

## SNOWBOARDING 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)	6.1	6.2	5.8	5.1	5.2	6.0	6.3	6.3	5.9	5.3	4.3
Percent of U. S. Population	2.2%	2.3%	2.2%	2.0%	2.0%	2.3%	2.5%	2.5%	2.2%	2.1%	1.7%
Average Number of Days		8.2	7.8	10.0	9.1	9.0	8.8	8.3	8.9	7.2	7.7
Male	67.2%	69.7%	71.9%	73.5%	72.9%	74.2%	73.4%	65.7%	77.0%	72.4%	74.1%
Female	32.8%	30.3%	28.1%	26.5%	27.1%	25.8%	26.6%	34.3%	23.0%	27.6%	25.9%
HH Income of \$100,000+	44.5%	28.5%	36.2%	32.4%							
HH Income of \$50,000+	74.0%	73.3%	75.8%	70.6%	66.7%	62.7%	66.3%	64.1%	65.1%	58.5%	54.6%
HH Income of \$35-50,000	9.1%	9.4%	13.8%	13.8%	15.8%	13.4%	14.6%	14.8%	15.4%	16.4%	17.0%
Mean Age -- Male	23.6	23.4	21.0	21.6	20.3	21.3	21.3	19.4	22.0	20.1	
Mean Age -- Female	25.3	25.6	26.1	18.8	22.7	23.0	26.2	19.6	23.5	22.1	
Age 24 or Younger	56.3%	59.3%	69.1%	79.7%	75.7%	73.0%	77.3%	80.4%	67.6%	75.1%	80.8%
Frequent (10+ Days)**	34.4%	31.0%	23.6%	32.0%	30.6%	41.2%	39.6%	38.2%	36.4%	30.5%	34.6%
Occasional (3-9 Days)**	43.8%	53.0%	55.7%	48.7%	49.6%	37.2%	60.4%	61.8%	63.6%	69.5%	65.4%
Infrequent (2 Days)**	21.7%	16.0%	20.7%	19.3%	19.8%	21.6%					
Percent who Alpine Skied	29.6%	11.5%	20.0%	13.9%	9.8%	13.0%	10.5%	12.3%	11.5%	na	8.2%

\* Net of Snowboarding at resort and Snowboarding not at resort

\*\* Frequency definition changed beginning in 2005. Previously, 20+ Days & 2-9 Days.

Source: NATIONAL SKI & SNOWBOARD RETAILERS ASSOCIATION, Mt. Prospect IL 60056 Tel: 847.391.9825 Fax: 847.391.9827