



## WOMEN'S SPORTS & PHYSICAL ACTIVITY FACTS & STATISTICS (Compiled by the Women's Sports Foundation, Updated 6/15/07)

This compilation of facts is a representative sample of the data that exists in women's sports as of the publication date. If a reference appears old (i.e. 1975, 1985), it generally means that either there has been so much research on the topic that researchers see no need to replicate the studies or that the Foundation has found no more recent credible studies on the topic. Acronyms for sport organizations are used only following an initial full reference, so if an unfamiliar acronym is encountered, look for an earlier reference. Facts in bold have been updated or are new since the last version.

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## I. BENEFITS OF PARTICIPATION

- **Of those students attending NCAA Division I schools, female athletes post the highest graduation rates, followed-by female students in general, male students and male athletes. (NCAA Research Related to Graduation Rates of Division I Student-Athletes, 1984-2000. NCAA, 2007).**
- Of the female student-athletes who entered NCAA Division I programs on scholarship in 1998, 71% graduated within six years of enrollment. This is 8% higher than the overall rate for female students (63%) and 16% higher than the overall rate for male student-athletes (55%). (*2005 Graduation-Rates Report for NCAA Division I Schools*. NCAA, 2005.)
- Both white female athletes (68%) and female athletes of color who are on scholarship (55%) graduated at higher rates than their counterparts in the general student population (54% and 42%, respectively). (Butler, J. & Lopiano, D. (2003). *The Women's Sports Foundation Report: Title IX and Race in Intercollegiate Sport*. Women's Sports Foundation.)
- Eleven (69%) of the 2003 women's Sweet 16 Division I basketball teams had student-athlete graduation rates that were equal to or higher than the school's overall student-athlete graduation rates. Among the men's programs, three (19%) Sweet 16 teams had student-athlete graduation rates that were higher than the school's overall student-athlete graduation rates. (*Keeping Score When it Counts: Graduation Rates for 2003 NCAA Division I Women's Basketball Championship*. Institute for Diversity and Ethics In Sport, 2003.)
- According to an Oxygen/Markle Pulse poll, 56% of women agree with the statement that seeing successful female athletes makes them feel proud to be a woman. (*Marketing to Women*, March 2001.)
- According to a study of 2,993 women, older women who exercise tend to be motivated toward physical activity by expectations of benefit to their health and longevity. Inactive women tend not to have the self-confidence, skill and experience with physical activity that active women do. ("Motivation for exercise studied." *Melpomene Journal*, Fall 1997.)
- In a study of 17,000 Medicare beneficiaries, researchers found that the average, non-overweight female costs the program \$6,224 per year, but overweight and obese patients cost Medicare \$7,653 and \$9,612 each year, respectively. (*Journal of the American Medical Association* as cited in "Overweight in youth adulthood and middle age increases health care costs after age 65." Robert Wood Johnson Foundation newsletter, Dec. 2004.)
- In 2003, the estimated total national cost of physical inactivity was \$251.11 billion, while the estimated total national cost for excess weight was \$256.57 billion. These numbers include the cost of medical care, worker's compensation and productivity losses. An estimated \$31 billion could be saved per year with a 5% reduction of physically inactive and overweight adults. If no changes are made by 2008 the estimated cost per year will reach \$708 billion. (Chenoweth, D. & Leutzinger, J. (2006). "The Economic Cost of Physical Inactivity and Excess Weight in American Adults." *Journal of Physical Activity and Health*.)
- A Harvard study that followed 72,488 nurses for eight years concluded that the more a woman exercises, the lower odds she will suffer a stroke. (*Journal of the American Medical Association* as cited in "Physically active women reduce risk of stroke: Walking is step in right direction." *Harvard University Gazette*, June 15, 2000.)
- High school sports participation may help prevent osteoporosis (loss of bone mass). Bone density has been shown to be an important factor in preventing osteoporosis from occurring in the first place. Purdue University researchers found that of minimally active women aged 18-31, those who had

participated in high school sports had a significantly greater bone density than those who had not. (Teegarden, D., et al. (1996). "Previous physical activity relates to bone mineral measures in young women." *Medicine and Science in Sports and Exercise*.)

- Researchers from Penn State say exercise may be more important than calcium consumption for young women to ensure proper bone health as they get older. They studied 81 young women, aged 12 to 16, beginning in 1990. When the girls reached 18, the researchers found no relationship between calcium consumption and bone mineral density. However, there was a strong link between physical activity and bone mineral density (BMD). The researchers found that consistent activity, rather than fitness or exercise intensity, was the best predictor of healthy levels of BMD. (*Pediatrics Fitness Bulletin*, Aug. 2000.)
- Women who exercise vigorously while trying to quit smoking are twice as likely to kick the habit than wannabe ex-smokers who don't work out regularly. Researchers also found that women who worked out as they tried to quit gained only about half the weight of those who did not exercise. (*Archives of Internal Medicine* as cited in "Exercise helps women quit smoking." *New York Times*, June 14, 1999.)
- Half of all girls who participate in some kind of sport experience higher than average levels of self-esteem and less depression. (Colton, M. & Gore, S. (1991). "Risk, Resiliency, and Resistance: Current Research on Adolescent Girls." Ms. Foundation for Women.)
- Research suggests that girls who participate in sports are more likely to experience academic success and graduate from high school than those who do not play sports. (Sabo, D., Melnick, M. & Vanfossen (1989). *Women's Sports Foundation Report: Minorities in Sports*. Women's Sports Foundation.)
- Sports participation is associated with less risk for body dissatisfaction and disordered eating among adolescent girls. It is also associated higher self-esteem. (Tiggemann, M. (2001). "The impact of adolescent girls' life concerns and leisure activities on body dissatisfaction, disordered eating, and self-esteem." *The Journal of Genetic Psychology*.)
- The 2002 National Youth Survey of Civic Engagement showed that young women who participated in sports were more likely to be engaged in volunteering, be registered to vote, feel comfortable making a public statement, follow the news and boycott than young women who had not participated in sports. (Lopez, M.H. & Moore, K. (2006). *Participation in Sports and Civic Engagement*. The Center for Information and Research on Civic Learning and Engagement.)
- Exercise has been shown to improve cardiovascular fitness, muscle strength, body composition, fatigue, anxiety, depression, self-esteem, happiness and several components of quality of life (physical, functional and emotional) in cancer survivors. (Brown, J.K., et al. (2003). "Nutrition and physical activity during and after cancer treatment: An American Cancer Society guide for informed choices." *CA: A Cancer Journal for Clinicians*.)
- Teenage female athletes are less likely to use marijuana, cocaine or "other" illicit drugs (such as LSD, PCP, speed or heroin), less likely to be suicidal, less likely to smoke and more likely to have positive body images than female non-athletes. (Miller, K, Sabo, D.F., Melnick, M.J., Farrell, M.P. & Barnes, G.M. (2000). *The Women's Sports Foundation Report: Health Risks and the Teen Athlete*. Women's Sports Foundation.)
- Being both physically active and a team sports participant is associated with a lower prevalence of sexual risk-taking behaviors for teen girls. (Kulig, K., Brener, N. & McManus, T. (2003). "Sexual activity and substance use among adolescents by category of physical activity plus team sport participation." *Pediatrics and Adolescent Medicine*.)

- Teenage female athletes are less than half as likely to get pregnant as female non-athletes (5% and 11%, respectively), more likely to report that they had never had sexual intercourse than female non-athletes (54% and 41%, respectively), and more likely to experience their first sexual intercourse later in adolescence than female non-athletes. (Sabo, D., Miller, K., Farrell, M., Barnes, G. & Melnick, M. (1998). *The Women's Sports Foundation Report: Sport and Teen Pregnancy*. Women's Sports Foundation.)
- Women who practice the same well-designed strength training programs as men do benefit from bone and soft-tissue modeling, increased lean body mass, decreased fat and enhanced self-confidence. (Ebben, W.P. & Jensen, R.L. (1998). "Strength training for women: Debunking myths that block opportunity." *The Physician and Sportsmedicine*.)
- According to one study, elderly women recovering from heart attacks derive many benefits from exercise training, including decreased obesity, better quality of life and lower anxiety. (Lavie, C.J. & Milani, R.V. (1997). "Effects of cardiac rehabilitation, exercise training, and weight reduction on exercise capacity, coronary risk factors, behavioral characteristics, and quality of life in obese coronary patients." *American Journal of Cardiology*.)
- A 10-year follow-up study of 96 post-menopausal women who had started a walking-for-exercise program in an earlier study and 100 post-menopausal women who hadn't started an exercise walking program suggests that making walking part of your exercise plan may increase your overall activity level, which in turn may increase health benefits you reap. Women who walked for exercise were more likely to report participating in other sports and types of exercise, rated their health better and had lower rates of chronic disease than women who had not started a regular routine. (Periera, M.A., et al. (1998). "A randomized walking trial in postmenopausal women: Effects on physical activity and health 10 years later." *Archives of Internal Medicine*.)
- In a study of 1,224 Finnish men and women over the age of 65, the most frequently cited motives for participating in exercise activities were health promotion (80%), social reasons (40-50%), psychological reasons (30%), personal satisfaction (15-40%) and referral by healthcare provider (5-19%). The most commonly cited barriers to participation were lack of interest (26-28%), poor health (19-38%), feeling no need to participate (4-9%) and distance to exercise facilities (5%). There were no gender differences in either motives or barriers cited. (Hirvensalo, M., Lampinen, P. & Rantanen, T., (1998). "Physical exercise in old age: An eight-year follow-up study on involvement, motives, and obstacles among persons age 65-84." *Journal of Aging and Physical Activity*.)
- Daily physical education in primary school appears to have a significant long-term positive effect on exercise habits in women. They are more active as they age. ("Daily primary school physical education: Effects on physical activity during adult life." *Medicine & Science in Sports and Exercise*, 1999.)
- The potential for some girls to derive positive experiences from physical activity and sport is marred by lack of opportunity, gender stereotyping and homophobia. (*Physical Activity & Sport in the Lives of Girls*. President's Council on Physical Fitness and Sports, 1997.)
- In a 1997 study of collegiate women athletes and non-athletes, athletes reported having more physically active parents than non-athletes. (Miller, J.L. & Levy, G.D. (1996). "Gender role conflict, gender-typed characteristics, self-concepts, and sport socialization in female athletes and non athletes." *Sex Roles*.)
- Exercise and sport participation can be used as a therapeutic and preventive intervention for enhancing the physical and mental health of adolescent females. It also can enhance mental health by offering them positive feelings about body image, improved self-esteem, tangible experiences of competency and success and increased self-confidence. (*Physical Activity & Sport in the Lives of Girls*. President's Council on Physical Fitness and Sports, 1997.)

- With enough strength training, women can lift, carry and march as well as men, according to Army researchers. They say 78% of female volunteers they tested could qualify for Army jobs considered very heavy, involving the occasional lifting of 100 pounds, after six months of training 90 minutes, five days a week. (*Morning Call*, Jan. 30, 1996.)
- Women who exercise weigh less, have lower levels of blood sugar, cholesterol and triglycerides and have lower blood pressure than non-exercising women. They also report being happier, believe they have more energy and felt they were in excellent health more often than non-exercising women. Exercisers also miss fewer days of work. (Glanz, K., Sorensen, G. & Farmer, A. (1996). "The health impact of worksite nutrition and cholesterol intervention programs." *American Journal of Health Promotion*.)
- Postmenopausal women who engaged in the equivalent of 75 to 180 minutes a week of brisk walking had 18% less risk of developing breast cancer than inactive women. (McTiernan, A., et al. (2003). "Recreational physical activity and the risk of breast cancer in postmenopausal women." *Journal of the American Medical Association*, 2003.)
- A 15-year follow-up of close to 4,000 female athletes and non-athletes revealed that the less active women had a higher prevalence of breast cancer than the more active women. (Wyshak, G. & Frisch, R.E. (2000). "Breast cancer among former college athletes compared to non-athletes: A 15-year follow-up." *British Journal of Cancer*.)
- One to three hours of exercise a week over a woman's reproductive lifetime (the teens to about age 40) may bring a 20-30% reduction in the risk of breast cancer, and four or more hours of exercise a week can reduce the risk almost 60%. (Bernstein, L., Henderson, B.E., Hanish, R., Sullivan-Halley, J. & Ross, R.K. (1994). "Physical exercise and reduced risk of breast cancer in young women." *Journal of the National Cancer Institute*.)
- According to the Nurses Health Study, by exercising one to three hours a week, women recovering from breast cancer reduced their risk of dying from the disease by one-quarter. By exercising three to eight hours a week, the risk is cut in half. (Holmes, M.D., Chen, W.Y., Feskanich, D. & Colditz, G.A. (2005). "Physical activity and survival after breast cancer diagnosis." *Journal of the American Medical Association*.)

## II. FITNESS

- In the United States, physical inactivity and unhealthy eating contribute to obesity, cancer, cardiovascular disease and diabetes, which are responsible for at least 300,000 deaths each year. (*Physical Activity and Good Nutrition: Essential Elements to Prevent Chronic Diseases and Obesity*, 2002. Centers for Disease Control and Prevention, 2002.)
- Between 2001–2004, 30% of men and 34% of women 20–74 years of age were obese (age adjusted). The prevalence of obesity among women differed significantly by racial and ethnic group. In 2001–2004, one-half of non-Hispanic black women were obese compared with nearly one-third of non-Hispanic white women. In contrast, the prevalence of obesity among men was similar by race and ethnicity. ("Health, United States, 2006, With Chartbook on Trends in the Health of Americans." Centers for Disease Control and Prevention, 2006.)
- The overall cost of health care in United States doubled between 1993 and 2004, and in 2004, health-care spending topped \$1.9 trillion, or 16% of the nation's economic output -- the largest share on record. (Center for Medicare and Medicaid Services, 2006.)

- There is no federal law that requires physical education to be provided to students in the American education system, nor any incentives for offering physical education programs. (*Shape of the Nation Report*. National Association for Sport & Physical Activity, 2006.)
- About 17% of U.S. children between the ages of 2 and 19 were overweight in 2003-2004 compared to 14% in 1999-2000. (*National Health and Nutrition Examination Survey*. Centers for Disease Control and Prevention, 2006.)
- Between 1999 and 2004, there was a significant increase in the prevalence of overweightness among girls in the United States (13.8% in 1999 to 16.0% in 2004). Among boys there was an increase from 14.0% in 1999 to 18.2% in 2004. The prevalence of obesity among men also increased significantly from 27.5% to 31.1%, while there was no significant change in the prevalence of obesity among women (33.4% in 1999 to 33.2% in 2004). (*National Health and Nutrition Examination Survey*. Centers for Disease Control and Prevention, 2006.)
- A decade-long research study showed that 80% of obese 9-year-old girls were entering puberty. Additionally, 58% of overweight girls were entering puberty compared to just 40% of normal-weight 9-year-olds. Early development in girls has been linked to more risk-taking behaviors such as using alcohol and drugs and to a higher prevalence of depression and scholastic problems. (Lee, J.M., Appugliese, D., Kaciroti, N., Corwyn, R.F., Bradley, R.H. & Lumeng, J.C. (2007). "Weight status in young girls and the onset of puberty." *Pediatrics*.)
- In 2005, 99% of U.S. public elementary schools had some scheduled physical education. However, the frequency of scheduled activity varies. Between 17% and 22% of students had physical education every day; about half had one or two days each week. The average amount of time spent at recess and physical education was about 221 minutes/week for first graders and 214 minutes per week for sixth graders. (*Calories In, Calories Out: Food and Exercise in Public Elementary Schools*. U.S. Department of Education, 2005.)
- Illinois and Massachusetts are the only states that mandate physical education for school children in all grades K-12. Over 70% of states (36) mandate physical education for elementary school students, 65% of states (33) mandate it for middle/junior high school students, and 83% of states (42) mandate it for high school students. (*Shape of the Nation Report*. National Association for Sport and Physical Education, 2006).
- A recent study found that the number of overweight girls decreased 10% in schools that gave first-graders an hour more per week devoted to physical activity than the same students had previously received in kindergarten. Based on the results of this study, researchers believe that the prevalence of obesity and overweightness among girls could be reduced by 43% if kindergarteners were given at least five hours of physical education time per week. (Datar, A. & Sturm, R. (2004). "Physical education in elementary school and body mass index: Evidence from the early childhood longitudinal study." Rand Corporation.)
- Among 7- to 12-year-old children, 98% have at least one risk factor for heart disease, including high blood pressure, high cholesterol and excess body fat. Between 1979-1999, annual hospital costs for treating obesity-related diseases in children rose from \$35 million to \$127 million. (*Sports Trend*, April 2000; Wang G. & Dietz W. (2002). "Economic burden of obesity in youths aged 6 to 17 years: 1979-1999." *Pediatrics*.)
- Increased weight gain in girls during their transition from childhood to adulthood may be caused by a decline in physical activity. A University of New Mexico study followed the level of physical activity, body mass index (BMI), skinfold thickness and eating habits of more than 2,200 girls over a course of 10 years. It was found that the girls' participation in physical activity declined while their rate of overweightness and obesity doubled. The authors suggested that increasing physical activity equivalent to 2.5 hours of brisk walking per week could potentially prevent weight gain. (Kimm,

S.Y.S., et al. (2005). "Relation between the changes in physical activity and body-mass index during adolescence: A multicentre longitudinal study." *The Lancet*.)

- A 2006 research study found that adolescent girls living in close proximity to public parks (within a half-mile) are more physically active than girls who do not have such easy access to public parks. (Cohen, D. A., et al. (2006). "Public parks and physical activity among adolescent girls." *Pediatrics*.)
- A CDC survey of high school students in 2003 found that 59.3% of females described themselves as trying to lose weight. In an effort to lose weight or to keep from gaining weight, 18.3% of the girls had gone longer than 24 hours without food. In the 30 days before the survey, 11.3% of the female students had taken diet pills, powders or liquids without doctor's consent to lose weight or keep from gaining weight. In the 30 days preceding distribution of the survey, 8.4% of the female students had vomited or used laxatives to lose weight (*Youth Risk Behavior Surveillance—United States, 2003*, Centers for Disease Control & Prevention, 2004.)
- Scientists found an association between lower levels of parental education and activity decline in white girls of all ages and in older black girls (ages 13-17). Higher body mass index (a measure of body weight adjusted for height) predicted a decline in activity among both racial groups. (Kimm, S.Y.S., et al. (2002). "Decline in physical activity in black girls and white girls during adolescence." *The New England Journal of Medicine*.)
- The American College of Sports Medicine recommends exercising 200-300 minutes each week for effective weight loss and the prevention of weight regain (for example, 40-60 minutes, 5 days per week). At the same time, individuals seeking to lose weight should reduce their overall calorie intake by 500-1,000 calories and reduce fat intake to less than 30% of total calories (*Exercise Tips for Weight Loss*. Hospital for Special Surgery, Aug., 2004.)
- More than 60% of adults in the United States are overweight or obese. More than 50% of American women are overweight or obese. Among women in their 20s with severe obesity, the decrease in life expectancy is eight years for whites and five years for African-Americans. For any degree of overweightness, younger adults risked losing more years of life than older adults. (Berger, L. (June 22, 2003). "The 10 percent solution: Losing a little brings big gains." *New York Times*; Fintaine, K.R., Redden, D.T., Wang, C., Westfall, A.O. & Allison, D.B. (2003). "Years of life lost due to obesity." *Journal of the American Medical Association*.)
- More than 60% of adult women do not do the recommended amount of physical activity (30 minutes of moderate activity daily). More than 25% of women are not active at all. In 2000, just under 30% of women and men ages 45-64 were inactive. For ages 65-74 about 35% of women and 30% of men were inactive. For ages 75 and over about 35% of women were inactive and more than 40% of men were inactive. (*Surgeon General's Report on Physical Activity and Health, 1999; Physical Inactivity for U.S. Men and Women*. Centers for Disease Control & Prevention, 2000.)

### III. LEADERSHIP/EMPLOYMENT

#### High School/College

- As of 2007, only three (6%) of the 51 directors of state high school associations are women. Additionally, three (25%) women serve on the National Federation of State High School Association's 12-member Board of Directors. (National Federation of State High School Associations, Jan. 2007.)
- In 2004, there were more female college presidents of Division I-A schools than female athletic directors in Division I-A programs. (Acosta, R.V. & Carpenter, L.J. (2004). "Women in Intercollegiate Sport: A Longitudinal Study — Twenty-Seven Year Update, 1977-2004." Unpublished manuscript.)

- The worst year for the representation of female coaches as coaches of women's teams on record was 2006. Only 42.4% of women's teams are led by a female head coach. Less than 2% of men's teams are coached by a female head coach. Only 17.7% of all teams (men's and women's teams) are coached by a female head coach. In 1972, the year Title IX was enacted, more than 90% of the head coaches for women's teams, and about 2% of the coaches for men's teams were female. It should be noted that in the case of paid assistant coaches, women have recorded the highest ever number in 2006. Of the 10,220 paid assistant coaches, 5,811 (56.7%) are female. (Acosta, R.V. & Carpenter, L.J. (2006). "Women in Intercollegiate Sport: A Longitudinal Study – Twenty-Nine Year Update, 1977-2006." Unpublished manuscript.)
- Among the four most popular NCAA women's team sports in 2006 (basketball, soccer, softball and volleyball), only 50% of head coaches were women. Only 33% of women's soccer coaches were female, while women made up approximately 67% of assistant basketball coaches and only 62% of head basketball coaches. (Sagas, M., Cunningham, G. B. & Teed, K. (2006). "An examination of homologous reproduction in the representation of assistant coaches of women's teams." *Sex Roles: A Journal of Research*.)
- In 2000, 68% of female assistant coaches did not want to become head coaches because they liked their current team/situation; 59% because head coaches are under too much pressure to win; 59% because assistant coaching brings less stress than head coaching; 50% because of loyalty to current coach or team. (Sagas, M., Cunningham, G.B. & Ashley, F.B. (2000). "Examining the women's coaching deficit through the perspective of assistant coaches." *International Journal of Sport Management*.)
- Between 2000-2002, women were hired for less than one out of 10 of the new head coaching jobs in women's athletics and one out of every 50 of the new head coaching jobs in men's athletics. (Acosta, R.V. & Carpenter, L.J. (2002). "Women in Intercollegiate Sport: A Longitudinal Study — Twenty-Five Year Update, 1977-2002." Unpublished manuscript.)
- In the 2003-2004 season, the average salary for a Division I men's basketball head coach was \$330,900—more than double the average salary of a women's basketball coach, which amounted to only \$162,300. (*NCAA Gender Equity Report, 2003-2004*. NCAA, 2004.)
- Coaches of men's basketball programs were more than three times as likely to have personal appearance contracts and more than two times as likely to receive country club or apparel contracts than coaches of women's basketball teams. ("Survey shows women's basketball salaries in back court." *The NCAA News*, Aug. 27, 2001.)
- During the 2003-2004 school-year, for Division I, average school spending for women's head coaching salaries was \$561,800, while the average for men's was \$976,000. (*NCAA Gender Equity Report*. NCAA, 2003-2004.)
- The gender of the athletic director among NCAA institutions has a strong impact on the gender of the coaching staff within women's athletics. In 2004, the athletic director was a woman, the percentage of female head coaches at Division I NCAA schools was 49.4%, up from 44.5% if the athletic director was a male. (Acosta, R.V. & Carpenter, L.J. (2004). "Women in Intercollegiate Sport: A Longitudinal Study Twenty-Seven Year Update, 1977-2004." Unpublished manuscript.)
- Overall, from the 1998-1999 school year to the 2004-2005 school year, there was a 7.4% increase (from 33.4% to 40.8%) in the percentage of female NCAA conference staff members. More specifically, in Division I there was a 5.6% increase (from 38.9% to 44.5%), in Division II there was a 14% increase (from 20.6% to 34.6%), and in Division III there was a 9% increase (from 23.7% to 32.7%), in the percent of female NCAA conference staff members. In addition, the number of female conference commissioners increased 5.6% (from 7.4% to 13.0%) from 1998-1999 to 2004-05. Looking divisionally at the percentage of female conference commissioners from 1998-1999 to 2004-

2005, there was a 7.4% increase (from 5.7% to 13.2%) in Division I, no change in Division II (no female conference commissioners in either year) and a 7.4% increase (from 13.2% to 20.6%) in Division III. (2004-2005 Race and Gender Demographics of NCAA Member Conferences' Personnel Report. NCAA, 2005.)

- In 2007, three (18.8%) of the 16 NCAA Executive Committee members are women. In 2001, 26.7% of senior-level positions at the NCAA headquarters were filled by women. Seven (30.4%) out of 23 association-wide committees were chaired by women. Lenti Ponsetto is the first woman to head the championships/competition cabinet. (NCAA, 2007; *USA Today*, Sept. 27, 2001.)
- In 2006, women held 35.2% of all administrative jobs within all divisions of the NCAA. Division III schools had the highest percentage of female athletic directors (ADs) at 26.6%. Only 18.6% of ADs of women's programs were women, compared to 1972 when more than 90% of women's programs were administered by a female AD. There were more administrators in the average program (3.44) than ever before. The most common administrative structure is composed of three administrators: one male AD, one male assistant/associate AD, and one female assistant/associate AD. (Acosta, R.V. & Carpenter, L.J. (2006). "Women in Intercollegiate Sport: A Longitudinal Study - Twenty-Nine Year Update, 1977-2006." Unpublished manuscript.)
- In 2006, 14.5% of women's athletic programs lacked a female administrator at any level; this was an improvement from 2002 when 18.8% of women's programs had no women involved. (Acosta, R.V. & Carpenter, L.J. (2006). "Women in Intercollegiate Sport: A Longitudinal Study — Twenty-Nine Year Update, 1977-2006." Unpublished manuscript.)
- In 2006, 12.1% of the full-time college sports information directors (SIDs) were females. The highest percentage of female full-time sports information directors was 15.3%, found at the NCAA Division III level. Women made up 10.5% of Division II SIDs and 9.3% of Division I SIDs. (Acosta, R.V. & Carpenter, L.J. (2006). "Women in Intercollegiate Sport: A Longitudinal Study — Twenty-Nine Year Update, 1977-2006." Unpublished manuscript.)
- In 2006, 27.4% of full-time college head athletic trainers were females. (Acosta, R.V. & Carpenter, L.J. (2004). "Women in Intercollegiate Sport: A Longitudinal Study — Twenty-Nine Year Update, 1977-2006." Unpublished manuscript.)
- Of the 30,471 active members of the National Athletic Trainers' Association (NATA) in December 2005, 50% were women. (2006-2007 Media Guide. NATA, 2007.)
- In 2002, NCAA data showed that fewer than 5% of athletic departments turn a profit, and expenses were rising faster than revenues at 46% of Division I schools. (Keating, P. (June 24, 2002). "Boys don't cry." *ESPN The Magazine*.)

### Olympic Games

- As of 2006, 15 (13%) of the 115 active members of the International Olympic Committee (IOC) were women. Only one (6.6%) woman was a member of the IOC Executive Board while 36 (15.3%) women were part of various IOC Commissions. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- In 1996 the National Olympic Committees (NOC), International Sports Federations (IF) and sports bodies belonging to the Olympic Movement established a goal that at least 20% of the positions in all of their decision-making structures (in particular the executive and legislative bodies) be held by women by December 31, 2005. (International Olympic Committee, Oct. 2002.)

- In 2006 only two of the 14 members (14.3%) of the International Paralympic Committee (IPC) governing body were women. Additionally, women held 14 of the 38 positions (36.8%) on the advisory councils and 17 of the 46 positions (37%) on the standing committees. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- According to the latest census taken by the USOC (December 31, 2004), roughly 50% of USOC professional staffs are women. With regard to governance, several of the committees had very low numbers: the Audit Committee had no women, the Nominating and Governance Committee was 25% women (one woman), and the Board of Directors was only 27.3% women (three women). Committees that almost had an equal ratio of women to men were the USOC Delegation Mission Staff for the 2002 Winter Games (46.5% women; 85 women), the Ethics Committee (50% women; two women) and the Compensation Committee (60% women; three women). An examination of the 2006 USOC Board of Directors revealed a composition of 27% female, 27% persons of color and no people with disabilities. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- The Status of Women in the National Olympic Committees (NOCs) and other International Federations (IFs) (as of February 2006)
  - In the NOCs:
    - 54 NOCs (29.3%) were comprised of more than 20% women.
    - 181 NOCs (98.4%) had at least one woman serving on their executive bodies.
  - In the IFs of Olympic sports:
    - 10 IFs (29%) were comprised of more than 20% women.
    - 32 IFs (91%) had at least one woman serving on their executive bodies.
  - In the IOC:
    - One woman was serving on the Executive Board (6.6%).
    - 15 women were IOC members (13%).
    - 36 women were part of various IOC Commissions (15.3%).

(Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- On July 14, 2004, Teri McKeever became the first woman to be appointed as a coach of the U.S. Olympic swim team when she was named an assistant coach for the women's team. (USOC, 2004.)
- According to a 2004 survey, the women recruited to the NOC Executive Committees were very well educated (78% of them had degrees and/or teaching qualifications, 29.5% had postgraduate degrees and 8% held Ph.Ds). A significant number had experience as elite athletes (46% had been international athletes, and 20% had been Olympians), and 61% of these women were employed. (*Women, Leadership and the Olympic Movement: Final Report*. IOC and ISLP, Loughborough University, 2004.)

### Professional Sports

- The 1999-2000 average NBA salary rose to \$3.17 million per player, while the average WNBA salary for the same season was \$55,000, making the NBA average 58 times higher than the WNBA's. (*Women's Sports Foundation/Evian Athletes' Earnings Gap Index*. Women's Sports Foundation, 2002.)
- For a WNBA player in the 2005 season, the minimum salary was \$31,200, the maximum salary was \$89,000, and the team salary cap was \$673,000. For NBA players in the 2004-2005 season, the

minimum salary was \$385,277, the maximum salary was \$15.355 million, and the team salary cap was \$46 million per team. (WNBA, 2005; NBA, 2005.)

- The 2006-2007 salary cap for NBA teams was set at \$53.135 million, an increase of \$3.6 million from 2005-2006. The 2006 salary cap for WNBA was set at \$700,000, an increase of only \$27,000 from the previous season. (Ford, C. (July 11, 2006). "Salary cap for 2006-07 season set at \$53.135M." *ESPN Insider*; *Women's National Basketball Association: Collective Bargaining Agreement*. Women's National Basketball Players Association, 2002.)
- Leading players in the Women's National Basketball League (WNBL) of Australia make \$30,000-\$50,000 per season, compared with \$120,000-\$200,000 in Europe. Only 10% of the WNBL players consider themselves full-time athletes. (Basketball Australia, 2002.)
- Before the league folded in December 1998, American Basketball League (ABL) players were paid between \$40,000 and \$150,000, with the average being \$80,000. The 1999-2000 average NBA salary rose to \$3.17 million per player, while the average WNBA salary for the same season was \$55,000, making the NBA average 58 times higher than the WNBA. A few key WNBA players make six-figure salaries because they work year-round participating in the process of marketing the WNBA. (ABL, 1998; *Women's Sports Foundation Pay Equity Study*. Women's Sports Foundation, April 2002; WNBA, 2001.)
- In 2003, the Professional Women's Bowling Association (PWBA) folded. Founded in 1981, the PWBA had 19 national tournaments in 2002 and 13 in 2003. The 2002 earnings leader, Michelle Feldman, made \$82,405. (Lubin, M. (Sept. 17, 2003). "Women's bowling league folds." *Newsday*.)
- In 2003, after the Professional Women's Bowling Association (PWBA) went bankrupt, the Professional Bowlers Association (PBA) started allowing women to compete in the traditionally male-only professional association so that the athletes would have a place to continue to compete, (PBA, 2005.)
- From 1996 to 2000 the LPGA annual prize money rose 45.3% from \$26.5 million to \$38.5 million. Over the same five years the PGA annual prize money rose 141.7% from \$69.1 million to \$167 million. The Senior PGA Tour annual prize money rose from \$37.8 million to \$49.5 million, an increase of 30.1%. (LPGA, PGA, compiled by the Women's Sports Foundation, 2001.)
- The average purse in the LPGA rose from just over \$840,000 in 1999 to \$1,506,818 in 2007. Total prize money for the 2007 LPGA tour is \$49,725,000. On the men's side, the average purse in the PGA is just over \$5 million for 2007, with \$240,700,000 in total purse money for the year. ("Votaw to retire after 2005." *LPGA News*, Jan. 7, 2005; "LPGA 2007 tournament schedules." AOL Sports, 2007; "PGA 2007 tournament schedules." AOL Sports, 2007.)
- When Jelena Prokopcuka won the New York City Marathon in both 2005 and 2006 she became the sixth woman in the history of the race to achieve this. Both years the women's winner took home \$100,000 plus a bonus of \$30,000, the largest purse in marathon history. (New York City Marathon, 2006.)
- Each member of the U.S. National Women's Soccer Team initially was to earn \$12,500 for winning the 1999 Women's World Cup. Following the win and the success of the tournament, the bonus pool was increased an additional \$750,000, with each player earning between \$40,000 and \$50,000 more. Those figures are in stark contrast to the reported \$400,000 the U.S. men could have made for winning the 1998 World Cup. (*USA Today*, July 9, 1999; *AP*, July 12, 1999.)
- For finishing in third place in the 2003 Women's World Cup, each U.S. women's national soccer team member was awarded \$25,000. They would have received \$58,000 if they had won the Cup. For

reaching the quarterfinal of the World Cup in 2002, the U.S. men's national soccer team members received \$200,000 each. (*Sports Illustrated*, October 20, 2003.)

- Despite the fact that the Women's United Soccer Association's (WUSA) founding players agreed to 25% pay cuts for 2003, therefore decreasing the league salary cap to \$595,750 for 16 players (an average of \$37,234 per player), the league was forced to fold after just three seasons. In year one the salary cap was \$800,000 for 20 players, an average of \$40,000 per player. Year two's cap was \$834,500 for 18 players, an average of \$46,361 per player. WUSA players earned between \$24,000 and \$85,000 in the inaugural 2001 season. (French, S. (Mar. 27, 2003). "WUSA's founding players taking pay cuts of 25 percent." *Sports Illustrated*; *Fortune*, April 16, 2001.)
- In 1994 the U.S. Open became the first tennis Grand Slam event to offer equal prize money for the men's and women's winner. The Australian Open and the French Open soon followed suit and began to offer equal prize money as well. In February 2007, the Wimbledon championship committee decided to offer equal prize money for both the men's and women's tournament winners, therefore becoming the last Grand Slam event to offer equal prizes. (Women's Sports Foundation compiled data, 2006; "Wimbledon relents on equal pay." Wimbledon.com, Feb. 22, 2007.)
- In 2006, total prize money for all 61 women's professional tennis WTA tournaments was \$49,987,130—an average of \$819,461 per event. During the same year, total prize money for the 67 men's professional tennis ATP tournaments was \$79,788,979—an average of \$1,190,880 per event. ("WTA- 2006 Schedule- Winners." Tenniscruz.com; "ATP-2006 Schedule- Winners." Tenniscruz.com.)

Professional Athlete Average Salaries

| EVENT                    | MEN         | WOMEN     |
|--------------------------|-------------|-----------|
| U.S. Open (Golf)         | \$1,225,000 | \$560,000 |
| British Open             | \$1,338,480 | \$300,000 |
| PGA/LPGA Championship    | \$1,224,000 | \$300,000 |
| Professional Basketball* | \$5,000,000 | \$50,000  |
| Baseball/Softball        | \$2,900,000 | \$3,750   |
| NYC Marathon             | \$130,000   | \$130,000 |
| Boston Marathon          | \$100,000   | \$100,000 |

\*Average Salaries for NBA, WNBA, MLB and National Pro Fastpitch League  
("Coming a Longish Way, Baby." *Sports Illustrated*, March 5, 2007.)

- As of August 1, 2005, only three women have ever topped the \$20 million amount in career prize money: tennis players Steffi Graf (\$21,895,277), Lindsay Davenport (21,604,272) and Martina Navratilova (\$21,400,871). (WTA, 2006.)
- **Of the 100 most powerful celebrities listed by Forbes for 2005, 14 were male athletes and five were female athletes. Maria Sharapova was the most powerful female athlete, ranked 63<sup>rd</sup> overall, while Tiger Woods, the most powerful male athlete, was ranked fifth overall. (*Forbes*, 2006.)**
- During the 2005-2006 season, women held 41% of the professional positions in the NBA league office. This declined by 1% from the previous year but was still higher than any other men's professional league in any previous Report Card. The NBA also posted the highest percentage among the men's leagues of female vice presidents; during the 2005-2006 season women occupied 18% of all team vice president positions. (*The 2005 Racial and Gender Report Card: NBA*. University of Central Florida, Devos Sport Business Management Program, 2006.)

- On April 1, 2005, Mary Wittenberg became the first female president and CEO of the New York Road Runners (NYRR) and the first woman to lead one of the world's major marathons. (NYRR, March 8, 2005.)
- Carolyn Vesper Bivens is the first female to serve as commissioner in the 50-plus years of the Ladies Professional Golf Association's (LPGA) existence. She assumed the position in July 2005. (LPGA, 2005.)
- On April 25, 2005, the British PGA appointed Beverly Lewis as the first female captain in its 104-year history. (PGA, April 25, 2005.)
- In the NBA, NFL, NHL and MLB, white males accounted for 96.5% of team owners in 2002, down from 97.5% in 1999. (*Street & Smith's Sports Business Journal*, November 11-17, 2002.)
- In 2002, the NFL licensed 33 female agents, compared to just eight for the NBA and MLB (none for the NHL). (*ESPN The Magazine*, June 24, 2002.)
- In 2005, among the 13 WNBA basketball teams, there were only five female head coaches and 17 female assistant coaches. (*The 2005 Racial and Gender Report Card: WNBA*. University of Central Florida, Devos Sport Business Management Program.)
- As of 2005-2006, there was only one female team physician in the NBA, nine in the NFL (a significant increase from 2003), two in MLB and none in MLS. There was one female head trainer in the NBA and none in the NFL, MLB or MLS, despite the fact that the National Athletic Trainers' Association reports that 50% of its members are female. Women held 70% (16) of all head trainer positions and 18% (3) of all physician positions in the WNBA in 2005. (Lapchick, R. (2006). *The 2005 Racial and Gender Report Cards*. University of Central Florida, Devos Sport Business Management Program.)
- On July 26, 2002, Ariko Iso became the first full-time female trainer in the NFL (Pittsburgh Steelers). (NFL, July 2002.)

## Business

- The Association for Women in Sports Media reported that in 1991, fewer than 50 women were working as sportscasters out of 630 affiliate stations. According to USA Today, three major networks and nine cable networks employed 127 women in on-air sports positions in 2003. According to the Associated Press Sports Editors Association, the percentage of women in sports departments rose from 6% in 1991 to 13% in 2001. However, just two of 50 newspaper sports departments surveyed had a woman working as a sports editor. The Associated Press Sports Editors Association has only 24 female members out of 641 members total. (Stevens, L.R. (2006). "Women in Sports Industries." *Monster.com*.)
- At the 2004 Olympic Games, 16.6% of the accredited journalists covering the events were female. The highest contingent of female reporters were from Oceania (22%), the Americas (18.81%) and Europe (18.3%). (IOC, 2004.)
- Women are still a minority when it comes to working in the sports industry, with men outnumbering women as respondents in the *Street & Smith's SportsBusiness Journal* salary survey by more than five to one. Across all segments of the industry, only 16% of the respondents were women. ("2002 Salary Survey." *Street & Smith's SportsBusiness Journal*. May 27- June 2, 2002.)
- *Street and Smith's SportsBusiness Journal* honored only two women (Jacqueline Parkes and Molly Solomon) with its 2005 "Forty Under 40" award. Only three women were named to the 2005 Forty Under 40 Hall of Fame (Kris Rone, Bea Perez and Heidi Ueberroth); there were 17 males named to

the Forty Under 40 Hall of Fame. ("2005 Forty Under 40 awards." *Street & Smith's SportsBusiness Journal*, Feb. 28, 2005.)

- In 2005 women held 14.7% of all *Fortune* 500 Board seats, up from 13.6% in 2003 and 9.6% in 1995. In 2007, two women (16.7%) serve on Nike's 12-member Board of Directors. (*2005 Catalyst census of Women Board Directors of the Fortune 500*. Catalyst, 2006; 2001; Nike, 2007.)
- In 2000, the average salary for vice presidents at sports corporate sponsors was 70% higher for men than for women (\$141,250 vs. \$83,067). The industry's overall average base salary for women was \$58,407 vs. \$88,796 for men. In 2002 the overall sponsorship industry, which includes sports sponsorship, still showed a large disparity between male and female salaries. Take-home pay for males averaged \$108,350 versus \$71,123 for females, a 52% differential. Also, 32% of men earned a commission, compared with 12% of women. (*IEG Sponsorship Report*, Dec. 2000; *IEG Sponsorship Report*, Nov. 2002.)
- More than four out of five executive businesswomen (82%) played sports growing up – and the vast majority say lessons learned on the playing field have contributed to their success in business. (*From the Locker Room to the Boardroom: A Survey on Sports in the Lives of Women Business Executives*. Oppenheimer Funds and MassMutual Financial, Feb. 2002.)
- In 2006 only three women appeared on *The Sporting News* list of the "Power 100" in sports: Lesa France Kennedy (65), Michelle Wie (93) and Donna Orender (99). (*The Sporting News*, Jan. 3, 2006.)
- Two-thirds of female business executives exercise regularly. This is close to double the percentage of the general population. (*From the Locker Room to the Boardroom: A Survey on Sports in the Lives of Women Business Executives*. Oppenheimer Funds and MassMutual Financial, Feb. 2002.)
- Employees who exercise accomplish 5% more in 5% less time than their non-exercising peers, according to a 2004 study by the Center for Health Promotion in Minneapolis. ("On-the-job-training." *Health Magazine*, March 2005.)
- Only 14 of 435 newspapers in the country have women in the top sports job. That's down from a peak of 16 a decade ago. (Wronger, Y.S. (June 2, 2006). "M.N. names first female sports editor." *Mercury News*.)
- **Women represented 1% of radio and TV broadcasting positions in MLB, 6% in the NBA and none of the positions with the NFL and MLS. (*The 2005 Racial and Gender Equity Report Cards: MLB, NBA, NFL, MLS*. University of Central Florida, Devos Sport Business Management Program, 2007.)**
- **Women hold 15% of team vice president positions in MLB, 17% in the NBA, 8% in the NFL and 27% in the WNBA. (*The 2005 Racial and Gender Equity Report Cards: MLB, NBA, NFL, WNBA*. University of Central Florida, Devos Sport Business Management Program, 2007.)**
- Amy Trask of the Oakland raiders remained the only female President/CEO of a team in the NFL for the 2006 season. There were no people of color serving as presidents or CEOs for the 2006 season. The percentage of women physicians increased from 2% in 2003 to 9% in 2005. People of color held 6% of these positions. (*The 2006 Racial and Gender Report Card: NFL*. University of Central Florida, Devos Sport Business Management Program, 2007.)

#### IV. UNDERREPRESENTED POPULATIONS

- The percentage of people of color holding NBA team senior administrative positions increased from 15% to 20% since 2004-2005. This was an all-time record for the NBA. However, the percentage of women holding these positions decreased from 26% to 23% during the same period. (*The 2005 Racial and Gender Report Card: NBA*. University of Central Florida, Devos Sport Business Management Program, 2006.)
- Former television executive Sheila Johnson became the WNBA's first black female owner on May 24, 2005, when a group she headlines purchased the Washington Mystics. Johnson, co-founder of Black Entertainment Television, joined Lincoln Holdings LLC to purchase the Mystics from Abe Pollin's Washington Sports & Entertainment. ("WNBA has first black female owner." Women's Basketball Coaches Association, June 21, 2005.)
- An NCAA study from the 2003-2004 school year showed that almost 90% of men's teams at the largest universities and almost 60% of women's teams were coached by white men. The study also showed that 7.2% of male head coaches and 7.7% of female head coaches were black, compared with 24.6% of male athletes and 14.8% of female athletes. Among assistant coaches, 16.4% of the men and 14.7% of the women were black. There were 243 male athletic directors, including nine blacks, and 19 female athletic directors, none black. (Herman, S. (Aug. 1, 2006). "NCAA proposes rules changes on exempt tournaments." *Associated Press*.)
- In 2004, women's wrestling became an Olympic sport. The seven U.S. women who competed were three whites, two blacks, a Hispanic and an Asian-American. (Mihoces, G. (Sept. 15, 2003). "Diversity takes hold of U.S. wrestlers." *USA Today*.)
- The first all-African-American final was at the 2001 U.S. Open, where Venus Williams successfully defended her title against her sister Serena. Venus became the eighth woman to win back-to-back Grand Slam titles more than once. ("African-American Women in Sports Timeline" and "Will it be Annika, Lisa, Logan, Natalie or Serena?: 2003 Women's Sports Foundation Sportswoman of the Year award finalists announced." Women's Sports Foundation Research, 2003.)
- In *Sports Illustrated's* "101 Most Influential Minorities in Sport," 11 were women (nine were African-American women, two were Asian-American women). (*Sports Illustrated*, May 5, 2003.)
- Of the 2006 United States Olympic Committee Board of Directors, only 27.3% were people of color. There was no representation of people with disabilities. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- The WNBA had the best record among professional leagues for people of color and women as professionals in the league offices from 2001-2005. Even then females employed in the league office decreased from 90% in 2004 to 70% in 2005. This number represented the lowest percentage since 1998. (*The 2005 Racial and Gender Report Card: WNBA*. University of Central Florida, Devos Sport Business Management Program, 2006.)
- In 2005, the WNBA had the lowest percentage of head coaches of color since 1998 at 15%. This was a 16% decrease from 31% in 2004. But the 2005 season represented the highest percentage of women assistant coaches since 1998 at 65%. The WNBA also had two women President/ CEOs, Susan O'Malley and Jay L. Parry, in 2005. This was the highest number in WNBA Report card history. In 2006, this number doubled to four. (*The 2005 Racial and Gender Report Card: WNBA*. University of Central Florida, Devos Sport Business Management Program, 2006.)
- While the number of female WNBA team vice presidents nearly doubled from 13 (28%) in 2004 to 23 (27%) in 2005, the overall percentage of female vice presidents decreased by 1%. A similar trend was seen among African-American vice presidents, where the number increased from five (11%) in 2004 to seven (8%) in 2005. There was one Asian vice president. (*The 2005 Racial and Gender*

*Report Card: WNBA.* University of Central Florida, Devos Sport Business Management Program, 2006.)

- From 2004 to 2005, the number of African-American team physicians in the WNBA increased from zero to one (6%), while the number of Latino team physicians increased from zero to two (12%). The number of female team physicians increased from one (8%) to three (18%). During the same time, the number of African-American head trainers increased from two (15%) to five (22%) and the number of Latino head trainers increased from zero to two (9%). There were 12 (92%) female head trainers in 2004 and 16 (70%) in 2005. (*The 2005 Racial and Gender Report Card: WNBA.* University of Central Florida, Devos Sport Business Management Program, 2006.)
- According to the NCAA, black female student-athletes had a graduation rate of 62%, compared to only 46% of black females in the general student body. White female student-athletes had a graduation rate of 72%, compared to 64% of white females in the general student body. (“Athlete graduation rates continue climb: First class to matriculate under Prop 16 shows marked improvement.” *NCAA News*, Sept. 1, 2003.)
- In 2006, 100% of the women’s teams in the NCAA Division I basketball tournament graduated 50% or more of their white basketball student-athletes, and 93.3% of the schools graduated 50% or more of their African-American basketball student-athletes. On the other hand, 95% of men’s basketball teams in the tournament graduated 50% or more of their white student-athletes, but only 54% of the schools graduated 50% or more of their African-American basketball student athletes. (*Keeping Score When it Counts: Graduation Rates for 2006 NCAA Division I Women’s Basketball Championship.* Institute for Diversity and Ethics in Sport, 2006.)
- In 2006, 13 (22%) of the teams in the NCAA Division I Women’s basketball tournament have a 30 percentage point or greater gap between the graduation rates of white and African-American basketball student-athletes, compared to twenty-nine (49.2%) of the teams in the men’s tournament. (*Keeping Score When it Counts: Graduation Rates for 2006 NCAA Division I Women’s Basketball Championship.* Institute for Diversity and Ethics in Sport, 2006.)
- Excluding historically black colleges and universities (HBCUs), there were only 29 African-American males in NCAA athletic director positions in all divisions in 2003. Out of nearly 14,000 head coaching positions in all divisions, excluding the HBCUs, there were only 737 African-Americans. There were only three African-American female athletic directors and only 165 black women who were head coaches at non-HBCUs. (*NCAA News*, July 7, 2003.)
- According to 2001 NCAA statistics on scholarship athletes, 1.8% of female athletes were Asian, 3% were Hispanic, and 7% were from other countries. The proportions of Native American, Hispanic, Asian and foreign athletes have grown while the proportion of black women have remained the same since 1990. (Suggs, W. (2001). “Title IX has done little for minority female athletes—Because of socioeconomic and cultural factors, and indifference.” *The Chronicle of Higher Education.*)
- Between 1971-2000, female college athletes of color have seen a dramatic increase (955%) in NCAA sports participation opportunities. Women athletes of color received approximately \$82 million in college scholarship assistance in 1999, compared to less than \$100,000 in 1971. (Butler, J. & Lopiano, D. (2003). *The Women’s Sports Foundation Report: Title IX and Race in Intercollegiate Sport.* Women’s Sports Foundation.)
- Since the passage of Title IX, participation opportunities for male athletes of color have not decreased. More than 85% of the teams that have been discontinued (i.e., wrestling, tennis, gymnastics and swimming) are in sports in which males of color are moderately or severely underrepresented. In addition, more than half of the total participation opportunities added for male athletes were in sports in which male athletes of color were overrepresented. (Butler, J. & Lopiano, D.

(2003). *The Women's Sports Foundation Report: Title IX and Race in Intercollegiate Sport*. Women's Sports Foundation.)

- In 2005, a national survey found that 63.3% of white female high school students reported sufficient vigorous physical activity in the week preceding the given survey. Only 62.6% of surveyed Hispanic female students and 53.1% of black female students reported the same. (Eaton, D. K., et al. (2006). *Youth Risk Behavior Surveillance— United States, 2005*. Center for Disease Control and Prevention.)
- In 2005, a national survey found that 22.6% of black female high school students were at risk for becoming overweight. Overall, 14.5% of white students were at-risk for becoming overweight compared to 16.7% of Hispanic and 19.8% of black students. (Eaton, D. K., et al. (2006). *Youth Risk Behavior Surveillance- United States, 2005*. Center for Disease Control and Prevention.)
- According to the National Health Interview Survey in 2004, 30% of adults engaged in regular leisure-time activity. Regular leisure-time physical activity levels varied by economic status, race and ethnicity. Adults whose family income totaled more than twice the poverty level were about 60% more likely than lower-income adults to engage in regular leisure-time activity. Within socioeconomic groups, non-Hispanic white adults were more likely than Hispanic and non-Hispanic black adults to report regular leisure-time physical activity. Among adults with families living more than two times below the poverty level, 24% to 25% of non-Hispanic white adults, compared with 16% to 18% of Hispanic and non-Hispanic black adults, reported regular leisure-time physical activity. ("Health, United States, 2006, with chartbook on trends in the health of Americans." Centers for Disease Control and Prevention, 2006.)
- Girls derive as many benefits from sports as boys and Hispanic female athletes receive special benefits—they were more likely than their non-athletic peers to score well on achievement tests, stay in high school, attend college and make progress towards a bachelor's degree. (Sabo, D., Melnick, M. & Vanfossen (1989). *Women's Sports Foundation Report: Minorities in Sports*. Women's Sports Foundation.)
- In 2005, white men and women comprised 88% of the total staffs of all Associated Press Sports Editor (APSE) member newspapers; African-Americans held 6.2% of the positions while Latinos held 3.6%, Asians held 1.3%, and "other" people of color held less than 1%. Women made up 12.6% of total staffs of Associated Press Sports Editor member newspapers. (*2005 Racial and Gender Report Card: APSE*. University of Central Florida, Devos Sport Business Management Program, 2006.)

## V. SPORTS FOR PEOPLE WITH DISABILITIES

- The number of athletes participating in the Paralympic Games has increased from 400 athletes in Rome in 1960 to 3,806 in Athens in 2004. There were 3,021 athletes (697 females, 23%) in Barcelona in 1992, 3,195 athletes (780 females, 24%) in Atlanta in 1996, and 3,838 athletes (976 females, 25%) in Sydney in 2000. (International Paralympic Committee, 2004.)
- A total of 1,165 women (30.6% of the total number of 3,808 athletes) competed at the 2004 Paralympic Games, with female athletes competing in judo and volleyball (sitting) for the first time. More women athletes competed at the Paralympic Games than in any previous Games. (International Paralympics Committee, 2005.)
- In 2006, 99 of the 474 athletes (20.9%) at the Paralympic Winter Games were women, compared to 88 of the 416 athletes (21.1%) in 2002. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)

- At the 2002 Paralympic Winter Games, the U.S. team was comprised of 16 (28.1%) women; however, the 2006 team showed a drop, to 11 (19.6%) women. The 2006 U.S. team tied for first in numbers of female athletes participating but was only ranked sixth in terms of the percentage of female athletes among delegations of at least 10 athletes. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- The Student-Athlete Disability Advisory Group has been established by the NCAA on behalf of student-athletes with learning disabilities, hearing impairments and physical disabilities. The group recognizes that effective inclusion and integration cannot take place if athletics administrators do not know enough about student-athlete with disabilities. (Wolff, E. A. (August 30, 2004). "Inclusion applies to disabled athletes, too." *NCAA News*.)
- In 2002, women and girls comprised less than 12% of all wheelchair basketball players in the world. (International Wheelchair Basketball Federation, 2002.)
- On March 5, 2005, Rachael Scodris became the first legally blind musher to compete in the Iditarod. She scratched on March 16 at the Eagle Island checkpoint (732 miles from Anchorage) when her dog team showed signs of sickness. (Gorachelgo.com, March 17, 2005.)
- Marla Runyan became the first legally blind person to qualify for the U.S. Olympic team. She competed in the 1,500-meter race in Sydney. (United States Association of Blind Athletes, 2001.)
- In 2002, Marsha Wetzel became the first deaf female referee in NCAA Division I history. She was hired by the Patriot and Atlantic 10 conferences to referee women's basketball games. (USA Deaf Sports Federation, 2002.)
- At the 1996 Olympic Games, swimmer Amy Van Dyken won four gold medals and was rewarded with \$129,583 in prize money from the USOC and USA Swimming. At the 1996 Paralympic Games, visually impaired swimmer Trischa Zorn won two gold, three silver and three bronze medals. She received no money. (Allen, K. (Dec. 6, 1999). "Olympic-size fight over disabled rights, Critics: Improvements for athletes too slow." *USA Today*.)
- Opportunity, not choice, may limit physical activity in women with physical disabilities. Women in Paralympic sports report social factors, shortened sport careers, definitions of elitism, cultural implications of both gender and disability, and limited "grass roots" opportunities as factors limiting their participation in sport. (Henderson & Bedini. (1995). *Research Quarterly for Exercise and Sport*, "Women and Sport Progress Report." *The Paralympian Newsletter*, Oct. 31, 2001.)
- Children with disabilities are almost three times as likely to be sedentary as their able-bodied peers (29% vs. 10%). Physical activity levels among children with disabilities in this study generally decreased during adolescence after peaking between 10-12 years of age. (Longmuir, P.E. & Bar-Or, O. (1994). "Physical activity of children and adolescents with a disability: Methodology and effects of age and gender." *Pediatric Exercise Science*.)

## VI. MEDIA COVERAGE

- Television networks in the United States featured 416 hours of coverage of the 2006 Olympic Games, an increase of more than 40 hours from the 2002 Olympic Games. About 200 hours of live television coverage was featured on the NBC networks, compared to the 140 hours of live coverage from the 2002 Games. Time allocated for women's sports in 2006 was very similar to men's sports during the primetime and late-night periods; however, significantly more time was designated for male sports during the day. One historic event that did occur during the 2006 Games was the broadcast of the entire Olympic women's ice hockey tournament, a first in U.S. television history. (*Associated Press*, Feb. 9, 2006; Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and*

*Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage.* The Women's Sports Foundation.)

- During the 2000 Olympic Games, 29.3% of the articles and 38% of photos published in Belgian, French, Danish and Italian newspapers were on women's sports. The most covered sport was track and field, independent of nationalist achievement. ("Media Coverage of women's sports lagging." *Research Quarterly for Exercise and Sport*, August 2005.)
- **A recent study by the John Curley Center for Sports Journalism at Penn State found that 26% of female newspaper sports reporters and 52% of male newspaper sports reporters agreed with the statement "Title IX has hurt men's sports." Additionally, 35% of men agreed with the statement "I think Title IX needs to be changed" versus only 11% of women. Seventy-six percent say that their newspaper gives adequate coverage to women's sports, while in reality women receive around 8% of the total coverage. Interestingly, the majority of both men and women said that they believed more women should be hired in sports departments. (*Sports Journalists, Title IX and women's sports: Attitudes and impact.* John Curley Center for Sports Journalism, 2007.)**
- The results of a survey of 285 newspapers found that nearly 25% of editors agreed with the statement "Women are naturally less athletic than are men." Additionally, roughly half of the editors stated that Title IX has impaired men's sports. (*Journalism & Mass Communication Quarterly* cited in "Research Finds Lack of Women's Coverage," June 1, 2005.)
- A study by the Project for Excellence in Journalism and Princeton Survey Research Associates examined 2,100 stories from the front pages of the sports section of 16 papers over 28 randomly selected dates in 2004. Article topics pertained to individual athletes, sports teams, coaches, administration/management and "other." The study found that individual female athletes were the main focus of an article only 5% of the time (versus 35% for men), and female teams were the focus only 3% of the time (versus 36% for men). (Dean, W., Avila, T. & Fimbres, J. (2006). *Box Scores and Bylines: A Snapshot of the Newspaper Sports Page.* Project for Excellence in Journalism.)
- Researchers at Vanderbilt University found that in three newspapers, *The Tennessean*, *USA Today* and *The New York Times*, men received 82% of all sports coverage and women received 11% (6% of sports coverage included both genders). (*Coaching Women's Basketball*, Jan./Feb. 1997.)
- Of the three network affiliates studied by the Amateur Athletic Foundation, none featured female anchors. (Duncan, M. C. & Messner, M. A. (July 2005). "Gender in Televised Sports: News and Highlights Shows, 1989-2004." Amateur Athletic Foundation of Los Angeles.)
- Women's tennis accounted for 42.4% of all women's sports stories featured on news and highlights programs. The second most-covered sport was woman's track and field, garnering 16% of the airtime devoted to women's sports. (Duncan, M. C. & Messner, M. A. (July 2005). "Gender in Televised Sports: News and Highlights Shows, 1989-2004." Amateur Athletic Foundation of Los Angeles.)
- A 15-year study of three Los Angeles network affiliates' women's and men's sports news coverage showed almost no difference in women's sports airtime between 1989 and 2004. In 1989, 5% of air time was devoted to women's sports. A slight increase was seen by 1999 (9%) before women's sports air time dropped back down to 6% in 2004. (Messner, M.A., Duncan, M. C. & Willms. N. (2006). "This revolution is not being televised." *Contexts*.)
- An examination of ESPN's *SportsCenter* in both 1999 and 2004 showed that the show devoted only 2% of its air time to women's sports. In 2004, Fox Sports' *Southern California Sports Report* devoted only 3% of air time to women's sports. (Messner, M.A., Duncan, M. C. & Willms. N. (2006). "This revolution is not being televised." *Contexts*.)

- During a 30-day analysis of ESPN's "SportsCenter" (May 25 through June 23, 2002), ESPN ran 778 stories about males, 16 about females and 13 that mentioned both males and females. The ratio of men's stories to women's stories was more than 48 to one. The study also revealed that no stories featuring only women were aired in the first two segments of "SportsCenter." (Adams, T. & Tuggle, C.A. (Aug. 2003). "ESPN SportsCenter and coverage of women's athletics: 'It's a boys club.'" National Conference of the Association for Education in Journalism and Mass Communication.)
- The WNBA televised 31 games in 2001 (10 on NBC, 11 on ESPN, and 10 on ESPN2). In 2002 there were 32 national televised games (10 on NBC, 10 on ESPN2 and 12 on ESPN). In 2003 there were 30 national televised games (seven on ABC, 10 on ESPN2 and 13 on Oxygen). In 2004 there were 26 national televised games (seven on ABC, 13 on ESPN2, one on ESPN and five on Oxygen). In 2005 there were 22 national televised games (seven on ABC, 13 on ESPN2 and two on ESPN). In 2007 there will be 21 regular-season, nationally televised games (five on ABC and 16 on ESPN2). (WNBA, 2005; WNBA 2007.)
- The LPGA received 251.5 hours of tournament coverage in 2005. All four majors were televised on network television. There were 53 tournaments televised on The Golf Channel, 32 on ESPN2, six on ABC, four on CBS, two on ESPN, two on NBC and two on TNT in 2005. (LPGA, 2005.)
- For the 2002 season, one WUSA game aired nationally on PAX TV every Saturday for the 22-week season. Also, 55 games were broadcast regionally for a total of 77 games shown on television (approximately 153 total broadcast hours). None of the nationally broadcast games were televised on ESPN. ("WUSA leaves Turner Sports for 2-year deal with PAX TV." *Street & Smith's SportsBusiness Journal*, Dec. 24, 2001; WUSA data, Nov. 18, 2002.)
- Of the 11 "Outstanding Sports Personality" nominees for the 2002 Sports Emmy Awards and the 20 "Outstanding Sports Personality" nominees for the 2001 Sports Emmy Awards, none were women. No woman has ever won the Lifetime Achievement Award, given each year at the Sports Emmy Awards. (National Academy of Television Arts & Sciences, 2001, 2003.)
- In *TV Guide's* list of the "25 Most Awesome Sports Moments (of the last 15 years)," five events featured females: Kerri Strug's Olympic performance on the vault on July 23, 1996 (#6); Serena Williams' win at the 2003 Australian open that made her the fifth woman to hold all titles of all four Grand Slam events (#10); the 1999 World Cup win by the U.S. women's soccer team (#16); Jackie Joyner-Kersey's final, yet medal-winning, Olympic appearance at the 1996 Olympic Games (#19); and North Carolina's win over Louisiana Tech in the 1994 NCAA tournament (#25). (*TV Guide*, July 17-23, 2005.)
- In ESPN's list of the top 100 athletes of the 20th century, only three women were listed from number 51-100. (#69 Bonnie Blair, #64 Althea Gibson, #59 Billie Jean King) The top 50 included five more women — Chris Evert (#50), Wilma Rudolph (#41), Jackie Joyner-Kersey (#23), Martina Navratilova (#17) and Babe Didrikson Zaharias (#10). (ESPN, 1999.)
- Only four women made the list of *Sport Magazine's* "Players of the Half-Century" – Billie Jean King (#12), Martina Navratilova (#22), Chris Evert (#33) and Jackie Joyner-Kersey (#36). (*Sport*, September 1996.)
- In *TV Guide's* list of "TV's 50 Greatest Sports Moments," only 3½ featured women –Torvill & Dean's gold-medal-winning performance at the 1984 Olympic Winter Games (#10), Kerri Strug's courageous vault at the 1996 Olympic Games (#14), Bonnie Blair's history-making performance at the 1994 Games, becoming the first U.S. woman Olympian in any sport to win more than four gold medals (#20) and Joan Benoit's victory in the first Olympic marathon for women in 1984 (#26). (*TV Guide*, July 11-16, 1998.)

- A study reviewing school reading texts found that boys were represented in physical activities 65% of the time, while girls were represented 35% of the time. In addition, boys dominated throwing and catching activities, while girls dominated dance and swing-set activities. (Henschel-Pellet, H.A. (2001). "Physical Activity Gender-Role Stereotyping: An Analysis of Children's Literature," *Research Quarterly*.)
- **Female athletes receive only 3% of ESPN The Magazine's written coverage, and 5% of the photographic coverage. (Eagleman, A.N. & Pedersen, P.M. (2007). *An analysis of the coverage (and promotion) of females and males in ESPN The Magazine*. Published on the Women's Sports Foundation Web site on Sept. 11, 2007, <http://www.womenssportsfoundation.org/cgi-bin/iowa/issues/article.html?record=1222>.)**
- In the Nov. 25, 2002, issue of *ESPN The Magazine*, the "2003 NCAA College Hoops Preview" covered the top 65 men's teams and only eight women's teams. (*ESPN The Magazine*, Nov. 25, 2002.)
- Since 1997, only 34 (7%) of *Sports Illustrated's* 508 issues have featured women on the cover. Of those 34 covers, five (1%) showed women as part of a larger feature story about some aspect of sports (ticket prices, fans, and top sports colleges) and 10 (2%) covers featured models for SI's notorious swimsuit issue.

| Year | Females Featured on Cover   |
|------|---|
| 1997 | Tyra Banks (swimsuit)<br>Venus Williams<br>Jamila Wideman   |
| 1998 | Heidi Klum (swimsuit)<br>Michelle Kwan<br>Pat Summit<br>Chamique Holdsclaw  |
| 1999 | Rebecca Stamos (swimsuit)<br>Serena Williams<br>Brandi Chastain<br>U.S. World Cup team  |
| 2000 | Daniela Pestova (swimsuit)<br>L.A. Clipper fan (with bag over her head)<br>"Core family" (for ticket price feature)<br>Shea Ralph<br>Anna Kournikova<br>Megan Quann<br>Marion Jones |
| 2001 | Elsa Benitez (swimsuit)<br>Dallas Cowboy cheerleaders   |
| 2002 | Yamila Diaz-Rahi (swimsuit)<br>Sarah Hughes<br>Women (for part of top sports colleges feature)  |
| 2003 | Petra Nemcova (swimsuit)<br>Mia Hamm<br>Serena Williams   |
| 2004 | Veronica Varekova (swimsuit)<br>2004 U.S. Olympic softball team<br>Maria Sharapova  |

|      |  |
|------|--|
| 2005 | Carolyn Murphy (swimsuit)<br>Jennie Finch (in a non-athletic attire as one of the invitees to the SI party)<br>Danica Patrick(for her performance at Indy) |
| 2006 | All-Star Models (swimsuit)<br>American snow boarders who won medals in Olympics; included 3 women and 3 men.   |
| 2007 | Beyonce Knowles (swimsuit)   |

(Women's Sports Foundation research, January 1997 – February 2007.)

## VII. PARTICIPATION

### Pre-Adolescent

- The top five reasons why girls play school sports are to have fun, to stay in shape, to get exercise, to improve skills and to do something they are good at. (*American Youth and Sports Participation Study*. Sporting Goods Manufacturers Association (SGMA), 1998.)
- In 2002, 54% of all American children aged 6 to 17 played on at least one organized sports team. Girls comprise 44% of all organized sports team members. (*Sports Participation In America*. SGMA, 2002.)
- Almost any kind of encouragement on the part of parents is effective in increasing their daughters' physical activity. A national survey of preadolescent and adolescent girls showed that girls who are most active report being encouraged by their parents. Girls who were active at the highest levels also had parents who were currently physically active and/or shared an interest in their daughters' sport. ("Parental encouragement and girls' participation in physical activity." *Melpomene Journal*, Spring 2000.)
- A 2002 study showed that both African-American and white girls experience a dramatic decline in physical activity during adolescence, with the greatest decline occurring in black girls. (Kimm, S.Y., et al. (2002). "Decline in Physical Activity in Black Girls and White Girls During Adolescence." *The New England Journal of Medicine*.)
- In 1999, 12.67 million females age 6 and over played basketball, a 15% increase over the 11 million found in 1987, the first year the study was conducted. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- The number of girls who registered for AAU basketball tournaments increased 264% between 1990 and 1998, exceeding the number of boys who chose basketball for the first time in 1997. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- There were 3.8 million softball players of all ages in 1999, half of whom were female. Organized softball play by girls increased 41% in the 1990s, from 411,135 to 579,450. (USA Softball as reported in *Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- In 1999, 7.3 million females aged 6 and older participated in soccer, a 20% increase over the 6.06 million reported in 1987, the first year the study was conducted. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- For girls in the 6 to 11 age group the number of frequent participants (two or more times per week) in 15 vigorous sports has increased 86% since 1987, from 2 million to 3.8 million. The percentage of

girls aged 6 to 11 who participated frequently rose from 20.4% to 32.4%. Frequent participation by boys 6 to 11 also increased sharply during the same period. The number of participants rose 57% from 3.8 million to 5.95 million. The number of boys 6 to 11 who participated frequently in sports increased from 36% to 49%. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 1998.)

- In 1992, of girls aged 9-12, 84.2% listed themselves as self-motivators, 76.3% receive additional motivation from their mothers, and 57.9% were also motivated by their fathers or friends. (*Melpomene Journal*, Autumn 1992.)
- If a girl does not participate in sports by the time she is 10, there is only a 10% chance she will participate when she is 25. (Linda Bunker, University of Virginia, 1989. Unpublished data.)
- According to the Center for the Advancement of Women, 38% of women consider increasing the number of girls who participate in organized sports a top priority for a new women's movement. ("Progress and perils: How gender issues unite and divide women, part two." Center for Gender Equality, 2003.)
- As of 2000, 62% of children ages 9-12 are not involved in organized physical activities after the school day ends. Additionally, 23% of children report no physical activity at all during their free time. (*School Health Programs and Policies Study*. Centers for Disease Control and Prevention, 2000.)
- As of 2000, only 71.4% of elementary schools offered daily scheduled recess for students in all grades (Kindergarten through 5). (*School Health Programs and Policies Study*. Centers for Disease Control and Prevention, 2000.)

### High School

- Between 2003-2006, girls comprised 49% of the high school population but only received 41% of all athletic participation opportunities. Girls received 1.25 million fewer participation opportunities than male high school athletes. (National Center for Education Statistics (NCES), 2003-2004; National Federation of State High School Associations (NFHS), 2005-2006.)
- High school girls' athletics participation numbers were at an all-time high of 2,953,355 for the 2004-2005 school year. High school boys' participation numbers also increased to 4,206,549. That year's boys' figure is second only to the record 4,367,442 in 1977-1978. Participation in high school athletics 2005-2006 school year rose by 141,195 students to a record 7,159,904. Nearly 53.5% of students enrolled in high school, participate in athletics. This marked the seventh consecutive year that a record was established for participation in high school athletics. (*2005-2006 High School Athletics Participation Survey*. NFHS, 2006.)
- In 1971, 1 in 27 girls participated in high school sports. In 2001, that figure was 1 in 2.5, an increase of more than 800% from 1971. For boys, the figure has remained constant at 1 in 2. (Women's Sports Foundation calculation based on NFHS and Department of Education statistics, 2001.)
- The number of female athletes increased 40% on high school varsity teams in the 1990s. Boys' participation increased 12.5% during the same time. (*Gaining Ground: A Progress Report on Women in Sports*. SGMA, 2000.)
- In 2005-2006, competitive spirit squads gained the most female participants with 14,154, followed by outdoor track and field with 11,002, indoor track and field with 6,265 and cross country with 5,504. Eleven-player football gained the most participants among boys' sports in 2005-2006 with 26,281, followed by outdoor track and field with 17,282, baseball with 10,954 and wrestling with 8,525. Basketball remained the most popular sport for girls with 452,929 participants, followed by outdoor track and field (439,200), volleyball (390,034), fast-pitch softball (369,094), soccer (321,555), cross

country (175,954), tennis (173,753), swimming and diving (147,413), competitive spirit squads (98,570) and golf (64,195). In boys' sports, 11-player football once again topped the list with 1,071,775 participants, followed by basketball (546,335), outdoor track and field (533,985), baseball (470,671), soccer (358,935), wrestling (251,534), cross country (208,303), golf (161,284), tennis (153,006) and swimming and diving (107,468). (*2005-2006 High School Athletics Participation Survey*. NFHS, 2006.)

- A 2005 study suggested that high school girls may benefit from single-sex gym classes that offer an alternative to the competitive team sports found in many physical education programs. The proposed curriculum included health education lessons that promote skills needed to maintain a healthy lifestyle. (Pate, R.R., et al. (2005). "Promotion of physical activity among high school girls: A randomized controlled trial." *Journal of Public Health*, as cited in Gehring, J. (Aug. 31, 2005). "Researchers say girls thrive in single-sex gym classes." *Education Week*.)
- In 2003, only 28.4% of high school students attended five physical education classes in an average week. (Grunbaum, J., et al. (2004). "Youth Risk Behavior Surveillance United States, 2003." *Morbidity and Mortality Weekly*.)
- As of 2000, only 8% of elementary schools, 6.4% of middle schools and 5.8% of high schools offered daily physical education. (*School Health Programs and Policies Study*. Centers for Disease Control and Prevention (CDC), 2000.)
- In 2003, only 51% of female high school students played on sports teams run by their school or community groups compared to the 64% of male high school students. (Grunbaum, J., et al. (2004). "Youth Risk Behavior Surveillance United States, 2003." *Morbidity and Mortality Weekly*.)
- In 2003, 40.1% of high school female students, compared to 26.9% of male students, participated in an insufficient amount of physical activity. (Grunbaum, J., et al. (2004). "Youth Risk Behavior Surveillance United States, 2003." *Morbidity and Mortality Weekly*.)
- Throughout the 1980s, 35% of all high school athletes were girls; by 2001 that percentage had increased to 41.5%. Over the same time period the number of high school soccer players rose 140%, the number of softball players increased 60%, and the number of outdoor track and field participants rose 30%. (*Sports Participation In America 2002*. SGMA, 2002.)
- By the ages of 16-17, 56% of African-American girls and 31% of white girls reported they had no regular leisure-time physical activity. Research also found an association between lower levels of parental education and activity decline in white girls of all ages and in older black girls (ages 13-17). (Kimm, S.Y.S. & Glynn, N.W. (2002). "The role of diet and activity in obesity development during adolescence." National Heart, Lung, and Blood Institute.)
- In the 2004-2005 school year, 1,557 girls played football, 4,334 wrestled and 1,015 played baseball on high school teams in the United States. (*2004-2005 High School Athletics Participation Survey*. NFHS, 2005.)
- There is now a women's baseball world championship for the 16-and-under age group. The USA beat out Australia, Japan, Canada, Taiwan, Hong Kong and Cuba to win in both 2004 and 2006. (American Women's Baseball Federation, 2007.)
- Flag football is the fastest-growing girls' high school sport in Florida. In 1998, only 17 schools fielded girls' flag football teams, compared to 2007 when more than 4,000 girls play at 146 high schools. Florida and Alaska are the only states where girls' flag football is a varsity sport. (Anderson, K. (May 7, 2007). "Flags are flying." *Sports Illustrated*.)

- Girls and women make up 85% of artistic gymnasts and 84% of all USA Gymnastics athlete members (USA Gymnastics, 2005.)
- Since the 1992-1993 seasons, when just over 10,000 girls or women registered with USA Hockey, the sport has enjoyed great growth spurts. As of May 28, 2003, the number of girls ranging from the 10-and-under division through the many adult leagues had grown in just over 10 years to 48,483 registered members. All ages saw steady increases, including the near doubling of adults between 1997-1998 and 2003-2004, but the most remarkable growth can be seen at the 10-and-under level, which has added nearly 3,000 players since 2001-2002 (Girls'/Women's Hockey, USA Hockey, 2004-2005.)
- In 1994 Minnesota became the first state to declare girls' ice hockey a varsity sport on the high school level, with 24 teams registered; in the 2003 season, 125 teams were registered to play. Nationwide there were 6,931 girls playing ice hockey on high school teams in 2003-2004. (*2003 High School Athletics Participation Survey*. NFHS, 2004.)
- Girls' high school fast-pitch softball participation increased 67.3% from 1980 to 2002. Among adolescents aged 6-17 years old, girls comprise 81% of all fast-pitch softball players. (Major League Baseball, 2002.)
- In February of 2006, Alaska high school sophomore Michaela Hutchinson became the first girl in U.S. history to win a state wrestling title while competing against the boys. Hutchinson competed in the 103-pound weight class. (Wilmot, R. (Feb. 6, 2006). *Anchorage Daily News*.)

### College

- **The numbers of male student athletes (224,926) and female student athletes (168,583) participating in NCAA championship sports were both at an all-time high during the 2005-2006 school year. (2005-2006 Sports-Sponsorship and Participation-Rates Report. NCAA, 2007.)**
- **In 2005-2006, women's teams represented 52.9% of the championship sport teams in the NCAA but only 42.8% of participants. (2005-2006 Sports-Sponsorship and Participation-Rates Report. NCAA, 2007.)**
- **Since 1988-1989, there has been a net gain of 2,237 women's teams and 326 men's teams. Men's teams saw the highest net gains between 2004-2006. The 2005-2006 net gain for women's teams (185) was the highest since 238 in 1999-2000. (2005-2006 Sports-Sponsorship and Participation-Rates Report. NCAA, 2007.)**
- While women made up 55.8% of all undergraduate students during the 2004-2005 school year, the female share of athletes was only 41.7%. In order for the female share of athletes to increase and fully represent the female undergraduate population, 151,149 female athletes would need to be added. (Cheslock, J. (2007). *Who's Playing College Sports? Trends in Participation*. Women's Sports Foundation.)
- A 10-year study of 738 NCAA colleges showed that from 1995 to 2005, female collegiate athletic participation grew by almost 26,000 athletes. However, only 15% of this increase took place between 2001 and 2005. A separate, five-year study of 1,895 institutions showed that female athletic participation increased by approximately 11,000 athletes between 2001 and 2005. (Cheslock, J. (2007). *Who's Playing College Sports? Trends in Participation*. Women's Sports Foundation.)
- Among 738 NCAA schools surveyed between 1995 and 2005, male participation increased by around 7,000 athletes. Among 1,895 colleges surveyed from 2001 to 2005, male participation grew by almost 10,000 athletes. (Cheslock, J. (2007). *Who's Playing College Sports? Trends in Participation*. Women's Sports Foundation.)

- A 10-year study of 738 NCAA institutions showed that although men's tennis and wrestling at the NCAA colleges surveyed experienced declines from 1995 to 2005 (1,166 athletes in total), men's football, baseball, lacrosse and soccer grew by more than 7,400 student-athletes. The only subset of institutions that experienced declines in men's participation levels was NCAA Division I-A schools, the institutions for which the arms race in athletic expenditures is most severe. Among NCAA schools surveyed from 1995 to 2005, men's participation increased in Divisions II and III and remained mostly the same for Divisions I-AA and I-AAA. (Cheslock, J. (2007). *Who's Playing College Sports? Trends in Participation*. Women's Sports Foundation.)
- Between 2001 and 2005, all six of the major intercollegiate athletic organizations (NCAA, NAIA, National Christian College Athletic Association, National Junior College Athletic Association, Commission on Athletics for California, Northwest Athletic Association of Community Colleges) experienced overall increases in men's participation levels. (Cheslock, J. (2007). *Who's Playing College Sports? Trends in Participation*. Women's Sports Foundation.)
- In 2006 the average number of women's teams per school was 8.45. In 1970 this number was 2.5 per school. In 2006 the number of U.S. collegiate women's teams reached a record high of 8.702. (Carpenter, L.J. & Acosta, R.V. (2006). *Women in Intercollegiate Sport: A Longitudinal, National Study, 1977-2006*.)
- In 2006, there was an average of 9.42 women's teams per Division I school, 7.16 teams per Division II school and 8.49 teams per Division III school. In the last 10 years, both Division I and Division II added an average of 1.09 women's teams per school while Division III added an average of 0.74 teams per school. (Carpenter, L.J. & Acosta, R.V. (2006). *Women in Intercollegiate Sport: A Longitudinal, National Study, 1977-2006*.)
- The most popular NCAA women's sports by percentage of schools offering teams in 2006 were: basketball (98.4%), volleyball (95.2%), soccer (89.4%), cross country (89.2%), softball (87.1%), tennis (85.1%), track and field (67.4%), golf (52.2%), swimming (50.9%) and lacrosse (30.6%). (Carpenter, L.J. & Acosta, R.V. (2006). "Women in Intercollegiate Sport: A Longitudinal, National Study, 1977-2006." Unpublished manuscript.)
- Women's soccer has consistently shown the strongest growth pattern within all divisions of the NCAA. In 1977 it was the 20<sup>th</sup> most popular sport, with only 2.8% of schools offering it; by 2006 it had moved to the No. 3 spot with regard to the percentage of schools offering teams. (Carpenter, L.J. & Acosta, R.V. (2006). "Women in Intercollegiate Sport: A Longitudinal, National Study, 1977-2006." Unpublished manuscript.)
- **Soccer had the most NCAA female student-athletes in 2005-2006—about 21,700. (2005-2006 Sports-Sponsorship and Participation-Rates Report. NCAA, 2007.)**
- Participation in college athletics for both men and women for the 2003-2004 school year decreased by 1,790 students from the previous year to 375,851. In the 23 years from 1981-2004, overall women's participation in collegiate athletics has increased 137% across all three divisions from 68,062 to 160,997. Men's participation grew from 156,131 to 214,854, an increase of 38%. (*NCAA Participation Study*. NCAA, 2004.)
- In 2002-2003, the average total expenses for Division I men's athletics was nearly \$6.6 million, which accounted for 66% of the total. Average total expenses for women's athletics in Division I was about \$3.4 million or 34% of the total expenses. In Division II, the average total expenses for men's athletics was slightly more than \$1 million, or 59% of the total expenses, with women's athletics expenses accounting for \$753,000, or 41%. In Division III, the total expenses for men's athletics averaged \$479,700, or 60%, while total expenses for women's athletics averaged more than \$316,300, or 40% (*NCAA News*, Oct. 25, 2004; *NCAA Gender Equity Report*. NCAA, 2002-2003.)

- In Division I overall, men's scholarships averaged \$1,701,500, or 55% of the total scholarships. Women's Division I athletic scholarships averaged \$1,388,100, or 45% of the total. In Division II, men's scholarships averaged nearly \$450,000, or 57% of the total, while women's scholarships averaged more than \$340,000, or 43% of the total (*NCAA News*. NCAA, Jan. 5, 2004; *NCAA Gender Equity Report 2002-2003*. NCAA, 2003.)
- In 2001, only UCLA and Connecticut spent more money on travel for women's basketball than men's basketball. Virginia, Maryland, Texas, Ohio State and Kansas spent more than \$100,000 more on men's travel than on women's travel. (Farrey, T. (April 10, 2001). "Comparing travel budgets." ESPN.com.)
- Female NCAA athletes receive only 45% of college athletic scholarship dollars, which is \$148 million less in scholarships than male college athletes. (*NCAA Gender-Equity Report, 2003-2004*. NCAA, 2004.)
- Female college athletes receive only 38% of sports operating dollars, which is \$1.17 billion less than their male counterparts. (*NCAA Gender Equity Report, 2003-2004*. NCAA, 2004.)
- NCAA colleges spend 33% of recruitment money on women, which is \$43 million less recruiting female athletes than male athletes. (*NCAA Gender Equity Report, 2003-2004*. NCAA, 2004.)
- Division I schools still binge on men's sports: Division I colleges can give out 85 football scholarships, and 75 Division I schools pay their men's basketball coaches more than \$1 million a year. (Keating, P. (June 24, 2002). "Boys don't cry." *ESPN The Magazine*.)
- While the average athletic budget in conferences with Division I-AA football has climbed from \$3.2 million to \$5.4 million over the last decade, the norm for conferences with I-A football has risen to about \$20 million. The Universities of Texas and Michigan have passed the \$50 million mark. (Nelson, R. (Sept. 2, 2002). "To the spenders go the spoils in Southern Conference." *The Post Courier*.)
- As of 2002, only 15 NCAA Division I schools spend more on all women's sports combined than on football. (Keating, P. (June 24, 2002). "Boys don't cry." *ESPN The Magazine*.)

#### Adult

- **A recent report produced by the Sporting Goods Manufacturers of America (SGMA) shows that among American over the age of 6, walking for fitness is the most popular aerobic activity with 70,342 core participants (includes both frequent and regular participants). Using a treadmill and running/jogging follow with 28,489 and 22,120 core participants, respectively. Free weights (using hand weights) are the most common strength activity (29,333 core participants), while billiards/pool (19,663), golf (17,285) and bowling (13,979) are the most popular individual sports. Tennis is the most popular racquet sport with 6,947 core participants, and basketball (18,761), baseball (12,175) and outdoor soccer (8,451) are the most popular team sports. Target shooting with a rifle (5,117) and jet skiing (2,602) are the most popular outdoor and water sports, respectively. (2007 Sports & Fitness Participation Report. SGMA, 2007.)**
- According to the National Sporting Goods Association (NSGA), the most popular sports for women over the age of 7 in 2004 were exercise walking, swimming, exercising with equipment, camping and aerobic exercise. Over 52.4 million women participated in exercise walking more than once in 2004. (*NSGA Participation Report: Women Dominate Fitness Activities*. NSGA, 2004.)

- According to the National Sporting Goods Association, women constitute the majority of participants in four fitness activities: aerobic exercising (74%), walking (62%), working out at a club (56%) and exercising with equipment (54%). (NSGA, 2004.)
- In 2003, health club membership in the United States stood at 36.3 million, up 109% from 1987, when there were 17.4 million memberships. In 2002, 5.4 million Americans paid for the services of a personal trainer – up 30% from 1999. (Lauer. (2003). "Fitness and fatness boom? The new American paradox: Exercise and the ballooning of a nation." *American Sports Data, Inc.*)
- In 1999, 16.4 million females were members of health clubs, representing 54% of total memberships. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- In 1990, 23.3% of the population exercised frequently. In 1999, it was 20.5%. (21.4% of females and 19.4% of males). (SGMA, 2000) In 2002, 35% of all Americans, aged 6 and older, were frequent participants in exercise and fitness activities. (*Sports Participation in America 2003*. SGMA, 2004.)
- In 1990 Americans participated in either a recreational sport or fitness activity an average of 159 days a year. In 2002, Americans participated 153 days a year, a drop of 4%. Participation days dropped by 11% for children age 6-17 in just four years. For older Americans (55+), per capita participation has increased 12% from 1998-2002. (Lauer. (2003). "Fitness and fatness boom? The new American paradox: Exercise and the ballooning of a nation." *American Sports Data, Inc.*)
- In 2003, more than half of all frequent (100 or more times) fitness participants were female. Females made up from 45% to more than 50% of all tennis players, bowlers, skiers, inline skaters and hikers. (*Sports Participation in America 2003*. SGMA, 2004.)
- In 2002 the following number of females, ages 6 and older, participated in the following fitness activities 100 or more times: 6.1 million worked out using free weights, 6 million used the treadmill, 4.7 million jogged or ran, 3.2 million used resistance machines, 3.3 million rode stationary cycles, 1.4 million used stair-climbing machines, 1.1 million swam, and 0.5 million used home gyms. (*Sports Participation in America 2003*. SGMA, 2004.)
- In 2000, 24.1 million women participated in fitness walking. (*Tracking the Fitness Movement*\_SGMA, 2001.)
- As of 2000, the American Quarter Horse Association was the largest breed association in the world with more than 3.7 million horses and 318,000 members, and 75% of its membership base was female. (*Melpomene Journal*. Summer 2000.)
- A Sporting Goods Manufacturing Association (SGMA) survey asked 662 men and women ages 18 to 30 to describe their high school gym class experience and rate their current fitness level. Of those who had positive memories, 66% were still very active versus 5% who reported they felt discouraged. Thirty percent of women felt embarrassed in class, as compared with only 11% of men. (SGMA, 2000.)
- The first Women's National Golden Gloves tournament was held in August 1999. At the time, 34 countries had formal women's boxing programs. (SGMA, 2000.)
- In 2005 women comprised 70.4% of aerobic exercisers, 22.3% of baseball players, 31.5% of basketball players, 43.9% of bicycle riders, 36.8% of all billiards/pool players, 47.3% of bowlers, 60.3% of exercise walkers, 52.9% of those who exercised with equipment, 12.4% of tackle football players, 21% of golfers, 44.9% of hikers, 17.5% of ice hockey players, 45.3% of those who went kayaking/rafting, 38% of off-road bikers, 44% of runners/joggers, 25.3% of skateboarders, 49.4% of snow skiers, 25.8% of snowboarders, 40.7% of soccer players, 50.6% of softball players, 50.7% of swimmers, 48.1% of tennis players, 52% of volleyball players, 42.1% of water skiers, 57.9% of those

who worked out at a club and 35.9% of weightlifters. (*2001-2005 Women's Participation by Mean Age— Male & Female*. NSGA, 2006.)

- In 2002 women comprised 69% of all gymnasts, 66% of all volleyball players, 62% of all fast-pitch softball players, 60% of all ice skaters, 50% of all cross-country skiers, 49% of all bowlers, 47% of all downhill skiers, 45% of all tennis players, 43% of all soccer players, 37% of all billiards players, 37% of all surfers, 33% of all basketball players, 30% of all snowboarders, 26% of all golfers, 14% of all baseball players, 12% of all football players and 5.5% of all wrestlers. (*Sports Participation in America 2003*. SGMA, 2004.)
- Younger women dominate most athletic activities. In 2000, the average age of a female soccer player was 16; female basketball player, 19; inline skater, 19; softball player, 21; volleyball player, 24; bowler, 28; tennis player, 29; and golfer, 39. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- In 1999, 7.49 million females aged 6 and over played golf, a 4% increase over the 7.21 million found in 1987, the first year the study was conducted. The average age of a female golfer was 39. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- The number of females who worked with free weights increased 134%, from 8.3 million in 1990 to 19.4 million in 1999. (SGMA, 2000.)
- In 1999, 8.17 million females aged 6 and over played tennis, a 17% decrease from the 9.85 million playing in 1987, the first year the study was conducted. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- Participating in triathlons is a growing trend among women, especially among moms in their 30s and 40s. Race directors attribute the growth to word-of-mouth among participants and the growing number of training groups. Training for and participating in triathlons offers a mix of both camaraderie and competition, which many women—especially those who've left high-powered careers for motherhood—crave. ("Women Run for Their Lifestyle," *USA Today*, April 17, 2006.)
- In 2000, women comprised 54% of frequent participants in fitness activities, 40% of frequent participants in vigorous sports and 37% of frequent participants in vigorous outdoor activities. (*Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- The 1996 Surgeon General's Report showed that physical inactivity is more prevalent among women than men, among blacks and Hispanics than whites, among older than younger adults and among the less affluent than the more affluent. (*Physical Activity and Health: A Report of the Surgeon General*. 1996.)

### Senior

- Nearly one in five (19%) fitness club members in 2002 was aged 55 or older. The number of members aged 55 or older increased from about 1.6 million in 1987 to 6.9 million in 2002. (*Sports Participation in America 2003*. SGMA, 2004.)
- A study conducted at Butler University found that older women who had competed in intercollegiate athletics during the late 1960s and early 1970s have remained active as they age. Eighty-six percent of women surveyed engaged in moderate or strenuous activity at least three times per week. (Strawbridge, M. (2001). "Current activity patterns of women intercollegiate athletes of the late 1960s and 1970s." *Women in Sport and Physical Activity Journal*.)

- There were 10,700 athletes who participated in the 2004 National Senior Games (NSGA). Participation has increased 500% since the first National Senior Games in 1987, when only 2,500 athletes participated. (NSGA, 2005.)

### Olympic Games

- The 2002 U.S. Olympic team was comprised of 42.9% women; however, the 2006 team showed a very slight drop, to 42.2% women. The 2006 U.S. team ranked ninth for percentage of female athletes in its delegation, when compared with other delegations sending more than 10 athletes. Women had 35.6% fewer opportunities than men. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- The number of events in which women can compete in the Olympic Winter Games has increased from two out of 16 in 1924 (including mixed pairs skating) to 40 out of 84. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- In the 2006 Olympic and Paralympic Winter Games, women competed in 47.6% and 48.3%, respectively, of all sports and 45.3% and 48.3%, respectively, of all medal events. Women still do not compete in ski jumping, Nordic combined, four-person bobsled (also referred to as bobsleigh) or doubles luge in the Olympic Winter Games and ice sledge hockey in the Paralympic Winter Games. (Zurn, L., Lopiano, D. & Snyder, M. (2006). *Women in the 2006 Olympic and Paralympic Winter Games: An Analysis of Participation, Leadership and Media Coverage*. The Women's Sports Foundation.)
- At the 2004 Olympic Games, U.S. female participation as a percentage of total U.S. athletes was at an all-time high.

| Olympic Year | Total on U.S. Team | Number of U.S. Female Athletes | Female athletes as a percentage of all U.S. athletes |
|--------------|--------------------|--------------------------------|--|
| 2004         | 537                | 257                            | 47.9   |
| 2000         | 602                | 264                            | 45.2   |
| 1996         | 672                | 277                            | 42.2   |
| 1992         | 619                | 203                            | 35.1   |
| 1988         | 609                | 227                            | 36.9   |
| 1984         | 584                | 209                            | 35   |
| 1980         | 466                | NA                             | NA   |
| 1976         | 425                | 128                            | 30.1   |
| 1972         | 428                | 90                             | 21.0   |

(Women's Sports Foundation calculation from USOC data, 2005)

- In the first 100 years of women's participation in the Olympic Games, women's participation rose from 1.6% in 1900 to 38.2% in 2000. (IOC, 2000) In the 2004 Olympic Games, a record number of women participated in the Games. Of a total 10,864 athletes, 4,412 were female, which equated to 40.6% of the total number of participants. (IOC, 2004.)
- In the 2004 Olympic Games, approximately 4,620 female athletes competed for a minimum of 411 medals in 137 events. Approximately 5,880 male athletes competed for a minimum of 528 medals in 176 events. (Wayne Wilson, Amateur Athletic Foundation, Vice President, Research and Information.)

- In the 2002 Olympic Winter Games 886 of the 2,399 athletes were women (36.9%). Women competed in seven sports and 37 events (47.4% of all events). Women's participation in the Olympic Winter Games increased 69.4% from the 1994 Games to the 2002 Games. (USOC, 2002.)

### Professional

- In 2003, after the Professional Women's Bowling Association (PWBA) went bankrupt, the Professional Bowlers Association (PBA) started allowing women to compete in the traditionally male-only professional association so that the athletes would have a place to continue to compete, (PBA, 2005.)
- Liz Johnson was the first woman to compete in a national PBA tour stop. She won her first match and competed for the title. She earned her way onto the telecast by competing through the professional tour qualifier (nine games) and then through five rounds. Johnson also out-averaged the three men who also made it to the final four on TV for the tournament (PBA, 2005.)
- Kelly Kulick made history becoming the first woman to earn a full-season exemption on the PBA Tour. After five days and 45 games, Kulick finished sixth out of 140 bowlers to earn one of 10 exemptions for the 2006-07 Denny's PBA Tour season at the 2006 PBA Tour Trials. (Article dated June 7, 2006, at www.pba.com.)
- USA Boxing has nearly 2,000 registered female boxers in 2007, up from 340 in 1996. (Miller, S. (Oct. 15, 2001). "Tennis, golf thriving, but not other solo sports." *Street & Smith's SportsBusiness Journal*.)
- The Women's Professional Football League was launched in 2000 with 11 teams. Players received \$100 per game. (*USA Today*, Oct. 11, 2000.)
- The WTA Tour is the world's premier professional circuit for women. In 2007, more than 1,400 players representing 75 nations are competing for more than \$62 million in prize money at 62 events in 35 countries. (WTA, 2007.)

## VIII. SPORTS BUSINESS

- An 11-year contract with ESPN, worth \$160 million, expanded coverage of the NCAA Division I women's basketball tournament to include every game beginning in 2002. The deal also includes coverage of Division II basketball, women's soccer, softball, swimming, volleyball and indoor track. (*USA Today*, Sept. 27, 2001.)
- The 11 official sponsors of the 1999 Women's World Cup paid a total of \$44 million for sponsorship. That's what a single company pays to sponsor the Men's World Cup. (*USA Today*, July 9, 1999.)
- Maria Sharapova was the highest-paid female athlete of 2006. She made an extraordinary \$1,357,144 a day in endorsements and prize money. (*ABC News*, September 2006.)
- In 2005, Sony Ericsson Mobile Communications of London became the official sponsor of the WTA tour with the signing of an \$88 million contract. At the time, the men's ATP tour received just \$10 million from the tour's main sponsor, Mercedes-Benz. (Barancik, S. (Jan. 6, 2005). "New High In Sponsorship: An Ace for Women's Tennis." *St. Petersburg Times*.)
- Huge endorsement deals are rare in women's sports, but Venus Williams signed a five-year \$40 million deal with Reebok at the end of 2000. Serena Williams has a five-year \$60 million deal with Nike. (Smith, D. (Dec. 22, 2000). "Deal sealed, Venus endorses fee idea." *USA Today*; "Nike confirms Serena deal." *BBC Sport*, Dec. 11, 2003.)

- In 2001, women's sports passed the \$1 billion mark in total sponsorship revenue. Men's sports sponsorship was at \$25 billion. (Miller, S. "Tennis, golf thriving, but not other solo sports." *Street & Smith's SportsBusiness Journal*, Oct. 15, 2001.)

## IX. VIEWERSHIP/ATTENDANCE

- The number of women who say they are avid baseball fans more than doubled between 1998-2002. (Scarborough Research Survey, as reported by Major League Baseball, 2002.)
- In 2006, the average WNBA attendance at a game was 7,746, which combined for a total of 1,779,366. (Womensbasketballonline.com, 2006.)
- Average attendance for the 2006 finals of the WNBA was up 28% compared to a year prior (14,587 vs. 11,419 in 2005), while average attendance for the playoffs overall increased by 16% (9,738 vs. 8,397 in 2005). The historic Game 5 of the season on September 9 featured a sellout crowd of 19,671 at Joe Louis Arena in Detroit, Michigan. ("WNBA basketball news." Insidehoops.com, Sept. 14, 2006.)
- The 2003 WNBA championship game between the Detroit Shock and the Los Angeles Sparks drew a record crowd of 22,076, breaking the mark of 19,563 fans who watched the New York Liberty play at Houston in the 2000 finals. Having three sellout games during 2004, Detroit continues to be the largest crowd in the WNBA ("Shock is champion: Detroit wins WNBA title, denies Los Angeles a three-peat." *Newsday*, Sept. 17, 2003.)
- The WNBA average regular-season attendance in 2002 was 9,228 (up 1.69% from 2001). Total season attendance was 2,558,541 (up 1.24% from 2001). The total attendance change per year was: 1997-1998 (up 53%); 1998-1999 (up 21.7%); 1999-2000 (up 21.1%); 2000-2001 (up 0.24%). Average fan attendance for 2001 was 9,075 per game. This is an increase of one person per game from 2000 (WNBA data, Dec. 2002; WNBA, 2001: *Street & Smith's SportsBusiness Journal*, 2001.)
- The WNBA concluded its inaugural regular season drawing more than 1,000,000 fans for 115 games. The league's total regular-season attendance figure was 1,082,963, an average of 9,699 fans per game. (WNBA, 1997.)
- The opening game of the WNBA, televised on NBC June 21, 1997, drew a 3.7 television rating and a crowd of 11,551 to the arena as the New York Liberty defeated the Los Angeles Sparks. (*USA Today*, July 29, 1997.)
- The 2004, the UConn-Tennessee women's NCAA Division I college basketball championship game received a rating of 4.3, making it the most-watched basketball game in ESPN's history. Months later this record was broken by game six of the NBA Eastern Conference Finals between the Detroit Pistons and Indiana Pacers with 5 million viewers. ("Go Figure." *Sports Illustrated*, April 19, 2004; ESPN, 2005.)
- A crowd of 9,351 watched Louisiana Tech defeat Cheyney State in the first NCAA Division I women's basketball championship in 1982. The 2002 championship drew a record 29,619 fans, a 10th consecutive sellout. (*USA Today*, Sept. 27, 2001; Lee, J. (April 1, 2002). "Attendance mark is expected for women's final." *Street & Smith's SportsBusiness Journal*.)
- The Women's Professional Billiards Association (WPBA) had 10 tournaments televised on ESPN in 2006. In addition, between 1,000 and 1,200 fans attend each tournament. (WPBA, 2007.)
- The Women's Professional Football League (WPFL) average regular-season attendance ranges from 1,000 to 4,500 per team. (WPFL, 2005.)

- In 2001, women made up 40% of the people who attended NFL games each week. (*Street & Smith's SportsBusiness Journal*, Dec. 24-30, 2001.)
- The LPGA reports that the average attendance per tournament is 65,000 people. (LPGA, 2005.)
- Cable viewership of the LPGA increased 59% between 2005 and 2006. The number of viewers tuning into The Golf Channel increased by 59% while 13% more viewers are tuning into the network telecasts. The LPGA Web site attracted 40% more traffic in 2006 than 2005. (LPGA, 2007.)
- As of 2003, the University of Utah's women's gymnastics team had consistently averaged more than 10,000 fans since 1992, and it was the only revenue-producing women's sport on campus. (Potts, K. (Feb. 17, 2003). "All-around good time: Utah women's gymnastics program knows how to fill an arena, please a crowd and win a meet." *NCAA News*.)
- Over the 1988, 1992 and 1996 Olympic Games, viewership increased more among women than among men across all age groups, especially in the 18-34 age group (39%). (NBC, 1996.)
- Danica Patrick is credited with being the reason for a 40% leap in the overnight Nielsen ratings for the Indy 500, compared to 2004. The 6.6 rating was the highest overnight for the race since 1997 (7.6). (*TIME Inc*, June 6, 2005.)
- A study by the Lyn St. James Foundation found that 74% of male respondents and 62% of female respondents agreed that "women racers bring fans out to the games." Forty percent of female respondents and 21% of male respondents stated that they would be "more" or "much more" likely to follow motorsport races if more females were involved. (Sabo, D. (2005). "Time to drive: Attitudes toward women in motorsports." Lyn St. James Foundation.)
- A 2002 study found that roughly 40% of the 6.6 million people attending Winston Cup races each year are women. (Lord, L. (Mar. 5, 2001). "The fastest-growing sport loses its hero: Earnhardt's death marks the end of an era." *U.S. News & World Report*.)
- The Women's United Soccer Association (WUSA) launched in April 2001 with eight teams. The league broadcast most of the 80 games nationally on TNT and CNN/Sports Illustrated, and 34,148 fans attended the first game. (Navarro, M. (Feb. 13, 2001). "Women in sports cultivating new playing fields." *New York Times*; WUSA.com, April 17, 2001.)
- In 2003, seven out of 10 fans at a WUSA game were female, and 89% of fans under the age of 18 at the stadium were girls. (The Associated Press, June 30, 2003) Total regular-season attendance for the WUSA in 2002 was 584,377, with an average of 6,957 per game (84 games). Playoff attendance totals were 27,451, with an average of 9,150 per game (three games). The largest crowd in 2002 was 24,240 fans in attendance on July 27 at RFK stadium. In its inaugural 2001 season, the total WUSA attendance was 680,671. (WUSA, Nov. 18, 2002; "Pro Sports Tracker." *Street & Smith's SportsBusiness Journal*, Aug. 20, 2001.)
- During its first year, the WUSA averaged a viewership of 425,000 households on TNT. After it was put on the lesser-known PAX network, it averaged 100,000 households. (Zimbalist, A. (2006). "What went wrong with the WUSA?: Observations and arguments on the sports business." *The Bottom Line*.)
- Forty-nine percent of viewers of the final game of the 1999 Women's World Cup were adult men, compared with 36% adult women and 15% children under 18. (*Street & Smith's SportsBusiness Journal*, July 19-25, 1999.)

- The 1999 United States–China Women’s World Cup final received a 13.3 overnight Nielsen rating with 40 million viewers. The match was the most-watched soccer game in U.S. television history. (Wilner, B. (July 12, 1999). “US Women’s team leaves lasting image.” *Associated Press*.)
- More than 650,000 tickets were sold to the 1999 Women’s World Cup (WWC) tournament. The final match drew a women’s sports record of 90,185 to the Rose Bowl. (WWC, 1999.)
- In 2003, the National Pro Fastpitch league (NPF) had an average attendance of 1,400 fans per tournament. (NPF, 2003.)
- The WTA boasted more than 4 million viewers with more than 825 matches being broadcast worldwide in 2005. (WTA, 2005.)
- In 2005, World Team Tennis (WTT) averaged 1,500-1,800 fans per regular-season match. More than 150,000 people attend matches annually. (WTT, 2005.)
- In 1973, Billie Jean King beat Bobby Riggs in three straight sets in the “Battle of the Sexes” tennis match. It attracted a crowd of 30,472 fans, still the largest ever to have attended a tennis match. (Parsons, J. (Nov. 14, 2002) “A Long Way Indeed.” *The Daily Telegraph*.)
- The television broadcast for the 2002 Wimbledon final won by Serena Williams over her sister Venus drew ratings 28% higher than the 2001 final. The Saturday singles final earned a 4.6 Nielsen rating, and the Williams sisters’ doubles victory averaged a 3.4, while the men’s singles final ranged from 2.6 to 3.1. (*USA Today*, July 8, 2002.)
- The average household rating for regular-season broadcasts of 2001 WTA events was 4.5, a total higher than the WNBA (1.1) and LPGA (1.0) combined. Average cable ratings for the WTA are 2.1, again higher than the WNBA (.4), LPGA (.4), and WUSA (.3) combined. (*SportBusiness Journal*, 2001.)
- The 2001 Venus Williams–Serena Williams U.S. Women’s Open singles final drew a 6.8 television rating on CBS. The prime-time final outscored NBC’s Notre Dame—Nebraska football game, which recorded a 4.8 rating. The 1999 Serena Williams–Martina Hingis U.S. Women’s Open singles final drew a 7.2 television rating, the highest-rated women’s final since 1985. (*Street & Smith’s SportsBusiness Journal*, 2001; *Real Sports*, Winter 2000.)
- In 2001, women comprised about one-third (34%) of the adult audience for ESPN sport event programs. In older groups, women make up a larger percentage of the audience. Women 18-34 (31%), 35-54 (32%), 55+ (40%). (ESPN Research. ESPN, 2002.)
- In 2001, women made up 47.2 % of major league soccer (MLS) fans, 46.5% of MLB fans, 43.2% of NFL fans, 40.8% of fans at NHL games and 37% of NBA fans. (*Street & Smith’s SportsBusiness Journal*, Dec. 24, 2001.)
- There has been a significant increase in women (55- to 64-year-olds) interested in college football (up 13%), extreme sports (up 42%) and pro wrestling (up 23%). (Frank., M. (Jan. 15, 2001). “Interest in old-line sports shifting to older demographics.” *Street & Smith’s SportsBusiness Journal*.)

## X. CONSUMER BEHAVIOR

- In 2001, women purchased 46% of official NFL merchandise. (*Street & Smith’s SportsBusiness Journal*, Dec. 24-30, 2001.)

- Between 1997 and 2000, sales of women's athletic sports apparel rose 20% to \$15.9 billion, while men's spending inched up just one percent, to \$15.1 billion. (*She's Got Game: Women's Interest in Sports Grows Significantly*. SVP, 2004.)
- In 2002 women spent \$6.8 billion on athletic shoes, accounting for 40% of the market. Women spent 80% of all sport apparel dollars and controlled 60% of all money spent on men's clothing. (The NDP Group as cited in *She's Got Game: Women's Interest in Sports Grows Significantly*. SVP, 2004.)
- Sales of children's products represented 11% (\$1.5 billion) of the \$13.74 billion athletic footwear market in 2000. (The NPD Group, as cited in *Gaining Ground: A Progress Report on Women in Sports*, SGMA, 2000.)
- In a *SELF* magazine survey, 88% of its readers indicated that it is very important or important in their purchase decisions that a company provides a product or service that supports girls and women in sports and fitness. (*SELF*, Oct. 1999.)

## XI. INTERNET

- A survey of 232 NCAA tennis coaches found that most coaches felt that school Web sites and online Prospective Student-Athlete Forms were useful tools in the recruiting process. The results indicated that Division II and Division III coaches are more likely to use online tools than Division I coaches. (Casper, J. & Finley, P.S. (2004). "Team web sites as aids in the recruiting profess: NCAA tennis coaches attitudes toward their use." *The Sport Journal*.)
- A 2004 study by Pew Internet and American Life project found that 88% of Americans say that the Internet plays a role in their everyday routines. Fifty-five percent of Internet users that check sports scores check their scores online. (Fallows, D. (Aug. 11, 2004). *The Internet and Daily Life: Many Americans Use the Internet in Everyday Activities, but Traditional Offline Habits Still Dominate*. Pew Internet and American Life Project.)
- Eight percent of Internet users participate in online fantasy sport leagues, which equates to 11 million people. Approximately 2 million people participate daily in online fantasy sport leagues. Of those who participate, 86% are male and 63% are under 40. (Pew Internet and American Life Project, 2005.)
- A recent survey found that 59% of men who are online have used the Internet to check sports scores, but only 27% of women who are online have done the same. In contrast, 85% of women who are online have used the Internet to access healthy information while online 75% of men have done the same. (*Trends 2005: A look at changes in American life*. Pew Internet and American Life Project, January 25, 2005.)
- Eighty-seven percent of American adolescents aged 12-17 (approximately 21 million) use the Internet, and half of them say they go online every day. Of those teens who are online, 31% use the Internet to access health, dieting and physical fitness information. Twenty-two percent of teens who are online research health topics on the Internet that are "hard to talk about," such as sex, drugs and depression. Teenage girls are slightly more likely to access the Internet, with 88% of 12- to 17-year-old females accessing the Internet, compared to 85% of males. (Lenhart, A., Madden, M. & Hitlin, P. (July 27, 2005). *Teens and Technology: Youth are Leading the Transition to a Fully Wired and Mobile Nation*. Pew Internet and American Life Project.)
- In 2001, girls aged 8-17 were more active users of the Internet than boys the same age. Girls spent an average of 46 minutes online and used the Internet 2.7 days per week. (Statistical Research Inc., as cited in *Marketing to Women*, 2001.)

- Since 2004, the number of online purchases made in a year rose from 8.5 to 12 per person. It is expected that consumers will spend \$139 billion online per year by 2008. (Cervini, L. (June 20, 2005). "Shoppers flock to internet, driving sales, earnings, share." *Twice*.)
- Women ages 18-29 and 30-49 made up the largest group of female online users in 2005. ("One in twelve internet users participates in sports fantasy leagues online." Pew Internet and American Life Project, 2005.)
- While approximately two thirds of both women and men (66% and 68%, respectively) are online, young women aged 18-29 are more likely than their male counterparts to be online (86% versus 80%). (Pew Internet and American Life Project as cited in *Marketing to Women*, May 2006.)

## XII. CAUSE BRANDING

- According to a survey of men and women defined as being "wealthy," women are more likely than men to give to a charity because they identify with the cause. In the study, 86% of the women stated they were inspired to give by the cause, as opposed to 66% of the men. Men are also more motivated by tax benefits than women when giving to a charity. ("Study shows gender differences in charitable giving." *Fund Raising Management*, June 2001.)
- The popularity of women's philanthropic funds has grown significantly since 1979. In 1999, 95 women's funds existed—as opposed to the five that existed in 1979. (Edwards, T.M. (May 17, 1999). "The power of the purse: More and more, it's women who control the charity." *Time*.)
- In 1982, 26% of charitable foundations were run by women. In 1997, 51% of charitable foundations were run by women. (Edwards, T.M. (May 17, 1999). "The power of the purse: More and more, it's women who control the charity." *Time*.)
- In 1998, only 5.7% of foundation budgets went to causes earmarked for women and girls. (Edwards, T.M. (May 17, 1999). "The power of the purse: More and more, it's women who control the charity." *Time*.)
- A 2000 study showed that women are 22% more likely to buy a product endorsed by female athletes, 1% are less likely to purchase the product and 74% say athlete endorsements have no impact on their purchasing decisions. (*Reaching the Women's Market Research Study*. Sports Trend, 2000.)
- In 1999, 85% of females and 47% of males felt it was very important for corporations to sponsor/support women's sports. (Harris Poll Online, 1999.)
- In 1999, 59% of females and 27% of males felt better about purchasing products or service from a company that sponsored/supported women's sports. (Harris Poll Online, 1999.)
- In 2001, 88% of employees aware of cause-related programs at their companies felt a strong sense of loyalty to their employers. (Cone, C.L., Feldman, M.A. & DaSilva, A.T. (2003). "Causes and effects." *Harvard Business Review*.)
- Of employees at companies with cause-related programs, 53% chose to work at the organizations partly because of their employers' expressed commitment to various social issues. (Cone, C.L., Feldman, M.A. & DaSilva, A.T. (2003). "Causes and effects." *Harvard Business Review*.)
- In 2003, the typical Fortune 500 company contributed 1.3% of pretax earnings to charity; best-in-class companies devote 5% or more. (Cone, C.L., Feldman, M.A. & DaSilva, A.T. (2003). "Causes and effects." *Harvard Business Review*.)

- A 2002 study showed that nine out of 10 Americans want to hear about companies' charitable activities. (Cone, C.L., Feldman, M.A. & DaSilva, A.T. (2003). "Causes and effects." *Harvard Business Review*.)