**Generation Z Snow Sports Participation Study**

**Snow sports interests, attitudes and behaviors of 18 to 24 year olds**

### 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**

- **None**: 27%
- **2 Days or Less**: 34%
- **3 to 5 Days**: 15%
- **6 or More Days**: 51%

### 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?**

- **Engaged Participants**: 92%
- **Infrequent Participants**: 68%

### 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 26% of their parents ski or snowboard, and only 38% have ever taken a lesson.

**How Introduced to Skiing or Snowboarding?**

- **Engaged Participants**
  - Parent or family member: 44%
  - School: 35%
  - Friend: 10%
  - Other: 1%

- **Infrequent Participants**
  - Parent or family member: 17%
  - School: 15%
  - Friend: 22%
  - Other: 3%

### 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 55% 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?**

- **Too expensive**: 29%
- **Too hard to get to a ski area**: 6%
- **No people like me are skiing**: 6%
- **The people I know are not interested**: 5%
- **Don’t feel welcome**: 4%
- **Don’t have time**: 4%
- **Not interested**: 2%
- **Too little time**: 2%

### 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.

**Follow snow sports personalities**

- **Engaged Participants**: 89%
- **Infrequent Participants**: 55%

### 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.

**Have you ever skied or snowboarded?**

- **Engaged Participants**: 92%
- **Infrequent Participants**: 68%

### Financial Situation

**Household Income**

- **Under $25,000**: 0%
- **$25,000 to $49,999**: 4%
- **$50,000 to $99,999**: 8%
- **$100,000 to $149,999**: 15%
- **$150,000 to $199,999**: 19%
- **$200,000 to $249,999**: 26%
- **$250,000 to $349,999**: 20%
- **$350,000 to $999,999**: 11%
- **$1,000,000+**: 7%

**Partially rely on parents**

- **Engaged Participants**: 31%
- **Infrequent Participants**: 48%

### Employment

Gainfully employed,

- **Infrequent Participants**: 53%
- **Engaged Participants**: 68%

### Income

- **Engaged Participants**: 60%
- **Infrequent Participants**: 48%

### Household Income

- **Engaged Participants**: 62%
- **Infrequent Participants**: 58%

### Feelings about Skiing or Snowboarding

**Engaged Participants**

- **Enjoyment of Skiing**: 95%
- **Great to do with friends**: 91%

**Infrequent Participants**

- **Enjoyment of Skiing**: 63%
- **Great to do with friends**: 76%

### Barriers to Participation

- **Too expensive**: 29%
- **Too hard to get to a ski area**: 6%
- **No people like me are skiing**: 6%
- **The people I know are not interested**: 5%
- **Don’t feel welcome**: 4%
- **Don’t have time**: 4%
- **Not interested**: 2%
- **Too little time**: 2%