## Ski Challenge Demographics Review



## 2018-19 Season



PO Box 70-Savage, MN 55378-952/894-9220
e-mail: info@skichallenge.com - www.skichallenge.com

## 1985 to 2019

THE SKI CHALLENGE completed its 34th season this past winter. It began in 1985 as a Twin Cities Metro Area recreational ski racing program allowing adults to ski on teams in leagues, similar to softball or bowling leagues. Approximately 35 members raced in the first year of the program, today more than 1,000 racers of all ages participate in the leagues and as guests throughout the season. The Ski Challenge has evolved into the finest and largest team oriented recreational ski racing experience anywhere! As far as we can tell it is the largest league of its type anywhere in the world! Ski Challenge's size and long time commitment of its members is testimony to the exciting racing and quality experience that it provides.

THE SKI CHALLENGE has more than than 100 events planned for the 2019-20 season. There will be 12 ski leagues at two ski areas: Buck Hill and Wild Mountain. Each league consists of 10 to 16 teams, with 10 racers per team. In the 2020 regular season starting in January, races will be held once a week for seven weeks. We will also continue our pre-season events in December at both Buck Hill and Wild Mountain. All of our leagues welcome both adults and participants under 18. Ski Challenge will continue to support and contribute to Padraig's Place Charity which takes place in February at Buck Hill. We also support and promote the Courage Kenny Cup Ski race benefit. The season culminates with a championship race weekend at Giants Ridge which includes both team racing and individual racing.


## What is the SKI CHALLENGE? "Serious Fun!"

Members ski through dual timed modified giant slalom race courses during each event to earn a handicap, medal, and score team points. A standardized handicap system is used to determine the handicap. That handicap is plugged into a Ski Challenge specific chart based on gender and age to determine medals and team scoring. The teams meet for socializing, awards, and door prizes after each event. No racing experience is necessary to participate in and enjoy the Ski Challenge.

Weekly printed results show team and individual standings along with Challenge news and information, sponsor information and advertising. This information can also be found on the web site. Individual scores are sent into NASTAR for each participant to gain a national ranking. The seven week League series is followed by a series of Championship events in which every member is eligible to participate. An individual championship event is also held which honors the fastest in each age group.

The Ski Challenge leagues are fun for the beginner, yet challenging for those seeking serious competition. The emphasis is on enjoying the sport and the camaraderie of fellow skiers. Most members join to have a reason to ski more, to meet with friends, and enjoy a healthy winter activity.

Ski Challenge sponsors and areas enjoy the benefits of high exposure to a direct target market through their association with a program that has a proven track record and outstanding reputation.

## Membership

Teams - Pre-season ..... 16Teams Regular Season Buck
Teams Regular Season Wild ..... 2988
Total Teams - Regular-season ..... 117
Leagues - Pre-season ..... 2
Leagues - Regular season ..... 12
Ski Areas ..... 3
Total Registered Pre-Season Racers ..... 138
Total Registered Regular Season Racers ..... 1,078
Buck Hill Registrations75\%
Wild Mountain Registrations ..... 25\%
Mailing List (households) ..... 2,898
E-mail List (households)

## Events

Charity Events ..... 1
League Events ..... 88
Championships at Giants ..... 9
Total Events ..... 98
Leagues for 2018-19
Buck Hill - Regular Season ..... 7
Wild Mountain - Regular Season ..... 5
Pre-season ..... 2

Total Registered Racers


Participating Individuals - No Duplicates


## Racer Analysis ~ DEMOGRAPHICS

- The average age of participants in 2019 was 47.
- The highest concentration is in the 50-59 age group (28\%).
- 21\% Female racers / 79\% Male racers.




## Actual Racer Starts for all Events

## TOTAL RACER VISITS - STARTS

|  | 2019 | 2018 | Difference | 2017 | 2016 | 2015 | 2014 | 2013 | 2011 | 2009 | 2007 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Pre-season | 226 | 218 | 8 | 302 | 391 | 512 | 490 | 527 | 523 | 594 | 435 |
| Regular Season | 6,024 | 6,615 | -591 | 6,570 | 7,331 | 7,799 | 8,365 | 8,617 | 9,164 | 9,456 | 9,496 |
| Championships at Giants Ridge | 486 | 511 | -25 | 548 | 557 | 518 | 470 | 599 | 653 | 507 | 542 |
|  |  |  |  |  |  |  |  |  |  |  |  |
|  | 6,736 | 7,344 | -608 | 7,420 | 8,306 | 8,885 | 9,325 | 9,889 | 10,340 | 10,557 | 10,473 |

*Note: Buck Hill Friday and Saturday leagues were cut out this past season. This made a huge impact on our numbers which also affected our Championship numbers. We had less teams to draw from for Championships at Giants Ridge. Wild Mountain Preseason was not held due to lack of interest and preregistrations.


## Racer Starts for Regular + Preseason:

2001 - Added Wild Mountain Sunday DAY
2003 - Added Buck Hill Monday
2004 - Discontinued Hyland Monday
2004 - Added Buck Hill Saturday AM
2004 - Went from 6 weeks of regular season racing to 7
2005 - Added Buck Hill Friday
2007 - Added preseason to Buck Hill and Wild Mountain
2007 - Discontinued Buck Hill Sunday DAY

2008 - Discountinued Buck Hill Sunday DAY
2008 - Added Wild Mountain Friday
2015 - Discontinued Hyland Wednesday
2017 - Three of week 7 leagues did not occur due to weather
2018 - Did not have a Wild Mountain Preseason - only Buck Hill
2019 - Discontinued Buck Hill Friday and Saturday Regular Season

Season Pass Purchased

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Yes | $51 \%$ | $47 \%$ | $56 \%$ | $64 \%$ | $56 \%$ | $58 \%$ | $60 \%$ | $54 \%$ |
| No | $48 \%$ | $47 \%$ | $39 \%$ | $32 \%$ | $42 \%$ | $40 \%$ | $40 \%$ | $42 \%$ |


| Where did you <br> purchase pass? | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ |
| :--- | ---: | ---: | ---: |
| Buck Hill | $60 \%$ | $49 \%$ | $61 \%$ |
| Wild Mountain | $29 \%$ | $29 \%$ | $24 \%$ |
| Afton Alps | $8 \%$ | $6 \%$ | $7 \%$ |
| Welch Village | $6 \%$ | $9 \%$ | $5 \%$ |
| Giants Ridge | $1 \%$ | $2 \%$ | $2 \%$ |
| Trollhaugen | $1 \%$ | $2 \%$ | $2 \%$ |
| Other | $10 \%$ | $12 \%$ | $6 \%$ |

We asked participants how likely they would be to purchase a season pass if they did NOT participate in Ski Challenge.

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ |
| :--- | ---: | ---: |
| Definitely Would NOT Purchase | $48 \%$ | $32 \%$ |
| Probably Woud NOT | $30 \%$ | $28 \%$ |
| Maybe | $9 \%$ | $19 \%$ |
| Probably WOULD | $5 \%$ | $11 \%$ |
| Definitely WOULD Purchase | $6 \%$ | $10 \%$ |

How participants rated Ski Are as a venue for racing and awards on a scale of 1 (Not good - 5 (Awesome)

- Buck Hill: 3.5 (Good)
- Wild Mountain: 4.0 (Great)
- See Attached pages for comments

Do you plan on purchasing a season pass next year?

- Yes-56\%
- No-43\%

Where?

| Buck Hill | $54 \%$ |
| :--- | ---: |
| Wild Mountain | $32 \%$ |
| Afton | $20 \%$ |
| Welch Village | $7 \%$ |
| Giants Ridge | $2 \%$ |
| Trollhaugen | $2 \%$ |



Destinations of our participants (of those who answered yes - they could pick more than one):

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Vail / Beaver Creek | $\mathbf{2 8 \%}$ | $\mathbf{2 5 \%}$ | $\mathbf{3 4 \%}$ | $\mathbf{3 4 \%}$ | $43 \%$ | $42 \%$ |
| Copper Mountain | $\mathbf{2 3 \%}$ | $21 \%$ | $23 \%$ | $\mathbf{2 4} \%$ | $23 \%$ | $29 \%$ |
| Jackson Hole | $20 \%$ | $21 \%$ | $20 \%$ | $19 \%$ | $23 \%$ | $21 \%$ |
| Big Sky | $18 \%$ | $26 \%$ | $24 \%$ | $17 \%$ | $22 \%$ | $25 \%$ |
| Breckenridge | $18 \%$ | $26 \%$ | $23 \%$ | $1 \%$ | $22 \%$ | $30 \%$ |
| Steamboat | $17 \%$ | $18 \%$ | $19 \%$ | $19 \%$ | $19 \%$ | $21 \%$ |
| A-Basin | $12 \%$ |  |  | $1 \%$ | $8 \%$ | $12 \%$ |
| Snowbird | $11 \%$ | $18 \%$ | $16 \%$ | $14 \%$ | $18 \%$ | $19 \%$ |
| Aspen / Snowmass | $10 \%$ | $12 \%$ | $14 \%$ | $12 \%$ | $23 \%$ | $27 \%$ |
| Winter Park | $8 \%$ | $12 \%$ | $12 \%$ | $15 \%$ | $15 \%$ | $13 \%$ |
| Park City | $7 \%$ | $11 \%$ | $19 \%$ | $13 \%$ | $16 \%$ | $19 \%$ |
| Grand Targhee | $6 \%$ | $12 \%$ | $7 \%$ | $9 \%$ | $7 \%$ | $8 \%$ |
| Lake Tahoe | $6 \%$ | $11 \%$ | $11 \%$ | $9 \%$ | $8 \%$ | $15 \%$ |
| Deer Valley | $5 \%$ | $5 \%$ | $7 \%$ | $7 \%$ | $5 \%$ | $12 \%$ |
| Squaw Valley | $5 \%$ |  |  |  |  |  |
| Whistler | $4 \%$ | $7 \%$ | $15 \%$ | $8 \%$ | $10 \%$ | $14 \%$ |
| Telluride | $3 \%$ | $5 \%$ | $6 \%$ | $3 \%$ | $5 \%$ | $5 \%$ |
| Sun Valley | $2 \%$ |  |  |  |  |  |

## Skis

43\% of the people surveyed purchased one or more pairs of skis for their household this season. Brand Skis purchased (of those who answered yes - respondents were allowed to pick more than one):

## Purchased

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Rossignol | $24 \%$ | $26 \%$ | $\mathbf{2 5} \%$ | $44 \%$ | $\mathbf{2 4 \%}$ | $18 \%$ | $20 \%$ | $10 \%$ | $9 \%$ | $11 \%$ |
| Atomic | $19 \%$ | $19 \%$ | $16 \%$ | $20 \%$ | $19 \%$ | $23 \%$ | $32 \%$ | $27 \%$ | $37 \%$ | $36 \%$ |
| Fischer | $16 \%$ | $12 \%$ | $19 \%$ | $20 \%$ | $20 \%$ | $13 \%$ | $14 \%$ | $17 \%$ | $15 \%$ | $17 \%$ |
| Blizzard | $15 \%$ | $10 \%$ | $9 \%$ | $12 \%$ | $13 \%$ | $17 \%$ | $11 \%$ | $16 \%$ | $6 \%$ | $7 \%$ |
| Volkl | $15 \%$ | $7 \%$ | $15 \%$ | $12 \%$ | $22 \%$ | $18 \%$ | $17 \%$ | $22 \%$ | $28 \%$ | $9 \%$ |
| Head | $9 \%$ | $15 \%$ | $11 \%$ | $12 \%$ | $10 \%$ | $12 \%$ | $15 \%$ | $13 \%$ | $9 \%$ | $7 \%$ |
| Nordica | $9 \%$ | $10 \%$ | $14 \%$ | $12 \%$ | $15 \%$ | $10 \%$ | $5 \%$ | $5 \%$ | $8 \%$ | $7 \%$ |
| Dynastar | $6 \%$ | $1 \%$ | $1 \%$ | $1 \%$ | $4 \%$ | $3 \%$ | $5 \%$ | $4 \%$ | $3 \%$ | $6 \%$ |
| Other | $4 \%$ | $8 \%$ | $6 \%$ | $3 \%$ | $4 \%$ | $3 \%$ | $5 \%$ | $3 \%$ | $6 \%$ | $3 \%$ |
| K2 | $3 \%$ | $3 \%$ | $4 \%$ | $5 \%$ | $5 \%$ | $4 \%$ | $5 \%$ | $5 \%$ | $5 \%$ | $6 \%$ |
| Salomon | $2 \%$ | $1 \%$ | $2 \%$ | $2 \%$ | $3 \%$ | $1 \%$ | $0 \%$ | $3 \%$ | $1 \%$ | $2 \%$ |
| Elan | $1 \%$ | $3 \%$ | $2 \%$ | $1 \%$ | $2 \%$ | $0 \%$ | $2 \%$ | $0 \%$ | $3 \%$ | $3 \%$ |

## Owned Skis

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Atomic | $35 \%$ | $28 \%$ | $16 \%$ | $33 \%$ | $29 \%$ | $29 \%$ | $37 \%$ | $32 \%$ | $29 \%$ |
| Rossignol | $34 \%$ | $29 \%$ | $25 \%$ | $15 \%$ | $9 \%$ | $22 \%$ | $11 \%$ | $16 \%$ | $19 \%$ |
| Fischer | $28 \%$ | $29 \%$ | $19 \%$ | $26 \%$ | $23 \%$ | $25 \%$ | $30 \%$ | $27 \%$ | $26 \%$ |
| Volkl | $28 \%$ | $30 \%$ | $15 \%$ | $29 \%$ | $24 \%$ | $32 \%$ | $31 \%$ | $30 \%$ | $23 \%$ |
| Blizzard | $22 \%$ | $17 \%$ | $9 \%$ | $14 \%$ | $15 \%$ | $11 \%$ | $5 \%$ | $5 \%$ | $0 \%$ |
| Head | $18 \%$ | $15 \%$ | $11 \%$ | $11 \%$ | $9 \%$ | $10 \%$ | $7 \%$ | $10 \%$ | $6 \%$ |
| Nordica | $17 \%$ | $12 \%$ | $14 \%$ | $8 \%$ | $10 \%$ | $5 \%$ | $5 \%$ | $6 \%$ | $4 \%$ |
| Dynastar | $12 \%$ | $10 \%$ | $1 \%$ | $7 \%$ | $3 \%$ | $9 \%$ | $3 \%$ | $4 \%$ | $3 \%$ |
| K2 | $7 \%$ | $9 \%$ | $4 \%$ | $9 \%$ | $10 \%$ | $10 \%$ | $9 \%$ | $10 \%$ | $10 \%$ |
| Other | $4 \%$ | $7 \%$ | $6 \%$ | $2 \%$ | $3 \%$ | $7 \%$ | $3 \%$ | $5 \%$ | $3 \%$ |
| Salomon | $4 \%$ | $5 \%$ | $2 \%$ | $2 \%$ | $3 \%$ | $6 \%$ | $3 \%$ | $7 \%$ | $4 \%$ |
| Elan | $3 \%$ | $5 \%$ | $2 \%$ | $0 \%$ | $7 \%$ | $4 \%$ | $3 \%$ | $5 \%$ | $5 \%$ |

## Boots

$\mathbf{2 0 \%}$ of the people surveyed purchased boots this season.
Brand Boots purchased (of those who answered yes):

## Purchased

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Lange | $\mathbf{2 4 \%}$ | $30 \%$ | $24 \%$ | $32 \%$ | $30 \%$ | $21 \%$ | $32 \%$ | $24 \%$ | $16 \%$ | $\mathbf{1 0 \%}$ |
| Head | $18 \%$ | $22 \%$ | $21 \%$ | $29 \%$ | $25 \%$ | $12 \%$ | $6 \%$ | $15 \%$ | $3 \%$ |  |
| Nordica | $15 \%$ | $19 \%$ | $18 \%$ | $14 \%$ | $13 \%$ | $16 \%$ | $8 \%$ | $13 \%$ | $25 \%$ | $22 \%$ |
| Tecnica | $15 \%$ | $11 \%$ | $11 \%$ | $6 \%$ | $13 \%$ | $12 \%$ | $18 \%$ | $21 \%$ | $25 \%$ | $16 \%$ |
| Atomic | $9 \%$ | $5 \%$ | $5 \%$ | $12 \%$ | $11 \%$ | $8 \%$ | $17 \%$ | $14 \%$ | $13 \%$ | $22 \%$ |
| Dalbello | $9 \%$ | $5 \%$ | $8 \%$ | $3 \%$ | $4 \%$ | $3 \%$ | $3 \%$ |  |  |  |
| Fischer | $8 \%$ | $3 \%$ | $8 \%$ | $6 \%$ | $3 \%$ | $11 \%$ | $6 \%$ | $8 \%$ | $4 \%$ | $3 \%$ |
| Rossignol | $6 \%$ | $3 \%$ | $5 \%$ | $8 \%$ | $6 \%$ | $7 \%$ | $3 \%$ | $10 \%$ | $5 \%$ | $6 \%$ |
| Other | $3 \%$ | $8 \%$ | $3 \%$ | $2 \%$ | $6 \%$ | $5 \%$ | $8 \%$ | $1 \%$ | $7 \%$ | $15 \%$ |
| Salomon | $3 \%$ | $5 \%$ | $3 \%$ | $4 \%$ | $6 \%$ | $12 \%$ | $8 \%$ | $6 \%$ | $9 \%$ | $6 \%$ |

## Owned Boots

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Lange | $24 \%$ | $26 \%$ | $26 \%$ | $23 \%$ | $20 \%$ | $20 \%$ | $13 \%$ | $15 \%$ | $13 \%$ |
| Nordica | $22 \%$ | $25 \%$ | $20 \%$ | $23 \%$ | $23 \%$ | $27 \%$ | $29 \%$ | $28 \%$ | $29 \%$ |
| Atomic | $15 \%$ | $13 \%$ | $12 \%$ | $16 \%$ | $11 \%$ | $13 \%$ | $18 \%$ | $11 \%$ | $11 \%$ |
| Head | $14 \%$ | $14 \%$ | $13 \%$ | $14 \%$ | $11 \%$ | $8 \%$ | $8 \%$ | $9 \%$ | $4 \%$ |
| Tecnica | $14 \%$ | $18 \%$ | $21 \%$ | $15 \%$ | $18 \%$ | $20 \%$ | $23 \%$ | $22 \%$ | $24 \%$ |
| Salomon | $10 \%$ | $12 \%$ | $12 \%$ | $11 \%$ | $14 \%$ | $11 \%$ | $12 \%$ | $12 \%$ | $14 \%$ |
| Fischer | $8 \%$ | $6 \%$ | $8 \%$ | $5 \%$ | $4 \%$ | $4 \%$ | $3 \%$ | $4 \%$ | $3 \%$ |
| Rossignol | $8 \%$ | $7 \%$ | $4 \%$ | $4 \%$ | $3 \%$ | $7 \%$ | $3 \%$ | $5 \%$ | $4 \%$ |
| Dalbello | $4 \%$ | $2 \%$ | $3 \%$ | $0 \%$ | $3 \%$ |  |  |  |  |
| Other | $1 \%$ | $3 \%$ | $5 \%$ | $2 \%$ | $5 \%$ | $4 \%$ | $1 \%$ | $5 \%$ | $3 \%$ |

## Vehicles

24\% of our respondents purchased a new vehicle in 2019.
Purchased - our respondents could choose more than one answer

| Purchased | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Subaru | $16 \%$ | $7 \%$ | $8 \%$ | $12 \%$ | $12 \%$ | $9 \%$ | $7 \%$ | $6 \%$ |
| Audi | $13 \%$ | $5 \%$ | $4 \%$ | $8 \%$ | $7 \%$ | $7 \%$ | $6 \%$ | $4 \%$ |
| Ford | $11 \%$ | $31 \%$ | $24 \%$ | $16 \%$ | $9 \%$ | $9 \%$ | $10 \%$ | $19 \%$ |
| Honda / Acura | $11 \%$ | $4 \%$ | $12 \%$ | $10 \%$ | $8 \%$ | $1 \%$ | $4 \%$ | $5 \%$ |
| GMC | $10 \%$ |  |  |  |  |  |  |  |
| Chevrolet | $8 \%$ | $9 \%$ | $10 \%$ | $15 \%$ | $12 \%$ | $9 \%$ | $8 \%$ | $10 \%$ |
| Dodge | $8 \%$ | $4 \%$ | $4 \%$ | $3 \%$ | $3 \%$ | $3 \%$ | $1 \%$ | $0 \%$ |
| Jeep | $8 \%$ | $11 \%$ | $8 \%$ | $3 \%$ | $4 \%$ | $4 \%$ | $4 \%$ | $5 \%$ |
| Toyota/Lexus | $5 \%$ | $16 \%$ | $2 \%$ | $10 \%$ | $9 \%$ | $18 \%$ | $10 \%$ | $8 \%$ |
| BMW | $3 \%$ | $5 \%$ | $4 \%$ | $3 \%$ | $8 \%$ | $9 \%$ | $8 \%$ | $5 \%$ |
| Mercedes | $3 \%$ | $4 \%$ | $6 \%$ | $0 \%$ | $5 \%$ | $4 \%$ | $6 \%$ | $4 \%$ |
| Nissan | $3 \%$ | $3 \%$ | $2 \%$ | $3 \%$ | $5 \%$ | $4 \%$ | $7 \%$ | $5 \%$ |
| Volkswagen | $3 \%$ | $0 \%$ | $4 \%$ | $6 \%$ | $13 \%$ | $4 \%$ | $8 \%$ | $10 \%$ |

No Purchase this year - Curently Owned Vehicles - our respondents could choose more than one answer

| Own | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Ford | $22 \%$ | $23 \%$ | $20 \%$ | $25 \%$ | $23 \%$ | $21 \%$ | $24 \%$ | $17 \%$ |
| Subaru | $15 \%$ | $16 \%$ | $13 \%$ | $11 \%$ | $9 \%$ | $12 \%$ | $10 \%$ | $10 \%$ |
| Audi | $13 \%$ | $7 \%$ | $6 \%$ | $6 \%$ | $7 \%$ | $9 \%$ | $10 \%$ | $3 \%$ |
| GMC | $10 \%$ |  |  |  |  |  |  |  |
| Honda / Acura | $10 \%$ | $14 \%$ | $18 \%$ | $13 \%$ | $15 \%$ | $19 \%$ | $15 \%$ | $16 \%$ |
| Jeep | $8 \%$ | $9 \%$ | $8 \%$ | $8 \%$ | $7 \%$ | $10 \%$ | $8 \%$ | $8 \%$ |
| BMW | $7 \%$ | $5 \%$ | $5 \%$ | $6 \%$ | $9 \%$ | $5 \%$ | $6 \%$ | $2 \%$ |
| Chevrolet | $6 \%$ | $15 \%$ | $16 \%$ | $21 \%$ | $21 \%$ | $21 \%$ | $18 \%$ | $16 \%$ |
| Toyota / Lexus | $5 \%$ | $24 \%$ | $25 \%$ | $21 \%$ | $22 \%$ | $17 \%$ | $16 \%$ | $15 \%$ |
| Dodge | $4 \%$ | $2 \%$ | $5 \%$ | $6 \%$ | $6 \%$ | $12 \%$ | $9 \%$ | $6 \%$ |
| Nissan | $4 \%$ | $8 \%$ | $7 \%$ | $8 \%$ | $10 \%$ | $7 \%$ | $8 \%$ | $7 \%$ |
| Mercedes | $3 \%$ | $1 \%$ | $3 \%$ | $3 \%$ | $3 \%$ | $4 \%$ | $4 \%$ | $2 \%$ |
| Volks Wagon | $3 \%$ | $5 \%$ | $7 \%$ | $7 \%$ | $9 \%$ | $8 \%$ | $7 \%$ | $5 \%$ |

## Helmets

$100 \%$ ( $88 \%$ in $2009-78 \%$ in 2004-66\% in 2003) of our survey participants say they wear helmets when they race. Brand Helmet worn (of those who answered yes):

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| POC | $26 \%$ | $24 \%$ | $24 \%$ | $31 \%$ | $26 \%$ | $21 \%$ | $15 \%$ | $21 \%$ | $9 \%$ |
| Smith | $17 \%$ | $12 \%$ | $8 \%$ | $5 \%$ | $7 \%$ | $9 \%$ | $2 \%$ | $5 \%$ | $1 \%$ |
| Giro | $16 \%$ | $28 \%$ | $26 \%$ | $27 \%$ | $27 \%$ | $28 \%$ | $31 \%$ | $31 \%$ | $27 \%$ |
| Briko | $15 \%$ | $6 \%$ | $7 \%$ | $4 \%$ | $4 \%$ | $4 \%$ | $4 \%$ | $5 \%$ | $5 \%$ |
| Uvex | $13 \%$ | $7 \%$ | $4 \%$ | $4 \%$ | $6 \%$ | $8 \%$ | $8 \%$ | $4 \%$ | $5 \%$ |
| Boeri | $6 \%$ | $6 \%$ | $7 \%$ | $8 \%$ | $11 \%$ | $10 \%$ | $11 \%$ | $14 \%$ | $18 \%$ |
| Carrera | $2 \%$ | $2 \%$ | $5 \%$ | $6 \%$ | $4 \%$ | $5 \%$ | $4 \%$ | $4 \%$ | $3 \%$ |
| Other | $22 \%$ | $8 \%$ | $10 \%$ | $5 \%$ | $5 \%$ | $7 \%$ | $7 \%$ | $11 \%$ | $12 \%$ |
| No Response | $6 \%$ | $6 \%$ | $8 \%$ | $5 \%$ | $5 \%$ | $5 \%$ | $10 \%$ | $2 \%$ | $11 \%$ |

## GS Suits

72\% of our survey participants wear GS Suits (60\% in 2012)
Brand GS Suit worn (of those who answered yes):

|  | $\mathbf{2 0 1 9}$ | $\mathbf{2 0 1 8}$ | $\mathbf{2 0 1 7}$ | $\mathbf{2 0 1 6}$ | $\mathbf{2 0 1 5}$ | $\mathbf{2 0 1 4}$ | $\mathbf{2 0 1 3}$ | $\mathbf{2 0 1 2}$ | $\mathbf{2 0 1 1}$ | $\mathbf{2 0 1 0}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Spyder | $48 \%$ | $44 \%$ | $45 \%$ | $51 \%$ | $45 \%$ | $45 \%$ | $48 \%$ | $41 \%$ | $38 \%$ | $37 \%$ |
| Borah | $5 \%$ | $3 \%$ | $6 \%$ | $6 \%$ | $3 \%$ |  |  |  |  |  |
| Descente | $5 \%$ | $5 \%$ | $4 \%$ | $7 \%$ | $10 \%$ | $7 \%$ | $7 \%$ | $9 \%$ | $9 \%$ | $9 \%$ |
| Fuxi | $3 \%$ | $4 \%$ | $4 \%$ | $5 \%$ | $5 \%$ | $3 \%$ | $4 \%$ | $3 \%$ | $1 \%$ | $1 \%$ |
| Karbon | $2 \%$ | $3 \%$ | $3 \%$ | $2 \%$ | $3 \%$ | $1 \%$ | $3 \%$ | $4 \%$ | $3 \%$ | $1 \%$ |
| Other | $6 \%$ | $8 \%$ | $8 \%$ | $7 \%$ | $8 \%$ | $10 \%$ | $7 \%$ | $9 \%$ | $8 \%$ | $10 \%$ |

nasanacian


December 2018 was the 13th season of the "Pre-Season" leagues. We cut down to two weeks of preseason due to usually having poor weather the first week in December. We had two leagues at Buck Hill on Tuesdays and Fridays. Wild Mountain had pre-season gate practice and no leagues.


The Ski Challenge Regular Season starts the first week in January and runs for seven consecutive weeks. There are 12 race events held each week with anywhere from 90-160 participants in each event.


Professional Team Photos are taken and made available for each member.


## Buck Hill Sunday AM



WRLSER


Walser Nissan Burnsville


Each team has a name sign to reserve their table at each league event.
And, each league sponsor is displayed.

Each week teams rotate in the running order. A new running order is posted inside and at the top of the race run. These running orders also include all of the league sponsors for that particular league.


Running orders available each week and provided in Captains' packets.
(This is a sample and has been reduced in size to fit on page)


11"x17" Running orders posted inside and at top of race run each week.

We send out around 18 different E-news to our list of more than 1,900 e-mail addresses. E-news includes information about upcoming events, member information, and sponsor information. Sponsor Ads are featured in each e-news as well as sponsor logos linked up to sponsor pages.

ski Challenge News

Hokzands


ts Ridge
Championships at Giants Ridge
Championships are this Friday - Sun d, snow conditions will be fabulous!
it's going to be alitle cold, but the pavilion at the bottom of Helsinki. it's going to be all will be held in the Spa using the smaller will have food open Race and check in and Reg et ready there, bigger garage. . Wards for our Ski Challent Racers can also will still be held day except Friday t at $5: 30$ in the main Team Racing purchase each day hill be held each nigh available of of the Hel ra
\& Queen
Bar and Restaurant.
Bar and Restaurant.

$$
\begin{aligned}
& \text { Bar and Restaurant on Innsbr } \\
& \frac{\text { Practice Gates on }}{\text { racing by running gates! }}
\end{aligned}
$$

Practice Gates on innsbruck in friday SkiCl
racing by running gates!
 Prizes for $1 \mathrm{st}-3$ rd leal . King and Queen of the $1: 30$ pm . One course will be
held on Helsinki at $1: 3$.
won! won! TEA RACING - See who has paid and regis TEAM RACING - SIVIDUAL SORTED BY TEAM tared to race with $y$


Vehicle Sponsor at Buck Hill


Ski Challenge News
Championships at March 8, 2019
Giants Ridge who came up everyone ridge last weekend for Ur Championships! Thanks to all the Ski Masters Staff, Midwest Phasters, Alice Madden Ridography, Giants Aline Staff, Virginia Alpine Team! and Hibbing

It was a cold
better race conditions! but we couldn't have asked for
All Results from the
RESULTS.
has also be found on NASTAR
page or links can be found here: PHOTOS
Get More Racing in!
before the sing for more racing your way up to S is over, make weekend and spirit Mountain this Masters. Get four with the Midwest asters. Get four runs of GS


The 2019 Championships were held at Giants Ridge in Biwabik, Minn. We had 486 racers starts.


This was the fifth year of our "Friday Open Race". Great prizes were won from our various sponsors. Teams of six were formed to try and win the cup!


This was the third year of "King \& Queen of the Hel" This was the only race held on Helsinki.


The Ski Challenge is involved in and supports various Charities.
The Ski Challenge Donates time and resources to put on the Race Element of the Padraig's Ski Race Benefit.
We also support and promote the Kenny Courage Cup put on by Joe's Ski Shop.


COURAGE KENNY REHABILITATION INSTITUTETM
13th annual Courage Kenny Cup benefit ski race for Courage Kenny Ski \& Snowboard program


