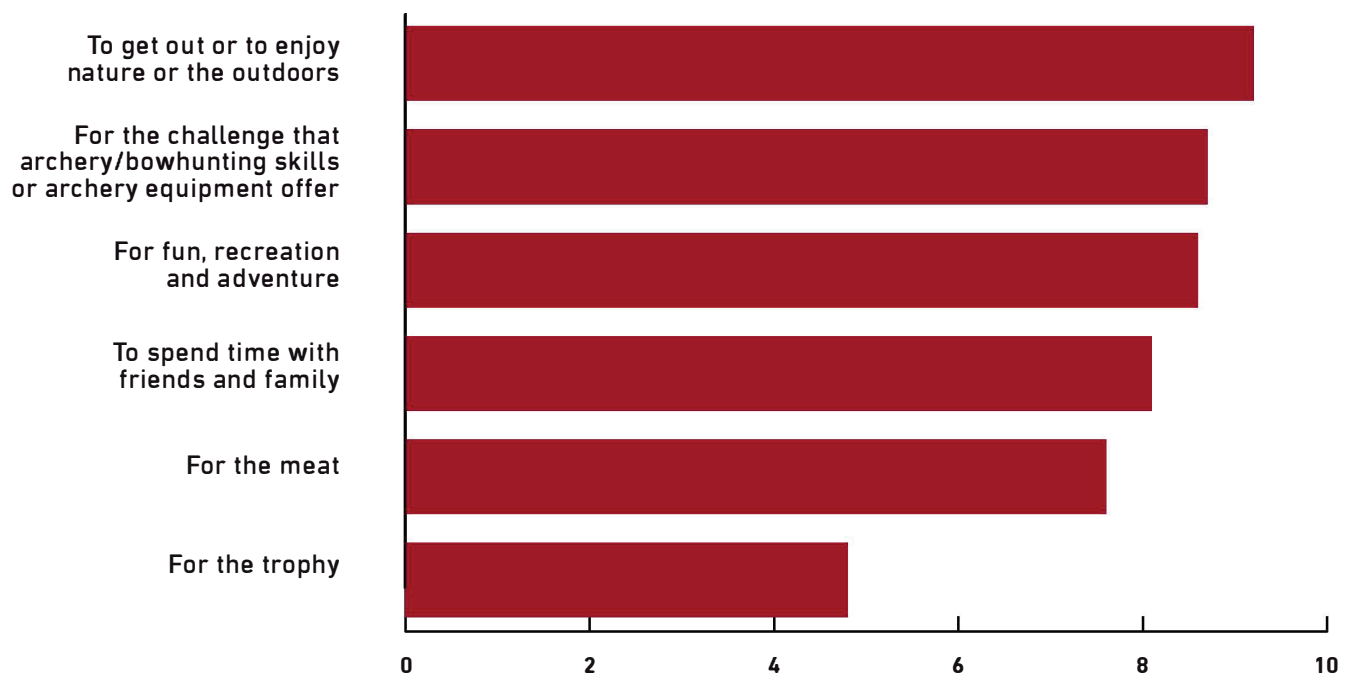
THE SPORTSMAN

- Seasoned hunter who enjoys the sport
- Enjoys other outdoor sports like fly fishing and hiking
- Prefers to hunt with bow as opposed to guns because of the challenge/skill
- Shoots as much as possible during hunting season to remain sharp
- Appreciates the athleticism of the sport
- Watches sports and is passionate about certain teams/sports

BOWHUNTING KEY MOTIVATIONAL FACTORS

IMPORTANCE OF BOWHUNTING BY MOTIVATION

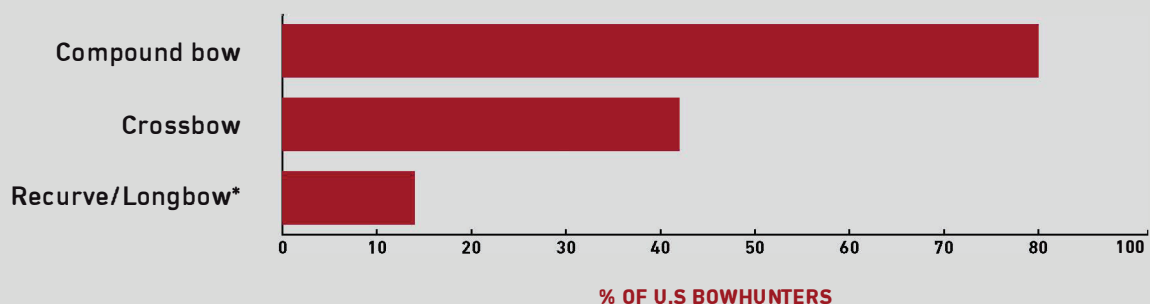
MEAN RATINGS OF BOWHUNTING MOTIVATION FACTORS.
SCALE OF 0-10, WHERE 0 IS NOT IMPORTANT AND 10 IS
EXTREMELY IMPORTANT.



Source: Reactivating Lapsed Bowhunters: Evaluating the Effectiveness of Various Email Campaign Messages (2018), p. 291. Study Conducted for the ATA by Responsive Management.

BOWHUNTING EQUIPMENT USED

MULTIPLE RESPONSES ALLOWED



* Groups have been combined and/or modified to best suit this packet.

Source: Reactivating Lapsed Bowhunters: Evaluating the Effectiveness of Various Email Campaign Messages (2018), p. 303. Study Conducted for the ATA by Responsive Management.

BOWHUNTING KEY MOTIVATIONAL FACTORS

BOWHUNTING WORD ASSOCIATION

PERCENT WHO INDICATED THAT THE FOLLOWING HAD A POSITIVE / NEUTRAL / NEGATIVE ASSOCIATION WITH HUNTING.

