

# **Report on Demographic and Consumption Behaviors of USMS Members**

Prepared by  
Tom Boyd  
6/23/2006

The purpose of this report is to reveal demographic and consumption behavior that will help potential sponsors assess the attractiveness of USMS membership as a target audience. This information can be used to negotiate sponsorships for the organization, competitions, the web site, and advertisers for all USMS media outlets.

This report reflects the responses of 3521 USMS members. The response rate was 35.2%.

**After appropriate data there is an entry labeled “extrapolation.” This number represents the predicted total number of annual purchases made by USMS members based on a membership of 45,000.**

### Demographic Information

#### Age

The average age of survey respondents is 46 years.

18-29: 9.9%	60-69: 9.8%
30-39: 9.6%	70-79: 2.8%
40-49: 32.2%	80-over: .6%
50-59: 25.1%	

#### Sex:

Our subject population is 49.5% Female, 51.5% Male

#### Education:

The education levels achieved are well above those of the general population. As can be seen in the table below, a remarkable 95.3 percent of respondents report having completed at least a college degree. There are also an unusually high number of people with advanced degrees.

**What is your highest level of education completed?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	166	4.7	4.7	4.7
	College	1400	39.8	40.1	44.8
	Masters/Professional Degree	1584	45.0	45.3	90.1
	PhD	345	9.8	9.9	100.0
	Total	3495	99.3	100.0	
Missing	System	26	.7		
Total		3521	100.0		

**Income:**

USMS presents a highly attractive population, with almost half of members living in households with income over \$100,000. This identifies our membership as a group with unusually high discretionary income. (See Table below)

**What is your annual household income (in thousands of dollars)?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$35,000	232	6.6	7.0	7.0
	\$35-50,000	322	9.1	9.7	16.7
	\$50-75,000	503	14.3	15.2	31.9
	\$75-100,000	608	17.3	18.4	50.3
	Over \$100,000	1645	46.7	49.7	100.0
	Total	3310	94.0	100.0	
Missing	System	211	6.0		
Total		3521	100.0		

**Other household information:**

Most USMS members own their home (82.3%). 20.6% of members are the only adult in the household, 72.9% live in a household with two adults, and 5.9% live in a household with over 2 adults.

The average USMS household has .88 children, well below the national average, but that is expected because of the higher average age of our members. The breakdown of children in households is:

1 child	12.0%
2 children	20.8%
3 children	8.1%
Over 3 children	2.4%

Also, 60.1% of USMS households own a dog or cat.

One of the important pieces of information that sponsors will be interested in is whether or not our members are the decision makers for their households. Decision makers are more attractive than influencers or users. 84.1% of our members report that they are a primary decision maker for their household.

USMS members are also highly attractive for their technology use. 98.2% of members own a computer and 97.9% have purchased products on the internet. These numbers are far above national averages and are consistent with the high education levels and incomes of members.

### Brand behaviors:

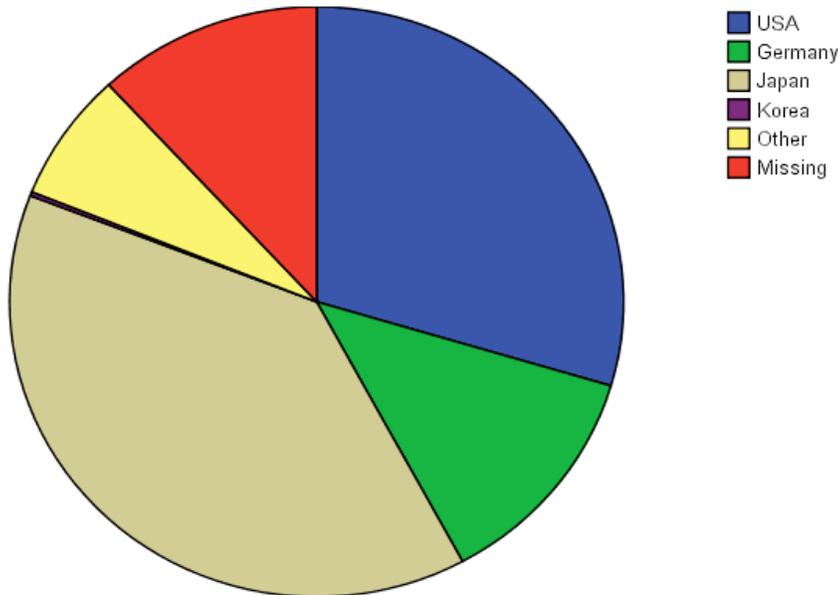
Loyalty to sponsors and supporters is a highly desirable quality in consumer populations. We asked three questions about brand loyalty. Results appear here:

- **71.0%** of members consciously buy brands that support things that are important to them.
- **61.8%** report that they would be more likely to buy a brand that advertised in USMS SWIMMER magazine.
- **65.2%** report that they would be more likely to buy a brand that was a sponsor at a competition.

### Automobiles:

USMS members report 2.17 cars per household. 49.4% report having 2 cars, with 19.7% having 1 car and 19.6% having three cars. 51.9% of households report buying a new car every 5 or fewer years. The average length of time between car purchases is 6.3 years. Given the average number of cars per household we can extrapolate that USMS households purchase a new car every 3 years, on average. Japanese car makers are the preferred automobile provider. 43.9% of members report preferring Japanese cars, 33.6% of members prefer American cars, and 14.2% prefer German cars. 8.3% prefer “other” countries of origin. Extrapolation: 15,000 cars purchased per year.

I prefer to buy a car made in:



## Travel

We asked our members about airline travel and hotel stays. Those results appear here.

### **Flying:**

USMS members fly (one way) an average of 11.3 times per year. The mode value is 4 times with 17.3%. 40% of members fly 6 or more times per year. 91.1% of members have purchased airline tickets on line. Extrapolation: 508,500 flights per year.

### **Hotels:**

USMS members stay in a hotel an average of 7.71 times per year. 58.9% of members stay in hotels between 2 and 6 times per year. 24.9% of members stay in hotels 10 or more times per year. The average length of stay is 2.72 days. 80.1% of members make their hotel reservations on line. Extrapolation: 943,704 hotel nights per year.

## Media

### **Magazines:**

The average number of magazine subscriptions is 3.59. 28% of members subscribe to 5 or more magazines. Extrapolation: 161,550 subscriptions per year.

### **CDs:**

USMS members purchase an average of 6.34 CDs per year. 25.7% purchase more than 10 per year and 7.7% purchase 20 or more per year. Extrapolation: 285,300 CDs per year.

### **Books:**

USMS members purchase an average of 13.4 books per year. 24.5% purchase 20 or more per year. Extrapolation: 603,000 books purchased per year.

### **Cable TV:**

78.1% of USMS members report having cable TV in their homes. 30.6% have a premium channel (e.g., HBO, Showtime).

### **Financial products:**

We asked questions about ownership of mutual funds and credit cards, results appear below:

- 63.6% of USMS members report owning stocks that are NOT part of a mutual fund.
- 82.5% of USMS members report investing in a mutual fund.
- USMS members report holding an average of 2.63 major credit cards (e.g., Visa, Mastercard)

## **Lifestyle consumption behaviors:**

Operating on the assumption that our members pursue a healthy lifestyle and are therefore attractive to the manufacturers of health related products and equipment, we asked members about their consumption of many of those products. Results appear below:

- 64.2% belong to a gym
  - 64.0% weight train
  - 32.0% of members consume diet supplements
  - 77.0% of members consume vitamins
  - 63.9% of members consume sports drinks or gels
  - 66.0% of members who consume sports drinks or gels buy them at either grocery stores or warehouse stores.
  - 31.0% of members who consume sports drinks or gels buy them at specialty stores.
  - 38.3% of members who consume sports drinks or gels buy them in bulk.
  - 31.6% of members use a special swimming shampoo.
  - 66.3% own a sports watch.
  - 76.8% buy workout apparel for hiking, biking, yoga or running.
  - 73.3% use fins
  - 53.6% use paddles
  - 77.9% use a pull buoy
  - 33.5% use dry land training equipment
- 
- There is an average of 2.96 bicycles in a USMS household. 88% of households had at least one bicycle.
- 
- USMS members report purchasing an average of 2.39 pairs of athletic shoes per year. Extrapolation: 107,550 pairs purchased per year.
- 
- USMS members report purchasing an average 3.21 swim suits per year. Most purchase between 2 and 4 suits (64.9%). Extrapolation: 144,450 swim suits purchased per year.
- 
- USMS members report purchasing an average of 2.49 pairs of goggles per year. Most purchase 2 or 3 pairs (63.3%) Extrapolation: 112,050 pairs of goggles purchased per year.