Less Brits Taking Part In Winter Sports

Contributed by Kantar
Monday, 18 February 2013
Last Updated Tuesday, 03 September 2013

Latest figures from Kantar Media TGI show the number of British peopleÂ participating inÂ winter sports has fallen to 1.9 million from 2.3 million in 2007. Since 2010 the percentage of the UK adult population (aged 15+) who have been on a ski break in the previous year has fallen from 1.75% to 0.9%.
The winter break to the mountains is seen by many as luxury that is all the more out of their reach in the context of economic gloom. So who are today's skiers? The latest Kantar Media GB TGI survey provides some interesting insights:

Two thirds are men and two thirds are aged 15-34. In 2007 both stats stood at 58%. Skiers and snowboarders are more likely to be younger, and more likely to be men than before. In 2007 parents of children aged 5-15 represented 17% of winter sports enthusiasts. Now the figure is closer to 9%.

50% of skiers and snowboarders cite price as the most important factor when making travel purchase decisions. Only 20% say that convenience of airport is the deal-making factor, while a meagre 9% ultimately value convenience of timings. For winter holiday makers it is clear that price is more important than convenience.

Kantar Media TGI reveals this group is over twice as likely as the average adult to have an interest in politics, economics or science. They are three quarters more likely to have been to the theatre in the last month and are 50% more likely to buy a paperback history book. The cultural factors dominate the economic factors in the winter traveller's holiday purchase decision.
Read more on the Kantar Media TGI website.