

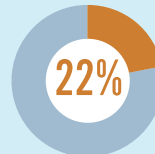
INSIGHTS FROM SIA'S CONSUMER PANEL OF WINTER SPORT ENTHUSIASTS

### ECONOMY

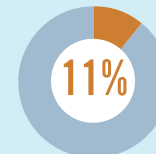


## ONE-THIRD

OF RESPONDENTS HAVE MODERATE OR EXTREME CONCERN OVER INFLATION



HAVE MODERATE OR EXTREME CONCERN OVER PERSONAL FINANCIAL SITUATION



HAVE MODERATE OR EXTREME CONCERN OVER PRODUCT AVAILABILITY

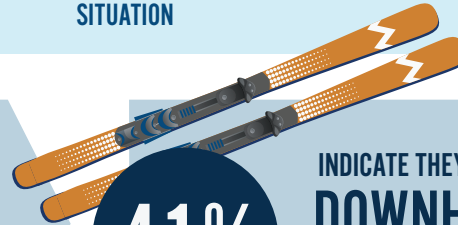


PLAN TO SPEND LESS THAN \$500 ON GEAR THIS COMING YEAR



50%

INDICATE THEY WILL PURCHASE APPAREL & ACCESSORIES



41%

INDICATE THEY WILL PURCHASE DOWNHILL SKI EQUIPMENT\*

\*MORE SKIERS TOOK THE SURVEY THAN SNOWBOARDERS



- NEARLY A QUARTER PLAN TO PURCHASE IN SEPT/OCT
- MORE THAN A THIRD PLAN TO PURCHASE IN NOV/DEC

TOP 3 RETAILERS THEY PLAN TO PURCHASE FROM

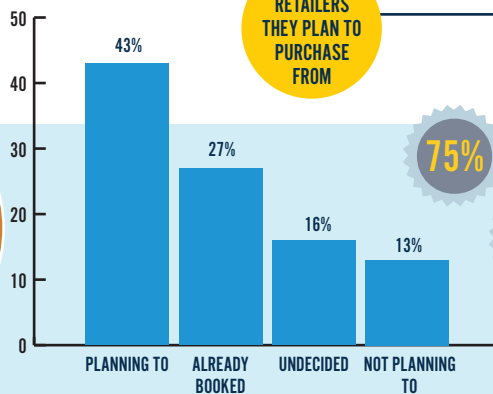
LOCAL SPECIALTY RETAILER 62%

INTERNET SPECIALTY RETAILERS 45%

CHAIN SPECIALTY RETAILER 40%



MOST ARE PLANNING SNOWSPORT VACATIONS THIS YEAR



75%

DOMESTIC TRIPS

15%

DOMESTIC AND INTERNATIONAL TRIPS

7%

INTERNATIONAL TRIPS

MOST LIKELY TO BE PURCHASED NEW:  
APPAREL, ACCESSORIES, LUGGAGE,  
AND AVALANCHE SAFETY EQUIPMENT



NEW  
USED

MOST LIKELY TO BE PURCHASED USED:  
CROSS COUNTRY EQUIPMENT



ONE QUARTER  
PLAN TO RENT  
AT LEAST ONCE THIS  
COMING SEASON