

## Socio-Demographics

(Based on a Lausanne University study made in Switzerland, Italy, and France)

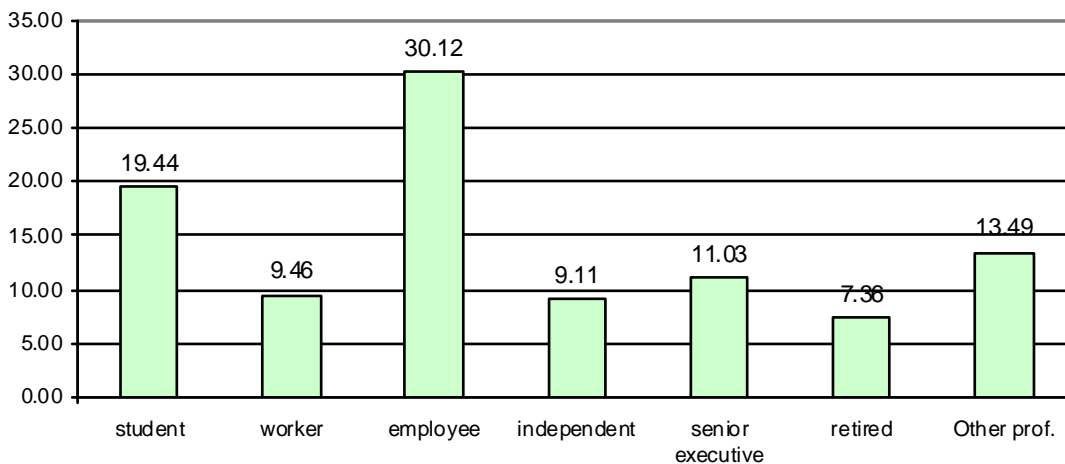
### Gender

Men are widely more represented with 66% of the archery population.

### Age

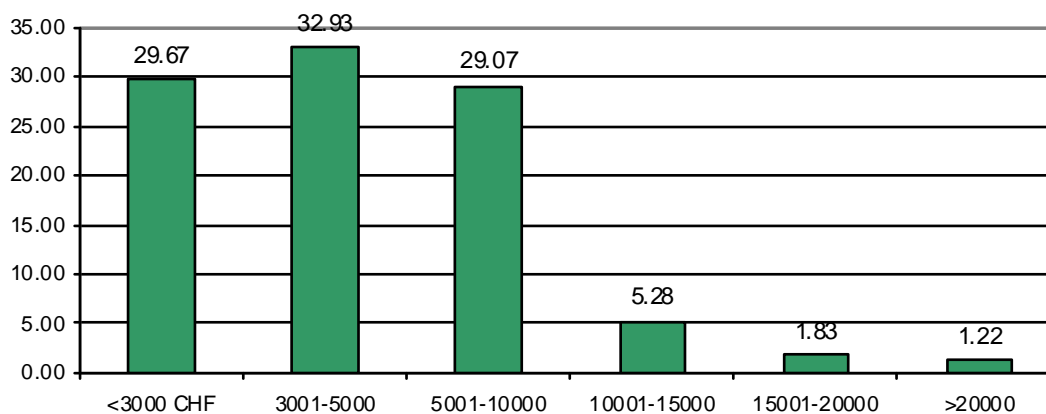
16% are juniors (under 18 years old), 14% are seniors 1 (under 30), 49% are seniors 2 (under 50), and 21% are veterans (over 50).

### Profession



### Personal Incomes

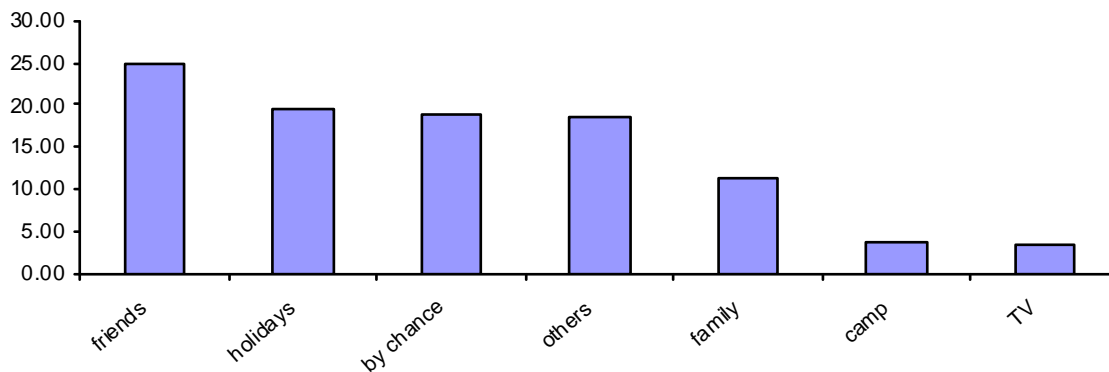
At the sight of the results of the two previous questions, we ascertain a great presence of a middle socio-professional class. The sharp rate of low salary is very likely represented by the consequent proportion of student, which have not only low salary but which are also more disposed to disclose them.



### Bow Type

Almost half of the surveyed people use a recurve bow (45%). The second more represented bow is the compound bow (27%). The other percentages are 11% for the longbow, 10% for the barebow, and 7% for the others.

### Discovery



### Frequency

Concerning the practice frequency, we can establish that archers are practising with enthusiasm: more than 41% of them practise two to three times a week, 35% practise archery once a week, and they are only 2,4% to practise less than once a month.

### Favourite Place

Outdoor is the privileged place among the favourite places to shoot: 79% of the archers prefer to shoot outdoor (47% on fixed distances and 32% in the natural environment) to only 21% that prefer to shoot indoor. This strengthens the information given by the focus group.

### Physical Qualities

As we can verify on the following chart, the sight is the physical quality required which appears the most among all the questionnaires: 47% of the surveyed persons think that it is essential and 36% of them consider that it is necessary. Then comes the balance with 35% of the archers considering it essential and 48% considering it necessary. The endurance and the immobility are the two other qualities considered as necessary for more than 50% of the surveyed persons. At these answers' sight, it emerges that a good general physical condition is necessary to practise archery.