

2015 SSSF National Championship at World Shooting and Recreational Complex in Sparta, Illinois: Participation and Economic Contributions

For:
National Shooting Sports Foundation

September 2015



PO Box 6435
Fernandina Beach, FL 32035
Tel (904) 277-9765

Executive Summary

Sporting events can serve as powerful economic drivers in communities across the nation. In Sparta, IL, 2,600 scholastic shooters participated in the SSSF National Championship at the World Shooting and Recreational Complex between July 12th and 18th, 2015. Along with them were their 4,000 parents and 600 coaches. The competitors, parents, and coaches each spent an average of \$1,429 on event fees and other costs (food, travel, lodging, etc.). This spending made measurable contributions to the Illinois Economy.

Key Results:

- Contribution to IL GDP: \$15,797,787
- Tax Revenues: \$3,960,917
- Jobs Supported in IL: 245

Contribution of the SSSF National Championship to the Illionois Economy

	<i>Jobs</i>	<i>Labor Income</i>	<i>State GDP</i>	<u><i>Tax Revenues</i></u>	
				<i>State & Local</i>	<i>Federal</i>
Direct Effect	161	\$4,822,226	\$7,620,065	\$1,019,859	\$1,110,432
Multiplier Effect	84	\$4,633,980	\$8,177,722	\$741,217	\$1,089,409
Total Effect	245	\$9,456,205	\$15,797,787	\$1,761,076	\$2,199,841

Introduction

Between July 24th and August 14th, 2015, an online survey was conducted by Southwick Associates and the National Shooting Sports Foundation (NSSF) to characterize spending and participation of competitors and others attending the SSSF National Championship at the World Shooting and Recreational Complex between July 12th and 18th, 2015. Of the 7,200 competitors, parents, and coaches, 824 completed the survey. Results to the completed surveys are presented in the following pages.

Spending

In order to estimate economic contributions, respondents were asked to provide information about their spending related to the competition. A group of 16 expenditure categories was included in the questionnaire. Spending categories were divided into 2 groups; spending that occurred in the vicinity of the event (Table 1) and spending that occurred while traveling to and from the event (Table 2). The average spending profile of the survey respondents was multiplied by the number of participants to estimate total spending.

Table 1. Average Spending While at the Event

<i>Category</i>	<i>Spending</i>
Ammo	\$166.16
Clothing (for personal use or gifts)	\$59.09
Food and drink at restaurants	\$301.21
Entertainment (outside of the competition)	\$22.63
Competition fees	\$241.32
Shooting gear and apparel	\$91.87
Groceries	\$82.86
Lodging/B&B/Campground	\$298.31
Other Expenditures	\$24.40
Parking	\$1.70
Souvenirs, gifts, etc	\$46.37
Transportation (fuel, taxi fare, etc.)	\$92.99
Total	\$1,428.91

Number of Respondents: 669

Table 2. Average Spending While Traveling to/from the Event

<i>Category</i>	<i>Spending</i>
Airfare	\$26.54
Food	\$127.07
Fuel	\$102.11
Lodging/B&B/Campground	\$194.15
Total	\$449.87

Number of Respondents: 669

Table 3. Event Organizer Spending

	<i>Sparta, IL and surrounding areas</i>
Hotel rooms for event staff:	\$26,815.95
Travel expenses for event staff (do not include hotel):	\$6,856.48
Event advertising costs:	\$8,799.64
Local labor (referees / trap help, etc.)	\$85,500.00
Competition target expenses	\$175,000.00
Side event target expenses	\$15,000.00
Fees to IL State Skeet Assn	\$2,600.00
Fees to the Amateur Trapshooting Association	\$6,300.00
Catering and Meals	\$5,743.33
Range and building rental fees paid to WSRC	\$12,000.00
Awards and prizes:	\$19,758.00
Supplies	\$9,651.14
Other misc	\$7,127.43
TOTALS:	\$381,151.97

General Survey Responses

In addition to questions about their spending behavior, respondents were asked questions about their event participation and demographic characteristics. Results for each of these questions are included in the following pages.

Participation Summary

- 44% had not attended the event previously
- 45% were accompanied by other competitors/teammates
- 55% stayed at a hotel while at the event

Demographics Summary

- 68% male
- 76% aged 40 to 65
- 41% with household incomes over \$100,000

Survey Sample

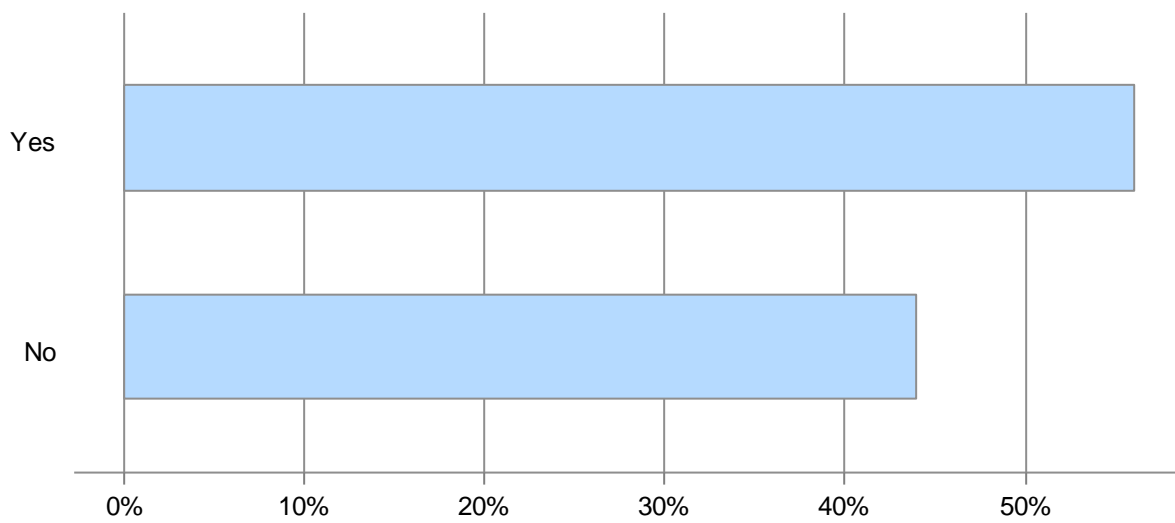
Respondents: 824

Maximum Margin of Error (95% Confidence): 3.4%

1. Previous Participation

Have you competed in any SSSF National Team Championship in previous years?

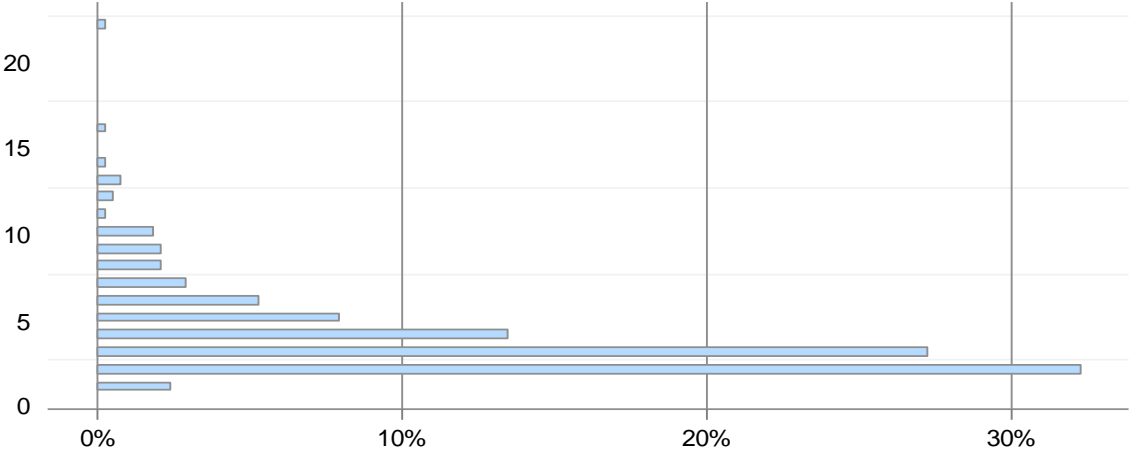
<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
Yes	56.1	384
No	43.9	301
Total	100.0	685



2. Years of Previous Participation (among respondents who attended the event in previous years)

How many times have you been to this competition?

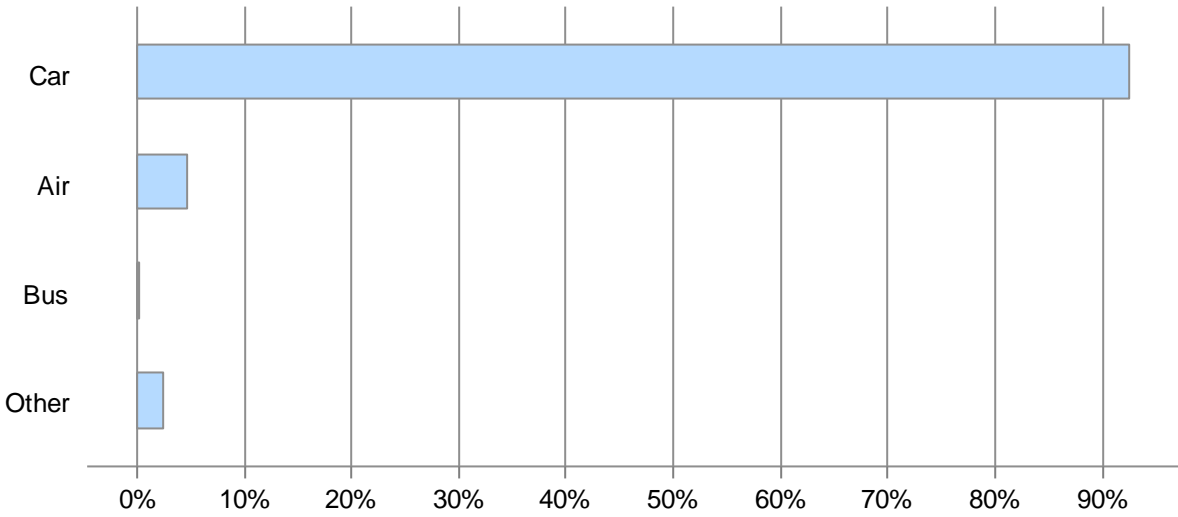
Response	%	Number of Respondents
1	2.4	9
2	32.3	122
3	27.2	103
4	13.5	51
5	7.9	30
6	5.3	20
7	2.9	11
8	2.1	8
9	2.1	8
10	1.9	7
11	0.3	1
12	0.5	2
13	0.8	3
14	0.3	1
16	0.3	1
22	0.3	1
Total	100.0	378
Average (years)	3.8	378
Median (years)	3.0	378



3. Mode of Transportation

How did you travel to the competition this year?

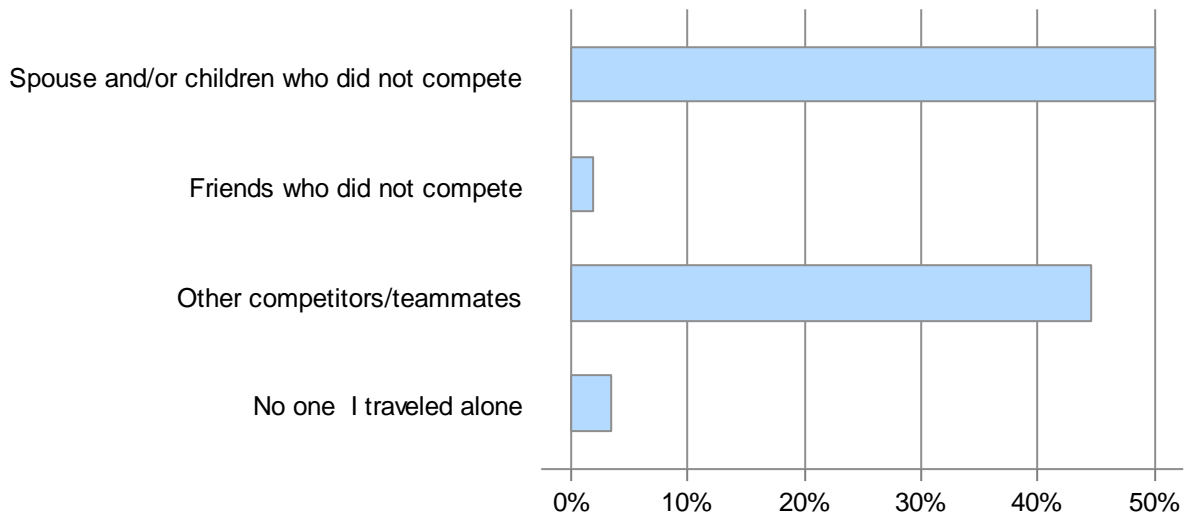
<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
Car	92.6	625
Air	4.7	32
Bus	0.1	1
Other	2.5	17
Total	100.0	675



4. Companions

Who accompanied you to the competition?

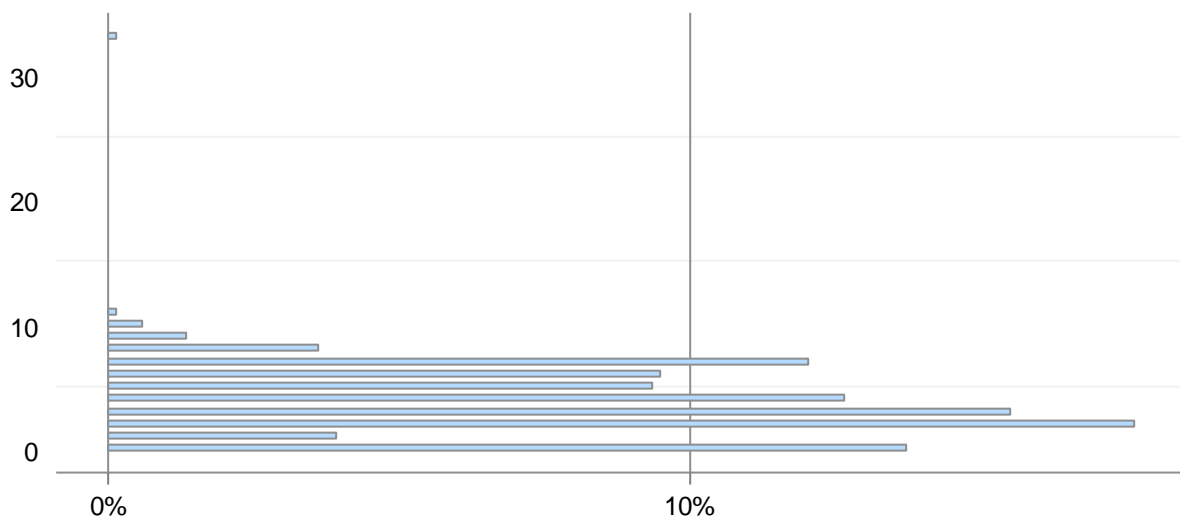
<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
Spouse and/or children who did not compete	50.0	338
Friends who did not compete	1.9	13
Other competitors/teammates	44.5	301
No one I traveled alone	3.6	24
Total	100.0	676



5. Overnight Stays

How many nights did you stay away from home in the competition area (town)? Please fill 0 if you live nearby and commuted

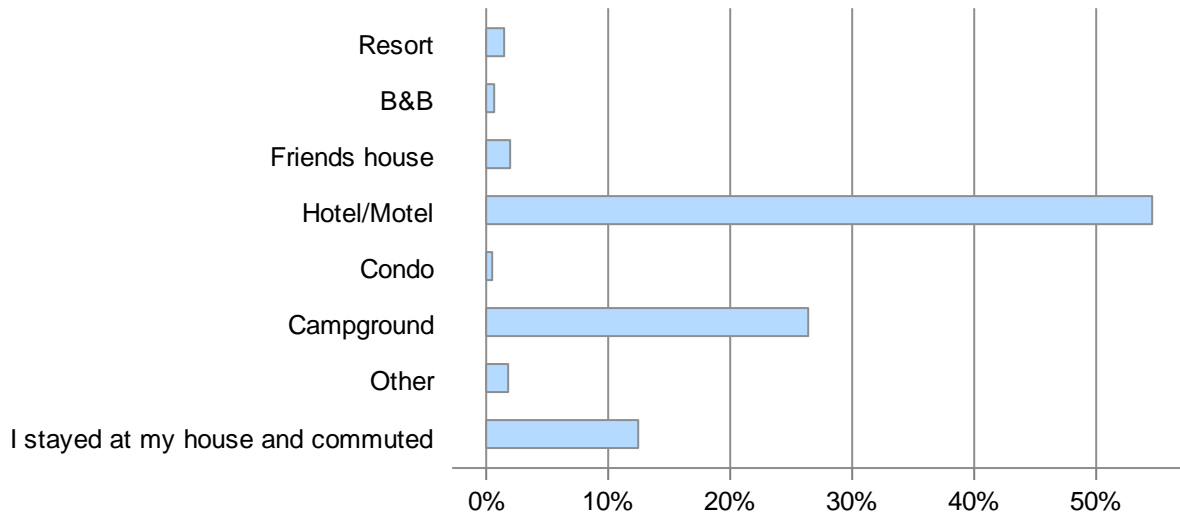
<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
0	13.7	91
1	3.9	26
2	17.6	117
3	15.5	103
4	12.6	84
5	9.3	62
6	9.5	63
7	12.0	80
8	3.6	24
9	1.4	9
10	0.6	4
11	0.2	1
33	0.2	1
Total	100.0	665
Average Nights	3.7	665
Median Nights	3.0	665



6. Accommodation

What type of accommodations did you stay in, while at the competition?

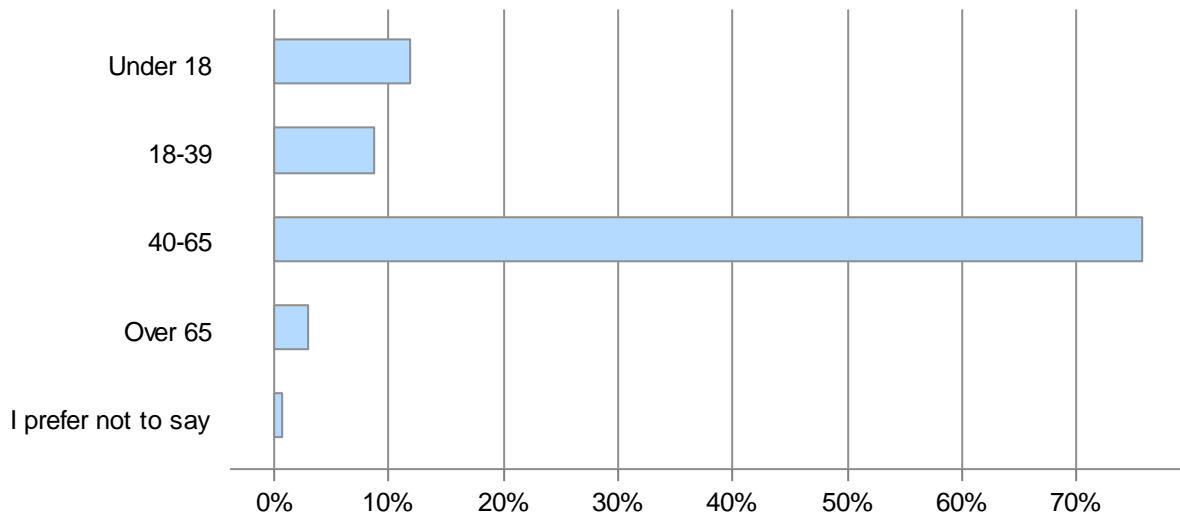
<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
Resort	1.5	10
B&B	0.8	5
Friends house	2.0	13
Hotel/Motel	54.5	363
Condo	0.6	4
Campground	26.4	176
Other	1.8	12
I stayed at my house and commuted	12.5	83
Total	100.0	666



7. Age

Please select the age category that best describes you:

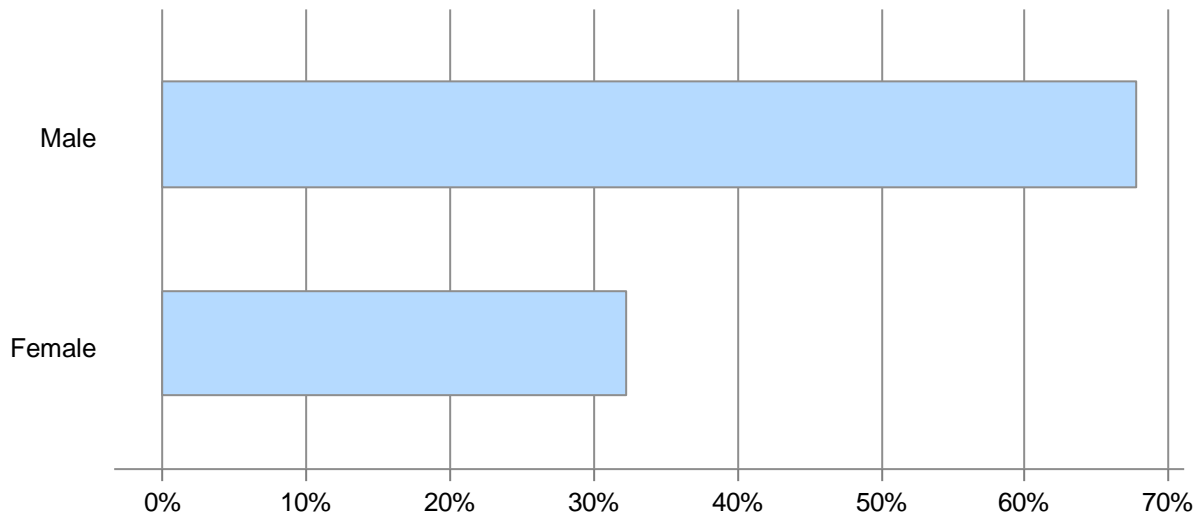
<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
Under 18	11.9	79
18-39	8.7	58
40-65	75.6	503
Over 65	3.0	20
I prefer not to say	0.8	5
Total	100.0	665



8. Gender

Are you?

<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
Male	67.7	447
Female	32.3	213
Total	100.0	660



9. Household Income

Which category best describes your total household income?

<i>Response</i>	<i>%</i>	<i>Number of Respondents</i>
Under \$25,000	2.7	17
\$25,001 - \$50,000	8.3	52
\$50,001 - \$75,000	19.5	123
\$75,001 - \$100,000	28.3	178
Over \$100,000	41.3	260
Total	100.0	630

