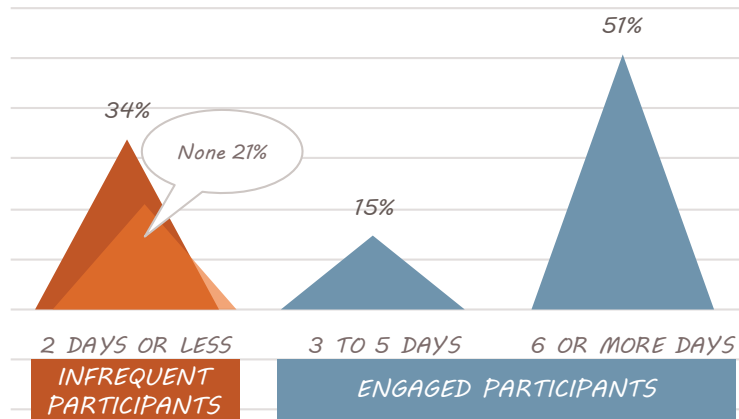


Snow Sports Engagement

One in three Gen Z'ers will only ski or snowboard 2 days or less next season. One in five won't ski at all.

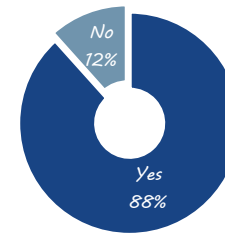
Expected Ski Days Next Season



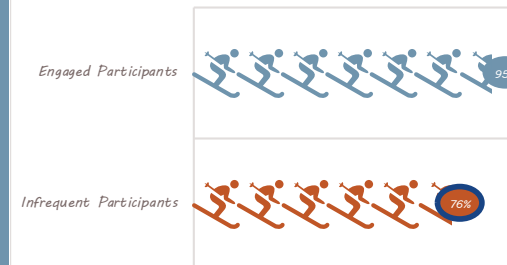
Snow Sports Experience

12% of Gen Z'ers have never skied or snowboarded before. Among Infrequent Participants, 25% have never skied before and 37% haven't done so in 3 or more years.

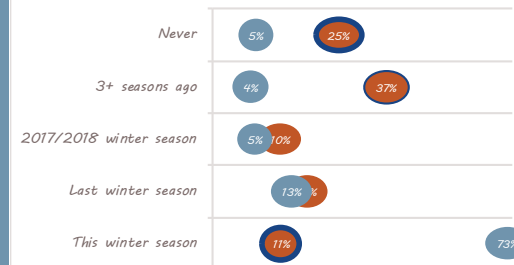
Have you ever skied or snowboarded?



Ever Skied or Snowboarded



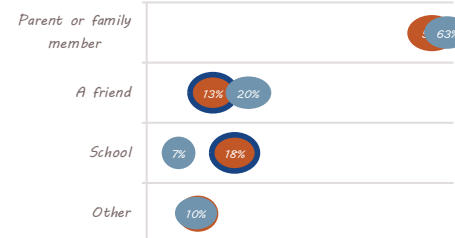
Last Time Skied or Snowboarded



Introduction to the Sport

Infrequent Participants started later - a median age of 10 years, compare to 6 years for Engaged Participants - and are more than twice as likely to have been introduced through a school program. Only 36% of their parents ski or snowboard, and only 38% have ever taken a lesson.

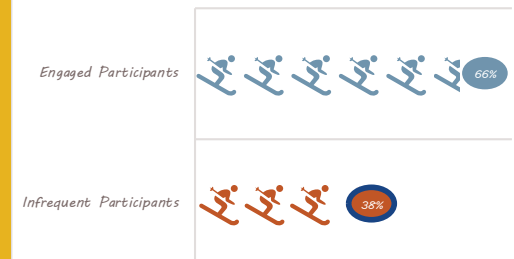
How Introduced to Skiing or Snowboarding?



Parents Ski or Snowboard



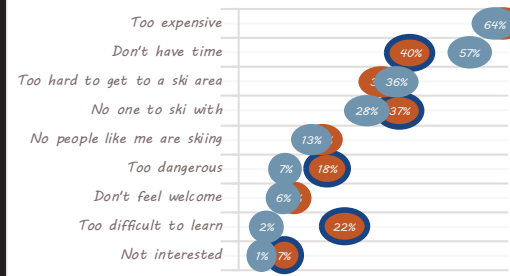
Have Taken Lessons



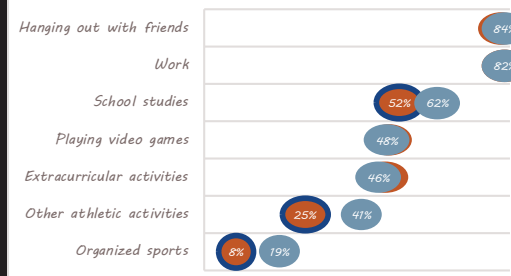
Barriers to Participation

"Too expensive" and "too little time" are the key barriers to greater participation from Gen Z'ers. Infrequent Participants also say that the sport is too hard to learn and too dangerous, and that they have no one to ski with. Over 90% of Engaged Participants and 59% of Infrequent Participants would ski more if work, school, extracurricular activities and other sports didn't take up their time.

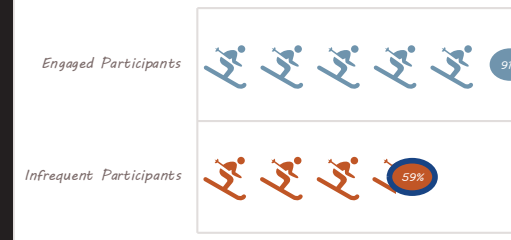
Why don't ski more often?



Other Winter Activities



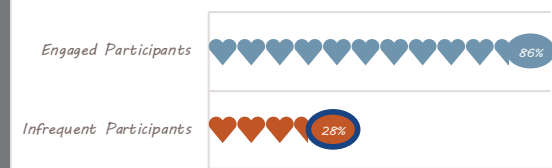
Probably/Definitely Would Ski More If Not for Other Activities



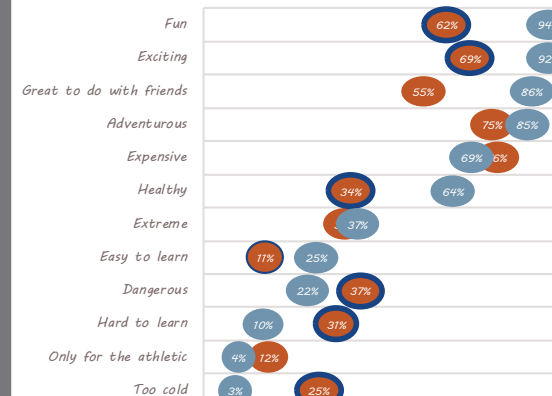
Attitudes

Gen Z'ers who ski or snowboard more frequently indicate a resounding love for their sport, while Infrequent Participants are more inclined to believe that snow sports are hard to learn, dangerous, and too cold.

Enjoyment of Skiing: Love it!



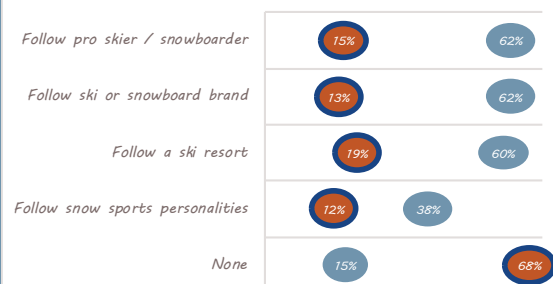
Feelings about Skiing or Snowboarding



Social Engagement

85% of Engaged Participants indicated that they follow a ski area, pro skier or snowboarder, a ski brand or a social influencer who promotes snow sports. Only 32% of Infrequent Participants do so.

Snow Sport Social Engagement



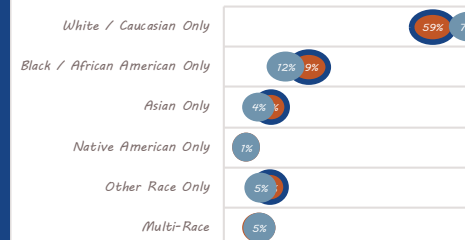
Demographics

Gen Z is the most ethnically / racially diverse generational cohort, and people of color within Gen Z are much less likely to be engaged in snow sports.

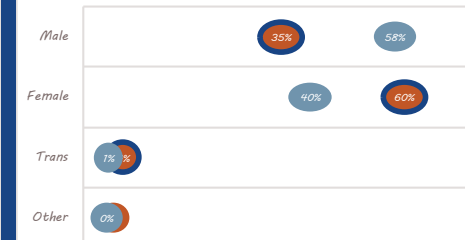
Gen Z women and those with non-binary gender identities also indicated a lower level of participation in snow sports.

The level of their snow sports engagement is also strongly correlated to the Gen Z'ers' financial situations. Those who are more active skiers and snowboarders are more likely to still rely on their parent's for financial support and have household incomes of \$150,000 or more.

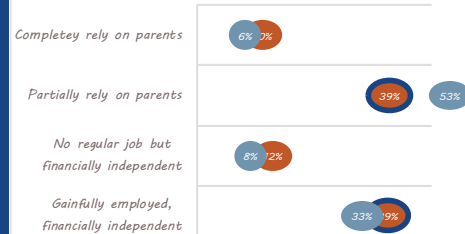
Racial / Ethnic Identity



Gender Identity



Financial Situation



Household Income

