

Hunting - Bow (2007 Demographics) - Total Participants

	Participants (000)	Segment (%)	Participants Per 100 People	Index		Participants (000)	Segment (%)	Participants Per 100 People	Index
TOTAL (000)	2,189	100.0%	0.8	100	TOTAL (000)	2,189	100.0%	0.8	100
<u>GENDER</u>					<u>REGION</u>				
Male	1,977	90.3%	1.5	185	Northeast	210	9.6%	0.4	52
Female	212	9.7%	0.2	19	North Central	1,063	48.6%	1.8	219
					South	774	35.4%	0.8	97
<u>AGE</u>					West	141	6.4%	0.2	28
6 to 11	157	7.2%	.7	82					
12 to 17	158	7.2%	.6	76	<u>MARKET SIZE</u>				
18 to 24	223	10.2%	.8	97	Non-Metro	1,090	49.8%	3.3	409
25 to 34	592	27.0%	1.5	185	100,000 - 499,999	501	22.9%	1.3	160
35 to 44	626	28.6%	1.5	182	500,000 - 1,999,999	231	10.6%	0.4	50
45 to 54	150	6.9%	.3	43	2,000,000 plus	366	16.7%	0.3	32
55 to 64	137	6.3%	.4	53					
65 plus	146	6.7%	.4	51	<u>EDUCATION (18+ Yrs Old)</u>				
Average Age	35.3				H.S. / Less	1,253	67.8%	1.3	166
<u>HOUSEHOLD INCOME</u>					Full Time Student	36	1.9%	0.3	42
Under \$15,000	210	9.6%	0.8	100	1 - 3 Years College	299	16.2%	0.8	99
\$15,000 - \$24,999	191	8.7%	0.8	97	College Grad	221	12.0%	0.5	56
\$25,000 - \$34,999	89	4.1%	0.3	38	Advanced Student	39	2.1%	0.1	17
\$35,000 - \$49,999	438	20.0%	1.2	145		1,848	100.0%		
\$50,000 - \$74,999	759	34.7%	1.5	184					
\$75,000 - \$99,999	166	7.6%	0.4	54					
\$100,000 plus	335	15.3%	0.5	64					
Average Income (\$000)	\$61.4								