WINTER SPORT INTEREST BY DEMOGRAPHIC GROUP
SOURCE: USOC SURVEY DATA
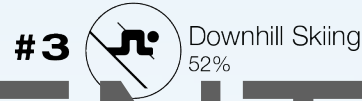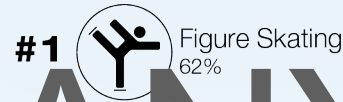
SPORTS WITH THE MOST FAN INTEREST
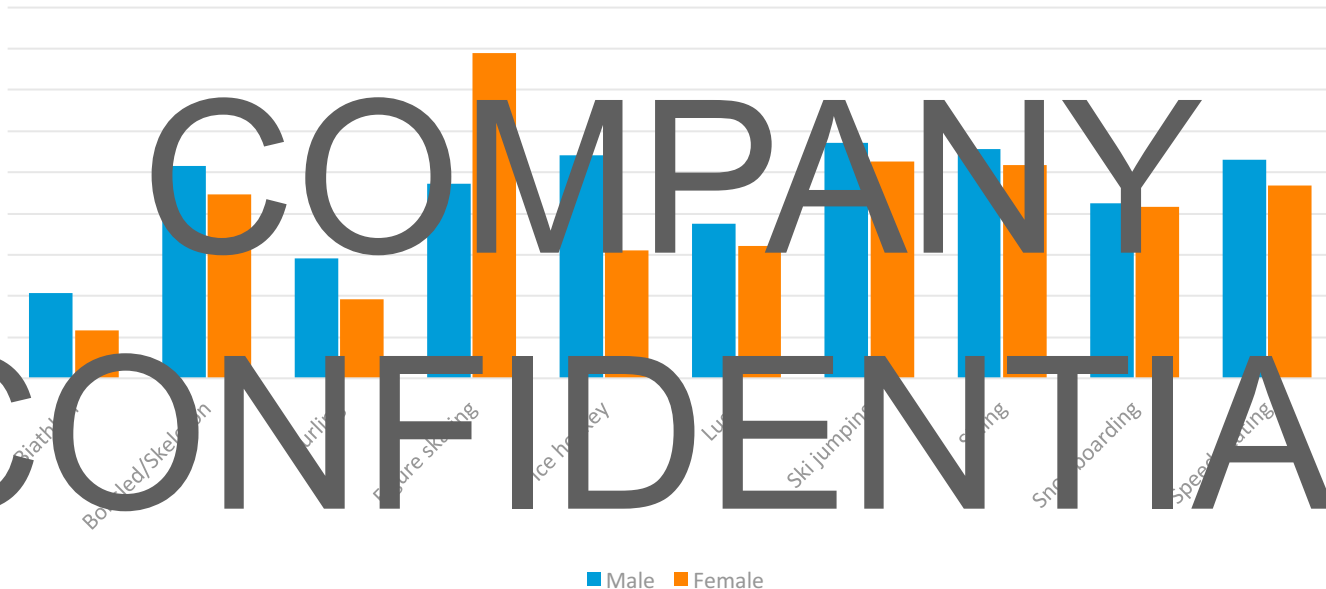
SUMMER

#1 Swimming 76%
#2 Gymnastics 74%
#3 Track & Field 55%
#4 Beach Volleyball 47%
#5 Diving 45%
#6 Basketball 40%
#7 Volleyball 29%
#8 Soccer 28%
#9 Sync. Swimming 23%
#10 Tennis 22%

WINTER

#1 Figure Skating 62%
#2 Ski Jumping 53%
#3 Downhill Skiing 52%
#4 Speed Skating 47%
#5 Bobsled/Skeleton 45%
#6 Snowboarding 40%
#7 Ice Hockey 39%
#8 Luge 32%
#9 Curling 32%
#10 Biathlon 13%

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% of Gender Interested in sport

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■ Male ■ Female

% of Age Group Interested in sport

Biathlon · Bobsled/Skeleton · Curling · Figure Skating · Ice hockey · Luge · Ski Jumping · Skiing · Snowboarding · Speed Skating

■ 13-17 ■ 18-34 ■ 35-48 ■ 49-64
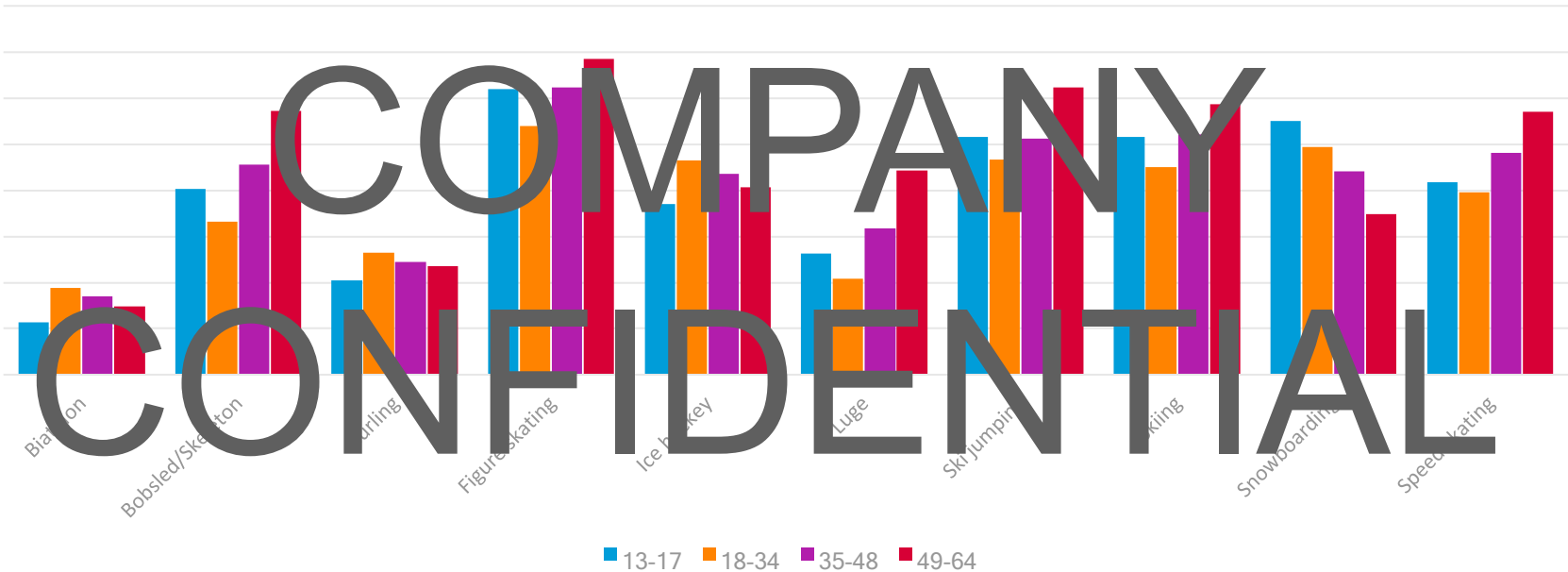
% of Age/Gender Subgroup Interested in sport

Biathlon   Bobsled/Skeleton   Curling   Figure skating   Ice hockey   Luge   Ski jumping   Skiing   Snowboarding   Speed skating

Male 13-17   Male 18-24   Male 25-44   Male 45-64   Female 13-17   Female 18-24   Female 25-44   Female 45-64

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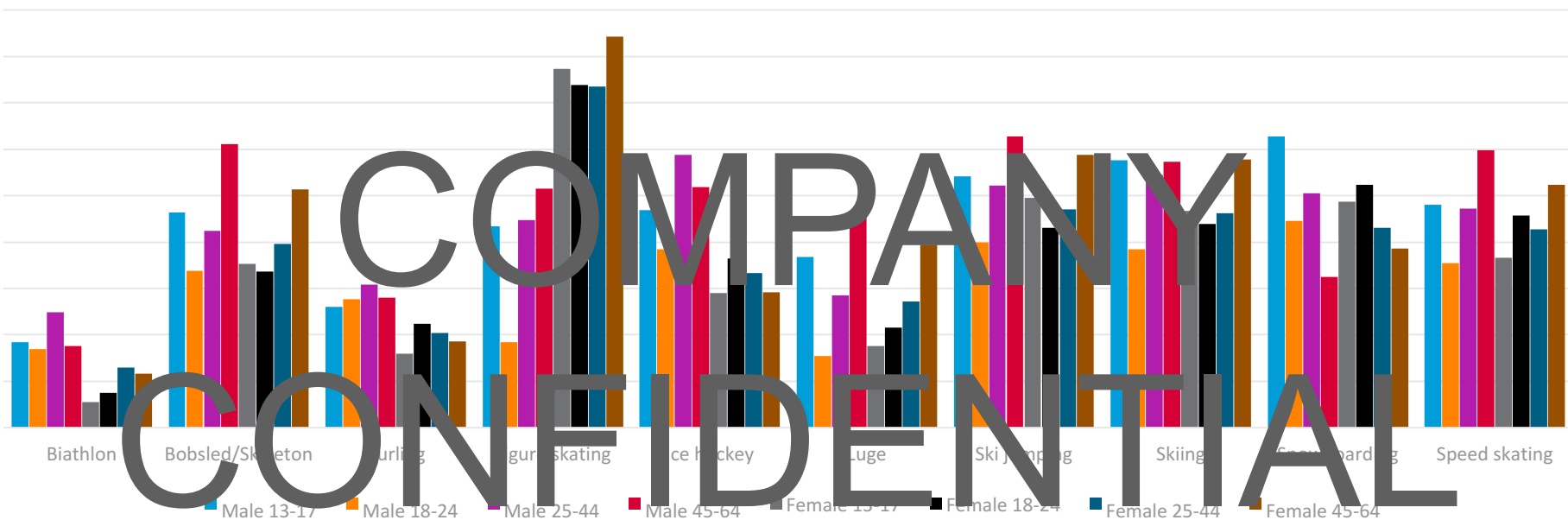
% of Education Group Interested in sport

■ High School Grad or Less   ■ Some college or Associates   ■ College Degree or more

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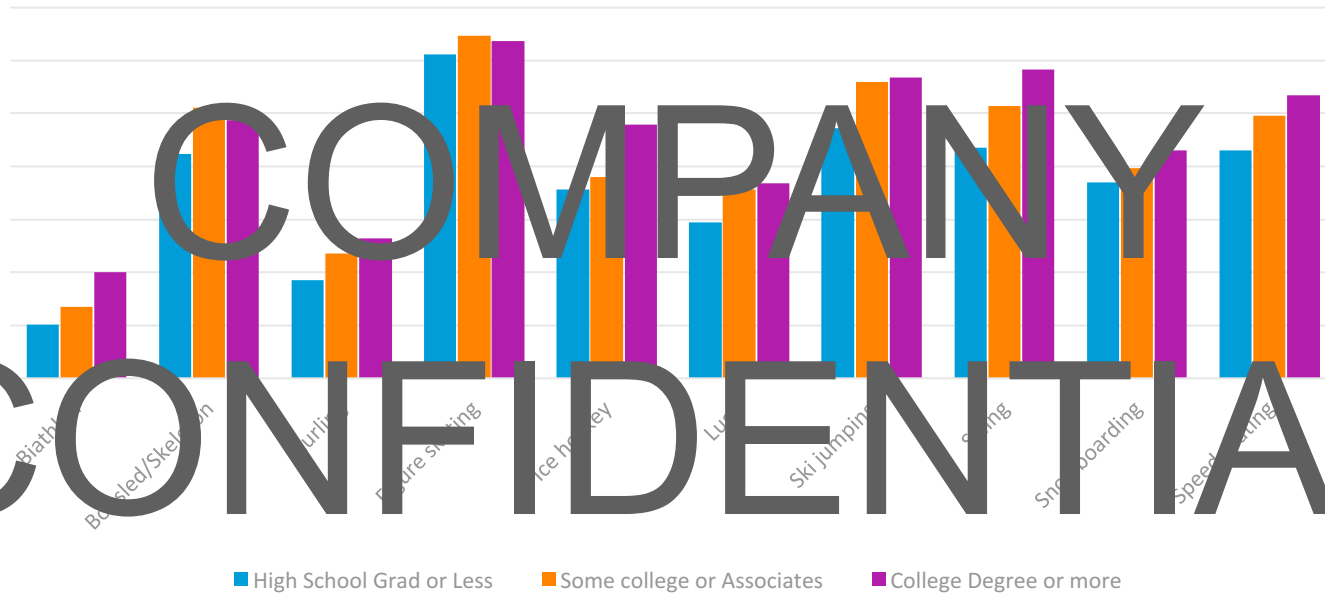
% of Income Group Interested in sport

Under $50k $50k to $99K $100k and Over
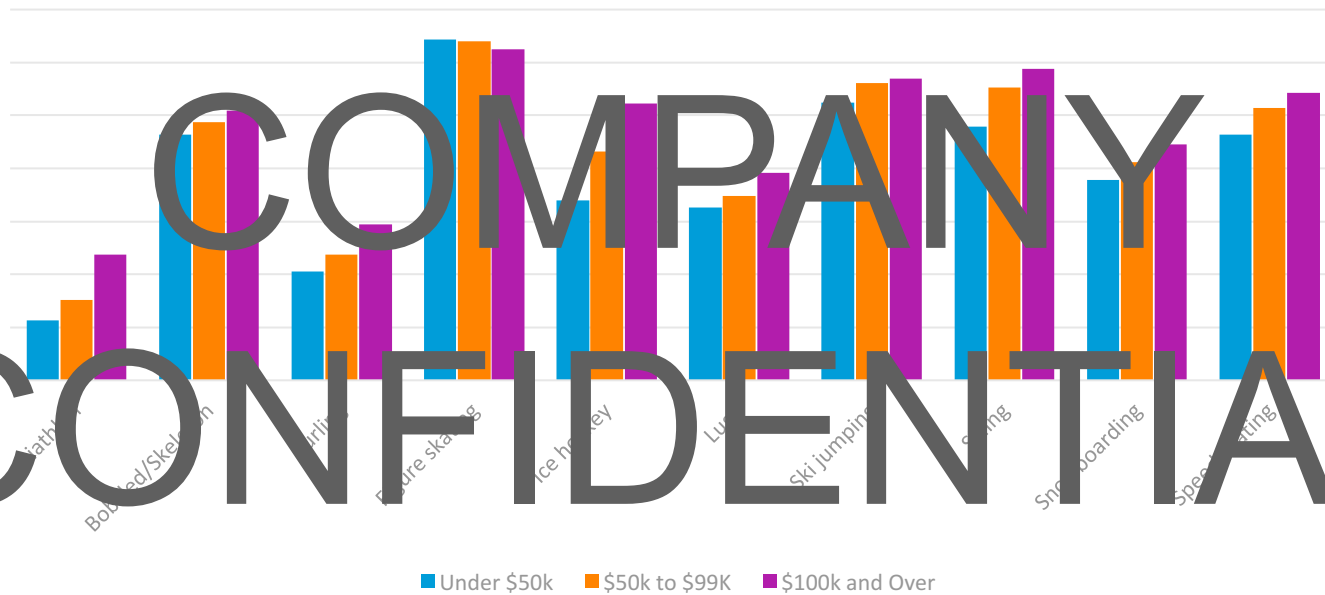
% of Race/Ethnic Group Interested in sport

Legend: ■ White ■ African American ■ Hispanic ■ Asian
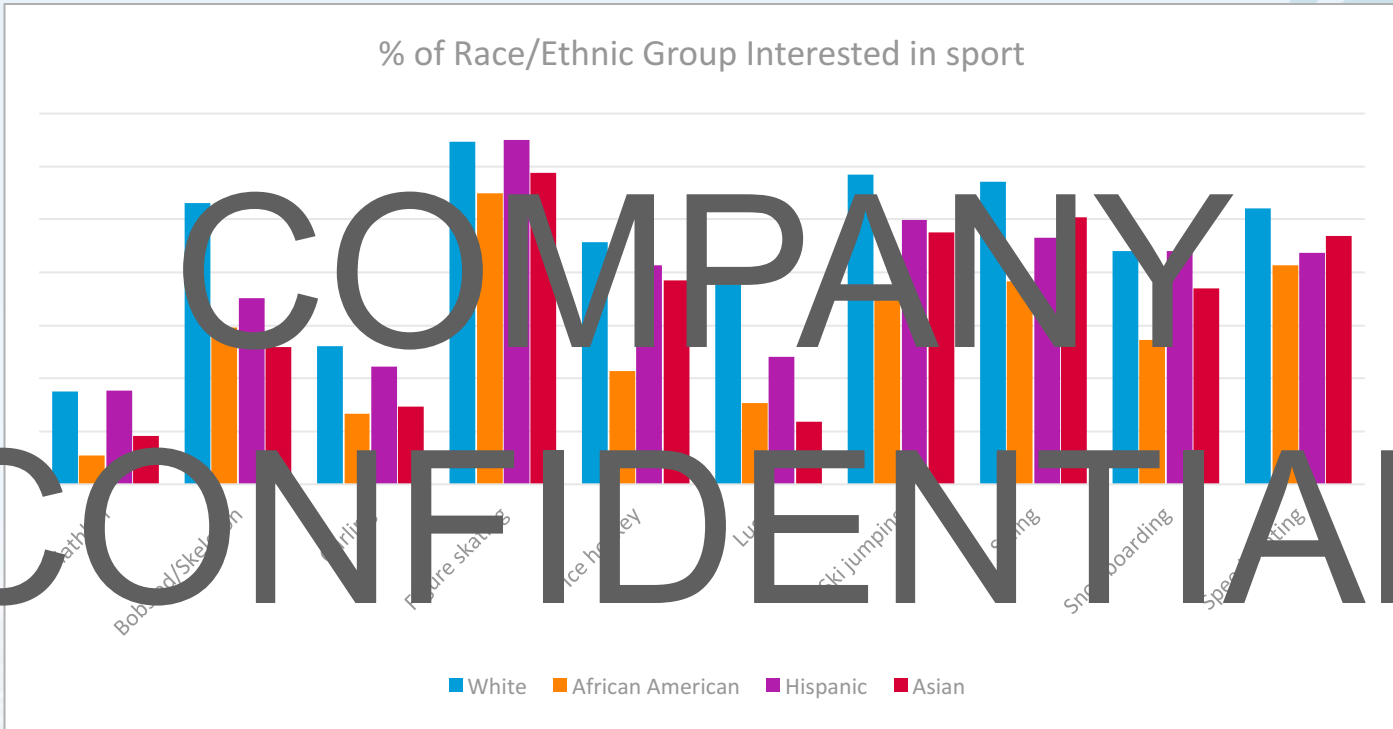
Source: SRI, "Why Team USA" Brand Tracker, August 2015, May 2016, July 2016, August 2016, N=5,901, Population: Olympic Fans (Extremely, Very or Somewhat interested in Olympics)
Question Text: Which of the following Winter Olympic sports do you like to follow? ; Metric: Top box

NGB MEMBERSHIP INFORMATION
SOURCE: NGB REPORTED DATA

Total Membership by NGB

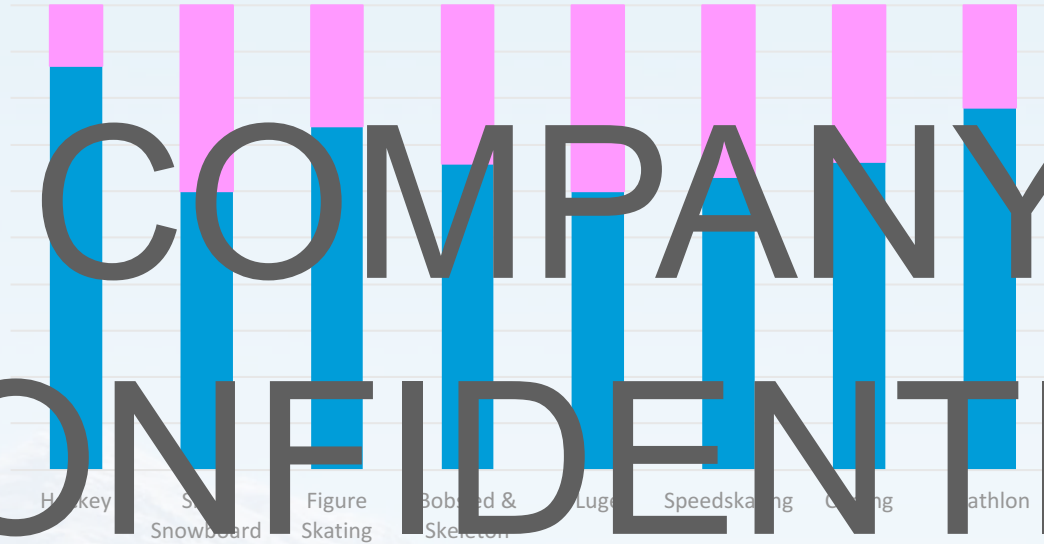Biathlon
Curling
Speedskating
Luge
Bobsled &...
Figu...
Ski ...
Hockey

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Membership models and requirements vary by NGB, and do not necessarily represent relative interest in a sport

Source: NGB Activation Reference Guide: 2016

Membership Information
By Gender

Sport Membership by Age

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- Biathlon
- Curling
- Speedskating
- Luge
- Bobsled & Skeleton
- Figure Skating
- Ski & Snowboard
- Hockey

■ Under 18 ■ Over 18

Source: NGB Activation Reference Guide: 2016
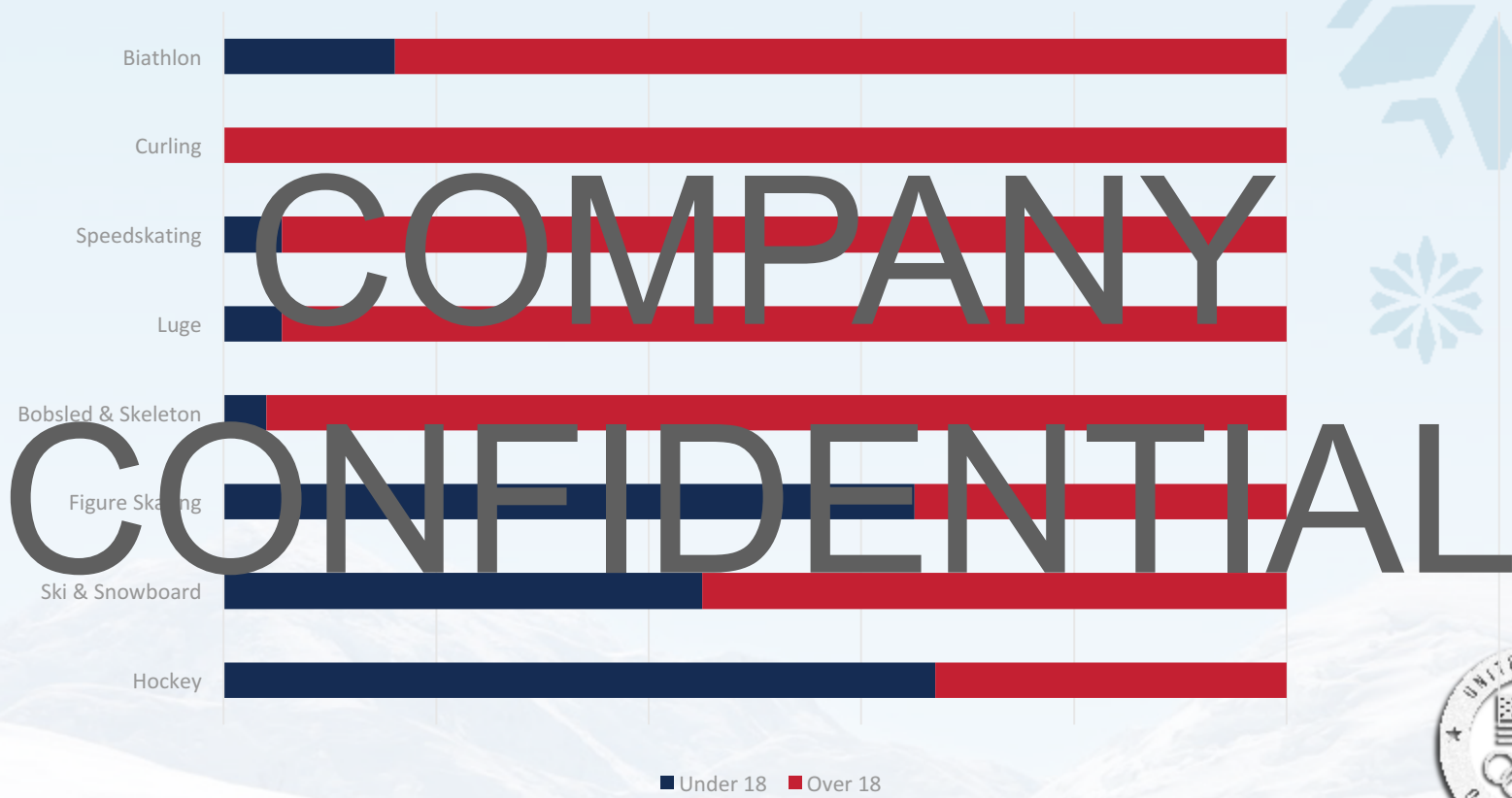
NGB SOCIAL MEDIA REACH & DEMOGRAPHICS
SOURCE: NGB REPORTED DATA

Total Followers of NGB Social Accounts

Hockey · Figure Skating · Ski Snowboard · Curling · Speedskating · Luge · Bobsled & Skeleton · Biathlon

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Source: Facebook, Twitter, Instagram
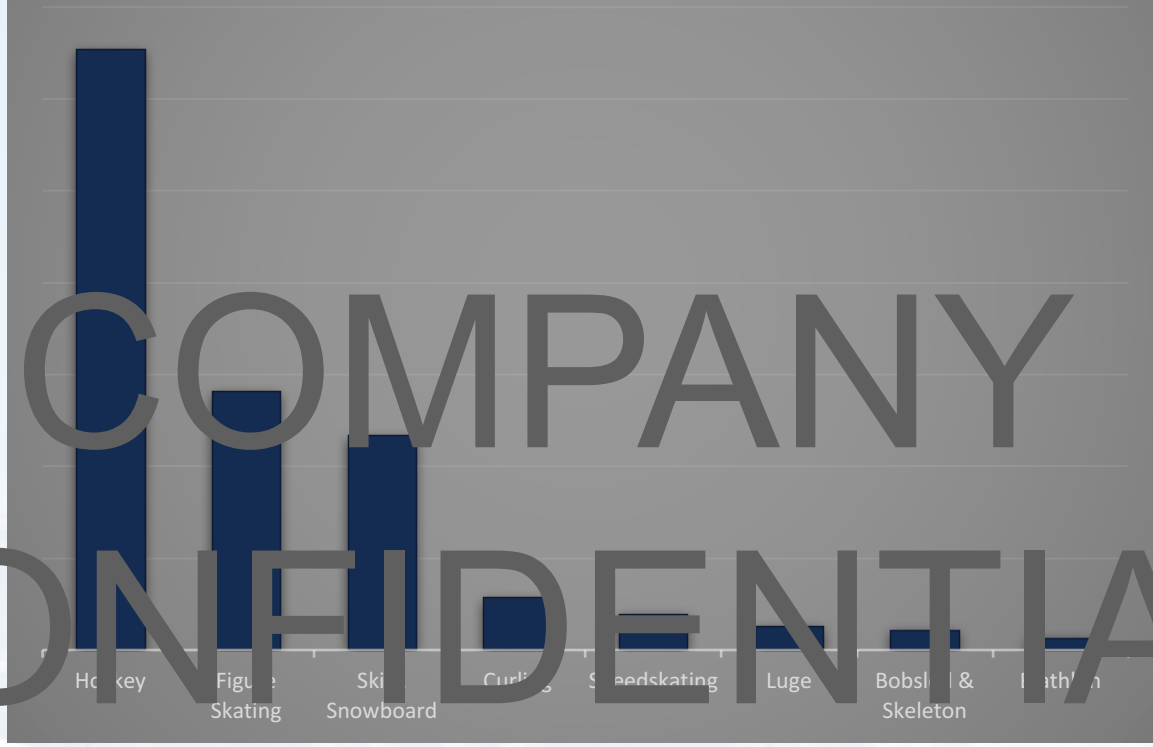
TOP TWO ATHLETES BASED ON SOCIAL MEDIA FOLLOWERS

Sport	Athletes
Hockey	Patrick Kane and T.J. Oshie
Ski & Snowboard	Shaun White and Linsdey Vonn
Figure Skating	Gracie Gold and Maia Shibutani
Bobsled & Skeleton	Lolo Jones and Tyson Gay
Luge	Erin Hamlin and Tucker West
Speedskating	Joey Mantia and J.R. Celski
Curling	Chris Plys and John Shuster
Biathlon	Tim Burke and Susan Dunklee

Combined Followers of
Top 2 Athletes by NGB

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Ski & Snowboard | Bobsled & Skeleton | Hockey | Figure Skating | Speedskating | Biathlon | Curling

SPORT PARTICIPATION
SOURCE: SFIA REPORTS (AVAILABLE ONLY FOR HOCKEY AND FIGURE SKATING)

Total Ice Hockey Participation Trends

Total Participation Trend Across 6-Year Span								
2010	2011	2012	2013	2014	2015	Change 2014-2015	1 year AAG	5 year AAG
2,140	2,131	2,363	2,393	2,421	2,546	5.1%	2.6%	3.6%

*AAG - Average Annual Growth

Participate at least once per year - Six years of age or older
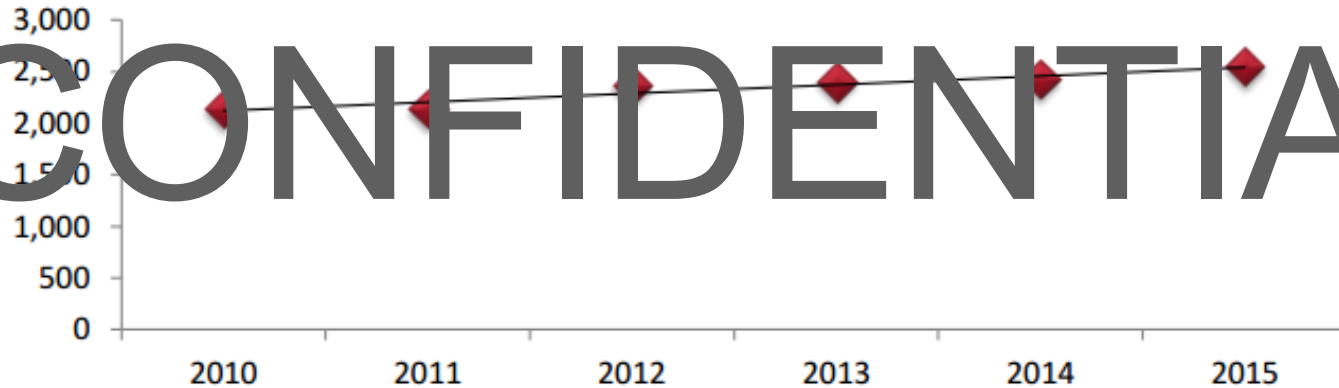
*Participation figures are in the thousands

Total Ice Skating Participation Trends

			Total Participation Trend Across 6-Year Span					
2010	**2011**	**2012**	**2013**	**2014**	**2015**	**Change 2014/2015**	**5 Year AAG**	**5 Year AAG**
11,477	11,326	11,211	10,679	10,649	10,485	-1.5%	-1.9%	-1.8%

*AAG - Average Annual Growth

Participate at least once per year - Six years of age or older

*Participation figures are in the thousands

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