

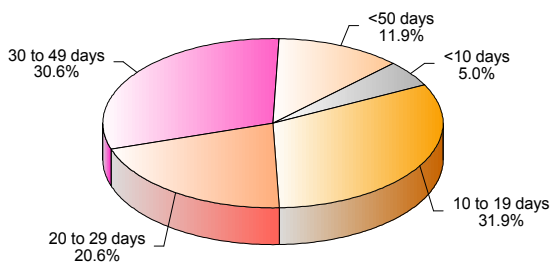
# RESEARCH



## readers average more than 36 ski days a year ..

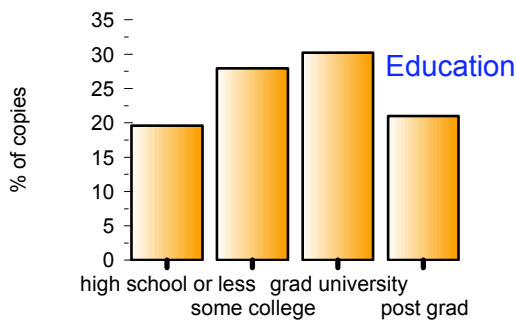
Rotenberg Research Survey of Ski Canada subscribers

### Frequency of skiing

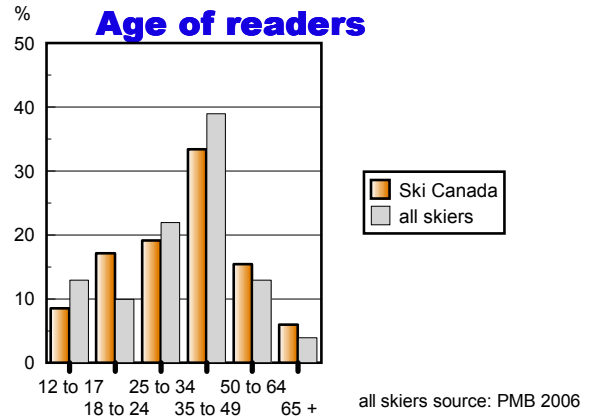


### Occupation

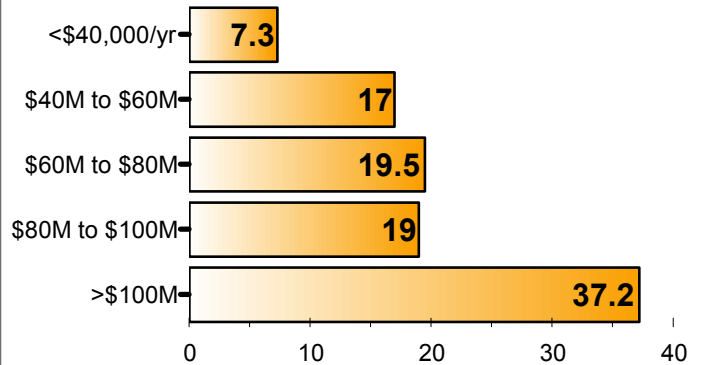
professional	41%
owner	6%
managerial	16%
sales	6%
skilled	7%
student	12%
retired	10%
other	2%



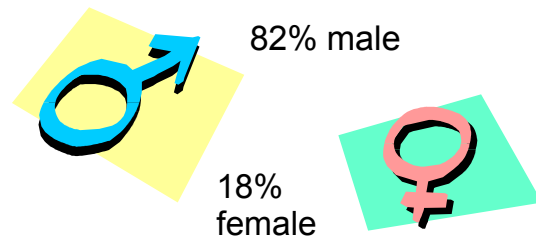
### Age of readers



### Annual household income



Average annual household income: \$82,000  
Source: Reader Survey 2002



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