

Single Sport Report - 2011

Rugby



Sporting Goods Manufacturers Association

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METHODOLOGY

During January 2011/early February 2011 a total of 38,742 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel operated by Synovate. A total of 15,086 individual and 23,656 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 283,743,000 people aged 6 and above.

The 2011 participation survey sample size of 38,742 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error – that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of 5% has a confidence interval of plus or minus 0.21 percentage points at the 95% confidence level. This translates to plus or minus 4% of participants.

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Statistical analysis and charts were produced by Sports Marketing Surveys.

GUIDE TO READING TABLES

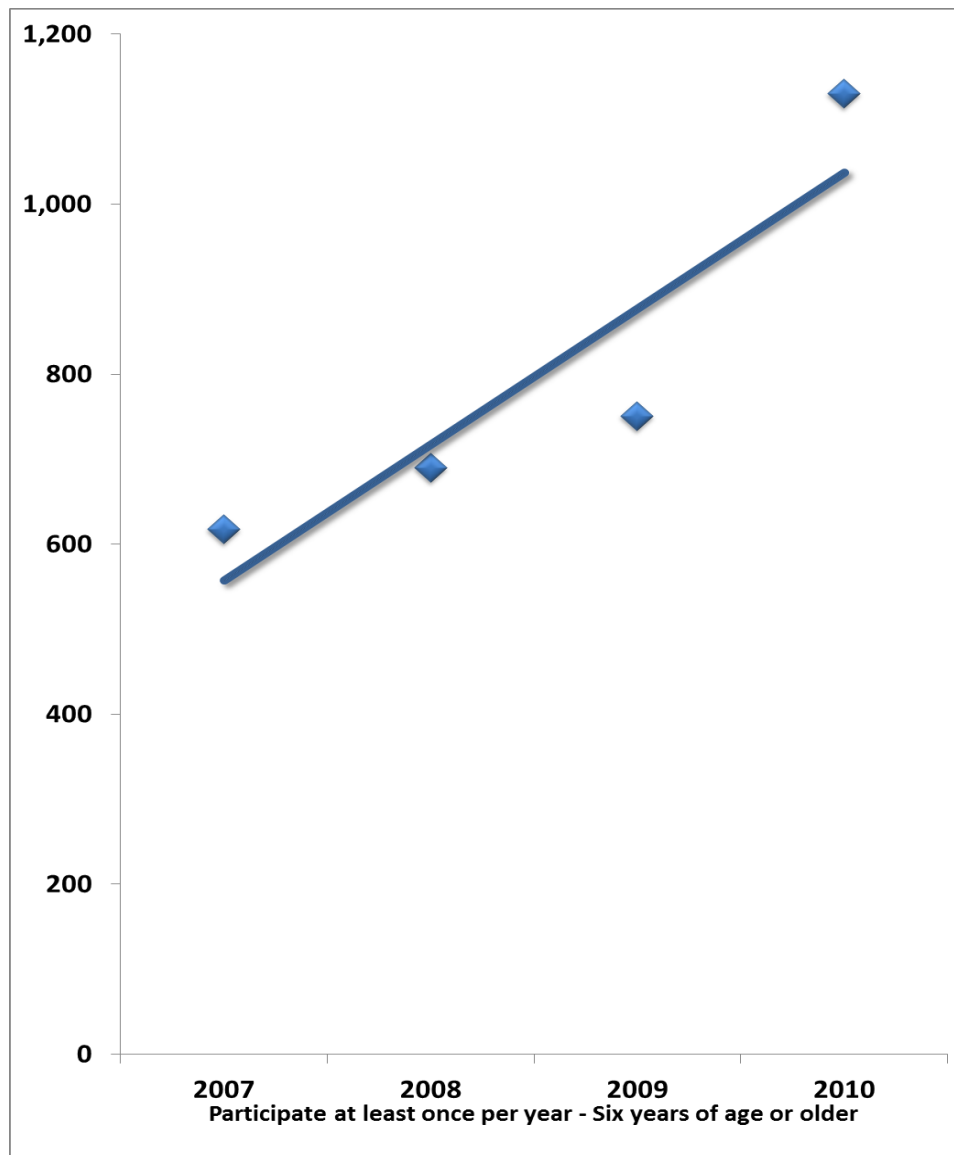
Table Key

- 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.

RUGBY – FAST FACTS

- There are 1,130,000 Rugby participants in the U.S.
- There are 373,000 core (8+ /year) Rugby participants in the U.S.
- 68% of all Rugby participants are male; 80% of core (8+/year) Rugby participants are male.
- 66% of all Rugby participants are between 25 to 54 years old; 73% of core (8+/year) Rugby participants are between 18to 44 years old.
- 43% of all Rugby participants have a household income of at least \$75,000 per year.
- 65% of all Rugby participants reside in a market size of 2,000,000+.
- 55% of all Rugby participants have a college degree or higher.
- 38% of all Rugby participants also play tackle football, 40% play outdoor soccer, and 38% play indoor soccer.

Rugby Total Participation Trend



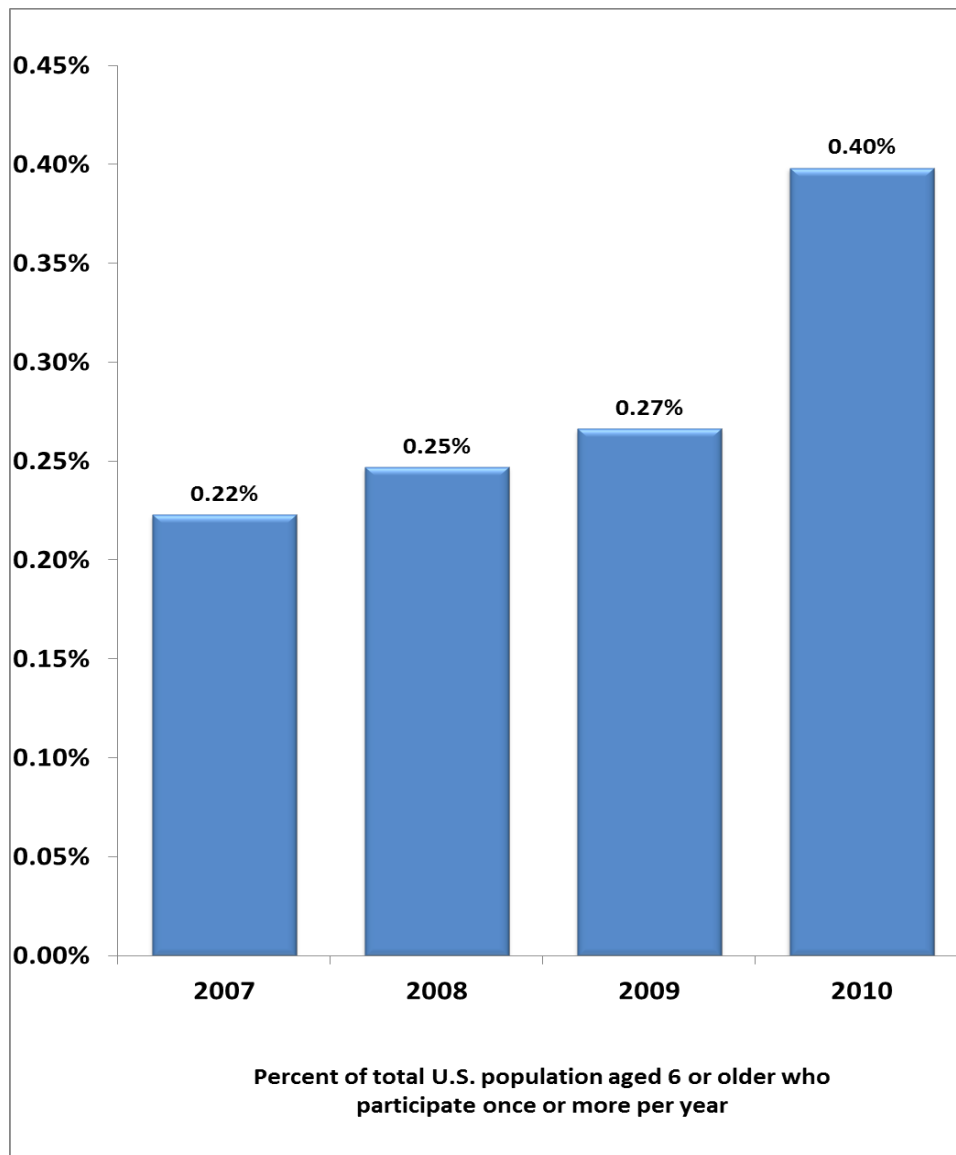
Rugby Total Participation Trend Overview

2007	2008	2009	2010	1 yr % Change (2009-2010)	3 yr % Change (2007-2010)
617	690	750	1,130	50.7%	83.1%

1 yr % Change in Population (2009-2010)	3 yr % Change in Population (2007-2010)
0.7%	2.5%

Participation figures are in thousands

Rugby Total Participation Rate Trend



Rugby Total Participation Rate Trend Overview

2007	2008	2009	2010	1 yr % Point Change (2009-2010)	3 yr % Point Change (2007-2010)
0.22%	0.25%	0.27%	0.40%	0.13%	0.18%

PROFILE DETAIL

Total Rugby Participants (1+times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	1,130	-	0.4%	-
Male	772	68.3%	0.6%	139
Female	358	31.7%	0.2%	62
6~12	55	4.9%	0.2%	50
13~17	138	12.2%	0.6%	152
18~24	168	14.9%	0.6%	146
25~34	352	31.2%	0.8%	213
35~44	192	17.0%	0.5%	114
45~54	202	17.9%	0.4%	107
55~64	19	1.7%	0.1%	14
65+	3	0.3%	0.0%	2
Under \$25000	248	21.9%	0.5%	129
\$25000 to \$49999	154	13.6%	0.2%	59
\$50000 to \$74999	244	21.6%	0.4%	110
\$75000 to \$99999	201	17.8%	0.5%	125
\$100000+	282	25.0%	0.4%	97
New England	26	2.3%	0.2%	48
Middle Atlantic	319	28.2%	0.8%	209
East North Central	91	8.1%	0.2%	52
West North Central	19	1.7%	0.1%	25
South Atlantic	252	22.3%	0.5%	114
East South Central	14	1.2%	0.1%	21
West South Central	49	4.3%	0.2%	38
Mountain	113	10.0%	0.6%	141
Pacific	249	22.0%	0.6%	140
Non-MSA	36	3.2%	0.1%	21
MSA <500,000	151	13.4%	0.3%	71
MSA 500,000-2,000,000	208	18.4%	0.3%	75
MSA 2,000,000+	734	65.0%	0.6%	158
8th Grade or Less	92	8.1%	0.3%	68
1-3 years of High School	126	11.2%	0.7%	173
High School Grad	58	5.1%	0.1%	29
1-3 years of College	235	20.8%	0.3%	83
College Grad	454	40.2%	0.7%	169
Post-Grad Studies	166	14.7%	0.4%	109
Other	-	-	-	-

Participation figures are in thousands

PROFILE DETAIL

Core Rugby Participants (8+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	373	-	0.1%	-
Male	295	79.1%	0.2%	161
Female	78	20.9%	0.1%	41
6~12	21	5.6%	0.1%	58
13~17	42	11.3%	0.2%	140
18~24	94	25.2%	0.3%	248
25~34	111	29.8%	0.3%	204
35~44	67	18.0%	0.2%	121
45~54	29	7.8%	0.1%	47
55~64	10	2.7%	0.0%	22
65+	-	-	-	-
Under \$25000	72	19.3%	0.1%	113
\$25000 to \$49999	40	10.7%	0.1%	46
\$50000 to \$74999	139	37.3%	0.2%	189
\$75000 to \$99999	41	11.0%	0.1%	77
\$100000+	80	21.4%	0.1%	83
New England	4	1.1%	0.0%	22
Middle Atlantic	106	28.4%	0.3%	211
East North Central	68	18.2%	0.2%	118
West North Central	-	-	-	-
South Atlantic	58	15.5%	0.1%	80
East South Central	-	-	-	-
West South Central	-	-	-	-
Mountain	22	5.9%	0.1%	83
Pacific	116	31.1%	0.3%	198
Non-MSA	12	3.2%	0.0%	21
MSA <500,000	30	8.0%	0.1%	43
MSA 500,000-2,000,000	73	19.6%	0.1%	79
MSA 2,000,000+	257	68.9%	0.2%	168
8th Grade or Less	36	9.7%	0.1%	80
1-3 years of High School	33	8.8%	0.2%	137
High School Grad	12	3.2%	0.0%	18
1-3 years of College	127	34.0%	0.2%	136
College Grad	107	28.7%	0.2%	121
Post-Grad Studies	59	15.8%	0.2%	117
Other	-	-	-	-

Participation figures are in thousands

PROFILE DETAIL

Casual Rugby Participants (1-7 times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	757	-	0.3%	-
Male	477	63.0%	0.3%	129
Female	280	37.0%	0.2%	73
6~12	34	4.5%	0.1%	46
13~17	96	12.7%	0.4%	158
18~24	74	9.8%	0.3%	96
25~34	242	32.0%	0.6%	219
35~44	125	16.5%	0.3%	111
45~54	174	23.0%	0.4%	138
55~64	9	1.2%	0.0%	10
65+	3	0.4%	0.0%	3
Under \$25000	176	23.2%	0.4%	136
\$25000 to \$49999	114	15.1%	0.2%	65
\$50000 to \$74999	105	13.9%	0.2%	70
\$75000 to \$99999	160	21.1%	0.4%	148
\$100000+	202	26.7%	0.3%	104
New England	22	2.9%	0.2%	61
Middle Atlantic	213	28.1%	0.6%	208
East North Central	23	3.0%	0.1%	20
West North Central	19	2.5%	0.1%	37
South Atlantic	194	25.6%	0.4%	131
East South Central	14	1.8%	0.1%	31
West South Central	49	6.5%	0.2%	57
Mountain	90	11.9%	0.4%	167
Pacific	133	17.6%	0.3%	112
Non-MSA	24	3.2%	0.1%	21
MSA <500,000	121	16.0%	0.2%	85
MSA 500,000-2,000,000	135	17.8%	0.2%	72
MSA 2,000,000+	477	63.0%	0.4%	154
8th Grade or Less	56	7.4%	0.2%	61
1-3 years of High School	92	12.2%	0.5%	188
High School Grad	46	6.1%	0.1%	34
1-3 years of College	108	14.3%	0.2%	57
College Grad	347	45.8%	0.5%	193
Post-Grad Studies	107	14.1%	0.3%	105
Other	-	-	-	-

PROFILE DETAIL

Regular Rugby Participants (8-14 times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	81	-	0.0%	-
Male	72	88.9%	0.1%	181
Female	9	11.1%	0.0%	22
6~12	-	-	-	-
13~17	6	7.4%	0.0%	92
18~24	26	32.1%	0.1%	316
25~34	23	28.4%	0.1%	194
35~44	22	27.2%	0.1%	183
45~54	3	3.7%	0.0%	22
55~64	-	-	-	-
65+	-	-	-	-
Under \$25000	12	14.8%	0.0%	87
\$25000 to \$49999	-	-	-	-
\$50000 to \$74999	39	48.1%	0.1%	245
\$75000 to \$99999	24	29.6%	0.1%	208
\$100000+	6	7.4%	0.0%	29
New England	-	-	-	-
Middle Atlantic	21	25.9%	0.1%	192
East North Central	5	6.2%	0.0%	40
West North Central	-	-	-	-
South Atlantic	18	22.2%	0.0%	114
East South Central	-	-	-	-
West South Central	-	-	-	-
Mountain	5	6.2%	0.0%	87
Pacific	31	38.3%	0.1%	244
Non-MSA	3	3.7%	0.0%	24
MSA <500,000	5	6.2%	0.0%	33
MSA 500,000-2,000,000	5	6.2%	0.0%	25
MSA 2,000,000+	67	82.7%	0.1%	202
8th Grade or Less	-	-	-	-
1-3 years of High School	9	11.1%	0.0%	172
High School Grad	-	-	-	-
1-3 years of College	46	56.8%	0.1%	228
College Grad	25	30.9%	0.0%	130
Post-Grad Studies	-	-	-	-
Other	-	-	-	-

PROFILE DETAIL

Frequent Rugby Participants (15+ times/year)

	Total # of Part. (000s)	Segment %	Participation Rate by Group	Index vs. Total Population
Total	292	-	0.1%	-
Male	223	76.4%	0.2%	156
Female	69	23.6%	0.0%	46
6-12	21	7.2%	0.1%	74
13-17	36	12.3%	0.2%	153
18-24	68	23.3%	0.2%	229
25-34	88	30.1%	0.2%	206
35-44	44	15.1%	0.1%	101
45-54	25	8.6%	0.1%	51
55-64	10	3.4%	0.0%	29
65+	-	-	-	-
Under \$25000	60	20.5%	0.1%	120
\$25000 to \$49999	40	13.7%	0.1%	59
\$50000 to \$74999	100	34.2%	0.2%	174
\$75000 to \$99999	18	6.2%	0.0%	43
\$100000+	74	25.3%	0.1%	98
New England	4	-	-	-
Middle Atlantic	85	29.1%	0.2%	216
East North Central	62	21.2%	0.1%	138
West North Central	-	-	-	-
South Atlantic	40	13.7%	0.1%	70
East South Central	-	-	-	-
West South Central	-	-	-	-
Mountain	17	5.8%	0.1%	82
Pacific	84	28.8%	0.2%	183
Non-MSA	10	3.4%	0.0%	22
MSA <500,000	25	8.6%	0.0%	45
MSA 500,000-2,000,000	68	23.3%	0.1%	94
MSA 2,000,000+	190	65.1%	0.2%	159
8th Grade or Less	36	12.3%	0.1%	102
1-3 years of High School	24	8.2%	0.1%	127
High School Grad	12	4.1%	0.0%	23
1-3 years of College	81	27.7%	0.1%	111
College Grad	82	28.1%	0.1%	118
Post-Grad Studies	59	20.2%	0.2%	150
Other	-	-	-	-

Participation figures are in thousands

PROFILE DETAIL

Male Rugby Participants

	Total # of Part. (000s)	Segment %	Male Participation Rate by Group	Index vs. Total Male Population
Total	772	-	0.6%	-
6~12	38	4.9%	0.3%	49
13~17	74	9.6%	0.6%	109
18~24	124	16.1%	0.9%	170
25~34	209	27.1%	1.1%	202
35~44	159	20.6%	0.8%	136
45~54	150	19.4%	0.6%	113
55~64	18	2.3%	0.1%	20
65+	-	-	-	-
Under \$25000	207	26.8%	1.0%	176
\$25000 to \$49999	65	8.4%	0.2%	37
\$50000 to \$74999	210	27.2%	0.8%	138
\$75000 to \$99999	144	18.7%	0.7%	121
\$100000+	145	18.8%	0.4%	70
New England	20	2.6%	0.3%	52
Middle Atlantic	234	30.3%	1.2%	220
East North Central	54	7.0%	0.2%	44
West North Central	11	1.4%	0.1%	22
South Atlantic	182	23.6%	0.7%	125
East South Central	-	-	-	-
West South Central	12	1.6%	0.1%	14
Mountain	77	10.0%	0.8%	139
Pacific	182	23.6%	0.8%	148
Non-MSA	16	2.1%	0.1%	14
MSA <500,000	102	13.2%	0.4%	71
MSA 500,000-2,000,000	142	18.4%	0.4%	74
MSA 2,000,000+	512	66.3%	0.9%	160
8th Grade or Less	55	7.1%	0.3%	56
1-3 years of High School	79	10.2%	0.8%	146
High School Grad	18	2.3%	0.1%	14
1-3 years of College	203	26.3%	0.6%	108
College Grad	315	40.8%	1.0%	174
Post-Grad Studies	103	13.3%	0.5%	89
Other	-	-	-	-

Participation figures are in thousands

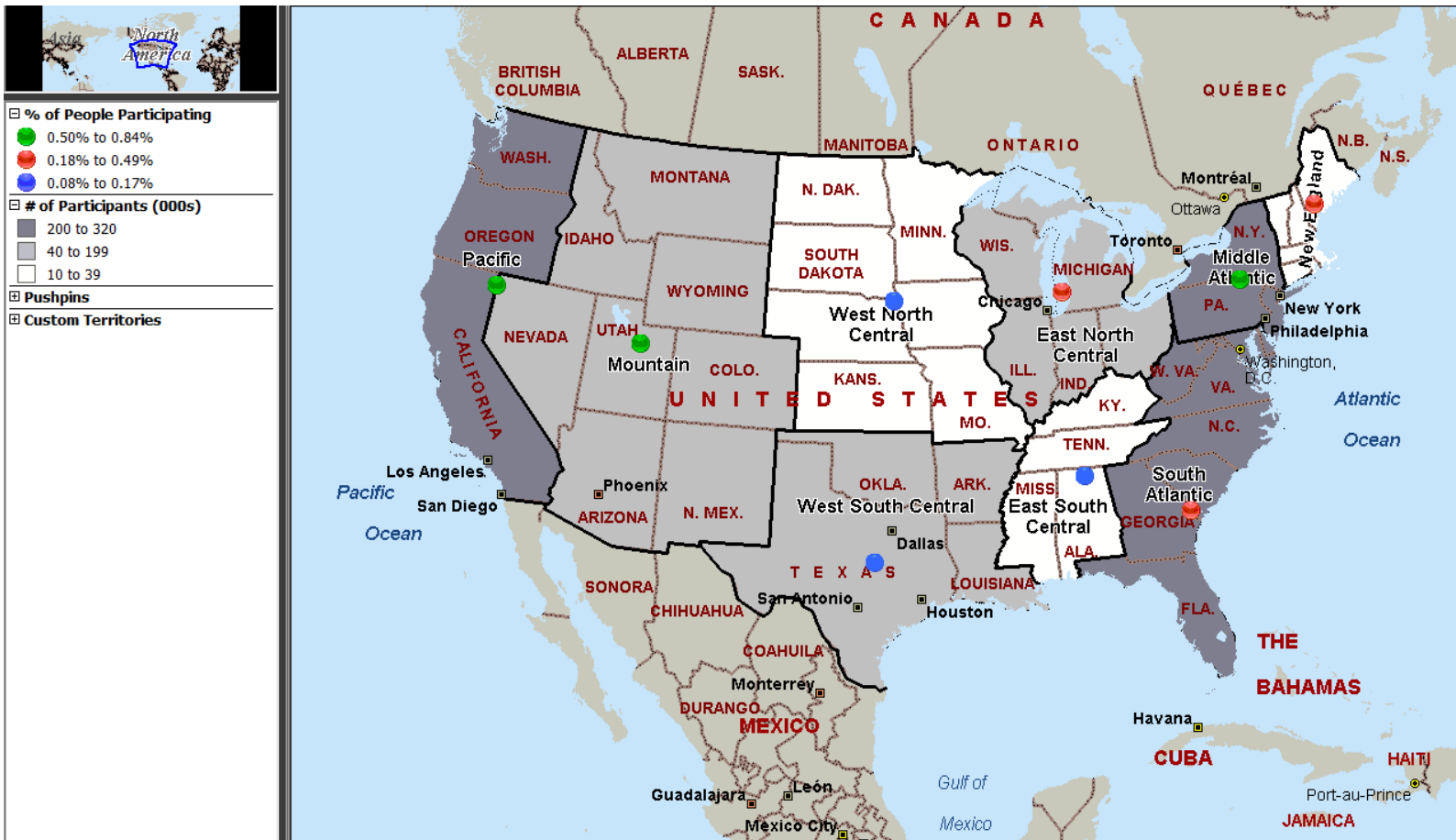
PROFILE DETAIL

Female Rugby Participants

	Total # of Part. (000s)	Segment %	Female Participation Rate by Group	Index vs. Total Female Population
Total	358	-	0.2%	-
6-12	18	5.0%	0.1%	54
13-17	64	17.9%	0.6%	244
18-24	45	12.6%	0.3%	116
25-34	143	39.9%	0.6%	253
35-44	32	8.9%	0.2%	61
45-54	52	14.5%	0.2%	90
55-64	1	0.3%	0.0%	2
65+	3	0.8%	0.0%	6
Under \$25000	41	11.5%	0.2%	61
\$25000 to \$49999	89	24.9%	0.3%	104
\$50000 to \$74999	34	9.5%	0.1%	48
\$75000 to \$99999	57	15.9%	0.3%	122
\$100000+	137	38.3%	0.4%	156
New England	5	1.4%	0.1%	30
Middle Atlantic	85	23.7%	0.4%	179
East North Central	37	10.3%	0.2%	69
West North Central	8	2.2%	0.1%	33
South Atlantic	70	19.6%	0.2%	97
East South Central	14	3.9%	0.2%	63
West South Central	37	10.3%	0.2%	91
Mountain	35	9.8%	0.3%	139
Pacific	67	18.7%	0.3%	121
Non-MSA	20	5.6%	0.1%	35
MSA <500,000	49	13.7%	0.2%	72
MSA 500,000-2,000,000	66	18.4%	0.2%	75
MSA 2,000,000+	222	62.0%	0.4%	153
8th Grade or Less	36	10.1%	0.2%	88
1-3 years of High School	47	13.1%	0.5%	221
High School Grad	40	11.2%	0.1%	57
1-3 years of College	32	8.9%	0.1%	35
College Grad	140	39.1%	0.4%	163
Post-Grad Studies	63	17.6%	0.4%	146
Other	-	-	-	-

Participation figures are in thousands

Rugby Participants by Region



Rugby Cross Participation in Other Activities

		Participants (000s)	Part. Rate	Index
Aerobic Activities	Cross-Country Ski Machine	174	15.4%	1418
	Stationary Cycling (Group)	250	22.2%	708
	Cardio Kickboxing	174	15.4%	666
	Aerobics (High-Impact)	314	27.8%	497
	Stair-Climbing Machine	249	22.0%	465
	Swimming (Fitness/Competition)	312	27.7%	458
	Stationary Cycling (Recumbent)	202	17.9%	434
	Aquatic Exercise	143	12.7%	389
	Stationary Cycling (Upright)	343	30.3%	350
	Other Exercise to Music	304	26.9%	332
	Aerobics (Low-Impact)	324	28.7%	299
	Aerobics (Step)	115	10.2%	256
	Running/Jogging	419	37.1%	213
	Treadmill	360	31.9%	170
	Elliptical Motion Trainer	160	14.1%	143
	Walking for Fitness	529	46.8%	116
Conditioning Activities	Tai Chi	91	8.1%	721
	Pilates Training	201	17.8%	620
	Calisthenics	219	19.4%	606
	Ab Machine/Device	378	33.4%	513
	Rowing Machine	143	12.6%	367
	Yoga	284	25.2%	326
	Stretching	255	22.5%	182
Strength Activities	Weight/Resistance Machines	498	44.1%	324
	Home Gym Exercise	297	26.3%	304
	Free Weights (Barbells)	328	29.0%	301
	Free Weights (Dumbbells)	372	32.9%	250
	Free Weights (Hand Weights)	343	30.3%	187

Participation figures are in thousands

Cross Participation in Other Activities (cont.)

		Participants (000s)	Part. Rate	Index	
Individual Sports	Mixed Martial Arts (Competition)	221	19.6%	6112	
	Boxing for Competition	191	16.9%	5623	
	Triathlon (Non-Traditional)	177	15.7%	4795	
	Adventure Racing	234	20.8%	4398	
	Triathlon (Traditional)	340	30.1%	4315	
	Mixed Martial Arts (Fitness)	161	14.3%	2323	
	Boxing for Fitness	238	21.0%	1247	
	Martial Arts	263	23.3%	1204	
	Roller Skating (Inline)	378	33.5%	1191	
	Scooter Riding (Non-Motorized)	214	19.0%	1107	
	Archery	271	24.0%	1077	
	Skateboarding	269	23.8%	991	
	Horseback Riding	310	27.5%	795	
	Trail Running	159	14.0%	776	
	Roller Skating (2x2)	203	17.9%	626	
	Darts	357	31.6%	494	
	Golf	390	34.5%	382	
	Ice Skating	171	15.2%	358	
	Billiards/Pool	472	41.8%	301	
	Bowling	559	49.5%	251	
	Racquet Sports	Squash	374	33.1%	7981
		Cardio Tennis	274	24.2%	4574
Racquetball		386	34.1%	2091	
Badminton		406	36.0%	1345	
Table Tennis		302	26.8%	390	
Tennis		263	23.3%	350	

Participation figures are in thousands

Cross Participation in Other Activities (cont.)

		Participants (000s)	Part. Rate	Index
Team Sports	Lacrosse	346	30.6%	5277
	Field Hockey	268	23.7%	5189
	Roller Hockey	240	21.2%	4465
	Ice Hockey	251	22.2%	2937
	Softball (Fast-Pitch)	241	21.3%	2530
	Paintball	367	32.5%	2521
	Cheerleading	324	28.7%	2519
	Soccer (Indoor)	428	37.9%	2180
	Ultimate Frisbee	317	28.1%	1677
	Football (Tackle)	428	37.8%	1555
	Volleyball (Grass)	247	21.9%	1357
	Volleyball (Beach)	250	22.1%	1247
	Volleyball (Court)	361	32.0%	1234
	Track & Field	195	17.2%	1132
	Football (Flag)	297	26.3%	1101
	Gymnastics	194	17.2%	1014
	Football (Touch)	321	28.4%	965
	Wrestling	79	7.0%	954
	Softball (Slow-Pitch)	275	24.3%	819
	Soccer (Outdoor)	446	39.5%	796
	Baseball	406	35.9%	700
	Basketball	402	35.5%	383

Participation figures are in thousands

Cross Participation in Other Activities (cont.)

		Participants (000s)	Part. Rate	Index
Outdoor Sports	Climbing (Traditional/Ice/Mtn)	231	20.4%	2636
	Hunting (Handgun)	268	23.8%	2489
	Climbing (Sport/Indoor/Boulder)	405	35.8%	2131
	Bicycling (BMX)	155	13.7%	1638
	Backpacking Overnight	498	44.1%	1498
	Fishing (Fly)	326	28.9%	1496
	Hunting (Bow)	200	17.7%	1286
	Shooting (Trap/Skeet)	176	15.6%	1225
	Shooting (Sport Clays)	150	13.2%	854
	Hunting (Shotgun)	263	23.3%	820
	Hunting (Rifle)	240	21.3%	595
	Camping (RV)	370	32.7%	585
	Birdwatching	304	26.9%	572
	Bicycling (Mountain)	143	12.7%	502
	Fishing (Saltwater)	224	19.8%	476
	Target Shooting (Handgun)	203	18.0%	409
	Camping	471	41.7%	382
	Wildlife Viewing	276	24.4%	330
	Fishing (Freshwater)	510	45.1%	329
	Hiking (Day)	407	36.1%	315
	Target Shooting (Rifle)	140	12.4%	281
	Bicycling (Road)	402	35.6%	257

Participation figures are in thousands

Cross Participation in Other Activities (cont.)

		Participants (000s)	Part. Rate	Index
Winter Sports	Telemarking (Downhill)	270	23.9%	3719
	Snowshoeing	293	26.0%	1928
	Snowboarding	510	45.1%	1562
	Skiing (Freestyle)	223	19.8%	1537
	Skiing (Alpine/Downhill)	604	53.5%	1319
	Snowmobiling	143	12.6%	1134
	Skiing (Cross-Country)	142	12.6%	787
Water Sports	Stand-Up Paddling	255	22.6%	6098
	Kayaking (White Water)	288	25.5%	3928
	Kayaking (Sea/Touring)	310	27.5%	3635
	Boardsailing/Windsurfing	192	17.0%	2979
	Scuba Diving	258	22.8%	2054
	Sailing	250	22.1%	1622
	Surfing	177	15.6%	1604
	Wakeboarding	220	19.5%	1514
	Rafting	253	22.4%	1427
	Kayaking (Recreational)	290	25.7%	1127
	Snorkeling	295	26.1%	795
	Jet Skiing	238	21.1%	773
	Water Skiing	148	13.1%	769
	Canoeing	263	23.3%	626

Participation figures are in thousands



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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