



USA VOLLEYBALL

DEMOGRAPHICS

USA Volleyball Membership Data

*** Source: Survey conducted by Sport Management Institute
University of Northern Colorado (2007)

General Population Volleyball Participants Data

*** Source: The Superstudy of Sports Participation (2005)

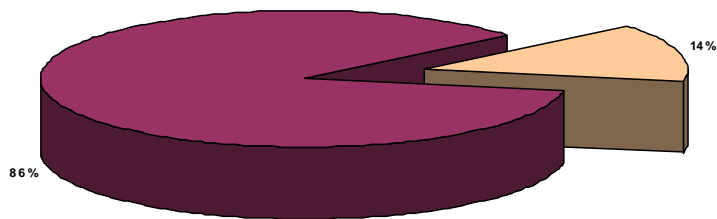


Demographics

GENDER

USA Volleyball Membership

- **86.1% female (178,070)**
- **13.9% male (28,689)**

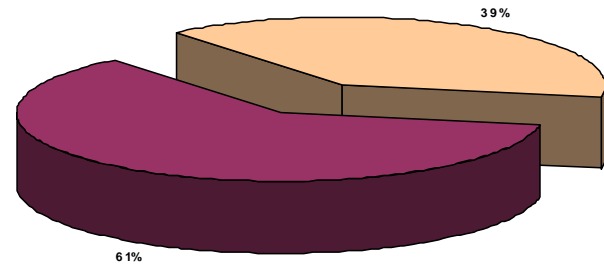


■ Female

■ Male

General Population Volleyball Participants

- **61.4% female (7,596,000)**
- **38.6% male (4,775,000)**



■ Female

■ Male

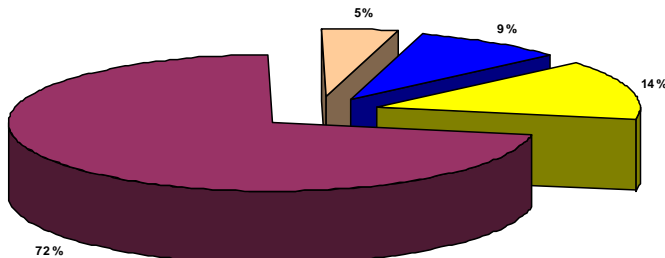


Demographics

AGE

USA Volleyball Membership

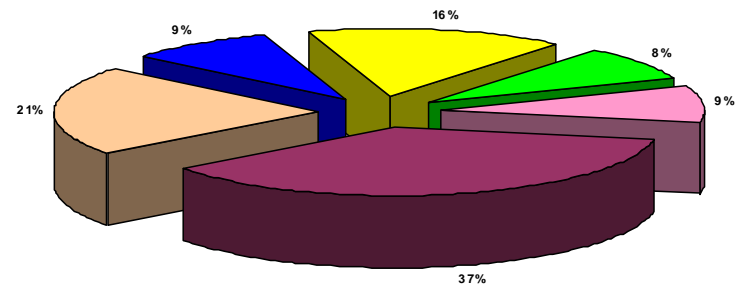
- *We deliver the 10 – 18 female demographic Comprises 72% (148,943) of our members*
- *Adults split 60.4% female & 39.6% male*



■ Female 18 & Under	■ Male 18 & Under
■ Male Adult	■ Female Adult

General Population Volleyball Participants

- *58.2% are 17 and under*
- *24.9% are 18 to 34*
- *16.9% are 35 and older*
- *Average Age of 21.5*



■ Female 17 & Under	■ Male 17 & Under
■ Male 18 - 34	■ Female 18 - 34
■ Male 35 Plus	■ Female 35 Plus

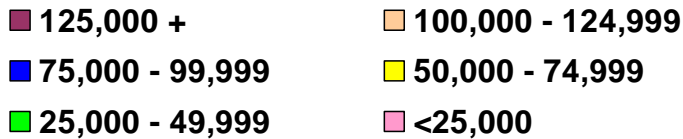
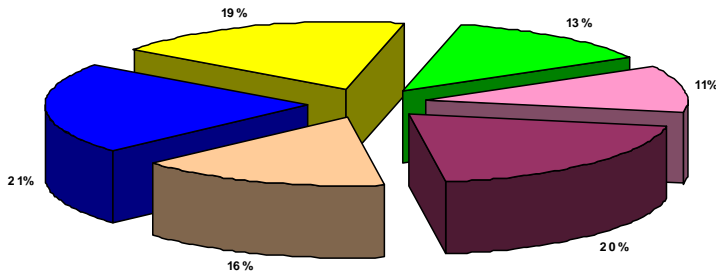


Demographics

HOUSEHOLD INCOME

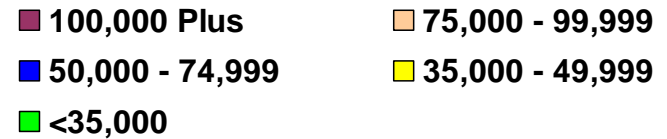
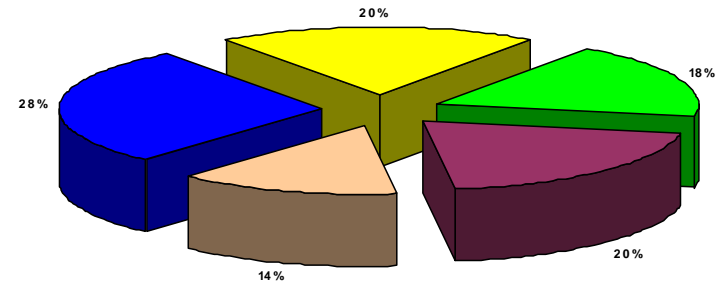
USA Volleyball Membership

- **Generally Affluent**
- **57.2% over \$75,000 annual**
- **Almost 20% over \$125,000**



General Population Volleyball Participants

- **Generally Affluent**
- **34.0% over \$75,000 annual**
- **20.4% over \$100,000 annual**
- **Average Income of \$68,300**



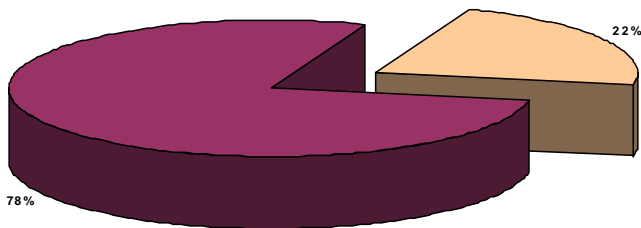


Demographics

EDUCATION

USA Volleyball Membership

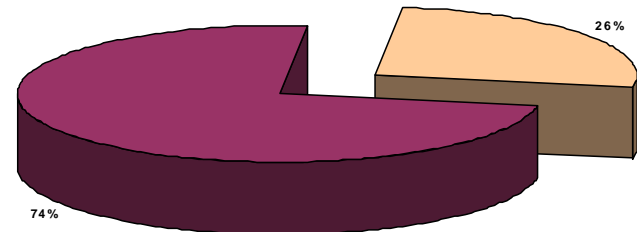
- *Highly Educated*
- *Almost 80% have some college, are college grads or have advanced degrees*



■ College Plus ■ High School or Less

General Population Volleyball Participants

- *Highly Educated*
- *39.4% are college graduates or have advanced degrees*



■ College Plus ■ High School or Less



Demographics

OTHER SURVEY RESULTS

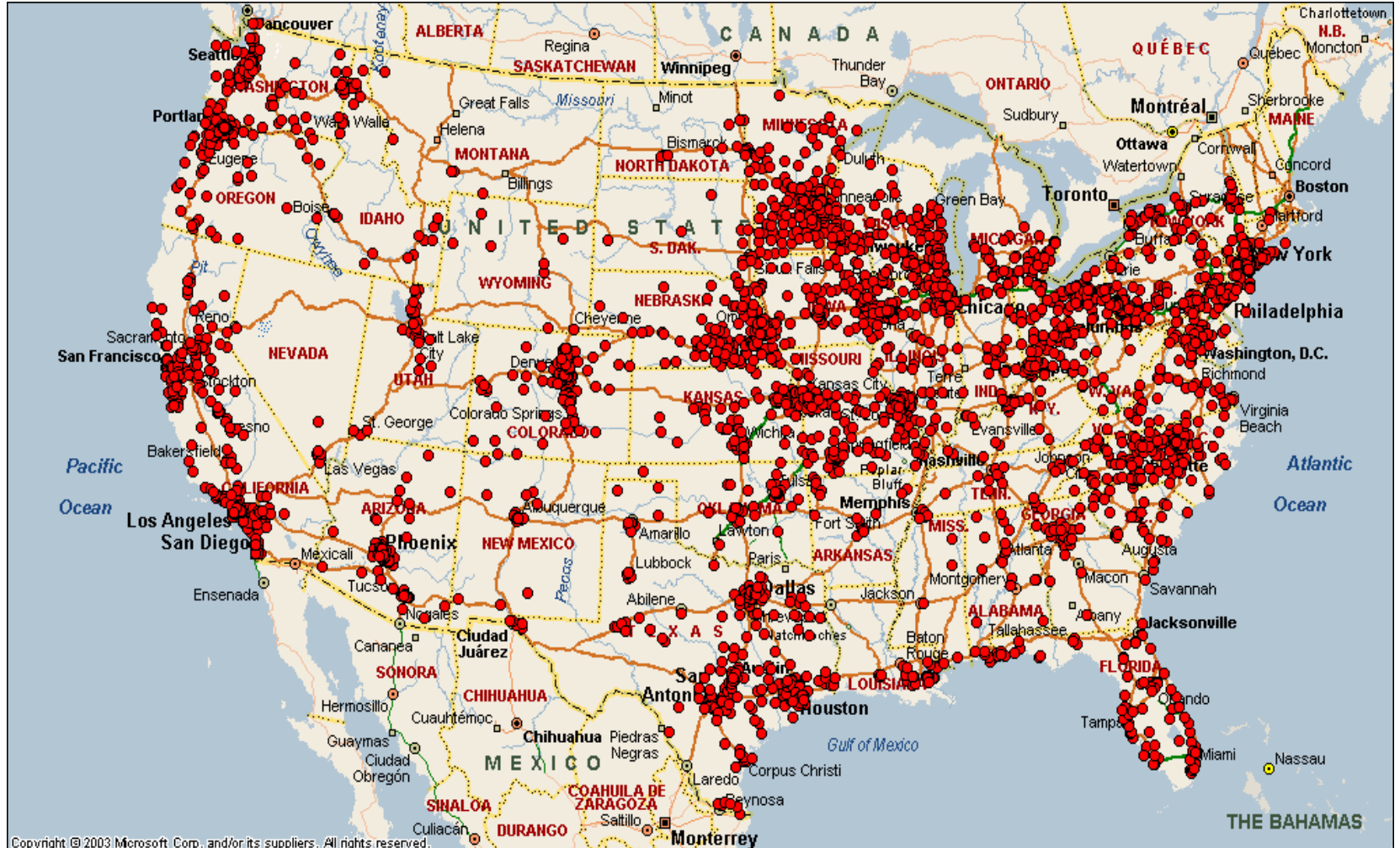
USA Volleyball Membership

- **80.9% Caucasian / White**
- **Technology-Oriented**
77.3% make purchases via the Internet &
88.0% spend at least 3 hours per week
using the Internet
- **63% spend at least 1 hour per week**
reading volleyball-related publications
- **Loyalty**
73% indicated they are “likely” to purchase
a product from a USA Volleyball sponsor;
14% indicated they are “very likely” to
purchase a product from a USA Volleyball
sponsor; and
9% indicated they were “extremely likely”
to purchase a product from a USA
Volleyball sponsor
- **84% fly at least once per year**
- **42% rent a car between 1 and 4 times per**
year
- **74% stay in a hotel 3 or more times per**
year
- **Over 40% of the respondents purchase the**
following products:
 - Band-Aid (72.8%)**
 - Tylenol (70%)**
 - Crest (64.6%)**
 - Chapstick (54.3%)**
 - Bath & Body Works (52.7%)**
 - Motrin (43.2%)**
 - Secret (40.7%)**



Demographics

USA Volleyball Clubs





Demographics

MEMBERSHIP GROWTH

