



SnowSports Consumer Panel

snowsportspanel.com

The SnowSports Consumer Panel is an online consumer research survey system devoted to understanding the consumer of winter sports products. It is a unique tool which will enable SIA to examine, through market research, changing consumer behaviors, attitudes and perceptions.

Hosted on snowsportspanel.com, SnowSports Consumer Panel members are pre-recruited US residents, 16 years or older, that participate in snow sports (alpine skiing, Nordic, telemark, snowboarding or snowshoeing). So far the panel has attracted more than 4,000 members which will participate in approximately eight online surveys this year based on purchase behavior, participation, etc.

Each survey is projected to the winter sports population using gender, age, income and region demographics. The Superstudy of Sports Participation from SGMA* is used for this projection.

The panel can be customized to meet your needs. SIA can manage your project from inception to a detailed presentation of the results. This can include hosting your survey, questionnaire development, analysis or a variety of other services designed specifically for your project.

For more information, please contact Chris Semon at 703.556.9020 or chris@snowsports.org.

*SGMA – Sporting Goods Manufacturers Association

Throughout the year, survey results are released in report format identifying the trends of winter sports consumers.

SIA recently released The SnowSports Consumer Panel End of the Season Survey. The results reveal how consumers use online product reviews before they buy snow sports products.

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Early snowfall this season inspired 6 out of 10 consumers to start thinking about participating in snow sports earlier than in previous seasons. And consumers responded, almost half (45.7%) were motivated to hit the slopes earlier than last season.

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According to the Pre-Season 2007 Survey results, 31% of SnowSports Consumer Panel participants report that they began dreaming about hitting the slopes in September while another fifth (19.4%) think about snow sports when the weather gets cold.

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At a resort with a lift ticket is where the majority of alpine skiers could be found during the 2006/07 snow sports season (97.4%); although, some alpine skiers did venture into the backcountry (35.6%) and terrain parks (48.1%). Almost all alpine skiers (95.2%) brought their own equipment to the slopes. In addition, almost half of panel members have tried freestyle (47.6%) and freeride (51.1%) skiing. This information is detailed in the End of the Season 2006/07 report for all types of snow sports.

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Snow sports consumers were interviewed during February 2007 to find out what types of snow sports products they received during the holiday season. Half of panel members received some type of snow sports equipment, apparel or accessories as a gift this holiday season. In addition, the more advanced the ability level of the participant, the more likely they were to receive snow sports gear as a gift.

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The Pre-Season 2006 report details snow sports participants' pre-season activities as it they relate to purchasing equipment, apparel and accessories. Half of participants went to a pre-season ski/snowboard sale run by a local retailer and 63% purchased some type of snow sports product at this sale.

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