

PMB Portrait: Skiers and Snowboarders

It's winter and you're sitting at home, wondering what to do on this beautiful sunny day. According to PMB 2009 Fall, one of the most popular winter sport activities among Canadians is ice-skating. (about 15% skated at least once in the past year). Given its popularity you're certain that ice rinks will be full and you decide to do the second best thing – downhill skiing (8% of Canadians skied once or more past 12 months).

PMB data show that there are 912,000 Canadians who ski more than three times per year *and* either own or recently bought ski equipment. 54% of these skiers are between 35 and 64 years old; almost two-thirds are married or living together; and they're likely to have a post-grad degree (index 181). The majority is employed full time (60%), and they index high in professional and senior level positions (205 and 192 respectively).

But what if you are 12 to 34 years old (84%), possibly single (index 247) with an average personal yearly income of \$34,000? According to PMB Fall data, you're more likely to be a snowboarder. These are characteristics of the 566,000 snowboarders who go "boarding" at least three times per year and own snowboarding equipment. A possible reason for the demographic difference between the two sports is based on history: snowboarding appeared only around 1965, while skiing dates back to antiquity. However, there are demographic similarities between two sports: for instance, they are primarily performed by sportsMEN (59%).

PMB Fall 2009 psychographic cluster analysis reveals that snowboarders are likely to be "Ambitious Educated Socialists" (index 199) – a cluster that is in favour of same sex relationships and alternate lifestyles, and agrees that universal daycare should be a government priority. Skiers index high "The Greener Greens" cluster (133) - strong supporters of conservation, who claim actively to practice recycling, avoid over-packaging and are willing to pay more for the environmentally friendly products.

Other interesting nuggets of data about skiers and snowboarders:

- 25% of skiers visited beauty or spa salon in the past six months
- Snowboarders spent on average 11 hours on the Internet in the past week
- 18 % of skiers made a donation to an international relief program in the past year
- Snowboarders spent on average \$12,150 on improvements on their principal residence, while skiers spent \$8,991 on their vacation home
- Two-thirds of skiers and 52% of snowboarders bought a greeting card in the past six months

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