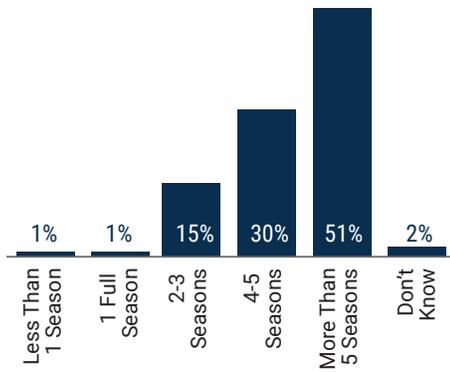


CONSUMER BELIEFS ABOUT SUSTAINABLE EQUIPMENT AND APPAREL

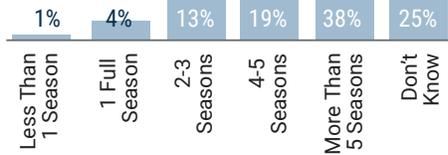
HOW MANY SEASONS DO YOU EXPECT TO GET OUT OF EACH OF THE FOLLOWING?



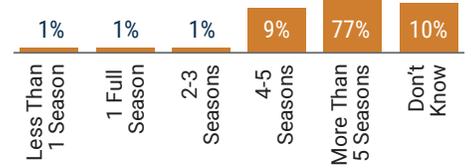
SKIS
(ALPINE, TOURING, OR TELEMARK)



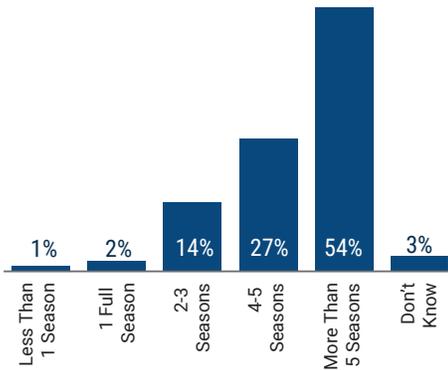
SNOWBOARD



SKIS (NORDIC)



SKI BOOTS
(ALPINE, TOURING, OR TELEMARK)



SNOWBOARD BOOTS



SKI BOOTS (NORDIC)

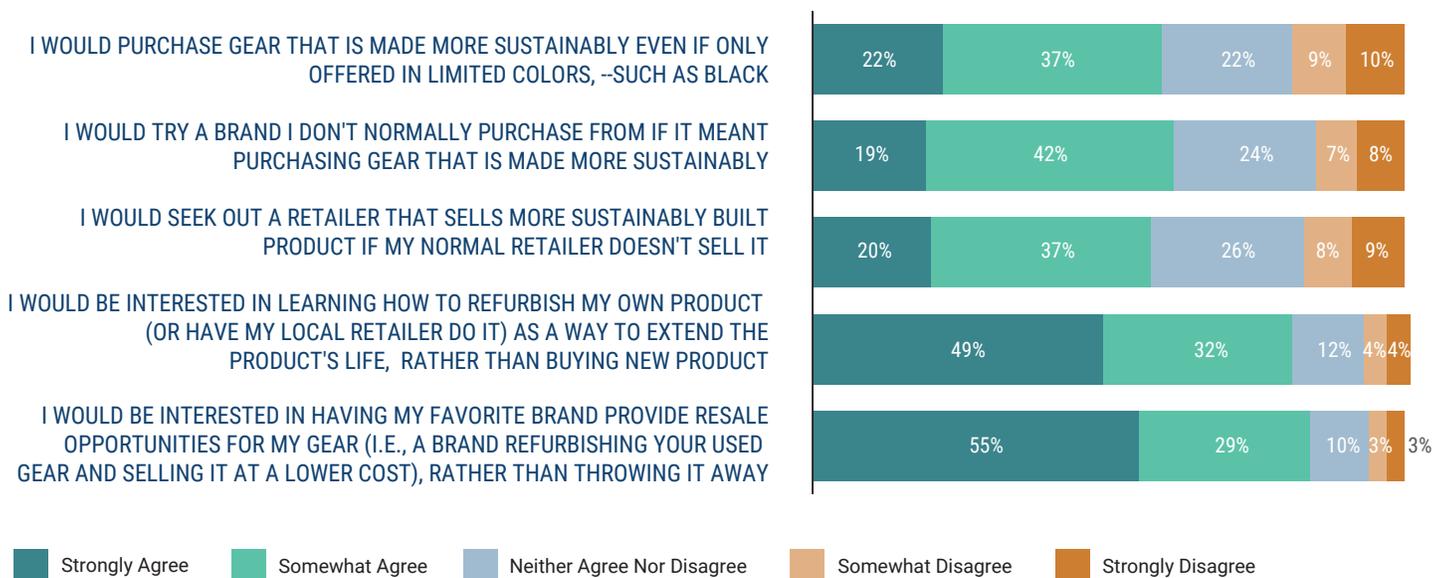




WHEN YOU HEAR THAT A PIECE OF EQUIPMENT OR APPAREL IS SUSTAINABLY MADE, WHAT DO YOU THINK THAT MEANS? (CODED OPEN-ENDED RESPONSES)



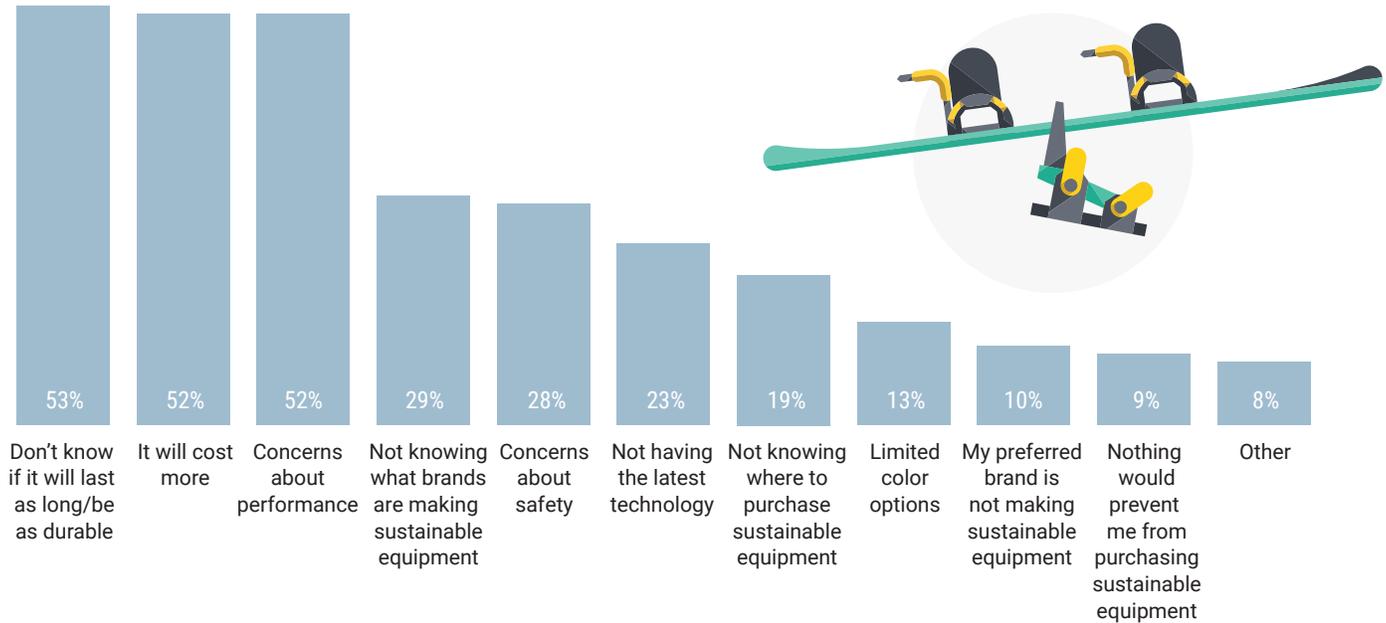
TO WHAT EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?



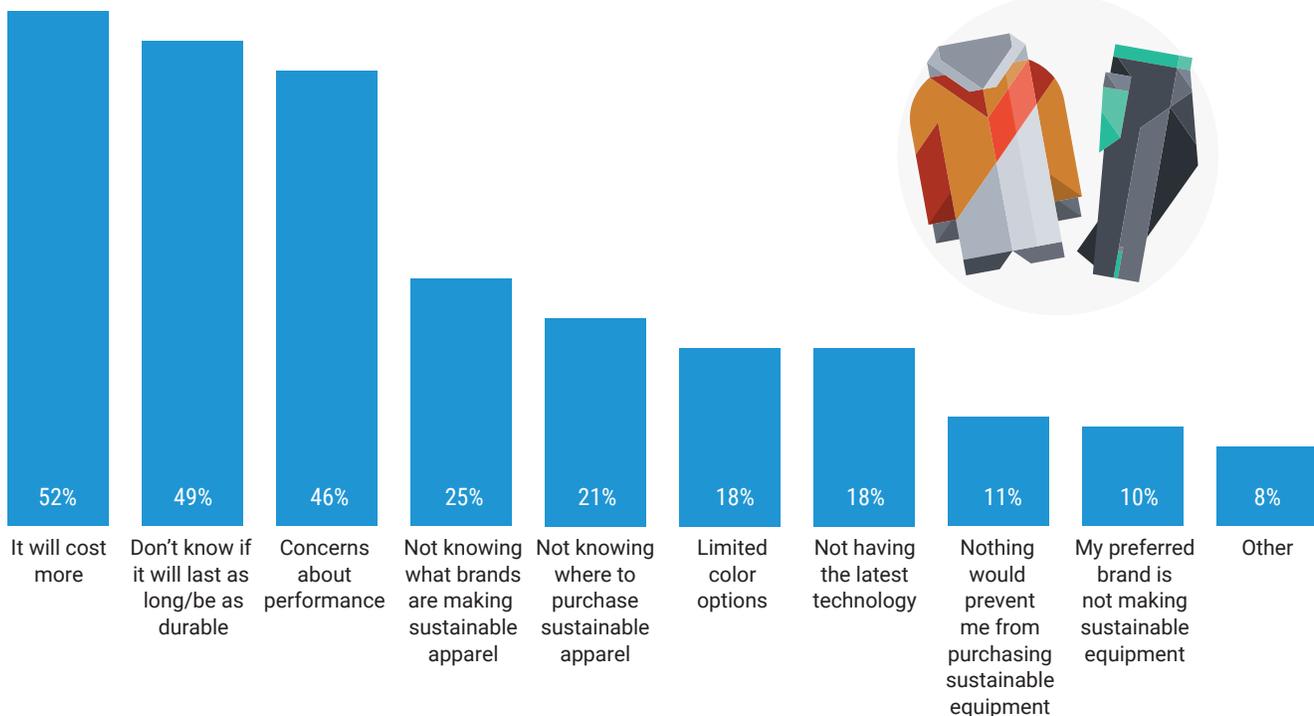
■ Strongly Agree
 ■ Somewhat Agree
 ■ Neither Agree Nor Disagree
 ■ Somewhat Disagree
 ■ Strongly Disagree



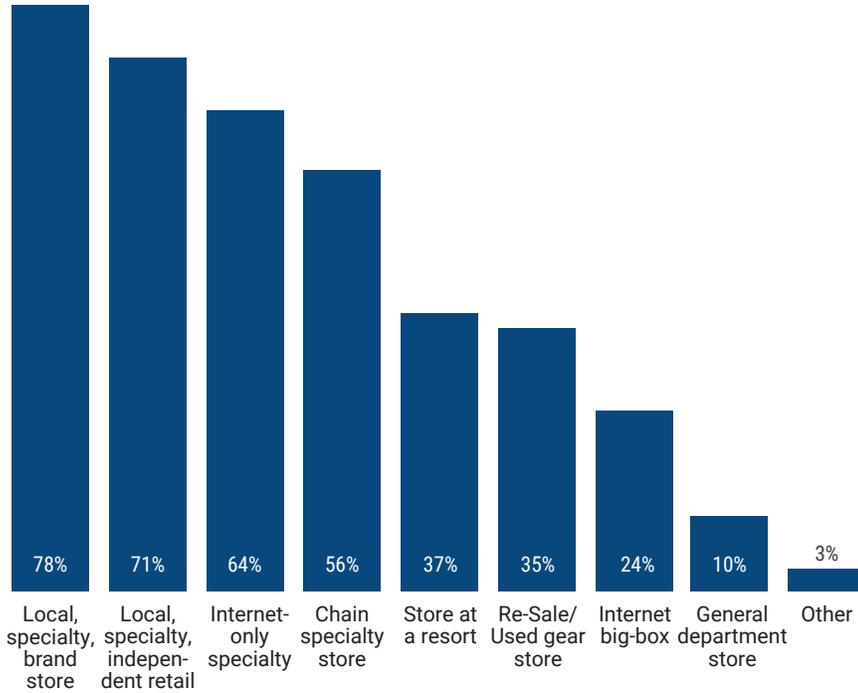
WHAT REASONS, IF ANY, WOULD PREVENT YOU FROM PURCHASING SNOWSPORT EQUIPMENT (E.G., SKIS, BOARDS, BINDINGS) THAT IS MADE MORE SUSTAINABLY?



WHAT REASONS, IF ANY, WOULD PREVENT YOU FROM PURCHASING SUSTAINABLE SNOWSPORT APPAREL (E.G., JACKETS/SHELLS, PANTS, BASE LAYERS)?



WHERE WOULD YOU EXPECT TO BUY SUSTAINABLE EQUIPMENT AND APPAREL MADE FROM RECYCLED AND/OR RECYCLABLE MATERIALS?



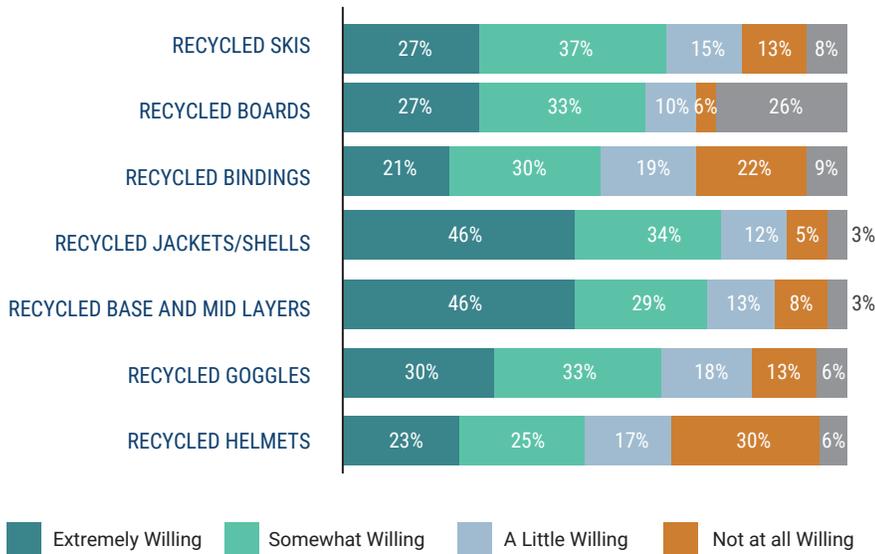
WHERE WOULD YOU WANT TO LEARN MORE ABOUT SUSTAINABLE EQUIPMENT AND APPAREL?



AWARENESS OF BRANDS SELLING SUSTAINABLE SNOW SPORTS GEAR (OPEN-ENDED RESPONSES)

PATAGONIA	36%	STIO	2%	COTOPAXI	2%	LIB TECH	1%	FACTION SKI	1%
NORTH FACE	6%	PICTURE	2%	SCARPA	2%	WNDR ALPINE	1%	MTN HARDWEAR	1%
REI	6%	ROSSIGNOL	2%	ARCTERYX	1%	686	1%	OTHER	20%
BURTON	4%	SALOMON	2%	JONES	1%	HELLY HANSEN	1%	DON'T KNOW	9%

FOR FUTURE PURCHASES OF SNOWSPORT EQUIPMENT AND APPAREL, HOW WILLING WOULD YOU BE TO BUY THE FOLLOWING MADE FROM RECYCLED MATERIALS?



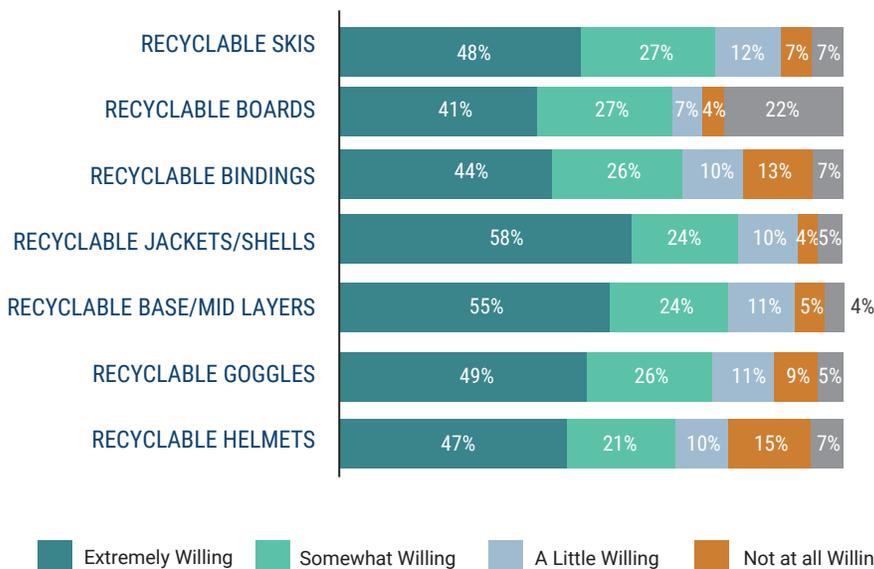
WILLINGNESS TO PAY MORE IF MADE FROM RECYCLED MATERIALS

(MEDIAN AMOUNTS SHOWN. \$0 MEANS MOST PEOPLE INDICATED THEY WOULD NOT PAY EXTRA.)

RECYCLED SKIS	\$50
RECYCLED BOARDS	\$50
RECYCLED BINDINGS	\$0
RECYCLED JACKETS/SHELLS	\$20
RECYCLED BASE/MID LAYERS	\$5
RECYCLED GOGGLES	\$0
RECYCLED HELMETS	\$0



FUTURE PURCHASES OF SNOWSPORTS EQUIPMENT AND APPAREL, HOW WILLING WOULD YOU BE TO BUY THE FOLLOWING IF IT WERE MANUFACTURED TO BE RECYCLABLE? (MEANING, RATHER THAN ENDING UP IN A LANDFILL, THE MATERIALS COULD BE RECYCLED)



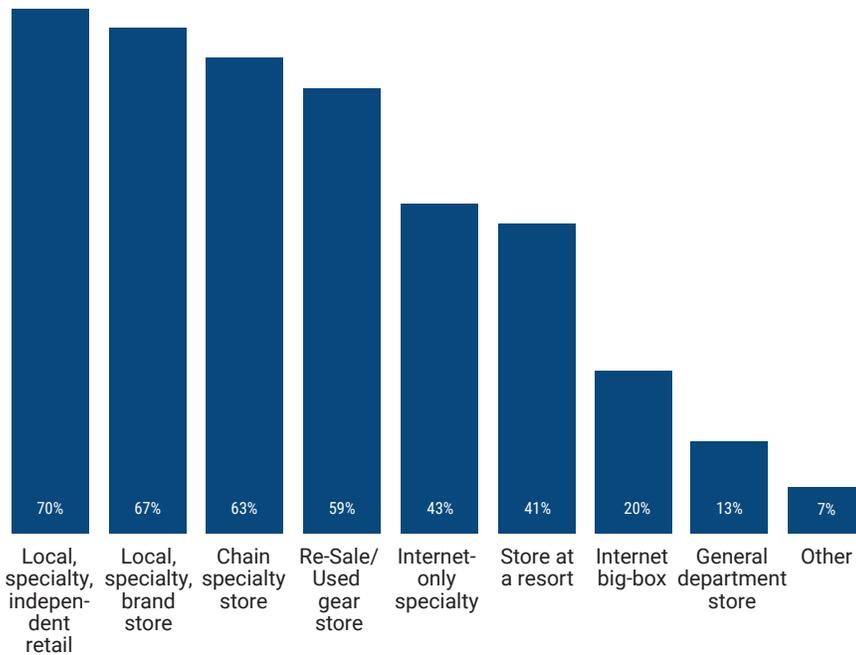
WILLINGNESS TO PAY MORE IF MANUFACTURED TO BE RECYCLABLE

(MEDIAN AMOUNTS SHOWN. \$0 MEANS MOST PEOPLE INDICATED THEY WOULD NOT PAY EXTRA.)

RECYCLABLE SKIS	\$10
RECYCLABLE BOARDS	\$1
RECYCLABLE BINDINGS	\$0
RECYCLABLE JACKETS/SHELLS	\$0
RECYCLABLE BASE AND MID LAYERS	\$0
RECYCLABLE GOGGLES	\$0
RECYCLABLE HELMETS	\$0



WHERE WOULD YOU EXPECT TO DROP OFF OR SHIP YOUR SNOWSPORT EQUIPMENT FOR RECYCLING?



WHERE WOULD YOU EXPECT TO LEARN ABOUT OPPORTUNITIES FOR RECYCLING SNOWSPORT EQUIPMENT?

- DIRECTLY FROM A BRAND 89%
- AT AN INDEPENDENT RETAILER 71%
- AT A CHAIN SPECIALTY STORE 55%
- AT A RE-SALE/USED GEAR STORE 53%
- AT A RESORT STORE 42%
- OTHER 4%

