

ARIZONA AMATEUR COMPETITIVE SWIMMING: A DEMOGRAPHIC AND
PSYCHOGRAPHIC ANALYSIS

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ARIZONA AMATEUR COMPETITIVE SWIMMING: A DEMOGRAPHIC AND
PSYCHOGRAPHIC ANALYSIS

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A Honors Thesis Presented in Partial Fulfillment
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Arizona Swimming Report

Presented By David Degnan

Abstract:

Amateur competitive swimmers, or swimmers age 4-23, and their parents' households, are located throughout Arizona, with the highest concentration localized in the Phoenix metropolitan area. There are 2,722 swimmers' households represented in this study, of the available 3,142 swimmers' households available in USA Swimming's SWIMS database. Sixty seven percent of these swimmers' households are located in the Phoenix metro area, eighteen percent live in the Tucson metro area, and the final fifteen percent live in either Northern, Southern, or Western Arizona. As a whole, Arizona Swimming families make approximately \$66,000 annually on average, whereas national and Arizona medians are approximately \$41,000 for household income. Therefore, the average swimmer's family exceeds national and Arizona household income levels by approximately \$25,000 or 157%. Additionally, Arizona Swimming families' home values are approximately \$201,000, whereas national and Arizona averages are approximately \$120,000. As such, the average family home value is \$81,000 or 168% in excess of national and Arizona statistical medians.¹ In this study, swimmers' households are divided by region, with each region exceeding the national and Arizona average income and home value by approximately 100 to 280 percent. These households, ceteris paribus, have a very high disposable income and should be marketed accordingly. Also, by breaking down the market segment further, it is found that eighty-six percent of those surveyed are innovators, achievers, or thinkers, with few experiencers. Therefore, without neglecting current sponsors, it would be in Arizona Swimming's best interest to look for new and different sponsors internally, through identifying key business players within their own community.

¹ 2000 Census; Summary profile 3. Arizona Swimming Statistics are taken as averages of the Medians provided by the 2000 Census.

Introduction

Arizona Swimming Incorporated is a 501 3 (c) non-profit organization which wishes to better understand its market. The mission of Arizona Swimming Incorporated is to “provide an educational, structured, fair, rewarding, and competitive program of swimming for Arizonans of all ages and diverse backgrounds. We will operate under the auspices of United States Swimming, Inc. to serve our athletes, non-athletes, coach, club, and affiliated organizational members. We will continually strive to excel in providing our members the opportunity to reach their full potential, whether it be in the pool, on the deck, or in the rest of their lives.”

In order to fulfill this mission, Arizona Swimming must first look internally understand its own market segment, especially, where its swimmers are located. Understanding where athletes are located is the number one goal of the organization, because it will have a direct impact on where age group swim meets are located next year. With this data, Arizona Swimming can better recognize where its swimmers are, where programs are increasing and decreasing and be able to confirm which places should be targeted for potential events.

In addition to location, to better understand the external market segment attached to Arizona amateur competitive swimming, it is necessary to look at certain demographic elements of the typical swimmer and family,² as well as psychographic elements, too. As is true with most non-profit organizations, funding is an issue. Arizona Swimming, therefore, desires to undertake a study of the marketplace by looking at home value and

² This study assumes that the average income for a particular neighborhood will be indicative of the individual swimmer’s household income that lives in the neighborhood.

income levels of existing amateur swimming households'. The psychographic information explains the psychology of why the consumer acts in a particular way, which is often important to outside organizations who buy ads - especially Mercedes Benz, which specifically asked for this type of data when advertising was solicited for the 2003 Western Zone Championships. With this information, Arizona Swimming will be better able to identify and target those organizations which might want to support competitive amateur swimming.

This study was prompted by Arizona Swimming Inc., which wishes to analyze both the internal and external market related to competitive amateur swimming by conducting market research. This study, and the subsequent proposals, can also be theoretically justified though the limited secondary research available on competitive amateur youth "participant" or "club" sports. Currently, it is proposed that,

- 1) Arizona competitive amateur swimmers are located throughout Arizona, with an equal percentage of swimmers residing in the Phoenix and Tucson metro areas.
- 2) Swimmers' households are believed to exceed both Arizona and national statistical quotas for household and family income and home value.
- 3) Swimmers' households are correctly segmented as experiencers³ and should continue to be marketed accordingly.
- 4) The swimmer's geographic location, within a metropolitan area, is indicative of income and home value. Therefore, swimmers' households in Scottsdale and Paradise Valley will have the most attractive market.

Section Two: Literature Review

A literature search was conducted in order to examine what, if any, relevant market research has been conducted on competitive amateur swimming. It was found that swimming, as a sport, has not been of much interest to marketers. Indeed, only a few

³ See definition appendix for definition of "Experiencers" or any other relevant marketing terminology.

published articles have attempted to diagnose the demographics aligned with swimming. As such, the results portrayed in this study are unique.

A total of three published, and one unpublished, studies are available on swimming demographics. Each of these studies illustrates a different aspect of the sport, including who swims, spending on participant sports, and club sports memberships. However, after conducting an exhaustive search, nary a study concerns competitive amateur swimming as a sport, either at the national or Arizona level.

Based on the Recreation and the Environment study conducted by the US Forest Service,⁴ swimming is the second most popular physical activity behind walking. In fact, 62% of all people engage in swimming as a certain form of recreational activity. Income for swimming households is moderate to high and little variance exists in age for those who swim. Race of recreational swimmers consists of 42 percent white, 18 percent black, and 32 percent Hispanic and other.⁵

The second study comes from the book Americans at Play: Demographics of Outdoor Recreation and Travel. In this study, swimming is categorized as a participant sport. Spending on participant sports is deemed to be high and aptly represents each sport uniquely. The data suggests that almost thirty percent of the population involved in participant sports, such as swimming, have an average household income of over \$70,000.⁶

In the third study, swimming has been recognized and categorized in Best Consumers: Demographics of Consumer Demand as a 'club sport'. The data conclusively shows that 57 percent of households with over \$70,000 participate in 'club

⁴ USDA Forest Service, 1994-95 report on Recreation and the Environment.

⁵ Ibid

⁶ Bureau of Labor Statistics 1995 Consumer Expenditure Survey.

sports'. More importantly, this study represents the market of swimming as one of the most lucrative sports, showing that average household spending of swimming families is at a higher level than what the study would classify as the "Best Customers."⁷

The final unpublished study, by Swimmers World, was conducted to determine its own magazine membership demographics.⁸ According to the study, 15.7 percent of swimmers' households had an average income in excess of \$100,000. Indeed, if Arizona Swimming's data were to be broken down similarly, it would produce comparable results. Based on the Census Tracts, 15.2% of households reside in areas that, on average, earn in excess of \$100,000. However, while these two numbers are close, it does not necessarily mean that the membership survey for a swimming publication such as Swimming World and this study are comparable in their entirety. Nonetheless, the closeness of these two studies should, at least to some extent, show a link between state and national results for the demographic of a typical swimmer's family.⁹

Section Three: Study Procedures

This section is done so that the demographic and psychographic studies can be replicated accurately. The demographic section of the study has two parts: where are Arizona swimmers located and what is the household income and home value of swimming families. The psychographic section, defining the psychological aspect of consumer behavior, involved 185 VALS II surveys¹⁰ that were answered, turned in, and scored. The results produced in this study remain confidential as to individual survey answers; however, results as a whole are shown in graph form on page twenty-six in

⁷ Best Consumers: Demographics of Consumer Demand, 3rd Edition. New Strategist Publications, Inc. Ithica: NY (2005).

⁸ Unpublished Article, Swimmers World Magazine Demographics (2005)

⁹ Ibid.

¹⁰ See Definition Appendix

Appendix two. The psychographic segment will be divided into background information, Arizona Swimming statistics, specific targets and conclusion.

Swimmer's location is broken down by city, region, and metro area. This is done to determine demographic information by segmenting these households by census tract number rather than using the traditional zip code method. Since there are approximately six through ten census tracts in each zip code, the results will be more precise as to the neighborhood where each amateur swimmer's household is located. Therefore, the demographic study based household income and home value on census tracts.

Finding where swimmers are located was the first step. This was done using initial household addresses and zip codes provided by USA Swimming's March 2005 SWIMS database. After compiling the zip codes, each zip code was broken down by city. This was done so that the number of swimming athletes in a particular city could be counted.¹¹ Based on the city, each household is categorized into one of eight different regions: Tucson, West Valley, Phoenix, N. E. Valley, S. E. Valley, Northern Arizona, Southern Arizona and Western Arizona.¹² From these differing regions, separate groupings were made to determine athletes residing in Phoenix Metro Areas, Non Metro areas, and Tucson Metro.¹³

Obtaining census tract information was the second step towards obtaining accurate data regarding home values and income levels. To attain census tract information, the following steps were taken:

¹¹ This was done through www.mapquest.com. At this point, I did not have the complete database, only zip codes, so it involved quite a bit more work.

¹² See Definitions section for breakdowns of each region.

¹³ Phoenix Metro consists of West Valley, Phoenix, N. E. Valley, and S.E. Valley. Tucson Metro consists of Tucson, Oro Valley, and surrounding Tucson area. Non Metro area comprises of Northern Arizona, Western Arizona, and Southern Arizona.

(1) Home addresses were converted to census tract using American Fact Finder, on the U.S. Census webpage <www.census.gov>.

(2) By inserting the address into American Fact Finder, new data is then displayed to ascertain what census tract and county the address is located.

(3) Steps one and two should be repeated for each of the 2,722 households in the SWIMS database.

After all the census tract data was processed, two different approaches were employed to process the data; data could be processed through use of the Consumer Demographics data and / or through the 2000 census. Marketing Business Profiles and Consumer Demographics have published a demographics study of the greater Phoenix Metro Area and Tucson Metro by census tract for the 2004 Update of the Census. The results obtained from the Consumer Demographics study more clearly show a gap between the rich and poor by neighborhoods than does the 2000 census. Thus, when the study was run through this database, the average swimmers' household income rose to approximately \$82,000.¹⁴ The updated census data indicates that the actual income disparity between Arizona and national averages and Arizona swimming families is really double, not 1.5 times greater, as will be shown later by the 2000 census. Further, the 2004 Census update, highlighted by the MPA consumer demographics report, represents approximately a fifteen thousand dollar increase in the average household income of swimmers over the Arizona and national averages.¹⁵

¹⁴ While results are not found in the study, the numbers can be reproducible if copyright is released for commercial and educational use.

¹⁵ The results from this study cannot be displayed in the Results section because the source is pronounced as restricted and permission was not received to display the full results by the company.

The 2000 Census is the database employed in this study to find household income and home value. If MPA Market Profile Analysis data is not available or restricted (which it is), the 2000 US Census has similar information, just four to five years older. The researcher can procure this information by following these steps,

- (1) Go to the US Census Homepage at www.census.gov.
- (2) Click on American Fact Finder, data sets, summary profile three, detailed tables, census tract, Arizona, [insert appropriate county], [insert appropriate census tract], click next.
- (3) From a list of options, click P53 Median Household Income, P77 Median Family Income, H76 Median Value for select Specified Owner Occupied units, H85 Median Value for all Owner-Occupied housing units, and H88 Median Value [household] Asking Price, then click Add.
- (4) Finally, the researcher should click 'show results.' Obtaining this data occurs by matching the proper census tract to one of the five correct field entries (P77 et cetera).

The 2000 census will reveal home values and income levels for census tracts. Therefore, by matching the recorded data with the appropriate census tract, the mean, median and mode household income and home values can be determined.¹⁶ After all the data is recorded and put into a database, such as excel, top sheet data can be and is represented on competitive amateur swimming families.¹⁷

¹⁶ Note: Approximately 350 homes are not represented in the 2000 census, as they were not around at the time the 2000 census was recorded. Areas like Anthem, for example, are not represented because of the community's recent development. Nonetheless, Anthem is represented in the 2004 census update in the MPA Consumer Demographics study.

¹⁷ See Binder for all top sheet data.

Income can also be tabulated by individual club teams. Income by club team is tabulated by resorting the entire database by team rather than by location. After calculating the census tract information and dataset information, the data is sorted to determine the parameters for the teams' median income and home values by taking the average of every household in SWIMS database for each team. After all the averages are combined and averaged, results can be displayed. This process is repeated for home value and income based on city and region.

Age was also factored into "who is swimming" demographics. Section I details athletes by age in Arizona. These graphs break down competitive swimmers by age, gender and whether the swimmer swims on a seasonal or year-around basis.

The psychographic study was conducted using the VALS II survey. A copy of the survey was placed in the meet program with an explanatory note from the General Chair of Arizona Swimming, Joy Russell. This survey was conducted over a three day period at an age group swim meet in Litchfield, AZ. One hundred and eighty five parents answered this survey and received a Gatorade for their efforts. After the swim meet, the surveys were scored online at <http://www.sric-bi.com/vals/>. Then, all the "experiencers", "achievers" and so on were grouped and divided by 185 to determine what percentage of swimmers' population is "achievers" or "experiencers".

Section Three: Demographic Analysis

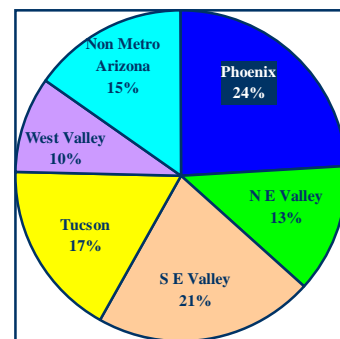
This section is being undertaken to show the demographic results found in this study. Demographic information is categorized into two questions: (1) "Who swims and where are Arizona Swimmers located?" and (2) "What is the Swimmer's Household Income and Home Value?" The former question relates to age and gender specific

demographic information. The latter question is the crux of the study and relates to the parents buying power.

1) Who swims and where are Arizona Swimmers located?

Arizona Swimming families first are categorized by age and gender. 74% of all swimmers are age group, while only 26% reside in the senior category. In almost every age group, there are more females than males. In fact, the ratio of guys to girls is approximately 1.75 females to every male. Moreover, in breaking down swimmers by age, there are 433 eight and under swimmers, representing fifteen percent of all competitive year around swimmers. The age group¹⁸ category, swimmers age 9-14, consists of 1,683 members, or 59% of competitive year around swimmers. Also, there are 655, or 24% of year-around “Senior” level swimmers, or competitive swimmers age 15-18, in Arizona Swimming’s roster. Finally, seventy, or 2%, are nineteen years or older.¹⁹

Arizona Swimming has identified where swimmers are located by city, region and metro area. The Phoenix Metro has 2,069 swimmers making up 67% percent of the entire roster for Arizona Swimming. Tucson, with 523 swimmers makes up 17% of the swimmers in Arizona. Finally, non-metro swimmers have 469 swimmers, which represent 15% of the swimming population.



Swimmers are further broken down by region. Eight regions are represented, including: Tucson, West Valley, Phoenix, North East Valley, South East Valley,

¹⁸ See Definition appendix

¹⁹ USA Swimming SWIMS database; Updated March 2005. See Definitions appendix for further explanation of age groups

Northern Arizona, Southern Arizona, and Western Arizona.²⁰ There are 739 swimmers in Phoenix, or 24% percent of swimmers in Arizona; 384, or 12.6% reside in the North East Valley, 655 or 21.4% percent live in the South East Valley; 291 or 9.5% live in the West Valley; 523, or 17% reside in the Tucson area; 176, or 5.7% of swimmers reside in Northern Arizona; 137, or 4.5% of athletes reside in Western Arizona; 153, or 5% of swimmers reside in Southern Arizona. Western, Southern and Northern Arizona all comprise a Non-metro area for the purposes of this graph.²¹

2) Swimmers' Household Income and Home Value.

Amateur swimming household income and home value are measured for each region, and by state. These values are compared to both national and Arizona averages based on the 2000 census.

a. Competitive amateur swimmer's household income

In the North East Valley, average household income is \$98,157, while home value is \$323,660. In the South East Valley, average swimmer household income is \$75,440, while home value was \$172,110. In the West Valley, the average swimmer household income was \$78,821, while the average home value is \$214,350. In Tucson, the average swimmer's household income was \$71,854, while the home value was \$195,643. Phoenix has swimmers' household income at an average of \$78,998, and an average home value of \$204,875. Northern Arizona swimmers' average household income level is \$58,972, while the average home value is \$178,823. Western Arizona swimmers' average household income is \$47,484 with an average home value of

²⁰ See definitions for break-down of each region.

²¹ See graphs 1-9 for further breakdown of graphs by each region. Also, see definition appendix for definitions of each region.

\$115,160. Finally, Southern Arizona swimmers' households have an average income of \$52,352 and have an average home value of \$128,360.

Demographic results show swimmers' household income averages to be well above the Arizona and National averages. The average household income for an amateur competitive swimmer's household is \$65,932, while the national average per household was \$40,558, per the 2000 Census. As such, based on this data, the average swimming household income is approximately \$25,000, or 157% more than both Arizona and National statistical averages.

The 2000 census information can also be broken down to show home value, where available. Based on the range statistics,

Dollars	Number Per Dollar Range	Percentage
1-25,000	20	1%
25,000-39,999	221	8%
40,000-49,999	238	9%
50,000-59,999	355	13%
60,000-69,000	456	17%
70,000-79,999	409	15%
80,000+	1023	38%

many of the swimmers reside in the highest bracket. In fact, 1,023 swimmers families, or 38%, have an income higher than \$80,000. For a further break down of home value, see top sheet data.

Amateur Swimmers Household Earnings (above)

B. Home Value

Home value varies slightly from that of household income. The highest percentage of swimmer households live in homes valued at \$140,000-179,999. These 667 households make up a quarter of the population surveyed. However, a significant percentage of the population remains in the highest bracket of homes valued over

\$300,000. There are 333 households, which represent 12 % of the survey in this category.

Swimmers' average home values reveal similar results. The average swimmer's home value is approximately \$201,000, while the national average and the Arizona average held at approximately \$120,000.²² Thus, athletes' households in total are \$81,000 higher than National and Arizona Averages. This data, again, shows that swimming athletes' home value is approximately 168% of the national and Arizona averages.

Section Four: Psychographic Analysis

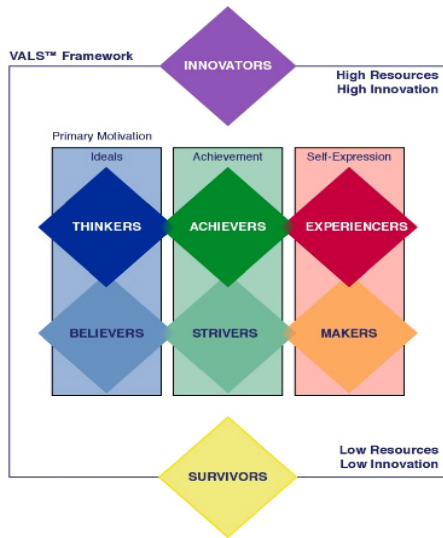
A psychographic analysis was executed to determine where the market segment for Arizona Swimming resides. When looking at how to understand a group of people, it is important to segment the market beyond rich and poor. By doing this, Arizona Swimming can better understand its market segment.

The VALS IItm (Values and Lifestyle System) survey is conducted by an independent marketing firm,²³ SBI Consulting Business Intelligence. One hundred and eighty five VALS IItm surveys were released and answered by swimmers' parents at the Age Group State swim meet hosted in July 2005. As a result, this survey, which was distributed to only parents of age group competitive swimmers, may illustrate a slight bias toward the preferences of age group families. Nevertheless, these results allow Arizona Swimming to better market the sport of swimming. With psychographic data, Arizona Swimming should have available additional tools necessary to pick and choose

²² Arizona was 121,300 and National was 119,600.

²³ ASU marketing department, specifically Mr. Jim Spiers approved conducting this study. See Definitions for Psychographic terms, including Thinkers, Achievers, Innovators, and Experiencers.

appropriate sponsors for the sport, and tell them exactly how to target their particular market segment.



Arizona swimming rankings consist primarily of 32% Innovators, 28% Thinkers, and 26% Achievers. The secondary data suggests that 28% are Innovators, 23% are Thinkers, 19% are Achievers, and 17% are Experiencers. Innovators have a strong secondary preference for thinkers. This

data should help further profile Arizona Swimming’s market.²⁴

Section five: Strategic Implications

The results suggest certain strategic implications and conclusions that Arizona swimming can draw. However, before examining the conclusions, it is necessary to reexamine the previous proposals in light of the primary and secondary market research conducted in this study to dispel or affirm widely held stereotypes throughout the swimming community. By doing this, Arizona Swimming can actively market the sport of swimming better within its community.

Proposition 1: Arizona competitive amateur swimmers are located throughout Arizona, with an equal percentage of swimmers residing in the Phoenix and Tucson metro areas.

The results of this study disproved this proposition. Based on the demographic results, 67% of amateur competitive swimmers reside in Phoenix Metro Area and only 17% reside in the Tucson metro area. The strategic implication of this is to have swim meets and or conferences conducted proportionally according to where the swimmers are located. For example, if there were 10 swim meets in a year, 6-7 should be in the

²⁴ Picture: Source: VALS II™ framework. Blackwell 224

Phoenix Metro area, because 67% of swimmers reside in this area. 1-2 swim meets should be in Tucson, because 17% of swimmers reside in Tucson. And 1-2 swim meets should be in Northern, Southern or Western Arizona, because the remaining athletes are in these areas (based on pool availability). Therefore, since a majority of the swimmers reside in the Phoenix Metro Area, that region should be entitled to have more meets than Tucson, Flagstaff or rural Arizona.

Proposition 2: Swimmers' households are believed to exceed both Arizona and national statistical quotas for household and family income and home value.

This proposition was proven to be correct. It is known that swimmers' households have an above average amount of money. However, just because people have the extra money does not mean they plan or intend to spend this money. However, there are particular products that attract the wealthy, a segment marketers would like to reach.²⁵

Affluent households are likely to spend their money on things that make their life easier. Durability and products that do not break down are valued at a premium and can be easily marketed. Additionally, products that enhance one's own self-image or the perception one has of one's self are all highly regarded. These include foods, skin care products, spa treatments et cetera. Marketers are more likely to find a wealthy person utilizing services, especially those relating to travel. Often times, one will find these "superaffluents," or people with an abundance of money, place a higher value on their time than money.²⁶

²⁵ Blackwell 195-220.

²⁶ Blackwell 202. "Superaffluents are good targets for "jewelry; electronics and home entertainment systems; upscale cars, including SUVs and sports models; art and entertainment."

A good source for advertising to the local superaffluent target market would be Phoenix Magazine. There is a common link between swimmers' families and upscale products, as previously demonstrated. Since Phoenix Magazine targets its advertising towards a relatively similar demographic group, namely superaffluents (based on the demographic breakdown in appendix 3, located on page 62), the magazine might be a useful tool to help identify potential sponsors who are in the local area. Advertisers who wish to reach an upscale magazine readership may also be willing to sponsor competitive swimmers whose families represent Phoenix Magazine's target market. One such example might be Molina's Fine Jewelers, who may be willing to sponsor competitive swimming due to the demographics of swimmers' households.

Proposition 3: Swimmers' households are correctly segmented as experiencers²⁷ and should continue to be marketed accordingly.

This proposition was proven incorrect by conducting a psychographic survey. Currently, the sport of swimming is marketed almost solely to Expreincers. This is true for ads produced for the recent nationally televised sporting event, "Duel in the Pool." One ad, conducted by USA Swimming, specifically targeted amateur swimmers' parents, encouraging them to join the swimming family. However, when ads came on for VISA, Phillips 66 or Mutual of Omaha, they were targeted towards those who wanted to "experience" new and outlandish things. These ads were targeted towards households which want to take decisive action, or be action oriented. However, as the results specifically spell out, these companies should be focusing more on innovators, achievers and thinkers, rather than experiencers (especially in their written publications).

²⁷ See definition appendix for definition of "Experiencers" or any other relevant marketing terminology.

In other words, these companies are unknowingly targeting the swimmers (who are experiencers) rather than the parents who represent the previously mentioned categories. Granted companies like Speedo want to target the kids, because the kids are actually using the products. However, there are not many amateur swimmers who need (or can make the decisions for) the services provided by Mutual of Omaha. Additionally, only 33% amateur swimmers need the services of Phillips 66, since you have to be over sixteen to drive without a parent.²⁸ Therefore, it is imperative that USA Swimming rethink how they advertise to the population for luxury v. non-luxury goods. The same rule applies for Arizona Swimming.

While it has been established that this group is wealthy, what the psychographic analysis tells Arizona Swimming is how conservative their base is. The following section breaks down achievers, innovators and thinkers and comments on possible strategies to pursue.²⁹

Looking at the Achievers segment, Arizona Swimming should really be targeting products to enhance peoples' well being. Wholesome companies like Dannon Yogurt go well with this market segment and are utilized by Triathlon and Duathlon governing bodies as a title sponsor for their banner events. While Dannon is not the only wholesome product out there, it is a good indicator of the types of product sponsors who may be interested in showing support for youth athletics.

Market Thinkers look for products which have a more sophisticated message and meaning. These products generally require a high involvement purchase such as certain

²⁸ Swimmers over the age of Sixteen represent thirty-three percent of Arizona Swimming's roster.

²⁹ Note: Author makes no statements to the achievability of recommendations. Also, author's suggestions should not negate current and active sponsors that would regularly line with experiencers and Arizona Swimming, for example Gatorade or Powerbar. The swimmers themselves can still be targeted. Youth athletes, as a rule, are thought to be experiencers.

services for medical procedures (including complicated procedures like eye surgeries), financial services, home reality services (especially given swimmers' high home values), and insurance services. However, be careful especially with companies like Mercedes Benz with this group. While they are likely to buy a Mercedes or other "luxury" car, their conservative mindset, that of "thinkers," may lend them to shy away from the S class or the chrome wheels or even a gold star on the front because they consider it too ostentatious.

Finally, Innovators are a little more ostentatious, and prefer the finer pleasures. To this category, marketing should be focused on things that save time, energy, and generally make people's life easier. For example, Mercedes Benz, Lexus, BMW are all products which might be considered appropriate for an innovator. This group also responds well to any device or mechanism that can save time. Also, any company that is concerned with a person's image would be appropriate for this segment even if they target a slightly younger market.

Each of the categories shares certain commonalities. One of the most surprising elements of the VALS II test results was 90% of the participants said they did not like to work with wood, metal, or go into a Checker auto parts store. Arizona Swimming can capitalize on this by having Home Depot, or Lowe's advertise their *services* available for the consumer. Almost unanimously, parents said they would rather hire something done then to do it by themselves. Any company that does installations would benefit from advertising with this particular market segment, too. A backwards way of approaching promotion of the sport would be to analyze what the swimming populous does not like, and then ask those companies to educate people about what services they are providing to

attract this market segment. Arizona Swimming may be surprised with how many want to participate or sponsor youth athletics. For example Home Depot is a HUGE sponsor of youth athletics; often times even providing and advertising jobs for the athletes, too.

Proposition 4: The swimmer's geographic location, within a metropolitan area, is indicative of income and home value. Therefore, swimmers' households in Scottsdale and Paradise Valley will have the most attractive market for advertising.

This proposition was proven incorrect as a result of the demographic study. The most surprising results are where the money is located. The survey found that the city with the most money is in, not surprisingly, Paradise Valley. Paradise Valley has an average family income of \$130,000 and home value of \$500,000. However, the surprise was Peoria at number two with a family income of \$102,000 and a \$365,000 home value. Household income by region has similar results. The West Valley and Phoenix were both well above the statistical mean, with the North East Valley having the highest income and home value. The rural areas fell in line with expectations, rounding out the bottom of the list with family incomes ranging from thirty to seventy thousand dollars. However, every region of swimmers was above the national and Arizona averages for income and home value.

Conclusions:

First, both demographic and psychographic data illustrate that all previous conclusions about market targets are inaccurate or at least, incomplete, except that swimmers' families will be above the national average in income and home value. In fact, swimmers are 1.5 to 2 times above the national average in these categories depending on the statistics one uses. Also, swimmers' households, however wealthy, are

not as likely to be experiencers, but rather achievers, innovators, or thinkers. Additionally, people who pursue the sport are not necessarily geographically segmented by income. For example, swimmers' households in Scottsdale make less on average than those of Peoria. However, households residing outside the metropolitan areas are making substantially less on average than those in the city.

Secondly, the demographic and psychographic data identify particular market segments that should be targeted. Based on the demographic information, it is suggested that Arizona Swimming look internally for sponsors to support the sport and externally to the types of organizations that advertise in Phoenix Magazine. As far as internal sponsors, in 2001, the parents of the Phoenix Swim Club National Team consisted of Engineers, Accountants, Lawyers and Restaurant Owners. Looking closely at the parents, the General Manager of Pitre Auto Nation and Mercedes Benz were also parents of swimmers. Moreover, other parents served as executives in companies like Cisco and may have contributed in a different way, by providing internships to other swimmers, for example. By looking at the current set of parents, one should not be surprised to see that the Marketing Executive for Coldstone Creamery is also a parent of an amateur competitive swimmer.

Finally, swimmers' families should not necessarily be targeted towards specific "luxury goods." While swimmers' families are able to enjoy the finer things in life, they do so with restraint. This market segment, using the Mercedes example, is likely to buy a Mercedes because it represents class. However, they would be likely to buy the C or M class rather than the S class because of the conservative nature of the average swimmer's family, as represented by the psychographic study.

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Definitions Appendix

Achievers. “Motivated by the desire for achievement, Achievers have goal-oriented lifestyles and a deep commitment to career and family. Their social lives reflect this focus and are structured around family, their place of worship, and work. Achievers live conventional lives, are politically conservative, and respect authority and the status quo. They value consensus, predictability, and stability over risk, intimacy, and self-discovery. With many wants and needs, Achievers are active in the consumer marketplace. Image is important to Achievers; they favor established, prestige products and services that demonstrate success to their peers. Because of their busy lives, they are often interested in a variety of time-saving devices.”³⁰

Age Group Swimming: Age group swimming is a specifically defined term in swimming. It consists of boy and girl swimmers aged 9-14.

Amateur Swimmers: (1) Swimmers age 4-23 engaged in the sport of competitive swimming. (2) Amateur swimmers when referring to household income and home value relate to the parents’ buying power, not the actual swimmers’ disposable income.

Arizona Swimming Regions: This study dissects Arizona into nine different regions: Tucson, Phoenix, West Valley, South East Valley, North East Valley, Northern Arizona, Southern Arizona, and Western Arizona.

Believers: “Like Thinkers, Believers are motivated by ideals. They are conservative, conventional people with concrete beliefs based on traditional, established codes: family, religion, community, and the nation. Many Believers express moral codes

³⁰ ibid

that are deeply rooted and literally interpreted. They follow established routines, organized in large part around home, family, community, and social or religious organizations to which they belong. As consumers, Believers are predictable; they choose familiar products and established brands. They favor American products and are generally loyal customers.”³¹

Demographics: Demographics act as a proxy between consumers and marketers. They Specifically show the “size, structure, and distribution of the population...and explain two thirds of everything.”³² Demographics consists of age, income, population, location, home value, etc.

Experiencers: “Experiencers are motivated by self-expression. As young, enthusiastic, and impulsive consumers, Experiencers quickly become enthusiastic about new possibilities but are equally quick to cool. They seek variety and excitement, savoring the new, the offbeat, and the risky. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities. Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing. Their purchases reflect the emphasis they place on looking good and having "cool" stuff.”³³

Innovators: “Innovators are successful, sophisticated, take-charge people with high self-esteem.

Because they have such abundant resources, they exhibit all three primary motivations in varying degrees. They are change leaders and are the most

³¹ ibid

³² Blackwell, Consumer Behavior 188. According to Marketing guru David Foot, “Demographics explain 2/3 of everything.”

³³ Ibid

receptive to new ideas and technologies. Innovators are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services. Image is important to Innovators, not as evidence of status or power but as an expression of their taste, independence, and personality. Innovators are among the established and emerging leaders in business and government, yet they continue to seek challenges. Their lives are characterized by variety. Their possessions and recreation reflect a cultivated taste for the finer things in life.”³⁴

Makers: “Like Experiencers, Makers are motivated by self-expression. They express themselves and experience the world by working on it-building a house, raising children, fixing a car, or canning vegetables-and have enough skill and energy to carry out their projects successfully. Makers are practical people who have constructive skills and value self-sufficiency. They live within a traditional context of family, practical work, and physical recreation and have little interest in what lies outside that context. Makers are suspicious of new ideas and large institutions such as big business. They are respectful of government authority and organized labor, but resentful of government intrusion on individual rights. They are unimpressed by material possessions other than those with a practical or functional purpose. Because they prefer value to luxury, they buy basic products.”³⁵

Metro Area: There are three metro areas in Arizona – Phoenix, Tucson, and “Non-Metro Arizona”

³⁴ <http://www.sric-bi.com/VALS/> SRI Consulting Business Intelligence

³⁵ Ibid.

North East Valley Region: The North East Valley consist of Scottsdale, Paradise Valley, Fountain Hills, Cave Creek and Carefree.

Phoenix Region: Phoenix region consist of every zip code located in Phoenix as outlined by both mapquest.com and USA Swimming's SWIMS database
Youngtown, Laveen, and Sun City

Northern Arizona Region: The Northern Arizona region consist of Flagstaff, Sedona, Prescott, Kingman, Parks, and Show Low.

Senior Swimming: Senior swimming is a specifically defined term in swimming.
Senior swimming consists of swimmers age 15-18.

South East Valley Region: The South East Valley consist of Mesa, Higley, Gilbert, Apache Junction, Chandler, Tempe, Maricopa, and Queen Creek

Southern Arizona Region: The Southern Arizona region consists of Hereford, Sierra Vista, Casa Grande, Douglas, Fort Huachuca, Coolidge, Florence, and other addresses outside the state of Arizona.

Strivers: "Strivers are trendy and fun loving. Because they are motivated by achievement, Strivers are concerned about the opinions and approval of others. Money defines success for Strivers, who don't have enough of it to meet their desires. They favor stylish products that emulate the purchases of people with greater material wealth. Many see themselves as having a job rather than a career, and a lack of skills and focus often prevents them from moving ahead. Strivers are active consumers because shopping is both a social activity and an opportunity

to demonstrate to peers their ability to buy. As consumers, they are as impulsive as their financial circumstance will allow.”³⁶

Survivors: “Survivors live narrowly focused lives. With few resources with which to cope, they often believe that the world is changing too quickly. They are comfortable with the familiar and are primarily concerned with safety and security. Because they must focus on meeting needs rather than fulfilling desires, Survivors do not show a strong primary motivation. Survivors are cautious consumers. They represent a very modest market for most products and services. They are loyal to favorite brands, especially if they can purchase them at a discount.”³⁷

Swimmers: Swimmers, for the purposes of this study, references amateur competitive swimming athletes.

Thinkers: “Thinkers are motivated by ideals. They are mature, satisfied, comfortable , and reflective people who value order, knowledge, and responsibility. They tend to be well educated and actively seek out information in the decision-making process. They are well-informed about world and national events and are alert to opportunities to broaden their knowledge. Thinkers have a moderate respect for the status quo institutions of authority and social decorum, but are open to consider new ideas. Although their incomes allow them many choices, Thinkers are conservative, practical consumers; they look for durability, functionality, and value in the products they buy.”

Tucson Region and Metro Area: Tucson region consists of Tucson and surrounding

³⁶ Ibid

³⁷ ibid

Cities

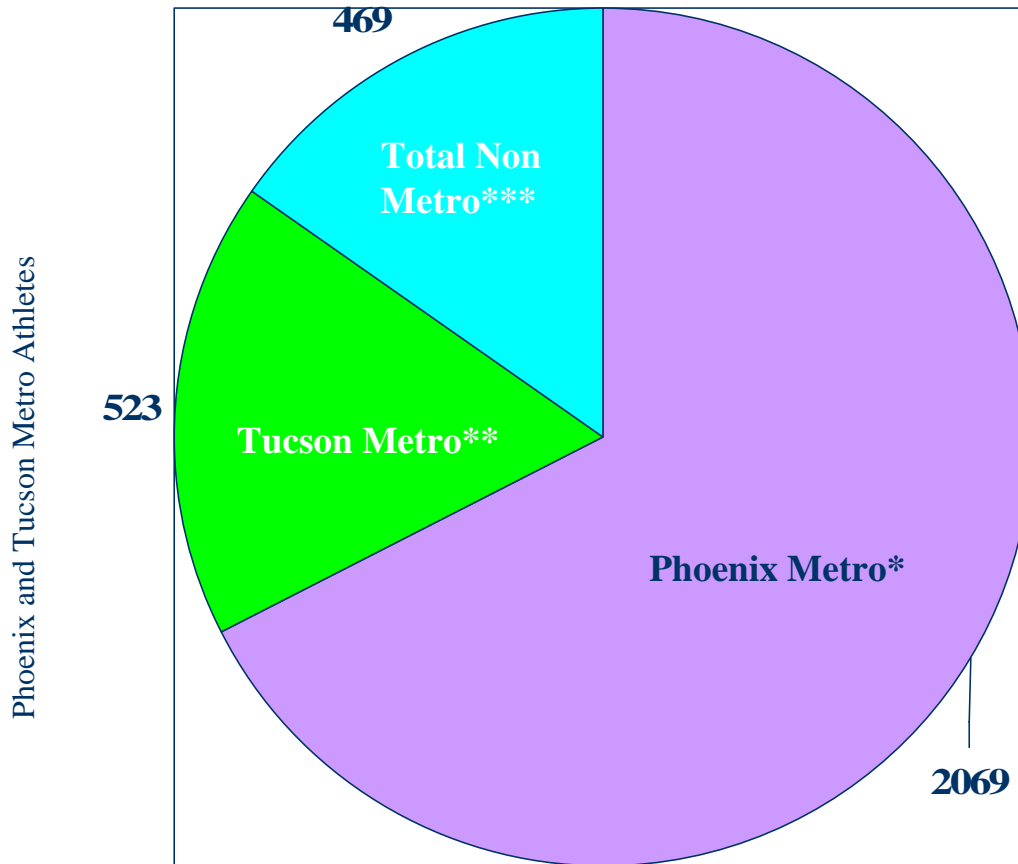
VALS II Psychographic Survey: The VALS II survey asks about forty questions to understand the psychology behind buying habits.

West Valley Region: The West Valley region consists of Goodyear, Litchfield Park, Peoria, Avondale, Glendale, Buckeye, Surprise, Tollison, Waddell, Witman,

Western Arizona Region: The Western Arizona region consist of Yuma, Lake Havasu, and Parker Dam.

Arizona Swimming, Inc.

Athletes in Arizona Swimming by metro area



Comments

*Metro Phoenix consists of Phoenix, North East Valley, South East Valley and West Valley and comprises of 67.6 percent of total athlete population.

**Tucson includes all Tucson and surrounding areas and comprises of 17.1 percent of total athlete population.

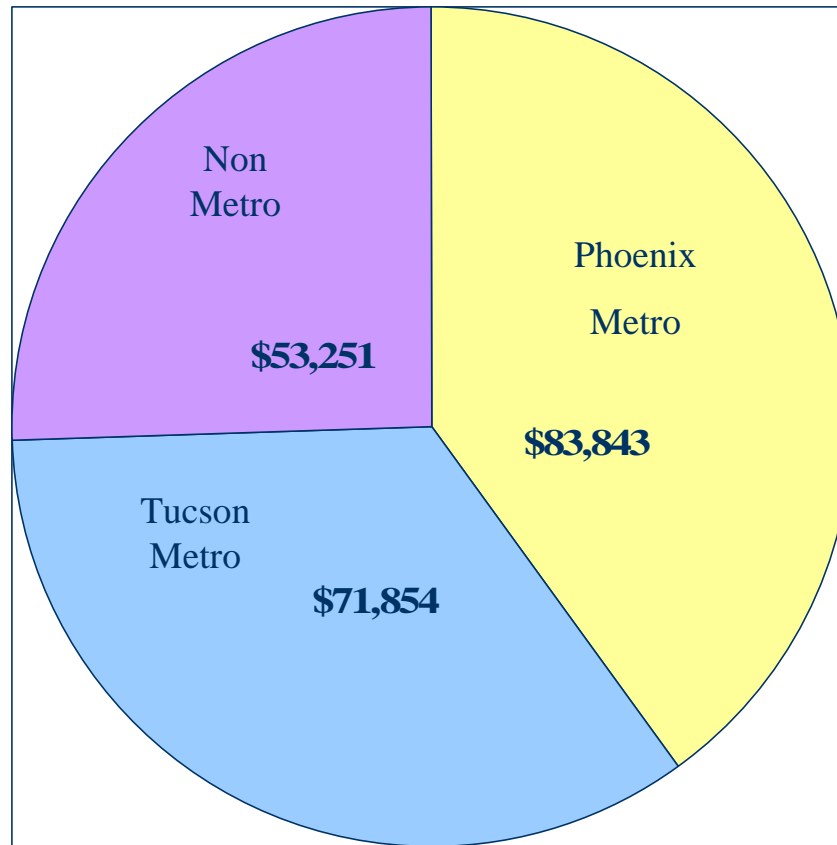
***Non Metro Area consists of Northern, Southern and Western Arizona athletes, or 15.3 percent of total athlete population

See other graphs for additional details.

Arizona Swimming, Inc.

Swimmers Household Income by Metro Area

Metro area swimmers
household income by metro
area



Comments:

Phoenix Metro consists of the Phoenix, North East Valley, South East Valley, and West Valley regions.

Non Metro regions consist of Northern Arizona, Western Arizona and Southern Arizona,

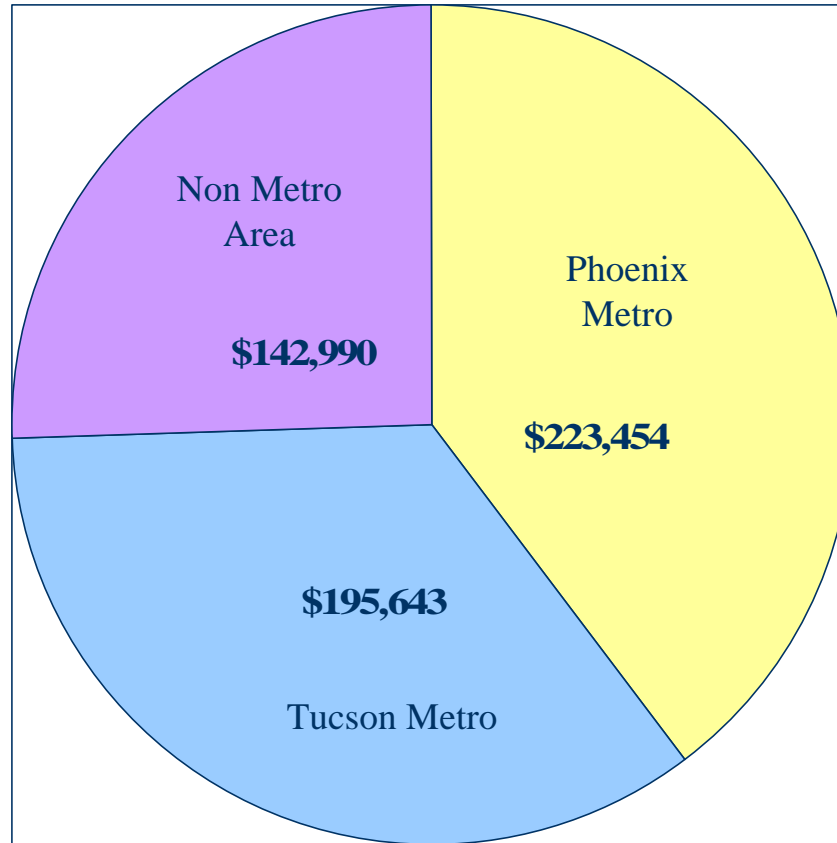
See subsequent graphs for breakdown of those regions

All three areas are above the National average of \$40,558

Arizona Swimming, Inc.

Athlete Home Value by Metro Area

Athlete Home Value by Metro Area



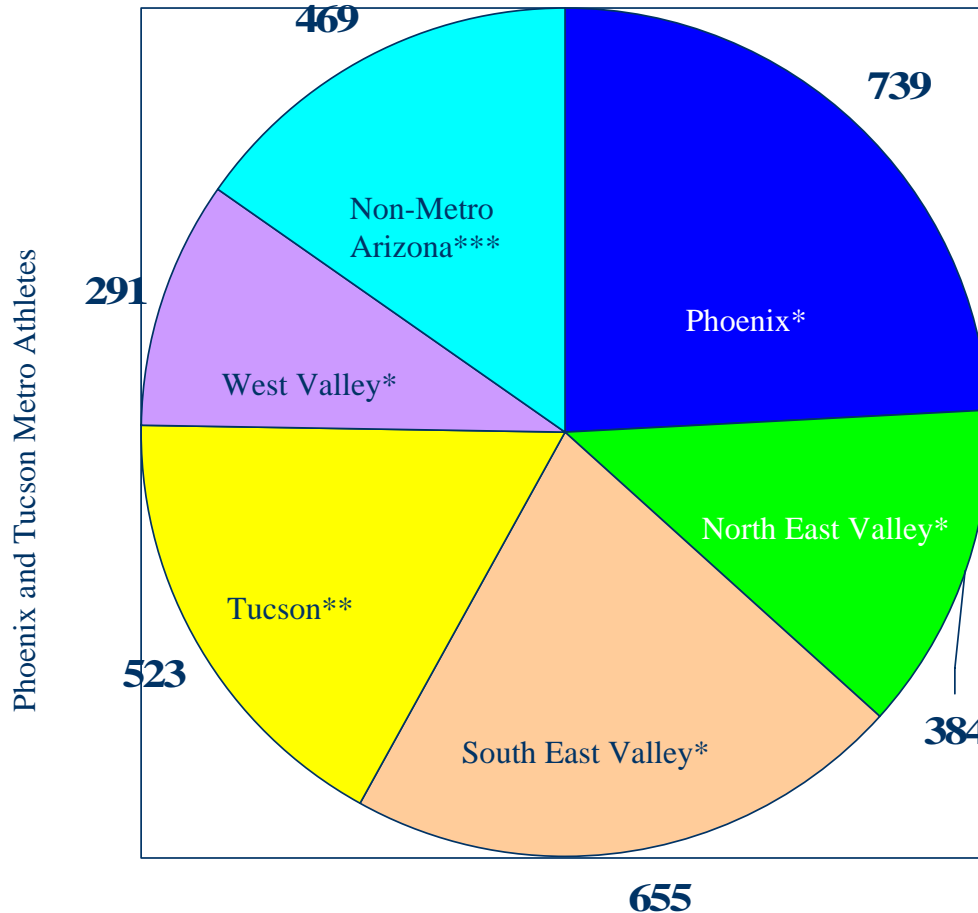
Comments

Metro Area measuring Home Value. All three regions are above national average of \$119,600.

Source: 2000 Census: Median Home Values, Data Compilation by author.

Arizona Swimming, Inc.

Number of Arizona Athletes by Phoenix and Tucson Metro Area



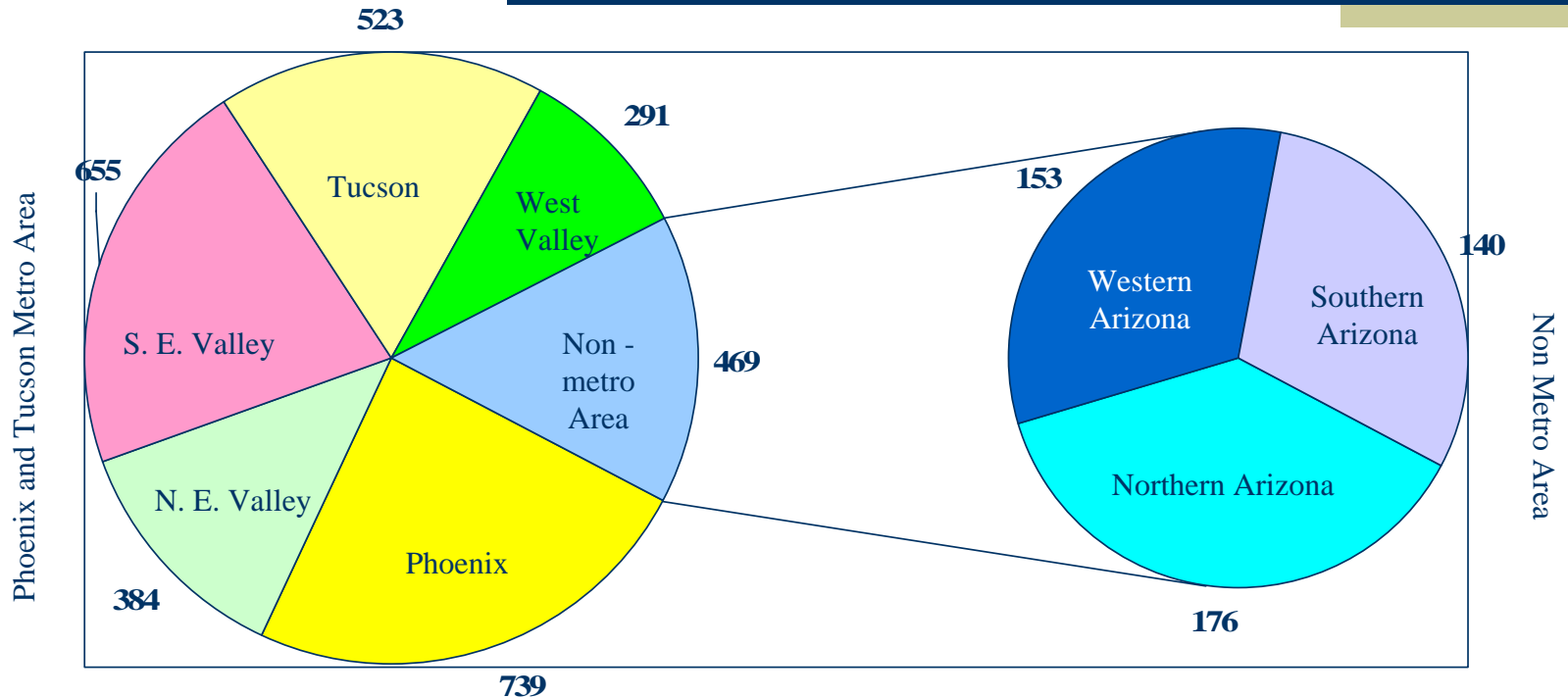
Comments

Breakdown of Tucson and Phoenix Metro Regions plus Non-Metro areas are accounted for in this graph.

See additional graphs for details.

Arizona Swimming, Inc.

Number of Athletes by Region in Arizona Swimming

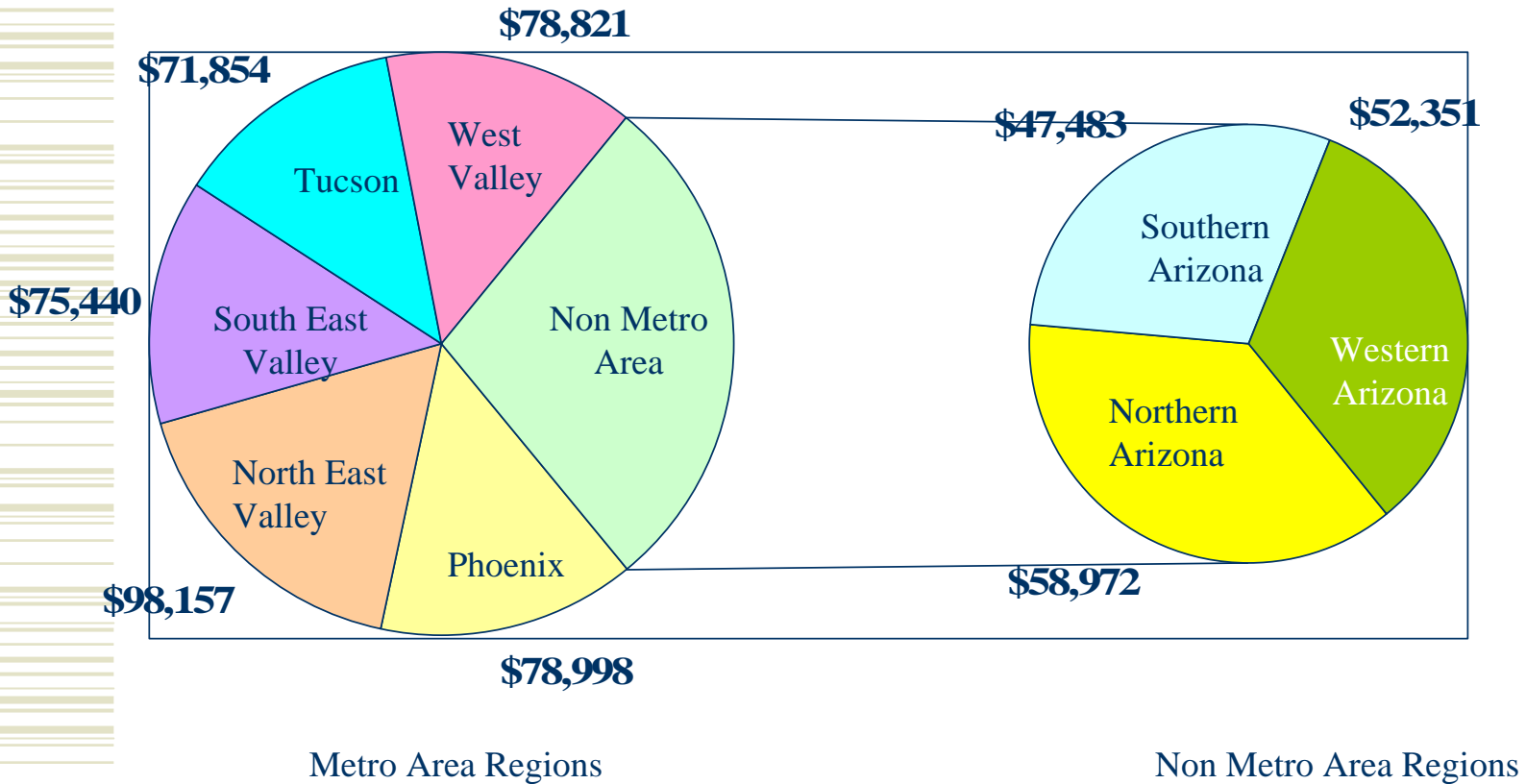


Comments

Athletes are categorized into 9 different regions based on location. The large pie encompasses all 'metro areas'; small pie illustrates all 'non-metro athletes'. Graph comprises of all 3,061 athletes. See additional graphs for details.

Arizona Swimming, Inc.

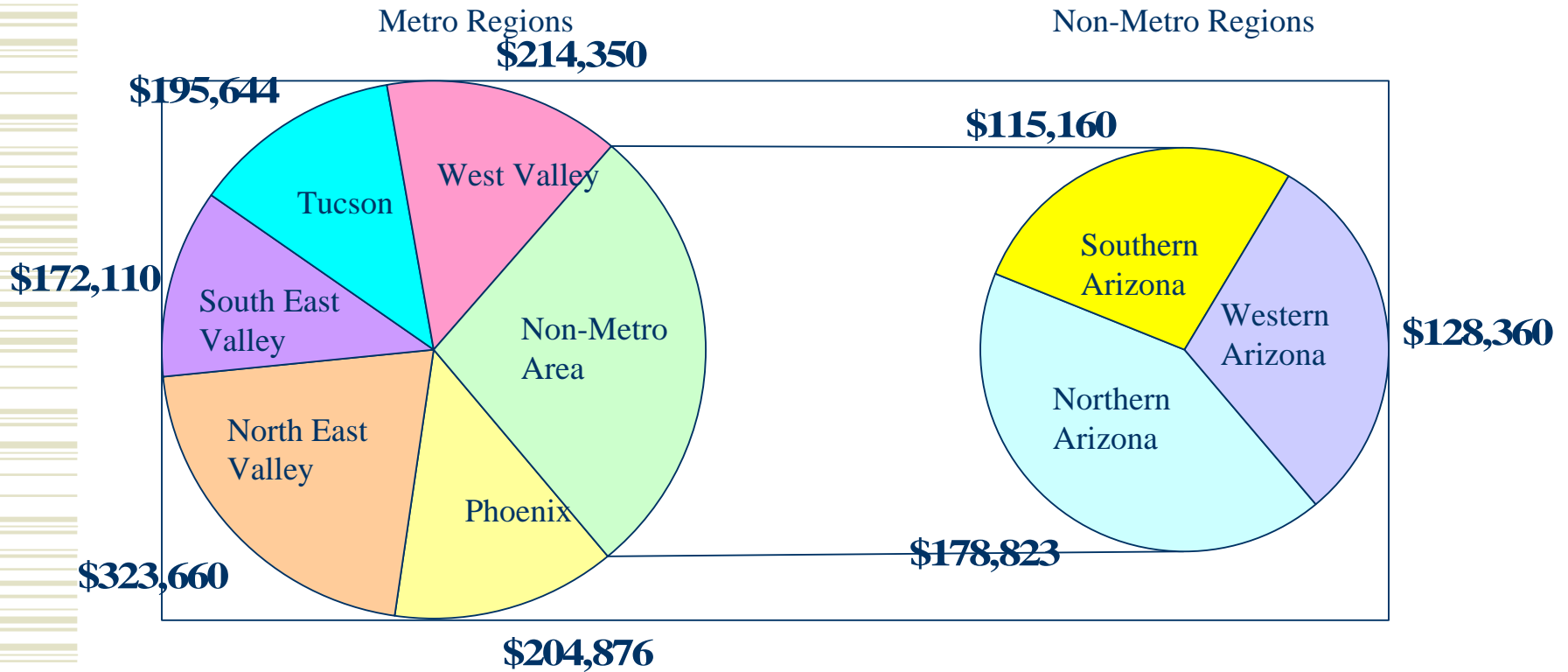
Swimmers Household Income Level by Region



Source: 2000 Census; Median Household Income by census tract. Data compilation by author

Arizona Swimming, Inc.

Swimmers Home Value by Region

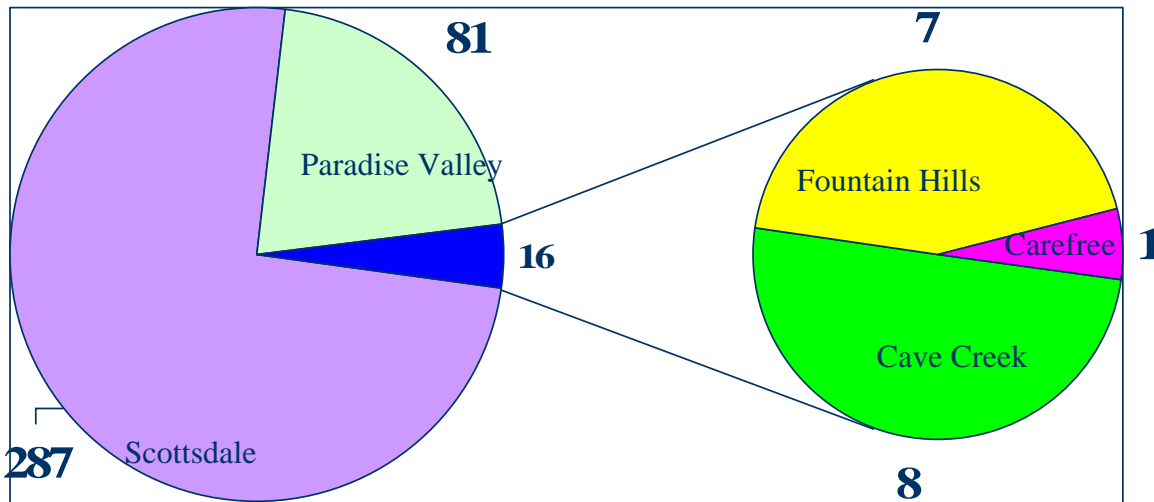


Source: 2000 Census: Median Home Values, Data Compilation by author.

Arizona Swimming, Inc

Number of Athletes in North East Valley

North East Valley Athletes

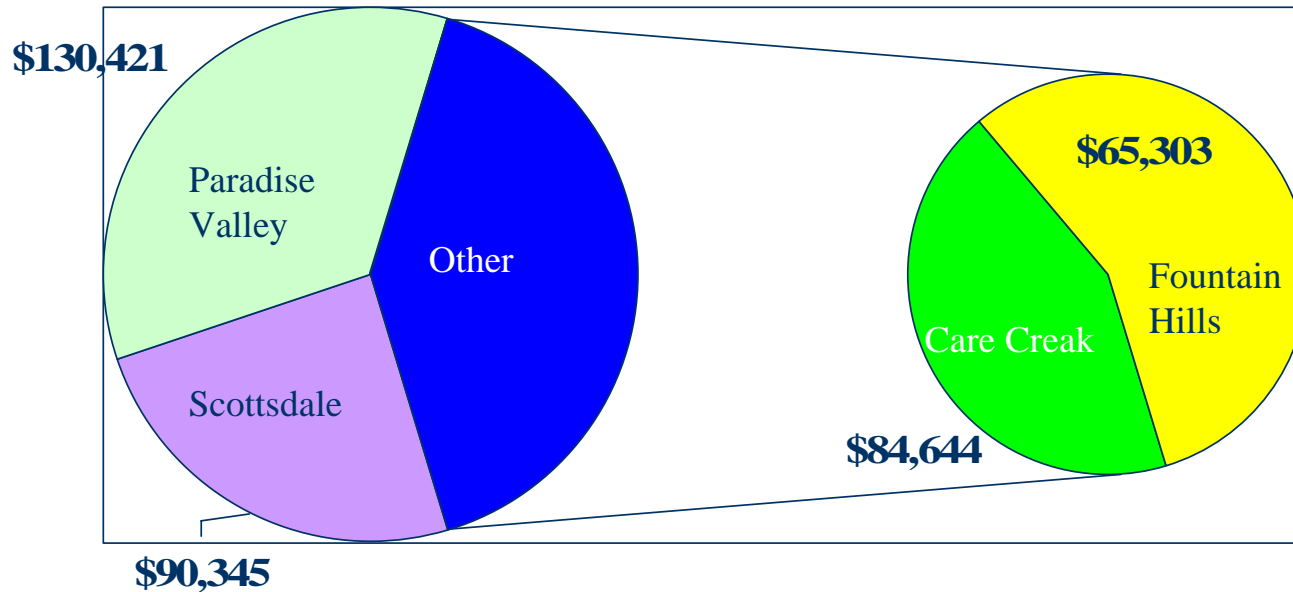


Comments

384 of the 3,061 or 12.6 percent of athletes reside in the North East Valley.

Arizona Swimming, Inc.

North East Valley Swimmer's Household Income by City

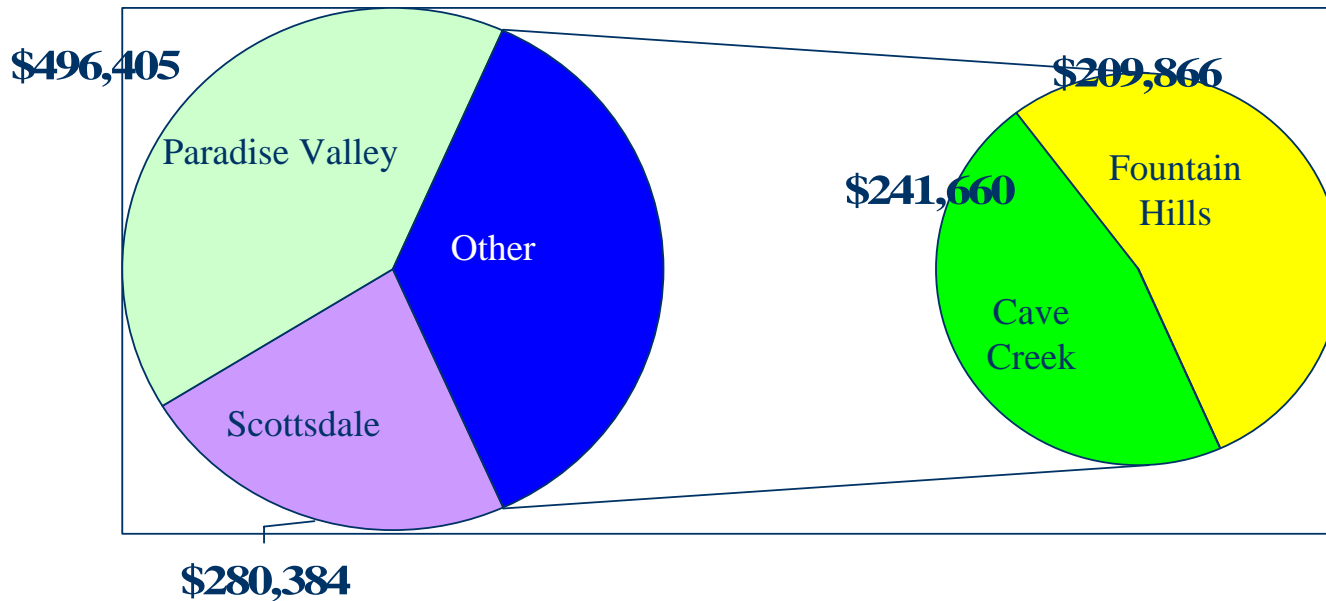


Comments:

Northern Arizona swimmers household Income is \$98,157

Arizona Swimming, Inc.

North East Valley Swimmer's Home Value by City



Home value for the North East Valley

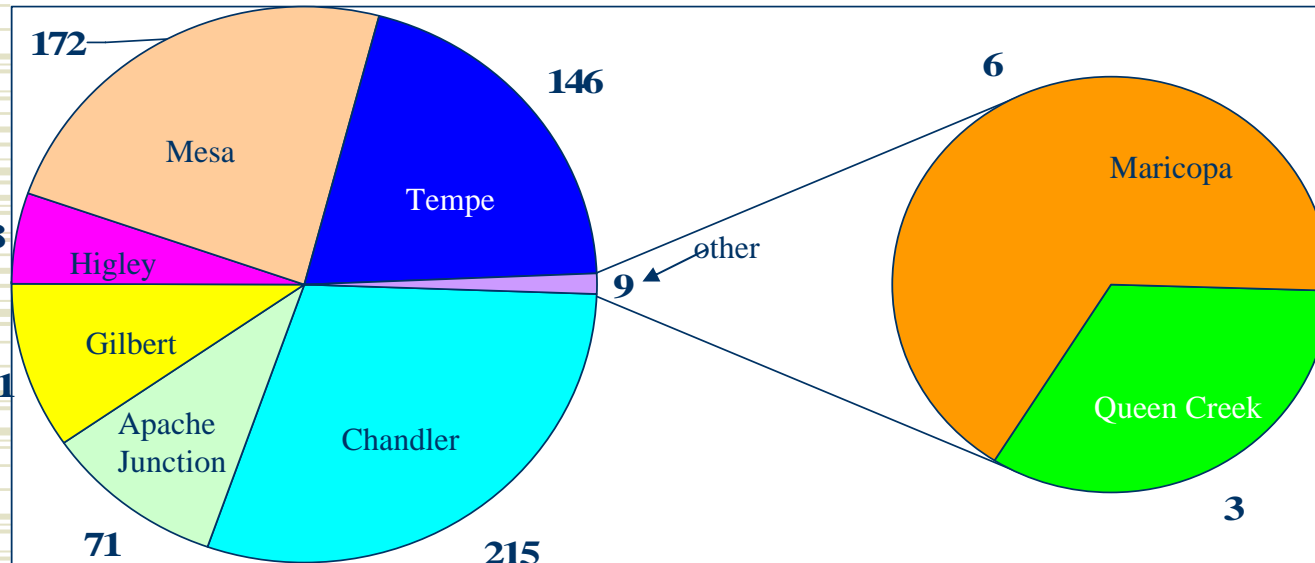
Comments:

The average home value for the North East Valley is \$323,600.

The One represents Carefree, which is not represented individual values in this portion of the study.

Arizona Swimming, Inc.

Athletes in the South East Valley

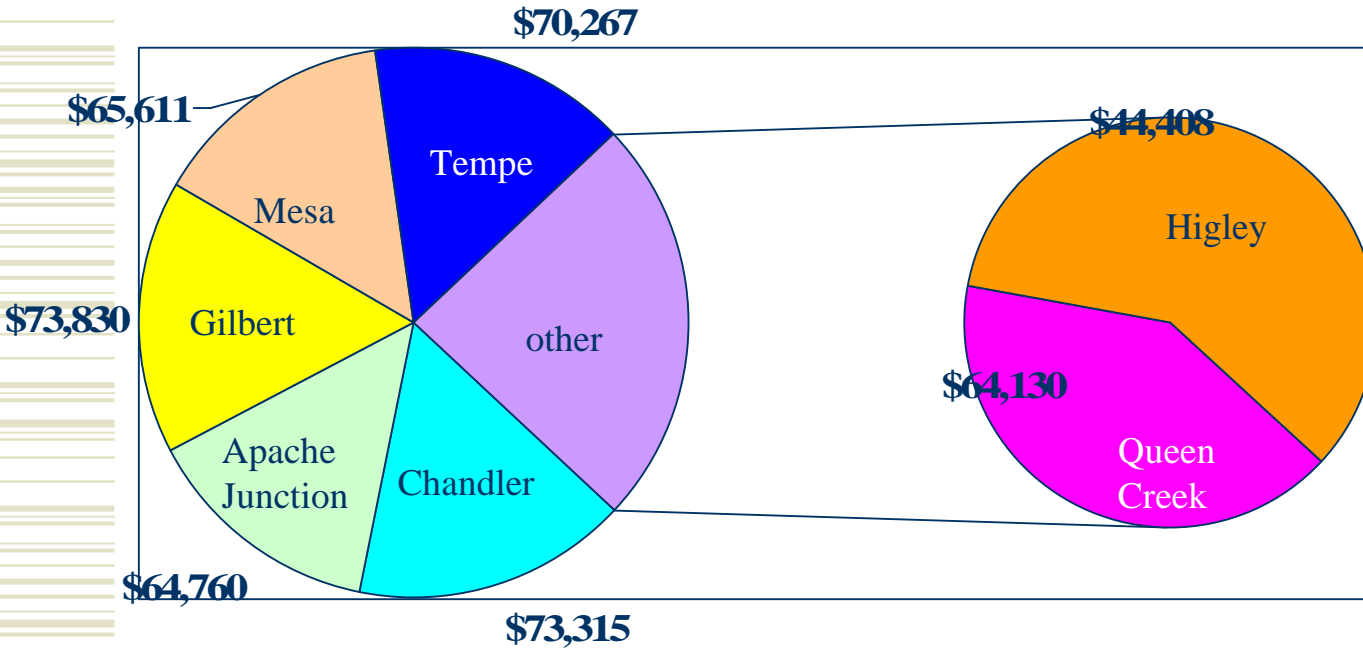


Comments

655 of the 3,061 or 21.4 percent of athletes reside in South East Valley

Arizona Swimming, Inc.

South East Valley Swimmer's Household Income by City



Comments

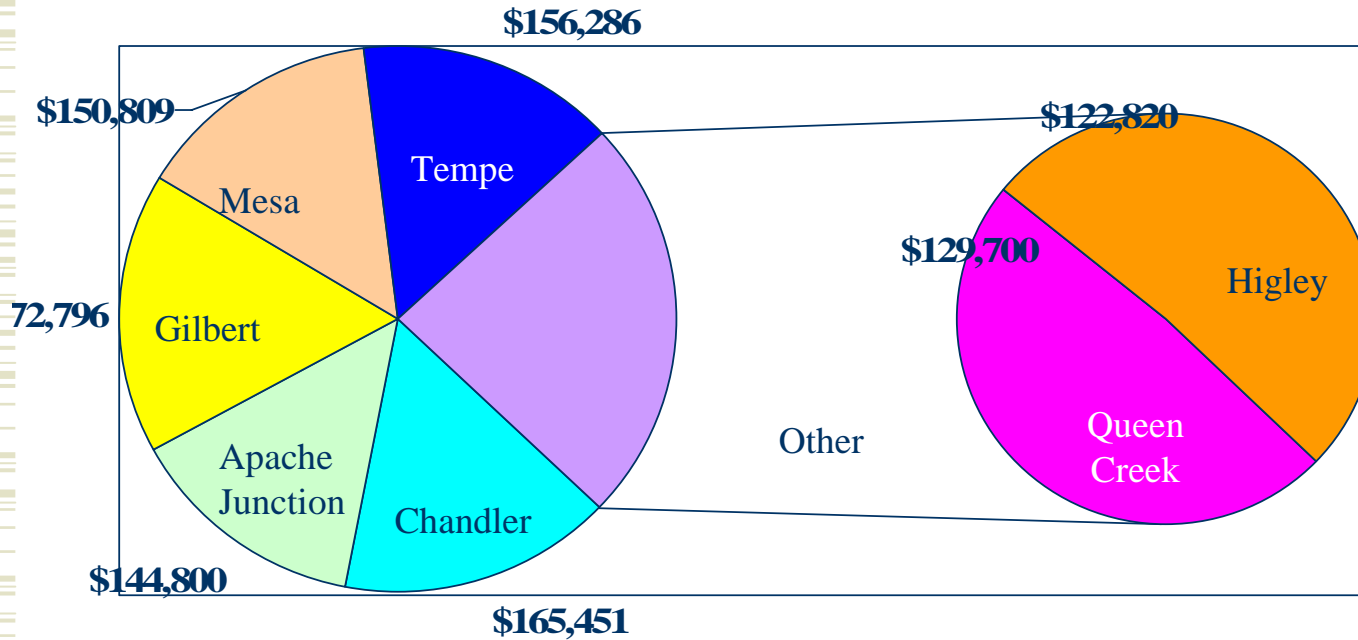
Average Household Income for the South East Valley is 75,440

There are three households not represented that were previously counted on chart 11

Swimmer Household Income in South East Valley

Arizona Swimming, Inc.

South East Valley Swimmer's Household Income by City



Comments:

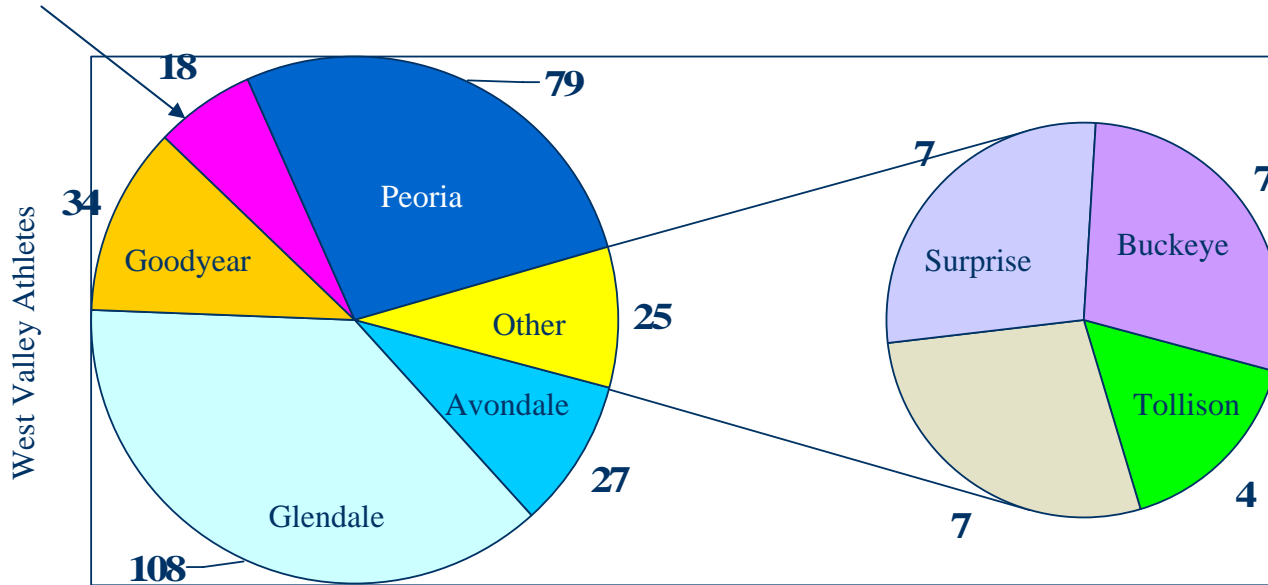
The average swimmers home value for the South East Valley is \$172,109

There are three households not represented that were previously counted on chart 11

Arizona Swimming, Inc.

Number of Athletes in the West Valley

Litchfield Park



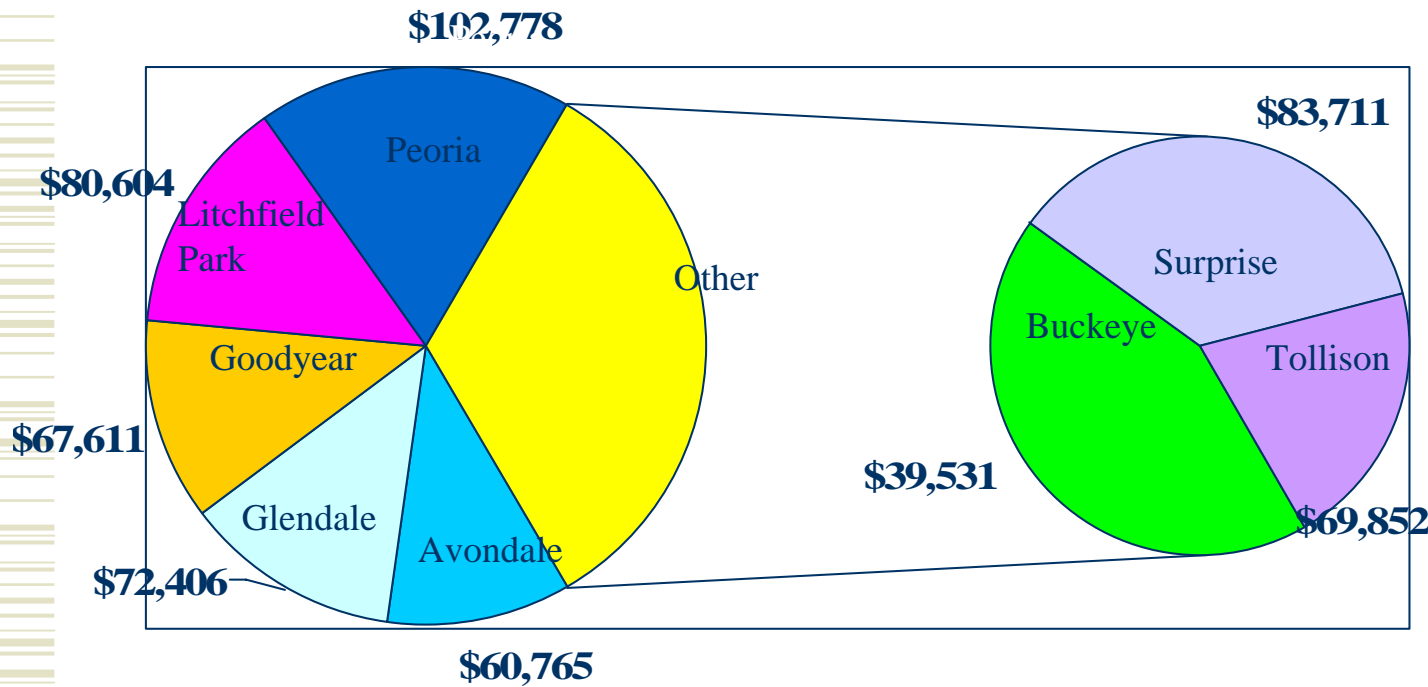
Comments

291 of the 3,061 or 9.5 percent of athletes reside in the West Valley.

. Waddell, Witman Youngtown Laveen and Sun City comprise of the gray section of the little pie

Arizona Swimming, Inc.

West Valley Swimmer's Household Income by City



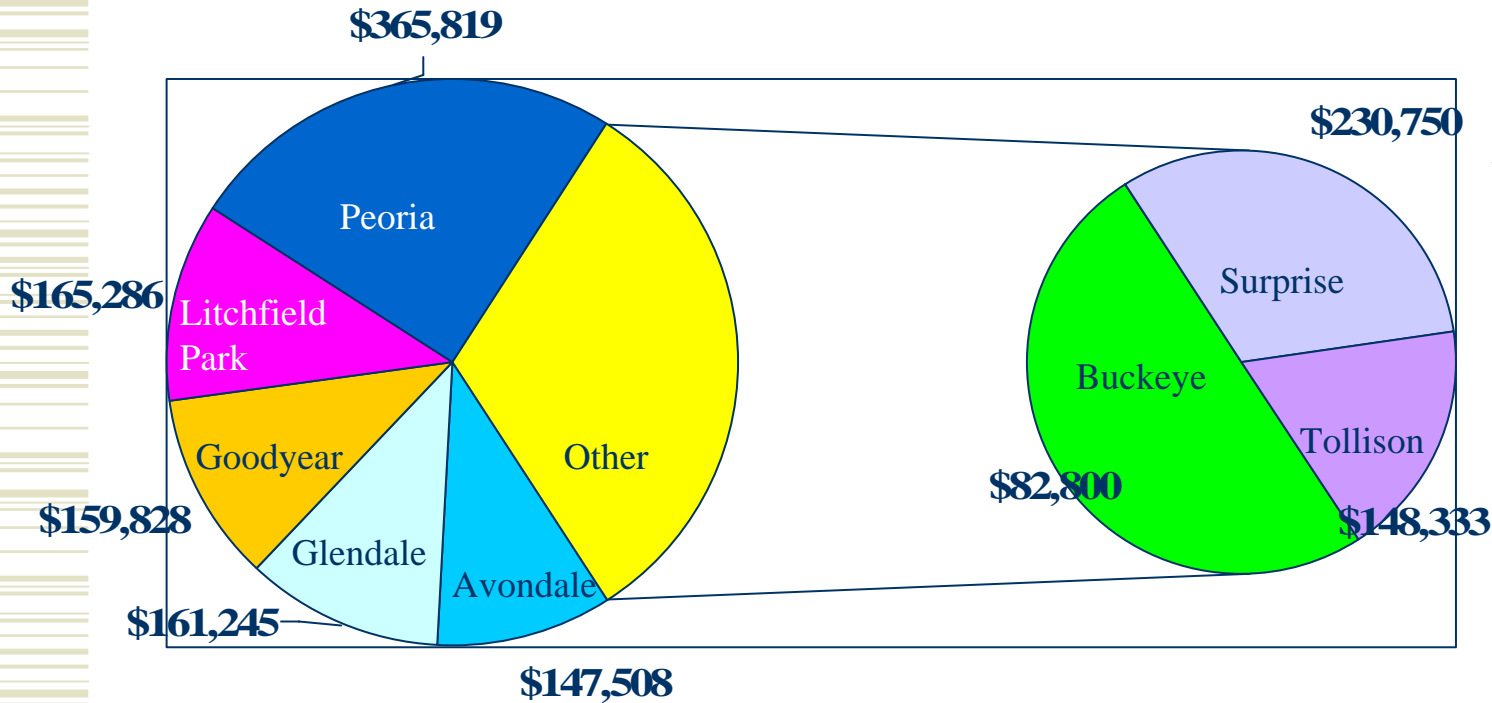
Comments

The average income level for the West Valley is \$78,821.

There are seven households not represented as to recorded income level.

Arizona Swimming, Inc.

West Valley Swimmers Home Value



Comments:

West Valley average Home Value is \$214,350

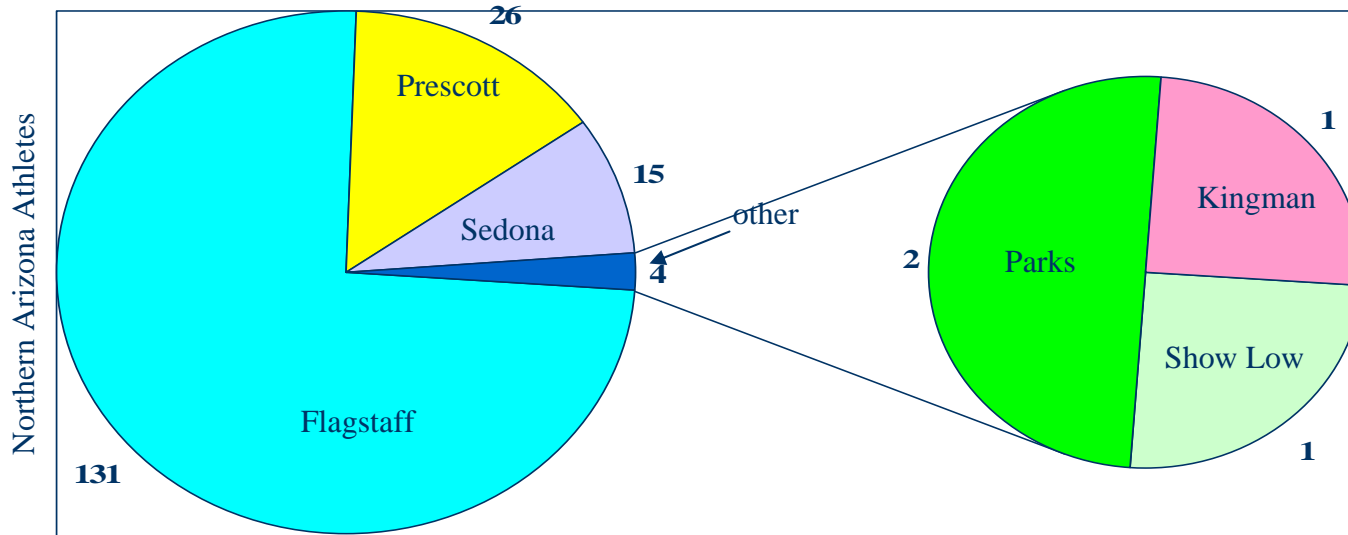
West Valley Athletes Household Income

Arizona Swimming, Inc.

Athletes in Northern Arizona

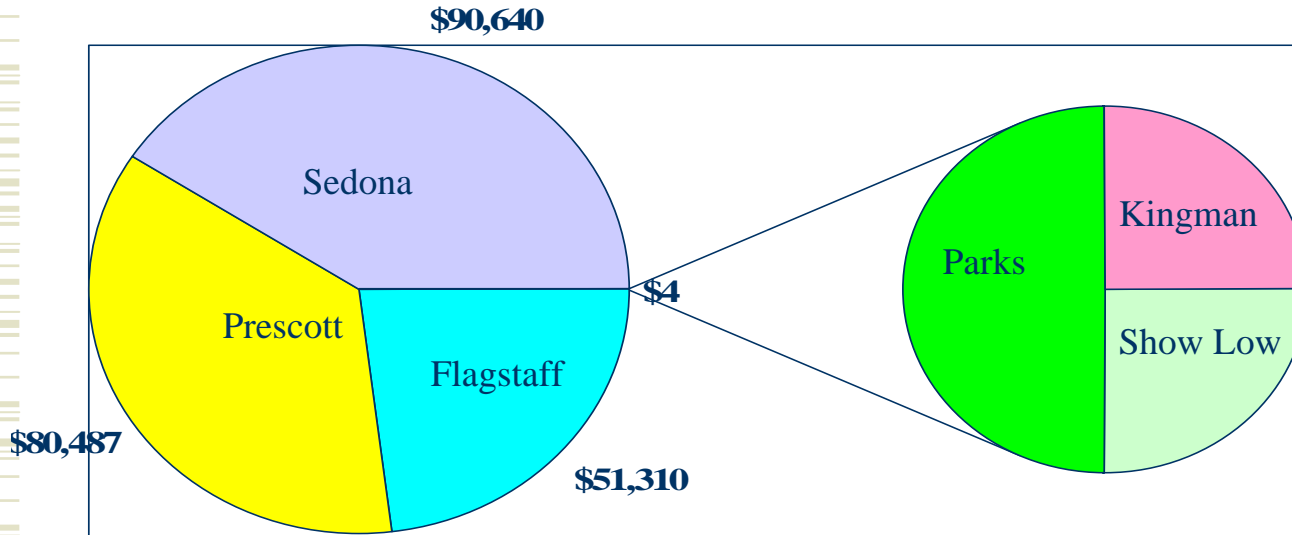
Comments

176 of the 3,061 or 5.7 percent of athletes reside in Northern Arizona



Arizona Swimming, Inc.

Northern Arizona Swimmer Household Income by City



Northern Arizona Athlete Household Income

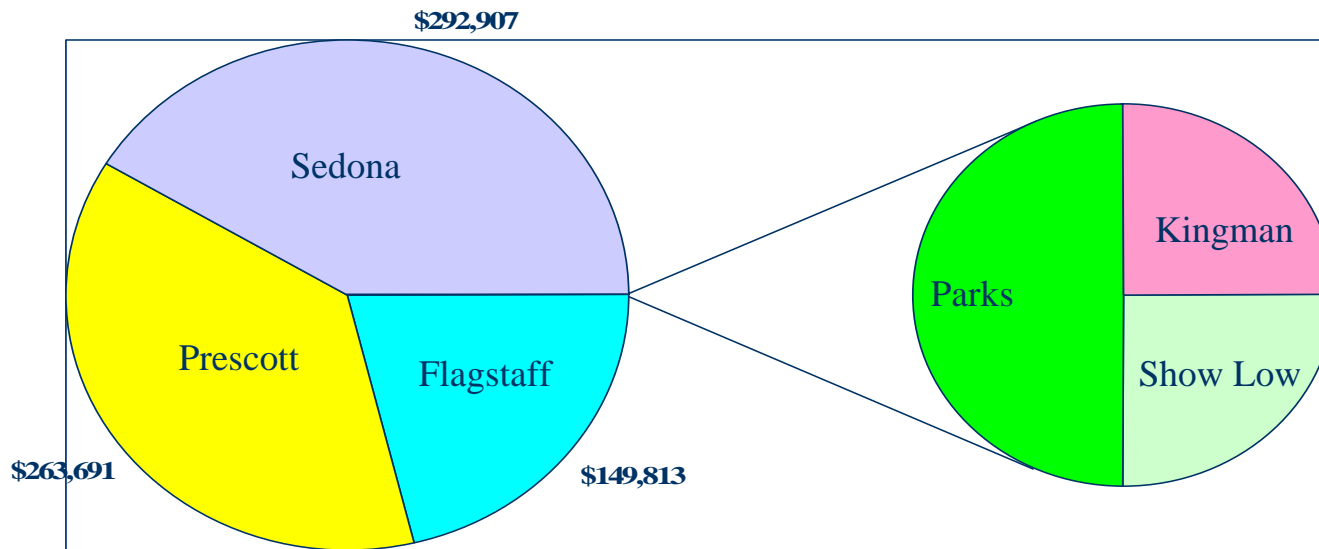
Comments

Northern Arizona average swimmers household income is \$58,972.

Parks, Kingman, and Show Low household income is not represented by the data presented

Arizona Swimming, Inc.

Northern Arizona Swimmer's Home Value by City



Northern Arizona athlete home value

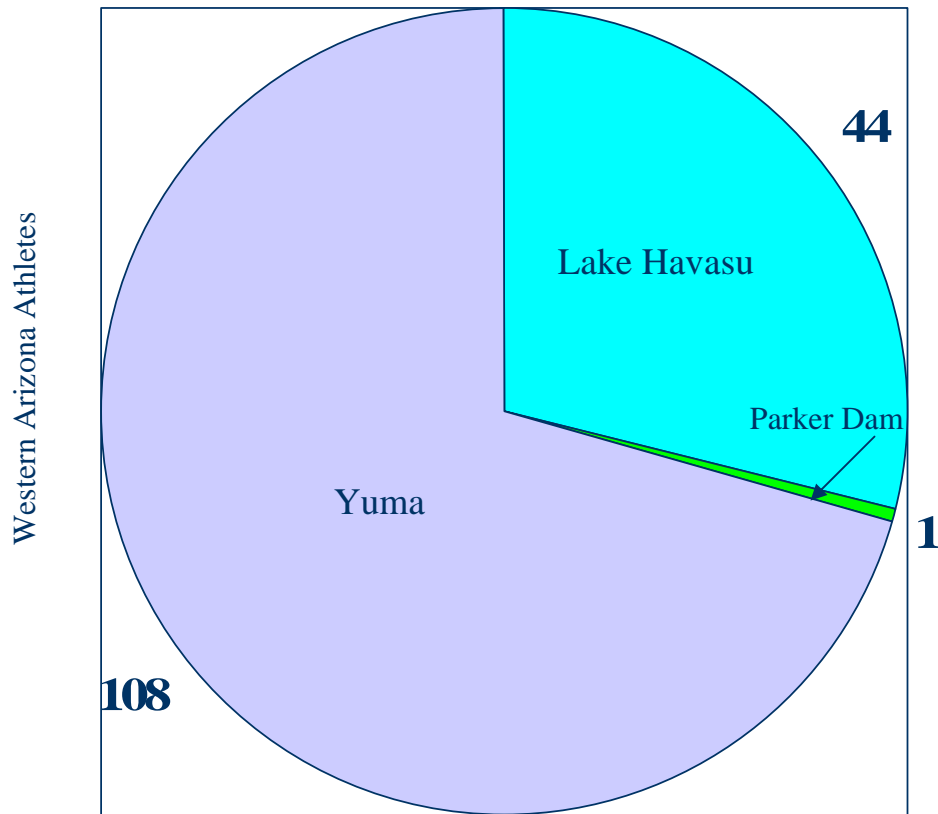
Comments

Northern Arizona average swimmers home value is \$178,823.

Parks, Kingman, and Show Low household income is not represented by the data presented

Arizona Swimming, Inc.

Number of Athletes in Western Arizona

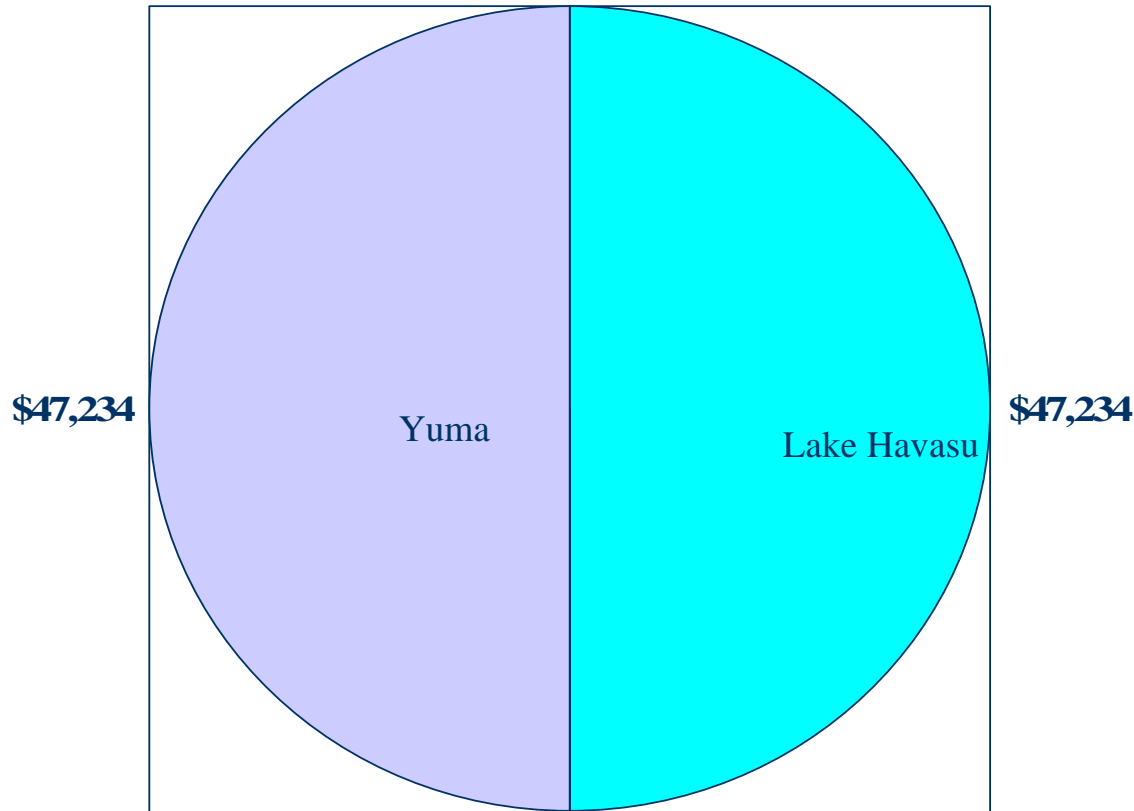


Comments

153 of the 3,061 or 5 percent of athletes reside in Western Arizona

Arizona Swimming, Inc.

Western Arizona Swimmer's Household Income by City



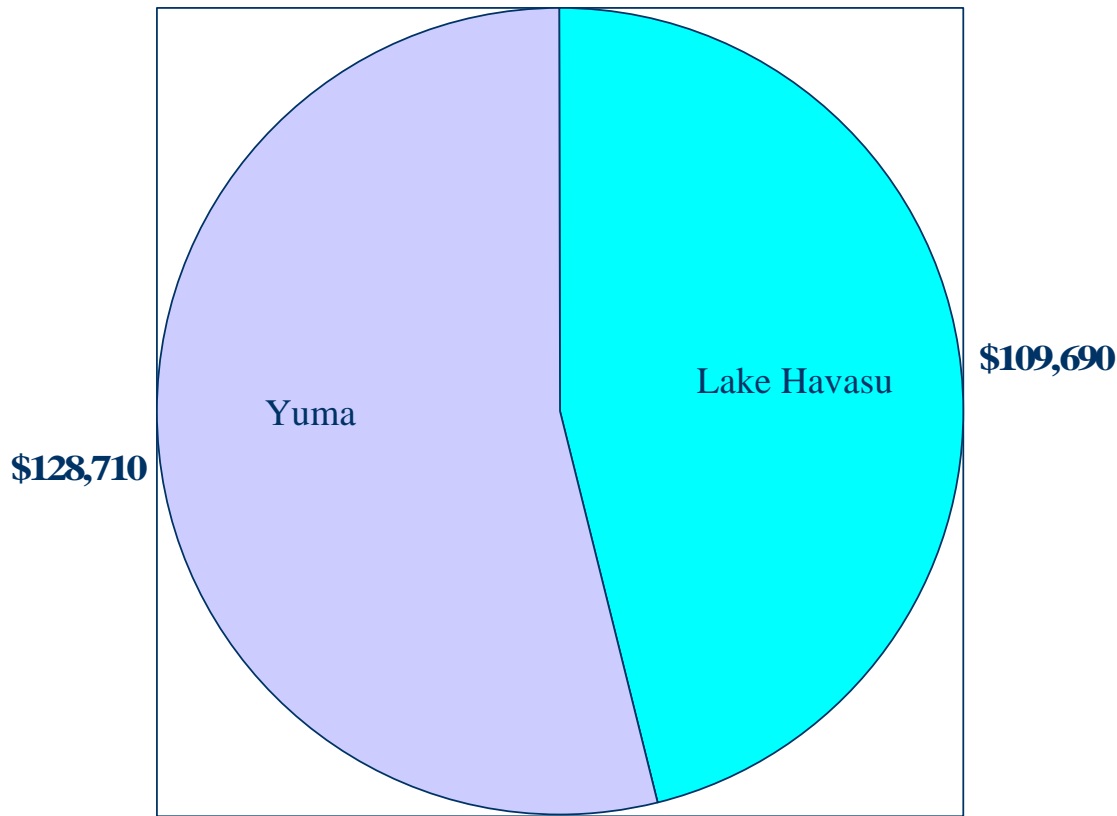
Comments

Western Arizona average swimmers household income is \$47,483.

Results from the one Parker Dam resident not represented.

Arizona Swimming, Inc.

Western Arizona Swimmers Home Value



Comments

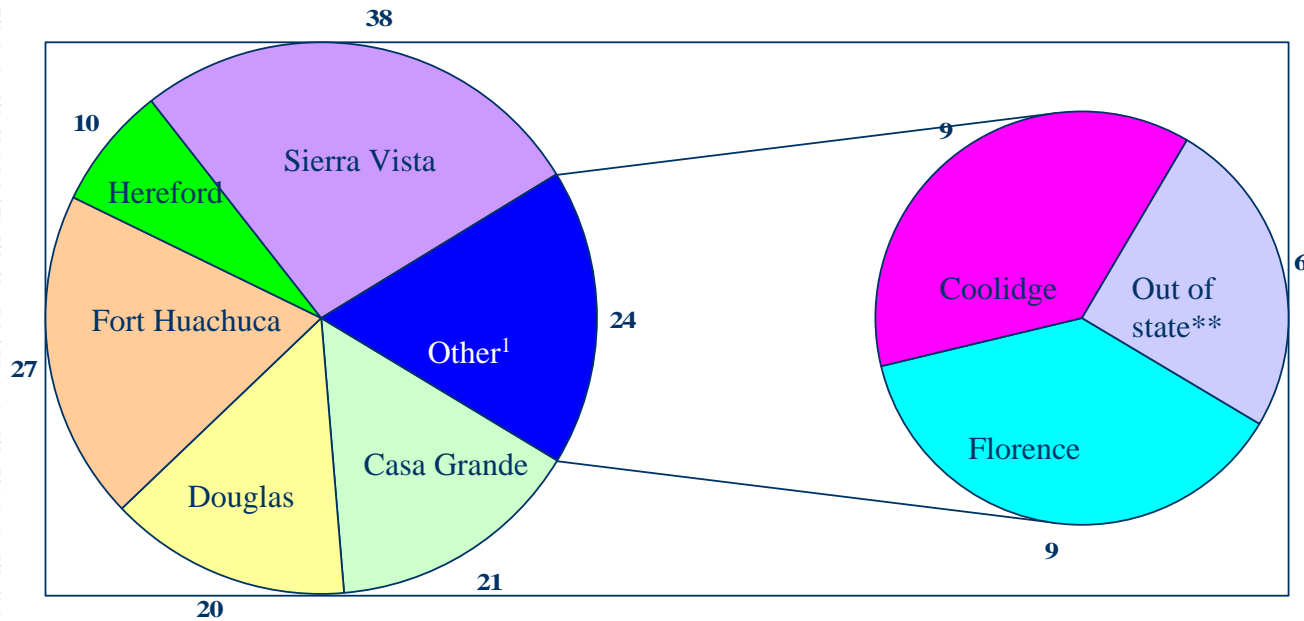
Western Arizona's average household income is \$115,160.

Results from the one Parker Dam resident not represented.

Arizona Swimming, Inc.

Number of Athletes in Southern Arizona

Southern Arizona Athletes



Comments

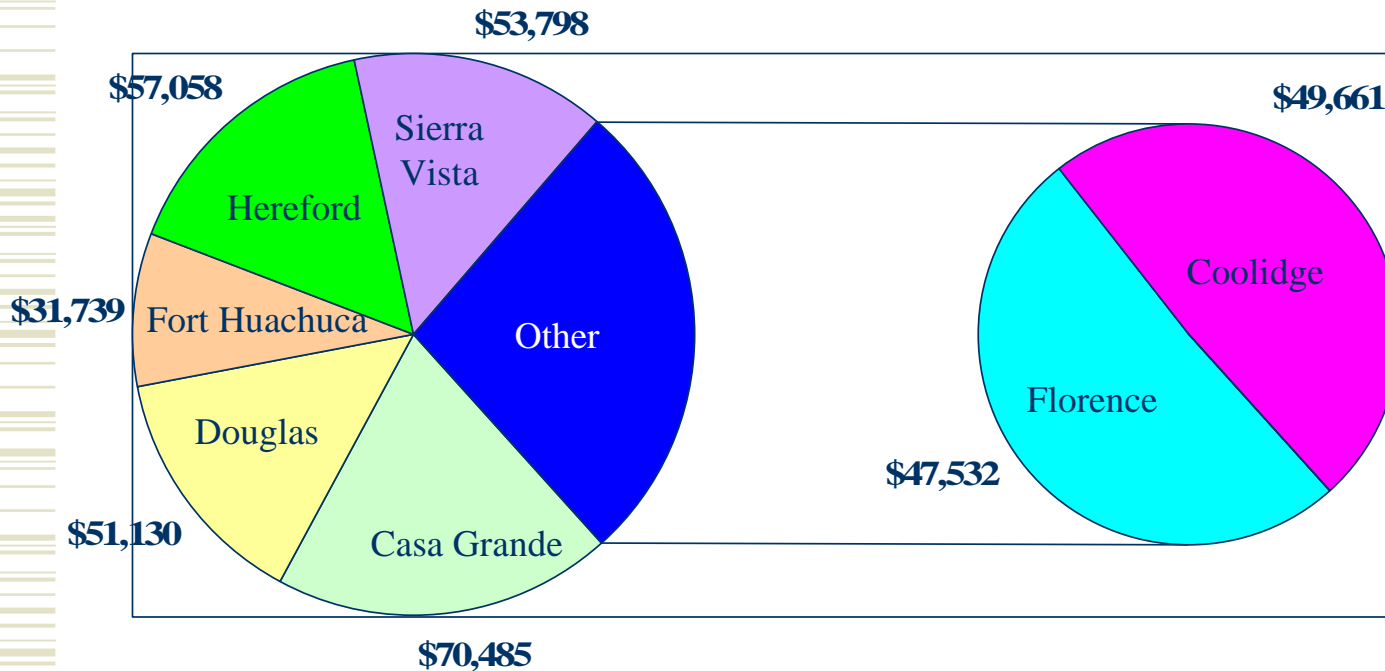
137 of the 3,061, or 4.5 percent of athletes reside in Western Arizona

* Other comprises of the smaller regions in Southern Arizona

Out of State swimmers. There are six athletes categorized as others because their mailing address resides outside Arizona or incomplete data exists on city.

Arizona Swimming, Inc.

Southern Arizona Swimmer's Household Income by City



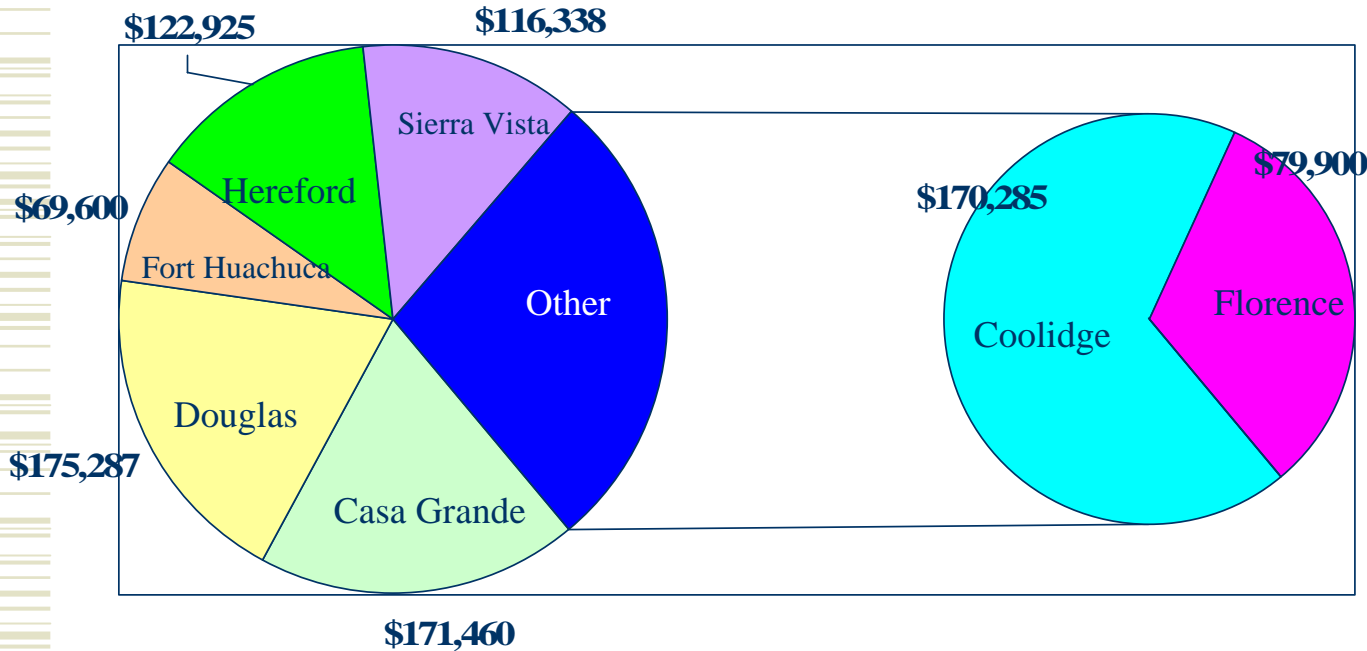
Comments:

Southern Arizona swimmers households have an average household income of \$52,351.

There are six swimmers households holding mailing addresses outside Arizona. Their household incomes are not represented in this study.

Arizona Swimming, Inc.

Southern Arizona Swimmers Home Value



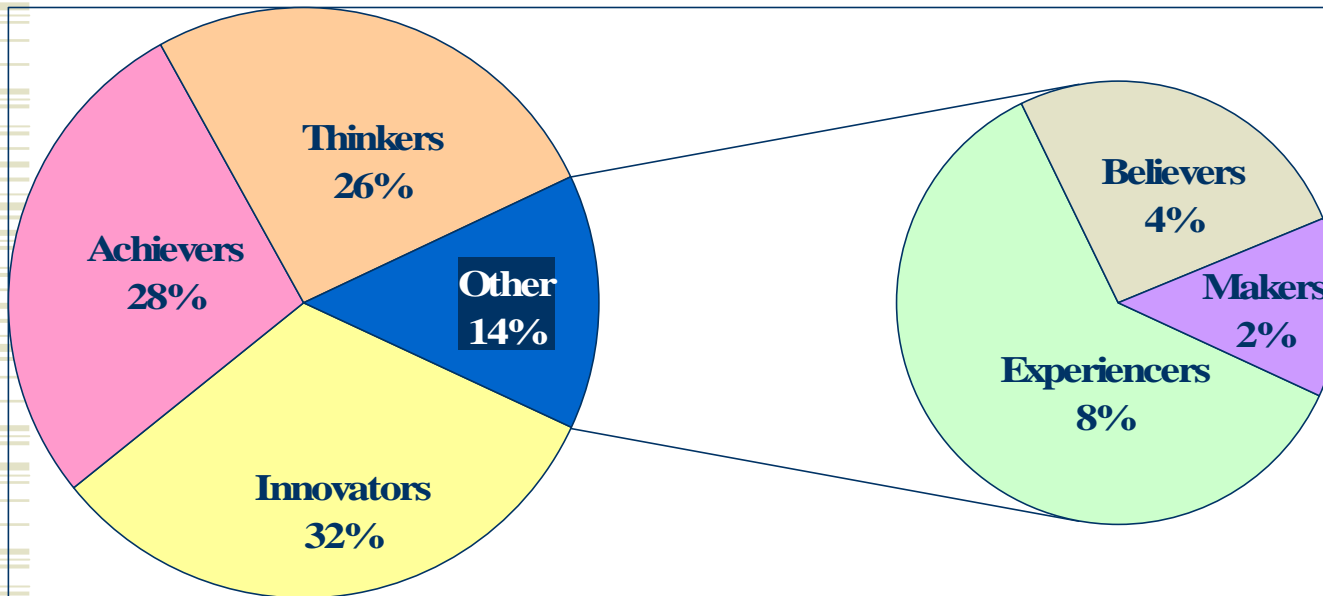
Comments:

Southern Arizona Swimmers average home value is \$128,360.

There are six swimmers households holding mailing addresses outside Arizona. Their household incomes are not represented in this study.

Arizona Swimming, Inc.

Swimmers Psychographic Data



Comments

Psychographic data shows that a 86 percent of swimmers households are Achievers, Innovators, or Thinkers.

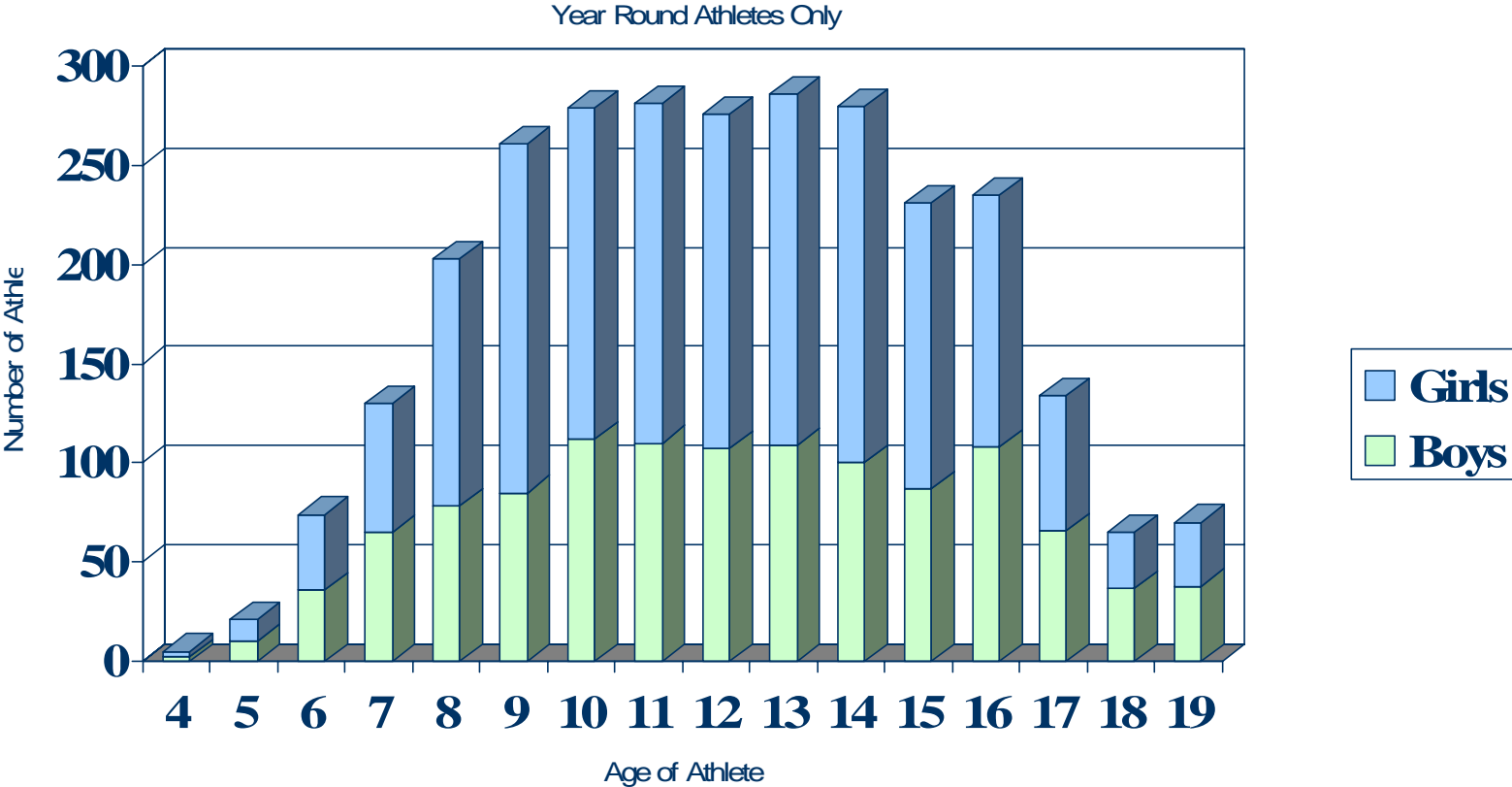
Psychographic report identifies the psychology of marketing

185 VALS II Psychographic Surveys

Source: 185 Surveyed and scored VALS II surveys. VALS II is property of SRI Business Corporation

Arizona Swimming, Inc.

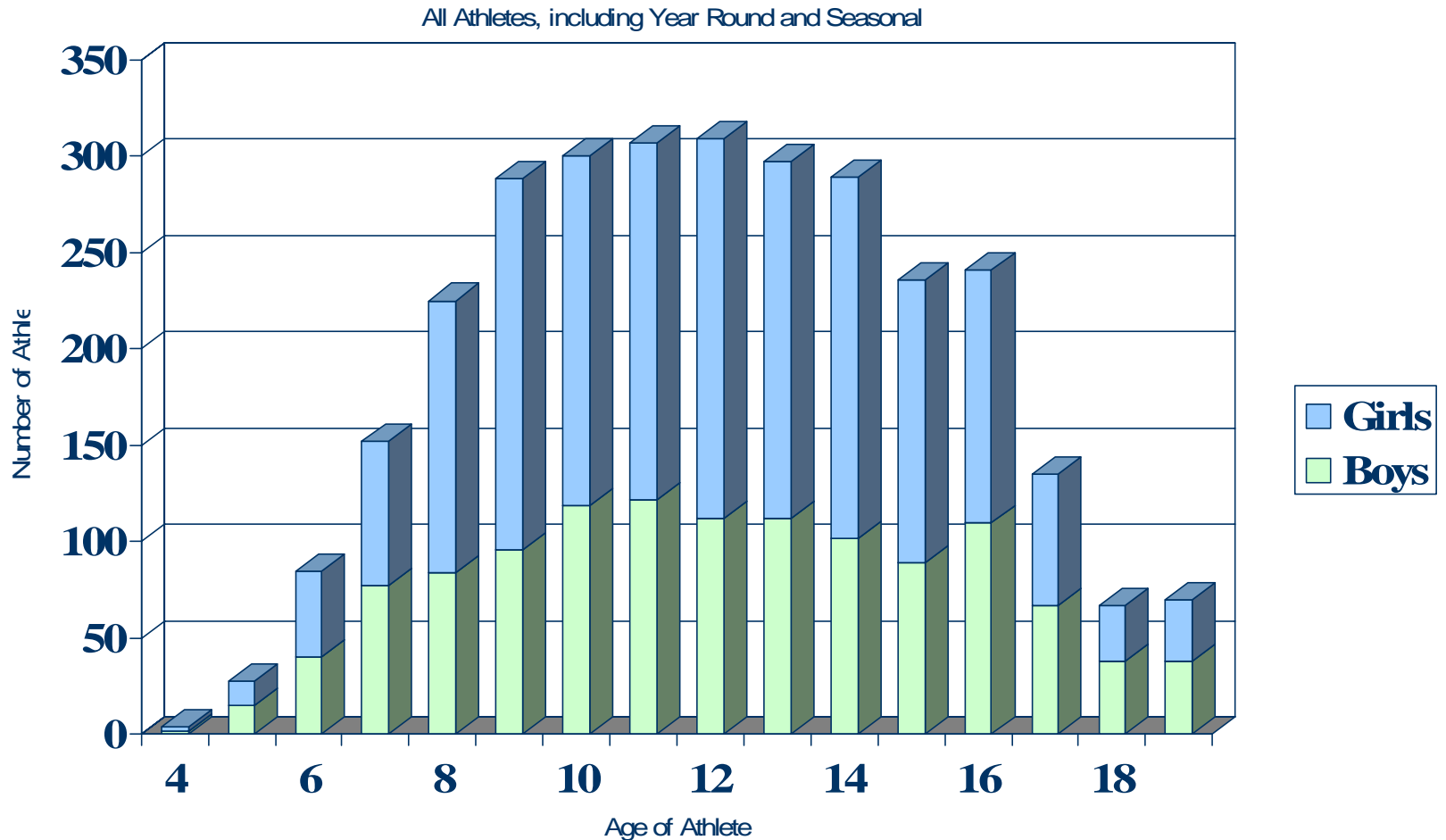
Age of Year Around Competitive Athletes Swimming in Arizona



Source: Total of 3,061 athletes registered to Arizona Swimming in USA Swimming's SWIMS database as of March 2005.

Arizona Swimming, Inc.

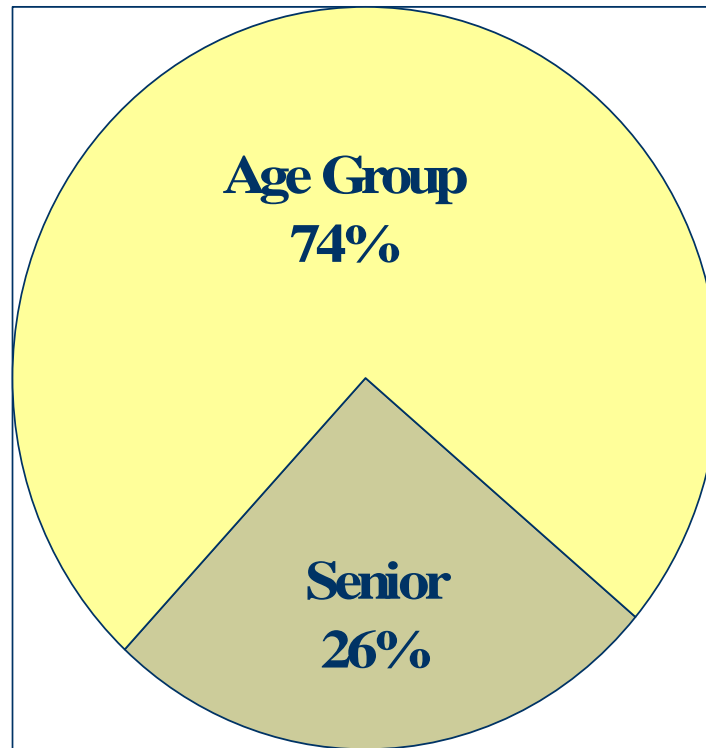
Seasonal and Year Around Athlete breakdown in Arizona Swimming



Source: Total of 3,061 athletes registered to Arizona Swimming in USA Swimming's SWIMS database as of March 2005.

Arizona Swimming, Inc.

Year Round Athletes Only

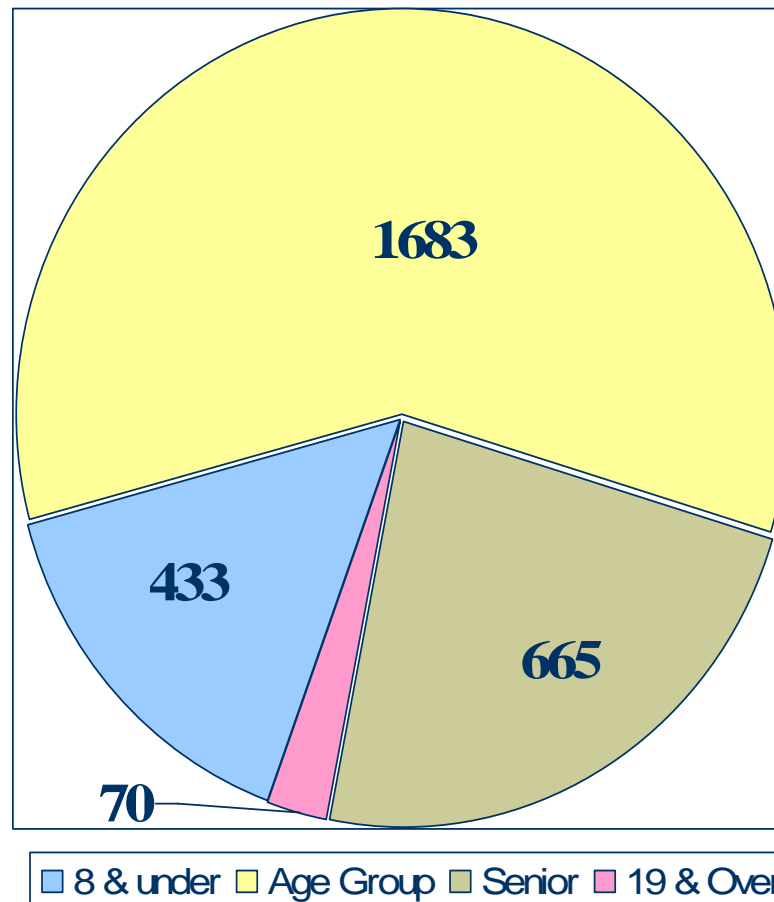


■ Senior ■ Age Group

Arizona Swimming, Inc.

Year Around Competitive Swimmers by Age Group

Year Round Athletes Only



Source: Total of 3,061 athletes registered to Arizona Swimming in USA Swimming's SWIMS database as of March 2005.