



Snowsports
Industries
America

PARTICIPATION STUDY 2021-2022



The SIA Participation Study 2021-2022 is a comprehensive look at participants in winter sports across the 2021-2022 season including: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, fat 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
- » Where participants come from and the frequency of their participation
- » Other winter sports and recreational activities that participants take part in demonstrating opportunities for growth/cross marketing
- » Important insights into the ongoing imperative for greater diversification of winter sports
- » Year-over-year participation trends

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The SIA Participation Study 2021-2022 is produced in collaboration with the Physical Activity Council (PAC), a partnership of eight major trade associations in US sports, fitness, and leisure activities. Surveys were carried out with a nationwide sample of individuals and households during the 2021-2022 season. The total panel is representative of the US population for people ages six and older. A full description of the research methodology is found at the end of this report.

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

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Winter 2021-22 could be considered the first post-pandemic season with many, if not all, health-related mandates lifted. As we entered into this new normal, many questions remained: Would the demographic shifts we saw during the pandemic reverse themselves? Would participants stick with new sports they may have tried for the first time during the pandemic? Would the growth of touring, in particular, continue? As this report shows, many of the broad trends observed during the pandemic have so far endured. The changes brought on by, or at least accelerated by, the pandemic have both positive and negative potential for the industry at large. Let's take a look.

Total snowsport participants in 2021-22 did not significantly differ from 2020-21.

The total number of unique snowsport participants (that is, individuals who participated in any activity for any number of days) was nearly unchanged compared to the previous year (approximately a 0.5% decrease, within the margin of error of the study).

However, this overall figure masks differences seen within individual sports.

Skiing, including alpine, freeski, and telemark (but not Nordic or touring), saw a 5% decrease in unique participants. Changes in ski participation weigh heavily on overall snowsport participation—since skiing makes up the largest share of overall participation, trends impacting skiing have a disproportionate impact on the overall trends in snowsports.

All other sports recorded an increase, some significant: Cross-country skiing increased more than 8%, snowshoeing more than 20%, and alpine touring by more than 90%. Snowboarding increased nearly 3% and snowboard touring nearly 5%.

We are seeing a decline in older participants, although so far this has been countered with growth among younger participants.

In 2020-21 we saw a decrease among snowsport participants aged 45 and older, and especially among those 65 and older. Overall participation was buoyed by growth in all age groups under 45. In 2021-22, a similar trend emerged, with growth in the under-45 segment and loss in the 45-and-over age groups.

In skiing we saw nearly all age bands decrease since 2021-22. In snowboarding, participation among those 45 and older was largely flat, and in cross-country and snowshoeing, we actually see increases in participation among those 45 and older (as well as other age groups). So, while some older skiers may be leaving snowsports completely, others may be transitioning to cross-country or snowshoeing.

More work needs to go into diversifying snowsports.

As the country as a whole has become more diverse, snowsport participation is seeing modest growth in participants of color.

For snowsports overall, we saw increases in the number of Black and Hispanic participants (approximately 4% and 2%, respectively, over last season). White, non-Hispanic and Asian/Pacific Islander participants decreased in number.

Snowboarding continues to be one of the most diverse snowsports, with the largest proportion of non-White participants. Similarly, snowboard touring, though it has fewer participants overall, is also among the most diverse snowsports.

Touring continues to grow.

Alpine and snowboard touring continue to grow, and this year hit record numbers. Not only were the number of participants up, but how often participants went increased as well.

This growth was largely seen across demographic segments—age, gender, race/ethnicity, income, and education.

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 %
SIA 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%
SIA 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%
SIA 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%
SIA 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%

AVERAGE DAYS

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

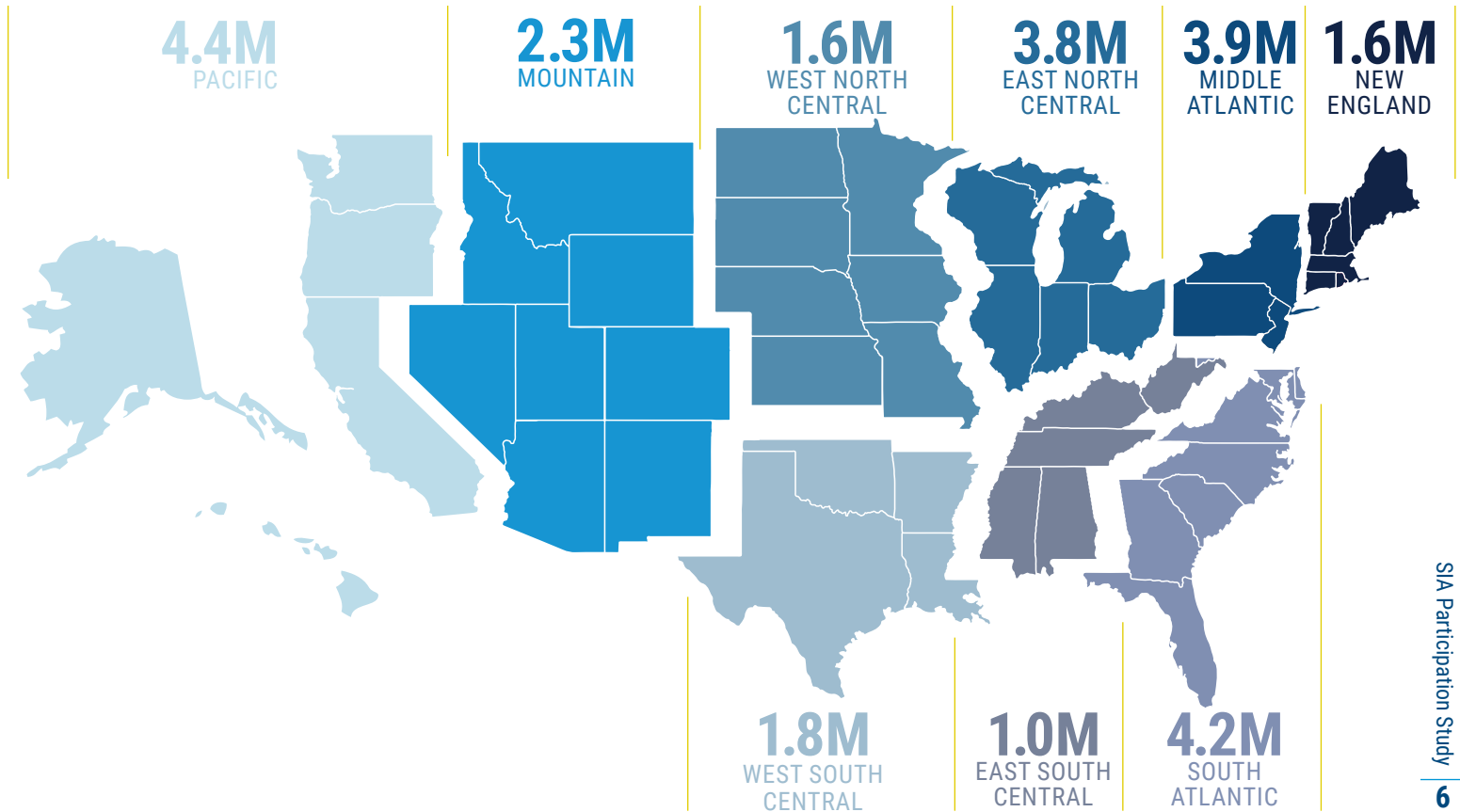




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WINTER SPORTS PARTICIPATION & DEMOGRAPHICS

PARTICIPANTS BY REGION OF RESIDENCE / TOTAL PARTICIPANTS 24.4M

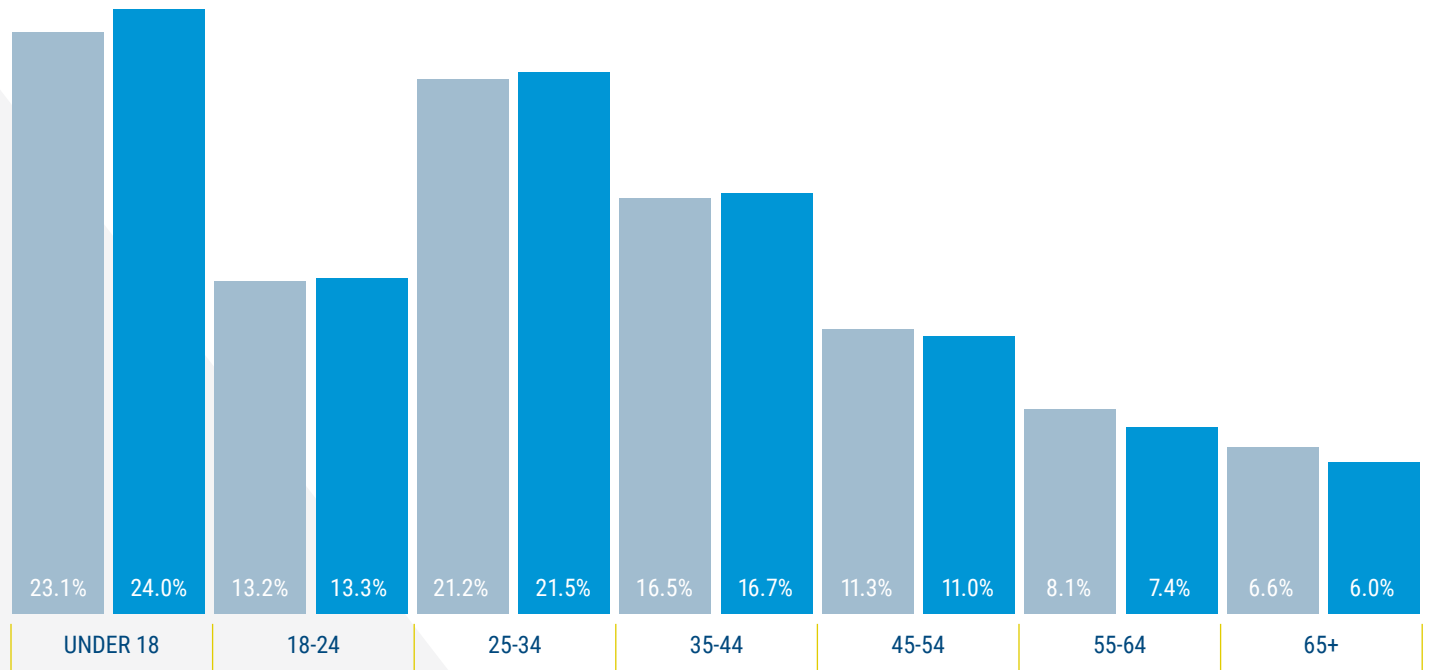


■ 2020-2021 ■ 2021-2022



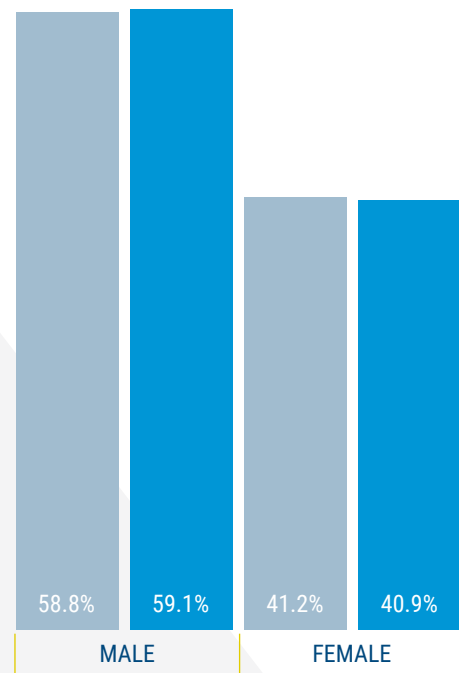
AGE OVERALL

■ 2020-2021 ■ 2021-2022



GENDER OVERALL

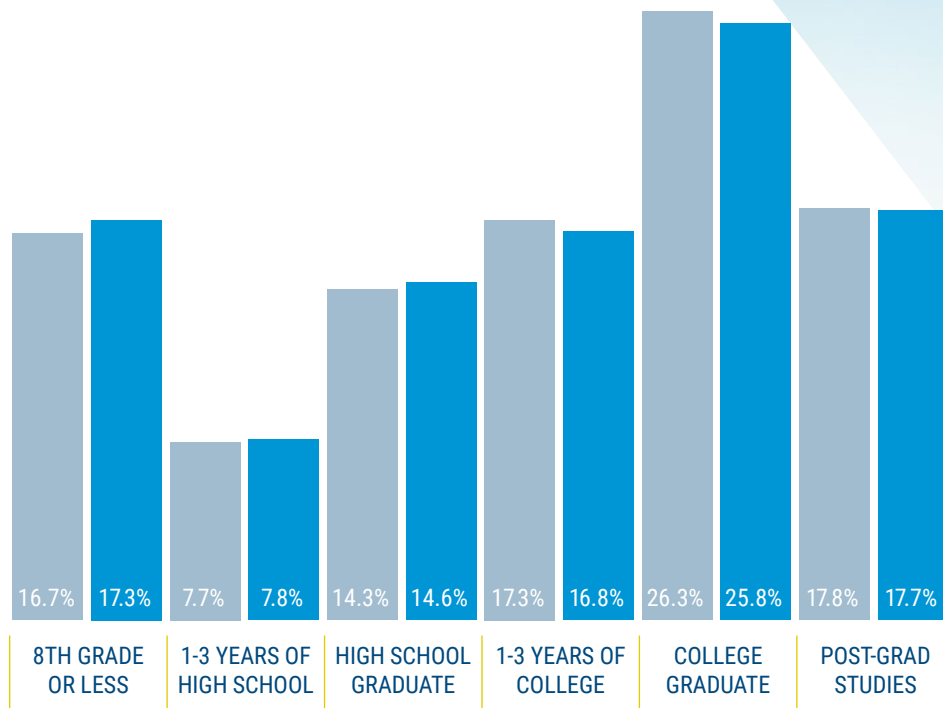
■ 2020-2021 ■ 2021-2022



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EDUCATION OVERALL

■ 2020-2021 ■ 2021-2022

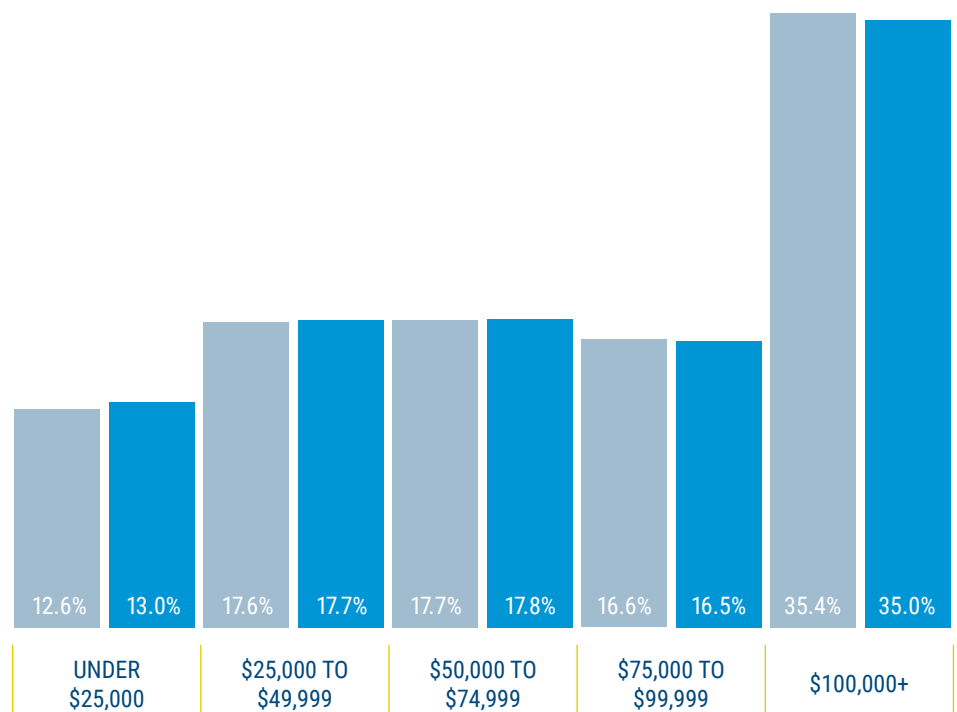


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SIA Participation Study | 8 | 2021-2022

INCOME OVERALL

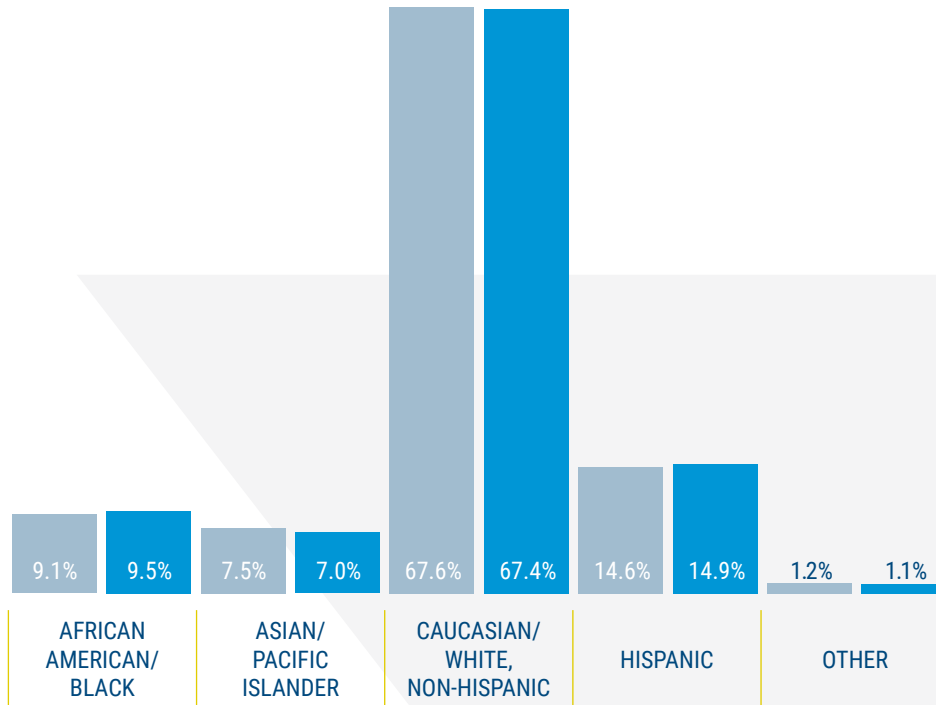
■ 2020-2021 ■ 2021-2022



RACE/ETHNICITY OVERALL

■ 2020-2021

■ 2021-2022



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SKI PARTICIPATION & DEMOGRAPHICS

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TOTAL PARTICIPANTS 12.9M

THREE KEY TAKEAWAYS IN 2021-2022

Alpine skiing includes downhill, free ski and telemark

01

The total number of skiers participating in 2021-22 (12.9M) was down from 2020-21 (13.6M), which itself was down from 2019-20 (14.3M).

This decrease in participation stands out from all other snowsports, which saw increases in 2021-22. The number of skiers “lost” in 2021-22 (7.8M) again outnumbered the amount of skiers who were new (3.3M) and the number who were returning after taking at least a year off from the sport (3.8M).

02

The demographics of skiers were largely unchanged compared to the prior season. Age, gender, race/ethnicity, education, and income in 2021-22 were very similar to that of 2020-21. Sixty-four percent of skiers identified as male; the most common age bands were under 18 (27% of skiers) and 25 to 34 (22% of skiers); and approximately half had a college education or higher (52%) and/or incomes of \$100k or higher (48%).

03

Skiing is one of the least diverse snowsports. Sixty-nine percent of skiers identify as White/Non-Hispanic, the largest share of any snowsport except sledding (79% White). Hispanics (14%) make up the next largest proportion of skiers, followed by Asian (9%) and Black (7%). These proportions have been consistent for several seasons.

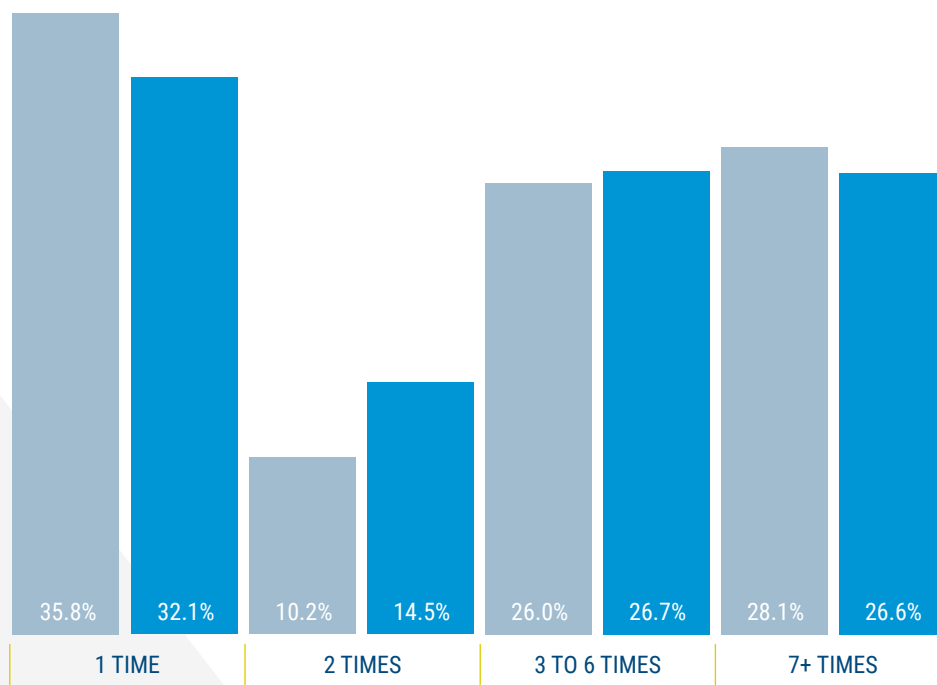
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FREQUENCY OVERALL

■ 2020-2021

■ 2021-2022



GAIN / LOSS



In 2020-21, there were 13.6M participants.
In 2021-22, 7.0M participants were new to the sport or returned after a break of a year or more and 7.8M took the season off.

The total for 2021-22 was 12.9M.
(13.6 + 7.0 - 7.8 = 12.9)

rounded figures shown

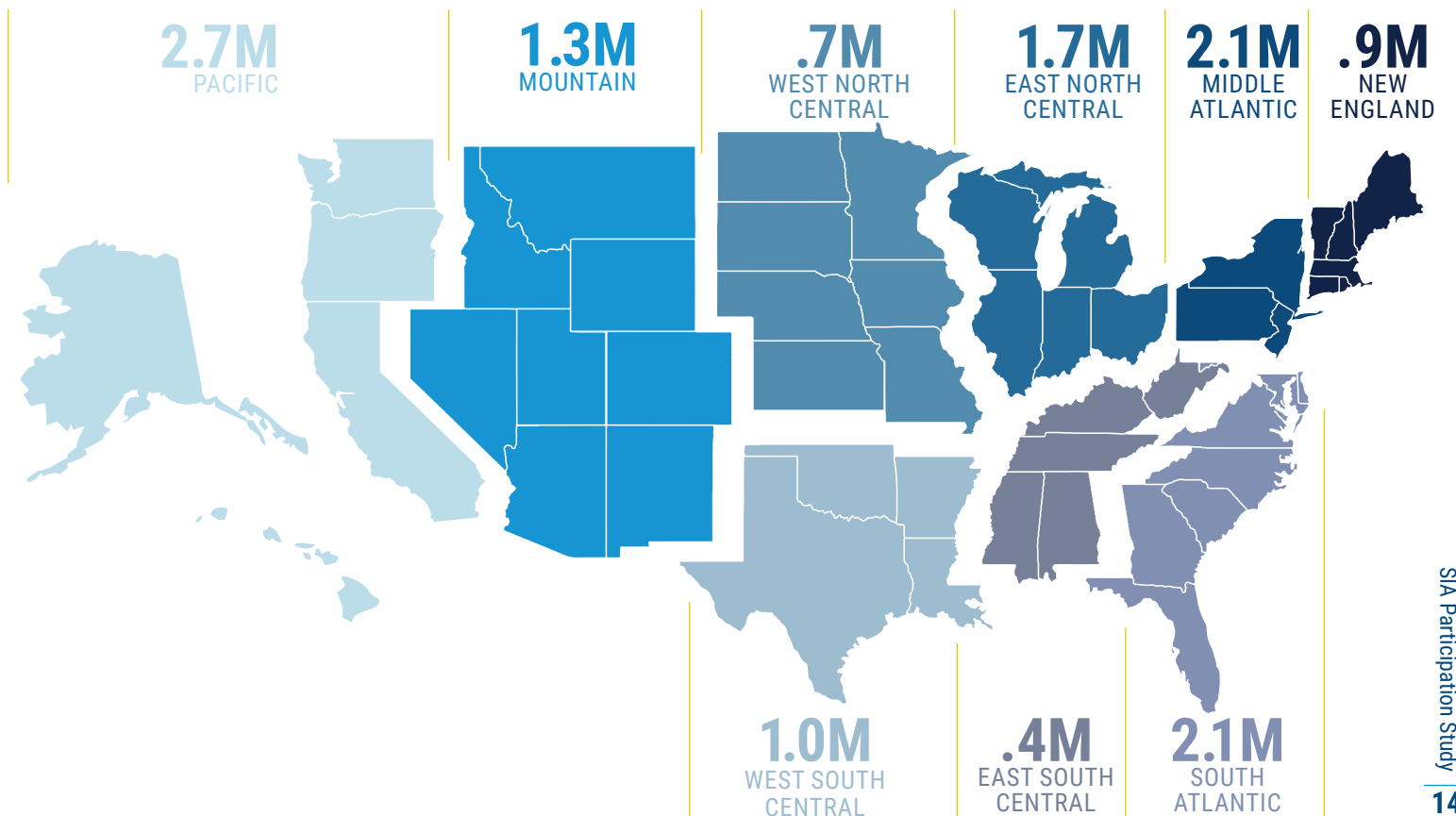


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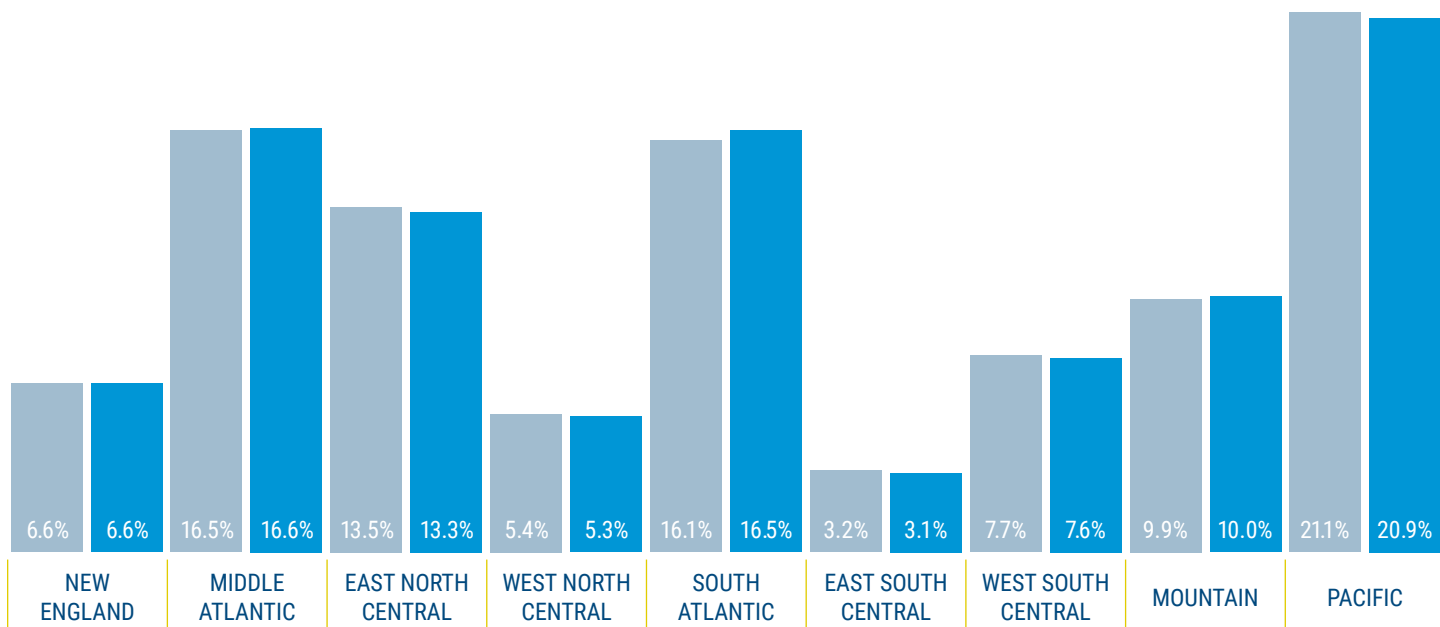
SKI GAIN / LOSS

All figures are in the thousands (000s)	NEW	RETURN* (after a break of a year or more)	LOST*
TOTAL 2020-2021	4,063	3,529	8,303
TOTAL 2021-2022	3,275	3,753	7,800
FOR 2021-22			
MALE	2,183	2,311	4,950
FEMALE	1,092	1,442	2,850
6 TO 12	527	506	1,075
13 TO 17	424	408	882
18 TO 24	580	578	1,288
25 TO 34	701	1,181	2,153
35 TO 44	497	562	1,175
45 TO 54	476	219	833
55 TO 64	37	223	287
65+	33	76	107
UNDER \$25,000	335	481	865
\$25,000 TO \$49,999	484	412	971
\$50,000 TO \$74,999	338	868	1,374
\$75,000 TO \$99,999	614	426	1,221
\$100,000+	1,505	1,566	3,368
NEW ENGLAND	178	241	465
MIDDLE ATLANTIC	548	650	1,309
EAST NORTH CENTRAL	350	419	893
WEST NORTH CENTRAL	288	174	517
SOUTH ATLANTIC	595	841	1,510
EAST SOUTH CENTRAL	119	108	266
WEST SOUTH CENTRAL	312	239	625
MOUNTAIN	206	356	617
PACIFIC	678	724	1,598

SKIING BY REGION OF RESIDENCE

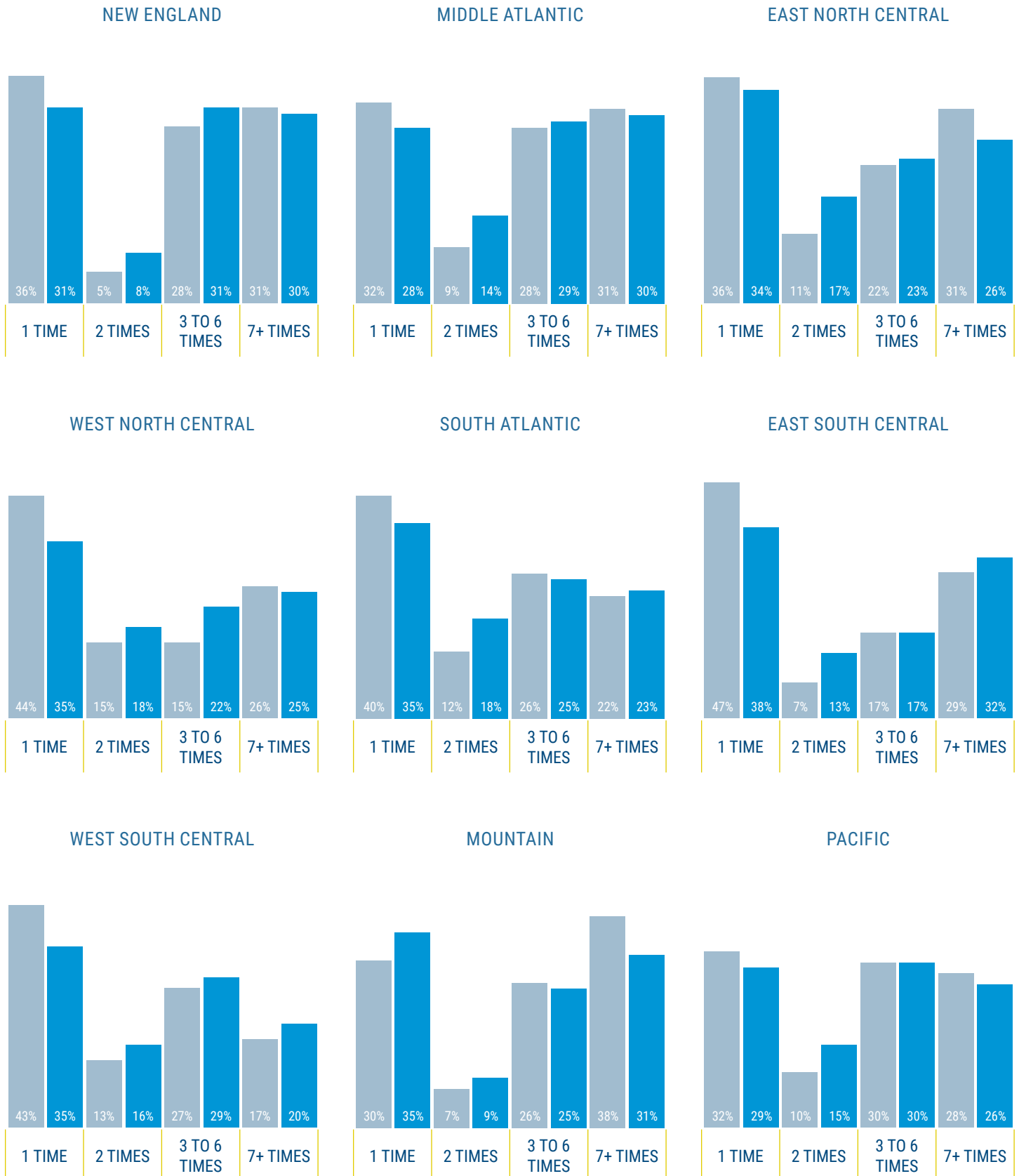


■ 2020-2021 ■ 2021-2022

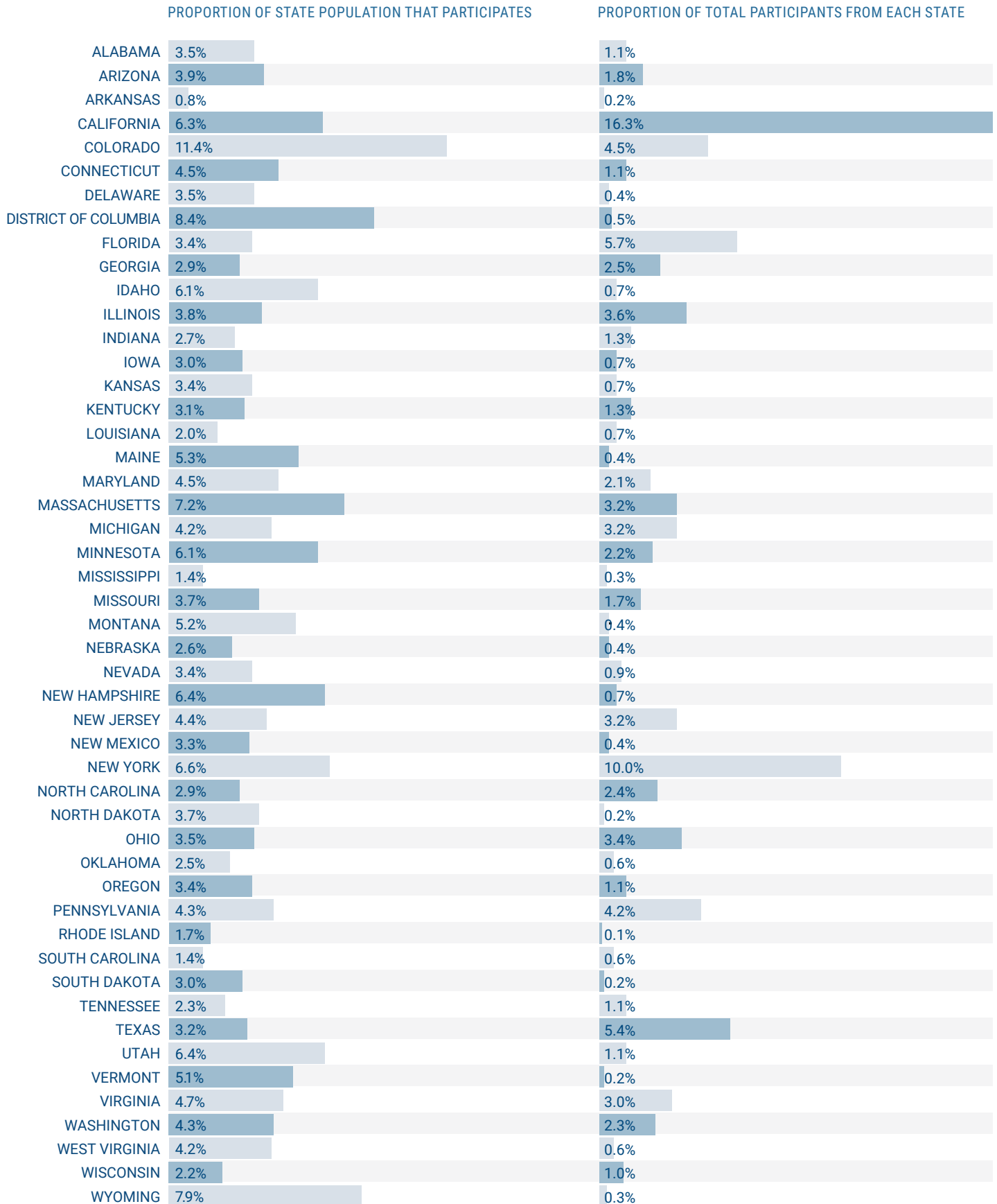


REGIONS BY FREQUENCY

■ 2020-2021 ■ 2021-2022



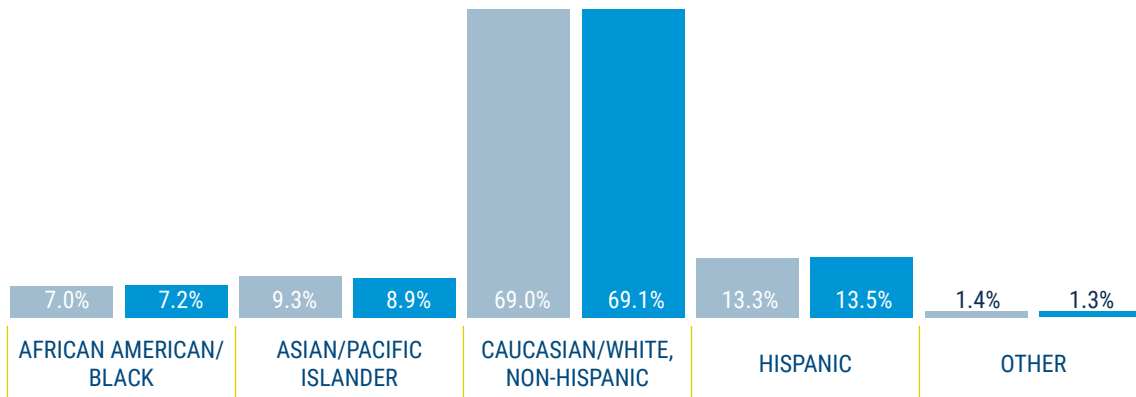
PARTICIPATION BY STATE



RACE / ETHNICITY OVERALL

■ 2020-2021

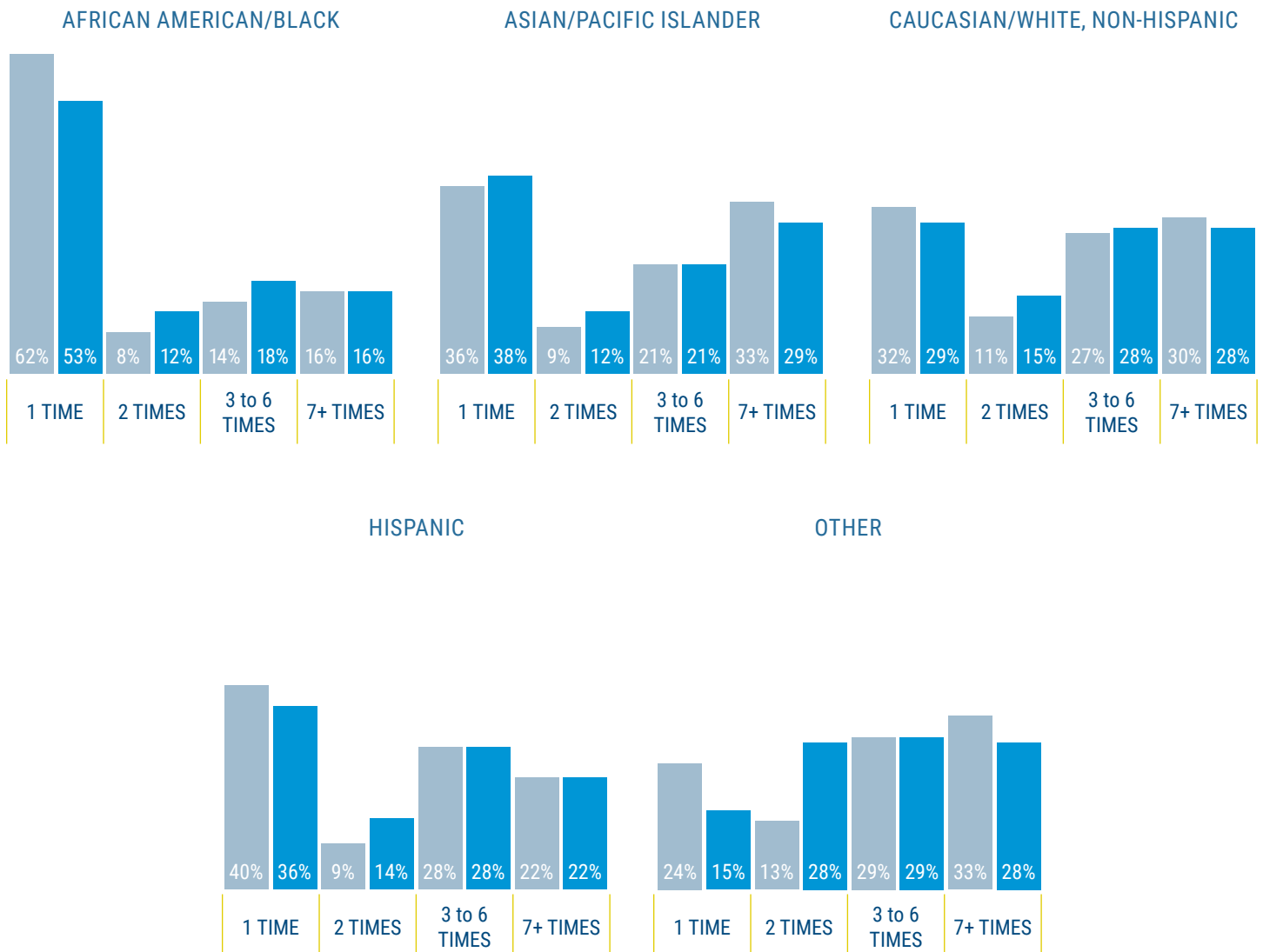
■ 2021-2022



RACE / ETHNICITY BY FREQUENCY

■ 2020-2021

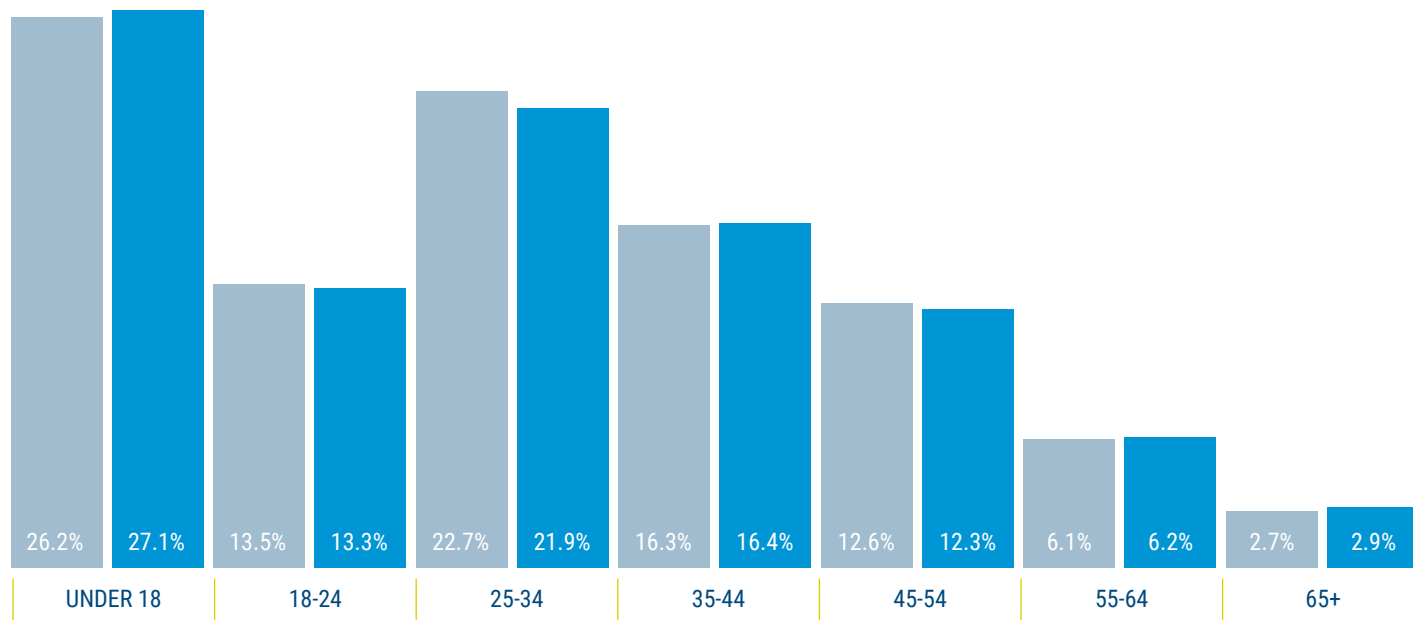
■ 2021-2022



AGE OVERALL

■ 2020-2021

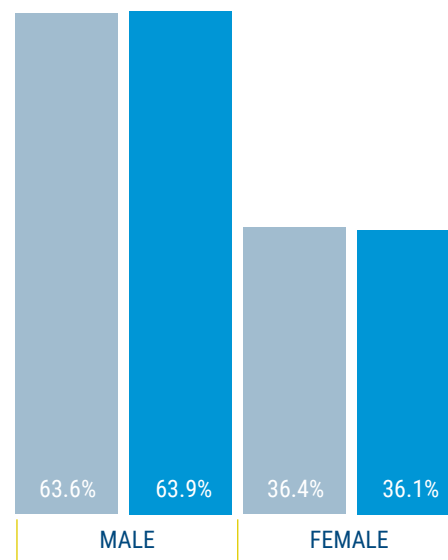
■ 2021-2022



GENDER OVERALL

■ 2020-2021

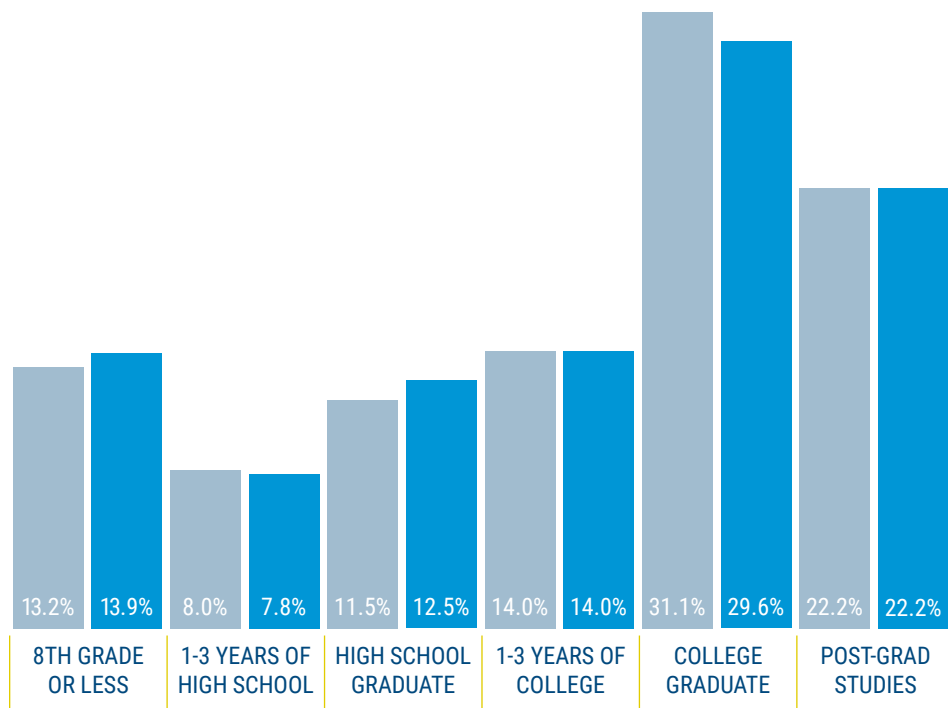
■ 2021-2022



EDUCATION OVERALL

■ 2020-2021

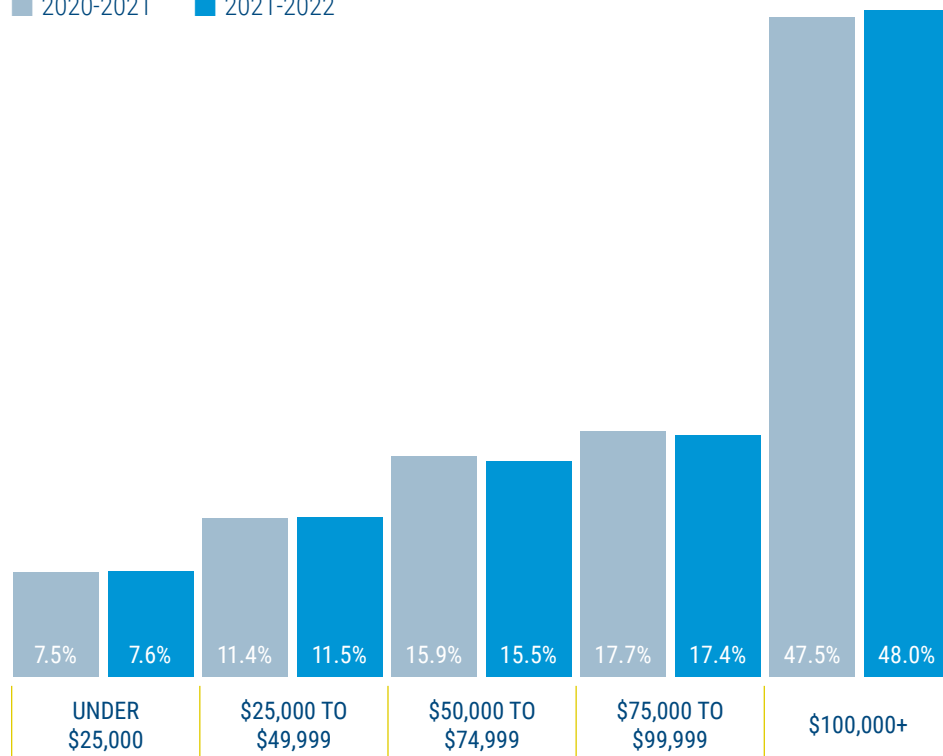
■ 2021-2022



INCOME OVERALL

■ 2020-2021

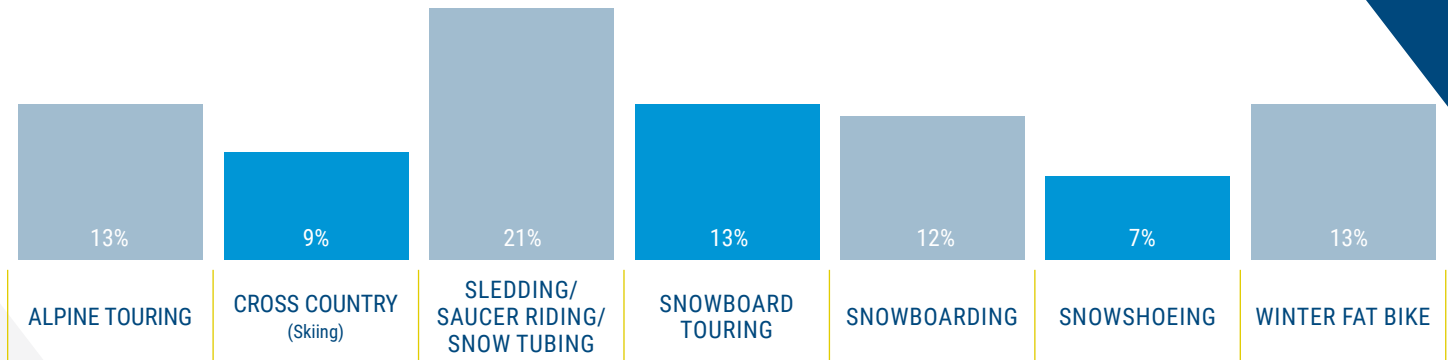
■ 2021-2022



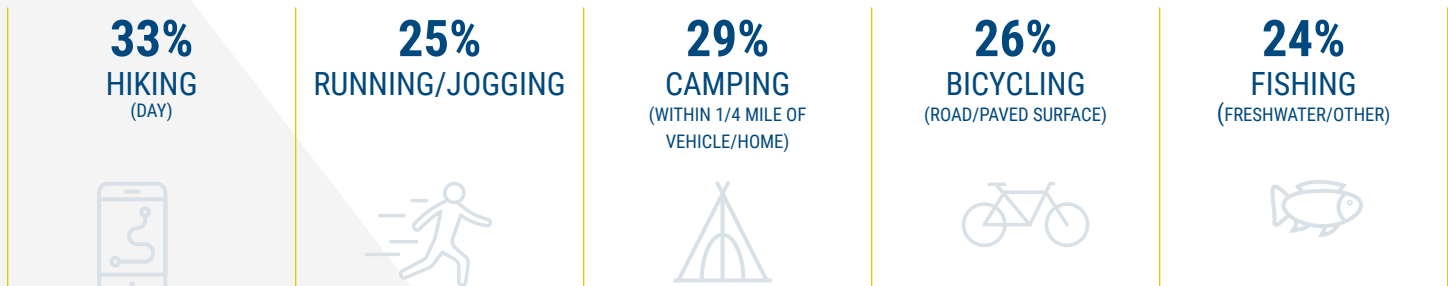
CROSSOVER ACTIVITIES

ACTIVITIES SKIERS ALSO PARTICIPATE IN BY PERCENTAGE

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS



BACKPACKING OVERNIGHT: 14%
MORE THAN 1/4 MILE FROM VEHICLE/HOME

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

BOARDSAILING/WINDSURFING: 7%

CANOEING: 12%

CLIMBING: 6%
(INDOOR)

CLIMBING: 5%
(SPORT/BOULDER)

CLIMBING: 7%
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 11%
(FLY)

FISHING: 14%
(SALTWATER)

GOLF: 22%
ON A 9 OR 18-HOLE GOLF COURSE

KAYAKING: 14%
(RECREATIONAL)

KAYAKING: 8%
(SEA/TOURING)

KAYAKING: 9%
(WHITE WATER)

ROLLER SKATING: 9%
(INLINE WHEELS)

SAILING: 8%

SKATEBOARDING: 10%

STAND UP PADDLING: 9%

SURFING: 7%

TRAIL RUNNING: 16%

WAKEBOARDING: 5%

WATER SKIING: 8%



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SNOWBOARD PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 8.2M

THREE KEY TAKEAWAYS IN 2021-2022

01

The total number of snowboarders continues to slowly, yet consistently, climb. In 2021-22, there were 8.1M snowboarders. This compares to 8.0M in 2020-21 and 7.9M in 2019-20. Nearly equal numbers of new (2.3M) and returning (2.4M) snowboarders contributed to this growth. All age groups saw increases in participation, except those 65 and older, where there was no significant change.

02

Snowboarding is one of the most diverse snowsports. Sixty-two percent of snowboarders identify as White/non-Hispanic, one of the lowest proportions among any snowsport. Other, smaller sports (i.e., touring, fat biking) also had higher proportions of non-White participation.

03

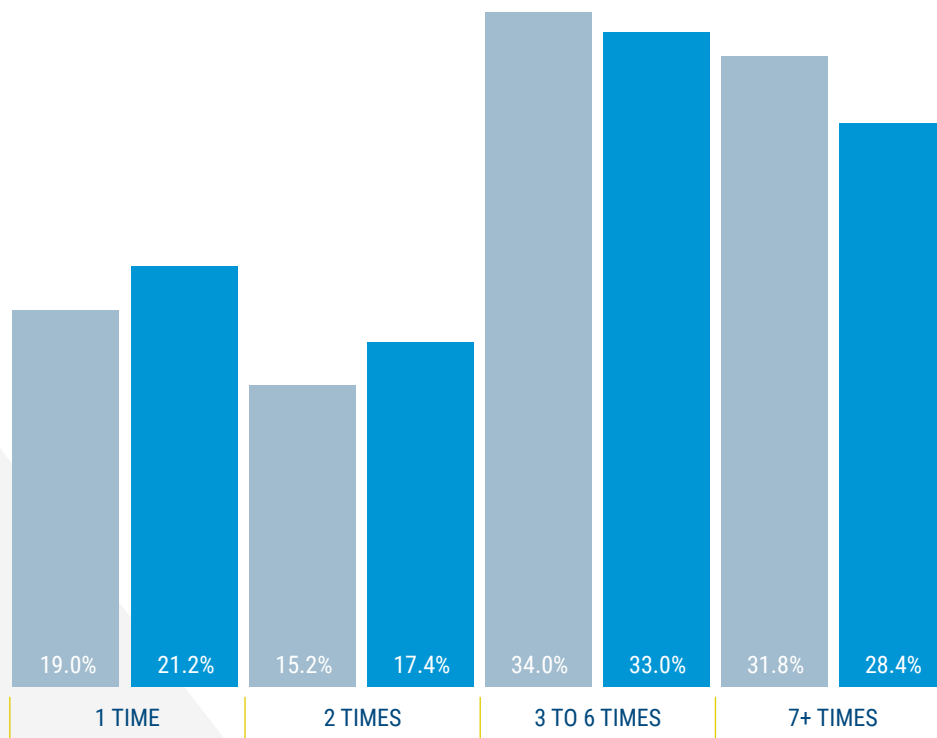
The demographics of snowboarders, like that of skiers, were largely unchanged compared to the prior season. Age, gender, race/ethnicity, education, and income in 2021-22 were very similar to that of 2020-21. Sixty-eight percent of skiers identified as male, and the most common age bands were under 18 (34% of snowboarders) and 25 to 34 (28% of snowboarders). Approximately 1% of snowboarders are 55 and older, while approximately 9% of skiers are 55 and older.



FREQUENCY OVERALL

■ 2020-2021

■ 2021-2022



GAIN / LOSS



In 2020-21, there were 8.0M participants.
In 2021-22, 4.7M participants were new to the sport or returned after a break of a year or more and 4.4M took the season off.

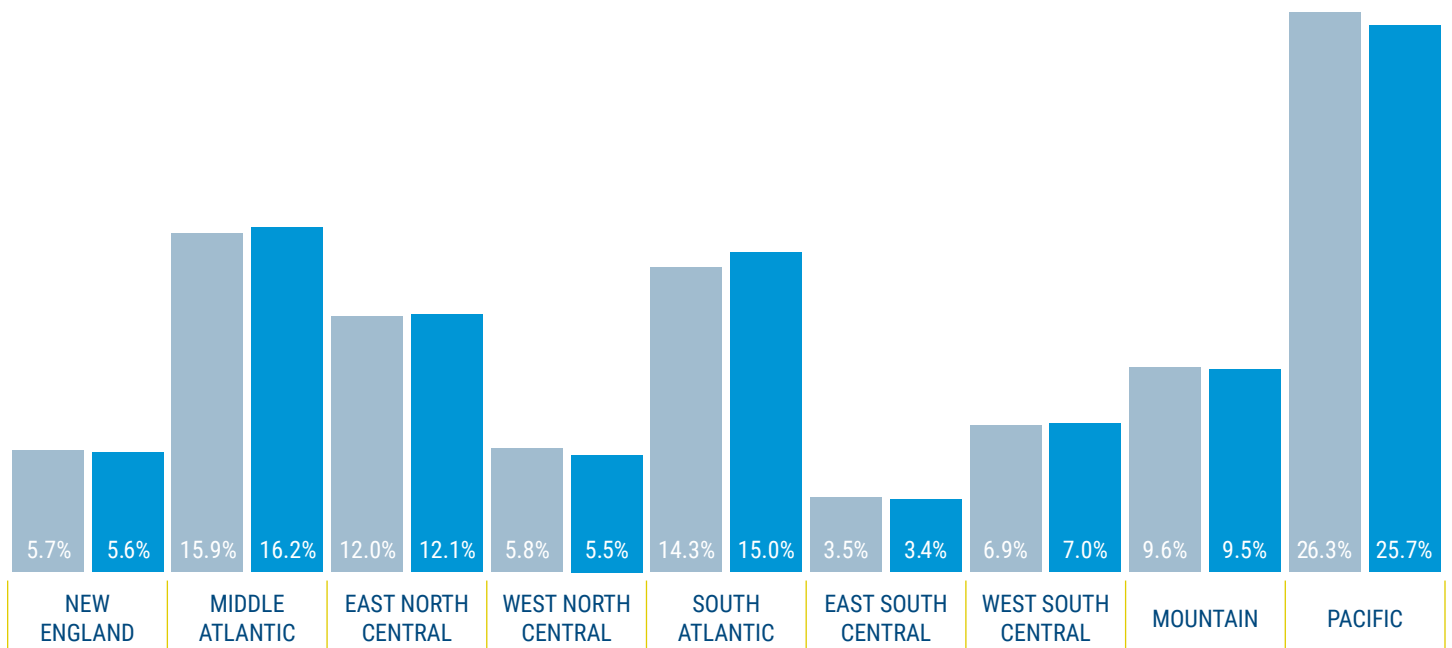
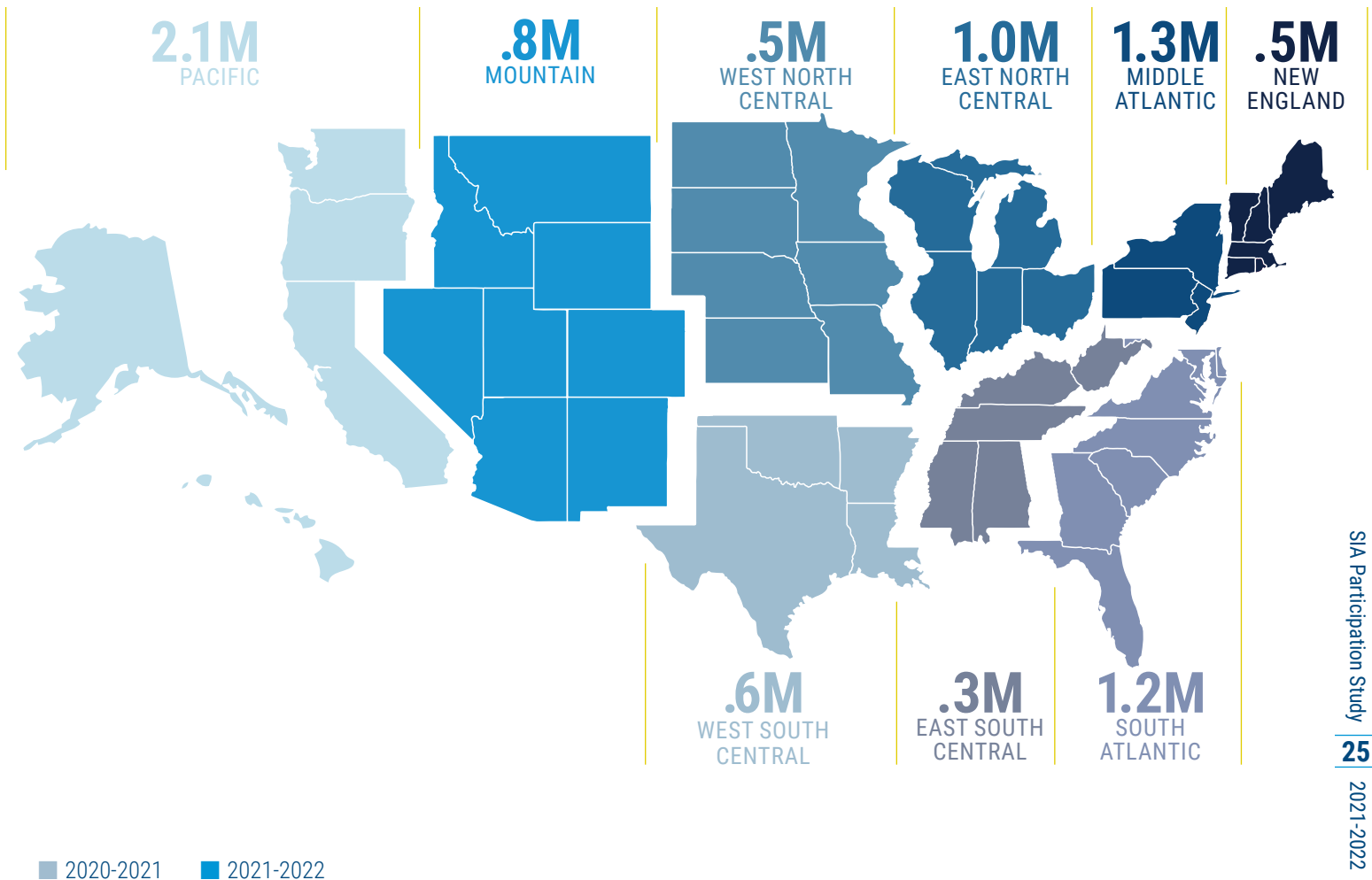
The total for 2021-22 was 8.2M.
(8.0 + 4.7 - 4.4 = 8.2)

rounded figures shown

SNOWBOARD GAIN / LOSS

All figures are in the thousands (000s)	NEW	RETURN* (after a break of a year or more)	LOST*
TOTAL 2020-2021	3,097	2,028	5,049
TOTAL 2021-2022	2,302	2,356	4,368
FOR 2021-22			
MALE	1,578	1,594	3,012
FEMALE	725	762	1,447
6 TO 12	567	346	845
13 TO 17	377	339	702
18 TO 24	402	469	843
25 TO 34	515	770	1,237
35 TO 44	304	287	565
45 TO 54	105	118	212
55 TO 64	28	27	49
65+	4	1	5
UNDER \$25,000	314	334	589
\$25,000 TO \$49,999	308	342	601
\$50,000 TO \$74,999	150	150	210
\$75,000 TO \$99,999	420	348	764
\$100,000+	941	969	1,859
NEW ENGLAND	108	142	249
MIDDLE ATLANTIC	429	336	707
EAST NORTH CENTRAL	261	315	546
WEST NORTH CENTRAL	157	127	291
SOUTH ATLANTIC	386	419	719
EAST SOUTH CENTRAL	97	76	173
WEST SOUTH CENTRAL	215	202	396
MOUNTAIN	186	259	432
PACIFIC	464	479	945

SNOWBOARDING BY REGION OF RESIDENCE

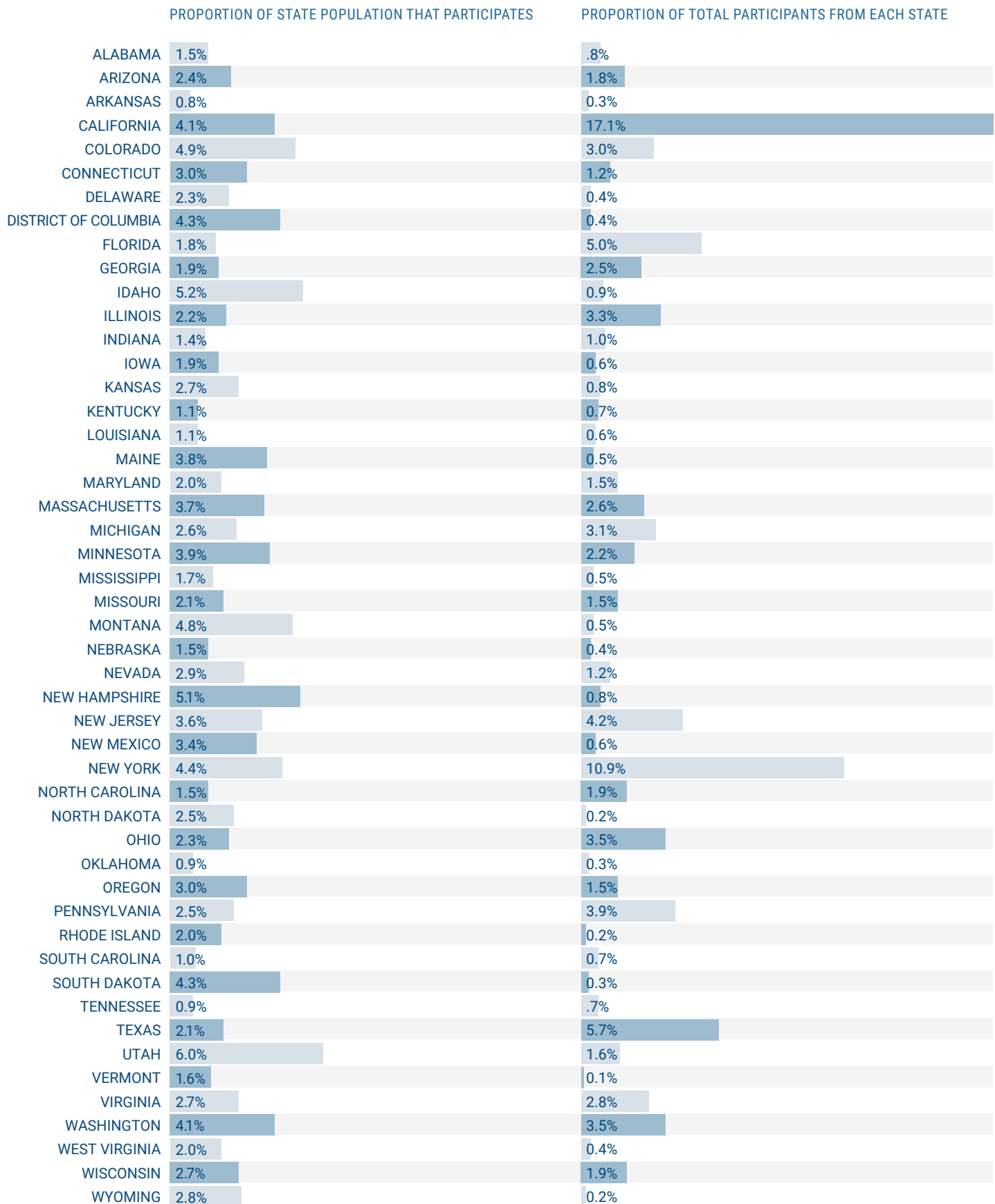


REGIONS BY FREQUENCY

■ 2020-2021 ■ 2021-2022

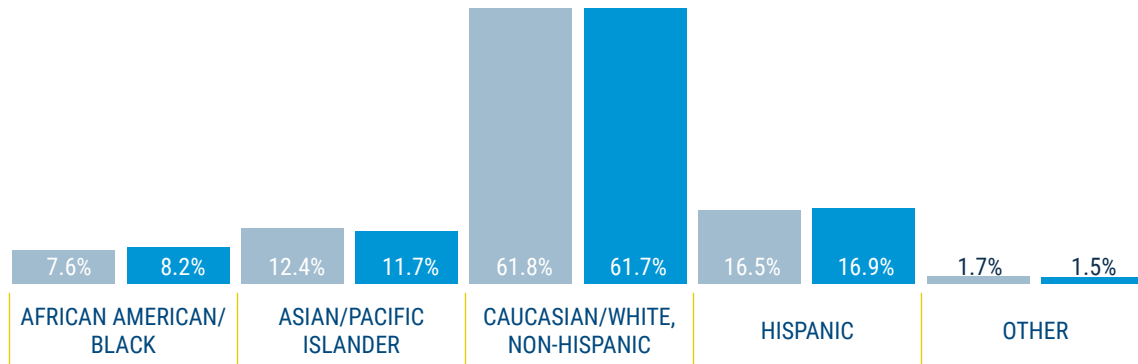


PARTICIPATION BY STATE



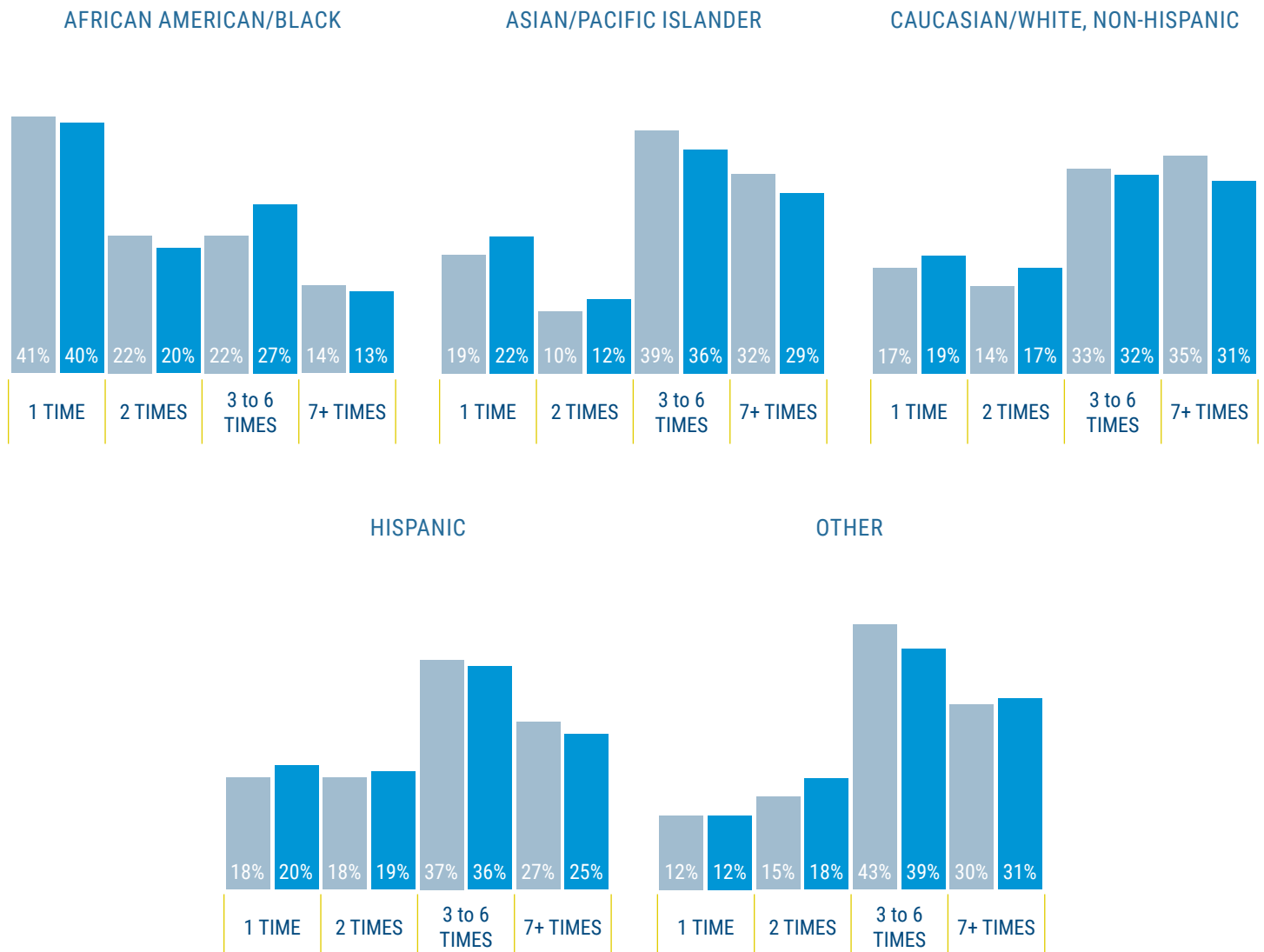
RACE / ETHNICITY OVERALL

■ 2020-2021 ■ 2021-2022



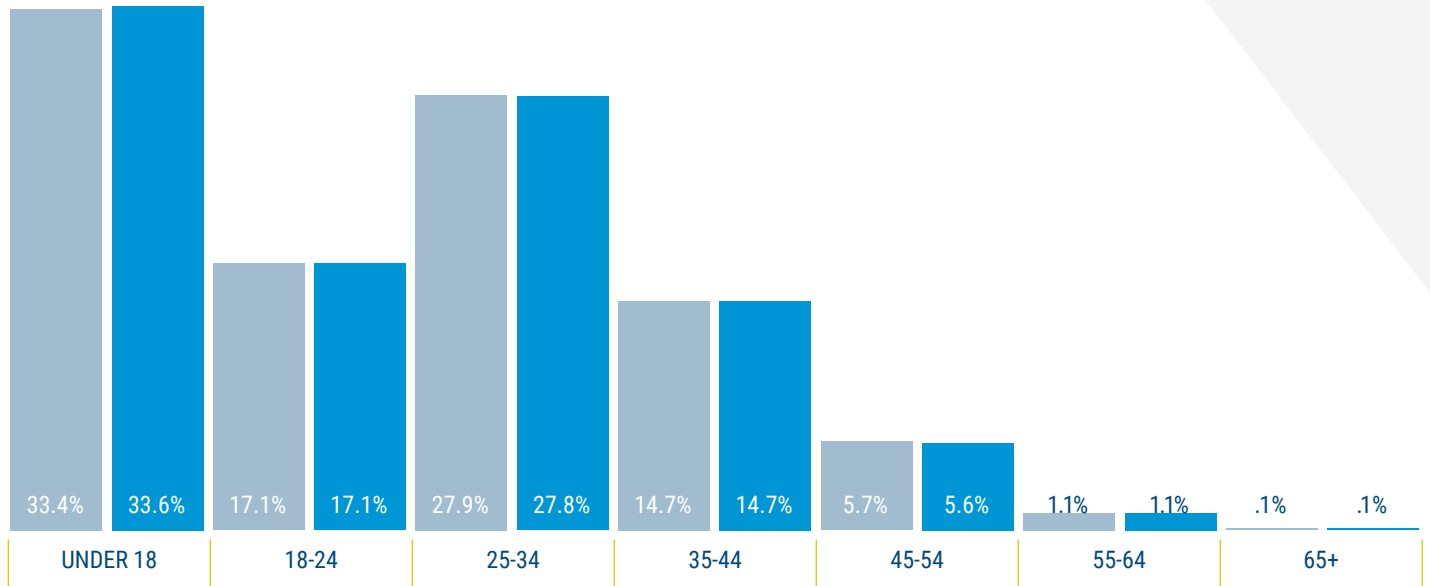
RACE / ETHNICITY BY FREQUENCY

■ 2020-2021 ■ 2021-2022



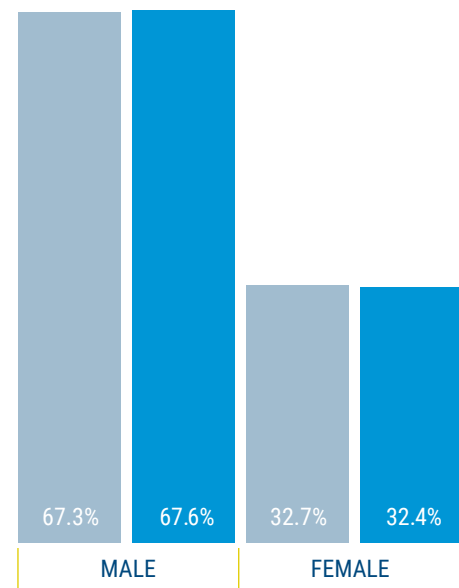
AGE OVERALL

■ 2020-2021 ■ 2021-2022

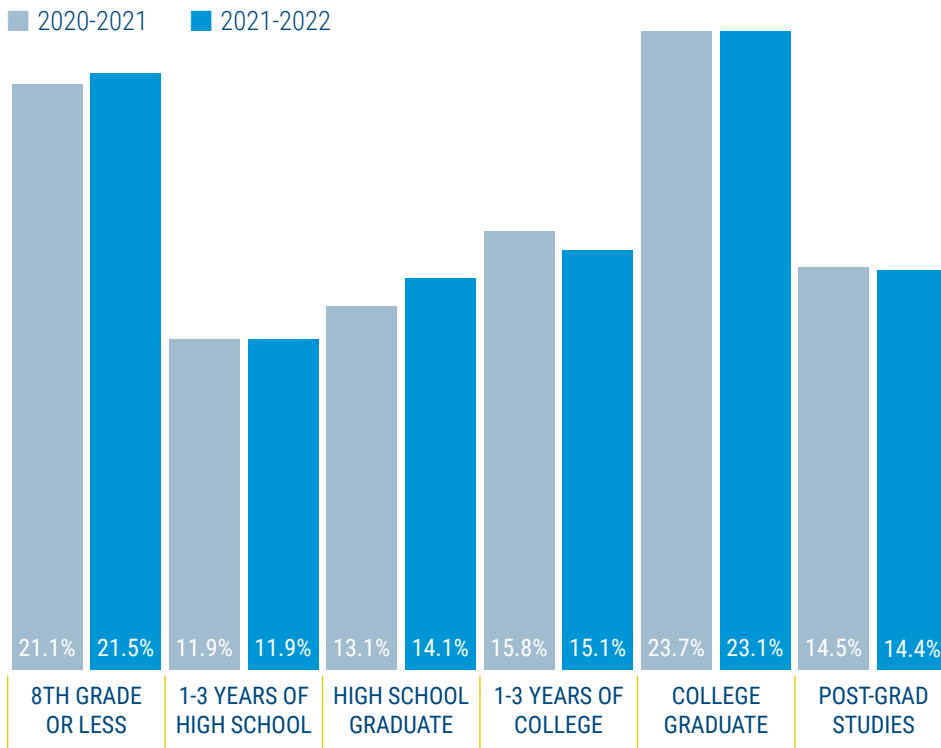


GENDER OVERALL

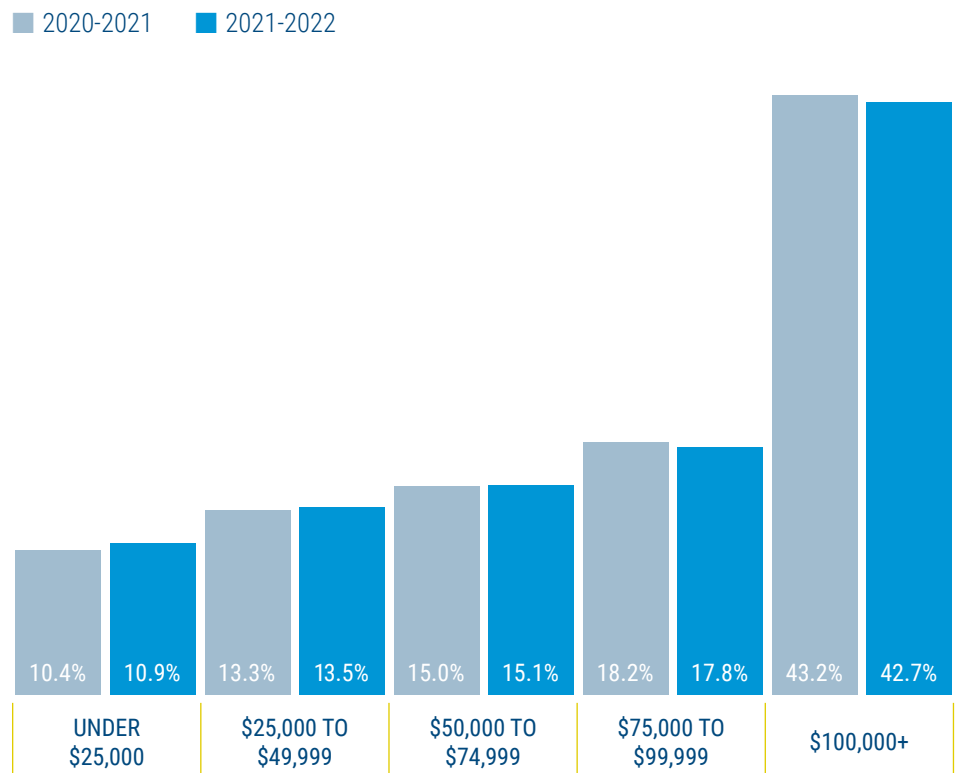
■ 2020-2021 ■ 2021-2022



EDUCATION OVERALL



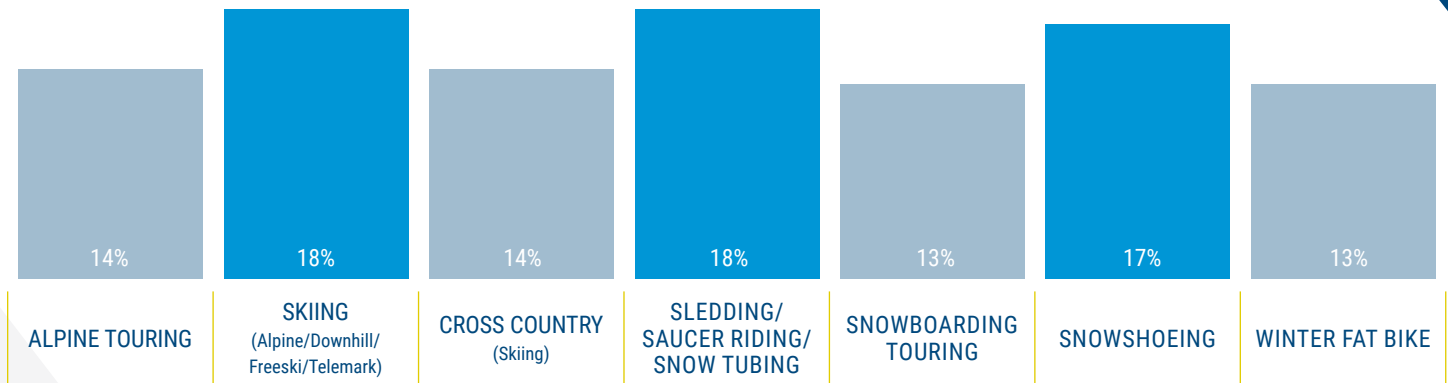
INCOME OVERALL



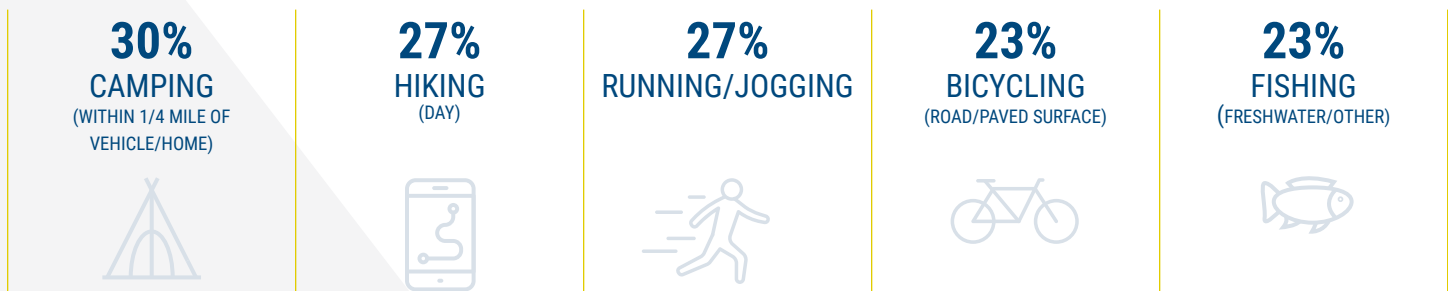
CROSSOVER ACTIVITIES

ACTIVITIES SNOWBOARDERS ALSO PARTICIPATE IN BY PERCENTAGE

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS



BACKPACKING OVERNIGHT: 12%
MORE THAN 1/4 MILE FROM VEHICLE/HOME

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

BOARDSAILING/WINDSURFING: 6%

CANOEING: 10%

CLIMBING: 8%
(INDOOR)

CLIMBING: 5%
(SPORT/BOULDER)

CLIMBING: 8%
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 10%
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FISHING: 14%
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ON A 9 OR 18-HOLE GOLF COURSE

KAYAKING: 11%
(RECREATIONAL)

KAYAKING: 7%
(SEA/TOURING)

KAYAKING: 9%
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ROLLER SKATING: 9%
(INLINE WHEELS)

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SKATEBOARDING: 17%

STAND UP PADDLING: 6%

SURFING: 11%

TRAIL RUNNING: 18%

WAKEBOARDING: 7%

WATER SKIING: 7%



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CROSS-COUNTRY SKIING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 4.9M

THREE KEY TAKEAWAYS IN 2021-2022

01

The number of cross-country skiers rebounded in 2021-22, exceeding the number from the last two seasons. There were 4.9M participants in 2021-22, up from 4.5M in 2020-21 and 4.8M in 2019-20. There were 1.6M new participants in 2021-22, compared to 1.4M new participants in 2020-21. There were also fewer participants lost in 2021-22 (2.1M) compared to 2020-21 (2.6M). Growth was consistently seen across age groups, with the approximate proportion of participants falling into each age group remaining roughly the same.

02

Cross-country participants have one of the smallest proportions of younger participants (under 25) and one of the largest proportions of older participants (55 and older). Thirty-four percent of cross-country participants are under 25, the smallest share of any snow sport except touring. A larger proportion of cross-country participants is 55 and older (11%), higher than any other snowsport except snowshoeing (15%).

03

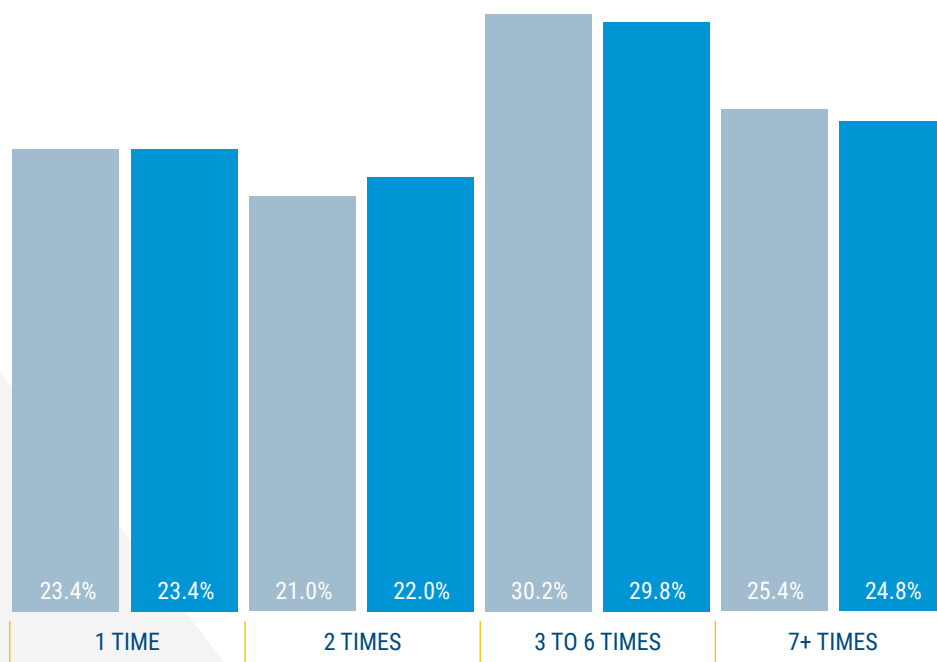
Demographics of cross-country ski participants were largely unchanged since the previous season, though we do see a slight increase in the proportion of younger participants. The proportion of all cross-country participants under the age 18 has been steadily increasing, from 20% in 2019-20 to 21% in 2020-21, to 22% in 2021-22. A similar trend can be seen with those age 18-24. Relatedly, the proportion of participants with less education has also increased.



FREQUENCY OVERALL

■ 2020-2021

■ 2021-2022



GAIN / LOSS



In 2020-21, there were 4.5M participants.
In 2021-22, 2.5M participants were new to the sport or returned after a break of a year or more and 2.1M took the season off.

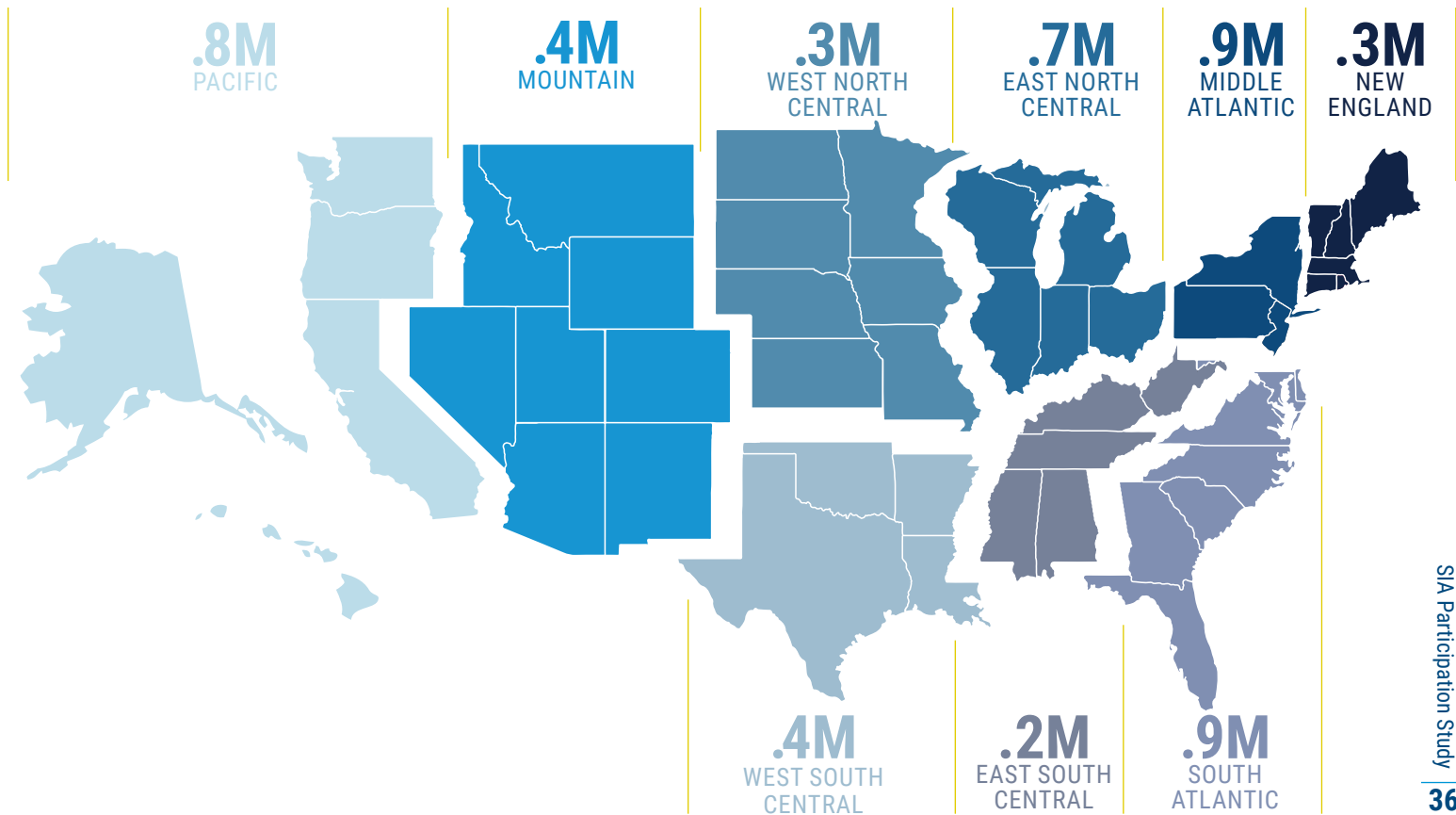
The total for 2021-22 was 4.9M.
(4.5 + 2.5 - 2.1 = 4.9)

rounded figures shown

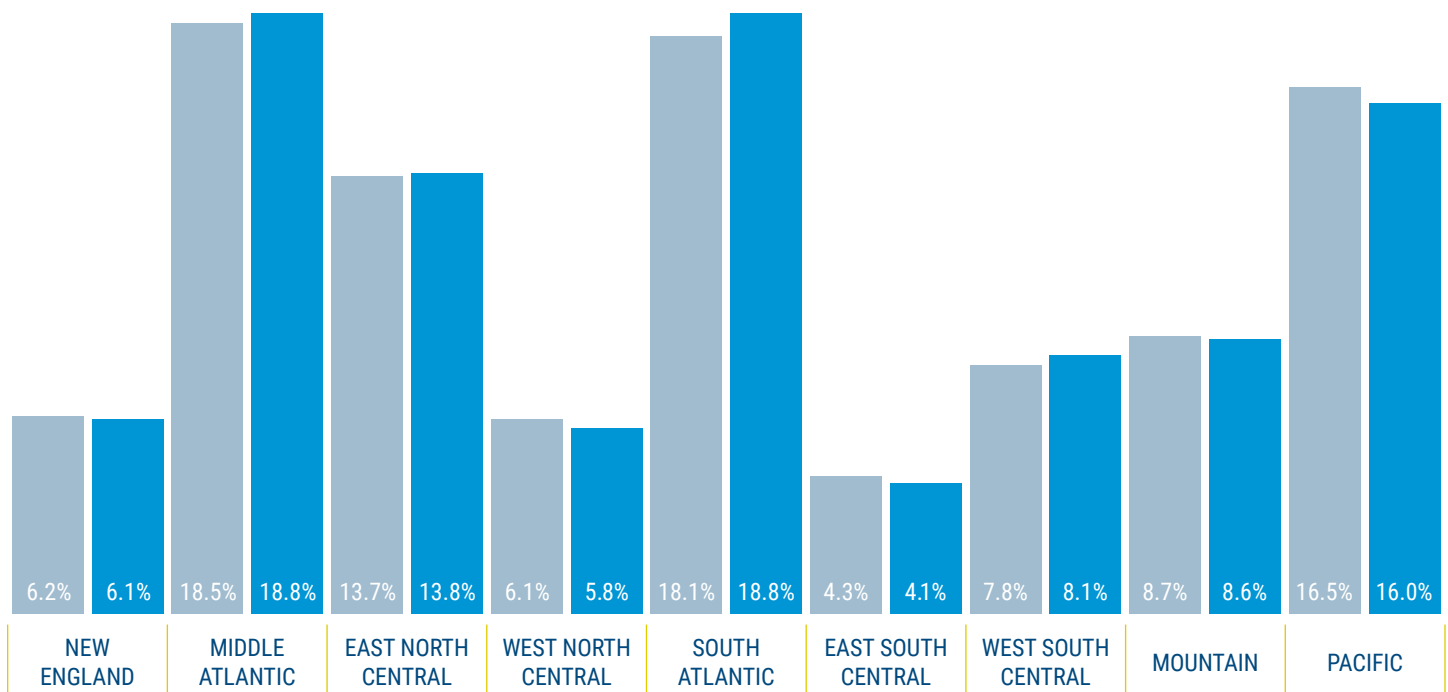
CROSS-COUNTRY GAIN / LOSS

All figures are in the thousands (000s)	NEW	RETURN* (after a break of a year or more)	LOST*
TOTAL 2020-2021	1,371	935	2,604
TOTAL 2021-2022	1,574	877	2,070
FOR 2021-22			
MALE	1,082	499	1,308
FEMALE	491	378	762
6 TO 12	256	102	270
13 TO 17	149	87	184
18 TO 24	245	106	294
25 TO 34	552	286	745
35 TO 44	253	146	359
45 TO 54	91	69	136
55 TO 64	13	47	54
65+	15	34	29
UNDER \$25,000	108	109	156
\$25,000 TO \$49,999	228	118	313
\$50,000 TO \$74,999	258	117	346
\$75,000 TO \$99,999	285	196	402
\$100,000+	694	337	853
NEW ENGLAND	41	84	109
MIDDLE ATLANTIC	365	166	447
EAST NORTH CENTRAL	158	80	183
WEST NORTH CENTRAL	70	44	104
SOUTH ATLANTIC	346	200	443
EAST SOUTH CENTRAL	132	13	140
WEST SOUTH CENTRAL	171	86	212
MOUNTAIN	70	81	125
PACIFIC	222	124	307

CROSS-COUNTRY BY REGION OF RESIDENCE

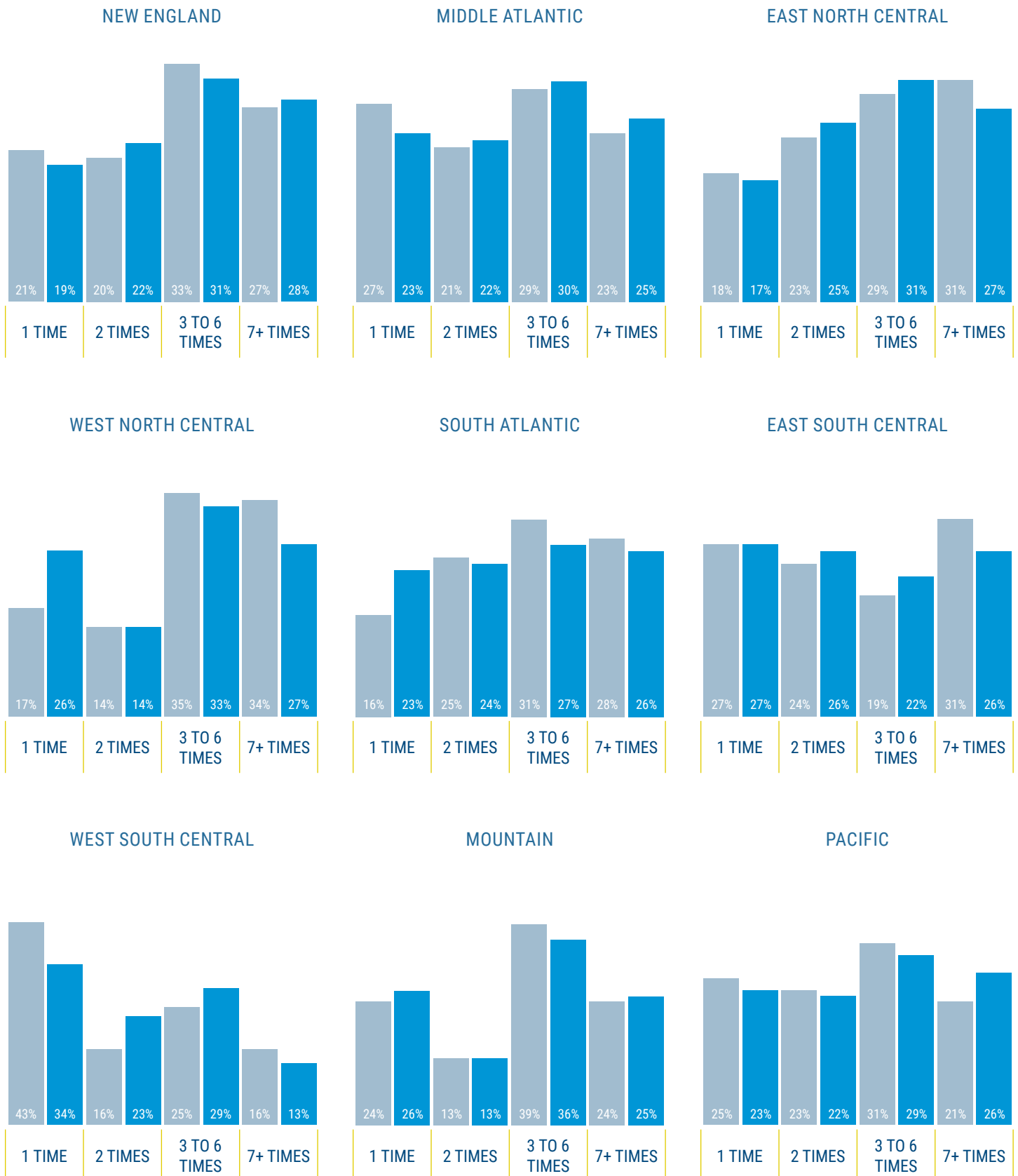


2020-2021 2021-2022



REGIONS BY FREQUENCY

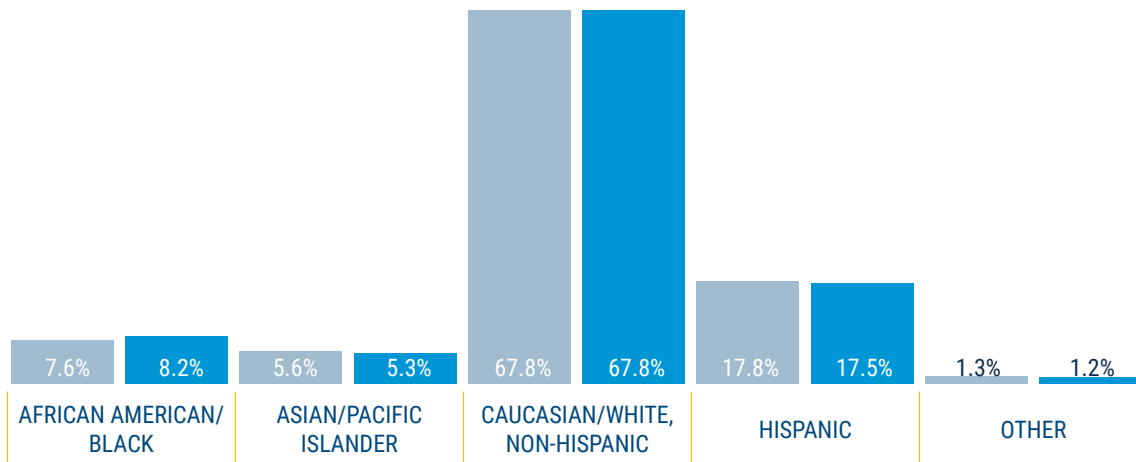
■ 2020-2021 ■ 2021-2022



RACE / ETHNICITY OVERALL

■ 2020-2021

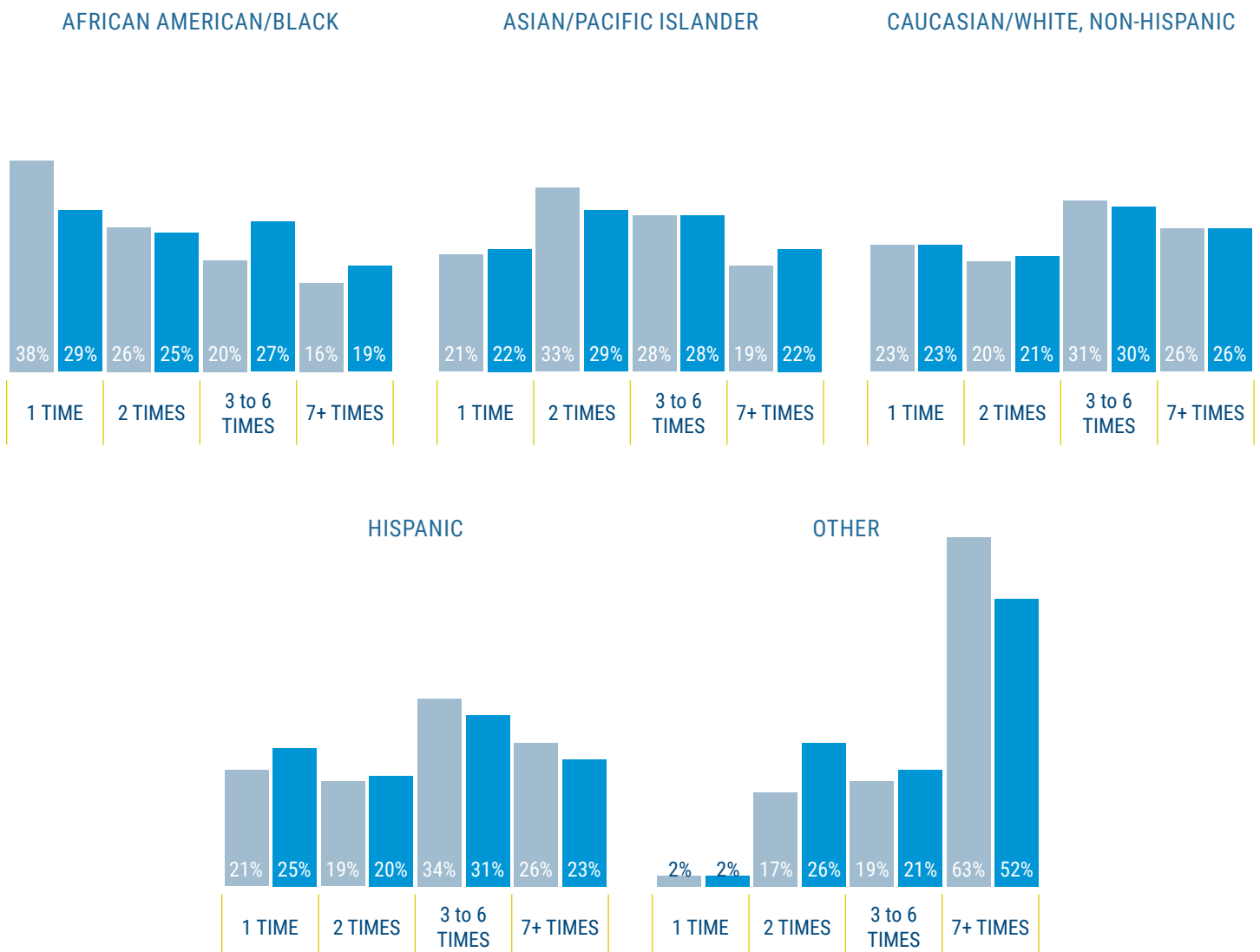
■ 2021-2022



RACE / ETHNICITY BY FREQUENCY

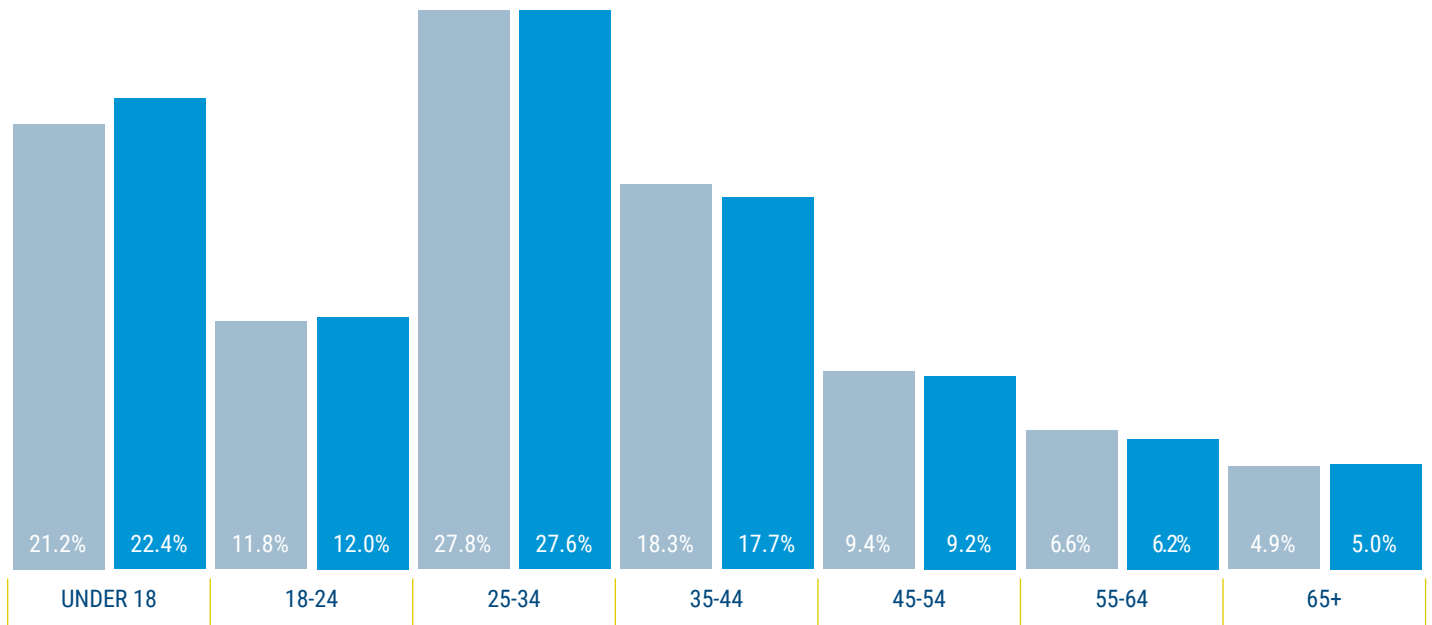
■ 2020-2021

■ 2021-2022



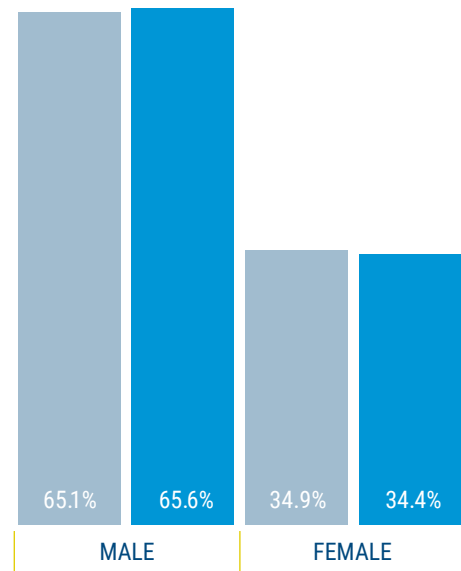
AGE OVERALL

■ 2020-2021 ■ 2021-2022



GENDER OVERALL

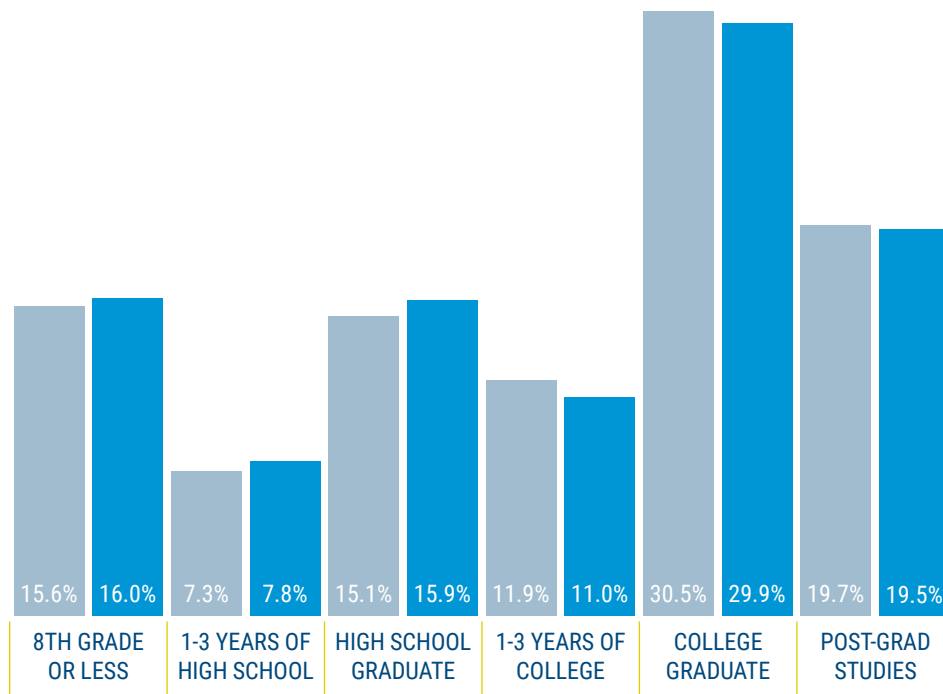
■ 2020-2021 ■ 2021-2022



EDUCATION OVERALL

■ 2020-2021

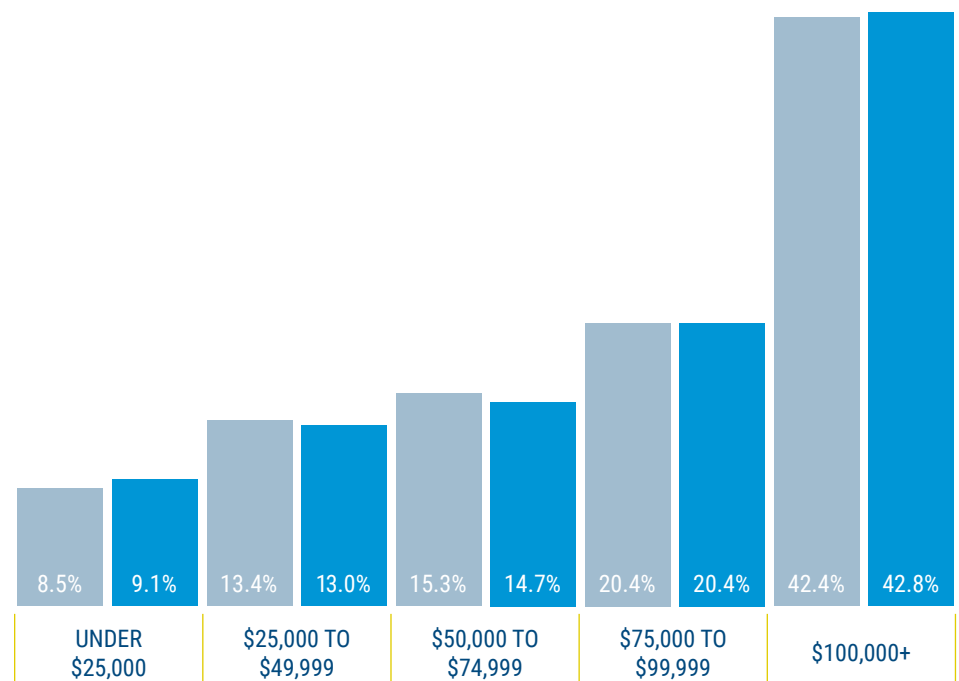
■ 2021-2022



INCOME OVERALL

■ 2020-2021

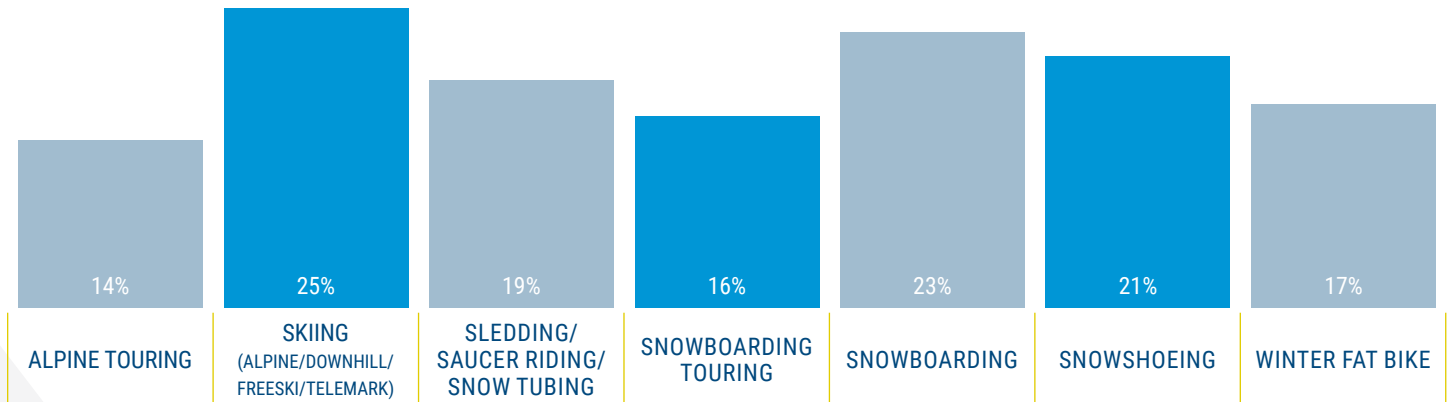
■ 2021-2022



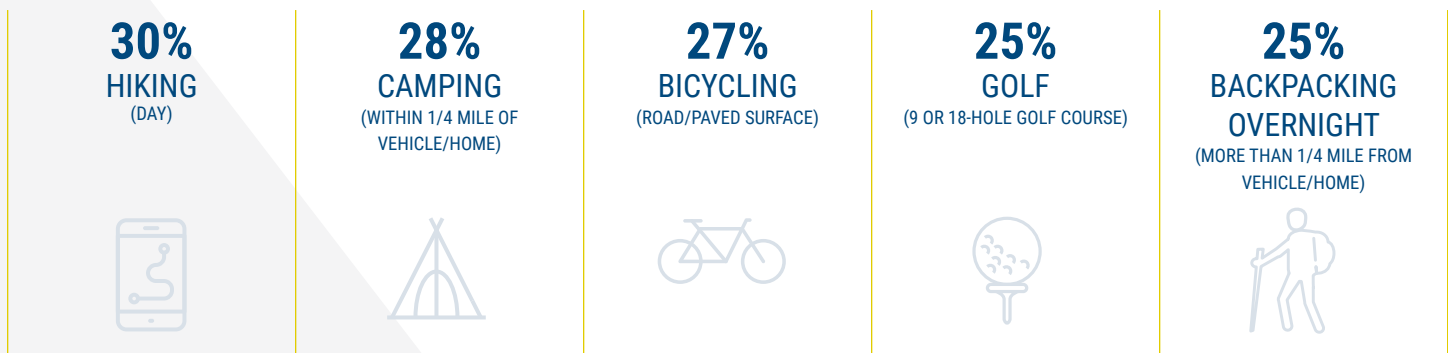
CROSSOVER ACTIVITIES

ACTIVITIES CROSS-COUNTRY SKIERS ALSO PARTICIPATE IN BY PERCENTAGE

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS



BICYCLING: 18%
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: 11%

CANOEING: 14%

CLIMBING: 10%
(INDOOR)

CLIMBING: 6%
(SPORT/BOULDER)

CLIMBING: 10%
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 18%
(FLY)

FISHING: 20%
(FRESHWATER/OTHER)

FISHING: 14%
(SALTWATER)

KAYAKING: 14%
(RECREATIONAL)

KAYAKING: 10%
(SEA/TOURING)

KAYAKING: 11%
(WHITE WATER)

ROLLER SKATING: 9%
(INLINE WHEELS)

RUNNING/JOGGING: 24%

SAILING: 11%

SKATEBOARDING: 11%

STAND UP PADDLING: 7%

SURFING: 9%

TRAIL RUNNING: 22%

WAKEBOARDING: 6%

WATER SKIING: 9%



Snowsports
Industries
America

SNOWSHOE PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 3.8M

THREE KEY TAKEAWAYS IN 2021-2022

01

Like cross-country participants, the number of snowshoers rebounded in 2021-22. The number of participants in 2021-22 hit 3.8M, a significant increase over 2020-21 (3.2M). It is even higher than 2019-20 (3.4M). Growth was a result of higher numbers for both new participants (1.2M in 2021-22 compared to 1.0M in 2020-21) and returning participants (1.1M in 2021-22 compared to 0.9M in 2020-21). The proportion who left the sport also decreased significantly: 1.6M left in 2021-22 whereas 2.2M left in 2020-21.

02

While the number of snowshoers is up, frequency is down. In 2020-21, 24% reported going only once. In 2021-22, the number had increased to 29%. This may reflect many new snowshoers only participating once to try it out.

03

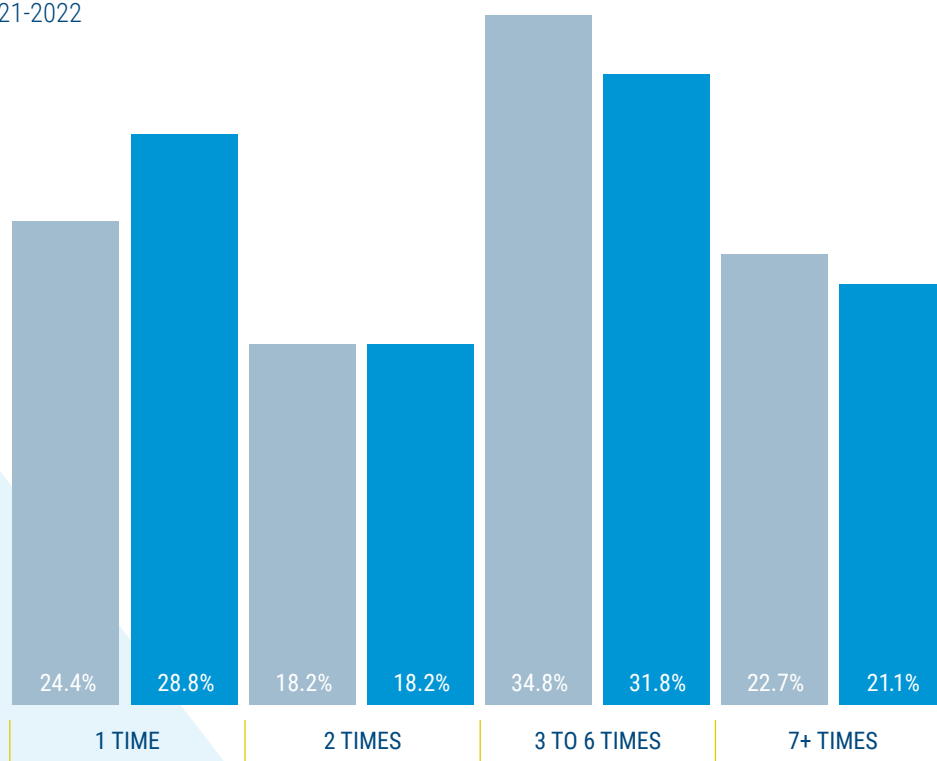
Snowshoers are very likely to also participate in other snowsports. Thirty-two percent of snowshoers also snowboard; 26% also cross-country; 25% also alpine ski. Overall, snowshoers were more likely to indicate they participate in other snowsports than participants of any other snowsport. Similar trends could be seen with cross-country, though to a lesser extent.



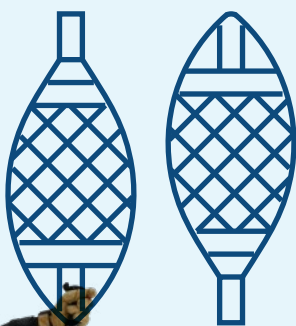
FREQUENCY OVERALL

■ 2020-2021

■ 2021-2022



GAIN / LOSS



In 2020-21, there were 3.2M participants.
In 2021-22, 2.3M participants were new to the sport or returned after a break of a year or more and 1.6M took the season off.

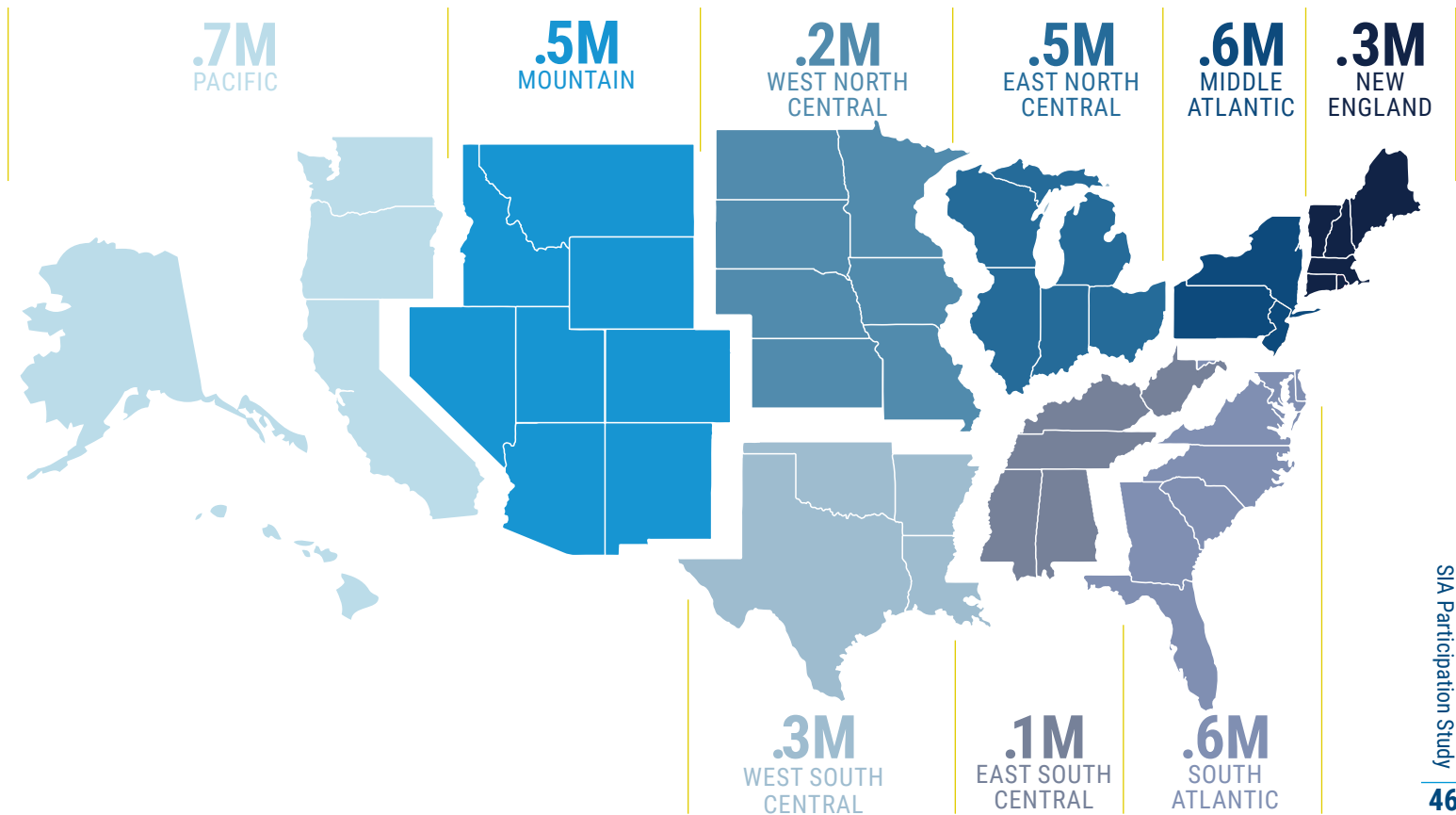
The total for 2021-22 was 3.8M.
(3.2 + 2.3 - 1.6 = 3.8)

rounded figures shown

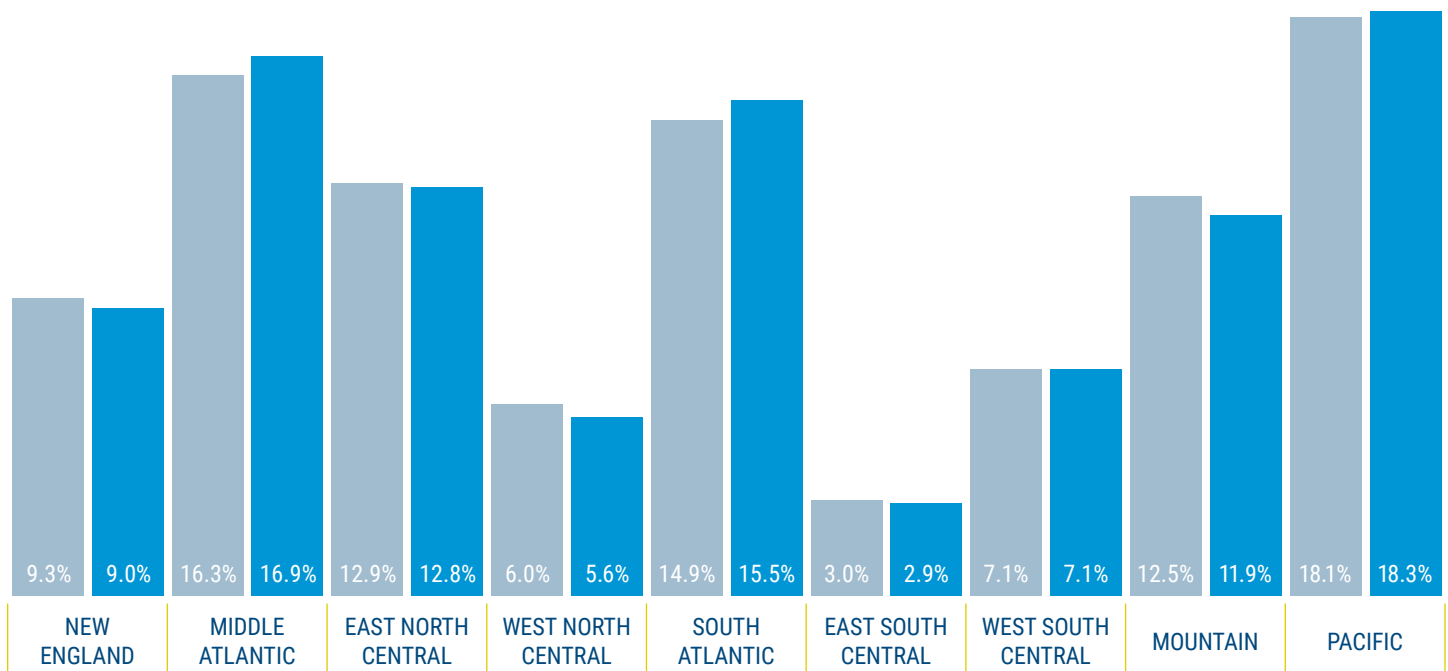
SNOWSHOE GAIN / LOSS

All figures are in the thousands (000s)	NEW	RETURN* (after a break of a year or more)	LOST*
TOTAL 2020-2021	1,025	928	2,161
TOTAL 2021-2022	1,160	1,147	1,648
FOR 2021-22			
MALE	803	791	1,151
FEMALE	357	355	497
6 TO 12	165	163	229
13 TO 17	137	136	210
18 TO 24	180	183	271
25 TO 34	333	338	508
35 TO 44	175	177	256
45 TO 54	86	74	108
55 TO 64	37	36	20
65+	47	40	46
UNDER \$25,000	138	142	206
\$25,000 TO \$49,999	157	159	226
\$50,000 TO \$74,999	150	150	210
\$75,000 TO \$99,999	276	255	409
\$100,000+	439	440	596
NEW ENGLAND	93	87	130
MIDDLE ATLANTIC	241	236	348
EAST NORTH CENTRAL	132	147	198
WEST NORTH CENTRAL	44	30	52
SOUTH ATLANTIC	205	214	295
EAST SOUTH CENTRAL	48	47	77
WEST SOUTH CENTRAL	98	91	144
MOUNTAIN	70	69	79
PACIFIC	228	224	325

SNOWSHOE BY REGION OF RESIDENCE



■ 2020-2021 ■ 2021-2022



REGIONS BY FREQUENCY

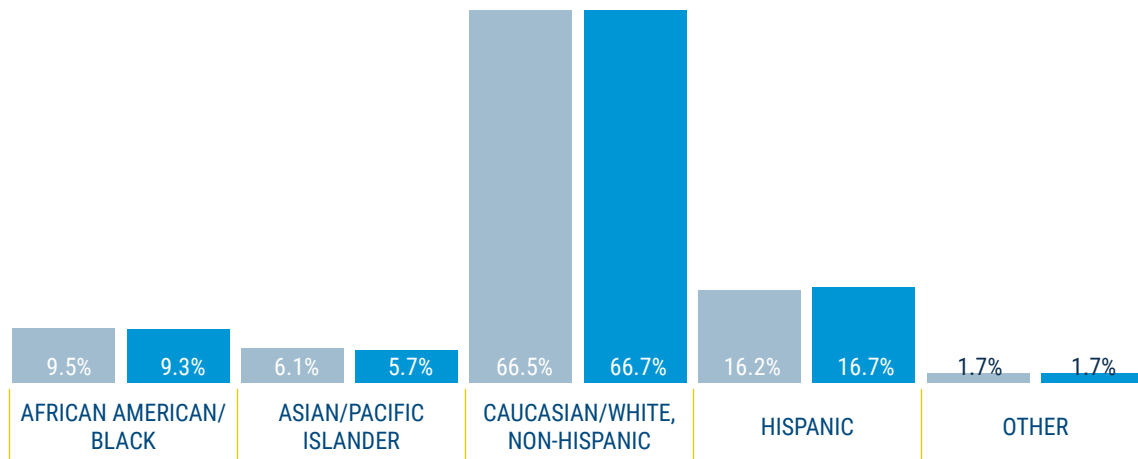
■ 2020-2021 ■ 2021-2022



RACE / ETHNICITY OVERALL

■ 2020-2021

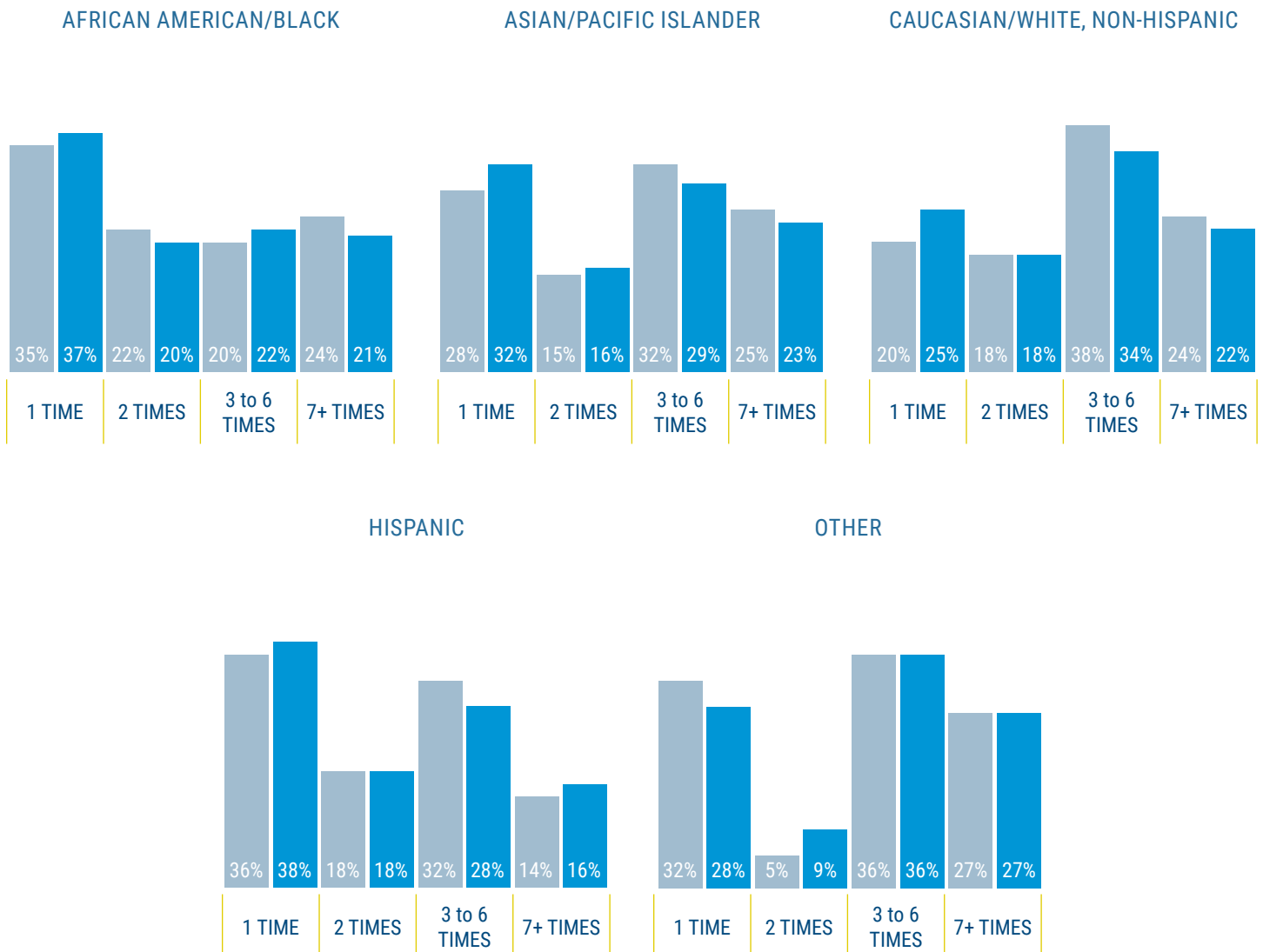
■ 2021-2022



RACE / ETHNICITY BY FREQUENCY

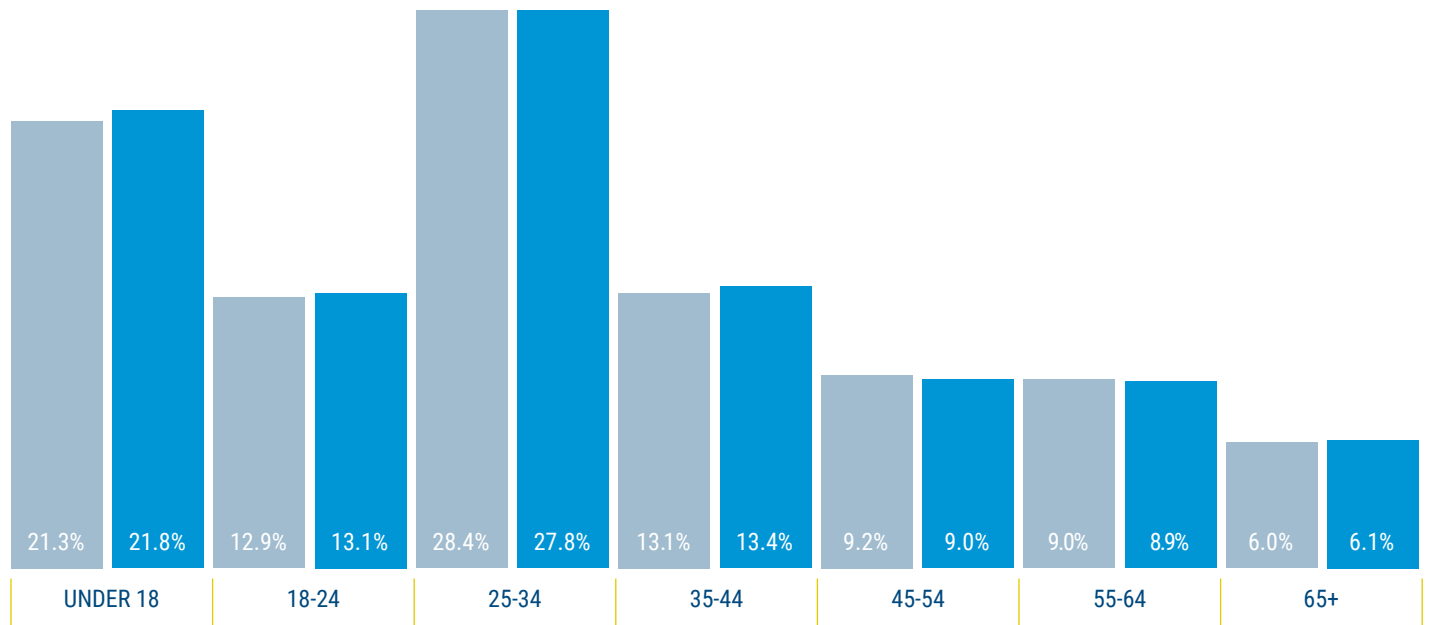
■ 2020-2021

■ 2021-2022



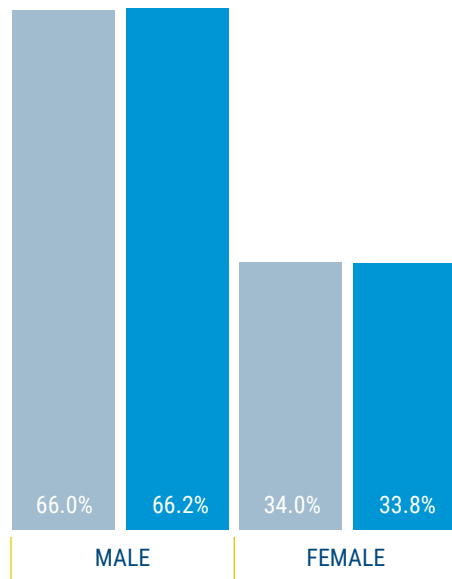
AGE OVERALL

■ 2020-2021 ■ 2021-2022



GENDER OVERALL

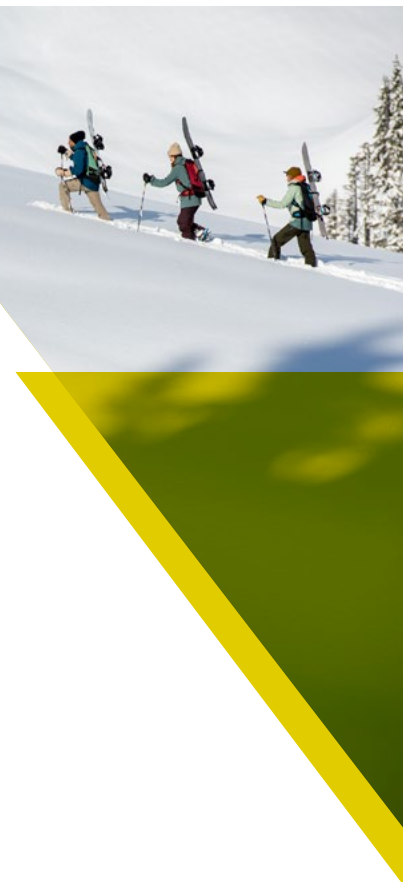
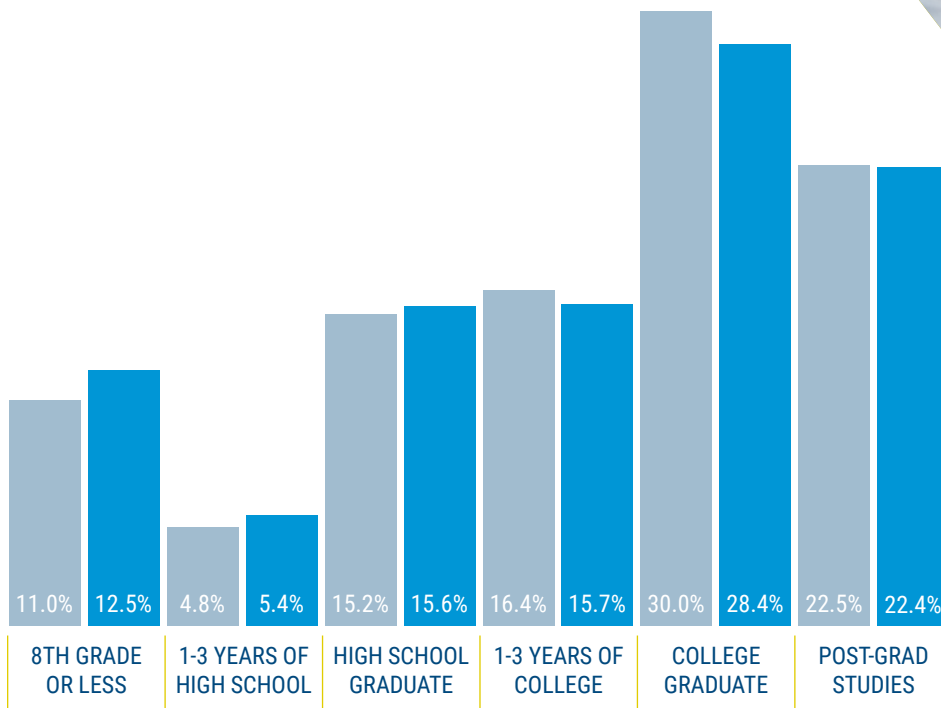
■ 2020-2021 ■ 2021-2022



EDUCATION OVERALL

■ 2020-2021

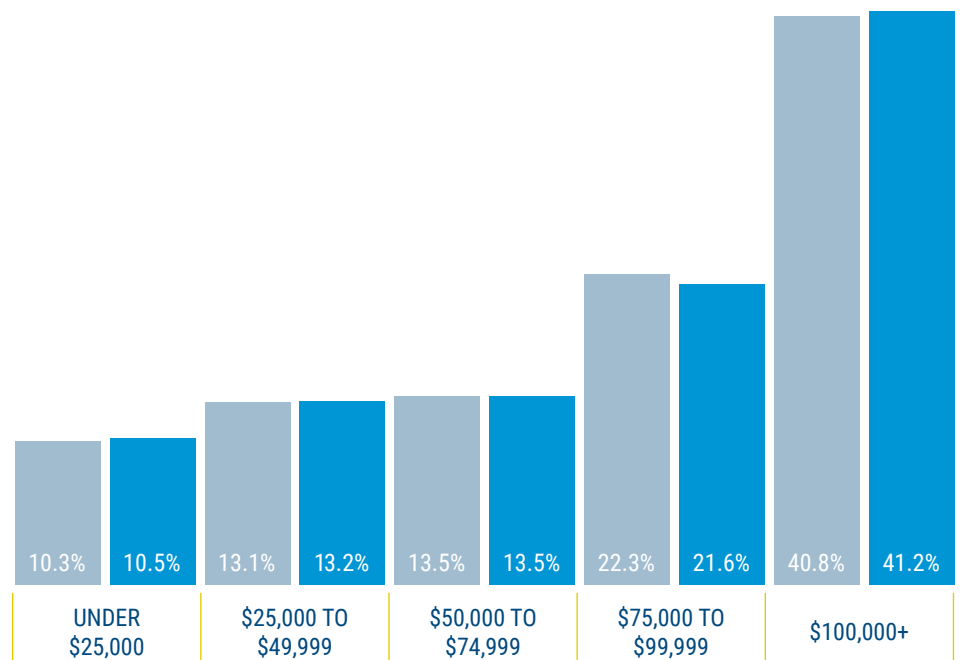
■ 2021-2022



INCOME OVERALL

■ 2020-2021

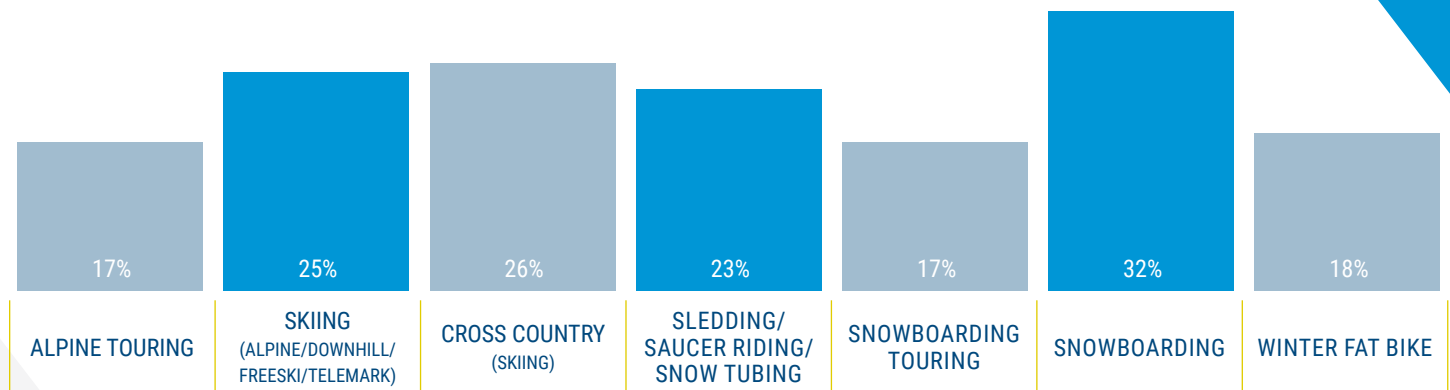
■ 2021-2022



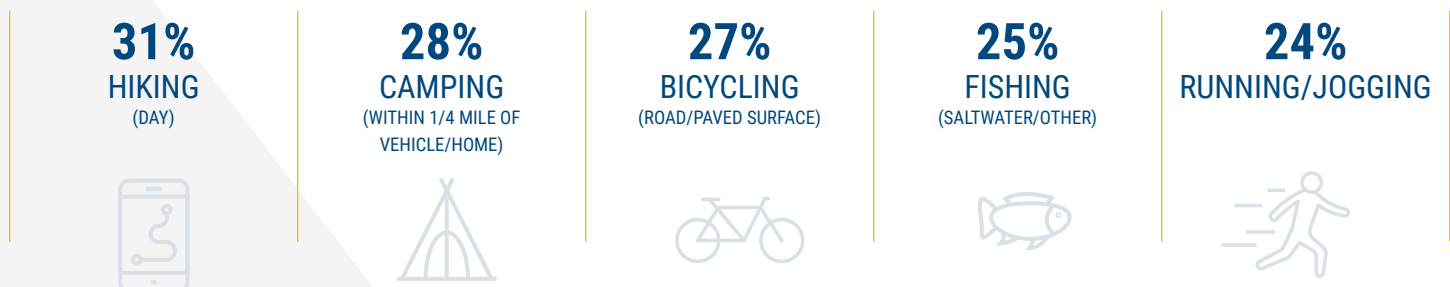
CROSSOVER ACTIVITIES

ACTIVITIES SNOWSHOERS ALSO PARTICIPATE IN BY PERCENTAGE

OTHER SNOW SPORTS



OTHER OUTDOOR SPORTS



BACKPACKING OVERNIGHT: 17%
MORE THAN 1/4 MILE FROM VEHICLE/HOME

BICYCLING: 19%
(MOUNTAIN/NON-PAVED SURFACE)

BOARDSAILING/WINDSURFING: 12%

CANOEING: 16%

CLIMBING: 10%
(INDOOR)

CLIMBING: 8%
(SPORT/BOULDER)

CLIMBING: 12%
(TRADITIONAL/ICE/MOUNTAINEERING)

FISHING: 16%
(FLY)

FISHING: 15%
(SALTWATER)

GOLF: 19%
(on a 9 or 18-hole golf course)

KAYAKING: 20%
(RECREATIONAL)

KAYAKING: 12%
(SEA/TOURING)

KAYAKING: 13%
(WHITE WATER)

ROLLER SKATING: 12%
(INLINE WHEELS)

SAILING: 14%

SKATEBOARDING: 15%

STAND UP PADDLING: 10%

SURFING: 11%

TRAIL RUNNING: 20%

WAKEBOARDING: 9%

WATER SKIING: 10%



Snowsports
Industries
America

ALPINE TOURING PARTICIPATION & DEMOGRAPHICS

52



TOTAL PARTICIPANTS 2.2M

THREE KEY TAKEAWAYS IN 2021-2022 ALPINE*

*This year we have included all age groups for touring. However, 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) soared in 2021-22. While the numbers in 2020-21 suggested flat participation (in terms of unique participants), the numbers in 2021-22 show huge growth. The number of unique participants increased from 1.1M to 2.2M. Frequency was also up, with a greater proportion of participants reporting going 5+ times (30% compared to 27% in 2020-21).

02

This growth was strong across demographic segments. Growth was seen across all age groups, genders, education levels, incomes, and races/ethnicities. The proportions within each demographic group, however, stayed similar. For example, 13.8% of participants identified as Hispanic in 2020-21 and 14.7% identified as Hispanic in 2021-22. So, while the number of participants increased, the mix of participants was largely unchanged.

03

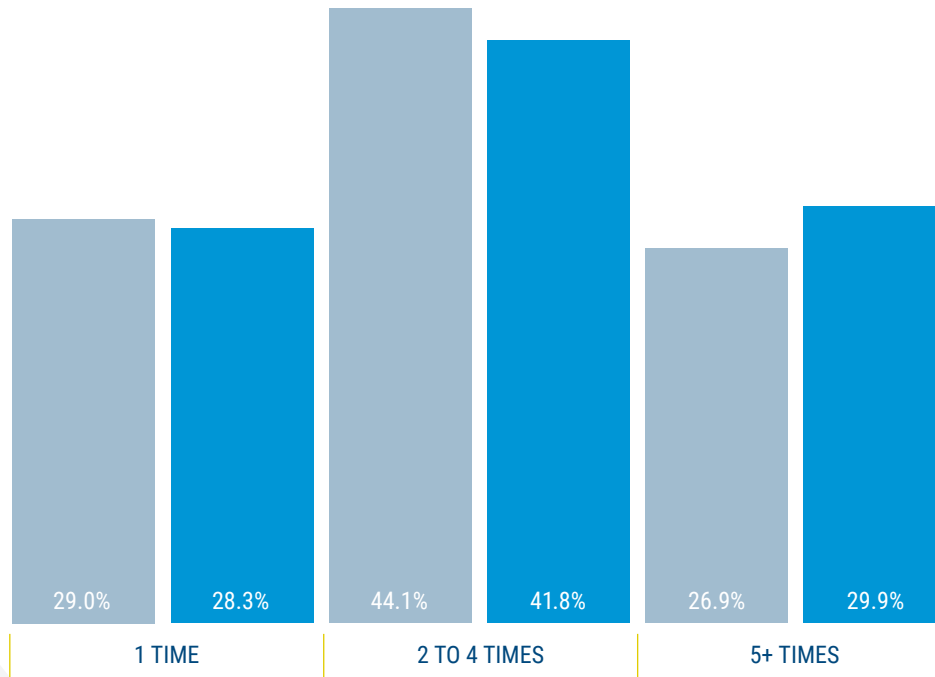
The largest share of AT skiers reported going into the backcountry, though significant numbers stayed inbound at resorts. When asked where they go most when touring, 32% indicated backcountry accessed via chairlift and 18% indicated backcountry accessed by human power, not at ski areas. Many went at ski areas, however, with 19% noting going uphill at a resort and 22% noted skiing on marked trails. This is the first year we have explored this question on the survey and sample sizes were small, so some caution should be given when interpreting this result.



FREQUENCY OVERALL

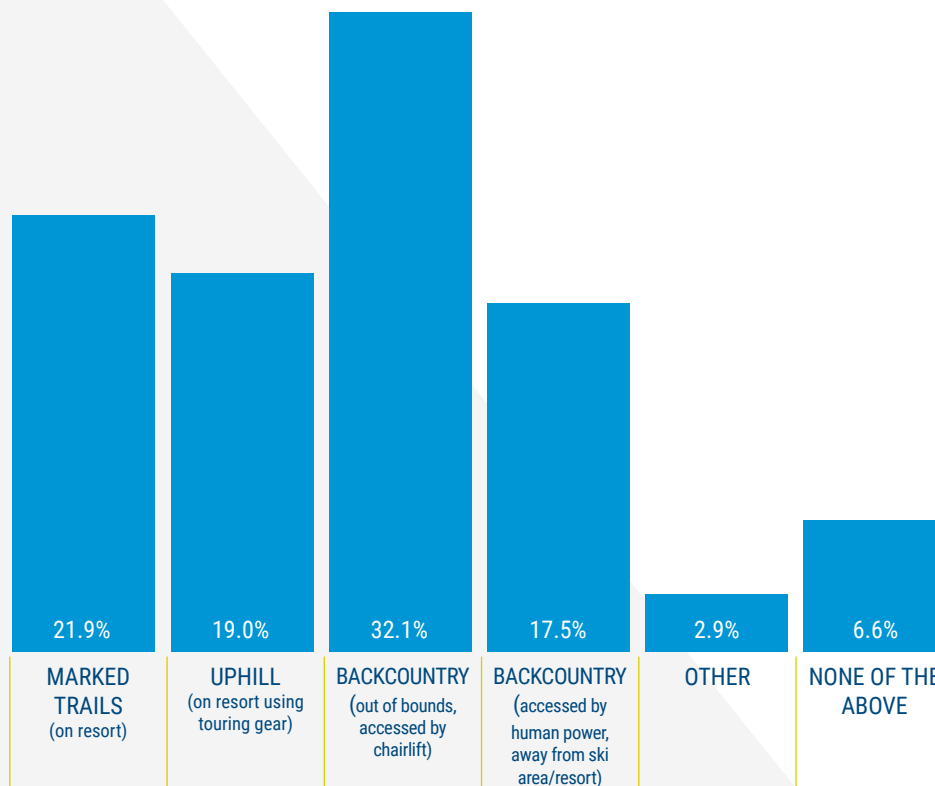
■ 2020-2021

■ 2021-2022

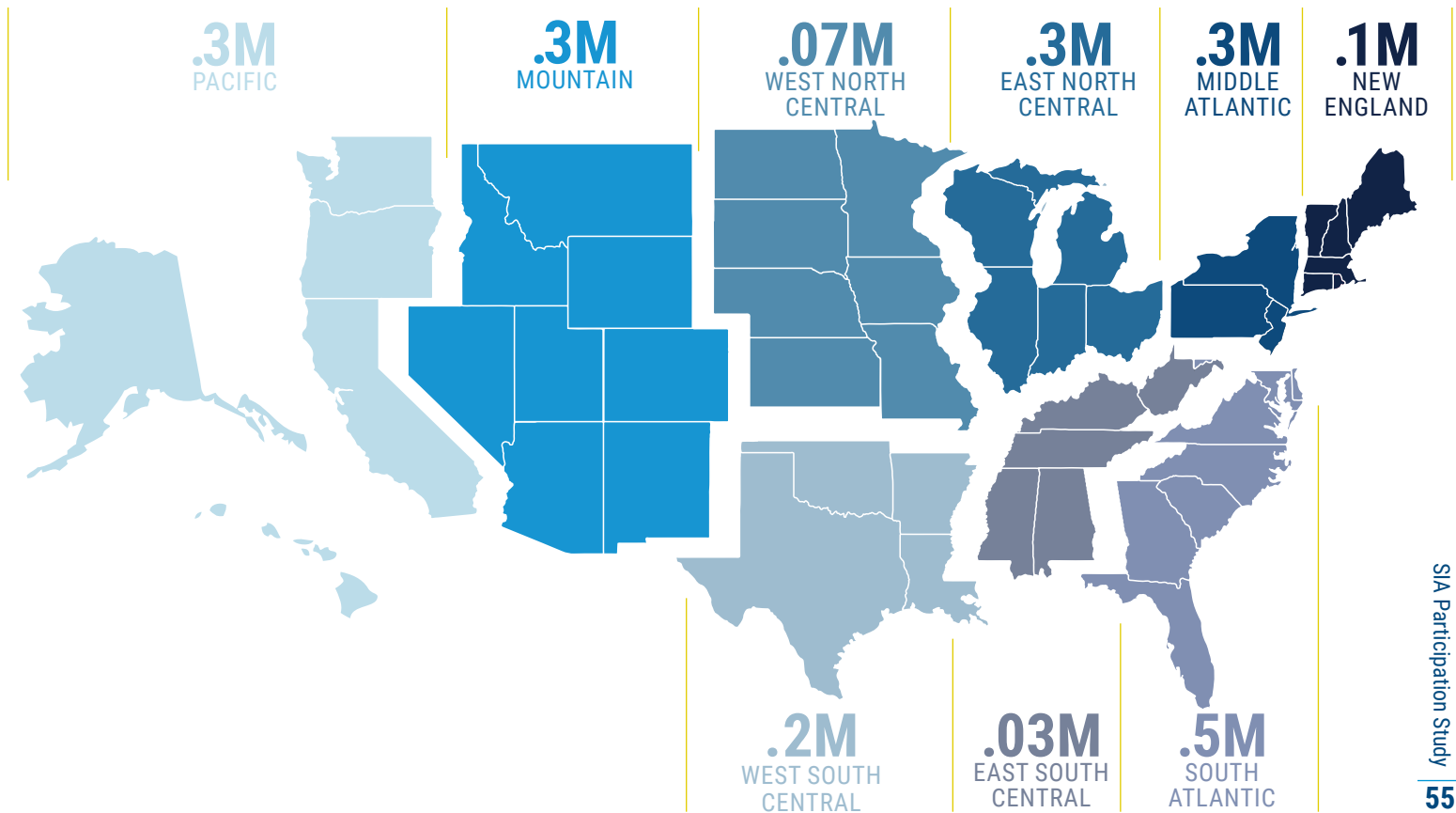


AT TERRAIN

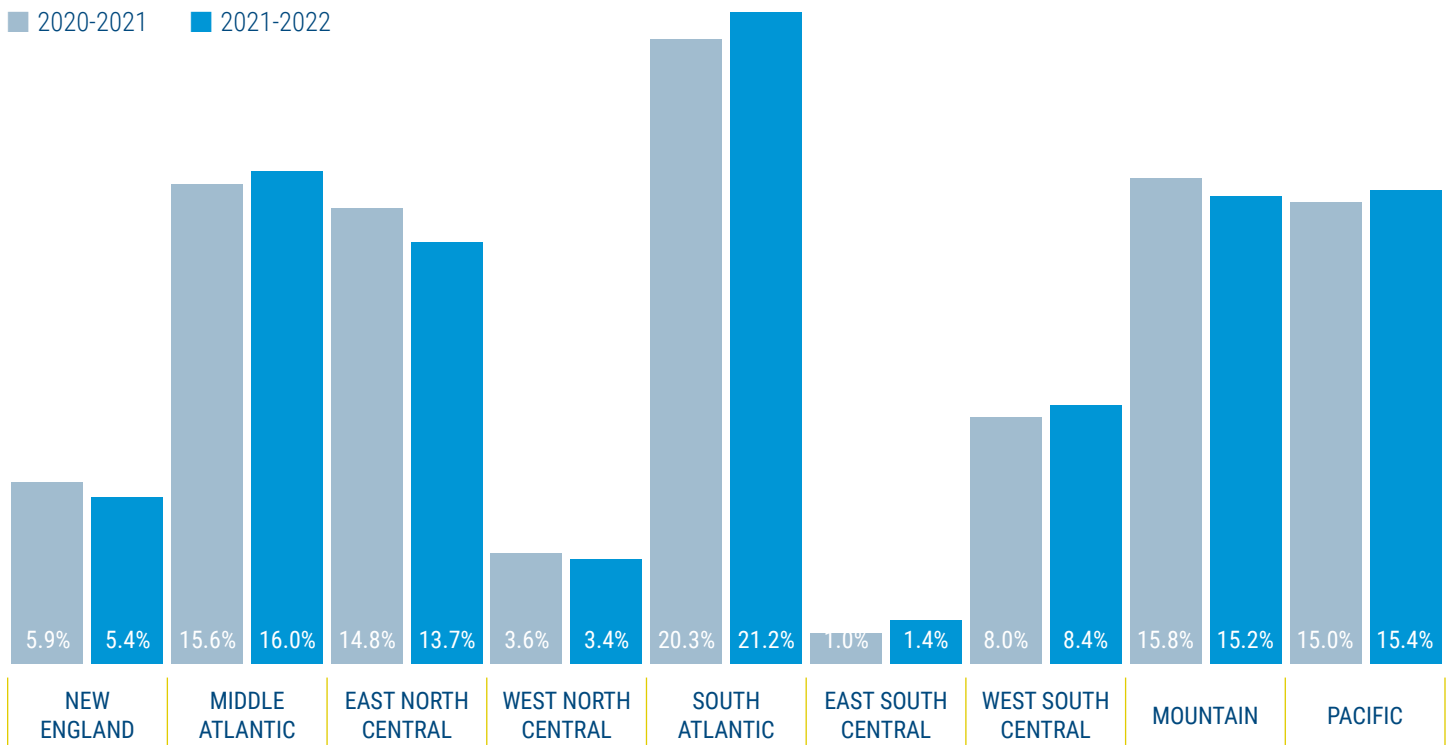
If they alpine tour (using specific AT skis), where did they MOST often go?



ALPINE TOURING BY REGION OF RESIDENCE



■ 2020-2021 ■ 2021-2022



REGIONS BY FREQUENCY

■ 2020-2021

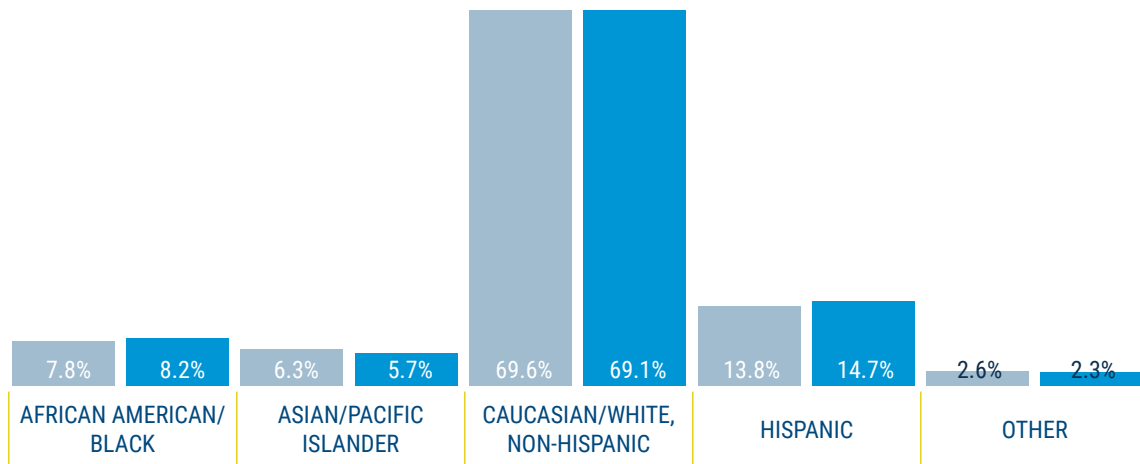
■ 2021-2022



RACE / ETHNICITY OVERALL

■ 2020-2021

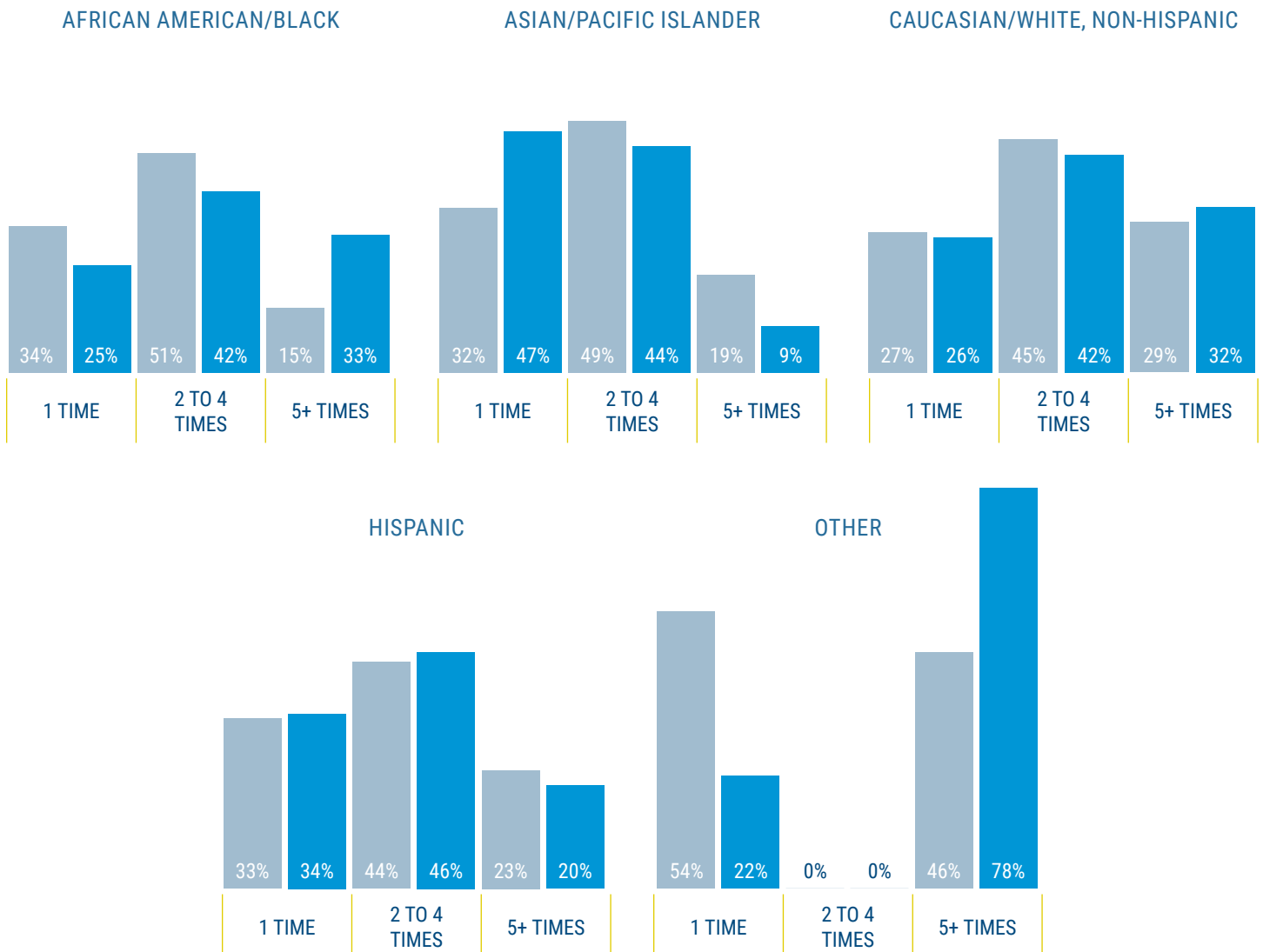
■ 2021-2022



RACE / ETHNICITY BY FREQUENCY

■ 2020-2021

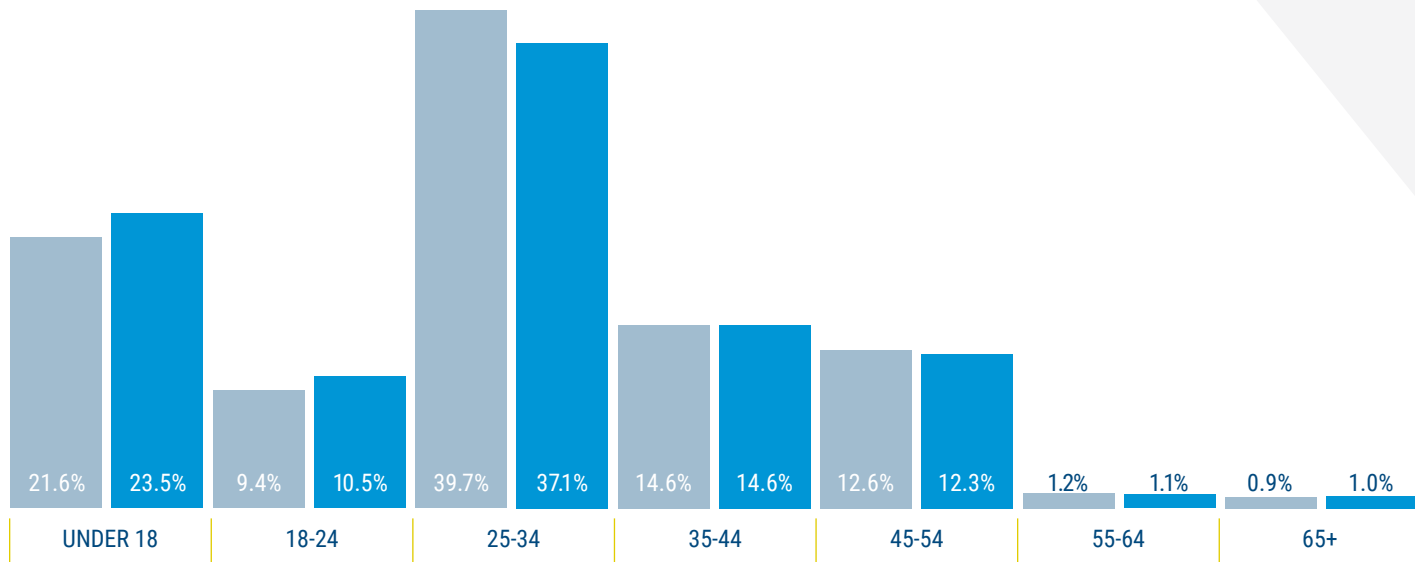
■ 2021-2022



AGE OVERALL

■ 2020-2021

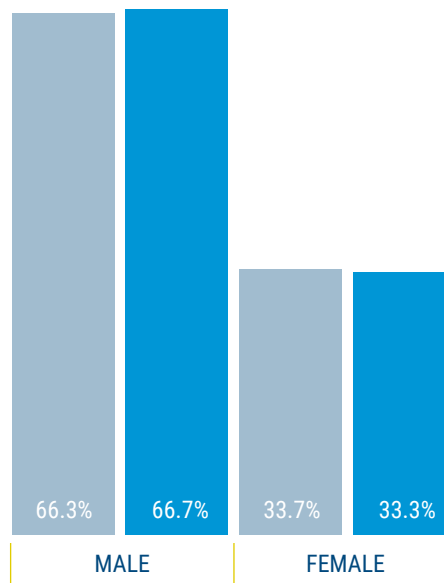
■ 2021-2022



GENDER OVERALL

■ 2020-2021

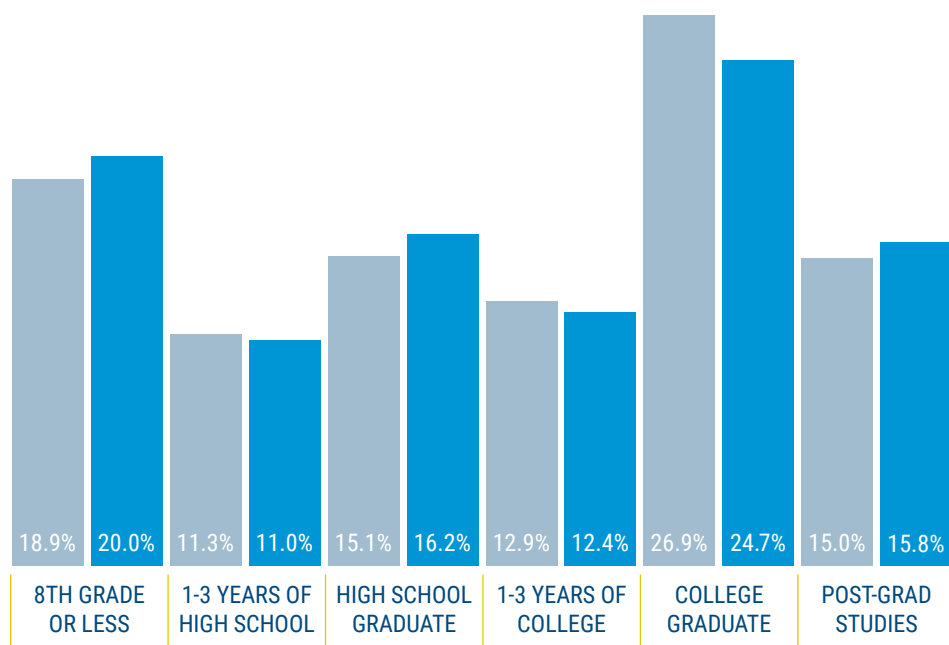
■ 2021-2022



EDUCATION OVERALL

■ 2020-2021

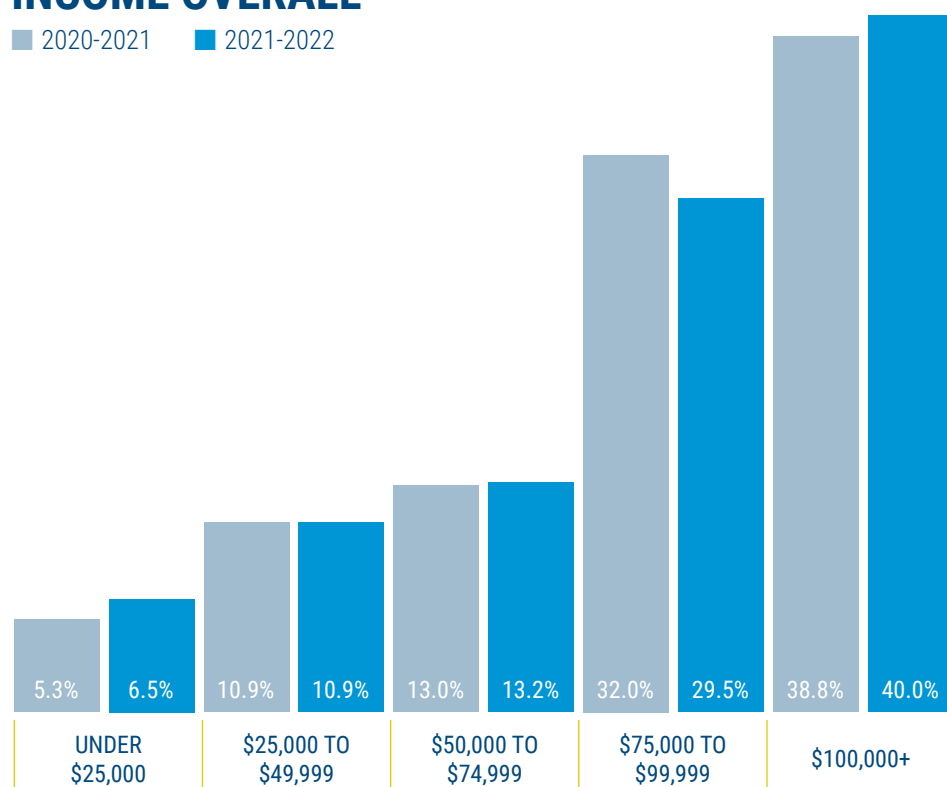
■ 2021-2022



INCOME OVERALL

■ 2020-2021

■ 2021-2022





Snowsports
Industries
America

SNOWBOARD TOURING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 2.1M

THREE KEY TAKEAWAYS IN 2021-2022 SNOWBOARD TOURING*

*This year we have included all age groups for touring. However, 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 increased significantly in 2021-22, though to a lesser extent. In 2021-22, 2.1M individuals participated in snowboard touring. In 2020-21, 1.4M had participated. Unlike alpine touring, frequency was flat. Approximately one quarter (27%) only went once; 41% went 2 to 4 times; and 33% went 5+ times, essentially unchanged since 2020-21.

02

Also similar to alpine touring, while growth was strong across demographics, the mix of participants was largely unchanged. Again, as we saw with alpine touring, the relative proportion of demographic groups was largely unchanged in 2021-22, even though the numbers across segments increased significantly. For example, the proportion of 18-to-24-year-old participants in 2020-21 was 9.4%, while in 2021-22 this proportion was 10.5%.

03

Snowboard tourers were more likely to report most often going at a ski area. When asked where they most often go when touring on their snowboard, 26% indicated on marked trails at resorts and 22% going uphill at resorts. A little under half reported backcountry as their most common venue: 27% reported out-of-bounds accessed via chairlift and 17% reported human-powered backcountry travel. This is the first year we have explored this question on the survey and sample sizes were small, so some caution should be given when interpreting this result.



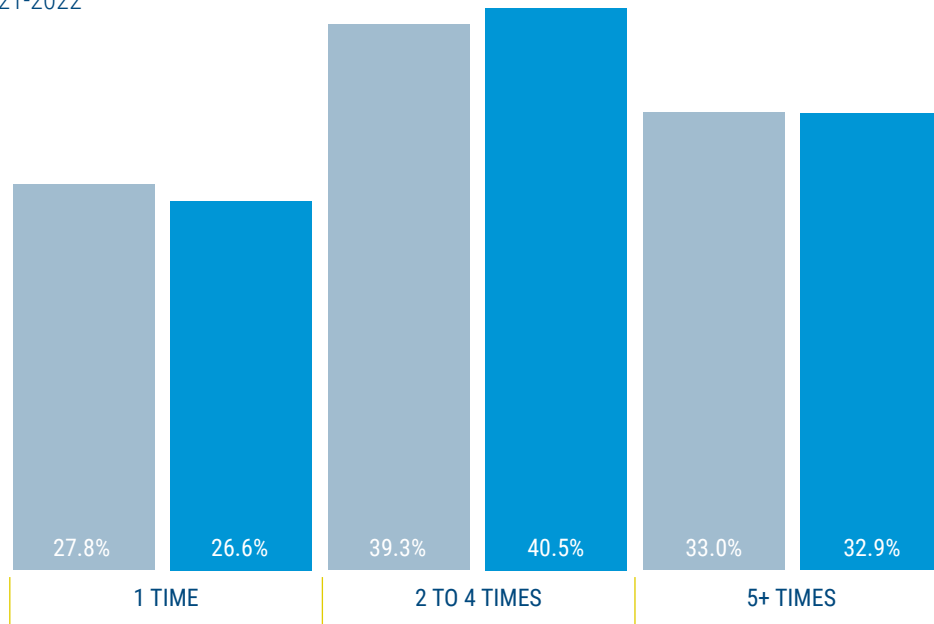
TOTAL PARTICIPANTS 1.5M*

*This year we have included all age groups for touring. However, 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.

FREQUENCY OVERALL

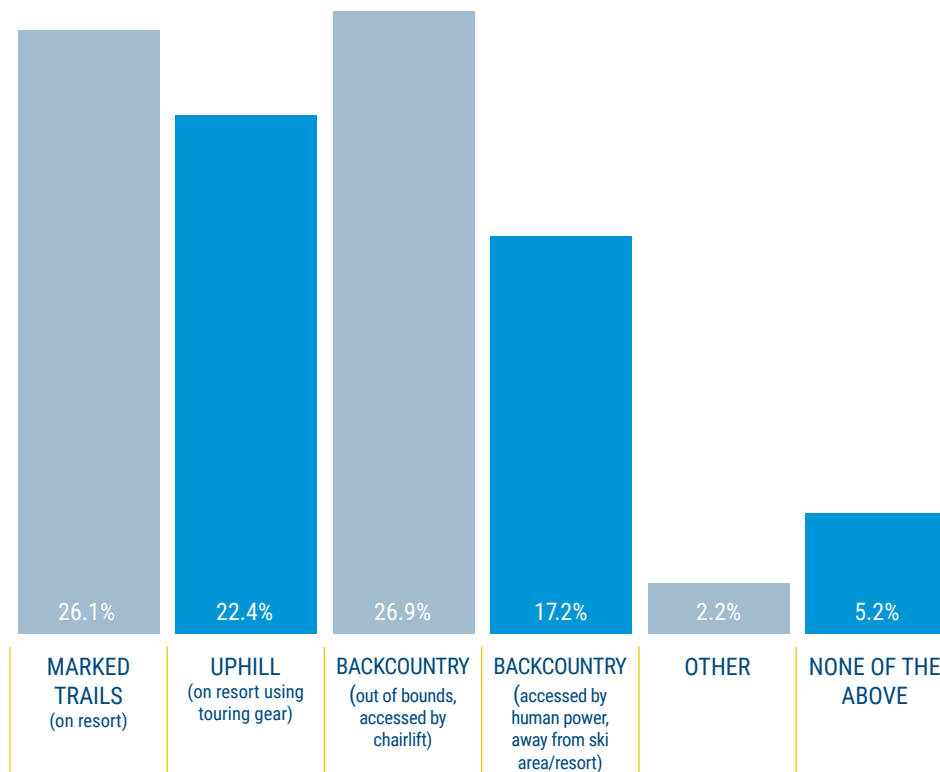
■ 2020-2021

■ 2021-2022

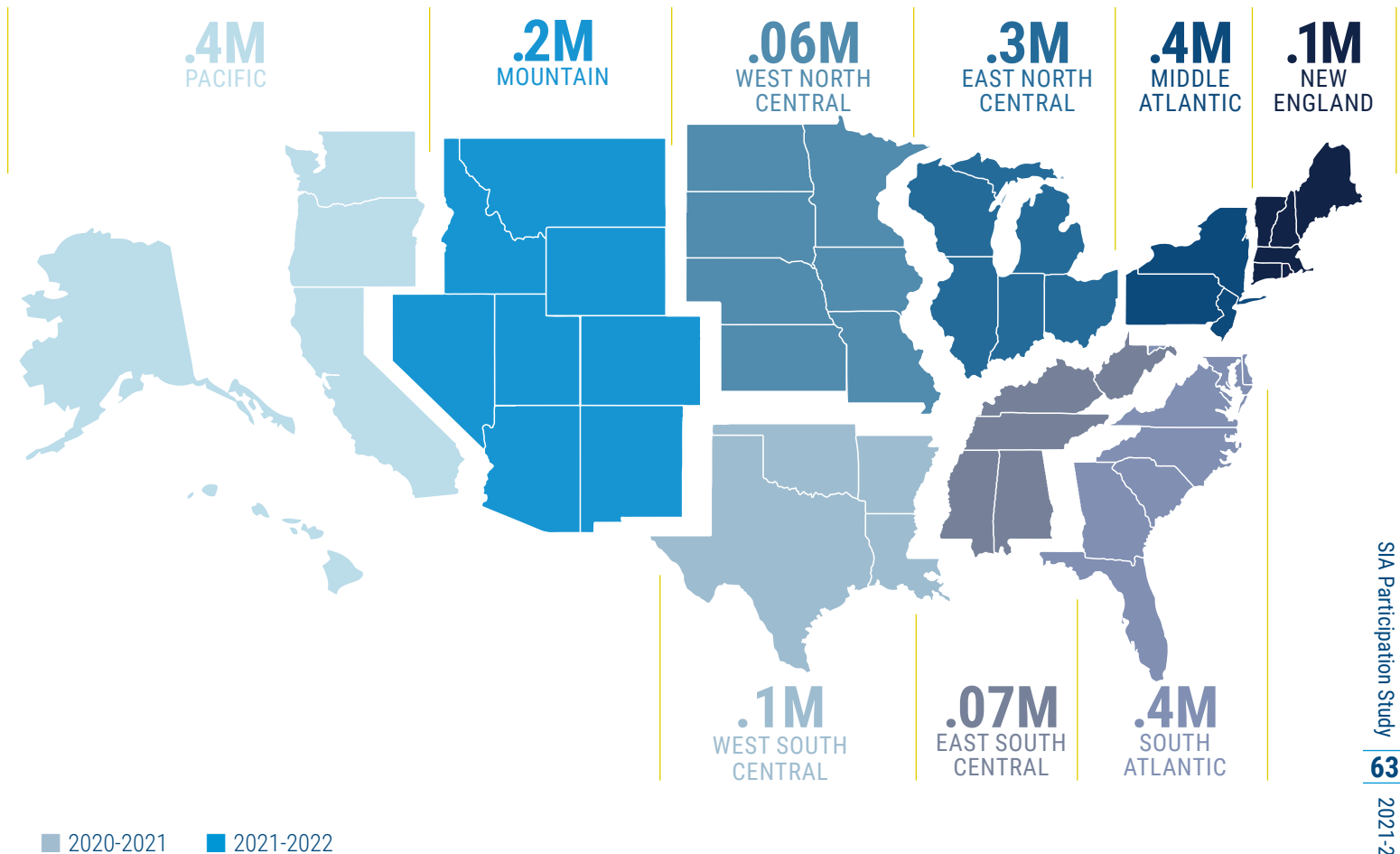


SNOWBOARD TOURING TERRAIN

If they tour on a snowboard (using a splitboard), where did they MOST often go?



SNOWBOARD TOURING BY REGION OF RESIDENCE



REGIONS BY FREQUENCY

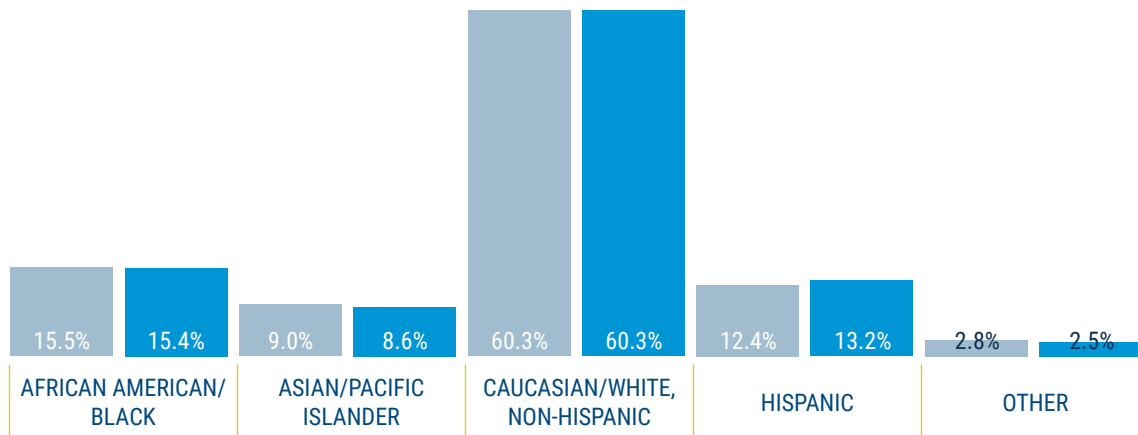
■ 2020-2021 ■ 2021-2022



RACE / ETHNICITY OVERALL

■ 2020-2021

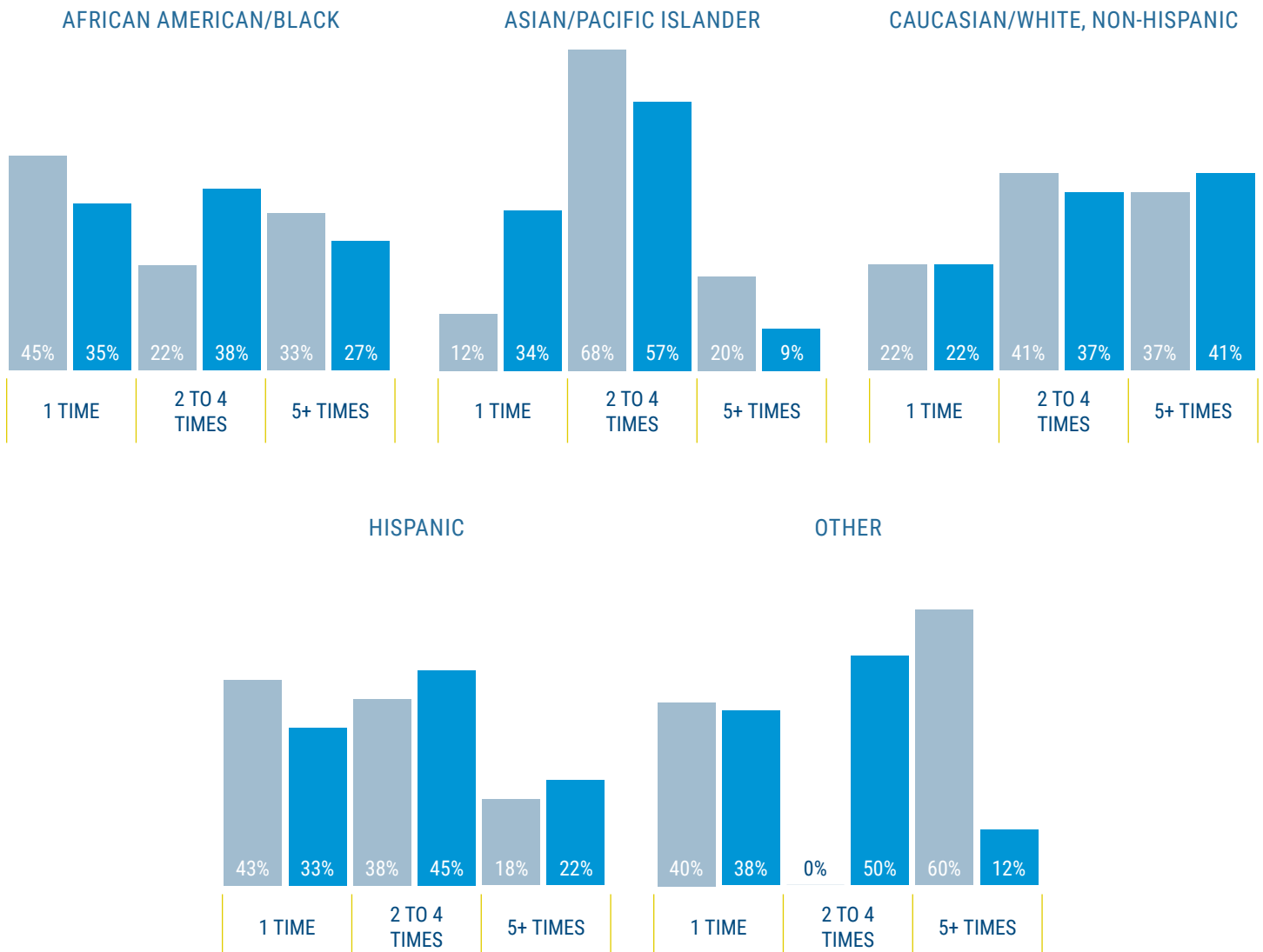
■ 2021-2022



RACE / ETHNICITY BY FREQUENCY

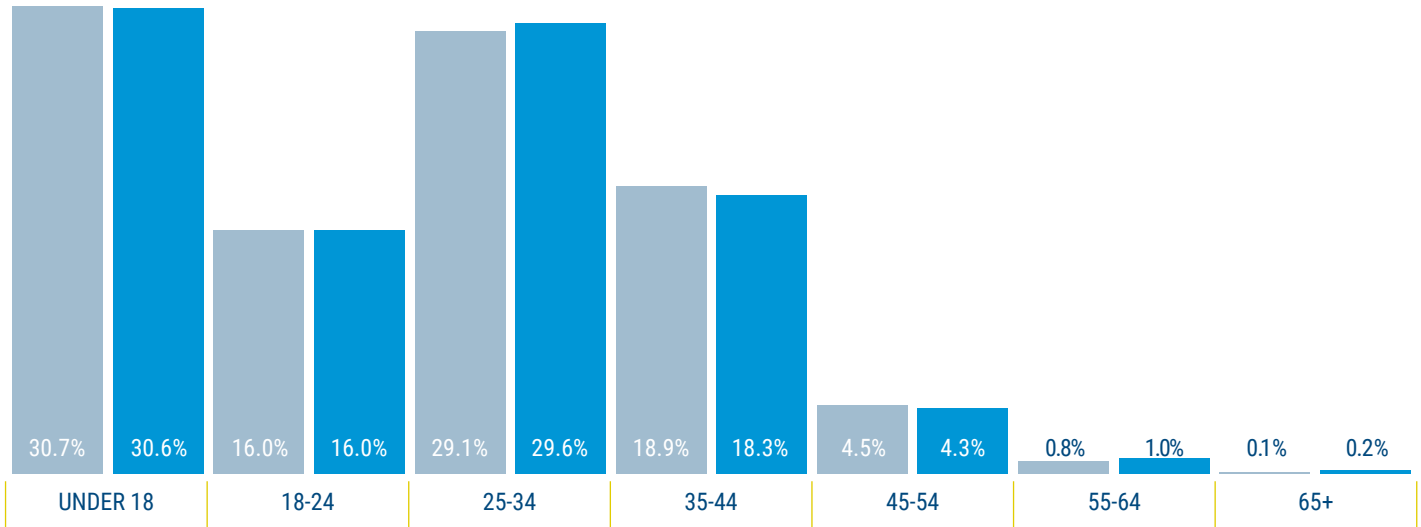
■ 2020-2021

■ 2021-2022



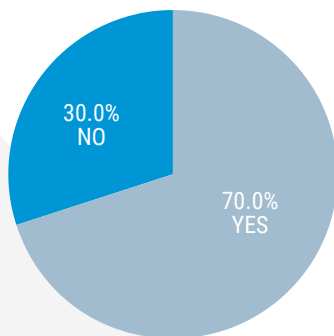
AGE OVERALL

■ 2020-2021 ■ 2021-2022



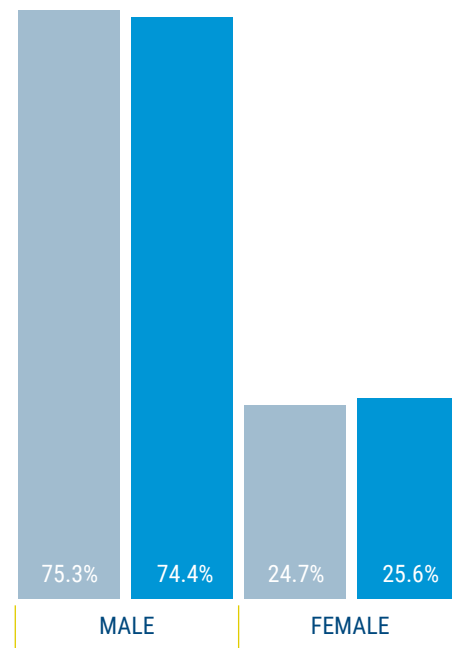
SAFETY EQUIPMENT

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



GENDER OVERALL

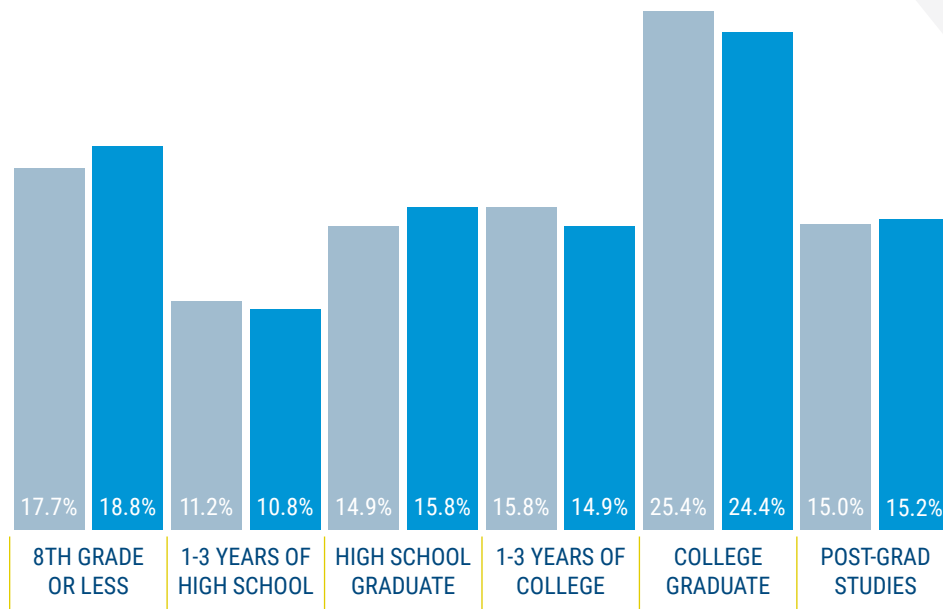
■ 2020-2021 ■ 2021-2022



EDUCATION OVERALL

■ 2020-2021

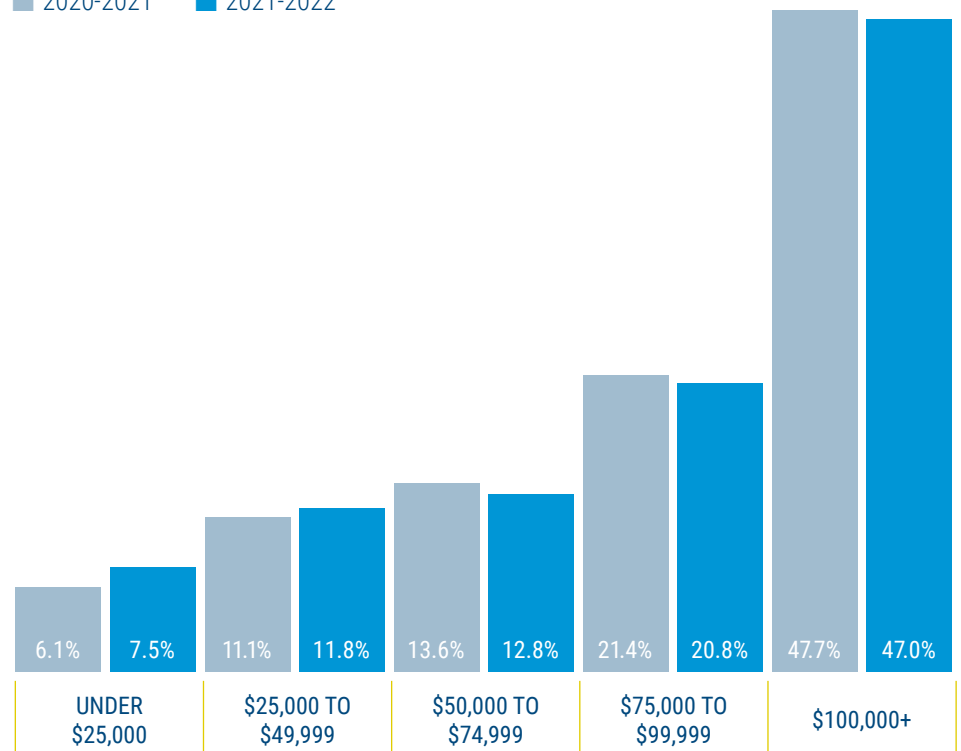
■ 2021-2022



INCOME OVERALL

■ 2020-2021

■ 2021-2022





Snowsports
Industries
America

FAT BIKING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 2.4M

THREE KEY TAKEAWAYS IN 2021-2022 FAT 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 2021-22 season, 2.4M people participated in fat biking. This has increased significantly from the 2020-21 season, when an estimated 1.5M participated.

02

Participation is more heavily weighted toward younger participants. Nearly three quarters of participants are under the age of 35. The largest share of participants is in the 25 to 34 age group (37%).

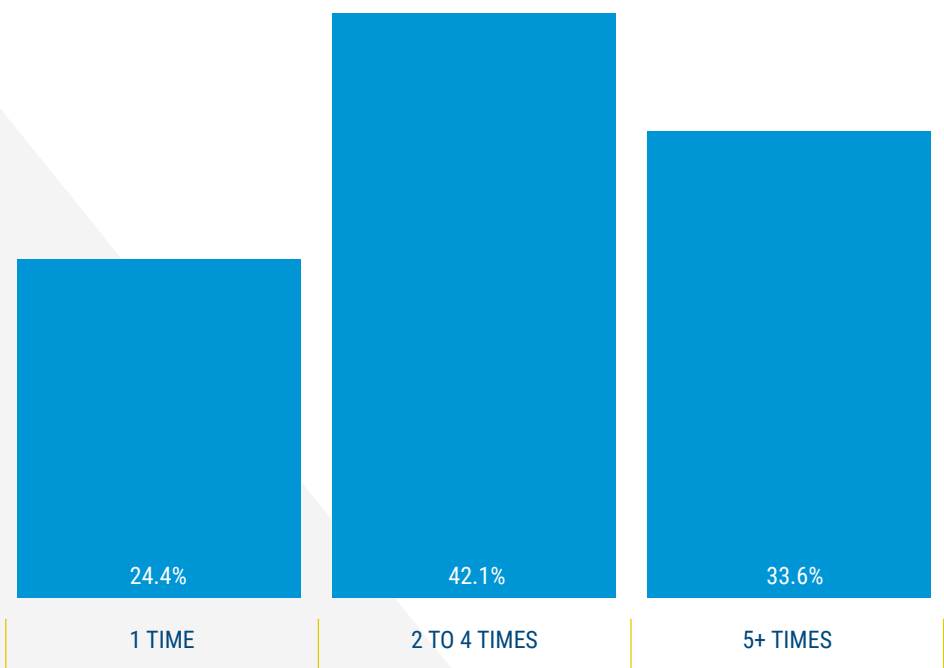
03

Two thirds of participants have incomes of at least \$75k. Like many snowsports, incomes skew high among participants: 31% have incomes of \$75-\$99k and 38% have incomes of \$100k or more.



FREQUENCY OVERALL

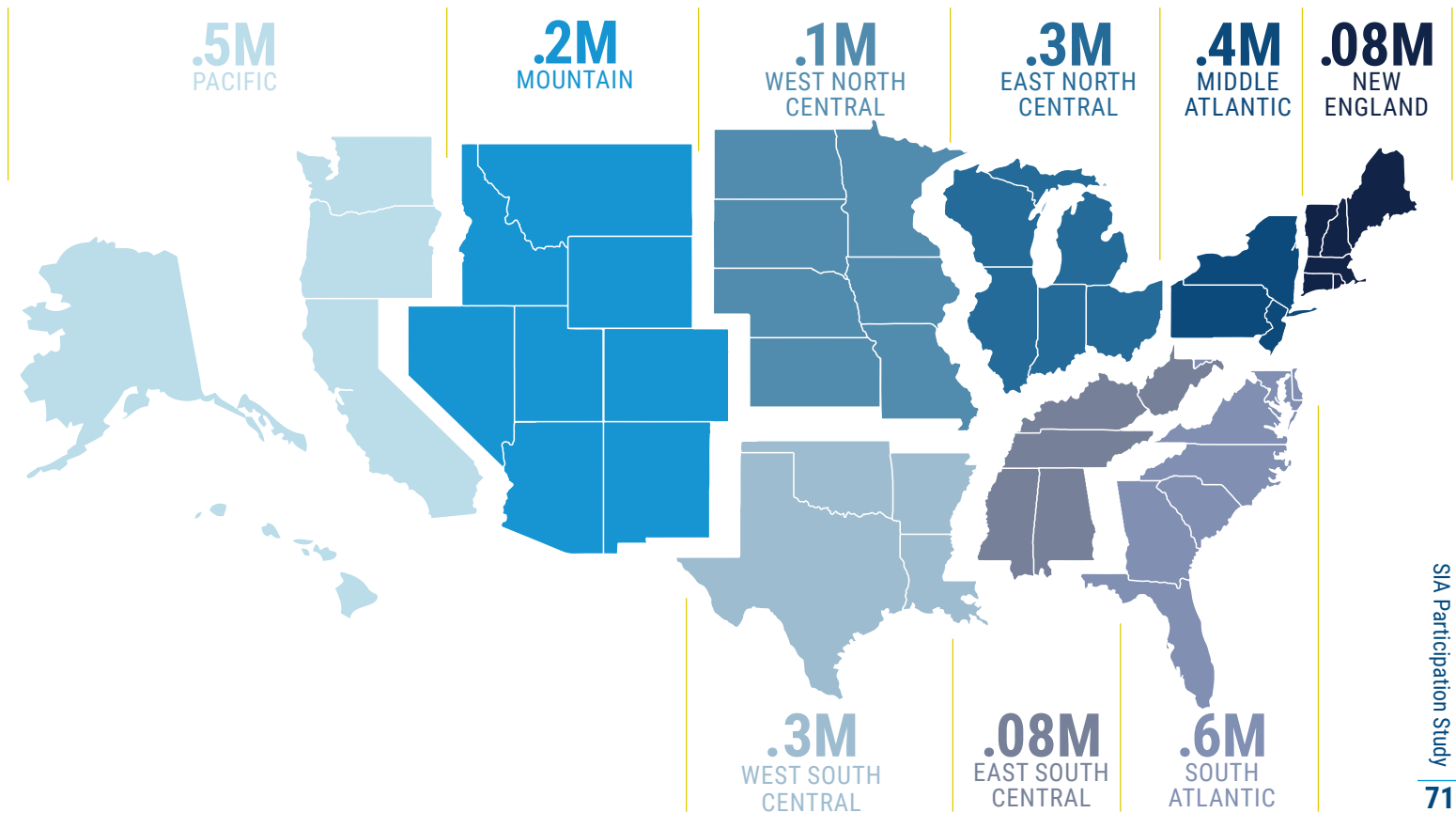
■ 2021-2022



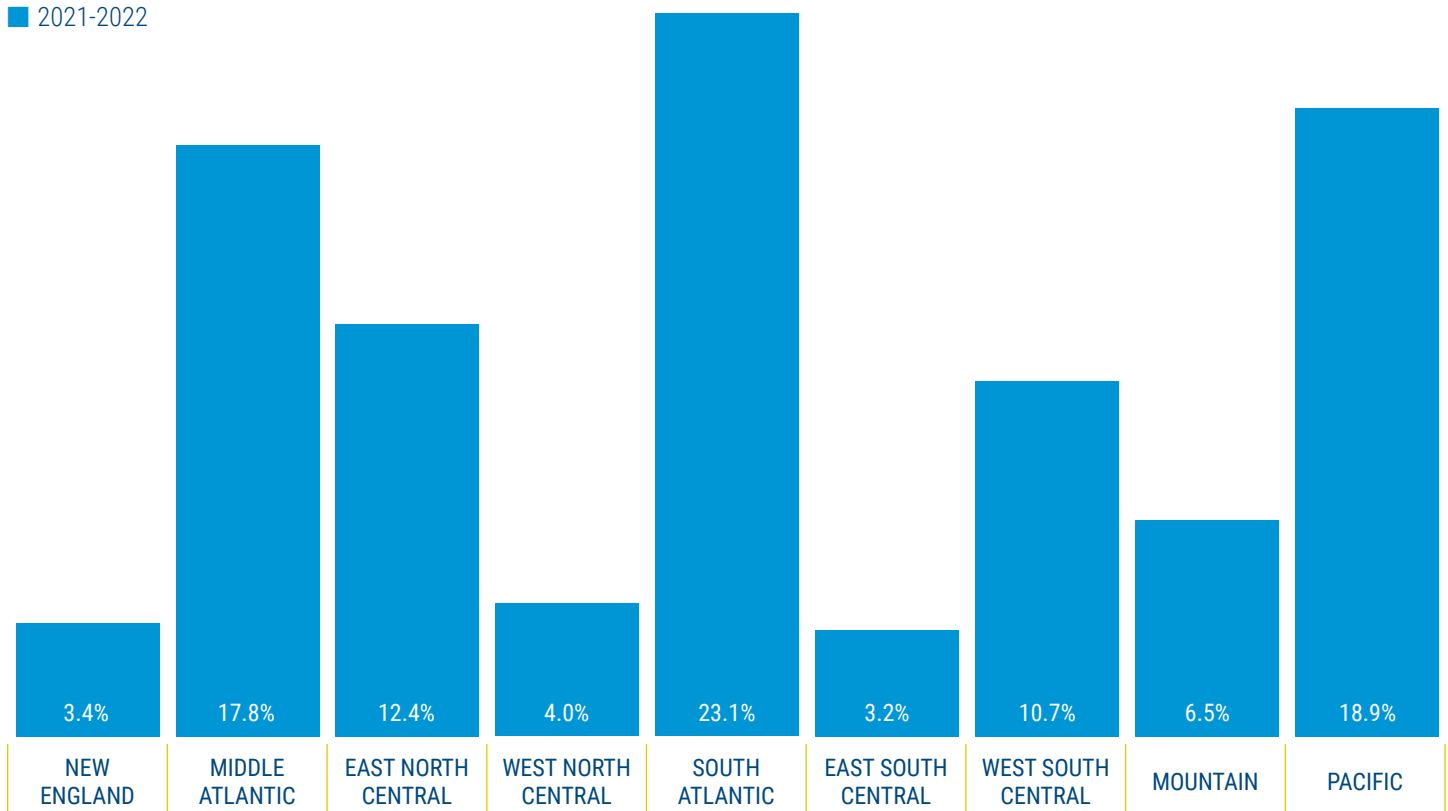
These numbers and percentages are based on 2.4M total fat biking participants

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

FAT BIKING BY REGION OF RESIDENCE



■ 2021-2022

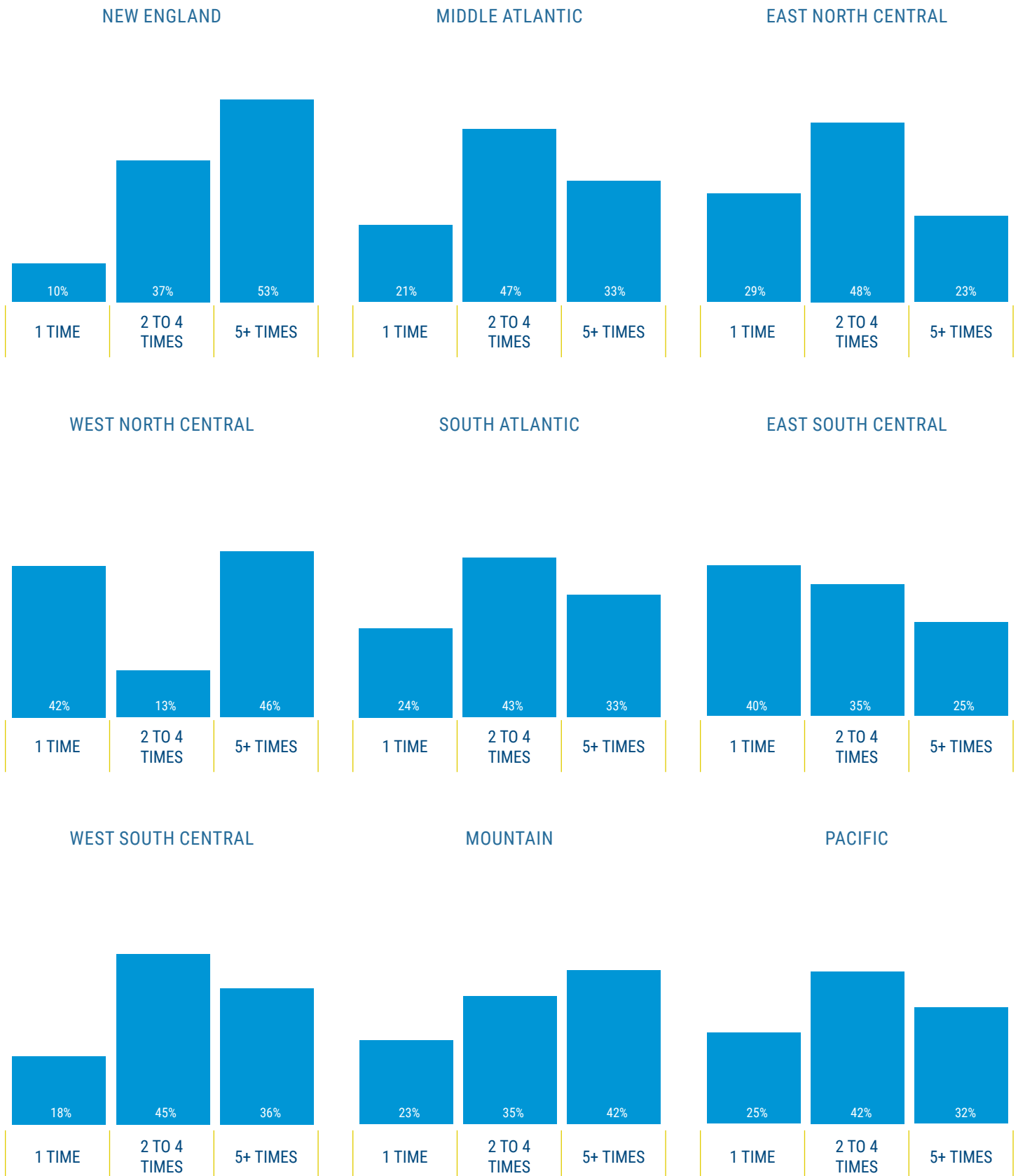


These numbers and percentages are based on 2.4M total fat biking participants

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

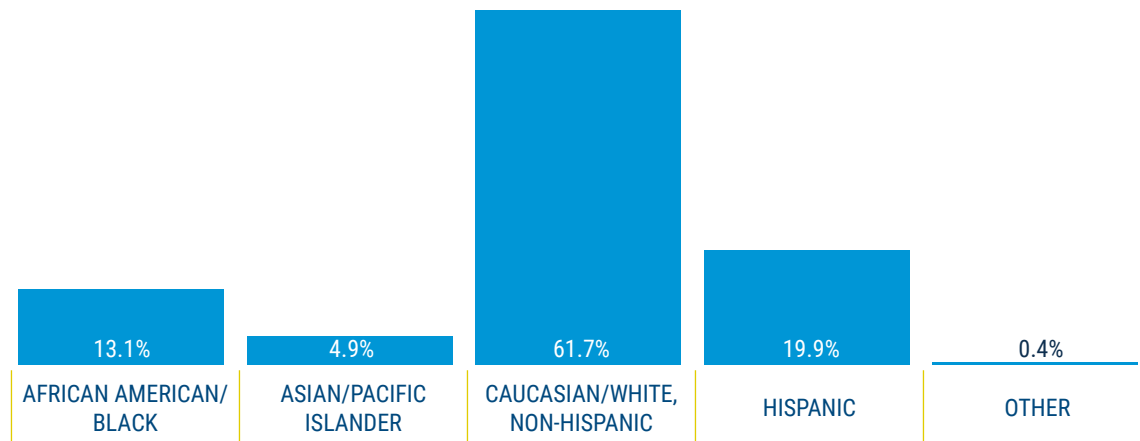
REGIONS BY FREQUENCY

■ 2021-2022

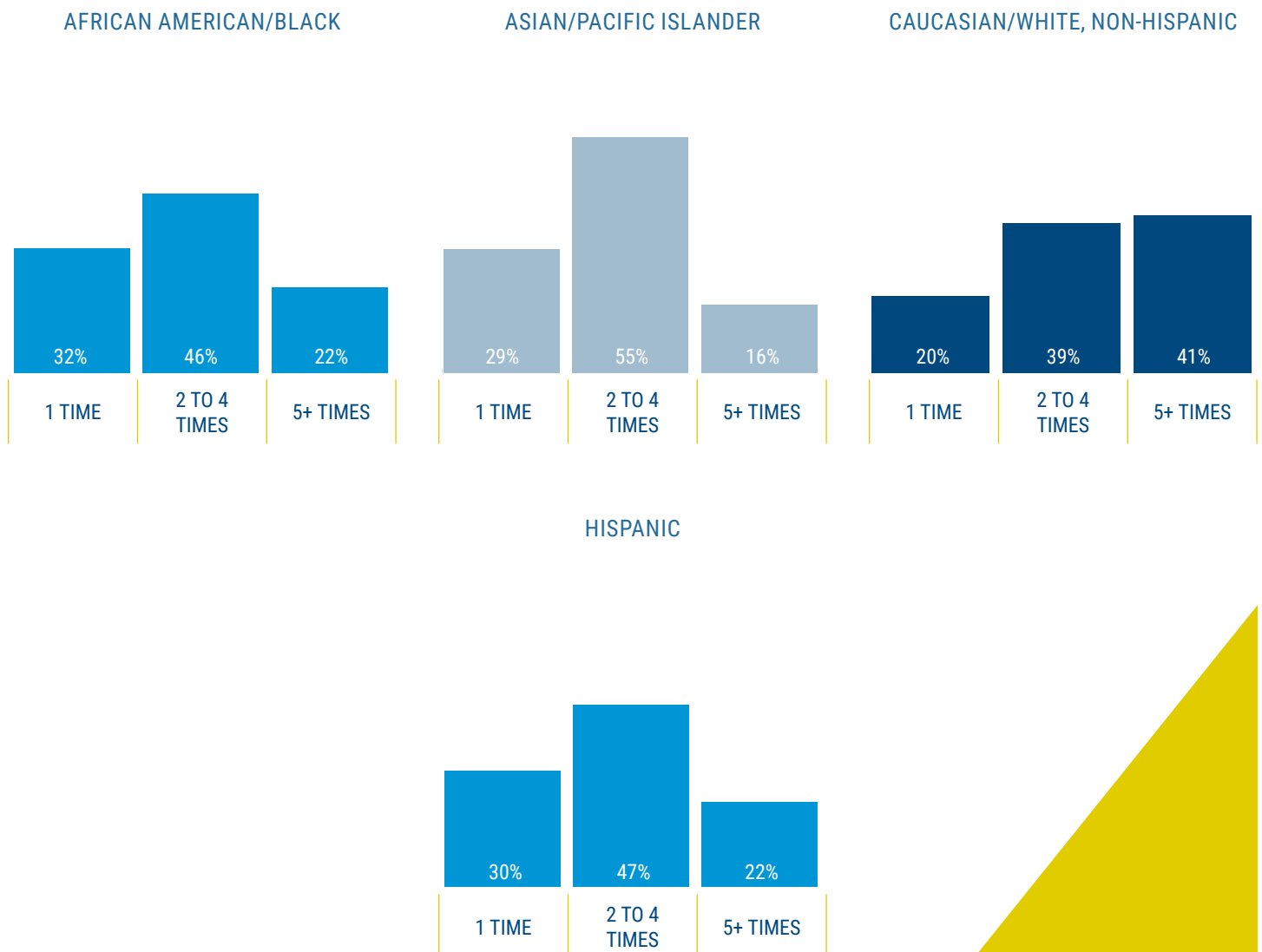


RACE / ETHNICITY OVERALL

■ 2021-2022

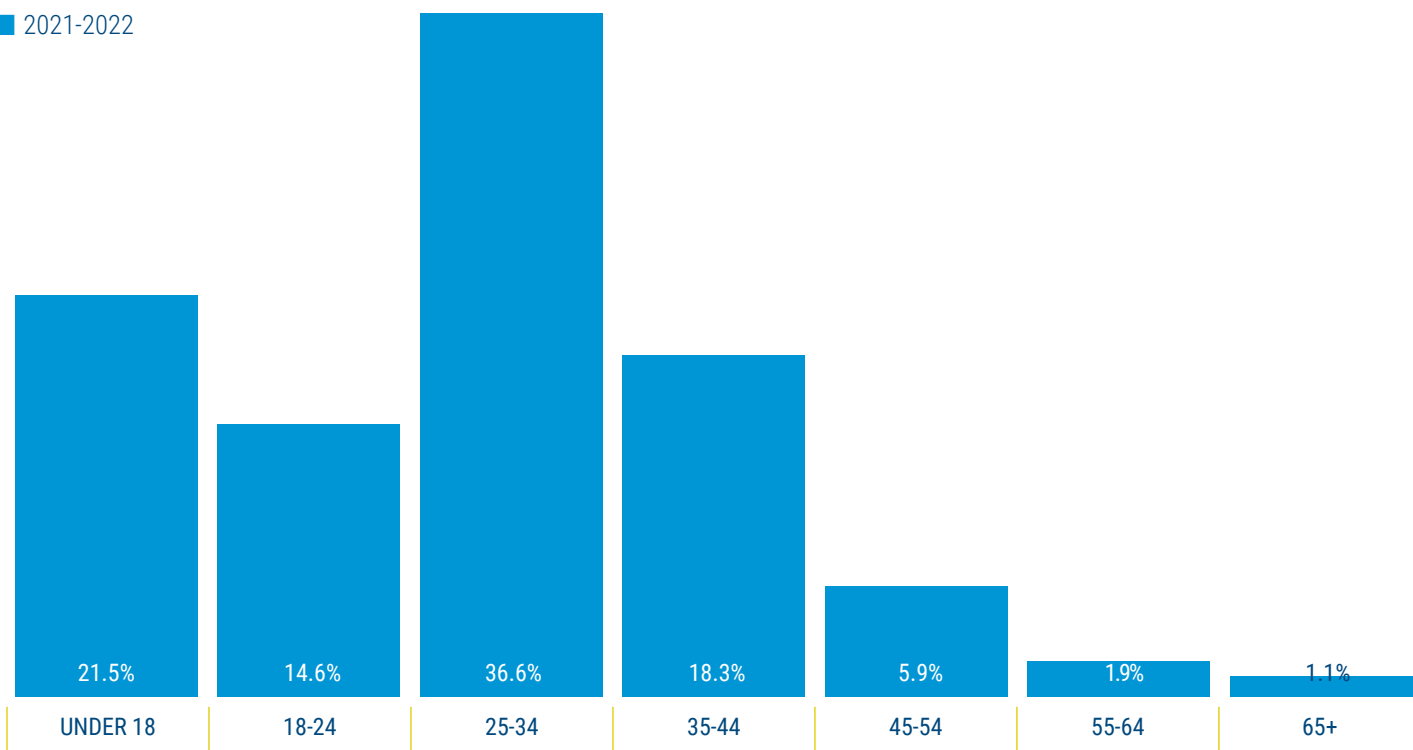


RACE / ETHNICITY BY FREQUENCY



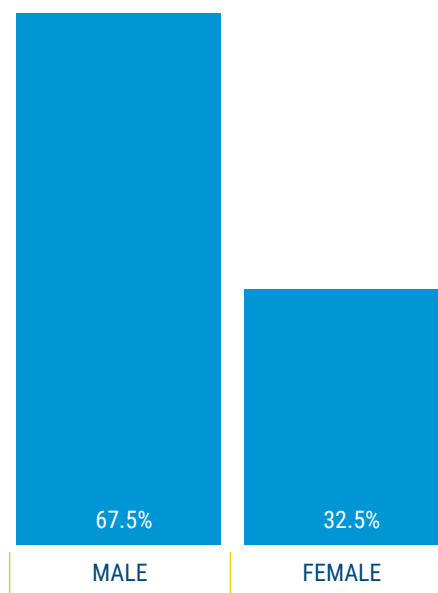
AGE OVERALL

■ 2021-2022



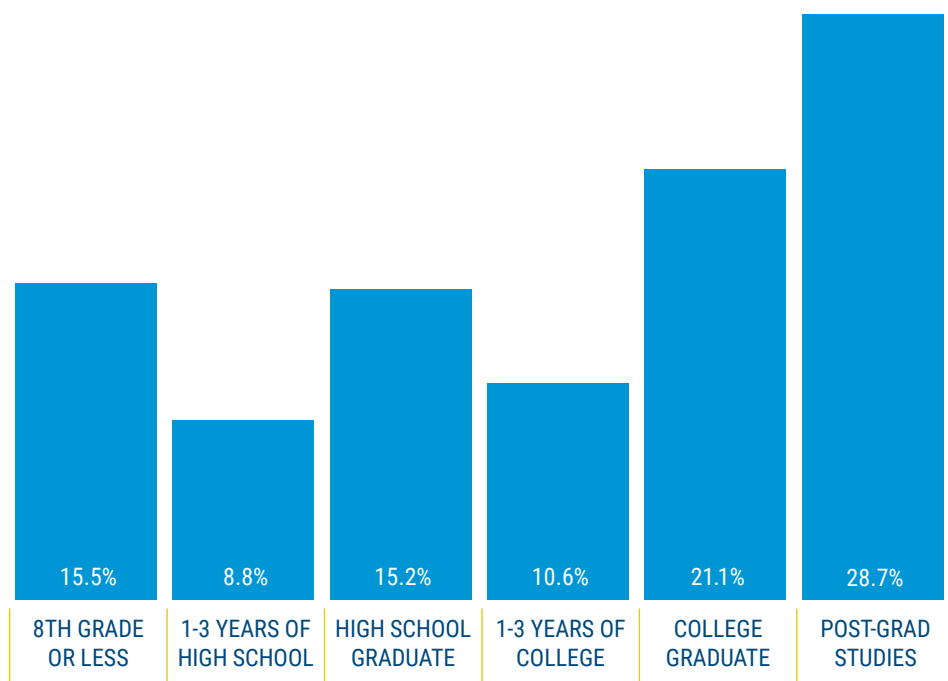
GENDER OVERALL

■ 2021-2022



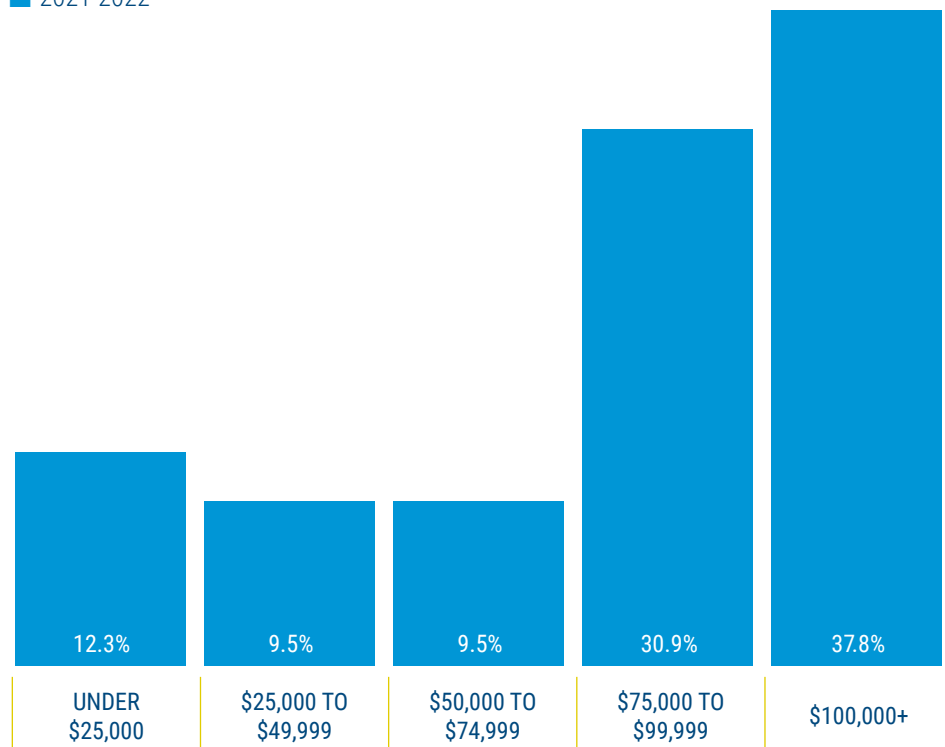
EDUCATION OVERALL

■ 2021-2022



INCOME OVERALL

■ 2021-2022





Snowsports
Industries
America

SLEDDING PARTICIPATION & DEMOGRAPHICS



TOTAL PARTICIPANTS 9.5M

TWO KEY TAKEAWAYS IN 2021-2022 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 2021-22 season, 9.5M people participated in sledding. This has increased significantly from the 2020-21 season, when an estimated 8.9M participated.

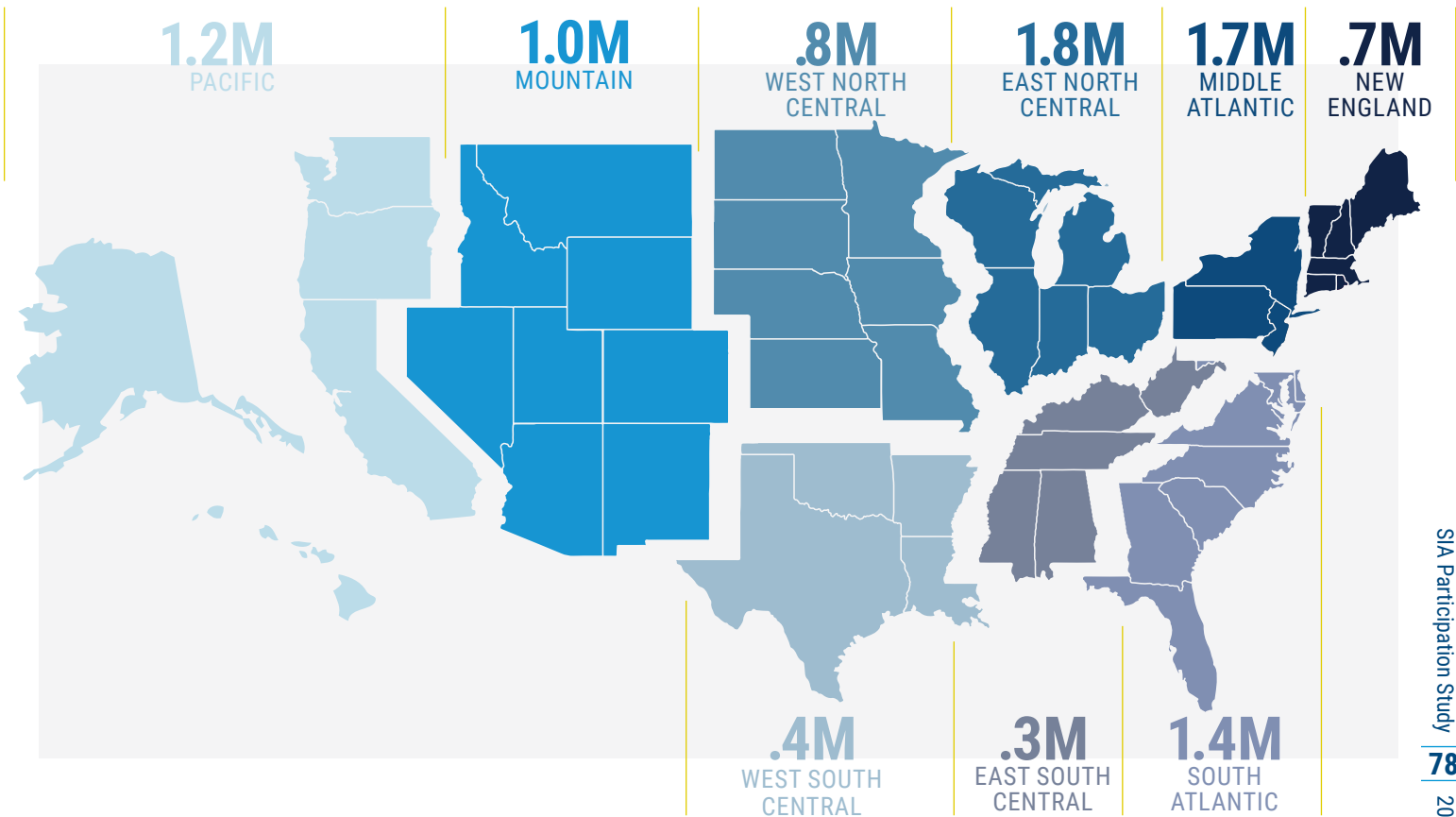
02

Perhaps not surprisingly, participants were overwhelmingly younger. Thirty-nine percent of participants were under 18. The next largest share were 25-to-34-year-olds (21%), potentially the parents of the youngest cohort.

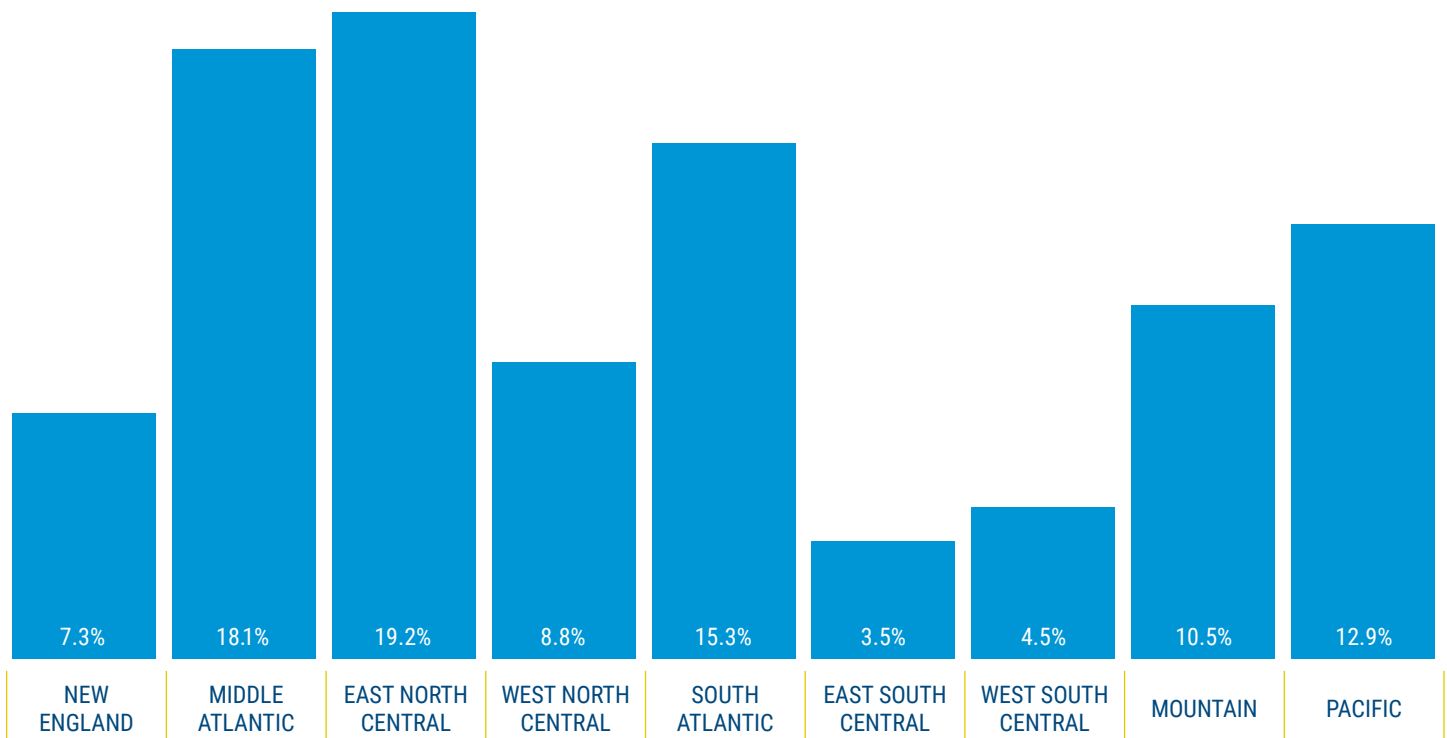


TOTAL PARTICIPANTS 9.5M

SLEDDING BY REGION OF RESIDENCE



■ 2021-2022

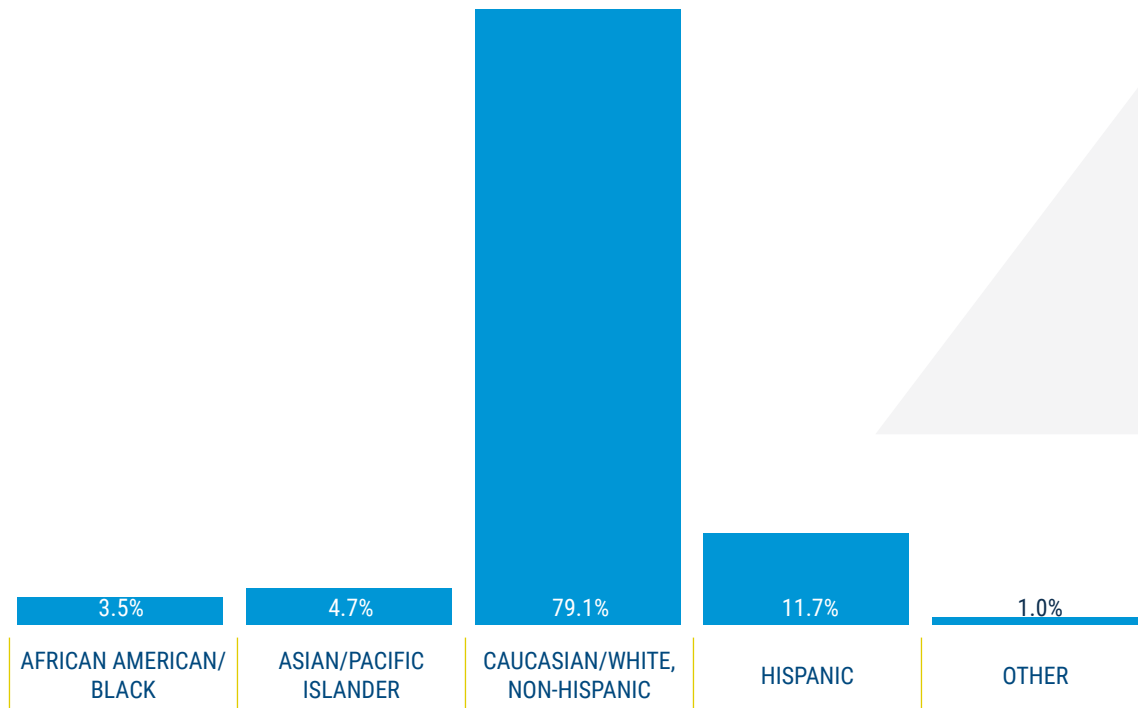


These numbers and percentages are based on 9.5M total sledding participants

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

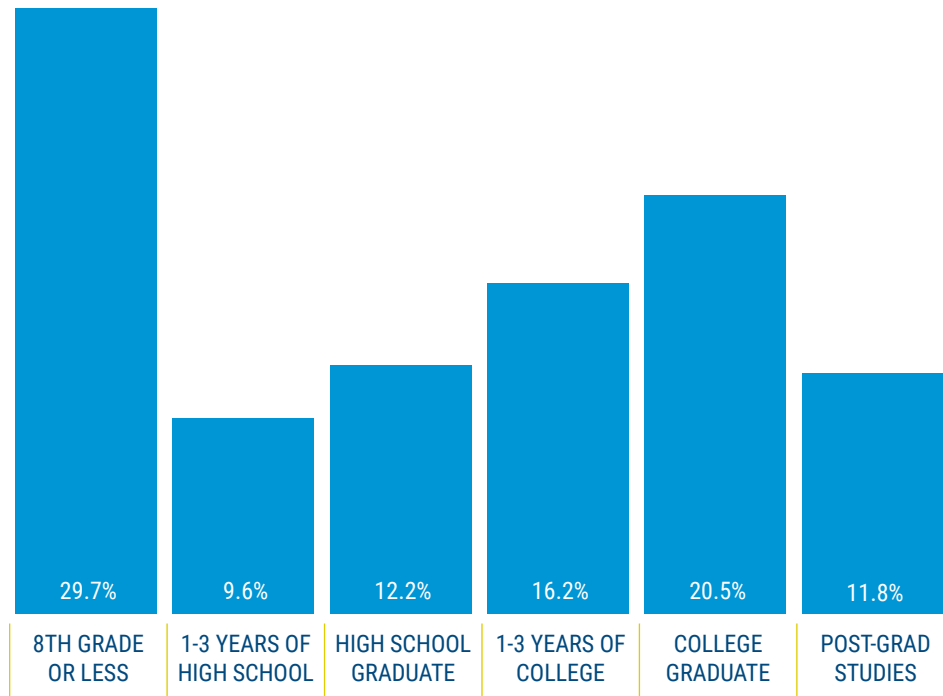
RACE / ETHNICITY OVERALL

■ 2021-2022



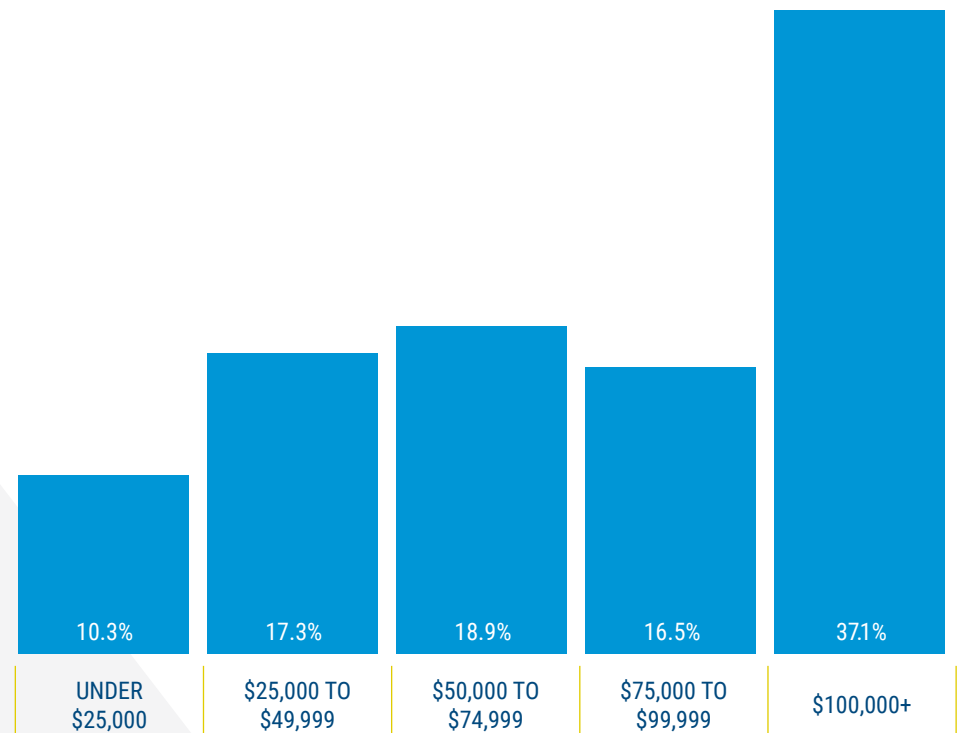
EDUCATION OVERALL

■ 2021-2022



INCOME OVERALL

■ 2021-2022



* ALL FIGURES ARE IN THE THOUSANDS (000S)	SKI*		SNOWBOARD*		CROSS-COUNTRY*		SNOWSHOE*	
FREQUENCY OVERALL								
TOTAL PARTICIPANTS	12,864		8,161		4,851		3,837	
NEW	3,275		2,302		1,574		1,160	
RETURNED	3,753		2,356		877		1,147	
LOST	7,800		4,368		2,070		1,648	
BY REGION								
NEW ENGLAND	850	6.6%	455	5.6%	295	6.1%	344	9.0%
MIDDLE ATLANTIC	2,140	16.6%	1,322	16.2%	912	18.8%	648	16.9%
EAST NORTH CENTRAL	1,717	13.3%	985	12.1%	667	13.8%	492	12.8%
WEST NORTH CENTRAL	686	5.3%	451	5.5%	282	5.8%	215	5.6%
SOUTH ATLANTIC	2,118	16.5%	1,227	15.0%	911	18.8%	596	15.5%
EAST SOUTH CENTRAL	402	3.1%	280	3.4%	199	4.1%	113	2.9%
WEST SOUTH CENTRAL	977	7.6%	569	7.0%	392	8.1%	271	7.1%
MOUNTAIN	1,290	10.0%	778	9.5%	416	8.6%	457	11.9%
PACIFIC	2,685	20.9%	2,094	25.7%	777	16.0%	701	18.3%
REGION FREQUENCY								
1 TIME	4,136	32.1%	1,730	21.2%	1,135	23.4%	1,107	28.8%
2 TIMES	1,872	14.5%	1,418	17.4%	1,065	22.0%	699	18.2%
3 TO 6 TIMES	3,436	26.7%	2,693	33.0%	1,447	29.8%	1,221	31.8%
7+ TIMES	3,420	26.6%	2,320	28.4%	1,205	24.8%	810	21.1%
REGION BY FREQUENCY								
NEW ENGLAND								
1 TIME	257	31%	58	13%	56	19%	54	16%
2 TIMES	63	8%	93	21%	65	22%	77	23%
3 TO 6 TIMES	262	31%	140	31%	92	31%	127	38%
7+ TIMES	254	30%	159	35%	83	28%	80	24%
MIDDLE ATLANTIC								
1 TIME	595	28%	324	24%	209	23%	180	28%
2 TIMES	305	14%	217	16%	202	22%	114	18%
3 TO 6 TIMES	621	29%	417	31%	275	30%	195	30%
7+ TIMES	641	30%	369	28%	226	25%	160	25%
EAST NORTH CENTRAL								
1 TIME	581	34%	230	23%	111	17%	138	28%
2 TIMES	295	17%	151	15%	167	25%	78	16%
3 TO 6 TIMES	400	23%	336	34%	210	31%	162	33%
7+ TIMES	443	26%	269	27%	181	27%	113	23%
WEST NORTH CENTRAL								
1 TIME	242	35%	97	22%	73	26%	48	23%
2 TIMES	125	18%	56	13%	40	14%	56	26%
3 TO 6 TIMES	150	22%	154	34%	93	33%	62	29%
7+ TIMES	175	25%	141	31%	75	27%	47	22%
SOUTH ATLANTIC								
1 TIME	739	35%	298	24%	213	23%	156	26%
2 TIMES	376	18%	202	16%	221	24%	122	21%
3 TO 6 TIMES	536	25%	422	34%	245	27%	192	32%
7+ TIMES	484	23%	309	25%	233	26%	123	21%
EAST SOUTH CENTRAL								
1 TIME	149	38%	49	18%	53	27%	50	43%
2 TIMES	50	13%	52	19%	52	26%	14	12%
3 TO 6 TIMES	67	17%	99	36%	43	22%	23	20%
7+ TIMES	124	32%	78	28%	51	26%	28	24%
WEST SOUTH CENTRAL								
1 TIME	341	35%	115	20%	134	34%	112	41%
2 TIMES	154	16%	91	16%	90	23%	53	19%
3 TO 6 TIMES	284	29%	212	37%	115	29%	73	27%
7+ TIMES	198	20%	149	26%	52	13%	37	13%
MOUNTAIN								
1 TIME	438	35%	138	18%	107	26%	136	30%
2 TIMES	113	9%	124	16%	55	13%	72	16%
3 TO 6 TIMES	320	25%	259	34%	148	36%	158	34%
7+ TIMES	391	31%	251	33%	103	25%	92	20%
PACIFIC								
1 TIME	793	29%	420	20%	177	23%	232	33%
2 TIMES	392	15%	431	21%	172	22%	112	16%
3 TO 6 TIMES	796	30%	653	31%	227	29%	230	33%
7+ TIMES	711	26%	595	28%	201	26%	130	18%
AGE OVERALL								
UNDER 18	3,484	27.1%	2,738	33.6%	1,085	22.4%	838	21.8%
18~24	1,709	13.3%	1,393	17.1%	584	12.0%	502	13.1%
25~34	2,819	21.9%	2,270	27.8%	1,337	27.6%	1,066	27.8%
35~44	2,106	16.4%	1,196	14.7%	857	17.7%	512	13.4%
45~54	1,576	12.3%	461	5.6%	445	9.2%	345	9.0%
55~64	798	6.2%	92	1.1%	302	6.2%	341	8.9%
65+	370	2.9%	11	0.1%	241	5.0%	233	6.1%
GENDER OVERALL								
MALE	8,218	63.9%	5,519	67.6%	3,184	65.6%	2,540	66.2%
FEMALE	4,646	36.1%	2,642	32.4%	1,667	34.4%	1,297	33.8%
RACE/ETHNICITY OVERALL								
AFRICAN AMERICAN/BLACK	924	7.2%	670	8.2%	396	8.2%	356	9.3%
ASIAN/PACIFIC ISLANDER	1,149	8.9%	956	11.7%	257	5.3%	217	5.7%
CAUCASIAN/WHITE, NON-HISPANIC	8,888	69.1%	5,031	61.7%	3,289	67.8%	2,558	66.7%
HISPANIC	1,742	13.5%	1,377	16.9%	851	17.5%	641	16.7%
OTHER	161	1.3%	126	1.5%	57	1.2%	65	1.7%
EDUCATION OVERALL								
8TH GRADE OR LESS	1,787	13.9%	1,753	21.5%	776	16.0%	478	12.5%
1-3 YEARS OF HIGH SCHOOL	1,003	7.8%	967	11.9%	376	7.8%	206	5.4%
HIGH SCHOOL GRADUATE	1,614	12.5%	1,149	14.1%	770	15.9%	600	15.6%
1-3 YEARS COLLEGE	1,799	14.0%	1,234	15.1%	536	11.0%	604	15.7%
COLLEGE GRADUATE	3,809	29.6%	1,882	23.1%	1,448	29.9%	1,088	28.4%
POST-GRAD STUDIES	2,853	22.2%	1,176	14.4%	944	19.5%	861	22.4%
INCOME OVERALL								
UNDER \$25,000	975	7.6%	888	10.9%	439	9.1%	402	10.5%
\$25,000 TO \$49,999	1,483	11.5%	1,105	13.5%	631	13.0%	508	13.2%
\$50,000 TO \$74,999	2,000	15.5%	1,231	15.1%	713	14.7%	518	13.5%
\$75,000 TO \$99,999	2,232	17.4%	1,451	17.8%	992	20.4%	829	21.6%
\$100,000+	6,173	48.0%	3,487	42.7%	2,076	42.8%	1,580	41.2%

* ALL FIGURES ARE IN THE THOUSANDS (000S)	ALPINE TOURING*		SNOWBOARD TOURING*		FAT BIKING*		SLEDDING*	
FREQUENCY OVERALL	2,159		2,146		2,440		9,473	
TOTAL PARTICIPANTS								
BY REGION								
NEW ENGLAND	116	5.4%	104	4.9%	83	3.4%	693	7.3%
MIDDLE ATLANTIC	345	16.0%	412	19.2%	435	17.8%	1,711	18.1%
EAST NORTH CENTRAL	295	13.7%	327	15.2%	304	12.4%	1,816	19.2%
WEST NORTH CENTRAL	73	3.4%	58	2.7%	96	4.0%	830	8.8%
SOUTH ATLANTIC	458	21.2%	429	20.0%	564	23.1%	1,446	15.3%
EAST SOUTH CENTRAL	30	1.4%	67	3.1%	77	3.2%	335	3.5%
WEST SOUTH CENTRAL	182	8.4%	147	6.8%	260	10.7%	429	4.5%
MOUNTAIN	328	15.2%	196	9.1%	159	6.5%	996	10.5%
PACIFIC	331	15.4%	406	18.9%	462	18.9%	1,218	12.9%
REGION FREQUENCY								
1 TIME	611	28.3%	546	26.6%	595	24.4%	N/A	
2 TO 4 TIMES	903	41.8%	830	40.5%	1,026	42.1%		
5+ TIMES	645	29.9%	674	32.9%	819	33.6%		
REGION BY FREQUENCY								
NEW ENGLAND								
1 TIME	33	28%	19	19%	8	10%	N/A	
2 TO 4 TIMES	62	53%	46	46%	31	37%		
5+ TIMES	21	18%	34	34%	44	53%		
MIDDLE ATLANTIC								
1 TIME	64	18%	79	20%	90	21%		
2 TO 4 TIMES	170	49%	165	42%	203	47%		
5+ TIMES	114	33%	150	38%	143	33%		
EAST NORTH CENTRAL								
1 TIME	101	34%	99	32%	87	29%		
2 TO 4 TIMES	120	41%	130	42%	145	48%		
5+ TIMES	73	25%	83	27%	71	23%		
WEST NORTH CENTRAL								
1 TIME	40	56%	20	36%	40	42%		
2 TO 4 TIMES	14	19%	18	32%	12	13%		
5+ TIMES	18	25%	18	32%	44	46%		
SOUTH ATLANTIC								
1 TIME	112	24%	104	25%	135	24%		
2 TO 4 TIMES	188	41%	150	37%	241	43%		
5+ TIMES	159	35%	155	38%	187	33%		
EAST SOUTH CENTRAL								
1 TIME	13	43%	22	34%	31	40%		
2 TO 4 TIMES	4	13%	30	46%	27	35%		
5+ TIMES	13	43%	13	20%	19	25%		
WEST SOUTH CENTRAL								
1 TIME	57	32%	33	23%	48	18%		
2 TO 4 TIMES	85	47%	65	46%	118	45%		
5+ TIMES	38	21%	43	30%	94	36%		
MOUNTAIN								
1 TIME	125	38%	51	27%	37	23%		
2 TO 4 TIMES	114	35%	65	35%	55	35%		
5+ TIMES	87	27%	71	38%	67	42%		
PACIFIC								
1 TIME	66	20%	118	30%	117	25%		
2 TO 4 TIMES	145	43%	161	42%	195	42%		
5+ TIMES	123	37%	108	28%	149	32%		
AGE OVERALL								
UNDER 18	507	23.5%	657	30.6%	525	21.5%	3,720	39.3%
18-24	227	10.5%	344	16.0%	357	14.6%	1,040	11.0%
25-34	801	37.1%	635	29.6%	894	36.6%	2,014	21.3%
35-44	314	14.6%	393	18.3%	446	18.3%	1,382	14.6%
45-54	265	12.3%	92	4.3%	145	5.9%	844	8.9%
55-64	23	1.1%	23	1.0%	47	1.9%	311	3.3%
65+	21	1.0%	4	0.2%	27	1.1%	162	1.7%
GENDER OVERALL								
MALE	1,441	66.7%	1,598	74.4%	1,648	67.5%	4,997	52.7%
FEMALE	718	33.3%	549	25.6%	793	32.5%	4,476	47.3%
RACE/ETHNICITY OVERALL								
AFRICAN AMERICAN/BLACK	177	8.2%	331	15.4%	321	13.1%	336	3.5%
ASIAN/PACIFIC ISLANDER	123	5.7%	184	8.6%	120	4.9%	445	4.7%
CAUCASIAN/WHITE, NON-HISPANIC	1,491	69.1%	1,295	60.3%	1,505	61.7%	7,492	79.1%
HISPANIC	317	14.7%	284	13.2%	485	19.9%	1,108	11.7%
OTHER	50	2.3%	53	2.5%	9	0.4%	92	1.0%
EDUCATION OVERALL								
8TH GRADE OR LESS	431	20.0%	405	18.8%	378	15.5%	2,818	29.7%
1-3 YEARS OF HIGH SCHOOL	237	11.0%	233	10.8%	215	8.8%	905	9.6%
HIGH SCHOOL GRADUATE	350	16.2%	339	15.8%	370	15.2%	1,154	12.2%
1-3 YEARS COLLEGE	268	12.4%	320	14.9%	260	10.6%	1,536	16.2%
COLLEGE GRADUATE	532	24.7%	525	24.4%	516	21.1%	1,946	20.5%
POST-GRAD STUDIES	341	15.8%	326	15.2%	701	28.7%	1,115	11.8%
INCOME OVERALL								
UNDER \$25,000	139	6.5%	160	7.5%	300	12.3%	972	10.3%
\$25,000 TO \$49,999	235	10.9%	254	11.8%	232	9.5%	1,635	17.3%
\$50,000 TO \$74,999	284	13.2%	275	12.8%	232	9.5%	1,787	18.9%
\$75,000 TO \$99,999	637	29.5%	447	20.8%	755	30.9%	1,564	16.5%
\$100,000+	864	40.0%	1,010	47.0%	921	37.8%	3,515	37.1%

Participation Data

All participation statistics were derived from an annual online consumer-tracking study focused on participation conducted during the 2021 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.

Sample Specification

During 2021, 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 2021 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 304,745,039 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 2022 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 in-depth look at participation and participant demographics across US winter sports in the 2021-2022 season.
- » Monthly Consumer Insights (October to April) - From October to April, SIA surveys thousands of active winter outdoor enthusiasts in order to bring you the insights, trends, and habits that you are looking for.
- » Consumer Purchasing Insights - Ongoing and timely insights into consumer interest in purchasing winter gear.
- » End of Season Report - A wrap-up of winter, including the ongoing impacts of COVID on participation, participation trends, seasonal buying habits, travel, and more.
- » Next Gen Study of Winter Participants - Offers detailed insights into growing participation and diversity in snow sports.
- » CUSTOM RESEARCH - contact SIA for more information.

SIA members can find all of the above studies in the SIA Member Portal @ members.snowports.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@snowports.org.