



SINGLE SPORTS REPORT

insight08



USA Sports Participation Study



BILLIARDS



SGMA
SPORTING GOODS Manufacturers Association

Methodology

During late January 2008/early February a total of 40,794 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,013 individual and 25,781 household surveys were completed. The total panel has over 1 million members and is maintained to be representative of the US population. Over sampling of ethnic groups took place to boost response from typically under responding groups.

A weighting technique was used to balance the data to reflect the total US population aged 6 and above. The following variables were used: gender, age, income, household size, region and population density. The total population figure used was 276,796,000 people aged 6 and above.

Confidentiality

This report is supplied to client on a confidential basis and is intended for client's exclusive use. Reproduction, transmission or publication, in whole or in part, without written permission of SGMA is prohibited.

Statistical analysis and charts were produced by Sports Marketing Surveys.



1150 17th St. NW, Washington, DC 20036
Telephone: 202-775-1762 Fax: 202-296-7462
Website: www.SGMA.com
E-mail: info@SGMA.com

Guide to Reading Tables

Table Key

Segment % = share of each sub-group

Index vs. Total Pop. (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 sports' participants equals the % of the national population who participate.

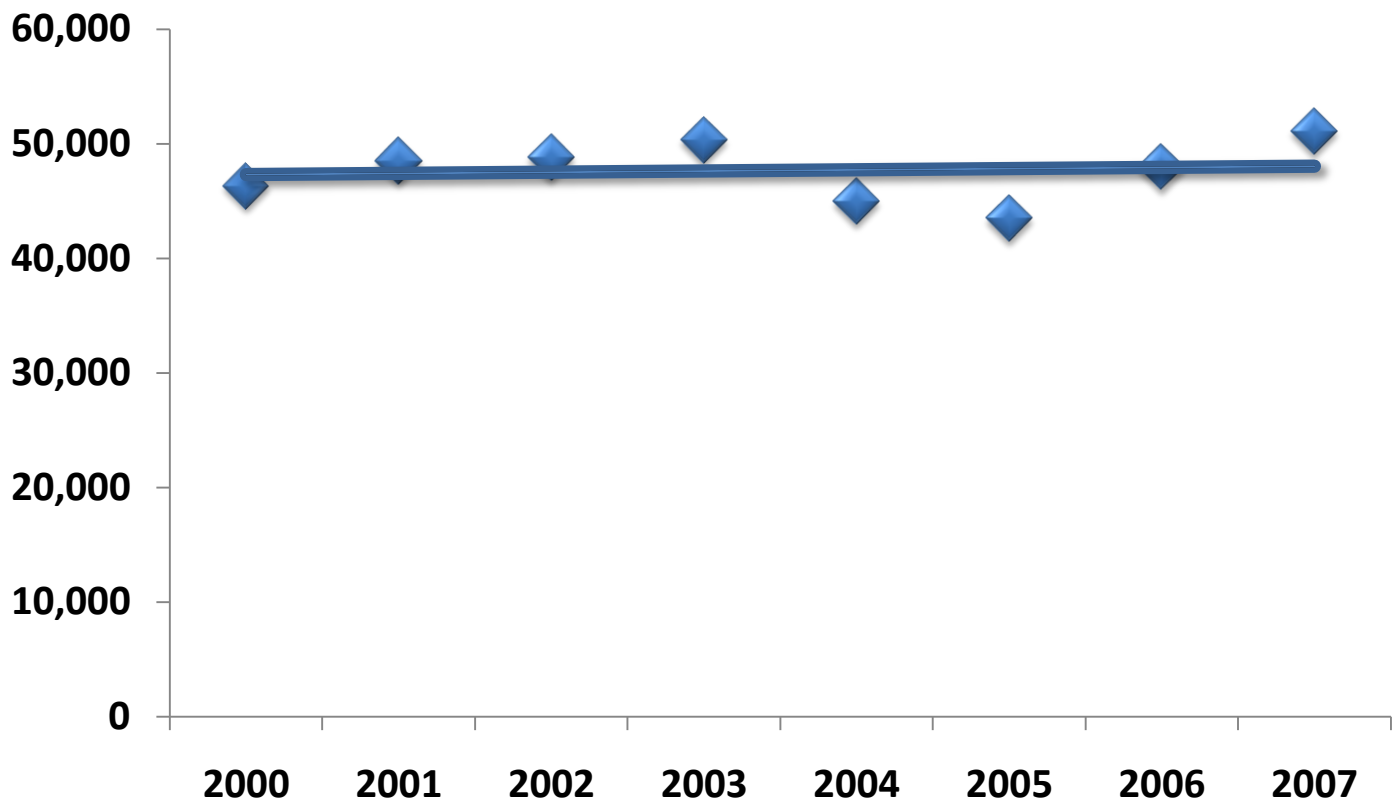
Participation Rate by Group = % of that group's total U.S. population who are participants

Index vs. Total Pop. (Cross Participation) = compares the % of Billiards 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 Billiards participants also participating in this sport equals the % of the national population who participate in that sport.

Billiards – Fast Facts

- There are 51,089,000 Billiards participants in the U.S.
- There are 20,294,000 core (13+/year) Billiards participants in the U.S.
- 63% of all Billiards participants are male and 66% of core (13+/year) Billiards participants are male.
- 68% of all Billiards participants are 25 years old and up; 65% of core (13+/year) Billiards participants are 25 years old and up.
- 58% of all Billiards participants have a household income of less than \$75,000 per year.
- 42% of all Billiards participants reside in a market size of 2,000,000+.
- 32% of all Billiards participants have a college degree or higher.
- 56% of all Billiards participants also participated in bowling, 34% in darts, and 23% in golf.

Billiards Total Participation Trend



Participate at least once per year - Six years of age or older

Billiards Total Participation Trend Overview

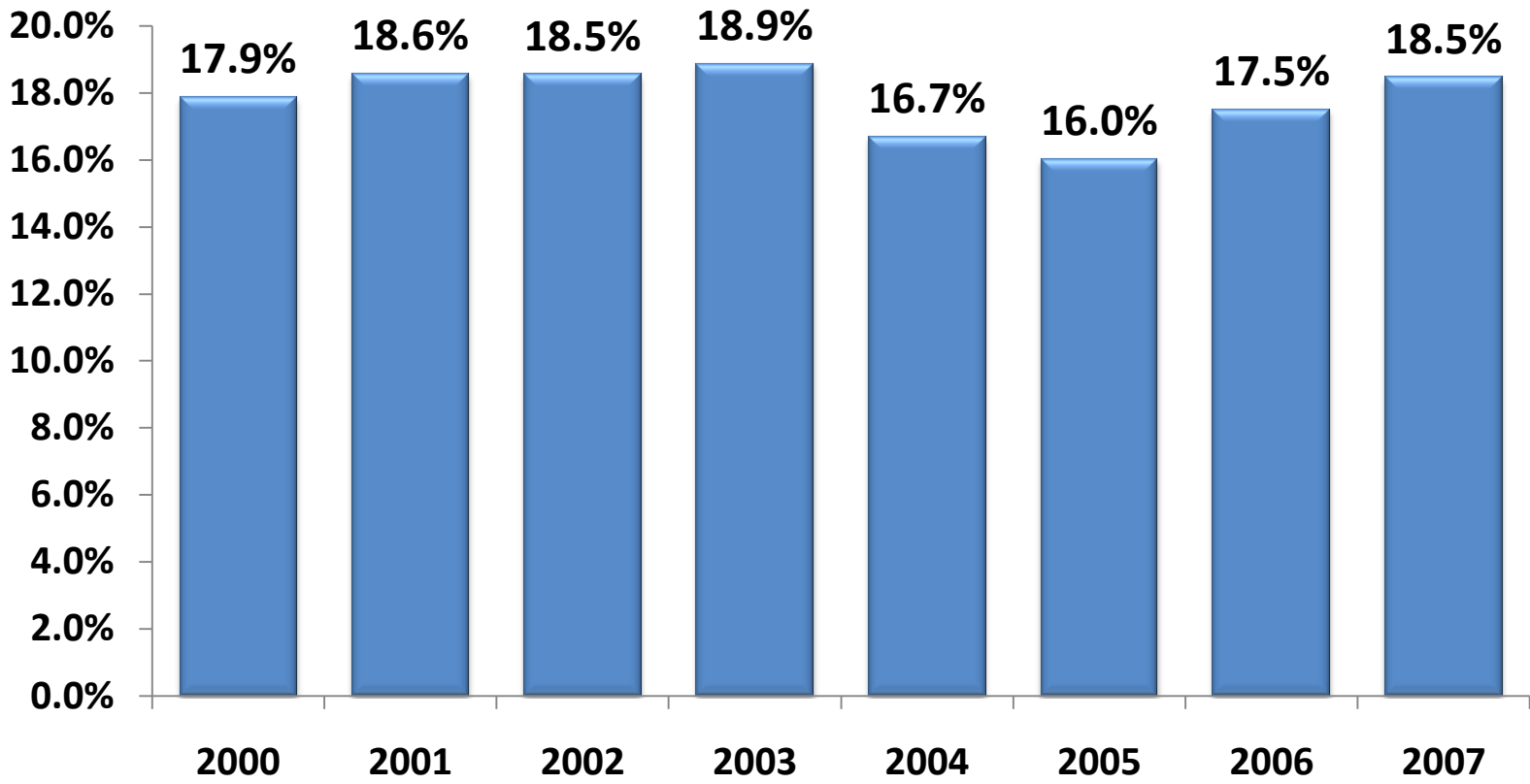
2000	2001	2002	2003	2004	2005	2006	2007	1 yr % Change (2006-2007)	7 yr % Change (2000-2007)
46,336	48,536	48,862	50,345	44,943	43,469	47,953	51,089	6.5%	10.3%

Participation figures are in thousands.

1 yr % Change in Population (2006-2007)	7 yr % Change in Population (2000-2007)
1.0%	6.7%



Billiards Total Participation Rate Trend



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

Billiards Total Participation Rate Trend Overview

2000	2001	2002	2003	2004	2005	2006	2007	1 yr % Point Change (2006-2007)	7 yr % Point Change (2000-2007)
17.9%	18.6%	18.5%	18.9%	16.7%	16.0%	17.5%	18.5%	1.0%	0.6%



Profile Detail

Total Billiards Participants

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	51089	-	18.5%	-
Male	32135	62.9%	23.7%	128
Female	18954	37.1%	13.4%	73
6~12	3099	6.1%	10.9%	59
13~17	4048	7.9%	18.6%	101
18~24	9412	18.4%	33.1%	179
25~34	11515	22.5%	28.5%	154
35~44	9565	18.7%	21.9%	119
45~54	7932	15.5%	18.0%	98
55~64	3890	7.6%	11.8%	64
65+	1628	3.2%	4.4%	24
Under \$25000	6745	13.2%	14.5%	79
\$25000 to \$49999	11893	23.3%	17.1%	93
\$50000 to \$74999	10972	21.5%	19.8%	107
\$75000 to \$99999	7632	14.9%	20.4%	111
\$100000+	13847	27.1%	20.3%	110
New England	2288	4.5%	17.3%	93
Middle Atlantic	6414	12.6%	16.9%	92
East North Central	8642	16.9%	20.1%	109
West North Central	4013	7.9%	21.6%	117
South Atlantic	9817	19.2%	18.3%	99
East South Central	3003	5.9%	18.4%	100
West South Central	5295	10.4%	17.1%	93
Mountain	3747	7.3%	19.1%	103
Pacific	7870	15.4%	18.1%	98
Non-MSA	8592	16.8%	16.7%	91
MSA <500,000	10019	19.6%	19.2%	104
MSA 500,000-2,000,000	11216	22.0%	18.1%	98
MSA 2,000,000+	21262	41.6%	19.1%	104
8th Grade or Less	4249	8.3%	11.8%	64
1-3 years of High School	4186	8.2%	19.5%	105
High School Grad	10063	19.7%	17.1%	93
1-3 years of College	15942	31.2%	22.1%	120
College Grad	11132	21.8%	20.2%	109
Post-Grad Studies	5378	10.5%	16.6%	90



Profile Detail

Core (13+/year) Billiards Participants

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	20294	-	7.3%	-
Male	13445	66.3%	9.9%	135
Female	6849	33.7%	4.9%	66
6~12	1211	6.0%	4.2%	58
13~17	1780	8.8%	8.2%	112
18~24	4157	20.5%	14.6%	200
25~34	4383	21.6%	10.8%	148
35~44	3392	16.7%	7.8%	106
45~54	2999	14.8%	6.8%	93
55~64	1556	7.7%	4.7%	64
65+	816	4.0%	2.2%	30
Under \$25000	3240	16.0%	7.0%	95
\$25000 to \$49999	4919	24.2%	7.1%	97
\$50000 to \$74999	4170	20.5%	7.5%	103
\$75000 to \$99999	2839	14.0%	7.6%	104
\$100000+	5126	25.3%	7.5%	103
New England	842	4.1%	6.3%	87
Middle Atlantic	2446	12.1%	6.4%	88
East North Central	3647	18.0%	8.5%	115
West North Central	1490	7.3%	8.0%	110
South Atlantic	4023	19.8%	7.5%	103
East South Central	1222	6.0%	7.5%	102
West South Central	2333	11.5%	7.5%	103
Mountain	1347	6.6%	6.9%	93
Pacific	2944	14.5%	6.8%	92
Non-MSA	3644	18.0%	7.1%	97
MSA <500,000	3934	19.4%	7.5%	103
MSA 500,000-2,000,000	4597	22.7%	7.4%	101
MSA 2,000,000+	8119	40.0%	7.3%	100
8th Grade or Less	1670	8.2%	4.6%	63
1-3 years of High School	1891	9.3%	8.8%	120
High School Grad	4566	22.5%	7.8%	106
1-3 years of College	6627	32.7%	9.2%	125
College Grad	3900	19.2%	7.1%	97
Post-Grad Studies	1584	7.8%	4.9%	67



Profile Detail

Male Billiards Participants

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Male Population
Total	32135	-	23.7%	-
6~12	2021	6.3%	13.6%	57
13~17	2832	8.8%	24.6%	104
18~24	5237	16.3%	38.9%	164
25~34	6745	21.0%	35.4%	150
35~44	6094	19.0%	28.3%	120
45~54	5072	15.8%	23.3%	99
55~64	2876	8.9%	17.4%	74
65+	1258	3.9%	7.4%	31
Under \$25000	3843	12.0%	20.2%	85
\$25000 to \$49999	7289	22.7%	21.9%	92
\$50000 to \$74999	7165	22.3%	25.5%	108
\$75000 to \$99999	4968	15.5%	25.3%	107
\$100000+	8870	27.6%	24.9%	105
New England	1503	4.7%	22.2%	94
Middle Atlantic	4123	12.8%	21.5%	91
East North Central	5614	17.5%	26.2%	111
West North Central	2513	7.8%	28.0%	118
South Atlantic	6015	18.7%	23.4%	99
East South Central	1885	5.9%	24.4%	103
West South Central	3122	9.7%	21.1%	89
Mountain	2509	7.8%	26.1%	110
Pacific	4851	15.1%	22.5%	95
Non-MSA	5345	16.6%	21.9%	93
MSA <500,000	6318	19.7%	25.1%	106
MSA 500,000-2,000,000	7075	22.0%	23.1%	98
MSA 2,000,000+	13397	41.7%	24.1%	102
8th Grade or Less	2861	8.9%	15.2%	64
1-3 years of High School	2845	8.9%	24.7%	104
High School Grad	6491	20.2%	24.3%	103
1-3 years of College	9342	29.1%	28.0%	118
College Grad	6939	21.6%	25.7%	109
Post-Grad Studies	3579	11.1%	20.0%	84



Profile Detail

Female Billiards Participants

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Female Population
Total	18954	-	13.4%	-
6~12	1078	5.7%	7.9%	59
13~17	1216	6.4%	11.9%	88
18~24	4175	22.0%	27.9%	208
25~34	4770	25.2%	22.3%	166
35~44	3471	18.3%	15.6%	116
45~54	2860	15.1%	12.8%	95
55~64	1014	5.3%	6.1%	46
65+	370	2.0%	1.9%	14
Under \$25000	2902	15.3%	10.6%	79
\$25000 to \$49999	4604	24.3%	12.8%	95
\$50000 to \$74999	3807	20.1%	13.9%	104
\$75000 to \$99999	2664	14.1%	15.0%	112
\$100000+	4977	26.3%	15.3%	114
New England	785	4.1%	12.1%	90
Middle Atlantic	2291	12.1%	12.2%	91
East North Central	3028	16.0%	14.0%	104
West North Central	1500	7.9%	15.7%	117
South Atlantic	3802	20.1%	13.7%	102
East South Central	1118	5.9%	13.0%	97
West South Central	2173	11.5%	13.4%	100
Mountain	1238	6.5%	12.3%	92
Pacific	3019	15.9%	13.8%	102
Non-MSA	3247	17.1%	12.0%	89
MSA <500,000	3701	19.5%	13.7%	102
MSA 500,000-2,000,000	4141	21.8%	13.2%	98
MSA 2,000,000+	7865	41.5%	14.2%	105
8th Grade or Less	1388	7.3%	8.0%	60
1-3 years of High School	1341	7.1%	13.4%	100
High School Grad	3572	18.8%	11.2%	83
1-3 years of College	6600	34.8%	17.0%	127
College Grad	4193	22.1%	14.9%	111
Post-Grad Studies	1799	9.5%	12.5%	93



Billiards Participation by Region



Billiards Cross Participation in Other Activities

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Aerobic Activities	Cross-Country Ski Machine	1,648	3.2%	242
	Stationary Cycling (Spinning)	2,629	5.1%	226
	Stair-Climbing Machine	5,299	10.4%	212
	Cardio Kickboxing	1,848	3.6%	208
	Aerobics (High-Impact)	4,091	8.0%	196
	Running/Jogging	14,749	28.9%	195
	Swimming (Fitness/Competition)	6,429	12.6%	190
	Stationary Cycling (Upright)	8,315	16.3%	184
	Aerobics (Step)	2,888	5.7%	183
	Elliptical Motion Trainer	7,960	15.6%	183
	Stationary Cycling (Recumbent)	3,428	6.7%	172
	Treadmill	15,122	29.6%	164
	Other Exercise to Music	6,565	12.9%	160
	Aquatic Exercise	2,859	5.6%	159
	Aerobics (Low-Impact)	6,488	12.7%	157
	Walking (Fitness)	26,800	52.5%	134
Conditioning Activities	Rowing Machine	4,050	7.9%	250
	Abdominal Machine/Device	8,338	16.3%	221
	Calisthenics	3,023	5.9%	190
	Stretching	11,732	23.0%	176
	Pilates Training	2,826	5.5%	167
	Yoga/Tai Chi	4,305	8.4%	166
Strength Activities	Free Weights (Barbells)	11,057	21.6%	235
	Free Weights (Dumbbells)	12,966	25.4%	217
	Home Gym Exercise	9,512	18.6%	200
	Weight/Resistance Machines	14,019	27.4%	193
	Free Weights (Hand Weights)	15,008	29.4%	186

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Individual Sports	Darts	17,175	33.6%	377
	Boxing	1,535	3.0%	329
	Adventure Racing	361	0.7%	280
	Bowling	28,729	56.2%	259
	Triathlon (Non-Traditional/Off Road)	220	0.4%	247
	Trail Running	1,869	3.7%	240
	Golf (Driving Range)	11,308	22.1%	237
	Archery	2,558	5.0%	233
	Ice Skating	4,800	9.4%	228
	Golf (9/18 Hole Course)	11,937	23.4%	219
	Triathlon (Traditional/Road)	318	0.6%	216
	Roller Skating (In-line)	4,030	7.9%	202
	Skateboarding	3,058	6.0%	197
	Horseback Riding	4,341	8.5%	194
	Martial Arts	2,396	4.7%	189
	Roller Skating (2x2 Wheel)	2,912	5.7%	177
	Scooter Riding (Non-Motorized)	1,829	3.6%	171
Team Sports	Volleyball (Beach)	2,545	5.0%	329
	Ultimate Frisbee	2,349	4.6%	315
	Paintball	3,121	6.1%	309
	Volleyball (Grass)	3,046	6.0%	291
	Roller Hockey	867	1.7%	279
	Wrestling	1,848	3.6%	279
	Football (Touch)	6,445	12.6%	269
	Field Hockey	587	1.1%	263
	Ice Hockey	893	1.7%	263
	Football (Tackle)	3,632	7.1%	248
	Rugby	328	0.6%	247
	Softball (Slow-Pitch)	4,332	8.5%	247
	Lacrosse	506	1.0%	232
	Volleyball (Court)	2,869	5.6%	223
	Baseball	6,514	12.8%	220
	Basketball	10,521	20.6%	220
	Softball (Fast-Pitch)	1,056	2.1%	206
	Soccer (Indoor)	1,574	3.1%	201
	Soccer (Outdoor)	4,362	8.5%	172
	Track and Field	1,489	2.9%	172
Gymnastics	944	1.8%	126	
Cheerleading	719	1.4%	106	

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Outdoor Sports	Shooting (Sport Clay)	2,339	4.6%	308
	Hunting (Handgun)	1,409	2.8%	294
	Shooting (Trap/Skeet)	1,835	3.6%	294
	Climbing (Traditional/Ice/Mountaineering)	1,022	2.0%	266
	Climbing (Sport/Indoor/Boulder)	2,197	4.3%	264
	Bicycling (BMX)	898	1.8%	258
	Snowmobiling	1,637	3.2%	251
	Target Shooting (Handgun)	5,419	10.6%	250
	Target Shooting (Rifle)	5,737	11.2%	250
	Backpacking Overnight - More Than 1/4 Mile From Vehicle/Home	3,022	5.9%	247
	Bicycling (Mountain/Non-Paved Surface)	3,080	6.0%	242
	Hunting (Bow)	1,621	3.2%	230
	Fishing (Fly)	2,359	4.6%	222
	Hunting (Shotgun)	3,472	6.8%	220
	Hunting (Rifle)	4,094	8.0%	209
	Fishing (Saltwater)	5,552	10.9%	208
	Camping (Within 1/4 Mile of Vehicle/Home)	11,139	21.8%	192
	Fishing (Freshwater/Other)	15,181	29.7%	188
	Hiking (Day)	10,303	20.2%	186
	Camping (RV)	5,323	10.4%	178
	Wildlife Viewing More Than 1/4 Mile From Home/Vehicle	7,566	14.8%	178
	Bicycling (Road/Paved Surface)	12,366	24.2%	172
	Birdwatching More Than 1/4 Mile From Home/Vehicle	3,863	7.6%	155

Cross Participation in Other Activities (cont.)

		Participants (000s)	Part. Rate	Index
Water Sports	Boardsailing/Windsurfing	697	1.4%	338
	Wakeboarding	2,303	4.5%	306
	Jet Skiing	4,829	9.5%	282
	Water Skiing	3,284	6.4%	282
	Surfing	1,122	2.2%	276
	Scuba Diving	1,470	2.9%	269
	Sailing	1,997	3.9%	267
	Rafting	2,189	4.3%	257
	Kayaking (Sea/Touring)	669	1.3%	244
	Kayaking (White Water)	542	1.1%	243
	Snorkeling	4,455	8.7%	234
	Canoeing	4,013	7.9%	222
	Kayaking (Recreational)	1,915	3.7%	205
Racquet Sports	Table Tennis	12,084	23.7%	331
	Squash	433	0.8%	326
	Racquetball	2,383	4.7%	305
	Badminton	4,115	8.1%	253
	Tennis	7,491	14.7%	240
Snow Sports	Telemarking (Downhill)	234	0.5%	311
	Skiing (Freestyle)	885	1.7%	287
	Snowboarding	2,677	5.2%	261
	Snowshoeing	622	1.2%	231
	Skiing (Alpine/Downhill)	3,136	6.1%	214
	Skiing (Cross-Country)	906	1.8%	210



1150 17TH ST NW
SUITE 850

WASHINGTON, DC 20036

P: 202.775.1762

F: 202.296.7462

EMAIL: INFO@SGMA.COM

WWW.SGMA.COM

AN SGMA MEMBER SERVICE

SGMA MEMBER PRICE \$90

NON-MEMBER PRICE \$140