



USA Volleyball

*2008
Demographic
Information*

10/20/2008

The Sport of Volleyball

General Demographics

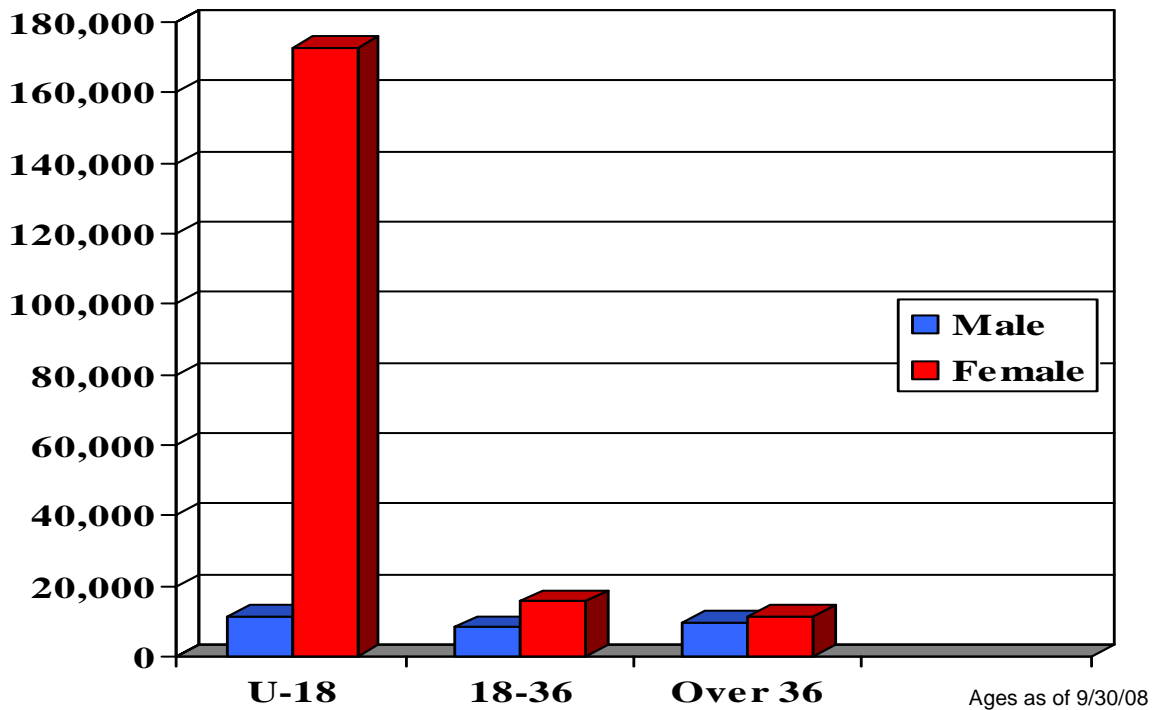
- 1.1 BILLION players worldwide *
- 2nd most popular sport in the world
- 13.5 MILLION participants in the USA**
 - 7.0 MILLION playing indoor, 40%M,60%F
 - 2.9 MILLION playing 25 times a year or more; 33 average days played, 13.9% new
 - 8.8 MILLION playing outdoors; 49%M 51%F 17.5 average days played 7.6% new
- 3.9 MILLION beach volleyball players
 - 800 THOUSAND playing 25 times a year or more;55%M, 45%F, 18 average days played;8.5% new

* Source: Federation Internationale de Volleyball (FIVB)

** Source: Sporting Goods Manufacturers Association (SGMA 2008)



USA Volleyball Member Demographics (2008)



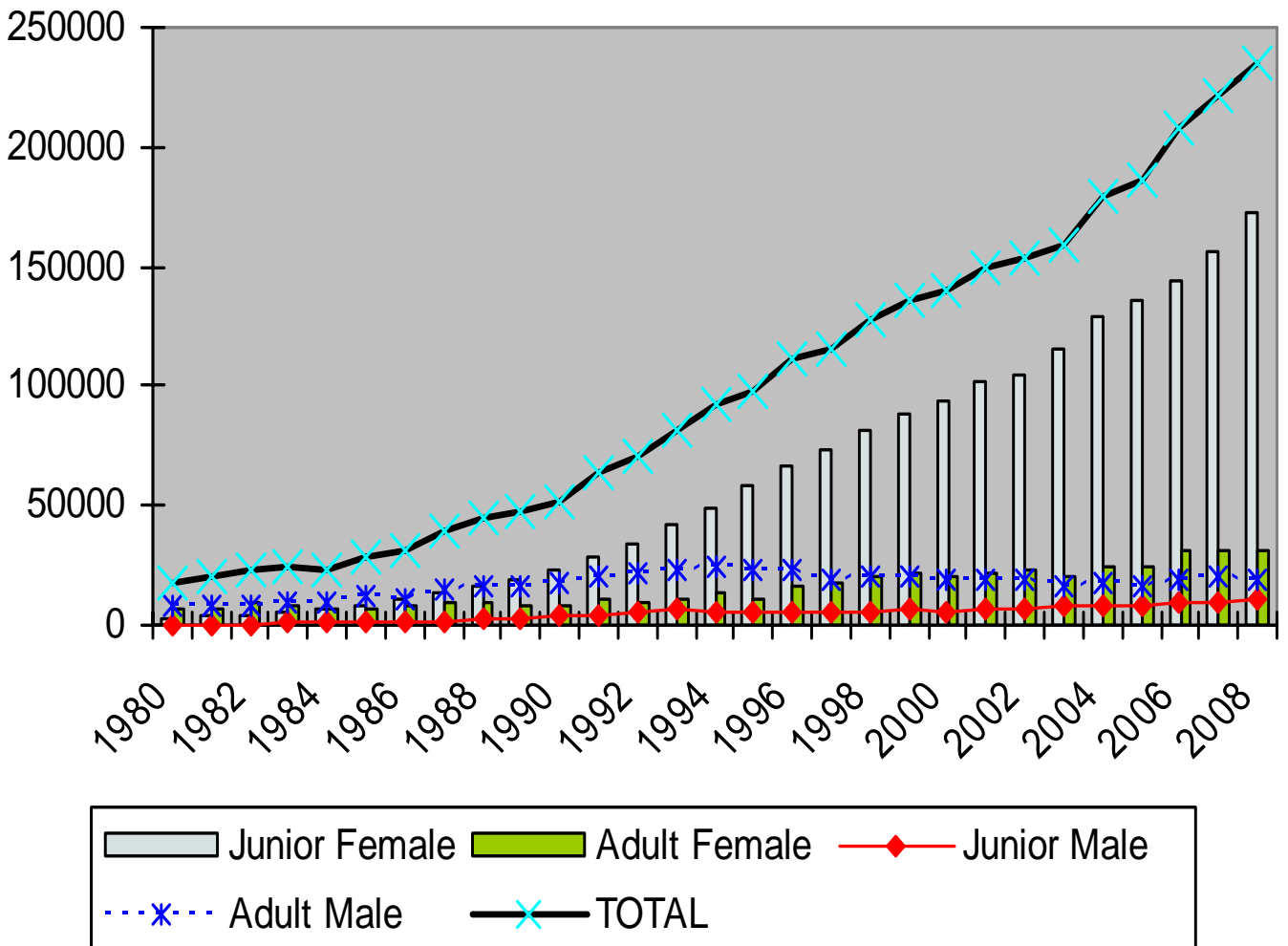
- ✓ **235,000+ registered USAV members**
- ✓ **85% female; 15% male**
- ✓ **Average adult household income of \$72,300***

* Source: The Superstudy of Sports Participation, 2008



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USA Volleyball Registration Growth 1980-2008



07-08 JrF – 172,847 JrM 11,249 AF 31,349 AM 19,477

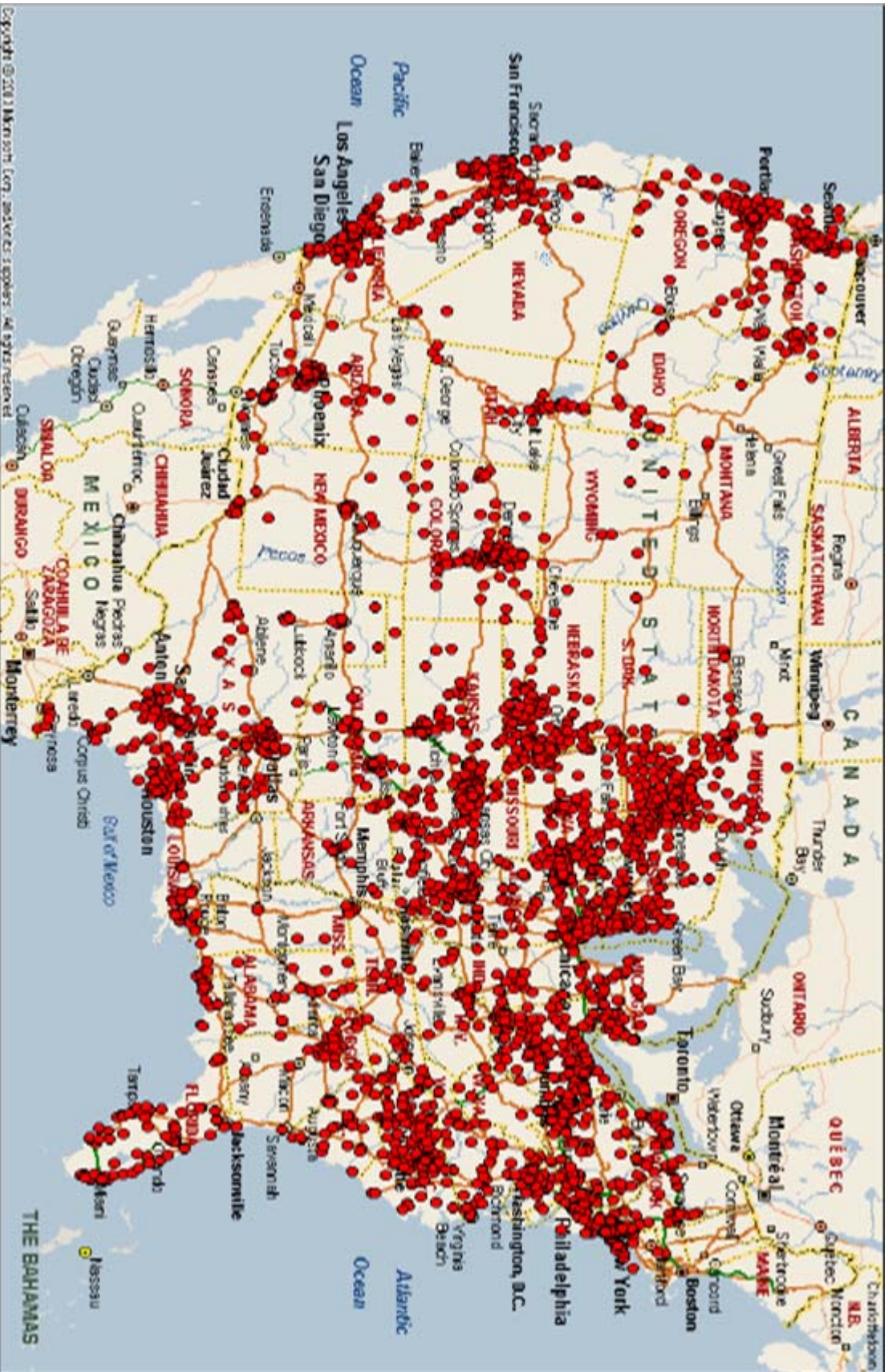


USA Volleyball

9/30/2008

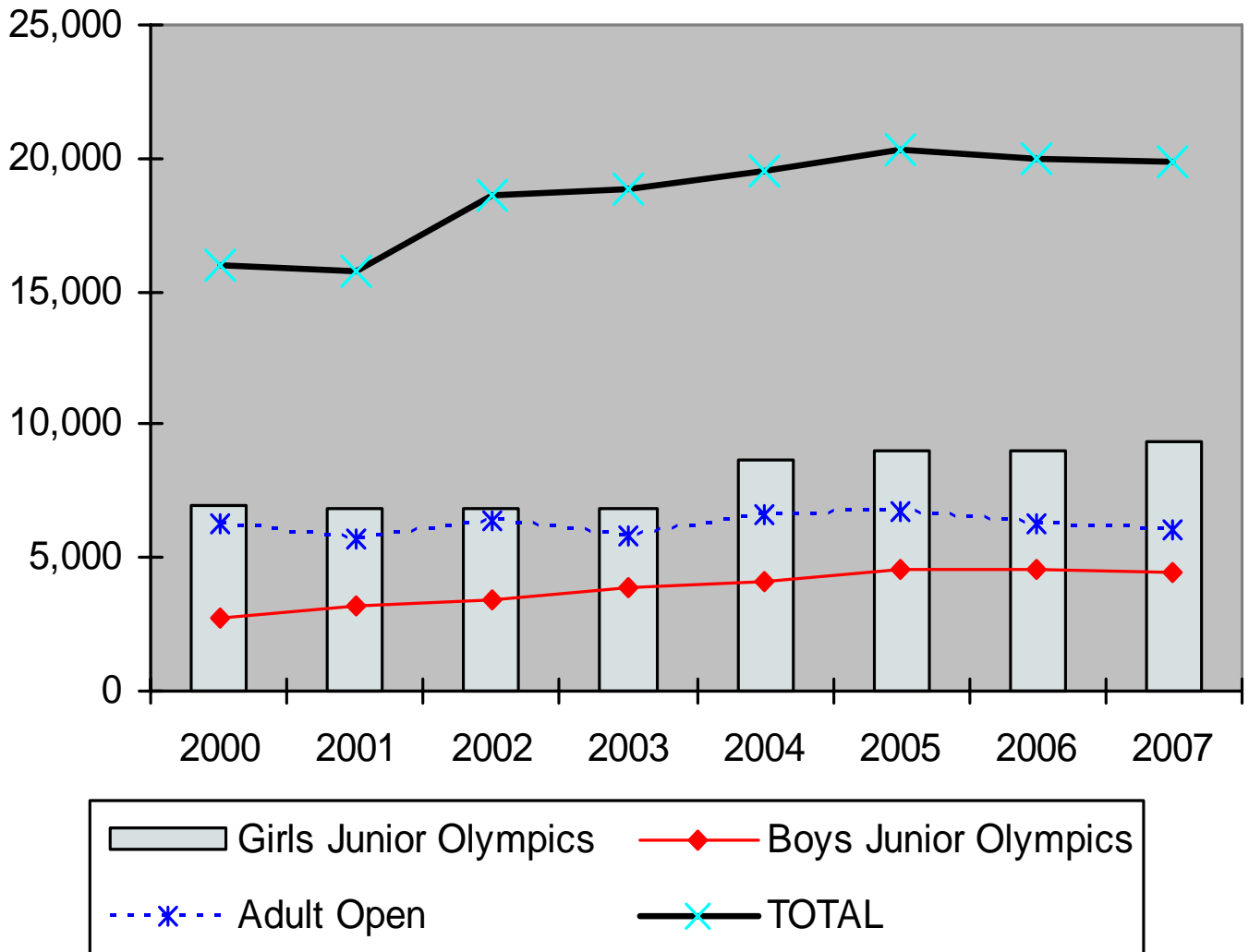
USAV Jr. Olympic Volleyball Club Distribution

Each dot is at least one club within a zipcode



11/6/2007

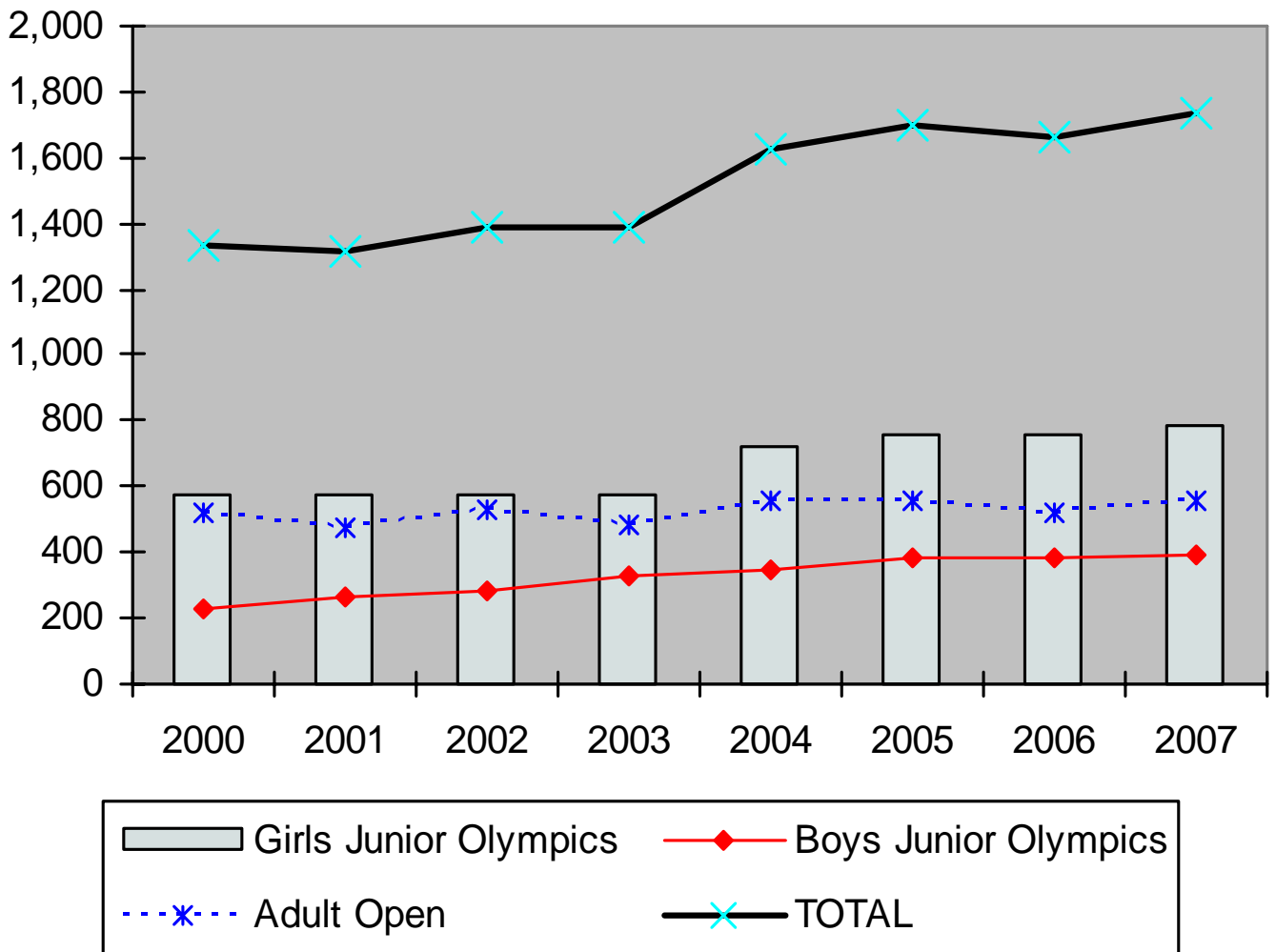
USA Volleyball Championship Events Participant Growth 2000-2007



USA Volleyball

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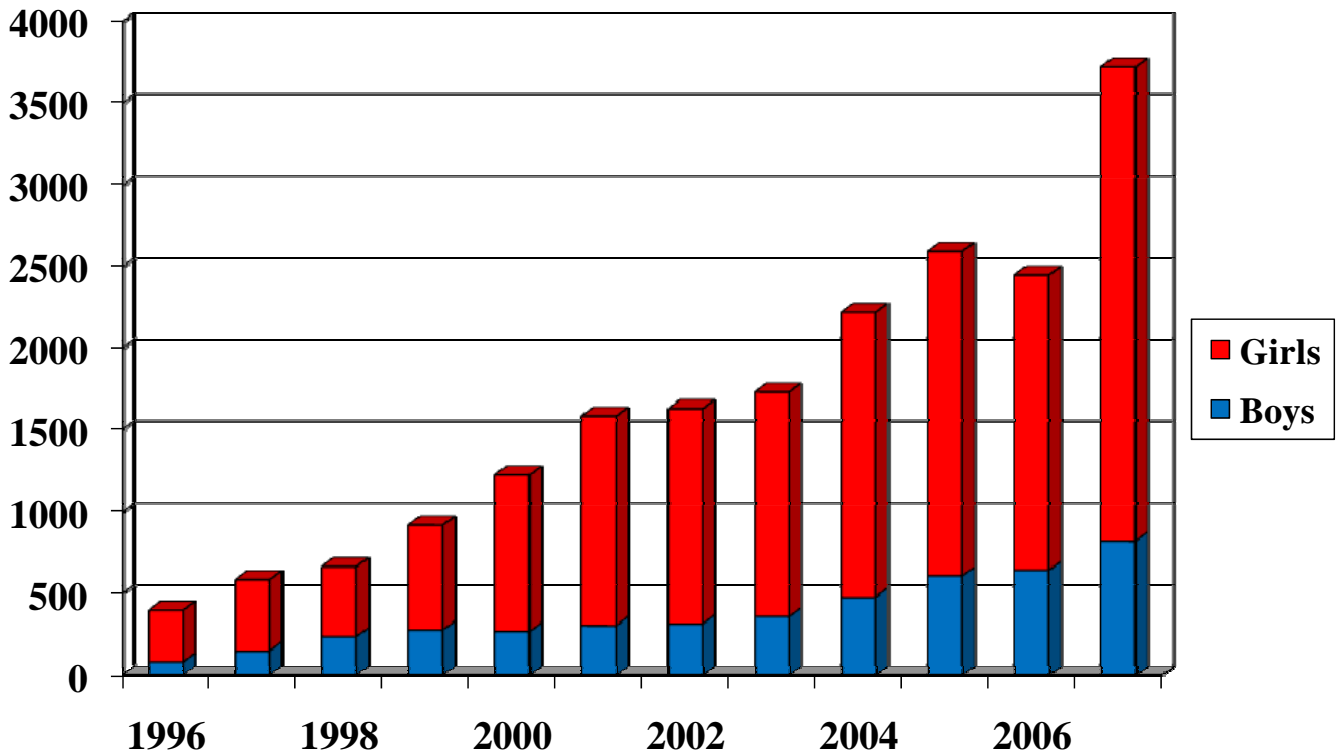
USA Volleyball Championship Events Team Growth 2000-2007



USA Volleyball

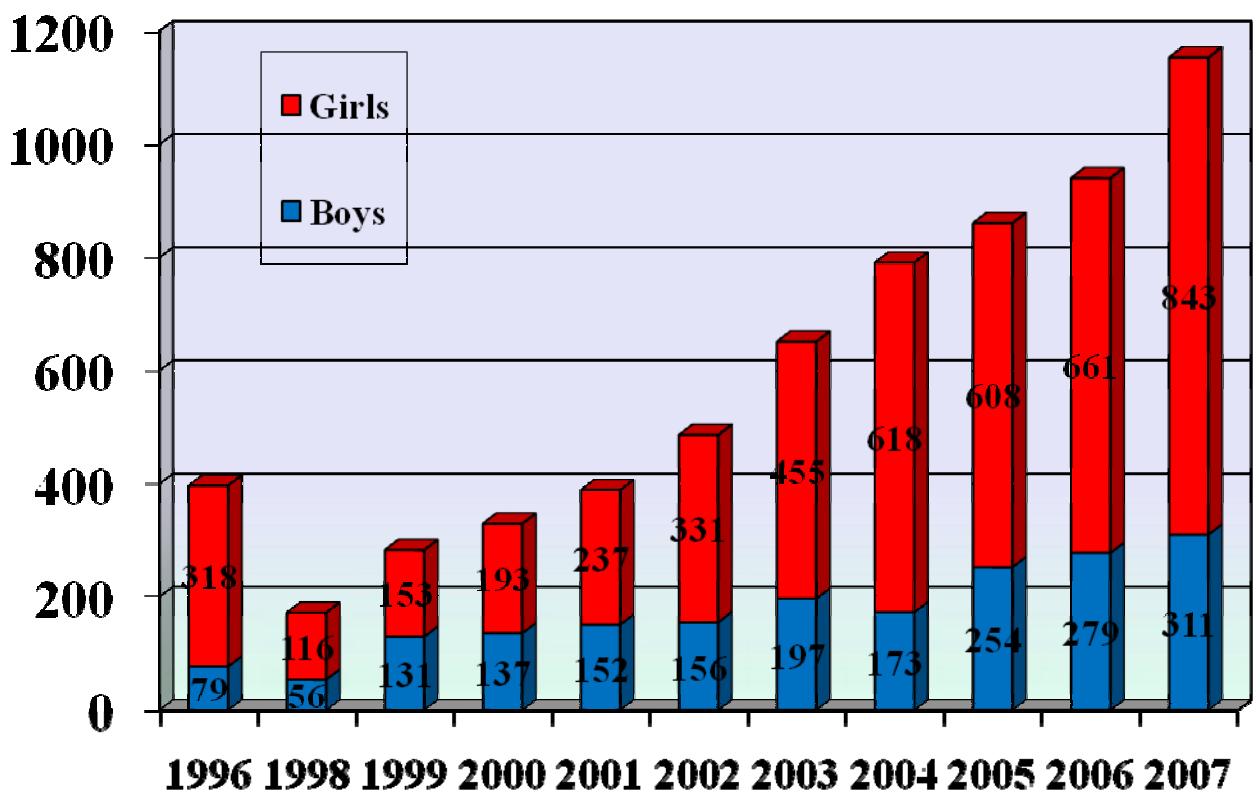
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USA High Performance Tryout Participation History



2007 Numbers – 824 Boys & 2895 Girls

USAV High Performance Camp Participation History



HIGH SCHOOL & CLUB

Girl's High School

- Fourth largest girls sport after basketball, track & field, and softball
- 14,881 schools and 405,832 participants in 2007*

Boy's High School

- Boys High School varsity volleyball in 24 states
- 2,006 schools with 46,224 participants in 2007*

USAV Club Teams

- 172,000 Girl's Club Teams in 2008
- 1,150 Boy's Club Teams in 2008

* Source: National Federation of State High School Assns. (NFHS)



COLLEGIATE

Women's

- NCAA Women's Volleyball is third largest sport behind basketball, and Track & Field with 1,020 schools in 2007,
- NCAA Sponsorship in 2007
 - Division I - 324 schools
 - Division II - 275 schools
 - Division III - 420 schools
- NAIA had Women's Volleyball in 242 of 284 schools in 2007

Men's

- NCAA Men's Volleyball is in 85 institutions
 - Division I – 22 schools
 - Division II – 16 schools
 - Division III – 47 schools
- 18 NAIA schools (17 in the United States)

NIRSA 258 teams at their 2008 National Championships (150 men's and 108 women's)



DISABLED PROGRAMS

- 54 Million Physically Disabled Americans*
- 37 million US Participants in Paralympic Related Sports with 19 NGB Sport Affiliations*
- USA Standing Men's Team
- USA Women's & Men's Sitting National Teams
- USA Women 2004 Bronze and 2008 Paralympic Silver Medalists
- USA Men's & Women's Deaflympic Indoor and Beach Teams (Silver medalists in 2005 for Women indoor, Silver Men's and Bronze medals for Women in Beach 2005)

* Source: U.S. Paralympics



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