

## DOWNHILL SKI PARTICIPATION

Seven years of age and older, more than once, calendar year

	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000
Total (in millions)	7.4	7.0	6.5	6.4	6.4	6.9	5.9	6.8	7.4	7.7	7.4
Percent of U. S. Population	2.6%	2.6%	2.4%	2.4%	2.4%	2.6%	2.3%	2.6%	2.9%	3.0%	3.0%
Average Number of Days	7.99	7.6	6.7	6.2	12.9	8.0	10.0	6.6	9.1	8.3	9.1
Male	61.9%	62.7%	62.3%	60.7%	63.0%	50.6%	55.6%	57.4%	60.7%	60.2%	58.9%
Female	38.1%	37.3%	37.7%	39.3%	37.0%	49.4%	44.4%	42.6%	39.3%	39.8%	41.1%
HH Income of \$100,000+	63.4%	46.1%	49.8%	45.1%	37.5%	40.5%	23.8%	na	na	na	na
HH Income of \$50,000+	88.9%	77.2%	83.7%	78.0%	78.6%	87.3%	74.7%	78.7%	83.4%	72.7%	73.0%
HH Income of \$35-50,000	4.0%	7.1%	8.4%	14.5%	7.4%	5.4%	12.9%	11.9%	6.7%	13.2%	12.5%
Mean Age -- Male	30.08	33.6	29.3	33.5	31.8	32.4	32.2	33.0	30.2	30.7	
Mean Age -- Female	30.41	35.7	30.4	35.8	32.6	27.7	29.9	30.3	29.2	28.7	
Age 25 or Older	58.3%	66.3%	53.2%	64.2%	62.4%	53.5%	60.6%	63.7%	71.7%	57.6%	60.8%
HH with Children under 18	68.3	56.1%	57.8%	59.9%	49.4%	62.0%	60.6%	57.3%	56.2%	58.2%	59.2%
Frequent (10+ Days)*	29.1%	25.9%	21.0%	24.8%	8.3%	11.9%	18.2%	6.6%	15.6%	13.4%	15.3%
Occasional (4-9 Days)*	36.3%	36.3%	36.2%	27.6%	55.5%	41.7%	39.1%	40.4%	31.3%	41.3%	36.9%
Infrequent (2-3 Days)*	34.7%	37.8%	42.8%	47.6%	36.2%	46.5%	42.7%	53.1%	53.2%	45.3%	47.8%
Skier Visits (in millions) **	60.5	59.7	57.1	60.1	55.1	58.9	57.1	57.6	54.4	57.3	52.2

\* Frequency definition changed beginning in 2007. Previously, 20+ Days, 5-19 Days & 2-4 Days.

\*\* 2009 reflects 2009-10 ski season, etc.; source: National Ski Areas Association. All other data reflects calendar year.

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