



Single Sport Reports - 2009

BILLIARDS/POOL

Methodology

During January 2009/early February 2009 a total of 41,500 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 26,487 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 279,568,000 people aged 6 and above.

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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.

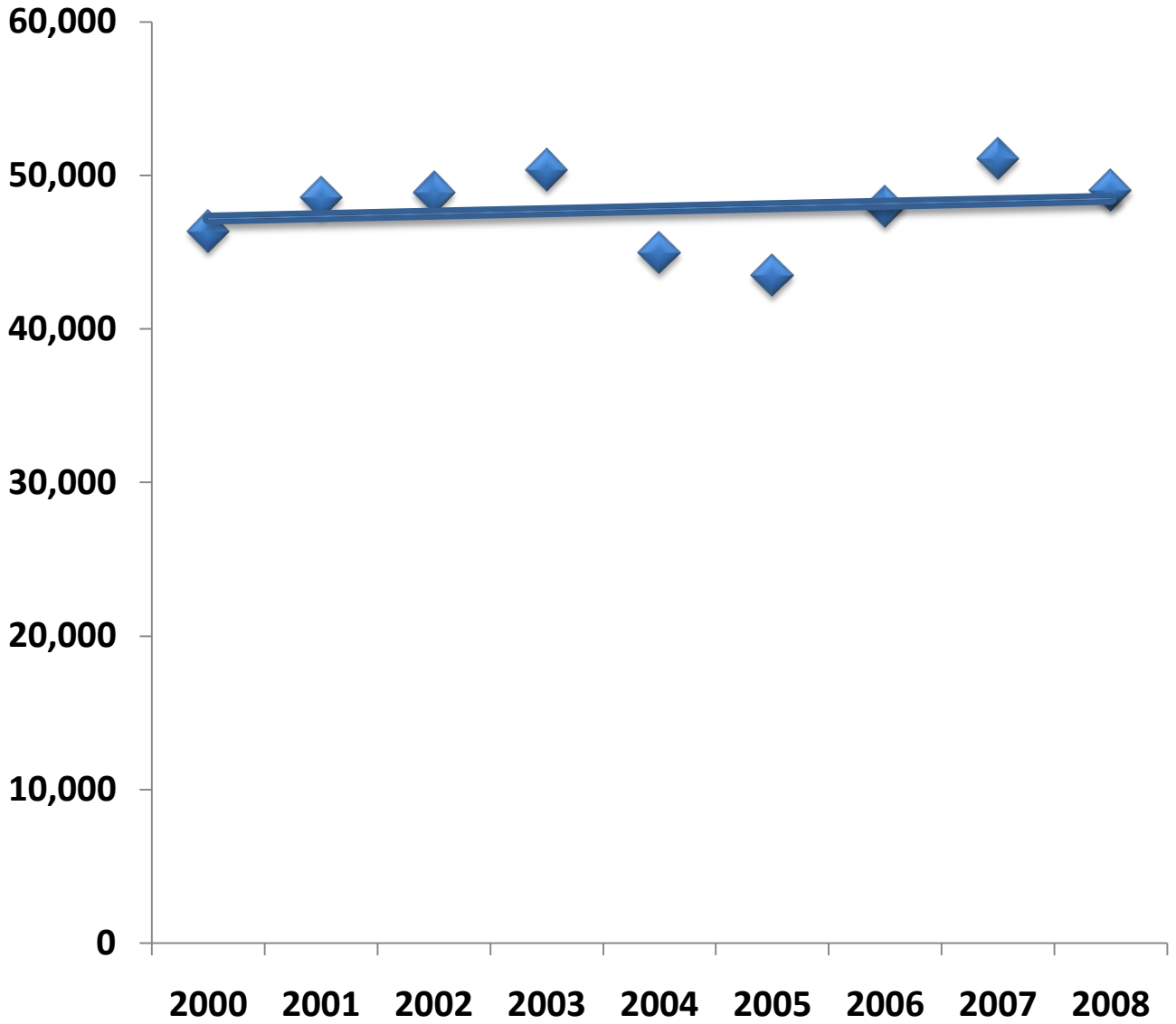
Participation Rate by Group = % of that group's total U.S. population who are participants

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

Billiards/Pool – Fast Facts

- There are 49,018,000 Billiards/Pool participants in the U.S.
- There are 17,178,000 core (13+/year) Billiards/Pool participants in the U.S.
- 65% of all Billiards/Pool participants are male; 69% of core (13+/year) Billiards/Pool participants are male.
- 71% of all Billiards/Pool participants are 25 years old and up; 70% of core (13+/year) Billiards/Pool participants are 25 and up.
- 66% of all Billiards/Pool participants have a household income of at least \$50,000 per year.
- 42% of all Billiards/Pool participants reside in a market size of 2,000,000+.
- 40% of all Billiards/Pool participants have a college degree or higher.
- 33% of all Billiards/Pool participants also participated in darts and 55% participated in bowling.

Billiards/Pool Total Participation Trend



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

Billiards/Pool Total Participation Trend Overview

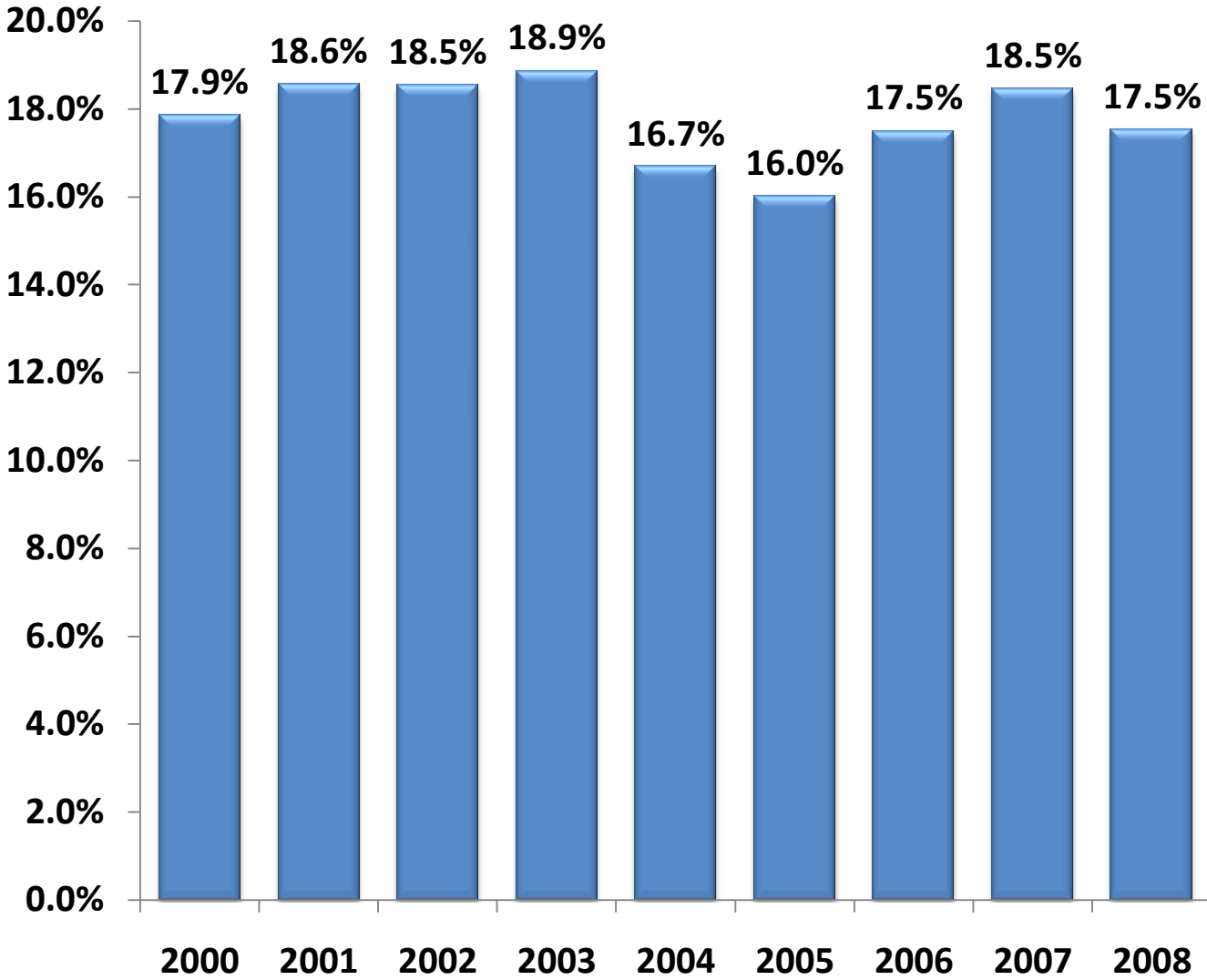
2000	2001	2002	2003	2004	2005	2006	2007	2008	1 yr % Change (2007-2008)	8 yr % Change (2000-2008)
46,336	48,536	48,862	50,345	44,943	43,469	47,953	51,089	49,018	-4.1%	5.8%

1 yr % Change in Population (2007-2008)	8 yr % Change in Population (2000-2008)
1.0%	7.8%

Participation figures are in thousands.



Billiards/Pool Total Participation Rate Trend



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

Billiards/Pool Total Participation Rate Trend Overview

2000	2001	2002	2003	2004	2005	2006	2007	2008	1 yr % Point Change (2007-2008)	8 yr % Point Change (2000-2008)
17.9%	18.6%	18.5%	18.9%	16.7%	16.0%	17.5%	18.5%	17.5%	-0.9%	-0.3%



Profile Detail

Total Billiards/Pool Participants (1+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	49,018	-	17.5%	-
Male	31,896	65.1%	23.3%	133
Female	17,122	34.9%	12.0%	68
6~12	2,383	4.9%	8.8%	50
13~17	3,342	6.8%	14.9%	85
18~24	8,424	17.2%	29.6%	168
25~34	11,427	23.3%	28.0%	160
35~44	8,907	18.2%	21.5%	123
45~54	8,716	17.8%	18.7%	106
55~64	3,755	7.7%	11.3%	64
65+	2,064	4.2%	5.3%	30
Under \$25000	5,745	11.7%	12.4%	71
\$25000 to \$49999	10,942	22.3%	16.5%	94
\$50000 to \$74999	9,919	20.2%	18.0%	103
\$75000 to \$99999	7,827	16.0%	19.7%	112
\$100000+	14,584	29.8%	20.3%	115
New England	2,355	4.8%	17.5%	100
Middle Atlantic	6,011	12.3%	15.9%	91
East North Central	8,105	16.5%	18.8%	107
West North Central	3,721	7.6%	19.9%	113
South Atlantic	9,804	20.0%	18.0%	103
East South Central	2,588	5.3%	15.4%	88
West South Central	5,702	11.6%	18.0%	103
Mountain	3,617	7.4%	18.2%	104
Pacific	7,114	14.5%	16.2%	92
Non-MSA	6,906	14.1%	16.0%	91
MSA <500,000	9,307	19.0%	17.6%	100
MSA 500,000-2,000,000	12,007	24.5%	17.4%	99
MSA 2,000,000+	20,798	42.4%	18.1%	103
8th Grade or Less	3,592	7.3%	9.9%	56
1-3 years of High School	3,139	6.4%	15.7%	90
High School Grad	7,536	15.4%	14.4%	82
1-3 years of College	15,014	30.6%	20.9%	119
College Grad	13,140	26.8%	21.2%	121
Post-Grad Studies	6,461	13.2%	18.0%	102
Other	135	0.3%	12.5%	69

Profile Detail

Core Billiards/Pool Participants (13+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	17,178	-	6.1%	-
Male	11,896	69.3%	8.7%	141
Female	5,282	30.7%	3.7%	60
6~12	703	4.1%	2.6%	42
13~17	1,439	8.4%	6.4%	104
18~24	3,004	17.5%	10.6%	172
25~34	3,741	21.8%	9.2%	149
35~44	2,916	17.0%	7.0%	114
45~54	3,099	18.0%	6.7%	108
55~64	1,483	8.6%	4.4%	72
65+	794	4.6%	2.0%	33
Under \$25000	2,191	12.8%	4.7%	77
\$25000 to \$49999	4,252	24.8%	6.4%	104
\$50000 to \$74999	3,527	20.5%	6.4%	104
\$75000 to \$99999	2,658	15.5%	6.7%	109
\$100000+	4,549	26.5%	6.3%	103
New England	684	4.0%	5.1%	83
Middle Atlantic	1,989	11.6%	5.3%	86
East North Central	2,866	16.7%	6.7%	108
West North Central	1,089	6.3%	5.8%	95
South Atlantic	3,655	21.3%	6.7%	109
East South Central	963	5.6%	5.7%	93
West South Central	2,234	13.0%	7.1%	115
Mountain	1,313	7.6%	6.6%	108
Pacific	2,387	13.9%	5.4%	89
Non-MSA	2,498	14.5%	5.8%	94
MSA <500,000	3,432	20.0%	6.5%	106
MSA 500,000-2,000,000	4,321	25.2%	6.3%	102
MSA 2,000,000+	6,927	40.3%	6.0%	98
8th Grade or Less	1,181	6.9%	3.3%	53
1-3 years of High School	1,346	7.8%	6.7%	110
High School Grad	3,266	19.0%	6.2%	101
1-3 years of College	5,898	34.3%	8.2%	134
College Grad	3,856	22.4%	6.2%	102
Post-Grad Studies	1,595	9.3%	4.4%	72
Other	36	0.2%	3.3%	52

Profile Detail

Casual Billiards/Pool Participants (1-12 times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	31,840	-	11.4%	-
Male	20,000	62.8%	14.6%	128
Female	11,840	37.2%	8.3%	73
6~12	1,680	5.3%	6.2%	54
13~17	1,903	6.0%	8.5%	74
18~24	5,420	17.0%	19.1%	167
25~34	7,686	24.1%	18.8%	165
35~44	5,991	18.8%	14.4%	127
45~54	5,617	17.6%	12.1%	106
55~64	2,273	7.1%	6.8%	60
65+	1,270	4.0%	3.2%	28
Under \$25000	3,554	11.2%	7.7%	67
\$25000 to \$49999	6,690	21.0%	10.1%	89
\$50000 to \$74999	6,392	20.1%	11.6%	102
\$75000 to \$99999	5,169	16.2%	13.0%	114
\$100000+	10,035	31.5%	13.9%	122
New England	1,671	5.2%	12.5%	109
Middle Atlantic	4,022	12.6%	10.7%	94
East North Central	5,240	16.5%	12.2%	107
West North Central	2,632	8.3%	14.1%	123
South Atlantic	6,149	19.3%	11.3%	99
East South Central	1,625	5.1%	9.7%	85
West South Central	3,469	10.9%	11.0%	96
Mountain	2,304	7.2%	11.6%	102
Pacific	4,727	14.8%	10.8%	95
Non-MSA	4,408	13.8%	10.2%	90
MSA <500,000	5,875	18.5%	11.1%	98
MSA 500,000-2,000,000	7,686	24.1%	11.1%	98
MSA 2,000,000+	13,871	43.6%	12.1%	106
8th Grade or Less	2,411	7.6%	6.7%	58
1-3 years of High School	1,793	5.6%	9.0%	79
High School Grad	4,270	13.4%	8.1%	71
1-3 years of College	9,116	28.6%	12.7%	111
College Grad	9,284	29.2%	15.0%	132
Post-Grad Studies	4,866	15.3%	13.5%	118
Other	99	0.3%	9.1%	78

Profile Detail

Regular Billiards/Pool Participants (13-24 times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	5,823	-	2.1%	-
Male	4,056	69.7%	3.0%	142
Female	1,766	30.3%	1.2%	59
6~12	279	4.8%	1.0%	49
13~17	556	9.5%	2.5%	119
18~24	1,026	17.6%	3.6%	173
25~34	1,228	21.1%	3.0%	144
35~44	1,077	18.5%	2.6%	125
45~54	905	15.5%	1.9%	93
55~64	431	7.4%	1.3%	62
65+	322	5.5%	0.8%	39
Under \$25000	717	12.3%	1.5%	74
\$25000 to \$49999	1,283	22.0%	1.9%	93
\$50000 to \$74999	1,311	22.5%	2.4%	114
\$75000 to \$99999	861	14.8%	2.2%	104
\$100000+	1,650	28.3%	2.3%	110
New England	252	4.3%	1.9%	90
Middle Atlantic	657	11.3%	1.7%	84
East North Central	844	14.5%	2.0%	94
West North Central	367	6.3%	2.0%	94
South Atlantic	1,308	22.5%	2.4%	115
East South Central	255	4.4%	1.5%	73
West South Central	741	12.7%	2.3%	113
Mountain	503	8.6%	2.5%	122
Pacific	897	15.4%	2.0%	98
Non-MSA	818	14.0%	1.9%	91
MSA <500,000	1,168	20.1%	2.2%	106
MSA 500,000-2,000,000	1,351	23.2%	2.0%	94
MSA 2,000,000+	2,486	42.7%	2.2%	104
8th Grade or Less	447	7.7%	1.2%	59
1-3 years of High School	478	8.2%	2.4%	116
High School Grad	965	16.6%	1.8%	88
1-3 years of College	1,860	31.9%	2.6%	124
College Grad	1,440	24.7%	2.3%	112
Post-Grad Studies	620	10.6%	1.7%	83
Other	13	0.2%	1.2%	56

Profile Detail

Frequent Billiards/Pool Participants (25+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	11,355	-	4.1%	-
Male	7,840	69.0%	5.7%	141
Female	3,516	31.0%	2.5%	61
6~12	424	3.7%	1.6%	38
13~17	884	7.8%	3.9%	97
18~24	1,978	17.4%	7.0%	171
25~34	2,514	22.1%	6.1%	151
35~44	1,839	16.2%	4.4%	109
45~54	2,194	19.3%	4.7%	116
55~64	1,051	9.3%	3.2%	78
65+	472	4.2%	1.2%	30
Under \$25000	1,474	13.0%	3.2%	78
\$25000 to \$49999	2,969	26.1%	4.5%	110
\$50000 to \$74999	2,216	19.5%	4.0%	99
\$75000 to \$99999	1,797	15.8%	4.5%	111
\$100000+	2,899	25.5%	4.0%	99
New England	432	3.8%	3.2%	79
Middle Atlantic	1,332	11.7%	3.5%	87
East North Central	2,021	17.8%	4.7%	116
West North Central	722	6.4%	3.9%	95
South Atlantic	2,347	20.7%	4.3%	106
East South Central	708	6.2%	4.2%	104
West South Central	1,493	13.1%	4.7%	116
Mountain	810	7.1%	4.1%	100
Pacific	1,490	13.1%	3.4%	84
Non-MSA	1,680	14.8%	3.9%	96
MSA <500,000	2,264	19.9%	4.3%	105
MSA 500,000-2,000,000	2,970	26.2%	4.3%	106
MSA 2,000,000+	4,441	39.1%	3.9%	95
8th Grade or Less	734	6.5%	2.0%	50
1-3 years of High School	867	7.6%	4.3%	108
High School Grad	2,301	20.3%	4.4%	108
1-3 years of College	4,039	35.6%	5.6%	138
College Grad	2,417	21.3%	3.9%	96
Post-Grad Studies	975	8.6%	2.7%	67
Other	23	0.2%	2.1%	51

Profile Detail

Male Billiards/Pool Participants

	Total # of Part. (000s)	Segment %	Male Participation Rate by Group	Index vs. Total Male Population
Total	31,896	-	23.3%	-
6~12	1,568	4.9%	10.6%	46
13~17	2,374	7.4%	19.9%	85
18~24	4,634	14.5%	35.3%	152
25~34	7,061	22.1%	35.4%	152
35~44	5,982	18.8%	28.8%	124
45~54	5,938	18.6%	25.1%	108
55~64	2,704	8.5%	16.7%	72
65+	1,635	5.1%	9.9%	42
Under \$25000	3,098	9.7%	16.6%	71
\$25000 to \$49999	7,023	22.0%	22.1%	95
\$50000 to \$74999	6,489	20.3%	23.3%	100
\$75000 to \$99999	5,279	16.6%	25.5%	109
\$100000+	10,006	31.4%	26.4%	113
New England	1,517	4.8%	22.6%	97
Middle Atlantic	3,989	12.5%	21.9%	94
East North Central	5,244	16.4%	24.6%	106
West North Central	2,483	7.8%	27.3%	117
South Atlantic	6,306	19.8%	24.0%	103
East South Central	1,690	5.3%	21.6%	93
West South Central	3,777	11.8%	24.1%	103
Mountain	2,397	7.5%	24.2%	104
Pacific	4,492	14.1%	20.5%	88
Non-MSA	4,378	13.7%	21.4%	92
MSA <500,000	5,800	18.2%	22.6%	97
MSA 500,000-2,000,000	8,114	25.4%	23.5%	101
MSA 2,000,000+	13,604	42.7%	24.2%	104
8th Grade or Less	2,320	7.3%	12.1%	52
1-3 years of High School	2,295	7.2%	21.6%	93
High School Grad	4,780	15.0%	21.2%	91
1-3 years of College	9,494	29.8%	28.5%	122
College Grad	8,411	26.4%	27.2%	117
Post-Grad Studies	4,519	14.2%	22.9%	98
Other	76	0.2%	12.2%	52

Profile Detail

Female Billiards/Pool Participants

	Total # of Part. (000s)	Segment %	Female Participation Rate by Group	Index vs. Total Female Population
Total	17,122	-	12.0%	-
6~12	815	4.8%	6.5%	54
13~17	968	5.7%	9.2%	77
18~24	3,789	22.1%	24.7%	206
25~34	4,366	25.5%	20.9%	174
35~44	2,925	17.1%	14.1%	117
45~54	2,778	16.2%	12.2%	101
55~64	1,051	6.1%	6.1%	51
65+	429	2.5%	1.9%	16
Under \$25000	2,647	15.5%	9.5%	79
\$25000 to \$49999	3,919	22.9%	11.4%	95
\$50000 to \$74999	3,430	20.0%	12.6%	105
\$75000 to \$99999	2,549	14.9%	13.4%	111
\$100000+	4,578	26.7%	13.4%	112
New England	838	4.9%	12.5%	104
Middle Atlantic	2,022	11.8%	10.3%	86
East North Central	2,861	16.7%	13.2%	110
West North Central	1,238	7.2%	12.8%	107
South Atlantic	3,498	20.4%	12.4%	103
East South Central	897	5.2%	10.0%	84
West South Central	1,926	11.2%	12.1%	101
Mountain	1,220	7.1%	12.3%	102
Pacific	2,622	15.3%	11.9%	99
Non-MSA	2,528	14.8%	11.2%	93
MSA <500,000	3,507	20.5%	12.9%	108
MSA 500,000-2,000,000	3,893	22.7%	11.3%	94
MSA 2,000,000+	7,194	42.0%	12.3%	103
8th Grade or Less	1,271	7.4%	7.4%	62
1-3 years of High School	845	4.9%	9.0%	75
High School Grad	2,756	16.1%	9.2%	77
1-3 years of College	5,520	32.2%	14.3%	119
College Grad	4,729	27.6%	15.3%	128
Post-Grad Studies	1,942	11.3%	12.0%	100
Other	59	0.3%	12.8%	107

Billiards/Pool Participation by Region



Billiards/Pool Cross Participation in Other Activities

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Aerobic Activities	Stationary Cycling (Spinning)	2,789	5.7%	183
	Stair-Climbing Machine	5,853	11.9%	181
	Cross-Country Ski Machine	1,401	2.9%	176
	Running/Jogging	15,004	30.6%	160
	Swimming (Fitness/Competition)	6,907	14.1%	159
	Elliptical Motion Trainer	8,947	18.3%	155
	Stationary Cycling (Upright)	8,931	18.2%	155
	Cardio Kickboxing	1,718	3.5%	151
	Stationary Cycling (Recumbent)	3,894	7.9%	150
	Aerobics (High-Impact)	4,119	8.4%	147
	Aerobics (Step)	3,356	6.8%	143
	Treadmill	15,456	31.5%	137
	Other Exercise to Music	6,491	13.2%	130
	Aquatic Exercise	2,712	5.5%	128
	Aerobics (Low-Impact)	6,838	13.9%	124
	Walking for Fitness	26,974	55.0%	106
Conditioning Activities	Rowing Machine	3,940	8.0%	192
	Ab Machine/Device	7,974	16.3%	176
	Calisthenics	3,388	6.9%	163
	Stretching	11,478	23.4%	139
	Pilates Training	2,668	5.4%	132
	Yoga	4,998	10.2%	124
	Tai Chi	962	2.0%	123
Strength Activities	Free Weights (Barbells)	11,318	23.1%	190
	Free Weights (Dumbbells)	13,618	27.8%	174
	Home Gym Exercise	9,247	18.9%	166
	Weight/Resistance Machines	14,120	28.8%	161
	Free Weights (Hand Weights)	14,745	30.1%	151

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Individual Sports	Darts	16,345	33.3%	306
	Boxing	1,611	3.3%	257
	Adventure Racing	536	1.1%	256
	Triathlon (Non-Traditional)	299	0.6%	218
	Archery	3,025	6.2%	207
	Trail Running	2,291	4.7%	207
	Bowling	27,050	55.2%	202
	Ice Skating	4,480	9.1%	179
	Roller Skating (Inline)	3,849	7.9%	176
	Triathlon (Traditional)	401	0.8%	162
	Skateboarding	2,841	5.8%	160
	Horseback Riding	3,866	7.9%	157
	Martial Arts	2,423	4.9%	157
	Roller Skating (2x2)	2,644	5.4%	148
	Scooter Riding (Non-Motorzied)	1,525	3.1%	141
Racquet Sports	Table Tennis	12,348	25.2%	264
	Racquetball	2,680	5.5%	236
	Cardio Tennis	402	0.8%	212
	Badminton	3,891	7.9%	197
	Tennis	8,031	16.4%	190
	Squash	430	0.9%	188

Cross Participation in Other Activities (cont.)

		Participants (000s)	Part. Rate	Index
Team Sports	Volleyball (Beach)	3,392	6.9%	280
	Volleyball (Grass)	3,262	6.7%	241
	Paintball	2,654	5.4%	240
	Football (Touch)	5,624	11.5%	235
	Rugby	500	1.0%	234
	Roller Hockey	764	1.6%	230
	Ultimate Frisbee	2,511	5.1%	226
	Wrestling	1,686	3.4%	220
	Ice Hockey	940	1.9%	217
	Football (Flag)	3,603	7.4%	216
	Softball (Slow-Pitch)	4,494	9.2%	201
	Softball (Fast-Pitch)	1,031	2.1%	195
	Lacrosse	643	1.3%	194
	Basketball	10,809	22.1%	181
	Field Hockey	460	0.9%	181
	Football (Tackle)	3,111	6.3%	178
	Baseball	5,962	12.2%	174
	Soccer (Indoor)	1,855	3.8%	172
	Volleyball (Court)	3,201	6.5%	172
	Soccer (Outdoor)	4,420	9.0%	136
	Track & Field	1,367	2.8%	133
	Gymnastics	783	1.6%	89
	Cheerleading	617	1.3%	87

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Outdoor Sports	Shooting (Trap/Skeet)	2,004	4.1%	240
	Shooting (Sport Clays)	2,231	4.6%	229
	Climbing (Sport / Indoor / Boulder)	2,447	5.0%	225
	Climbing (Traditional / Ice / Mtn)	1,081	2.2%	207
	Hunting (Bow)	1,603	3.3%	203
	Hunting (Handgun)	1,263	2.6%	193
	Hunting (Shotgun)	3,755	7.7%	189
	Backpacking Overnight	3,356	6.8%	187
	Target Shooting (Handgun)	5,709	11.6%	187
	Target Shooting (Rifle)	5,566	11.4%	186
	Bicycling (Mountain)	3,134	6.4%	181
	Fishing (Saltwater)	5,678	11.6%	181
	Hunting (Rifle)	4,264	8.7%	181
	Bicycling (BMX)	750	1.5%	173
	Fishing (Fly)	2,264	4.6%	167
	Camping	12,077	24.6%	157
	Fishing (Freshwater)	14,086	28.7%	153
	Hiking (Day)	11,076	22.6%	150
	Wildlife Viewing	8,085	16.5%	147
	Bicycling (Road)	12,210	24.9%	141
	Camping (RV)	4,981	10.2%	132
	Birdwatching	4,200	8.6%	128

Cross Participation in Other Activities (cont.)

		<u>Participants (000s)</u>	<u>Part. Rate</u>	<u>Index</u>
Winter Sports	Telemarking (Downhill)	328	0.7%	256
	Skiing (Freestyle)	797	1.6%	215
	Snowmobiling	1,610	3.3%	209
	Snowboarding	2,545	5.2%	199
	Snowshoeing	770	1.6%	186
	Skiing (Cross-Country)	972	2.0%	165
	Skiing (Alpine/Downhill)	2,825	5.8%	160
Water Sports	Boardsailing/Windsurfing	724	1.5%	243
	Kayaking (White Water)	657	1.3%	232
	Jet Skiing	4,060	8.3%	228
	Water Skiing	2,877	5.9%	226
	Surfing	1,283	2.6%	216
	Wakeboarding	1,736	3.5%	215
	Rafting	2,221	4.5%	210
	Sailing	2,002	4.1%	208
	Kayaking (Sea/Touring)	838	1.7%	207
	Scuba Diving	1,506	3.1%	205
	Snorkeling	4,497	9.2%	192
	Canoeing	4,149	8.5%	183
	Kayaking (Recreational)	2,538	5.2%	179



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Sporting Goods Manufacturers Association
1150 17th St. NW, Suite 850
Washington, DC 20036

p: 202.775.1762

f: 202.296.7462

www.sgma.com