



# Understanding the New Market: NSAA's Millennial Study



2015 ISKINY – PSAA Expo  
Lake Placid Conference Center  
September 22<sup>nd</sup>, 2015

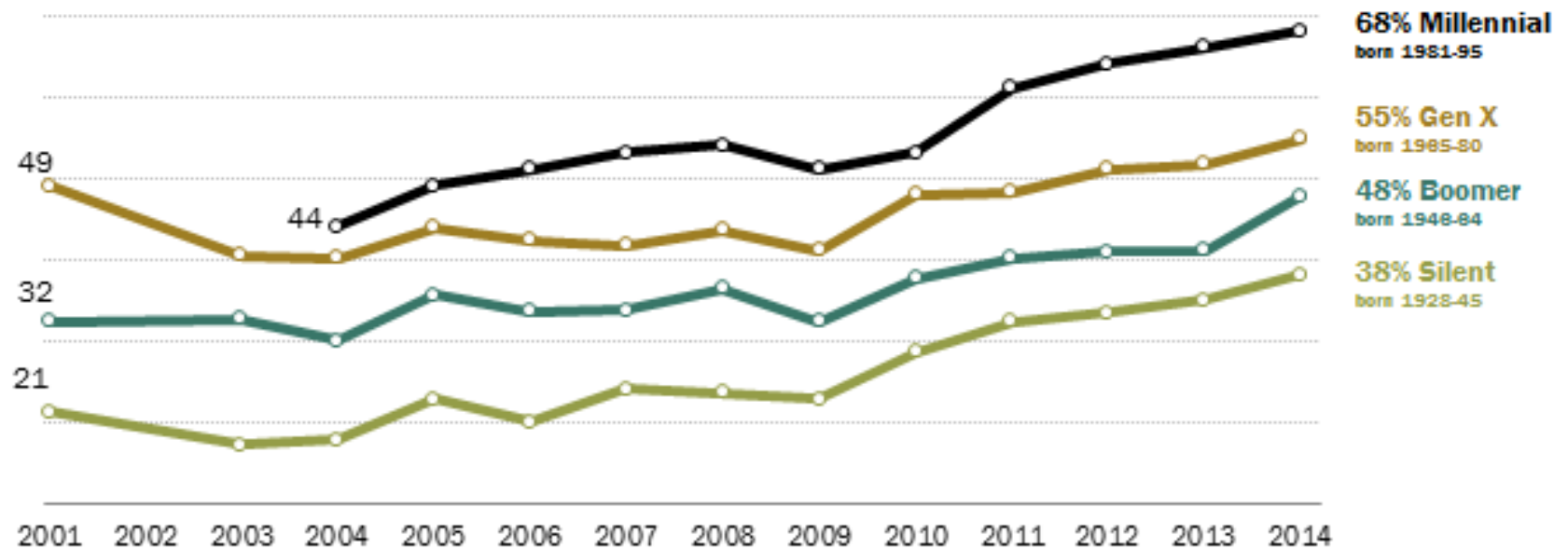
***Before we begin, some ground rules.***



# Don't Confuse Societal Trends with Generational Trends

## Growing Support for Same-Sex Marriage across Generations

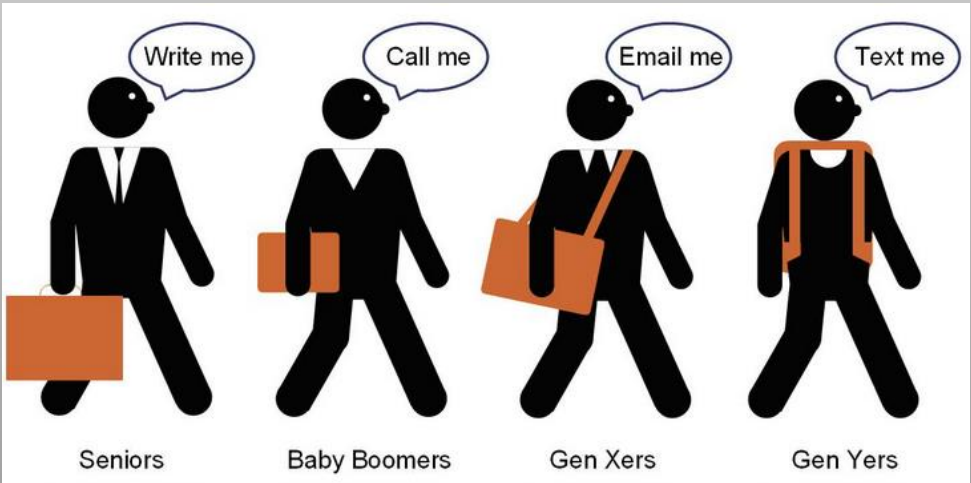
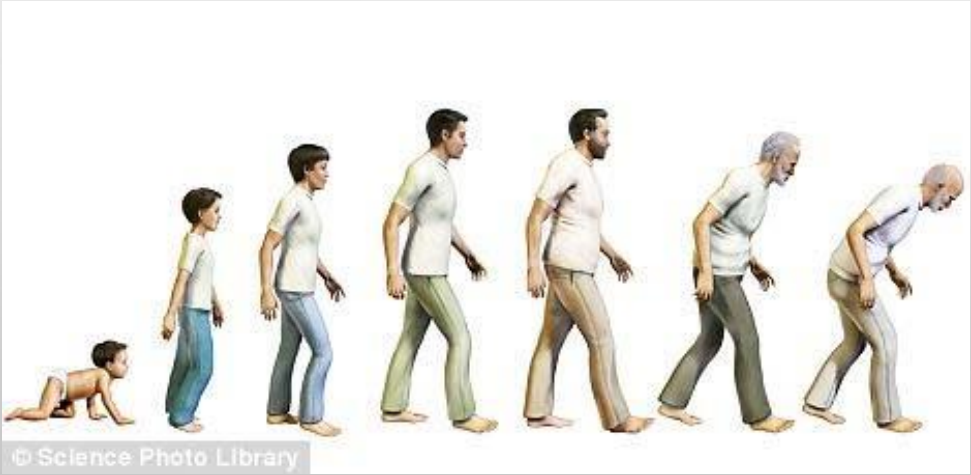
*% of each generation who favor allowing gays and lesbians to marry*



Source: Data points represent totals based on all Pew Research surveys of the general public conducted in that calendar year

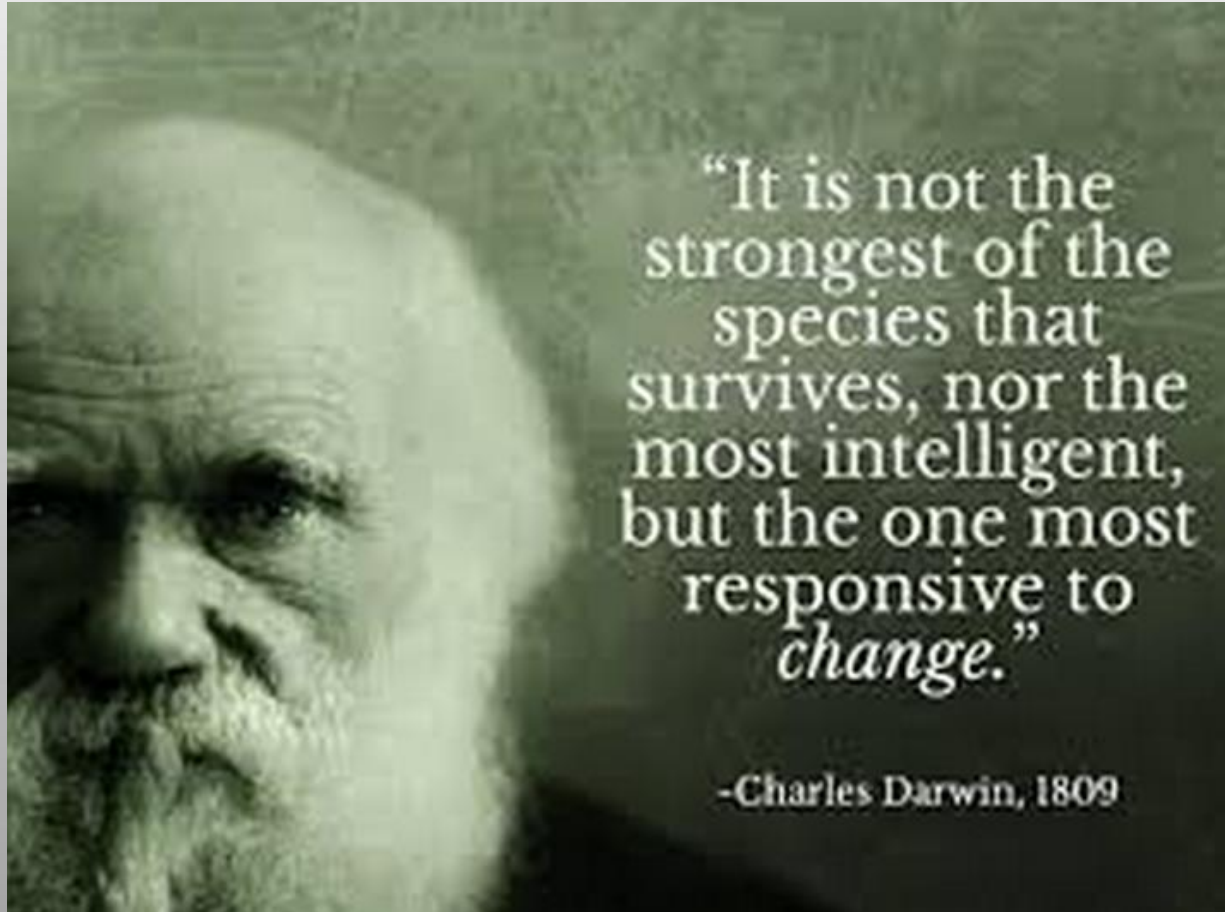
PEW RESEARCH CENTER

# Don't Life Stage Differences for with Generational Differences





**And remember,  
this is more about us than them**

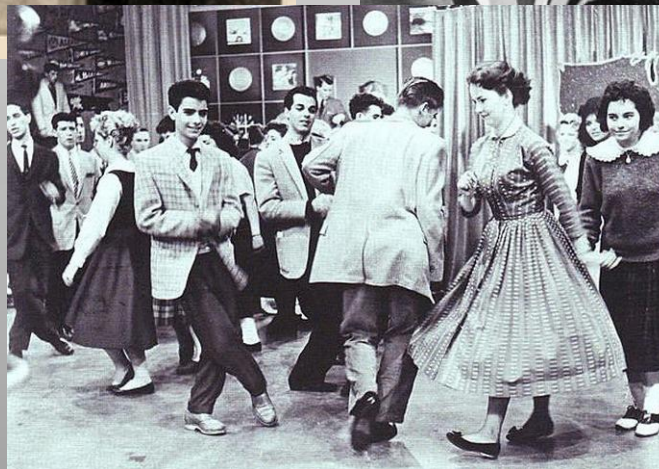


# What's all the fuss?





# The Birth of the Teenager in the 20<sup>th</sup> Century



# The 21<sup>st</sup> Century Brings the Concept of the “Emerging Adult”



## Five Milestones:

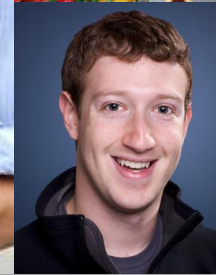
- Completing School
- Leaving Home
- Becoming Financially Independent
- Marrying
- Having a Child

In the recent past the majority had hit all of these goals by age 30, today very few have reached these goals by age 30, nor would some find it desirable to do so.

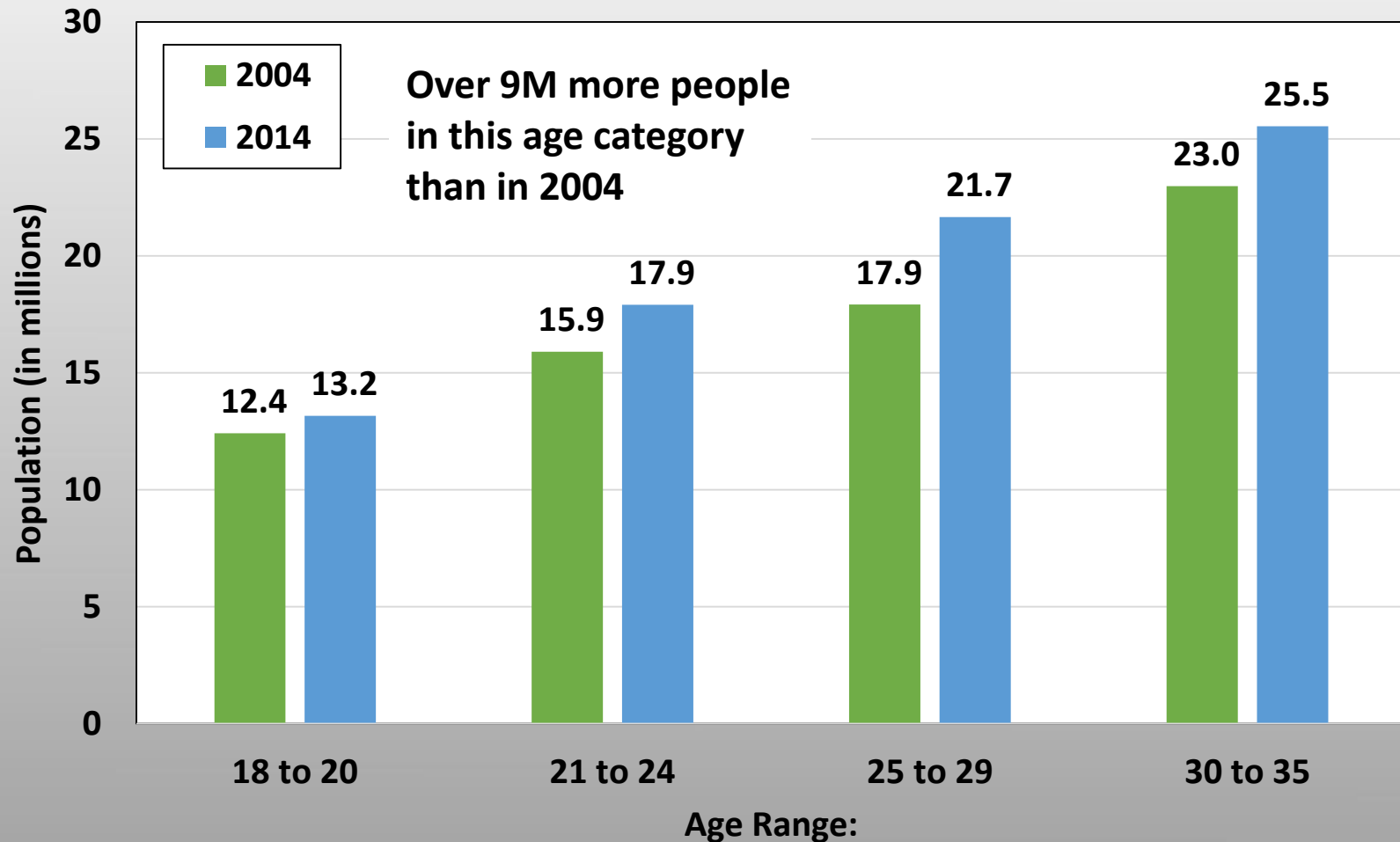


# Millennials:

- Born after 1980.
- Currently age 35 and under.
- 18-35 year olds are 24.5% of population.

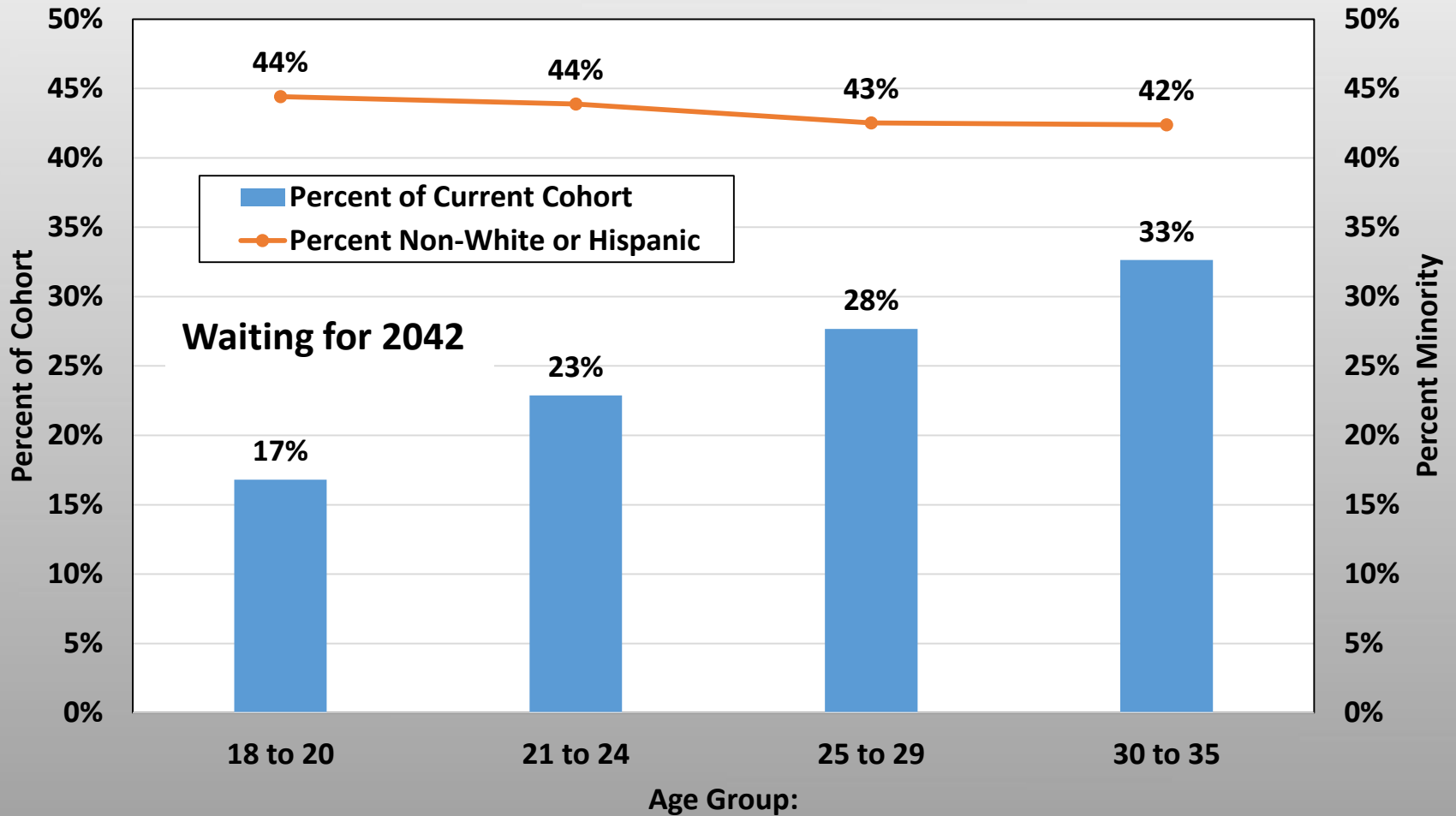


## Size of Age Range in 2004 vs. 2014

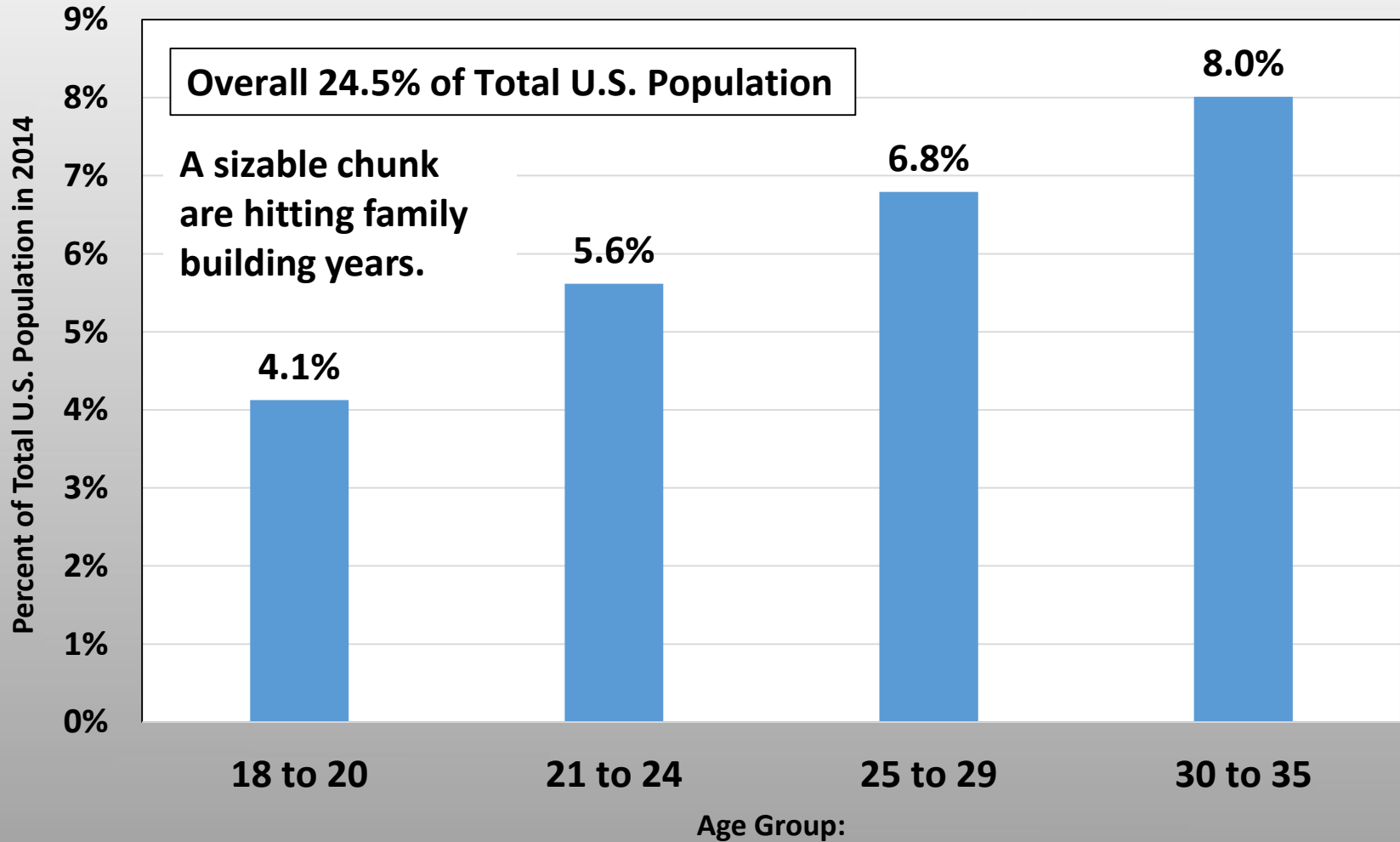




## Size of Cohort Accounted for by Age Group and Percent Non-White, Non-hispanic within Age Group: 2014



## Percent of Total Population in 2014



# Some General Observations that Hold Up: Key Findings from Nielsen's 2014 "Millennials – Breaking the Myths" Report

- **Diverse, Expressive and Optimistic**
- **Driving a Social Movement Back to the Cities**
- **Struggling, But They Have an Entrepreneurial Spirit**



# Some General Observations that Hold Up: Key Findings from Nielsen's 2014 "Millennials – Breaking the Myths" Report

- Deal Shoppers and Desire Authenticity
- Connected and Want the Personal Touch



Link to the full report:

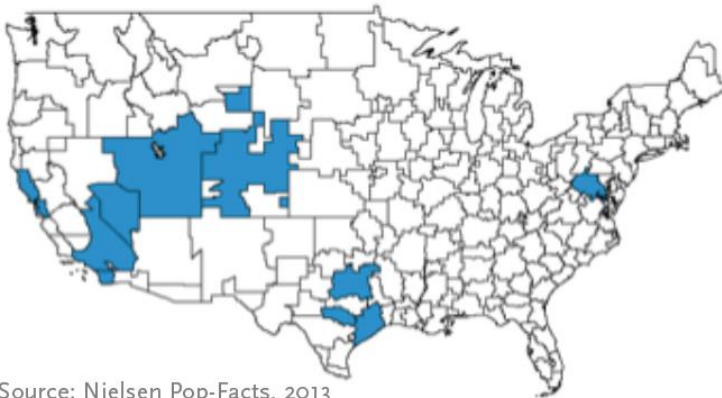
<http://www.nielsen.com/us/en/insights/reports/2014/millennials-breaking-the-myths.html>

# Top Markets for Millennials vs. Boomers

## MILLENNIALS – TOP 10 MARKETS

(BY PERCENT/INDEX FOR CONCENTRATION)

1. Austin, TX (16%, 120)
2. Salt Lake City, UT (15%, 117)
3. San Diego, CA (15%, 117)
4. Los Angeles, CA (14%, 109)
5. Denver, CO (14%, 109)
6. Washington, DC (14%, 109)
7. Houston, TX (14%, 108)
8. Las Vegas, NV (14%, 108)
9. San Francisco, CA (14%, 107)
10. Dallas-Ft. Worth, TX (14%, 106)



Source: Nielsen Pop-Facts, 2013

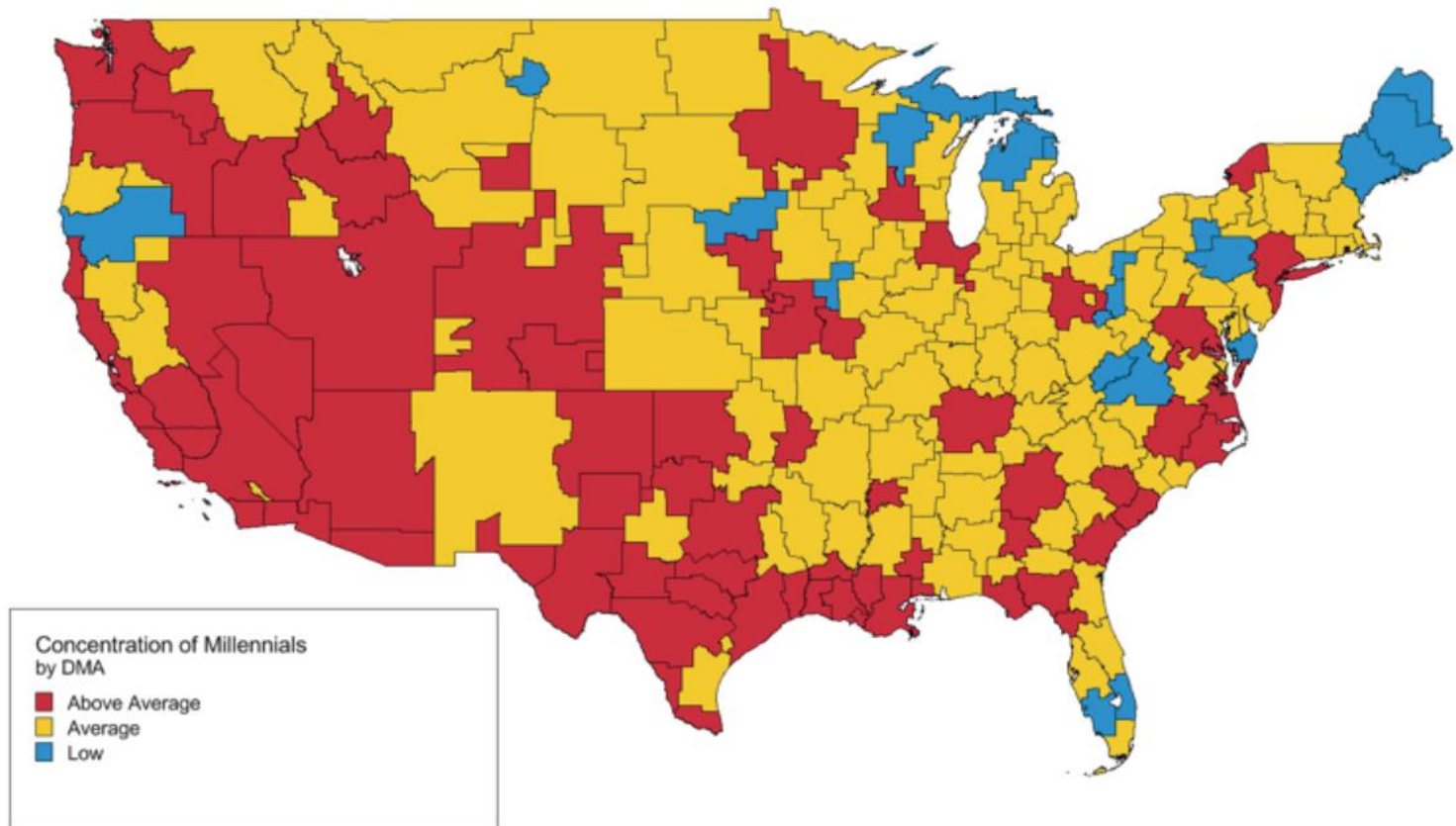
## BOOMERS – TOP 10 MARKETS

(BY PERCENT/INDEX FOR CONCENTRATION)

1. Portland-Auburn, ME (31%, 117)
2. Burlington, VT-NY (30%, 114)
3. Albany, NY (29%, 111)
4. Hartford & New Haven, NY (29%, 110)
5. Pittsburgh, PA (29%, 109)
6. Tri-Cities, TN-VA (29%, 109)
7. Wilkes Barre, PA (29%, 109)
8. Charleston, WV (28%, 108)
9. Boston (28%, 108)
10. Green Bay-Appleton, WI (28%, 108)



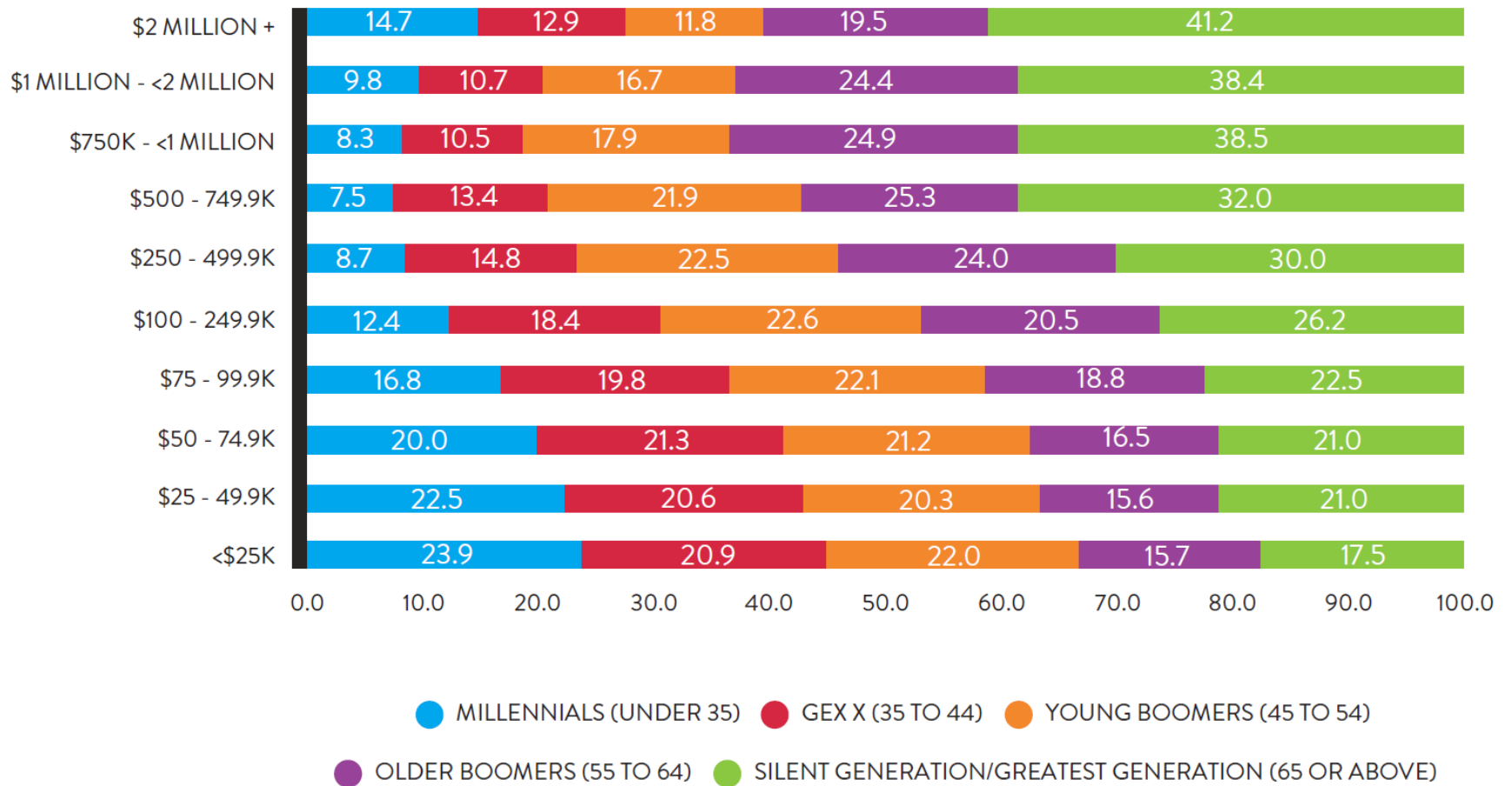
# Greater Concentration of Millennials in the Western U.S.



Source: Nielsen Pop-Facts, 2013



# Wealth (Income Producing Assets) by Generation



Source: Nielsen Income Producing Assets (IPA), 2013

**Over 70% of high net worth individuals are baby boomers or silent generation.**

# Top Markets for Wealthy Millennials vs. Boomers

## WEALTHY MILLENNIALS (\$100K+ INCOME)

### TOP 10 MARKETS

(BY PERCENT/INDEX FOR CONCENTRATION)

1. Washington, DC (1.9%, 232)
2. San Francisco (1.7%, 206)
3. Boston (1.4%, 172)
4. New York (1.3%, 166)
5. Baltimore (1.3%, 161)
6. Seattle-Tacoma (1.2%, 151)
7. San Diego (1.2%, 139)
8. Austin (1.1%, 139)
9. Chicago (1.1%, 137)
10. Denver (1.1%, 132)

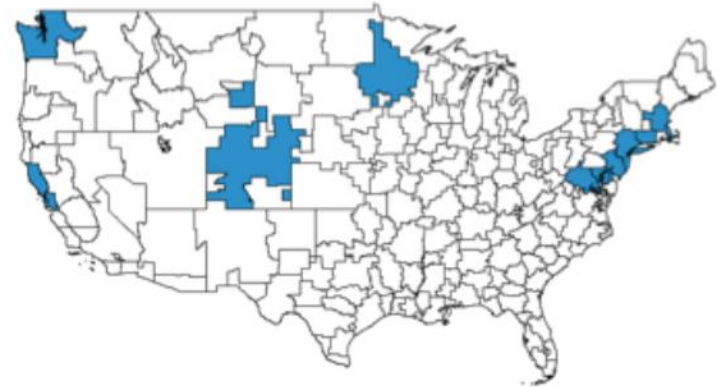
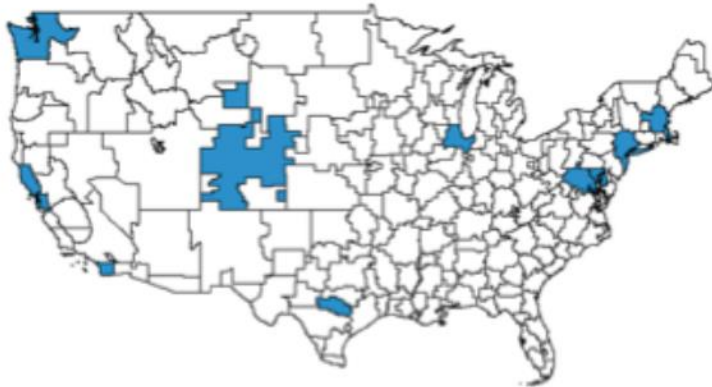
**The geography  
of wealth shows  
fewer age  
differences.**

## WEALTHY BOOMERS (\$100K+ INCOME)

### TOP 10 MARKETS

(BY PERCENT/INDEX FOR CONCENTRATION)

1. Washington DC (8%, 193)
2. San Francisco (7%, 167)
3. Boston (7%, 166)
4. Baltimore (6%, 166)
5. Hartford & New Haven, CT (6%, 160)
6. New York (6%, 147)
7. Philadelphia (5%, 135)
8. Seattle-Tacoma (5%, 133)
9. Denver (5%, 124)

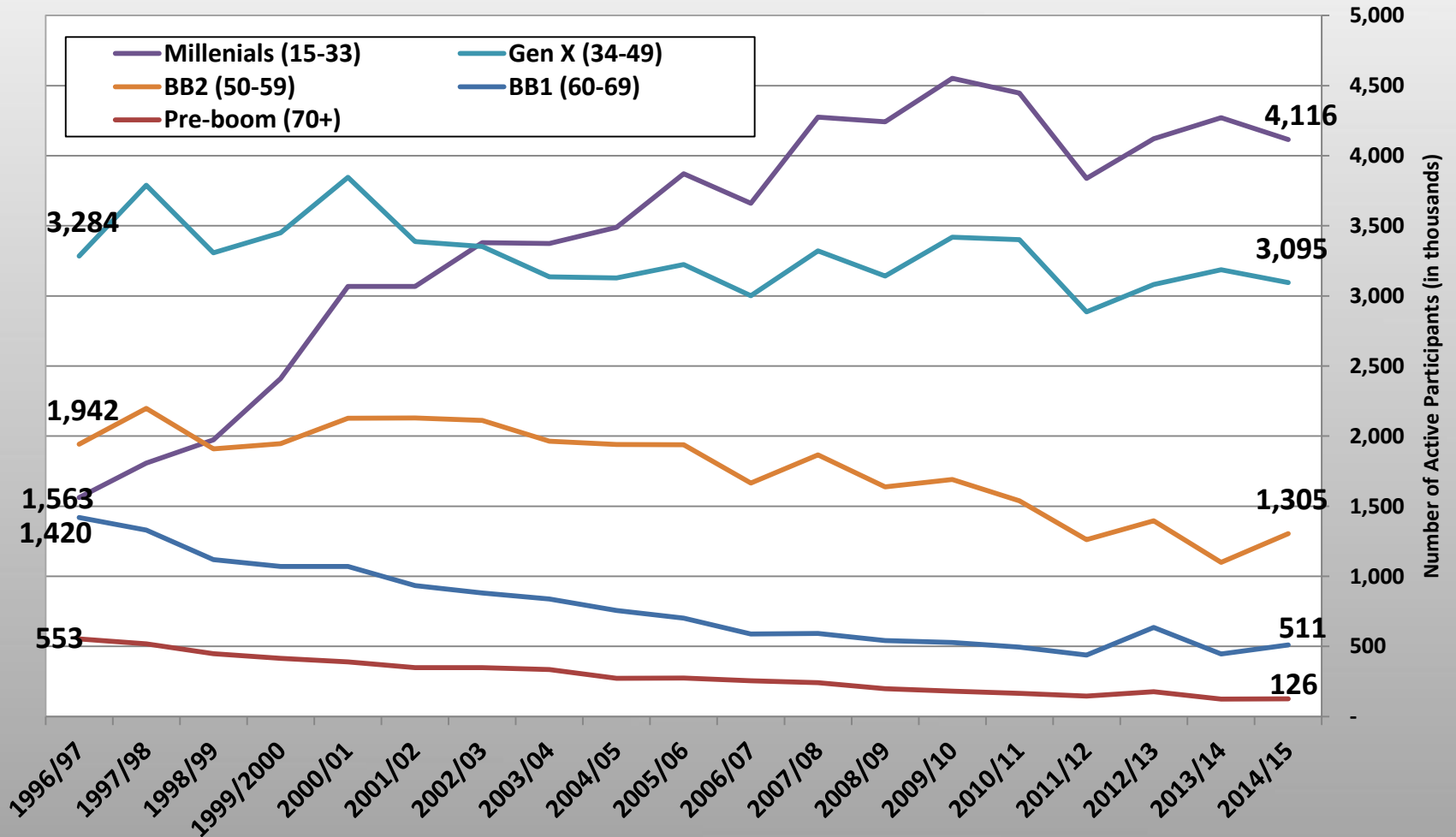


Source: Nielsen Pop-Facts, 2013

# *Hold on, why do we care again?*

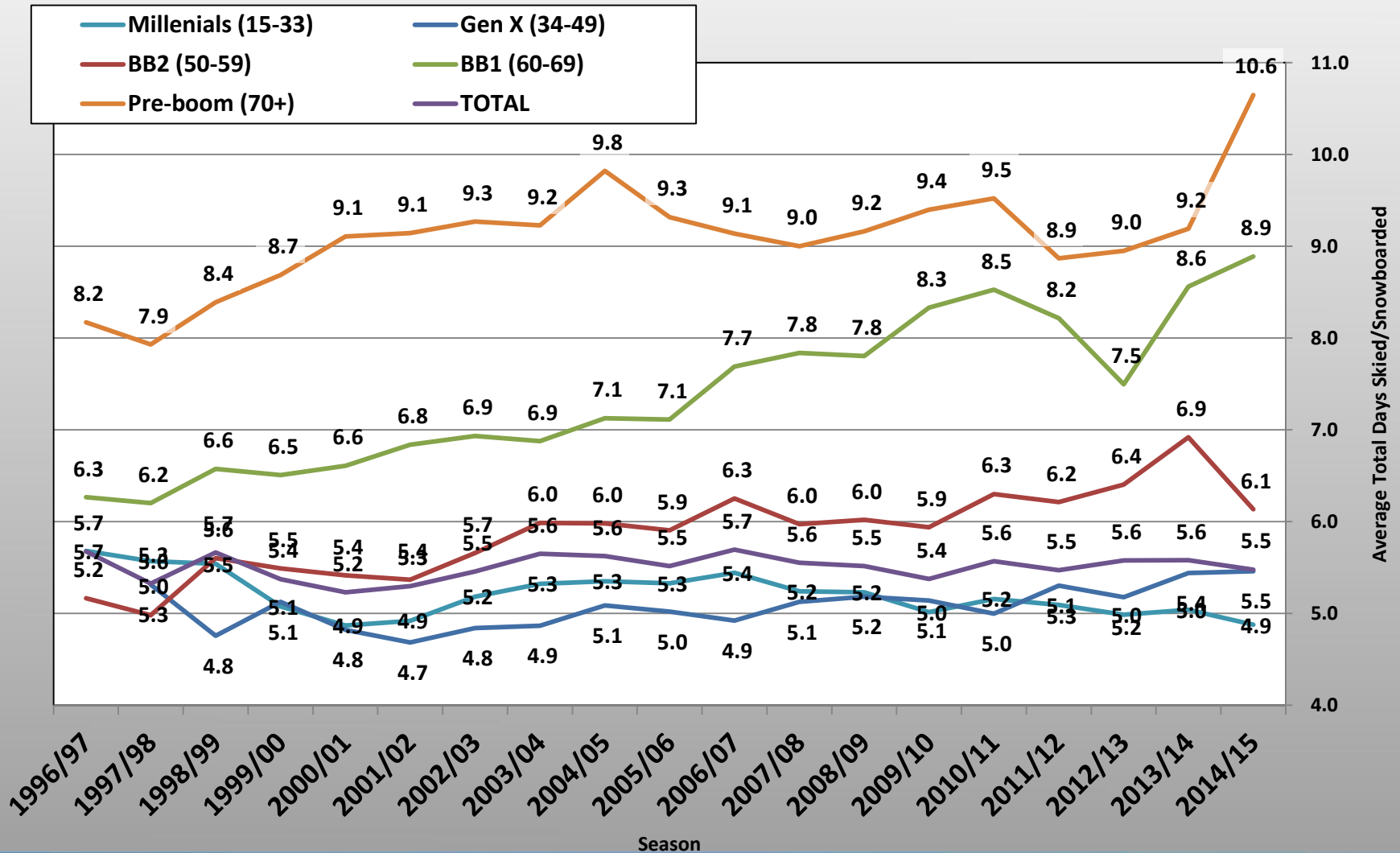


# Number of Active Snowsports Participants by Age Cohort: 1996/97 to 2014/15



No significant change in the number of Millennials or Gen X participants in 6 seasons.

# Average Total Number of Days Skied/Snowboarded by Cohort: 1996/97 to 2014/15



**Millennials are skiing/snowboarding at significantly lower frequency than older generations.**

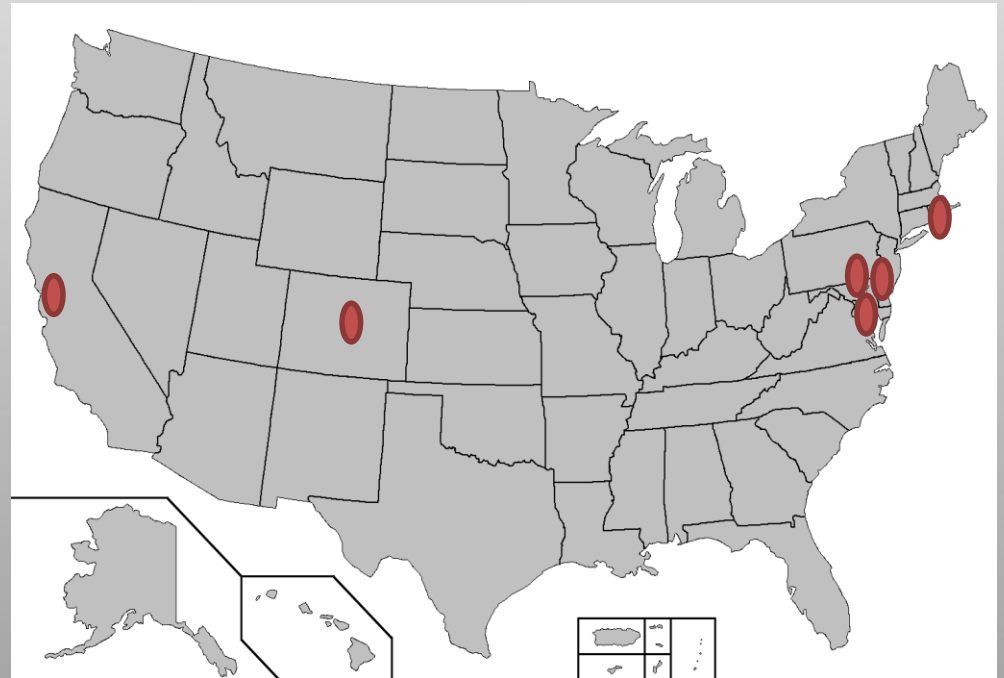




# NSAA Millennial Study - 2015

*A comprehensive examination on the state of the Millennial market in the U.S.*

- Qualitative one-on-one interviews in select markets across the U.S.
- National in-depth surveys of both Millennial participants and non-participants, and families and singles.



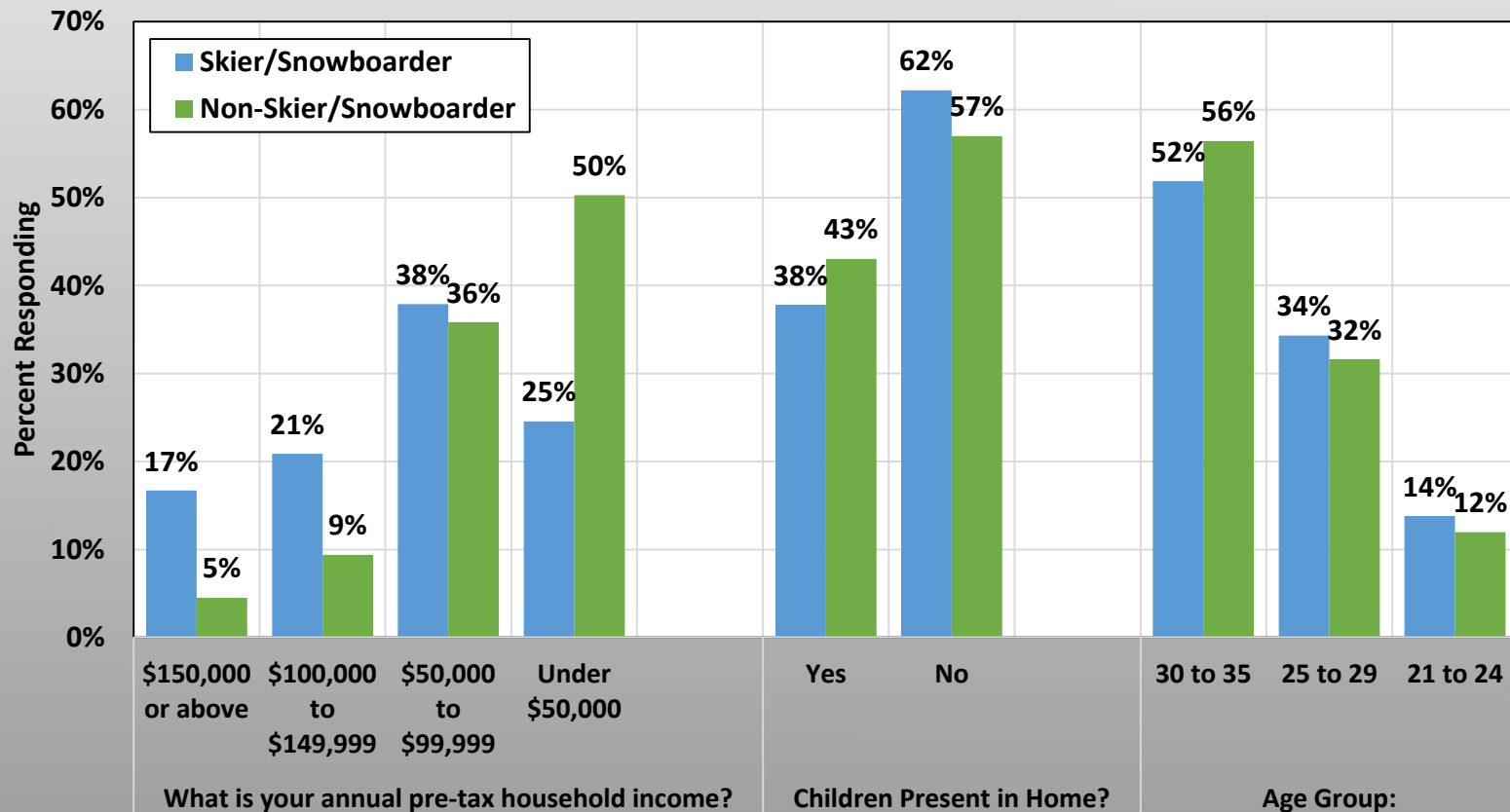




# NSAA Millennial Study – 2015 | n=2,215

*Designed to provide statistically meaningful clusters of key potential visitor segments*

## Key Respondent Characteristics by Snow Sports Status

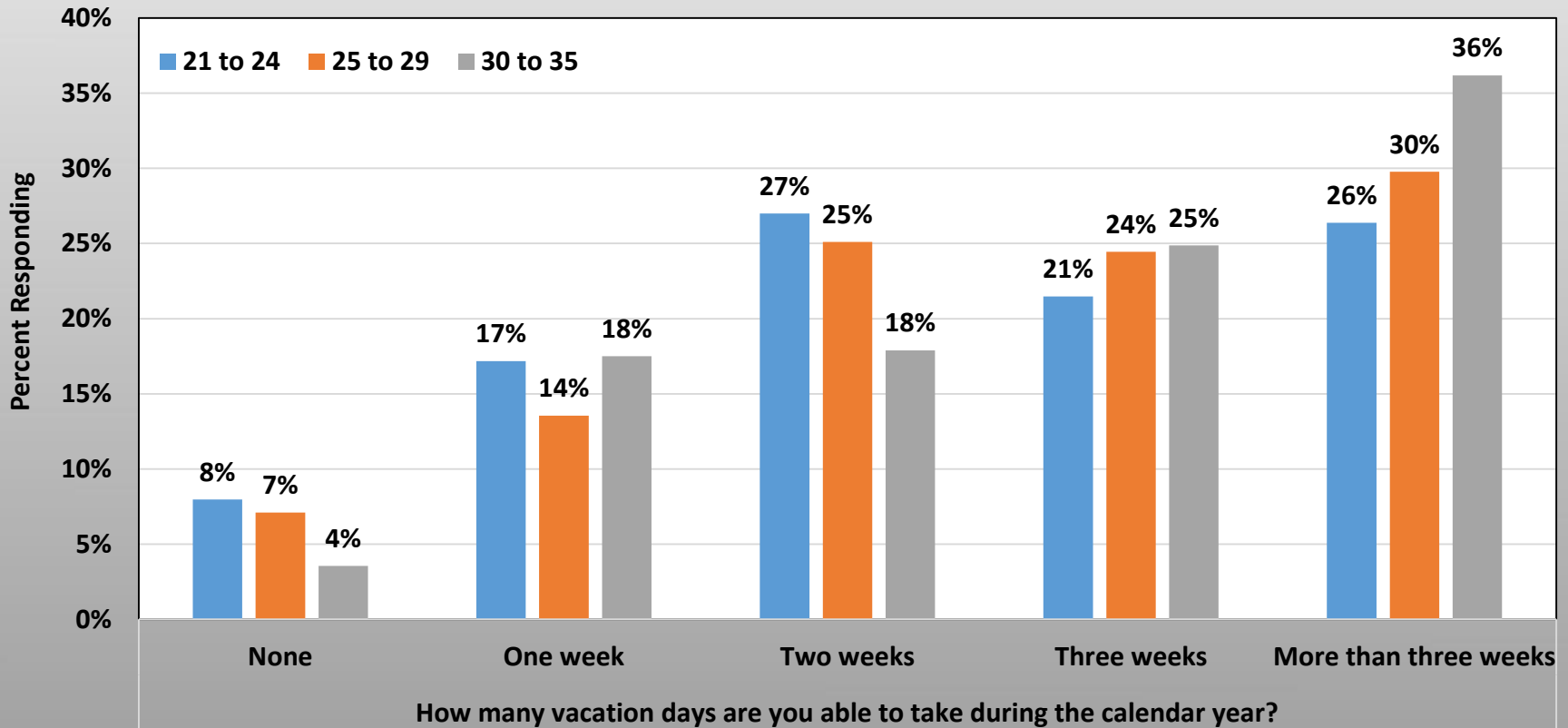


**Millennials who currently ski tend to be more affluent and less likely to have kids.**

# NSAA Millennial Study - 2015

*Probed a variety of topics related to snow sports participation, travel, and demographics*

## Available Vacation Days by Age Group

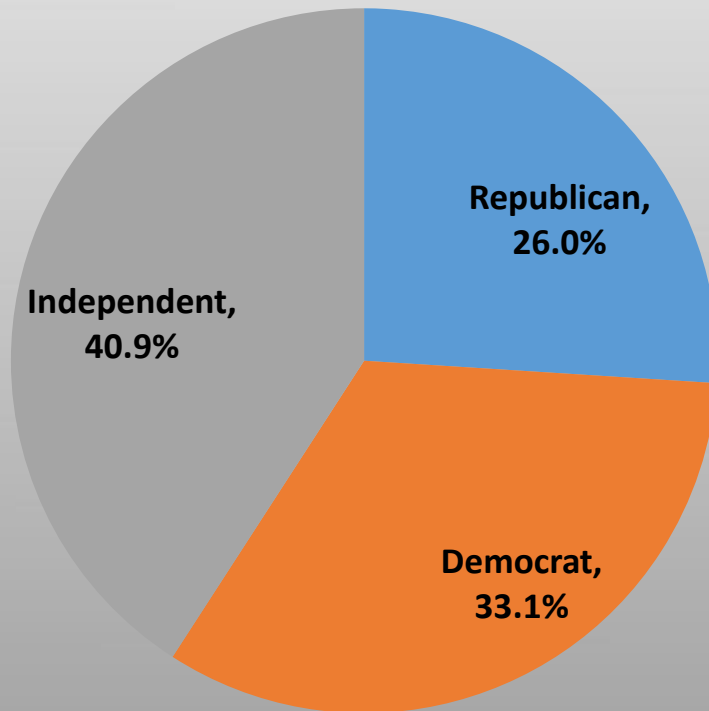


**Vacation time available but among more affluent some reluctance to take it.**

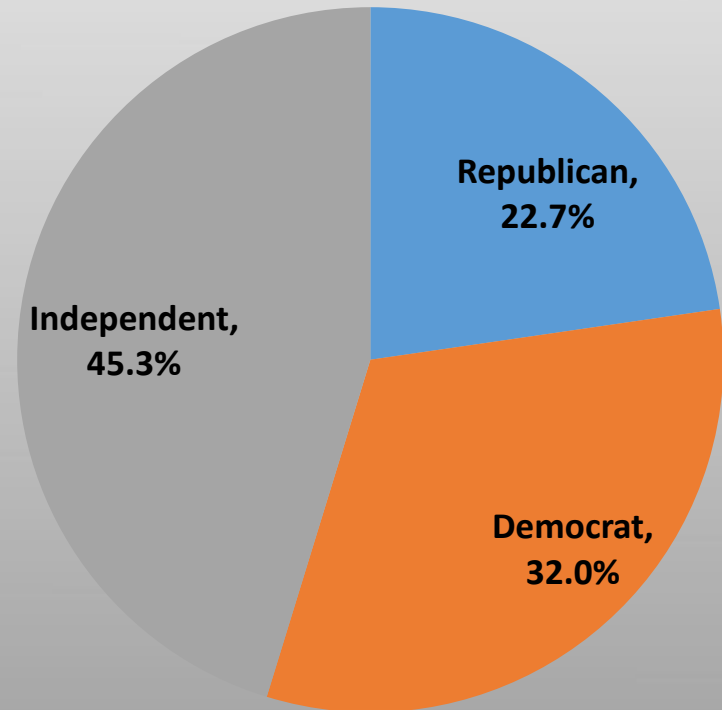
# NSAA Millennial Study - 2015

*Also examined lifestyle and attitudinal information that could help craft meaningful strategies for outreach*

Skier/Snowboarder

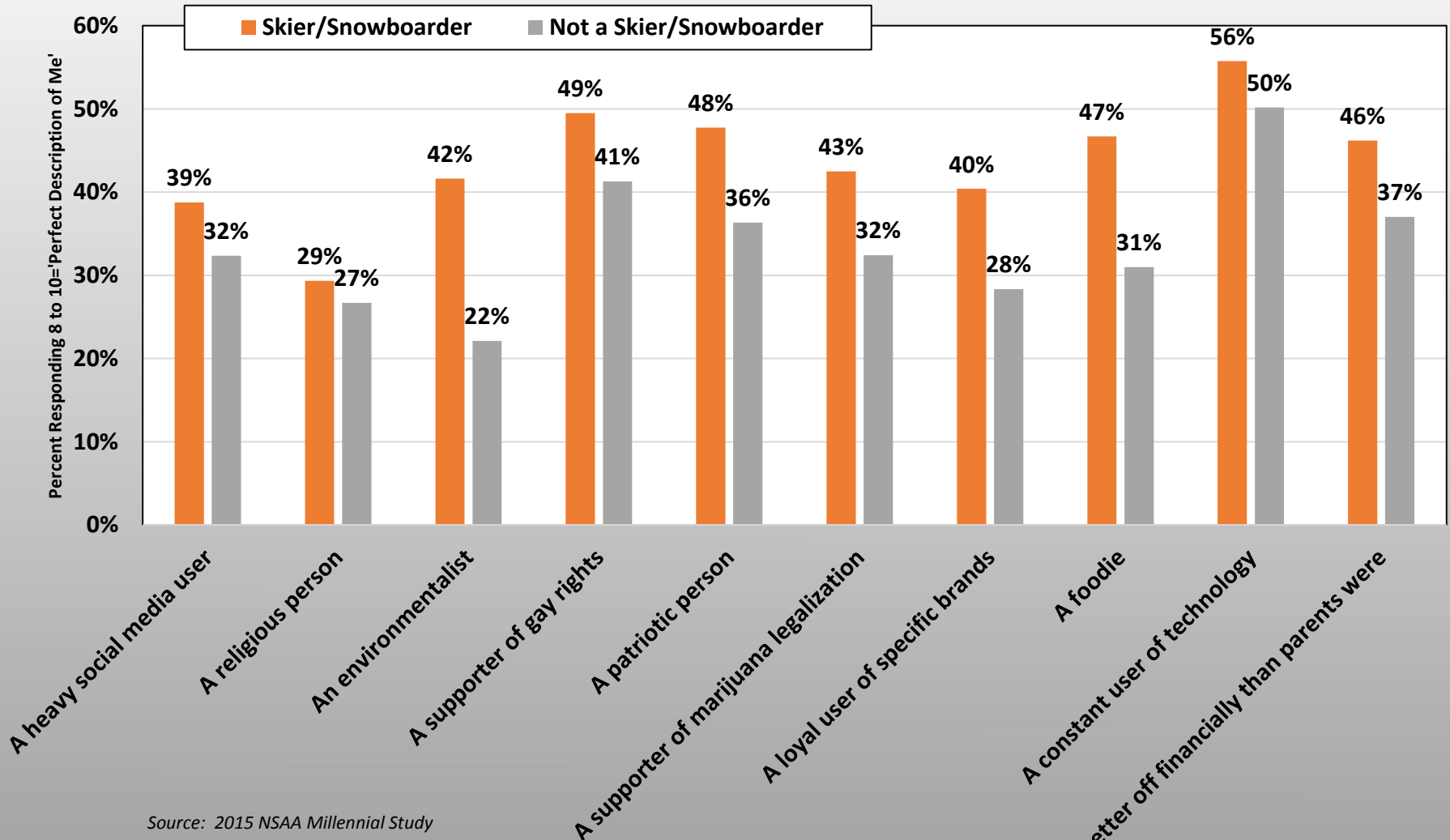


Non-Skier/Snowboarder



**Less affiliated with party politics than any generation.**

## Percent Identifying with Descriptor (%8 through 10=Perfect Description of Me) by Participation in Skiing/Snowboarding



Source: 2015 NSAA Millennial Study

**Millennial skiers are socially liberal, non-religious foodies with a concern for the environment.**



**Profile: 27 year old  
Employed Full time**

## *Social media use...*

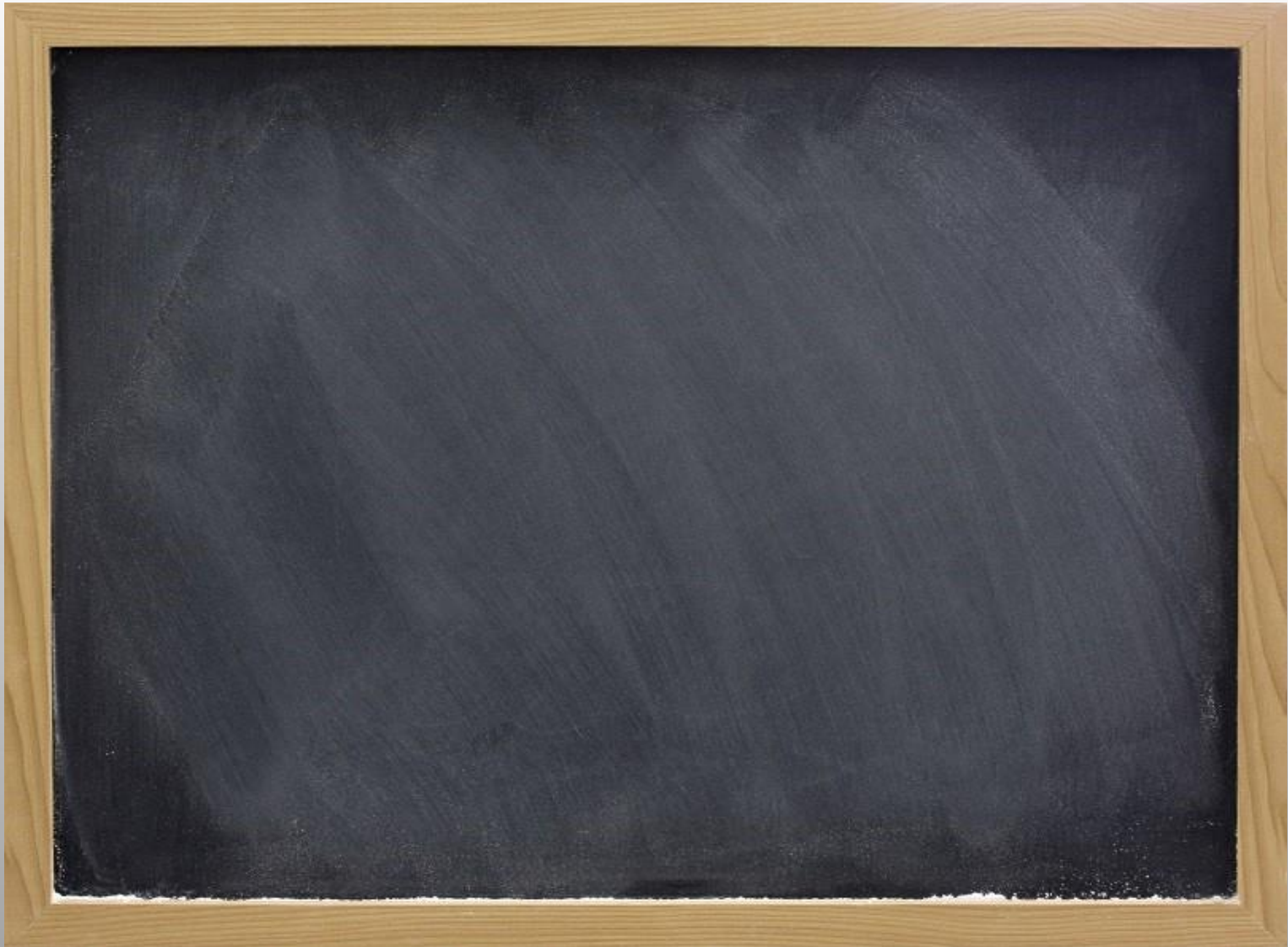




**Profile:** 24 year old  
Employed Full time

## *Technology use...*





# Initial impressions of skiing from non-skiers/snowboarders







**Profile:** 27 year old  
Employed Full time

*As a non-skier, what is your  
impression of skiing...*







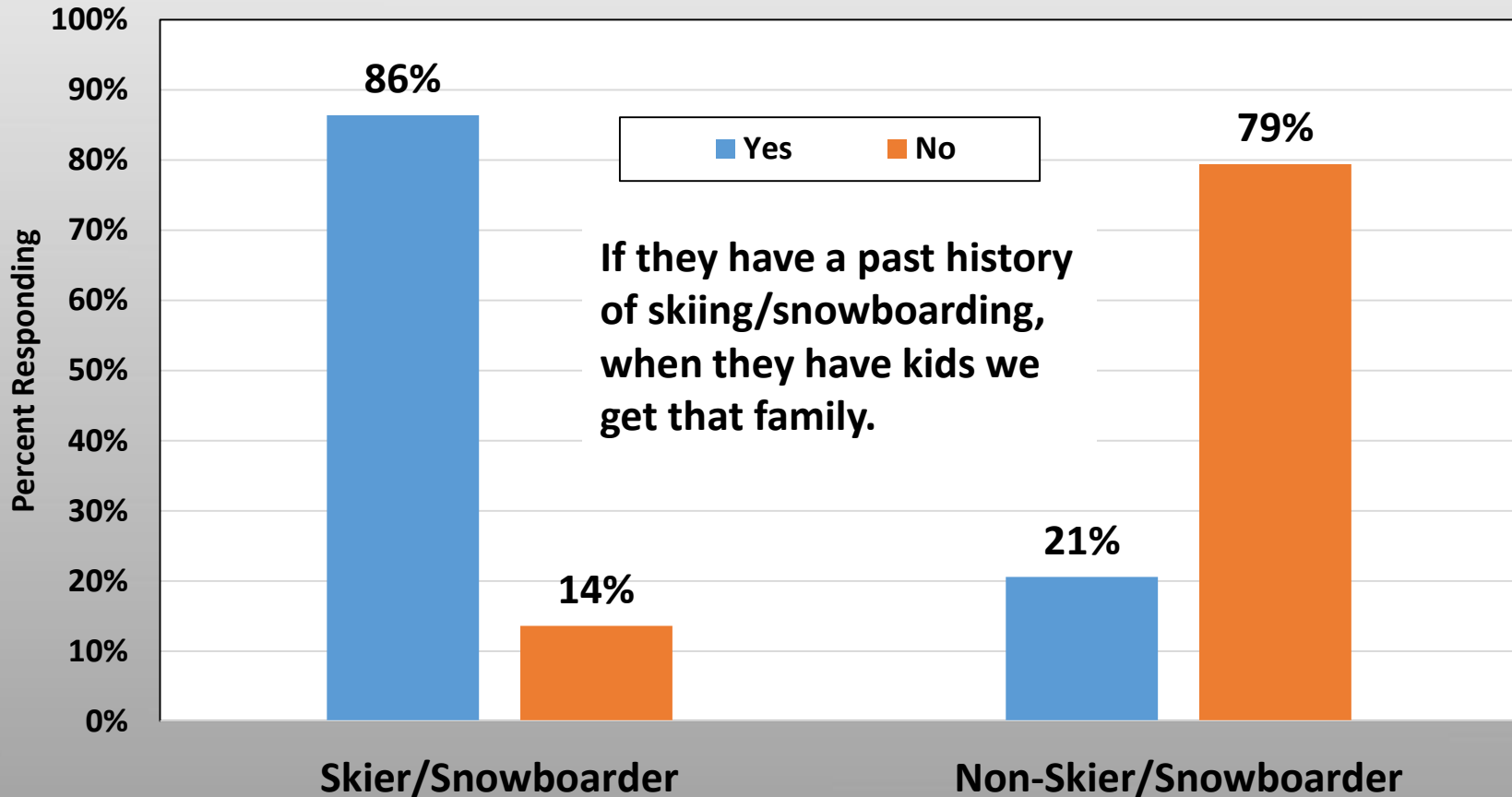




# Reaction to "resort"...

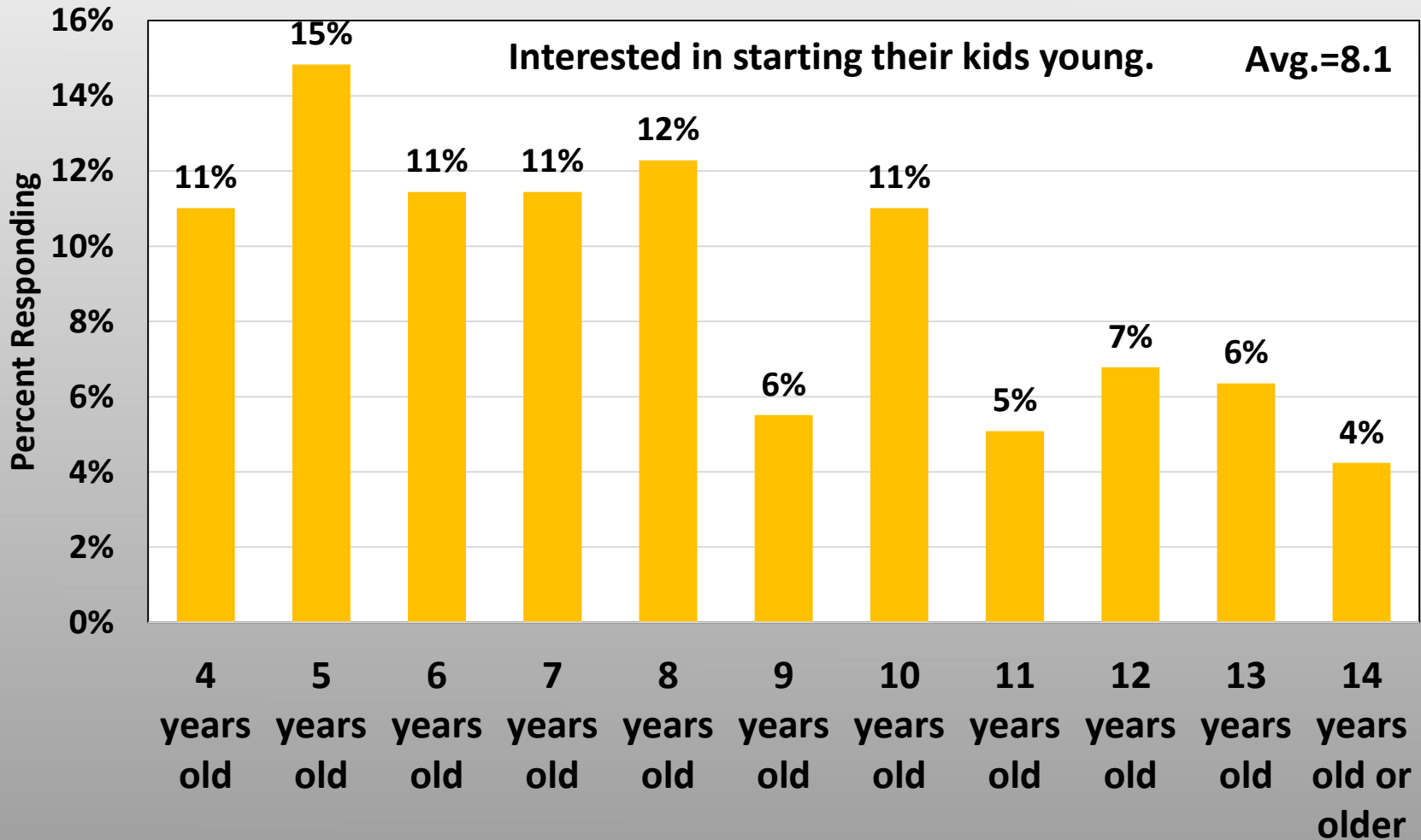


## If Child(ren) are of Age, Do They Ski or Snowboard by Snow Sports Status

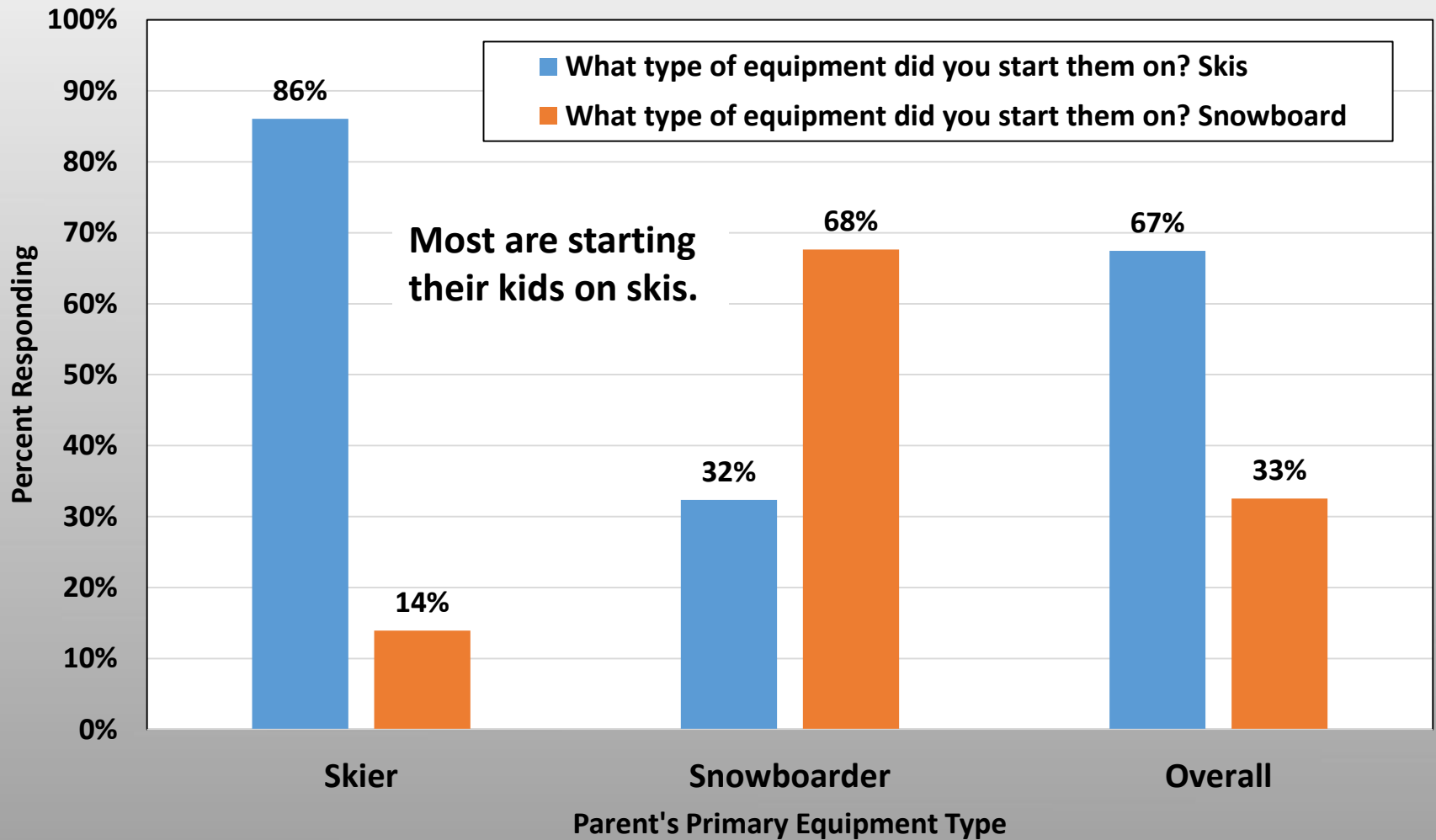




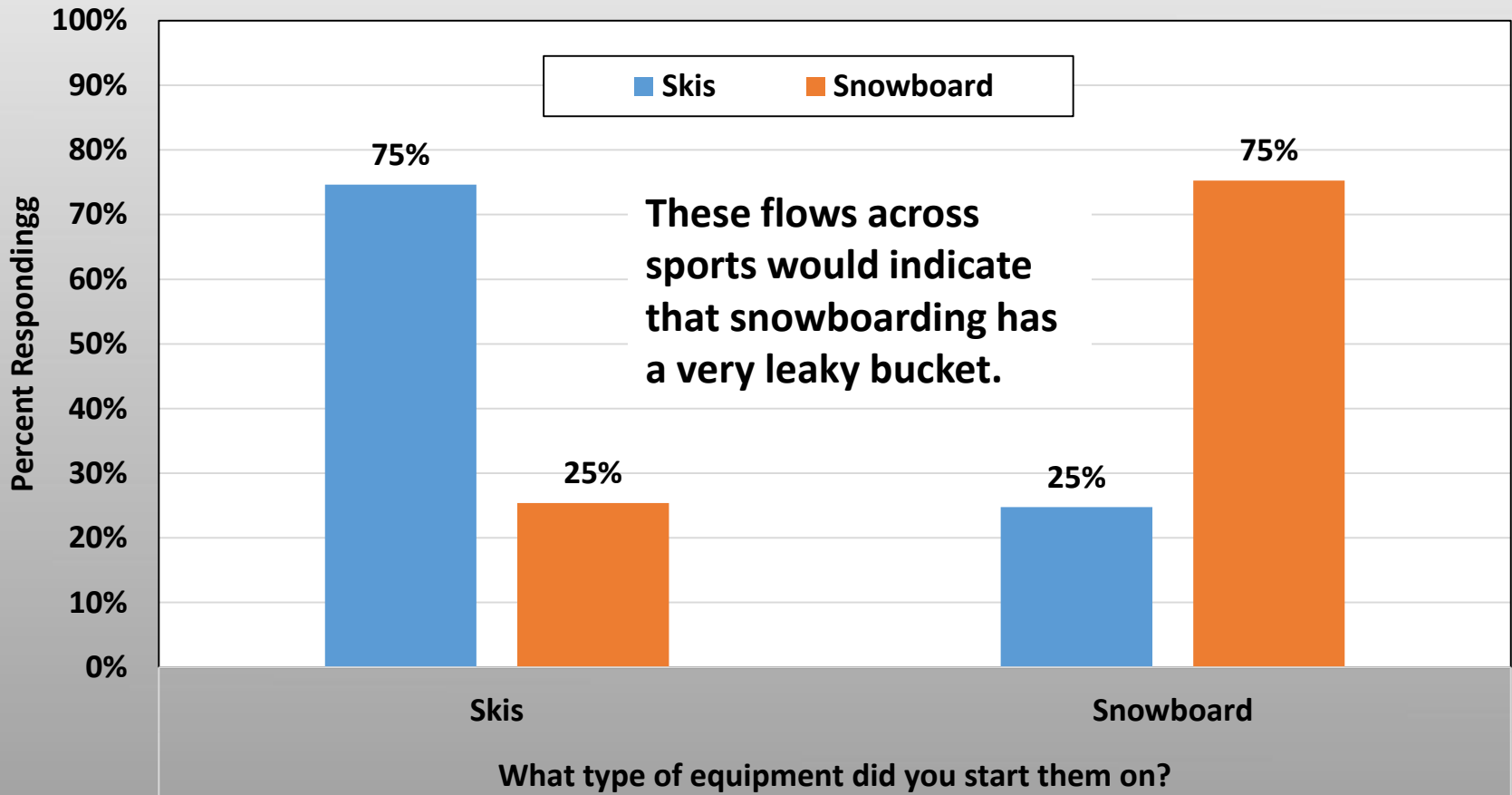
## Age at Which Child Introduced to Skiing/Snowboarding



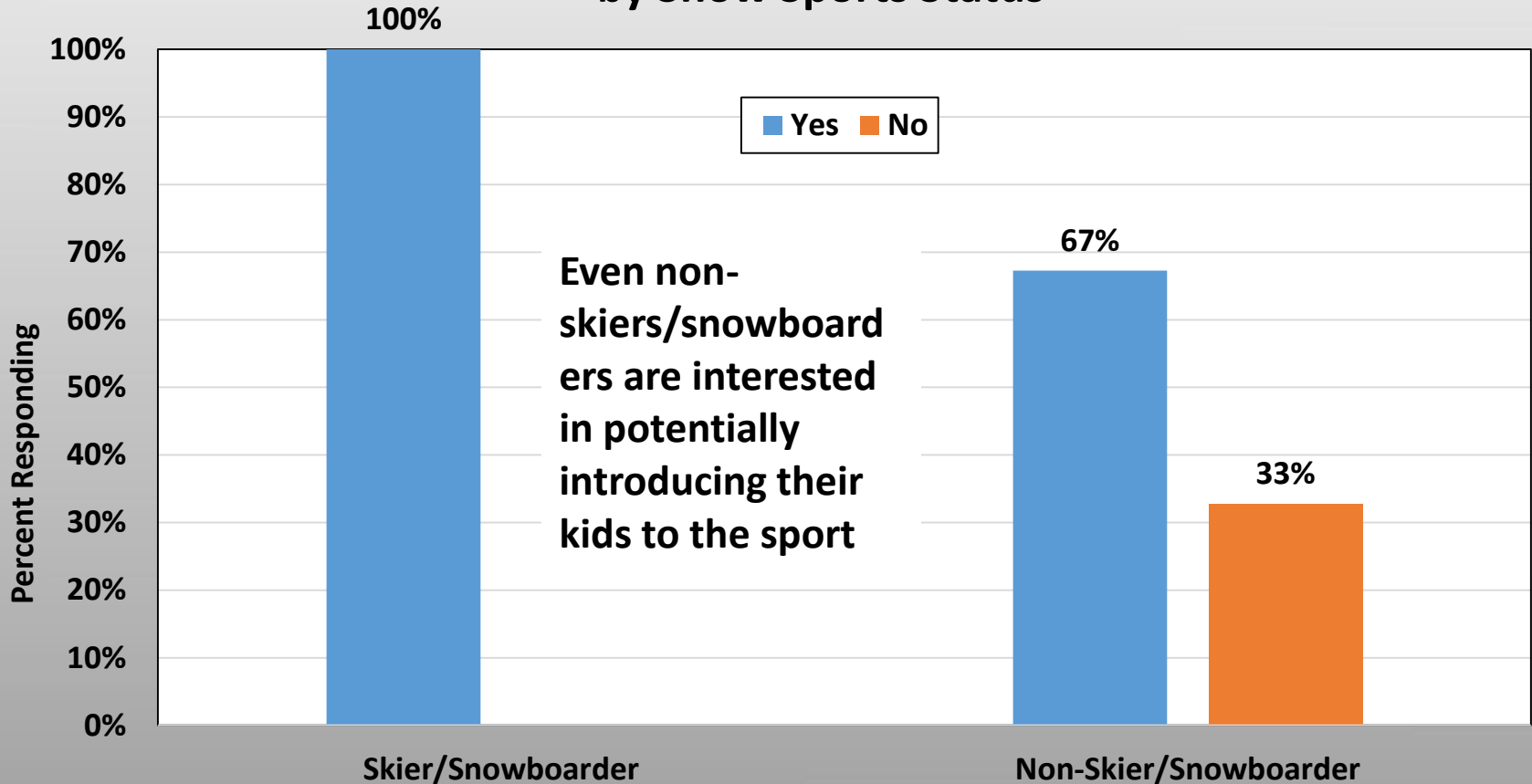
## On What Type of Equipment Did You Start Them? by Parent's Primary Equipment Type



## Type of Equipment Child Uses Today by Type of Equipment First Used

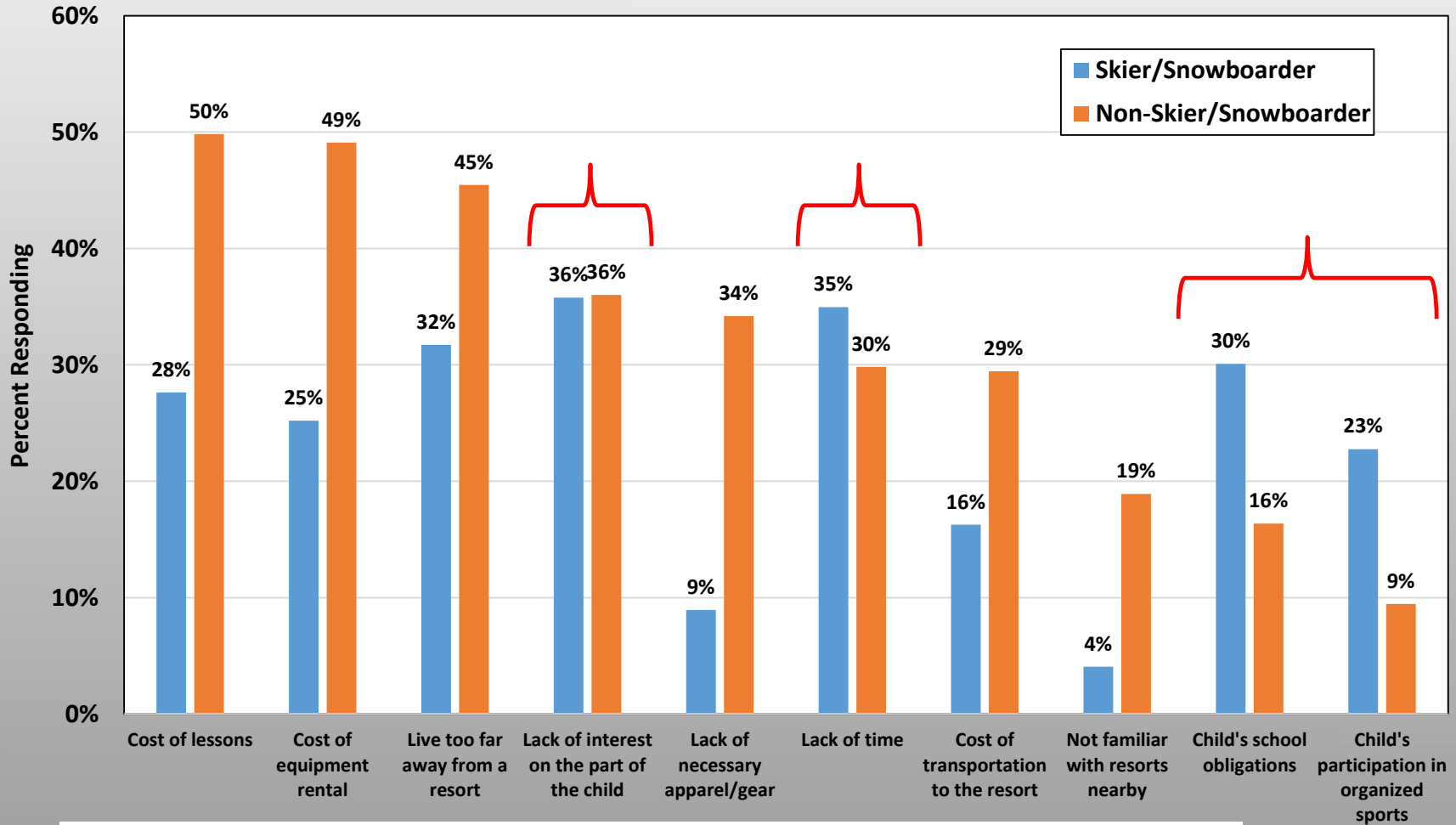


# Do you think in the future you might consider introducing your children to downhill skiing or snowboarding? by Snow Sports Status



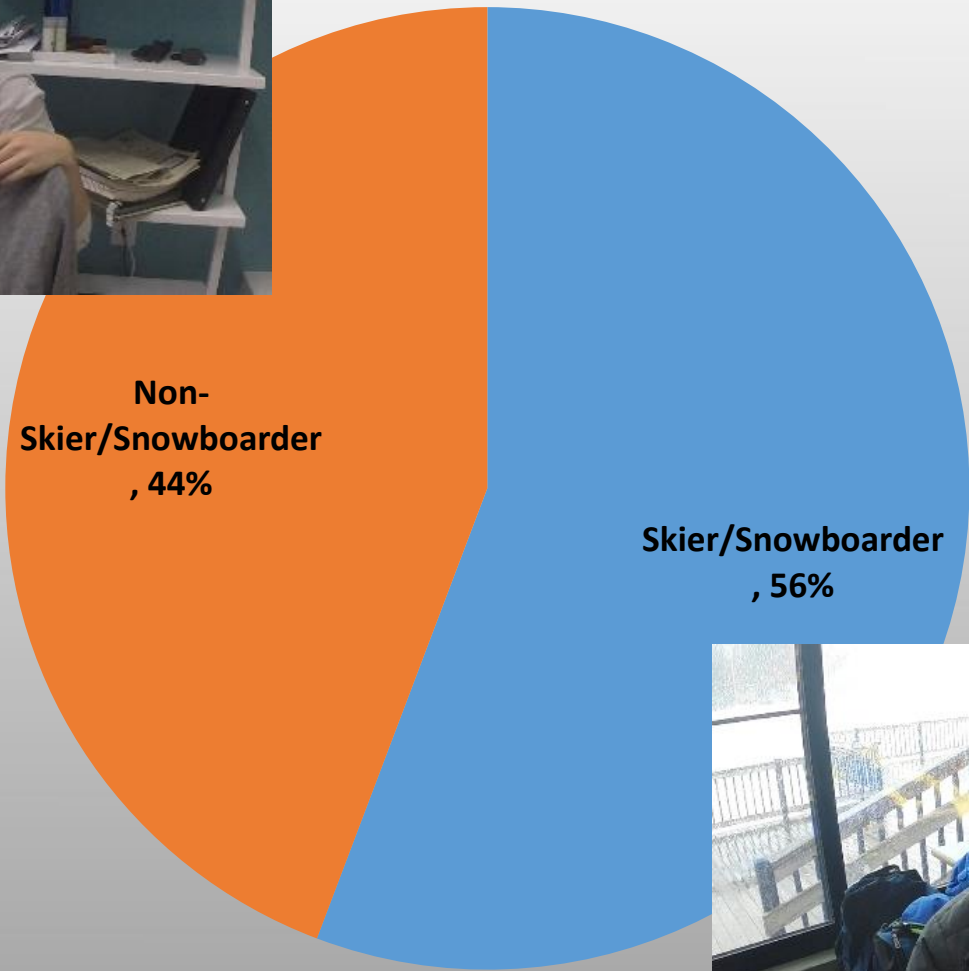


# Things that Might Prevent You from Introducing Your Child to Skiing/Snowboarding by Snow Sports Status



**Among current participants, lack of interest and time pressures are the big barriers. For non-participants, lack of gear and cost are big.**





Profile: 29 year old  
Software Engineer

*How much to you ski/snowboard?*





# What do you like most about skiing/snowboarding?



**Profile: 28 year old  
Employed Full time**

***What do you like the most about  
skiing/snowboarding?***







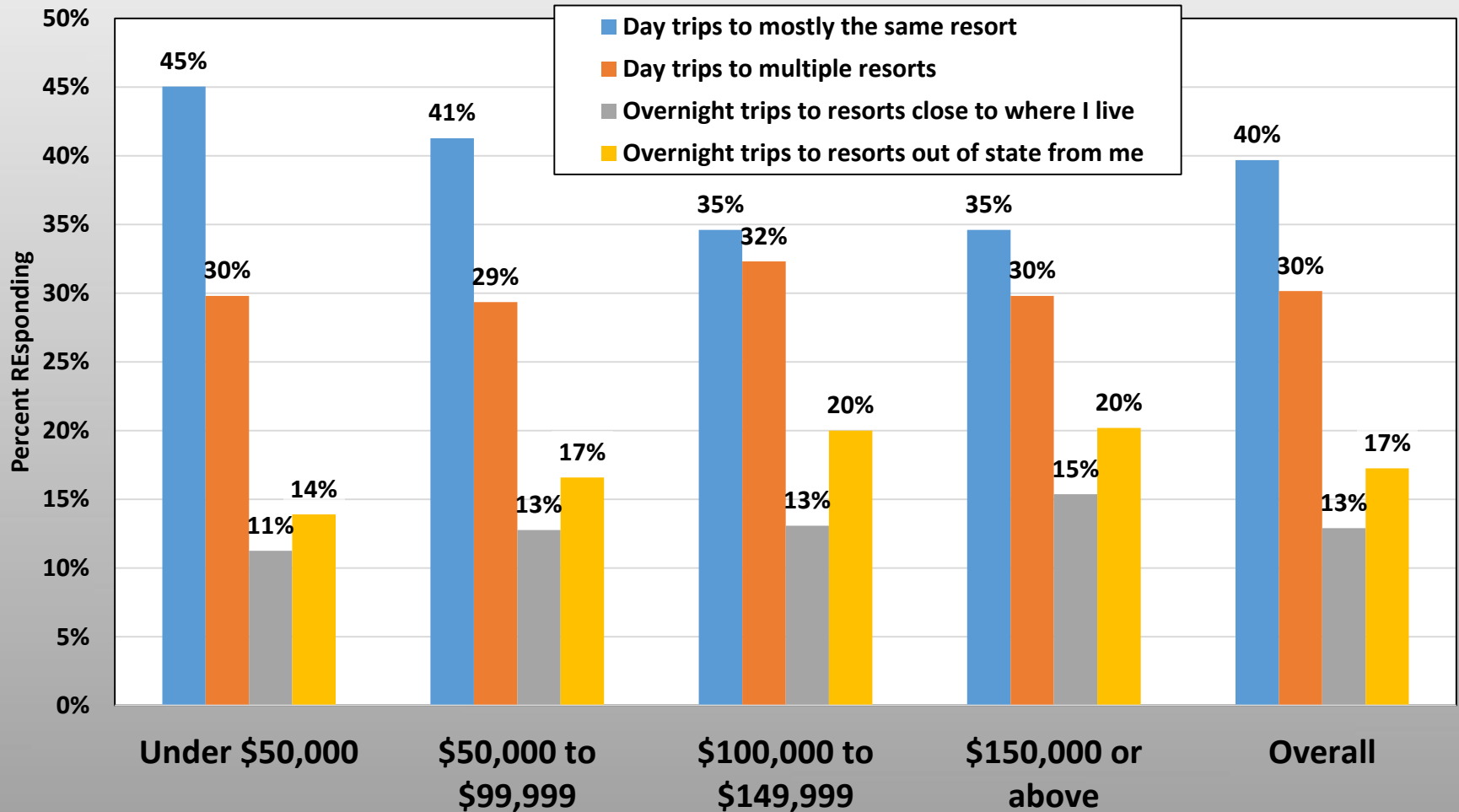
Profile: 29 year old  
Software Engineer

*What about the sport resonates with you?*





# Which of the Following Best Describes How You Spend Your Days Skiing/Snowboarding During a Typical Winter? by Income



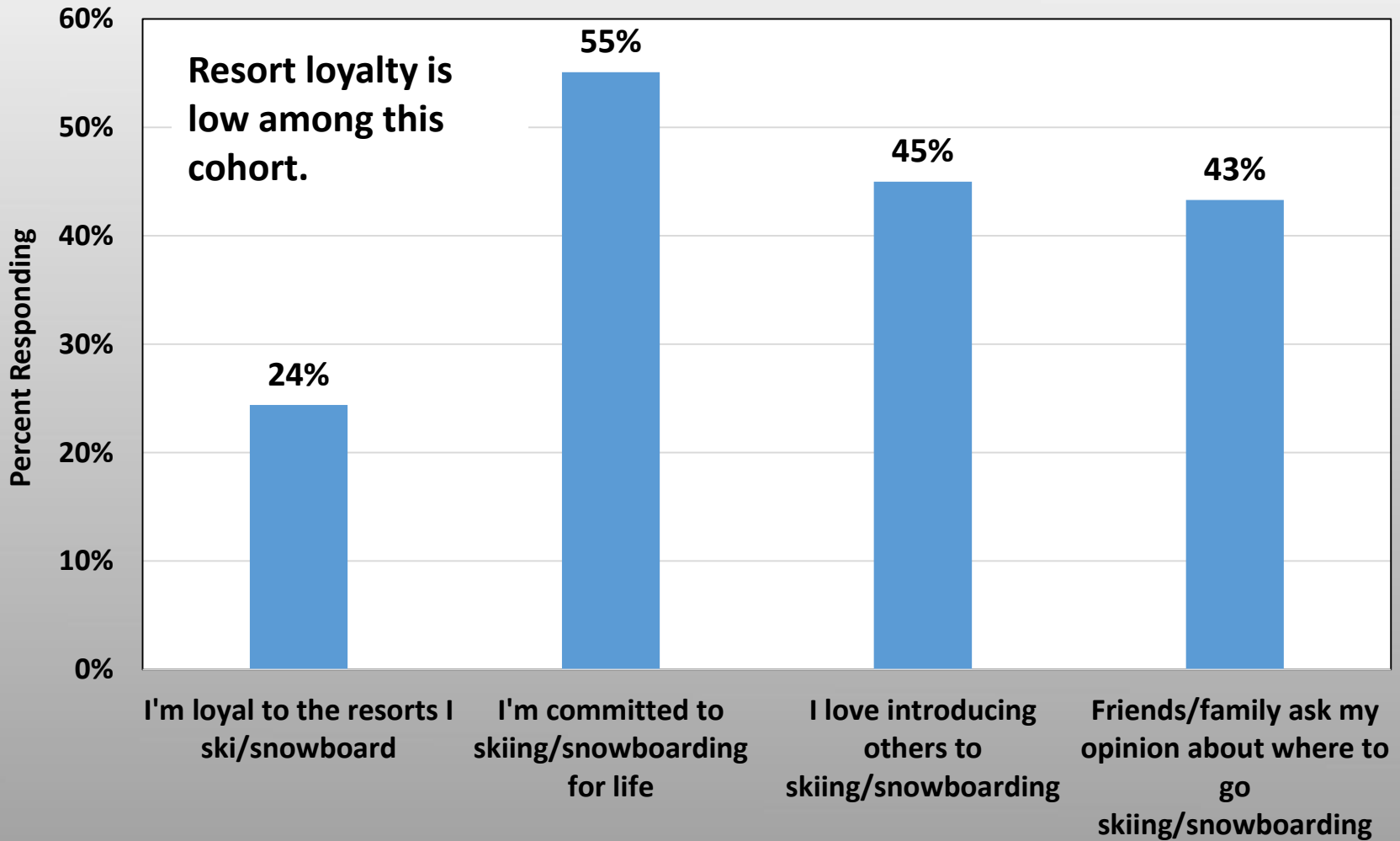
Destination travel out of state only really climbs at \$100K+.

**Profile: 26 year old  
Consultant**

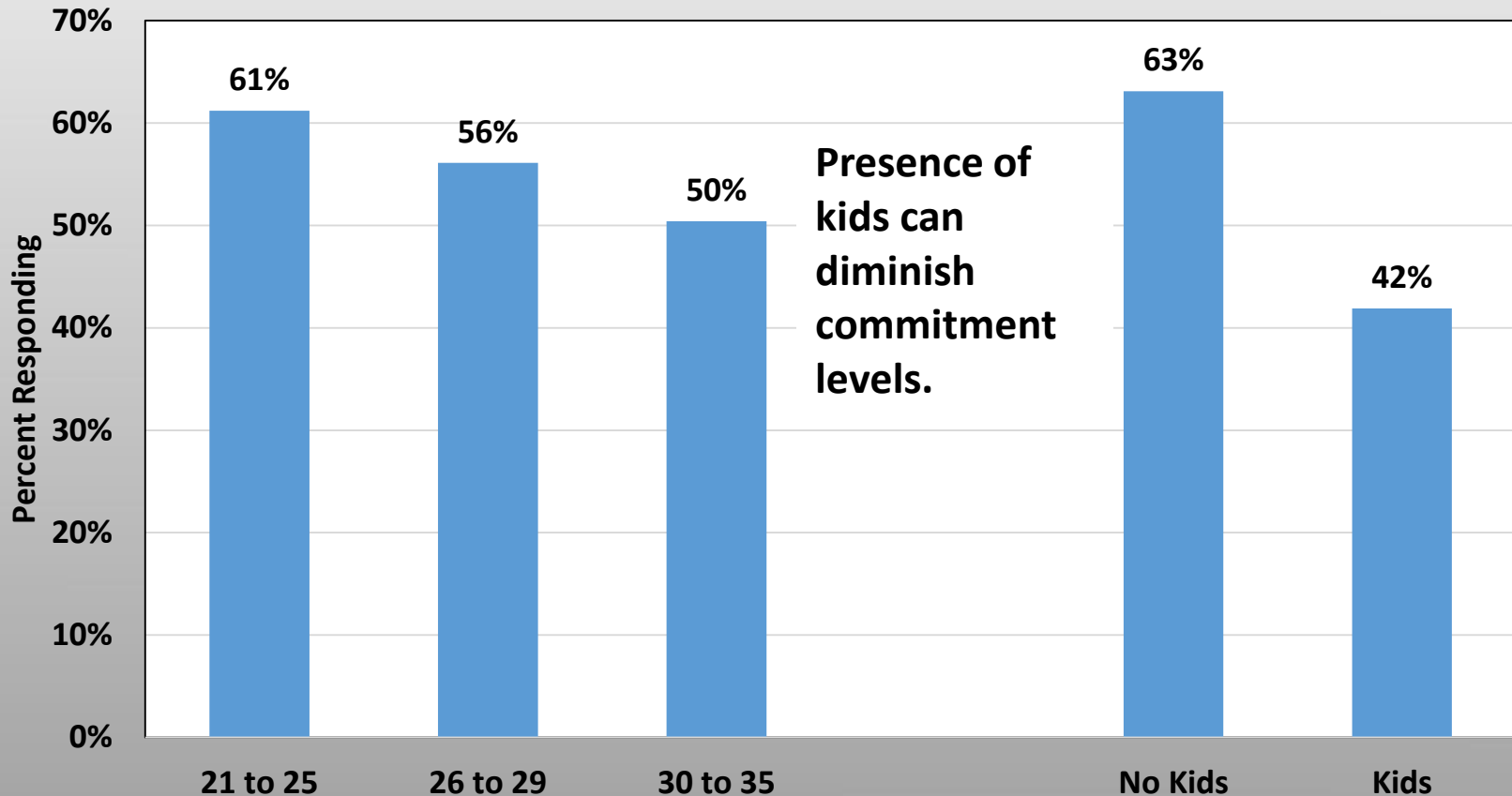
***Regional vs. overnight...***



## Percent Strongly Agreeing With Statement

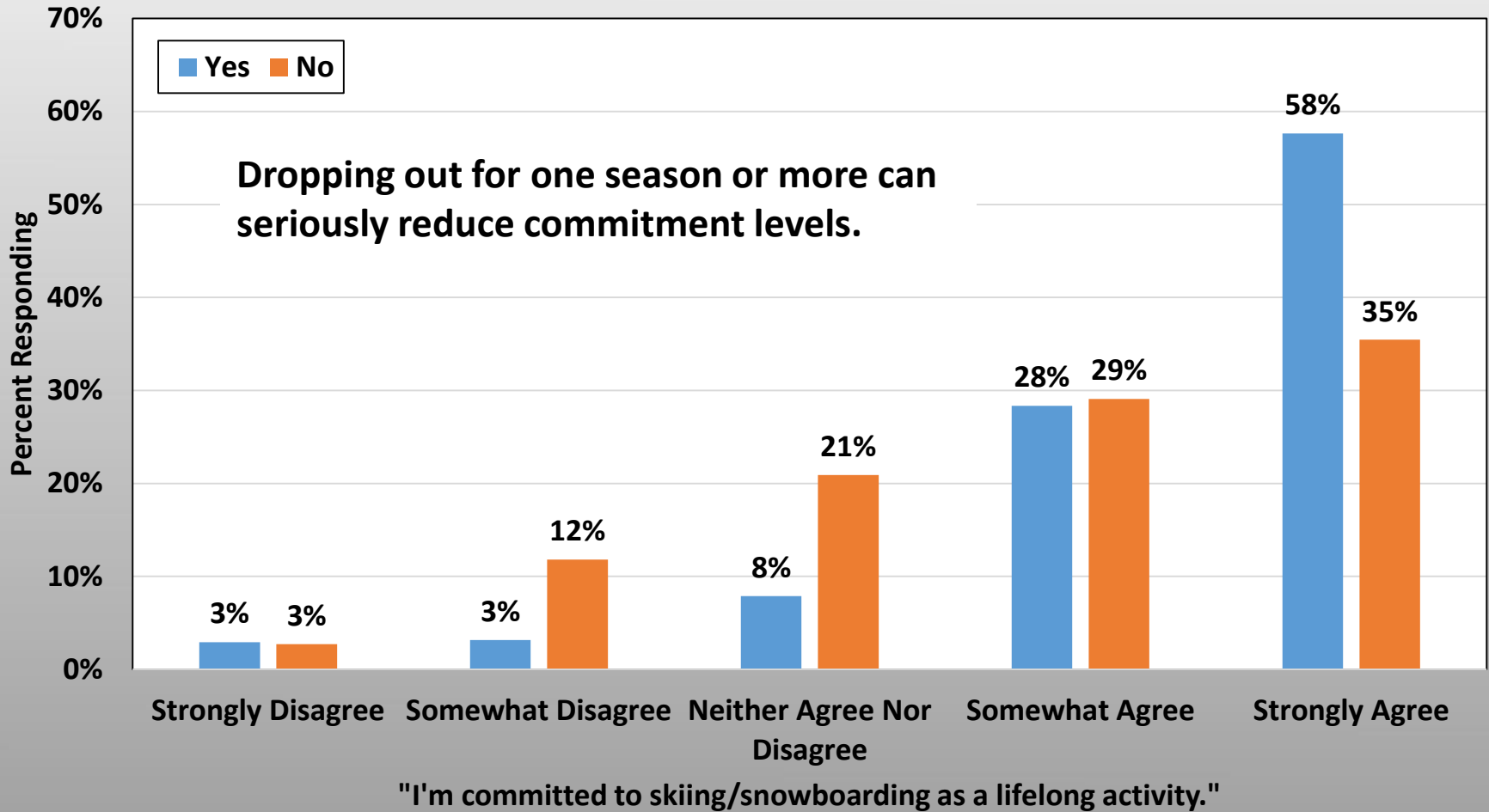


## Percent "Strongly Agree", "I'm committed to skiing/snowboarding for life" by Age and Presence of Children in Household

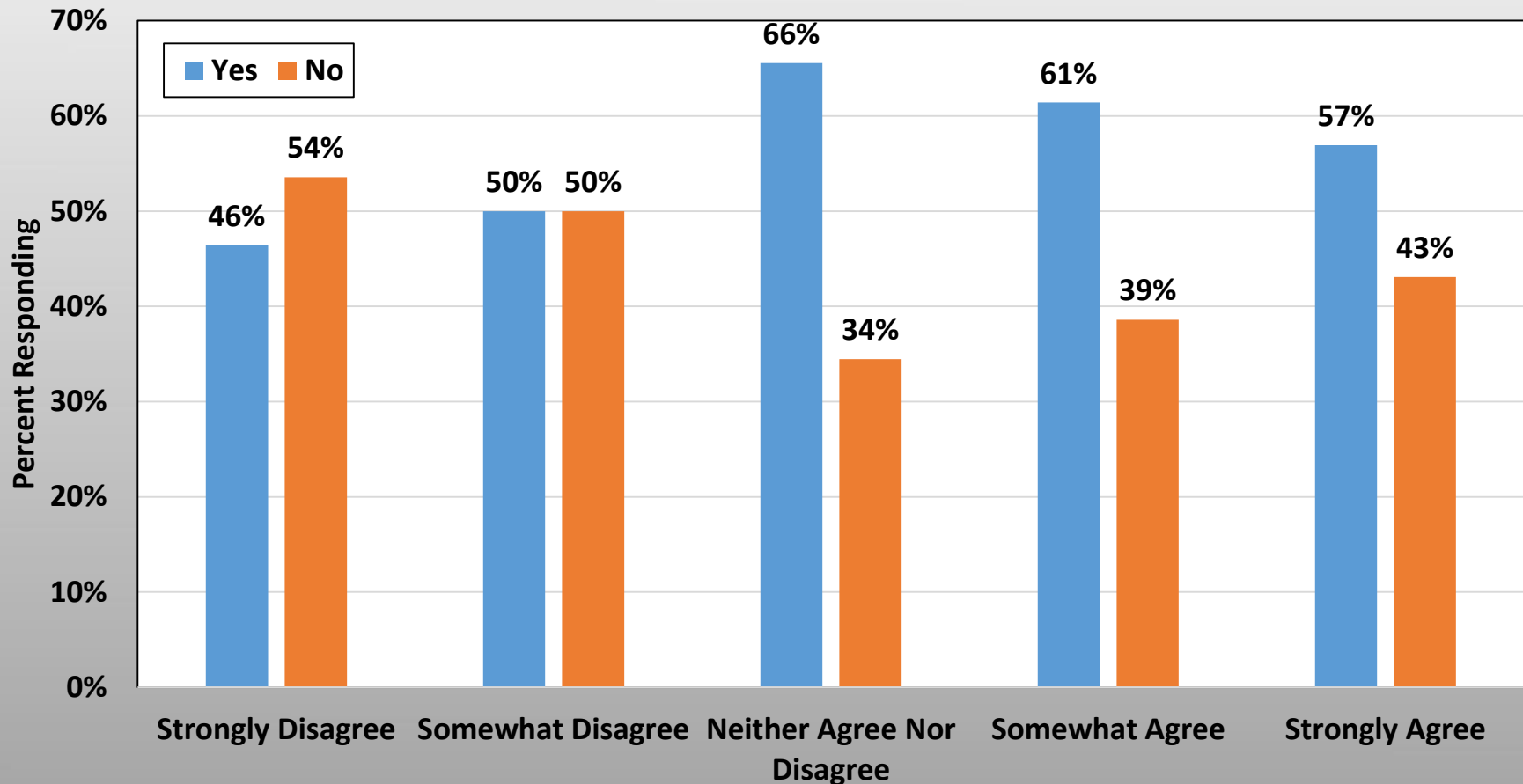




# Level of Commitment to Skiing/Snowboarding as a Lifelong Activity by Whether Dropped Out One or More Times Over Last Five Seasons



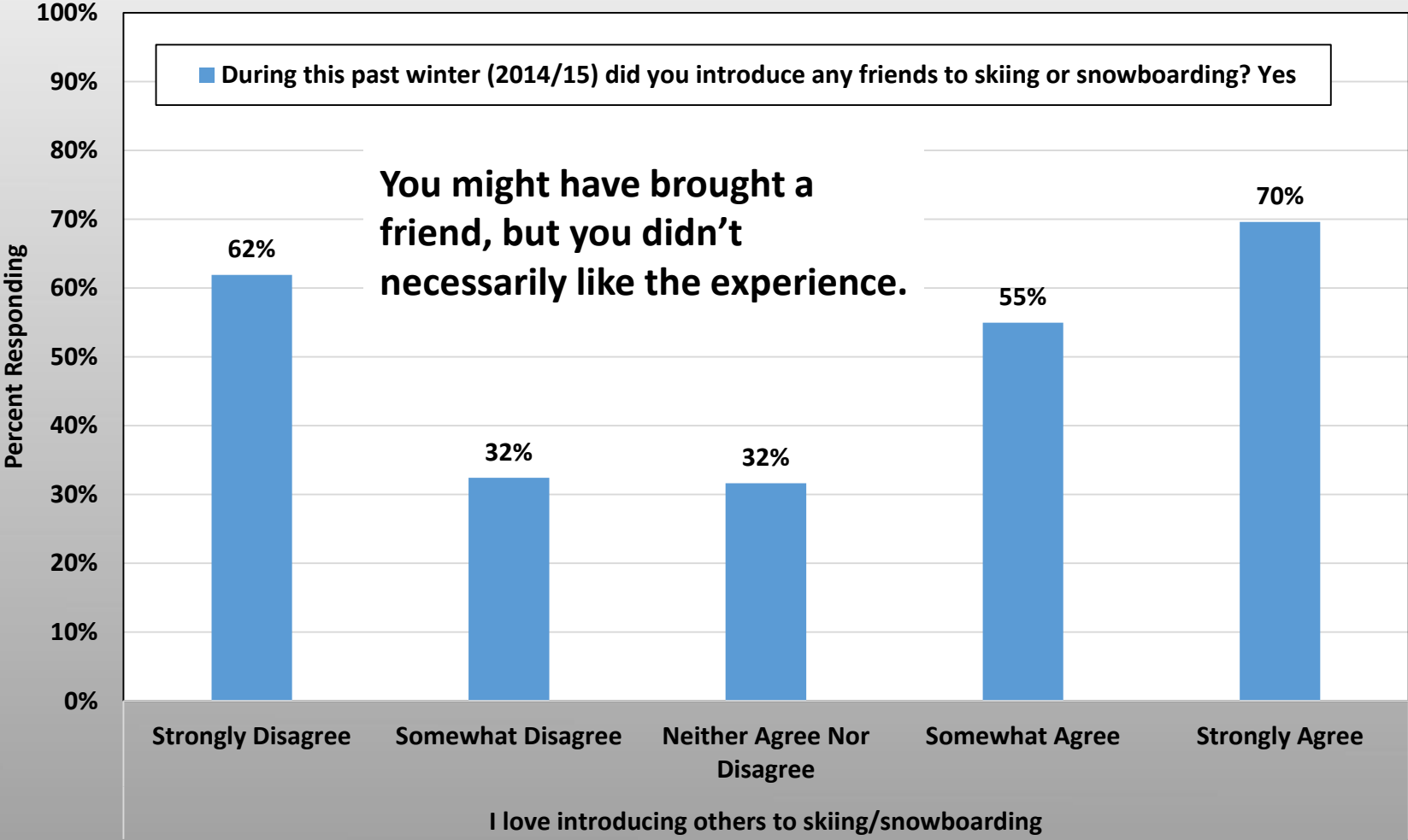
# Level of Commitment to Skiing/Snowboarding as a Lifelong Activity by Whether or Not You Took a Lesson Your First Time Skiing/Snowboarding



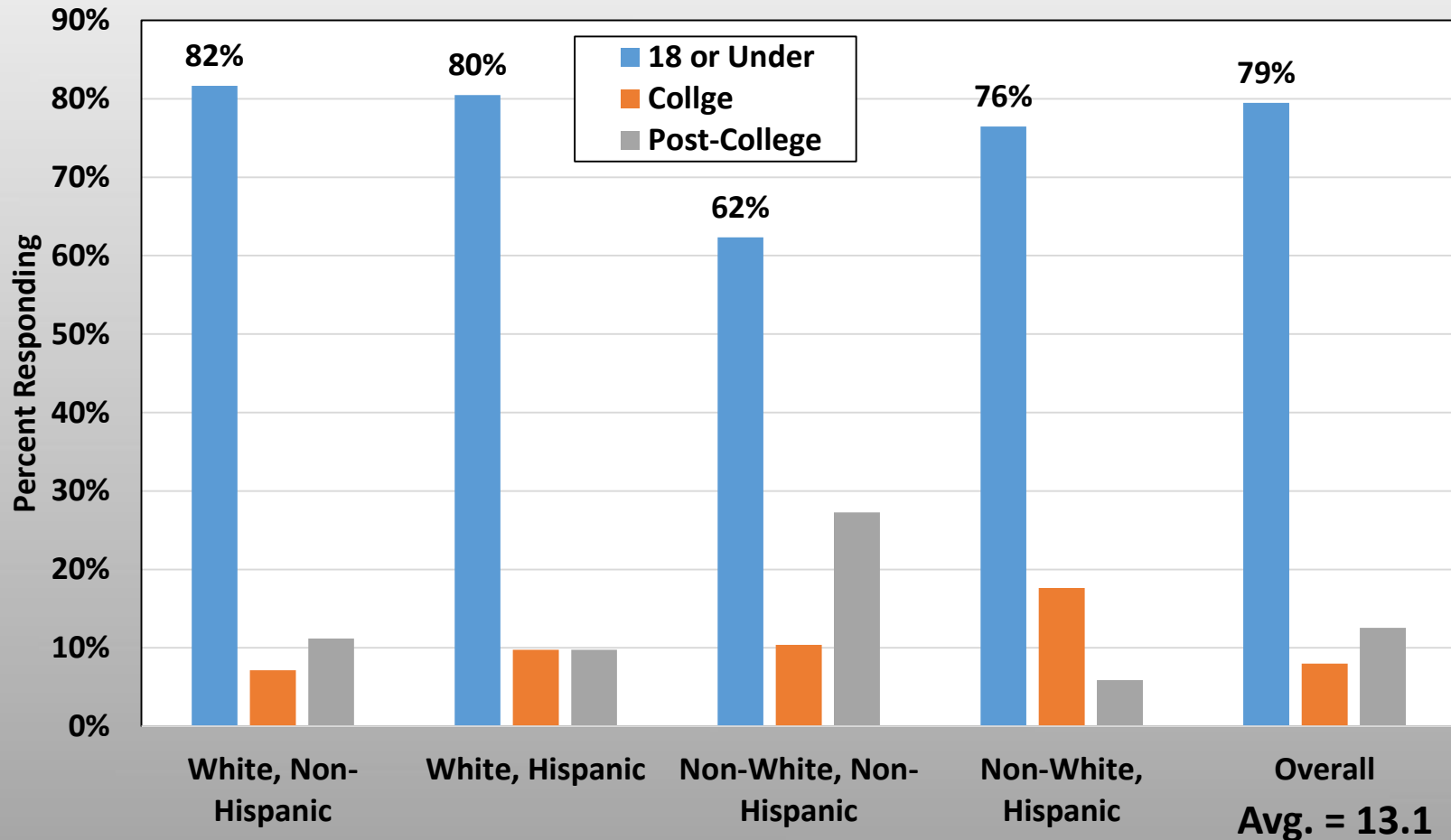
"I'm committed to skiing/snowboarding as a lifelong activity."

**Taking a lesson the first time correlates with increased commitment.**

# Did You Introduce Any Friends to Skiing/Snowboarding this Winter by Whether or Not You Enjoy Doing So



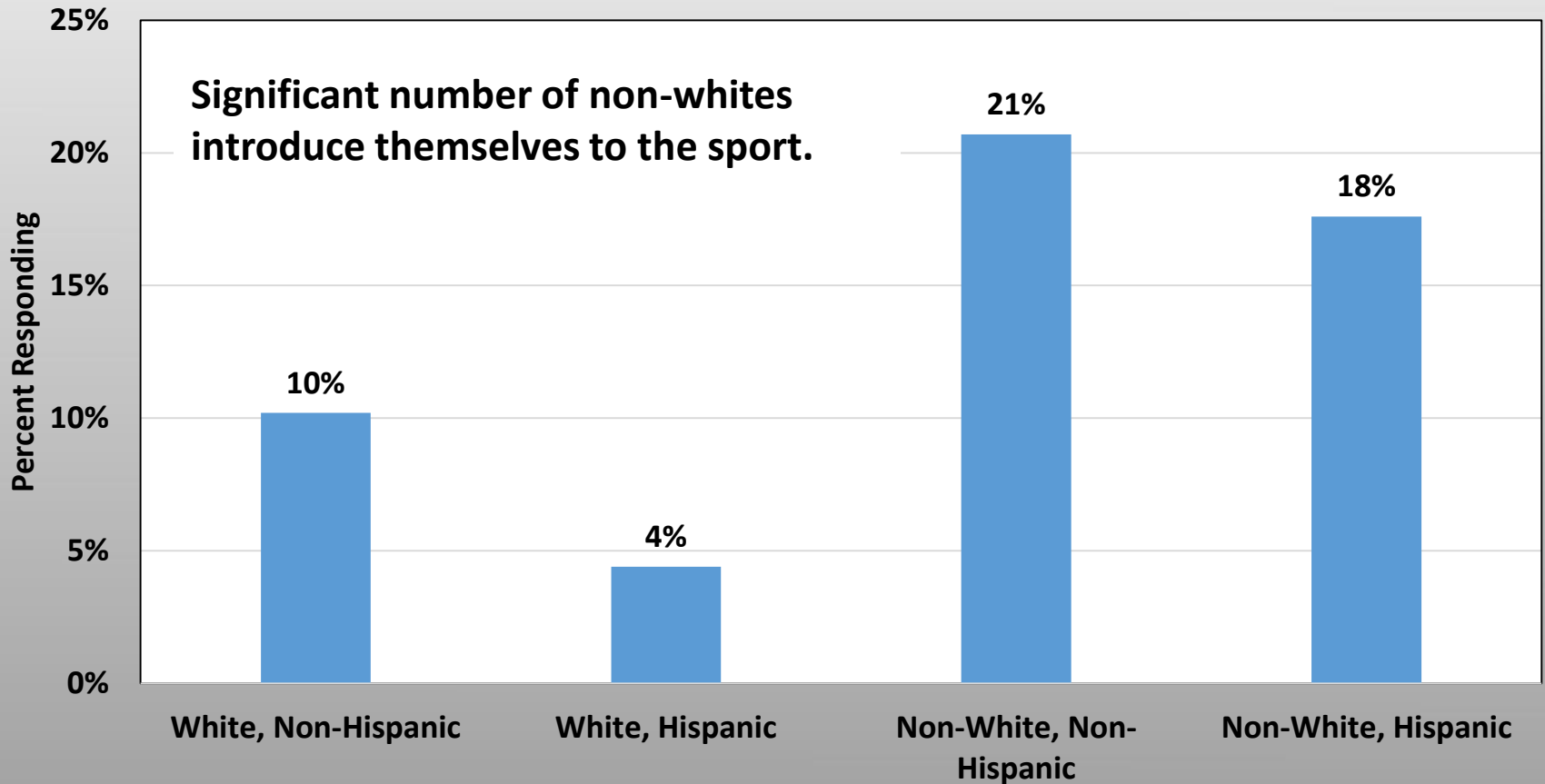
## Age When First Introduced to Skiing/Snowboarding



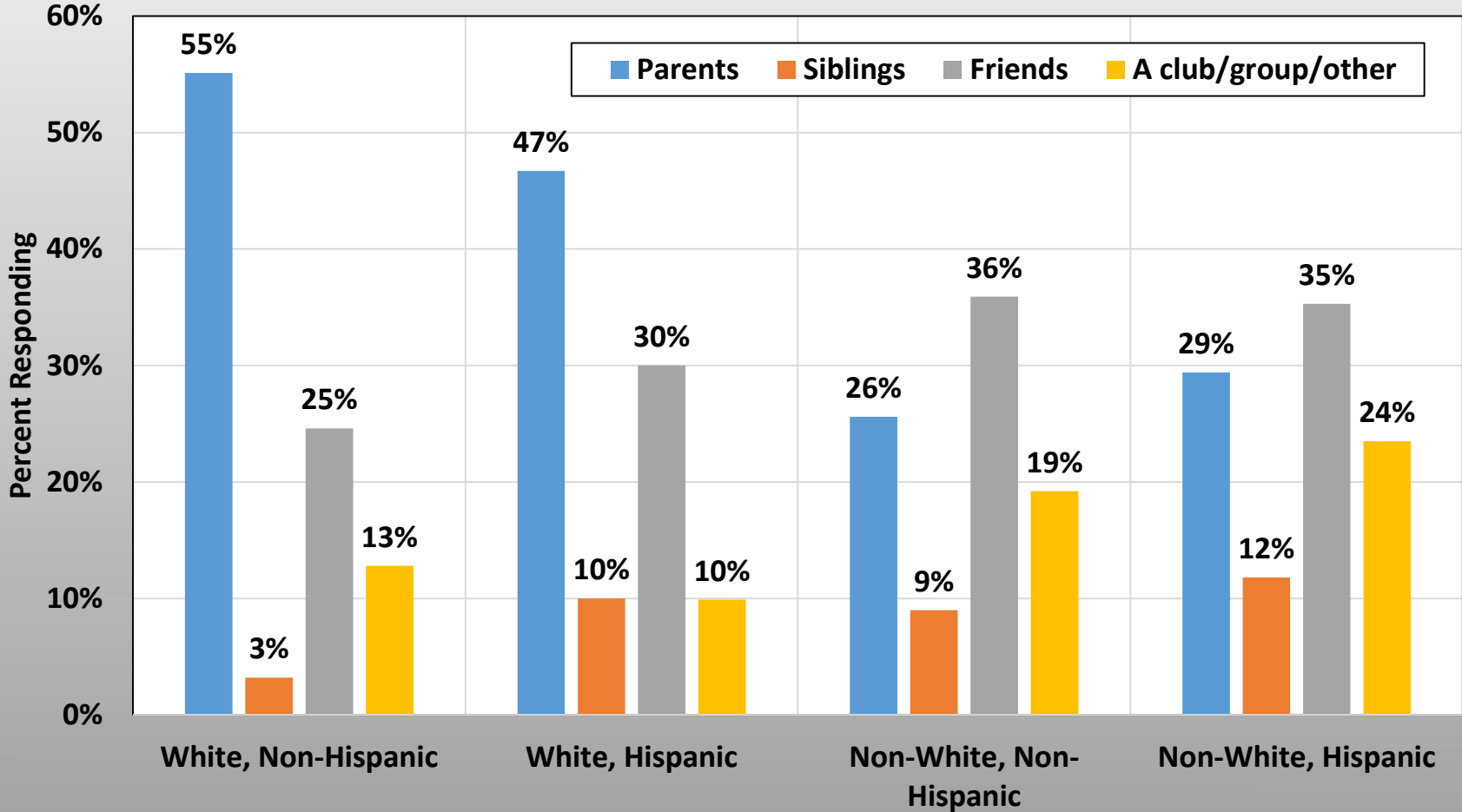
Not everyone starts young, especially true for emerging markets.



## Percent Indicating They Introduced Themselves to Skiing/Snowboarding



## If Someone Else Introduced You, Who?



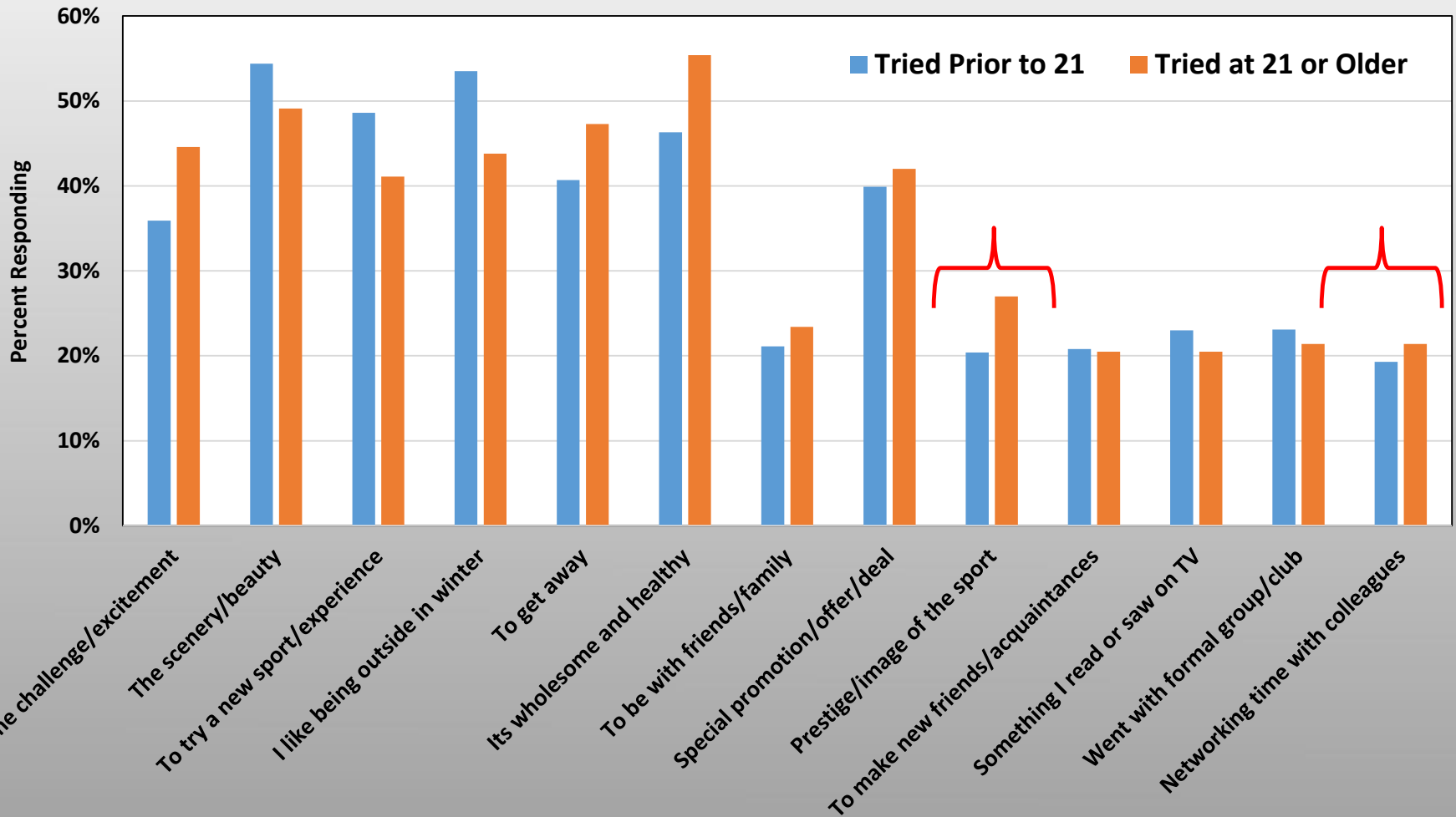
Only for white participants are parents the primary vector for exposure to the sport.

**Profile:** 32 year old  
Professional

*On unconventional trial...*



## Motives for Trial by Age of First Exposure



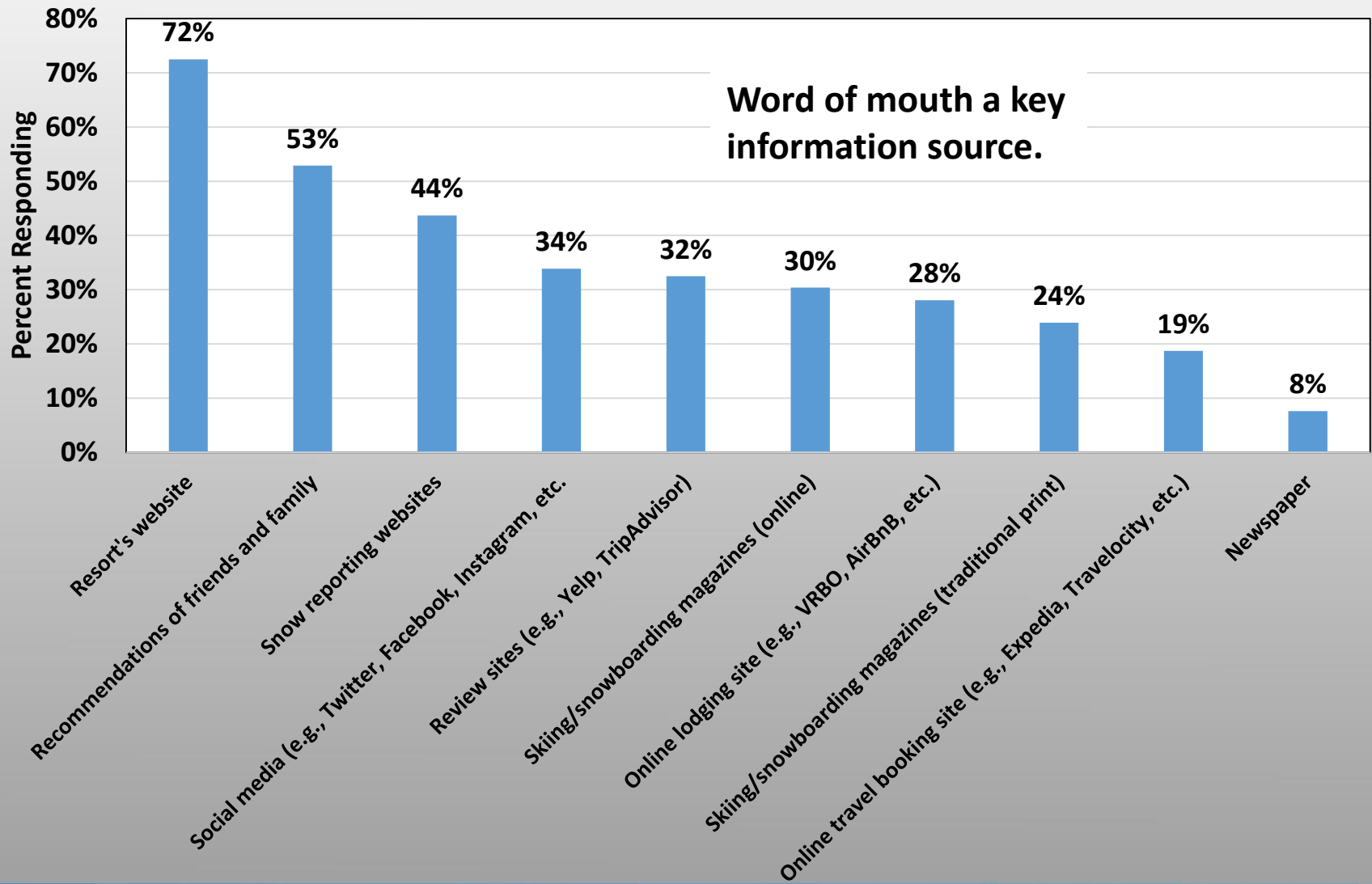


Profile: 25 year old  
Law student

*On skiing/snowboarding as a prestige sport...*



# Information Sources Used to Plan Skiing/Snowboarding Trip

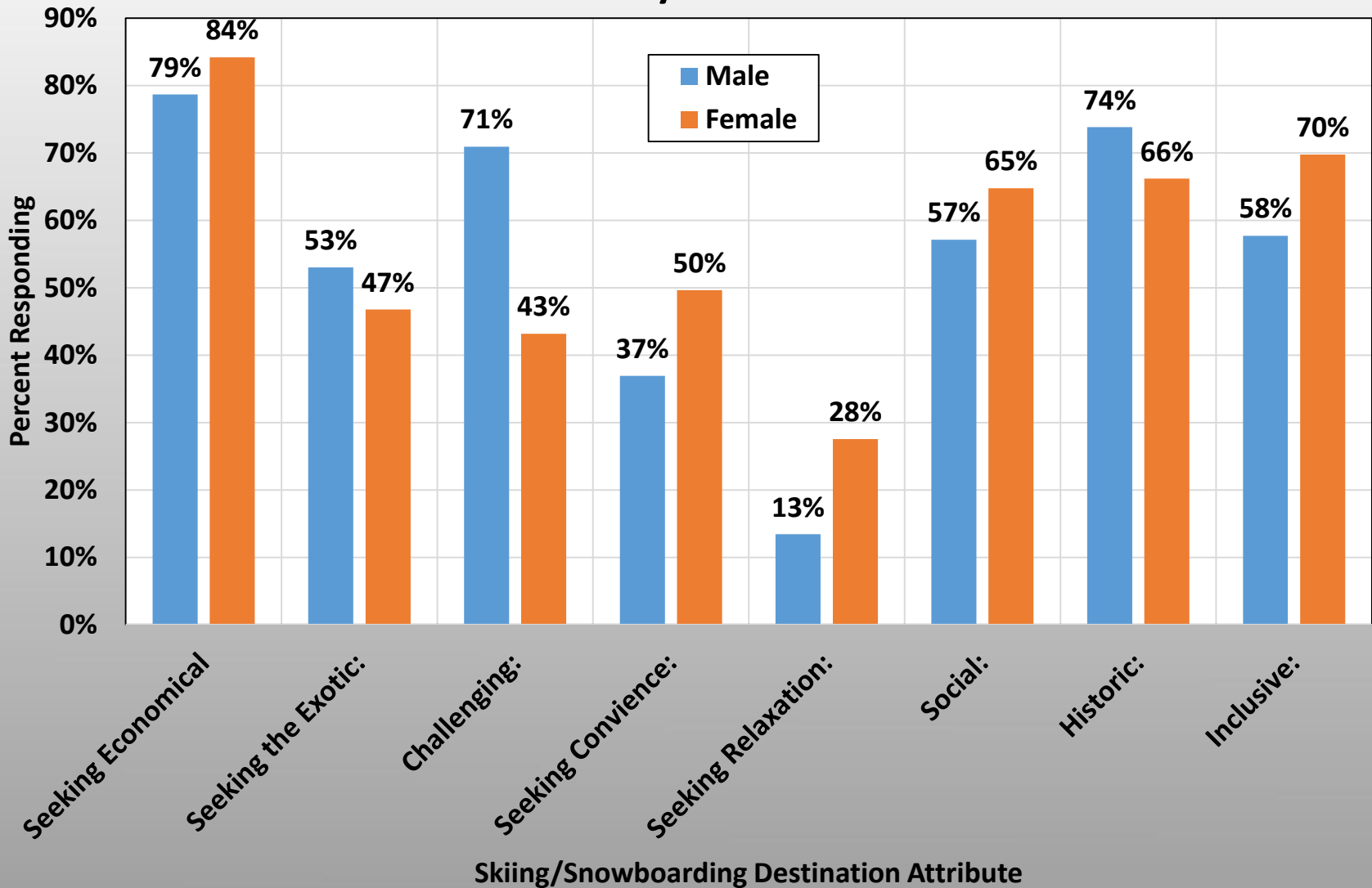


Profile: 34 year old  
Parent

*What information sources do you use...*

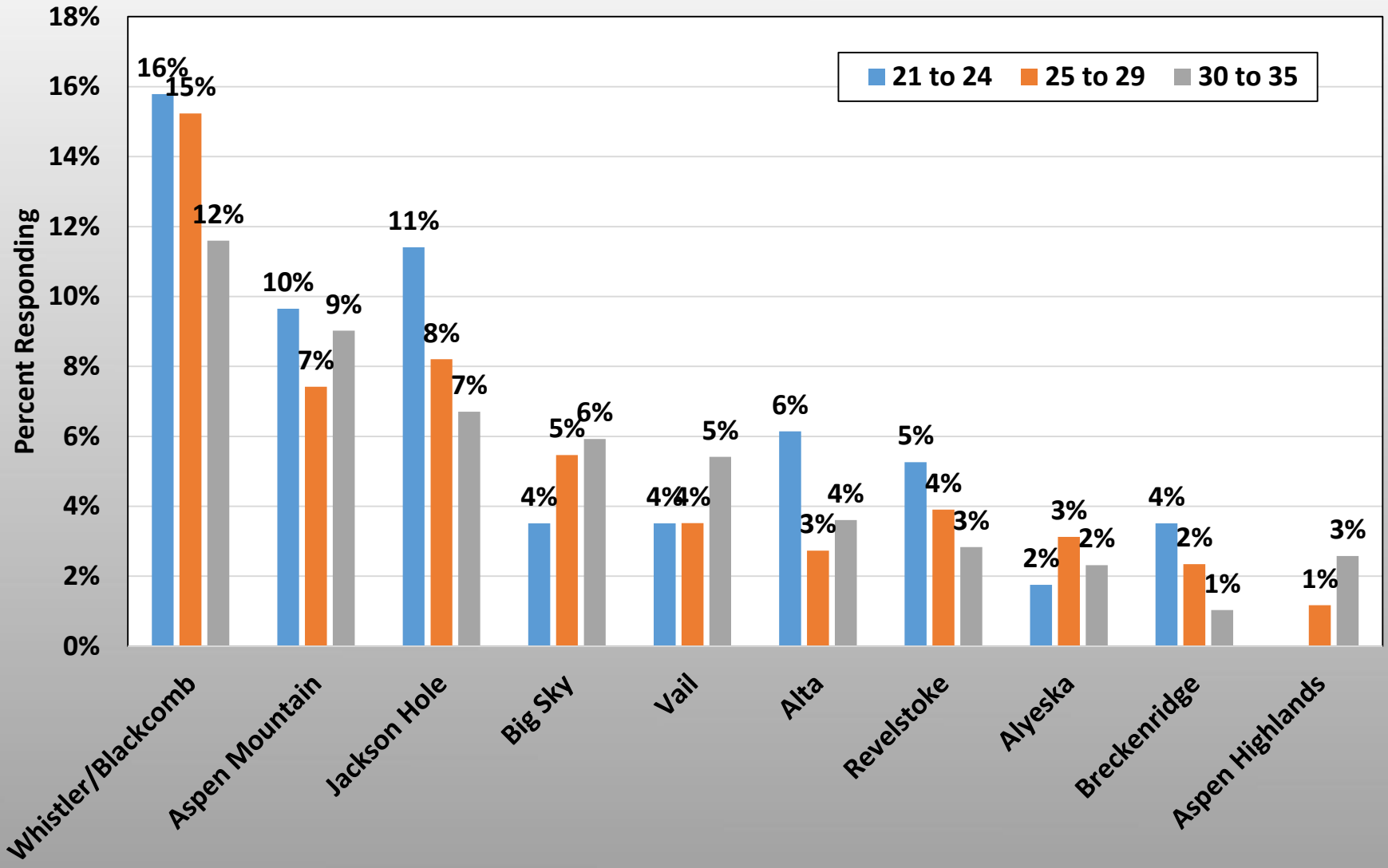


# Percent Seeking Skiing/Snowboarding Destination Attribute by Gender



Everyone is seeking economical destinations, but important gender differences.

# Dream Resort for Skiing/Snowboarding Trip by Age Group





Profile: 26 year old  
Consultant

*What are you looking for in a destination?*



**Profile:** 29 year old  
Software Engineer

***What are you looking for in a destination?***



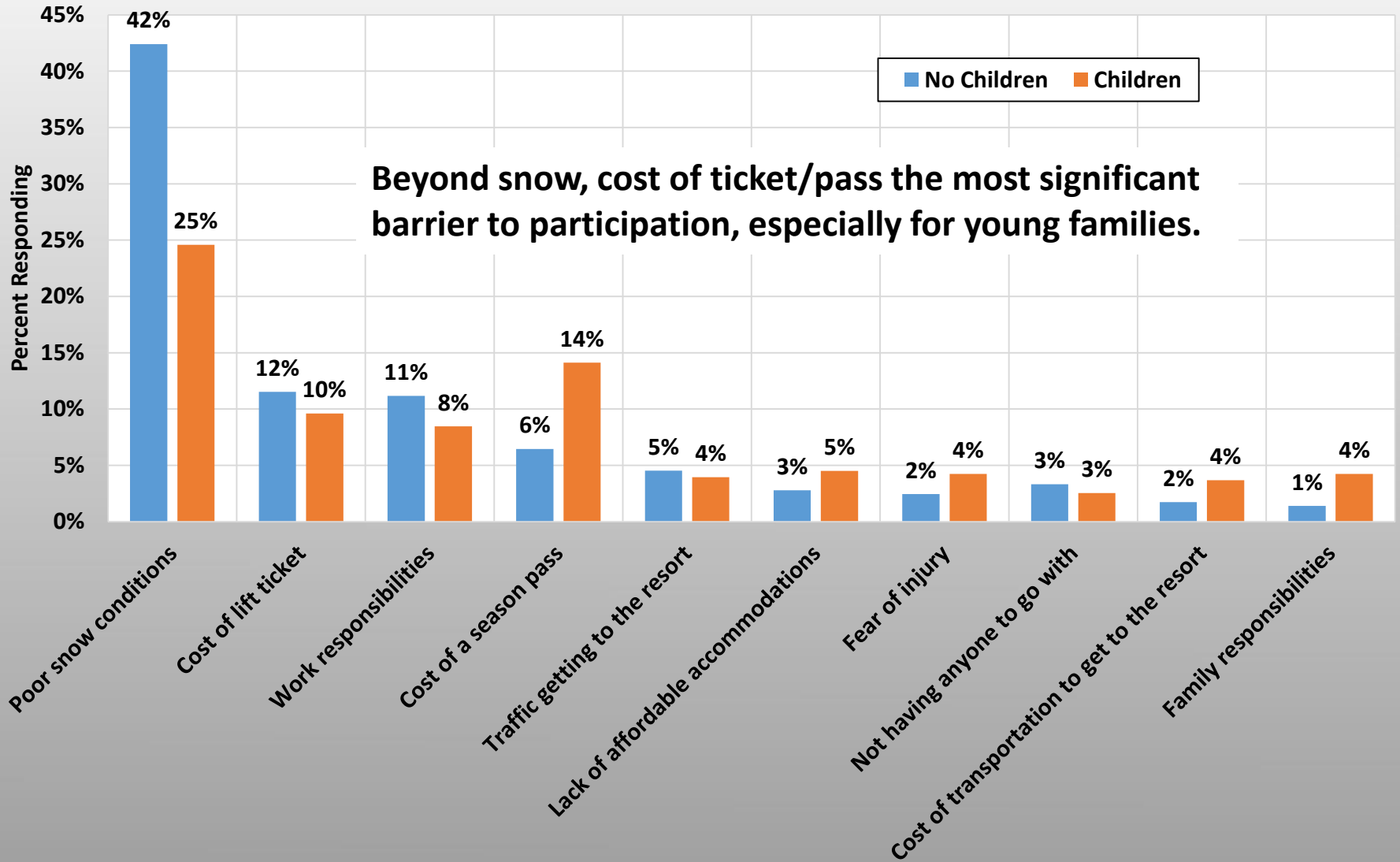
Profile: 34 year old  
Parent

*What are you looking for in a destination?*





# Top Ten Most Cited Negative Impacts on Frequency of Skiing/Snowboarding by Presence of Children in Household





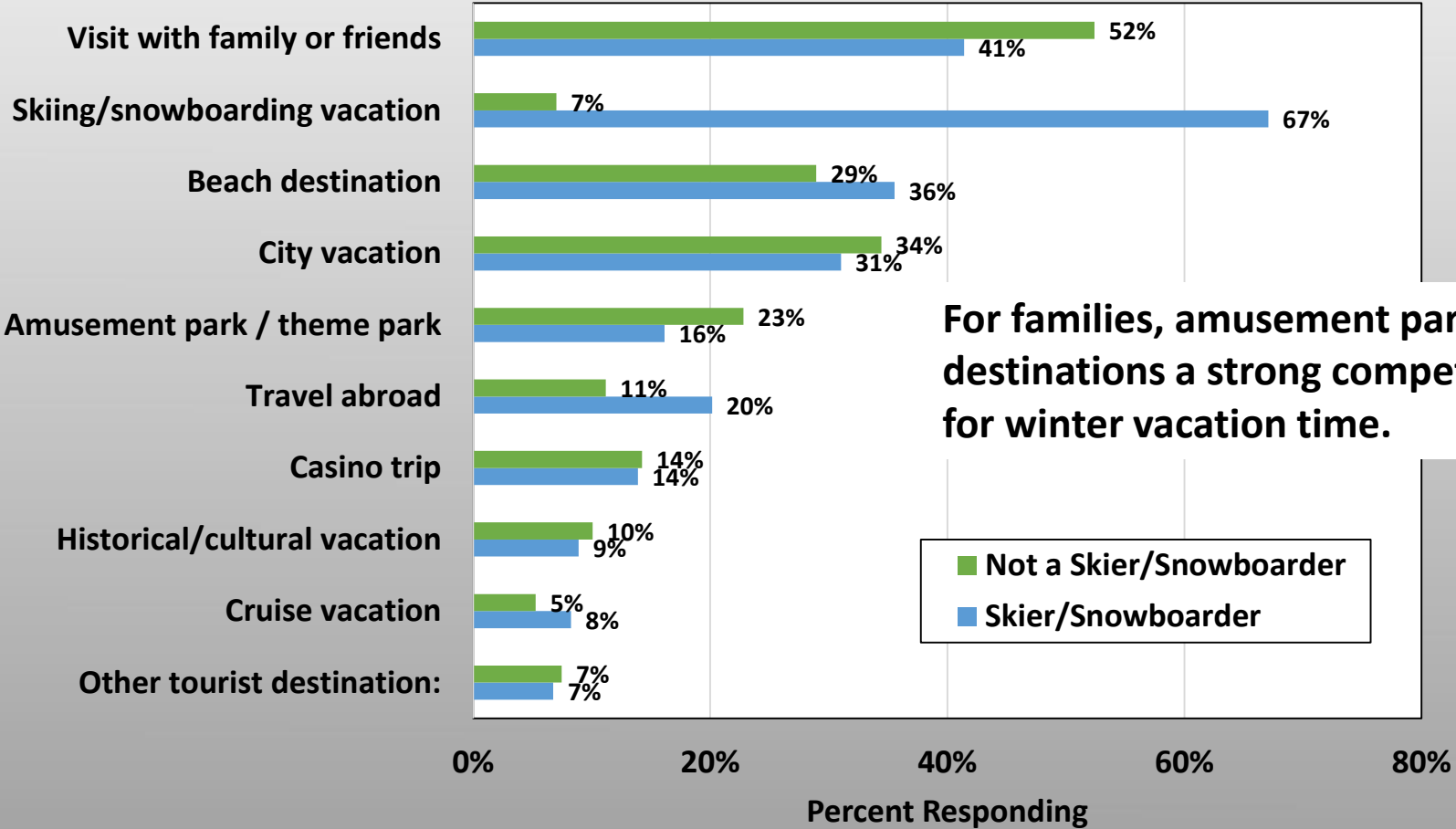


Profile: 30 year old  
Software Engineer

*Why don't your friends ski/snowboard...*



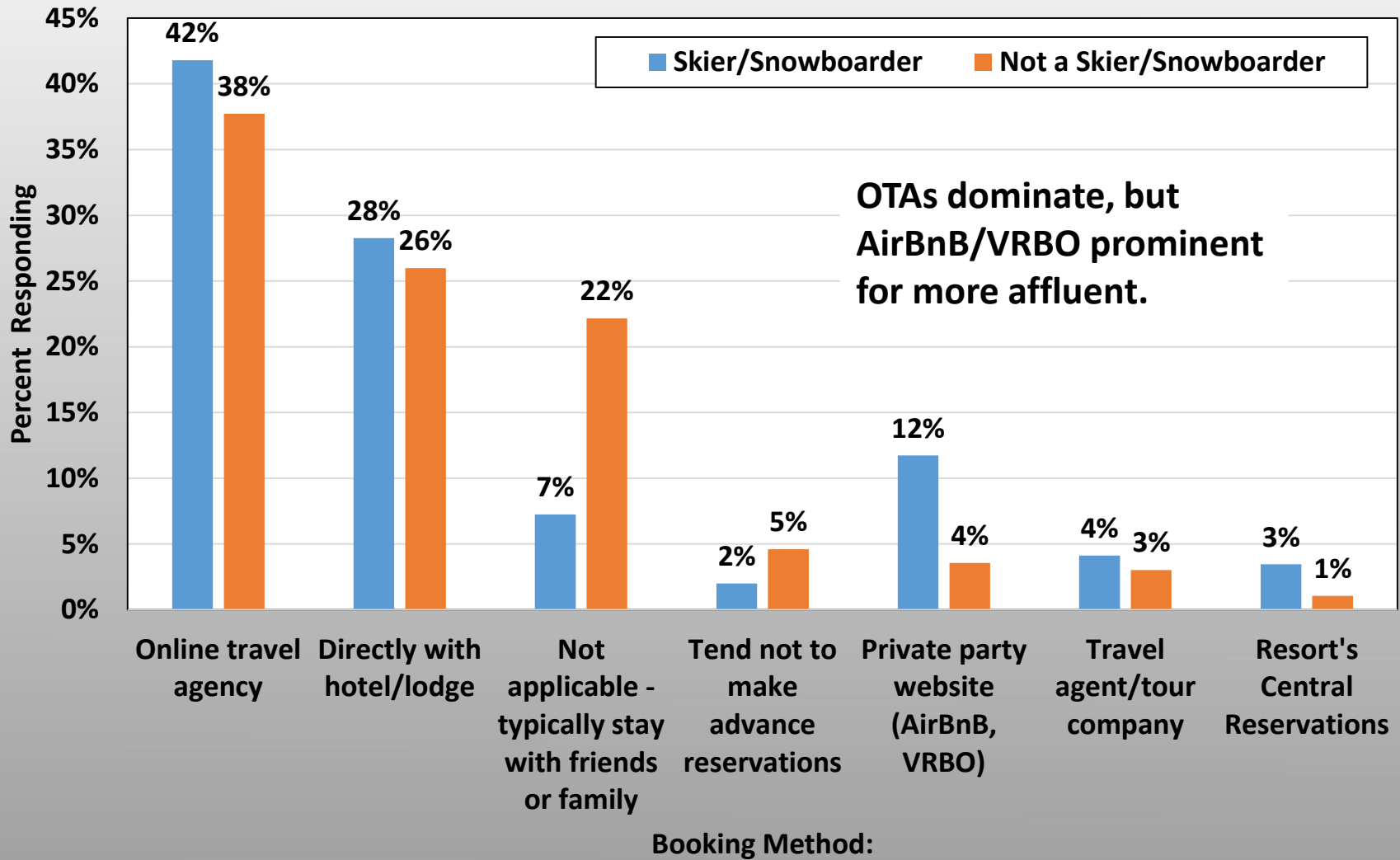
# Overnight leisure/vacation trips taken during the winter of 2014/15 by Snow Sports Participation Status



For families, amusement park destinations a strong competitor for winter vacation time.

■ Not a Skier/Snowboarder  
■ Skier/Snowboarder

# Lodging Booking Method for Leisure Travel by Snow Sports Status



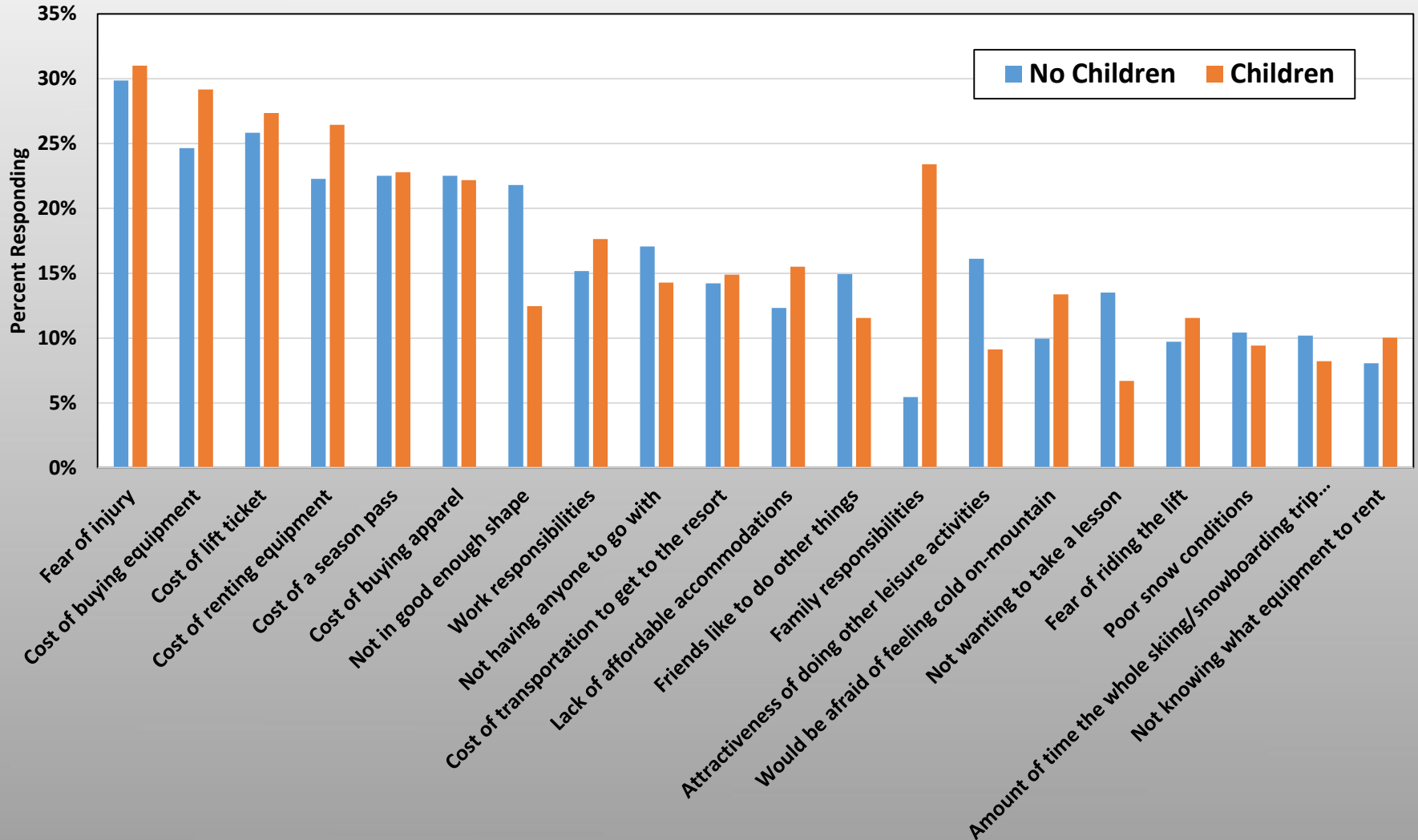


**Profile:** 29 year old  
Employed Full time

***How do you book your accommodations...***



# Barriers that Prevent You From Trying Skiing/Snowboarding by Presence of Children in Household



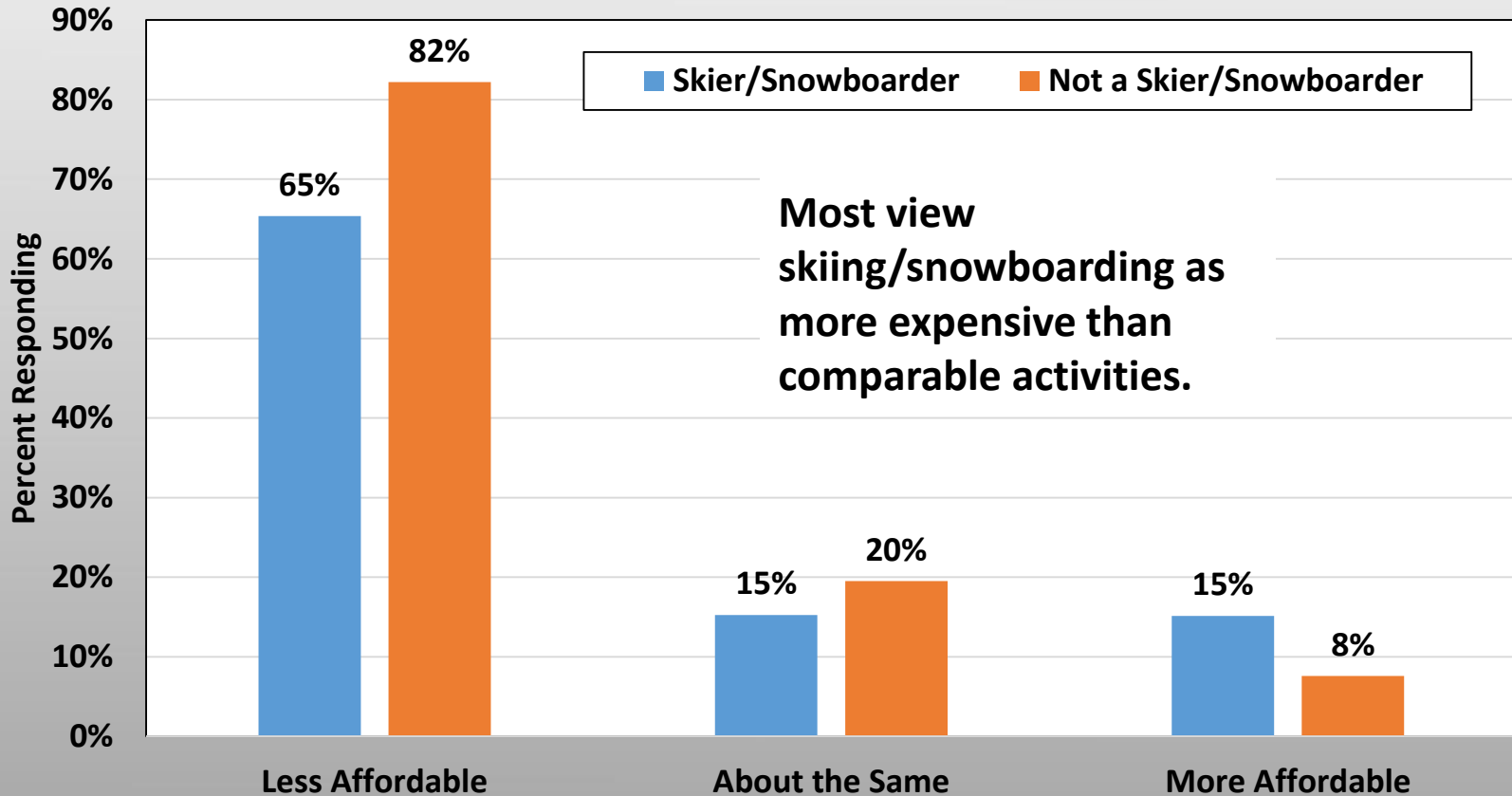
**Fear of injury dominates as a reason for not trying the sport.**







## Affordability of Skiing/Snowboarding Relative to Comparable Recreational Activities



# Initial Conclusions



- **This generation is far too important to be dealt with monolithically.**
- **There are commonalities, but young families in their 30s are very different from singles in their 20s.**
- **The parent's past history of skiing/snowboarding doesn't guarantee the children will take up the sport.**
- **Appealing to young people who haven't yet tried the sport has its challenges, but clear opportunities.**
- **The communication method and message matter.**
- **Which segment your area appeals to has a fair amount of specificity.**
- **Don't underestimate their sophistication or potential.**