

Hunting and Shooting Participation & Equipment Purchases

20XX Bow-Crossbow Purchaser Report



Results of the HunterSurvey.com and ShooterSurvey.com
Online Consumer Panel Survey

Produced by:



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INTRODUCTION AND METHODS

This report presents the results of the bi-monthly HunterSurvey.com[®] and ShooterSurvey.com[®] online consumer panel survey. This panel, composed of hunters and shooters across the U.S. who volunteer to participate, tracks hunter and shooter participation and purchases. Panelists are surveyed every other month and asked about their participation and equipment purchases during the prior two months.

To overcome biases common to online surveys, the survey respondents are weighted to reflect the true population of U.S. hunters and shooters. The weighting process is conducted dynamically with each survey to reflect the general hunting and shooting population as accurately as possible. The process of our analytical procedures and sampling weights are continually being improved to better represent sportsmen nationwide.

A note on statistical reliability. The tables in this report are based on responses from a nationwide sample of hunters and shooters who complete the surveys. As a result, the reported percentages in the tables are subject to sampling variability, often called the “margin of error”. This is typically presented as +/- some percentage to indicate the range of values that includes the true percentage in the total population of all hunters and shooters. Because the margin of error is determined by the reported percentage and the size of the sample on which it is based, the margin of error will be different for each table in the report. For that reason, “N=” is included at the bottom of each table to denote the sample size on which the table is based and as a general indication of statistical reliability.

As a general rule, results based on a sample with fewer than 30 respondents should be viewed with caution because the margin of error can be sufficiently large that there are no real differences between the percentages in most categories in the table. This is most likely to occur with the monthly estimates where the sample sizes for some purchases are small. For tables with N=100, the margin of error can be +/-9.8%. For tables with N=500, the margin of error can be +/-4.4%. For tables with N=2,000, the margin of error can be +/-2.2%.

SIZE OF THE BOWHUNTING/ARCHERY MARKET

The 20XX estimated retail market sizes by equipment type are presented in the tables below. These estimates are derived from several data sources. These sources include a balanced general population study of U.S. residents 18 or older and Southwick Associates' HunterSurvey ongoing purchase monitoring. Our estimates do not reflect purchases of archers who purchase equipment that will not be used for hunting.

Archery and crossbow market size by equipment type:

	Current Year U.S. Market (in millions)
Arm guards	
Arrows	
Bow case	
Bow sights	
Bow stand	
Bows (compound, recurve, longbow)	
Broadheads	
Crossbows	
Fletching and other arrow components	
Peepsites and pins	
Quivers	
Releases and tabs	
Rests	
Silencers	
Strings	
Targets	
Total archery-crossbow market	

Bow-crossbow market size by bow type:

	Current Year U.S. Market (in millions)
Compound	
Long bow	
Recurve	
Crossbow	
Total bow-crossbow market	

DEMOGRAPHICS OF BOWHUNTING AND ARCHERY SURVEY RESPONDENTS 20XX AND 20XX

In 20XX, the Hunter/Shooting Survey received XX,XXX complete survey responses. Of these, XX,XXX were usable once the standard weighting scheme was applied. Of these, X,XXX responses were from hunters who purchased archery or bowhunting equipment.

Demographic distributions of all respondents who purchased bow/archery items

	Current Year	Prior Year
Age of respondent	18 to 24	
	25 to 34	
	35 to 44	
	45 to 54	
	55 to 64	
	65 and older	
Gender	Male	
	Female	
Household Income	Under \$10,000	
	\$10,000 to \$19,999	
	\$20,000 to \$29,999	
	\$30,000 to \$39,999	
	\$40,000 to \$49,999	
	\$50,000 to \$74,999	
	\$75,000 to \$99,999	
	\$100,000 to \$149,999	
	\$150,000 to \$199,999	
\$200,000 or more		
Education	11 Years or Less	
	12 Years	
	1-3 Years of College	
	4 Years of College or More	
	I prefer not to say	
	Total	

HUNTING ACTIVITIES

Species sought with a BOW in 20XX and 20XX:

	Current Year	Prior Year
Whitetail deer		
Mule deer, Blacktail, Sitka		
African game		
Alligator		
North American non-native deer		
Sheep, goat		
Caribou		
Elk		
Antelope		
Turkey		
Small game		
Dove		
Upland game birds		
Predator/Predator calling		
Varmint/Furbearers		
Bear		
Hog		
Moose		
Bison/Buffalo		
Total		

Species sought with a CROSSBOW in 20XX and 20XX:

	Current Year	Prior Year
Whitetail deer		
Mule deer, Blacktail, Sitka		
African game		
Alligator		
North American non-native deer		
Sheep, goat		
Caribou		
Elk		
Antelope		
Turkey		
Small game		
Dove		
Upland game birds		
Predator/Predator calling		
Varmint/Furbearers		
Bear		
Hog		
Moose		
Bison/Buffalo		

Total

Other types of shooting activities in 20XX by respondents who went BOW/ARCHERY shooting:

	Current Year	Prior Year
Rifle shooting (plinking benchrest tactical cowboy etc.)		
Handgun shooting (plinking benchrest tactical cowboy etc.)		
Bow/Archery		
Air rifle		
Shotgun		
Crossbow		
Muzzleloader		
Other		
Total		

Other types of shooting activities in 20XX by respondents who went CROSSBOW shooting:

	Current Year	Prior Year
Rifle shooting (plinking benchrest tactical cowboy etc.)		
Handgun shooting (plinking benchrest tactical cowboy etc.)		
Bow/Archery		
Air rifle		
Shotgun		
Crossbow		
Muzzleloader		
Other		
Total		

ARCHERY AND BOWHUNTING PURCHASES

What bow/archery purchasers reported buying:

	Current Year	Prior Year
Bows		
Crossbows		
Arrows		
Broadheads		
Arm Guards		
Bow Cases		
Bow Stands		
Fletchings		
Peep sites		
Quivers		
Releases and tabs		
Rests		
Sights		
Silencers		
Stabilizers		
Strings & accessories		
Archery Targets		
Nocks		
Total		

Brand of CROSSBOWS bow/archery purchasers purchased

	Current Year	Prior Year
Barnett		
Bowtech/Stryker		
Carbon Express (including X-Force)		
Centerpoint/Crosman		
Darton		
Excaliber		
Horton		
Parker		
PSE		
TenPoint		
Wicked Ridge		
X-Force (Eastman Outdoors)		
Other		
Not sure		
Total		

Cost of CROSSBOWS bow/archery purchasers purchased

Current Year
\$0.00 - \$199.99
\$200.00 - \$399.99
\$400.00 - \$599.99
\$600.00 - \$799.99
\$800.00 - \$999.99
\$1,000.00 - \$1,199.99
\$1,200.00 or more
Not sure
Total
Avg. price of Crossbows

Type of store where bow/archery purchasers purchased CROSSBOWS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Website	
Other	
Not sure	
Total	

Primary purpose of CROSSBOWS bow/archery purchasers purchased

Current Year
Hunting
Casual shooting
Competitive shooting
Self-defense
Collecting
Gift
Other
Total

Percent of CROSSBOWS bow/archery purchasers purchased new or used

Current Year
New
Used
Total

Type of BOWS bow/archery purchasers purchased

Current Year	Prior Year
Compound	
Long bow	
Recurve	
Other	
Total	

Brand of BOWS bow/archery purchasers purchased

Current Year	Prior Year
Alpine	
Barnett	
Bear	
Black Widow	
BowTech	
Browning	
Custom made	
Darton	
Diamond	
Elite	
Excalibur	
G5	
Genesis	
High Country	
Horton	
Hoyt	
Martin	
Matthews	
Mission	
Parker	
PSE	
Redhead	
Strother	
Other	
Not sure	
Total	

Cost of BOWS bow/archery purchasers purchased

Current Year
\$0.00 - \$19.99
\$20.00 - \$29.99
\$30.00 - \$39.99
\$40.00 - \$49.99
\$50.00 - \$74.99
\$75.00 - \$99.99
\$100.00 - \$249.99
\$250.00 - \$499.99
\$500.00 - \$749.99
\$750.00 - \$999.99
\$1,000.00 - \$1,250.00
Over \$1,250.00
Not sure
Total
Avg. price of Bows

Type of store where bow/archery purchasers purchased BOWS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Number of ARROWS bow/archery purchasers purchased

Current Year
1
2
3
4
5
6
7
8
9
10
11
12
24
Other
Not sure
Total

Brand of ARROWS bow/archery purchasers purchased

Current Year
Allen
Barnett
Beman
Black Eagle
Cabela brand
Carbon Express
Easton
Gold Tip
Horton
Parker
PSE
Redhead
Victory
Other
Not sure
Total

NOTE: Because of the weighting scheme we use we are not able to report the N=Values for our arrow purchases other than number of arrows. If you are interested in the N=Values, please refer to the N=Values in the 'Number of Arrows' table.

Cost of ARROWS bow/archery purchasers purchased

Current Year
\$0.00 - \$19.99
\$20.00 - \$29.99
\$30.00 - \$39.99
\$40.00 - \$49.99
\$50.00 - \$59.99
\$60.00 - \$69.99
\$70.00 - \$79.99
\$80.00 - \$89.99
\$90.00 - \$99.99
Over \$100.00
Not sure
Total

Type of store where bow/archery purchasers purchased ARROWS

Current Year
Farm/Ranch Stores
General Sporting Goods
Gun shows or expos
Local shop
Mass Merchant
Outdoor Specialty Store
Printed Catalog
Used
Website
Other
Not sure
Total

Brand of FLETCHING bow/archery purchasers purchased

Current Year	Prior Year
AAE	
Berman	
Blazer	
Bohning	
Burnt Coyote	
Cabela's	
Duravane	
Easton	
Extreme	
Flex Fletch	
Fusion	
Gateway	
LumenokTruGlo	
NAP	

QuickSpin
Trueflight
Vanetec
Other
Not sure
Total

Cost of FLETCHING bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$5.99	
\$6.00 - \$9.99	
\$10.00 - \$19.99	
\$20.00 - \$29.99	
\$30.00 - \$39.99	
\$40.00 - \$49.99	
Over \$50.99	
Not sure	
Total	

Avg. price of Fletching

Type of store where bow/archery purchasers purchased FLETCHING

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Type of BROADHEADS bow/archery purchasers purchased

Current Year
Fixed
Mechanical
Not sure
Total

Brand of BROADHEADS bow/archery purchasers purchased

Current Year	Prior Year
Allen	
Carbon Express	
Crimson Talon	
G5	
Grim Reaper	
Horton	
Magnus	
Muzzy	
NAP	
QAD	
Rage	
Ramcat	
Rocket	
Slick Trick	
Steel Force	
Swhacker	
Thunderhead	
Wasp	
Other	
Not sure	
Total	

Cost of BROADHEADS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$5.99	
\$6.00 - \$9.99	
\$10.00 - \$19.99	
\$20.00 - \$29.99	
\$30.00 - \$39.99	
\$40.00 - \$49.99	
Over \$50.00	
Not sure	
Total	

Avg. price of Broadheads

Type of store where bow/archery purchasers purchased BROADHEADS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	

Used
Website
Other
Not sure
Total

Brand of RELEASES or TABS bow/archery purchasers purchased

Current Year	Prior Year
Bateman	
Cabela's	
Carter	
Cobra	
Copper John	
Fletcher	
Free Flight	
Lan	
Neet	
Primos	
Pro Release	
Scott Archery	
Spot Hogg	
T R U	
Tru Glo	
Tru-Fire	
Winn	
Other	
Not sure	
Total	

Cost of RELEASES or TABS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$5.99	
\$6.00 - \$9.99	
\$10.00 - \$19.99	
\$20.00 - \$29.99	
\$30.00 - \$39.99	
\$40.00 - \$49.99	
Over \$50.00	
Not sure	
Total	

Avg. price of Releases/Tabs

Type of store where bow/archery purchasers purchased RELEASES or TABS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of PEEPSITES bow/archery purchasers purchased

Current Year	Prior Year
Apex	
Cabela's	
Cobra	
Copper John	
Extreme	
Fletcher	
G5	
HHA	
Loc - a - peep	
NAP	
PSE	
SpotHogg	
Sword	
Trophy Ridge	
TruGlo	
Viper	
Other	
Not sure	
Total	

Cost of PEEPSITES bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$5.99	
\$6.00 - \$9.99	
\$10.00 - \$19.99	
\$20.00 - \$29.99	
\$30.00 - \$39.99	
\$40.00 - \$49.99	
Over \$50.00	

Not sure
Total
Avg. price of Peepsites

Type of store where bow/archery purchasers purchased PEEPSITES

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of SILENCERS bow/archery purchasers purchased

Current Year	Prior Year
Allen	
Bear	
Bowjax	
Cabela's	
Excalibur	
Fuse	
G5	
Hoyt	
Limbsaver	
Mathews	
Octane	
Sims	
Truglo	
Other	
Not sure	
Total	

Cost of SILENCERS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$1.99	
\$2.00 - \$3.99	
\$4.00 - \$5.99	
\$6.00 - \$7.99	
\$8.00 - \$9.99	
\$10.00 - \$11.99	

\$12.00 - \$13.99
\$14.00 - \$15.99
\$16.00 - \$17.99
\$18.00 - \$19.99
Over \$20.00
Not sure
Total
Avg. price of Silencers

Type of store where bow/archery purchasers purchased SILENCERS

	Current Year	Prior Year
Farm/Ranch Stores		
General Sporting Goods		
Gun shows or expos		
Local shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used		
Website		
Other		
Not sure		

Brand of STABILIZERS bow/archery purchasers purchased

	Current Year	Prior Year
Apex		
Bee Stinger		
Cobra		
Doinker		
Fuse		
Limb Saver/Sims		
Mathews		
N A P		
Octane		
Trophy Ridge		
Tru-Glow		
Vibracheck		
Other		
Not sure		
Total		

Cost of STABILIZERS bow/archery purchasers purchased

	Current Year	Prior Year
\$0.00 - \$5.99		
\$6.00 - \$9.99		
\$10.00 - \$19.99		

\$20.00 - \$29.99
\$30.00 - \$39.99
\$40.00 - \$49.99
Over \$50.00
Not sure
Total
Avg. price of Stabilizers

Type of store where bow/archery purchasers purchased STABILIZERS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of ARM GUARDS bow/archery purchasers purchased

Current Year	Prior Year
Allen	
Bear	
Buck Wing	
Gander Mountain	
Neet	
Primos	
Saunders	
Tarantula	
Vista	
Other	
Not sure	
Total	

Cost of ARM GUARDS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$5.99	
\$6.00 - \$9.99	
\$10.00 - \$19.99	
\$20.00 - \$29.99	
\$30.00 - \$39.99	
\$40.00 - \$49.99	

Over \$50.00
Not sure
Total
Avg. price of Arm Guards

Type of store where bow/archery purchasers purchased ARM GUARDS

	Current Year	Prior Year
Farm/Ranch Stores		
General Sporting Goods		
Gun shows or expos		
Local shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used		
Website		
Other		
Not sure		
Total		

Brand of QUIVERS bow/archery purchasers purchased

	Current Year	Prior Year
Allen		
Alpine		
Apex		
Archer Xtreme		
Barnett		
Bear		
Bohning		
Bow Tech		
Diamond		
Easton		
Fuse		
G5		
Horton		
Hoyt		
Kwikee		
Martin		
Mathews		
Neet		
Octane		
PSE		
Rage		
RedHead		
Tightspot		

Trophy Ridge
Tru-Glo
Other
Not sure
Total

Cost of QUIVERS bow/archery purchasers purchased

	Current Year	Prior Year
\$0.00 - \$5.99		
\$6.00 - \$9.99		
\$10.00 - \$19.99		
\$20.00 - \$29.99		
\$30.00 - \$39.99		
\$40.00 - \$49.99		
Over \$50.00		
Not sure		
Total		

Avg. price of Quivers

Type of store where bow/archery purchasers purchased QUIVERS

	Current Year	Prior Year
Farm/Ranch Stores		
General Sporting Goods		
Gun shows or expos		
Local shop		
Mass Merchant		
Outdoor Specialty Store		
Printed Catalog		
Used		
Website		
Other		
Not sure		
Total		

Brand of RESTS bow/archery purchasers purchased

Current Year	Prior Year
Carolina Archery	
Copper John	
NAP	
Octane	
Qad/ Quality Archery	
QuickTune	
Ripcord	
Trophy Ridge	
Trophy Taker	
Vapor Trail	
Other	
Not sure	
Total	

Cost of RESTS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$19.99	
\$20.00 - \$29.99	
\$30.00 - \$39.99	
\$40.00 - \$49.99	
\$50.00 - \$59.99	
\$60.00 - \$69.99	
\$70.00 - \$79.99	
\$80.00 - \$89.99	
\$90.00 - \$99.99	
Over \$100.00	
Not sure	
Total	
Avg. price of Rests	

Type of store where bow/archery purchasers purchased RESTS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of ARCHERY TARGETS bow/archery purchasers purchased

	Current Year	Prior Year
Big Green Targets		
Birchwood/Casey		
Blackhole		
Buck Commander		
Buckmaster		
Bulldog		
Cabela's		
Champion		
Delta		
Drew		
Game Winner		
Gander Mountain		
Glendel		
Homemade		
Hurricane		
Martin Archery		
McKenzie		
Morrell		
Paper Target		
Redhead		
Reinhart		
Shooter Buck		
The Block		
Yellow Jacket		
Other		
Not sure		
Total		

Cost of ARCHERY TARGETS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$24.99	
\$25.00 - \$49.99	
\$50.00 - \$99.99	
\$100.00 - \$199.99	
\$200.00 - \$399.99	
\$400.00 - \$599.99	
\$600.00 - \$799.99	
\$800.00 - \$999.99	
Over \$1,000.00	
Not sure	
Total	
Avg. price of Archery Targets	

Type of store where bow/archery purchasers purchased ARCHERY TARGETS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Cost of STRINGS and ACCESSORIES bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$1.99	
\$2.00 - \$3.99	
\$4.00 - \$5.99	
\$6.00 - \$7.99	
\$8.00 - \$9.99	
\$10.00 - \$11.99	
\$12.00 - \$13.99	
\$14.00 - \$15.99	
\$16.00 - \$17.99	
\$18.00 - \$19.99	
Over \$20.00	
Total	
Avg. price of Strings and Accessories	

Type of store where bow/archery purchasers purchased STRINGS and ACCESSORIES

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of BOW CASES bow/archery purchasers purchased

Current Year	Prior Year
Allen	
Black Creek	
Bowtech	
Boyt	
Cabela's	
Excaliber	
Flambeau	
Horton	
Hoyt	
Kolpin	
Mathews	
Plano (including BowGuard)	
Primos	
RedHead	
SKB	
Tarantula	
Vanguard	
Other	
Not sure	
Total	

Cost of BOW CASES bow/archery purchasers purchased

Current Year
\$0.00 - \$1.99
\$2.00 - \$3.99
\$4.00 - \$5.99
\$6.00 - \$7.99
\$8.00 - \$9.99
\$10.00 - \$11.99
\$12.00 - \$13.99
\$14.00 - \$15.99
\$16.00 - \$17.99
\$18.00 - \$19.99
16724
Not sure
\$20.00 - \$49.99
\$50.00 - \$99.99
\$100.00 - \$149.00
\$150.00 - \$199.00
\$200.00 or more
Total
Avg. price of Bow Cases

Type of store where bow/archery purchasers purchased BOW CASES

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of SIGHTS bow/archery purchasers purchased

Current Year	Prior Year
Aimshot	
Apex	
Axcel	
Black Gold	
Cabela's	
Cobra	
Copper John	
Extreme	
Field Logic	
G5	
HHA	
Hind Sight	
IQ Bow Sight	
Octane	
Pro Hunter	
PSE	
Schaffer	
Spot Hogg	
Sword	
Toxonics	
Trophy Ridge	
TRU Ball	
Truglo	
Viper	
Other	
Not sure	
Total	

Cost of SIGHTS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$19.99	
\$20.00 - \$39.99	
\$40.00 - \$59.99	
\$60.00 - \$79.99	
\$80.00 - \$99.99	
\$100.00 - \$199.99	
\$200.00 - \$499.99	
Over \$500.00	
Not sure	
Total	
Avg. price of Bow Sights	

Type of store where bow/archery purchasers purchased SIGHTS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of BOW STANDS bow/archery purchasers purchased

Current Year	Prior Year
Ameristep	
Big Game	
Gorilla	
Lone Wolf	
Millennium	
Primos	
Rivers Edge	
Summit	
Treestand	
Western	
Other	
Not sure	
Total	

Cost of BOW STANDS bow/archery purchasers purchased

Current Year	Prior Year
\$0.00 - \$4.99	
\$5.00 - \$9.99	
\$10.00 - \$19.99	
\$20.00 - \$49.99	
Over \$50.00	
Not sure	
Total	

Avg. price of Bow Stands

Type of store where bow/archery purchasers purchased BOW STANDS

Current Year	Prior Year
Farm/Ranch Stores	
General Sporting Goods	
Gun shows or expos	
Local shop	
Mass Merchant	
Outdoor Specialty Store	
Printed Catalog	
Used	
Website	
Other	
Not sure	
Total	

Brand of NOCKS bow/archery purchasers purchased

Current Year
Bohning
Carbon Express
Clean Shot
Easton
Gold Tip
Lumenok/ Burt Coyote
Nockturnal
Nufletch
Red Hot
Saunders
Other
Not sure
Total

Cost of NOCKS bow/archery purchasers purchased

Current Year
\$0.00 - \$5.99
\$6.00 - \$9.99
\$10.00 - \$19.99
\$20.00 - \$29.99
\$30.00 - \$39.99
\$40.00 - \$49.99
Over \$50.00
Not sure
Total

Type of store where bow/archery purchasers purchased NOCKS

Current Year
Farm/Ranch Stores
General Sporting Goods
Gun shows or expos
Local shop
Mass Merchant
Outdoor Specialty Store
Printed Catalog
Used
Website
Other
Not sure
Total

APPENDIX A: DEFINITIONS OF SPECIES HUNTED AND STORE TYPES

Species Hunted

Options seen by panelists in survey	Labels in report table
Whitetail deer	Whitetail deer
Mule deer, Blacktail, Sitka	Mule deer, Blacktail, Sitka
North American non-native deer (axis, fallow)	North American non-native deer
Elk	Elk
Antelope	Antelope
Bison/Buffalo	Bison/Buffalo
Moose	Moose
Caribou	Caribou
Sheep, goat	Sheep, goat
Bear	Bear
Turkey	Turkey
Alligator	Alligator
Hog (including javelina)	Hog
Waterfowl (ducks, geese)	Waterfowl
Small game (rabbit, squirrel)	Small game
Dove	Dove
Upland game birds (quail, pheasant, grouse, chukar, woodcock, crow)	Upland game birds
Predator/predator calling (including coyotes)	Predator/predator calling
Varmint/Furbearers (badger, beaver, prairie dog, groundhog, muskrat, otter, raccoon, ringtail, weasel, nutria, skunk)	Varmint/Furbearers
African game	African game
Any other game	Any other game

*Store Types**

Options seen by panelists in survey	Labels in report table
Farm/Ranch Stores (Big R, Coastal, Tractor Supply, Rural King)	Farm/Ranch Stores
General Sporting Goods (Sports Authority, Dick's, Academy)	General Sporting Goods
Gun shows or expos	Gun shows or expos
Local shop (Mom and Pop shop)	Local shop
Mass Merchant (Wal-Mart, K-Mart, Sam's Club)	Mass Merchant
Outdoor Specialty Store (Bass Pro, Cabela's, Gander Mountain)	Outdoor Specialty Store
Printed Catalog (Bass Pro and Cabela's)	Printed Catalog
Used (from individual)	Used (from individual)
Website (Cabela's, Bass Pro, etc.)	Website
Other	Other
Not sure	Not sure

*Note: "Used (from individual)" is no longer an option for firearms stores. Please see the [New and Used Firearms](#) section in Methods for more information.

APPENDIX B: ITEMS WITH STANDARDIZED PRICE RANGES

For your reference, following items had their price range adjusted slightly for standardization purposes. This means that the price ranges for these items presented to 20XX panelists was slightly different than the price ranges presented to 20XX panelists. Our assumption is that this change had little to no impact on the data. These items have 20XX data presented as the new price categories in this report. This is explained in the [Price Range Updates](#) section in Methods.

Archery/Bowhunting

Arrows

Bow Stands

Broadheads

Fletching

Peep sites

Quivers

Releases and tabs

Rests

Sights

Silencers

Stabilizers

Strings & accessories

Targets