

TOP-OF-MIND BRANDS BY CATEGORY (UNAIDED AWARENESS)
AMONG PARTICIPANTS IN THAT SPORT

Responses on this page were generated top-of-mind from participants. Survey respondents were asked to write in brands rather than presented with a list of brands. Data were then cleaned, coded, and aggregated. "Other" in each category includes many other brands (less than 1% each), showing great awareness of smaller boutique brands overall.



DOWNHILL SKIING BRANDS

Rossignol	50%
SALOMON	39%
Volkl	38%
K2	38%
ATOMIC	31%
Nordica	24%
Head	23%
Blizzard	16%
Fischer	10%
Dynastar	9%
Tecnica	8%
Elan	8%
Marker	8%
Lange	7%
Spyder	7%
The North Face	7%
Line	6%
Patagonia	6%
Black Crows	5%
Armada	5%
Smith	5%
Icelantic	4%
Black Diamond	4%
Burton	4%
Arcteryx	3%
DPS	3%
J Skis	3%
Dalbello	3%
Columbia	3%
Stockli	3%
Kastle	3%
Helly Hansen	3%
Leki	2%
FlyLow	2%
Faction	2%
Liberty	2%
Scott	2%
Marmot	2%
Look	2%
Obermeyer	2%
Stio	2%
Meier	1%
RMU	1%
Other	36%



SNOWBOARD BRANDS

Burton	85%
Never Summer	28%
K2	26%
Lib Tech	26%
Ride	21%
SALOMON	21%
Jones	18%
Gnu	15%
Arbor	15%
686	14%
Capita	13%
Union	8%
Rome	8%
Rossignol	8%
Nitro	7%
Volcom	6%
Thirty-two	6%
Dakine	6%
Roxy	5%
Yes	4%
Flow	3%
DC	3%
Kemper	3%
Bataleon	3%
Weston	3%
Forum	2%
Simms	2%
Cardiff	1%
Winterstick	1%
Other	34%



CROSS COUNTRY BRANDS

Rossignol	60%
Fischer	52%
SALOMON	47%
Swix	22%
ATOMIC	17%
Madshus	16%
Alpina	12%
Karhu	7%
Nordica	6%
LL Bean	5%
K2	4%
Black Diamond	3%
Craft	3%
Rottefella	2%
Asnes	2%
Other	31%

BACKCOUNTRY SKIING/
BOARDING BRANDS

Black Diamond	37%
Dynafit	24%
SALOMON	19%
Scarpa	16%
K2	15%
Volkl	14%
Black Crows	13%
G3	13%
Burton	13%
Jones	12%
ATOMIC	12%
Marker	11%
DPS	11%
BCA	11%
Rossignol	9%
Blizzard	8%
Dynastar	5%
Spark R&D	5%
Pomoca	4%
Mammut	3%
Icelantic	3%
Never Summer Ind.	3%
Ortovox	3%
Weston	3%
Other	64%



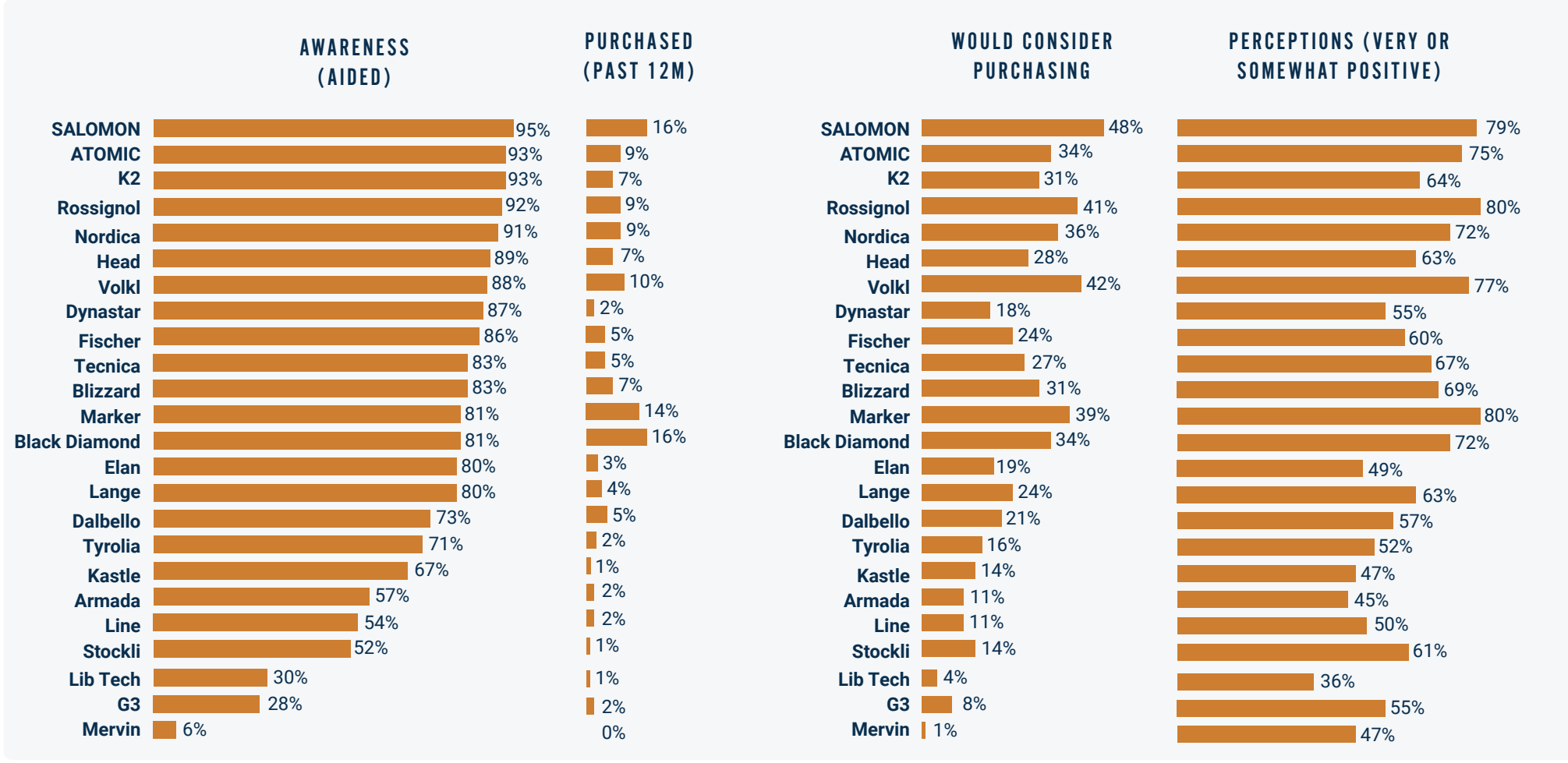
SNOWSHOE BRANDS

Tubbs	51%
MSR	35%
Atlas	29%
LL Bean	26%
REI	9%
Red Feather	8%
Yukon Charlie's	6%
Crescent Moon	4%
K2	3%
Dion	1%
Other	26%



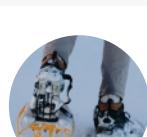
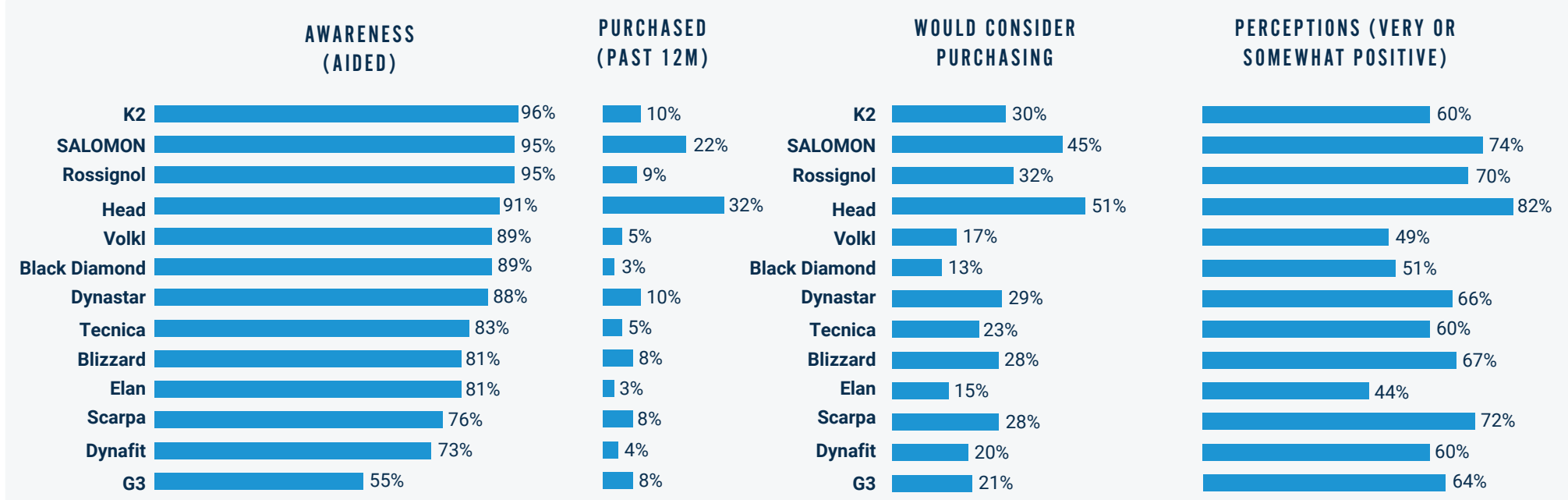
BRAND METRICS FOR ALPINE SKI BRANDS AMONG ALPINE SKIERS

Responses on this page reflect aided responses where respondents were shown a list of brands and asked if they were aware of that brand, had purchased in the past 12 months, if they would consider purchasing that brand, and their overall perception of that brand.



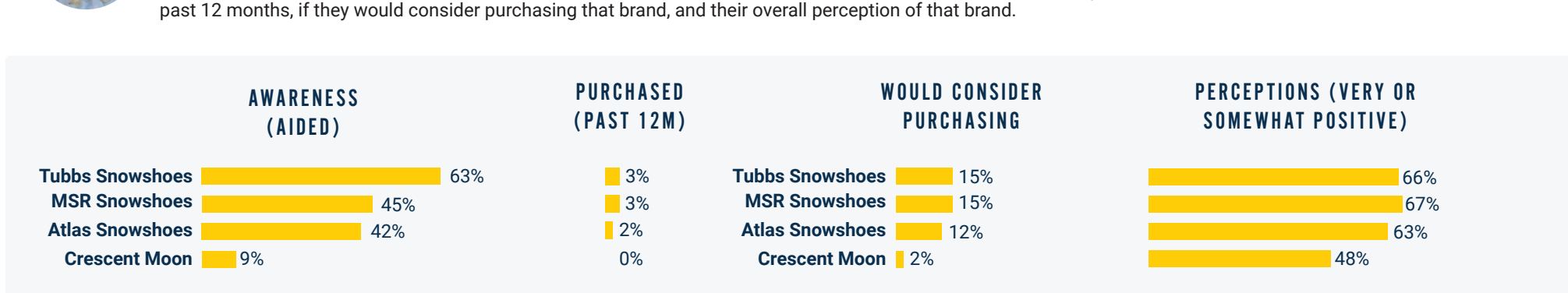
BRAND METRICS FOR ALPINE TOURING BRANDS AMONG ALPINE TOURING SKIERS

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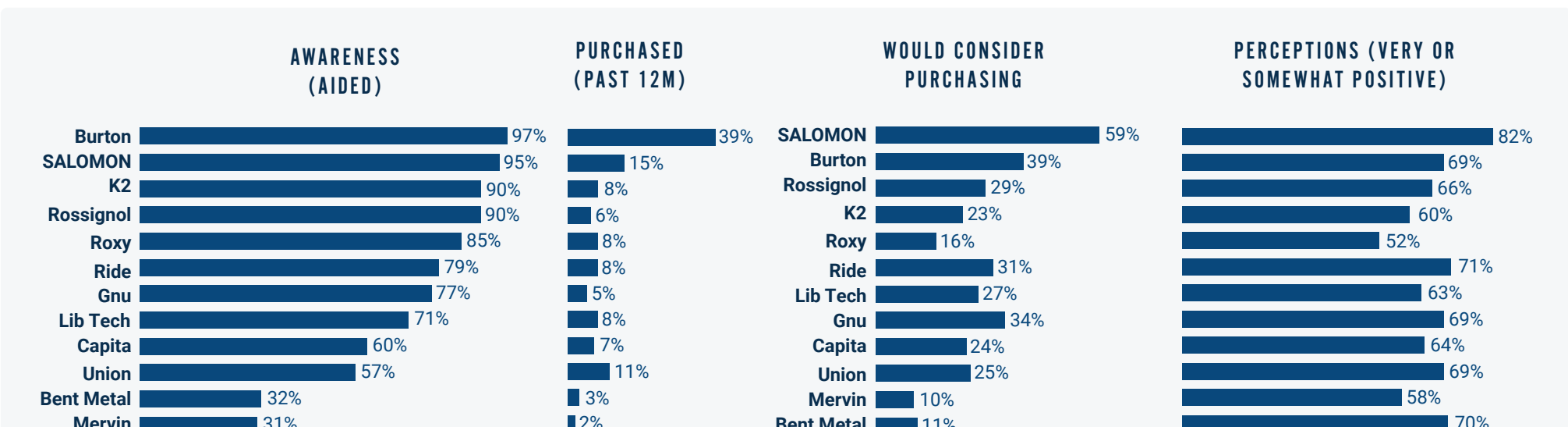
BRAND METRICS FOR SNOWSHOE BRANDS AMONG SNOWSHOEING PARTICIPANTS

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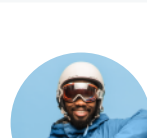
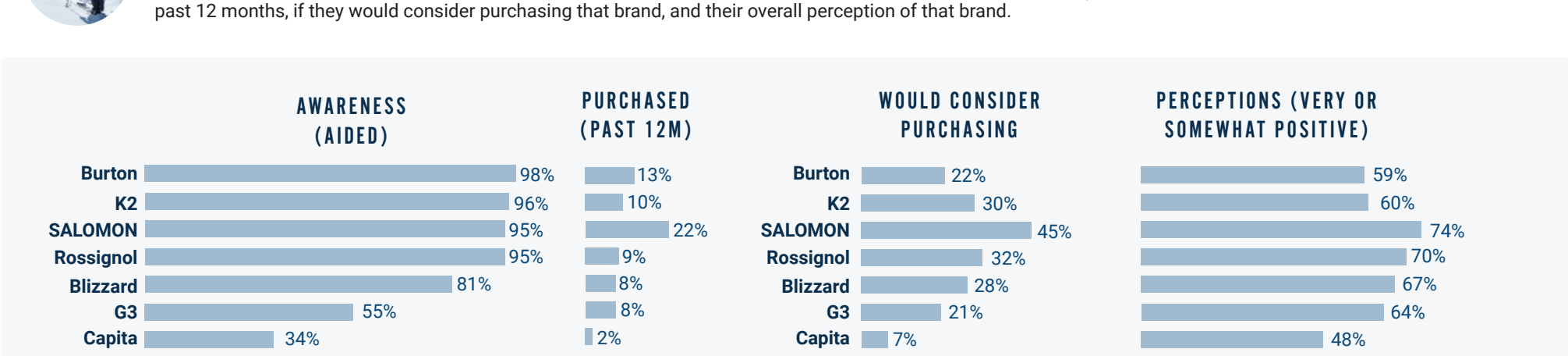
BRAND METRICS FOR SNOWBOARD BRANDS AMONG SNOWBOARDERS

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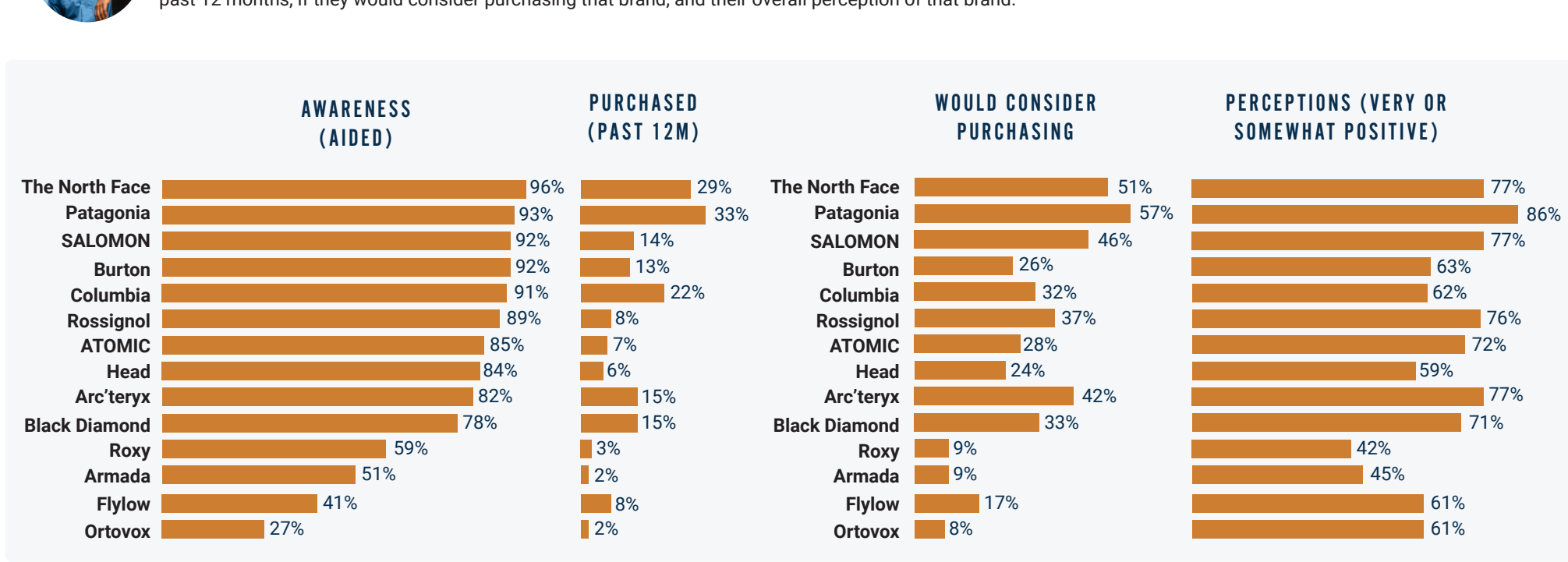
BRAND METRICS FOR SNOWBOARD TOURING BRANDS AMONG SNOWBOARD TOURING PARTICIPANTS

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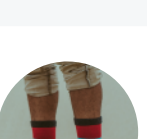
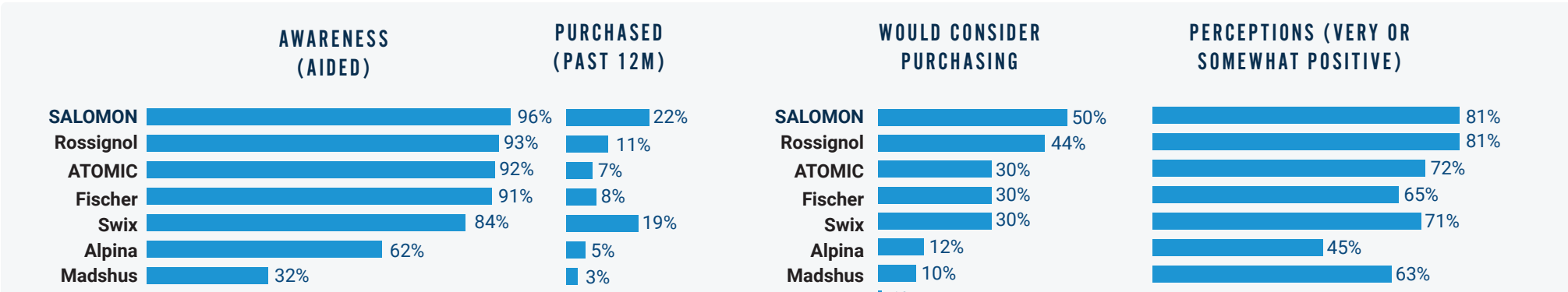
BRAND METRICS FOR APPAREL BRANDS AMONG ALL SNOW SPORT PARTICIPANTS

Responses on this page reflect aided responses where respondents were shown a list of brands and asked if they were aware of that brand, had purchased in the past 12 months, if they would consider purchasing that brand, and their overall perception of that brand.



BRAND METRICS FOR CROSS COUNTRY BRANDS AMONG CROSS-COUNTRY SKIERS

Responses on this page reflect aided responses where respondents were shown a list of brands and asked if they were aware of that brand, had purchased in the past 12 months, if they would consider purchasing that brand, and their overall perception of that brand.



BRAND METRICS FOR ACCESSORY BRANDS AMONG ALL SNOW SPORT PARTICIPANTS

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