
NATIONAL SKI AREAS ASSOCIATION NATIONAL DEMOGRAPHIC STUDY

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August 2012

PREPARED FOR



National Ski Areas Association
Lakewood, Colorado

PREPARED BY



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NSAA NATIONAL DEMOGRAPHIC STUDY

2011/12

INTRODUCTION

This report summarizes the results of the 2011/12 NSAA National Demographic Study. Conducted annually since the 1996/97 season, the study is designed to track selected demographic, “skiographic”, and trip characteristics of skiers and snowboarders over time. The results are based on intercept surveys of skiers and snowboarders conducted at participating resorts throughout the United States.

A total of 96 of the United States’ 475 operating ski resorts (20.2 percent) were represented in the study in the 2011/12 season. These resorts accounted for approximately 28.0 million of the nation’s 51.0 million skier/snowboarder visits (55.0 percent), reflecting the participation of many large resorts in the study. The number of resorts represented in the study has varied between 64 and 96 per season over time.

A total of 117,552 surveys were completed during the 2011/12 season, within the range of 104,000 – 139,000 surveys conducted in each of the prior 12 seasons. Survey interviews were generally conducted by resort personnel on or near the lifts, or in resort restaurants and day lodges, using a survey form and sampling and interviewing techniques designed by NSAA. In some cases, data has been incorporated from resorts which conducted surveys independently or as part of more customized research programs, to the extent that the sampling techniques and survey design are comparable.

To ensure that the results are as representative as possible nationally, data from each participating resort has been weighted in proportion to its number of skier/snowboarder visits. Additionally, the respective NSAA regions have been weighted in proportion to their share of total national visits. Each participating resort was provided with a tabular summary of their individual resort results earlier this year (interim results in March 2012, final results in July 2012).

While it is possible to generalize about the industry as a whole from these results, it should be remembered that the data is, strictly speaking, representative of the resorts participating in the study, as adjusted by the weighting scheme. Larger resorts are better represented in the study than smaller resorts, and participation by resorts has historically been strongest in the Rocky Mountains, followed by the Pacific Southwest, Pacific Northwest, Northeast, Southeast and Midwest. In order to boost the sample size and resort representation, results reported for the Midwest and Southeast regions and for small resorts are in most cases based on multi-season averages.

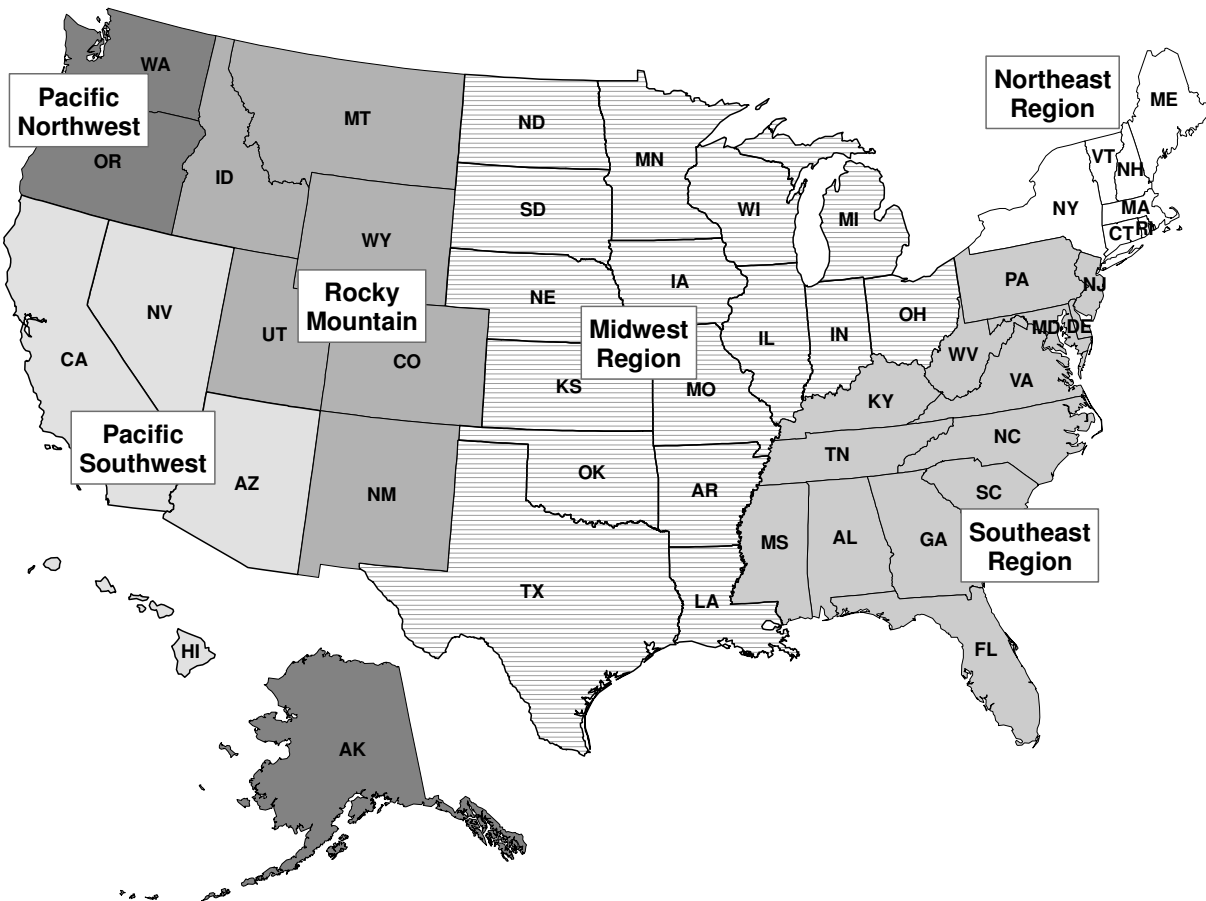
In certain places in this report, results are reported on the basis of “enhanced” data, i.e. data for resorts which participated in a given year, plus the most recent available data for resorts which skipped that year (but participated in a previous or subsequent year). This “enhancement” increases the database to a total of 193 resorts which accounted for 79 percent of total U.S. skier/snowboarder visits in 2011/12. This includes 46 resorts in the Northeast (accounting for 73 percent of Northeast skier/snowboarder visits), 21 resorts in the Southeast (accounting for 72 percent of Southeast visits), 26 resorts in the Midwest (accounting for 36 percent of Midwest visits), 58 resorts in the Rockies (accounting for 93 percent of Rockies visits), 24 resorts in the Pacific Southwest (accounting for 91 percent of Pacific Southwest visits), and 18 resorts in the Pacific Northwest (accounting for 84 percent of Pacific Northwest visits). Within this “enhanced” database, data from each resort has been weighted in proportion to its number of skier/snowboarder visits. Additionally, results from each state have been weighted in proportion to the state’s share of total national visits, as determined from NSAA Kottke Survey results. Selected data is reported based on this

“enhanced” database, including geographic data and selected other variables, and some historical findings which are summarized on a “same resort” basis, as noted in the text.

The Appendix to this report includes a listing of the resorts that participated in the study, a copy of the survey form (with response statistics shown on the form), and a set of tables showing the overall results by season, by NSAA resort region, and by resort size category (as measured in lift capacity, vertical transportation feet per hour – VTF/H).

Figure 1 below illustrates the geographic boundaries for the NSAA resort regions discussed in this report.

FIGURE 1
NSAA Resort Regions



HIGHLIGHTS

As documented in the NSAA Kottke End of Season Study, skier/snowboarder visits this season declined by a projected 15.8 percent to 51.0 million visits in 2011/12, the lowest total since 1991/92, when 50.8 million visits were recorded. Exceptionally low snowfall and warm weather was the dominant cause, as 2011/12 was marked by the lowest average resort snowfall since 1991/92. All regions except for the Pacific Northwest experienced their lowest, second lowest, or third lowest resort snowfall since 1991/92, marking the snow drought as unusual in both severity and geographic breadth. The exceptionally poor snowfall and (in most regions) abnormally warm temperatures

overwhelmed the positive momentum the industry had coming into the season, as fueled by a decade of strong visitation (including a record 2010/11 season), robust season pass sales, strong advance bookings, improving guest satisfaction ratings, growing consumer travel volumes, and a gradually improving (albeit still challenging) economy. Against this backdrop, the NSAA Demographic Study provides a variety of insights regarding both the immediate visitation dynamics influencing the industry this past season, and important long-term trends in the participant profile.

Looking first at short-term trends, the difficult snow and weather conditions this season were particularly evident in certain findings. Overnight trips, and particularly long-haul destination trips, were somewhat more resilient than day trips and regional overnight trips this season, an unsurprising pattern insofar as destination trips tend to be somewhat less snow-driven than other trip types, and are booked relatively far in advance. As a consequence of this shift, the aggregate national profile of overnight trips changed somewhat this season, with longer average stays, an increased incidence of travel via air, and proportionately greater travel outside of skiers/riders' "home" geographic region. These shifts in trip mix may also have contributed to other shifts in the visitor demographic file, including a strong increase in household income, an increase in age, and a decrease in snowboarders (although these shifts have been occurring independent of trip mix for several years as well). Additionally, customer satisfaction ratings for selected aspects of the on-slope experience (e.g. overall skiing/boarding experience, quality of grooming, and variety/number of trails) decreased somewhat this season, likely reflecting the significantly less favorable snow conditions.

Over the longer term, perhaps the most notable finding from the NSAA Demographic research in terms of significance for the industry and breadth of strategic implications is the ongoing aging of the visitor base. A longstanding trend, the aging pattern has primarily been due to gains in the proportion of visits by participants aged 45 and over, combined with proportionately declining representation by younger age groups. A significant portion of this shift has been driven by a parallel aging trend in the overall U.S. population.

The loyalty and staying power of older participants has been a plus for the industry, contributing positively to visitor growth in recent seasons by increasingly turning snowsports into a three-generation activity. Stated another way, the historic growth of visitors aged 45 and over has been a function of the movement of the large Baby Boomer cohort into older ages, combined with their retention (to a significant but inevitably declining degree) in snowsports. The success enjoyed by the industry over the past decade is in significant part due to favorable demographic circumstances, as the Baby Boomers remain an important (if gradually eroding) presence, while persons young enough to be their children and grandchildren also take up skiing and riding, thus causing an overall broadening of the age profile of the participant base.

However, it is increasingly likely that the industry is approaching the point where this pattern will stabilize and possibly reverse course, as the Baby Boomers (as well as older cohorts) – with whom the sport of skiing came of age – continue to get older and drop out in increasing numbers. The Boomers will increasingly need to be replaced with new participants to ensure the long-term health and future growth of the industry. This dynamic is the primary rationale for the "Model for Growth" efforts that have been spearheaded by NSAA in recent years, with an emphasis on attracting newcomers to snowsports, and "converting" beginners into committed, ongoing participants. The current period is an opportune time for doing so, given the large absolute size of younger generations (in prime ages for introduction to snowsports); the high rates of participation among parents who ski, who can pass along a passion for snowsports to their children; and the limited time available before the Boomers drop out in increasing numbers.

Other notable (and frequently related) patterns observed in the results this season include the following:

- **Snowboarding:** Snowboarding participation has gradually declined in proportionate terms over the past three to four seasons, following its rapid growth phase in the 1990s, slower growth in the earlier 2000s, and plateauing in the later 2000s. Notably, snowboarding penetration has trended down over the past five or more seasons among children, teens and adults aged 34 and under, and has plateaued among visitors aged 35 and older. If these recent trends continue, overall snowboarding participation could continue to decline in the years ahead. However, snowboarding still continues to have a high percentage of first-year

participants (14 percent) relative to skiing (5 percent), which speaks to its relative attractiveness to younger participants and its significance as a gateway to snowsports for many newcomers, as well as its potential for future growth.

- Equipment type dynamics: Several new questions were added to the NSAA Demographic survey this season regarding equipment type dynamics. Among the findings of interest are the following:
 - Crossover participation this season: Two-thirds (66 percent) of snowsports participants indicated they would only ski this season, 21 percent indicated they would only snowboard, and 13 percent said they would participate in both sports. Crossover participation by snowboarders is significantly higher than crossover participation by alpine skiers: specifically, 22 percent of persons on snowboards when interviewed said they would also participate in skiing this season, while just 9 percent of skiers said they would participate in snowboarding.
 - Type of equipment on which first tried snowsports: Most visitors first tried downhill snowsports on skis (82 percent), while 17 percent began on snowboards, and 1 percent began on other equipment. Fully 98 percent of persons on alpine equipment when interviewed said they first tried snowsports via alpine skis, implying very little migration from snowboarding to downhill skiing. By contrast, only 56 percent of persons on snowboards when interviewed were first introduced to snowsports via snowboarding, while fully 43 percent were first introduced via alpine skiing – implying significant migration from downhill skiing to snowboarding. By the same token, most participants remain loyal to the equipment by which they were first introduced to snowsports, as 90 percent of those who were first introduced to snowsports via alpine skiing planned to ski this season, and 92 percent of those who were first introduced to snowsports via snowboarding planned to snowboard this season.
 - Presence of skiers and riders in travel party: This season, 34 percent of travel parties included both skiers and riders, while 51 percent consisted of skiers only and 14 percent consisted of snowboarders only. Snowboarders were more likely to be in mixed skier/snowboarder parties (50 percent) than were skiers (27 percent in mixed parties), in part reflecting the lower share of participants who are boarders.
 - Combined, the results above highlight that there is a significant degree of cross-fertilization between skiing and snowboarding, with snowboarders in particular often having prior experience with skiing or participating in snowsports with skiers. Alpine skiers, the larger segment of the two, are somewhat less likely to have direct personal experience with snowboarding in these ways. It is clear, however, that there is a significant level of interplay between the two sports which is likely shaping their respective evolutionary paths over time.
- Household/family status: Related to the aging of the participant base, the proportion of visitors living in households with children at home continues to trend up strongly, while the proportion of singles trends down. The growth in family participation is an important opportunity for the industry for many reasons, including 1) the opportunity to introduce more children to snowsports, which is critical to the long-term health of the industry; and 2) the immediate economic benefits associated with family visitors, including families' comparatively high per capita daily spending, lesson participation, and rental usage.
- Party composition: Related to the proportionate decline in singles and young adults, the proportion of skiers/snowboarders visiting with friends has trended down over the past six seasons. By contrast, the proportion of skiers/snowboarders visiting with their spouse/significant other, children, and/or other family members has been relatively stable.
- Ability: Also related to the aging of the participant base, ability levels have increased significantly over time, with advanced/expert participants surpassing intermediates as the largest ability group for the fourth consecutive season. While aging patterns have contributed to this trend, the shift to increased ability levels also appears to be driven by a combination of increasing years of experience in snowsports, growth in

season pass usage as a share of total visits and associated encouragement of more avid participants, and an increased share of visitation attributable to regions of the country with more skilled participants (e.g. proportionately increased visits by residents of the Mountain states and foreign countries, vs. proportionately fewer visits by residents the South).

- Years of participation in skiing and snowboarding: Also related to the aging trend, alpine skiers' and snowboarders' years of experience in their respective sports have both increased over the past decade. More recently, in the past five seasons, experience levels have continued to increase for snowboarders, but appear to have plateaued for alpine skiers.
- Season pass and ticket type usage: Season pass usage has trended up strongly over the past decade, a pattern corroborated by the Kottke study, potentially contributing to increased ability levels of participants. Additionally, in a new finding this season, single-day tickets were the most prevalent ticket type used (40 percent), followed by season passes (30 percent), multi-day tickets (20 percent), and half day/hourly/night tickets (3 percent).
- Race/ethnicity: Minorities are still significantly underrepresented in skiing/snowboarding (13.0 percent of visits this season) relative to their share of the U.S. population (36.6 percent, per 2011 Census estimates). The overall racial/ethnic mix of visitors has remained largely stable over time, taking into account the margin of error in the survey results, at 86 – 89 percent non-Hispanic white and 11 – 14 percent minority. Encouragingly, minority participation in snowsports is strongest in the 10 – 35 age cohort, which suggests opportunities for longer-term growth if existing minority participants can be retained while new minority participants are attracted to snowsports.
- Helmet usage: Helmet usage continued to grow strongly (increasing to 66.8 percent this season from 60.8 percent last season), with children and seniors continuing to exhibit the greatest usage, as well as advanced participants.
- Snowsports trial: A variety of measures point to flat or slowing rates of trial of snowsports. These include: a declining share of visitors stating that they are participating in snowsports for their first season; a slightly declining share of respondents who self-identify as being of first-time or beginner ability; relatively flat participation by children and teens in recent seasons; relatively stable participation rates by minorities (notwithstanding proportionate growth in the underlying minority population); and relatively stable lesson participation rates.
- Household income: Household income has been trending up over the past five seasons, with increases in visitors earning \$100,000+ (rising from 45 percent in 2006/07 to 55 percent in 2011/12), and decreases in visitors earning <\$50,000 (dropping from 30 percent to 21 percent over the same period). Snowsports continue to skew significantly more affluent (with 55 percent making \$100,000+) than the general U.S. population (20 percent \$100,000+).
- Geographic origin: By place of residence, visitation was down this season for residents of almost all regions of the country, as measured by Census Division. The sole exception was the West South Central division (up 0.1 percent), likely boosted by the comparatively favorable snow conditions and strong performance of resorts in the southern Rockies this year. Visits from all eight other divisions were down by margins of 14.6 percent to 20.8 percent. Visitation from foreign countries and U.S. overseas markets were also estimated to be down, but by a somewhat smaller margin (-9.6 percent).
- In-region vs. out-of-region visitation: Geographic analysis also indicates that out-of-region visitation was more resilient than in-region visitation this season. Out-of-region visitation, typically associated with overnight trips of significant distance and longer stays, tends to be less immediately snow sensitive than in-region skiing/snowboarding (typically associated with day trips or close-by overnight trips). Given the relatively adverse snow and weather conditions across most of the country this season, it is not surprising that in-region visitation was impacted to a greater degree than out-of-region visitation.

- Overnight vs. day visitation: The proportion of visits attributable to overnight visitors has edged up slightly the past two seasons, rising to 53.3 percent in 2011/12 from 51.9 percent in 2009/10. The slight uptick in overnight visitation the past two seasons was generally corroborated by the Kottke Survey results, which found that overnight visitation rose from 45.6 percent in 2009/10 to 48.3 percent this season. This is consistent with the shift to greater out of region visitation noted previously, as well as slow ongoing recovery from the recession.
- Accommodations type: The proportion of overnight visitors staying in paid accommodations has been elevated over the past two seasons (66.3 - 66.5 percent) from the prior three seasons (63.2 – 64.9 percent). These results are likely a positive indication of a rebound in consumer willingness to make discretionary purchases as the country recovers from the recession.
- Method of travel to resort by overnight visitors: The share of overnight visitors flying to the resort jumped to 41.1 percent from 34.5 percent last season, likely reflecting comparatively greater resilience of long-haul destination ski trips this season relative to regional overnight trips.
- Length of trip: Among overnight guests, the average length of stay jumped to 4.7 nights this season from 4.4 nights last season, again reflecting a greater proportion of long-haul destination trips this past season. Similarly, respondents on overnight trips said they planned to ski/snowboard an average of 3.9 days during their trip, up from 3.6 days last season.
- Spending: Average per capita daily visitor spending on ski trip items other than lodging and transportation decreased slightly to \$100 from \$104 last season. These slight decreases may have represented a shift to somewhat more conservative spending patterns, perhaps due to the continued slow economic recovery, or other factors (such as growth in season pass usage).
- Guest satisfaction ratings: Average ratings were mixed this year relative to last year. On a 10-point satisfaction scale, average ratings edged up by 0.1 point for overall employee service, overall rental experience, and overall food and beverage. By contrast, average ratings dipped by 0.3 point for overall lesson experience, 0.2 point for quality of grooming, and 0.1 point for overall skiing/boarding experience, variety/number of trails, and overall value for the price paid. It is likely that some of the declines this year were attributable to the unusually low snowfall and unfavorable weather conditions (in contrast to the generally abundant snowfall in 2010/11). Snow conditions typically impact visitors' evaluation of many aspects of their snowsports experience, contributing to broadly stronger ratings when snow conditions are good and poorer ratings when snow conditions are subpar.

While the above results indicate numerous short- and long-term shifts in the visitor profile (in many cases due to related underlying factors), a variety of other demographic and skiographic measures show continued stability. As mentioned above, notwithstanding ongoing growth in the ethnic/racial minority population in the US, the proportion of skiers/riders from minority groups continues to hold roughly flat. Additionally, general stability is observed with regards to gender, incidence of previous resort visitation, and use of rental equipment, among other measures, suggesting that these variables have not been undergoing fundamental change to an appreciable degree.

Altogether, to return to the major long-term themes highlighted previously, the results generally indicate a continued evolution to an older, more skilled visitor base over time, in part catalyzed by underlying population aging trends and growth in season pass usage. These related trends have likely contributed to the strong performance that resorts have achieved over the past decade (albeit interrupted by the unusually poor snow this season). However, as the important Baby Boomer segment drops out in inexorably increasing numbers, it is important to recognize that these dynamics may not always remain so favorable. Indeed, the key thrusts of NSAA's Model for Growth remain critical, including trial (introducing new participants), conversion (converting newcomers into active, ongoing participants), and retention (particularly of older participants and segments prone to drop out).

THE SURVEY QUESTIONNAIRE

As in past seasons, the 2011/12 National Demographic Survey tracked a variety of demographic, “skiographic,” and trip characteristics of visiting skiers and snowboarders, allowing trends to be monitored over time. The survey was kept largely the same in 2011/12 as in 2010/11 to facilitate historical comparisons, while several questions were added or modified. Following is a list of the questions included on this year’s survey (new questions shown in italics).

Survey Administration

- Today’s date
- Survey location (lodge/restaurant vs. lift/lift line)
- Person completing survey (respondent vs. staff member)

Demographics

- Age
- Marital/family status
- Gender
- Race/ethnicity and Hispanic origin (*note: beginning in 2011/12, race and Hispanic origin were asked as separate questions*)
- Household income
- Travel party composition
- US zip code (or country of origin, if international)
- Canadian postal code

“Skiographics”

- Equipment type
- Ability
- Years of participation in skiing
- Years of participation in snowboarding
- *Annual days of participation in downhill skiing this season (resurrected question; last asked in 2005/06)*
- *Annual days of participation in snowboarding this season (resurrected question; last asked in 2005/06)*
- Annual days of participation in skiing/snowboarding at this resort this season
- Number of days skied/snowboarded last season (2010/11)
- *Number of people in your immediate party downhill skiing today*
- *Number of people in your immediate party snowboarding today*
- Number of children 12 or younger in your immediate party
- Number of children 13 – 17 in your immediate party
- Previous visitation of this ski area in the past five winters (*note: in 2010/11 & prior, question was “number of previous winter trips to this ski area in the past five years”*)
- Previous visitation of this ski area in the past five summers
- Helmet usage today
- Dropout from skiing/snowboarding in the past five seasons
- *Type of lift ticket/pass using today*
- *Purchase of ticket/pass prior to arrival at ski area this trip*
- *Type of equipment on which you first tried snowsports*

Trip Characteristics

- Day/overnight trip today
- (If overnight trip) Number of nights staying in the area
- (If overnight trip) Number of days you will ski/board on this trip

- (If overnight trip) Accommodations type
- (If overnight trip) Fly as part of trip here?
- Use of rentals today
- Participation in a lesson today
- Amount spending on self this ski trip today (excluding lodging and transportation)

Satisfaction Ratings

- Likelihood of recommending this resort to a friend or colleague
- Likelihood of recommending this sport to a friend or colleague
- *Likelihood of recommending taking a lesson at this resort to a friend or colleague*
- *Likelihood of return to this resort next season*
- Satisfaction with various aspects of the resort experience:
 - Quality of grooming
 - Friendliness of lift operators
 - Overall value for the price paid
 - Overall food and beverage
 - Overall skiing/snowboarding experience
 - Overall employee service
 - Level of crowding on trails
 - Variety/number of trails
 - Overall rental experience
 - Overall lesson experience

DEMOGRAPHICS

- **AGE.** The trend toward an older skier/snowboarder participant base persisted again this season. The average age of survey respondents rose to 37.4 this season, up from 37.1 last season and 33.2 in 1997/98. The long-term aging pattern has primarily been due to gains in the proportion of visitors aged 45 and over, and declines in the proportion of visitors in most other age groups. Specifically, since 1997/98, the proportion of visitors aged 45 – 54 has increased from 14.0 percent to 20.0 percent; the proportion of visitors aged 55 - 64 has increased from 4.6 percent to 10.9 percent; and the proportion of visitors aged 65+ has risen from 2.4 percent to 4.7 percent. Clearly, the loyalty and staying power of older participants has been a plus for the industry. By contrast, since 1997/98, the proportion of visitors aged 35 – 44 has edged down from 23.6 percent to 20.1 percent, the proportion aged 25 – 34 has dropped from 24.8 percent to 18.3 percent, and the proportion aged 24 and under has declined from 30.6 percent to 26.0 percent. Most of these trends were also observed on a year-over-year basis in 2011/12 relative to 2010/11, including ongoing gains in the 55- 64 and 65+ segments, and decreases in the 18 – 24, 25 – 34, and 35 – 44 age groups.

It should be noted that the proportion of visitors who are young children is understated in these results, due to the greater ease and resort and/or interviewer preference for surveying adults. Based on results of this winter's Kottke survey, children aged 12 and under account for 14.1 percent of total national skier/snowboarder visits (vs. 3.6 percent as indicated by the Demographic survey), while teens aged 13 – 17 account for 14.7 percent of visitors (vs. 9.2 percent as indicated by the Demographic survey). To the extent that resorts have been conducting surveys consistently each season, however, the Demographic survey age results should be a reasonable indicator of trends over time.

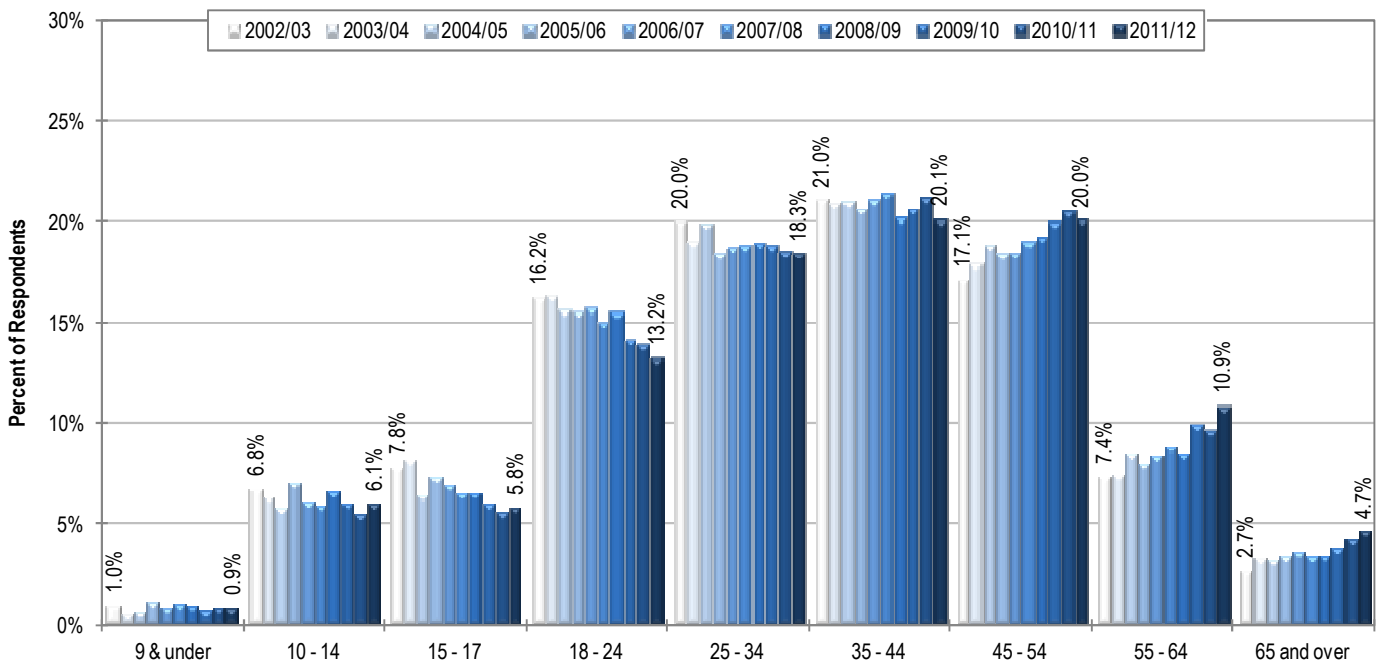
The results very clearly indicate that the recent success enjoyed by the industry (notwithstanding the snow-driven challenges in 2011/12) is in significant part due to the retention of older participants in snowsports, as aided favorable demographic circumstances. Snowsports have increasingly become a three-generation

phenomenon, as the large Baby Boom generation continues to participate in significant numbers, while persons young enough to be their children and grandchildren also take up skiing and riding, thus causing an overall broadening of the age profile of the participant base.

However, insofar as the disproportionate growth and retention of older participants has contributed positively to the industry’s growth in recent seasons, it is increasingly likely that the industry is approaching the point where this pattern will stabilize and possibly reverse course, as the Baby Boomers drop out in increasing numbers. Stated another way, the historic growth of visitors aged 45+ has been a reflection of the movement of the large Baby Boomer cohort into older ages, combined with their retention in snowsports. However, as time marches inexorably on, the Boomers (as well as older cohorts) – with whom the sport of skiing came of age – are dropping out of skiing in greater numbers, and will increasingly need to be replaced with new participants to ensure the long-term health and future growth of the industry. This dynamic is the primary rationale for the “Model for Growth” efforts that have been spearheaded by NSAA in recent years, with the emphasis on attracting newcomers to snowsports, and “converting” beginners into committed, ongoing participants.

Age differences across different regions of the country are dramatic, underscoring the unique nature of skiing and snowboarding in different regions and/or at different resorts. Based on the NSAA Demographic survey results (which, as noted previously, generally underrepresent children), the Midwest has the youngest visitor base (median age 25), followed by the Southeast (29), Pacific Southwest (34), Pacific Northwest (37), Rocky Mountains (39) and Northeast (42). As measured by lift capacity, smaller resorts under 4,500 vertical transportation feet per hour (VTF/H, in 000s) tend to have the youngest visitors (median age 29), increasing to a median age of 40 at resorts with 17,000+ vtfh.

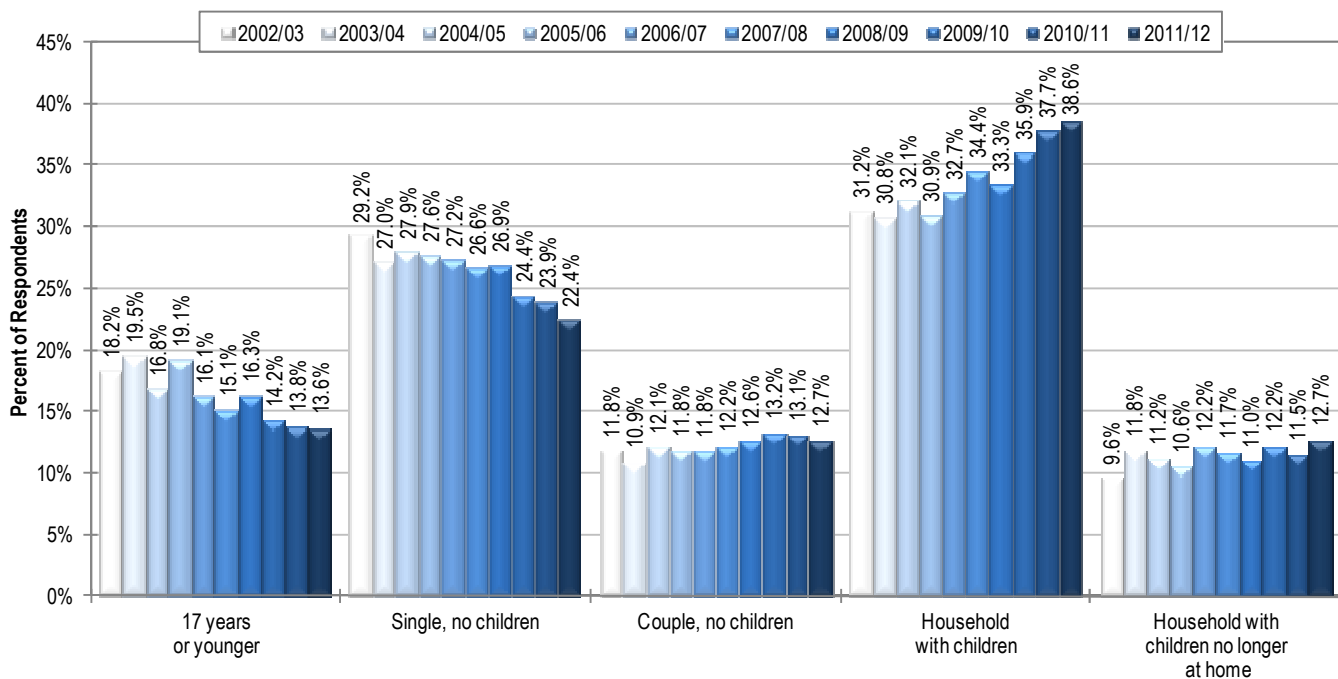
FIGURE 2
Percent of Skier/Snowboarder Visits by Age:
NSAA Demographic Survey Results, 2002/03 – 2011/12



- MARITAL / FAMILY STATUS.** Nationally, based on the 2011/12 Demographic Survey results, 52.2 percent of skiers and snowboarders are part of a family with children at home (including parents with kids, 38.6 percent, and kids aged 17 and under, 13.6 percent). The second largest segment is singles without children, representing 22.4 percent of snowsports participants. The remainder is split equally between couples without children (12.7 percent) and empty nesters (12.7 percent) (Figure 3 below).

The proportion of visitors in households with children at home continued to trend upward this season, rising from 31.2 percent to 38.6 percent of participants over the past decade. Conversely, the proportion of singles has trended down (from 29.2 percent to 22.4 percent over the same period). Both of these trends are consistent with the aging of the participant base noted previously. Children aged 17 and under have declined steadily from a high of 19.5 percent in 2003/04 to a low of 13.6 percent this season, a surprising pattern given the ongoing increase in parents with children at home (although note these trends are subject to resort variability in surveying children, and other data – such as presence of children in party, and child/teen pass sales and resort operator estimates of youth visitation from the Kottke survey – point to more stable youth participation over the past four seasons). Couples without children and empty nesters have both exhibited relatively stable patterns in recent years, fluctuating within narrow ranges.

FIGURE 3
Marital/Family Status, 2002/03 – 2011/12



Consistent with their differing age profiles, the NSAA regions exhibit significant differences in the household/family status profiles of their visitors. The Midwest has the most distinctive profile, with almost three times the percentage of children 17 years and under (37 percent) as the national average (14 percent). Together with households with children at home (31 percent), parents and children account for 68 percent of visitors in the Midwest region. The Southeast also has a higher than average share of children aged 17 and under (20 percent vs. 14 percent nationally), as does the Pacific Northwest (20 percent). By contrast, the Pacific Southwest attracts a comparatively high proportion of singles without children (32 percent, vs. 22 percent national average) and couples without kids (17 percent vs. 13 percent nationally), in part reflecting its comparatively high share of young adult participants aged 18 – 34 (44 percent vs. 32 percent nationally). The Northeast region has a relatively high

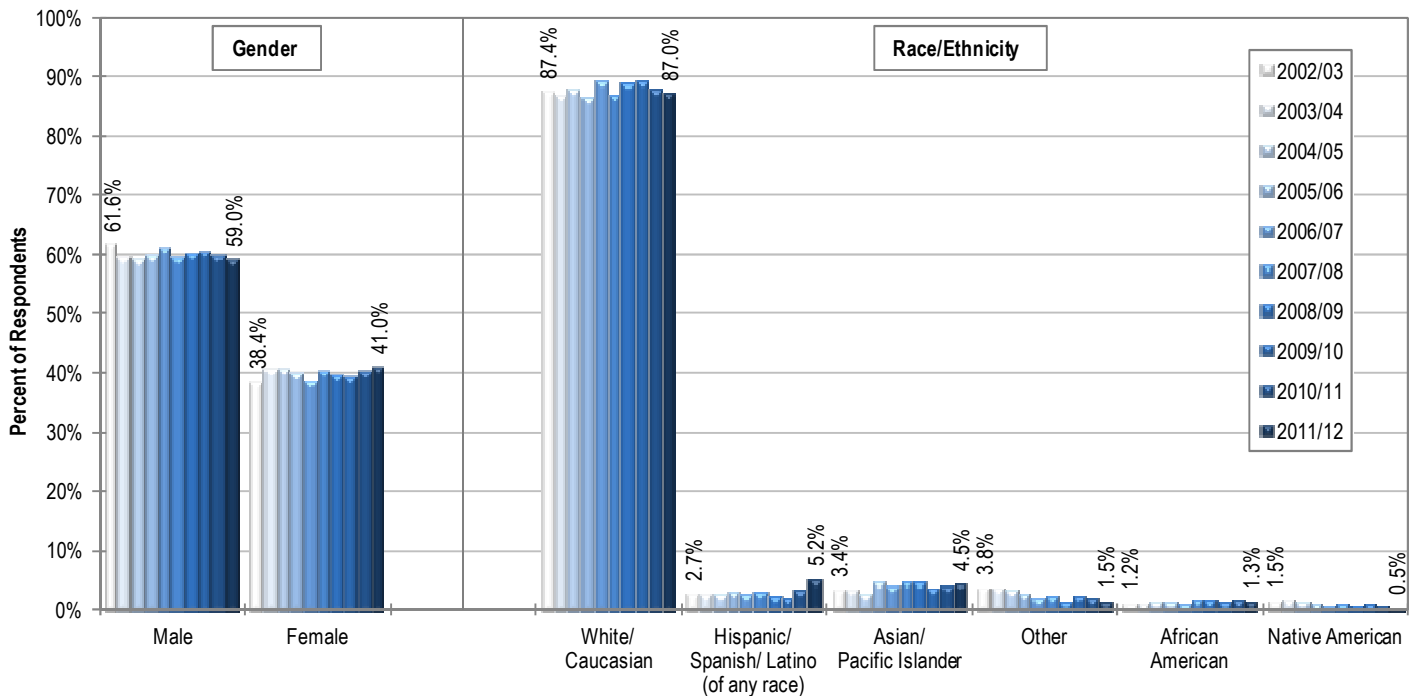
proportion of parents with children at home (45 percent, vs. 39 percent nationally), and the Rockies have a comparatively high proportion of empty nesters (19 percent, vs. 13 percent nationally).

Family status also varies significantly by size of resort. The proportion of visitors who are kids aged 17 and under decreases from 31 percent at the smallest resorts (<4,500 VTF/H) to 7 percent of visitors at the largest resorts (17,000+ VTF/H). Conversely, the proportion of the following groups increases from the smallest resorts to the largest: couples without children (8 percent to 14 percent), empty nesters (8 percent to 16 percent), and singles without children (18 percent to 25 percent). The proportion of visitors who are parents with children at home varies across the different resort size groupings with no clear trend (35 - 43 percent).

- GENDER.** The male/female split remained within historical ranges this season at 59.0 percent male/41.0 percent female, similar to the 59-62 percent male/38-41 percent female mix the prior nine seasons (Figure 4 below). The male/female ratio varies somewhat across the six NSAA regions, ranging from 54/46 in the Northeast to 62/38 in the Rocky Mountains.

While females have been persistently underrepresented in the overall participant base, they are comparatively well-represented in a few niches, particularly the lower-ability, less frequent visitors, as well as family visitors, children aged 13 and under, and couple/family households. The data suggests that the industry is fairly effective in inducing first-time trial of snowsports among females, but it is less effective in converting females than males into accomplished, frequent participants, and in retaining female participation and reducing dropout over time. By age, female participation drops off in the teen years through the mid-thirties, as well as after the mid 40s suggesting an opportunity for the industry to better meet the interests and circumstances of girls and women in these age groups.

FIGURE 4
Gender and Race / Ethnicity, 2002/03 – 2011/12



- RACE / ETHNICITY.** Consistent with historic patterns, most skiers and snowboarders surveyed this season were non-Hispanic whites (87.0 percent; Figure 4 above). An additional 5.2 percent of participants were

Hispanic/Spanish/Latino,¹ 4.5 percent were Asian/Pacific Islander, 1.3 percent were African American, 0.5 percent were Native American, and 1.5 percent reported another/mixed race/ethnicity. The overall racial/ethnic mix of visitors has remained largely stable over time, taking into account the margin of error in the survey results, at 86 – 89 percent non-Hispanic white and 11 – 14 percent minority.

There is significant variability in ethnicity by region. The Pacific Southwest had the greatest diversity this season (26 percent racial/ethnic minority), followed by the Southeast (19 percent), Pacific Northwest (15 percent), Rocky Mountains (10 percent), Midwest (9 percent), and Northeast (8 percent). The Pacific Southwest had the highest concentration of visitors of Asian origin (12.1 percent of visitors this season), followed by the Southeast (7.8 percent) and Pacific Northwest (4.5 percent). The Pacific Southwest also had the highest proportion of Hispanics (8.9 percent), followed by the Rocky Mountains (5.6 percent), Pacific Northwest (4.5 percent), and Southeast (4.3 percent). The Southeast had the highest concentration of African Americans (3.8 percent), followed by the Pacific Southwest (1.6 percent) and Midwest (1.5 percent).

Ethnic/racial minority groups remain an important potential growth opportunity for the industry. Minorities are still significantly underrepresented in skiing/snowboarding (13.0 percent of visits this season) relative to their share of the U.S. population (36.6 percent in 2011, per U.S. Census estimates). Moreover, the proportion of minorities in the U.S. population is projected to increase significantly in the future, and minority representation tends to be highest in younger population groups. Encouragingly, minority participation in snowsports is strongest in the 10 – 35 age cohort, which suggests opportunities for longer-term growth if existing minority participants can be retained while new minority participants are attracted to snowsports.

- **HOUSEHOLD INCOME.** The skier/snowboarder population has a broad income distribution, although it skews significantly more affluent than the general US population. A total of 21 percent of skiers/riders in 2011/12 reported a household income of under \$50,000 (as compared to 50 percent of total US households in 2010, per the US Census American Community Survey); 24 percent of participants had incomes of \$50,000 - \$99,999 (vs. 30 percent of US households); 32 percent of participants had incomes of \$100,000 - \$199,999 (vs. 16 percent of US households); and 22 percent of participants had incomes of \$200,000+ (vs. 4 percent of US households). Skiers/snowboarders are thus overrepresented in the \$100,000+ income brackets, and are underrepresented in the <\$50,000 income bracket (and, to a moderate degree, in the \$50,000 - \$99,999 bracket as well).

As illustrated in Figure 5 to follow, incomes have increased significantly over the past six seasons, with gains in visitors earning \$200,000+ (rising from 16.6 percent to 22.3 percent since 2006/07) and \$100,000 - \$199,999 (rising from 28.6 percent to 32.3 percent), and a decrease in visitors earning <\$50,000 (falling from 30.0 percent to 21.2 percent over the same period). The proportion of visitors earning \$50,000 - \$99,999 has held relatively steady.

Household income is highly correlated with numerous demographic, skiographic, and trip characteristics. As might be expected, the most affluent skiers/riders skew older (particularly 35 – 64, although dropping off at 65+), with many residing in family or empty nester households (likely implying many are dual income households). Additionally, higher income households exhibit a greater-than-average tendency to ski with their children and significant other, to use alpine skiing equipment, to take overnight ski trips, and on those overnight trips, to stay longer, be more likely to stay in their own second home, and to fly to the area.

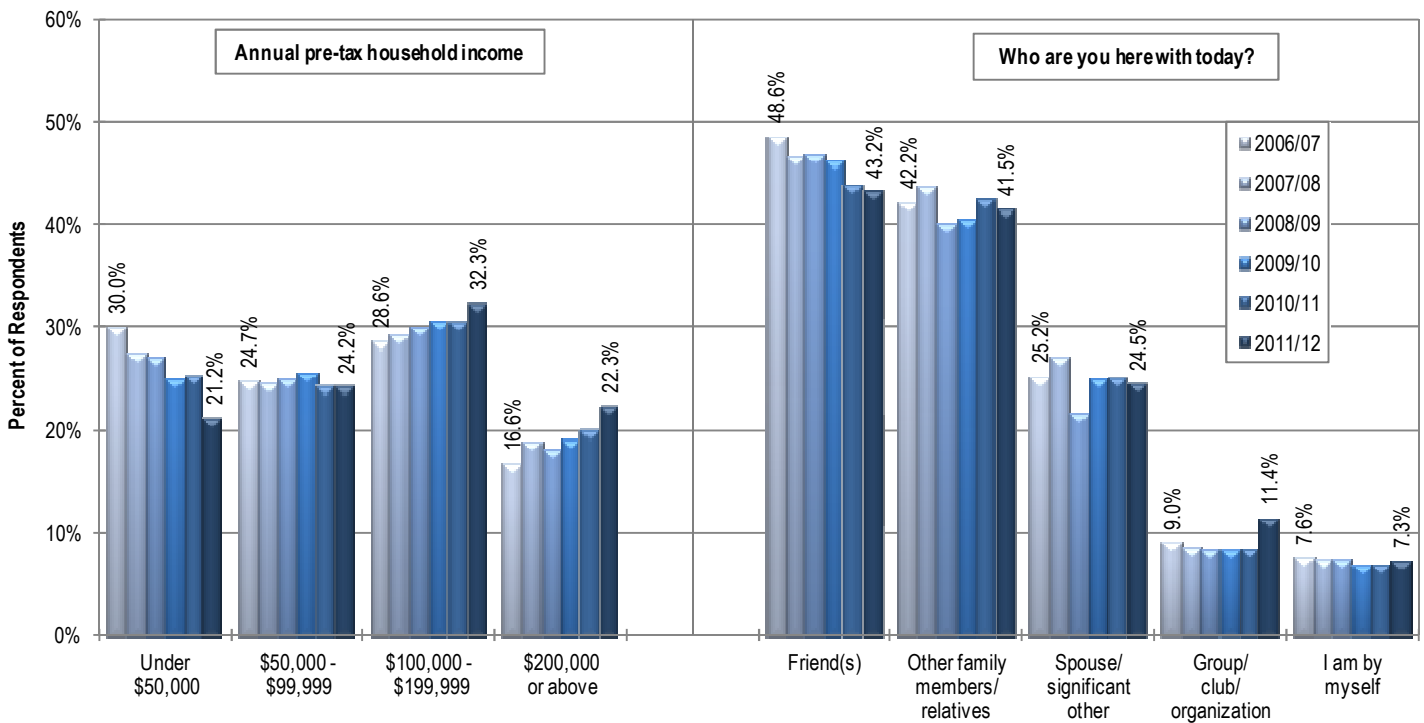
¹ Note that the survey form was changed this season to probe race and Hispanic origin in two separate questions. (In 2010/11 and before, the questionnaire had a single combined race/Hispanic origin question, with “Hispanic/Spanish/Latino” as a response option.) The change in the question structure likely contributed to the increased proportion of respondents identifying themselves as Hispanic in 2011/12 (5.2 percent) than in the prior nine seasons (2.2 - 3.5 percent).

At the opposite end of the spectrum, lower income skiers tend to be significantly younger (especially 18 – 34), predominantly single, and are likely to take their ski trips with friends, snowboard, be at beginner level, and take day ski trips (rather than overnight trips).

Resorts in the Rocky Mountains, Northeast, and Pacific Southwest tend to have the most affluent visitors, with 57-58 percent earning \$100,000+ in each region, followed by resorts in the Pacific Northwest (48 percent), Southeast (45 percent), and Midwest (38 percent).

- PARTY COMPOSITION.** As illustrated in Figure 5 below, roughly 43 percent of skiers/riders this season visited the slopes with friends, while 25 percent were with their spouse/significant other, 42 percent were with other family members, 11 percent were with a group/club/organization, and 7 percent were alone. The proportion of respondents visiting with friends has been trending down over the past six seasons, in a pattern consistent with the decrease in the proportion of singles, young adults and children. By contrast, the proportion of visitors coming with their spouse/significant other, other family members, group/club, or alone have generally held comparatively steady.

FIGURE 5
Annual Pre-Tax Household Income and Party Composition
2006/07 thru 2011/12

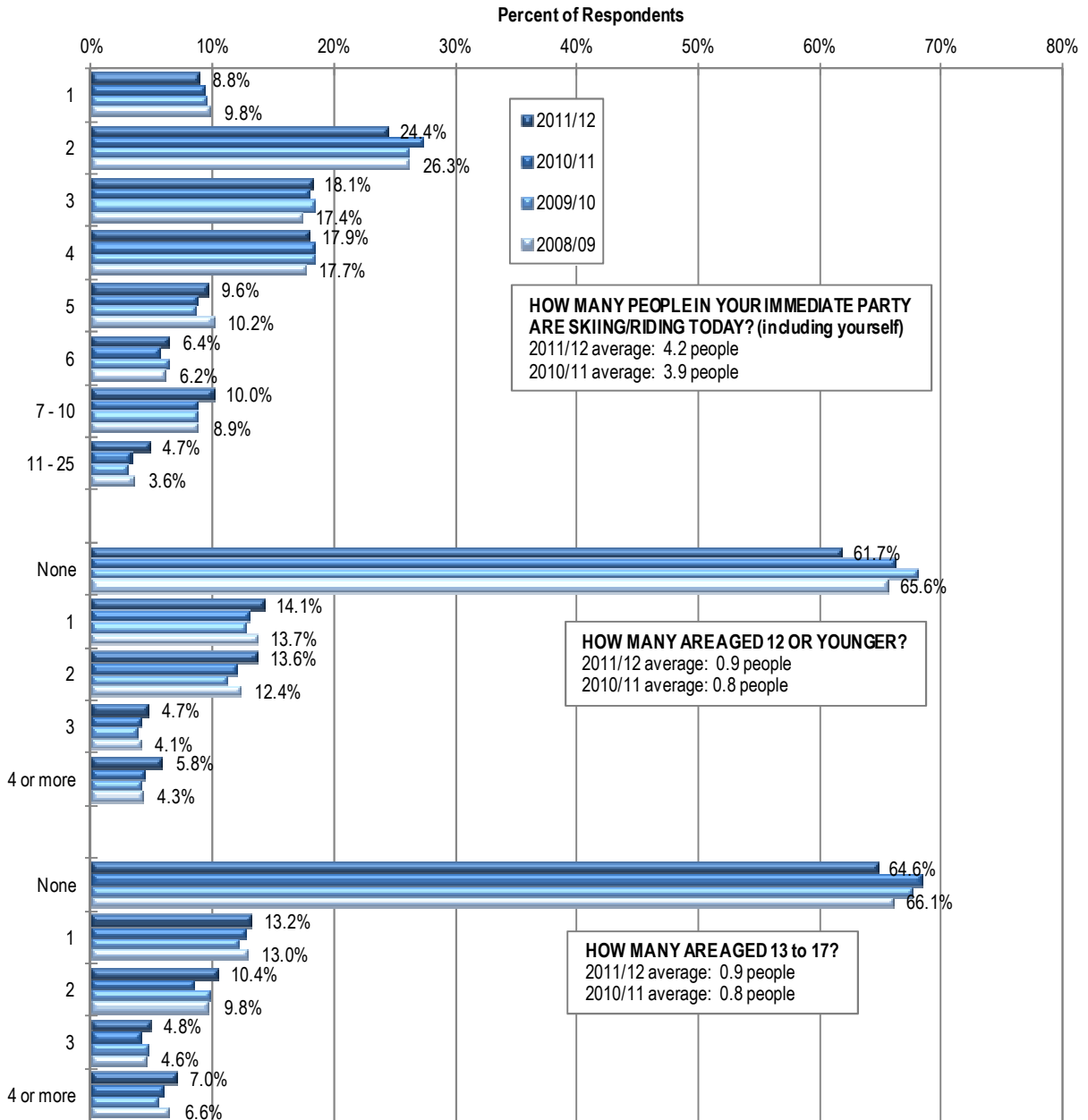


- NUMBER IN PARTY SKIING/RIDING TODAY (INCLUDING KIDS DETAIL).** Excluding parties of 25 or more and persons skiing/riding with a group/club/organization, the average party size this season was 4.2 skiers/riders, up slightly from 3.9 – 4.0 persons the prior three seasons. The largest share of respondents were skiing/riding in a party of two to four people (60 percent), while 31 percent were in a party of five or more, and 9 percent were skiing/riding alone (see Figure 6 to follow for full detail).

In additional findings, 38 percent of respondents had at least one child aged 12 or under in their party, up from 32 – 34 percent the prior three seasons. Additionally, 35 percent of respondents had at least one teenager aged

13 – 17 in their group, up slightly from to 32 – 34 percent the prior three seasons. Altogether, children aged 12 and under comprised 21 percent of party members, up from 18-19 percent the prior three seasons, and teens aged 13 – 17 comprised 22 percent of party members (similar to 21-22 percent the prior three seasons), an indication that kids' and teens' participation rates were likely at least stable and possibly up this season.

FIGURE 6
Number in Party Skiing/Riding Today (Including Kids Detail): 2008/09 – 2011/12
Respondents skiing/riding with a group/club/organization excluded; Cap 25 people



GEOGRAPHIC ORIGIN

Detailed Geographic Origin by NSAA Resort Region: 2011/12

The geographic origin of skiers/snowboarders varies significantly by NSAA resort region, as described below and illustrated in Table 1 on the following page. Results are based on “enhanced” 2011/12 data, i.e. the 2011/12 results, plus geographic data from resorts which participated in prior years of the study but not in 2011/12 (as described in the introduction). The geographic coverage nationally and in most regions is excellent, although coverage in the Midwest lags significantly behind the other regions, and should be evaluated with caution.

- ***Northeastern Resorts:*** This past season, Northeastern resorts, defined using NSAA definitions, drew most of their visitation from the Northeastern Census Region (87.0 percent), which encompasses the region from Pennsylvania through Maine. This further breaks down into 49.9 percent from the New England Census Division (Connecticut through Maine) and 37.1 percent from the Middle Atlantic Census Division (New York/New Jersey/Pennsylvania). An additional 7.4 percent of visitation at Northeastern resorts was drawn from foreign countries and U.S. territories/overseas armed forces, 2.7 percent was from the Midwest, 2.3 percent was from the South, and 0.7 percent was from the West. (States included in each Census Region and Division are shown in Table 1.)
- ***Southeastern Resorts:*** Southeastern resorts drew their visitation predominantly from the Middle Atlantic (48.7 percent) and the South Atlantic (43.0 percent) Census Divisions, with the remaining 8.4 percent drawn from a mix of other regions, primarily from other states in the South (3.8 percent), Midwest (2.6 percent), and from foreign countries and U.S. territories/overseas armed forces (1.1 percent).
- ***Midwestern Resorts:*** Midwestern resorts drew their visitation predominantly from the Midwestern Census Region (94.7 percent), including 65.7 percent from the East North Central Division and 29.0 percent from the West North Central Division. An additional 3.1 percent came from the South, with the remaining 2.2 percent drawn from elsewhere.
- ***Rocky Mountain Resorts:*** Resorts in the Rocky Mountain region have the most diverse geographic draw. The largest share of visitors this season came from the Mountain Census Division (43.4 percent). An additional 20.5 percent came from the South, followed by the Midwest (11.6 percent), Northeast (9.7 percent), the Pacific Division (6.8 percent), and foreign countries/US overseas (8.0 percent).
- ***Pacific Southwest Resorts:*** Pacific Southwest resorts drew most of their visitation from the Pacific Division (80.1 percent). An additional 8.0 percent came from the Mountain Division, 4.3 percent came from the South, 3.9 percent came from foreign countries and U.S. overseas, 1.9 percent came from the Northeast, and 1.9 percent came from the Midwest.
- ***Pacific Northwest Resorts:*** Pacific Northwest resorts also drew most of their visitation from the Pacific Division (93.1 percent). An additional 2.6 percent came from foreign countries and U.S. overseas, and the remaining 4.3 percent came from elsewhere in the U.S.

TABLE 1
Geographic Origin of Skiers/Snowboarders by NSAA Resort Region
2011/12 “Enhanced” Data
Cells Greater than 20 Percent are Highlighted

<i>Place of Residence (U.S. Census Region & Division)</i>	<i>RESORT LOCATION (NSAA REGION)*</i>							<i>Percent of US Pop'n (2011)</i>
	<i>All Resorts</i>	<i>Northeast Resorts</i>	<i>Southeast Resorts</i>	<i>Midwest Resorts</i>	<i>Rocky Mtn Resorts</i>	<i>Pac SW Resorts</i>	<i>Pac NW Resorts</i>	
Northeast Census Region								
New England Census Division (CT, ME, MA, NH, RI, VT)	12.2%	49.9%	0.4%	0.1%	3.5%	0.6%	0.3%	4.7%
Middle Atlantic Census Division (NJ, NY, PA)	14.8%	37.1%	48.7%	0.2%	6.2%	1.3%	0.6%	13.2%
<i>Subtotal</i>	<i>27.0%</i>	<i>87.0%</i>	<i>49.1%</i>	<i>0.3%</i>	<i>9.7%</i>	<i>1.9%</i>	<i>0.9%</i>	<i>17.9%</i>
Midwest Census Region								
East North Central (IL, IN, MI, OH, WI)	11.8%	2.6%	2.5%	65.7%	6.9%	1.4%	0.5%	14.9%
West North Central (IA, KS, MN, MO, NE, ND, SD)	5.5%	0.1%	0.1%	29.0%	4.7%	0.5%	0.4%	6.6%
<i>Subtotal</i>	<i>17.3%</i>	<i>2.7%</i>	<i>2.6%</i>	<i>94.7%</i>	<i>11.6%</i>	<i>1.9%</i>	<i>0.9%</i>	<i>21.7%</i>
South Census Region								
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	7.9%	2.1%	43.0%	0.7%	8.8%	2.1%	0.7%	19.4%
East South Central (AL, KY, MS, TN)	1.3%	0.1%	3.5%	2.0%	1.8%	0.7%	0.2%	6.0%
West South Central (AR, LA, OK, TX)	4.0%	0.1%	0.3%	0.4%	9.9%	1.5%	0.5%	11.9%
<i>Subtotal</i>	<i>13.2%</i>	<i>2.3%</i>	<i>46.8%</i>	<i>3.1%</i>	<i>20.5%</i>	<i>4.3%</i>	<i>1.3%</i>	<i>37.0%</i>
West Census Region								
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	17.4%	0.3%	0.1%	0.5%	43.4%	8.0%	1.2%	7.2%
Pacific (CA, OR, WA, AK, HI)	19.5%	0.4%	0.4%	0.2%	6.8%	80.1%	93.1%	16.2%
<i>Subtotal</i>	<i>36.9%</i>	<i>0.7%</i>	<i>0.4%</i>	<i>0.7%</i>	<i>50.1%</i>	<i>88.1%</i>	<i>94.3%</i>	<i>23.4%</i>
Overseas/International								
US overseas—armed forces, Samoa, VI, PR, etc.	0.1%	0.2%	0.1%	0.0%	0.1%	0.1%	0.2%	N/A
International	5.4%	7.1%	1.0%	1.1%	7.9%	3.8%	2.5%	N/A
<i>Subtotal</i>	<i>5.5%</i>	<i>7.4%</i>	<i>1.1%</i>	<i>1.1%</i>	<i>8.0%</i>	<i>3.9%</i>	<i>2.6%</i>	<i>N/A</i>
<i>Grand Total</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>	<i>100.0%</i>

*NSAA resort regions are defined as follows:
 Northeast: CT, MA, ME, NH, NY, VT, RI
 Southeast: AL, GA, KY, MD, NC, NJ, PA, TN, VA, WV
 Midwest: IA, IL, IN, MI, MN, MO, ND, NE, OH, SD, WI
 Rocky Mountain: CO, ID, MT, NM, UT, WY
 Pacific Southwest: AZ, CA, NV
 Pacific Northwest: AK, OR, WA

Geographic Origin by NSAA Resort Region: 2011/12 vs. 2010/11

Taking the geographic analysis a step further, it is illuminating to examine year-over-year shifts in geographic origin for resorts in each NSAA region, and thereby evaluate shifts in the performance of major geographical markets for each region. Table 2 to follow illustrates the geographic origin of visitors to each of the six NSAA regions in the 2011/12 and 2010/11 seasons, with a focus on the primary geographic source markets for resorts in each region. Key findings include the following:

- **Northeastern resorts:** Resorts in the NSAA Northeast region were down 20.6 percent in overall visits this season, and all major geographic markets were down significantly. The deepest losses were from the Middle Atlantic (-24.7 percent), followed by foreign countries (-22.1 percent), the South Atlantic (-20.2 percent), and the New England states (-17.3 percent), with the remainder of the U.S. down 18.5 percent.
- **Southeastern resorts:** Southeastern resorts experienced a 23.9 percent decrease in overall visitation. Visitation declined significantly from both major markets, i.e. the South Atlantic (-27.7 percent) and the Middle Atlantic (-20.2 percent). Visitation from other U.S. states and international markets also declined (-23.6 percent).
- **Midwestern resorts:** Midwestern resorts had an 18.3 percent decrease in overall visitation. Visitation decreased by similar proportions from the West North Central states (-18.6 percent) and East North Central states (-18.3 percent). Visitation also declined from other U.S. states and foreign countries (-16.4 percent).
- **Rocky Mountain resorts:** Rocky Mountain resorts experienced an overall 8.5 percent decrease in visitation from 2010/11, with variable results across source markets. Visitation edged up from the international and U.S. overseas market (up 3.5 percent) and the Northeast (up 0.9 percent). Visitation declined from other markets, including a slight decline from the South (-1.3 percent), and larger declines from the Midwest (-8.1 percent) and Pacific states (-12.6 percent). Visitation declined the most from the Rocky Mountain states (-14.5 percent), the region's "home" market, an indication that local area residents were most likely to cut back on their visitation to the area's resorts.
- **Pacific Southwest resorts:** Pacific Southwest resorts experienced an overall 25.2 percent decline in visitation, with decreases from all major markets. Visitation from the mostly regional Pacific (-25.1 percent) and Mountain (-16.6 percent) states declined. Losses were somewhat deeper from other U.S. states (-31.4 percent) and foreign countries (-30.1 percent).
- **Pacific Northwest resorts:** Pacific Northwest resorts experienced an overall 2.0 percent decrease in visitation. Visitation declined from the Pacific states (-2.7 percent), but grew from other U.S. states (4.0 percent) and foreign countries (21.3 percent).

TABLE 2
Geographic Origin of Skiers/Snowboarders by NSAA Resort Region
2011/12 vs. 2010/11 ("Enhanced" Data)

Trip Destination (NSAA Region)	Place of Residence (Census Division or Region)	Percent change		
		2011/12	2010/11	2011/12 vs. 2010/11
Northeast	New England (CT, ME, MA, NH, RI, VT)	5,502,986	6,653,346	-17.3%
	Middle Atlantic (NJ, NY, PA)	4,089,682	5,431,415	-24.7%
	South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	229,170	287,099	-20.2%
	Other U.S.	414,777	508,747	-18.5%
	International	784,142	1,006,281	-22.1%
	SUBTOTAL	11,020,756	13,886,888	-20.6%
Southeast	Middle Atlantic (NJ, NY, PA)	2,144,023	2,688,382	-20.2%
	South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	1,892,201	2,618,347	-27.7%
	Other U.S. / international	368,430	482,550	-23.6%
	SUBTOTAL	4,404,654	5,789,279	-23.9%
Midwest	East North Central (IL, IN, MI, OH, WI)	4,192,056	5,131,157	-18.3%
	West North Central (IA, KS, MN, MO, NE, ND, SD)	1,852,322	2,275,983	-18.6%
	Other U.S. / international	337,798	403,937	-16.4%
	SUBTOTAL	6,382,176	7,811,077	-18.3%
Rocky Mountains	Northeast Census Region	1,852,343	1,835,584	0.9%
	Midwest Census Region	2,225,106	2,421,209	-8.1%
	South Census Region	3,927,490	3,979,749	-1.3%
	Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	8,297,120	9,699,693	-14.5%
	Pacific (CA, OR, WA, AK, HI)	1,296,533	1,483,479	-12.6%
	International / US overseas	1,531,879	1,480,613	3.5%
	SUBTOTAL	19,130,471	20,900,328	-8.5%
Pacific Southwest	Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	485,390	581,881	-16.6%
	Pacific (CA, OR, WA, AK, HI)	4,861,090	6,486,500	-25.1%
	Other U.S.	490,366	714,591	-31.4%
	International	229,427	328,326	-30.1%
	SUBTOTAL	6,066,273	8,111,298	-25.2%
Pacific Northwest	Pacific (CA, OR, WA, AK, HI)	3,688,757	3,792,109	-2.7%
	Other U.S.	176,198	169,445	4.0%
	International	97,121	80,073	21.3%
	SUBTOTAL	3,962,077	4,041,627	-2.0%
TOTAL	GRAND TOTAL	50,966,407	60,540,496	-15.8%

Detailed Resort Destination by Place of Residence: 2011/12

For additional perspective on geographic origin, it is illuminating to examine where residents of different regions of the country skied this past winter. Stated another way, the analysis to follow shows where *residents* of different parts of the country took their ski trips (whereas the prior analyses showed where *resorts* in different NSAA regions drew their visitors from). As might be expected, skiers/boarders who live in regions with nearby skiing/snowboarding opportunities tend to do most of their skiing/snowboarding in their “home” region. By contrast, skiers/boarders who live in regions with no or little available local skiing/snowboarding opportunities tend to venture further afield to regions which have more skiing/snowboarding options. Each region has its own distinct patterns, as discussed below and illustrated in Table 3 on the following page.

- **Northeastern U.S. residents:** Residents of the Northeast Census Region tend to take most of their skier/snowboarder visits at resorts in the NSAA Northeast Region (69.6 percent in 2011/12). An additional 15.7 percent of skier/snowboarder visits in 2011/12 were taken at resorts in the Southeastern NSAA region (i.e., New Jersey, Pennsylvania, and further south), 13.4 percent of visits were taken in the Rocky Mountains, and 1.2 percent of skier/snowboarder visits were taken elsewhere. Within the Northeast Census Region, New England residents were especially likely to concentrate their visits at NSAA Northeast resorts (88.2 percent), while residents of the Middle Atlantic were more likely to split their visits between the Northeast resorts (54.3 percent) and Southeast resorts (28.5 percent).
- **Midwestern residents:** Residents of the Midwest take most of their skier/snowboarder visits at resorts in the NSAA Midwest Region (68.5 percent in 2011/12), with an additional 25.2 percent of visits taken in the Rocky Mountains, and the remaining 6.3 percent taken elsewhere. Residents of both the East North Central and West North Central divisions choose the Midwest as their primary ski destination and the Rockies as a secondary destination.
- **Southern residents:** Residents of the Southern U.S. took most of their skier/snowboarder visits this season in the Rocky Mountains (58.2 percent) and Southeast (30.6 percent). An additional 3.8 percent of visits were taken in the Pacific Southwest, followed by the Northeast (3.7 percent), Midwest (2.9 percent), and Pacific Northwest (0.8 percent). Within the South, residents of the South Atlantic division concentrated most of their visits in the Southeast (47.2 percent) and Rocky Mountains (42.1 percent); residents of the East South Central division primarily split their visits between the Rockies (50.4 percent), Southeast (22.9 percent) and Midwest (18.7 percent); and residents of the West South Central division primarily visited the Rockies (92.0 percent).
- **Western residents:** Residents of the Western U.S. tend to concentrate their skiing/snowboarding in the West. Specifically, residents of the Mountain Division did most of their skiing/snowboarding in the Rocky Mountain NSAA region (93.3 percent), and residents of the Pacific Division did most of their skiing/snowboarding in the Pacific Southwest (49.0 percent) and the Pacific Northwest NSAA regions (37.2 percent).
- **International visitors:** Foreign/U.S. overseas visitors took most of their skier/snowboarder visits in the Rocky Mountains (54.6 percent), Northeast (28.9 percent), and Pacific Southwest (8.3 percent). A modest share visited the Pacific Northwest (3.7 percent), Midwest (2.6 percent), and Southeast (1.8 percent).

TABLE 3
Resort Destination (NSAA Region) by Geographic Origin
2011/12 "Enhanced" Data
Cells Greater than 15 Percent are Highlighted
Data Should Be Read as Row Percentages

<i>Place of Residence (U.S. Census Region/Division)</i>	<i>RESORT DESTINATION (NSAA REGION)*</i>						<i>Overall</i>
	<i>Northeast Resorts</i>	<i>Southeast Resorts</i>	<i>Midwest Resorts</i>	<i>Rocky Mtn Resorts</i>	<i>Pac SW Resorts</i>	<i>Pac NW Resorts</i>	
Northeast Census Region							
New England Census Division (CT, ME, MA, NH, RI, VT)	88.2%	0.3%	0.1%	10.6%	0.6%	0.2%	100.0%
Middle Atlantic Census Division (NJ, NY, PA)	54.3%	28.5%	0.2%	15.8%	1.0%	0.3%	100.0%
<i>Subtotal</i>	69.6%	15.7%	0.1%	13.4%	0.8%	0.3%	100.0%
Midwest Census Region							
East North Central (IL, IN, MI, OH, WI)	4.7%	1.8%	69.7%	22.1%	1.4%	0.3%	100.0%
West North Central (IA, KS, MN, MO, NE, ND, SD)	0.4%	0.1%	65.9%	32.0%	1.0%	0.6%	100.0%
<i>Subtotal</i>	3.3%	1.3%	68.5%	25.2%	1.3%	0.4%	100.0%
South Census Region							
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	5.7%	47.2%	1.1%	42.1%	3.2%	0.7%	100.0%
East South Central (AL, KY, MS, TN)	1.0%	22.9%	18.7%	50.4%	5.9%	1.0%	100.0%
West South Central (AR, LA, OK, TX)	0.7%	0.7%	1.3%	92.0%	4.4%	0.9%	100.0%
<i>Subtotal</i>	3.7%	30.6%	2.9%	58.2%	3.8%	0.8%	100.0%
West Census Region							
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	0.3%	0.0%	0.4%	93.3%	5.5%	0.5%	100.0%
Pacific (CA, OR, WA, AK, HI)	0.5%	0.2%	0.1%	13.1%	49.0%	37.2%	100.0%
<i>Subtotal</i>	0.4%	0.1%	0.3%	51.0%	28.4%	19.8%	100.0%
Overseas/International							
US overseas—armed forces, Samoa, VI, PR, etc.	39.3%	8.7%	0.0%	35.3%	6.7%	10.0%	100.0%
International	28.6%	1.6%	2.7%	55.1%	8.4%	3.5%	100.0%
<i>Subtotal</i>	28.9%	1.8%	2.6%	54.6%	8.3%	3.7%	100.0%
<i>Grand Total</i>	21.6%	8.6%	12.5%	37.5%	11.9%	7.8%	100.0%

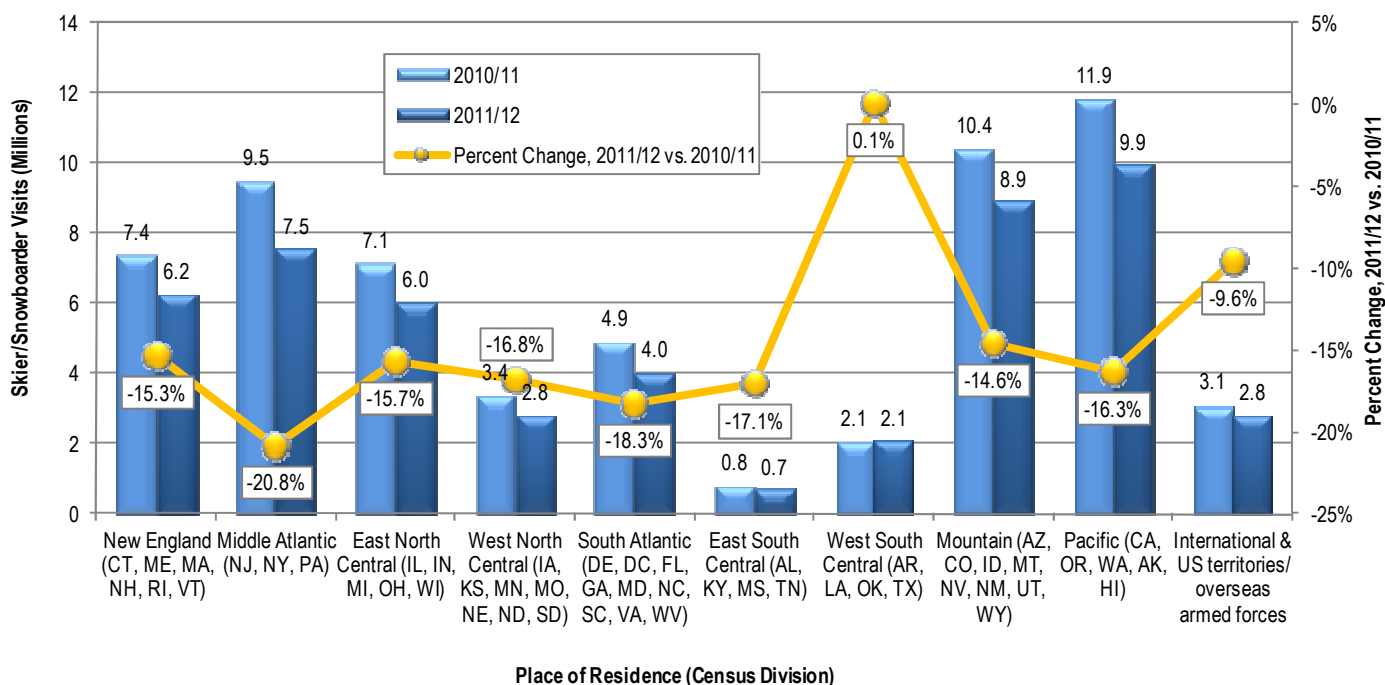
*NSAA resort regions are defined as follows:
 Northeast: CT, MA, ME, NH, NY, VT, RI
 Southeast: AL, GA, KY, MD, NC, NJ, PA, TN, VA, WV
 Midwest: IA, IL, IN, MI, MN, MO, ND, NE, OH, SD, WI
 Rocky Mountain: CO, ID, MT, NM, UT, WY
 Pacific Southwest: AZ, CA, NV
 Pacific Northwest: AK, OR, WA

Skier/Snowboarder Visits by Geographic Origin and Resort Destination: 2011/12 vs. 2010/11

Applying the geographic survey results to Kottke skier visitation counts, it is possible to estimate shifts in geographic visitation this season in real terms. Figure 7 below illustrates the estimated volume of skier visits by geographic origin the past two seasons.

As shown, visitation by residents of almost all Census Divisions was estimated to be down. The sole exception was the West South Central division (up 0.1 percent), likely boosted by the comparatively favorable snow conditions and strong performance of resorts in the southern Rockies this year. Visits from all other divisions was down by margins of 14.6 percent to 20.8 percent. Visitation from foreign countries and U.S. overseas markets were also estimated to be down, but by a somewhat smaller margin (-9.6 percent).

FIGURE 7
Estimated Skier/Snowboarder Visits by Geographic Origin, 2011/12 vs. 2010/11 (“Enhanced Data”)



The results can be further broken out to examine year-over-year shifts in skiing/snowboarding destination by geographic origin. Table 4 to follow illustrates yearly shifts in skier/snowboarder visits generated by residents of each Census Division, broken out by the resort destination (NSAA region) of such visits. To condense the analysis, only the leading resort destinations / destination groupings are shown, with a particular focus on segmenting “in-region” visits (i.e. visits which are concentrated in skiers’ “home” regions) from “out of region” visits (i.e. visits outside of skiers’ home regions, often associated with longer “destination” trips).

Overall, a common pattern observed in most regions was that out-of-region visitation was more resilient than in-region visitation. Out-of-region visitation, typically associated with overnight trips of significant distance and longer stays, tends to be less immediately snow sensitive than in-region skiing/snowboarding (typically associated with day trips or close-by overnight trips). Given the relatively sub-par snow and weather conditions across most of the country this season, it is not surprising that in-region visitation was impacted to a greater degree than out-of-region visitation. Following are more specific observations by region of residence.

- Residents of the Northeast: Within the Northeast, residents of New England skied an estimated 15.3 percent fewer days in 2011/12 than the prior year. New Englanders decreased their skiing activity within their “home” region of NSAA Northeastern resorts (-17.3 percent), clearly due to difficult snow and weather conditions in that region. By contrast, New Englanders increased their skier visits in other resort regions (2.7 percent). Most of these “out of region” visits by New Englanders were destined to the Rocky Mountains and portions of the Pacific West, notwithstanding generally subpar snow in those regions.

Similarly, residents of the Middle Atlantic division sharply curtailed their skiing/snowboarding in the NSAA Northeast region (-24.7 percent) and Southeast region (-20.2 percent), again reflecting poor snow. By contrast, “out of region” visitation to resorts outside of the NSAA Northeast and Southeast regions, and largely destined for the western U.S., was comparatively more resilient (albeit still down), declining 6.5 percent.

- Residents of the Midwest: Within the Midwest, residents of both the East North Central division and North Central division decreased their visitation in the Midwest by similar amounts (-18.3 percent and -18.6 percent). For both groups of residents, out-of-region visits were somewhat more resilient (albeit still down significantly, -8.9 percent and -13.1 percent respectively).
- Residents of the South: Within the South, out-of-region skiing was again generally more resilient than in-region skiing.

By division, residents of the South Atlantic sharply decreased their visitation at Southeast resorts (-27.7 percent), while their “out of region” visitation declined by a more moderate margin (-7.4 percent). Similarly, residents of the East South Central division sharply decreased their skiing/snowboarding at resorts in the Southeast (-22.7 percent) and Midwest (-24.0 percent), while their out of region visit declined by a more moderate 12.0 percent.

Residents of the West South Central division actually increased their skiing/snowboarding at Rocky Mountain resorts (up 2.8 percent), in significant part due to relatively favorable snow and weather conditions in the southern part of the Rockies. By contrast, residents decreased their visits to the Pacific Southwest (-28.9 percent), which suffered an especially severe snow drought in the early season, and decreased their visits to other areas by 15.3 percent.

- Residents of the West: Skier visits by residents of the Mountain Division were down overall (-14.6 percent). Visitation was down by similar margins to Rocky Mountain resorts (-14.5 percent), Pacific Southwest resorts (-13.6 percent), and resorts in other regions (-15.3 percent).

Skier/snowboarder visits by residents of the Pacific Division declined 16.3 percent overall. Residents decreased their skiing/snowboarding much more sharply at Pacific Southwest resorts (-25.1 percent) than Pacific Northwest resorts (-2.7 percent), mimicking relative snow conditions and overall resort visitation in the two regions. Residents of the Pacific Division decreased their visits at resorts outside of the Pacific Southwest and Pacific Northwest regions (-13.0 percent).

TABLE 4
Resort Destination (NSAA Region/Region Groupings) by Geographic Origin
2011/12 vs. 2010/11 ("Enhanced" Data)

Place of Residence (Census Division)	Resort Destination (NSAA Region)	2011/12	2010/11	Percent change 2011/12 vs. 2010/11
New England (CT, ME, MA, NH, RI, VT)	NSAA NE region	5,502,986	6,653,346	-17.3%
New England (CT, ME, MA, NH, RI, VT)	Outside of NSAA NE region	736,890	717,303	2.7%
Total - New England residents	Total	6,239,875	7,370,649	-15.3%
Middle Atlantic (NJ, NY, PA)	NSAA NE region	4,089,682	5,431,415	-24.7%
Middle Atlantic (NJ, NY, PA)	NSAA SE region	2,144,023	2,688,382	-20.2%
Middle Atlantic (NJ, NY, PA)	Outside of NSAA NE & SE regions	1,301,090	1,391,515	-6.5%
Total - Middle Atlantic residents	Total	7,534,795	9,511,311	-20.8%
East North Central (IL, IN, MI, OH, WI)	NSAA MW region	4,192,056	5,131,157	-18.3%
East North Central (IL, IN, MI, OH, WI)	Outside of NSAA MW region	1,822,721	2,001,836	-8.9%
Total - East North Central residents	Total	6,014,777	7,132,993	-15.7%
West North Central (IA, KS, MN, MO, NE, ND, SD)	NSAA MW region	1,852,322	2,275,983	-18.6%
West North Central (IA, KS, MN, MO, NE, ND, SD)	Outside of NSAA MW region	959,425	1,104,170	-13.1%
Total - West North Central residents	Total	2,811,747	3,380,153	-16.8%
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	NSAA SE region	1,892,201	2,618,347	-27.7%
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	Outside of NSAA SE region	2,119,330	2,288,927	-7.4%
Total - South Atlantic residents	Total	4,011,531	4,907,274	-18.3%
East South Central (AL, KY, MS, TN)	NSAA SE region	154,604	200,024	-22.7%
East South Central (AL, KY, MS, TN)	NSAA MW region	126,059	165,962	-24.0%
East South Central (AL, KY, MS, TN)	Outside of NSAA SE & MW regions	393,257	446,794	-12.0%
Total - East South Central residents	Total	673,921	812,780	-17.1%
West South Central (AR, LA, OK, TX)	NSAA RM region	1,897,704	1,845,227	2.8%
West South Central (AR, LA, OK, TX)	NSAA PSW region	90,389	127,192	-28.9%
West South Central (AR, LA, OK, TX)	Outside of NSAA RM & PSW regions	73,647	86,963	-15.3%
Total - West South Central residents	Total	2,061,740	2,059,382	0.1%
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	NSAA RM region	8,297,120	9,699,693	-14.5%
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	NSAA PSW region	485,390	581,881	-16.6%
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	Outside of NSAA RM & PSW regions	109,906	127,245	-13.6%
Total - Mountain residents	Total	8,892,416	10,408,820	-14.6%
Pacific (CA, OR, WA, AK, HI)	NSAA PSW region	4,861,090	6,486,500	-25.1%
Pacific (CA, OR, WA, AK, HI)	NSAA PNW region	3,688,757	3,792,109	-2.7%
Pacific (CA, OR, WA, AK, HI)	Outside of NSAA PSW & PNW regions	1,372,167	1,578,047	-13.0%
Total - Pacific residents	Total	9,922,014	11,856,655	-16.3%
US overseas - armed forces, Samoa, VI, PR, etc.	All six NSAA regions	66,441	79,885	-16.8%
International	All six NSAA regions	2,737,151	3,020,593	-9.4%
GRAND TOTAL	All six NSAA regions	50,966,407	60,540,496	-15.8%

*NSAA regions: NE=Northeast; SE=Southeast; MW=Midwest; RM=Rocky Mountains; PSW=Pacific Southwest; PNW = Pacific Northwest.

Long-Term Trends in Geographic Origin

Figures 8 and 9 to follow illustrate long-term trends in the geographic origin of US skier/snowboarder visits in absolute (Figure 8) and proportionate (Figure 9) terms over the past 11 seasons, based on “enhanced” data (as defined in the introduction).

As would be expected, many regions, particularly those with in-region ski resorts, have exhibited variability year to year in skier/snowboarder visits, depending on how the region’s resorts fared (as influenced especially by snowfall, season pass sales, the economy and other factors). The volatility in visitation generated by residents of the Pacific Division over the past 11 seasons is one example, as visitation by Pacific Division residents has fluctuated in parallel with that region’s recently variable weather.

This season, every region except for the West South Central division exhibited a sharp drop in visitation. Prior to this abrupt change, most regions had exhibited generally flat trending over several seasons (albeit with yearly fluctuations), except for the Mountain division and international visitors, which exhibited significant, ongoing growth over the period.

In proportionate terms (Figure 9), long-term patterns indicate an upward trend in the share of visits originating from the Mountain division (rising from 15.4 percent to 17.4 percent over the period), as well as foreign countries (rising from 3.8 percent to 5.4 percent). Conversely, the share of visits generated by the Midwest Census Region (summed from its two divisions) has been trending down, slipping from 18.2 percent to 17.3 percent of total visits since 2001/02. Proportionate visitation from the South (summed from its three divisions) has also shifted down slightly (from 13.6 percent to 13.2 percent), while visitation from the Northeast and the Pacific states have been erratic while overall trending flat.

FIGURE 8
Number of Skier/Snowboarder Visits by Geographic Origin (Census Division): 2001/02 – 2011/12 “Enhanced Data”

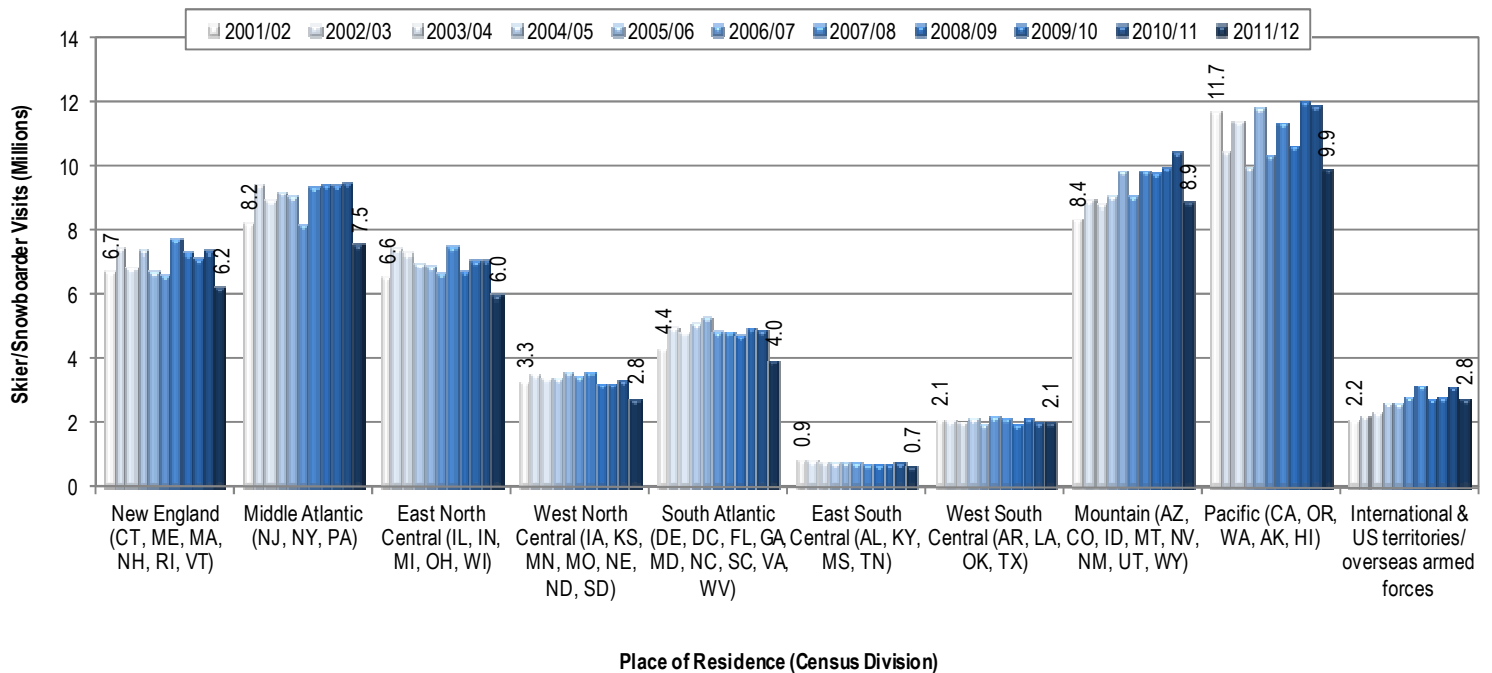
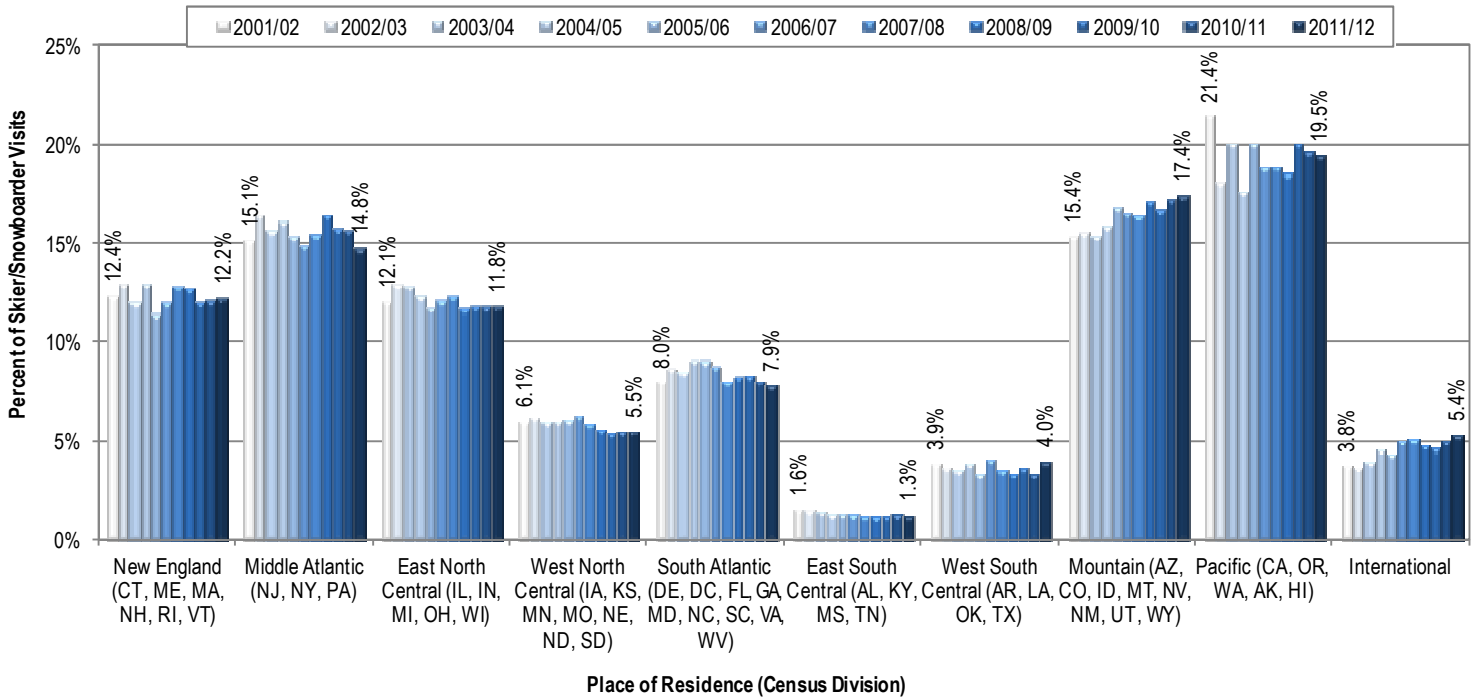


FIGURE 9
Percent of Skier/Snowboarder Visits by Geographic Origin (Census Division): 2001/02 – 2011/12 “Enhanced Data”



SKIOGRAPHICS

- EQUIPMENT TYPE.** As illustrated in Figure 10 to follow, alpine skiers account for the largest segment of visitors (67.9 percent in 2011/12), followed by snowboarders (27.2 percent), telemarkers (2.0 percent), and other equipment users (2.8 percent). Over the past four seasons, alpine participation has edged up 4.0 percentage points, while snowboarding participation has trended down 2.6 percentage points.

Generally corroborating these patterns in volume and trend, NSAA’s 2011/12 Kottke survey results (based on operator estimates) indicate that snowboarding has also trended down, declining to 30.2 percent in 2011/12 from 31.1 percent in 2009/10.

Snowboarding continues to be most popular among younger participants (Figure 11 to follow), with a relatively high percentage of resort visitors on snowboards in the age groups of 10 – 14 (40.1 percent), 15 – 17 (47.2 percent), 18 – 24 (52.7 percent), and 25 – 34 (44.1 percent). However, it is notable that snowboarding participation has trended down in all of these age groups over the past four to six seasons, contributing to the overall decline in snowboarding participation.

Snowboarding participation is lower in the age groups of 9 and under (20.0 percent), 35 – 44 (18.9 percent), 45 – 54 (9.2 percent), 55 – 64 (4.6 percent), and 65+ (3.4 percent). Participation rates had been trending up for several seasons in the 35 – 54 age groups, but have plateaued over the past three seasons. The combination of declining participation among participants aged 34 and under and flat participation among participants aged 35 and older could indicate that overall snowboarding participation may continue to dip in the years ahead, if these recent trends continue.

FIGURE 10
Equipment Type and Ability, 2002/03 – 2011/12

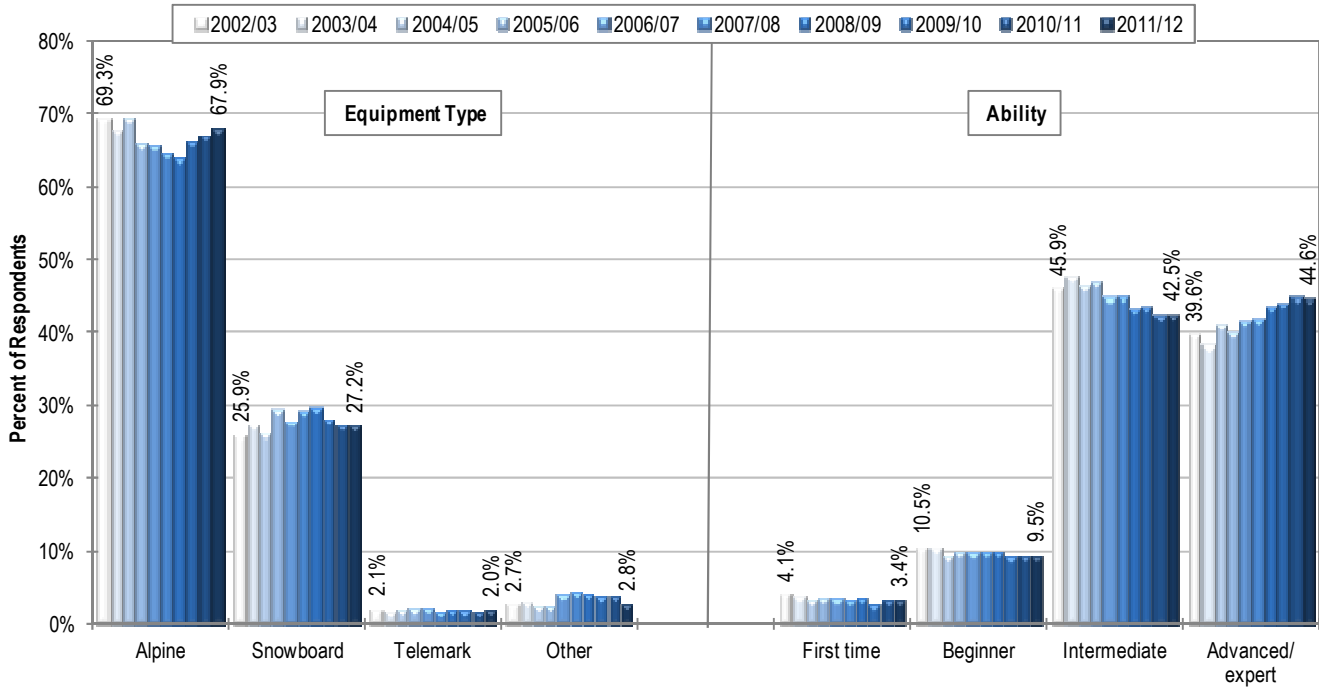
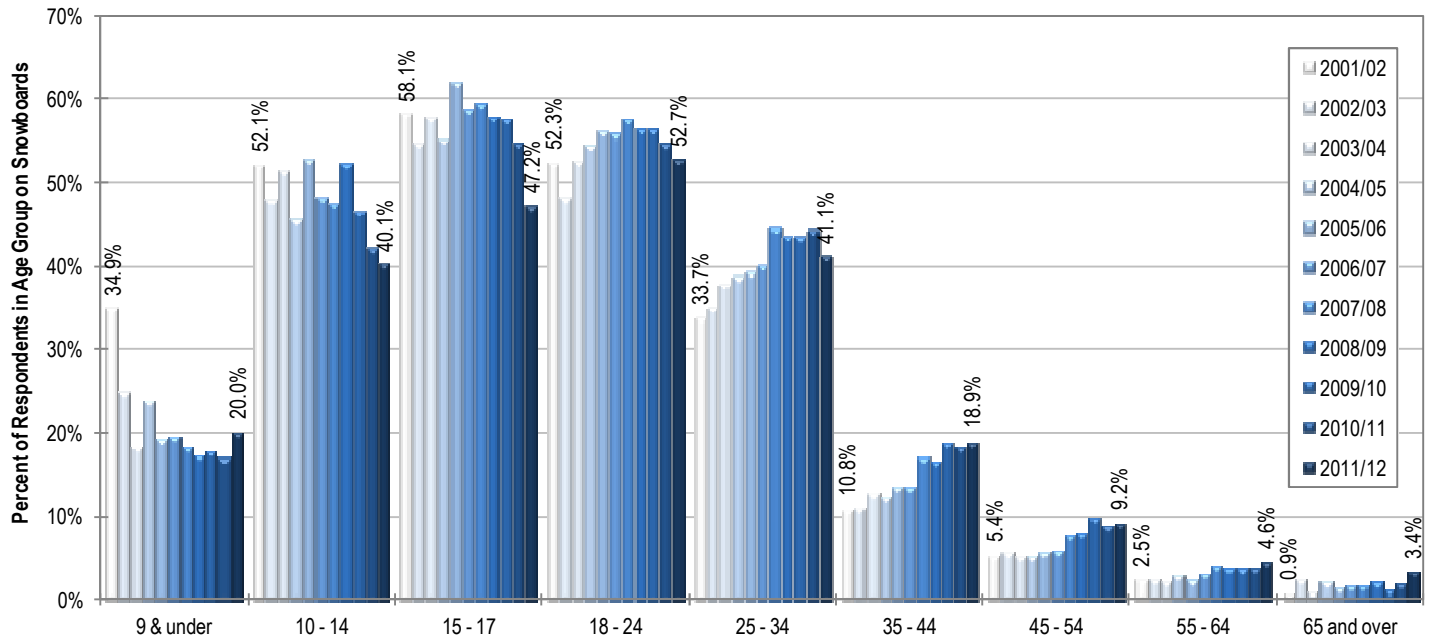


FIGURE 11
Percent of Participants Using Snowboards When Interviewed – By Age Group
2001/02 – 2011/12



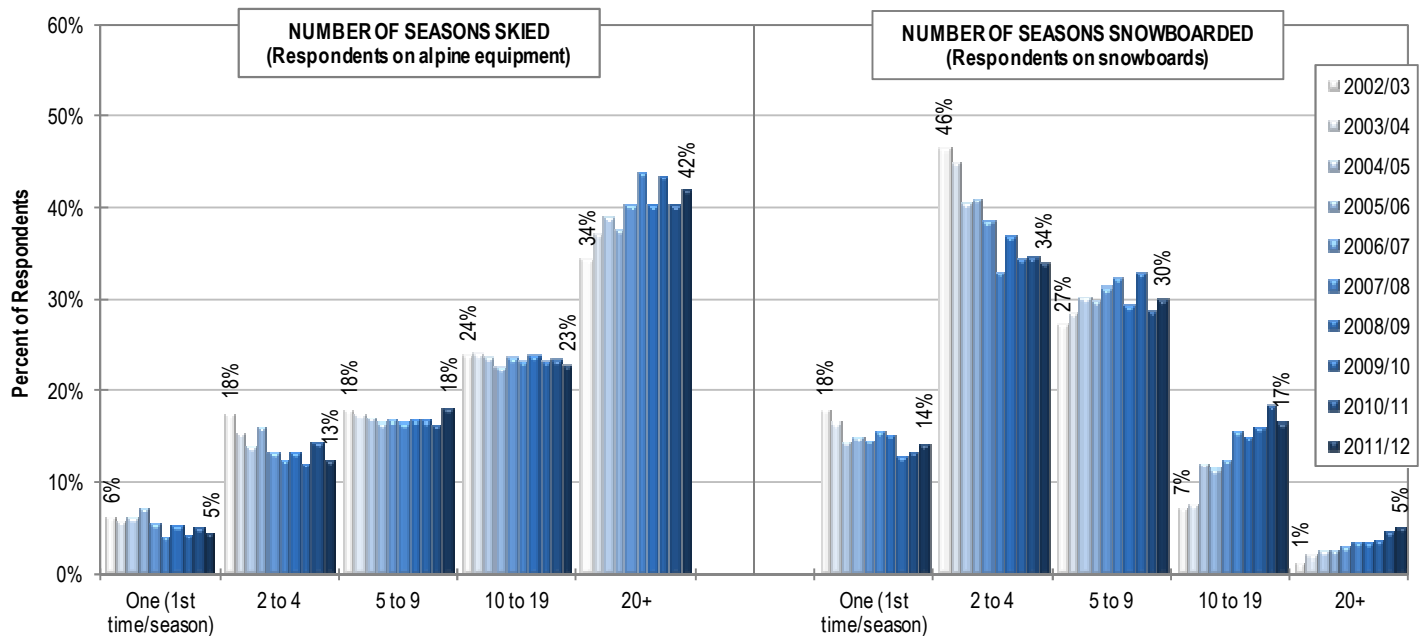
- ANTICIPATED EQUIPMENT USAGE THIS SEASON. Respondents were asked how many days they anticipated downhill skiing and how many days they anticipated snowboarding this season. Based on this pair of questions, 66 percent of participants indicated they would only ski this season, 21 percent indicated they would only snowboard, and 13 percent said they would participate in both sports. It is interesting to note that crossover participation by snowboarders is significantly higher than crossover participation by alpine skiers: specifically, 22 percent of persons on snowboards when interviewed said they would also participate in skiing this season, while just 9 percent of skiers said they would participate in snowboarding.
- ON WHAT TYPE OF EQUIPMENT DID YOU FIRST TRY SNOWSPORTS? Most visitors first tried downhill snowsports on skis (82 percent), while 17 percent began on snowboards, and 1 percent began on other equipment. Fully 98 percent of persons on alpine equipment when interviewed said they first tried snowsports via alpine skis, implying very little migration to downhill skiing from snowboarding. By contrast, only 56 percent of persons on snowboards when interviewed were first introduced to snowsports via snowboarding, while fully 43 percent were first introduced via alpine skiing – implying significant migration to snowboarding from downhill skiing. By the same token, most participants remain loyal to the equipment by which they were first introduced to snowsports, as 90 percent of those who were first introduced to snowsports via alpine skiing planned to ski this season, and 92 percent of those who were first introduced to snowsports via snowboarding planned to snowboard this season.
- PRESENCE OF SKIERS AND RIDERS IN TRAVEL PARTY. This season, 34 percent of travel parties included both skiers and riders, while 51 percent consisted of skiers only and 14 percent consisted of snowboarders only. Snowboarders were more likely to be in mixed skier/snowboarder parties (50 percent) than were skiers (27 percent in mixed parties), in part reflecting the lower share of participants who are boarders. As might be expected, persons in boarder-only parties tended to be significantly younger (average age 26.6) than persons in skier-only parties (average age 40.2), with mixed parties having an intermediate average age (31.9). Relatedly, persons in boarder-only parties tended to be less affluent, more likely to be single or a child under 18, and more likely to travel with friends than skier-only parties (with mixed parties again having an intermediate positioning).
- ABILITY LEVEL. Over the past several seasons, advanced/expert participants have accounted for a steadily growing share of visits, reaching 44.6 percent this season, up from 39.6 percent in 2002/03. By contrast, the proportion of intermediates has trended down over the same period, slipping from 45.9 percent to 42.5 percent of visits over the same period. Also trending down are the proportion of beginners (from 10.5 percent to 9.5 percent) and first-timers (from 4.1 percent to 3.4 percent). The ongoing trend to increased ability levels appears to be due in large part to a combination of increasing age and years of experience in snowsports, growth in season pass usage as a share of total visits (and associated encouragement of more avid participants), and an increased share of visitation attributable to regions of the country with more skilled participants (e.g. proportionately increased visits by residents of Mountain states and foreign countries, proportionately fewer visits by residents of the South). Ability levels were relatively steady in 2011/12 relative to 2010/11, suggesting that these long-term shifts may have at least temporarily plateaued.

As might be expected, there is variability in ability levels by region. Advanced/experts comprise a higher share of visitors to resorts in the Rocky Mountains (50 percent), Pacific Northwest (49 percent), and Northeast and Pacific Southwest (48 percent each), than resorts in the Midwest (30 percent) and Southeast (28 percent). Conversely, first timers/beginners comprise a significantly higher share of visitors in the Southeast (26 percent) and Midwest (21 percent) than in the Pacific Northwest (13 percent), Pacific Southwest (12 percent), and Northeast and Rockies (10 percent each). The proportion of intermediates is highest in the Midwest (49 percent) and Southeast (46 percent), followed by the Northeast (42 percent), Rocky Mountains (41 percent), Pacific Southwest (40 percent), and Pacific Northwest (39 percent).

Ability level is strongly correlated with numerous demographic, “skiographic,” and trip characteristics. Beginners skew young and female, with a comparatively high share of ethnic/racial minorities, and a high incidence of equipment rental, lesson taking, and prior dropout from skiing/snowboarding, as well as a tendency to ski infrequently. At the opposite extreme, advanced/experts skew male, older, and non-Hispanic white, and exhibit very avid behavior (high days of participation, high rate of equipment ownership, high rate of helmet usage, etc.).

- NUMBER OF SEASONS OF PARTICIPATION.** The sport of alpine skiing continues to show a much longer history of participation than snowboarding. Fully 65 percent of alpine skiers this season indicated that they had skied for 10 or more seasons, as compared to 22 percent of snowboarders (Figure 12 below). Conversely, snowboarders are more likely to have participated for just one season (14 percent, vs. 5 percent of skiers), 2 to 4 seasons (34 percent, vs. 13 percent of skiers), or 5 to 9 seasons (30 percent, vs. 23 percent of skiers).

FIGURE 12
Years of Experience in Skiing/Snowboarding by Equipment Type Worn When Interviewed
2002/03 – 2011/12



Among alpine skiers, experience levels have increased through 2007/08, with a rising share of skiers reporting 20+ years of skiing experience, and a declining share reporting 1 – 9 years of experience. However, experience levels have generally stabilized since 2007/08.

Snowboarders have also exhibited increased experience levels over the long term, a trend which (in contrast to alpine skiers) appears to be continuing. The share of snowboarders with 10 or more years of experience has more than doubled from 9 percent in 2002/03 to 23 percent this season. The proportion of snowboarders with 5 – 9 years of experience has also trended up, rising from 27 percent in 2002/03 to 29 – 33 percent over the past six seasons. By contrast, since 2002/03, there has been a decline in the share of snowboarders with 2 – 4 years of experience (dropping from 46 percent to 34 percent) and one year of experience (dropping from 18 percent to 14 percent). The net increases in experience levels reflect the continuing maturation of snowboarding over time and its shift to an older age profile.

Snowboarding still continues to have a high percentage of first year participants (14 percent) relative to skiing (5 percent), which speaks to its relative attractiveness to younger participants and its significance as a gateway to snowsports for many newcomers.

- **TOTAL NUMBER OF DAYS EXPECT TO SKI/SNOWBOARD THIS SEASON.** On an overall national basis, the average number of days respondents estimated they would alpine ski/snowboard this winter held relatively steady, at 17.9 days this season, as compared to 17.9 - 18.0 days the prior three seasons (Figure 13 to follow).²

Anticipated participation levels were highest this season for visitors to Pacific Northwest resorts (average 22.7 days), followed by visitors to the Northeast (18.9 days), Rocky Mountains (18.8 days), Midwest (17.1 days), Pacific Southwest (16.3 days), and Southeast (11.8 days).

It should be cautioned that respondents' anticipated visitation may differ from their actual participation, particularly in an "off" snow year such as 2011/12, when respondents' usual expectations regarding snow conditions and snowsports participation may not pan out. For example, per the 2011/12 NSAA Kottke report, season passholders averaged 10.9 percent fewer visits on their passes this year relative to last, a reduction which is not apparent in the estimates reported here. As such, the trends in anticipated days of participation reported here should be viewed with caution.

Looking at visitation in proportionate terms (i.e. distribution of visitors by days skied – Figure 14 to follow), visitation frequency rose slightly from 2003/04 to 2006/07 (with an increase in persons skiing/riding 20 or more days), before declining back down to previous historic levels since then. Thus, the proportion of visitors expecting to ski/snowboard 1 – 3 days, 4 – 9 days, 10 – 19 days, and 20 or more days per season were each at very similar levels in 2011/12 as in 2002/03.

- **NUMBER OF DAYS EXPECT TO SKI/SNOWBOARD AT THIS RESORT THIS SEASON.** Just as participants' total *anticipated* skiing/riding volume was relatively flat this season, so also was participants' total anticipated skiing/riding volume at the resort at which they were interviewed. Specifically, respondents said they planned to ski/snowboard an average of 12.4 days at the resort where they were interviewed, similar to 12.0 – 12.2 days the prior five seasons (Figure 15 to follow). In proportionate terms, 39.6 percent of respondents expected to ski/snowboard 1 – 3 days at "this resort;" 24.7 percent expected to participate 4 – 9 days; 15.2 percent expected to participate 10 – 19 days; and 20.6 percent expected to participate 20 or more days, each similar to last season. *(Note that these skiing/snowboarding volumes overstate the average skiing/snowboarding frequency of all individual persons who visit over the course of the season, for the same reasons footnoted previously.)*

Again, participation levels were variable by region. Participation frequencies were highest for resorts in the Pacific Northwest (15.3 days), followed by the Rocky Mountains (13.7 days), Northeast (12.5 days), Pacific Southwest (11.7 days), Midwest (11.0 days), and Southeast (8.2 days). Over the past five to ten seasons, participation levels have trended up in the Rocky Mountains, trended down in the Southeast, trended flat in the Northeast and Midwest, and fluctuated variably in the Pacific Southwest and Pacific Northwest.

²It is important to note that various measures of per capita days skied/snowboarded reported in this report skew higher than common experience would suggest, due primarily to the fact that more frequent participants are on the mountain a greater amount of time, and thus have a greater chance of being surveyed, than less frequent participants. For example, a person who skis 20 times per season will have 20 times the likelihood of being surveyed than a person who skis once per season. As a result, the survey results provide an indication of the average days skied by *visitors on the mountain on any given day*, a much higher figure than the average days skied by *all individuals who ski at least once each season*. Additionally, the average days of participation figures reported here likely skew high because participants, on balance, tend to overestimate how many days they will actually ski/snowboard over the course of a season.

FIGURE 13
Average Days Anticipate Skiing/Snowboarding This Season
 2002/03 – 2011/12 “Enhanced” Data, by Resort Region

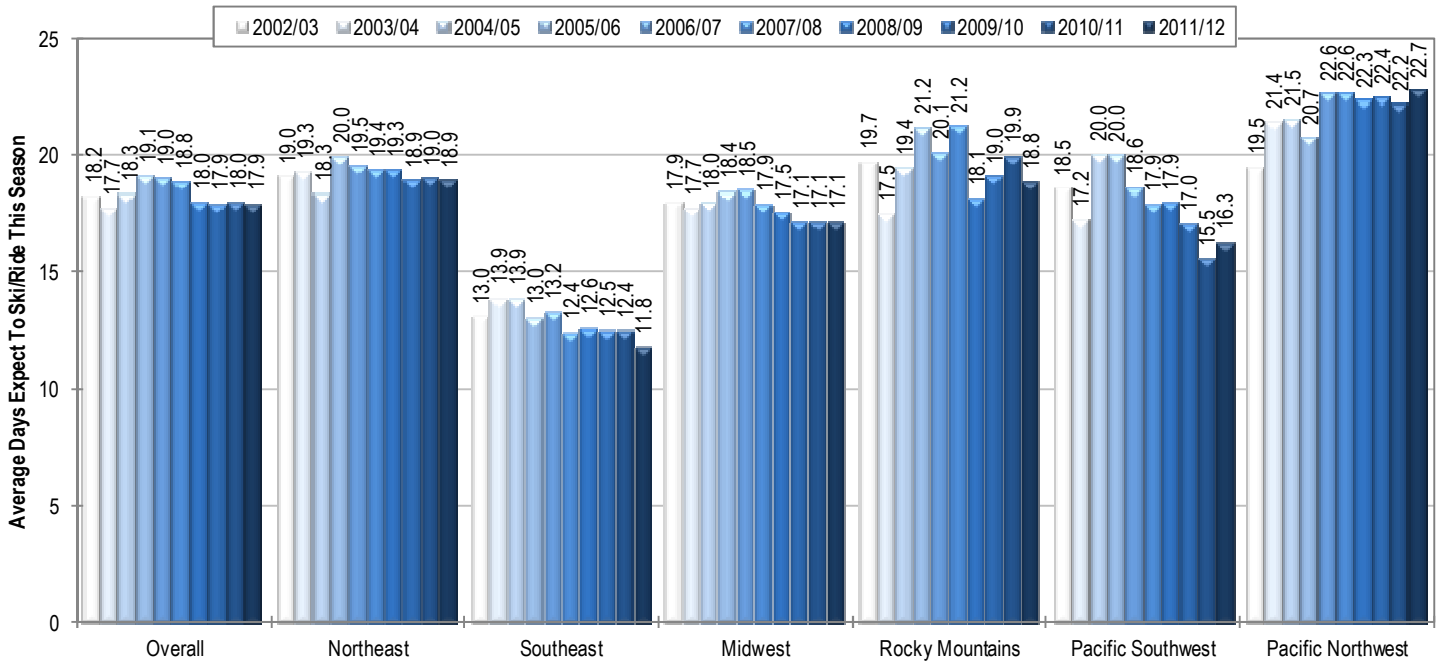


FIGURE 14
Number of Days Anticipate Skiing/Snowboarding This Season: In Total and At This Resort
 2003/04 – 2011/12 “Enhanced” Data

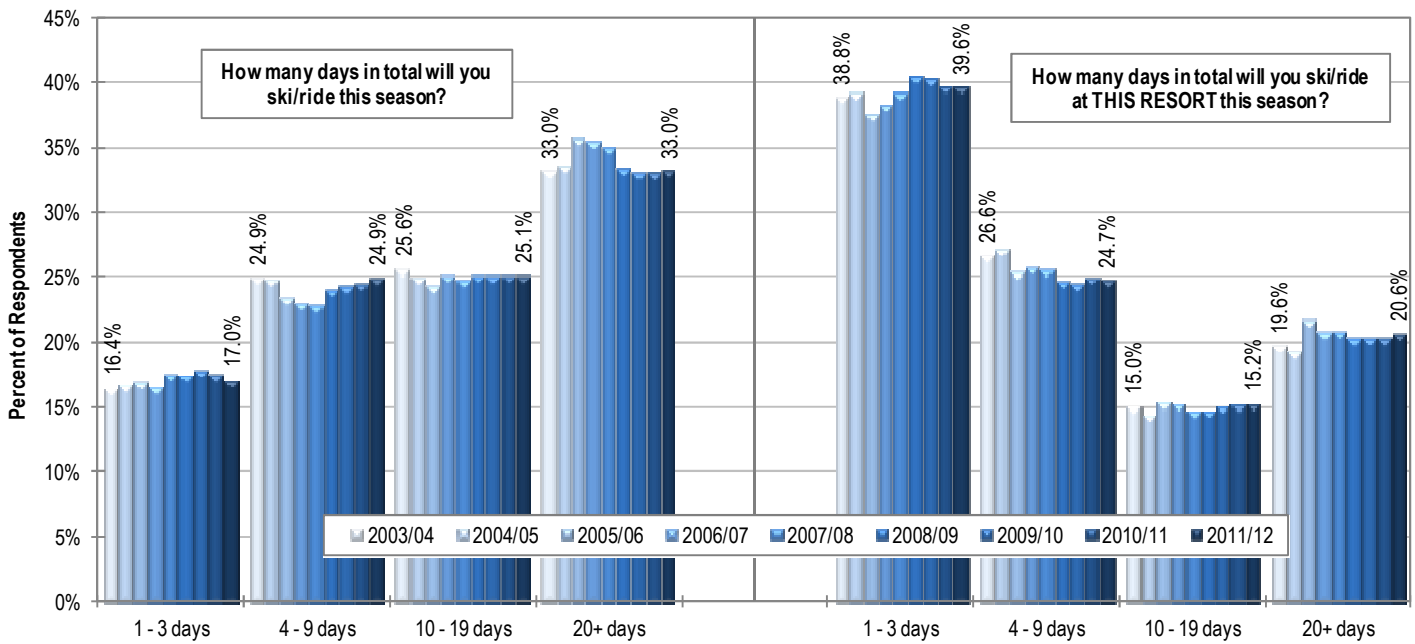


FIGURE 15
Average Days Anticipate Skiing/Snowboarding This Season at This Resort
 2002/03 – 2011/12 “Enhanced” Data, by Resort Region

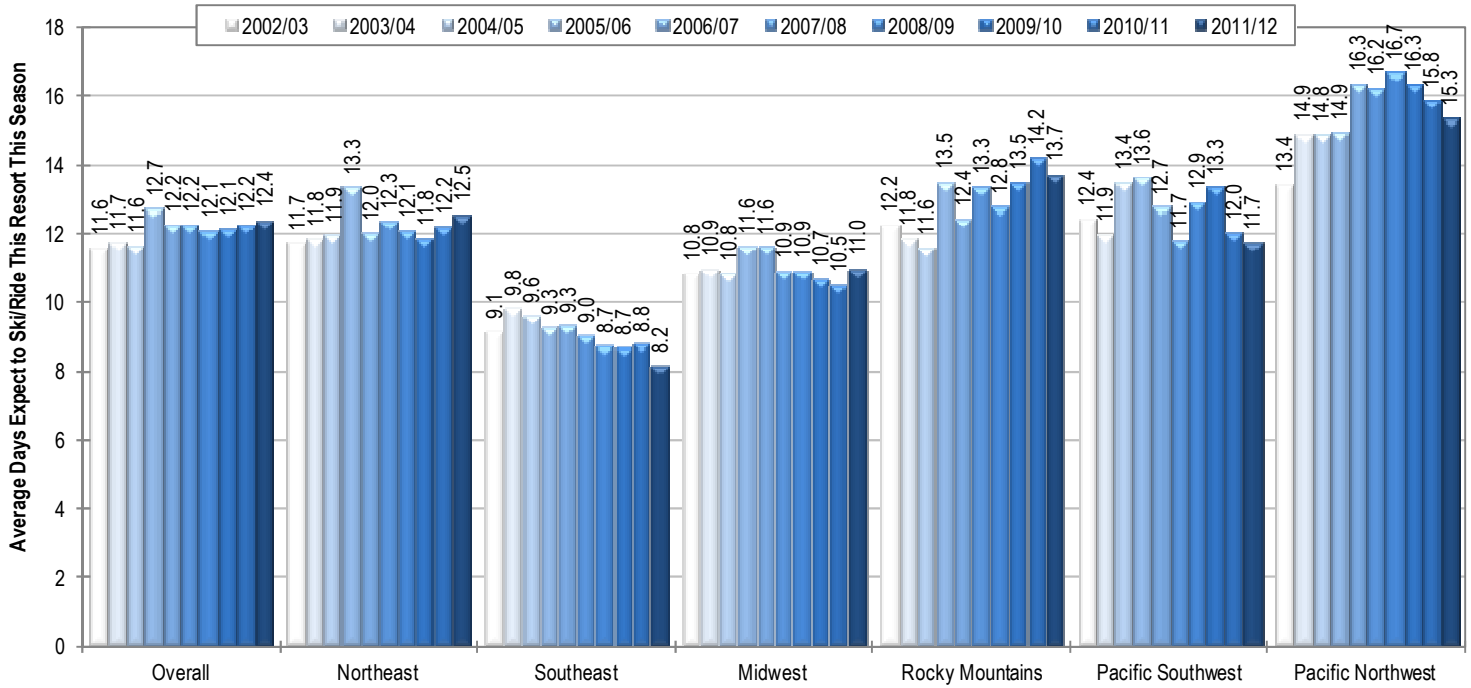
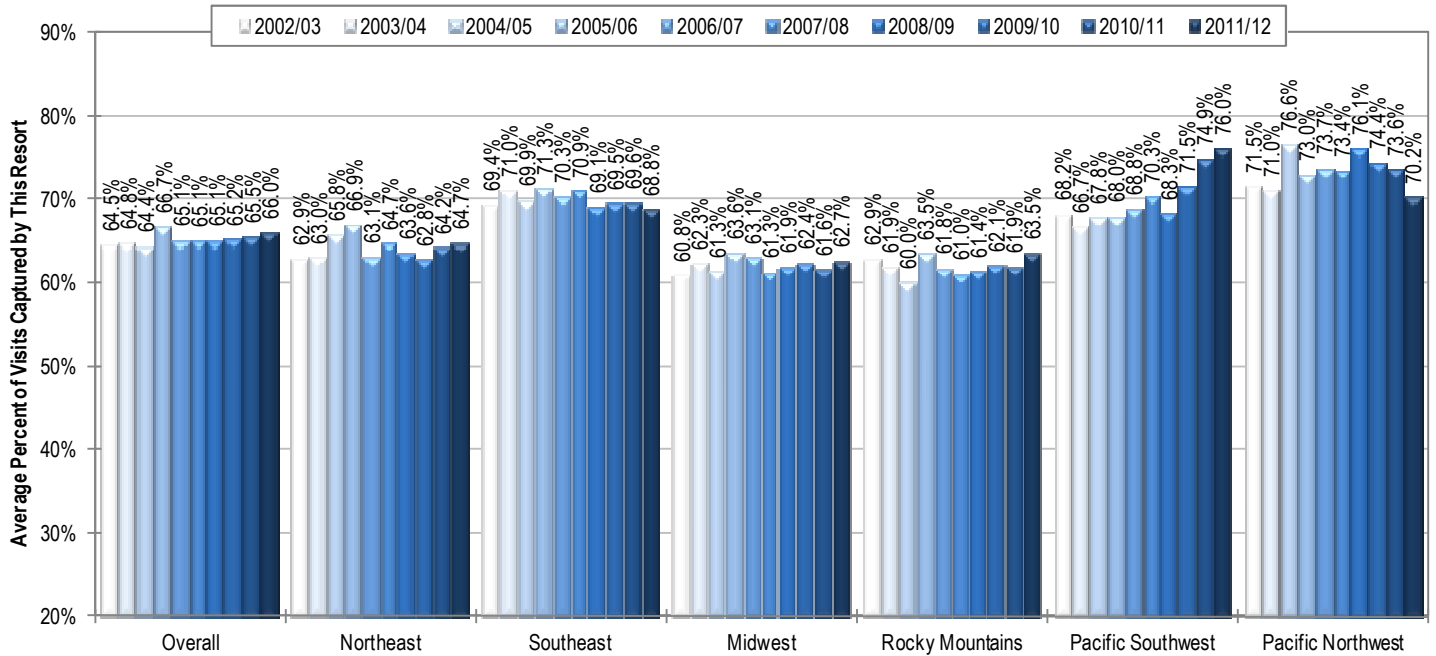
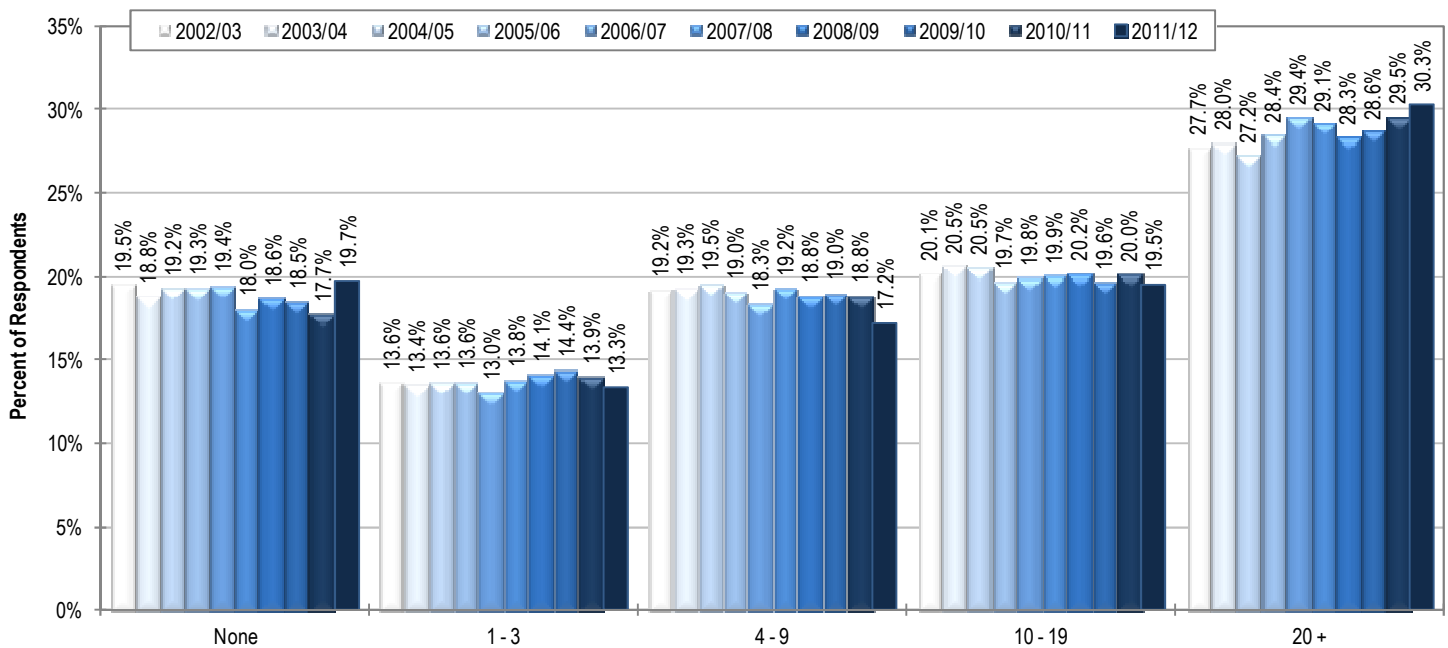


FIGURE 16
Average Share of Total Days of Skiing/Snowboarding Captured by “This Resort” (Resort Where Interviewed):
 2002/03 – 2011/12 “Enhanced” Data, by Resort Region



- SHARE OF TOTAL SKIER DAYS CAPTURED BY “THIS RESORT”.** As shown in Figure 16 previously, respondents estimated that they would take an average of 66.0 percent of their skier/snowboarder visits this season at the resort at which they were interviewed, within the historical range of 64.4 – 66.7 percent. The capture rate was highest this season for resorts in the Pacific Southwest (76.0 percent), followed by resorts in the Pacific Northwest (70.2 percent), Southeast (68.8 percent), Northeast (64.7 percent), Rocky Mountains (63.5 percent), and Midwest (62.7 percent). Capture trends have trended relatively flat over the past decade in all regions except the Pacific Southwest, where capture rates have trended up (rising from 66.7 percent in 2003/04 to 76.0 percent in 2011/12).
- DAYS PARTICIPATED LAST SEASON.** Respondents were asked how many days (if any) they had skied/boarded in the prior season. Altogether, 80.3 percent of respondents said they had skied/boarded at least one day in the previous season, down from 82.3 percent last season, albeit within range of historic variation. Conversely, 19.7 percent of respondents this season had not participated last season, up slightly from 17.7 percent last season (Figure 17 below). In light of the significant drop in aggregate national visitation this season, these results suggest that newcomers to snowsports (or lapsed returnees) may have been relatively resilient in their skiing behavior, insofar as they accounted for a somewhat higher share of visitors this year than last.

FIGURE 17
Number of Days Skied/Snowboarded Last Season: 2002/03 – 2011/12 “Enhanced” Data

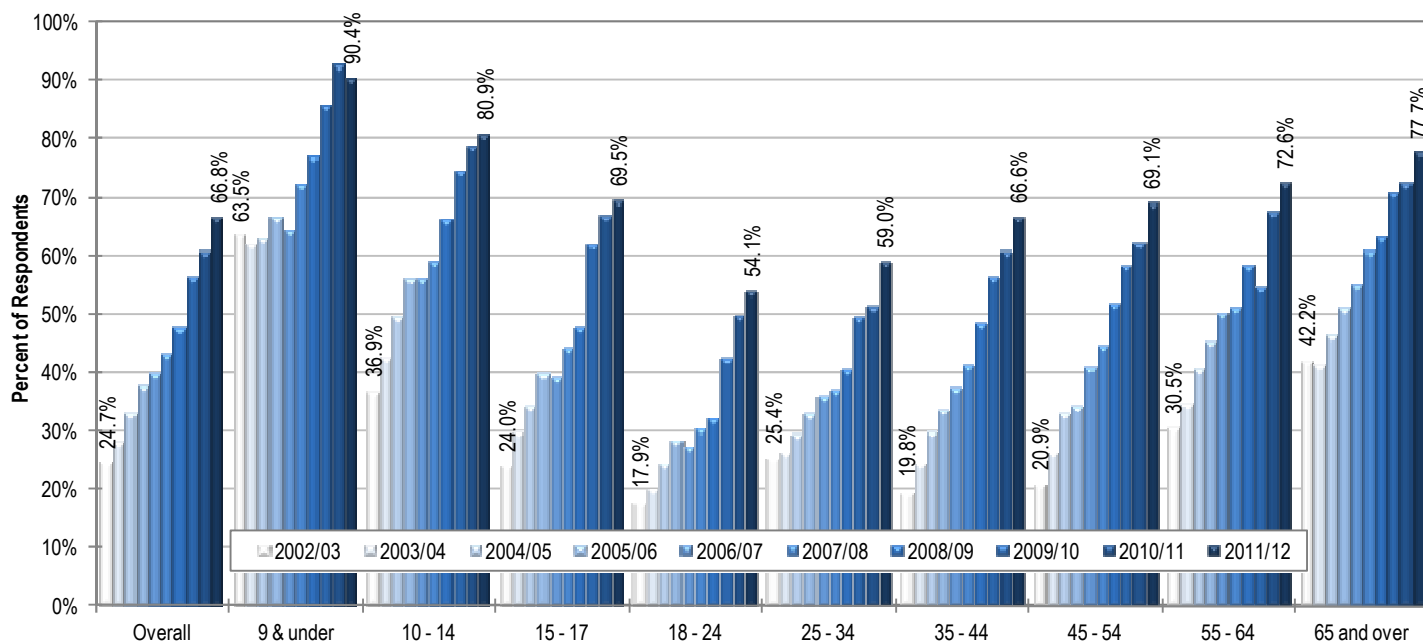


- PREVIOUS WINTER VISITATION OF THIS RESORT IN PAST FIVE YEARS.** This season, 23.8 percent of respondents were visiting “this resort” for the first time in at least five winters, while 76.2 percent were repeat visitors, similar to the results of the prior nine seasons (21.1 – 24.4 percent first-time visitors).

Not surprisingly, certain groups are comprised of an especially high share of first-time resort visitors, including first-time snowsports participants and beginners, lesson takers, and equipment renters. In other words, a high percentage of visitors in these groups tend to be first-time visitors to the resort, and resort operators can therefore anticipate that a high share of visitors in these groups may need help getting oriented to the resort.

- HELMET USAGE.** Helmet usage grew strongly this season, reaching 66.8 percent adoption, up from 60.8 percent last season and 24.7 percent in 2002/03. Helmet usage has trended up strongly across all age groups over the past several seasons. Helmet usage is significantly higher among children (especially children aged 9 and under – the segment which was earliest to adopt helmets) and seniors aged 65+ than among young adults, perhaps in conjunction with perceived risk of injury and self-confidence. Also of note, and perhaps suggestive of the thinking, behaviors and circumstances that influence the choice to wear a helmet, helmet usage increases with ability level, rising from 50 percent among beginners, to 64 percent among intermediates, to 76 percent among advanced/expert participants.

FIGURE 18
Helmet Usage by Age, 2002/03 – 2011/12



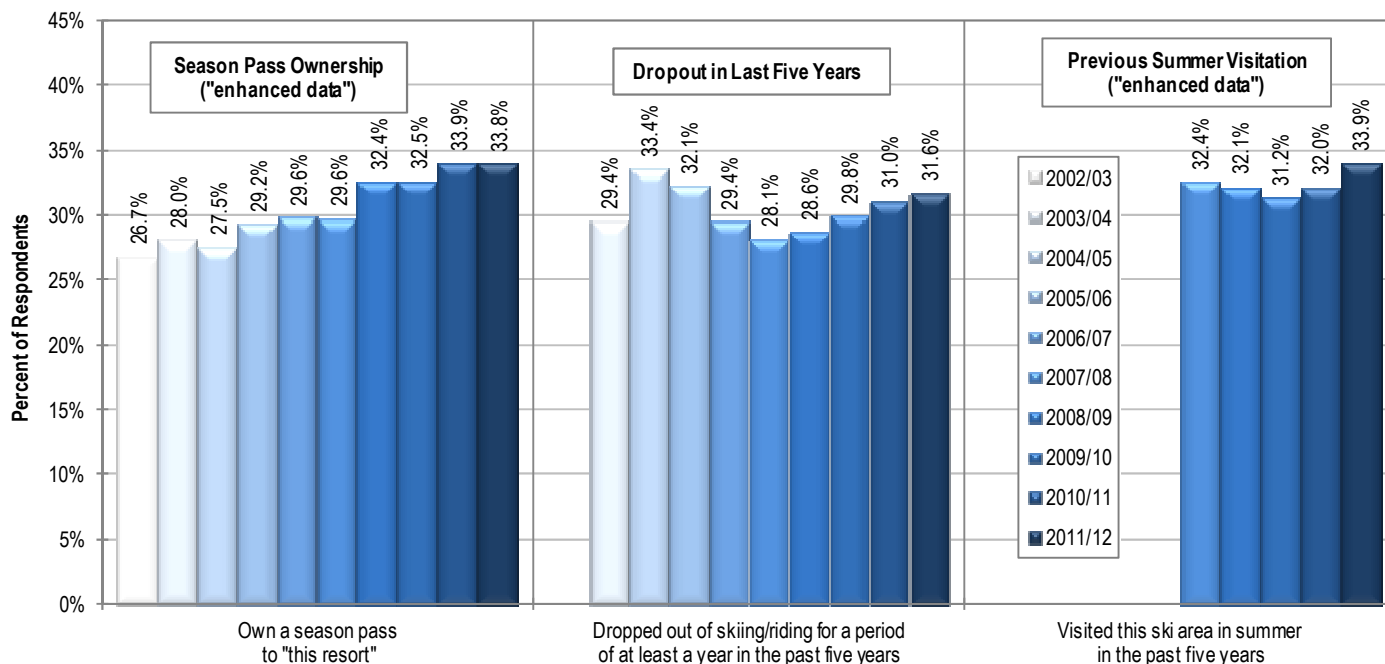
- SEASON PASS OWNERSHIP.** Based on “enhanced” data, 33.8 percent of respondents owned a season pass to “this resort” this season, slightly below to the 37.7 percent level recorded in the 2011/12 Kottke survey. Both surveys show significant, long-term increases in season pass usage over the past several seasons, with usage up from 26.7 percent in 2002/03 per the NSAA Demographic survey (Figure 19 to follow).

As would be expected, season pass owners have an avid, experienced profile, with comparatively high ability levels and high frequency of participation. Additionally, day trippers are more likely to own a season pass than overnight visitors. Resorts also tend to capture a higher share of the total visits of their passholders (83 percent historic average) than of their other visitors (46 percent historic average).

- DROPOUT AND RETURN.** Almost 32 percent of respondents had dropped out of skiing/snowboarding for a period of one year or more in the previous five years, within the historic range of 28.1 – 33.4 percent recorded in the prior eight seasons, as illustrated in Figure 19 to follow. The proportion of respondents who have dropped out has trended up moderately over the past five seasons.

A variety of demographic and skier characteristics are associated with dropout and return. Demographically, the proportion of visitors who drop out and return peaks in the 25 to 44 age group. This is a peak time for “time poverty” due to work and family demands, and this time poverty phenomenon likely contributes to the dropout patterns. Interestingly, rates of dropout (with later return) decrease among older age groups; it may be that dropouts become more likely to stay out of snowsports altogether past the age of 45. Additionally, likelihood of dropout is comparatively high among beginners and persons who participate in snowsports relatively few days per season. Conversely, persons of higher ability, and who participate more days per season, are less likely to drop out, as would likely be expected.

FIGURE 19
Season Pass Ownership, Dropout from Skiing/Snowboarding, and Previous Summer Visitation: 2002/03 – 2011/12



- PREVIOUS SUMMER VISITATION OF THIS RESORT IN PAST FIVE YEARS.** Based on “enhanced” data, 33.9 percent of respondents said they had visited “this ski area” in the previous five summers, up slightly from the prior four seasons (31.2 – 32.4 percent). As resorts look to ways to build summer visitation as an incremental source of revenue, these results indicate that existing winter visitors are an obvious (and sometimes-realized) market. As might be expected, likelihood of visiting in summer increases with age (past young adulthood), volume of winter visitation to the resort, season pass ownership, and ability level, and is also quite high among second homeowners.

TRIP CHARACTERISTICS

Following are findings pertaining to the characteristics of the trips taken by skiers/riders on the day they were interviewed.

- DAY / OVERNIGHT TRIP.** Based on the “enhanced” database (to maximize resort representation), 53.3 percent of respondents were on an overnight trip when interviewed, trending up slightly from 51.9 percent in 2009/10, albeit within the historical range of 51.9 – 55.3 percent (Figure 20 to follow). Conversely, 46.7 percent of visitors were on a day trip from home. By region, the Rocky Mountains had the highest percentage of overnight visitors

(65 percent), followed by the Pacific Southwest (62 percent), Northeast (51 percent), Midwest (40 percent), Southeast (38 percent), and Pacific Northwest (25 percent). By resort size, overnight visitation increased steadily from 30 percent at the smallest resorts to 68 percent at the largest.

The slight uptick in overnight visitation the past two seasons was generally corroborated by the Kottke Survey results, which found that overnight visitation rose from 45.6 percent in 2009/10 to 48.3 percent this season. The somewhat higher level of overnight visitation reported via the Demographic survey (53.3 percent, vs. 48.3 percent per Kottke survey) may in part be a function of more destination-oriented resorts in the Demographic database, as well as the comparative underrepresentation of children in the Demographic surveys.

In addition to variations by resort region and size, the day/overnight mix also varies across several demographic and behavioral segments. Alpine skiers are significantly more likely to be on an overnight trip when interviewed than are snowboarders. Additionally, participants' likelihood of being on an overnight trip increases with age (up until approximately age 40, when it levels off). Other groups with an above-average likelihood of being on an overnight trip include persons with household income of \$200,000+ and first-time visitors to the resort where interviewed.

- ACCOMMODATIONS TYPE (IF ON OVERNIGHT TRIP). Most overnight visitors reported that they were staying in rented accommodations (66.3 percent), while 18.1 percent stayed in a vacation unit owned by them/family/friends, and 15.7 percent stayed with friends/family who live in the area. The results show an elevated share of visitors in paid accommodations the past two seasons (66.3 - 66.5 percent) from the prior three seasons (63.2 – 64.9 percent), a positive indication of a rebound in consumer willingness to make discretionary purchases as the country recovers from the recession.

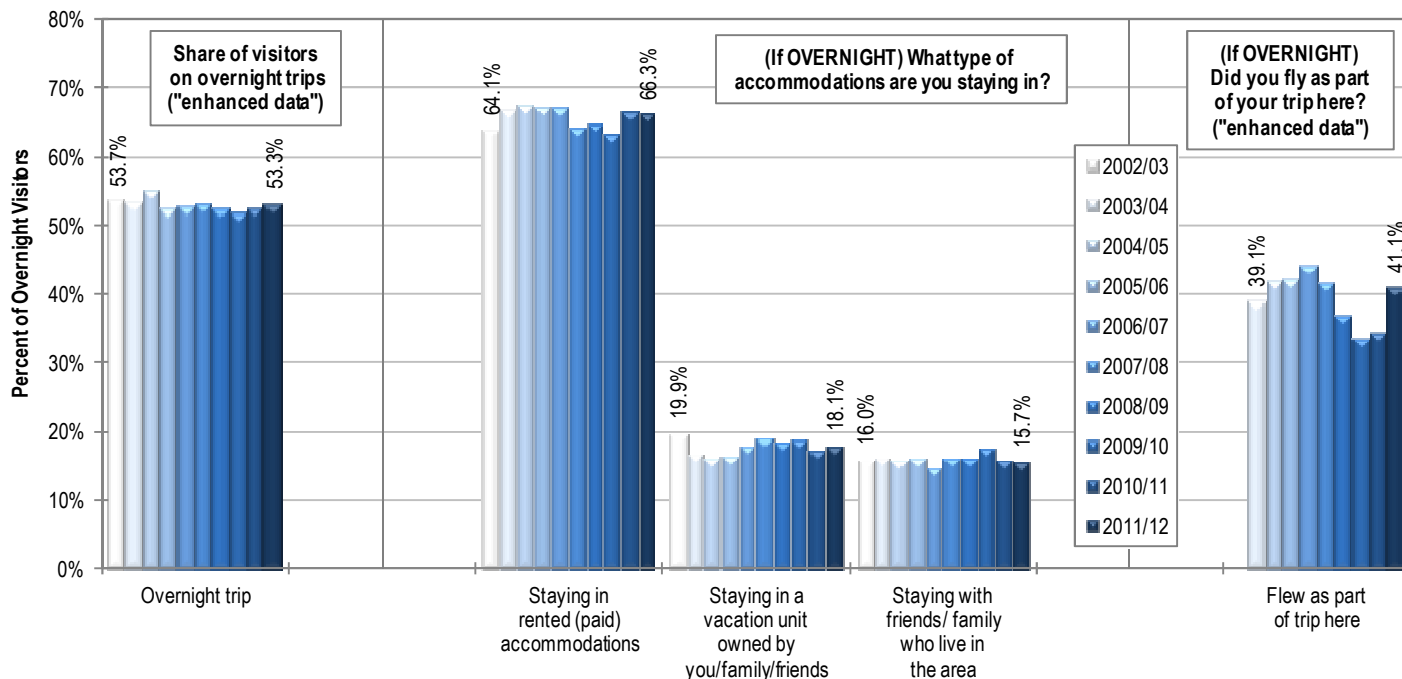
Visitors staying in vacation units owned by the respondent or their family exhibit distinct differences from other accommodations groups, including higher ability levels, high season pass ownership, longer stays, higher skiing/snowboarding frequency at this resort this season, older median age, and greater household income. Conversely, overnight guests staying with friends/family who live in the area, or staying with friends/family who own a vacation unit in the area, tend to be comparatively younger and less affluent than other overnight visitors.

- DID YOU FLY AS PART OF YOUR TRIP HERE? (IF ON OVERNIGHT TRIP). Based on “enhanced” data, on an overall national basis, 41.1 percent of overnight visitors reported they had flown as part of their trip to the resort, up from 34.5 percent last season. The uptick in air usage likely reflects the comparatively greater resilience of long-haul destination ski trips this season vs. regional overnight ski trips, consistent with the geographic visitation patterns discussed earlier. In broader historical perspective, air usage peaked at 44.3 percent in the 2006/07 season, before declining to a trough of 33.7 percent in the 2009/10 season, perhaps reflecting more conservative travel patterns (in part in response to the recession), and proportionately greater growth in regional overnight ski trips relative to long-haul destination trips. The 2011/12 season represented at least a temporary break from that pattern.

Looking at results by region, the Rocky Mountains region had by far the highest share of overnight visitors who fly (64 percent), followed distantly by the Pacific Southwest (25 percent), Pacific Northwest (19 percent, but on a small base of resort participants), Northeast (9 percent), Southeast (5 percent), and Midwest (4 percent).

Partly as a function of the longer travel distances and higher costs associated with flights, fliers tend to take significantly longer trips than non-fliers, and also tend to be more affluent.

FIGURE 20
Overnight Visitors: Share of Total Visitors on Overnight Trips, Accommodations Type, and Use of Flights
 2002/03 – 2011/12



- NIGHTS IN AREA (IF ON OVERNIGHT TRIP).** Based on the “enhanced” Demographic database, the average length of stay of overnight visitors nationally declined steadily from 4.7 nights in 2003/04 – 2004/05 to 4.4 nights in 2010/11, before rebounding this season to 4.7 nights. Similar trends were observed in the Northeast and Rocky Mountains, with varying patterns in other regions. The uptick this season likely represents the comparatively greater resilience of long-haul, destination trips this past season (which are often less snow-driven) relative to regional overnight trips. The longest average stays this season were recorded at Rocky Mountain resorts (average 5.9 nights), followed by resorts in the Pacific Southwest (3.8 nights), Northeast (3.6 nights), Pacific Northwest (3.5 nights), Southeast (3.3 nights), and Midwest (2.3 nights). Average length of stay increases steadily with resort size, rising from an average of 2.9 nights at the smallest resorts to 5.3 nights at the largest.

Visitor segments that tend to have longer than average stays include persons who fly to the resort area, persons staying in a second home owned by them or their family, empty nesters, persons aged 55+, and visitors from foreign countries exclusive of Canada.

- DAYS WILL SKI OR SNOWBOARD THIS TRIP (IF ON OVERNIGHT TRIP).** As with trip nights, average days skied on overnight trips trended down for several seasons through 2010/11, before rebounding in 2011/12. Again, the uptick likely reflected the greater resilience of long-haul, destination trips this past season relative to regional overnight trips. Respondents on overnight trips said they planned to ski/snowboard an average of 3.9 days during their trip in 2011/12, up from 3.6 days in 2010/11, with increases noted in most regions.

By region, Rocky Mountain resorts have most average days skied (4.7 days), followed by the Pacific Southwest (3.2 days), Northeast (2.9 days), Pacific Northwest (2.7 days), Southeast (2.5 days), and Midwest (2.1 days).

FIGURE 21
Overnight Visitors: Average Nights Stayed in the Area
2002/03 – 2011/12 “Enhanced” Data, by Resort Region

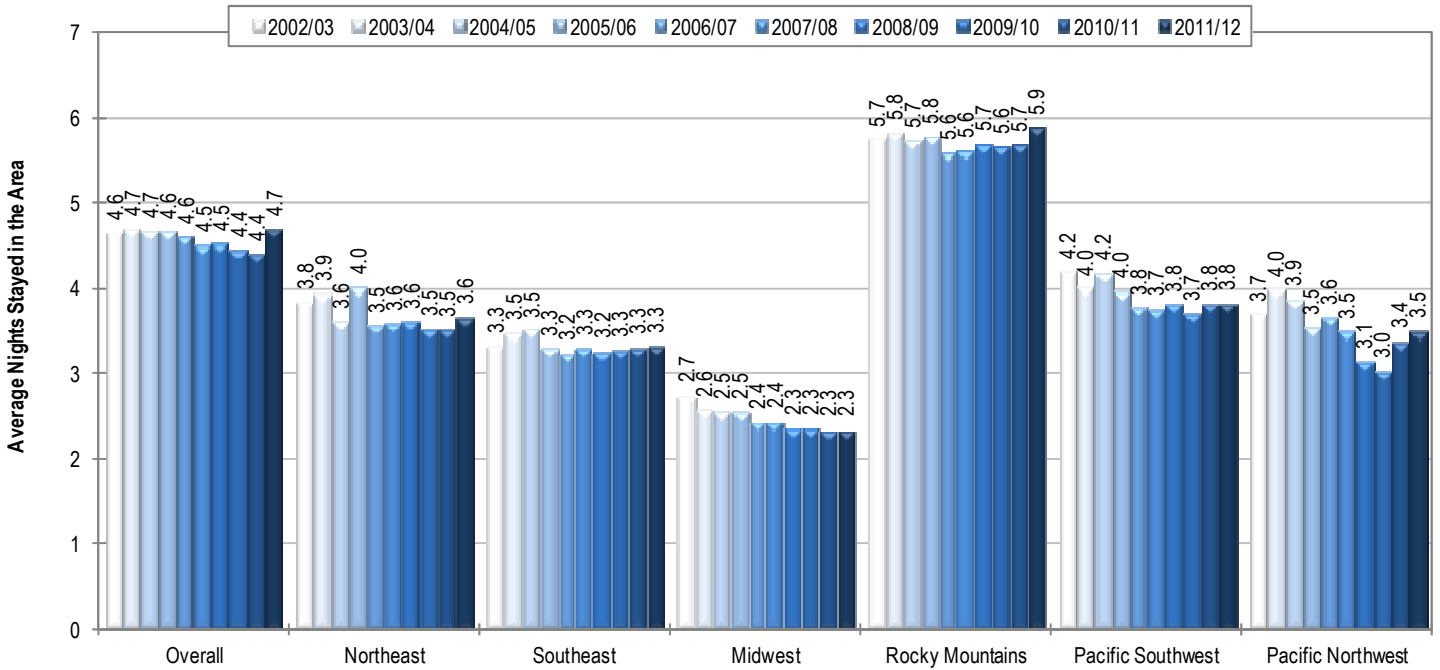
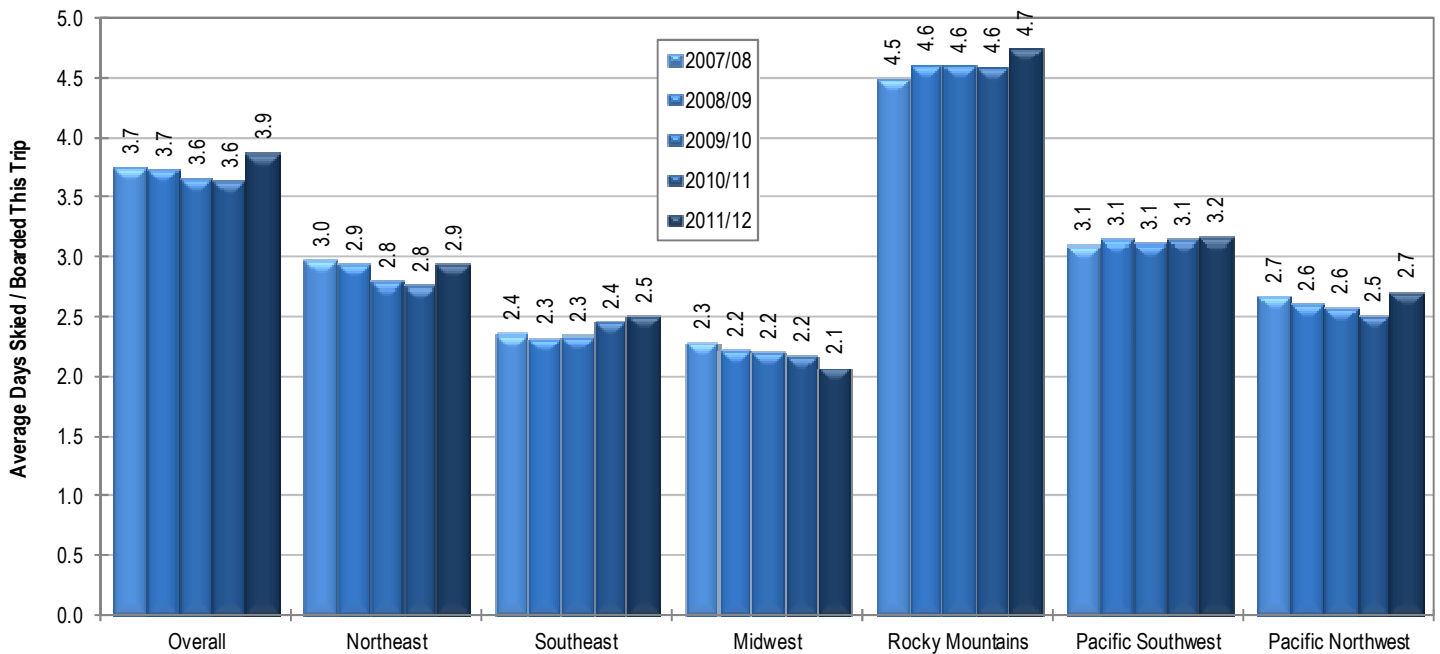


FIGURE 22
Average Days Skied/Snowboarded This Trip
2007/08 – 2011/12 “Enhanced” Data, by Resort Region



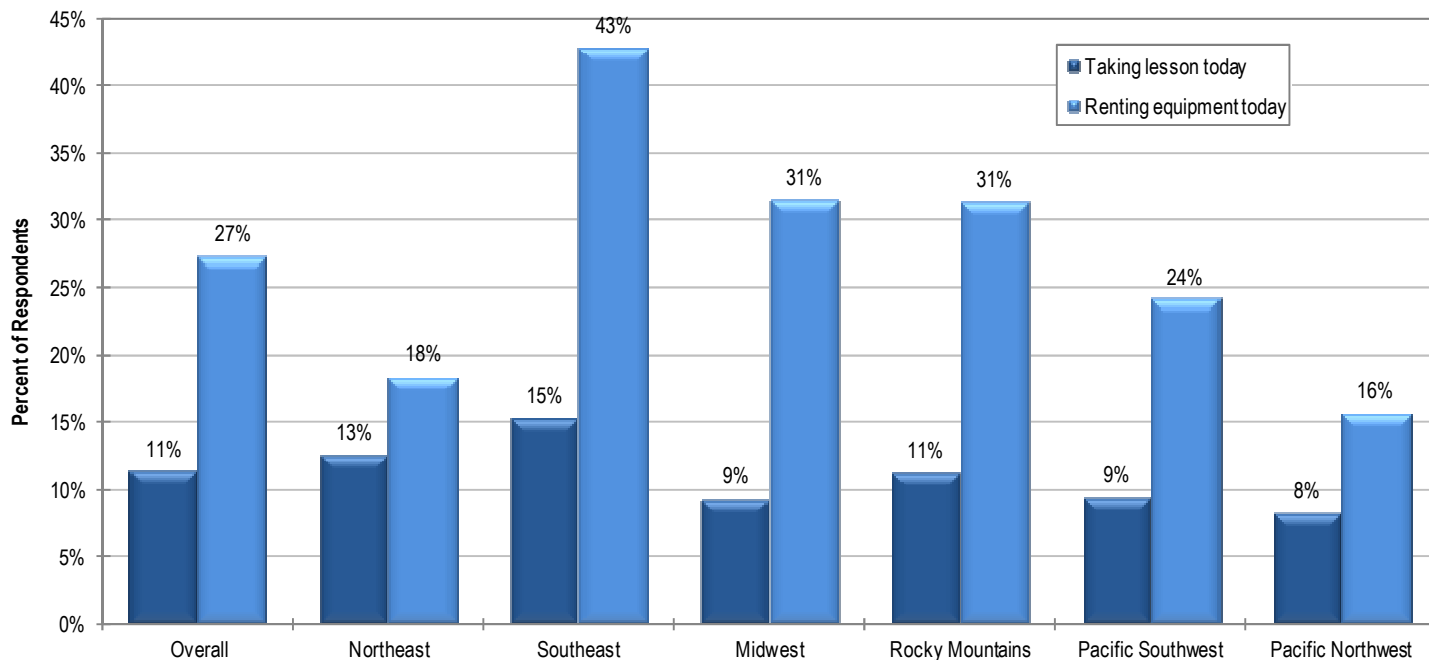
- **LESSONS.** Based on “enhanced” data, the proportion of respondents saying that they took a lesson “today” was 11.3 percent, identical to last season, and within the 9.8 – 12.5 percent range recorded over the past decade. For further perspective, the Kottke survey results, which are based on actual record data, indicate that lesson participation rates increased this past season, rising to 8.2 percent from 7.7 percent last season. Both studies also showed that the highest lesson participation rates are in the Southeast, followed by the Northeast.

As would likely be expected, participation rates are highest for first-time participants and beginners, illustrating the critical importance of lessons as a means of introducing newcomers to snowsports.

- **RENTALS.** Based on “enhanced” data, the proportion of respondents renting equipment held steady at 27.3 percent the past two seasons, and has remained with a narrow 27.2 – 28.6 percent range over the past ten seasons. Resorts in the Southeast have the highest incidence of renting (43 percent), followed by the Midwest and Rocky Mountains (31 percent each), Pacific Southwest (24 percent), Northeast (18 percent), and Pacific Northwest (16 percent).

The renter population, like the lesson population, is distinguished by a less experienced, less avid profile, with a skew to lower ability levels. Additionally, renters are more likely than average to be female; infrequent skiing/boarding participants; overnight visitors; lesson takers; first-time visitors to the resort where surveyed; and visitors traveling with a ski club or other organized group.

FIGURE 23
Proportion of Visitors Taking Lesson Today and Renting Equipment Today: Overall and by Region
2011/12 “Enhanced” Data



- **TICKET TYPE TODAY.** Based on a new survey question, single-day tickets were the most prevalent ticket type used in the 2011/12 season (40 percent), followed by season passes (30 percent),³ multi-day tickets

³ Note: Results differ from the 33.8 percent season pass ownership shown in Figure 19 due to a smaller sample size for the detailed ticket type question than for the topic of season pass ownership.

(20 percent), and half day/hourly/night tickets (3 percent). As might be expected, ticket type usage varies significantly with a variety of visitor characteristics:

- Day trippers are more likely to use a season pass (39 percent) than overnight visitors (19 percent), while overnight visitors are much more likely to use a multi-day ticket (36 percent) than day visitors (8 percent). Each group is about equally likely to use single-day tickets (42 percent of day visitors vs. 38 percent of overnight visitors) and other ticket types (11 percent of day visitors vs. 8 percent of overnight visitors).
 - Interesting differences are apparent among overnight visitors who use multi-day tickets vs. single-day tickets. Overnight visitors who use multi-day tickets tend to take longer trips (avg 5.2 nights vs. 3.7 nights) and ski more days on their trip (avg. 4.4 days vs. 2.8 days) than overnight visitors who use single-day tickets. Additionally, multi-day ticket holders are comparatively more likely to stay in rental accommodations (82 percent vs. 62 percent), and are less likely to stay in a vacation home or with friends/family; are more likely to fly to their destination (49 percent vs. 28 percent); and are much more likely to purchase their ticket in advance of arrival (62 percent vs. 28 percent).
 - Half day/hourly/night tickets have comparatively high use by lower-ability, less avid segments, and as such may be a potential tool to help coax newcomers into snowsports. A relatively high share of users of these tickets are beginners (28 percent, vs. 13 percent of all visitors) and minorities (21 percent, vs. 13 percent of all visitors), and users of these ticket types also have below-average age (median age 34, vs. 38 for all visitors) and income (54 percent earn under \$100,000, vs. 45 percent overall).
- **TICKET PURCHASE PRIOR TO ARRIVAL AT SKI AREA THIS TRIP.** Approximately half of visitors in 2011/12 purchased their tickets in advance of their arrival to the resort for their trip (51 percent). Season passholders were especially likely to purchase their pass in advance of arrival (81 percent), as were users of multi-day lift tickets (64 percent). By contrast, advance purchase was much less common among users of single day lift tickets (28 percent) and half day/hourly/night tickets (20 percent). Excluding season passholders, 37 percent of remaining ticket type users (i.e. single-day, multi-day, and other ticket users) purchased their ticket in advance. Among visitors on overnight trips, as mentioned previously, advance purchase was much more common among multi-day ticket users (62 percent) than single-day ticket users (28 percent).
 - **AMOUNT SPENT TODAY.** Respondents were asked “how much will you spend today on your ski trip for you personally (not your family or group), including lift tickets, food, lessons, equipment rental, and retail purchases (but excluding lodging and transportation)?” Excluding responses in excess of \$1,000 (which comprised 3 percent of responses this season), the average amount spent decreased slightly, to \$100 from \$104 in 2010/11. The median amount spent decreased to \$60 from \$65. These slight decreases may have represented a shift to somewhat more conservative spending patterns, perhaps due to the continued slow economic recovery, or other factors (such as growth in season pass usage). In longer term perspective, spending dropped abruptly from 2007/08 to 2008/09 in a clear reflection of the recession. Spending then partially recovered in 2009/10 and 2010/11, before retrenching slightly this season.

Further corroborating the decrease in spending this season, limiting the sample to 34 resorts for which data is available for the past two seasons (to eliminate fluctuation due to shifting resort samples), the average amount spent again decreased slightly, to \$97 from \$99 in 2010/11, and the median amount spent also decreased, to \$55 from \$60.

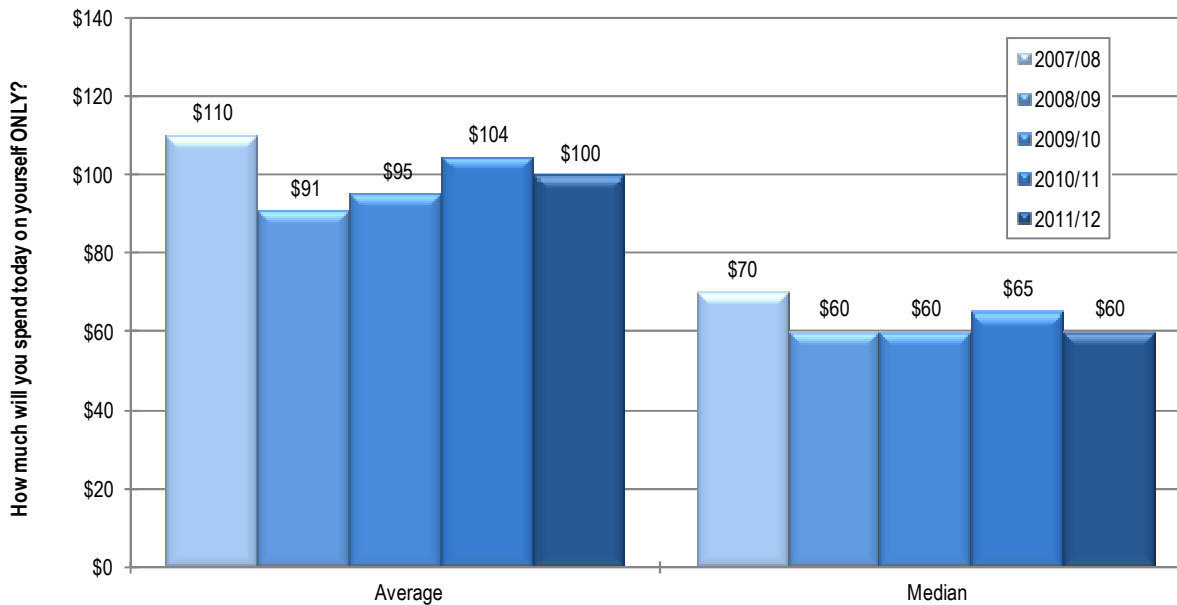
There are wide variations in spending across a variety of different demographic and “skiographic” segments, as well as across different resort groupings. Based on aggregate data across the past five seasons (to bolster the sample size), visitors to resorts in the Rockies tend to spend the most per day on average

(\$129), followed by visitors to the Pacific Southwest (\$124), Southeast (\$110), Northeast (\$95), Midwest (\$83), and Pacific Northwest (\$74).

Demographically, spending tends to increase with age, rising from \$53 among children aged 14 and under to a peak of \$125 in the 35 – 44 age category, and then declining progressively to \$86 in the 65+ age category. Spending also tends to increase with income (not surprisingly). Spending per day also tends to be highest among less skilled and less frequent participants, likely due to a higher incidence of equipment rental and lesson taking, and lower season pass ownership (likely resulting in higher effective lift ticket prices). While this illustrates the enhanced revenue opportunities associated with inexperienced participants, it also highlights the higher cost barriers facing newcomers to snowsports, which is a challenge as the industry seeks to grow.

Spending also tends to be higher among overnight visitors than day visitors; and among overnight visitors, spending tends to be highest among persons staying in rental accommodations, and lowest among those who own their accommodations or are staying with friends / family. Many of these variations are logical, and reflect different trip experiences.

FIGURE 24
Average & Median Amount Spent on Your Ski/Snowboard Trip Today: 2007/08 – 2011/12
Amount spent for yourself only; lodging & transportation excluded



SATISFACTION RATINGS

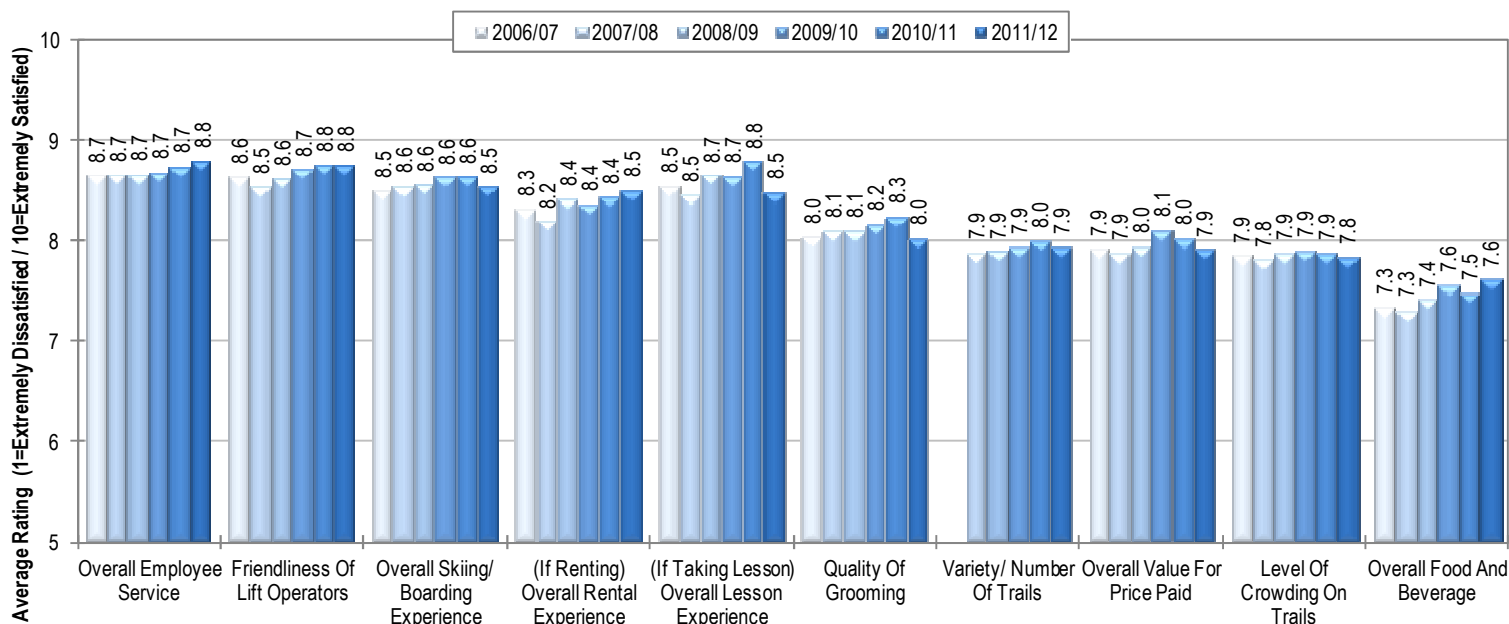
- SATISFACTION RATINGS.** Respondents were asked to rate their satisfaction with a variety of aspects of the resort they were visiting, using a 10 point scale where 1 = “extremely dissatisfied” and 10 = “extremely satisfied.”

Average ratings were mixed this year relative to last year. Ratings edged up by 0.1 point for overall employee service, overall rental experience, and overall food and beverage. By contrast, average ratings dipped by 0.3 point for overall lesson experience, 0.2 point for quality of grooming, and 0.1 point for overall

skiing/boarding experience, variety/number of trails, and overall value for the price paid. It is likely that some of the declines this year were attributable to the unusually low snowfall and unfavorable weather conditions this season (in contrast to the generally abundant snowfall in 2010/11). Snow conditions typically impact visitors' evaluation of many aspects of their snowsports experience, contributing to broadly stronger ratings when snow conditions are good and poorer ratings when snow conditions are subpar.

Prior to the mixed performance this season, ratings had been trending up slightly over the prior five seasons, rising by 0.1 – 0.2 point over the period for most attributes, a positive trend and an indicator that resorts have been making genuine improvements to the quality of the visitor experience.

FIGURE 25
Resort Satisfaction: Average Ratings
2006/07 – 2011/12

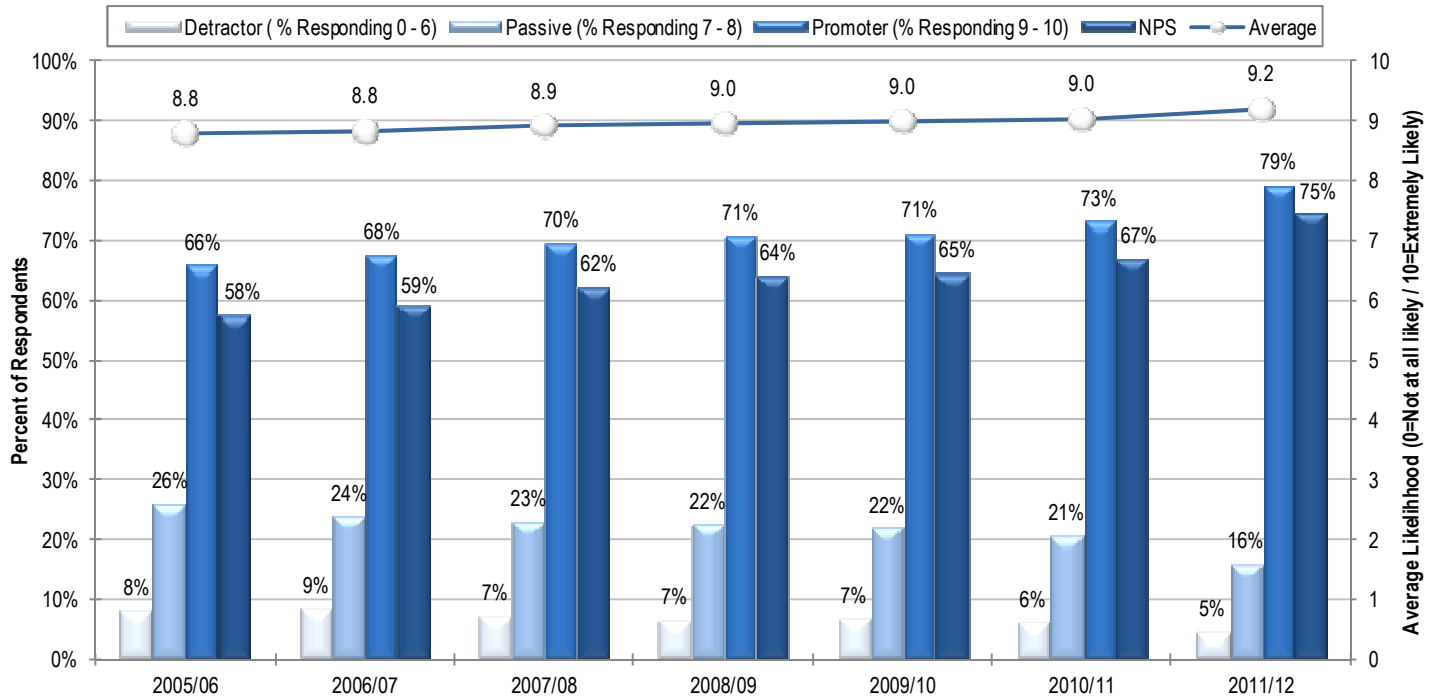


- LIKELIHOOD OF RECOMMENDING THIS RESORT TO A FRIEND OR COLLEAGUE.** In an important metric for the ski industry, respondents were asked how likely they would be to recommend the resort where they were interviewed to a friend or colleague, using an 11 point scale where 0 = “not at all likely,” 5 = “neutral,” and 10 = “extremely likely.” Research has indicated that in many contexts, respondents who give ratings of 9 or 10 to this question tend to be “active promoters” of the company or service being rated. Additionally, respondents who give ratings of 7 or 8 tend to be “passive,” while respondents who give ratings of 6 or below tend to be “detractors.” A company’s “net promoter” score (NPS) can be calculated as the percentage of customers who are promoters, minus the percentage who are detractors. A net promoter score above 75 is generally considered to be excellent.

In aggregate nationally, 79 percent of respondents indicated a high likelihood of recommending the resort where they were interviewed (promoters), while 5 percent were relatively unlikely to give a recommendation or (worse) speak negatively (detractors). This translates into a “net promoter” score of 75 percent. An additional 16 percent of guests were relatively passive (percent 7 or 8), less likely to recommend or discourage the resort in question. NPS scores have been trending upward, rising from a low of 58 percent in 2004/05 to 75 percent today. The improvements have been due to a combination of increasing “promoters” and decreasing “detractors” and “passives.” The improvements in the guest experience ratings

(as documented above) are likely an important underlying factor in these gains over time, notwithstanding the mixed experience ratings and poorer snow this season. Additionally, NPS scores tend to rise with respondent age, and as such, the gradual increases in visitor age over time is a modest contributing factor to the improvement trend.

FIGURE 26
Likelihood of Recommending This Resort to a Friend or Colleague, 2004/05 – 2011/12



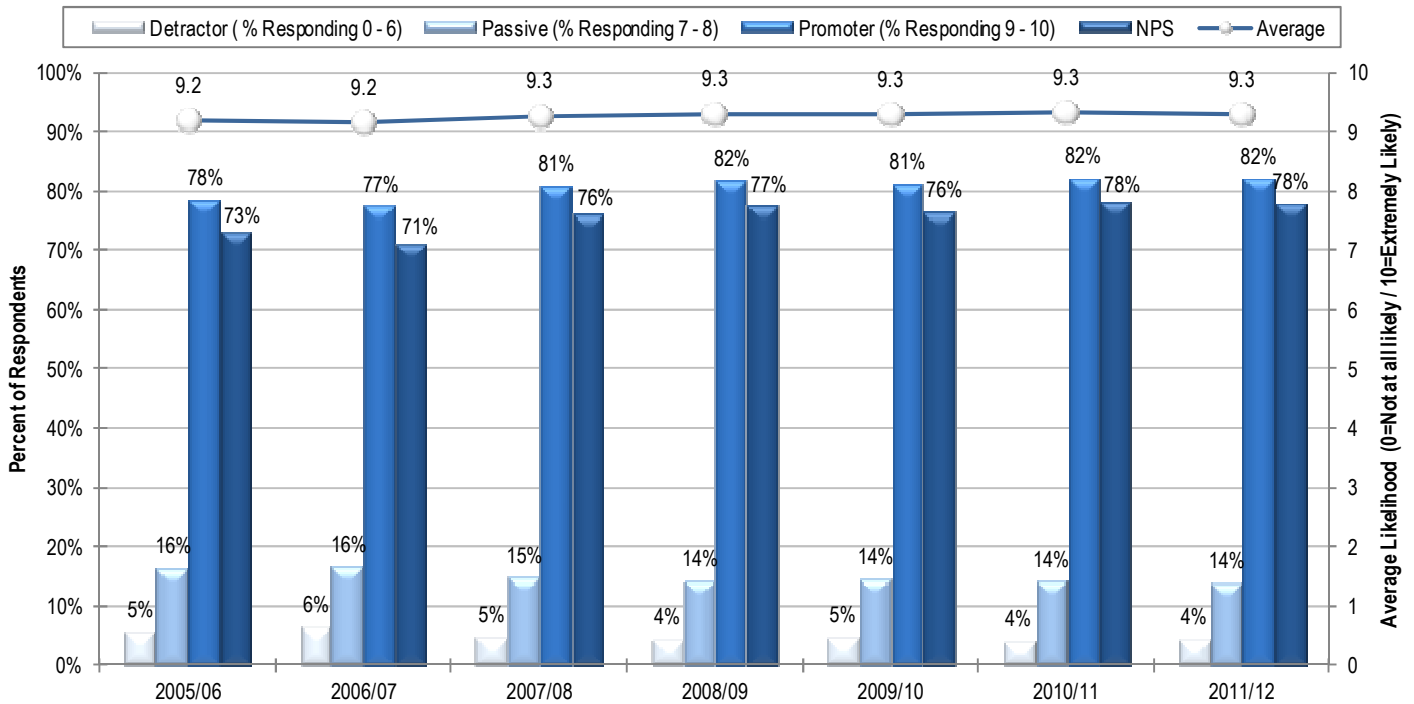
- LIKELIHOOD OF RECOMMENDING THIS SPORT TO A FRIEND OR COLLEAGUE.** In a separate question, respondents were asked how likely they would be to recommend “this sport” (skiing or snowboarding) to a friend or colleague, using the same 11 point scale where 0 = “not at all likely,” 5 = “neutral,” and 10 = “extremely likely.” Overall, in a positive finding for the industry, the aggregate scores tend to be high, with 82 percent promoters this season, 14 percent passives, and 4 percent detractors, resulting in a “net promoter” score of 78 percent. This 78 percent net promoter score for snowsports is identical to last season, but has trended up from 71 percent 2006/07.

Historically, the snowsports NPS score has trended somewhat above the resort NPS score. This appears to indicate that participants tend to have a reservoir of enthusiasm for skiing and snowboarding that thrives regardless of their experience at a given resort, and that resorts have room for improvement in garnering the same loyalty from their customers as their customers have for snowsports.

Comparing “sport” and “resort” NPS scores further, it appears that having customers who are enthusiastic about snowsports is a necessary (but not sufficient) condition for a resort to garner promoters of its own product. More specifically, based on long-term averages, almost all “resort promoters” are also “sport promoters” (96 percent); or stated another way, it is difficult to find a resort promoter who is not also a sport promoter. By contrast, however, there are plenty of resort “passives” who are nonetheless promoters of

snowsports generally (46 percent of resort passives are sport promoters). There also many resort detractors who nonetheless are still promoters of snowsports (37 percent of resort detractors are sport promoters). Thus, customer enthusiasm for skiing and snowboarding generally does not always translate into enthusiasm for a specific resort. However, customer enthusiasm for snowsports generally is a virtual prerequisite for enthusiasm for a specific resort.

FIGURE 27
Likelihood of Recommending the Sport of Skiing or Snowboarding to a Friend or Colleague, 2005/06 – 2011/12



- LIKELIHOOD TO RECOMMEND TAKING A LESSON AT THIS RESORT TO A FRIEND OR COLLEAGUE.** In a new question this season, respondents were asked how likely they would be to recommend “taking a lesson at this resort” to a friend or colleague, using the same 11 point scale where 0 = “not at all likely,” 5 = “neutral,” and 10 = “extremely likely.” Overall, the aggregate scores were mixed, with 65 percent promoters, 15 percent passives, and 20 percent detractors, resulting in a “net promoter” score of just 45 percent. Delving more deeply, however, the net promoter score rises to 68 percent (76 percent promoters / 9 percent detractors) among those who actually took a lesson at the resort “today.” The NPS score is dramatically lower among respondents who had not taken a lesson today (41 percent; all respondents were asked the lesson recommendation question, whether or not they took a lesson at the resort today). Together, these results appear to imply that while current lesson takers are likely to be good ambassadors for a resort’s lesson programs, those who have either never taken a lesson at the resort (or at least not taken one today) tend to have a significantly more critical view of a resort’s lesson programs – or perhaps don’t envision them as fulfilling the needs of their friends/colleagues (i.e. have a lukewarm view of the benefits of lessons generally or for certain ability levels).

In addition to participation in a lesson, for those taking a lesson, satisfaction with the lesson experience is also correlated with likelihood to recommend lessons at a resort. Lesson detractors tend to have a poor lesson experience (average satisfaction rating 5.6 on a 1-10 scale), while lesson promoters tend to have a

good lesson experience (average satisfaction rating 9.2 on a 1-10 scale), and lesson passives have an intermediate lesson experience (average satisfaction 8.0).

- **LIKELIHOOD OF RETURN TO THIS RESORT NEXT SEASON.** In a new question, respondents were asked how likely they would be to return to the resort next season, using the same 11 point scale where 0 = “not at all likely” and 10 = “extremely likely.” Overall, 74 percent indicated a high likelihood (response of 9 or 10); 17 percent indicated a moderate likelihood (response of 7 or 8); and 9 percent indicated a low likelihood (response of 0 through 6).

A prerequisite to high likelihood of return next season appears to be a satisfying resort experience, as evidenced (for example) in a resort’s NPS score. Virtually all respondents who indicate a high (9, 10) likelihood of return to a resort are a resort promoter (95 percent) or are passive about the resort (4 percent); just 1 percent are resort detractors. Thus, visitors with a high likelihood of return also give a high resort NPS score (94 percent). By contrast, visitors a moderate likelihood of return (7, 8) give a low resort NPS score (29 percent), and visitors with a low likelihood of return (0 – 6) give a very low resort NPS score (1 percent).

Previous visitation of the resort in the prior five winters is also closely associated with likelihood of return. Specifically, previous resort visitors are much more likely to be highly likely to return next season (79 percent) than are first-time resort visitors (56 percent).

◆ PARTICIPANT LIST

NSAA National Demographic Study 2011/12 Represented Resorts (96 Areas)

NORTHEAST 29 Areas

MA Jiminy Peak Mountain Resort
Ski Butternut
Wachusett Mountain Ski Area

ME Saddleback Maine
Sugarloaf
Sunday River Ski Resort

NH Bretton Woods Ski Area
Cannon Mountain
Cranmore Mountain Resort
Crotched Mountain Ski & Ride
Dartmouth Skiway
Gunstock Mountain Resort
King Pine Ski Area
Loon Mountain Recreation Corp.
Mount Sunapee Resort
Pats Peak
Ragged Mountain Resort
Waterville Valley Resort

NY Belleayre Mountain
Gore Mountain
Holiday Valley Resort
Hunter Mountain
Windham Mountain

VT Bolton Valley Resort
Bromley Mountain Resort
Burke Mountain Ski Area
Mount Snow Resort
Okemo Mountain Resort
Stratton

SOUTHEAST 7 Areas

NC Cataloochee Ski Area

NJ Mountain Creek

PA Bear Creek Mountain Resort
Camelback Mountain Resort
Liberty Mountain Resort
Roundtop Mountain Resort
Whitetail Resort

MIDWEST 8 Areas

IN Paoli Peaks, Inc.

MI Crystal Mountain Resort & Spa
Mt. Zion

MN Hyland Ski and Snowboard Area
Lutsen Mountains

WI Grand Geneva Resort
Granite Peak at Rib Mountain State Park
Sunburst Ski Area

ROCKY MOUNTAIN 34 Areas

CO Arapahoe Basin
Aspen Highlands
Aspen Mountain
Beaver Creek Resort
Breckenridge Ski Resort
Buttermilk
Crested Butte Mountain Resort
Echo Mountain
Eldora Mountain Resort
Frisco Adventure Park
Keystone Resort
Loveland Ski Area
Monarch Mountain
Powderhorn Resort
Snowmass
Steamboat Ski & Resort
Sunlight Mountain Resort
Telluride Ski & Golf Resort
Vail Mountain
Winter Park Resort

ID Brundage Mountain Resort
Sun Valley Resort

MT Big Sky Resort
Moonlight Basin
Whitefish Mountain Resort

UT Alta Ski Area
Canyons Resort
Deer Valley Resort Company
Park City Mountain Resort
Powder Mountain
Snowbasin Resort Co.
Snowbird Ski & Summer Resort

WY Grand Targhee Resort
Jackson Hole Mountain Resort

PACIFIC SOUTHWEST 9 Areas

CA Alpine Meadows Ski Resort
Bear Mountain Resort
June Mountain
Mountain High Resort
Northstar California
Snow Summit Mountain Resort
Squaw Valley
Sugar Bowl Resort

NV Heavenly Mountain Resort

PACIFIC NORTHWEST 9 Areas

AK Alyeska Resort

OR Mt. Ashland
Mt. Bachelor, Inc.
Mt. Hood Meadows Ski Resort
Willamette Pass Resort

WA 49 Degrees North Mountain Resort
Crystal Mountain, Inc.
Mission Ridge Ski & Board Resort
Stevens Pass

◆ SURVEY FORM

SUMMARY OF RESULTS

Survey location: n=82,185
 52% Lodge/restaurant 48% Lift line/lift
Survey completed by: n=83,118
 36% Respondent 64% Staff member

Are you on a day trip or an overnight trip away from home?
 n=110,089

45% Day trip 55% Overnight trip

IF OVERNIGHT VISITOR . . .

How many nights are you staying in the area this trip?

NIGHTS
 avg=4.8
 n=50,429

How many days will you ski or snowboard on this trip?

DAYS
 avg=4.0
 n=49,578

Are you staying: n=44,221

- 67% In rented (paid) accommodations (hotel, condo, etc.)
- 15 With friends or family who live in the area
- 16 In a vacation unit owned by you/your family
- 2 In a vacation unit owned by friends

Did you fly as part of your trip here?

45% Yes 55% No n=44,037

What type of lift ticket/pass are you using today? n=50,874

- 30% Season pass 3 Half-day/hourly/night ticket
- 40 Single day lift ticket 6 Other
- 20 Multi-day lift ticket

Did you purchase this ticket/pass prior to arriving at the ski area this trip? n=22,888

51% Yes 46 No 4 Don't know

Have you previously visited this ski area within the past 5 years in the...

Winter 76% Yes 24 No n=98,290
 Summer 33% Yes 67 No n=29,839

How many seasons have you ever SKIED? How many seasons have you ever BOARDED?

14% None (don't ski)	65% None (don't snowboard)
6 One (1st time /season)	8 One (1st time /season)
14 2 to 4	12 2 to 4
18 5 to 9	8 5 to 9
18 10 to 19	5 10 to 19
30 20+	2 20+
n=33,197	n=33,197

TODAY'S DATE

Month	Day
2% NOV	
19 DEC	
28 JAN	
28 FEB	
20 MAR	
3 APR	
MAY	
n=103,060	

How many days in total will you downhill ski this season?

TOTAL DAYS

→ avg=14.5
 n=34,219
 (Write '000' if NONE)

How many days in total will you snowboard this season?

TOTAL DAYS

→ avg=6.5
 n=34,232
 (Write '000' if NONE)

How many total days will you ski and/or snowboard at this ski area this season?

TOTAL DAYS THIS SKI AREA

→ avg=12.7
 n=46,756
 (Write '000' if NONE)

How many total days, if any, did you ski and/or snowboard LAST season?

TOTAL DAYS LAST YEAR

→ avg=16.9
 n=33,428
 (Write '000' if NONE)

What type of equipment are you using today?

68% Alpine skis 2 Telemark skis n=111,041
 27 Snowboard 3 Other

What is your ability level on today's equipment?

n=111,399

3% First time 42 Intermediate
 9 Beginner 45 Advanced/expert

On what type of equipment did you first try downhill snow sports? n=25,900

82% Skis 1 Other
 17 Snowboard

Today, are you:

wearing a helmet? 67% Yes 33 No n=69,541
renting equipment? 27% Yes 73 No n=44,288
taking a lesson? 10% Yes 90 No n=35,302

Where is your permanent residence? n=152,735

94% United States — Enter

U.S. ZIP CODE

ZIP CODE at right

→

2 Canada — Enter

CANADIAN POSTAL CODE

POSTAL CODE at right

→ -

5 Other country — **Please specify:**

- UK / England Mexico
- Australia Brazil
- Germany Japan
- New Zealand Other country—specify:

(continued on other side) →

In the past 5 years, has there been a period of one year or more when you dropped out of skiing/snowboarding?

31% Yes 69 No n=20,082

Who are you here with today?

(MARK ALL THAT APPLY) n=32,204

7% I am by myself 42 Other family members/relatives
 43 Friend(s)
 24 Spouse/significant other 11 Group/club/organization

Including yourself, how many people in your immediate party are downhill skiing today?

avg=2.9
 n=24,482

...and how many people in your immediate party are snowboarding today?

avg=1.3
 n=24,482

How many in your party are age 12 or younger?

avg=0.9
 n=23,373

...and how many are 13-17?

avg=0.9
 n=23,276

Approximately how much will you spend TODAY on your ski trip PERSONALLY (not your family or group), including lift tickets, food, lessons, equipment rental, & retail purchases (but excluding lodging and transportation)?

avg=\$100
 n=16,470

In what year were you born? (PLEASE ENTER 4-DIGIT YEAR) → avg age=37.4
 n=96,173

What is your gender? 59% Male 41 Female
 n=110,929

Which of the following best describes your race?

90% White 4 Asian n=65,481
 2 Black Native Hawaiian or other Pacific Islander
 1 American Indian or Alaska Native 3 Some other race

Do you consider yourself to be of Hispanic, Latino, or Spanish origin?

6% Yes 94 No
 n=61,199

Which best describes your marital/family status?

14% 17 years or younger 39 Household with children at home
 22 Single, no children 13 Household with children no longer at home
 13 Couple, no children n=70,283

What is your annual pre-tax household income?

13% A – under \$25,000 12 E – \$150,000 to \$199,999
 11 B – \$25,000 to \$49,999 7 F – \$200,000 to \$249,999
 24 C – \$50,000 to \$99,999 12 G – \$250,000 or above
 20 D – \$100,000 to \$149,999 Prefer not to respond
 n=34,707

On a 1-to-10 scale where 1 is "Extremely Dissatisfied" and 10 is "Extremely Satisfied," how do you rate the following aspects of this ski area? (NA/DK is "Not Applicable/Don't Know")

	Extremely Dissatisfied					Extremely Satisfied/NA/DK				
	1	2	3	4	5	6	7	8	9	10
	mean					n				
Quality of grooming	8.0					54,969				
Friendliness of lift operators	8.8					50,790				
Overall value for price paid	7.9					48,510				
Overall food and beverage	7.6					35,892				
Overall skiing/snowboarding experience	8.5					50,767				
Overall employee service	8.8					37,433				
Level of crowding on trails	7.8					45,407				
Variety/number of trails	7.9					40,887				
(IF RENTING) Overall rental experience	8.5					10,615				
(IF TAKING LESSON) Overall lesson experience	8.5					8,963				

On a scale where 0 is "Not At All Likely," 5 is "Neutral" and 10 is "Extremely Likely," how likely would you be to...

	Not At All Likely					Neutral					Extremely Likely NA/DK				
	0	1	2	3	4	5	6	7	8	9	10				
Return to this resort next season?	mean=8.9, n=75,882														
Recommend this resort to a friend or colleague?	mean=9.2, n=75,451, Promoter: 79%														
Recommend this sport to a friend or colleague?	mean=9.3, n=36,299, Promoter: 82%														
Recommend taking a lesson at this resort to a friend or colleague?	mean=8.3, n=16,139, Promoter: 65%														

Thank you for your feedback!

◆ TABLES

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
RESORT LOCATION - NSAA REGION	22%	23%	23%	24%	24%	22%	21%	24%	23%	24%	100%	100%					18%	26%	35%	16%		
Northeast	9%	10%	10%	10%	9%	9%	10%	10%	10%	10%							17%	26%	11%			
Southeast	13%	13%	13%	13%	14%	13%	14%	13%	14%	14%		100%					56%	22%				
Midwest	38%	35%	33%	34%	34%	37%	35%	34%	33%	32%							4%	21%	26%	56%		
Rocky Mountains	12%	13%	14%	14%	16%	12%	11%	15%	13%	12%					100%		1%					
Pacific Northwest	8%	7%	7%	5%	4%	7%	10%	4%	8%	7%					100%		1%	6%	14%	19%		
Pacific Northwest	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
TOTAL	117,539	111,755	121,883	114,878	113,225	138,980	131,392	120,696	123,690	125,934	18,914	33,162	21,661	73,545	13,959	5,116	53,405	14,886	14,362	81,652		
RESORT SIZE (vft, in 000's)	15%	17%	23%	26%	23%	21%	19%	20%	19%	21%	15%	37%	94%	2%	0%	0%	100%					
<4,500 vft	17%	20%	15%	20%	19%	21%	19%	20%	19%	19%	20%	55%	6%	9%	13%		100%					
4,500 - 9,999 vft	16%	9%	16%	11%	16%	15%	17%	14%	18%	16%	26%	7%	11%	19%	30%		100%					
10,000 - 16,999 vft	52%	54%	46%	44%	43%	43%	44%	46%	44%	44%	39%			78%	81%		86%					
17,000+ vft	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
TOTAL	117,503	111,755	121,883	113,466	109,489	136,090	131,392	120,696	123,690	125,934	18,914	31,705	21,291	73,509	13,959	5,116	53,405	14,886	14,362	81,652		
SURVEY LOCATION	52%	59%	74%	65%	68%	69%					80%	76%	95%	29%	9%	84%	90%	86%	72%	26%		
Lodge/restaurant	48%	41%	26%	35%	32%	31%					20%	22%	5%	71%	16%	16%	10%	12%	28%	74%		
Lift line/lift	100%	100%	100%	100%	100%	100%					100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
TOTAL	82,185	84,993	58,123	62,850	62,402	67,042					5,563	24,713	10,279	61,121	7,963	4,182	35,857	7,007	7,104	63,711		
SURVEY COMPLETED BY:	36%	32%	36%	26%	37%	43%					61%	49%	54%	25%	6%	42%	54%	53%	60%	22%		
Respondent	64%	68%	64%	74%	63%	57%					39%	51%	46%	75%	94%	58%	46%	47%	40%	78%		
Staff member	100%	100%	100%	100%	100%	100%					100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
TOTAL	83,118	89,804	100,874	101,453	106,814	77,214					5,033	23,932	9,158	63,360	7,436	4,142	35,958	5,382	6,368	67,470		
January	28%	31%	33%	34%	28%	28%	29%	30%	33%	32%	35%	34%	38%	24%	22%	38%	37%	34%	23%	27%		
February	28%	26%	29%	28%	28%	30%	30%	29%	29%	24%	29%	37%	30%	27%	23%	22%	33%	30%	30%	24%		
March	20%	20%	18%	19%	22%	20%	19%	20%	16%	18%	15%	12%	12%	24%	22%	22%	13%	19%	21%	23%		
April	3%	5%	3%	3%	3%	3%	3%	2%	2%	3%	0%	0%	0%	4%	9%	3%	0%	1%	4%	4%		
May	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%		
October	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
November	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	0%	0%	3%	2%	2%	0%	0%	0%	3%		
December	19%	18%	15%	15%	18%	18%	17%	17%	19%	22%	21%	18%	20%	18%	23%	13%	16%	16%	18%	19%		
TOTAL	103,060	109,366	118,069	114,455	110,159	135,232	131,363	113,287	120,702	125,628	10,329	30,655	20,131	72,503	11,425	5,116	49,291	9,794	9,444	78,403		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIERS/SNOWBOARDER RESEARCH - FINAL RESULTS

DAY TRIP OR OVERNIGHT TRIP	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
	45%	45%	47%	49%	45%	47%	47%	41%	44%	43%	46%	72%	66%	31%	33%	70%	70%	56%	57%	30%		
Day trip	55%	55%	53%	51%	55%	53%	53%	59%	56%	57%	54%	28%	34%	69%	67%	30%	30%	44%	43%	70%		
Overnight trip	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
TOTAL	110,089	103,202	113,001	107,488	109,952	134,461	128,638	115,974	120,769	123,410	16,170	30,235	19,820	70,190	13,352	4,642	48,006	12,253	13,842	77,954		
1	7%	9%	8%	10%	9%	7%	7%	6%	8%	8%	10%	19%	20%	3%	11%	10%	20%	14%	8%	5%		
2	21%	24%	20%	20%	21%	17%	20%	19%	21%	21%	38%	36%	41%	7%	28%	32%	38%	37%	27%	15%		
3	17%	19%	18%	17%	17%	17%	17%	18%	17%	17%	23%	27%	23%	11%	19%	25%	22%	22%	16%	15%		
4	12%	12%	14%	13%	14%	14%	15%	15%	13%	13%	9%	9%	8%	15%	12%	9%	8%	8%	12%	14%		
5	11%	10%	11%	10%	11%	13%	12%	11%	10%	11%	7%	4%	3%	16%	8%	7%	4%	5%	10%	13%		
6	9%	7%	8%	7%	8%	10%	8%	8%	8%	8%	4%	2%	2%	13%	6%	6%	2%	4%	7%	10%		
7	11%	10%	12%	12%	11%	13%	11%	12%	13%	12%	5%	2%	2%	17%	8%	6%	3%	5%	10%	14%		
8	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	0%	0%	4%	2%	1%	1%	1%	3%	3%		
9	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	0%	1%	2%	2%		
10	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	0%	0%	4%	1%	1%	1%	1%	2%	3%		
11 - 14 nights	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	1%	0%	0%	5%	2%	1%	0%	2%	3%	3%		
15 - 22 nights	2%	2%	1%	2%	1%	1%	2%	3%	3%	3%	0%	0%	1%	4%	2%	0%	0%	1%	2%	3%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Average	4.8	4.3	4.5	4.5	4.4	4.7	4.7	4.8	4.8	4.7	3.3	2.7	2.7	6.1	4.0	3.5	2.7	3.4	4.5	5.3		
Median	4.0	3.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	4.0	3.0	2.0	2.0	5.0	3.0	3.0	2.0	2.0	3.0	5.0		
n =	50,429	53,294	54,433	50,389	56,560	54,986	48,334	46,796	46,563	55,551	3,842	6,933	5,597	36,468	7,273	1,550	13,983	3,212	5,388	40,544		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)										RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)				
	2011/12	2010/11	2009/10	2008/09	2007/08	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)										
1	11%	13%	12%	11%	10%	18%	29%	24%	5%	16%	18%	26%	16%	14%	9%										
2	26%	29%	28%	28%	26%	40%	43%	50%	13%	37%	39%	44%	44%	29%	22%										
3	20%	20%	21%	21%	22%	18%	17%	19%	20%	19%	26%	18%	18%	17%	21%										
4	13%	12%	13%	13%	15%	8%	7%	4%	18%	10%	8%	5%	7%	13%	15%										
5	11%	9%	11%	10%	11%	6%	2%	2%	16%	7%	4%	3%	6%	9%	13%										
6	7%	6%	6%	7%	7%	3%	1%	0%	11%	4%	2%	1%	3%	6%	8%										
7	4%	4%	3%	3%	4%	3%	1%	1%	5%	2%	1%	1%	2%	4%	4%										
8	2%	2%	1%	1%	1%	1%	0%	0%	2%	1%	0%	0%	1%	2%	2%										
9	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%										
10	2%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	0%	1%	2%	2%										
11 - 14 days	2%	2%	1%	2%	2%	0%	0%	0%	3%	1%	1%	0%	1%	2%	2%										
15 - 22 days	2%	2%	1%	1%	1%	1%	0%	0%	3%	2%	0%	0%	1%	1%	2%										
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%										
Average	4.0	3.7	3.7	3.7	3.8	2.9	2.2	2.2	5.0	3.3	2.7	2.3	3.0	3.7	4.3										
Median	3.0	3.0	3.0	3.0	3.0	2.0	2.0	2.0	4.0	2.0	2.0	2.0	2.0	3.0	3.0										
n =	49,578	54,202	52,869	48,532	55,865	3,799	5,404	2,660	36,078	7,158	1,553	10,307	2,790	5,231	40,255										

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)										RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)				
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)							
(IF OVERNIGHT) ACCOMMODATIONS TYPE:	67%	66%	63%	65%	64%	67%	68%	67%	67%	64%	51%	72%	74%	72%	50%	69%	75%	75%	63%	67%							
Staying in rented (paid) accommodations	15%	16%	18%	17%	16%	15%	16%	16%	16%	16%	15%	12%	12%	14%	28%	15%	13%	13%	15%	15%							
Staying with friends or family who live in the area	16%	15%	16%	16%	16%	15%	16%	16%	16%	16%	30%	10%	4%	6%	19%	9%	10%	10%	17%	17%							
Staying in a vacation unit owned by you/your family	2%	3%	3%	3%	4%	3%					5%	3%	2%	2%	4%	4%	2%	2%	6%	2%							
In a vacation unit owned by friends							17%			20%		3%	7%														
In vacation unit owned by you/family/friends (05/06 & prior)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%							
TOTAL	44,221	51,077	52,968	48,444	64,599	71,467	68,098	70,513	68,726	54,054	3,608	6,756	5,253	31,740	16,311	13,552	3,708	4,886	34,049	34,049							
(IF OVERNIGHT) FLY AS PART OF YOUR TRIP HERE?	45%	35%	37%	39%	39%	49%	44%	43%	40%	3%	5%	4%	3%	70%	19%	6%	20%	48%	54%	54%							
Yes	55%	66%	63%	61%	60%	51%	56%	57%	60%	97%	96%	97%	97%	30%	81%	94%	80%	80%	52%	46%							
No	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%							
TOTAL	44,037	50,327	46,843	32,816	38,796	47,018	46,910	46,571	43,284		1,659	5,892	5,269	32,822	1,603	14,424	2,687	4,891	4,891	35,071							

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

TYPE OF LIFT TICKET/PASS USING TODAY	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)				
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)	
Season pass	30%																				
Single day lift ticket	40%																				
Multi-day lift ticket	20%																				
Half-day/hourly/ night ticket	3%																				
Other	6%																				
TOTAL	100%																				
n =	50,874																				
OWN SEASON PASS TO THIS RESORT?																					
Yes	34%	33%	32%	34%	30%	31%	29%	27%	28%	26%	28%	21%	28%	36%	42%	42%	29%	24%	33%	38%	
No	66%	67%	68%	66%	70%	69%	71%	73%	72%	74%	72%	79%	74%	64%	58%	58%	71%	76%	67%	62%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
n =	103,306	100,239	111,470	106,641	66,546	129,255	85,814	82,290	81,278	104,050	15,596	29,751	20,440	65,201	12,386	4,833	46,663	11,176	13,149	73,145	
DID YOU PURCHASE THIS TICKET/PASS PRIOR TO ARRIVING AT THE SKI AREA?																					
Yes	51%																				
No	46%																				
Dont know	4%																				
TOTAL	100%																				
n =	22,888																				

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

PREVIOUSLY VISITED THIS SKI AREA IN THE PAST 5 WINTERS?	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)				
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)	
Yes	76%	77%	77%	79%	77%	78%	79%	76%	77%	76%	80%	74%	78%	72%	81%	83%	78%	73%	78%	76%	
No	24%	23%	23%	21%	23%	22%	21%	24%	23%	24%	20%	26%	22%	28%	19%	17%	22%	27%	22%	24%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
n =	98,290	95,102	95,050	92,279	97,575	114,534	99,632	85,216	78,807	74,649	16,045	24,936	20,856	58,991	13,139	4,215	48,449	12,281	12,037	67,559	
PREVIOUSLY VISITED THIS SKI AREA IN THE PAST 5 SUMMERS?																					
Yes	33%	31%	29%	30%	33%						35%	19%	26%	38%	37%	42%	27%	27%	36%	40%	
No	67%	69%	71%	70%	67%						65%	81%	74%	62%	63%	58%	73%	73%	64%	60%	
TOTAL	100%	100%	100%	100%	100%						100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
n =	29,839	30,764	32,903	23,759	20,967						8,290	16,172	9,915	15,059	1,196	2,241	33,665	6,861	6,383	12,667	

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIERSNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vfh (2005/06 - 2011/12)	4,500 - 9,999 vfh (2011/12)	10,000 - 16,999 vfh (2011/12)	17,000+ vfh (2011/12)	
None	14%	18%	16%	20%	19%	19%	20%	14%	17%	15%	9%	24%	18%	8%	40%	15%	18%	13%	14%	12%	
One (1st time/season)	6%	6%	5%	7%	6%	6%	7%	7%	7%	7%	3%	10%	9%	4%	5%	4%	9%	6%	4%	3%	
2 to 4	14%	16%	15%	15%	15%	15%	16%	15%	16%	18%	11%	18%	21%	10%	13%	13%	19%	14%	12%	10%	
5 to 9	18%	15%	16%	16%	16%	16%	15%	17%	16%	17%	17%	15%	17%	15%	21%	19%	17%	19%	18%	16%	
10 to 19	18%	18%	19%	18%	18%	18%	17%	19%	19%	19%	21%	15%	15%	23%	12%	19%	15%	18%	20%	22%	
20+	30%	27%	30%	25%	28%	26%	25%	28%	25%	24%	38%	18%	20%	39%	9%	30%	22%	29%	32%	36%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
n =	33,197	23,569	28,353	23,305	22,441	25,911	23,427	30,794	34,189	33,754	6,857	22,090	20,148	18,030	1,687	2,984	45,901	5,311	6,466	16,423	
None	65%	64%	65%	62%	62%	63%	61%	65%	63%	63%	69%	61%	61%	74%	45%	66%	62%	64%	67%	69%	
One (1st time/season)	8%	7%	7%	8%	8%	8%	8%	8%	9%	9%	7%	10%	9%	5%	7%	6%	9%	10%	7%	6%	
2 to 4	12%	12%	12%	14%	13%	14%	16%	14%	15%	17%	9%	15%	18%	8%	17%	10%	16%	12%	11%	9%	
5 to 9	8%	9%	10%	10%	10%	10%	11%	9%	9%	9%	7%	9%	9%	6%	16%	9%	9%	8%	8%	8%	
10 to 19	5%	6%	5%	5%	5%	4%	4%	4%	3%	2%	6%	4%	2%	5%	10%	6%	3%	4%	6%	6%	
20+	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	2%	6%	2%	1%	2%	2%	3%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
n =	33,197	23,569	28,353	23,305	22,441	25,911	23,427	30,794	34,189	33,754	6,857	22,090	20,148	18,030	1,687	2,984	45,901	5,311	6,466	16,423	

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

HOW MANY DAYS IN TOTAL WILL YOU DOWNHILL SKI THIS SEASON?	OVERALL FINAL RESULTS						RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2005/06	2004/05	2003/04	2002/03		NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)
None	21%	31%	24%	26%	25%		14%	39%	27%	12%	63%	20%	28%	21%	21%	18%
1	5%	4%	5%	5%	5%		3%	10%	9%	2%	5%	2%	9%	6%	3%	3%
2 - 3	10%	9%	10%	10%	11%		9%	14%	14%	7%	7%	6%	13%	14%	7%	7%
4 - 5	9%	9%	11%	10%	10%		8%	7%	11%	11%	5%	7%	9%	10%	8%	10%
6 - 9	9%	8%	10%	9%	9%		10%	6%	9%	11%	4%	8%	8%	10%	8%	10%
10 - 14	13%	12%	12%	12%	12%		15%	9%	11%	15%	5%	11%	11%	13%	11%	14%
15 - 19	6%	5%	6%	6%	5%		7%	4%	4%	7%	1%	9%	4%	6%	6%	7%
20 - 29	11%	10%	10%	10%	9%		15%	6%	8%	14%	3%	13%	8%	10%	12%	13%
30 - 39	6%	5%	5%	5%	5%		9%	2%	3%	7%	3%	9%	4%	4%	9%	7%
40 - 49	3%	2%	2%	2%	3%		4%	1%	2%	3%	1%	4%	2%	2%	3%	4%
50 - 59	3%	2%	2%	2%	2%		3%	1%	1%	3%	2%	4%	1%	2%	4%	3%
60+	4%	3%	3%	3%	3%		3%	1%	3%	7%	2%	7%	2%	2%	7%	5%
TOTAL	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	14.5	11.4	12.1	11.9	12.1		16.1	6.4	9.6	18.4	5.9	18.9	9.5	11.4	18.4	16.5
Median	7.0	5.0	6.0	5.0	5.0		10.0	2.0	4.0	10.0	.0	10.0	4.0	6.0	10.0	10.0
n =	34,219	22,764	31,051	33,255	33,541		8,030	4,494	8,705	18,410	1,633	2,793	8,552	8,267	4,605	16,600

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

HOW MANY DAYS IN TOTAL WILL YOU SNOWBOARD THIS SEASON?	OVERALL FINAL RESULTS						RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)	
None	66%	62%	68%	67%	66%	73%	54%	63%	77%	23%	67%	61%	66%	68%	70%	
1	3%	2%	2%	2%	2%	2%	5%	3%	2%	6%	2%	4%	4%	2%	2%	
2 - 3	5%	4%	4%	4%	4%	4%	7%	4%	3%	12%	5%	4%	7%	5%	5%	
4 - 5	4%	4%	4%	4%	4%	4%	7%	4%	3%	10%	3%	4%	4%	3%	4%	
6 - 9	3%	4%	3%	3%	3%	3%	4%	4%	2%	9%	3%	3%	3%	3%	3%	
10 - 14	5%	6%	5%	5%	6%	4%	7%	5%	4%	11%	5%	6%	5%	4%	5%	
15 - 19	2%	3%	2%	3%	2%	1%	3%	3%	2%	4%	3%	3%	2%	2%	2%	
20 - 29	4%	6%	4%	5%	5%	3%	7%	5%	2%	10%	5%	5%	4%	5%	3%	
30 - 39	2%	3%	2%	3%	2%	1%	3%	2%	1%	4%	2%	3%	2%	3%	2%	
40 - 49	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	
50 - 59	1%	1%	1%	1%	1%	1%	1%	1%	1%	5%	1%	2%	1%	2%	1%	
60+	3%	3%	3%	2%	3%	1%	2%	4%	2%	6%	2%	4%	1%	3%	2%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	6.5	7.5	6.4	6.6	6.8	4.3	6.9	8.2	4.7	14.9	6.2	8.5	4.8	7.5	5.1	
Median	.0	.0	.0	.0	.0	.0	.0	.0	.0	5.0	.0	.0	.0	.0	.0	
n =	34,232	22,765	31,049	33,255	33,541	8,032	4,496	8,707	18,413	1,631	2,799	8,547	8,275	4,598	16,617	

21 Aug 12
Source: NSAA - Lakewood, CO & PRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIERS/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)	
1	4%	5%	5%	6%	5%	4%	5%	5%	5%	5%	3%	11%	9%	2%	4%	3%	9%	6%	3%	2%	
2 - 3	12%	13%	12%	13%	11%	11%	11%	11%	12%	12%	9%	20%	14%	11%	14%	7%	14%	14%	10%	11%	
4 - 5	13%	13%	12%	13%	12%	11%	12%	13%	13%	12%	11%	14%	13%	15%	13%	9%	12%	14%	11%	14%	
6 - 9	13%	12%	11%	11%	11%	10%	13%	13%	13%	13%	12%	12%	10%	13%	14%	11%	10%	14%	12%	13%	
10 - 14	17%	17%	18%	16%	17%	17%	16%	17%	17%	15%	19%	16%	16%	16%	18%	15%	16%	18%	17%	17%	
15 - 19	8%	9%	8%	8%	8%	8%	8%	8%	8%	8%	9%	6%	7%	8%	8%	11%	7%	8%	9%	9%	
20 - 29	14%	14%	15%	14%	14%	15%	15%	14%	15%	14%	17%	10%	13%	14%	13%	17%	13%	12%	16%	15%	
30 - 39	7%	7%	7%	7%	8%	8%	7%	7%	7%	6%	9%	5%	6%	7%	6%	10%	7%	6%	8%	8%	
40 - 49	3%	3%	4%	4%	4%	4%	4%	4%	3%	5%	4%	2%	3%	3%	5%	3%	2%	2%	3%	4%	
50 - 59	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	2%	3%	3%	
60+	5%	5%	5%	5%	6%	6%	6%	6%	5%	6%	4%	3%	7%	6%	5%	6%	3%	2%	3%	5%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	17.7	17.5	17.9	17.7	18.9	19.7	18.9	18.6	17.4	18.5	18.1	12.5	18.1	18.9	16.9	23.4	17.6	14.6	20.4	18.1	
Median	10.0	10.0	10.0	10.0	10.0	12.0	11.0	10.0	10.0	10.0	12.0	7.0	10.0	10.0	10.0	15.0	10.0	10.0	12.0	10.0	
n =	74,999	68,678	66,854	62,040	38,053	50,228	40,321	41,239	62,644	48,388	16,005	27,961	20,129	40,926	8,622	3,827	46,819	13,000	10,009	10,009	45,929

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIERS/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)	
1	17%	14%	14%	18%	15%	15%	11%	14%	16%	16%	14%	21%	19%	12%	19%	16%	19%	20%	19%	12%	
2 - 3	23%	27%	26%	23%	23%	23%	24%	25%	24%	25%	24%	30%	26%	17%	27%	14%	25%	34%	21%	21%	
4 - 5	14%	15%	14%	15%	15%	16%	16%	17%	15%	15%	13%	14%	12%	21%	13%	11%	12%	11%	13%	17%	
6 - 9	10%	10%	10%	9%	11%	10%	10%	11%	11%	11%	10%	9%	8%	15%	10%	10%	9%	9%	9%	13%	
10 - 14	10%	10%	10%	9%	10%	10%	10%	9%	10%	9%	10%	9%	9%	10%	10%	13%	10%	9%	10%	11%	
15 - 19	5%	6%	5%	5%	5%	5%	6%	5%	5%	5%	6%	4%	5%	4%	5%	7%	5%	4%	5%	5%	
20 - 29	8%	8%	9%	8%	8%	9%	8%	9%	8%	8%	11%	6%	8%	6%	11%	11%	9%	7%	8%	8%	
30 - 39	5%	4%	4%	4%	5%	4%	5%	4%	4%	4%	6%	3%	4%	4%	6%	6%	4%	3%	5%	5%	
40 - 49	3%	2%	2%	3%	2%	2%	3%	2%	2%	3%	3%	1%	2%	2%	4%	4%	2%	1%	3%	3%	
50 - 59	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	
60+	4%	4%	3%	3%	4%	4%	4%	3%	3%	3%	2%	2%	4%	7%	4%	4%	4%	2%	6%	3%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	12.7	11.9	12.2	12.2	12.3	12.6	12.9	11.5	11.6	11.6	12.2	8.8	12.5	14.6	11.1	15.7	12.4	9.3	14.3	12.8	
Median	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	5.0	3.0	4.0	5.0	4.0	9.0	5.0	3.0	5.0	6.0	
n =	46,756	43,966	41,153	36,092	44,966	48,975	41,225	40,764	44,176	48,111	12,662	27,278	19,931	20,873	5,299	4,105	46,949	8,439	10,781	10,781	21,690

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

EQUIPMENT TYPE	OVERALL FINAL RESULTS											RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)					
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTHNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
Alpine	66%	67%	66%	64%	64%	66%	66%	69%	66%	69%	69%	69%	69%	77%	50%	59%	75%	50%	67%	58%	67%	72%
Snowboard	27%	27%	28%	30%	29%	28%	26%	27%	27%	26%	29%	26%	33%	19%	39%	33%	21%	45%	27%	33%	27%	25%
Telemark	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%	3%	2%	3%	2%
Other	3%	4%	4%	4%	5%	4%	3%	3%	3%	3%	3%	2%	2%	2%	10%	7%	1%	4%	3%	8%	4%	3%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n =	11,041	105,680	115,057	108,960	104,122	127,340	125,449	116,678	118,749	121,896	18,120	30,283	19,915	69,333	12,920	4,861	48,662	14,238	13,460	13,460	13,460	77,018
First time	3%	3%	3%	4%	3%	4%	4%	3%	4%	4%	2%	7%	2%	2%	3%	3%	7%	4%	3%	7%	4%	2%
Beginner	9%	9%	10%	10%	10%	10%	10%	9%	11%	10%	8%	14%	8%	8%	9%	9%	14%	11%	9%	14%	11%	8%
Intermediate	42%	42%	44%	43%	45%	45%	47%	46%	47%	46%	42%	49%	41%	41%	40%	39%	48%	46%	46%	48%	46%	41%
Advanced/expert	45%	45%	44%	43%	42%	42%	40%	41%	38%	40%	48%	30%	50%	49%	48%	49%	31%	39%	39%	31%	39%	47%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n =	111,399	106,378	116,218	110,154	104,842	124,604	126,921	118,302	93,423	108,511	18,140	30,804	20,841	69,671	12,921	4,827	49,846	14,174	13,535	13,535	13,535	77,338
Skis	82%										88%	77%	77%	87%	33%	80%	77%	83%	77%	77%	83%	88%
Snowboard	17%										11%	21%	22%	12%	64%	19%	22%	16%	22%	22%	16%	12%
Other	1%										1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	1%	1%
TOTAL	100%										100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n =	25,900										6,108	1,709	1,798	13,301	58	2,936	4,915	5,028	3,279	3,279	3,279	12,642
Wearing helmet today?	67%	61%	56%	48%	43%	40%	38%	33%	28%	25%	75%	34%	34%	73%	58%	74%	42%	61%	61%	42%	61%	70%
No	33%	39%	44%	52%	57%	60%	62%	67%	72%	75%	25%	66%	66%	27%	42%	26%	58%	39%	39%	58%	39%	30%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n =	68,541	73,427	75,876	65,234	65,223	68,682	64,904	73,331	73,734	45,805	7,123	22,520	20,272	43,954	10,910	2,943	43,465	7,924	9,465	9,465	9,465	47,078

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

RENTING EQUIPMENT TODAY?	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
	27%	73%	73%	74%	74%	76%	75%	73%	73%	69%	82%	59%	70%	68%	77%	84%	31%	29%	21%	24%		
Yes	27%	73%	73%	74%	74%	76%	75%	73%	73%	69%	82%	59%	70%	68%	77%	84%	31%	29%	21%	24%		
No	73%	27%	27%	26%	26%	24%	25%	27%	27%	31%	18%	41%	30%	32%	23%	16%	69%	71%	79%	76%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
n =	44,288	40,592	46,740	40,342	33,631	60,235	37,282	37,322	37,868	28,934	12,290	24,147	20,497	18,472	5,702	2,669	46,928	10,226	10,024	18,210		
1 - Extremely Dissatisfied	2%	1%	2%	1%	2%	2%	2%				2%	1%	2%	1%	3%	3%	2%	1%	1%	3%		
2	1%	1%	1%	1%	1%	1%	1%				1%	1%	1%	0%	2%	1%	1%	1%	1%	1%		
3	1%	1%	1%	1%	2%	2%	1%				0%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
4	1%	1%	2%	2%	1%	2%	2%				1%	2%	2%	2%	1%	2%	2%	1%	2%	2%		
5	3%	4%	3%	3%	4%	4%	7%				3%	4%	4%	2%	2%	3%	4%	2%	3%	2%		
6	4%	4%	4%	6%	6%	5%	5%				4%	6%	5%	3%	4%	4%	5%	4%	3%	5%		
7	9%	9%	10%	8%	10%	9%	11%				9%	11%	10%	7%	8%	9%	10%	9%	10%	8%		
8	16%	19%	18%	18%	20%	18%	20%				16%	21%	19%	14%	11%	16%	19%	17%	15%	15%		
9	23%	23%	22%	25%	22%	19%	20%				23%	21%	24%	25%	25%	20%	23%	23%	21%	24%		
10 - Extremely Satisfied	40%	37%	37%	35%	33%	39%	32%				41%	31%	33%	44%	42%	41%	33%	40%	41%	41%		
TOTAL	100%	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Average	8.5	8.4	8.4	8.4	8.2	8.3	8.1				8.5	8.2	8.3	8.7	8.4	8.4	8.2	8.6	8.4	8.5		
n =	10,615	9,603	10,622	8,376	7,357	7,925	9,352	0	0	0	3,147	11,310	5,517	3,688	708	573	17,339	2,596	1,978	3,643		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

RENTING EQUIPMENT TODAY?	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
	10%	90%	90%	87%	89%	91%	89%	91%	91%	91%	8%	15%	10%	10%	9%	9%	11%	10%	10%	9%		
Yes	10%	90%	90%	87%	89%	91%	89%	91%	91%	8%	15%	10%	10%	10%	9%	9%	11%	10%	10%	9%		
No	90%	10%	10%	13%	11%	9%	11%	9%	9%	9%	85%	85%	90%	90%	91%	91%	89%	90%	90%	91%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
n =	35,302	34,806	39,452	32,853	29,648	35,596	37,193	31,449	38,167	28,024	5,481	22,601	19,585	20,083	3,404	2,826	44,558	6,435	6,910	16,921		
1 - Extremely Dissatisfied	3%	2%	2%	2%	3%	3%	2%				3%	2%	3%	1%	4%	3%	2%	3%	3%	2%		
2	1%	1%	1%	1%	1%	1%	1%				1%	1%	1%	0%	2%	1%	1%	1%	1%	1%		
3	1%	1%	1%	1%	1%	1%	1%				1%	1%	1%	1%	1%	1%	1%	1%	1%	0%		
4	1%	1%	1%	1%	2%	2%	1%				1%	2%	1%	2%	1%	1%	1%	2%	2%	1%		
5	3%	2%	3%	2%	4%	4%	7%				3%	5%	4%	2%	3%	4%	4%	4%	3%	2%		
6	5%	3%	4%	7%	4%	4%	5%				5%	5%	4%	4%	4%	5%	4%	7%	3%	4%		
7	7%	6%	7%	5%	6%	7%	7%				8%	9%	6%	5%	7%	7%	7%	8%	5%	6%		
8	14%	14%	14%	12%	15%	13%	15%				16%	14%	14%	12%	16%	13%	14%	15%	13%	14%		
9	21%	18%	19%	21%	20%	18%	18%				19%	18%	18%	22%	22%	22%	18%	16%	25%	21%		
10 - Extremely Satisfied	45%	53%	48%	48%	45%	49%	44%				43%	42%	48%	50%	40%	44%	47%	43%	46%	46%		
TOTAL	100%	100%	100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Average	8.5	8.8	8.7	8.7	8.5	8.5	8.4				8.4	8.4	8.5	8.8	8.3	8.4	8.5	8.3	8.6	8.6		
n =	8,963	8,330	8,608	5,143	5,701	7,539	8,770	0	0	0	2,443	5,021	2,975	3,886	939	787	9,492	2,568	1,350	3,476		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

IN PAST FIVE YEARS, PERIOD OF ONE YEAR OR MORE WHEN YOU DROPPED OUT OF SKIING/ BOARDING?	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)
Yes	31%	31%	30%	29%	28%	29%	32%	33%	29%	29%	34%	28%	29%	32%	31%	29%	37%	29%	28%
No	69%	69%	70%	71%	72%	71%	68%	67%	71%	72%	66%	72%	71%	68%	69%	71%	63%	71%	72%
TOTAL	20,082	59,297	29,731	29,952	35,976	27,297	19,346	26,572	23,584	4,268	25,103	18,860	7,728	1,600	2,909	44,946	4,000	3,222	7,939
Friend(s)	43%	44%	46%	47%	47%	49%	47%	47%	49%	39%	45%	48%	43%	54%	46%	45%	42%	43%	44%
Other family members/relatives	42%	42%	41%	40%	44%	42%	42%	44%	42%	49%	46%	41%	36%	37%	41%	44%	45%	35%	43%
Spouse/significant other	24%	25%	25%	21%	27%	25%	25%	21%	29%	29%	22%	18%	29%	23%	21%	19%	25%	28%	29%
Group/club/organization	11%	9%	8%	8%	9%	9%	8%	8%	12%	12%	11%	12%	8%	3%	10%	11%	11%	11%	8%
WHO ARE YOU HERE WITH TODAY?																			
I am by myself	7%	7%	7%	7%	7%	8%	7%	7%	7%	4%	5%	6%	10%	7%	10%	7%	6%	9%	8%
TOTAL	32,204	38,852	40,985	31,527	19,784	21,413				5,918	19,009	12,976	17,458	2,188	3,016	40,859	6,214	10,131	10,654

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS	RESORT LOCATION (NSAA REGION)							RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
		NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vftf (2005/06 - 2011/12)	4,500 - 9,999 vftf (2011/12)	10,000 - 16,999 vftf (2011/12)	17,000+ vftf (2011/12)	
HOW MANY PEOPLE IN YOUR IMMEDIATE PARTY ARE SKIING TODAY (excluding respondents skiing with a group/ club/ organization) (cap 25 people)	None	17%	22%	26%	8%	45%	14%	22%	17%	15%	14%	
	1	14%	15%	13%	14%	15%	19%	13%	14%	16%	14%	
	2	22%	23%	18%	28%	14%	24%	19%	21%	26%	24%	
	3	15%	14%	13%	15%	9%	16%	15%	16%	15%	15%	
	4	13%	13%	12%	14%	8%	12%	13%	14%	12%	13%	
	5	6%	4%	6%	8%	3%	5%	6%	6%	6%	7%	
	6 - 10	10%	9%	10%	11%	6%	8%	10%	9%	9%	11%	
	11 - 15	2%	1%	1%	1%	0%	1%	2%	2%	2%	1%	
	16 - 25	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	
	TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	2.9	3.6	2.6	3.2	1.7	2.7	2.8	3.0	2.8	3.0		
n =	24,482	4,312	1,318	13,252	1,568	2,619	3,995	4,684	4,294	11,477		
HOW MANY PEOPLE IN YOUR IMMEDIATE PARTY ARE RIDING TODAY (excluding respondents skiing with a group/ club/ organization) (cap 25 people)	None	54%	42%	47%	69%	16%	57%	47%	54%	61%	56%	
	1	15%	16%	14%	12%	14%	18%	16%	15%	13%	16%	
	2	13%	17%	17%	9%	23%	11%	15%	14%	10%	12%	
	3	7%	11%	9%	4%	18%	7%	8%	7%	8%	7%	
	4	4%	6%	5%	2%	12%	4%	5%	4%	3%	4%	
	5	2%	3%	3%	1%	7%	2%	3%	2%	3%	2%	
	6 - 10	3%	4%	4%	2%	8%	2%	5%	2%	2%	3%	
	11 - 15	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	
	16 - 25	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	
	TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	1.3	.9	1.7	.7	2.8	1.1	1.6	1.6	1.2	1.1		
n =	24,482	4,312	1,318	13,252	1,568	2,619	3,995	4,684	4,294	11,477		

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS					RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTHNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vth (2005/06 - 2011/12)	4,500 - 9,999 vth (2011/12)	10,000 - 16,999 vth (2011/12)	17,000+ vth (2011/12)
1	9%	9%	10%	10%	7%	7%	8%	11%	7%	11%	8%	8%	11%	9%
2	24%	27%	26%	26%	21%	27%	25%	27%	23%	27%	26%	24%	28%	25%
3	18%	18%	18%	17%	19%	19%	18%	17%	17%	20%	19%	18%	20%	17%
4	18%	19%	18%	18%	19%	18%	19%	16%	18%	17%	19%	20%	15%	18%
5	10%	9%	9%	10%	11%	10%	9%	9%	10%	8%	9%	9%	8%	10%
6	6%	6%	7%	6%	6%	6%	7%	5%	10%	6%	6%	7%	6%	7%
7	3%	3%	3%	3%	4%	3%	3%	3%	3%	2%	3%	3%	2%	4%
8	3%	2%	3%	2%	3%	3%	3%	3%	4%	3%	3%	4%	3%	3%
9	2%	1%	1%	1%	3%	3%	1%	1%	2%	2%	1%	2%	1%	2%
10	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%
11 - 15	3%	2%	2%	2%	4%	3%	3%	3%	3%	2%	3%	3%	2%	3%
16 - 25	2%	1%	1%	1%	2%	2%	1%	1%	3%	1%	1%	2%	2%	1%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	4.2	3.9	3.9	4.0	4.5	4.1	4.2	3.9	4.5	3.8	4.1	4.4	3.9	4.2
n =	24,287	36,310	35,699	29,324	4,273	12,582	6,687	13,204	1,568	2,596	25,805	4,595	4,284	11,438
None	62%	66%	68%	66%	53%	67%	57%	73%	76%	61%	57%	63%	69%	67%
1	14%	13%	13%	14%	16%	14%	16%	11%	10%	16%	16%	14%	14%	13%
2	14%	12%	11%	12%	17%	11%	15%	9%	8%	14%	15%	13%	9%	12%
3	5%	4%	4%	4%	6%	4%	5%	4%	3%	4%	5%	4%	4%	4%
4	3%	2%	2%	2%	3%	2%	3%	1%	1%	2%	3%	3%	2%	2%
5	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%
6 - 10	2%	1%	1%	1%	3%	1%	2%	1%	0%	1%	2%	2%	1%	1%
11 - 15	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
16 - 25	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	.9	.8	.7	.7	1.1	.7	1.0	.6	.5	.9	1.0	.8	.7	.7
n =	23,373	33,047	31,715	27,050	3,881	11,306	6,821	12,650	1,497	2,616	25,196	4,575	4,182	10,592
None	65%	68%	68%	66%	60%	63%	57%	77%	78%	66%	60%	63%	73%	71%
1	13%	13%	12%	13%	15%	14%	14%	10%	9%	13%	14%	14%	11%	13%
2	10%	9%	10%	10%	11%	10%	13%	8%	6%	10%	12%	11%	9%	9%
3	5%	4%	5%	5%	6%	5%	7%	2%	4%	4%	6%	5%	3%	4%
4	3%	2%	2%	2%	3%	3%	3%	1%	1%	3%	3%	3%	1%	2%
5	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%
6 - 10	3%	2%	2%	2%	3%	2%	3%	1%	1%	3%	2%	3%	2%	2%
11 - 15	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
16 - 25	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	.9	.8	.8	.9	1.0	1.0	1.2	.5	.5	1.0	1.1	.9	.7	.7
n =	23,276	32,866	31,496	26,692	3,860	11,289	6,808	12,567	1,486	2,616	25,154	4,528	4,172	10,589

21 Aug 12
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NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS					RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)
None	11%	7%	7%	9%	4%	12%	5%	7%	12%	15%	9%	8%	8%	11%	11%
Under \$25	21%	19%	20%	21%	19%	21%	12%	26%	15%	8%	26%	24%	16%	16%	20%
\$25 to \$49	10%	11%	13%	11%	12%	9%	12%	15%	6%	5%	11%	15%	8%	8%	7%
\$50 to \$74	14%	16%	17%	17%	18%	16%	19%	16%	12%	5%	15%	18%	16%	16%	11%
\$75 to \$99	8%	9%	9%	9%	9%	7%	10%	6%	8%	8%	11%	7%	8%	10%	8%
\$100 to \$124	15%	15%	15%	15%	16%	15%	17%	12%	16%	15%	14%	12%	17%	15%	17%
\$125 to \$149	2%	2%	2%	1%	2%	2%	3%	1%	2%		1%	1%	3%	1%	2%
\$150 to \$174	5%	5%	4%	4%	5%	3%	5%	3%	7%	3%	4%	3%	7%	6%	5%
\$175 to \$199	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%
\$200 to \$224	5%	5%	4%	5%	5%	5%	5%	4%	6%	21%	3%	4%	6%	5%	6%
\$225 to \$249	0%	0%	0%	0%	1%	0%	0%	0%	0%		0%	0%	1%	0%	0%
\$250 to \$274	1%	2%	1%	1%	2%	1%	2%	1%	2%	3%	1%	1%	2%	2%	1%
\$275 to \$299	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%
\$300 to \$399	3%	3%	3%	3%	3%	3%	4%	3%	4%	15%	3%	2%	3%	4%	5%
\$400 to \$499	1%	1%	1%	1%	2%	1%	2%	1%	2%		1%	1%	1%	1%	1%
\$500 to \$599	1%	2%	1%	1%	1%	1%	2%	1%	2%	3%	1%	1%	1%	1%	2%
\$600 to \$699	1%	0%	0%	0%	1%	1%	1%	0%	1%		0%	0%	1%	0%	1%
\$700 to \$1,000	1%	1%	1%	1%	2%	1%	1%	1%	3%		1%	1%	1%	1%	2%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	\$100	\$104	\$95	\$91	\$110	\$92	\$110	\$83	\$125	\$142	\$81	\$82	\$107	\$107	\$117
Median	\$60	\$65	\$60	\$60	\$70	\$50	\$75	\$50	\$80	\$100	\$50	\$50	\$75	\$70	\$75
n =	16,470	24,583	24,744	19,690	18,260	3,892	16,947	9,389	6,794	39	2,500	32,207	3,661	2,835	5,517

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTHS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	
AGE																						
9 & under	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
10 - 14	6%	6%	6%	7%	6%	6%	7%	6%	6%	7%	6%	7%	6%	6%	7%	6%	17%	6%	5%	5%	3%	3%
15 - 17	6%	6%	6%	7%	7%	7%	7%	8%	8%	8%	7%	8%	8%	8%	7%	7%	11%	9%	5%	5%	4%	4%
18 - 24	13%	14%	14%	16%	15%	16%	16%	16%	16%	16%	16%	16%	16%	16%	12%	12%	13%	15%	12%	14%	14%	14%
25 - 34	18%	19%	19%	19%	19%	19%	18%	20%	19%	20%	18%	18%	11%	21%	17%	17%	12%	16%	18%	21%	21%	21%
35 - 44	20%	21%	21%	20%	21%	21%	21%	21%	21%	21%	20%	20%	18%	20%	21%	21%	20%	21%	21%	20%	20%	20%
45 - 54	20%	20%	20%	19%	19%	18%	18%	19%	18%	17%	16%	15%	20%	20%	19%	19%	16%	20%	22%	21%	21%	21%
55 - 64	11%	10%	10%	8%	9%	8%	8%	9%	7%	7%	5%	5%	5%	13%	9%	11%	6%	8%	12%	13%	13%	13%
65 and over	5%	4%	4%	3%	3%	4%	3%	3%	3%	3%	2%	2%	3%	6%	3%	4%	3%	5%	5%	5%	5%	5%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	37.4	37.1	36.7	35.6	35.8	35.6	35.1	35.7	34.9	34.4	39.2	32.1	29.9	39.5	36.1	36.4	31.3	36.0	38.4	38.4	39.2	39.2
Median	38.0	38.0	37.0	35.0	36.0	35.0	35.0	35.0	34.0	34.0	42.0	29.0	25.0	39.0	34.0	37.0	29.0	37.0	39.0	40.0	40.0	40.0
n =	96,173	100,916	106,171	106,869	100,069	132,281	122,263	110,391	115,350	116,235	11,868	28,780	19,316	67,108	9,228	4,503	46,614	9,053	9,675	72,520	72,520	72,520
GENDER																						
Male	59%	60%	60%	60%	59%	61%	60%	59%	59%	62%	54%	56%	59%	62%	61%	61%	58%	56%	59%	61%	61%	61%
Female	41%	40%	40%	40%	41%	39%	40%	41%	41%	38%	46%	44%	41%	38%	39%	39%	42%	44%	41%	39%	39%	39%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
n =	110,929	105,289	115,038	111,061	105,767	134,868	126,472	118,220	120,527	121,776	18,257	30,086	20,291	69,276	12,904	4,721	48,748	14,202	13,501	77,034	77,034	77,034

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)				
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vth (2005/06 - 2011/12)	4,500 - 9,999 vth (2011/12)	10,000 - 16,999 vth (2011/12)	17,000+ vth (2011/12)
RACE	90%										94%	87%	91%	94%	79%	88%	90%	91%	86%	92%
White	4%										3%	6%	2%	2%	12%	5%	3%	4%	7%	4%
Asian	3%										2%	3%	2%	2%	5%	3%	2%	2%	4%	2%
Other	2%										1%	4%	3%	1%	2%	2%	3%	2%	1%	1%
Black	1%										1%	1%	1%	0%	0%	1%	1%	1%	1%	0%
American Indian or Alaska Native	0%										0%	0%	0%	0%	1%	1%	1%	0%	0%	0%
Native Hawaiian or Pacific Islander	100%										100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	65,481										8,726	2,661	1,744	39,192	10,297	2,861	4,940	6,932	6,932	46,645
CONSIDER SELF TO BE OF HISPANIC ORIGIN?	6%	4%	2%	2%	3%	3%	3%	3%	3%	3%	3%	4%	2%	6%	10%	5%	2%	4%	6%	6%
Yes	94%	96%	98%	98%	97%	97%	97%	97%	97%	97%	97%	96%	98%	94%	90%	95%	98%	96%	94%	94%
No	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	61,199	66,972	29,285	28,810	38,731	40,587	32,565	30,164	30,692	32,728	8,232	24,157	18,756	36,122	10,652	2,387	43,822	6,912	5,942	43,532
RACE / ETHNICITY (historic merge)	87%	88%	89%	89%	87%	89%	86%	88%	87%	87%	92%	81%	91%	90%	74%	85%	90%	89%	84%	87%
White/Caucasian	4%	4%	4%	5%	5%	4%	5%	3%	4%	3%	3%	8%	2%	2%	12%	6%	3%	4%	7%	4%
Asian/Pacific Islander	5%	4%	2%	2%	3%	3%	3%	3%	3%	3%	3%	4%	2%	6%	9%	5%	2%	3%	5%	6%
Hispanic/Spanish/Latino (of any race)	1%	2%	2%	1%	2%	2%	3%	3%	4%	4%	1%	3%	2%	1%	3%	1%	2%	1%	2%	2%
Other	1%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	4%	2%	1%	2%	1%	2%	2%	1%	1%
African American	0%	1%	1%	1%	1%	1%	1%	2%	2%	2%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%
Native American	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL	67,967	66,972	29,285	28,810	38,731	40,587	32,565	30,164	30,692	32,728	8,783	24,250	19,846	40,974	10,763	2,868	43,988	7,097	7,021	48,870

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS											RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06-2011/12	MIDWEST 2002/03-2011/12	ROCKY MTHS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2009/10- 2011/12)	4,500 - 9,999 vft(2011/12)	10,000 - 16,999 vft(2011/12)	17,000+ vft (2011/12)
MARITAL / FAMILY STATUS	17 years or younger	14%	14%	14%	16%	15%	16%	17%	19%	18%	11%	20%	37%	6%	6%	20%	31%	14%	10%	7%
	Single, no children	22%	24%	24%	27%	26%	27%	28%	27%	29%	19%	27%	17%	25%	32%	21%	18%	21%	25%	25%
	Couple, no children	13%	13%	13%	12%	12%	12%	12%	12%	11%	11%	11%	7%	15%	17%	11%	8%	12%	14%	14%
	Household with children	39%	38%	36%	33%	34%	33%	31%	32%	31%	45%	36%	31%	36%	35%	37%	35%	43%	38%	38%
	Household with children no longer at home	13%	12%	12%	11%	12%	12%	11%	12%	10%	14%	6%	8%	19%	10%	11%	8%	11%	12%	16%
TOTAL	n =	70,283	64,922	71,988	72,510	66,262	76,711	83,063	83,242	82,831	17,660	29,404	19,742	36,938	5,845	4,612	46,030	14,199	13,394	37,042
ANNUAL PRE-TAX HOUSEHOLD INCOME	Under \$25,000	13%	17%	16%	19%	19%	19%				10%	17%	25%	12%	11%	10%	23%	14%	11%	11%
	\$25,000 - \$49,999	11%	11%	11%	12%	12%	13%				9%	12%	11%	11%	11%	14%	12%	12%	12%	10%
	\$50,000 - \$99,999	24%	24%	26%	25%	25%	25%				24%	26%	25%	24%	22%	29%	26%	26%	25%	23%
	\$100,000 - \$149,999	20%	20%	20%	19%	18%	18%				22%	20%	17%	19%	20%	21%	18%	19%	21%	20%
	\$150,000 - \$199,999	12%	11%	11%	11%	10%	10%				14%	11%	9%	12%	12%	13%	9%	12%	12%	13%
\$200,000 - \$249,999 (06/07: \$200,000+)	7%	6%	6%	6%	6%	14%				8%	7%	6%	7%	7%	5%	6%	7%	7%	9%	
\$250,000 or above	12%	11%	10%	10%	11%					13%	7%	6%	15%	11%	9%	6%	11%	12%	15%	
TOTAL	n =	34,707	31,127	32,900	23,976	16,587	45,149				10,382	17,973	8,488	14,634	4,644	2,216	31,284	8,673	8,829	13,651
ANNUAL PRE-TAX HOUSEHOLD INCOME (consolidated categories & expanded sample)	Under \$50,000	21%	25%	25%	27%	27%	30%				18%	29%	37%	19%	20%	24%	34%	25%	22%	17%
	\$50,000 - \$99,999	24%	24%	25%	25%	25%	25%				24%	26%	25%	24%	23%	28%	26%	26%	26%	23%
	\$100,000 - \$199,999	32%	30%	31%	30%	29%	29%				35%	31%	26%	31%	33%	34%	28%	31%	33%	33%
	\$200,000 or above	22%	20%	19%	19%	17%	17%				22%	14%	12%	26%	24%	14%	12%	18%	19%	27%
TOTAL	n =	64,017	58,410	61,849	53,248	65,848	77,734				12,141	19,011	8,488	37,370	8,401	3,274	32,367	8,673	9,049	42,741

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

HOW DO YOU RATE THIS SKI AREA?	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)			
	1% 1% 1% 2% 5% 8% 14% 23% 20% 25% 100%	1% 0% 1% 2% 3% 6% 13% 25% 21% 28% 100%	1% 1% 1% 2% 4% 6% 14% 25% 20% 27% 100%	1% 1% 1% 2% 5% 7% 14% 25% 20% 26% 100%	1% 0% 1% 2% 5% 6% 14% 26% 20% 26% 100%	1% 0% 1% 2% 5% 7% 14% 24% 18% 27% 100%	1% 1% 1% 2% 5% 7% 14% 24% 18% 27% 100%	1% 1% 1% 2% 6% 7% 15% 25% 19% 24% 100%	1% 1% 1% 3% 5% 10% 15% 24% 18% 23% 100%	1% 1% 2% 3% 7% 9% 18% 26% 17% 16% 100%	1% 1% 1% 2% 5% 7% 16% 26% 19% 22% 100%	1% 0% 1% 3% 5% 8% 10% 23% 21% 35% 100%	1% 1% 2% 5% 8% 15% 27% 21% 22% 24% 100%	1% 1% 2% 4% 6% 15% 27% 20% 22% 24% 100%	1% 1% 1% 2% 5% 7% 16% 26% 18% 22% 100%	1% 0% 1% 2% 5% 8% 14% 25% 19% 24% 100%	1% 1% 1% 3% 5% 10% 15% 23% 20% 25% 100%	1% 1% 1% 3% 5% 8% 15% 23% 18% 22% 100%	1% 1% 1% 3% 5% 10% 15% 23% 20% 25% 100%	1% 1% 1% 3% 5% 10% 15% 23% 20% 25% 100%
10 - Extremely Satisfied	8.0	8.2	8.1	8.1	8.1	8.0	8.0	7.9	7.6	7.9	8.4	8.0	7.9	7.9	8.0	8.0	8.2			
Average	54.969	53.762	60.571	52.551	40.552	36.715	59.562	14.830	26.054	15.081	26.193	5.361	3.615	46.892	11.266	10.417	27.219			
n =	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%			
1 - Extremely Dissatisfied	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%			
2	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%			
3	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	0%			
4	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	1%	1%	1%			
5	2%	2%	3%	3%	3%	3%	4%	2%	5%	4%	1%	2%	3%	4%	3%	3%	2%			
6	4%	4%	4%	4%	4%	4%	5%	5%	6%	4%	2%	3%	3%	4%	6%	6%	3%			
7	7%	8%	8%	8%	9%	7%	10%	9%	11%	10%	5%	6%	7%	9%	9%	9%	6%			
8	17%	18%	18%	18%	19%	19%	20%	19%	21%	19%	13%	17%	19%	18%	17%	20%	15%			
9	23%	23%	23%	22%	22%	20%	23%	23%	21%	22%	22%	24%	24%	22%	22%	22%	23%			
10 - Extremely Satisfied	44%	43%	43%	41%	39%	44%	36%	40%	31%	37%	56%	46%	41%	38%	41%	37%	50%			
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Average	8.8	8.8	8.7	8.6	8.5	8.6	8.5	8.7	8.2	8.5	9.1	8.9	8.7	8.5	8.6	8.5	9.0			
n =	50,790	45,506	56,541	46,970	43,065	51,879	52,415	11,909	25,525	14,993	26,166	3,579	3,567	47,322	9,181	9,463	26,170			

21 Aug 12
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NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

HOW DO YOU RATE THIS SKI AREA?	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
	1% 1% 1% 3% 5% 9% 14% 20% 18% 26% 100%	1% 1% 2% 3% 5% 8% 13% 21% 18% 29% 100%	1% 1% 1% 2% 3% 6% 7% 13% 20% 19% 31% 100%	1% 1% 2% 3% 6% 8% 12% 21% 16% 30% 100%	1% 1% 2% 3% 6% 8% 14% 20% 17% 28% 100%	2% 1% 2% 3% 6% 9% 11% 20% 15% 32% 100%	1% 1% 2% 3% 6% 10% 12% 22% 14% 29% 100%	2% 1% 2% 3% 7% 9% 11% 20% 15% 29% 100%	2% 2% 3% 4% 6% 10% 12% 21% 14% 29% 100%	2% 1% 2% 3% 6% 10% 12% 21% 17% 27% 100%	1% 1% 1% 3% 6% 10% 14% 21% 18% 25% 100%	2% 1% 2% 4% 8% 10% 16% 22% 15% 20% 100%	2% 1% 2% 3% 7% 8% 14% 20% 17% 20% 100%	1% 1% 1% 2% 4% 6% 12% 20% 19% 34% 100%	1% 1% 1% 3% 6% 9% 15% 21% 17% 22% 100%	2% 1% 3% 4% 6% 9% 17% 20% 17% 21% 100%	1% 1% 2% 3% 5% 8% 13% 20% 17% 21% 100%	1% 1% 1% 3% 5% 10% 15% 21% 17% 26% 100%	1% 1% 2% 3% 5% 11% 15% 20% 16% 24% 100%	1% 1% 2% 3% 6% 11% 15% 20% 16% 24% 100%	1% 1% 2% 3% 5% 9% 13% 20% 17% 21% 100%	
10 - Extremely Satisfied	7.9	8.0	8.1	8.0	7.9	7.9	7.9	7.8	7.8	7.8	7.9	7.5	7.8	8.3	7.7	7.6	7.9	7.9	7.8	7.8	7.9	
Average	48,610	46,498	55,866	54,008	43,738	36,087	30,733	33,707	29,803	25,352	13,065	30,539	19,371	25,317	2,041	2,476	47,814	8,979	8,970	8,970	24,605	
n =	1%	1%	2%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%	1%	1%	2%	2%	2%	1%	1%	1%	
1 - Extremely Dissatisfied	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	3%	2%	1%	1%	1%	1%	
2	1%	2%	1%	2%	2%	3%	3%	3%	3%	3%	2%	4%	2%	1%	1%	3%	3%	2%	2%	2%	2%	
3	2%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	1%	1%	3%	3%	2%	2%	2%	2%	
4	3%	4%	3%	4%	4%	5%	5%	4%	5%	4%	3%	6%	4%	2%	3%	4%	4%	3%	2%	2%	2%	
5	7%	8%	7%	8%	9%	9%	10%	11%	10%	10%	7%	11%	9%	5%	7%	7%	9%	7%	7%	7%	6%	
6	11%	10%	10%	9%	12%	11%	10%	11%	10%	10%	13%	12%	10%	8%	10%	12%	10%	13%	13%	13%	10%	
7	16%	15%	15%	15%	16%	15%	16%	15%	13%	15%	18%	17%	15%	13%	17%	14%	15%	15%	17%	17%	16%	
8	22%	21%	21%	20%	20%	19%	20%	21%	20%	20%	23%	20%	20%	22%	23%	21%	20%	22%	22%	22%	23%	
9	17%	16%	17%	16%	15%	14%	13%	15%	12%	13%	16%	16%	16%	20%	18%	17%	16%	16%	16%	16%	19%	
10 - Extremely Satisfied	20%	20%	21%	20%	17%	21%	19%	17%	23%	19%	16%	13%	20%	26%	19%	18%	20%	18%	18%	18%	20%	
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Average	7.6	7.5	7.6	7.4	7.3	7.3	7.3	7.3	7.3	7.2	7.5	6.9	7.5	8.0	7.7	7.4	7.4	7.4	7.5	7.5	7.7	
n =	35,892	32,963	33,321	26,850	22,141	23,654	24,892	29,067	29,689	21,666	11,333	22,530	18,547	12,691	4,576	2,258	40,052	7,062	7,987	7,987	15,447	

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

HOW DO YOU RATE THIS SKI AREA?	OVERALL FINAL RESULTS											RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)					
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03		NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTHNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)	
	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
1 - Extremely Dissatisfied	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
3	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	1%	0%
4	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
5	2%	2%	2%	2%	2%	3%	3%	3%	3%	3%	3%	4%	4%	3%	2%	2%	2%	2%	2%	2%	2%	2%
6	5%	3%	4%	4%	4%	5%	5%	4%	4%	4%	5%	6%	6%	3%	3%	5%	3%	5%	5%	5%	5%	4%
7	11%	10%	10%	9%	10%	9%	10%	9%	9%	10%	9%	14%	14%	9%	9%	10%	10%	11%	12%	12%	12%	10%
8	21%	22%	22%	23%	23%	24%	25%	23%	23%	20%	23%	26%	26%	18%	22%	21%	23%	23%	23%	23%	21%	21%
9	26%	27%	26%	24%	26%	22%	21%	23%	22%	25%	22%	23%	23%	26%	27%	29%	27%	24%	27%	27%	25%	27%
10 - Extremely Satisfied	33%	34%	34%	34%	32%	35%	34%	37%	37%	36%	37%	34%	24%	24%	40%	33%	31%	31%	30%	32%	32%	34%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	8.5	8.6	8.6	8.6	8.6	8.5	8.5	8.6	8.6	8.6	8.5	8.2	8.2	8.8	8.6	8.6	8.4	8.4	8.5	8.5	8.5	8.6
n =	50,767	51,349	61,869	54,681	51,843	58,416	60,836	62,428	35,093	24,733	14,178	27,194	19,175	24,658	3,769	3,727	48,480	9,748	8,732	8,732	26,758	26,758
1 - Extremely Dissatisfied	1%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%
2	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
3	0%	0%	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
4	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	0%	0%	1%	1%
5	2%	2%	2%	2%	2%	2%	2%	4%	4%	3%	2%	3%	3%	1%	2%	3%	3%	3%	2%	2%	2%	2%
6	3%	3%	4%	4%	4%	5%	5%	4%	4%	4%	5%	5%	5%	2%	4%	5%	4%	4%	4%	4%	4%	3%
7	7%	8%	9%	8%	9%	8%	8%	8%	9%	7%	8%	11%	11%	5%	7%	10%	9%	7%	7%	7%	7%	7%
8	17%	20%	19%	21%	21%	21%	22%	19%	17%	17%	18%	23%	20%	14%	15%	20%	21%	18%	17%	17%	16%	16%
9	27%	27%	24%	24%	26%	22%	21%	20%	20%	19%	26%	24%	25%	28%	26%	27%	26%	26%	26%	26%	27%	27%
10 - Extremely Satisfied	41%	39%	38%	38%	36%	40%	40%	44%	44%	46%	41%	31%	35%	50%	43%	31%	35%	42%	42%	40%	43%	43%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	8.8	8.7	8.7	8.7	8.7	8.7	8.7	8.6	8.6	8.7	8.8	8.4	8.4	9.1	8.8	8.4	8.6	8.6	8.8	8.8	8.7	8.9
n =	37,433	43,366	43,104	40,170	44,782	41,008	37,916	34,517	27,217	25,467	6,841	25,045	19,715	22,330	1,802	2,472	46,082	7,883	5,685	5,685	18,611	18,611

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

HOW DO YOU RATE THIS SKI AREA?	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)				
	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	0%	2%	2%	1%	2%	2%	1%			
1 - Extremely Dissatisfied	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	0%	2%	2%	1%	2%	1%	1%			
2	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
3	2%	2%	2%	2%	2%	3%	3%	4%	2%	2%	1%	2%	2%	2%	2%	2%	2%			
4	4%	4%	3%	4%	4%	4%	4%	5%	4%	4%	2%	3%	4%	4%	5%	4%	4%			
5	6%	6%	6%	6%	6%	6%	7%	8%	7%	7%	4%	6%	7%	5%	7%	7%	6%			
6	9%	7%	8%	7%	8%	7%	12%	9%	8%	10%	5%	10%	9%	9%	12%	8%	8%			
7	12%	12%	12%	12%	13%	12%	13%	13%	13%	13%	9%	13%	12%	12%	12%	12%	12%			
8	18%	19%	19%	19%	19%	19%	20%	16%	16%	19%	16%	18%	19%	19%	18%	18%	18%			
9	18%	19%	18%	18%	18%	18%	17%	15%	18%	16%	21%	18%	16%	16%	17%	18%	18%			
10 - Extremely Satisfied	29%	29%	29%	29%	27%	29%	23%	26%	25%	27%	41%	24%	32%	32%	24%	29%	29%			
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Average	7.8	7.9	7.9	7.9	7.8	7.9	7.6	7.4	7.7	7.7	8.5	7.6	7.7	8.0	7.5	7.9	7.9			
n =	45,407	36,977	43,424	36,051	40,832	49,967	12,484	23,271	12,565	21,014	3,829	40,156	7,184	7,971	24,769	17,661	17,661			
1 - Extremely Dissatisfied	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%			
2	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%			
3	2%	2%	2%	2%	2%	2%	2%	3%	3%	1%	1%	2%	3%	1%	2%	1%	1%			
4	3%	3%	3%	3%	3%	3%	4%	4%	4%	2%	2%	3%	4%	3%	4%	3%	3%			
5	5%	6%	6%	6%	5%	5%	5%	8%	7%	3%	3%	5%	5%	5%	5%	5%	5%			
6	9%	8%	8%	8%	8%	8%	10%	11%	9%	6%	6%	7%	10%	10%	9%	7%	7%			
7	13%	13%	14%	14%	14%	14%	13%	17%	14%	10%	10%	13%	15%	14%	12%	12%	12%			
8	19%	20%	21%	21%	21%	21%	21%	21%	19%	19%	19%	19%	20%	21%	20%	19%	19%			
9	19%	19%	19%	19%	19%	19%	18%	17%	18%	21%	21%	23%	17%	18%	19%	20%	20%			
10 - Extremely Satisfied	28%	28%	26%	26%	25%	25%	24%	17%	24%	37%	37%	28%	21%	26%	26%	32%	32%			
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
Average	7.9	8.0	7.9	7.9	7.9	7.9	7.7	7.4	7.7	8.4	8.4	8.1	7.5	7.9	7.8	8.2	8.2			
n =	40,887	34,550	36,975	29,402	29,590	0	13,186	20,529	10,468	17,938	2,407	35,415	9,202	8,099	17,661	17,661	17,661			

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

	OVERALL FINAL RESULTS 2011/12	RESORT LOCATION (NSAA REGION)							RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)				
		NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
0 - Not At All Likely	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
1	1%	0%	0%	1%	0%	1%	1%	0%	1%	0%	0%	0%	1%
2	0%	0%	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%
3	0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%
4	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%
5 - Neutral	3%	2%	3%	4%	4%	3%	4%	3%	3%	3%	3%	3%	4%
6	3%	2%	4%	3%	3%	3%	3%	2%	1%	3%	3%	3%	2%
7	6%	7%	9%	8%	8%	5%	5%	5%	4%	6%	8%	7%	5%
8	11%	11%	13%	12%	12%	11%	11%	12%	7%	11%	11%	13%	10%
9	17%	18%	22%	19%	19%	14%	14%	20%	10%	17%	20%	19%	14%
10 - Extremely Likely	57%	57%	47%	52%	52%	59%	59%	56%	72%	57%	53%	53%	61%
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Average	8.9	9.0	8.8	8.9	8.9	8.8	8.8	9.0	9.2	8.9	8.9	8.9	8.9
n =	75,882	18,425	3,433	2,433	41,744	5,924	3,923	6,308	14,416	12,958	42,166		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

LIKELIHOOD THAT YOU WOULD RECOMMEND THIS RESORT TO A FRIEND OR COLLEAGUE	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY Mtns 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
4	0%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%		
5 - Neutral	2%	3%	3%	3%	3%	4%	4%	6%	2%	5%	4%	1%	3%	2%	1%	2%	2%	2%		
6	2%	2%	2%	2%	2%	3%	2%	4%	2%	4%	3%	1%	2%	1%	2%	2%	2%	1%		
7	5%	6%	7%	7%	7%	8%	8%	10%	6%	10%	9%	4%	5%	4%	6%	6%	6%	4%		
8	11%	14%	15%	16%	16%	16%	17%	19%	12%	19%	17%	10%	12%	8%	11%	11%	12%	10%		
9	18%	17%	16%	17%	17%	15%	16%	14%	19%	18%	17%	16%	20%	13%	21%	21%	20%	16%		
10 - Extremely Likely	61%	57%	55%	54%	53%	52%	49%	44%	59%	41%	48%	68%	56%	71%	57%	57%	57%	66%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Average	9.2	9.0	9.0	9.0	8.9	8.8	8.8	8.5	9.2	8.6	8.7	9.4	9.1	9.3	8.8	9.1	9.1	9.3		
n =	75,451	68,803	78,302	73,520	71,516	89,701	57,745	37,433	18,406	31,167	17,169	41,452	5,690	3,836	49,397	14,339	12,903	41,876		
NET PROMOTER CATEGORY (FOR RESORT)																				
Detractor (likelihood of recommendation: 0 - 6)	5%	6%	7%	7%	7%	9%	8%	13%	5%	11%	9%	4%	6%	5%	5%	5%	5%	4%		
Passive (likelihood of recommendation: 7 - 8)	16%	21%	22%	22%	23%	24%	26%	29%	17%	30%	26%	13%	17%	12%	18%	18%	17%	14%		
Promoter (likelihood of recommendation: 9 - 10)	79%	73%	71%	71%	70%	68%	66%	58%	78%	60%	65%	83%	76%	84%	78%	78%	78%	82%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
n =	75,451	68,803	78,302	73,520	71,516	89,701	57,745	37,433	18,406	31,167	17,169	41,452	5,690	3,836	49,397	14,339	12,903	41,876		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

LIKELIHOOD THAT YOU WOULD RECOMMEND THIS SPORT TO A FRIEND OR COLLEAGUE	OVERALL FINAL RESULTS										RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vftb (2005/06 - 2011/12)	4,500 - 9,999 vftb (2011/12)	10,000 - 16,999 vftb (2011/12)	17,000+ vftb (2011/12)			
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
1	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
2	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
5 - Neutral	2%	2%	3%	2%	2%	3%	3%	1%	3%	3%	1%	3%	2%	3%	2%	1%	2%	2%		
6	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%		
7	4%	4%	4%	4%	4%	5%	5%	4%	5%	5%	3%	2%	4%	5%	4%	4%	4%	3%		
8	9%	10%	10%	10%	10%	11%	12%	10%	13%	11%	7%	7%	9%	11%	9%	10%	10%	8%		
9	17%	15%	15%	14%	15%	13%	15%	18%	17%	16%	15%	12%	13%	15%	16%	20%	20%	14%		
10 - Extremely Likely	65%	67%	66%	67%	66%	64%	63%	64%	59%	63%	72%	74%	69%	63%	66%	62%	71%	71%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Average	9.3	9.3	9.3	9.3	9.3	9.2	9.2	9.3	9.1	9.2	9.5	9.4	9.3	9.2	9.3	9.3	9.3	9.4		
n =	36,299	39,629	40,278	36,939	34,467	21,788	19,008	10,214	25,425	15,175	16,938	1,565	2,497	43,863	7,453	7,618	15,292	15,292		
NET PROMOTER CATEGORY (FOR SPORT)	4%	4%	5%	4%	5%	6%	5%	4%	6%	5%	3%	5%	5%	6%	4%	4%	4%	4%		
	14%	14%	14%	14%	15%	16%	16%	14%	18%	16%	10%	9%	13%	16%	13%	14%	11%	11%		
	82%	82%	81%	82%	81%	77%	79%	82%	75%	79%	87%	86%	83%	78%	82%	82%	85%	85%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
n =	36,299	39,629	40,278	36,939	34,467	21,788	19,008	10,214	25,425	15,175	16,938	1,565	2,497	43,863	7,453	7,618	15,292	15,292		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

LIKELIHOOD THAT YOU WOULD RECOMMEND TAKING A LESSON AT THIS RESORT	OVERALL FINAL RESULTS	RESORT LOCATION (NSAA REGION)								RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
		NORTHEAST 2011/12	SOUTHEAST 2005/06 - 2011/12	MIDWEST 2002/03 - 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2005/06 - 2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)		
0 - Not At All Likely	4%	4%	3%	6%	3%	2%	5%	4%	4%	4%	4%		
1	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		
2	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%		
3	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%		
4	1%	1%	2%	1%	1%		1%	2%	1%	1%	1%		
5 - Neutral	8%	10%	6%	7%	2%	2%	8%	8%	8%	6%	9%		
6	3%	3%	4%	3%	2%	2%	4%	3%	4%	4%	3%		
7	6%	6%	4%	4%	8%	2%	8%	5%	6%	6%	5%		
8	10%	9%	9%	10%	11%	5%	10%	8%	10%	10%	10%		
9	13%	12%	15%	13%	18%	18%	15%	12%	14%	14%	12%		
10 - Extremely Likely	52%	54%	42%	58%	66%	66%	48%	54%	53%	53%	53%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
Average	8.3	8.3	8.6	8.6	7.8	9.0	8.1	8.2	8.4	8.3	8.3		
n =	16,139	3,223	1,382	8,273	1,331	44	3,689	3,669	2,938	5,816	5,816		
NET PROMOTER CATEGORY (FOR LESSON)													
Detractor (likelihood of recommendation: 0 - 6)	20%	20%	15%	16%	25%	9%	21%	20%	17%	20%	20%		
Passive (likelihood of recommendation: 7 - 8)	15%	14%	13%	14%	19%	7%	17%	14%	16%	15%	15%		
Promoter (likelihood of recommendation: 9 - 10)	65%	66%	72%	71%	57%	84%	62%	66%	67%	65%	65%		
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
n =	16,139	3,223	1,382	8,273	1,331	44	3,689	3,669	2,938	5,816	5,816		

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

U.S. CENSUS REGION / WORLD REGION	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2011/12	MIDWEST 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vth (2011/12)	4,500 - 9,999 vth (2011/12)	10,000 - 16,999 vth (2011/12)	17,000+ vth (2011/12)	
Northeastern US Census Region	27.2%	28.0%	27.7%	28.4%	27.8%	26.0%	26.3%	29.3%	27.7%	29.4%	87.0%	49.1%	3%	9.7%	1.9%	9%	18.4%	36.9%	38.2%	20.2%	
Midwestern US Census Region	17.6%	17.6%	17.7%	17.9%	18.8%	18.8%	18.3%	18.7%	19.1%	19.3%	2.7%	2.6%	94.7%	11.6%	1.9%	9%	50.2%	18.4%	6.1%	8.9%	
Southern US Census Region	13.3%	12.8%	13.1%	13.0%	12.9%	14.2%	13.7%	14.4%	13.8%	14.1%	2.3%	46.8%	3.1%	20.5%	4.3%	1.3%	15.1%	13.0%	11.2%	13.7%	
Western US Census Region	36.4%	36.5%	36.6%	35.8%	35.2%	35.7%	37.1%	32.8%	35.2%	33.3%	7%	7.4%	7%	50.1%	88.1%	94.3%	15.1%	27.8%	38.3%	49.5%	
US overseas - armed forces, Samoa, VI, PR, etc.	.1%	.1%	.1%	.1%	.1%	.1%	.2%	.1%	.2%	.1%	.2%	.1%	.1%	.1%	.1%	.2%	.1%	.3%	.1%	.1%	
Europe	1.4%	1.3%	1.3%	1.4%	1.7%	1.7%	1.7%	1.8%	1.6%	1.5%	1.2%	.1%	.2%	2.2%	1.6%	1.0%	.4%	.7%	1.2%	2.2%	
Latin America / Caribbean	.7%	.6%	.5%	.5%	.4%	.4%	.4%	.5%	.3%	.4%	.1%	.1%	.3%	1.3%	.8%	.1%	.2%	.1%	.2%	1.3%	
Canada	1.9%	1.9%	1.8%	1.9%	1.9%	1.8%	1.5%	1.4%	1.4%	1.2%	5.4%	.1%	.5%	1.6%	3%	4%	.3%	2.0%	3.4%	1.8%	
Australia/NZ	.9%	.8%	.6%	.5%	.5%	.6%	.4%	.5%	.4%	.3%	.1%	.0%	.1%	2.1%	7%	3%	.1%	.4%	.7%	1.6%	
Asia	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.3%	.1%	.1%	.2%	.1%	.1%	.1%	.2%	.1%	
Middle East, Africa, Other International	.4%	.4%	.4%	.4%	.5%	.4%	.3%	.3%	.2%	.2%	.2%	.4%	.1%	.5%	.2%	.5%	.1%	.3%	.3%	.5%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
n =	152,735	179,349	180,435	175,689	168,040	164,018	168,835	162,286	152,421	155,607	31,348	6,737	6,471	82,538	18,842	6,799	15,421	24,475	23,810	86,462	
New England (CT, ME, MA, NH, RI, VT)	12.3%	12.3%	12.1%	12.4%	12.7%	11.7%	11.2%	13.1%	12.0%	12.9%	49.9%	.4%	.1%	3.5%	.6%	3%	12.7%	15.7%	11.5%	10.5%	
Middle Atlantic (NJ, NY, PA)	14.9%	15.7%	15.6%	16.0%	15.2%	14.3%	15.1%	16.2%	15.7%	16.5%	37.1%	48.7%	.2%	6.2%	1.3%	6%	5.6%	21.2%	26.7%	9.7%	
East North Central (IL, IN, MI, OH, WI)	12.0%	11.9%	12.1%	12.1%	12.7%	12.4%	12.0%	12.6%	13.0%	13.0%	2.6%	2.5%	65.7%	6.9%	1.4%	5%	30.6%	16.0%	5.2%	5.3%	
West North Central (IA, KS, MN, MO, NE, ND, SD)	5.6%	5.7%	5.6%	5.8%	6.1%	6.5%	6.3%	6.2%	6.1%	6.3%	.1%	.1%	29.0%	4.7%	.5%	4%	19.6%	2.4%	.9%	3.5%	
South Atlantic (DE, DC, FL, GA, MD, NC, SC, VA, WV)	7.9%	8.1%	8.1%	8.2%	8.0%	8.6%	8.9%	9.1%	8.7%	8.8%	2.1%	43.0%	.7%	8.8%	2.1%	7%	11.8%	7.3%	6.9%	7.1%	
East South Central (AL, KY, MS, TN)	1.3%	1.3%	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%	1.5%	1.6%	.1%	3.5%	2.0%	1.8%	.7%	2%	2.4%	.7%	.9%	1.4%	
West South Central (AR, LA, OK, TX)	4.0%	3.4%	3.7%	3.5%	3.7%	4.2%	3.4%	3.9%	3.6%	3.7%	.1%	.3%	.4%	9.9%	1.5%	5%	.9%	5.0%	3.4%	5.3%	
Mountain (AZ, CO, ID, MT, NV, NH, UT, WY)	17.3%	17.3%	16.9%	17.5%	16.7%	16.8%	16.9%	16.1%	15.5%	15.7%	.3%	.1%	.5%	43.4%	8.0%	12%	7.8%	16.0%	16.4%	22.8%	
Pacific (CA, OR, WA, AK, HI)	19.1%	19.2%	19.7%	18.3%	18.5%	18.9%	20.2%	16.7%	19.7%	17.7%	.4%	.4%	.2%	6.8%	80.1%	93.1%	7.4%	11.8%	21.9%	26.6%	
US overseas - armed forces, Samoa, VI, PR, etc.	.1%	.1%	.1%	.1%	.1%	.1%	.2%	.1%	.2%	.1%	.2%	.1%	.1%	.1%	.1%	.2%	.1%	.3%	.1%	.1%	
International	5.4%	5.0%	4.8%	4.8%	5.1%	5.1%	4.4%	4.6%	4.0%	3.7%	7.1%	1.0%	1.1%	7.9%	3.8%	2.5%	1.1%	3.6%	6.0%	7.7%	
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
n =	152,735	179,349	180,435	175,689	168,040	164,018	168,835	162,286	152,421	155,607	31,348	6,737	6,471	82,538	18,842	6,799	15,421	24,475	23,810	86,462	

21 Aug 12
Source: NSAA - Lakewood, CO & PRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS

STATE / COUNTRY	OVERALL FINAL RESULTS											RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2011/12	MIDWEST 2011/12	ROCKY MTSNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vth (2011/12)	4,500-9,999 vth (2011/12)	10,000+ vth (2011/12)		
	10.0%	11.7%	12.3%	11.1%	11.0%	11.3%	12.4%	12.7%	12.2%	11.8%	3%	3%	2%	1%	4.2%	78.5%	3.1%	1.5%	5.2%	13.5%	
California	9.5%	8.6%	8.7%	8.6%	8.4%	7.9%	8.2%	8.6%	8.1%	8.6%	8.8%	8.9%	8.6%	8.7%	8.3%	8.7%	8.3%	8.7%	8.3%	8.7%	8.3%
Colorado	8.1%	8.8%	8.7%	8.6%	8.4%	7.9%	8.2%	8.6%	8.1%	8.6%	8.8%	8.9%	8.6%	8.7%	8.3%	8.7%	8.3%	8.7%	8.3%	8.7%	8.3%
New York	5.3%	5.1%	5.0%	5.1%	5.2%	4.8%	4.5%	5.2%	4.8%	5.2%	4.8%	4.5%	5.2%	4.8%	5.2%	4.8%	5.2%	4.8%	5.2%	4.8%	5.2%
Massachusetts	4.6%	4.2%	4.1%	4.1%	4.6%	4.4%	3.8%	4.0%	4.2%	4.2%	3.8%	4.0%	4.2%	4.2%	3.8%	4.0%	4.2%	4.2%	3.8%	4.0%	4.2%
Washington	3.4%	3.6%	3.8%	3.4%	3.6%	3.5%	3.6%	3.5%	3.8%	3.5%	3.6%	3.5%	3.8%	3.5%	3.6%	3.5%	3.8%	3.5%	3.6%	3.5%	3.8%
Pennsylvania	3.6%	3.6%	3.4%	3.4%	3.6%	3.5%	3.8%	3.7%	3.5%	3.8%	3.7%	3.5%	3.8%	3.5%	3.6%	3.5%	3.8%	3.5%	3.6%	3.5%	3.8%
Michigan	3.3%	3.3%	3.2%	3.2%	3.4%	3.2%	3.4%	3.1%	3.4%	3.4%	3.1%	3.4%	3.4%	3.1%	3.4%	3.4%	3.1%	3.4%	3.4%	3.1%	3.4%
Minnesota	3.1%	2.6%	2.9%	2.7%	2.8%	3.1%	2.5%	2.7%	2.8%	2.7%	2.5%	2.7%	2.8%	2.7%	2.5%	2.7%	2.8%	2.7%	2.5%	2.7%	2.8%
New Jersey	3.1%	2.8%	2.9%	2.8%	2.9%	2.7%	2.8%	2.7%	2.8%	2.7%	2.5%	2.7%	2.8%	2.7%	2.5%	2.7%	2.8%	2.7%	2.5%	2.7%	2.8%
Texas	2.7%	2.7%	2.9%	2.9%	3.1%	3.1%	2.8%	2.7%	2.6%	2.5%	2.7%	2.6%	2.5%	2.4%	2.4%	2.5%	2.4%	2.4%	2.5%	2.4%	2.4%
Illinois	2.4%	2.1%	2.3%	2.3%	2.3%	2.5%	2.7%	2.5%	2.4%	2.4%	2.5%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%
Wisconsin	2.3%	2.4%	2.5%	2.5%	2.4%	2.1%	2.2%	2.2%	2.4%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%
Connecticut	2.5%	2.4%	2.4%	2.4%	2.2%	2.5%	2.3%	2.2%	2.3%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%
Oregon	2.0%	2.1%	2.2%	2.3%	2.3%	2.3%	2.3%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%
Ohio	1.8%	1.9%	1.9%	1.9%	1.7%	1.9%	1.8%	1.6%	1.5%	1.4%	1.5%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
Virginia	1.6%	1.7%	1.7%	1.7%	1.9%	1.8%	1.6%	1.5%	1.4%	1.4%	1.5%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
New Hampshire	1.9%	1.9%	1.8%	1.9%	1.9%	1.8%	1.5%	1.4%	1.4%	1.2%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
Canada	1.9%	1.9%	1.8%	1.9%	1.8%	1.5%	1.4%	1.4%	1.4%	1.2%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%	1.3%
I Idaho	1.3%	1.5%	1.5%	1.4%	1.3%	1.4%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%	1.5%
Maryland	1.3%	1.3%	1.3%	1.3%	1.3%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
Vermont	1.4%	1.3%	1.3%	1.3%	1.3%	1.2%	1.3%	1.2%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
Maine	1.2%	1.3%	1.3%	1.3%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
North Carolina	1.0%	1.1%	1.1%	1.1%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Nevada	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
United Kingdom	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
Georgia	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Montana	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Missouri	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Kansas	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Indiana	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Alaska	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
New Mexico	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Tennessee	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Arizona	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Australia	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
Rhode Island	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Wyoming	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Oklahoma	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Kentucky	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
South Carolina	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
South Dakota	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Louisiana	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
International - unspecified	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Alabama	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Iowa	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
District of Columbia	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Mexico	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Nebraska	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS (cont.)

STATE / COUNTRY	OVERALL FINAL RESULTS											RESORT LOCATION (NSAA REGION)						RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)			
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2011/12	MIDWEST 2011/12	ROCKY MTS 2011/12	PACIFIC NORTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vth (2011/12)	4,500-9,999 vth (2011/12)	10,000-16,999 vth (2011/12)	17,000+ vth (2011/12)	
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1.3%	0%	0%	0%	0%	2%	4%	1%	1%
Delaware	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1.3%	0%	0%	0%	2%	4%	1%	1%	1%
Arkansas	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	0%	0%	1%	1%	1%	1%	3%
North Dakota	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	5%	0%	0%	4%	4%	1%	0%	1%
Germany	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	0%	4%	1%	1%	1%	2%	3%
Hawaii	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	0%	2%	4%	2%	1%	1%	1%	2%
Mississippi	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	1%	1%
Brazil	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	2%	1%	1%	1%
New Zealand	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	2%	0%	0%	1%	1%	3%
Puerto Rico	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	0%	0%	1%	1%	2%
Japan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
U.S. - unspecified	1%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%
Argentina	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Ireland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Africa - unspecified	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Iceland	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Europe - unspecified	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Armed Forces Europe	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Sweden	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Venezuela	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
France	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Holland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
South America - unspecified	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Caribbean - unspecified	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Switzerland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Austria	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
South Korea	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Spain	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
China	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Belgium	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Norway	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Italy	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Taiwan	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Russia	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chile	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Peru	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Finland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
India	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Denmark	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Costa Rica	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Colombia	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Singapore	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Czechoslovakia	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Poland	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Armed Forces Pacific	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Israel	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Virgin Islands	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hong Kong	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Portugal	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Panama	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Guatemala	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hungary	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS (cont.)

STATE / COUNTRY	OVERALL FINAL RESULTS											RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 800'S)				
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2011/12	MIDWEST 2011/12	ROCKY MTS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vth (2011/12)	4,500-9,999 vth (2011/12)	10,000-16,999 vth (2011/12)	17,000+ vth (2011/12)	
	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Armed Forces Americas	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
El Salvador	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Thailand	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Philippines	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Bulgaria	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
South Africa	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Romania	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Indonesia	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Turkey	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Jordan	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Guam	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Greece	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Kenya	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Dominican Republic	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
United Arab Emirates	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Honduras	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Luxembourg	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Albania	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Cuba	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Iran	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yemen	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Saudi Arabia	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yugoslavia	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Bolivia	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Liechtenstein	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Pakistan	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Nicaragua	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Netherlands	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Kuwait	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Slovakia	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Czech Republic	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Federated States of Micronesia	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Bermuda	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Uzbekistan	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Aruba	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Benin	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
MP	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
American Samoa	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
French Polynesia	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
PW	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Bosnia / Herzegovina	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Belize	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Ecuador	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Anguilla	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Trinidad / Tobago	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Marshall Islands	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
n =	152,801	179,480	180,737	175,747	166,052	164,030	166,846	162,295	152,430	155,616	31,355	6,738	6,475	82,997	18,845	6,601	15,428	24,495	100.0%	23,823	86,488

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS (cont.)

MARKET AREA	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000'S)		
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2011/12	MIDWEST 2011/12	ROCKY MNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	<4,500 vft (2011/12)	4,500 - 9,999 vft (2011/12)	10,000 - 16,999 vft (2011/12)	17,000+ vft (2011/12)
	4%	4%	3%	3%	3%	4%	4%	3%	4%	3%	2%	0%	0%	0%	0%	4.8%	2%	2%	0%	0%
Bend--OR	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Orlando - Daytona Beach - Melbourne - FL	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Richmond - Petersburg - VA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Springfield - Holyoke - MA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Meadow - Klamath Falls - CA, OR	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Indianapolis - IN	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Cincinnati - IN, KY, OH	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Johnstown - Altoona - PA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Miscouia - MT	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Saint Louis - IL, MO	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Fresno - Visalia - CA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Butte - Bozeman - MT	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Rapid City - MT, SD, WY	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Nashville - KY, TN	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Yakima - Pasco - Richland - Kennewick - OR, WA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Louisville - IN, KY	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Santa Barbara - Santa Maria - San Luis Obispo - CA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Montreat - Salinas - CA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
West Palm Beach - Fort Pierce - FL	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Oklahoma City - OK	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Lansing - MI	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Greenville - Spartanburg - Asheville - Anderson - GA, NC	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Eugene - OR	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Chico - Redding - CA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
San Antonio - TX	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Brighton - NY	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Twin Falls - ID	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Grand Junction - Montrose - CO	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Wausau - Rhinelander - WI	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Detroit - MI, OH	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
La Crosse - Eau Claire - MN, WI	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Greensboro - High Point - Winston-Salem - NC, VA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Wichita - Hutchinson - KS, NE, OK	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Toledo - MI, OH	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Honolulu - HI	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Juneau - AK	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Bangor - ME	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Jacksonville, Brunswick - FL, GA	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Great Falls - VT	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Tulsa - KS, OK	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Knoxville - KY, TN	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Omaha - IA, MO, NE	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Anaheim - KS, NM, TX	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
South Bend - Elkhart - IN, MI	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
US Territories overseas armed forces	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Reno - NV, VA, WV	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Birmingham (Anniston and Tuscaloosa) - AL	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Rochester - Mason City - Austin - IA, MN	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
New Orleans - LA, MS	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Marquette - MI, WI	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Fargo - Valley City - MN, ND	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Memphis - AR, MS, MO, TN	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Charleston-Huntington - KY, WV	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Topeka - KS	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%
Minot - Bismarck - Dickinson - MT, ND, SD	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%	.3%

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS (cont.)

DESIGNATED MARKET AREA	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000S)		
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2011/12	MIDWEST 2011/12	ROCKY MNS 2011/12	PACIFIC SOUTHWEST 2011/12	PACIFIC NORTHWEST 2011/12	4,500 - 9,999 vth (2011/12)	10,000 - 16,999 vth (2011/12)	17,000+ vth (2011/12)	
	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.0%	.0%	.5%	.1%	.1%	.0%	3%	0%	0%	.1%
Stoux Falls (Michigan) - IA, MN, NE, SD	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Cedar Rapids - Waterloo & Dubuque - IA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Davenport - Rock Island - Moline - IL, IA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Des Moines - Ames - IA, MO	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Fort Myers - Naples - FL	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Mobile - Pensacola (Fort Walton Beach) - AL, FL, MS	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Evansville - IL, IN, KY	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Rockford - IL	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Bilings - MT, WY	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Peoria - Bloomington - IL	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Little Rock - Pine Bluff - AR	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Youngstown - OH, PA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Waco - Temple - Bryan - TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Huntsville - Decatur (Florence) - AL, TN	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Lincoln & Hastings - Kearney - KS, NE	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Tucson (Sierra Vista) - AZ	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Bakersfield - CA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Elmira - NY, PA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Charleston - SC	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Columbia - SC	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Chattanooga - AL, GA, TN	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Greenville - New Bern - Washington - NC	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Baton Rouge - LA, MS	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Lexington - KY	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Fort Wayne - IN, OH	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Charlottesville - VA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Savannah - GA, SC	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Springfield - AR, MO	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Tri-Cities - KY, TN, VA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Fort Smith - Fayetteville - Springdale - Rogers - AR, OK	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Tyler - Longview (Lufkin & Nacogdoches) - TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Petaluca - Cape Girardeau - Harrisburg - M/Vernon - IL, KY,	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Shreveport - AR, LA, OK, TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Harrisburg - VA, WV	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Salisbury - DE, MD	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Tallahassee - Thomasville - FL, GA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Etter - CA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Charlottesville - VA, WV	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Columbia - West - WV	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Erbe - PA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Wilmington - NC	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Lubbock - TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Wichita Falls & Lawton - OK, TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Utica - NY	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Jackson - MS	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Watertown - NY	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Sherman - Ada - OK, TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Aquaria - GA, SC	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Chayenne - Scottsbluff - NE, WY	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Lafayette - LA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
El Paso - NM, TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Abilene - Sweetwater - TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Odessa - Midland - NM, TX	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Gainesville - FL	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Columbus - AL, GA	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%
Saint Joseph - KS, MO	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%	.1%

NSAA 2011/12 DEMOGRAPHIC SKIER/SNOWBOARDER RESEARCH - FINAL RESULTS (cont.)

DESIGNATED MARKET AREA	OVERALL FINAL RESULTS												RESORT LOCATION (NSAA REGION)					RESORT SIZE (VERTICAL TRANSPORTATION FEET PER HOUR, IN 000S)		
	2011/12	2010/11	2009/10	2008/09	2007/08	2006/07	2005/06	2004/05	2003/04	2002/03	NORTHEAST 2011/12	SOUTHEAST 2011/12	MIDWEST 2011/12	ROCKY MOUNTAINS 2011/12	PACIFIC NORTHWEST 2011/12	PACIFIC SOUTHWEST 2011/12	<4,500 vfm (2011/12)	4,500 - 9,999 vfm (2011/12)	10,000 - 16,999 vfm (2011/12)	17,000+ vfm (2011/12)
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mankato - IA, MN	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Mason - GA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Monroe - El Dorado - AR, LA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Helena - MT	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Florence - Myrtle Beach - NC, SC	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Montgomery (Sima) - AL	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Baumont - Port Arthur - TX	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Alaska - not in a DMA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Corpus Christi - TX	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Sioux City - IA, NE, SD	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Lafayette - IN	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Terre Haute - IL, IN	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Casper - Riverton - WY	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Lake Charles - LA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Wheeling - Steubenville - OH, WV	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Panama City - FL	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Columbus - Tupelo - West Point - AL, MS	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Joplin - Pittsburg - KS, MO, OK	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Bluefield - Beckley - Oak Hill - VA, WV	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Fairbanks - AK	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Hartings - Weslaco - Brownsville - McAllen - TX	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Quincy - Hambar - Keokuk - IL, IA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Blount - Gulfport - MS	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Albany - GA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Alexandria - LA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Hattiesburg - Laurel - MS	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Lima - OH	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Victoria - TX	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
San Angelo - TX	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Jackson - TN	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Parkersburg - OH, WV	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Bowling Green - KY	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Yuma - El Centro - AZ, CA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Jonesboro - AR	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Greenwood - Greenville - AR, MS	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Meridian - AL, MS	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Dothan - AL, GA	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Laredo - TX	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Presque Isle - ME	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Zanesville - OH	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Ottumwa - Kirksville - IA, MO	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Altoona - Ill	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Altoona - NE	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
North Platte - NE	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
Glendive - MT	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%	.0%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
n =	152,643	179,225	180,344	175,515	167,962	163,868	165,763	162,196	152,280	155,261	313,46	6,737	6,470	82,474	18,827	6,789	15,418	24,467	23,781	86,411

21 Aug 12
Source: NSAA - Lakewood, CO & RRC Associates - Boulder, CO