



Snowsports
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PARTICIPATION STUDY 2022-2023

The SIA Participation Study 2022-2023 is a comprehensive look at participants in winter sports across the 2022-2023 season, including: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, fat tire biking and touring (alpine and snowboard).

This study highlights a general cumulative view of winter sport participation and demographics on an annual basis, in addition to further in-depth analyses of each winter sport activity. It covers participant demographics, frequency, regional representation, crossover activities, and more.

KEY USES FOR THIS REPORT:

- » Total number of participants in each winter sport/recreation category
- » Demographics of winter sport and recreation participants
- » An understanding of the difference between number of participants vs. resort visitation (NSAA)
- » Opportunities for growth in each winter sport/recreation category
- » Year over year trends

The 2022-2023 report shows how winter sports continue to recover post COVID, including how participation—and the opportunities it presents—continue to evolve.

1

The SIA Participation Study 2022-2023 is produced in collaboration with the Physical Activity Council (PAC), a partnership of nine major trade associations in US sports, fitness, and leisure activities. Surveys were carried out with a nationwide sample of individuals and households during late 2022 and the beginning of 2023. The total panel is representative of the US population for people aged six and older. A full description of the research methodology is found at the end of this report.

In 2022-2023, a total of 18,000 online interviews were carried out with a nationwide sample of Individuals, representative of the U.S. population for people aged six and older, from U.S. proprietary online panels. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2022-2023 participation survey sample size of 18,000 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error—that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level. A weighting technique was used to balance the data to reflect the total U.S. population aged six and older. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 302,756,603 people aged six and older.

The study looks at 122 different sports and activities in a variety of sub-categories, including, but not limited to: team and individual sports; outdoor sports and activities like camping, hunting, and fishing; fitness and exercise; action sports; golf; tennis; and much more. “Inactivity” was defined to include those participants who reported no to limited physical activity during the reporting year.

Data reported for “winter sports” are based on seasons. The SIA Participation Study 2022-2023 is derived from data produced by the PAC. The overall aim of the data produced is to establish levels of activity and identify key trends in sports, fitness, and recreation participation in the US. Partners include: Snowsports Industries of America (SIA); Outdoor Foundation (OF); People for Bikes, National Golf Foundation (NGF); Tennis Industry Association (TIA); United States Tennis Association (USTA); International Health, Racquet and Sportsclub Association (IHRSA); Sporting Goods Manufacturers Association (SGMA); and USA Football.

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For further information on winter sport participation or to request access to additional data, please contact research@snowsports.org.

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2022-2023 TAKEAWAYS AND INSIGHTS



Winter 2022-23 was among the top years, if not the top year, for winter sports participation in the United States.* While we cannot definitively say that this season had “more participants than ever before” due to changes in how winter sports participation is defined—such as which sports are included—nearly 30 million individuals aged 6 and older participated in 2022-23, representing almost 10% of the US population aged 6 and older. When looking at resort visitation from NSAA (National Ski Areas Association) we see a similar story. Total skier visits in 2022-23 reached a record 65.4M, an increase of 7.7% from the previous season.

* This includes skiing (alpine, freeski, telemark), snowboarding, cross-country/Nordic skiing, touring (alpine touring and snowboard touring), snowshoeing, winter fat tire biking, sledding/tubing, and snowmobiling.

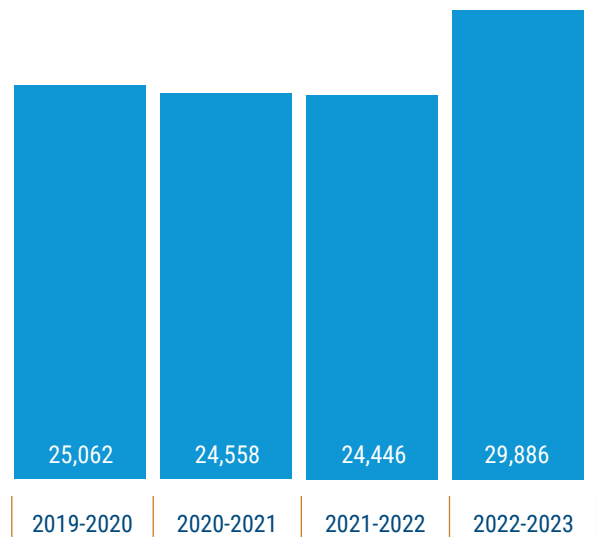
01

Total winter sports participants in 2022-23 increased significantly over the previous 2021-22 season, buoyed by growth across sports.

The total number of total unique winter sports participants (that is, individuals who participated in any winter sports activity for any number of days) grew to 29.9 million, a significant increase over the past several years, where participation hovered around 25 million.

All winter sports recorded increases in the number of participants this year. For all but skiing, this growth was a continuation of the growth seen in 2021-22 over the 2020-21 season. For skiing, including alpine, freeski, and telemark (but not Nordic or touring), in 2021-22 we saw a 5% decrease in unique participants. In 2022-23, however, we saw this trend reverse, with the number of participants increasing 2%. In absolute numbers, we saw increases in participants range from +100,000 for snowboard touring up to +817,000 for snowboarding.

WINTER SPORTS PARTICIPANTS BY YEAR

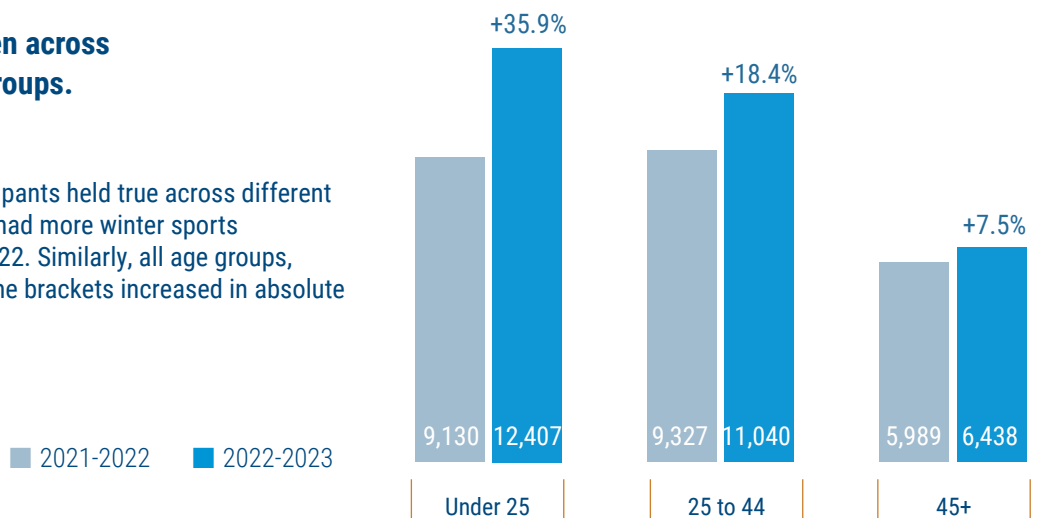


02

Growth was seen across demographic groups.

The increases in winter sports participants held true across different demographics. All regions of the US had more winter sports participants in 2022-23 than in 2021-22. Similarly, all age groups, genders, races/ethnicities, and income brackets increased in absolute terms over 2021-22.

GROWTH IN PARTICIPATION BY AGE

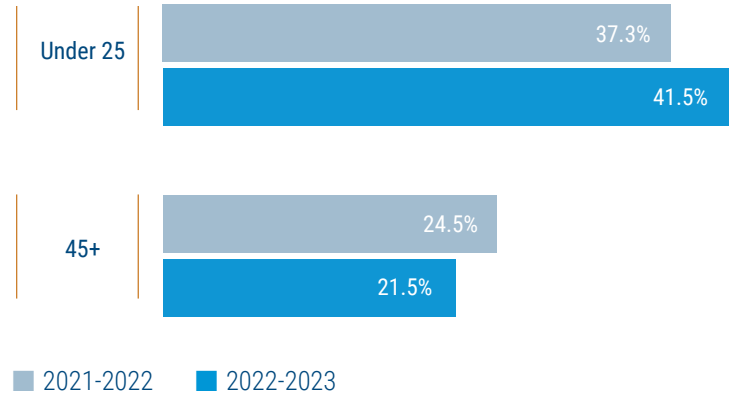


03

Winter sports participants are getting younger.

While all age groups saw increases in the number of participants, younger age groups saw especially strong growth. This in turn creates proportionally higher participation among the young. In 2021-22, 37.3% of participants were under 25. In 2022-23 that proportion grew to 41.5%. Among participants 45 and older, the proportion decreased from 24.5% of all participants in 2021-22 to 21.5% of participants in 2022-23. The proportion of 25 to 44 years olds was essentially flat over the same time period.

SHARE OF PARTICIPANTS IN EACH AGE GROUP

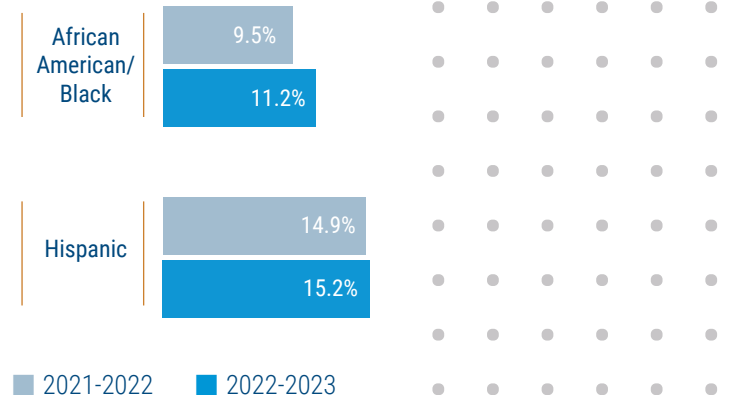


04

Winter sports participants are slowly becoming more diverse.

All race/ethnicity groups increased in absolute numbers this season, though Black and Hispanic participants increased at proportionally higher rates than White and Asian participants. Black participants increased from 9.5% of all participants to 11.2% of all participants. Hispanic participants increased only slightly, from 14.9% to 15.2%, though this continues the trend of slow, steady growth we've seen for several years (14.0% of participants were Hispanic in 2019-20).

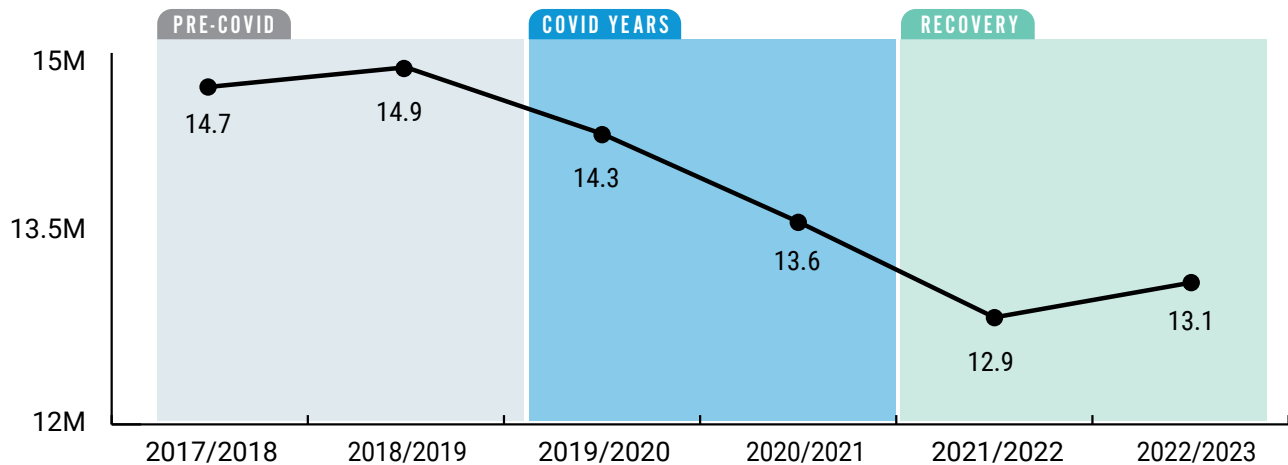
SHARE OF PARTICIPANTS BY RACE/ETHNICITY



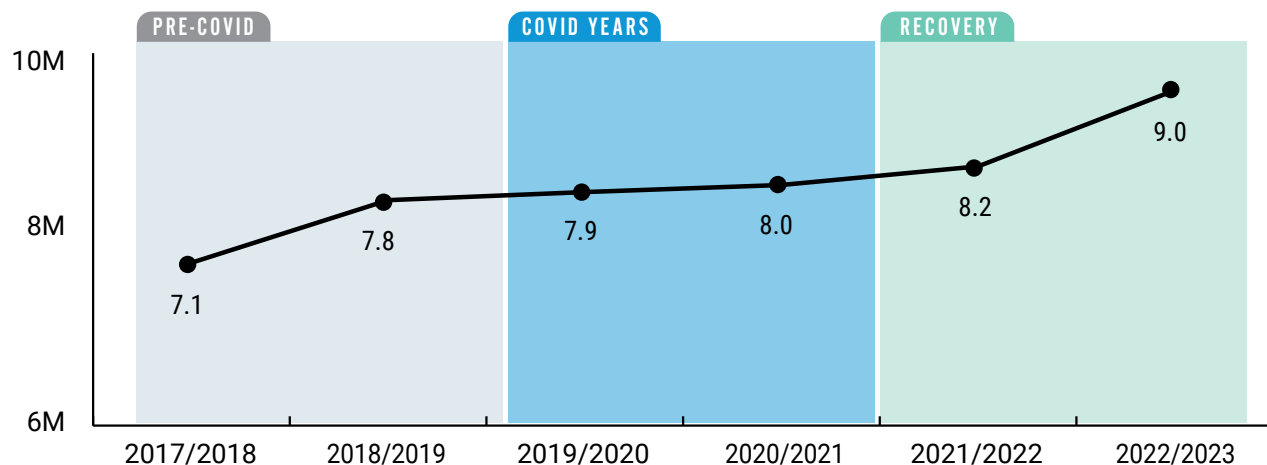
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YEAR-OVER-YEAR PARTICIPATION BY SPORT

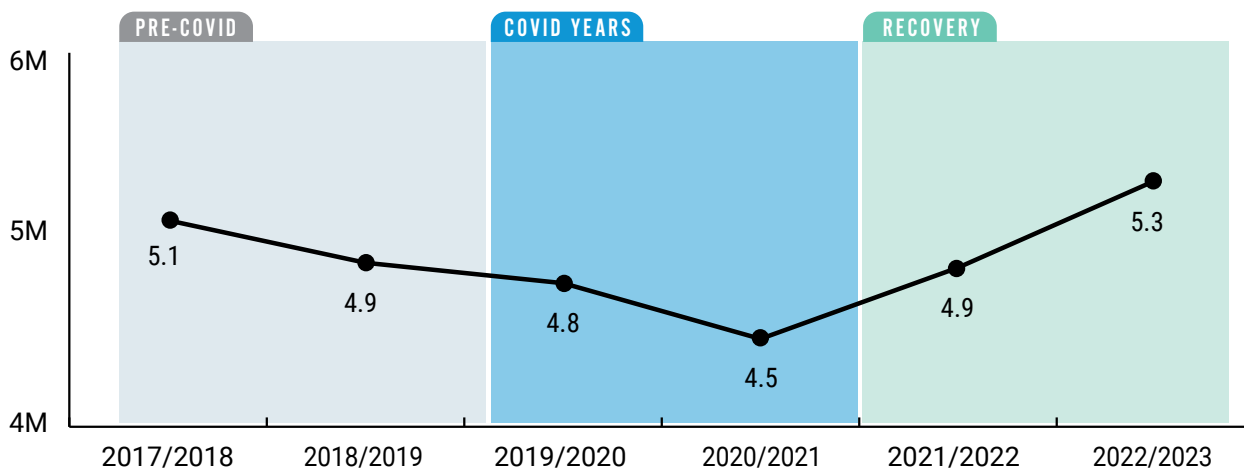
ALPINE/FREESKI/TELEMARK



SNOWBOARDING

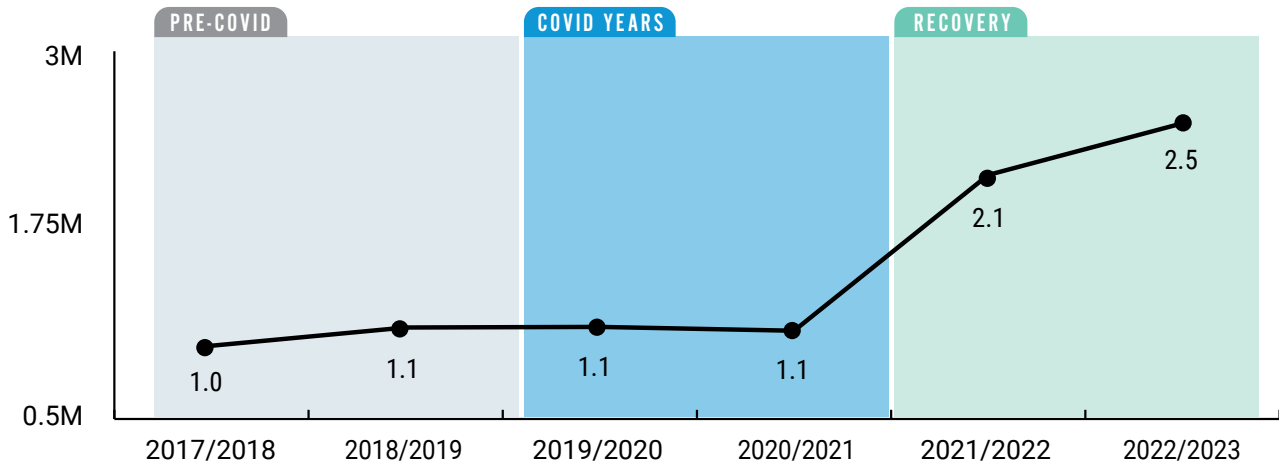


CROSS COUNTRY SKI

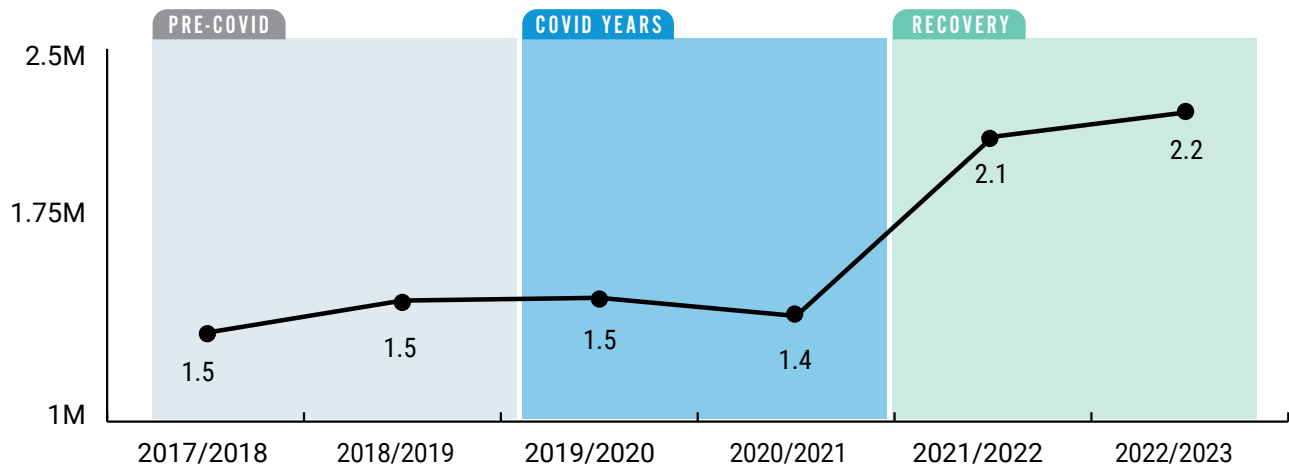


YEAR-OVER-YEAR PARTICIPATION BY SPORT

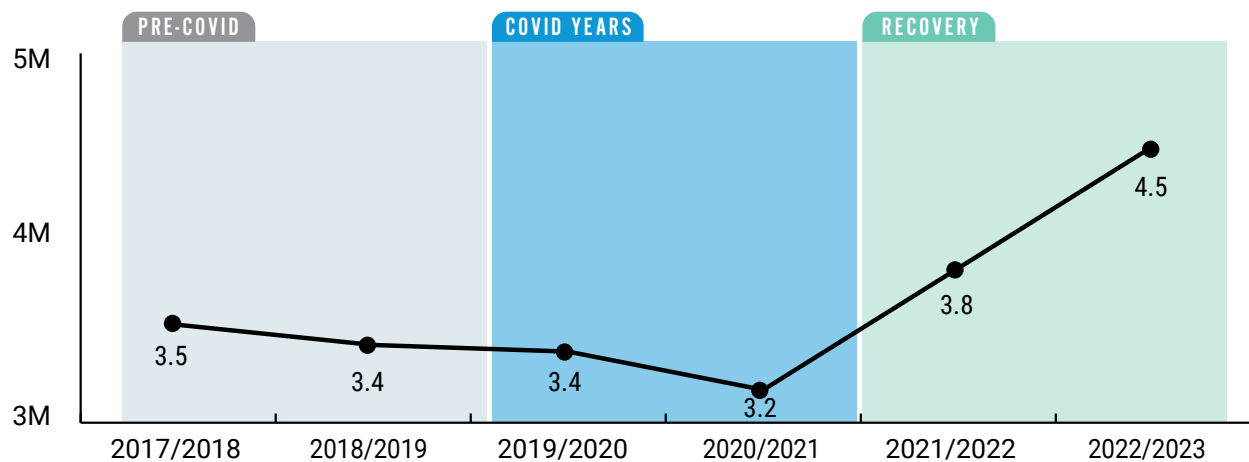
ALPINE TOURING



SNOWBOARD TOURING

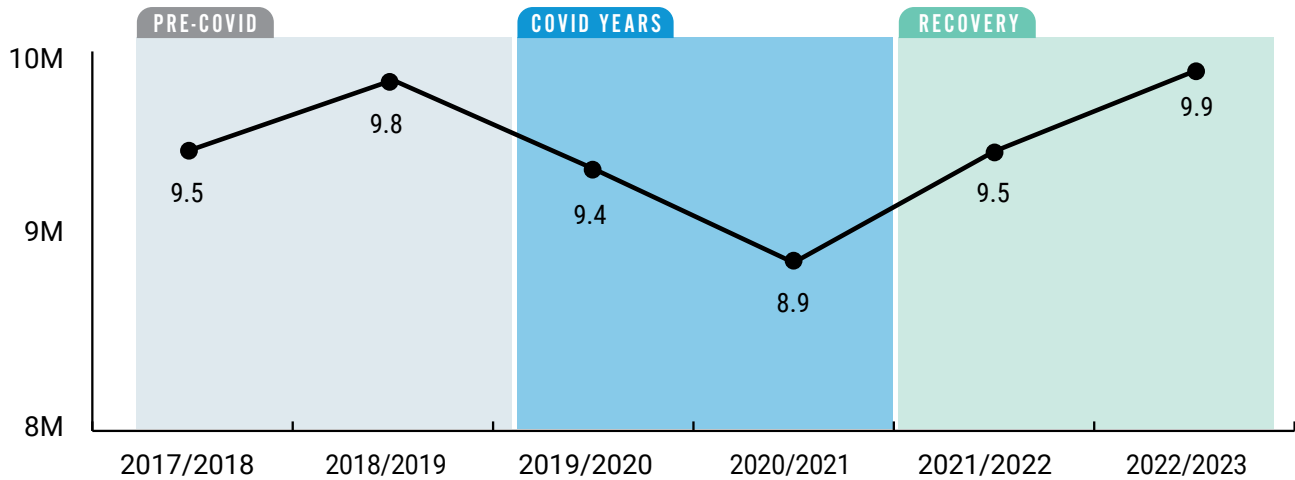


SNOWSHOEING

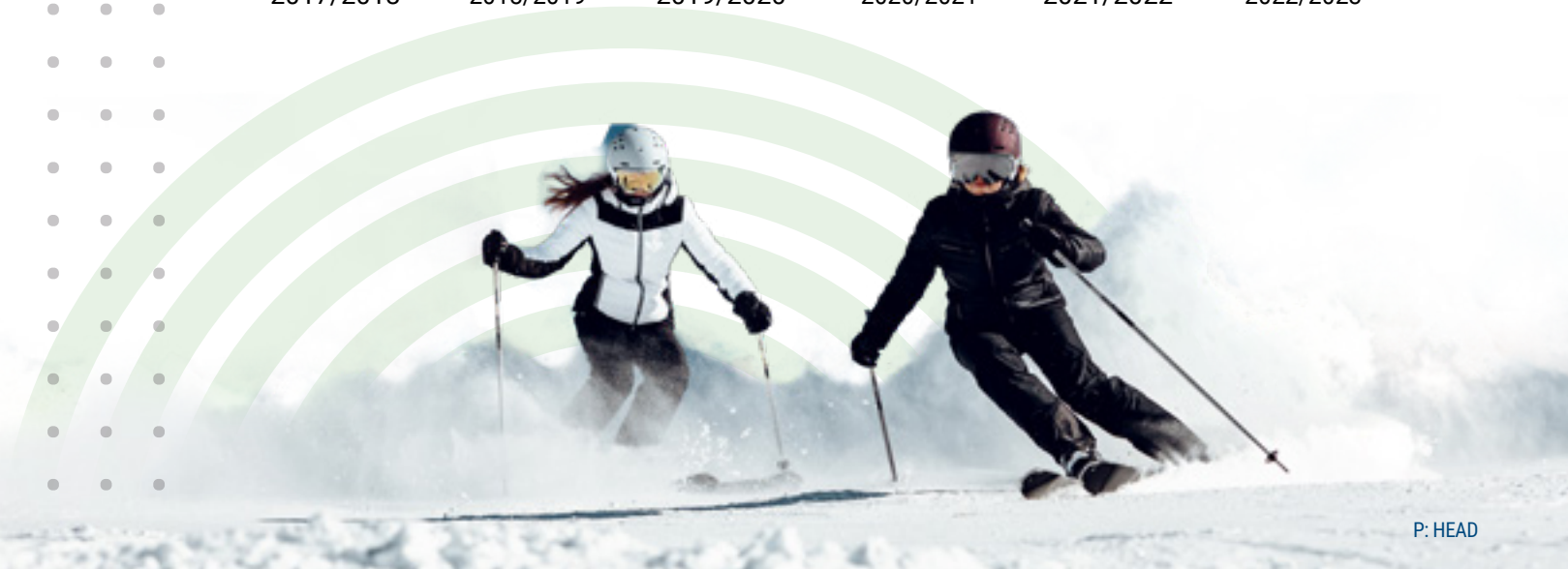
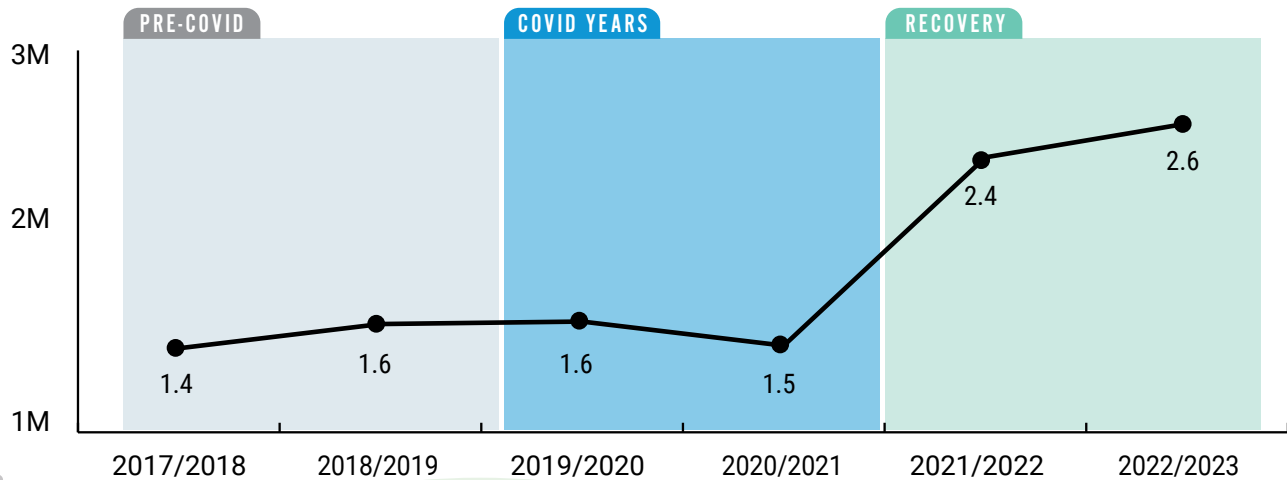


YEAR-OVER-YEAR PARTICIPATION BY SPORT

SLEDDING/SAUCER RIDING/SNOW TUBING



WINTER FAT BIKING



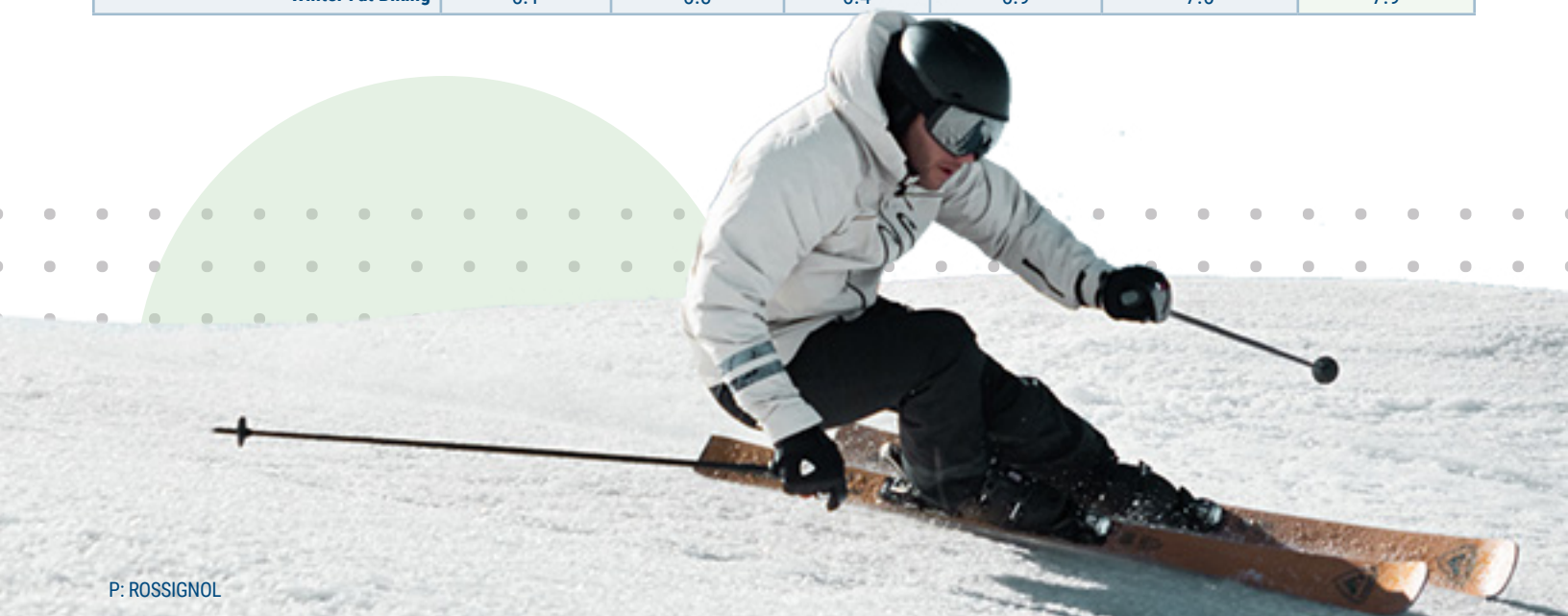
P: HEAD

PARTICIPATION OVER TIME

*All figures are in the thousands (000s)	Cross Country		Alpine Ski		Snowboarding		Snowshoe		Sledding/ Snow Tubing		Alpine Touring		Snowboard Touring		Winter Fat Biking	
	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %	*	Growth %
2018/2019	4,877	-4.4%	14,884	1.1%	7,798	9.4%	3,421	-3.1%	9,849	3.9%	1,122	12.5%	1,487	9.6%	1,567	8.8%
2019/2020	4,768	-2.2%	14,347	-3.6%	7,885	1.1%	3,385	-1.0%	9,382	-4.7%	1,126	0.4%	1,498	0.7%	1,580	0.8%
2020/2021	4,470	-6.2%	13,636	-5.0%	7,961	1.0%	3,178	-6.1%	8,887	-5.3%	1,100	-2.3%	1,425	-4.9%	1,454	-7.9%
2021/2022	4,851	8.5%	12,864	-5.7%	8,161	2.5%	3,837	20.7%	9,473	6.6%	2,159	96.3%	2,146	50.7%	2,440	67.8%
2022/2023	5,317	9.6%	13,144	2.2%	8,978	10.0%	4,498	17.2%	9,896	4.5%	2,510	16.3%	2,246	4.6%	2,617	7.2%

AVERAGE DAYS

	2017/2018	2018/2019	2019/2020	2020/2021	2021/2022	2022/2023
Cross Country Ski	7.7	7.7	7.5	8.6	8.9	8.7
Alpine/Freeski/Telemark	7.4	7.4	7.4	8.0	6.7	7.0
Sledding/Saucer Riding/Snow Tubing				6.5	7.0	6.7
Snowboarding	7.7	7.8	7.8	8.7	8.4	8.4
Snowshoeing	6.8	6.7	6.6	8.8	9.0	7.7
Alpine Touring	3.3	5.5	5.8	5.6	5.6	5.1
Snowboard Touring	6.0	4.5	4.7	5.2	5.8	6.3
Winter Fat Biking	5.1	5.3	5.4	5.9	7.5	7.9

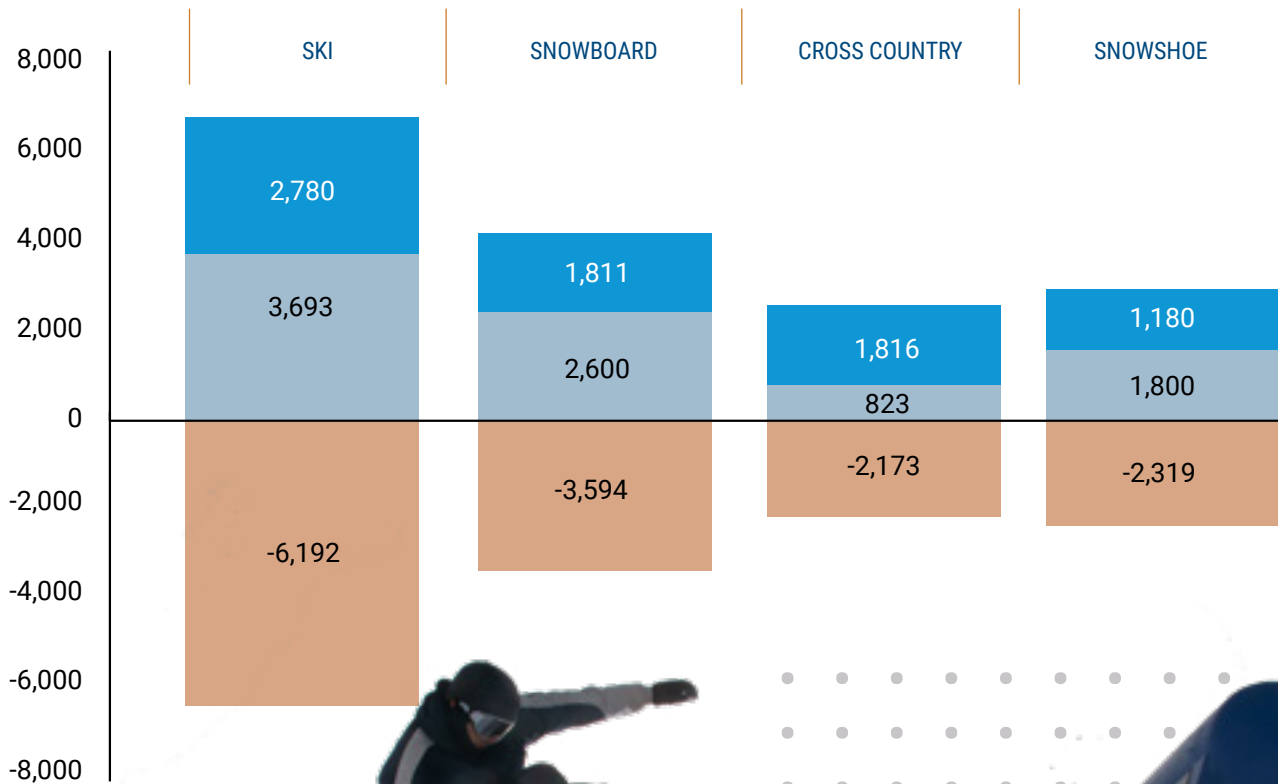


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GAIN/LOSS

■ Lost ■ Returned to the Sport ■ New

For all sport, the new and returning (after taking at least a year off) combined outnumbered the number lost in 2022-23, meaning each sport grew in total participation.



NEW PARTICIPANT DEMOGRAPHICS

The table below shows the demographics of new participants by sport in the 2022-23 season.

	SKI	SNOWBOARD	CROSS COUNTRY	SNOWSHOE
GENDER				
Male	66%	67%	67%	66%
Female	34%	33%	33%	34%
AGE				
6 to 12	18%	24%	18%	15%
13 to 17	13%	15%	12%	12%
18 to 24	18%	19%	17%	16%
25 to 34	20%	23%	30%	27%
35 to 44	14%	13%	14%	15%
45 to 54	14%	4%	6%	8%
55 to 64	1%	1%	1%	3%
65+	1%	0%	1%	4%
INCOME				
Under \$25,000	10%	16%	10%	17%
\$25,000 to \$49,999	16%	14%	15%	14%
\$50,000 to \$74,999	10%	14%	15%	12%
\$75,000 to \$99,999	18%	16%	16%	19%
\$100,000+	47%	40%	43%	38%
RACE/ETHNICITY				
African American/ Black	12%	10%	12%	15%
Asian/Pacific Islander	7%	7%	5%	6%
Caucasian/White, non-Hispanic	61%	63%	62%	59%
Hispanic	18%	18%	21%	18%
Other	2%	1%	0%	2%

Self-reported barriers preventing individuals from participating more often.

	Population At Large	Among those who currently participate in any winter sport	Among non-participants
Do not like winter/the cold	28.6%	12.5%	31.5%
Too far to travel	22.3%	22.0%	22.3%
Costs too much	22.2%	24.8%	21.8%
Afraid of being injured	19.1%	15.8%	19.6%
Do not have the right skills/knowledge to participate	18.2%	9.1%	19.9%
It's not at top of mind/don't think about it	16.4%	9.6%	17.6%
Do not have the right clothes or equipment to participate	14.2%	10.5%	14.9%
Do not have the time	12.5%	18.2%	11.5%
Cannot find anyone to go with	7.6%	11.4%	6.9%
Prefer to participate in non-outdoor recreation	7.5%	10.9%	6.9%
Feel like an outsider/don't belong	6.3%	11.8%	5.3%
Have had a bad experience	5.0%	10.2%	4.0%
None of the above	13.7%	12.4%	13.9%

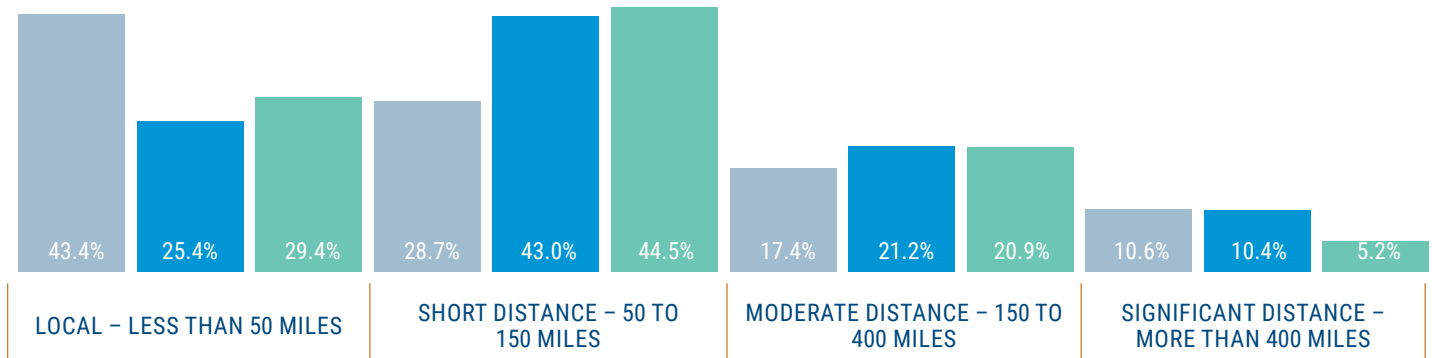


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TRAVEL

■ CROSS-COUNTRY/NORDIC SKIING ■ DOWNHILL (ALPINE) SKIING ■ SNOWBOARDING

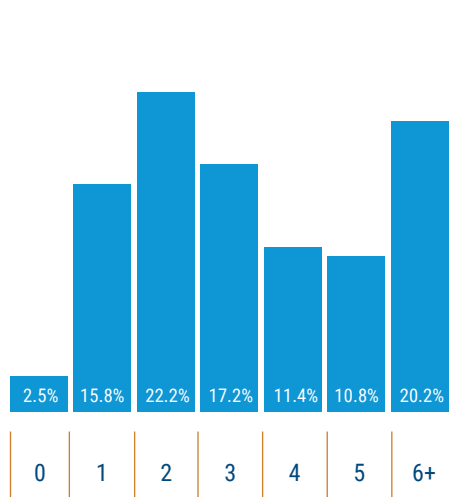
During a typical winter season, how far do you travel, one way, to participate in winter snow sports?



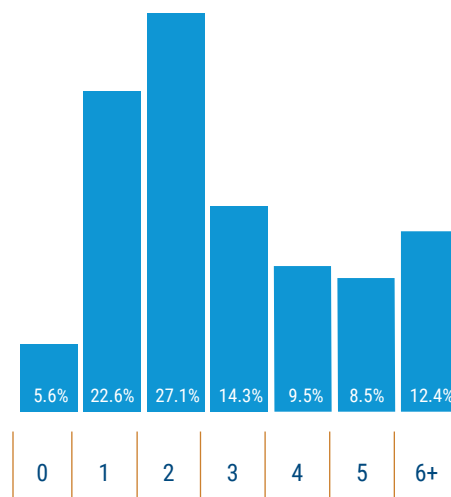
Which of the following best describes how you traveled to your snow sports destination the most often?



How many day trips (non-vacation) do you typically take during a winter season to participate in snow sports?



How many vacations do you typically take during a winter season to participate in snow sports?





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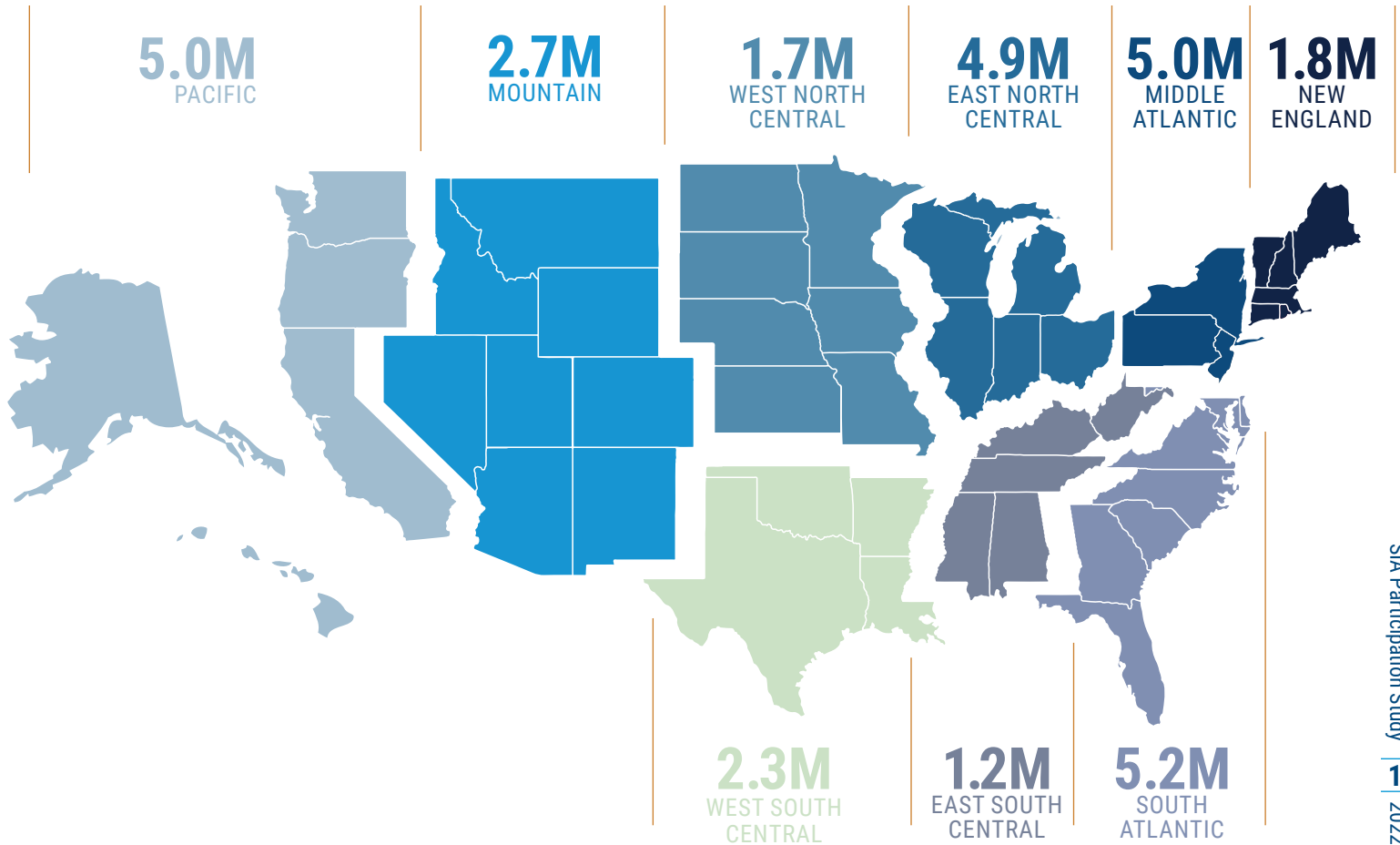
PARTICIPATION & DEMOGRAPHICS ACROSS ALL WINTER SPORTS

14

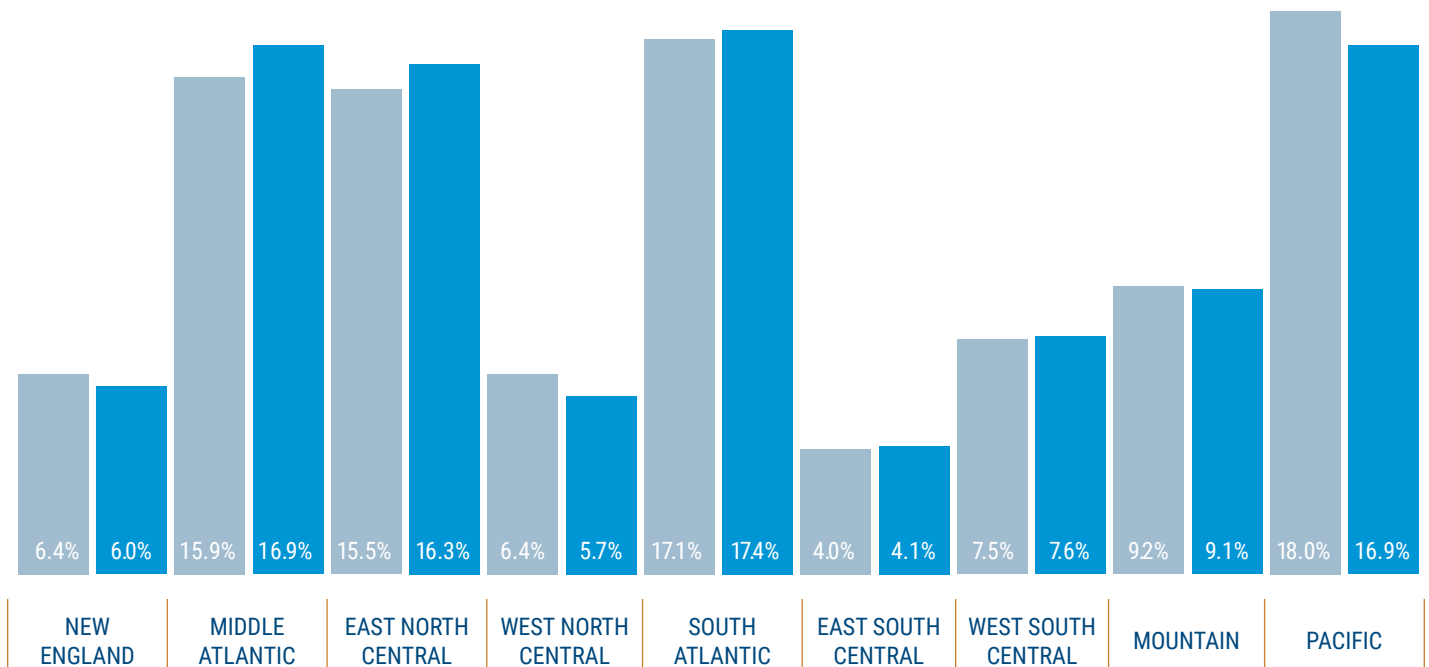


PARTICIPANTS BY REGION OF RESIDENCE / TOTAL PARTICIPANTS 29.9M

2022-2023

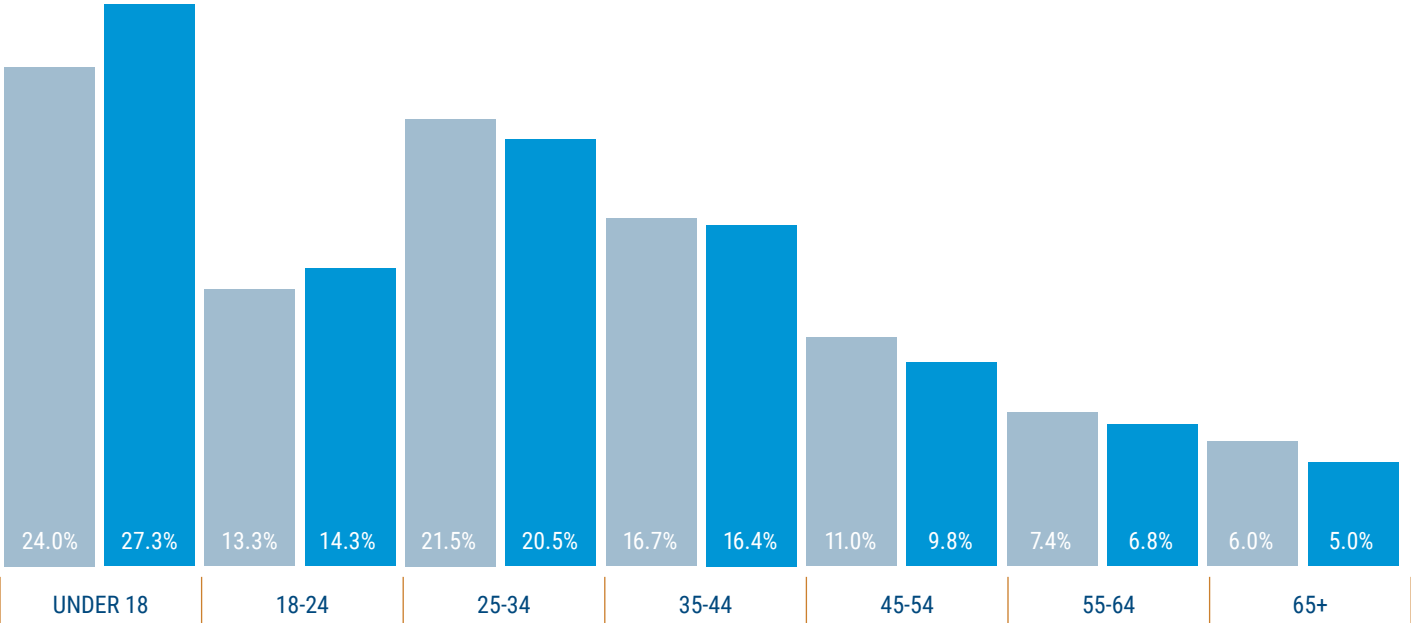


■ 2021-2022 ■ 2022-2023



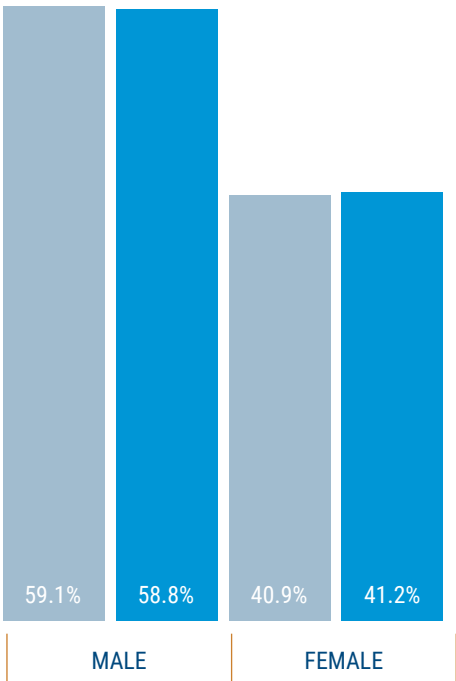
AGE OVERALL

■ 2021-2022 ■ 2022-2023



GENDER OVERALL

■ 2021-2022 ■ 2022-2023

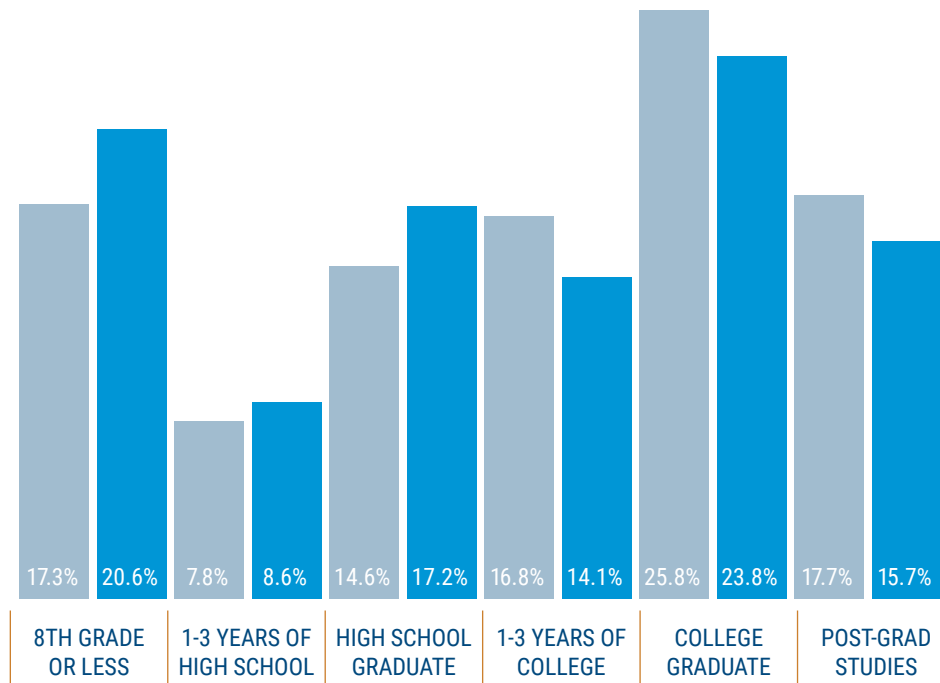


Max Draeger Professional Shooting

EDUCATION OVERALL

■ 2021-2022

■ 2022-2023



P: ATOMIC

SIA Participation Study

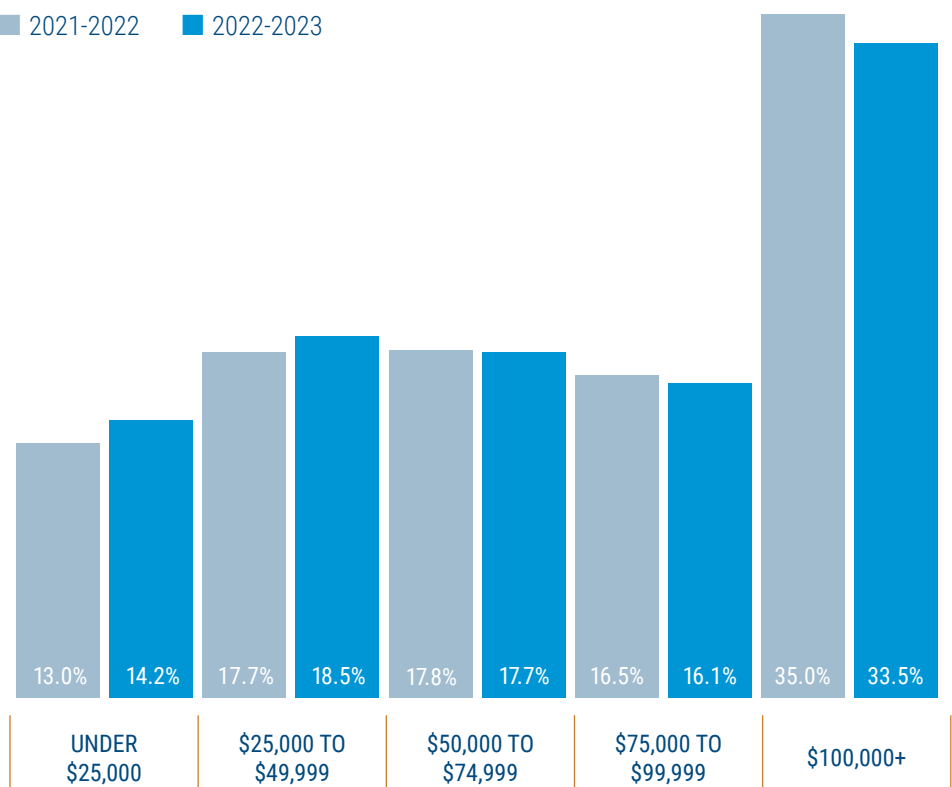
17

2022-2023

INCOME OVERALL

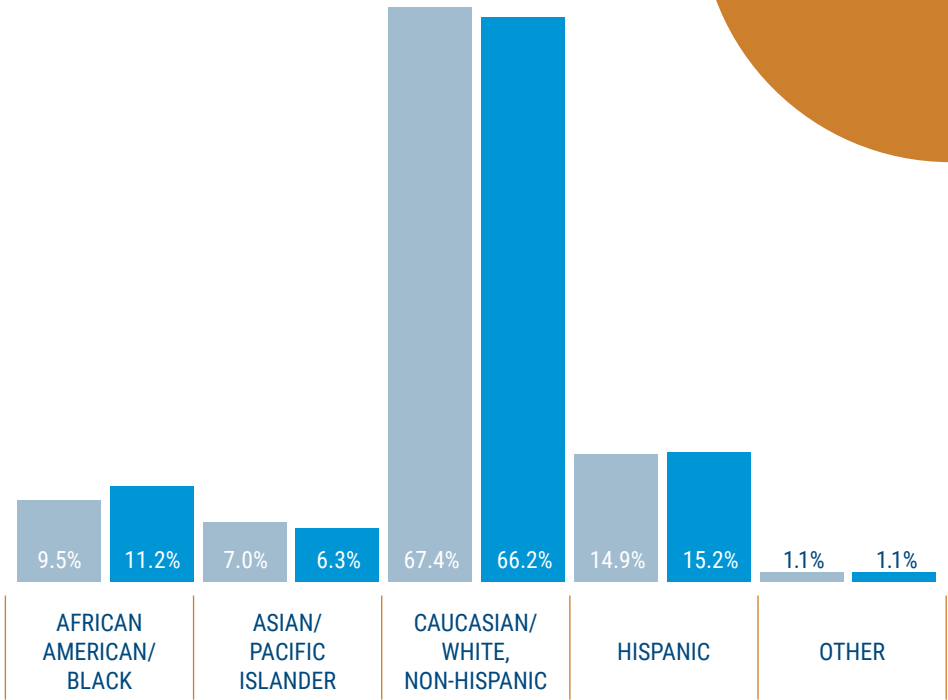
■ 2021-2022

■ 2022-2023



RACE/ETHNICITY OVERALL

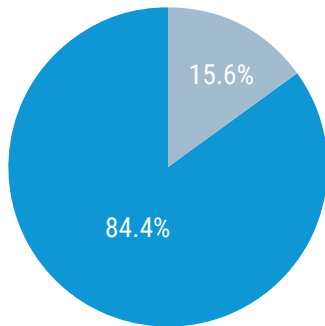
2021-2022 2022-2023



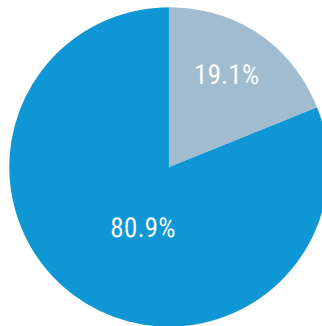
LGBTQ PARTICIPATION

■ Participates in any winter sport ■ Does not participate in a winter sport

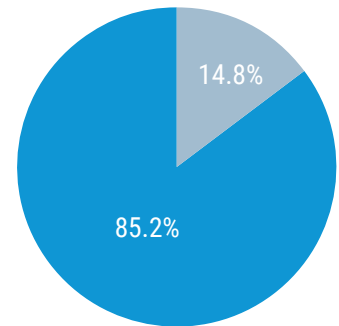
GAY OR LESBIAN



BISEXUAL



HETEROSEXUAL



These charts show the proportion of those who identify as gay or lesbian or bisexual that participate in any winter sport. While the survey did include transgender as an option, the sample size was too small to produce a reliable estimate. Heterosexual is included for comparison.





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SKI PARTICIPATION & DEMOGRAPHICS

20



TOTAL PARTICIPANTS 13.1M

THREE KEY TAKEAWAYS IN 2022-2023

Alpine skiing includes downhill, free ski and telemark

01

The total number of skiers participating in 2022-23 (13.1M) was a slight increase from 2021-22 (12.9M), reversing a decline seen over several seasons. All winter sports saw increases in participants in 2022-23; however, the increase in skiing was among the lowest in absolute terms, and it was the lowest increase as a proportion of total participants. Still, skiing remains the most popular winter sports activity by a wide margin. For comparison, sledding had approximately 9.9M participants and snowboarding had nearly 9.0M participants.

02

The gain in total ski participants came from both losing fewer skiers from the previous season and an increase in new participants. In 2021-22 the number of skiers “lost” was 7.8M, but in 2022-23 this decreased to 6.2M. In 2022-23, 2.8M were “new” skiers, compared to 3.3M “new” skiers in 2021-22. So, while growth in new skiers slowed, more were retained, creating the growth we saw in 2022-23.

03

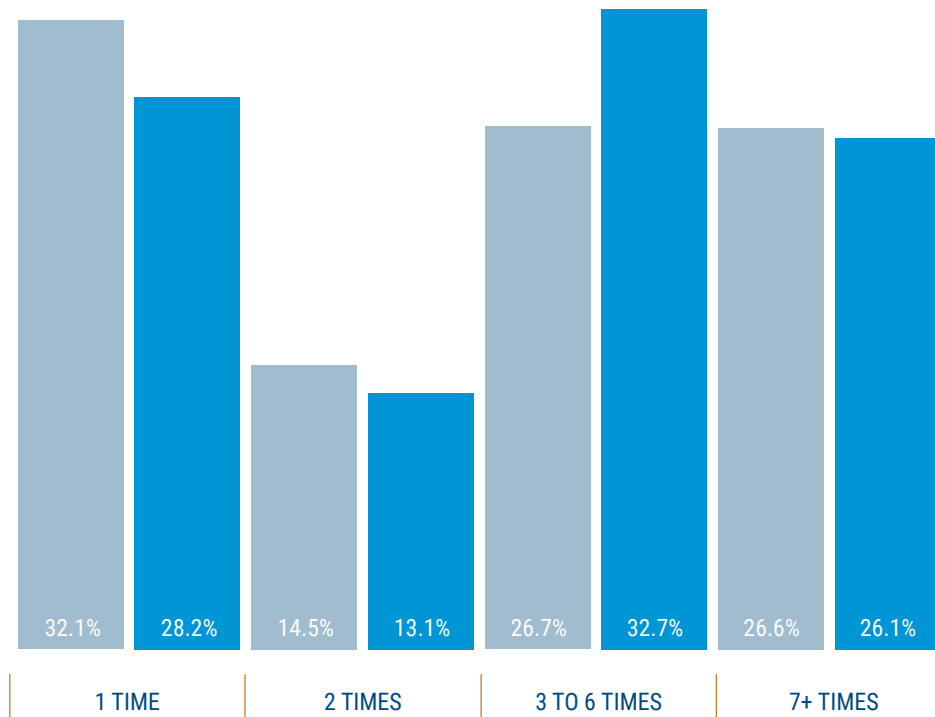
Skiing remains one of the least diverse winter sports. Sixty-nine percent of skiers identify as White/non-Hispanic, the same as in 2021-22. The proportion of skiers identifying as Black did increase notably, exceeding 1M for the first time (1.1M compared to 0.9M in 2021-22). Asian/Pacific Islander participation did decrease slightly, with Hispanic participation holding steady.

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FREQUENCY OVERALL

■ 2021-2022

■ 2022-2023



GAIN / LOSS



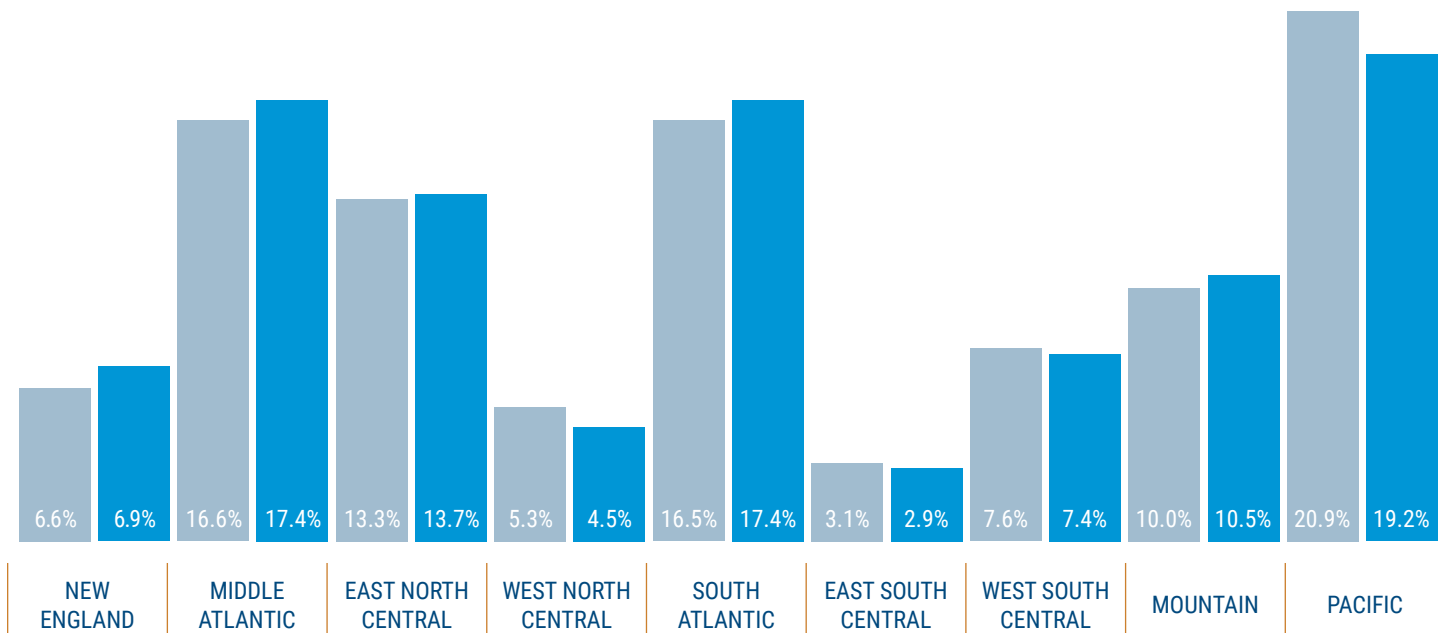
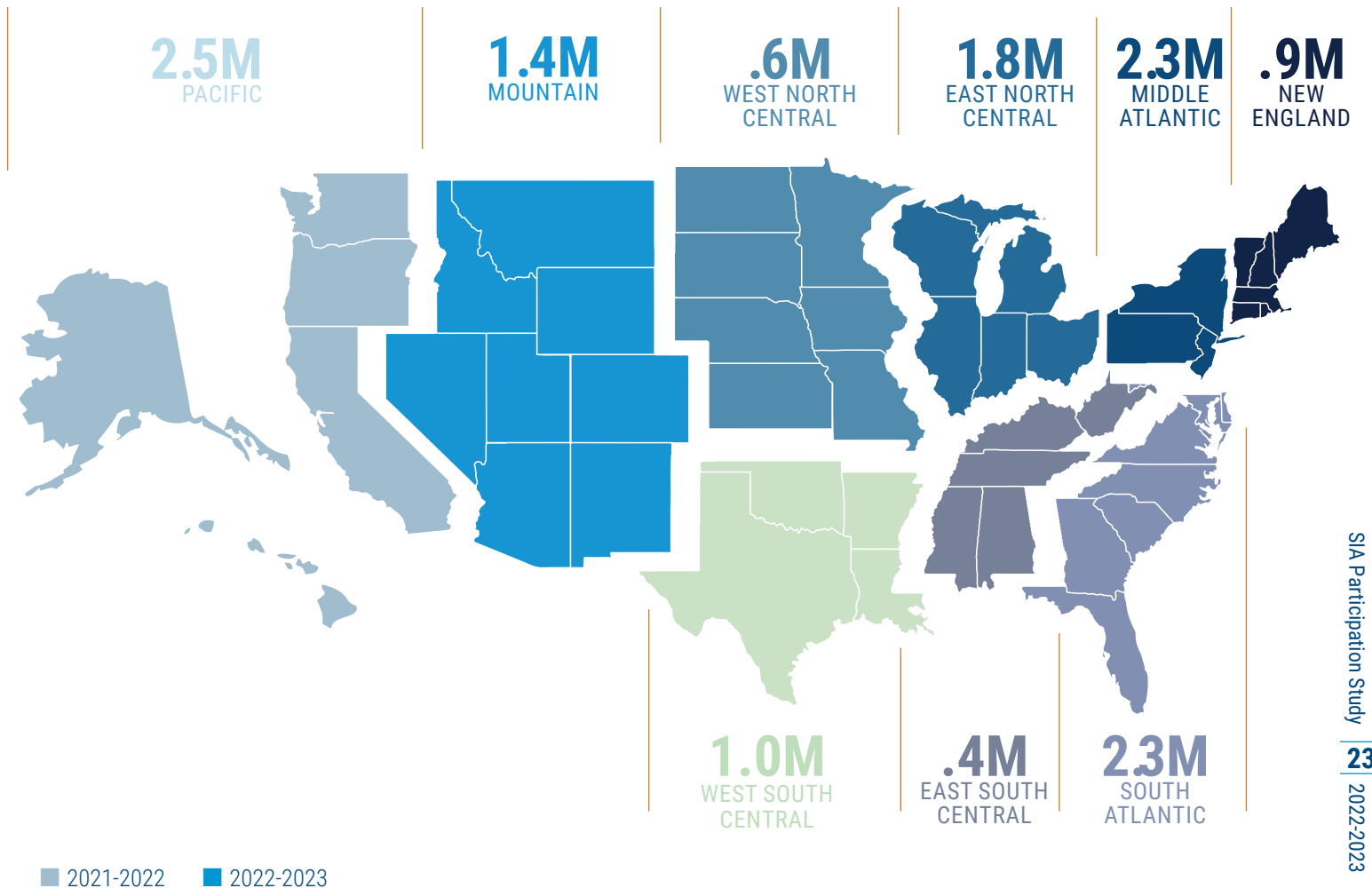
In 2021-22, there were 12.9M participants. In 2022-23, 6.5M participants were new/returned and 6.2M participants took the season off.

The total for 2022-23 was 13.1M.

rounded figures shown

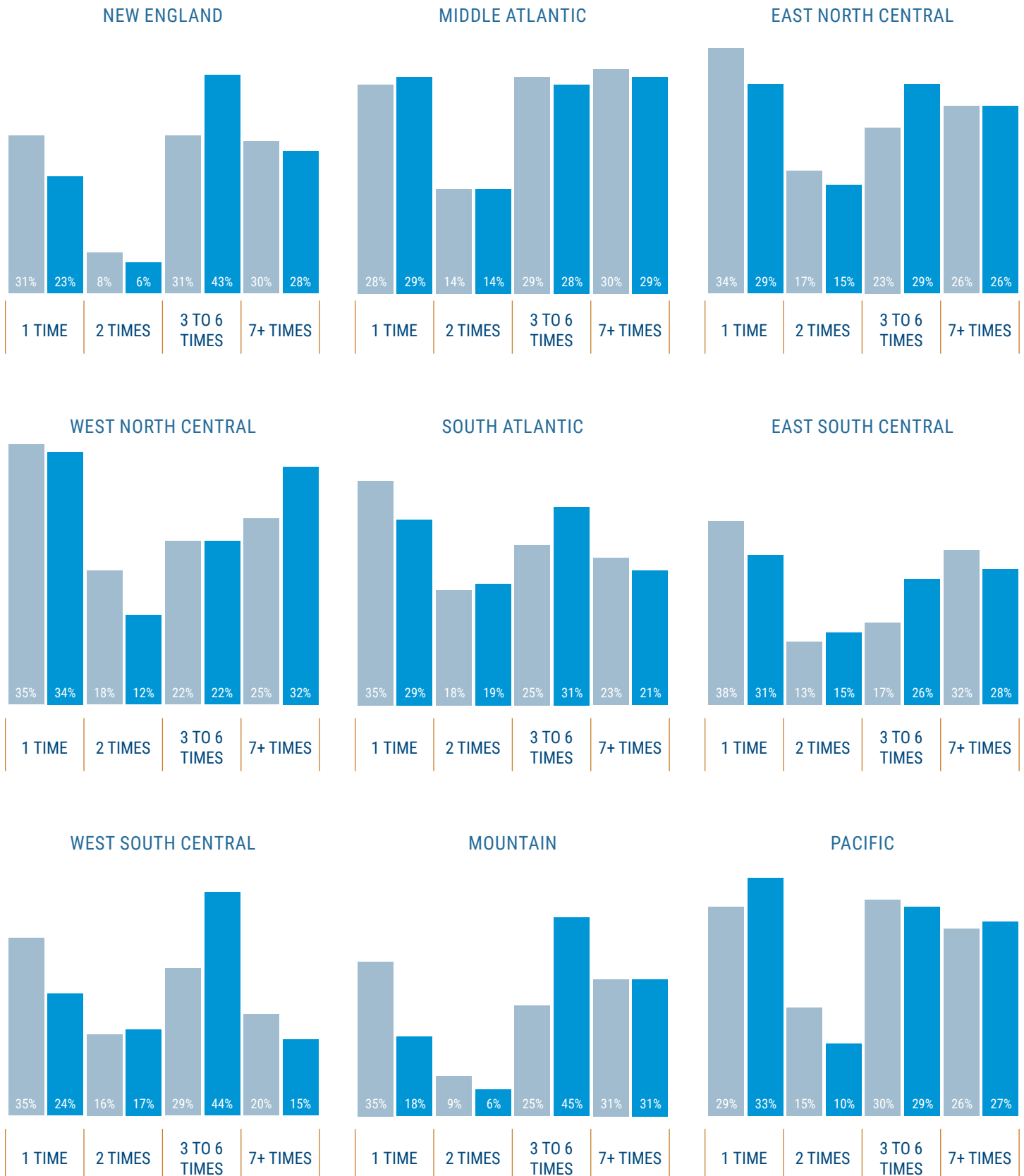
SKIING BY REGION OF RESIDENCE

2022-2023

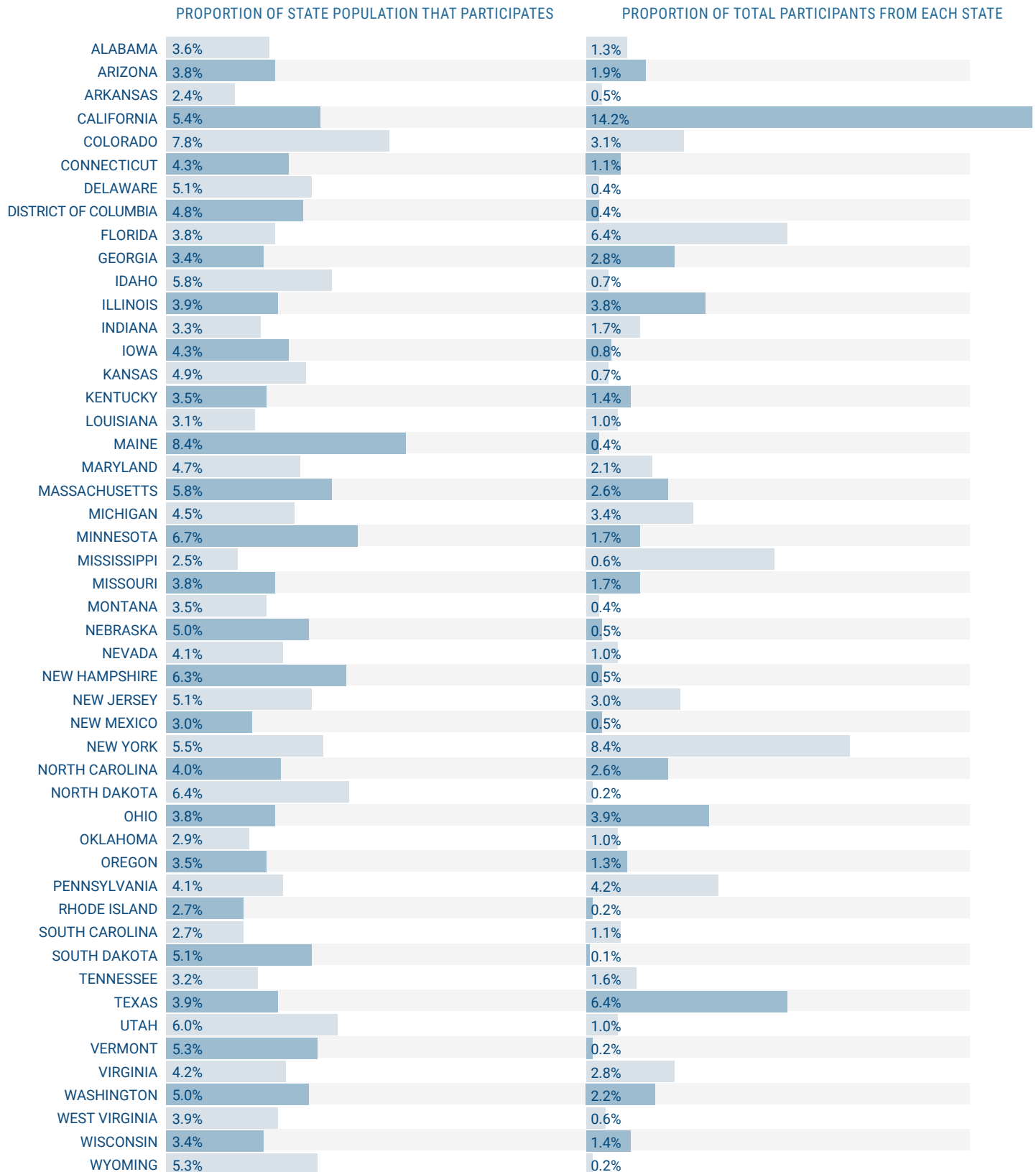


REGIONS BY FREQUENCY

■ 2021-2022 ■ 2022-2023



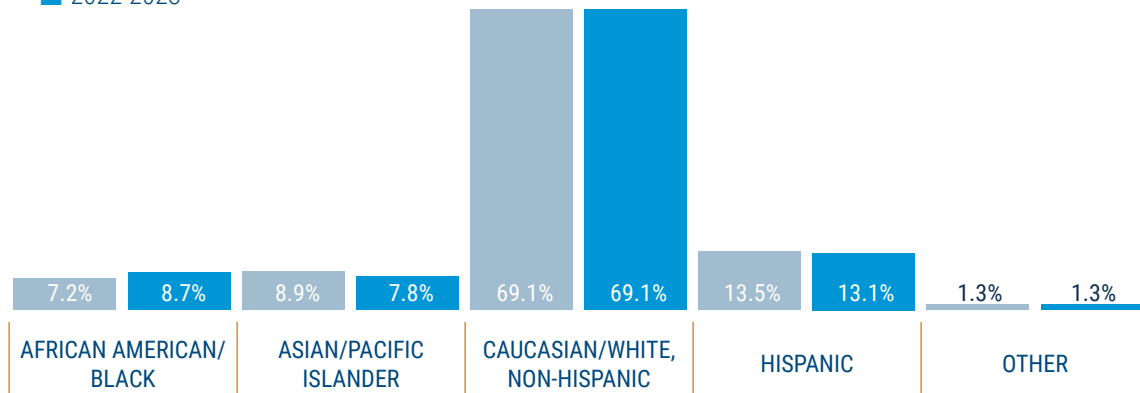
PARTICIPATION BY STATE



RACE / ETHNICITY OVERALL

■ 2021-2022

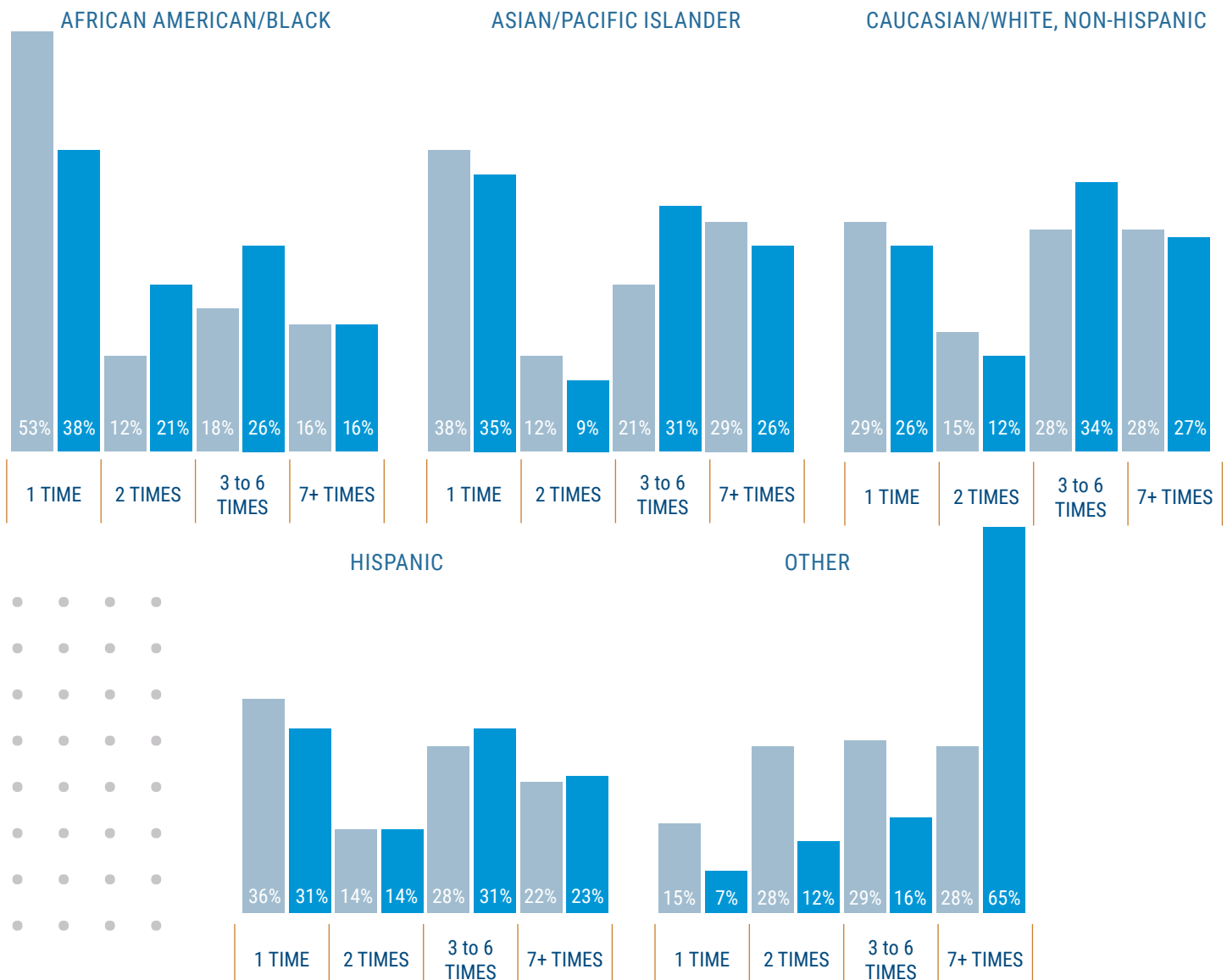
■ 2022-2023



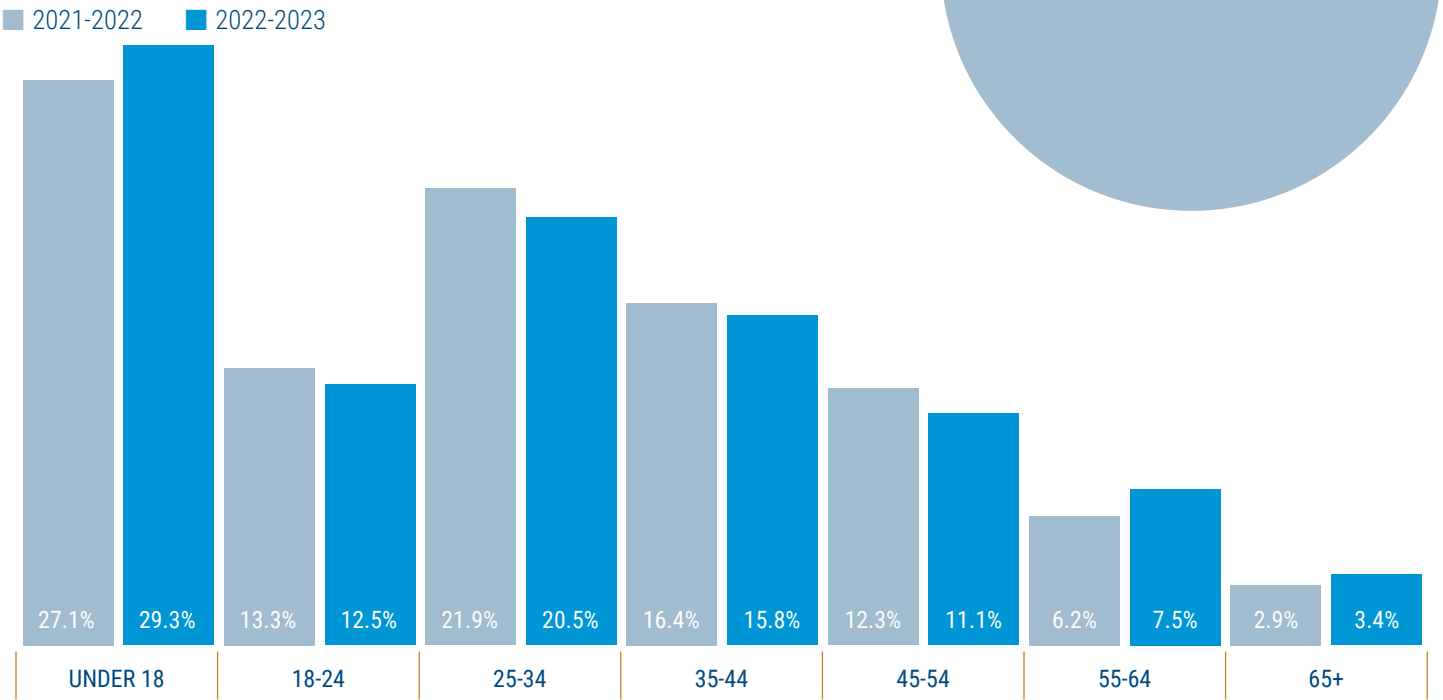
RACE / ETHNICITY BY FREQUENCY

■ 2021-2022

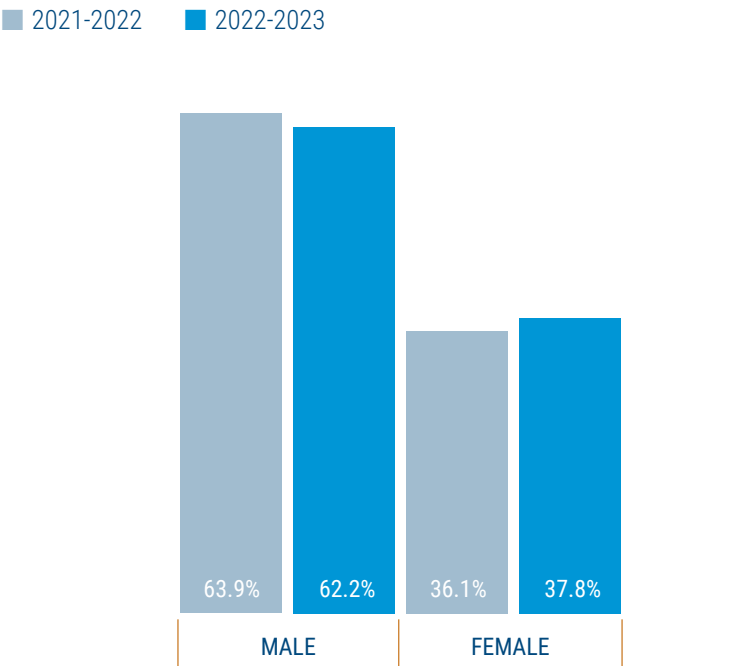
■ 2022-2023



AGE OVERALL

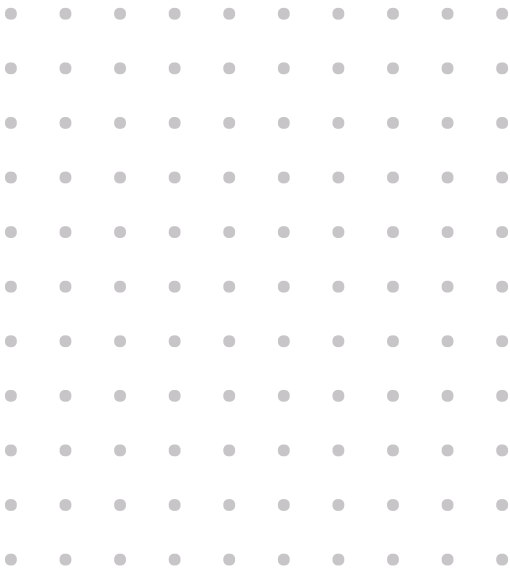
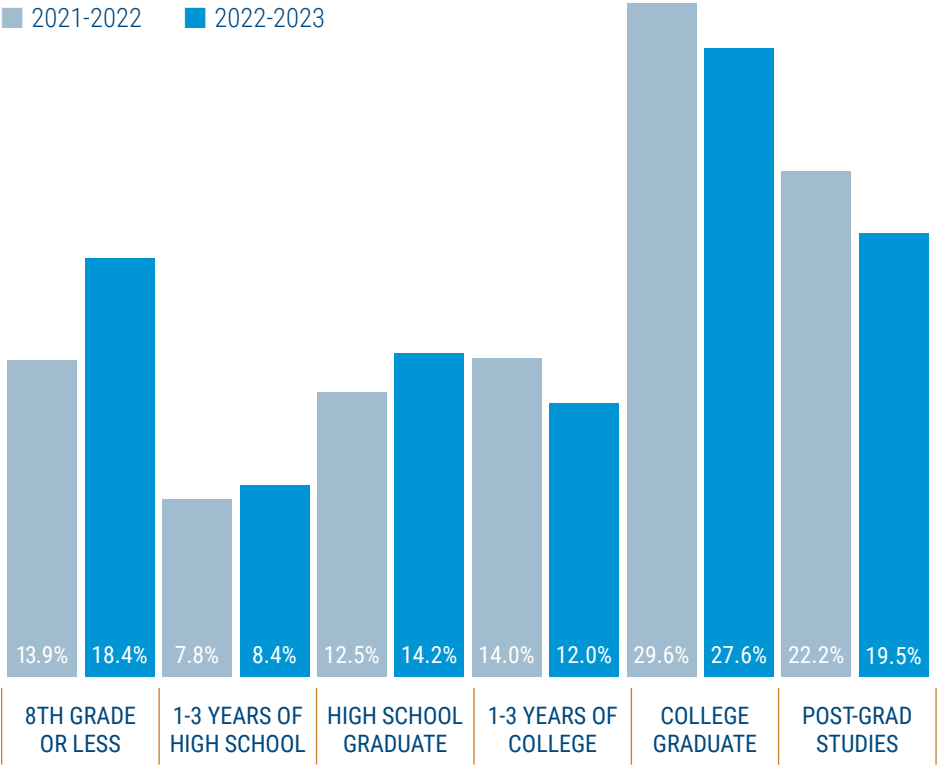


GENDER OVERALL

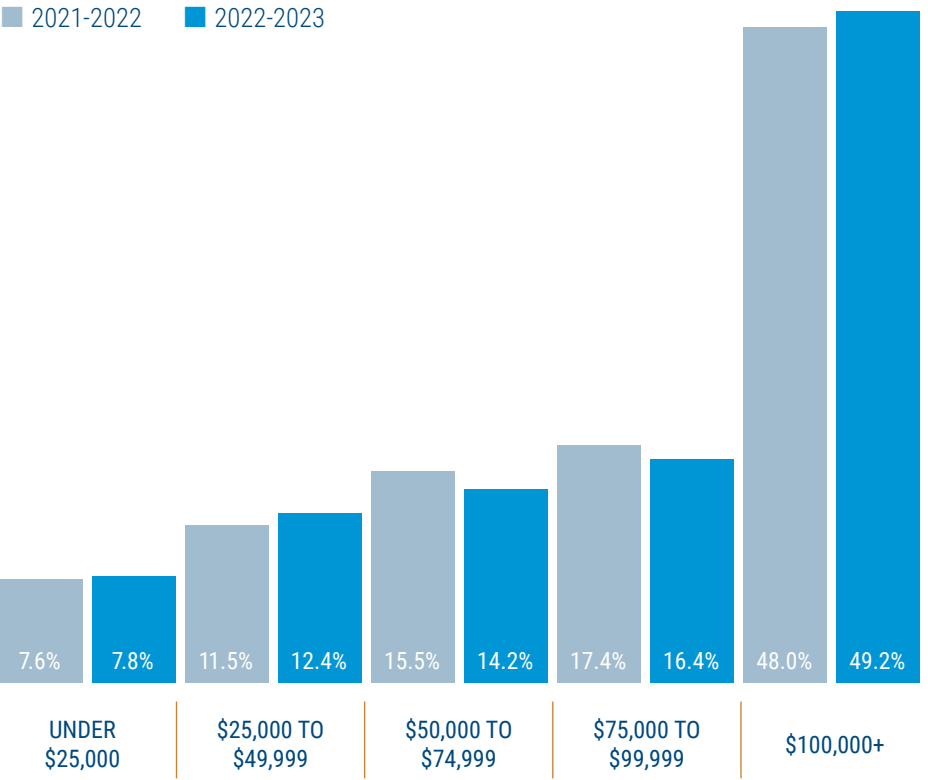


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EDUCATION OVERALL



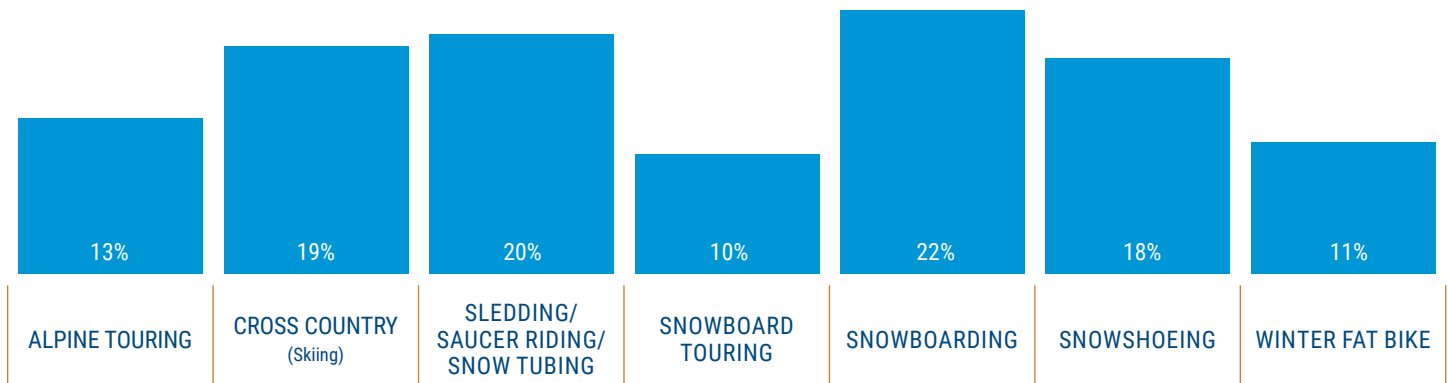
INCOME OVERALL



CROSSOVER ACTIVITIES

PROPORTION OF SKIERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS



BACKPACKING OVERNIGHT: 13%
MORE THAN 1/4 MILE FROM VEHICLE/HOME

BICYCLING: 14%
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: 5%

CANOEING: 13%

CLIMBING: 9%
(INDOOR)

CLIMBING: 5%
(SPORT/BOULDER)

CLIMBING: 6%
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 10%
(FLY)

FISHING: 12%
(SALTWATER)

GOLF: 21%
ON A 9 OR 18-HOLE GOLF COURSE

KAYAKING: 16%
(RECREATIONAL)

KAYAKING: 7%
(SEA/TOURING)

KAYAKING: 8%
(WHITE WATER)

ROLLER SKATING: 7%
(INLINE WHEELS)

SAILING: 8%

SKATEBOARDING: 9%

STAND UP PADDLING: 7%

SURFING: 5%

TRAIL RUNNING: 15%

WAKEBOARDING: 4%

WATER SKIING: 5%



Snowsports
Industries
America

SNOWBOARD PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 9M

THREE KEY TAKEAWAYS IN 2022-2023

01

After a couple of years of slower growth, we saw a significant increase in the number of snowboard participants. In 2022-23, there were 9.0M participants, a 10% increase over 2021-22 (8.2M). In years prior to 2021-22, we saw smaller increases in the number of participants. In 2019-20, there were 7.9M snowboard participants.

02

Increases were registered across most demographic segments. The number of participants in all age groups, from under 18 to 65+, increased in absolute terms. The overall distribution of ages remained relatively unchanged. The number of participants also increased in each geographic region, except two—West North Central and Pacific—which saw modest decreases.

03

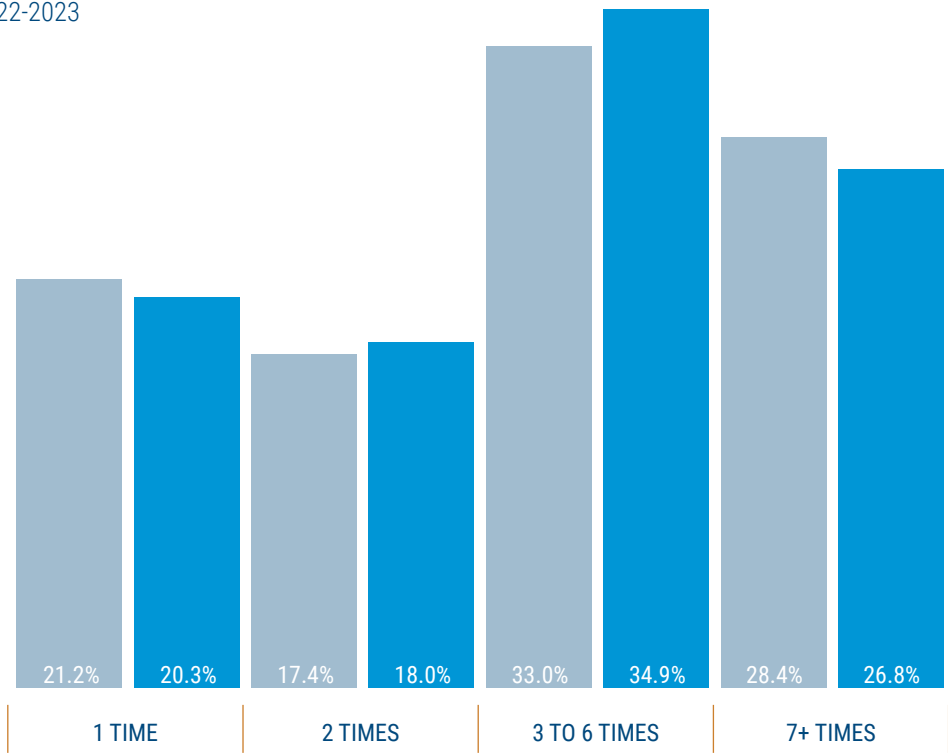
Snowboarding continues to be one of the most diverse winter sports. Sixty-one percent of snowboarders identify as White/non-Hispanic, one of the lowest proportions among any winter sports. Only touring (both alpine touring and snowboard touring) and fat biking had lower proportions. Black participants made up more than 10% of all participants for the first time, and the number of Hispanic participants rose another percentage point to 18%. Asian/Pacific Islander participation decreased to 9.1%, continuing a slow, steady downward trend.



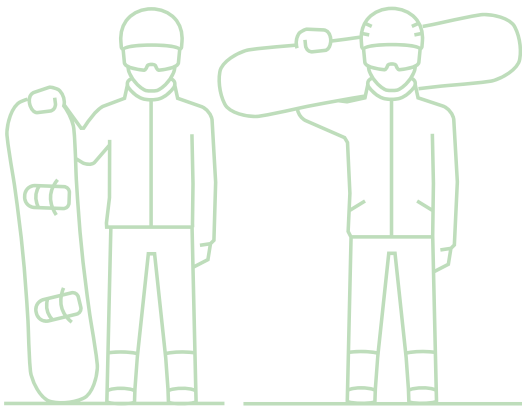
P: K2

FREQUENCY OVERALL

2021-2022 2022-2023



GAIN / LOSS



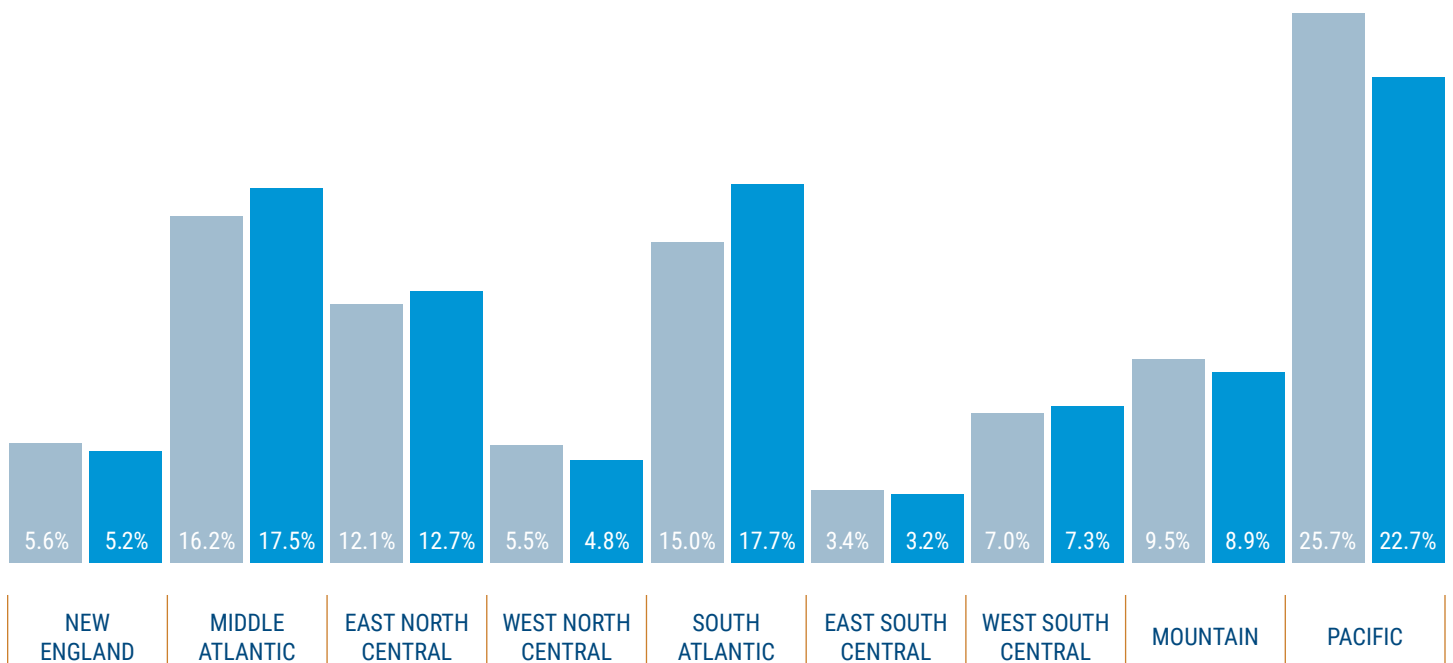
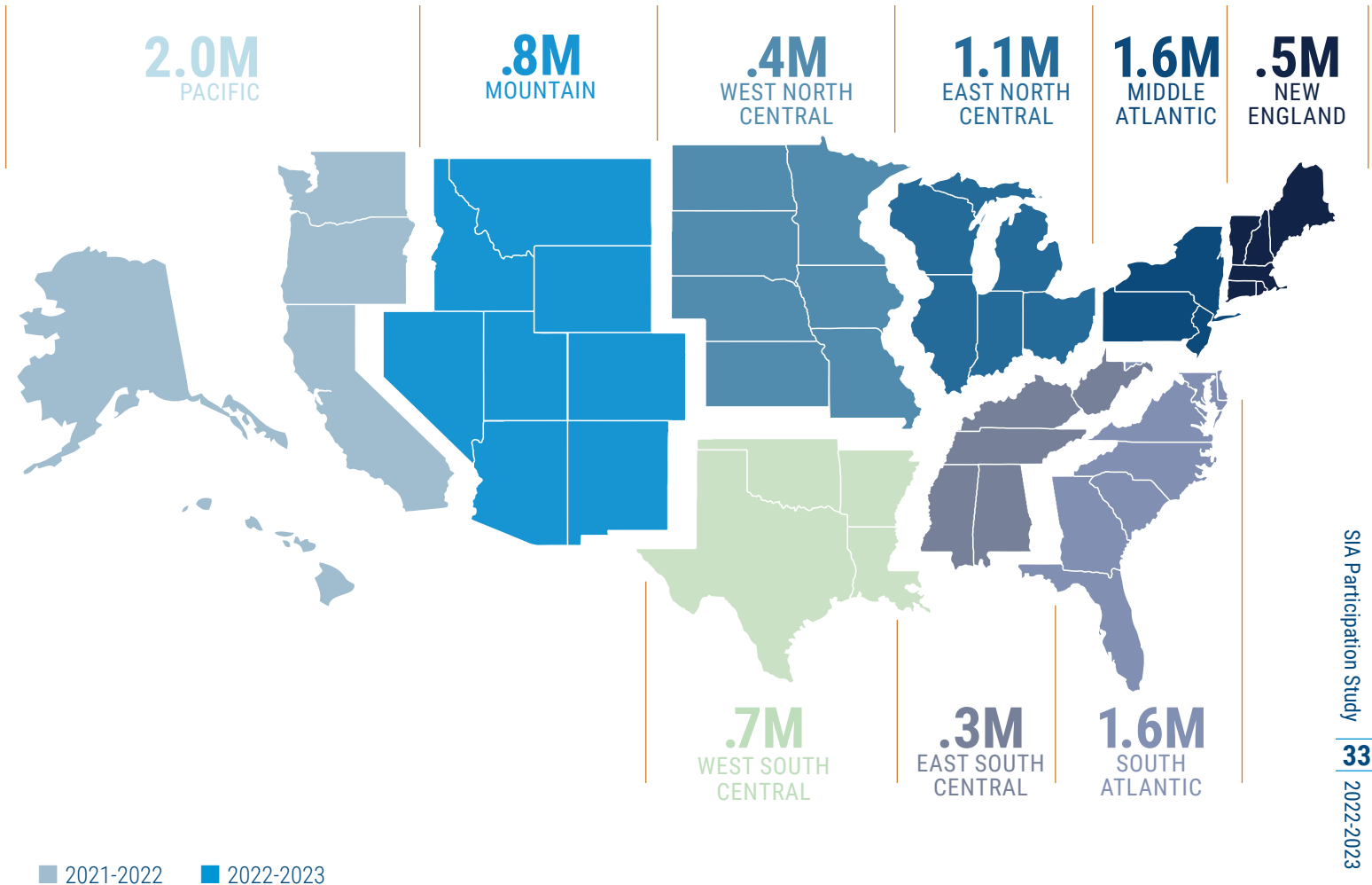
In 2021-22, there were 8.2M participants. In 2022-23, 4.4M participants were new/returned and 3.6M participants took the season off.

The total for 2022-23 was 9.0M.

rounded figures shown

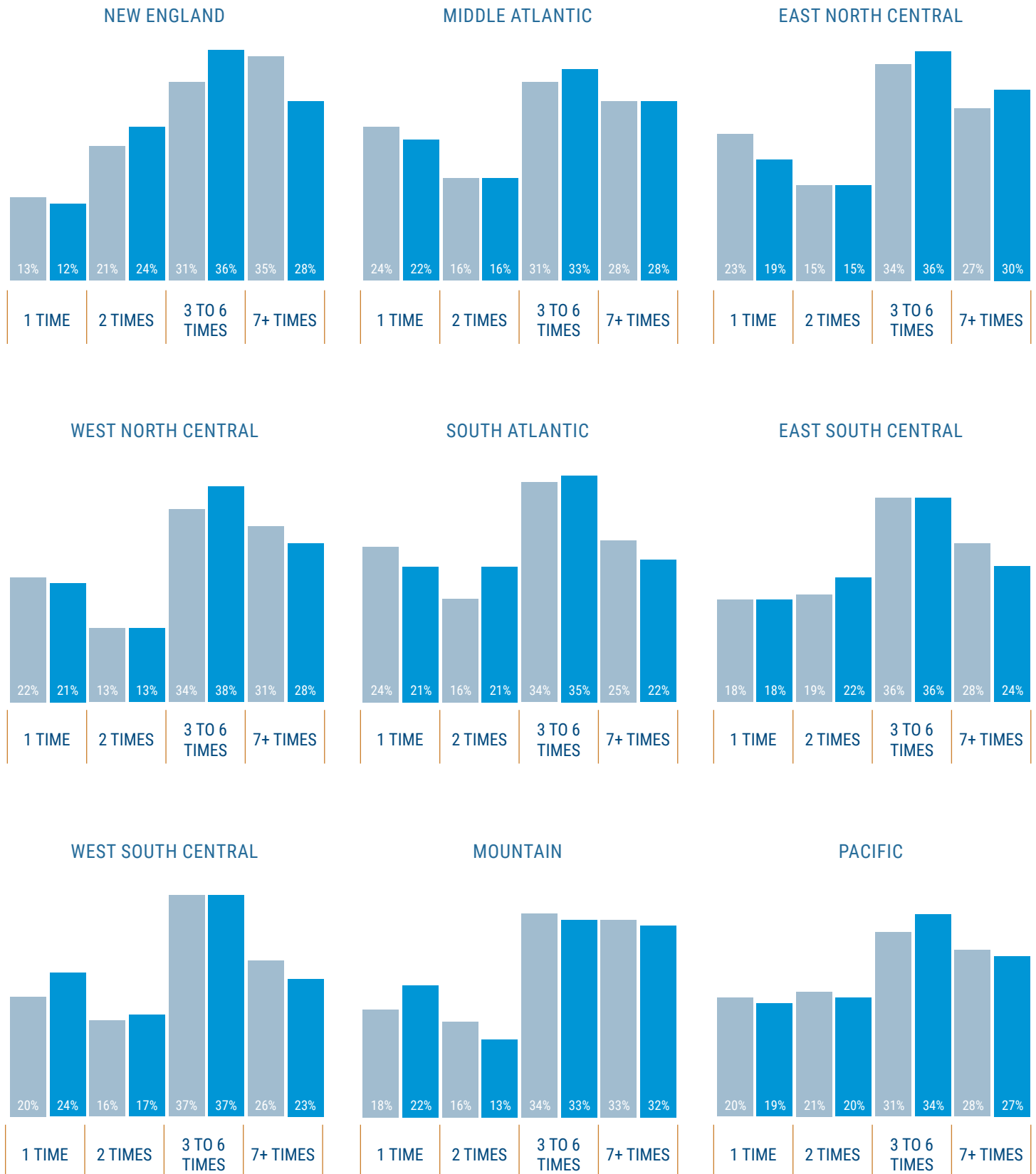
SNOWBOARDING BY REGION OF RESIDENCE

2022-2023

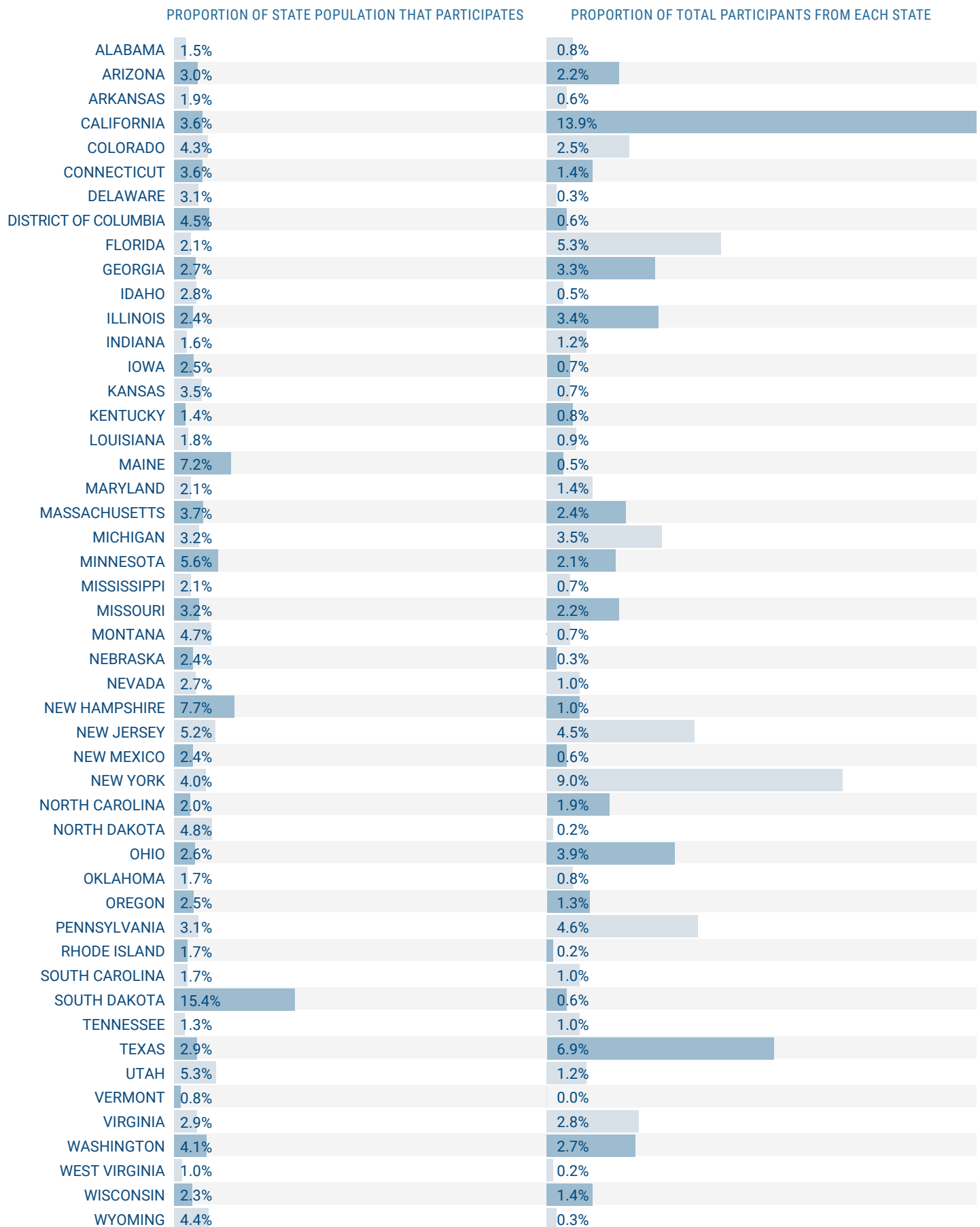


REGIONS BY FREQUENCY

■ 2021-2022 ■ 2022-2023



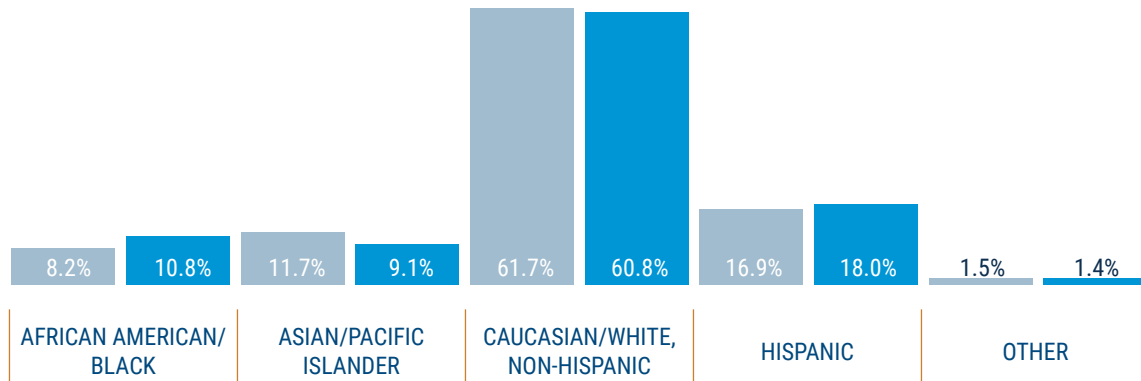
PARTICIPATION BY STATE



RACE / ETHNICITY OVERALL

■ 2021-2022

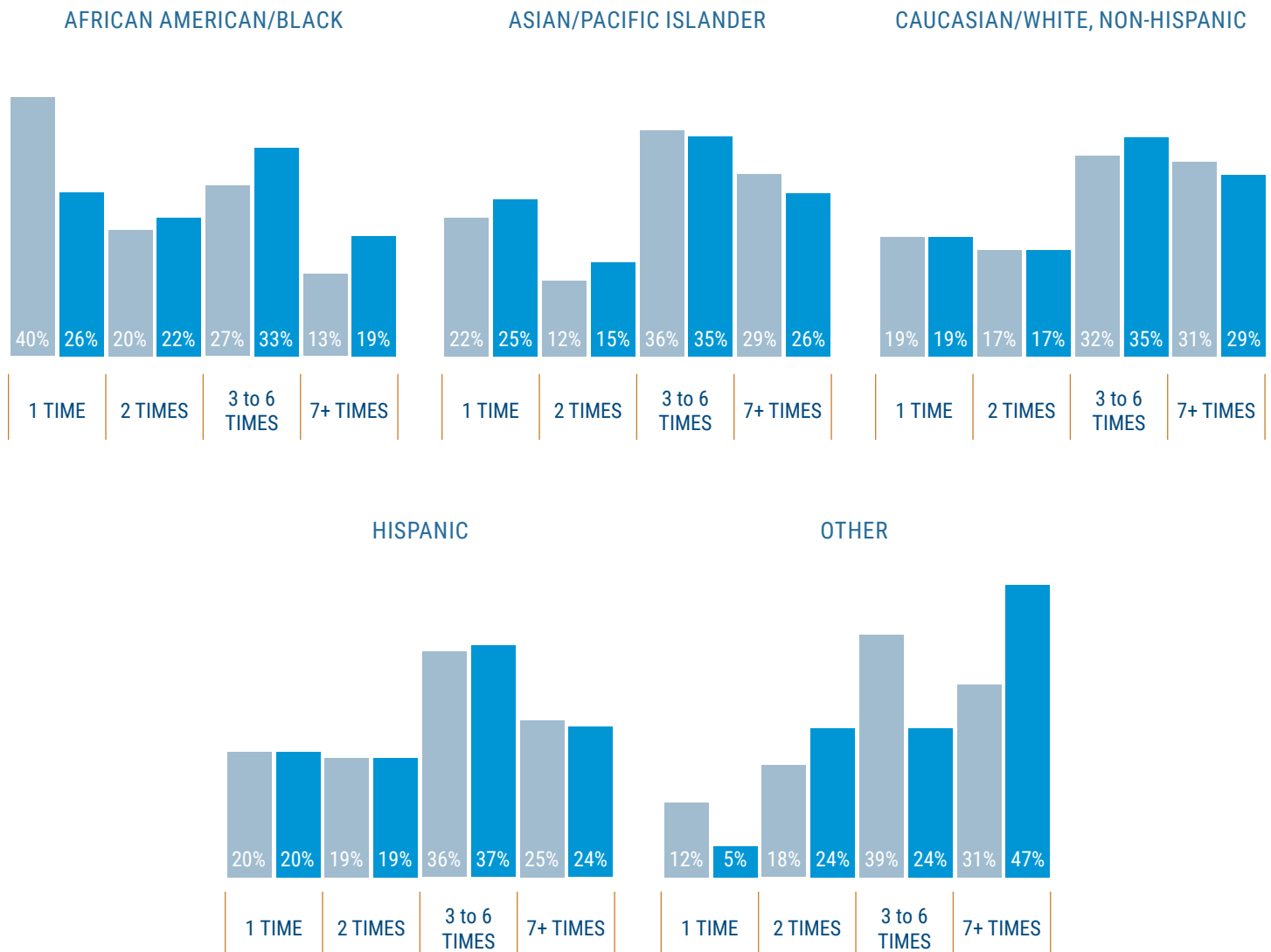
■ 2022-2023



RACE / ETHNICITY BY FREQUENCY

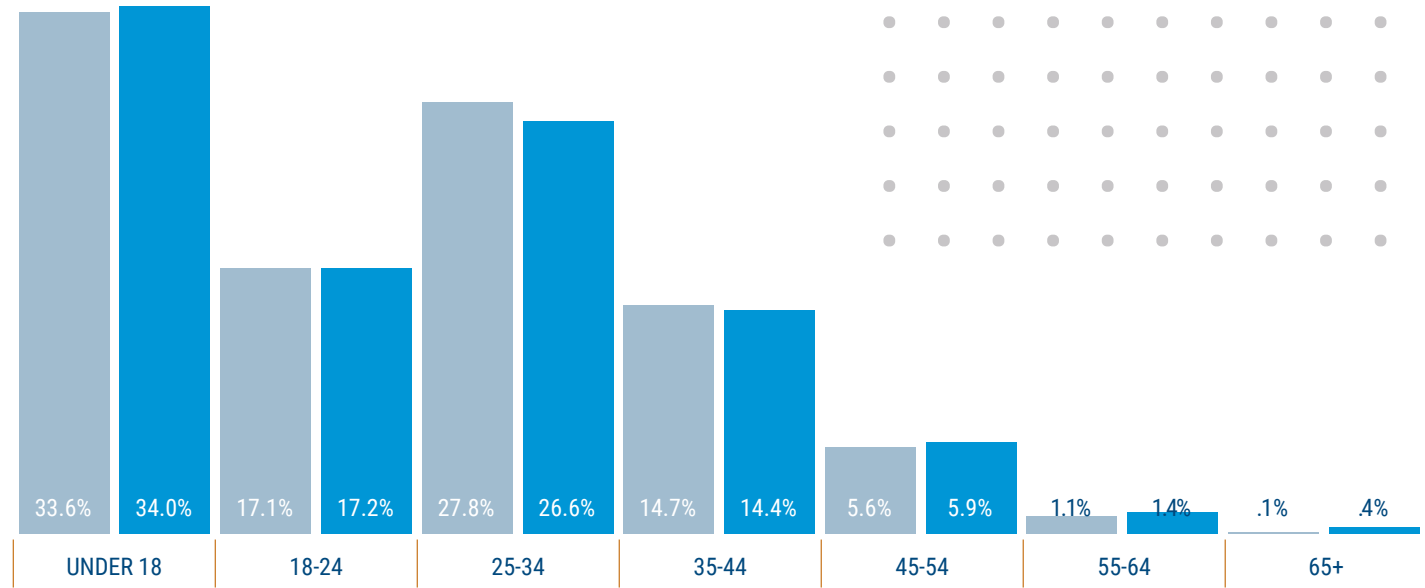
■ 2021-2022

■ 2022-2023



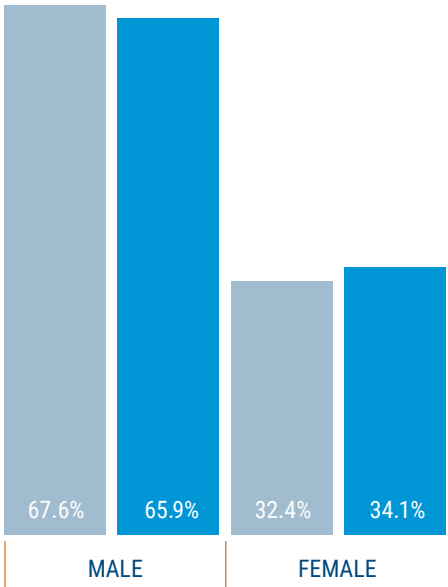
AGE OVERALL

2021-2022 2022-2023



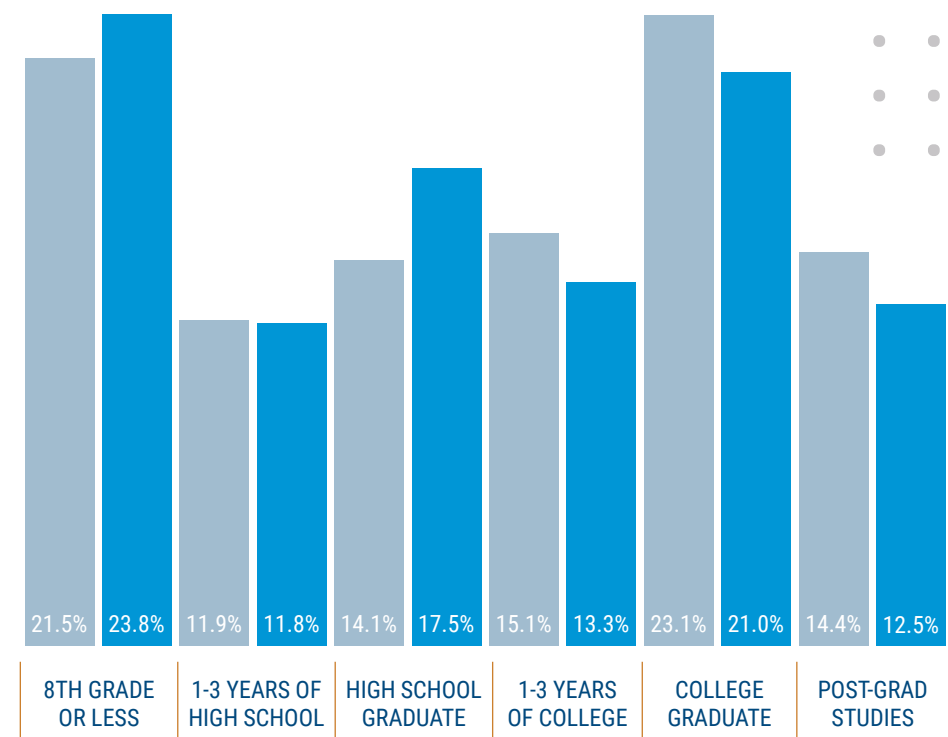
GENDER OVERALL

2021-2022 2022-2023



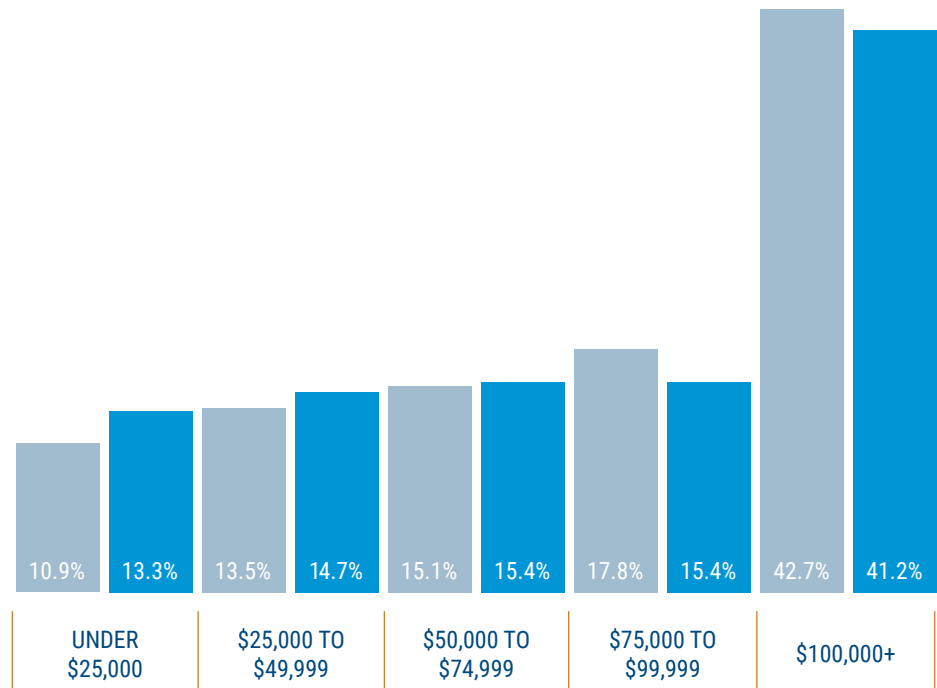
EDUCATION OVERALL

2021-2022 2022-2023



INCOME OVERALL

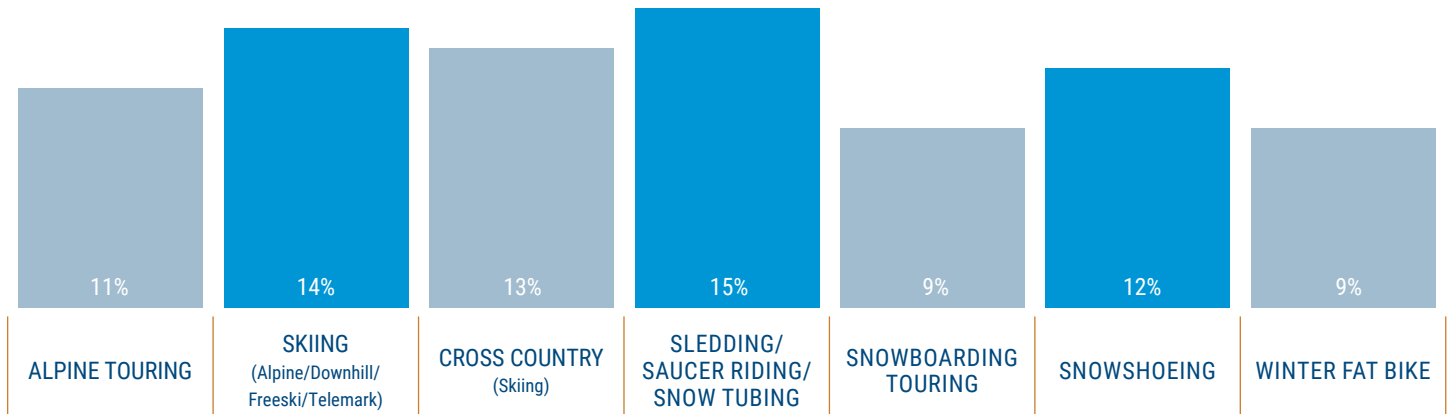
2021-2022 2022-2023



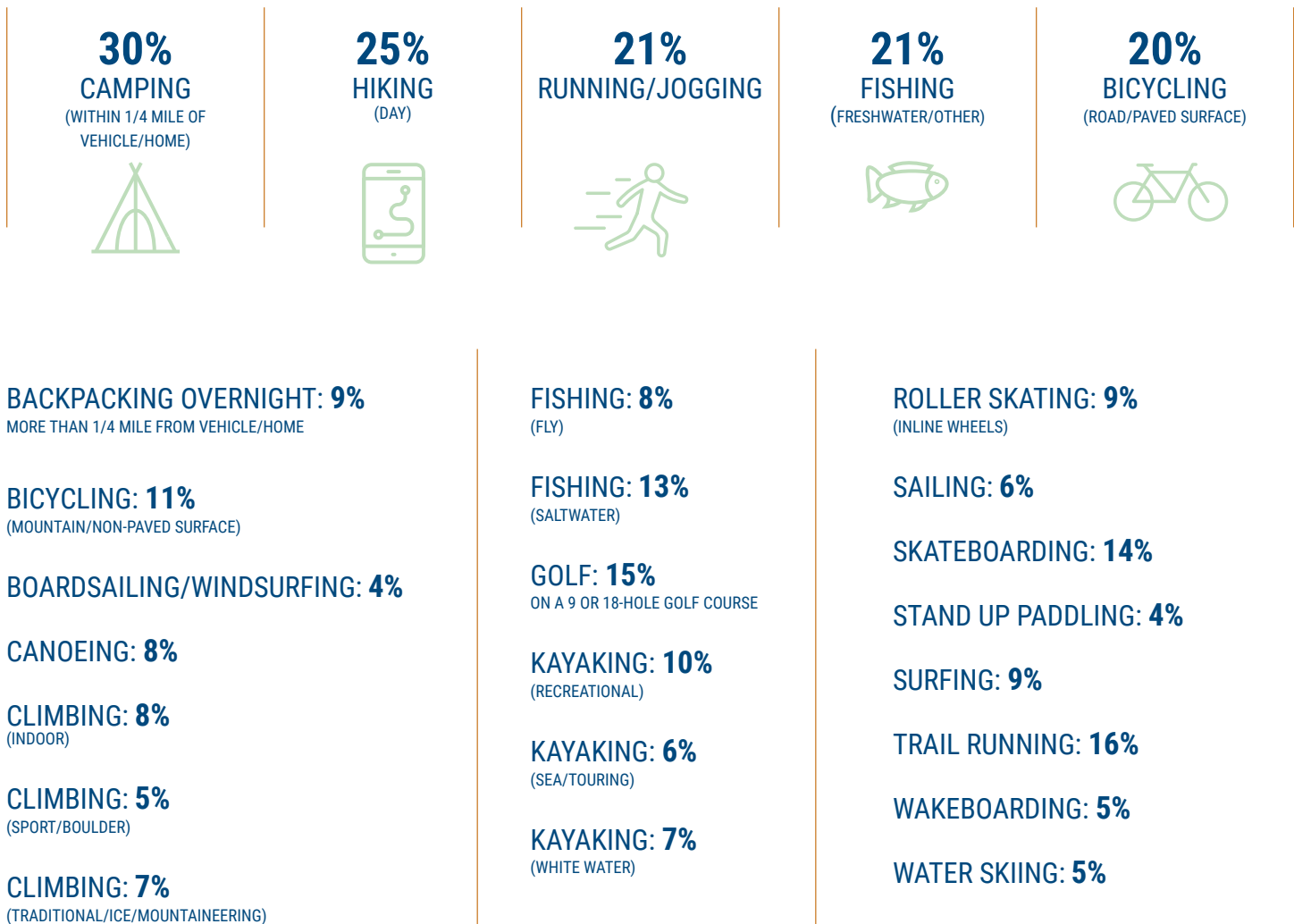
CROSSOVER ACTIVITIES

PROPORTION OF SNOWBOARDERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS





Snowsports
Industries
America

CROSS-COUNTRY SKIING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 5.3M

TWO KEY TAKEAWAYS IN 2022-2023

01

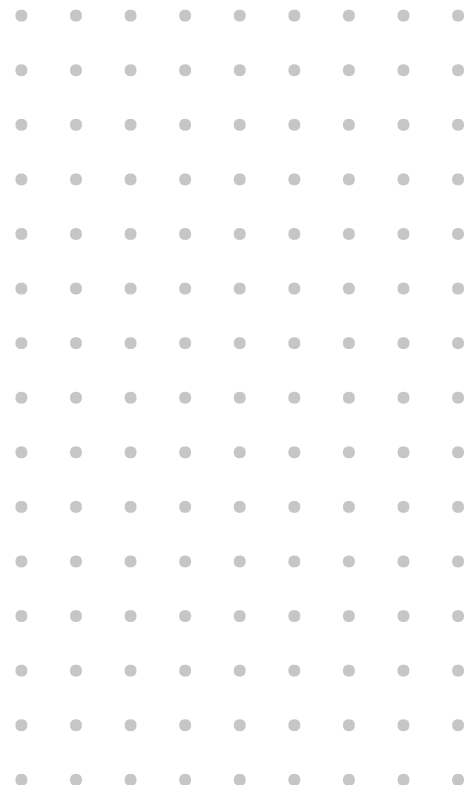
The number of cross-country skiers exceeded 5M for the first time. There were 5.3M participants in 2022-23, up from 4.9M participants in 2021-22. The number of new participants has steadily increased over the last several seasons, with 1.8M new participants in 2022-23, compared to 1.6M new participants in 2021-22 and 1.4M new participants in 2020-21.

02

Much of that growth was concentrated in those under 25. In 2021-22, 1.7M participants were under 25. In 2022-23, 2.3M participants were under 25. Historically, cross-country has had one of the smallest proportions of younger participants (under 25). With growth in the under-25 segment this year, it is now more similar to other winter sports. Other age groups were flat or saw small decreases, except the 65+ age group, which had an increase of approximately 50k participants.



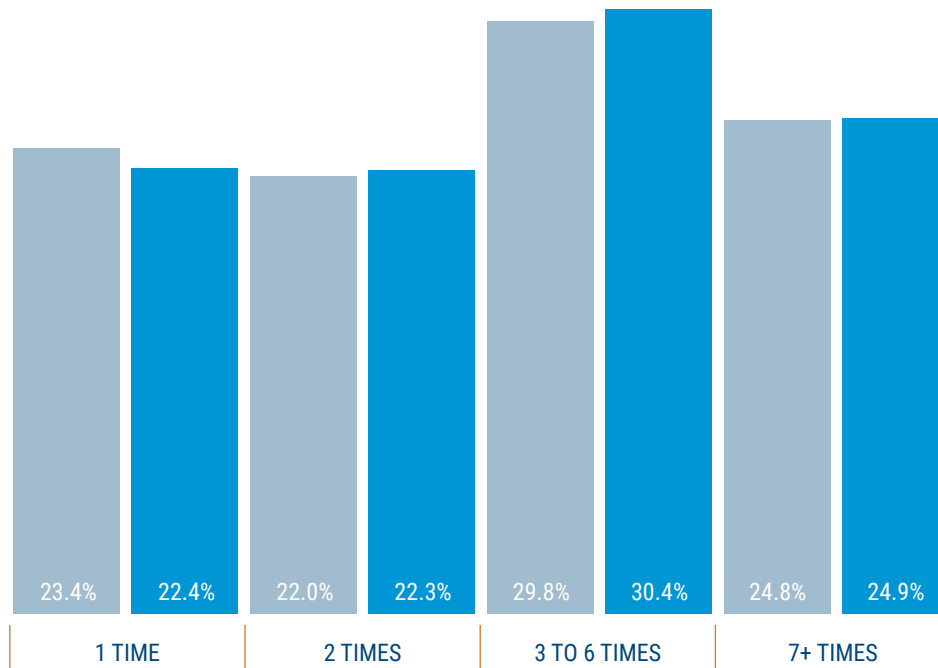
P: ATOMIC



FREQUENCY OVERALL

■ 2021-2022

■ 2022-2023



GAIN / LOSS



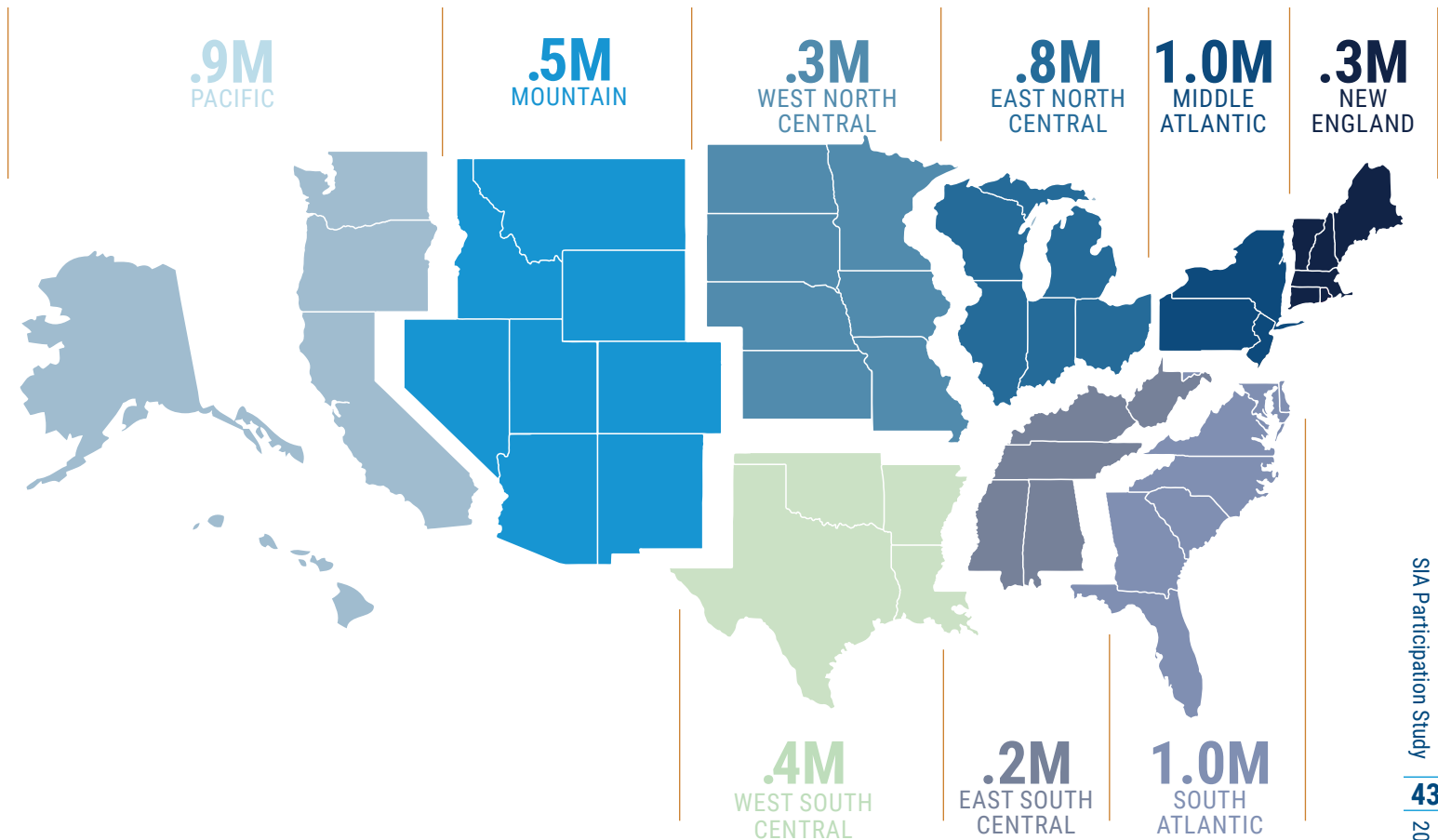
In 2021-22, there were 4.9M participants. In 2022-23, 2.6M participants were new/returned and 2.2M participants took the season off.

The total for 2022-23 was 5.3M.

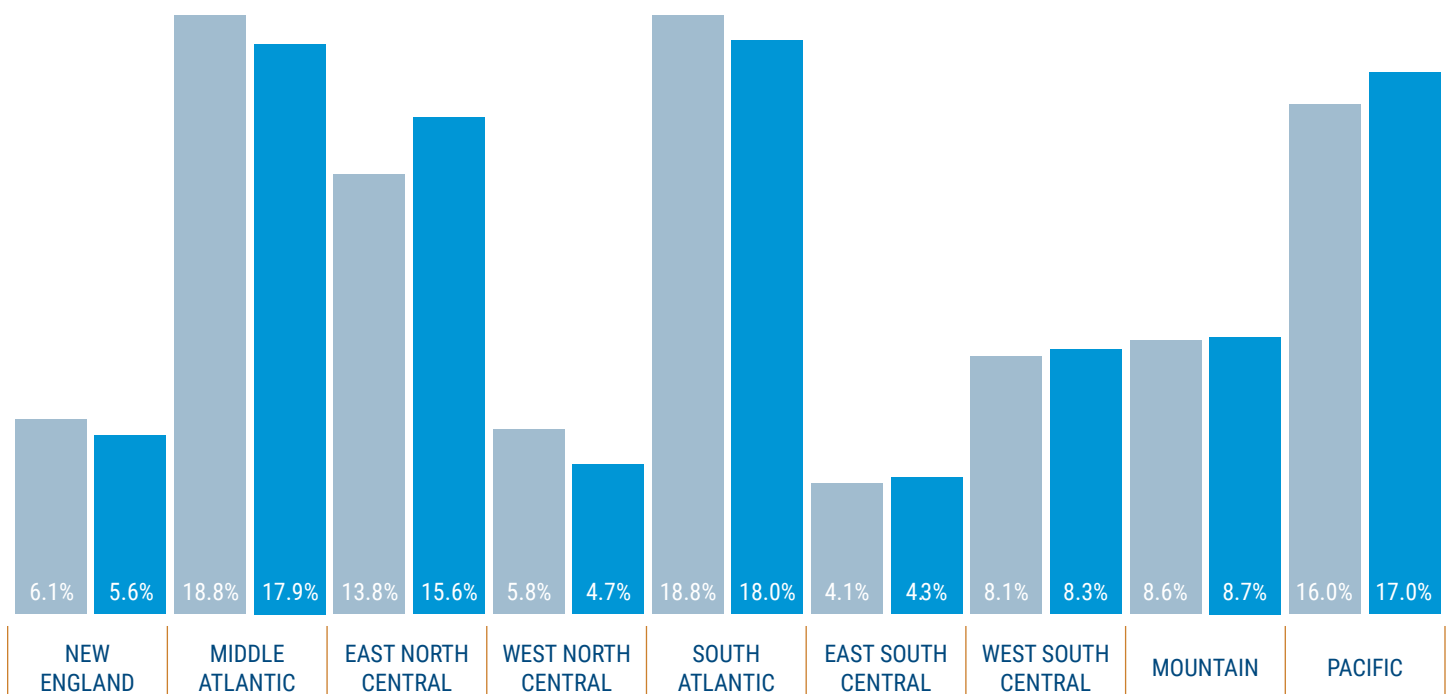
rounded figures shown

CROSS-COUNTRY BY REGION OF RESIDENCE

2022-2023



■ 2021-2022 ■ 2022-2023



REGIONS BY FREQUENCY

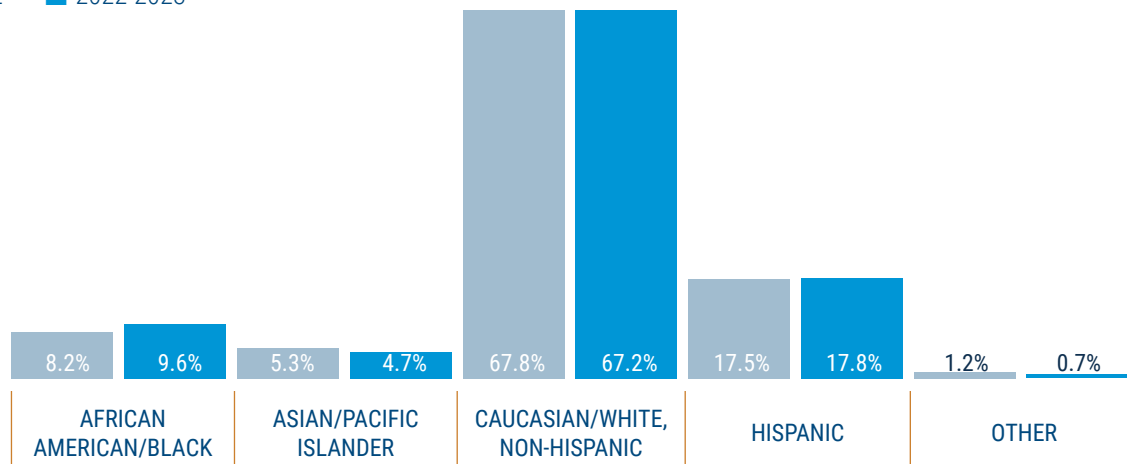
■ 2021-2022 ■ 2022-2023



RACE / ETHNICITY OVERALL

■ 2021-2022

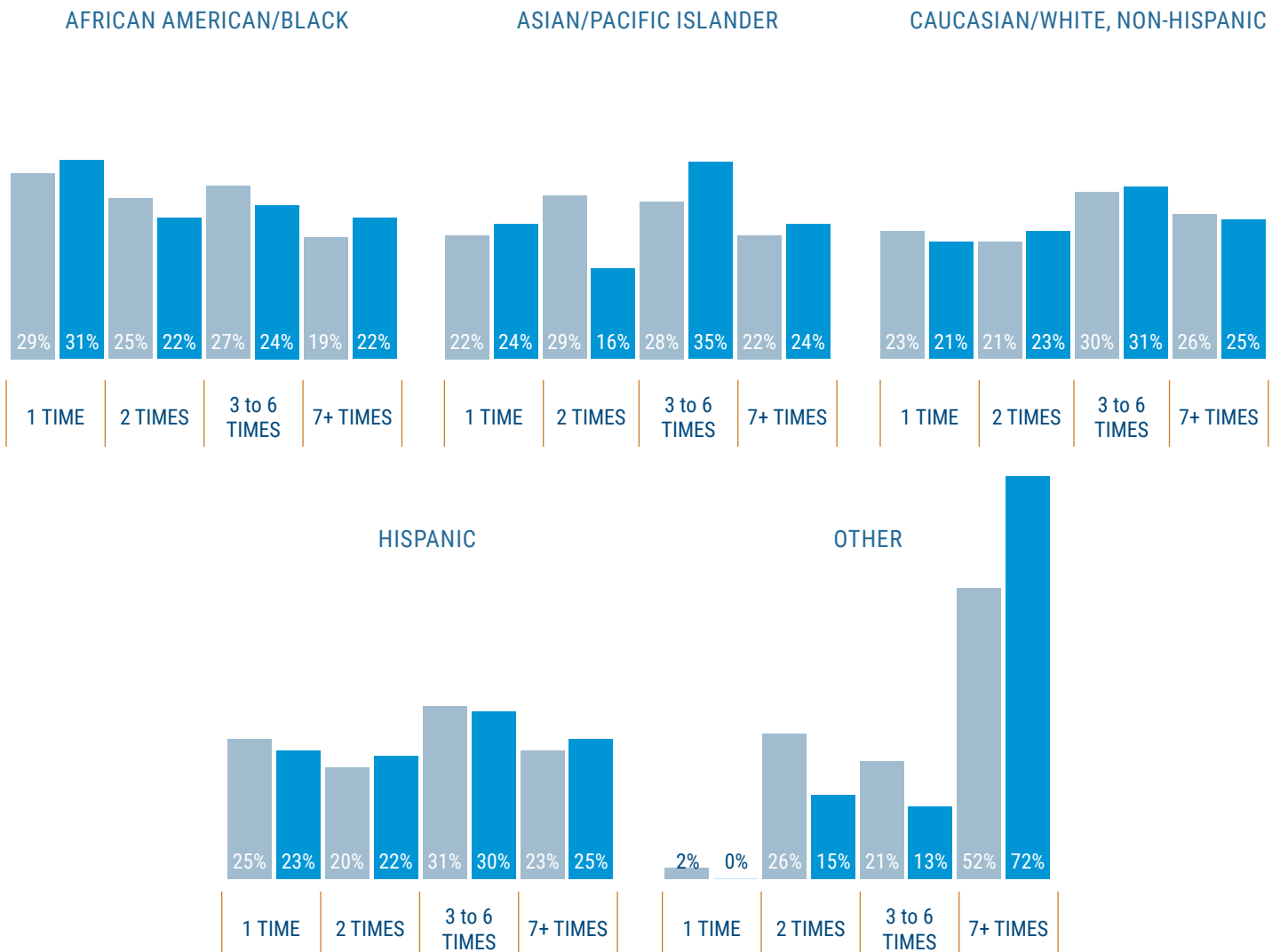
■ 2022-2023



RACE / ETHNICITY BY FREQUENCY

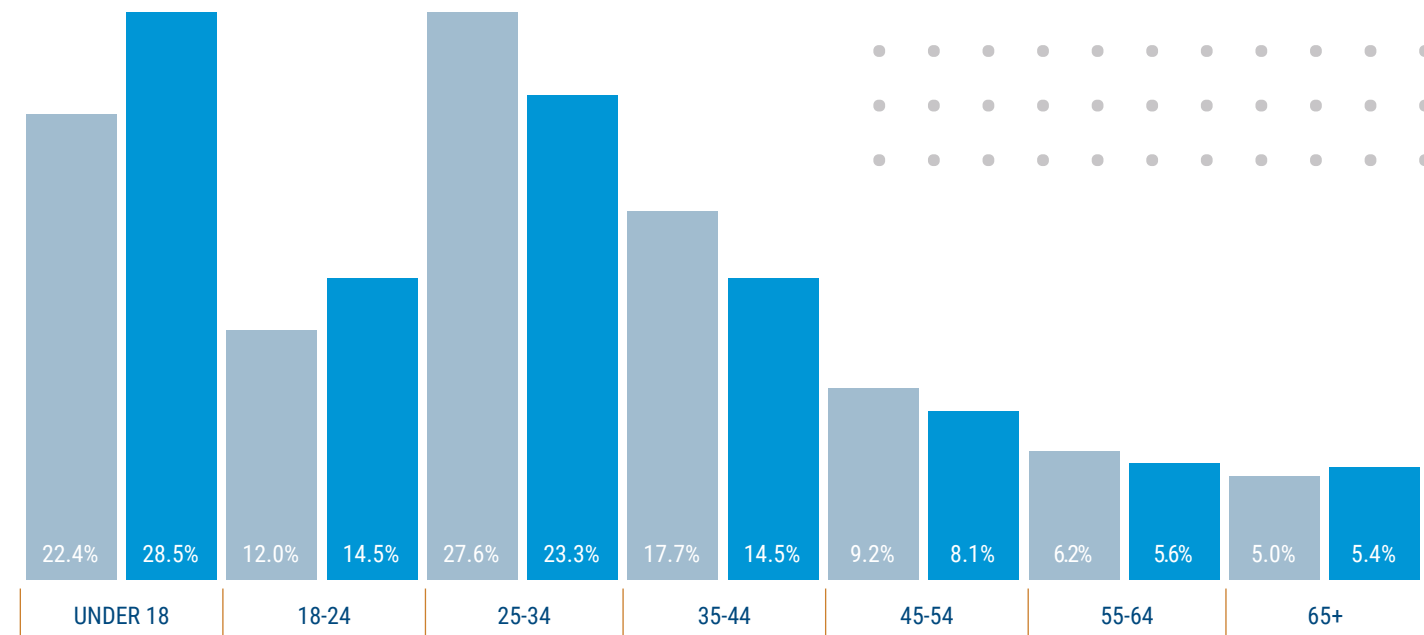
■ 2021-2022

■ 2022-2023



AGE OVERALL

2021-2022 2022-2023



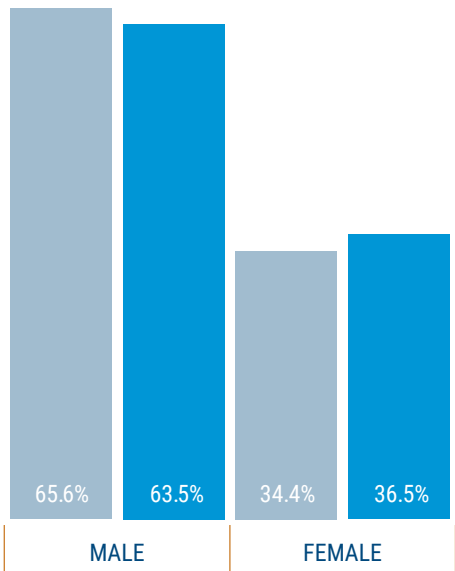
SIA Participation Study

46

2022-2023

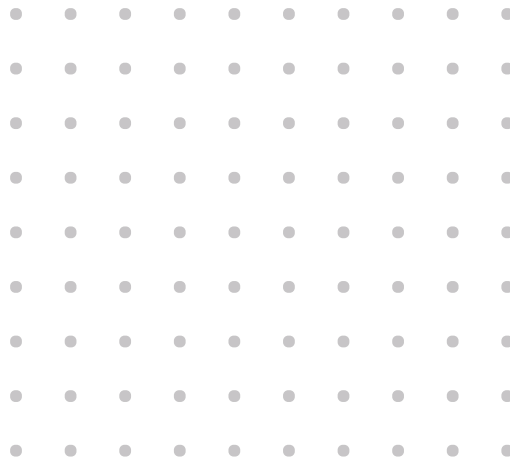
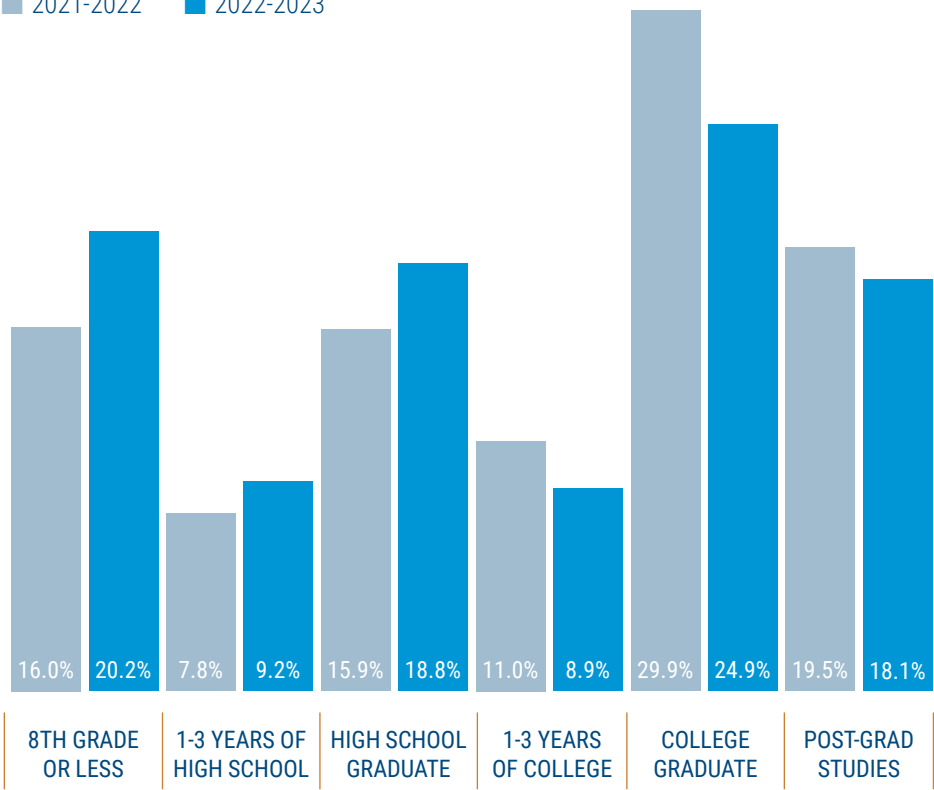
GENDER OVERALL

2021-2022 2022-2023



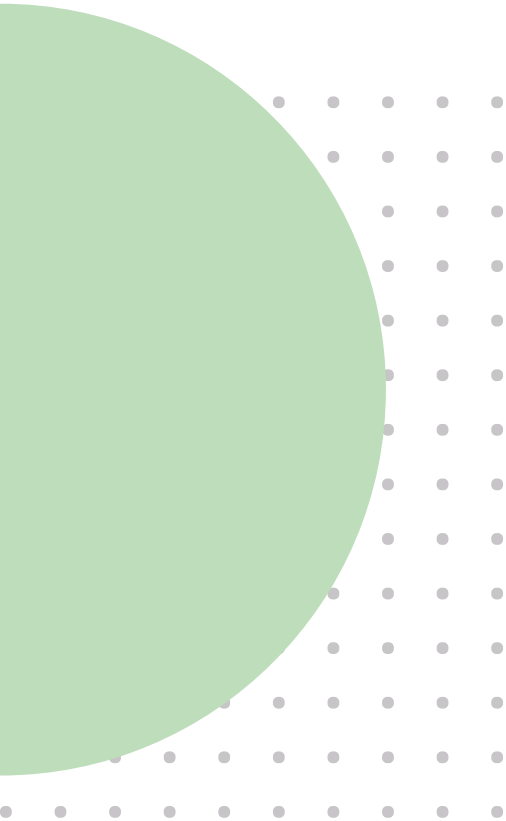
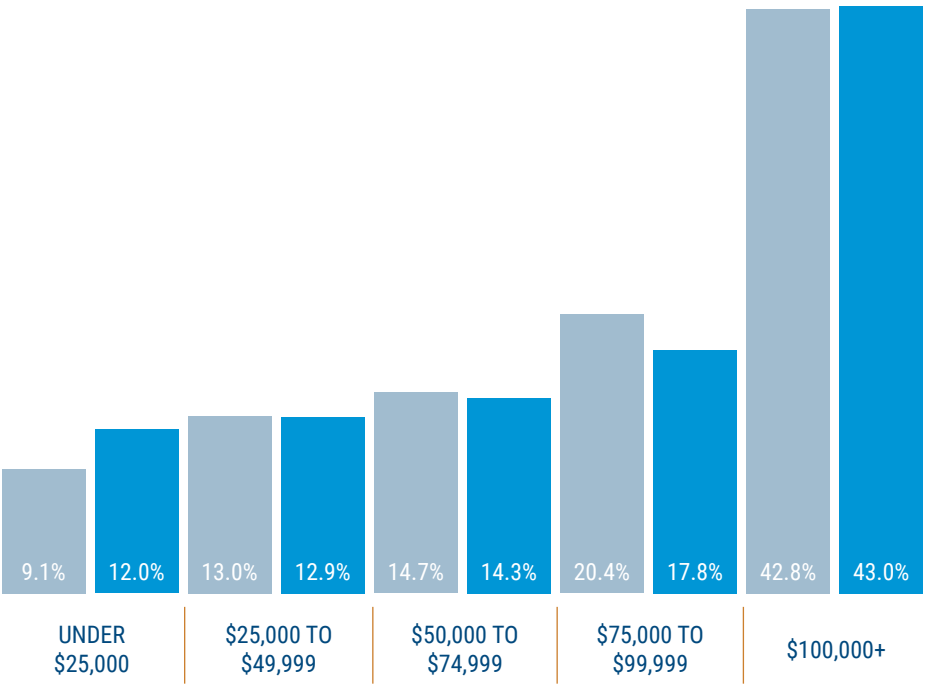
EDUCATION OVERALL

2021-2022 2022-2023



INCOME OVERALL

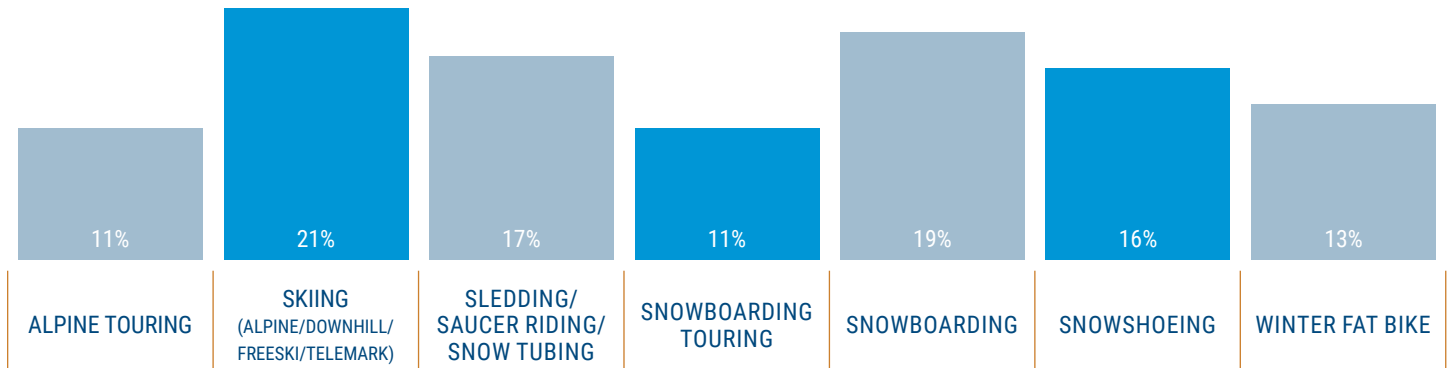
2021-2022 2022-2023



CROSSOVER ACTIVITIES

PROPORTION OF CROSS-COUNTRY SKIERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS



BACKPACKING OVERNIGHT: 16%
(MORE THAN 1/4 MILE FROM VEHICLE/HOME)

BICYCLING: 13%
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: 9%

CANOEING: 13%

CLIMBING: 9%
(INDOOR)

CLIMBING: 5%
(SPORT/BOULDER)

CLIMBING: 7%
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 16%
(FLY)

FISHING: 18%
(FRESHWATER/OTHER)

FISHING: 12%
(SALTWATER)

KAYAKING: 11%
(RECREATIONAL)

KAYAKING: 7%
(SEA/TOURING)

KAYAKING: 9%
(WHITE WATER)

ROLLER SKATING: 7%
(INLINE WHEELS)

RUNNING/JOGGING: 18%

SAILING: 9%

SKATEBOARDING: 8%

STAND UP PADDLING: 6%

SURFING: 7%

TRAIL RUNNING: 17%

WAKEBOARDING: 4%

WATER SKIING: 5%



Snowsports
Industries
America

SNOWSHOE PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 4.5M

THREE KEY TAKEAWAYS IN 2022-2023

01

The number of snowshoeing participants exceeded 4M for the first time. Nearly 4.5M people participated in snowshoeing in the 2022-23 season. This was a significant increase over the 3.8M who participated in 2021-22, which itself was a significant increase over the 3.2M in 2020-21. In 2022-23, 1.2M were new to the sport, 1.8M returned, and 2.3M left.

02

The increase in snowshoeing participation came from across regions and demographic groups. All regions saw an increase in the number of snowshoeing participants, as did all age groups and races/ethnicities. There were both more males and females participating this year, with especially strong growth among females. In previous years, females made up approximately 34% of participants, and in 2022-23 this jumped to 37%. Shifts in the proportion of males and females in winter sports typically only span 1-2%, making 3% here more notable. (Note that while we do collect LGBTQ+ demographics, we don't report these for the smaller sports due to sample size limitations.)

03

Snowshoers are very likely to also participate in other winter sports. Similar to 2021-22, snowshoers in 2022-23 were more likely to indicate they participate in other winter sports than participants of other winter sports. For example, 28% of snowshoeing participants also snowboard, and 22% cross-country ski. Cross-participation did decline a little from the previous year, with snowshoeing participants being slightly less likely to participate in each of the other winter sports.

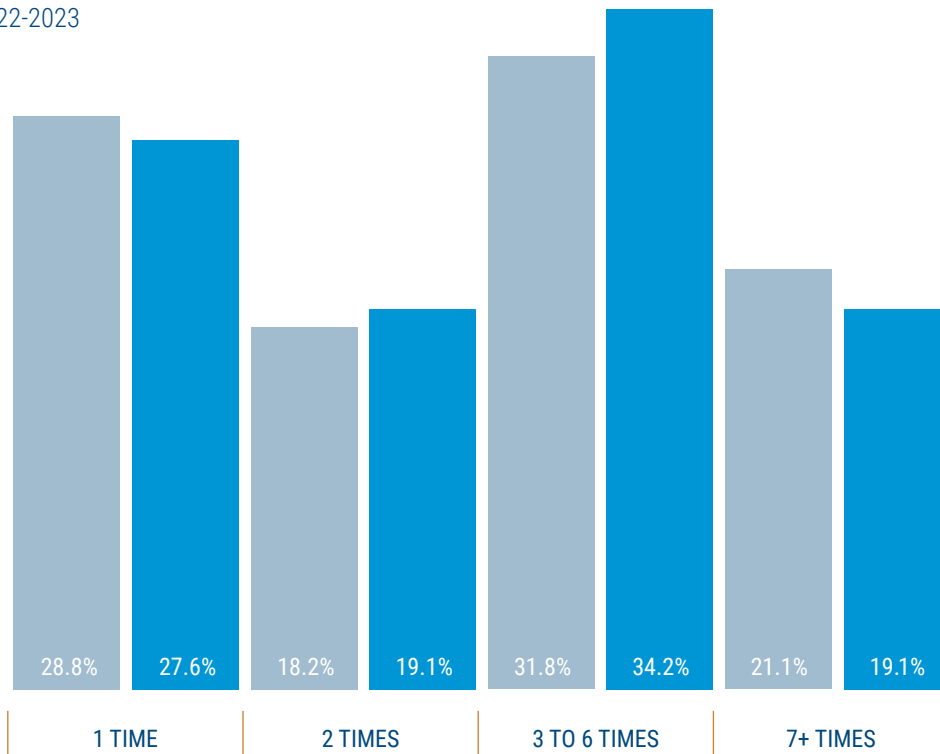


P: ATLAS

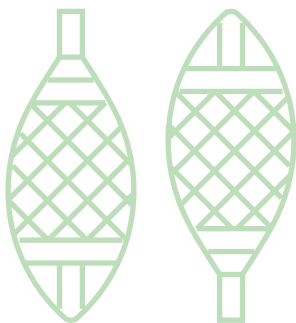
FREQUENCY OVERALL

■ 2021-2022

■ 2022-2023



GAIN / LOSS



In 2021-22, there were 3.8M participants. In 2022-23, 3.0M participants were new/returned and 2.3M participants took the season off.

The total for 2022-23 was 4.5M.

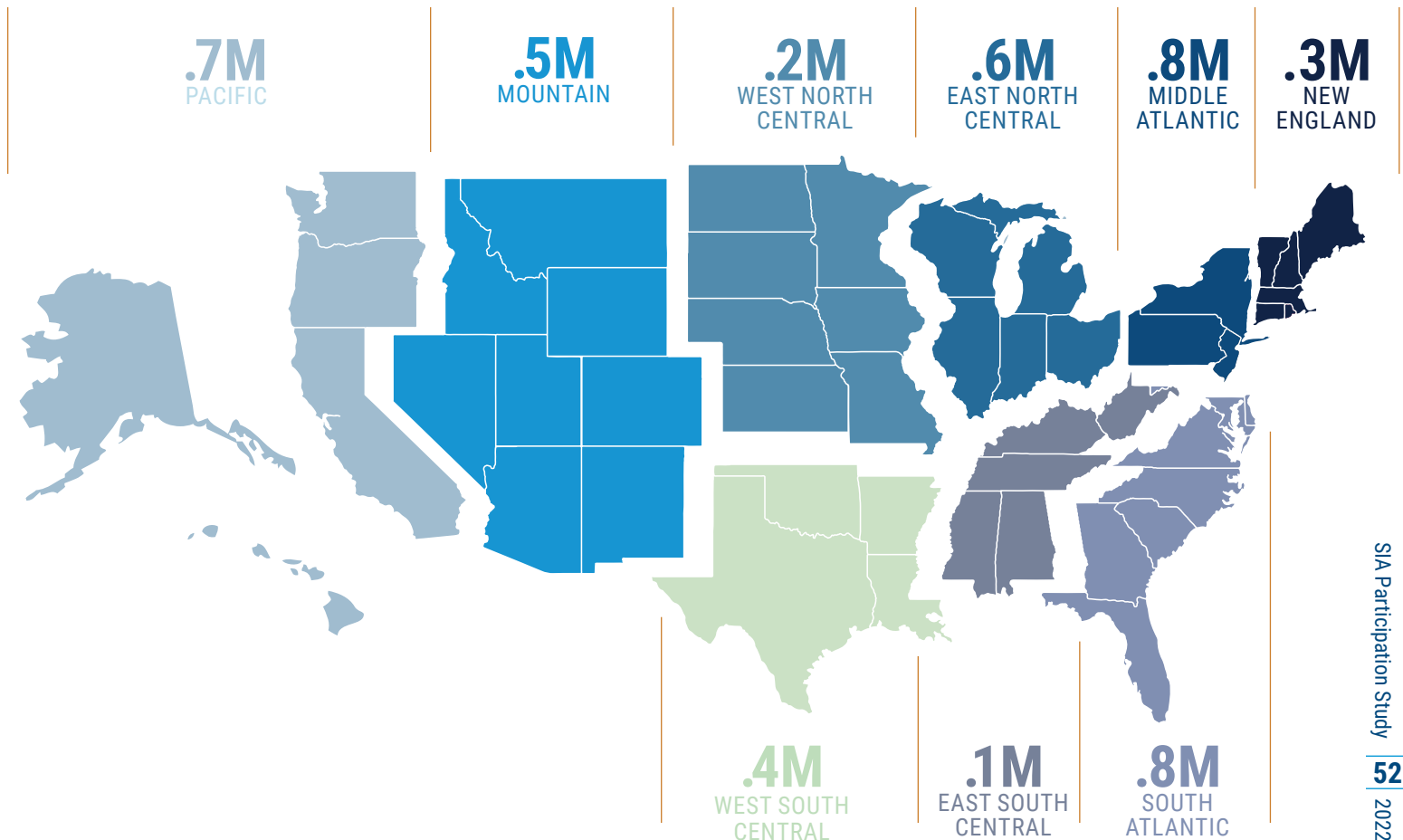
rounded figures shown



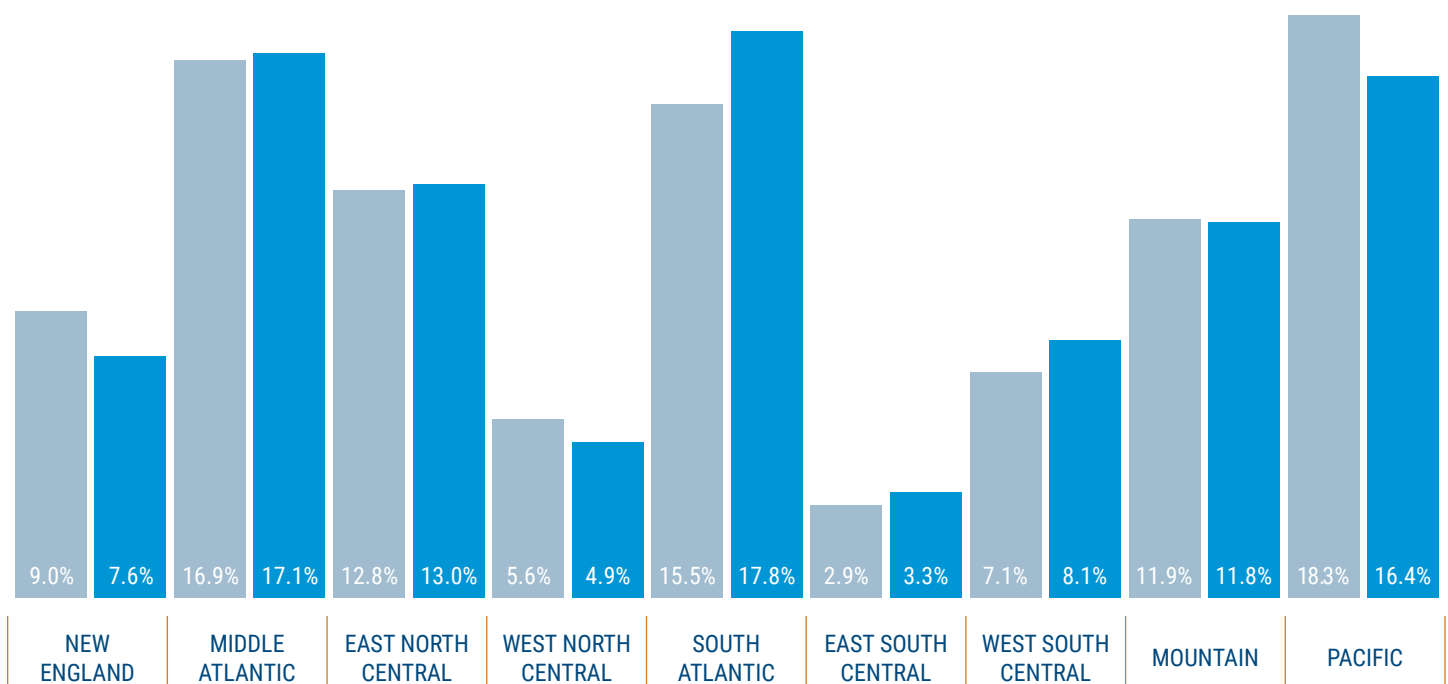
P: ATLAS

SNOWSHOE BY REGION OF RESIDENCE

2022-2023

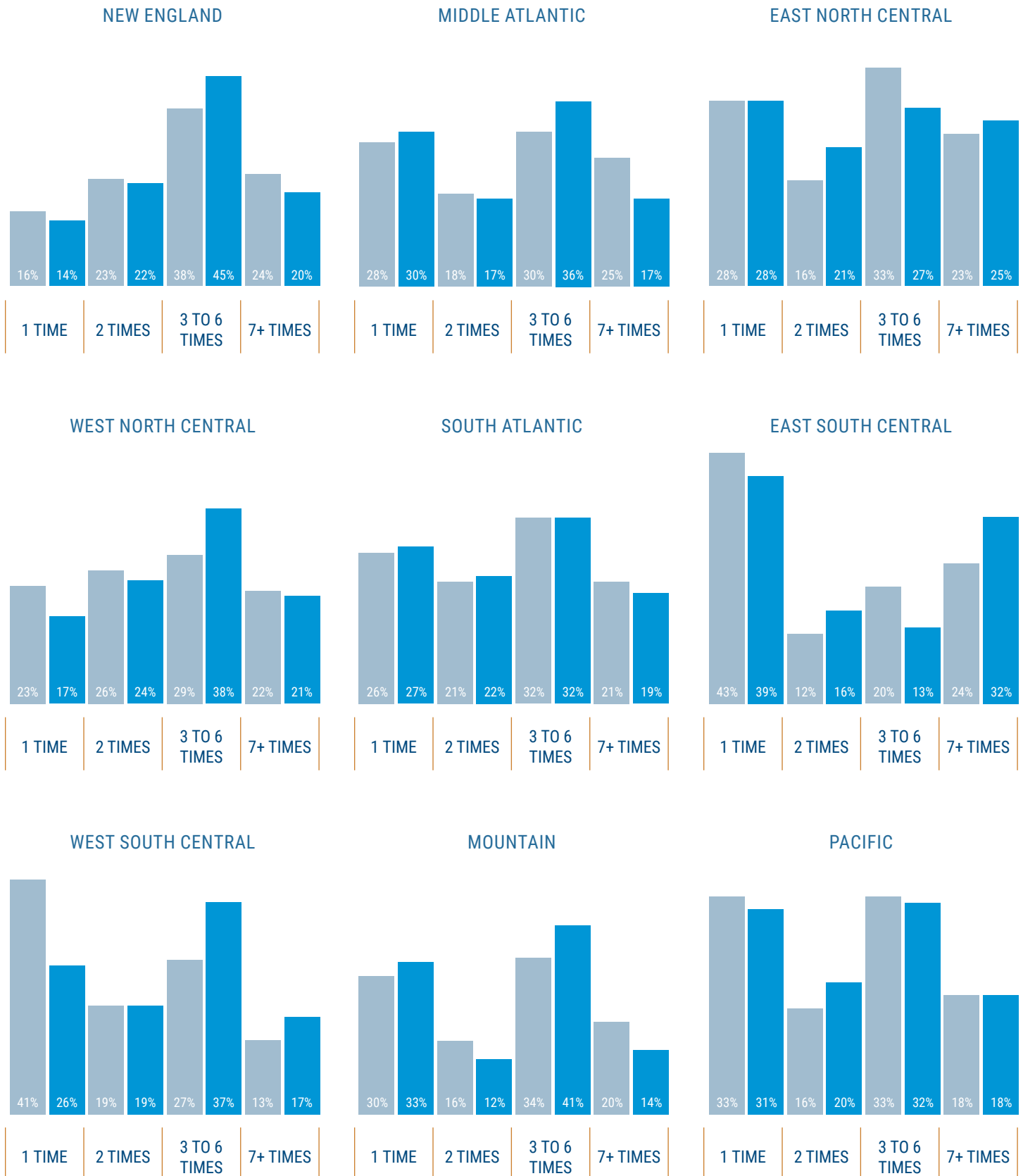


■ 2021-2022 ■ 2022-2023



REGIONS BY FREQUENCY

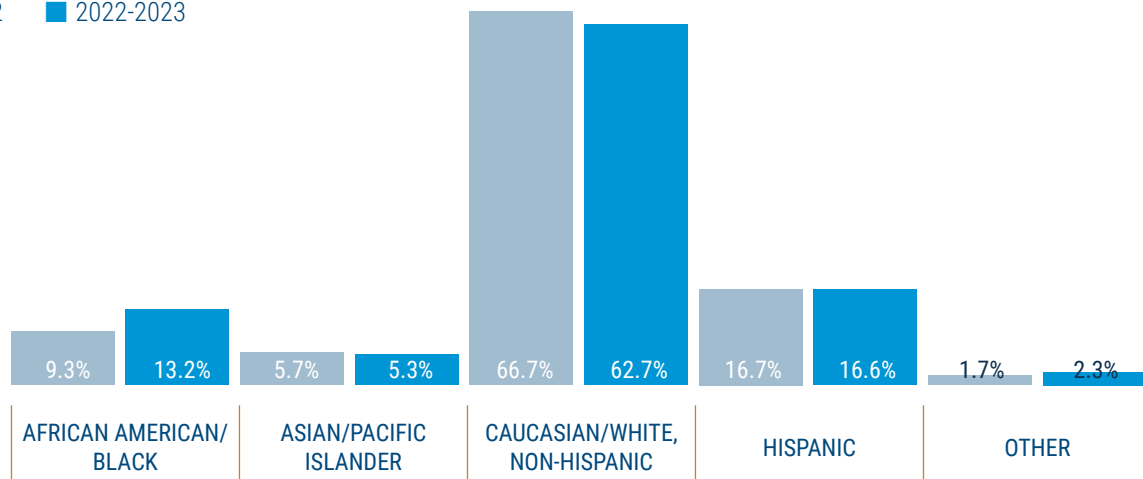
■ 2021-2022 ■ 2022-2023



RACE / ETHNICITY OVERALL

■ 2021-2022

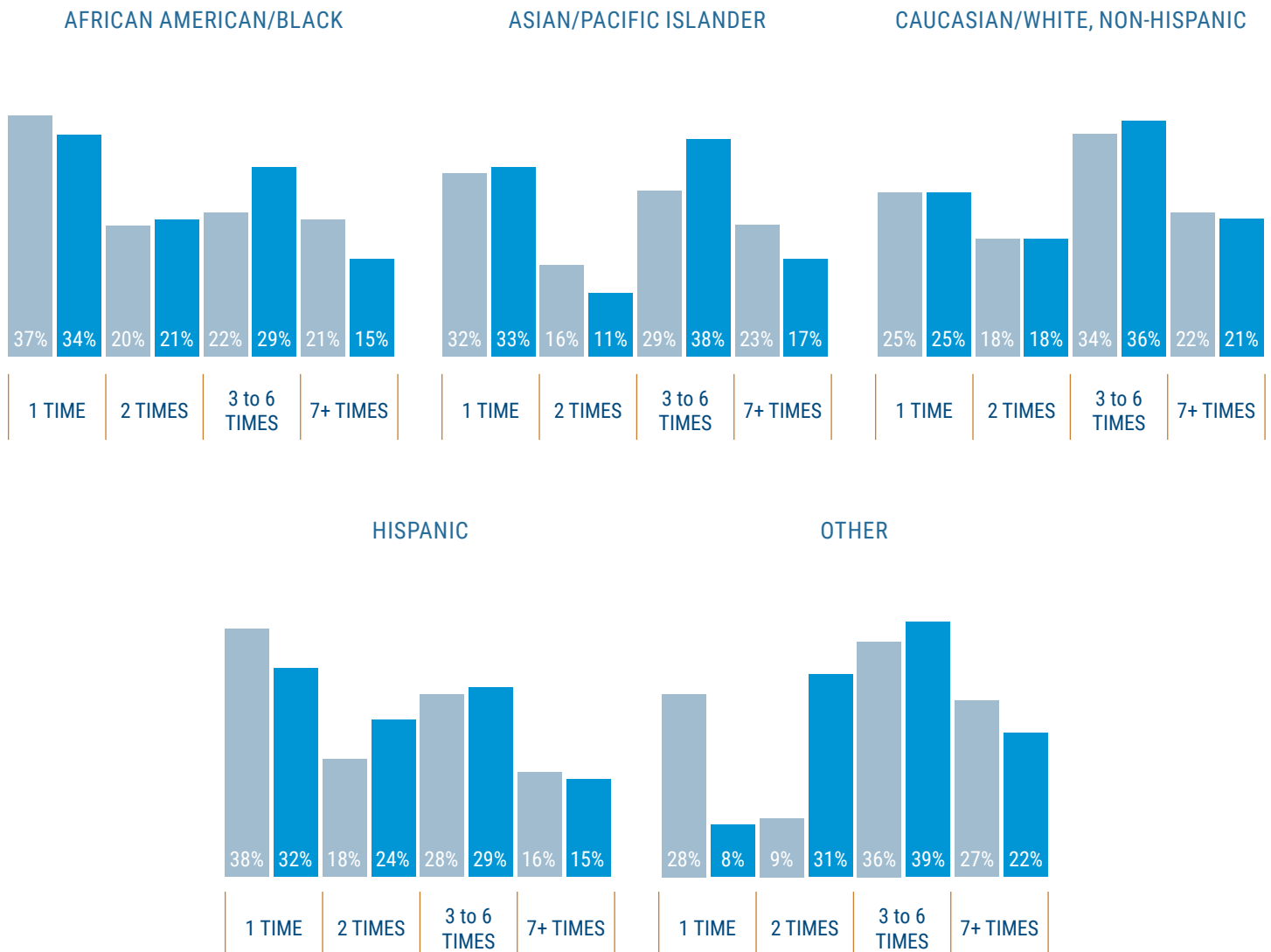
■ 2022-2023



RACE / ETHNICITY BY FREQUENCY

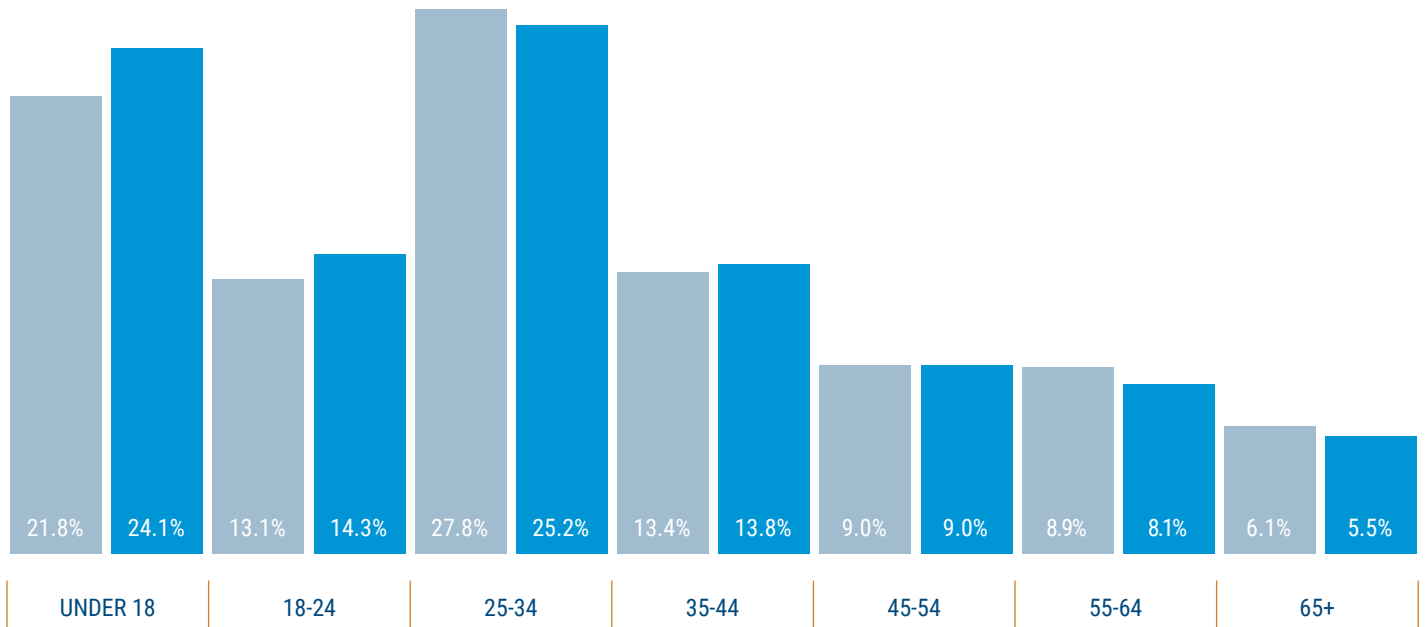
■ 2021-2022

■ 2022-2023



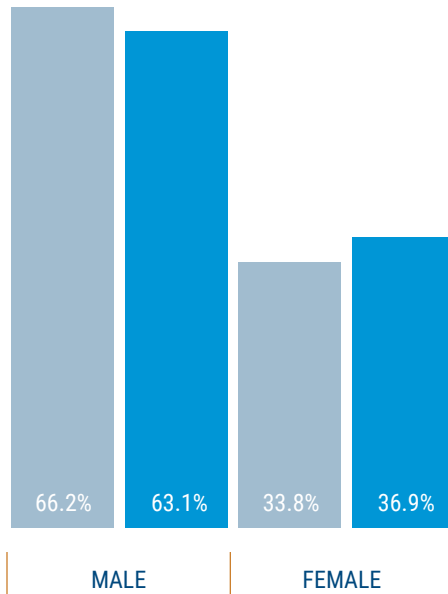
AGE OVERALL

■ 2021-2022 ■ 2022-2023



GENDER OVERALL

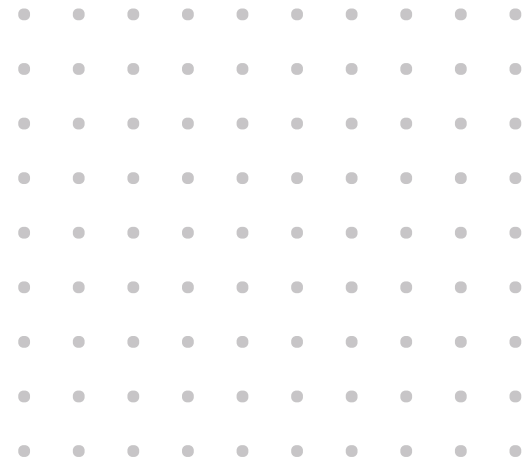
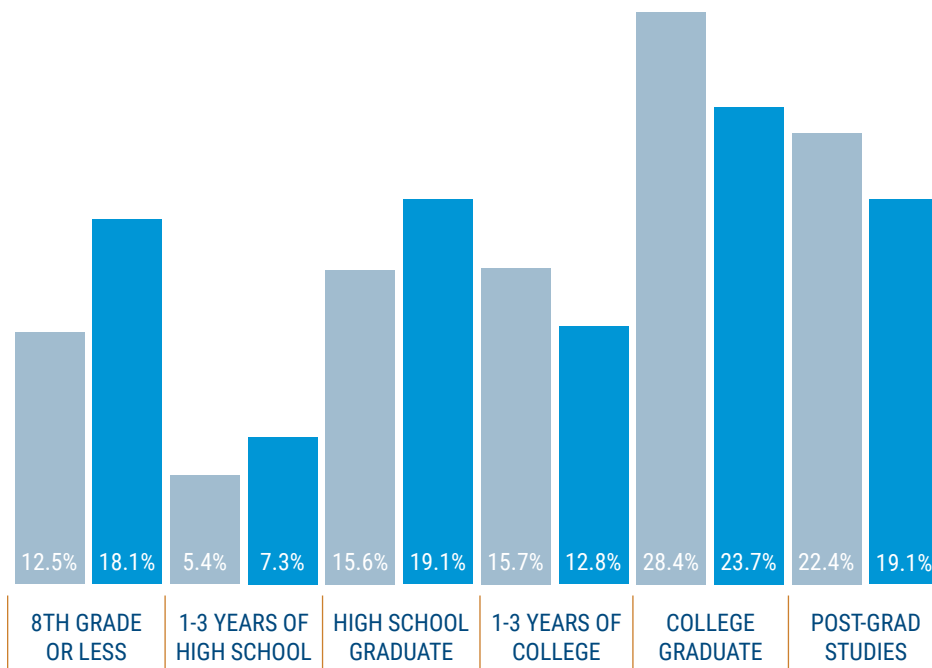
■ 2021-2022 ■ 2022-2023



P: ATLAS

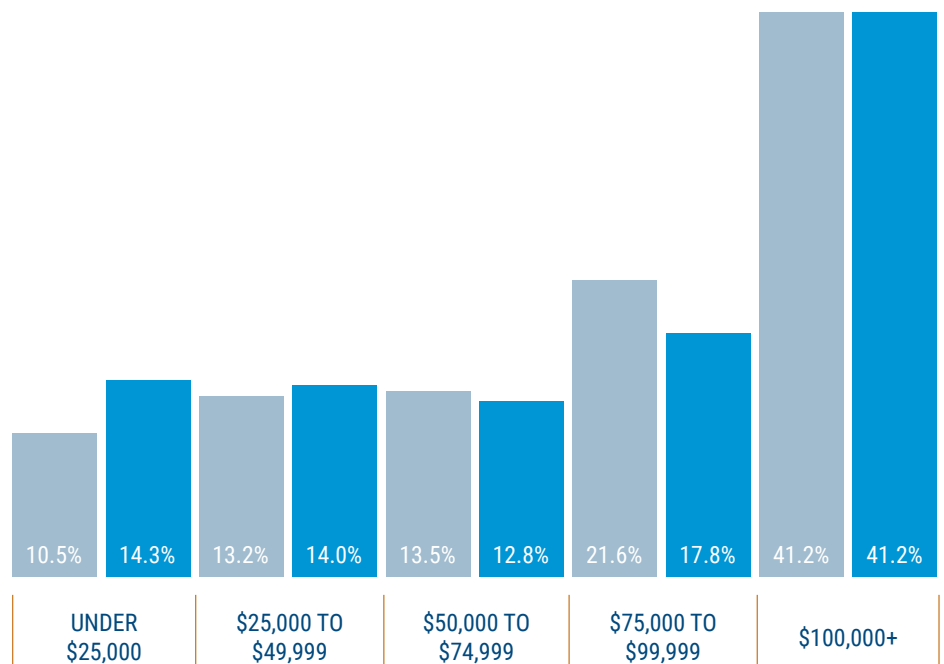
EDUCATION OVERALL

■ 2021-2022 ■ 2022-2023



INCOME OVERALL

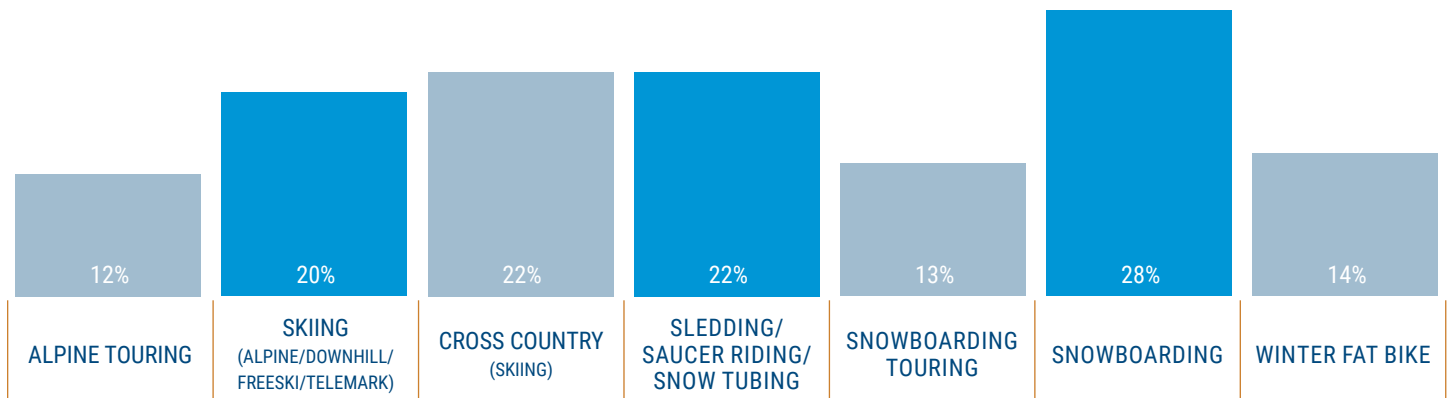
■ 2021-2022 ■ 2022-2023



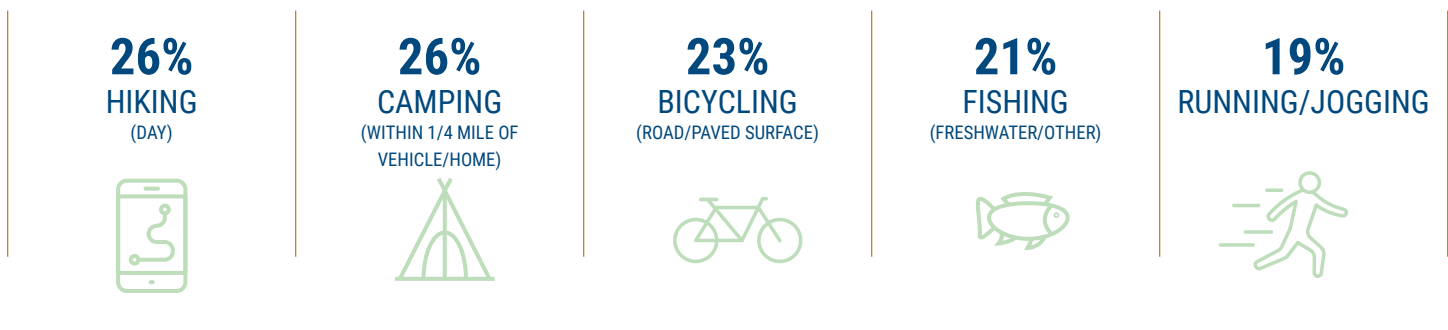
CROSSOVER ACTIVITIES

PROPORTION OF SNOWSHOERS WHO ALSO PARTICIPATE IN SHOWN ACTIVITY

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS



BACKPACKING OVERNIGHT: 13%
(MORE THAN 1/4 MILE FROM VEHICLE/HOME)

BICYCLING: 15%
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: 7%

CANOEING: 13%

CLIMBING: 11%
(INDOOR)

CLIMBING: 9%
(SPORT/BOULDER)

CLIMBING: 9%
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 12%
(FLY)

FISHING: 13%
(SALTWATER)

GOLF: 15%
(on a 9 or 18-hole golf course)

KAYAKING: 16%
(RECREATIONAL)

KAYAKING: 11%
(SEA/TOURING)

KAYAKING: 9%
(WHITE WATER)

ROLLER SKATING: 10%
(INLINE WHEELS)

SAILING: 11%

SKATEBOARDING: 10%

STAND UP PADDLING: 9%

SURFING: 7%

TRAIL RUNNING: 16%

WAKEBOARDING: 6%

WATER SKIING: 6%



Snowsports
Industries
America

ALPINE TOURING PARTICIPATION & DEMOGRAPHICS

58



TOTAL PARTICIPANTS 2.5M

FOUR KEY TAKEAWAYS IN 2022-2023 ALPINE*

*Like in past years, due to smaller sample sizes, segments (e.g., region, age) should be interpreted with caution as the estimates will have a larger margin of error.

01

Participation in alpine touring (AT) again saw strong growth in 2022-23. The number of participants in 2021-22 also showed huge growth over the prior season, 2020-21. This season, 2022-23, growth moderated some, but was still significant increasing to 2.5M, a 16% increase.

02

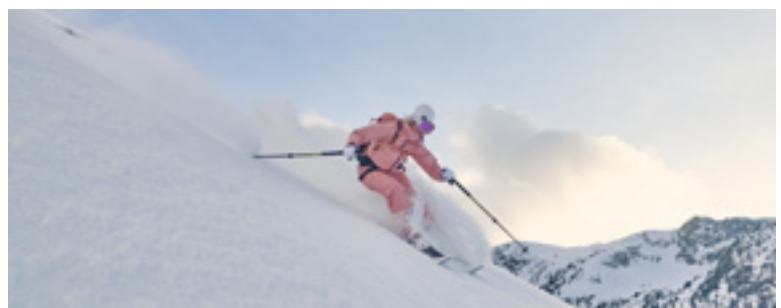
Frequency also increased among participants. The share of participants going only once decreased slightly and the share of participants going 5+ times increased from approximately 30% to 32%. Combined with the growth in individuals participating, the total number of alpine touring days also increased significantly.

03

Touring is still predominantly male, though more females are participating. In previous seasons, the proportion of participants who were male held steady at about 66%. This season, that proportion decreased to approximately 63%.

04

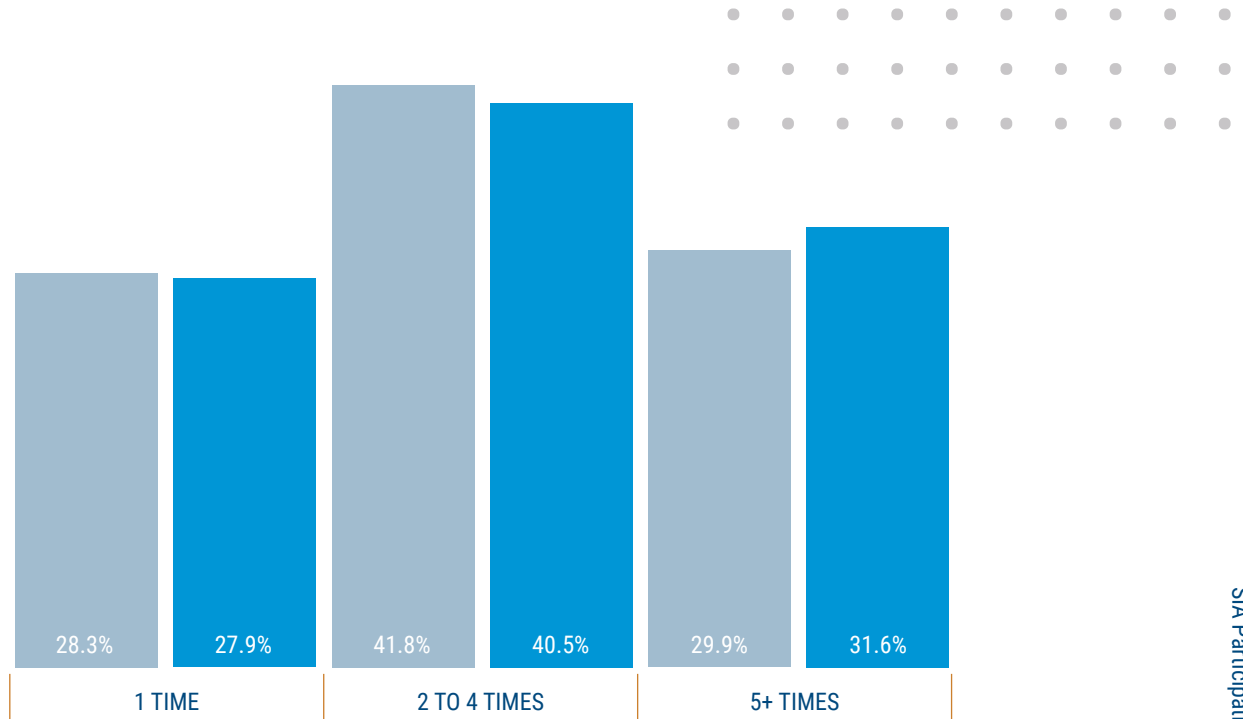
AT skiers most often reported going into the backcountry. When asked where they go when touring, 40% indicated backcountry accessed via chairlift and 34% indicated backcountry accessed by human power, not at ski areas. Similar proportions reported going uphill at a resort or on marked trails at a resort (31% each). Note that in 2022-23 we allowed respondents to tell us all the locations where they tour. Last year, we asked where they most often went. Sample sizes are small, so some caution should be given when interpreting these results.



FREQUENCY OVERALL

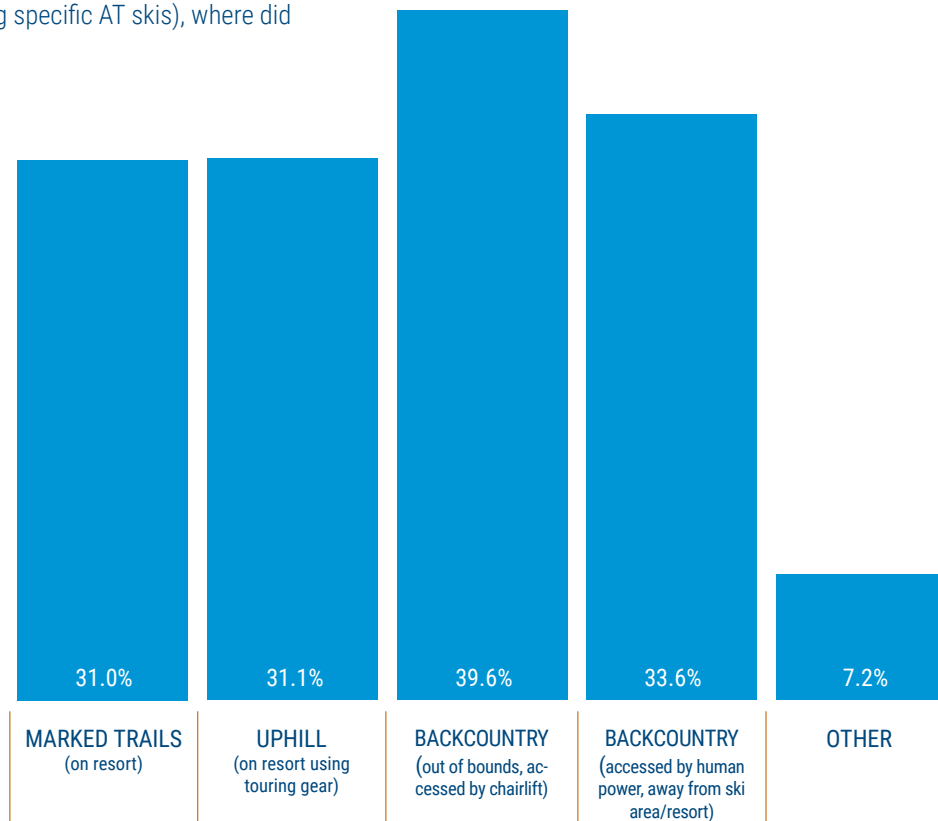
■ 2021-2022

■ 2022-2023

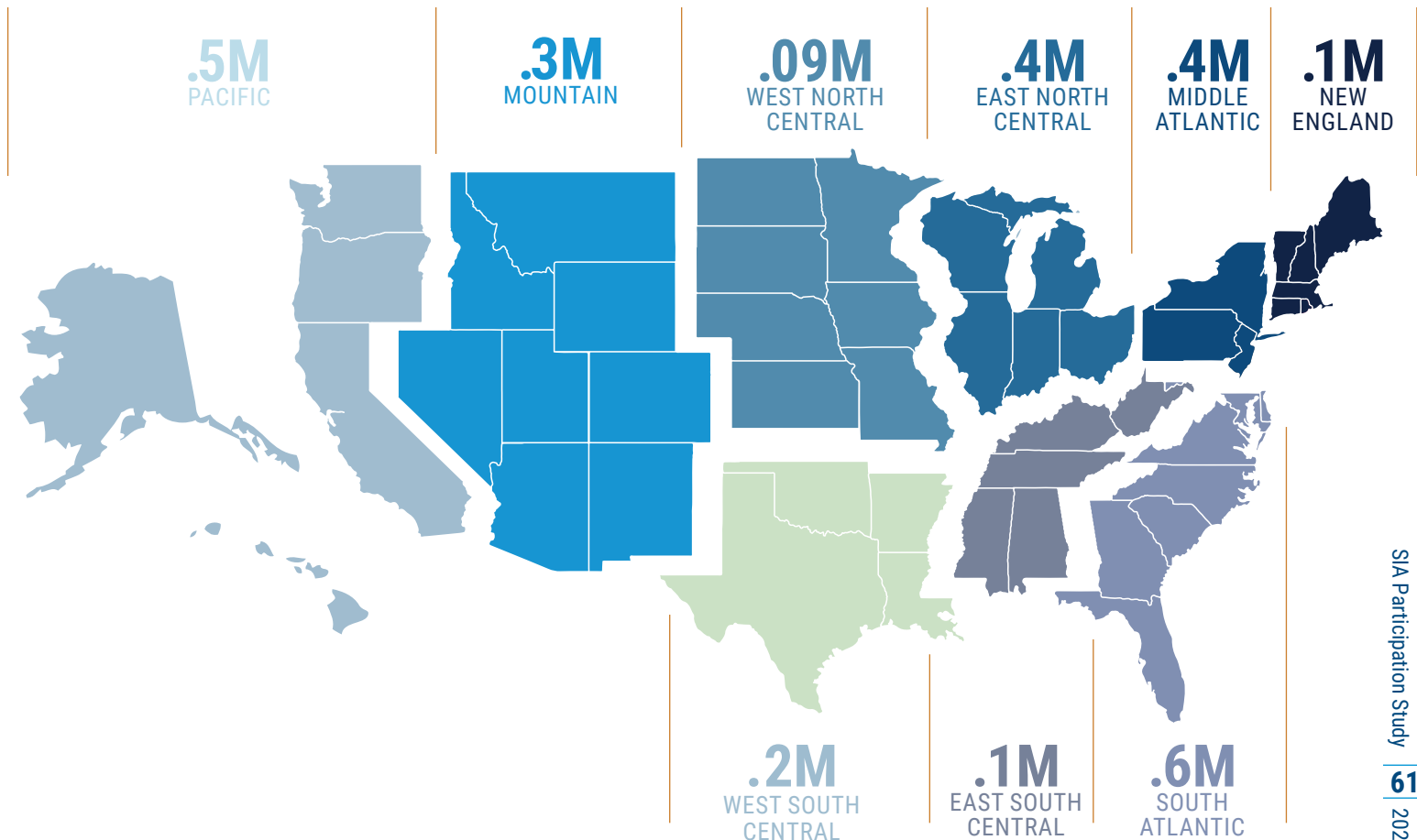


AT TERRAIN

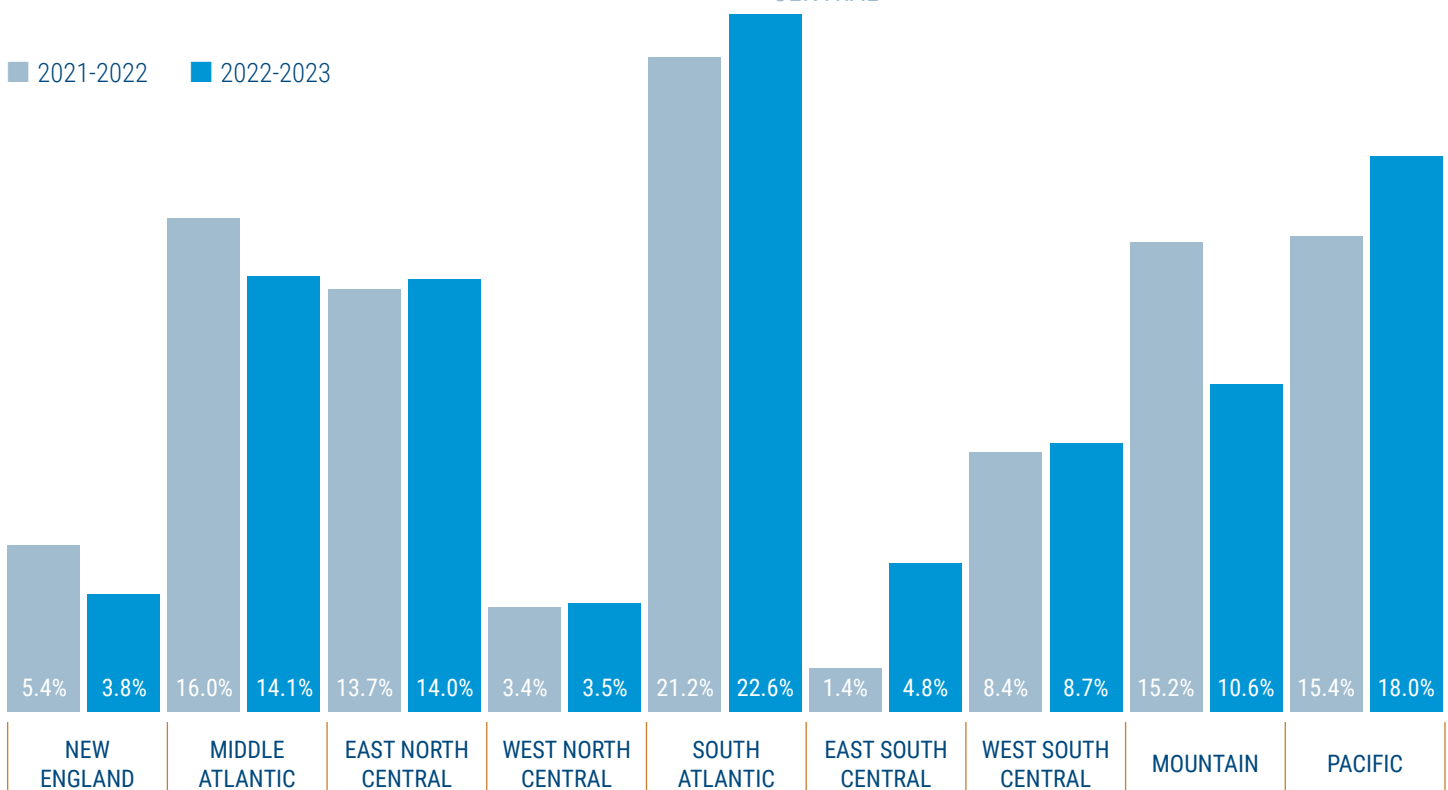
If they alpine tour (using specific AT skis), where did they MOST often go?



ALPINE TOURING BY REGION OF RESIDENCE



2021-2022 2022-2023



REGIONS BY FREQUENCY

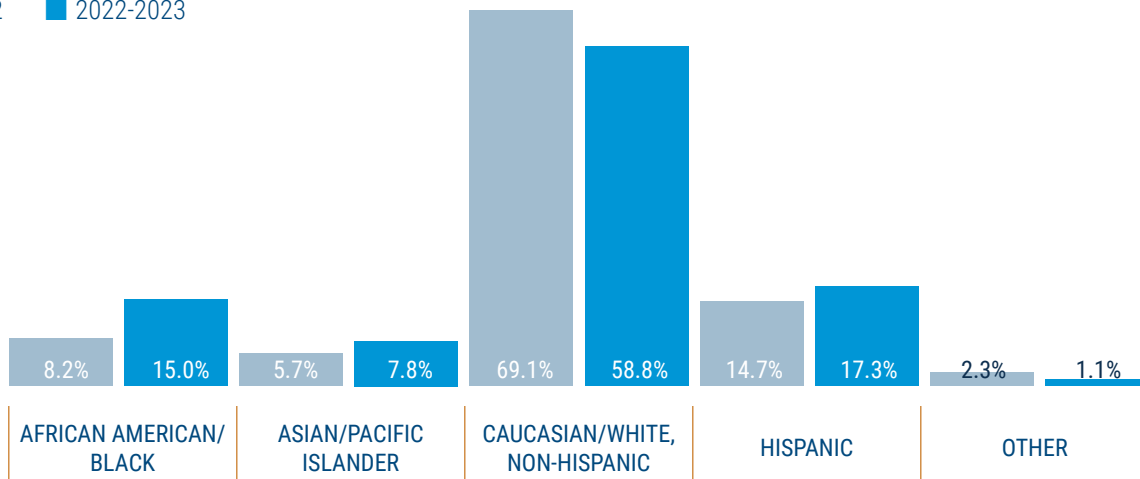
■ 2021-2022 ■ 2022-2023



RACE / ETHNICITY OVERALL

■ 2021-2022

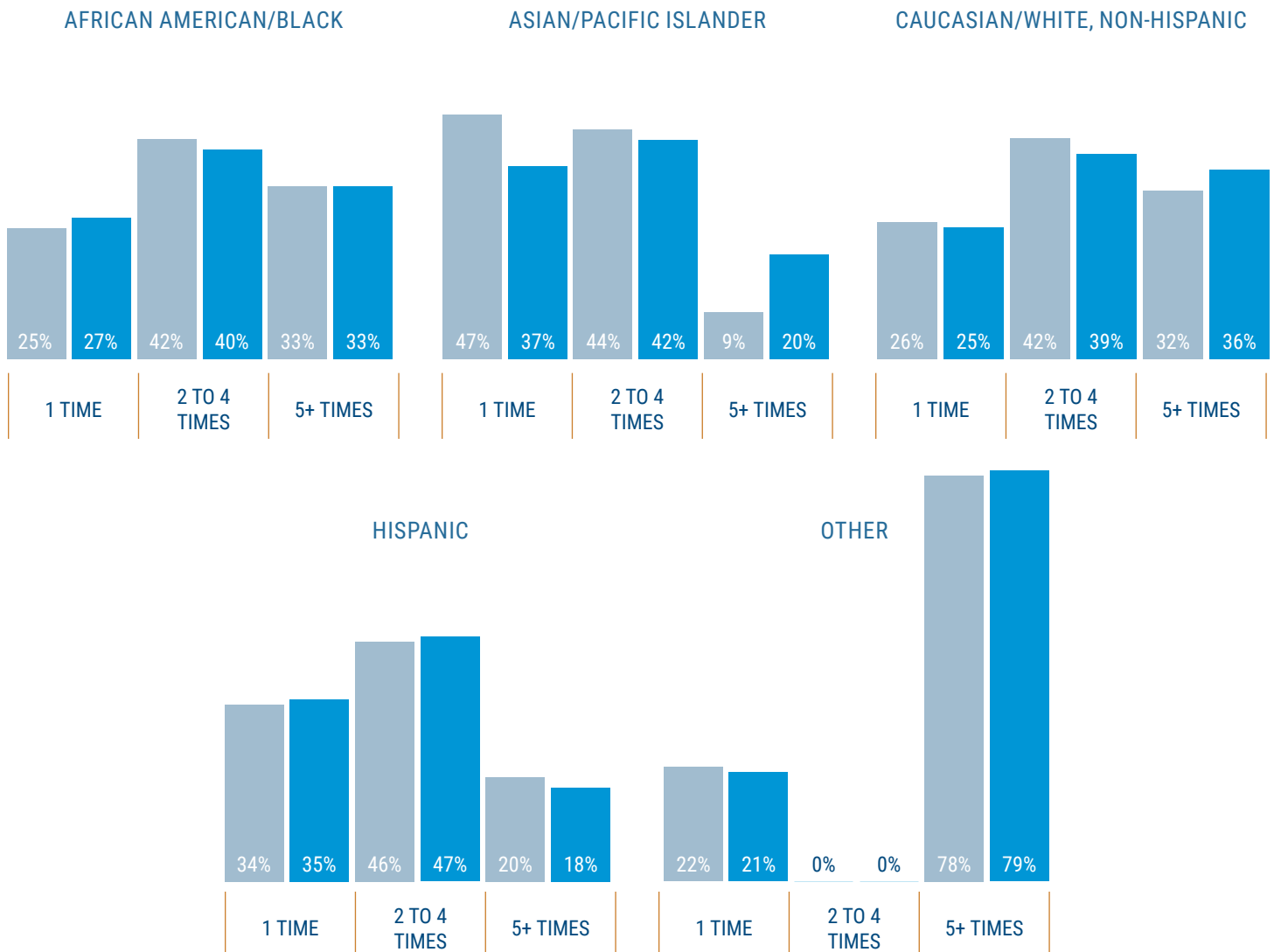
■ 2022-2023



RACE / ETHNICITY BY FREQUENCY

■ 2020-2021

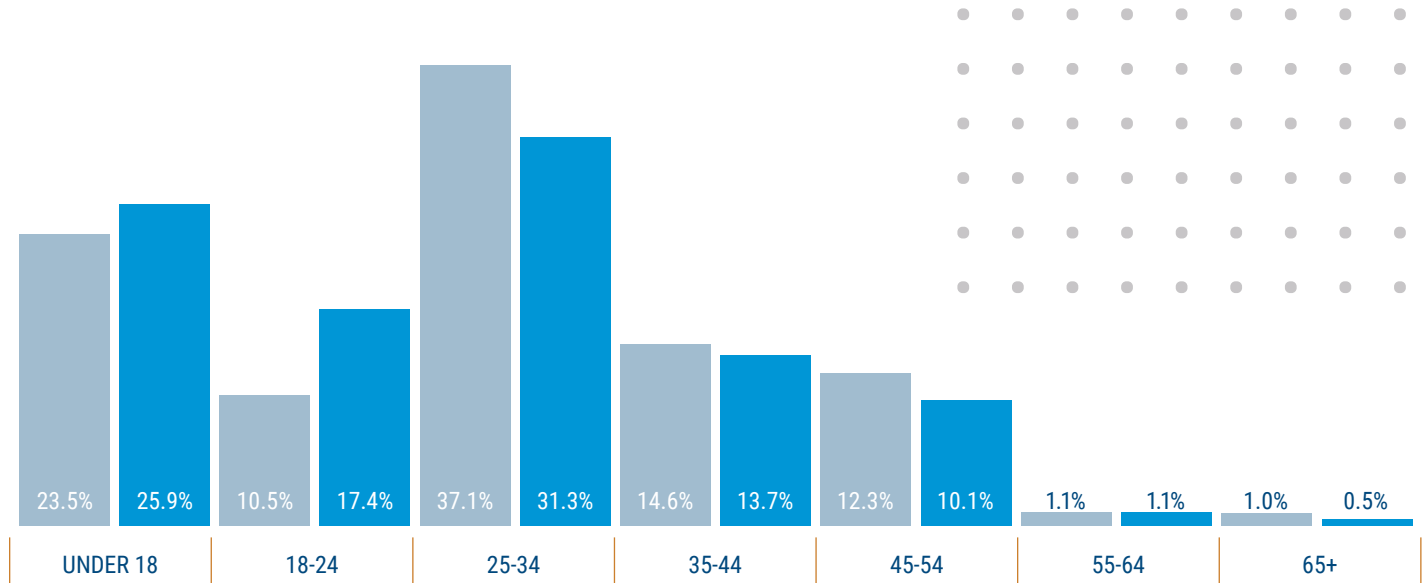
■ 2021-2022



AGE OVERALL

■ 2021-2022

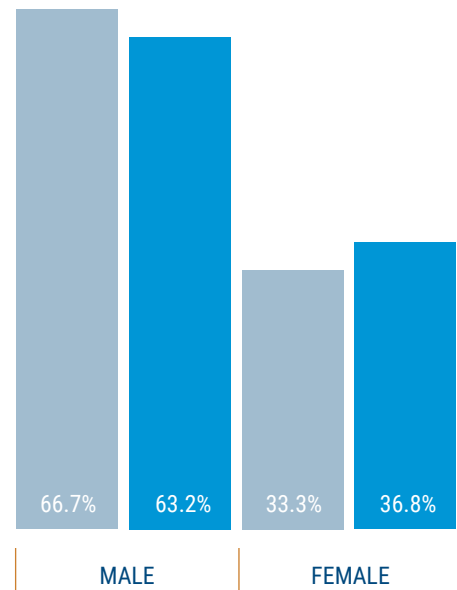
■ 2022-2023



GENDER OVERALL

■ 2021-2022

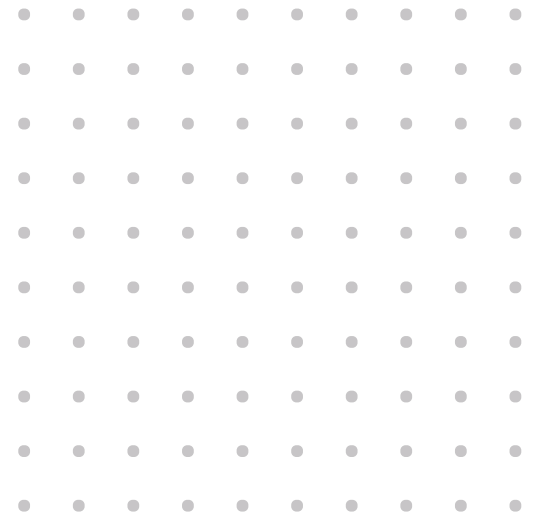
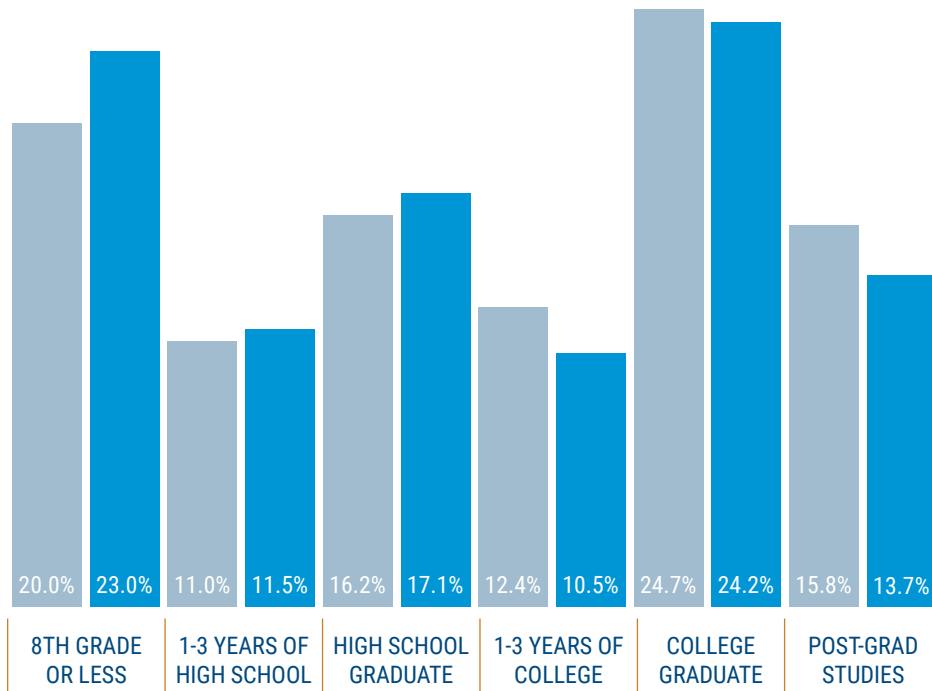
■ 2022-2023



P: SCARPA

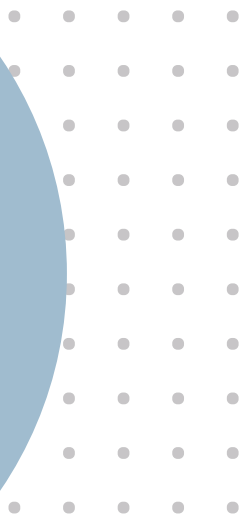
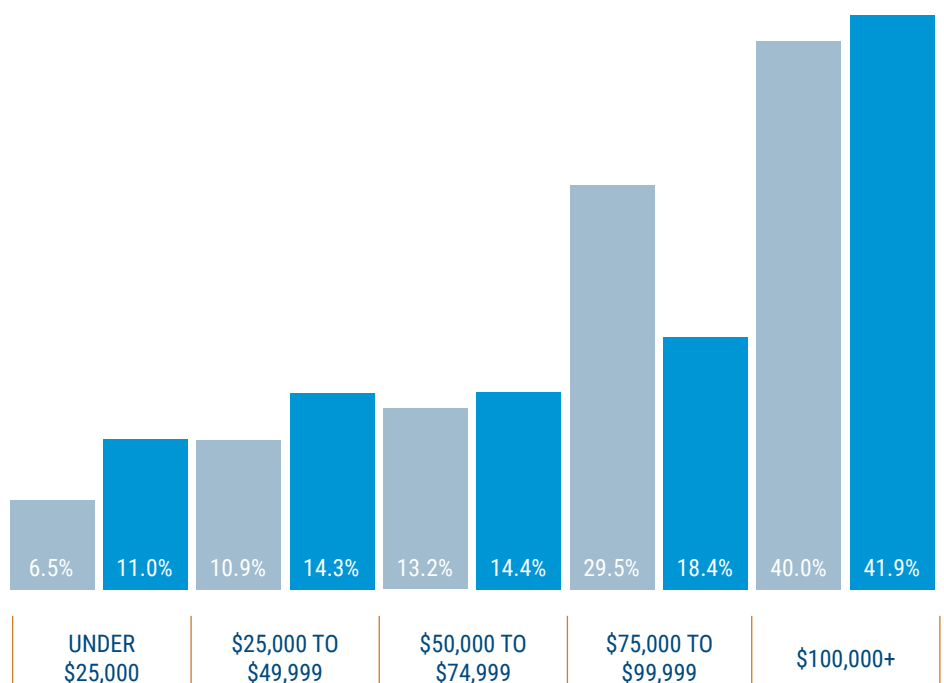
EDUCATION OVERALL

■ 2021-2022 ■ 2022-2023



INCOME OVERALL

■ 2021-2022 ■ 2022-2023





Snowsports
Industries
America

SNOWBOARD TOURING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 2.2M

THREE KEY TAKEAWAYS IN 2022-2023 SNOWBOARD TOURING*

*Like in past years, due to smaller sample sizes, segments (e.g., region, age) should be interpreted with caution as the estimates will have a larger margin of error.

01

Like alpine touring, participation again increased in 2022-23, though at a lower rate than in 2021-22. In 2022-23, 2.2M individuals participated in snowboard touring, a nearly 5% increase over 2021-22 (2.1M). Like alpine touring, frequency increased in 2022-23. The share of participants only going once decreased from 27% in 2021-22 to 22% in 2022-23. The share going 2 to 4 times increased from 41% in 2021-22 to 46% in 2022-23.

02

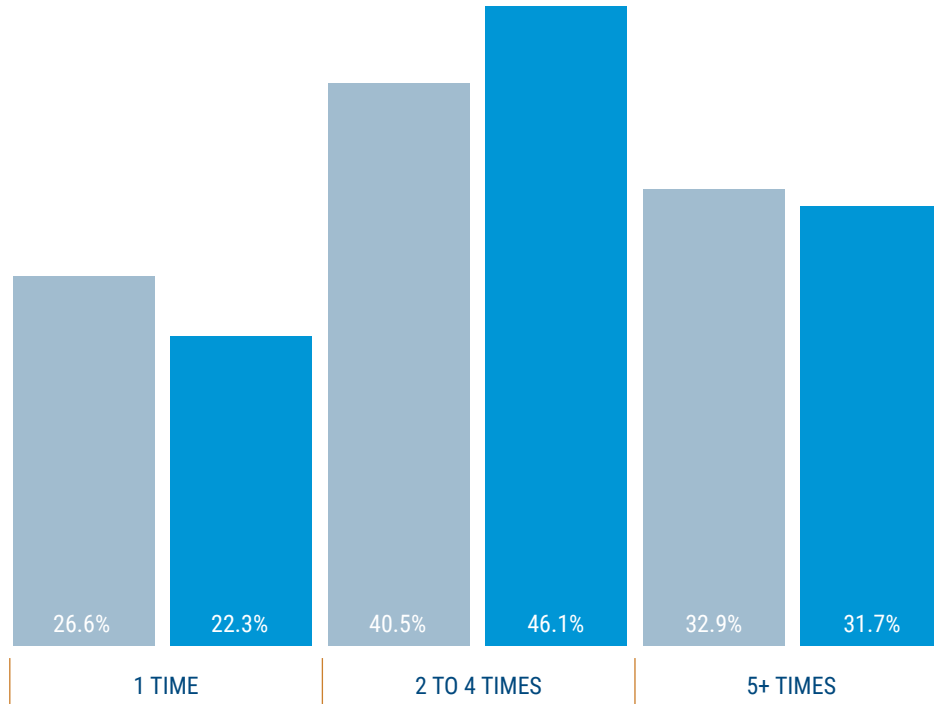
Snowboard touring has the highest proportion of male participants among winter sports. Among all winter sports, snowboard touring has the highest proportion of participants who are male (71%), though this did decrease 3% since 2021-22.

03

Snowboard tourers also most often reported going into the backcountry. When asked where they go when touring, 38% indicated backcountry accessed via chairlift and 37% indicated backcountry accessed by human power, not at ski areas. Thirty-one percent reported going uphill at a resort and 28% reported going on marked trails at a resort. Note that in 2022-23 we allowed respondents to tell us all the locations they tour. Last year, we asked where they most often went. Sample sizes are small, so some caution should be given when interpreting these results.

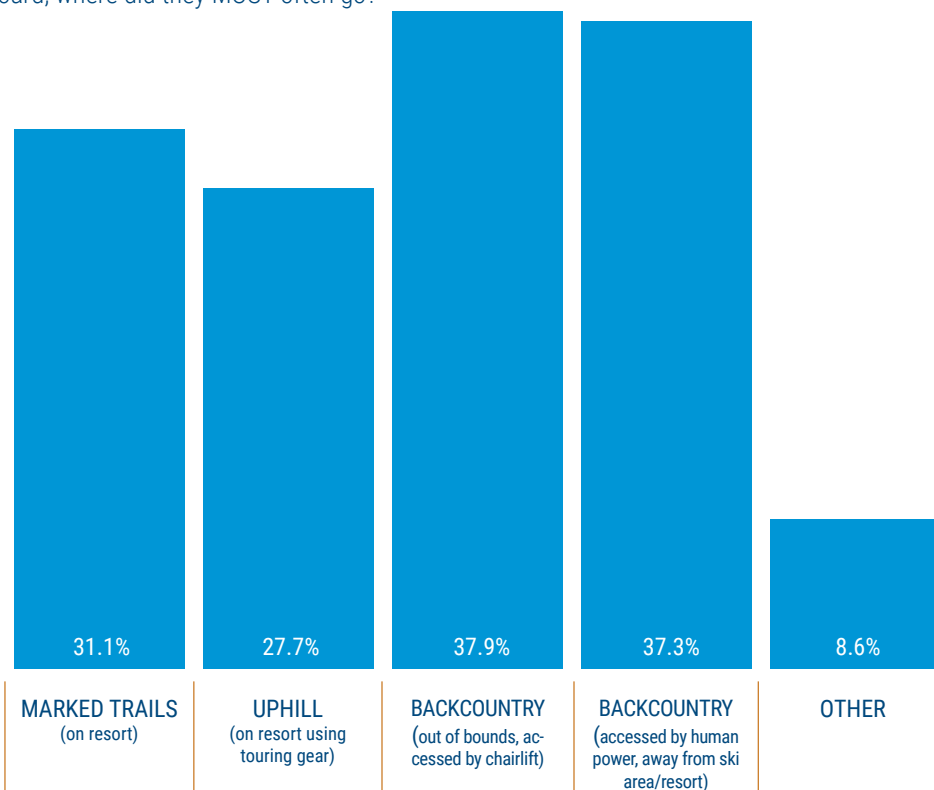
FREQUENCY OVERALL

■ 2021-2022 ■ 2022-2023

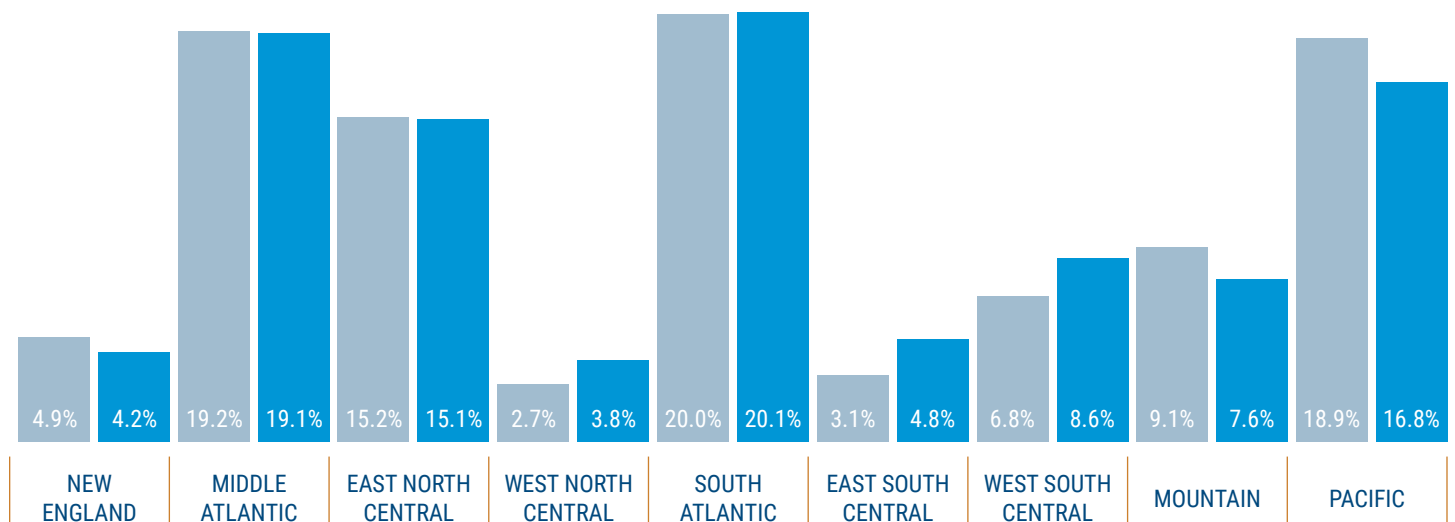
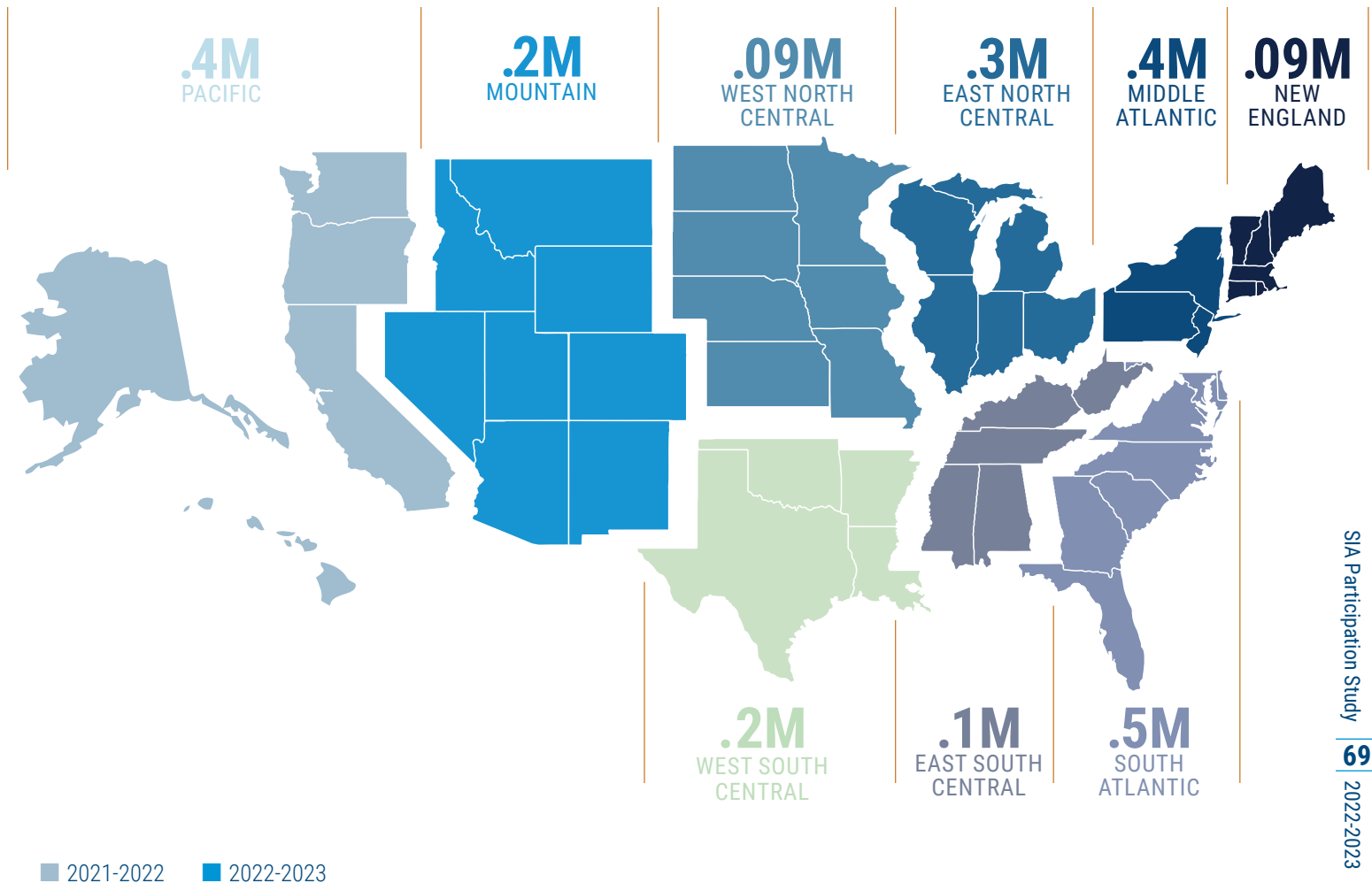


SNOWBOARD TOURING TERRAIN

If they tour on a snowboard, where did they MOST often go?



SNOWBOARD TOURING BY REGION OF RESIDENCE



REGIONS BY FREQUENCY

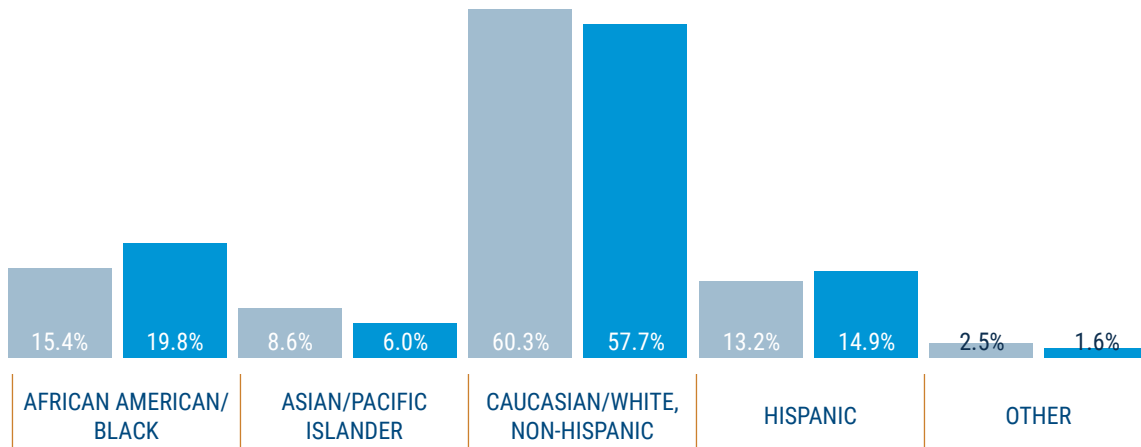
■ 2021-2022 ■ 2022-2023



RACE / ETHNICITY OVERALL

■ 2021-2022

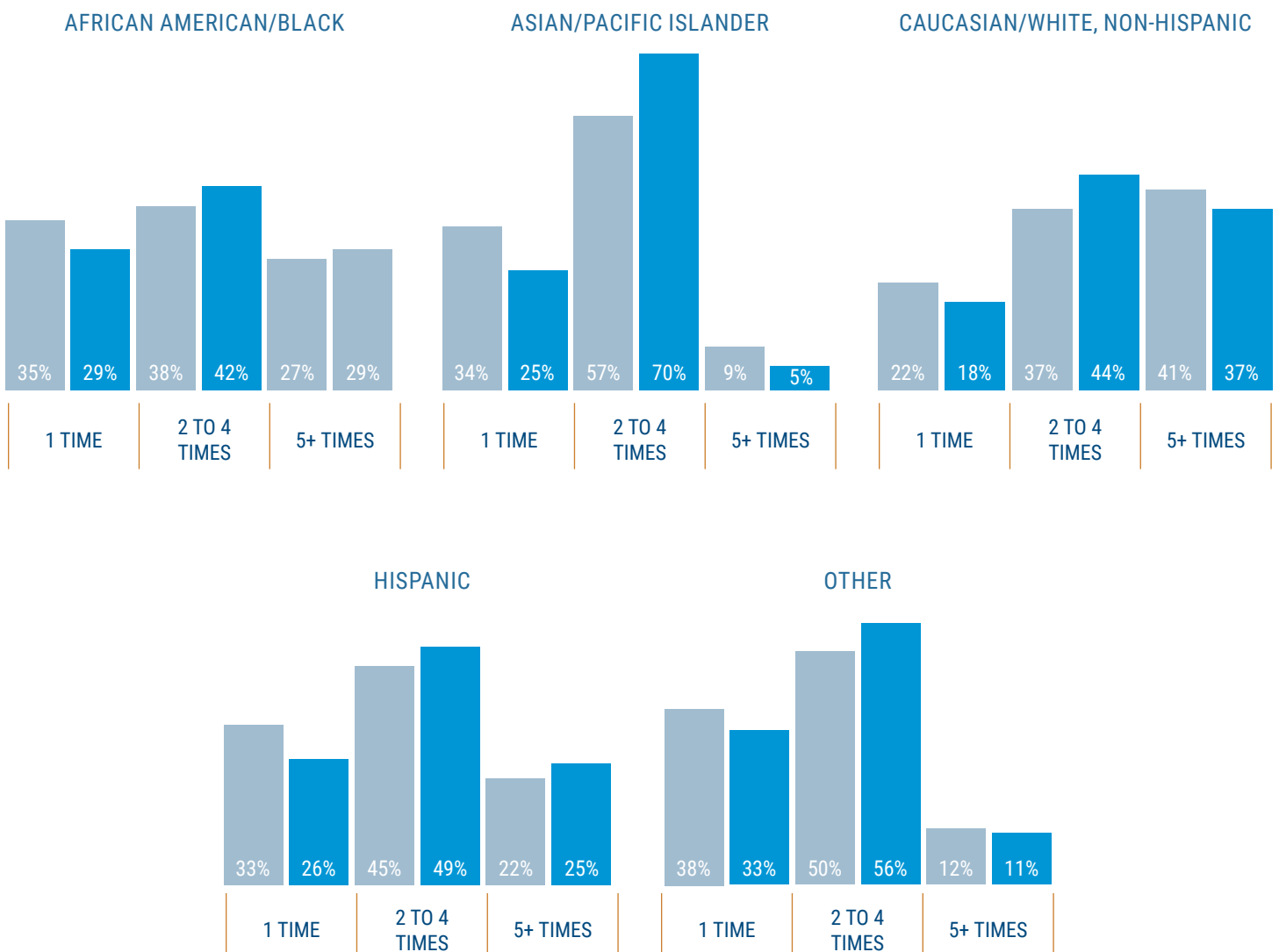
■ 2022-2023



RACE / ETHNICITY BY FREQUENCY

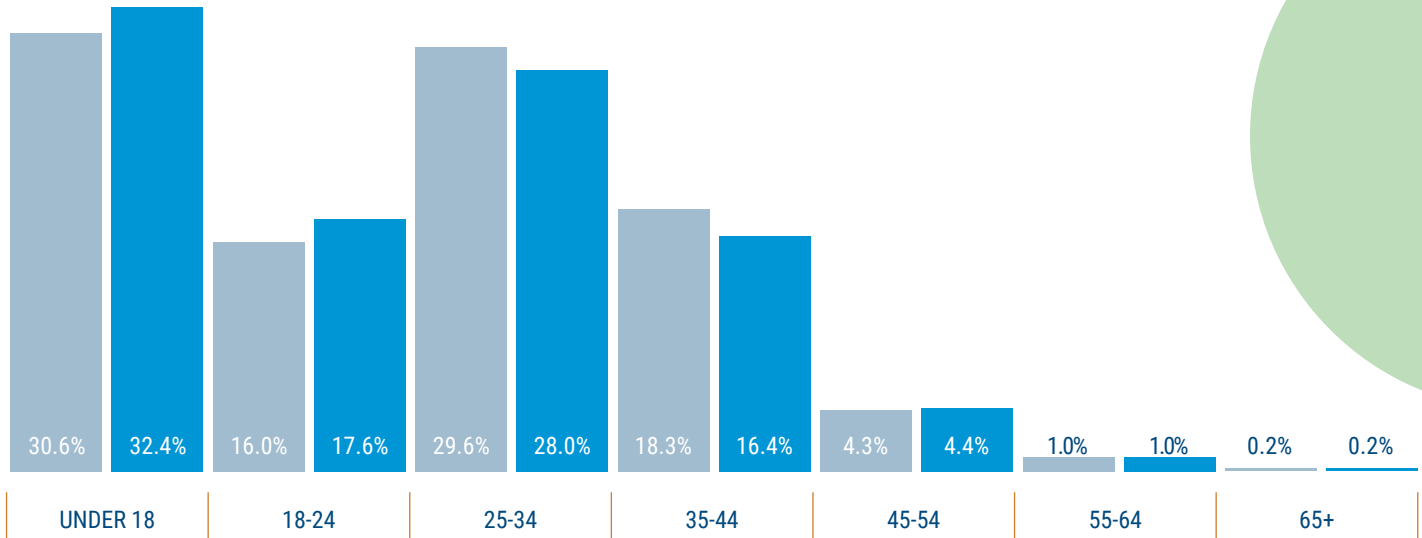
■ 2021-2022

■ 2022-2023



AGE OVERALL

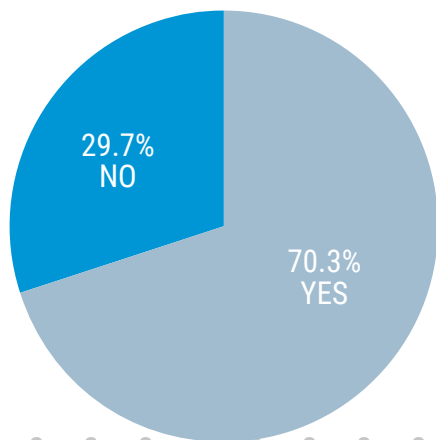
■ 2021-2022 ■ 2022-2023



SAFETY EQUIPMENT

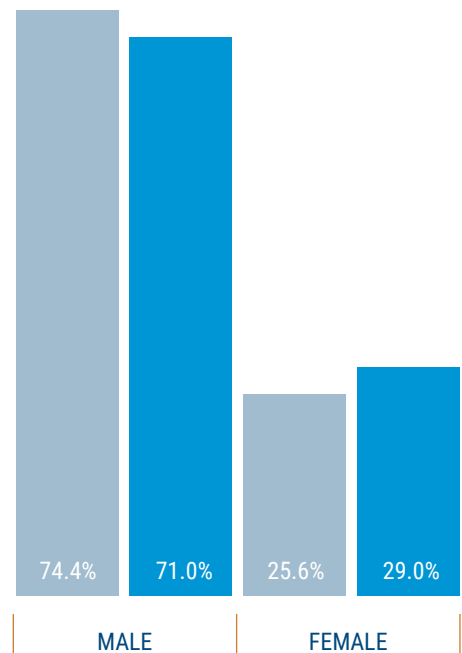
2022-2023

Proportion of backcountry travelers who carried avalanche gear (beacon, probe, and shovel)



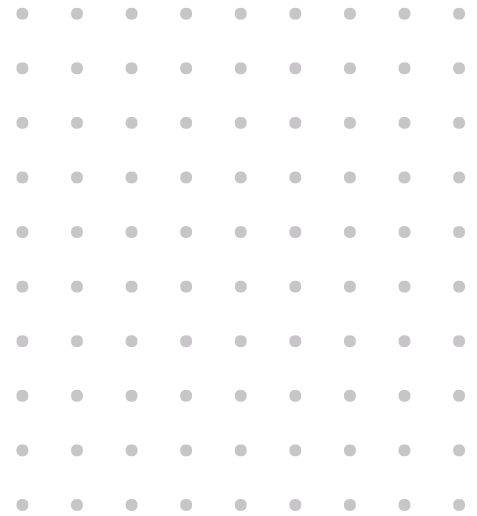
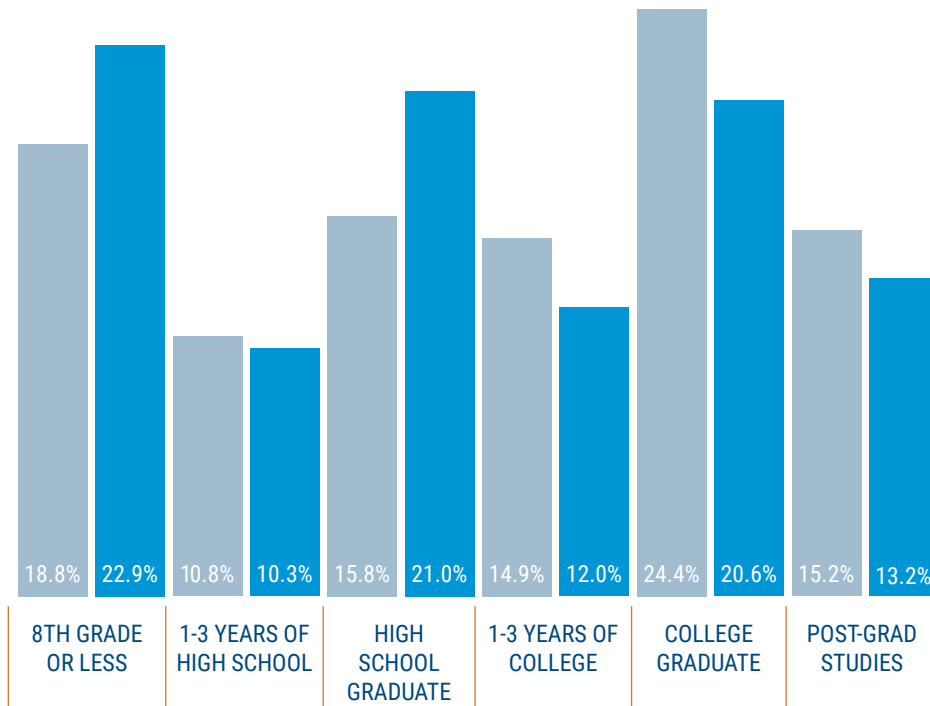
GENDER OVERALL

■ 2021-2022 ■ 2022-2023



EDUCATION OVERALL

■ 2021-2022 ■ 2022-2023

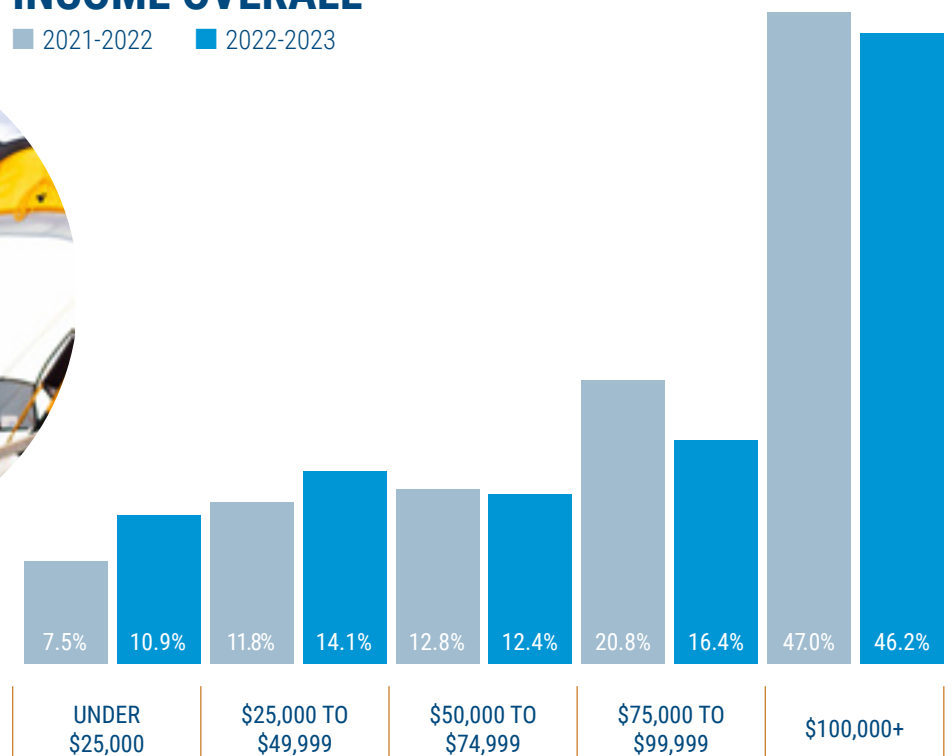


INCOME OVERALL

■ 2021-2022 ■ 2022-2023



P: SOFIA JARAMILLO





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FAT TIRE BIKING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 2.6M

THREE KEY TAKEAWAYS IN 2022-2023 FAT TIRE BIKING*

*Due to smaller sample sizes, segments (e.g., region, age) should be interpreted with caution as the estimates will have a larger margin of error.

01

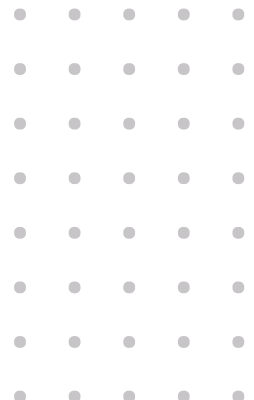
In the 2022-23 season, participation in fat biking grew to 2.6M participants. This was a continuation of the growth observed in 2021-22, when 2.4M participated, though the rate of growth slowed from the prior season (2020-21), when an estimated 1.5M participated.

02

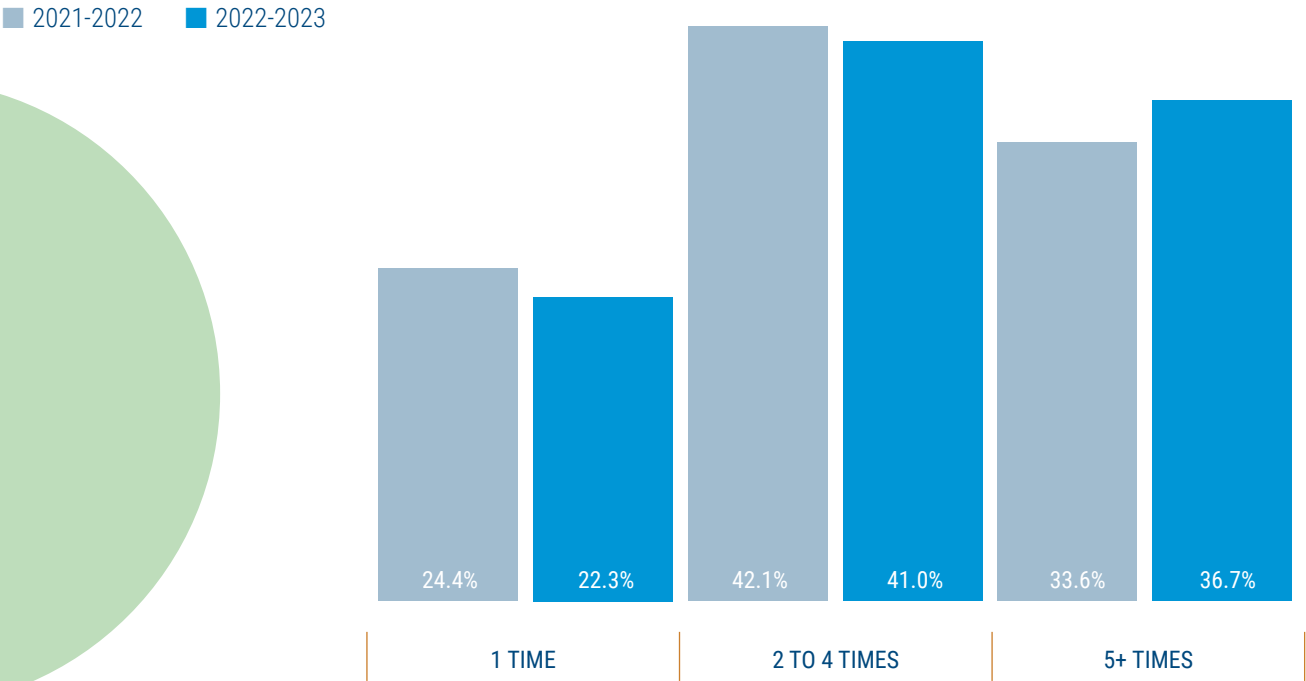
The frequency of participation is also increasing. In 2021-22, 24% reported only going once. In 2022-23, 22% reported only going once. On the other end of the spectrum, the proportion reporting going 5+ times increased from 34% in 2021-22 to 37% in 2022-23. While these are small shifts, when combined with the overall growth, even a small increase in frequency can lead to a significant increase in total participation days.

03

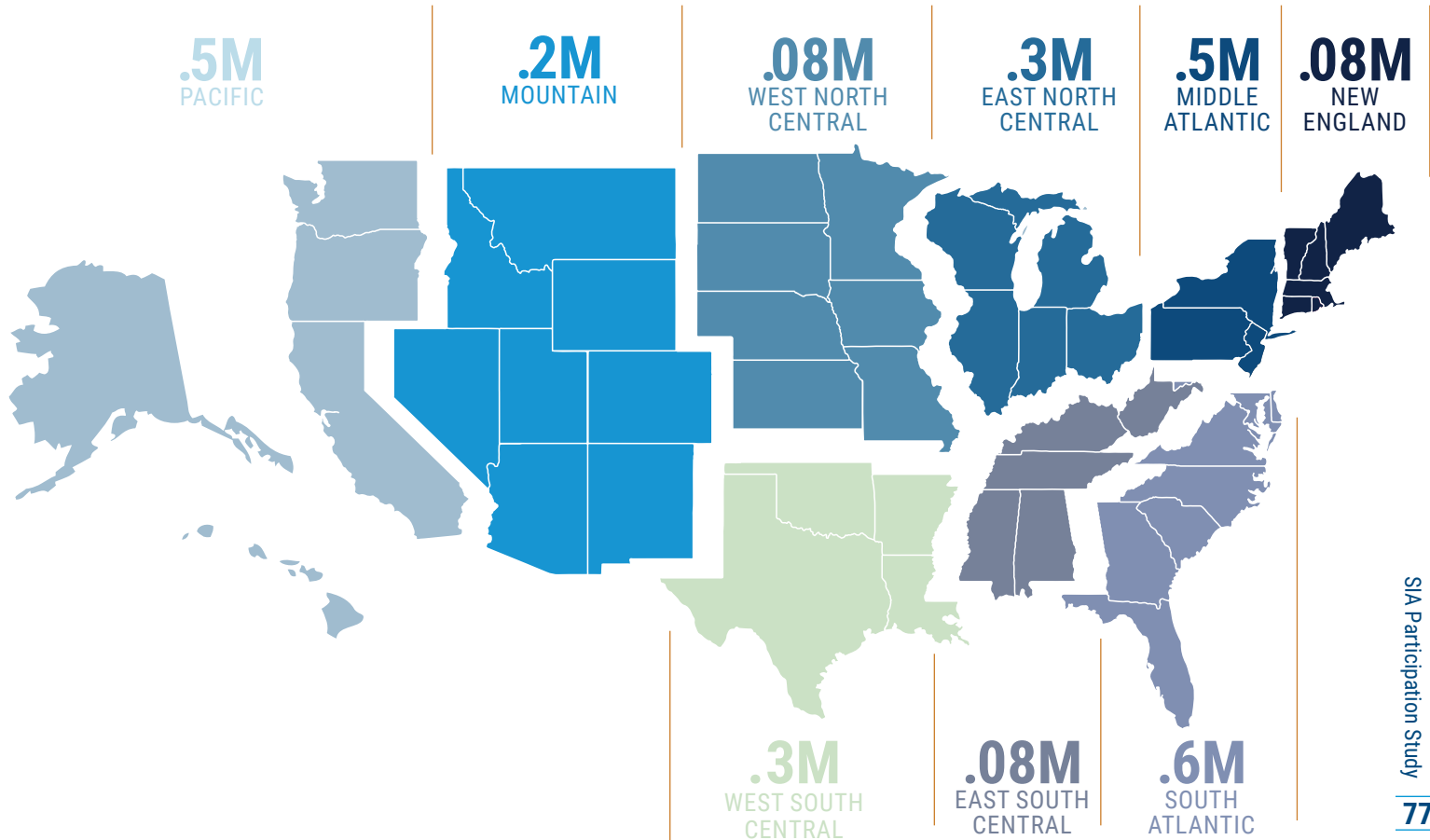
All age groups and races/ethnicities saw increases in the number of participants. All age groups, from under 18 to 65+, saw increases in the number of participants. Fat biking remains a sport more heavily weighted toward younger participants, with nearly three quarters of participants falling under the age of 35. Fat biking also attracts a diverse range of races and ethnicities; 14% identify as Black and 22% identify as Hispanic.



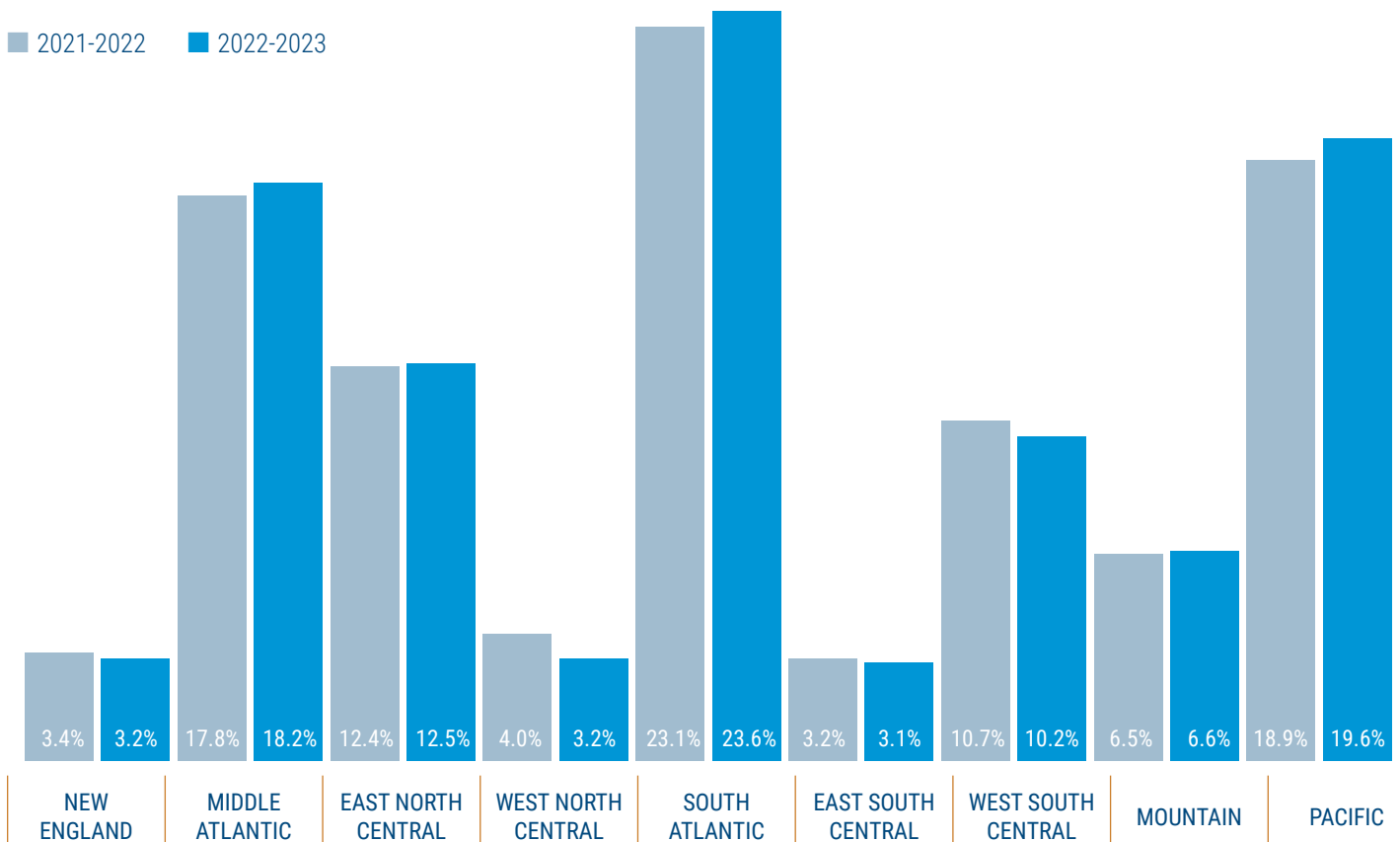
FREQUENCY OVERALL



FAT BIKING BY REGION OF RESIDENCE



■ 2021-2022 ■ 2022-2023



These numbers and percentages are based on 2.6M total fat biking participants

For additional participation data and insights, contact research@snowsports.org

REGIONS BY FREQUENCY

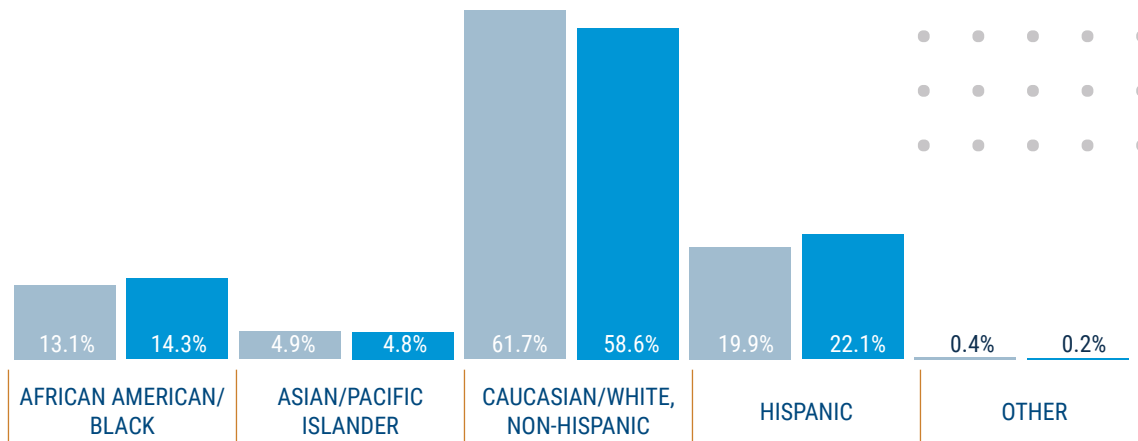
■ 2021-2022 ■ 2022-2023



RACE / ETHNICITY OVERALL

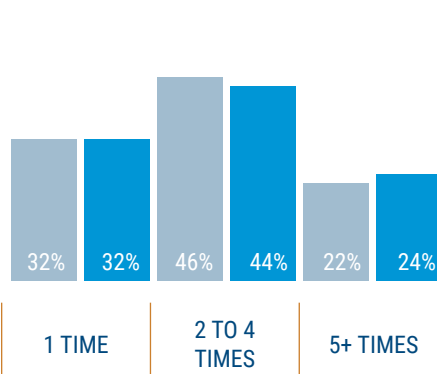
■ 2021-2022

■ 2022-2023

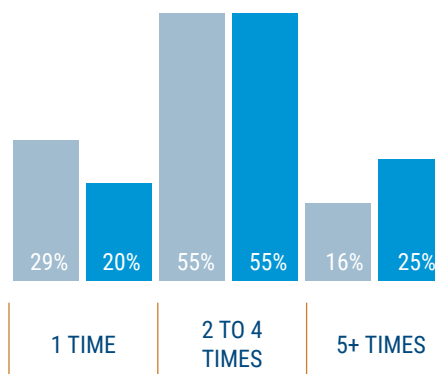


RACE / ETHNICITY BY FREQUENCY

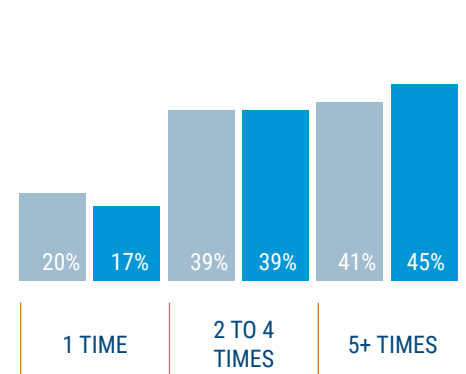
AFRICAN AMERICAN/BLACK



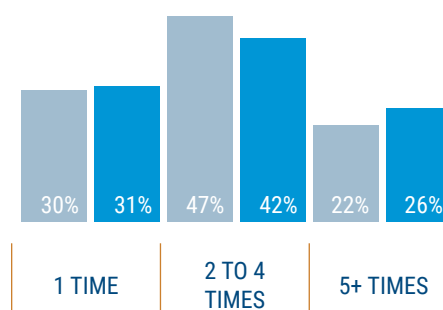
ASIAN/PACIFIC ISLANDER



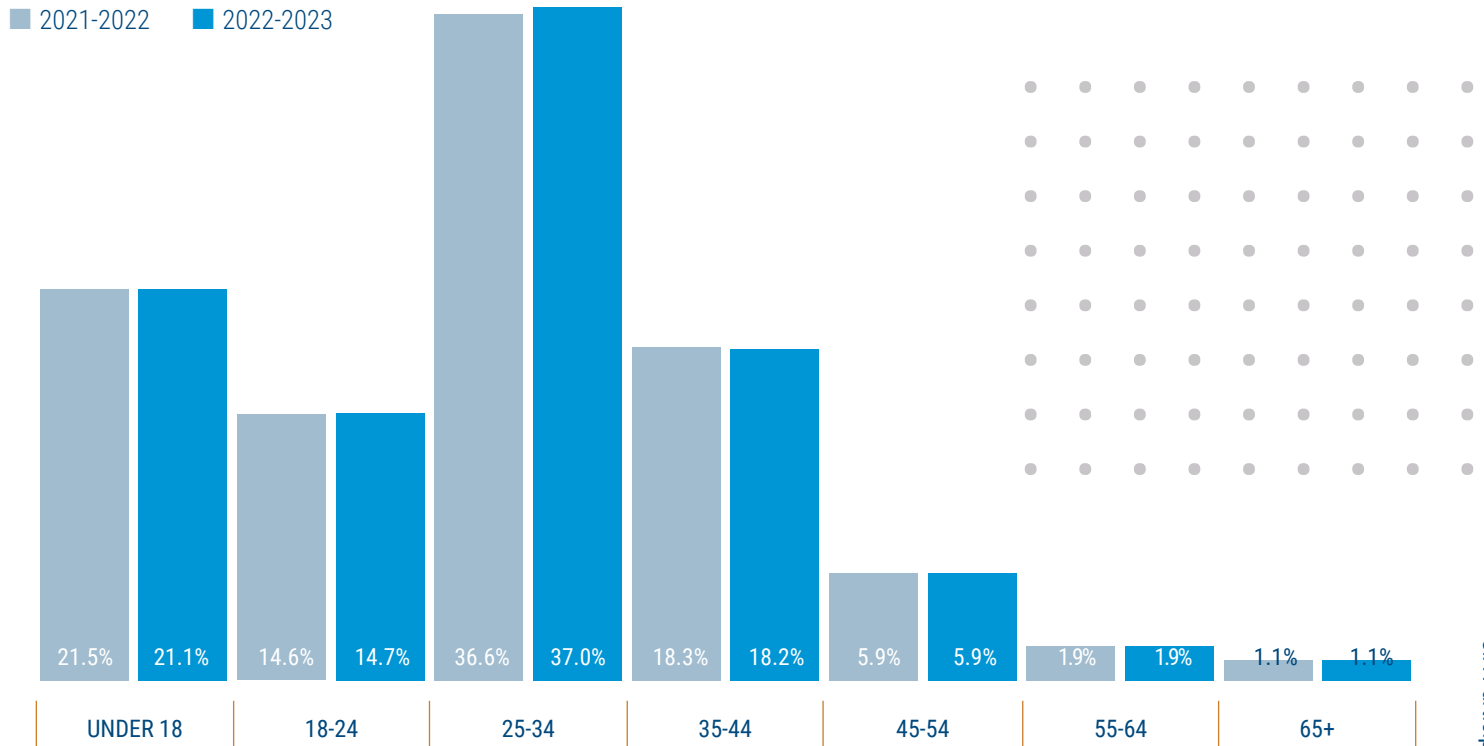
CAUCASIAN/WHITE, NON-HISPANIC



HISPANIC

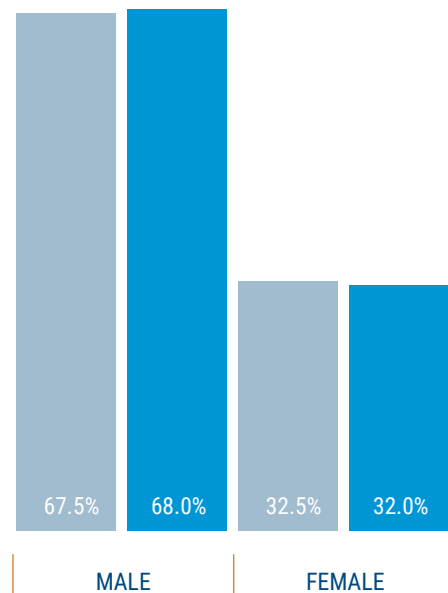


AGE OVERALL



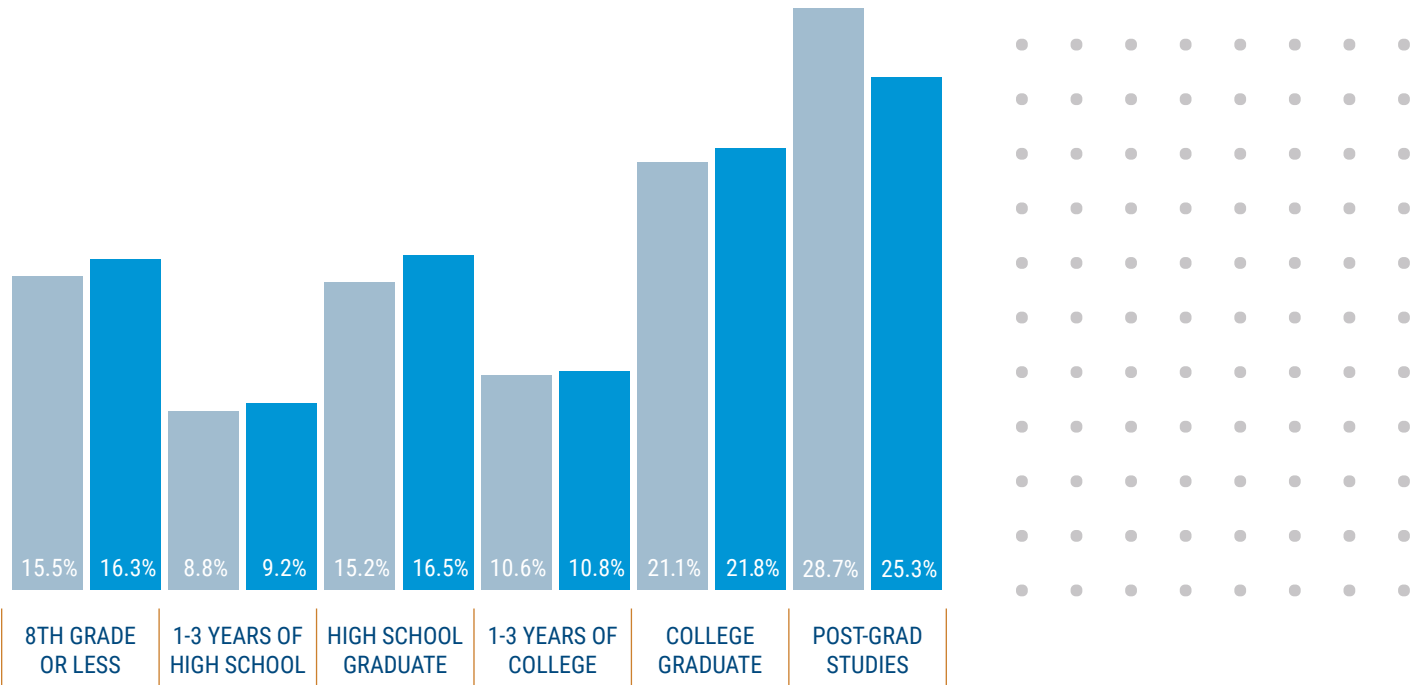
GENDER OVERALL

■ 2021-2022 ■ 2022-2023



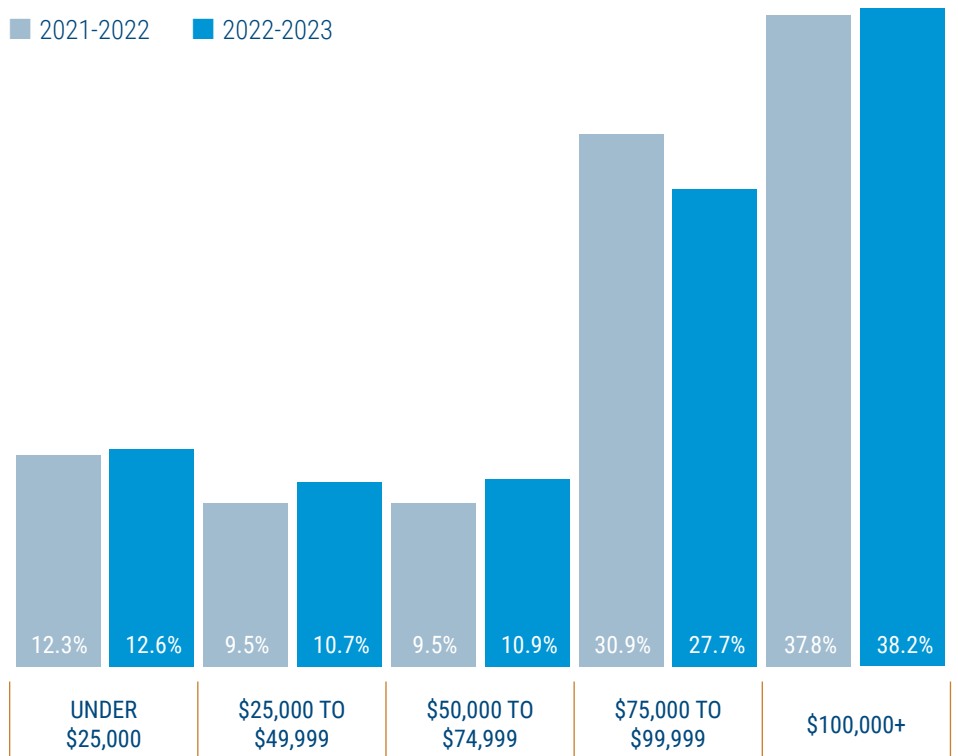
EDUCATION OVERALL

■ 2021-2022 ■ 2022-2023



INCOME OVERALL

■ 2021-2022 ■ 2022-2023





Snowsports
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SLEDDING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 10.0M

TWO KEY TAKEAWAYS IN 2022-2023 SLEDDING*

*Due to smaller sample sizes, segments (e.g., region, age) should be interpreted with caution as the estimates will have a larger margin of error.

01

In the 2022-23 season, 9.9M people participated in sledding. This is an increase over 2021-22, when 9.5M participated, and this continued the growth we saw from the 2020-21 season, when an estimated 8.9M participated.

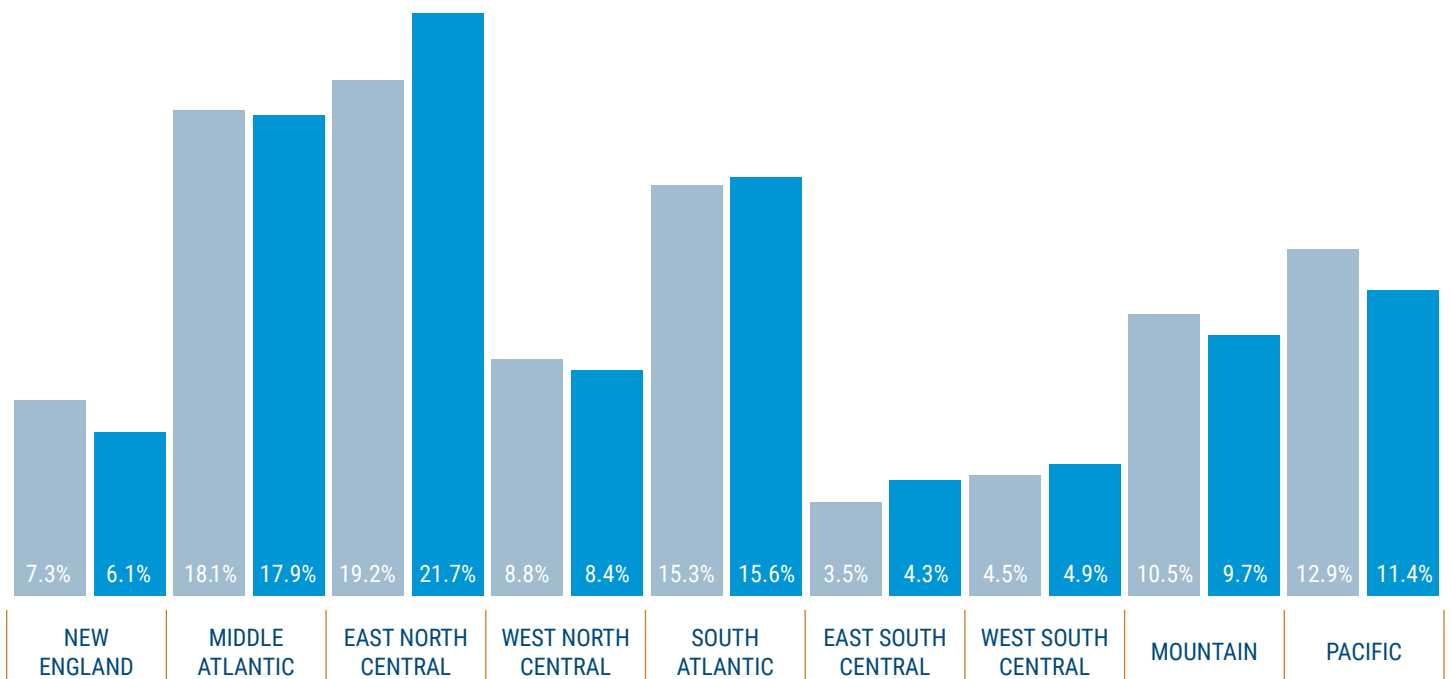
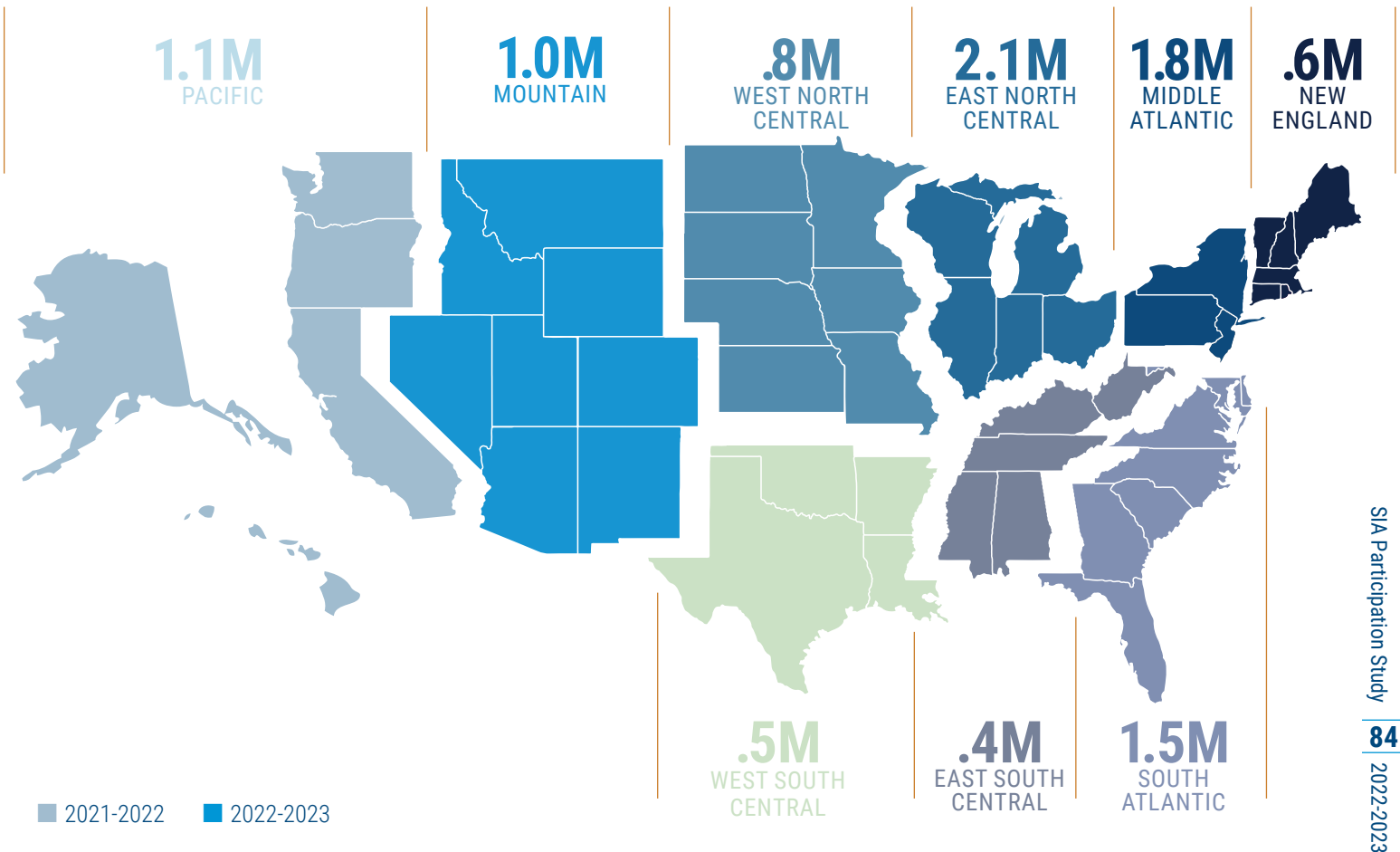
02

Participants were overwhelmingly younger. Thirty-eight percent of participants were under 18, the highest of any winter sports measured here. The next-youngest sport is snowboarding, where 34% of participants are under 18.



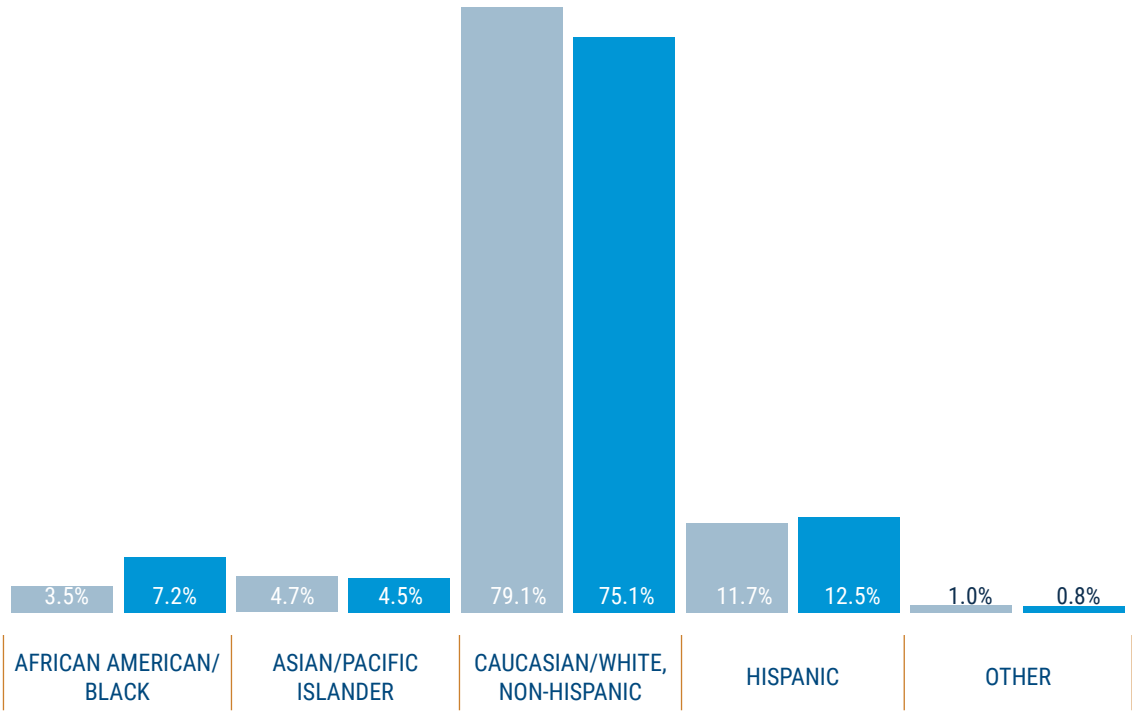
TOTAL PARTICIPANTS 10.0M

SLEDDING BY REGION OF RESIDENCE



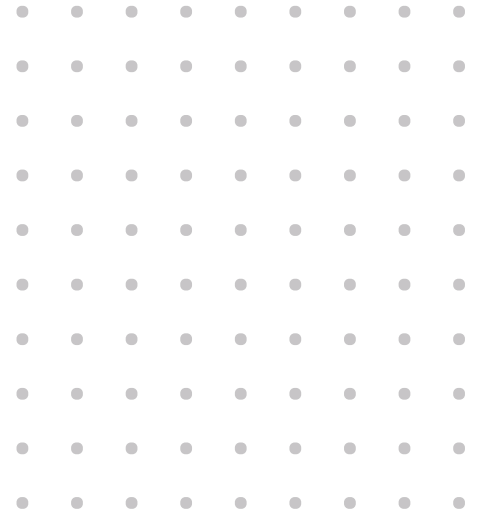
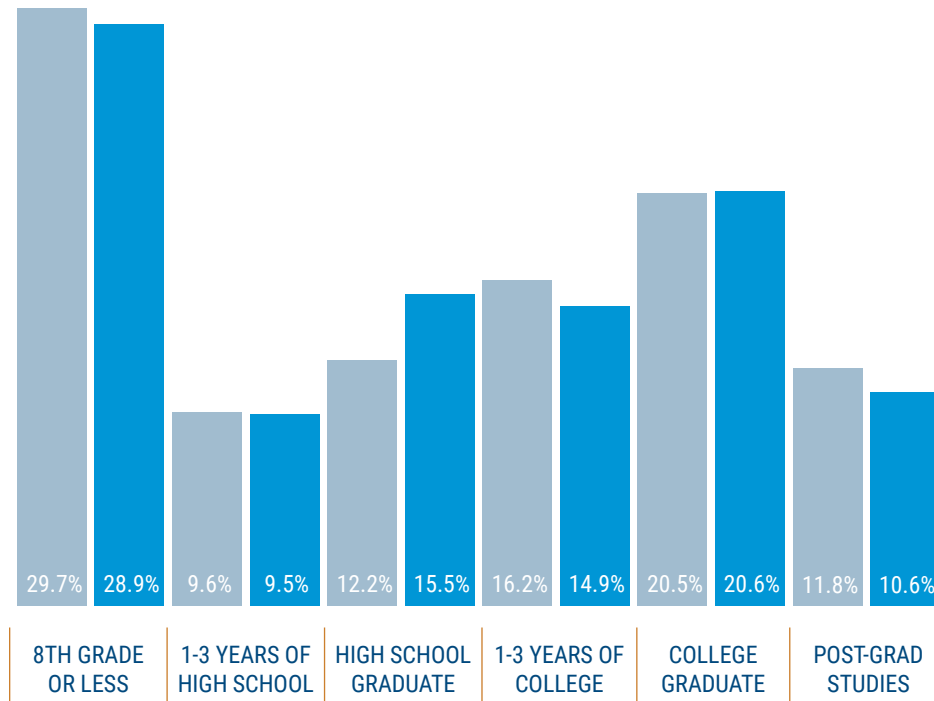
RACE / ETHNICITY OVERALL

2021-2022 2022-2023



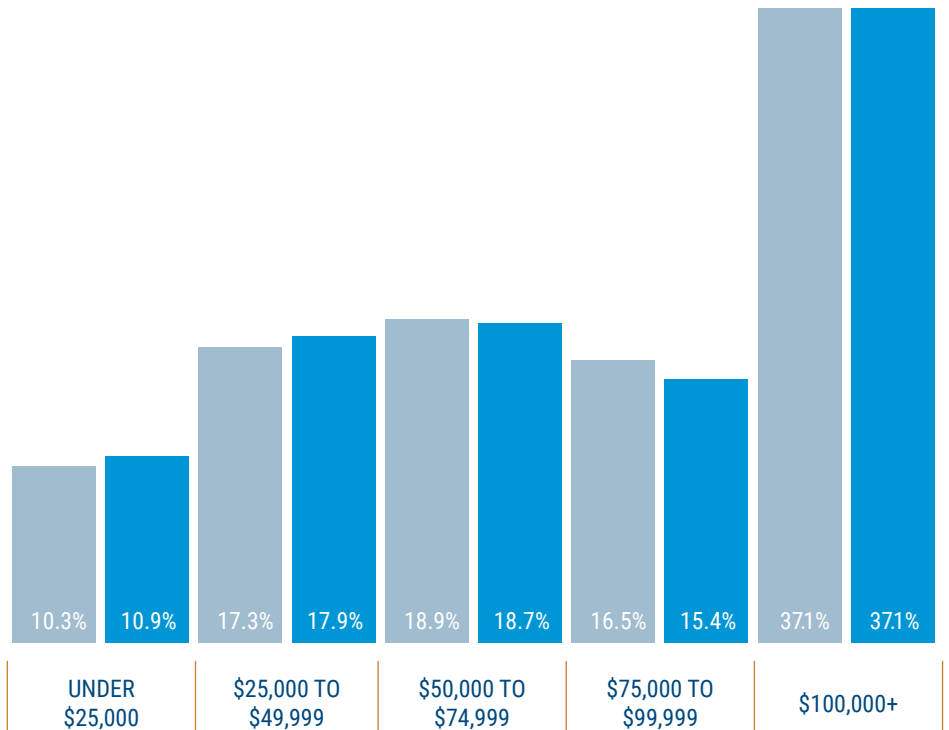
EDUCATION OVERALL

■ 2021-2022 ■ 2022-2023



INCOME OVERALL

■ 2021-2022 ■ 2022-2023





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APPENDIX

* ALL FIGURES ARE IN THE THOUSANDS (000S)	SKI*		SNOWBOARD*		CROSS-COUNTRY*		SNOWSHOE*	
FREQUENCY OVERALL								
TOTAL PARTICIPANTS	13,144		8,978		5,317		4,498	
NEW	2,780		1,811		1,816		1,180	
RETURNED	3,693		2,600		823		1,800	
LOST	6,192		3,594		2,173		2,319	
BY REGION								
NEW ENGLAND	913	6.9%	468	5.2%	297	5.6%	344	9.0%
MIDDLE ATLANTIC	2,284	17.4%	1,570	17.5%	954	17.9%	648	16.9%
EAST NORTH CENTRAL	1,804	13.7%	1,141	12.7%	827	15.6%	492	12.8%
WEST NORTH CENTRAL	596	4.5%	430	4.8%	251	4.7%	215	5.6%
SOUTH ATLANTIC	2,282	17.4%	1,586	17.7%	955	18.0%	596	15.5%
EAST SOUTH CENTRAL	384	2.9%	289	3.2%	226	4.3%	113	2.9%
WEST SOUTH CENTRAL	974	7.4%	659	7.3%	442	8.3%	271	7.1%
MOUNTAIN	1,379	10.5%	796	8.9%	461	8.7%	457	11.9%
PACIFIC	2,528	19.2%	2,039	22.7%	904	17.0%	701	18.3%
REGION FREQUENCY								
1 TIME	3,483	28.2%	1,822	20.3%	1,194	22.4%	1,244	27.6%
2 TIMES	1,617	13.1%	1,617	18.0%	1,186	22.3%	858	19.1%
3 TO 6 TIMES	4,046	32.7%	3,134	34.9%	1,615	30.4%	1,539	34.2%
7+ TIMES	3,224	26.1%	2,406	26.8%	1,322	24.9%	858	19.1%
REGION BY FREQUENCY								
NEW ENGLAND								
1 TIME	198	23%	58	12%	65	22%	47	14%
2 TIMES	53	6%	111	24%	47	16%	76	22%
3 TO 6 TIMES	380	43%	170	36%	118	40%	154	45%
7+ TIMES	245	28%	131	28%	68	23%	69	20%
MIDDLE ATLANTIC								
1 TIME	624	29%	351	22%	225	24%	228	30%
2 TIMES	309	14%	257	16%	220	23%	132	17%
3 TO 6 TIMES	589	28%	517	33%	296	31%	280	36%
7+ TIMES	613	29%	443	28%	210	22%	129	17%
EAST NORTH CENTRAL								
1 TIME	491	29%	213	19%	166	20%	163	28%
2 TIMES	255	15%	166	15%	171	21%	120	21%
3 TO 6 TIMES	498	29%	416	36%	243	29%	156	27%
7+ TIMES	445	26%	345	30%	247	30%	143	25%
WEST NORTH CENTRAL								
1 TIME	187	34%	91	21%	35	14%	37	17%
2 TIMES	67	12%	54	13%	68	27%	52	24%
3 TO 6 TIMES	119	22%	162	38%	74	29%	84	38%
7+ TIMES	179	32%	122	28%	75	30%	46	21%
SOUTH ATLANTIC								
1 TIME	626	29%	341	21%	174	18%	215	27%
2 TIMES	402	19%	339	21%	266	28%	177	22%
3 TO 6 TIMES	668	31%	562	35%	256	27%	256	32%
7+ TIMES	440	21%	347	22%	262	27%	155	19%
EAST SOUTH CENTRAL								
1 TIME	112	31%	52	18%	79	35%	57	39%
2 TIMES	53	15%	65	22%	45	20%	23	16%
3 TO 6 TIMES	93	26%	103	36%	66	29%	19	13%
7+ TIMES	100	28%	70	24%	37	16%	47	32%
WEST SOUTH CENTRAL								
1 TIME	225	24%	155	24%	106	24%	96	26%
2 TIMES	156	17%	113	17%	113	26%	69	19%
3 TO 6 TIMES	411	44%	241	37%	148	33%	137	37%
7+ TIMES	138	15%	150	23%	75	17%	64	17%
MOUNTAIN								
1 TIME	237	18%	175	22%	126	27%	176	33%
2 TIMES	81	6%	100	13%	77	17%	64	12%
3 TO 6 TIMES	593	45%	265	33%	134	29%	219	41%
7+ TIMES	418	31%	252	32%	122	27%	74	14%
PACIFIC								
1 TIME	783	33%	386	19%	217	24%	225	31%
2 TIMES	242	10%	411	20%	179	20%	146	20%
3 TO 6 TIMES	696	29%	697	34%	282	31%	235	32%
7+ TIMES	645	27%	546	27%	227	25%	131	18%
AGE OVERALL								
UNDER 18	3,849	29.3%	3,056	34.0%	1,514	28.5%	1,082	24.1%
18-24	1,645	12.5%	1,548	17.2%	772	14.5%	643	14.3%
25-34	2,691	20.5%	2,388	26.6%	1,241	23.3%	1,134	25.2%
35-44	2,070	15.8%	1,293	14.4%	773	14.5%	622	13.8%
45-54	1,457	11.1%	528	5.9%	428	8.1%	403	9.0%
55-64	980	7.5%	128	1.4%	299	5.6%	362	8.1%
65+	452	3.4%	37	0.4%	290	5.4%	251	5.6%
GENDER OVERALL								
MALE	8,173	62.2%	5,921	65.9%	3,374	63.5%	2,838	63.1%
FEMALE	4,971	37.8%	3,057	34.1%	1,943	36.5%	1,660	36.9%
RACE/ETHNICITY OVERALL								
AFRICAN AMERICAN/BLACK	1,142	7.2%	969	10.8%	509	9.6%	593	13.2%
ASIAN/PACIFIC ISLANDER	1,021	8.9%	816	9.1%	252	4.7%	237	5.3%
CAUCASIAN/WHITE, NON-HISPANIC	9,089	69.1%	5,456	60.8%	3,572	67.2%	2,819	62.7%
HISPANIC	1,721	13.5%	1,614	18.0%	944	17.8%	746	16.6%
OTHER	172	1.3%	123	1.4%	39	0.7%	102	2.3%
EDUCATION OVERALL								
8TH GRADE OR LESS	2,418	18.4%	2,135	23.8%	1,076	20.2%	813	18.1%
1-3 YEARS OF HIGH SCHOOL	1,098	8.4%	1,060	11.8%	488	9.2%	328	7.3%
HIGH SCHOOL GRADUATE	1,866	14.2%	1,571	17.5%	998	18.8%	860	19.1%
1-3 YEARS COLLEGE	1,574	12.0%	1,196	13.3%	474	8.9%	575	12.8%
COLLEGE GRADUATE	3,626	27.6%	1,889	21.0%	1,323	24.9%	1,064	23.7%
POST-GRAD STUDIES	2,562	19.5%	1,126	12.5%	944	18.1%	857	19.1%
INCOME OVERALL								
UNDER \$25,000	1,019	7.8%	1,198	13.3%	636	12.0%	645	14.3%
\$25,000 TO \$49,999	1,636	12.4%	1,318	14.7%	688	12.9%	628	14.0%
\$50,000 TO \$74,999	1,865	14.2%	1,387	15.4%	761	14.3%	575	12.8%
\$75,000 TO \$99,999	2,158	16.4%	1,381	15.4%	946	17.8%	800	17.8%
\$100,000+	6,467	49.2%	3,695	41.2%	2,286	43.0%	1,851	41.2%

* ALL FIGURES ARE IN THE THOUSANDS (000S)	ALPINE TOURING*		SNOWBOARD TOURING*		FAT BIKING*		SLEDDING*	
FREQUENCY OVERALL								
TOTAL PARTICIPANTS	2,510		2,246		2,617		9,896	
BY REGION								
NEW ENGLAND	95	3.8%	93	4.2%	83	3.2%	601	6.1%
MIDDLE ATLANTIC	354	14.1%	429	19.1%	475	18.2%	1,774	17.9%
EAST NORTH CENTRAL	352	14.0%	340	15.1%	327	12.5%	2,147	21.7%
WEST NORTH CENTRAL	87	3.5%	85	3.8%	84	3.2%	833	8.4%
SOUTH ATLANTIC	568	22.6%	452	20.1%	617	23.6%	1,539	15.6%
EAST SOUTH CENTRAL	121	4.8%	107	4.8%	81	3.1%	423	4.3%
WEST SOUTH CENTRAL	218	8.7%	193	8.6%	266	10.2%	487	4.9%
MOUNTAIN	265	10.6%	170	7.6%	172	6.6%	963	9.7%
PACIFIC	451	18.0%	377	16.8%	513	19.6%	1,130	11.4%
REGION FREQUENCY								
1 TIME	699	27.9%	500	22.3%	584	22.3%	N/A	
2 TO 4 TIMES	1,018	40.5%	1,035	46.1%	1,072	41.0%		
5+ TIMES	793	31.6%	711	31.7%	961	36.7%		
REGION BY FREQUENCY								
NEW ENGLAND								
1 TIME	21	22%	6	6%	8	10%	N/A	
2 TO 4 TIMES	60	63%	60	64%	27	33%		
5+ TIMES	14	15%	28	30%	48	58%		
MIDDLE ATLANTIC								
1 TIME	77	22%	80	19%	110	23%		
2 TO 4 TIMES	165	46%	203	47%	192	40%		
5+ TIMES	114	32%	146	34%	173	36%		
EAST NORTH CENTRAL								
1 TIME	112	32%	80	24%	77	24%		
2 TO 4 TIMES	136	39%	181	53%	153	47%		
5+ TIMES	102	29%	79	23%	96	29%		
WEST NORTH CENTRAL								
1 TIME	42	49%	18	21%	24	28%		
2 TO 4 TIMES	26	30%	36	42%	23	27%		
5+ TIMES	18	21%	31	36%	38	45%		
SOUTH ATLANTIC								
1 TIME	129	23%	96	21%	133	22%		
2 TO 4 TIMES	237	42%	190	42%	283	46%		
5+ TIMES	204	36%	166	37%	200	32%		
EAST SOUTH CENTRAL								
1 TIME	45	38%	21	20%	35	43%		
2 TO 4 TIMES	33	28%	50	47%	22	27%		
5+ TIMES	42	35%	36	34%	24	30%		
WEST SOUTH CENTRAL								
1 TIME	57	26%	62	32%	33	12%		
2 TO 4 TIMES	115	52%	77	40%	115	43%		
5+ TIMES	48	22%	54	28%	119	45%		
MOUNTAIN								
1 TIME	122	47%	37	22%	51	30%		
2 TO 4 TIMES	71	27%	67	39%	39	23%		
5+ TIMES	68	26%	66	39%	82	48%		
PACIFIC								
1 TIME	95	21%	100	27%	115	22%		
2 TO 4 TIMES	175	39%	171	45%	218	42%		
5+ TIMES	182	40%	105	28%	180	35%		
AGE OVERALL								
UNDER 18	649	25.9%	729	32.4%	552	21.1%	3,735	37.7%
18-24	437	17.4%	396	17.6%	385	14.7%	1,066	10.8%
25-34	786	31.3%	628	28.0%	969	37.0%	2,002	20.2%
35-44	343	13.7%	369	16.4%	477	18.2%	1,531	15.5%
45-54	254	10.1%	98	4.4%	154	5.9%	890	9.0%
55-64	29	1.1%	22	1.0%	50	1.9%	460	4.6%
65+	14	0.5%	5	0.2%	29	1.1%	213	2.2%
GENDER OVERALL								
MALE	1,586	63.2%	1,595	71.0%	1,778	68.0%	5,219	52.7%
FEMALE	924	36.8%	651	29.0%	838	32.0%	4,677	47.3%
RACE/ETHNICITY OVERALL								
AFRICAN AMERICAN/BLACK	376	15.0%	446	19.8%	374	14.3%	710	7.2%
ASIAN/PACIFIC ISLANDER	195	7.8%	134	6.0%	125	4.8%	443	4.5%
CAUCASIAN/WHITE, NON-HISPANIC	1,477	58.8%	1,295	57.7%	1,534	58.6%	7,428	75.1%
HISPANIC	435	17.3%	335	14.9%	578	22.1%	1,239	12.5%
OTHER	27	1.1%	36	1.6%	6	0.2%	77	0.8%
EDUCATION OVERALL								
8TH GRADE OR LESS	577	23.0%	514	22.9%	427	16.3%	2,861	28.9%
1-3 YEARS OF HIGH SCHOOL	288	11.5%	232	10.3%	241	9.2%	941	9.5%
HIGH SCHOOL GRADUATE	429	17.1%	472	21.0%	432	16.5%	1,535	15.5%
1-3 YEARS COLLEGE	264	10.5%	270	12.0%	284	10.8%	1,474	14.9%
COLLEGE GRADUATE	607	24.2%	463	20.6%	569	21.8%	2,037	20.6%
POST-GRAD STUDIES	344	13.7%	296	13.2%	663	25.3%	1,049	10.6%
INCOME OVERALL								
UNDER \$25,000	276	11.0%	246	10.9%	330	12.6%	1,077	10.9%
\$25,000 TO \$49,999	359	14.3%	318	14.1%	280	10.7%	1,775	17.9%
\$50,000 TO \$74,999	362	14.4%	278	12.4%	284	10.9%	1,849	18.7%
\$75,000 TO \$99,999	463	18.4%	368	16.4%	724	27.7%	1,528	15.4%
\$100,000+	1,051	41.9%	1,010	46.2%	998	38.2%	3,667	37.1%

Annual Participation Data

All participation statistics were derived from an annual online consumer-tracking study focused on participation conducted during the 2022 calendar year by Sports Marketing Surveys USA (SMS). SMS designed the participation questionnaire in collaboration with the Physical Activity Council (PAC), consisting of eight sports industry associations. SMS retained Digital Research International (DRI) to program, field, and manage the survey.

Seasonal Participation Data

All snow sport seasonal data were derived from the same participation tracking study. However, seasonal data is derived from October 2022 through April 2023 dates rather than the annual 12-month period.

Sample Specification

During 2022, a total of 18,000 online interviews were carried out with a nationwide sample of individuals from U.S. proprietary online panels representative of the U.S. population of people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2022 participation survey sample size of 18,000 completed interviews provides a high degree of statistical accuracy. All surveys are subject to some level of standard error—that is, the degree to which the results might differ from those obtained by a complete census of every person in the U.S. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total U.S. population ages six and above. The following variables were used: gender, age, income, ethnicity, household size, region, and population density. The total population figure used was 305,439,858 people aged 6 and older.

Activity reporting is based on a rolling 12-month participation rate. All charts represent data from U.S. populations ages 6 and over, unless otherwise specified. If you have specific questions regarding the methodology, please contact Sports Marketing Surveys at info@sportsmarketingsurveysusa.com.

Youth Interviews

All interviews of children under 13 were carried out following the guidelines set out in the Children's Online Privacy Protection Act of 1998 (COPPA). No children were contacted directly. The panel is a balanced sample of households with children in each age group, but contact is always made through designated adult panelists. The adult panelist receives the survey invitation on behalf of a specified child, age six to 12, and they are asked to complete the survey together. Respondents ages 13 to 17 are contacted in a manner similar to respondents ages 6 to 12, but they are asked to complete the survey themselves.

Quality Assurance – Multiple levels:

- » Respondent are prevented from taking the survey again within 3 months.
- » Our panel provider has a suite of technology platforms to prevent fraud
- » Technical fingerprinting to eliminate duplicates
- » LOI offense checking (to eliminate “speeders”)
- » Pattern response checking
- » Internal QA questions e.g. colors of the American flag
- » Internal consistency checks e.g. a limit on the number of total participation days
- » Open-end response quality algorithm
- » Ongoing response visual checks.

About the Physical Activity Council (PAC)

The survey that forms the basis of the 2023 Participation Report is produced by the Physical Activity Council (PAC), which is a partnership of leading organizations in the U.S. sports, fitness, and leisure industries. While the overall aim of the survey is to establish levels of activity and identify key trends in sports, fitness, and recreation participation, each partner produces detailed reports on specific areas of interest. Partners include Outdoor Foundation (OF); National Golf Foundation (NGF); Snowsports Industries America (SIA); Tennis Industry Association (TIA); USA Football; United States Tennis Association (USTA), International Health and Racquet and Sportsclub Association (IHRSA), People for Bikes, and the Sport and Fitness Industry Association (SFIA).

Notes

Please note that some information includes data that was collected during previous surveys, as some questions are not asked every year.

SIA publishes a wide variety of must-have research products across winter participation and the insights of winter outdoor consumers. These include:

- » Annual Participation Study - An annual in-depth look at participation and participant demographics across US winter sports.
- » Seasonal Consumer Insights – In-season reports offering insights, trends, and habits of winter sports enthusiasts from SIA’s panel of active winter outdoor enthusiasts.
- » End of Season Report - A wrap-up of winter, including a look at participation over the season, participation trends, seasonal buying habits, travel, and more.
- » Next Gen Study of Winter Participants – A special report detailing insights into growing participation and diversity in snow sports.
- » Wholesale Sales and Orders –An annual report on certain hard goods products sold and ordered across the industry, broken down within sales category (pre-book, t-once/reorders, direct-to-consumer) by price bands (MSP) and relevant product features (adult vs. juniors, waist width for skis, etc.). For participating SIA members only.
- » Custom Research - *Contact SIA for more information.*

SIA members can find all of the above studies in the SIA Member Portal @ members.snowsports.org
For more information on SIA research, or information on how to join SIA in order to get access to all of our research, tools, and resources, please reach out to research@snowsports.org.