

SNOWBOARDING 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)	5.1	5.2	6.0	6.3	6.3	5.9	5.3	4.3	3.6	3.6
Percent of U. S. Population	1.9%	2.0%	2.3%	2.5%	2.5%	2.2%	2.1%	1.7%	1.4%	1.5%
Average Number of Days	10.0	9.1	9.0	8.8	8.3	8.9	7.2	7.7	9.3	8.4
Male	73.5%	72.9%	74.2%	73.4%	65.7%	77.0%	72.4%	74.1%	74.3%	76.4%
Female	26.5%	27.1%	25.8%	26.6%	34.3%	23.0%	27.6%	25.9%	25.7%	23.6%
HH Income of \$50,000+	70.6%	66.7%	62.7%	66.3%	64.1%	65.1%	58.5%	54.6%	64.1%	55.0%
HH Income of \$35-50,000	13.8%	15.8%	13.4%	14.6%	14.8%	15.4%	16.4%	17.0%	16.5%	16.2%
Median Age -- Male	21.6	20.3	21.3	21.3	19.4	22.0	20.1			
Median Age -- Female	18.8	22.7	23.0	26.2	19.6	23.5	22.1			
Age 24 or Younger	79.7%	75.7%	73.0%	77.3%	80.4%	67.6%	75.1%	80.8%	75.4%	74.1%
Frequent (10+ Days)	32.0%	30.6%	41.2%	39.6%	38.2%	36.4%	30.5%	34.6%	49.3%	38.9%
Occasional (2-9 Days)	68.0%	69.4%	58.8%	60.4%	61.8%	63.6%	69.5%	65.4%	50.7%	61.1%
Percent who Alpine Skied	13.9%	9.8%	13.0%	10.5%	12.3%	11.5%	na	8.2%	18.0%	23.5%

* Net of Snowboarding at resort and Snowboarding not at resort

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