22'-23' PARTICIPATION DATA DEEP DIVE: A LOOK AT PARTICIPATION BY RACE & ETHNICITY AND AGE

This summary looks at the relationship between age and race and ethnicity for participants in three winter sports: Alpine skiing (downhill/freeski/telemark), snowboarding, and cross-country skiing.

KEY INSIGHT: Black, Asian, and Hispanic participants in ski, snowboard and cross-country skiing are more likely to be young adults (18-34). However, among the larger Black and Hispanic populations, participation rates are still lower than that of White, non-Hispanic population. So, while seeing many youth involved in winter sports is a promising sign, the challenge will be to keep the participants engaged as they age.

For Asian participation, while fewer in the number of overall participants, their participation rate is actually on par with, or sometimes exceeding, the White, non-Hispanic population. This could create opportunity for brands by ensuring they are reaching, and appealing to, this audience.

Participant: An individual who participated in the shown sport at least once in the 2022-23 season.
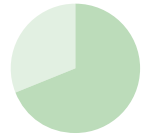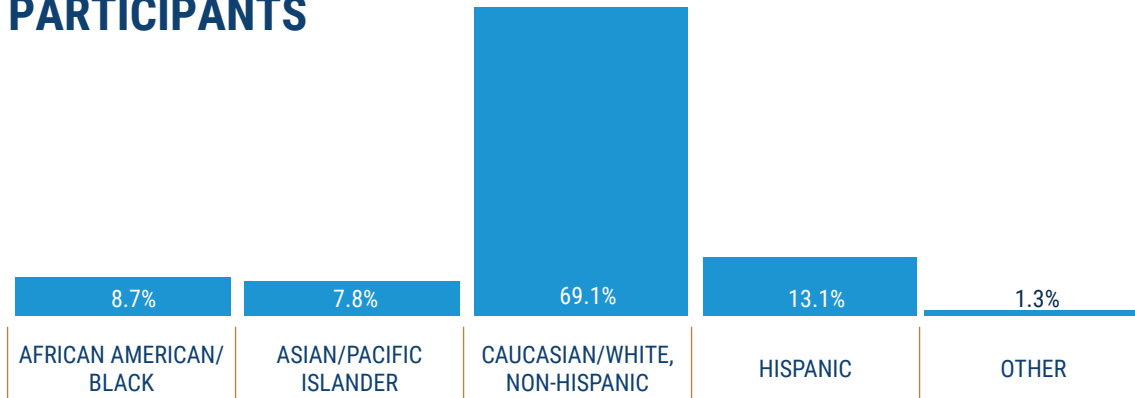
Age distribution: The percentage of total participants per each winter sport that fall into each age category. These will sum to 100% within each race/ethnicity.

Participation rate: The proportion of all people in the US population in a specific age group that participate in each winter sport. These will not sum to 100%.

Continue reading for additional insights by sport.

RACE/ETHNICITY OF ALL PARTICIPANTS

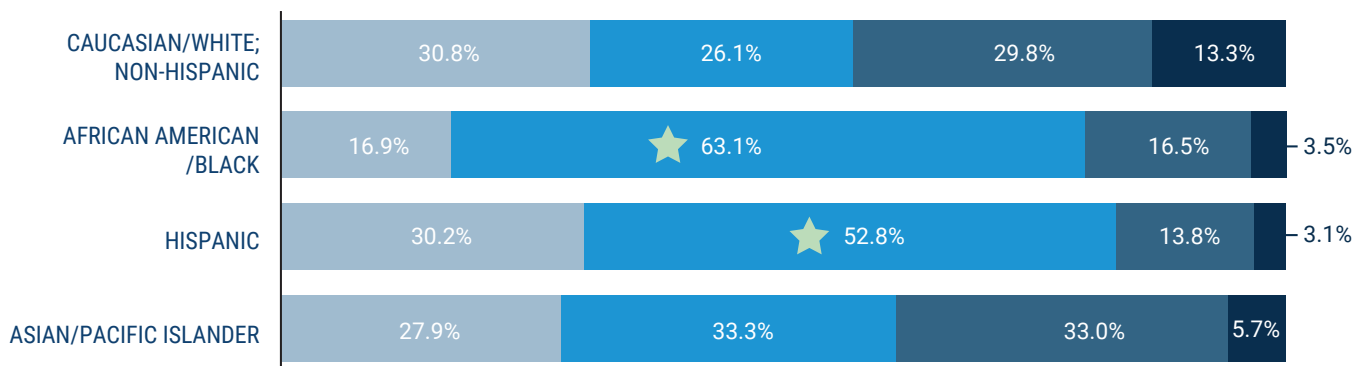| AFRICAN AMERICAN/ BLACK	ASIAN/PACIFIC ISLANDER	CAUCASIAN/WHITE, NON-HISPANIC	HISPANIC	OTHER
8.7%	7.8%	69.1%	13.1%	1.3%

More than two-thirds of skiers are White, non-Hispanic. Thirteen percent (13%) are Hispanic, 9% Black, and 8% Asian.
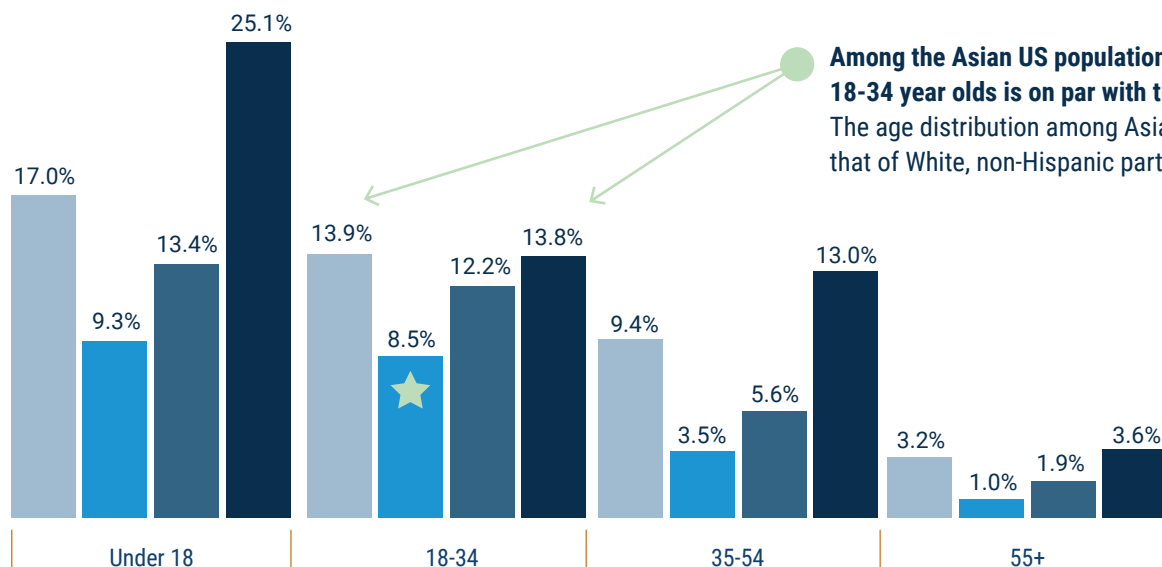
AGE DISTRIBUTION OF PARTICIPANTS

Legend: Under 18 | 18-34 | 34-54 | 55+

⭐ **Sixty three percent (63%) of Black skiers and 53% of Hispanic skiers are 18-34 years old.** While it is encouraging to see so many younger adults participating, its important to remember that the participation rate of Black skiers, age 18-34, compared to the entire 18-34 black population within the US, is only 9%. For comparison, 14% of 18-34 years who are White ski. For Hispanics, the participation is higher, at 12%.
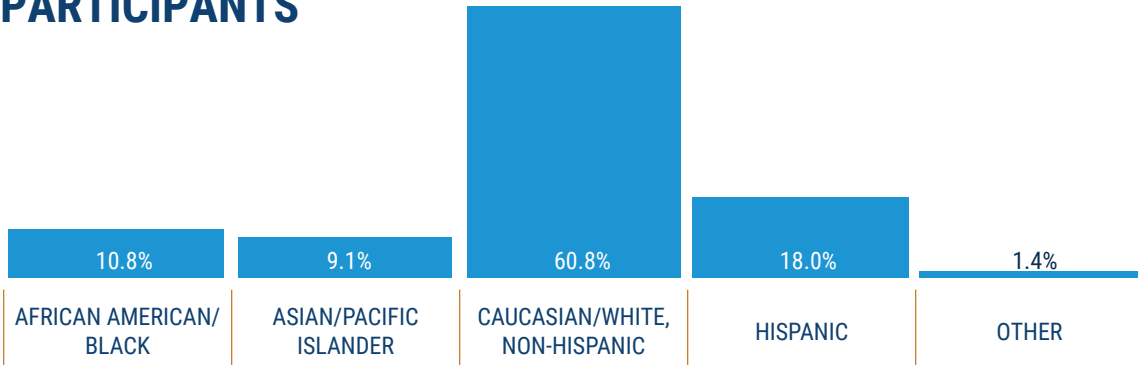
	Under 18	18-34	34-54	55+
CAUCASIAN/WHITE; NON-HISPANIC	30.8%	26.1%	29.8%	13.3%
AFRICAN AMERICAN /BLACK	16.9%	63.1% ⭐	16.5%	3.5%
HISPANIC	30.2%	52.8% ⭐	13.8%	3.1%
ASIAN/PACIFIC ISLANDER	27.9%	33.3%	33.0%	5.7%

PARTICIPATION RATES AMONG ENTIRE POPULATION

Legend: Caucasian/White; Non-Hispanic | African American/Black | Hispanic | Asian/Pacific Islander

	Caucasian/White; Non-Hispanic	African American/Black	Hispanic	Asian/Pacific Islander
Under 18	17.0%	9.3%	13.4%	25.1%
18-34	13.9%	8.5% ⭐	12.2%	13.8%
35-54	9.4%	3.5%	5.6%	13.0%
55+	3.2%	1.0%	1.9%	3.6%

Among the Asian US population, their participation rate among 18-34 year olds is on par with that of White, non-Hispanics. The age distribution among Asian participants is also similar to that of White, non-Hispanic participants.

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RACE/ETHNICITY OF ALL PARTICIPANTS

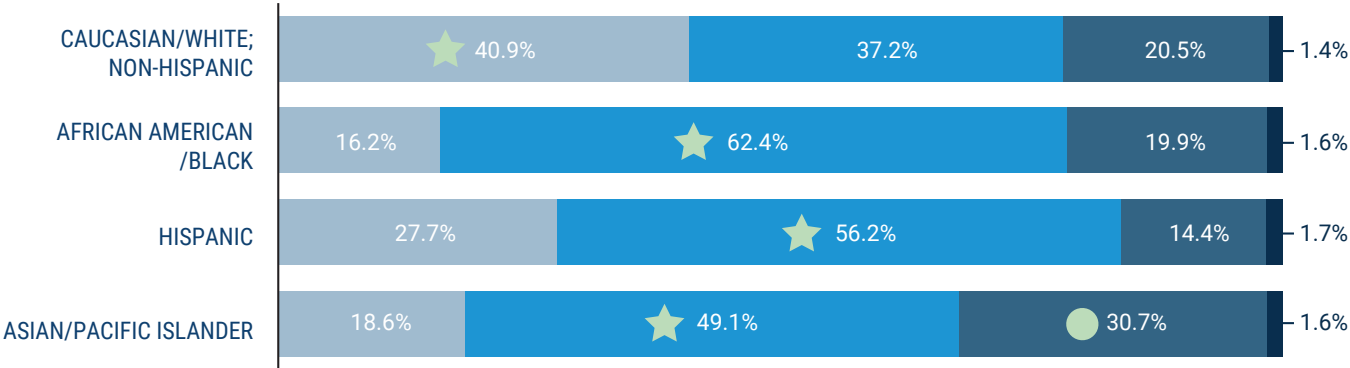| AFRICAN AMERICAN/ BLACK	ASIAN/PACIFIC ISLANDER	CAUCASIAN/WHITE, NON-HISPANIC	HISPANIC	OTHER
10.8%	9.1%	60.8%	18.0%	1.4%

Snowboarding is one of the most diverse winter sports. Eighteen percent (18%) of participants are Hispanic, 11% are Black, and 9% are Asian.
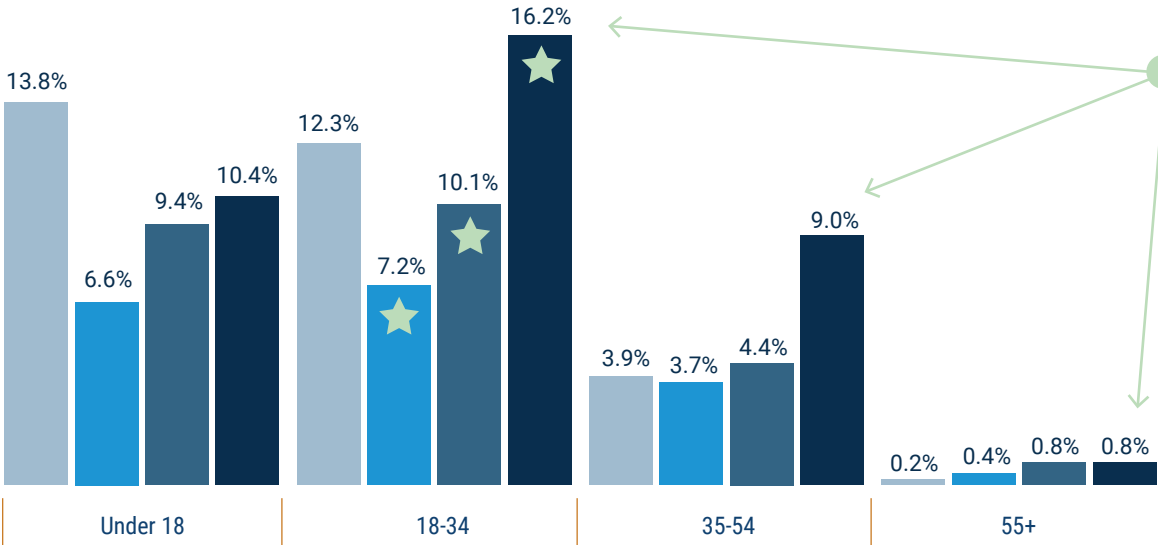
AGE DISTRIBUTION OF PARTICIPANTS

Under 18 ■ 18-34 ■ 34-54 ■ 55+

⭐ **Like skiing, a majority of Black, Hispanic, and Asian participants are age 18-34, whereas it's closer to one-third for White, non-Hispanic.** Also like skiing, the largest share of White, non-Hispanic participants are under the age 18, suggesting White, non-Hispanic participants typically start younger than other race/ethnicities. Despite a larger share of participants being 18-34 for Black and Hispanic participants, the participation rate for these groups, 7% and 10% respectively, is still lower than that of White participants at 12%.
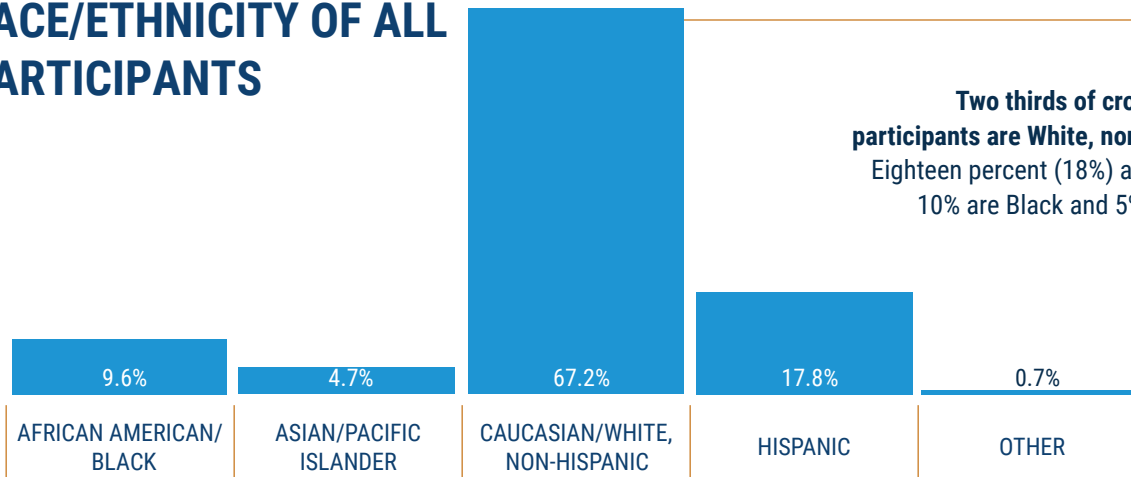
	Under 18	18-34	34-54	55+
CAUCASIAN/WHITE; NON-HISPANIC	40.9%	37.2%	20.5%	1.4%
AFRICAN AMERICAN /BLACK	16.2%	62.4%	19.9%	1.6%
HISPANIC	27.7%	56.2%	14.4%	1.7%
ASIAN/PACIFIC ISLANDER	18.6%	49.1%	30.7%	1.6%

PARTICIPATION RATES AMONG ENTIRE POPULATION

■ Caucasian/White; Non-Hispanic ■ African American/Black ■ Hispanic ■ Asian/Pacific Islander

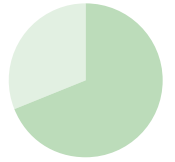|	Caucasian/White; Non-Hispanic	African American/Black	Hispanic	Asian/Pacific Islander
Under 18	13.8%	6.6%	9.4%	10.4%
18-34	12.3%	7.2%	10.1%	16.2%
35-54	3.9%	3.7%	4.4%	9.0%
55+	0.2%	0.4%	0.8%	0.8%

Asian participation for age groups older than 18 are higher than that of White, non-Hispanic. Similarly, the age distribution of participants is more likely to be older – approximately 80% of Asian snowboarders are adults, 18 and older whereas 60% of White, non-Hispanic snowboarders are 18 and older.

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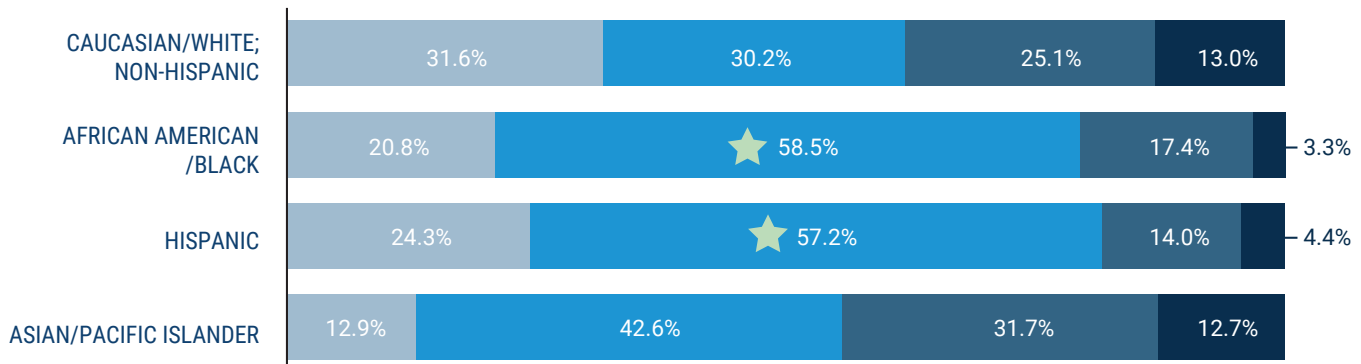
RACE/ETHNICITY OF ALL PARTICIPANTS

Two thirds of cross-country participants are White, non-Hispanic.
Eighteen percent (18%) are Hispanic, 10% are Black and 5% are Asian.

AFRICAN AMERICAN/BLACK	ASIAN/PACIFIC ISLANDER	CAUCASIAN/WHITE, NON-HISPANIC	HISPANIC	OTHER
9.6%	4.7%	67.2%	17.8%	0.7%

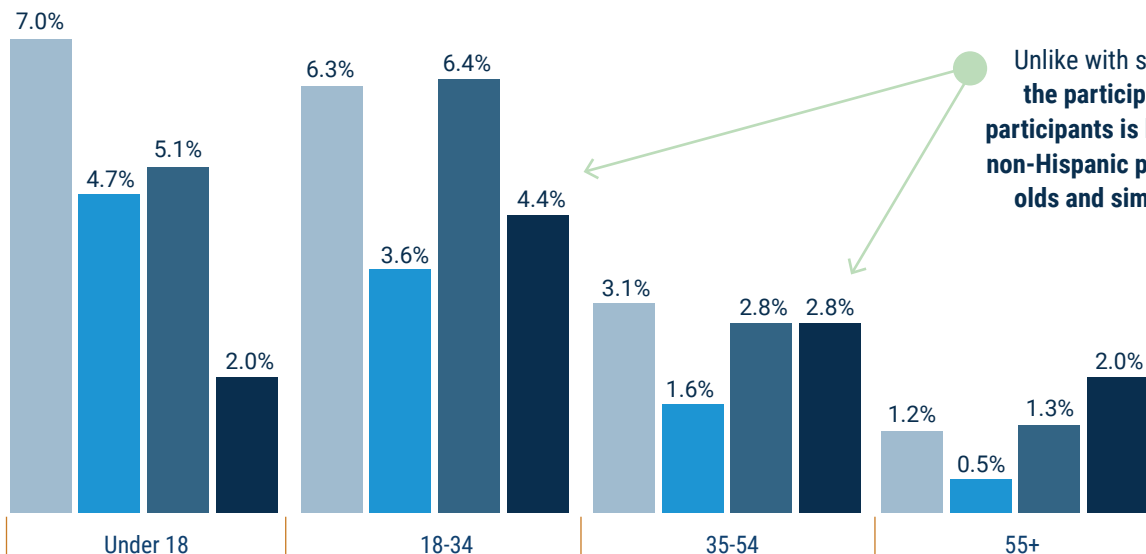## AGE DISTRIBUTION OF PARTICIPANTS

Legend: Under 18 | 18-34 | 34-54 | 55+

⭐ **The age distribution among cross-country participants is similar to that of skiers and snowboarders with a greater share of Black and Hispanic participants being age 18-34 while a greater share of White participants are under 18 when compared to Blacks, Hispanics, and Asians.** Participation rates for all are lower, which is not surprising given the lower overall number of participants.

	Under 18	18-34	34-54	55+
CAUCASIAN/WHITE; NON-HISPANIC	31.6%	30.2%	25.1%	13.0%
AFRICAN AMERICAN/BLACK	20.8%	58.5% ⭐	17.4%	3.3%
HISPANIC	24.3%	57.2% ⭐	14.0%	4.4%
ASIAN/PACIFIC ISLANDER	12.9%	42.6%	31.7%	12.7%

PARTICIPATION RATES AMONG ENTIRE POPULATION

Legend: Caucasian/White; Non-Hispanic | African American/Black | Hispanic | Asian/Pacific Islander

	Caucasian/White; Non-Hispanic	African American/Black	Hispanic	Asian/Pacific Islander
Under 18	7.0%	4.7%	5.1%	2.0%
18-34	6.3%	3.6%	6.4%	4.4%
35-54	3.1%	1.6%	2.8%	2.8%
55+	1.2%	0.5%	1.3%	2.0%

Unlike with skiing and snowboarding, **the participation rate among Asian participants is lower relative to the White, non-Hispanic participation for 18-34 year olds and similar for 35-54 year olds.**

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