



## Figure Skating Demographics and Media Profile

Synchronized Team Skating is the fourth skating discipline sanctioned by U.S. Figure Skating along with the well known men's and women's singles competitions, ice dance and pairs skating. U.S. Figure Skating is one of the strongest and largest governing bodies within the winter Olympic movement with more than 184,000 members. USFS is a member of the International Skating Union and the United States Olympic Committee.

- Approximately 8,000 skaters participate in synchronized skating through more than 450 teams
- Synchronized skating is a fast growing collegiate sport with more than 50 colleges and universities now participating.
- Collegiate synchro teams help schools achieve Title IX requirements for sports funding. No other sport adds 20+ female team athletes
- For colleges and universities with an existing ice arena there are no incremental capital costs for the school to undertake
- USFS Membership is comprised of 75% women
- USFS Member's household income: 65% above \$75,000; 45% above \$100,000 and 22% with income above \$150,000 per year. The Median income is approximately \$90,000.
- SKATING magazine is the official publication of USFS and boasts a subscription list of more than 45,000 and a readership of approximately 130,000 and is published ten times per year.
- The Haydenettes have appeared on the cover of SKATING magazine in seven of the last eight years
- USFS and MLB Advanced Media, LP, the interactive media and Internet company of Major League Baseball have joined forces to create icenetwork.com where all future skating news, athlete information and fan-oriented material will be presented.
- During 2007 USFS and NBC Sports partnered in a three-year agreement for NBC to broadcast U.S. Figure Skating Championships and other figure skating events.
- Figure skating arguably has the highest visibility of any Olympic sport, consistently receiving higher television ratings and more broadcast hours than other sports.
- The 1994 Olympic Winter Games figure skating remains the highest-rated Olympic television programming of all time. Only recent Super Bowls exceed this audience share.
- Figure skating has the largest female fan base aged 12 and older.
- Figure skating has the 6<sup>th</sup> largest female and male fan base aged 12 and older (only the NFL, MLB, NCAA football and basketball ranked higher).
- 65% of females over 12 consider themselves figure skating fans.
- 75% of women over the age of 55 consider themselves figure skating fans.
- More than 68% of figure skating fans have college degrees.
- Figure skating is becoming a life-time activity. Adult figure skating has shown tremendous growth with participants over the age of 21 numbering in the thousands.
- 68% of fans questioned during the 2007 Championships agreed with the statement that "they would be more loyal to a company's brand or service as a sponsor of figure skating.