



Photo: Jeremiah Watt

Photo: Adam Barker

PARTICIPATION STUDY 2019-2020

SIA

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INTRODUCTION

The SIA Participation Study 2019-2020 is a comprehensive look at participants in winter sports across the 2019-2020 season including: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, and touring. 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 2019-2020 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 2019 and the beginning of 2020. 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 or to request access to the raw data, please contact research@snowsports.org

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THE TAKEAWAYS

WINTER SPORTS¹

Winter sport participation increased **1.9%** in the 2019-2020 winter season to **25.1 Million** Americans ages 6 and older.

The **Pacific Region** had the **largest** number of winter sport participants at **4.53M**. The **South Atlantic Region** was a close **second** at **4.38M**.

Participation across winter sports by ethnicity has remained flat for **Asians (7.7%)** and **Whites (67.5%)**, decreased by 0.5% for **Blacks (9.2%)** and increased by 0.4% for **Hispanics (14%)**.

SKIING²

In **2019-2020**, the Pacific Region (**CA, OR, WA**) had the largest share of skiers that went **7 or more times** in that season (**22.1%**).

Vermont, New Hampshire, Idaho, Maine and Colorado had the highest percentage of skiers per capita by state.

The **largest** segment of skiers (**19%**) that went **7 times or more** for the 2019-2020 season were between **45 and 54 years old**.

Last season, the leading segment was **25 to 35 year olds (23%)**.

SNOWBOARDING

The **largest** segment of snowboarders (23%) that went **7 times or more** were between **25 and 34 years old**.

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

The **Pacific Region** had the largest share of snowboarders that went **7 or more times (27%)**.

CROSS-COUNTRY SKIING

More cross-country skiers went to a private cross-country center (**62%**) as compared to a public cross-country center with trails groomed by a government entity (**45%**).

ALPINE TOURING and SNOWBOARD TOURING

There were **705k** alpine touring participants and **652k** snowboard touring participants in the backcountry aged 18 and above.

SNOWSHOEING

Snowshoers tend to also participate in snowboarding (**47%**), cross-country skiing (**42%**) and hiking (**38%**).

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



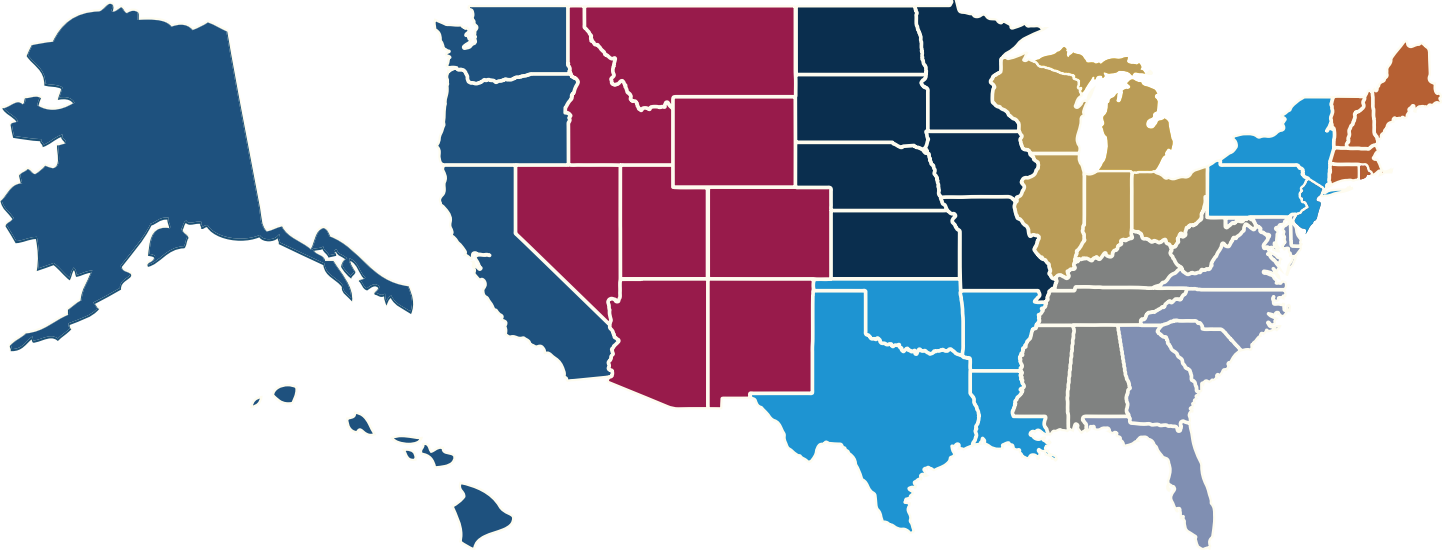
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Winter Sports Participation and Demographics

TOTAL PARTICIPANTS: 25.1M

WINTER SPORTS¹ PARTICIPATION BY REGION

These numbers and percentages are based on 25.1M total winter sport participants



PACIFIC 4.5M	WEST NORTH CENTRAL 1.6M	NEW ENGLAND 1.6M
MOUNTAIN 2.3M	EAST NORTH CENTRAL 3.9M	MIDDLE ATLANTIC 3.7M
WEST SOUTH CENTRAL 2M	EAST SOUTH CENTRAL 1.1M	SOUTH ATLANTIC 4.4M

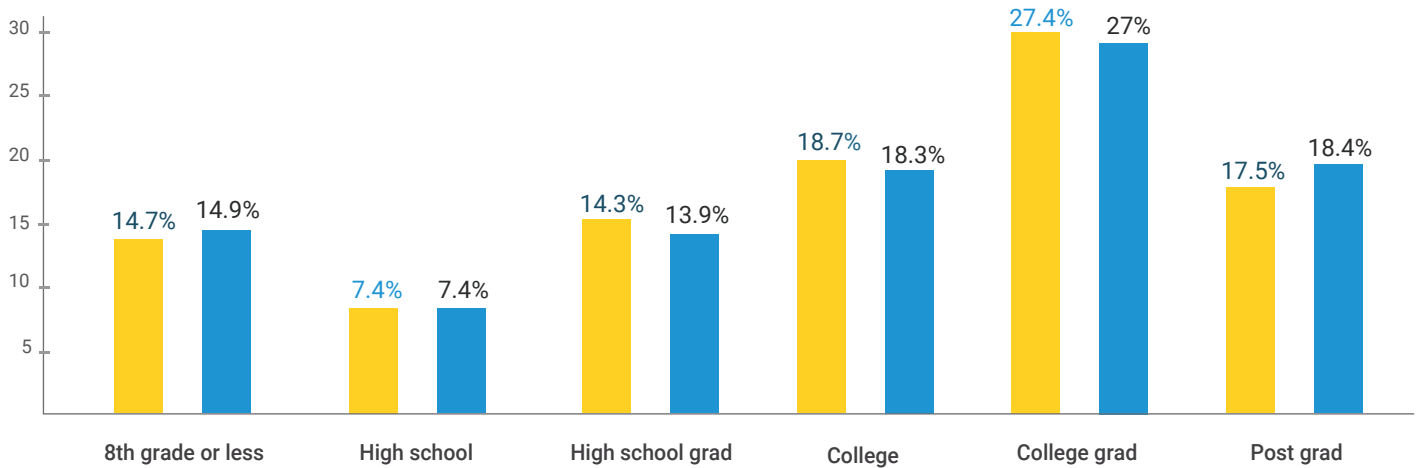


25.1 Million Americans ages 6 and older participated in winter sports in the 2019-2020 winter season. This is up 1.9% from 24.6 Million recorded in the 2018-2019 winter season.

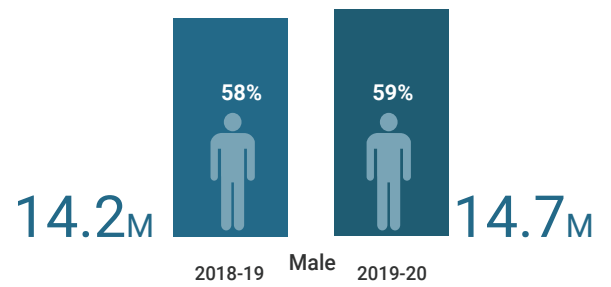
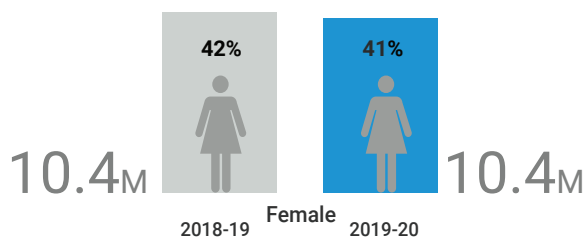
6 ¹ Winter sports defined as: skiing, snowboarding, cross-country skiing, snowshoeing, sledding, alpine touring, snowboard touring, winter fat biking

PARTICIPANTS BY EDUCATION

2018-2019 2019-20

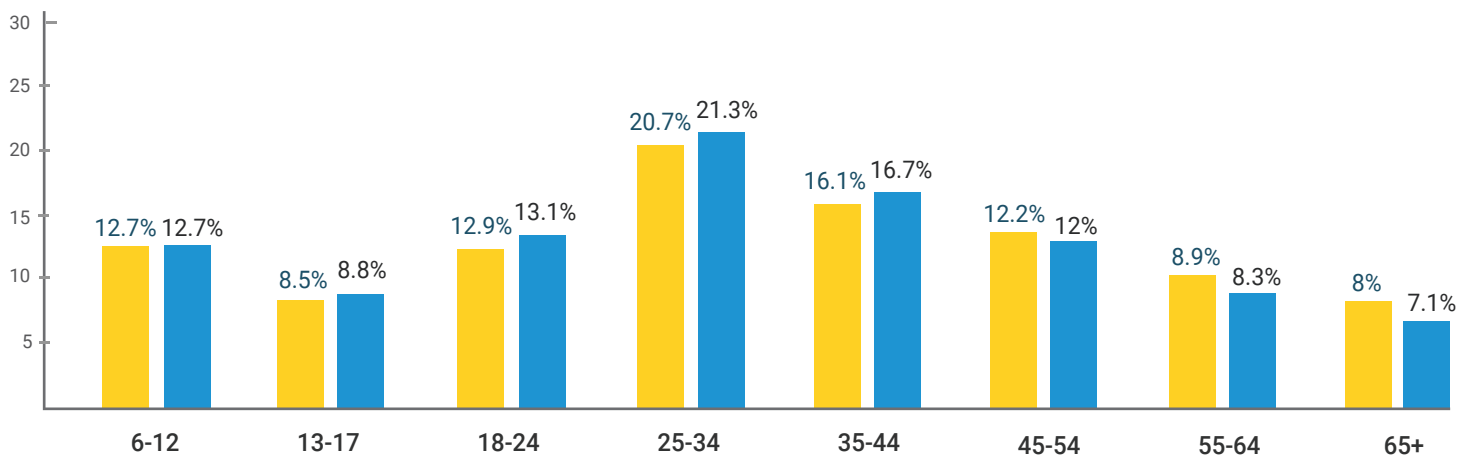


PARTICIPANTS BY GENDER



PARTICIPANTS BY AGE

2018-2019 2019-20

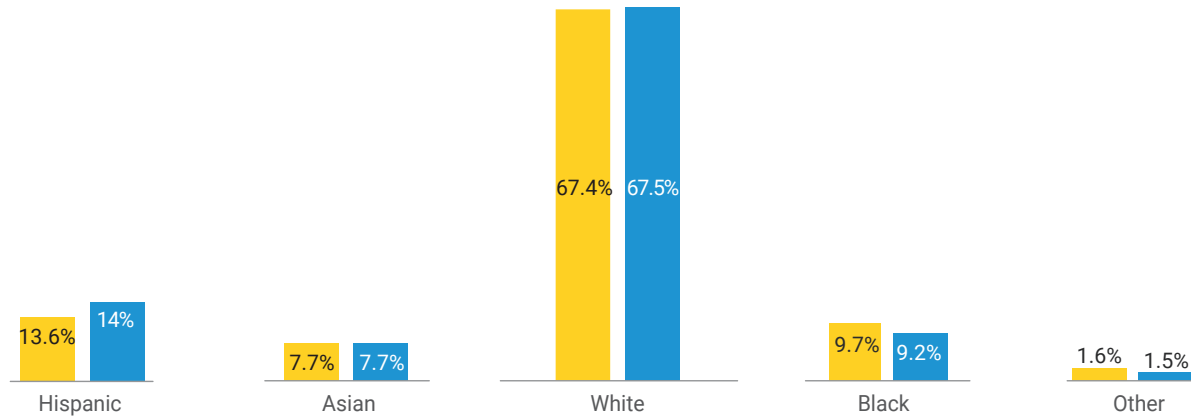


These numbers and percentages are based on 25.1M total winter sport participants

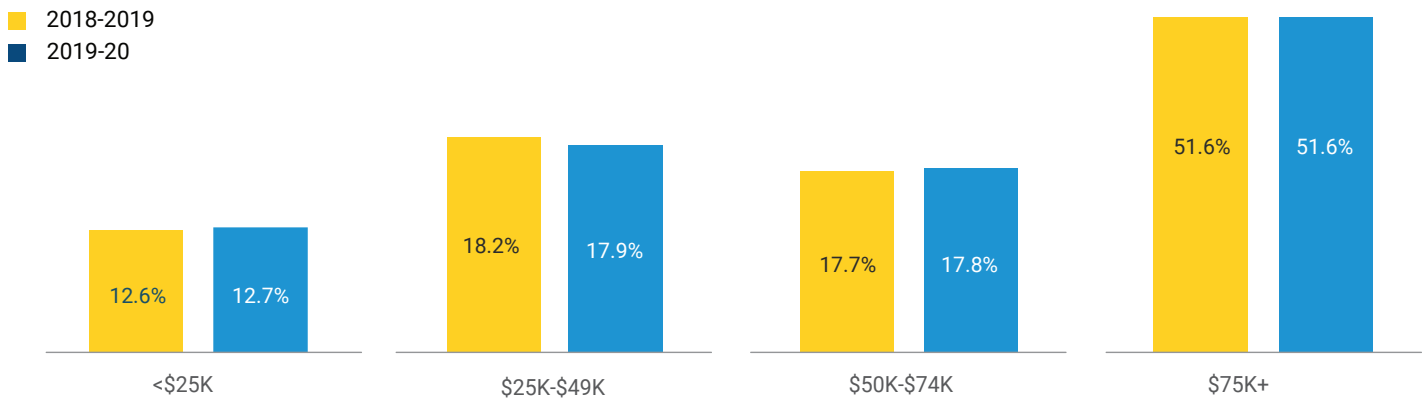
SIA Participation Study 2019-2020

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

PARTICIPANTS BY ETHNICITY



PARTICIPANTS BY INCOME



These numbers and percentages are based on 25.1M total winter sport participants













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PARTICIPATION OVER TIME

	SKI		SNOWBOARD		CROSS-COUNTRY SKIING		SNOWSHOE	
		Growth %		Growth %		Growth %		Growth %
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%
2019/2020	14.3M	-3.6%	7.9M	1.1%	4.8M	-2.2%	3.4M	-1%
% of US Pop. 6 and older		4.7%		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+
2019 -2020	 SKI	7.4	8.5	7.5	8.9	8.4	7.1	9.9	9.6
	 SNOWBOARD	7.8	7.6	9.5	6.5	4.6	6.3	5.5	4.9
	 CROSS-COUNTRY SKIING	7.5	7.9	13.1	9.9	6.0	5.0	10.0	7.4
	 SNOWSHOE	6.6	8.0	9.2	7.6	5.6	6.9	9.5	7.9
	 ALPINE TOURING	5.8	6.6	5.5	5.9	6.5	4.3	4.9	6.6
	 SNOWBOARD TOURING	4.7	5.4	2.6	3.4	6.8	5.9	4.9	2.6
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

These numbers and percentages are based on 25.1M total winter sport participants
SIA Participation Study 2019-2020

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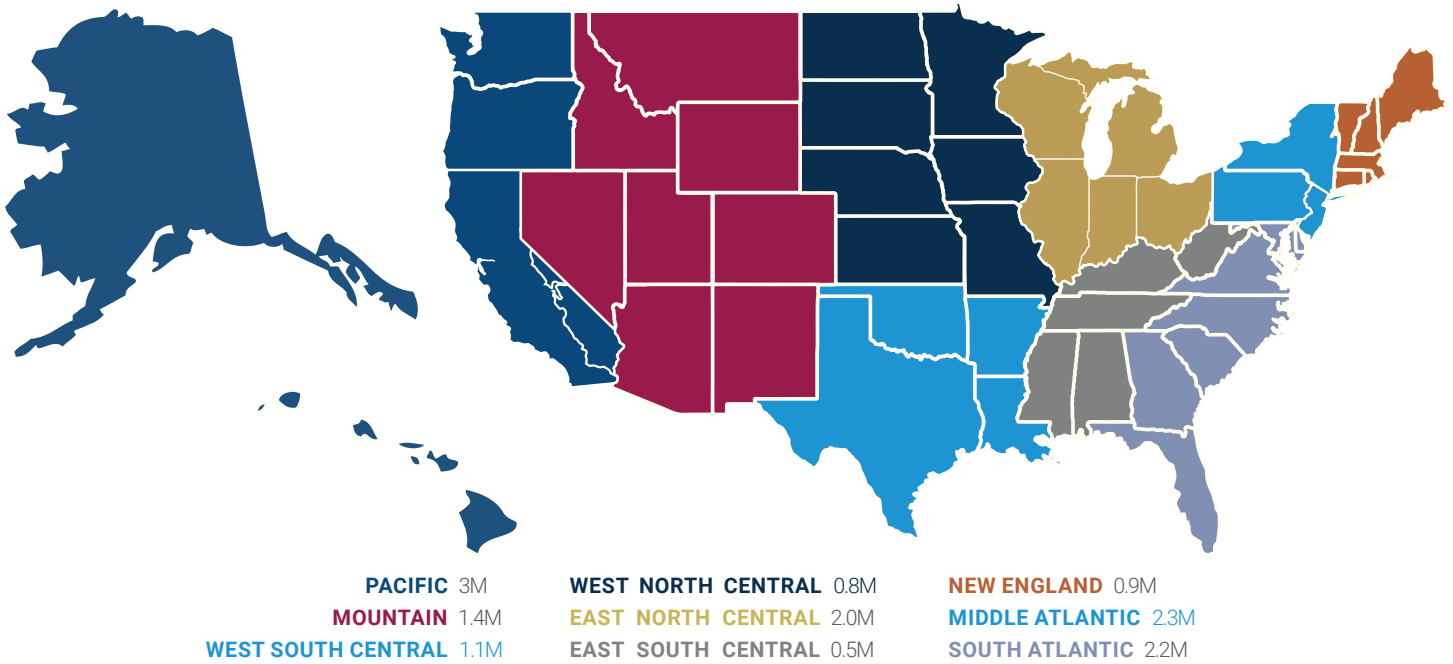


Photo: Scott Markewitz

Ski Participation and Demographics

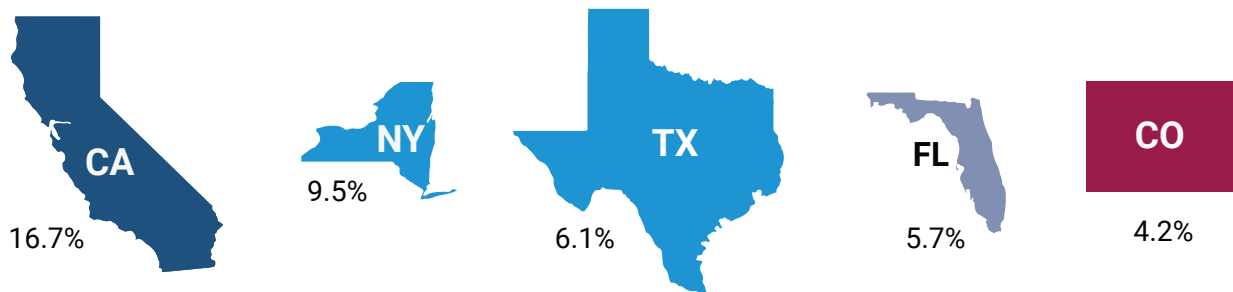
SKIING¹ BY REGION

TOTAL PARTICIPANTS: 14.3M



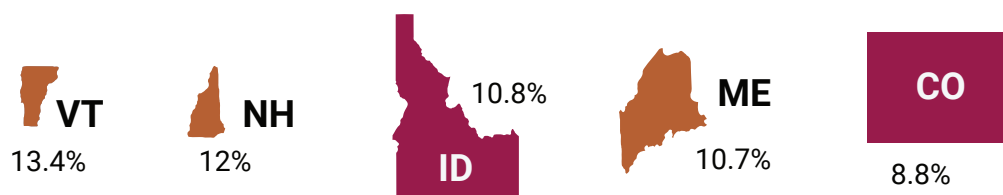
STATES WITH GREATEST SHARE OF TOTAL SKI POPULATION

These states contributed the greatest proportion of skiers to the total 14.3M ski participants in the US.



STATES WITH GREATEST PERCENTAGE OF SKIERS PER CAPITA

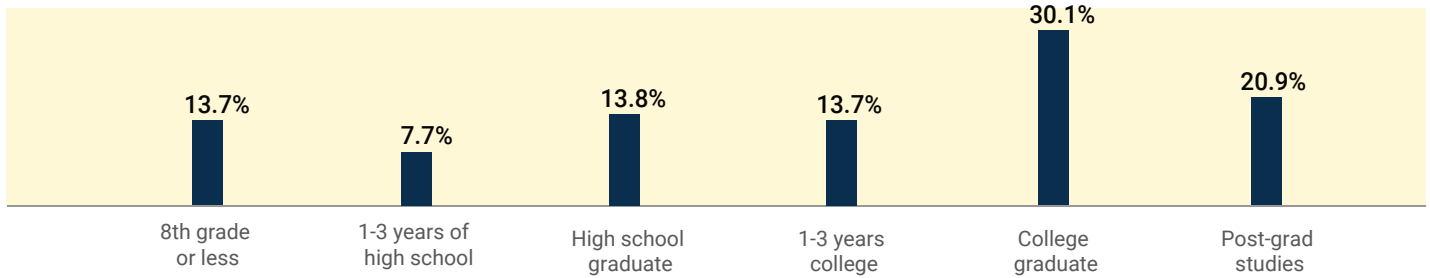
These states had the greatest proportion of skiers relative to their population.



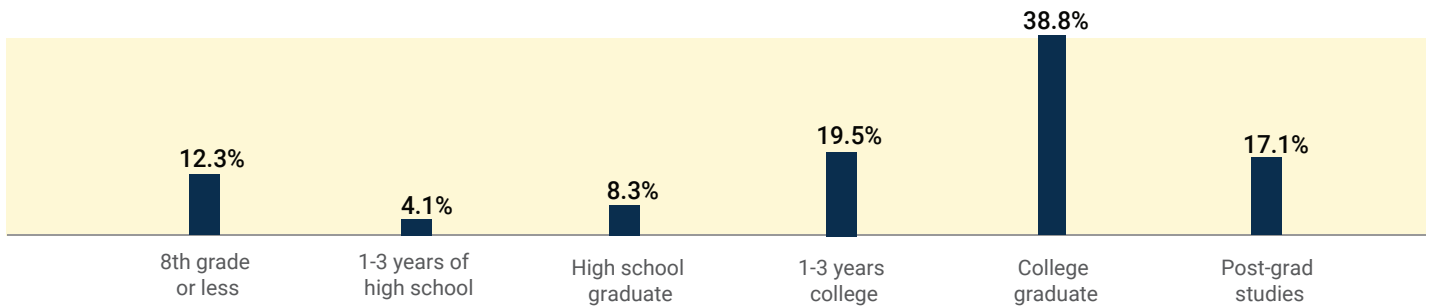
PARTICIPANTS BY EDUCATION & FREQUENCY

■ 2019-2020

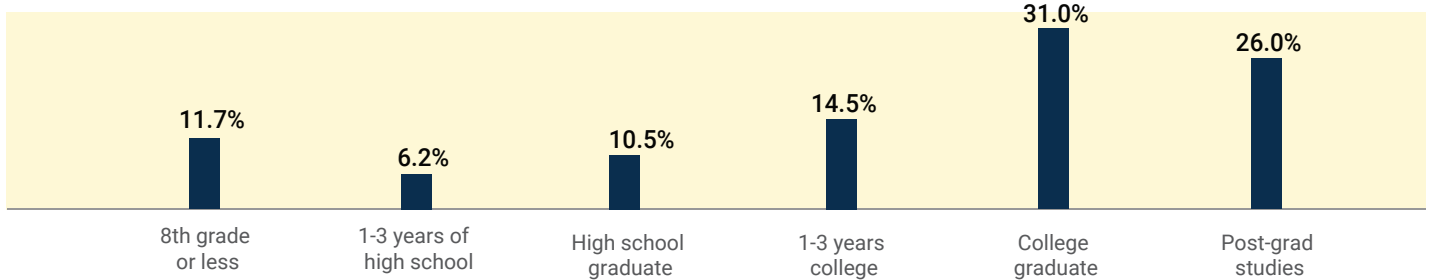
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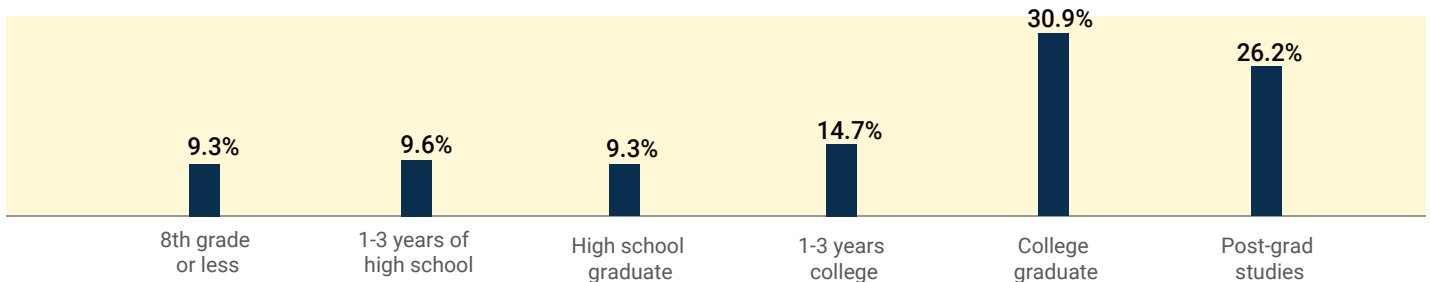
2 Times



3-6 Times



7+ Times



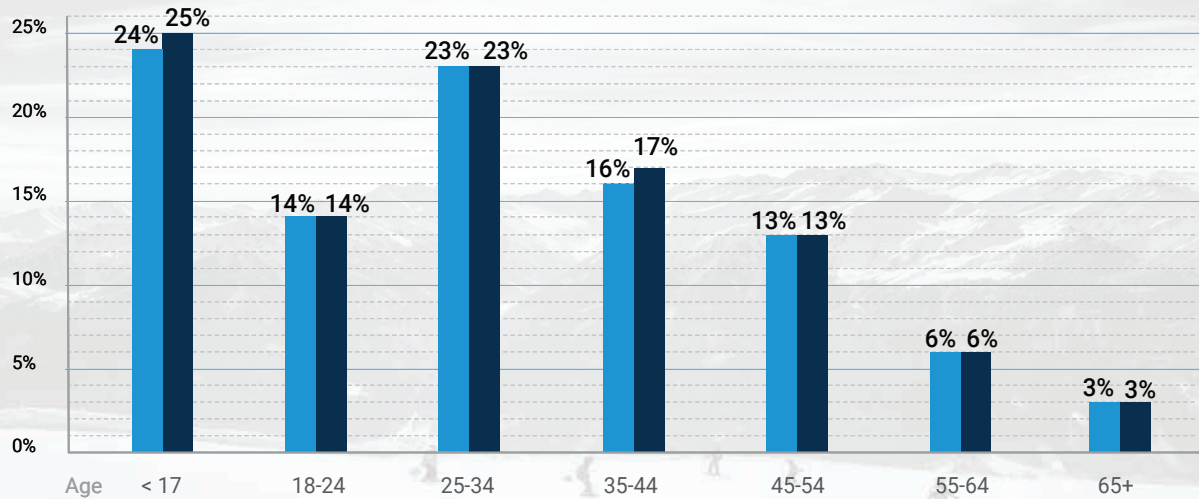
The numbers and percentages above are based on 14.3M total ski participants

SIA Participation Study 2019-2020

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PARTICIPANTS BY AGE

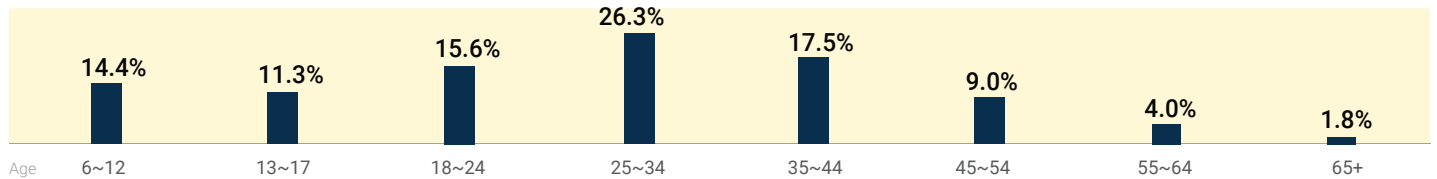
■ 2018-2019 ■ 2019-2020



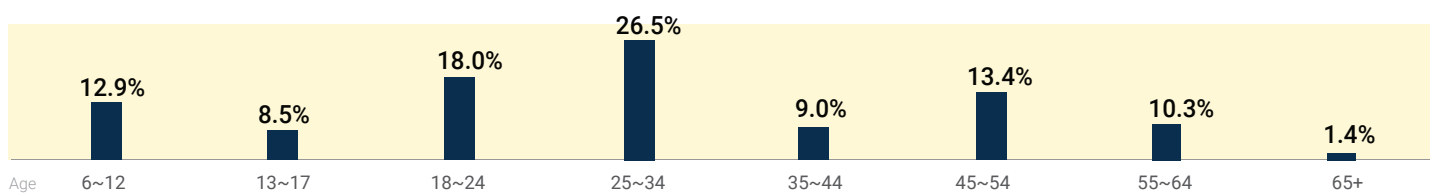
PARTICIPANTS BY AGE & FREQUENCY

■ 2019-2020

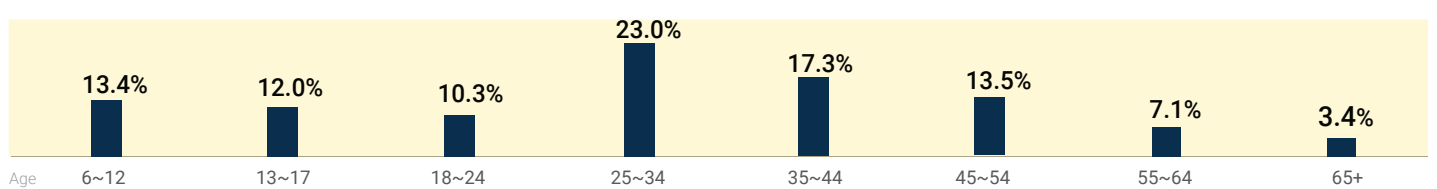
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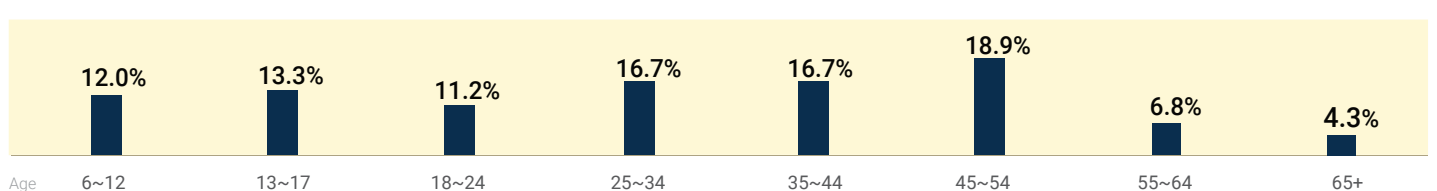
2 Times



3-6 Times



7+ Times

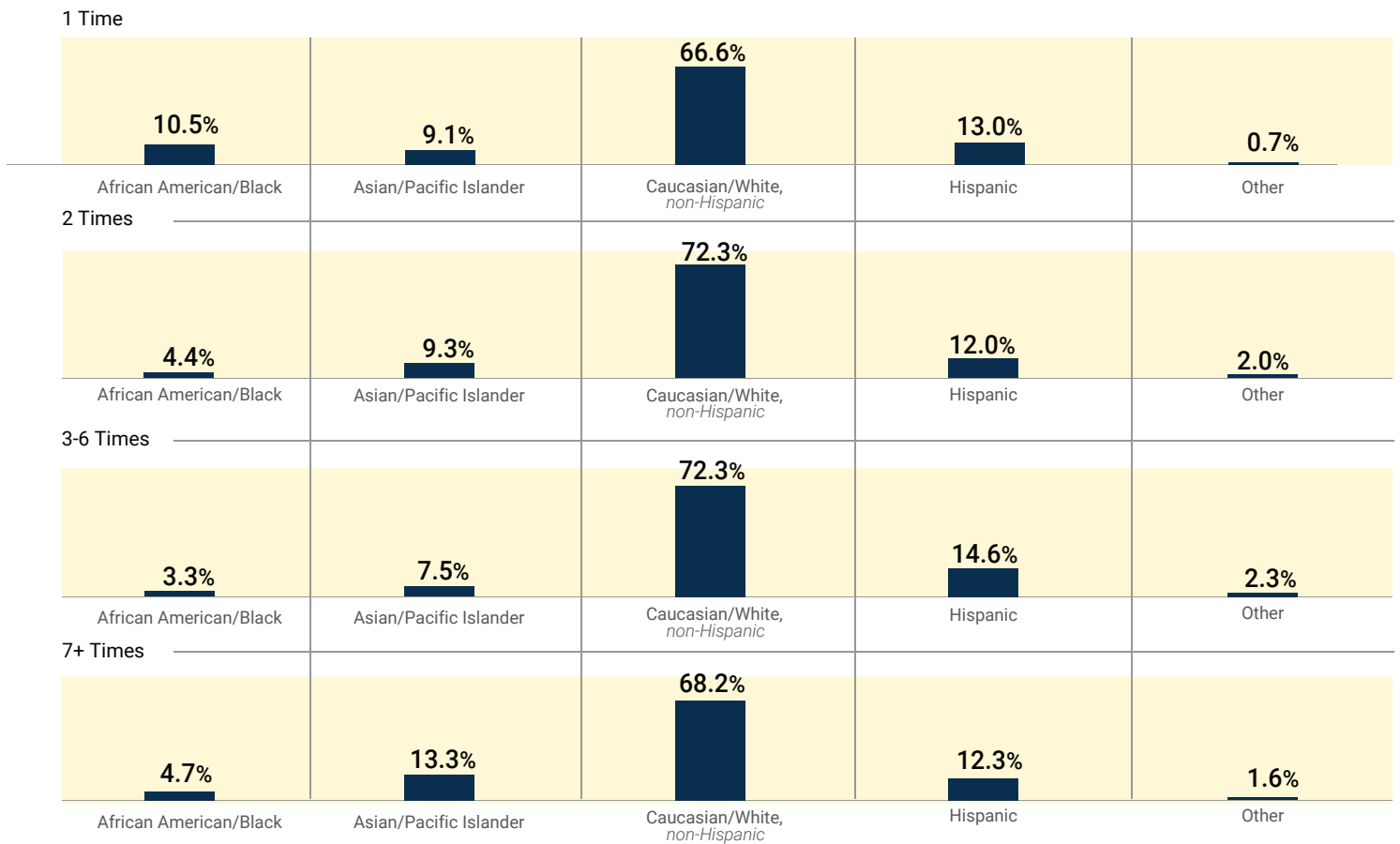


The numbers and percentages above are based on 14.3M total ski participants
SIA Participation Study 2019-2020

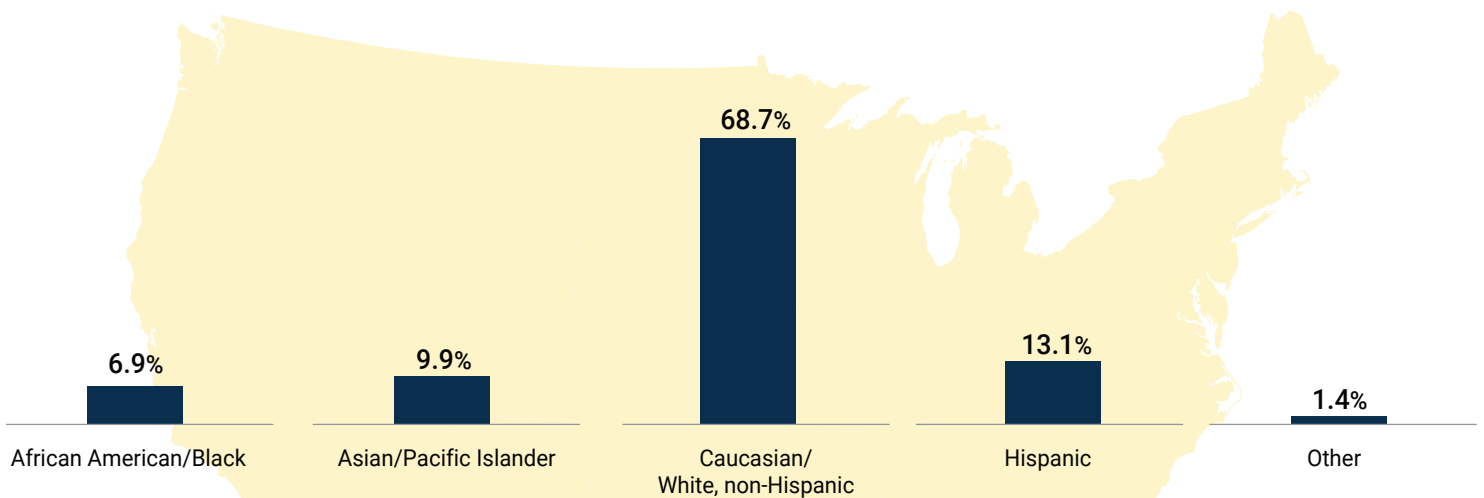
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PARTICIPANTS BY ETHNICITY & FREQUENCY

■ 2019-2020



PARTICIPANTS BY ETHNICITY

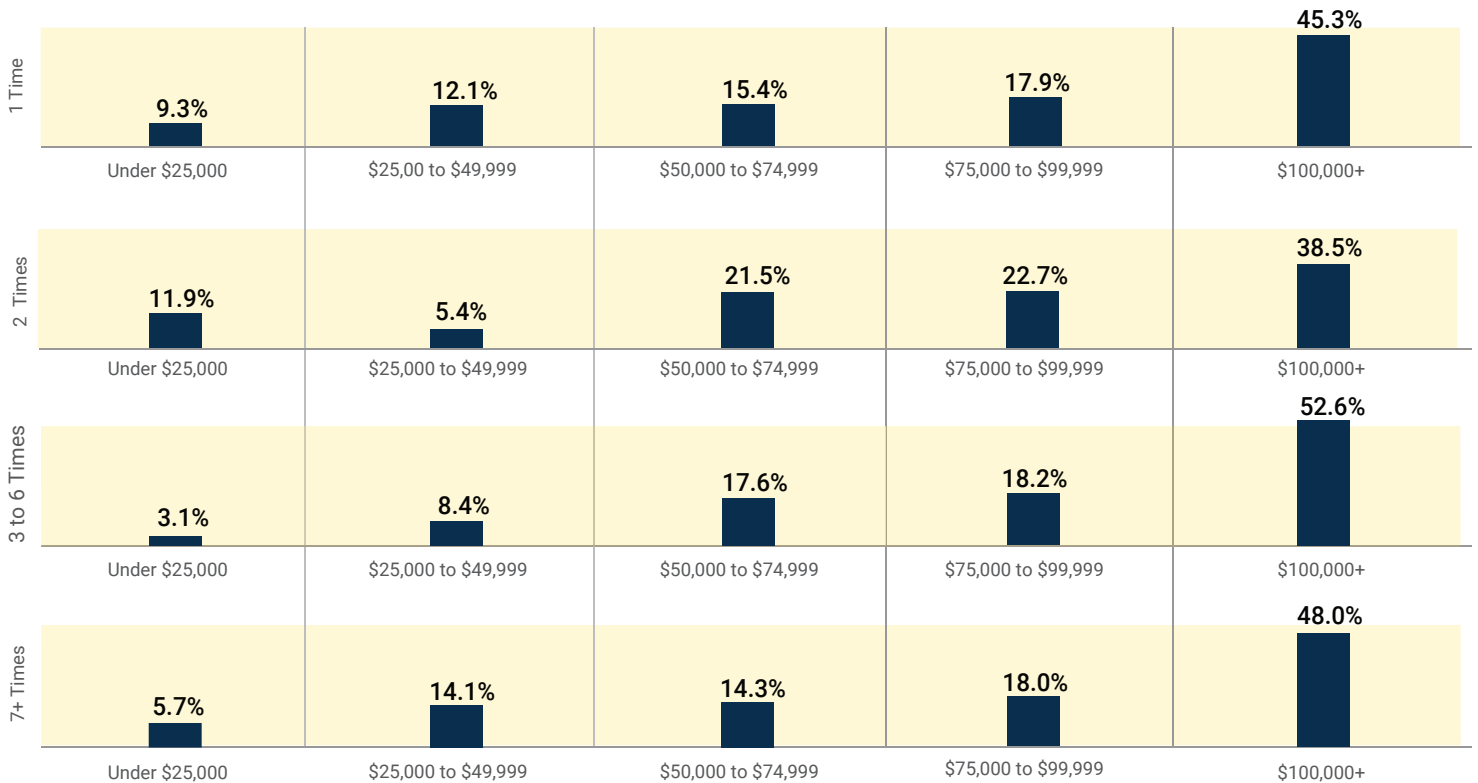


The numbers and percentages above are based on 14.3M total ski participants
SIA Participation Study 2019-2020

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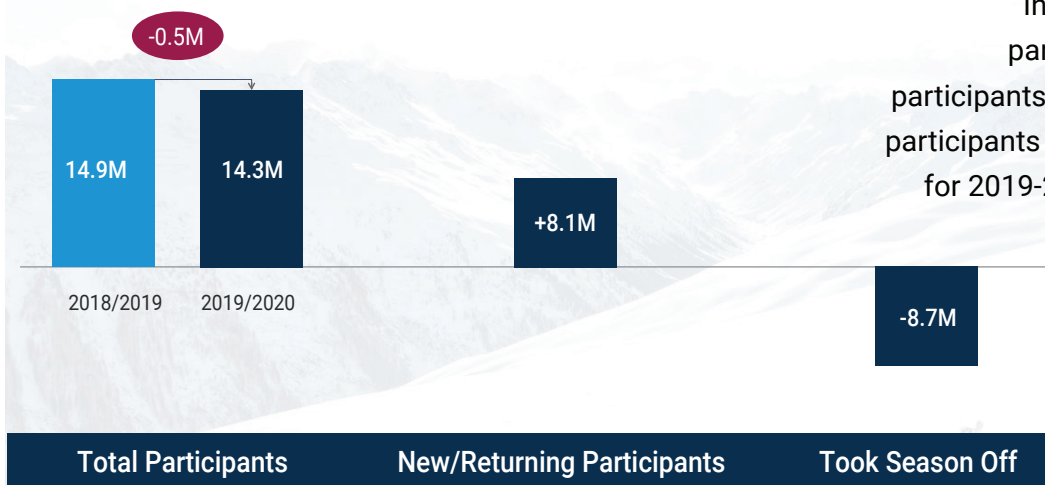
PARTICIPANTS BY INCOME & FREQUENCY

■ 2019-2020



GAIN/LOSS OF ACTIVE PARTICIPANTS

■ 2018-2019 ■ 2019-2020



In 2018-2019 there were 14.9M participants. In 2019-2020, 8.1M participants were new/returned and 8.7M participants took the season off. The total for 2019-2020 was 14.3M participants.



The numbers and percentages above are based on 14.3M total ski participants

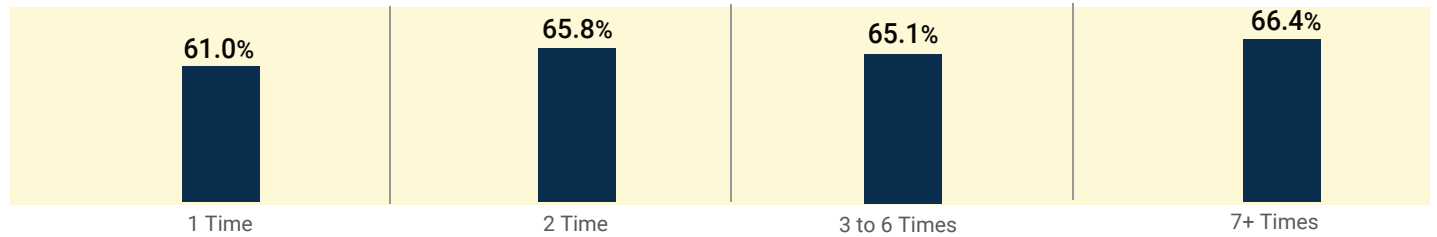
SIA Participation Study 2019-2020

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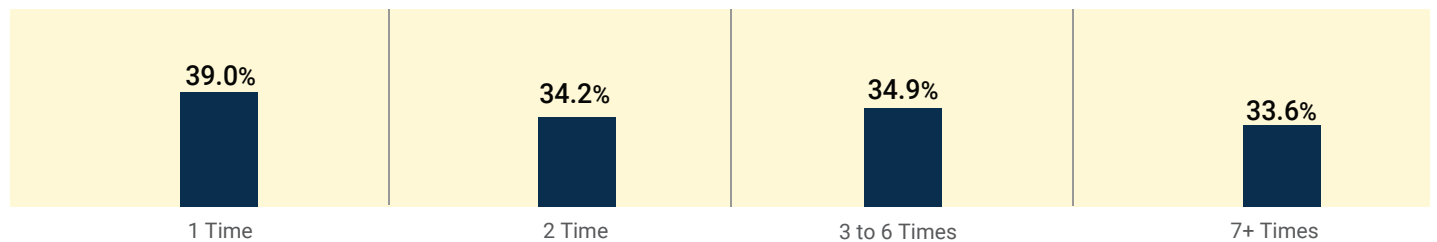
PARTICIPANTS BY GENDER & FREQUENCY

■ 2019-2020

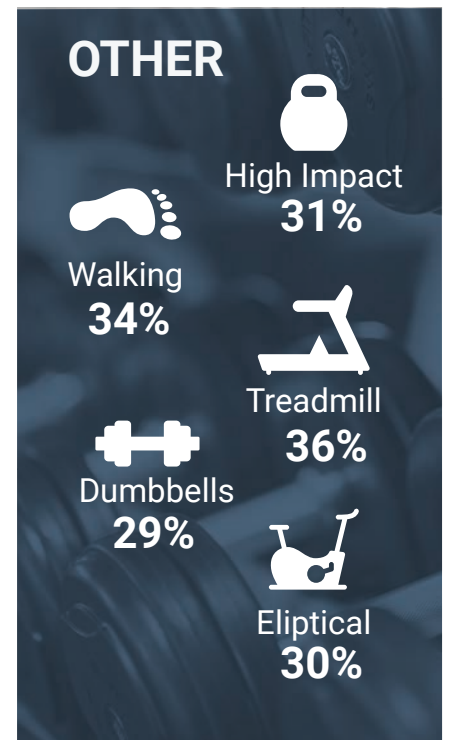
Male



Female



CROSSOVER ACTIVITIES



The numbers and percentages above are based on 14.3M total ski participants

SIA Participation Study 2019-2020

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



sia

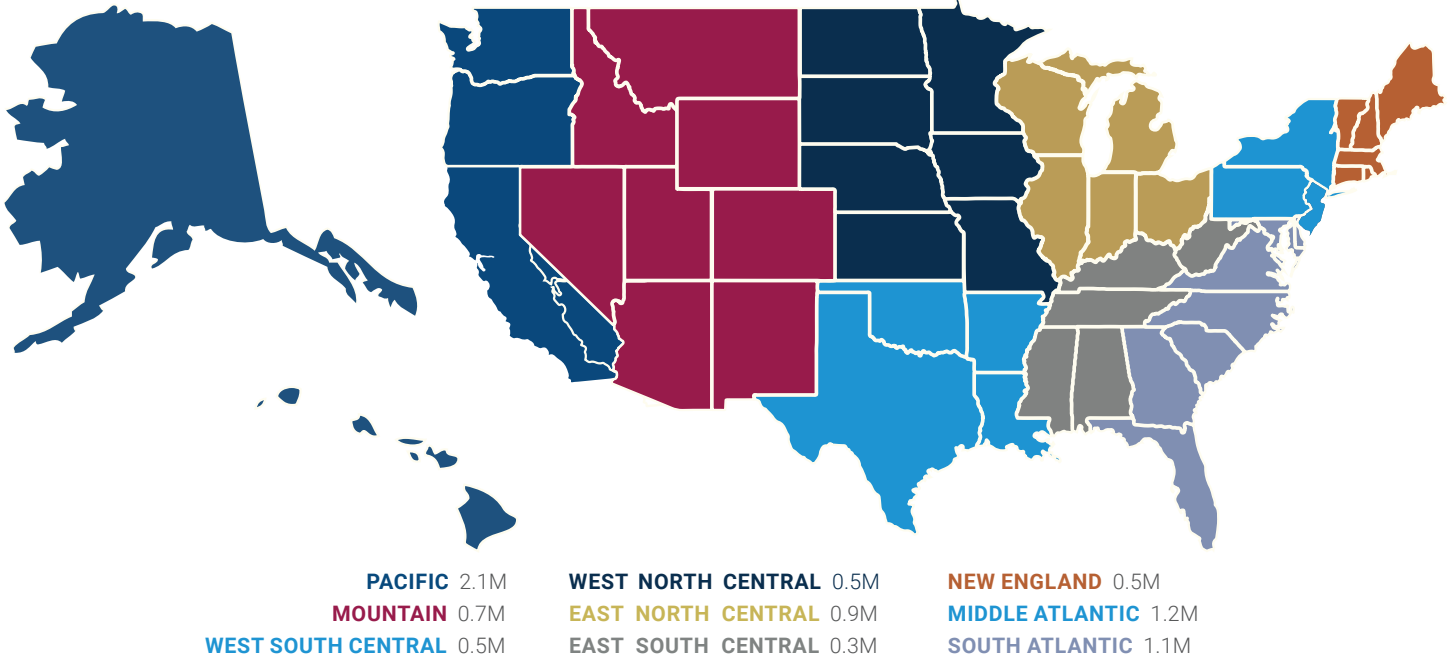
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Photo: Nitro Snowboards

Snowboard Participation and Demographics

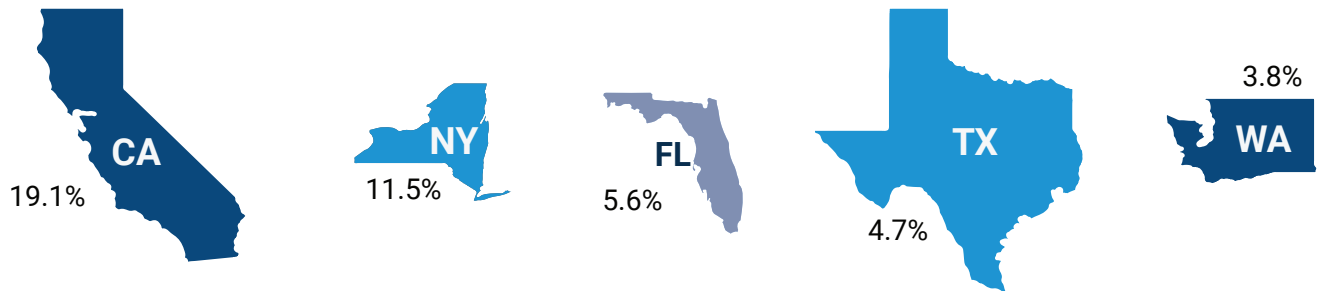
SNOWBOARDING BY REGION

TOTAL PARTICIPANTS: 7.9M



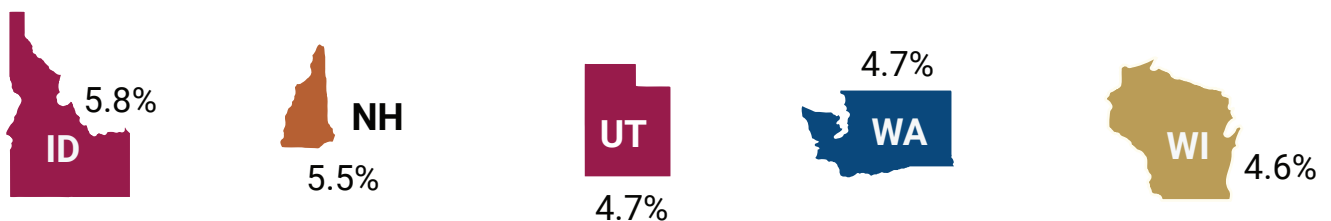
STATES WITH GREATEST SHARE OF TOTAL SNOWBOARD POPULATION

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 7.3M total snowboard participants

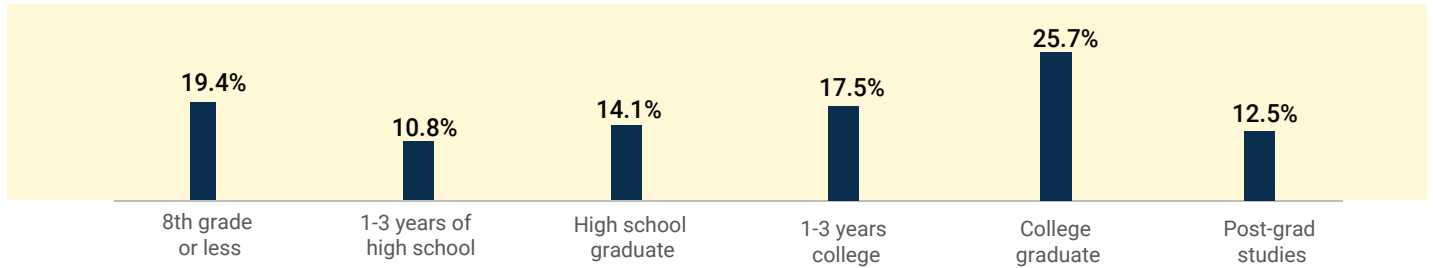
SIA Participation Study 2019-2020

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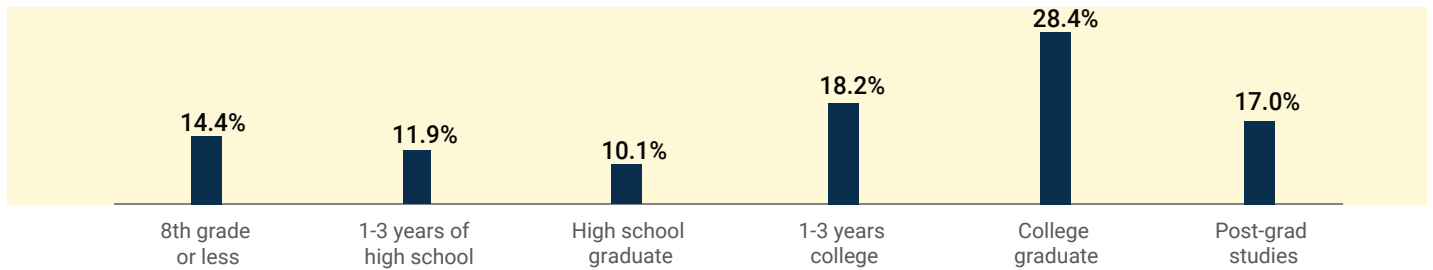
PARTICIPANTS BY EDUCATION & FREQUENCY

■ 2019-2020

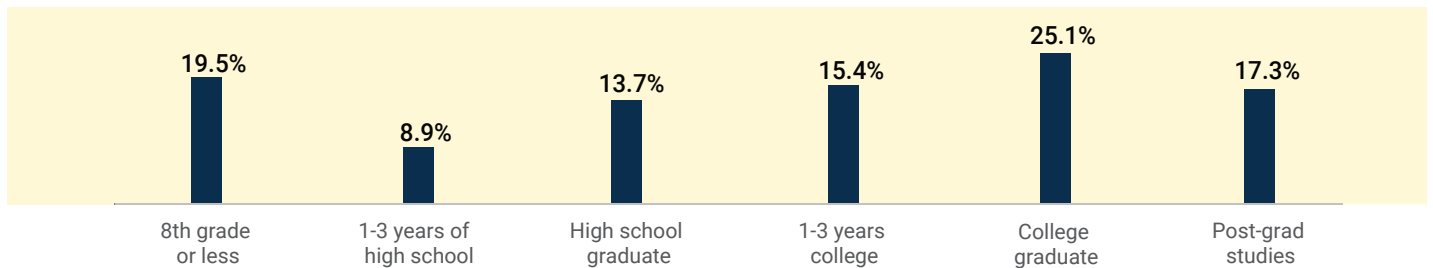
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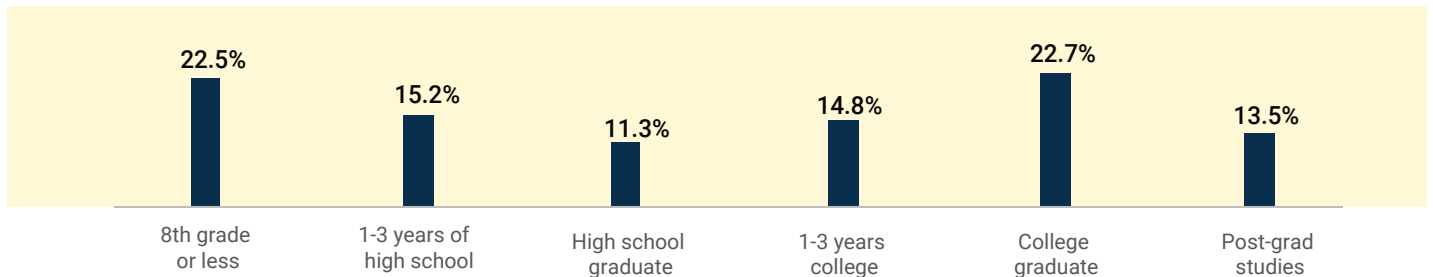
2 Times



3-6 Times



7+ Times

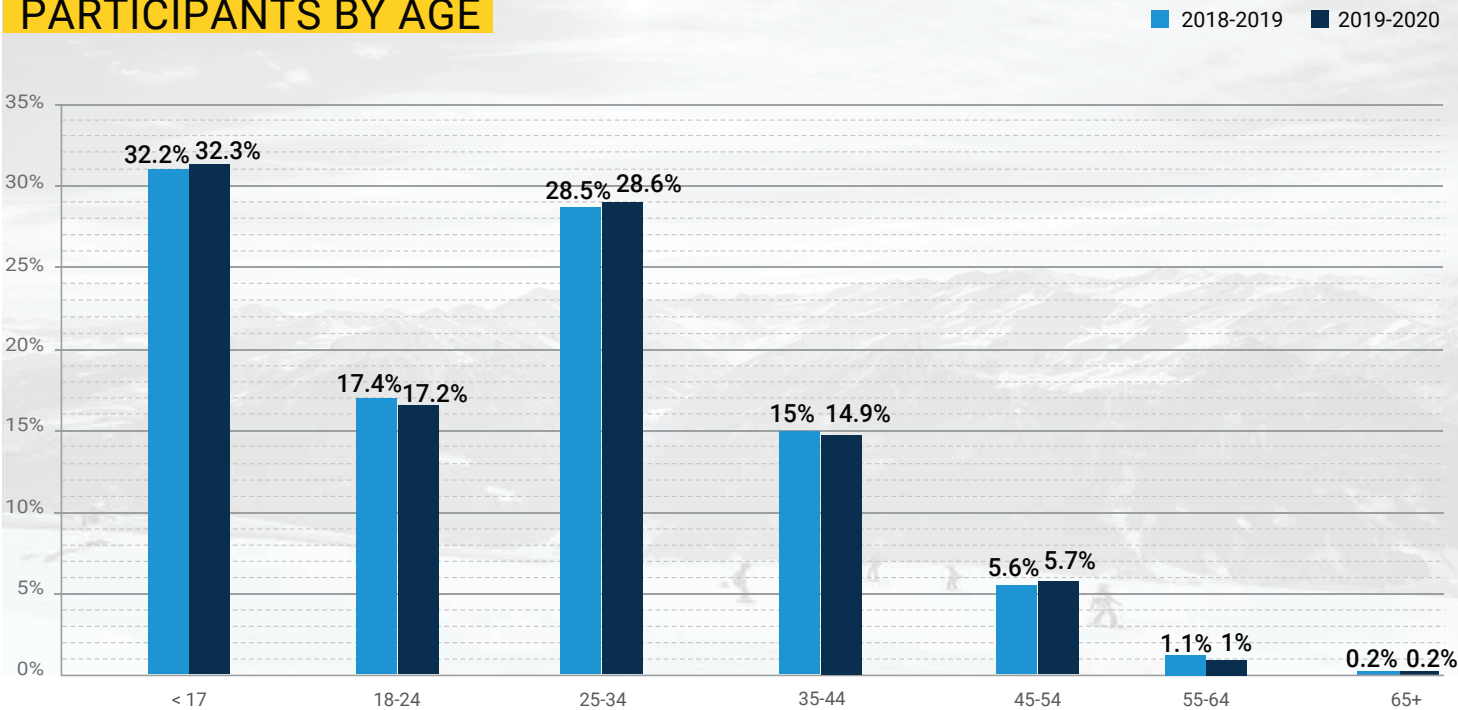


The numbers and percentages above are based on 7.9M total snowboard participants

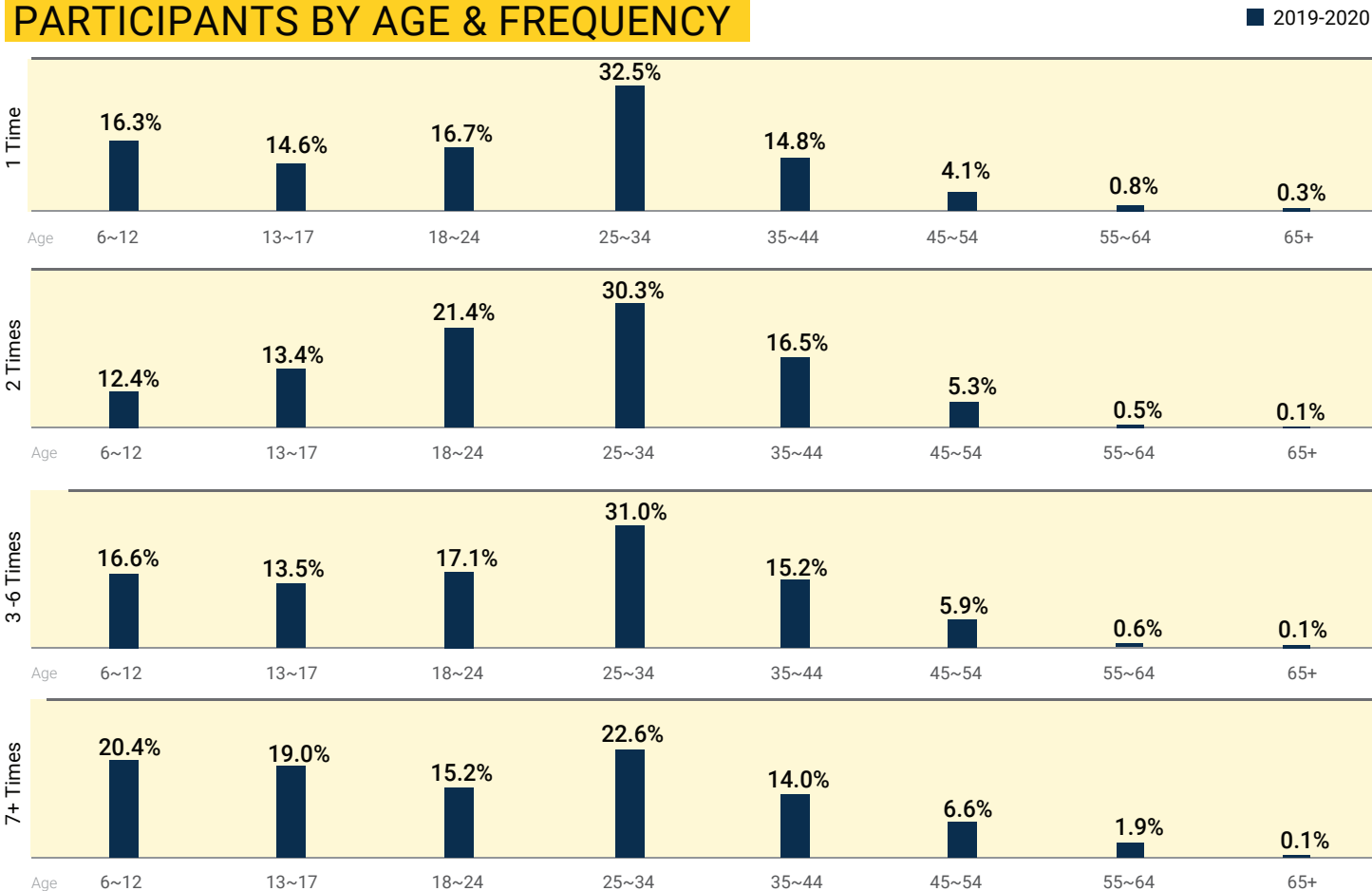
SIA Participation Study 2019-2020

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PARTICIPANTS BY AGE



PARTICIPANTS BY AGE & FREQUENCY



The numbers and percentages above are based on 7.9M total snowboard participants

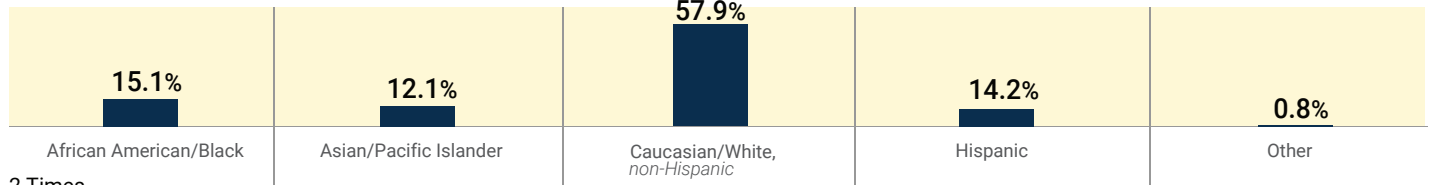
SIA Participation Study 2019-2020

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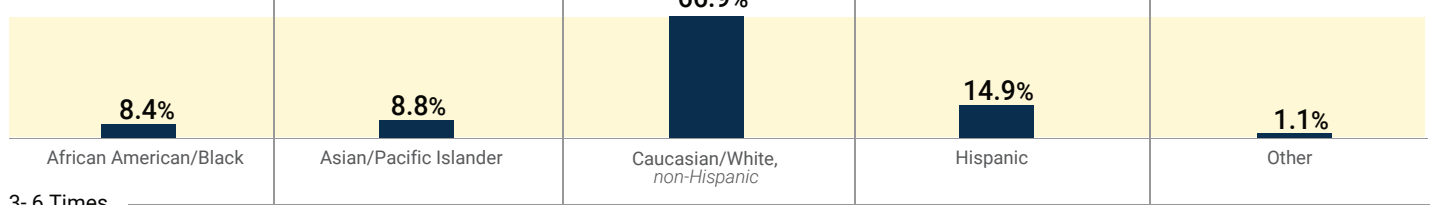
PARTICIPANTS BY ETHNICITY & FREQUENCY

■ 2019-2020

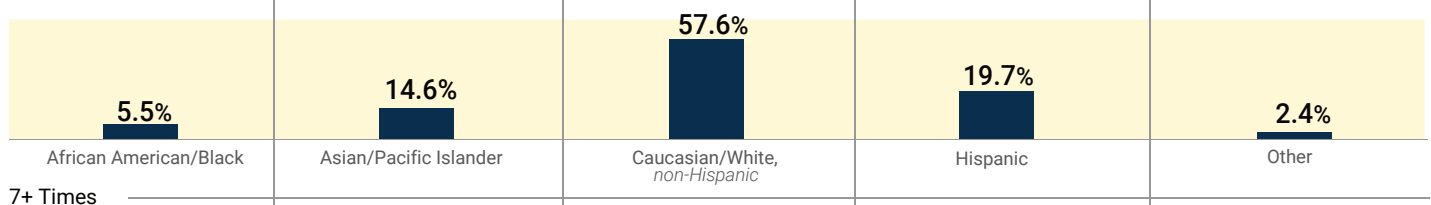
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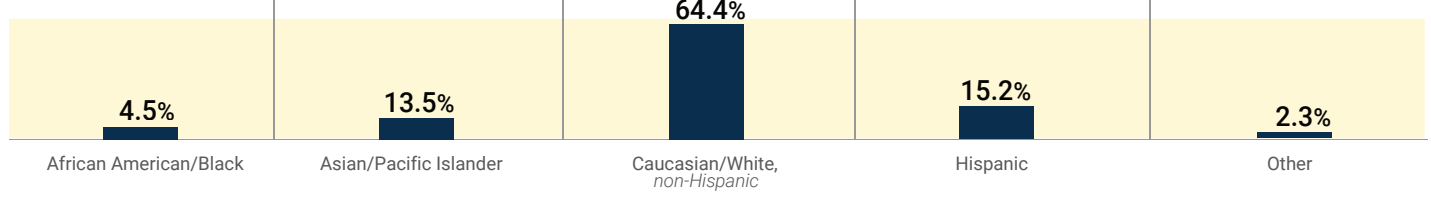
2 Times



3- 6 Times

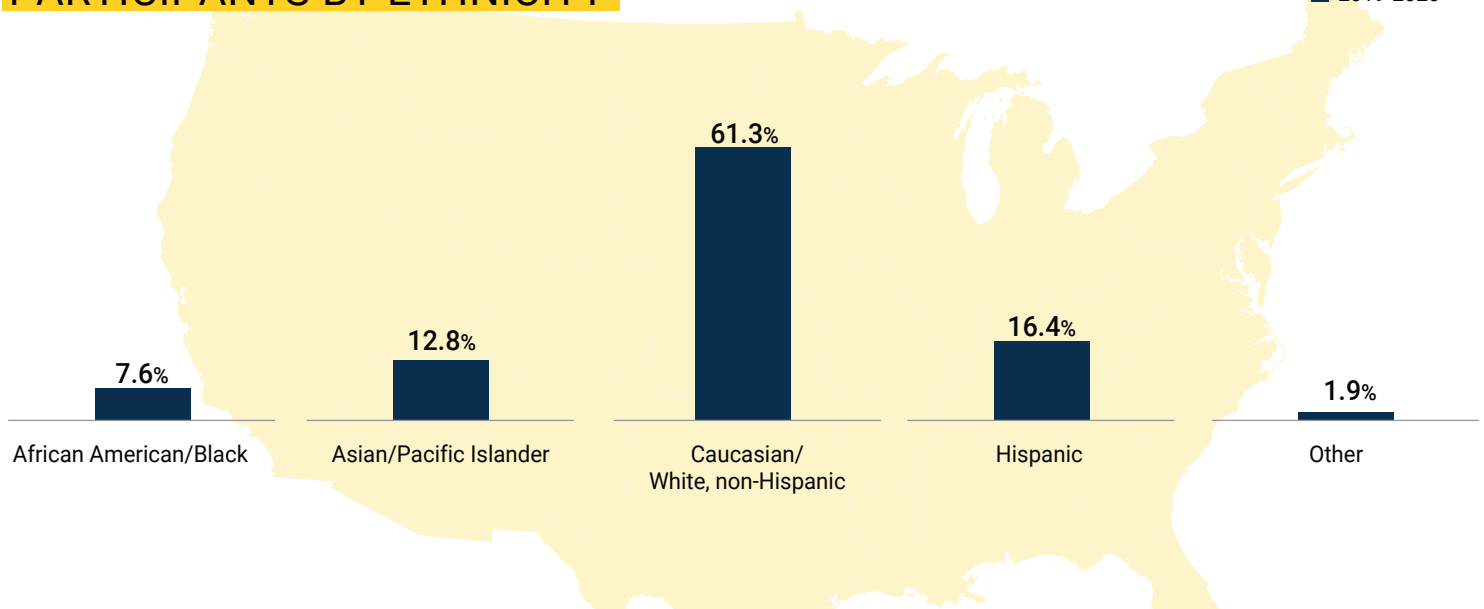


7+ Times



PARTICIPANTS BY ETHNICITY

■ 2019-2020



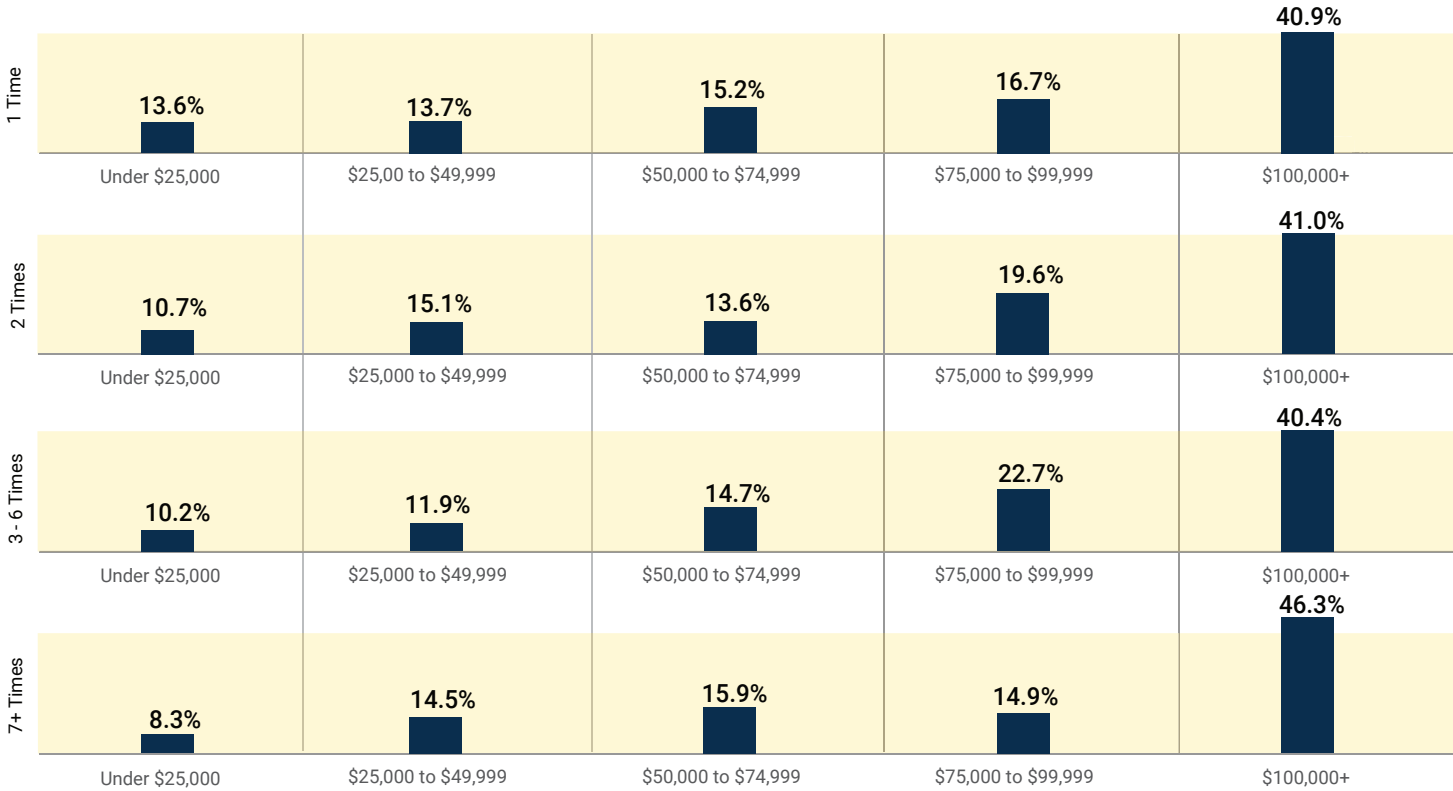
The numbers and percentages above are based on 7.9M total snowboard participants

SIA Participation Study 2019-2020

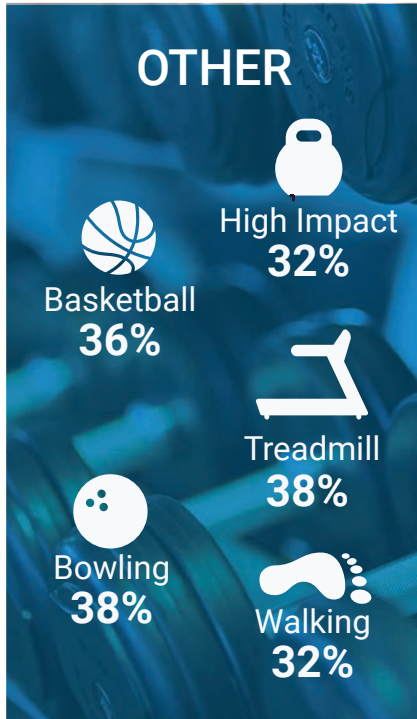
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PARTICIPANTS BY INCOME & FREQUENCY

2019-2020



CROSSOVER ACTIVITIES



The numbers and percentages above are based on 7.9M total snowboard participants

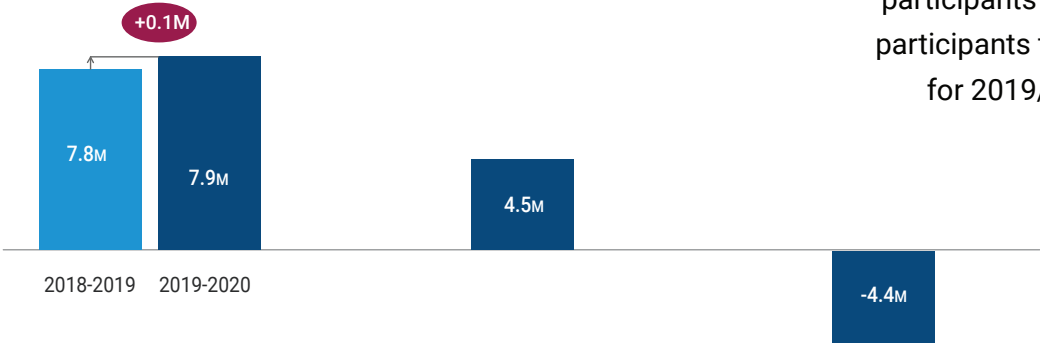
SIA Participation Study 2019-2020

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GAIN/LOSS OF ACTIVE PARTICIPANTS

■ 2018-2019 ■ 2019-2020

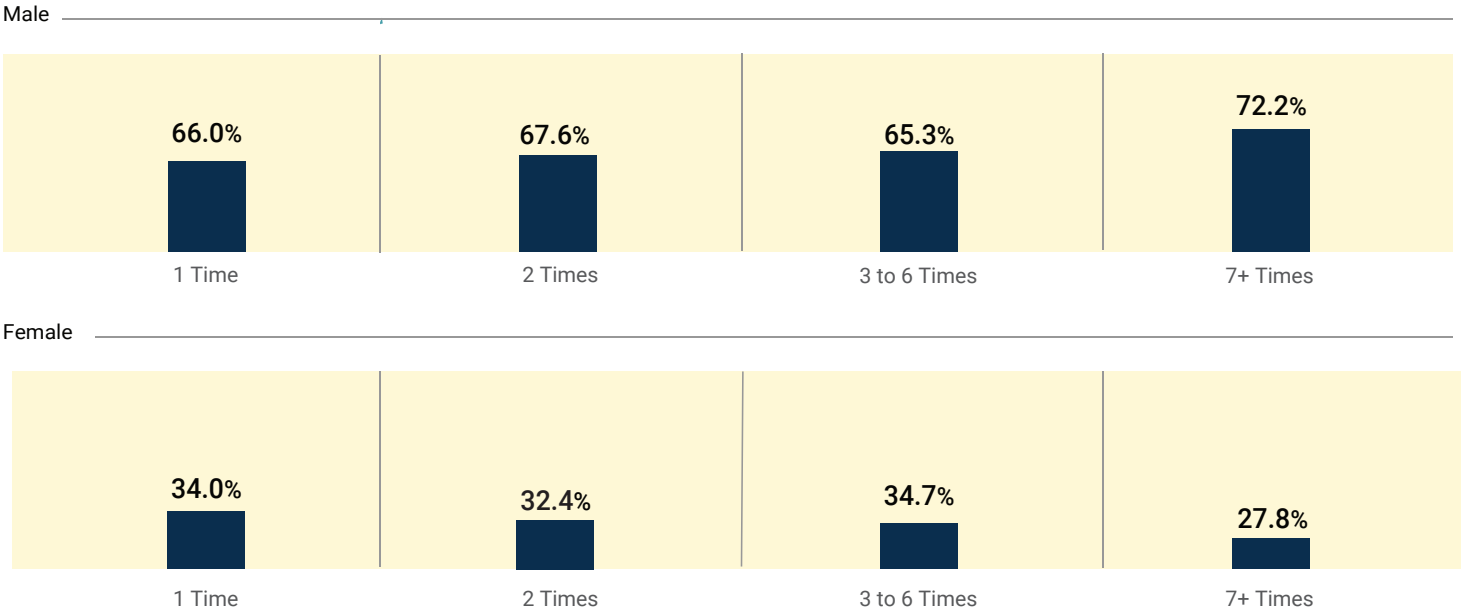
In 2018/2019 there were 7.8M participants. In 2019/2020, 4.5M participants were new/returned and 4.4M participants took the season off. The total for 2019/2020 was 7.9M participants.



Total Participants New/Returning Participants Took Season Off

PARTICIPANTS BY GENDER & FREQUENCY

■ 2019-2020



The numbers and percentages above are based on 7.9M total snowboard participants
SIA Participation Study 2019-2020

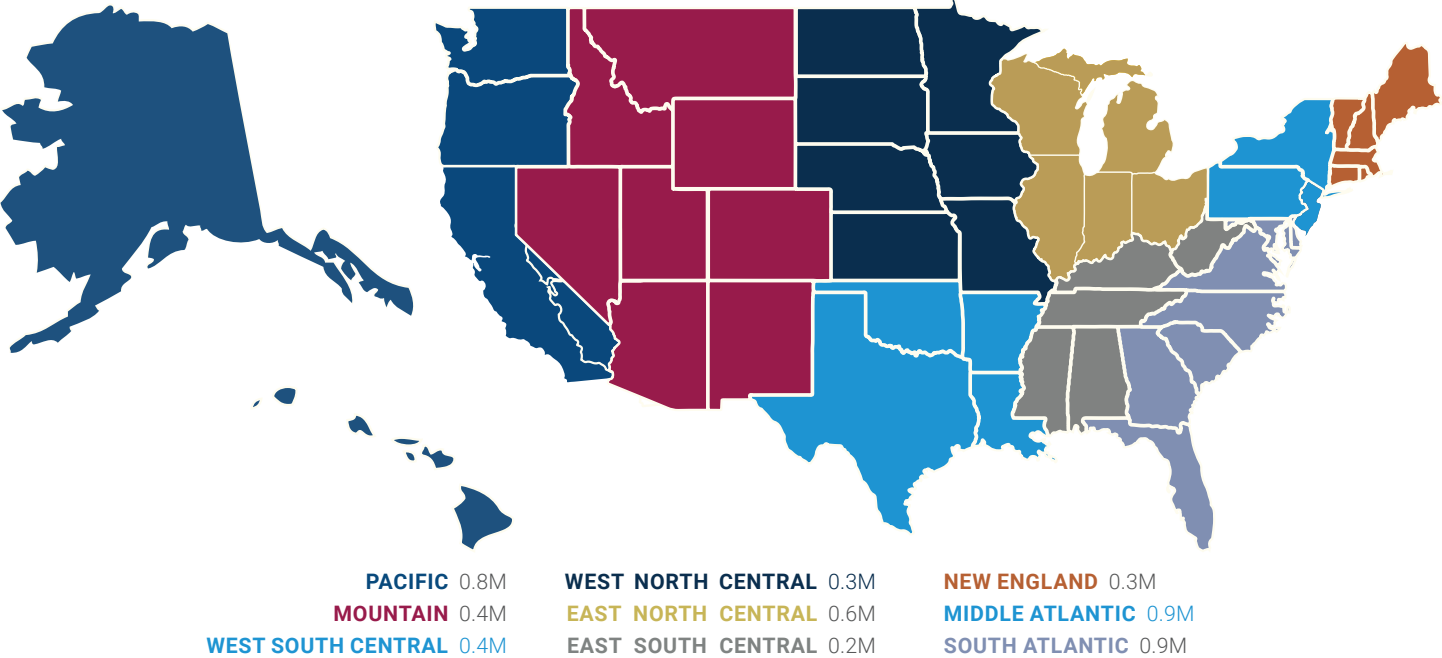
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Cross-country Skiing Participation and Demographics

CROSS-COUNTRY SKIING BY REGION

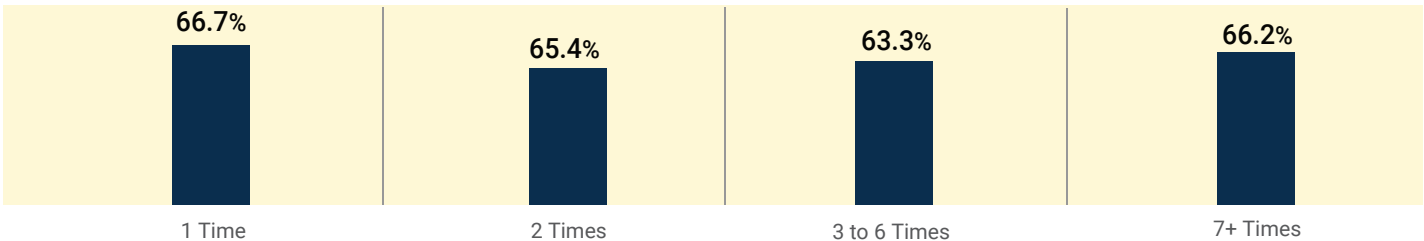
TOTAL PARTICIPANTS: 4.8M



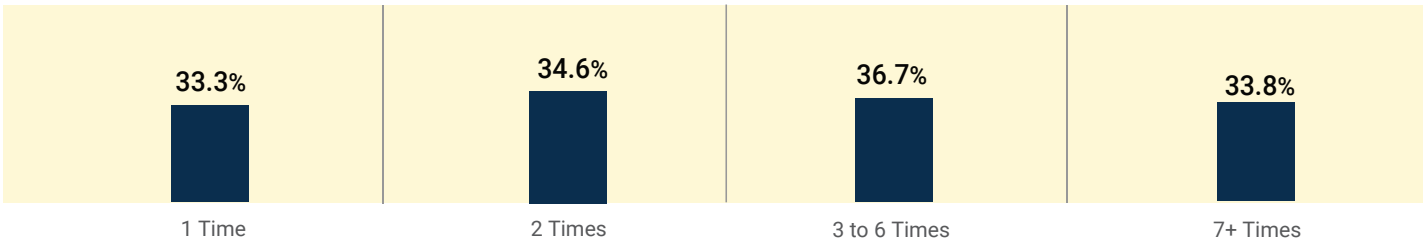
PARTICIPATION BY GENDER & FREQUENCY

■ 2019-2020

Male



Female



The numbers and percentages above are based on 4.8M total cross-country skiing participants

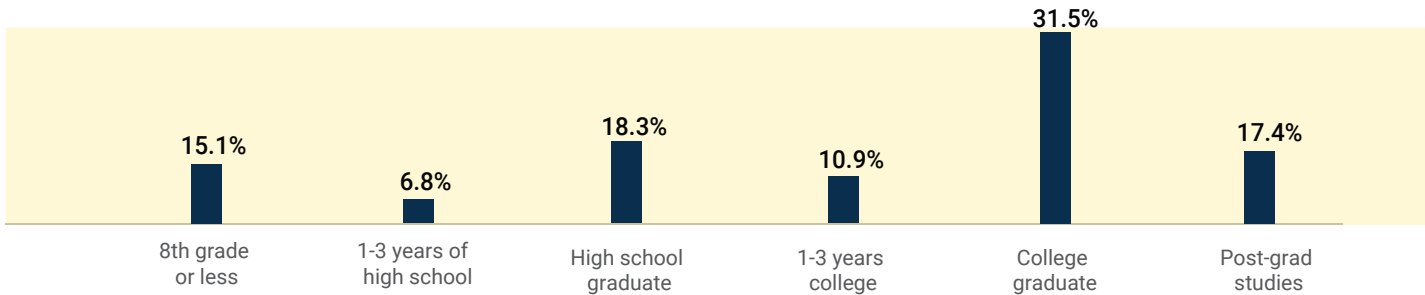
SIA Participation Study 2019-2020

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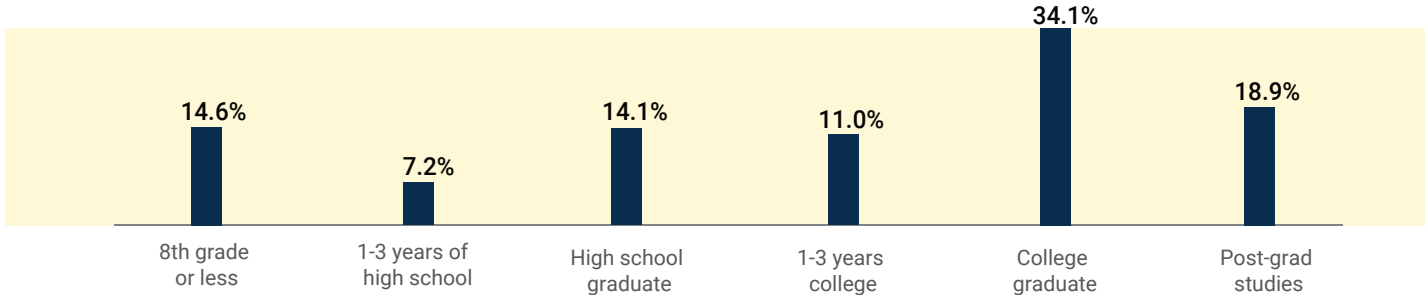
PARTICIPANTS BY EDUCATION & FREQUENCY

2019-2020

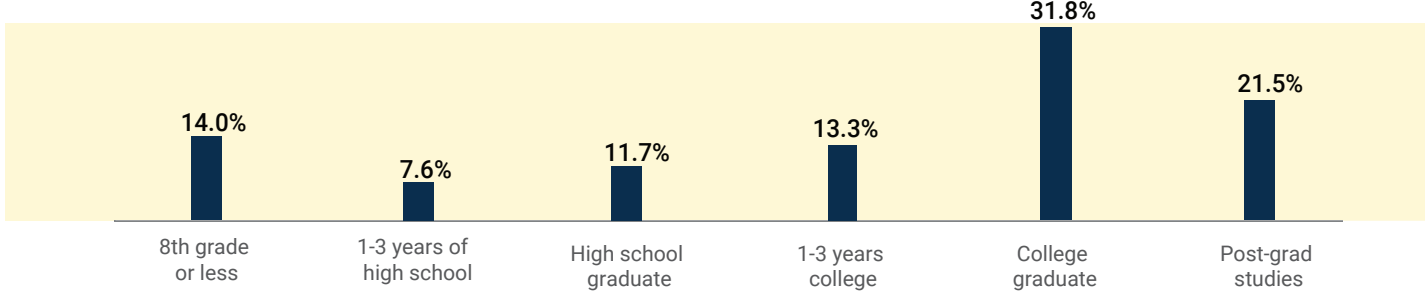
1 Time



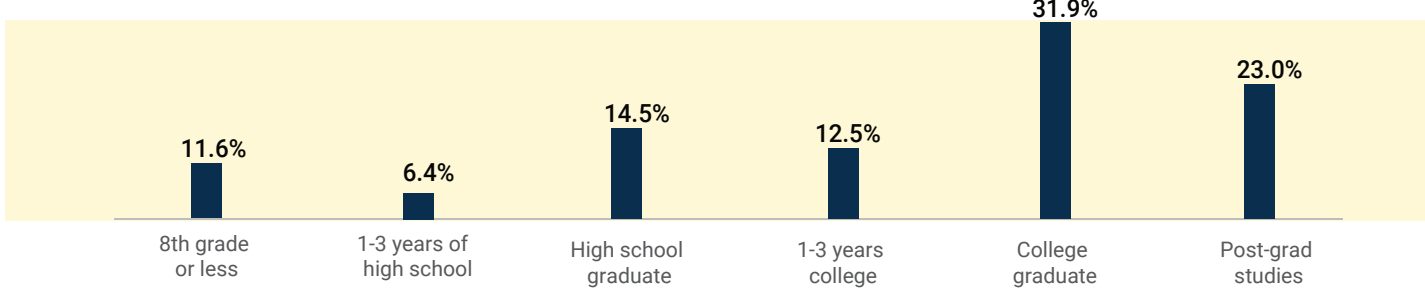
2 Times



3-6 Times



7+ Times



The numbers and percentages above are based on 4.8M total cross-country skiing participants

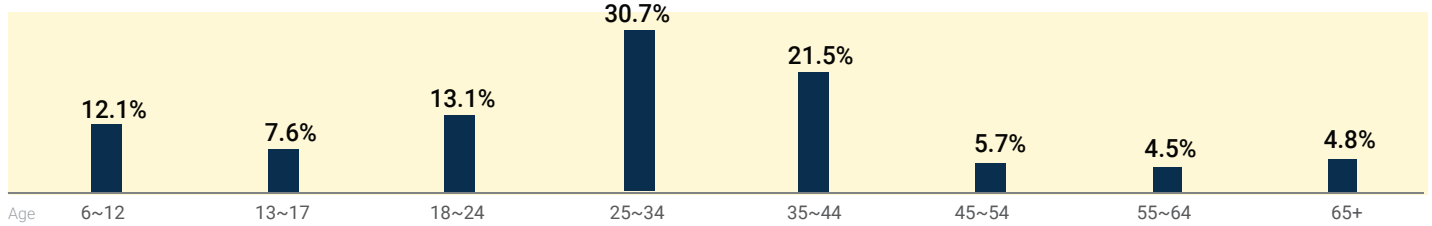
SIA Participation Study 2019-2020

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

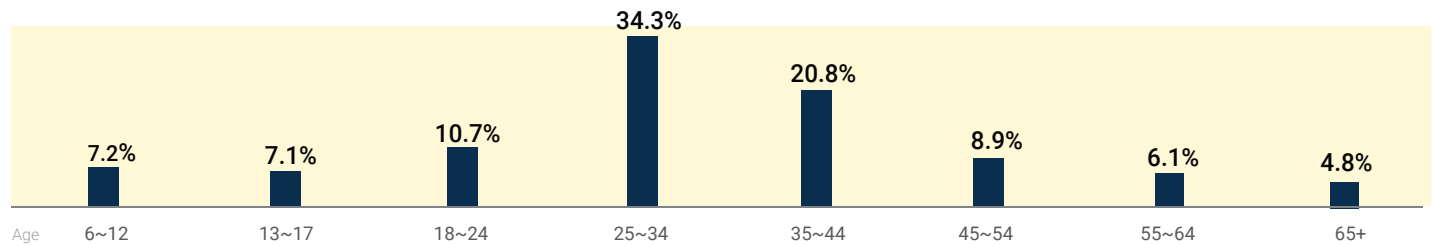
PARTICIPATION BY AGE & FREQUENCY

■ 2019-2020

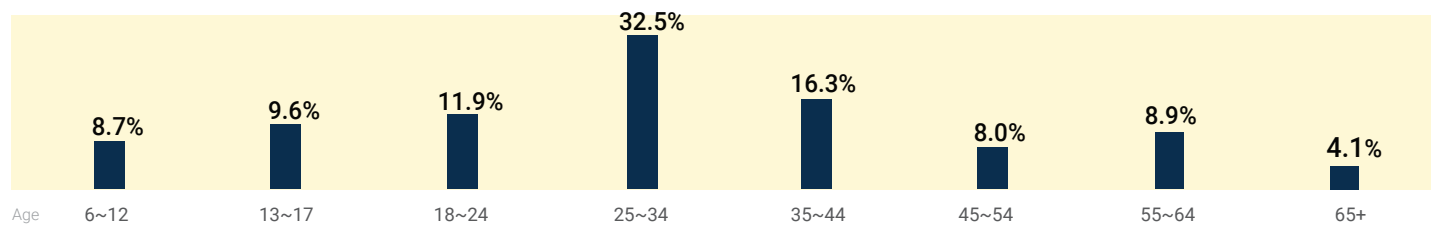
1 Time



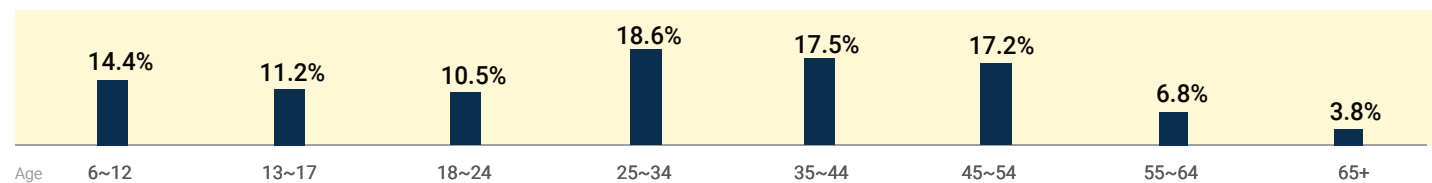
2 Times



3-6 Times



7+ Times



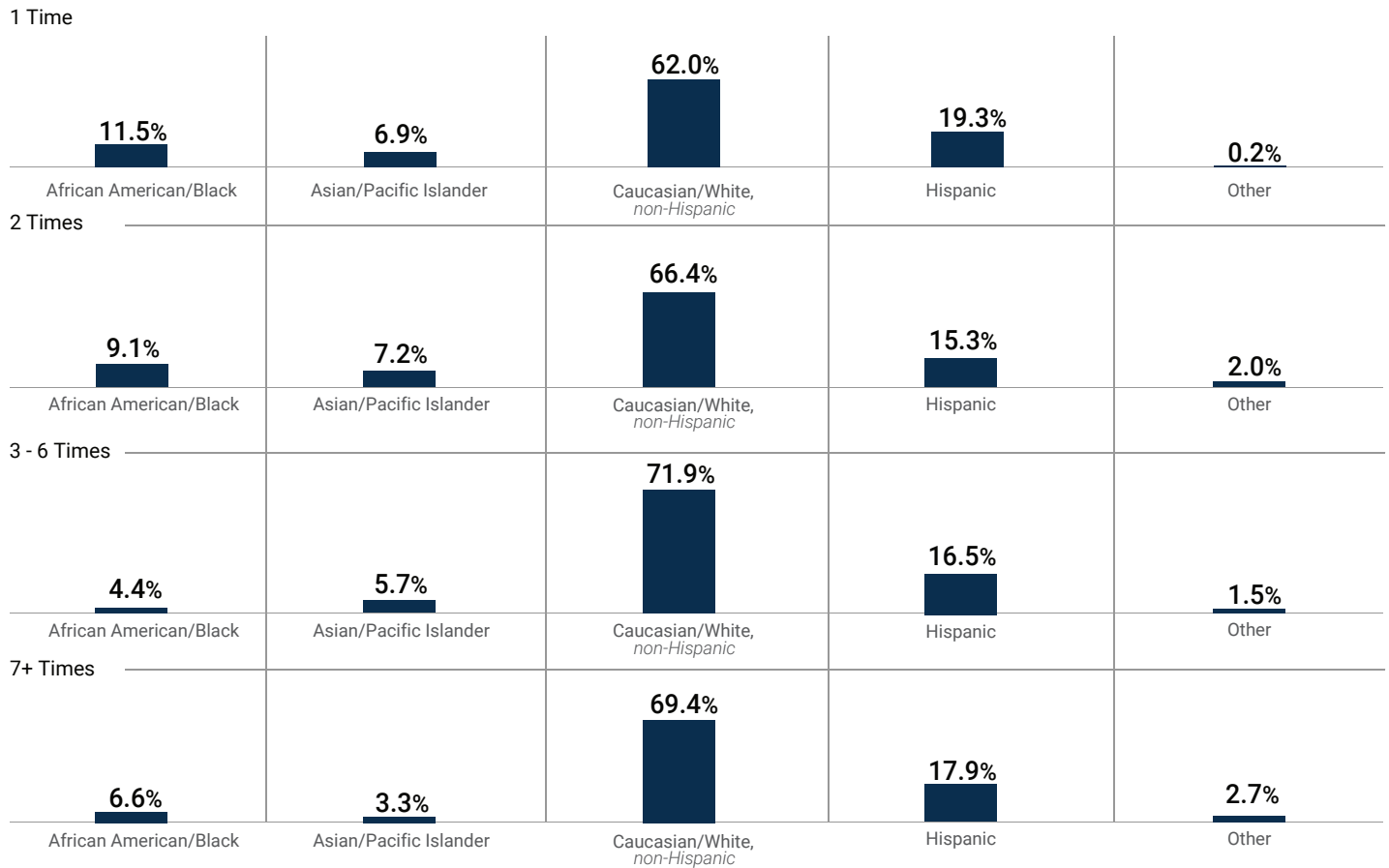
The numbers and percentages above are based on 4.8M total cross-country skiing participants

SIA Participation Study 2019-2020

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

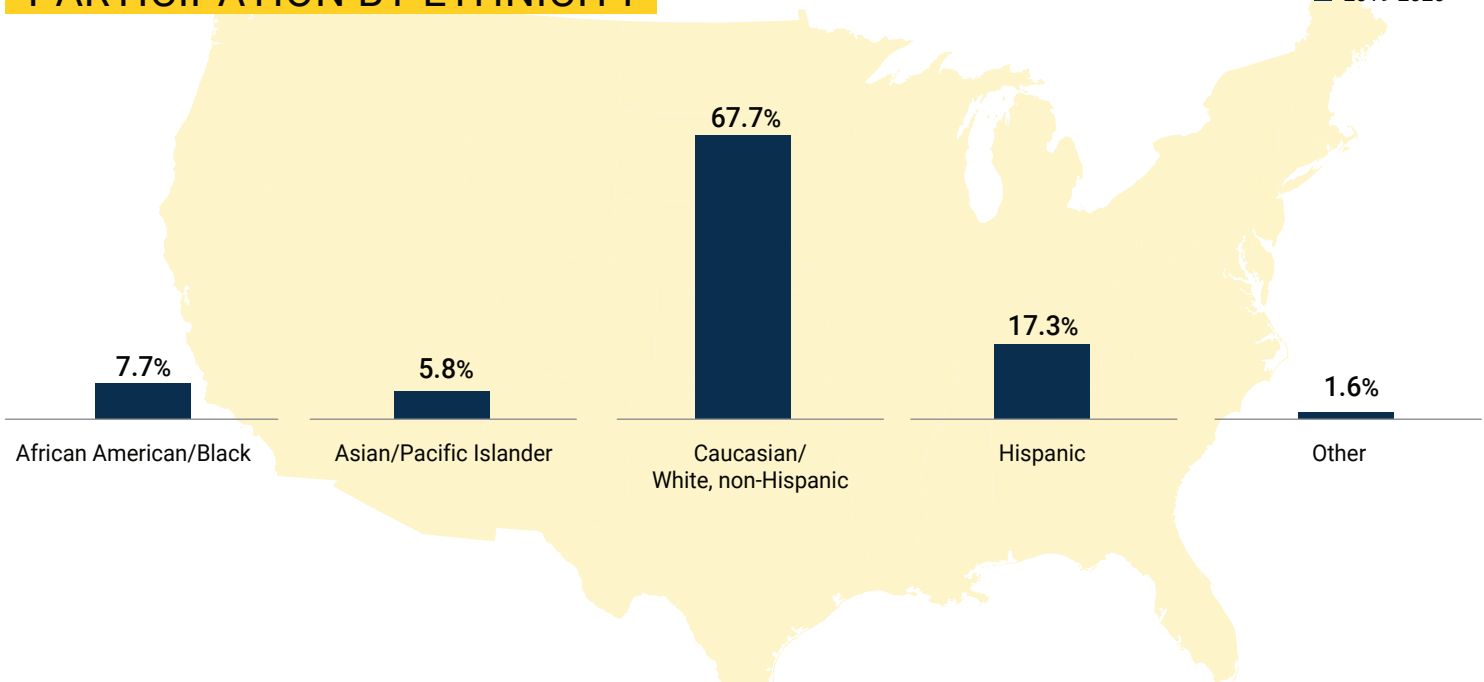
PARTICIPATION BY ETHNICITY & FREQUENCY

2019-2020



PARTICIPATION BY ETHNICITY

2019-2020



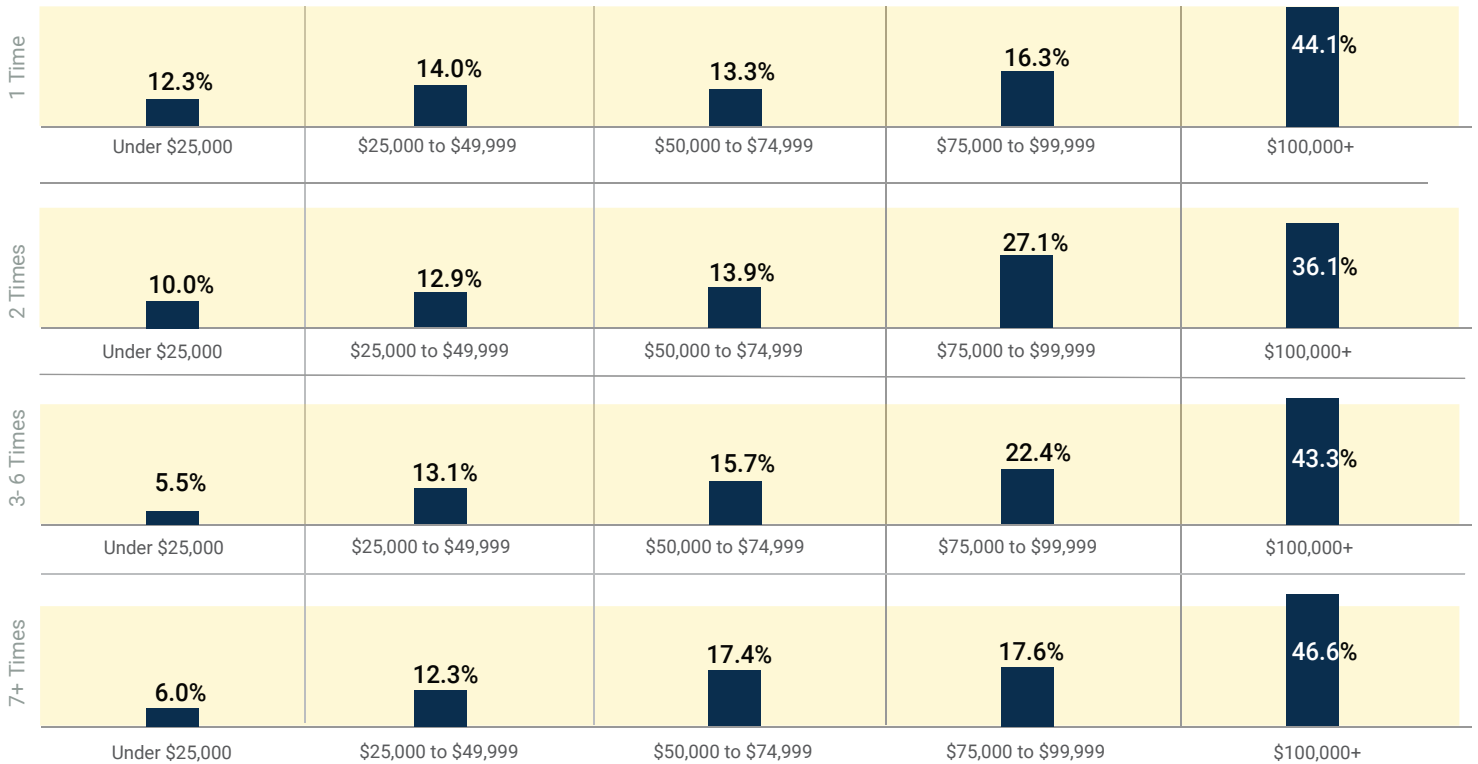
The numbers and percentages above are based on 4.8M total cross-country skiing participants

SIA Participation Study 2019-2020

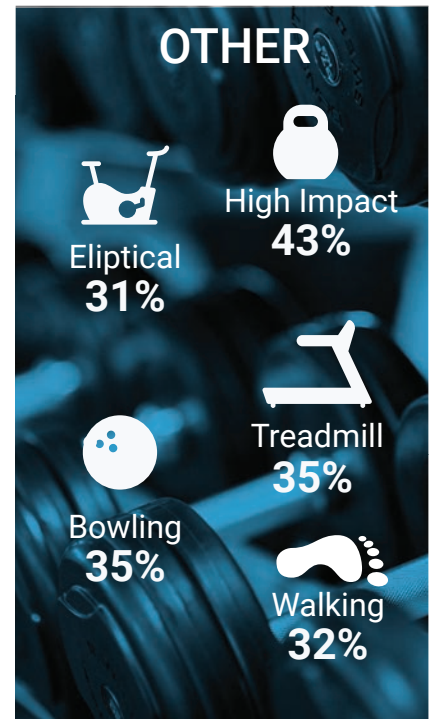
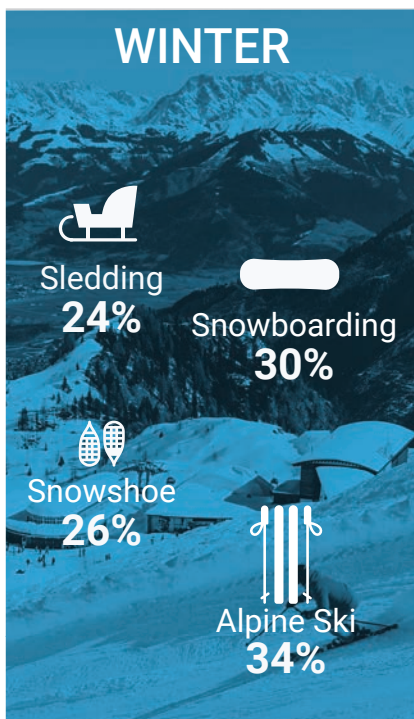
For additional participation data and insights contact research@snowsports.org

PARTICIPATION BY INCOME & FREQUENCY

2019-2020



CROSSOVER ACTIVITIES



The numbers and percentages above are based on 4.8M total cross-country skiing participants

SIA Participation Study 2019-2020

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

GAIN/LOSS OF ACTIVE PARTICIPANTS

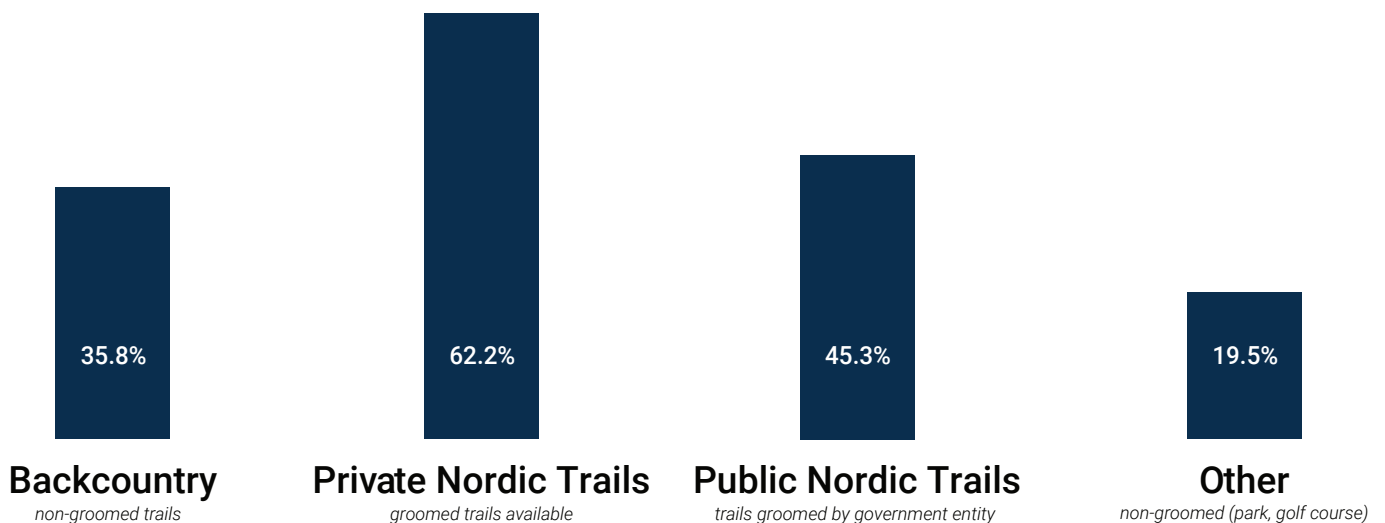
■ 2018-2019 ■ 2019-2020

In 2018-2019 there were **4.9M** participants. In 2019-2020, **3.3M** participants were new/returned and **3.4M** participants took the season off. The total for 2019-2020 was **4.8M** participants.



CROSS-COUNTRY SKIING TRAILS

■ 2019-2020



The numbers and percentages above are based on 4.8M total cross-country skiing participants

SIA Participation Study 2019-2020

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

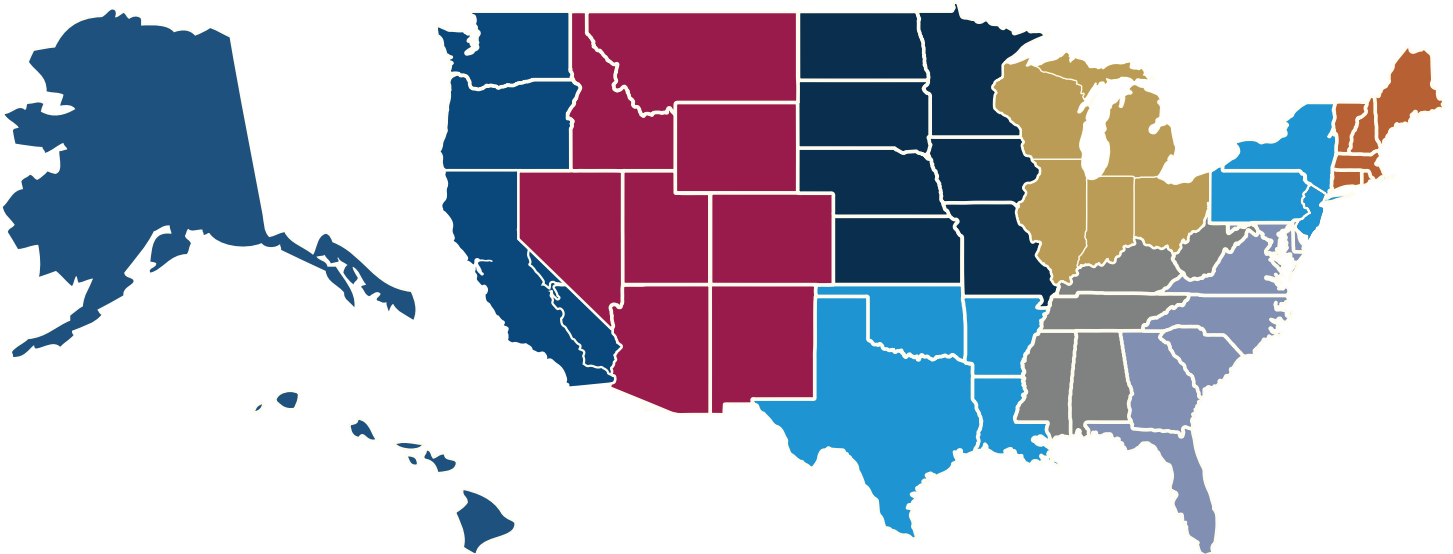


Courtesy of The National Brotherhood of Skiers

Snowshoe Participation and Demographics

SNOWSHOE BY REGION

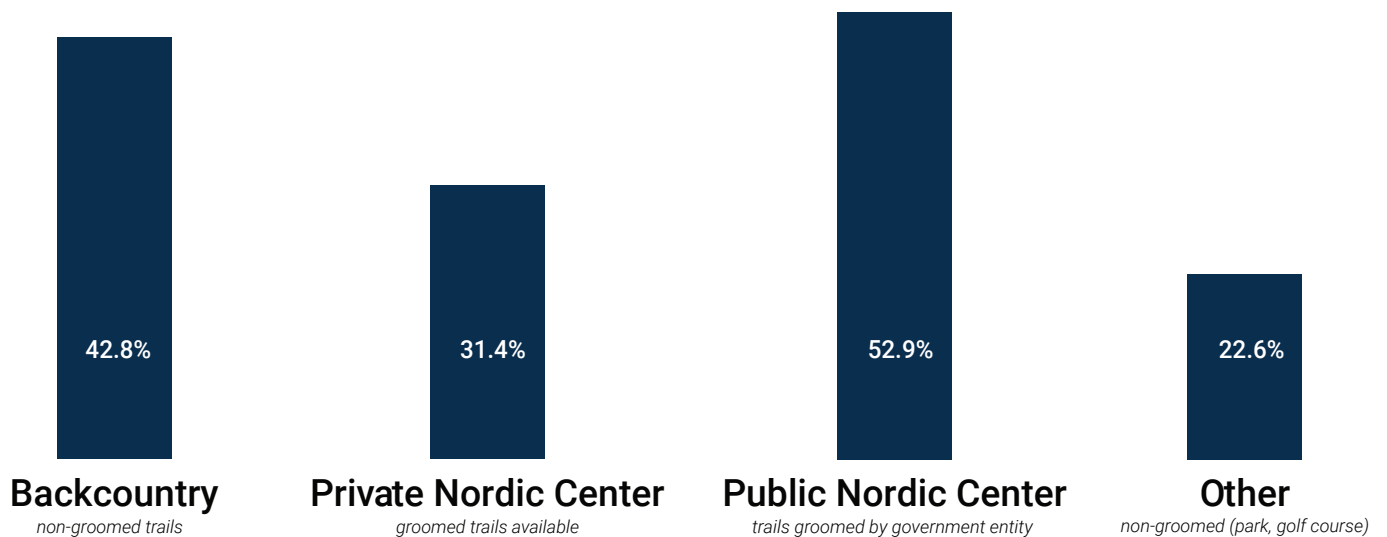
TOTAL PARTICIPANTS: 3.4M



PACIFIC 0.6M	WEST NORTH CENTRAL 0.2M	NEW ENGLAND 0.3M
MOUNTAIN 0.4M	EAST NORTH CENTRAL 0.4M	MIDDLE ATLANTIC 0.6M
WEST SOUTH CENTRAL 0.3M	EAST SOUTH CENTRAL 0.1M	SOUTH ATLANTIC 0.5M

WHERE PARTICIPANTS SNOWSHOE

■ 2019-2020



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

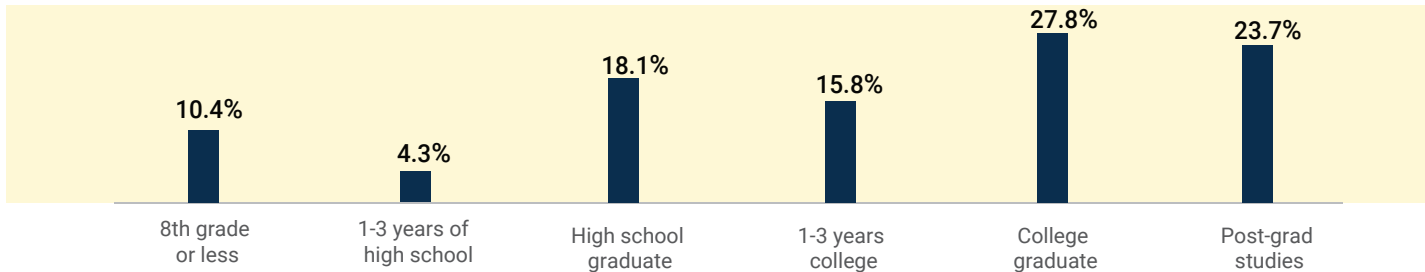
SIA Participation Study 2019-2020

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

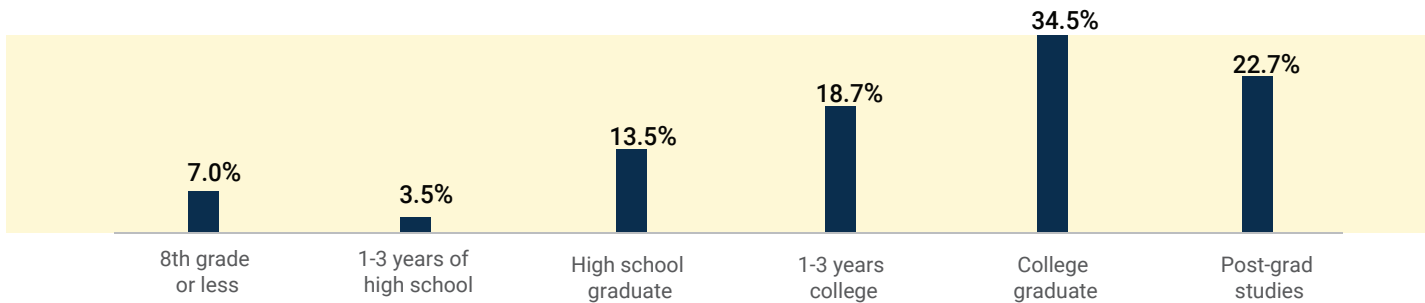
PARTICIPANTS BY EDUCATION & FREQUENCY

■ 2019-2020

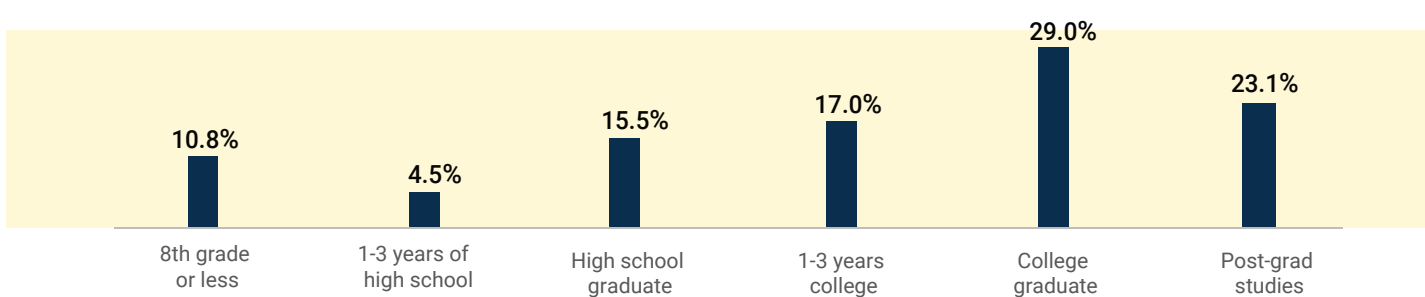
1 Time



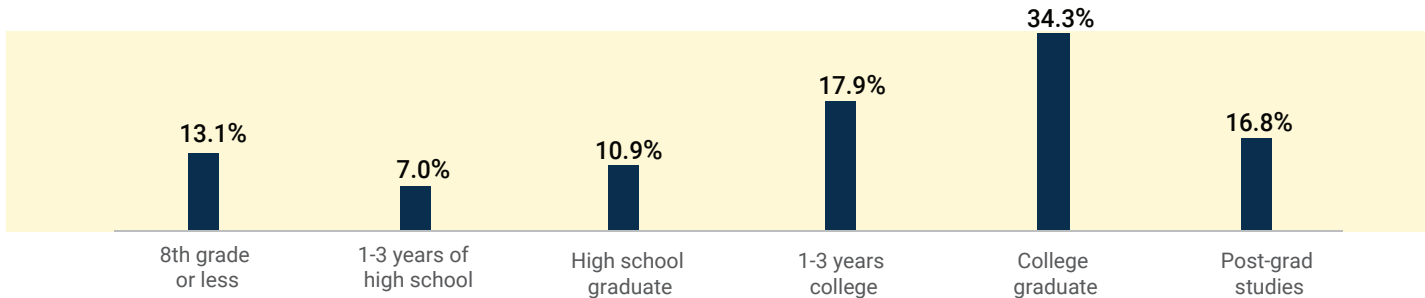
2 Times



3-6 Times



7+ Times



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

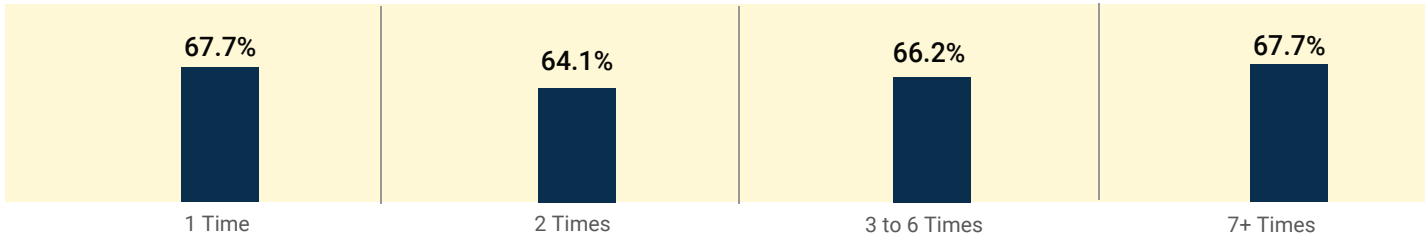
SIA Participation Study 2019-2020

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

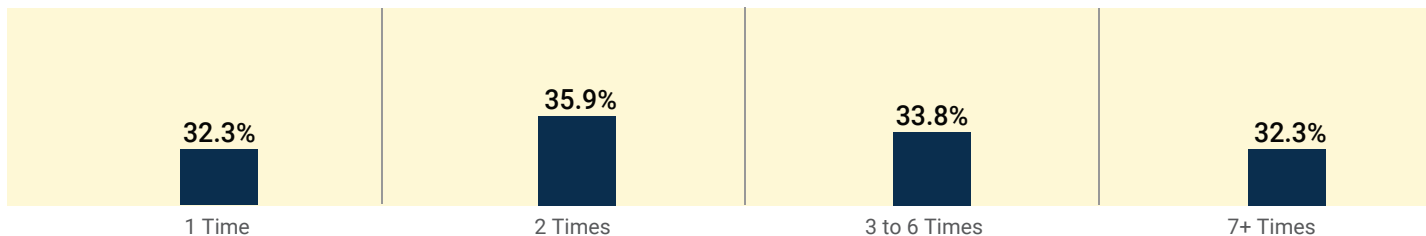
PARTICIPANTS BY GENDER & FREQUENCY

2019-2020

Male



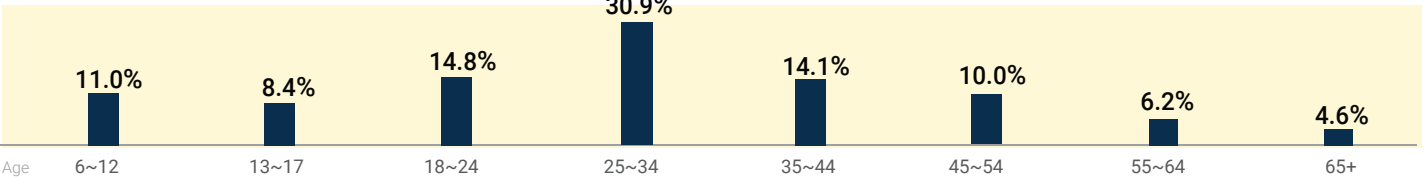
Female



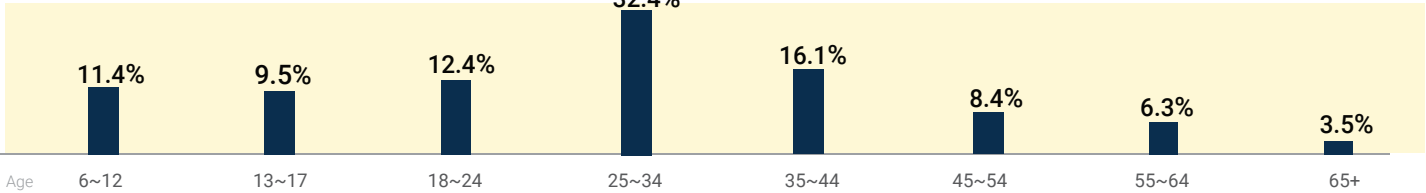
PARTICIPANTS BY AGE & FREQUENCY

2019-2020

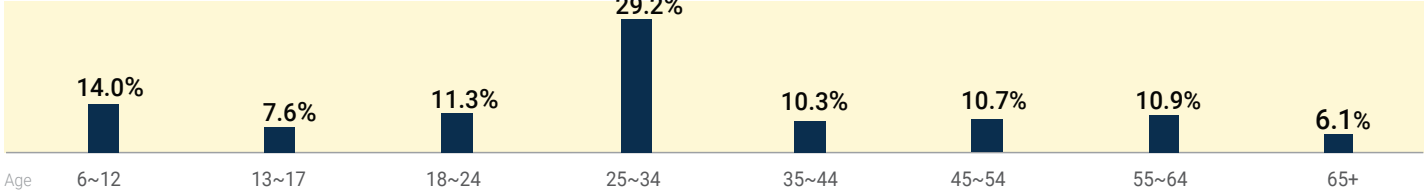
1 Time



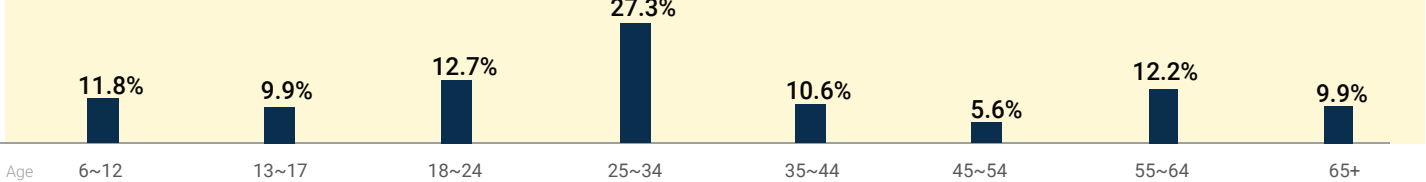
2 Times



3-6 Times



7+ Times



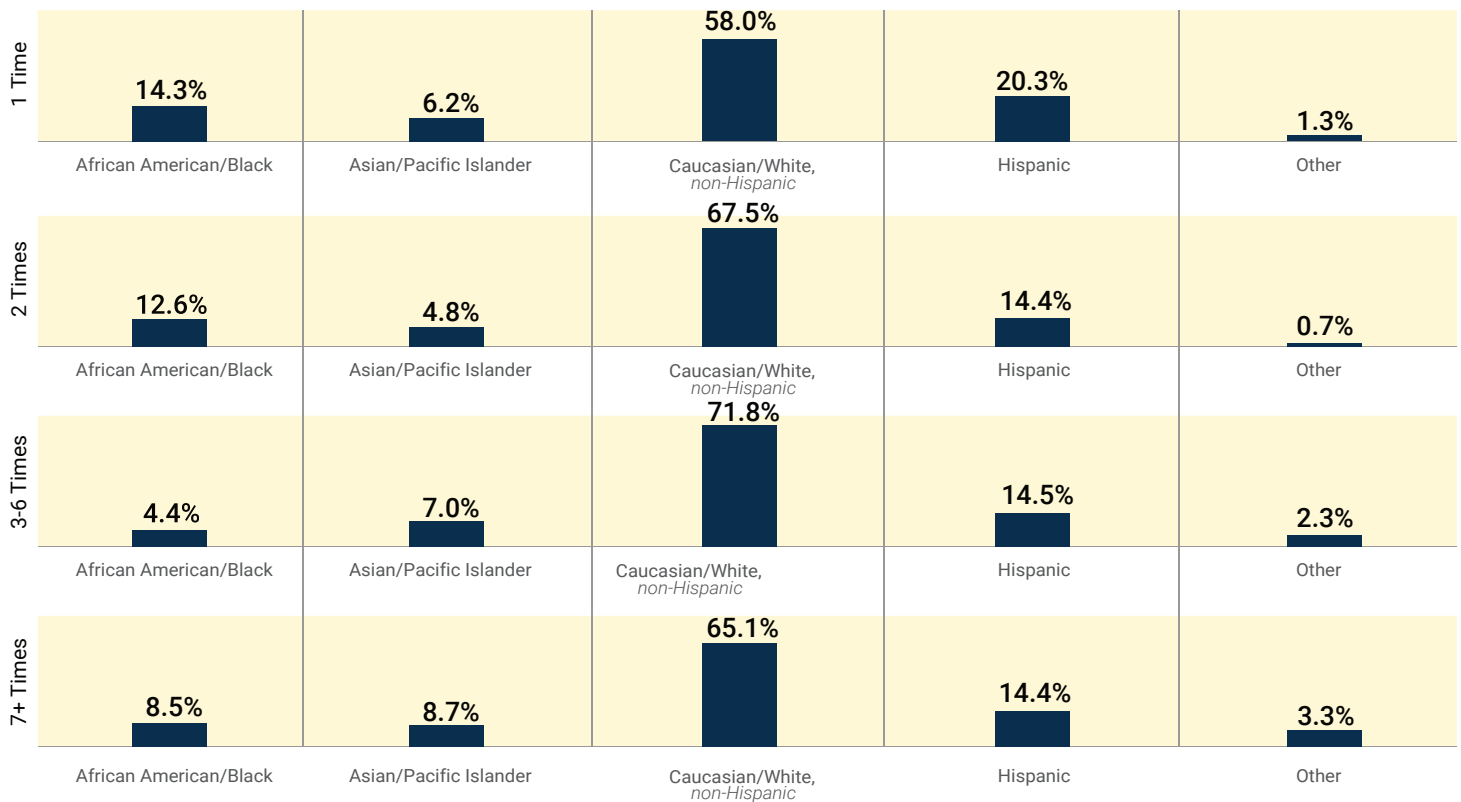
The numbers and percentages above are based on 3.4M total snowshoe participants

SIA Participation Study 2019-2020

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

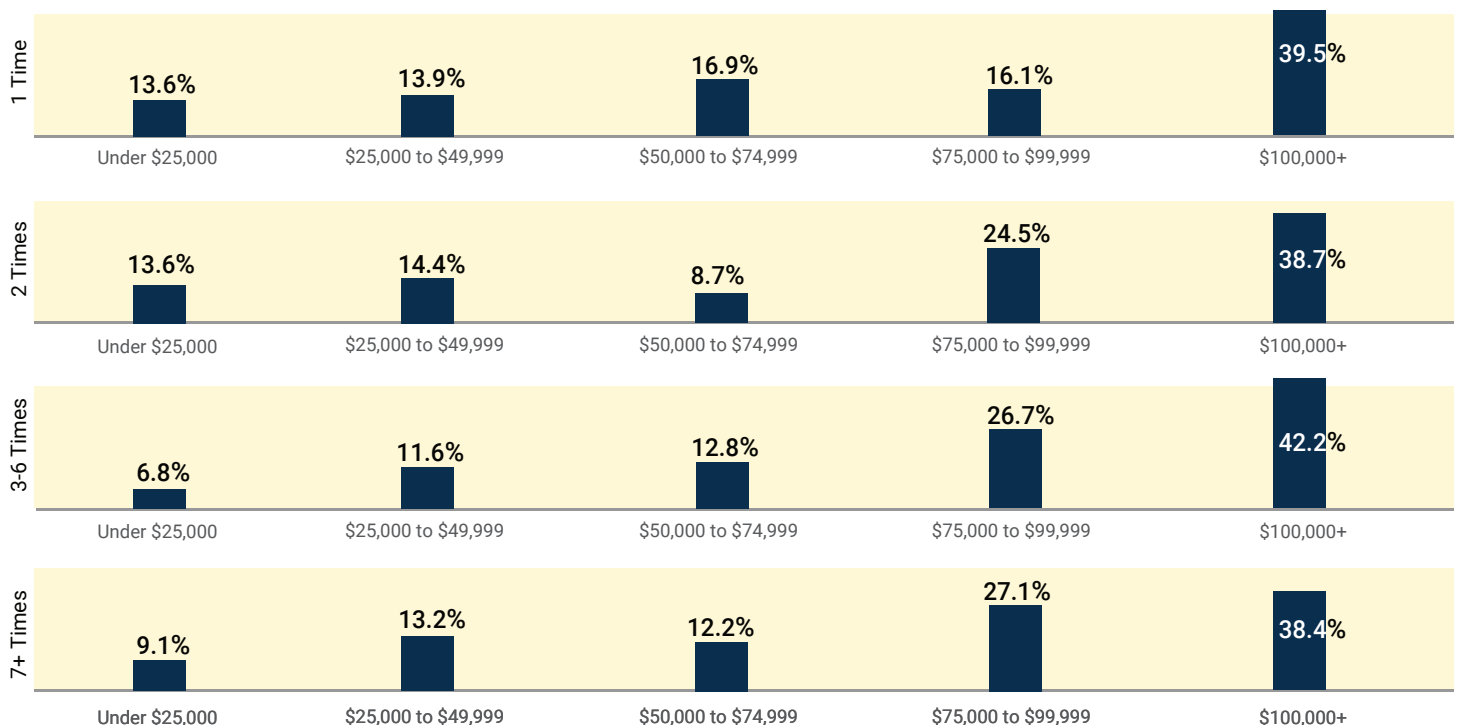
PARTICIPANTS BY ETHNICITY & FREQUENCY

■ 2019-2020



PARTICIPANTS BY INCOME & FREQUENCY

■ 2019-2020

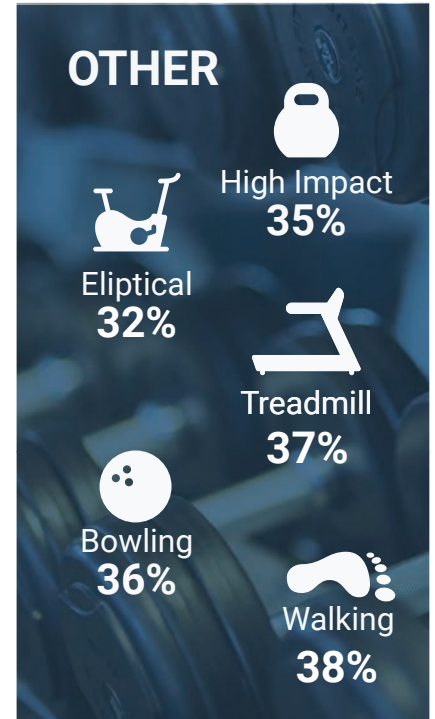


The numbers and percentages above are based on 3.4M total snowshoe participants

SIA Participation Study 2019-2020

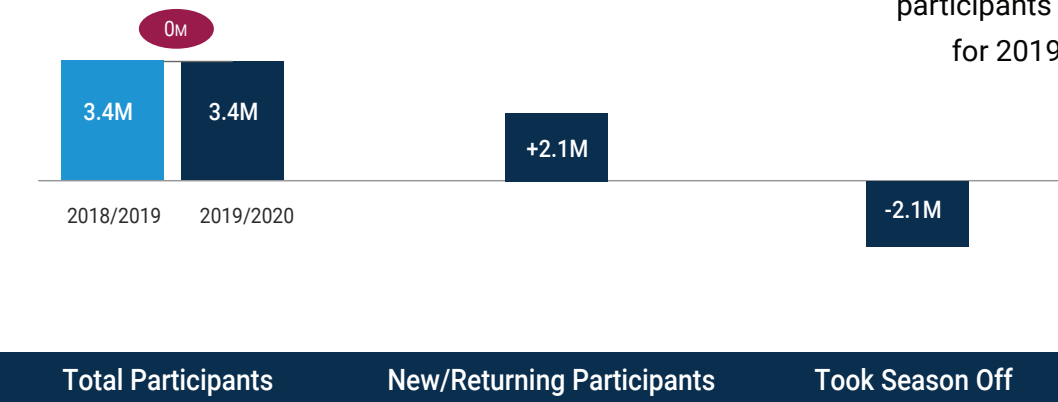
For additional participation data and insights contact research@snowsports.org

CROSSOVER ACTIVITIES



GAIN/LOSS OF ACTIVE PARTICIPANTS

■ 2018-2019 ■ 2019-2020



In 2018-2019 there were 3.4M participants. In 2019-2020, 2.1M participants were new/returned and 2.1M participants took the season off. The total for 2019-2020 was 3.4M participants.

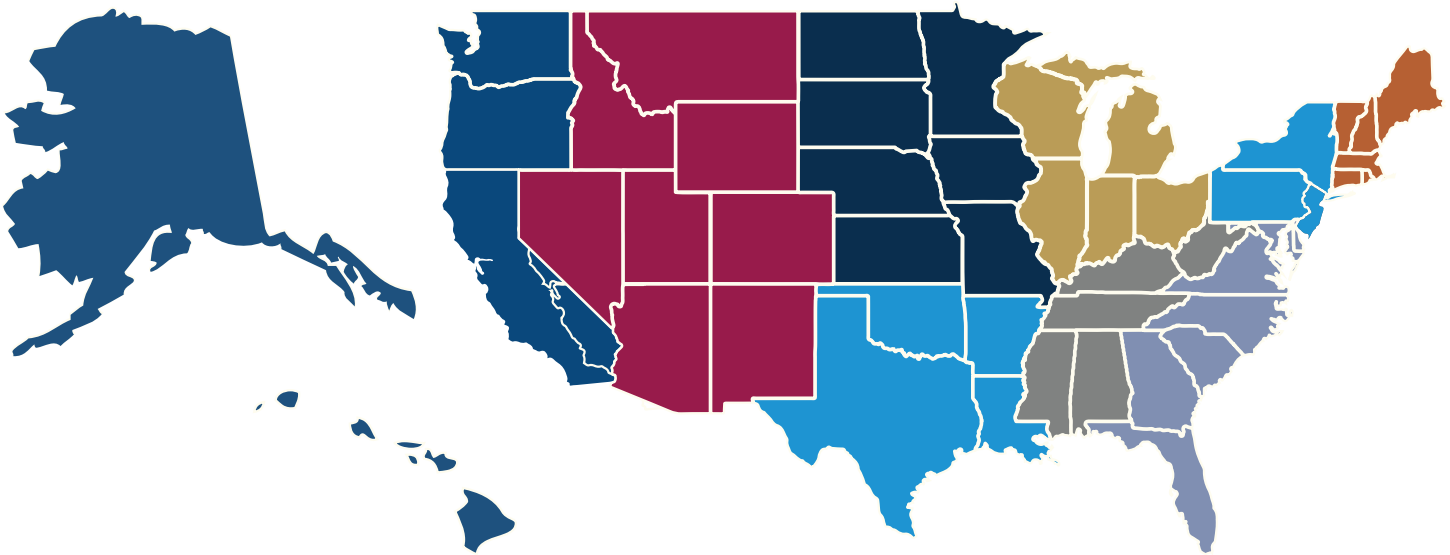


Photo: Marc Piscotty

Snowboard Touring Participation and Demographics

SNOWBOARD TOURING¹ BY REGION

TOTAL PARTICIPANTS: 652K



PACIFIC 16.9%	WEST NORTH CENTRAL 2.4%	NEW ENGLAND 5.6%
MOUNTAIN 9.9%	EAST NORTH CENTRAL 17.9%	MIDDLE ATLANTIC 19%
WEST SOUTH CENTRAL 5.4%	EAST SOUTH CENTRAL 2.9%	SOUTH ATLANTIC 20.1%

PARTICIPATION BY GENDER



25%
Female



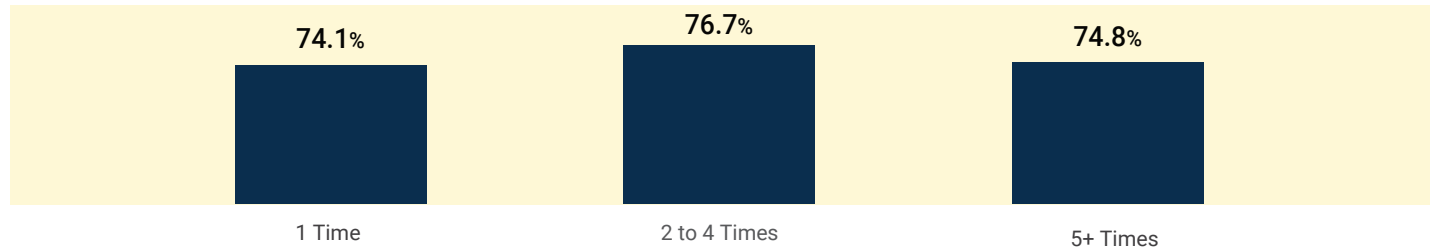
75%
Male

The numbers and percentages above are based on 652K total snowboard touring participants

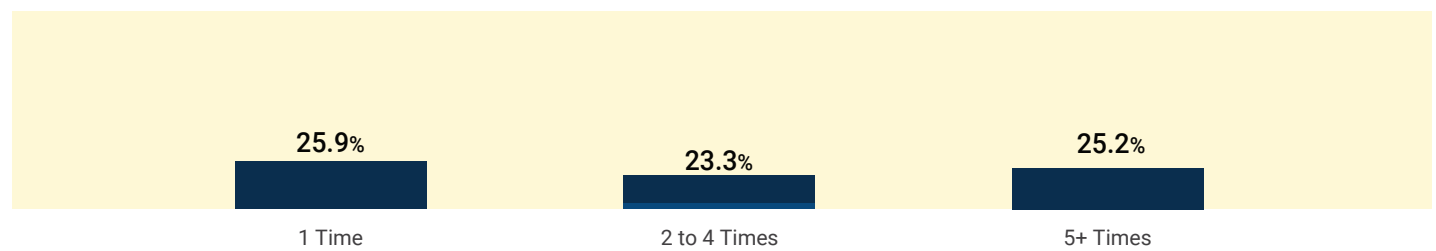
PARTICIPATION BY GENDER & FREQUENCY

2019-2020

Male



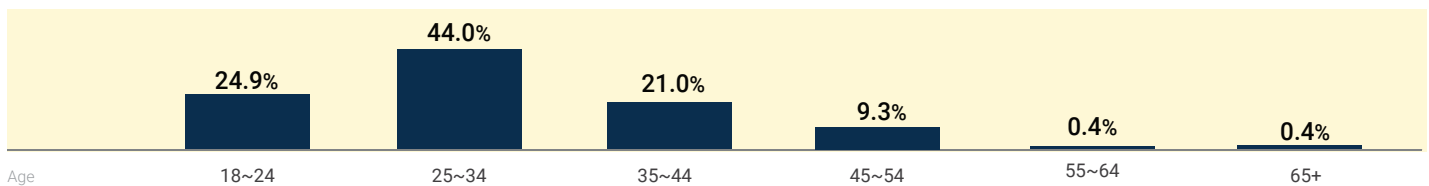
Female



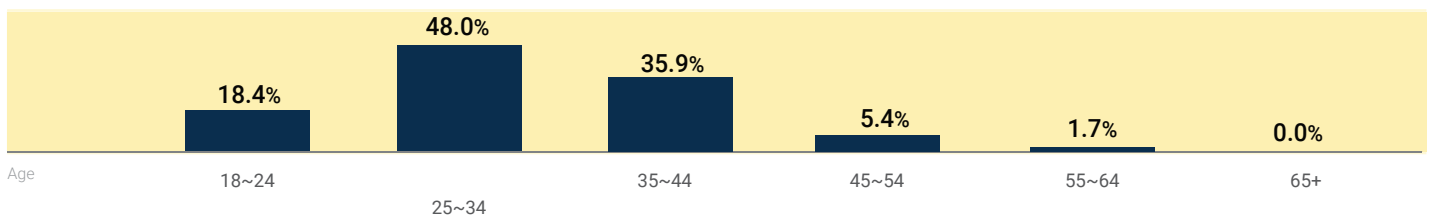
PARTICIPATION BY AGE & FREQUENCY

2019-2020

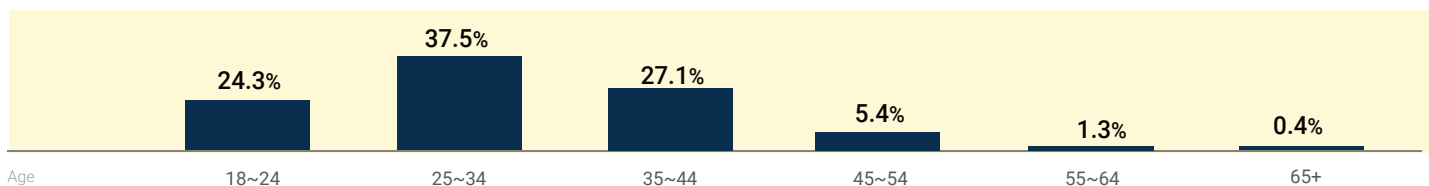
1 Time



2 to 4 times



5+ Times



The numbers and percentages above are based on 652K total snowboard touring participants

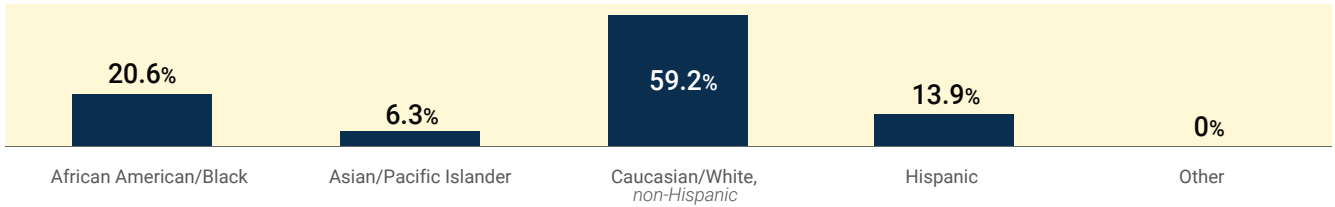
SIA Participation Study 2019-2020

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

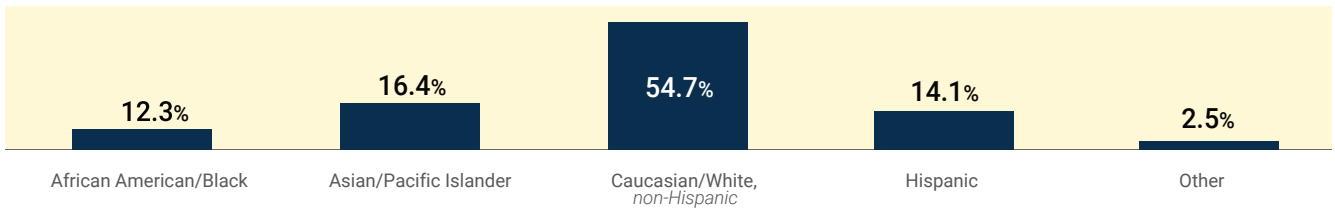
PARTICIPATION BY ETHNICITY & FREQUENCY

2019-2020

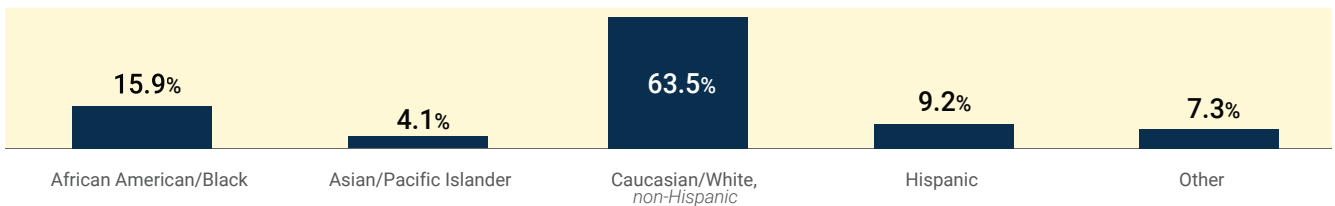
1 Time



2 to 4 times

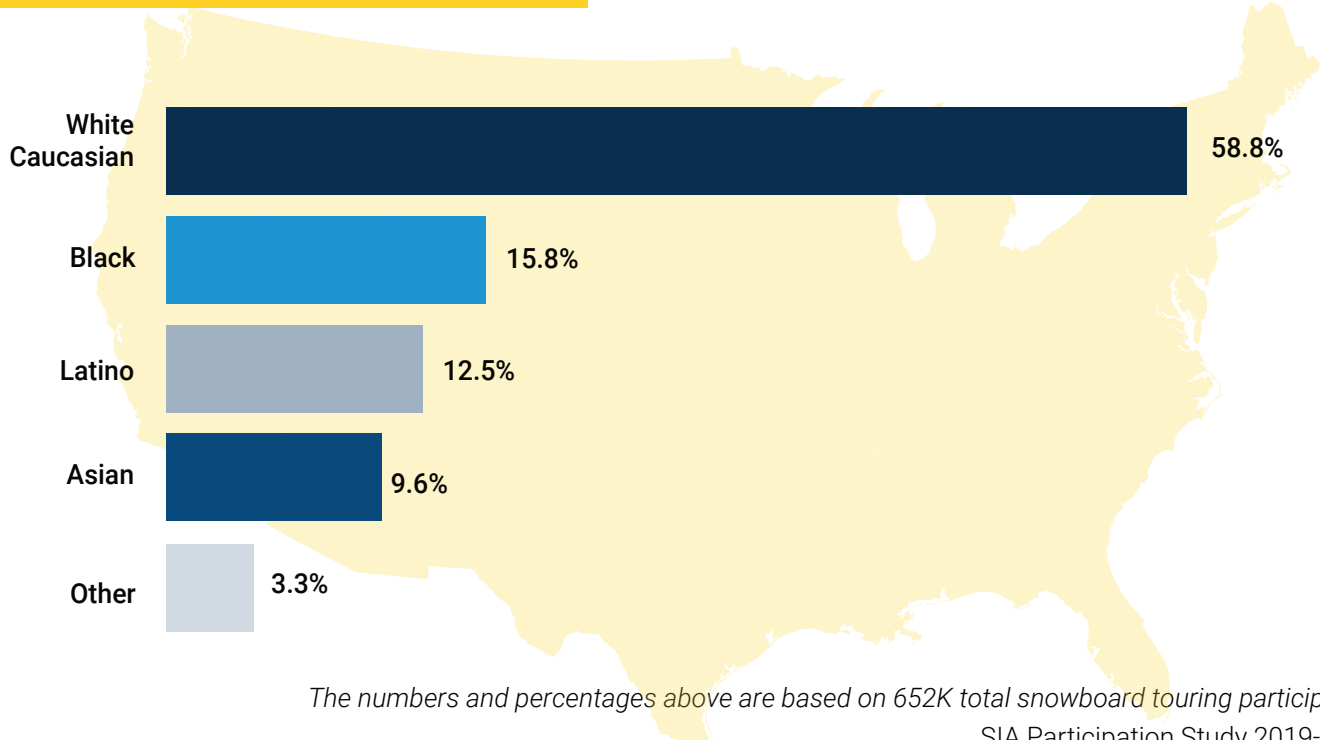


5+ Times



PARTICIPATION BY ETHNICITY

2019-2020



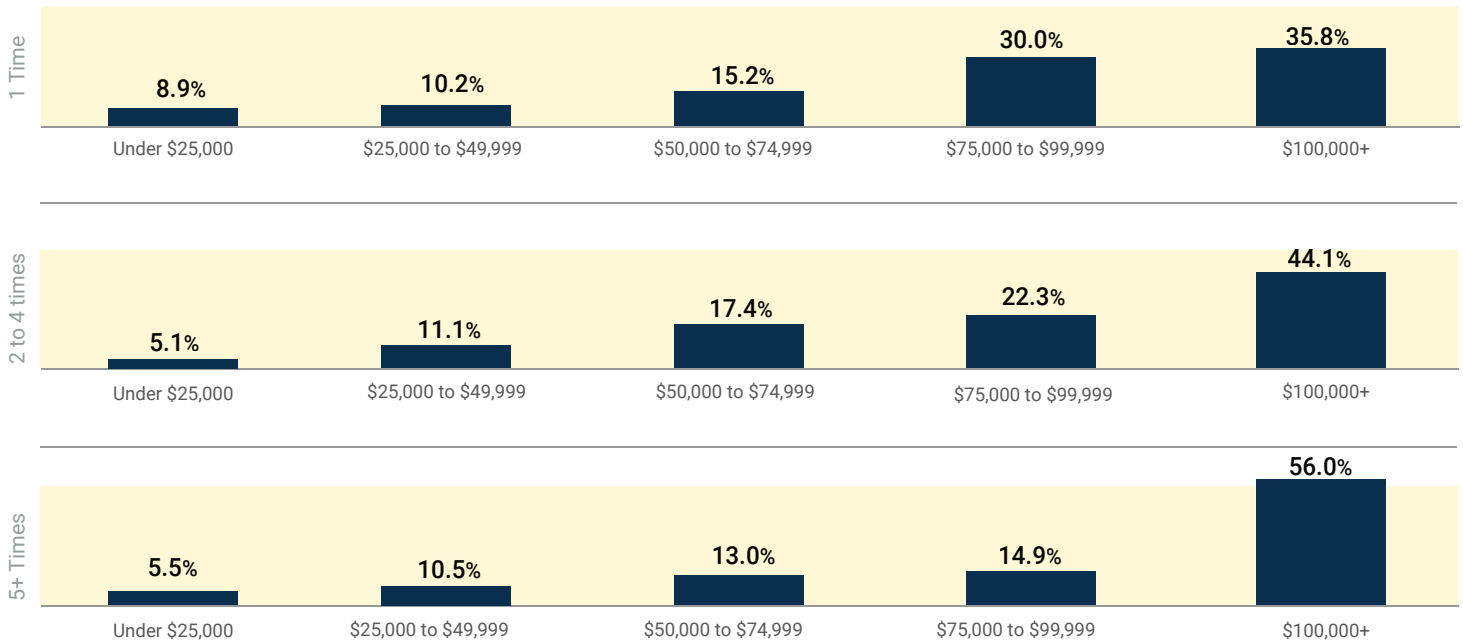
The numbers and percentages above are based on 652K total snowboard touring participants

SIA Participation Study 2019-2020

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

PARTICIPATION BY INCOME & FREQUENCY

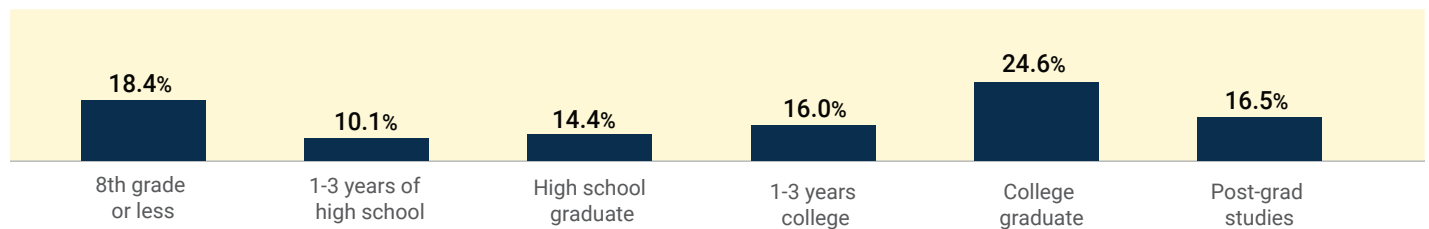
■ 2019-2020



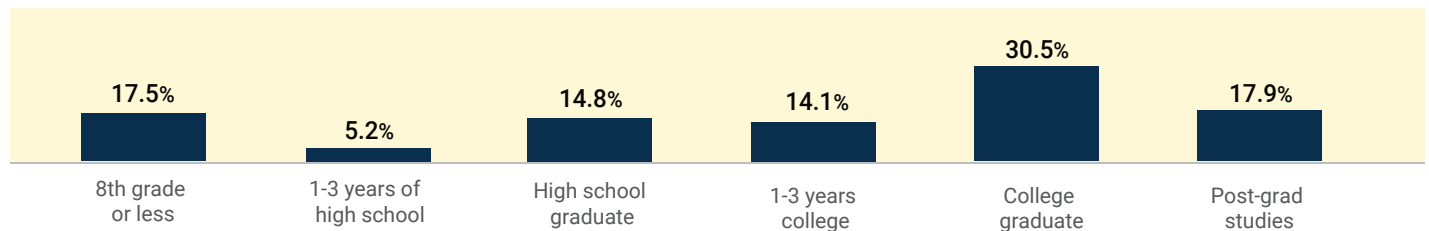
PARTICIPATION BY EDUCATION & FREQUENCY

■ 2019-2020

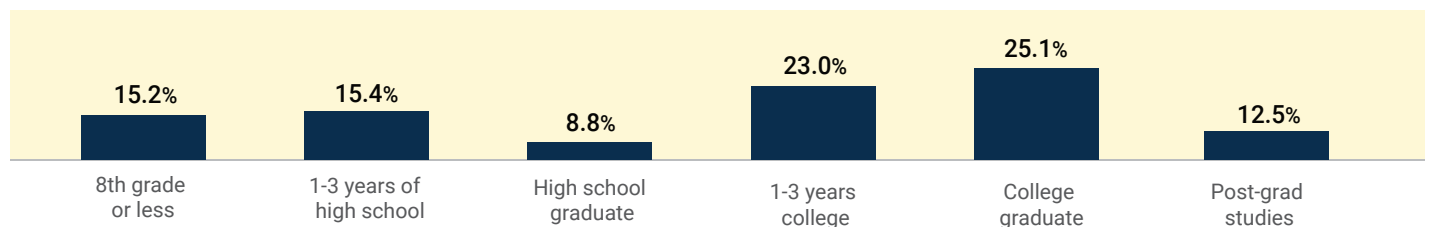
1 Times



2 to 4 times



5+ Times



The numbers and percentages above are based on 652K total snowboard touring participants

SIA Participation Study 2019-2020

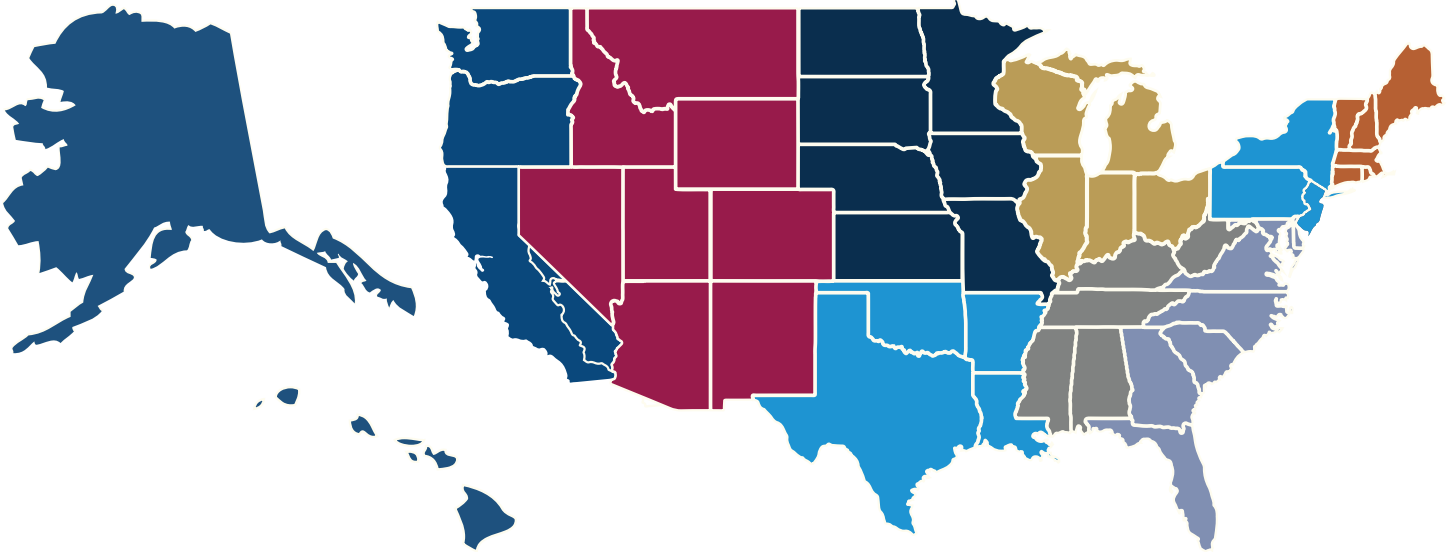
For additional participation data and insights contact research@snowsports.org



Alpine Touring Participation and Demographics

ALPINE TOURING¹ BY REGION

TOTAL PARTICIPANTS: 701K

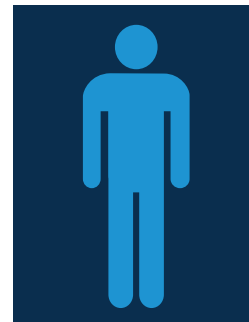


PACIFIC 13.7%	WEST NORTH CENTRAL 3.8%	NEW ENGLAND 6.5%
MOUNTAIN 16.4%	EAST NORTH CENTRAL 15.6%	MIDDLE ATLANTIC 15.7%
WEST SOUTH CENTRAL 7.7%	EAST SOUTH CENTRAL 0.8%	SOUTH ATLANTIC 19.8%

PARTICIPATION BY GENDER



34%
Female

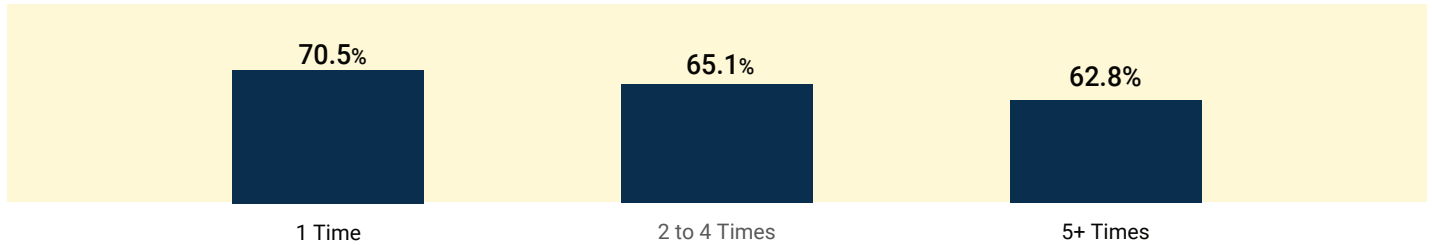


66%
Male

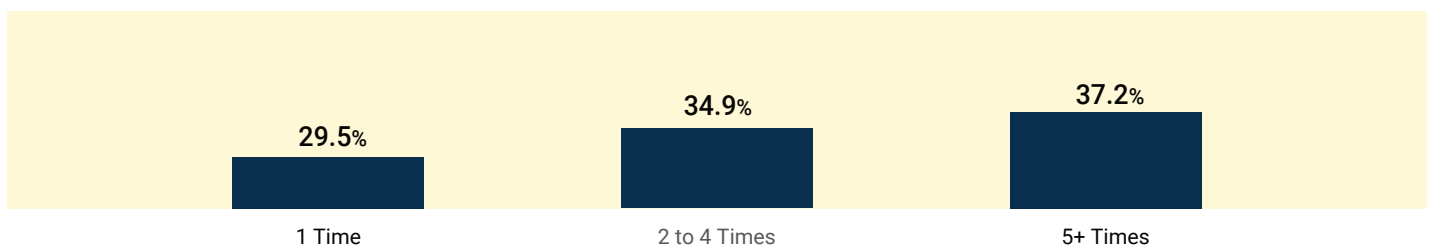
PARTICIPATION BY GENDER & FREQUENCY

■ 2019-2020

Male



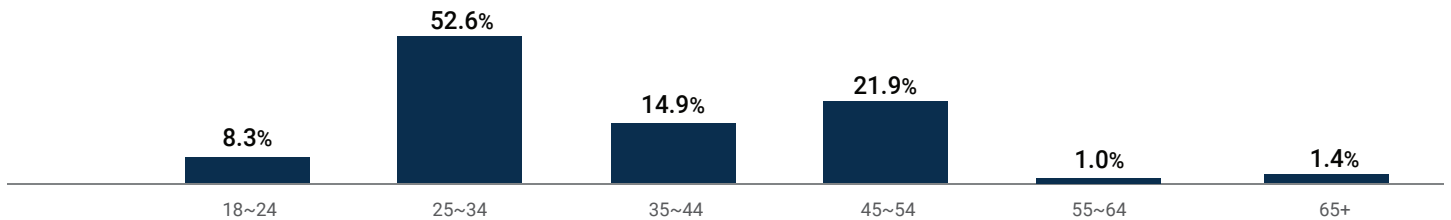
Female



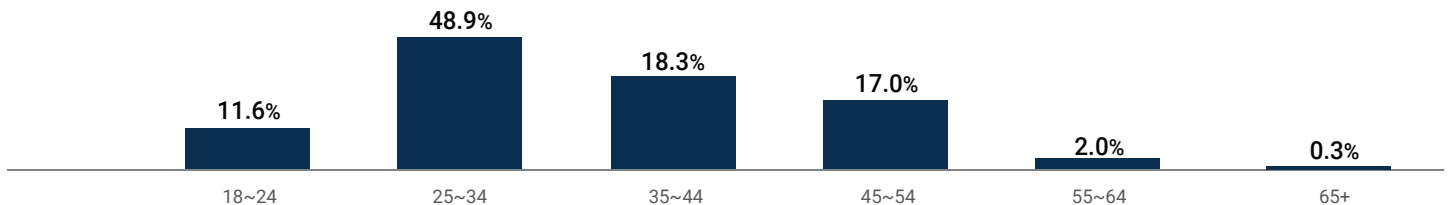
PARTICIPATION BY AGE & FREQUENCY

■ 2019-2020

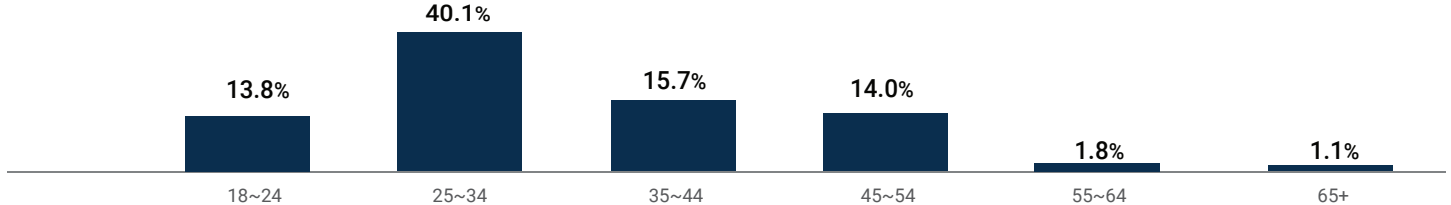
1 Time



2 to 4 Times



5+ Times



The numbers and percentages above are based on 701K total alpine touring participants

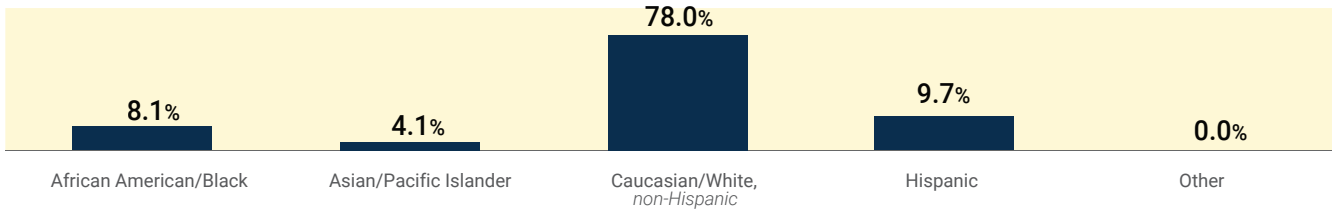
SIA Participation Study 2019-2020

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

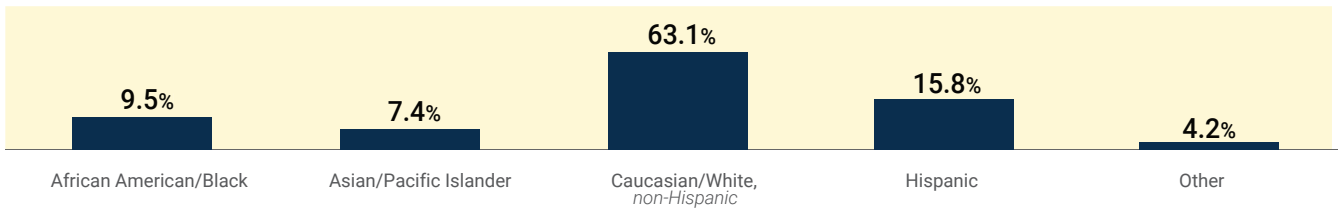
PARTICIPATION BY ETHNICITY & FREQUENCY

2019-2020

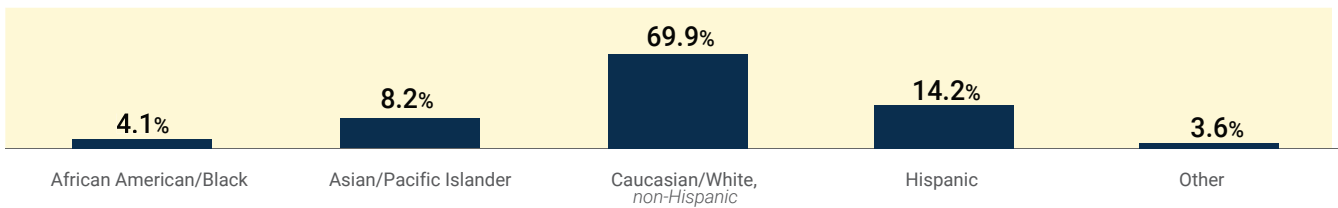
1 Time



2 to 4 Times

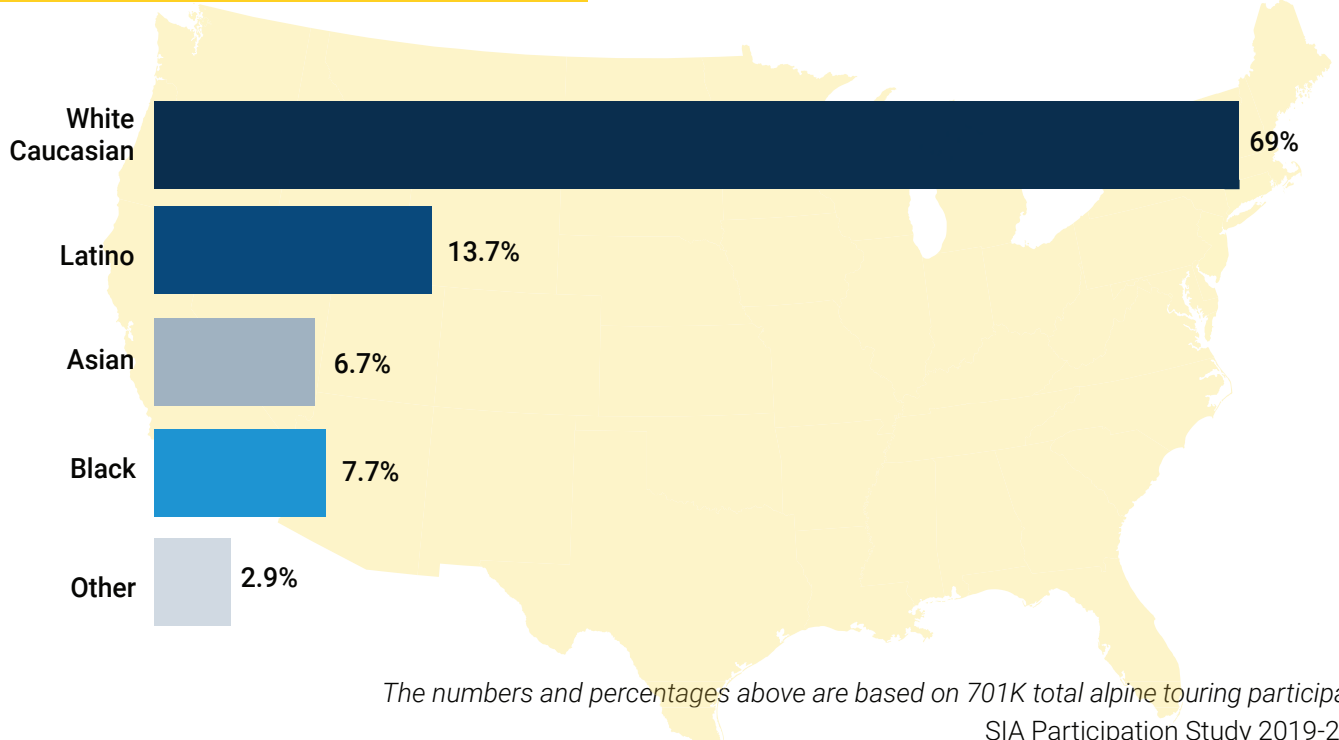


5+ Times



PARTICIPATION BY ETHNICITY

2019-2020



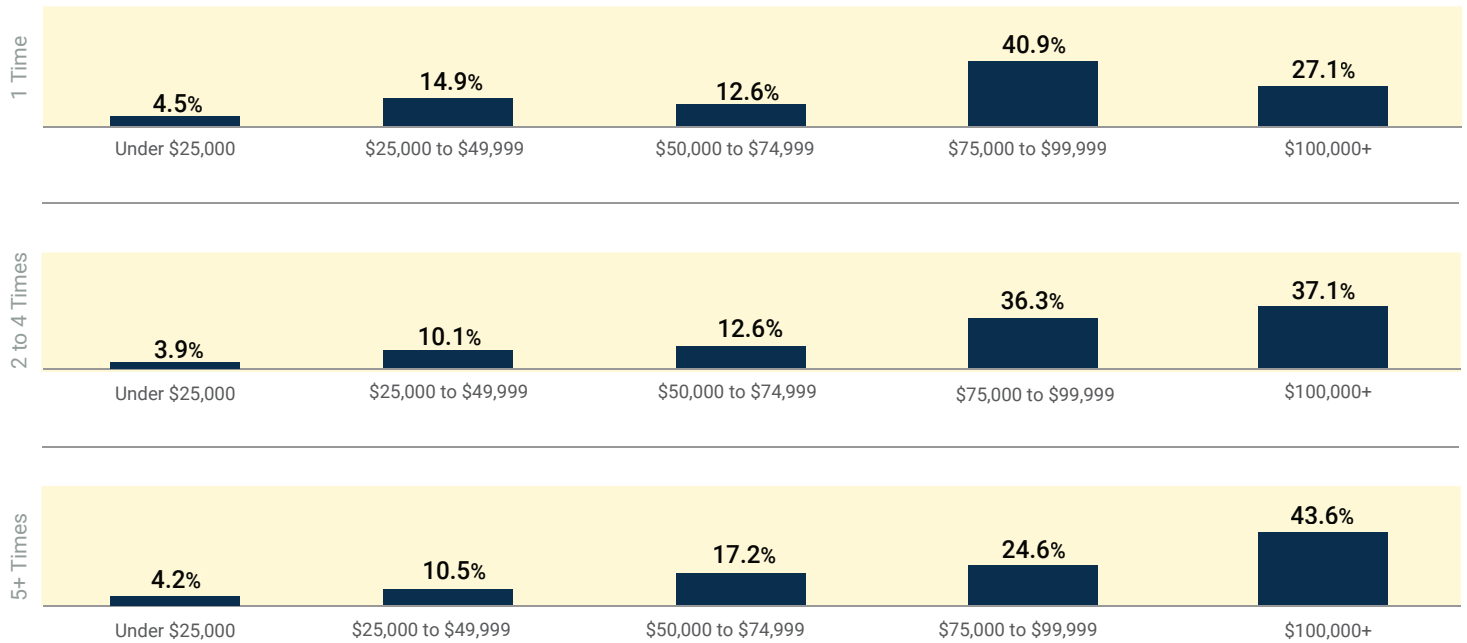
The numbers and percentages above are based on 701K total alpine touring participants

SIA Participation Study 2019-2020

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PARTICIPATION BY INCOME & FREQUENCY

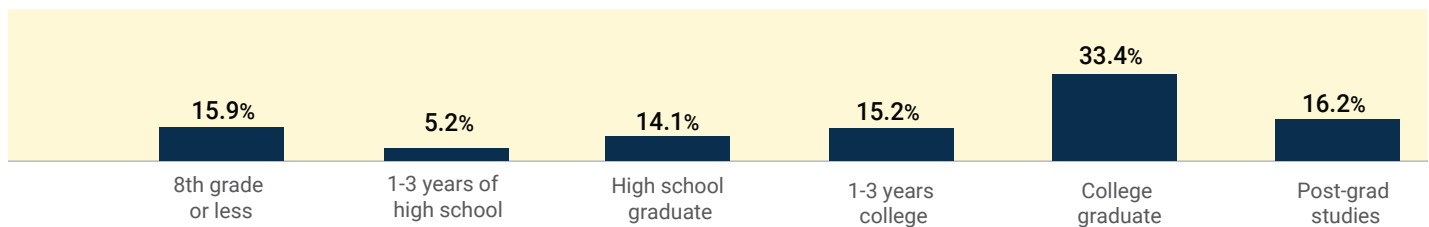
■ 2019-2020



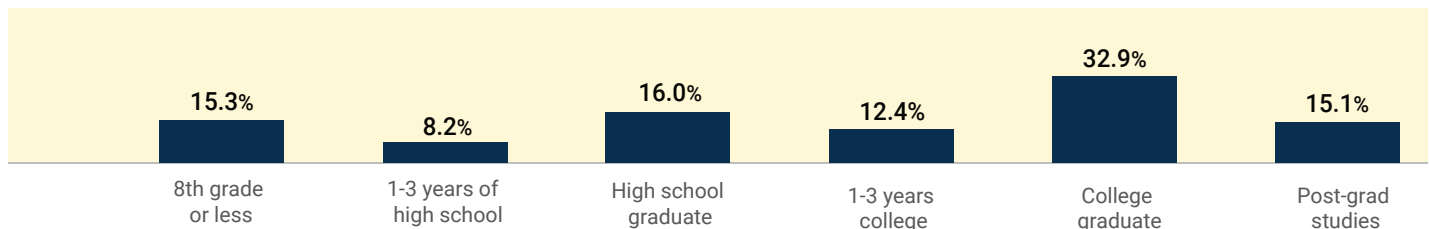
PARTICIPATION BY EDUCATION & FREQUENCY

■ 2019-2020

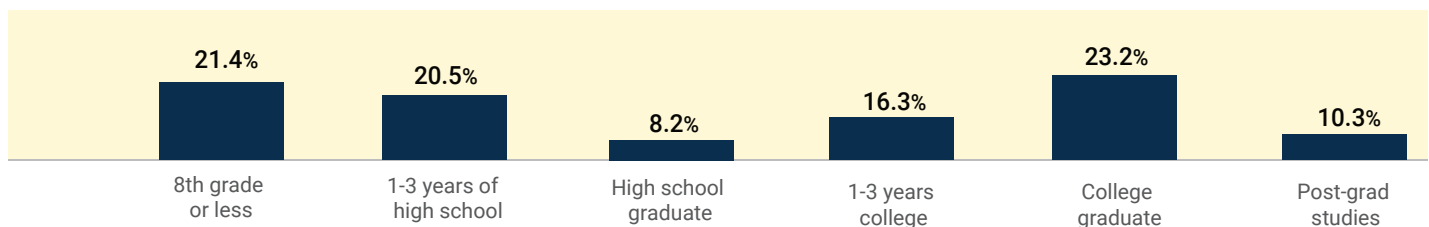
1 Times



2 to 4 Times



5+ Times



The numbers and percentages above are based on 701K total alpine touring participants

SIA Participation Study 2019-2020

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



| Methodology

Methodology

The Snow Sports Participant Report 2019-2020 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.

In 2019-2020, 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 for people ages six and older. Strict quotas associated with gender, age, income, region, and ethnicity were followed to ensure a balanced sample.

The 2019-2020 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 302,756,603 people age six and older.

The study looks at 122 different sports and activities in a variety of sub-categories including, but not limited to: team and individual sports, outdoor sports and activities like camping, hunting, and fishing; fitness and exercise, action sports, golf, tennis, and much more.

“Inactivity” was defined to include those participants who reported no to limited physical activity during the reporting year.

Data reported for “winter sports” are based on seasons: 2014 year is 2013-2014 season, 2015 year is 2014-2015 season, 2016 year is 2015-2016 season, 2017 year is 2016-2017 season, 2018 year is 2017-2018 season, 2019 year is 2018-2019 season and 2020 year is 2019-2020.

About SIA Research

In addition to this report, SIA publishes a wide variety of research products across consumer, retail and winter participation.

- CONSUMER INSIGHTS - Two critical reports this season tracking consumer insights and trends. These reports are pivotal in helping retailers, resorts and suppliers better understand consumer sentiment as we navigate this winter and beyond.
 - Consumer Insights and Trends Report #1 - "The Impacts of COVID-19 on Snowsports Consumer Trends and Insights"
- NPD MONTHLY RETAIL SALES REPORTS – Top line retail data issued from November to May
- WHOLESALE SALES AND ORDERS – Annual aggregated wholesale market data
- ANNUAL WINTER PARTICIPATION STUDY - An in-depth look at winter sports demographics across the US
- PARTICIPATION INSIGHTS REPORT - A closer look at the opinions and habits of winter sports participants
- CONSUMER PANEL – YOY surveys conducted across a nationwide group of consumers:
 - Consumer Anticipation (early season)
 - Snowsports Retail Consumer Behavior
 - Retail and Direct-to-Consumer for Snowsports
 - Holiday Purchases
 - Snowsports Used Marketplace
 - Snowsports Consumer Rental and Service
 - Snowsports Technology and Participation
 - Diversity in the Snowsports Industry
- CUSTOM RESEARCH – Creation of custom queries within our research database/raw data.

For more information, please reach out to research@snowsports.org