



Nitro Snowboards

SIA Snow Sports Participant Study

2016



Copper Mountain/Tripco Inc



Fischer Sports



Tubbs Snowsuits

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METHODOLOGY

This Snow Sports Participant Report is derived from data produced by the Physical Activity Council (PAC), a partnership of six of the major trade associations in US sports, including the International Health, Racquet & Sportclub Association, the National Golf Foundation, the Outdoor Foundation, the Sports and Fitness Industries Association, the Tennis Industry Association and SnowSports Industries America. 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.

During April and May of 2016, a total of 10,059 online interviews were carried out with a nationwide sample of individuals and households from the US Online Panel of over one million people operated by IPSOS/Synovate. A total of 5,038 individual and 5,021 household surveys were completed. The total panel is maintained to be representative of the US population for people ages six and older. Over sampling of ethnic groups took place to boost responses from typically under responding groups. The 2016 seasonal participation survey sample size of 10,059 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 US. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.42 percentage points at the 95 percent confidence level.

A weighting technique was used to balance the data to reflect the total US population ages six and above. The following variables were used: gender, age, income, household size, region, population density and panel join date. The total population figure used was 294,141,894 people ages six and older. Snow Sports participant numbers were subjected to triennial rolling average summation to ensure accurate results in smaller categories and demographic projections.

Additionally, The results of this study were validated by correlation with retail data (produced by The NPD Group), wholesale sales and orders data (aggregated by Sports Marketing Services for SIA), and skier rider visit data (from the Kottke End of Season report produced by the National Ski Areas Association).



KEY FINDINGS

- The 2015/2016 season brought 23.5M snow sports participants into the cold, up 1%.
- There were 8.2M lapsed participants who consider themselves skiers or snowboarders but did not participate last season.
- California is home to more snow sports participants than any other state.
- 41% of snowboarders and 34% of skiers say they also regularly run/jog for fitness.
- One third of skiing and snowboarding women also participate in yoga.
- There were 2.1M snowboarders under 18 last season, about 28% of all snowboarders are kids (under 18). At the same time, the snowboard participant base is aging and 1 in 4 snowboarders are 35 or older.
- 28% percent of core alpine skiers (9+ days) were 45 years old or older last season.
- Females represented 38% of the snowboard participant base overall, but only 26% of the snowboarding core (participated 9 days+)



2015/2016 Participant Report

PARTICIPATION DEMOGRAPHICS

Photo: Copper Mountain/Tripp Fay



SNOW SPORTS PARTICIPANT PROFILE

Total Number of Snow Sports Participants (All Disciplines)	23,541,000
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Total Number of Active Snow Sports Participants in 2014/2015	21,841,000
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Total Number that Identify as Participants but did not Ski/Ride in 2015/2016	8,158,000 (-22% compared to 2014/2015)
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Average Age	12% ages 6-12, 9% ages 13-17, 11% ages 18-24, 17% ages 25-34, 14% ages 35-44, 14% ages 45-54, 12% ages 55-64 and 12% over 65
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Gender of Participants	51% Male, 49% Female
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Percent of Participants with a Bachelor's Degree or Higher	43%
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Percent with Household Income >\$75K	48%
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Most Popular Snow Sports Activity	Alpine Ski (9,267,000 Participants)
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ALPINE SKI PARTICIPANT PROFILE

Total Alpine Ski Participation	9,267,000
Age	25% are between 6-17, 13% are ages 18 to 24, 24% are ages 25 to 34, 31% are ages 35 to 54, and 7% are ages 55+
Gender	59% Male, 41% Female
Percent with Head of Household Income >\$75K	63%
Percent of Core Alpine Skiers with Head of Household Income >\$75K	66%
Percent with Bachelor's Degree or Higher	51%
States with the Most Alpine Skiers	CA, NY, TX, OH, MI
Percent of Alpine Skiers that also Snowboard	21%
Percent of Alpine Skiers that Ride a Road Bike	31%
Average Number of Days Participated	7.7



SNOWBOARD PARTICIPANT PROFILE

Total Snowboard Participation	7,602,000
Age	28% under 17, 47% between 18-34, 23% are ages 35-54 and 2% are 55+
Gender	62% Male, 38% Female
Percent with Head of Household Income >\$75K	56%
Percent with Bachelor's Degree or Higher	43%
States with the Most Snowboarders	CA, NY, TX, FL, WA
Percent of Snowboarders who also Alpine Ski	26%
Percent who Snowboard 9+ Times (Core)	19% (down from 25% in 2014/2015)
Percentage of Snowboarders in Resort Visits	26.1% (down from 2007/08 peak of 32.4%)
Snowboard Participant Count Peak in 2007/2008	8.1M
Average Number of Days Participated	7.8



CROSS COUNTRY PARTICIPANT PROFILE

Total Cross Country Ski Participation	4,640,000
Age	19% under 17, 14% between 18 and 24, 47% ages 25-44, 17% 45-64 and 3% 65+
Gender	54% Male, 46% Female
Percent with Head of Household Income >\$75K	53%
Percent with Bachelor's Degree or Higher	51%
Region with the Most XC Skiers	Pacific
Percent who also Alpine Ski	35%
Most popular crossover activities	High Impact/Intensity and Road Cycling
Percentage of XC Skiers in the Core (9+ times)	21%
Average Number of Days Participated	7.8

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FREESKI PARTICIPANT PROFILE

Total Freeski Participation	4,635,000
Age	25% under 17, 44% between 18 and 34, 19% ages 35-44 and 12% over 45
Gender	59% Male, 41% Female
Percent with Head of Household Income >\$75K	61%
Percent with Bachelor's Degree or Higher	47%
Region with the Most Freeskiers	Pacific
Percent who also Alpine Ski	49%
Most Popular Activity Off-Snow	High Impact/Intensity Training (51%)
Average Number of Days Participated	7.4

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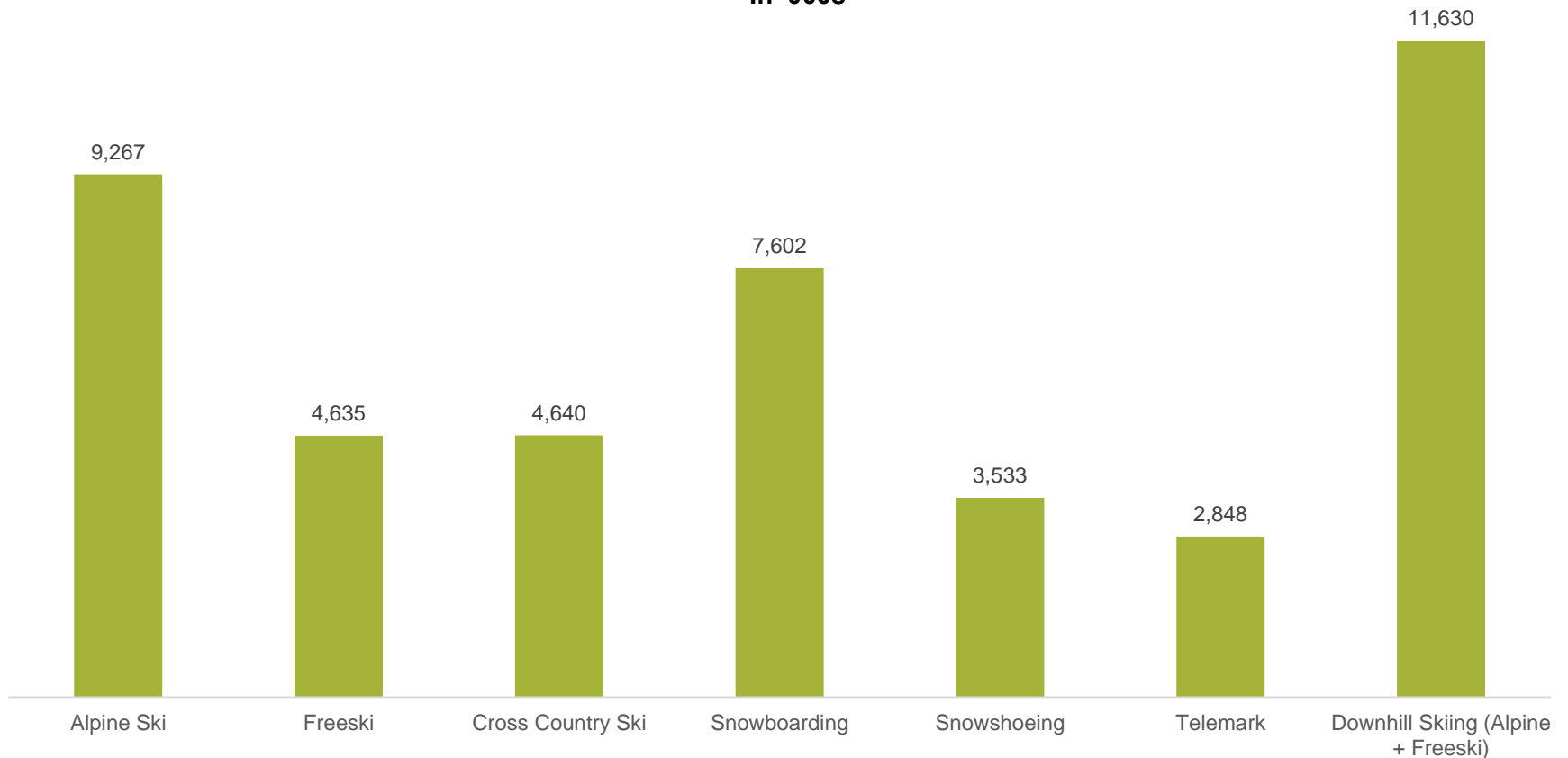
GENERAL FINDINGS

Photo: Copper Mountain/Tripp Fay



2015/2016 SNOW SPORTS PARTICIPATION BY DISCIPLINE

In '000s



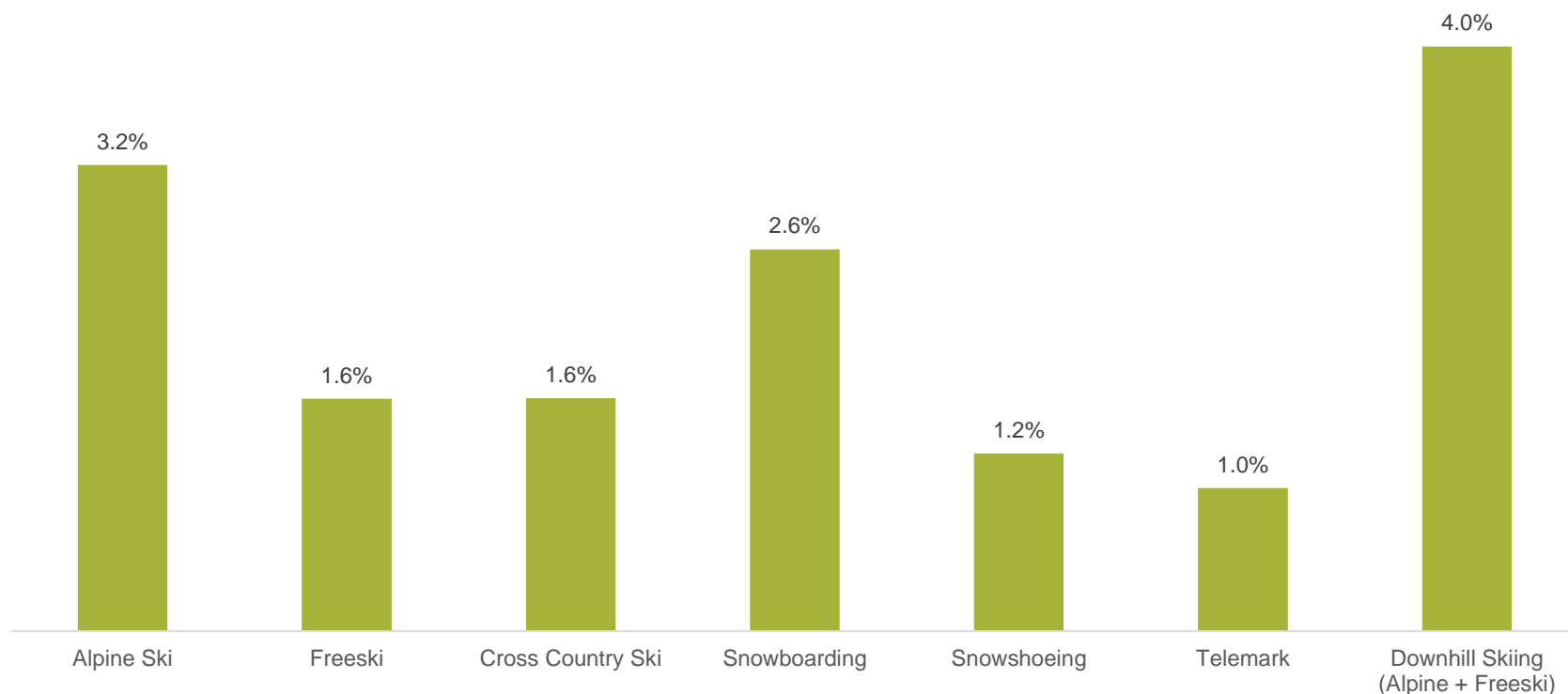
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PERCENT OF US POPULATION THAT PARTICIPATES

Percent of U.S. Population over 6 years that Participates

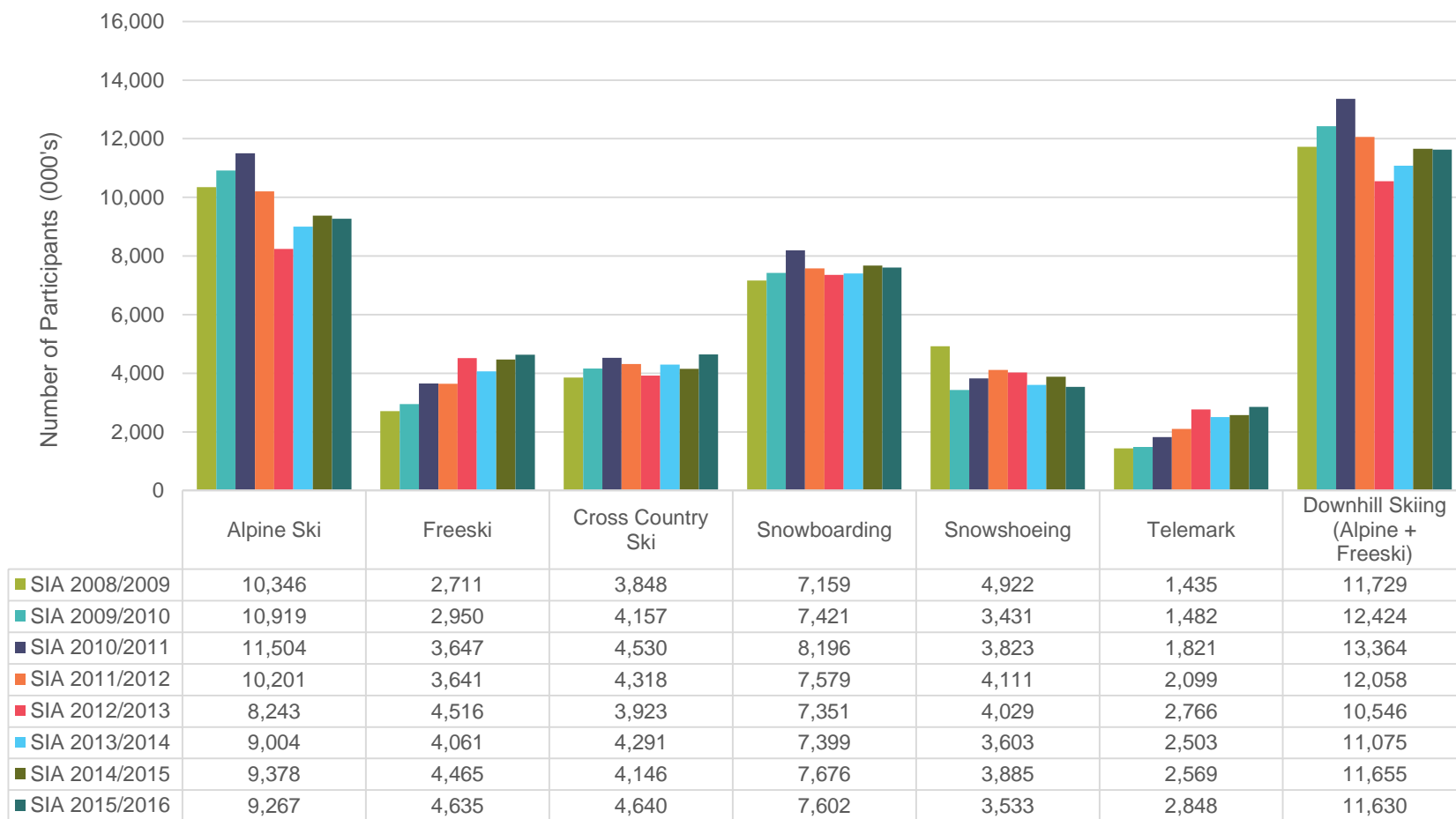
■ Percent of U.S. Population over 6 years that Participates



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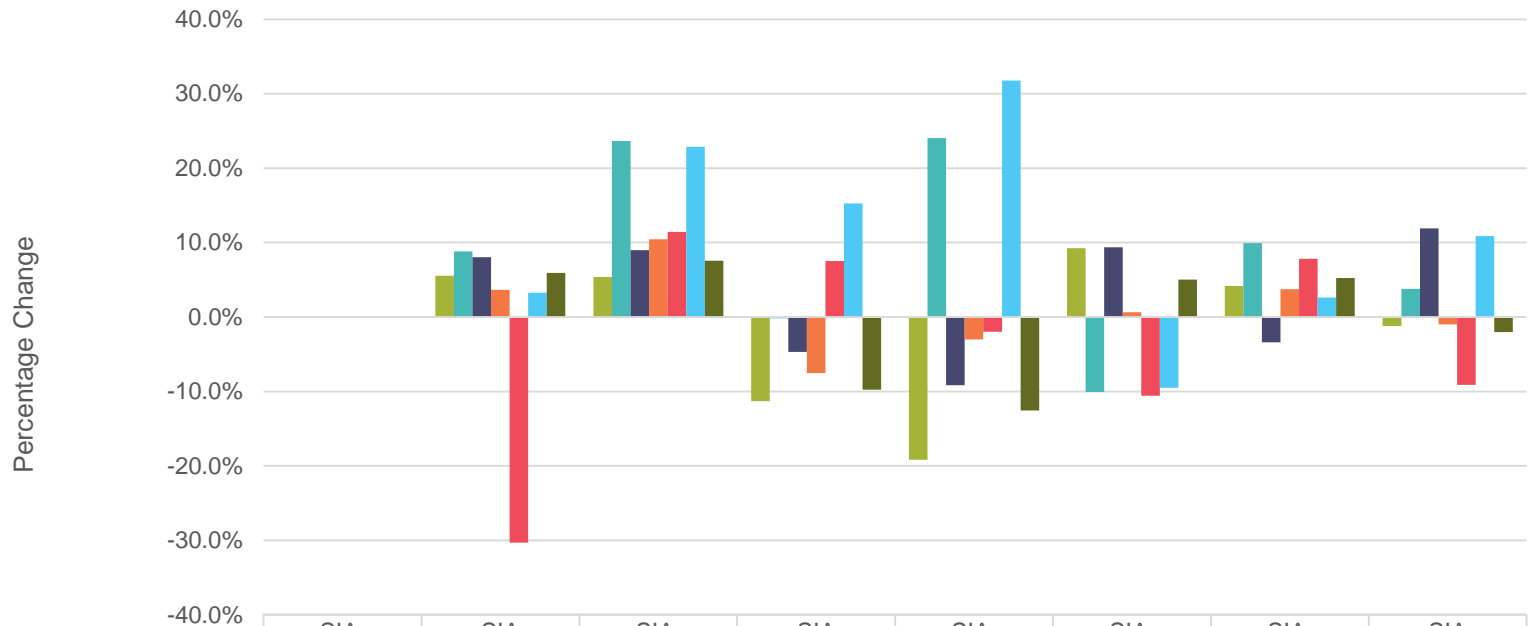
SNOW SPORTS PARTICIPATION TRENDS



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ANNUAL GROWTH RATE



	SIA 2008/2009	SIA 2009/2010	SIA 2010/2011	SIA 2011/2012	SIA 2012/2013	SIA 2013/2014	SIA 2014/2015	SIA 2015/2016
■ Alpine Ski	0.0%	5.5%	5.4%	-11.3%	-19.2%	9.2%	4.2%	-1.2%
■ FreeStyle Ski	0.0%	8.8%	23.6%	-0.2%	24.0%	-10.1%	9.9%	3.8%
■ Cross Country Ski	0.0%	8.0%	9.0%	-4.7%	-9.1%	9.4%	-3.4%	11.9%
■ Snowboarding	0.0%	3.7%	10.4%	-7.5%	-3.0%	0.7%	3.7%	-1.0%
■ Snowshoeing	0.0%	-30.3%	11.4%	7.5%	-2.0%	-10.6%	7.8%	-9.1%
■ Telemark	0.0%	3.3%	22.9%	15.3%	31.8%	-9.5%	2.6%	10.9%
■ Downhill Skiing (Alpine + Freeski)	0	5.9%	7.6%	-9.8%	-12.5%	5.0%	5.2%	-2.0%

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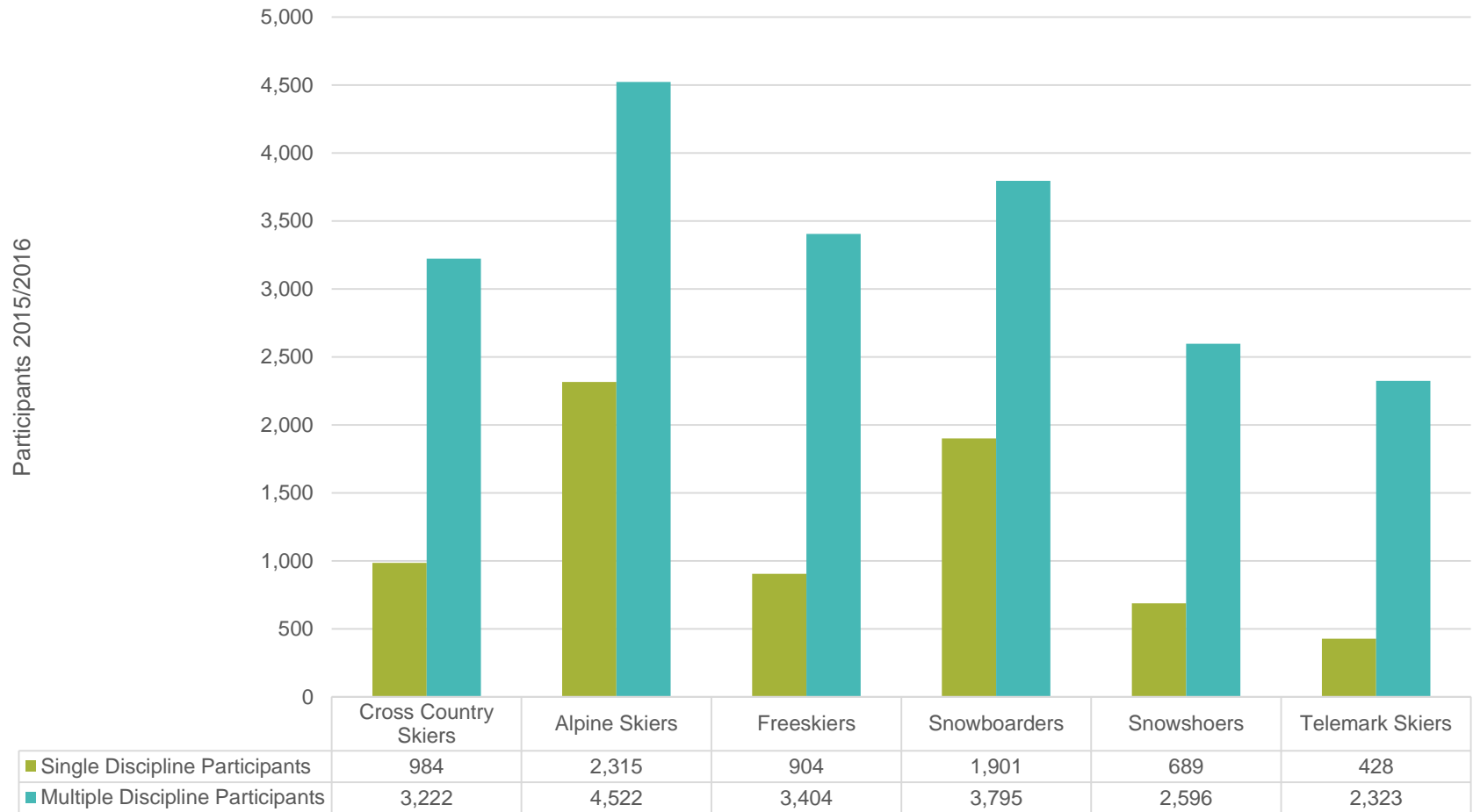
YEAR-TO-YEAR CHANGE IN PARTICIPATION



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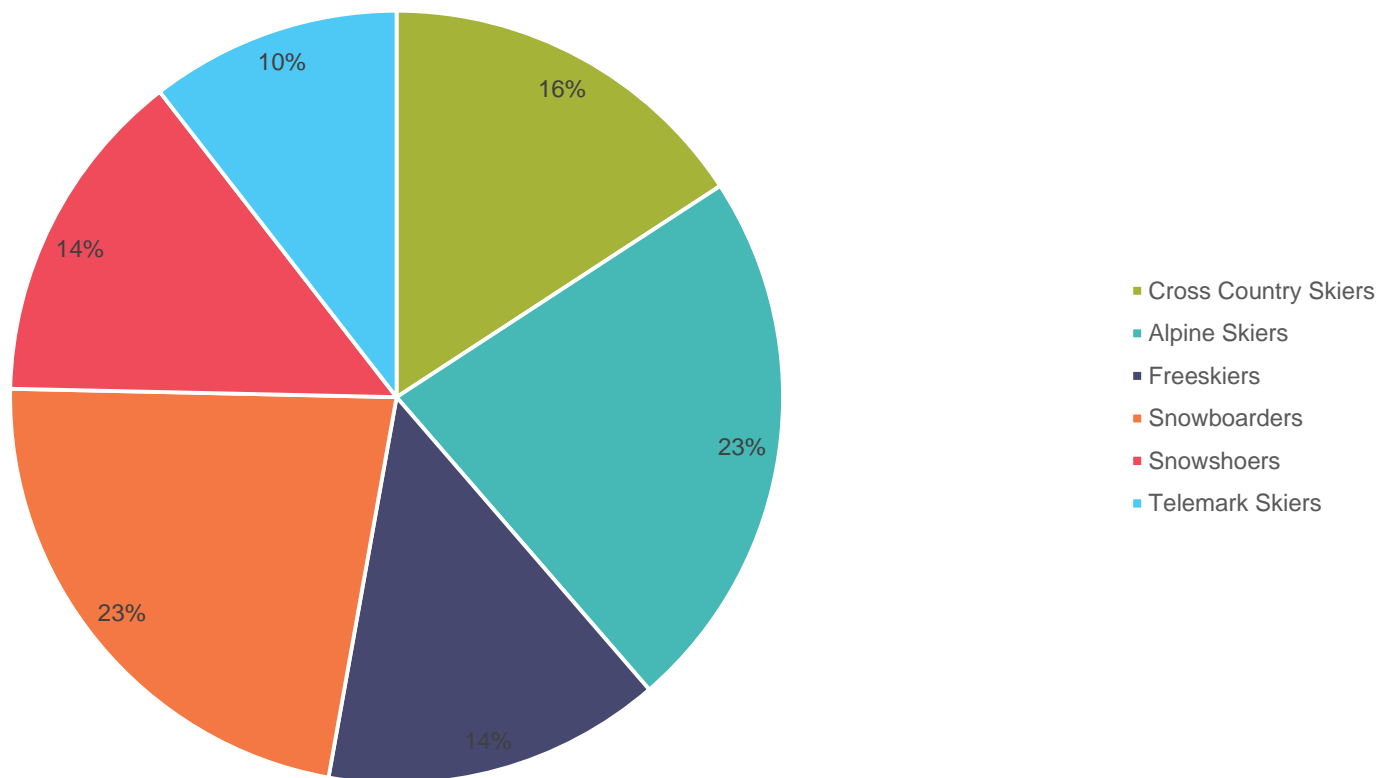
SINGLE VS. MULTI-DISCIPLINE PARTICIPANTS



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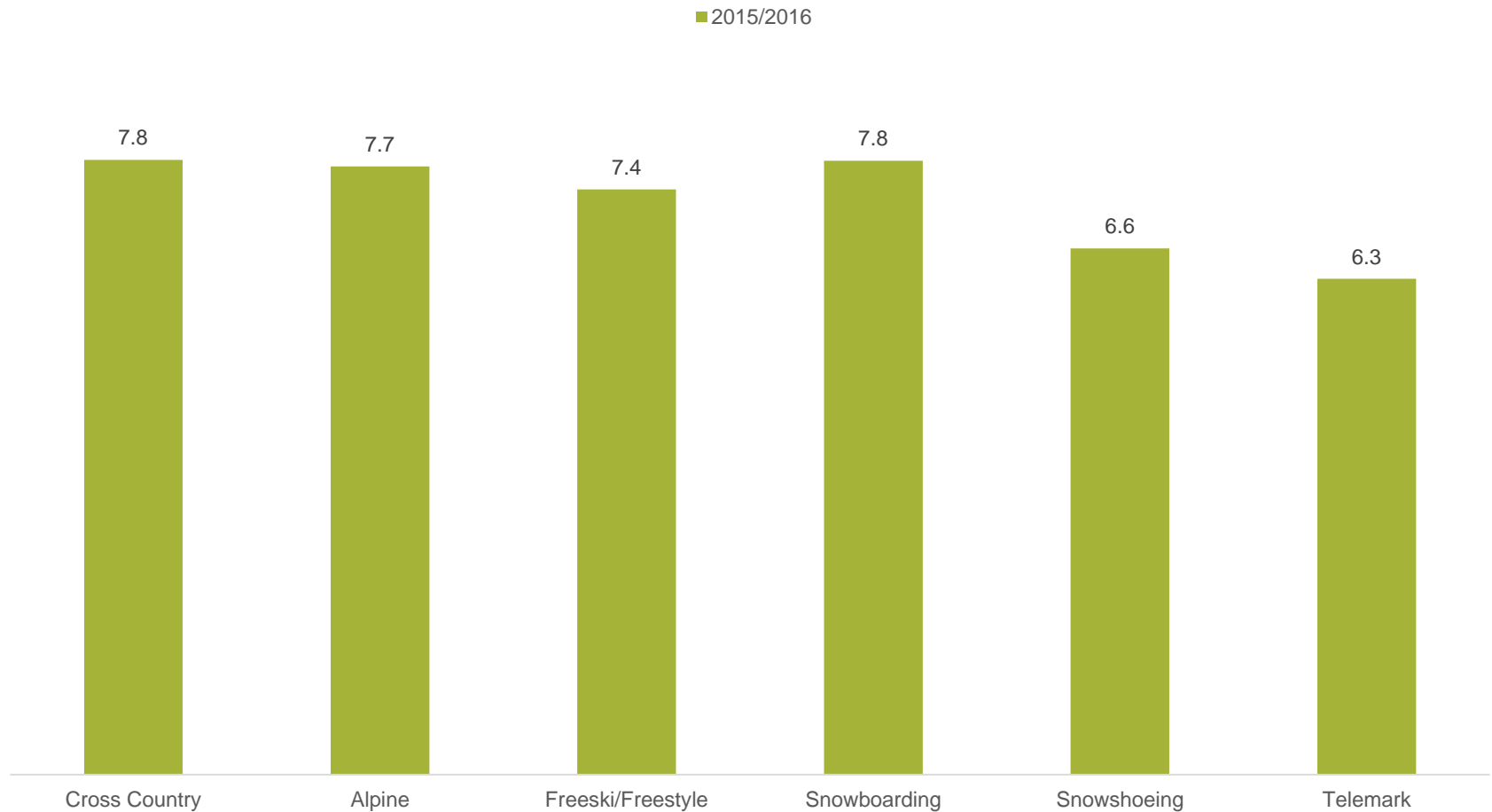
SINGLE DISCIPLINE PARTICIPANTS



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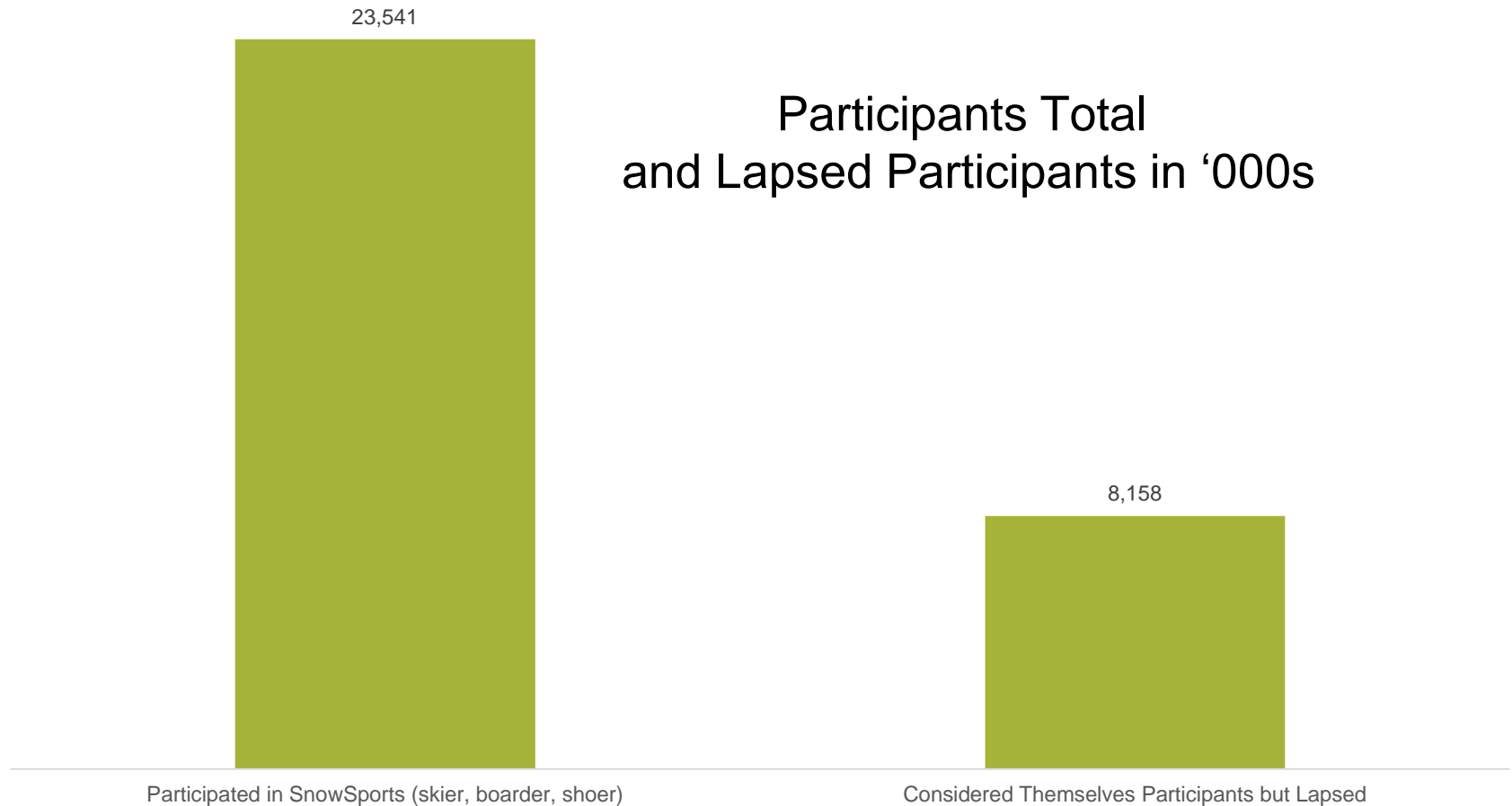
AVERAGE NUMBER OF DAYS PARTICIPATED



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PARTICIPANTS VS. NON-PARTICIPANTS

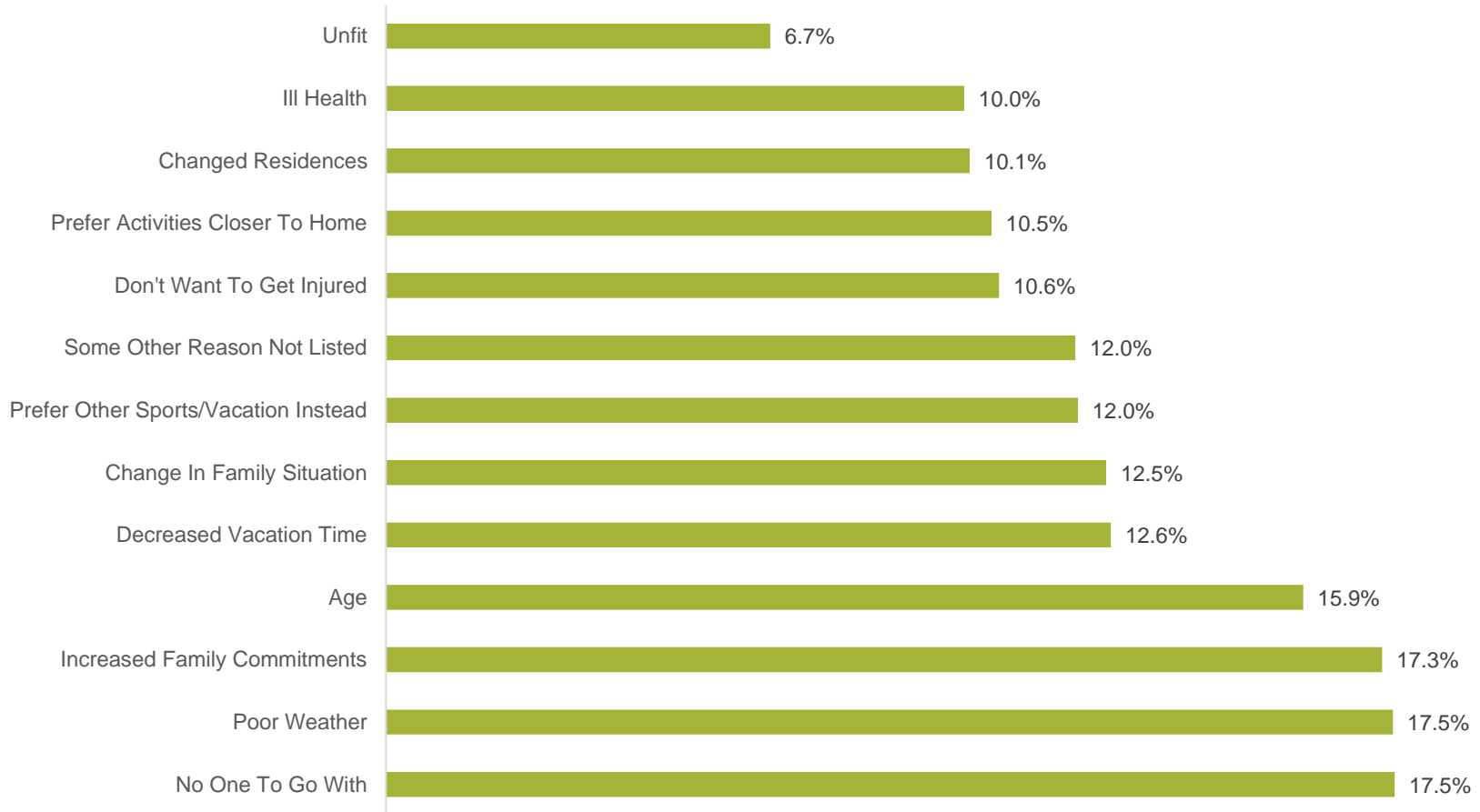


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REASONS FOR *NOT* PARTICIPATING

LAPSED PARTICIPANTS



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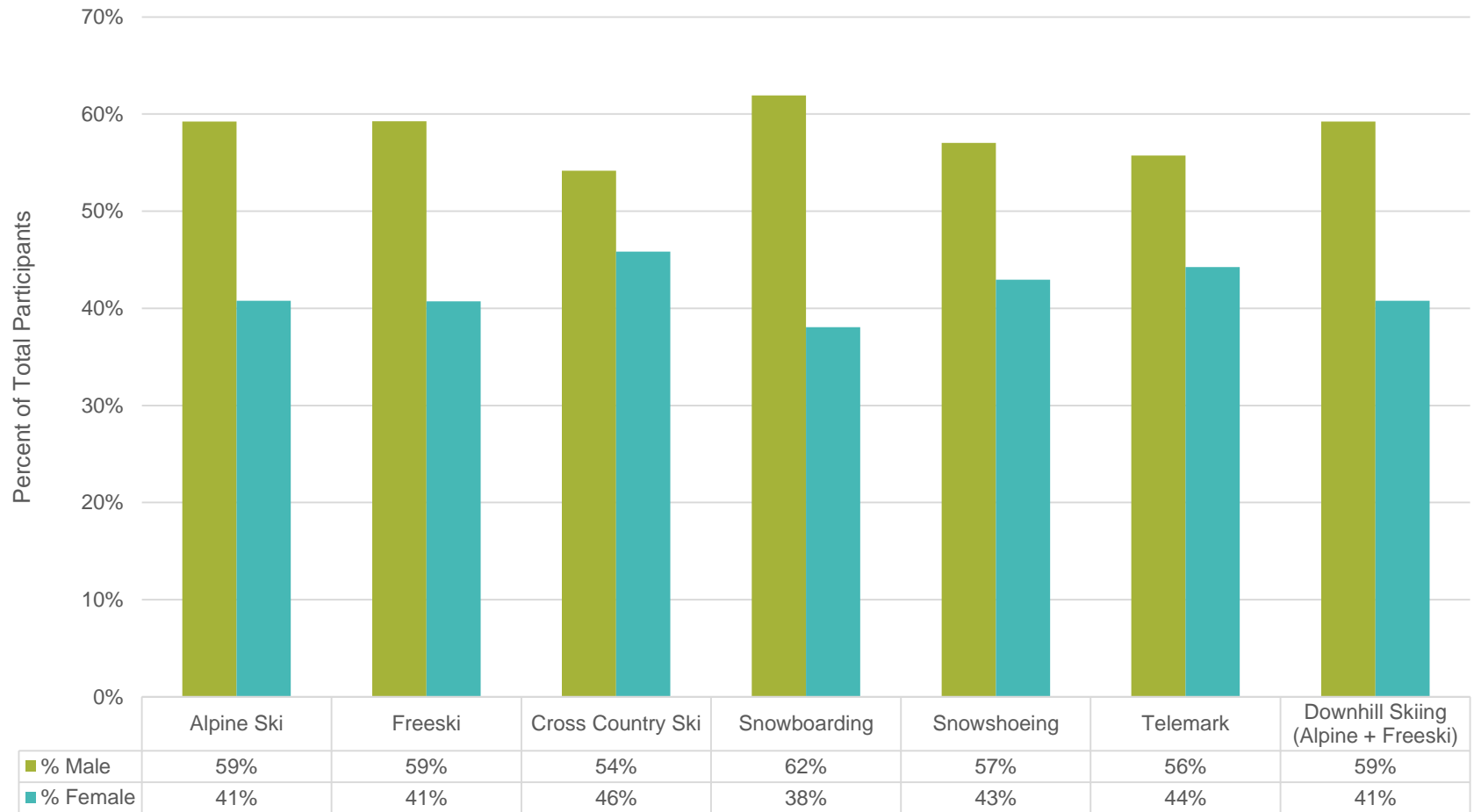
2015/2016 Participant Report

GENDER AND AGE DEMOGRAPHICS



GENDER DEMOGRAPHICS

MALE VS. FEMALE BY DISCIPLINE

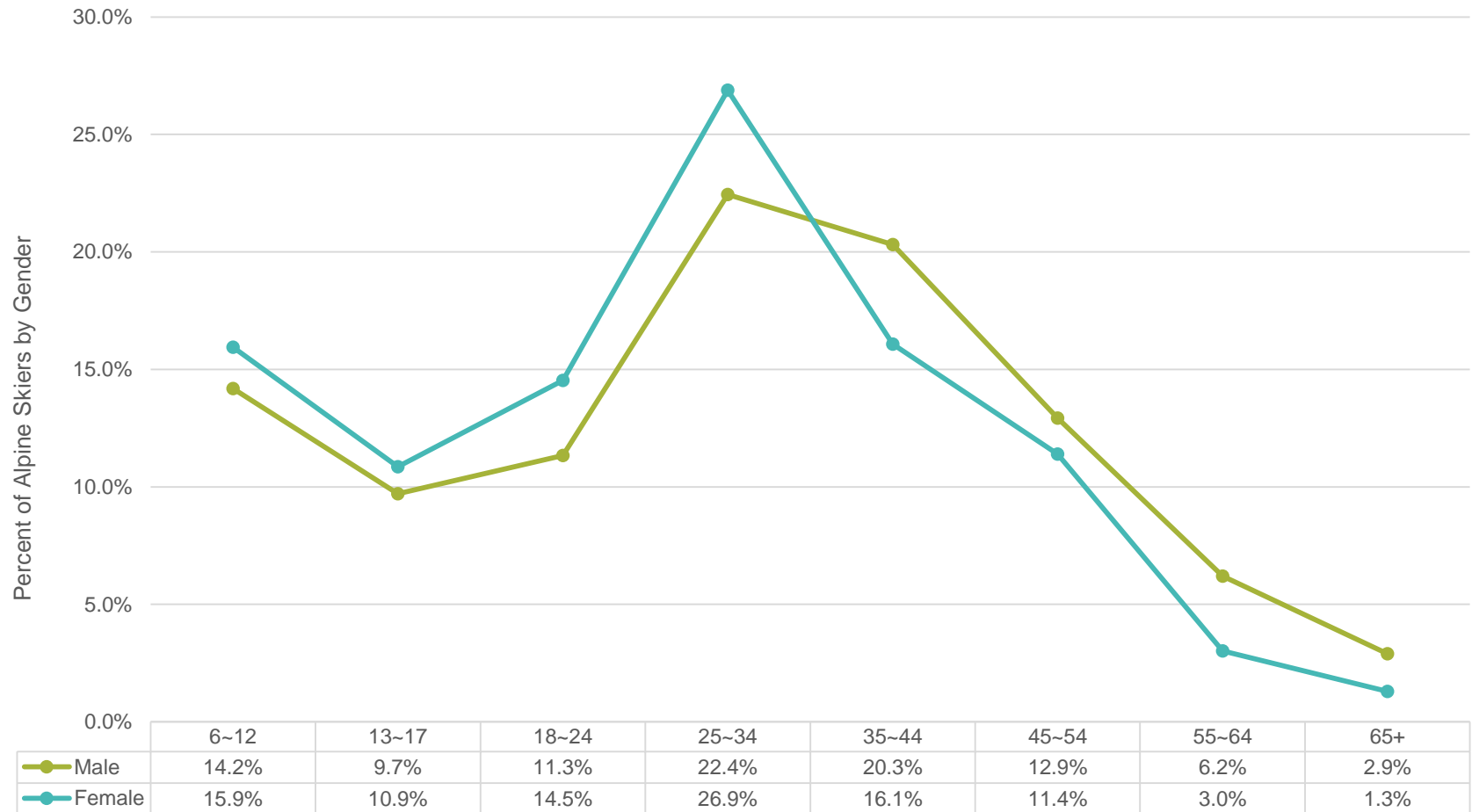


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GENDER DEMOGRAPHICS

MALE VS. FEMALE ALPINE SKIERS, BY AGE

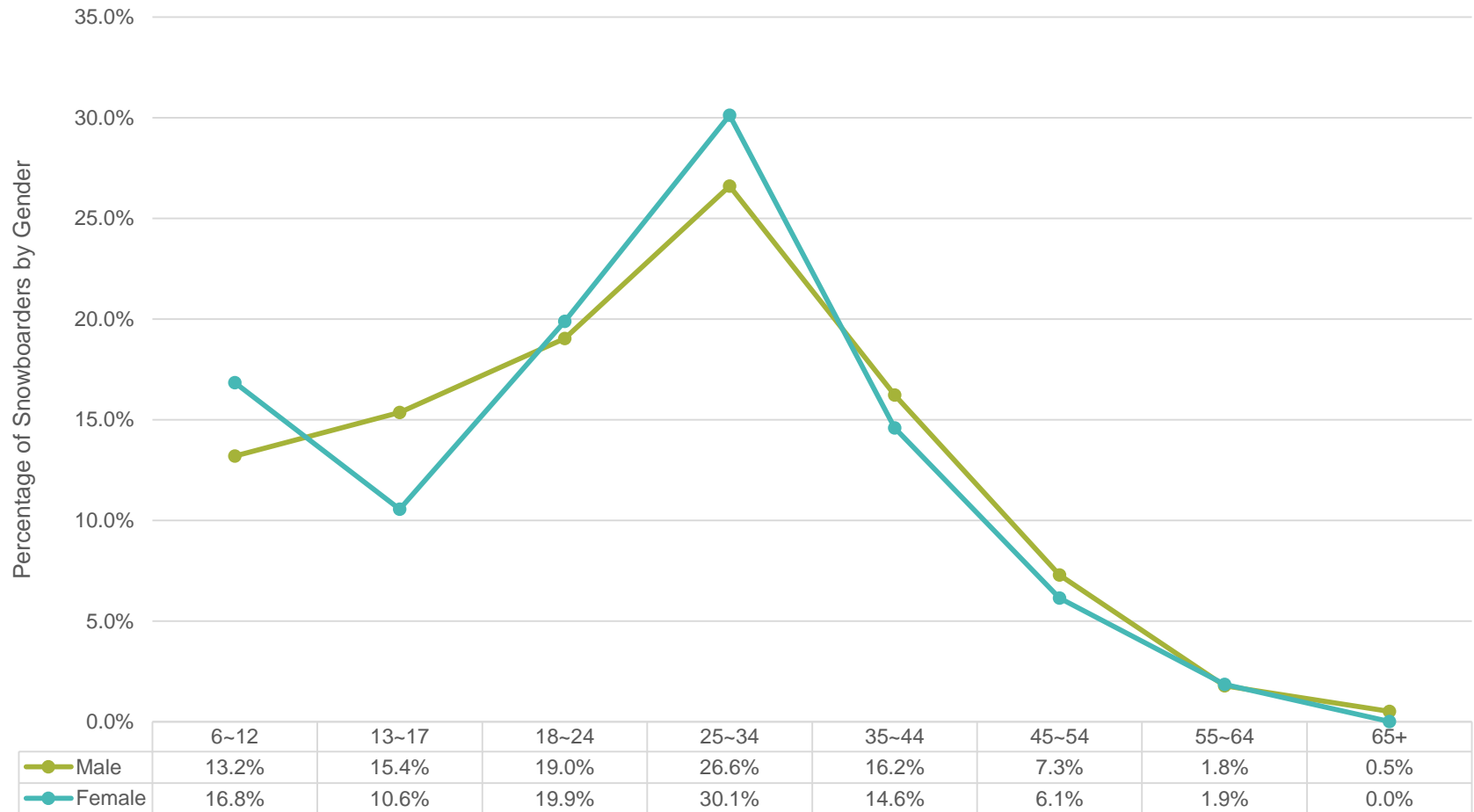


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GENDER DEMOGRAPHICS

MALE VS. FEMALE SNOWBOARDERS, BY AGE

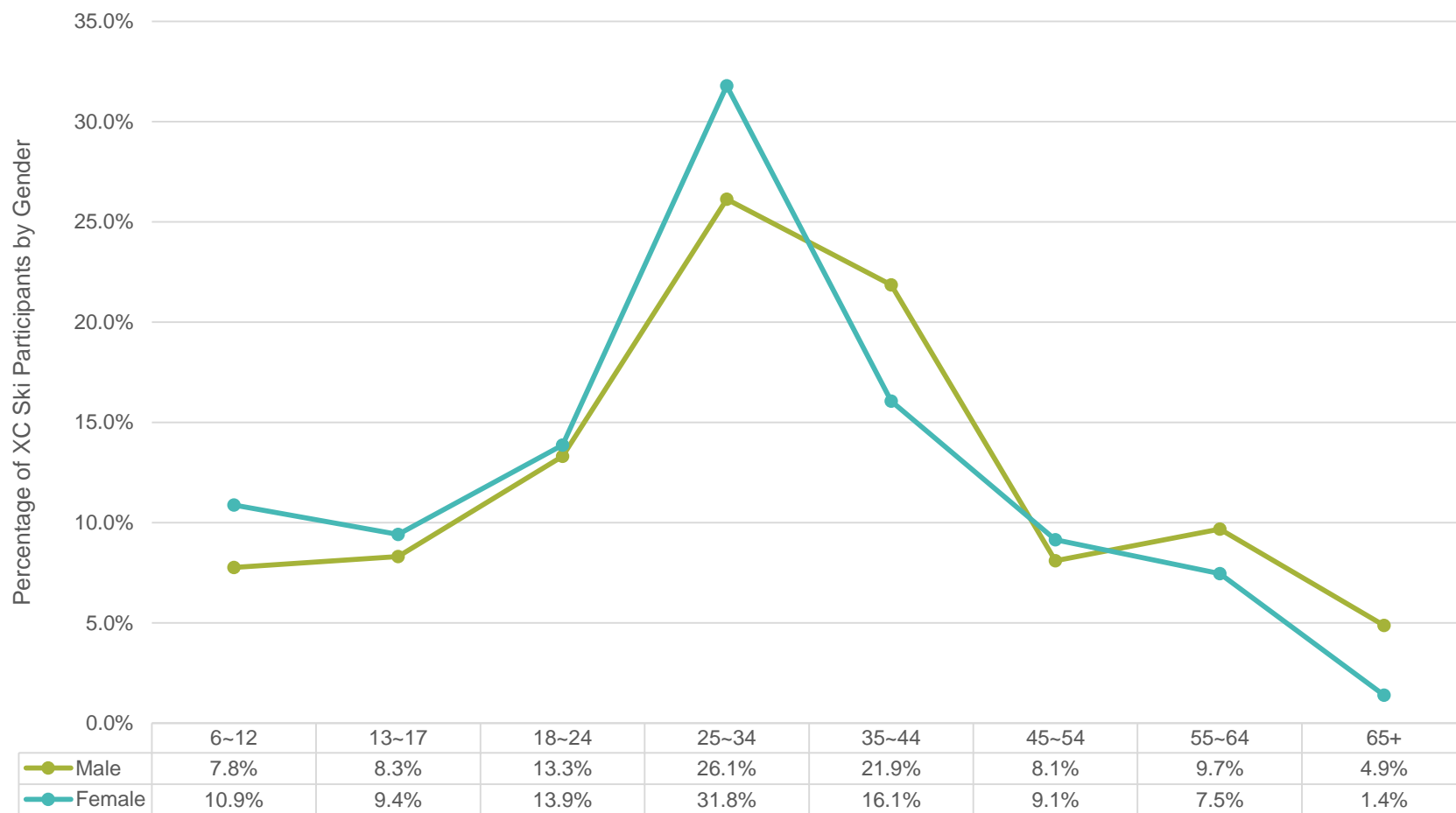


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GENDER DEMOGRAPHICS

MALE VS. FEMALE CROSS COUNTRY SKIERS, BY AGE

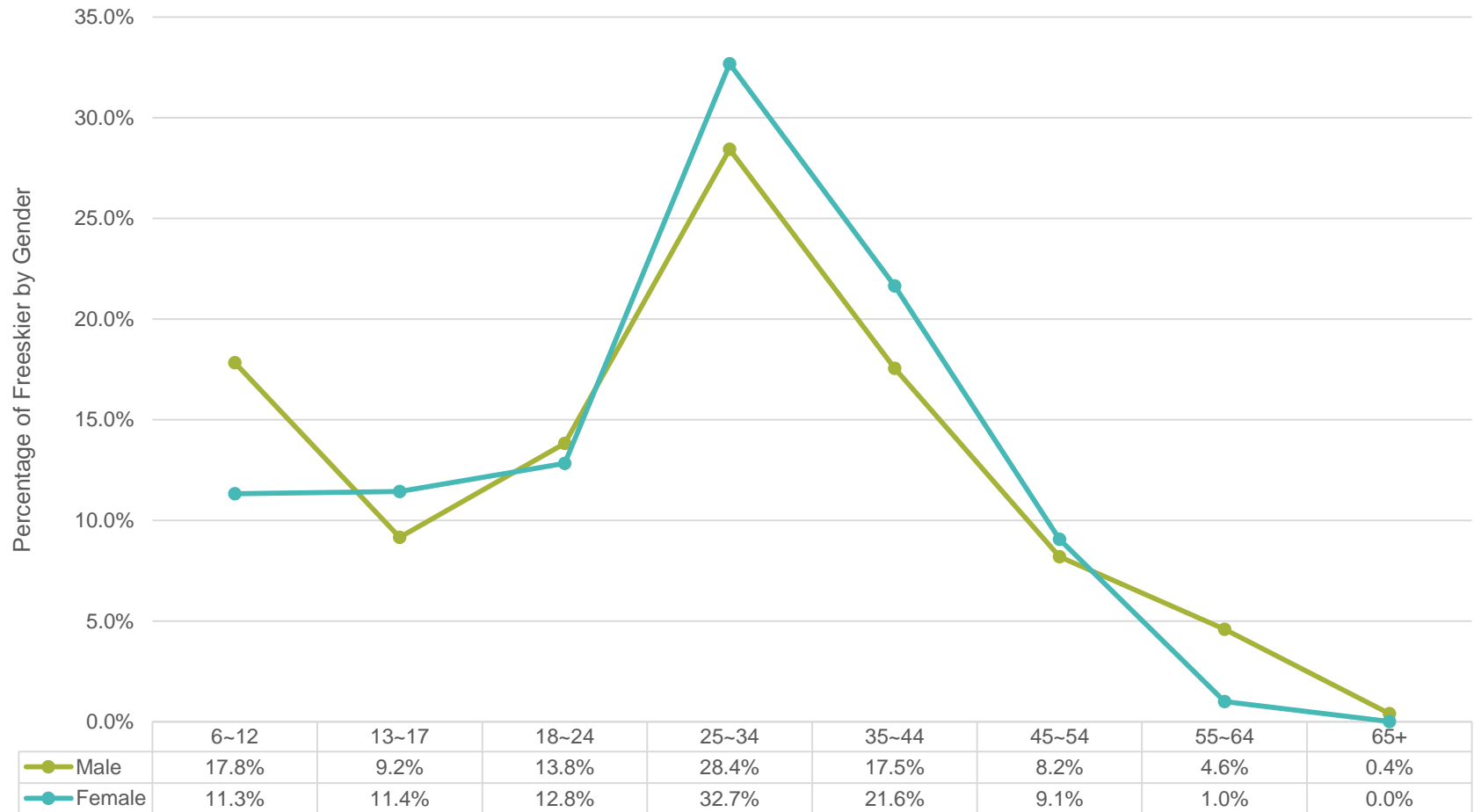


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GENDER DEMOGRAPHICS

MALE VS. FEMALE FREESKIERS, BY AGE



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AGE DEMOGRAPHICS

SKI VS. SNOWBOARD

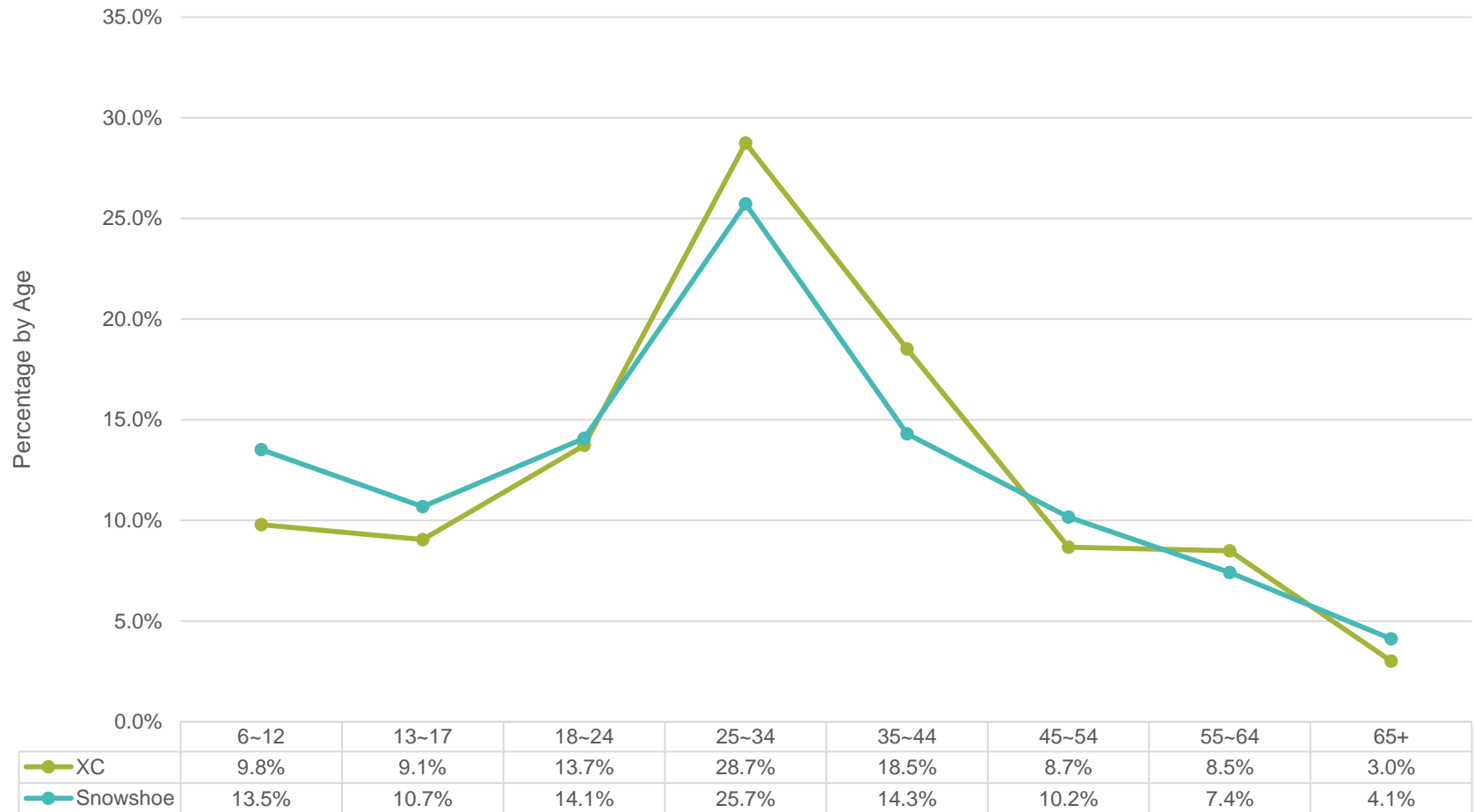


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AGE DEMOGRAPHICS

CROSS COUNTRY AND SNOWSHOE



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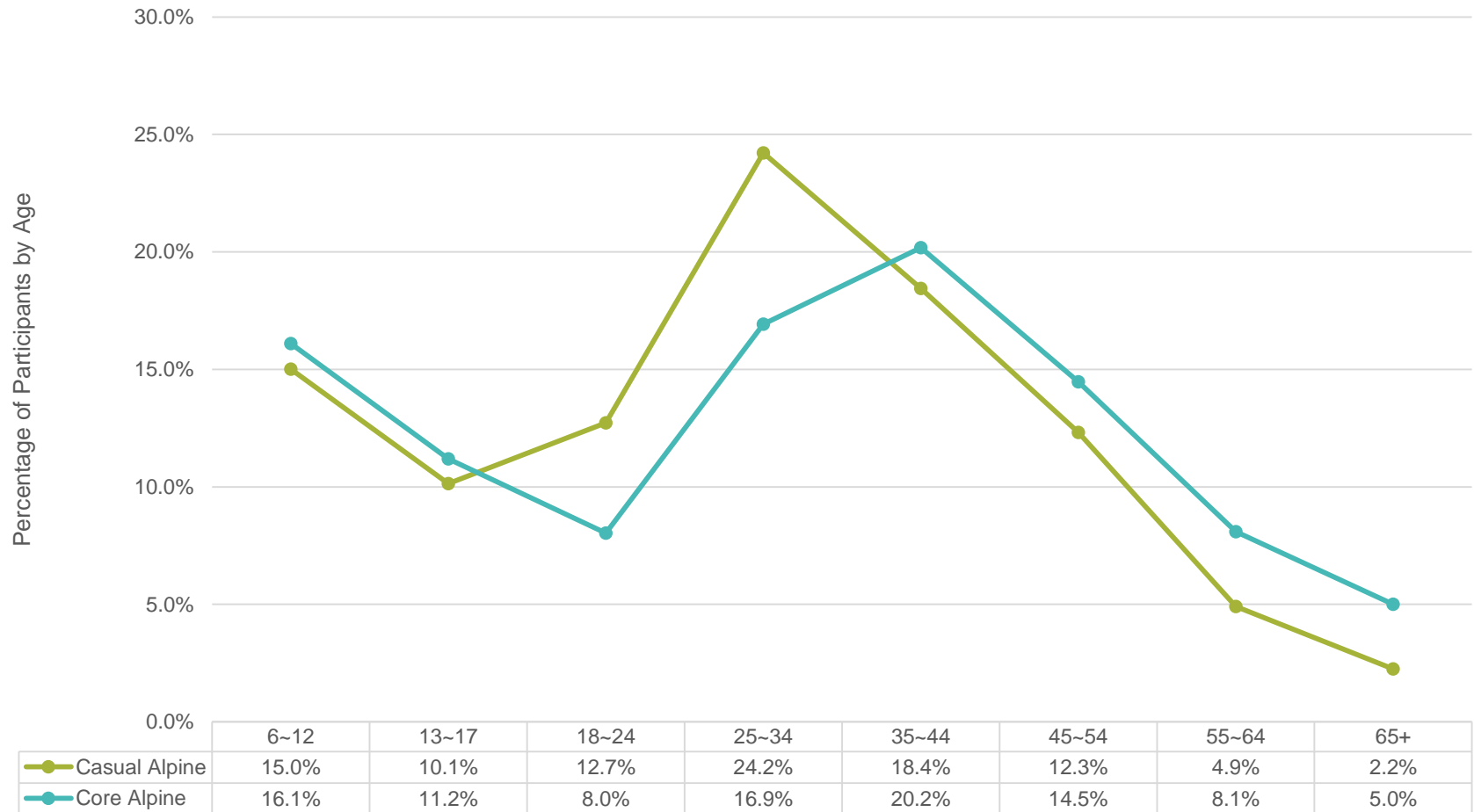


AGE DEMOGRAPHICS

CASUAL VS. CORE ALPINE SKIERS

CASUAL = 7,235,000

CORE = 2,032,000



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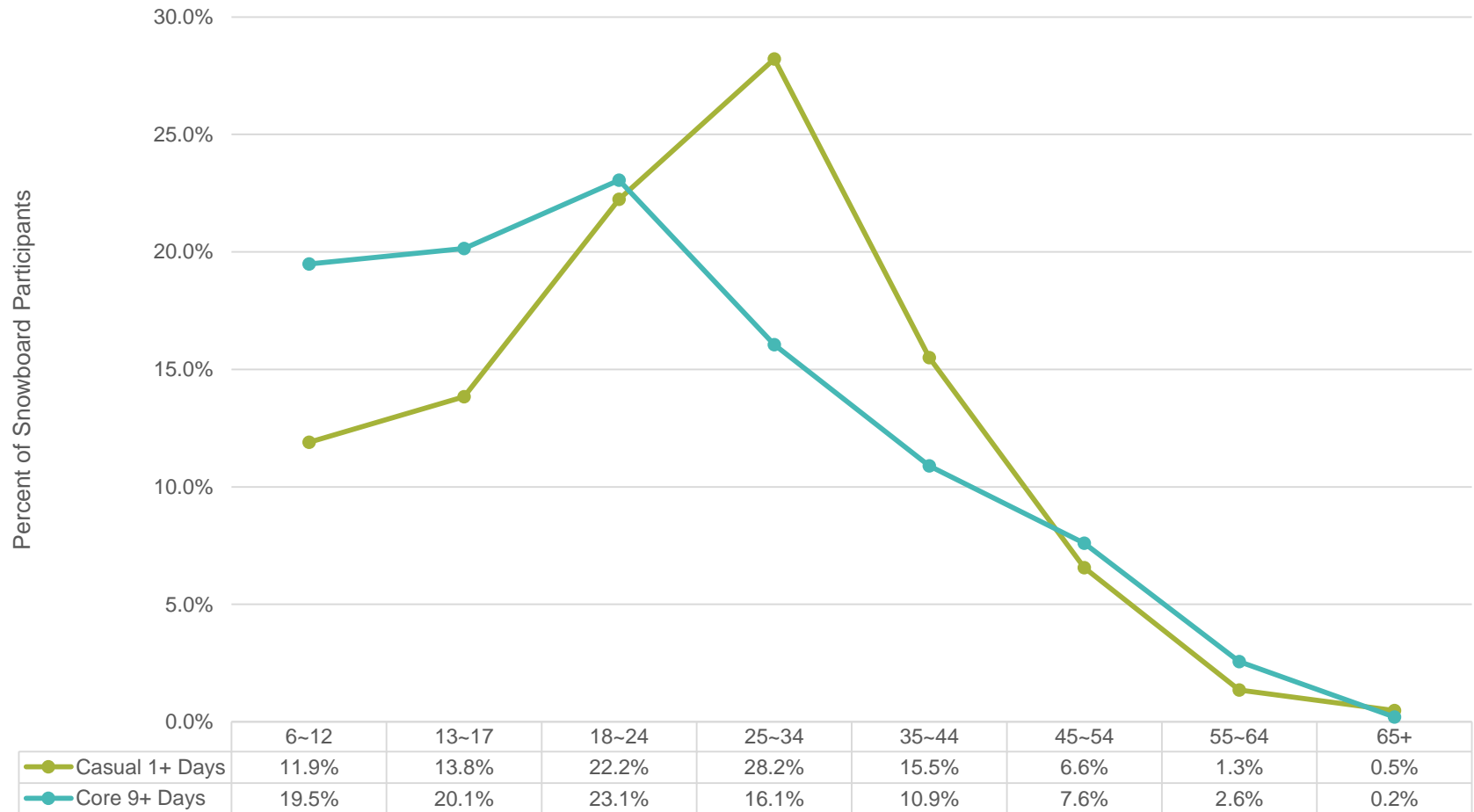


AGE DEMOGRAPHICS

CASUAL VS. CORE SNOWBOARDERS

CASUAL = 5,693,000

CORE = 1,910,000

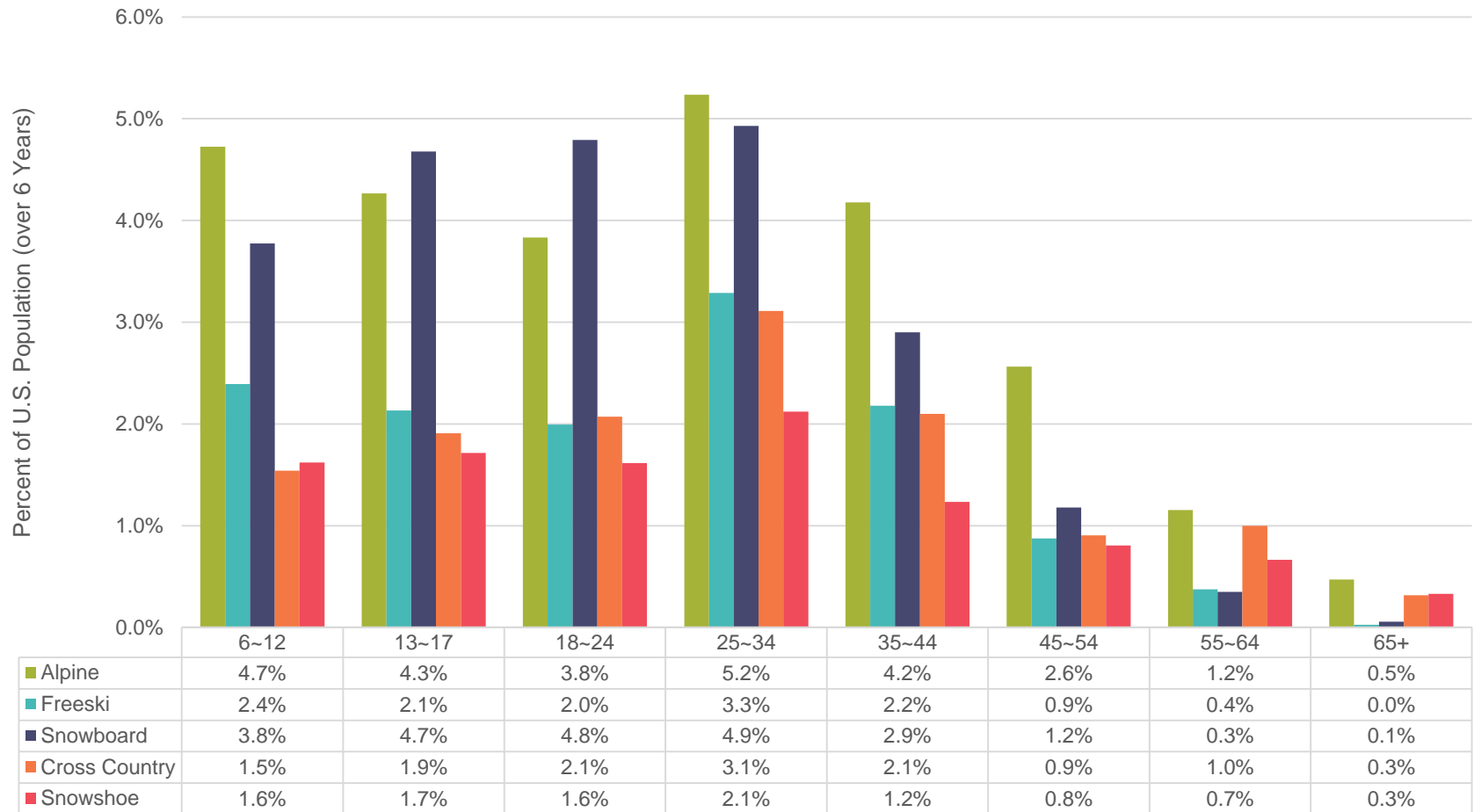


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AGE DEMOGRAPHICS

PERCENT OF POPULATION THAT PARTICIPATES



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INCOME & EDUCATION DEMOGRAPHICS



HOUSEHOLD INCOME DEMOGRAPHICS

ALPINE VS. SNOWBOARD



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HOUSEHOLD INCOME DEMOGRAPHICS

ALPINE VS. FREESKI

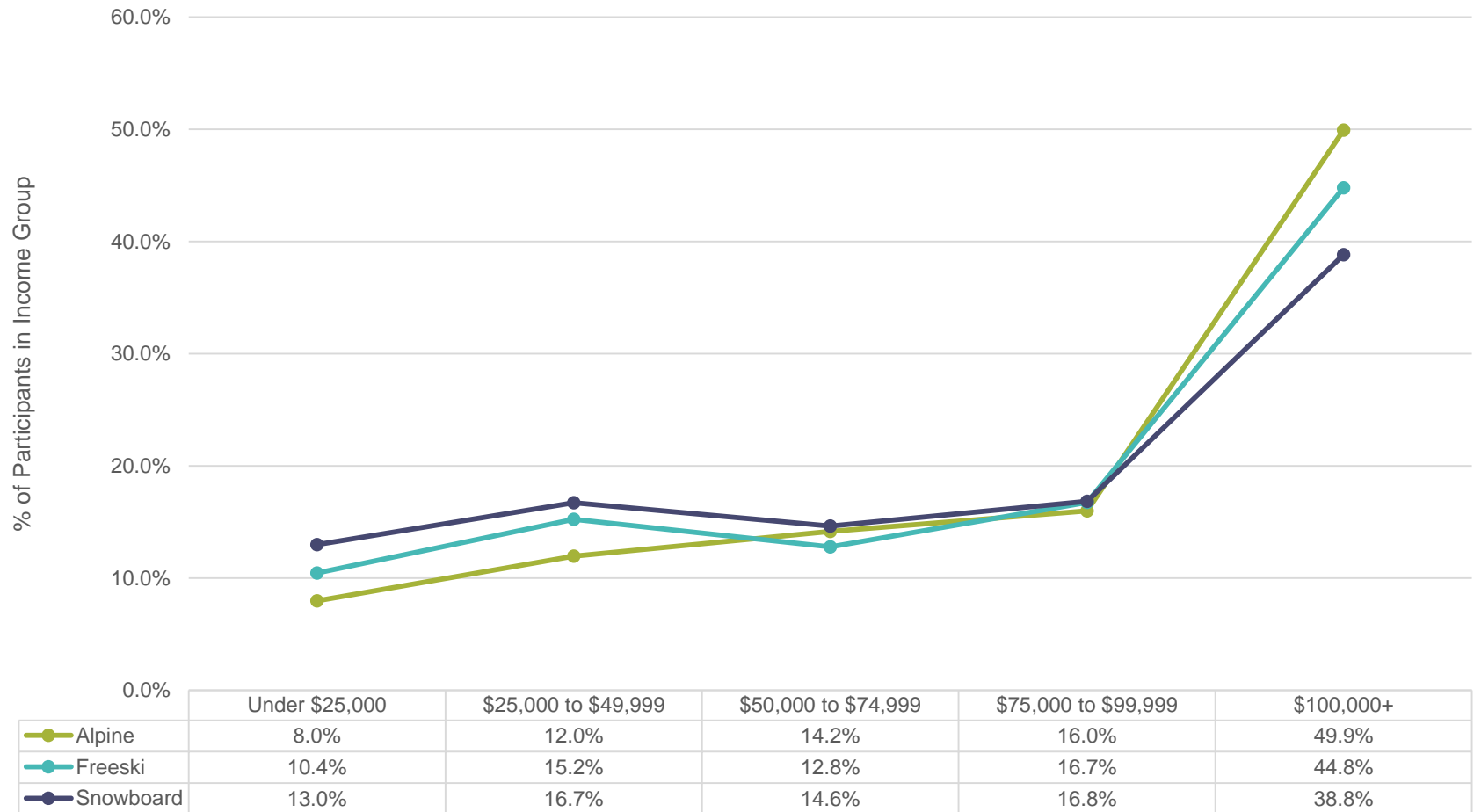


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HOUSEHOLD INCOME DEMOGRAPHICS

ALPINE VS. FREESKI VS. SNOWBOARD

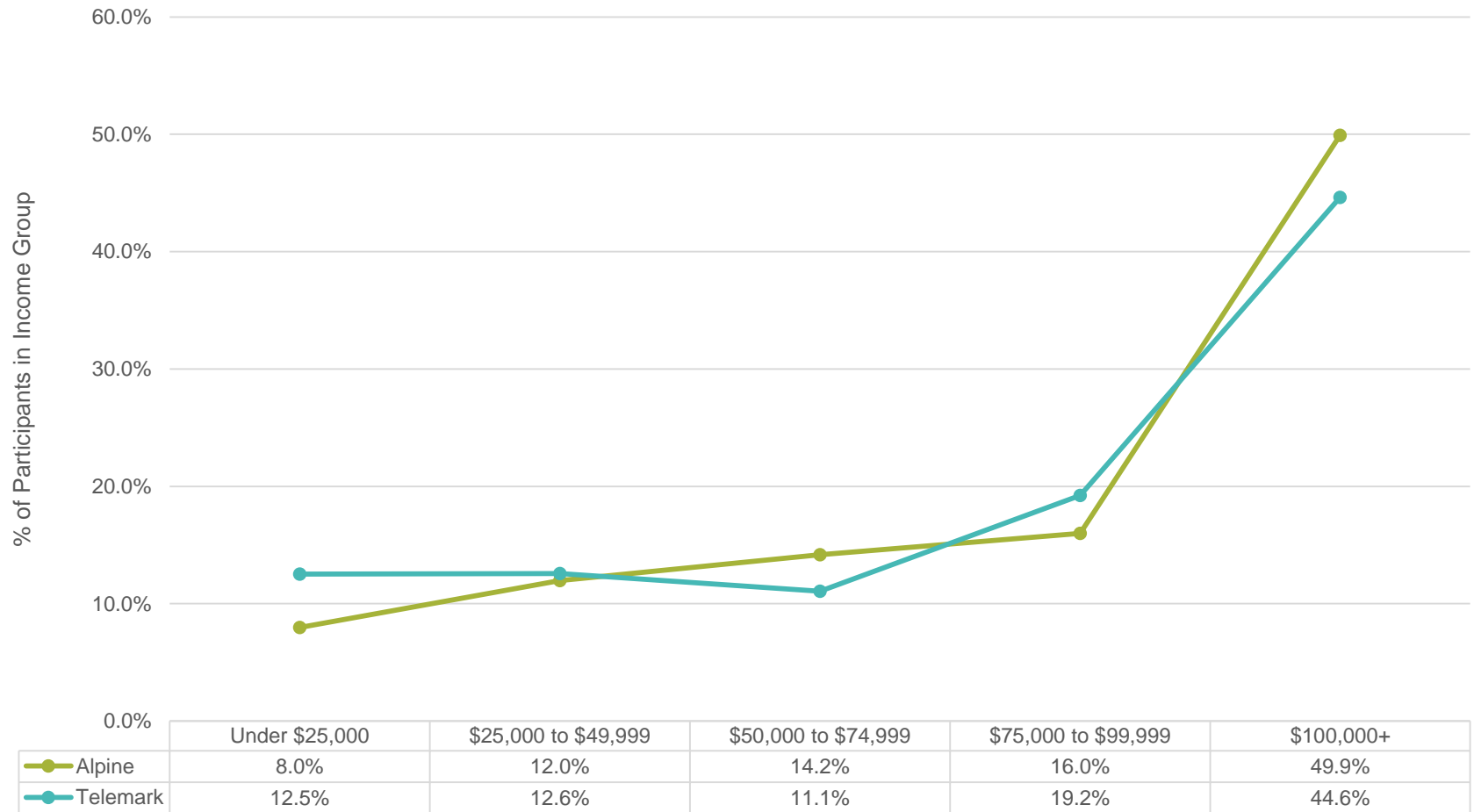


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HOUSEHOLD INCOME DEMOGRAPHICS

ALPINE VS. TELEMARK

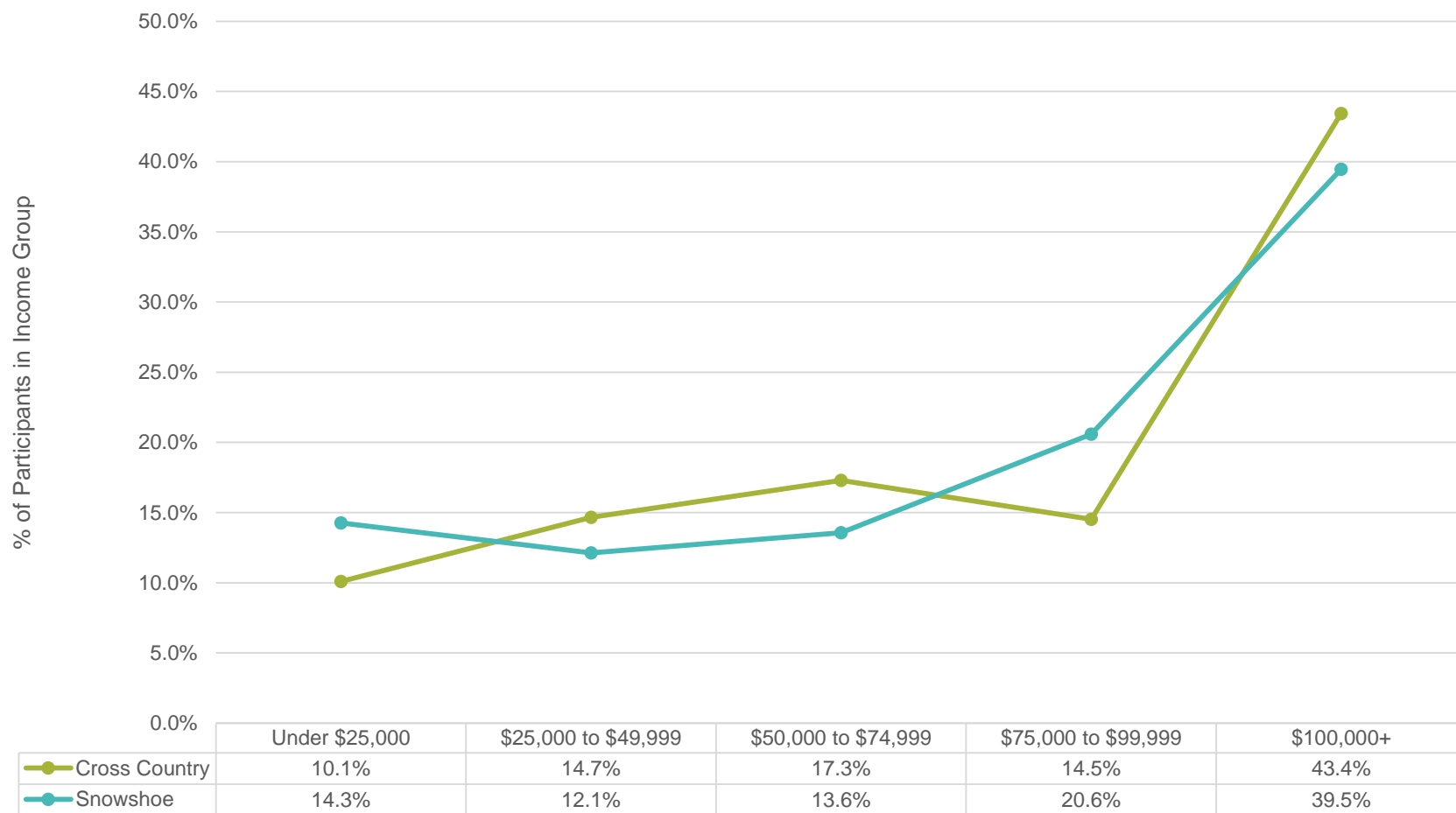


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HOUSEHOLD INCOME DEMOGRAPHICS

CROSS COUNTRY VS. SNOWSHOE



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HOUSEHOLD INCOME DEMOGRAPHICS

CASUAL VS. CORE ALPINE SKIERS

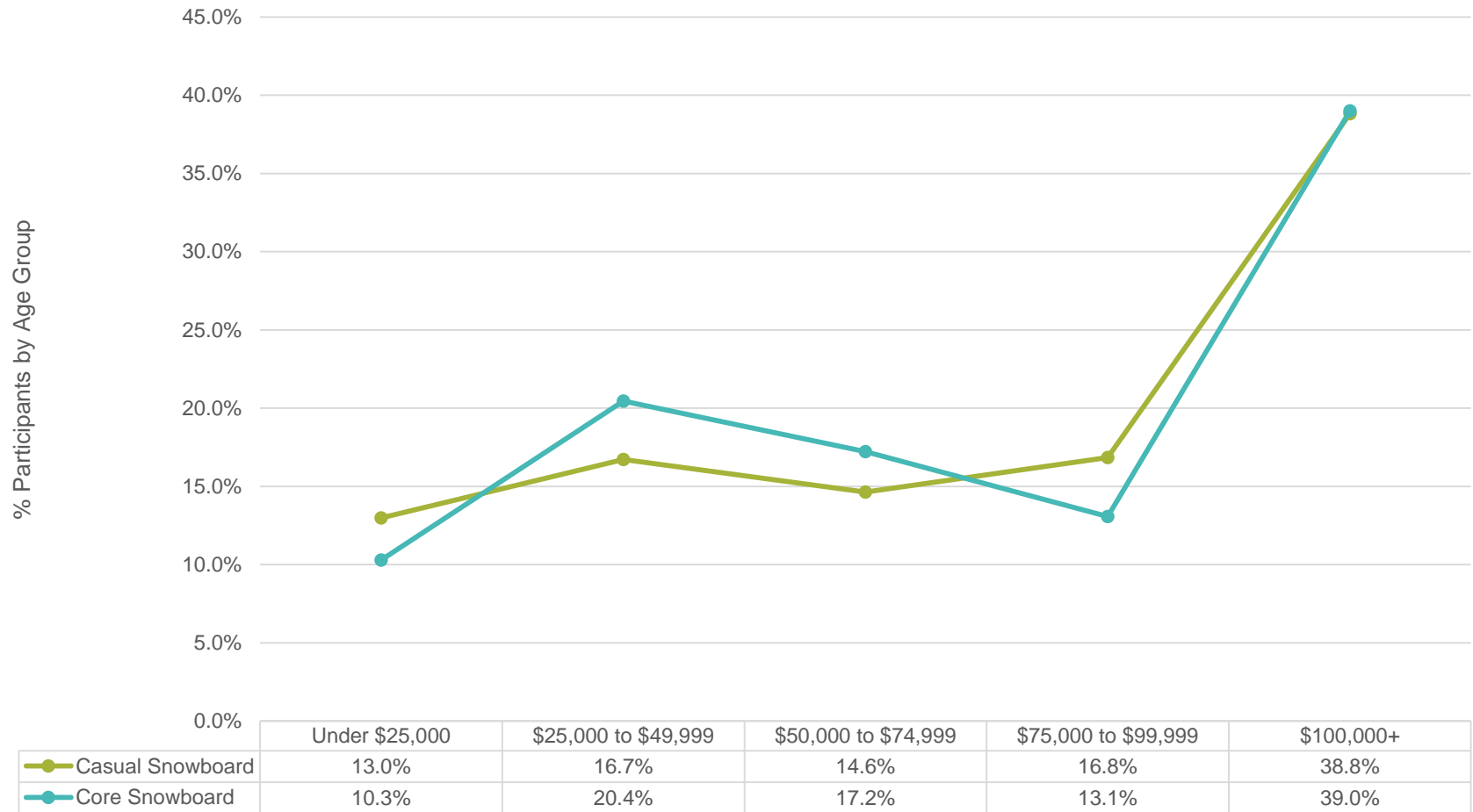


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HOUSEHOLD INCOME DEMOGRAPHICS

CASUAL VS. CORE SNOWBOARDERS



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HOUSEHOLD DEMOGRAPHICS

ALPINE SKIERS BY GENDER



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HOUSEHOLD INCOME DEMOGRAPHICS

SNOWBOARDERS BY GENDER



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HOUSEHOLD INCOME DEMOGRAPHICS

CASUAL CROSS COUNTRY VS. CORE CROSS COUNTRY

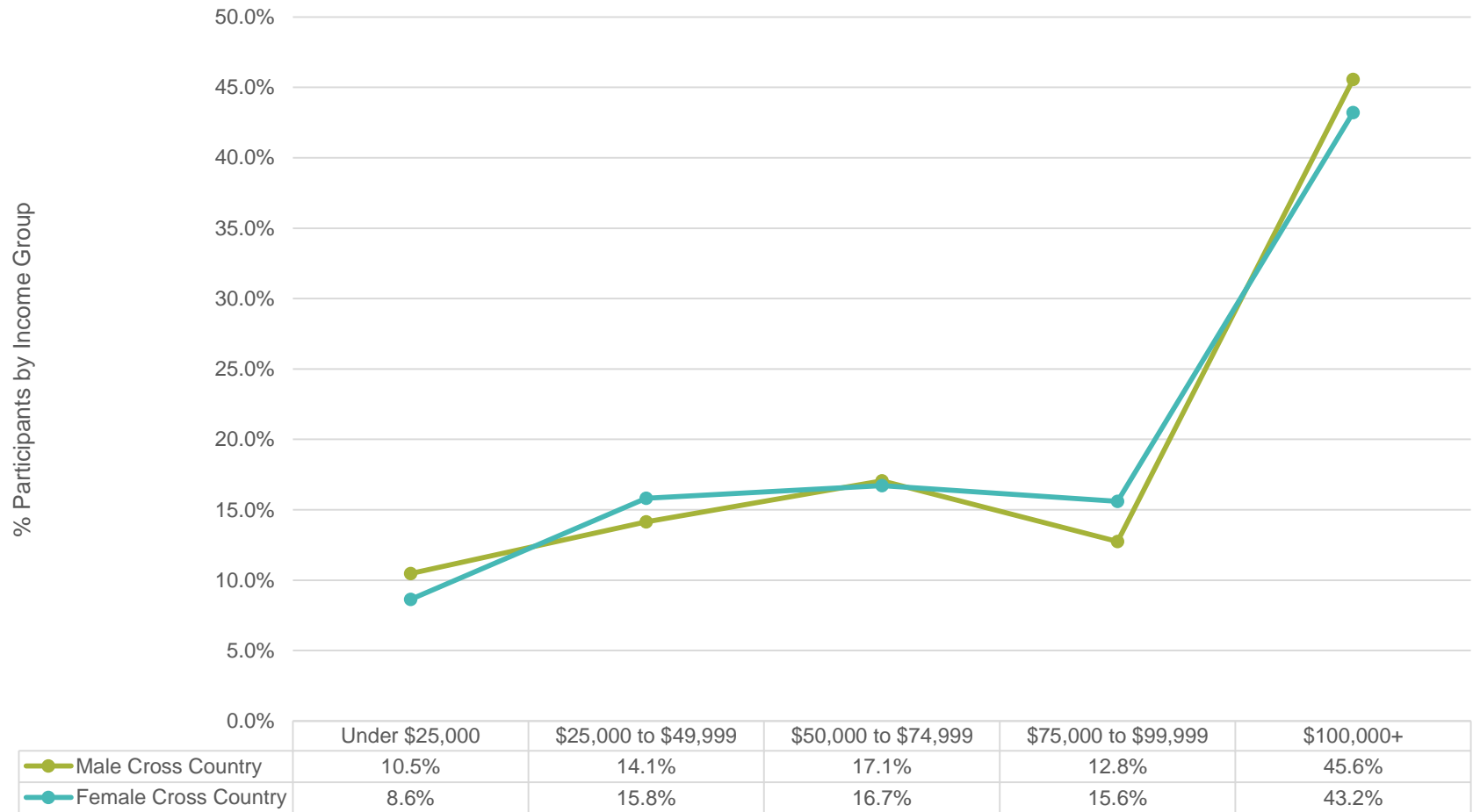


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HOUSEHOLD INCOME DEMOGRAPHICS

MALE CROSS COUNTRY VS. FEMALE CROSS COUNTRY

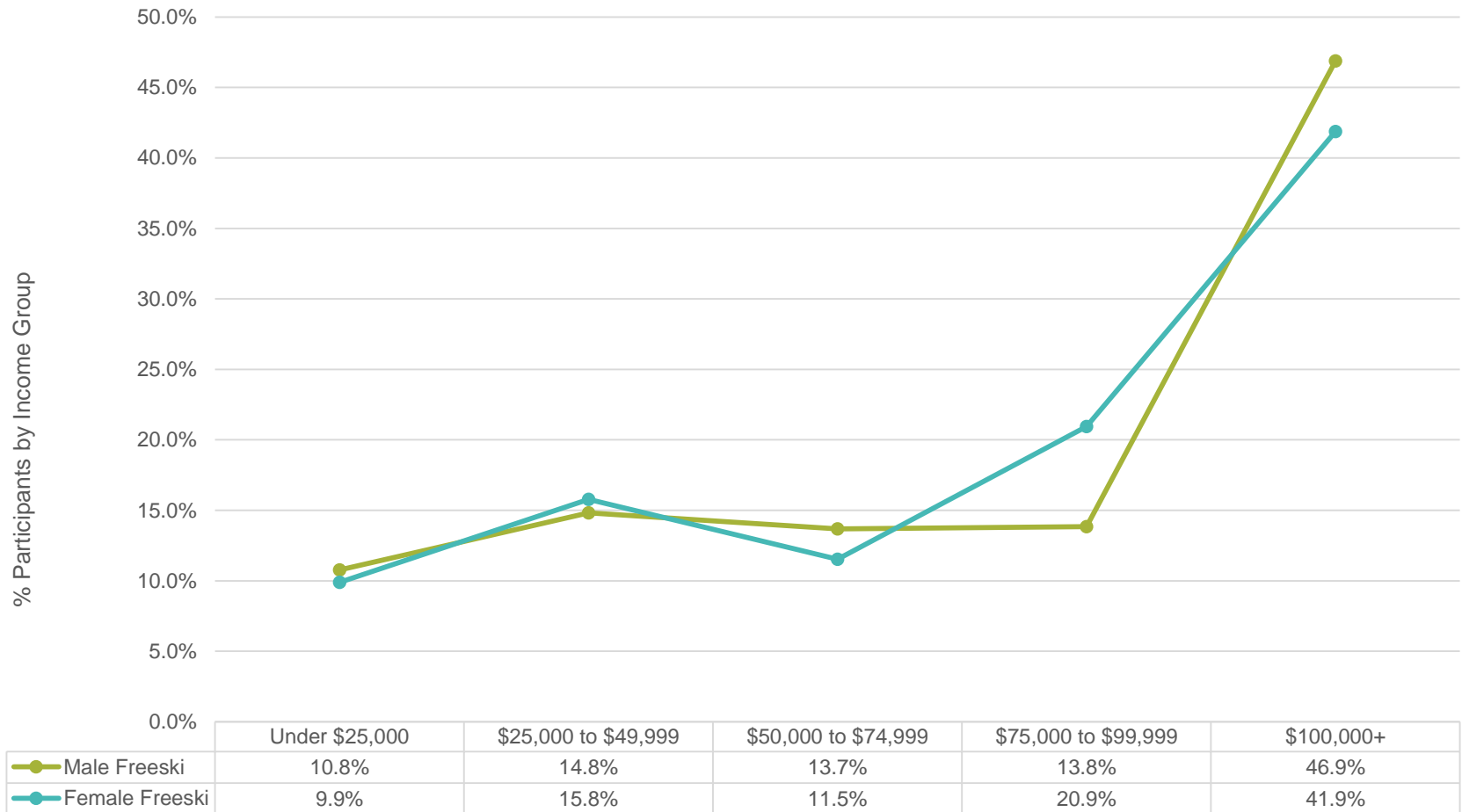


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HOUSEHOLD INCOME DEMOGRAPHICS

FREESKIERS BY GENDER

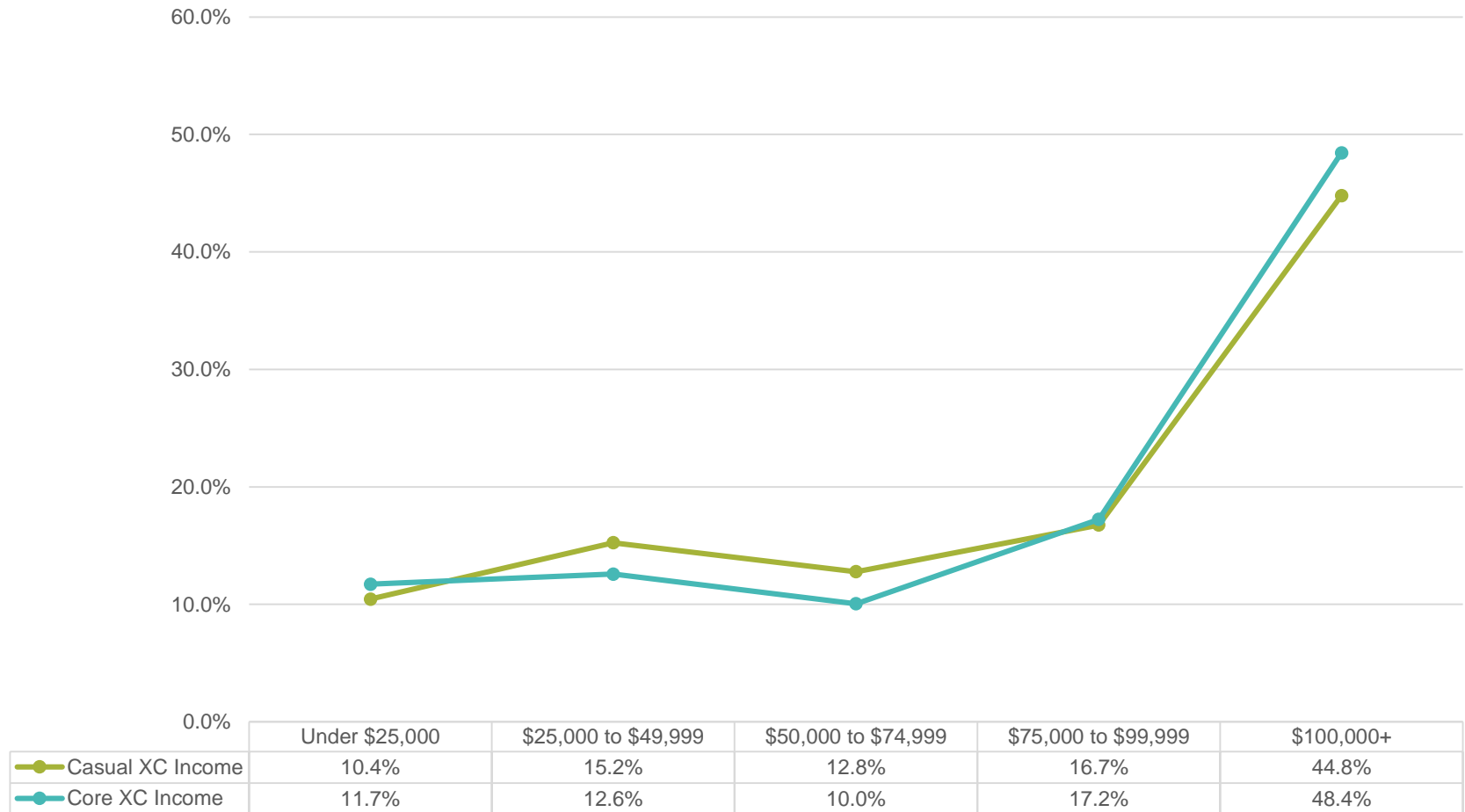


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HOUSEHOLD INCOME DEMOGRAPHICS

CASUAL FREESKIERS VS. CORE FREESKIERS

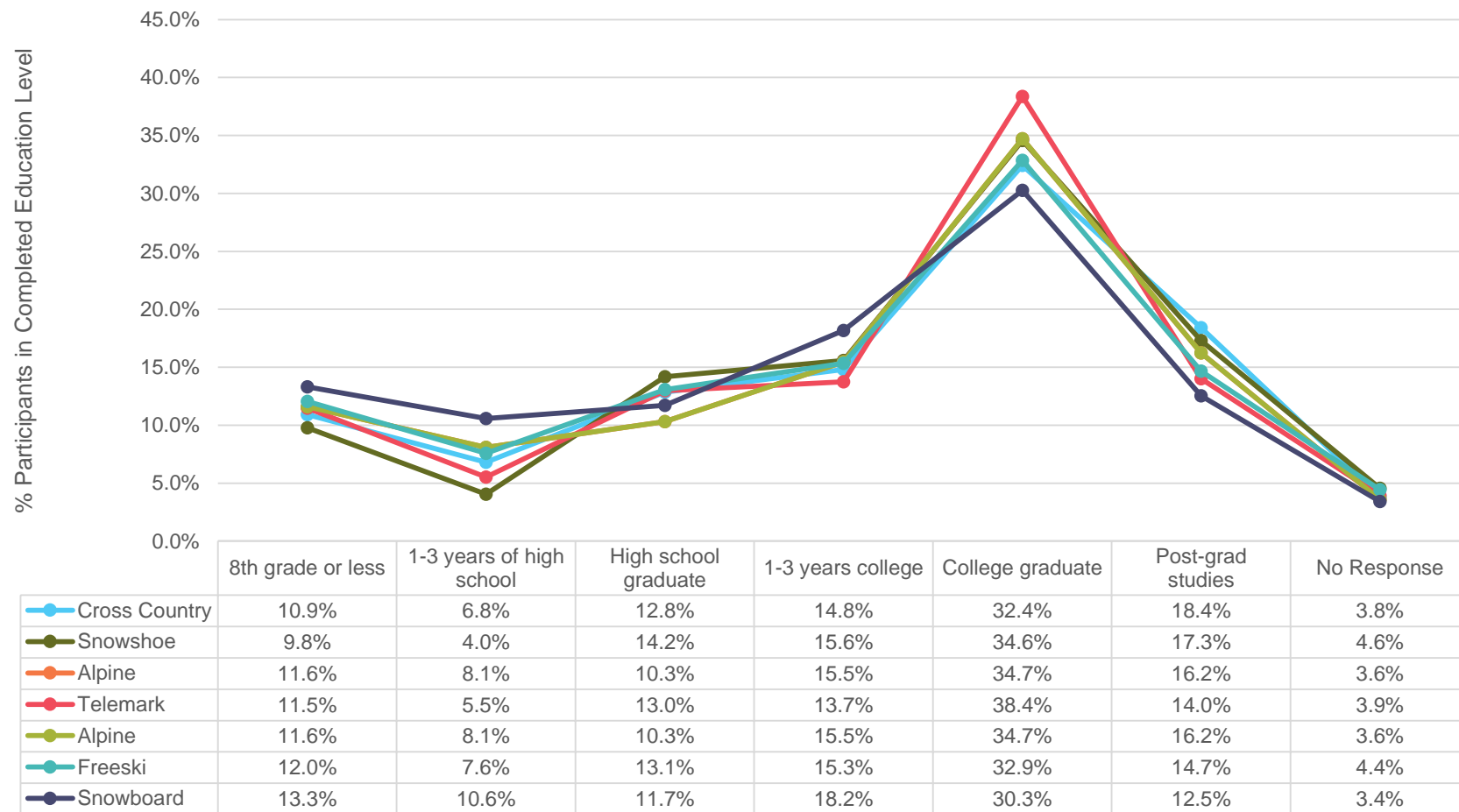


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EDUCATION DEMOGRAPHICS

ALL DISCIPLINES

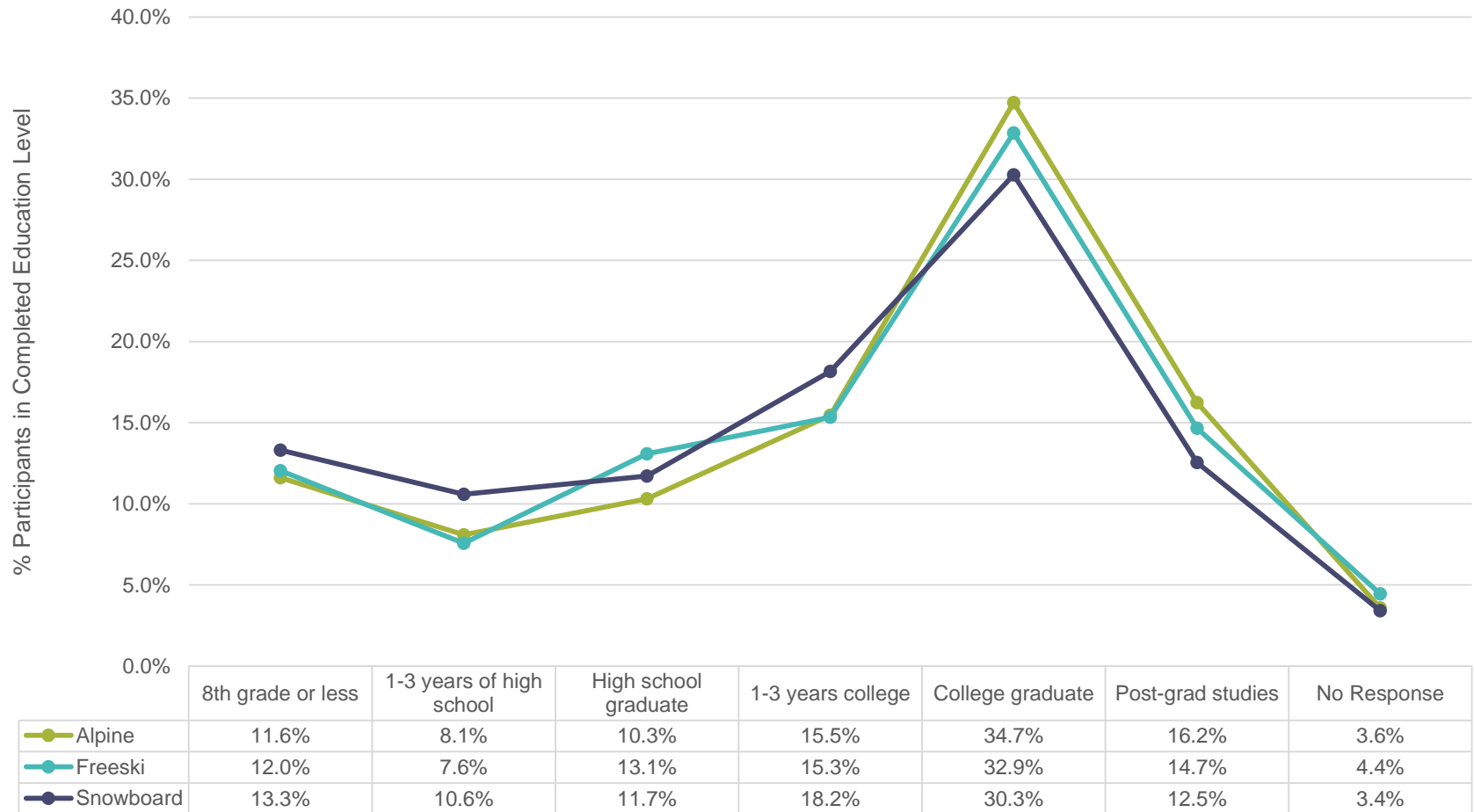


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EDUCATION DEMOGRAPHICS

ALPINE VS. SNOWBOARD VS FREESKI

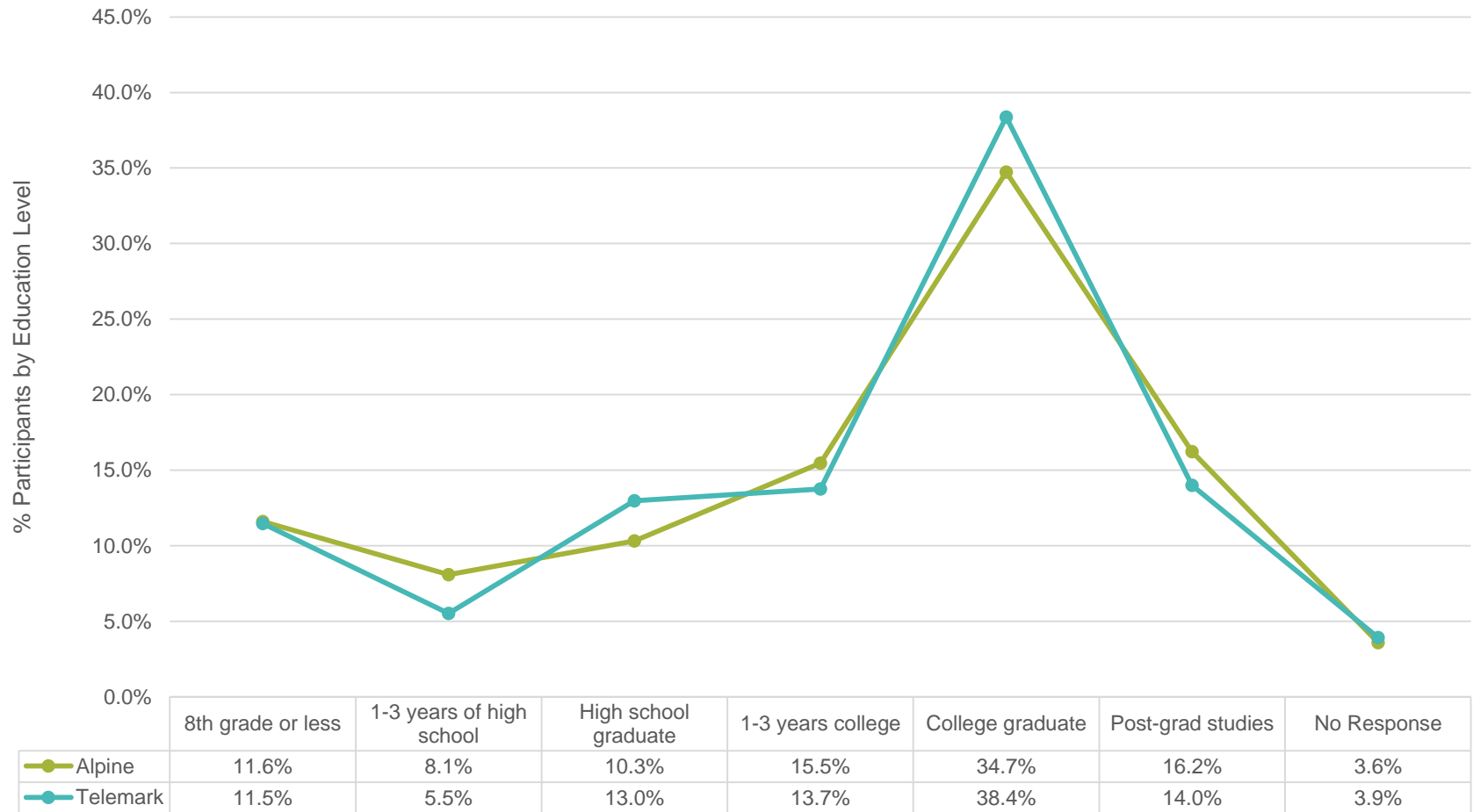


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EDUCATION DEMOGRAPHICS

ALPINE VS. TELEMARK

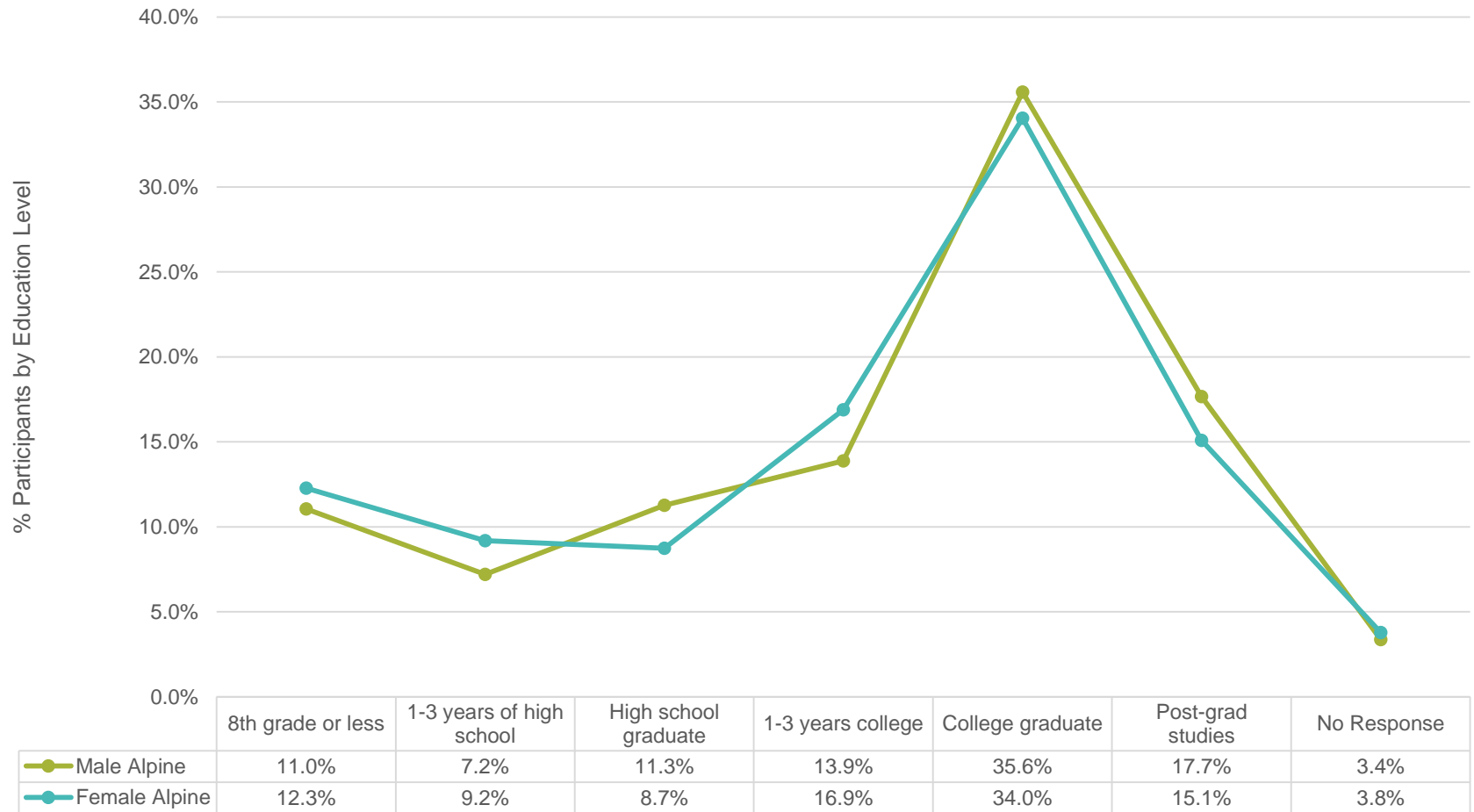


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EDUCATION DEMOGRAPHICS

ALPINE SKIERS BY GENDER

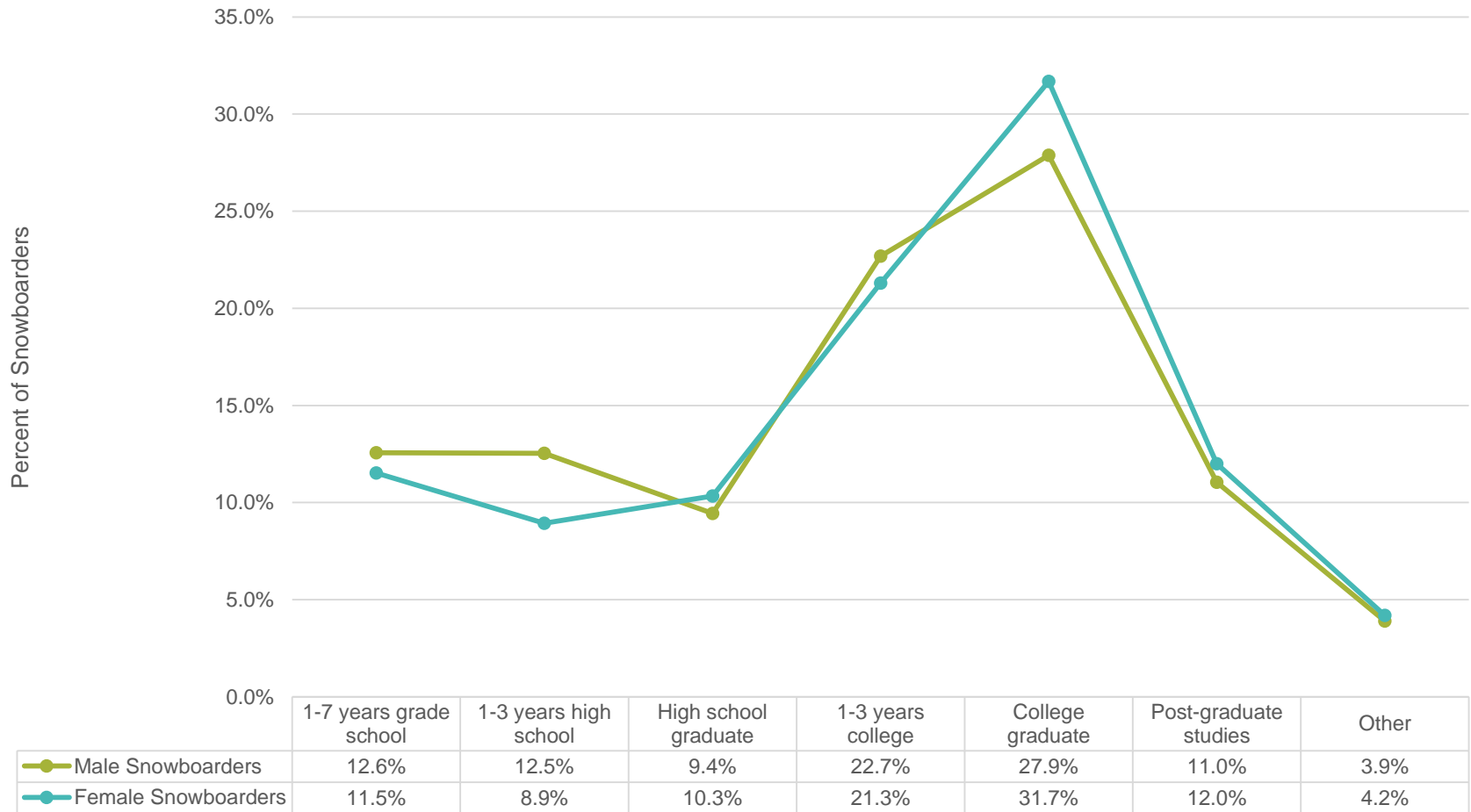


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EDUCATION DEMOGRAPHICS

SNOWBOARDERS BY GENDER



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ETHNIC DEMOGRAPHICS

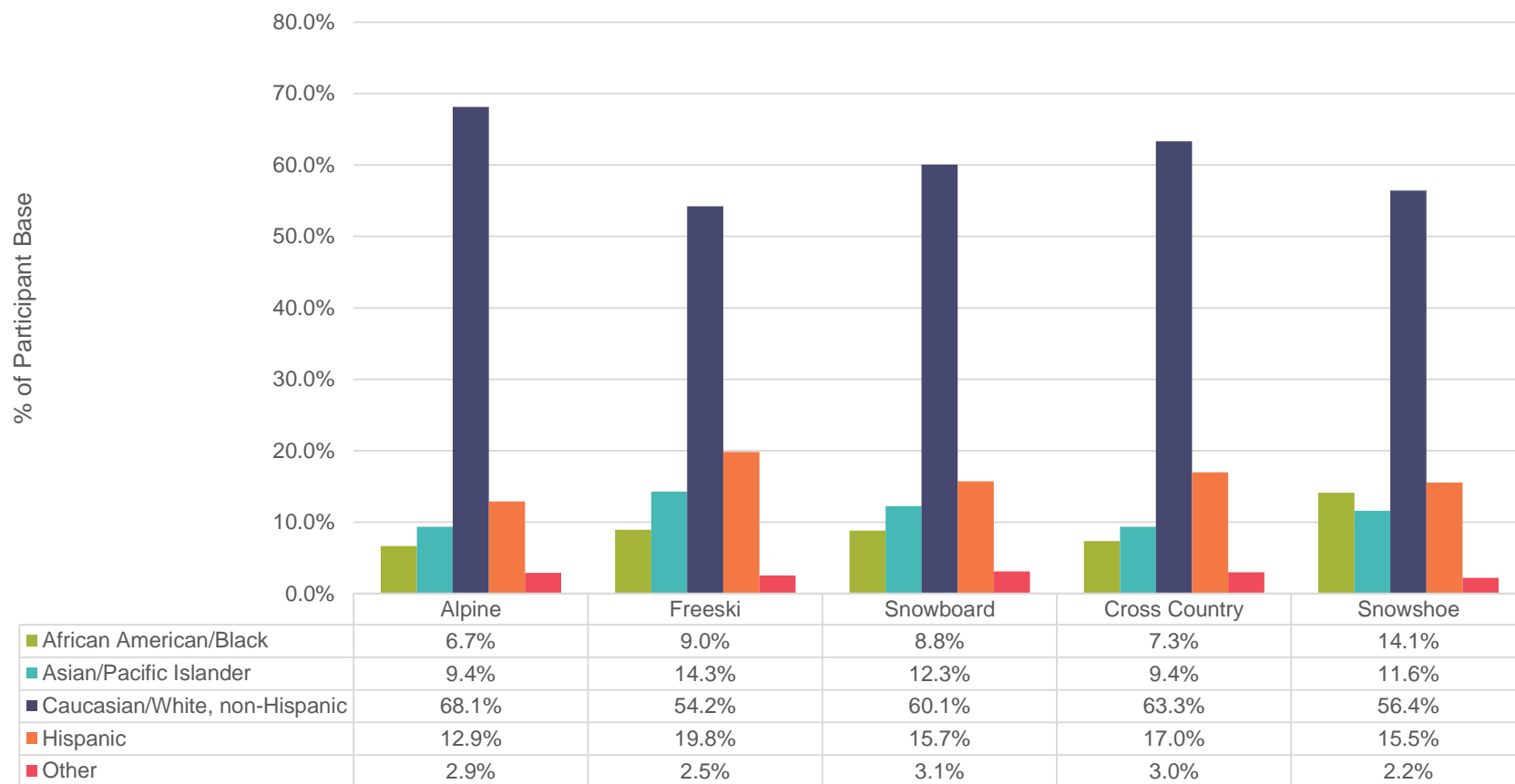
Snow Sports Diversity



ETHNIC DEMOGRAPHICS

BY DISCIPLINE

Diversity in Snow Sports

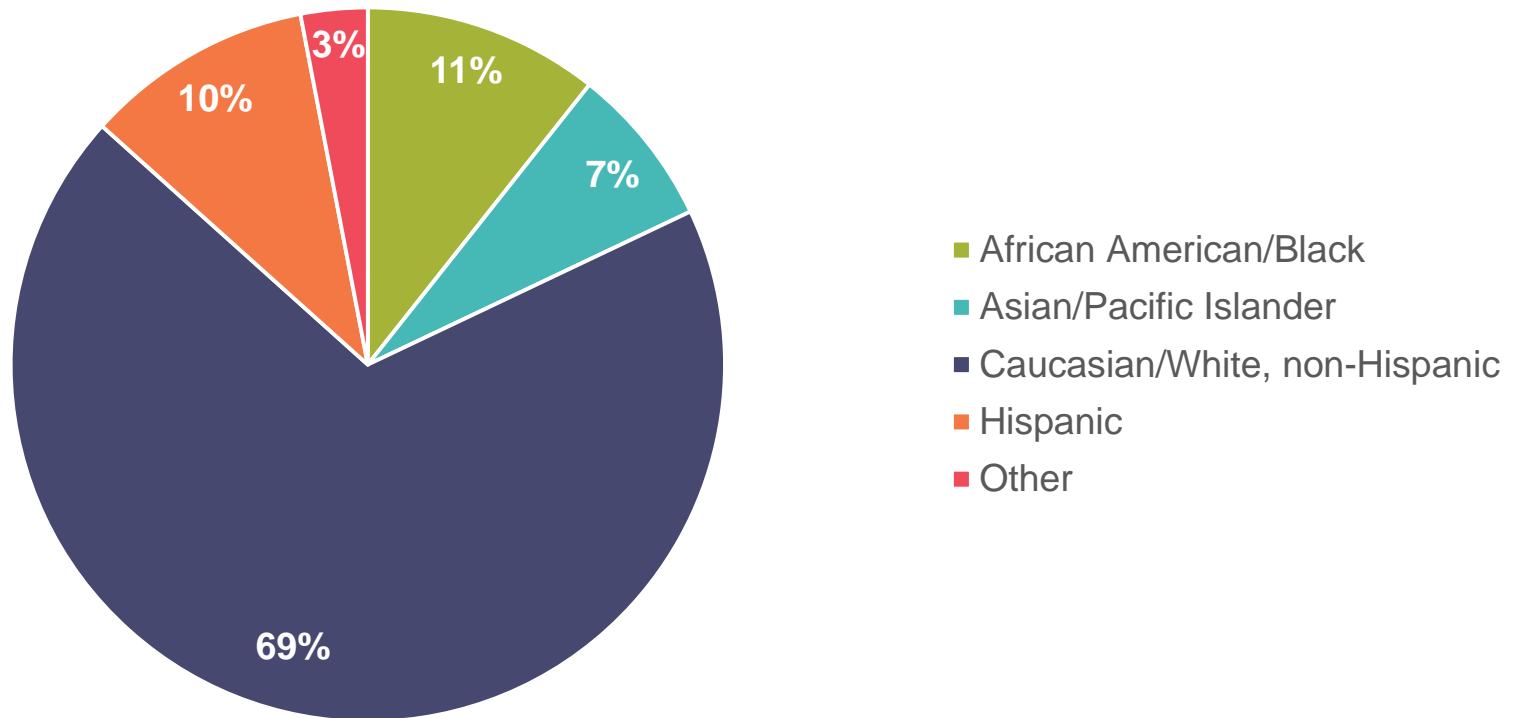


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ETHNIC DEMOGRAPHICS

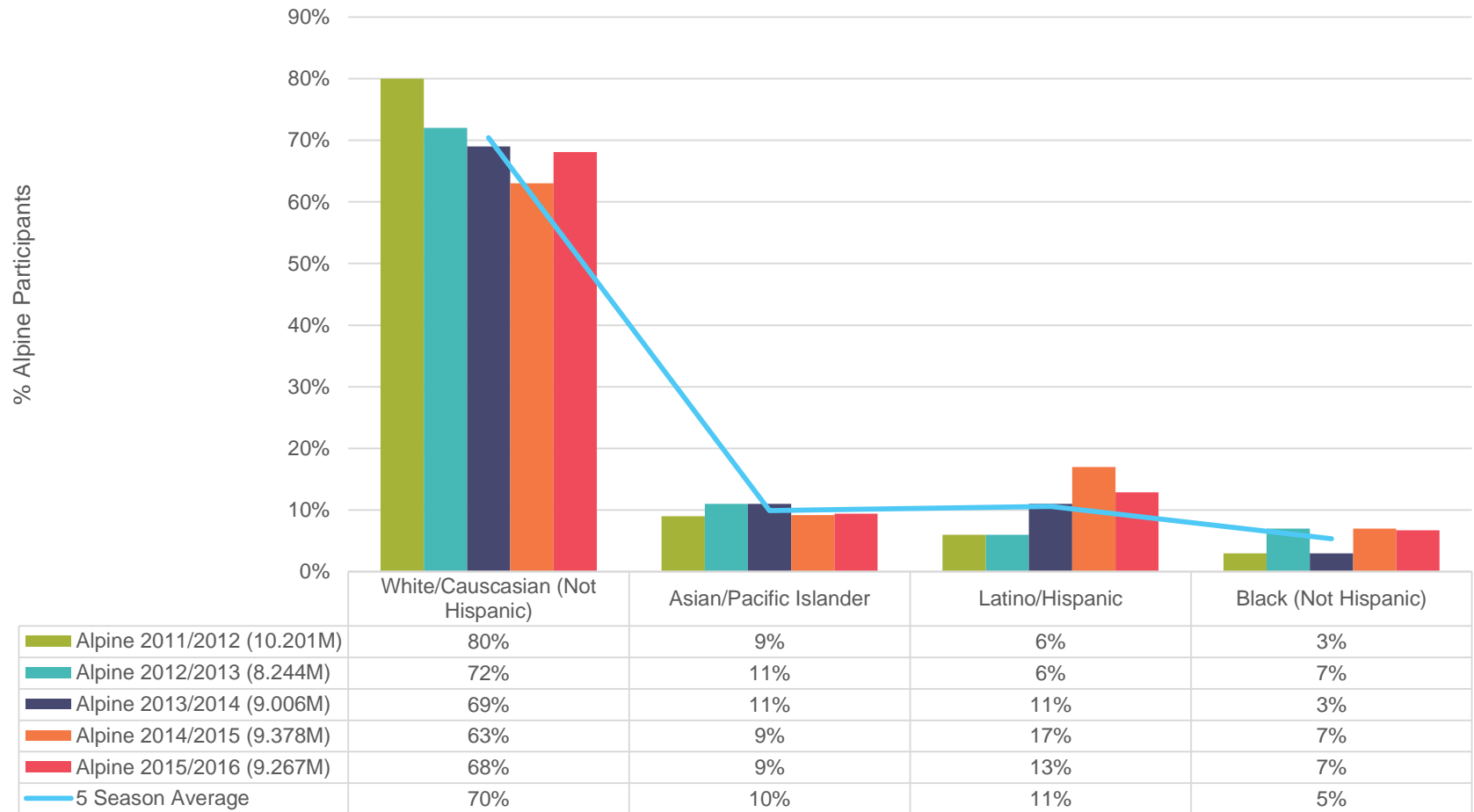
All Snow Sports



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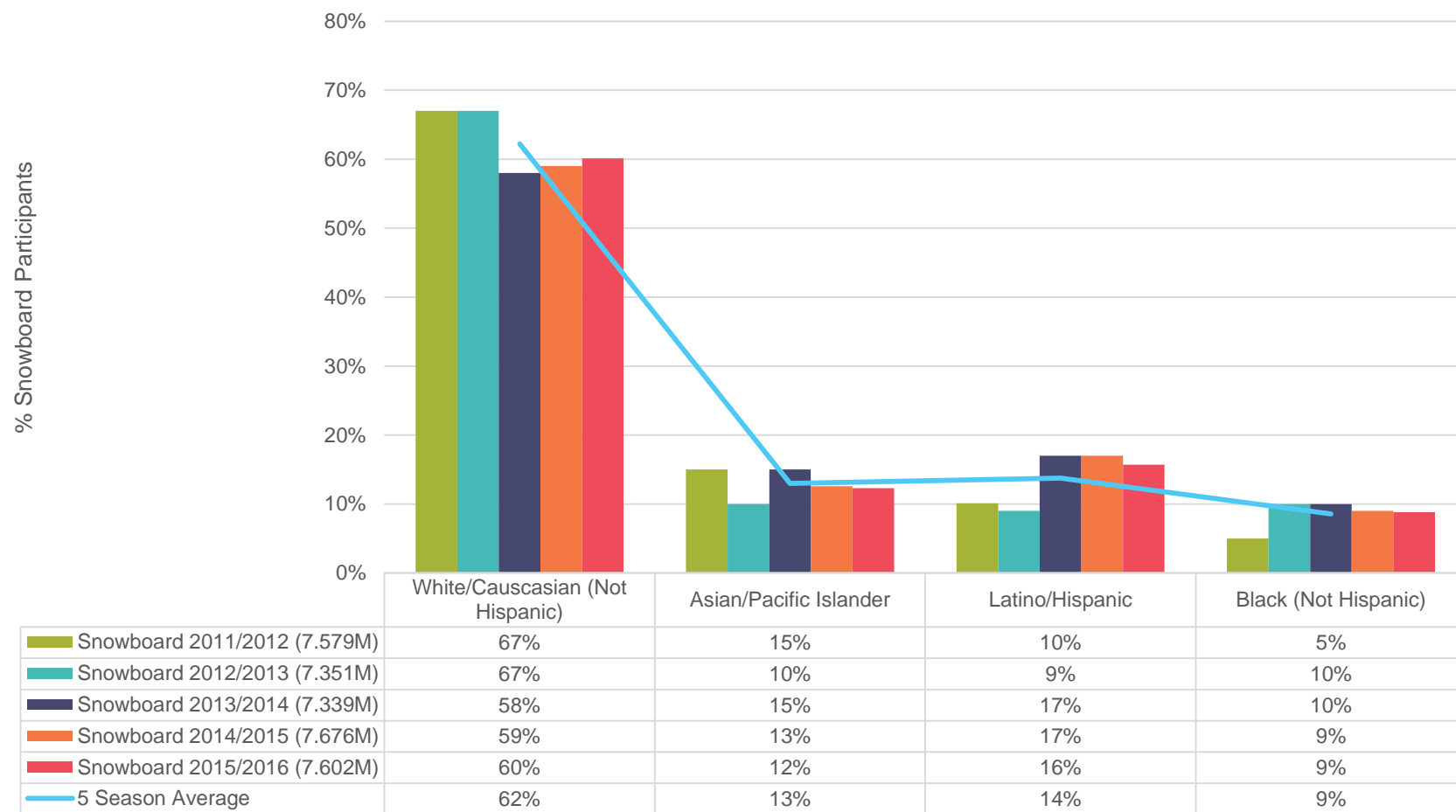


YEAR-TO-YEAR CHANGE IN ETHNICITY: ALPINE SKI



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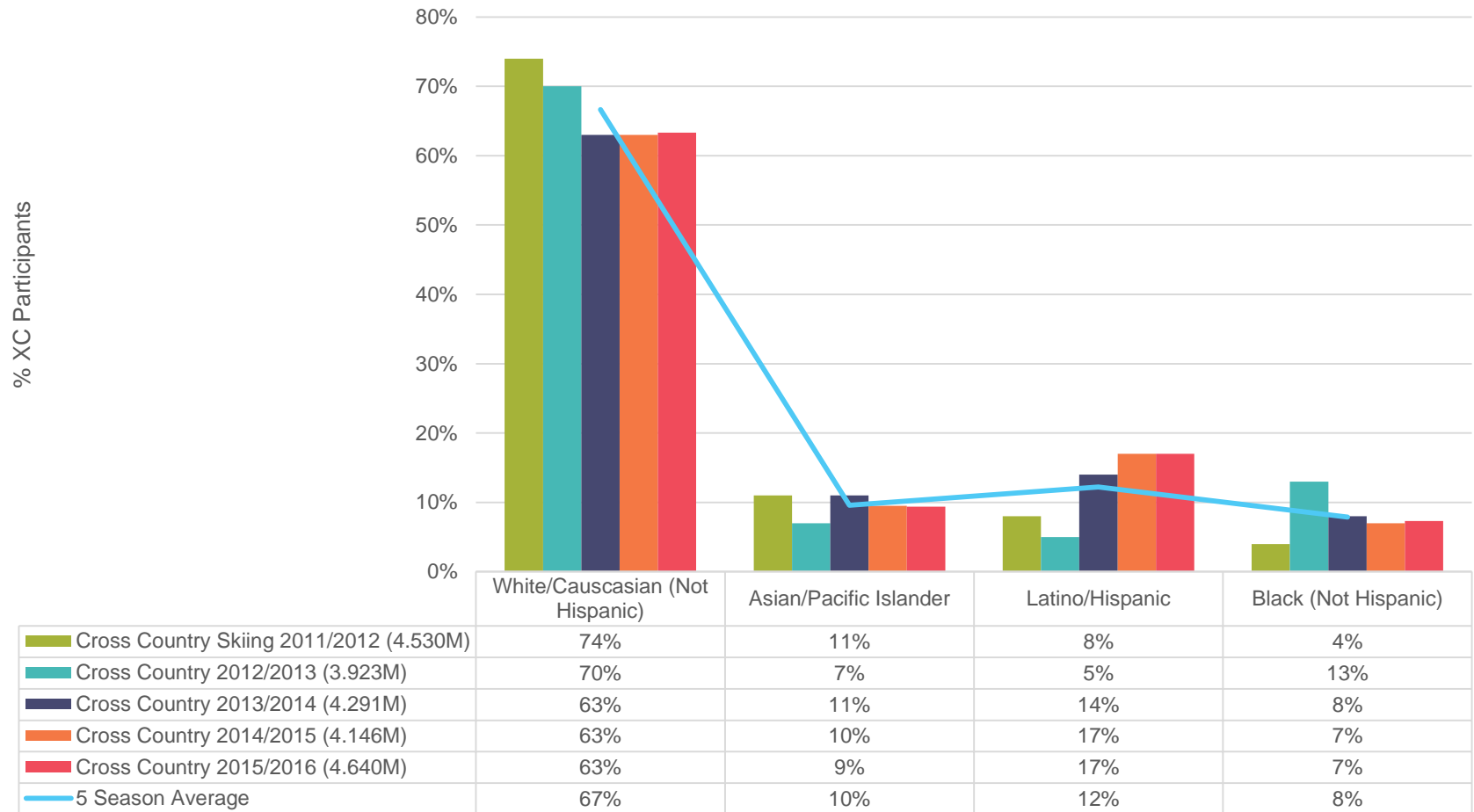
YEAR-TO-YEAR CHANGE IN ETHNICITY: SNOWBOARD



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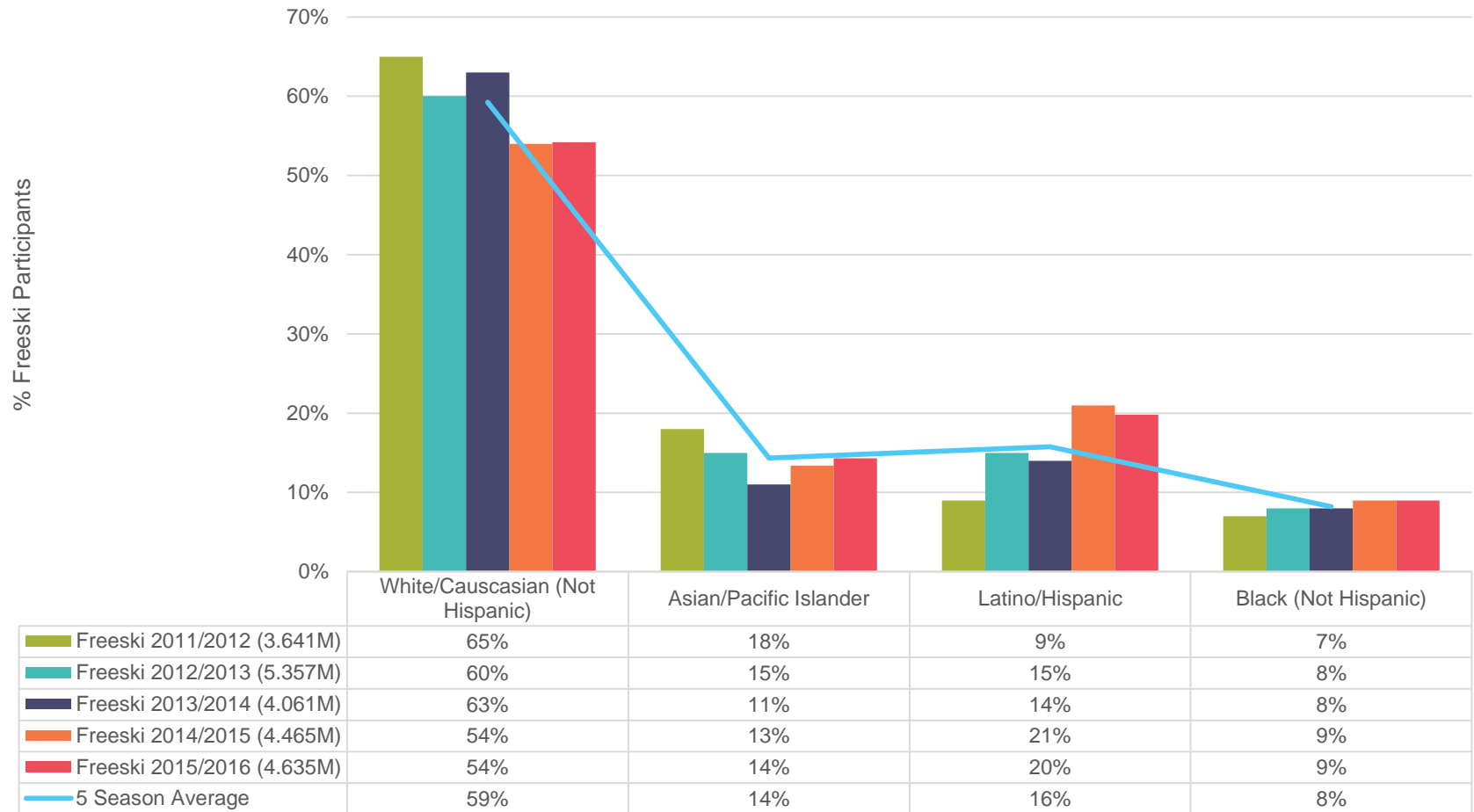


YEAR-TO-YEAR CHANGE IN ETHNICITY: XC SKI



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YEAR-TO-YEAR CHANGE IN ETHNICITY: FREESKI



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BACKCOUNTRY PARTICIPANTS



BACKCOUNTRY SKIERS

Resort Backcountry Skiers

Total	2,159,000
Age	29% under 24, 35% between 25 and 34, 23% ages 35-44, 12% over 45
Gender	76% Male, 24% Female
Bachelor's Degree or Higher	82%
Income >\$75K	58%

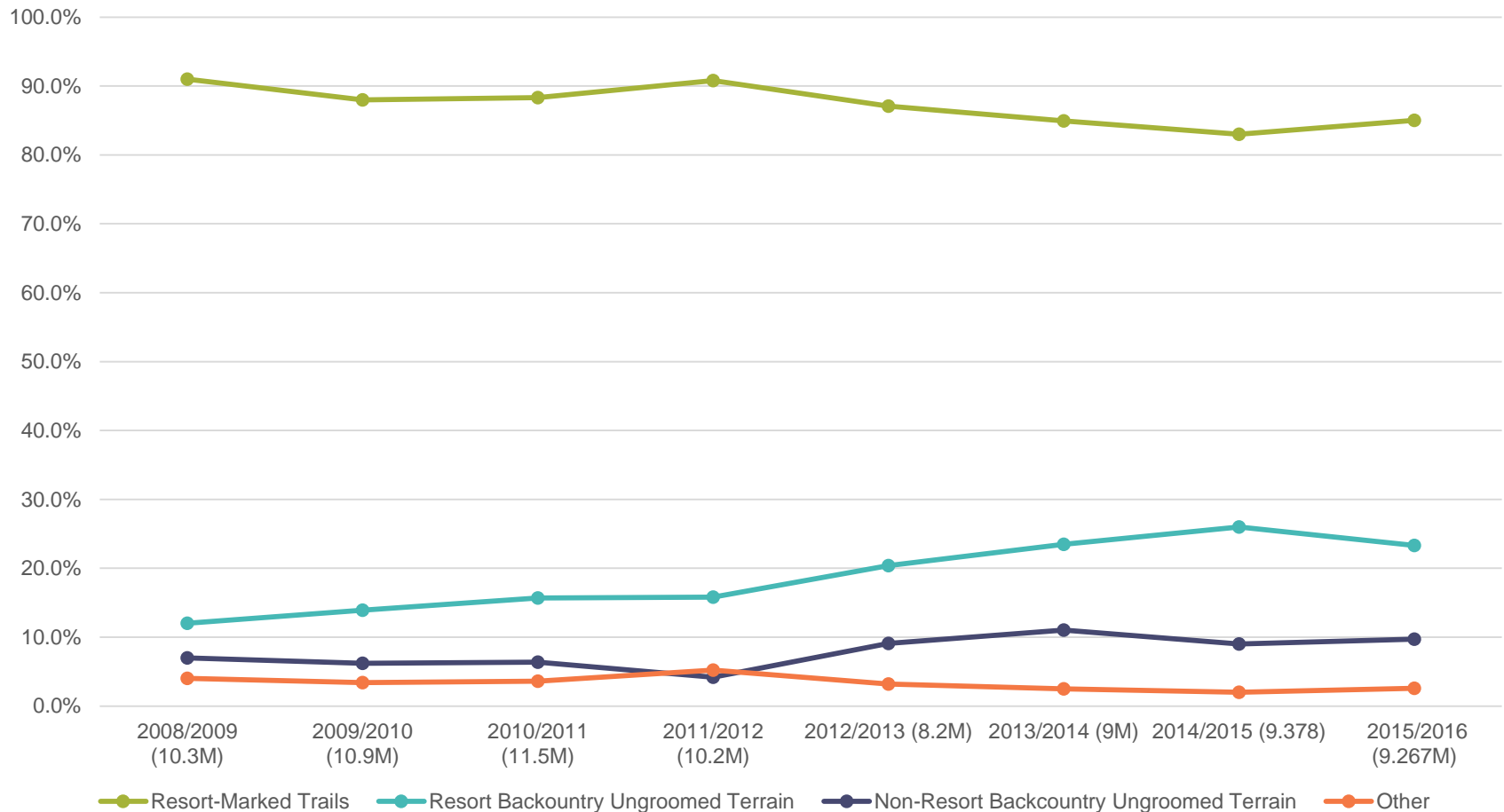
Non-Resort Backcountry Skiers

Total	963,000
Age	25% under 24, 45% between 25 and 34, 16% ages 35-44, 13% over 45
Gender	67% Male, 33% Female
Bachelor's Degree or Higher	62%
Income >\$75K	70%

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BACKCOUNTRY SKIING TRENDS

WHERE DO YOU SKI MOST OFTEN?



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BACKCOUNTRY SNOWBOARDERS

Resort Backcountry Snowboarders

Total	1,698,000
Age	17% under 17, 50% between 18 and 34, 23% 35-44, 10% over 45
Gender	47% Male, 52% Female
Bachelor's Degree or Higher	64%
Income >\$75K	64%

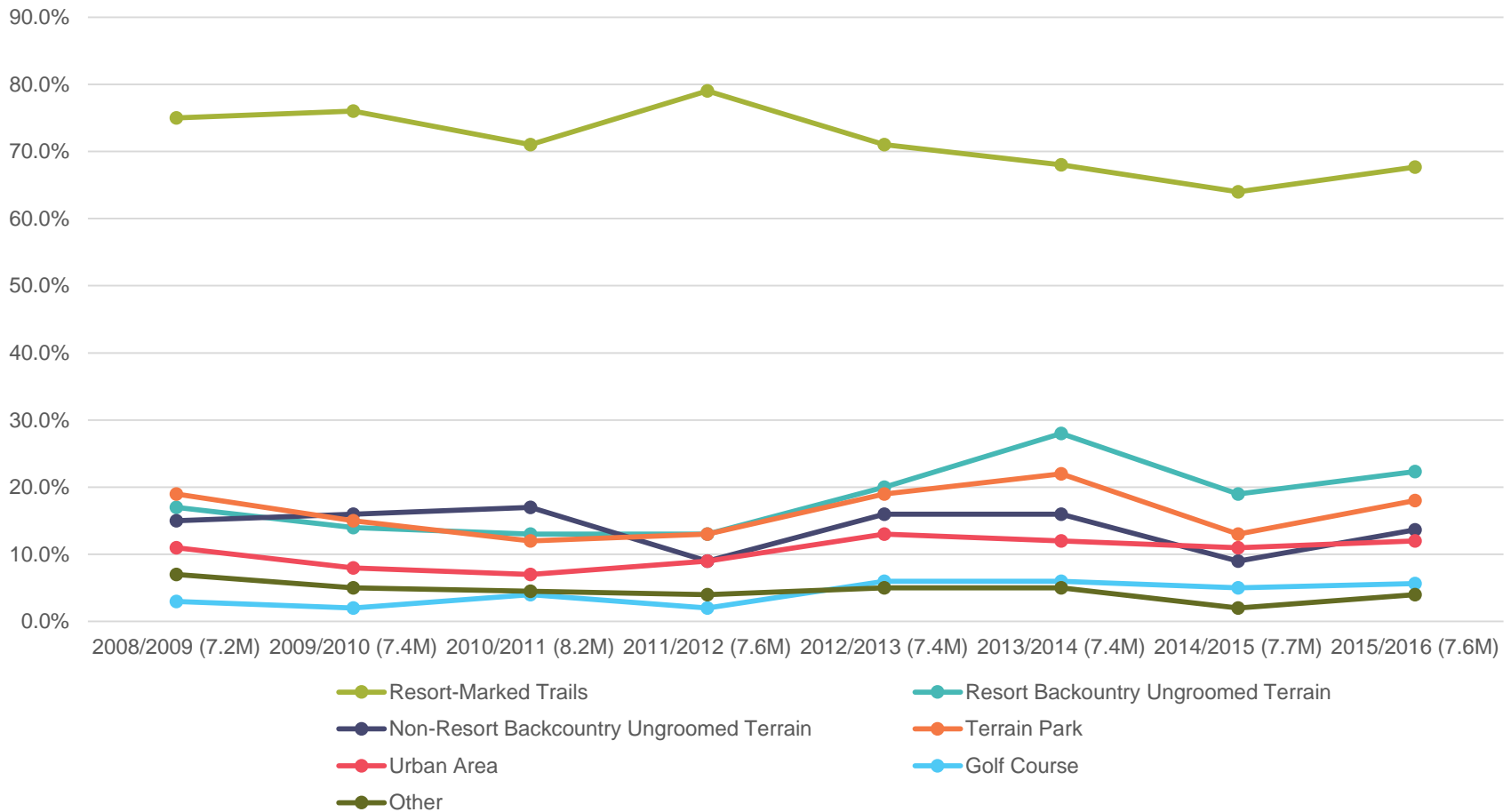
Non-Resort Backcountry Snowboarders

Total	963,000
Age	39% under 17, 36% between 18 and 34, 19% 35-44, 6% over 45
Gender	56% Male, 44% Female
Bachelor's Degree or Higher	72%
Income >\$75K	60%

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BACKCOUNTRY SNOWBOARDING TRENDS

WHERE DO YOU RIDE MOST OFTEN?



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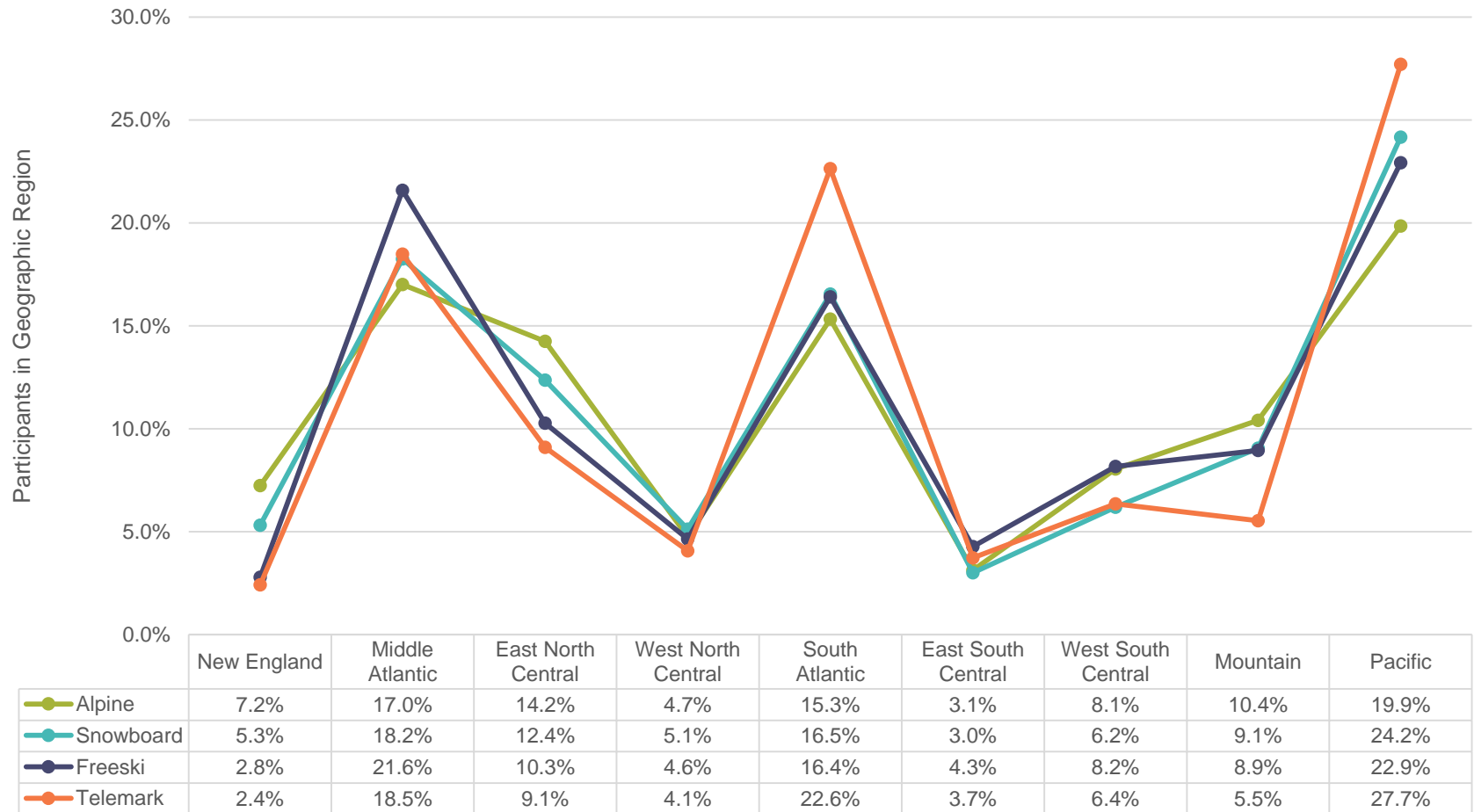
2015/2016 Participant Report

GEOGRAPHIC DEMOGRAPHICS



GEOGRAPHIC DEMOGRAPHICS

ALPINE, FREESKI, TELEMAR & SNOWBOARD

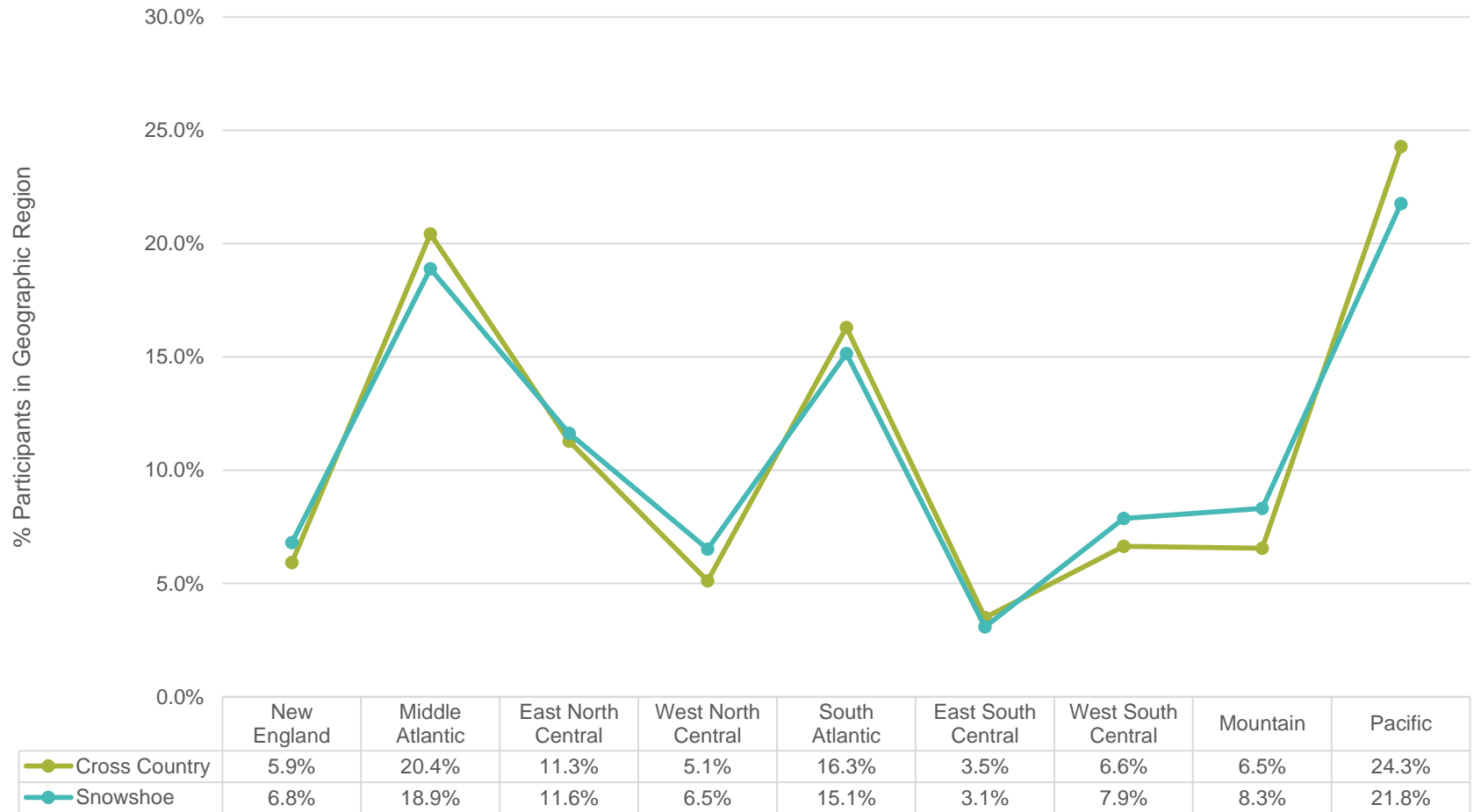


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GEOGRAPHIC DEMOGRAPHICS

CROSS COUNTRY & SNOWSHOE



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PERCENT OF ALPINE PARTICIPANTS PER STATE

California	15.8%
New York	9.6%
Texas	6.6%
Ohio	4.8%
Michigan	4.5%
Florida	4.5%
Colorado	4.3%
New Jersey	3.7%
Pennsylvania	3.7%
Massachusetts	3.6%
Maryland	2.8%
North Carolina	2.6%
Virginia	2.5%
Washington	2.5%
Illinois	2.4%
Minnesota	2.1%
Idaho	1.4%
Oregon	1.4%
Wisconsin	1.4%

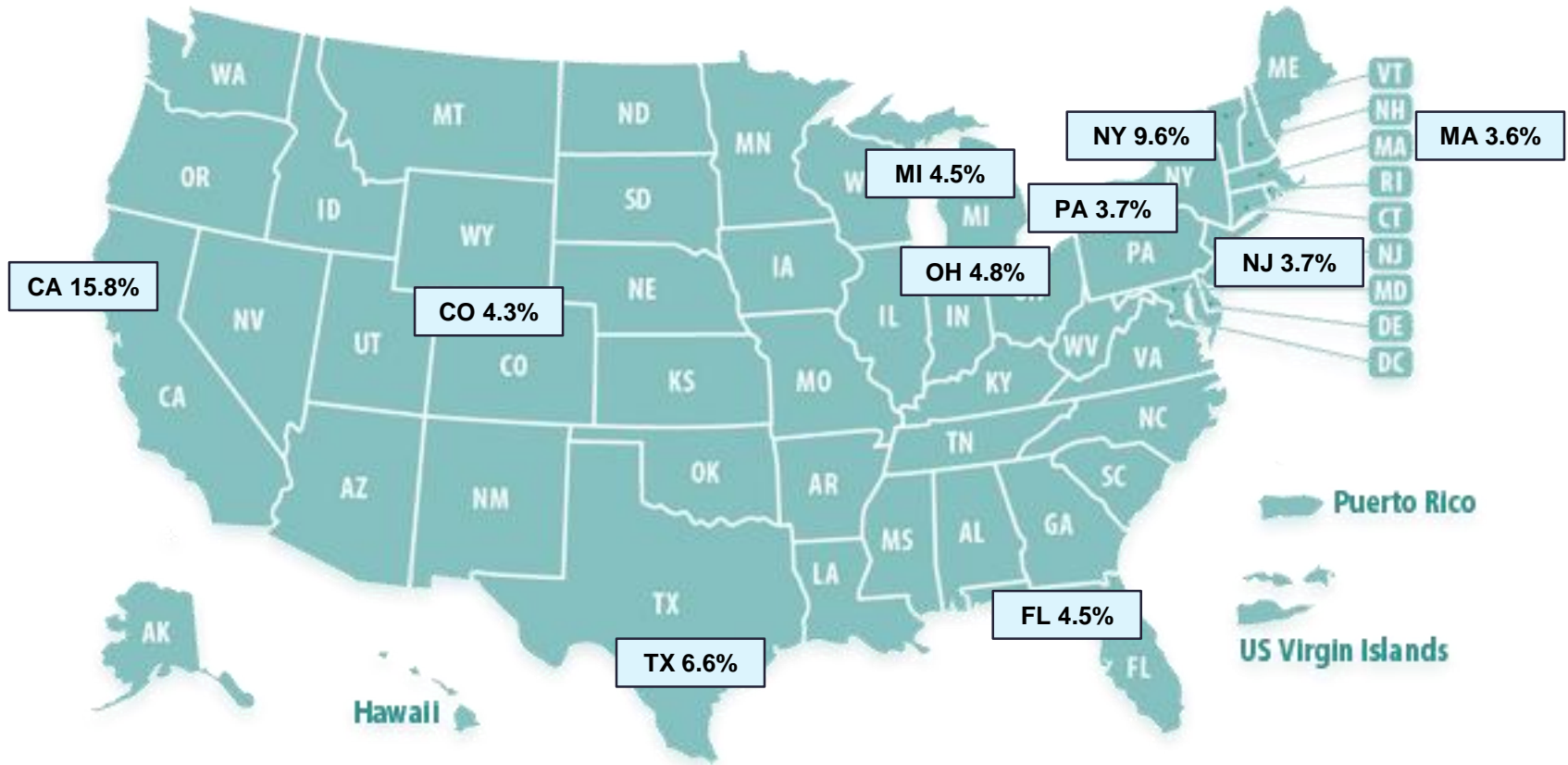
New Hampshire	1.3%
Georgia	1.3%
Arizona	1.2%
Tennessee	1.2%
Indiana	1.1%
Connecticut	1.1%
Iowa	1.1%
Nevada	1.1%
Utah	1.0%
Oklahoma	1.0%
South Carolina	1.0%
Alabama	0.9%
Kentucky	0.9%
Missouri	0.8%
New Mexico	0.6%
Vermont	0.6%
Nebraska	0.6%
Maine	0.6%
Montana	0.4%
West Virginia	0.3%

Louisiana	0.3%
Wyoming	0.3%
Washington, DC	0.3%
Kansas	0.2%
Arkansas	0.2%
Rhode Island	0.1%
Mississippi	0.1%
Delaware	0.1%
South Dakota	0.0%
North Dakota	0.0%

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TOP TEN STATES FOR ALPINE SKIERS



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SKIER DENSITY

PERCENT OF POPULATION THAT ALPINE SKIS BY STATE

Vermont	9.8%
Wyoming	9.2%
Idaho	9.1%
Colorado	8.5%
New Hampshire	7.0%
Massachusetts	5.8%
New York	5.4%
Washington, DC	5.0%
Michigan	5.0%
New Mexico	4.9%
Maryland	4.6%
California	4.5%
Montana	4.4%
Maine	4.0%
Minnesota	3.9%
New Jersey	3.9%
Ohio	3.8%
Iowa	3.8%
Nebraska	3.6%
Utah	3.5%

Washington	3.4%
Connecticut	3.4%
Nevada	3.4%
Pennsylvania	3.0%
Virginia	2.9%
North Carolina	2.9%
Oregon	2.9%
Texas	2.6%
Oklahoma	2.6%
Florida	2.5%
Wisconsin	2.4%
Indiana	2.4%
South Carolina	2.4%
West Virginia	2.1%
Alabama	2.0%
Tennessee	2.0%
Illinois	1.8%
Kentucky	1.8%
Arizona	1.8%
Georgia	1.3%

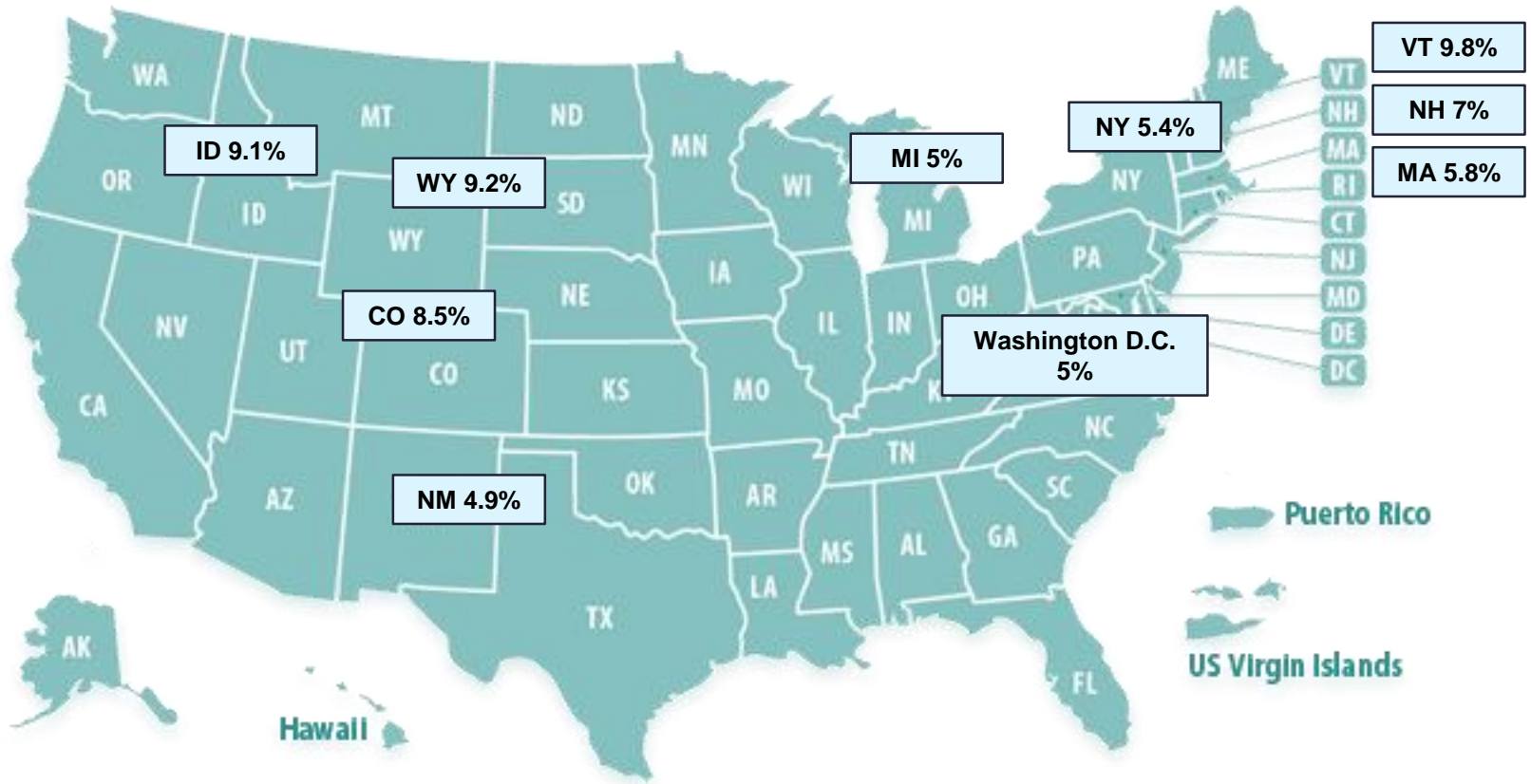
Missouri	1.2%
Rhode Island	1.1%
Delaware	0.9%
Louisiana	0.7%
Kansas	0.6%
Arkansas	0.6%
Mississippi	0.6%
South Dakota	0.4%
North Dakota	0.0%

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SKIER DENSITY

PERCENT OF POPULATION THAT ALPINE SKIS BY STATE



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PERCENT OF SNOWBOARD PARTICIPANTS PER STATE

California	18.9%
New York	11.7%
Texas	5.4%
Florida	4.5%
Washington	3.9%
New Jersey	3.8%
Ohio	3.3%
Illinois	3.3%
Massachusetts	2.9%
Virginia	2.8%
Pennsylvania	2.7%
Wisconsin	2.6%
Colorado	2.6%
Maryland	2.5%
North Carolina	2.5%
Michigan	2.1%
Minnesota	1.8%
Georgia	1.7%
Idaho	1.6%

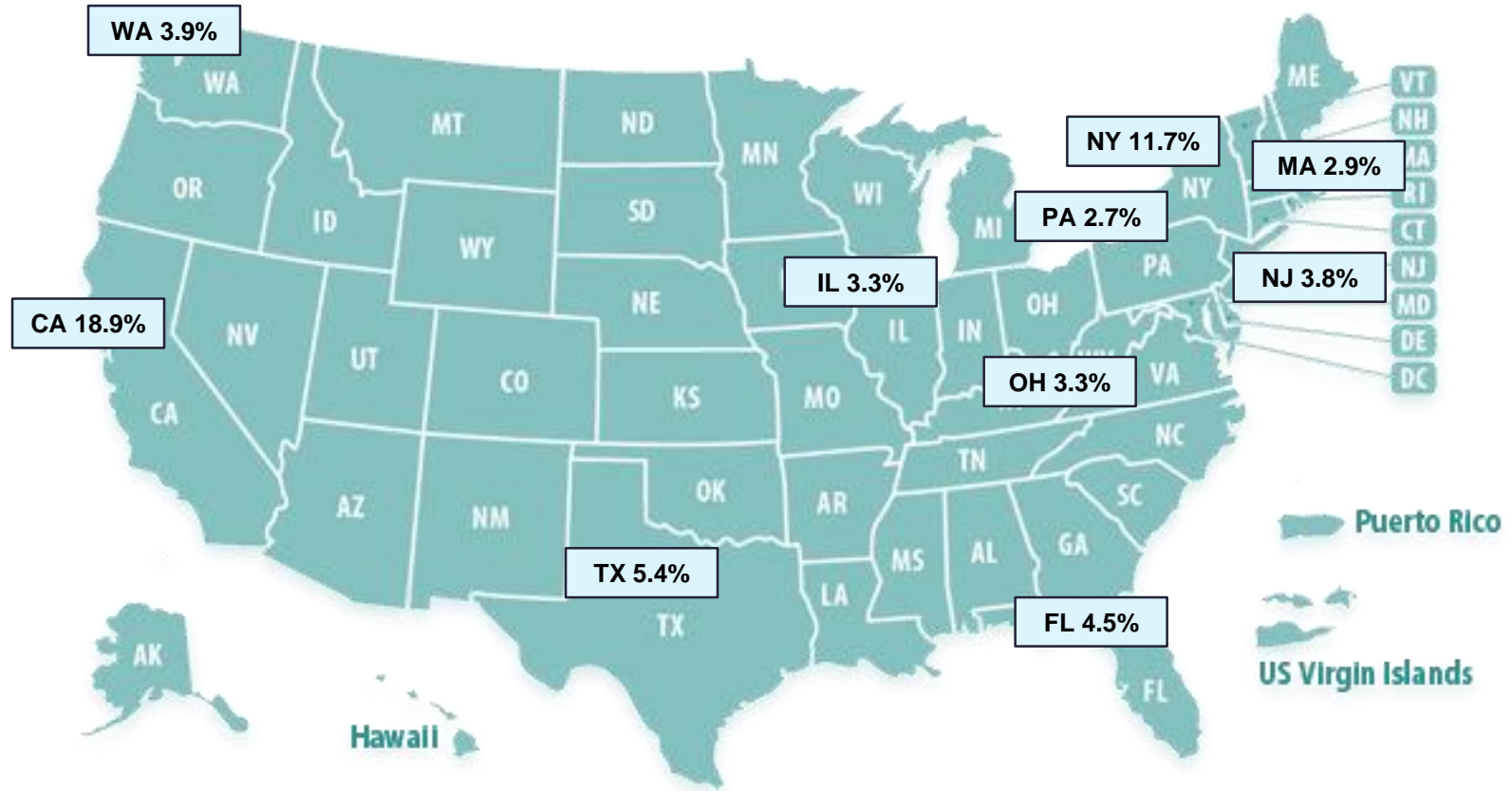
Connecticut	1.6%
Alabama	1.6%
Nevada	1.4%
Oregon	1.4%
Arizona	1.3%
Utah	1.3%
Indiana	1.1%
West Virginia	1.0%
Iowa	1.0%
Kansas	0.9%
Kentucky	0.9%
South Carolina	0.9%
Missouri	0.8%
Delaware	0.6%
Louisiana	0.5%
New Mexico	0.5%
Tennessee	0.4%

Nebraska	0.4%
New Hampshire	0.3%
Montana	0.3%
Maine	0.3%
Arkansas	0.2%
Vermont	0.1%
North Dakota	0.1%
Wyoming	0.1%
Washington, DC	0.1%
Oklahoma	0.1%
Mississippi	0.1%
Rhode Island	0.1%
South Dakota	0.0%

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TOP TEN STATES FOR SNOWBOARDERS



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RIDER DENSITY

PERCENT OF POPULATION THAT SNOWBOARDS BY STATE

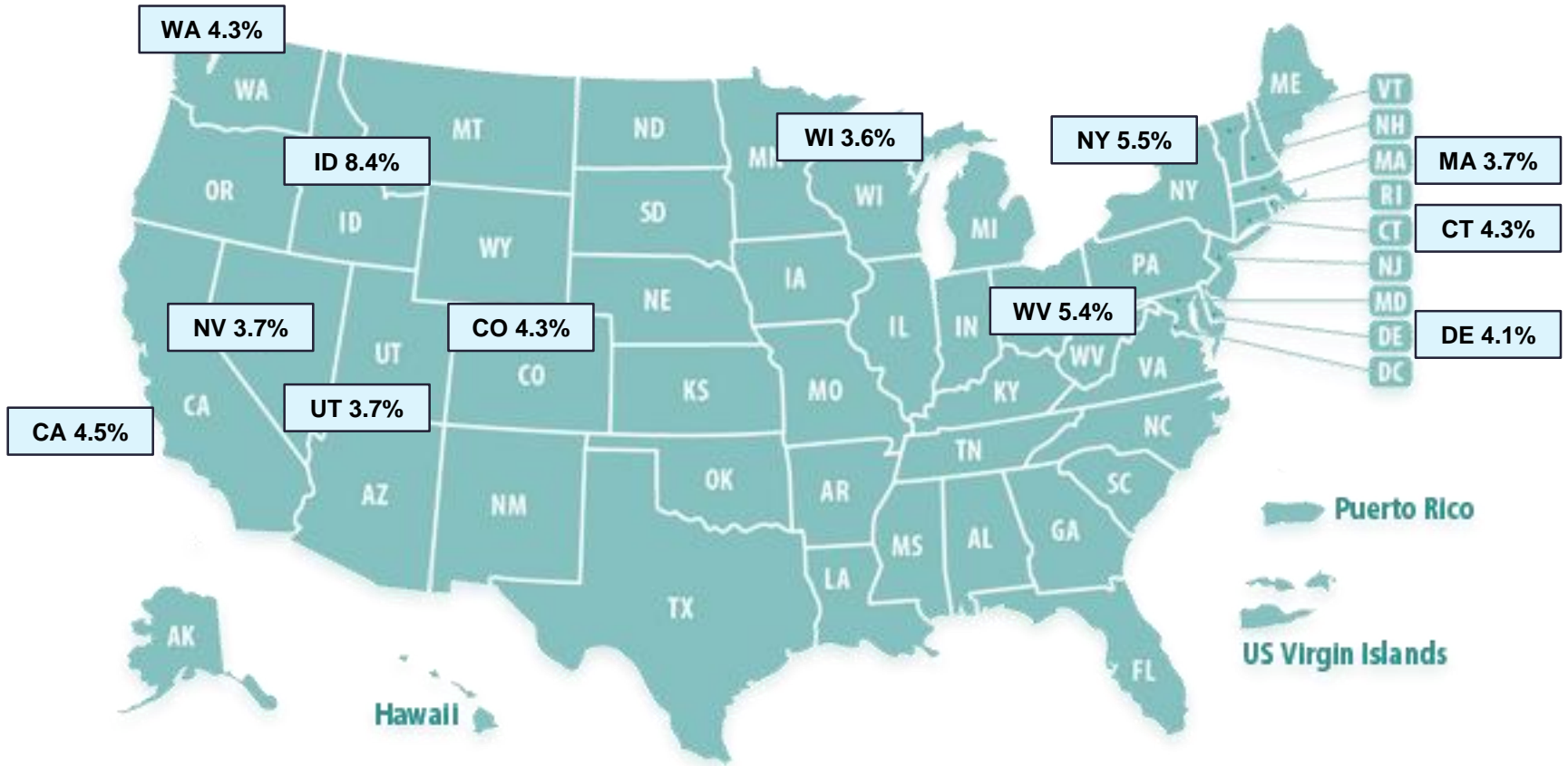
Idaho	8.4%	Minnesota	2.8%	Maine	1.7%
New York	5.5%	Alabama	2.7%	North Dakota	1.7%
West Virginia	5.4%	Iowa	2.6%	Kentucky	1.6%
California	4.5%	Virginia	2.5%	Arizona	1.5%
Washington	4.4%	Montana	2.5%	Georgia	1.4%
Colorado	4.3%	Vermont	2.5%	Missouri	1.2%
Connecticut	4.3%	Oregon	2.4%	Louisiana	1.0%
Delaware	4.1%	Wyoming	2.3%	South Dakota	0.6%
Utah	3.7%	North Carolina	2.3%	Tennessee	0.6%
Nevada	3.7%	Ohio	2.2%	Arkansas	0.6%
Massachusetts	3.7%	Illinois	2.1%	Rhode Island	0.4%
Wisconsin	3.6%	Nebraska	2.1%	Mississippi	0.3%
New Mexico	3.3%	New Hampshire	2.0%	Oklahoma	0.2%
New Jersey	3.2%	Florida	1.9%		
Maryland	3.2%	Michigan	1.9%		
Washington, DC	3.0%	Indiana	1.9%		
Kansas	2.9%	Pennsylvania	1.8%		
		South Carolina	1.8%		
		Texas	1.8%		

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RIDER DENSITY

PERCENT OF POPULATION THAT ALPINE SKIS BY STATE



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2015/2016 Participant Report

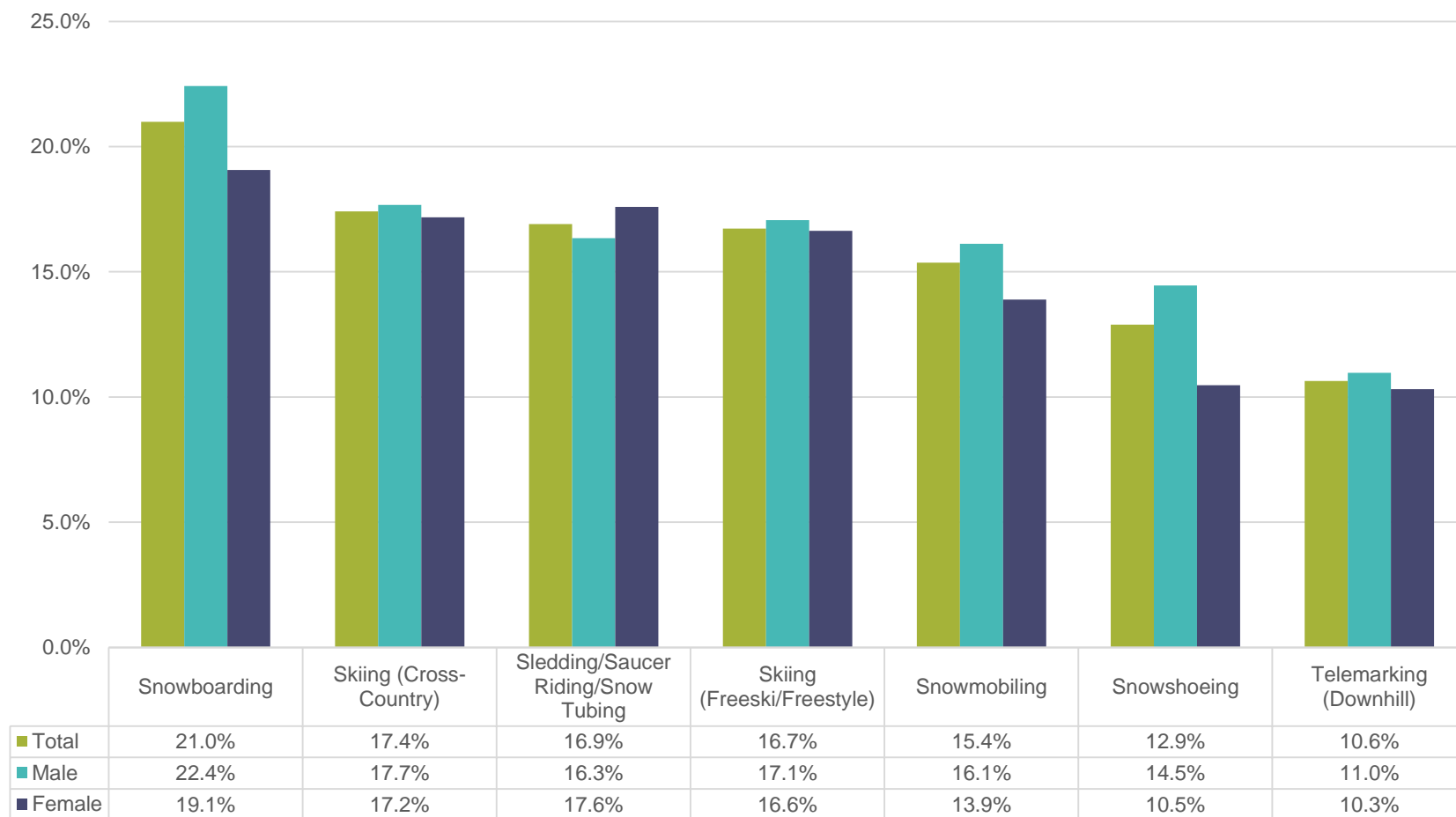
CROSS PARTICIPATION

Photo: Copper Mountain/Tripp Fay



CROSS PARTICIPATION

PERCENT OF ALPINE SKIERS IN OTHER SNOW DISCIPLINES

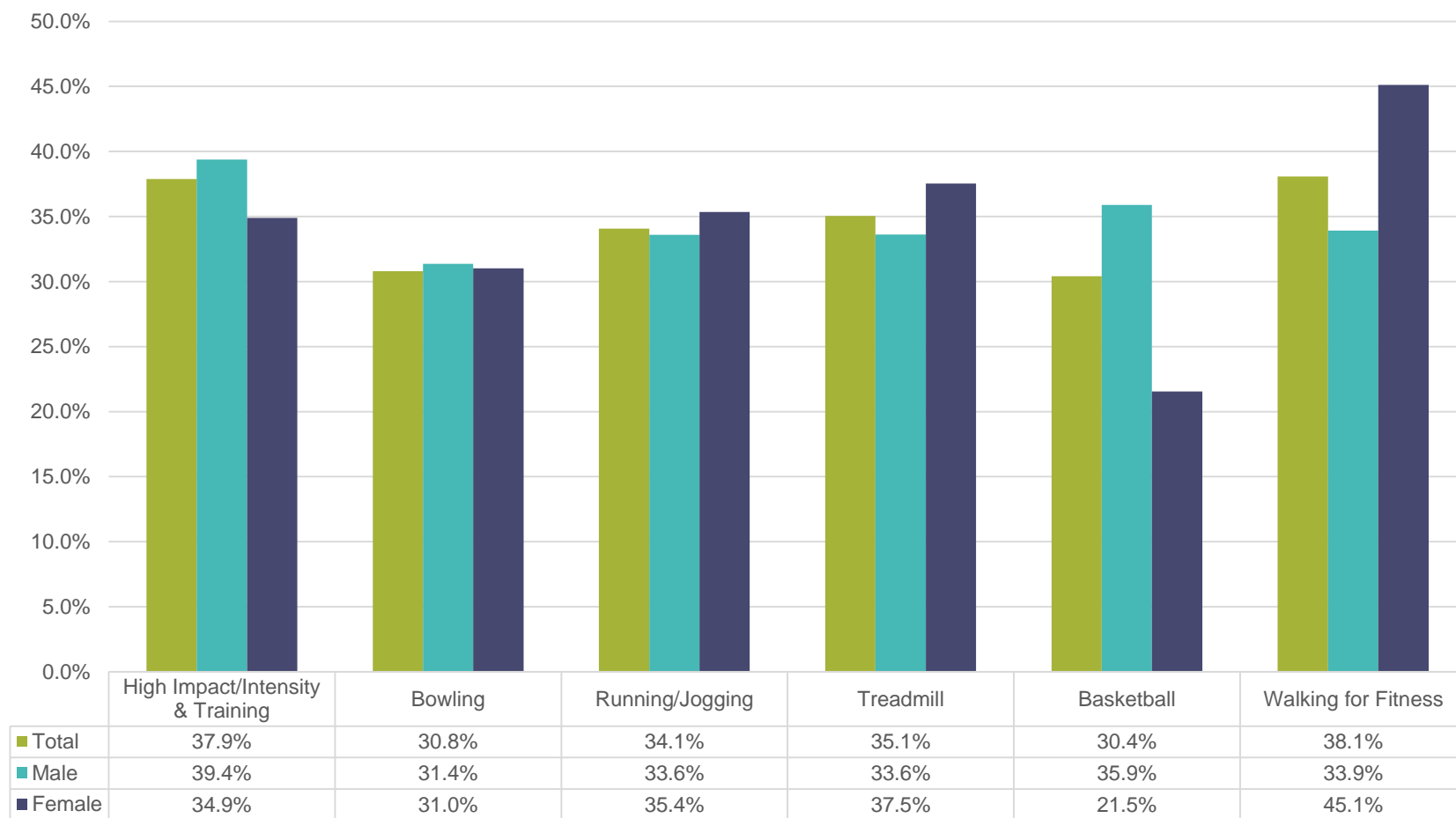


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CROSS PARTICIPATION

MOST POPULAR OFF SNOW ACTIVITIES FOR ALPINE SKIERS

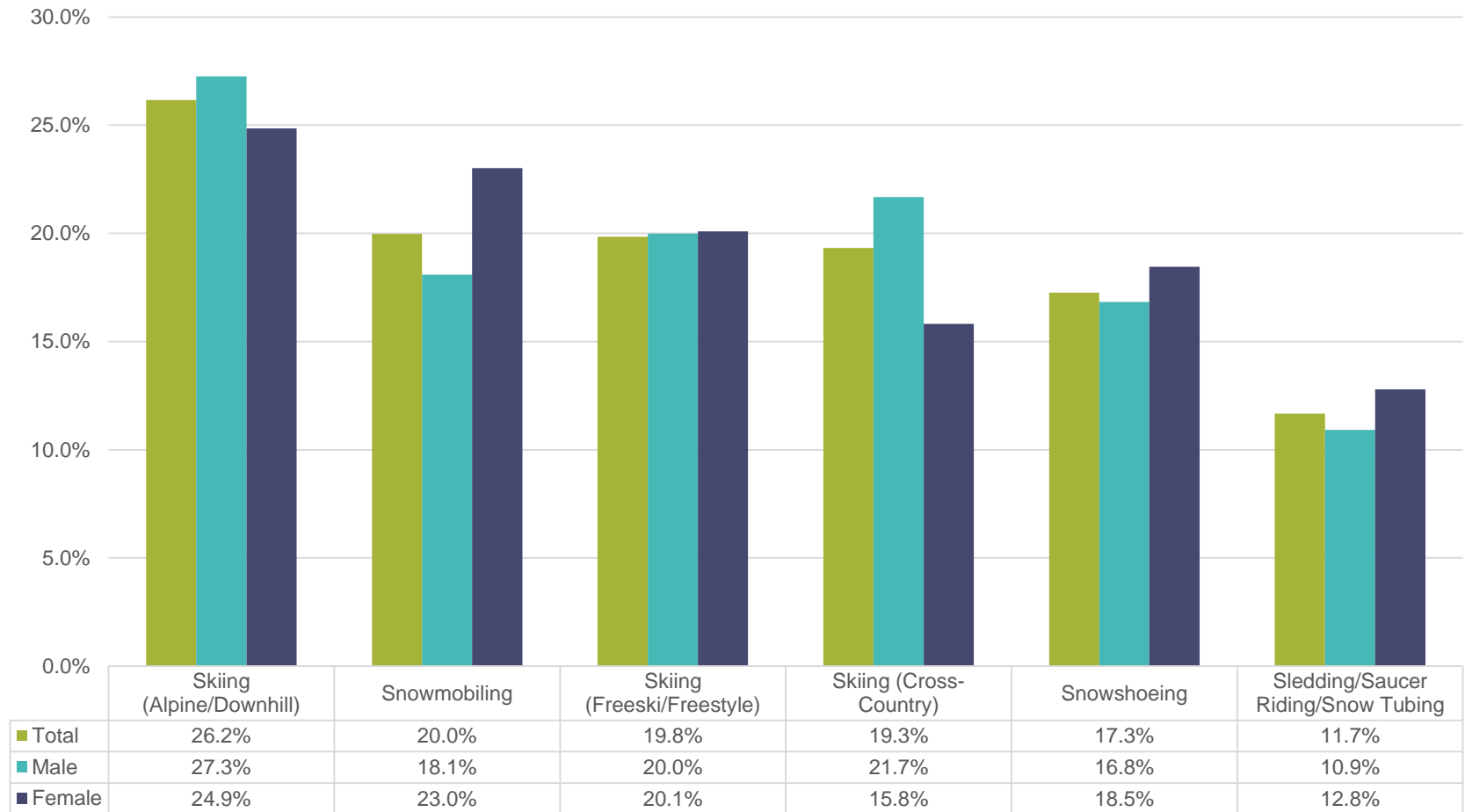


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CROSS PARTICIPATION

PERCENT OF SNOWBOARDERS IN OTHER SNOW DISCIPLINES

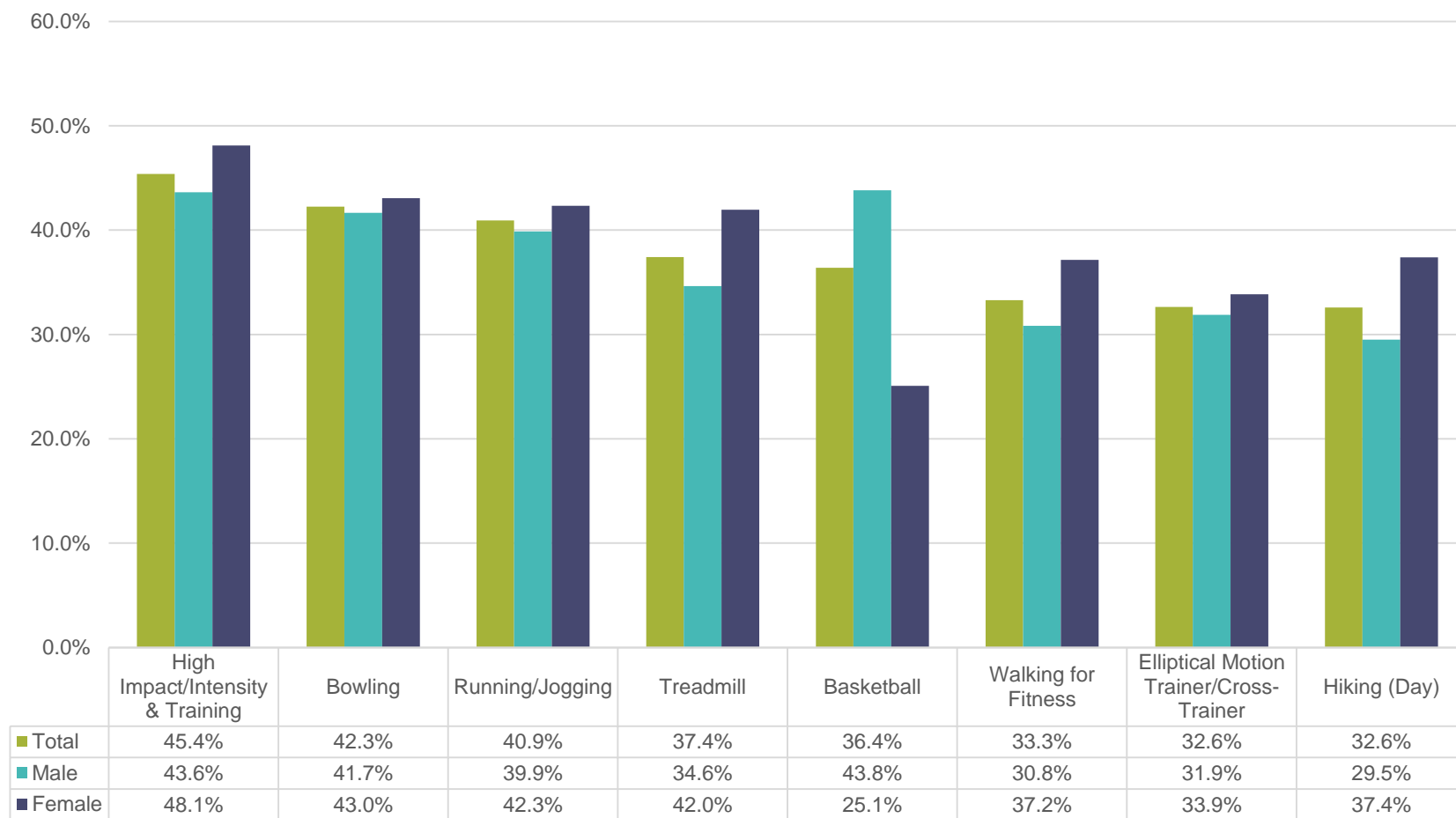


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CROSS PARTICIPATION

MOST POPULAR OFF SNOW ACTIVITIES FOR SNOWBOARDERS

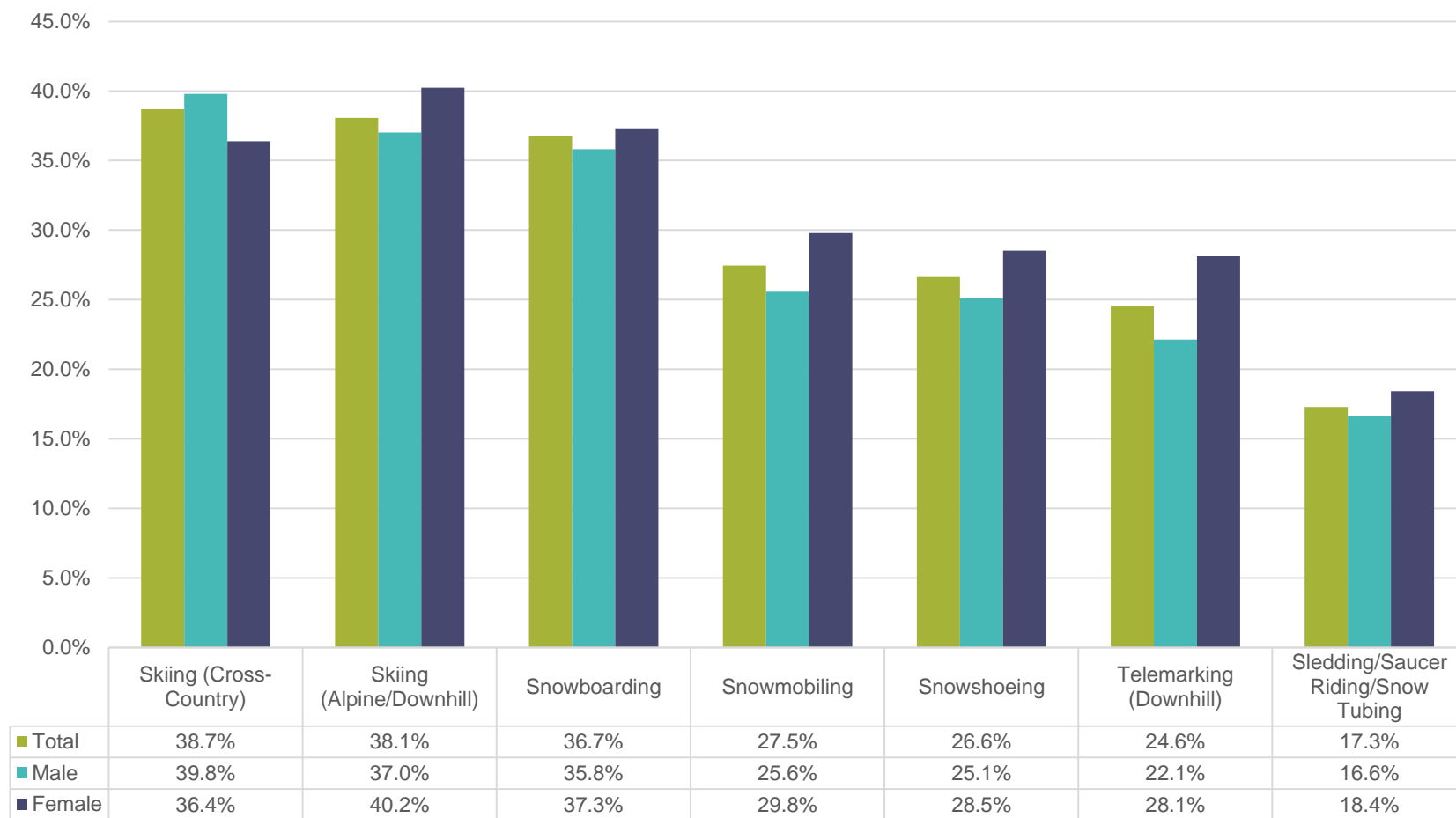


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CROSS PARTICIPATION

PERCENT OF FREESKIERS IN OTHER SNOW DISCIPLINES

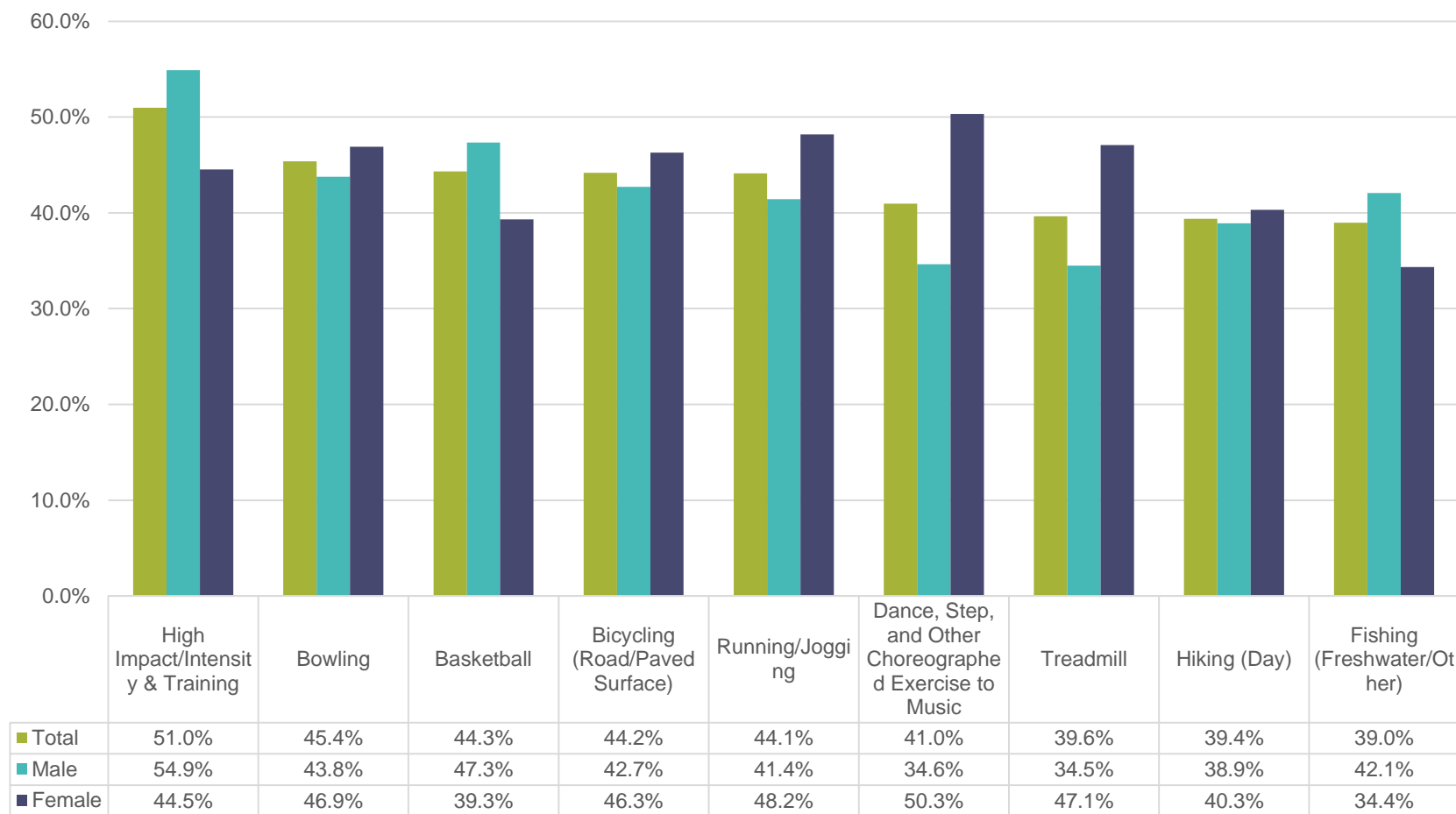


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CROSS PARTICIPATION

MOST POPULAR OFF SNOW ACTIVITIES FOR FREESKIERS

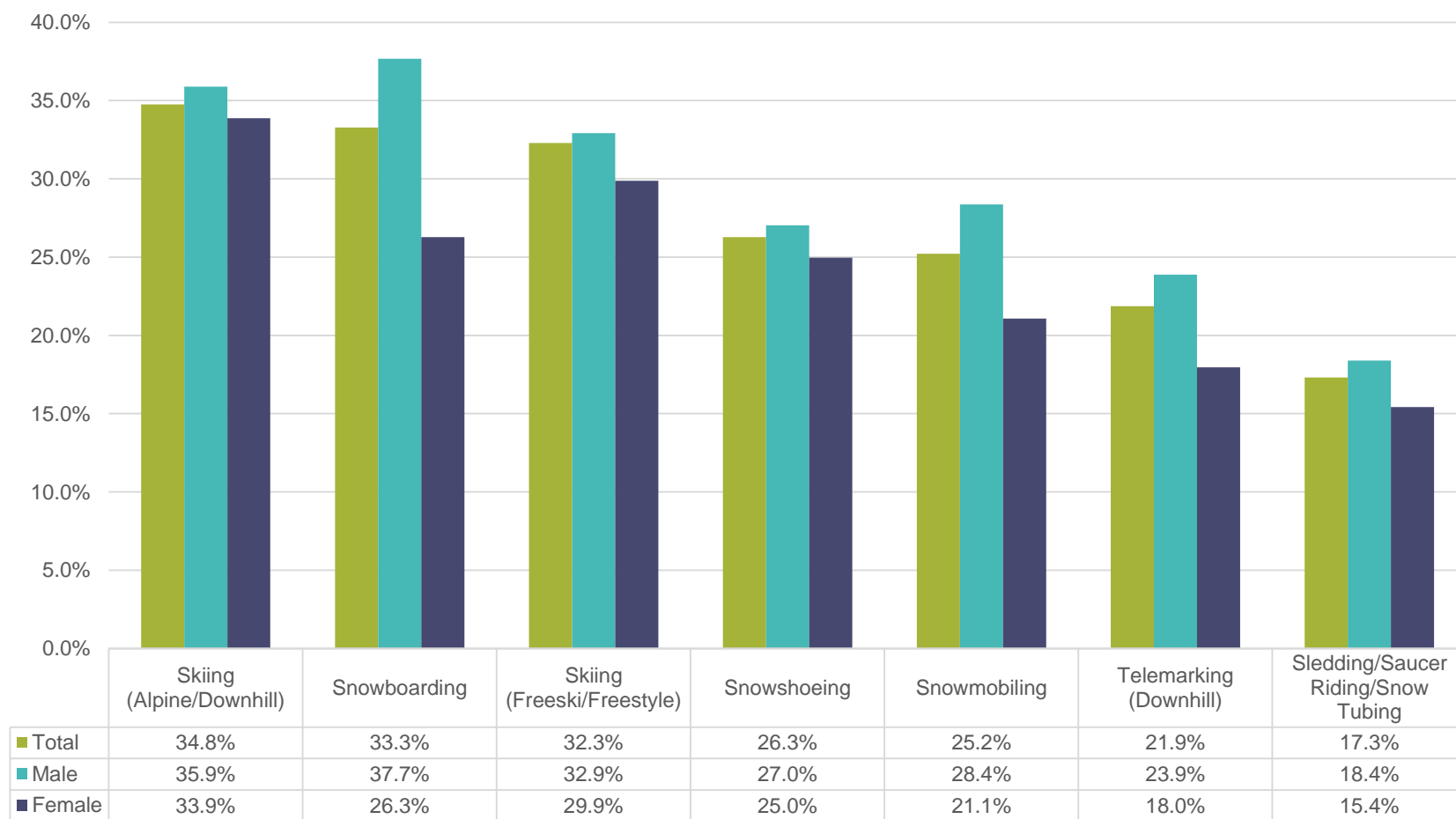


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CROSS PARTICIPATION

PERCENT OF CROSS COUNTRY SKIERS IN OTHER SNOW DISCIPLINES

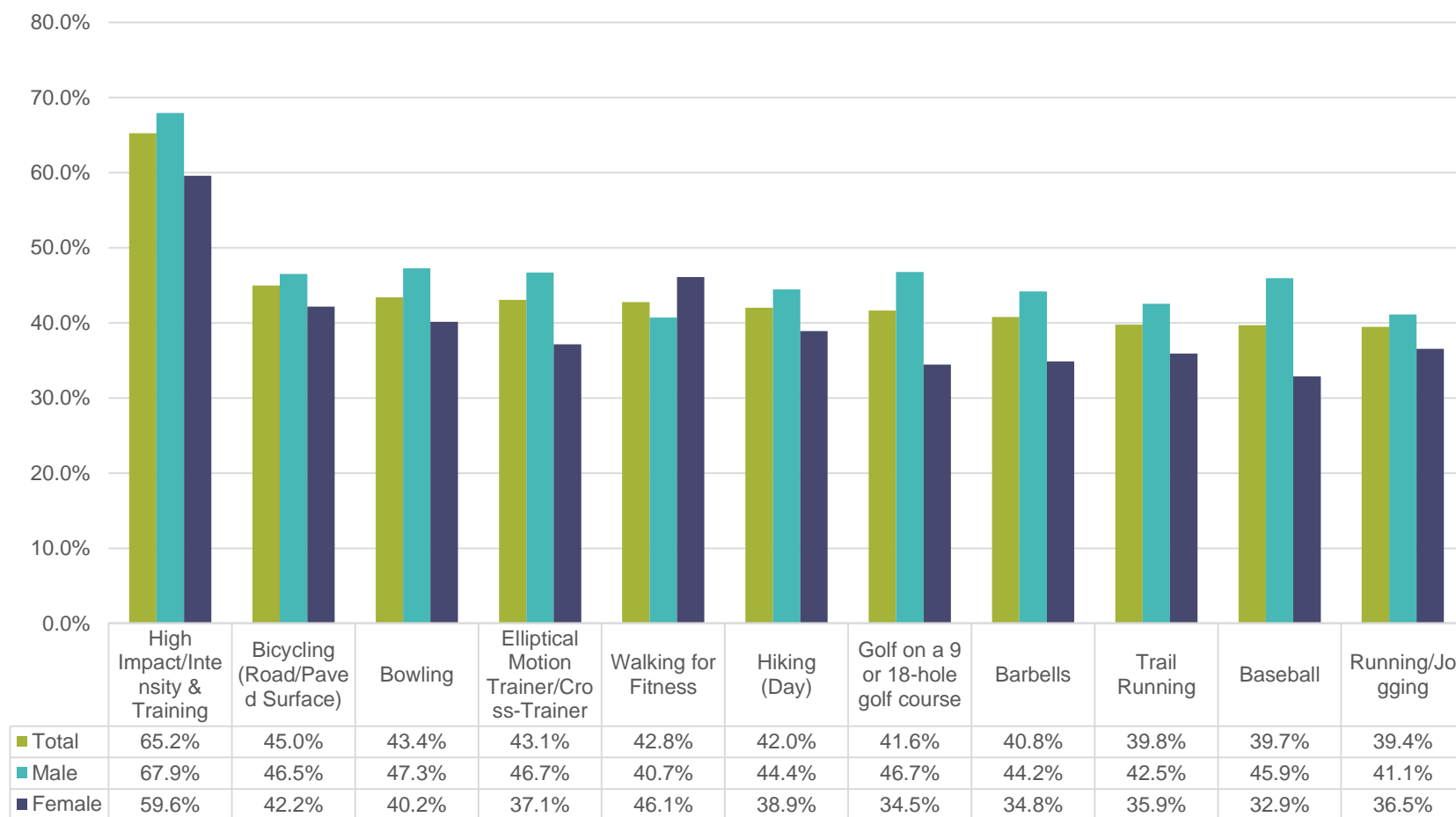


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CROSS PARTICIPATION

MOST POPULAR OFF SNOW ACTIVITIES FOR CROSS COUNTRY SKIERS

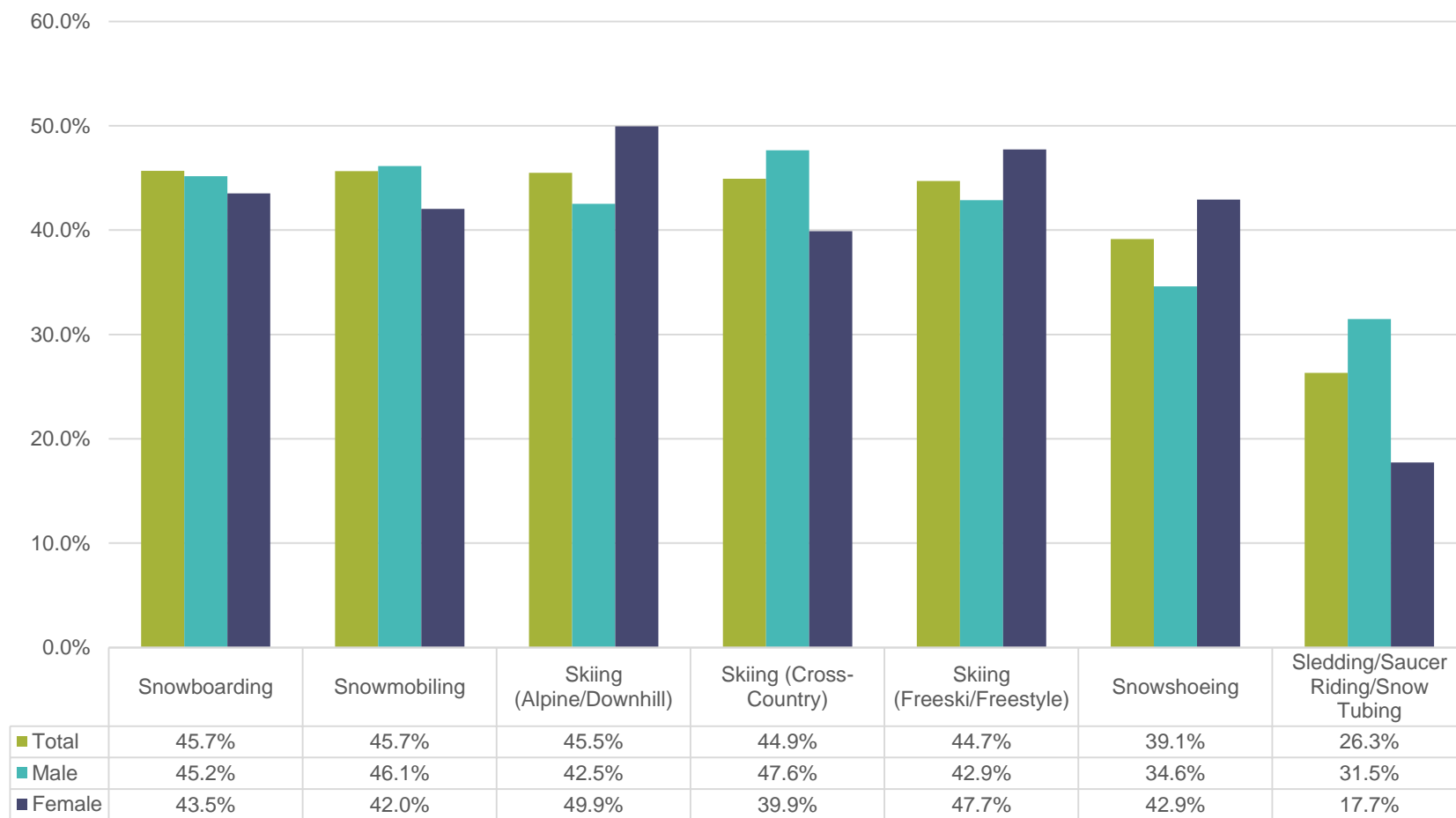


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CROSS PARTICIPATION

PERCENT OF TELEMARK SKIERS IN OTHER SNOW DISCIPLINES

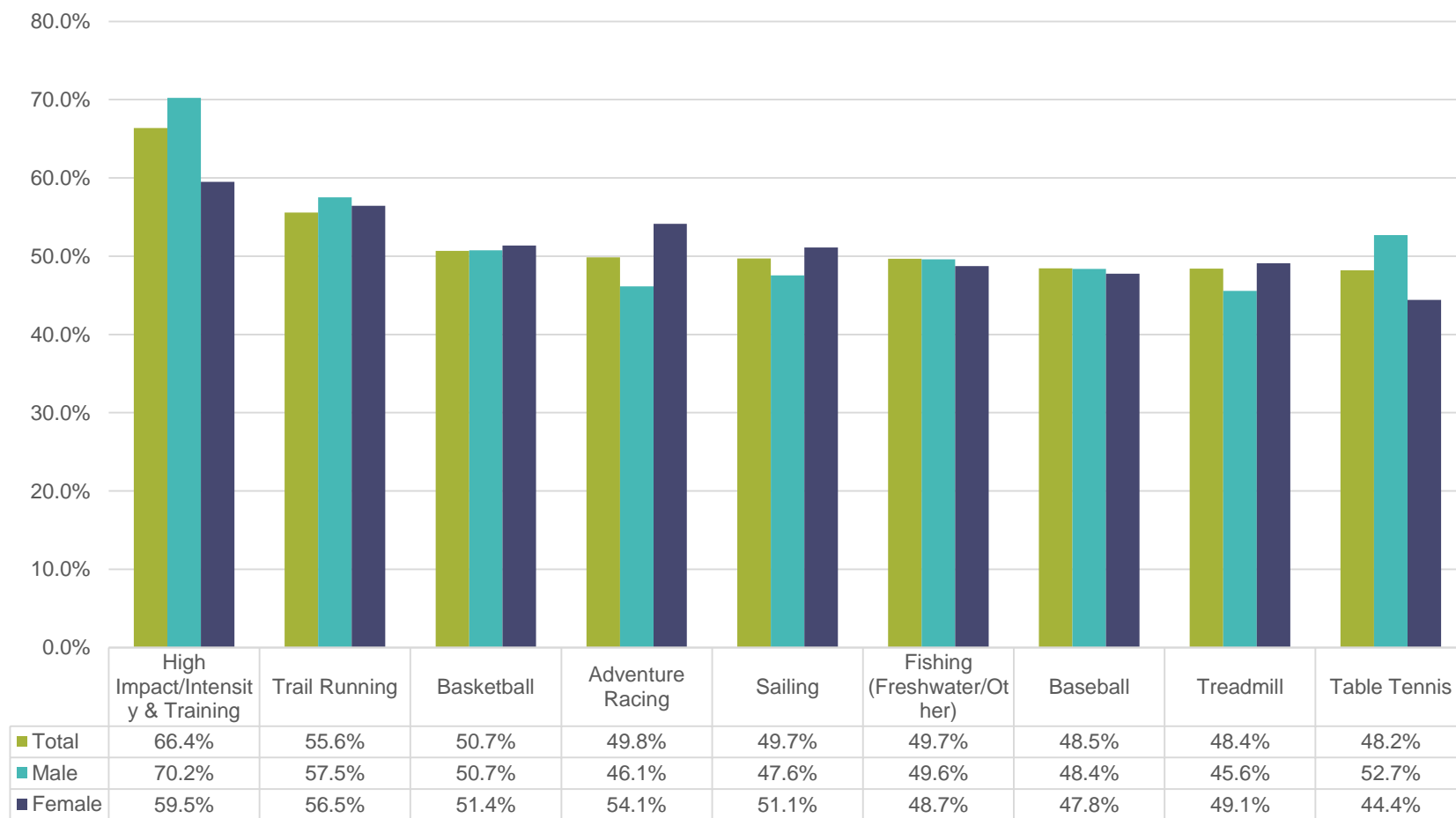


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CROSS PARTICIPATION

MOST POPULAR OFF SNOW ACTIVITIES FOR TELEMARK SKIERS

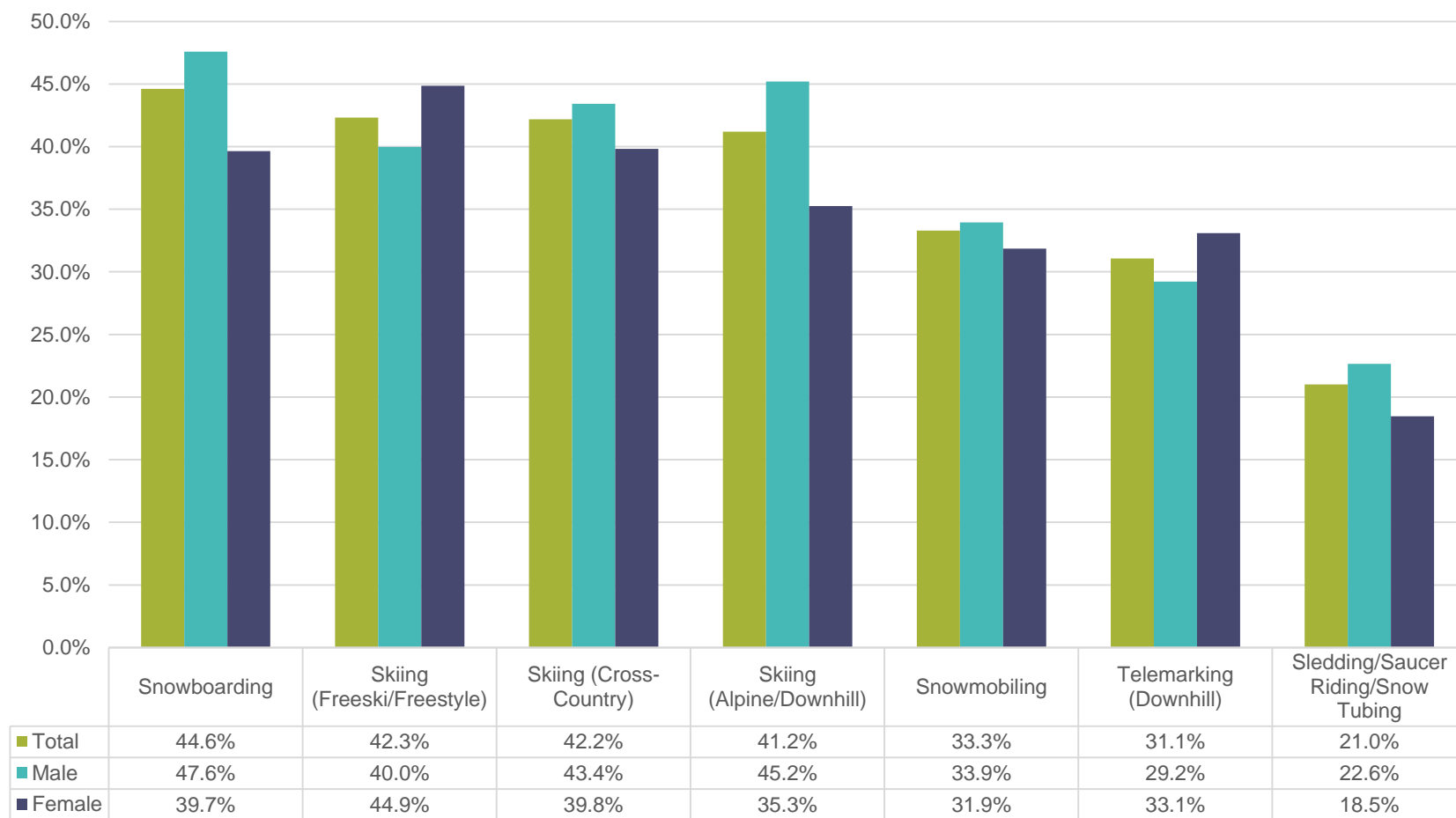


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CROSS PARTICIPATION

PERCENT OF SNOWSHOES IN OTHER SNOW DISCIPLINES

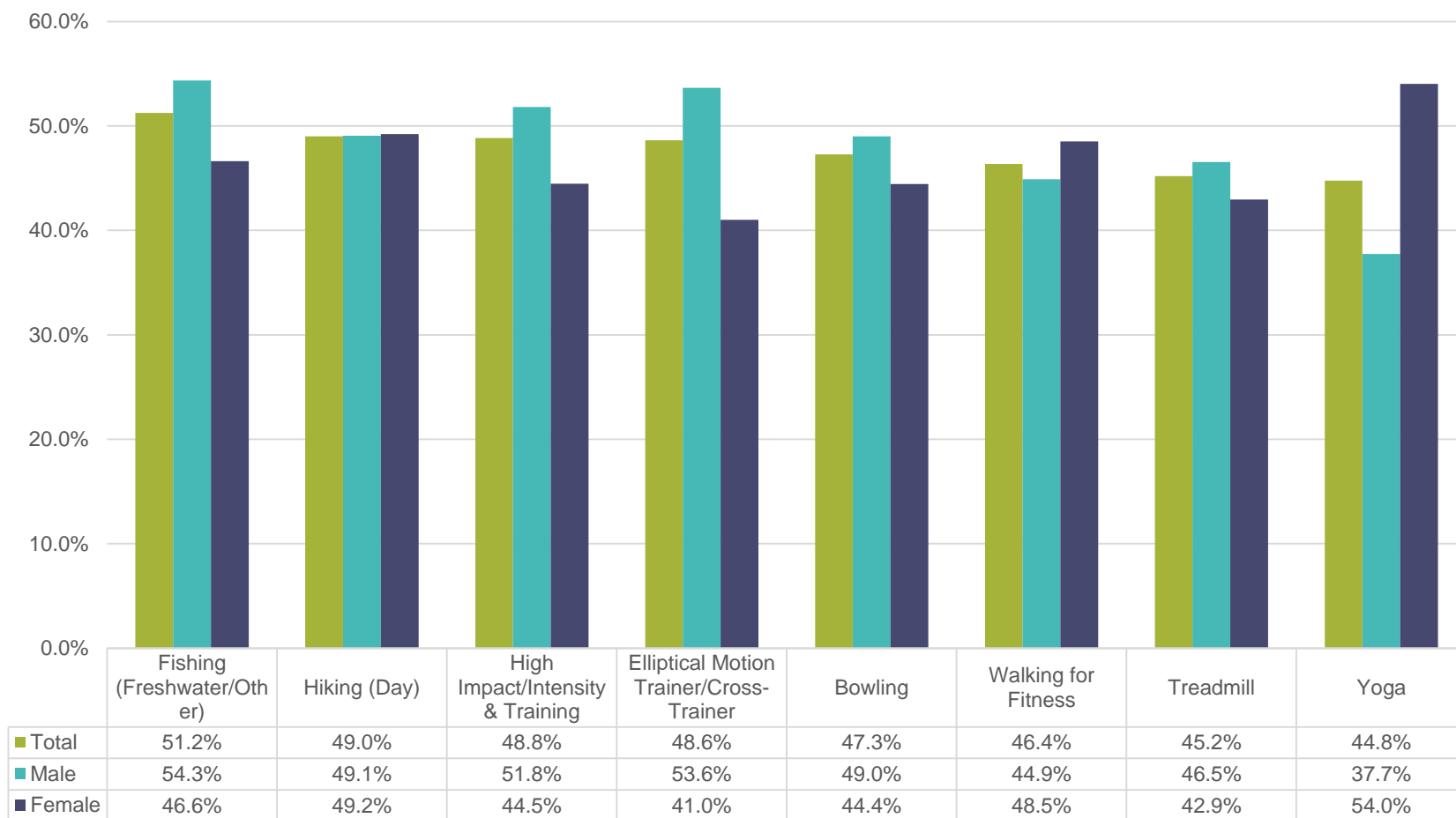


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CROSS PARTICIPATION

MOST POPULAR OFF SNOW ACTIVITIES FOR SNOWSHOES



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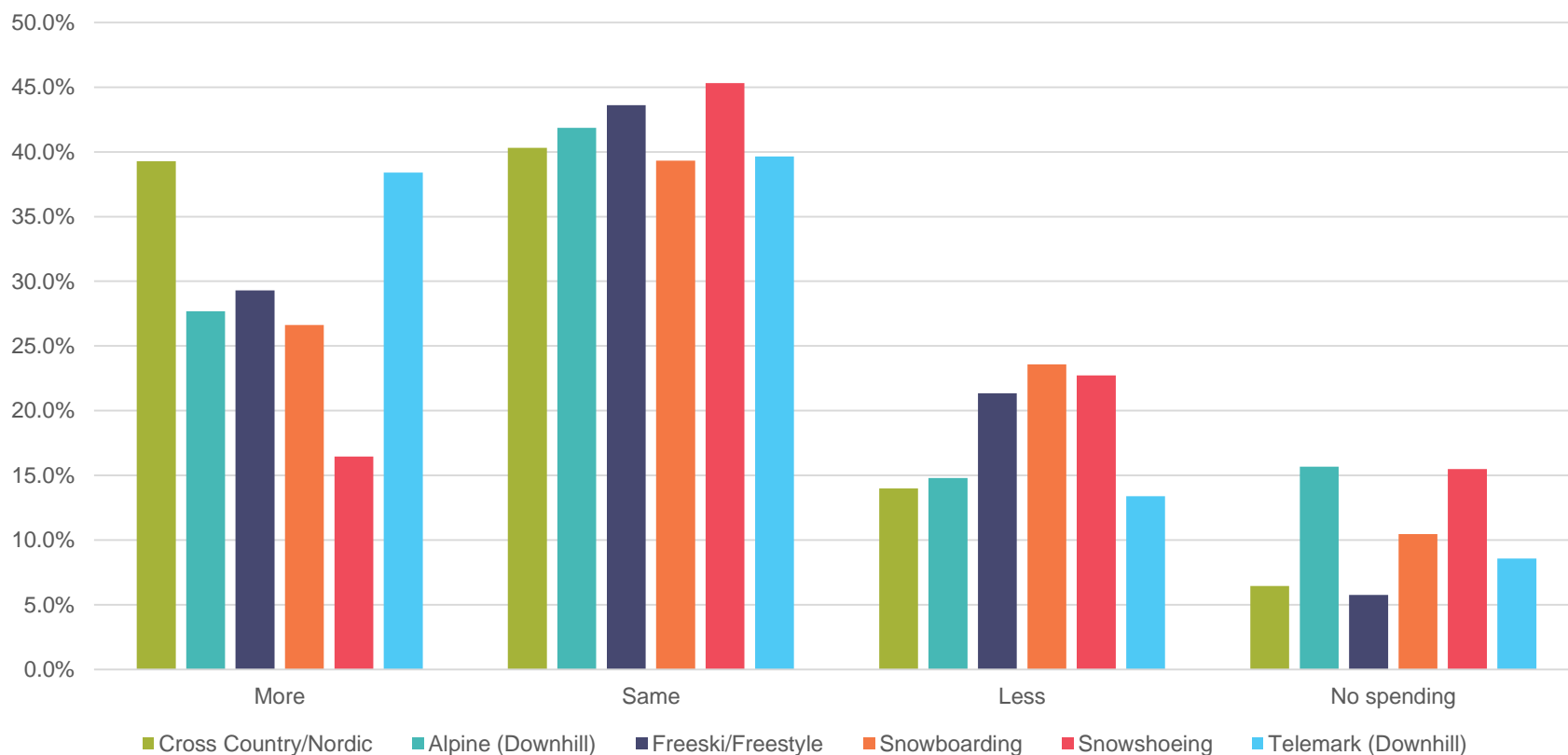
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A Few More Facts



COMPARE 2015/2016 TO PAST SEASONS

Did You Spend More Time, Less Time, or about the same amount of Time Participating?

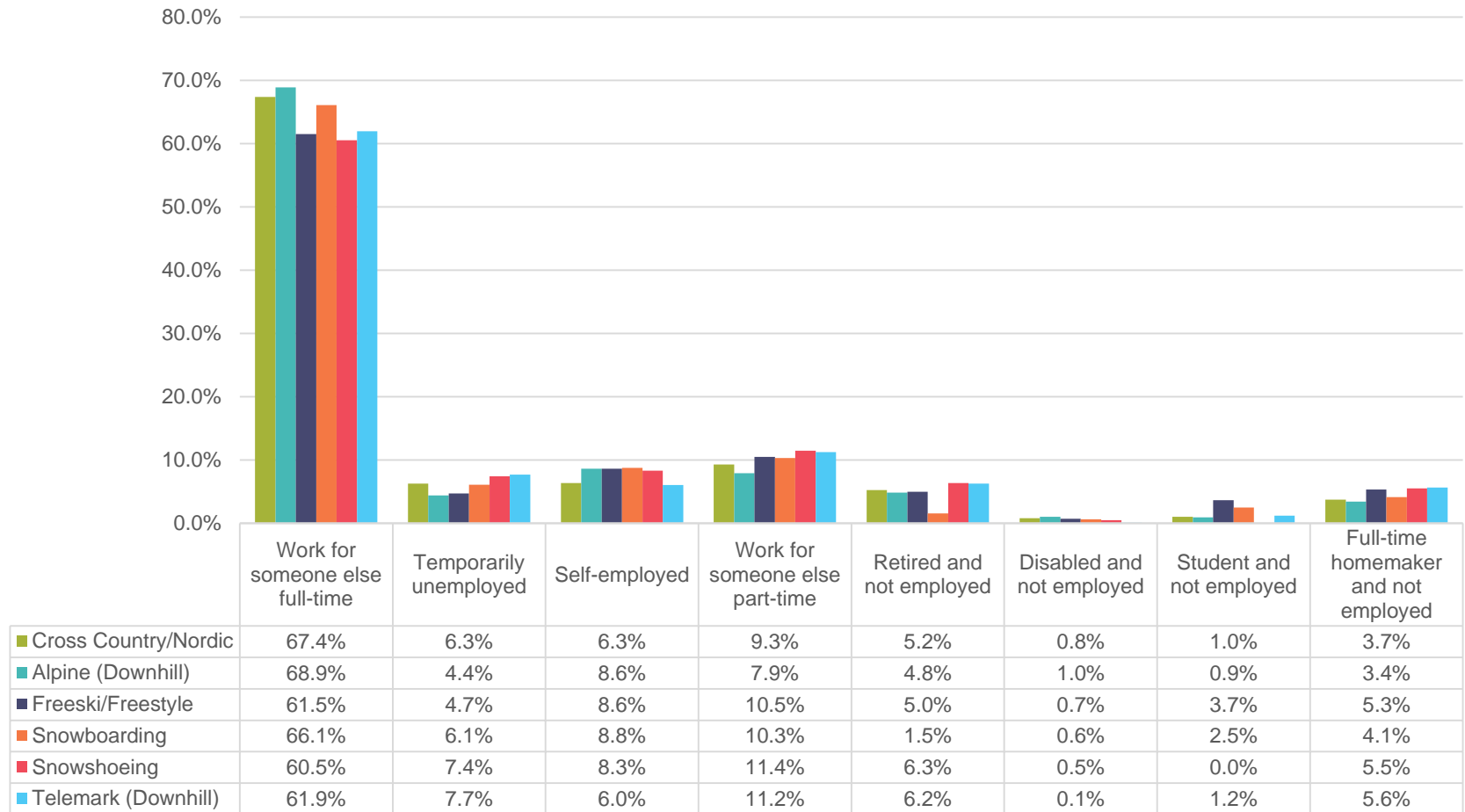


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EMPLOYMENT SITUATION

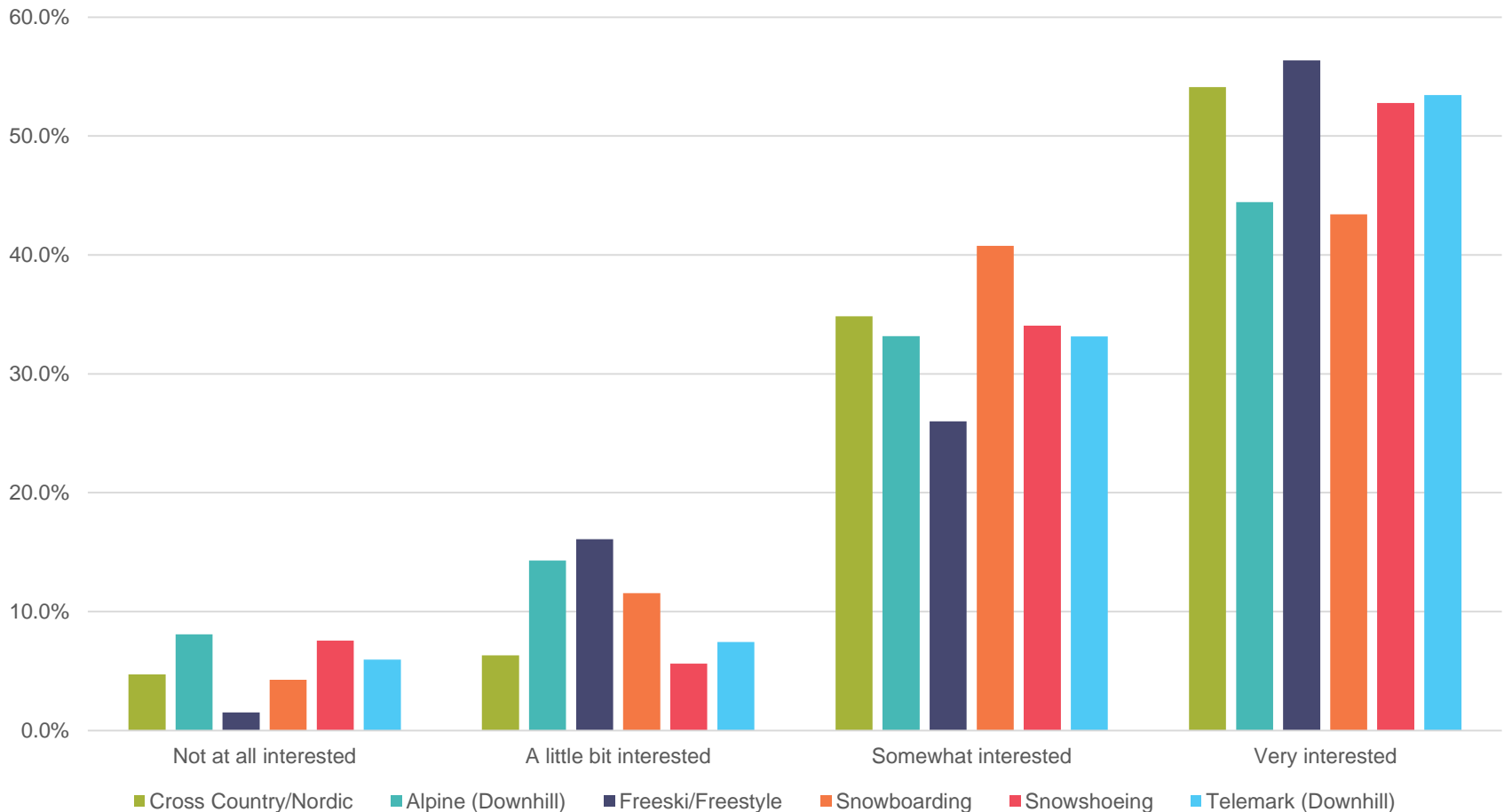
PARTICIPANTS >24 YEARS OLD



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LEVEL OF INTEREST IN WATCHING THE WINTER OLYMPICS

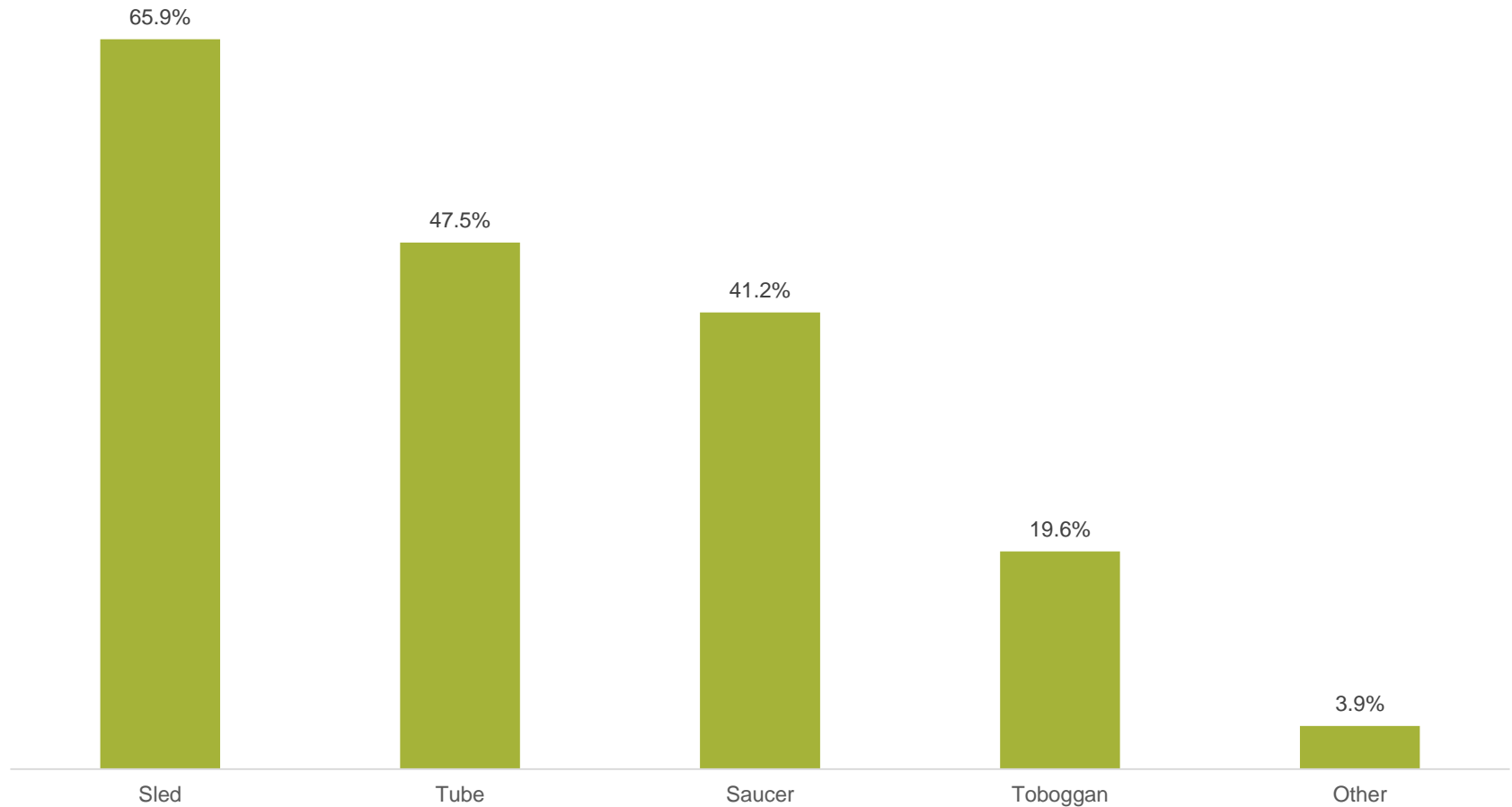


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WHAT EQUIPMENT DID YOU USE?

SLED/TUBE/SAUCER RIDES



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SIA:RESEARCH
SNOWSPORTS INDUSTRIES AMERICA

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KDAVIS@SNOWSPORTS.ORG

301-785-2490

Photo: Copper Mountain/Tripp Fay

