



Demographics – Ultimate Frisbee

<p>The Ultimate Community: Single: 80% Sex: 53% male, 47% female Average Age: 27 Attended University: 90% Average Player Income: \$60,000</p> <p>Suffered injuries: 54% Received physio: 60% Played with a brace: 45%</p>	<p>Outdoor Gear & Equipment: 95% wear cleats 95% wear athletic shorts 91% own a sleeping bag 82% own a backpack 80% own high-end sunglasses 80% own hiking boots 67% own a mountain bike 66% own a tent 65% own durable rain gear 62% own a thermarest or air mat 52% own cooking equipment 30% own inline skates</p>	<p>Market Research: Travel domestically: 95% Use vehicle to travel to tournaments: 83% Annual \$\$ spent on Ultimate & related gear: \$1,000</p> <p>Nutrition: 75% regularly take energy bars 75% regularly take sport drinks 43% regularly take painkillers 30% regularly take vitamins and herbs</p>	<p>Cross-over Activities: Camping: 72% Hiking: 63% Canoe: 53% Mountain Biking: 47% Skiing: 40% Snowboarding: 30% Tennis: 26% Volleyball: 22% Rock Climbing: 15% Kayaking: 10%</p>
<p>Sources: Ottawa-Carleton Ultimate Association; Ultimate Players Association (USA); Utilinks.com; World Ultimate Magazine survey</p>			