



## IPSOS Survey: Understanding the CSIA Members

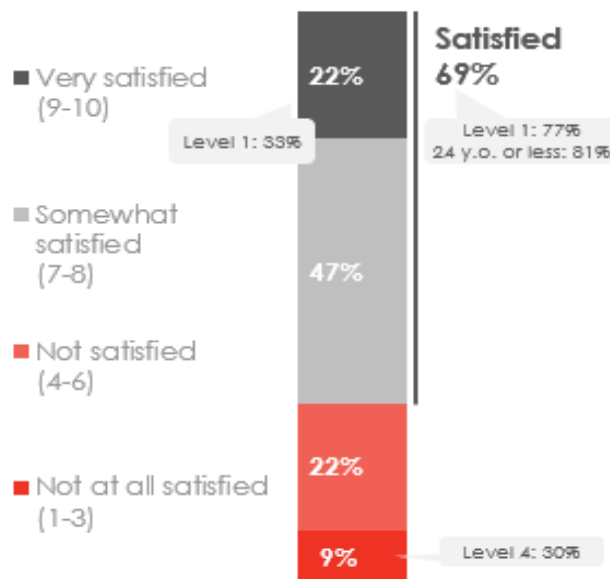
Last spring, we conducted a survey, led by the Ipsos Marketing firm, to get to know you better as a Member and find out what keeps you engaged and active within the CSIA. The survey gathered feedback from **1,621** respondents across Canada (8.4 response rate).

Respondent's profiles:

- 52% have been a Member for less than 5 years and 17% more than 25 years.
- 77% are working as Ski Instructors (full-time 20% and part-time 56%)
- 81% hold a Level 1 or a Level 2 CSIA Certification.
- 76% aspire to achieve a higher level of Certification.

Highlights from the survey:

### Level of satisfaction with the CSIA



- Your satisfaction level:
  - 69% are satisfied with the CSIA, this is particularly true amongst younger Members and Members with a Level 1 & 2 Certification.
  - Most agree that the CSIA is fulfilling its mandate based on all elements of its mission and are firm believers that the CSIA develops new teaching methods and skiing techniques.
- Your CSIA Membership:

- Top 3 reasons for being a CSIA Member are:
  - To develop skills as a skier and/or an Instructor.
  - To combine the passion for skiing and teaching.
  - Time spent outside in a sport you love.
- Top 3 barriers to being a CSIA Member are:
  - Rising costs of our Certification Programs.
  - Inability to make a living as a Ski Instructor.
  - Time restrictions.
- DEI: 70% of our Members believe that it is important to address issues of inclusivity and diversity. 51% believe that the CSIA could be doing more.
- Ski Industry: Top 3 challenges facing the Ski Industry are climate change, low wages for Ski Instructors and costs.
- CSIA Benefits:
  - Most Members are aware of the benefits offered by the CSIA. The top 3 used benefits include:
    - Discounted lift tickets while taking a CSIA Program.
    - Pro Deals (equipment)
    - Tax receipts
  - Also, more than 80% of you have consulted our educational resources online.
- Governance: Very few are aware of our governance model, but close to 60% are interested in learning more. Suggestions to improve awareness was to develop better 2-way communication.
- Communication: Website and direct eblast/Communiqué communications are more frequently used compared to our social media pages. Social events and better social media content are top actions named to improve our interactions with Members.

Overall, responses showed that one of CSIA's strength is the relationship with you, its Members. You feel that the CSIA educates you to be better at your job as a Ski Instructor and it facilitates meetings amongst fellow Instructors.

But it also provided important information as to areas that need improvement. These include making courses more affordable, enhancing the professional development offerings and providing better communication. Our commitment is that we will keep working on the areas you've identified needing improvement in the months and year to come.

We want to complete this summary by thanking you for your cooperation, honesty and time when completing our Membership survey!