

INSIGHTS FROM SIA'S CONSUMER PANEL OF WINTER SPORT ENTHUSIASTS

PARTICIPATION

MORE THAN ONE-HALF

OF RESPONDENTS ARE MORE EXCITED TO PARTICIPATE THIS SEASON.

VERY FEW (<5%) WERE LESS EXCITED.



SIMILARLY

RESPONDENTS ARE ANTICIPATING

PARTICIPATING MORE THIS WINTER

ONLY 7% ARE PREDICTING THEY'LL PARTICIPATE LESS.



NEW WINTER SPORTS

UPHILLING AND BACKCOUNTRY SKIING OR BOARDING WERE THE MOST COMMON "NEW" SPORTS RESPONDENTS PLAN TO TRY THIS YEAR.

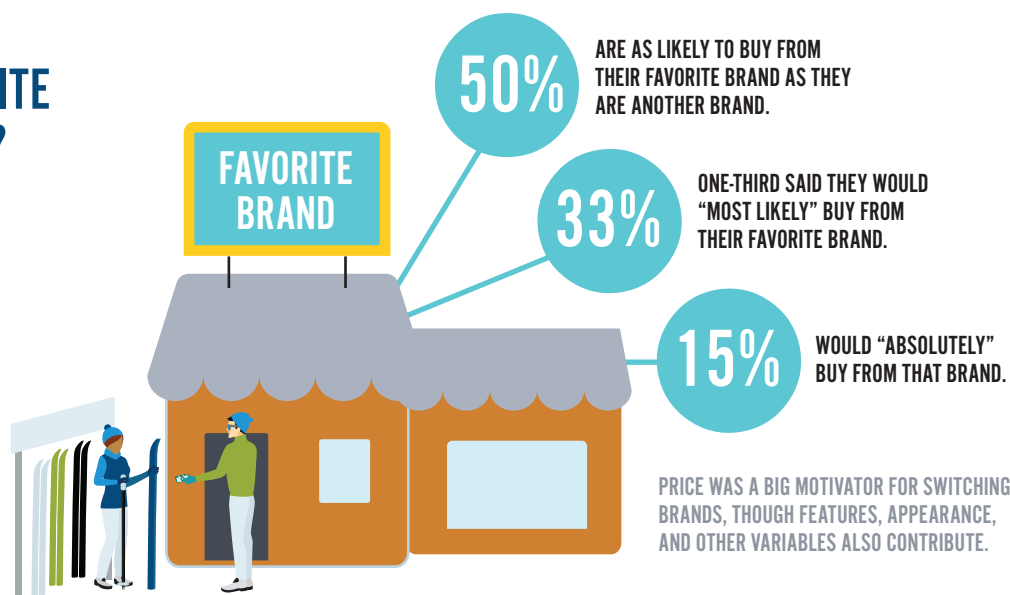


OTHER WINTER SPORTS BEYOND THEIR PRIMARY WINTER SPORT **SNOWSHOEING AND CROSS COUNTRY** WERE THE MOST POPULAR **OTHER SPORTS** RESPONDENTS INDICATED THEY'D PARTICIPATE IN.

BRANDS

Q WHAT IS YOUR FAVORITE SNOW SPORT BRAND?

- | | | |
|-----|------------|------|
| 1. | BURTON | 6.8% |
| 2. | NORTH FACE | 6.6% |
| 3. | VOLKL | 6.6% |
| 4. | PATAGONIA | 6.2% |
| 5. | ROSSIGNOL | 4.8% |
| 6. | SALOMON | 4.8% |
| 7. | K2 | 4.8% |
| 8. | NORDICA | 3.5% |
| 9. | HEAD | 2.9% |
| 10. | SPYDER | 2.3% |



NEWS

MOST COMMON NEWS SOURCE

