

DOWNHILL SKI PARTICIPATION

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

	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998
Total (in millions)	5.5	6.4	6.9	5.9	6.8	7.4	7.7	7.4	7.4	7.7
Percent of U. S. Population	2.1%	2.4%	2.6%	2.3%	2.6%	2.9%	3.0%	3.0%	3.0%	3.2%
Average Number of Days	6.2	12.9	8.0	10.0	6.6	9.1	8.3	9.1	8.3	8.3
Male	60.7%	63.0%	50.6%	55.6%	57.4%	60.7%	60.2%	58.9%	60.7%	59.7%
Female	39.3%	37.0%	49.4%	44.4%	42.6%	39.3%	39.8%	41.1%	39.3%	40.3%
HH Income of \$100,000+	45.1%	37.5%	40.5%	23.8%	na	na	na	na	na	na
HH Income of \$50,000+	78.0%	78.6%	87.3%	74.7%	78.7%	83.4%	72.7%	73.0%	69.2%	68.3%
HH Income of \$35-50,000	14.5%	7.4%	5.4%	12.9%	11.9%	6.7%	13.2%	12.5%	13.1%	15.5%
Median Age -- Male	33.5	31.8	32.4	32.2	33.0	30.2	30.7			
Median Age -- Female	35.8	32.6	27.7	29.9	30.3	29.2	28.7			
Age 25 or Older	64.2%	62.4%	53.5%	60.6%	63.7%	71.7%	57.6%	60.8%	59.0%	58.0%
HH with Children under 18	59.9%	49.4%	62.0%	60.6%	57.3%	56.2%	58.2%	59.2%	56.2%	55.6%
Frequent (20+ Days)**	24.8%	8.3%	11.9%	18.2%	6.6%	15.6%	13.4%	15.3%	10.7%	10.7%
Occasional (5-19 Days)**	27.6%	55.5%	41.7%	39.1%	40.4%	31.3%	41.3%	36.9%	44.5%	50.6%
Infrequent (2-4 Days)**	47.6%	36.2%	46.5%	42.7%	53.1%	53.2%	45.3%	47.8%	44.7%	38.7%
Skier Visits (in millions) *	60.5	55.1	58.8	56.9	57.1	57.6	54.4	57.3	52.2	52.1

* 2007 reflects 2007-08 ski season, etc.; source: National Ski Areas Association. All other data reflects calendar year.

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

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

info@nssra.com www.nssra.com