



## The Professional Ski Instructors of America – American Association of Snowboard Instructors (PSIA-AASI)

### **Executive Summary and Report**

Prepared by:

Sheri Jacobs, CAE, President + Chief Strategist

Linda Wing, Director, Market Research

Caitlin Bekta, Research Specialist

December 2012

Smart.  
Passionate.  
Creative.  
Experienced.

847 892 4790  
[jacobs@avenuemgroup.com](mailto:jacobs@avenuemgroup.com)

[avenuemgroup.com](http://avenuemgroup.com)

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## INTRODUCTION AND METHODOLOGY

The Professional Ski Instructors of America – American Association of Snowboard Instructors (PSIA-AASI) retained Avenue M Group, LLC (Avenue M) to conduct a comprehensive needs assessment of its members. The goal of this research is to build a strategy that will enable PSIA-AASI to expand its membership and increase its value to members and prospects.

The participation requirements for this survey were as follows: respondents must be either a current member or former member of PSIA-AASI with Internet access. The respondents were obtained from a sample population, N=47,302, (i.e., PSIA-AASI's database of current and former members with e-mail addresses). Emails, containing a survey link and invitation to participate, were sent to the sample population, with 88% having valid e-mail addresses (N=41,435).

The survey was launched on September 18, 2012 and closed on October 2, 2012. During this period, a total of 6,832 respondents completed the survey, for a response rate of 16.5%. The key findings and overall summary will report the results of the respondents' (n=6,832) survey responses. As the respondent population (n=6,832) is made up of both current and former members of PSIA-AASI (stipulated by participation requirements), this report will *sometimes* differentiate between the two types of respondents: current members (p1=89%) and former members (p2=11%) to establish any significant differences observed.

The methodology used in this research included the use of an online survey tool that allowed for the largest possible response rate. Additionally, this survey was designed to reduce sampling error. Sampling error occurs when the survey targets a sample that does not match the universe of potential members.

While all current members and former members in the PSIA-AASI database were sent the survey, their participation was completely voluntary,\* thereby producing the possibility of non-response bias.

\* Participation was voluntary, but contained a possible financial incentive (i.e., each participant was entered into a drawing for one of three \$100 gift cards to the PSIA-AASI *Accessories Catalog*.)

In an effort to validate the data received, the survey results were compared to known division membership information. The proportion of division members that responded to the survey is almost identical to the proportion of the PSIA-AASI membership and relatively close to the proportion of former members. See the table below.

DIVISION	PSIA-AASI MEMBERSHIP	SURVEY RESPONDENTS:	
		Current Members	Former Members
Alaska	0.9%	0.8%	1.6%
Central Division	10.7%	11.7%	12.9%
Eastern	34.2%	34.6%	29%
Intermountain	7.4%	7.8%	5.2%
Northern Intermountain	1.4%	1.1%	1.6%
Northern Rocky Mountain	3.2%	2.8%	4.0%
Northwest	10.8%	10.2%	9.6%
Rocky Mountain	21.2%	20.4%	20.4%
Western	10.1%	10.6%	15.7%

Avenue M conducted various cross-tabs within each demographic to identify differences within each group when compared to the overall findings, in order to overcome any overrepresentation of a particular population in our reporting.

The response data has a 95% confidence level and a confidence interval of  $\pm 1.1\%$ . *The industry standard for member research studies is a 95% confidence level with a confidence interval of  $\pm 5\%$ .*

### Interpreting the Data

The data tables are set up to provide: (1) the total number of responses to the question; and (2) the percentages of the total sample that number represents. In the summary analysis, percentages have been rounded to the nearest whole number and therefore may not always total 100 percent.

For this survey, a 5.0 Likert scale was used unless otherwise noted.

## SUMMARY OF KEY FINDINGS

1. Certification and the desire to improve skills as an instructor attract respondents to PSIA-AASI.
2. The majority of respondents feel PSIA-AASI membership is a good value, and this belief increases with household income.
3. A majority of PSIA-AASI members are either satisfied with their membership or have no strong feelings either way.
4. Time constraints, cost and difficulty with examiners prevent some respondents from obtaining Level 1 Certification.
5. Cost is the overriding theme as to why respondents allowed their PSIA-AASI membership to lapse.
6. One-third of respondents (that allowed their PSIA-AASI membership to lapse) are reconsidering this decision and will likely return to PSIA-AASI within the next year.
7. Among respondents that have a preference, June is the most preferred month to renew.
8. PSIA-AASI are meeting respondent needs and providing exceptional value with its highly rated educational programs and events.
9. Event participation is high! Over the past two years, 89% of respondents have attended a live event or clinic and 86% have plans to attend one or more professional training or educational events within the next year.
10. Although event participation is high, registration fees, associated travel costs and scheduling conflicts hinder participation in PSIA-AASI events.
11. Improving instruction skills, educating members on the latest techniques and delivering needed resources are PSIA-AASI's most important functions.
12. Awareness of PSIA-AASI's specific products and services is somewhat low among younger respondents.
13. PSIA-AASI appears to be a trusted site for information on the snowsports industry.
14. Respondents are active in social media and a large percentage access PSIA-AASI's Community and The Snow Pros YouTube Channel.
15. In addition to their snowsports responsibilities, 80% of respondents are employed in another capacity or focus on other areas such as parenting or school.

## DEMOGRAPHIC PROFILE

The survey captured a wide variety of demographic information. The following is a profile of the **ski and snowboard instructor community** that emerged from the survey (totals may not add up to 100% due to rounding or the ability to select more than one answer):

AGE CATEGORY	Survey Respondents:		
	Current Members	Former Members	TOTAL
Under 18	0.6%	0.1%	0.5%
18 to 24	4.9%	4.8%	4.9%
25 to 34	10.2%	19.7%	11.2%
35 to 44	13.3%	14.3%	13.4%
<b>45 to 54</b>	<b>25.9%</b>	<b>23.9%</b>	<b>25.6%</b>
<b>55 to 64</b>	<b>31.0%</b>	<b>26.2%</b>	<b>30.5%</b>
65 or older	14.2%	11.0%	13.9%

GENDER	Survey Respondents:		
	Current Members	Former Members	TOTAL
<b>Male</b>	<b>70.3%</b>	<b>67.9%</b>	<b>70.0%</b>
Female	29.7%	32.1%	30.0%

LIVING SITUATION	Survey Respondents:		
	Current Members	Former Members	TOTAL
<b>Spouse or significant other, no children</b>	<b>44.1%</b>	<b>37.7%</b>	<b>43.4%</b>
Roommate(s)	7.7%	9.3%	7.9%
No roommate(s) or significant other	18.5%	21.7%	18.8%
Spouse or significant other, with children	29.7%	31.2%	29.9%

### A review of the demographics reveals the following:

- Survey respondents (n=6,832) average 50 years of age with 56% of the respondents falling within 45 to 64 years of age category.
- The majority (i.e., 70%) of the survey respondents are male.
- Seventy-three percent of the respondents live with a spouse or significant other (30% with children and 43% without children).

TOTAL ANNUAL HOUSEHOLD INCOME	Survey Respondents:		
	Current Members	Former Members	TOTAL
Prefer not to tell you	17.0%	14.9%	16.8%
Under \$25,000	8.8%	12.9%	9.3%
<b>\$25,000 to \$49,999</b>	13.7%	<b>16.2%</b>	14.0%
\$50,000 to \$74,999	14.6%	16.0%	14.7%
\$75,000 to \$99,999	13.4%	12.6%	13.3%
<b>\$100,000 to \$149,999</b>	<b>17.6%</b>	14.6%	<b>17.3%</b>
\$150,000 to \$199,999	7.3%	6.7%	7.3%
\$200,000 or more	7.5%	6.0%	7.4%

4. Among those respondents that provided income information, the average household income is \$94,490, well above the national average. Seventeen percent of the respondents chose not to provide their total annual household income.

- Respondents are well educated. Nearly three quarters (i.e., 74%) of respondents have earned a bachelor's degree or higher. Thirty-two percent went on to earn a master's degree or PhD/MD.

EDUCATION:	Survey Respondents:		
	Current Members	Former Members	TOTAL
Some high school	0.6%	0.3%	0.5%
High school graduate	3.6%	3.1%	3.6%
Some college	12.9%	14.0%	13.0%
2-year college/ Associates degree	8.7%	10.6%	8.9%
<b>Bachelors degree</b>	<b>42.5%</b>	<b>40.8%</b>	<b>42.3%</b>
Masters degree	25.0%	24.9%	25.0%
PhD/MD	6.8%	6.4%	6.7%

DIVISION:	Survey Respondents:		
	Current Members	Former Members	TOTAL
Alaska	0.8%	1.6%	0.9%
Central	11.7%	12.9%	11.8%
<b>Eastern</b>	<b>34.6%</b>	<b>29%</b>	<b>34.0%</b>
Intermountain	7.8%	5.2%	7.5%
Northern Intermountain	1.1%	1.6%	1.2%
Northern Rocky Mountain	2.8%	4.0%	2.9%
Northwest	10.2%	9.6%	10.1%
Rocky Mountain	20.4%	20.4%	20.4%
Western	10.6%	15.7%	11.2%

- Over one-half of the respondents (54%) represent two of PSIA-AASI's nine divisions; Eastern and Rocky Mountain.
- Forty-two percent of PSIA-AASI's current members (p1=89%) have been a member for 14 years or more.

CURRENT JOIN DATE:	Survey Respondents:		
	Current Members	Former Members	TOTAL
1950 to 1959	0.1%	0.0%	0.1%
1960 to 1969	1.3%	0.9%	1.2%
1970 to 1979	5.7%	2.2%	5.3%
1980 to 1989	11.7%	3.6%	10.9%
1990 to 1999	22.7%	16.6%	22.1%
<b>2000 to 2009</b>	<b>37.4%</b>	<b>61.2%</b>	<b>39.9%</b>
2010 to 2012	21.1%	15.6%	20.5%

ORIGINAL JOIN DATE:	Survey Respondents:		
	Current Members	Former Members	TOTAL
1950 to 1959	0.1%	0.0%	0.1%
1960 to 1969	1.3%	0.9%	1.3%
1970 to 1979	5.9%	2.3%	5.5%
1980 to 1989	11.9%	3.8%	11.0%
1990 to 1999	23.4%	16.9%	22.7%
<b>2000 to 2009</b>	<b>37.8%</b>	<b>61.3%</b>	<b>40.3%</b>
2010 to 2012	19.7%	14.9%	19.2%

- Just over three quarters (76%) of PSIA-AASI's former members (p2=11%) joined the association within the past 13 years.

## OVERALL KEY FINDINGS

**1. Decision to join: Certification and the desire to improve skills as an instructor attract respondents to PSIA-AASI.** The two most cited reasons for joining PSIA-AASI, by far, are: to obtain PSIA-AASI certification and/or to become a better instructor. However, our research revealed that the motivations for joining the organization do vary somewhat. Some individuals join for social reasons while others join because they seek recognition. In addition, some individuals look at the process of joining the organization as simply a transactional one. They wish to have access to events or save money on products.

- **School Directors are an influential medium for getting the word out about PSIA-AASI.** Fifty-seven percent of respondents first learned of PSIA-AASI through the director of their school.
- Referrals from other instructors are also helpful in encouraging respondents to join the organization, as well as first hand experience at a PSIA-AASI clinic or event.

***Implication:** Peer-to-peer recruitment will continue to be one of the most effective marketing tactics because it is seen as independent, unbiased, and personal. Friends and colleagues will customize their conversation based on the motivations of the prospective member and their understanding of their current needs; however, the success of a peer recruitment program often hinges on the organization's ability provide support and a little structure to a referral program.*

**2. Value of membership: The majority of respondents feel PSIA-AASI membership is a good value, and this belief increases with household income.** Seventy-two percent of respondents feel the value they receive, as a member of PSIA-AASI, is either equal to or greater than the cost of dues.

- Just 25% of respondents with an annual household income of less than \$25,000 believe the value they receive from their membership is greater than the cost of dues; however this belief increases to 44% among respondents with an annual household income of \$200,000 or more.
- 42% of the youngest respondents (less than 18 years of age) indicated the value they receive from their membership is greater than the cost of dues. This percentage decreases to 26% among respondents 25 to 34 years of age and then jumps back up to 38% among respondents 65 years of age or older.

***Implication:** The implications of this finding are two-fold. First, PSIA-AASI's sweet spot may be individuals who have at least one of the following characteristics: a household income of \$200,000 or more; are younger than 18, or are turning to the profession much later in their lives. This group may be more likely to join, renew and recommend membership to their friends and colleagues. The second implication of this finding addresses loyalty and retention. Loyalty is often measured by the percentage of*

members who state they are very likely to renew combined with the percentage that feel the value they receive exceeds the cost. In reality, members may renew even if they are only somewhat satisfied with the benefits they receive. As such, PSIA-AASI may find that fewer members are actively promoting the organization as their satisfaction decreases. We recognize, however, that the need to obtain (or maintain) a certification may outweigh all other considerations when making the decision to join and renew.

**3. Satisfaction with PSIA-AASI: A majority of PSIA-AASI members are either satisfied with their membership or have no strong feelings either way.** The youngest and oldest respondents are PSIA-AASI's most satisfied age groups. Overall, 53% of respondents (that were once a member of PSIA-AASI) indicated satisfaction with their membership in PSIA-AASI; furthermore, 20% had no strong feelings either way, and 27% indicated dissatisfaction with their membership experience.

- Respondents ages 18 to 24 (71%) and respondents 65 or older (66%) are the most satisfied age groups.
- As for specific benefits, respondents are most satisfied with PSIA-AASI's education materials (58%), division clinics (53%), and certification process (51%).
- There is a segment of respondents (26%); however, that are dissatisfied with the certification process. Respondents 45 years of age or older are significantly less satisfied with the certification process than respondents 18 to 44 years of age.

***Implication:** Although 27% of respondents expressed some dissatisfaction with their membership experience this has not translated into a low retention rate for the organization. In fact, the 2011 Membership Study conducted by JVA revealed a high intent to renew. Looking ahead, PSIA-AASI should focus its efforts to increase satisfaction among individuals who join primarily for the certification. This may begin with improved communications and greater transparency around the process.*

**4. Barriers to certification: Time constraints, cost and difficulty with examiners prevent some respondents from obtaining Level 1 Certification.** It is not surprising that the sensitivity to the cost of certification is highest among the younger age groups (18 to 24 followed by 25 to 34).

- As age of the respondent increases, the request to lower the cost of the certification program decreases; from 72%, among respondents in the 18 to 24 age group, to 28% among respondents 65 years or older.

***Implication:** It is unlikely that all three barriers to certification: time constraints, cost, difficulty with the certification process. Therefore, efforts to better articulate and communicate the real benefits and outcomes of the investment may provide a better alternative to overcoming these objections.*

**5. Decision not to renew: Cost is the overriding theme as to why respondents allowed their PSIA-AASI membership to lapse.** The expense to maintain certification and the price of dues (compared to the benefits received) were cited most often as reasons for not renewing membership in PSIA-AASI.

- Understandably, respondents in paid part-time positions are slightly more sensitive to cost.
- Moreover, a large number of respondents (30%) did not renew their membership because they are no longer instructing.

***Implication:** Cost becomes less relevant when the value received exceeds the price. For some, the value may be lower simply because they have other activities and responsibilities that fill their time and require monetary resources. For those who continue to be instructors but let their membership lapse due to price sensitivity, PSIA-AASI may need to increase their efforts to onboard, engage and retain members.*

**6. Decision to rejoin: One-third of respondents (that allowed their PSIA-AASI membership to lapse) are reconsidering this decision and will likely return to PSIA-AASI within the next year.** When asked, “What is the likelihood you will rejoin PSIA-AASI in the next 12 months,” 32% of respondents indicated they are “very likely” or “somewhat likely” to rejoin the organization.

- Respondents in the 18 to 24 age group are much more likely to rejoin PSIA-AASI in the next year than respondents in older age groups.
- In order to attract many of the former members back to the organization, respondents suggest lowering the cost to become/stay certified. Some respondents would like more clinics and events offered in their area.
- 84% of respondents plan on rejoining in the fourth quarter of the year with November being the most preferred month (to rejoin) among 43% of respondents followed by December (21%) and then October (19%).

***Implication:** PSIA-AASI has an opportunity to grow its membership if it implements an annual rejoin campaign. The rejoin campaign should include tactics implemented at the National and Divisional levels (i.e., local rejoin events).*

**7. Optimal time to renew: Among respondents that have a preference, June is the most preferred month to renew.** Thirty-three percent of respondents indicated June is the optimum time of year to renew their PSIA-AASI membership. It should be noted; however, that 30% of respondents have “no preference” as to when they renew. These two responses (June and “no preference”) were the top two responses among all demographic groups analyzed (i.e., by age, gender, education, income, part-time/full-time/volunteer, instructor/trainer/director/coach).

- Among respondents that prefer a specific month to renew their membership, the essential reason for selecting that month (whether it be January, February, March, etc.) is to maintain their certification.

**Implication:** *There is a direct correlation in the minds of respondents between belonging to PSIA-AASI and maintaining their certification (ability to earn a living as an instructor). This factor is the overriding reason some respondents prefer to renew during a specific time of year. It should be noted, however, that a clear majority did not prefer one specific month.*

**8. Satisfaction with PSIA-AASI programs:** PSIA-AASI are meeting respondent needs and providing exceptional value with its highly rated educational programs and events. Among those respondents that have attended a PSIA-AASI educational program or event within the past year, 86% of attendees were satisfied with the event/program. In fact, 58% indicated they were “very satisfied” with the event/program. Moreover, 86% of attendees felt the value they received from the event/program was either equal to or greater than the cost to attend.

**Implication:** *PSIA-AASI’s educational programs and events help strengthen its brand as a leading source for professional development. This finding should be leveraged to increase awareness, value, and affinity with the organization.*

**9. Event participation:** Event participation is high! Over the past two years, 89% of respondents have attended a live event or clinic (either a PSIA-AASI or non-PSIA-AASI event) and 86% have plans to attend one or more professional training or educational events within the next year. As for participation in PSIA-AASI events, more than one-half (54%) of respondents reported they attended a PSIA-AASI educational program/event within the past year.

- Not surprisingly, respondents that are current members (60%) were significantly more likely than respondents that are former members (9%) to have attended a PSIA-AASI program/event in the past year. Likewise, 92% of respondents that are current members plan on attending events within the next year compared to only 37% of respondents that are former members that plan to do so. The majority of respondents that are former members intend to spend less than \$250 on professional training and education over the next 12 months.
- Understandably, respondents employed full-time are more likely to attend a greater number of events than paid part-time respondents or unpaid volunteers.
- School Trainers/Managers/Assistant Directors/Directors (76%) were more likely to have attended a PSIA-AASI program/event within the past year than Instructors (57%) and Competition Coaches (42%). In the next year, School Trainers/Managers/Assistant Directors/Directors also anticipate attending more events, on average, than Instructors or Competition Coaches.
- Among those respondents that plan on attending an event, 80% plan on attending one or two PSIA-AASI events. Thirty-five percent of respondents anticipate spending less than \$250 and 33% anticipate spending \$250 to \$499 on professional training and education over the next 12 months. The amount spent

for professional training and education does not vary significantly by household income. (**Note:** Registered, Certified, and Inactive Members will spend \$90 to maintain their PSIA-AASI membership; increasing the range for total spend (for dues plus training/education) from \$91 to \$589.

***Implication:** Participation in professional development programs and events should lead to higher levels of loyalty (i.e., if participants are satisfied with the experience). Accordingly, PSIA-AASI should include tactics in its marketing plans that are focused on increasing registrations to its events.*

**10. Barriers to event participation:** Although event registration is high, registration fees, associated travel costs and scheduling conflicts hinder participation. The primary reasons respondents have not and will not attend educational events are: price of the event, additional costs associated with traveling and conflicts with work/home.

- Accordingly, the percentage of respondents who are sensitive to the price of an event and its associated travel costs decreases as household income increases. As even further evidence to price sensitivity, 44% of respondents don't feel, "PSIA-AASI offers events that are affordable." Respondents in paid part-time and full-time positions (47%) were more likely to disagree with the affordability of events than respondents in unpaid volunteer positions (35%).

***Implication:** For some individuals, the value received by attending events and programs sponsored by PSIA-AASI (locally or nationally) simply does not outweigh the cost. In other words, individuals do not perceive PSIA-AASI events as essential to maintaining their lifestyle or position. If the value in attending these programs truly exists, PSIA-AASI must develop new tactics and messages to effectively communicate this sentiment to members and prospects.*

**11. Focus area:** Improving instruction skills, educating members on the latest techniques and delivering needed resources are PSIA-AASI's most important functions. Most respondents agree that the most important functions of a professional association for snowsports instructors are to help members improve their instruction skills, inform members about what is new in instructing and provide instructors with the resources they need.

- Additionally, a large percentage of respondents also feel the development of nationally and internationally recognized certification standards are important.

***Implication:** Some ski and snowboard instructors believe the primary role of PSIA-AASI is to provide professional and personal development, yet this is not why most claimed they had initially joined the organization. The challenge for PSIA-AASI will be to create marketing messages that incorporate both points into its brand promise.*

**12. Familiarity with PSIA-AASI benefits: Awareness of PSIA-AASI’s specific products and services is somewhat low among younger respondents.** Respondents between the ages of 18 and 24 appear less aware of some PSIA-AASI benefits; they have lower levels of awareness for the calendar of events, PSIA-AASI Accessories Catalog, member events and professional/promotional discounts offered, than respondents in other age groups.

- When looking at respondents overall, 28% were unaware of the Web-based learning modules and 22% were unaware of the Movement Matrix.

*Implication: Awareness and usage both impact satisfaction and ultimately retention rates. This finding points to an opportunity for PSIA-AASI to increase resources that will help address both issues.*

**13. Information sources and channels: PSIA-AASI appears to be a trusted site for information on the snowsports industry.** Despite the fact that some respondents are no longer members of PSIA-AASI, 21% continue to reference PSIA-AASI for most of their information on the snowsports industry; through either the National or Division websites.

- Conversely, twenty-four percent of respondents look to “other” publications for most of their snowsports information. Respondents 65 or older (47%) are more likely to refer to “other” publications, whereas respondents, 24 or younger, are more likely to obtain information from “other” snowsports websites.
- It is interesting to note; however, that 22% of respondents do not actively seek information.

*Implication: PSIA-AASI appears to be perceived by some respondents as a high quality source for information about the snowsports industry. As such, the organization may be able to use these resources to recapture some of its former members.*

**14. Social Media: Respondents are active in social media and a large percentage access PSIA-AASI’s Community and The Snow Pros YouTube Channel.** Approximately two-thirds of respondents use social media sites (e.g., Facebook and YouTube) for personal reasons. Forty percent of respondents use the PSIA-AASI Community for work or personal use and 38% of respondents use the PSIA-AASI The Snow Pros YouTube Channel for work or personal use.

- The use of Facebook and YouTube for personal reasons is negatively correlated with age; as age increases the use of these two social media outlets decrease (Facebook: from 92% among respondents 18 to 24 years of age to 43% among respondents 65 or older; YouTube: from 88% among respondents 18 to 24 years of age to 37% among respondents 65 or older).
- Women are more likely (77%) to use Facebook for personal use than men (58%). There is no significant difference by age in the use of the PSIA-AASI Community or PSIA-AASI The Snow Pros YouTube Channel.

**Implication:** Similar to other organizations with a highly mobile target audience, PSIA-AASI should consider implementing marketing tactics that incorporate the use of digital technology to get the message out.

**15. Overall audience profile:** In addition to their snowsports responsibilities, 80% of respondents are employed in another capacity or focus on other areas such as parenting or school. Almost two-thirds (64%) of the respondents are paid part-time employees during the snowsports season, 25% are paid full-time employees and 10% are unpaid volunteers. Eighty-nine percent of respondents are current members of PSIA-AASI and 11% are former members with over 90% in the Certified member category.

**Implication:** PSIA-AASI competes with many sources outside the snowsports industry for share of attention and wallet. In addition, with the high percentage of respondents who work part-time during the snowsports season, it is not surprising that one of the primary findings from this study is the high sensitivity to price.

**Other observations:**

- Respondents prefer to receive information and special offers from PSIA-AASI via email; primarily accessing email through either their personal laptop or smart phone.
- Thirty-eight percent of respondents currently own or use an e-reader such as a Nook, Kindle or Tablet, 10% plan to purchase one within the next year, and 52% have no plans to purchase or use one in the future. A larger percentage of respondents age 65 or older (39%) own/use an e-reader than respondents ages 18 to 24 (23%).

## FORMER MEMBER KEY FINDINGS

### A Breakdown: Former Member Segments

Approximately 11% of survey respondents (n=6,832) identified themselves as former members (p2=11%) of PSIA-AASI. In an effort to learn more about this respondent population, Avenue M developed six segments, based on respondents' primary motivation for previously joining PSIA-AASI.

**Segment Population:** The following segments only represent the 11% of survey respondents that self-identified themselves as former members (p2=11%) of PSIA-AASI; accordingly, the percentages below refer only to these survey respondents (p2=11%).

- Qualified (45%)
- Self-actualized (40%)
- Acclaimed (7%)
- Astute (3%)
- Frugal (3%)
- The Social Professional (2%)

*Please note, percentages were rounded to the nearest whole number; therefore, percentages may not always add up to exactly 100%.*

### **Qualified (45%):**

Certification motivates this segment. The primary reason for joining PSIA-AASI was to obtain PSIA-AASI certification. The demographic percentages are comparable to the overall demographics of all six segments. This indicates that the qualified segment is a good representative sample of all six segments.

### **Qualified Profile:**

- The population of this segment is fairly similar to the overall population of all (former member) segments, with 65% being male and 35% being female.
- There is somewhat of an age gap. Twenty-five percent are between the ages of 45 and 54, 24% are 55 to 64, and 21% are between 25 and 34 years old.
- Seventy-two percent achieved a bachelor's degree or higher: 40% hold a bachelor's degree, 26% hold a master's degree, and 6% hold a PhD/MD.
- The total annual household income is dispersed rather evenly across the board, with no significant representation in one price range. Once more, this is indicative of the importance of certification at all levels.
- Seventy percent live with a spouse or significant other; of that 70%, over half live without children (55%).

### Qualified Role in PSIA-AASI:

- When asked about their snow sports responsibility, 51% said they were instructors and 27% said they did not teach last season.
- The qualified segment represents all areas of (snow sports) teaching; however, the three most taught snow sports are alpine (78%), children's instruction (34%), and snowboarding (29%).
- The qualified segment represents the highest percentage of paid employees at 87% (62% paid part-time, 25% paid full-time).
- Forty-one percent have not been a member of PSIA-AASI for 1 to 2 years, 26% for 2 to 3 years, and 19% less than a year ago.
- Twenty-six percent considered the Rocky Mountain Division to be their primary division, and 23% considered Eastern to be their primary division.

### Qualified Perceptions:

- The qualified segment was asked to rate the importance of various items in their daily lives; the following items were rated as *very important*: fun & enjoyment (70%), self-fulfillment (68%), sense of accomplishment (68%), and being well respected (53%).
- More than half responded that they were satisfied with their membership experience (25% were very satisfied).
- The qualified segment reported various reasons for letting membership lapse; however, the main reasons were: it was too expensive to maintain certification (45%), they no longer work/volunteer as an instructor (32%), and dues were too high for benefits gained through membership (32%).

### Self-actualized (40%):

Self-fulfillment motivates this segment. The primary reason for joining PSIA-AASI was to become a better instructor. The demographic percentages are comparable to the overall demographics of all six segments. This indicates that the qualified segment is a good representative sample of all six segments.

### Self-actualized Profile:

- The ratio of men and women is equivalent (i.e., 68% males, 32% females) to the ratio of all six segments.
- The self-actualized segment falls into two dominant age groups: 55 to 64 (31%) and 45 to 54 (23%).
- Seventy-two percent have a bachelor's degree or higher (40% bachelor's, 24% master's, 8% PhD/MD).
- Total annual household income is spread across all amounts of income.
- Seventy percent live with a spouse or significant other; of that percentage, 53% live without children.

### Self-actualized Role in PSIA-AASI:

- Fifty-eight percent are instructors; additionally, 26% of the self-actualized segment reported not teaching last season.
- Sixty-six percent hold a part-time paid position (employment) during the snow sports season.
- The self-actualized segments has the largest population (i.e., 21%) of the most recent members (i.e., less than a year since membership lapsed). Furthermore, 39% of self-actualized respondents were members 1 to 2 years ago, 28 % were members 3 to 4 years ago.
- Thirty-four percent considered the Eastern Division to be their primary division.

### Self-actualized Perceptions:

- Seventy-three percent indicated that self-fulfillment is *very important* in their daily lives; fun & enjoyment and sense of accomplishment were also rated *very important* to the same degree (i.e., 73%). Being well respected is regarded as *very important* by 54% of the self-actualized segment.
- Fifty-six percent were satisfied with their membership experience (30% somewhat satisfied, 26% very satisfied).
- The following were the main reasons for allowing memberships to lapse: it was too expensive to maintain certification (40%), dues were too high for the benefits gained through membership (32%), they no longer work/volunteer as an instructor (30%), and they were not rewarded financially for maintaining their membership (22%).

### Acclaimed (7%):

Recognition motivates this segment. The foremost reasons for joining PSIA-AASI were to gain the prestige of being affiliated with PSIA-AASI and to prove their knowledge and skill.

### Acclaimed Profile:

- The acclaimed segment has the second largest disparity in gender amongst all of the segments; 77% of males are primarily motivated by prestige and recognition, compared to only 23% of females.
- The age range is dispersed fairly evenly across all adult age groups; however, the largest percentage (i.e., 26%) is between the ages of 25 and 34. This age group points towards individuals that are in the early to mid stages of their careers and therefore may attempt, more than other age groups, to establish themselves through recognition.
- Seventy-five percent hold a bachelor's degree or higher (48% bachelor's degree, 20% master's degree, 7% PhD/MD).
- When asked to report their total annual household income, 26% replied *prefer not to tell you*.

- Most likely due to a younger demographic, 73% live without children. Thirty-six percent live with a spouse or significant other; contrariwise, another 36% live without a significant other or roommate.

#### **Acclaimed Role in PSIA-AASI:**

- Half are instructors, and 28% did not teach last season.
- The acclaimed segment (along with the astute segment) has the highest representation, across all six segments, of snowboard instructors with 35%. Yet, the acclaimed segment mostly (i.e., 74%) teach alpine, and twenty-four percent are children's instructors. There is no representation in telemarking.
- One-third are paid full-time employees (the largest percentage amongst all six segments). This may be evidence of the acclaimed segment's motivation to prove themselves and their desire to carry the prestige of PSIA-AASI. Fifty percent are part-time paid employees.
- Thirty-seven percent let their membership lapse 1 to 2 years ago, 33% 3 to 4 years ago, and 17% less than a year ago. The longest period of inactivity for is 5 to 7 years, which only pertains to 11% of the segment.
- Forty-six percent considered the Eastern Division to be their primary division when they were active members of PSIA-AASI.

#### **Acclaimed Perception:**

- Two-thirds agree that sense of accomplishment (67%) and being well respected are very important in their daily lives (67%) - items parallel to their drive for recognition. They also rated self-fulfillment (71%) and fun & enjoyment (67%) as *very important*.
- The acclaimed segment was the second most satisfied with membership experience (61%). Forty-one percent were somewhat satisfied, 20% were very satisfied, 17% were neutral, 15% were somewhat dissatisfied, and 7% were very dissatisfied.
- Reportedly, the acclaimed segment allowed membership to lapse because maintaining certification was too expensive (48%), they no longer work/volunteer as an instructor (37%), dues are too high for the benefits gained through membership (35%), and they were not financially rewarded for maintaining their membership (22%).

#### **Astute (3%):**

Occupational resources motivate this segment. The key reasons for joining PSIA-AASI were to gain access to member events (e.g., clinics, conferences, member gatherings) and to take advantage of online teaching resources.

### Astute Profile:

- Although men dominate the segments overall, the astute segment contains the highest percentage of women at 41%.
- Eighty-one percent are forty-five years of age or older (43% are 45 to 54). Presently, there are no individuals under the age of 25 in this segment.
- The highest level of education achieved is a master's degree; however, they represent the largest segment percentage of masters' degrees (i.e., 40%). Additionally, thirty-five percent have bachelor's degrees.
- Twenty percent bring in a total household income between \$75,000 and \$99,999 annually; thirty percent bring in more than \$99,999 annually. Accordingly, over three quarters live with a spouse or significant other and nearly half (i.e., 47%) of those living with spouses/significant others also have children residing with them.

### Astute Role in PSIA-AASI:

- Forty-four percent are instructors, and twenty-two percent did not teach last season.
- The astute segment currently has no individuals teaching telemarking or freestyle; conversely, they have the largest segment representation in adaptive (22%); they also have good representation in alpine (57%) and snowboarding (35%).
- More than half (i.e., 57%) are paid part-time employees. Also, they have the second highest representation of unpaid volunteers (30%).
- Fifty-seven percent membership lapsed 1 to 2 years ago, 22% 3 to 4 years ago, and 17% less than a year ago.
- When active members of PSIA-AASI, forty-one percent considered the Eastern Division to be their primary division.

### Astute Perceptions:

- Seventy percent concur that both sense of accomplishment and self-fulfillment are *very important* in their daily lives. Fun & enjoyment was also rated as *very important* by 52% of astute respondents.
- The astute segment appeared to be the most apathetic in their membership experience satisfaction ratings; accordingly, they accounted for the highest percentage (i.e., 35%) of neutral satisfaction. Moreover, they had the lowest percentage, amongst the various segments, of very satisfied individuals (13%).
- The main reasons for membership lapse were: it was too expensive to maintain certification (57%), dues were too high for the benefits gained through membership (48%), they no longer work/volunteer as an instructor (35%), they were not rewarded financially for maintaining their membership (35%), it was too expensive to achieve the next level of certification (26%), and they could obtain the same benefits from other sources (22%).

### Frugal (3%):

Discounts motivate this segment. The principal reasons for joining PSIA-AASI were to obtain discounts on technical/teaching manuals and save money through member-only offers on winter gear (e.g., skis, boards).

#### Frugal Profile:

- The frugal segment has the largest percentage of males (i.e., 82%) across all segments.
- They also have the largest percentage of youth. Forty-six percent are between the ages of 25 and 34. Younger individuals are more likely to be thrifty (through discounts) in order to establish themselves financially.
- Seventy-seven percent have earned a bachelor's degree or higher; specifically, 46% hold a bachelor's degree, 23% hold a master's degree, and 9% hold a PhD/MD.
- Nearly one-quarter (i.e., 24%) collect a total annual household income of \$75,000 to \$99,999; conversely, nearly twenty percent have a total annual income of \$25,000 to \$49,000.
- Most likely due to the younger demographic, sixty-seven percent live without children. Furthermore, approximately half of those (living without children) live with a roommate, and the other half live with a spouse or significant other.

#### Frugal Role in PSIA-AASI:

- The majority classified their snow sports responsibility in two main groups: instructor (68%) and did not teach last season (23%).
- The frugal segment mainly teaches alpine (73%), children's instruction (39%), and snowboarding (27%). They currently have no representation in cross-country and freestyle teaching.
- The largest percentage of the frugal segment (i.e., 41%) last belonged to PSIA-AASI 3 to 4 years ago, followed by 23% who last belonged 1 to 2 years ago.
- Twenty-seven percent considered the Central Division to be their primary division when their membership was active.

#### Frugal Perceptions:

- In accordance with their thrifty personality, forty-three percent rated sense of security as *very important* in their daily lives. Self-fulfillment (73%), sense of accomplishment (64%), excitement (50%), and being well respected (50%) were also rated as *very important* by the frugal segment.
- Although 59% were satisfied with their membership experience (27% very satisfied, 32% somewhat satisfied), they are the most dissatisfied segment with 32% who were dissatisfied with their membership experience (18% somewhat dissatisfied, 14% very dissatisfied).

- Reportedly, membership lapsed because 32% no longer work/volunteer as an instructor, and 27% said it was too expensive to maintain their certification - this is important to note for a group that appears to be economically savvy.

### **Social (2%):**

Social interactions motivate this segment. The primary reason for joining PSIA-AASI was to connect with other passionate instructors.

#### **Social Profile:**

- Nearly three quarters are men.
- The majority (i.e., 88%) are over the age of 45; 56% are between the ages of 45 and 54, and 31% are 55 to 64 years old.
- A bachelor's degree is the highest level of education achieved and held by 63%.
- Forty-four percent have a total annual household income of \$25,000 to \$49,999; accordingly, 50% live without a significant other or roommate.

#### **Social Role in PSIA-AASI:**

- Sixty-nine percent are instructors; accordingly, they teach a variety of snow sports with the foremost ones being alpine (69%), children's instruction (38%), and snowboarding (25%). There is currently no representation of social respondents in telemarking instruction.
- The social segment accounts for the highest percentage (i.e., amongst the various segments) of unpaid volunteer positions (31%); conversely, they have the lowest percentage of full-time paid positions with only 6%.
- The social segment seems to be more recently active, as 5 to 7 years is longest length of time since 13% were last members of PSIA-AASI. Moreover, three quarters of social respondents last belonged to PSIA-AASI an average of two and a half years ago.
- Forty-four percent considered the Eastern Division to be their primary division when they were last active in PSIA-AASI.

#### **Social Perceptions:**

- When asked to rate the importance of various items in a list, social respondents rated the following items as *very important* in their daily lives: sense of accomplishment (94%), excitement (75%), self-fulfillment (75%), fun & enjoyment (69%), and being well respected (56%).
- The outgoing nature of the social segment appears to make them more positive, as their membership experience ratings had the highest percentage of satisfied ratings (63%), the lowest percentage of dissatisfied ratings (19%), and they were the only segment to have no *very dissatisfied* ratings. More specifically, their membership experience ratings breakdown as follows: 38% were somewhat

satisfied, 25% were very satisfied, 19% were neutral, 19% were somewhat dissatisfied, and 0% were very dissatisfied.

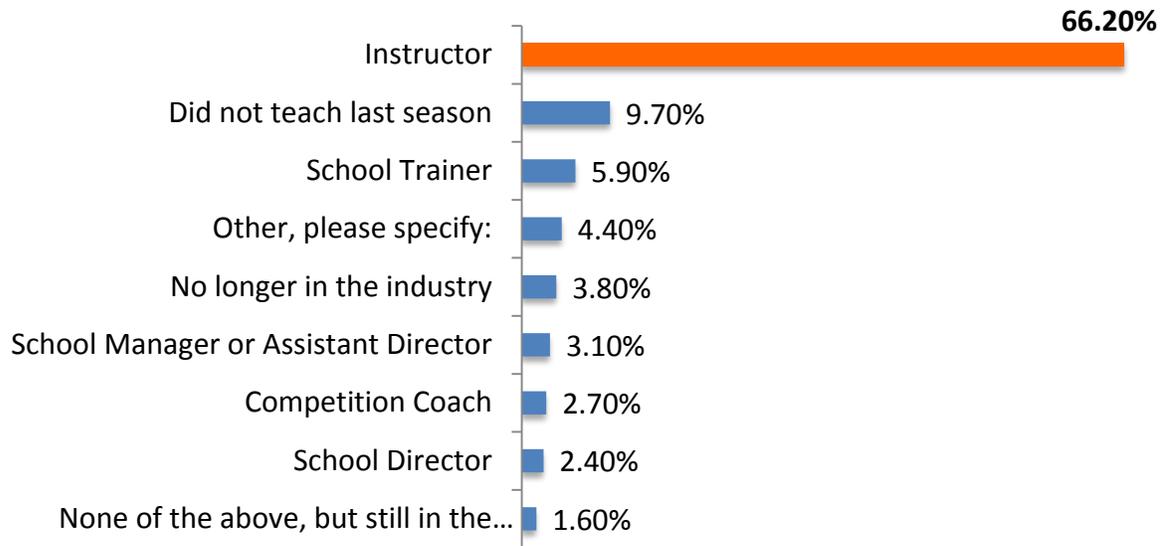
- Thirty-eight percent reported that membership lapsed because it was too expensive to maintain their certification. Additionally, dues were too high for the benefits gained through membership (31%), they no longer work/volunteer as an instructor (25%), and they were not rewarded financially for maintaining their membership (23%).

### Overall Former Member Segments Profile (p2=11%):

- These segments are based on 11% of the overall respondent population. This eleven percent of respondents who identified themselves as former PSIA-AASI members.
- The male population dominates the former member segments at 68%; however, this varies within each individual segment.
- Seventy-three percent hold a bachelors degree or higher.
- Seventy percent live with a spouse or significant other; amongst the individuals who live with a spouse/significant other, 55% live without children.
- Twenty-nine percent considered their primary division to be the Eastern Division, and twenty-one percent said their primary division was the Rocky Mountain Division.
- Satisfaction with membership experience broke down as follows: 29% somewhat satisfied, 25% very satisfied, 20% neutral, 16% somewhat dissatisfied, 11% very dissatisfied.
- Only 16% are unpaid volunteers, 62% are paid part-time, and 21% paid full-time.
- The length of time since membership lapsed: 39% have not belonged for 1 to 2 years, 28% 3 to 4 years, 20% less than one years ago, 11% 5 to 7 years ago, and 3% 8 or more years ago.
- The majority of former members fall into one of two snow sports responsibility groups: Instructor (54%) and did not teach last season (25%). Only 0.1% of former member respondents said they left the snow sports industry altogether. Accordingly, 76% taught alpine, 32% were children's instructors, and 26% taught snowboarding.
- Across all of the segments, 70% of individuals rated fun & enjoyment, sense of accomplishment, and self-fulfillment as *very important* in their daily lives.
- Reasons they let membership lapse: too expensive to maintain certification (42%), dues were too high for the benefits gained through membership (33%), they are no longer working/volunteering as an instructor (30%), they are not financially rewarded for maintaining their membership (23%).

## OVERALL SURVEY RESULTS

### What is your primary snowsports responsibility?

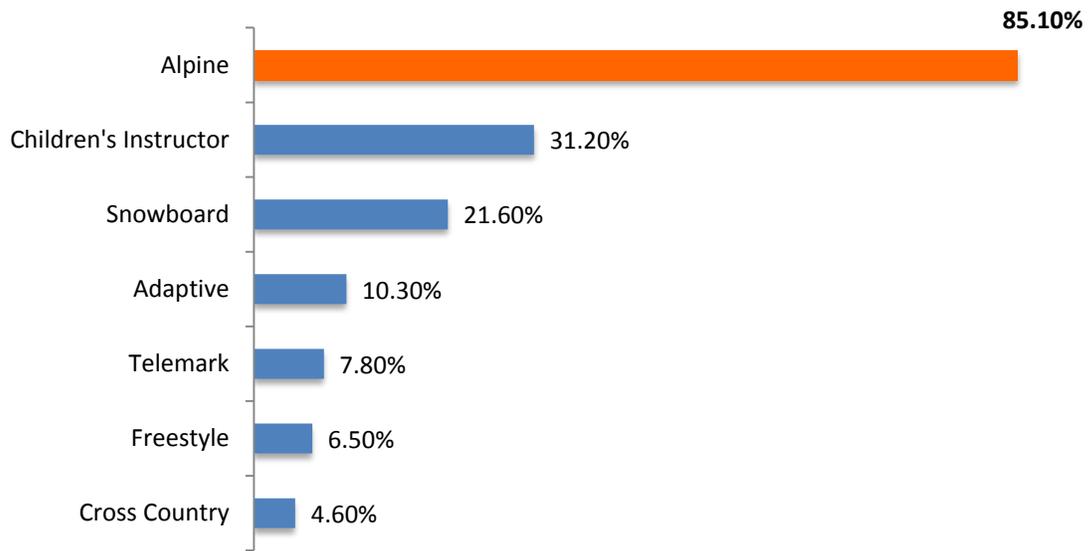


Value	Percent
<b>Instructor</b>	<b>66.20%</b>
Did not teach last season	9.70%
School Trainer	5.90%
Other	4.40%
No longer in the industry	3.80%
School Manager or Assistant Director	3.10%
Competition Coach	2.70%
School Director	2.40%
None of the above, but still in the snowsports industry	1.60%

**Total responses: 6,821**

Two-thirds (66%) of the respondents are currently ski or Snowboard Instructors, 14% did not teach last season or are no longer in the industry, 6% are School Trainers, 6% are School Directors/Assistant Directors/Managers, and 3% are Competition Coaches.

**Which snowsport(s) do you teach? (Check all that apply)**

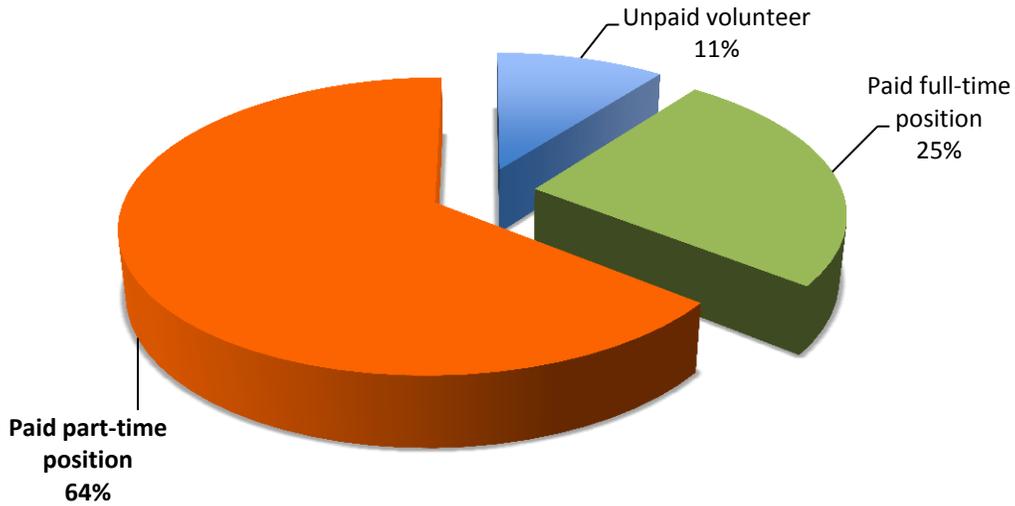


Value	Percent
<b>Alpine</b>	<b>85.10%</b>
Children's Instructor	31.20%
Snowboard	21.60%
Adaptive	10.30%
Telemark	7.80%
Freestyle	6.50%
Cross Country	4.60%

**Total responses: 6,529**

The majority (85%) of the responding instructors teach alpine skiing. Thirty-one percent of the respondents are children’s instructors, 22% teach snowboarding, 10% teach adaptive skiing, 8% teach telemark skiing, 7% teach freestyle skiing and 5% teach cross country skiing.

During the snowsports season, do you consider your employment to be:

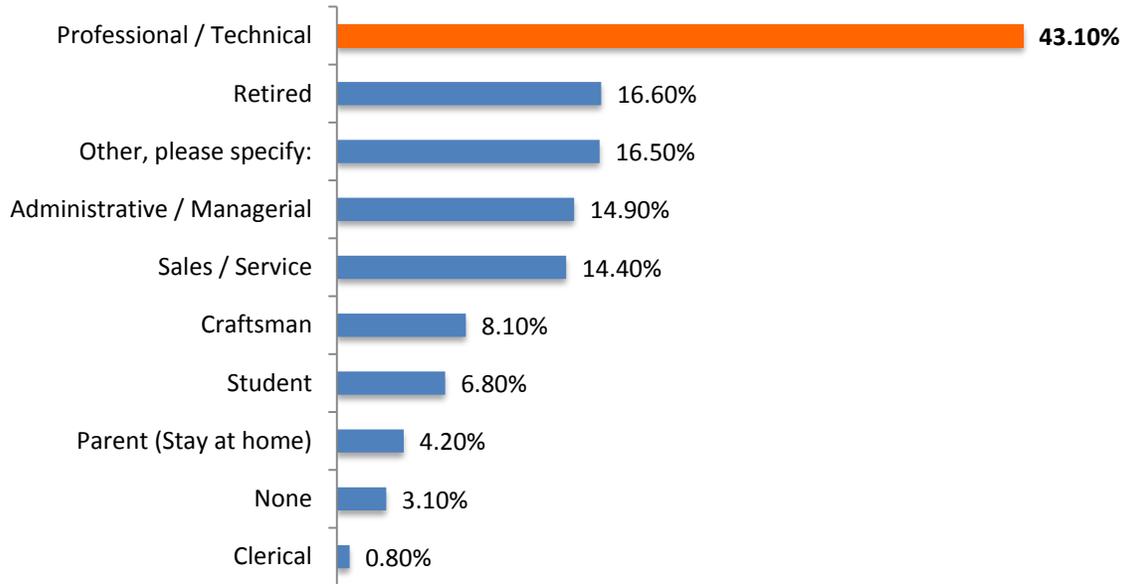


Value	Percent
<b>Paid part-time position</b>	<b>64.30%</b>
Paid full-time position	25.30%
Unpaid volunteer	10.40%

**Total responses: 6,494**

Almost two-thirds (64%) of the respondents are paid part-time employees during the snowsports season. One quarter (25%) of the respondents are paid full-time employees during the season and 10% are unpaid volunteers.

**What other forms of employment do you pursue/participate? (Check all that apply)**



Value	Percent
<b>Professional / Technical</b>	<b>43.10%</b>
Retired	16.60%
Other	16.50%
Administrative / Managerial	14.90%
Sales / Service	14.40%
Craftsman	8.10%
Student	6.80%
Parent (Stay at home)	4.20%
None	3.10%
Clerical	0.80%

**Total responses: 6,529**

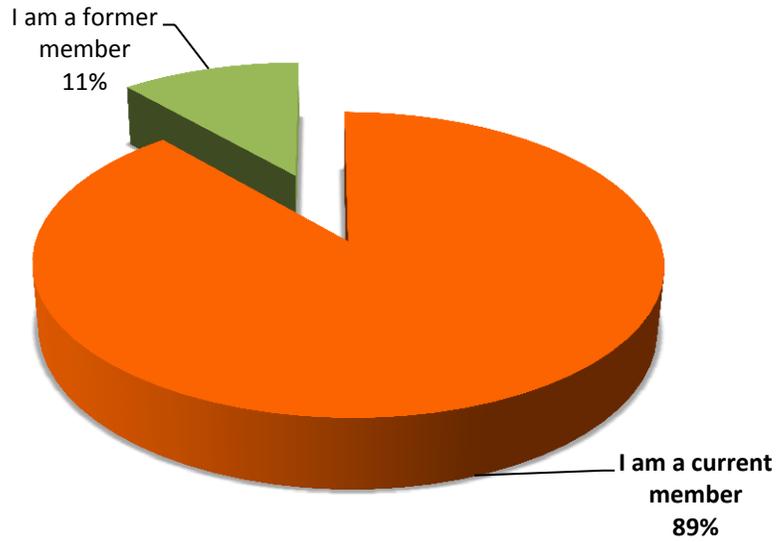
Eighty percent of the respondents are employed in another capacity or focus on other areas such as parenting or school in addition to their snowsports responsibilities. Forty-three percent of the respondents are employed in a professional or technical position, 15% in an administrative or managerial position, 15% are in sales/service, 8% craftsman, 7% students, 4% stay at home parents, and 1% serve in a clerical position. Seventeen percent of the respondents are retired.

People look for or want things at different points in their lives. Please rate each item below in terms of how important it is to you in your daily life. (Scale 1 – 9, 9 = Extremely important)

Value	Not Important								Extremely Important
	1	2	3	4	5	6	7	8	9
	%	%	%	%	%	%	%	%	%
Sense of belonging	2.30%	2.70%	4.30%	4.90%	13.60%	15.00%	23.90%	16.10%	17.20%
<b>Fun and enjoyment</b>	0.20%	0.10%	0.20%	0.60%	2.10%	5.00%	17.20%	<b>28.20%</b>	<b>46.40%</b>
<b>Self-fulfillment</b>	0.40%	0.20%	0.40%	0.90%	3.50%	6.00%	17.10%	<b>31.00%</b>	<b>40.60%</b>
Being well respected	1.20%	0.80%	1.50%	2.70%	8.50%	10.30%	22.60%	26.40%	25.80%
Excitement	0.50%	0.70%	1.50%	2.90%	8.90%	13.60%	22.60%	24.90%	24.40%
<b>Sense of accomplishment</b>	0.40%	0.10%	0.60%	0.60%	2.70%	5.00%	16.50%	<b>33.80%</b>	<b>40.50%</b>
Security	6.70%	4.10%	5.30%	6.60%	15.40%	12.40%	17.20%	14.90%	17.30%

In their daily lives, respondents strive for fun and enjoyment followed by a sense of accomplishment and self-fulfillment.

**What best describes your relationship with PSIA-AASI?**

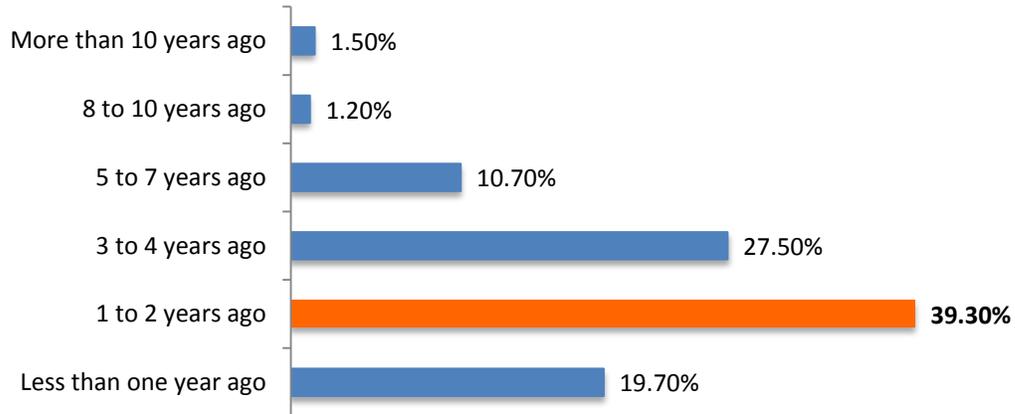


Value	Percent
I am a current member	88.70%
I am a former member	11.30%

**Total responses: 6,574**

Eight-nine percent of the survey respondents are current members of PSIA-AASI and 11% are former members.

### How long has it been since you last belonged to PSIA-AASI?

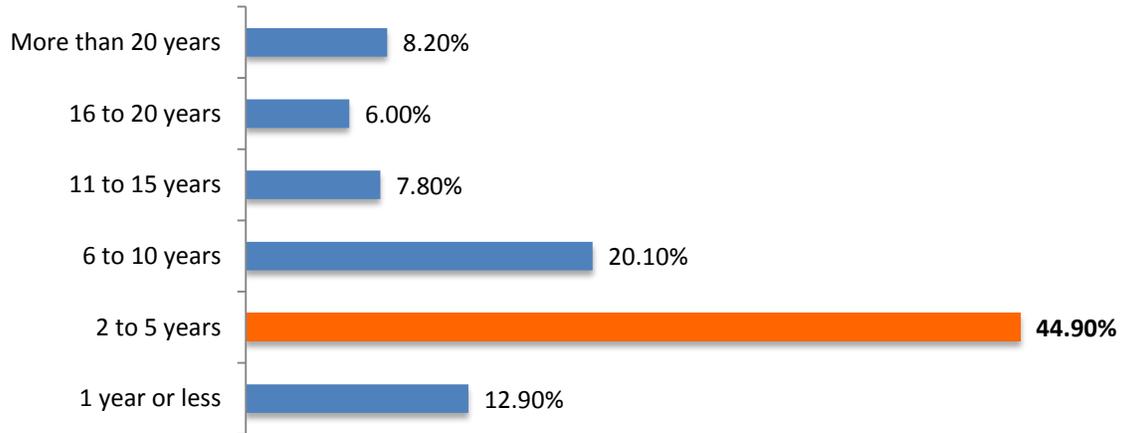


Value	Percent
Less than one year ago	19.70%
<b>1 to 2 years ago</b>	<b>39.30%</b>
3 to 4 years ago	27.50%
5 to 7 years ago	10.70%
8 to 10 years ago	1.20%
More than 10 years ago	1.50%

**Total responses: 730**

Eighty-seven percent of the former member respondents allowed their membership to lapse within the last four years.

## How many years were you a member of PSIA-AASI?



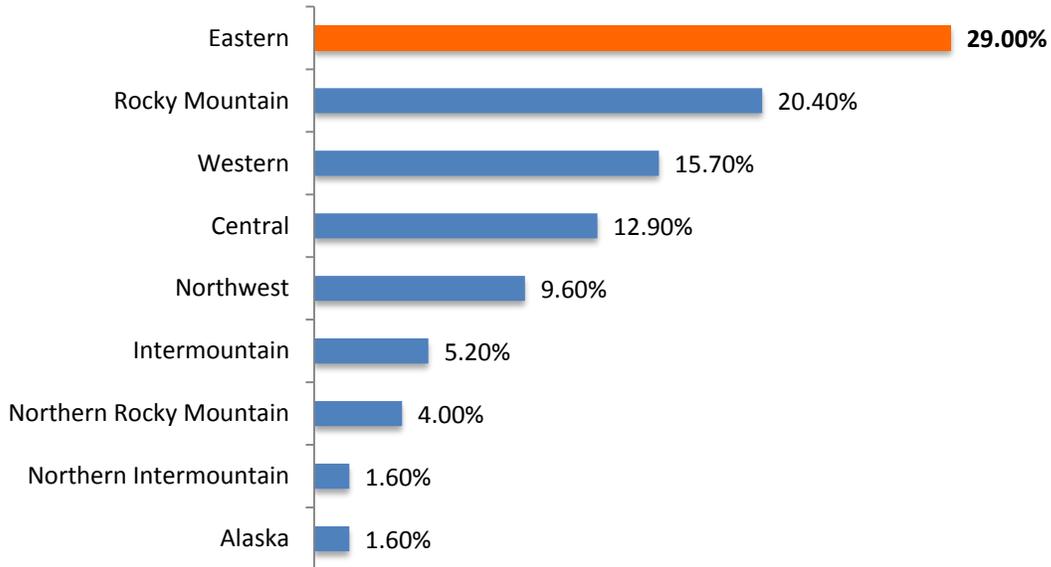
Value	Percent
1 year or less	12.90%
<b>2 to 5 years</b>	<b>44.90%</b>
6 to 10 years	20.10%
11 to 15 years	7.80%
16 to 20 years	6.00%
More than 20 years	8.20%

**Total responses: 730**

Before allowing their membership in PSIA-AASI to lapse, former members belonged to PSIA-AASI for an average of eight years. The largest percentage (45%) of former members, were members for two to five years.

- The unpaid volunteer was actually a member longer, on average, than former members in a paid position.

**What was your primary division when you were a member of PSIA-AASI?**

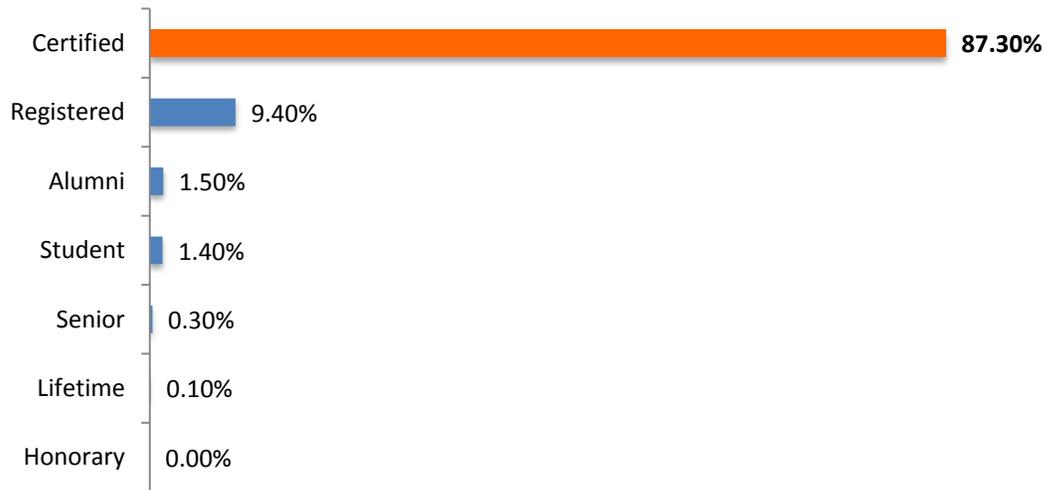


Value	Percent
<b>Eastern</b>	<b>29.00%</b>
Rocky Mountain	20.40%
Western	15.70%
Central	12.90%
Northwest	9.60%
Intermountain	5.20%
Northern Rocky Mountain	4.00%
Alaska	1.60%
Northern Intermountain	1.60%

**Total responses: 731**

Almost one-half (49%) of the former members represent two divisions; Eastern and Rocky Mountain.

### What PSIA-AASI membership category did you last belong to?

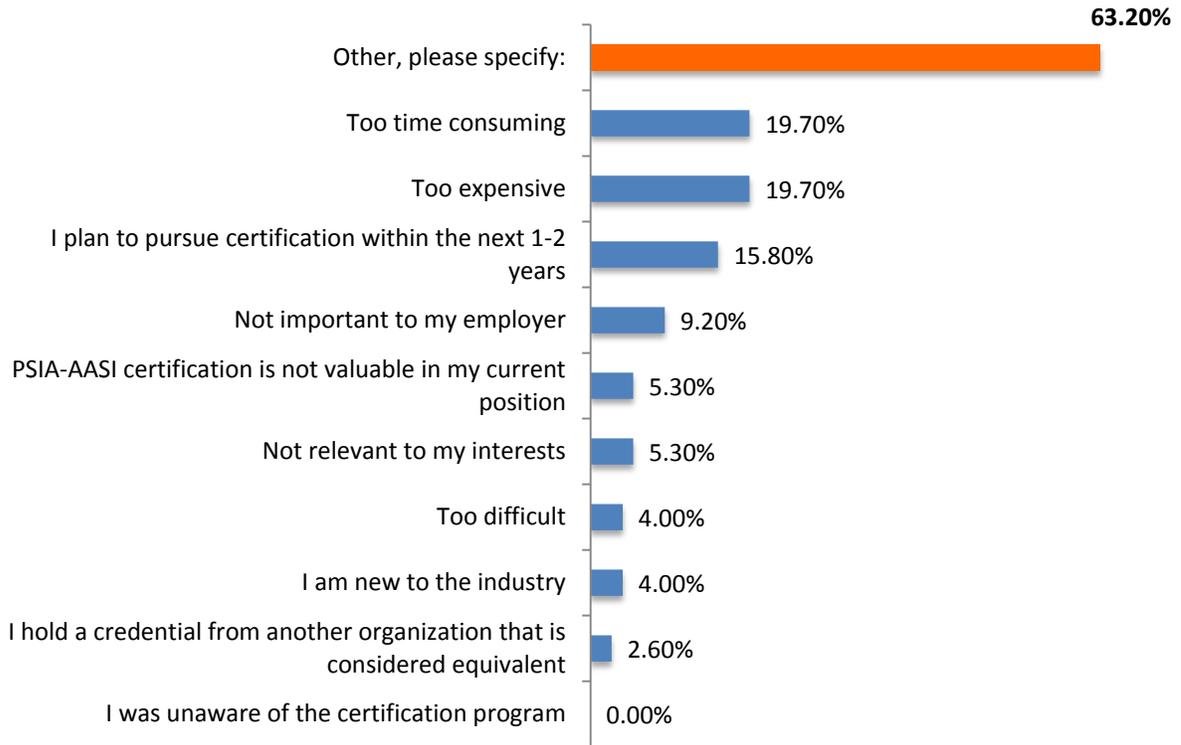


Value	Percent
<b>Certified</b>	<b>87.30%</b>
Registered	9.40%
Alumni	1.50%
Student	1.40%
Senior	0.30%
Lifetime	0.10%
Honorary	0.00%

**Total responses: 725**

The vast majority (87%) of the former members were in the Certified member category, 9% were Registered members, and 3% were in the Alumni, Student, Senior, and Lifetime member categories.

**Why have you not pursued Level 1 certification? (Check all that apply)**

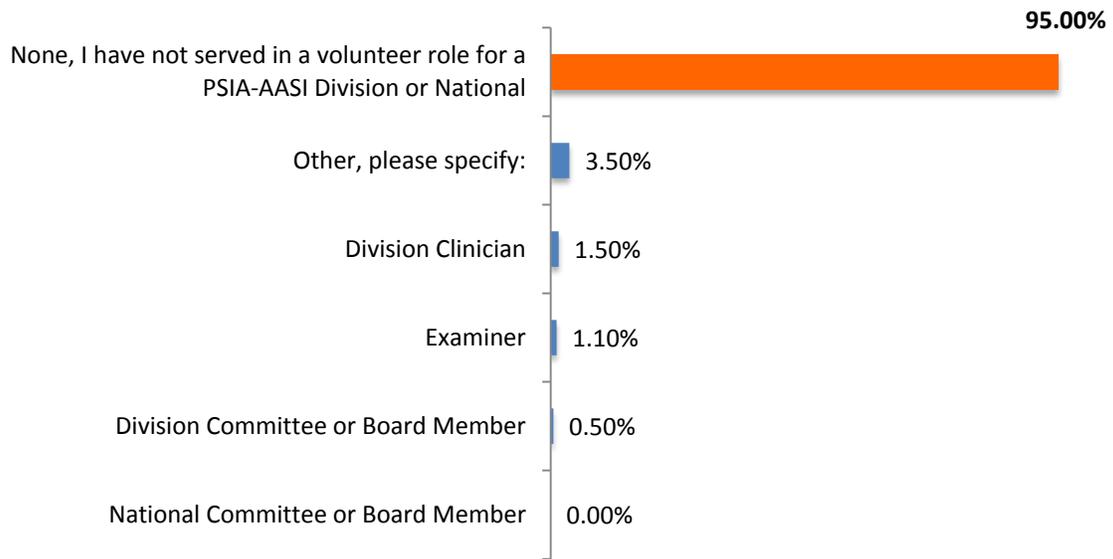


Value	Percent
<b>Other</b>	<b>63.20%</b>
Too expensive	19.70%
Too time consuming	19.70%
I plan to pursue certification within the next 1-2 years	15.80%
Not important to my employer	9.20%
Not relevant to my interests	5.30%
PSIA-AASI certification is not valuable in my current position	5.30%
I am new to the industry	4.00%
Too difficult	4.00%
I hold a credential from another organization that is considered equivalent	2.60%
I was unaware of the certification program	0.00%

**Total responses: 76**

Former members indicated a variety of reasons for having not pursued their Level 1 Certification. The top reasons include time constraints, cost, and difficulty with examiners. Sixteen percent of the former members, however, plan on pursuing their certification in the next one to two years.

**Have you ever served in any of the following roles for PSIA-AASI? (Check all that apply)**

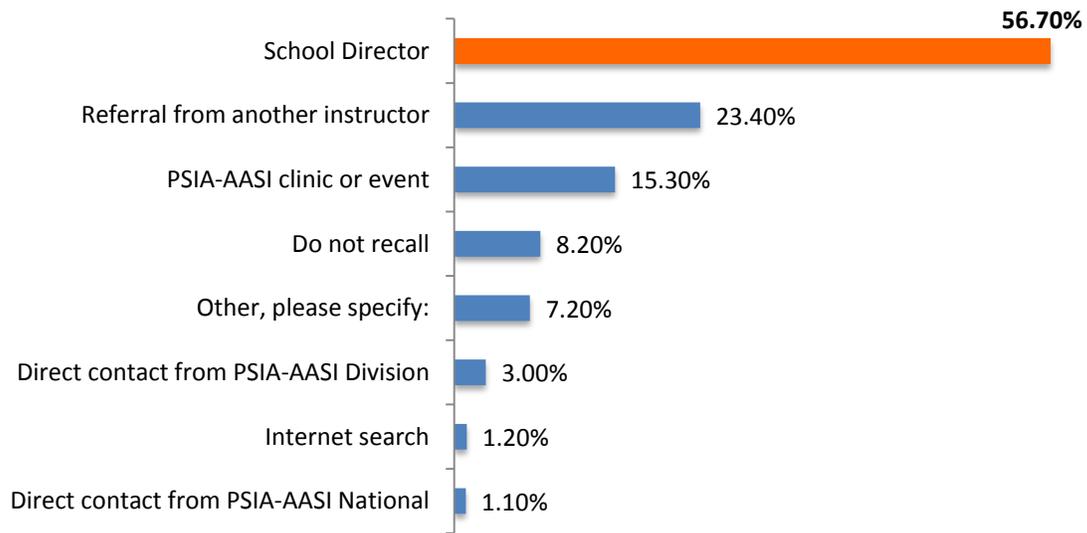


Value	Percent
<b>None, I have not served in a volunteer role for a PSIA-AASI Division or National</b>	<b>95.00%</b>
Other	3.50%
Division Clinician	1.50%
Examiner	1.10%
Division Committee or Board Member	0.50%
National Committee or Board Member	0.00%

**Total responses: 661**

Only five percent of the former members have ever served in a volunteer role for PSIA-AASI.

**How did you first hear about PSIA-AASI? (Check all that apply)**



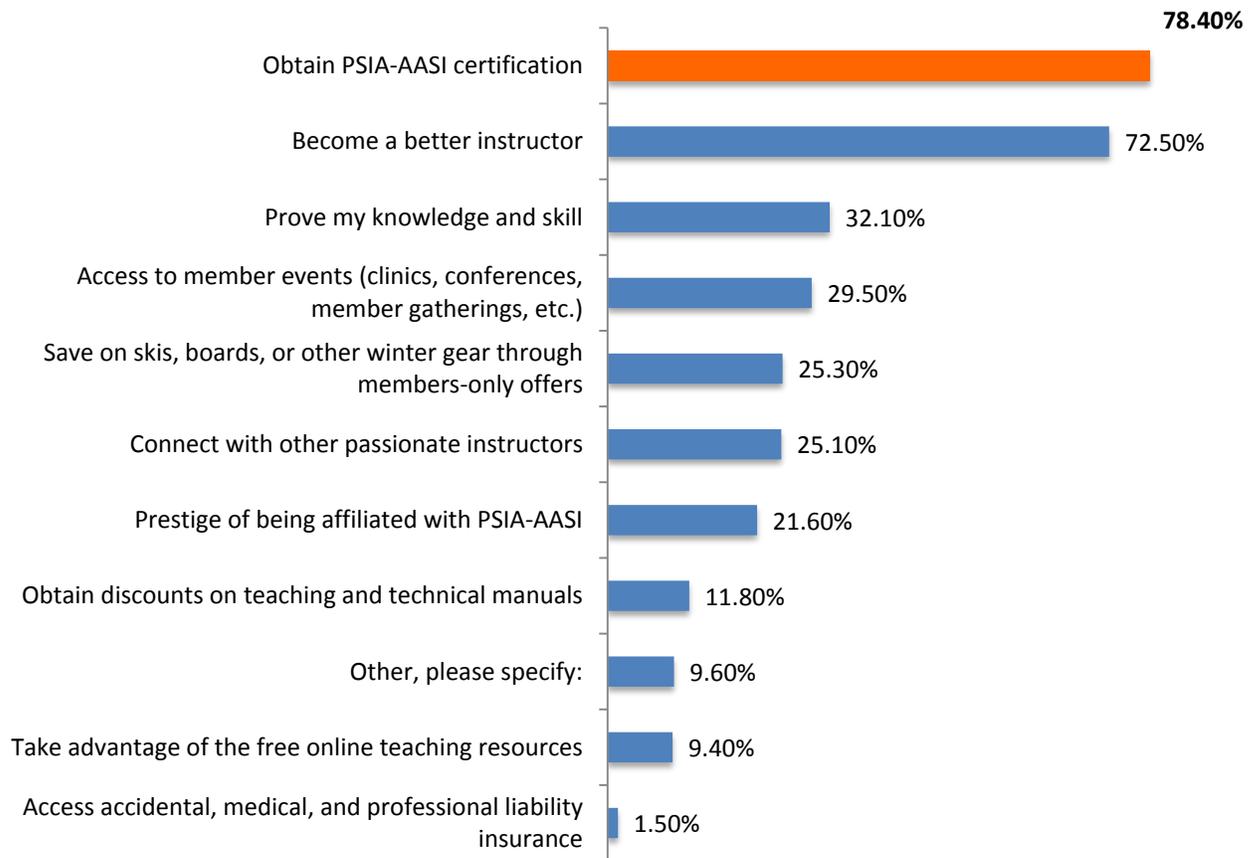
Value	Percent
<b>School Director</b>	<b>56.70%</b>
Referral from another instructor	23.40%
PSIA-AASI clinic or event	15.30%
Do not recall	8.20%
Other, please specify:	7.20%
Direct contact from PSIA-AASI Division	3.00%
Internet search	1.20%
Direct contact from PSIA-AASI National	1.10%

**Total responses: 734**

School Directors are an influential medium for getting the word out about PSIA-AASI. Fifty-seven percent of the former members first learned of PSIA-AASI through the director of their school. Referrals from other instructors are also helpful, as well as first hand experience at a PSIA-AASI clinic or event.

- Former members from the Eastern Division had the highest likelihood (31%) of hearing about PSIA-AASI from another instructor.

### Why did you originally join PSIA-AASI? (Check all that apply)

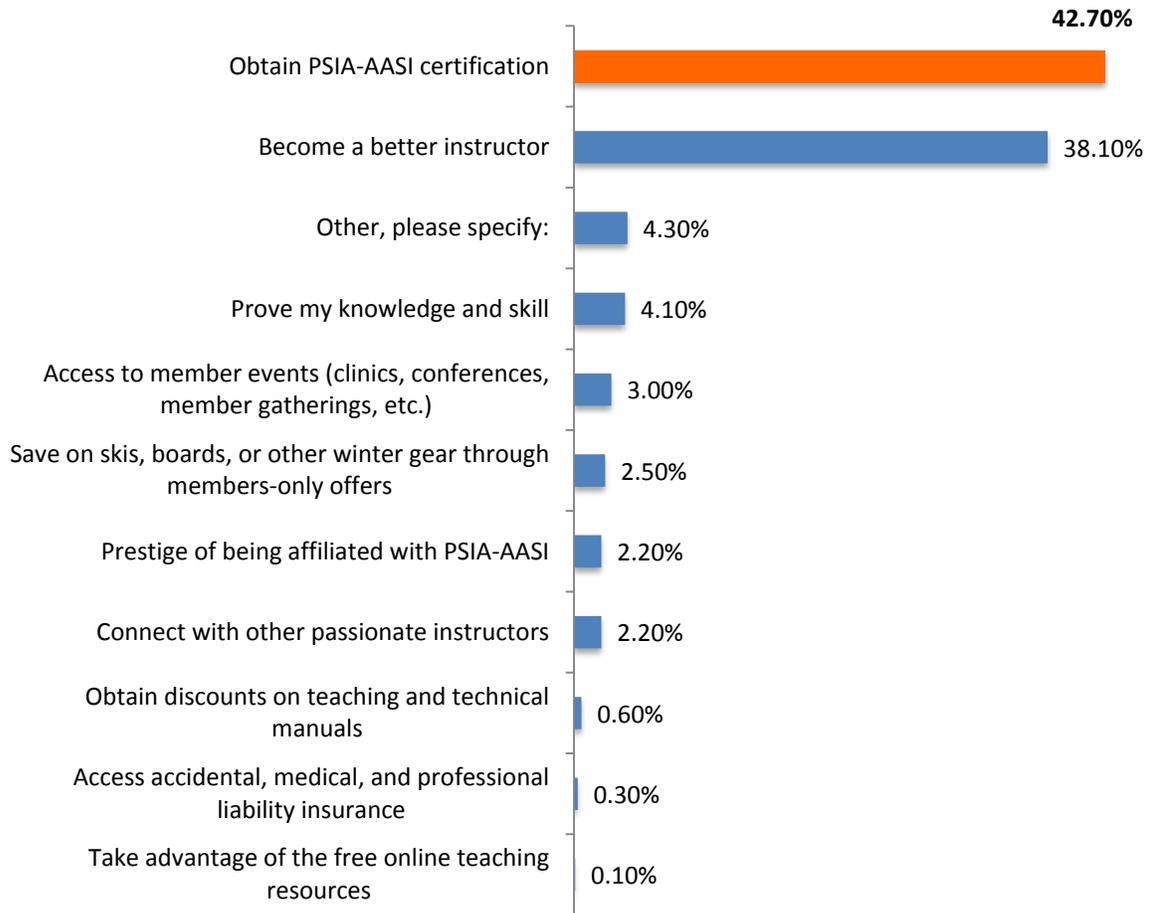


Value	Percent
<b>Obtain PSIA-AASI certification</b>	<b>78.40%</b>
Become a better instructor	72.50%
Prove my knowledge and skill	32.10%
Access to member events (clinics, conferences, member gatherings, etc.)	29.50%
Save on skis, boards, or other winter gear through members-only offers	25.30%
Connect with other passionate instructors	25.10%
Prestige of being affiliated with PSIA-AASI	21.60%
Obtain discounts on teaching and technical manuals	11.80%
Other, please specify:	9.60%
Take advantage of the free online teaching resources	9.40%
Access accidental, medical, and professional liability insurance	1.50%

#### Total responses: 732

Former members originally joined PSIA-AASI for two main reasons: to obtain their PSIA-AASI certification and/or to become a better instructor. Other somewhat influential factors for joining PSIA-AASI include the ability to prove their knowledge/skill, member events, discounts/savings, networking, and the associated prestige.

## What is the most important reason you joined?

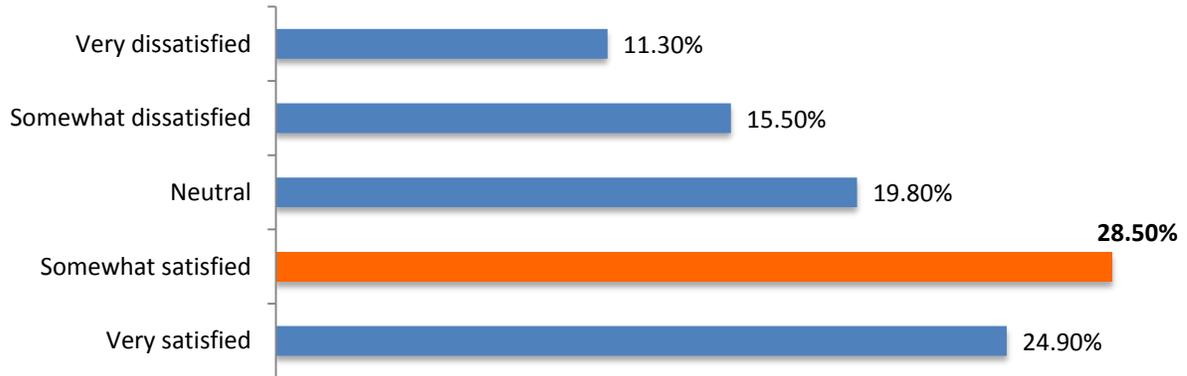


Value	Percent
<b>Obtain PSIA-AASI certification</b>	<b>42.70%</b>
Become a better instructor	38.10%
Other, please specify:	4.30%
Prove my knowledge and skill	4.10%
Access to member events (clinics, conferences, member gatherings, etc.)	3.00%
Save on skis, boards, or other winter gear through members-only offers	2.50%
Connect with other passionate instructors	2.20%
Prestige of being affiliated with PSIA-AASI	2.20%
Obtain discounts on teaching and technical manuals	0.60%
Access accidental, medical, and professional liability insurance	0.30%
Take advantage of the free online teaching resources	0.10%

**Total responses: 730**

The two most important reasons for joining PSIA-AASI, by far, were to obtain PSIA-AASI certification or to become a better instructor.

### How satisfied were you with your membership experience?



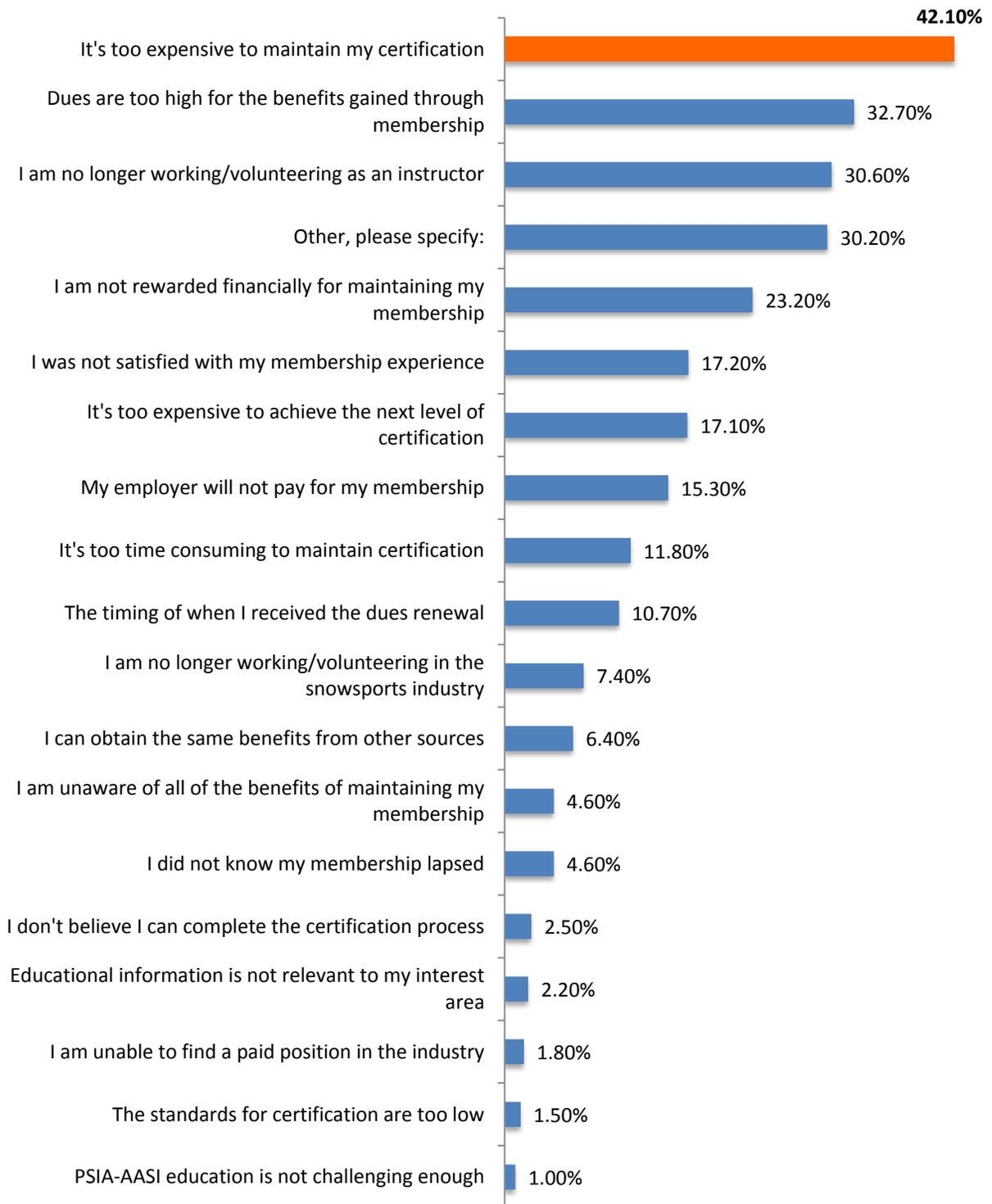
Value	Percent
Very satisfied	24.90%
<b>Somewhat satisfied</b>	<b>28.50%</b>
Neutral	19.80%
Somewhat dissatisfied	15.50%
Very dissatisfied	11.30%

**Total responses: 727**

Overall, 53% of the former members were satisfied with their membership experience, 20% had no strong feelings either way, and 27% indicated dissatisfaction with their membership in PSIA-AASI.

- Former members ages 18 to 24 (71%) and former members 64 or older (66%) were the most satisfied age groups.

**What is the primary reason you let your membership lapse? (Check all that apply)**



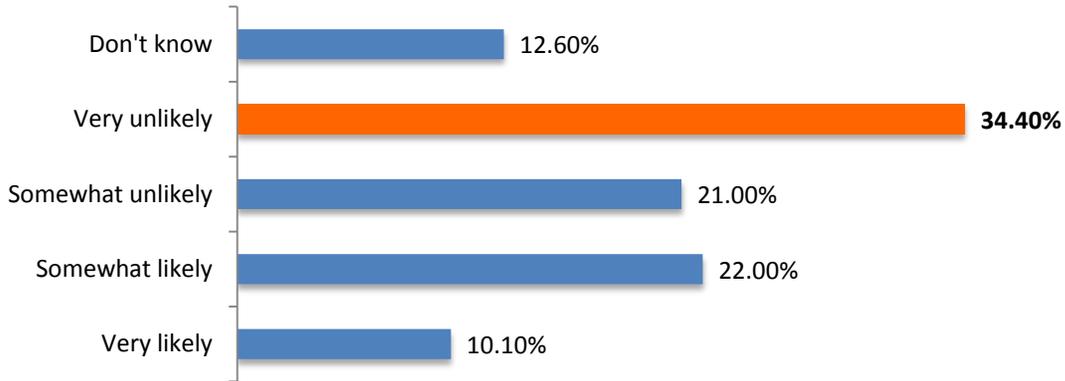
Value	Percent
<b>It's too expensive to maintain my certification</b>	<b>42.10%</b>
Dues are too high for the benefits gained through membership	32.70%
I am no longer working/volunteering as an instructor	30.60%
Other	30.20%
I am not rewarded financially for maintaining my membership	23.20%
I was not satisfied with my membership experience	17.20%
It's too expensive to achieve the next level of certification	17.10%
My employer will not pay for my membership	15.30%
It's too time consuming to maintain certification	11.80%
The timing of when I received the dues renewal	10.70%
I am no longer working/volunteering in the snowsports industry	7.40%
I can obtain the same benefits from other sources	6.40%
I did not know my membership lapsed	4.60%
I am unaware of all of the benefits of maintaining my membership	4.60%
I don't believe I can complete the certification process	2.50%
Educational information is not relevant to my interest area	2.20%
I am unable to find a paid position in the industry	1.80%
The standards for certification are too low	1.50%
PSIA-AASI education is not challenging enough	1.00%

**Total responses: 732**

Cost is the overriding theme as to why former members allowed their PSIA-AASI membership to lapse; either the expense to maintain their certification or the price of dues compared to the value received. Thirty percent of the former members, however, are no longer instructing. Twenty-three percent of the former members indicated they were not rewarded financially to maintain their membership. Only 11% of the former members indicated the timing of the dues renewal. Other write-in comments also cite family matters, difficulty or inconsistency with examiners/examination, injury, retired, and the industry is too political.

- Sensitivity to the cost of certification was highest among the younger age groups; 18 to 24 followed by 25 to 34.
- Former members in a paid part-time position were also slightly more sensitive to cost.
- Former members in the younger age group (25 to 34) (42%) were more likely than the other age groups to indicate they were no longer working/volunteering as an instructor or were no longer in the industry (16%).

**What is the likelihood you will rejoin PSIA-AASI in the next 12 months?**

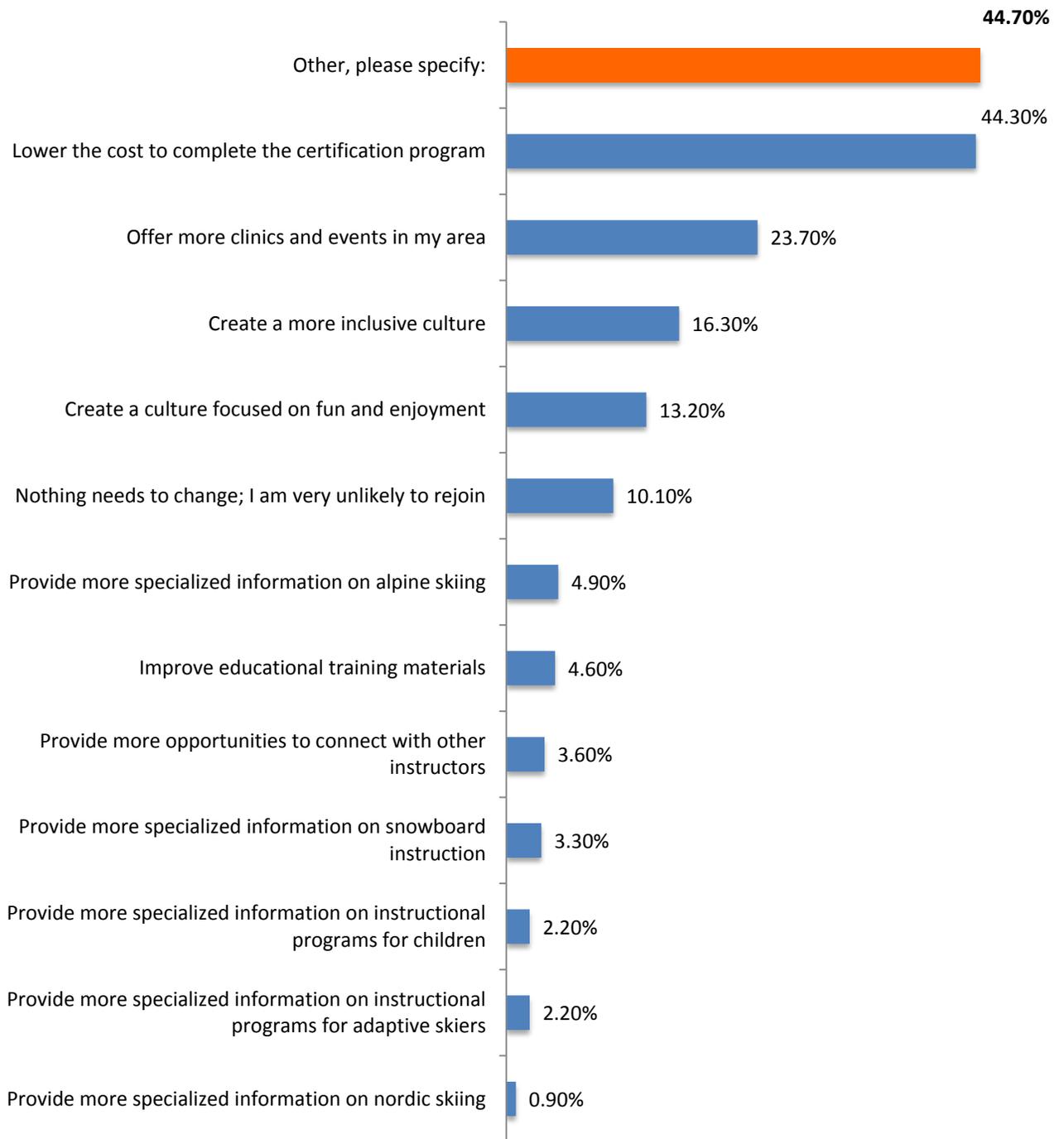


Value	Percent
Very likely	10.10%
Somewhat likely	22.00%
Somewhat unlikely	21.00%
<b>Very unlikely</b>	<b>34.40%</b>
Don't know	12.60%

**Total responses: 724**

- Thirty-two percent of the former members indicated they are “very likely” or “somewhat likely” to rejoin PSIA-AASI in the next 12 months and 13% “don’t know” if they will rejoin.
- Former members in the 18 to 24 age group (58%) are much more likely to rejoin PSIA in the next year than former members in the older age groups.
- Among the divisions, former members in the Western Division show the highest likelihood (40%) they will rejoin PSIA.

**Please complete the following sentence to help us understand what would have to change in order for you to become a member of PSIA-AASI once again. “To rejoin, PSIA-AASI would need to...” (Check all that apply)**



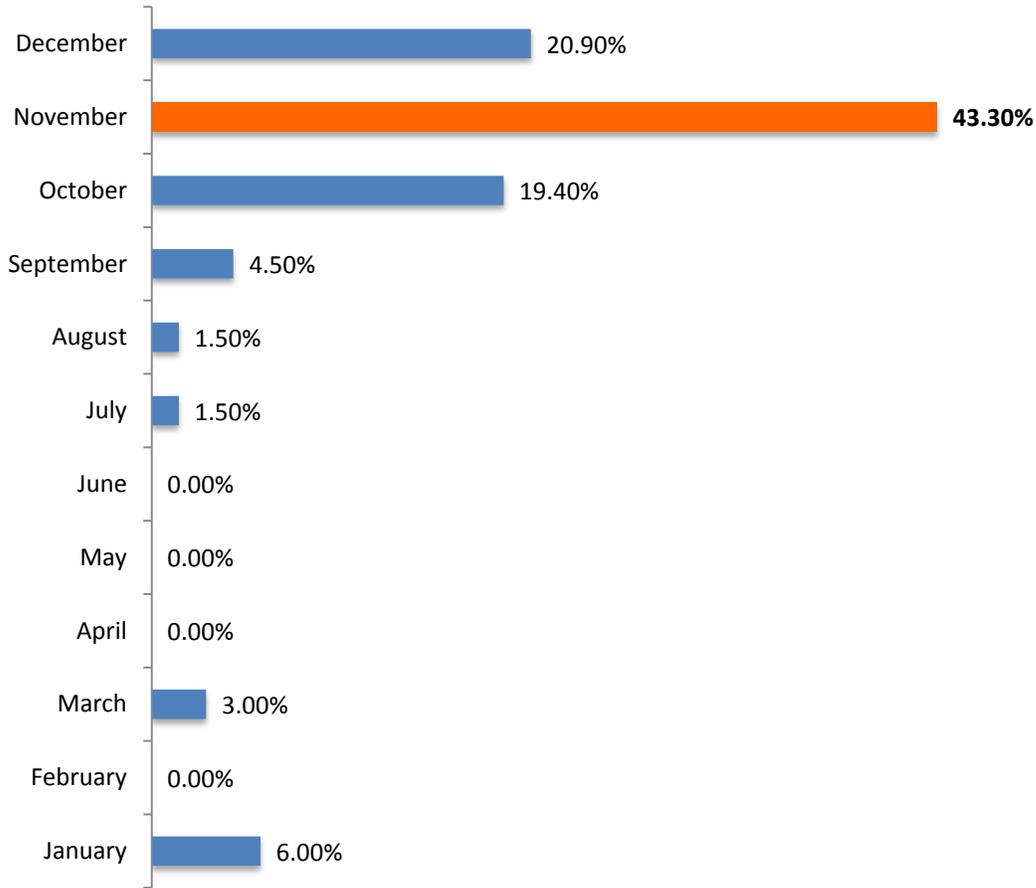
Value	Percent
<b>Other, please specify:</b>	<b>44.70%</b>
Lower the cost to complete the certification program	44.30%
Offer more clinics and events in my area	23.70%
Create a more inclusive culture	16.30%
Create a culture focused on fun and enjoyment	13.20%
Nothing needs to change; I am very unlikely to rejoin	10.10%
Provide more specialized information on alpine skiing	4.90%
Improve educational training materials	4.60%
Provide more opportunities to connect with other instructors	3.60%
Provide more specialized information on snowboard instruction	3.30%
Provide more specialized information on instructional programs for adaptive skiers	2.20%
Provide more specialized information on instructional programs for children	2.20%
Provide more specialized information on Nordic skiing	0.90%

**Total responses: 637**

In order to attract a large percentage of the former members back to the organization, former members suggest lowering the cost to become/stay certified. Twenty-four percent of the former members would like more clinics and events offered in their area. Write-in comments also suggest allowing former members to rejoin, making rejoining easy, changing the certification policy, and increasing communication. Other write-in comments continue to point to cost: dropping reinstatement fees, late fees, and lowering the cost of dues and educational clinics. Former members also suggest offering more member benefits.

- The percentage of former members indicating the need to lower the cost of the certification program is negatively correlated with age. As age increases, the request to lower the cost of the certification program decreases; from 72% among former members in the 18 to 24 age group to 28% among former members 65 or older.
- Former members 45 years of age or older were more likely than their younger counterparts to indicate the need to create a more inclusive culture.
- Former members with a household income of \$200,000 or more were more likely to prefer more clinics and events in their area (28%) and/or creating a more inclusive culture (22%) than lowering the cost of the certification program (19%).

**What month would you most likely join PSIA-AASI in the next 12 months?**



Value	Percent
January	6.00%
February	0.00%
March	3.00%
April	0.00%
May	0.00%
June	0.00%
July	1.50%
August	1.50%
September	4.50%
October	19.40%
<b>November</b>	<b>43.30%</b>
December	20.90%

**Total responses: 67**

Among former members most likely to rejoin PSIA-AASI, 84% will most likely join in the fourth quarter of the year. November is the most preferred month among 43% of the former members followed by December (21%) and October (19%).

Using the scale provided, please rate how satisfied you were with the following PSIA-AASI benefits.

Value	Very Satisfied	Somewhat Satisfied	Neutral	Somewhat Dissatisfied	Very Dissatisfied	Unaware of Benefit
	%	%	%	%	%	%
Division newsletter	15.30%	28.60%	42.10%	3.80%	3.00%	7.30%
<b>Certification process</b>	<b>20.80%</b>	<b>30.40%</b>	22.20%	14.00%	11.50%	1.10%
<b>Division clinics</b>	<b>24.30%</b>	<b>29.00%</b>	28.50%	7.30%	5.40%	5.60%
Division website	9.60%	22.60%	48.70%	5.40%	3.50%	10.20%
National website	10.20%	24.70%	49.50%	3.50%	3.00%	9.10%
Ease of accessing calendar of events	11.80%	26.80%	40.70%	8.60%	3.60%	8.50%
32 Degrees magazine	17.10%	26.60%	32.40%	4.40%	2.30%	17.10%
<b>Education materials</b>	<b>20.40%</b>	<b>37.70%</b>	27.50%	5.70%	4.00%	4.70%
PSIA-AASI Accessories Catalog	11.70%	28.70%	40.80%	6.60%	3.30%	9.00%
Web-based learning modules	6.80%	19.70%	39.10%	4.50%	2.40%	27.50%
Movement Matrix	9.30%	23.70%	37.30%	4.70%	3.30%	21.70%
Member events (clinics, conferences, member gatherings, etc.)	11.20%	28.00%	37.30%	9.20%	6.10%	8.30%
Promotional and professional discounts	13.00%	28.20%	34.00%	11.60%	6.10%	7.00%

Former members were most satisfied with PSIA-AASI’s education materials (58%), Division clinics (53%), and certification process (51%). However, 26% of the former members indicated dissatisfaction with the certification process. Twenty-eight percent of the former members are unaware of PSIA-AASI’s Web-based learning modules and 22% are unaware of the Movement Matrix.

- Former members 18 to 44 years of age were significantly more satisfied with the certification process than former members 45 years of age or older.
- Former members in the Central Division indicated the lowest levels of satisfaction with the certification process (39%), as well as their Division’s clinics (37%).

- The Northwest Division indicated the highest level of satisfaction with their Division’s clinics (68%).
- The Rocky Mountain Division indicated the lowest level of satisfaction with the education materials (51%) compared to the other divisions.
- The unpaid volunteers are more satisfied with PSIA-AASI’s member events than paid part-time and paid full-time employees.
- Former members in the 18 to 24 age group indicated lower levels of awareness for the calendar of events, PSIA-AASI Accessories Catalog, member events, and discounts than former members in the other age groups.

## How important are the following functions of a professional association for snowsports instructors?

Value	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Very Unimportant
	%	%	%	%	%
Educate members about what's new in snowsports instruction	65.20%	25.70%	6.50%	1.40%	1.30%
<b>Help members improve their instruction skills</b>	<b>82.90%</b>	<b>11.60%</b>	3.40%	0.80%	1.30%
Provide resources needed for instructors	69.00%	23.80%	4.40%	1.40%	1.40%
<b>Develop nationally and internationally recognized certification standards</b>	<b>52.30%</b>	<b>30.50%</b>	12.80%	2.70%	1.70%
Connect members to each other/networking	24.80%	38.70%	29.20%	4.80%	2.40%
Raise awareness of the profession with the general public	34.90%	34.20%	23.40%	4.10%	3.30%
Connect instructors to resources to help build client base	29.40%	34.70%	27.60%	5.00%	3.40%
Provide a community for individuals with similar interests	23.30%	37.00%	30.40%	5.50%	3.80%

Virtually all former members (over 90%) agree that the most important functions of a professional association for snowsports instructors is to help members improve their instruction skills, inform members about what is new in instructing, and to provide instructors with the resources they need. A large percentage of former members (83%) also feel it is important to develop nationally and internationally recognized certification standards.

- Former members in paid full-time positions feel more strongly about the importance of developing nationally and internationally recognized certification standards and connecting instructors to resources to build their client base.
- Former members 25 years of age and older have a greater interest in connecting with each other/networking and raising awareness of the profession with the general public than their younger counterparts (less than 25 years of age).

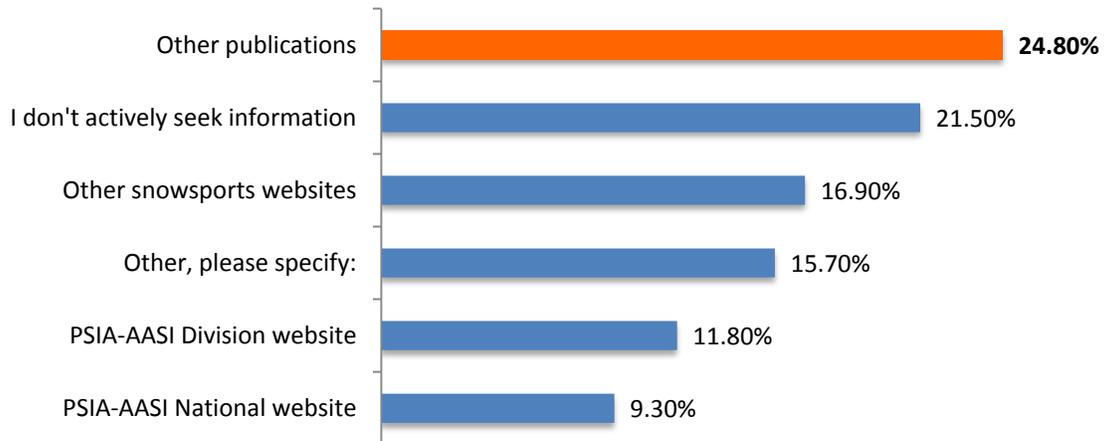
Using the scale provided, please rate the extent to which you agree/disagree that PSIA-AASI...

Value	Strongly Agree %	Agree %	Neutral %	Disagree %	Strongly Disagree %	Don't Know %
<b>Does a good job of maintaining standards</b>	<b>13.80%</b>	<b>46.60%</b>	23.20%	8.20%	5.10%	3.10%
Offers events at times that are convenient for me	6.10%	25.90%	36.10%	20.70%	7.20%	4.00%
<b>Offers events that are affordable</b>	4.10%	17.20%	32.10%	<b>29.70%</b>	<b>14.50%</b>	2.40%
Offers events that are accessible	4.80%	33.60%	36.50%	14.20%	7.50%	3.40%
Offers education materials at times that are convenient for me	8.20%	33.20%	41.00%	8.40%	2.80%	6.40%
Offers education materials that are affordable	7.10%	31.00%	37.30%	13.30%	5.00%	6.40%
Gives me a sense of belonging	7.50%	24.80%	40.10%	14.80%	9.40%	3.40%
Is welcoming to all members	14.40%	30.30%	31.70%	12.40%	8.10%	3.10%

Sixty percent of the former members agree that PSIA-AASI does a good job of maintaining standards. However, 44% of the former members don't feel that PSIA-AASI offers events that are affordable, 28% don't feel that PSIA-AASI offers events at convenient times, and 22% don't feel the events are accessible. Another 24% don't get that sense of belonging from PSIA-AASI and 21% don't feel the organization is welcoming to all members.

- Former members in paid part-time and full-time positions (47%) were more likely to disagree than former members in unpaid volunteer positions (35%) with the affordability of events.
- Former members from the Western Division (40%) were more likely than the other divisions to be neutral on the affordability of events.
- Former members from the Central Division (34%) and Intermountain Division (31%) were more likely than the other divisions to feel PSIA-AASI gives them that sense of belonging. Likewise, former members from the Central Division (30%) and Intermountain Division (32%) were more likely than the other divisions to disagree that PSIA-AASI is welcoming to all members.
- Former members younger than 45 were more likely to agree that PSIA-AASI is welcoming to all members than former members 45 and older.

## Where do you get most of your information about the snowsports industry?



Value	Percent
<b>Other publications</b>	<b>24.80%</b>
I don't actively seek information	21.50%
Other snowsports websites	16.90%
Other, please specify:	15.70%
PSIA-AASI Division website	11.80%
PSIA-AASI National website	9.30%

**Total responses: 721**

Twenty-one percent of the former members still refer to PSIA-AASI for most of their information about the snowsports industry; either via the National or Division websites. Twenty-four percent of the former members look to other publications for their information, 16% refer to other websites and 22% don't actively seek information.

- A higher percentage of former members from the Northwest Division (33%) rely on other publications for most of their snowsports information.
- Former members 65 or older (47%) were more likely to get most of their information on the snowsports industry from other publications, whereas former members 24 or younger were more likely to obtain information from other snowsports websites.

## What is your PSIA-AASI membership category?



Value	Percent
<b>Certified</b>	<b>92.70%</b>
Registered	3.70%
Alumni	1.10%
Senior	1.00%
Lifetime	0.80%
Student	0.70%
Honorary	0.10%

**Total responses: 5,812**

The majority (93%) of PSIA-AASI members belong to the Certified member category, 4% belong to the Registered member category, and 3% belong to either the Alumni, Senior, Lifetime, Student or Honorary member categories.

**Why have you not pursued Level 1 certification? (Check all that apply)**

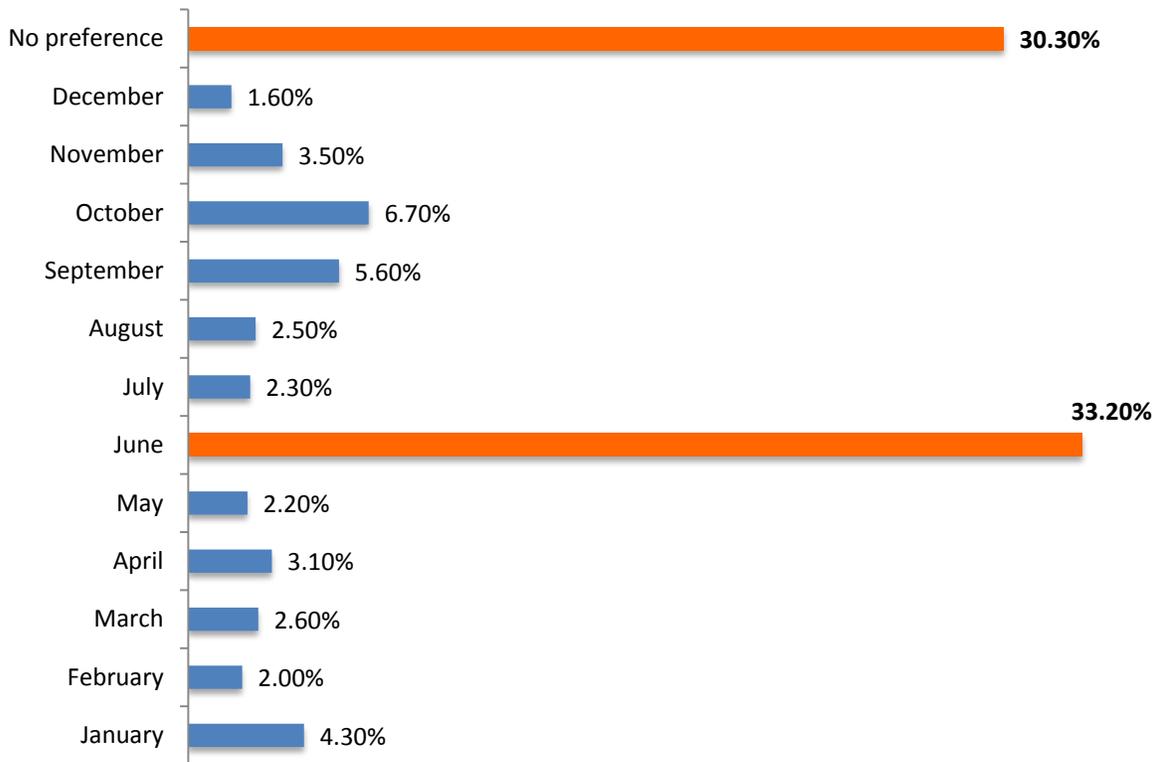


Value	Percent
<b>Other, please specify:</b>	<b>51.70%</b>
I plan to pursue certification within the next 1-2 years	34.80%
I am new to the industry	13.60%
Too expensive	11.00%
Too time consuming	6.80%
Not relevant to my interests	6.40%
I hold a credential from another organization that is considered equivalent	5.10%
PSIA-AASI certification is not valuable in my current position	4.20%
Not important to my employer	3.80%
Too difficult	2.50%
I was unaware of the certification program	0.40%

**Total responses: 236**

Among the members that did not indicate they were in the Certified member category, 35% plan on pursuing their certification within the next one to two years, 34% wrote in that they were already certified, 14% are new to the industry and 11% said it was too expensive.

**Currently, payment to renew your annual membership in PSIA-AASI is due in June. Considering your other financial obligations throughout the year, what is the most optimal time for you to pay dues?**



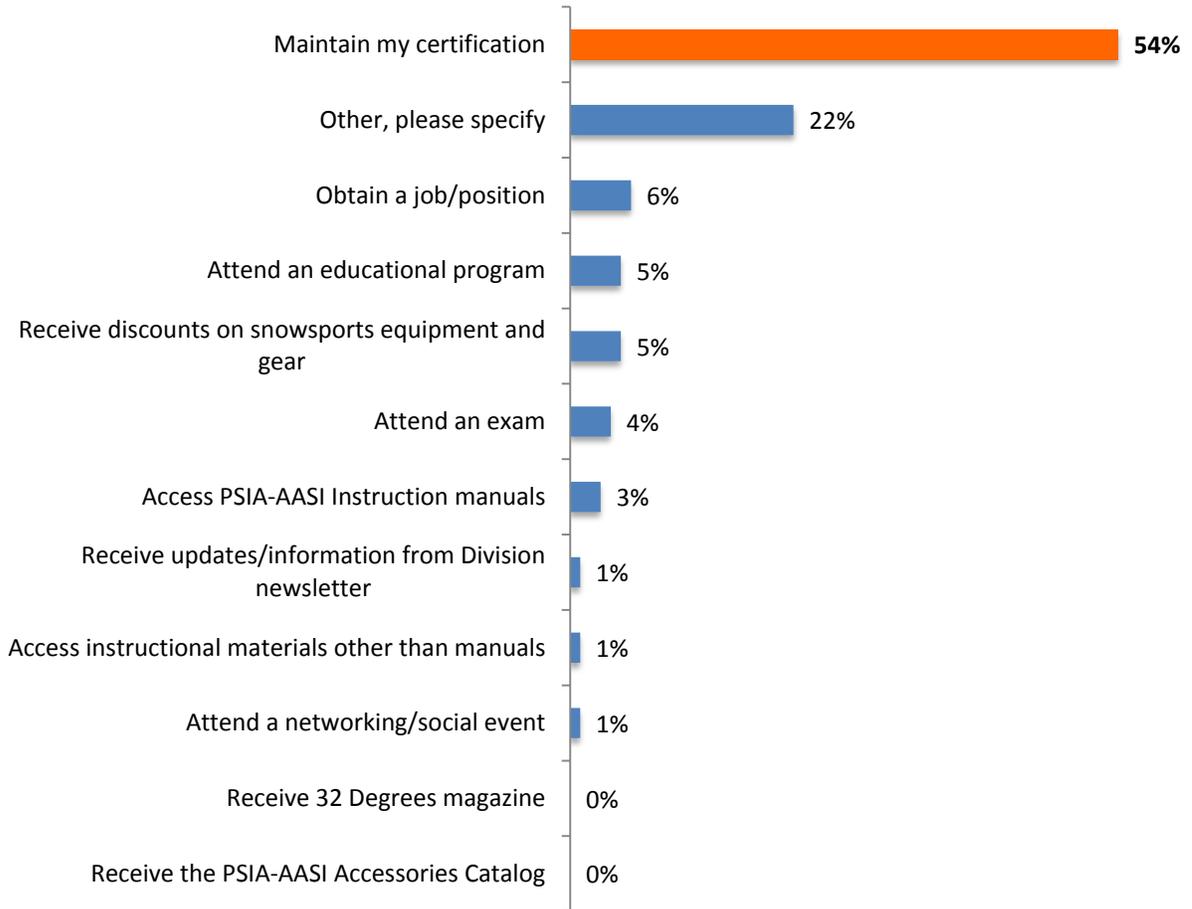
Value	Percent
January	4.30%
February	2.00%
March	2.60%
April	3.10%
May	2.20%
<b>June</b>	<b>33.20%</b>
July	2.30%
August	2.50%
September	5.60%
October	6.70%
November	3.50%
December	1.60%
<b>No preference</b>	<b>30.30%</b>

**Total responses: 5,740**

Thirty-three percent of the current members indicated June is the most optimal time of year to review their membership in PSIA-AASI. Thirty percent of the members indicated “no preference” as to the time of year they wish to renew.

- These two responses (June and "no preference") were the top two responses among all the demographic groups analyzed (age, gender, education, income, part-time/full-time/volunteer, instructor/trainer/director/coach).
- With a minor variation among the Alaska Division, June and "no preference" were also the top two responses among the divisions. For the Alaska division (n=43), the top responses were: June (40%), October (12%), July (9%) and "no preference" (9%).
- Among the members that preferred a specific month to renew their membership, the essential reason for selecting that month (whether it be January, February, March, etc.) was to maintain their certification.

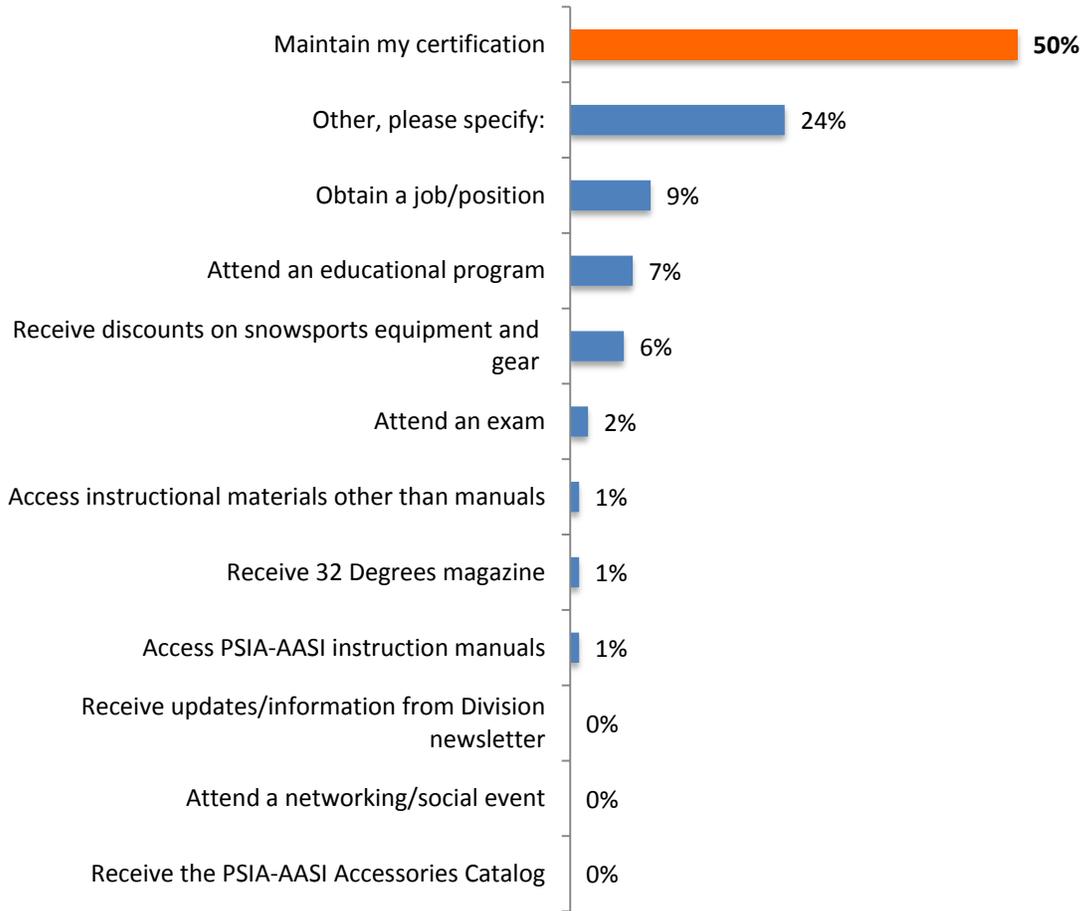
**What benefit of membership makes it essential for you to renew during January?**



Value	Percent
<b>Maintain my certification</b>	<b>54%</b>
Other, please specify	22%
Obtain a job/position	6%
Receive discounts on snowsports equipment and gear	5%
Attend an educational program	5%
Attend an exam	4%
Access PSIA-AASI Instruction manuals	3%
Attend a networking/social event	1%
Access instructional materials other than manuals	1%
Receive updates/information from Division newsletter	1%
Receive the PSIA-AASI <i>Accessories Catalog</i>	0%
Receive <i>32 Degrees</i> magazine	0%

**Total responses: 243**

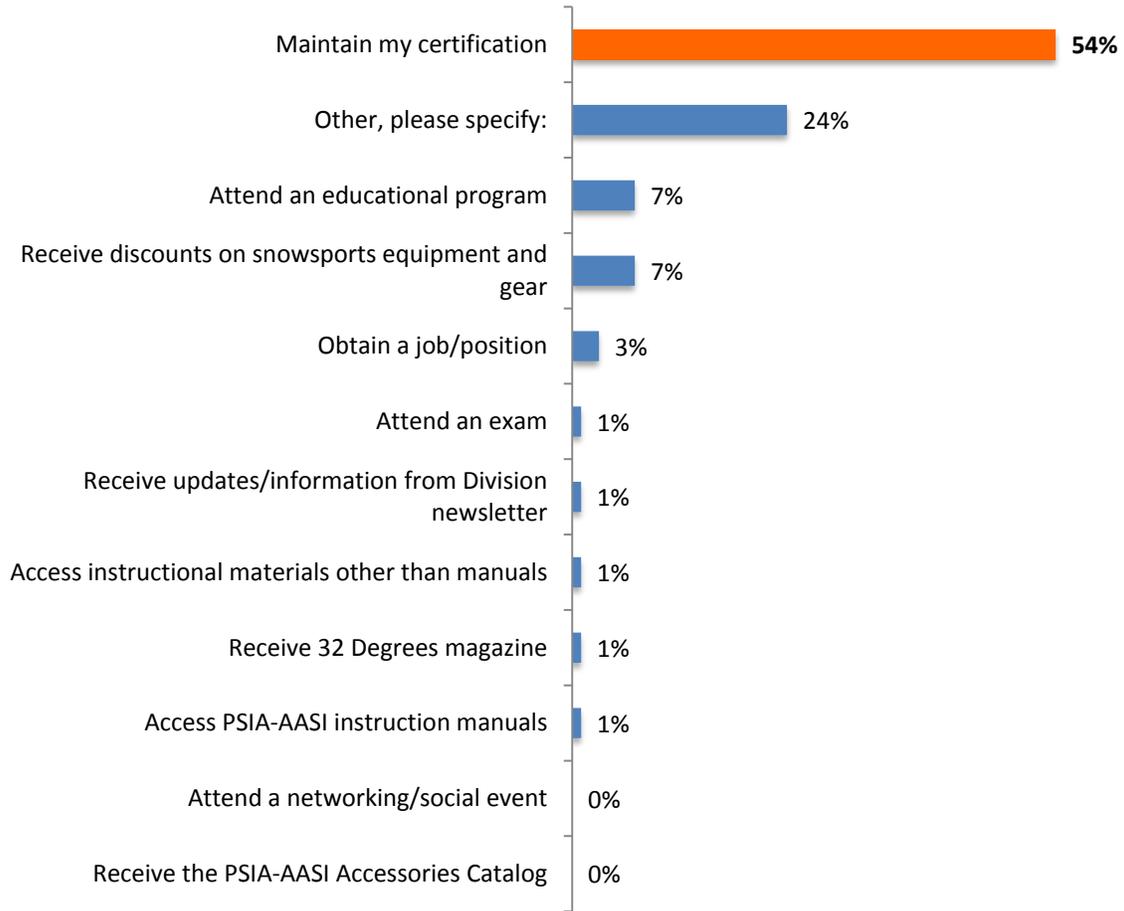
**What benefit of membership makes it essential for you to renew during February?**



Value	Percent
<b>Maintain my certification</b>	<b>50%</b>
Other, please specify:	24%
Obtain a job/position	9%
Attend an educational program	7%
Receive discounts on snowsports equipment and gear	6%
Attend an exam	2%
Access PSIA-AASI instruction manuals	1%
Receive 32 Degrees magazine	1%
Access instructional materials other than manuals	1%
Receive the PSIA-AASI Accessories Catalog	0%
Attend a networking/social event	0%
Receive updates/information from Division newsletter	0%

**Total responses: 116**

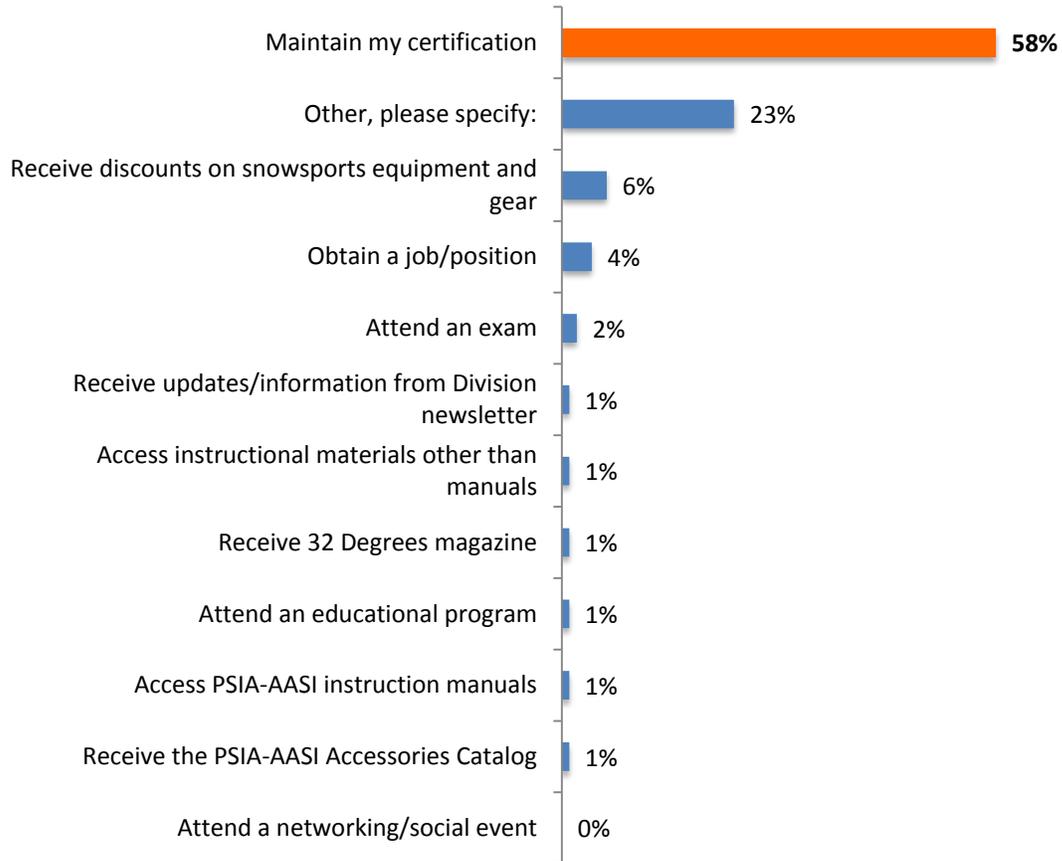
**What benefit of membership makes it essential for you to renew during March?**



Value	Percent
<b>Maintain my certification</b>	<b>54%</b>
Other, please specify:	24%
Receive discounts on snowsports equipment and gear	7%
Attend an educational program	7%
Obtain a job/position	3%
Access PSIA-AASI instruction manuals	1%
Receive <i>32 Degrees</i> magazine	1%
Access instructional materials other than manuals	1%
Receive updates/information from Division newsletter	1%
Attend an exam	1%
Receive the PSIA-AASI <i>Accessories Catalog</i>	0%
Attend a networking/social event	0%

**Total responses: 148**

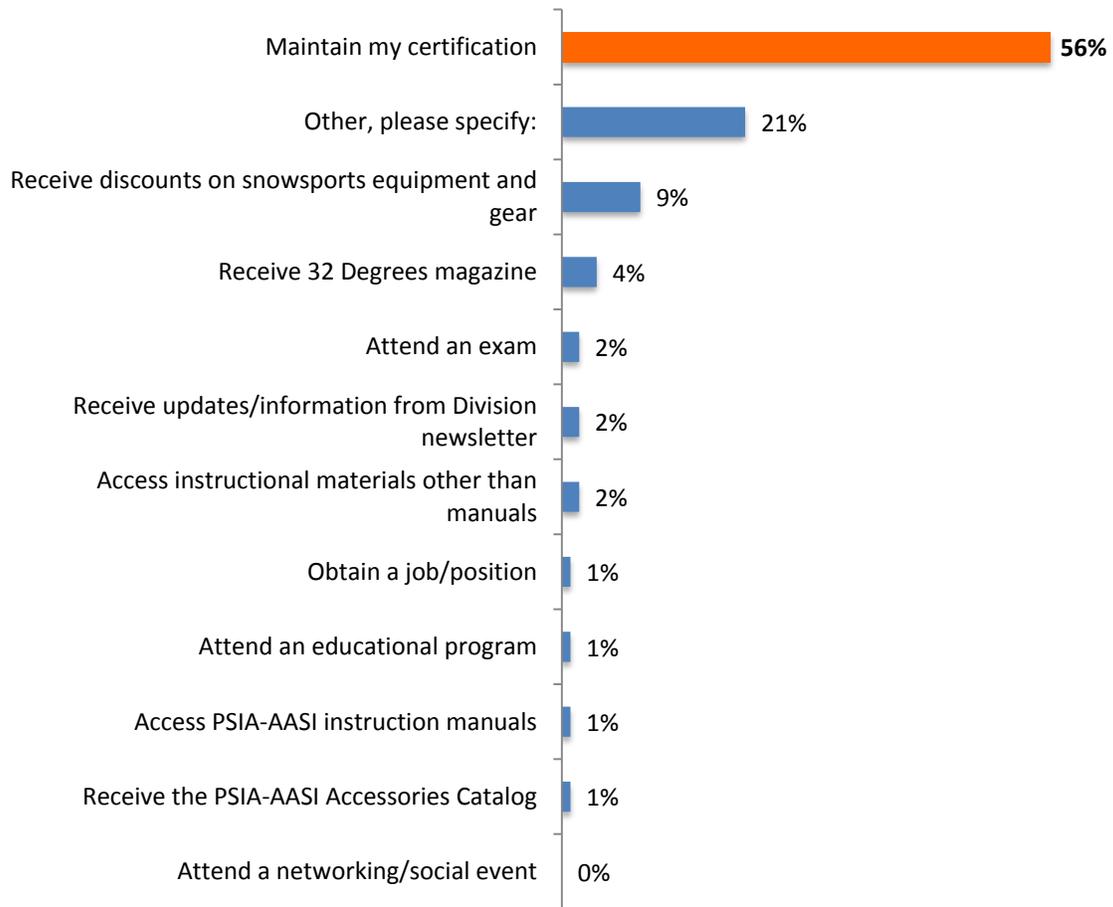
**What benefit of membership makes it essential for you to renew during April?**



Value	Percent
<b>Maintain my certification</b>	<b>58%</b>
Other, please specify:	23%
Receive discounts on snowsports equipment and gear	6%
Obtain a job/position	4%
Attend an exam	2%
Receive the PSIA-AASI <i>Accessories Catalog</i>	1%
Access PSIA-AASI instruction manuals	1%
Attend an educational program	1%
Receive <i>32 Degrees</i> magazine	1%
Access instructional materials other than manuals	1%
Receive updates/information from Division newsletter	1%
Attend a networking/social event	0%

**Total responses: 178**

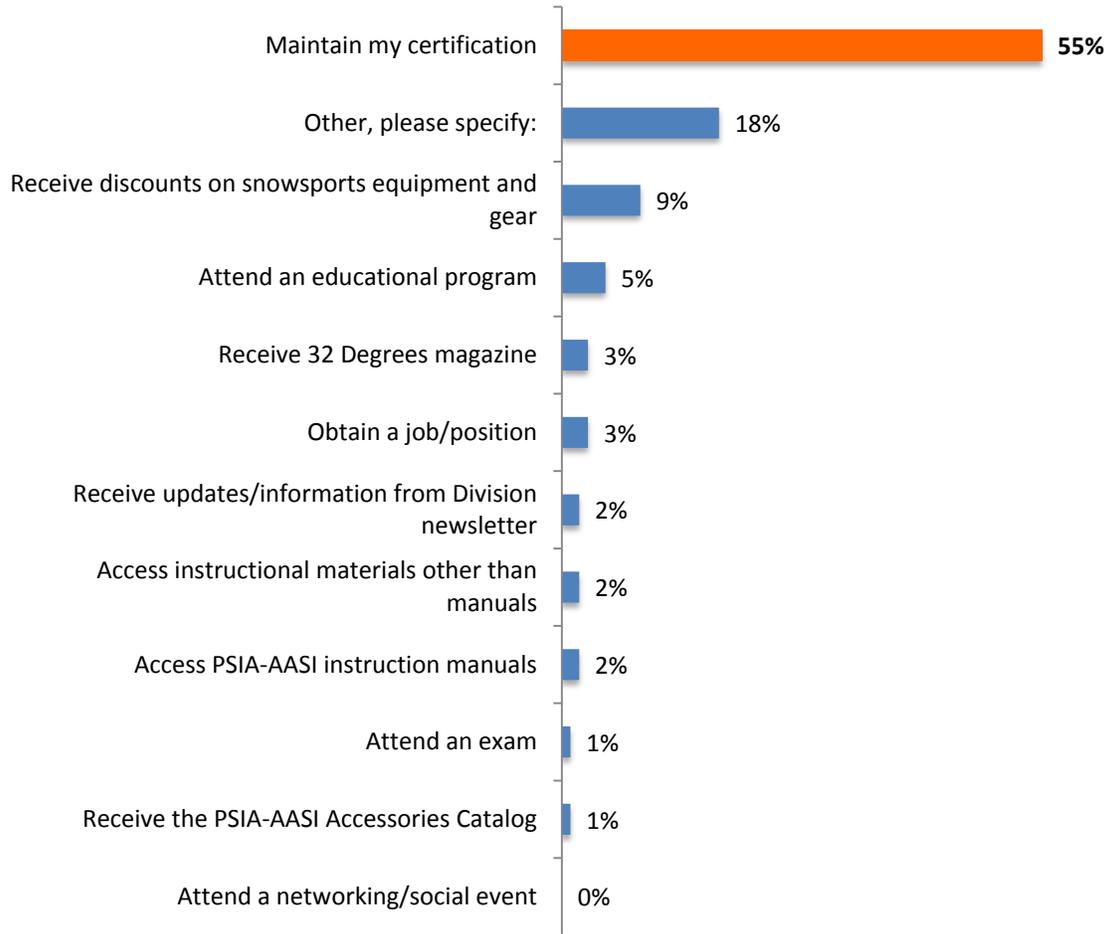
**What benefit of membership makes it essential for you to renew during May?**



Value	Percent
<b>Maintain my certification</b>	<b>56%</b>
Other, please specify:	21%
Receive discounts on snowsports equipment and gear	9%
Receive <i>32 Degrees</i> magazine	4%
Access instructional materials other than manuals	2%
Receive updates/information from Division newsletter	2%
Attend an exam	2%
Receive the PSIA-AASI <i>Accessories Catalog</i>	1%
Access PSIA-AASI instruction manuals	1%
Attend an educational program	1%
Obtain a job/position	1%
Attend a networking/social event	0%

**Total responses: 126**

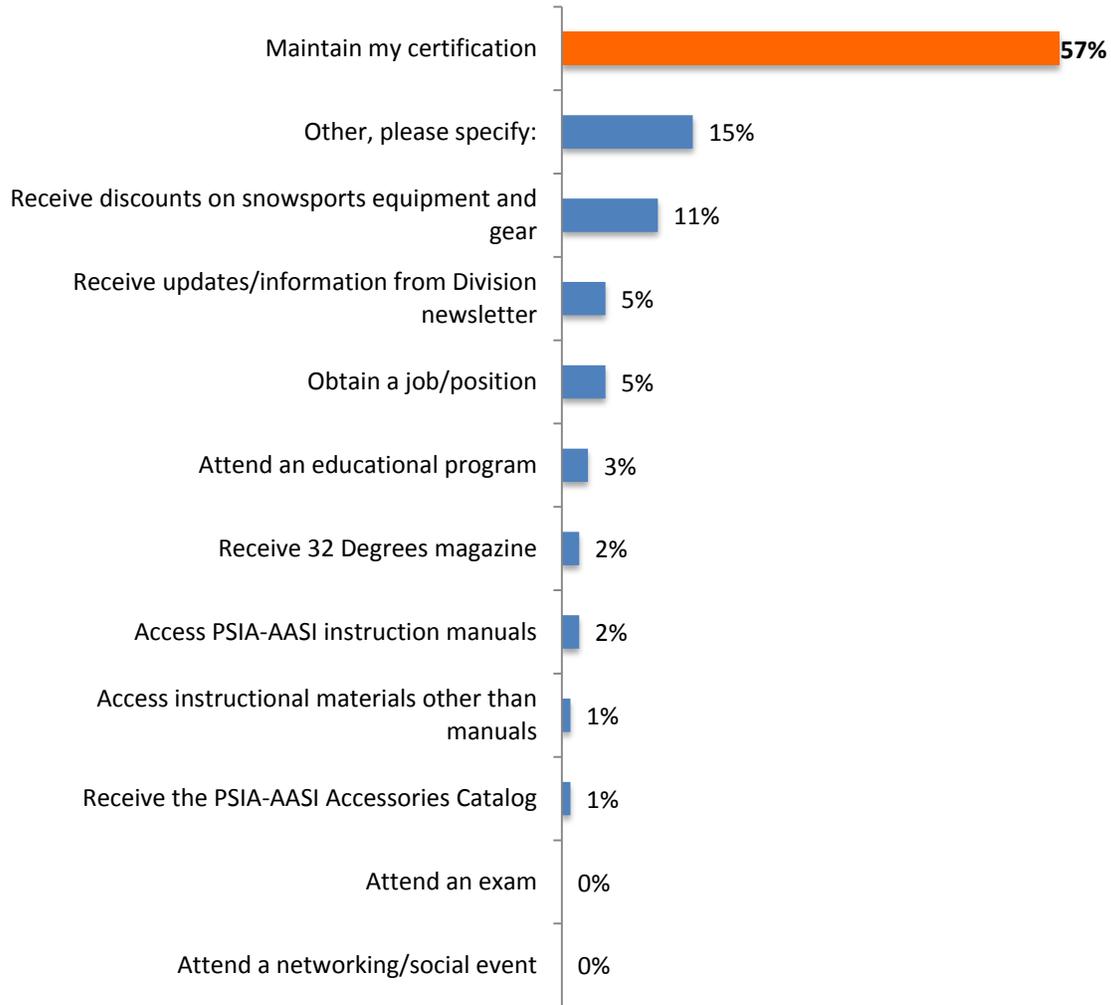
**What benefit of membership makes it essential for you to renew during June?**



Value	Percent
<b>Maintain my certification</b>	<b>55%</b>
Other, please specify:	18%
Receive discounts on snowsports equipment and gear	9%
Attend an educational program	5%
Obtain a job/position	3%
Receive <i>32 Degrees</i> magazine	3%
Access PSIA-AASI instruction manuals	2%
Access instructional materials other than manuals	2%
Receive updates/information from Division newsletter	2%
Receive the PSIA-AASI <i>Accessories Catalog</i>	1%
Attend an exam	1%
Attend a networking/social event	0%

**Total responses: 1,886**

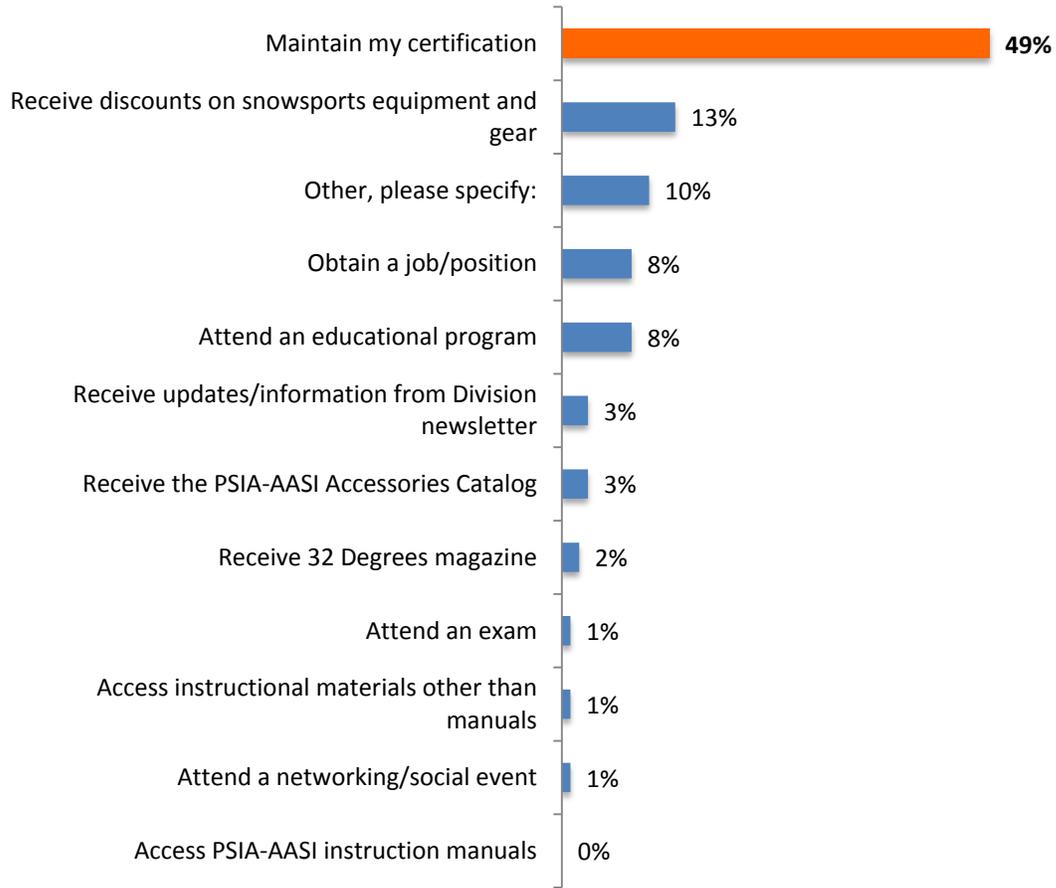
## What benefit of membership makes it essential for you to renew during July?



Value	Percent
<b>Maintain my certification</b>	<b>57%</b>
Other, please specify:	15%
Receive discounts on snowsports equipment and gear	11%
Obtain a job/position	5%
Receive updates/information from Division newsletter	5%
Attend an educational program	3%
Access PSIA-AASI instruction manuals	2%
Receive <i>32 Degrees</i> magazine	2%
Receive the PSIA-AASI <i>Accessories Catalog</i>	1%
Access instructional materials other than manuals	1%
Attend a networking/social event	0%
Attend an exam	0%

**Total responses: 130**

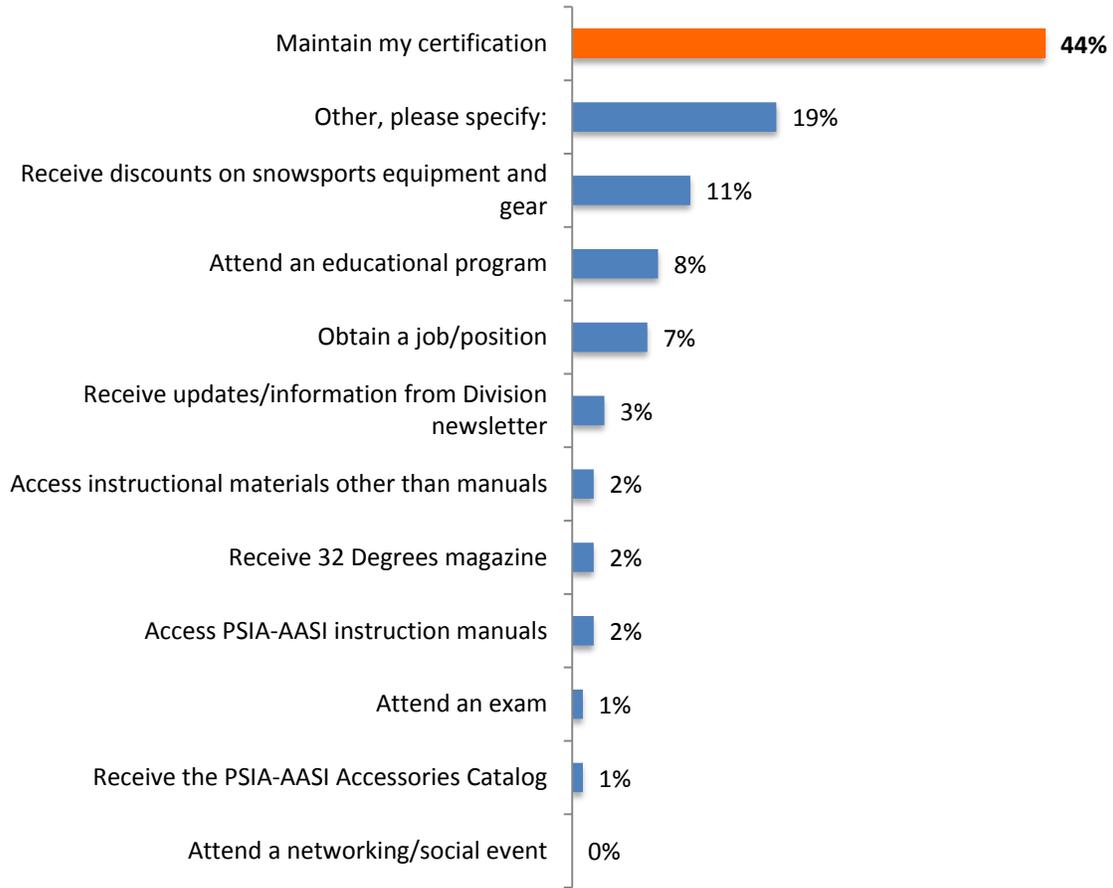
**What benefit of membership makes it essential for you to renew during August?**



Value	Percent
<b>Maintain my certification</b>	<b>49%</b>
Receive discounts on snowsports equipment and gear	13%
Other, please specify:	10%
Attend an educational program	8%
Obtain a job/position	8%
Receive the PSIA-AASI <i>Accessories Catalog</i>	3%
Receive updates/information from Division newsletter	3%
Receive <i>32 Degrees</i> magazine	2%
Attend a networking/social event	1%
Access instructional materials other than manuals	1%
Attend an exam	1%
Access PSIA-AASI instruction manuals	0%

**Total responses: 144**

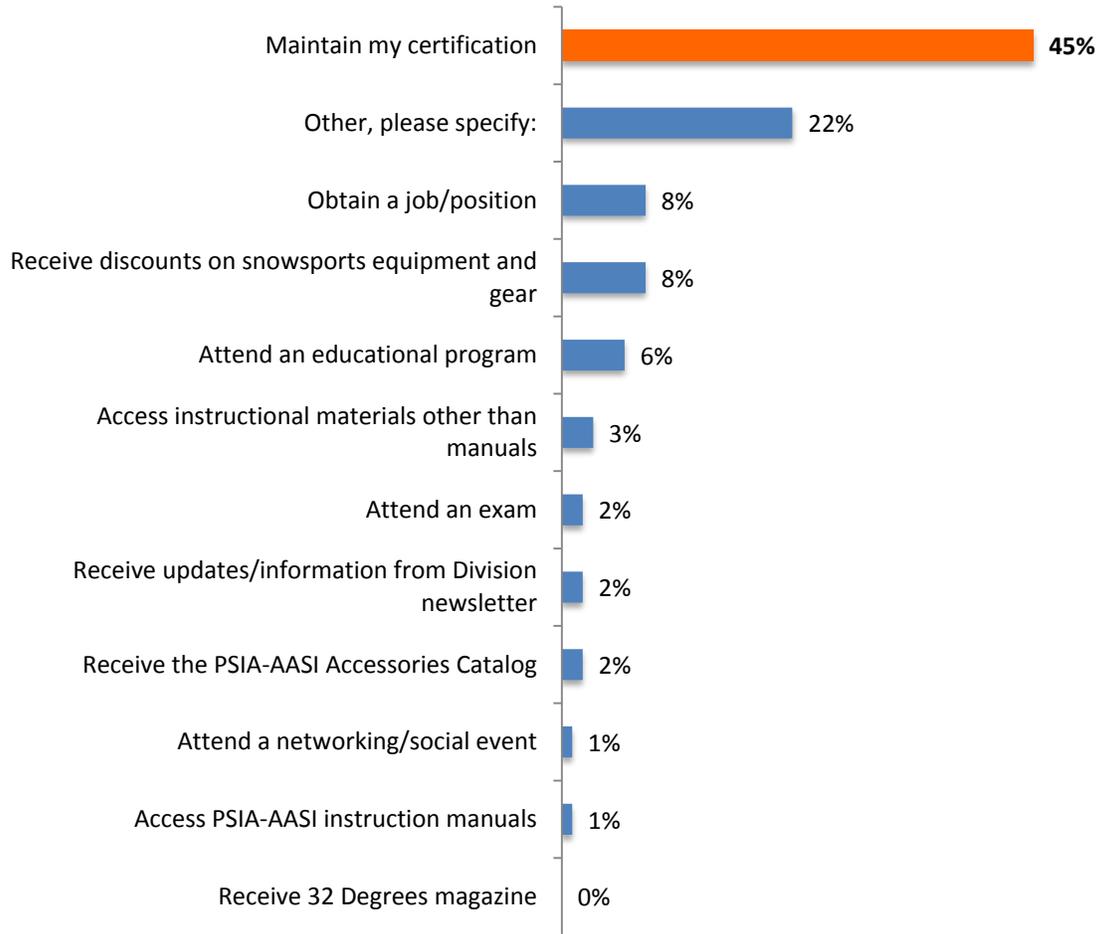
**What benefits of membership make it essential for you to renew during September?**



Value	Percent
<b>Maintain my certification</b>	<b>44%</b>
Other, please specify:	19%
Receive discounts on snowsports equipment and gear	11%
Attend an educational program	8%
Obtain a job/position	7%
Receive updates/information from Division newsletter	3%
Access PSIA-AASI instruction manuals	2%
Receive <i>32 Degrees</i> magazine	2%
Access instructional materials other than manuals	2%
Receive the PSIA-AASI <i>Accessories Catalog</i>	1%
Attend an exam	1%
Attend a networking/social event	0%

**Total responses: 324**

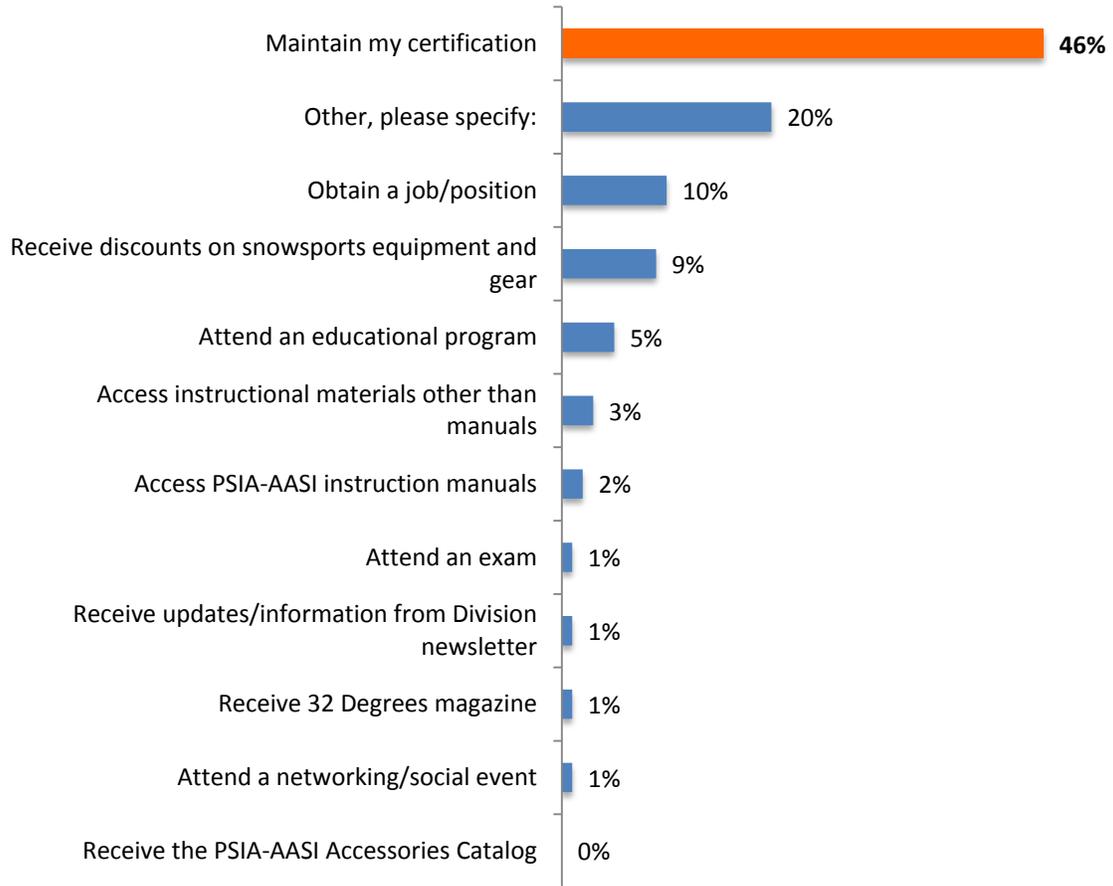
**What benefit of membership makes it essential for you to renew during October?**



Value	Percent
<b>Maintain my certification</b>	<b>45%</b>
Other, please specify:	22%
Receive discounts on snowsports equipment and gear	8%
Obtain a job/position	8%
Attend an educational program	6%
Access instructional materials other than manuals	3%
Receive the PSIA-AASI <i>Accessories Catalog</i>	2%
Receive updates/information from Division newsletter	2%
Attend an exam	2%
Access PSIA-AASI instruction manuals	1%
Attend a networking/social event	1%
Receive <i>32 Degrees</i> magazine	0%

**Total responses: 379**

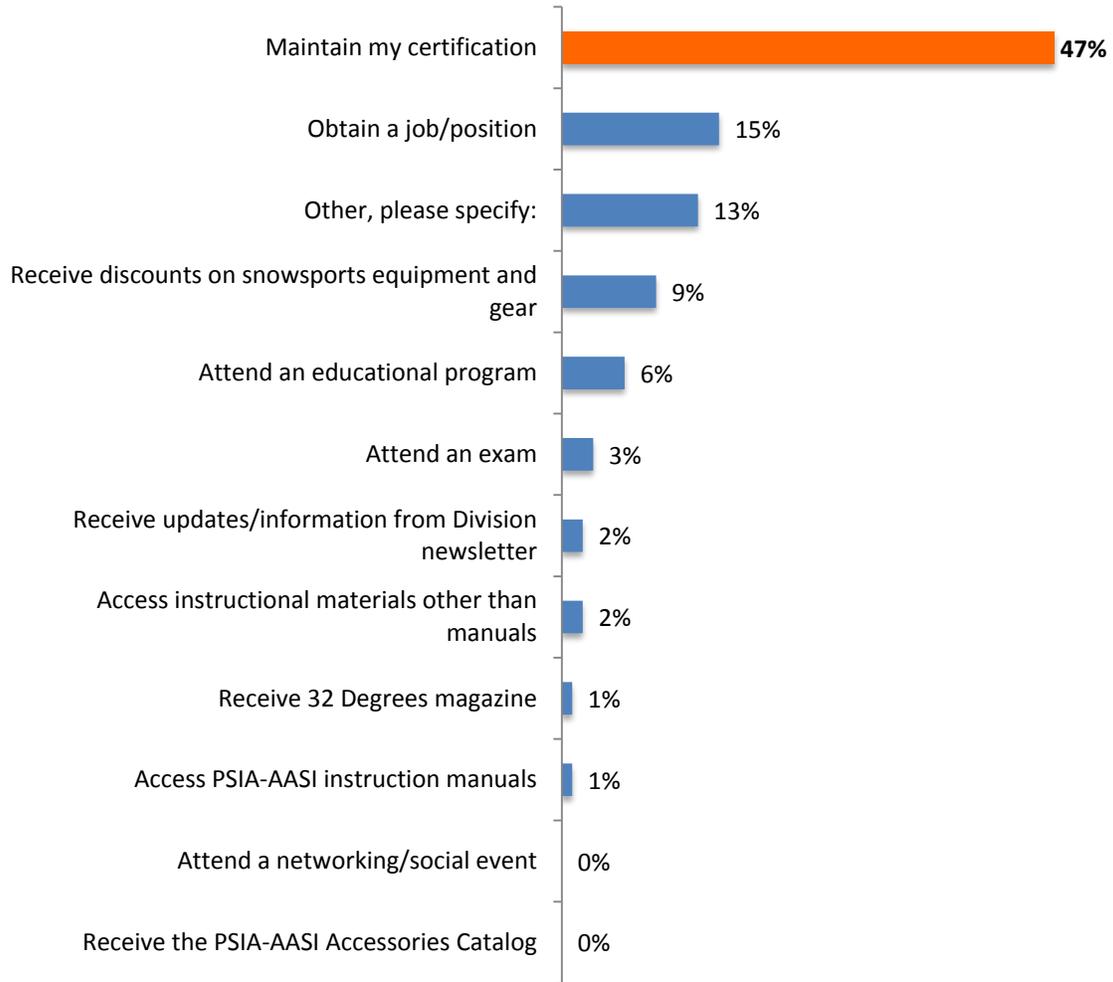
**What benefit of membership makes it essential for you to renew during November?**



Value	Percent
<b>Maintain my certification</b>	<b>46%</b>
Other, please specify:	20%
Obtain a job/position	10%
Receive discounts on snowsports equipment and gear	9%
Attend an educational program	5%
Access instructional materials other than manuals	3%
Access PSIA-AASI instruction manuals	2%
Attend a networking/social event	1%
Receive <i>32 Degrees</i> magazine	1%
Receive updates/information from Division newsletter	1%
Attend an exam	1%
Receive the PSIA-AASI <i>Accessories Catalog</i>	0%

**Total responses: 202**

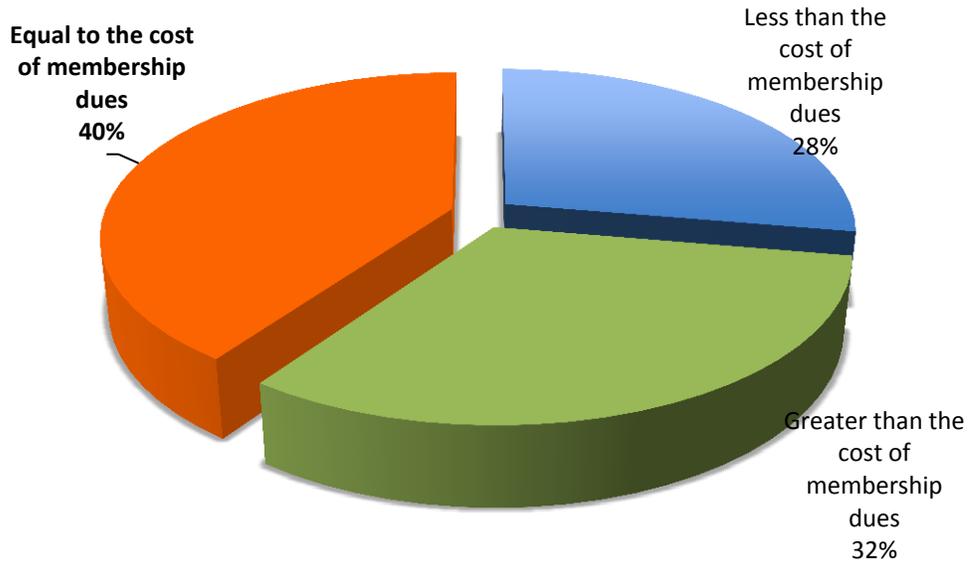
**What benefit of membership makes it essential for you to renew during December?**



Value	Percent
<b>Maintain my certification</b>	<b>47%</b>
Obtain a job/position	15%
Other, please specify:	13%
Receive discounts on snowsports equipment and gear	9%
Attend an educational program	6%
Attend an exam	3%
Access instructional materials other than manuals	2%
Receive updates/information from Division newsletter	2%
Access PSIA-AASI instruction manuals	1%
Receive 32 Degrees magazine	1%
Receive the PSIA-AASI Accessories Catalog	0%
Attend a networking/social event	0%

**Total responses: 89**

**Do you believe the value you receive as a member of PSIA-AASI is...**



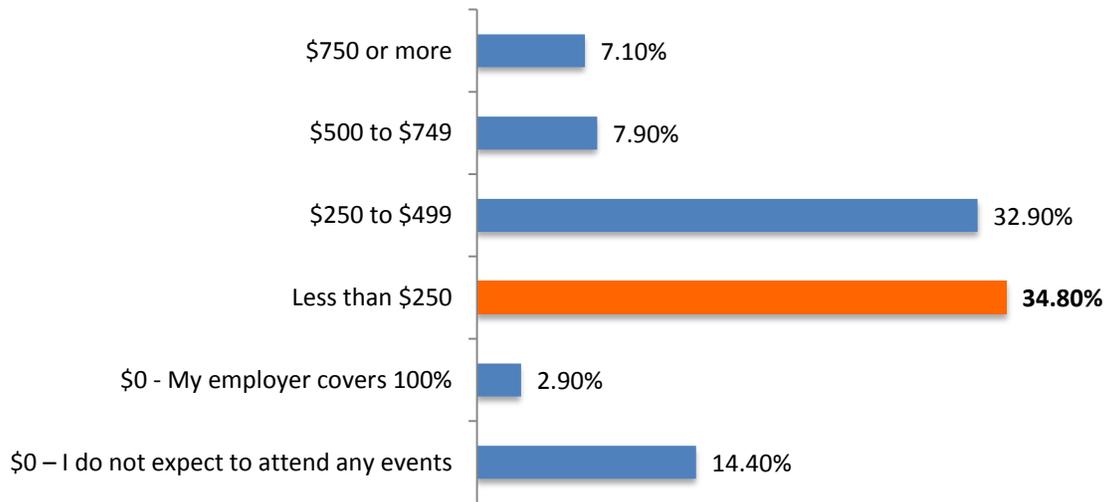
Value	Percent
Equal to the cost of membership dues	40.20%
Greater than the cost of membership dues	32.10%
Less than the cost of membership dues	27.70%

**Total responses: 5,811**

Seventy-two percent of the members feel the value they receive from being a member of PSIA-AASI is either equal to or greater than the cost of dues.

- Satisfaction with the value received from their PSIA-AASI membership is positively correlated household income. Forty-four percent of the respondents with a household income of \$200,000 or more believe the value they receive from their membership is greater than the cost of dues compared to 25% of the respondents with a household income of less than \$25,000 that feel the same way.
- Members in the Northern Rocky Mountain Division (43%) were significantly more likely than members in the Eastern (32%), Intermountain (30%), Northwest (33%), Central (32%), and Rocky Mountain (28%) Divisions to believe the value they receive from their membership is greater than the cost. Although not statistically significant, a higher percentage of members in the Northern Rocky Mountain Division believe the value they receive from their membership is greater than the cost than members in the Western (37%), Alaska (37%), and Northern Intermountain (33%) Divisions.

**How much do you personally expect to spend on your professional training and education (not including travel) over the next 12 months?**



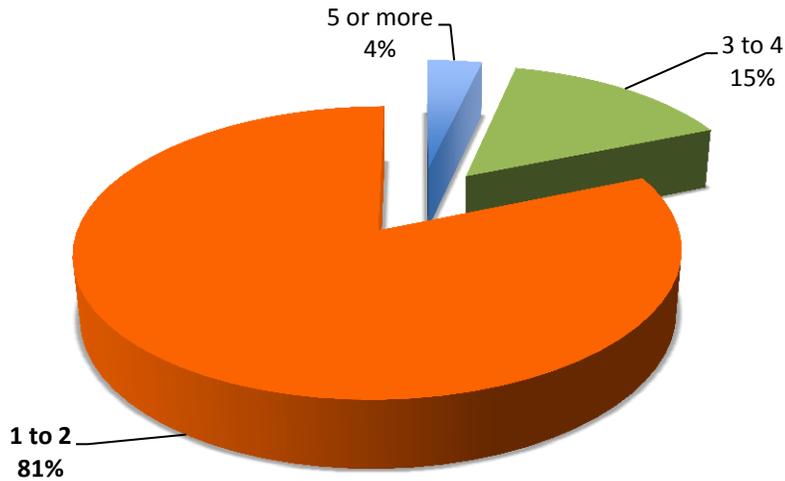
Value	Percent
\$0 - I do not expect to attend any events	14.40%
\$0 - My employer covers 100%	2.90%
<b>Less than \$250</b>	<b>34.80%</b>
\$250 to \$499	32.90%
\$500 to \$749	7.90%
\$750 or more	7.10%

**Total responses: 6,540**

Fourteen percent of the respondents do not plan on attending any professional training or educational events within the next year. Thirty-five percent of the respondents anticipate spending less than \$250 and 33% anticipate spending \$250 to \$499 on professional training and education over the next 12 months.

- Former members (63%) don't anticipate attending any events within the next year compared to just 8% of the members that don't anticipate attending any events. Among the former members that do plan on attending events, the majority intend to spend less than \$250.
- The amount spent for professional training and education does not vary significantly by household income.
- School Trainers/Managers/Assistant Directors/Directors expect to attend more events, on average than Instructors or Competition Coaches.
- Respondents from the Alaska Division (23%) were more likely than their counterparts to indicate they did not expect to attend any events within the next year.

**How many PSIA-AASI events do you expect to attend over the next 12 months?**



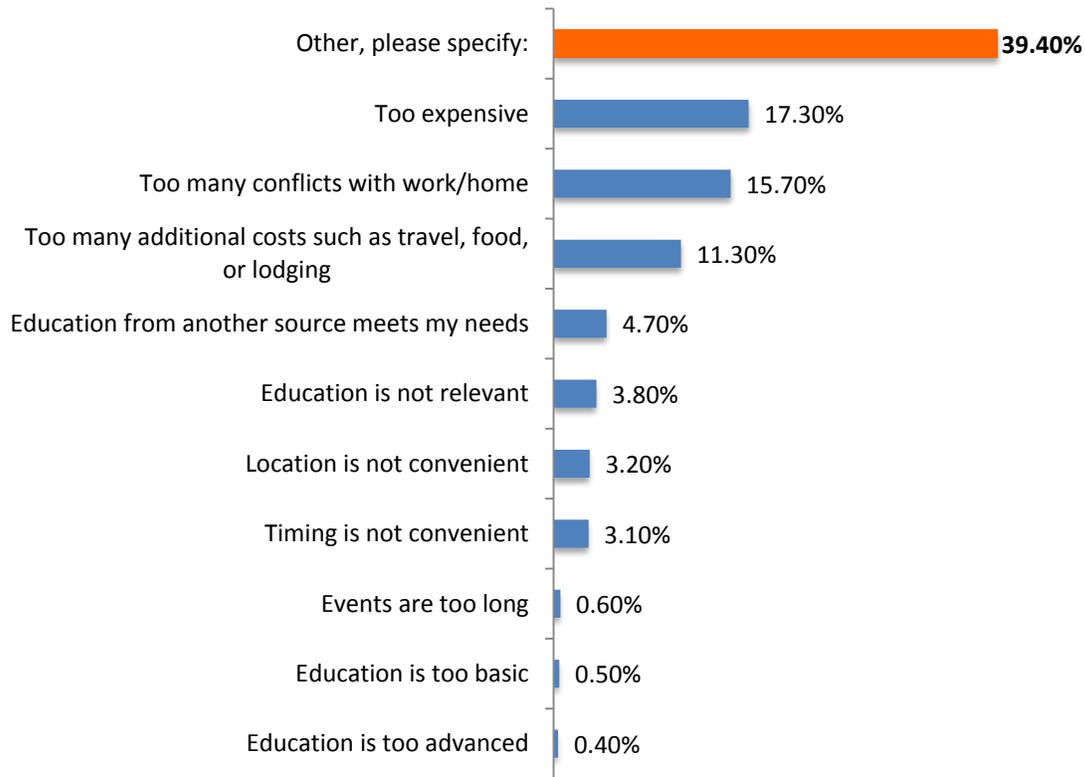
Value	Percent
1 to 2	81.30%
3 to 4	15.10%
5 or more	3.60%

**Total responses: 5,491**

Among the respondents that plan on attending a professional training or educational event over the next 12 months, the majority (81%) plan on attending one or two PSIA-AASI events.

- Respondents in paid full-time positions are more likely to attend more events than paid part-time respondents or unpaid volunteers.
- Respondents from the Intermountain Division (30%) are more likely than respondents from the other divisions to attend three or four events in the next year.

**What is the primary reason you do not expect to attend an educational event over the next 12 months?**



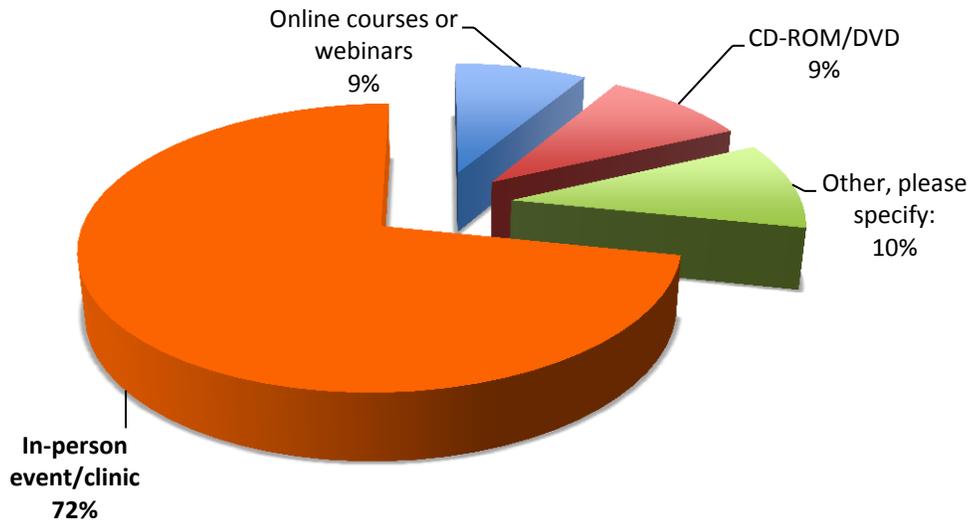
Value	Percent
<b>Other, please specify:</b>	<b>39.40%</b>
Too expensive	17.30%
Too many conflicts with work/home	15.70%
Too many additional costs such as travel, food, or lodging	11.30%
Education from another source meets my needs	4.70%
Education is not relevant	3.80%
Location is not convenient	3.20%
Timing is not convenient	3.10%
Events are too long	0.60%
Education is too basic	0.50%
Education is too advanced	0.40%

**Total responses: 932**

The primary reasons for not planning to attend an educational event within the next year is either the cost of the event, the additional costs associated with traveling, or the conflicts with work and/or home. Other respondents also indicate they are currently not active, a member, or they do not live in the U.S.

- Respondents ages 18 to 24 (36%) anticipate having more conflicts with work/home.

**Over the last 24 months, which of the following events/clinics have you participated in or used? (Check all that apply)**



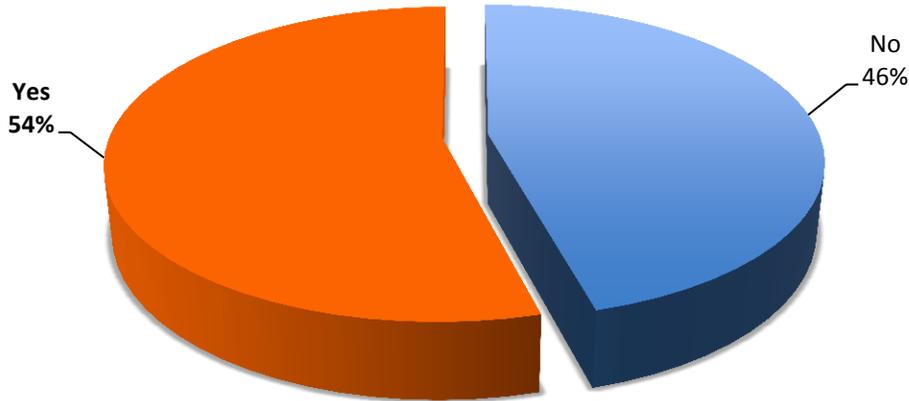
Value	Percent
In-person event/clinic	88.50%
Other, please specify:	12.60%
CD-ROM/DVD	11.60%
Online courses or webinars	10.60%

**Total responses: 5,969**

Over the past two years, 89% of the respondents have attended a live event or clinic. Only 11% of the respondents have participated in an online course or webinar and 12% have used a CD-ROM/DVD.

- Members (86%) were more likely than former members (36%) to have attended an in-person event within the last year.
- Respondents from the Alaska Division (67%) were least likely to have attended an in-person event.

**Have you attended a PSIA-AASI educational program or event in the past 12 months?**



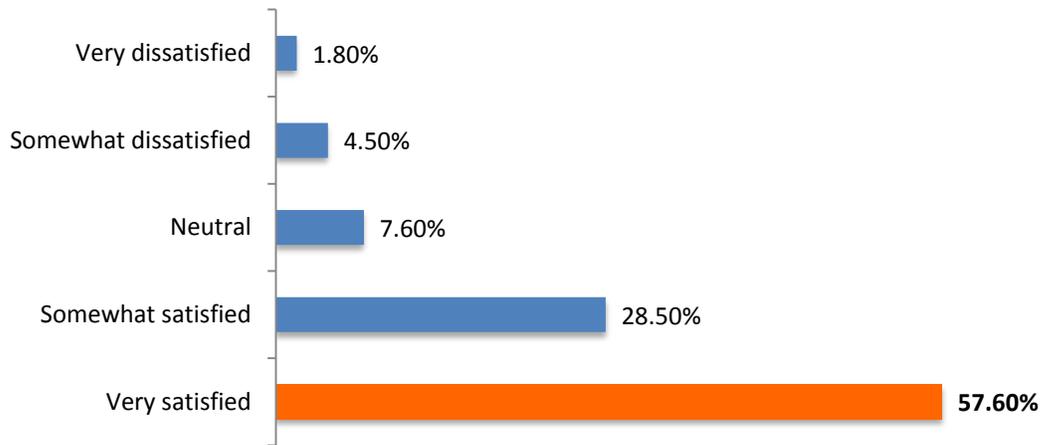
Value	Percent
Yes	54.20%
No	45.80%

**Total responses: 6,526**

Over one-half (54%) of the respondents have attended a PSIA-AASI educational program or event within the past year.

- Members (60%) were more likely than former members (9%) to have attended PSIA-AASI program or event within the last year.
- Respondents in paid full-time positions were more likely (63%) to have attended a PSIA-AASI event than respondents in paid part-time positions or unpaid volunteers.
- Seventy-six percent of the School Trainers/Managers/Assistant Directors/Directors have attended a PSIA-AASI educational program or event within the past year compared to Instructors (57%) and Competition Coaches (42%).
- Seventy-three percent of the respondents from the Northern Intermountain Division have attended a PSIA-AASI educational program or event within the past year compared to just 38% of the respondents from the Alaska Division having attended.

**How satisfied were you with your experience at the PSIA-AASI educational program or event?**

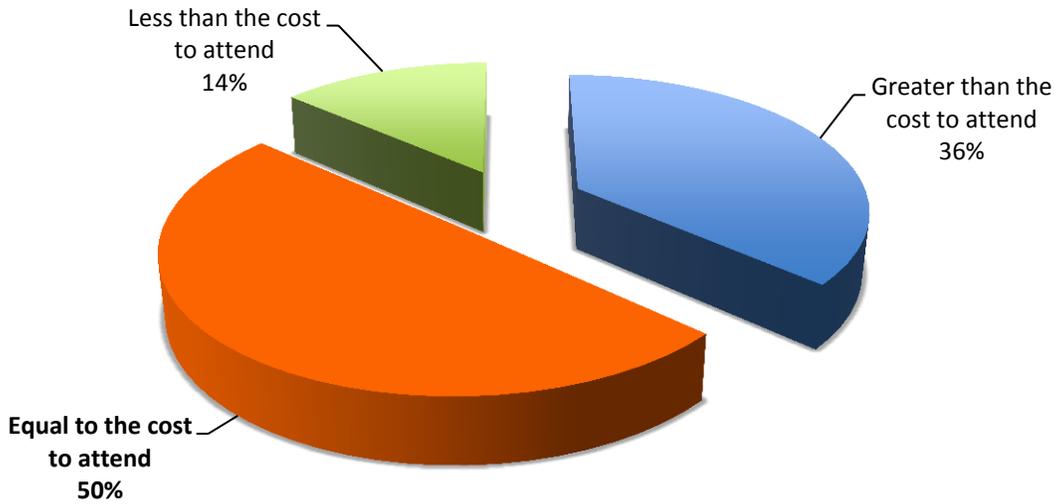


Value	Percent
<b>Very satisfied</b>	<b>57.60%</b>
Somewhat satisfied	28.50%
Neutral	7.60%
Somewhat dissatisfied	4.50%
Very dissatisfied	1.80%

**Total responses: 3,512**

Among those respondents that have attended a PSIA-AASI educational program or event within the past year, 86% of the attendees were satisfied with the event/program. In fact, 58% indicated they were “very satisfied” with the event/program.

**Do you believe the value you received from the PSIA-AASI educational program or event was...**

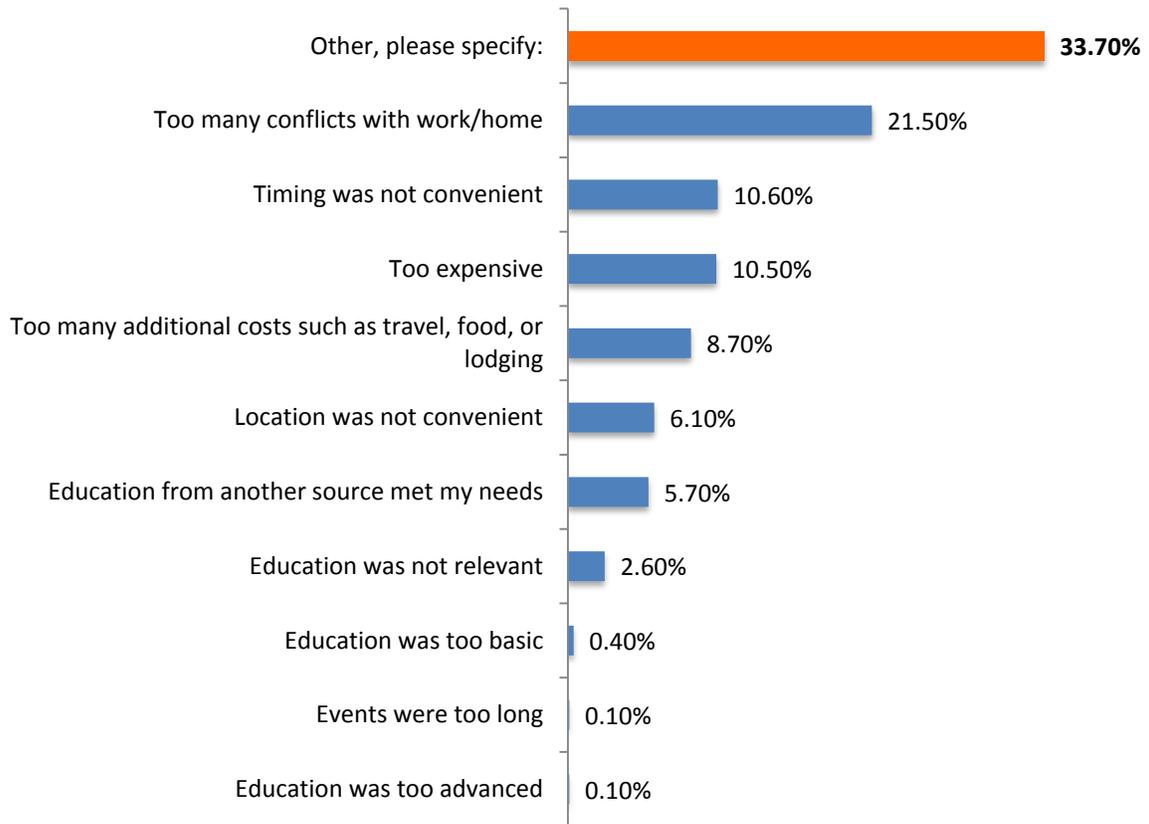


Value	Percent
Greater than the cost to attend	36.60%
<b>Equal to the cost to attend</b>	<b>49.80%</b>
Less than the cost to attend	13.60%

**Total responses: 3,515**

Among those respondents that have attended a PSIA-AASI educational program or event within the past year, 86% of the attendees felt the value they received from the event/program was either equal to or greater than the cost to attend.

**What is the primary reason you have not attended a PSIA-AASI educational program in the past 12 months?**



Value	Percent
<b>Other, please specify:</b>	<b>33.70%</b>
Too many conflicts with work/home	21.50%
Timing was not convenient	10.60%
Too expensive	10.50%
Too many additional costs such as travel, food, or lodging	8.70%
Location was not convenient	6.10%
Education from another source met my needs	5.70%
Education was not relevant	2.60%
Education was too basic	0.40%
Education was too advanced	0.10%
Events were too long	0.10%

**Total responses: 2,943**

The primary reasons for not attending a PSIA-AASI educational program within the past year was the expense of the program or additional costs associated with traveling, conflicts with work/home, and timing of the program. Write-in comments also cite

injury/health/personal reasons, weather, time constraints, not yet due to attend, or not being a member.

- Respondents from the Alaska Divisions were more likely to cite conflicts with work/home (29%) and the inconvenient location (18%) than respondents from the other divisions.
- The percentage of respondents citing the price of the event and the additional costs associated with travel to the event does decrease as household income increases.

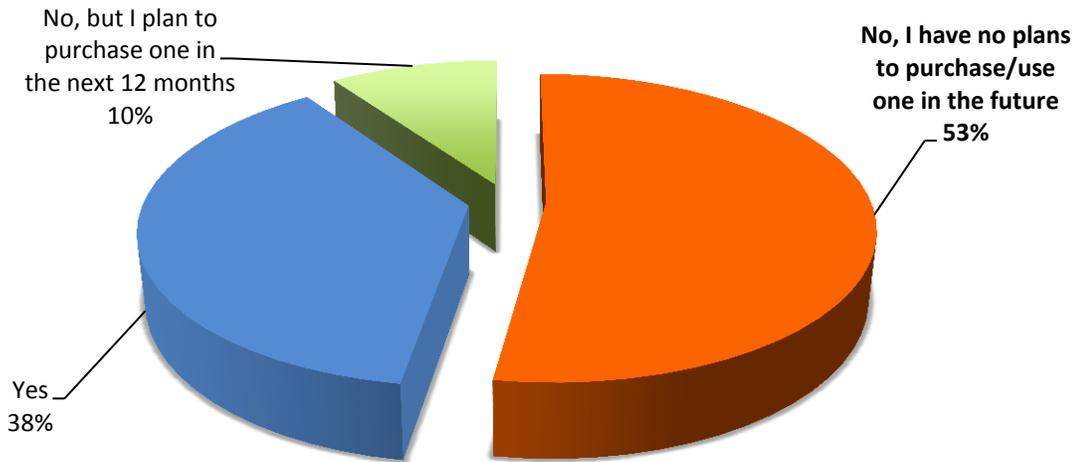
### What do you use the following social media sites for?

Value	Work %	Personal %	Do Not Use %
Industry blogs	24.80%	15.20%	67.90%
Facebook	16.00%	<b>66.20%</b>	31.90%
LinkedIn	<b>32.90%</b>	16.10%	56.90%
Twitter	6.50%	11.50%	<b>85.10%</b>
Pinterest	1.70%	8.20%	<b>91.00%</b>
Discussion forums	17.10%	23.50%	67.80%
YouTube	21.50%	<b>65.00%</b>	30.90%
PSIA-AASI The Snow Pros YouTube Channel	20.20%	26.70%	61.50%
PSIA-AASI Community	20.80%	26.50%	59.60%
Other	10.90%	18.80%	78.70%

About two-thirds of the respondents use the social media sites Facebook and YouTube for personal reasons. Forty percent of the respondents use the PSIA-AASI Community for either work or personal use and 38% of the respondents use the PSIA-AASI The Snow Pros YouTube Channel for either work or personal use.

- The use of Facebook and YouTube for personal reasons is negatively correlated with age, as age increases the use of these two social media sites decreases: for Facebook, from 92% among respondents 18 to 24 years of age to 43% among respondents 65 or older; for YouTube, from 88% among respondents 18 to 24 years of age to 37% among respondents 65 or older.
- There is no significant difference in the use of the PSIA-AASI Community or PSIA-AASI The Snow Pros YouTube Channel by age.
- Forty-six percent of the members have used the PSIA-AASI The Snow Pros YouTube Channel compared to 26% of the former members. Forty-nine percent of the members have used the PSIA-AASI Community compared to 26% of the former members.
- Women (77%) were more likely to use Facebook for personal use than men (58%).

**Do you currently own/use an e-reader (Nook, Kindle, Tablet)?**



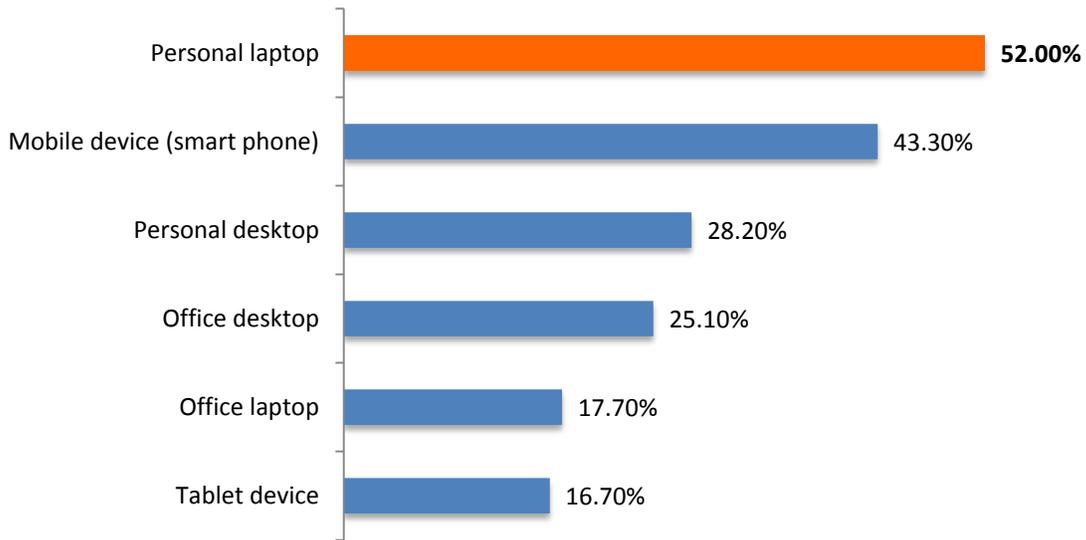
Value	Percent
No, I have no plans to purchase/use one in the future	52.50%
Yes	37.70%
No, but I plan to purchase one in the next 12 months	9.80%

**Total responses: 6,536**

Thirty-eight percent of the respondents currently own or use an e-reader such as a Nook, Kindle or Tablet, 10% plan to purchase one within the next year, and 52% have no plans to purchase or use one in the future.

- A larger percentage of the respondents age 65 or older (39%) own/use an e-reader than respondents ages 18 to 24 (23%).
- Fifty-four percent of the respondents from the Alaska Division currently own/use an e-reader compared to 32% of the respondents in the Western Division and 33% of the respondents in the Northern Rocky Mountain Division.

**Where do you primarily access your email? (Check all that apply)**

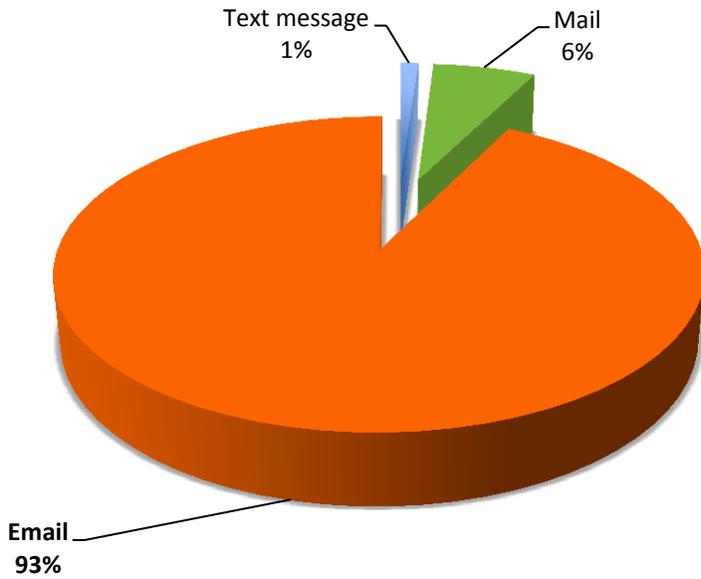


Value	Percent
<b>Personal laptop</b>	<b>52.00%</b>
Mobile device (smart phone)	43.30%
Personal desktop	28.20%
Office desktop	25.10%
Office laptop	17.70%
Tablet device	16.70%

**Total responses: 6,540**

Respondents primarily access their email through their personal laptop and/or smart phone.

**What is your preference for receiving special offers from PSIA-AASI?**

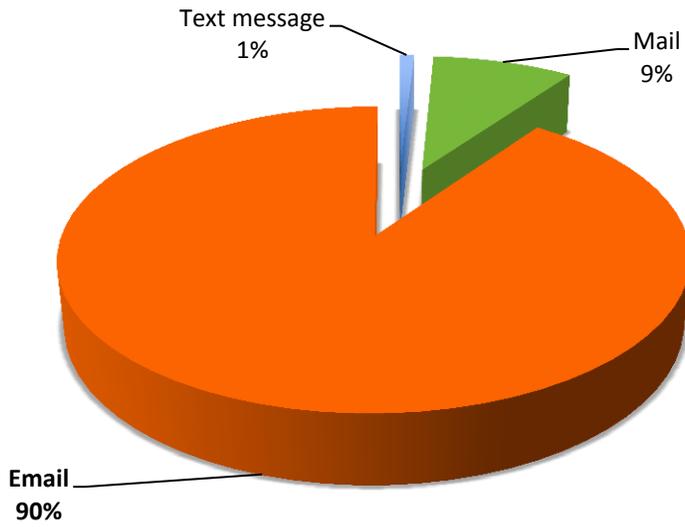


Value	Percent
Email	92.50%
Mail	6.30%
Text message	1.10%

**Total responses: 6,492**

Respondents prefer to receive special offers from PSIA-AASI via email.

**What is your preference for receiving information from PSIA-AASI?**

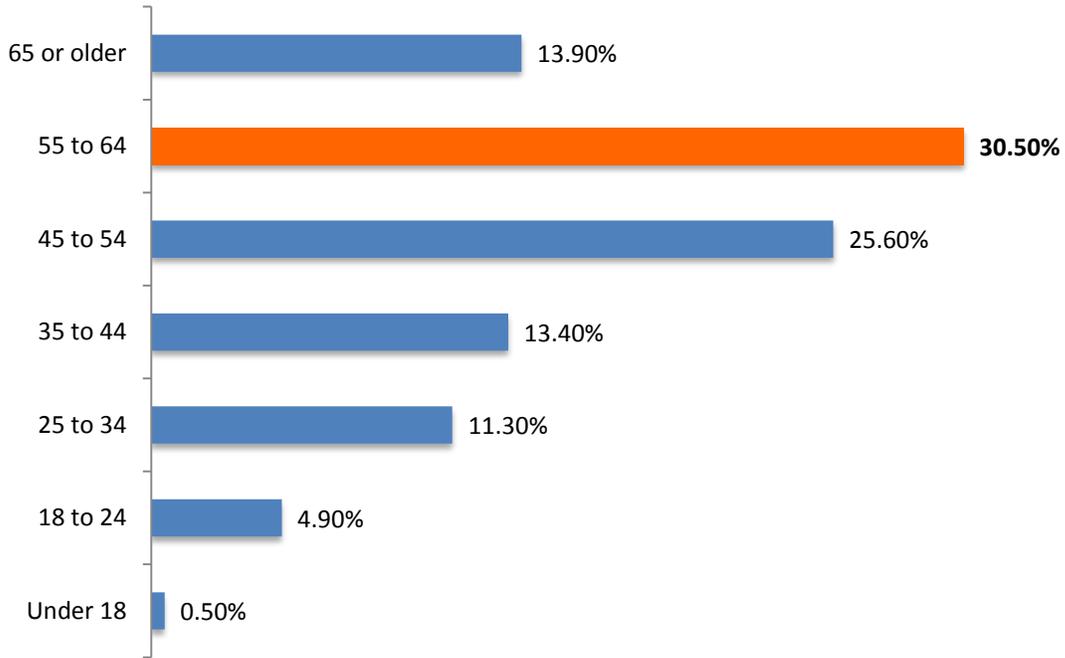


Value	Percent
Email	90.30%
Mail	8.90%
Text message	0.90%

**Total responses: 6,513**

Respondents prefer to receive information from PSIA-AASI via email.

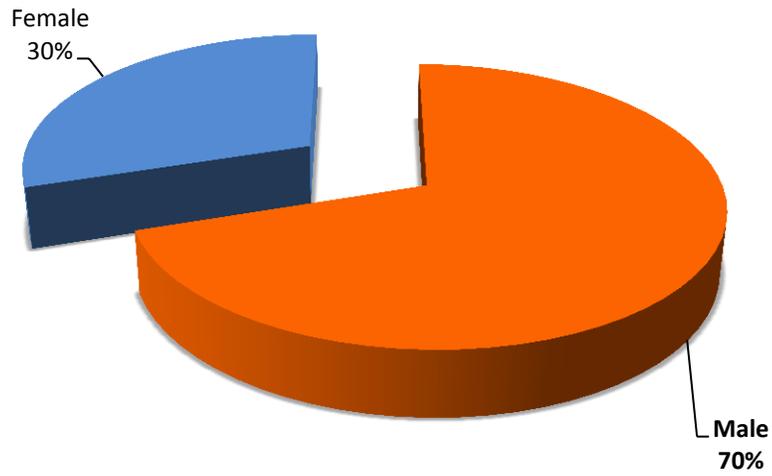
Please select the category that includes your age.



Value	Percent
Under 18	0.50%
18 to 24	4.90%
25 to 34	11.30%
35 to 44	13.40%
45 to 54	25.60%
<b>55 to 64</b>	<b>30.50%</b>
65 or older	13.90%

**Total responses: 6,454**

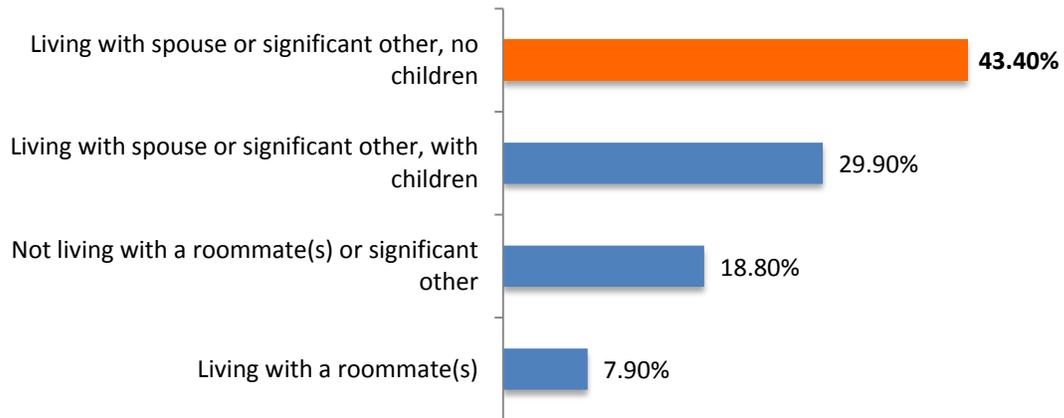
### What is your gender?



Value	Percent
Male	70.00%
Female	30.00%

**Total responses: 6,412**

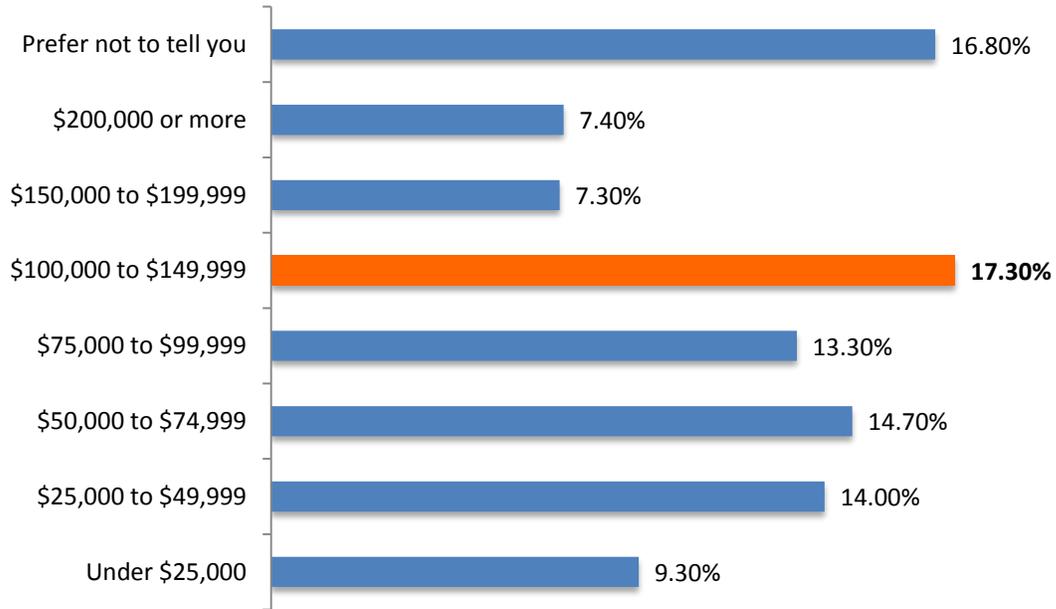
## What is your living situation?



Value	Percent
<b>Living with spouse or significant other, no children</b>	<b>43.40%</b>
Living with spouse or significant other, with children	29.90%
Not living with a roommate(s) or significant other	18.80%
Living with a roommate(s)	7.90%

**Total responses: 6,461**

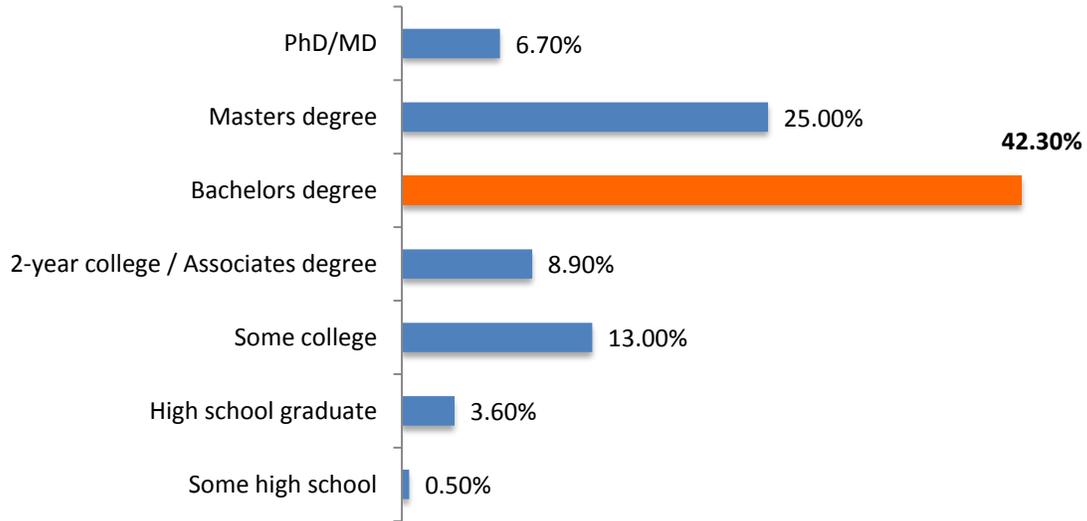
**What is your total annual household income?**



Value	Percent
Under \$25,000	9.30%
\$25,000 to \$49,999	14.00%
\$50,000 to \$74,999	14.70%
\$75,000 to \$99,999	13.30%
<b>\$100,000 to \$149,999</b>	<b>17.30%</b>
\$150,000 to \$199,999	7.30%
\$200,000 or more	7.40%
Prefer not to tell you	16.80%

**Total responses: 6,307**

**What is your highest level of EDUCATION completed?**



Value	Percent
Some high school	0.50%
High school graduate	3.60%
Some college	13.00%
2-year college / Associates degree	8.90%
<b>Bachelors degree</b>	<b>42.30%</b>
Masters degree	25.00%
PhD/MD	6.70%

**Total responses: 6,444**

## COMMON THEMES FOR OPEN-ENDED/OTHER RESPONSES

**What is your primary snowsports responsibility?**

Other responses
Alumni member of PSIA
Adaptive assistant
Children’s program coordinator
Volunteer
No longer instructing
No longer in the industry
Trainer
Instructor

**What other employment do you pursue/participate? (Check all that apply)**

**forms of**

Other responses
Business owner
Coach for other sports
Education related—Teacher, High school, Special Ed.
Consultant in various fields
Farmer
Firefighter
Instructor for another sport
Hospitality industry
Landscape
Real Estate
Self Employed

**Why have you chosen to work as a ski or snowboard instructor, coach or director?**

Responses
Enjoy/love helping people/teaching
Been in the industry for a long time
A love/passion for the sport
Desire to inspire other
Enjoy sharing experiences with others
Free passes
To give back
Personal satisfaction/rewarding

**Why have you not pursued Level 1 Certification? (Check all that apply)**

Member other responses
Already Level 1 Certified
Injury
Failed during certification
<b>Schedule conflicts</b>
I hold a higher certification: 2 or 3
Non-member other responses
I am already Level 1 Certified
Time constraints
Difficulty with examiners

**Have you ever served in any of the following roles for PSIA-AASI? (Check all that apply)**

Other responses
Clinic Leader
Instructor
Member

**How did you first hear about PSIA-AASI? (Check all that apply)**

Other responses
Was alive when PSIA-AASI first formed
Ski resort/ski school training session
From a member
Family

**Why did you originally join PSIA-AASI? (Check all that apply)**

Other responses
Increased pay rate
Required by employer
To become an instructor

**What is the primary reason you let your membership lapse? (Check all that apply)**

Other responses
Family matters
Financial obligations/Expensive dues
Difficulty with examiners
Problems with Visa/Don't live in the US
Injury
Inconsistency with training and examination
Retired
Time
Student fees are too high
Industry is too political

**Please complete the following sentence to help us understand what would have to change in order for you to become a member of PSIA-AASI once again. "To rejoin, PSIA-AASI would need to..." (Check all that apply)**

Other responses
Move back to the US
More benefits to the member
Don't charge reinstatement fees
Change in examiners expectations
Lower cost of dues
Change in cost-to-benefit ratio
No late fees

**What else could PSIA-AASI do to increase the likelihood you will rejoin?**

Other responses
Lower cost of dues
Change the certification policy
Increased communication
Make rejoining easy
Lower cost to stay certified
Letting former members rejoin
Lower cost of educational clinics

**Why did you select October for joining PSIA-AASI?**

Other responses
Month of my paycheck
Good time with funding
Beginning of ski season

**Why did you select November for joining PSIA-AASI?**

Other responses
Coincides with beginning of the season
Finances
Returning to work
Time availability

**Why did you select December for joining PSIA-AASI?**

Other responses
Start of ski season
Timing of next certification class

**Where do you get most of your information about the snowsports industry?**

Other responses
Friends and colleagues
In-house training
Magazines, newsletters
Ski school supervisors/directors
Resorts

**Why did you select January as the best month to renew your membership and your dues?**

Other responses
Additional income at that time
Annual dues
Because it is the easiest time financially
Membership is top-of-mind
Easy to plan on/remember

**Why did you select February as the best month to renew your membership and your dues?**

Other responses
After the holidays
Middle of the season with the best cash flow
Fewer financial obligations
Steady income
Working the most at that time
June is a difficult time because we are not skiing

**Why did you select March as the best month to renew your membership and your dues?**

Other responses
Income is high during March
End of season bonus
Taxes are done/tax return
Still teaching
Less financial obligations

**Why did you select April as the best month to renew your membership and your dues?**

Other responses
After tax refunds are received
Available funds
End of season
Have cash at the end of teaching season
Still working in the industry

**Why did you select May as the best month to renew your membership and your dues?**

Other responses
After tax time
Between holidays
End of season with money before other financial obligations
Personal financial reasons

**Why did you select June as the best month to renew your membership and your dues?**

Other responses
A break from other financial obligations throughout the year—fewer bills during this month
After ski season
After tax returns
Because I am used to paying dues at this time
Consistency/habit
Mid year
No need to change it

**Why did you select July as the best month to renew your membership and your dues?**

Other responses
After other financial obligations have been paid
No taxes due
Season is over
More cash flow
Mid year
Timing

**Why did you select August as the best month to renew your membership and pay your dues?**

Other responses
Outside financial pressures
Best cash flow
Closer to the next season
End of summer activities
Least amount of financial obligations, after tax season

**Why did you select September as the best month to renew your membership and pay your dues?**

Other responses
After summer expenses
More financially stable time
Closer to upcoming season
Low expenses
Start thinking about Winter

**Why did you select October as the best month to renew your membership and pay your dues?**

Other responses
Closer to ski season/beginning of planning
Less financial obligations
Cash flow is greater
End of summer
June is too early
Least busy time to pay

**Why did you select November as the best month to renew your membership and pay your dues?**

Other responses
Align cost with activity
Right before ski season begins making it easy to remember
Cash flow is best
Financially stable from summer income

**Why did you select December as the best month to renew your membership and pay your dues?**

Other responses
Easier to pay when in season
End of fiscal year
Beginning of the ski season
Cash flow is high
Hard to think about paying dues in June

**What needs to occur to change your opinion that the value you receive exceeds the cost of PSIA-AASI membership dues?**

Other responses
Better pay and pay incentives
More discounts with membership
Lower membership dues
Better reciprocation at other mountains
Cheaper clinics and certification costs
Easier access to programs
Dues continue to go up and we do not see the value of the membership or benefits increase

**What is the primary reason you do not expect to attend an education event over the next 12 months?**

Other responses
Cost
Conflicts
Currently not active
Do not live in the US
Retired
No longer a member

**Over the last 24 months, which of the following events/clinics have you participated in or used? (Check all that apply)**

Other responses
Certification and Certification exams
Clinics
None due to other obligations/injuries
Movement matrix

**What is the primary reason you have not attended a PSIA-AASI educational program in the past 12 months?**

Other responses
Injury/Health issues/personal reasons
Attended a prior event
Bad weather/snow year
Did not need to/did not need credits
Event cancelled
Cost
Time constraints
Not due to attend a program
I am a new member
No longer a member

**Please use this space to add anything else you would like us to know, or provide any suggestions you may have.**

Other responses
Lower cost
Reduce or take away reinstatement fees
Nothing needs to change, PSIA-AASI is doing a good job
Discuss more of the value and perks received from membership