



# GENERAL MEMBERSHIP INFORMATION

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## General USA Swimming Membership Information

### USA Swimming Membership

- 292,000+ members
- 266,000 Athletes (youth)
- 26,000 Coach/Official (adult)
- 2,800 Member Clubs

### Of the athlete membership:

- Age 6 – 12 = 57%
- Age 13 – 17 = 37%
- Age 18+ = 6%
- Average Member = 11.5 year old female

## Ethnicity of USA Swimming Members<sup>1</sup>

- 90% of our membership considers themselves to be White/Caucasian
- 4.3% of our membership considers themselves to be Hispanic

## Household Income of USA Swimming Members<sup>1</sup>

- 47% of our membership has a household income of greater than \$100,000
- 25% of our membership has a household income of greater than \$125,000

## General Swimming Information<sup>2</sup>

- 93m people swim. Swimming is the largest participatory sport in America.
- 76% people swim 25 times or more each year.
- The industry generates \$1.4 billion dollars of swim suit sales at retail. This is the 3rd largest retail sales in the apparel category
- USA Swimming members spend more than \$100 million in annual registration fees when signing up at their local clubs.
- The USA Swim team accounted for 33% of the entire U.S. medal haul in Sydney.
- USA Swimming sanctions more than 8,000 events per year
- There are more than 2.5 million summer league swimmers in the USA (non-USA Swimming members)

## Top 10 Markets by Membership

- Southern California
- Pacific (Central/Northern CA)
- Florida
- Indiana
- Middle Atlantic (portions of NJ, DE, and PA)
- Illinois
- Niagara (Western NY)
- New England (NH, VT, MA, and RI)
- Michigan
- Minnesota

## Television Statistics<sup>3</sup>

### Key Viewing Groups by Age

- W 18-24
- W 18-34
- P 12-17
- M 55+

### Top Viewing Territories

- Northeast (this territory includes Atlantic coast down to Washington D.C.)
- West coast
- USA Swimming indexes higher in bigger cities versus B or C counties.

### Other Viewing Characteristics

- USA Swimming events are a family viewing experience. The index among households with 4+ people is 13% higher than average.
- Swimming viewers reside in high income households. Household that earn \$75,000 or more index 22% higher than average.

<sup>1</sup> 2002 Survey by the Warsaw Sports Marketing Center

<sup>2</sup> National Sporting Goods Association (NSGA)

<sup>3</sup> Nielsen Media Research - April 13, 2003 Broadcast Mutual of Omaha Duel in the Pool • NBC

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