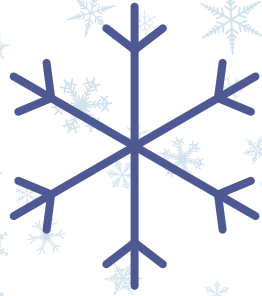


WINTER SURVEY



2025



1,009

Participants

How participants rated their enjoyment of winter on a scale of 1 to 5



Take a look at what participants had to say about their winter seasonal plans and how they stay busy during this time of year.

Participants favorite things about winter

Enjoying the snow

Winter activities like skiing

Ice skating & festivals

Cozying up by a fire

Where you live, is it common for it to snow regularly in the winter?



89% said YES

Favorite Outdoor Winter Activity

1. Going for a walk
 2. Sledding
 3. Skiing
-

Favorite Indoor Winter Activity

1. Watching a movie
 2. Reading
 3. Board Games
-

Favorite Winter Comfort Foods

1. Soup
 2. Chili
 3. Mac and Cheese
-

Favorite Winter Drink

1. Hot chocolate
 2. Tea
 3. Coffee
-

Do you prefer snowy or mild winters?

61% Mild



39% Snowy

Time spent outdoors during winter months on average

- 61% Less than an hour
- 30% 1 - 2 hours
- 9% More than 3 hours



Favorite winter sport or recreational activity

1. Skiing
2. Sledding
3. Ice Skating



How participant's physical activity level changes during the winter months

- 61% Decreases
- 35% Increases
- 4% Stays the same



BROUGHT TO YOU BY:



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