

Single Sport Report – 2010

Billiards



Methodology

During January 2010/early February 2010 a total of 40,141 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,067 individual and 25,074 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 281,658,000 people aged 6 and above.

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Statistical analysis and charts were produced by Sports Marketing Surveys.

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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.

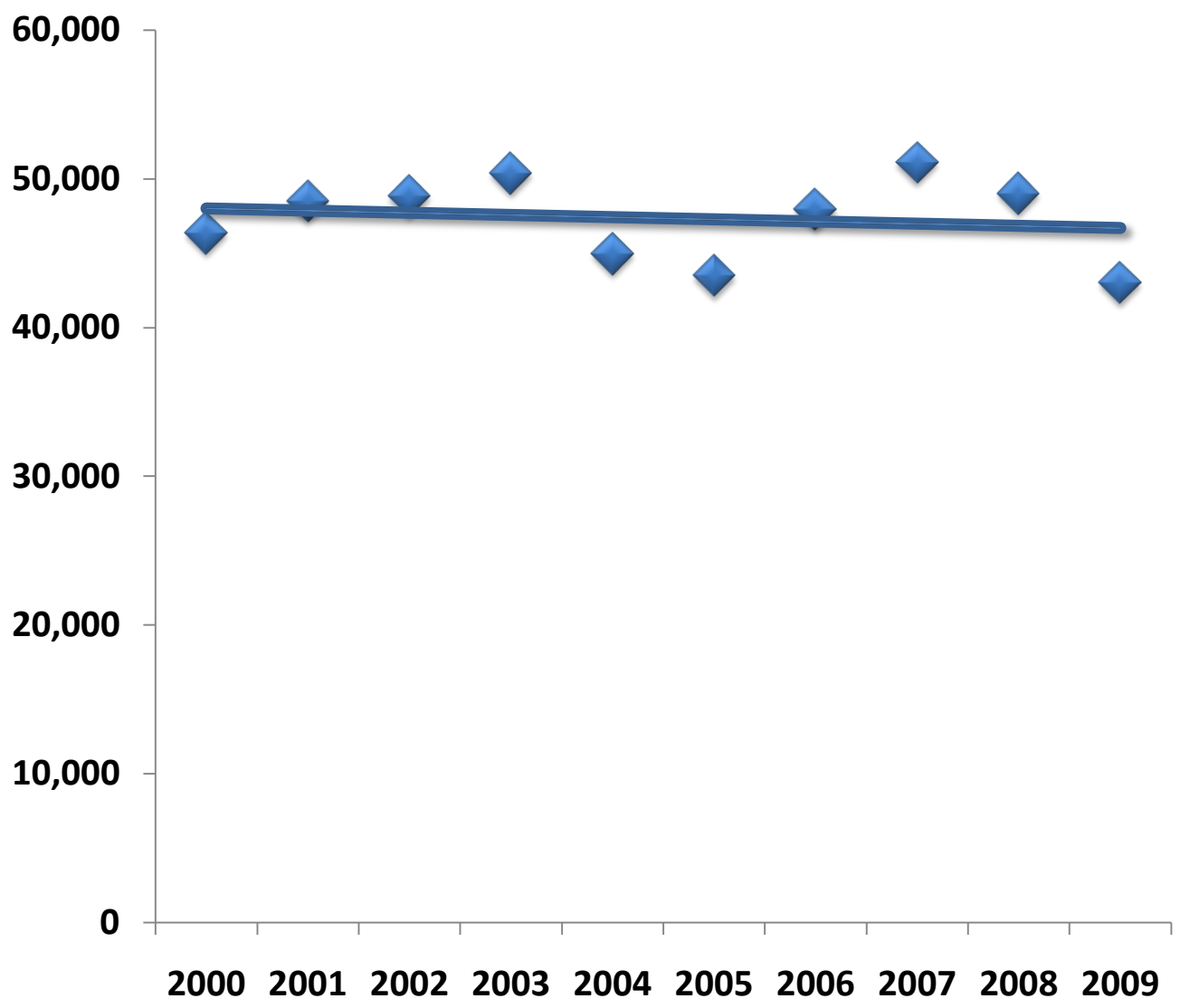
Participation Rate by Group = % of that group's total U.S. population who are participants

Index vs. Total Pop. (Cross Participation) = compares the % of Archery 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.

Billiards – Fast Facts

- There are 43,005,000 Billiards participants in the U.S.
- There are 15,702,000 core (13+/year) Billiards participants in the U.S.
- 66% of all Billiards participants are male; 71% of core (13+/year) Billiards participants are male.
- 51% of all Billiards participants are under 35 years old; 50% of core (13+/year) Billiards participants are under 35.
- 45% of all Billiards participants have a household income of at least \$75,000 per year.
- 42% of all Billiards participants reside in a market size of 2,000,000+.
- 40% of all Billiards participants have a college degree or higher.
- 33% of all Billiards participants also participate in darts and 57% participate in bowling.

Billiards Total Participation Trend



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

Billiards Total Participation Trend Overview

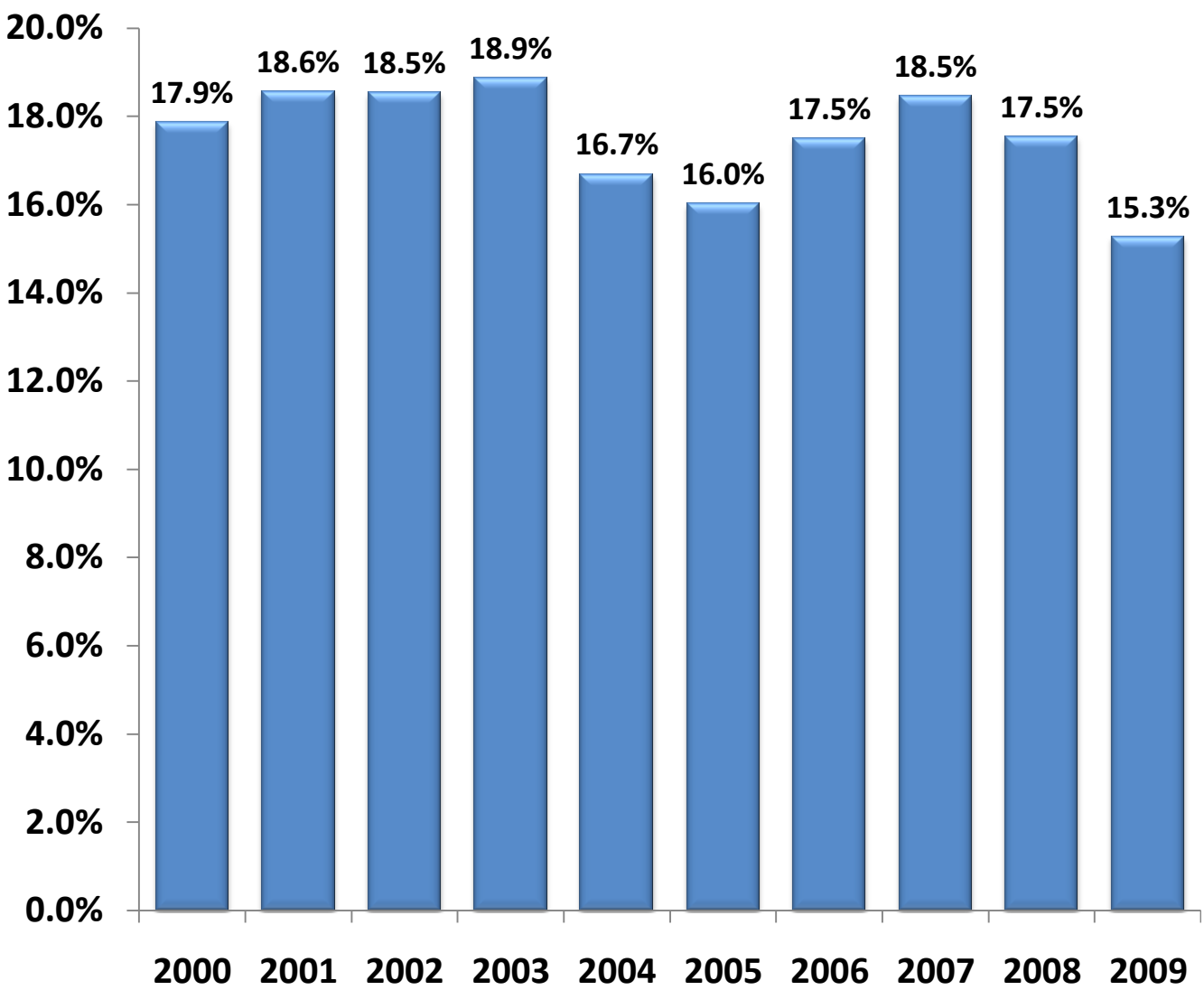
2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	1 yr % Change (2008-2009)	9 yr % Change (2000-2009)
46,336	48,536	48,862	50,345	44,943	43,469	47,953	51,089	49,018	43,005	-12.3%	-7.2%

Participation figures are in thousands.

1 yr % Change in Population (2008-2009)	9 yr % Change in Population (2000-2009)
1.0%	8.6%



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	2008	2009	1 yr % Point Change (2008-2009)	9 yr % Point Change (2000-2009)
17.9%	18.6%	18.5%	18.9%	16.7%	16.0%	17.5%	18.5%	17.5%	15.3%	-2.3%	-2.6%

Profile Detail

Total Billiards Participants (1+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	43,005	-	15.3%	-
Male	28,429	66.1%	20.6%	135
Female	14,576	33.9%	10.1%	66
6~12	1,886	4.4%	6.9%	45
13~17	2,976	6.9%	13.1%	85
18~24	7,069	16.4%	24.7%	161
25~34	9,886	23.0%	24.0%	157
35~44	8,237	19.2%	19.7%	129
45~54	7,448	17.3%	15.9%	104
55~64	3,502	8.1%	10.4%	68
65+	2,001	4.7%	5.1%	33
Under \$25000	5,212	12.1%	11.1%	73
\$25000 to \$49999	9,819	22.8%	14.8%	97
\$50000 to \$74999	8,839	20.6%	15.9%	104
\$75000 to \$99999	6,711	15.6%	16.7%	110
\$100000+	12,424	28.9%	17.1%	112
New England	2,215	5.2%	16.4%	107
Middle Atlantic	4,952	11.5%	13.0%	85
East North Central	7,514	17.5%	17.3%	113
West North Central	3,240	7.5%	17.2%	112
South Atlantic	8,767	20.4%	16.0%	105
East South Central	2,680	6.2%	15.9%	104
West South Central	4,233	9.8%	13.3%	87
Mountain	3,317	7.7%	16.6%	109
Pacific	6,087	14.2%	13.8%	90
Non-MSA	6,178	14.4%	14.2%	93
MSA <500,000	8,280	19.3%	15.6%	102
MSA 500,000-2,000,000	10,635	24.7%	15.3%	100
MSA 2,000,000+	17,912	41.7%	15.5%	102
8th Grade or Less	2,784	6.5%	8.0%	53
1-3 years of High School	2,968	6.9%	14.5%	95
High School Grad	7,188	16.7%	13.4%	88
1-3 years of College	12,721	29.6%	17.6%	115
College Grad	11,697	27.2%	18.9%	124
Post-Grad Studies	5,401	12.6%	15.0%	98
Other	246	0.6%	9.8%	64

Profile Detail

Core Billiards Participants (13+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	15,702	-	5.6%	-
Male	11,173	71.2%	8.1%	145
Female	4,529	28.8%	3.2%	57
6~12	670	4.3%	2.5%	44
13~17	1,308	8.3%	5.8%	103
18~24	2,838	18.1%	9.9%	177
25~34	3,059	19.5%	7.4%	133
35~44	2,849	18.1%	6.8%	123
45~54	2,536	16.2%	5.4%	97
55~64	1,497	9.5%	4.4%	79
65+	945	6.0%	2.4%	43
Under \$25000	2,333	14.9%	4.9%	89
\$25000 to \$49999	3,727	23.7%	5.6%	101
\$50000 to \$74999	3,325	21.2%	6.0%	107
\$75000 to \$99999	2,343	14.9%	5.8%	105
\$100000+	3,974	25.3%	5.5%	98
New England	759	4.8%	5.6%	101
Middle Atlantic	1,776	11.3%	4.7%	84
East North Central	2,655	16.9%	6.1%	110
West North Central	1,129	7.2%	6.0%	107
South Atlantic	3,368	21.4%	6.1%	110
East South Central	1,131	7.2%	6.7%	120
West South Central	1,746	11.1%	5.5%	98
Mountain	1,157	7.4%	5.8%	104
Pacific	1,981	12.6%	4.5%	80
Non-MSA	2,431	15.5%	5.6%	101
MSA <500,000	3,272	20.8%	6.1%	110
MSA 500,000-2,000,000	3,907	24.9%	5.6%	101
MSA 2,000,000+	6,092	38.8%	5.3%	95
8th Grade or Less	1,100	7.0%	3.2%	57
1-3 years of High School	1,334	8.5%	6.5%	116
High School Grad	3,186	20.3%	5.9%	106
1-3 years of College	5,007	31.9%	6.9%	124
College Grad	3,390	21.6%	5.5%	98
Post-Grad Studies	1,585	10.1%	4.4%	79
Other	100	0.6%	4.0%	71

Profile Detail

Casual Billiards Participants (1-12 times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	27,303	-	9.7%	-
Male	17,256	63.2%	12.5%	129
Female	10,047	36.8%	7.0%	72
6~12	1,216	4.5%	4.5%	46
13~17	1,668	6.1%	7.4%	75
18~24	4,231	15.5%	14.8%	152
25~34	6,827	25.0%	16.6%	171
35~44	5,388	19.7%	12.9%	133
45~54	4,912	18.0%	10.5%	108
55~64	2,005	7.3%	6.0%	61
65+	1,056	3.9%	2.7%	28
Under \$25000	2,879	10.5%	6.1%	63
\$25000 to \$49999	6,092	22.3%	9.2%	95
\$50000 to \$74999	5,514	20.2%	9.9%	103
\$75000 to \$99999	4,368	16.0%	10.9%	113
\$100000+	8,450	30.9%	11.6%	120
New England	1,456	5.3%	10.8%	111
Middle Atlantic	3,176	11.6%	8.4%	86
East North Central	4,859	17.8%	11.2%	116
West North Central	2,111	7.7%	11.2%	115
South Atlantic	5,399	19.8%	9.8%	101
East South Central	1,549	5.7%	9.2%	95
West South Central	2,487	9.1%	7.8%	81
Mountain	2,160	7.9%	10.8%	111
Pacific	4,106	15.0%	9.3%	96
Non-MSA	3,747	13.7%	8.6%	89
MSA <500,000	5,008	18.3%	9.4%	97
MSA 500,000-2,000,000	6,728	24.6%	9.7%	100
MSA 2,000,000+	11,820	43.3%	10.2%	106
8th Grade or Less	1,684	6.2%	4.9%	50
1-3 years of High School	1,634	6.0%	8.0%	82
High School Grad	4,002	14.7%	7.4%	77
1-3 years of College	7,714	28.3%	10.7%	110
College Grad	8,307	30.4%	13.4%	138
Post-Grad Studies	3,816	14.0%	10.6%	109
Other	146	0.5%	5.8%	59

Profile Detail

Regular Billiards Participants (13-24 times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	5,574	-	2.0%	-
Male	3,877	69.6%	2.8%	142
Female	1,697	30.4%	1.2%	60
6-12	236	4.2%	0.9%	44
13-17	423	7.6%	1.9%	94
18-24	968	17.4%	3.4%	170
25-34	1,200	21.5%	2.9%	147
35-44	1,024	18.4%	2.5%	124
45-54	966	17.3%	2.1%	104
55-64	458	8.2%	1.4%	68
65+	299	5.4%	0.8%	38
Under \$25000	788	14.1%	1.7%	85
\$25000 to \$49999	1,331	23.9%	2.0%	102
\$50000 to \$74999	1,146	20.6%	2.1%	104
\$75000 to \$99999	901	16.2%	2.2%	114
\$100000+	1,408	25.3%	1.9%	98
New England	254	4.6%	1.9%	95
Middle Atlantic	660	11.8%	1.7%	88
East North Central	995	17.9%	2.3%	116
West North Central	389	7.0%	2.1%	104
South Atlantic	1,116	20.0%	2.0%	103
East South Central	399	7.2%	2.4%	119
West South Central	725	13.0%	2.3%	115
Mountain	415	7.4%	2.1%	105
Pacific	621	11.1%	1.4%	71
Non-MSA	848	15.2%	2.0%	99
MSA <500,000	1,305	23.4%	2.5%	124
MSA 500,000-2,000,000	1,272	22.8%	1.8%	92
MSA 2,000,000+	2,149	38.6%	1.9%	94
8th Grade or Less	436	7.8%	1.3%	64
1-3 years of High School	411	7.4%	2.0%	101
High School Grad	1,045	18.7%	1.9%	98
1-3 years of College	1,703	30.6%	2.4%	119
College Grad	1,369	24.6%	2.2%	112
Post-Grad Studies	594	10.7%	1.7%	83
Other	16	0.3%	0.6%	32

Profile Detail

Frequent Billiards Participants (25+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	10,128	-	3.6%	-
Male	7,296	72.0%	5.3%	147
Female	2,832	28.0%	2.0%	55
6~12	434	4.3%	1.6%	44
13~17	885	8.7%	3.9%	108
18~24	1,870	18.5%	6.5%	181
25~34	1,859	18.4%	4.5%	126
35~44	1,825	18.0%	4.4%	122
45~54	1,570	15.5%	3.4%	93
55~64	1,039	10.3%	3.1%	85
65+	646	6.4%	1.6%	46
Under \$25000	1,545	15.3%	3.3%	91
\$25000 to \$49999	2,396	23.7%	3.6%	101
\$50000 to \$74999	2,179	21.5%	3.9%	109
\$75000 to \$99999	1,442	14.2%	3.6%	100
\$100000+	2,566	25.3%	3.5%	98
New England	505	5.0%	3.7%	104
Middle Atlantic	1,116	11.0%	2.9%	82
East North Central	1,660	16.4%	3.8%	106
West North Central	740	7.3%	3.9%	109
South Atlantic	2,252	22.2%	4.1%	114
East South Central	732	7.2%	4.3%	120
West South Central	1,021	10.1%	3.2%	89
Mountain	742	7.3%	3.7%	103
Pacific	1,360	13.4%	3.1%	86
Non-MSA	1,583	15.6%	3.6%	101
MSA <500,000	1,967	19.4%	3.7%	103
MSA 500,000-2,000,000	2,635	26.0%	3.8%	105
MSA 2,000,000+	3,943	38.9%	3.4%	95
8th Grade or Less	664	6.6%	1.9%	53
1-3 years of High School	923	9.1%	4.5%	125
High School Grad	2,141	21.1%	4.0%	111
1-3 years of College	3,304	32.6%	4.6%	127
College Grad	2,021	20.0%	3.3%	91
Post-Grad Studies	991	9.8%	2.8%	76
Other	84	0.8%	3.3%	92

Profile Detail

Male Billiards Participants

	Total # of Part. (000s)	Segment %	Male Participation Rate by Group	Index vs. Total Male Population
Total	28,429	-	20.6%	-
6~12	1,294	4.6%	8.9%	43
13~17	2,104	7.4%	18.2%	88
18~24	4,518	15.9%	30.3%	147
25~34	6,190	21.8%	31.0%	151
35~44	5,385	18.9%	25.6%	125
45~54	4,948	17.4%	21.4%	104
55~64	2,517	8.9%	16.0%	78
65+	1,473	5.2%	8.6%	42
Under \$25000	3,185	11.2%	15.8%	76
\$25000 to \$49999	6,370	22.4%	20.0%	97
\$50000 to \$74999	5,696	20.0%	20.5%	100
\$75000 to \$99999	4,398	15.5%	21.9%	106
\$100000+	8,780	30.9%	23.1%	112
New England	1,396	4.9%	21.1%	102
Middle Atlantic	3,350	11.8%	18.0%	87
East North Central	4,989	17.5%	23.4%	113
West North Central	2,174	7.6%	23.9%	116
South Atlantic	5,671	19.9%	21.5%	104
East South Central	1,732	6.1%	20.9%	102
West South Central	2,822	9.9%	18.5%	90
Mountain	2,202	7.7%	22.0%	106
Pacific	4,093	14.4%	18.3%	89
Non-MSA	3,964	13.9%	19.1%	93
MSA <500,000	5,372	18.9%	21.0%	102
MSA 500,000-2,000,000	6,949	24.4%	20.3%	99
MSA 2,000,000+	12,144	42.7%	21.1%	102
8th Grade or Less	1,939	6.8%	10.6%	51
1-3 years of High School	2,161	7.6%	20.0%	97
High School Grad	4,729	16.6%	19.4%	94
1-3 years of College	8,056	28.3%	23.9%	116
College Grad	7,662	27.0%	25.3%	123
Post-Grad Studies	3,724	13.1%	19.4%	94
Other	158	0.6%	12.7%	62

Profile Detail

Female Billiards Participants

	Total # of Part. (000s)	Segment %	Female Participation Rate by Group	Index vs. Total Female Population
Total	14,576	-	10.1%	-
6~12	592	4.1%	4.6%	46
13~17	872	6.0%	7.8%	78
18~24	2,551	17.5%	18.6%	182
25~34	3,696	25.4%	17.4%	171
35~44	2,852	19.6%	13.7%	135
45~54	2,500	17.2%	10.6%	104
55~64	985	6.8%	5.5%	54
65+	528	3.6%	2.4%	23
Under \$25000	2,027	13.9%	7.5%	74
\$25000 to \$49999	3,449	23.7%	10.0%	99
\$50000 to \$74999	3,143	21.6%	11.4%	112
\$75000 to \$99999	2,313	15.9%	11.6%	114
\$100000+	3,644	25.0%	10.5%	104
New England	819	5.6%	11.9%	117
Middle Atlantic	1,602	11.0%	8.3%	81
East North Central	2,525	17.3%	11.5%	113
West North Central	1,066	7.3%	11.0%	108
South Atlantic	3,096	21.2%	10.8%	107
East South Central	948	6.5%	11.0%	108
West South Central	1,411	9.7%	8.5%	83
Mountain	1,115	7.6%	11.2%	111
Pacific	1,994	13.7%	9.1%	90
Non-MSA	2,214	15.2%	9.8%	96
MSA <500,000	2,908	20.0%	10.5%	103
MSA 500,000-2,000,000	3,686	25.3%	10.4%	103
MSA 2,000,000+	5,768	39.6%	9.9%	98
8th Grade or Less	845	5.8%	5.2%	51
1-3 years of High School	807	5.5%	8.4%	83
High School Grad	2,459	16.9%	8.4%	83
1-3 years of College	4,665	32.0%	12.1%	119
College Grad	4,035	27.7%	12.7%	125
Post-Grad Studies	1,677	11.5%	10.0%	99
Other	88	0.6%	6.9%	67

Billiards Participation by Region



Billiards Cross Participation in Other Activities

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Aerobic Activities	Cardio Kickboxing	2,260	5.3%	247
	Stationary Cycling (Group)	2,508	5.8%	240
	Cross-Country Ski Machine	1,070	2.5%	226
	Stair-Climbing Machine	4,529	10.5%	226
	Swimming (Fitness/Competition)	5,812	13.5%	218
	Stationary Cycling (Upright)	7,778	18.1%	208
	Running/Jogging	13,666	31.8%	204
	Elliptical Motion Trainer	8,087	18.8%	200
	Aerobics (High-Impact)	3,897	9.1%	192
	Aquatic Exercise	2,541	5.9%	192
	Stationary Cycling (Recumbent)	3,239	7.5%	189
	Aerobics (Step)	3,000	7.0%	182
	Treadmill	13,699	31.9%	174
	Aerobics (Low-Impact)	6,528	15.2%	166
	Other Exercise to Music	5,550	12.9%	165
	Walking for Fitness	23,462	54.6%	140
Conditioning Activities	Rowing Machine	3,666	8.5%	262
	Calisthenics	3,244	7.5%	233
	Ab Machine/Device	6,861	16.0%	231
	Tai Chi	945	2.2%	193
	Stretching	10,630	24.7%	192
	Pilates Training	2,229	5.2%	169
	Yoga	5,011	11.7%	163
Strength Activities	Free Weights (Barbells)	10,496	24.4%	254
	Free Weights (Dumbbells)	12,971	30.2%	238
	Home Gym Exercise	8,707	20.2%	230
	Weight/Resistance Machines	12,679	29.5%	209
	Free Weights (Hand Weights)	14,016	32.6%	200

Cross Participation in Other Activities (cont.)

		Participants (000s)	Part. Rate	Index
Individual Sports	Darts	13,984	32.5%	457
	Boxing	1,413	3.3%	316
	Bowling	24,323	56.6%	278
	Trail Running	2,012	4.7%	273
	Roller Skating (Inline)	3,219	7.5%	255
	Golf	10,290	23.9%	253
	Ice Skating	4,013	9.3%	240
	Horseback Riding	3,541	8.2%	238
	Skateboarding	2,663	6.2%	237
	Adventure Racing	392	0.9%	236
	Triathlon (Non-Traditional)	239	0.6%	235
	Archery	2,224	5.2%	230
	Martial Arts	2,249	5.2%	226
	Roller Skating (2x2)	2,600	6.0%	209
	Triathlon (Traditional)	358	0.8%	194
	Scooter Riding (Non-Motorzied)	1,367	3.2%	177
Racquet Sports	Table Tennis	10,542	24.5%	358
	Racquetball	2,247	5.2%	322
	Cardio Tennis	473	1.1%	263
	Tennis	7,399	17.2%	261
	Badminton	2,928	6.8%	249
	Squash	367	0.9%	226

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Team Sports	Volleyball (Beach)	2,824	6.6%	413
	Paintball	2,468	5.7%	355
	Football (Touch)	4,365	10.1%	319
	Volleyball (Grass)	2,339	5.4%	316
	Ultimate Frisbee	2,108	4.9%	314
	Football (Flag)	3,109	7.2%	311
	Softball (Slow-Pitch)	3,803	8.8%	292
	Rugby	322	0.7%	281
	Roller Hockey	547	1.3%	256
	Football (Tackle)	2,620	6.1%	253
	Softball (Fast-Pitch)	984	2.3%	244
	Basketball	8,844	20.6%	241
	Baseball	5,048	11.7%	239
	Volleyball (Court)	2,627	6.1%	236
	Ice Hockey	766	1.8%	235
	Wrestling	1,033	2.4%	227
	Field Hockey	355	0.8%	218
	Lacrosse	371	0.9%	203
	Soccer (Indoor)	1,512	3.5%	202
	Track & Field	1,326	3.1%	195
	Soccer (Outdoor)	3,481	8.1%	167
	Gymnastics	760	1.8%	124
	Cheerleading	478	1.1%	103

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Outdoor Sports	Shooting (Sport Clays)	2,192	5.1%	343
	Shooting (Trap/Skeet)	1,636	3.8%	318
	Hunting (Handgun)	1,084	2.5%	312
	Climbing (Traditional / Ice / Mtn)	826	1.9%	295
	Climbing (Sport / Indoor / Boulder)	1,909	4.4%	290
	Backpacking Overnight	3,159	7.3%	271
	Target Shooting (Rifle)	4,963	11.5%	255
	Bicycling (Mountain)	2,758	6.4%	253
	Hunting (Shotgun)	3,277	7.6%	253
	Target Shooting (Handgun)	4,824	11.2%	253
	Fishing (Saltwater)	4,624	10.8%	246
	Hunting (Rifle)	4,032	9.4%	238
	Hunting (Bow)	1,457	3.4%	226
	Fishing (Fly)	1,865	4.3%	219
	Bicycling (BMX)	599	1.4%	217
	Camping	11,140	25.9%	212
	Wildlife Viewing	6,849	15.9%	211
	Fishing (Freshwater)	12,883	30.0%	206
	Hiking (Day)	9,853	22.9%	198
	Bicycling (Road)	11,835	27.5%	193
	Camping (RV)	5,077	11.8%	191
	Birdwatching	3,808	8.9%	188

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Winter Sports	Snowmobiling	1,440	3.3%	293
	Skiing (Freestyle)	1,257	2.9%	279
	Snowboarding	2,747	6.4%	242
	Skiing (Cross-Country)	1,519	3.5%	239
	Snowshoeing	1,177	2.7%	225
	Skiing (Alpine/Downhill)	3,515	8.2%	211
	Telemarking (Downhill)	451	1.0%	199
Water Sports	Water Skiing	2,500	5.8%	337
	Surfing	1,229	2.9%	335
	Boardsailing/Windsurfing	548	1.3%	318
	Jet Skiing	3,733	8.7%	317
	Wakeboarding	1,682	3.9%	308
	Scuba Diving	1,276	3.0%	307
	Kayaking (White Water)	611	1.4%	292
	Rafting	1,900	4.4%	288
	Sailing	1,909	4.4%	288
	Snorkeling	3,754	8.7%	263
	Canoeing	3,956	9.2%	258
	Kayaking (Sea/Touring)	660	1.5%	244
	Kayaking (Recreational)	2,097	4.9%	221



RESEARCH

SGMA Research, powered by Sports Marketing Surveys is the sole provider of marketing research and analysis for the Sporting Goods Manufacturers Association, (SGMA). This partnership places SMS at the forefront when it comes to marketing research for all things sport, sports participation and current trends in sports.

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