



PARTICIPATION STUDY 2018-2019

SIA

Snowsports
Industries
America



INTRODUCTION

The SIA Participation Study 2019 is a comprehensive look at participants in winter sports across the 2018/2019 including: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, and winter fat biking. The study highlights a general cumulative view of winter sport participation and demographics, in addition to further in-depth analyses of each winter sport activity. It covers participant demographics, frequency, regional representation, crossover activities, and more.

The SIA Participation Study 2019 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 2018 and the beginning of 2019. 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 study.

For further information on winter sport participation, please contact siaresearch@snowsports.org

The information contained in this study is the property of Snowsports Industries America. It cannot be reproduced or extracted in whole or part in any way without prior written permission of Snowsports Industries America. Copyright © 2019 Snowsports Industries America. All rights reserved.

CONTENTS

The Takeaways	4
Winter Sports	5
Ski	10
Snowboard	17
Cross-country Skiing	24
Snowshoe	31
Snowboard Touring	41
Alpine Touring	43
Methodology	46

THE TAKEAWAYS

WINTER SPORTS¹

Winter sport participation increased **1.2%** in the 2018/2019 winter season to **24.6 Million** Americans ages 6 and older.

The **Pacific Region** had the **largest** number of winter sport participants at **4.52M**. The **South Atlantic Region** was a close **second** at **4.36M**.

SKIING²

In **2018-2019**, the **Pacific Region (CA, OR, WA)** had the largest share of skiers that went **7 or more times** in that season (**22.1%**). This is a change from **2016/2017**, where the **Middle Atlantic Region** had the largest.

Idaho, Vermont, District of Columbia, and Colorado had the **highest percentage of skiers per capita** by state in 2017/2018.

The **largest** segment of skiers (**19%**) that went **7 times or more** for the 2018/2019 season were between **45 and 54 years old**.

Last season, the leading segment was **25 to 35 year olds (21%)**.

SNOWBOARDING

The **largest** segment of snowboarders (**21%**) that went **7 times or more** were between **25 and 34 years old**.

The **next largest** segments are **13 to 17 year olds (20%)** and **6 to 12 year olds (19%)**.



The Pacific Region (CA, OR, WA) had the largest share of snowboarders that went 7 or more times (26%)

CROSS-COUNTRY SKIING

More cross-country skiers went to a private cross-country center (**61%**) as compared to a public cross-country center with trails groomed by a government entity (**43%**).

ALPINE TOURING and SNOWBOARD TOURING

There were **703k** alpine touring participants and **682k** snowboard touring participants in the backcountry aged 18 and above for the 2017/2018 season.

SNOWSHOEING

42% of snowshoers also participate in day hiking. **41%** of snowshoers also participate in cross-country skiing

4 ¹ Winter sports defined as: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, alpine touring, snowboard touring, winter fat biking

² Skiing defined as alpine ski, telemark and freeski



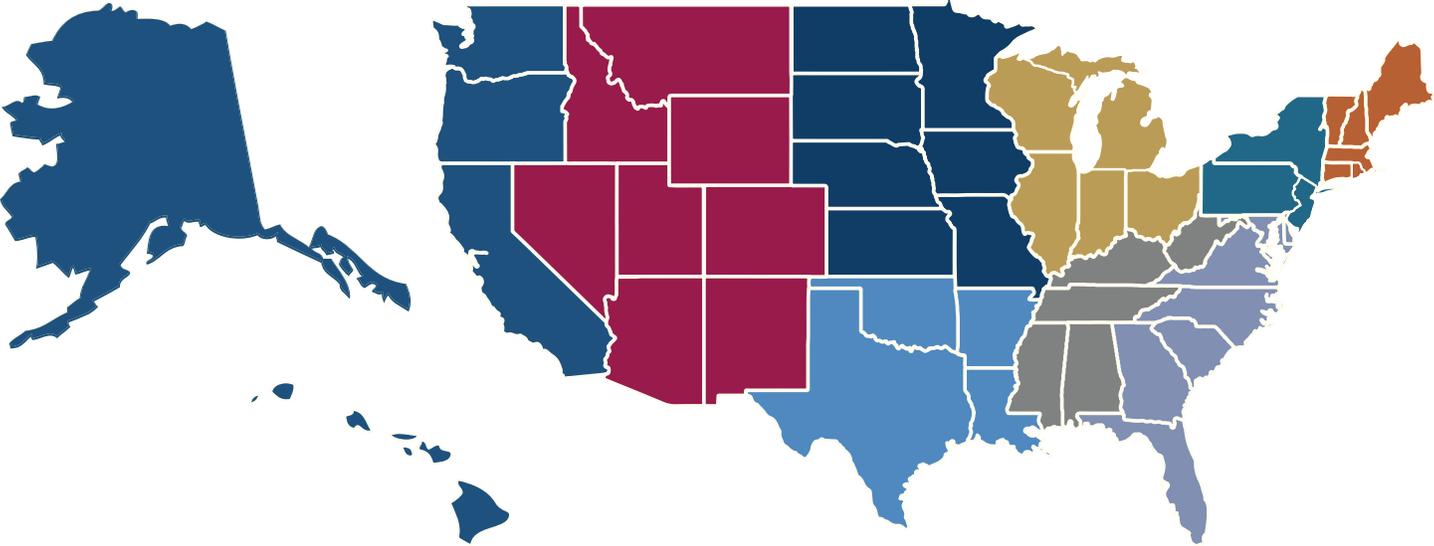
Snowsports
Industries
America

Winter Sports Participation and Demographics

TOTAL PARTICIPANTS: 24.6M

WINTER SPORTS¹ PARTICIPATION BY REGION

These numbers and percentages are based on 24.6M total winter sport participants



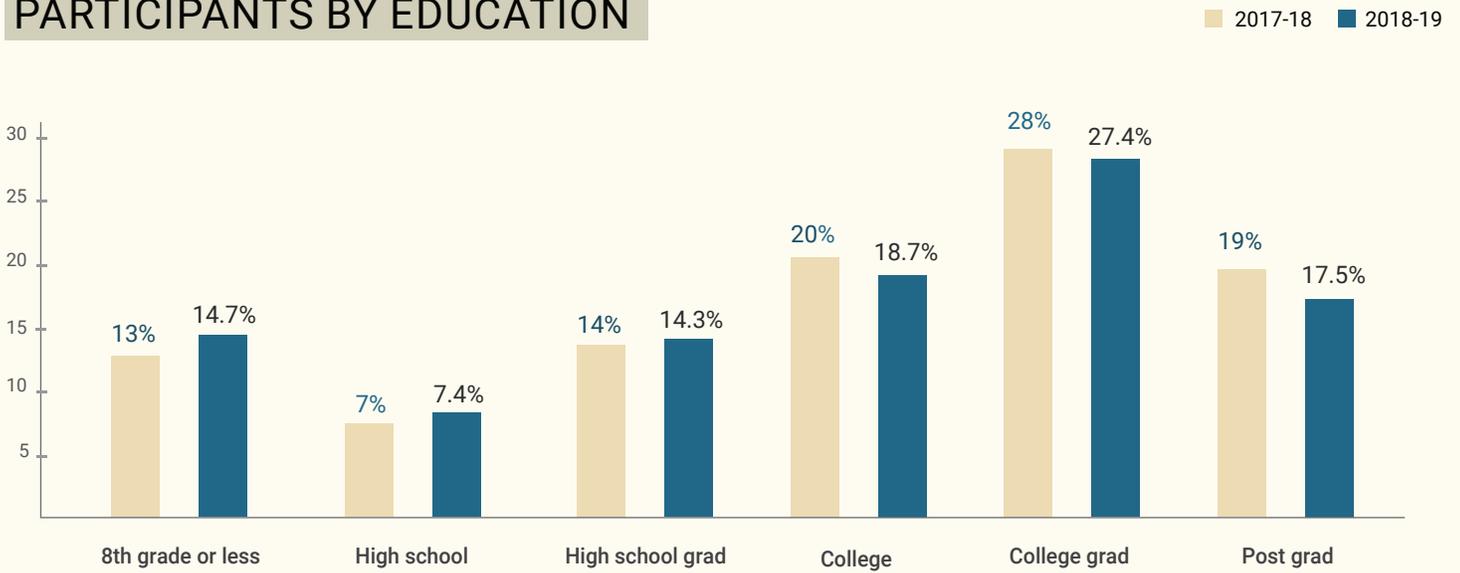
PACIFIC 4.5M	WEST NORTH CENTRAL 1.5M	NEW ENGLAND 1.6M
MOUNTAIN 2.1M	EAST NORTH CENTRAL 3.7M	MIDDLE ATLANTIC 3.5M
WEST SOUTH CENTRAL 2.2M	EAST SOUTH CENTRAL 1.1M	SOUTH ATLANTIC 4.4M



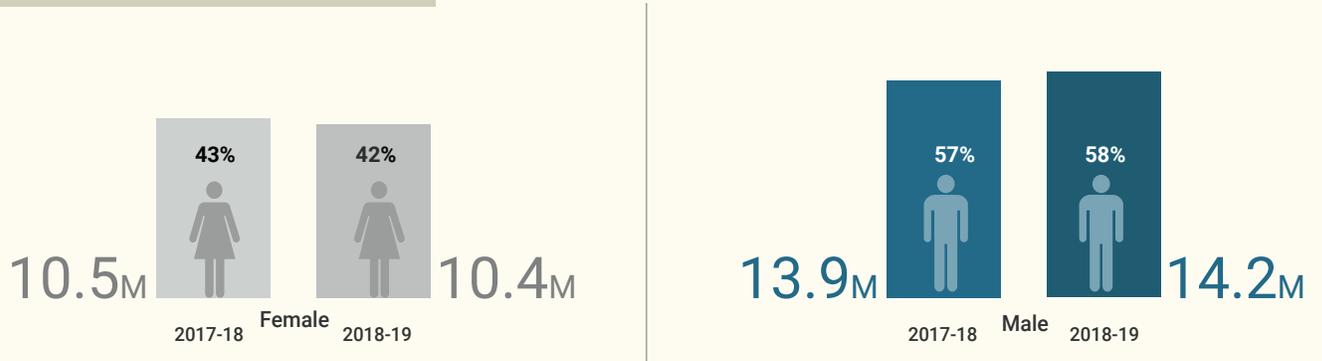
24.6 Million Americans ages 6 and older participated in winter sports in the 2018/2019 winter season. This is up 1.2% from 24.3 Million recorded in the 2017/2018 winter season.

6 ¹ Winter sports defined as: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, alpine touring, snowboard touring, winter fat biking

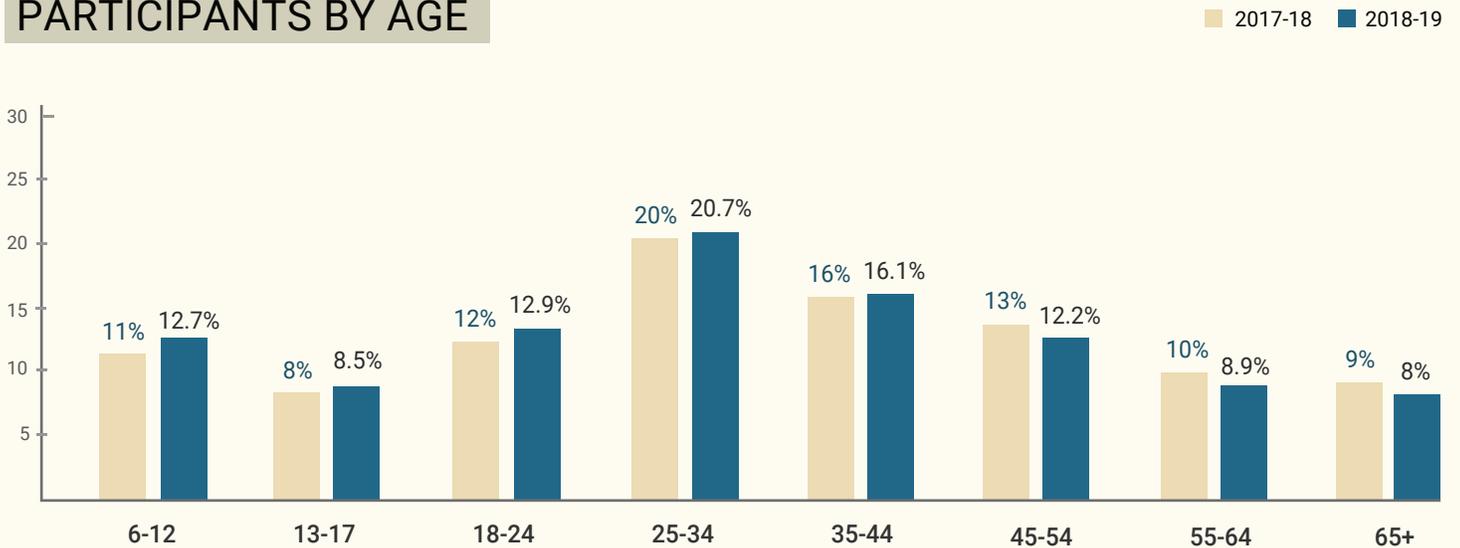
PARTICIPANTS BY EDUCATION



PARTICIPANTS BY GENDER



PARTICIPANTS BY AGE

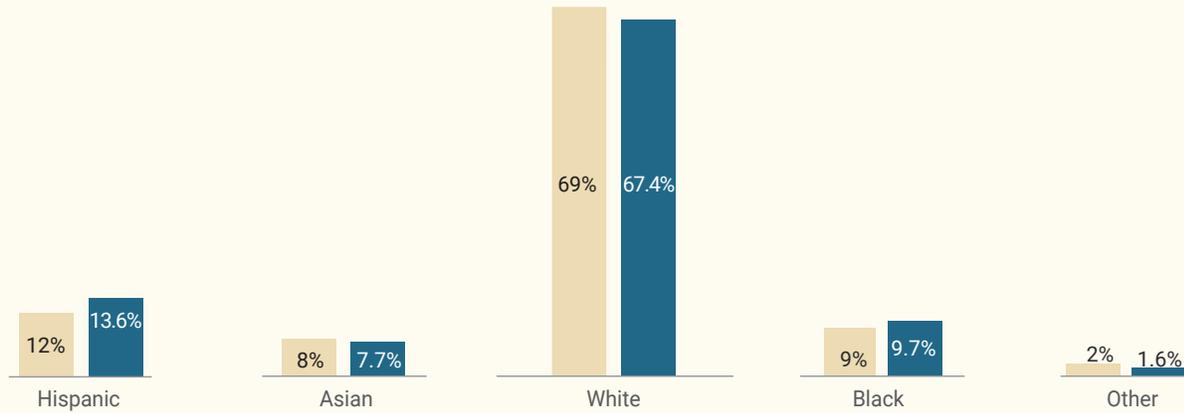


These numbers and percentages are based on 24.6M total winter sport participants

SIA Participation Study 2018-2019

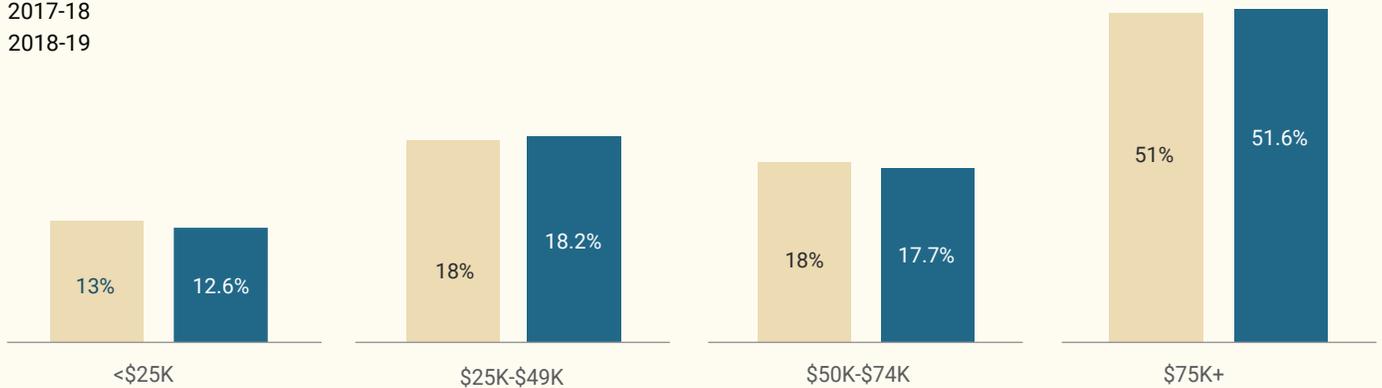
For additional participation data and insights contact research@snowsports.org

PARTICIPANTS BY ETHNICITY



PARTICIPANTS BY INCOME

2017-18
2018-19



These numbers and percentages are based on 24.6M total winter sport participants

SIA Participation Study 2018-2019

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

PARTICIPATION OVER TIME

	SKI		SNOWBOARD		CROSS-COUNTRY SKIING		SNOWSHOE	
		Growth %		Growth %		Growth %		Growth %
2010/2011	12.8M	1%	8.2M	10%	4.5M	9%	3.8M	11%
2011/2012	13.8M	8%	7.6M	-8%	4.3M	-5%	4.1M	8%
2012/2013	14.5M	5%	7.4M	-3%	4.5M ¹	5%	4.0M	-2%
2013/2014	14.9M	2%	7.4M	1%	4.3M	-5%	3.6M	-11%
2014/2015	15.3M	3%	7.7M	4%	4.1M	-3%	3.9M	8%
2015/2016	15.6M	2%	7.6M	-1%	4.6M	12%	3.5M	-9%
2016/2017	15.3M	-2%	7.6M	-1%	5.1M	9%	3.7M	5%
2017/2018	14.7M	-4%	7.1M	-7%	5.1M	0%	3.5M	-5%
2018/2019	14.9M	1.1%	7.8M	9.4%	4.9M	-4.4%	3.4M	-3.1%
% of US Pop. 6 and older		5.0%		2.6%		1.6%		1.1%

AVERAGE NUMBER OF DAYS BY AGE & ACTIVITY

		Total Avg	6-12	13-17	18-24	25-34	35-44	45-54	55+
2018 -2019	SKI	7.4	8.6	7.4	8.8	8.8	7.1	10.1	9.7
	SNOWBOARD	7.8	7.3	9.4	6.5	4.5	6.4	5.4	4.8
	CROSS-COUNTRY SKIING	7.7	7.7	13.5	10.1	5.9	4.7	10.3	7.2
	SNOWSHOE	6.7	7.8	9.3	7.3	5.6	6.4	9.5	7.9
	ALPINE TOURING	NA	NA	NA	6.0	7.0	4.2	5.0	6.9
	SNOWBOARD TOURING	NA	NA	NA	3.4	6.8	5.9	4.8	2.5
		Total Avg	6-12	13-17	18-24	25-34	35-44	45-54	55+
2017 -2018	SKI	7.4	9.1	3.5	5.6	7.9	5.8	4.4	11.7
	SNOWBOARD	7.7	7.3	9.0	7.6	5.6	6.6	9.8	8.8
	CROSS-COUNTRY SKIING	7.7	7.4	12.2	9.7	6.4	4.9	9.6	7.7
	SNOWSHOE	6.8	7.7	5.7	6.8	8.2	4.0	4.8	6.5
	ALPINE TOURING	NA	NA	NA	2.7	8.1	7.1	2.0	2.6
	SNOWBOARD TOURING	NA	NA	NA	5.1	3.6	3.6	4.3	2.7

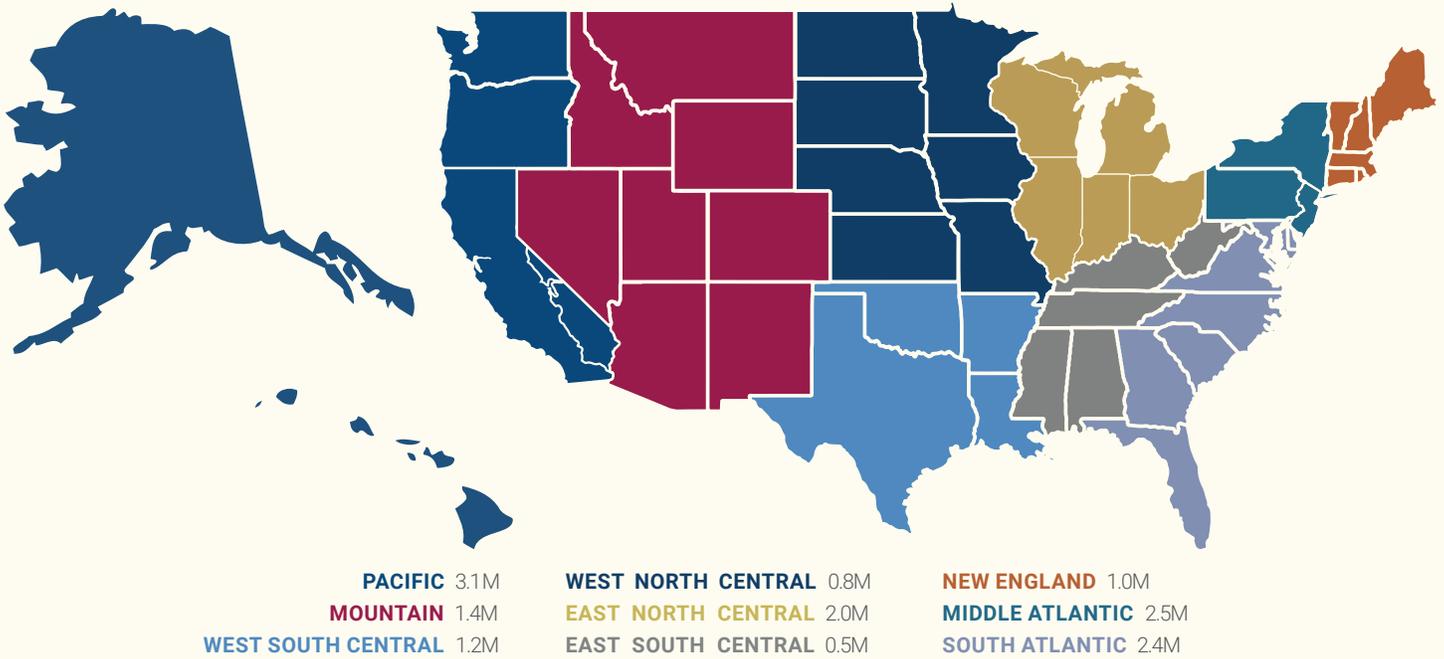
These numbers and percentages are based on 24.6M total winter sport participants
SIA Participation Study 2018-2019

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

Ski Participation and Demographics

SKIING¹ BY REGION

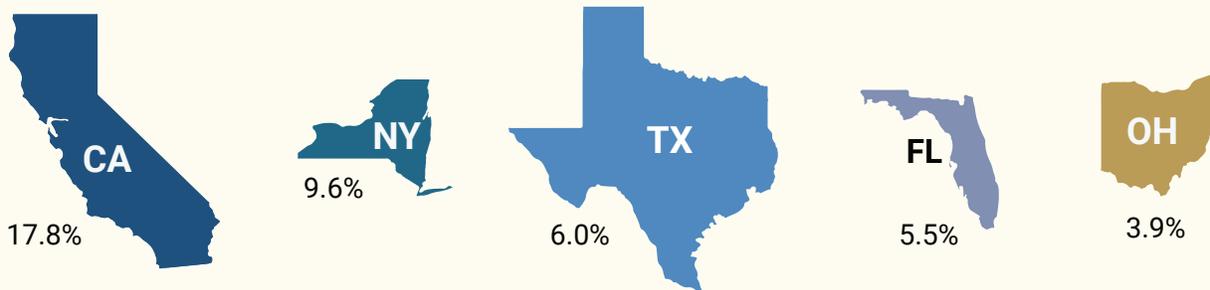
TOTAL PARTICIPANTS: 14.9M



The Pacific region had the largest share of skiers that went 7 or more times during the 2018/2019 season at 22.1%.

STATES WITH GREATEST SHARE OF TOTAL SKI POPULATION

These states contributed the greatest proportion of skiers to the total 14.9M ski participants in the US.



STATES WITH GREATEST PERCENTAGE OF SKIERS PER CAPITA

These states had the greatest proportion of skiers relative to their population.

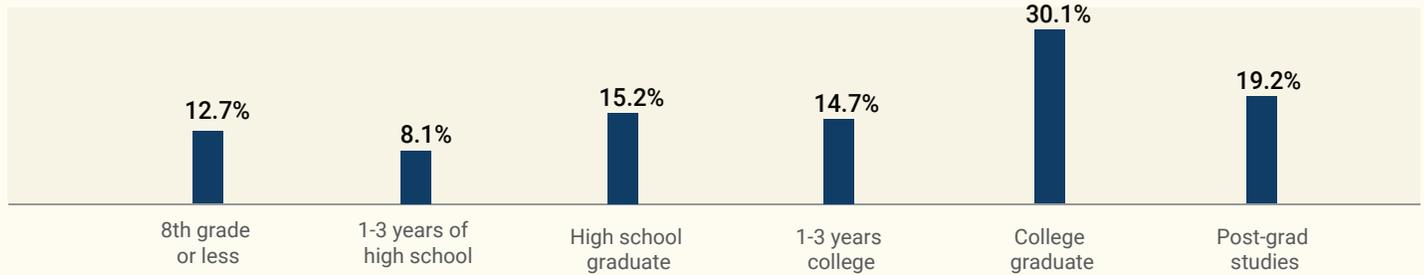


11 | 1 Ski defined as the combination of alpine, telemark and freeski

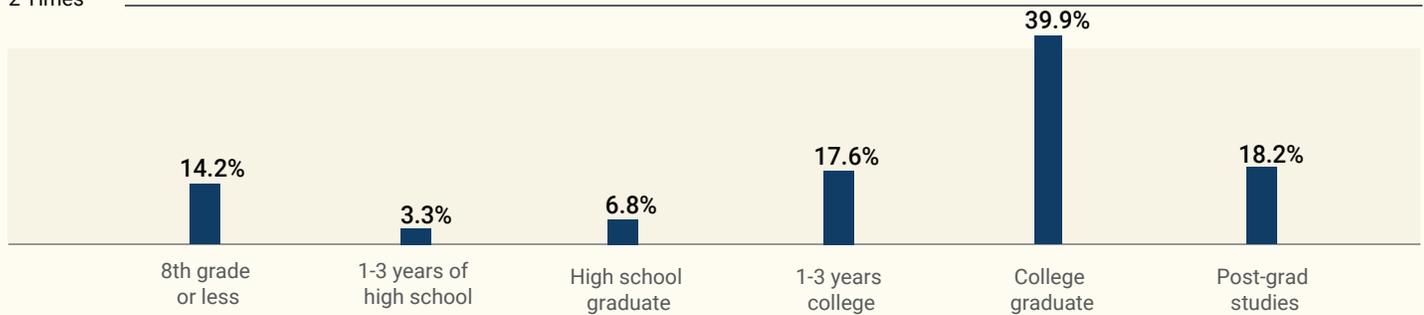
PARTICIPANTS BY EDUCATION & FREQUENCY

■ 2018-2019

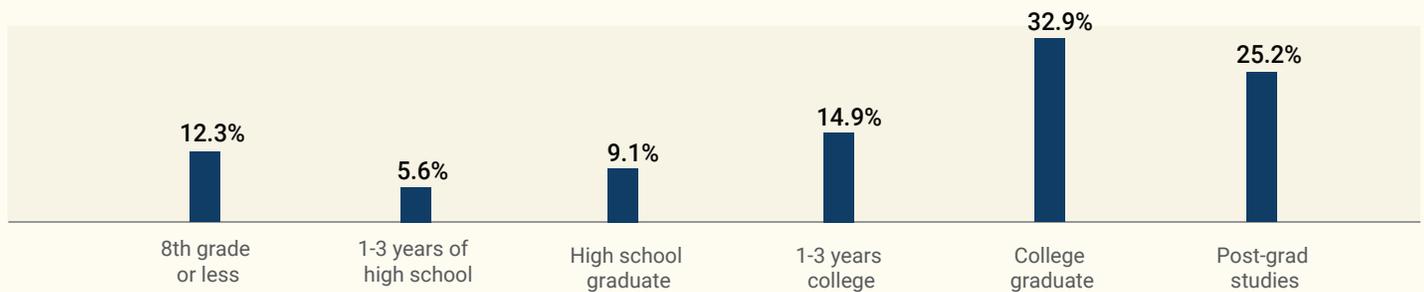
1 Time



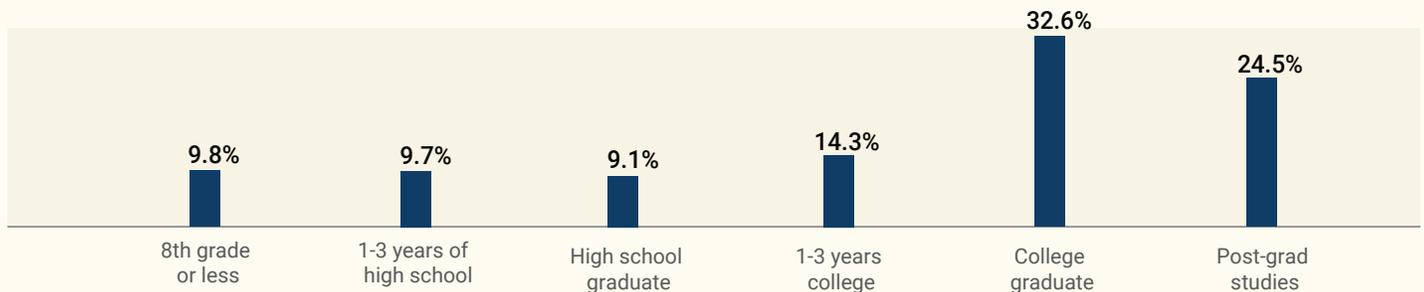
2 Times



3-6 Times



7+ Times



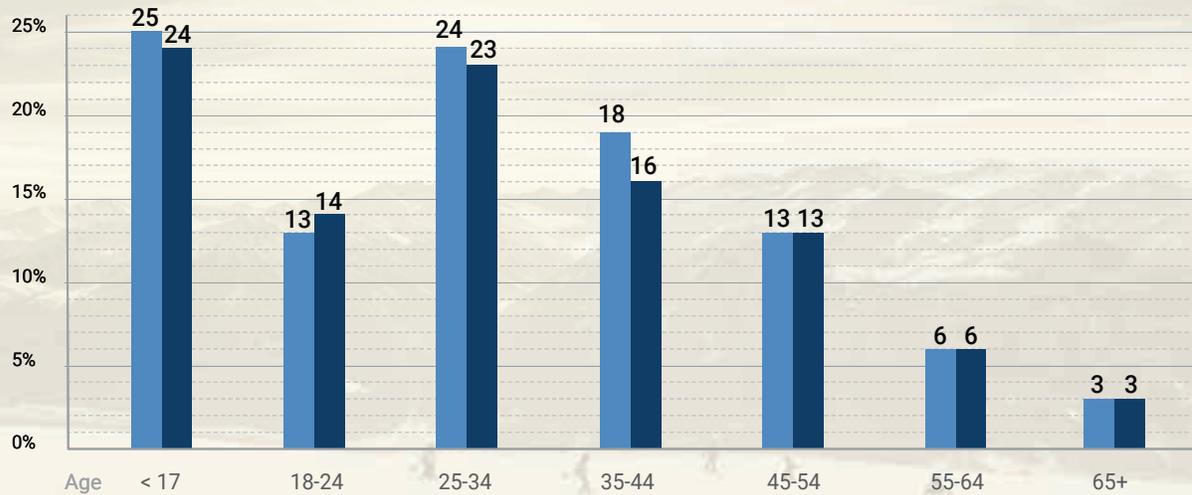
The numbers and percentages above are based on 14.9M total ski participants

SIA Participation Study 2018-2019

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

PARTICIPANTS BY AGE

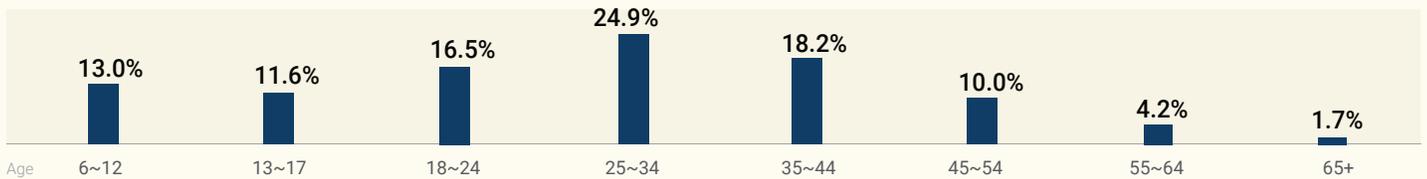
■ 2017-2018 ■ 2018-2019



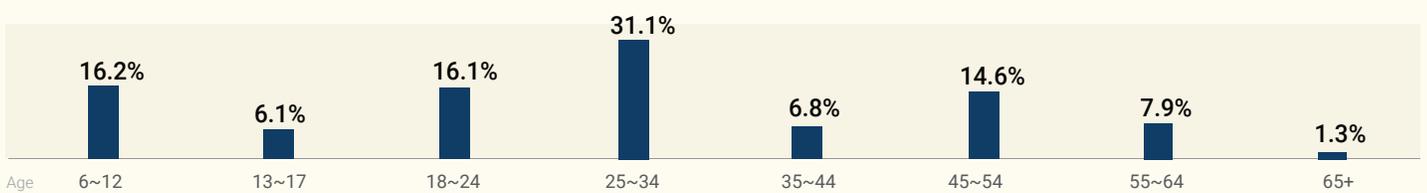
PARTICIPANTS BY AGE & FREQUENCY

■ 2018-2019

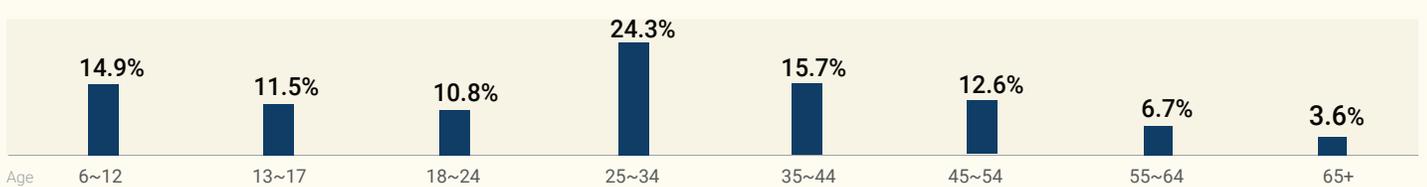
1 Time



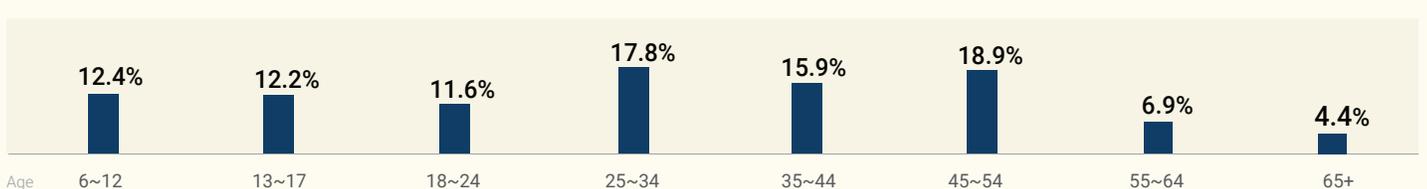
2 Times



3-6 Times



7+ Times



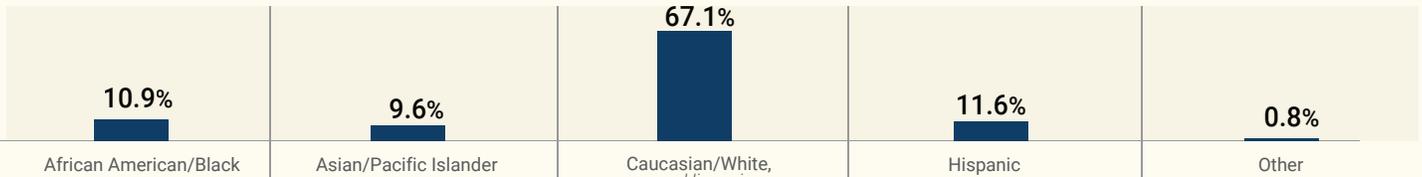
The numbers and percentages above are based on 14.9M total ski participants
SIA Participation Study 2018-2019

For additional participation data and insights contact research@snosports.org

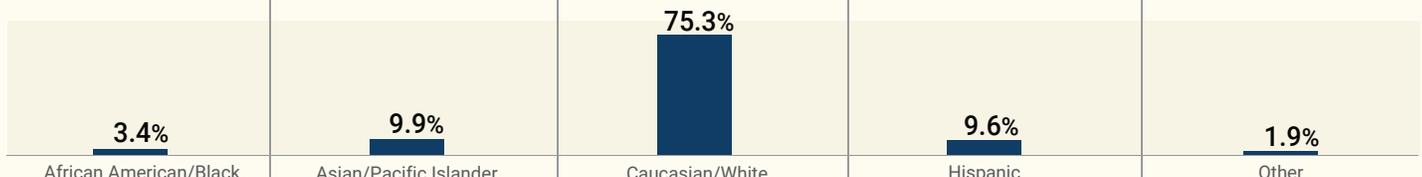
PARTICIPANTS BY ETHNICITY & FREQUENCY

■ 2018-2019

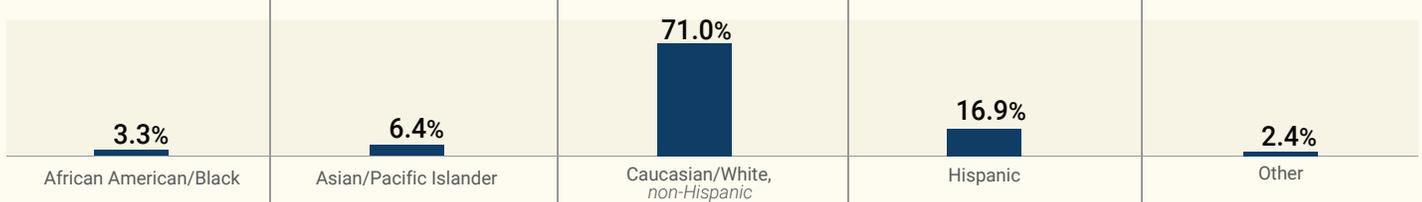
1 Time



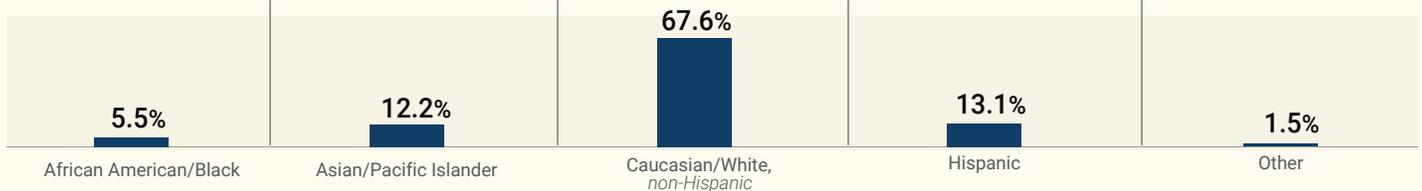
2 Times



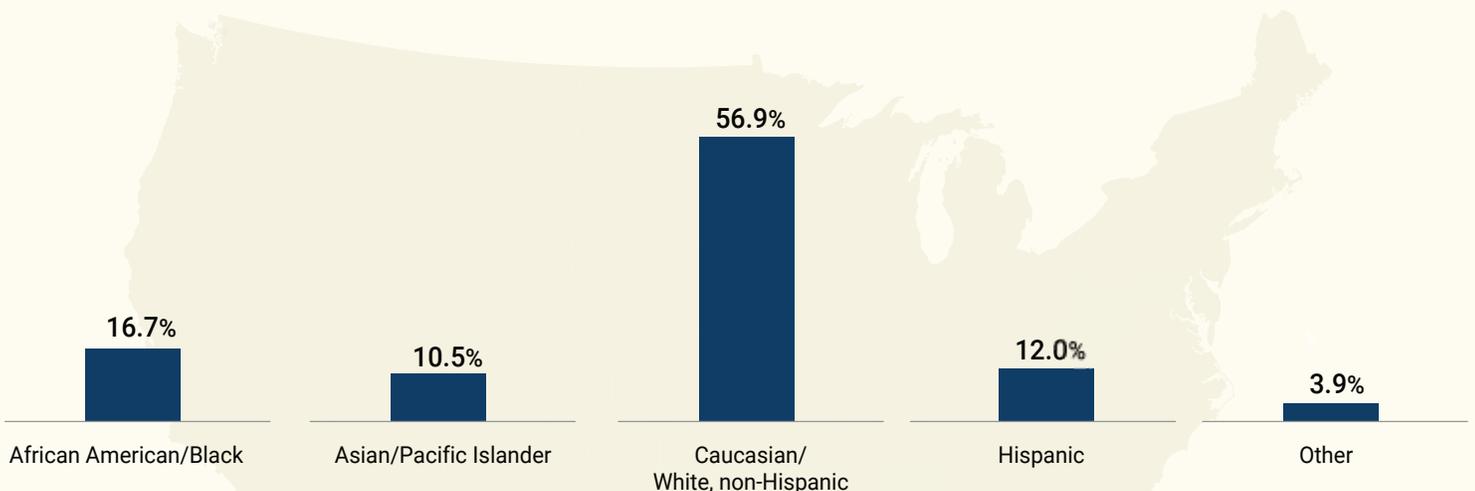
3-6 Times



7+ Times



PARTICIPANTS BY ETHNICITY



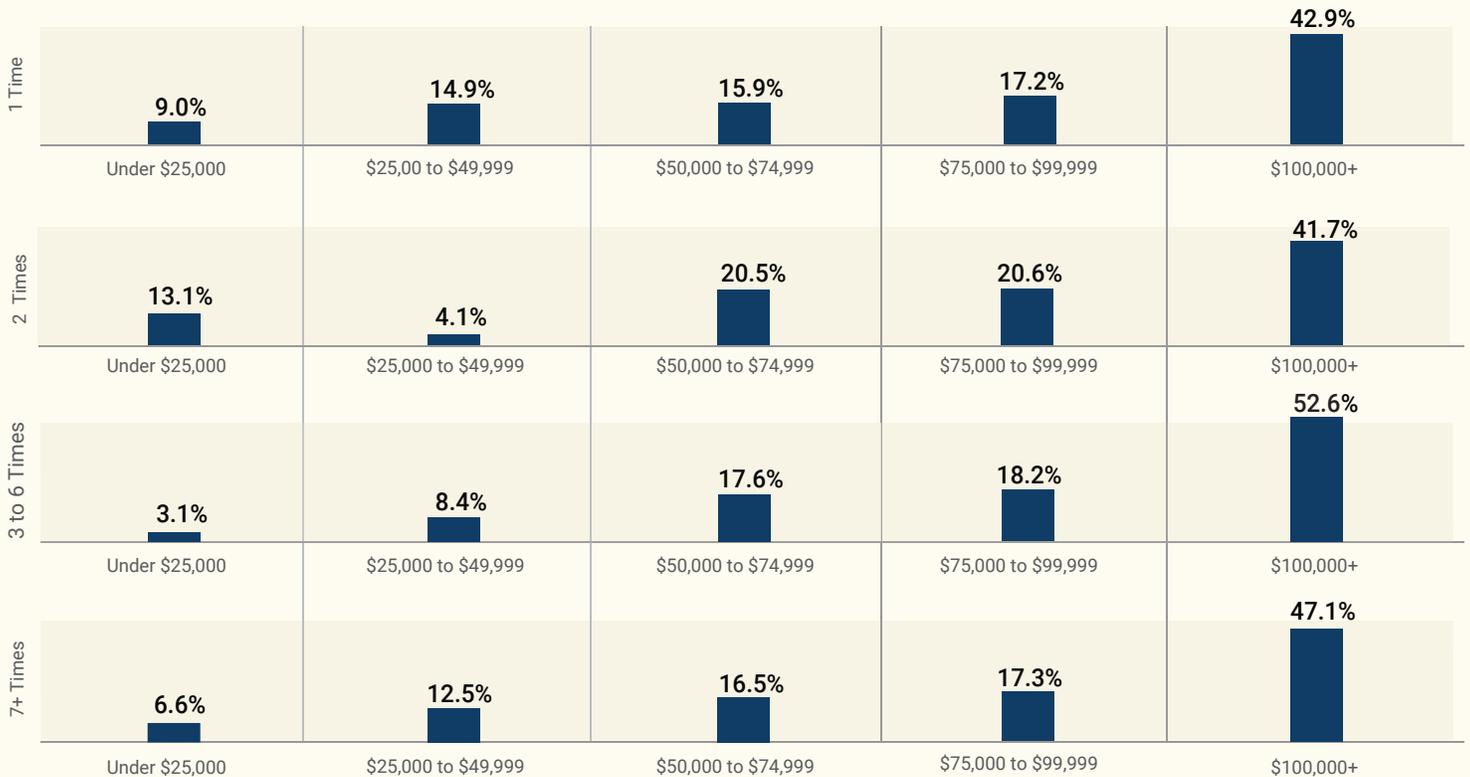
The numbers and percentages above are based on 14.9M total ski participants

SIA Participation Study 2018-2019

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

PARTICIPANTS BY INCOME & FREQUENCY

■ 2018-2019



GAIN/LOSS OF ACTIVE PARTICIPANTS¹

■ 2017-2018 ■ 2018-2019



In 2017/2018 there were 14.7M participants. In 2018/2019, 9.1M participants were new/returned and 8.9M participants took the season off. The total for 2018/2019 was 14.9M participants.

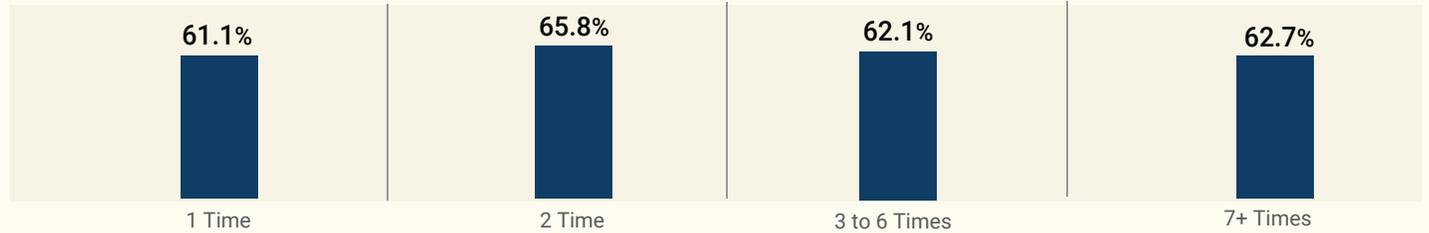


The numbers and percentages above are based on 14.9M total ski participants

PARTICIPANTS BY GENDER & FREQUENCY

■ 2018-2019

Male



Female



CROSSOVER ACTIVITIES



The numbers and percentages above are based on 14.9M total ski participants

SIA Participation Study 2018-2019

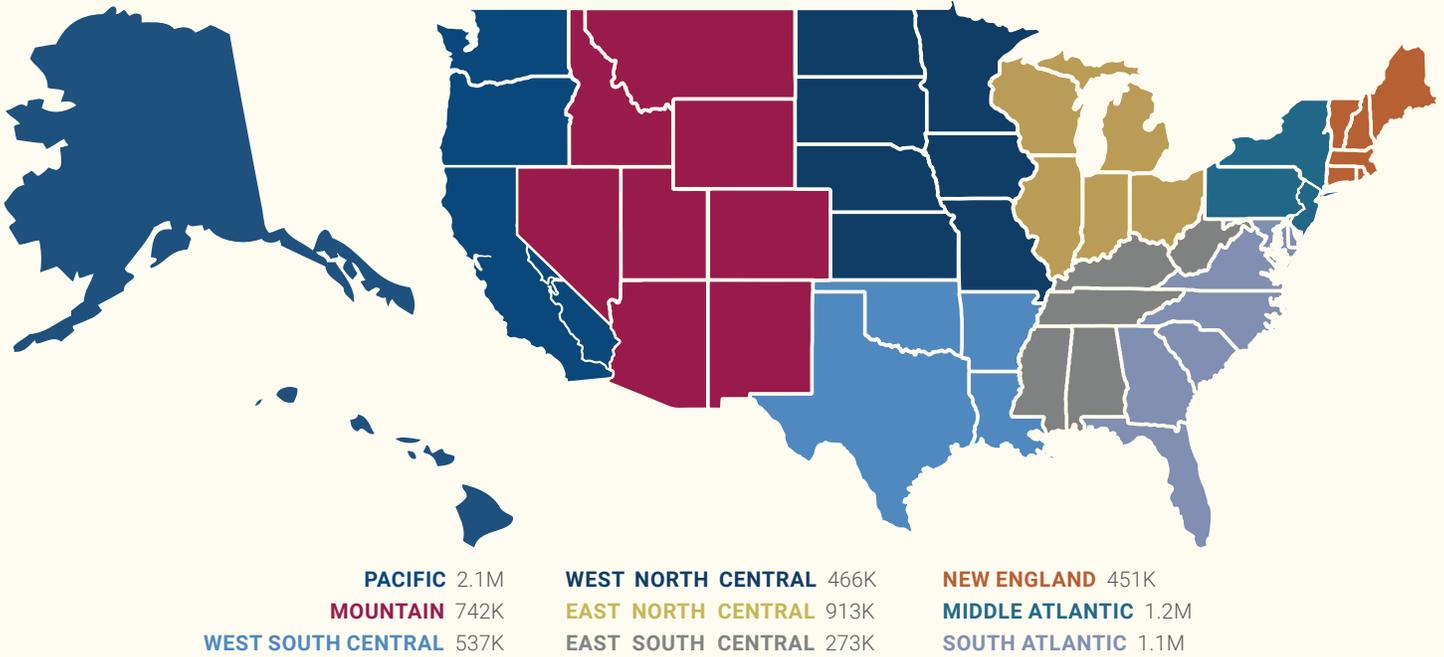
For additional participation data and insights contact research@snowsports.org



Snowboard Participation and Demographics

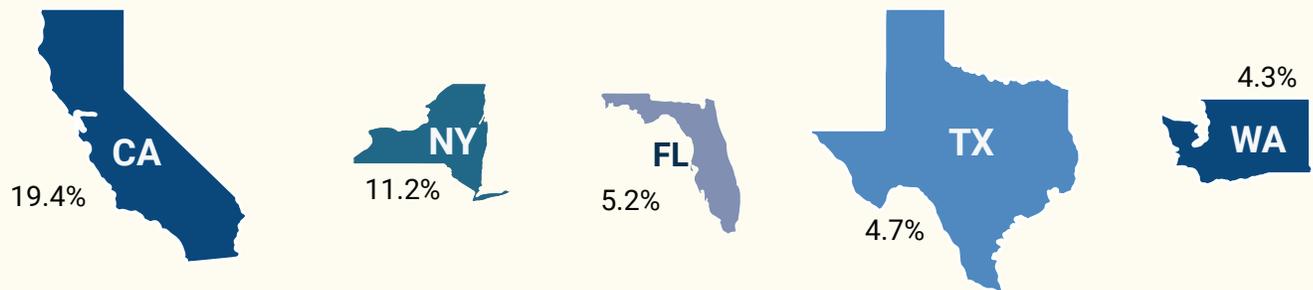
SNOWBOARDING BY REGION

TOTAL PARTICIPANTS: 7.8M



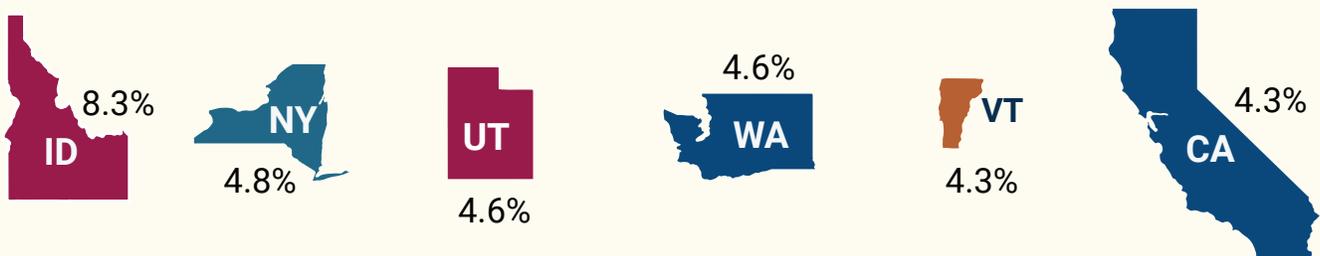
STATES WITH GREATEST SHARE OF TOTAL SNOWBOARD POPULATION

These states contributed the greatest proportion of snowboarders to the total 7.8M snowboard participants in the US.



STATES WITH GREATEST PERCENTAGE OF SNOWBOARDERS PER CAPITA

These states had the greatest proportion of snowboarders relative to their population.



The numbers and percentages above are based on 7.8M total snowboard participants

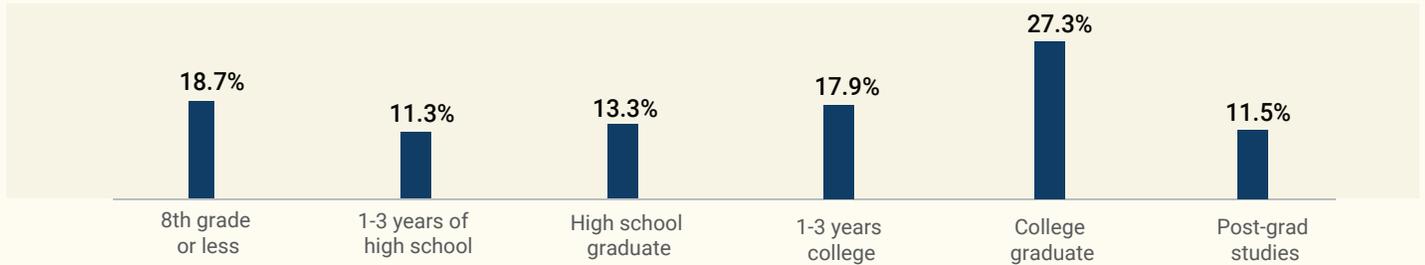
SIA Participation Study 2018-2019

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

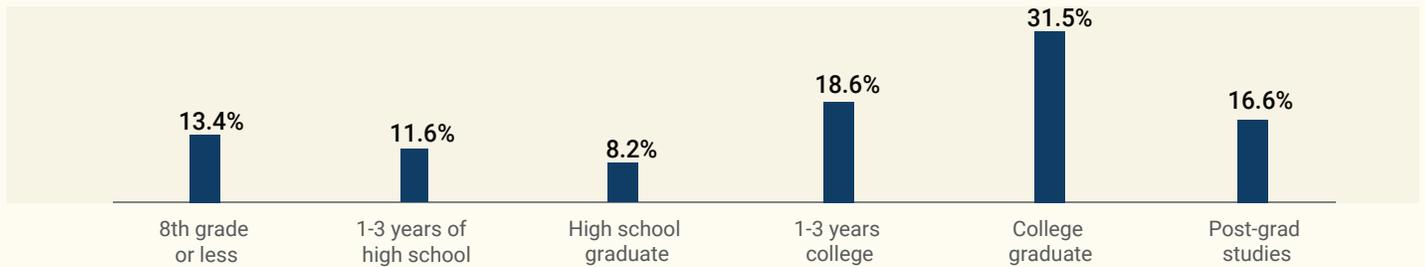
PARTICIPANTS BY EDUCATION & FREQUENCY

■ 2018-2019

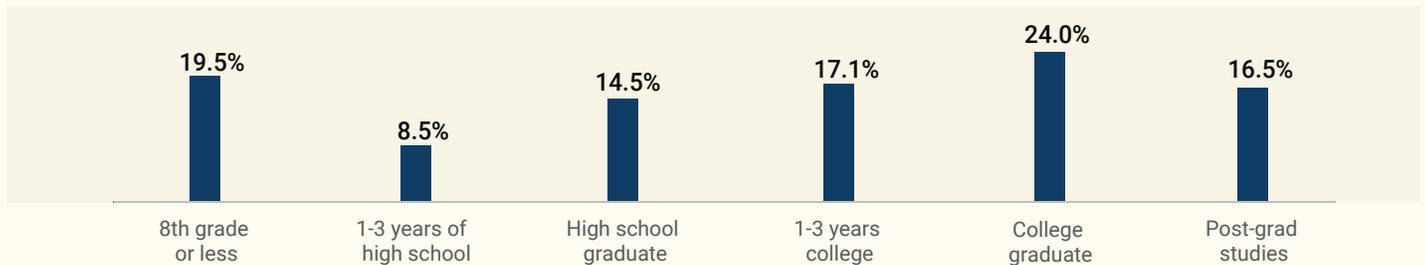
1 Time



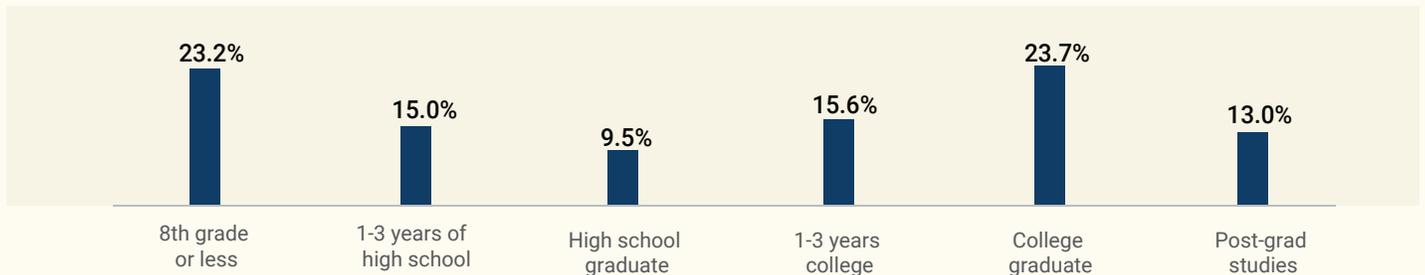
2 Times



3-6 Times



7+ Times

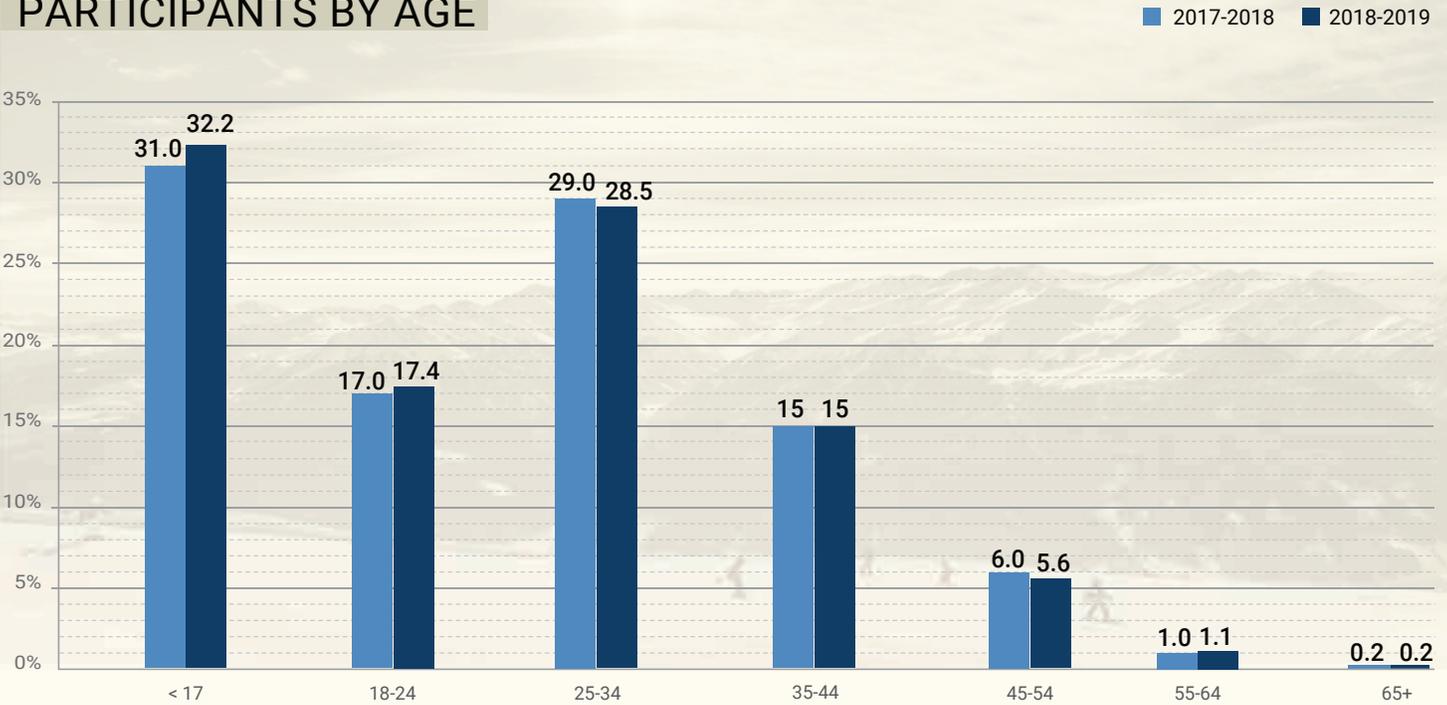


The numbers and percentages above are based on 7.8M total snowboard participants

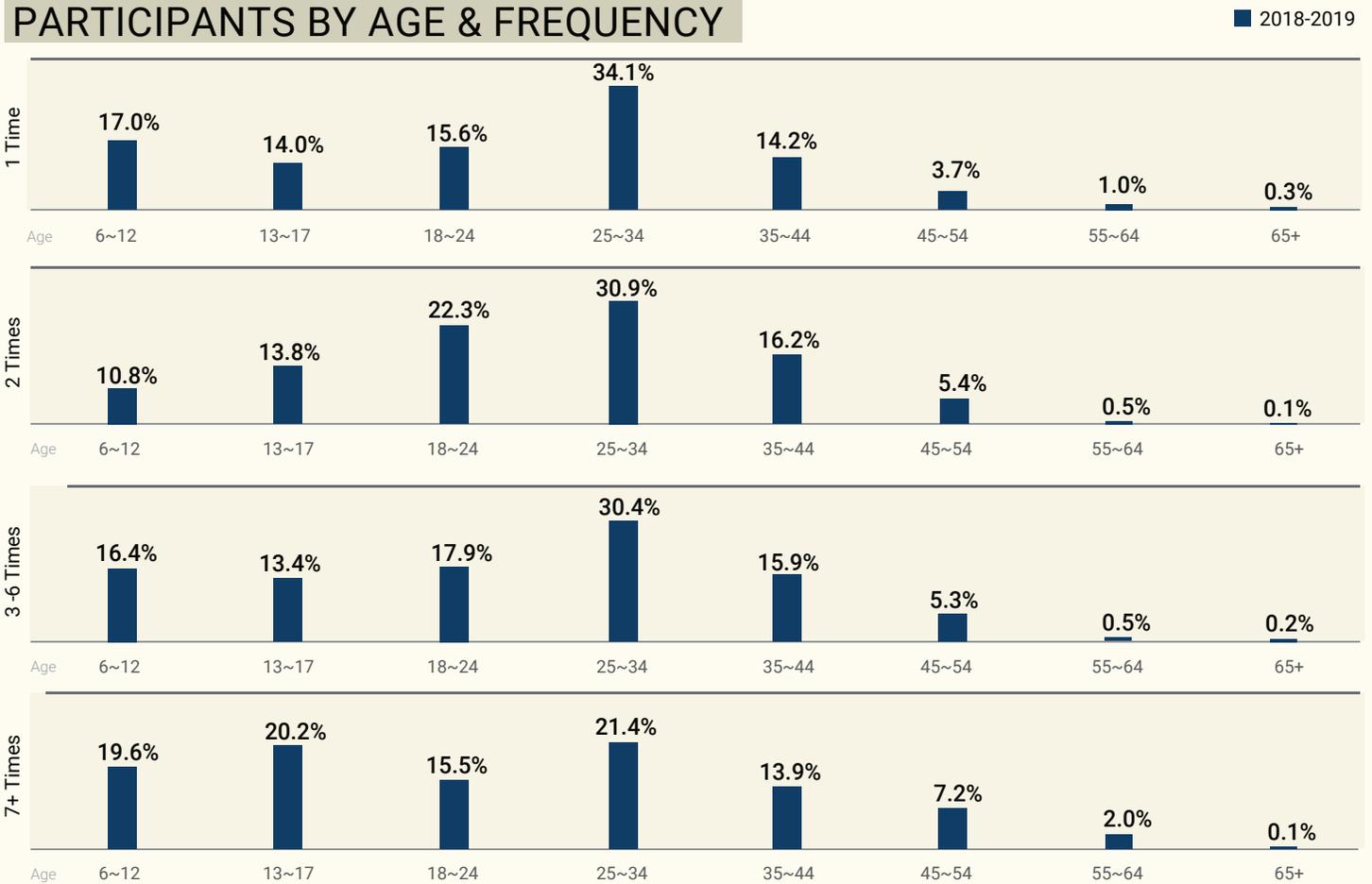
SIA Participation Study 2018-2019

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

PARTICIPANTS BY AGE



PARTICIPANTS BY AGE & FREQUENCY



The numbers and percentages above are based on 7.8M total snowboard participants

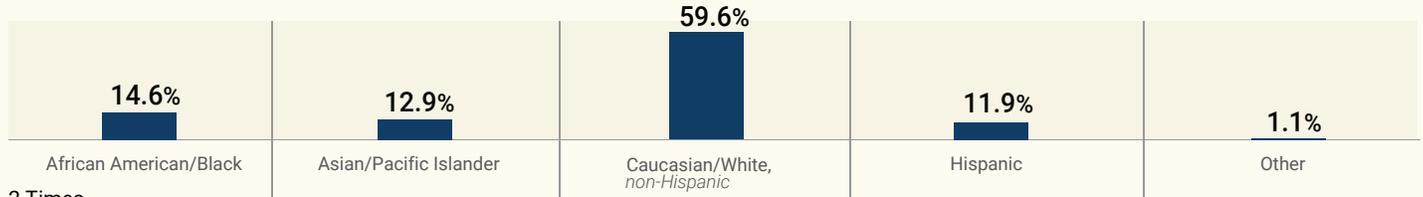
SIA Participation Study 2018-2019

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

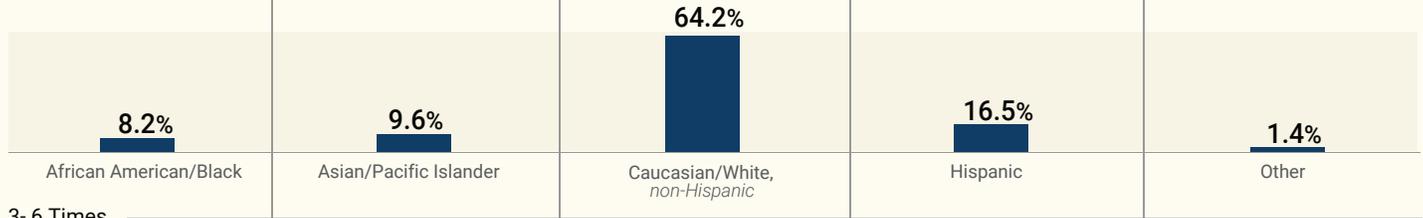
PARTICIPANTS BY ETHNICITY & FREQUENCY

■ 2018-2019

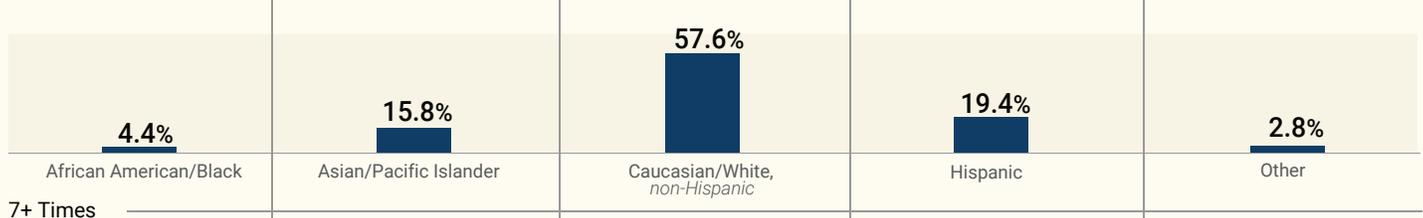
1 Time



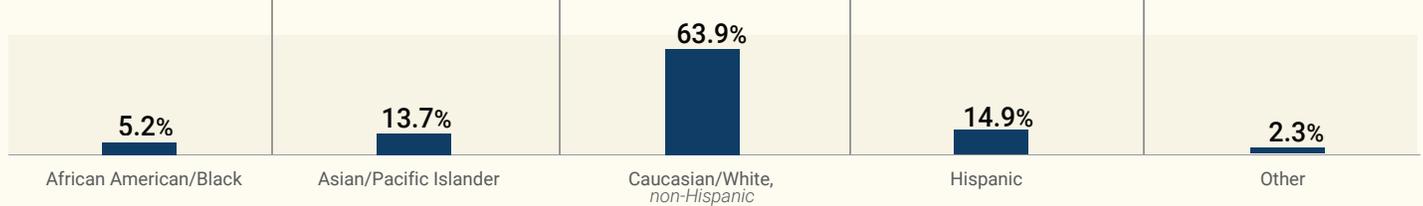
2 Times



3- 6 Times

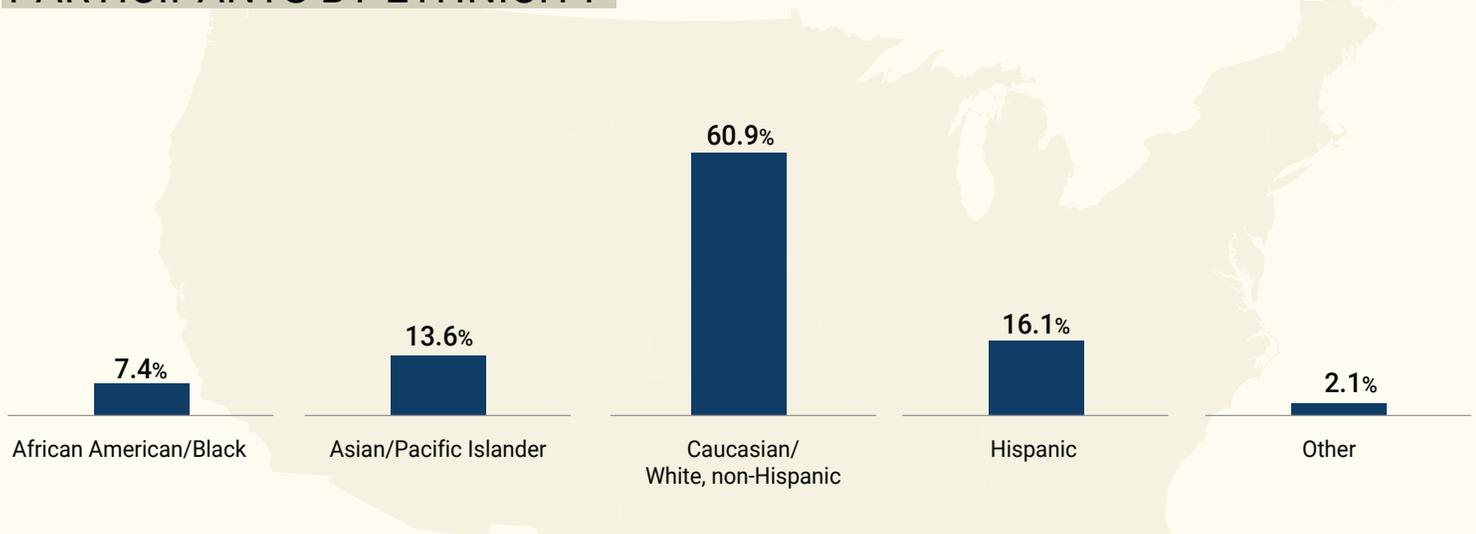


7+ Times



PARTICIPANTS BY ETHNICITY

■ 2018-2019



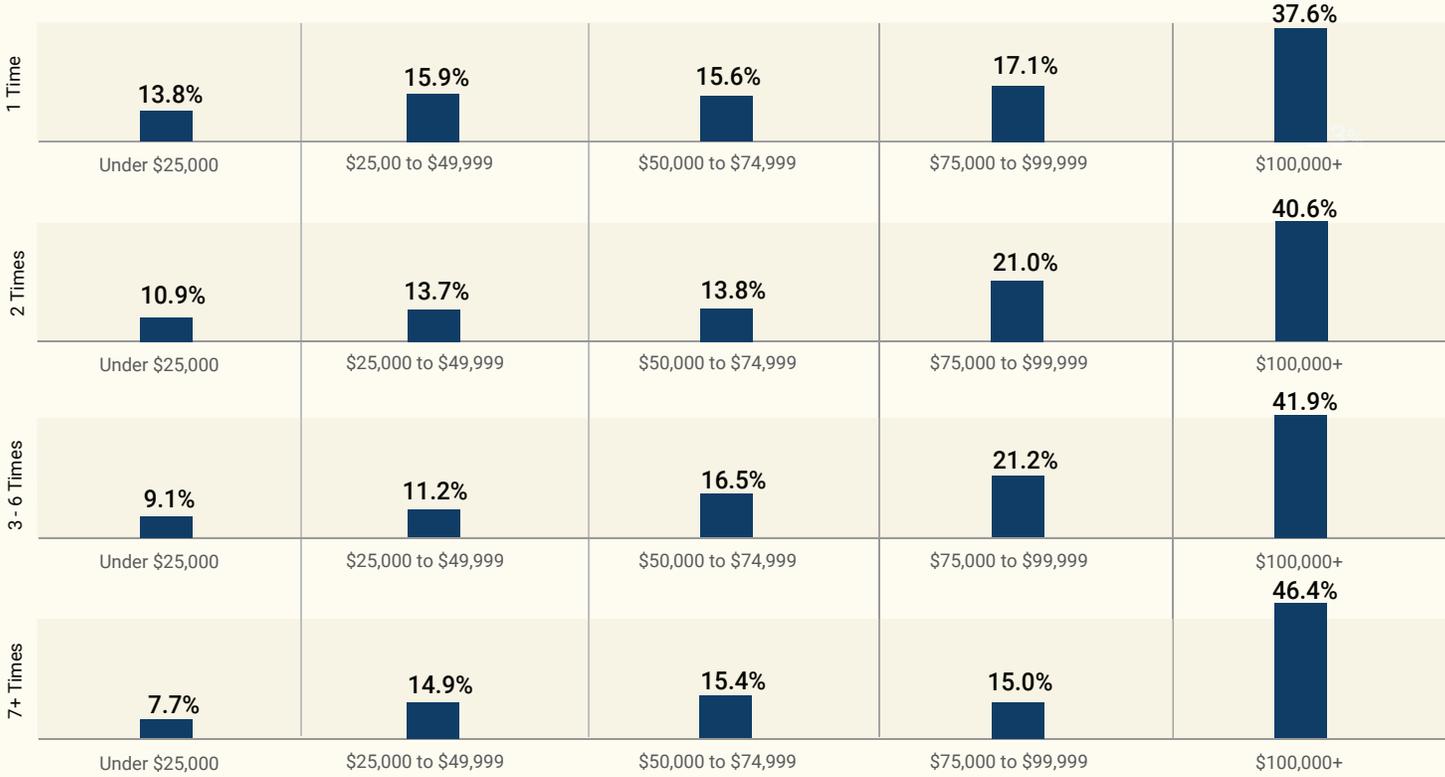
The numbers and percentages above are based on 7.8M total snowboard participants

SIA Participation Study 2018-2019

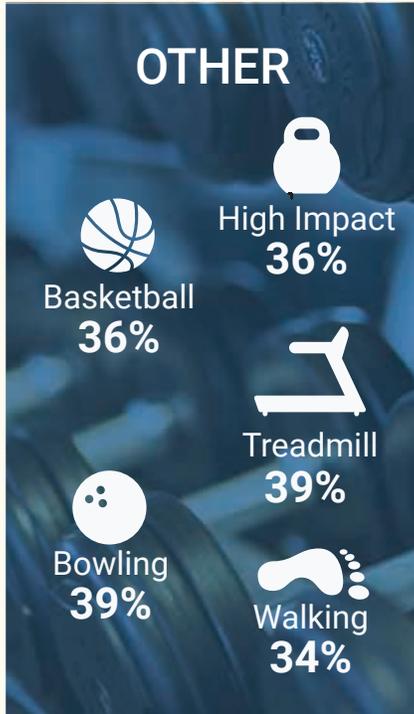
For additional participation data and insights contact research@snowsports.org

PARTICIPANTS BY INCOME & FREQUENCY

2018-2019



CROSSOVER ACTIVITIES



The numbers and percentages above are based on 7.8M total snowboard participants

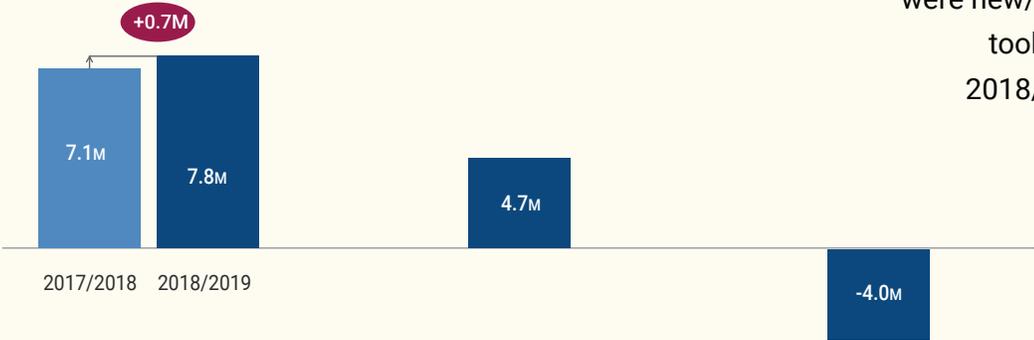
SIA Participation Study 2018-2019

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

GAIN/LOSS OF ACTIVE PARTICIPANTS¹

■ 2017-2018 ■ 2018-2019

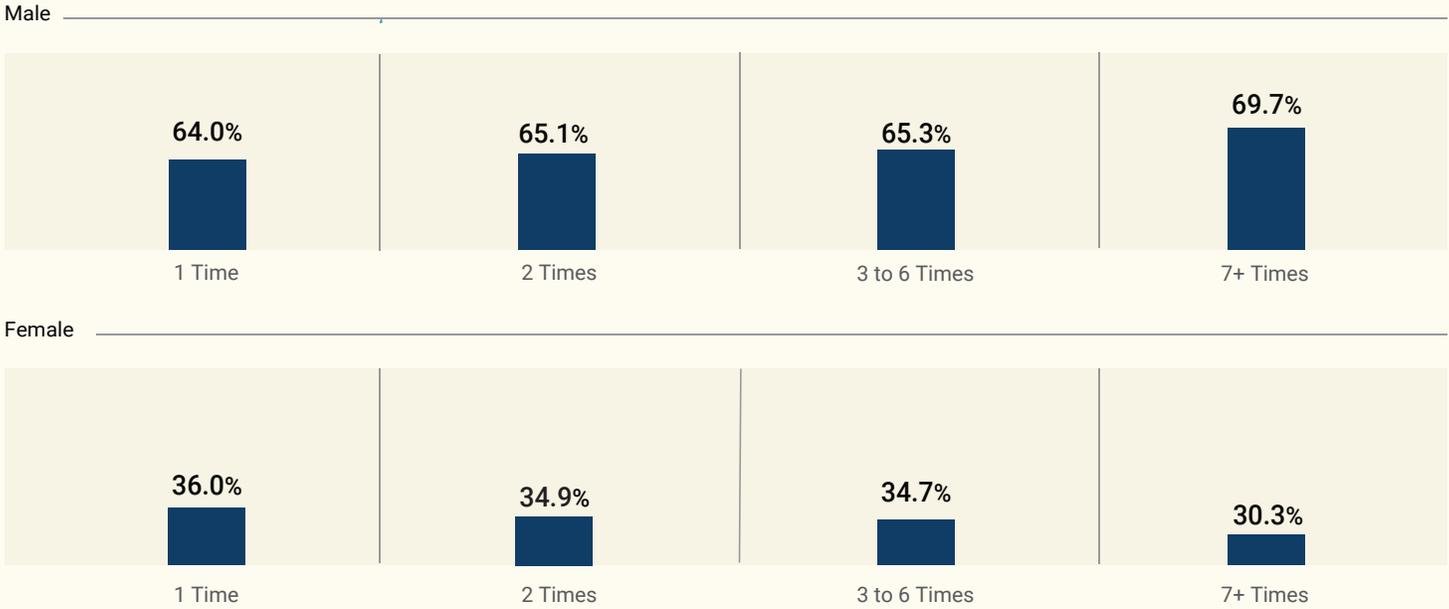
In 2017/2018 there were **7.1M** participants. In 2018/2019, **4.7M** participants were new/returned and **4M** participants took the season off. The total for 2018/2019 was **7.8M** participants.



Total Participants **New/Returning Participants** **Took Season Off**

PARTICIPANTS BY GENDER & FREQUENCY

■ 2017-2018



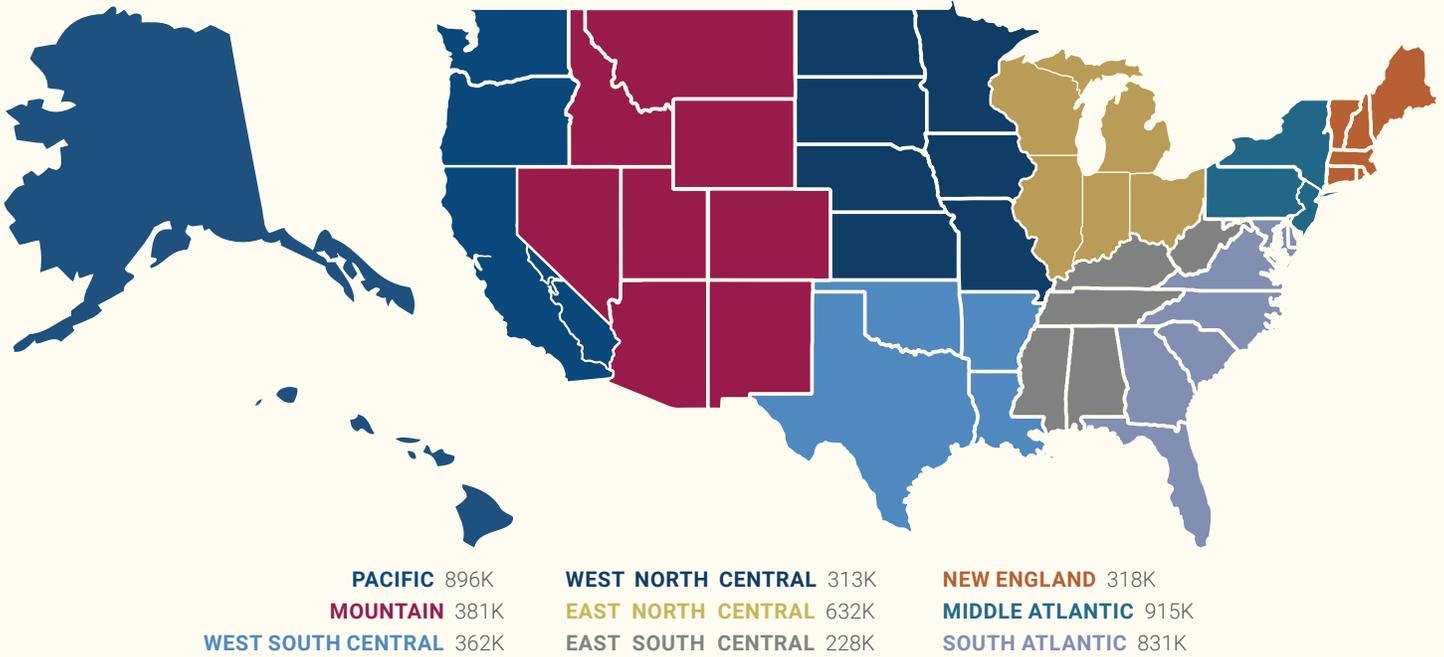
The numbers and percentages above are based on 7.8M total snowboard participants



Cross-country Skiing Participation and Demographics

CROSS-COUNTRY SKIING BY REGION

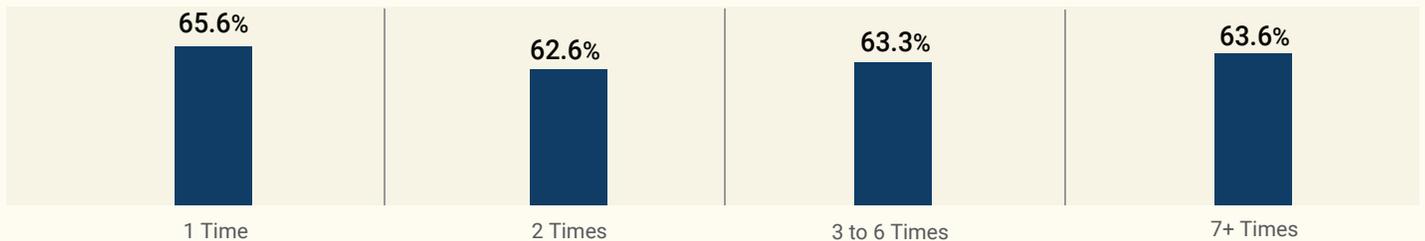
TOTAL PARTICIPANTS: 4.9M



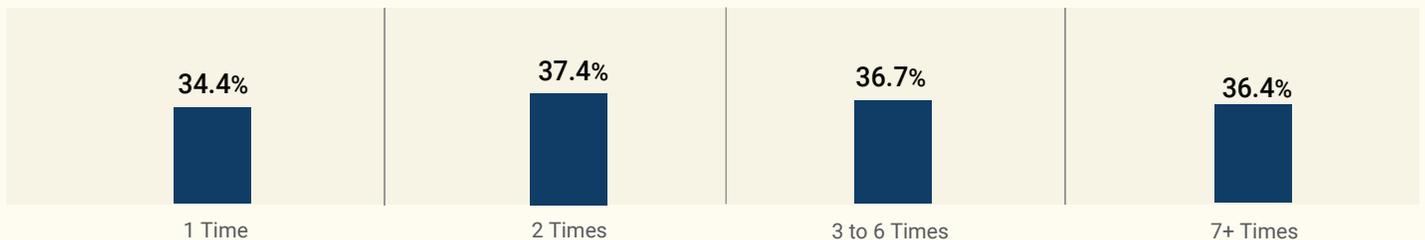
PARTICIPATION BY GENDER & FREQUENCY

2018-2019

Male



Female



The numbers and percentages above are based on 4.9M total cross-country skiing participants

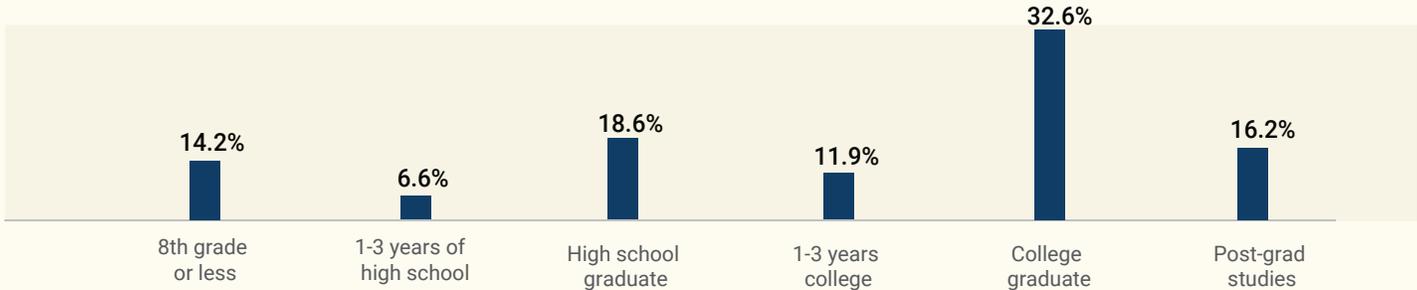
SIA Participation Study 2018-2019

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

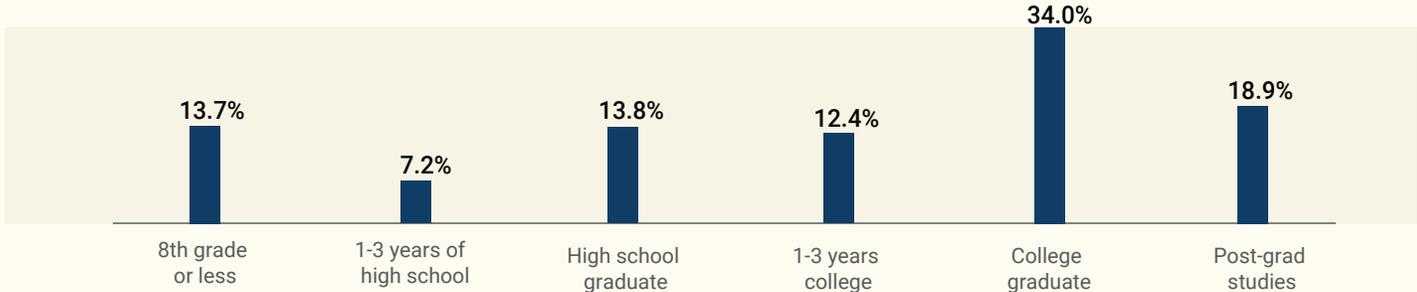
PARTICIPANTS BY EDUCATION & FREQUENCY

■ 2018-2019

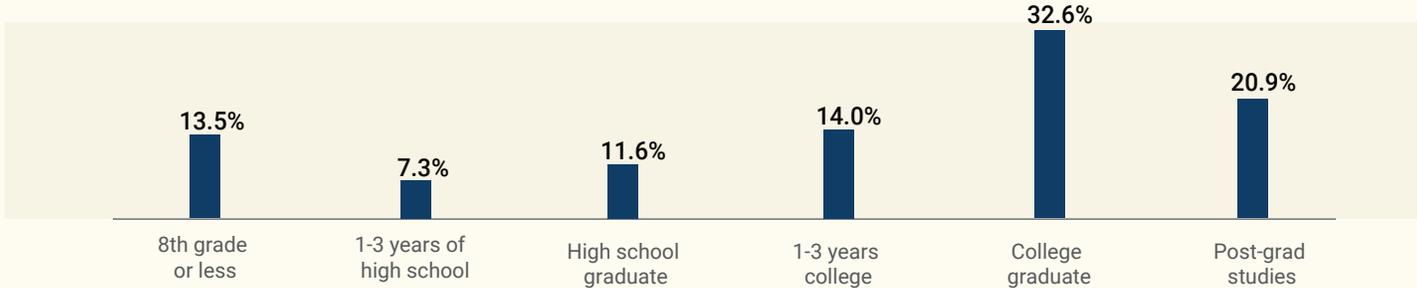
1 Time



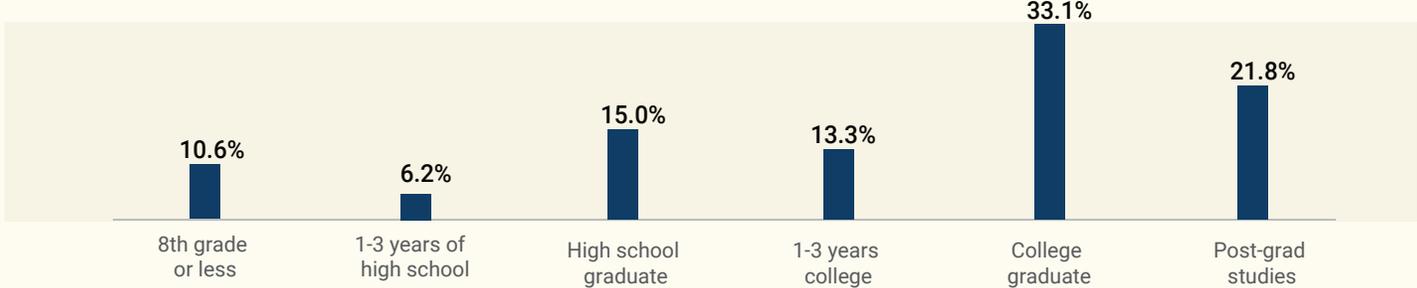
2 Times



3-6 Times



7+ Times



The numbers and percentages above are based on 4.9M total cross-country skiing participants

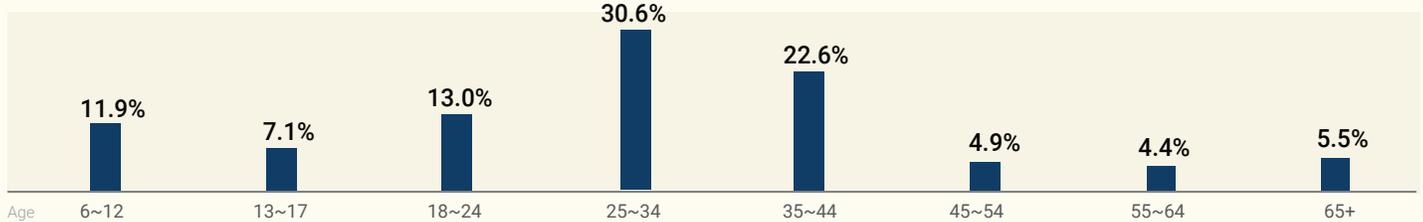
SIA Participation Study 2018-2019

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

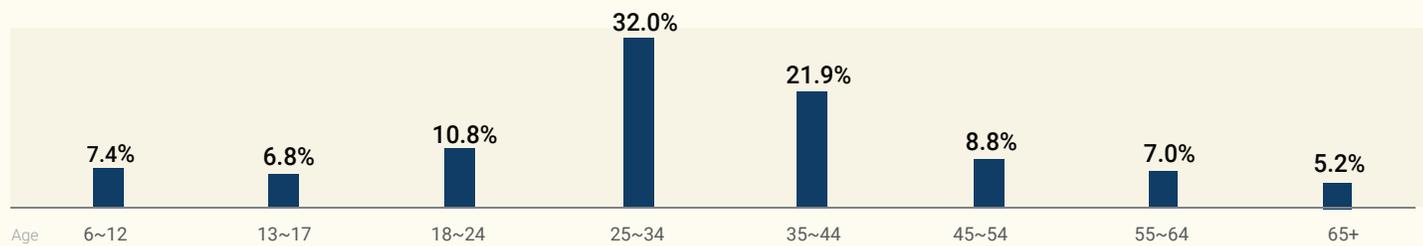
PARTICIPATION BY AGE & FREQUENCY

■ 2018-2019

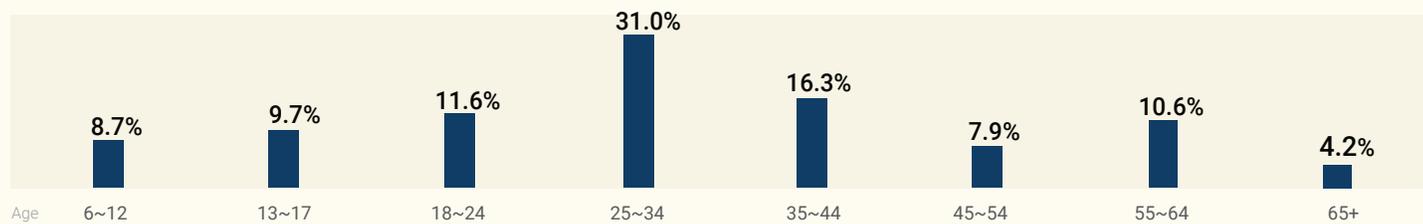
1 Time



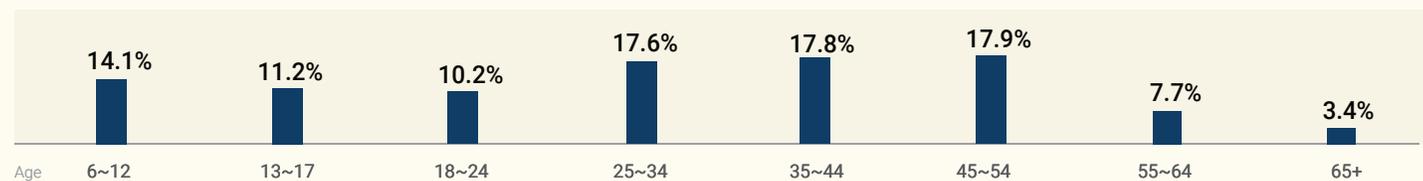
2 Times



3-6 Times



7+ Times



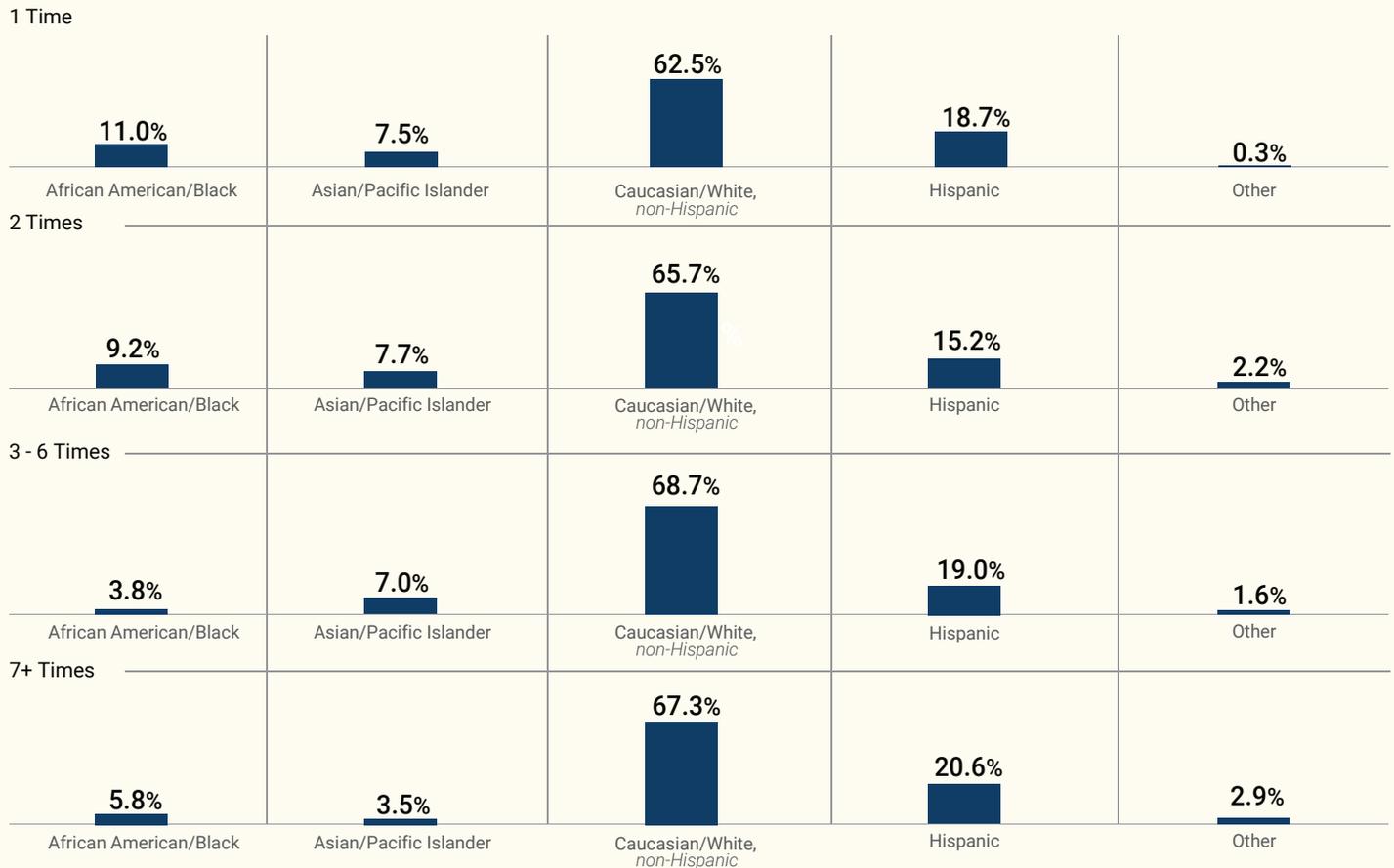
The numbers and percentages above are based on 4.9M total cross-country skiing participants

SIA Participation Study 2018-2019

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

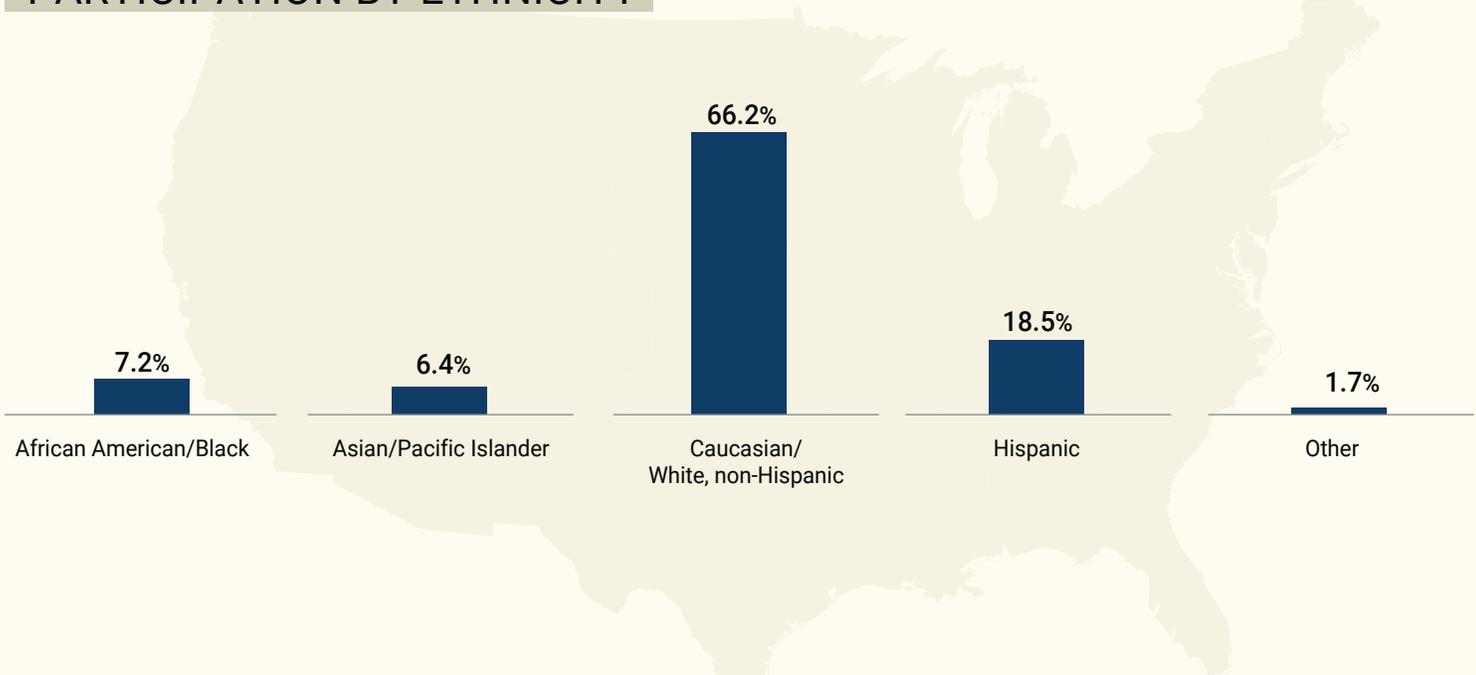
PARTICIPATION BY ETHNICITY & FREQUENCY

2018-2019



PARTICIPATION BY ETHNICITY

2018-2019



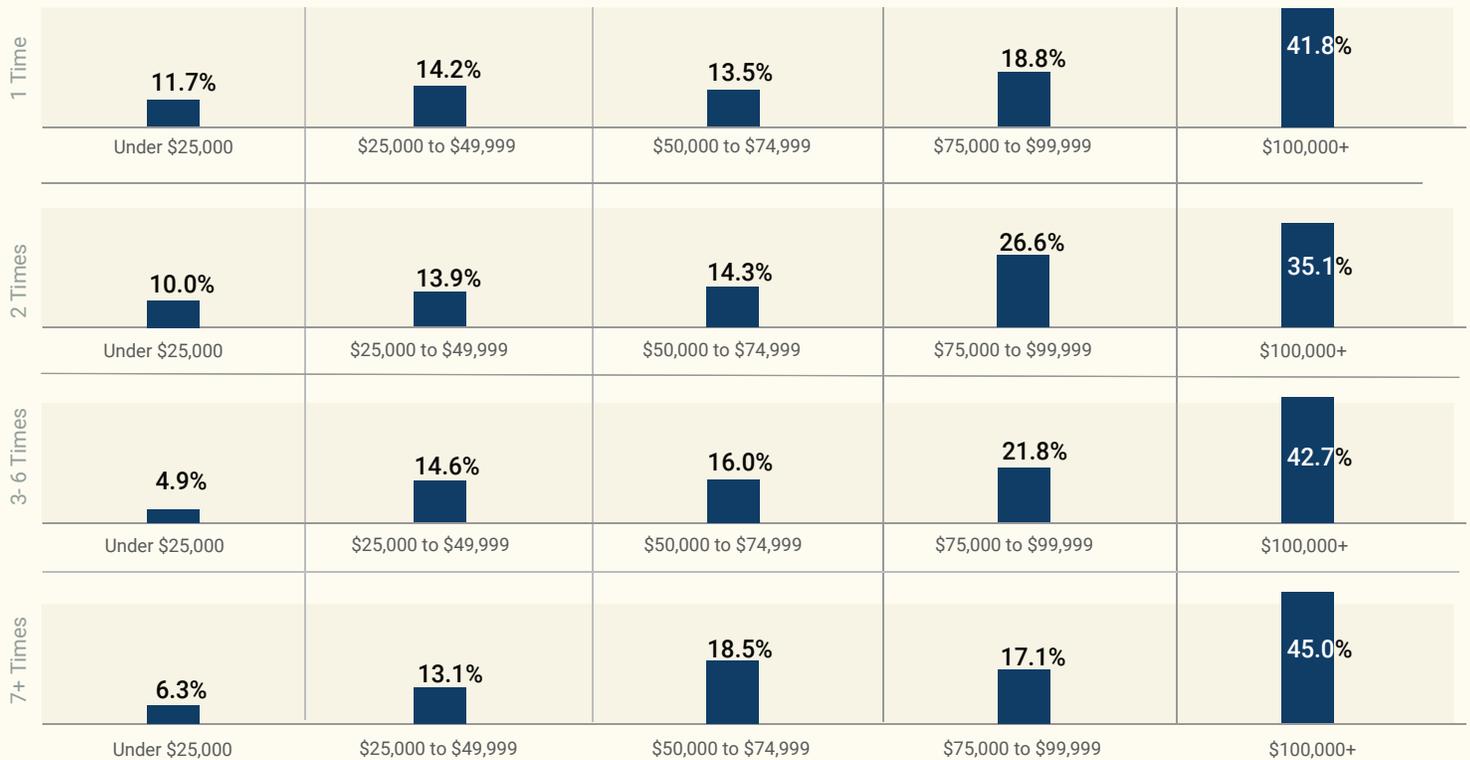
The numbers and percentages above are based on 4.9M total cross-country skiing participants

SIA Participation Study 2018-2019

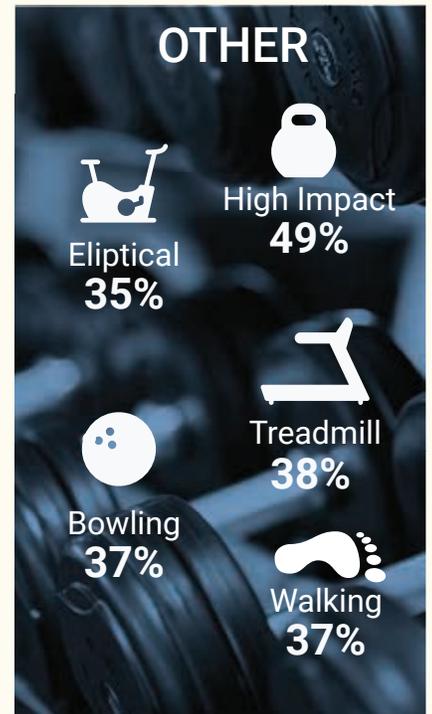
For additional participation data and insights contact research@snowsports.org

PARTICIPATION BY INCOME & FREQUENCY

2018-2019



CROSSOVER ACTIVITIES



The numbers and percentages above are based on 4.9M total cross-country skiing participants

SIA Participation Study 2018-2019

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

GAIN/LOSS OF ACTIVE PARTICIPANTS

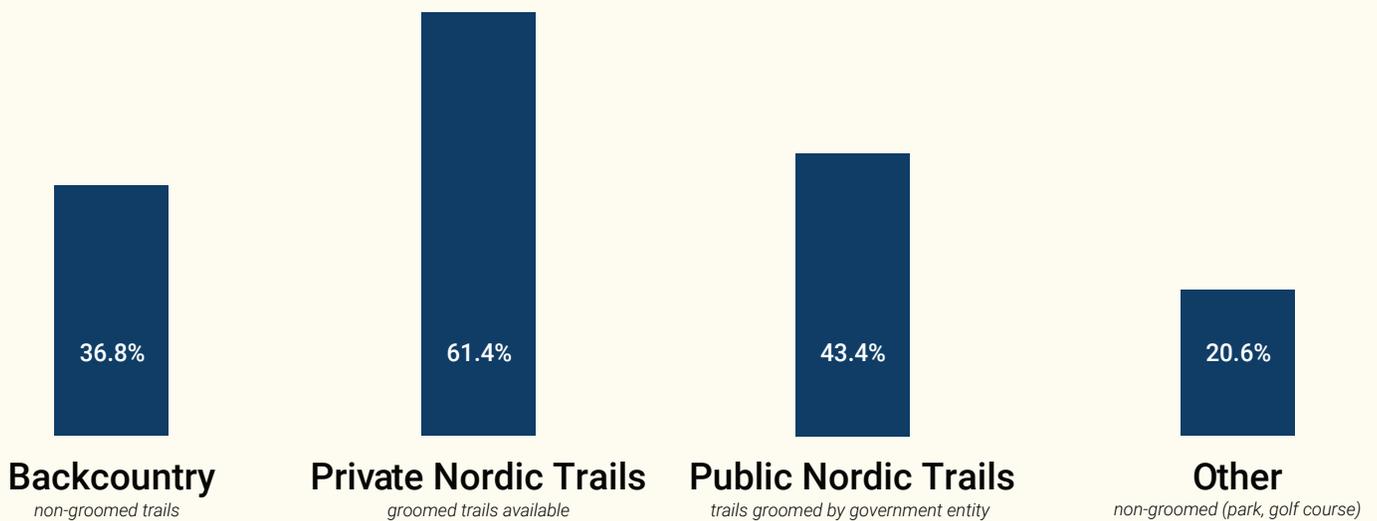
■ 2017-2018 ■ 2018-2019

In 2017/2018 there were **5.1M** participants. In 2018/2019, **3.3M** participants were new/returned and **3.5M** participants took the season off. The total for 2018/2019 was **4.9M** participants.



CROSS-COUNTRY SKIING TRAILS

■ 2018-2019



The numbers and percentages above are based on 4.9M total cross-country skiing participants

SIA Participation Study 2018-2019

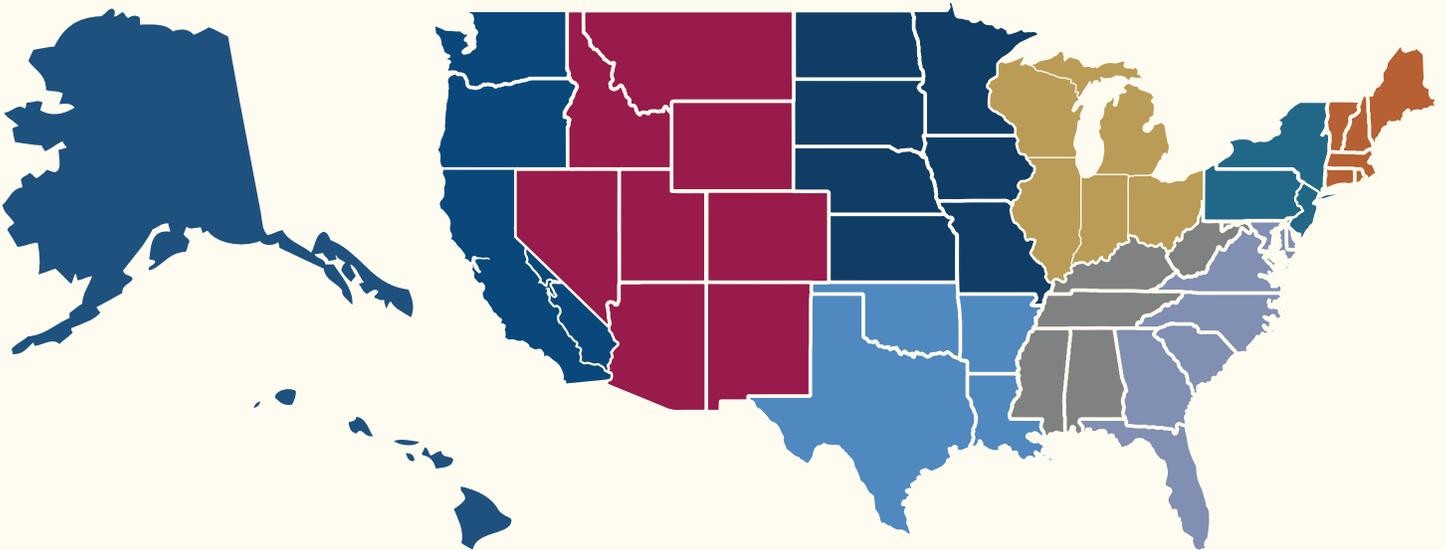
For additional participation data and insights contact research@snowsports.org



Snowshoe Participation and Demographics

SNOWSHOE BY REGION

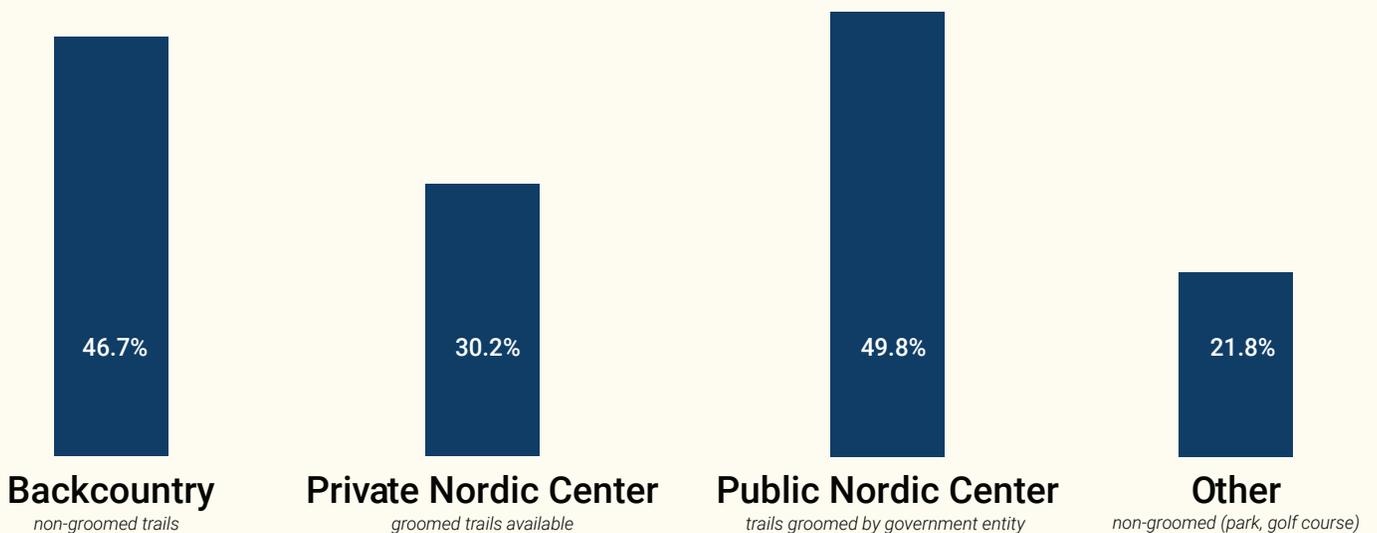
TOTAL PARTICIPANTS: 3.4M



PACIFIC 633K	WEST NORTH CENTRAL 208K	NEW ENGLAND 325K
MOUNTAIN 380K	EAST NORTH CENTRAL 447K	MIDDLE ATLANTIC 545K
WEST SOUTH CENTRAL 271K	EAST SOUTH CENTRAL 109K	SOUTH ATLANTIC 503K

WHERE PARTICIPANTS SNOWSHOE

■ 2018-2019



The numbers and percentages above are based on 3.4M total snowshoe participants

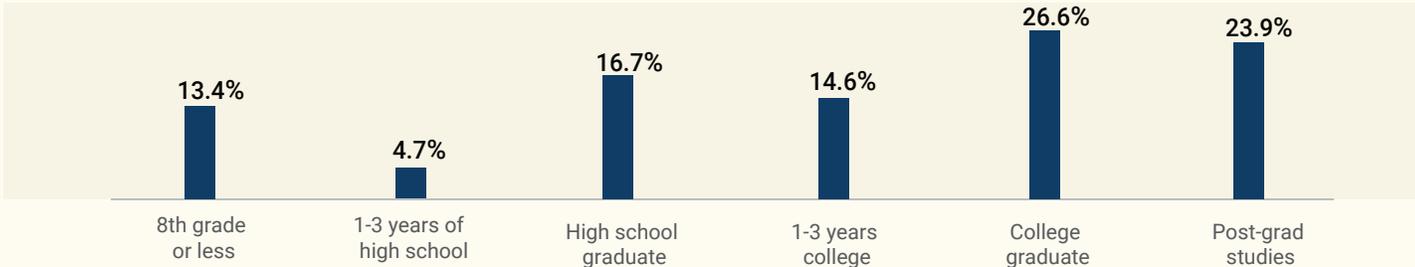
SIA Participation Study 2018-2019

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

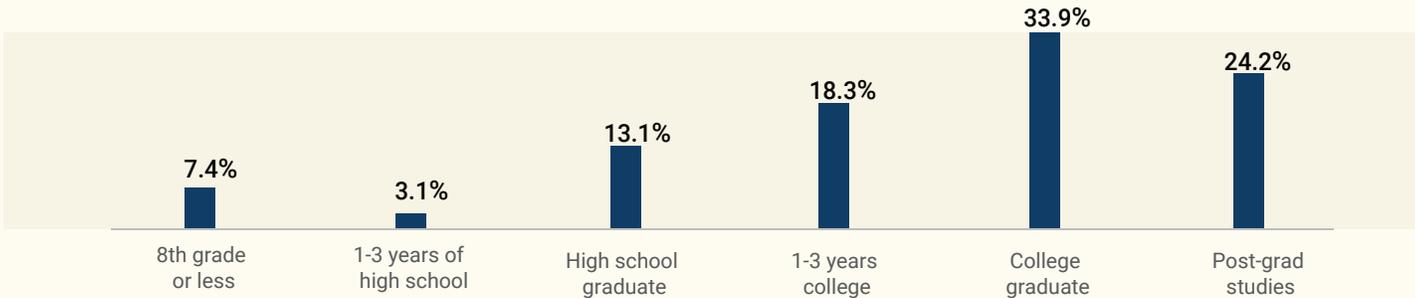
PARTICIPANTS BY EDUCATION & FREQUENCY

■ 2018-2019

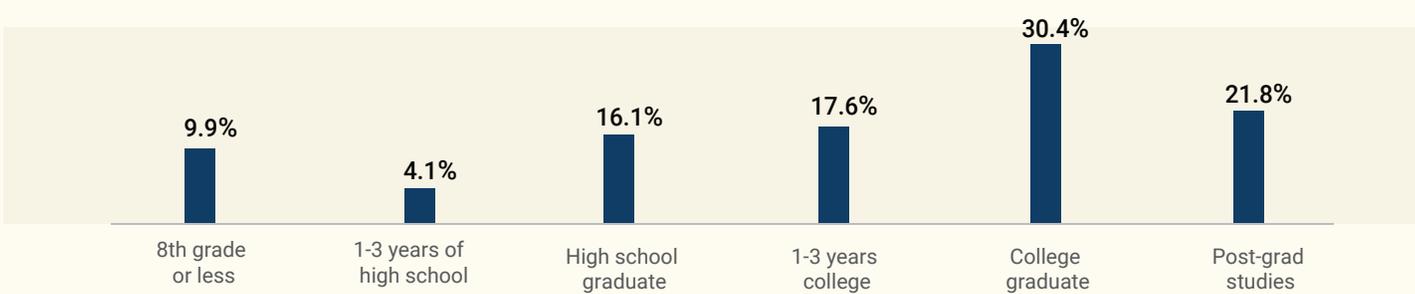
1 Time



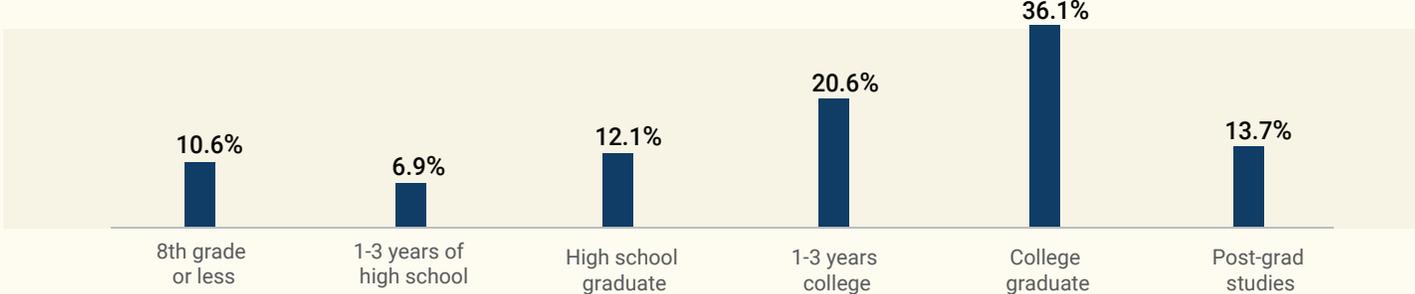
2 Times



3-6 Times



7+ Times



The numbers and percentages above are based on 3.4M total snowshoe participants

SIA Participation Study 2018-2019

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

PARTICIPANTS BY GENDER & FREQUENCY

■ 2018-2019

Male



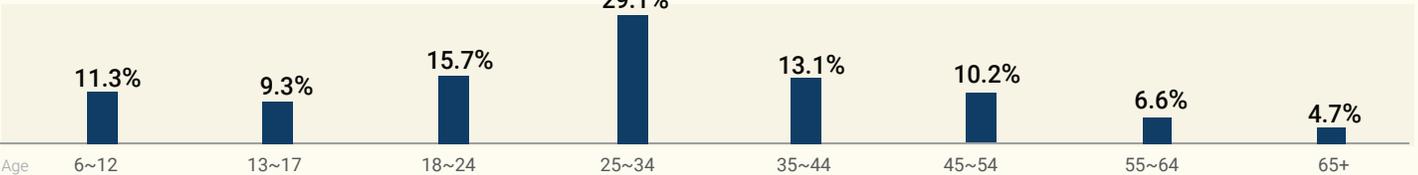
Female



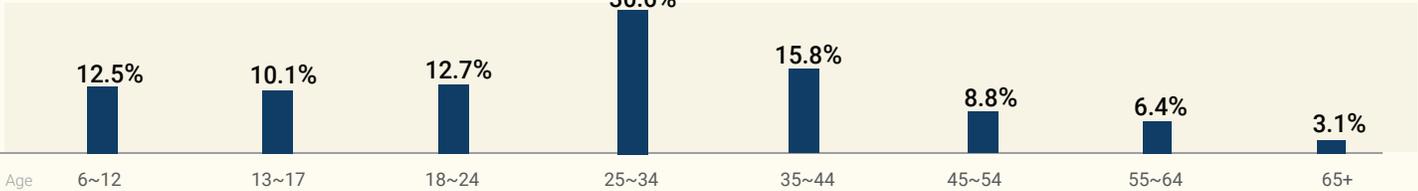
PARTICIPANTS BY AGE & FREQUENCY

■ 2018-2019

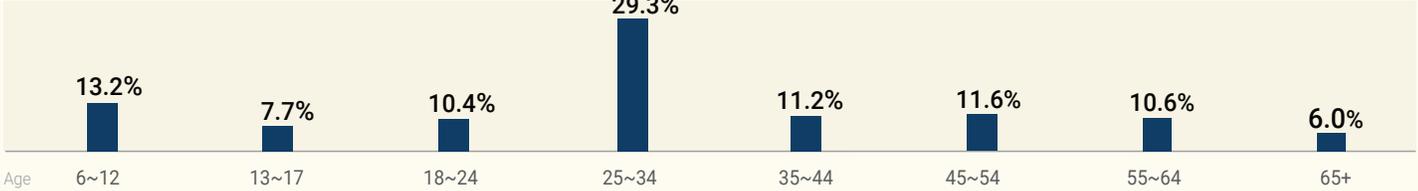
1 Time



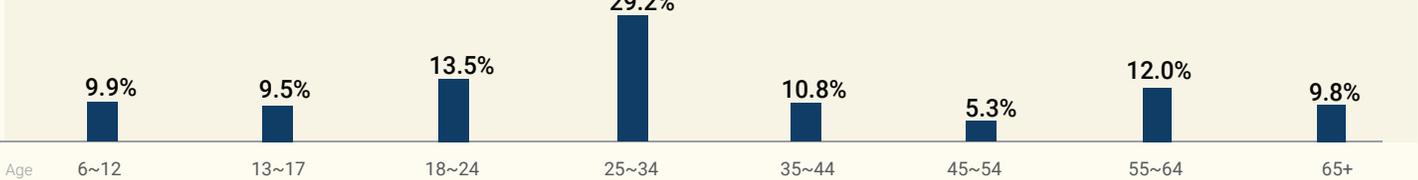
2 Times



3-6 Times



7+ Times



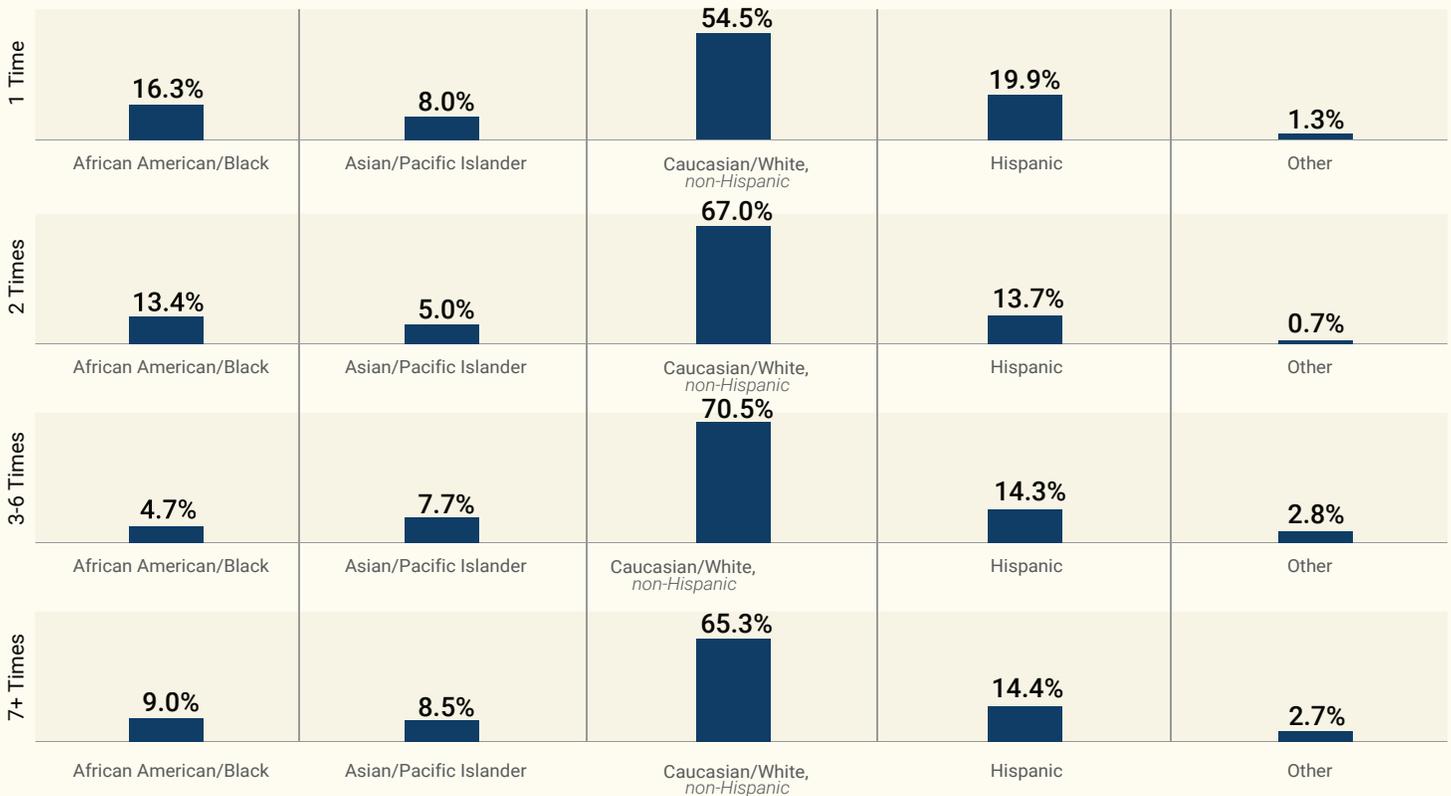
The numbers and percentages above are based on 3.4M total snowshoe participants

SIA Participation Study 2018-2019

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

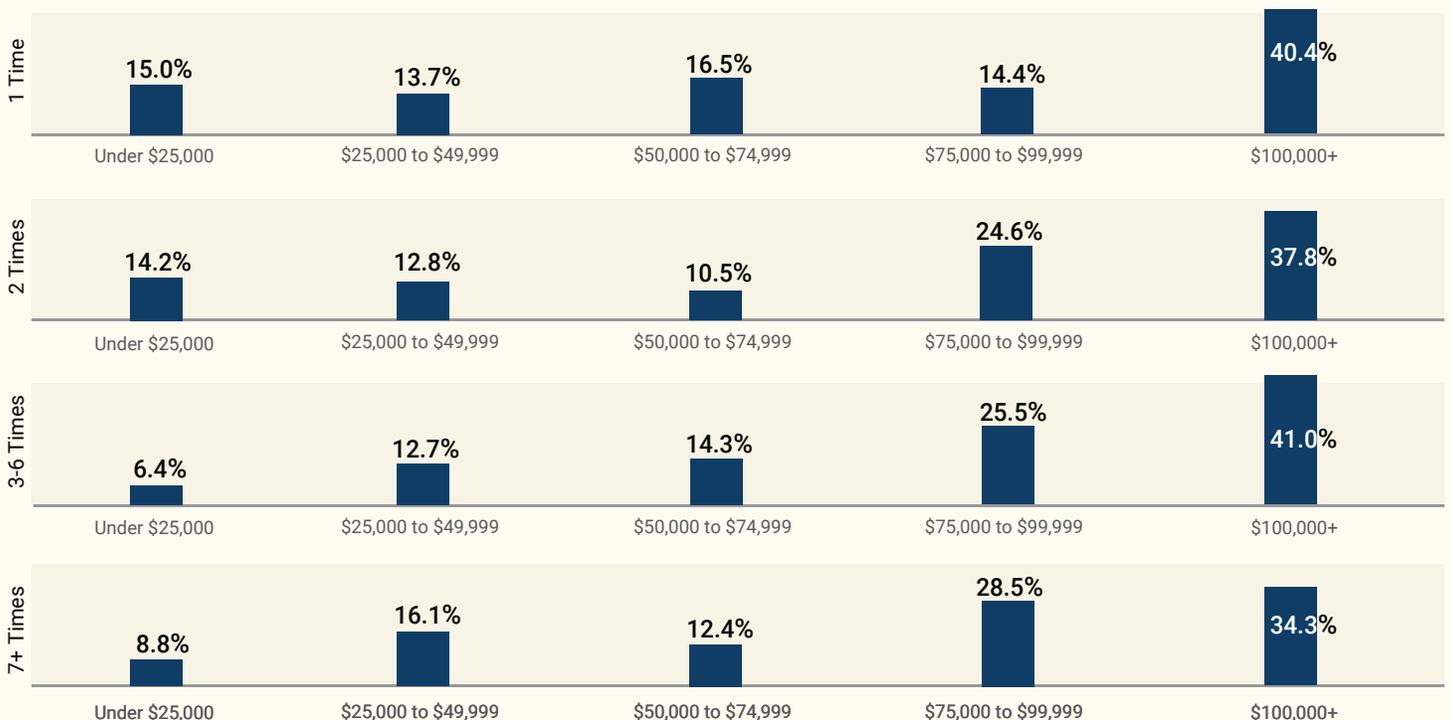
PARTICIPANTS BY ETHNICITY & FREQUENCY

■ 2018-2019



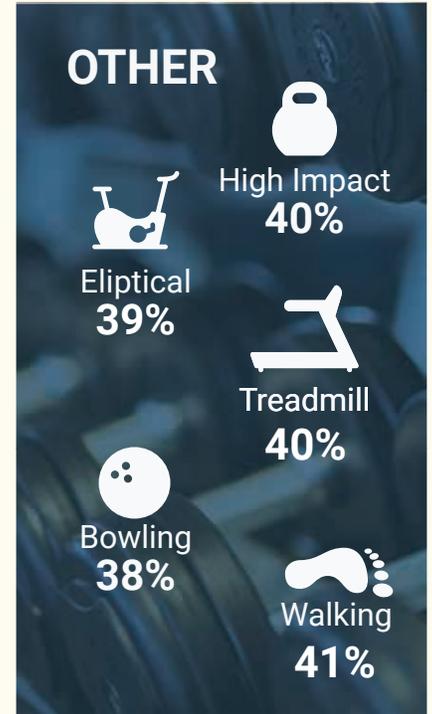
PARTICIPANTS BY INCOME & FREQUENCY

■ 2018-2019



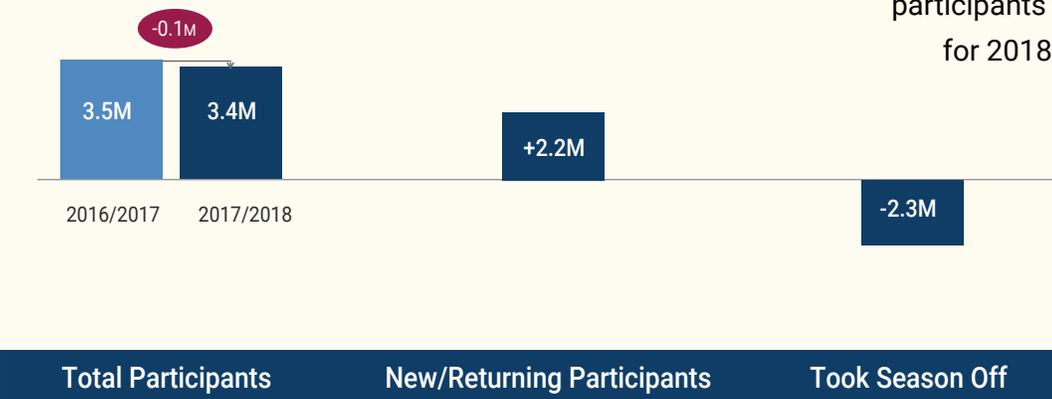
The numbers and percentages above are based on 3.4M total snowshoe participants

CROSSOVER ACTIVITIES



GAIN/LOSS OF ACTIVE PARTICIPANTS

■ 2017-2018 ■ 2018-2019



In 2017/2018 there were 3.5M participants. In 2018/2019, 2.2M participants were new/returned and 2.3M participants took the season off. The total for 2018/2019 was 3.4M participants.

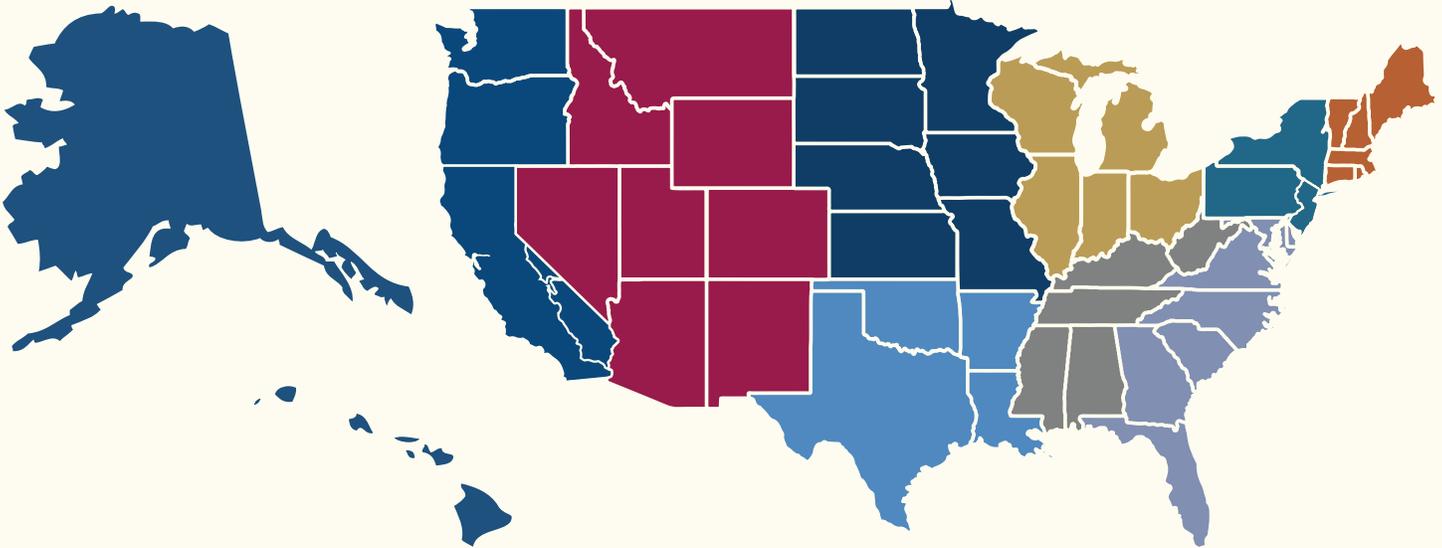




Snowboard Touring Participation and Demographics

SNOWBOARD TOURING¹ BY REGION

TOTAL PARTICIPANTS: 654K



PACIFIC 16.1%	WEST NORTH CENTRAL 2.1%	NEW ENGLAND 5.6%
MOUNTAIN 9.0%	EAST NORTH CENTRAL 20.0%	MIDDLE ATLANTIC 19.6%
WEST SOUTH CENTRAL 5.3%	EAST SOUTH CENTRAL 2.8%	SOUTH ATLANTIC 19.6%

PARTICIPATION BY GENDER



26%
Female



74%
Male

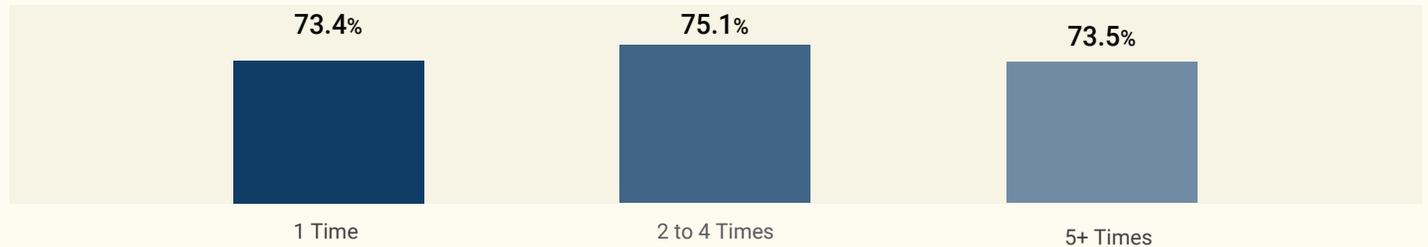
The numbers and percentages above are based on 654K total snowboard touring participants

38 ¹ The numbers herein reflect backcountry (non-resort) only aged 18 and above, as compared to last year's numbers that encompassed a greater variety of terrain and participants aged 6 and above.

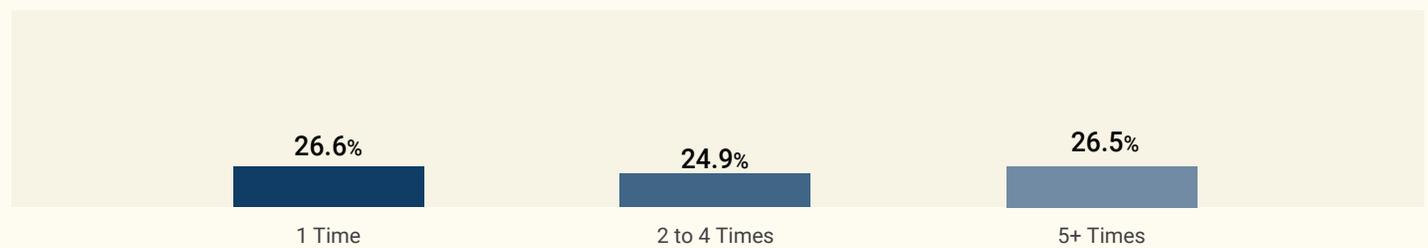
PARTICIPATION BY GENDER & FREQUENCY

■ 2018-2019

Male



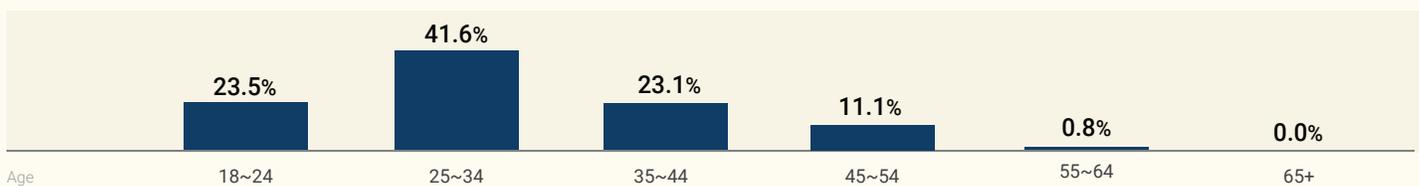
Female



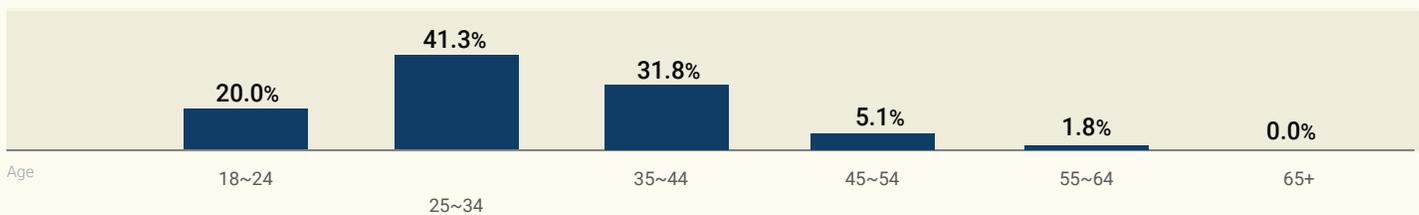
PARTICIPATION BY AGE & FREQUENCY

■ 2018-2019

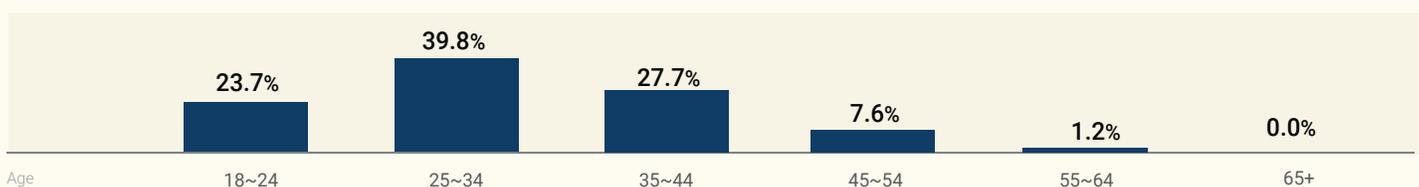
1 Time



2 to 4 times



5+ Times



The numbers and percentages above are based on 654K total snowboard touring participants

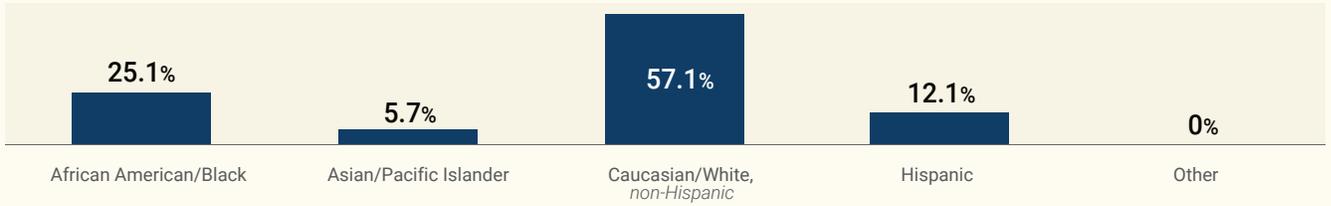
SIA Participation Study 2018-2019

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

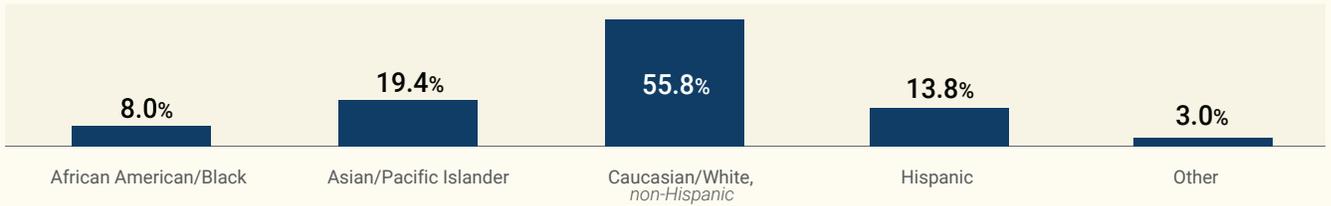
PARTICIPATION BY ETHNICITY & FREQUENCY

2018-2019

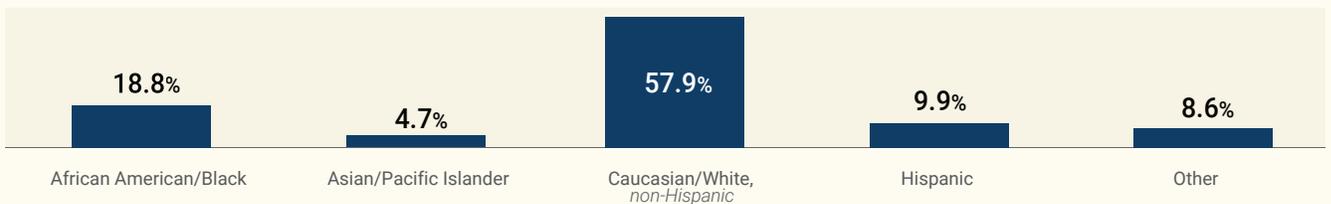
1 Time



2 to 4 times

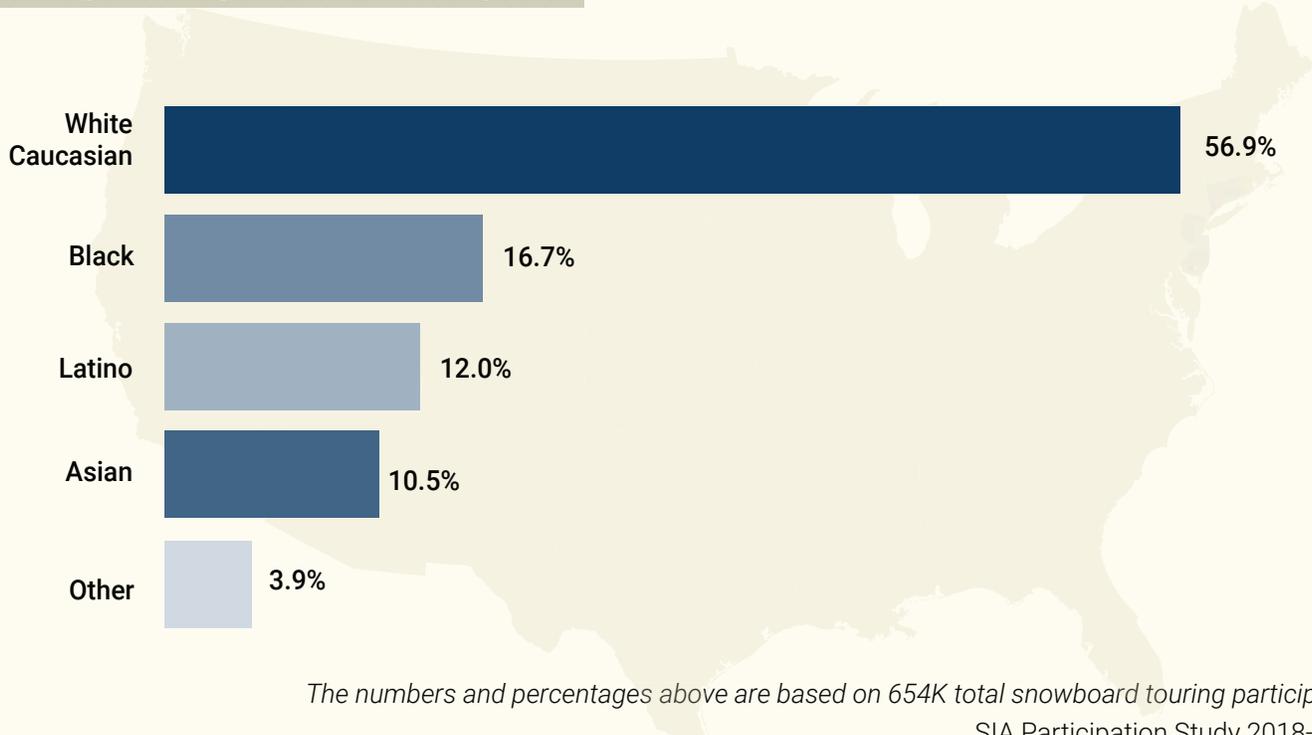


5+ Times



PARTICIPATION BY ETHNICITY

2018-2019



The numbers and percentages above are based on 654K total snowboard touring participants

SIA Participation Study 2018-2019

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

PARTICIPATION BY INCOME & FREQUENCY

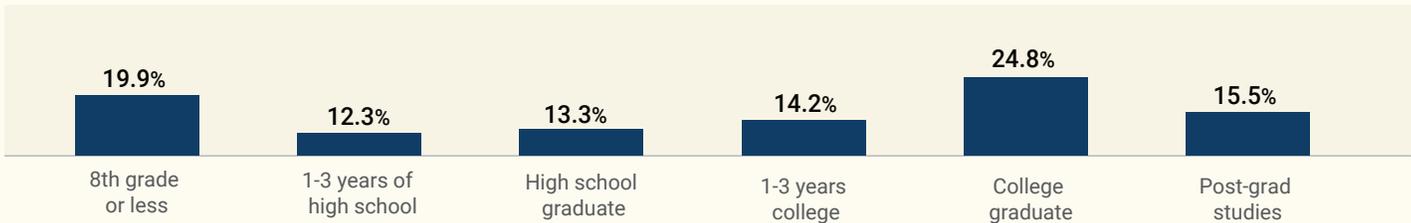
■ 2018-2019



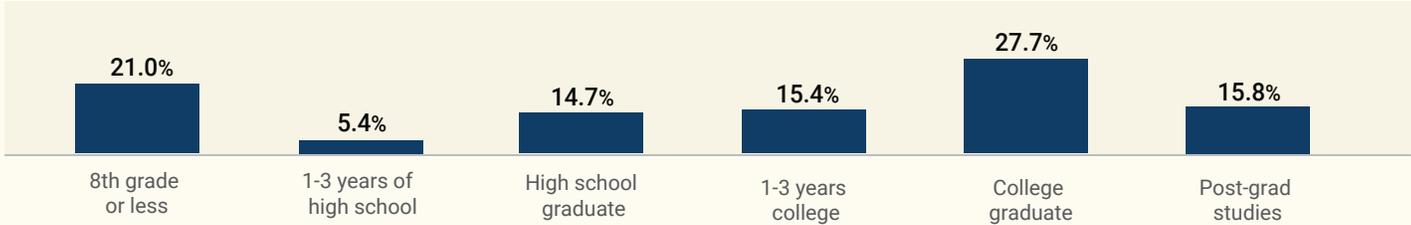
PARTICIPATION BY EDUCATION & FREQUENCY

■ 2018-2019

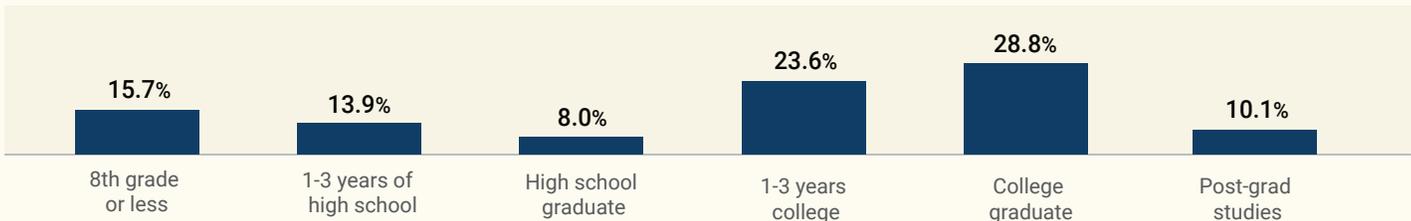
1 Times



2 to 4 times



5+ Times



The numbers and percentages above are based on 654K total snowboard touring participants

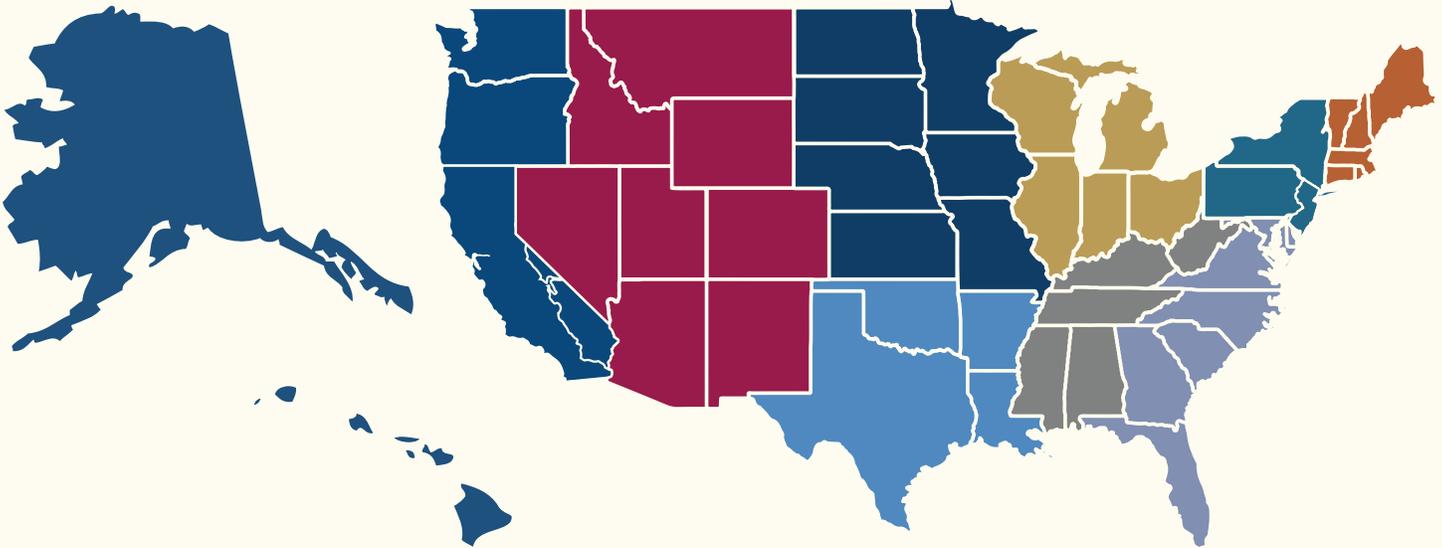
SIA Participation Study 2018-2019

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

Alpine Touring Participation and Demographics

ALPINE TOURING¹ BY REGION

TOTAL PARTICIPANTS: 700K



PACIFIC 13.6%	WEST NORTH CENTRAL 3.8%	NEW ENGLAND 7.9%
MOUNTAIN 15.2%	EAST NORTH CENTRAL 17.8%	MIDDLE ATLANTIC 15.8%
WEST SOUTH CENTRAL 7.5%	EAST SOUTH CENTRAL 0.6%	SOUTH ATLANTIC 17.9%

PARTICIPATION BY GENDER



34.7%
Female



65.3%
Male

43 ¹ The numbers herein reflect backcountry (non-resort) only aged 18 and above, as compared to last year's numbers that encompassed a greater variety of terrain and participants aged 6 and above.

The numbers and percentages above are based on 700K total alpine touring participants

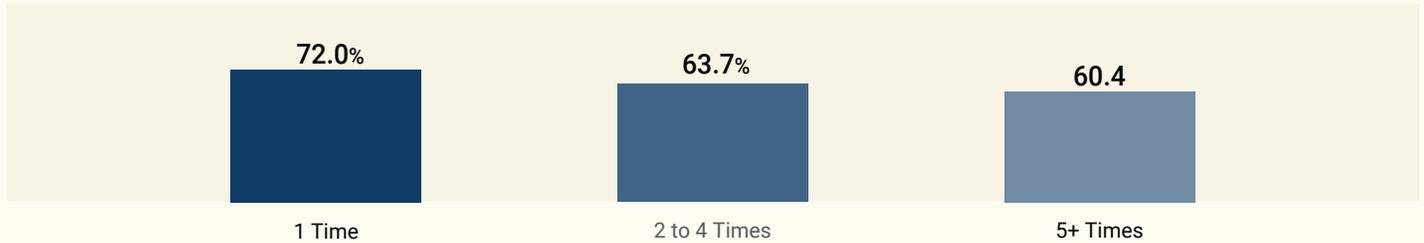
SIA Participation Study 2018-2019

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

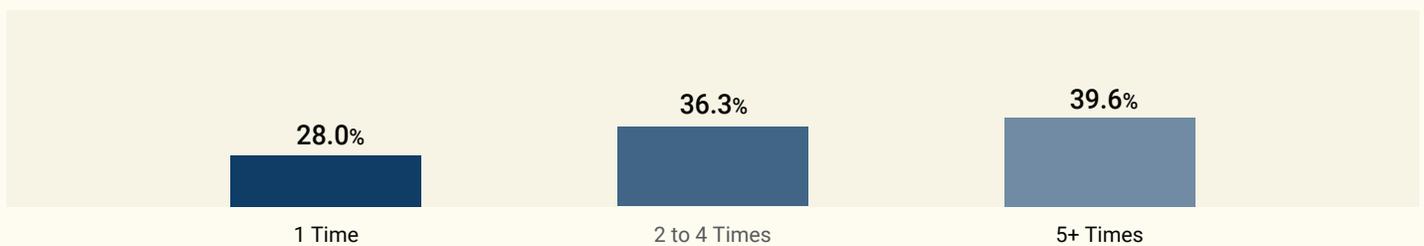
PARTICIPATION BY GENDER & FREQUENCY

■ 2018-2019

Male



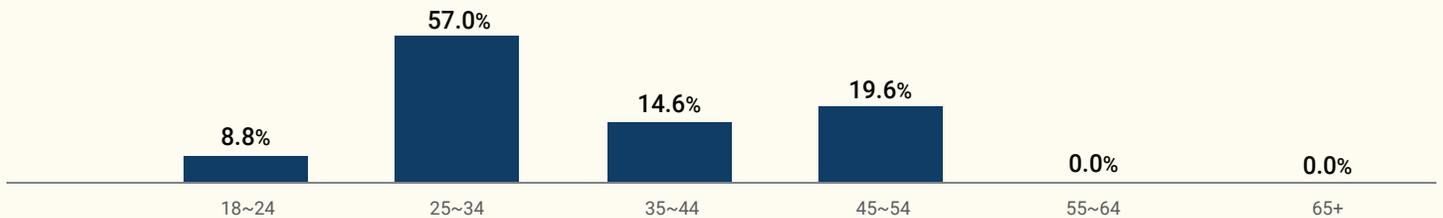
Female



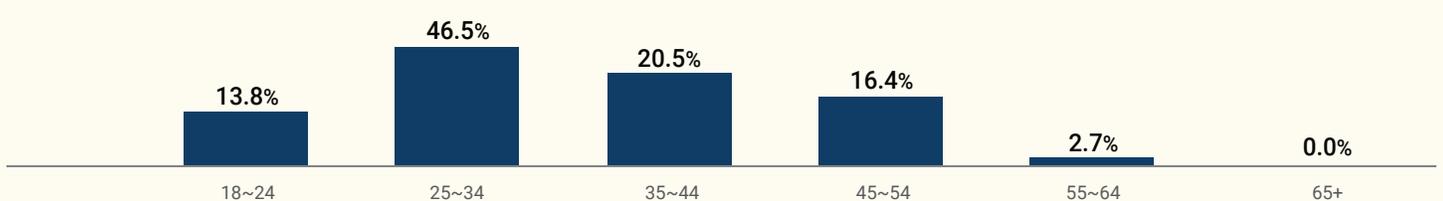
PARTICIPATION BY AGE & FREQUENCY

■ 2018-2019

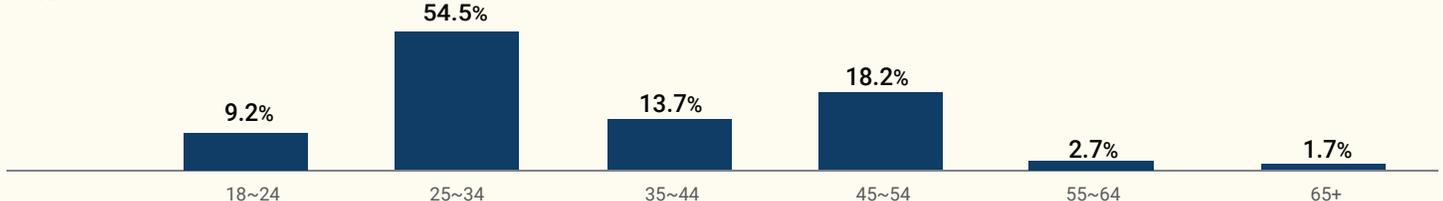
1 Time



2 to 4 Times



5+ Times



The numbers and percentages above are based on 700K total alpine touring participants

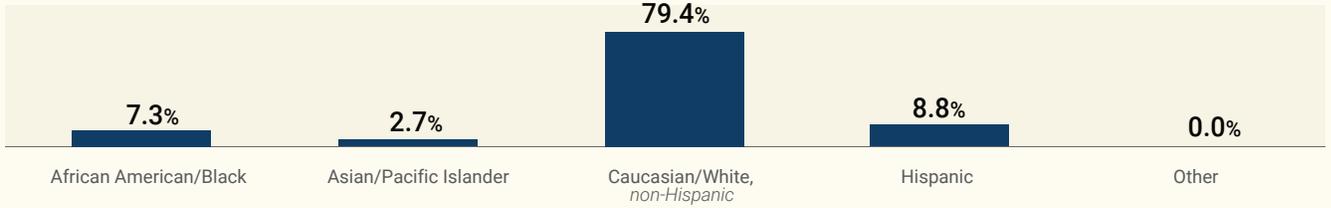
SIA Participation Study 2018-2019

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

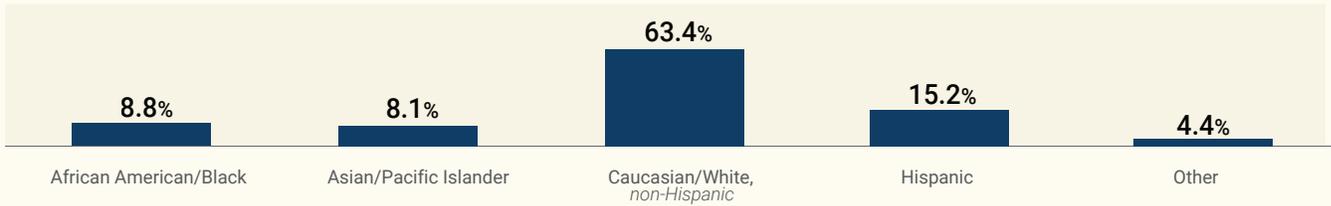
PARTICIPATION BY ETHNICITY & FREQUENCY

2018-2019

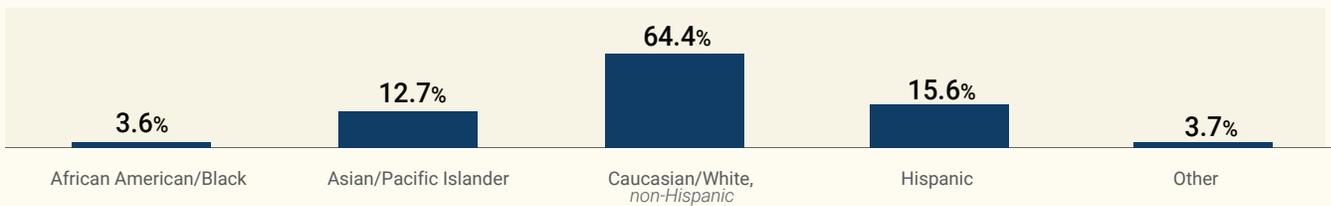
1 Time



2 to 4 Times

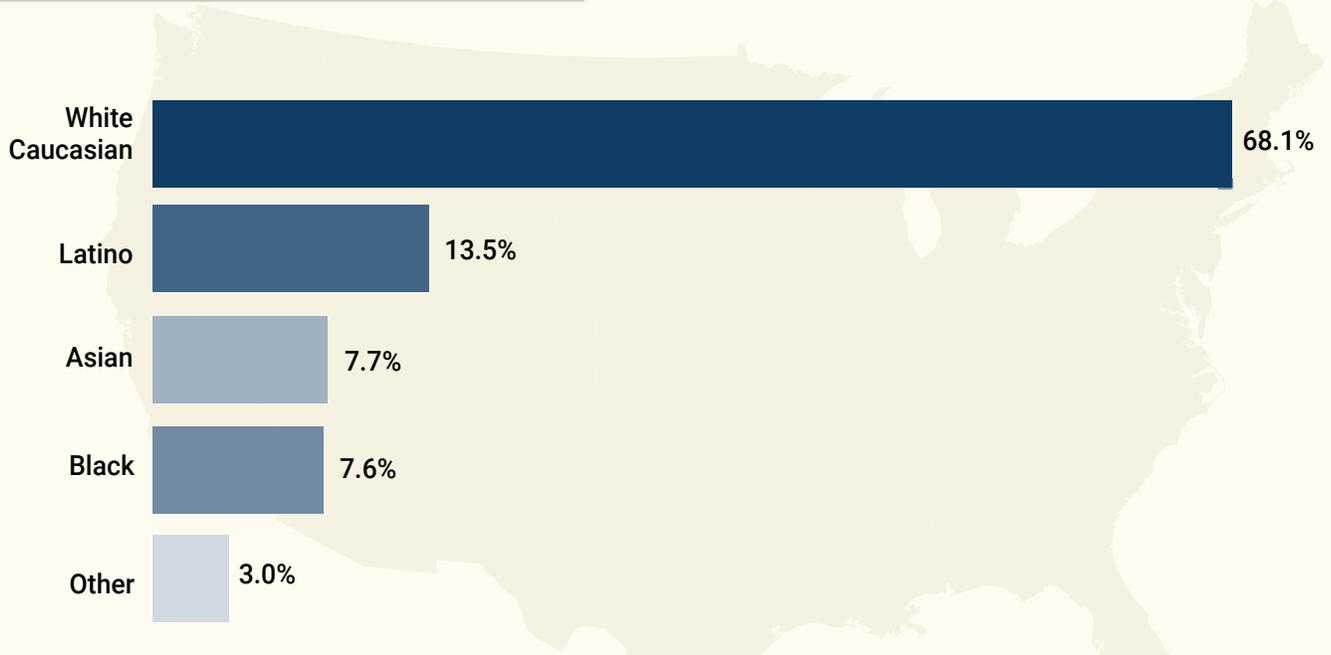


5+ Times



PARTICIPATION BY ETHNICITY

2018-2019



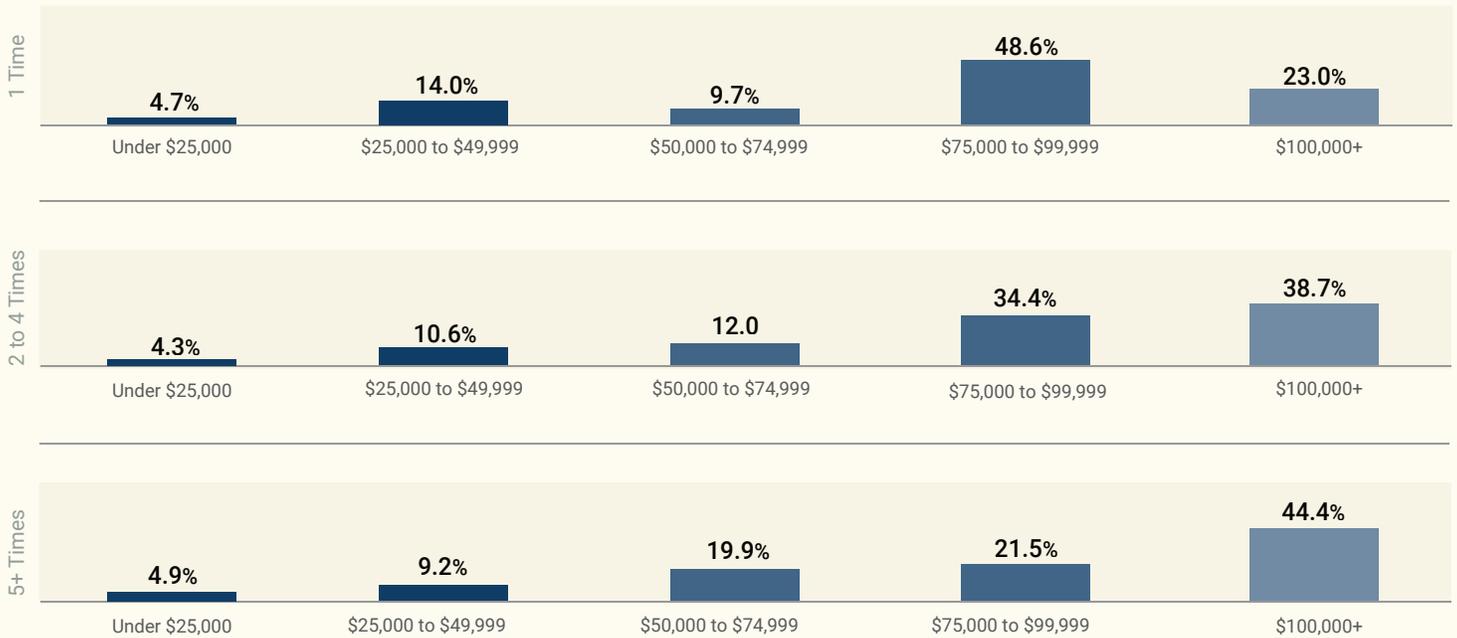
The numbers and percentages above are based on 700K total alpine touring participants

SIA Participation Study 2018-2019

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

PARTICIPATION BY INCOME & FREQUENCY

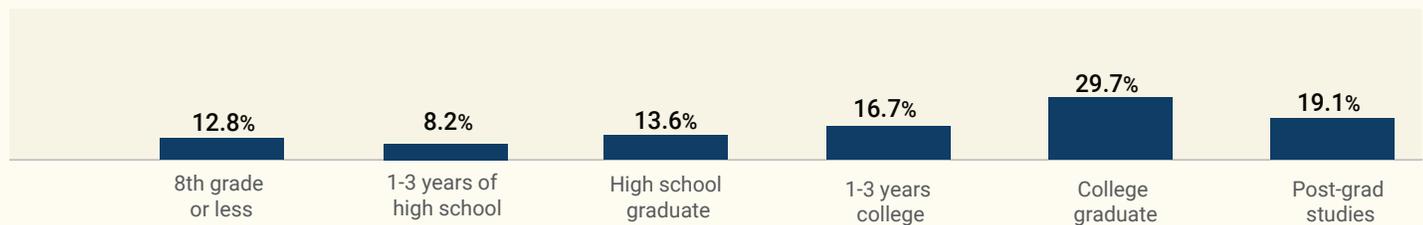
■ 2018-2019



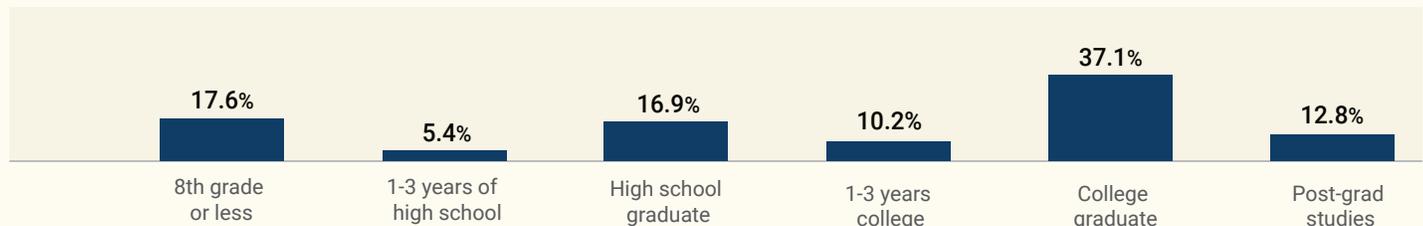
PARTICIPATION BY EDUCATION & FREQUENCY

■ 2018-2019

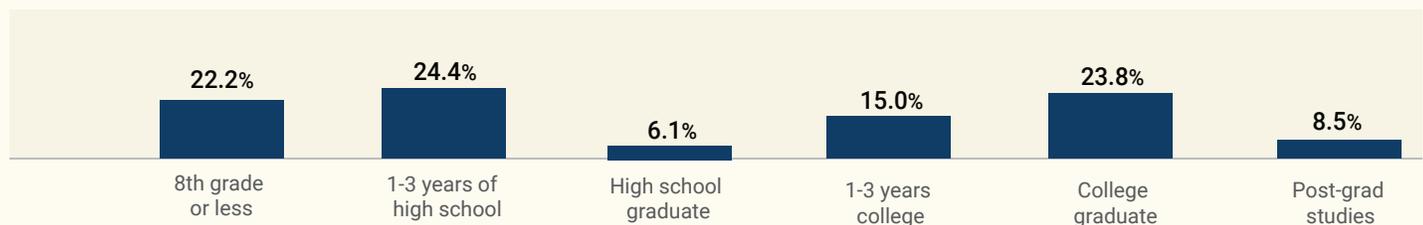
1 Times



2 to 4 Times



5+ Times



The numbers and percentages above are based on 700K total alpine touring participants

SIA Participation Study 2018-2019

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

A skier in a dark jacket and orange helmet is captured mid-turn, carving through a snowy forest. The skier is wearing a dark jacket, dark pants, and a bright orange helmet. They are holding ski poles and are in a dynamic, crouched position. The surrounding environment is a dense forest of evergreen trees heavily laden with snow. The ground is a mix of snow and exposed tree trunks. The overall scene is bright and wintry.

sia

Snowsports
Industries
America

| Methodology

Methodology

The Snow Sports Participant Report 2019 is derived from data produced by the Physical Activity Council (PAC), a partnership of eight of the major trade associations in US sports, fitness, and leisure industries. The overall aim of the data produced is to establish levels of activity and identify key trends in sports, fitness and recreation participation in the US. Partners include: Snow Sports Industries of America (SIA); Outdoor Foundation (OF); National Golf Foundation (NGF); Tennis Industry Association (TIA); United States Tennis Association (USTA); International Health, Racquet and Sportsclub Association (IHRSA); Sporting Goods Manufacturers Association (SGMA); and USA Football.

During 2018, a total of 20,069 online interviews were carried out with a nationwide sample of individuals from the U.S. Online Panel of over one million people operated by IPSOS. The total panel is maintained to be representative of the U.S. population for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2018 participation survey sample size of 20,069 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 0.31 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, population density, and panel join date. The total population figure used was 300,652,039 people age six and older. "Inactivity" was defined to include those participants who reported no physical activity in 2018 and an additional 17 activities that require minimal to no physical exertion. Data reported for "winter sports" are based on seasons: 2013 year is 2012/2013 season, 2014 year is 2013/2014 season, 2015 year is 2014/2015 season, 2016 year is 2015/2016 season, 2017 year is 2016/2017 season, and 2018 year is 2017/2018 season.

Data trends published in previous reports may not match up to data published in this report. Due to changes in the activity list over the years, the data for inactivity and activity categories were recalculated.

About SIA Research

SIA publishes a wide variety of research products.

For information on research visit snowsports.org/research.

NPD MONTHLY RETAIL SALES REPORTS

- Top-line retail data that covers the entire winter season, issued monthly from November to May.
- Free to SIA Premium, Standard, Rep and Retail members

WHOLESALE SALES AND ORDERS SURVEY(S)

- Providing aggregated wholesale market data
- Conducted twice a year to provide valuable data on sell-in and in-season sales
- Only available to SIA members that participate

2018 WINTER PARTICIPATION STUDY

- Created in conjunction with the Physical Activity Council, an in-depth look at winter sports demographics across the US, including Ski, Snowboard, Nordic, and Backcountry
- Free to SIA members | \$1,500 for non-members

PARTICIPATION INSIGHTS REPORT

This study take a closer look at the opinions and habits of winter sports participants, including general demographics, retail and travel insights.

- Free to Premium members | \$250 for Standard and Supporting members | \$500 for nonmembers

CUSTOM RESEARCH

SIA's research provides the winter industry with crucial retail, consumer and participation data, helping our members make insightful, data-driven decisions to enhance their businesses.

- SIA has the ability to create custom queries within our research database, and help build custom surveys using consumers from a member's database. We have the knowledge and experience to build the right questions for your survey.
- Price dependent on scope

CONSUMER RESEARCH

Starting in 2017, the following surveys have been issued each year to a nationwide group of consumers. Results can be purchased individually or year over year.

- Consumer Anticipation (early season)
- Snow Sports Retail Consumer Behavior
- Retail and Direct-to-Consumer for Snow Sports
- Holiday Purchases
- Snow Sports Used Marketplace
- Snow Sports Consumer Rental and Service
- Snow Sports Technology and Participation
- Diversity in the Snow Sports Industry
- Any Event (e.g. 2018 Winter Olympics) Impact
- Consumer Retail Pulse (monthly)
- \$250 per report | \$500 for a YOY comparison