
SCI Safari Club Industry Buyer & Trend Study

Non Attendee Study

Developed for



By

Tradeshow Week
CUSTOM RESEARCH
FULL-SERVICE MARKET RESEARCH AND CONSULTING

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Introduction

Tradeshow Week Custom Research was commissioned by SCI to conduct a series of member studies. This report focuses on SCI members who did not attend the SCI Annual Hunters' Convention in 2008. The purpose of the survey is to determine the needs and opinions of industry professionals and participants as they relate to education, events and product sourcing as well as key industry issues.

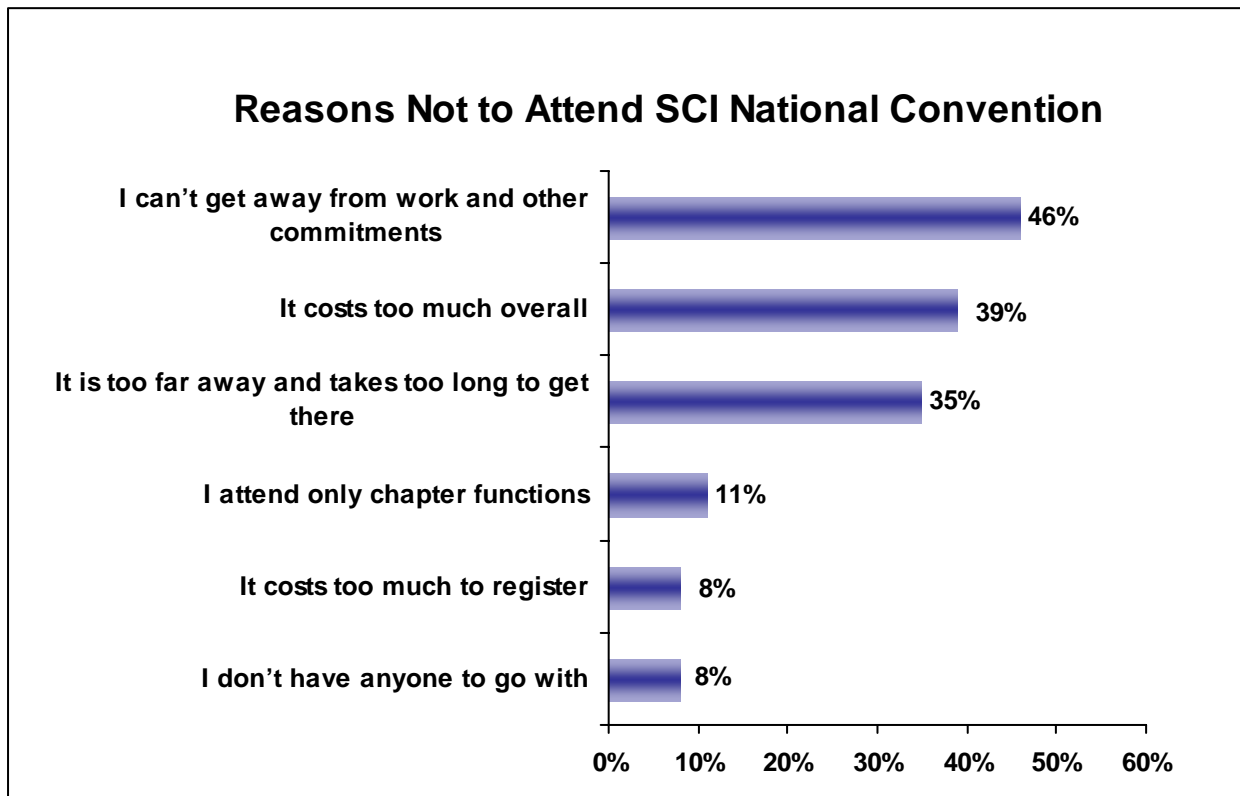
In February 2008 *Tradeshow Week* Custom Research invited 4,986 SCI members to participate in a research survey. The invitations were sent via email and 825 responded for a 16.5% response rate.

The verbatim responses are presented in the final section of the report. These unaided responses provide important and unedited remarks directly from the SCI members. The research team has fixed many, but possibly not all of the write-in grammatical and spelling mistakes.

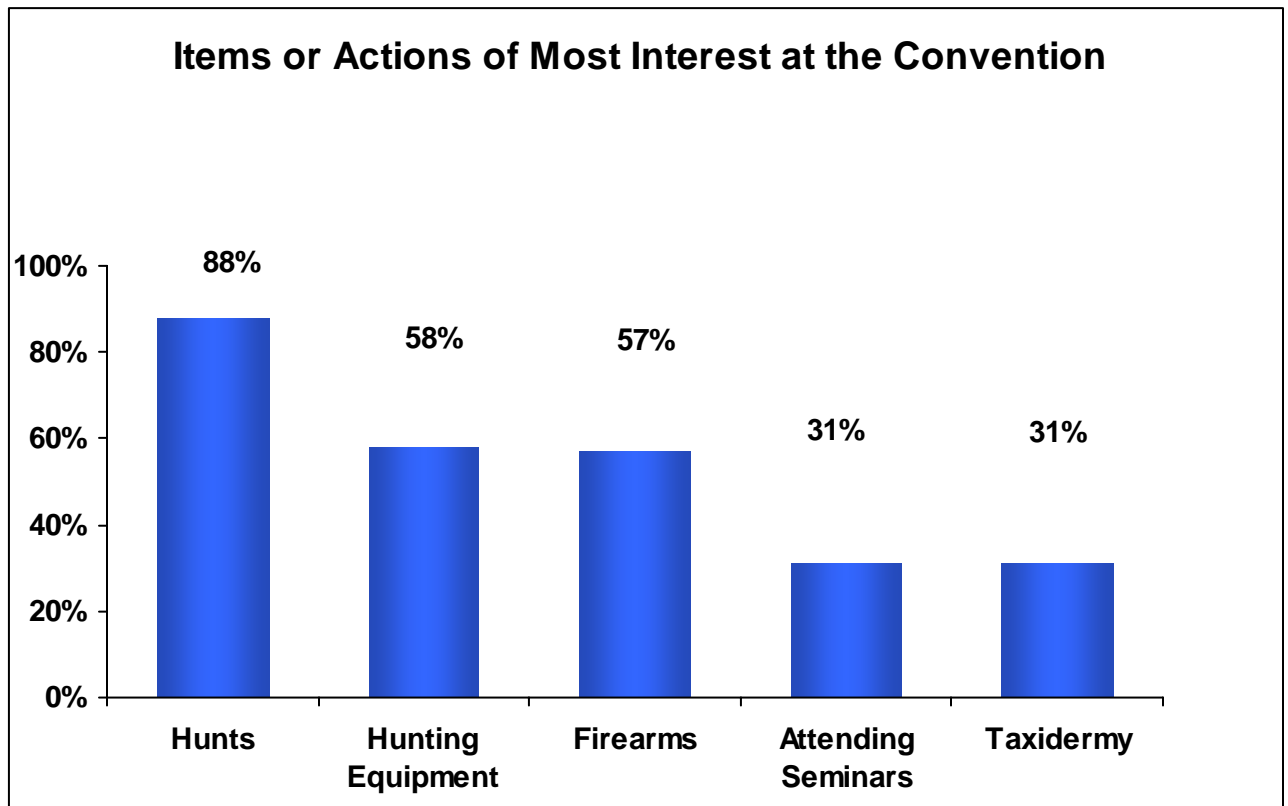


Executive Summary

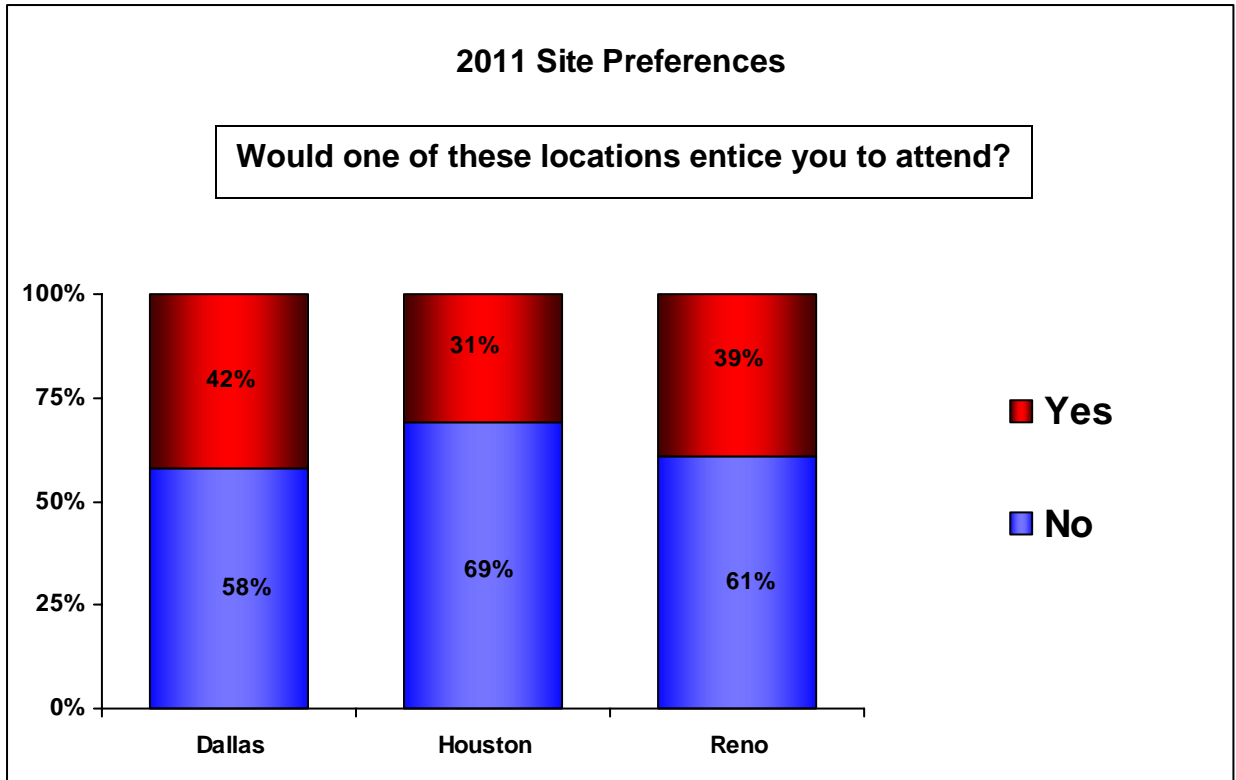
Non Attendee Views and Reaction to SCI's Annual Hunters' Convention



- Only 4% of non-attendees indicate that nothing will motivate them to attend the Convention; “I will never attend” (4%).
- One in three non-attendees (37%) “Plan on attending” the SCI Convention.
- Most non-attendees know what SCI has to offer at its Convention due to what they “read in SCI’s publications” (91%). Other ways members learn about the SCI Convention include:
 - What I’ve heard from friends or family who’ve attended: 40%
 - What I’ve seen on SCI’s website: 39%



- Sixty-one percent of SCI members taking part in the study indicated that they attend or purchase items at chapter banquets.
- Two out of three (65%) SCI members who attend chapter banquets say their needs are adequately fulfilled there.
- Non-Convention attendees are most likely to buy hunts via “Personal reference from friends” (68%).



For a detailed look at what SCI members say are the most important benefits of their membership and how SCI could enhance their membership, please see the “Verbatim Responses” section.

SCI Member Survey Findings: Non Attendee Study

1. How long have you been an SCI Member?

	Number of Responses	Response Ratio
Less than one year	16	2%
1-2 years	38	5%
3-5 years	333	40%
6-10 years	239	29%
Over 10 years	199	24%

2. Please indicate your age:

	Number of Responses	Response Ratio
Under 20	2	0%
20-25 years	5	1%
26-30 years	8	1%
31-45 years	174	21%
46-50 years	113	14%
51-60 years	286	35%
Over 60 years	237	29%

3. Please indicate where you live:

	Number of Responses	Response Ratio
Midwestern US	207	25%
Northeastern US	140	17%
Southwestern US	118	14%
Southeastern US	109	13%
Northwestern US	96	12%
South Central US	54	7%
Canada	24	3%
Mexico	4	0%
Other International	73	9%

4. How much do you know about what SCI has to offer at its Convention?

	Number of Responses	Response Ratio
What I've read in SCI's Publications	750	91%
What I've heard from friends or family who've attended	334	40%
What I've seen on SCI's website	324	39%
Nothing	14	2%

5. What three hunting publications do you read regularly?

6. What three cable television hunting shows do you watch?

7. Why have you not attended an SCI National Convention?

	Number of Responses	Response Ratio
I can't get away from work and other commitments	377	46%
It costs too much overall	325	39%
It is too far away and takes too long to get there	289	35%
I attend only chapter functions	93	11%
It costs too much to register	70	8%
I don't have anyone to go with	69	8%

8. If the destination is too far, what part of the country would the SCI Convention have to be located in for you to attend?

9. What would it take to motivate you to attend the SCI Convention?

	Number of Responses	Response Ratio
I plan on attending	303	37%
Nothing, I will never attend	32	4%
I would attend if...	490	59%

10. SCI is considering three sites for its 2011 Convention. Would one of these locations entice you to attend?

	Yes	No
Dallas	349 42%	476 58%
Houston	257 31%	568 69%
Reno	323 39%	502 61%

11. How much do you spend annually on Safaris, adventure travel and related hunting activities? Please answer in U.S. dollars: (This information is confidential.)

Includes "\$0.0" as a response:

Average: \$11,501.60
Median: \$8,000.00
High: \$150,000.00
Low: \$0.0

Excludes "\$0.0" as a response:

Average: \$11,874.19
Median: \$8,000.00
High: \$150,000.00
Low: \$10.00

12. How many days per year do you spend in the field hunting?

	Number of Responses	Response Ratio
1 – 9	71	9%
10 – 19	190	24%
20 – 29	197	25%
30 or more	336	42%

13. How far away from home do you mostly hunt?

Includes “0” as a response.

Number of days hunting in-state

Average: 22 days
Median: 18
High: 275
Low: 0

Number of days hunting out-of-state

Average: 10 days
Median: 8
High: 150
Low: 0

Number of days hunting internationally

Average: 8 days
Median: 7
High: 150
Low: 0

**14. What are you most interested in seeing or doing at the Convention?
(Please select 3)**

	Number of Responses	Response Ratio
Hunts	704	88%
Hunting Equipment	463	58%
Firearms	453	57%
Attending Seminars	250	31%
Taxidermy	249	31%
Optics	214	27%
Meeting Friends	179	22%
Travel & Lodging	176	22%
Clothing	152	19%
Fishing Trips	137	17%
Ammunition	132	17%
Artwork	127	16%
Knives	123	15%
Meeting Outdoor Celebrities	73	9%
Vehicles/ATV	59	7%
Home Furnishings	31	4%
Jewelry	31	4%

15. Do you attend or purchase items at chapter banquets?

	Number of Responses	Response Ratio
Yes	484	61%
No	314	39%

16. If you attend or purchase items at chapter banquets are your hunting needs adequately fulfilled through your chapter experience?

	Number of Responses	Response Ratio
Yes	302	65%
No	164	35%

17. What type of keynote speakers or entertainers would attract you to attend future conventions?

18. What other conventions and tradeshow do you attend?

19. Where do you go to buy hunts?

	Number of Responses	Response Ratio
Personal references from friends	516	68%
Booking agent	275	36%
Other hunting shows or conventions	227	30%
Only go on un-guided hunts	116	15%

20. What is the most important benefit of your SCI membership?

21. What other benefits could SCI offer to enhance your membership?