



2022-23 U.S. FIGURE SKATING FACT SHEET



ABOUT U.S. FIGURE SKATING

U.S. Figure Skating is the national governing body for the sport of figure skating in the United States. U.S. Figure Skating is a member of the U.S. Olympic & Paralympic Committee (USOPC) and the International Skating Union (ISU).

U.S. Figure Skating is comprised of member clubs, collegiate clubs, school-affiliated clubs, individual members and Friends of Figure Skating. There were seven charter member clubs in 1921 when the association was formed and first became a member of the ISU. To date, U.S. Figure Skating has more than 750 member, school-affiliated and collegiate clubs.

Stemming from the rebrand and success of U.S. Figure Skating's Basic Skills Program, Learn to Skate USA® serves the needs of both the recreational and competitive skater. Launched on June 1, 2016, more than 1,000 Learn to Skate USA® programs are now active in 49 states.

U.S. Figure Skating's national headquarters in Colorado Springs, Colorado, is also home to the World Figure Skating Museum and Hall of Fame, which is toured by more than 3,000 visitors annually.

More than 500 volunteers filling approximately 950 positions serve on U.S. Figure Skating's Board of Directors and numerous committees. Thousands of other volunteers dedicate their time to club activities, judging, officiating and competition management.



MEMBER
United States Olympic &
Paralympic Committee

FIGURE SKATING BY THE NUMBERS

20 | Consecutive Olympic Winter Games at which at least one U.S. figure skater has won a medal, dating back to 1948, when Dick Button won his first Olympic gold

28 | International gold medals won by Team USA during the 2021-22 season (all levels; includes singles, pairs, ice dance and synchronized)

57 | World titles won by U.S. figure skaters

102 | Number of athletes making up the A, B, C, D team envelopes

83 | International medals won by Team USA during the 2021-22 season (all levels; includes singles, pairs, ice dance and synchronized)

203 | World Championships medals won by the United States (more than any other country)

104 | Competitors at the 2022 Toyota U.S. Figure Skating Championships in Nashville

548 | Registered synchronized teams for the 2021-22 season

2,200 | Credentials issued at the 2022 Toyota U.S. Championships (media, coaches, officials, skaters)

2,800+ | Record total hours of 2022 Olympic Winter Games coverage from NBCUniversal channels

108,264 | Total attendance at most recent ISU World Figure Skating Championships hosted by the U.S. (2016)

90,000 | Approximate readership of SKATING magazine

\$263,500 | Amount awarded to U.S. Figure Skating athletes from the organization's enhanced operation gold program

222,890 | U.S. Figure Skating members in the 2021-22 season

\$16.4 MILLION | Amount spent in 2021-22 on direct and indirect athlete funding and assistance, sending athletes to international competitions, athlete programs, collegiate skating programs, synchronized skating programs and performance bonuses

4.3 BILLION | Total minutes of live streaming coverage of the 2022 Olympic Winter Games on NBC Sports Digital



MEMBERSHIP



LEARN TO SKATE USA®

Learn to Skate USA®, powered by Toyota, is an enhanced iteration of the Basic Skills Program. Launched on June 1, 2016, it is the only beginning skating program endorsed by U.S. Figure Skating, USA Hockey and US Speedskating, with support from Special Olympics, the Professional Skaters Association (PSA) and the U.S. Ice Rink Association.

The mission of Learn to Skate USA® is to provide a fun and positive experience that will instill a lifelong love of skating. Designed to be the best beginning ice skating program for both the recreational and the competitive skater, Learn to Skate USA® is built on the premise of offering positive, rewarding and safe skating experiences to participants of all ages and ability levels.

The objectives of Learn to Skate USA® are:

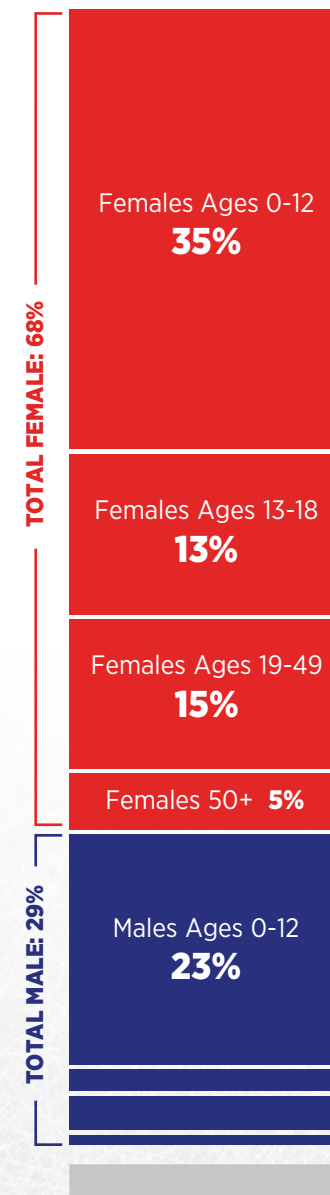
- Teach children and adults the fundamentals of ice skating while building confidence and skills through each lesson.
- Provide a progressive curriculum that ensures success from the first steps on the ice to the mastery of advanced skills.
- Promote the health and fitness benefits of ice skating.
- Equip each participant with the foundation necessary to reach his or her goal, be it recreational or competitive in nature.



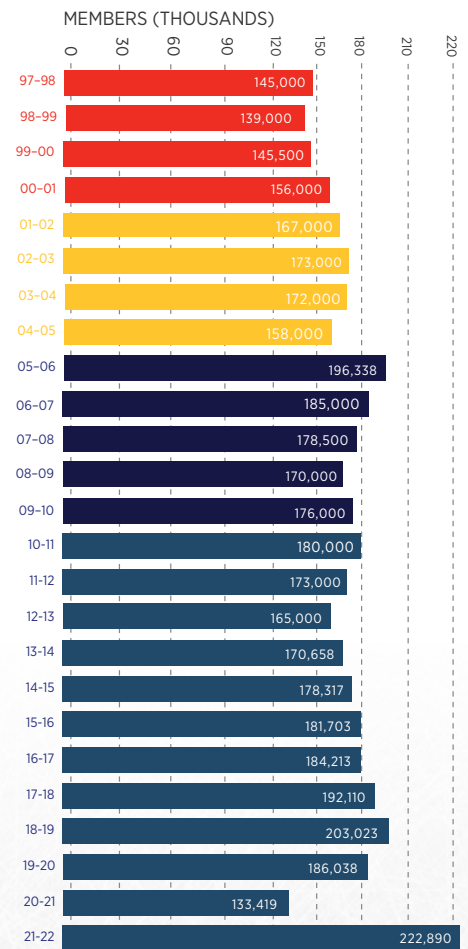
POWERED BY



OVERALL MEMBERSHIP BY AGE



U.S. FIGURE SKATING MEMBERSHIP





MEMBERSHIP

SYNCHRONIZED SKATING

Synchronized skating is a highly technical form of team skating characterized by speed, accuracy, intricate formations and transitions performed by teams of five to 20 skaters. In the 2021-22 season, 548 teams registered with U.S. Figure Skating.

Team skating competitions first began in 1976 in Ann Arbor, Michigan. In 1984, 38 teams competed at what was then called the U.S. Precision Championships, held in Bowling Green, Ohio. In 2022, 93 teams participated in the U.S. Synchronized Skating Championships in Colorado Springs, Colorado.

The first ISU World Synchronized Skating Championships were hosted in 2000 in Minneapolis.

At the 2022 U.S. Synchronized Skating Championships, the Haydenettes of Lexington, Massachusetts, won their 29th national title.

In 2017, the ISU World Synchronized Skating Championships came back to the United States for the fourth time, taking place in Colorado Springs, Colorado. The ISU World Synchronized Skating Championships will return to the United States in 2023, taking place in Lake Placid, New York.

Synchronized skating provides figure skaters the opportunity to participate in a team sport and gives more skaters a chance to compete at sectional and national levels. Teams compete in nonqualifying and qualifying events that culminate with the U.S. Synchronized Skating Championships.

Each year, U.S. Figure Skating selects approximately 12 teams with 20 athletes per team to the international selection pool with the chance to represent the United States at select international competitions, the ISU World Junior Synchronized

Skating Championships and the ISU World Synchronized Skating Championships.

The 2023 U.S. Synchronized Skating Championships will take place March 1-4, 2023, in Peoria, Illinois.

COLLEGIATE SYNCHRONIZED SKATING

Collegiate synchronized skating offers athletes the unique experience of competing for their school or university. As recently as 1998, there were only four collegiate synchronized skating teams in the country. During the 2021-22 season, 12 teams competed in the collegiate division and 15 teams competed in the open collegiate division.

Teams representing colleges are also eligible to compete at the senior and junior levels. Miami University has been the U.S. champion at the senior level three times (1999, 2006 and 2009). In 2007, Miami University in Oxford, Ohio, won the silver medal at the World Synchronized Skating Championships — the highest placement and first World medal for any U.S. synchronized skating team.

COLLEGIATE SKATING

The U.S. Collegiate Figure Skating Championships, founded in 1985, is the longest-running of all the collegiate programs. Each summer, this competition welcomes full-time college students to participate. Athletes ranging from intermediate through the senior level are eligible to compete.

The 2022 U.S. Collegiate Figure Skating Championships were held July 22-24 in Richfield, Minnesota. Previous locations include Aston, Pennsylvania; Pittsburgh; Rochester, Michigan; South Dennis, Massachusetts; Sun Valley, Idaho; Arvada, Colorado; Honolulu; and Lake Placid, New York.

INTERCOLLEGIATE TEAM FIGURE SKATING

Intercollegiate team figure skating is the fastest-growing segment of collegiate figure skating.

Intercollegiate team figure skating is a series of competitions governed by the U.S. Figure Skating Collegiate Program Committee that allows head-to-head competition in singles, team maneuvers and solo dance among collegiate and intercollegiate figure skating clubs.

The first intercollegiate competitions were held in 1997 and lasted only a few hours; now they're held over multiple days. More than 100 intercollegiate teams registered with U.S. Figure Skating with approximately 96 colleges and universities participating in the intercollegiate team competition structure last season.

The 2023 National Intercollegiate Final will take place April 13-16, 2023, in Los Angeles, California.

The U.S. Figure Skating Synchronized Skating and Skating Programs departments function with the goal of enhancing each athlete's experience while helping skaters reach their potential in whatever they choose to pursue. From high school programs and collegiate skating to solo dance, adult skating, Theatre On Ice and National Showcase, U.S. Figure Skating offers a variety of programs to fit the interests of every skater. [USFigureSkating.org](https://www.usfigureskating.org).

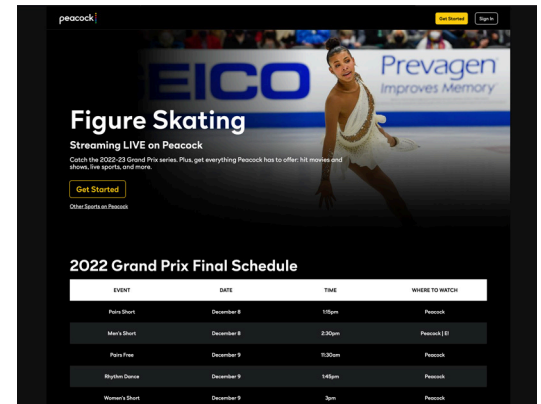
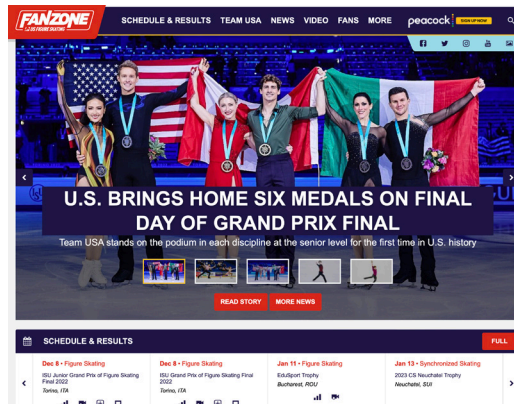


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INFORMATION



SKATING MAGAZINE

SKATING is the official publication of U.S. Figure Skating and is considered one of the premier figure skating magazines in the world. SKATING is a three-time recipient of the Edi Award for Skating Publication of the Year, awarded by the Professional Skaters Association (PSA).

In its 100th year, SKATING boasts a subscription list of more than 43,000 and a readership of approximately 90,000. The magazine, which is published 10 times per year, is a full-color, newsstand-quality publication available to all U.S. Figure Skating members and subscribers.

Learn to Skate USA® The Magazine launched in July 2016. Published four times a year, the publication is mailed to Learn to Skate USA's 167,000-plus members as part of their membership package.

SKATING is also available online as a digital edition at www.usfigureskating.org.

In 2013, U.S. Figure Skating launched the SKATING Magazine Archive. The archive, a tool for the organization's members, is a fully searchable digital database that allows users to access every story and photo published in the magazine since the inaugural December 1923 edition.

For more information or to subscribe, visit usfigureskating.org/about/skating-magazine.

Annual SKATING magazine subscriptions are available for \$32.50 within the United States. Canadian (\$42.50) and foreign (\$52.50) subscriptions are also available.

U.S. FIGURE SKATING FAN ZONE

The U.S. Figure Skating Fan Zone is the best place for fans to catch up on the latest U.S. Figure Skating news, highlights, stories and social media. It aims to give fans not just the latest scores, but also a behind-the-scenes look at their favorite Team USA figure skaters. It also includes video features, written stories, bios, results and more.

The Fan Zone features live coverage of The U.S. Novice and Junior Challenge Skate, Sectional Finals, Synchronized Skating Championships and more.

Visit the website to learn more: usfigureskatingfanzone.com.

U.S. FIGURE SKATING ONLINE

USFigureSkating.org is the official web-

site of U.S. Figure Skating. Its purpose is to provide information to U.S. Figure Skating's members, athletes, coaches, judges and officials.

Visitors can join U.S. Figure Skating's Friends of Figure Skating, subscribe to SKATING magazine and donate to the Memorial Fund. Visit usfigureskating.org to learn more.

PEACOCK PREMIUM

Beginning in the 2020-21 season, figure skating coverage moved from the NBC Sports Gold "Figure Skating Pass" to Peacock Premium. The streaming service will feature select live coverage of figure skating events. Viewers can watch Peacock on Roku, Apple devices, Google platform, Microsoft's Xbox One family of devices, Sony PlayStation4 and Playstation4 Pro, and VIZIO SmartCast TVs and LG Smart TVs. Comcast's eligible Xfinity X1 and Flex customers and eligible Cox Contour customers, enjoy Peacock Premium included with their service at no additional cost. Viewers can sign up for Peacock Premium at peacocktv.com.



EVENTS AND MORE



U.S. FIGURE SKATING EVENTS

More than 1,700 events, including shows, exhibitions and competitions, are sanctioned by U.S. Figure Skating each year.

The 2022-23 National Qualifying Series kicks off the U.S. Figure Skating Qualifying Season culminating in the Sectional Singles and U.S. Pairs and Ice Dance Finals. Advancement to the 2023 Toyota U.S. Figure Skating Championships, and assignment to the 2023 National High Performance Development Team, will be based on each skater's highest score earned rather than placement at each competition.

U.S. Figure Skating conducts the Toyota U.S. Figure Skating Championships® and Skate America®. Skate America® is the first of six prestigious events included in the ISU Grand Prix of Figure Skating Series.

The Toyota U.S. Figure Skating Championships are the premier domestic event conducted each year by U.S. Figure Skating. Junior- and senior-level skaters are eligible to compete at the Toyota U.S. Figure Skating Championships, while top athletes at the juvenile, intermediate and novice levels are invited to the National High Performance Development Team.

The Toyota U.S. Figure Skating Championships are held for several days in January. Bidding to become the event's host city takes place several years in advance of the event and bidding for other U.S. Figure Skating qualifying competitions takes place two years in advance.

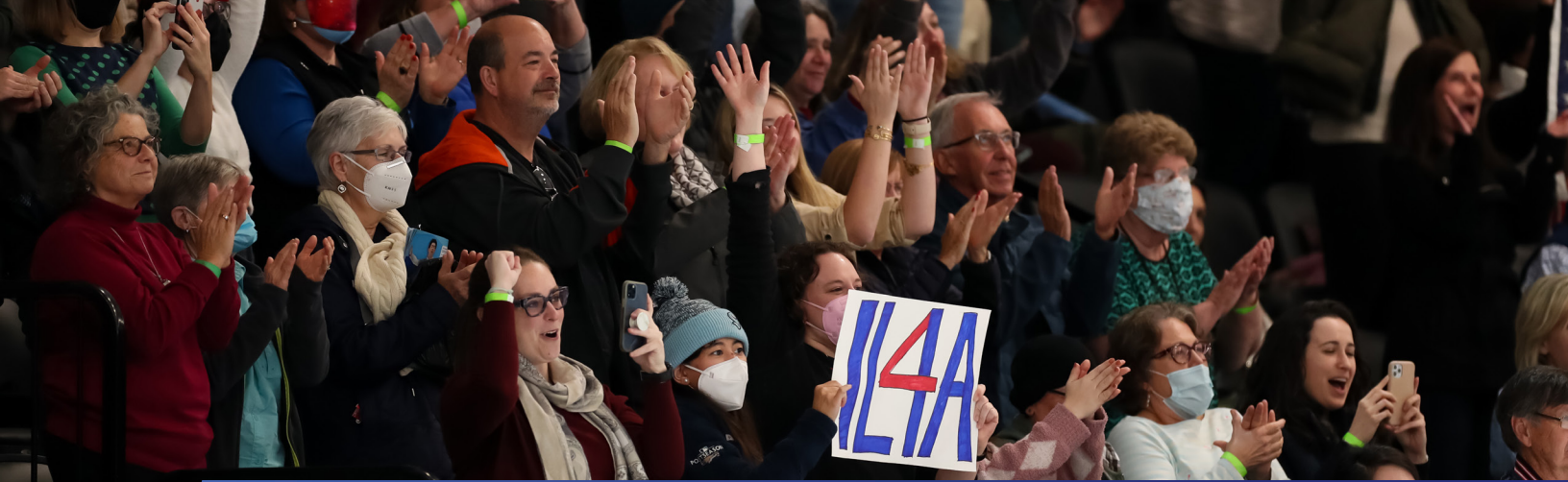
The 2010 AT&T U.S. Figure Skating Championships, held at Spokane Arena in Spokane, Washington, produced a record attendance of 158,170 spectators throughout the week. The sellout crowds beat the previous record set at the 2007 State Farm U.S. Figure Skating Championships held at Spokane Arena by approximately 25,000 tickets sold.

The U.S. Adult Figure Skating Championships debuted in 1995. The 2023 U.S. Adult Championships is set to take place April 12-15, 2023, in Salt Lake City.

2022-23 U.S. FIGURE SKATING STREAMING SCHEDULE

Schedule is subject to change and may be subject to blackout restrictions.

U.S. International Figure Skating Classic - Lake Placid, N.Y.	Sept. 12-16	Peacock Premium
U.S. Challenge Skate - Lake Placid, N.Y.	Sept. 12-16	Fan Zone
ISU Grand Prix Series: Skate America - Norwood, Mass.	Oct. 21-23	Peacock Premium
ISU Grand Prix Series: Skate Canada International - Mississauga, Canada	Oct. 28-30	Peacock Premium
ISU Grand Prix Series: Grand Prix de France - Angers, France	Nov. 4-6	Peacock Premium
Midwestern Sectional Singles & U.S. Pairs Final - Lansing, Mich.	Nov. 7-10	Fan Zone/Peacock Premium
Eastern Sectional Singles & U.S. Ice Dance Final - Norwood, Mass.	Nov. 8-12	Fan Zone/Peacock Premium
Pacific Coast Sectional Singles Final - San Francisco	Nov. 9-13	Fan Zone/Peacock Premium
ISU Grand Prix Series: MK John Wilson Trophy - Sheffield, Great Britain	Nov. 11-13	Peacock Premium
ISU Grand Prix Series: NHK Trophy - Sapporo, Japan	Nov. 18-20	Peacock Premium
ISU Grand Prix Series: Grand Prix Espoo - Espoo, Finland	Nov. 25-17	Peacock Premium
ISU Grand Prix Series: ISU Grand Prix of Figure Skating Final - Torino, Italy	Dec. 8-11	Peacock Premium
Eastern Synchronized Skating Sectional Championships - Norwood, Mass.	Jan. 19-21	Fan Zone/Peacock Premium
Toyota U.S. Figure Skating Championships - San Jose, Calif.	Jan. 23-29	Peacock Premium
ISU European Figure Skating Championships - Espoo, Finland	Jan. 23-19	Peacock Premium
Midwestern and Pacific Coast Synchronized Skating Sectional Championships - Rockford, Ill.	Jan. 24-29	Fan Zone/Peacock Premium
ISU Four Continents Figure Skating Championships - Colorado Springs, Colorado	Feb. 7-12	Peacock Premium
U.S. Synchronized Skating Championships - Peoria, Ill.	March 1-4	Fan Zone/Peacock Premium
ISU World Figure Skating Championships - Saitama, Japan	March 20-26	Peacock Premium
Pacific Coast Adult Sectional Championships - Henderson, Nev.	March 3	Fan Zone
Eastern Adult Sectional Championships - Kissimmee, Fla.	March 10-12	Fan Zone
Midwestern Adult Sectional Championships - Fort Wayne, Ind.	March 10-12	Fan Zone
ISU World Synchronized Skating Championships - Lake Placid, N.Y.	March 31-April 1	Peacock Premium
U.S. Adult Figure Skating Championships presented by Prevagen - Salt Lake City	April 12-15	Peacock Premium



FAN PROFILE

DEMOGRAPHICS

AGE

4%		18-24
13%		25-34
11%		35-44
19%		45-54
26%		55-64
26%		65+
1%		Unknown
53		Average Age

GENDER

25%		Male
75%		Female

MARITAL STATUS

29%		Single
11%		Divorced
60%		Married

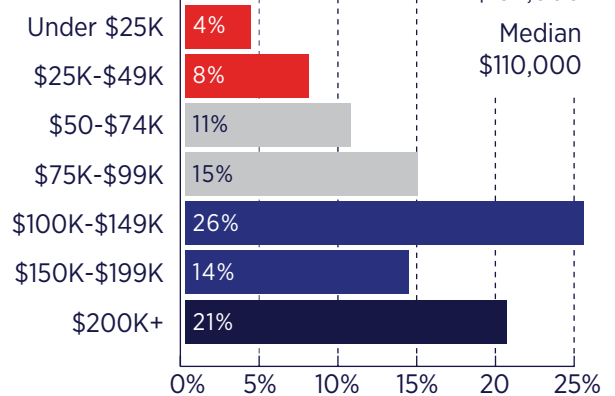
ETHNICITY

73%		Caucasian
18%		Asian
3%		Hispanic
2%		African American
1%		Native American
3%		Other

FOLLOW FIGURE SKATING

83%		During Olympic Years
81%		During Non-Olympic Years
31%		Non-Competitive
15%		Lower-levels

HOUSEHOLD INCOME

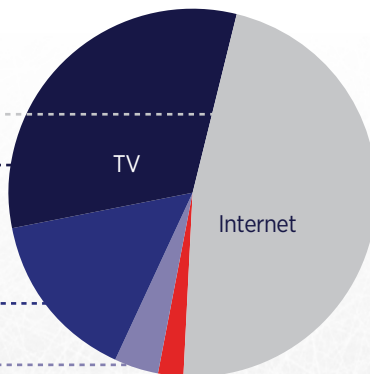


Average
\$134,000
Median
\$110,000

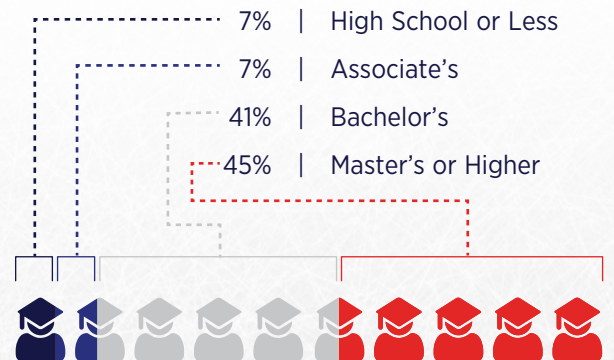
*1% Unknown

PRIMARY MEDIA SOURCE

Internet		47%
TV		32%
Social media		15%
Print		4%
Other		2%



EDUCATION



Onsite survey responses were collected via mobile devices at the 2018 Prudential U.S. Figure Skating Championships (Jan. 5-6, 2018) in San Jose, California. A total of 682 surveys were completed. A detailed follow-up online survey was sent to onsite attendees who provided a valid email address. A total of 820 surveys were completed from Jan. 17-31, 2018. (Research conducted by Turnkey Intelligence)



MEDIA



TELEVISION COVERAGE OF FIGURE SKATING AT THE OLYMPICS

Figure skating has arguably the highest visibility of any winter Olympic sport, consistently receiving more primetime broadcast hours than any other sport in national and Olympic television programming.

During the 2022 Olympic Winter Games in Beijing, China, the 12 days of figure skating competition were broadcast in primetime. Over 2,800 total hours of 2022 Olympic Winter Games coverage was aired across NBCUniversal channels.

The 1994 Olympic Winter Games figure skating broadcasts are the highest-rated winter Olympic television programming of all time. The ladies short program from Lillehammer, Norway, had the sixth-highest rating in television history (48.5) and was the third largest of all time for a sporting event, placing behind Super Bowl XVI and Super Bowl XVII. Through 18 nights of the 2018 Olympic Winter Games, NBC Olympics' coverage was the top-rated program.

A Winter Olympics-record 4.3 billion minutes of video were streamed live on NBC Olympics' digital platforms.

FIGURE SKATING ON NBC SPORTS AND BEYOND

In April 2018, U.S. Figure Skating announced two major media rights agreements that guarantee unprecedented coverage of figure skating in the United States through the 2026 season. The first was an eight-year extension of its broadcast rights agreement with NBC, and the second was icenetwork's acquisition of

all U.S. media rights for International Skating Union (ISU) events through the 2025-26 season.

Through 2026, NBC Sports will present an unprecedented 80+ hours of coverage, including 30+ hours of figure skating coverage on NBC, with an additional 50+ hours airing on NBCSN. Additionally, U.S. Figure Skating events are available on Peacock Premium, giving fans access to live domestic and international figure competition.

The ISU agreement with icenetwork, LLC, a wholly-owned subsidiary of U.S. Figure Skating, covers multiple distribution platforms and guarantees live coverage of ISU events, including the World Figure Skating Championships, the Four Continents Championships and the Grand Prix of Figure Skating Series on Peacock Premium, as well as television coverage on NBC Universal's family of networks.

2022-23 BROADCAST SCHEDULE

2022 SKATE AMERICA	
Oct. 21, 2022	7:30-10:30 p.m. (USA Network)
Oct. 22, 2022	3-6 p.m.; 8-11 p.m. (NBC)
Oct. 23, 2022	2-5 p.m. (E!)
2022 SKATE CANADA INTERNATIONAL	
Oct. 30, 2022	Noon-1:30 p.m. (NBC)
2022 GRAND PRIX DE FRANCE	
Nov. 6, 2022	10 a.m.-Noon (E!)
Nov. 12, 2022	2:30-4 p.m. (NBC)
2022 MK JOHN WILSON TROPHY	
Nov. 13, 2022	4-6 p.m. (NBC)
2022 NHK TROPHY	
Nov. 20, 2022	4-6 p.m. (NBC)
2022 GRAND PRIX ESPOO	
Nov. 27, 2022	3:30-6 p.m. (NBC)
2022 ISU GRAND PRIX OF FIGURE SKATING FINAL	
Dec. 10, 2022	1:30-7:30 a.m.; 7:30-8:30 a.m.; 8:30-9:30 a.m. (E!)
Dec. 11, 2022	8:30-9:30 a.m. (NBC)
2023 TOYOTA U.S. FIGURE SKATING CHAMPIONSHIPS	
Jan. 25, 2023	2-4 p.m. (E!)
Jan. 26, 2023	9-11 a.m. (E!)
Jan. 27, 2023	1-3 p.m. (E!)
Jan. 28, 2023	8-10 a.m. (E!)
Feb. 5, 2023	2-4 p.m. (NBC)
2023 EUROPEAN CHAMPIONSHIPS	
Jan. 13, 2023	8-10 a.m. (E!)
Jan. 14, 2023	1-3 p.m. (E!)
Jan. 15, 2023	1-3 p.m.; 9-11 p.m. (E!)
Jan. 16, 2023	4-6 p.m. (NBC)
2023 FOUR CONTINENTS CHAMPIONSHIPS	
Feb. 10, 2023	8-10 a.m.; 10 a.m.-Noon (USA)
Feb. 11, 2023	Noon-2 p.m. (E!)
Feb. 12, 2023	11:30 a.m.-1:30 p.m. (E!)
Feb. 19, 2023	4-6 p.m. (NBC)
2023 WORLD CHAMPIONSHIPS	
Mar. 22, 2023	6-8 a.m. (USA)
Mar. 23, 2023	6-8 a.m.; 8-10 a.m. (USA)
Mar. 25, 2023	6:30-8:30 a.m. (USA); 8-10 p.m. (NBC)
Mar. 26, 2023	4-6 p.m.; 6-8 p.m. (USA); 8-10 p.m. (NBC)
Apr. 17, 2023	3-6 p.m. (NBC)
2023 ISU WORLD SYNCHRONIZED SKATING CHAMPIONSHIPS	
Apr. 4, 2023	12-2 p.m. (USA)

Schedule subject to change. All times Eastern. Check local listings.